MORNING CONSULT

National Tracking Poll #2211002
November 02-04, 2022

Crosstabulation Results

Table Index

Crosstabulation Results by Respondent Demographics

Table MCFE1_1: *In an average week, about how much time would you say you spend interacting with other people through the following? If you don't do the activity or interact with others while doing the activity, please select 'none.'*
At school

Demographic	None		Less than 1 hour / week		About 1-3 hours / week		About 4-6 hours / week		About 7-9 hours / week		About 10 or more hours / week		Total N
Adults	84%	(1853)	3%	(68)	4%	(80)	4%	(90)	3%	(57)	3%	(62)	2210
Gender: Male	82%	(871)	3%	(31)	4%	(43)	5%	(53)	4%	(37)	3%	(32)	1068
Gender: Female	86%	(982)	3%	(37)	3%	(37)	3%	(36)	2%	(20)	3%	(30)	1142
Age: 18-34	67%	(427)	5%	(35)	7%	(44)	10%	(61)	6%	(38)	6%	(37)	642
Age: 35-44	82%	(298)	3%	(9)	5%	(19)	4%	(16)	3%	(12)	3%	(11)	365
Age: 45-64	91%	(652)	3%	(19)	2%	(17)	1%	(9)	1%	(8)	1%	(8)	714
Age: 65+	97%	(476)	1%	(5)	—	(0)	1%	(3)	—	(0)	1%	(6)	489
GenZers: 1997-2012	53%	(135)	5%	(12)	8%	(20)	16%	(42)	11%	(28)	8%	(21)	256
Millennials: 1981-1996	78%	(506)	5%	(30)	6%	(41)	5%	(32)	3%	(19)	4%	(26)	653
GenXers: 1965-1980	89%	(494)	3%	(18)	2%	(13)	2%	(13)	2%	(10)	1%	(8)	555
Baby Boomers: 1946-1964	96%	(647)	1%	(8)	1%	(6)	1%	(4)	—	(2)	1%	(8)	673
PID: Dem (no lean)	83%	(711)	2%	(18)	5%	(39)	4%	(37)	3%	(29)	3%	(25)	860
PID: Ind (no lean)	88%	(590)	3%	(17)	3%	(18)	3%	(18)	1%	(7)	4%	(24)	674
PID: Rep (no lean)	82%	(552)	5%	(32)	3%	(23)	5%	(34)	3%	(21)	2%	(14)	676
PID/Gender: Dem Men	78%	(307)	3%	(13)	5%	(21)	6%	(22)	5%	(18)	3%	(12)	394
PID/Gender: Dem Women	87%	(404)	1%	(5)	4%	(18)	3%	(15)	2%	(11)	3%	(12)	465
PID/Gender: Ind Men	87%	(302)	2%	(8)	3%	(11)	4%	(13)	1%	(3)	3%	(10)	345
PID/Gender: Ind Women	88%	(288)	3%	(9)	2%	(7)	2%	(5)	1%	(5)	4%	(14)	329
PID/Gender: Rep Men	80%	(262)	3%	(10)	3%	(11)	6%	(19)	5%	(17)	3%	(10)	328
PID/Gender: Rep Women	83%	(290)	6%	(23)	3%	(12)	4%	(16)	1%	(5)	1%	(4)	348
Ideo: Liberal (1-3)	80%	(527)	3%	(21)	5%	(30)	5%	(32)	4%	(24)	3%	(22)	656
Ideo: Moderate (4)	84%	(634)	3%	(24)	4%	(28)	4%	(29)	2%	(16)	3%	(20)	751
Ideo: Conservative (5-7)	87%	(581)	3%	(18)	3%	(21)	3%	(19)	2%	(12)	2%	(15)	666
Educ: < College	84%	(1211)	3%	(50)	3%	(44)	4%	(56)	2%	(35)	3%	(42)	1437
Educ: Bachelors degree	83%	(408)	2%	(12)	5%	(23)	5%	(22)	3%	(13)	3%	(13)	491
Educ: Post-grad	83%	(235)	2%	(6)	5%	(13)	4%	(12)	3%	(9)	3%	(8)	282

Table MCFE1_1: *In an average week, about how much time would you say you spend interacting with other people through the following? If you don't do the activity or interact with others while doing the activity, please select 'none.'*
At school

Demographic	None		Less than 1 hour / week		About 1-3 hours / week		About 4-6 hours / week		About 7-9 hours / week		About 10 or more hours / week		Total N
Adults	84%	(1853)	3%	(68)	4%	(80)	4%	(90)	3%	(57)	3%	(62)	2210
Income: Under 50k	85%	(1078)	4%	(49)	3%	(38)	4%	(45)	2%	(28)	3%	(33)	1271
Income: 50k-100k	83%	(543)	2%	(12)	4%	(24)	5%	(35)	3%	(20)	3%	(21)	656
Income: 100k+	82%	(233)	2%	(6)	6%	(18)	3%	(9)	3%	(8)	3%	(8)	283
Ethnicity: White	87%	(1493)	2%	(42)	2%	(40)	4%	(61)	2%	(33)	2%	(41)	1711
Ethnicity: Hispanic	72%	(268)	5%	(20)	6%	(22)	10%	(36)	4%	(15)	4%	(13)	374
Ethnicity: Black	73%	(206)	4%	(10)	6%	(17)	6%	(18)	7%	(19)	4%	(12)	282
Ethnicity: Other	71%	(154)	7%	(16)	10%	(22)	5%	(11)	2%	(5)	4%	(9)	217
All Christian	86%	(880)	3%	(30)	4%	(37)	3%	(35)	2%	(24)	2%	(23)	1029
All Non-Christian	77%	(99)	4%	(5)	4%	(6)	9%	(11)	4%	(5)	2%	(2)	129
Atheist	82%	(81)	—	(0)	3%	(3)	10%	(10)	1%	(1)	4%	(4)	99
Agnostic/Nothing in particular	85%	(499)	3%	(15)	3%	(19)	4%	(21)	2%	(12)	3%	(20)	587
Something Else	80%	(293)	5%	(17)	4%	(15)	4%	(13)	4%	(15)	3%	(12)	365
Religious Non-Protestant/Catholic	78%	(120)	4%	(6)	4%	(6)	9%	(14)	4%	(6)	2%	(2)	154
Evangelical	81%	(450)	5%	(26)	5%	(25)	4%	(20)	3%	(17)	3%	(19)	558
Non-Evangelical	87%	(688)	2%	(20)	3%	(26)	3%	(25)	2%	(17)	2%	(15)	792
Community: Urban	78%	(497)	3%	(17)	6%	(38)	6%	(37)	4%	(27)	3%	(20)	638
Community: Suburban	86%	(871)	2%	(22)	3%	(31)	4%	(42)	2%	(21)	3%	(28)	1014
Community: Rural	87%	(485)	5%	(29)	2%	(10)	2%	(10)	2%	(10)	3%	(14)	558
Employ: Private Sector	81%	(529)	3%	(22)	4%	(24)	5%	(33)	4%	(27)	3%	(19)	654
Employ: Government	66%	(89)	1%	(2)	11%	(16)	12%	(16)	4%	(6)	5%	(7)	136
Employ: Self-Employed	77%	(128)	4%	(6)	6%	(11)	6%	(10)	3%	(4)	4%	(7)	166
Employ: Homemaker	86%	(163)	6%	(10)	2%	(4)	3%	(7)	1%	(2)	2%	(4)	190
Employ: Student	19%	(12)	16%	(10)	11%	(7)	19%	(12)	19%	(12)	16%	(10)	62
Employ: Retired	97%	(544)	1%	(3)	1%	(5)	—	(2)	—	(3)	1%	(6)	563
Employ: Unemployed	91%	(273)	4%	(11)	2%	(7)	1%	(3)	1%	(2)	2%	(5)	301
Employ: Other	84%	(115)	2%	(3)	5%	(7)	4%	(6)	1%	(2)	3%	(4)	137
Military HH: Yes	89%	(252)	2%	(6)	3%	(8)	3%	(7)	1%	(2)	3%	(8)	283
Military HH: No	83%	(1601)	3%	(62)	4%	(72)	4%	(82)	3%	(55)	3%	(54)	1927

Table MCFE1_1: *In an average week, about how much time would you say you spend interacting with other people through the following? If you don't do the activity or interact with others while doing the activity, please select 'none.'*
At school

Demographic	None		Less than 1 hour / week		About 1-3 hours / week		About 4-6 hours / week		About 7-9 hours / week		About 10 or more hours / week		Total N
Adults	84%	(1853)	3%	(68)	4%	(80)	4%	(90)	3%	(57)	3%	(62)	2210
RD/WT: Right Direction	76%	(507)	4%	(27)	6%	(40)	7%	(44)	4%	(25)	4%	(24)	666
RD/WT: Wrong Track	87%	(1346)	3%	(41)	3%	(40)	3%	(46)	2%	(32)	3%	(39)	1544
Biden Job Approve	80%	(780)	3%	(31)	5%	(50)	5%	(47)	3%	(34)	3%	(28)	970
Biden Job Disapprove	87%	(992)	3%	(32)	3%	(29)	3%	(39)	2%	(23)	3%	(29)	1144
Biden Job Strongly Approve	79%	(344)	3%	(15)	4%	(19)	6%	(27)	4%	(18)	2%	(10)	433
Biden Job Somewhat Approve	81%	(436)	3%	(17)	6%	(31)	4%	(20)	3%	(16)	3%	(18)	537
Biden Job Somewhat Disapprove	85%	(288)	3%	(10)	3%	(10)	4%	(14)	2%	(6)	3%	(12)	339
Biden Job Strongly Disapprove	88%	(705)	3%	(22)	2%	(19)	3%	(25)	2%	(17)	2%	(17)	805
Favorable of Biden	83%	(804)	3%	(28)	4%	(43)	4%	(42)	3%	(25)	3%	(28)	969
Unfavorable of Biden	86%	(974)	3%	(36)	2%	(28)	3%	(35)	3%	(29)	3%	(33)	1134
Very Favorable of Biden	83%	(399)	3%	(17)	4%	(20)	5%	(24)	3%	(12)	2%	(10)	482
Somewhat Favorable of Biden	83%	(405)	2%	(11)	5%	(23)	4%	(19)	3%	(13)	4%	(17)	487
Somewhat Unfavorable of Biden	84%	(250)	3%	(9)	3%	(10)	3%	(9)	3%	(10)	3%	(10)	299
Very Unfavorable of Biden	87%	(724)	3%	(27)	2%	(18)	3%	(25)	2%	(18)	3%	(23)	835
#1 Issue: Economy	84%	(766)	3%	(24)	4%	(37)	5%	(41)	2%	(19)	3%	(25)	913
#1 Issue: Security	85%	(206)	3%	(8)	3%	(7)	3%	(8)	4%	(9)	2%	(5)	243
#1 Issue: Health Care	79%	(135)	3%	(6)	8%	(14)	3%	(5)	2%	(3)	4%	(6)	170
#1 Issue: Medicare / Social Security	93%	(247)	1%	(4)	1%	(1)	3%	(7)	1%	(2)	2%	(4)	266
#1 Issue: Women's Issues	80%	(248)	5%	(17)	3%	(11)	5%	(14)	3%	(11)	3%	(11)	311
#1 Issue: Education	58%	(34)	6%	(3)	9%	(5)	10%	(6)	9%	(5)	8%	(5)	59
#1 Issue: Energy	82%	(110)	4%	(6)	3%	(3)	5%	(7)	4%	(5)	2%	(2)	134
#1 Issue: Other	93%	(107)	1%	(1)	1%	(1)	—	(0)	2%	(2)	3%	(3)	115
2020 Vote: Joe Biden	85%	(804)	2%	(20)	4%	(40)	4%	(35)	2%	(21)	3%	(25)	945
2020 Vote: Donald Trump	85%	(632)	3%	(22)	3%	(25)	4%	(26)	3%	(20)	2%	(15)	740
2020 Vote: Other	82%	(55)	5%	(4)	2%	(1)	4%	(2)	3%	(2)	3%	(2)	67
2020 Vote: Didn't Vote	79%	(362)	5%	(22)	3%	(13)	6%	(26)	3%	(15)	5%	(21)	459

Continued on next page

Table MCFE1_1: *In an average week, about how much time would you say you spend interacting with other people through the following? If you don't do the activity or interact with others while doing the activity, please select 'none.'*
At school

Demographic	None		Less than 1 hour / week		About 1-3 hours / week		About 4-6 hours / week		About 7-9 hours / week		About 10 or more hours / week		Total N
Adults	84%	(1853)	3%	(68)	4%	(80)	4%	(90)	3%	(57)	3%	(62)	2210
2018 House Vote: Democrat	85%	(640)	2%	(17)	5%	(36)	4%	(30)	2%	(17)	2%	(15)	755
2018 House Vote: Republican	87%	(514)	3%	(20)	2%	(10)	3%	(19)	3%	(16)	2%	(10)	589
2018 House Vote: Someone else	87%	(43)	2%	(1)	2%	(1)	2%	(1)	—	(0)	7%	(3)	50
2016 Vote: Hillary Clinton	85%	(593)	2%	(16)	4%	(26)	4%	(26)	3%	(18)	2%	(15)	695
2016 Vote: Donald Trump	89%	(582)	3%	(19)	3%	(18)	2%	(11)	2%	(15)	2%	(11)	656
2016 Vote: Other	93%	(79)	—	(0)	4%	(3)	2%	(2)	—	(0)	2%	(1)	86
2016 Vote: Didn't Vote	78%	(594)	4%	(33)	4%	(30)	7%	(50)	3%	(23)	5%	(35)	765
Voted in 2014: Yes	87%	(1064)	2%	(30)	3%	(41)	3%	(37)	2%	(27)	2%	(27)	1227
Voted in 2014: No	80%	(789)	4%	(38)	4%	(38)	5%	(53)	3%	(31)	4%	(36)	983
4-Region: Northeast	86%	(328)	3%	(11)	3%	(11)	4%	(14)	2%	(8)	3%	(10)	383
4-Region: Midwest	86%	(394)	2%	(10)	4%	(18)	3%	(13)	2%	(9)	3%	(13)	456
4-Region: South	83%	(697)	4%	(33)	3%	(24)	5%	(42)	3%	(26)	3%	(23)	844
4-Region: West	83%	(435)	3%	(14)	5%	(27)	4%	(20)	3%	(14)	3%	(17)	527
TikTok Users	75%	(598)	4%	(30)	5%	(39)	6%	(47)	5%	(37)	5%	(42)	793
Twitch Users	62%	(134)	6%	(13)	7%	(15)	8%	(16)	10%	(21)	8%	(17)	216
2022 Sports Viewers/Attendees	83%	(1218)	2%	(32)	5%	(69)	5%	(70)	3%	(39)	3%	(48)	1475
Monthly Moviegoers	67%	(214)	4%	(14)	6%	(18)	11%	(36)	7%	(21)	6%	(18)	320
Few Times per Year + Moviegoers	75%	(690)	4%	(35)	6%	(56)	7%	(68)	4%	(40)	3%	(32)	920
Heard Smile Campaign	66%	(361)	5%	(30)	8%	(44)	9%	(48)	7%	(37)	6%	(31)	551
Heard Minion Campaign	63%	(341)	5%	(30)	10%	(54)	9%	(48)	7%	(37)	6%	(31)	540
Listens to Podcasts	77%	(877)	2%	(28)	6%	(66)	6%	(69)	4%	(48)	4%	(44)	1132
Streaming Services User	82%	(1449)	3%	(57)	4%	(77)	5%	(85)	3%	(51)	3%	(53)	1773
Netflix User	80%	(1175)	3%	(46)	5%	(69)	5%	(76)	4%	(53)	4%	(55)	1474
Disney+ User	74%	(731)	4%	(38)	5%	(53)	7%	(70)	5%	(47)	5%	(46)	984
Heterosexual or straight	84%	(1653)	3%	(57)	4%	(73)	4%	(81)	3%	(51)	3%	(55)	1971
Gay	84%	(57)	9%	(6)	—	(0)	1%	(1)	4%	(3)	2%	(1)	68
Bisexual	81%	(72)	2%	(2)	4%	(4)	5%	(4)	3%	(2)	5%	(5)	88

Table MCFE1_1: *In an average week, about how much time would you say you spend interacting with other people through the following? If you don't do the activity or interact with others while doing the activity, please select 'none.'*

At school

Demographic	None	Less than 1 hour / week	About 1-3 hours / week	About 4-6 hours / week	About 7-9 hours / week	About 10 or more hours / week	Total N
Adults	84% (1853)	3% (68)	4% (80)	4% (90)	3% (57)	3% (62)	2210
Yes	63% (44)	11% (7)	5% (4)	10% (7)	6% (4)	6% (4)	70
No	85% (1809)	3% (60)	4% (76)	4% (83)	2% (53)	3% (58)	2140

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

Table MCFE1_2: *In an average week, about how much time would you say you spend interacting with other people through the following? If you don't do the activity or interact with others while doing the activity, please select 'none.'*
On social media (such as Instagram, Twitter)

Demographic	None		Less than 1 hour / week		About 1-3 hours / week		About 4-6 hours / week		About 7-9 hours / week		About 10 or more hours / week		Total N
Adults	26%	(580)	23%	(516)	18%	(388)	14%	(316)	8%	(169)	11%	(240)	2210
Gender: Male	29%	(307)	23%	(248)	16%	(175)	14%	(151)	7%	(79)	10%	(109)	1068
Gender: Female	24%	(274)	23%	(268)	19%	(213)	14%	(165)	8%	(91)	11%	(131)	1142
Age: 18-34	10%	(63)	18%	(118)	19%	(121)	22%	(143)	13%	(85)	17%	(112)	642
Age: 35-44	14%	(53)	25%	(93)	21%	(77)	20%	(72)	7%	(26)	12%	(45)	365
Age: 45-64	30%	(214)	25%	(181)	18%	(125)	11%	(75)	7%	(50)	10%	(69)	714
Age: 65+	51%	(251)	25%	(124)	13%	(65)	5%	(27)	2%	(9)	3%	(13)	489
GenZers: 1997-2012	10%	(24)	13%	(34)	19%	(48)	25%	(64)	14%	(35)	20%	(50)	256
Millennials: 1981-1996	11%	(70)	23%	(151)	20%	(130)	20%	(129)	11%	(71)	15%	(101)	653
GenXers: 1965-1980	24%	(131)	27%	(147)	19%	(104)	12%	(69)	8%	(43)	11%	(60)	555
Baby Boomers: 1946-1964	46%	(308)	26%	(172)	14%	(96)	7%	(49)	3%	(20)	4%	(28)	673
PID: Dem (no lean)	21%	(185)	21%	(184)	19%	(164)	15%	(133)	9%	(79)	13%	(115)	860
PID: Ind (no lean)	28%	(191)	26%	(176)	17%	(116)	13%	(86)	5%	(37)	10%	(69)	674
PID: Rep (no lean)	30%	(204)	23%	(156)	16%	(109)	14%	(98)	8%	(54)	8%	(56)	676
PID/Gender: Dem Men	20%	(79)	24%	(94)	16%	(61)	17%	(65)	9%	(34)	15%	(60)	394
PID/Gender: Dem Women	23%	(106)	19%	(90)	22%	(103)	15%	(68)	10%	(45)	12%	(55)	465
PID/Gender: Ind Men	34%	(117)	24%	(82)	17%	(60)	13%	(44)	5%	(17)	7%	(24)	345
PID/Gender: Ind Women	23%	(74)	28%	(93)	17%	(56)	13%	(42)	6%	(19)	14%	(45)	329
PID/Gender: Rep Men	34%	(110)	22%	(71)	16%	(54)	13%	(42)	8%	(27)	7%	(24)	328
PID/Gender: Rep Women	27%	(94)	24%	(85)	16%	(55)	16%	(56)	8%	(27)	9%	(32)	348
Ideo: Liberal (1-3)	21%	(135)	22%	(147)	18%	(120)	16%	(104)	10%	(68)	12%	(82)	656
Ideo: Moderate (4)	26%	(199)	24%	(180)	18%	(136)	14%	(108)	6%	(46)	11%	(82)	751
Ideo: Conservative (5-7)	34%	(224)	23%	(150)	16%	(109)	13%	(85)	6%	(42)	8%	(56)	666
Educ: < College	26%	(368)	23%	(328)	17%	(250)	15%	(215)	7%	(102)	12%	(174)	1437
Educ: Bachelors degree	26%	(129)	26%	(128)	16%	(79)	15%	(71)	8%	(41)	8%	(41)	491
Educ: Post-grad	29%	(83)	21%	(60)	21%	(59)	11%	(30)	9%	(26)	9%	(24)	282
Income: Under 50k	27%	(340)	24%	(305)	17%	(221)	13%	(168)	6%	(82)	12%	(155)	1271
Income: 50k-100k	25%	(163)	22%	(142)	17%	(114)	18%	(115)	9%	(60)	9%	(62)	656
Income: 100k+	27%	(78)	24%	(68)	19%	(53)	12%	(33)	10%	(27)	8%	(23)	283

Continued on next page

Table MCFE1_2: *In an average week, about how much time would you say you spend interacting with other people through the following? If you don't do the activity or interact with others while doing the activity, please select 'none.'*
On social media (such as Instagram, Twitter)

Demographic	None		Less than 1 hour / week		About 1-3 hours / week		About 4-6 hours / week		About 7-9 hours / week		About 10 or more hours / week		Total N
Adults	26%	(580)	23%	(516)	18%	(388)	14%	(316)	8%	(169)	11%	(240)	2210
Ethnicity: White	28%	(481)	23%	(399)	18%	(314)	14%	(233)	7%	(121)	10%	(163)	1711
Ethnicity: Hispanic	17%	(65)	22%	(82)	18%	(67)	19%	(71)	9%	(32)	15%	(56)	374
Ethnicity: Black	16%	(46)	20%	(57)	17%	(47)	18%	(50)	11%	(32)	18%	(51)	282
Ethnicity: Other	25%	(53)	28%	(60)	13%	(28)	15%	(33)	8%	(17)	12%	(26)	217
All Christian	30%	(304)	24%	(245)	19%	(198)	12%	(128)	7%	(73)	8%	(81)	1029
All Non-Christian	26%	(34)	25%	(33)	14%	(19)	12%	(15)	12%	(16)	10%	(13)	129
Atheist	22%	(22)	21%	(21)	23%	(23)	16%	(16)	8%	(8)	10%	(10)	99
Agnostic/Nothing in particular	22%	(131)	25%	(145)	16%	(93)	16%	(96)	7%	(39)	14%	(84)	587
Something Else	25%	(90)	20%	(72)	16%	(57)	17%	(61)	9%	(34)	14%	(52)	365
Religious Non-Protestant/Catholic	24%	(37)	25%	(38)	16%	(24)	15%	(23)	12%	(19)	9%	(13)	154
Evangelical	27%	(152)	22%	(124)	17%	(97)	15%	(82)	8%	(42)	11%	(61)	558
Non-Evangelical	30%	(234)	23%	(184)	19%	(148)	12%	(97)	8%	(60)	9%	(69)	792
Community: Urban	20%	(129)	23%	(149)	17%	(108)	16%	(102)	10%	(63)	13%	(85)	638
Community: Suburban	29%	(295)	23%	(234)	20%	(199)	14%	(146)	6%	(61)	8%	(79)	1014
Community: Rural	28%	(156)	24%	(132)	14%	(81)	12%	(68)	8%	(45)	13%	(75)	558
Employ: Private Sector	17%	(113)	22%	(145)	21%	(139)	17%	(112)	10%	(67)	12%	(78)	654
Employ: Government	14%	(19)	22%	(29)	22%	(30)	18%	(24)	11%	(15)	13%	(18)	136
Employ: Self-Employed	15%	(25)	20%	(33)	23%	(38)	19%	(31)	6%	(10)	17%	(29)	166
Employ: Homemaker	19%	(36)	23%	(43)	16%	(31)	17%	(33)	13%	(25)	11%	(21)	190
Employ: Student	6%	(4)	21%	(13)	24%	(15)	24%	(15)	11%	(7)	14%	(9)	62
Employ: Retired	48%	(270)	25%	(142)	14%	(78)	5%	(29)	3%	(15)	5%	(28)	563
Employ: Unemployed	27%	(80)	29%	(88)	11%	(33)	13%	(39)	7%	(22)	13%	(39)	301
Employ: Other	24%	(32)	16%	(22)	18%	(25)	24%	(33)	6%	(8)	13%	(18)	137
Military HH: Yes	37%	(105)	19%	(54)	17%	(47)	10%	(29)	7%	(19)	11%	(30)	283
Military HH: No	25%	(476)	24%	(462)	18%	(341)	15%	(287)	8%	(151)	11%	(210)	1927
RD/WT: Right Direction	23%	(155)	21%	(138)	16%	(109)	17%	(110)	10%	(67)	13%	(86)	666
RD/WT: Wrong Track	28%	(425)	24%	(377)	18%	(279)	13%	(206)	7%	(103)	10%	(153)	1544

Table MCFE1_2: *In an average week, about how much time would you say you spend interacting with other people through the following? If you don't do the activity or interact with others while doing the activity, please select 'none.'*
On social media (such as Instagram, Twitter)

Demographic	None		Less than 1 hour / week		About 1-3 hours / week		About 4-6 hours / week		About 7-9 hours / week		About 10 or more hours / week		Total N
Adults	26%	(580)	23%	(516)	18%	(388)	14%	(316)	8%	(169)	11%	(240)	2210
Biden Job Approve	24%	(229)	21%	(208)	18%	(177)	16%	(158)	10%	(95)	11%	(103)	970
Biden Job Disapprove	29%	(330)	25%	(282)	17%	(195)	13%	(145)	6%	(71)	11%	(122)	1144
Biden Job Strongly Approve	23%	(100)	23%	(99)	16%	(69)	16%	(70)	9%	(40)	12%	(54)	433
Biden Job Somewhat Approve	24%	(129)	20%	(109)	20%	(108)	16%	(88)	10%	(55)	9%	(49)	537
Biden Job Somewhat Disapprove	22%	(74)	25%	(83)	17%	(59)	13%	(45)	10%	(35)	13%	(43)	339
Biden Job Strongly Disapprove	32%	(256)	25%	(198)	17%	(136)	12%	(99)	5%	(36)	10%	(79)	805
Favorable of Biden	24%	(233)	22%	(209)	18%	(178)	16%	(151)	9%	(90)	11%	(108)	969
Unfavorable of Biden	29%	(329)	24%	(274)	18%	(199)	13%	(148)	6%	(69)	10%	(116)	1134
Very Favorable of Biden	23%	(112)	23%	(112)	16%	(76)	16%	(77)	9%	(43)	13%	(61)	482
Somewhat Favorable of Biden	25%	(121)	20%	(97)	21%	(102)	15%	(73)	10%	(47)	10%	(47)	487
Somewhat Unfavorable of Biden	22%	(65)	24%	(72)	19%	(57)	16%	(49)	8%	(24)	11%	(33)	299
Very Unfavorable of Biden	32%	(264)	24%	(202)	17%	(142)	12%	(98)	5%	(45)	10%	(83)	835
#1 Issue: Economy	24%	(220)	22%	(200)	19%	(178)	16%	(150)	8%	(71)	10%	(93)	913
#1 Issue: Security	31%	(76)	26%	(63)	17%	(42)	9%	(21)	8%	(19)	9%	(21)	243
#1 Issue: Health Care	22%	(37)	28%	(48)	15%	(25)	14%	(24)	10%	(18)	11%	(20)	170
#1 Issue: Medicare / Social Security	43%	(115)	21%	(56)	12%	(32)	9%	(23)	6%	(16)	9%	(23)	266
#1 Issue: Women's Issues	16%	(49)	24%	(74)	21%	(65)	17%	(53)	9%	(27)	14%	(43)	311
#1 Issue: Education	7%	(4)	25%	(15)	18%	(10)	22%	(13)	8%	(5)	21%	(12)	59
#1 Issue: Energy	28%	(38)	19%	(26)	18%	(24)	15%	(20)	7%	(9)	13%	(17)	134
#1 Issue: Other	37%	(42)	29%	(33)	10%	(12)	11%	(13)	4%	(4)	9%	(10)	115
2020 Vote: Joe Biden	25%	(232)	21%	(203)	20%	(188)	15%	(145)	8%	(79)	10%	(97)	945
2020 Vote: Donald Trump	31%	(230)	24%	(175)	15%	(113)	14%	(104)	7%	(53)	9%	(64)	740
2020 Vote: Other	34%	(23)	18%	(12)	22%	(15)	12%	(8)	7%	(5)	7%	(5)	67
2020 Vote: Didn't Vote	21%	(95)	27%	(126)	16%	(72)	13%	(59)	7%	(33)	16%	(74)	459
2018 House Vote: Democrat	24%	(179)	21%	(160)	20%	(155)	15%	(117)	8%	(63)	11%	(83)	755
2018 House Vote: Republican	36%	(210)	23%	(137)	16%	(96)	12%	(73)	6%	(36)	6%	(37)	589
2018 House Vote: Someone else	36%	(18)	11%	(6)	13%	(6)	10%	(5)	5%	(3)	25%	(12)	50

Table MCFE1_2: *In an average week, about how much time would you say you spend interacting with other people through the following? If you don't do the activity or interact with others while doing the activity, please select 'none.'*
On social media (such as Instagram, Twitter)

Demographic	None		Less than 1 hour / week		About 1-3 hours / week		About 4-6 hours / week		About 7-9 hours / week		About 10 or more hours / week		Total N
Adults	26%	(580)	23%	(516)	18%	(388)	14%	(316)	8%	(169)	11%	(240)	2210
2016 Vote: Hillary Clinton	24%	(170)	22%	(152)	21%	(144)	15%	(103)	8%	(53)	10%	(73)	695
2016 Vote: Donald Trump	35%	(228)	22%	(143)	17%	(109)	12%	(77)	7%	(43)	9%	(56)	656
2016 Vote: Other	38%	(32)	19%	(16)	18%	(15)	12%	(10)	9%	(8)	5%	(4)	86
2016 Vote: Didn't Vote	19%	(148)	27%	(203)	16%	(119)	16%	(125)	9%	(65)	14%	(105)	765
Voted in 2014: Yes	31%	(385)	20%	(251)	18%	(220)	14%	(172)	7%	(84)	9%	(114)	1227
Voted in 2014: No	20%	(195)	27%	(265)	17%	(168)	15%	(144)	9%	(85)	13%	(126)	983
4-Region: Northeast	26%	(99)	25%	(94)	17%	(66)	13%	(49)	8%	(31)	11%	(43)	383
4-Region: Midwest	29%	(131)	24%	(107)	19%	(85)	13%	(57)	9%	(39)	8%	(37)	456
4-Region: South	25%	(215)	22%	(189)	19%	(156)	14%	(120)	6%	(54)	13%	(111)	844
4-Region: West	26%	(135)	24%	(125)	15%	(81)	17%	(90)	9%	(45)	9%	(50)	527
TikTok Users	9%	(74)	17%	(133)	20%	(160)	22%	(173)	14%	(107)	18%	(145)	793
Twitch Users	4%	(9)	17%	(36)	25%	(54)	21%	(45)	15%	(32)	18%	(39)	216
2022 Sports Viewers/Attendees	25%	(368)	21%	(304)	19%	(287)	16%	(233)	8%	(124)	11%	(158)	1475
Monthly Moviegoers	12%	(39)	18%	(58)	17%	(53)	21%	(68)	15%	(50)	16%	(52)	320
Few Times per Year + Moviegoers	18%	(164)	20%	(182)	17%	(157)	18%	(170)	13%	(118)	14%	(129)	920
Heard Smile Campaign	10%	(56)	17%	(95)	19%	(102)	24%	(130)	13%	(73)	17%	(94)	551
Heard Minion Campaign	8%	(42)	17%	(91)	19%	(100)	23%	(122)	16%	(85)	19%	(100)	540
Listens to Podcasts	16%	(185)	22%	(247)	19%	(215)	19%	(210)	11%	(123)	13%	(150)	1132
Streaming Services User	22%	(388)	23%	(404)	19%	(342)	16%	(279)	9%	(153)	12%	(208)	1773
Netflix User	20%	(297)	21%	(311)	18%	(270)	17%	(253)	10%	(150)	13%	(192)	1474
Disney+ User	16%	(161)	21%	(211)	19%	(186)	18%	(174)	11%	(111)	14%	(141)	984
Heterosexual or straight	28%	(544)	23%	(449)	18%	(347)	14%	(277)	8%	(149)	10%	(204)	1971
Gay	21%	(14)	32%	(22)	16%	(11)	14%	(10)	5%	(3)	12%	(8)	68
Bisexual	12%	(10)	23%	(20)	19%	(17)	19%	(17)	9%	(8)	19%	(17)	88
Yes	17%	(12)	20%	(14)	16%	(11)	22%	(15)	10%	(7)	15%	(11)	70
No	27%	(568)	23%	(501)	18%	(377)	14%	(301)	8%	(163)	11%	(229)	2140

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

Table MCFE1_3: *In an average week, about how much time would you say you spend interacting with other people through the following? If you don't do the activity or interact with others while doing the activity, please select 'none.'*
By text

Demographic	None		Less than 1 hour / week		About 1-3 hours / week		About 4-6 hours / week		About 7-9 hours / week		About 10 or more hours / week		Total N
Adults	11%	(242)	31%	(686)	25%	(546)	15%	(336)	7%	(160)	11%	(240)	2210
Gender: Male	12%	(127)	35%	(373)	23%	(245)	15%	(159)	6%	(60)	10%	(104)	1068
Gender: Female	10%	(114)	27%	(313)	26%	(302)	16%	(177)	9%	(100)	12%	(136)	1142
Age: 18-34	6%	(39)	20%	(126)	23%	(151)	22%	(140)	12%	(78)	17%	(109)	642
Age: 35-44	8%	(30)	25%	(91)	26%	(96)	23%	(84)	6%	(23)	11%	(41)	365
Age: 45-64	10%	(73)	33%	(236)	28%	(198)	12%	(84)	6%	(44)	11%	(78)	714
Age: 65+	20%	(99)	47%	(232)	21%	(102)	6%	(28)	3%	(15)	2%	(12)	489
GenZers: 1997-2012	6%	(15)	20%	(51)	22%	(56)	22%	(57)	12%	(31)	18%	(46)	256
Millennials: 1981-1996	7%	(43)	22%	(145)	25%	(166)	21%	(140)	10%	(67)	14%	(92)	653
GenXers: 1965-1980	10%	(56)	27%	(149)	27%	(151)	17%	(94)	6%	(35)	13%	(70)	555
Baby Boomers: 1946-1964	15%	(102)	46%	(307)	25%	(166)	6%	(42)	4%	(25)	5%	(31)	673
PID: Dem (no lean)	10%	(88)	27%	(229)	27%	(230)	15%	(133)	8%	(66)	13%	(115)	860
PID: Ind (no lean)	12%	(81)	35%	(239)	23%	(155)	13%	(91)	6%	(44)	10%	(65)	674
PID: Rep (no lean)	11%	(73)	32%	(218)	24%	(161)	17%	(113)	7%	(51)	9%	(61)	676
PID/Gender: Dem Men	10%	(40)	28%	(110)	24%	(94)	17%	(69)	6%	(22)	15%	(60)	394
PID/Gender: Dem Women	10%	(48)	26%	(119)	29%	(136)	14%	(64)	9%	(44)	12%	(55)	465
PID/Gender: Ind Men	14%	(47)	41%	(140)	23%	(80)	12%	(40)	5%	(18)	6%	(20)	345
PID/Gender: Ind Women	10%	(34)	30%	(99)	23%	(75)	16%	(51)	8%	(26)	13%	(44)	329
PID/Gender: Rep Men	12%	(40)	37%	(123)	22%	(71)	15%	(50)	6%	(21)	7%	(24)	328
PID/Gender: Rep Women	9%	(33)	27%	(95)	26%	(90)	18%	(62)	9%	(30)	11%	(37)	348
Ideo: Liberal (1-3)	9%	(60)	29%	(191)	26%	(173)	14%	(90)	9%	(59)	13%	(83)	656
Ideo: Moderate (4)	12%	(88)	31%	(233)	24%	(184)	17%	(128)	7%	(49)	9%	(69)	751
Ideo: Conservative (5-7)	12%	(79)	35%	(234)	23%	(151)	15%	(97)	6%	(40)	10%	(64)	666
Educ: < College	12%	(167)	28%	(407)	25%	(352)	16%	(224)	8%	(110)	12%	(177)	1437
Educ: Bachelors degree	9%	(44)	35%	(170)	26%	(128)	14%	(70)	7%	(33)	9%	(45)	491
Educ: Post-grad	11%	(30)	38%	(108)	24%	(67)	15%	(43)	6%	(17)	6%	(18)	282
Income: Under 50k	14%	(181)	30%	(381)	22%	(281)	14%	(182)	7%	(94)	12%	(152)	1271
Income: 50k-100k	7%	(46)	29%	(193)	29%	(192)	17%	(113)	7%	(45)	10%	(67)	656
Income: 100k+	5%	(14)	39%	(111)	26%	(74)	15%	(41)	7%	(21)	8%	(22)	283

Table MCFE1_3: *In an average week, about how much time would you say you spend interacting with other people through the following? If you don't do the activity or interact with others while doing the activity, please select 'none.'*
By text

Demographic	None		Less than 1 hour / week		About 1-3 hours / week		About 4-6 hours / week		About 7-9 hours / week		About 10 or more hours / week		Total N
Adults	11%	(242)	31%	(686)	25%	(546)	15%	(336)	7%	(160)	11%	(240)	2210
Ethnicity: White	11%	(187)	32%	(553)	25%	(423)	15%	(260)	7%	(115)	10%	(173)	1711
Ethnicity: Hispanic	9%	(33)	28%	(105)	21%	(77)	19%	(69)	9%	(33)	15%	(57)	374
Ethnicity: Black	8%	(23)	23%	(64)	24%	(68)	19%	(54)	11%	(30)	16%	(44)	282
Ethnicity: Other	15%	(32)	32%	(69)	26%	(56)	10%	(23)	7%	(15)	10%	(23)	217
All Christian	11%	(110)	34%	(347)	26%	(264)	15%	(157)	6%	(66)	8%	(86)	1029
All Non-Christian	11%	(15)	35%	(46)	28%	(36)	16%	(21)	4%	(6)	5%	(6)	129
Atheist	16%	(16)	36%	(36)	13%	(12)	16%	(16)	5%	(5)	14%	(14)	99
Agnostic/Nothing in particular	12%	(69)	28%	(166)	24%	(138)	16%	(96)	7%	(39)	14%	(79)	587
Something Else	9%	(32)	25%	(91)	26%	(96)	13%	(47)	12%	(45)	15%	(55)	365
Religious Non-Protestant/Catholic	12%	(18)	34%	(53)	27%	(42)	18%	(28)	5%	(7)	4%	(6)	154
Evangelical	9%	(50)	31%	(170)	26%	(144)	15%	(85)	8%	(47)	11%	(63)	558
Non-Evangelical	11%	(88)	32%	(256)	26%	(203)	14%	(110)	7%	(58)	10%	(77)	792
Community: Urban	8%	(53)	31%	(197)	21%	(135)	18%	(114)	8%	(52)	14%	(86)	638
Community: Suburban	11%	(114)	32%	(322)	27%	(274)	14%	(141)	6%	(66)	10%	(98)	1014
Community: Rural	13%	(75)	30%	(167)	25%	(138)	14%	(81)	8%	(42)	10%	(56)	558
Employ: Private Sector	6%	(37)	26%	(170)	27%	(177)	22%	(143)	7%	(48)	12%	(80)	654
Employ: Government	4%	(5)	19%	(26)	32%	(43)	19%	(26)	9%	(12)	17%	(23)	136
Employ: Self-Employed	8%	(14)	28%	(47)	21%	(35)	20%	(33)	13%	(21)	9%	(16)	166
Employ: Homemaker	10%	(19)	22%	(42)	29%	(54)	15%	(28)	12%	(23)	13%	(24)	190
Employ: Student	5%	(3)	19%	(12)	30%	(19)	21%	(13)	16%	(10)	9%	(5)	62
Employ: Retired	19%	(107)	45%	(254)	22%	(124)	5%	(29)	4%	(21)	5%	(28)	563
Employ: Unemployed	14%	(42)	33%	(100)	22%	(68)	13%	(39)	5%	(16)	12%	(37)	301
Employ: Other	10%	(14)	26%	(35)	19%	(26)	18%	(25)	7%	(10)	20%	(27)	137
Military HH: Yes	12%	(35)	36%	(103)	26%	(75)	10%	(30)	7%	(19)	8%	(22)	283
Military HH: No	11%	(207)	30%	(583)	24%	(471)	16%	(307)	7%	(141)	11%	(218)	1927
RD/WT: Right Direction	12%	(77)	29%	(191)	23%	(156)	17%	(113)	8%	(52)	12%	(78)	666
RD/WT: Wrong Track	11%	(165)	32%	(495)	25%	(390)	14%	(224)	7%	(108)	11%	(162)	1544

Table MCFE1_3: *In an average week, about how much time would you say you spend interacting with other people through the following? If you don't do the activity or interact with others while doing the activity, please select 'none.'*
By text

Demographic	None		Less than 1 hour / week		About 1-3 hours / week		About 4-6 hours / week		About 7-9 hours / week		About 10 or more hours / week		Total N
Adults	11%	(242)	31%	(686)	25%	(546)	15%	(336)	7%	(160)	11%	(240)	2210
Biden Job Approve	11%	(103)	30%	(294)	25%	(243)	16%	(151)	7%	(72)	11%	(107)	970
Biden Job Disapprove	11%	(121)	32%	(364)	25%	(289)	15%	(177)	7%	(84)	10%	(110)	1144
Biden Job Strongly Approve	11%	(47)	33%	(145)	23%	(101)	15%	(67)	6%	(27)	11%	(47)	433
Biden Job Somewhat Approve	11%	(56)	28%	(149)	27%	(142)	16%	(84)	8%	(45)	11%	(60)	537
Biden Job Somewhat Disapprove	9%	(32)	28%	(95)	27%	(93)	17%	(57)	8%	(27)	10%	(35)	339
Biden Job Strongly Disapprove	11%	(89)	34%	(270)	24%	(196)	15%	(119)	7%	(57)	9%	(74)	805
Favorable of Biden	11%	(109)	30%	(288)	26%	(250)	15%	(143)	7%	(71)	11%	(108)	969
Unfavorable of Biden	10%	(114)	32%	(364)	25%	(281)	16%	(179)	7%	(79)	10%	(116)	1134
Very Favorable of Biden	12%	(57)	32%	(155)	23%	(113)	14%	(69)	7%	(31)	12%	(57)	482
Somewhat Favorable of Biden	11%	(52)	27%	(133)	28%	(137)	15%	(74)	8%	(39)	10%	(51)	487
Somewhat Unfavorable of Biden	7%	(22)	30%	(89)	28%	(82)	18%	(54)	7%	(20)	11%	(31)	299
Very Unfavorable of Biden	11%	(92)	33%	(275)	24%	(199)	15%	(126)	7%	(59)	10%	(84)	835
#1 Issue: Economy	8%	(75)	30%	(277)	26%	(233)	18%	(162)	8%	(69)	11%	(96)	913
#1 Issue: Security	14%	(34)	40%	(97)	21%	(51)	12%	(29)	6%	(15)	7%	(17)	243
#1 Issue: Health Care	10%	(17)	39%	(66)	20%	(34)	12%	(21)	7%	(12)	12%	(20)	170
#1 Issue: Medicare / Social Security	17%	(45)	39%	(105)	20%	(53)	9%	(24)	8%	(21)	7%	(17)	266
#1 Issue: Women's Issues	9%	(28)	21%	(65)	32%	(100)	16%	(49)	7%	(22)	15%	(47)	311
#1 Issue: Education	8%	(5)	15%	(9)	19%	(11)	27%	(16)	9%	(5)	22%	(13)	59
#1 Issue: Energy	15%	(20)	20%	(27)	24%	(33)	19%	(25)	7%	(10)	14%	(19)	134
#1 Issue: Other	15%	(18)	34%	(39)	28%	(32)	9%	(11)	4%	(5)	9%	(11)	115
2020 Vote: Joe Biden	10%	(92)	31%	(295)	27%	(258)	15%	(140)	6%	(57)	11%	(102)	945
2020 Vote: Donald Trump	11%	(80)	33%	(243)	24%	(175)	17%	(122)	8%	(58)	8%	(61)	740
2020 Vote: Other	14%	(9)	29%	(20)	25%	(16)	17%	(11)	8%	(5)	8%	(5)	67
2020 Vote: Didn't Vote	13%	(60)	28%	(128)	21%	(97)	14%	(62)	9%	(39)	16%	(72)	459
2018 House Vote: Democrat	10%	(75)	30%	(230)	29%	(217)	14%	(104)	7%	(52)	10%	(78)	755
2018 House Vote: Republican	11%	(64)	36%	(210)	24%	(142)	16%	(96)	6%	(33)	7%	(43)	589
2018 House Vote: Someone else	16%	(8)	35%	(17)	21%	(10)	11%	(6)	10%	(5)	7%	(4)	50

Table MCFE1_3: *In an average week, about how much time would you say you spend interacting with other people through the following? If you don't do the activity or interact with others while doing the activity, please select 'none.'*
By text

Demographic	None		Less than 1 hour / week		About 1-3 hours / week		About 4-6 hours / week		About 7-9 hours / week		About 10 or more hours / week		Total N
Adults	11%	(242)	31%	(686)	25%	(546)	15%	(336)	7%	(160)	11%	(240)	2210
2016 Vote: Hillary Clinton	10%	(72)	32%	(225)	28%	(192)	13%	(93)	7%	(46)	10%	(68)	695
2016 Vote: Donald Trump	11%	(75)	33%	(218)	25%	(166)	14%	(92)	7%	(49)	9%	(56)	656
2016 Vote: Other	14%	(12)	35%	(30)	21%	(18)	15%	(13)	8%	(7)	6%	(5)	86
2016 Vote: Didn't Vote	11%	(82)	27%	(210)	22%	(169)	18%	(137)	8%	(59)	14%	(109)	765
Voted in 2014: Yes	11%	(136)	34%	(411)	26%	(317)	14%	(166)	7%	(85)	9%	(111)	1227
Voted in 2014: No	11%	(106)	28%	(274)	23%	(229)	17%	(170)	8%	(75)	13%	(129)	983
4-Region: Northeast	12%	(48)	30%	(116)	26%	(101)	15%	(56)	7%	(27)	9%	(36)	383
4-Region: Midwest	10%	(45)	31%	(140)	26%	(121)	14%	(66)	8%	(39)	10%	(46)	456
4-Region: South	11%	(90)	29%	(243)	26%	(217)	17%	(140)	8%	(64)	11%	(91)	844
4-Region: West	11%	(59)	35%	(186)	21%	(108)	14%	(75)	6%	(31)	13%	(67)	527
TikTok Users	5%	(39)	21%	(167)	24%	(194)	21%	(168)	11%	(89)	17%	(135)	793
Twitch Users	2%	(4)	23%	(49)	28%	(60)	22%	(48)	11%	(24)	14%	(31)	216
2022 Sports Viewers/Attendees	8%	(124)	30%	(444)	26%	(386)	16%	(238)	8%	(121)	11%	(161)	1475
Monthly Moviegoers	5%	(15)	23%	(73)	23%	(74)	21%	(67)	11%	(35)	18%	(57)	320
Few Times per Year + Moviegoers	5%	(48)	24%	(218)	26%	(243)	21%	(189)	11%	(99)	13%	(123)	920
Heard Smile Campaign	6%	(34)	17%	(93)	27%	(147)	22%	(124)	13%	(71)	15%	(83)	551
Heard Minion Campaign	5%	(27)	20%	(110)	24%	(132)	23%	(124)	12%	(62)	16%	(85)	540
Listens to Podcasts	6%	(68)	27%	(306)	26%	(298)	19%	(216)	9%	(105)	12%	(139)	1132
Streaming Services User	8%	(136)	29%	(520)	26%	(464)	17%	(299)	8%	(142)	12%	(211)	1773
Netflix User	7%	(99)	27%	(391)	26%	(382)	18%	(265)	9%	(130)	14%	(207)	1474
Disney+ User	6%	(62)	22%	(218)	27%	(271)	20%	(201)	10%	(96)	14%	(136)	984
Heterosexual or straight	11%	(219)	31%	(615)	25%	(496)	15%	(296)	7%	(143)	10%	(202)	1971
Gay	14%	(10)	36%	(24)	16%	(11)	15%	(10)	5%	(3)	14%	(10)	68
Bisexual	7%	(6)	29%	(26)	19%	(17)	18%	(16)	8%	(7)	19%	(17)	88
Yes	3%	(2)	32%	(22)	28%	(20)	16%	(11)	10%	(7)	11%	(8)	70
No	11%	(240)	31%	(663)	25%	(527)	15%	(325)	7%	(153)	11%	(232)	2140

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

Table MCFE1_4: *In an average week, about how much time would you say you spend interacting with other people through the following? If you don't do the activity or interact with others while doing the activity, please select 'none.'*
Over phone calls

Demographic	None		Less than 1 hour / week		About 1-3 hours / week		About 4-6 hours / week		About 7-9 hours / week		About 10 or more hours / week		Total N
Adults	11%	(233)	35%	(776)	29%	(635)	13%	(295)	6%	(137)	6%	(133)	2210
Gender: Male	9%	(96)	37%	(391)	29%	(310)	12%	(131)	7%	(72)	6%	(68)	1068
Gender: Female	12%	(138)	34%	(385)	29%	(326)	14%	(164)	6%	(65)	6%	(65)	1142
Age: 18-34	11%	(71)	28%	(183)	26%	(166)	16%	(102)	10%	(64)	9%	(56)	642
Age: 35-44	9%	(34)	30%	(109)	29%	(105)	18%	(68)	7%	(24)	7%	(26)	365
Age: 45-64	11%	(82)	34%	(242)	31%	(220)	12%	(87)	6%	(42)	6%	(41)	714
Age: 65+	10%	(47)	50%	(243)	29%	(143)	8%	(39)	2%	(8)	2%	(9)	489
GenZers: 1997-2012	10%	(26)	31%	(79)	24%	(62)	16%	(40)	9%	(22)	10%	(26)	256
Millennials: 1981-1996	10%	(67)	29%	(189)	28%	(181)	16%	(107)	9%	(58)	8%	(50)	653
GenXers: 1965-1980	12%	(67)	30%	(168)	29%	(163)	16%	(87)	6%	(35)	6%	(35)	555
Baby Boomers: 1946-1964	9%	(61)	45%	(302)	31%	(209)	9%	(58)	3%	(21)	3%	(21)	673
PID: Dem (no lean)	9%	(80)	32%	(272)	29%	(247)	15%	(133)	8%	(71)	6%	(56)	860
PID: Ind (no lean)	12%	(84)	37%	(246)	29%	(194)	12%	(81)	5%	(37)	5%	(32)	674
PID: Rep (no lean)	10%	(69)	38%	(258)	29%	(194)	12%	(81)	4%	(29)	7%	(45)	676
PID/Gender: Dem Men	7%	(27)	29%	(116)	28%	(112)	15%	(60)	10%	(39)	10%	(40)	394
PID/Gender: Dem Women	11%	(53)	34%	(156)	29%	(135)	16%	(73)	7%	(32)	3%	(16)	465
PID/Gender: Ind Men	12%	(41)	40%	(139)	29%	(100)	10%	(36)	5%	(17)	4%	(13)	345
PID/Gender: Ind Women	13%	(44)	33%	(107)	29%	(94)	14%	(46)	6%	(20)	6%	(19)	329
PID/Gender: Rep Men	9%	(28)	41%	(136)	30%	(98)	11%	(36)	5%	(16)	4%	(15)	328
PID/Gender: Rep Women	12%	(40)	35%	(122)	28%	(96)	13%	(45)	4%	(13)	9%	(30)	348
Ideo: Liberal (1-3)	9%	(59)	35%	(232)	30%	(195)	13%	(84)	7%	(44)	6%	(42)	656
Ideo: Moderate (4)	12%	(90)	33%	(246)	29%	(221)	14%	(105)	6%	(48)	5%	(41)	751
Ideo: Conservative (5-7)	9%	(61)	38%	(255)	29%	(191)	13%	(85)	5%	(33)	6%	(41)	666
Educ: < College	12%	(179)	34%	(491)	29%	(412)	12%	(178)	6%	(80)	7%	(97)	1437
Educ: Bachelors degree	7%	(34)	37%	(182)	29%	(141)	15%	(72)	8%	(37)	5%	(25)	491
Educ: Post-grad	7%	(21)	37%	(103)	29%	(83)	16%	(45)	7%	(20)	4%	(10)	282
Income: Under 50k	14%	(184)	35%	(440)	26%	(336)	12%	(153)	6%	(82)	6%	(76)	1271
Income: 50k-100k	5%	(30)	36%	(234)	32%	(211)	16%	(105)	6%	(38)	6%	(38)	656
Income: 100k+	7%	(19)	36%	(102)	31%	(87)	13%	(38)	6%	(17)	7%	(19)	283

Table MCFE1_4: *In an average week, about how much time would you say you spend interacting with other people through the following? If you don't do the activity or interact with others while doing the activity, please select 'none.'*
Over phone calls

Demographic	None		Less than 1 hour / week		About 1-3 hours / week		About 4-6 hours / week		About 7-9 hours / week		About 10 or more hours / week		Total N
Adults	11%	(233)	35%	(776)	29%	(635)	13%	(295)	6%	(137)	6%	(133)	2210
Ethnicity: White	10%	(171)	38%	(643)	30%	(506)	13%	(219)	5%	(91)	5%	(81)	1711
Ethnicity: Hispanic	14%	(52)	30%	(112)	24%	(88)	18%	(66)	7%	(28)	7%	(28)	374
Ethnicity: Black	10%	(28)	22%	(62)	28%	(79)	18%	(49)	10%	(27)	13%	(37)	282
Ethnicity: Other	16%	(34)	33%	(71)	23%	(51)	12%	(27)	9%	(19)	7%	(15)	217
All Christian	10%	(104)	35%	(360)	31%	(321)	13%	(133)	6%	(58)	5%	(54)	1029
All Non-Christian	10%	(14)	31%	(40)	30%	(39)	16%	(21)	7%	(9)	5%	(6)	129
Atheist	8%	(8)	47%	(47)	16%	(16)	16%	(16)	7%	(7)	5%	(5)	99
Agnostic/Nothing in particular	12%	(72)	36%	(213)	27%	(160)	13%	(73)	6%	(33)	6%	(35)	587
Something Else	10%	(36)	32%	(116)	27%	(100)	14%	(51)	8%	(30)	9%	(32)	365
Religious Non-Protestant/Catholic	10%	(15)	32%	(49)	33%	(50)	15%	(23)	7%	(11)	4%	(6)	154
Evangelical	10%	(56)	34%	(192)	27%	(149)	14%	(80)	7%	(40)	7%	(41)	558
Non-Evangelical	10%	(81)	34%	(272)	32%	(253)	13%	(99)	5%	(44)	5%	(43)	792
Community: Urban	11%	(70)	28%	(179)	27%	(172)	16%	(105)	8%	(49)	10%	(62)	638
Community: Suburban	8%	(84)	37%	(379)	31%	(316)	13%	(136)	6%	(58)	4%	(43)	1014
Community: Rural	14%	(79)	39%	(219)	26%	(147)	10%	(54)	5%	(30)	5%	(28)	558
Employ: Private Sector	5%	(31)	31%	(202)	31%	(205)	19%	(123)	7%	(47)	7%	(46)	654
Employ: Government	6%	(8)	26%	(36)	26%	(35)	16%	(21)	18%	(25)	9%	(12)	136
Employ: Self-Employed	8%	(13)	30%	(50)	32%	(53)	16%	(27)	3%	(6)	11%	(18)	166
Employ: Homemaker	14%	(26)	28%	(52)	33%	(62)	14%	(27)	8%	(15)	4%	(7)	190
Employ: Student	12%	(8)	36%	(23)	30%	(18)	19%	(12)	1%	(1)	2%	(1)	62
Employ: Retired	11%	(61)	48%	(270)	29%	(164)	6%	(33)	3%	(17)	3%	(18)	563
Employ: Unemployed	24%	(74)	34%	(102)	22%	(68)	7%	(22)	6%	(18)	6%	(18)	301
Employ: Other	9%	(13)	31%	(42)	23%	(31)	23%	(31)	6%	(9)	8%	(11)	137
Military HH: Yes	9%	(26)	43%	(123)	28%	(80)	11%	(32)	3%	(9)	5%	(14)	283
Military HH: No	11%	(207)	34%	(654)	29%	(556)	14%	(263)	7%	(128)	6%	(119)	1927
RD/WT: Right Direction	11%	(74)	33%	(223)	25%	(166)	16%	(104)	7%	(48)	8%	(52)	666
RD/WT: Wrong Track	10%	(159)	36%	(554)	30%	(470)	12%	(192)	6%	(89)	5%	(80)	1544

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Table MCFE1_4: *In an average week, about how much time would you say you spend interacting with other people through the following? If you don't do the activity or interact with others while doing the activity, please select 'none.'*
Over phone calls

Demographic	None		Less than 1 hour / week		About 1-3 hours / week		About 4-6 hours / week		About 7-9 hours / week		About 10 or more hours / week		Total N
Adults	11%	(233)	35%	(776)	29%	(635)	13%	(295)	6%	(137)	6%	(133)	2210
Biden Job Approve	9%	(92)	33%	(323)	28%	(273)	15%	(149)	8%	(77)	6%	(55)	970
Biden Job Disapprove	10%	(117)	36%	(411)	31%	(353)	12%	(137)	5%	(55)	6%	(70)	1144
Biden Job Strongly Approve	11%	(47)	35%	(152)	28%	(121)	13%	(54)	5%	(23)	8%	(35)	433
Biden Job Somewhat Approve	8%	(45)	32%	(171)	28%	(153)	18%	(95)	10%	(55)	4%	(19)	537
Biden Job Somewhat Disapprove	10%	(34)	36%	(121)	31%	(104)	12%	(41)	6%	(21)	5%	(18)	339
Biden Job Strongly Disapprove	10%	(83)	36%	(291)	31%	(250)	12%	(96)	4%	(34)	6%	(52)	805
Favorable of Biden	11%	(104)	32%	(313)	29%	(281)	15%	(143)	7%	(72)	6%	(57)	969
Unfavorable of Biden	9%	(107)	37%	(421)	30%	(343)	12%	(139)	5%	(59)	6%	(65)	1134
Very Favorable of Biden	12%	(56)	33%	(159)	29%	(141)	13%	(64)	6%	(27)	7%	(35)	482
Somewhat Favorable of Biden	10%	(48)	32%	(154)	29%	(140)	16%	(79)	9%	(45)	4%	(22)	487
Somewhat Unfavorable of Biden	7%	(20)	40%	(121)	29%	(87)	13%	(39)	6%	(19)	4%	(13)	299
Very Unfavorable of Biden	10%	(86)	36%	(300)	31%	(256)	12%	(100)	5%	(40)	6%	(52)	835
#1 Issue: Economy	9%	(81)	34%	(312)	29%	(268)	14%	(128)	8%	(74)	5%	(50)	913
#1 Issue: Security	14%	(33)	35%	(85)	31%	(76)	10%	(25)	3%	(8)	7%	(16)	243
#1 Issue: Health Care	11%	(18)	33%	(56)	26%	(45)	19%	(32)	7%	(12)	5%	(8)	170
#1 Issue: Medicare / Social Security	14%	(38)	41%	(110)	25%	(66)	10%	(28)	5%	(13)	5%	(12)	266
#1 Issue: Women's Issues	12%	(37)	35%	(109)	27%	(85)	13%	(41)	4%	(13)	8%	(26)	311
#1 Issue: Education	11%	(6)	28%	(17)	23%	(13)	16%	(9)	10%	(6)	12%	(7)	59
#1 Issue: Energy	4%	(5)	32%	(43)	39%	(52)	14%	(19)	6%	(8)	6%	(8)	134
#1 Issue: Other	13%	(15)	40%	(46)	27%	(30)	12%	(14)	3%	(4)	5%	(5)	115
2020 Vote: Joe Biden	9%	(85)	35%	(326)	29%	(277)	15%	(142)	6%	(60)	6%	(54)	945
2020 Vote: Donald Trump	9%	(68)	37%	(272)	32%	(236)	12%	(85)	5%	(36)	6%	(43)	740
2020 Vote: Other	9%	(6)	40%	(27)	29%	(19)	14%	(9)	8%	(6)	1%	(1)	67
2020 Vote: Didn't Vote	16%	(75)	33%	(151)	22%	(103)	13%	(59)	8%	(35)	8%	(35)	459
2018 House Vote: Democrat	9%	(69)	32%	(244)	31%	(237)	14%	(106)	7%	(55)	6%	(45)	755
2018 House Vote: Republican	8%	(45)	39%	(230)	31%	(184)	14%	(82)	4%	(23)	4%	(25)	589
2018 House Vote: Someone else	14%	(7)	40%	(20)	23%	(12)	10%	(5)	10%	(5)	2%	(1)	50

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Table MCFE1_4: *In an average week, about how much time would you say you spend interacting with other people through the following? If you don't do the activity or interact with others while doing the activity, please select 'none.'*
Over phone calls

Demographic	None		Less than 1 hour / week		About 1-3 hours / week		About 4-6 hours / week		About 7-9 hours / week		About 10 or more hours / week		Total N
Adults	11%	(233)	35%	(776)	29%	(635)	13%	(295)	6%	(137)	6%	(133)	2210
2016 Vote: Hillary Clinton	11%	(79)	34%	(239)	30%	(206)	14%	(94)	6%	(40)	5%	(37)	695
2016 Vote: Donald Trump	8%	(51)	37%	(245)	33%	(216)	12%	(82)	4%	(29)	5%	(33)	656
2016 Vote: Other	4%	(3)	46%	(40)	26%	(22)	14%	(12)	8%	(7)	1%	(1)	86
2016 Vote: Didn't Vote	13%	(101)	33%	(250)	25%	(189)	14%	(106)	8%	(61)	8%	(59)	765
Voted in 2014: Yes	9%	(112)	35%	(434)	31%	(382)	13%	(159)	6%	(73)	5%	(67)	1227
Voted in 2014: No	12%	(121)	35%	(343)	26%	(253)	14%	(137)	7%	(64)	7%	(65)	983
4-Region: Northeast	11%	(42)	35%	(135)	31%	(118)	11%	(43)	7%	(25)	5%	(19)	383
4-Region: Midwest	9%	(42)	36%	(164)	33%	(150)	13%	(57)	5%	(25)	4%	(19)	456
4-Region: South	9%	(75)	34%	(284)	28%	(239)	16%	(132)	6%	(47)	8%	(67)	844
4-Region: West	14%	(74)	37%	(194)	24%	(128)	12%	(64)	8%	(40)	5%	(27)	527
TikTok Users	9%	(75)	29%	(228)	26%	(206)	18%	(140)	9%	(68)	10%	(76)	793
Twitch Users	5%	(12)	30%	(66)	28%	(60)	15%	(31)	10%	(22)	12%	(26)	216
2022 Sports Viewers/Attendees	7%	(108)	34%	(499)	31%	(456)	14%	(212)	7%	(106)	6%	(93)	1475
Monthly Moviegoers	5%	(15)	25%	(81)	29%	(93)	19%	(59)	13%	(41)	10%	(31)	320
Few Times per Year + Moviegoers	6%	(51)	30%	(272)	30%	(280)	18%	(161)	9%	(87)	8%	(69)	920
Heard Smile Campaign	9%	(50)	25%	(137)	27%	(151)	21%	(113)	10%	(53)	9%	(47)	551
Heard Minion Campaign	9%	(49)	25%	(134)	27%	(144)	19%	(102)	12%	(63)	9%	(49)	540
Listens to Podcasts	7%	(79)	30%	(334)	32%	(358)	16%	(183)	8%	(95)	7%	(82)	1132
Streaming Services User	9%	(159)	34%	(596)	30%	(530)	14%	(252)	7%	(116)	7%	(118)	1773
Netflix User	9%	(126)	33%	(487)	29%	(426)	14%	(212)	8%	(111)	8%	(111)	1474
Disney+ User	9%	(87)	31%	(306)	27%	(268)	16%	(158)	9%	(90)	8%	(74)	984
Heterosexual or straight	10%	(195)	35%	(689)	29%	(579)	13%	(261)	7%	(130)	6%	(117)	1971
Gay	15%	(10)	36%	(25)	29%	(20)	12%	(8)	3%	(2)	5%	(3)	68
Bisexual	11%	(10)	37%	(33)	24%	(21)	14%	(12)	4%	(4)	9%	(8)	88
Yes	11%	(8)	32%	(23)	29%	(20)	12%	(8)	9%	(6)	8%	(5)	70
No	11%	(225)	35%	(754)	29%	(615)	13%	(287)	6%	(131)	6%	(127)	2140

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

Table MCFE1_5: *In an average week, about how much time would you say you spend interacting with other people through the following? If you don't do the activity or interact with others while doing the activity, please select 'none.'*
Inside video games

Demographic	None		Less than 1 hour / week		About 1-3 hours / week		About 4-6 hours / week		About 7-9 hours / week		About 10 or more hours / week		Total N
Adults	63%	(1399)	10%	(210)	9%	(203)	8%	(178)	4%	(95)	6%	(124)	2210
Gender: Male	57%	(608)	9%	(99)	10%	(110)	10%	(104)	6%	(59)	8%	(86)	1068
Gender: Female	69%	(791)	10%	(111)	8%	(93)	6%	(74)	3%	(36)	3%	(38)	1142
Age: 18-34	36%	(228)	12%	(79)	13%	(84)	18%	(118)	8%	(52)	13%	(81)	642
Age: 35-44	58%	(211)	13%	(48)	12%	(43)	8%	(29)	4%	(14)	6%	(20)	365
Age: 45-64	74%	(525)	8%	(59)	9%	(64)	4%	(29)	3%	(23)	2%	(14)	714
Age: 65+	89%	(435)	5%	(24)	2%	(12)	1%	(3)	1%	(6)	2%	(9)	489
GenZers: 1997-2012	32%	(82)	11%	(29)	15%	(38)	18%	(45)	9%	(23)	15%	(38)	256
Millennials: 1981-1996	46%	(299)	13%	(86)	12%	(77)	15%	(97)	5%	(35)	9%	(58)	653
GenXers: 1965-1980	66%	(366)	10%	(55)	11%	(63)	4%	(24)	5%	(30)	3%	(17)	555
Baby Boomers: 1946-1964	87%	(585)	5%	(35)	4%	(25)	2%	(11)	1%	(6)	2%	(11)	673
PID: Dem (no lean)	57%	(493)	9%	(74)	11%	(96)	10%	(89)	5%	(46)	7%	(61)	860
PID: Ind (no lean)	68%	(459)	10%	(64)	8%	(53)	6%	(43)	3%	(22)	5%	(33)	674
PID: Rep (no lean)	66%	(447)	11%	(71)	8%	(54)	7%	(46)	4%	(26)	4%	(30)	676
PID/Gender: Dem Men	48%	(191)	8%	(33)	12%	(49)	12%	(47)	8%	(31)	11%	(43)	394
PID/Gender: Dem Women	65%	(302)	9%	(41)	10%	(47)	9%	(42)	3%	(15)	4%	(18)	465
PID/Gender: Ind Men	62%	(215)	11%	(37)	9%	(32)	9%	(29)	4%	(13)	5%	(19)	345
PID/Gender: Ind Women	74%	(245)	8%	(27)	6%	(20)	4%	(13)	3%	(9)	4%	(14)	329
PID/Gender: Rep Men	62%	(203)	9%	(29)	9%	(29)	8%	(28)	4%	(15)	7%	(24)	328
PID/Gender: Rep Women	70%	(244)	12%	(42)	7%	(25)	5%	(19)	3%	(11)	2%	(6)	348
Ideo: Liberal (1-3)	59%	(388)	10%	(64)	8%	(56)	10%	(63)	6%	(41)	7%	(45)	656
Ideo: Moderate (4)	61%	(457)	11%	(83)	10%	(72)	9%	(64)	4%	(31)	6%	(45)	751
Ideo: Conservative (5-7)	71%	(476)	8%	(51)	8%	(53)	6%	(41)	3%	(18)	4%	(26)	666
Educ: < College	63%	(902)	9%	(132)	10%	(138)	8%	(115)	4%	(63)	6%	(87)	1437
Educ: Bachelors degree	62%	(303)	11%	(54)	9%	(47)	9%	(42)	5%	(26)	4%	(19)	491
Educ: Post-grad	69%	(195)	8%	(24)	7%	(18)	8%	(22)	2%	(5)	6%	(18)	282
Income: Under 50k	65%	(826)	10%	(130)	8%	(105)	7%	(90)	4%	(54)	5%	(67)	1271
Income: 50k-100k	60%	(396)	8%	(55)	10%	(68)	9%	(61)	5%	(31)	7%	(45)	656
Income: 100k+	63%	(177)	9%	(25)	11%	(30)	10%	(27)	4%	(11)	4%	(12)	283

Continued on next page

Table MCFE1_5: *In an average week, about how much time would you say you spend interacting with other people through the following? If you don't do the activity or interact with others while doing the activity, please select 'none.'*
Inside video games

Demographic	None		Less than 1 hour / week		About 1-3 hours / week		About 4-6 hours / week		About 7-9 hours / week		About 10 or more hours / week		Total N
Adults	63%	(1399)	10%	(210)	9%	(203)	8%	(178)	4%	(95)	6%	(124)	2210
Ethnicity: White	68%	(1162)	10%	(170)	8%	(143)	6%	(104)	4%	(64)	4%	(68)	1711
Ethnicity: Hispanic	43%	(161)	12%	(46)	15%	(56)	15%	(54)	5%	(18)	10%	(38)	374
Ethnicity: Black	43%	(120)	8%	(21)	13%	(36)	16%	(46)	8%	(22)	13%	(37)	282
Ethnicity: Other	54%	(117)	9%	(19)	11%	(24)	13%	(29)	4%	(9)	9%	(20)	217
All Christian	69%	(708)	9%	(89)	8%	(81)	6%	(66)	4%	(39)	4%	(45)	1029
All Non-Christian	56%	(72)	11%	(14)	12%	(15)	9%	(12)	6%	(8)	6%	(8)	129
Atheist	60%	(59)	13%	(13)	15%	(15)	6%	(6)	1%	(1)	6%	(6)	99
Agnostic/Nothing in particular	60%	(355)	9%	(52)	9%	(55)	10%	(61)	4%	(26)	7%	(39)	587
Something Else	56%	(205)	12%	(43)	10%	(37)	9%	(34)	6%	(21)	7%	(26)	365
Religious Non-Protestant/Catholic	56%	(87)	12%	(19)	11%	(17)	10%	(15)	5%	(8)	5%	(8)	154
Evangelical	62%	(347)	9%	(53)	10%	(54)	9%	(52)	4%	(24)	5%	(28)	558
Non-Evangelical	68%	(539)	9%	(70)	8%	(63)	6%	(44)	4%	(34)	5%	(42)	792
Community: Urban	53%	(341)	9%	(60)	13%	(80)	11%	(72)	6%	(35)	8%	(49)	638
Community: Suburban	65%	(659)	9%	(96)	8%	(85)	8%	(81)	4%	(40)	5%	(52)	1014
Community: Rural	71%	(399)	10%	(54)	7%	(38)	5%	(25)	3%	(19)	4%	(23)	558
Employ: Private Sector	51%	(332)	11%	(73)	13%	(84)	13%	(83)	6%	(39)	6%	(42)	654
Employ: Government	46%	(62)	12%	(16)	14%	(19)	16%	(22)	3%	(5)	9%	(12)	136
Employ: Self-Employed	51%	(85)	10%	(17)	11%	(19)	10%	(16)	5%	(9)	12%	(20)	166
Employ: Homemaker	70%	(133)	13%	(25)	6%	(10)	7%	(13)	2%	(4)	3%	(5)	190
Employ: Student	30%	(19)	13%	(8)	20%	(13)	14%	(9)	12%	(7)	11%	(7)	62
Employ: Retired	88%	(495)	4%	(24)	4%	(23)	1%	(5)	1%	(7)	2%	(10)	563
Employ: Unemployed	64%	(191)	12%	(36)	8%	(24)	5%	(16)	5%	(16)	6%	(18)	301
Employ: Other	59%	(80)	9%	(12)	8%	(12)	10%	(14)	6%	(8)	8%	(11)	137
Military HH: Yes	68%	(193)	9%	(24)	9%	(27)	5%	(13)	3%	(9)	6%	(17)	283
Military HH: No	63%	(1206)	10%	(186)	9%	(177)	9%	(165)	4%	(86)	6%	(107)	1927
RD/WT: Right Direction	54%	(357)	10%	(66)	11%	(73)	12%	(78)	5%	(36)	9%	(57)	666
RD/WT: Wrong Track	68%	(1042)	9%	(144)	8%	(130)	6%	(100)	4%	(59)	4%	(67)	1544

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Table MCFE1_5: *In an average week, about how much time would you say you spend interacting with other people through the following? If you don't do the activity or interact with others while doing the activity, please select 'none.'*
Inside video games

Demographic	None		Less than 1 hour / week		About 1-3 hours / week		About 4-6 hours / week		About 7-9 hours / week		About 10 or more hours / week		Total N
Adults	63%	(1399)	10%	(210)	9%	(203)	8%	(178)	4%	(95)	6%	(124)	2210
Biden Job Approve	58%	(565)	10%	(93)	10%	(102)	10%	(96)	6%	(54)	6%	(62)	970
Biden Job Disapprove	68%	(773)	9%	(108)	8%	(96)	7%	(75)	4%	(40)	5%	(52)	1144
Biden Job Strongly Approve	59%	(254)	9%	(41)	10%	(44)	10%	(42)	6%	(26)	6%	(25)	433
Biden Job Somewhat Approve	58%	(311)	10%	(52)	11%	(57)	10%	(53)	5%	(27)	7%	(36)	537
Biden Job Somewhat Disapprove	61%	(205)	10%	(34)	11%	(36)	8%	(28)	4%	(15)	6%	(20)	339
Biden Job Strongly Disapprove	70%	(567)	9%	(74)	7%	(60)	6%	(47)	3%	(25)	4%	(32)	805
Favorable of Biden	60%	(584)	9%	(88)	11%	(104)	9%	(88)	5%	(45)	6%	(60)	969
Unfavorable of Biden	67%	(759)	10%	(108)	8%	(91)	7%	(80)	4%	(43)	5%	(53)	1134
Very Favorable of Biden	60%	(290)	10%	(49)	12%	(59)	8%	(37)	4%	(20)	6%	(27)	482
Somewhat Favorable of Biden	61%	(295)	8%	(40)	9%	(45)	10%	(51)	5%	(25)	7%	(32)	487
Somewhat Unfavorable of Biden	58%	(172)	10%	(31)	12%	(35)	10%	(29)	5%	(15)	6%	(17)	299
Very Unfavorable of Biden	70%	(586)	9%	(77)	7%	(56)	6%	(51)	3%	(27)	4%	(37)	835
#1 Issue: Economy	59%	(540)	10%	(95)	11%	(102)	10%	(94)	4%	(37)	5%	(45)	913
#1 Issue: Security	72%	(174)	9%	(21)	8%	(19)	5%	(12)	3%	(8)	3%	(7)	243
#1 Issue: Health Care	56%	(96)	8%	(14)	13%	(22)	10%	(17)	3%	(5)	10%	(16)	170
#1 Issue: Medicare / Social Security	82%	(218)	6%	(16)	3%	(8)	3%	(7)	4%	(10)	3%	(7)	266
#1 Issue: Women's Issues	57%	(176)	13%	(39)	9%	(30)	8%	(25)	5%	(17)	8%	(24)	311
#1 Issue: Education	36%	(22)	11%	(7)	11%	(7)	15%	(9)	15%	(9)	10%	(6)	59
#1 Issue: Energy	62%	(84)	7%	(10)	10%	(13)	8%	(11)	4%	(5)	9%	(12)	134
#1 Issue: Other	78%	(89)	8%	(9)	3%	(4)	3%	(3)	3%	(3)	5%	(6)	115
2020 Vote: Joe Biden	60%	(563)	9%	(83)	11%	(106)	9%	(89)	5%	(46)	6%	(58)	945
2020 Vote: Donald Trump	69%	(508)	9%	(68)	7%	(51)	7%	(51)	4%	(31)	4%	(31)	740
2020 Vote: Other	61%	(41)	18%	(12)	10%	(7)	7%	(4)	1%	(1)	3%	(2)	67
2020 Vote: Didn't Vote	63%	(288)	10%	(47)	9%	(41)	7%	(34)	4%	(17)	7%	(33)	459
2018 House Vote: Democrat	61%	(459)	10%	(75)	10%	(73)	9%	(66)	5%	(34)	6%	(48)	755
2018 House Vote: Republican	71%	(419)	8%	(46)	8%	(48)	6%	(36)	4%	(21)	3%	(18)	589
2018 House Vote: Someone else	62%	(31)	12%	(6)	10%	(5)	1%	(1)	3%	(1)	12%	(6)	50

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Table MCFE1_5: *In an average week, about how much time would you say you spend interacting with other people through the following? If you don't do the activity or interact with others while doing the activity, please select 'none.'*
Inside video games

Demographic	None		Less than 1 hour / week		About 1-3 hours / week		About 4-6 hours / week		About 7-9 hours / week		About 10 or more hours / week		Total N
Adults	63%	(1399)	10%	(210)	9%	(203)	8%	(178)	4%	(95)	6%	(124)	2210
2016 Vote: Hillary Clinton	61%	(427)	10%	(68)	10%	(71)	8%	(53)	4%	(30)	7%	(46)	695
2016 Vote: Donald Trump	71%	(468)	9%	(60)	6%	(39)	6%	(40)	4%	(24)	4%	(26)	656
2016 Vote: Other	70%	(60)	12%	(11)	9%	(8)	4%	(3)	2%	(1)	3%	(3)	86
2016 Vote: Didn't Vote	58%	(442)	9%	(71)	11%	(84)	11%	(81)	5%	(38)	6%	(49)	765
Voted in 2014: Yes	67%	(820)	9%	(111)	8%	(98)	7%	(87)	4%	(46)	5%	(64)	1227
Voted in 2014: No	59%	(580)	10%	(99)	11%	(106)	9%	(91)	5%	(49)	6%	(60)	983
4-Region: Northeast	65%	(249)	9%	(35)	7%	(27)	10%	(36)	3%	(12)	6%	(23)	383
4-Region: Midwest	66%	(303)	9%	(40)	9%	(41)	6%	(26)	5%	(22)	5%	(24)	456
4-Region: South	62%	(527)	10%	(84)	9%	(76)	9%	(73)	5%	(45)	5%	(40)	844
4-Region: West	61%	(321)	10%	(51)	11%	(59)	8%	(43)	3%	(16)	7%	(37)	527
TikTok Users	45%	(360)	12%	(92)	13%	(104)	14%	(114)	6%	(50)	9%	(74)	793
Twitch Users	13%	(28)	12%	(26)	15%	(32)	24%	(51)	10%	(22)	26%	(56)	216
2022 Sports Viewers/Attendees	60%	(889)	10%	(144)	10%	(153)	9%	(138)	5%	(70)	6%	(82)	1475
Monthly Moviegoers	36%	(117)	9%	(28)	17%	(55)	17%	(54)	7%	(24)	14%	(43)	320
Few Times per Year + Moviegoers	46%	(422)	11%	(103)	13%	(123)	14%	(130)	6%	(59)	9%	(82)	920
Heard Smile Campaign	34%	(185)	14%	(75)	16%	(88)	18%	(99)	9%	(48)	10%	(55)	551
Heard Minion Campaign	32%	(174)	12%	(65)	19%	(102)	16%	(89)	9%	(51)	11%	(61)	540
Listens to Podcasts	49%	(557)	11%	(129)	13%	(147)	12%	(135)	6%	(70)	8%	(94)	1132
Streaming Services User	57%	(1018)	11%	(194)	11%	(191)	10%	(170)	5%	(86)	6%	(114)	1773
Netflix User	55%	(811)	11%	(157)	11%	(167)	11%	(155)	5%	(78)	7%	(105)	1474
Disney+ User	49%	(482)	12%	(119)	12%	(121)	12%	(119)	6%	(59)	8%	(83)	984
Heterosexual or straight	64%	(1267)	9%	(186)	9%	(180)	8%	(159)	4%	(82)	5%	(97)	1971
Gay	70%	(48)	4%	(3)	6%	(4)	5%	(3)	3%	(2)	12%	(8)	68
Bisexual	45%	(40)	15%	(13)	11%	(10)	7%	(7)	9%	(8)	12%	(11)	88
Yes	42%	(29)	13%	(9)	11%	(7)	18%	(13)	5%	(4)	11%	(8)	70
No	64%	(1370)	9%	(201)	9%	(196)	8%	(165)	4%	(91)	5%	(116)	2140

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

Table MCFE1_6: *In an average week, about how much time would you say you spend interacting with other people through the following? If you don't do the activity or interact with others while doing the activity, please select 'none.'*
In-person activities (not including time spent at work or school)

Demographic	None		Less than 1 hour / week		About 1-3 hours / week		About 4-6 hours / week		About 7-9 hours / week		About 10 or more hours / week		Total N
Adults	22%	(484)	17%	(382)	23%	(504)	17%	(383)	8%	(183)	12%	(274)	2210
Gender: Male	20%	(213)	15%	(165)	23%	(248)	19%	(202)	8%	(90)	14%	(150)	1068
Gender: Female	24%	(270)	19%	(217)	22%	(256)	16%	(181)	8%	(93)	11%	(124)	1142
Age: 18-34	18%	(116)	14%	(89)	22%	(140)	21%	(134)	12%	(76)	14%	(87)	642
Age: 35-44	20%	(73)	18%	(66)	24%	(89)	17%	(61)	9%	(34)	12%	(42)	365
Age: 45-64	25%	(180)	17%	(124)	23%	(162)	16%	(111)	7%	(47)	13%	(90)	714
Age: 65+	23%	(114)	21%	(103)	23%	(113)	16%	(78)	5%	(26)	11%	(55)	489
GenZers: 1997-2012	21%	(54)	14%	(36)	19%	(49)	21%	(53)	11%	(29)	13%	(34)	256
Millennials: 1981-1996	16%	(106)	16%	(102)	25%	(163)	19%	(124)	11%	(73)	13%	(84)	653
GenXers: 1965-1980	24%	(133)	18%	(99)	22%	(123)	16%	(91)	7%	(37)	13%	(73)	555
Baby Boomers: 1946-1964	24%	(163)	19%	(130)	23%	(154)	16%	(107)	6%	(42)	12%	(78)	673
PID: Dem (no lean)	21%	(184)	15%	(128)	23%	(201)	17%	(149)	10%	(83)	13%	(115)	860
PID: Ind (no lean)	24%	(161)	19%	(131)	21%	(141)	17%	(117)	7%	(50)	11%	(73)	674
PID: Rep (no lean)	20%	(138)	18%	(123)	24%	(163)	17%	(116)	7%	(50)	13%	(86)	676
PID/Gender: Dem Men	19%	(74)	10%	(41)	25%	(97)	19%	(77)	11%	(44)	16%	(62)	394
PID/Gender: Dem Women	24%	(110)	19%	(86)	22%	(104)	16%	(73)	8%	(39)	11%	(53)	465
PID/Gender: Ind Men	22%	(77)	20%	(70)	20%	(67)	19%	(64)	8%	(26)	12%	(41)	345
PID/Gender: Ind Women	26%	(84)	19%	(62)	22%	(73)	16%	(53)	7%	(24)	10%	(33)	329
PID/Gender: Rep Men	19%	(62)	16%	(53)	25%	(83)	19%	(61)	6%	(20)	14%	(47)	328
PID/Gender: Rep Women	22%	(76)	20%	(69)	23%	(79)	16%	(55)	9%	(30)	11%	(38)	348
Ideo: Liberal (1-3)	18%	(115)	17%	(111)	23%	(149)	20%	(132)	10%	(66)	13%	(83)	656
Ideo: Moderate (4)	25%	(187)	20%	(147)	22%	(162)	15%	(114)	8%	(61)	11%	(80)	751
Ideo: Conservative (5-7)	20%	(135)	16%	(108)	26%	(171)	17%	(116)	7%	(48)	13%	(88)	666
Educ: < College	25%	(358)	18%	(255)	23%	(326)	15%	(220)	8%	(109)	12%	(169)	1437
Educ: Bachelors degree	16%	(77)	19%	(92)	24%	(115)	21%	(103)	10%	(47)	12%	(57)	491
Educ: Post-grad	17%	(49)	13%	(35)	22%	(63)	21%	(60)	10%	(27)	17%	(48)	282
Income: Under 50k	27%	(340)	19%	(244)	20%	(256)	15%	(196)	7%	(85)	12%	(150)	1271
Income: 50k-100k	16%	(105)	16%	(104)	27%	(178)	19%	(126)	11%	(69)	11%	(73)	656
Income: 100k+	14%	(38)	12%	(34)	25%	(70)	21%	(61)	10%	(29)	18%	(51)	283

Table MCFE1_6: *In an average week, about how much time would you say you spend interacting with other people through the following? If you don't do the activity or interact with others while doing the activity, please select 'none.'*
In-person activities (not including time spent at work or school)

Demographic	None		Less than 1 hour / week		About 1-3 hours / week		About 4-6 hours / week		About 7-9 hours / week		About 10 or more hours / week		Total N
Adults	22%	(484)	17%	(382)	23%	(504)	17%	(383)	8%	(183)	12%	(274)	2210
Ethnicity: White	21%	(353)	18%	(305)	24%	(405)	17%	(298)	8%	(136)	12%	(213)	1711
Ethnicity: Hispanic	22%	(80)	17%	(62)	22%	(82)	19%	(71)	7%	(27)	14%	(51)	374
Ethnicity: Black	24%	(68)	13%	(37)	22%	(63)	17%	(47)	13%	(36)	11%	(31)	282
Ethnicity: Other	29%	(62)	19%	(40)	17%	(36)	17%	(38)	5%	(11)	13%	(29)	217
All Christian	20%	(208)	17%	(175)	24%	(247)	19%	(193)	8%	(79)	12%	(127)	1029
All Non-Christian	18%	(24)	19%	(25)	21%	(27)	19%	(24)	11%	(15)	11%	(15)	129
Atheist	25%	(25)	19%	(19)	18%	(18)	18%	(18)	8%	(8)	11%	(11)	99
Agnostic/Nothing in particular	25%	(146)	17%	(102)	21%	(125)	16%	(94)	7%	(43)	13%	(78)	587
Something Else	22%	(81)	17%	(61)	24%	(87)	15%	(54)	10%	(38)	12%	(44)	365
Religious Non-Protestant/Catholic	16%	(25)	23%	(36)	22%	(33)	17%	(26)	11%	(17)	11%	(17)	154
Evangelical	24%	(132)	16%	(87)	24%	(131)	17%	(93)	9%	(49)	12%	(66)	558
Non-Evangelical	19%	(154)	17%	(132)	25%	(194)	19%	(150)	8%	(61)	13%	(100)	792
Community: Urban	22%	(139)	15%	(92)	22%	(143)	16%	(103)	10%	(63)	15%	(97)	638
Community: Suburban	19%	(194)	19%	(191)	24%	(245)	19%	(194)	8%	(84)	10%	(106)	1014
Community: Rural	27%	(151)	18%	(98)	21%	(116)	16%	(87)	6%	(36)	13%	(70)	558
Employ: Private Sector	12%	(79)	14%	(91)	27%	(179)	21%	(139)	12%	(77)	14%	(90)	654
Employ: Government	15%	(21)	13%	(17)	24%	(32)	19%	(25)	10%	(13)	20%	(27)	136
Employ: Self-Employed	17%	(28)	15%	(24)	30%	(50)	15%	(24)	9%	(15)	15%	(25)	166
Employ: Homemaker	26%	(49)	20%	(39)	20%	(39)	18%	(34)	6%	(11)	10%	(19)	190
Employ: Student	16%	(10)	13%	(8)	21%	(13)	28%	(18)	12%	(7)	10%	(6)	62
Employ: Retired	28%	(159)	20%	(111)	21%	(119)	15%	(82)	6%	(36)	10%	(55)	563
Employ: Unemployed	37%	(112)	22%	(66)	16%	(47)	10%	(31)	5%	(14)	10%	(31)	301
Employ: Other	19%	(26)	19%	(26)	18%	(25)	22%	(30)	8%	(10)	15%	(20)	137
Military HH: Yes	21%	(60)	20%	(57)	23%	(64)	17%	(49)	7%	(20)	12%	(33)	283
Military HH: No	22%	(423)	17%	(325)	23%	(440)	17%	(334)	8%	(163)	13%	(241)	1927
RD/WT: Right Direction	21%	(139)	17%	(112)	25%	(166)	17%	(116)	10%	(65)	10%	(67)	666
RD/WT: Wrong Track	22%	(344)	18%	(270)	22%	(338)	17%	(267)	8%	(118)	13%	(207)	1544

Table MCFE1_6: *In an average week, about how much time would you say you spend interacting with other people through the following? If you don't do the activity or interact with others while doing the activity, please select 'none.'*
In-person activities (not including time spent at work or school)

Demographic	None		Less than 1 hour / week		About 1-3 hours / week		About 4-6 hours / week		About 7-9 hours / week		About 10 or more hours / week		Total N
Adults	22%	(484)	17%	(382)	23%	(504)	17%	(383)	8%	(183)	12%	(274)	2210
Biden Job Approve	21%	(199)	16%	(157)	23%	(227)	19%	(180)	10%	(96)	12%	(112)	970
Biden Job Disapprove	22%	(247)	18%	(205)	23%	(260)	17%	(196)	7%	(84)	13%	(153)	1144
Biden Job Strongly Approve	23%	(99)	15%	(67)	25%	(107)	15%	(66)	10%	(45)	11%	(49)	433
Biden Job Somewhat Approve	19%	(100)	17%	(90)	22%	(120)	21%	(114)	9%	(51)	12%	(63)	537
Biden Job Somewhat Disapprove	19%	(63)	21%	(71)	22%	(76)	16%	(53)	8%	(26)	15%	(49)	339
Biden Job Strongly Disapprove	23%	(183)	17%	(134)	23%	(184)	18%	(143)	7%	(57)	13%	(103)	805
Favorable of Biden	21%	(204)	17%	(161)	23%	(223)	18%	(179)	9%	(91)	12%	(112)	969
Unfavorable of Biden	21%	(243)	18%	(200)	23%	(259)	17%	(194)	7%	(84)	14%	(154)	1134
Very Favorable of Biden	25%	(119)	16%	(77)	24%	(118)	14%	(69)	10%	(47)	11%	(52)	482
Somewhat Favorable of Biden	18%	(85)	17%	(84)	22%	(105)	22%	(109)	9%	(44)	12%	(60)	487
Somewhat Unfavorable of Biden	17%	(50)	18%	(53)	25%	(73)	18%	(55)	9%	(26)	14%	(41)	299
Very Unfavorable of Biden	23%	(193)	18%	(146)	22%	(186)	17%	(139)	7%	(58)	13%	(113)	835
#1 Issue: Economy	18%	(164)	19%	(171)	25%	(226)	17%	(155)	8%	(77)	13%	(119)	913
#1 Issue: Security	25%	(60)	13%	(32)	26%	(64)	16%	(40)	8%	(19)	12%	(28)	243
#1 Issue: Health Care	26%	(44)	10%	(18)	24%	(42)	20%	(34)	8%	(14)	11%	(18)	170
#1 Issue: Medicare / Social Security	30%	(80)	20%	(52)	16%	(43)	15%	(41)	9%	(23)	10%	(27)	266
#1 Issue: Women's Issues	21%	(66)	16%	(50)	23%	(70)	20%	(62)	10%	(30)	11%	(33)	311
#1 Issue: Education	19%	(11)	18%	(11)	15%	(9)	16%	(9)	13%	(8)	18%	(11)	59
#1 Issue: Energy	23%	(31)	19%	(25)	17%	(23)	19%	(25)	6%	(9)	15%	(21)	134
#1 Issue: Other	23%	(27)	21%	(24)	24%	(28)	14%	(16)	4%	(4)	14%	(16)	115
2020 Vote: Joe Biden	20%	(188)	15%	(146)	25%	(234)	18%	(173)	9%	(89)	12%	(115)	945
2020 Vote: Donald Trump	20%	(147)	17%	(129)	25%	(186)	18%	(133)	8%	(61)	11%	(84)	740
2020 Vote: Other	12%	(8)	25%	(17)	21%	(14)	17%	(11)	12%	(8)	14%	(9)	67
2020 Vote: Didn't Vote	31%	(141)	20%	(90)	15%	(70)	14%	(66)	6%	(26)	14%	(65)	459
2018 House Vote: Democrat	19%	(147)	16%	(118)	25%	(190)	18%	(135)	10%	(74)	12%	(91)	755
2018 House Vote: Republican	18%	(109)	18%	(104)	26%	(153)	19%	(110)	8%	(47)	11%	(67)	589
2018 House Vote: Someone else	24%	(12)	26%	(13)	23%	(11)	13%	(6)	2%	(1)	13%	(6)	50

Table MCFE1_6: *In an average week, about how much time would you say you spend interacting with other people through the following? If you don't do the activity or interact with others while doing the activity, please select 'none.'*
In-person activities (not including time spent at work or school)

Demographic	None		Less than 1 hour / week		About 1-3 hours / week		About 4-6 hours / week		About 7-9 hours / week		About 10 or more hours / week		Total N
Adults	22%	(484)	17%	(382)	23%	(504)	17%	(383)	8%	(183)	12%	(274)	2210
2016 Vote: Hillary Clinton	21%	(147)	16%	(108)	25%	(175)	17%	(116)	10%	(68)	12%	(81)	695
2016 Vote: Donald Trump	19%	(125)	18%	(115)	25%	(162)	19%	(122)	8%	(55)	12%	(77)	656
2016 Vote: Other	11%	(9)	24%	(21)	25%	(21)	19%	(16)	7%	(6)	15%	(12)	86
2016 Vote: Didn't Vote	26%	(202)	18%	(134)	19%	(143)	17%	(129)	7%	(55)	13%	(103)	765
Voted in 2014: Yes	19%	(239)	17%	(204)	25%	(309)	18%	(219)	9%	(110)	12%	(145)	1227
Voted in 2014: No	25%	(244)	18%	(178)	20%	(195)	17%	(164)	7%	(73)	13%	(128)	983
4-Region: Northeast	25%	(95)	14%	(53)	22%	(85)	18%	(69)	9%	(33)	12%	(47)	383
4-Region: Midwest	21%	(94)	18%	(80)	24%	(110)	19%	(86)	6%	(29)	13%	(58)	456
4-Region: South	21%	(175)	18%	(149)	22%	(185)	19%	(158)	9%	(75)	12%	(102)	844
4-Region: West	23%	(119)	19%	(100)	24%	(124)	13%	(70)	9%	(47)	13%	(67)	527
TikTok Users	16%	(126)	15%	(122)	23%	(184)	20%	(160)	11%	(85)	15%	(116)	793
Twitch Users	10%	(22)	13%	(28)	20%	(43)	25%	(54)	13%	(28)	18%	(40)	216
2022 Sports Viewers/Attendees	15%	(225)	16%	(243)	25%	(365)	20%	(293)	10%	(146)	14%	(202)	1475
Monthly Moviegoers	14%	(43)	10%	(34)	25%	(79)	21%	(68)	14%	(45)	16%	(51)	320
Few Times per Year + Moviegoers	13%	(123)	13%	(122)	26%	(236)	22%	(200)	13%	(115)	13%	(123)	920
Heard Smile Campaign	17%	(95)	13%	(71)	23%	(129)	22%	(123)	13%	(69)	12%	(64)	551
Heard Minion Campaign	15%	(84)	11%	(61)	25%	(136)	23%	(125)	12%	(64)	13%	(71)	540
Listens to Podcasts	15%	(170)	14%	(158)	24%	(276)	21%	(239)	12%	(130)	14%	(159)	1132
Streaming Services User	19%	(335)	17%	(305)	24%	(428)	19%	(330)	9%	(153)	13%	(222)	1773
Netflix User	19%	(282)	16%	(240)	23%	(344)	19%	(273)	9%	(139)	13%	(196)	1474
Disney+ User	18%	(182)	16%	(156)	22%	(218)	20%	(195)	11%	(104)	13%	(131)	984
Heterosexual or straight	21%	(421)	17%	(338)	23%	(454)	18%	(347)	8%	(165)	12%	(246)	1971
Gay	31%	(21)	14%	(10)	27%	(18)	16%	(11)	4%	(2)	8%	(6)	68
Bisexual	23%	(21)	21%	(18)	17%	(15)	16%	(14)	10%	(9)	13%	(11)	88
Yes	16%	(11)	21%	(15)	26%	(18)	15%	(11)	9%	(7)	13%	(9)	70
No	22%	(472)	17%	(367)	23%	(486)	17%	(372)	8%	(177)	12%	(264)	2140

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

Table MCFE1_7: *In an average week, about how much time would you say you spend interacting with other people through the following? If you don't do the activity or interact with others while doing the activity, please select 'none.'*

At work

Demographic	None		Less than 1 hour / week		About 1-3 hours / week		About 4-6 hours / week		About 7-9 hours / week		About 10 or more hours / week		Total N
Adults	51%	(1138)	5%	(107)	7%	(154)	9%	(189)	8%	(170)	20%	(452)	2210
Gender: Male	46%	(495)	4%	(46)	8%	(83)	10%	(112)	8%	(89)	23%	(243)	1068
Gender: Female	56%	(643)	5%	(61)	6%	(71)	7%	(77)	7%	(81)	18%	(209)	1142
Age: 18-34	32%	(207)	6%	(41)	10%	(66)	12%	(77)	13%	(83)	26%	(169)	642
Age: 35-44	33%	(119)	7%	(25)	9%	(32)	14%	(52)	12%	(43)	26%	(95)	365
Age: 45-64	55%	(396)	4%	(31)	6%	(46)	7%	(48)	6%	(39)	22%	(155)	714
Age: 65+	85%	(417)	2%	(11)	2%	(11)	3%	(13)	1%	(5)	7%	(33)	489
GenZers: 1997-2012	35%	(91)	7%	(19)	11%	(28)	13%	(33)	12%	(29)	22%	(57)	256
Millennials: 1981-1996	31%	(200)	6%	(41)	10%	(64)	13%	(87)	12%	(77)	28%	(184)	653
GenXers: 1965-1980	47%	(261)	5%	(30)	7%	(37)	7%	(41)	8%	(46)	25%	(140)	555
Baby Boomers: 1946-1964	77%	(515)	3%	(17)	4%	(25)	4%	(28)	3%	(17)	11%	(71)	673
PID: Dem (no lean)	47%	(408)	5%	(45)	8%	(66)	10%	(89)	8%	(70)	21%	(182)	860
PID: Ind (no lean)	55%	(374)	5%	(35)	5%	(31)	9%	(59)	7%	(44)	19%	(131)	674
PID: Rep (no lean)	53%	(356)	4%	(27)	8%	(57)	6%	(42)	8%	(55)	21%	(139)	676
PID/Gender: Dem Men	39%	(152)	5%	(19)	9%	(34)	14%	(56)	9%	(37)	25%	(97)	394
PID/Gender: Dem Women	55%	(256)	6%	(26)	7%	(32)	7%	(33)	7%	(33)	18%	(85)	465
PID/Gender: Ind Men	51%	(177)	5%	(19)	6%	(21)	9%	(33)	7%	(23)	21%	(72)	345
PID/Gender: Ind Women	60%	(196)	5%	(17)	3%	(10)	8%	(26)	6%	(21)	18%	(59)	329
PID/Gender: Rep Men	50%	(166)	3%	(9)	8%	(27)	7%	(23)	9%	(29)	23%	(74)	328
PID/Gender: Rep Women	55%	(190)	5%	(19)	9%	(30)	5%	(18)	8%	(26)	19%	(65)	348
Ideo: Liberal (1-3)	48%	(317)	5%	(32)	7%	(44)	10%	(66)	7%	(48)	23%	(149)	656
Ideo: Moderate (4)	50%	(377)	5%	(41)	7%	(49)	9%	(69)	9%	(65)	20%	(149)	751
Ideo: Conservative (5-7)	56%	(370)	4%	(28)	7%	(49)	6%	(41)	7%	(44)	20%	(133)	666
Educ: < College	55%	(796)	5%	(73)	7%	(101)	7%	(105)	7%	(95)	19%	(267)	1437
Educ: Bachelors degree	43%	(209)	4%	(21)	7%	(36)	12%	(60)	10%	(51)	23%	(113)	491
Educ: Post-grad	47%	(132)	5%	(13)	6%	(17)	9%	(25)	8%	(24)	25%	(71)	282
Income: Under 50k	60%	(765)	5%	(65)	6%	(79)	7%	(91)	5%	(66)	16%	(205)	1271
Income: 50k-100k	43%	(280)	5%	(31)	7%	(47)	11%	(70)	10%	(69)	24%	(161)	656
Income: 100k+	33%	(93)	4%	(12)	10%	(29)	10%	(28)	12%	(35)	31%	(86)	283

Continued on next page

Table MCFE1_7: *In an average week, about how much time would you say you spend interacting with other people through the following? If you don't do the activity or interact with others while doing the activity, please select 'none.'*
At work

Demographic	None		Less than 1 hour / week		About 1-3 hours / week		About 4-6 hours / week		About 7-9 hours / week		About 10 or more hours / week		Total N
Adults	51%	(1138)	5%	(107)	7%	(154)	9%	(189)	8%	(170)	20%	(452)	2210
Ethnicity: White	55%	(939)	4%	(75)	6%	(105)	7%	(124)	7%	(114)	21%	(354)	1711
Ethnicity: Hispanic	44%	(166)	5%	(20)	8%	(30)	10%	(37)	13%	(48)	20%	(73)	374
Ethnicity: Black	34%	(97)	9%	(24)	10%	(29)	14%	(38)	13%	(37)	20%	(57)	282
Ethnicity: Other	47%	(103)	4%	(8)	9%	(20)	12%	(26)	9%	(19)	19%	(41)	217
All Christian	55%	(562)	5%	(49)	7%	(71)	8%	(86)	6%	(67)	19%	(194)	1029
All Non-Christian	48%	(62)	4%	(5)	9%	(12)	11%	(14)	13%	(16)	15%	(20)	129
Atheist	53%	(52)	2%	(2)	7%	(7)	5%	(5)	9%	(9)	25%	(25)	99
Agnostic/Nothing in particular	50%	(296)	6%	(33)	6%	(34)	9%	(53)	7%	(39)	23%	(133)	587
Something Else	45%	(166)	5%	(19)	8%	(30)	9%	(32)	11%	(39)	22%	(81)	365
Religious Non-Protestant/Catholic	50%	(76)	4%	(6)	11%	(17)	10%	(15)	11%	(17)	15%	(23)	154
Evangelical	51%	(284)	5%	(30)	8%	(45)	9%	(50)	9%	(50)	18%	(99)	558
Non-Evangelical	53%	(421)	5%	(37)	6%	(50)	8%	(66)	6%	(51)	21%	(167)	792
Community: Urban	42%	(271)	7%	(45)	9%	(58)	11%	(68)	10%	(61)	21%	(135)	638
Community: Suburban	51%	(516)	5%	(47)	6%	(57)	9%	(90)	8%	(80)	22%	(224)	1014
Community: Rural	63%	(351)	3%	(16)	7%	(39)	6%	(31)	5%	(29)	17%	(92)	558
Employ: Private Sector	7%	(47)	7%	(45)	10%	(66)	16%	(104)	15%	(100)	45%	(292)	654
Employ: Government	6%	(8)	6%	(8)	11%	(15)	17%	(23)	19%	(26)	40%	(55)	136
Employ: Self-Employed	24%	(40)	10%	(17)	14%	(24)	15%	(26)	12%	(20)	24%	(41)	166
Employ: Homemaker	81%	(153)	5%	(9)	7%	(14)	2%	(5)	2%	(3)	3%	(7)	190
Employ: Student	41%	(26)	11%	(7)	13%	(8)	8%	(5)	2%	(1)	25%	(15)	62
Employ: Retired	96%	(538)	1%	(5)	1%	(6)	—	(2)	—	(2)	2%	(9)	563
Employ: Unemployed	87%	(261)	3%	(10)	4%	(11)	2%	(7)	2%	(5)	2%	(7)	301
Employ: Other	48%	(66)	5%	(6)	7%	(10)	13%	(18)	8%	(11)	19%	(26)	137
Military HH: Yes	65%	(183)	4%	(10)	6%	(16)	5%	(14)	5%	(14)	16%	(46)	283
Military HH: No	50%	(955)	5%	(97)	7%	(138)	9%	(175)	8%	(156)	21%	(406)	1927
RD/WT: Right Direction	45%	(300)	6%	(39)	8%	(55)	13%	(87)	9%	(61)	19%	(124)	666
RD/WT: Wrong Track	54%	(838)	4%	(68)	6%	(99)	7%	(102)	7%	(108)	21%	(328)	1544

Table MCFE1_7: *In an average week, about how much time would you say you spend interacting with other people through the following? If you don't do the activity or interact with others while doing the activity, please select 'none.'*
At work

Demographic	None		Less than 1 hour / week		About 1-3 hours / week		About 4-6 hours / week		About 7-9 hours / week		About 10 or more hours / week		Total N
Adults	51%	(1138)	5%	(107)	7%	(154)	9%	(189)	8%	(170)	20%	(452)	2210
Biden Job Approve	49%	(472)	5%	(47)	6%	(61)	11%	(109)	10%	(93)	19%	(187)	970
Biden Job Disapprove	53%	(607)	5%	(52)	8%	(86)	7%	(75)	6%	(70)	22%	(253)	1144
Biden Job Strongly Approve	49%	(213)	4%	(18)	7%	(28)	12%	(52)	10%	(42)	18%	(79)	433
Biden Job Somewhat Approve	48%	(259)	5%	(29)	6%	(33)	11%	(58)	10%	(51)	20%	(108)	537
Biden Job Somewhat Disapprove	48%	(163)	6%	(21)	7%	(23)	9%	(29)	6%	(22)	24%	(82)	339
Biden Job Strongly Disapprove	55%	(445)	4%	(32)	8%	(64)	6%	(47)	6%	(48)	21%	(171)	805
Favorable of Biden	51%	(493)	5%	(45)	6%	(61)	10%	(97)	8%	(81)	20%	(193)	969
Unfavorable of Biden	52%	(593)	5%	(53)	7%	(85)	7%	(80)	6%	(73)	22%	(250)	1134
Very Favorable of Biden	53%	(256)	3%	(16)	7%	(32)	10%	(51)	9%	(45)	17%	(83)	482
Somewhat Favorable of Biden	49%	(237)	6%	(29)	6%	(29)	9%	(46)	7%	(36)	22%	(110)	487
Somewhat Unfavorable of Biden	45%	(134)	6%	(18)	7%	(22)	11%	(32)	6%	(19)	24%	(73)	299
Very Unfavorable of Biden	55%	(459)	4%	(35)	7%	(63)	6%	(48)	6%	(54)	21%	(177)	835
#1 Issue: Economy	44%	(398)	6%	(54)	8%	(76)	10%	(90)	9%	(81)	23%	(214)	913
#1 Issue: Security	59%	(144)	4%	(10)	7%	(17)	9%	(21)	6%	(14)	16%	(38)	243
#1 Issue: Health Care	47%	(80)	5%	(9)	9%	(15)	10%	(17)	9%	(16)	19%	(33)	170
#1 Issue: Medicare / Social Security	76%	(203)	2%	(6)	4%	(11)	4%	(9)	6%	(15)	8%	(22)	266
#1 Issue: Women's Issues	48%	(149)	5%	(15)	6%	(20)	9%	(29)	7%	(20)	25%	(78)	311
#1 Issue: Education	38%	(22)	7%	(4)	8%	(5)	7%	(4)	13%	(8)	27%	(16)	59
#1 Issue: Energy	47%	(63)	6%	(9)	6%	(8)	7%	(9)	9%	(12)	25%	(34)	134
#1 Issue: Other	69%	(79)	2%	(2)	2%	(2)	8%	(9)	5%	(5)	15%	(17)	115
2020 Vote: Joe Biden	48%	(456)	5%	(44)	7%	(69)	10%	(91)	8%	(78)	22%	(206)	945
2020 Vote: Donald Trump	53%	(395)	4%	(31)	8%	(60)	7%	(55)	7%	(49)	20%	(149)	740
2020 Vote: Other	44%	(30)	6%	(4)	2%	(2)	11%	(8)	10%	(7)	27%	(18)	67
2020 Vote: Didn't Vote	56%	(256)	6%	(28)	5%	(24)	8%	(35)	8%	(37)	17%	(79)	459
2018 House Vote: Democrat	47%	(358)	6%	(42)	8%	(57)	10%	(75)	8%	(63)	21%	(160)	755
2018 House Vote: Republican	55%	(323)	4%	(26)	7%	(41)	6%	(38)	7%	(40)	20%	(121)	589
2018 House Vote: Someone else	43%	(21)	—	(0)	2%	(1)	18%	(9)	11%	(6)	26%	(13)	50

Continued on next page

Table MCFE1_7: *In an average week, about how much time would you say you spend interacting with other people through the following? If you don't do the activity or interact with others while doing the activity, please select 'none.'*
At work

Demographic	None		Less than 1 hour / week		About 1-3 hours / week		About 4-6 hours / week		About 7-9 hours / week		About 10 or more hours / week		Total N
Adults	51%	(1138)	5%	(107)	7%	(154)	9%	(189)	8%	(170)	20%	(452)	2210
2016 Vote: Hillary Clinton	49%	(339)	5%	(36)	8%	(54)	9%	(64)	8%	(58)	21%	(143)	695
2016 Vote: Donald Trump	56%	(365)	4%	(28)	7%	(47)	8%	(50)	6%	(38)	20%	(129)	656
2016 Vote: Other	52%	(45)	2%	(2)	2%	(2)	7%	(6)	7%	(6)	29%	(25)	86
2016 Vote: Didn't Vote	51%	(387)	5%	(40)	6%	(49)	9%	(70)	9%	(65)	20%	(154)	765
Voted in 2014: Yes	53%	(647)	5%	(56)	7%	(91)	8%	(101)	7%	(90)	20%	(241)	1227
Voted in 2014: No	50%	(491)	5%	(51)	6%	(63)	9%	(88)	8%	(80)	21%	(211)	983
4-Region: Northeast	50%	(190)	4%	(16)	7%	(26)	11%	(42)	8%	(32)	20%	(77)	383
4-Region: Midwest	51%	(232)	5%	(21)	9%	(41)	6%	(27)	8%	(35)	22%	(101)	456
4-Region: South	51%	(433)	6%	(47)	6%	(55)	9%	(76)	8%	(66)	20%	(168)	844
4-Region: West	54%	(283)	4%	(23)	6%	(33)	8%	(45)	7%	(37)	20%	(106)	527
TikTok Users	37%	(292)	5%	(43)	9%	(69)	11%	(83)	11%	(88)	27%	(216)	793
Twitch Users	26%	(57)	9%	(19)	9%	(19)	12%	(26)	14%	(30)	30%	(65)	216
2022 Sports Viewers/Attendees	46%	(679)	4%	(65)	8%	(112)	10%	(143)	9%	(128)	24%	(349)	1475
Monthly Moviegoers	23%	(74)	10%	(32)	10%	(32)	15%	(47)	13%	(43)	29%	(92)	320
Few Times per Year + Moviegoers	35%	(320)	6%	(54)	9%	(87)	13%	(116)	11%	(105)	26%	(238)	920
Heard Smile Campaign	29%	(158)	7%	(39)	11%	(62)	14%	(76)	14%	(75)	25%	(140)	551
Heard Minion Campaign	28%	(151)	7%	(38)	10%	(54)	14%	(75)	12%	(66)	29%	(156)	540
Listens to Podcasts	38%	(428)	6%	(64)	9%	(99)	12%	(131)	11%	(121)	26%	(290)	1132
Streaming Services User	46%	(818)	5%	(94)	8%	(133)	10%	(176)	9%	(152)	23%	(400)	1773
Netflix User	44%	(648)	5%	(79)	8%	(114)	10%	(148)	9%	(129)	24%	(355)	1474
Disney+ User	39%	(380)	6%	(57)	8%	(81)	11%	(106)	10%	(97)	27%	(264)	984
Heterosexual or straight	51%	(1007)	5%	(97)	7%	(140)	9%	(179)	8%	(157)	20%	(392)	1971
Gay	51%	(35)	—	(0)	5%	(3)	1%	(1)	7%	(5)	35%	(24)	68
Bisexual	55%	(49)	7%	(7)	5%	(4)	4%	(3)	4%	(4)	25%	(22)	88
Yes	37%	(26)	7%	(5)	18%	(12)	8%	(5)	5%	(4)	25%	(18)	70
No	52%	(1112)	5%	(102)	7%	(142)	9%	(184)	8%	(166)	20%	(434)	2140

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

Table MCFE2_1NET: *Do you use any of the following social media platforms? Please select all that you use.*

Twitter

Demographic	Selected		Not Selected		Total N
Adults	33%	(726)	67%	(1484)	2210
Gender: Male	41%	(438)	59%	(630)	1068
Gender: Female	25%	(287)	75%	(855)	1142
Age: 18-34	48%	(309)	52%	(333)	642
Age: 35-44	43%	(157)	57%	(209)	365
Age: 45-64	24%	(173)	76%	(540)	714
Age: 65+	18%	(86)	82%	(402)	489
GenZers: 1997-2012	49%	(126)	51%	(130)	256
Millennials: 1981-1996	47%	(305)	53%	(347)	653
GenXers: 1965-1980	27%	(151)	73%	(405)	555
Baby Boomers: 1946-1964	20%	(133)	80%	(541)	673
PID: Dem (no lean)	39%	(334)	61%	(525)	860
PID: Ind (no lean)	30%	(202)	70%	(472)	674
PID: Rep (no lean)	28%	(189)	72%	(487)	676
PID/Gender: Dem Men	50%	(199)	50%	(196)	394
PID/Gender: Dem Women	29%	(135)	71%	(330)	465
PID/Gender: Ind Men	37%	(127)	63%	(218)	345
PID/Gender: Ind Women	23%	(76)	77%	(254)	329
PID/Gender: Rep Men	34%	(113)	66%	(216)	328
PID/Gender: Rep Women	22%	(76)	78%	(271)	348
Ideo: Liberal (1-3)	40%	(260)	60%	(396)	656
Ideo: Moderate (4)	33%	(249)	67%	(502)	751
Ideo: Conservative (5-7)	27%	(178)	73%	(488)	666
Educ: < College	30%	(424)	70%	(1013)	1437
Educ: Bachelors degree	39%	(193)	61%	(298)	491
Educ: Post-grad	39%	(109)	61%	(173)	282
Income: Under 50k	29%	(374)	71%	(897)	1271
Income: 50k-100k	35%	(231)	65%	(425)	656
Income: 100k+	42%	(120)	58%	(163)	283
Ethnicity: White	30%	(521)	70%	(1190)	1711
Ethnicity: Hispanic	45%	(170)	55%	(204)	374
Ethnicity: Black	46%	(129)	54%	(153)	282

Table MCFE2_1NET: *Do you use any of the following social media platforms? Please select all that you use.*

Twitter

Demographic	Selected		Not Selected		Total N
Adults	33%	(726)	67%	(1484)	2210
Ethnicity: Other	35%	(75)	65%	(142)	217
All Christian	31%	(315)	69%	(714)	1029
All Non-Christian	40%	(51)	60%	(78)	129
Atheist	35%	(35)	65%	(65)	99
Agnostic/Nothing in particular	36%	(210)	64%	(377)	587
Something Else	31%	(115)	69%	(250)	365
Religious Non-Protestant/Catholic	40%	(61)	60%	(92)	154
Evangelical	29%	(160)	71%	(398)	558
Non-Evangelical	32%	(252)	68%	(540)	792
Community: Urban	42%	(268)	58%	(369)	638
Community: Suburban	33%	(331)	67%	(683)	1014
Community: Rural	23%	(126)	77%	(432)	558
Employ: Private Sector	41%	(271)	59%	(383)	654
Employ: Government	35%	(48)	65%	(89)	136
Employ: Self-Employed	53%	(88)	47%	(78)	166
Employ: Homemaker	24%	(45)	76%	(145)	190
Employ: Student	51%	(32)	49%	(30)	62
Employ: Retired	18%	(103)	82%	(459)	563
Employ: Unemployed	32%	(96)	68%	(205)	301
Employ: Other	30%	(42)	70%	(95)	137
Military HH: Yes	27%	(76)	73%	(208)	283
Military HH: No	34%	(650)	66%	(1277)	1927
RD/WT: Right Direction	42%	(278)	58%	(389)	666
RD/WT: Wrong Track	29%	(448)	71%	(1096)	1544
Biden Job Approve	38%	(371)	62%	(599)	970
Biden Job Disapprove	29%	(326)	71%	(818)	1144
Biden Job Strongly Approve	39%	(170)	61%	(263)	433
Biden Job Somewhat Approve	37%	(201)	63%	(336)	537
Biden Job Somewhat Disapprove	31%	(106)	69%	(233)	339
Biden Job Strongly Disapprove	27%	(220)	73%	(585)	805

Table MCFE2_1NET: *Do you use any of the following social media platforms? Please select all that you use.*

Twitter

Demographic	Selected		Not Selected		Total N
Adults	33%	(726)	67%	(1484)	2210
Favorable of Biden	37%	(355)	63%	(614)	969
Unfavorable of Biden	29%	(333)	71%	(801)	1134
Very Favorable of Biden	38%	(185)	62%	(297)	482
Somewhat Favorable of Biden	35%	(170)	65%	(317)	487
Somewhat Unfavorable of Biden	33%	(99)	67%	(200)	299
Very Unfavorable of Biden	28%	(234)	72%	(601)	835
#1 Issue: Economy	35%	(321)	65%	(592)	913
#1 Issue: Security	26%	(62)	74%	(180)	243
#1 Issue: Health Care	35%	(60)	65%	(110)	170
#1 Issue: Medicare / Social Security	21%	(56)	79%	(210)	266
#1 Issue: Women's Issues	40%	(125)	60%	(186)	311
#1 Issue: Education	48%	(28)	52%	(31)	59
#1 Issue: Energy	32%	(43)	68%	(91)	134
#1 Issue: Other	26%	(30)	74%	(85)	115
2020 Vote: Joe Biden	39%	(372)	61%	(572)	945
2020 Vote: Donald Trump	28%	(209)	72%	(531)	740
2020 Vote: Other	36%	(24)	64%	(43)	67
2020 Vote: Didn't Vote	26%	(120)	74%	(338)	459
2018 House Vote: Democrat	40%	(301)	60%	(454)	755
2018 House Vote: Republican	26%	(154)	74%	(435)	589
2018 House Vote: Someone else	33%	(16)	67%	(33)	50
2016 Vote: Hillary Clinton	38%	(263)	62%	(432)	695
2016 Vote: Donald Trump	27%	(174)	73%	(481)	656
2016 Vote: Other	36%	(31)	64%	(55)	86
2016 Vote: Didn't Vote	33%	(251)	67%	(514)	765
Voted in 2014: Yes	31%	(384)	69%	(842)	1227
Voted in 2014: No	35%	(341)	65%	(642)	983
4-Region: Northeast	35%	(133)	65%	(249)	383
4-Region: Midwest	30%	(137)	70%	(320)	456
4-Region: South	31%	(265)	69%	(579)	844
4-Region: West	36%	(190)	64%	(336)	527

Table MCFE2_1NET: *Do you use any of the following social media platforms? Please select all that you use.*

Twitter

Demographic	Selected		Not Selected		Total N
Adults	33%	(726)	67%	(1484)	2210
TikTok Users	51%	(404)	49%	(389)	793
Twitch Users	82%	(177)	18%	(39)	216
2022 Sports Viewers/Attendees	37%	(545)	63%	(930)	1475
Monthly Moviegoers	53%	(171)	47%	(149)	320
Few Times per Year + Moviegoers	43%	(392)	57%	(528)	920
Heard Smile Campaign	47%	(257)	53%	(294)	551
Heard Minion Campaign	52%	(282)	48%	(258)	540
Listens to Podcasts	47%	(534)	53%	(598)	1132
Streaming Services User	37%	(659)	63%	(1114)	1773
Netflix User	38%	(565)	62%	(909)	1474
Disney+ User	40%	(398)	60%	(586)	984
Heterosexual or straight	31%	(614)	69%	(1356)	1971
Gay	53%	(36)	47%	(32)	68
Bisexual	45%	(39)	55%	(49)	88
Yes	40%	(28)	60%	(42)	70
No	33%	(697)	67%	(1442)	2140

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

Table MCFE2_2NET: *Do you use any of the following social media platforms? Please select all that you use.*

Facebook

Demographic	Selected		Not Selected		Total N
Adults	78%	(1715)	22%	(495)	2210
Gender: Male	70%	(747)	30%	(320)	1068
Gender: Female	85%	(968)	15%	(174)	1142
Age: 18-34	74%	(478)	26%	(164)	642
Age: 35-44	83%	(303)	17%	(62)	365
Age: 45-64	82%	(585)	18%	(129)	714
Age: 65+	71%	(349)	29%	(140)	489
GenZers: 1997-2012	63%	(162)	37%	(95)	256
Millennials: 1981-1996	84%	(546)	16%	(107)	653
GenXers: 1965-1980	83%	(461)	17%	(95)	555
Baby Boomers: 1946-1964	75%	(502)	25%	(171)	673
PID: Dem (no lean)	80%	(683)	20%	(176)	860
PID: Ind (no lean)	74%	(499)	26%	(176)	674
PID: Rep (no lean)	79%	(533)	21%	(143)	676
PID/Gender: Dem Men	75%	(294)	25%	(100)	394
PID/Gender: Dem Women	84%	(390)	16%	(76)	465
PID/Gender: Ind Men	64%	(222)	36%	(124)	345
PID/Gender: Ind Women	84%	(277)	16%	(52)	329
PID/Gender: Rep Men	71%	(232)	29%	(96)	328
PID/Gender: Rep Women	87%	(301)	13%	(46)	348
Ideo: Liberal (1-3)	77%	(508)	23%	(148)	656
Ideo: Moderate (4)	78%	(586)	22%	(165)	751
Ideo: Conservative (5-7)	77%	(515)	23%	(151)	666
Educ: < College	79%	(1135)	21%	(302)	1437
Educ: Bachelors degree	77%	(376)	23%	(114)	491
Educ: Post-grad	72%	(204)	28%	(78)	282
Income: Under 50k	79%	(1005)	21%	(266)	1271
Income: 50k-100k	77%	(506)	23%	(151)	656
Income: 100k+	72%	(204)	28%	(78)	283
Ethnicity: White	79%	(1352)	21%	(359)	1711
Ethnicity: Hispanic	71%	(265)	29%	(108)	374
Ethnicity: Black	77%	(218)	23%	(64)	282

Table MCFE2_2NET: *Do you use any of the following social media platforms? Please select all that you use.*

Facebook

Demographic	Selected		Not Selected		Total N
Adults	78%	(1715)	22%	(495)	2210
Ethnicity: Other	67%	(146)	33%	(71)	217
All Christian	79%	(810)	21%	(219)	1029
All Non-Christian	71%	(92)	29%	(37)	129
Atheist	65%	(65)	35%	(35)	99
Agnostic/Nothing in particular	78%	(457)	22%	(131)	587
Something Else	80%	(292)	20%	(73)	365
Religious Non-Protestant/Catholic	74%	(113)	26%	(40)	154
Evangelical	81%	(452)	19%	(106)	558
Non-Evangelical	77%	(613)	23%	(179)	792
Community: Urban	81%	(516)	19%	(121)	638
Community: Suburban	75%	(758)	25%	(256)	1014
Community: Rural	79%	(441)	21%	(117)	558
Employ: Private Sector	81%	(529)	19%	(125)	654
Employ: Government	76%	(103)	24%	(33)	136
Employ: Self-Employed	81%	(134)	19%	(32)	166
Employ: Homemaker	89%	(170)	11%	(20)	190
Employ: Student	48%	(30)	52%	(32)	62
Employ: Retired	73%	(413)	27%	(150)	563
Employ: Unemployed	77%	(232)	23%	(69)	301
Employ: Other	76%	(104)	24%	(33)	137
Military HH: Yes	80%	(228)	20%	(55)	283
Military HH: No	77%	(1487)	23%	(439)	1927
RD/WT: Right Direction	80%	(530)	20%	(136)	666
RD/WT: Wrong Track	77%	(1186)	23%	(358)	1544
Biden Job Approve	79%	(764)	21%	(206)	970
Biden Job Disapprove	76%	(874)	24%	(270)	1144
Biden Job Strongly Approve	83%	(360)	17%	(72)	433
Biden Job Somewhat Approve	75%	(404)	25%	(134)	537
Biden Job Somewhat Disapprove	78%	(265)	22%	(74)	339
Biden Job Strongly Disapprove	76%	(609)	24%	(196)	805

Table MCFE2_2NET: *Do you use any of the following social media platforms? Please select all that you use.*

Facebook

Demographic	Selected		Not Selected		Total N
Adults	78%	(1715)	22%	(495)	2210
Favorable of Biden	79%	(765)	21%	(204)	969
Unfavorable of Biden	77%	(875)	23%	(259)	1134
Very Favorable of Biden	83%	(401)	17%	(81)	482
Somewhat Favorable of Biden	75%	(364)	25%	(123)	487
Somewhat Unfavorable of Biden	76%	(227)	24%	(72)	299
Very Unfavorable of Biden	78%	(648)	22%	(187)	835
#1 Issue: Economy	77%	(704)	23%	(209)	913
#1 Issue: Security	76%	(184)	24%	(58)	243
#1 Issue: Health Care	83%	(141)	17%	(30)	170
#1 Issue: Medicare / Social Security	76%	(202)	24%	(64)	266
#1 Issue: Women's Issues	83%	(257)	17%	(54)	311
#1 Issue: Education	73%	(43)	27%	(16)	59
#1 Issue: Energy	76%	(102)	24%	(32)	134
#1 Issue: Other	72%	(82)	28%	(32)	115
2020 Vote: Joe Biden	77%	(732)	23%	(213)	945
2020 Vote: Donald Trump	78%	(579)	22%	(161)	740
2020 Vote: Other	66%	(44)	34%	(23)	67
2020 Vote: Didn't Vote	79%	(361)	21%	(98)	459
2018 House Vote: Democrat	79%	(597)	21%	(158)	755
2018 House Vote: Republican	76%	(450)	24%	(139)	589
2018 House Vote: Someone else	74%	(36)	26%	(13)	50
2016 Vote: Hillary Clinton	80%	(554)	20%	(141)	695
2016 Vote: Donald Trump	78%	(509)	22%	(147)	656
2016 Vote: Other	65%	(56)	35%	(30)	86
2016 Vote: Didn't Vote	77%	(589)	23%	(176)	765
Voted in 2014: Yes	78%	(957)	22%	(270)	1227
Voted in 2014: No	77%	(758)	23%	(225)	983
4-Region: Northeast	76%	(289)	24%	(94)	383
4-Region: Midwest	81%	(372)	19%	(85)	456
4-Region: South	80%	(677)	20%	(168)	844
4-Region: West	72%	(378)	28%	(149)	527

Table MCFE2_2NET: *Do you use any of the following social media platforms? Please select all that you use.*

Facebook

Demographic	Selected		Not Selected		Total N
Adults	78%	(1715)	22%	(495)	2210
TikTok Users	86%	(684)	14%	(109)	793
Twitch Users	76%	(164)	24%	(51)	216
2022 Sports Viewers/Attendees	78%	(1151)	22%	(324)	1475
Monthly Moviegoers	83%	(266)	17%	(55)	320
Few Times per Year + Moviegoers	80%	(739)	20%	(181)	920
Heard Smile Campaign	82%	(450)	18%	(101)	551
Heard Minion Campaign	80%	(431)	20%	(109)	540
Listens to Podcasts	80%	(900)	20%	(232)	1132
Streaming Services User	79%	(1407)	21%	(366)	1773
Netflix User	80%	(1176)	20%	(298)	1474
Disney+ User	83%	(816)	17%	(169)	984
Heterosexual or straight	78%	(1528)	22%	(442)	1971
Gay	75%	(51)	25%	(17)	68
Bisexual	81%	(72)	19%	(17)	88
Yes	64%	(45)	36%	(25)	70
No	78%	(1670)	22%	(470)	2140

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

Table MCFE2_3NET: *Do you use any of the following social media platforms? Please select all that you use.*

Snapchat

Demographic	Selected		Not Selected		Total N
Adults	29%	(635)	71%	(1575)	2210
Gender: Male	26%	(276)	74%	(791)	1068
Gender: Female	31%	(359)	69%	(784)	1142
Age: 18-34	57%	(365)	43%	(277)	642
Age: 35-44	33%	(122)	67%	(244)	365
Age: 45-64	18%	(131)	82%	(583)	714
Age: 65+	3%	(17)	97%	(472)	489
GenZers: 1997-2012	60%	(153)	40%	(104)	256
Millennials: 1981-1996	46%	(301)	54%	(352)	653
GenXers: 1965-1980	24%	(132)	76%	(423)	555
Baby Boomers: 1946-1964	7%	(48)	93%	(625)	673
PID: Dem (no lean)	33%	(285)	67%	(574)	860
PID: Ind (no lean)	25%	(168)	75%	(507)	674
PID: Rep (no lean)	27%	(182)	73%	(494)	676
PID/Gender: Dem Men	34%	(134)	66%	(260)	394
PID/Gender: Dem Women	33%	(152)	67%	(314)	465
PID/Gender: Ind Men	22%	(75)	78%	(270)	345
PID/Gender: Ind Women	28%	(92)	72%	(237)	329
PID/Gender: Rep Men	20%	(67)	80%	(261)	328
PID/Gender: Rep Women	33%	(115)	67%	(233)	348
Ideo: Liberal (1-3)	30%	(196)	70%	(460)	656
Ideo: Moderate (4)	31%	(236)	69%	(515)	751
Ideo: Conservative (5-7)	22%	(147)	78%	(519)	666
Educ: < College	30%	(438)	70%	(999)	1437
Educ: Bachelors degree	28%	(135)	72%	(355)	491
Educ: Post-grad	22%	(62)	78%	(220)	282
Income: Under 50k	27%	(347)	73%	(925)	1271
Income: 50k-100k	31%	(206)	69%	(450)	656
Income: 100k+	29%	(83)	71%	(200)	283
Ethnicity: White	26%	(446)	74%	(1265)	1711
Ethnicity: Hispanic	42%	(156)	58%	(217)	374
Ethnicity: Black	41%	(117)	59%	(165)	282

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Table MCFE2_3NET: *Do you use any of the following social media platforms? Please select all that you use.*

Snapchat

Demographic	Selected		Not Selected		Total N
Adults	29%	(635)	71%	(1575)	2210
Ethnicity: Other	33%	(72)	67%	(145)	217
All Christian	24%	(250)	76%	(779)	1029
All Non-Christian	27%	(35)	73%	(94)	129
Atheist	30%	(29)	70%	(70)	99
Agnostic/Nothing in particular	32%	(187)	68%	(400)	587
Something Else	37%	(134)	63%	(232)	365
Religious Non-Protestant/Catholic	24%	(37)	76%	(117)	154
Evangelical	31%	(173)	69%	(385)	558
Non-Evangelical	26%	(202)	74%	(590)	792
Community: Urban	35%	(223)	65%	(415)	638
Community: Suburban	25%	(253)	75%	(761)	1014
Community: Rural	28%	(159)	72%	(399)	558
Employ: Private Sector	38%	(251)	62%	(403)	654
Employ: Government	49%	(67)	51%	(69)	136
Employ: Self-Employed	30%	(50)	70%	(116)	166
Employ: Homemaker	37%	(71)	63%	(119)	190
Employ: Student	60%	(37)	40%	(25)	62
Employ: Retired	5%	(27)	95%	(536)	563
Employ: Unemployed	30%	(89)	70%	(212)	301
Employ: Other	32%	(43)	68%	(94)	137
Military HH: Yes	19%	(55)	81%	(228)	283
Military HH: No	30%	(580)	70%	(1347)	1927
RD/WT: Right Direction	34%	(226)	66%	(440)	666
RD/WT: Wrong Track	26%	(409)	74%	(1135)	1544
Biden Job Approve	31%	(305)	69%	(665)	970
Biden Job Disapprove	27%	(304)	73%	(840)	1144
Biden Job Strongly Approve	30%	(131)	70%	(301)	433
Biden Job Somewhat Approve	32%	(174)	68%	(363)	537
Biden Job Somewhat Disapprove	33%	(112)	67%	(227)	339
Biden Job Strongly Disapprove	24%	(191)	76%	(614)	805

Table MCFE2_3NET: *Do you use any of the following social media platforms? Please select all that you use.*

Snapchat

Demographic	Selected		Not Selected		Total N
Adults	29%	(635)	71%	(1575)	2210
Favorable of Biden	30%	(291)	70%	(679)	969
Unfavorable of Biden	27%	(308)	73%	(826)	1134
Very Favorable of Biden	31%	(148)	69%	(334)	482
Somewhat Favorable of Biden	29%	(143)	71%	(344)	487
Somewhat Unfavorable of Biden	34%	(102)	66%	(197)	299
Very Unfavorable of Biden	25%	(206)	75%	(629)	835
#1 Issue: Economy	30%	(274)	70%	(639)	913
#1 Issue: Security	22%	(53)	78%	(190)	243
#1 Issue: Health Care	28%	(47)	72%	(123)	170
#1 Issue: Medicare / Social Security	10%	(26)	90%	(240)	266
#1 Issue: Women's Issues	44%	(137)	56%	(174)	311
#1 Issue: Education	53%	(31)	47%	(28)	59
#1 Issue: Energy	37%	(50)	63%	(84)	134
#1 Issue: Other	15%	(18)	85%	(97)	115
2020 Vote: Joe Biden	31%	(295)	69%	(650)	945
2020 Vote: Donald Trump	24%	(175)	76%	(565)	740
2020 Vote: Other	25%	(17)	75%	(50)	67
2020 Vote: Didn't Vote	32%	(148)	68%	(311)	459
2018 House Vote: Democrat	30%	(229)	70%	(526)	755
2018 House Vote: Republican	19%	(112)	81%	(477)	589
2018 House Vote: Someone else	25%	(12)	75%	(37)	50
2016 Vote: Hillary Clinton	28%	(194)	72%	(501)	695
2016 Vote: Donald Trump	22%	(144)	78%	(512)	656
2016 Vote: Other	12%	(10)	88%	(75)	86
2016 Vote: Didn't Vote	37%	(282)	63%	(483)	765
Voted in 2014: Yes	23%	(282)	77%	(944)	1227
Voted in 2014: No	36%	(353)	64%	(630)	983
4-Region: Northeast	27%	(105)	73%	(277)	383
4-Region: Midwest	29%	(134)	71%	(322)	456
4-Region: South	29%	(249)	71%	(596)	844
4-Region: West	28%	(147)	72%	(379)	527

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Table MCFE2_3NET: *Do you use any of the following social media platforms? Please select all that you use.*

Snapchat

Demographic	Selected		Not Selected		Total N
Adults	29%	(635)	71%	(1575)	2210
TikTok Users	56%	(448)	44%	(345)	793
Twitch Users	61%	(132)	39%	(83)	216
2022 Sports Viewers/Attendees	31%	(458)	69%	(1017)	1475
Monthly Moviegoers	45%	(144)	55%	(176)	320
Few Times per Year + Moviegoers	39%	(355)	61%	(565)	920
Heard Smile Campaign	51%	(279)	49%	(272)	551
Heard Minion Campaign	52%	(280)	48%	(260)	540
Listens to Podcasts	36%	(409)	64%	(723)	1132
Streaming Services User	32%	(574)	68%	(1199)	1773
Netflix User	37%	(543)	63%	(931)	1474
Disney+ User	43%	(419)	57%	(565)	984
Heterosexual or straight	27%	(540)	73%	(1431)	1971
Gay	28%	(19)	72%	(49)	68
Bisexual	56%	(49)	44%	(39)	88
Yes	37%	(26)	63%	(44)	70
No	28%	(609)	72%	(1530)	2140

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

Table MCFE2_4NET: *Do you use any of the following social media platforms? Please select all that you use.*

Instagram

Demographic	Selected		Not Selected		Total N
Adults	48%	(1061)	52%	(1149)	2210
Gender: Male	45%	(481)	55%	(586)	1068
Gender: Female	51%	(580)	49%	(562)	1142
Age: 18-34	73%	(466)	27%	(176)	642
Age: 35-44	59%	(214)	41%	(152)	365
Age: 45-64	40%	(285)	60%	(429)	714
Age: 65+	20%	(97)	80%	(391)	489
GenZers: 1997-2012	80%	(206)	20%	(50)	256
Millennials: 1981-1996	65%	(423)	35%	(230)	653
GenXers: 1965-1980	44%	(242)	56%	(314)	555
Baby Boomers: 1946-1964	27%	(185)	73%	(489)	673
PID: Dem (no lean)	56%	(482)	44%	(377)	860
PID: Ind (no lean)	44%	(295)	56%	(380)	674
PID: Rep (no lean)	42%	(284)	58%	(392)	676
PID/Gender: Dem Men	57%	(226)	43%	(168)	394
PID/Gender: Dem Women	55%	(257)	45%	(209)	465
PID/Gender: Ind Men	40%	(137)	60%	(208)	345
PID/Gender: Ind Women	48%	(157)	52%	(172)	329
PID/Gender: Rep Men	36%	(118)	64%	(210)	328
PID/Gender: Rep Women	48%	(166)	52%	(182)	348
Ideo: Liberal (1-3)	56%	(366)	44%	(290)	656
Ideo: Moderate (4)	48%	(357)	52%	(394)	751
Ideo: Conservative (5-7)	41%	(272)	59%	(395)	666
Educ: < College	47%	(682)	53%	(755)	1437
Educ: Bachelors degree	49%	(241)	51%	(250)	491
Educ: Post-grad	49%	(139)	51%	(143)	282
Income: Under 50k	46%	(590)	54%	(682)	1271
Income: 50k-100k	48%	(316)	52%	(341)	656
Income: 100k+	55%	(156)	45%	(126)	283
Ethnicity: White	44%	(757)	56%	(954)	1711
Ethnicity: Hispanic	67%	(249)	33%	(125)	374
Ethnicity: Black	66%	(188)	34%	(95)	282

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Table MCFE2_4NET: *Do you use any of the following social media platforms? Please select all that you use.*

Instagram

Demographic	Selected		Not Selected		Total N
Adults	48%	(1061)	52%	(1149)	2210
Ethnicity: Other	54%	(117)	46%	(100)	217
All Christian	45%	(463)	55%	(566)	1029
All Non-Christian	45%	(58)	55%	(71)	129
Atheist	48%	(48)	52%	(52)	99
Agnostic/Nothing in particular	52%	(306)	48%	(282)	587
Something Else	51%	(187)	49%	(179)	365
Religious Non-Protestant/Catholic	45%	(70)	55%	(84)	154
Evangelical	48%	(270)	52%	(289)	558
Non-Evangelical	45%	(358)	55%	(434)	792
Community: Urban	56%	(359)	44%	(279)	638
Community: Suburban	46%	(462)	54%	(553)	1014
Community: Rural	43%	(241)	57%	(317)	558
Employ: Private Sector	59%	(388)	41%	(266)	654
Employ: Government	61%	(83)	39%	(53)	136
Employ: Self-Employed	57%	(96)	43%	(71)	166
Employ: Homemaker	53%	(101)	47%	(90)	190
Employ: Student	72%	(44)	28%	(18)	62
Employ: Retired	24%	(135)	76%	(427)	563
Employ: Unemployed	48%	(144)	52%	(157)	301
Employ: Other	51%	(70)	49%	(67)	137
Military HH: Yes	37%	(104)	63%	(179)	283
Military HH: No	50%	(957)	50%	(970)	1927
RD/WT: Right Direction	53%	(354)	47%	(312)	666
RD/WT: Wrong Track	46%	(707)	54%	(837)	1544
Biden Job Approve	52%	(505)	48%	(465)	970
Biden Job Disapprove	44%	(499)	56%	(645)	1144
Biden Job Strongly Approve	51%	(223)	49%	(210)	433
Biden Job Somewhat Approve	53%	(282)	47%	(255)	537
Biden Job Somewhat Disapprove	53%	(180)	47%	(158)	339
Biden Job Strongly Disapprove	40%	(318)	60%	(487)	805

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Table MCFE2_4NET: *Do you use any of the following social media platforms? Please select all that you use.*

Instagram

Demographic	Selected		Not Selected		Total N
Adults	48%	(1061)	52%	(1149)	2210
Favorable of Biden	52%	(503)	48%	(466)	969
Unfavorable of Biden	44%	(498)	56%	(636)	1134
Very Favorable of Biden	52%	(251)	48%	(231)	482
Somewhat Favorable of Biden	52%	(252)	48%	(235)	487
Somewhat Unfavorable of Biden	56%	(168)	44%	(131)	299
Very Unfavorable of Biden	39%	(330)	61%	(505)	835
#1 Issue: Economy	49%	(449)	51%	(464)	913
#1 Issue: Security	42%	(102)	58%	(141)	243
#1 Issue: Health Care	48%	(81)	52%	(89)	170
#1 Issue: Medicare / Social Security	30%	(79)	70%	(187)	266
#1 Issue: Women's Issues	67%	(207)	33%	(104)	311
#1 Issue: Education	66%	(39)	34%	(20)	59
#1 Issue: Energy	47%	(63)	53%	(71)	134
#1 Issue: Other	36%	(41)	64%	(73)	115
2020 Vote: Joe Biden	53%	(501)	47%	(444)	945
2020 Vote: Donald Trump	40%	(297)	60%	(443)	740
2020 Vote: Other	53%	(35)	47%	(32)	67
2020 Vote: Didn't Vote	50%	(228)	50%	(230)	459
2018 House Vote: Democrat	53%	(399)	47%	(356)	755
2018 House Vote: Republican	36%	(212)	64%	(377)	589
2018 House Vote: Someone else	44%	(22)	56%	(28)	50
2016 Vote: Hillary Clinton	51%	(356)	49%	(339)	695
2016 Vote: Donald Trump	38%	(249)	62%	(407)	656
2016 Vote: Other	38%	(32)	62%	(53)	86
2016 Vote: Didn't Vote	55%	(417)	45%	(348)	765
Voted in 2014: Yes	43%	(525)	57%	(701)	1227
Voted in 2014: No	54%	(536)	46%	(448)	983
4-Region: Northeast	53%	(204)	47%	(179)	383
4-Region: Midwest	41%	(189)	59%	(268)	456
4-Region: South	47%	(397)	53%	(448)	844
4-Region: West	52%	(272)	48%	(255)	527

Table MCFE2_4NET: *Do you use any of the following social media platforms? Please select all that you use.*

Instagram

Demographic	Selected		Not Selected		Total N
Adults	48%	(1061)	52%	(1149)	2210
TikTok Users	73%	(579)	27%	(214)	793
Twitch Users	81%	(175)	19%	(41)	216
2022 Sports Viewers/Attendees	50%	(739)	50%	(736)	1475
Monthly Moviegoers	66%	(211)	34%	(109)	320
Few Times per Year + Moviegoers	57%	(528)	43%	(392)	920
Heard Smile Campaign	66%	(363)	34%	(188)	551
Heard Minion Campaign	71%	(386)	29%	(154)	540
Listens to Podcasts	60%	(681)	40%	(451)	1132
Streaming Services User	54%	(952)	46%	(821)	1773
Netflix User	58%	(856)	42%	(618)	1474
Disney+ User	62%	(607)	38%	(377)	984
Heterosexual or straight	46%	(915)	54%	(1055)	1971
Gay	58%	(40)	42%	(28)	68
Bisexual	69%	(61)	31%	(27)	88
Yes	61%	(43)	39%	(27)	70
No	48%	(1018)	52%	(1121)	2140

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

Table MCFE2_5NET: *Do you use any of the following social media platforms? Please select all that you use.*
TikTok

Demographic	Selected		Not Selected		Total N
Adults	36%	(793)	64%	(1417)	2210
Gender: Male	32%	(344)	68%	(724)	1068
Gender: Female	39%	(449)	61%	(693)	1142
Age: 18-34	59%	(380)	41%	(262)	642
Age: 35-44	43%	(157)	57%	(208)	365
Age: 45-64	32%	(225)	68%	(489)	714
Age: 65+	6%	(30)	94%	(458)	489
GenZers: 1997-2012	65%	(166)	35%	(90)	256
Millennials: 1981-1996	50%	(329)	50%	(324)	653
GenXers: 1965-1980	41%	(226)	59%	(329)	555
Baby Boomers: 1946-1964	10%	(69)	90%	(604)	673
PID: Dem (no lean)	43%	(368)	57%	(492)	860
PID: Ind (no lean)	31%	(212)	69%	(463)	674
PID: Rep (no lean)	32%	(214)	68%	(462)	676
PID/Gender: Dem Men	41%	(162)	59%	(232)	394
PID/Gender: Dem Women	44%	(205)	56%	(260)	465
PID/Gender: Ind Men	28%	(95)	72%	(250)	345
PID/Gender: Ind Women	35%	(116)	65%	(213)	329
PID/Gender: Rep Men	26%	(86)	74%	(242)	328
PID/Gender: Rep Women	37%	(127)	63%	(220)	348
Ideo: Liberal (1-3)	39%	(254)	61%	(402)	656
Ideo: Moderate (4)	39%	(291)	61%	(460)	751
Ideo: Conservative (5-7)	27%	(178)	73%	(489)	666
Educ: < College	39%	(558)	61%	(879)	1437
Educ: Bachelors degree	31%	(153)	69%	(338)	491
Educ: Post-grad	29%	(82)	71%	(200)	282
Income: Under 50k	37%	(467)	63%	(804)	1271
Income: 50k-100k	36%	(237)	64%	(419)	656
Income: 100k+	31%	(88)	69%	(194)	283
Ethnicity: White	33%	(560)	67%	(1151)	1711
Ethnicity: Hispanic	51%	(191)	49%	(183)	374
Ethnicity: Black	56%	(157)	44%	(125)	282

Table MCFE2_5NET: *Do you use any of the following social media platforms? Please select all that you use.*

TikTok

Demographic	Selected		Not Selected		Total N
Adults	36%	(793)	64%	(1417)	2210
Ethnicity: Other	35%	(76)	65%	(141)	217
All Christian	30%	(309)	70%	(720)	1029
All Non-Christian	31%	(40)	69%	(89)	129
Atheist	30%	(30)	70%	(70)	99
Agnostic/Nothing in particular	40%	(233)	60%	(355)	587
Something Else	49%	(181)	51%	(185)	365
Religious Non-Protestant/Catholic	30%	(46)	70%	(108)	154
Evangelical	40%	(221)	60%	(337)	558
Non-Evangelical	33%	(258)	67%	(534)	792
Community: Urban	43%	(274)	57%	(364)	638
Community: Suburban	32%	(320)	68%	(694)	1014
Community: Rural	36%	(199)	64%	(359)	558
Employ: Private Sector	45%	(293)	55%	(361)	654
Employ: Government	51%	(69)	49%	(67)	136
Employ: Self-Employed	43%	(71)	57%	(95)	166
Employ: Homemaker	43%	(82)	57%	(108)	190
Employ: Student	58%	(36)	42%	(26)	62
Employ: Retired	11%	(63)	89%	(500)	563
Employ: Unemployed	43%	(129)	57%	(172)	301
Employ: Other	36%	(49)	64%	(88)	137
Military HH: Yes	24%	(69)	76%	(215)	283
Military HH: No	38%	(724)	62%	(1202)	1927
RD/WT: Right Direction	40%	(269)	60%	(397)	666
RD/WT: Wrong Track	34%	(524)	66%	(1020)	1544
Biden Job Approve	39%	(380)	61%	(590)	970
Biden Job Disapprove	32%	(371)	68%	(773)	1144
Biden Job Strongly Approve	40%	(171)	60%	(262)	433
Biden Job Somewhat Approve	39%	(209)	61%	(328)	537
Biden Job Somewhat Disapprove	39%	(132)	61%	(207)	339
Biden Job Strongly Disapprove	30%	(239)	70%	(566)	805

Table MCFE2_5NET: *Do you use any of the following social media platforms? Please select all that you use.*

TikTok

Demographic	Selected		Not Selected		Total N
Adults	36%	(793)	64%	(1417)	2210
Favorable of Biden	39%	(377)	61%	(592)	969
Unfavorable of Biden	33%	(369)	67%	(764)	1134
Very Favorable of Biden	39%	(190)	61%	(292)	482
Somewhat Favorable of Biden	38%	(187)	62%	(300)	487
Somewhat Unfavorable of Biden	38%	(113)	62%	(186)	299
Very Unfavorable of Biden	31%	(257)	69%	(578)	835
#1 Issue: Economy	38%	(347)	62%	(566)	913
#1 Issue: Security	27%	(65)	73%	(177)	243
#1 Issue: Health Care	31%	(54)	69%	(117)	170
#1 Issue: Medicare / Social Security	15%	(39)	85%	(227)	266
#1 Issue: Women's Issues	58%	(180)	42%	(131)	311
#1 Issue: Education	51%	(30)	49%	(29)	59
#1 Issue: Energy	39%	(52)	61%	(82)	134
#1 Issue: Other	22%	(25)	78%	(90)	115
2020 Vote: Joe Biden	38%	(360)	62%	(585)	945
2020 Vote: Donald Trump	29%	(217)	71%	(523)	740
2020 Vote: Other	26%	(17)	74%	(50)	67
2020 Vote: Didn't Vote	43%	(199)	57%	(260)	459
2018 House Vote: Democrat	38%	(290)	62%	(466)	755
2018 House Vote: Republican	24%	(140)	76%	(449)	589
2018 House Vote: Someone else	26%	(13)	74%	(36)	50
2016 Vote: Hillary Clinton	36%	(251)	64%	(443)	695
2016 Vote: Donald Trump	26%	(169)	74%	(487)	656
2016 Vote: Other	16%	(14)	84%	(72)	86
2016 Vote: Didn't Vote	46%	(353)	54%	(412)	765
Voted in 2014: Yes	29%	(355)	71%	(872)	1227
Voted in 2014: No	45%	(438)	55%	(545)	983
4-Region: Northeast	33%	(128)	67%	(254)	383
4-Region: Midwest	31%	(140)	69%	(316)	456
4-Region: South	41%	(343)	59%	(502)	844
4-Region: West	35%	(182)	65%	(345)	527

Table MCFE2_5NET: *Do you use any of the following social media platforms? Please select all that you use.*

TikTok

Demographic	Selected		Not Selected		Total N
Adults	36%	(793)	64%	(1417)	2210
TikTok Users	100%	(793)	—	(0)	793
Twitch Users	69%	(149)	31%	(66)	216
2022 Sports Viewers/Attendees	38%	(557)	62%	(918)	1475
Monthly Moviegoers	51%	(163)	49%	(157)	320
Few Times per Year + Moviegoers	45%	(414)	55%	(506)	920
Heard Smile Campaign	59%	(325)	41%	(226)	551
Heard Minion Campaign	64%	(344)	36%	(196)	540
Listens to Podcasts	45%	(512)	55%	(620)	1132
Streaming Services User	41%	(720)	59%	(1053)	1773
Netflix User	45%	(660)	55%	(814)	1474
Disney+ User	51%	(501)	49%	(483)	984
Heterosexual or straight	34%	(661)	66%	(1309)	1971
Gay	42%	(28)	58%	(40)	68
Bisexual	61%	(54)	39%	(35)	88
Yes	49%	(34)	51%	(36)	70
No	35%	(759)	65%	(1381)	2140

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

Table MCFE2_6NET: *Do you use any of the following social media platforms? Please select all that you use.*

Reddit

Demographic	Selected		Not Selected		Total N
Adults	16%	(349)	84%	(1861)	2210
Gender: Male	21%	(223)	79%	(845)	1068
Gender: Female	11%	(126)	89%	(1016)	1142
Age: 18-34	28%	(180)	72%	(462)	642
Age: 35-44	26%	(95)	74%	(270)	365
Age: 45-64	7%	(52)	93%	(661)	714
Age: 65+	4%	(21)	96%	(468)	489
GenZers: 1997-2012	29%	(75)	71%	(182)	256
Millennials: 1981-1996	27%	(176)	73%	(477)	653
GenXers: 1965-1980	11%	(59)	89%	(496)	555
Baby Boomers: 1946-1964	6%	(38)	94%	(636)	673
PID: Dem (no lean)	17%	(150)	83%	(709)	860
PID: Ind (no lean)	17%	(115)	83%	(559)	674
PID: Rep (no lean)	12%	(84)	88%	(592)	676
PID/Gender: Dem Men	24%	(95)	76%	(299)	394
PID/Gender: Dem Women	12%	(55)	88%	(410)	465
PID/Gender: Ind Men	22%	(76)	78%	(269)	345
PID/Gender: Ind Women	12%	(39)	88%	(290)	329
PID/Gender: Rep Men	16%	(52)	84%	(277)	328
PID/Gender: Rep Women	9%	(32)	91%	(316)	348
Ideo: Liberal (1-3)	21%	(139)	79%	(517)	656
Ideo: Moderate (4)	15%	(111)	85%	(640)	751
Ideo: Conservative (5-7)	11%	(76)	89%	(590)	666
Educ: < College	14%	(200)	86%	(1237)	1437
Educ: Bachelors degree	21%	(101)	79%	(389)	491
Educ: Post-grad	17%	(47)	83%	(235)	282
Income: Under 50k	14%	(184)	86%	(1088)	1271
Income: 50k-100k	17%	(110)	83%	(547)	656
Income: 100k+	20%	(56)	80%	(227)	283
Ethnicity: White	15%	(253)	85%	(1458)	1711
Ethnicity: Hispanic	24%	(88)	76%	(286)	374
Ethnicity: Black	20%	(56)	80%	(226)	282

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Table MCFE2_6NET: *Do you use any of the following social media platforms? Please select all that you use.*
Reddit

Demographic	Selected		Not Selected		Total N
Adults	16%	(349)	84%	(1861)	2210
Ethnicity: Other	18%	(40)	82%	(177)	217
All Christian	11%	(110)	89%	(919)	1029
All Non-Christian	20%	(25)	80%	(104)	129
Atheist	26%	(26)	74%	(73)	99
Agnostic/Nothing in particular	21%	(124)	79%	(464)	587
Something Else	17%	(64)	83%	(302)	365
Religious Non-Protestant/Catholic	18%	(27)	82%	(127)	154
Evangelical	12%	(69)	88%	(489)	558
Non-Evangelical	13%	(99)	87%	(693)	792
Community: Urban	21%	(131)	79%	(506)	638
Community: Suburban	15%	(156)	85%	(858)	1014
Community: Rural	11%	(61)	89%	(497)	558
Employ: Private Sector	23%	(153)	77%	(501)	654
Employ: Government	24%	(33)	76%	(103)	136
Employ: Self-Employed	20%	(33)	80%	(134)	166
Employ: Homemaker	10%	(19)	90%	(171)	190
Employ: Student	23%	(14)	77%	(48)	62
Employ: Retired	5%	(26)	95%	(536)	563
Employ: Unemployed	17%	(52)	83%	(249)	301
Employ: Other	13%	(18)	87%	(119)	137
Military HH: Yes	14%	(40)	86%	(243)	283
Military HH: No	16%	(309)	84%	(1618)	1927
RD/WT: Right Direction	18%	(117)	82%	(550)	666
RD/WT: Wrong Track	15%	(232)	85%	(1312)	1544
Biden Job Approve	18%	(170)	82%	(800)	970
Biden Job Disapprove	15%	(166)	85%	(978)	1144
Biden Job Strongly Approve	15%	(64)	85%	(368)	433
Biden Job Somewhat Approve	20%	(105)	80%	(432)	537
Biden Job Somewhat Disapprove	16%	(55)	84%	(283)	339
Biden Job Strongly Disapprove	14%	(111)	86%	(695)	805

Table MCFE2_6NET: *Do you use any of the following social media platforms? Please select all that you use.*

Reddit

Demographic	Selected		Not Selected		Total N
Adults	16%	(349)	84%	(1861)	2210
Favorable of Biden	16%	(157)	84%	(812)	969
Unfavorable of Biden	15%	(172)	85%	(962)	1134
Very Favorable of Biden	12%	(57)	88%	(425)	482
Somewhat Favorable of Biden	20%	(100)	80%	(387)	487
Somewhat Unfavorable of Biden	18%	(52)	82%	(246)	299
Very Unfavorable of Biden	14%	(120)	86%	(715)	835
#1 Issue: Economy	18%	(167)	82%	(746)	913
#1 Issue: Security	7%	(17)	93%	(225)	243
#1 Issue: Health Care	20%	(34)	80%	(136)	170
#1 Issue: Medicare / Social Security	3%	(9)	97%	(257)	266
#1 Issue: Women's Issues	22%	(70)	78%	(241)	311
#1 Issue: Education	26%	(15)	74%	(44)	59
#1 Issue: Energy	14%	(19)	86%	(115)	134
#1 Issue: Other	15%	(17)	85%	(97)	115
2020 Vote: Joe Biden	18%	(167)	82%	(778)	945
2020 Vote: Donald Trump	14%	(106)	86%	(634)	740
2020 Vote: Other	14%	(9)	86%	(58)	67
2020 Vote: Didn't Vote	15%	(67)	85%	(392)	459
2018 House Vote: Democrat	18%	(135)	82%	(621)	755
2018 House Vote: Republican	12%	(68)	88%	(521)	589
2018 House Vote: Someone else	10%	(5)	90%	(45)	50
2016 Vote: Hillary Clinton	17%	(116)	83%	(579)	695
2016 Vote: Donald Trump	13%	(84)	87%	(572)	656
2016 Vote: Other	16%	(14)	84%	(72)	86
2016 Vote: Didn't Vote	18%	(134)	82%	(631)	765
Voted in 2014: Yes	14%	(172)	86%	(1054)	1227
Voted in 2014: No	18%	(177)	82%	(807)	983
4-Region: Northeast	17%	(66)	83%	(317)	383
4-Region: Midwest	16%	(73)	84%	(384)	456
4-Region: South	14%	(114)	86%	(730)	844
4-Region: West	18%	(96)	82%	(430)	527

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Table MCFE2_6NET: *Do you use any of the following social media platforms? Please select all that you use.*

Reddit

Demographic	Selected		Not Selected		Total N
Adults	16%	(349)	84%	(1861)	2210
TikTok Users	28%	(222)	72%	(571)	793
Twitch Users	57%	(123)	43%	(92)	216
2022 Sports Viewers/Attendees	18%	(263)	82%	(1212)	1475
Monthly Moviegoers	30%	(95)	70%	(225)	320
Few Times per Year + Moviegoers	23%	(210)	77%	(710)	920
Heard Smile Campaign	26%	(145)	74%	(406)	551
Heard Minion Campaign	28%	(151)	72%	(389)	540
Listens to Podcasts	24%	(277)	76%	(855)	1132
Streaming Services User	19%	(333)	81%	(1440)	1773
Netflix User	19%	(281)	81%	(1193)	1474
Disney+ User	23%	(229)	77%	(755)	984
Heterosexual or straight	15%	(290)	85%	(1681)	1971
Gay	15%	(10)	85%	(58)	68
Bisexual	28%	(25)	72%	(64)	88
Yes	26%	(18)	74%	(52)	70
No	15%	(331)	85%	(1809)	2140

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

Table MCFE2_7NET: *Do you use any of the following social media platforms? Please select all that you use.*
YouTube

Demographic	Selected		Not Selected		Total N
Adults	72%	(1593)	28%	(617)	2210
Gender: Male	75%	(800)	25%	(268)	1068
Gender: Female	69%	(794)	31%	(349)	1142
Age: 18-34	85%	(545)	15%	(97)	642
Age: 35-44	82%	(300)	18%	(66)	365
Age: 45-64	71%	(507)	29%	(207)	714
Age: 65+	49%	(241)	51%	(248)	489
GenZers: 1997-2012	88%	(227)	12%	(30)	256
Millennials: 1981-1996	83%	(539)	17%	(114)	653
GenXers: 1965-1980	76%	(421)	24%	(134)	555
Baby Boomers: 1946-1964	56%	(378)	44%	(296)	673
PID: Dem (no lean)	77%	(659)	23%	(201)	860
PID: Ind (no lean)	70%	(473)	30%	(201)	674
PID: Rep (no lean)	68%	(461)	32%	(215)	676
PID/Gender: Dem Men	81%	(320)	19%	(74)	394
PID/Gender: Dem Women	73%	(339)	27%	(127)	465
PID/Gender: Ind Men	71%	(247)	29%	(99)	345
PID/Gender: Ind Women	69%	(227)	31%	(102)	329
PID/Gender: Rep Men	71%	(233)	29%	(95)	328
PID/Gender: Rep Women	66%	(228)	34%	(120)	348
Ideo: Liberal (1-3)	75%	(490)	25%	(166)	656
Ideo: Moderate (4)	73%	(551)	27%	(199)	751
Ideo: Conservative (5-7)	67%	(450)	33%	(217)	666
Educ: < College	73%	(1051)	27%	(386)	1437
Educ: Bachelors degree	71%	(350)	29%	(141)	491
Educ: Post-grad	68%	(193)	32%	(89)	282
Income: Under 50k	74%	(942)	26%	(329)	1271
Income: 50k-100k	70%	(461)	30%	(195)	656
Income: 100k+	67%	(190)	33%	(93)	283
Ethnicity: White	69%	(1176)	31%	(535)	1711
Ethnicity: Hispanic	83%	(311)	17%	(63)	374
Ethnicity: Black	87%	(246)	13%	(37)	282

Table MCFE2_7NET: *Do you use any of the following social media platforms? Please select all that you use.*
YouTube

Demographic	Selected		Not Selected		Total N
Adults	72%	(1593)	28%	(617)	2210
Ethnicity: Other	79%	(172)	21%	(45)	217
All Christian	69%	(706)	31%	(323)	1029
All Non-Christian	67%	(86)	33%	(43)	129
Atheist	68%	(67)	32%	(32)	99
Agnostic/Nothing in particular	75%	(442)	25%	(146)	587
Something Else	80%	(292)	20%	(73)	365
Religious Non-Protestant/Catholic	69%	(106)	31%	(48)	154
Evangelical	75%	(421)	25%	(137)	558
Non-Evangelical	68%	(539)	32%	(253)	792
Community: Urban	80%	(507)	20%	(130)	638
Community: Suburban	69%	(705)	31%	(309)	1014
Community: Rural	68%	(381)	32%	(177)	558
Employ: Private Sector	79%	(517)	21%	(138)	654
Employ: Government	78%	(105)	22%	(31)	136
Employ: Self-Employed	80%	(134)	20%	(33)	166
Employ: Homemaker	67%	(127)	33%	(63)	190
Employ: Student	92%	(57)	8%	(5)	62
Employ: Retired	55%	(310)	45%	(253)	563
Employ: Unemployed	77%	(233)	23%	(68)	301
Employ: Other	81%	(111)	19%	(26)	137
Military HH: Yes	64%	(181)	36%	(103)	283
Military HH: No	73%	(1413)	27%	(514)	1927
RD/WT: Right Direction	76%	(507)	24%	(159)	666
RD/WT: Wrong Track	70%	(1086)	30%	(457)	1544
Biden Job Approve	73%	(711)	27%	(259)	970
Biden Job Disapprove	71%	(809)	29%	(335)	1144
Biden Job Strongly Approve	74%	(322)	26%	(111)	433
Biden Job Somewhat Approve	72%	(389)	28%	(148)	537
Biden Job Somewhat Disapprove	79%	(267)	21%	(72)	339
Biden Job Strongly Disapprove	67%	(542)	33%	(263)	805

Table MCFE2_7NET: *Do you use any of the following social media platforms? Please select all that you use.*
YouTube

Demographic	Selected		Not Selected		Total N
Adults	72%	(1593)	28%	(617)	2210
Favorable of Biden	73%	(712)	27%	(257)	969
Unfavorable of Biden	71%	(803)	29%	(331)	1134
Very Favorable of Biden	76%	(365)	24%	(117)	482
Somewhat Favorable of Biden	71%	(347)	29%	(140)	487
Somewhat Unfavorable of Biden	80%	(239)	20%	(60)	299
Very Unfavorable of Biden	68%	(564)	32%	(271)	835
#1 Issue: Economy	76%	(692)	24%	(221)	913
#1 Issue: Security	70%	(169)	30%	(74)	243
#1 Issue: Health Care	71%	(120)	29%	(50)	170
#1 Issue: Medicare / Social Security	58%	(154)	42%	(112)	266
#1 Issue: Women's Issues	77%	(240)	23%	(71)	311
#1 Issue: Education	85%	(50)	15%	(9)	59
#1 Issue: Energy	74%	(99)	26%	(35)	134
#1 Issue: Other	61%	(70)	39%	(44)	115
2020 Vote: Joe Biden	73%	(690)	27%	(254)	945
2020 Vote: Donald Trump	66%	(488)	34%	(252)	740
2020 Vote: Other	85%	(57)	15%	(10)	67
2020 Vote: Didn't Vote	78%	(358)	22%	(101)	459
2018 House Vote: Democrat	74%	(557)	26%	(198)	755
2018 House Vote: Republican	63%	(372)	37%	(217)	589
2018 House Vote: Someone else	78%	(39)	22%	(11)	50
2016 Vote: Hillary Clinton	72%	(499)	28%	(195)	695
2016 Vote: Donald Trump	65%	(427)	35%	(229)	656
2016 Vote: Other	72%	(62)	28%	(24)	86
2016 Vote: Didn't Vote	78%	(599)	22%	(166)	765
Voted in 2014: Yes	68%	(828)	32%	(398)	1227
Voted in 2014: No	78%	(765)	22%	(218)	983
4-Region: Northeast	70%	(268)	30%	(115)	383
4-Region: Midwest	68%	(311)	32%	(146)	456
4-Region: South	74%	(624)	26%	(220)	844
4-Region: West	74%	(390)	26%	(136)	527

Table MCFE2_7NET: *Do you use any of the following social media platforms? Please select all that you use.*
YouTube

Demographic	Selected		Not Selected		Total N
Adults	72%	(1593)	28%	(617)	2210
TikTok Users	87%	(693)	13%	(100)	793
Twitch Users	94%	(204)	6%	(12)	216
2022 Sports Viewers/Attendees	73%	(1081)	27%	(394)	1475
Monthly Moviegoers	81%	(259)	19%	(62)	320
Few Times per Year + Moviegoers	78%	(720)	22%	(199)	920
Heard Smile Campaign	84%	(460)	16%	(91)	551
Heard Minion Campaign	85%	(461)	15%	(79)	540
Listens to Podcasts	84%	(948)	16%	(183)	1132
Streaming Services User	76%	(1346)	24%	(427)	1773
Netflix User	76%	(1125)	24%	(349)	1474
Disney+ User	79%	(774)	21%	(211)	984
Heterosexual or straight	71%	(1407)	29%	(564)	1971
Gay	77%	(52)	23%	(16)	68
Bisexual	79%	(70)	21%	(19)	88
Yes	79%	(56)	21%	(15)	70
No	72%	(1538)	28%	(602)	2140

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

Table MCFE2_8NET: *Do you use any of the following social media platforms? Please select all that you use.*

Twitch

Demographic	Selected		Not Selected		Total N
Adults	10%	(216)	90%	(1994)	2210
Gender: Male	15%	(159)	85%	(909)	1068
Gender: Female	5%	(56)	95%	(1086)	1142
Age: 18-34	23%	(145)	77%	(497)	642
Age: 35-44	13%	(47)	87%	(318)	365
Age: 45-64	3%	(19)	97%	(695)	714
Age: 65+	1%	(4)	99%	(484)	489
GenZers: 1997-2012	25%	(65)	75%	(191)	256
Millennials: 1981-1996	18%	(119)	82%	(534)	653
GenXers: 1965-1980	5%	(26)	95%	(529)	555
Baby Boomers: 1946-1964	1%	(6)	99%	(668)	673
PID: Dem (no lean)	12%	(100)	88%	(760)	860
PID: Ind (no lean)	10%	(66)	90%	(609)	674
PID: Rep (no lean)	7%	(50)	93%	(626)	676
PID/Gender: Dem Men	19%	(77)	81%	(318)	394
PID/Gender: Dem Women	5%	(23)	95%	(442)	465
PID/Gender: Ind Men	14%	(47)	86%	(298)	345
PID/Gender: Ind Women	6%	(18)	94%	(311)	329
PID/Gender: Rep Men	11%	(35)	89%	(293)	328
PID/Gender: Rep Women	4%	(15)	96%	(333)	348
Ideo: Liberal (1-3)	12%	(76)	88%	(580)	656
Ideo: Moderate (4)	11%	(84)	89%	(667)	751
Ideo: Conservative (5-7)	7%	(43)	93%	(623)	666
Educ: < College	9%	(129)	91%	(1308)	1437
Educ: Bachelors degree	12%	(59)	88%	(432)	491
Educ: Post-grad	10%	(27)	90%	(255)	282
Income: Under 50k	10%	(125)	90%	(1146)	1271
Income: 50k-100k	9%	(56)	91%	(600)	656
Income: 100k+	12%	(34)	88%	(249)	283
Ethnicity: White	8%	(136)	92%	(1575)	1711
Ethnicity: Hispanic	16%	(61)	84%	(313)	374
Ethnicity: Black	17%	(48)	83%	(234)	282

Table MCFE2_8NET: *Do you use any of the following social media platforms? Please select all that you use.*

Twitch

Demographic	Selected		Not Selected		Total N
Adults	10%	(216)	90%	(1994)	2210
Ethnicity: Other	14%	(31)	86%	(186)	217
All Christian	8%	(78)	92%	(951)	1029
All Non-Christian	13%	(17)	87%	(112)	129
Atheist	7%	(7)	93%	(92)	99
Agnostic/Nothing in particular	12%	(70)	88%	(518)	587
Something Else	12%	(43)	88%	(322)	365
Religious Non-Protestant/Catholic	12%	(18)	88%	(136)	154
Evangelical	9%	(52)	91%	(506)	558
Non-Evangelical	8%	(64)	92%	(728)	792
Community: Urban	15%	(92)	85%	(545)	638
Community: Suburban	9%	(93)	91%	(922)	1014
Community: Rural	5%	(31)	95%	(528)	558
Employ: Private Sector	14%	(89)	86%	(565)	654
Employ: Government	12%	(16)	88%	(120)	136
Employ: Self-Employed	19%	(31)	81%	(135)	166
Employ: Homemaker	6%	(12)	94%	(178)	190
Employ: Student	25%	(16)	75%	(46)	62
Employ: Retired	1%	(4)	99%	(559)	563
Employ: Unemployed	12%	(35)	88%	(266)	301
Employ: Other	9%	(12)	91%	(125)	137
Military HH: Yes	6%	(18)	94%	(266)	283
Military HH: No	10%	(198)	90%	(1729)	1927
RD/WT: Right Direction	13%	(88)	87%	(578)	666
RD/WT: Wrong Track	8%	(128)	92%	(1416)	1544
Biden Job Approve	12%	(115)	88%	(855)	970
Biden Job Disapprove	8%	(93)	92%	(1051)	1144
Biden Job Strongly Approve	11%	(47)	89%	(385)	433
Biden Job Somewhat Approve	13%	(68)	87%	(470)	537
Biden Job Somewhat Disapprove	13%	(44)	87%	(295)	339
Biden Job Strongly Disapprove	6%	(49)	94%	(756)	805

Table MCFE2_8NET: *Do you use any of the following social media platforms? Please select all that you use.*

Twitch

Demographic	Selected		Not Selected		Total N
Adults	10%	(216)	90%	(1994)	2210
Favorable of Biden	11%	(105)	89%	(864)	969
Unfavorable of Biden	9%	(98)	91%	(1036)	1134
Very Favorable of Biden	8%	(40)	92%	(442)	482
Somewhat Favorable of Biden	13%	(65)	87%	(422)	487
Somewhat Unfavorable of Biden	13%	(38)	87%	(260)	299
Very Unfavorable of Biden	7%	(59)	93%	(776)	835
#1 Issue: Economy	11%	(102)	89%	(811)	913
#1 Issue: Security	5%	(11)	95%	(232)	243
#1 Issue: Health Care	15%	(25)	85%	(145)	170
#1 Issue: Medicare / Social Security	3%	(7)	97%	(259)	266
#1 Issue: Women's Issues	11%	(34)	89%	(277)	311
#1 Issue: Education	21%	(13)	79%	(46)	59
#1 Issue: Energy	13%	(17)	87%	(117)	134
#1 Issue: Other	5%	(6)	95%	(108)	115
2020 Vote: Joe Biden	12%	(113)	88%	(832)	945
2020 Vote: Donald Trump	7%	(52)	93%	(688)	740
2020 Vote: Other	9%	(6)	91%	(61)	67
2020 Vote: Didn't Vote	10%	(45)	90%	(414)	459
2018 House Vote: Democrat	11%	(85)	89%	(670)	755
2018 House Vote: Republican	5%	(28)	95%	(561)	589
2018 House Vote: Someone else	10%	(5)	90%	(45)	50
2016 Vote: Hillary Clinton	10%	(72)	90%	(623)	695
2016 Vote: Donald Trump	6%	(39)	94%	(617)	656
2016 Vote: Other	7%	(6)	93%	(80)	86
2016 Vote: Didn't Vote	13%	(98)	87%	(667)	765
Voted in 2014: Yes	8%	(95)	92%	(1132)	1227
Voted in 2014: No	12%	(121)	88%	(862)	983
4-Region: Northeast	11%	(41)	89%	(341)	383
4-Region: Midwest	10%	(46)	90%	(410)	456
4-Region: South	9%	(79)	91%	(765)	844
4-Region: West	9%	(49)	91%	(478)	527

Table MCFE2_8NET: *Do you use any of the following social media platforms? Please select all that you use.*

Twitch

Demographic	Selected		Not Selected		Total N
Adults	10%	(216)	90%	(1994)	2210
TikTok Users	19%	(149)	81%	(644)	793
Twitch Users	100%	(216)	—	(0)	216
2022 Sports Viewers/Attendees	11%	(165)	89%	(1310)	1475
Monthly Moviegoers	20%	(66)	80%	(255)	320
Few Times per Year + Moviegoers	15%	(134)	85%	(786)	920
Heard Smile Campaign	18%	(100)	82%	(451)	551
Heard Minion Campaign	22%	(119)	78%	(421)	540
Listens to Podcasts	16%	(179)	84%	(953)	1132
Streaming Services User	12%	(206)	88%	(1567)	1773
Netflix User	12%	(182)	88%	(1291)	1474
Disney+ User	15%	(146)	85%	(838)	984
Heterosexual or straight	9%	(182)	91%	(1788)	1971
Gay	13%	(9)	87%	(59)	68
Bisexual	20%	(18)	80%	(71)	88
Yes	14%	(10)	86%	(60)	70
No	10%	(205)	90%	(1934)	2140

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

Table MCFE2_9NET: *Do you use any of the following social media platforms? Please select all that you use.*

Discord

Demographic	Selected		Not Selected		Total N
Adults	9%	(204)	91%	(2006)	2210
Gender: Male	14%	(154)	86%	(913)	1068
Gender: Female	4%	(50)	96%	(1093)	1142
Age: 18-34	21%	(137)	79%	(505)	642
Age: 35-44	12%	(44)	88%	(321)	365
Age: 45-64	3%	(19)	97%	(695)	714
Age: 65+	1%	(3)	99%	(486)	489
GenZers: 1997-2012	26%	(67)	74%	(190)	256
Millennials: 1981-1996	16%	(105)	84%	(548)	653
GenXers: 1965-1980	4%	(22)	96%	(534)	555
Baby Boomers: 1946-1964	2%	(11)	98%	(662)	673
PID: Dem (no lean)	10%	(85)	90%	(774)	860
PID: Ind (no lean)	11%	(71)	89%	(603)	674
PID: Rep (no lean)	7%	(47)	93%	(628)	676
PID/Gender: Dem Men	18%	(71)	82%	(324)	394
PID/Gender: Dem Women	3%	(15)	97%	(451)	465
PID/Gender: Ind Men	14%	(50)	86%	(296)	345
PID/Gender: Ind Women	7%	(22)	93%	(307)	329
PID/Gender: Rep Men	10%	(34)	90%	(294)	328
PID/Gender: Rep Women	4%	(13)	96%	(335)	348
Ideo: Liberal (1-3)	12%	(77)	88%	(579)	656
Ideo: Moderate (4)	10%	(72)	90%	(679)	751
Ideo: Conservative (5-7)	6%	(40)	94%	(626)	666
Educ: < College	8%	(117)	92%	(1320)	1437
Educ: Bachelors degree	13%	(62)	87%	(429)	491
Educ: Post-grad	9%	(25)	91%	(257)	282
Income: Under 50k	9%	(113)	91%	(1158)	1271
Income: 50k-100k	9%	(58)	91%	(598)	656
Income: 100k+	11%	(32)	89%	(250)	283
Ethnicity: White	8%	(135)	92%	(1576)	1711
Ethnicity: Hispanic	17%	(64)	83%	(310)	374
Ethnicity: Black	12%	(34)	88%	(248)	282

Table MCFE2_9NET: *Do you use any of the following social media platforms? Please select all that you use.*

Discord

Demographic	Selected		Not Selected		Total N
Adults	9%	(204)	91%	(2006)	2210
Ethnicity: Other	16%	(35)	84%	(182)	217
All Christian	6%	(66)	94%	(963)	1029
All Non-Christian	13%	(17)	87%	(112)	129
Atheist	11%	(11)	89%	(89)	99
Agnostic/Nothing in particular	13%	(75)	87%	(512)	587
Something Else	10%	(35)	90%	(330)	365
Religious Non-Protestant/Catholic	12%	(19)	88%	(135)	154
Evangelical	7%	(40)	93%	(519)	558
Non-Evangelical	7%	(56)	93%	(736)	792
Community: Urban	13%	(85)	87%	(553)	638
Community: Suburban	9%	(94)	91%	(921)	1014
Community: Rural	5%	(25)	95%	(533)	558
Employ: Private Sector	13%	(83)	87%	(571)	654
Employ: Government	9%	(13)	91%	(123)	136
Employ: Self-Employed	13%	(22)	87%	(144)	166
Employ: Homemaker	6%	(11)	94%	(179)	190
Employ: Student	29%	(18)	71%	(44)	62
Employ: Retired	1%	(4)	99%	(559)	563
Employ: Unemployed	12%	(37)	88%	(265)	301
Employ: Other	12%	(17)	88%	(120)	137
Military HH: Yes	7%	(20)	93%	(264)	283
Military HH: No	10%	(184)	90%	(1742)	1927
RD/WT: Right Direction	12%	(77)	88%	(589)	666
RD/WT: Wrong Track	8%	(127)	92%	(1417)	1544
Biden Job Approve	11%	(106)	89%	(864)	970
Biden Job Disapprove	7%	(84)	93%	(1060)	1144
Biden Job Strongly Approve	9%	(41)	91%	(392)	433
Biden Job Somewhat Approve	12%	(66)	88%	(472)	537
Biden Job Somewhat Disapprove	11%	(36)	89%	(303)	339
Biden Job Strongly Disapprove	6%	(48)	94%	(757)	805

Table MCFE2_9NET: *Do you use any of the following social media platforms? Please select all that you use.*

Discord

Demographic	Selected		Not Selected		Total N
Adults	9%	(204)	91%	(2006)	2210
Favorable of Biden	9%	(92)	91%	(878)	969
Unfavorable of Biden	8%	(96)	92%	(1038)	1134
Very Favorable of Biden	7%	(36)	93%	(446)	482
Somewhat Favorable of Biden	11%	(56)	89%	(431)	487
Somewhat Unfavorable of Biden	13%	(38)	87%	(261)	299
Very Unfavorable of Biden	7%	(58)	93%	(777)	835
#1 Issue: Economy	10%	(96)	90%	(817)	913
#1 Issue: Security	5%	(12)	95%	(230)	243
#1 Issue: Health Care	9%	(16)	91%	(154)	170
#1 Issue: Medicare / Social Security	1%	(3)	99%	(263)	266
#1 Issue: Women's Issues	16%	(50)	84%	(261)	311
#1 Issue: Education	19%	(11)	81%	(48)	59
#1 Issue: Energy	7%	(9)	93%	(125)	134
#1 Issue: Other	6%	(7)	94%	(108)	115
2020 Vote: Joe Biden	10%	(97)	90%	(847)	945
2020 Vote: Donald Trump	6%	(47)	94%	(693)	740
2020 Vote: Other	14%	(10)	86%	(58)	67
2020 Vote: Didn't Vote	11%	(50)	89%	(408)	459
2018 House Vote: Democrat	8%	(62)	92%	(693)	755
2018 House Vote: Republican	5%	(27)	95%	(562)	589
2018 House Vote: Someone else	12%	(6)	88%	(44)	50
2016 Vote: Hillary Clinton	8%	(59)	92%	(636)	695
2016 Vote: Donald Trump	6%	(38)	94%	(617)	656
2016 Vote: Other	12%	(10)	88%	(76)	86
2016 Vote: Didn't Vote	13%	(97)	87%	(668)	765
Voted in 2014: Yes	7%	(82)	93%	(1144)	1227
Voted in 2014: No	12%	(122)	88%	(861)	983
4-Region: Northeast	10%	(39)	90%	(344)	383
4-Region: Midwest	8%	(35)	92%	(421)	456
4-Region: South	9%	(73)	91%	(772)	844
4-Region: West	11%	(58)	89%	(469)	527

Table MCFE2_9NET: *Do you use any of the following social media platforms? Please select all that you use.*

Discord

Demographic	Selected		Not Selected		Total N
Adults	9%	(204)	91%	(2006)	2210
TikTok Users	18%	(139)	82%	(654)	793
Twitch Users	58%	(126)	42%	(90)	216
2022 Sports Viewers/Attendees	10%	(150)	90%	(1325)	1475
Monthly Moviegoers	16%	(53)	84%	(268)	320
Few Times per Year + Moviegoers	12%	(113)	88%	(807)	920
Heard Smile Campaign	15%	(83)	85%	(468)	551
Heard Minion Campaign	20%	(107)	80%	(434)	540
Listens to Podcasts	13%	(151)	87%	(981)	1132
Streaming Services User	11%	(193)	89%	(1580)	1773
Netflix User	12%	(178)	88%	(1296)	1474
Disney+ User	15%	(146)	85%	(838)	984
Heterosexual or straight	8%	(161)	92%	(1810)	1971
Gay	17%	(11)	83%	(56)	68
Bisexual	27%	(24)	73%	(65)	88
Yes	23%	(16)	77%	(54)	70
No	9%	(188)	91%	(1952)	2140

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

Table MCFE2_10NET: *Do you use any of the following social media platforms? Please select all that you use.*

BeReal

Demographic	Selected		Not Selected		Total N
Adults	2%	(44)	98%	(2166)	2210
Gender: Male	2%	(24)	98%	(1044)	1068
Gender: Female	2%	(20)	98%	(1122)	1142
Age: 18-34	5%	(35)	95%	(607)	642
Age: 35-44	1%	(5)	99%	(360)	365
Age: 45-64	1%	(5)	99%	(709)	714
Age: 65+	—	(0)	100%	(489)	489
GenZers: 1997-2012	10%	(25)	90%	(232)	256
Millennials: 1981-1996	2%	(13)	98%	(640)	653
GenXers: 1965-1980	1%	(7)	99%	(548)	555
Baby Boomers: 1946-1964	—	(0)	100%	(673)	673
PID: Dem (no lean)	3%	(26)	97%	(834)	860
PID: Ind (no lean)	1%	(5)	99%	(670)	674
PID: Rep (no lean)	2%	(14)	98%	(662)	676
PID/Gender: Dem Men	3%	(12)	97%	(382)	394
PID/Gender: Dem Women	3%	(14)	97%	(451)	465
PID/Gender: Ind Men	1%	(4)	99%	(342)	345
PID/Gender: Ind Women	—	(1)	100%	(328)	329
PID/Gender: Rep Men	3%	(9)	97%	(320)	328
PID/Gender: Rep Women	1%	(5)	99%	(343)	348
Ideo: Liberal (1-3)	4%	(26)	96%	(630)	656
Ideo: Moderate (4)	2%	(12)	98%	(739)	751
Ideo: Conservative (5-7)	1%	(5)	99%	(661)	666
Educ: < College	2%	(24)	98%	(1413)	1437
Educ: Bachelors degree	2%	(12)	98%	(479)	491
Educ: Post-grad	3%	(9)	97%	(273)	282
Income: Under 50k	1%	(19)	99%	(1253)	1271
Income: 50k-100k	2%	(14)	98%	(642)	656
Income: 100k+	4%	(11)	96%	(271)	283
Ethnicity: White	2%	(33)	98%	(1678)	1711
Ethnicity: Hispanic	3%	(12)	97%	(362)	374
Ethnicity: Black	3%	(8)	97%	(274)	282

Table MCFE2_10NET: *Do you use any of the following social media platforms? Please select all that you use.*

BeReal

Demographic	Selected		Not Selected		Total N
Adults	2%	(44)	98%	(2166)	2210
Ethnicity: Other	2%	(4)	98%	(213)	217
All Christian	2%	(17)	98%	(1012)	1029
All Non-Christian	4%	(5)	96%	(124)	129
Atheist	2%	(2)	98%	(97)	99
Agnostic/Nothing in particular	2%	(9)	98%	(579)	587
Something Else	3%	(11)	97%	(354)	365
Religious Non-Protestant/Catholic	4%	(5)	96%	(148)	154
Evangelical	3%	(18)	97%	(540)	558
Non-Evangelical	1%	(9)	99%	(783)	792
Community: Urban	3%	(22)	97%	(616)	638
Community: Suburban	2%	(17)	98%	(998)	1014
Community: Rural	1%	(6)	99%	(552)	558
Employ: Private Sector	4%	(24)	96%	(630)	654
Employ: Government	5%	(7)	95%	(129)	136
Employ: Self-Employed	1%	(2)	99%	(165)	166
Employ: Homemaker	1%	(1)	99%	(189)	190
Employ: Student	11%	(7)	89%	(55)	62
Employ: Retired	—	(0)	100%	(563)	563
Employ: Unemployed	—	(1)	100%	(300)	301
Employ: Other	2%	(3)	98%	(134)	137
Military HH: Yes	—	(1)	100%	(283)	283
Military HH: No	2%	(44)	98%	(1883)	1927
RD/WT: Right Direction	4%	(23)	96%	(643)	666
RD/WT: Wrong Track	1%	(21)	99%	(1523)	1544
Biden Job Approve	3%	(29)	97%	(941)	970
Biden Job Disapprove	1%	(15)	99%	(1129)	1144
Biden Job Strongly Approve	3%	(14)	97%	(419)	433
Biden Job Somewhat Approve	3%	(15)	97%	(522)	537
Biden Job Somewhat Disapprove	2%	(8)	98%	(331)	339
Biden Job Strongly Disapprove	1%	(8)	99%	(797)	805

Table MCFE2_10NET: *Do you use any of the following social media platforms? Please select all that you use.*

BeReal

Demographic	Selected		Not Selected		Total N
Adults	2%	(44)	98%	(2166)	2210
Favorable of Biden	2%	(21)	98%	(948)	969
Unfavorable of Biden	2%	(22)	98%	(1112)	1134
Very Favorable of Biden	2%	(10)	98%	(472)	482
Somewhat Favorable of Biden	2%	(11)	98%	(476)	487
Somewhat Unfavorable of Biden	4%	(11)	96%	(288)	299
Very Unfavorable of Biden	1%	(11)	99%	(824)	835
#1 Issue: Economy	2%	(19)	98%	(894)	913
#1 Issue: Security	1%	(2)	99%	(240)	243
#1 Issue: Health Care	2%	(3)	98%	(167)	170
#1 Issue: Medicare / Social Security	—	(0)	100%	(266)	266
#1 Issue: Women's Issues	5%	(15)	95%	(296)	311
#1 Issue: Education	2%	(1)	98%	(58)	59
#1 Issue: Energy	2%	(3)	98%	(131)	134
#1 Issue: Other	—	(0)	100%	(115)	115
2020 Vote: Joe Biden	2%	(22)	98%	(923)	945
2020 Vote: Donald Trump	2%	(15)	98%	(724)	740
2020 Vote: Other	—	(0)	100%	(67)	67
2020 Vote: Didn't Vote	2%	(8)	98%	(451)	459
2018 House Vote: Democrat	1%	(10)	99%	(745)	755
2018 House Vote: Republican	2%	(13)	98%	(576)	589
2018 House Vote: Someone else	—	(0)	100%	(50)	50
2016 Vote: Hillary Clinton	2%	(11)	98%	(684)	695
2016 Vote: Donald Trump	2%	(11)	98%	(644)	656
2016 Vote: Other	—	(0)	100%	(86)	86
2016 Vote: Didn't Vote	3%	(22)	97%	(743)	765
Voted in 2014: Yes	1%	(16)	99%	(1211)	1227
Voted in 2014: No	3%	(29)	97%	(955)	983
4-Region: Northeast	2%	(8)	98%	(375)	383
4-Region: Midwest	1%	(5)	99%	(452)	456
4-Region: South	2%	(13)	98%	(831)	844
4-Region: West	4%	(19)	96%	(508)	527

Table MCFE2_10NET: *Do you use any of the following social media platforms? Please select all that you use.*

BeReal

Demographic	Selected		Not Selected		Total N
Adults	2%	(44)	98%	(2166)	2210
TikTok Users	4%	(33)	96%	(760)	793
Twitch Users	10%	(21)	90%	(195)	216
2022 Sports Viewers/Attendees	2%	(34)	98%	(1441)	1475
Monthly Moviegoers	6%	(19)	94%	(301)	320
Few Times per Year + Moviegoers	4%	(33)	96%	(887)	920
Heard Smile Campaign	5%	(29)	95%	(521)	551
Heard Minion Campaign	6%	(32)	94%	(508)	540
Listens to Podcasts	3%	(38)	97%	(1093)	1132
Streaming Services User	3%	(44)	97%	(1728)	1773
Netflix User	3%	(39)	97%	(1435)	1474
Disney+ User	4%	(37)	96%	(947)	984
Heterosexual or straight	2%	(40)	98%	(1930)	1971
Gay	—	(0)	100%	(68)	68
Bisexual	3%	(2)	97%	(86)	88
Yes	7%	(5)	93%	(66)	70
No	2%	(40)	98%	(2100)	2140

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

Table MCFE2_11NET: *Do you use any of the following social media platforms? Please select all that you use.*
None of the above

Demographic	Selected		Not Selected		Total N
Adults	5%	(119)	95%	(2091)	2210
Gender: Male	8%	(81)	92%	(987)	1068
Gender: Female	3%	(38)	97%	(1104)	1142
Age: 18-34	1%	(3)	99%	(639)	642
Age: 35-44	1%	(5)	99%	(360)	365
Age: 45-64	5%	(35)	95%	(679)	714
Age: 65+	15%	(75)	85%	(414)	489
GenZers: 1997-2012	1%	(2)	99%	(255)	256
Millennials: 1981-1996	1%	(6)	99%	(647)	653
GenXers: 1965-1980	2%	(14)	98%	(541)	555
Baby Boomers: 1946-1964	12%	(82)	88%	(591)	673
PID: Dem (no lean)	4%	(34)	96%	(826)	860
PID: Ind (no lean)	7%	(47)	93%	(628)	674
PID: Rep (no lean)	6%	(38)	94%	(637)	676
PID/Gender: Dem Men	5%	(19)	95%	(375)	394
PID/Gender: Dem Women	3%	(14)	97%	(451)	465
PID/Gender: Ind Men	10%	(36)	90%	(310)	345
PID/Gender: Ind Women	3%	(11)	97%	(318)	329
PID/Gender: Rep Men	8%	(26)	92%	(302)	328
PID/Gender: Rep Women	4%	(12)	96%	(335)	348
Ideo: Liberal (1-3)	4%	(27)	96%	(629)	656
Ideo: Moderate (4)	5%	(37)	95%	(714)	751
Ideo: Conservative (5-7)	7%	(49)	93%	(618)	666
Educ: < College	4%	(62)	96%	(1375)	1437
Educ: Bachelors degree	5%	(26)	95%	(465)	491
Educ: Post-grad	11%	(30)	89%	(252)	282
Income: Under 50k	4%	(47)	96%	(1224)	1271
Income: 50k-100k	7%	(44)	93%	(612)	656
Income: 100k+	10%	(27)	90%	(255)	283
Ethnicity: White	6%	(108)	94%	(1603)	1711
Ethnicity: Hispanic	2%	(7)	98%	(366)	374
Ethnicity: Black	2%	(5)	98%	(278)	282

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Table MCFE2_11NET: *Do you use any of the following social media platforms? Please select all that you use.*

None of the above

Demographic	Selected		Not Selected		Total N
Adults	5%	(119)	95%	(2091)	2210
Ethnicity: Other	3%	(7)	97%	(210)	217
All Christian	6%	(62)	94%	(967)	1029
All Non-Christian	10%	(13)	90%	(116)	129
Atheist	12%	(12)	88%	(87)	99
Agnostic/Nothing in particular	4%	(25)	96%	(563)	587
Something Else	2%	(7)	98%	(359)	365
Religious Non-Protestant/Catholic	9%	(13)	91%	(141)	154
Evangelical	4%	(21)	96%	(537)	558
Non-Evangelical	6%	(48)	94%	(744)	792
Community: Urban	3%	(18)	97%	(619)	638
Community: Suburban	7%	(71)	93%	(943)	1014
Community: Rural	5%	(29)	95%	(529)	558
Employ: Private Sector	3%	(21)	97%	(633)	654
Employ: Government	3%	(4)	97%	(132)	136
Employ: Self-Employed	3%	(4)	97%	(162)	166
Employ: Homemaker	3%	(6)	97%	(184)	190
Employ: Student	—	(0)	100%	(62)	62
Employ: Retired	12%	(70)	88%	(493)	563
Employ: Unemployed	4%	(13)	96%	(289)	301
Employ: Other	1%	(1)	99%	(136)	137
Military HH: Yes	7%	(19)	93%	(264)	283
Military HH: No	5%	(100)	95%	(1827)	1927
RD/WT: Right Direction	4%	(27)	96%	(639)	666
RD/WT: Wrong Track	6%	(91)	94%	(1452)	1544
Biden Job Approve	5%	(50)	95%	(920)	970
Biden Job Disapprove	6%	(67)	94%	(1077)	1144
Biden Job Strongly Approve	5%	(21)	95%	(411)	433
Biden Job Somewhat Approve	5%	(28)	95%	(509)	537
Biden Job Somewhat Disapprove	3%	(10)	97%	(329)	339
Biden Job Strongly Disapprove	7%	(56)	93%	(749)	805

Table MCFE2_11NET: *Do you use any of the following social media platforms? Please select all that you use.*
None of the above

Demographic	Selected		Not Selected		Total N
Adults	5%	(119)	95%	(2091)	2210
Favorable of Biden	5%	(47)	95%	(922)	969
Unfavorable of Biden	6%	(67)	94%	(1066)	1134
Very Favorable of Biden	5%	(23)	95%	(459)	482
Somewhat Favorable of Biden	5%	(24)	95%	(463)	487
Somewhat Unfavorable of Biden	3%	(10)	97%	(288)	299
Very Unfavorable of Biden	7%	(57)	93%	(778)	835
#1 Issue: Economy	4%	(37)	96%	(876)	913
#1 Issue: Security	7%	(18)	93%	(224)	243
#1 Issue: Health Care	6%	(9)	94%	(161)	170
#1 Issue: Medicare / Social Security	10%	(26)	90%	(240)	266
#1 Issue: Women's Issues	2%	(7)	98%	(304)	311
#1 Issue: Education	1%	(1)	99%	(58)	59
#1 Issue: Energy	5%	(6)	95%	(128)	134
#1 Issue: Other	13%	(15)	87%	(100)	115
2020 Vote: Joe Biden	5%	(52)	95%	(893)	945
2020 Vote: Donald Trump	7%	(54)	93%	(686)	740
2020 Vote: Other	7%	(5)	93%	(62)	67
2020 Vote: Didn't Vote	2%	(8)	98%	(450)	459
2018 House Vote: Democrat	5%	(41)	95%	(714)	755
2018 House Vote: Republican	9%	(52)	91%	(537)	589
2018 House Vote: Someone else	9%	(4)	91%	(45)	50
2016 Vote: Hillary Clinton	5%	(35)	95%	(660)	695
2016 Vote: Donald Trump	9%	(57)	91%	(599)	656
2016 Vote: Other	12%	(10)	88%	(76)	86
2016 Vote: Didn't Vote	2%	(15)	98%	(750)	765
Voted in 2014: Yes	8%	(93)	92%	(1133)	1227
Voted in 2014: No	3%	(25)	97%	(958)	983
4-Region: Northeast	6%	(23)	94%	(359)	383
4-Region: Midwest	6%	(25)	94%	(431)	456
4-Region: South	5%	(38)	95%	(806)	844
4-Region: West	6%	(32)	94%	(495)	527

Table MCFE2_11NET: *Do you use any of the following social media platforms? Please select all that you use.*

None of the above

Demographic	Selected		Not Selected		Total N
Adults	5%	(119)	95%	(2091)	2210
TikTok Users	—	(0)	100%	(793)	793
Twitch Users	—	(0)	100%	(216)	216
2022 Sports Viewers/Attendees	6%	(82)	94%	(1393)	1475
Monthly Moviegoers	1%	(4)	99%	(316)	320
Few Times per Year + Moviegoers	3%	(23)	97%	(897)	920
Heard Smile Campaign	—	(2)	100%	(549)	551
Heard Minion Campaign	1%	(3)	99%	(537)	540
Listens to Podcasts	1%	(15)	99%	(1117)	1132
Streaming Services User	3%	(59)	97%	(1713)	1773
Netflix User	3%	(42)	97%	(1432)	1474
Disney+ User	1%	(14)	99%	(970)	984
Heterosexual or straight	6%	(113)	94%	(1858)	1971
Gay	1%	(1)	99%	(67)	68
Bisexual	—	(0)	100%	(88)	88
Yes	3%	(2)	97%	(69)	70
No	5%	(117)	95%	(2023)	2140

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

Table MCFE3_1: *In the past year, have you shared something positive about a brand you liked on the following platform(s)?*
Twitter

Demographic	Yes		No		Total N
Adults	48%	(345)	52%	(380)	726
Gender: Male	50%	(221)	50%	(217)	438
Gender: Female	43%	(125)	57%	(163)	287
Age: 18-34	58%	(180)	42%	(129)	309
Age: 35-44	53%	(83)	47%	(74)	157
Age: 45-64	40%	(70)	60%	(103)	173
Age: 65+	15%	(13)	85%	(74)	86
GenZers: 1997-2012	55%	(70)	45%	(56)	126
Millennials: 1981-1996	58%	(177)	42%	(128)	305
GenXers: 1965-1980	47%	(71)	53%	(80)	151
Baby Boomers: 1946-1964	21%	(28)	79%	(105)	133
PID: Dem (no lean)	53%	(177)	47%	(157)	334
PID: Ind (no lean)	40%	(82)	60%	(121)	202
PID: Rep (no lean)	46%	(87)	54%	(102)	189
PID/Gender: Dem Men	56%	(111)	44%	(88)	199
PID/Gender: Dem Women	48%	(66)	52%	(70)	135
PID/Gender: Ind Men	44%	(55)	56%	(71)	127
PID/Gender: Ind Women	35%	(26)	65%	(49)	76
PID/Gender: Rep Men	48%	(54)	52%	(58)	113
PID/Gender: Rep Women	43%	(33)	57%	(44)	76
Ideo: Liberal (1-3)	48%	(124)	52%	(136)	260
Ideo: Moderate (4)	52%	(129)	48%	(120)	249
Ideo: Conservative (5-7)	43%	(77)	57%	(101)	178
Educ: < College	47%	(200)	53%	(224)	424
Educ: Bachelors degree	45%	(86)	55%	(106)	193
Educ: Post-grad	54%	(59)	46%	(50)	109
Income: Under 50k	45%	(168)	55%	(207)	374
Income: 50k-100k	49%	(114)	51%	(118)	231
Income: 100k+	53%	(64)	47%	(56)	120
Ethnicity: White	42%	(219)	58%	(302)	521
Ethnicity: Hispanic	54%	(92)	46%	(78)	170
Ethnicity: Black	66%	(85)	34%	(45)	129

Table MCFE3_1: *In the past year, have you shared something positive about a brand you liked on the following platform(s)?*
Twitter

Demographic	Yes		No		Total N
Adults	48%	(345)	52%	(380)	726
Ethnicity: Other	55%	(41)	45%	(34)	75
All Christian	48%	(152)	52%	(162)	315
All Non-Christian	58%	(30)	42%	(22)	51
Agnostic/Nothing in particular	38%	(79)	62%	(131)	210
Something Else	64%	(73)	36%	(42)	115
Religious Non-Protestant/Catholic	57%	(35)	43%	(27)	61
Evangelical	61%	(97)	39%	(63)	160
Non-Evangelical	46%	(117)	54%	(135)	252
Community: Urban	58%	(155)	42%	(114)	268
Community: Suburban	41%	(135)	59%	(196)	331
Community: Rural	44%	(56)	56%	(70)	126
Employ: Private Sector	53%	(145)	47%	(126)	271
Employ: Self-Employed	56%	(49)	44%	(39)	88
Employ: Retired	15%	(15)	85%	(88)	103
Employ: Unemployed	40%	(38)	60%	(58)	96
Military HH: Yes	23%	(18)	77%	(58)	76
Military HH: No	50%	(328)	50%	(322)	650
RD/WT: Right Direction	58%	(160)	42%	(117)	278
RD/WT: Wrong Track	41%	(185)	59%	(263)	448
Biden Job Approve	52%	(194)	48%	(177)	371
Biden Job Disapprove	42%	(138)	58%	(188)	326
Biden Job Strongly Approve	58%	(99)	42%	(71)	170
Biden Job Somewhat Approve	47%	(95)	53%	(106)	201
Biden Job Somewhat Disapprove	54%	(58)	46%	(49)	106
Biden Job Strongly Disapprove	37%	(81)	63%	(139)	220
Favorable of Biden	52%	(185)	48%	(170)	355
Unfavorable of Biden	43%	(143)	57%	(190)	333
Very Favorable of Biden	54%	(100)	46%	(85)	185
Somewhat Favorable of Biden	50%	(84)	50%	(86)	170
Somewhat Unfavorable of Biden	50%	(49)	50%	(50)	99
Very Unfavorable of Biden	40%	(94)	60%	(140)	234

Table MCFE3_1: *In the past year, have you shared something positive about a brand you liked on the following platform(s)?*
Twitter

Demographic	Yes		No		Total N
Adults	48%	(345)	52%	(380)	726
#1 Issue: Economy	51%	(165)	49%	(156)	321
#1 Issue: Security	43%	(27)	57%	(35)	62
#1 Issue: Health Care	56%	(34)	44%	(26)	60
#1 Issue: Medicare / Social Security	31%	(17)	69%	(39)	56
#1 Issue: Women's Issues	43%	(54)	57%	(71)	125
2020 Vote: Joe Biden	49%	(181)	51%	(191)	372
2020 Vote: Donald Trump	45%	(93)	55%	(115)	209
2020 Vote: Didn't Vote	50%	(60)	50%	(60)	120
2018 House Vote: Democrat	51%	(154)	49%	(148)	301
2018 House Vote: Republican	42%	(64)	58%	(90)	154
2016 Vote: Hillary Clinton	49%	(128)	51%	(135)	263
2016 Vote: Donald Trump	43%	(76)	57%	(99)	174
2016 Vote: Didn't Vote	48%	(120)	52%	(131)	251
Voted in 2014: Yes	48%	(183)	52%	(202)	384
Voted in 2014: No	48%	(163)	52%	(179)	341
4-Region: Northeast	50%	(66)	50%	(67)	133
4-Region: Midwest	43%	(59)	57%	(77)	137
4-Region: South	51%	(135)	49%	(130)	265
4-Region: West	45%	(85)	55%	(105)	190
TikTok Users	56%	(225)	44%	(179)	404
Twitch Users	59%	(104)	41%	(73)	177
2022 Sports Viewers/Attendees	51%	(277)	49%	(269)	545
Monthly Moviegoers	67%	(114)	33%	(57)	171
Few Times per Year + Moviegoers	58%	(226)	42%	(166)	392
Heard Smile Campaign	68%	(174)	32%	(83)	257
Heard Minion Campaign	66%	(185)	34%	(97)	282
Listens to Podcasts	51%	(273)	49%	(261)	534
Streaming Services User	50%	(328)	50%	(331)	659
Netflix User	51%	(287)	49%	(278)	565
Disney+ User	59%	(234)	41%	(164)	398

Table MCFE3_1: *In the past year, have you shared something positive about a brand you liked on the following platform(s)?*
Twitter

Demographic	Yes		No		Total N
Adults	48%	(345)	52%	(380)	726
Heterosexual or straight	50%	(306)	50%	(308)	614
No	48%	(332)	52%	(366)	697

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

Table MCFE3_2: *In the past year, have you shared something positive about a brand you liked on the following platform(s)?*
Facebook

Demographic	Yes		No		Total N
Adults	52%	(892)	48%	(824)	1715
Gender: Male	52%	(389)	48%	(358)	747
Gender: Female	52%	(502)	48%	(466)	968
Age: 18-34	64%	(306)	36%	(172)	478
Age: 35-44	59%	(178)	41%	(125)	303
Age: 45-64	52%	(304)	48%	(281)	585
Age: 65+	29%	(103)	71%	(246)	349
GenZers: 1997-2012	65%	(106)	35%	(56)	162
Millennials: 1981-1996	62%	(336)	38%	(210)	546
GenXers: 1965-1980	56%	(258)	44%	(202)	461
Baby Boomers: 1946-1964	36%	(180)	64%	(322)	502
PID: Dem (no lean)	54%	(366)	46%	(317)	683
PID: Ind (no lean)	47%	(233)	53%	(266)	499
PID: Rep (no lean)	55%	(293)	45%	(240)	533
PID/Gender: Dem Men	58%	(170)	42%	(124)	294
PID/Gender: Dem Women	50%	(196)	50%	(193)	390
PID/Gender: Ind Men	44%	(97)	56%	(124)	222
PID/Gender: Ind Women	49%	(135)	51%	(142)	277
PID/Gender: Rep Men	53%	(122)	47%	(110)	232
PID/Gender: Rep Women	57%	(171)	43%	(130)	301
Ideo: Liberal (1-3)	47%	(240)	53%	(269)	508
Ideo: Moderate (4)	55%	(319)	45%	(266)	586
Ideo: Conservative (5-7)	52%	(268)	48%	(247)	515
Educ: < College	56%	(632)	44%	(502)	1135
Educ: Bachelors degree	43%	(162)	57%	(214)	376
Educ: Post-grad	48%	(97)	52%	(107)	204
Income: Under 50k	53%	(531)	47%	(475)	1005
Income: 50k-100k	50%	(254)	50%	(252)	506
Income: 100k+	52%	(107)	48%	(97)	204
Ethnicity: White	49%	(659)	51%	(692)	1352
Ethnicity: Hispanic	56%	(149)	44%	(116)	265
Ethnicity: Black	71%	(156)	29%	(62)	218

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Table MCFE3_2: *In the past year, have you shared something positive about a brand you liked on the following platform(s)?*
Facebook

Demographic	Yes		No		Total N
Adults	52%	(892)	48%	(824)	1715
Ethnicity: Other	52%	(76)	48%	(69)	146
All Christian	50%	(407)	50%	(403)	810
All Non-Christian	54%	(49)	46%	(43)	92
Atheist	30%	(19)	70%	(45)	65
Agnostic/Nothing in particular	50%	(229)	50%	(228)	457
Something Else	64%	(188)	36%	(105)	292
Religious Non-Protestant/Catholic	54%	(61)	46%	(52)	113
Evangelical	59%	(267)	41%	(185)	452
Non-Evangelical	50%	(309)	50%	(304)	613
Community: Urban	57%	(292)	43%	(224)	516
Community: Suburban	48%	(365)	52%	(393)	758
Community: Rural	53%	(234)	47%	(207)	441
Employ: Private Sector	60%	(317)	40%	(212)	529
Employ: Government	56%	(57)	44%	(46)	103
Employ: Self-Employed	64%	(86)	36%	(48)	134
Employ: Homemaker	54%	(92)	46%	(78)	170
Employ: Retired	35%	(143)	65%	(270)	413
Employ: Unemployed	54%	(125)	46%	(107)	232
Employ: Other	54%	(56)	46%	(48)	104
Military HH: Yes	43%	(98)	57%	(130)	228
Military HH: No	53%	(794)	47%	(694)	1487
RD/WT: Right Direction	58%	(306)	42%	(223)	530
RD/WT: Wrong Track	49%	(585)	51%	(600)	1186
Biden Job Approve	53%	(408)	47%	(356)	764
Biden Job Disapprove	51%	(442)	49%	(432)	874
Biden Job Strongly Approve	61%	(219)	39%	(142)	360
Biden Job Somewhat Approve	47%	(190)	53%	(214)	404
Biden Job Somewhat Disapprove	49%	(130)	51%	(135)	265
Biden Job Strongly Disapprove	51%	(312)	49%	(297)	609
Favorable of Biden	52%	(397)	48%	(368)	765
Unfavorable of Biden	52%	(455)	48%	(419)	875

Table MCFE3_2: *In the past year, have you shared something positive about a brand you liked on the following platform(s)?*
Facebook

Demographic	Yes		No		Total N
Adults	52%	(892)	48%	(824)	1715
Very Favorable of Biden	58%	(231)	42%	(171)	401
Somewhat Favorable of Biden	46%	(166)	54%	(198)	364
Somewhat Unfavorable of Biden	51%	(115)	49%	(112)	227
Very Unfavorable of Biden	53%	(341)	47%	(307)	648
#1 Issue: Economy	52%	(366)	48%	(338)	704
#1 Issue: Security	51%	(95)	49%	(90)	184
#1 Issue: Health Care	55%	(77)	45%	(64)	141
#1 Issue: Medicare / Social Security	40%	(80)	60%	(122)	202
#1 Issue: Women's Issues	60%	(154)	40%	(103)	257
#1 Issue: Energy	56%	(57)	44%	(45)	102
#1 Issue: Other	38%	(31)	62%	(51)	82
2020 Vote: Joe Biden	49%	(358)	51%	(374)	732
2020 Vote: Donald Trump	53%	(307)	47%	(272)	579
2020 Vote: Didn't Vote	56%	(202)	44%	(158)	361
2018 House Vote: Democrat	52%	(311)	48%	(286)	597
2018 House Vote: Republican	52%	(235)	48%	(215)	450
2016 Vote: Hillary Clinton	52%	(287)	48%	(267)	554
2016 Vote: Donald Trump	53%	(268)	47%	(241)	509
2016 Vote: Other	40%	(22)	60%	(34)	56
2016 Vote: Didn't Vote	52%	(309)	48%	(281)	589
Voted in 2014: Yes	53%	(503)	47%	(454)	957
Voted in 2014: No	51%	(389)	49%	(370)	758
4-Region: Northeast	46%	(134)	54%	(155)	289
4-Region: Midwest	50%	(186)	50%	(186)	372
4-Region: South	56%	(376)	44%	(301)	677
4-Region: West	52%	(195)	48%	(183)	378
TikTok Users	66%	(453)	34%	(231)	684
Twitch Users	64%	(105)	36%	(59)	164
2022 Sports Viewers/Attendees	55%	(628)	45%	(524)	1151
Monthly Moviegoers	69%	(183)	31%	(82)	266
Few Times per Year + Moviegoers	61%	(451)	39%	(288)	739

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Table MCFE3_2: *In the past year, have you shared something positive about a brand you liked on the following platform(s)?*
Facebook

Demographic	Yes		No		Total N
Adults	52%	(892)	48%	(824)	1715
Heard Smile Campaign	72%	(324)	28%	(126)	450
Heard Minion Campaign	73%	(316)	27%	(115)	431
Listens to Podcasts	61%	(547)	39%	(353)	900
Streaming Services User	55%	(771)	45%	(635)	1407
Netflix User	58%	(677)	42%	(499)	1176
Disney+ User	62%	(507)	38%	(309)	816
Heterosexual or straight	51%	(785)	49%	(744)	1528
Gay	47%	(24)	53%	(27)	51
Bisexual	63%	(45)	37%	(27)	72
No	52%	(861)	48%	(809)	1670

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

Table MCFE3_3: *In the past year, have you shared something positive about a brand you liked on the following platform(s)?*
Snapchat

Demographic	Yes		No		Total N
Adults	54%	(345)	46%	(290)	635
Gender: Male	59%	(162)	41%	(114)	276
Gender: Female	51%	(183)	49%	(176)	359
Age: 18-34	64%	(235)	36%	(131)	365
Age: 35-44	45%	(55)	55%	(66)	122
Age: 45-64	40%	(53)	60%	(78)	131
GenZers: 1997-2012	73%	(111)	27%	(42)	153
Millennials: 1981-1996	55%	(164)	45%	(136)	301
GenXers: 1965-1980	44%	(58)	56%	(74)	132
PID: Dem (no lean)	57%	(162)	43%	(123)	285
PID: Ind (no lean)	50%	(85)	50%	(83)	168
PID: Rep (no lean)	54%	(98)	46%	(84)	182
PID/Gender: Dem Men	57%	(77)	43%	(57)	134
PID/Gender: Dem Women	56%	(85)	44%	(66)	152
PID/Gender: Ind Men	56%	(42)	44%	(33)	75
PID/Gender: Ind Women	46%	(42)	54%	(50)	92
PID/Gender: Rep Men	64%	(43)	36%	(24)	67
PID/Gender: Rep Women	48%	(55)	52%	(60)	115
Ideo: Liberal (1-3)	58%	(113)	42%	(83)	196
Ideo: Moderate (4)	53%	(125)	47%	(111)	236
Ideo: Conservative (5-7)	48%	(71)	52%	(76)	147
Educ: < College	58%	(255)	42%	(183)	438
Educ: Bachelors degree	43%	(58)	57%	(77)	135
Educ: Post-grad	51%	(32)	49%	(30)	62
Income: Under 50k	60%	(207)	40%	(140)	347
Income: 50k-100k	48%	(99)	52%	(107)	206
Income: 100k+	47%	(39)	53%	(44)	83
Ethnicity: White	49%	(220)	51%	(227)	446
Ethnicity: Hispanic	61%	(95)	39%	(61)	156
Ethnicity: Black	69%	(81)	31%	(36)	117
Ethnicity: Other	61%	(44)	39%	(28)	72

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Table MCFE3_3: *In the past year, have you shared something positive about a brand you liked on the following platform(s)?*
Snapchat

Demographic	Yes		No		Total N
Adults	54%	(345)	46%	(290)	635
All Christian	51%	(128)	49%	(121)	250
Agnostic/Nothing in particular	49%	(92)	51%	(95)	187
Something Else	66%	(88)	34%	(46)	134
Evangelical	59%	(103)	41%	(70)	173
Non-Evangelical	53%	(107)	47%	(95)	202
Community: Urban	53%	(118)	47%	(105)	223
Community: Suburban	52%	(133)	48%	(120)	253
Community: Rural	59%	(94)	41%	(65)	159
Employ: Private Sector	51%	(127)	49%	(124)	251
Employ: Government	63%	(42)	37%	(25)	67
Employ: Self-Employed	67%	(34)	33%	(17)	50
Employ: Homemaker	51%	(36)	49%	(35)	71
Employ: Unemployed	56%	(50)	44%	(39)	89
Military HH: Yes	55%	(30)	45%	(25)	55
Military HH: No	54%	(314)	46%	(266)	580
RD/WT: Right Direction	69%	(155)	31%	(71)	226
RD/WT: Wrong Track	46%	(190)	54%	(219)	409
Biden Job Approve	60%	(183)	40%	(122)	305
Biden Job Disapprove	47%	(144)	53%	(159)	304
Biden Job Strongly Approve	65%	(85)	35%	(46)	131
Biden Job Somewhat Approve	57%	(99)	43%	(75)	174
Biden Job Somewhat Disapprove	46%	(52)	54%	(61)	112
Biden Job Strongly Disapprove	48%	(93)	52%	(99)	191
Favorable of Biden	59%	(171)	41%	(119)	291
Unfavorable of Biden	48%	(149)	52%	(159)	308
Very Favorable of Biden	63%	(93)	37%	(55)	148
Somewhat Favorable of Biden	55%	(78)	45%	(64)	143
Somewhat Unfavorable of Biden	40%	(41)	60%	(61)	102
Very Unfavorable of Biden	52%	(108)	48%	(98)	206

Table MCFE3_3: *In the past year, have you shared something positive about a brand you liked on the following platform(s)?*
Snapchat

Demographic	Yes		No		Total N
Adults	54%	(345)	46%	(290)	635
#1 Issue: Economy	50%	(138)	50%	(136)	274
#1 Issue: Security	59%	(31)	41%	(22)	53
#1 Issue: Women's Issues	58%	(80)	42%	(57)	137
#1 Issue: Energy	52%	(26)	48%	(24)	50
2020 Vote: Joe Biden	53%	(157)	47%	(138)	295
2020 Vote: Donald Trump	49%	(86)	51%	(89)	175
2020 Vote: Didn't Vote	62%	(92)	38%	(56)	148
2018 House Vote: Democrat	56%	(128)	44%	(102)	229
2018 House Vote: Republican	45%	(50)	55%	(62)	112
2016 Vote: Hillary Clinton	52%	(100)	48%	(94)	194
2016 Vote: Donald Trump	48%	(69)	52%	(75)	144
2016 Vote: Didn't Vote	59%	(167)	41%	(114)	282
Voted in 2014: Yes	54%	(151)	46%	(131)	282
Voted in 2014: No	55%	(194)	45%	(159)	353
4-Region: Northeast	50%	(53)	50%	(52)	105
4-Region: Midwest	49%	(66)	51%	(68)	134
4-Region: South	60%	(148)	40%	(100)	249
4-Region: West	53%	(78)	47%	(70)	147
TikTok Users	59%	(264)	41%	(184)	448
Twitch Users	61%	(80)	39%	(52)	132
2022 Sports Viewers/Attendees	55%	(252)	45%	(206)	458
Monthly Moviegoers	65%	(93)	35%	(51)	144
Few Times per Year + Moviegoers	58%	(208)	42%	(147)	355
Heard Smile Campaign	67%	(186)	33%	(93)	279
Heard Minion Campaign	66%	(184)	34%	(96)	280
Listens to Podcasts	58%	(236)	42%	(173)	409
Streaming Services User	54%	(311)	46%	(263)	574
Netflix User	56%	(304)	44%	(239)	543
Disney+ User	59%	(247)	41%	(172)	419
Heterosexual or straight	55%	(296)	45%	(244)	540
No	54%	(332)	46%	(278)	609

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

Table MCFE3_4: *In the past year, have you shared something positive about a brand you liked on the following platform(s)?*
Instagram

Demographic	Yes		No		Total N
Adults	56%	(595)	44%	(467)	1061
Gender: Male	60%	(287)	40%	(194)	481
Gender: Female	53%	(308)	47%	(272)	580
Age: 18-34	67%	(312)	33%	(153)	466
Age: 35-44	59%	(126)	41%	(87)	214
Age: 45-64	48%	(136)	52%	(149)	285
Age: 65+	21%	(21)	79%	(77)	97
GenZers: 1997-2012	74%	(152)	26%	(54)	206
Millennials: 1981-1996	61%	(259)	39%	(164)	423
GenXers: 1965-1980	55%	(133)	45%	(109)	242
Baby Boomers: 1946-1964	27%	(50)	73%	(135)	185
PID: Dem (no lean)	62%	(297)	38%	(185)	482
PID: Ind (no lean)	47%	(138)	53%	(157)	295
PID: Rep (no lean)	56%	(160)	44%	(125)	284
PID/Gender: Dem Men	65%	(147)	35%	(79)	226
PID/Gender: Dem Women	59%	(151)	41%	(106)	257
PID/Gender: Ind Men	50%	(69)	50%	(68)	137
PID/Gender: Ind Women	44%	(69)	56%	(89)	157
PID/Gender: Rep Men	60%	(71)	40%	(47)	118
PID/Gender: Rep Women	53%	(88)	47%	(78)	166
Ideo: Liberal (1-3)	57%	(209)	43%	(157)	366
Ideo: Moderate (4)	58%	(207)	42%	(150)	357
Ideo: Conservative (5-7)	50%	(136)	50%	(136)	272
Educ: < College	58%	(398)	42%	(284)	682
Educ: Bachelors degree	49%	(117)	51%	(123)	241
Educ: Post-grad	57%	(79)	43%	(60)	139
Income: Under 50k	55%	(325)	45%	(265)	590
Income: 50k-100k	60%	(189)	40%	(127)	316
Income: 100k+	52%	(81)	48%	(75)	156
Ethnicity: White	50%	(378)	50%	(380)	757
Ethnicity: Hispanic	63%	(156)	37%	(93)	249
Ethnicity: Black	75%	(141)	25%	(47)	188

Table MCFE3_4: *In the past year, have you shared something positive about a brand you liked on the following platform(s)?*
Instagram

Demographic	Yes		No		Total N
Adults	56%	(595)	44%	(467)	1061
Ethnicity: Other	65%	(76)	35%	(40)	117
All Christian	52%	(240)	48%	(223)	463
All Non-Christian	64%	(38)	36%	(21)	58
Agnostic/Nothing in particular	49%	(151)	51%	(154)	306
Something Else	75%	(140)	25%	(46)	187
Religious Non-Protestant/Catholic	62%	(43)	38%	(27)	70
Evangelical	61%	(165)	39%	(105)	270
Non-Evangelical	57%	(204)	43%	(154)	358
Community: Urban	64%	(229)	36%	(129)	359
Community: Suburban	53%	(244)	47%	(218)	462
Community: Rural	50%	(121)	50%	(119)	241
Employ: Private Sector	62%	(239)	38%	(149)	388
Employ: Government	64%	(53)	36%	(30)	83
Employ: Self-Employed	68%	(65)	32%	(30)	96
Employ: Homemaker	46%	(46)	54%	(54)	101
Employ: Retired	26%	(36)	74%	(100)	135
Employ: Unemployed	59%	(85)	41%	(59)	144
Employ: Other	61%	(42)	39%	(28)	70
Military HH: Yes	49%	(51)	51%	(53)	104
Military HH: No	57%	(543)	43%	(414)	957
RD/WT: Right Direction	64%	(226)	36%	(128)	354
RD/WT: Wrong Track	52%	(369)	48%	(338)	707
Biden Job Approve	60%	(305)	40%	(200)	505
Biden Job Disapprove	51%	(254)	49%	(245)	499
Biden Job Strongly Approve	61%	(136)	39%	(87)	223
Biden Job Somewhat Approve	60%	(170)	40%	(113)	282
Biden Job Somewhat Disapprove	55%	(100)	45%	(81)	180
Biden Job Strongly Disapprove	48%	(154)	52%	(165)	318
Favorable of Biden	59%	(299)	41%	(205)	503
Unfavorable of Biden	52%	(257)	48%	(241)	498

Table MCFE3_4: *In the past year, have you shared something positive about a brand you liked on the following platform(s)?*
Instagram

Demographic	Yes		No		Total N
Adults	56%	(595)	44%	(467)	1061
Very Favorable of Biden	63%	(158)	37%	(93)	251
Somewhat Favorable of Biden	56%	(141)	44%	(112)	252
Somewhat Unfavorable of Biden	53%	(90)	47%	(78)	168
Very Unfavorable of Biden	51%	(167)	49%	(162)	330
#1 Issue: Economy	54%	(241)	46%	(208)	449
#1 Issue: Security	53%	(54)	47%	(48)	102
#1 Issue: Health Care	59%	(48)	41%	(33)	81
#1 Issue: Medicare / Social Security	41%	(33)	59%	(46)	79
#1 Issue: Women's Issues	61%	(126)	39%	(82)	207
#1 Issue: Energy	72%	(46)	28%	(18)	63
2020 Vote: Joe Biden	57%	(287)	43%	(214)	501
2020 Vote: Donald Trump	51%	(153)	49%	(144)	297
2020 Vote: Didn't Vote	58%	(132)	42%	(97)	228
2018 House Vote: Democrat	61%	(245)	39%	(154)	399
2018 House Vote: Republican	48%	(103)	52%	(110)	212
2016 Vote: Hillary Clinton	61%	(216)	39%	(140)	356
2016 Vote: Donald Trump	52%	(129)	48%	(119)	249
2016 Vote: Didn't Vote	55%	(231)	45%	(187)	417
Voted in 2014: Yes	56%	(296)	44%	(229)	525
Voted in 2014: No	56%	(298)	44%	(238)	536
4-Region: Northeast	53%	(108)	47%	(96)	204
4-Region: Midwest	57%	(107)	43%	(82)	189
4-Region: South	59%	(233)	41%	(163)	397
4-Region: West	54%	(146)	46%	(126)	272
TikTok Users	68%	(396)	32%	(183)	579
Twitch Users	70%	(123)	30%	(52)	175
2022 Sports Viewers/Attendees	59%	(437)	41%	(302)	739
Monthly Moviegoers	73%	(154)	27%	(57)	211
Few Times per Year + Moviegoers	63%	(331)	37%	(197)	528
Heard Smile Campaign	74%	(271)	26%	(93)	363
Heard Minion Campaign	76%	(292)	24%	(94)	386

Table MCFE3_4: *In the past year, have you shared something positive about a brand you liked on the following platform(s)?*
Instagram

Demographic	Yes		No		Total N
Adults	56%	(595)	44%	(467)	1061
Listens to Podcasts	62%	(422)	38%	(258)	681
Streaming Services User	57%	(540)	43%	(412)	952
Netflix User	60%	(511)	40%	(345)	856
Disney+ User	64%	(386)	36%	(221)	607
Heterosexual or straight	57%	(518)	43%	(397)	915
Bisexual	58%	(35)	42%	(26)	61
No	55%	(561)	45%	(457)	1018

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

Table MCFE3_5: *In the past year, have you shared something positive about a brand you liked on the following platform(s)?*
TikTok

Demographic	Yes		No		Total N
Adults	56%	(441)	44%	(352)	793
Gender: Male	56%	(192)	44%	(152)	344
Gender: Female	56%	(249)	44%	(200)	449
Age: 18-34	66%	(249)	34%	(131)	380
Age: 35-44	50%	(79)	50%	(79)	157
Age: 45-64	47%	(105)	53%	(120)	225
GenZers: 1997-2012	73%	(122)	27%	(44)	166
Millennials: 1981-1996	56%	(184)	44%	(145)	329
GenXers: 1965-1980	50%	(114)	50%	(113)	226
Baby Boomers: 1946-1964	29%	(20)	71%	(49)	69
PID: Dem (no lean)	57%	(208)	43%	(160)	368
PID: Ind (no lean)	52%	(110)	48%	(102)	212
PID: Rep (no lean)	57%	(123)	43%	(91)	214
PID/Gender: Dem Men	55%	(89)	45%	(74)	162
PID/Gender: Dem Women	58%	(119)	42%	(86)	205
PID/Gender: Ind Men	53%	(50)	47%	(45)	95
PID/Gender: Ind Women	51%	(60)	49%	(56)	116
PID/Gender: Rep Men	61%	(53)	39%	(33)	86
PID/Gender: Rep Women	55%	(70)	45%	(57)	127
Ideo: Liberal (1-3)	57%	(144)	43%	(110)	254
Ideo: Moderate (4)	54%	(158)	46%	(132)	291
Ideo: Conservative (5-7)	55%	(97)	45%	(80)	178
Educ: < College	56%	(315)	44%	(243)	558
Educ: Bachelors degree	50%	(77)	50%	(76)	153
Educ: Post-grad	60%	(49)	40%	(33)	82
Income: Under 50k	55%	(258)	45%	(209)	467
Income: 50k-100k	57%	(134)	43%	(103)	237
Income: 100k+	55%	(48)	45%	(40)	88
Ethnicity: White	50%	(280)	50%	(279)	560
Ethnicity: Hispanic	68%	(129)	32%	(62)	191
Ethnicity: Black	69%	(108)	31%	(49)	157
Ethnicity: Other	69%	(52)	31%	(24)	76

Table MCFE3_5: *In the past year, have you shared something positive about a brand you liked on the following platform(s)?*
TikTok

Demographic	Yes		No		Total N
Adults	56%	(441)	44%	(352)	793
All Christian	56%	(172)	44%	(138)	309
Agnostic/Nothing in particular	48%	(111)	52%	(122)	233
Something Else	67%	(121)	33%	(60)	181
Evangelical	61%	(135)	39%	(86)	221
Non-Evangelical	57%	(148)	43%	(110)	258
Community: Urban	54%	(147)	46%	(126)	274
Community: Suburban	58%	(185)	42%	(135)	320
Community: Rural	55%	(108)	45%	(90)	199
Employ: Private Sector	57%	(166)	43%	(127)	293
Employ: Government	64%	(44)	36%	(25)	69
Employ: Self-Employed	63%	(45)	37%	(26)	71
Employ: Homemaker	50%	(41)	50%	(41)	82
Employ: Retired	37%	(23)	63%	(39)	63
Employ: Unemployed	51%	(66)	49%	(63)	129
Military HH: Yes	47%	(32)	53%	(36)	69
Military HH: No	56%	(408)	44%	(316)	724
RD/WT: Right Direction	65%	(176)	35%	(94)	269
RD/WT: Wrong Track	51%	(265)	49%	(258)	524
Biden Job Approve	59%	(223)	41%	(158)	380
Biden Job Disapprove	51%	(190)	49%	(180)	371
Biden Job Strongly Approve	64%	(110)	36%	(61)	171
Biden Job Somewhat Approve	54%	(113)	46%	(97)	209
Biden Job Somewhat Disapprove	51%	(68)	49%	(64)	132
Biden Job Strongly Disapprove	51%	(123)	49%	(116)	239
Favorable of Biden	56%	(212)	44%	(165)	377
Unfavorable of Biden	53%	(194)	47%	(175)	369
Very Favorable of Biden	59%	(112)	41%	(77)	190
Somewhat Favorable of Biden	53%	(100)	47%	(87)	187
Somewhat Unfavorable of Biden	51%	(57)	49%	(56)	113
Very Unfavorable of Biden	53%	(137)	47%	(120)	257

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Table MCFE3_5: *In the past year, have you shared something positive about a brand you liked on the following platform(s)?*
TikTok

Demographic	Yes		No		Total N
Adults	56%	(441)	44%	(352)	793
#1 Issue: Economy	52%	(181)	48%	(166)	347
#1 Issue: Security	60%	(39)	40%	(26)	65
#1 Issue: Health Care	62%	(33)	38%	(20)	54
#1 Issue: Women's Issues	57%	(102)	43%	(78)	180
#1 Issue: Energy	55%	(29)	45%	(24)	52
2020 Vote: Joe Biden	55%	(198)	45%	(162)	360
2020 Vote: Donald Trump	53%	(114)	47%	(103)	217
2020 Vote: Didn't Vote	58%	(116)	42%	(83)	199
2018 House Vote: Democrat	58%	(167)	42%	(123)	290
2018 House Vote: Republican	54%	(76)	46%	(64)	140
2016 Vote: Hillary Clinton	56%	(141)	44%	(111)	251
2016 Vote: Donald Trump	54%	(91)	46%	(78)	169
2016 Vote: Didn't Vote	55%	(196)	45%	(157)	353
Voted in 2014: Yes	58%	(204)	42%	(150)	355
Voted in 2014: No	54%	(236)	46%	(202)	438
4-Region: Northeast	52%	(67)	48%	(61)	128
4-Region: Midwest	52%	(74)	48%	(67)	140
4-Region: South	58%	(200)	42%	(142)	343
4-Region: West	55%	(100)	45%	(82)	182
TikTok Users	56%	(441)	44%	(352)	793
Twitch Users	66%	(98)	34%	(51)	149
2022 Sports Viewers/Attendees	58%	(324)	42%	(233)	557
Monthly Moviegoers	67%	(110)	33%	(53)	163
Few Times per Year + Moviegoers	60%	(250)	40%	(164)	414
Heard Smile Campaign	67%	(218)	33%	(107)	325
Heard Minion Campaign	65%	(225)	35%	(119)	344
Listens to Podcasts	59%	(300)	41%	(212)	512
Streaming Services User	55%	(397)	45%	(323)	720
Netflix User	58%	(381)	42%	(279)	660
Disney+ User	62%	(310)	38%	(191)	501

Table MCFE3_5: *In the past year, have you shared something positive about a brand you liked on the following platform(s)?*
TikTok

Demographic	Yes		No		Total N
Adults	56%	(441)	44%	(352)	793
Heterosexual or straight	56%	(371)	44%	(290)	661
Bisexual	60%	(32)	40%	(21)	54
No	56%	(423)	44%	(335)	759

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

Table MCFE3_6: *In the past year, have you shared something positive about a brand you liked on the following platform(s)?*
Reddit

Demographic	Yes		No		Total N
Adults	45%	(156)	55%	(193)	349
Gender: Male	48%	(108)	52%	(115)	223
Gender: Female	38%	(48)	62%	(78)	126
Age: 18-34	57%	(104)	43%	(77)	180
Age: 35-44	37%	(35)	63%	(60)	95
Age: 45-64	26%	(14)	74%	(39)	52
GenZers: 1997-2012	56%	(41)	44%	(33)	75
Millennials: 1981-1996	48%	(84)	52%	(92)	176
GenXers: 1965-1980	39%	(23)	61%	(36)	59
PID: Dem (no lean)	43%	(65)	57%	(85)	150
PID: Ind (no lean)	42%	(49)	58%	(67)	115
PID: Rep (no lean)	50%	(42)	50%	(41)	84
PID/Gender: Dem Men	47%	(45)	53%	(50)	95
PID/Gender: Dem Women	37%	(20)	63%	(35)	55
PID/Gender: Ind Men	43%	(32)	57%	(44)	76
PID/Gender: Rep Men	59%	(30)	41%	(21)	52
Ideo: Liberal (1-3)	42%	(59)	58%	(81)	139
Ideo: Moderate (4)	47%	(52)	53%	(59)	111
Ideo: Conservative (5-7)	51%	(39)	49%	(37)	76
Educ: < College	45%	(91)	55%	(110)	200
Educ: Bachelors degree	43%	(44)	57%	(57)	101
Income: Under 50k	41%	(76)	59%	(107)	184
Income: 50k-100k	51%	(56)	49%	(54)	110
Income: 100k+	44%	(24)	56%	(31)	56
Ethnicity: White	41%	(103)	59%	(151)	253
Ethnicity: Hispanic	47%	(41)	53%	(47)	88
Ethnicity: Black	55%	(31)	45%	(25)	56
All Christian	51%	(57)	49%	(53)	110
Agnostic/Nothing in particular	35%	(44)	65%	(80)	124
Something Else	55%	(35)	45%	(28)	64
Evangelical	50%	(35)	50%	(34)	69
Non-Evangelical	53%	(53)	47%	(46)	99

Table MCFE3_6: *In the past year, have you shared something positive about a brand you liked on the following platform(s)?*
Reddit

Demographic	Yes		No		Total N
Adults	45%	(156)	55%	(193)	349
Community: Urban	50%	(66)	50%	(65)	131
Community: Suburban	44%	(69)	56%	(88)	156
Community: Rural	35%	(21)	65%	(40)	61
Employ: Private Sector	56%	(86)	44%	(67)	153
Employ: Unemployed	16%	(8)	84%	(44)	52
Military HH: No	46%	(141)	54%	(168)	309
RD/WT: Right Direction	50%	(58)	50%	(59)	117
RD/WT: Wrong Track	42%	(98)	58%	(134)	232
Biden Job Approve	46%	(78)	54%	(92)	170
Biden Job Disapprove	46%	(76)	54%	(90)	166
Biden Job Strongly Approve	42%	(27)	58%	(38)	64
Biden Job Somewhat Approve	49%	(51)	51%	(54)	105
Biden Job Somewhat Disapprove	41%	(23)	59%	(33)	55
Biden Job Strongly Disapprove	48%	(54)	52%	(57)	111
Favorable of Biden	42%	(66)	58%	(91)	157
Unfavorable of Biden	49%	(84)	51%	(88)	172
Very Favorable of Biden	35%	(20)	65%	(37)	57
Somewhat Favorable of Biden	46%	(46)	54%	(54)	100
Somewhat Unfavorable of Biden	49%	(26)	51%	(27)	52
Very Unfavorable of Biden	49%	(58)	51%	(61)	120
#1 Issue: Economy	44%	(73)	56%	(94)	167
#1 Issue: Women's Issues	43%	(30)	57%	(39)	70
2020 Vote: Joe Biden	42%	(71)	58%	(96)	167
2020 Vote: Donald Trump	45%	(48)	55%	(58)	106
2020 Vote: Didn't Vote	49%	(33)	51%	(34)	67
2018 House Vote: Democrat	42%	(56)	58%	(78)	135
2018 House Vote: Republican	48%	(33)	52%	(35)	68
2016 Vote: Hillary Clinton	35%	(41)	65%	(75)	116
2016 Vote: Donald Trump	43%	(36)	57%	(48)	84
2016 Vote: Didn't Vote	53%	(72)	47%	(63)	134

Table MCFE3_6: *In the past year, have you shared something positive about a brand you liked on the following platform(s)?*
Reddit

Demographic	Yes		No		Total N
Adults	45%	(156)	55%	(193)	349
Voted in 2014: Yes	42%	(72)	58%	(101)	172
Voted in 2014: No	48%	(85)	52%	(92)	177
4-Region: Northeast	38%	(25)	62%	(41)	66
4-Region: Midwest	44%	(32)	56%	(41)	73
4-Region: South	49%	(56)	51%	(58)	114
4-Region: West	45%	(43)	55%	(53)	96
TikTok Users	48%	(106)	52%	(116)	222
Twitch Users	55%	(68)	45%	(55)	123
2022 Sports Viewers/Attendees	48%	(125)	52%	(138)	263
Monthly Moviegoers	56%	(54)	44%	(41)	95
Few Times per Year + Moviegoers	54%	(114)	46%	(97)	210
Heard Smile Campaign	58%	(84)	42%	(61)	145
Heard Minion Campaign	53%	(80)	47%	(71)	151
Listens to Podcasts	46%	(128)	54%	(149)	277
Streaming Services User	46%	(155)	54%	(178)	333
Netflix User	47%	(133)	53%	(148)	281
Disney+ User	50%	(114)	50%	(115)	229
Heterosexual or straight	46%	(134)	54%	(156)	290
No	45%	(148)	55%	(183)	331

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

Table MCFE3_7: *In the past year, have you shared something positive about a brand you liked on the following platform(s)?*
YouTube

Demographic	Yes		No		Total N
Adults	43%	(690)	57%	(903)	1593
Gender: Male	47%	(372)	53%	(427)	800
Gender: Female	40%	(318)	60%	(476)	794
Age: 18-34	59%	(321)	41%	(224)	545
Age: 35-44	47%	(141)	53%	(159)	300
Age: 45-64	36%	(183)	64%	(324)	507
Age: 65+	19%	(46)	81%	(195)	241
GenZers: 1997-2012	68%	(155)	32%	(72)	227
Millennials: 1981-1996	51%	(273)	49%	(266)	539
GenXers: 1965-1980	40%	(169)	60%	(252)	421
Baby Boomers: 1946-1964	24%	(92)	76%	(286)	378
PID: Dem (no lean)	48%	(316)	52%	(342)	659
PID: Ind (no lean)	40%	(189)	60%	(285)	473
PID: Rep (no lean)	40%	(186)	60%	(275)	461
PID/Gender: Dem Men	52%	(166)	48%	(154)	320
PID/Gender: Dem Women	44%	(150)	56%	(189)	339
PID/Gender: Ind Men	43%	(106)	57%	(140)	247
PID/Gender: Ind Women	36%	(82)	64%	(145)	227
PID/Gender: Rep Men	43%	(100)	57%	(133)	233
PID/Gender: Rep Women	38%	(85)	62%	(142)	228
Ideo: Liberal (1-3)	42%	(206)	58%	(284)	490
Ideo: Moderate (4)	49%	(273)	51%	(279)	551
Ideo: Conservative (5-7)	37%	(165)	63%	(285)	450
Educ: < College	46%	(480)	54%	(571)	1051
Educ: Bachelors degree	38%	(134)	62%	(216)	350
Educ: Post-grad	40%	(77)	60%	(116)	193
Income: Under 50k	43%	(404)	57%	(538)	942
Income: 50k-100k	45%	(209)	55%	(252)	461
Income: 100k+	41%	(77)	59%	(113)	190
Ethnicity: White	38%	(448)	62%	(727)	1176
Ethnicity: Hispanic	57%	(177)	43%	(134)	311
Ethnicity: Black	64%	(156)	36%	(89)	246

Table MCFE3_7: *In the past year, have you shared something positive about a brand you liked on the following platform(s)?*
YouTube

Demographic	Yes		No		Total N
Adults	43%	(690)	57%	(903)	1593
Ethnicity: Other	50%	(86)	50%	(86)	172
All Christian	40%	(281)	60%	(424)	706
All Non-Christian	47%	(40)	53%	(46)	86
Atheist	45%	(30)	55%	(37)	67
Agnostic/Nothing in particular	40%	(176)	60%	(265)	442
Something Else	56%	(162)	44%	(130)	292
Religious Non-Protestant/Catholic	45%	(48)	55%	(58)	106
Evangelical	49%	(206)	51%	(215)	421
Non-Evangelical	41%	(223)	59%	(316)	539
Community: Urban	50%	(253)	50%	(254)	507
Community: Suburban	41%	(287)	59%	(418)	705
Community: Rural	40%	(151)	60%	(230)	381
Employ: Private Sector	47%	(241)	53%	(276)	517
Employ: Government	59%	(62)	41%	(44)	105
Employ: Self-Employed	53%	(71)	47%	(62)	134
Employ: Homemaker	39%	(50)	61%	(77)	127
Employ: Student	57%	(33)	43%	(24)	57
Employ: Retired	24%	(75)	76%	(235)	310
Employ: Unemployed	44%	(102)	56%	(131)	233
Employ: Other	52%	(57)	48%	(53)	111
Military HH: Yes	36%	(66)	64%	(115)	181
Military HH: No	44%	(625)	56%	(788)	1413
RD/WT: Right Direction	56%	(285)	44%	(222)	507
RD/WT: Wrong Track	37%	(406)	63%	(681)	1086
Biden Job Approve	49%	(347)	51%	(364)	711
Biden Job Disapprove	38%	(305)	62%	(504)	809
Biden Job Strongly Approve	52%	(168)	48%	(154)	322
Biden Job Somewhat Approve	46%	(179)	54%	(211)	389
Biden Job Somewhat Disapprove	42%	(112)	58%	(155)	267
Biden Job Strongly Disapprove	36%	(193)	64%	(349)	542

Table MCFE3_7: *In the past year, have you shared something positive about a brand you liked on the following platform(s)?*
YouTube

Demographic	Yes		No		Total N
Adults	43%	(690)	57%	(903)	1593
Favorable of Biden	47%	(338)	53%	(374)	712
Unfavorable of Biden	39%	(310)	61%	(493)	803
Very Favorable of Biden	52%	(189)	48%	(176)	365
Somewhat Favorable of Biden	43%	(148)	57%	(198)	347
Somewhat Unfavorable of Biden	40%	(96)	60%	(142)	239
Very Unfavorable of Biden	38%	(213)	62%	(351)	564
#1 Issue: Economy	44%	(302)	56%	(390)	692
#1 Issue: Security	40%	(67)	60%	(102)	169
#1 Issue: Health Care	44%	(53)	56%	(67)	120
#1 Issue: Medicare / Social Security	34%	(53)	66%	(101)	154
#1 Issue: Women's Issues	47%	(112)	53%	(128)	240
#1 Issue: Education	73%	(36)	27%	(13)	50
#1 Issue: Energy	46%	(46)	54%	(53)	99
#1 Issue: Other	32%	(22)	68%	(48)	70
2020 Vote: Joe Biden	44%	(306)	56%	(384)	690
2020 Vote: Donald Trump	39%	(191)	61%	(297)	488
2020 Vote: Other	47%	(27)	53%	(30)	57
2020 Vote: Didn't Vote	47%	(167)	53%	(191)	358
2018 House Vote: Democrat	46%	(258)	54%	(299)	557
2018 House Vote: Republican	35%	(130)	65%	(242)	372
2016 Vote: Hillary Clinton	45%	(225)	55%	(274)	499
2016 Vote: Donald Trump	36%	(155)	64%	(272)	427
2016 Vote: Other	42%	(26)	58%	(36)	62
2016 Vote: Didn't Vote	47%	(279)	53%	(320)	599
Voted in 2014: Yes	42%	(345)	58%	(483)	828
Voted in 2014: No	45%	(345)	55%	(420)	765
4-Region: Northeast	41%	(109)	59%	(159)	268
4-Region: Midwest	42%	(130)	58%	(181)	311
4-Region: South	48%	(299)	52%	(325)	624
4-Region: West	39%	(153)	61%	(237)	390
TikTok Users	55%	(379)	45%	(313)	693

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Table MCFE3_7: *In the past year, have you shared something positive about a brand you liked on the following platform(s)?*
YouTube

Demographic	Yes		No		Total N
Adults	43%	(690)	57%	(903)	1593
Twitch Users	61%	(125)	39%	(79)	204
2022 Sports Viewers/Attendees	46%	(492)	54%	(589)	1081
Monthly Moviegoers	63%	(162)	37%	(96)	259
Few Times per Year + Moviegoers	53%	(378)	47%	(342)	720
Heard Smile Campaign	63%	(292)	37%	(169)	460
Heard Minion Campaign	66%	(305)	34%	(156)	461
Listens to Podcasts	51%	(486)	49%	(462)	948
Streaming Services User	45%	(608)	55%	(737)	1346
Netflix User	49%	(554)	51%	(571)	1125
Disney+ User	53%	(414)	47%	(360)	774
Heterosexual or straight	43%	(610)	57%	(797)	1407
Gay	27%	(14)	73%	(38)	52
Bisexual	46%	(32)	54%	(38)	70
Yes	53%	(30)	47%	(26)	56
No	43%	(661)	57%	(877)	1538

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

Table MCFE3_8: *In the past year, have you shared something positive about a brand you liked on the following platform(s)?*
Twitch

Demographic	Yes		No		Total N
Adults	51%	(110)	49%	(105)	216
Gender: Male	54%	(86)	46%	(73)	159
Gender: Female	42%	(24)	58%	(33)	56
Age: 18-34	54%	(79)	46%	(66)	145
GenZers: 1997-2012	48%	(32)	52%	(34)	65
Millennials: 1981-1996	56%	(66)	44%	(52)	119
PID: Dem (no lean)	60%	(60)	40%	(40)	100
PID: Ind (no lean)	33%	(22)	67%	(44)	66
PID: Rep (no lean)	57%	(29)	43%	(21)	50
PID/Gender: Dem Men	65%	(49)	35%	(27)	77
Ideo: Liberal (1-3)	53%	(40)	47%	(35)	76
Ideo: Moderate (4)	53%	(45)	47%	(39)	84
Educ: < College	52%	(68)	48%	(62)	129
Educ: Bachelors degree	45%	(26)	55%	(33)	59
Income: Under 50k	48%	(61)	52%	(65)	125
Income: 50k-100k	45%	(25)	55%	(31)	56
Ethnicity: White	49%	(67)	51%	(69)	136
Ethnicity: Hispanic	53%	(32)	47%	(29)	61
All Christian	59%	(46)	41%	(32)	78
Agnostic/Nothing in particular	41%	(28)	59%	(41)	70
Evangelical	61%	(32)	39%	(21)	52
Non-Evangelical	53%	(34)	47%	(30)	64
Community: Urban	60%	(55)	40%	(37)	92
Community: Suburban	49%	(46)	51%	(47)	93
Employ: Private Sector	56%	(49)	44%	(39)	89
Military HH: No	52%	(103)	48%	(95)	198
RD/WT: Right Direction	61%	(53)	39%	(34)	88
RD/WT: Wrong Track	44%	(57)	56%	(71)	128
Biden Job Approve	57%	(66)	43%	(50)	115
Biden Job Disapprove	46%	(43)	54%	(50)	93
Biden Job Somewhat Approve	58%	(39)	42%	(29)	68

Table MCFE3_8: *In the past year, have you shared something positive about a brand you liked on the following platform(s)?*
Twitch

Demographic	Yes		No		Total N
Adults	51%	(110)	49%	(105)	216
Favorable of Biden	54%	(56)	46%	(49)	105
Unfavorable of Biden	51%	(50)	49%	(48)	98
Somewhat Favorable of Biden	60%	(39)	40%	(26)	65
Very Unfavorable of Biden	52%	(31)	48%	(29)	59
#1 Issue: Economy	51%	(52)	49%	(50)	102
2020 Vote: Joe Biden	53%	(60)	47%	(53)	113
2020 Vote: Donald Trump	44%	(23)	56%	(29)	52
2018 House Vote: Democrat	55%	(47)	45%	(38)	85
2016 Vote: Hillary Clinton	51%	(37)	49%	(35)	72
2016 Vote: Didn't Vote	50%	(49)	50%	(49)	98
Voted in 2014: Yes	55%	(52)	45%	(42)	95
Voted in 2014: No	48%	(58)	52%	(63)	121
4-Region: South	57%	(45)	43%	(35)	79
TikTok Users	55%	(82)	45%	(67)	149
Twitch Users	51%	(110)	49%	(105)	216
2022 Sports Viewers/Attendees	52%	(86)	48%	(79)	165
Monthly Moviegoers	69%	(45)	31%	(20)	66
Few Times per Year + Moviegoers	55%	(74)	45%	(60)	134
Heard Smile Campaign	66%	(65)	34%	(34)	100
Heard Minion Campaign	63%	(75)	37%	(44)	119
Listens to Podcasts	53%	(95)	47%	(84)	179
Streaming Services User	52%	(107)	48%	(99)	206
Netflix User	52%	(95)	48%	(87)	182
Disney+ User	56%	(81)	44%	(65)	146
Heterosexual or straight	53%	(97)	47%	(86)	182
No	52%	(107)	48%	(99)	205

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

Table MCFE3_9: *In the past year, have you shared something positive about a brand you liked on the following platform(s)?*
Discord

Demographic	Yes		No		Total N
Adults	60%	(122)	40%	(82)	204
Gender: Male	61%	(94)	39%	(61)	154
Gender: Female	57%	(28)	43%	(21)	50
Age: 18-34	67%	(91)	33%	(46)	137
GenZers: 1997-2012	68%	(46)	32%	(21)	67
Millennials: 1981-1996	60%	(63)	40%	(42)	105
PID: Dem (no lean)	55%	(47)	45%	(39)	85
PID: Ind (no lean)	61%	(43)	39%	(28)	71
PID/Gender: Dem Men	55%	(39)	45%	(32)	71
PID/Gender: Ind Men	62%	(31)	38%	(19)	50
Ideo: Liberal (1-3)	54%	(42)	46%	(36)	77
Ideo: Moderate (4)	67%	(48)	33%	(24)	72
Educ: < College	68%	(80)	32%	(38)	117
Educ: Bachelors degree	40%	(25)	60%	(37)	62
Income: Under 50k	59%	(66)	41%	(47)	113
Income: 50k-100k	64%	(37)	36%	(21)	58
Ethnicity: White	58%	(78)	42%	(56)	135
Ethnicity: Hispanic	58%	(37)	42%	(27)	64
All Christian	54%	(36)	46%	(30)	66
Agnostic/Nothing in particular	61%	(46)	39%	(29)	75
Non-Evangelical	57%	(32)	43%	(24)	56
Community: Urban	61%	(52)	39%	(33)	85
Community: Suburban	59%	(55)	41%	(39)	94
Employ: Private Sector	64%	(53)	36%	(30)	83
Military HH: No	61%	(112)	39%	(72)	184
RD/WT: Right Direction	65%	(51)	35%	(27)	77
RD/WT: Wrong Track	56%	(71)	44%	(55)	127
Biden Job Approve	61%	(64)	39%	(42)	106
Biden Job Disapprove	60%	(50)	40%	(33)	84
Biden Job Somewhat Approve	64%	(42)	36%	(24)	66

Table MCFE3_9: *In the past year, have you shared something positive about a brand you liked on the following platform(s)?*
Discord

Demographic	Yes		No		Total N
Adults	60%	(122)	40%	(82)	204
Favorable of Biden	57%	(52)	43%	(39)	92
Unfavorable of Biden	61%	(58)	39%	(38)	96
Somewhat Favorable of Biden	68%	(38)	32%	(18)	56
Very Unfavorable of Biden	67%	(39)	33%	(19)	58
#1 Issue: Economy	60%	(57)	40%	(38)	96
#1 Issue: Women's Issues	53%	(26)	47%	(24)	50
2020 Vote: Joe Biden	55%	(54)	45%	(44)	97
2020 Vote: Didn't Vote	67%	(34)	33%	(17)	50
2018 House Vote: Democrat	54%	(34)	46%	(28)	62
2016 Vote: Hillary Clinton	52%	(31)	48%	(28)	59
2016 Vote: Didn't Vote	65%	(63)	35%	(34)	97
Voted in 2014: Yes	58%	(48)	42%	(34)	82
Voted in 2014: No	61%	(74)	39%	(48)	122
4-Region: South	65%	(47)	35%	(26)	73
4-Region: West	44%	(25)	56%	(33)	58
TikTok Users	65%	(90)	35%	(49)	139
Twitch Users	66%	(83)	34%	(43)	126
2022 Sports Viewers/Attendees	60%	(90)	40%	(60)	150
Monthly Moviegoers	82%	(43)	18%	(9)	53
Few Times per Year + Moviegoers	64%	(73)	36%	(40)	113
Heard Smile Campaign	73%	(60)	27%	(23)	83
Heard Minion Campaign	68%	(73)	32%	(34)	107
Listens to Podcasts	65%	(98)	35%	(53)	151
Streaming Services User	61%	(119)	39%	(74)	193
Netflix User	63%	(113)	37%	(65)	178
Disney+ User	63%	(92)	37%	(54)	146
Heterosexual or straight	61%	(97)	39%	(64)	161
No	59%	(112)	41%	(77)	188

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

Table MCFE3_10: *In the past year, have you shared something positive about a brand you liked on the following platform(s)?*
BeReal

Demographic	Yes	No	Total N

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

Table MCFE4: *On average, how many hours a day do you usually spend on social media?*

Demographic	Less than one hour	Around 1 hour	Around 2 hours	Around 3 hours	Around 4 hours	More than 4 hours	I do not use social media	Total N
Adults	20% (441)	16% (348)	17% (371)	12% (275)	10% (228)	18% (401)	7% (146)	2210
Gender: Male	22% (237)	14% (151)	16% (169)	11% (122)	10% (102)	17% (186)	9% (101)	1068
Gender: Female	18% (204)	17% (197)	18% (202)	13% (153)	11% (125)	19% (215)	4% (46)	1142
Age: 18-34	8% (54)	8% (51)	16% (103)	20% (129)	17% (110)	29% (188)	1% (7)	642
Age: 35-44	13% (47)	18% (65)	20% (73)	15% (54)	10% (35)	21% (78)	4% (14)	365
Age: 45-64	21% (151)	21% (152)	18% (125)	8% (59)	10% (69)	16% (113)	6% (45)	714
Age: 65+	39% (189)	16% (80)	14% (70)	7% (33)	3% (15)	4% (21)	17% (81)	489
GenZers: 1997-2012	4% (12)	5% (14)	16% (41)	19% (50)	16% (41)	37% (95)	2% (4)	256
Millennials: 1981-1996	11% (75)	12% (80)	17% (114)	19% (122)	15% (100)	23% (153)	2% (10)	653
GenXers: 1965-1980	17% (96)	22% (125)	17% (93)	10% (55)	10% (53)	20% (111)	4% (21)	555
Baby Boomers: 1946-1964	34% (226)	18% (119)	17% (116)	7% (45)	5% (31)	6% (42)	14% (94)	673
PID: Dem (no lean)	18% (153)	12% (107)	17% (146)	16% (135)	11% (97)	22% (185)	4% (37)	860
PID: Ind (no lean)	22% (152)	16% (110)	17% (116)	9% (58)	9% (63)	17% (117)	9% (58)	674
PID: Rep (no lean)	20% (137)	19% (131)	16% (109)	12% (82)	10% (68)	14% (98)	8% (51)	676
PID/Gender: Dem Men	19% (76)	10% (39)	15% (60)	15% (60)	12% (48)	22% (88)	5% (22)	394
PID/Gender: Dem Women	16% (76)	15% (68)	18% (86)	16% (74)	10% (49)	21% (97)	3% (15)	465
PID/Gender: Ind Men	23% (81)	17% (59)	16% (56)	7% (23)	8% (27)	16% (57)	12% (43)	345
PID/Gender: Ind Women	22% (71)	16% (51)	18% (60)	11% (35)	11% (36)	18% (61)	5% (16)	329
PID/Gender: Rep Men	24% (80)	16% (53)	16% (52)	12% (38)	8% (27)	12% (41)	11% (36)	328
PID/Gender: Rep Women	16% (57)	22% (78)	16% (57)	13% (44)	12% (41)	16% (57)	4% (15)	348
Ideo: Liberal (1-3)	18% (117)	16% (107)	17% (110)	14% (91)	11% (70)	19% (128)	5% (33)	656
Ideo: Moderate (4)	18% (136)	16% (119)	18% (134)	13% (100)	11% (84)	18% (132)	6% (46)	751
Ideo: Conservative (5-7)	25% (164)	17% (111)	16% (109)	10% (67)	8% (56)	15% (98)	9% (62)	666
Educ: < College	18% (260)	14% (206)	17% (249)	13% (185)	10% (149)	22% (310)	6% (79)	1437
Educ: Bachelors degree	24% (117)	19% (92)	15% (72)	13% (62)	11% (55)	12% (58)	7% (34)	491
Educ: Post-grad	23% (64)	18% (51)	18% (50)	10% (28)	8% (24)	12% (33)	12% (33)	282
Income: Under 50k	19% (237)	16% (198)	17% (219)	12% (152)	11% (135)	21% (264)	5% (66)	1271
Income: 50k-100k	21% (139)	16% (105)	16% (105)	13% (88)	10% (69)	15% (101)	8% (50)	656
Income: 100k+	23% (65)	16% (45)	16% (47)	13% (36)	8% (24)	13% (36)	11% (30)	283
Ethnicity: White	21% (368)	17% (288)	17% (295)	12% (210)	9% (155)	16% (268)	7% (127)	1711
Ethnicity: Hispanic	11% (41)	15% (54)	17% (62)	14% (51)	13% (50)	29% (109)	2% (6)	374
Ethnicity: Black	10% (29)	12% (35)	13% (37)	14% (41)	15% (43)	31% (89)	3% (9)	282

Continued on next page

Table MCFE4: *On average, how many hours a day do you usually spend on social media?*

Demographic	Less than one hour	Around 1 hour	Around 2 hours	Around 3 hours	Around 4 hours	More than 4 hours	I do not use social media	Total N
Adults	20% (441)	16% (348)	17% (371)	12% (275)	10% (228)	18% (401)	7% (146)	2210
Ethnicity: Other	21% (45)	12% (25)	18% (38)	11% (25)	13% (29)	20% (44)	5% (11)	217
All Christian	24% (250)	16% (165)	17% (171)	13% (132)	9% (94)	14% (143)	7% (74)	1029
All Non-Christian	25% (33)	14% (18)	12% (16)	14% (18)	8% (11)	18% (23)	9% (11)	129
Atheist	12% (12)	19% (19)	20% (20)	13% (13)	5% (5)	18% (18)	13% (13)	99
Agnostic/Nothing in particular	16% (95)	16% (94)	17% (103)	11% (64)	12% (72)	22% (128)	5% (31)	587
Something Else	14% (51)	15% (53)	17% (62)	13% (47)	13% (46)	25% (90)	5% (17)	365
Religious Non-Protestant/Catholic	22% (34)	18% (27)	14% (21)	12% (19)	10% (15)	17% (26)	7% (11)	154
Evangelical	17% (97)	16% (89)	17% (96)	13% (75)	11% (61)	19% (108)	6% (33)	558
Non-Evangelical	25% (198)	15% (118)	16% (127)	13% (103)	9% (73)	15% (117)	7% (57)	792
Community: Urban	17% (107)	12% (80)	14% (89)	15% (98)	12% (77)	25% (161)	4% (27)	638
Community: Suburban	22% (219)	17% (169)	19% (191)	11% (116)	9% (95)	14% (138)	8% (86)	1014
Community: Rural	21% (115)	18% (100)	16% (90)	11% (62)	10% (56)	18% (102)	6% (34)	558
Employ: Private Sector	14% (91)	18% (120)	18% (116)	16% (105)	11% (75)	18% (118)	5% (31)	654
Employ: Government	11% (15)	14% (19)	15% (20)	14% (20)	17% (23)	26% (35)	4% (5)	136
Employ: Self-Employed	13% (22)	13% (22)	15% (24)	16% (26)	13% (21)	27% (45)	3% (5)	166
Employ: Homemaker	16% (31)	12% (23)	24% (46)	13% (25)	12% (23)	18% (34)	4% (8)	190
Employ: Student	9% (6)	11% (7)	13% (8)	22% (14)	15% (9)	29% (18)	— (0)	62
Employ: Retired	35% (199)	17% (93)	15% (84)	6% (36)	5% (28)	8% (46)	14% (76)	563
Employ: Unemployed	17% (51)	16% (48)	17% (51)	8% (25)	10% (31)	26% (78)	5% (16)	301
Employ: Other	19% (26)	12% (16)	15% (20)	18% (25)	13% (18)	19% (26)	4% (5)	137
Military HH: Yes	26% (73)	15% (42)	18% (50)	9% (26)	9% (26)	15% (43)	8% (23)	283
Military HH: No	19% (368)	16% (306)	17% (321)	13% (249)	10% (202)	19% (358)	6% (124)	1927
RD/WT: Right Direction	18% (117)	13% (89)	16% (107)	13% (87)	14% (90)	21% (139)	6% (37)	666
RD/WT: Wrong Track	21% (324)	17% (259)	17% (264)	12% (188)	9% (137)	17% (262)	7% (109)	1544
Biden Job Approve	19% (186)	14% (136)	17% (162)	14% (132)	12% (113)	19% (182)	6% (58)	970
Biden Job Disapprove	21% (239)	17% (198)	17% (194)	12% (132)	9% (107)	17% (192)	7% (82)	1144
Biden Job Strongly Approve	21% (89)	13% (57)	16% (71)	12% (52)	10% (45)	22% (95)	6% (24)	433
Biden Job Somewhat Approve	18% (97)	15% (80)	17% (91)	15% (80)	13% (68)	16% (87)	6% (34)	537
Biden Job Somewhat Disapprove	20% (68)	13% (45)	22% (73)	12% (42)	13% (44)	15% (52)	4% (15)	339
Biden Job Strongly Disapprove	21% (171)	19% (153)	15% (121)	11% (90)	8% (63)	17% (140)	8% (67)	805

Continued on next page

Table MCFE4: *On average, how many hours a day do you usually spend on social media?*

Demographic	Less than one hour	Around 1 hour	Around 2 hours	Around 3 hours	Around 4 hours	More than 4 hours	I do not use social media	Total N
Adults	20% (441)	16% (348)	17% (371)	12% (275)	10% (228)	18% (401)	7% (146)	2210
Favorable of Biden	19% (184)	14% (138)	17% (169)	14% (135)	11% (103)	19% (182)	6% (57)	969
Unfavorable of Biden	21% (234)	17% (196)	17% (193)	11% (128)	10% (114)	16% (184)	7% (83)	1134
Very Favorable of Biden	21% (99)	14% (65)	15% (71)	13% (64)	11% (52)	22% (105)	5% (26)	482
Somewhat Favorable of Biden	17% (85)	15% (73)	20% (98)	15% (71)	10% (51)	16% (77)	6% (31)	487
Somewhat Unfavorable of Biden	20% (60)	14% (41)	21% (62)	11% (32)	13% (40)	16% (48)	5% (15)	299
Very Unfavorable of Biden	21% (175)	19% (155)	16% (131)	11% (96)	9% (74)	16% (136)	8% (69)	835
#1 Issue: Economy	19% (170)	16% (148)	18% (169)	12% (107)	10% (96)	19% (175)	5% (48)	913
#1 Issue: Security	23% (55)	15% (38)	19% (47)	12% (30)	6% (15)	14% (35)	10% (24)	243
#1 Issue: Health Care	18% (31)	21% (35)	12% (20)	12% (21)	12% (21)	18% (31)	7% (12)	170
#1 Issue: Medicare / Social Security	33% (87)	16% (43)	12% (32)	8% (21)	6% (16)	14% (38)	11% (28)	266
#1 Issue: Women's Issues	13% (40)	12% (38)	18% (55)	17% (54)	16% (49)	22% (68)	2% (7)	311
#1 Issue: Education	15% (9)	13% (8)	19% (11)	17% (10)	12% (7)	22% (13)	1% (1)	59
#1 Issue: Energy	15% (20)	14% (19)	15% (20)	18% (24)	13% (18)	17% (22)	8% (10)	134
#1 Issue: Other	25% (29)	17% (20)	15% (17)	6% (6)	6% (6)	16% (18)	15% (17)	115
2020 Vote: Joe Biden	21% (199)	14% (136)	16% (153)	14% (131)	11% (104)	17% (163)	6% (59)	945
2020 Vote: Donald Trump	22% (160)	18% (132)	16% (119)	12% (89)	8% (59)	15% (114)	9% (66)	740
2020 Vote: Other	14% (9)	21% (14)	17% (11)	9% (6)	12% (8)	12% (8)	14% (9)	67
2020 Vote: Didn't Vote	16% (72)	14% (66)	19% (88)	11% (49)	12% (56)	25% (115)	3% (13)	459
2018 House Vote: Democrat	21% (158)	15% (111)	16% (123)	14% (108)	12% (87)	16% (124)	6% (44)	755
2018 House Vote: Republican	22% (132)	21% (123)	17% (100)	10% (61)	6% (38)	12% (73)	11% (63)	589
2018 House Vote: Someone else	16% (8)	17% (9)	17% (8)	4% (2)	12% (6)	22% (11)	12% (6)	50
2016 Vote: Hillary Clinton	22% (151)	15% (104)	19% (129)	14% (95)	10% (71)	15% (106)	6% (39)	695
2016 Vote: Donald Trump	24% (154)	18% (116)	16% (107)	12% (78)	7% (48)	14% (89)	10% (64)	656
2016 Vote: Other	18% (15)	24% (21)	14% (12)	6% (5)	8% (6)	11% (9)	19% (16)	86
2016 Vote: Didn't Vote	16% (119)	14% (107)	16% (123)	12% (94)	13% (99)	26% (196)	3% (26)	765
Voted in 2014: Yes	23% (277)	17% (209)	17% (210)	12% (142)	9% (108)	14% (176)	9% (105)	1227
Voted in 2014: No	17% (164)	14% (140)	16% (161)	14% (133)	12% (119)	23% (225)	4% (41)	983
4-Region: Northeast	18% (69)	16% (61)	17% (65)	13% (51)	10% (37)	17% (65)	9% (34)	383
4-Region: Midwest	22% (99)	15% (70)	16% (73)	14% (64)	8% (38)	17% (77)	8% (35)	456
4-Region: South	17% (144)	17% (145)	18% (148)	12% (105)	11% (92)	20% (166)	5% (45)	844
4-Region: West	24% (128)	14% (73)	16% (85)	10% (55)	12% (61)	17% (92)	6% (32)	527

Table MCFE4: *On average, how many hours a day do you usually spend on social media?*

Demographic	Less than one hour	Around 1 hour	Around 2 hours	Around 3 hours	Around 4 hours	More than 4 hours	I do not use social media	Total N
Adults	20% (441)	16% (348)	17% (371)	12% (275)	10% (228)	18% (401)	7% (146)	2210
TikTok Users	6% (48)	12% (96)	17% (138)	17% (134)	17% (132)	31% (242)	— (3)	793
Twitch Users	5% (11)	7% (16)	12% (25)	21% (45)	16% (34)	38% (81)	2% (3)	216
2022 Sports Viewers/Attendees	18% (271)	16% (229)	17% (256)	13% (193)	11% (165)	18% (258)	7% (102)	1475
Monthly Moviegoers	12% (38)	15% (47)	18% (59)	14% (45)	16% (52)	23% (75)	2% (6)	320
Few Times per Year + Moviegoers	15% (133)	16% (143)	17% (155)	15% (137)	14% (129)	21% (189)	4% (33)	920
Heard Smile Campaign	8% (42)	10% (57)	19% (104)	16% (90)	17% (96)	28% (155)	1% (7)	551
Heard Minion Campaign	5% (26)	11% (58)	18% (97)	18% (99)	17% (91)	30% (161)	1% (7)	540
Listens to Podcasts	12% (141)	16% (185)	19% (216)	15% (169)	12% (131)	23% (259)	3% (30)	1132
Streaming Services User	17% (298)	16% (289)	18% (317)	13% (238)	11% (203)	20% (347)	5% (81)	1773
Netflix User	15% (219)	15% (217)	19% (275)	14% (213)	12% (176)	21% (314)	4% (59)	1474
Disney+ User	12% (115)	14% (139)	19% (189)	16% (160)	13% (130)	23% (229)	2% (24)	984
Heterosexual or straight	21% (404)	16% (318)	17% (330)	12% (243)	10% (201)	17% (334)	7% (141)	1971
Gay	20% (13)	20% (13)	23% (16)	11% (8)	8% (5)	16% (11)	3% (2)	68
Bisexual	10% (9)	12% (11)	15% (13)	13% (12)	12% (11)	37% (33)	— (0)	88
Yes	6% (4)	21% (15)	17% (12)	13% (9)	11% (8)	26% (18)	6% (4)	70
No	20% (437)	16% (333)	17% (359)	12% (266)	10% (220)	18% (383)	7% (142)	2140

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

Table MCFE5_1: *Do you have a favorable or unfavorable opinion of the following?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Influencers in general

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	10%	(215)	22%	(476)	19%	(410)	13%	(282)	26%	(573)	12%	(254)	2210
Gender: Male	11%	(114)	21%	(220)	20%	(218)	15%	(163)	23%	(250)	10%	(103)	1068
Gender: Female	9%	(101)	22%	(256)	17%	(192)	10%	(119)	28%	(323)	13%	(151)	1142
Age: 18-34	17%	(109)	31%	(200)	19%	(119)	9%	(60)	17%	(109)	7%	(45)	642
Age: 35-44	13%	(49)	26%	(94)	22%	(79)	9%	(33)	22%	(79)	8%	(31)	365
Age: 45-64	7%	(53)	18%	(127)	15%	(108)	13%	(93)	32%	(226)	15%	(106)	714
Age: 65+	1%	(3)	11%	(54)	21%	(104)	20%	(97)	32%	(158)	15%	(73)	489
GenZers: 1997-2012	18%	(46)	34%	(88)	16%	(40)	10%	(26)	15%	(38)	8%	(20)	256
Millennials: 1981-1996	16%	(104)	28%	(184)	21%	(137)	9%	(57)	20%	(129)	7%	(43)	653
GenXers: 1965-1980	9%	(51)	20%	(110)	16%	(91)	10%	(56)	31%	(172)	14%	(76)	555
Baby Boomers: 1946-1964	2%	(14)	13%	(84)	20%	(133)	19%	(129)	32%	(214)	15%	(99)	673
PID: Dem (no lean)	14%	(123)	25%	(218)	17%	(144)	11%	(91)	22%	(188)	11%	(95)	860
PID: Ind (no lean)	5%	(34)	16%	(111)	19%	(130)	16%	(106)	32%	(216)	12%	(78)	674
PID: Rep (no lean)	9%	(59)	22%	(147)	20%	(136)	12%	(84)	25%	(169)	12%	(82)	676
PID/Gender: Dem Men	17%	(68)	28%	(111)	18%	(72)	12%	(46)	17%	(67)	8%	(31)	394
PID/Gender: Dem Women	12%	(54)	23%	(107)	16%	(73)	10%	(46)	26%	(122)	14%	(64)	465
PID/Gender: Ind Men	4%	(15)	15%	(53)	20%	(69)	20%	(70)	32%	(109)	9%	(30)	345
PID/Gender: Ind Women	6%	(18)	18%	(59)	19%	(61)	11%	(36)	32%	(107)	15%	(48)	329
PID/Gender: Rep Men	9%	(30)	17%	(56)	24%	(78)	14%	(47)	23%	(74)	13%	(43)	328
PID/Gender: Rep Women	8%	(28)	26%	(91)	17%	(58)	11%	(37)	27%	(95)	11%	(39)	348
Ideo: Liberal (1-3)	13%	(84)	24%	(159)	22%	(142)	13%	(87)	21%	(136)	7%	(49)	656
Ideo: Moderate (4)	9%	(71)	21%	(158)	16%	(118)	10%	(79)	31%	(232)	12%	(93)	751
Ideo: Conservative (5-7)	8%	(53)	19%	(127)	21%	(137)	16%	(107)	24%	(160)	12%	(82)	666
Educ: < College	11%	(161)	22%	(314)	15%	(219)	10%	(142)	28%	(399)	14%	(202)	1437
Educ: Bachelors degree	6%	(31)	23%	(113)	24%	(119)	17%	(84)	22%	(110)	7%	(34)	491
Educ: Post-grad	8%	(23)	18%	(50)	25%	(72)	20%	(56)	23%	(64)	6%	(18)	282
Income: Under 50k	10%	(127)	22%	(280)	16%	(209)	9%	(109)	30%	(377)	13%	(169)	1271
Income: 50k-100k	8%	(54)	20%	(134)	23%	(149)	18%	(117)	21%	(141)	10%	(62)	656
Income: 100k+	12%	(34)	22%	(62)	18%	(52)	20%	(57)	19%	(55)	8%	(23)	283
Ethnicity: White	7%	(125)	21%	(361)	20%	(338)	13%	(228)	27%	(467)	11%	(192)	1711

Table MCFE5_1: *Do you have a favorable or unfavorable opinion of the following?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Influencers in general

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	10%	(215)	22%	(476)	19%	(410)	13%	(282)	26%	(573)	12%	(254)	2210
Ethnicity: Hispanic	16%	(60)	25%	(94)	20%	(73)	6%	(21)	25%	(92)	9%	(33)	374
Ethnicity: Black	25%	(70)	24%	(68)	8%	(23)	9%	(25)	19%	(53)	15%	(42)	282
Ethnicity: Other	9%	(19)	21%	(47)	23%	(49)	13%	(29)	25%	(54)	9%	(20)	217
All Christian	9%	(91)	21%	(212)	19%	(194)	13%	(136)	26%	(272)	12%	(123)	1029
All Non-Christian	17%	(22)	17%	(22)	19%	(24)	9%	(12)	26%	(33)	12%	(16)	129
Atheist	2%	(2)	20%	(20)	32%	(31)	22%	(21)	16%	(16)	9%	(9)	99
Agnostic/Nothing in particular	8%	(48)	22%	(127)	18%	(106)	14%	(83)	29%	(168)	10%	(56)	587
Something Else	14%	(51)	26%	(95)	15%	(54)	8%	(30)	23%	(84)	14%	(51)	365
Religious Non-Protestant/Catholic	15%	(23)	21%	(32)	18%	(28)	10%	(15)	24%	(36)	13%	(20)	154
Evangelical	15%	(85)	24%	(133)	15%	(85)	9%	(48)	22%	(125)	15%	(82)	558
Non-Evangelical	7%	(55)	20%	(159)	20%	(159)	14%	(112)	28%	(222)	11%	(84)	792
Community: Urban	15%	(94)	24%	(152)	16%	(100)	11%	(71)	24%	(155)	10%	(65)	638
Community: Suburban	7%	(67)	21%	(213)	20%	(206)	15%	(157)	26%	(262)	11%	(110)	1014
Community: Rural	10%	(54)	20%	(111)	19%	(104)	10%	(55)	28%	(156)	14%	(79)	558
Employ: Private Sector	13%	(88)	27%	(175)	19%	(126)	14%	(93)	19%	(126)	7%	(46)	654
Employ: Government	13%	(17)	26%	(35)	22%	(30)	10%	(14)	17%	(24)	12%	(16)	136
Employ: Self-Employed	18%	(31)	22%	(37)	17%	(29)	10%	(16)	26%	(43)	6%	(10)	166
Employ: Homemaker	7%	(13)	22%	(43)	21%	(40)	10%	(19)	28%	(54)	12%	(22)	190
Employ: Student	11%	(7)	30%	(19)	24%	(15)	11%	(7)	17%	(11)	7%	(5)	62
Employ: Retired	2%	(10)	12%	(70)	19%	(105)	18%	(100)	32%	(182)	17%	(95)	563
Employ: Unemployed	12%	(36)	25%	(75)	13%	(39)	7%	(21)	31%	(93)	12%	(37)	301
Employ: Other	10%	(14)	17%	(23)	19%	(26)	9%	(12)	29%	(40)	16%	(22)	137
Military HH: Yes	6%	(16)	18%	(52)	20%	(56)	19%	(53)	27%	(75)	11%	(31)	283
Military HH: No	10%	(199)	22%	(425)	18%	(354)	12%	(229)	26%	(498)	12%	(223)	1927
RD/WT: Right Direction	18%	(118)	23%	(155)	17%	(110)	10%	(63)	21%	(143)	12%	(77)	666
RD/WT: Wrong Track	6%	(97)	21%	(321)	19%	(300)	14%	(219)	28%	(430)	11%	(177)	1544
Biden Job Approve	14%	(135)	23%	(219)	18%	(178)	12%	(116)	22%	(218)	11%	(104)	970
Biden Job Disapprove	6%	(72)	21%	(244)	19%	(219)	14%	(160)	28%	(320)	11%	(129)	1144

Table MCFE5_1: *Do you have a favorable or unfavorable opinion of the following?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Influencers in general

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	10%	(215)	22%	(476)	19%	(410)	13%	(282)	26%	(573)	12%	(254)	2210
Biden Job Strongly Approve	23%	(101)	19%	(82)	13%	(56)	14%	(59)	21%	(93)	10%	(41)	433
Biden Job Somewhat Approve	6%	(34)	26%	(137)	23%	(122)	11%	(57)	23%	(125)	12%	(63)	537
Biden Job Somewhat Disapprove	6%	(22)	31%	(105)	17%	(57)	9%	(31)	30%	(101)	7%	(22)	339
Biden Job Strongly Disapprove	6%	(50)	17%	(139)	20%	(162)	16%	(129)	27%	(219)	13%	(107)	805
Favorable of Biden	14%	(136)	23%	(225)	19%	(181)	11%	(105)	23%	(219)	11%	(103)	969
Unfavorable of Biden	6%	(68)	20%	(231)	19%	(219)	15%	(167)	28%	(315)	12%	(134)	1134
Very Favorable of Biden	21%	(102)	19%	(93)	14%	(70)	13%	(64)	20%	(98)	11%	(55)	482
Somewhat Favorable of Biden	7%	(34)	27%	(131)	23%	(111)	8%	(41)	25%	(121)	10%	(48)	487
Somewhat Unfavorable of Biden	4%	(12)	32%	(94)	17%	(51)	11%	(32)	29%	(87)	7%	(22)	299
Very Unfavorable of Biden	7%	(56)	16%	(137)	20%	(168)	16%	(135)	27%	(227)	13%	(112)	835
#1 Issue: Economy	9%	(79)	22%	(197)	20%	(184)	13%	(119)	26%	(238)	10%	(96)	913
#1 Issue: Security	7%	(17)	19%	(46)	17%	(41)	15%	(36)	28%	(67)	15%	(36)	243
#1 Issue: Health Care	13%	(21)	22%	(37)	17%	(30)	10%	(18)	25%	(42)	13%	(22)	170
#1 Issue: Medicare / Social Security	6%	(16)	16%	(41)	19%	(50)	14%	(37)	28%	(75)	18%	(47)	266
#1 Issue: Women's Issues	16%	(49)	26%	(82)	16%	(49)	10%	(31)	26%	(81)	6%	(20)	311
#1 Issue: Education	20%	(12)	25%	(15)	26%	(15)	7%	(4)	12%	(7)	10%	(6)	59
#1 Issue: Energy	11%	(14)	32%	(43)	18%	(24)	8%	(10)	21%	(28)	11%	(14)	134
#1 Issue: Other	5%	(6)	13%	(15)	16%	(18)	24%	(27)	30%	(34)	12%	(14)	115
2020 Vote: Joe Biden	12%	(113)	24%	(225)	19%	(180)	13%	(123)	23%	(221)	9%	(82)	945
2020 Vote: Donald Trump	8%	(58)	19%	(143)	20%	(146)	14%	(106)	26%	(191)	13%	(96)	740
2020 Vote: Other	3%	(2)	13%	(9)	29%	(19)	16%	(11)	32%	(21)	7%	(5)	67
2020 Vote: Didn't Vote	9%	(41)	22%	(100)	14%	(64)	9%	(42)	31%	(140)	16%	(72)	459
2018 House Vote: Democrat	14%	(104)	22%	(167)	19%	(145)	14%	(103)	23%	(171)	9%	(65)	755
2018 House Vote: Republican	6%	(36)	18%	(106)	20%	(118)	16%	(97)	26%	(156)	13%	(76)	589
2018 House Vote: Someone else	10%	(5)	13%	(6)	17%	(9)	9%	(5)	32%	(16)	18%	(9)	50
2016 Vote: Hillary Clinton	13%	(91)	23%	(160)	18%	(123)	14%	(99)	23%	(158)	9%	(63)	695
2016 Vote: Donald Trump	7%	(48)	18%	(121)	18%	(121)	16%	(104)	26%	(173)	13%	(88)	656
2016 Vote: Other	3%	(3)	11%	(10)	29%	(25)	18%	(15)	33%	(28)	6%	(5)	86
2016 Vote: Didn't Vote	9%	(73)	24%	(183)	18%	(137)	8%	(63)	28%	(213)	13%	(97)	765

Table MCFE5_1: *Do you have a favorable or unfavorable opinion of the following?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Influencers in general

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	10%	(215)	22%	(476)	19%	(410)	13%	(282)	26%	(573)	12%	(254)	2210
Voted in 2014: Yes	10%	(125)	19%	(233)	19%	(229)	16%	(192)	25%	(305)	12%	(142)	1227
Voted in 2014: No	9%	(90)	25%	(243)	18%	(181)	9%	(90)	27%	(268)	11%	(112)	983
4-Region: Northeast	7%	(28)	21%	(81)	16%	(62)	17%	(64)	26%	(99)	13%	(49)	383
4-Region: Midwest	9%	(41)	22%	(102)	19%	(88)	14%	(62)	26%	(117)	10%	(47)	456
4-Region: South	11%	(93)	22%	(182)	16%	(137)	11%	(96)	28%	(233)	12%	(104)	844
4-Region: West	10%	(53)	21%	(111)	24%	(124)	11%	(59)	24%	(124)	10%	(54)	527
TikTok Users	17%	(136)	31%	(248)	16%	(127)	8%	(61)	20%	(155)	8%	(66)	793
Twitch Users	24%	(53)	40%	(86)	18%	(40)	4%	(9)	10%	(23)	2%	(5)	216
2022 Sports Viewers/Attendees	11%	(155)	23%	(342)	19%	(285)	14%	(209)	24%	(353)	9%	(130)	1475
Monthly Moviegoers	20%	(65)	31%	(98)	15%	(48)	9%	(30)	17%	(54)	8%	(25)	320
Few Times per Year + Moviegoers	14%	(133)	28%	(257)	20%	(181)	11%	(101)	20%	(185)	7%	(63)	920
Heard Smile Campaign	24%	(130)	31%	(171)	13%	(74)	7%	(37)	17%	(93)	8%	(46)	551
Heard Minion Campaign	25%	(133)	32%	(172)	15%	(83)	6%	(34)	16%	(88)	6%	(30)	540
Listens to Podcasts	13%	(152)	28%	(317)	21%	(234)	11%	(123)	22%	(245)	5%	(61)	1132
Streaming Services User	11%	(194)	24%	(421)	20%	(347)	12%	(218)	24%	(428)	9%	(164)	1773
Netflix User	12%	(174)	25%	(364)	19%	(287)	11%	(169)	24%	(351)	9%	(129)	1474
Disney+ User	14%	(137)	27%	(264)	21%	(202)	9%	(92)	22%	(212)	8%	(76)	984
Heterosexual or straight	10%	(190)	21%	(419)	18%	(364)	13%	(258)	26%	(511)	12%	(229)	1971
Gay	8%	(5)	19%	(13)	22%	(15)	16%	(11)	27%	(18)	8%	(6)	68
Bisexual	11%	(10)	31%	(27)	16%	(14)	8%	(7)	26%	(23)	8%	(7)	88
Yes	8%	(6)	32%	(23)	27%	(19)	6%	(5)	20%	(14)	6%	(4)	70
No	10%	(209)	21%	(454)	18%	(391)	13%	(278)	26%	(558)	12%	(250)	2140

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

Table MCFE5_2: *Do you have a favorable or unfavorable opinion of the following?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Charli D'Amelio

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	4%	(99)	8%	(176)	5%	(106)	5%	(109)	13%	(284)	65%	(1436)	2210
Gender: Male	5%	(53)	9%	(91)	6%	(65)	6%	(60)	11%	(115)	64%	(683)	1068
Gender: Female	4%	(46)	7%	(85)	4%	(40)	4%	(49)	15%	(170)	66%	(752)	1142
Age: 18-34	9%	(57)	15%	(98)	11%	(69)	11%	(68)	19%	(122)	36%	(228)	642
Age: 35-44	8%	(29)	11%	(39)	5%	(19)	5%	(17)	17%	(60)	55%	(201)	365
Age: 45-64	2%	(12)	4%	(29)	2%	(17)	2%	(18)	11%	(82)	78%	(557)	714
Age: 65+	—	(1)	2%	(10)	—	(1)	1%	(7)	4%	(21)	92%	(450)	489
GenZers: 1997-2012	10%	(25)	17%	(43)	14%	(37)	15%	(38)	21%	(54)	23%	(59)	256
Millennials: 1981-1996	9%	(58)	13%	(83)	7%	(48)	6%	(40)	16%	(106)	48%	(317)	653
GenXers: 1965-1980	2%	(13)	6%	(35)	3%	(14)	4%	(21)	16%	(87)	69%	(386)	555
Baby Boomers: 1946-1964	—	(3)	2%	(15)	1%	(7)	1%	(10)	5%	(33)	90%	(606)	673
PID: Dem (no lean)	7%	(61)	11%	(94)	6%	(55)	5%	(43)	12%	(107)	58%	(500)	860
PID: Ind (no lean)	1%	(8)	4%	(29)	4%	(26)	5%	(34)	16%	(107)	70%	(470)	674
PID: Rep (no lean)	4%	(30)	8%	(53)	4%	(25)	5%	(32)	10%	(70)	69%	(465)	676
PID/Gender: Dem Men	8%	(30)	14%	(53)	9%	(34)	6%	(22)	13%	(50)	52%	(205)	394
PID/Gender: Dem Women	7%	(31)	9%	(40)	5%	(21)	4%	(20)	12%	(58)	63%	(295)	465
PID/Gender: Ind Men	1%	(5)	4%	(14)	5%	(18)	5%	(18)	12%	(41)	72%	(249)	345
PID/Gender: Ind Women	1%	(4)	5%	(15)	2%	(8)	5%	(16)	20%	(65)	67%	(221)	329
PID/Gender: Rep Men	5%	(18)	7%	(24)	4%	(14)	6%	(20)	7%	(24)	70%	(230)	328
PID/Gender: Rep Women	3%	(12)	8%	(30)	3%	(12)	4%	(12)	13%	(47)	68%	(236)	348
Ideo: Liberal (1-3)	6%	(40)	10%	(66)	8%	(53)	6%	(38)	12%	(79)	58%	(380)	656
Ideo: Moderate (4)	3%	(26)	9%	(68)	3%	(25)	5%	(37)	15%	(115)	64%	(480)	751
Ideo: Conservative (5-7)	5%	(31)	5%	(36)	4%	(23)	4%	(29)	10%	(67)	72%	(481)	666
Educ: < College	5%	(69)	7%	(103)	5%	(70)	5%	(77)	13%	(185)	65%	(933)	1437
Educ: Bachelors degree	4%	(21)	9%	(45)	5%	(26)	5%	(24)	13%	(65)	63%	(310)	491
Educ: Post-grad	3%	(9)	10%	(27)	4%	(10)	3%	(9)	12%	(34)	68%	(193)	282
Income: Under 50k	4%	(53)	7%	(90)	5%	(59)	4%	(53)	13%	(164)	67%	(852)	1271
Income: 50k-100k	5%	(32)	8%	(54)	5%	(34)	8%	(49)	12%	(76)	63%	(411)	656
Income: 100k+	5%	(14)	11%	(32)	4%	(13)	2%	(7)	16%	(44)	61%	(172)	283
Ethnicity: White	3%	(58)	7%	(118)	4%	(64)	5%	(77)	12%	(199)	70%	(1195)	1711

Table MCFE5_2: *Do you have a favorable or unfavorable opinion of the following?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Charli D'Amelio

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	4%	(99)	8%	(176)	5%	(106)	5%	(109)	13%	(284)	65%	(1436)	2210
Ethnicity: Hispanic	7%	(26)	14%	(51)	7%	(26)	9%	(33)	19%	(70)	45%	(168)	374
Ethnicity: Black	10%	(29)	10%	(29)	7%	(21)	7%	(21)	17%	(48)	48%	(136)	282
Ethnicity: Other	6%	(12)	13%	(29)	10%	(21)	5%	(11)	17%	(38)	49%	(105)	217
All Christian	5%	(47)	9%	(91)	4%	(37)	3%	(33)	12%	(124)	68%	(696)	1029
All Non-Christian	8%	(10)	10%	(13)	8%	(10)	3%	(4)	11%	(14)	61%	(78)	129
Atheist	—	(0)	1%	(1)	6%	(6)	20%	(20)	9%	(9)	63%	(63)	99
Agnostic/Nothing in particular	4%	(24)	7%	(41)	5%	(31)	6%	(33)	15%	(89)	63%	(369)	587
Something Else	5%	(18)	8%	(30)	6%	(21)	5%	(19)	13%	(48)	63%	(229)	365
Religious Non-Protestant/Catholic	8%	(13)	9%	(14)	6%	(10)	3%	(4)	11%	(18)	62%	(95)	154
Evangelical	6%	(33)	11%	(60)	5%	(29)	3%	(19)	11%	(59)	64%	(358)	558
Non-Evangelical	4%	(28)	7%	(57)	4%	(29)	4%	(32)	14%	(107)	68%	(539)	792
Community: Urban	6%	(39)	15%	(93)	6%	(36)	5%	(33)	11%	(73)	57%	(364)	638
Community: Suburban	4%	(40)	6%	(56)	5%	(46)	5%	(51)	14%	(142)	67%	(679)	1014
Community: Rural	4%	(20)	5%	(27)	4%	(24)	4%	(25)	12%	(70)	70%	(393)	558
Employ: Private Sector	7%	(47)	12%	(81)	7%	(49)	6%	(40)	14%	(95)	53%	(344)	654
Employ: Government	6%	(9)	11%	(15)	3%	(4)	10%	(14)	15%	(20)	55%	(75)	136
Employ: Self-Employed	9%	(16)	12%	(19)	4%	(7)	5%	(8)	15%	(25)	55%	(91)	166
Employ: Homemaker	3%	(6)	8%	(15)	5%	(9)	6%	(11)	17%	(32)	62%	(118)	190
Employ: Student	8%	(5)	11%	(7)	20%	(13)	22%	(14)	21%	(13)	18%	(11)	62
Employ: Retired	—	(0)	2%	(11)	1%	(7)	2%	(10)	4%	(25)	91%	(510)	563
Employ: Unemployed	5%	(15)	7%	(21)	4%	(12)	3%	(8)	17%	(50)	65%	(195)	301
Employ: Other	1%	(2)	5%	(7)	5%	(7)	4%	(5)	18%	(25)	67%	(92)	137
Military HH: Yes	2%	(6)	3%	(8)	4%	(12)	5%	(15)	8%	(23)	78%	(220)	283
Military HH: No	5%	(93)	9%	(168)	5%	(94)	5%	(95)	14%	(262)	63%	(1216)	1927
RD/WT: Right Direction	10%	(64)	13%	(87)	5%	(36)	4%	(27)	13%	(89)	54%	(362)	666
RD/WT: Wrong Track	2%	(35)	6%	(89)	4%	(69)	5%	(82)	13%	(195)	70%	(1074)	1544
Biden Job Approve	7%	(67)	10%	(99)	6%	(60)	5%	(46)	12%	(118)	60%	(580)	970
Biden Job Disapprove	3%	(31)	6%	(73)	4%	(44)	5%	(58)	12%	(139)	70%	(799)	1144

Table MCFE5_2: *Do you have a favorable or unfavorable opinion of the following?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Charli D'Amelio

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	4%	(99)	8%	(176)	5%	(106)	5%	(109)	13%	(284)	65%	(1436)	2210
Biden Job Strongly Approve	10%	(45)	12%	(50)	4%	(18)	4%	(19)	12%	(53)	57%	(248)	433
Biden Job Somewhat Approve	4%	(22)	9%	(49)	8%	(42)	5%	(28)	12%	(65)	62%	(332)	537
Biden Job Somewhat Disapprove	3%	(9)	11%	(36)	5%	(17)	5%	(19)	15%	(50)	62%	(209)	339
Biden Job Strongly Disapprove	3%	(22)	5%	(37)	3%	(26)	5%	(40)	11%	(90)	73%	(590)	805
Favorable of Biden	7%	(67)	10%	(101)	5%	(49)	4%	(42)	11%	(110)	62%	(600)	969
Unfavorable of Biden	2%	(28)	6%	(71)	5%	(53)	6%	(65)	12%	(139)	69%	(777)	1134
Very Favorable of Biden	9%	(44)	11%	(54)	3%	(15)	5%	(22)	12%	(56)	60%	(291)	482
Somewhat Favorable of Biden	5%	(23)	10%	(46)	7%	(33)	4%	(21)	11%	(54)	63%	(309)	487
Somewhat Unfavorable of Biden	2%	(7)	11%	(32)	6%	(19)	7%	(20)	15%	(45)	59%	(176)	299
Very Unfavorable of Biden	3%	(21)	5%	(39)	4%	(35)	5%	(45)	11%	(94)	72%	(601)	835
#1 Issue: Economy	5%	(42)	8%	(73)	4%	(38)	5%	(47)	13%	(118)	65%	(595)	913
#1 Issue: Security	5%	(11)	8%	(18)	3%	(7)	3%	(8)	10%	(24)	72%	(174)	243
#1 Issue: Health Care	1%	(2)	13%	(23)	4%	(8)	4%	(7)	16%	(27)	61%	(104)	170
#1 Issue: Medicare / Social Security	3%	(8)	3%	(9)	2%	(7)	2%	(6)	9%	(25)	79%	(211)	266
#1 Issue: Women's Issues	8%	(23)	8%	(26)	9%	(28)	8%	(24)	17%	(52)	50%	(157)	311
#1 Issue: Education	4%	(2)	15%	(9)	16%	(10)	13%	(8)	13%	(7)	39%	(23)	59
#1 Issue: Energy	5%	(7)	12%	(16)	6%	(8)	5%	(7)	14%	(18)	58%	(78)	134
#1 Issue: Other	2%	(2)	3%	(3)	—	(1)	2%	(2)	10%	(12)	83%	(95)	115
2020 Vote: Joe Biden	6%	(57)	10%	(96)	6%	(54)	5%	(51)	13%	(123)	60%	(564)	945
2020 Vote: Donald Trump	4%	(32)	7%	(51)	4%	(27)	3%	(24)	10%	(71)	72%	(535)	740
2020 Vote: Other	—	(0)	4%	(3)	10%	(7)	1%	(1)	22%	(14)	63%	(42)	67
2020 Vote: Didn't Vote	2%	(11)	6%	(26)	4%	(18)	7%	(33)	17%	(76)	64%	(295)	459
2018 House Vote: Democrat	6%	(48)	10%	(79)	5%	(38)	5%	(37)	12%	(90)	61%	(463)	755
2018 House Vote: Republican	4%	(24)	6%	(37)	3%	(18)	3%	(20)	10%	(56)	74%	(434)	589
2018 House Vote: Someone else	—	(0)	4%	(2)	7%	(3)	2%	(1)	16%	(8)	71%	(35)	50
2016 Vote: Hillary Clinton	6%	(42)	12%	(81)	3%	(23)	5%	(35)	10%	(72)	64%	(441)	695
2016 Vote: Donald Trump	4%	(28)	6%	(40)	4%	(24)	3%	(20)	10%	(66)	73%	(476)	656
2016 Vote: Other	1%	(1)	1%	(1)	4%	(4)	1%	(1)	16%	(14)	77%	(66)	86
2016 Vote: Didn't Vote	4%	(27)	7%	(53)	7%	(54)	7%	(54)	17%	(128)	59%	(450)	765

Continued on next page

Table MCFE5_2: *Do you have a favorable or unfavorable opinion of the following?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Charli D'Amelio

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	4%	(99)	8%	(176)	5%	(106)	5%	(109)	13%	(284)	65%	(1436)	2210
Voted in 2014: Yes	5%	(64)	8%	(95)	4%	(44)	4%	(45)	11%	(129)	69%	(850)	1227
Voted in 2014: No	4%	(35)	8%	(81)	6%	(62)	6%	(64)	16%	(155)	60%	(586)	983
4-Region: Northeast	5%	(19)	12%	(46)	5%	(18)	5%	(19)	11%	(44)	62%	(237)	383
4-Region: Midwest	4%	(18)	5%	(24)	4%	(19)	4%	(18)	13%	(58)	70%	(320)	456
4-Region: South	4%	(34)	8%	(68)	5%	(44)	5%	(46)	15%	(124)	63%	(530)	844
4-Region: West	5%	(27)	7%	(39)	5%	(26)	5%	(27)	11%	(59)	66%	(348)	527
TikTok Users	8%	(63)	13%	(100)	7%	(58)	7%	(58)	16%	(131)	48%	(382)	793
Twitch Users	12%	(25)	15%	(33)	13%	(29)	11%	(24)	17%	(37)	31%	(68)	216
2022 Sports Viewers/Attendees	5%	(77)	9%	(137)	5%	(80)	5%	(76)	13%	(195)	62%	(910)	1475
Monthly Moviegoers	12%	(39)	20%	(63)	8%	(26)	6%	(20)	16%	(50)	38%	(122)	320
Few Times per Year + Moviegoers	8%	(71)	14%	(125)	7%	(65)	6%	(51)	15%	(141)	51%	(468)	920
Heard Smile Campaign	12%	(67)	18%	(100)	10%	(53)	8%	(44)	17%	(96)	35%	(192)	551
Heard Minion Campaign	10%	(55)	20%	(106)	10%	(54)	7%	(40)	20%	(111)	32%	(175)	540
Listens to Podcasts	6%	(73)	12%	(138)	7%	(79)	6%	(69)	15%	(168)	53%	(605)	1132
Streaming Services User	5%	(92)	9%	(162)	6%	(100)	6%	(99)	14%	(247)	60%	(1072)	1773
Netflix User	6%	(88)	10%	(145)	6%	(88)	7%	(97)	15%	(221)	57%	(834)	1474
Disney+ User	7%	(64)	13%	(124)	7%	(68)	8%	(75)	17%	(166)	49%	(487)	984
Heterosexual or straight	4%	(86)	8%	(156)	5%	(91)	5%	(89)	12%	(241)	66%	(1307)	1971
Gay	5%	(3)	7%	(5)	6%	(4)	8%	(5)	13%	(9)	61%	(42)	68
Bisexual	3%	(2)	10%	(8)	5%	(5)	9%	(8)	25%	(22)	49%	(43)	88
Yes	6%	(4)	7%	(5)	10%	(7)	7%	(5)	30%	(21)	39%	(28)	70
No	4%	(95)	8%	(171)	5%	(98)	5%	(104)	12%	(263)	66%	(1408)	2140

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

Table MCFE5_3: *Do you have a favorable or unfavorable opinion of the following?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Addison Rae

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	6%	(129)	7%	(153)	6%	(122)	5%	(116)	13%	(290)	63%	(1400)	2210
Gender: Male	7%	(76)	7%	(78)	7%	(72)	6%	(66)	11%	(112)	62%	(664)	1068
Gender: Female	5%	(53)	7%	(75)	4%	(50)	4%	(50)	16%	(178)	64%	(736)	1142
Age: 18-34	11%	(72)	13%	(83)	12%	(77)	12%	(78)	18%	(114)	34%	(218)	642
Age: 35-44	9%	(31)	10%	(37)	6%	(22)	4%	(16)	17%	(61)	54%	(197)	365
Age: 45-64	3%	(24)	4%	(25)	3%	(20)	2%	(15)	13%	(90)	76%	(539)	714
Age: 65+	—	(2)	2%	(8)	—	(2)	1%	(7)	5%	(24)	91%	(446)	489
GenZers: 1997-2012	12%	(31)	14%	(36)	16%	(41)	17%	(45)	17%	(44)	23%	(60)	256
Millennials: 1981-1996	10%	(66)	12%	(75)	8%	(52)	7%	(47)	18%	(120)	45%	(291)	653
GenXers: 1965-1980	4%	(25)	5%	(30)	4%	(20)	2%	(14)	14%	(78)	70%	(389)	555
Baby Boomers: 1946-1964	1%	(7)	2%	(11)	1%	(9)	2%	(10)	7%	(44)	88%	(591)	673
PID: Dem (no lean)	9%	(75)	10%	(83)	7%	(60)	5%	(44)	14%	(117)	56%	(480)	860
PID: Ind (no lean)	2%	(16)	4%	(26)	4%	(25)	6%	(38)	15%	(101)	69%	(468)	674
PID: Rep (no lean)	6%	(38)	6%	(44)	5%	(37)	5%	(34)	11%	(72)	67%	(452)	676
PID/Gender: Dem Men	11%	(45)	11%	(45)	9%	(34)	6%	(24)	12%	(46)	51%	(200)	394
PID/Gender: Dem Women	7%	(30)	8%	(38)	6%	(26)	4%	(20)	15%	(71)	60%	(280)	465
PID/Gender: Ind Men	3%	(10)	4%	(13)	4%	(13)	6%	(22)	12%	(40)	72%	(247)	345
PID/Gender: Ind Women	2%	(6)	4%	(13)	4%	(12)	5%	(16)	18%	(61)	67%	(221)	329
PID/Gender: Rep Men	6%	(21)	6%	(19)	8%	(26)	6%	(20)	8%	(25)	66%	(216)	328
PID/Gender: Rep Women	5%	(16)	7%	(24)	3%	(12)	4%	(14)	13%	(46)	68%	(235)	348
Ideo: Liberal (1-3)	8%	(53)	9%	(59)	7%	(48)	6%	(37)	14%	(91)	56%	(368)	656
Ideo: Moderate (4)	5%	(40)	8%	(58)	6%	(42)	5%	(38)	13%	(101)	63%	(472)	751
Ideo: Conservative (5-7)	5%	(33)	5%	(32)	4%	(29)	5%	(32)	11%	(71)	70%	(469)	666
Educ: < College	6%	(85)	7%	(97)	6%	(79)	6%	(80)	13%	(194)	63%	(902)	1437
Educ: Bachelors degree	5%	(27)	8%	(41)	7%	(34)	5%	(25)	13%	(63)	61%	(302)	491
Educ: Post-grad	6%	(18)	5%	(15)	3%	(9)	4%	(11)	12%	(33)	70%	(197)	282
Income: Under 50k	5%	(66)	6%	(76)	4%	(56)	6%	(71)	14%	(180)	65%	(822)	1271
Income: 50k-100k	6%	(40)	9%	(59)	8%	(55)	5%	(34)	11%	(71)	60%	(397)	656
Income: 100k+	8%	(23)	6%	(18)	4%	(11)	4%	(11)	14%	(38)	64%	(181)	283
Ethnicity: White	4%	(74)	7%	(113)	5%	(85)	5%	(80)	12%	(213)	67%	(1145)	1711

Table MCFE5_3: *Do you have a favorable or unfavorable opinion of the following?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Addison Rae

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	6%	(129)	7%	(153)	6%	(122)	5%	(116)	13%	(290)	63%	(1400)	2210
Ethnicity: Hispanic	8%	(30)	10%	(36)	10%	(39)	10%	(37)	19%	(71)	43%	(161)	374
Ethnicity: Black	14%	(41)	8%	(22)	9%	(24)	7%	(19)	12%	(34)	51%	(144)	282
Ethnicity: Other	6%	(14)	8%	(18)	6%	(13)	8%	(17)	20%	(43)	51%	(111)	217
All Christian	6%	(63)	7%	(74)	4%	(44)	4%	(40)	12%	(124)	66%	(684)	1029
All Non-Christian	5%	(6)	11%	(15)	7%	(9)	8%	(10)	12%	(15)	57%	(74)	129
Atheist	2%	(2)	—	(0)	17%	(17)	13%	(13)	9%	(9)	59%	(59)	99
Agnostic/Nothing in particular	5%	(29)	6%	(35)	6%	(35)	5%	(31)	16%	(94)	62%	(364)	587
Something Else	8%	(29)	8%	(29)	5%	(17)	6%	(22)	13%	(48)	60%	(220)	365
Religious Non-Protestant/Catholic	6%	(9)	10%	(15)	7%	(10)	7%	(10)	12%	(19)	59%	(91)	154
Evangelical	9%	(49)	9%	(51)	4%	(20)	4%	(25)	11%	(63)	63%	(350)	558
Non-Evangelical	5%	(40)	6%	(49)	5%	(40)	5%	(36)	13%	(101)	67%	(527)	792
Community: Urban	9%	(54)	10%	(62)	7%	(44)	5%	(33)	13%	(85)	56%	(359)	638
Community: Suburban	5%	(54)	6%	(59)	6%	(56)	6%	(59)	14%	(138)	64%	(649)	1014
Community: Rural	4%	(21)	6%	(32)	4%	(22)	4%	(24)	12%	(67)	70%	(392)	558
Employ: Private Sector	10%	(67)	10%	(65)	8%	(54)	5%	(35)	13%	(85)	53%	(348)	654
Employ: Government	8%	(10)	12%	(16)	7%	(10)	8%	(11)	14%	(19)	51%	(69)	136
Employ: Self-Employed	6%	(9)	14%	(23)	6%	(10)	5%	(8)	14%	(23)	56%	(94)	166
Employ: Homemaker	5%	(10)	6%	(11)	3%	(6)	6%	(11)	20%	(39)	59%	(113)	190
Employ: Student	10%	(6)	12%	(8)	11%	(7)	25%	(15)	18%	(11)	24%	(15)	62
Employ: Retired	—	(2)	2%	(9)	2%	(10)	2%	(8)	7%	(39)	88%	(495)	563
Employ: Unemployed	4%	(13)	5%	(15)	6%	(18)	7%	(21)	17%	(51)	61%	(185)	301
Employ: Other	8%	(10)	5%	(6)	5%	(7)	5%	(7)	17%	(24)	60%	(83)	137
Military HH: Yes	3%	(9)	4%	(11)	4%	(10)	6%	(16)	11%	(32)	72%	(205)	283
Military HH: No	6%	(120)	7%	(142)	6%	(112)	5%	(100)	13%	(258)	62%	(1195)	1927
RD/WT: Right Direction	12%	(78)	9%	(62)	6%	(41)	5%	(34)	13%	(85)	55%	(366)	666
RD/WT: Wrong Track	3%	(51)	6%	(91)	5%	(81)	5%	(82)	13%	(205)	67%	(1034)	1544
Biden Job Approve	8%	(75)	8%	(82)	6%	(58)	6%	(55)	13%	(124)	59%	(577)	970
Biden Job Disapprove	4%	(50)	6%	(70)	5%	(60)	5%	(56)	12%	(139)	67%	(769)	1144

Table MCFE5_3: *Do you have a favorable or unfavorable opinion of the following?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Addison Rae

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	6%	(129)	7%	(153)	6%	(122)	5%	(116)	13%	(290)	63%	(1400)	2210
Biden Job Strongly Approve	13%	(57)	7%	(32)	5%	(24)	5%	(22)	10%	(44)	59%	(254)	433
Biden Job Somewhat Approve	3%	(18)	9%	(50)	6%	(35)	6%	(32)	15%	(80)	60%	(323)	537
Biden Job Somewhat Disapprove	7%	(24)	10%	(33)	6%	(21)	6%	(19)	16%	(53)	56%	(188)	339
Biden Job Strongly Disapprove	3%	(26)	5%	(36)	5%	(40)	5%	(38)	11%	(85)	72%	(580)	805
Favorable of Biden	8%	(79)	8%	(81)	6%	(54)	5%	(48)	12%	(118)	61%	(589)	969
Unfavorable of Biden	4%	(47)	6%	(67)	5%	(61)	6%	(64)	12%	(141)	67%	(755)	1134
Very Favorable of Biden	11%	(55)	7%	(32)	5%	(22)	5%	(25)	11%	(53)	61%	(295)	482
Somewhat Favorable of Biden	5%	(24)	10%	(50)	7%	(32)	5%	(23)	13%	(65)	60%	(294)	487
Somewhat Unfavorable of Biden	5%	(15)	10%	(30)	6%	(17)	6%	(17)	17%	(50)	57%	(171)	299
Very Unfavorable of Biden	4%	(32)	5%	(38)	5%	(44)	6%	(47)	11%	(91)	70%	(584)	835
#1 Issue: Economy	6%	(52)	7%	(64)	6%	(54)	5%	(41)	14%	(130)	63%	(571)	913
#1 Issue: Security	4%	(11)	6%	(14)	3%	(8)	6%	(15)	9%	(21)	72%	(174)	243
#1 Issue: Health Care	8%	(13)	8%	(14)	7%	(11)	4%	(8)	14%	(23)	59%	(101)	170
#1 Issue: Medicare / Social Security	3%	(9)	5%	(12)	1%	(2)	3%	(8)	9%	(23)	80%	(212)	266
#1 Issue: Women's Issues	9%	(27)	8%	(25)	9%	(29)	8%	(24)	18%	(55)	48%	(151)	311
#1 Issue: Education	10%	(6)	7%	(4)	11%	(7)	10%	(6)	17%	(10)	44%	(26)	59
#1 Issue: Energy	7%	(9)	11%	(15)	7%	(9)	9%	(12)	11%	(14)	56%	(75)	134
#1 Issue: Other	3%	(3)	4%	(4)	—	(1)	2%	(2)	12%	(13)	80%	(91)	115
2020 Vote: Joe Biden	7%	(68)	9%	(82)	6%	(58)	5%	(52)	14%	(133)	58%	(552)	945
2020 Vote: Donald Trump	5%	(36)	6%	(46)	5%	(37)	4%	(30)	10%	(76)	69%	(514)	740
2020 Vote: Other	4%	(3)	2%	(1)	7%	(5)	4%	(3)	20%	(14)	63%	(42)	67
2020 Vote: Didn't Vote	5%	(22)	5%	(23)	5%	(22)	7%	(32)	15%	(68)	64%	(292)	459
2018 House Vote: Democrat	8%	(59)	9%	(70)	5%	(41)	5%	(39)	12%	(91)	60%	(455)	755
2018 House Vote: Republican	4%	(24)	6%	(33)	4%	(22)	4%	(23)	10%	(60)	73%	(428)	589
2018 House Vote: Someone else	5%	(2)	4%	(2)	2%	(1)	2%	(1)	13%	(6)	74%	(37)	50
2016 Vote: Hillary Clinton	7%	(46)	9%	(65)	5%	(38)	4%	(30)	12%	(83)	62%	(432)	695
2016 Vote: Donald Trump	5%	(33)	6%	(38)	3%	(23)	4%	(25)	11%	(70)	71%	(466)	656
2016 Vote: Other	3%	(3)	1%	(1)	3%	(3)	2%	(1)	16%	(14)	75%	(64)	86
2016 Vote: Didn't Vote	6%	(46)	6%	(48)	8%	(59)	8%	(59)	16%	(122)	56%	(431)	765

Continued on next page

Table MCFE5_3: *Do you have a favorable or unfavorable opinion of the following?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Addison Rae

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	6%	(129)	7%	(153)	6%	(122)	5%	(116)	13%	(290)	63%	(1400)	2210
Voted in 2014: Yes	6%	(74)	7%	(85)	4%	(48)	4%	(48)	11%	(136)	68%	(836)	1227
Voted in 2014: No	6%	(55)	7%	(68)	7%	(74)	7%	(68)	16%	(155)	57%	(564)	983
4-Region: Northeast	7%	(25)	8%	(32)	6%	(23)	6%	(24)	13%	(49)	60%	(229)	383
4-Region: Midwest	4%	(17)	6%	(29)	6%	(27)	4%	(17)	13%	(57)	68%	(310)	456
4-Region: South	7%	(57)	7%	(59)	5%	(42)	6%	(51)	14%	(120)	61%	(515)	844
4-Region: West	6%	(30)	6%	(33)	6%	(31)	5%	(25)	12%	(63)	66%	(346)	527
TikTok Users	11%	(87)	11%	(89)	9%	(69)	8%	(60)	15%	(123)	46%	(365)	793
Twitch Users	15%	(32)	17%	(37)	13%	(28)	14%	(29)	15%	(32)	26%	(56)	216
2022 Sports Viewers/Attendees	7%	(107)	8%	(116)	6%	(91)	5%	(79)	13%	(196)	60%	(887)	1475
Monthly Moviegoers	17%	(55)	18%	(56)	10%	(34)	5%	(15)	11%	(36)	39%	(125)	320
Few Times per Year + Moviegoers	10%	(90)	12%	(106)	9%	(84)	6%	(58)	13%	(124)	50%	(459)	920
Heard Smile Campaign	15%	(82)	15%	(80)	9%	(50)	10%	(53)	17%	(95)	34%	(190)	551
Heard Minion Campaign	14%	(78)	16%	(87)	12%	(65)	8%	(43)	17%	(90)	33%	(177)	540
Listens to Podcasts	9%	(106)	10%	(115)	8%	(90)	7%	(78)	14%	(158)	52%	(584)	1132
Streaming Services User	7%	(125)	8%	(142)	6%	(112)	6%	(104)	14%	(249)	59%	(1042)	1773
Netflix User	8%	(120)	8%	(123)	7%	(104)	7%	(100)	15%	(227)	54%	(801)	1474
Disney+ User	9%	(93)	10%	(101)	9%	(89)	7%	(71)	16%	(155)	48%	(476)	984
Heterosexual or straight	6%	(121)	7%	(139)	5%	(102)	5%	(100)	12%	(243)	64%	(1267)	1971
Gay	—	(0)	5%	(3)	5%	(4)	3%	(2)	13%	(9)	74%	(50)	68
Bisexual	6%	(5)	11%	(10)	9%	(8)	5%	(4)	27%	(23)	44%	(39)	88
Yes	7%	(5)	8%	(5)	11%	(8)	9%	(6)	32%	(22)	34%	(24)	70
No	6%	(124)	7%	(148)	5%	(114)	5%	(110)	13%	(268)	64%	(1376)	2140

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

Table MCFE5_4: *Do you have a favorable or unfavorable opinion of the following?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Jimmy Donaldson (MrBeast)

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	10%	(215)	9%	(192)	3%	(77)	3%	(62)	10%	(210)	66%	(1453)	2210
Gender: Male	12%	(133)	11%	(114)	5%	(48)	4%	(46)	8%	(83)	60%	(643)	1068
Gender: Female	7%	(82)	7%	(78)	3%	(29)	1%	(17)	11%	(127)	71%	(810)	1142
Age: 18-34	22%	(142)	16%	(102)	7%	(44)	4%	(27)	13%	(83)	38%	(245)	642
Age: 35-44	10%	(36)	17%	(60)	4%	(14)	4%	(16)	12%	(44)	53%	(195)	365
Age: 45-64	5%	(34)	3%	(25)	3%	(19)	2%	(12)	9%	(64)	78%	(560)	714
Age: 65+	1%	(4)	1%	(5)	—	(0)	1%	(7)	4%	(19)	93%	(453)	489
GenZers: 1997-2012	32%	(81)	15%	(39)	7%	(19)	5%	(12)	14%	(35)	28%	(71)	256
Millennials: 1981-1996	14%	(89)	17%	(112)	5%	(34)	4%	(27)	12%	(79)	48%	(312)	653
GenXers: 1965-1980	6%	(35)	6%	(35)	3%	(17)	3%	(14)	11%	(62)	71%	(393)	555
Baby Boomers: 1946-1964	2%	(10)	1%	(6)	1%	(8)	1%	(10)	5%	(30)	90%	(608)	673
PID: Dem (no lean)	12%	(100)	11%	(95)	5%	(42)	3%	(26)	10%	(82)	60%	(515)	860
PID: Ind (no lean)	7%	(51)	7%	(45)	3%	(18)	3%	(18)	11%	(77)	69%	(466)	674
PID: Rep (no lean)	10%	(64)	8%	(52)	3%	(18)	3%	(18)	8%	(51)	70%	(472)	676
PID/Gender: Dem Men	15%	(60)	15%	(61)	7%	(29)	5%	(19)	8%	(33)	49%	(193)	394
PID/Gender: Dem Women	9%	(40)	7%	(34)	3%	(12)	2%	(7)	10%	(49)	69%	(322)	465
PID/Gender: Ind Men	9%	(32)	7%	(24)	3%	(10)	4%	(13)	11%	(37)	66%	(229)	345
PID/Gender: Ind Women	6%	(19)	6%	(20)	2%	(7)	2%	(5)	12%	(41)	72%	(237)	329
PID/Gender: Rep Men	13%	(41)	9%	(29)	3%	(9)	4%	(14)	4%	(14)	67%	(221)	328
PID/Gender: Rep Women	7%	(23)	7%	(23)	3%	(9)	1%	(4)	11%	(37)	72%	(250)	348
Ideo: Liberal (1-3)	11%	(69)	11%	(75)	5%	(35)	3%	(21)	9%	(59)	60%	(396)	656
Ideo: Moderate (4)	9%	(69)	8%	(60)	4%	(27)	3%	(23)	13%	(97)	63%	(475)	751
Ideo: Conservative (5-7)	10%	(65)	7%	(47)	2%	(13)	2%	(15)	6%	(41)	73%	(486)	666
Educ: < College	11%	(157)	8%	(117)	3%	(47)	3%	(39)	10%	(137)	65%	(940)	1437
Educ: Bachelors degree	8%	(37)	12%	(59)	5%	(23)	3%	(17)	10%	(49)	62%	(305)	491
Educ: Post-grad	8%	(22)	6%	(16)	2%	(6)	2%	(6)	8%	(24)	74%	(208)	282
Income: Under 50k	10%	(123)	7%	(95)	3%	(32)	2%	(24)	10%	(132)	68%	(865)	1271
Income: 50k-100k	9%	(62)	9%	(62)	5%	(36)	5%	(31)	9%	(59)	62%	(406)	656
Income: 100k+	11%	(30)	12%	(35)	3%	(9)	2%	(7)	7%	(19)	64%	(182)	283
Ethnicity: White	8%	(134)	8%	(137)	3%	(54)	2%	(38)	9%	(148)	70%	(1199)	1711

Continued on next page

Table MCFE5_4: *Do you have a favorable or unfavorable opinion of the following?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Jimmy Donaldson (MrBeast)

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	10%	(215)	9%	(192)	3%	(77)	3%	(62)	10%	(210)	66%	(1453)	2210
Ethnicity: Hispanic	17%	(64)	11%	(42)	4%	(17)	6%	(21)	16%	(59)	46%	(171)	374
Ethnicity: Black	19%	(53)	11%	(31)	6%	(17)	4%	(12)	10%	(28)	50%	(141)	282
Ethnicity: Other	13%	(28)	11%	(24)	3%	(6)	5%	(12)	16%	(34)	52%	(112)	217
All Christian	9%	(88)	9%	(89)	2%	(25)	2%	(25)	8%	(83)	70%	(718)	1029
All Non-Christian	14%	(18)	11%	(14)	4%	(5)	1%	(2)	11%	(15)	59%	(76)	129
Atheist	9%	(9)	4%	(4)	13%	(12)	8%	(8)	9%	(9)	57%	(56)	99
Agnostic/Nothing in particular	10%	(59)	8%	(45)	4%	(22)	3%	(17)	13%	(74)	63%	(370)	587
Something Else	11%	(41)	11%	(40)	3%	(12)	3%	(10)	8%	(29)	64%	(232)	365
Religious Non-Protestant/Catholic	17%	(27)	10%	(15)	3%	(5)	1%	(2)	11%	(16)	58%	(88)	154
Evangelical	11%	(61)	11%	(59)	3%	(18)	2%	(14)	8%	(46)	65%	(361)	558
Non-Evangelical	7%	(58)	8%	(66)	2%	(20)	3%	(20)	8%	(62)	72%	(566)	792
Community: Urban	13%	(84)	13%	(81)	5%	(30)	4%	(24)	8%	(50)	58%	(368)	638
Community: Suburban	9%	(87)	8%	(78)	3%	(35)	3%	(28)	10%	(106)	67%	(681)	1014
Community: Rural	8%	(44)	6%	(33)	2%	(13)	2%	(10)	10%	(55)	72%	(404)	558
Employ: Private Sector	15%	(96)	15%	(100)	5%	(32)	3%	(22)	8%	(55)	53%	(350)	654
Employ: Government	12%	(17)	11%	(15)	7%	(9)	8%	(10)	12%	(16)	50%	(68)	136
Employ: Self-Employed	18%	(30)	7%	(12)	4%	(6)	5%	(8)	8%	(13)	58%	(97)	166
Employ: Homemaker	7%	(13)	10%	(18)	2%	(4)	2%	(4)	12%	(24)	67%	(128)	190
Employ: Student	32%	(20)	14%	(9)	11%	(7)	5%	(3)	10%	(6)	28%	(17)	62
Employ: Retired	1%	(4)	1%	(7)	1%	(7)	1%	(8)	4%	(25)	91%	(512)	563
Employ: Unemployed	8%	(24)	6%	(18)	2%	(6)	2%	(7)	18%	(55)	63%	(189)	301
Employ: Other	9%	(12)	9%	(12)	4%	(6)	—	(1)	11%	(15)	67%	(92)	137
Military HH: Yes	5%	(14)	5%	(15)	2%	(6)	3%	(10)	12%	(33)	73%	(206)	283
Military HH: No	10%	(201)	9%	(178)	4%	(71)	3%	(52)	9%	(177)	65%	(1246)	1927
RD/WT: Right Direction	14%	(95)	12%	(78)	6%	(37)	4%	(25)	10%	(68)	55%	(363)	666
RD/WT: Wrong Track	8%	(121)	7%	(114)	3%	(40)	2%	(37)	9%	(142)	71%	(1089)	1544
Biden Job Approve	11%	(111)	10%	(100)	4%	(43)	3%	(30)	9%	(91)	61%	(596)	970
Biden Job Disapprove	9%	(98)	8%	(89)	3%	(30)	3%	(31)	9%	(103)	69%	(794)	1144

Table MCFE5_4: *Do you have a favorable or unfavorable opinion of the following?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Jimmy Donaldson (MrBeast)

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	10%	(215)	9%	(192)	3%	(77)	3%	(62)	10%	(210)	66%	(1453)	2210
Biden Job Strongly Approve	14%	(62)	9%	(40)	4%	(15)	4%	(16)	9%	(38)	60%	(261)	433
Biden Job Somewhat Approve	9%	(49)	11%	(60)	5%	(27)	3%	(14)	10%	(52)	62%	(335)	537
Biden Job Somewhat Disapprove	11%	(38)	12%	(40)	2%	(8)	2%	(7)	10%	(32)	63%	(213)	339
Biden Job Strongly Disapprove	7%	(60)	6%	(48)	3%	(22)	3%	(24)	9%	(70)	72%	(581)	805
Favorable of Biden	11%	(110)	10%	(100)	3%	(28)	3%	(29)	9%	(90)	63%	(612)	969
Unfavorable of Biden	9%	(98)	8%	(86)	4%	(44)	3%	(33)	8%	(95)	69%	(778)	1134
Very Favorable of Biden	13%	(60)	9%	(44)	4%	(17)	5%	(23)	9%	(43)	61%	(294)	482
Somewhat Favorable of Biden	10%	(50)	12%	(56)	2%	(11)	1%	(5)	10%	(47)	65%	(318)	487
Somewhat Unfavorable of Biden	12%	(36)	11%	(33)	5%	(14)	1%	(4)	10%	(29)	61%	(182)	299
Very Unfavorable of Biden	7%	(62)	6%	(53)	4%	(30)	3%	(28)	8%	(66)	71%	(596)	835
#1 Issue: Economy	10%	(93)	11%	(97)	3%	(25)	3%	(25)	11%	(100)	63%	(573)	913
#1 Issue: Security	6%	(14)	6%	(15)	3%	(7)	4%	(9)	9%	(21)	73%	(178)	243
#1 Issue: Health Care	10%	(17)	10%	(17)	5%	(9)	1%	(3)	9%	(16)	64%	(108)	170
#1 Issue: Medicare / Social Security	4%	(10)	4%	(11)	—	(1)	2%	(6)	8%	(21)	81%	(217)	266
#1 Issue: Women's Issues	15%	(45)	11%	(34)	7%	(22)	3%	(8)	11%	(33)	55%	(170)	311
#1 Issue: Education	20%	(12)	8%	(5)	13%	(7)	6%	(4)	16%	(9)	37%	(22)	59
#1 Issue: Energy	14%	(19)	8%	(11)	4%	(6)	5%	(6)	5%	(7)	63%	(85)	134
#1 Issue: Other	4%	(5)	4%	(4)	—	(0)	2%	(2)	2%	(3)	88%	(101)	115
2020 Vote: Joe Biden	10%	(95)	11%	(102)	4%	(41)	3%	(32)	10%	(94)	62%	(582)	945
2020 Vote: Donald Trump	9%	(64)	7%	(50)	2%	(18)	3%	(22)	8%	(56)	72%	(530)	740
2020 Vote: Other	5%	(3)	14%	(10)	6%	(4)	2%	(2)	15%	(10)	57%	(38)	67
2020 Vote: Didn't Vote	12%	(54)	7%	(30)	3%	(14)	2%	(7)	11%	(50)	66%	(303)	459
2018 House Vote: Democrat	10%	(76)	11%	(80)	4%	(33)	4%	(27)	9%	(69)	62%	(471)	755
2018 House Vote: Republican	6%	(35)	7%	(39)	2%	(11)	3%	(16)	8%	(46)	75%	(442)	589
2018 House Vote: Someone else	9%	(5)	8%	(4)	2%	(1)	2%	(1)	12%	(6)	67%	(33)	50
2016 Vote: Hillary Clinton	10%	(72)	8%	(58)	5%	(33)	3%	(20)	9%	(61)	65%	(450)	695
2016 Vote: Donald Trump	8%	(54)	7%	(45)	1%	(10)	2%	(16)	7%	(44)	74%	(487)	656
2016 Vote: Other	2%	(1)	13%	(11)	—	(0)	2%	(2)	14%	(12)	68%	(58)	86
2016 Vote: Didn't Vote	11%	(86)	10%	(76)	5%	(35)	3%	(23)	12%	(91)	59%	(454)	765

Table MCFE5_4: *Do you have a favorable or unfavorable opinion of the following?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*

Jimmy Donaldson (MrBeast)

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	10%	(215)	9%	(192)	3%	(77)	3%	(62)	10%	(210)	66%	(1453)	2210
Voted in 2014: Yes	8%	(96)	8%	(95)	3%	(35)	3%	(37)	8%	(101)	70%	(863)	1227
Voted in 2014: No	12%	(119)	10%	(97)	4%	(43)	3%	(25)	11%	(109)	60%	(590)	983
4-Region: Northeast	8%	(32)	8%	(30)	4%	(14)	4%	(16)	9%	(36)	66%	(254)	383
4-Region: Midwest	9%	(43)	8%	(39)	2%	(11)	1%	(7)	7%	(33)	71%	(324)	456
4-Region: South	10%	(86)	9%	(72)	3%	(28)	3%	(24)	9%	(79)	66%	(556)	844
4-Region: West	10%	(55)	10%	(51)	5%	(25)	3%	(16)	12%	(62)	61%	(319)	527
TikTok Users	18%	(147)	14%	(114)	6%	(44)	3%	(24)	11%	(84)	48%	(380)	793
Twitch Users	34%	(73)	21%	(45)	7%	(16)	4%	(8)	11%	(25)	23%	(49)	216
2022 Sports Viewers/Attendees	11%	(161)	10%	(148)	4%	(57)	3%	(48)	9%	(135)	63%	(925)	1475
Monthly Moviegoers	21%	(66)	16%	(53)	9%	(29)	6%	(18)	9%	(28)	39%	(126)	320
Few Times per Year + Moviegoers	16%	(147)	13%	(119)	6%	(56)	4%	(38)	9%	(79)	52%	(482)	920
Heard Smile Campaign	21%	(116)	19%	(105)	7%	(40)	5%	(25)	12%	(67)	36%	(197)	551
Heard Minion Campaign	23%	(124)	19%	(104)	7%	(37)	4%	(23)	13%	(71)	34%	(182)	540
Listens to Podcasts	15%	(164)	13%	(142)	5%	(59)	3%	(35)	12%	(132)	53%	(599)	1132
Streaming Services User	12%	(207)	10%	(181)	4%	(73)	3%	(53)	10%	(170)	61%	(1087)	1773
Netflix User	13%	(193)	11%	(156)	4%	(65)	3%	(48)	11%	(155)	58%	(856)	1474
Disney+ User	16%	(156)	13%	(132)	6%	(55)	4%	(35)	10%	(102)	51%	(504)	984
Heterosexual or straight	9%	(175)	8%	(167)	3%	(67)	3%	(55)	9%	(179)	67%	(1327)	1971
Gay	13%	(9)	5%	(3)	2%	(2)	4%	(2)	10%	(7)	67%	(45)	68
Bisexual	19%	(17)	15%	(13)	9%	(8)	2%	(2)	14%	(13)	41%	(36)	88
Yes	18%	(12)	8%	(6)	9%	(6)	4%	(3)	13%	(9)	48%	(33)	70
No	9%	(203)	9%	(186)	3%	(71)	3%	(59)	9%	(201)	66%	(1420)	2140

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

Table MCFE5_5: *Do you have a favorable or unfavorable opinion of the following?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Alexandra Cooper

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	4%	(83)	6%	(131)	3%	(73)	3%	(67)	8%	(183)	76%	(1673)	2210
Gender: Male	5%	(54)	7%	(76)	4%	(39)	4%	(38)	7%	(77)	73%	(784)	1068
Gender: Female	3%	(30)	5%	(54)	3%	(33)	3%	(29)	9%	(106)	78%	(890)	1142
Age: 18-34	8%	(51)	10%	(62)	7%	(45)	4%	(27)	11%	(70)	60%	(387)	642
Age: 35-44	4%	(16)	10%	(36)	5%	(17)	4%	(16)	8%	(30)	68%	(250)	365
Age: 45-64	2%	(16)	4%	(26)	1%	(10)	2%	(17)	9%	(65)	81%	(580)	714
Age: 65+	—	(1)	1%	(6)	—	(1)	1%	(7)	4%	(18)	93%	(457)	489
GenZers: 1997-2012	10%	(26)	9%	(22)	6%	(15)	7%	(19)	11%	(28)	57%	(146)	256
Millennials: 1981-1996	6%	(39)	10%	(65)	6%	(41)	4%	(23)	9%	(61)	65%	(424)	653
GenXers: 1965-1980	2%	(12)	6%	(31)	3%	(14)	3%	(15)	11%	(62)	76%	(421)	555
Baby Boomers: 1946-1964	1%	(7)	2%	(12)	—	(3)	1%	(10)	4%	(27)	91%	(615)	673
PID: Dem (no lean)	6%	(49)	9%	(80)	4%	(32)	4%	(31)	8%	(71)	69%	(597)	860
PID: Ind (no lean)	1%	(9)	2%	(14)	2%	(15)	2%	(14)	9%	(63)	83%	(560)	674
PID: Rep (no lean)	4%	(25)	5%	(37)	4%	(27)	3%	(21)	7%	(50)	76%	(517)	676
PID/Gender: Dem Men	8%	(33)	12%	(47)	5%	(18)	5%	(20)	8%	(30)	62%	(246)	394
PID/Gender: Dem Women	3%	(15)	7%	(34)	3%	(13)	2%	(11)	9%	(40)	75%	(351)	465
PID/Gender: Ind Men	2%	(7)	3%	(10)	2%	(7)	2%	(8)	9%	(30)	82%	(283)	345
PID/Gender: Ind Women	1%	(3)	1%	(3)	2%	(7)	2%	(6)	10%	(33)	84%	(277)	329
PID/Gender: Rep Men	4%	(14)	6%	(19)	4%	(14)	3%	(10)	5%	(16)	78%	(255)	328
PID/Gender: Rep Women	3%	(11)	5%	(17)	4%	(13)	3%	(11)	10%	(33)	75%	(262)	348
Ideo: Liberal (1-3)	4%	(28)	8%	(54)	4%	(29)	4%	(25)	5%	(35)	74%	(486)	656
Ideo: Moderate (4)	4%	(33)	6%	(44)	3%	(19)	3%	(23)	12%	(91)	72%	(542)	751
Ideo: Conservative (5-7)	3%	(23)	4%	(29)	3%	(22)	2%	(15)	7%	(46)	80%	(532)	666
Educ: < College	4%	(62)	5%	(70)	3%	(46)	3%	(44)	9%	(125)	76%	(1091)	1437
Educ: Bachelors degree	3%	(15)	9%	(44)	3%	(17)	3%	(16)	8%	(40)	73%	(360)	491
Educ: Post-grad	2%	(7)	6%	(17)	4%	(10)	3%	(7)	7%	(19)	79%	(222)	282
Income: Under 50k	4%	(52)	5%	(63)	3%	(32)	3%	(32)	8%	(105)	78%	(987)	1271
Income: 50k-100k	3%	(20)	7%	(44)	4%	(29)	5%	(32)	9%	(58)	72%	(474)	656
Income: 100k+	4%	(12)	8%	(24)	4%	(12)	1%	(3)	7%	(20)	75%	(213)	283
Ethnicity: White	3%	(49)	5%	(89)	3%	(50)	2%	(37)	7%	(128)	79%	(1358)	1711

Continued on next page

Table MCFE5_5: *Do you have a favorable or unfavorable opinion of the following?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Alexandra Cooper

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	4%	(83)	6%	(131)	3%	(73)	3%	(67)	8%	(183)	76%	(1673)	2210
Ethnicity: Hispanic	5%	(18)	10%	(37)	6%	(21)	6%	(21)	13%	(48)	61%	(229)	374
Ethnicity: Black	9%	(24)	8%	(23)	5%	(14)	7%	(21)	12%	(33)	59%	(167)	282
Ethnicity: Other	5%	(10)	8%	(18)	4%	(10)	4%	(9)	10%	(22)	68%	(148)	217
All Christian	4%	(39)	5%	(55)	3%	(30)	3%	(33)	9%	(91)	76%	(780)	1029
All Non-Christian	5%	(7)	11%	(15)	4%	(5)	4%	(5)	5%	(6)	71%	(91)	129
Atheist	1%	(1)	7%	(7)	7%	(7)	7%	(7)	5%	(5)	73%	(73)	99
Agnostic/Nothing in particular	4%	(24)	5%	(29)	3%	(18)	2%	(10)	9%	(56)	77%	(451)	587
Something Else	3%	(12)	7%	(25)	3%	(13)	3%	(12)	7%	(26)	76%	(277)	365
Religious Non-Protestant/Catholic	6%	(9)	12%	(18)	3%	(5)	3%	(5)	4%	(6)	72%	(111)	154
Evangelical	5%	(27)	8%	(45)	3%	(15)	3%	(18)	7%	(41)	74%	(411)	558
Non-Evangelical	3%	(22)	4%	(30)	3%	(28)	3%	(25)	9%	(70)	78%	(617)	792
Community: Urban	6%	(36)	10%	(62)	4%	(25)	3%	(20)	9%	(57)	69%	(438)	638
Community: Suburban	3%	(31)	5%	(52)	3%	(32)	3%	(28)	8%	(80)	78%	(792)	1014
Community: Rural	3%	(17)	3%	(16)	3%	(17)	3%	(19)	8%	(46)	79%	(444)	558
Employ: Private Sector	6%	(39)	10%	(63)	5%	(35)	4%	(28)	9%	(56)	66%	(433)	654
Employ: Government	5%	(7)	15%	(20)	6%	(8)	4%	(5)	11%	(15)	59%	(81)	136
Employ: Self-Employed	6%	(10)	6%	(10)	3%	(5)	4%	(6)	9%	(15)	71%	(119)	166
Employ: Homemaker	2%	(4)	4%	(7)	4%	(7)	1%	(2)	11%	(21)	79%	(150)	190
Employ: Student	6%	(4)	6%	(4)	8%	(5)	2%	(1)	11%	(7)	67%	(41)	62
Employ: Retired	1%	(4)	1%	(7)	—	(1)	2%	(10)	4%	(24)	92%	(515)	563
Employ: Unemployed	3%	(9)	5%	(15)	2%	(6)	4%	(12)	10%	(30)	76%	(230)	301
Employ: Other	4%	(6)	3%	(4)	4%	(6)	1%	(2)	11%	(14)	76%	(105)	137
Military HH: Yes	2%	(5)	4%	(10)	1%	(3)	3%	(10)	9%	(26)	81%	(230)	283
Military HH: No	4%	(78)	6%	(120)	4%	(70)	3%	(57)	8%	(157)	75%	(1444)	1927
RD/WT: Right Direction	8%	(53)	10%	(69)	4%	(30)	4%	(25)	9%	(61)	64%	(429)	666
RD/WT: Wrong Track	2%	(30)	4%	(62)	3%	(43)	3%	(42)	8%	(122)	81%	(1245)	1544
Biden Job Approve	6%	(54)	9%	(84)	3%	(28)	4%	(36)	8%	(81)	71%	(688)	970
Biden Job Disapprove	3%	(29)	4%	(46)	4%	(40)	3%	(30)	8%	(87)	80%	(912)	1144

Table MCFE5_5: *Do you have a favorable or unfavorable opinion of the following?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Alexandra Cooper

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	4%	(83)	6%	(131)	3%	(73)	3%	(67)	8%	(183)	76%	(1673)	2210
Biden Job Strongly Approve	9%	(40)	8%	(35)	3%	(12)	5%	(21)	9%	(40)	66%	(285)	433
Biden Job Somewhat Approve	3%	(14)	9%	(49)	3%	(16)	3%	(15)	8%	(41)	75%	(403)	537
Biden Job Somewhat Disapprove	4%	(14)	6%	(22)	3%	(11)	2%	(8)	8%	(28)	76%	(257)	339
Biden Job Strongly Disapprove	2%	(15)	3%	(24)	4%	(29)	3%	(23)	7%	(59)	81%	(655)	805
Favorable of Biden	6%	(55)	9%	(83)	2%	(21)	3%	(32)	9%	(85)	72%	(693)	969
Unfavorable of Biden	2%	(26)	4%	(44)	4%	(47)	3%	(30)	7%	(83)	80%	(903)	1134
Very Favorable of Biden	8%	(36)	9%	(41)	2%	(11)	5%	(23)	10%	(46)	67%	(324)	482
Somewhat Favorable of Biden	4%	(19)	9%	(42)	2%	(10)	2%	(9)	8%	(39)	76%	(369)	487
Somewhat Unfavorable of Biden	3%	(9)	4%	(13)	4%	(11)	2%	(5)	6%	(19)	81%	(242)	299
Very Unfavorable of Biden	2%	(17)	4%	(32)	4%	(36)	3%	(26)	8%	(64)	79%	(661)	835
#1 Issue: Economy	4%	(36)	6%	(55)	3%	(30)	3%	(24)	9%	(86)	75%	(682)	913
#1 Issue: Security	3%	(6)	5%	(12)	5%	(12)	3%	(7)	6%	(14)	79%	(192)	243
#1 Issue: Health Care	5%	(8)	8%	(13)	4%	(6)	1%	(1)	10%	(17)	73%	(124)	170
#1 Issue: Medicare / Social Security	2%	(5)	5%	(13)	—	(1)	3%	(9)	5%	(13)	85%	(225)	266
#1 Issue: Women's Issues	5%	(16)	6%	(20)	4%	(12)	5%	(15)	9%	(28)	70%	(218)	311
#1 Issue: Education	10%	(6)	8%	(5)	7%	(4)	9%	(5)	8%	(5)	58%	(34)	59
#1 Issue: Energy	2%	(3)	8%	(11)	6%	(8)	2%	(3)	11%	(14)	71%	(95)	134
#1 Issue: Other	2%	(2)	2%	(2)	—	(0)	2%	(2)	5%	(5)	90%	(103)	115
2020 Vote: Joe Biden	5%	(46)	8%	(72)	3%	(31)	4%	(36)	9%	(80)	72%	(680)	945
2020 Vote: Donald Trump	3%	(26)	5%	(39)	4%	(28)	3%	(19)	7%	(52)	78%	(576)	740
2020 Vote: Other	3%	(2)	2%	(1)	4%	(3)	2%	(2)	15%	(10)	74%	(49)	67
2020 Vote: Didn't Vote	2%	(10)	4%	(18)	2%	(11)	2%	(11)	9%	(40)	80%	(369)	459
2018 House Vote: Democrat	5%	(37)	9%	(66)	4%	(29)	4%	(31)	8%	(64)	70%	(529)	755
2018 House Vote: Republican	3%	(19)	4%	(25)	3%	(20)	3%	(17)	7%	(40)	79%	(468)	589
2018 House Vote: Someone else	2%	(1)	4%	(2)	—	(0)	3%	(2)	13%	(7)	78%	(38)	50
2016 Vote: Hillary Clinton	4%	(30)	8%	(57)	3%	(24)	4%	(30)	8%	(54)	72%	(501)	695
2016 Vote: Donald Trump	4%	(24)	5%	(34)	2%	(14)	2%	(15)	7%	(46)	80%	(523)	656
2016 Vote: Other	2%	(2)	1%	(1)	—	(0)	2%	(1)	10%	(9)	85%	(73)	86
2016 Vote: Didn't Vote	3%	(26)	5%	(38)	5%	(35)	3%	(21)	9%	(72)	75%	(573)	765

Table MCFE5_5: *Do you have a favorable or unfavorable opinion of the following?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Alexandra Cooper

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	4%	(83)	6%	(131)	3%	(73)	3%	(67)	8%	(183)	76%	(1673)	2210
Voted in 2014: Yes	4%	(46)	7%	(84)	3%	(31)	3%	(42)	8%	(97)	76%	(927)	1227
Voted in 2014: No	4%	(37)	5%	(47)	4%	(42)	3%	(25)	9%	(86)	76%	(746)	983
4-Region: Northeast	3%	(13)	8%	(29)	2%	(9)	5%	(19)	9%	(35)	73%	(277)	383
4-Region: Midwest	4%	(19)	5%	(22)	3%	(15)	1%	(6)	6%	(29)	80%	(366)	456
4-Region: South	4%	(33)	5%	(41)	3%	(28)	4%	(33)	9%	(77)	75%	(632)	844
4-Region: West	4%	(18)	7%	(38)	4%	(21)	2%	(8)	8%	(42)	76%	(399)	527
TikTok Users	6%	(48)	10%	(80)	5%	(41)	3%	(25)	11%	(88)	64%	(511)	793
Twitch Users	10%	(21)	12%	(26)	6%	(14)	5%	(11)	10%	(22)	56%	(121)	216
2022 Sports Viewers/Attendees	4%	(65)	7%	(108)	4%	(59)	3%	(46)	9%	(130)	72%	(1067)	1475
Monthly Moviegoers	11%	(35)	17%	(55)	9%	(30)	3%	(11)	12%	(37)	48%	(152)	320
Few Times per Year + Moviegoers	6%	(58)	10%	(93)	6%	(54)	4%	(32)	10%	(91)	64%	(591)	920
Heard Smile Campaign	10%	(54)	16%	(87)	7%	(40)	4%	(24)	14%	(76)	49%	(270)	551
Heard Minion Campaign	10%	(53)	14%	(77)	6%	(35)	5%	(25)	15%	(81)	50%	(269)	540
Listens to Podcasts	6%	(71)	9%	(105)	5%	(56)	4%	(42)	10%	(118)	65%	(739)	1132
Streaming Services User	4%	(78)	7%	(116)	4%	(71)	3%	(58)	9%	(159)	73%	(1291)	1773
Netflix User	5%	(76)	7%	(102)	5%	(68)	3%	(50)	9%	(138)	70%	(1039)	1474
Disney+ User	6%	(62)	9%	(89)	5%	(52)	4%	(36)	10%	(97)	66%	(647)	984
Heterosexual or straight	4%	(72)	6%	(118)	3%	(68)	3%	(63)	8%	(164)	75%	(1486)	1971
Gay	3%	(2)	1%	(1)	1%	(1)	1%	(1)	7%	(5)	86%	(59)	68
Bisexual	5%	(4)	5%	(5)	2%	(2)	1%	(1)	13%	(12)	74%	(65)	88
Yes	8%	(6)	11%	(8)	4%	(3)	4%	(3)	12%	(9)	61%	(43)	70
No	4%	(78)	6%	(123)	3%	(70)	3%	(64)	8%	(174)	76%	(1630)	2140

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

Table MCFE5_6: *Do you have a favorable or unfavorable opinion of the following? If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Emma Chamberlain

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	5%	(100)	7%	(154)	4%	(79)	3%	(63)	10%	(213)	72%	(1601)	2210
Gender: Male	5%	(53)	8%	(83)	5%	(51)	4%	(39)	8%	(83)	71%	(758)	1068
Gender: Female	4%	(47)	6%	(71)	2%	(28)	2%	(24)	11%	(131)	74%	(842)	1142
Age: 18-34	11%	(69)	13%	(83)	6%	(41)	5%	(35)	15%	(94)	50%	(320)	642
Age: 35-44	5%	(20)	11%	(41)	7%	(24)	2%	(9)	9%	(33)	65%	(238)	365
Age: 45-64	1%	(10)	4%	(26)	2%	(12)	2%	(12)	10%	(69)	82%	(584)	714
Age: 65+	—	(1)	1%	(3)	—	(2)	1%	(7)	4%	(17)	94%	(458)	489
GenZers: 1997-2012	17%	(42)	14%	(35)	8%	(22)	7%	(19)	15%	(38)	39%	(101)	256
Millennials: 1981-1996	6%	(39)	12%	(79)	6%	(37)	4%	(24)	12%	(80)	60%	(395)	653
GenXers: 1965-1980	3%	(14)	6%	(35)	2%	(13)	2%	(11)	12%	(65)	75%	(417)	555
Baby Boomers: 1946-1964	1%	(4)	1%	(5)	1%	(7)	1%	(8)	4%	(28)	92%	(620)	673
PID: Dem (no lean)	7%	(56)	10%	(83)	5%	(42)	3%	(27)	9%	(75)	67%	(576)	860
PID: Ind (no lean)	2%	(11)	4%	(26)	3%	(19)	3%	(19)	13%	(89)	76%	(511)	674
PID: Rep (no lean)	5%	(34)	7%	(45)	3%	(18)	2%	(17)	7%	(49)	76%	(513)	676
PID/Gender: Dem Men	8%	(32)	11%	(45)	7%	(29)	4%	(17)	8%	(30)	61%	(241)	394
PID/Gender: Dem Women	5%	(24)	8%	(38)	3%	(13)	2%	(10)	10%	(45)	72%	(335)	465
PID/Gender: Ind Men	1%	(3)	4%	(15)	3%	(11)	4%	(14)	10%	(34)	78%	(268)	345
PID/Gender: Ind Women	2%	(7)	3%	(10)	3%	(9)	2%	(5)	17%	(54)	74%	(243)	329
PID/Gender: Rep Men	6%	(18)	7%	(23)	3%	(11)	2%	(8)	5%	(18)	76%	(250)	328
PID/Gender: Rep Women	4%	(15)	6%	(22)	2%	(6)	3%	(9)	9%	(31)	76%	(264)	348
Ideo: Liberal (1-3)	7%	(44)	9%	(57)	5%	(30)	5%	(31)	8%	(50)	68%	(446)	656
Ideo: Moderate (4)	4%	(29)	8%	(57)	4%	(28)	2%	(17)	12%	(88)	71%	(531)	751
Ideo: Conservative (5-7)	4%	(25)	5%	(34)	3%	(20)	2%	(14)	8%	(51)	79%	(524)	666
Educ: < College	5%	(73)	6%	(85)	3%	(47)	3%	(41)	10%	(146)	73%	(1046)	1437
Educ: Bachelors degree	5%	(24)	9%	(46)	5%	(24)	3%	(13)	10%	(51)	68%	(333)	491
Educ: Post-grad	1%	(3)	8%	(23)	3%	(8)	3%	(10)	6%	(16)	79%	(222)	282
Income: Under 50k	4%	(54)	6%	(75)	3%	(37)	3%	(33)	10%	(122)	75%	(951)	1271
Income: 50k-100k	6%	(38)	8%	(54)	5%	(30)	4%	(25)	10%	(64)	68%	(445)	656
Income: 100k+	3%	(8)	9%	(25)	4%	(12)	2%	(5)	10%	(28)	73%	(205)	283
Ethnicity: White	4%	(64)	6%	(103)	3%	(44)	3%	(44)	9%	(155)	76%	(1300)	1711

Continued on next page

Table MCFE5_6: *Do you have a favorable or unfavorable opinion of the following?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Emma Chamberlain

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	5%	(100)	7%	(154)	4%	(79)	3%	(63)	10%	(213)	72%	(1601)	2210
Ethnicity: Hispanic	8%	(31)	11%	(42)	6%	(23)	5%	(17)	13%	(47)	57%	(213)	374
Ethnicity: Black	8%	(21)	12%	(33)	7%	(21)	3%	(10)	10%	(28)	60%	(169)	282
Ethnicity: Other	7%	(14)	8%	(17)	6%	(14)	4%	(9)	14%	(30)	61%	(132)	217
All Christian	4%	(43)	7%	(75)	3%	(26)	2%	(24)	8%	(84)	75%	(776)	1029
All Non-Christian	7%	(8)	9%	(12)	7%	(9)	4%	(5)	10%	(13)	63%	(81)	129
Atheist	1%	(1)	8%	(8)	10%	(10)	7%	(7)	9%	(8)	65%	(65)	99
Agnostic/Nothing in particular	5%	(29)	6%	(33)	3%	(20)	2%	(14)	12%	(70)	72%	(422)	587
Something Else	5%	(19)	7%	(26)	4%	(14)	3%	(12)	11%	(38)	70%	(256)	365
Religious Non-Protestant/Catholic	7%	(11)	8%	(12)	7%	(11)	3%	(5)	10%	(15)	64%	(99)	154
Evangelical	6%	(33)	10%	(54)	3%	(18)	2%	(11)	9%	(50)	70%	(393)	558
Non-Evangelical	3%	(24)	6%	(46)	3%	(21)	3%	(23)	9%	(68)	77%	(610)	792
Community: Urban	6%	(39)	13%	(85)	4%	(29)	2%	(13)	10%	(61)	64%	(410)	638
Community: Suburban	4%	(41)	5%	(49)	3%	(35)	4%	(37)	9%	(96)	75%	(758)	1014
Community: Rural	4%	(20)	4%	(20)	3%	(16)	2%	(13)	10%	(57)	78%	(433)	558
Employ: Private Sector	8%	(50)	11%	(72)	5%	(34)	3%	(21)	9%	(62)	64%	(416)	654
Employ: Government	7%	(9)	14%	(19)	9%	(13)	1%	(2)	9%	(12)	60%	(81)	136
Employ: Self-Employed	5%	(8)	11%	(18)	4%	(6)	3%	(5)	14%	(24)	64%	(106)	166
Employ: Homemaker	5%	(9)	5%	(10)	1%	(2)	3%	(5)	15%	(28)	72%	(136)	190
Employ: Student	13%	(8)	14%	(9)	9%	(6)	11%	(7)	16%	(10)	37%	(23)	62
Employ: Retired	—	(1)	1%	(4)	1%	(7)	1%	(8)	5%	(26)	92%	(517)	563
Employ: Unemployed	3%	(10)	6%	(19)	3%	(8)	4%	(11)	11%	(34)	73%	(219)	301
Employ: Other	4%	(6)	2%	(3)	3%	(4)	3%	(4)	13%	(18)	74%	(102)	137
Military HH: Yes	1%	(4)	3%	(9)	3%	(8)	4%	(11)	8%	(22)	81%	(229)	283
Military HH: No	5%	(96)	7%	(144)	4%	(71)	3%	(52)	10%	(192)	71%	(1372)	1927
RD/WT: Right Direction	8%	(52)	12%	(80)	5%	(30)	4%	(28)	9%	(60)	62%	(416)	666
RD/WT: Wrong Track	3%	(48)	5%	(74)	3%	(48)	2%	(35)	10%	(153)	77%	(1185)	1544
Biden Job Approve	6%	(61)	10%	(93)	4%	(37)	4%	(36)	9%	(90)	67%	(653)	970
Biden Job Disapprove	3%	(39)	5%	(60)	4%	(40)	2%	(22)	9%	(109)	76%	(875)	1144

Table MCFE5_6: *Do you have a favorable or unfavorable opinion of the following?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Emma Chamberlain

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	5%	(100)	7%	(154)	4%	(79)	3%	(63)	10%	(213)	72%	(1601)	2210
Biden Job Strongly Approve	11%	(46)	9%	(40)	4%	(17)	4%	(15)	8%	(34)	65%	(281)	433
Biden Job Somewhat Approve	3%	(15)	10%	(54)	4%	(21)	4%	(20)	10%	(56)	69%	(372)	537
Biden Job Somewhat Disapprove	5%	(17)	8%	(28)	3%	(9)	2%	(8)	12%	(41)	70%	(236)	339
Biden Job Strongly Disapprove	3%	(22)	4%	(32)	4%	(32)	2%	(14)	8%	(67)	79%	(639)	805
Favorable of Biden	7%	(63)	9%	(84)	4%	(34)	3%	(32)	8%	(81)	70%	(674)	969
Unfavorable of Biden	3%	(33)	6%	(68)	3%	(40)	2%	(25)	10%	(110)	76%	(859)	1134
Very Favorable of Biden	8%	(41)	9%	(45)	4%	(21)	3%	(16)	8%	(39)	67%	(321)	482
Somewhat Favorable of Biden	5%	(23)	8%	(40)	3%	(14)	3%	(16)	9%	(42)	72%	(353)	487
Somewhat Unfavorable of Biden	2%	(7)	9%	(28)	4%	(11)	2%	(7)	12%	(36)	70%	(210)	299
Very Unfavorable of Biden	3%	(25)	5%	(40)	3%	(29)	2%	(18)	9%	(74)	78%	(649)	835
#1 Issue: Economy	4%	(35)	7%	(64)	4%	(33)	3%	(26)	11%	(99)	72%	(657)	913
#1 Issue: Security	4%	(10)	5%	(13)	3%	(7)	3%	(7)	6%	(15)	79%	(191)	243
#1 Issue: Health Care	4%	(7)	8%	(13)	4%	(7)	1%	(2)	12%	(20)	71%	(121)	170
#1 Issue: Medicare / Social Security	4%	(9)	2%	(6)	3%	(9)	2%	(5)	7%	(18)	82%	(218)	266
#1 Issue: Women's Issues	7%	(23)	12%	(38)	5%	(14)	3%	(10)	11%	(33)	62%	(193)	311
#1 Issue: Education	10%	(6)	13%	(8)	7%	(4)	9%	(5)	15%	(9)	45%	(27)	59
#1 Issue: Energy	5%	(6)	7%	(10)	4%	(6)	5%	(6)	8%	(11)	71%	(95)	134
#1 Issue: Other	2%	(2)	2%	(3)	—	(0)	1%	(1)	7%	(9)	87%	(100)	115
2020 Vote: Joe Biden	5%	(48)	9%	(83)	4%	(41)	4%	(39)	9%	(87)	68%	(646)	945
2020 Vote: Donald Trump	5%	(37)	6%	(44)	3%	(22)	2%	(12)	7%	(54)	77%	(571)	740
2020 Vote: Other	3%	(2)	3%	(2)	4%	(3)	1%	(1)	24%	(16)	65%	(44)	67
2020 Vote: Didn't Vote	3%	(13)	5%	(25)	3%	(13)	2%	(10)	12%	(57)	74%	(340)	459
2018 House Vote: Democrat	5%	(38)	8%	(62)	5%	(35)	4%	(34)	9%	(67)	69%	(519)	755
2018 House Vote: Republican	4%	(23)	6%	(38)	2%	(11)	2%	(10)	6%	(37)	80%	(470)	589
2018 House Vote: Someone else	4%	(2)	2%	(1)	2%	(1)	2%	(1)	12%	(6)	78%	(38)	50
2016 Vote: Hillary Clinton	5%	(32)	9%	(59)	4%	(30)	4%	(28)	8%	(53)	71%	(492)	695
2016 Vote: Donald Trump	4%	(26)	6%	(36)	2%	(15)	2%	(13)	7%	(48)	79%	(518)	656
2016 Vote: Other	3%	(2)	1%	(1)	—	(0)	1%	(1)	15%	(13)	80%	(68)	86
2016 Vote: Didn't Vote	5%	(39)	7%	(55)	4%	(33)	3%	(19)	13%	(100)	68%	(519)	765

Continued on next page

Table MCFE5_6: *Do you have a favorable or unfavorable opinion of the following?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Emma Chamberlain

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	5%	(100)	7%	(154)	4%	(79)	3%	(63)	10%	(213)	72%	(1601)	2210
Voted in 2014: Yes	4%	(48)	7%	(80)	3%	(39)	3%	(40)	7%	(88)	76%	(931)	1227
Voted in 2014: No	5%	(52)	8%	(74)	4%	(40)	2%	(23)	13%	(125)	68%	(670)	983
4-Region: Northeast	4%	(15)	10%	(39)	3%	(11)	3%	(10)	10%	(39)	70%	(270)	383
4-Region: Midwest	4%	(18)	5%	(24)	3%	(12)	2%	(9)	9%	(41)	77%	(353)	456
4-Region: South	4%	(38)	6%	(54)	4%	(35)	2%	(21)	11%	(91)	72%	(607)	844
4-Region: West	6%	(29)	7%	(38)	4%	(22)	4%	(23)	8%	(43)	71%	(372)	527
TikTok Users	8%	(64)	11%	(88)	5%	(42)	4%	(31)	13%	(100)	59%	(468)	793
Twitch Users	11%	(24)	20%	(43)	5%	(11)	8%	(18)	15%	(33)	41%	(88)	216
2022 Sports Viewers/Attendees	5%	(78)	8%	(119)	4%	(59)	3%	(46)	9%	(135)	70%	(1038)	1475
Monthly Moviegoers	12%	(38)	18%	(59)	8%	(25)	3%	(10)	13%	(41)	46%	(148)	320
Few Times per Year + Moviegoers	7%	(62)	13%	(116)	6%	(51)	3%	(31)	11%	(104)	60%	(555)	920
Heard Smile Campaign	13%	(72)	16%	(89)	7%	(39)	5%	(25)	13%	(74)	46%	(252)	551
Heard Minion Campaign	11%	(61)	18%	(97)	7%	(38)	4%	(21)	16%	(87)	44%	(237)	540
Listens to Podcasts	7%	(81)	10%	(119)	5%	(56)	4%	(44)	12%	(138)	61%	(694)	1132
Streaming Services User	5%	(94)	8%	(146)	4%	(71)	3%	(54)	10%	(185)	69%	(1223)	1773
Netflix User	6%	(89)	9%	(131)	4%	(62)	4%	(52)	11%	(164)	66%	(975)	1474
Disney+ User	7%	(71)	11%	(110)	5%	(48)	4%	(38)	11%	(109)	62%	(608)	984
Heterosexual or straight	4%	(88)	7%	(140)	3%	(69)	3%	(54)	9%	(178)	73%	(1443)	1971
Gay	4%	(3)	2%	(2)	6%	(4)	2%	(2)	10%	(7)	75%	(51)	68
Bisexual	7%	(6)	9%	(8)	6%	(5)	2%	(1)	18%	(16)	59%	(52)	88
Yes	6%	(4)	10%	(7)	4%	(3)	4%	(3)	19%	(13)	57%	(40)	70
No	4%	(96)	7%	(147)	4%	(76)	3%	(60)	9%	(200)	73%	(1561)	2140

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

Table MCFE5_7: *Do you have a favorable or unfavorable opinion of the following?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Khaby Lame

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	5%	(120)	6%	(135)	3%	(68)	3%	(66)	8%	(169)	75%	(1653)	2210
Gender: Male	8%	(82)	8%	(86)	4%	(42)	4%	(43)	7%	(78)	69%	(737)	1068
Gender: Female	3%	(38)	4%	(49)	2%	(25)	2%	(23)	8%	(91)	80%	(916)	1142
Age: 18-34	13%	(83)	11%	(70)	6%	(37)	5%	(34)	11%	(68)	54%	(349)	642
Age: 35-44	7%	(25)	10%	(37)	4%	(16)	3%	(10)	7%	(25)	69%	(252)	365
Age: 45-64	2%	(12)	3%	(23)	2%	(13)	2%	(12)	8%	(58)	84%	(596)	714
Age: 65+	—	(0)	1%	(5)	—	(2)	2%	(9)	4%	(18)	93%	(455)	489
GenZers: 1997-2012	13%	(34)	11%	(28)	9%	(23)	9%	(22)	12%	(32)	46%	(119)	256
Millennials: 1981-1996	11%	(69)	11%	(70)	5%	(30)	3%	(21)	8%	(54)	63%	(409)	653
GenXers: 1965-1980	3%	(15)	6%	(32)	1%	(8)	2%	(12)	9%	(51)	79%	(437)	555
Baby Boomers: 1946-1964	—	(2)	1%	(6)	1%	(7)	2%	(10)	4%	(28)	92%	(620)	673
PID: Dem (no lean)	8%	(67)	10%	(86)	3%	(30)	4%	(31)	8%	(68)	67%	(578)	860
PID: Ind (no lean)	3%	(23)	2%	(16)	2%	(12)	2%	(16)	8%	(53)	82%	(555)	674
PID: Rep (no lean)	4%	(30)	5%	(34)	4%	(26)	3%	(19)	7%	(48)	77%	(520)	676
PID/Gender: Dem Men	12%	(47)	14%	(55)	6%	(24)	6%	(22)	9%	(35)	54%	(212)	394
PID/Gender: Dem Women	4%	(20)	7%	(31)	1%	(6)	2%	(9)	7%	(33)	79%	(366)	465
PID/Gender: Ind Men	5%	(16)	3%	(11)	2%	(7)	3%	(10)	7%	(24)	80%	(277)	345
PID/Gender: Ind Women	2%	(7)	1%	(4)	2%	(5)	2%	(6)	9%	(29)	85%	(278)	329
PID/Gender: Rep Men	6%	(19)	6%	(20)	4%	(12)	3%	(11)	6%	(19)	76%	(248)	328
PID/Gender: Rep Women	3%	(11)	4%	(14)	4%	(14)	2%	(8)	8%	(29)	78%	(272)	348
Ideo: Liberal (1-3)	7%	(45)	9%	(56)	4%	(26)	5%	(30)	6%	(41)	70%	(458)	656
Ideo: Moderate (4)	5%	(38)	6%	(47)	3%	(19)	2%	(18)	10%	(77)	73%	(552)	751
Ideo: Conservative (5-7)	5%	(32)	4%	(26)	3%	(19)	2%	(15)	6%	(39)	80%	(535)	666
Educ: < College	6%	(83)	6%	(80)	3%	(48)	3%	(38)	8%	(112)	75%	(1076)	1437
Educ: Bachelors degree	5%	(25)	9%	(42)	2%	(11)	4%	(19)	8%	(40)	72%	(355)	491
Educ: Post-grad	4%	(12)	5%	(14)	3%	(9)	3%	(9)	6%	(17)	78%	(221)	282
Income: Under 50k	5%	(67)	5%	(67)	3%	(39)	2%	(28)	8%	(103)	76%	(967)	1271
Income: 50k-100k	5%	(34)	7%	(49)	3%	(21)	4%	(27)	7%	(43)	73%	(481)	656
Income: 100k+	7%	(19)	7%	(19)	3%	(7)	4%	(11)	8%	(22)	72%	(204)	283
Ethnicity: White	4%	(62)	5%	(87)	2%	(36)	3%	(47)	7%	(124)	79%	(1355)	1711

Table MCFE5_7: *Do you have a favorable or unfavorable opinion of the following?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Khaby Lame

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	5%	(120)	6%	(135)	3%	(68)	3%	(66)	8%	(169)	75%	(1653)	2210
Ethnicity: Hispanic	9%	(33)	10%	(39)	6%	(22)	4%	(16)	12%	(46)	58%	(218)	374
Ethnicity: Black	14%	(39)	12%	(35)	5%	(15)	4%	(12)	9%	(25)	55%	(156)	282
Ethnicity: Other	9%	(20)	6%	(13)	8%	(17)	3%	(6)	9%	(20)	65%	(142)	217
All Christian	4%	(42)	6%	(59)	3%	(33)	2%	(24)	8%	(78)	77%	(793)	1029
All Non-Christian	8%	(11)	9%	(11)	9%	(11)	5%	(6)	6%	(7)	63%	(82)	129
Atheist	5%	(5)	8%	(8)	2%	(2)	6%	(6)	2%	(2)	77%	(76)	99
Agnostic/Nothing in particular	6%	(33)	7%	(40)	2%	(11)	3%	(18)	11%	(62)	72%	(423)	587
Something Else	8%	(29)	5%	(17)	3%	(10)	3%	(11)	5%	(20)	76%	(279)	365
Religious Non-Protestant/Catholic	8%	(12)	7%	(11)	9%	(14)	4%	(6)	6%	(9)	66%	(101)	154
Evangelical	7%	(40)	8%	(46)	3%	(17)	2%	(12)	7%	(37)	73%	(406)	558
Non-Evangelical	3%	(27)	4%	(29)	3%	(22)	3%	(21)	7%	(58)	80%	(635)	792
Community: Urban	10%	(61)	11%	(71)	3%	(22)	2%	(15)	7%	(47)	66%	(422)	638
Community: Suburban	4%	(44)	5%	(46)	3%	(28)	3%	(29)	8%	(79)	78%	(789)	1014
Community: Rural	3%	(16)	3%	(18)	3%	(18)	4%	(22)	8%	(43)	79%	(442)	558
Employ: Private Sector	8%	(55)	10%	(64)	5%	(32)	5%	(32)	9%	(56)	63%	(415)	654
Employ: Government	3%	(4)	12%	(17)	5%	(7)	4%	(6)	10%	(13)	66%	(89)	136
Employ: Self-Employed	8%	(14)	10%	(16)	3%	(5)	3%	(5)	9%	(15)	67%	(111)	166
Employ: Homemaker	4%	(8)	1%	(2)	3%	(6)	1%	(2)	11%	(20)	80%	(152)	190
Employ: Student	17%	(11)	13%	(8)	12%	(8)	3%	(2)	9%	(6)	46%	(28)	62
Employ: Retired	—	(3)	1%	(5)	1%	(7)	2%	(9)	4%	(21)	92%	(519)	563
Employ: Unemployed	6%	(18)	5%	(15)	1%	(3)	3%	(9)	8%	(24)	77%	(231)	301
Employ: Other	6%	(8)	6%	(8)	—	(0)	1%	(2)	10%	(13)	78%	(106)	137
Military HH: Yes	2%	(7)	2%	(5)	2%	(6)	2%	(7)	8%	(22)	84%	(237)	283
Military HH: No	6%	(113)	7%	(130)	3%	(62)	3%	(59)	8%	(147)	73%	(1415)	1927
RD/WT: Right Direction	9%	(63)	11%	(76)	5%	(30)	3%	(20)	8%	(56)	63%	(421)	666
RD/WT: Wrong Track	4%	(57)	4%	(59)	2%	(37)	3%	(45)	7%	(113)	80%	(1232)	1544
Biden Job Approve	7%	(67)	9%	(88)	4%	(38)	3%	(30)	7%	(67)	70%	(681)	970
Biden Job Disapprove	4%	(50)	4%	(40)	3%	(29)	3%	(35)	8%	(86)	79%	(903)	1144

Continued on next page

Table MCFE5_7: *Do you have a favorable or unfavorable opinion of the following?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Khaby Lame

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	5%	(120)	6%	(135)	3%	(68)	3%	(66)	8%	(169)	75%	(1653)	2210
Biden Job Strongly Approve	10%	(44)	8%	(36)	4%	(16)	4%	(19)	9%	(39)	64%	(278)	433
Biden Job Somewhat Approve	4%	(23)	10%	(52)	4%	(21)	2%	(11)	5%	(28)	75%	(403)	537
Biden Job Somewhat Disapprove	6%	(21)	6%	(20)	2%	(6)	3%	(12)	9%	(32)	73%	(248)	339
Biden Job Strongly Disapprove	4%	(29)	3%	(20)	3%	(23)	3%	(24)	7%	(54)	81%	(655)	805
Favorable of Biden	7%	(67)	9%	(86)	3%	(25)	3%	(30)	7%	(70)	71%	(692)	969
Unfavorable of Biden	4%	(50)	4%	(46)	3%	(33)	3%	(33)	7%	(79)	79%	(892)	1134
Very Favorable of Biden	10%	(46)	9%	(42)	3%	(14)	3%	(16)	9%	(41)	67%	(323)	482
Somewhat Favorable of Biden	4%	(20)	9%	(44)	2%	(11)	3%	(14)	6%	(29)	76%	(369)	487
Somewhat Unfavorable of Biden	6%	(17)	6%	(18)	3%	(9)	2%	(6)	7%	(21)	76%	(228)	299
Very Unfavorable of Biden	4%	(33)	3%	(27)	3%	(25)	3%	(27)	7%	(59)	80%	(664)	835
#1 Issue: Economy	5%	(48)	7%	(64)	3%	(28)	3%	(25)	8%	(75)	74%	(673)	913
#1 Issue: Security	3%	(6)	5%	(12)	4%	(9)	3%	(8)	6%	(15)	80%	(193)	243
#1 Issue: Health Care	7%	(11)	11%	(19)	1%	(1)	3%	(6)	7%	(11)	72%	(123)	170
#1 Issue: Medicare / Social Security	2%	(6)	1%	(4)	2%	(6)	3%	(8)	5%	(13)	86%	(229)	266
#1 Issue: Women's Issues	7%	(20)	7%	(21)	4%	(12)	3%	(9)	11%	(34)	69%	(215)	311
#1 Issue: Education	18%	(11)	10%	(6)	6%	(4)	10%	(6)	11%	(6)	45%	(26)	59
#1 Issue: Energy	9%	(12)	6%	(8)	6%	(8)	2%	(3)	6%	(8)	71%	(95)	134
#1 Issue: Other	4%	(5)	2%	(2)	1%	(1)	1%	(1)	5%	(6)	87%	(100)	115
2020 Vote: Joe Biden	6%	(58)	9%	(81)	4%	(34)	4%	(35)	8%	(79)	70%	(658)	945
2020 Vote: Donald Trump	4%	(31)	4%	(32)	3%	(21)	2%	(17)	7%	(49)	80%	(589)	740
2020 Vote: Other	6%	(4)	—	(0)	4%	(3)	2%	(2)	11%	(7)	77%	(51)	67
2020 Vote: Didn't Vote	6%	(26)	5%	(22)	2%	(11)	3%	(12)	7%	(34)	77%	(354)	459
2018 House Vote: Democrat	6%	(48)	9%	(71)	3%	(23)	4%	(29)	8%	(63)	69%	(520)	755
2018 House Vote: Republican	3%	(19)	4%	(23)	3%	(16)	2%	(13)	6%	(36)	82%	(481)	589
2018 House Vote: Someone else	4%	(2)	2%	(1)	—	(0)	3%	(2)	9%	(5)	82%	(40)	50
2016 Vote: Hillary Clinton	6%	(43)	9%	(62)	4%	(25)	3%	(24)	9%	(60)	69%	(481)	695
2016 Vote: Donald Trump	4%	(26)	4%	(26)	2%	(15)	2%	(15)	6%	(37)	82%	(536)	656
2016 Vote: Other	4%	(4)	3%	(3)	—	(0)	1%	(1)	6%	(5)	85%	(73)	86
2016 Vote: Didn't Vote	6%	(46)	5%	(41)	3%	(26)	3%	(26)	9%	(66)	73%	(559)	765

Table MCFE5_7: *Do you have a favorable or unfavorable opinion of the following?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Khaby Lame

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	5%	(120)	6%	(135)	3%	(68)	3%	(66)	8%	(169)	75%	(1653)	2210
Voted in 2014: Yes	5%	(61)	6%	(73)	3%	(38)	3%	(35)	7%	(85)	76%	(935)	1227
Voted in 2014: No	6%	(59)	6%	(62)	3%	(29)	3%	(31)	9%	(84)	73%	(718)	983
4-Region: Northeast	5%	(19)	7%	(27)	2%	(10)	5%	(19)	8%	(29)	73%	(279)	383
4-Region: Midwest	4%	(19)	3%	(16)	2%	(9)	3%	(13)	8%	(34)	80%	(365)	456
4-Region: South	6%	(48)	7%	(59)	3%	(28)	3%	(26)	8%	(67)	73%	(617)	844
4-Region: West	6%	(33)	6%	(33)	4%	(21)	1%	(7)	7%	(39)	75%	(393)	527
TikTok Users	10%	(78)	11%	(84)	4%	(32)	4%	(30)	10%	(78)	62%	(491)	793
Twitch Users	18%	(39)	19%	(42)	4%	(9)	7%	(15)	8%	(18)	44%	(94)	216
2022 Sports Viewers/Attendees	6%	(93)	7%	(109)	3%	(48)	3%	(47)	8%	(118)	72%	(1062)	1475
Monthly Moviegoers	12%	(38)	19%	(62)	5%	(17)	5%	(17)	12%	(38)	46%	(148)	320
Few Times per Year + Moviegoers	9%	(80)	11%	(102)	5%	(48)	3%	(32)	10%	(91)	62%	(567)	920
Heard Smile Campaign	13%	(74)	15%	(82)	7%	(37)	4%	(24)	14%	(78)	46%	(256)	551
Heard Minion Campaign	14%	(77)	15%	(79)	6%	(34)	5%	(26)	15%	(80)	45%	(244)	540
Listens to Podcasts	8%	(92)	10%	(109)	5%	(51)	4%	(43)	10%	(110)	64%	(728)	1132
Streaming Services User	6%	(114)	7%	(128)	3%	(61)	3%	(55)	8%	(143)	72%	(1271)	1773
Netflix User	7%	(105)	8%	(118)	4%	(56)	3%	(49)	9%	(130)	69%	(1016)	1474
Disney+ User	9%	(85)	9%	(91)	5%	(46)	4%	(38)	10%	(99)	64%	(626)	984
Heterosexual or straight	5%	(102)	6%	(118)	3%	(62)	3%	(63)	7%	(139)	75%	(1486)	1971
Gay	10%	(7)	2%	(1)	1%	(1)	3%	(2)	18%	(12)	65%	(44)	68
Bisexual	7%	(6)	7%	(6)	3%	(3)	1%	(0)	15%	(13)	67%	(59)	88
Yes	10%	(7)	4%	(3)	5%	(4)	2%	(1)	11%	(8)	68%	(47)	70
No	5%	(113)	6%	(132)	3%	(64)	3%	(64)	8%	(161)	75%	(1605)	2140

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

Table MCFE5_8: *Do you have a favorable or unfavorable opinion of the following?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Jake Paul

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	5%	(117)	9%	(202)	6%	(143)	12%	(255)	14%	(312)	53%	(1180)	2210
Gender: Male	7%	(77)	12%	(133)	7%	(76)	14%	(145)	13%	(144)	46%	(492)	1068
Gender: Female	3%	(40)	6%	(69)	6%	(67)	10%	(110)	15%	(168)	60%	(688)	1142
Age: 18-34	9%	(60)	17%	(110)	12%	(77)	24%	(157)	17%	(106)	21%	(132)	642
Age: 35-44	9%	(32)	14%	(52)	9%	(35)	11%	(41)	14%	(52)	42%	(153)	365
Age: 45-64	4%	(25)	5%	(35)	3%	(23)	6%	(41)	16%	(115)	66%	(474)	714
Age: 65+	—	(0)	1%	(6)	2%	(8)	3%	(16)	8%	(38)	86%	(421)	489
GenZers: 1997-2012	9%	(22)	17%	(43)	11%	(27)	29%	(74)	20%	(52)	15%	(38)	256
Millennials: 1981-1996	10%	(64)	16%	(106)	12%	(76)	17%	(112)	14%	(93)	31%	(201)	653
GenXers: 1965-1980	5%	(25)	8%	(44)	5%	(27)	7%	(41)	18%	(97)	58%	(320)	555
Baby Boomers: 1946-1964	1%	(6)	1%	(9)	2%	(13)	4%	(28)	9%	(63)	82%	(554)	673
PID: Dem (no lean)	8%	(67)	11%	(97)	7%	(59)	13%	(110)	15%	(131)	46%	(397)	860
PID: Ind (no lean)	2%	(17)	6%	(43)	7%	(44)	14%	(94)	15%	(103)	55%	(374)	674
PID: Rep (no lean)	5%	(34)	9%	(62)	6%	(39)	8%	(52)	12%	(79)	61%	(410)	676
PID/Gender: Dem Men	11%	(44)	13%	(53)	9%	(37)	15%	(61)	14%	(57)	36%	(142)	394
PID/Gender: Dem Women	5%	(23)	9%	(44)	5%	(22)	11%	(49)	16%	(73)	55%	(254)	465
PID/Gender: Ind Men	4%	(12)	10%	(35)	7%	(23)	17%	(58)	15%	(51)	48%	(166)	345
PID/Gender: Ind Women	1%	(5)	2%	(8)	7%	(22)	11%	(36)	16%	(51)	63%	(208)	329
PID/Gender: Rep Men	7%	(21)	14%	(44)	5%	(16)	8%	(26)	11%	(36)	56%	(184)	328
PID/Gender: Rep Women	4%	(13)	5%	(17)	7%	(23)	7%	(26)	12%	(43)	65%	(226)	348
Ideo: Liberal (1-3)	6%	(38)	11%	(72)	9%	(56)	16%	(108)	12%	(76)	46%	(305)	656
Ideo: Moderate (4)	5%	(39)	11%	(82)	6%	(42)	11%	(82)	17%	(130)	50%	(377)	751
Ideo: Conservative (5-7)	5%	(33)	6%	(39)	6%	(38)	9%	(57)	10%	(69)	64%	(430)	666
Educ: < College	6%	(86)	9%	(126)	6%	(90)	11%	(161)	16%	(226)	52%	(749)	1437
Educ: Bachelors degree	3%	(15)	12%	(60)	8%	(39)	15%	(72)	12%	(59)	50%	(246)	491
Educ: Post-grad	6%	(16)	6%	(17)	5%	(14)	8%	(23)	10%	(27)	66%	(185)	282
Income: Under 50k	6%	(73)	8%	(108)	5%	(69)	10%	(133)	16%	(200)	54%	(689)	1271
Income: 50k-100k	4%	(26)	10%	(63)	8%	(52)	15%	(95)	13%	(84)	51%	(335)	656
Income: 100k+	7%	(18)	11%	(31)	8%	(23)	10%	(27)	10%	(28)	55%	(156)	283
Ethnicity: White	4%	(63)	8%	(139)	6%	(105)	11%	(187)	13%	(218)	58%	(999)	1711

Continued on next page

Table MCFE5_8: *Do you have a favorable or unfavorable opinion of the following?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Jake Paul

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	5%	(117)	9%	(202)	6%	(143)	12%	(255)	14%	(312)	53%	(1180)	2210
Ethnicity: Hispanic	7%	(26)	17%	(62)	6%	(24)	16%	(59)	22%	(81)	32%	(121)	374
Ethnicity: Black	15%	(41)	14%	(39)	9%	(26)	12%	(34)	16%	(46)	34%	(96)	282
Ethnicity: Other	6%	(13)	11%	(25)	5%	(12)	16%	(35)	22%	(47)	39%	(85)	217
All Christian	5%	(51)	9%	(90)	5%	(54)	9%	(92)	13%	(132)	59%	(610)	1029
All Non-Christian	5%	(6)	9%	(12)	10%	(13)	9%	(12)	12%	(15)	55%	(71)	129
Atheist	2%	(2)	10%	(10)	6%	(6)	32%	(31)	5%	(5)	45%	(45)	99
Agnostic/Nothing in particular	5%	(28)	9%	(55)	8%	(48)	14%	(82)	18%	(106)	46%	(268)	587
Something Else	8%	(31)	10%	(36)	6%	(21)	10%	(38)	14%	(53)	51%	(187)	365
Religious Non-Protestant/Catholic	6%	(9)	9%	(14)	11%	(17)	9%	(15)	10%	(15)	55%	(84)	154
Evangelical	8%	(47)	8%	(46)	6%	(35)	8%	(43)	13%	(73)	56%	(314)	558
Non-Evangelical	4%	(30)	9%	(75)	4%	(35)	10%	(83)	14%	(111)	58%	(457)	792
Community: Urban	9%	(57)	15%	(94)	6%	(41)	12%	(74)	14%	(88)	44%	(283)	638
Community: Suburban	3%	(34)	7%	(69)	8%	(77)	13%	(130)	15%	(148)	55%	(556)	1014
Community: Rural	5%	(26)	7%	(39)	4%	(25)	9%	(51)	14%	(77)	61%	(341)	558
Employ: Private Sector	8%	(55)	15%	(95)	10%	(64)	15%	(99)	14%	(95)	38%	(246)	654
Employ: Government	6%	(8)	18%	(25)	7%	(9)	11%	(15)	16%	(22)	42%	(57)	136
Employ: Self-Employed	6%	(9)	12%	(20)	8%	(14)	15%	(26)	11%	(18)	48%	(79)	166
Employ: Homemaker	4%	(8)	7%	(13)	10%	(18)	11%	(21)	17%	(32)	52%	(98)	190
Employ: Student	11%	(7)	15%	(9)	13%	(8)	26%	(16)	20%	(12)	16%	(10)	62
Employ: Retired	1%	(3)	1%	(7)	2%	(10)	4%	(21)	10%	(56)	83%	(464)	563
Employ: Unemployed	6%	(19)	8%	(23)	5%	(14)	13%	(39)	18%	(54)	50%	(152)	301
Employ: Other	6%	(8)	7%	(10)	4%	(5)	14%	(19)	16%	(22)	54%	(73)	137
Military HH: Yes	2%	(7)	7%	(20)	3%	(8)	12%	(33)	10%	(27)	66%	(188)	283
Military HH: No	6%	(111)	9%	(182)	7%	(135)	12%	(222)	15%	(285)	52%	(992)	1927
RD/WT: Right Direction	10%	(65)	12%	(77)	6%	(40)	11%	(75)	14%	(93)	48%	(317)	666
RD/WT: Wrong Track	3%	(53)	8%	(125)	7%	(103)	12%	(180)	14%	(219)	56%	(863)	1544
Biden Job Approve	7%	(70)	9%	(87)	7%	(65)	14%	(134)	14%	(132)	50%	(481)	970
Biden Job Disapprove	4%	(46)	9%	(105)	7%	(77)	10%	(110)	14%	(157)	57%	(649)	1144

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Table MCFE5_8: *Do you have a favorable or unfavorable opinion of the following?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Jake Paul

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	5%	(117)	9%	(202)	6%	(143)	12%	(255)	14%	(312)	53%	(1180)	2210
Biden Job Strongly Approve	12%	(52)	10%	(43)	5%	(21)	9%	(38)	12%	(52)	52%	(226)	433
Biden Job Somewhat Approve	3%	(18)	8%	(44)	8%	(43)	18%	(95)	15%	(80)	48%	(255)	537
Biden Job Somewhat Disapprove	4%	(12)	12%	(40)	10%	(35)	11%	(36)	17%	(58)	46%	(157)	339
Biden Job Strongly Disapprove	4%	(34)	8%	(64)	5%	(42)	9%	(74)	12%	(99)	61%	(492)	805
Favorable of Biden	8%	(73)	9%	(90)	6%	(60)	13%	(126)	13%	(130)	51%	(490)	969
Unfavorable of Biden	4%	(43)	9%	(104)	7%	(74)	10%	(117)	13%	(150)	57%	(645)	1134
Very Favorable of Biden	11%	(54)	10%	(46)	3%	(17)	9%	(43)	13%	(62)	54%	(261)	482
Somewhat Favorable of Biden	4%	(20)	9%	(44)	9%	(43)	17%	(83)	14%	(68)	47%	(229)	487
Somewhat Unfavorable of Biden	3%	(10)	11%	(33)	10%	(31)	13%	(39)	16%	(46)	47%	(139)	299
Very Unfavorable of Biden	4%	(33)	8%	(71)	5%	(43)	9%	(78)	12%	(104)	61%	(506)	835
#1 Issue: Economy	5%	(49)	12%	(109)	8%	(70)	11%	(105)	16%	(147)	47%	(433)	913
#1 Issue: Security	6%	(15)	7%	(17)	2%	(6)	7%	(16)	13%	(31)	65%	(157)	243
#1 Issue: Health Care	7%	(12)	6%	(10)	9%	(15)	13%	(22)	14%	(24)	52%	(88)	170
#1 Issue: Medicare / Social Security	3%	(7)	5%	(12)	3%	(7)	4%	(11)	10%	(27)	76%	(201)	266
#1 Issue: Women's Issues	6%	(20)	9%	(27)	7%	(22)	23%	(72)	12%	(38)	43%	(133)	311
#1 Issue: Education	5%	(3)	11%	(6)	14%	(8)	13%	(8)	19%	(11)	39%	(23)	59
#1 Issue: Energy	6%	(8)	14%	(18)	7%	(10)	13%	(17)	14%	(19)	46%	(62)	134
#1 Issue: Other	3%	(3)	2%	(2)	5%	(5)	4%	(5)	13%	(15)	74%	(85)	115
2020 Vote: Joe Biden	6%	(57)	10%	(96)	7%	(63)	15%	(139)	14%	(131)	48%	(458)	945
2020 Vote: Donald Trump	5%	(34)	9%	(69)	6%	(47)	7%	(52)	11%	(83)	62%	(455)	740
2020 Vote: Other	1%	(1)	5%	(3)	9%	(6)	14%	(9)	24%	(16)	47%	(32)	67
2020 Vote: Didn't Vote	6%	(25)	7%	(34)	6%	(27)	12%	(56)	18%	(82)	51%	(236)	459
2018 House Vote: Democrat	6%	(48)	10%	(79)	7%	(49)	13%	(96)	13%	(101)	51%	(382)	755
2018 House Vote: Republican	5%	(29)	7%	(39)	5%	(32)	7%	(40)	11%	(67)	65%	(382)	589
2018 House Vote: Someone else	5%	(3)	10%	(5)	6%	(3)	6%	(3)	13%	(6)	60%	(30)	50
2016 Vote: Hillary Clinton	5%	(38)	10%	(66)	7%	(47)	12%	(84)	14%	(97)	52%	(363)	695
2016 Vote: Donald Trump	6%	(37)	8%	(52)	5%	(33)	7%	(44)	11%	(70)	64%	(420)	656
2016 Vote: Other	3%	(3)	3%	(3)	4%	(3)	19%	(16)	15%	(13)	56%	(48)	86
2016 Vote: Didn't Vote	5%	(39)	10%	(79)	8%	(60)	15%	(111)	17%	(130)	45%	(346)	765

Table MCFE5_8: *Do you have a favorable or unfavorable opinion of the following?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Jake Paul

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	5%	(117)	9%	(202)	6%	(143)	12%	(255)	14%	(312)	53%	(1180)	2210
Voted in 2014: Yes	6%	(69)	8%	(103)	5%	(63)	9%	(106)	11%	(139)	61%	(745)	1227
Voted in 2014: No	5%	(48)	10%	(99)	8%	(80)	15%	(149)	18%	(173)	44%	(435)	983
4-Region: Northeast	5%	(19)	10%	(37)	7%	(27)	13%	(49)	15%	(56)	51%	(195)	383
4-Region: Midwest	4%	(20)	7%	(31)	8%	(36)	12%	(56)	13%	(58)	56%	(256)	456
4-Region: South	6%	(50)	9%	(73)	7%	(56)	10%	(87)	13%	(110)	55%	(467)	844
4-Region: West	5%	(29)	12%	(61)	5%	(24)	12%	(63)	17%	(88)	50%	(262)	527
TikTok Users	9%	(72)	14%	(112)	10%	(81)	15%	(117)	16%	(127)	36%	(284)	793
Twitch Users	14%	(30)	21%	(45)	13%	(28)	24%	(52)	15%	(33)	13%	(27)	216
2022 Sports Viewers/Attendees	6%	(94)	11%	(166)	7%	(107)	12%	(177)	13%	(196)	50%	(735)	1475
Monthly Moviegoers	13%	(41)	20%	(64)	11%	(34)	12%	(37)	15%	(49)	29%	(94)	320
Few Times per Year + Moviegoers	9%	(79)	15%	(136)	10%	(91)	14%	(130)	14%	(131)	38%	(353)	920
Heard Smile Campaign	13%	(73)	19%	(103)	10%	(55)	16%	(87)	18%	(99)	24%	(133)	551
Heard Minion Campaign	12%	(66)	19%	(102)	11%	(61)	17%	(91)	17%	(94)	23%	(126)	540
Listens to Podcasts	8%	(92)	14%	(156)	9%	(104)	14%	(161)	14%	(159)	41%	(460)	1132
Streaming Services User	6%	(109)	10%	(185)	8%	(135)	13%	(235)	15%	(263)	48%	(846)	1773
Netflix User	7%	(102)	12%	(172)	8%	(115)	14%	(201)	15%	(228)	45%	(657)	1474
Disney+ User	8%	(81)	14%	(133)	9%	(87)	15%	(150)	16%	(158)	38%	(375)	984
Heterosexual or straight	5%	(106)	9%	(187)	6%	(123)	10%	(203)	14%	(266)	55%	(1085)	1971
Gay	2%	(1)	8%	(5)	5%	(3)	18%	(12)	24%	(16)	43%	(29)	68
Bisexual	4%	(4)	5%	(5)	14%	(12)	26%	(23)	20%	(18)	31%	(27)	88
Yes	5%	(4)	7%	(5)	8%	(6)	22%	(16)	28%	(20)	29%	(20)	70
No	5%	(114)	9%	(197)	6%	(137)	11%	(240)	14%	(292)	54%	(1160)	2140

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

Table MCFE5_9: *Do you have a favorable or unfavorable opinion of the following?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Logan Paul

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	6%	(141)	10%	(219)	7%	(150)	11%	(254)	15%	(324)	51%	(1122)	2210
Gender: Male	9%	(91)	13%	(138)	7%	(76)	13%	(138)	15%	(163)	43%	(462)	1068
Gender: Female	4%	(50)	7%	(82)	6%	(74)	10%	(116)	14%	(161)	58%	(660)	1142
Age: 18-34	14%	(90)	16%	(105)	13%	(86)	21%	(133)	17%	(107)	19%	(120)	642
Age: 35-44	7%	(24)	16%	(59)	8%	(28)	16%	(60)	14%	(50)	39%	(144)	365
Age: 45-64	4%	(25)	6%	(43)	5%	(33)	6%	(45)	16%	(116)	63%	(452)	714
Age: 65+	—	(2)	3%	(12)	—	(2)	3%	(16)	10%	(51)	83%	(405)	489
GenZers: 1997-2012	16%	(41)	17%	(45)	13%	(34)	22%	(57)	18%	(47)	13%	(33)	256
Millennials: 1981-1996	10%	(66)	17%	(113)	12%	(76)	17%	(112)	15%	(96)	29%	(189)	653
GenXers: 1965-1980	5%	(26)	7%	(40)	4%	(24)	11%	(62)	17%	(92)	56%	(311)	555
Baby Boomers: 1946-1964	1%	(6)	3%	(22)	2%	(15)	3%	(22)	13%	(85)	78%	(523)	673
PID: Dem (no lean)	8%	(69)	13%	(108)	8%	(69)	13%	(116)	14%	(121)	44%	(375)	860
PID: Ind (no lean)	3%	(23)	7%	(47)	7%	(44)	13%	(90)	17%	(116)	52%	(354)	674
PID: Rep (no lean)	7%	(48)	10%	(65)	5%	(36)	7%	(48)	13%	(87)	58%	(392)	676
PID/Gender: Dem Men	11%	(43)	16%	(64)	8%	(31)	16%	(63)	15%	(61)	34%	(133)	394
PID/Gender: Dem Women	6%	(26)	9%	(44)	8%	(38)	11%	(53)	13%	(61)	52%	(243)	465
PID/Gender: Ind Men	5%	(16)	10%	(36)	7%	(26)	15%	(52)	17%	(60)	45%	(156)	345
PID/Gender: Ind Women	2%	(7)	3%	(11)	6%	(19)	12%	(38)	17%	(57)	60%	(198)	329
PID/Gender: Rep Men	10%	(32)	11%	(38)	6%	(19)	7%	(23)	13%	(43)	53%	(174)	328
PID/Gender: Rep Women	5%	(16)	8%	(27)	5%	(17)	7%	(25)	13%	(44)	63%	(219)	348
Ideo: Liberal (1-3)	8%	(54)	10%	(66)	9%	(60)	17%	(109)	12%	(77)	44%	(290)	656
Ideo: Moderate (4)	5%	(40)	11%	(84)	7%	(50)	11%	(80)	20%	(150)	46%	(348)	751
Ideo: Conservative (5-7)	6%	(38)	8%	(55)	5%	(33)	8%	(53)	10%	(68)	63%	(418)	666
Educ: < College	7%	(100)	10%	(146)	7%	(94)	10%	(146)	16%	(230)	50%	(721)	1437
Educ: Bachelors degree	5%	(26)	10%	(48)	7%	(36)	18%	(86)	14%	(67)	47%	(228)	491
Educ: Post-grad	5%	(14)	9%	(26)	7%	(21)	8%	(22)	10%	(27)	61%	(173)	282
Income: Under 50k	7%	(83)	10%	(129)	6%	(72)	10%	(131)	17%	(217)	50%	(639)	1271
Income: 50k-100k	6%	(38)	9%	(56)	9%	(61)	14%	(90)	12%	(78)	51%	(334)	656
Income: 100k+	7%	(19)	12%	(35)	6%	(17)	12%	(33)	11%	(30)	53%	(149)	283
Ethnicity: White	5%	(90)	8%	(144)	6%	(104)	11%	(184)	14%	(242)	55%	(947)	1711

Table MCFE5_9: *Do you have a favorable or unfavorable opinion of the following?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Logan Paul

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	6%	(141)	10%	(219)	7%	(150)	11%	(254)	15%	(324)	51%	(1122)	2210
Ethnicity: Hispanic	10%	(37)	14%	(53)	11%	(41)	15%	(58)	19%	(70)	31%	(116)	374
Ethnicity: Black	13%	(37)	18%	(50)	10%	(29)	11%	(32)	13%	(36)	35%	(98)	282
Ethnicity: Other	7%	(14)	12%	(26)	8%	(16)	17%	(38)	21%	(46)	35%	(76)	217
All Christian	6%	(62)	10%	(103)	7%	(67)	7%	(75)	14%	(141)	56%	(580)	1029
All Non-Christian	9%	(12)	6%	(8)	9%	(12)	13%	(17)	11%	(15)	50%	(65)	129
Atheist	3%	(3)	6%	(6)	6%	(6)	38%	(38)	6%	(6)	41%	(41)	99
Agnostic/Nothing in particular	6%	(33)	10%	(59)	7%	(39)	15%	(90)	19%	(109)	44%	(258)	587
Something Else	9%	(32)	12%	(44)	7%	(26)	9%	(33)	15%	(53)	49%	(177)	365
Religious Non-Protestant/Catholic	9%	(13)	7%	(10)	11%	(17)	13%	(20)	13%	(19)	48%	(73)	154
Evangelical	9%	(53)	13%	(72)	5%	(30)	6%	(36)	13%	(73)	53%	(294)	558
Non-Evangelical	5%	(36)	9%	(70)	7%	(57)	9%	(68)	15%	(115)	56%	(445)	792
Community: Urban	10%	(62)	15%	(98)	7%	(43)	12%	(78)	13%	(84)	43%	(272)	638
Community: Suburban	6%	(58)	8%	(80)	8%	(78)	12%	(117)	16%	(166)	51%	(515)	1014
Community: Rural	4%	(21)	7%	(42)	5%	(28)	11%	(59)	13%	(74)	60%	(335)	558
Employ: Private Sector	9%	(61)	14%	(94)	10%	(67)	15%	(99)	14%	(93)	37%	(240)	654
Employ: Government	9%	(12)	16%	(21)	4%	(6)	15%	(20)	14%	(20)	42%	(58)	136
Employ: Self-Employed	8%	(13)	17%	(28)	10%	(16)	10%	(17)	12%	(19)	43%	(72)	166
Employ: Homemaker	4%	(7)	9%	(17)	7%	(14)	11%	(22)	17%	(32)	52%	(99)	190
Employ: Student	10%	(6)	20%	(12)	14%	(9)	22%	(14)	19%	(12)	15%	(9)	62
Employ: Retired	1%	(5)	3%	(19)	1%	(7)	4%	(25)	11%	(64)	79%	(443)	563
Employ: Unemployed	8%	(25)	6%	(20)	8%	(23)	14%	(43)	18%	(55)	45%	(137)	301
Employ: Other	9%	(12)	6%	(9)	6%	(9)	10%	(14)	21%	(29)	47%	(64)	137
Military HH: Yes	3%	(9)	6%	(18)	5%	(14)	10%	(29)	11%	(31)	65%	(183)	283
Military HH: No	7%	(132)	10%	(202)	7%	(136)	12%	(225)	15%	(293)	49%	(938)	1927
RD/WT: Right Direction	9%	(59)	12%	(82)	7%	(49)	12%	(78)	17%	(113)	43%	(284)	666
RD/WT: Wrong Track	5%	(82)	9%	(138)	7%	(101)	11%	(176)	14%	(211)	54%	(837)	1544
Biden Job Approve	7%	(68)	11%	(107)	8%	(77)	14%	(135)	14%	(133)	46%	(450)	970
Biden Job Disapprove	6%	(71)	9%	(103)	6%	(69)	10%	(109)	14%	(164)	55%	(628)	1144

Table MCFE5_9: *Do you have a favorable or unfavorable opinion of the following?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Logan Paul

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	6%	(141)	10%	(219)	7%	(150)	11%	(254)	15%	(324)	51%	(1122)	2210
Biden Job Strongly Approve	12%	(52)	11%	(46)	5%	(24)	10%	(43)	13%	(54)	49%	(213)	433
Biden Job Somewhat Approve	3%	(16)	11%	(61)	10%	(53)	17%	(92)	15%	(79)	44%	(237)	537
Biden Job Somewhat Disapprove	8%	(28)	11%	(39)	8%	(26)	9%	(32)	16%	(54)	47%	(161)	339
Biden Job Strongly Disapprove	5%	(43)	8%	(64)	5%	(43)	10%	(77)	14%	(110)	58%	(467)	805
Favorable of Biden	8%	(75)	11%	(111)	6%	(62)	13%	(128)	14%	(133)	48%	(460)	969
Unfavorable of Biden	6%	(63)	9%	(101)	7%	(78)	10%	(114)	14%	(164)	54%	(614)	1134
Very Favorable of Biden	11%	(51)	11%	(54)	5%	(22)	11%	(51)	13%	(63)	50%	(241)	482
Somewhat Favorable of Biden	5%	(24)	12%	(57)	8%	(40)	16%	(77)	14%	(70)	45%	(219)	487
Somewhat Unfavorable of Biden	5%	(14)	12%	(34)	11%	(33)	11%	(33)	16%	(49)	45%	(135)	299
Very Unfavorable of Biden	6%	(49)	8%	(66)	5%	(46)	10%	(81)	14%	(115)	57%	(478)	835
#1 Issue: Economy	6%	(59)	12%	(108)	8%	(72)	11%	(99)	15%	(141)	47%	(433)	913
#1 Issue: Security	7%	(17)	5%	(11)	7%	(16)	7%	(18)	10%	(24)	64%	(156)	243
#1 Issue: Health Care	7%	(12)	11%	(19)	6%	(10)	15%	(26)	15%	(26)	45%	(77)	170
#1 Issue: Medicare / Social Security	4%	(11)	6%	(15)	3%	(7)	6%	(16)	13%	(35)	68%	(182)	266
#1 Issue: Women's Issues	7%	(22)	10%	(30)	8%	(26)	20%	(64)	18%	(55)	37%	(115)	311
#1 Issue: Education	13%	(8)	15%	(9)	11%	(7)	11%	(7)	18%	(11)	31%	(18)	59
#1 Issue: Energy	7%	(9)	17%	(23)	4%	(5)	15%	(20)	14%	(19)	44%	(58)	134
#1 Issue: Other	3%	(3)	4%	(4)	6%	(7)	4%	(5)	11%	(13)	72%	(83)	115
2020 Vote: Joe Biden	6%	(60)	11%	(105)	8%	(74)	15%	(139)	14%	(132)	46%	(434)	945
2020 Vote: Donald Trump	7%	(52)	10%	(71)	5%	(37)	7%	(54)	13%	(98)	58%	(427)	740
2020 Vote: Other	5%	(3)	3%	(2)	7%	(5)	16%	(10)	22%	(14)	49%	(33)	67
2020 Vote: Didn't Vote	6%	(26)	9%	(41)	7%	(34)	11%	(50)	18%	(80)	50%	(227)	459
2018 House Vote: Democrat	7%	(55)	12%	(89)	8%	(57)	14%	(102)	12%	(94)	47%	(358)	755
2018 House Vote: Republican	6%	(33)	7%	(40)	5%	(27)	8%	(44)	13%	(74)	63%	(370)	589
2018 House Vote: Someone else	5%	(3)	9%	(4)	3%	(1)	9%	(4)	18%	(9)	56%	(28)	50
2016 Vote: Hillary Clinton	6%	(38)	11%	(75)	7%	(51)	14%	(96)	13%	(90)	49%	(344)	695
2016 Vote: Donald Trump	7%	(43)	9%	(57)	5%	(33)	6%	(37)	13%	(86)	61%	(401)	656
2016 Vote: Other	4%	(3)	5%	(4)	2%	(1)	20%	(17)	17%	(14)	52%	(45)	86
2016 Vote: Didn't Vote	7%	(56)	11%	(82)	8%	(63)	13%	(101)	17%	(133)	43%	(329)	765

Continued on next page

Table MCFE5_9: *Do you have a favorable or unfavorable opinion of the following?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Logan Paul

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	6%	(141)	10%	(219)	7%	(150)	11%	(254)	15%	(324)	51%	(1122)	2210
Voted in 2014: Yes	6%	(75)	9%	(115)	5%	(66)	9%	(110)	12%	(149)	58%	(710)	1227
Voted in 2014: No	7%	(66)	11%	(104)	9%	(84)	15%	(144)	18%	(175)	42%	(411)	983
4-Region: Northeast	5%	(19)	12%	(46)	7%	(29)	13%	(50)	13%	(51)	49%	(187)	383
4-Region: Midwest	5%	(22)	8%	(37)	5%	(25)	13%	(61)	15%	(70)	53%	(242)	456
4-Region: South	8%	(66)	11%	(91)	7%	(58)	9%	(78)	13%	(113)	52%	(438)	844
4-Region: West	6%	(34)	9%	(45)	7%	(38)	12%	(65)	17%	(90)	48%	(255)	527
TikTok Users	11%	(89)	15%	(120)	10%	(82)	13%	(107)	16%	(124)	34%	(271)	793
Twitch Users	21%	(45)	19%	(42)	16%	(34)	16%	(35)	16%	(34)	11%	(25)	216
2022 Sports Viewers/Attendees	7%	(108)	12%	(177)	7%	(103)	12%	(177)	14%	(206)	48%	(704)	1475
Monthly Moviegoers	15%	(48)	22%	(70)	10%	(33)	13%	(43)	13%	(43)	26%	(84)	320
Few Times per Year + Moviegoers	10%	(92)	15%	(139)	10%	(89)	15%	(134)	15%	(135)	36%	(331)	920
Heard Smile Campaign	16%	(87)	19%	(107)	10%	(55)	15%	(84)	17%	(91)	23%	(126)	551
Heard Minion Campaign	16%	(87)	20%	(110)	10%	(56)	14%	(78)	16%	(87)	23%	(123)	540
Listens to Podcasts	10%	(112)	14%	(160)	10%	(114)	14%	(155)	15%	(166)	38%	(425)	1132
Streaming Services User	8%	(136)	11%	(201)	8%	(139)	13%	(228)	15%	(266)	45%	(802)	1773
Netflix User	9%	(126)	12%	(178)	8%	(123)	14%	(201)	16%	(230)	42%	(615)	1474
Disney+ User	10%	(102)	14%	(140)	9%	(87)	15%	(144)	16%	(161)	35%	(349)	984
Heterosexual or straight	6%	(126)	10%	(200)	7%	(138)	10%	(190)	14%	(279)	53%	(1038)	1971
Gay	7%	(5)	5%	(3)	2%	(2)	25%	(17)	19%	(13)	42%	(29)	68
Bisexual	8%	(7)	12%	(10)	6%	(5)	26%	(23)	22%	(20)	27%	(23)	88
Yes	8%	(5)	7%	(5)	13%	(9)	21%	(15)	21%	(15)	31%	(22)	70
No	6%	(136)	10%	(215)	7%	(141)	11%	(239)	14%	(310)	51%	(1100)	2140

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

Table MCFE5_10: *Do you have a favorable or unfavorable opinion of the following?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Josh Richards

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	4%	(84)	6%	(124)	3%	(65)	3%	(64)	8%	(185)	76%	(1687)	2210
Gender: Male	4%	(47)	7%	(76)	3%	(37)	3%	(36)	7%	(76)	74%	(795)	1068
Gender: Female	3%	(38)	4%	(48)	2%	(28)	2%	(28)	10%	(109)	78%	(892)	1142
Age: 18-34	7%	(45)	9%	(56)	6%	(42)	6%	(40)	12%	(77)	60%	(382)	642
Age: 35-44	5%	(20)	10%	(37)	4%	(13)	2%	(7)	6%	(21)	73%	(268)	365
Age: 45-64	3%	(19)	3%	(25)	1%	(10)	1%	(10)	10%	(69)	81%	(580)	714
Age: 65+	—	(1)	1%	(7)	—	(0)	1%	(7)	4%	(18)	93%	(457)	489
GenZers: 1997-2012	6%	(15)	7%	(18)	8%	(19)	10%	(25)	16%	(40)	54%	(138)	256
Millennials: 1981-1996	7%	(47)	9%	(62)	5%	(35)	3%	(21)	8%	(50)	67%	(439)	653
GenXers: 1965-1980	3%	(18)	6%	(35)	2%	(9)	2%	(9)	10%	(57)	77%	(428)	555
Baby Boomers: 1946-1964	1%	(5)	1%	(9)	—	(2)	1%	(9)	5%	(35)	91%	(613)	673
PID: Dem (no lean)	6%	(55)	8%	(68)	4%	(31)	4%	(32)	9%	(74)	70%	(599)	860
PID: Ind (no lean)	1%	(8)	3%	(18)	2%	(13)	2%	(14)	9%	(63)	83%	(559)	674
PID: Rep (no lean)	3%	(21)	6%	(39)	3%	(21)	3%	(18)	7%	(49)	78%	(529)	676
PID/Gender: Dem Men	8%	(31)	11%	(43)	4%	(18)	4%	(16)	7%	(29)	65%	(257)	394
PID/Gender: Dem Women	5%	(24)	5%	(25)	3%	(14)	3%	(16)	10%	(45)	74%	(342)	465
PID/Gender: Ind Men	2%	(6)	3%	(11)	2%	(6)	3%	(9)	8%	(28)	83%	(285)	345
PID/Gender: Ind Women	1%	(3)	2%	(7)	2%	(6)	2%	(5)	11%	(35)	83%	(273)	329
PID/Gender: Rep Men	3%	(10)	7%	(23)	4%	(13)	3%	(11)	6%	(19)	77%	(253)	328
PID/Gender: Rep Women	3%	(11)	5%	(16)	2%	(8)	2%	(7)	9%	(30)	79%	(276)	348
Ideo: Liberal (1-3)	5%	(32)	7%	(45)	4%	(27)	4%	(27)	7%	(47)	73%	(479)	656
Ideo: Moderate (4)	3%	(25)	6%	(49)	3%	(22)	2%	(17)	11%	(82)	74%	(556)	751
Ideo: Conservative (5-7)	4%	(26)	4%	(27)	2%	(16)	3%	(17)	7%	(44)	81%	(537)	666
Educ: < College	4%	(56)	5%	(74)	3%	(43)	3%	(43)	9%	(133)	76%	(1089)	1437
Educ: Bachelors degree	4%	(20)	8%	(37)	3%	(16)	2%	(11)	7%	(34)	76%	(373)	491
Educ: Post-grad	3%	(9)	5%	(13)	2%	(7)	4%	(10)	6%	(18)	80%	(225)	282
Income: Under 50k	3%	(42)	5%	(60)	2%	(31)	2%	(26)	10%	(123)	78%	(990)	1271
Income: 50k-100k	5%	(30)	6%	(40)	4%	(28)	5%	(31)	7%	(43)	74%	(484)	656
Income: 100k+	4%	(12)	9%	(25)	2%	(6)	2%	(7)	7%	(19)	75%	(213)	283
Ethnicity: White	3%	(52)	5%	(87)	2%	(36)	2%	(39)	8%	(136)	80%	(1361)	1711

Table MCFE5_10: *Do you have a favorable or unfavorable opinion of the following?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Josh Richards

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	4%	(84)	6%	(124)	3%	(65)	3%	(64)	8%	(185)	76%	(1687)	2210
Ethnicity: Hispanic	6%	(22)	8%	(30)	4%	(15)	7%	(27)	12%	(46)	63%	(234)	374
Ethnicity: Black	8%	(23)	10%	(29)	6%	(17)	5%	(14)	9%	(26)	62%	(174)	282
Ethnicity: Other	4%	(9)	4%	(9)	5%	(12)	5%	(12)	11%	(24)	70%	(152)	217
All Christian	3%	(33)	6%	(62)	3%	(27)	3%	(29)	8%	(79)	78%	(799)	1029
All Non-Christian	8%	(10)	6%	(8)	3%	(4)	4%	(6)	7%	(9)	72%	(93)	129
Atheist	2%	(2)	5%	(5)	4%	(4)	8%	(8)	4%	(4)	76%	(76)	99
Agnostic/Nothing in particular	4%	(23)	4%	(25)	3%	(18)	2%	(12)	11%	(67)	75%	(443)	587
Something Else	4%	(16)	7%	(25)	3%	(12)	3%	(9)	7%	(27)	76%	(276)	365
Religious Non-Protestant/Catholic	8%	(13)	5%	(8)	4%	(6)	4%	(6)	6%	(9)	74%	(113)	154
Evangelical	5%	(28)	9%	(48)	3%	(17)	3%	(16)	8%	(43)	73%	(405)	558
Non-Evangelical	2%	(17)	5%	(37)	2%	(19)	3%	(21)	8%	(60)	81%	(639)	792
Community: Urban	6%	(41)	9%	(60)	4%	(26)	1%	(9)	8%	(52)	71%	(450)	638
Community: Suburban	3%	(27)	5%	(46)	3%	(27)	4%	(36)	8%	(86)	78%	(793)	1014
Community: Rural	3%	(17)	3%	(19)	2%	(13)	3%	(19)	9%	(47)	79%	(444)	558
Employ: Private Sector	6%	(38)	8%	(55)	6%	(36)	4%	(27)	9%	(57)	67%	(441)	654
Employ: Government	4%	(6)	15%	(21)	4%	(6)	3%	(4)	8%	(10)	65%	(89)	136
Employ: Self-Employed	5%	(9)	9%	(15)	4%	(7)	4%	(6)	7%	(12)	70%	(117)	166
Employ: Homemaker	3%	(6)	3%	(6)	2%	(4)	2%	(4)	12%	(22)	78%	(148)	190
Employ: Student	5%	(3)	5%	(3)	5%	(3)	12%	(8)	11%	(7)	61%	(38)	62
Employ: Retired	—	(2)	2%	(8)	—	(2)	1%	(8)	5%	(29)	91%	(513)	563
Employ: Unemployed	6%	(17)	3%	(10)	2%	(6)	2%	(6)	12%	(36)	75%	(226)	301
Employ: Other	2%	(3)	5%	(7)	1%	(2)	—	(0)	8%	(10)	84%	(115)	137
Military HH: Yes	1%	(3)	2%	(6)	2%	(4)	4%	(11)	9%	(26)	82%	(233)	283
Military HH: No	4%	(81)	6%	(118)	3%	(61)	3%	(53)	8%	(159)	75%	(1454)	1927
RD/WT: Right Direction	8%	(54)	10%	(67)	4%	(25)	5%	(31)	9%	(58)	65%	(431)	666
RD/WT: Wrong Track	2%	(30)	4%	(57)	3%	(40)	2%	(33)	8%	(127)	81%	(1256)	1544
Biden Job Approve	6%	(54)	8%	(73)	3%	(33)	4%	(36)	8%	(79)	71%	(693)	970
Biden Job Disapprove	3%	(29)	4%	(48)	3%	(31)	2%	(27)	8%	(92)	80%	(917)	1144

Table MCFE5_10: *Do you have a favorable or unfavorable opinion of the following?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Josh Richards

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	4%	(84)	6%	(124)	3%	(65)	3%	(64)	8%	(185)	76%	(1687)	2210
Biden Job Strongly Approve	10%	(45)	9%	(39)	3%	(11)	5%	(20)	9%	(39)	64%	(279)	433
Biden Job Somewhat Approve	2%	(9)	6%	(34)	4%	(22)	3%	(17)	8%	(41)	77%	(415)	537
Biden Job Somewhat Disapprove	3%	(10)	6%	(20)	3%	(11)	3%	(10)	11%	(36)	74%	(252)	339
Biden Job Strongly Disapprove	2%	(19)	3%	(28)	2%	(20)	2%	(17)	7%	(57)	83%	(665)	805
Favorable of Biden	6%	(57)	7%	(68)	3%	(30)	3%	(28)	8%	(78)	73%	(708)	969
Unfavorable of Biden	2%	(27)	5%	(53)	3%	(32)	3%	(29)	8%	(88)	80%	(904)	1134
Very Favorable of Biden	8%	(39)	9%	(42)	3%	(15)	4%	(18)	8%	(37)	69%	(331)	482
Somewhat Favorable of Biden	4%	(18)	5%	(26)	3%	(16)	2%	(10)	8%	(41)	77%	(377)	487
Somewhat Unfavorable of Biden	2%	(6)	6%	(17)	2%	(6)	3%	(10)	9%	(26)	79%	(235)	299
Very Unfavorable of Biden	3%	(22)	4%	(37)	3%	(26)	2%	(19)	7%	(62)	80%	(669)	835
#1 Issue: Economy	3%	(28)	7%	(63)	3%	(24)	2%	(21)	8%	(74)	77%	(703)	913
#1 Issue: Security	4%	(9)	3%	(8)	2%	(5)	5%	(12)	8%	(18)	78%	(190)	243
#1 Issue: Health Care	7%	(11)	9%	(16)	2%	(4)	—	(0)	10%	(17)	72%	(122)	170
#1 Issue: Medicare / Social Security	4%	(10)	2%	(5)	3%	(7)	3%	(7)	5%	(14)	84%	(223)	266
#1 Issue: Women's Issues	5%	(15)	5%	(16)	3%	(11)	4%	(12)	13%	(42)	69%	(215)	311
#1 Issue: Education	7%	(4)	9%	(5)	10%	(6)	10%	(6)	8%	(5)	56%	(33)	59
#1 Issue: Energy	4%	(5)	7%	(9)	6%	(8)	3%	(4)	7%	(10)	73%	(97)	134
#1 Issue: Other	3%	(3)	1%	(1)	—	(0)	1%	(1)	5%	(6)	90%	(103)	115
2020 Vote: Joe Biden	5%	(49)	7%	(66)	3%	(32)	4%	(38)	8%	(76)	72%	(684)	945
2020 Vote: Donald Trump	3%	(24)	6%	(45)	3%	(19)	2%	(11)	7%	(53)	79%	(587)	740
2020 Vote: Other	3%	(2)	3%	(2)	4%	(3)	4%	(2)	10%	(6)	78%	(52)	67
2020 Vote: Didn't Vote	2%	(10)	3%	(12)	2%	(11)	3%	(12)	11%	(49)	79%	(364)	459
2018 House Vote: Democrat	6%	(44)	8%	(57)	3%	(22)	4%	(30)	8%	(62)	71%	(539)	755
2018 House Vote: Republican	3%	(16)	6%	(33)	2%	(13)	2%	(10)	6%	(37)	81%	(480)	589
2018 House Vote: Someone else	4%	(2)	8%	(4)	2%	(1)	2%	(1)	14%	(7)	70%	(35)	50
2016 Vote: Hillary Clinton	5%	(38)	7%	(52)	3%	(21)	4%	(27)	8%	(56)	72%	(501)	695
2016 Vote: Donald Trump	3%	(20)	5%	(35)	2%	(10)	2%	(15)	6%	(41)	82%	(535)	656
2016 Vote: Other	2%	(2)	1%	(1)	—	(0)	—	(0)	9%	(8)	87%	(75)	86
2016 Vote: Didn't Vote	3%	(25)	5%	(35)	4%	(33)	3%	(21)	10%	(79)	75%	(572)	765

Table MCFE5_10: *Do you have a favorable or unfavorable opinion of the following?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Josh Richards

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	4%	(84)	6%	(124)	3%	(65)	3%	(64)	8%	(185)	76%	(1687)	2210
Voted in 2014: Yes	4%	(54)	6%	(79)	2%	(25)	3%	(39)	7%	(90)	77%	(939)	1227
Voted in 2014: No	3%	(30)	5%	(46)	4%	(40)	3%	(25)	10%	(95)	76%	(748)	983
4-Region: Northeast	3%	(13)	8%	(30)	3%	(12)	4%	(16)	8%	(30)	74%	(283)	383
4-Region: Midwest	4%	(17)	5%	(21)	3%	(15)	2%	(8)	8%	(37)	79%	(359)	456
4-Region: South	5%	(38)	5%	(43)	4%	(30)	2%	(19)	10%	(83)	75%	(632)	844
4-Region: West	3%	(17)	6%	(31)	2%	(8)	4%	(22)	7%	(35)	79%	(414)	527
TikTok Users	7%	(54)	9%	(73)	4%	(35)	4%	(29)	11%	(84)	65%	(518)	793
Twitch Users	10%	(22)	15%	(33)	6%	(13)	5%	(11)	10%	(22)	53%	(114)	216
2022 Sports Viewers/Attendees	4%	(64)	7%	(105)	3%	(47)	3%	(44)	8%	(123)	74%	(1092)	1475
Monthly Moviegoers	11%	(35)	19%	(59)	7%	(22)	3%	(10)	13%	(40)	48%	(153)	320
Few Times per Year + Moviegoers	7%	(64)	11%	(97)	5%	(42)	4%	(34)	10%	(92)	64%	(591)	920
Heard Smile Campaign	10%	(56)	15%	(80)	6%	(33)	5%	(28)	16%	(86)	49%	(268)	551
Heard Minion Campaign	10%	(55)	14%	(77)	6%	(34)	6%	(32)	15%	(78)	49%	(264)	540
Listens to Podcasts	6%	(68)	9%	(98)	4%	(50)	4%	(42)	11%	(120)	67%	(753)	1132
Streaming Services User	4%	(76)	7%	(118)	3%	(60)	3%	(54)	9%	(159)	74%	(1305)	1773
Netflix User	5%	(70)	7%	(105)	4%	(59)	3%	(51)	9%	(137)	71%	(1051)	1474
Disney+ User	5%	(52)	9%	(91)	5%	(47)	4%	(41)	9%	(93)	67%	(660)	984
Heterosexual or straight	4%	(73)	6%	(116)	3%	(60)	3%	(60)	8%	(160)	76%	(1501)	1971
Gay	1%	(1)	2%	(1)	6%	(4)	—	(0)	6%	(4)	86%	(58)	68
Bisexual	6%	(6)	6%	(5)	1%	(1)	1%	(1)	15%	(13)	71%	(63)	88
Yes	3%	(2)	6%	(4)	6%	(4)	2%	(1)	16%	(12)	67%	(47)	70
No	4%	(82)	6%	(120)	3%	(61)	3%	(62)	8%	(174)	77%	(1640)	2140

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

Table MCFE5_11: *Do you have a favorable or unfavorable opinion of the following?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Bryce Hall

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	3%	(75)	7%	(158)	4%	(80)	4%	(87)	10%	(218)	72%	(1592)	2210
Gender: Male	5%	(51)	8%	(88)	5%	(53)	4%	(48)	10%	(108)	67%	(720)	1068
Gender: Female	2%	(25)	6%	(70)	2%	(26)	3%	(39)	10%	(110)	76%	(872)	1142
Age: 18-34	7%	(47)	12%	(80)	7%	(45)	8%	(54)	17%	(106)	48%	(310)	642
Age: 35-44	4%	(13)	11%	(41)	7%	(24)	4%	(14)	6%	(21)	69%	(253)	365
Age: 45-64	2%	(16)	4%	(32)	1%	(11)	2%	(12)	10%	(72)	80%	(571)	714
Age: 65+	—	(0)	1%	(5)	—	(0)	1%	(7)	4%	(19)	94%	(459)	489
GenZers: 1997-2012	7%	(18)	13%	(33)	7%	(19)	14%	(35)	20%	(50)	39%	(100)	256
Millennials: 1981-1996	6%	(36)	13%	(82)	7%	(44)	5%	(32)	11%	(70)	60%	(390)	653
GenXers: 1965-1980	3%	(16)	6%	(33)	2%	(12)	2%	(10)	11%	(60)	76%	(423)	555
Baby Boomers: 1946-1964	1%	(5)	1%	(9)	1%	(5)	1%	(10)	5%	(35)	91%	(610)	673
PID: Dem (no lean)	5%	(45)	10%	(88)	5%	(45)	4%	(37)	9%	(77)	66%	(568)	860
PID: Ind (no lean)	1%	(9)	3%	(19)	3%	(17)	3%	(21)	13%	(86)	77%	(522)	674
PID: Rep (no lean)	3%	(21)	8%	(51)	3%	(17)	4%	(29)	8%	(55)	74%	(502)	676
PID/Gender: Dem Men	7%	(29)	13%	(49)	8%	(31)	5%	(22)	9%	(34)	58%	(229)	394
PID/Gender: Dem Women	3%	(16)	8%	(39)	3%	(14)	3%	(16)	9%	(43)	73%	(339)	465
PID/Gender: Ind Men	2%	(7)	3%	(12)	4%	(13)	3%	(11)	13%	(45)	75%	(257)	345
PID/Gender: Ind Women	—	(2)	2%	(7)	1%	(5)	3%	(9)	13%	(41)	81%	(265)	329
PID/Gender: Rep Men	4%	(14)	8%	(27)	3%	(9)	5%	(15)	9%	(29)	71%	(234)	328
PID/Gender: Rep Women	2%	(7)	7%	(24)	2%	(8)	4%	(14)	7%	(26)	77%	(268)	348
Ideo: Liberal (1-3)	4%	(29)	10%	(68)	4%	(28)	5%	(30)	7%	(47)	69%	(454)	656
Ideo: Moderate (4)	3%	(24)	7%	(49)	4%	(32)	3%	(26)	14%	(108)	68%	(512)	751
Ideo: Conservative (5-7)	3%	(22)	5%	(34)	3%	(18)	4%	(28)	7%	(46)	78%	(519)	666
Educ: < College	4%	(55)	6%	(91)	4%	(56)	4%	(58)	11%	(155)	71%	(1023)	1437
Educ: Bachelors degree	3%	(16)	9%	(45)	4%	(19)	4%	(20)	9%	(44)	71%	(347)	491
Educ: Post-grad	2%	(4)	8%	(22)	1%	(4)	3%	(10)	7%	(19)	79%	(223)	282
Income: Under 50k	3%	(39)	6%	(78)	3%	(41)	3%	(42)	11%	(144)	73%	(927)	1271
Income: 50k-100k	3%	(23)	8%	(52)	4%	(30)	6%	(38)	8%	(52)	70%	(462)	656
Income: 100k+	5%	(13)	10%	(27)	3%	(9)	2%	(7)	8%	(23)	72%	(203)	283
Ethnicity: White	2%	(40)	6%	(108)	3%	(50)	4%	(62)	9%	(151)	76%	(1300)	1711

Table MCFE5_11: *Do you have a favorable or unfavorable opinion of the following?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Bryce Hall

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	3%	(75)	7%	(158)	4%	(80)	4%	(87)	10%	(218)	72%	(1592)	2210
Ethnicity: Hispanic	3%	(13)	13%	(48)	5%	(18)	6%	(22)	16%	(59)	57%	(213)	374
Ethnicity: Black	10%	(29)	9%	(25)	7%	(20)	7%	(20)	11%	(32)	55%	(156)	282
Ethnicity: Other	3%	(6)	11%	(25)	4%	(10)	3%	(6)	16%	(35)	62%	(135)	217
All Christian	3%	(34)	8%	(81)	3%	(29)	3%	(35)	9%	(90)	74%	(760)	1029
All Non-Christian	5%	(7)	11%	(14)	4%	(6)	5%	(7)	11%	(15)	63%	(81)	129
Atheist	1%	(1)	4%	(4)	10%	(10)	10%	(9)	2%	(2)	73%	(73)	99
Agnostic/Nothing in particular	4%	(21)	6%	(33)	3%	(19)	4%	(24)	12%	(72)	71%	(419)	587
Something Else	4%	(13)	7%	(26)	4%	(16)	3%	(12)	11%	(40)	71%	(259)	365
Religious Non-Protestant/Catholic	6%	(9)	10%	(16)	4%	(6)	5%	(7)	10%	(15)	66%	(102)	154
Evangelical	5%	(30)	9%	(50)	4%	(25)	3%	(16)	9%	(49)	70%	(389)	558
Non-Evangelical	2%	(13)	7%	(53)	3%	(20)	4%	(30)	10%	(77)	76%	(599)	792
Community: Urban	6%	(36)	10%	(66)	5%	(33)	5%	(30)	9%	(58)	65%	(415)	638
Community: Suburban	3%	(27)	6%	(62)	3%	(27)	4%	(42)	10%	(105)	74%	(752)	1014
Community: Rural	2%	(12)	5%	(30)	3%	(19)	3%	(15)	10%	(56)	76%	(425)	558
Employ: Private Sector	6%	(40)	12%	(77)	5%	(33)	5%	(34)	9%	(60)	63%	(409)	654
Employ: Government	3%	(5)	14%	(19)	6%	(8)	5%	(7)	13%	(18)	59%	(80)	136
Employ: Self-Employed	5%	(9)	8%	(13)	6%	(11)	5%	(9)	11%	(19)	63%	(106)	166
Employ: Homemaker	2%	(4)	4%	(7)	2%	(4)	3%	(5)	12%	(23)	77%	(146)	190
Employ: Student	2%	(1)	13%	(8)	12%	(7)	10%	(6)	24%	(15)	40%	(25)	62
Employ: Retired	1%	(3)	2%	(9)	1%	(4)	1%	(8)	5%	(27)	91%	(512)	563
Employ: Unemployed	3%	(9)	6%	(17)	3%	(8)	5%	(15)	14%	(41)	70%	(212)	301
Employ: Other	3%	(4)	5%	(7)	4%	(5)	2%	(3)	11%	(16)	75%	(103)	137
Military HH: Yes	2%	(5)	3%	(9)	3%	(9)	4%	(10)	9%	(24)	80%	(226)	283
Military HH: No	4%	(70)	8%	(148)	4%	(71)	4%	(77)	10%	(194)	71%	(1367)	1927
RD/WT: Right Direction	7%	(48)	13%	(89)	6%	(37)	4%	(25)	10%	(66)	60%	(402)	666
RD/WT: Wrong Track	2%	(28)	4%	(69)	3%	(43)	4%	(62)	10%	(152)	77%	(1191)	1544
Biden Job Approve	5%	(48)	10%	(96)	4%	(43)	4%	(40)	10%	(93)	67%	(651)	970
Biden Job Disapprove	2%	(28)	5%	(56)	3%	(34)	4%	(44)	10%	(114)	76%	(868)	1144

Table MCFE5_11: *Do you have a favorable or unfavorable opinion of the following?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Bryce Hall

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	3%	(75)	7%	(158)	4%	(80)	4%	(87)	10%	(218)	72%	(1592)	2210
Biden Job Strongly Approve	9%	(38)	12%	(54)	5%	(19)	4%	(17)	8%	(34)	63%	(271)	433
Biden Job Somewhat Approve	2%	(9)	8%	(43)	4%	(23)	4%	(24)	11%	(59)	71%	(380)	537
Biden Job Somewhat Disapprove	3%	(10)	6%	(22)	4%	(14)	4%	(13)	14%	(47)	69%	(233)	339
Biden Job Strongly Disapprove	2%	(17)	4%	(34)	3%	(20)	4%	(31)	8%	(67)	79%	(635)	805
Favorable of Biden	5%	(44)	10%	(96)	4%	(40)	4%	(35)	10%	(92)	68%	(662)	969
Unfavorable of Biden	2%	(27)	5%	(58)	3%	(37)	4%	(45)	10%	(108)	76%	(858)	1134
Very Favorable of Biden	7%	(35)	11%	(54)	5%	(26)	4%	(19)	8%	(37)	64%	(311)	482
Somewhat Favorable of Biden	2%	(9)	9%	(42)	3%	(14)	3%	(16)	11%	(55)	72%	(351)	487
Somewhat Unfavorable of Biden	2%	(7)	6%	(19)	4%	(12)	4%	(11)	12%	(36)	71%	(212)	299
Very Unfavorable of Biden	2%	(20)	5%	(39)	3%	(25)	4%	(34)	9%	(72)	77%	(646)	835
#1 Issue: Economy	4%	(38)	7%	(62)	4%	(36)	4%	(35)	10%	(91)	71%	(651)	913
#1 Issue: Security	2%	(5)	7%	(16)	3%	(6)	3%	(8)	8%	(20)	77%	(187)	243
#1 Issue: Health Care	5%	(8)	11%	(19)	2%	(4)	1%	(1)	14%	(24)	67%	(114)	170
#1 Issue: Medicare / Social Security	—	(0)	6%	(15)	1%	(3)	3%	(7)	7%	(19)	84%	(222)	266
#1 Issue: Women's Issues	4%	(13)	8%	(25)	6%	(18)	7%	(23)	12%	(36)	63%	(196)	311
#1 Issue: Education	5%	(3)	13%	(8)	9%	(5)	12%	(7)	13%	(8)	48%	(28)	59
#1 Issue: Energy	4%	(5)	9%	(13)	4%	(6)	4%	(5)	9%	(13)	69%	(93)	134
#1 Issue: Other	2%	(3)	—	(1)	—	(1)	2%	(2)	7%	(8)	88%	(101)	115
2020 Vote: Joe Biden	4%	(39)	10%	(92)	4%	(41)	5%	(46)	10%	(90)	67%	(636)	945
2020 Vote: Donald Trump	3%	(24)	6%	(45)	3%	(23)	3%	(21)	7%	(54)	77%	(572)	740
2020 Vote: Other	3%	(2)	—	(0)	7%	(5)	1%	(1)	16%	(11)	73%	(49)	67
2020 Vote: Didn't Vote	2%	(10)	4%	(20)	2%	(10)	4%	(20)	14%	(63)	73%	(335)	459
2018 House Vote: Democrat	4%	(33)	11%	(80)	5%	(37)	5%	(36)	9%	(64)	67%	(506)	755
2018 House Vote: Republican	3%	(18)	5%	(31)	2%	(9)	3%	(16)	7%	(41)	80%	(473)	589
2018 House Vote: Someone else	—	(0)	4%	(2)	3%	(2)	—	(0)	13%	(6)	80%	(40)	50
2016 Vote: Hillary Clinton	4%	(25)	10%	(69)	4%	(31)	4%	(31)	9%	(62)	69%	(477)	695
2016 Vote: Donald Trump	4%	(24)	6%	(37)	2%	(12)	3%	(20)	7%	(43)	79%	(520)	656
2016 Vote: Other	2%	(2)	2%	(1)	3%	(3)	—	(0)	7%	(6)	86%	(73)	86
2016 Vote: Didn't Vote	3%	(24)	6%	(49)	4%	(32)	5%	(35)	14%	(106)	68%	(519)	765

Table MCFE5_11: *Do you have a favorable or unfavorable opinion of the following?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*

Bryce Hall

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	3%	(75)	7%	(158)	4%	(80)	4%	(87)	10%	(218)	72%	(1592)	2210
Voted in 2014: Yes	3%	(41)	7%	(91)	3%	(43)	4%	(45)	7%	(90)	75%	(917)	1227
Voted in 2014: No	3%	(34)	7%	(67)	4%	(37)	4%	(43)	13%	(128)	69%	(676)	983
4-Region: Northeast	4%	(15)	8%	(30)	4%	(14)	4%	(17)	11%	(43)	69%	(264)	383
4-Region: Midwest	3%	(12)	5%	(22)	3%	(13)	4%	(17)	8%	(38)	77%	(354)	456
4-Region: South	5%	(38)	6%	(51)	4%	(38)	4%	(32)	10%	(82)	71%	(603)	844
4-Region: West	2%	(10)	10%	(55)	3%	(15)	4%	(21)	10%	(54)	70%	(371)	527
TikTok Users	6%	(45)	12%	(98)	6%	(47)	6%	(50)	13%	(101)	57%	(452)	793
Twitch Users	10%	(21)	16%	(34)	6%	(13)	9%	(20)	15%	(32)	44%	(95)	216
2022 Sports Viewers/Attendees	4%	(63)	8%	(122)	4%	(63)	4%	(55)	10%	(148)	69%	(1025)	1475
Monthly Moviegoers	10%	(33)	17%	(56)	9%	(28)	6%	(19)	11%	(36)	46%	(149)	320
Few Times per Year + Moviegoers	6%	(55)	12%	(112)	6%	(56)	5%	(42)	12%	(111)	59%	(543)	920
Heard Smile Campaign	10%	(52)	18%	(98)	9%	(51)	6%	(35)	16%	(88)	41%	(225)	551
Heard Minion Campaign	9%	(48)	18%	(97)	8%	(44)	8%	(45)	16%	(89)	40%	(217)	540
Listens to Podcasts	5%	(62)	11%	(119)	5%	(60)	6%	(62)	11%	(129)	62%	(699)	1132
Streaming Services User	4%	(71)	8%	(145)	4%	(74)	4%	(78)	10%	(184)	69%	(1222)	1773
Netflix User	4%	(66)	9%	(125)	4%	(65)	5%	(70)	12%	(171)	66%	(976)	1474
Disney+ User	6%	(55)	10%	(103)	5%	(52)	5%	(53)	12%	(121)	61%	(600)	984
Heterosexual or straight	3%	(68)	7%	(142)	4%	(71)	4%	(80)	9%	(184)	72%	(1425)	1971
Gay	—	(0)	3%	(2)	3%	(2)	2%	(2)	9%	(6)	83%	(56)	68
Bisexual	5%	(4)	8%	(7)	5%	(4)	4%	(3)	15%	(13)	64%	(57)	88
Yes	5%	(3)	10%	(7)	3%	(2)	5%	(3)	19%	(13)	58%	(41)	70
No	3%	(72)	7%	(150)	4%	(77)	4%	(84)	10%	(205)	73%	(1552)	2140

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

Table MCFE5_12: *Do you have a favorable or unfavorable opinion of the following?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Tyler Blevins (Ninja)

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	5%	(118)	6%	(141)	4%	(84)	4%	(80)	10%	(221)	71%	(1566)	2210
Gender: Male	7%	(80)	9%	(96)	6%	(60)	5%	(51)	8%	(91)	65%	(691)	1068
Gender: Female	3%	(38)	4%	(45)	2%	(24)	3%	(29)	11%	(131)	77%	(875)	1142
Age: 18-34	12%	(76)	11%	(74)	8%	(51)	8%	(50)	15%	(96)	46%	(295)	642
Age: 35-44	7%	(25)	11%	(40)	6%	(24)	3%	(12)	8%	(31)	64%	(234)	365
Age: 45-64	2%	(16)	3%	(22)	1%	(9)	2%	(11)	11%	(77)	81%	(579)	714
Age: 65+	—	(1)	1%	(5)	—	(1)	1%	(7)	4%	(18)	93%	(456)	489
GenZers: 1997-2012	16%	(40)	11%	(27)	8%	(20)	13%	(34)	16%	(41)	36%	(93)	256
Millennials: 1981-1996	9%	(58)	12%	(81)	7%	(45)	4%	(28)	11%	(74)	56%	(367)	653
GenXers: 1965-1980	3%	(17)	5%	(26)	3%	(15)	2%	(10)	12%	(65)	76%	(422)	555
Baby Boomers: 1946-1964	—	(3)	1%	(7)	—	(3)	1%	(8)	6%	(38)	91%	(614)	673
PID: Dem (no lean)	7%	(61)	9%	(74)	4%	(38)	4%	(37)	10%	(86)	66%	(564)	860
PID: Ind (no lean)	3%	(23)	4%	(28)	4%	(24)	3%	(23)	10%	(70)	75%	(507)	674
PID: Rep (no lean)	5%	(34)	6%	(39)	3%	(21)	3%	(21)	10%	(65)	73%	(495)	676
PID/Gender: Dem Men	9%	(37)	13%	(51)	7%	(29)	5%	(21)	10%	(40)	55%	(216)	394
PID/Gender: Dem Women	5%	(23)	5%	(23)	2%	(9)	3%	(16)	10%	(46)	75%	(348)	465
PID/Gender: Ind Men	5%	(18)	6%	(21)	5%	(16)	5%	(16)	10%	(33)	70%	(242)	345
PID/Gender: Ind Women	1%	(5)	2%	(7)	3%	(9)	2%	(6)	11%	(37)	81%	(265)	329
PID/Gender: Rep Men	7%	(24)	7%	(24)	4%	(15)	4%	(14)	5%	(18)	71%	(233)	328
PID/Gender: Rep Women	3%	(10)	4%	(15)	2%	(7)	2%	(7)	14%	(47)	75%	(262)	348
Ideo: Liberal (1-3)	7%	(44)	7%	(45)	6%	(37)	6%	(41)	8%	(55)	66%	(434)	656
Ideo: Moderate (4)	4%	(34)	8%	(60)	3%	(25)	3%	(20)	12%	(91)	69%	(522)	751
Ideo: Conservative (5-7)	5%	(35)	5%	(30)	3%	(19)	2%	(16)	8%	(52)	77%	(514)	666
Educ: < College	6%	(81)	6%	(82)	3%	(47)	4%	(58)	11%	(163)	70%	(1005)	1437
Educ: Bachelors degree	5%	(23)	8%	(38)	6%	(31)	3%	(16)	9%	(43)	69%	(340)	491
Educ: Post-grad	5%	(13)	7%	(21)	2%	(5)	2%	(7)	5%	(15)	78%	(220)	282
Income: Under 50k	5%	(61)	5%	(68)	4%	(49)	3%	(44)	11%	(137)	72%	(911)	1271
Income: 50k-100k	6%	(38)	6%	(39)	4%	(28)	5%	(30)	10%	(63)	70%	(458)	656
Income: 100k+	7%	(19)	12%	(33)	2%	(6)	2%	(6)	7%	(21)	70%	(197)	283
Ethnicity: White	4%	(69)	6%	(96)	3%	(53)	3%	(57)	10%	(164)	74%	(1273)	1711

Continued on next page

Table MCFE5_12: *Do you have a favorable or unfavorable opinion of the following?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Tyler Blevins (Ninja)

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	5%	(118)	6%	(141)	4%	(84)	4%	(80)	10%	(221)	71%	(1566)	2210
Ethnicity: Hispanic	10%	(39)	9%	(33)	6%	(24)	7%	(28)	15%	(58)	51%	(192)	374
Ethnicity: Black	11%	(31)	10%	(28)	7%	(19)	4%	(12)	12%	(33)	56%	(159)	282
Ethnicity: Other	8%	(18)	8%	(17)	6%	(12)	6%	(12)	11%	(24)	62%	(134)	217
All Christian	5%	(52)	7%	(68)	3%	(26)	3%	(32)	10%	(100)	73%	(751)	1029
All Non-Christian	7%	(9)	10%	(13)	6%	(8)	3%	(3)	7%	(10)	67%	(87)	129
Atheist	2%	(2)	7%	(7)	8%	(8)	9%	(9)	5%	(5)	68%	(68)	99
Agnostic/Nothing in particular	5%	(28)	6%	(34)	5%	(31)	4%	(23)	12%	(70)	68%	(402)	587
Something Else	7%	(27)	5%	(20)	3%	(11)	4%	(13)	10%	(36)	71%	(258)	365
Religious Non-Protestant/Catholic	7%	(11)	9%	(15)	5%	(8)	2%	(3)	9%	(14)	67%	(103)	154
Evangelical	8%	(46)	7%	(41)	2%	(13)	3%	(18)	9%	(48)	70%	(392)	558
Non-Evangelical	4%	(29)	5%	(40)	3%	(24)	3%	(26)	10%	(82)	75%	(591)	792
Community: Urban	7%	(47)	11%	(68)	5%	(33)	3%	(21)	11%	(73)	62%	(396)	638
Community: Suburban	5%	(54)	5%	(48)	4%	(37)	4%	(43)	10%	(97)	73%	(736)	1014
Community: Rural	3%	(17)	5%	(25)	3%	(15)	3%	(16)	9%	(51)	78%	(434)	558
Employ: Private Sector	9%	(57)	10%	(65)	6%	(38)	5%	(31)	11%	(70)	60%	(393)	654
Employ: Government	6%	(8)	14%	(19)	5%	(7)	4%	(6)	9%	(12)	62%	(84)	136
Employ: Self-Employed	10%	(17)	8%	(14)	4%	(7)	4%	(6)	10%	(17)	63%	(105)	166
Employ: Homemaker	2%	(3)	4%	(8)	2%	(4)	1%	(2)	12%	(22)	79%	(151)	190
Employ: Student	16%	(10)	10%	(6)	12%	(8)	7%	(4)	14%	(8)	42%	(26)	62
Employ: Retired	—	(1)	1%	(7)	1%	(3)	2%	(11)	5%	(28)	91%	(512)	563
Employ: Unemployed	5%	(15)	4%	(11)	4%	(13)	7%	(20)	14%	(42)	66%	(200)	301
Employ: Other	5%	(7)	8%	(11)	3%	(4)	—	(1)	15%	(20)	68%	(94)	137
Military HH: Yes	2%	(5)	4%	(11)	4%	(11)	4%	(12)	10%	(28)	77%	(217)	283
Military HH: No	6%	(113)	7%	(131)	4%	(73)	4%	(68)	10%	(193)	70%	(1348)	1927
RD/WT: Right Direction	9%	(59)	9%	(63)	5%	(36)	5%	(31)	11%	(76)	60%	(401)	666
RD/WT: Wrong Track	4%	(59)	5%	(78)	3%	(48)	3%	(49)	9%	(145)	75%	(1165)	1544
Biden Job Approve	7%	(64)	8%	(74)	4%	(43)	4%	(42)	9%	(88)	68%	(659)	970
Biden Job Disapprove	4%	(47)	6%	(64)	4%	(40)	3%	(34)	10%	(118)	74%	(841)	1144

Table MCFE5_12: *Do you have a favorable or unfavorable opinion of the following?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Tyler Blevins (Ninja)

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	5%	(118)	6%	(141)	4%	(84)	4%	(80)	10%	(221)	71%	(1566)	2210
Biden Job Strongly Approve	10%	(43)	9%	(39)	3%	(12)	4%	(19)	9%	(39)	65%	(280)	433
Biden Job Somewhat Approve	4%	(21)	6%	(35)	6%	(31)	4%	(23)	9%	(49)	70%	(379)	537
Biden Job Somewhat Disapprove	5%	(16)	8%	(28)	3%	(11)	4%	(12)	14%	(46)	67%	(226)	339
Biden Job Strongly Disapprove	4%	(31)	4%	(36)	4%	(29)	3%	(22)	9%	(72)	76%	(615)	805
Favorable of Biden	6%	(61)	8%	(73)	4%	(35)	4%	(40)	9%	(84)	70%	(676)	969
Unfavorable of Biden	4%	(48)	6%	(66)	4%	(48)	3%	(32)	10%	(112)	73%	(827)	1134
Very Favorable of Biden	9%	(45)	8%	(37)	3%	(13)	5%	(23)	9%	(42)	67%	(322)	482
Somewhat Favorable of Biden	3%	(16)	7%	(36)	4%	(21)	4%	(17)	9%	(42)	73%	(354)	487
Somewhat Unfavorable of Biden	7%	(19)	9%	(28)	3%	(10)	4%	(11)	11%	(34)	66%	(196)	299
Very Unfavorable of Biden	3%	(28)	5%	(38)	5%	(38)	3%	(21)	9%	(79)	76%	(631)	835
#1 Issue: Economy	6%	(53)	8%	(75)	4%	(35)	3%	(31)	10%	(90)	69%	(630)	913
#1 Issue: Security	5%	(11)	3%	(7)	1%	(4)	4%	(9)	11%	(26)	76%	(185)	243
#1 Issue: Health Care	4%	(8)	8%	(14)	8%	(14)	2%	(3)	12%	(21)	65%	(111)	170
#1 Issue: Medicare / Social Security	2%	(6)	2%	(5)	3%	(7)	2%	(6)	8%	(22)	83%	(220)	266
#1 Issue: Women's Issues	5%	(17)	7%	(21)	5%	(14)	7%	(21)	12%	(36)	65%	(201)	311
#1 Issue: Education	18%	(11)	8%	(5)	8%	(5)	5%	(3)	16%	(9)	46%	(27)	59
#1 Issue: Energy	7%	(9)	9%	(11)	4%	(6)	4%	(5)	9%	(12)	68%	(91)	134
#1 Issue: Other	3%	(3)	3%	(3)	—	(0)	1%	(1)	5%	(5)	89%	(102)	115
2020 Vote: Joe Biden	7%	(63)	8%	(75)	4%	(33)	4%	(40)	10%	(91)	68%	(643)	945
2020 Vote: Donald Trump	5%	(35)	5%	(41)	3%	(25)	3%	(20)	7%	(51)	77%	(567)	740
2020 Vote: Other	—	(0)	7%	(5)	8%	(5)	1%	(1)	19%	(13)	65%	(43)	67
2020 Vote: Didn't Vote	4%	(20)	5%	(21)	4%	(20)	4%	(19)	14%	(66)	68%	(312)	459
2018 House Vote: Democrat	7%	(56)	9%	(68)	3%	(22)	4%	(28)	9%	(68)	68%	(513)	755
2018 House Vote: Republican	4%	(22)	4%	(24)	3%	(19)	3%	(15)	8%	(48)	78%	(460)	589
2018 House Vote: Someone else	2%	(1)	9%	(4)	—	(0)	2%	(1)	11%	(5)	76%	(38)	50
2016 Vote: Hillary Clinton	7%	(48)	8%	(52)	3%	(21)	3%	(22)	9%	(66)	70%	(487)	695
2016 Vote: Donald Trump	5%	(32)	6%	(36)	2%	(11)	2%	(15)	7%	(43)	79%	(518)	656
2016 Vote: Other	1%	(1)	7%	(6)	—	(0)	3%	(2)	12%	(10)	78%	(66)	86
2016 Vote: Didn't Vote	5%	(37)	6%	(46)	7%	(51)	5%	(40)	13%	(99)	64%	(491)	765

Table MCFE5_12: *Do you have a favorable or unfavorable opinion of the following?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Tyler Blevins (Ninja)

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	5%	(118)	6%	(141)	4%	(84)	4%	(80)	10%	(221)	71%	(1566)	2210
Voted in 2014: Yes	5%	(64)	7%	(81)	2%	(25)	3%	(38)	8%	(100)	75%	(918)	1227
Voted in 2014: No	5%	(53)	6%	(60)	6%	(59)	4%	(42)	12%	(121)	66%	(648)	983
4-Region: Northeast	5%	(17)	7%	(27)	4%	(16)	5%	(18)	11%	(43)	68%	(262)	383
4-Region: Midwest	5%	(22)	6%	(28)	4%	(16)	2%	(8)	9%	(41)	75%	(341)	456
4-Region: South	6%	(47)	7%	(56)	3%	(26)	4%	(33)	10%	(87)	70%	(595)	844
4-Region: West	6%	(31)	6%	(30)	5%	(26)	4%	(21)	10%	(50)	70%	(368)	527
TikTok Users	9%	(74)	10%	(82)	5%	(39)	5%	(38)	12%	(96)	59%	(464)	793
Twitch Users	19%	(41)	19%	(41)	11%	(23)	10%	(22)	12%	(26)	29%	(63)	216
2022 Sports Viewers/Attendees	7%	(97)	8%	(113)	4%	(60)	4%	(53)	10%	(144)	68%	(1008)	1475
Monthly Moviegoers	14%	(46)	15%	(47)	8%	(25)	4%	(11)	14%	(44)	46%	(147)	320
Few Times per Year + Moviegoers	9%	(84)	10%	(94)	6%	(54)	5%	(43)	11%	(104)	59%	(540)	920
Heard Smile Campaign	13%	(74)	16%	(86)	7%	(38)	5%	(25)	18%	(101)	41%	(227)	551
Heard Minion Campaign	14%	(78)	16%	(86)	8%	(42)	6%	(32)	17%	(92)	39%	(210)	540
Listens to Podcasts	9%	(97)	9%	(104)	5%	(60)	5%	(54)	11%	(126)	61%	(692)	1132
Streaming Services User	6%	(112)	7%	(133)	4%	(77)	4%	(71)	11%	(196)	67%	(1183)	1773
Netflix User	7%	(104)	8%	(117)	5%	(71)	4%	(66)	12%	(172)	64%	(943)	1474
Disney+ User	8%	(76)	11%	(105)	6%	(62)	5%	(45)	13%	(130)	57%	(566)	984
Heterosexual or straight	5%	(108)	6%	(123)	3%	(66)	3%	(68)	9%	(185)	72%	(1420)	1971
Gay	3%	(2)	5%	(3)	6%	(4)	5%	(3)	8%	(6)	72%	(49)	68
Bisexual	3%	(3)	9%	(8)	8%	(7)	3%	(3)	21%	(18)	56%	(50)	88
Yes	7%	(5)	9%	(6)	8%	(6)	2%	(2)	18%	(13)	55%	(39)	70
No	5%	(113)	6%	(135)	4%	(78)	4%	(79)	10%	(209)	71%	(1527)	2140

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

Table MCFE5_13: *Do you have a favorable or unfavorable opinion of the following?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Olajide Olatunji (KSI)

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	5%	(113)	6%	(133)	3%	(65)	3%	(73)	8%	(181)	74%	(1644)	2210
Gender: Male	7%	(78)	8%	(90)	4%	(47)	4%	(47)	7%	(78)	68%	(727)	1068
Gender: Female	3%	(35)	4%	(43)	2%	(18)	2%	(26)	9%	(103)	80%	(918)	1142
Age: 18-34	12%	(79)	12%	(76)	6%	(37)	7%	(42)	11%	(68)	53%	(340)	642
Age: 35-44	6%	(23)	10%	(35)	5%	(18)	3%	(12)	8%	(29)	67%	(247)	365
Age: 45-64	1%	(11)	3%	(18)	1%	(9)	2%	(11)	9%	(68)	84%	(597)	714
Age: 65+	—	(0)	1%	(3)	—	(0)	2%	(8)	3%	(16)	94%	(461)	489
GenZers: 1997-2012	17%	(45)	16%	(42)	5%	(14)	9%	(24)	12%	(32)	39%	(100)	256
Millennials: 1981-1996	8%	(55)	9%	(57)	6%	(39)	5%	(30)	8%	(52)	64%	(420)	653
GenXers: 1965-1980	2%	(13)	5%	(29)	2%	(8)	2%	(9)	12%	(64)	78%	(432)	555
Baby Boomers: 1946-1964	—	(1)	1%	(5)	—	(3)	1%	(10)	4%	(29)	93%	(625)	673
PID: Dem (no lean)	8%	(65)	8%	(68)	4%	(36)	4%	(33)	7%	(62)	69%	(595)	860
PID: Ind (no lean)	2%	(16)	4%	(25)	2%	(16)	3%	(21)	9%	(63)	79%	(533)	674
PID: Rep (no lean)	5%	(32)	6%	(40)	2%	(13)	3%	(19)	8%	(56)	76%	(516)	676
PID/Gender: Dem Men	11%	(44)	11%	(44)	7%	(26)	6%	(23)	7%	(26)	59%	(231)	394
PID/Gender: Dem Women	5%	(21)	5%	(24)	2%	(9)	2%	(10)	8%	(36)	78%	(364)	465
PID/Gender: Ind Men	3%	(11)	6%	(22)	3%	(12)	4%	(13)	9%	(30)	75%	(257)	345
PID/Gender: Ind Women	2%	(5)	1%	(3)	1%	(4)	2%	(8)	10%	(33)	84%	(275)	329
PID/Gender: Rep Men	7%	(24)	8%	(25)	3%	(9)	3%	(11)	7%	(22)	73%	(238)	328
PID/Gender: Rep Women	2%	(8)	4%	(15)	1%	(4)	2%	(8)	10%	(34)	80%	(278)	348
Ideo: Liberal (1-3)	7%	(48)	8%	(50)	4%	(28)	4%	(28)	6%	(36)	71%	(465)	656
Ideo: Moderate (4)	4%	(28)	7%	(56)	3%	(21)	3%	(24)	11%	(81)	72%	(541)	751
Ideo: Conservative (5-7)	5%	(36)	3%	(18)	2%	(14)	3%	(18)	7%	(46)	80%	(533)	666
Educ: < College	6%	(82)	5%	(74)	3%	(46)	3%	(44)	10%	(140)	73%	(1053)	1437
Educ: Bachelors degree	5%	(23)	8%	(41)	3%	(14)	4%	(22)	4%	(21)	75%	(370)	491
Educ: Post-grad	3%	(9)	6%	(18)	2%	(5)	3%	(8)	7%	(20)	79%	(222)	282
Income: Under 50k	5%	(66)	5%	(60)	3%	(34)	3%	(36)	9%	(116)	75%	(958)	1271
Income: 50k-100k	5%	(34)	6%	(40)	4%	(25)	4%	(25)	7%	(45)	74%	(487)	656
Income: 100k+	5%	(13)	12%	(33)	2%	(7)	4%	(12)	7%	(20)	71%	(199)	283
Ethnicity: White	4%	(62)	5%	(93)	2%	(37)	3%	(51)	7%	(125)	78%	(1343)	1711

Table MCFE5_13: *Do you have a favorable or unfavorable opinion of the following?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Olajide Olatunji (KSI)

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	5%	(113)	6%	(133)	3%	(65)	3%	(73)	8%	(181)	74%	(1644)	2210
Ethnicity: Hispanic	9%	(33)	12%	(46)	3%	(12)	5%	(19)	14%	(52)	56%	(211)	374
Ethnicity: Black	12%	(35)	10%	(28)	5%	(15)	6%	(16)	10%	(29)	56%	(159)	282
Ethnicity: Other	8%	(16)	6%	(12)	6%	(13)	3%	(6)	12%	(27)	66%	(143)	217
All Christian	4%	(39)	7%	(68)	3%	(27)	3%	(32)	7%	(75)	77%	(789)	1029
All Non-Christian	11%	(14)	7%	(9)	6%	(8)	2%	(3)	9%	(12)	64%	(83)	129
Atheist	5%	(5)	7%	(7)	4%	(4)	9%	(9)	3%	(3)	72%	(71)	99
Agnostic/Nothing in particular	5%	(30)	5%	(29)	3%	(19)	3%	(19)	10%	(60)	73%	(431)	587
Something Else	7%	(26)	6%	(20)	2%	(7)	3%	(10)	9%	(32)	74%	(270)	365
Religious Non-Protestant/Catholic	9%	(14)	7%	(11)	7%	(11)	2%	(3)	9%	(13)	66%	(102)	154
Evangelical	7%	(38)	8%	(47)	2%	(10)	2%	(12)	7%	(39)	74%	(412)	558
Non-Evangelical	3%	(26)	5%	(36)	2%	(20)	4%	(29)	8%	(64)	78%	(618)	792
Community: Urban	8%	(50)	10%	(63)	3%	(22)	4%	(23)	9%	(60)	66%	(420)	638
Community: Suburban	4%	(44)	5%	(52)	3%	(26)	4%	(36)	7%	(75)	77%	(781)	1014
Community: Rural	4%	(20)	3%	(18)	3%	(17)	3%	(15)	8%	(46)	79%	(443)	558
Employ: Private Sector	8%	(53)	10%	(66)	5%	(31)	4%	(27)	8%	(53)	65%	(425)	654
Employ: Government	4%	(6)	14%	(19)	1%	(1)	6%	(8)	9%	(12)	66%	(90)	136
Employ: Self-Employed	13%	(21)	8%	(13)	2%	(3)	3%	(5)	7%	(12)	67%	(112)	166
Employ: Homemaker	2%	(4)	2%	(4)	2%	(5)	2%	(4)	12%	(22)	79%	(151)	190
Employ: Student	13%	(8)	14%	(9)	14%	(8)	7%	(4)	12%	(8)	39%	(24)	62
Employ: Retired	—	(2)	1%	(4)	1%	(3)	2%	(10)	3%	(18)	93%	(526)	563
Employ: Unemployed	5%	(14)	5%	(14)	3%	(8)	4%	(13)	14%	(42)	70%	(210)	301
Employ: Other	3%	(4)	3%	(5)	5%	(6)	1%	(1)	10%	(14)	78%	(107)	137
Military HH: Yes	2%	(5)	3%	(10)	1%	(3)	6%	(16)	6%	(18)	82%	(232)	283
Military HH: No	6%	(109)	6%	(124)	3%	(62)	3%	(57)	8%	(163)	73%	(1413)	1927
RD/WT: Right Direction	9%	(59)	10%	(66)	5%	(32)	4%	(30)	9%	(61)	63%	(418)	666
RD/WT: Wrong Track	4%	(54)	4%	(67)	2%	(33)	3%	(44)	8%	(120)	79%	(1226)	1544
Biden Job Approve	7%	(69)	7%	(71)	4%	(35)	4%	(37)	8%	(74)	70%	(682)	970
Biden Job Disapprove	4%	(43)	5%	(56)	2%	(24)	3%	(33)	8%	(94)	78%	(893)	1144

Continued on next page

Table MCFE5_13: *Do you have a favorable or unfavorable opinion of the following?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Olajide Olatunji (KSI)

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	5%	(113)	6%	(133)	3%	(65)	3%	(73)	8%	(181)	74%	(1644)	2210
Biden Job Strongly Approve	11%	(46)	8%	(36)	3%	(11)	4%	(19)	10%	(41)	64%	(279)	433
Biden Job Somewhat Approve	4%	(23)	7%	(36)	4%	(24)	3%	(18)	6%	(33)	75%	(403)	537
Biden Job Somewhat Disapprove	4%	(15)	7%	(22)	3%	(10)	4%	(13)	9%	(30)	73%	(249)	339
Biden Job Strongly Disapprove	4%	(28)	4%	(34)	2%	(14)	3%	(20)	8%	(64)	80%	(645)	805
Favorable of Biden	7%	(66)	7%	(70)	3%	(29)	4%	(35)	7%	(72)	72%	(696)	969
Unfavorable of Biden	4%	(43)	5%	(58)	3%	(32)	3%	(32)	8%	(87)	78%	(881)	1134
Very Favorable of Biden	9%	(43)	7%	(33)	2%	(10)	5%	(24)	8%	(40)	69%	(333)	482
Somewhat Favorable of Biden	5%	(24)	8%	(38)	4%	(19)	2%	(11)	7%	(32)	74%	(363)	487
Somewhat Unfavorable of Biden	5%	(14)	8%	(23)	5%	(15)	2%	(7)	8%	(25)	72%	(216)	299
Very Unfavorable of Biden	3%	(29)	4%	(35)	2%	(18)	3%	(26)	8%	(63)	80%	(665)	835
#1 Issue: Economy	5%	(44)	8%	(76)	3%	(27)	4%	(32)	8%	(72)	73%	(662)	913
#1 Issue: Security	4%	(9)	5%	(12)	2%	(5)	2%	(6)	10%	(23)	77%	(187)	243
#1 Issue: Health Care	3%	(5)	9%	(15)	3%	(5)	—	(0)	10%	(17)	75%	(128)	170
#1 Issue: Medicare / Social Security	3%	(8)	1%	(2)	2%	(5)	3%	(7)	6%	(16)	86%	(228)	266
#1 Issue: Women's Issues	9%	(27)	5%	(15)	4%	(11)	6%	(18)	10%	(31)	67%	(209)	311
#1 Issue: Education	17%	(10)	9%	(5)	11%	(6)	8%	(5)	4%	(2)	51%	(30)	59
#1 Issue: Energy	7%	(9)	6%	(9)	4%	(5)	3%	(4)	8%	(11)	72%	(96)	134
#1 Issue: Other	1%	(1)	—	(0)	—	(0)	1%	(1)	7%	(8)	91%	(104)	115
2020 Vote: Joe Biden	6%	(57)	8%	(72)	3%	(32)	5%	(43)	8%	(73)	71%	(667)	945
2020 Vote: Donald Trump	5%	(34)	5%	(35)	2%	(15)	2%	(14)	7%	(50)	80%	(592)	740
2020 Vote: Other	3%	(2)	—	(0)	5%	(3)	3%	(2)	16%	(11)	73%	(49)	67
2020 Vote: Didn't Vote	4%	(20)	6%	(26)	3%	(14)	3%	(14)	10%	(48)	73%	(337)	459
2018 House Vote: Democrat	7%	(50)	7%	(56)	3%	(24)	5%	(35)	7%	(52)	71%	(539)	755
2018 House Vote: Republican	3%	(19)	4%	(22)	2%	(11)	2%	(14)	7%	(43)	81%	(479)	589
2018 House Vote: Someone else	2%	(1)	2%	(1)	1%	(1)	2%	(1)	10%	(5)	83%	(41)	50
2016 Vote: Hillary Clinton	6%	(39)	7%	(50)	3%	(20)	4%	(31)	7%	(49)	73%	(506)	695
2016 Vote: Donald Trump	4%	(26)	3%	(22)	2%	(11)	2%	(14)	6%	(40)	83%	(542)	656
2016 Vote: Other	4%	(3)	—	(0)	1%	(1)	2%	(1)	9%	(7)	85%	(73)	86
2016 Vote: Didn't Vote	6%	(45)	8%	(59)	4%	(32)	3%	(26)	11%	(84)	68%	(519)	765

Table MCFE5_13: *Do you have a favorable or unfavorable opinion of the following?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Olajide Olatunji (KSI)

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	5%	(113)	6%	(133)	3%	(65)	3%	(73)	8%	(181)	74%	(1644)	2210
Voted in 2014: Yes	4%	(54)	5%	(59)	2%	(29)	3%	(42)	8%	(94)	77%	(949)	1227
Voted in 2014: No	6%	(60)	8%	(75)	4%	(35)	3%	(31)	9%	(87)	71%	(695)	983
4-Region: Northeast	5%	(19)	6%	(23)	3%	(12)	3%	(13)	8%	(32)	74%	(284)	383
4-Region: Midwest	4%	(19)	3%	(16)	3%	(16)	2%	(11)	7%	(34)	79%	(361)	456
4-Region: South	6%	(53)	6%	(52)	2%	(21)	4%	(34)	8%	(69)	73%	(616)	844
4-Region: West	4%	(23)	8%	(42)	3%	(16)	3%	(15)	9%	(46)	73%	(384)	527
TikTok Users	10%	(81)	10%	(80)	3%	(26)	4%	(35)	9%	(71)	63%	(500)	793
Twitch Users	20%	(44)	21%	(46)	7%	(14)	7%	(15)	7%	(15)	38%	(82)	216
2022 Sports Viewers/Attendees	6%	(91)	7%	(108)	3%	(47)	4%	(52)	8%	(113)	72%	(1064)	1475
Monthly Moviegoers	12%	(39)	17%	(55)	6%	(18)	4%	(11)	11%	(35)	50%	(162)	320
Few Times per Year + Moviegoers	9%	(84)	10%	(89)	5%	(42)	4%	(35)	9%	(81)	64%	(589)	920
Heard Smile Campaign	14%	(77)	16%	(91)	5%	(26)	6%	(31)	12%	(66)	47%	(260)	551
Heard Minion Campaign	14%	(78)	17%	(92)	5%	(27)	5%	(30)	13%	(70)	45%	(244)	540
Listens to Podcasts	8%	(89)	9%	(97)	5%	(53)	4%	(47)	10%	(109)	65%	(737)	1132
Streaming Services User	6%	(107)	7%	(123)	3%	(59)	4%	(66)	9%	(157)	71%	(1261)	1773
Netflix User	7%	(101)	8%	(111)	4%	(52)	4%	(63)	9%	(132)	69%	(1015)	1474
Disney+ User	8%	(82)	10%	(99)	3%	(33)	4%	(43)	10%	(101)	64%	(626)	984
Heterosexual or straight	5%	(101)	6%	(122)	3%	(57)	3%	(66)	8%	(153)	75%	(1472)	1971
Gay	1%	(1)	—	(0)	5%	(3)	1%	(1)	8%	(5)	85%	(57)	68
Bisexual	4%	(4)	10%	(9)	4%	(3)	3%	(2)	13%	(12)	66%	(59)	88
Yes	6%	(4)	9%	(6)	2%	(2)	6%	(4)	16%	(11)	60%	(42)	70
No	5%	(109)	6%	(127)	3%	(63)	3%	(69)	8%	(170)	75%	(1602)	2140

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

Table MCFE5_14: *Do you have a favorable or unfavorable opinion of the following?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Noah Beck

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	4%	(84)	7%	(147)	4%	(79)	3%	(72)	10%	(225)	73%	(1603)	2210
Gender: Male	5%	(48)	8%	(84)	5%	(50)	4%	(40)	9%	(95)	70%	(750)	1068
Gender: Female	3%	(36)	6%	(63)	3%	(29)	3%	(32)	11%	(130)	75%	(853)	1142
Age: 18-34	7%	(47)	13%	(86)	8%	(51)	6%	(40)	15%	(95)	50%	(323)	642
Age: 35-44	5%	(19)	10%	(35)	5%	(17)	3%	(10)	9%	(34)	69%	(251)	365
Age: 45-64	3%	(19)	3%	(20)	2%	(11)	2%	(15)	10%	(69)	81%	(580)	714
Age: 65+	—	(0)	1%	(6)	—	(0)	1%	(7)	6%	(27)	92%	(449)	489
GenZers: 1997-2012	10%	(24)	14%	(35)	10%	(25)	10%	(25)	18%	(46)	40%	(102)	256
Millennials: 1981-1996	6%	(38)	12%	(80)	6%	(41)	4%	(25)	11%	(72)	61%	(397)	653
GenXers: 1965-1980	3%	(19)	4%	(21)	2%	(10)	2%	(12)	12%	(66)	77%	(428)	555
Baby Boomers: 1946-1964	—	(3)	1%	(10)	1%	(4)	1%	(10)	5%	(36)	91%	(611)	673
PID: Dem (no lean)	6%	(53)	10%	(86)	5%	(39)	4%	(37)	9%	(77)	66%	(568)	860
PID: Ind (no lean)	1%	(9)	2%	(16)	3%	(17)	2%	(17)	13%	(87)	78%	(528)	674
PID: Rep (no lean)	3%	(22)	7%	(44)	3%	(22)	3%	(18)	9%	(61)	75%	(507)	676
PID/Gender: Dem Men	8%	(32)	13%	(51)	8%	(31)	5%	(20)	7%	(26)	60%	(235)	394
PID/Gender: Dem Women	5%	(21)	8%	(35)	2%	(9)	4%	(17)	11%	(51)	71%	(332)	465
PID/Gender: Ind Men	1%	(5)	3%	(9)	3%	(10)	3%	(10)	12%	(43)	78%	(269)	345
PID/Gender: Ind Women	1%	(4)	2%	(8)	2%	(7)	2%	(6)	13%	(44)	79%	(259)	329
PID/Gender: Rep Men	4%	(12)	7%	(24)	3%	(10)	3%	(10)	8%	(27)	75%	(246)	328
PID/Gender: Rep Women	3%	(10)	6%	(21)	4%	(13)	3%	(9)	10%	(35)	75%	(261)	348
Ideo: Liberal (1-3)	5%	(36)	9%	(57)	5%	(30)	4%	(29)	8%	(54)	69%	(452)	656
Ideo: Moderate (4)	3%	(21)	6%	(47)	4%	(30)	3%	(23)	12%	(93)	71%	(536)	751
Ideo: Conservative (5-7)	4%	(25)	6%	(37)	2%	(14)	3%	(18)	9%	(59)	77%	(513)	666
Educ: < College	4%	(55)	7%	(97)	4%	(54)	3%	(45)	10%	(149)	72%	(1037)	1437
Educ: Bachelors degree	4%	(18)	8%	(39)	3%	(15)	4%	(21)	10%	(47)	71%	(350)	491
Educ: Post-grad	4%	(12)	4%	(11)	3%	(9)	2%	(6)	10%	(29)	76%	(216)	282
Income: Under 50k	4%	(46)	6%	(74)	3%	(37)	3%	(36)	10%	(132)	74%	(946)	1271
Income: 50k-100k	3%	(21)	8%	(53)	5%	(33)	4%	(29)	10%	(62)	70%	(458)	656
Income: 100k+	6%	(18)	7%	(20)	3%	(9)	2%	(7)	11%	(30)	70%	(199)	283
Ethnicity: White	3%	(50)	6%	(103)	3%	(43)	3%	(43)	9%	(162)	77%	(1310)	1711

Continued on next page

Table MCFE5_14: *Do you have a favorable or unfavorable opinion of the following?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*

Noah Beck

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	4%	(84)	7%	(147)	4%	(79)	3%	(72)	10%	(225)	73%	(1603)	2210
Ethnicity: Hispanic	7%	(25)	7%	(28)	8%	(29)	5%	(17)	13%	(49)	61%	(226)	374
Ethnicity: Black	8%	(24)	10%	(28)	7%	(19)	5%	(14)	14%	(39)	56%	(159)	282
Ethnicity: Other	5%	(11)	7%	(16)	8%	(17)	7%	(15)	11%	(24)	62%	(134)	217
All Christian	4%	(38)	7%	(68)	3%	(34)	2%	(22)	9%	(89)	76%	(777)	1029
All Non-Christian	4%	(5)	12%	(15)	6%	(8)	2%	(3)	12%	(15)	64%	(82)	129
Atheist	1%	(1)	2%	(2)	3%	(3)	9%	(9)	10%	(10)	75%	(74)	99
Agnostic/Nothing in particular	4%	(21)	5%	(31)	3%	(20)	3%	(19)	12%	(73)	72%	(423)	587
Something Else	5%	(19)	8%	(30)	4%	(13)	5%	(19)	11%	(39)	67%	(246)	365
Religious Non-Protestant/Catholic	4%	(5)	12%	(18)	7%	(11)	2%	(3)	10%	(15)	66%	(101)	154
Evangelical	5%	(31)	9%	(50)	4%	(21)	3%	(19)	10%	(55)	69%	(384)	558
Non-Evangelical	3%	(25)	5%	(42)	3%	(24)	3%	(21)	9%	(70)	77%	(609)	792
Community: Urban	7%	(42)	10%	(67)	6%	(39)	3%	(19)	8%	(54)	65%	(417)	638
Community: Suburban	3%	(29)	5%	(48)	2%	(25)	4%	(37)	11%	(114)	75%	(761)	1014
Community: Rural	2%	(13)	6%	(32)	3%	(15)	3%	(16)	10%	(57)	76%	(426)	558
Employ: Private Sector	6%	(36)	10%	(65)	7%	(44)	5%	(29)	11%	(69)	63%	(411)	654
Employ: Government	10%	(14)	9%	(12)	4%	(6)	5%	(6)	8%	(12)	64%	(87)	136
Employ: Self-Employed	5%	(9)	10%	(16)	3%	(5)	3%	(5)	13%	(22)	66%	(109)	166
Employ: Homemaker	2%	(3)	6%	(11)	5%	(9)	1%	(2)	14%	(27)	72%	(138)	190
Employ: Student	5%	(3)	15%	(10)	8%	(5)	13%	(8)	18%	(11)	41%	(26)	62
Employ: Retired	1%	(3)	1%	(8)	1%	(3)	2%	(10)	5%	(31)	90%	(509)	563
Employ: Unemployed	4%	(13)	6%	(18)	1%	(3)	3%	(8)	14%	(42)	72%	(217)	301
Employ: Other	2%	(3)	6%	(8)	3%	(5)	2%	(2)	8%	(11)	78%	(107)	137
Military HH: Yes	1%	(3)	2%	(7)	3%	(9)	3%	(9)	12%	(33)	79%	(223)	283
Military HH: No	4%	(82)	7%	(140)	4%	(70)	3%	(62)	10%	(192)	72%	(1381)	1927
RD/WT: Right Direction	7%	(47)	12%	(77)	5%	(36)	4%	(27)	10%	(64)	62%	(415)	666
RD/WT: Wrong Track	2%	(38)	5%	(70)	3%	(43)	3%	(44)	10%	(161)	77%	(1188)	1544
Biden Job Approve	5%	(52)	9%	(86)	4%	(43)	4%	(37)	10%	(93)	68%	(658)	970
Biden Job Disapprove	3%	(32)	5%	(55)	3%	(35)	3%	(32)	10%	(118)	76%	(872)	1144

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Table MCFE5_14: *Do you have a favorable or unfavorable opinion of the following?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Noah Beck

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	4%	(84)	7%	(147)	4%	(79)	3%	(72)	10%	(225)	73%	(1603)	2210
Biden Job Strongly Approve	10%	(43)	9%	(39)	5%	(21)	3%	(14)	9%	(37)	64%	(279)	433
Biden Job Somewhat Approve	2%	(9)	9%	(47)	4%	(22)	4%	(24)	10%	(56)	71%	(380)	537
Biden Job Somewhat Disapprove	4%	(15)	6%	(22)	4%	(15)	4%	(14)	13%	(44)	68%	(230)	339
Biden Job Strongly Disapprove	2%	(18)	4%	(34)	3%	(20)	2%	(18)	9%	(74)	80%	(641)	805
Favorable of Biden	6%	(56)	8%	(82)	4%	(36)	3%	(31)	9%	(89)	70%	(675)	969
Unfavorable of Biden	2%	(28)	5%	(62)	3%	(37)	3%	(35)	10%	(115)	76%	(856)	1134
Very Favorable of Biden	8%	(36)	10%	(48)	4%	(18)	3%	(15)	8%	(40)	67%	(324)	482
Somewhat Favorable of Biden	4%	(19)	7%	(34)	4%	(18)	3%	(16)	10%	(49)	72%	(351)	487
Somewhat Unfavorable of Biden	2%	(5)	8%	(23)	4%	(11)	4%	(11)	13%	(39)	70%	(209)	299
Very Unfavorable of Biden	3%	(23)	5%	(40)	3%	(26)	3%	(24)	9%	(76)	77%	(647)	835
#1 Issue: Economy	4%	(38)	6%	(55)	4%	(36)	2%	(21)	11%	(98)	73%	(666)	913
#1 Issue: Security	3%	(8)	5%	(13)	3%	(6)	5%	(12)	8%	(19)	76%	(184)	243
#1 Issue: Health Care	3%	(5)	10%	(17)	5%	(8)	1%	(1)	14%	(24)	67%	(114)	170
#1 Issue: Medicare / Social Security	1%	(2)	4%	(12)	2%	(6)	3%	(7)	8%	(20)	83%	(220)	266
#1 Issue: Women's Issues	6%	(20)	8%	(25)	4%	(11)	5%	(17)	12%	(38)	64%	(201)	311
#1 Issue: Education	5%	(3)	17%	(10)	7%	(4)	14%	(8)	17%	(10)	41%	(24)	59
#1 Issue: Energy	5%	(6)	10%	(13)	6%	(8)	3%	(3)	7%	(9)	71%	(95)	134
#1 Issue: Other	2%	(3)	2%	(2)	—	(1)	2%	(2)	6%	(7)	87%	(100)	115
2020 Vote: Joe Biden	5%	(49)	8%	(74)	4%	(41)	5%	(43)	10%	(98)	68%	(641)	945
2020 Vote: Donald Trump	3%	(22)	6%	(46)	3%	(24)	3%	(19)	8%	(61)	77%	(567)	740
2020 Vote: Other	3%	(2)	—	(0)	4%	(3)	3%	(2)	15%	(10)	75%	(50)	67
2020 Vote: Didn't Vote	3%	(12)	6%	(26)	3%	(12)	2%	(8)	12%	(56)	75%	(345)	459
2018 House Vote: Democrat	6%	(42)	9%	(66)	4%	(27)	4%	(30)	9%	(70)	69%	(520)	755
2018 House Vote: Republican	3%	(17)	6%	(33)	2%	(13)	2%	(11)	9%	(55)	78%	(461)	589
2018 House Vote: Someone else	—	(0)	3%	(2)	1%	(1)	2%	(1)	12%	(6)	81%	(40)	50
2016 Vote: Hillary Clinton	5%	(34)	9%	(59)	3%	(21)	4%	(28)	9%	(61)	71%	(491)	695
2016 Vote: Donald Trump	3%	(22)	6%	(42)	2%	(16)	2%	(12)	9%	(58)	77%	(507)	656
2016 Vote: Other	2%	(2)	—	(0)	3%	(2)	—	(0)	11%	(9)	84%	(72)	86
2016 Vote: Didn't Vote	3%	(25)	6%	(45)	5%	(37)	4%	(31)	13%	(97)	69%	(529)	765

Continued on next page

Table MCFE5_14: *Do you have a favorable or unfavorable opinion of the following? If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Noah Beck

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	4%	(84)	7%	(147)	4%	(79)	3%	(72)	10%	(225)	73%	(1603)	2210
Voted in 2014: Yes	4%	(48)	7%	(90)	2%	(29)	3%	(35)	9%	(107)	75%	(916)	1227
Voted in 2014: No	4%	(36)	6%	(57)	5%	(50)	4%	(36)	12%	(118)	70%	(687)	983
4-Region: Northeast	4%	(14)	7%	(27)	4%	(16)	4%	(16)	10%	(37)	71%	(272)	383
4-Region: Midwest	4%	(18)	6%	(25)	2%	(9)	2%	(11)	10%	(46)	76%	(347)	456
4-Region: South	3%	(28)	7%	(59)	4%	(33)	3%	(27)	12%	(100)	71%	(598)	844
4-Region: West	5%	(25)	7%	(36)	4%	(20)	3%	(18)	8%	(42)	73%	(386)	527
TikTok Users	8%	(65)	11%	(89)	6%	(46)	5%	(37)	12%	(96)	58%	(460)	793
Twitch Users	11%	(25)	15%	(32)	8%	(16)	7%	(14)	12%	(26)	47%	(102)	216
2022 Sports Viewers/Attendees	5%	(72)	8%	(111)	4%	(60)	3%	(51)	10%	(150)	70%	(1030)	1475
Monthly Moviegoers	12%	(38)	16%	(53)	8%	(25)	4%	(12)	12%	(39)	48%	(154)	320
Few Times per Year + Moviegoers	7%	(61)	11%	(103)	6%	(59)	4%	(33)	12%	(115)	60%	(550)	920
Heard Smile Campaign	10%	(58)	16%	(87)	8%	(42)	6%	(34)	14%	(78)	46%	(252)	551
Heard Minion Campaign	11%	(60)	16%	(87)	7%	(39)	6%	(32)	17%	(89)	43%	(232)	540
Listens to Podcasts	7%	(75)	10%	(114)	6%	(62)	4%	(49)	12%	(139)	61%	(693)	1132
Streaming Services User	4%	(80)	8%	(138)	4%	(71)	4%	(62)	11%	(193)	69%	(1229)	1773
Netflix User	5%	(75)	8%	(123)	4%	(66)	4%	(59)	11%	(169)	67%	(980)	1474
Disney+ User	6%	(58)	10%	(100)	6%	(56)	4%	(44)	13%	(124)	61%	(602)	984
Heterosexual or straight	4%	(76)	7%	(131)	4%	(72)	3%	(66)	10%	(188)	73%	(1439)	1971
Gay	4%	(3)	1%	(1)	1%	(1)	4%	(2)	9%	(6)	81%	(55)	68
Bisexual	5%	(4)	7%	(6)	3%	(3)	2%	(2)	19%	(17)	65%	(57)	88
Yes	6%	(5)	6%	(4)	3%	(2)	4%	(3)	21%	(15)	60%	(42)	70
No	4%	(80)	7%	(143)	4%	(77)	3%	(69)	10%	(210)	73%	(1561)	2140

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

Table MCFE5_15: *Do you have a favorable or unfavorable opinion of the following?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Bella Poarch

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	5%	(101)	7%	(152)	3%	(67)	4%	(86)	10%	(215)	72%	(1588)	2210
Gender: Male	6%	(62)	8%	(88)	4%	(40)	5%	(49)	9%	(100)	68%	(730)	1068
Gender: Female	3%	(39)	6%	(65)	2%	(28)	3%	(37)	10%	(115)	75%	(858)	1142
Age: 18-34	10%	(67)	14%	(91)	6%	(39)	8%	(50)	16%	(102)	46%	(292)	642
Age: 35-44	5%	(20)	10%	(36)	5%	(16)	4%	(15)	9%	(31)	67%	(246)	365
Age: 45-64	2%	(13)	3%	(19)	2%	(12)	2%	(13)	9%	(67)	83%	(590)	714
Age: 65+	—	(1)	1%	(6)	—	(0)	2%	(8)	3%	(16)	94%	(459)	489
GenZers: 1997-2012	13%	(34)	18%	(45)	5%	(13)	11%	(28)	22%	(56)	31%	(80)	256
Millennials: 1981-1996	8%	(52)	12%	(75)	6%	(40)	5%	(30)	10%	(65)	60%	(390)	653
GenXers: 1965-1980	2%	(12)	5%	(26)	2%	(8)	3%	(18)	11%	(59)	78%	(431)	555
Baby Boomers: 1946-1964	—	(3)	1%	(6)	1%	(6)	1%	(9)	5%	(32)	92%	(618)	673
PID: Dem (no lean)	7%	(57)	10%	(82)	4%	(35)	4%	(36)	11%	(92)	65%	(557)	860
PID: Ind (no lean)	2%	(13)	3%	(22)	2%	(15)	4%	(26)	11%	(77)	77%	(521)	674
PID: Rep (no lean)	4%	(30)	7%	(49)	2%	(17)	4%	(24)	7%	(46)	75%	(510)	676
PID/Gender: Dem Men	8%	(31)	14%	(54)	5%	(21)	7%	(26)	10%	(41)	56%	(221)	394
PID/Gender: Dem Women	6%	(26)	6%	(28)	3%	(14)	2%	(10)	11%	(51)	72%	(336)	465
PID/Gender: Ind Men	3%	(10)	3%	(12)	3%	(9)	2%	(8)	12%	(41)	77%	(265)	345
PID/Gender: Ind Women	1%	(3)	3%	(10)	2%	(6)	5%	(17)	11%	(36)	78%	(256)	329
PID/Gender: Rep Men	6%	(21)	7%	(22)	3%	(10)	4%	(14)	6%	(18)	74%	(244)	328
PID/Gender: Rep Women	3%	(10)	8%	(26)	2%	(7)	3%	(11)	8%	(28)	77%	(266)	348
Ideo: Liberal (1-3)	6%	(40)	10%	(64)	4%	(24)	5%	(30)	9%	(58)	67%	(440)	656
Ideo: Moderate (4)	4%	(32)	7%	(54)	3%	(21)	4%	(28)	13%	(96)	69%	(520)	751
Ideo: Conservative (5-7)	4%	(26)	4%	(28)	3%	(21)	4%	(24)	6%	(43)	79%	(525)	666
Educ: < College	5%	(70)	7%	(105)	3%	(41)	4%	(55)	11%	(157)	70%	(1009)	1437
Educ: Bachelors degree	5%	(25)	7%	(34)	4%	(18)	4%	(20)	9%	(42)	72%	(352)	491
Educ: Post-grad	2%	(7)	5%	(13)	3%	(9)	4%	(11)	6%	(16)	81%	(227)	282
Income: Under 50k	5%	(60)	7%	(83)	2%	(27)	3%	(40)	11%	(146)	72%	(916)	1271
Income: 50k-100k	4%	(29)	7%	(48)	4%	(28)	6%	(40)	8%	(51)	70%	(460)	656
Income: 100k+	4%	(12)	8%	(22)	5%	(13)	2%	(5)	7%	(19)	75%	(212)	283
Ethnicity: White	3%	(59)	6%	(96)	3%	(45)	4%	(61)	9%	(147)	76%	(1302)	1711

Continued on next page

Table MCFE5_15: *Do you have a favorable or unfavorable opinion of the following?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Bella Poarch

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	5%	(101)	7%	(152)	3%	(67)	4%	(86)	10%	(215)	72%	(1588)	2210
Ethnicity: Hispanic	9%	(34)	11%	(41)	3%	(11)	6%	(24)	18%	(69)	52%	(194)	374
Ethnicity: Black	10%	(28)	12%	(33)	4%	(11)	5%	(14)	11%	(31)	59%	(166)	282
Ethnicity: Other	7%	(15)	11%	(24)	5%	(12)	5%	(10)	17%	(37)	55%	(120)	217
All Christian	4%	(43)	7%	(67)	3%	(30)	2%	(24)	9%	(88)	75%	(777)	1029
All Non-Christian	5%	(7)	8%	(10)	5%	(6)	7%	(9)	5%	(6)	70%	(90)	129
Atheist	2%	(2)	4%	(3)	6%	(6)	13%	(13)	6%	(6)	69%	(69)	99
Agnostic/Nothing in particular	4%	(26)	6%	(37)	3%	(17)	5%	(28)	14%	(84)	67%	(396)	587
Something Else	6%	(23)	9%	(35)	2%	(9)	3%	(12)	9%	(31)	70%	(256)	365
Religious Non-Protestant/Catholic	5%	(8)	7%	(11)	5%	(8)	6%	(9)	5%	(8)	71%	(110)	154
Evangelical	6%	(35)	10%	(54)	3%	(17)	3%	(14)	8%	(47)	70%	(391)	558
Non-Evangelical	4%	(30)	5%	(43)	2%	(20)	3%	(21)	9%	(70)	77%	(608)	792
Community: Urban	7%	(45)	12%	(75)	3%	(20)	5%	(30)	10%	(64)	63%	(404)	638
Community: Suburban	4%	(38)	5%	(49)	3%	(33)	4%	(38)	10%	(105)	74%	(751)	1014
Community: Rural	3%	(18)	5%	(29)	3%	(15)	3%	(18)	8%	(46)	78%	(433)	558
Employ: Private Sector	7%	(45)	10%	(65)	5%	(32)	5%	(30)	11%	(70)	63%	(413)	654
Employ: Government	3%	(5)	13%	(17)	5%	(7)	8%	(11)	9%	(13)	61%	(83)	136
Employ: Self-Employed	7%	(12)	11%	(18)	3%	(5)	6%	(10)	6%	(10)	67%	(111)	166
Employ: Homemaker	3%	(6)	6%	(11)	3%	(5)	3%	(7)	12%	(22)	73%	(139)	190
Employ: Student	13%	(8)	16%	(10)	6%	(4)	9%	(6)	26%	(16)	30%	(19)	62
Employ: Retired	—	(2)	1%	(7)	1%	(5)	2%	(9)	4%	(20)	92%	(519)	563
Employ: Unemployed	5%	(15)	5%	(17)	2%	(5)	3%	(8)	16%	(48)	70%	(210)	301
Employ: Other	6%	(9)	5%	(7)	3%	(4)	4%	(6)	12%	(17)	69%	(94)	137
Military HH: Yes	1%	(3)	4%	(13)	1%	(3)	4%	(11)	9%	(26)	80%	(227)	283
Military HH: No	5%	(98)	7%	(140)	3%	(64)	4%	(75)	10%	(190)	71%	(1361)	1927
RD/WT: Right Direction	9%	(62)	12%	(79)	4%	(26)	4%	(30)	10%	(70)	60%	(400)	666
RD/WT: Wrong Track	3%	(40)	5%	(73)	3%	(42)	4%	(56)	9%	(146)	77%	(1187)	1544
Biden Job Approve	6%	(61)	10%	(96)	4%	(35)	4%	(40)	10%	(94)	66%	(645)	970
Biden Job Disapprove	3%	(36)	5%	(54)	3%	(32)	4%	(43)	9%	(101)	77%	(878)	1144

Table MCFE5_15: *Do you have a favorable or unfavorable opinion of the following?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Bella Poarch

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	5%	(101)	7%	(152)	3%	(67)	4%	(86)	10%	(215)	72%	(1588)	2210
Biden Job Strongly Approve	10%	(43)	10%	(45)	3%	(13)	4%	(19)	9%	(41)	63%	(273)	433
Biden Job Somewhat Approve	3%	(18)	9%	(51)	4%	(22)	4%	(21)	10%	(54)	69%	(372)	537
Biden Job Somewhat Disapprove	4%	(15)	7%	(22)	4%	(13)	4%	(14)	12%	(41)	69%	(234)	339
Biden Job Strongly Disapprove	3%	(21)	4%	(32)	2%	(19)	4%	(29)	8%	(60)	80%	(644)	805
Favorable of Biden	6%	(61)	9%	(87)	3%	(29)	4%	(41)	10%	(93)	68%	(658)	969
Unfavorable of Biden	3%	(39)	5%	(58)	3%	(37)	3%	(38)	9%	(100)	76%	(863)	1134
Very Favorable of Biden	9%	(44)	10%	(47)	2%	(11)	6%	(27)	9%	(43)	64%	(311)	482
Somewhat Favorable of Biden	4%	(17)	8%	(41)	4%	(18)	3%	(14)	10%	(50)	71%	(347)	487
Somewhat Unfavorable of Biden	4%	(13)	7%	(21)	4%	(13)	3%	(8)	12%	(36)	70%	(209)	299
Very Unfavorable of Biden	3%	(26)	4%	(37)	3%	(24)	4%	(30)	8%	(64)	78%	(654)	835
#1 Issue: Economy	4%	(37)	7%	(62)	2%	(22)	5%	(44)	10%	(93)	72%	(654)	913
#1 Issue: Security	2%	(6)	7%	(18)	2%	(4)	2%	(4)	9%	(21)	78%	(190)	243
#1 Issue: Health Care	5%	(8)	12%	(21)	5%	(8)	2%	(3)	13%	(23)	64%	(108)	170
#1 Issue: Medicare / Social Security	4%	(11)	2%	(6)	2%	(6)	3%	(7)	5%	(14)	83%	(221)	266
#1 Issue: Women's Issues	6%	(19)	8%	(24)	5%	(15)	6%	(18)	15%	(46)	61%	(190)	311
#1 Issue: Education	6%	(4)	14%	(8)	12%	(7)	10%	(6)	8%	(5)	49%	(29)	59
#1 Issue: Energy	10%	(13)	9%	(12)	3%	(5)	2%	(3)	5%	(7)	71%	(95)	134
#1 Issue: Other	4%	(4)	2%	(2)	—	(0)	1%	(1)	6%	(7)	87%	(100)	115
2020 Vote: Joe Biden	6%	(53)	9%	(82)	4%	(34)	5%	(46)	10%	(96)	67%	(633)	945
2020 Vote: Donald Trump	4%	(31)	6%	(43)	3%	(20)	3%	(23)	6%	(48)	78%	(575)	740
2020 Vote: Other	3%	(2)	6%	(4)	3%	(2)	3%	(2)	14%	(9)	72%	(48)	67
2020 Vote: Didn't Vote	3%	(16)	5%	(23)	2%	(11)	3%	(15)	13%	(62)	72%	(332)	459
2018 House Vote: Democrat	6%	(48)	9%	(71)	3%	(24)	5%	(34)	8%	(63)	68%	(515)	755
2018 House Vote: Republican	3%	(16)	5%	(32)	2%	(12)	2%	(14)	6%	(37)	81%	(478)	589
2018 House Vote: Someone else	4%	(2)	4%	(2)	2%	(1)	4%	(2)	9%	(5)	78%	(39)	50
2016 Vote: Hillary Clinton	6%	(39)	9%	(61)	2%	(17)	4%	(27)	9%	(63)	70%	(487)	695
2016 Vote: Donald Trump	3%	(22)	6%	(38)	2%	(13)	3%	(20)	5%	(36)	80%	(528)	656
2016 Vote: Other	2%	(2)	3%	(3)	1%	(1)	1%	(1)	6%	(5)	86%	(74)	86
2016 Vote: Didn't Vote	5%	(37)	6%	(49)	5%	(35)	5%	(39)	14%	(110)	65%	(495)	765

Continued on next page

Table MCFE5_15: *Do you have a favorable or unfavorable opinion of the following?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Bella Poarch

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	5%	(101)	7%	(152)	3%	(67)	4%	(86)	10%	(215)	72%	(1588)	2210
Voted in 2014: Yes	5%	(57)	7%	(83)	2%	(30)	3%	(42)	7%	(85)	76%	(930)	1227
Voted in 2014: No	4%	(44)	7%	(69)	4%	(38)	4%	(44)	13%	(131)	67%	(658)	983
4-Region: Northeast	4%	(17)	8%	(30)	3%	(12)	3%	(11)	11%	(43)	70%	(269)	383
4-Region: Midwest	5%	(24)	6%	(27)	3%	(12)	3%	(13)	7%	(30)	77%	(351)	456
4-Region: South	4%	(37)	7%	(62)	3%	(28)	4%	(35)	10%	(82)	71%	(601)	844
4-Region: West	4%	(23)	6%	(34)	3%	(15)	5%	(27)	12%	(61)	70%	(366)	527
TikTok Users	8%	(61)	12%	(96)	4%	(33)	6%	(46)	14%	(110)	56%	(447)	793
Twitch Users	15%	(33)	19%	(42)	4%	(9)	7%	(15)	19%	(41)	36%	(77)	216
2022 Sports Viewers/Attendees	5%	(75)	8%	(122)	3%	(44)	4%	(66)	9%	(133)	70%	(1036)	1475
Monthly Moviegoers	14%	(45)	18%	(59)	7%	(24)	4%	(12)	11%	(36)	45%	(146)	320
Few Times per Year + Moviegoers	8%	(73)	12%	(108)	4%	(41)	5%	(48)	12%	(106)	59%	(544)	920
Heard Smile Campaign	12%	(68)	17%	(94)	6%	(32)	7%	(37)	15%	(84)	43%	(237)	551
Heard Minion Campaign	12%	(66)	17%	(94)	6%	(30)	6%	(34)	18%	(95)	41%	(221)	540
Listens to Podcasts	7%	(79)	11%	(124)	4%	(51)	5%	(54)	12%	(130)	61%	(693)	1132
Streaming Services User	5%	(96)	8%	(145)	3%	(62)	4%	(78)	10%	(181)	68%	(1210)	1773
Netflix User	6%	(92)	9%	(132)	4%	(54)	5%	(70)	11%	(163)	65%	(963)	1474
Disney+ User	7%	(66)	12%	(118)	5%	(45)	6%	(58)	12%	(117)	59%	(580)	984
Heterosexual or straight	5%	(90)	7%	(129)	3%	(60)	4%	(78)	9%	(178)	73%	(1436)	1971
Gay	2%	(1)	4%	(3)	3%	(2)	2%	(2)	21%	(14)	68%	(46)	68
Bisexual	7%	(7)	8%	(7)	4%	(3)	6%	(6)	17%	(15)	57%	(51)	88
Yes	1%	(1)	16%	(11)	6%	(4)	5%	(4)	17%	(12)	54%	(38)	70
No	5%	(100)	7%	(141)	3%	(63)	4%	(82)	10%	(203)	72%	(1550)	2140

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

Table MCFE5_16: *Do you have a favorable or unfavorable opinion of the following?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Lele Pons

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	4%	(83)	6%	(123)	3%	(74)	5%	(100)	9%	(207)	73%	(1623)	2210
Gender: Male	5%	(54)	7%	(70)	4%	(48)	5%	(54)	9%	(93)	70%	(749)	1068
Gender: Female	3%	(29)	5%	(54)	2%	(26)	4%	(46)	10%	(114)	77%	(874)	1142
Age: 18-34	7%	(43)	11%	(69)	7%	(46)	11%	(69)	16%	(102)	49%	(312)	642
Age: 35-44	7%	(26)	9%	(32)	5%	(18)	4%	(13)	10%	(36)	66%	(240)	365
Age: 45-64	2%	(13)	3%	(19)	1%	(10)	2%	(12)	8%	(54)	85%	(606)	714
Age: 65+	—	(0)	1%	(3)	—	(0)	1%	(7)	3%	(14)	95%	(464)	489
GenZers: 1997-2012	9%	(23)	12%	(30)	8%	(20)	15%	(38)	20%	(51)	37%	(95)	256
Millennials: 1981-1996	6%	(40)	10%	(64)	6%	(39)	6%	(42)	12%	(76)	60%	(391)	653
GenXers: 1965-1980	3%	(17)	4%	(24)	2%	(10)	2%	(12)	9%	(49)	80%	(443)	555
Baby Boomers: 1946-1964	—	(2)	1%	(6)	1%	(5)	1%	(8)	4%	(27)	93%	(626)	673
PID: Dem (no lean)	6%	(47)	9%	(76)	4%	(31)	5%	(43)	9%	(79)	68%	(582)	860
PID: Ind (no lean)	2%	(11)	2%	(15)	3%	(21)	5%	(34)	11%	(75)	77%	(518)	674
PID: Rep (no lean)	4%	(24)	5%	(32)	3%	(22)	3%	(23)	8%	(53)	77%	(522)	676
PID/Gender: Dem Men	7%	(29)	11%	(45)	5%	(22)	6%	(24)	9%	(34)	61%	(240)	394
PID/Gender: Dem Women	4%	(18)	7%	(31)	2%	(10)	4%	(19)	10%	(45)	74%	(342)	465
PID/Gender: Ind Men	3%	(10)	2%	(7)	4%	(13)	5%	(16)	10%	(34)	77%	(266)	345
PID/Gender: Ind Women	1%	(2)	3%	(8)	2%	(8)	6%	(19)	12%	(41)	77%	(252)	329
PID/Gender: Rep Men	4%	(15)	5%	(17)	4%	(13)	5%	(15)	7%	(24)	74%	(243)	328
PID/Gender: Rep Women	3%	(9)	4%	(14)	2%	(9)	2%	(8)	8%	(29)	80%	(279)	348
Ideo: Liberal (1-3)	4%	(29)	8%	(52)	4%	(26)	7%	(47)	8%	(50)	69%	(451)	656
Ideo: Moderate (4)	4%	(27)	6%	(42)	4%	(27)	3%	(25)	11%	(84)	73%	(545)	751
Ideo: Conservative (5-7)	3%	(22)	4%	(24)	3%	(19)	3%	(22)	9%	(57)	78%	(522)	666
Educ: < College	4%	(57)	4%	(62)	4%	(50)	5%	(66)	10%	(139)	74%	(1063)	1437
Educ: Bachelors degree	3%	(14)	8%	(40)	4%	(18)	6%	(27)	10%	(50)	70%	(342)	491
Educ: Post-grad	4%	(12)	8%	(21)	2%	(6)	2%	(7)	6%	(18)	77%	(218)	282
Income: Under 50k	4%	(51)	4%	(53)	3%	(39)	4%	(49)	10%	(131)	75%	(948)	1271
Income: 50k-100k	2%	(16)	7%	(46)	4%	(26)	6%	(39)	9%	(56)	72%	(473)	656
Income: 100k+	6%	(16)	9%	(24)	3%	(9)	4%	(12)	7%	(19)	71%	(202)	283
Ethnicity: White	3%	(43)	5%	(85)	3%	(50)	4%	(70)	8%	(141)	77%	(1322)	1711

Table MCFE5_16: *Do you have a favorable or unfavorable opinion of the following?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Lele Pons

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	4%	(83)	6%	(123)	3%	(74)	5%	(100)	9%	(207)	73%	(1623)	2210
Ethnicity: Hispanic	7%	(27)	9%	(34)	4%	(17)	9%	(32)	14%	(51)	57%	(213)	374
Ethnicity: Black	10%	(28)	9%	(25)	4%	(12)	6%	(18)	11%	(31)	60%	(169)	282
Ethnicity: Other	5%	(11)	6%	(13)	6%	(13)	6%	(13)	16%	(35)	61%	(132)	217
All Christian	4%	(37)	6%	(64)	2%	(24)	4%	(37)	8%	(85)	76%	(782)	1029
All Non-Christian	9%	(11)	7%	(8)	7%	(9)	2%	(3)	7%	(9)	69%	(89)	129
Atheist	2%	(2)	5%	(5)	7%	(7)	11%	(11)	7%	(7)	67%	(67)	99
Agnostic/Nothing in particular	4%	(23)	4%	(24)	3%	(20)	4%	(25)	12%	(68)	73%	(427)	587
Something Else	3%	(10)	6%	(21)	4%	(15)	6%	(23)	10%	(38)	71%	(258)	365
Religious Non-Protestant/Catholic	7%	(11)	7%	(11)	7%	(11)	3%	(4)	6%	(9)	70%	(108)	154
Evangelical	5%	(28)	8%	(45)	3%	(15)	4%	(21)	7%	(41)	73%	(408)	558
Non-Evangelical	2%	(17)	4%	(35)	3%	(20)	5%	(37)	10%	(81)	76%	(601)	792
Community: Urban	7%	(43)	10%	(61)	4%	(28)	5%	(30)	9%	(60)	65%	(415)	638
Community: Suburban	2%	(24)	4%	(39)	3%	(31)	5%	(52)	10%	(98)	76%	(770)	1014
Community: Rural	3%	(15)	4%	(23)	3%	(15)	3%	(19)	9%	(49)	79%	(438)	558
Employ: Private Sector	5%	(36)	10%	(67)	5%	(30)	6%	(41)	9%	(61)	64%	(420)	654
Employ: Government	4%	(6)	10%	(13)	6%	(8)	8%	(10)	11%	(14)	62%	(84)	136
Employ: Self-Employed	7%	(11)	9%	(16)	3%	(5)	3%	(5)	12%	(20)	66%	(109)	166
Employ: Homemaker	2%	(4)	3%	(6)	3%	(6)	5%	(9)	12%	(22)	75%	(143)	190
Employ: Student	7%	(4)	7%	(4)	14%	(9)	12%	(7)	18%	(11)	42%	(26)	62
Employ: Retired	—	(2)	1%	(4)	1%	(5)	2%	(9)	4%	(22)	93%	(521)	563
Employ: Unemployed	5%	(16)	3%	(8)	3%	(9)	5%	(16)	14%	(42)	70%	(211)	301
Employ: Other	3%	(4)	4%	(6)	2%	(2)	2%	(3)	10%	(14)	79%	(108)	137
Military HH: Yes	2%	(5)	3%	(8)	3%	(9)	4%	(12)	8%	(24)	80%	(226)	283
Military HH: No	4%	(78)	6%	(115)	3%	(65)	5%	(89)	10%	(183)	73%	(1397)	1927
RD/WT: Right Direction	8%	(52)	11%	(71)	4%	(28)	6%	(39)	9%	(63)	62%	(413)	666
RD/WT: Wrong Track	2%	(30)	3%	(52)	3%	(46)	4%	(62)	9%	(144)	78%	(1210)	1544
Biden Job Approve	6%	(55)	9%	(83)	4%	(36)	6%	(54)	9%	(88)	67%	(654)	970
Biden Job Disapprove	2%	(27)	3%	(38)	3%	(37)	4%	(43)	9%	(103)	78%	(896)	1144

Table MCFE5_16: *Do you have a favorable or unfavorable opinion of the following?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Lele Pons

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	4%	(83)	6%	(123)	3%	(74)	5%	(100)	9%	(207)	73%	(1623)	2210
Biden Job Strongly Approve	11%	(46)	9%	(39)	3%	(12)	4%	(17)	8%	(36)	65%	(282)	433
Biden Job Somewhat Approve	2%	(9)	8%	(44)	5%	(24)	7%	(37)	10%	(51)	69%	(372)	537
Biden Job Somewhat Disapprove	3%	(10)	6%	(19)	4%	(12)	5%	(18)	11%	(38)	71%	(241)	339
Biden Job Strongly Disapprove	2%	(17)	2%	(19)	3%	(25)	3%	(24)	8%	(65)	81%	(654)	805
Favorable of Biden	6%	(54)	8%	(79)	3%	(32)	4%	(42)	10%	(92)	69%	(670)	969
Unfavorable of Biden	2%	(26)	4%	(41)	3%	(39)	5%	(51)	8%	(93)	78%	(883)	1134
Very Favorable of Biden	8%	(38)	9%	(42)	2%	(10)	4%	(21)	9%	(45)	67%	(325)	482
Somewhat Favorable of Biden	3%	(16)	8%	(37)	5%	(22)	4%	(20)	10%	(47)	71%	(345)	487
Somewhat Unfavorable of Biden	3%	(9)	6%	(19)	4%	(11)	7%	(20)	8%	(23)	73%	(217)	299
Very Unfavorable of Biden	2%	(17)	3%	(23)	3%	(28)	4%	(31)	8%	(70)	80%	(666)	835
#1 Issue: Economy	4%	(33)	5%	(47)	4%	(35)	4%	(37)	10%	(90)	74%	(671)	913
#1 Issue: Security	2%	(5)	6%	(14)	2%	(5)	4%	(10)	7%	(18)	79%	(192)	243
#1 Issue: Health Care	6%	(10)	6%	(11)	3%	(6)	4%	(7)	7%	(12)	73%	(125)	170
#1 Issue: Medicare / Social Security	2%	(4)	2%	(6)	3%	(7)	2%	(6)	6%	(15)	86%	(228)	266
#1 Issue: Women's Issues	5%	(17)	8%	(24)	3%	(10)	9%	(27)	14%	(43)	61%	(190)	311
#1 Issue: Education	7%	(4)	13%	(8)	7%	(4)	12%	(7)	15%	(9)	46%	(27)	59
#1 Issue: Energy	6%	(8)	10%	(13)	5%	(7)	4%	(5)	10%	(14)	65%	(87)	134
#1 Issue: Other	2%	(2)	—	(0)	—	(1)	2%	(2)	6%	(7)	90%	(103)	115
2020 Vote: Joe Biden	5%	(48)	8%	(76)	4%	(33)	5%	(49)	9%	(82)	69%	(655)	945
2020 Vote: Donald Trump	2%	(18)	4%	(31)	3%	(23)	3%	(25)	7%	(53)	80%	(590)	740
2020 Vote: Other	3%	(2)	3%	(2)	6%	(4)	5%	(3)	14%	(9)	70%	(47)	67
2020 Vote: Didn't Vote	3%	(14)	3%	(15)	3%	(13)	5%	(23)	14%	(63)	72%	(331)	459
2018 House Vote: Democrat	5%	(41)	9%	(65)	3%	(23)	5%	(38)	9%	(65)	69%	(523)	755
2018 House Vote: Republican	3%	(15)	5%	(27)	2%	(15)	2%	(12)	6%	(33)	83%	(486)	589
2018 House Vote: Someone else	—	(0)	3%	(2)	2%	(1)	3%	(2)	9%	(4)	83%	(41)	50
2016 Vote: Hillary Clinton	5%	(37)	8%	(55)	3%	(18)	5%	(35)	7%	(48)	72%	(501)	695
2016 Vote: Donald Trump	2%	(15)	4%	(29)	2%	(13)	3%	(17)	6%	(38)	83%	(544)	656
2016 Vote: Other	3%	(3)	3%	(2)	2%	(1)	1%	(1)	10%	(9)	81%	(69)	86
2016 Vote: Didn't Vote	4%	(28)	5%	(35)	5%	(41)	6%	(46)	14%	(110)	66%	(505)	765

Table MCFE5_16: *Do you have a favorable or unfavorable opinion of the following?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Lele Pons

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	4%	(83)	6%	(123)	3%	(74)	5%	(100)	9%	(207)	73%	(1623)	2210
Voted in 2014: Yes	4%	(47)	6%	(79)	2%	(25)	3%	(41)	7%	(81)	78%	(953)	1227
Voted in 2014: No	4%	(35)	5%	(45)	5%	(49)	6%	(59)	13%	(126)	68%	(670)	983
4-Region: Northeast	5%	(19)	6%	(23)	3%	(13)	6%	(24)	9%	(36)	70%	(268)	383
4-Region: Midwest	3%	(14)	5%	(21)	3%	(15)	3%	(13)	8%	(39)	78%	(355)	456
4-Region: South	3%	(29)	6%	(49)	3%	(26)	4%	(30)	10%	(85)	74%	(625)	844
4-Region: West	4%	(22)	6%	(30)	4%	(19)	6%	(33)	9%	(48)	71%	(374)	527
TikTok Users	7%	(53)	10%	(77)	4%	(31)	7%	(58)	13%	(106)	59%	(467)	793
Twitch Users	10%	(21)	17%	(36)	8%	(17)	11%	(24)	14%	(31)	40%	(86)	216
2022 Sports Viewers/Attendees	4%	(63)	7%	(107)	4%	(58)	4%	(66)	9%	(139)	71%	(1042)	1475
Monthly Moviegoers	10%	(33)	16%	(51)	7%	(22)	5%	(17)	12%	(39)	50%	(159)	320
Few Times per Year + Moviegoers	6%	(59)	10%	(93)	5%	(48)	6%	(55)	10%	(95)	62%	(569)	920
Heard Smile Campaign	11%	(59)	16%	(86)	6%	(31)	9%	(48)	14%	(75)	46%	(252)	551
Heard Minion Campaign	11%	(59)	15%	(81)	6%	(34)	8%	(45)	17%	(92)	43%	(230)	540
Listens to Podcasts	6%	(68)	9%	(100)	4%	(50)	6%	(64)	11%	(129)	64%	(721)	1132
Streaming Services User	4%	(76)	7%	(117)	4%	(68)	5%	(90)	10%	(180)	70%	(1242)	1773
Netflix User	5%	(72)	7%	(103)	4%	(61)	6%	(85)	11%	(166)	67%	(986)	1474
Disney+ User	6%	(55)	9%	(90)	5%	(45)	7%	(65)	12%	(115)	62%	(614)	984
Heterosexual or straight	4%	(75)	6%	(110)	3%	(65)	4%	(81)	9%	(180)	74%	(1460)	1971
Gay	1%	(1)	—	(0)	3%	(2)	5%	(3)	9%	(6)	82%	(56)	68
Bisexual	4%	(3)	7%	(6)	5%	(4)	9%	(8)	16%	(14)	59%	(52)	88
Yes	5%	(4)	2%	(2)	11%	(8)	8%	(6)	18%	(13)	55%	(39)	70
No	4%	(79)	6%	(121)	3%	(66)	4%	(95)	9%	(194)	74%	(1584)	2140

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

Table MCFE5_17: *Do you have a favorable or unfavorable opinion of the following?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Remi Bader

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	3%	(72)	5%	(100)	3%	(70)	3%	(62)	8%	(170)	79%	(1737)	2210
Gender: Male	4%	(39)	6%	(59)	4%	(40)	4%	(41)	8%	(85)	75%	(803)	1068
Gender: Female	3%	(32)	4%	(41)	3%	(29)	2%	(21)	7%	(85)	82%	(933)	1142
Age: 18-34	6%	(40)	7%	(47)	6%	(39)	4%	(28)	11%	(73)	65%	(415)	642
Age: 35-44	5%	(18)	8%	(28)	6%	(21)	3%	(12)	6%	(23)	72%	(263)	365
Age: 45-64	2%	(13)	3%	(20)	1%	(9)	2%	(16)	8%	(56)	84%	(600)	714
Age: 65+	—	(0)	1%	(4)	—	(0)	1%	(7)	4%	(18)	94%	(459)	489
GenZers: 1997-2012	6%	(15)	8%	(21)	4%	(12)	6%	(15)	14%	(36)	61%	(157)	256
Millennials: 1981-1996	6%	(41)	7%	(46)	7%	(43)	4%	(23)	8%	(50)	69%	(450)	653
GenXers: 1965-1980	2%	(12)	5%	(28)	2%	(11)	3%	(14)	10%	(53)	79%	(436)	555
Baby Boomers: 1946-1964	1%	(4)	1%	(4)	1%	(5)	1%	(10)	4%	(26)	93%	(624)	673
PID: Dem (no lean)	5%	(40)	8%	(65)	4%	(37)	4%	(32)	8%	(68)	72%	(618)	860
PID: Ind (no lean)	1%	(10)	1%	(5)	2%	(17)	2%	(15)	8%	(55)	85%	(573)	674
PID: Rep (no lean)	3%	(22)	5%	(31)	2%	(16)	2%	(15)	7%	(46)	81%	(546)	676
PID/Gender: Dem Men	5%	(21)	9%	(37)	7%	(28)	6%	(24)	9%	(34)	64%	(250)	394
PID/Gender: Dem Women	4%	(18)	6%	(28)	2%	(9)	2%	(8)	7%	(34)	79%	(367)	465
PID/Gender: Ind Men	2%	(5)	1%	(5)	3%	(9)	3%	(9)	8%	(27)	84%	(290)	345
PID/Gender: Ind Women	1%	(5)	—	(0)	2%	(7)	2%	(6)	8%	(28)	86%	(283)	329
PID/Gender: Rep Men	4%	(13)	5%	(17)	1%	(3)	2%	(8)	7%	(23)	80%	(263)	328
PID/Gender: Rep Women	3%	(9)	4%	(13)	4%	(13)	2%	(7)	7%	(23)	81%	(283)	348
Ideo: Liberal (1-3)	5%	(30)	7%	(45)	4%	(26)	4%	(24)	7%	(47)	74%	(485)	656
Ideo: Moderate (4)	3%	(25)	4%	(29)	3%	(25)	3%	(19)	11%	(80)	76%	(572)	751
Ideo: Conservative (5-7)	2%	(16)	3%	(23)	2%	(17)	3%	(18)	6%	(38)	83%	(555)	666
Educ: < College	3%	(47)	4%	(59)	3%	(47)	3%	(39)	8%	(116)	79%	(1130)	1437
Educ: Bachelors degree	4%	(21)	5%	(26)	3%	(16)	3%	(17)	6%	(32)	77%	(380)	491
Educ: Post-grad	2%	(4)	5%	(15)	2%	(7)	2%	(7)	8%	(22)	81%	(227)	282
Income: Under 50k	2%	(29)	4%	(48)	3%	(36)	2%	(29)	8%	(100)	81%	(1029)	1271
Income: 50k-100k	5%	(30)	5%	(34)	4%	(25)	4%	(25)	8%	(53)	74%	(489)	656
Income: 100k+	4%	(12)	6%	(17)	3%	(9)	3%	(8)	6%	(17)	78%	(219)	283
Ethnicity: White	2%	(43)	4%	(67)	2%	(43)	2%	(43)	7%	(115)	82%	(1401)	1711

Table MCFE5_17: *Do you have a favorable or unfavorable opinion of the following?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Remi Bader

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	3%	(72)	5%	(100)	3%	(70)	3%	(62)	8%	(170)	79%	(1737)	2210
Ethnicity: Hispanic	3%	(12)	4%	(16)	7%	(25)	4%	(14)	14%	(53)	68%	(255)	374
Ethnicity: Black	7%	(21)	8%	(22)	5%	(13)	5%	(14)	11%	(30)	64%	(182)	282
Ethnicity: Other	4%	(8)	5%	(10)	6%	(14)	3%	(6)	11%	(25)	71%	(154)	217
All Christian	3%	(31)	4%	(45)	3%	(30)	2%	(24)	8%	(77)	80%	(821)	1029
All Non-Christian	5%	(6)	9%	(11)	4%	(5)	3%	(4)	9%	(11)	71%	(92)	129
Atheist	3%	(3)	—	(0)	7%	(7)	8%	(8)	5%	(5)	78%	(78)	99
Agnostic/Nothing in particular	3%	(20)	4%	(26)	3%	(15)	2%	(14)	10%	(58)	77%	(455)	587
Something Else	3%	(12)	5%	(17)	3%	(13)	4%	(13)	5%	(19)	80%	(291)	365
Religious Non-Protestant/Catholic	4%	(6)	7%	(11)	5%	(8)	3%	(5)	8%	(12)	72%	(111)	154
Evangelical	5%	(26)	7%	(39)	3%	(19)	3%	(15)	7%	(40)	75%	(419)	558
Non-Evangelical	2%	(15)	3%	(22)	3%	(20)	2%	(19)	7%	(54)	84%	(661)	792
Community: Urban	5%	(33)	7%	(48)	4%	(27)	2%	(16)	10%	(63)	71%	(452)	638
Community: Suburban	3%	(29)	3%	(35)	3%	(27)	3%	(28)	7%	(71)	81%	(825)	1014
Community: Rural	2%	(9)	3%	(17)	3%	(16)	3%	(19)	7%	(37)	83%	(460)	558
Employ: Private Sector	6%	(38)	8%	(54)	5%	(33)	5%	(32)	8%	(52)	68%	(445)	654
Employ: Government	4%	(5)	9%	(13)	6%	(8)	2%	(3)	9%	(12)	70%	(95)	136
Employ: Self-Employed	4%	(7)	6%	(9)	3%	(5)	2%	(4)	12%	(19)	73%	(122)	166
Employ: Homemaker	1%	(2)	3%	(5)	3%	(6)	—	(1)	11%	(22)	81%	(153)	190
Employ: Student	3%	(2)	5%	(3)	8%	(5)	2%	(1)	12%	(7)	69%	(43)	62
Employ: Retired	—	(2)	1%	(4)	—	(2)	2%	(11)	3%	(19)	93%	(526)	563
Employ: Unemployed	3%	(10)	3%	(8)	1%	(4)	3%	(8)	9%	(28)	80%	(242)	301
Employ: Other	3%	(5)	2%	(3)	5%	(6)	1%	(2)	8%	(11)	81%	(111)	137
Military HH: Yes	2%	(6)	1%	(4)	2%	(4)	3%	(9)	7%	(20)	85%	(240)	283
Military HH: No	3%	(65)	5%	(95)	3%	(65)	3%	(54)	8%	(150)	78%	(1497)	1927
RD/WT: Right Direction	7%	(47)	10%	(63)	5%	(33)	3%	(23)	9%	(60)	66%	(440)	666
RD/WT: Wrong Track	2%	(25)	2%	(36)	2%	(36)	3%	(40)	7%	(110)	84%	(1297)	1544
Biden Job Approve	5%	(49)	7%	(66)	3%	(33)	3%	(32)	8%	(77)	74%	(714)	970
Biden Job Disapprove	2%	(23)	3%	(33)	3%	(32)	3%	(30)	7%	(86)	82%	(941)	1144

Continued on next page

Table MCFE5_17: *Do you have a favorable or unfavorable opinion of the following?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Remi Bader

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	3%	(72)	5%	(100)	3%	(70)	3%	(62)	8%	(170)	79%	(1737)	2210
Biden Job Strongly Approve	8%	(34)	8%	(37)	3%	(12)	5%	(21)	8%	(37)	67%	(291)	433
Biden Job Somewhat Approve	3%	(14)	5%	(29)	4%	(21)	2%	(10)	7%	(40)	79%	(423)	537
Biden Job Somewhat Disapprove	1%	(5)	5%	(18)	3%	(10)	4%	(12)	11%	(38)	76%	(256)	339
Biden Job Strongly Disapprove	2%	(18)	2%	(15)	3%	(22)	2%	(18)	6%	(47)	85%	(685)	805
Favorable of Biden	5%	(45)	7%	(64)	3%	(30)	3%	(34)	8%	(75)	75%	(722)	969
Unfavorable of Biden	2%	(26)	3%	(33)	3%	(36)	2%	(25)	7%	(79)	82%	(935)	1134
Very Favorable of Biden	6%	(31)	7%	(34)	3%	(17)	5%	(24)	8%	(37)	70%	(339)	482
Somewhat Favorable of Biden	3%	(13)	6%	(30)	3%	(14)	2%	(10)	8%	(37)	79%	(383)	487
Somewhat Unfavorable of Biden	2%	(5)	5%	(14)	3%	(9)	2%	(5)	9%	(28)	80%	(238)	299
Very Unfavorable of Biden	3%	(21)	2%	(19)	3%	(27)	2%	(21)	6%	(51)	83%	(697)	835
#1 Issue: Economy	3%	(28)	4%	(40)	4%	(34)	3%	(27)	8%	(76)	78%	(708)	913
#1 Issue: Security	2%	(4)	3%	(8)	3%	(7)	3%	(7)	8%	(20)	81%	(196)	243
#1 Issue: Health Care	4%	(7)	9%	(16)	1%	(2)	1%	(2)	9%	(15)	75%	(127)	170
#1 Issue: Medicare / Social Security	3%	(7)	1%	(3)	3%	(7)	2%	(6)	5%	(12)	86%	(230)	266
#1 Issue: Women's Issues	3%	(10)	5%	(15)	3%	(10)	3%	(11)	10%	(32)	75%	(233)	311
#1 Issue: Education	9%	(5)	12%	(7)	4%	(2)	9%	(5)	6%	(4)	60%	(36)	59
#1 Issue: Energy	6%	(8)	6%	(8)	5%	(7)	2%	(2)	5%	(6)	76%	(102)	134
#1 Issue: Other	2%	(2)	1%	(1)	—	(0)	2%	(2)	4%	(5)	91%	(105)	115
2020 Vote: Joe Biden	4%	(35)	6%	(56)	4%	(36)	4%	(38)	8%	(80)	74%	(699)	945
2020 Vote: Donald Trump	3%	(23)	4%	(29)	3%	(20)	2%	(15)	6%	(48)	82%	(605)	740
2020 Vote: Other	3%	(2)	1%	(1)	4%	(3)	4%	(2)	11%	(7)	78%	(52)	67
2020 Vote: Didn't Vote	3%	(12)	3%	(14)	2%	(10)	2%	(7)	8%	(35)	83%	(380)	459
2018 House Vote: Democrat	4%	(30)	6%	(48)	4%	(28)	5%	(38)	9%	(64)	72%	(547)	755
2018 House Vote: Republican	3%	(16)	4%	(24)	2%	(12)	1%	(9)	6%	(37)	84%	(493)	589
2018 House Vote: Someone else	—	(0)	6%	(3)	—	(0)	2%	(1)	7%	(3)	86%	(42)	50
2016 Vote: Hillary Clinton	4%	(26)	6%	(41)	4%	(28)	4%	(29)	8%	(55)	74%	(515)	695
2016 Vote: Donald Trump	3%	(19)	4%	(25)	2%	(11)	2%	(16)	7%	(43)	83%	(542)	656
2016 Vote: Other	3%	(3)	1%	(1)	1%	(1)	1%	(1)	6%	(5)	89%	(76)	86
2016 Vote: Didn't Vote	3%	(24)	4%	(31)	4%	(29)	2%	(16)	8%	(65)	78%	(600)	765

Table MCFE5_17: *Do you have a favorable or unfavorable opinion of the following?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Remi Bader

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	3%	(72)	5%	(100)	3%	(70)	3%	(62)	8%	(170)	79%	(1737)	2210
Voted in 2014: Yes	3%	(40)	5%	(59)	3%	(36)	4%	(44)	7%	(86)	78%	(961)	1227
Voted in 2014: No	3%	(32)	4%	(41)	3%	(33)	2%	(19)	8%	(84)	79%	(776)	983
4-Region: Northeast	4%	(13)	6%	(22)	3%	(11)	4%	(15)	8%	(30)	76%	(292)	383
4-Region: Midwest	3%	(15)	3%	(15)	2%	(9)	2%	(11)	5%	(24)	84%	(382)	456
4-Region: South	3%	(25)	5%	(41)	3%	(28)	3%	(22)	9%	(75)	77%	(653)	844
4-Region: West	4%	(19)	4%	(21)	4%	(22)	3%	(14)	8%	(41)	78%	(410)	527
TikTok Users	6%	(44)	8%	(63)	5%	(37)	3%	(26)	10%	(81)	68%	(542)	793
Twitch Users	11%	(23)	15%	(32)	4%	(9)	4%	(9)	9%	(19)	57%	(124)	216
2022 Sports Viewers/Attendees	4%	(56)	5%	(77)	4%	(54)	3%	(47)	8%	(116)	76%	(1125)	1475
Monthly Moviegoers	9%	(28)	13%	(43)	9%	(28)	5%	(15)	13%	(41)	51%	(165)	320
Few Times per Year + Moviegoers	5%	(48)	8%	(73)	5%	(49)	4%	(33)	11%	(103)	67%	(614)	920
Heard Smile Campaign	8%	(46)	13%	(72)	7%	(41)	5%	(27)	13%	(69)	54%	(296)	551
Heard Minion Campaign	8%	(45)	12%	(64)	6%	(31)	5%	(27)	15%	(83)	54%	(290)	540
Listens to Podcasts	5%	(62)	7%	(83)	5%	(54)	4%	(43)	10%	(112)	69%	(778)	1132
Streaming Services User	4%	(69)	5%	(91)	4%	(62)	3%	(54)	8%	(145)	76%	(1350)	1773
Netflix User	4%	(61)	6%	(84)	4%	(61)	3%	(49)	9%	(132)	74%	(1086)	1474
Disney+ User	5%	(53)	7%	(71)	5%	(47)	4%	(36)	9%	(91)	70%	(685)	984
Heterosexual or straight	3%	(67)	5%	(91)	3%	(63)	3%	(58)	7%	(142)	79%	(1549)	1971
Gay	1%	(1)	1%	(1)	1%	(1)	1%	(1)	15%	(10)	80%	(54)	68
Bisexual	2%	(2)	5%	(5)	3%	(3)	—	(0)	9%	(8)	80%	(70)	88
Yes	5%	(3)	4%	(3)	3%	(2)	5%	(3)	16%	(11)	68%	(48)	70
No	3%	(69)	5%	(97)	3%	(68)	3%	(59)	7%	(159)	79%	(1689)	2140

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

Table MCFE5_18: *Do you have a favorable or unfavorable opinion of the following?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Sommer Ray

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	4%	(95)	7%	(146)	3%	(71)	4%	(84)	10%	(227)	72%	(1587)	2210
Gender: Male	6%	(63)	7%	(75)	5%	(51)	5%	(54)	10%	(107)	67%	(717)	1068
Gender: Female	3%	(32)	6%	(71)	2%	(21)	3%	(30)	11%	(120)	76%	(869)	1142
Age: 18-34	9%	(60)	12%	(77)	6%	(35)	9%	(55)	15%	(97)	49%	(318)	642
Age: 35-44	6%	(21)	10%	(37)	5%	(19)	2%	(9)	12%	(42)	65%	(237)	365
Age: 45-64	2%	(14)	4%	(26)	2%	(16)	2%	(12)	9%	(67)	81%	(578)	714
Age: 65+	—	(0)	1%	(6)	—	(0)	2%	(9)	4%	(21)	93%	(454)	489
GenZers: 1997-2012	13%	(32)	14%	(36)	5%	(13)	12%	(32)	18%	(46)	38%	(97)	256
Millennials: 1981-1996	7%	(44)	11%	(72)	5%	(36)	5%	(32)	12%	(76)	60%	(393)	653
GenXers: 1965-1980	3%	(15)	5%	(30)	3%	(19)	2%	(9)	12%	(68)	75%	(415)	555
Baby Boomers: 1946-1964	1%	(3)	1%	(8)	1%	(4)	2%	(12)	5%	(33)	91%	(613)	673
PID: Dem (no lean)	6%	(51)	10%	(90)	3%	(29)	4%	(36)	11%	(95)	65%	(559)	860
PID: Ind (no lean)	2%	(12)	2%	(16)	3%	(19)	4%	(27)	10%	(70)	79%	(530)	674
PID: Rep (no lean)	5%	(31)	6%	(40)	4%	(24)	3%	(22)	9%	(62)	74%	(497)	676
PID/Gender: Dem Men	9%	(37)	11%	(42)	5%	(21)	6%	(26)	12%	(48)	56%	(220)	394
PID/Gender: Dem Women	3%	(14)	10%	(47)	2%	(8)	2%	(10)	10%	(47)	73%	(339)	465
PID/Gender: Ind Men	2%	(8)	3%	(9)	4%	(15)	4%	(14)	9%	(32)	77%	(267)	345
PID/Gender: Ind Women	1%	(4)	2%	(7)	1%	(4)	4%	(13)	11%	(37)	80%	(263)	329
PID/Gender: Rep Men	5%	(18)	7%	(24)	5%	(15)	4%	(15)	8%	(26)	70%	(230)	328
PID/Gender: Rep Women	4%	(13)	5%	(16)	2%	(8)	2%	(7)	10%	(36)	77%	(267)	348
Ideo: Liberal (1-3)	6%	(38)	10%	(62)	3%	(19)	4%	(26)	7%	(48)	70%	(462)	656
Ideo: Moderate (4)	4%	(29)	7%	(49)	4%	(32)	4%	(27)	14%	(105)	68%	(510)	751
Ideo: Conservative (5-7)	4%	(27)	5%	(31)	3%	(18)	3%	(23)	7%	(47)	78%	(520)	666
Educ: < College	5%	(73)	6%	(91)	3%	(41)	4%	(57)	11%	(165)	70%	(1011)	1437
Educ: Bachelors degree	4%	(18)	8%	(38)	4%	(18)	4%	(19)	8%	(40)	73%	(358)	491
Educ: Post-grad	1%	(3)	6%	(17)	4%	(13)	3%	(8)	8%	(22)	77%	(218)	282
Income: Under 50k	4%	(51)	6%	(73)	2%	(32)	3%	(42)	12%	(154)	72%	(919)	1271
Income: 50k-100k	5%	(36)	8%	(55)	4%	(27)	5%	(34)	8%	(51)	69%	(455)	656
Income: 100k+	3%	(8)	6%	(18)	4%	(13)	3%	(8)	8%	(23)	75%	(213)	283
Ethnicity: White	3%	(57)	5%	(92)	3%	(45)	3%	(55)	9%	(161)	76%	(1301)	1711

Table MCFE5_18: *Do you have a favorable or unfavorable opinion of the following?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Sommer Ray

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	4%	(95)	7%	(146)	3%	(71)	4%	(84)	10%	(227)	72%	(1587)	2210
Ethnicity: Hispanic	8%	(29)	12%	(43)	5%	(17)	7%	(25)	16%	(59)	54%	(200)	374
Ethnicity: Black	10%	(28)	12%	(33)	7%	(18)	4%	(12)	12%	(35)	55%	(155)	282
Ethnicity: Other	4%	(10)	10%	(21)	4%	(8)	8%	(17)	14%	(31)	60%	(131)	217
All Christian	4%	(40)	7%	(71)	3%	(29)	3%	(32)	9%	(94)	74%	(764)	1029
All Non-Christian	4%	(5)	13%	(17)	2%	(2)	5%	(6)	14%	(19)	63%	(81)	129
Atheist	2%	(2)	1%	(1)	8%	(8)	10%	(10)	9%	(9)	70%	(70)	99
Agnostic/Nothing in particular	5%	(29)	6%	(32)	3%	(18)	3%	(19)	11%	(67)	72%	(422)	587
Something Else	5%	(19)	7%	(25)	4%	(14)	5%	(18)	11%	(39)	68%	(250)	365
Religious Non-Protestant/Catholic	4%	(6)	13%	(20)	2%	(2)	4%	(6)	13%	(20)	65%	(100)	154
Evangelical	5%	(29)	10%	(54)	3%	(18)	3%	(19)	8%	(44)	70%	(393)	558
Non-Evangelical	3%	(26)	5%	(37)	3%	(25)	4%	(29)	11%	(84)	75%	(591)	792
Community: Urban	8%	(48)	10%	(64)	4%	(28)	4%	(25)	12%	(79)	62%	(393)	638
Community: Suburban	3%	(35)	6%	(57)	2%	(24)	4%	(41)	10%	(98)	75%	(759)	1014
Community: Rural	2%	(12)	5%	(25)	3%	(19)	3%	(18)	9%	(50)	78%	(435)	558
Employ: Private Sector	7%	(43)	12%	(76)	6%	(39)	5%	(32)	9%	(60)	62%	(405)	654
Employ: Government	3%	(5)	12%	(17)	6%	(8)	6%	(8)	16%	(22)	56%	(77)	136
Employ: Self-Employed	5%	(9)	11%	(18)	2%	(4)	3%	(5)	14%	(23)	64%	(107)	166
Employ: Homemaker	3%	(6)	5%	(9)	2%	(4)	3%	(5)	9%	(18)	78%	(148)	190
Employ: Student	18%	(11)	7%	(4)	7%	(4)	15%	(10)	16%	(10)	37%	(23)	62
Employ: Retired	—	(0)	1%	(5)	1%	(8)	2%	(11)	5%	(26)	91%	(513)	563
Employ: Unemployed	5%	(14)	4%	(12)	1%	(3)	4%	(11)	15%	(45)	72%	(216)	301
Employ: Other	5%	(7)	3%	(4)	2%	(3)	2%	(2)	16%	(22)	72%	(98)	137
Military HH: Yes	2%	(6)	3%	(8)	3%	(9)	4%	(13)	8%	(22)	80%	(226)	283
Military HH: No	5%	(89)	7%	(138)	3%	(62)	4%	(72)	11%	(205)	71%	(1360)	1927
RD/WT: Right Direction	8%	(50)	12%	(82)	4%	(28)	4%	(28)	11%	(72)	61%	(406)	666
RD/WT: Wrong Track	3%	(45)	4%	(64)	3%	(43)	4%	(57)	10%	(155)	76%	(1181)	1544
Biden Job Approve	5%	(49)	10%	(94)	3%	(30)	4%	(38)	10%	(101)	68%	(658)	970
Biden Job Disapprove	4%	(43)	4%	(51)	4%	(40)	4%	(43)	9%	(108)	75%	(860)	1144

Table MCFE5_18: *Do you have a favorable or unfavorable opinion of the following?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Sommer Ray

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	4%	(95)	7%	(146)	3%	(71)	4%	(84)	10%	(227)	72%	(1587)	2210
Biden Job Strongly Approve	7%	(32)	10%	(45)	2%	(11)	4%	(18)	9%	(40)	66%	(286)	433
Biden Job Somewhat Approve	3%	(16)	9%	(49)	4%	(19)	4%	(21)	11%	(61)	69%	(371)	537
Biden Job Somewhat Disapprove	5%	(18)	8%	(27)	2%	(8)	5%	(17)	12%	(39)	68%	(230)	339
Biden Job Strongly Disapprove	3%	(25)	3%	(23)	4%	(32)	3%	(26)	9%	(69)	78%	(630)	805
Favorable of Biden	5%	(53)	9%	(88)	2%	(23)	4%	(38)	10%	(100)	69%	(667)	969
Unfavorable of Biden	4%	(42)	5%	(53)	4%	(43)	4%	(42)	9%	(104)	75%	(849)	1134
Very Favorable of Biden	7%	(32)	10%	(47)	2%	(10)	4%	(21)	10%	(49)	67%	(323)	482
Somewhat Favorable of Biden	4%	(21)	8%	(41)	3%	(13)	3%	(17)	11%	(52)	71%	(344)	487
Somewhat Unfavorable of Biden	4%	(12)	9%	(27)	2%	(5)	3%	(10)	11%	(33)	71%	(211)	299
Very Unfavorable of Biden	4%	(30)	3%	(26)	5%	(39)	4%	(32)	8%	(71)	76%	(639)	835
#1 Issue: Economy	4%	(36)	7%	(60)	4%	(35)	4%	(33)	12%	(110)	70%	(639)	913
#1 Issue: Security	3%	(8)	5%	(12)	2%	(6)	5%	(12)	7%	(18)	77%	(187)	243
#1 Issue: Health Care	4%	(6)	10%	(16)	4%	(7)	1%	(2)	14%	(24)	67%	(114)	170
#1 Issue: Medicare / Social Security	2%	(5)	6%	(15)	1%	(2)	2%	(6)	6%	(17)	83%	(221)	266
#1 Issue: Women's Issues	7%	(21)	8%	(24)	3%	(10)	5%	(16)	8%	(26)	69%	(213)	311
#1 Issue: Education	11%	(7)	9%	(5)	7%	(4)	11%	(6)	16%	(9)	45%	(27)	59
#1 Issue: Energy	6%	(8)	8%	(11)	5%	(7)	4%	(5)	10%	(14)	66%	(89)	134
#1 Issue: Other	2%	(2)	2%	(2)	—	(0)	3%	(4)	8%	(9)	84%	(96)	115
2020 Vote: Joe Biden	5%	(44)	9%	(83)	3%	(30)	4%	(42)	11%	(106)	68%	(640)	945
2020 Vote: Donald Trump	4%	(32)	6%	(41)	4%	(28)	3%	(25)	7%	(55)	75%	(558)	740
2020 Vote: Other	—	(0)	5%	(3)	8%	(5)	3%	(2)	12%	(8)	73%	(49)	67
2020 Vote: Didn't Vote	4%	(18)	4%	(19)	2%	(8)	3%	(15)	13%	(58)	74%	(340)	459
2018 House Vote: Democrat	5%	(35)	10%	(73)	4%	(29)	4%	(31)	11%	(82)	67%	(506)	755
2018 House Vote: Republican	3%	(20)	4%	(26)	4%	(22)	2%	(14)	8%	(47)	78%	(459)	589
2018 House Vote: Someone else	4%	(2)	5%	(3)	2%	(1)	2%	(1)	5%	(3)	82%	(41)	50
2016 Vote: Hillary Clinton	5%	(32)	9%	(62)	4%	(26)	4%	(28)	10%	(71)	69%	(476)	695
2016 Vote: Donald Trump	4%	(25)	6%	(36)	3%	(19)	2%	(16)	8%	(53)	77%	(507)	656
2016 Vote: Other	—	(0)	1%	(1)	3%	(3)	1%	(1)	6%	(5)	89%	(76)	86
2016 Vote: Didn't Vote	5%	(38)	6%	(45)	3%	(24)	5%	(39)	13%	(96)	68%	(523)	765

Table MCFE5_18: *Do you have a favorable or unfavorable opinion of the following?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Sommer Ray

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	4%	(95)	7%	(146)	3%	(71)	4%	(84)	10%	(227)	72%	(1587)	2210
Voted in 2014: Yes	4%	(45)	7%	(86)	3%	(37)	3%	(37)	9%	(116)	74%	(906)	1227
Voted in 2014: No	5%	(50)	6%	(60)	4%	(34)	5%	(48)	11%	(111)	69%	(680)	983
4-Region: Northeast	3%	(12)	9%	(36)	3%	(13)	5%	(18)	9%	(36)	70%	(268)	383
4-Region: Midwest	5%	(21)	5%	(23)	3%	(12)	3%	(14)	9%	(43)	75%	(343)	456
4-Region: South	5%	(39)	6%	(52)	3%	(27)	4%	(30)	11%	(93)	72%	(604)	844
4-Region: West	4%	(24)	7%	(35)	4%	(20)	4%	(22)	11%	(55)	70%	(370)	527
TikTok Users	8%	(66)	11%	(86)	5%	(38)	5%	(42)	13%	(105)	57%	(456)	793
Twitch Users	14%	(31)	15%	(33)	7%	(14)	9%	(19)	14%	(30)	41%	(88)	216
2022 Sports Viewers/Attendees	5%	(78)	8%	(113)	4%	(59)	4%	(59)	10%	(150)	69%	(1016)	1475
Monthly Moviegoers	13%	(40)	16%	(51)	10%	(30)	4%	(12)	14%	(45)	44%	(141)	320
Few Times per Year + Moviegoers	7%	(68)	12%	(114)	6%	(52)	4%	(39)	12%	(108)	59%	(539)	920
Heard Smile Campaign	12%	(65)	16%	(88)	6%	(36)	6%	(34)	16%	(88)	44%	(241)	551
Heard Minion Campaign	12%	(64)	15%	(80)	7%	(35)	6%	(32)	16%	(87)	45%	(242)	540
Listens to Podcasts	7%	(81)	10%	(112)	5%	(52)	5%	(56)	12%	(138)	61%	(693)	1132
Streaming Services User	5%	(90)	8%	(135)	4%	(68)	4%	(75)	11%	(190)	68%	(1214)	1773
Netflix User	6%	(87)	8%	(123)	4%	(62)	5%	(70)	11%	(169)	65%	(963)	1474
Disney+ User	7%	(66)	10%	(102)	5%	(51)	5%	(47)	13%	(124)	60%	(594)	984
Heterosexual or straight	4%	(83)	7%	(135)	3%	(65)	4%	(78)	10%	(196)	72%	(1414)	1971
Gay	1%	(1)	3%	(2)	—	(0)	4%	(3)	12%	(8)	80%	(54)	68
Bisexual	8%	(7)	5%	(4)	1%	(1)	1%	(1)	15%	(14)	70%	(62)	88
Yes	9%	(6)	7%	(5)	5%	(4)	4%	(3)	23%	(16)	52%	(37)	70
No	4%	(89)	7%	(141)	3%	(67)	4%	(82)	10%	(211)	72%	(1550)	2140

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

Table MCFE5_19: *Do you have a favorable or unfavorable opinion of the following?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
David Dobrik

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	4%	(98)	6%	(142)	4%	(93)	5%	(118)	10%	(231)	69%	(1528)	2210
Gender: Male	5%	(49)	8%	(90)	5%	(56)	6%	(63)	10%	(108)	66%	(701)	1068
Gender: Female	4%	(49)	5%	(52)	3%	(37)	5%	(55)	11%	(124)	72%	(826)	1142
Age: 18-34	11%	(74)	12%	(76)	8%	(48)	13%	(82)	16%	(104)	40%	(258)	642
Age: 35-44	3%	(12)	11%	(38)	7%	(25)	4%	(16)	10%	(37)	65%	(238)	365
Age: 45-64	2%	(12)	3%	(22)	3%	(20)	2%	(15)	9%	(67)	81%	(578)	714
Age: 65+	—	(1)	1%	(5)	—	(0)	1%	(6)	5%	(23)	93%	(454)	489
GenZers: 1997-2012	14%	(35)	12%	(32)	7%	(17)	18%	(46)	23%	(59)	26%	(67)	256
Millennials: 1981-1996	7%	(47)	12%	(75)	8%	(50)	7%	(47)	11%	(72)	55%	(361)	653
GenXers: 1965-1980	2%	(11)	5%	(30)	4%	(20)	3%	(16)	11%	(60)	75%	(419)	555
Baby Boomers: 1946-1964	1%	(4)	1%	(5)	1%	(6)	1%	(9)	5%	(37)	91%	(613)	673
PID: Dem (no lean)	6%	(55)	9%	(79)	5%	(41)	6%	(51)	11%	(95)	62%	(537)	860
PID: Ind (no lean)	2%	(11)	3%	(19)	3%	(22)	6%	(42)	11%	(74)	75%	(507)	674
PID: Rep (no lean)	5%	(32)	6%	(44)	4%	(30)	4%	(25)	9%	(62)	72%	(484)	676
PID/Gender: Dem Men	7%	(29)	13%	(51)	7%	(27)	8%	(31)	11%	(43)	54%	(213)	394
PID/Gender: Dem Women	6%	(27)	6%	(28)	3%	(14)	4%	(20)	11%	(52)	70%	(324)	465
PID/Gender: Ind Men	1%	(5)	4%	(14)	3%	(11)	6%	(20)	12%	(42)	73%	(253)	345
PID/Gender: Ind Women	2%	(6)	1%	(5)	3%	(11)	7%	(22)	10%	(32)	77%	(253)	329
PID/Gender: Rep Men	5%	(16)	8%	(25)	5%	(18)	4%	(12)	7%	(23)	72%	(235)	328
PID/Gender: Rep Women	5%	(16)	5%	(19)	3%	(12)	4%	(13)	11%	(39)	72%	(249)	348
Ideo: Liberal (1-3)	7%	(43)	8%	(50)	5%	(35)	8%	(55)	9%	(62)	63%	(411)	656
Ideo: Moderate (4)	4%	(29)	6%	(49)	4%	(29)	5%	(35)	13%	(95)	68%	(514)	751
Ideo: Conservative (5-7)	3%	(22)	5%	(36)	4%	(27)	3%	(21)	9%	(57)	76%	(504)	666
Educ: < College	5%	(68)	6%	(89)	4%	(52)	6%	(80)	11%	(157)	69%	(990)	1437
Educ: Bachelors degree	5%	(26)	6%	(29)	6%	(28)	6%	(30)	9%	(46)	68%	(332)	491
Educ: Post-grad	2%	(5)	8%	(24)	5%	(13)	3%	(8)	10%	(28)	73%	(205)	282
Income: Under 50k	4%	(54)	5%	(68)	4%	(49)	5%	(57)	11%	(145)	71%	(899)	1271
Income: 50k-100k	5%	(35)	7%	(45)	5%	(31)	7%	(47)	9%	(59)	67%	(439)	656
Income: 100k+	3%	(10)	10%	(29)	5%	(14)	5%	(13)	10%	(28)	67%	(189)	283
Ethnicity: White	4%	(60)	6%	(97)	4%	(66)	5%	(78)	10%	(164)	73%	(1245)	1711

Continued on next page

Table MCFE5_19: *Do you have a favorable or unfavorable opinion of the following?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
David Dobrik

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	4%	(98)	6%	(142)	4%	(93)	5%	(118)	10%	(231)	69%	(1528)	2210
Ethnicity: Hispanic	9%	(33)	8%	(31)	5%	(19)	10%	(39)	19%	(72)	48%	(180)	374
Ethnicity: Black	8%	(23)	10%	(27)	6%	(16)	7%	(19)	11%	(32)	58%	(163)	282
Ethnicity: Other	7%	(14)	8%	(18)	5%	(11)	10%	(21)	16%	(35)	55%	(119)	217
All Christian	4%	(37)	7%	(69)	3%	(35)	4%	(43)	10%	(102)	72%	(742)	1029
All Non-Christian	7%	(10)	10%	(13)	7%	(9)	2%	(2)	11%	(15)	63%	(81)	129
Atheist	2%	(2)	4%	(4)	9%	(9)	15%	(15)	5%	(5)	64%	(64)	99
Agnostic/Nothing in particular	6%	(32)	6%	(33)	3%	(19)	7%	(38)	14%	(80)	66%	(385)	587
Something Else	5%	(17)	6%	(23)	6%	(21)	5%	(20)	8%	(29)	70%	(256)	365
Religious Non-Protestant/Catholic	7%	(11)	11%	(17)	7%	(11)	1%	(2)	11%	(18)	62%	(95)	154
Evangelical	5%	(26)	9%	(48)	3%	(17)	3%	(18)	10%	(55)	70%	(393)	558
Non-Evangelical	3%	(25)	5%	(38)	5%	(37)	5%	(43)	9%	(71)	73%	(578)	792
Community: Urban	6%	(40)	10%	(65)	5%	(33)	6%	(38)	11%	(68)	62%	(394)	638
Community: Suburban	4%	(39)	5%	(49)	4%	(42)	5%	(50)	12%	(124)	70%	(711)	1014
Community: Rural	3%	(19)	5%	(28)	3%	(18)	5%	(30)	7%	(40)	76%	(422)	558
Employ: Private Sector	7%	(45)	11%	(73)	7%	(43)	7%	(44)	12%	(76)	57%	(373)	654
Employ: Government	5%	(7)	12%	(16)	6%	(8)	8%	(11)	10%	(14)	59%	(80)	136
Employ: Self-Employed	8%	(13)	5%	(8)	7%	(12)	6%	(10)	9%	(15)	65%	(108)	166
Employ: Homemaker	3%	(7)	4%	(8)	5%	(9)	6%	(10)	12%	(23)	70%	(134)	190
Employ: Student	10%	(6)	16%	(10)	8%	(5)	17%	(11)	25%	(16)	24%	(15)	62
Employ: Retired	—	(1)	1%	(5)	1%	(6)	1%	(7)	5%	(30)	92%	(515)	563
Employ: Unemployed	4%	(11)	5%	(15)	2%	(6)	6%	(17)	13%	(39)	71%	(213)	301
Employ: Other	6%	(8)	5%	(7)	4%	(5)	6%	(8)	14%	(19)	66%	(90)	137
Military HH: Yes	2%	(5)	3%	(9)	4%	(12)	6%	(16)	8%	(23)	77%	(217)	283
Military HH: No	5%	(93)	7%	(133)	4%	(81)	5%	(102)	11%	(208)	68%	(1310)	1927
RD/WT: Right Direction	8%	(56)	10%	(63)	5%	(31)	6%	(42)	12%	(78)	59%	(396)	666
RD/WT: Wrong Track	3%	(42)	5%	(78)	4%	(62)	5%	(76)	10%	(154)	73%	(1132)	1544
Biden Job Approve	6%	(62)	8%	(75)	5%	(46)	6%	(56)	10%	(94)	66%	(636)	970
Biden Job Disapprove	3%	(30)	6%	(65)	4%	(45)	5%	(58)	10%	(117)	72%	(828)	1144

Continued on next page

Table MCFE5_19: *Do you have a favorable or unfavorable opinion of the following?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
David Dobrik

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	4%	(98)	6%	(142)	4%	(93)	5%	(118)	10%	(231)	69%	(1528)	2210
Biden Job Strongly Approve	10%	(44)	9%	(37)	3%	(13)	5%	(21)	10%	(43)	64%	(275)	433
Biden Job Somewhat Approve	3%	(19)	7%	(38)	6%	(33)	7%	(35)	10%	(52)	67%	(361)	537
Biden Job Somewhat Disapprove	4%	(13)	7%	(24)	4%	(14)	6%	(22)	12%	(42)	66%	(224)	339
Biden Job Strongly Disapprove	2%	(17)	5%	(41)	4%	(31)	4%	(36)	9%	(75)	75%	(604)	805
Favorable of Biden	6%	(60)	8%	(80)	4%	(36)	5%	(50)	10%	(94)	67%	(651)	969
Unfavorable of Biden	3%	(36)	5%	(60)	5%	(53)	5%	(62)	10%	(109)	72%	(815)	1134
Very Favorable of Biden	9%	(43)	8%	(40)	2%	(11)	5%	(24)	10%	(46)	66%	(317)	482
Somewhat Favorable of Biden	3%	(16)	8%	(39)	5%	(24)	5%	(26)	10%	(48)	68%	(333)	487
Somewhat Unfavorable of Biden	4%	(13)	7%	(22)	5%	(15)	7%	(21)	11%	(32)	66%	(196)	299
Very Unfavorable of Biden	3%	(22)	5%	(38)	4%	(38)	5%	(41)	9%	(77)	74%	(619)	835
#1 Issue: Economy	4%	(33)	7%	(62)	5%	(50)	5%	(45)	10%	(91)	69%	(633)	913
#1 Issue: Security	4%	(10)	6%	(15)	1%	(2)	4%	(10)	9%	(22)	76%	(184)	243
#1 Issue: Health Care	2%	(4)	13%	(22)	4%	(7)	5%	(9)	9%	(15)	67%	(114)	170
#1 Issue: Medicare / Social Security	3%	(8)	2%	(6)	2%	(6)	2%	(6)	9%	(25)	81%	(215)	266
#1 Issue: Women's Issues	7%	(22)	7%	(21)	5%	(15)	10%	(31)	16%	(51)	55%	(171)	311
#1 Issue: Education	19%	(11)	10%	(6)	9%	(5)	12%	(7)	9%	(5)	42%	(25)	59
#1 Issue: Energy	6%	(9)	7%	(10)	6%	(8)	7%	(10)	10%	(13)	64%	(85)	134
#1 Issue: Other	3%	(3)	—	(1)	—	(0)	—	(0)	9%	(10)	88%	(101)	115
2020 Vote: Joe Biden	6%	(56)	8%	(75)	5%	(45)	7%	(67)	10%	(90)	65%	(612)	945
2020 Vote: Donald Trump	3%	(25)	6%	(42)	4%	(29)	4%	(30)	9%	(66)	74%	(548)	740
2020 Vote: Other	—	(0)	4%	(3)	5%	(3)	9%	(6)	19%	(13)	63%	(42)	67
2020 Vote: Didn't Vote	4%	(17)	5%	(22)	3%	(16)	3%	(16)	14%	(62)	71%	(325)	459
2018 House Vote: Democrat	5%	(41)	8%	(62)	5%	(35)	6%	(44)	9%	(69)	67%	(504)	755
2018 House Vote: Republican	2%	(12)	6%	(33)	4%	(22)	3%	(18)	8%	(46)	78%	(458)	589
2018 House Vote: Someone else	4%	(2)	4%	(2)	3%	(1)	4%	(2)	9%	(4)	77%	(38)	50
2016 Vote: Hillary Clinton	5%	(35)	7%	(52)	4%	(29)	5%	(36)	10%	(68)	68%	(474)	695
2016 Vote: Donald Trump	3%	(21)	6%	(37)	3%	(19)	4%	(23)	7%	(44)	78%	(512)	656
2016 Vote: Other	1%	(1)	3%	(2)	2%	(2)	4%	(4)	11%	(10)	79%	(68)	86
2016 Vote: Didn't Vote	5%	(41)	7%	(50)	6%	(43)	7%	(55)	14%	(108)	61%	(469)	765

Table MCFE5_19: *Do you have a favorable or unfavorable opinion of the following?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
David Dobrik

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	4%	(98)	6%	(142)	4%	(93)	5%	(118)	10%	(231)	69%	(1528)	2210
Voted in 2014: Yes	4%	(43)	6%	(79)	4%	(46)	4%	(48)	8%	(97)	74%	(913)	1227
Voted in 2014: No	6%	(55)	6%	(63)	5%	(47)	7%	(70)	14%	(134)	63%	(615)	983
4-Region: Northeast	4%	(14)	6%	(25)	4%	(14)	6%	(22)	13%	(49)	68%	(258)	383
4-Region: Midwest	4%	(20)	7%	(32)	5%	(21)	4%	(19)	8%	(35)	72%	(329)	456
4-Region: South	5%	(40)	6%	(52)	4%	(37)	5%	(42)	11%	(90)	69%	(584)	844
4-Region: West	5%	(24)	6%	(34)	4%	(20)	7%	(35)	11%	(57)	68%	(357)	527
TikTok Users	9%	(68)	11%	(85)	6%	(48)	8%	(64)	13%	(103)	53%	(424)	793
Twitch Users	13%	(28)	17%	(36)	10%	(21)	14%	(31)	14%	(30)	32%	(69)	216
2022 Sports Viewers/Attendees	5%	(75)	8%	(114)	5%	(73)	6%	(81)	10%	(145)	67%	(987)	1475
Monthly Moviegoers	12%	(39)	16%	(52)	8%	(26)	6%	(20)	15%	(49)	42%	(134)	320
Few Times per Year + Moviegoers	8%	(71)	10%	(95)	6%	(58)	7%	(65)	12%	(110)	57%	(521)	920
Heard Smile Campaign	11%	(59)	16%	(89)	7%	(39)	10%	(53)	16%	(89)	40%	(221)	551
Heard Minion Campaign	11%	(61)	17%	(92)	7%	(38)	10%	(56)	18%	(96)	37%	(198)	540
Listens to Podcasts	7%	(82)	10%	(113)	6%	(67)	6%	(73)	12%	(140)	58%	(656)	1132
Streaming Services User	5%	(92)	8%	(136)	5%	(86)	6%	(107)	11%	(199)	65%	(1152)	1773
Netflix User	6%	(87)	8%	(116)	5%	(80)	7%	(98)	12%	(182)	62%	(911)	1474
Disney+ User	7%	(65)	11%	(104)	6%	(63)	8%	(76)	13%	(133)	55%	(543)	984
Heterosexual or straight	4%	(84)	7%	(130)	4%	(83)	5%	(92)	10%	(194)	70%	(1387)	1971
Gay	3%	(2)	3%	(2)	1%	(1)	6%	(4)	18%	(12)	70%	(47)	68
Bisexual	8%	(8)	8%	(7)	6%	(6)	13%	(11)	14%	(12)	51%	(45)	88
Yes	6%	(5)	15%	(11)	7%	(5)	7%	(5)	20%	(14)	44%	(31)	70
No	4%	(93)	6%	(131)	4%	(88)	5%	(113)	10%	(218)	70%	(1497)	2140

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

Table MCFE5_20: *Do you have a favorable or unfavorable opinion of the following?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
James Charles

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	4%	(78)	6%	(135)	5%	(110)	9%	(199)	10%	(218)	66%	(1469)	2210
Gender: Male	4%	(41)	8%	(82)	5%	(58)	9%	(96)	8%	(87)	66%	(703)	1068
Gender: Female	3%	(38)	5%	(53)	5%	(52)	9%	(103)	11%	(131)	67%	(766)	1142
Age: 18-34	7%	(43)	9%	(60)	11%	(72)	22%	(143)	14%	(90)	36%	(234)	642
Age: 35-44	6%	(23)	12%	(45)	6%	(20)	8%	(28)	9%	(32)	59%	(217)	365
Age: 45-64	2%	(13)	4%	(25)	2%	(17)	3%	(22)	11%	(80)	78%	(557)	714
Age: 65+	—	(0)	1%	(5)	—	(1)	1%	(7)	3%	(16)	94%	(460)	489
GenZers: 1997-2012	6%	(14)	11%	(28)	13%	(33)	31%	(78)	17%	(43)	23%	(60)	256
Millennials: 1981-1996	7%	(48)	10%	(66)	8%	(55)	13%	(82)	11%	(69)	51%	(333)	653
GenXers: 1965-1980	2%	(14)	6%	(34)	3%	(16)	5%	(28)	13%	(72)	70%	(391)	555
Baby Boomers: 1946-1964	—	(3)	1%	(6)	1%	(6)	2%	(11)	5%	(31)	92%	(617)	673
PID: Dem (no lean)	6%	(49)	8%	(68)	6%	(49)	11%	(90)	8%	(73)	62%	(531)	860
PID: Ind (no lean)	1%	(9)	4%	(24)	4%	(30)	9%	(62)	13%	(86)	69%	(464)	674
PID: Rep (no lean)	3%	(21)	6%	(42)	5%	(32)	7%	(47)	9%	(60)	70%	(474)	676
PID/Gender: Dem Men	6%	(25)	11%	(43)	7%	(28)	11%	(45)	8%	(31)	57%	(223)	394
PID/Gender: Dem Women	5%	(24)	5%	(25)	4%	(21)	10%	(45)	9%	(42)	66%	(308)	465
PID/Gender: Ind Men	1%	(4)	4%	(13)	5%	(16)	9%	(30)	11%	(38)	71%	(244)	345
PID/Gender: Ind Women	1%	(4)	4%	(12)	4%	(14)	10%	(32)	15%	(48)	67%	(220)	329
PID/Gender: Rep Men	3%	(11)	8%	(26)	4%	(15)	6%	(21)	6%	(19)	72%	(236)	328
PID/Gender: Rep Women	3%	(10)	5%	(16)	5%	(17)	7%	(26)	12%	(41)	68%	(238)	348
Ideo: Liberal (1-3)	4%	(24)	7%	(47)	7%	(45)	12%	(81)	8%	(52)	62%	(407)	656
Ideo: Moderate (4)	4%	(29)	7%	(51)	4%	(29)	8%	(57)	13%	(97)	65%	(488)	751
Ideo: Conservative (5-7)	3%	(23)	4%	(30)	4%	(29)	8%	(51)	7%	(45)	73%	(489)	666
Educ: < College	4%	(56)	6%	(80)	5%	(69)	9%	(132)	11%	(158)	66%	(942)	1437
Educ: Bachelors degree	4%	(18)	7%	(33)	5%	(24)	10%	(51)	8%	(41)	66%	(324)	491
Educ: Post-grad	1%	(4)	8%	(21)	6%	(17)	6%	(16)	7%	(20)	72%	(204)	282
Income: Under 50k	4%	(45)	6%	(71)	4%	(55)	8%	(107)	11%	(140)	67%	(855)	1271
Income: 50k-100k	4%	(24)	5%	(33)	6%	(41)	10%	(68)	9%	(57)	66%	(433)	656
Income: 100k+	3%	(9)	11%	(31)	5%	(15)	9%	(25)	8%	(21)	64%	(182)	283
Ethnicity: White	2%	(38)	6%	(97)	4%	(68)	8%	(141)	9%	(147)	71%	(1220)	1711

Table MCFE5_20: *Do you have a favorable or unfavorable opinion of the following?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
James Charles

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	4%	(78)	6%	(135)	5%	(110)	9%	(199)	10%	(218)	66%	(1469)	2210
Ethnicity: Hispanic	4%	(15)	9%	(35)	6%	(22)	18%	(67)	15%	(57)	48%	(178)	374
Ethnicity: Black	11%	(32)	7%	(19)	7%	(19)	11%	(30)	14%	(39)	51%	(144)	282
Ethnicity: Other	4%	(9)	9%	(19)	11%	(23)	13%	(28)	15%	(33)	48%	(105)	217
All Christian	3%	(35)	7%	(69)	4%	(44)	6%	(62)	9%	(97)	70%	(722)	1029
All Non-Christian	4%	(5)	6%	(8)	8%	(11)	10%	(13)	8%	(10)	63%	(82)	129
Atheist	1%	(1)	3%	(3)	7%	(7)	26%	(26)	5%	(5)	58%	(58)	99
Agnostic/Nothing in particular	3%	(20)	6%	(35)	5%	(31)	10%	(61)	11%	(65)	64%	(374)	587
Something Else	5%	(17)	6%	(21)	5%	(17)	10%	(36)	11%	(42)	64%	(233)	365
Religious Non-Protestant/Catholic	4%	(6)	6%	(9)	7%	(11)	10%	(15)	9%	(14)	65%	(99)	154
Evangelical	6%	(35)	8%	(47)	4%	(22)	7%	(38)	10%	(55)	65%	(361)	558
Non-Evangelical	2%	(14)	5%	(38)	5%	(39)	7%	(57)	10%	(77)	71%	(566)	792
Community: Urban	6%	(37)	11%	(71)	5%	(34)	9%	(56)	11%	(68)	58%	(371)	638
Community: Suburban	3%	(26)	4%	(41)	5%	(51)	10%	(100)	10%	(101)	69%	(695)	1014
Community: Rural	3%	(15)	4%	(23)	5%	(25)	8%	(43)	9%	(49)	72%	(403)	558
Employ: Private Sector	6%	(36)	11%	(73)	7%	(47)	12%	(79)	10%	(63)	54%	(356)	654
Employ: Government	4%	(6)	13%	(18)	5%	(7)	10%	(14)	10%	(13)	57%	(78)	136
Employ: Self-Employed	4%	(7)	8%	(14)	8%	(13)	11%	(17)	11%	(19)	58%	(97)	166
Employ: Homemaker	4%	(7)	3%	(5)	6%	(12)	11%	(21)	12%	(22)	64%	(122)	190
Employ: Student	5%	(3)	9%	(5)	22%	(14)	31%	(20)	8%	(5)	25%	(15)	62
Employ: Retired	1%	(3)	1%	(5)	1%	(5)	2%	(10)	5%	(26)	91%	(515)	563
Employ: Unemployed	4%	(13)	4%	(11)	3%	(8)	10%	(30)	18%	(55)	62%	(185)	301
Employ: Other	3%	(4)	3%	(4)	3%	(5)	6%	(9)	11%	(15)	73%	(100)	137
Military HH: Yes	1%	(4)	1%	(4)	6%	(16)	8%	(23)	10%	(29)	73%	(207)	283
Military HH: No	4%	(74)	7%	(130)	5%	(94)	9%	(177)	10%	(190)	65%	(1262)	1927
RD/WT: Right Direction	7%	(48)	10%	(64)	6%	(42)	9%	(59)	11%	(73)	57%	(380)	666
RD/WT: Wrong Track	2%	(31)	5%	(70)	4%	(68)	9%	(140)	9%	(146)	71%	(1089)	1544
Biden Job Approve	6%	(54)	8%	(78)	5%	(52)	9%	(89)	9%	(87)	63%	(610)	970
Biden Job Disapprove	2%	(24)	5%	(54)	5%	(52)	9%	(104)	10%	(112)	70%	(798)	1144

Table MCFE5_20: *Do you have a favorable or unfavorable opinion of the following?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
James Charles

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	4%	(78)	6%	(135)	5%	(110)	9%	(199)	10%	(218)	66%	(1469)	2210
Biden Job Strongly Approve	9%	(37)	10%	(42)	4%	(17)	7%	(31)	11%	(46)	60%	(260)	433
Biden Job Somewhat Approve	3%	(17)	7%	(37)	6%	(34)	11%	(58)	8%	(41)	65%	(350)	537
Biden Job Somewhat Disapprove	3%	(9)	7%	(23)	6%	(21)	10%	(36)	13%	(43)	61%	(207)	339
Biden Job Strongly Disapprove	2%	(15)	4%	(31)	4%	(31)	8%	(68)	9%	(69)	73%	(591)	805
Favorable of Biden	5%	(53)	8%	(79)	4%	(43)	9%	(87)	9%	(86)	64%	(622)	969
Unfavorable of Biden	2%	(25)	5%	(53)	5%	(59)	9%	(105)	9%	(106)	69%	(785)	1134
Very Favorable of Biden	8%	(41)	9%	(44)	4%	(17)	7%	(33)	9%	(41)	63%	(305)	482
Somewhat Favorable of Biden	3%	(12)	7%	(34)	5%	(26)	11%	(54)	9%	(44)	65%	(316)	487
Somewhat Unfavorable of Biden	3%	(8)	8%	(23)	7%	(20)	12%	(36)	10%	(31)	61%	(182)	299
Very Unfavorable of Biden	2%	(18)	4%	(30)	5%	(39)	8%	(69)	9%	(75)	72%	(603)	835
#1 Issue: Economy	4%	(37)	6%	(58)	4%	(39)	8%	(77)	12%	(106)	65%	(596)	913
#1 Issue: Security	2%	(5)	4%	(10)	3%	(8)	10%	(23)	6%	(16)	75%	(181)	243
#1 Issue: Health Care	5%	(8)	8%	(14)	6%	(9)	6%	(11)	10%	(17)	65%	(110)	170
#1 Issue: Medicare / Social Security	2%	(7)	2%	(6)	2%	(4)	4%	(10)	8%	(21)	82%	(218)	266
#1 Issue: Women's Issues	3%	(9)	8%	(26)	9%	(28)	18%	(55)	11%	(35)	51%	(158)	311
#1 Issue: Education	6%	(3)	12%	(7)	16%	(10)	18%	(11)	9%	(5)	38%	(23)	59
#1 Issue: Energy	5%	(7)	8%	(10)	8%	(11)	6%	(7)	8%	(11)	65%	(88)	134
#1 Issue: Other	3%	(3)	1%	(2)	2%	(2)	4%	(5)	7%	(8)	83%	(96)	115
2020 Vote: Joe Biden	5%	(45)	8%	(77)	5%	(50)	11%	(105)	9%	(81)	62%	(587)	945
2020 Vote: Donald Trump	3%	(20)	5%	(40)	5%	(33)	6%	(46)	9%	(65)	72%	(536)	740
2020 Vote: Other	4%	(3)	3%	(2)	5%	(3)	12%	(8)	12%	(8)	64%	(43)	67
2020 Vote: Didn't Vote	2%	(11)	4%	(16)	5%	(23)	9%	(40)	14%	(64)	66%	(303)	459
2018 House Vote: Democrat	5%	(36)	8%	(62)	5%	(38)	9%	(65)	9%	(66)	65%	(487)	755
2018 House Vote: Republican	3%	(16)	5%	(27)	4%	(23)	5%	(27)	8%	(50)	76%	(446)	589
2018 House Vote: Someone else	5%	(2)	4%	(2)	1%	(0)	7%	(3)	7%	(3)	76%	(38)	50
2016 Vote: Hillary Clinton	5%	(33)	7%	(51)	4%	(30)	9%	(61)	9%	(59)	66%	(462)	695
2016 Vote: Donald Trump	2%	(15)	4%	(29)	4%	(29)	5%	(35)	8%	(54)	75%	(494)	656
2016 Vote: Other	3%	(3)	5%	(4)	3%	(3)	7%	(6)	8%	(7)	74%	(63)	86
2016 Vote: Didn't Vote	4%	(27)	6%	(48)	6%	(49)	13%	(97)	13%	(97)	58%	(447)	765

Continued on next page

Table MCFE5_20: *Do you have a favorable or unfavorable opinion of the following?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
James Charles

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	4%	(78)	6%	(135)	5%	(110)	9%	(199)	10%	(218)	66%	(1469)	2210
Voted in 2014: Yes	4%	(49)	6%	(76)	4%	(45)	6%	(70)	8%	(103)	72%	(883)	1227
Voted in 2014: No	3%	(29)	6%	(58)	7%	(66)	13%	(130)	12%	(115)	60%	(586)	983
4-Region: Northeast	3%	(10)	8%	(31)	5%	(20)	8%	(30)	11%	(42)	65%	(250)	383
4-Region: Midwest	3%	(13)	5%	(22)	5%	(21)	8%	(37)	10%	(44)	70%	(320)	456
4-Region: South	4%	(38)	5%	(41)	6%	(52)	9%	(75)	11%	(89)	65%	(548)	844
4-Region: West	3%	(17)	8%	(41)	3%	(17)	11%	(57)	8%	(43)	67%	(351)	527
TikTok Users	5%	(43)	11%	(84)	9%	(73)	14%	(108)	13%	(101)	48%	(383)	793
Twitch Users	8%	(17)	21%	(44)	10%	(22)	19%	(40)	11%	(24)	31%	(67)	216
2022 Sports Viewers/Attendees	4%	(61)	7%	(107)	6%	(83)	9%	(135)	9%	(138)	65%	(952)	1475
Monthly Moviegoers	8%	(27)	19%	(60)	8%	(25)	10%	(31)	12%	(38)	44%	(140)	320
Few Times per Year + Moviegoers	6%	(54)	9%	(87)	7%	(66)	12%	(107)	11%	(100)	55%	(505)	920
Heard Smile Campaign	11%	(59)	15%	(85)	9%	(50)	14%	(78)	14%	(79)	36%	(200)	551
Heard Minion Campaign	10%	(53)	16%	(86)	10%	(53)	15%	(82)	16%	(85)	33%	(181)	540
Listens to Podcasts	6%	(62)	9%	(106)	6%	(72)	12%	(136)	11%	(128)	55%	(627)	1132
Streaming Services User	4%	(75)	7%	(119)	6%	(107)	10%	(183)	11%	(188)	62%	(1101)	1773
Netflix User	5%	(66)	8%	(113)	6%	(95)	12%	(172)	11%	(165)	58%	(861)	1474
Disney+ User	6%	(55)	9%	(91)	8%	(75)	13%	(132)	11%	(111)	53%	(519)	984
Heterosexual or straight	3%	(69)	6%	(119)	5%	(93)	8%	(160)	10%	(189)	68%	(1341)	1971
Gay	3%	(2)	3%	(2)	6%	(4)	12%	(8)	7%	(5)	69%	(47)	68
Bisexual	5%	(5)	8%	(7)	7%	(6)	20%	(18)	20%	(18)	39%	(35)	88
Yes	1%	(1)	8%	(5)	15%	(11)	13%	(9)	19%	(14)	43%	(31)	70
No	4%	(78)	6%	(129)	5%	(100)	9%	(190)	10%	(205)	67%	(1439)	2140

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

Table MCFE5_21: *Do you have a favorable or unfavorable opinion of the following?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Kayla Itsines

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	3%	(70)	5%	(104)	3%	(72)	3%	(61)	8%	(181)	78%	(1722)	2210
Gender: Male	4%	(40)	6%	(61)	5%	(50)	3%	(36)	8%	(81)	75%	(799)	1068
Gender: Female	3%	(30)	4%	(42)	2%	(22)	2%	(25)	9%	(99)	81%	(923)	1142
Age: 18-34	6%	(38)	8%	(53)	5%	(33)	4%	(28)	12%	(78)	64%	(411)	642
Age: 35-44	5%	(17)	8%	(31)	6%	(23)	3%	(12)	9%	(32)	69%	(251)	365
Age: 45-64	2%	(15)	2%	(16)	2%	(15)	2%	(16)	8%	(56)	84%	(597)	714
Age: 65+	—	(0)	1%	(3)	—	(1)	1%	(6)	3%	(16)	95%	(463)	489
GenZers: 1997-2012	8%	(20)	8%	(22)	4%	(10)	6%	(16)	11%	(27)	63%	(161)	256
Millennials: 1981-1996	5%	(33)	9%	(57)	6%	(38)	4%	(24)	11%	(72)	66%	(429)	653
GenXers: 1965-1980	3%	(15)	4%	(21)	3%	(17)	2%	(13)	10%	(53)	79%	(436)	555
Baby Boomers: 1946-1964	—	(2)	1%	(4)	1%	(7)	1%	(9)	4%	(25)	93%	(626)	673
PID: Dem (no lean)	5%	(42)	8%	(65)	3%	(28)	3%	(26)	10%	(83)	72%	(615)	860
PID: Ind (no lean)	2%	(12)	1%	(8)	3%	(20)	2%	(14)	9%	(58)	83%	(563)	674
PID: Rep (no lean)	2%	(16)	5%	(31)	4%	(24)	3%	(21)	6%	(40)	81%	(544)	676
PID/Gender: Dem Men	6%	(23)	9%	(37)	5%	(21)	5%	(19)	9%	(37)	65%	(257)	394
PID/Gender: Dem Women	4%	(19)	6%	(28)	2%	(7)	2%	(7)	10%	(47)	77%	(357)	465
PID/Gender: Ind Men	2%	(6)	2%	(6)	4%	(14)	2%	(8)	8%	(29)	82%	(282)	345
PID/Gender: Ind Women	2%	(6)	—	(1)	2%	(6)	2%	(6)	9%	(29)	85%	(280)	329
PID/Gender: Rep Men	3%	(10)	6%	(19)	5%	(15)	3%	(9)	5%	(16)	79%	(259)	328
PID/Gender: Rep Women	2%	(6)	4%	(12)	2%	(9)	3%	(12)	7%	(24)	82%	(286)	348
Ideo: Liberal (1-3)	3%	(19)	8%	(53)	4%	(27)	3%	(20)	9%	(56)	73%	(480)	656
Ideo: Moderate (4)	3%	(23)	4%	(29)	4%	(28)	2%	(17)	10%	(74)	77%	(579)	751
Ideo: Conservative (5-7)	4%	(26)	3%	(20)	2%	(15)	3%	(22)	6%	(42)	81%	(540)	666
Educ: < College	3%	(47)	4%	(56)	3%	(42)	3%	(42)	8%	(118)	79%	(1133)	1437
Educ: Bachelors degree	3%	(16)	6%	(28)	5%	(24)	3%	(13)	9%	(44)	75%	(366)	491
Educ: Post-grad	3%	(7)	7%	(20)	2%	(7)	2%	(7)	7%	(19)	79%	(223)	282
Income: Under 50k	3%	(37)	4%	(48)	2%	(31)	3%	(35)	9%	(110)	79%	(1010)	1271
Income: 50k-100k	3%	(19)	7%	(43)	5%	(30)	3%	(20)	8%	(50)	75%	(495)	656
Income: 100k+	5%	(14)	5%	(13)	4%	(11)	2%	(6)	8%	(21)	77%	(217)	283
Ethnicity: White	2%	(42)	4%	(65)	3%	(43)	3%	(46)	8%	(130)	81%	(1385)	1711

Continued on next page

Table MCFE5_21: *Do you have a favorable or unfavorable opinion of the following?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Kayla Itsines

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	3%	(70)	5%	(104)	3%	(72)	3%	(61)	8%	(181)	78%	(1722)	2210
Ethnicity: Hispanic	4%	(16)	8%	(30)	3%	(12)	4%	(14)	16%	(61)	64%	(240)	374
Ethnicity: Black	7%	(20)	7%	(20)	7%	(20)	4%	(10)	10%	(29)	65%	(182)	282
Ethnicity: Other	4%	(8)	8%	(18)	4%	(9)	2%	(5)	10%	(22)	71%	(155)	217
All Christian	3%	(29)	6%	(59)	2%	(25)	2%	(25)	8%	(86)	78%	(805)	1029
All Non-Christian	5%	(6)	7%	(9)	7%	(9)	1%	(2)	8%	(10)	72%	(93)	129
Atheist	1%	(1)	4%	(4)	11%	(11)	5%	(5)	1%	(1)	78%	(77)	99
Agnostic/Nothing in particular	4%	(21)	3%	(20)	2%	(13)	3%	(17)	9%	(52)	79%	(465)	587
Something Else	4%	(14)	3%	(12)	4%	(14)	4%	(13)	9%	(31)	77%	(282)	365
Religious Non-Protestant/Catholic	4%	(7)	6%	(9)	7%	(11)	1%	(2)	7%	(10)	75%	(115)	154
Evangelical	5%	(28)	7%	(41)	3%	(15)	2%	(11)	8%	(45)	75%	(418)	558
Non-Evangelical	2%	(13)	4%	(28)	3%	(21)	3%	(26)	9%	(70)	80%	(633)	792
Community: Urban	6%	(37)	8%	(49)	5%	(30)	2%	(15)	8%	(51)	72%	(456)	638
Community: Suburban	3%	(27)	4%	(37)	3%	(28)	3%	(27)	8%	(86)	80%	(810)	1014
Community: Rural	1%	(7)	3%	(18)	3%	(15)	3%	(19)	8%	(43)	82%	(456)	558
Employ: Private Sector	6%	(37)	7%	(44)	5%	(36)	4%	(27)	11%	(72)	67%	(439)	654
Employ: Government	5%	(6)	9%	(12)	7%	(9)	4%	(6)	7%	(10)	68%	(93)	136
Employ: Self-Employed	4%	(7)	8%	(14)	4%	(7)	4%	(6)	7%	(12)	72%	(120)	166
Employ: Homemaker	1%	(3)	5%	(10)	1%	(2)	4%	(8)	10%	(18)	78%	(149)	190
Employ: Student	3%	(2)	9%	(6)	5%	(3)	—	(0)	13%	(8)	69%	(43)	62
Employ: Retired	—	(2)	1%	(4)	1%	(6)	1%	(8)	4%	(20)	93%	(523)	563
Employ: Unemployed	3%	(10)	2%	(7)	2%	(6)	2%	(5)	10%	(30)	81%	(243)	301
Employ: Other	3%	(4)	6%	(8)	2%	(3)	1%	(1)	7%	(9)	82%	(112)	137
Military HH: Yes	2%	(5)	4%	(10)	2%	(6)	2%	(7)	7%	(19)	84%	(237)	283
Military HH: No	3%	(66)	5%	(94)	3%	(66)	3%	(55)	8%	(162)	77%	(1485)	1927
RD/WT: Right Direction	6%	(43)	9%	(63)	4%	(29)	4%	(25)	11%	(73)	65%	(433)	666
RD/WT: Wrong Track	2%	(28)	3%	(41)	3%	(43)	2%	(36)	7%	(108)	83%	(1288)	1544
Biden Job Approve	4%	(43)	7%	(70)	4%	(37)	3%	(29)	9%	(85)	73%	(706)	970
Biden Job Disapprove	2%	(26)	3%	(29)	3%	(34)	3%	(31)	7%	(85)	82%	(939)	1144

Table MCFE5_21: *Do you have a favorable or unfavorable opinion of the following?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Kayla Itsines

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	3%	(70)	5%	(104)	3%	(72)	3%	(61)	8%	(181)	78%	(1722)	2210
Biden Job Strongly Approve	8%	(33)	8%	(37)	4%	(15)	4%	(19)	11%	(48)	65%	(281)	433
Biden Job Somewhat Approve	2%	(10)	6%	(34)	4%	(21)	2%	(10)	7%	(37)	79%	(425)	537
Biden Job Somewhat Disapprove	3%	(9)	3%	(11)	3%	(10)	2%	(8)	9%	(29)	80%	(271)	339
Biden Job Strongly Disapprove	2%	(17)	2%	(18)	3%	(23)	3%	(23)	7%	(56)	83%	(668)	805
Favorable of Biden	5%	(46)	6%	(63)	3%	(32)	3%	(27)	9%	(83)	74%	(718)	969
Unfavorable of Biden	2%	(25)	3%	(37)	3%	(36)	3%	(31)	7%	(77)	82%	(928)	1134
Very Favorable of Biden	6%	(31)	7%	(34)	3%	(16)	4%	(19)	10%	(50)	69%	(333)	482
Somewhat Favorable of Biden	3%	(14)	6%	(29)	3%	(16)	2%	(8)	7%	(33)	79%	(386)	487
Somewhat Unfavorable of Biden	2%	(6)	5%	(14)	2%	(6)	1%	(4)	7%	(21)	83%	(247)	299
Very Unfavorable of Biden	2%	(19)	3%	(23)	4%	(29)	3%	(27)	7%	(56)	82%	(681)	835
#1 Issue: Economy	3%	(27)	5%	(46)	4%	(35)	2%	(21)	8%	(75)	78%	(709)	913
#1 Issue: Security	2%	(5)	4%	(10)	3%	(7)	4%	(11)	8%	(20)	79%	(190)	243
#1 Issue: Health Care	6%	(10)	9%	(16)	1%	(2)	2%	(4)	9%	(15)	73%	(124)	170
#1 Issue: Medicare / Social Security	—	(0)	2%	(5)	3%	(7)	3%	(7)	6%	(15)	87%	(231)	266
#1 Issue: Women's Issues	5%	(16)	4%	(13)	3%	(10)	2%	(6)	11%	(34)	74%	(231)	311
#1 Issue: Education	5%	(3)	8%	(5)	10%	(6)	10%	(6)	9%	(5)	59%	(35)	59
#1 Issue: Energy	5%	(6)	7%	(9)	3%	(4)	4%	(6)	9%	(12)	72%	(96)	134
#1 Issue: Other	3%	(3)	—	(0)	1%	(1)	1%	(1)	4%	(4)	92%	(105)	115
2020 Vote: Joe Biden	4%	(38)	7%	(63)	3%	(32)	3%	(26)	9%	(85)	74%	(700)	945
2020 Vote: Donald Trump	2%	(17)	4%	(28)	4%	(33)	3%	(22)	5%	(41)	81%	(599)	740
2020 Vote: Other	3%	(2)	2%	(1)	5%	(3)	3%	(2)	9%	(6)	78%	(52)	67
2020 Vote: Didn't Vote	3%	(14)	2%	(11)	1%	(4)	3%	(12)	11%	(49)	81%	(369)	459
2018 House Vote: Democrat	4%	(32)	8%	(59)	4%	(27)	3%	(26)	9%	(70)	72%	(541)	755
2018 House Vote: Republican	2%	(15)	4%	(23)	4%	(21)	2%	(15)	6%	(33)	82%	(483)	589
2018 House Vote: Someone else	—	(0)	2%	(1)	4%	(2)	6%	(3)	8%	(4)	80%	(40)	50
2016 Vote: Hillary Clinton	4%	(28)	8%	(53)	3%	(23)	3%	(23)	9%	(60)	73%	(508)	695
2016 Vote: Donald Trump	2%	(15)	4%	(27)	3%	(20)	2%	(16)	5%	(35)	83%	(543)	656
2016 Vote: Other	2%	(2)	—	(0)	2%	(1)	—	(0)	7%	(6)	90%	(77)	86
2016 Vote: Didn't Vote	3%	(25)	3%	(24)	3%	(27)	3%	(21)	10%	(78)	77%	(590)	765

Continued on next page

Table MCFE5_21: *Do you have a favorable or unfavorable opinion of the following?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Kayla Itsines

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	3%	(70)	5%	(104)	3%	(72)	3%	(61)	8%	(181)	78%	(1722)	2210
Voted in 2014: Yes	3%	(40)	6%	(68)	3%	(40)	3%	(36)	7%	(88)	78%	(953)	1227
Voted in 2014: No	3%	(30)	4%	(36)	3%	(32)	3%	(25)	9%	(93)	78%	(768)	983
4-Region: Northeast	3%	(13)	4%	(17)	4%	(14)	4%	(14)	8%	(31)	77%	(294)	383
4-Region: Midwest	2%	(11)	3%	(16)	3%	(13)	3%	(15)	6%	(28)	82%	(373)	456
4-Region: South	3%	(27)	5%	(38)	3%	(25)	3%	(24)	9%	(79)	77%	(651)	844
4-Region: West	4%	(19)	6%	(33)	4%	(20)	2%	(8)	8%	(42)	77%	(404)	527
TikTok Users	5%	(42)	7%	(58)	4%	(35)	3%	(27)	12%	(93)	68%	(536)	793
Twitch Users	10%	(21)	13%	(28)	6%	(12)	4%	(9)	9%	(19)	58%	(126)	216
2022 Sports Viewers/Attendees	4%	(60)	6%	(86)	4%	(54)	3%	(47)	8%	(120)	75%	(1107)	1475
Monthly Moviegoers	8%	(27)	15%	(48)	7%	(23)	5%	(16)	13%	(42)	51%	(164)	320
Few Times per Year + Moviegoers	5%	(49)	8%	(77)	5%	(47)	3%	(29)	11%	(98)	67%	(621)	920
Heard Smile Campaign	8%	(42)	14%	(78)	6%	(35)	4%	(23)	15%	(83)	53%	(290)	551
Heard Minion Campaign	8%	(44)	14%	(74)	6%	(32)	4%	(24)	17%	(90)	51%	(275)	540
Listens to Podcasts	5%	(58)	7%	(81)	5%	(52)	3%	(38)	11%	(126)	69%	(777)	1132
Streaming Services User	4%	(65)	6%	(99)	4%	(67)	3%	(50)	9%	(158)	75%	(1333)	1773
Netflix User	4%	(61)	6%	(90)	4%	(60)	3%	(48)	10%	(141)	73%	(1073)	1474
Disney+ User	5%	(52)	8%	(74)	5%	(47)	4%	(37)	10%	(102)	68%	(672)	984
Heterosexual or straight	3%	(61)	5%	(98)	3%	(67)	3%	(56)	8%	(152)	78%	(1536)	1971
Gay	1%	(1)	1%	(1)	2%	(1)	1%	(1)	15%	(10)	79%	(54)	68
Bisexual	3%	(3)	3%	(3)	4%	(3)	1%	(1)	12%	(10)	77%	(68)	88
Yes	1%	(1)	13%	(9)	6%	(4)	3%	(2)	13%	(9)	63%	(44)	70
No	3%	(70)	4%	(95)	3%	(68)	3%	(59)	8%	(171)	78%	(1678)	2140

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

Table MCFE5_22: *Do you have a favorable or unfavorable opinion of the following?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Danielle Bernstein

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	3%	(71)	5%	(121)	3%	(64)	2%	(52)	8%	(186)	78%	(1716)	2210
Gender: Male	4%	(43)	8%	(82)	3%	(34)	3%	(34)	7%	(80)	74%	(794)	1068
Gender: Female	2%	(27)	3%	(39)	3%	(30)	2%	(18)	9%	(106)	81%	(922)	1142
Age: 18-34	5%	(34)	8%	(54)	7%	(42)	4%	(28)	10%	(66)	65%	(418)	642
Age: 35-44	6%	(22)	11%	(40)	3%	(12)	2%	(8)	8%	(30)	70%	(255)	365
Age: 45-64	2%	(14)	3%	(22)	1%	(10)	1%	(10)	10%	(71)	82%	(587)	714
Age: 65+	—	(1)	1%	(5)	—	(1)	1%	(7)	4%	(18)	94%	(457)	489
GenZers: 1997-2012	5%	(12)	10%	(25)	5%	(14)	5%	(14)	14%	(36)	61%	(157)	256
Millennials: 1981-1996	6%	(41)	9%	(58)	6%	(37)	3%	(21)	8%	(51)	68%	(445)	653
GenXers: 1965-1980	2%	(13)	5%	(30)	2%	(11)	1%	(7)	11%	(63)	78%	(431)	555
Baby Boomers: 1946-1964	1%	(6)	1%	(8)	—	(2)	1%	(10)	5%	(33)	91%	(615)	673
PID: Dem (no lean)	5%	(46)	9%	(77)	3%	(29)	3%	(22)	8%	(67)	72%	(618)	860
PID: Ind (no lean)	1%	(7)	2%	(13)	2%	(15)	2%	(13)	9%	(59)	84%	(568)	674
PID: Rep (no lean)	3%	(17)	5%	(32)	3%	(20)	2%	(17)	9%	(60)	78%	(530)	676
PID/Gender: Dem Men	8%	(32)	12%	(48)	5%	(20)	4%	(16)	8%	(30)	63%	(249)	394
PID/Gender: Dem Women	3%	(14)	6%	(29)	2%	(9)	1%	(6)	8%	(37)	79%	(370)	465
PID/Gender: Ind Men	1%	(4)	3%	(9)	2%	(7)	2%	(8)	7%	(25)	84%	(291)	345
PID/Gender: Ind Women	1%	(3)	1%	(3)	2%	(7)	2%	(5)	10%	(33)	84%	(277)	329
PID/Gender: Rep Men	2%	(7)	7%	(25)	2%	(8)	3%	(10)	7%	(24)	78%	(254)	328
PID/Gender: Rep Women	3%	(10)	2%	(7)	4%	(13)	2%	(6)	10%	(35)	79%	(276)	348
Ideo: Liberal (1-3)	4%	(26)	9%	(57)	3%	(22)	3%	(22)	6%	(37)	75%	(492)	656
Ideo: Moderate (4)	2%	(17)	6%	(42)	3%	(26)	2%	(12)	11%	(85)	76%	(569)	751
Ideo: Conservative (5-7)	4%	(25)	3%	(20)	2%	(15)	3%	(17)	7%	(44)	82%	(544)	666
Educ: < College	3%	(43)	5%	(72)	3%	(45)	2%	(33)	8%	(119)	78%	(1124)	1437
Educ: Bachelors degree	3%	(16)	8%	(38)	3%	(14)	2%	(11)	8%	(41)	75%	(370)	491
Educ: Post-grad	4%	(11)	4%	(11)	2%	(4)	3%	(8)	9%	(25)	79%	(222)	282
Income: Under 50k	3%	(35)	5%	(66)	3%	(34)	1%	(18)	9%	(111)	79%	(1007)	1271
Income: 50k-100k	3%	(21)	6%	(37)	4%	(24)	4%	(28)	8%	(55)	75%	(492)	656
Income: 100k+	5%	(14)	6%	(18)	2%	(7)	2%	(6)	7%	(20)	77%	(218)	283
Ethnicity: White	2%	(41)	4%	(77)	2%	(35)	2%	(38)	7%	(128)	81%	(1391)	1711

Table MCFE5_22: *Do you have a favorable or unfavorable opinion of the following?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Danielle Bernstein

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	3%	(71)	5%	(121)	3%	(64)	2%	(52)	8%	(186)	78%	(1716)	2210
Ethnicity: Hispanic	4%	(17)	10%	(38)	3%	(10)	4%	(14)	13%	(49)	66%	(247)	374
Ethnicity: Black	7%	(21)	10%	(27)	6%	(16)	3%	(9)	10%	(28)	64%	(181)	282
Ethnicity: Other	4%	(9)	8%	(17)	6%	(13)	2%	(5)	14%	(29)	66%	(144)	217
All Christian	3%	(35)	6%	(58)	2%	(25)	2%	(20)	7%	(76)	79%	(814)	1029
All Non-Christian	4%	(5)	6%	(8)	8%	(10)	2%	(2)	10%	(13)	70%	(91)	129
Atheist	2%	(2)	7%	(7)	2%	(2)	7%	(7)	2%	(2)	79%	(79)	99
Agnostic/Nothing in particular	3%	(15)	5%	(28)	2%	(13)	2%	(13)	11%	(66)	77%	(453)	587
Something Else	4%	(13)	6%	(20)	4%	(14)	3%	(9)	8%	(29)	77%	(280)	365
Religious Non-Protestant/Catholic	4%	(7)	6%	(10)	7%	(11)	2%	(4)	9%	(13)	71%	(110)	154
Evangelical	6%	(33)	7%	(40)	5%	(25)	2%	(9)	7%	(40)	74%	(411)	558
Non-Evangelical	2%	(13)	4%	(34)	2%	(13)	2%	(18)	8%	(60)	83%	(654)	792
Community: Urban	6%	(38)	10%	(67)	4%	(23)	1%	(9)	8%	(49)	71%	(453)	638
Community: Suburban	2%	(21)	4%	(39)	3%	(29)	3%	(27)	9%	(87)	80%	(812)	1014
Community: Rural	2%	(12)	3%	(16)	2%	(12)	3%	(17)	9%	(50)	81%	(451)	558
Employ: Private Sector	6%	(42)	9%	(58)	4%	(29)	3%	(20)	9%	(61)	68%	(444)	654
Employ: Government	4%	(5)	13%	(18)	5%	(6)	3%	(5)	8%	(12)	67%	(91)	136
Employ: Self-Employed	2%	(4)	6%	(11)	2%	(4)	3%	(6)	15%	(24)	71%	(118)	166
Employ: Homemaker	2%	(4)	2%	(4)	2%	(4)	1%	(3)	10%	(19)	82%	(155)	190
Employ: Student	2%	(1)	5%	(3)	13%	(8)	1%	(1)	6%	(4)	72%	(44)	62
Employ: Retired	—	(1)	1%	(7)	1%	(5)	2%	(9)	4%	(23)	92%	(518)	563
Employ: Unemployed	4%	(11)	5%	(14)	1%	(4)	2%	(6)	10%	(31)	78%	(234)	301
Employ: Other	1%	(2)	5%	(6)	2%	(3)	2%	(3)	8%	(11)	81%	(111)	137
Military HH: Yes	1%	(3)	2%	(6)	2%	(6)	3%	(10)	7%	(19)	85%	(240)	283
Military HH: No	4%	(68)	6%	(115)	3%	(58)	2%	(42)	9%	(167)	77%	(1477)	1927
RD/WT: Right Direction	7%	(48)	10%	(67)	5%	(32)	3%	(21)	9%	(62)	65%	(436)	666
RD/WT: Wrong Track	1%	(23)	3%	(54)	2%	(32)	2%	(31)	8%	(123)	83%	(1280)	1544
Biden Job Approve	5%	(50)	9%	(83)	3%	(32)	2%	(23)	8%	(76)	73%	(705)	970
Biden Job Disapprove	2%	(21)	3%	(37)	3%	(31)	2%	(25)	8%	(96)	82%	(935)	1144

Table MCFE5_22: *Do you have a favorable or unfavorable opinion of the following?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Danielle Bernstein

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	3%	(71)	5%	(121)	3%	(64)	2%	(52)	8%	(186)	78%	(1716)	2210
Biden Job Strongly Approve	9%	(40)	9%	(41)	3%	(14)	3%	(11)	10%	(43)	66%	(284)	433
Biden Job Somewhat Approve	2%	(10)	8%	(42)	3%	(18)	2%	(12)	6%	(34)	78%	(421)	537
Biden Job Somewhat Disapprove	1%	(3)	4%	(15)	4%	(14)	2%	(6)	10%	(34)	79%	(268)	339
Biden Job Strongly Disapprove	2%	(18)	3%	(22)	2%	(18)	2%	(19)	8%	(62)	83%	(667)	805
Favorable of Biden	5%	(48)	9%	(83)	2%	(23)	2%	(21)	7%	(72)	75%	(722)	969
Unfavorable of Biden	2%	(22)	3%	(36)	3%	(38)	2%	(27)	8%	(91)	81%	(919)	1134
Very Favorable of Biden	8%	(38)	8%	(41)	3%	(14)	3%	(15)	9%	(44)	69%	(331)	482
Somewhat Favorable of Biden	2%	(9)	9%	(42)	2%	(9)	1%	(6)	6%	(29)	80%	(391)	487
Somewhat Unfavorable of Biden	1%	(4)	3%	(10)	5%	(14)	2%	(6)	8%	(24)	80%	(240)	299
Very Unfavorable of Biden	2%	(18)	3%	(26)	3%	(24)	2%	(20)	8%	(67)	81%	(679)	835
#1 Issue: Economy	3%	(27)	5%	(48)	3%	(32)	2%	(20)	9%	(84)	77%	(702)	913
#1 Issue: Security	2%	(5)	5%	(13)	4%	(10)	3%	(8)	7%	(16)	79%	(191)	243
#1 Issue: Health Care	6%	(10)	6%	(10)	1%	(1)	3%	(4)	12%	(21)	73%	(123)	170
#1 Issue: Medicare / Social Security	3%	(7)	3%	(9)	1%	(3)	2%	(6)	4%	(11)	87%	(231)	266
#1 Issue: Women's Issues	3%	(10)	8%	(26)	2%	(5)	1%	(4)	10%	(30)	76%	(236)	311
#1 Issue: Education	6%	(4)	11%	(6)	6%	(4)	8%	(5)	9%	(5)	60%	(35)	59
#1 Issue: Energy	4%	(6)	7%	(9)	6%	(8)	1%	(2)	8%	(11)	73%	(98)	134
#1 Issue: Other	2%	(2)	—	(1)	—	(1)	3%	(3)	6%	(7)	88%	(101)	115
2020 Vote: Joe Biden	4%	(38)	7%	(70)	3%	(30)	3%	(29)	8%	(74)	74%	(704)	945
2020 Vote: Donald Trump	3%	(21)	5%	(35)	3%	(20)	2%	(17)	7%	(54)	80%	(593)	740
2020 Vote: Other	—	(0)	—	(0)	11%	(8)	1%	(1)	11%	(7)	77%	(51)	67
2020 Vote: Didn't Vote	3%	(12)	3%	(16)	1%	(6)	1%	(6)	11%	(51)	80%	(369)	459
2018 House Vote: Democrat	5%	(39)	8%	(62)	3%	(26)	3%	(26)	8%	(61)	72%	(541)	755
2018 House Vote: Republican	2%	(13)	4%	(25)	3%	(16)	2%	(9)	7%	(44)	82%	(481)	589
2018 House Vote: Someone else	—	(0)	3%	(2)	3%	(2)	2%	(1)	8%	(4)	83%	(41)	50
2016 Vote: Hillary Clinton	5%	(33)	8%	(53)	3%	(20)	3%	(24)	8%	(55)	73%	(510)	695
2016 Vote: Donald Trump	3%	(18)	4%	(29)	2%	(14)	2%	(10)	8%	(49)	82%	(536)	656
2016 Vote: Other	—	(0)	—	(0)	4%	(3)	1%	(1)	6%	(5)	89%	(76)	86
2016 Vote: Didn't Vote	2%	(18)	5%	(39)	3%	(26)	2%	(17)	10%	(75)	77%	(590)	765

Table MCFE5_22: *Do you have a favorable or unfavorable opinion of the following?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Danielle Bernstein

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	3%	(71)	5%	(121)	3%	(64)	2%	(52)	8%	(186)	78%	(1716)	2210
Voted in 2014: Yes	4%	(46)	5%	(67)	3%	(34)	3%	(32)	8%	(97)	77%	(950)	1227
Voted in 2014: No	3%	(25)	6%	(54)	3%	(30)	2%	(20)	9%	(88)	78%	(766)	983
4-Region: Northeast	3%	(12)	5%	(21)	3%	(11)	4%	(15)	7%	(27)	78%	(297)	383
4-Region: Midwest	3%	(12)	5%	(22)	2%	(11)	1%	(6)	7%	(31)	82%	(374)	456
4-Region: South	4%	(31)	5%	(41)	3%	(26)	3%	(22)	10%	(84)	76%	(641)	844
4-Region: West	3%	(16)	7%	(37)	3%	(16)	2%	(10)	8%	(44)	77%	(404)	527
TikTok Users	6%	(45)	8%	(66)	4%	(34)	2%	(19)	11%	(84)	69%	(544)	793
Twitch Users	8%	(17)	13%	(28)	7%	(15)	4%	(9)	13%	(29)	55%	(118)	216
2022 Sports Viewers/Attendees	4%	(57)	7%	(103)	3%	(48)	3%	(38)	8%	(119)	75%	(1110)	1475
Monthly Moviegoers	10%	(31)	17%	(53)	8%	(24)	3%	(9)	10%	(33)	53%	(170)	320
Few Times per Year + Moviegoers	6%	(52)	10%	(92)	5%	(49)	2%	(22)	10%	(90)	67%	(615)	920
Heard Smile Campaign	9%	(49)	15%	(83)	7%	(40)	3%	(16)	13%	(69)	53%	(293)	551
Heard Minion Campaign	8%	(45)	14%	(75)	6%	(34)	3%	(16)	14%	(76)	54%	(294)	540
Listens to Podcasts	5%	(56)	9%	(96)	5%	(54)	3%	(36)	10%	(113)	69%	(777)	1132
Streaming Services User	4%	(64)	6%	(114)	3%	(60)	2%	(43)	9%	(154)	75%	(1337)	1773
Netflix User	4%	(57)	7%	(101)	4%	(58)	3%	(39)	9%	(135)	74%	(1085)	1474
Disney+ User	5%	(44)	9%	(84)	5%	(50)	3%	(27)	10%	(95)	69%	(683)	984
Heterosexual or straight	3%	(63)	6%	(112)	3%	(58)	2%	(49)	8%	(157)	78%	(1532)	1971
Gay	—	(0)	1%	(1)	2%	(2)	5%	(3)	15%	(10)	77%	(52)	68
Bisexual	4%	(4)	3%	(2)	1%	(0)	—	(0)	12%	(11)	80%	(71)	88
Yes	4%	(3)	1%	(1)	8%	(6)	5%	(3)	12%	(8)	70%	(49)	70
No	3%	(68)	6%	(120)	3%	(58)	2%	(49)	8%	(178)	78%	(1667)	2140

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

Table MCFE5_23: *Do you have a favorable or unfavorable opinion of the following?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Loren Gray

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	4%	(89)	6%	(129)	3%	(71)	4%	(77)	10%	(215)	74%	(1627)	2210
Gender: Male	5%	(49)	7%	(71)	4%	(46)	4%	(44)	10%	(103)	71%	(754)	1068
Gender: Female	4%	(40)	5%	(58)	2%	(25)	3%	(33)	10%	(112)	76%	(874)	1142
Age: 18-34	7%	(46)	10%	(67)	6%	(39)	7%	(45)	14%	(89)	55%	(356)	642
Age: 35-44	6%	(21)	9%	(32)	4%	(16)	3%	(10)	9%	(32)	69%	(253)	365
Age: 45-64	3%	(20)	3%	(24)	2%	(15)	2%	(15)	9%	(66)	80%	(573)	714
Age: 65+	—	(2)	1%	(6)	—	(1)	1%	(7)	6%	(28)	91%	(444)	489
GenZers: 1997-2012	8%	(22)	13%	(32)	7%	(19)	8%	(21)	17%	(45)	46%	(119)	256
Millennials: 1981-1996	6%	(41)	9%	(60)	5%	(34)	5%	(35)	10%	(64)	64%	(419)	653
GenXers: 1965-1980	3%	(18)	5%	(28)	2%	(13)	2%	(10)	12%	(65)	76%	(421)	555
Baby Boomers: 1946-1964	1%	(8)	1%	(9)	1%	(5)	2%	(12)	5%	(36)	90%	(603)	673
PID: Dem (no lean)	6%	(49)	8%	(69)	4%	(37)	4%	(32)	10%	(82)	69%	(591)	860
PID: Ind (no lean)	1%	(7)	3%	(18)	2%	(15)	4%	(25)	12%	(79)	79%	(531)	674
PID: Rep (no lean)	5%	(33)	6%	(43)	3%	(19)	3%	(21)	8%	(55)	75%	(506)	676
PID/Gender: Dem Men	7%	(27)	9%	(36)	6%	(25)	6%	(22)	10%	(40)	62%	(244)	394
PID/Gender: Dem Women	5%	(22)	7%	(33)	2%	(11)	2%	(10)	9%	(42)	75%	(347)	465
PID/Gender: Ind Men	1%	(4)	3%	(11)	3%	(10)	4%	(13)	11%	(38)	78%	(269)	345
PID/Gender: Ind Women	1%	(3)	2%	(6)	2%	(6)	4%	(12)	13%	(41)	79%	(261)	329
PID/Gender: Rep Men	6%	(18)	7%	(23)	3%	(11)	3%	(10)	8%	(26)	73%	(240)	328
PID/Gender: Rep Women	4%	(15)	6%	(20)	2%	(8)	3%	(11)	8%	(29)	76%	(265)	348
Ideo: Liberal (1-3)	6%	(37)	7%	(48)	4%	(28)	4%	(28)	8%	(53)	70%	(462)	656
Ideo: Moderate (4)	3%	(21)	6%	(46)	3%	(23)	4%	(27)	12%	(89)	73%	(546)	751
Ideo: Conservative (5-7)	4%	(29)	5%	(32)	3%	(19)	3%	(18)	8%	(57)	77%	(512)	666
Educ: < College	4%	(62)	5%	(75)	4%	(51)	4%	(55)	10%	(145)	73%	(1049)	1437
Educ: Bachelors degree	4%	(18)	8%	(39)	4%	(18)	2%	(12)	10%	(50)	72%	(354)	491
Educ: Post-grad	4%	(10)	5%	(15)	1%	(3)	4%	(10)	7%	(20)	79%	(224)	282
Income: Under 50k	4%	(50)	5%	(63)	3%	(36)	3%	(40)	10%	(126)	75%	(957)	1271
Income: 50k-100k	4%	(28)	8%	(53)	4%	(27)	4%	(25)	8%	(55)	71%	(467)	656
Income: 100k+	4%	(12)	5%	(13)	3%	(9)	4%	(12)	12%	(34)	72%	(203)	283
Ethnicity: White	3%	(54)	5%	(90)	2%	(41)	3%	(51)	9%	(151)	77%	(1323)	1711

Continued on next page

Table MCFE5_23: *Do you have a favorable or unfavorable opinion of the following?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Loren Gray

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	4%	(89)	6%	(129)	3%	(71)	4%	(77)	10%	(215)	74%	(1627)	2210
Ethnicity: Hispanic	6%	(23)	8%	(29)	5%	(18)	5%	(20)	14%	(53)	62%	(231)	374
Ethnicity: Black	7%	(21)	10%	(27)	5%	(15)	6%	(18)	14%	(39)	57%	(161)	282
Ethnicity: Other	7%	(14)	5%	(12)	7%	(15)	4%	(8)	11%	(25)	66%	(143)	217
All Christian	3%	(34)	6%	(57)	3%	(30)	3%	(33)	10%	(100)	75%	(775)	1029
All Non-Christian	6%	(8)	6%	(8)	7%	(10)	3%	(3)	13%	(17)	64%	(83)	129
Atheist	1%	(1)	5%	(5)	7%	(7)	8%	(8)	2%	(2)	77%	(77)	99
Agnostic/Nothing in particular	4%	(23)	6%	(34)	2%	(12)	3%	(17)	11%	(65)	74%	(436)	587
Something Else	6%	(23)	7%	(24)	4%	(13)	5%	(16)	9%	(31)	70%	(257)	365
Religious Non-Protestant/Catholic	5%	(8)	8%	(12)	6%	(10)	3%	(5)	11%	(17)	67%	(102)	154
Evangelical	7%	(38)	8%	(47)	3%	(18)	3%	(17)	9%	(48)	70%	(390)	558
Non-Evangelical	2%	(19)	3%	(27)	3%	(25)	4%	(29)	10%	(80)	77%	(610)	792
Community: Urban	6%	(37)	10%	(63)	5%	(31)	3%	(21)	9%	(60)	67%	(425)	638
Community: Suburban	4%	(37)	4%	(45)	2%	(25)	3%	(34)	10%	(106)	76%	(768)	1014
Community: Rural	3%	(16)	4%	(21)	3%	(15)	4%	(22)	9%	(49)	78%	(435)	558
Employ: Private Sector	6%	(42)	10%	(62)	5%	(35)	4%	(28)	9%	(59)	65%	(428)	654
Employ: Government	7%	(9)	15%	(20)	2%	(2)	7%	(9)	10%	(13)	61%	(82)	136
Employ: Self-Employed	5%	(8)	9%	(15)	4%	(6)	3%	(4)	16%	(26)	64%	(107)	166
Employ: Homemaker	2%	(5)	4%	(8)	—	(1)	5%	(9)	13%	(25)	75%	(143)	190
Employ: Student	2%	(1)	7%	(5)	11%	(7)	10%	(6)	19%	(12)	50%	(31)	62
Employ: Retired	1%	(6)	1%	(6)	1%	(5)	2%	(10)	5%	(29)	90%	(507)	563
Employ: Unemployed	4%	(13)	3%	(8)	3%	(10)	3%	(8)	12%	(36)	75%	(226)	301
Employ: Other	4%	(5)	4%	(6)	3%	(5)	2%	(3)	11%	(14)	76%	(104)	137
Military HH: Yes	3%	(8)	3%	(9)	3%	(9)	3%	(9)	8%	(22)	80%	(227)	283
Military HH: No	4%	(82)	6%	(120)	3%	(62)	4%	(68)	10%	(193)	73%	(1401)	1927
RD/WT: Right Direction	7%	(48)	10%	(66)	5%	(32)	4%	(29)	11%	(74)	63%	(417)	666
RD/WT: Wrong Track	3%	(42)	4%	(63)	3%	(39)	3%	(49)	9%	(141)	78%	(1211)	1544
Biden Job Approve	6%	(55)	8%	(76)	4%	(36)	4%	(37)	9%	(92)	70%	(675)	970
Biden Job Disapprove	3%	(35)	5%	(53)	3%	(34)	3%	(37)	9%	(104)	77%	(881)	1144

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Table MCFE5_23: *Do you have a favorable or unfavorable opinion of the following?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Loren Gray

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	4%	(89)	6%	(129)	3%	(71)	4%	(77)	10%	(215)	74%	(1627)	2210
Biden Job Strongly Approve	10%	(43)	7%	(30)	5%	(23)	4%	(17)	11%	(47)	63%	(273)	433
Biden Job Somewhat Approve	2%	(12)	8%	(45)	2%	(13)	4%	(20)	8%	(45)	75%	(402)	537
Biden Job Somewhat Disapprove	3%	(12)	6%	(20)	4%	(12)	3%	(12)	12%	(39)	72%	(244)	339
Biden Job Strongly Disapprove	3%	(23)	4%	(32)	3%	(22)	3%	(26)	8%	(65)	79%	(637)	805
Favorable of Biden	6%	(54)	7%	(69)	3%	(32)	3%	(34)	9%	(84)	72%	(695)	969
Unfavorable of Biden	3%	(34)	5%	(57)	3%	(36)	3%	(36)	9%	(105)	76%	(864)	1134
Very Favorable of Biden	8%	(37)	6%	(29)	5%	(23)	4%	(18)	10%	(48)	68%	(326)	482
Somewhat Favorable of Biden	4%	(17)	8%	(40)	2%	(9)	3%	(15)	8%	(37)	76%	(369)	487
Somewhat Unfavorable of Biden	3%	(8)	6%	(18)	3%	(10)	2%	(5)	13%	(38)	73%	(219)	299
Very Unfavorable of Biden	3%	(26)	5%	(39)	3%	(26)	4%	(31)	8%	(67)	77%	(645)	835
#1 Issue: Economy	4%	(34)	6%	(56)	3%	(24)	3%	(27)	10%	(88)	75%	(683)	913
#1 Issue: Security	2%	(6)	4%	(10)	3%	(7)	6%	(15)	9%	(21)	75%	(183)	243
#1 Issue: Health Care	6%	(10)	8%	(14)	3%	(6)	2%	(4)	10%	(17)	70%	(119)	170
#1 Issue: Medicare / Social Security	3%	(8)	2%	(5)	4%	(9)	3%	(7)	7%	(19)	82%	(217)	266
#1 Issue: Women's Issues	7%	(20)	8%	(26)	4%	(11)	4%	(13)	14%	(43)	64%	(198)	311
#1 Issue: Education	7%	(4)	9%	(5)	11%	(7)	8%	(5)	9%	(5)	55%	(33)	59
#1 Issue: Energy	4%	(5)	8%	(11)	5%	(7)	3%	(5)	8%	(11)	72%	(97)	134
#1 Issue: Other	2%	(2)	1%	(2)	—	(0)	2%	(2)	10%	(11)	85%	(97)	115
2020 Vote: Joe Biden	5%	(44)	7%	(62)	4%	(38)	4%	(39)	10%	(96)	71%	(667)	945
2020 Vote: Donald Trump	4%	(29)	7%	(49)	3%	(20)	3%	(21)	7%	(55)	76%	(565)	740
2020 Vote: Other	4%	(3)	1%	(1)	4%	(3)	2%	(2)	11%	(7)	78%	(52)	67
2020 Vote: Didn't Vote	3%	(14)	4%	(18)	2%	(10)	4%	(16)	12%	(57)	75%	(344)	459
2018 House Vote: Democrat	5%	(37)	7%	(52)	4%	(31)	4%	(32)	9%	(68)	71%	(535)	755
2018 House Vote: Republican	4%	(25)	6%	(34)	2%	(13)	3%	(16)	7%	(44)	77%	(456)	589
2018 House Vote: Someone else	1%	(1)	6%	(3)	2%	(1)	2%	(1)	17%	(8)	72%	(35)	50
2016 Vote: Hillary Clinton	4%	(30)	6%	(44)	4%	(27)	4%	(25)	9%	(63)	73%	(506)	695
2016 Vote: Donald Trump	4%	(29)	6%	(36)	2%	(14)	3%	(21)	7%	(49)	77%	(508)	656
2016 Vote: Other	3%	(3)	2%	(1)	—	(0)	1%	(1)	7%	(6)	87%	(74)	86
2016 Vote: Didn't Vote	4%	(28)	6%	(47)	4%	(30)	4%	(29)	13%	(97)	70%	(535)	765

Continued on next page

Table MCFE5_23: *Do you have a favorable or unfavorable opinion of the following?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Loren Gray

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	4%	(89)	6%	(129)	3%	(71)	4%	(77)	10%	(215)	74%	(1627)	2210
Voted in 2014: Yes	4%	(53)	6%	(71)	3%	(38)	3%	(42)	8%	(99)	75%	(923)	1227
Voted in 2014: No	4%	(36)	6%	(58)	3%	(33)	4%	(36)	12%	(116)	72%	(704)	983
4-Region: Northeast	4%	(17)	7%	(26)	3%	(10)	5%	(20)	9%	(34)	72%	(274)	383
4-Region: Midwest	3%	(15)	4%	(20)	3%	(15)	3%	(12)	9%	(41)	77%	(354)	456
4-Region: South	4%	(34)	6%	(47)	4%	(31)	4%	(31)	11%	(92)	72%	(610)	844
4-Region: West	4%	(23)	7%	(36)	3%	(15)	3%	(15)	9%	(48)	74%	(389)	527
TikTok Users	6%	(51)	10%	(82)	4%	(33)	5%	(40)	13%	(104)	61%	(483)	793
Twitch Users	8%	(18)	15%	(31)	6%	(13)	7%	(16)	12%	(26)	52%	(111)	216
2022 Sports Viewers/Attendees	5%	(68)	7%	(108)	3%	(50)	4%	(56)	10%	(154)	71%	(1040)	1475
Monthly Moviegoers	12%	(39)	15%	(48)	7%	(24)	5%	(17)	12%	(39)	48%	(153)	320
Few Times per Year + Moviegoers	7%	(64)	10%	(94)	5%	(45)	4%	(39)	12%	(114)	61%	(563)	920
Heard Smile Campaign	10%	(57)	15%	(81)	6%	(33)	7%	(38)	16%	(88)	46%	(254)	551
Heard Minion Campaign	10%	(54)	14%	(77)	7%	(35)	6%	(31)	17%	(90)	47%	(252)	540
Listens to Podcasts	6%	(70)	9%	(97)	5%	(53)	4%	(51)	12%	(132)	64%	(730)	1132
Streaming Services User	5%	(85)	7%	(123)	4%	(65)	4%	(67)	11%	(187)	70%	(1246)	1773
Netflix User	5%	(77)	8%	(113)	4%	(58)	4%	(62)	11%	(167)	68%	(997)	1474
Disney+ User	6%	(58)	9%	(92)	5%	(49)	5%	(45)	12%	(121)	63%	(619)	984
Heterosexual or straight	4%	(81)	6%	(116)	3%	(64)	4%	(70)	10%	(188)	74%	(1452)	1971
Gay	2%	(1)	1%	(1)	4%	(3)	2%	(2)	7%	(5)	84%	(57)	68
Bisexual	4%	(3)	9%	(8)	4%	(3)	1%	(1)	15%	(13)	68%	(60)	88
Yes	5%	(3)	5%	(4)	6%	(4)	3%	(2)	17%	(12)	64%	(45)	70
No	4%	(86)	6%	(126)	3%	(67)	4%	(75)	10%	(204)	74%	(1583)	2140

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

Table MCFE5_24: *Do you have a favorable or unfavorable opinion of the following?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Zach King

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	5%	(109)	6%	(141)	3%	(63)	3%	(62)	9%	(206)	74%	(1630)	2210
Gender: Male	6%	(66)	9%	(95)	4%	(46)	4%	(40)	8%	(89)	68%	(731)	1068
Gender: Female	4%	(43)	4%	(45)	1%	(16)	2%	(22)	10%	(116)	79%	(899)	1142
Age: 18-34	11%	(68)	10%	(63)	6%	(42)	5%	(29)	14%	(92)	54%	(349)	642
Age: 35-44	7%	(27)	13%	(46)	3%	(12)	3%	(11)	6%	(22)	68%	(248)	365
Age: 45-64	2%	(15)	4%	(27)	1%	(9)	2%	(12)	10%	(71)	81%	(580)	714
Age: 65+	—	(0)	1%	(5)	—	(0)	2%	(10)	4%	(21)	93%	(454)	489
GenZers: 1997-2012	16%	(41)	11%	(28)	7%	(18)	6%	(14)	18%	(47)	43%	(109)	256
Millennials: 1981-1996	8%	(50)	10%	(63)	5%	(33)	4%	(25)	9%	(58)	65%	(423)	653
GenXers: 1965-1980	3%	(19)	8%	(43)	1%	(7)	2%	(10)	11%	(62)	75%	(415)	555
Baby Boomers: 1946-1964	—	(0)	1%	(7)	1%	(4)	2%	(12)	5%	(35)	91%	(614)	673
PID: Dem (no lean)	6%	(55)	9%	(74)	3%	(30)	4%	(32)	10%	(88)	68%	(581)	860
PID: Ind (no lean)	2%	(14)	3%	(23)	3%	(20)	2%	(13)	9%	(60)	81%	(545)	674
PID: Rep (no lean)	6%	(40)	6%	(44)	2%	(13)	3%	(17)	9%	(58)	75%	(504)	676
PID/Gender: Dem Men	9%	(34)	12%	(48)	6%	(23)	6%	(22)	10%	(38)	58%	(230)	394
PID/Gender: Dem Women	5%	(21)	6%	(26)	1%	(7)	2%	(10)	11%	(50)	76%	(352)	465
PID/Gender: Ind Men	3%	(9)	5%	(17)	4%	(14)	2%	(8)	8%	(27)	78%	(270)	345
PID/Gender: Ind Women	2%	(6)	2%	(6)	2%	(6)	2%	(5)	10%	(33)	83%	(274)	329
PID/Gender: Rep Men	7%	(24)	9%	(30)	3%	(9)	3%	(10)	8%	(25)	70%	(231)	328
PID/Gender: Rep Women	5%	(16)	4%	(14)	1%	(4)	2%	(7)	10%	(34)	79%	(274)	348
Ideo: Liberal (1-3)	6%	(41)	7%	(47)	4%	(30)	4%	(25)	8%	(53)	70%	(460)	656
Ideo: Moderate (4)	4%	(33)	8%	(59)	2%	(16)	2%	(18)	11%	(86)	72%	(539)	751
Ideo: Conservative (5-7)	5%	(30)	4%	(28)	2%	(16)	2%	(15)	8%	(51)	79%	(525)	666
Educ: < College	5%	(67)	6%	(83)	3%	(44)	2%	(35)	10%	(144)	74%	(1064)	1437
Educ: Bachelors degree	6%	(28)	9%	(42)	2%	(12)	4%	(18)	10%	(47)	70%	(344)	491
Educ: Post-grad	5%	(14)	5%	(15)	2%	(6)	3%	(9)	5%	(15)	79%	(222)	282
Income: Under 50k	5%	(57)	6%	(75)	2%	(28)	2%	(26)	9%	(120)	76%	(964)	1271
Income: 50k-100k	6%	(38)	7%	(45)	4%	(25)	4%	(29)	9%	(62)	70%	(457)	656
Income: 100k+	5%	(14)	8%	(21)	3%	(9)	2%	(7)	8%	(23)	74%	(208)	283
Ethnicity: White	4%	(66)	5%	(90)	2%	(38)	2%	(43)	8%	(137)	78%	(1337)	1711

Continued on next page

Table MCFE5_24: *Do you have a favorable or unfavorable opinion of the following?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Zach King

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	5%	(109)	6%	(141)	3%	(63)	3%	(62)	9%	(206)	74%	(1630)	2210
Ethnicity: Hispanic	9%	(32)	9%	(35)	5%	(18)	4%	(14)	15%	(55)	59%	(220)	374
Ethnicity: Black	9%	(26)	10%	(29)	4%	(11)	5%	(14)	15%	(42)	57%	(160)	282
Ethnicity: Other	8%	(17)	10%	(23)	6%	(13)	2%	(5)	12%	(27)	61%	(133)	217
All Christian	4%	(46)	6%	(60)	3%	(28)	2%	(25)	10%	(99)	75%	(771)	1029
All Non-Christian	8%	(10)	8%	(10)	6%	(8)	3%	(4)	12%	(15)	63%	(81)	129
Atheist	3%	(3)	11%	(11)	4%	(4)	7%	(7)	4%	(4)	70%	(70)	99
Agnostic/Nothing in particular	5%	(28)	6%	(38)	2%	(11)	2%	(13)	10%	(61)	74%	(436)	587
Something Else	6%	(22)	6%	(21)	3%	(12)	3%	(13)	7%	(26)	74%	(272)	365
Religious Non-Protestant/Catholic	8%	(12)	8%	(12)	6%	(9)	2%	(4)	11%	(17)	65%	(100)	154
Evangelical	8%	(43)	8%	(43)	3%	(18)	2%	(13)	7%	(42)	72%	(400)	558
Non-Evangelical	3%	(22)	4%	(34)	2%	(20)	3%	(24)	10%	(77)	78%	(615)	792
Community: Urban	8%	(51)	11%	(72)	4%	(25)	2%	(13)	9%	(57)	66%	(419)	638
Community: Suburban	4%	(44)	5%	(48)	2%	(23)	3%	(31)	10%	(101)	76%	(768)	1014
Community: Rural	3%	(14)	4%	(22)	2%	(14)	3%	(17)	8%	(47)	80%	(444)	558
Employ: Private Sector	8%	(51)	9%	(57)	5%	(30)	5%	(29)	10%	(68)	64%	(420)	654
Employ: Government	9%	(13)	18%	(24)	3%	(4)	3%	(4)	9%	(12)	58%	(79)	136
Employ: Self-Employed	4%	(7)	7%	(12)	4%	(6)	3%	(6)	9%	(14)	73%	(121)	166
Employ: Homemaker	3%	(6)	3%	(6)	1%	(2)	1%	(3)	13%	(24)	78%	(149)	190
Employ: Student	15%	(9)	19%	(12)	8%	(5)	6%	(3)	8%	(5)	44%	(28)	62
Employ: Retired	—	(2)	1%	(6)	1%	(5)	2%	(11)	5%	(26)	91%	(513)	563
Employ: Unemployed	6%	(18)	6%	(17)	2%	(6)	2%	(6)	12%	(37)	72%	(218)	301
Employ: Other	2%	(3)	4%	(6)	4%	(5)	—	(0)	14%	(20)	75%	(103)	137
Military HH: Yes	2%	(7)	4%	(13)	2%	(5)	2%	(7)	9%	(25)	80%	(227)	283
Military HH: No	5%	(102)	7%	(128)	3%	(57)	3%	(55)	9%	(181)	73%	(1403)	1927
RD/WT: Right Direction	9%	(58)	12%	(79)	4%	(26)	4%	(28)	9%	(58)	63%	(418)	666
RD/WT: Wrong Track	3%	(51)	4%	(62)	2%	(37)	2%	(35)	10%	(148)	79%	(1212)	1544
Biden Job Approve	7%	(65)	9%	(84)	3%	(29)	4%	(37)	9%	(86)	69%	(670)	970
Biden Job Disapprove	4%	(43)	5%	(55)	3%	(29)	2%	(24)	9%	(102)	78%	(892)	1144

Table MCFE5_24: *Do you have a favorable or unfavorable opinion of the following?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Zach King

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	5%	(109)	6%	(141)	3%	(63)	3%	(62)	9%	(206)	74%	(1630)	2210
Biden Job Strongly Approve	10%	(42)	8%	(37)	3%	(13)	5%	(20)	9%	(41)	65%	(280)	433
Biden Job Somewhat Approve	4%	(23)	9%	(48)	3%	(16)	3%	(16)	8%	(45)	73%	(390)	537
Biden Job Somewhat Disapprove	6%	(20)	5%	(17)	3%	(10)	1%	(3)	11%	(38)	74%	(251)	339
Biden Job Strongly Disapprove	3%	(23)	5%	(38)	2%	(18)	3%	(21)	8%	(64)	80%	(641)	805
Favorable of Biden	7%	(64)	8%	(82)	2%	(24)	3%	(31)	9%	(86)	70%	(683)	969
Unfavorable of Biden	4%	(44)	5%	(55)	3%	(33)	3%	(30)	8%	(94)	77%	(878)	1134
Very Favorable of Biden	8%	(38)	10%	(51)	2%	(10)	5%	(23)	8%	(39)	67%	(322)	482
Somewhat Favorable of Biden	5%	(26)	6%	(31)	3%	(14)	2%	(8)	10%	(47)	74%	(360)	487
Somewhat Unfavorable of Biden	5%	(16)	5%	(15)	3%	(9)	1%	(3)	8%	(25)	77%	(230)	299
Very Unfavorable of Biden	3%	(28)	5%	(40)	3%	(24)	3%	(26)	8%	(68)	78%	(648)	835
#1 Issue: Economy	5%	(44)	7%	(64)	3%	(29)	2%	(21)	10%	(87)	73%	(668)	913
#1 Issue: Security	2%	(5)	6%	(14)	2%	(5)	3%	(6)	8%	(19)	79%	(193)	243
#1 Issue: Health Care	7%	(12)	8%	(14)	4%	(7)	3%	(5)	13%	(22)	66%	(112)	170
#1 Issue: Medicare / Social Security	3%	(9)	1%	(3)	2%	(4)	4%	(9)	7%	(20)	83%	(221)	266
#1 Issue: Women's Issues	6%	(18)	7%	(23)	3%	(8)	4%	(11)	12%	(36)	69%	(215)	311
#1 Issue: Education	19%	(11)	14%	(8)	4%	(3)	7%	(4)	6%	(3)	50%	(30)	59
#1 Issue: Energy	8%	(10)	10%	(13)	5%	(6)	3%	(3)	7%	(9)	69%	(92)	134
#1 Issue: Other	—	(0)	2%	(2)	—	(0)	2%	(3)	9%	(10)	87%	(100)	115
2020 Vote: Joe Biden	6%	(54)	8%	(72)	3%	(30)	4%	(33)	10%	(90)	70%	(664)	945
2020 Vote: Donald Trump	4%	(27)	7%	(48)	2%	(18)	2%	(16)	7%	(55)	78%	(574)	740
2020 Vote: Other	3%	(2)	2%	(1)	5%	(3)	1%	(1)	14%	(9)	76%	(51)	67
2020 Vote: Didn't Vote	6%	(26)	4%	(19)	2%	(11)	3%	(12)	11%	(51)	74%	(341)	459
2018 House Vote: Democrat	6%	(49)	8%	(64)	4%	(26)	4%	(30)	8%	(61)	70%	(525)	755
2018 House Vote: Republican	3%	(16)	6%	(35)	2%	(12)	2%	(12)	7%	(43)	80%	(470)	589
2018 House Vote: Someone else	—	(0)	4%	(2)	1%	(1)	2%	(1)	11%	(5)	82%	(40)	50
2016 Vote: Hillary Clinton	6%	(43)	8%	(54)	3%	(23)	4%	(29)	8%	(53)	71%	(492)	695
2016 Vote: Donald Trump	3%	(18)	6%	(42)	2%	(11)	2%	(13)	7%	(46)	80%	(525)	656
2016 Vote: Other	2%	(2)	2%	(1)	1%	(1)	—	(0)	9%	(7)	87%	(74)	86
2016 Vote: Didn't Vote	6%	(44)	6%	(43)	4%	(27)	3%	(20)	13%	(97)	70%	(534)	765

Continued on next page

Table MCFE5_24: *Do you have a favorable or unfavorable opinion of the following?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Zach King

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	5%	(109)	6%	(141)	3%	(63)	3%	(62)	9%	(206)	74%	(1630)	2210
Voted in 2014: Yes	4%	(55)	7%	(84)	2%	(29)	3%	(38)	7%	(88)	76%	(933)	1227
Voted in 2014: No	5%	(54)	6%	(57)	3%	(33)	2%	(24)	12%	(118)	71%	(697)	983
4-Region: Northeast	5%	(18)	6%	(25)	4%	(15)	4%	(14)	9%	(34)	72%	(277)	383
4-Region: Midwest	4%	(20)	6%	(25)	1%	(6)	3%	(12)	8%	(38)	78%	(354)	456
4-Region: South	5%	(39)	6%	(54)	3%	(24)	3%	(24)	10%	(81)	74%	(622)	844
4-Region: West	6%	(32)	7%	(37)	3%	(17)	2%	(12)	10%	(52)	72%	(378)	527
TikTok Users	9%	(71)	11%	(85)	5%	(36)	3%	(27)	11%	(85)	62%	(488)	793
Twitch Users	14%	(30)	17%	(36)	8%	(17)	7%	(14)	10%	(21)	45%	(98)	216
2022 Sports Viewers/Attendees	6%	(82)	7%	(109)	3%	(47)	3%	(48)	9%	(140)	71%	(1049)	1475
Monthly Moviegoers	14%	(46)	17%	(54)	7%	(22)	4%	(13)	10%	(33)	47%	(152)	320
Few Times per Year + Moviegoers	9%	(82)	11%	(98)	5%	(42)	3%	(32)	11%	(104)	61%	(562)	920
Heard Smile Campaign	12%	(67)	15%	(84)	6%	(32)	5%	(26)	17%	(92)	45%	(250)	551
Heard Minion Campaign	13%	(72)	15%	(79)	5%	(28)	4%	(24)	18%	(97)	45%	(240)	540
Listens to Podcasts	8%	(91)	9%	(101)	4%	(48)	3%	(38)	11%	(129)	64%	(725)	1132
Streaming Services User	6%	(101)	7%	(132)	3%	(58)	3%	(53)	10%	(174)	71%	(1254)	1773
Netflix User	7%	(98)	8%	(118)	3%	(50)	3%	(50)	11%	(156)	68%	(1001)	1474
Disney+ User	8%	(79)	10%	(97)	4%	(40)	4%	(36)	11%	(108)	63%	(625)	984
Heterosexual or straight	5%	(95)	6%	(125)	3%	(57)	3%	(59)	9%	(171)	74%	(1464)	1971
Gay	4%	(3)	9%	(6)	—	(0)	4%	(3)	8%	(6)	75%	(51)	68
Bisexual	6%	(5)	7%	(6)	3%	(3)	1%	(1)	18%	(16)	65%	(58)	88
Yes	5%	(4)	9%	(6)	4%	(3)	1%	(1)	22%	(15)	59%	(42)	70
No	5%	(105)	6%	(135)	3%	(60)	3%	(61)	9%	(190)	74%	(1588)	2140

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

Table MCFE5_25: *Do you have a favorable or unfavorable opinion of the following?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Michael Le (JustMaiko)

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	3%	(66)	4%	(94)	3%	(72)	3%	(61)	8%	(173)	79%	(1745)	2210
Gender: Male	3%	(34)	6%	(63)	4%	(41)	4%	(41)	8%	(81)	76%	(808)	1068
Gender: Female	3%	(32)	3%	(31)	3%	(31)	2%	(21)	8%	(92)	82%	(937)	1142
Age: 18-34	6%	(40)	6%	(40)	7%	(47)	5%	(29)	12%	(75)	64%	(410)	642
Age: 35-44	3%	(12)	9%	(33)	3%	(12)	4%	(15)	7%	(27)	73%	(266)	365
Age: 45-64	2%	(13)	2%	(16)	2%	(12)	1%	(10)	8%	(56)	85%	(606)	714
Age: 65+	—	(0)	1%	(6)	—	(0)	1%	(7)	3%	(14)	95%	(463)	489
GenZers: 1997-2012	6%	(17)	7%	(17)	7%	(17)	7%	(18)	14%	(36)	59%	(151)	256
Millennials: 1981-1996	5%	(34)	7%	(49)	6%	(39)	4%	(24)	9%	(56)	69%	(451)	653
GenXers: 1965-1980	2%	(12)	4%	(21)	2%	(10)	2%	(9)	10%	(54)	81%	(449)	555
Baby Boomers: 1946-1964	—	(3)	1%	(7)	1%	(5)	2%	(10)	3%	(23)	93%	(626)	673
PID: Dem (no lean)	4%	(33)	8%	(66)	4%	(35)	3%	(27)	9%	(75)	73%	(623)	860
PID: Ind (no lean)	1%	(5)	2%	(10)	3%	(21)	2%	(16)	7%	(45)	86%	(577)	674
PID: Rep (no lean)	4%	(28)	3%	(18)	2%	(15)	3%	(18)	8%	(53)	81%	(544)	676
PID/Gender: Dem Men	3%	(13)	13%	(50)	5%	(21)	5%	(18)	10%	(40)	64%	(253)	394
PID/Gender: Dem Women	4%	(21)	3%	(16)	3%	(15)	2%	(9)	8%	(35)	80%	(371)	465
PID/Gender: Ind Men	1%	(3)	1%	(4)	4%	(12)	3%	(11)	6%	(21)	85%	(294)	345
PID/Gender: Ind Women	1%	(2)	2%	(6)	3%	(9)	1%	(5)	7%	(24)	86%	(283)	329
PID/Gender: Rep Men	6%	(19)	3%	(9)	2%	(8)	3%	(11)	6%	(20)	80%	(261)	328
PID/Gender: Rep Women	3%	(9)	3%	(9)	2%	(7)	2%	(7)	9%	(33)	81%	(283)	348
Ideo: Liberal (1-3)	5%	(30)	5%	(34)	5%	(30)	3%	(22)	6%	(40)	76%	(501)	656
Ideo: Moderate (4)	2%	(17)	5%	(40)	3%	(22)	3%	(20)	11%	(80)	76%	(572)	751
Ideo: Conservative (5-7)	3%	(18)	3%	(17)	3%	(19)	3%	(17)	7%	(44)	83%	(550)	666
Educ: < College	3%	(41)	5%	(68)	3%	(44)	3%	(39)	8%	(115)	79%	(1129)	1437
Educ: Bachelors degree	3%	(14)	4%	(18)	4%	(18)	4%	(17)	8%	(41)	78%	(383)	491
Educ: Post-grad	4%	(11)	3%	(8)	3%	(9)	2%	(5)	6%	(17)	82%	(233)	282
Income: Under 50k	2%	(31)	4%	(57)	3%	(36)	2%	(28)	8%	(100)	80%	(1019)	1271
Income: 50k-100k	3%	(18)	4%	(30)	4%	(24)	4%	(26)	8%	(51)	77%	(508)	656
Income: 100k+	6%	(16)	3%	(8)	4%	(12)	3%	(7)	8%	(22)	77%	(218)	283
Ethnicity: White	2%	(38)	3%	(57)	2%	(41)	2%	(39)	7%	(127)	82%	(1409)	1711

Continued on next page

Table MCFE5_25: *Do you have a favorable or unfavorable opinion of the following?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Michael Le (JustMaiko)

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	3%	(66)	4%	(94)	3%	(72)	3%	(61)	8%	(173)	79%	(1745)	2210
Ethnicity: Hispanic	5%	(20)	7%	(27)	4%	(15)	4%	(13)	14%	(52)	66%	(247)	374
Ethnicity: Black	7%	(19)	8%	(23)	8%	(22)	4%	(12)	9%	(25)	64%	(182)	282
Ethnicity: Other	4%	(8)	6%	(14)	4%	(10)	5%	(10)	10%	(21)	71%	(154)	217
All Christian	3%	(29)	5%	(55)	2%	(23)	3%	(27)	8%	(84)	79%	(810)	1029
All Non-Christian	7%	(9)	3%	(4)	6%	(8)	2%	(2)	9%	(12)	73%	(94)	129
Atheist	1%	(1)	—	(0)	3%	(3)	8%	(8)	3%	(3)	84%	(84)	99
Agnostic/Nothing in particular	2%	(14)	3%	(19)	4%	(21)	3%	(15)	10%	(57)	78%	(461)	587
Something Else	3%	(12)	4%	(16)	4%	(16)	2%	(8)	5%	(17)	81%	(297)	365
Religious Non-Protestant/Catholic	6%	(9)	2%	(4)	6%	(10)	3%	(4)	8%	(12)	75%	(116)	154
Evangelical	5%	(28)	6%	(35)	4%	(23)	2%	(11)	5%	(30)	77%	(431)	558
Non-Evangelical	2%	(13)	4%	(31)	2%	(15)	3%	(21)	9%	(70)	81%	(642)	792
Community: Urban	5%	(33)	8%	(50)	4%	(29)	2%	(14)	9%	(56)	72%	(456)	638
Community: Suburban	3%	(25)	3%	(26)	3%	(27)	3%	(34)	7%	(75)	82%	(828)	1014
Community: Rural	1%	(7)	3%	(18)	3%	(17)	2%	(14)	8%	(42)	82%	(460)	558
Employ: Private Sector	5%	(31)	7%	(45)	6%	(39)	3%	(23)	9%	(60)	70%	(458)	654
Employ: Government	8%	(10)	4%	(6)	5%	(7)	2%	(3)	7%	(10)	74%	(100)	136
Employ: Self-Employed	4%	(6)	7%	(12)	1%	(2)	5%	(9)	9%	(15)	74%	(123)	166
Employ: Homemaker	2%	(3)	3%	(7)	2%	(3)	1%	(2)	12%	(23)	80%	(152)	190
Employ: Student	1%	(1)	8%	(5)	9%	(5)	7%	(4)	7%	(5)	68%	(42)	62
Employ: Retired	—	(2)	1%	(6)	1%	(5)	2%	(9)	3%	(16)	93%	(526)	563
Employ: Unemployed	3%	(9)	2%	(7)	2%	(7)	3%	(10)	12%	(36)	77%	(233)	301
Employ: Other	2%	(3)	6%	(8)	2%	(3)	1%	(2)	7%	(9)	82%	(112)	137
Military HH: Yes	2%	(5)	1%	(4)	2%	(5)	3%	(9)	8%	(22)	84%	(238)	283
Military HH: No	3%	(61)	5%	(90)	3%	(66)	3%	(52)	8%	(151)	78%	(1507)	1927
RD/WT: Right Direction	7%	(43)	9%	(58)	5%	(35)	3%	(19)	10%	(64)	67%	(447)	666
RD/WT: Wrong Track	1%	(22)	2%	(36)	2%	(36)	3%	(42)	7%	(109)	84%	(1299)	1544
Biden Job Approve	4%	(42)	7%	(64)	4%	(39)	3%	(31)	8%	(76)	74%	(719)	970
Biden Job Disapprove	2%	(24)	2%	(23)	3%	(32)	3%	(29)	7%	(86)	83%	(950)	1144

Table MCFE5_25: *Do you have a favorable or unfavorable opinion of the following?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Michael Le (JustMaiko)

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	3%	(66)	4%	(94)	3%	(72)	3%	(61)	8%	(173)	79%	(1745)	2210
Biden Job Strongly Approve	8%	(35)	7%	(30)	4%	(17)	4%	(19)	11%	(47)	66%	(286)	433
Biden Job Somewhat Approve	1%	(7)	6%	(34)	4%	(22)	2%	(12)	5%	(29)	81%	(433)	537
Biden Job Somewhat Disapprove	3%	(11)	3%	(11)	2%	(8)	3%	(9)	11%	(37)	78%	(263)	339
Biden Job Strongly Disapprove	2%	(12)	2%	(13)	3%	(24)	3%	(20)	6%	(49)	85%	(687)	805
Favorable of Biden	5%	(44)	7%	(65)	3%	(30)	3%	(28)	7%	(72)	75%	(730)	969
Unfavorable of Biden	2%	(21)	2%	(25)	3%	(37)	3%	(30)	7%	(83)	83%	(938)	1134
Very Favorable of Biden	7%	(32)	6%	(29)	4%	(17)	5%	(23)	10%	(47)	69%	(333)	482
Somewhat Favorable of Biden	2%	(12)	7%	(35)	3%	(13)	1%	(5)	5%	(25)	82%	(398)	487
Somewhat Unfavorable of Biden	3%	(8)	4%	(12)	2%	(6)	2%	(5)	8%	(24)	82%	(244)	299
Very Unfavorable of Biden	2%	(13)	2%	(13)	4%	(31)	3%	(25)	7%	(59)	83%	(694)	835
#1 Issue: Economy	3%	(31)	4%	(34)	3%	(25)	3%	(24)	9%	(78)	79%	(721)	913
#1 Issue: Security	2%	(5)	4%	(9)	4%	(10)	3%	(8)	6%	(14)	81%	(196)	243
#1 Issue: Health Care	4%	(7)	5%	(8)	5%	(9)	1%	(2)	9%	(15)	76%	(129)	170
#1 Issue: Medicare / Social Security	2%	(5)	4%	(11)	1%	(2)	3%	(8)	5%	(12)	86%	(229)	266
#1 Issue: Women's Issues	3%	(10)	5%	(16)	5%	(15)	3%	(10)	10%	(30)	74%	(229)	311
#1 Issue: Education	3%	(2)	9%	(5)	9%	(5)	10%	(6)	9%	(5)	60%	(35)	59
#1 Issue: Energy	2%	(2)	7%	(9)	5%	(6)	2%	(3)	9%	(12)	76%	(101)	134
#1 Issue: Other	2%	(2)	2%	(2)	—	(0)	1%	(1)	4%	(5)	91%	(104)	115
2020 Vote: Joe Biden	4%	(34)	7%	(64)	3%	(31)	3%	(30)	8%	(73)	75%	(713)	945
2020 Vote: Donald Trump	3%	(21)	3%	(19)	3%	(25)	3%	(19)	6%	(47)	82%	(608)	740
2020 Vote: Other	3%	(2)	—	(0)	5%	(3)	4%	(2)	12%	(8)	77%	(52)	67
2020 Vote: Didn't Vote	2%	(9)	2%	(11)	3%	(12)	2%	(9)	10%	(44)	81%	(373)	459
2018 House Vote: Democrat	4%	(27)	7%	(56)	4%	(30)	4%	(31)	8%	(58)	73%	(552)	755
2018 House Vote: Republican	3%	(19)	2%	(14)	2%	(14)	2%	(10)	6%	(36)	84%	(496)	589
2018 House Vote: Someone else	—	(0)	2%	(1)	1%	(1)	3%	(2)	12%	(6)	81%	(40)	50
2016 Vote: Hillary Clinton	3%	(23)	7%	(48)	3%	(21)	4%	(28)	7%	(51)	75%	(524)	695
2016 Vote: Donald Trump	3%	(19)	3%	(20)	3%	(19)	2%	(14)	6%	(38)	83%	(546)	656
2016 Vote: Other	2%	(2)	1%	(1)	1%	(1)	—	(0)	7%	(6)	89%	(76)	86
2016 Vote: Didn't Vote	3%	(22)	3%	(24)	4%	(30)	2%	(18)	10%	(77)	78%	(594)	765

Continued on next page

Table MCFE5_25: *Do you have a favorable or unfavorable opinion of the following?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Michael Le (JustMaiko)

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	3%	(66)	4%	(94)	3%	(72)	3%	(61)	8%	(173)	79%	(1745)	2210
Voted in 2014: Yes	3%	(39)	5%	(58)	3%	(34)	3%	(40)	7%	(85)	79%	(970)	1227
Voted in 2014: No	3%	(27)	4%	(35)	4%	(37)	2%	(21)	9%	(87)	79%	(775)	983
4-Region: Northeast	3%	(11)	5%	(21)	3%	(12)	3%	(12)	8%	(32)	77%	(294)	383
4-Region: Midwest	2%	(11)	3%	(14)	2%	(10)	3%	(14)	8%	(37)	81%	(371)	456
4-Region: South	2%	(19)	5%	(40)	4%	(31)	3%	(24)	8%	(69)	78%	(661)	844
4-Region: West	5%	(25)	4%	(19)	3%	(18)	2%	(11)	7%	(35)	80%	(419)	527
TikTok Users	5%	(41)	7%	(52)	6%	(44)	3%	(25)	11%	(85)	69%	(545)	793
Twitch Users	8%	(18)	13%	(29)	8%	(18)	5%	(10)	10%	(21)	56%	(120)	216
2022 Sports Viewers/Attendees	3%	(48)	5%	(73)	4%	(57)	3%	(46)	8%	(119)	77%	(1131)	1475
Monthly Moviegoers	9%	(29)	13%	(43)	8%	(26)	4%	(12)	10%	(33)	56%	(178)	320
Few Times per Year + Moviegoers	5%	(50)	7%	(66)	6%	(52)	3%	(29)	10%	(93)	69%	(631)	920
Heard Smile Campaign	9%	(48)	11%	(62)	8%	(44)	4%	(23)	13%	(74)	55%	(300)	551
Heard Minion Campaign	8%	(44)	11%	(61)	7%	(37)	4%	(23)	16%	(89)	53%	(286)	540
Listens to Podcasts	5%	(54)	7%	(75)	5%	(53)	3%	(39)	10%	(118)	70%	(793)	1132
Streaming Services User	3%	(62)	5%	(86)	4%	(68)	3%	(51)	9%	(151)	76%	(1354)	1773
Netflix User	4%	(53)	6%	(83)	4%	(61)	3%	(48)	8%	(125)	75%	(1104)	1474
Disney+ User	4%	(39)	7%	(66)	5%	(51)	4%	(38)	9%	(90)	71%	(699)	984
Heterosexual or straight	3%	(56)	4%	(88)	3%	(65)	3%	(54)	8%	(156)	79%	(1552)	1971
Gay	2%	(2)	—	(0)	—	(0)	3%	(2)	7%	(5)	88%	(60)	68
Bisexual	4%	(3)	5%	(5)	1%	(1)	3%	(2)	9%	(8)	78%	(69)	88
Yes	5%	(3)	1%	(1)	4%	(3)	10%	(7)	11%	(7)	69%	(48)	70
No	3%	(62)	4%	(93)	3%	(69)	3%	(54)	8%	(165)	79%	(1697)	2140

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

Table MCFE5_26: *Do you have a favorable or unfavorable opinion of the following?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Brent Rivera

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	4%	(94)	6%	(123)	3%	(72)	4%	(80)	9%	(201)	74%	(1641)	2210
Gender: Male	5%	(48)	7%	(70)	4%	(44)	4%	(46)	7%	(80)	73%	(779)	1068
Gender: Female	4%	(46)	5%	(53)	2%	(28)	3%	(34)	11%	(121)	75%	(861)	1142
Age: 18-34	9%	(56)	10%	(67)	7%	(43)	7%	(44)	12%	(80)	55%	(353)	642
Age: 35-44	6%	(22)	9%	(34)	4%	(15)	3%	(12)	9%	(31)	69%	(251)	365
Age: 45-64	2%	(16)	3%	(18)	2%	(14)	2%	(17)	10%	(69)	81%	(579)	714
Age: 65+	—	(0)	1%	(3)	—	(0)	1%	(7)	4%	(20)	94%	(458)	489
GenZers: 1997-2012	11%	(29)	11%	(28)	6%	(16)	13%	(32)	16%	(42)	43%	(110)	256
Millennials: 1981-1996	7%	(43)	10%	(65)	6%	(40)	4%	(24)	9%	(56)	65%	(425)	653
GenXers: 1965-1980	3%	(19)	4%	(24)	2%	(9)	3%	(15)	12%	(68)	76%	(420)	555
Baby Boomers: 1946-1964	1%	(4)	1%	(6)	1%	(7)	1%	(9)	5%	(31)	92%	(617)	673
PID: Dem (no lean)	6%	(54)	8%	(65)	4%	(36)	5%	(41)	8%	(72)	69%	(592)	860
PID: Ind (no lean)	1%	(9)	2%	(16)	3%	(17)	3%	(19)	12%	(81)	79%	(533)	674
PID: Rep (no lean)	5%	(31)	6%	(42)	3%	(18)	3%	(21)	7%	(48)	76%	(516)	676
PID/Gender: Dem Men	7%	(28)	10%	(41)	6%	(24)	6%	(23)	7%	(28)	64%	(250)	394
PID/Gender: Dem Women	5%	(25)	5%	(24)	3%	(12)	4%	(18)	10%	(44)	73%	(341)	465
PID/Gender: Ind Men	1%	(4)	2%	(8)	3%	(9)	3%	(10)	10%	(35)	81%	(280)	345
PID/Gender: Ind Women	2%	(6)	2%	(8)	3%	(8)	2%	(8)	14%	(46)	77%	(254)	329
PID/Gender: Rep Men	5%	(16)	6%	(21)	3%	(11)	4%	(13)	5%	(17)	76%	(249)	328
PID/Gender: Rep Women	4%	(15)	6%	(21)	2%	(7)	2%	(8)	9%	(30)	77%	(267)	348
Ideo: Liberal (1-3)	5%	(31)	8%	(50)	5%	(32)	4%	(28)	7%	(46)	71%	(468)	656
Ideo: Moderate (4)	4%	(30)	5%	(38)	3%	(20)	4%	(30)	13%	(101)	71%	(532)	751
Ideo: Conservative (5-7)	4%	(28)	5%	(31)	3%	(18)	2%	(16)	6%	(38)	80%	(536)	666
Educ: < College	5%	(67)	5%	(69)	3%	(49)	4%	(56)	9%	(136)	74%	(1060)	1437
Educ: Bachelors degree	4%	(18)	8%	(37)	3%	(15)	3%	(17)	9%	(44)	73%	(361)	491
Educ: Post-grad	3%	(9)	6%	(16)	3%	(9)	3%	(8)	7%	(20)	78%	(220)	282
Income: Under 50k	5%	(59)	5%	(59)	3%	(36)	3%	(44)	9%	(111)	76%	(962)	1271
Income: 50k-100k	4%	(23)	7%	(46)	4%	(26)	4%	(26)	11%	(70)	71%	(465)	656
Income: 100k+	4%	(12)	6%	(17)	4%	(10)	4%	(10)	7%	(20)	75%	(213)	283
Ethnicity: White	3%	(54)	5%	(82)	2%	(41)	3%	(55)	9%	(148)	78%	(1331)	1711

Table MCFE5_26: *Do you have a favorable or unfavorable opinion of the following?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Brent Rivera

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	4%	(94)	6%	(123)	3%	(72)	4%	(80)	9%	(201)	74%	(1641)	2210
Ethnicity: Hispanic	8%	(29)	9%	(35)	3%	(10)	7%	(25)	12%	(43)	62%	(230)	374
Ethnicity: Black	8%	(21)	8%	(22)	8%	(24)	6%	(18)	10%	(28)	60%	(168)	282
Ethnicity: Other	8%	(18)	8%	(18)	4%	(8)	3%	(7)	12%	(25)	65%	(141)	217
All Christian	4%	(44)	6%	(57)	2%	(22)	3%	(32)	7%	(75)	78%	(799)	1029
All Non-Christian	4%	(6)	7%	(9)	9%	(12)	8%	(11)	7%	(9)	64%	(82)	129
Atheist	3%	(3)	5%	(5)	3%	(3)	8%	(7)	4%	(4)	77%	(77)	99
Agnostic/Nothing in particular	4%	(25)	4%	(22)	4%	(23)	3%	(20)	12%	(71)	72%	(425)	587
Something Else	4%	(16)	8%	(29)	3%	(12)	3%	(10)	11%	(41)	70%	(258)	365
Religious Non-Protestant/Catholic	4%	(7)	6%	(9)	10%	(15)	7%	(11)	6%	(9)	67%	(103)	154
Evangelical	6%	(35)	9%	(53)	3%	(15)	3%	(16)	8%	(44)	71%	(396)	558
Non-Evangelical	3%	(21)	4%	(32)	2%	(15)	3%	(25)	9%	(71)	79%	(628)	792
Community: Urban	8%	(51)	10%	(62)	4%	(25)	4%	(24)	8%	(52)	66%	(423)	638
Community: Suburban	2%	(25)	4%	(40)	2%	(24)	4%	(37)	9%	(94)	78%	(794)	1014
Community: Rural	3%	(18)	4%	(20)	4%	(24)	4%	(20)	10%	(54)	76%	(423)	558
Employ: Private Sector	7%	(47)	9%	(59)	5%	(32)	4%	(28)	10%	(67)	64%	(421)	654
Employ: Government	7%	(10)	14%	(19)	2%	(2)	4%	(6)	9%	(12)	63%	(86)	136
Employ: Self-Employed	5%	(8)	8%	(13)	5%	(8)	5%	(8)	12%	(20)	66%	(109)	166
Employ: Homemaker	3%	(6)	3%	(5)	3%	(5)	3%	(5)	14%	(27)	74%	(141)	190
Employ: Student	8%	(5)	9%	(6)	11%	(7)	7%	(5)	25%	(15)	40%	(25)	62
Employ: Retired	—	(0)	1%	(6)	1%	(5)	2%	(10)	4%	(21)	92%	(520)	563
Employ: Unemployed	5%	(15)	3%	(9)	3%	(9)	6%	(17)	6%	(19)	77%	(232)	301
Employ: Other	2%	(3)	4%	(5)	2%	(3)	1%	(1)	13%	(18)	77%	(106)	137
Military HH: Yes	2%	(5)	3%	(10)	2%	(5)	3%	(8)	8%	(23)	82%	(232)	283
Military HH: No	5%	(88)	6%	(113)	3%	(67)	4%	(73)	9%	(178)	73%	(1408)	1927
RD/WT: Right Direction	8%	(56)	8%	(55)	5%	(34)	4%	(30)	8%	(53)	66%	(440)	666
RD/WT: Wrong Track	2%	(38)	4%	(68)	3%	(39)	3%	(50)	10%	(148)	78%	(1201)	1544
Biden Job Approve	6%	(61)	7%	(68)	4%	(36)	5%	(45)	8%	(76)	71%	(684)	970
Biden Job Disapprove	3%	(33)	5%	(54)	3%	(34)	3%	(33)	9%	(104)	77%	(886)	1144

Table MCFE5_26: *Do you have a favorable or unfavorable opinion of the following?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Brent Rivera

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	4%	(94)	6%	(123)	3%	(72)	4%	(80)	9%	(201)	74%	(1641)	2210
Biden Job Strongly Approve	10%	(45)	9%	(39)	4%	(17)	5%	(20)	8%	(34)	64%	(278)	433
Biden Job Somewhat Approve	3%	(16)	5%	(29)	4%	(19)	5%	(25)	8%	(42)	76%	(406)	537
Biden Job Somewhat Disapprove	4%	(15)	5%	(16)	2%	(8)	3%	(11)	13%	(43)	73%	(246)	339
Biden Job Strongly Disapprove	2%	(18)	5%	(38)	3%	(26)	3%	(21)	8%	(62)	80%	(640)	805
Favorable of Biden	6%	(62)	7%	(64)	3%	(28)	4%	(39)	8%	(81)	72%	(694)	969
Unfavorable of Biden	3%	(31)	5%	(57)	3%	(39)	3%	(34)	9%	(98)	77%	(876)	1134
Very Favorable of Biden	8%	(38)	8%	(37)	3%	(16)	5%	(22)	8%	(39)	69%	(331)	482
Somewhat Favorable of Biden	5%	(25)	6%	(27)	2%	(12)	4%	(17)	9%	(42)	75%	(363)	487
Somewhat Unfavorable of Biden	3%	(8)	4%	(13)	4%	(11)	2%	(7)	11%	(32)	76%	(228)	299
Very Unfavorable of Biden	3%	(24)	5%	(44)	3%	(28)	3%	(26)	8%	(65)	78%	(648)	835
#1 Issue: Economy	3%	(30)	5%	(47)	4%	(32)	3%	(30)	10%	(88)	75%	(685)	913
#1 Issue: Security	3%	(7)	6%	(15)	3%	(7)	3%	(8)	8%	(19)	77%	(187)	243
#1 Issue: Health Care	4%	(7)	6%	(10)	5%	(8)	2%	(3)	12%	(21)	71%	(121)	170
#1 Issue: Medicare / Social Security	2%	(5)	4%	(11)	1%	(3)	3%	(9)	6%	(17)	83%	(222)	266
#1 Issue: Women's Issues	8%	(26)	7%	(23)	4%	(13)	4%	(13)	10%	(30)	66%	(206)	311
#1 Issue: Education	10%	(6)	11%	(7)	8%	(5)	11%	(6)	12%	(7)	47%	(28)	59
#1 Issue: Energy	8%	(11)	6%	(8)	3%	(4)	8%	(11)	8%	(11)	67%	(90)	134
#1 Issue: Other	2%	(2)	2%	(2)	—	(0)	—	(0)	7%	(8)	89%	(102)	115
2020 Vote: Joe Biden	5%	(43)	6%	(60)	4%	(39)	4%	(40)	9%	(83)	72%	(679)	945
2020 Vote: Donald Trump	4%	(33)	5%	(40)	3%	(20)	3%	(19)	7%	(55)	77%	(573)	740
2020 Vote: Other	3%	(2)	3%	(2)	6%	(4)	4%	(2)	15%	(10)	70%	(47)	67
2020 Vote: Didn't Vote	4%	(17)	5%	(21)	2%	(8)	4%	(19)	11%	(52)	74%	(341)	459
2018 House Vote: Democrat	5%	(38)	6%	(48)	4%	(31)	5%	(36)	8%	(60)	72%	(542)	755
2018 House Vote: Republican	4%	(24)	6%	(35)	2%	(13)	2%	(11)	6%	(38)	79%	(467)	589
2018 House Vote: Someone else	4%	(2)	2%	(1)	2%	(1)	2%	(1)	14%	(7)	76%	(38)	50
2016 Vote: Hillary Clinton	4%	(29)	6%	(44)	4%	(26)	5%	(34)	8%	(55)	73%	(507)	695
2016 Vote: Donald Trump	4%	(27)	5%	(31)	2%	(15)	2%	(13)	8%	(50)	79%	(519)	656
2016 Vote: Other	3%	(2)	3%	(2)	—	(0)	—	(0)	7%	(6)	87%	(75)	86
2016 Vote: Didn't Vote	5%	(36)	6%	(44)	4%	(29)	4%	(33)	12%	(89)	70%	(534)	765

Table MCFE5_26: *Do you have a favorable or unfavorable opinion of the following?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Brent Rivera

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	4%	(94)	6%	(123)	3%	(72)	4%	(80)	9%	(201)	74%	(1641)	2210
Voted in 2014: Yes	4%	(52)	5%	(65)	3%	(38)	4%	(47)	7%	(86)	77%	(939)	1227
Voted in 2014: No	4%	(42)	6%	(58)	3%	(34)	3%	(34)	12%	(115)	71%	(701)	983
4-Region: Northeast	4%	(15)	6%	(21)	3%	(12)	4%	(17)	10%	(37)	73%	(280)	383
4-Region: Midwest	3%	(13)	5%	(22)	3%	(14)	3%	(12)	8%	(37)	78%	(358)	456
4-Region: South	5%	(41)	6%	(47)	4%	(31)	4%	(34)	10%	(88)	72%	(604)	844
4-Region: West	5%	(25)	6%	(33)	3%	(15)	3%	(17)	7%	(39)	76%	(399)	527
TikTok Users	8%	(64)	8%	(67)	4%	(36)	4%	(36)	12%	(97)	62%	(494)	793
Twitch Users	12%	(27)	14%	(29)	7%	(15)	7%	(15)	12%	(27)	47%	(102)	216
2022 Sports Viewers/Attendees	5%	(78)	7%	(96)	4%	(53)	4%	(55)	9%	(131)	72%	(1063)	1475
Monthly Moviegoers	13%	(42)	16%	(51)	7%	(23)	3%	(8)	12%	(39)	49%	(156)	320
Few Times per Year + Moviegoers	8%	(69)	9%	(87)	6%	(51)	4%	(37)	11%	(106)	62%	(570)	920
Heard Smile Campaign	11%	(60)	14%	(77)	8%	(43)	5%	(26)	14%	(80)	48%	(265)	551
Heard Minion Campaign	12%	(63)	14%	(75)	8%	(45)	5%	(27)	14%	(77)	47%	(254)	540
Listens to Podcasts	7%	(74)	9%	(97)	5%	(55)	4%	(47)	12%	(138)	64%	(721)	1132
Streaming Services User	5%	(85)	6%	(113)	4%	(67)	3%	(62)	10%	(176)	72%	(1270)	1773
Netflix User	5%	(78)	7%	(101)	4%	(61)	4%	(58)	11%	(159)	69%	(1017)	1474
Disney+ User	7%	(66)	9%	(90)	5%	(53)	4%	(44)	11%	(109)	63%	(623)	984
Heterosexual or straight	4%	(82)	6%	(111)	3%	(63)	3%	(68)	9%	(169)	75%	(1478)	1971
Gay	2%	(1)	—	(0)	5%	(3)	2%	(2)	8%	(6)	83%	(56)	68
Bisexual	3%	(2)	9%	(8)	6%	(5)	4%	(3)	19%	(17)	60%	(53)	88
Yes	2%	(1)	8%	(6)	6%	(5)	6%	(4)	21%	(15)	57%	(40)	70
No	4%	(93)	5%	(117)	3%	(68)	4%	(76)	9%	(186)	75%	(1600)	2140

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

Table MCFE5_27: *Do you have a favorable or unfavorable opinion of the following?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Chase Hudson (Lil Huddy)

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	4%	(78)	6%	(127)	4%	(92)	4%	(85)	8%	(185)	74%	(1642)	2210
Gender: Male	4%	(44)	7%	(70)	5%	(58)	5%	(49)	8%	(82)	72%	(765)	1068
Gender: Female	3%	(34)	5%	(57)	3%	(34)	3%	(37)	9%	(103)	77%	(878)	1142
Age: 18-34	6%	(40)	10%	(67)	9%	(61)	8%	(52)	12%	(75)	54%	(347)	642
Age: 35-44	7%	(24)	9%	(34)	6%	(22)	3%	(11)	7%	(27)	68%	(247)	365
Age: 45-64	2%	(14)	3%	(21)	1%	(9)	2%	(14)	9%	(65)	83%	(590)	714
Age: 65+	—	(0)	1%	(5)	—	(1)	2%	(8)	4%	(18)	94%	(458)	489
GenZers: 1997-2012	6%	(17)	10%	(26)	11%	(27)	12%	(31)	15%	(39)	45%	(117)	256
Millennials: 1981-1996	7%	(43)	11%	(71)	7%	(44)	5%	(31)	8%	(52)	63%	(411)	653
GenXers: 1965-1980	3%	(16)	4%	(21)	3%	(19)	2%	(12)	11%	(58)	77%	(430)	555
Baby Boomers: 1946-1964	—	(3)	1%	(9)	—	(2)	2%	(10)	5%	(31)	92%	(617)	673
PID: Dem (no lean)	6%	(48)	8%	(70)	5%	(46)	4%	(35)	9%	(79)	68%	(582)	860
PID: Ind (no lean)	2%	(12)	2%	(17)	3%	(18)	3%	(22)	9%	(60)	81%	(545)	674
PID: Rep (no lean)	3%	(18)	6%	(40)	4%	(28)	4%	(28)	7%	(45)	76%	(515)	676
PID/Gender: Dem Men	7%	(27)	10%	(39)	6%	(26)	5%	(21)	10%	(39)	62%	(243)	394
PID/Gender: Dem Women	4%	(21)	7%	(31)	4%	(20)	3%	(15)	9%	(40)	73%	(339)	465
PID/Gender: Ind Men	2%	(7)	3%	(10)	3%	(10)	3%	(12)	8%	(28)	80%	(277)	345
PID/Gender: Ind Women	1%	(5)	2%	(7)	2%	(8)	3%	(10)	10%	(32)	81%	(268)	329
PID/Gender: Rep Men	3%	(10)	6%	(21)	7%	(23)	5%	(16)	4%	(15)	74%	(244)	328
PID/Gender: Rep Women	2%	(9)	6%	(19)	2%	(6)	3%	(12)	9%	(31)	78%	(271)	348
Ideo: Liberal (1-3)	4%	(27)	8%	(55)	6%	(39)	4%	(28)	7%	(46)	70%	(461)	656
Ideo: Moderate (4)	4%	(31)	5%	(38)	4%	(30)	4%	(32)	10%	(79)	72%	(541)	751
Ideo: Conservative (5-7)	3%	(18)	4%	(30)	3%	(21)	4%	(24)	6%	(42)	80%	(531)	666
Educ: < College	4%	(52)	6%	(82)	4%	(56)	4%	(57)	9%	(129)	74%	(1061)	1437
Educ: Bachelors degree	3%	(13)	7%	(34)	5%	(26)	4%	(20)	8%	(41)	72%	(356)	491
Educ: Post-grad	4%	(12)	4%	(11)	4%	(11)	3%	(8)	5%	(14)	80%	(225)	282
Income: Under 50k	3%	(44)	5%	(67)	3%	(39)	3%	(43)	9%	(109)	76%	(969)	1271
Income: 50k-100k	3%	(19)	7%	(43)	7%	(43)	5%	(34)	9%	(57)	70%	(460)	656
Income: 100k+	5%	(14)	6%	(17)	3%	(10)	3%	(9)	7%	(19)	76%	(214)	283
Ethnicity: White	3%	(51)	5%	(82)	3%	(56)	3%	(59)	7%	(127)	78%	(1335)	1711

Continued on next page

Table MCFE5_27: *Do you have a favorable or unfavorable opinion of the following?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Chase Hudson (Lil Huddy)

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	4%	(78)	6%	(127)	4%	(92)	4%	(85)	8%	(185)	74%	(1642)	2210
Ethnicity: Hispanic	5%	(19)	11%	(40)	7%	(27)	4%	(17)	14%	(51)	59%	(221)	374
Ethnicity: Black	7%	(19)	10%	(29)	8%	(24)	6%	(17)	11%	(30)	58%	(163)	282
Ethnicity: Other	4%	(8)	8%	(17)	6%	(12)	4%	(9)	12%	(27)	67%	(145)	217
All Christian	3%	(34)	6%	(65)	3%	(29)	3%	(35)	8%	(78)	77%	(789)	1029
All Non-Christian	5%	(7)	8%	(10)	9%	(11)	5%	(6)	12%	(16)	61%	(78)	129
Atheist	2%	(2)	1%	(1)	12%	(12)	9%	(9)	4%	(4)	73%	(73)	99
Agnostic/Nothing in particular	4%	(21)	5%	(28)	4%	(26)	3%	(19)	10%	(61)	74%	(433)	587
Something Else	4%	(15)	6%	(24)	4%	(15)	5%	(17)	7%	(26)	74%	(269)	365
Religious Non-Protestant/Catholic	5%	(8)	10%	(15)	7%	(11)	4%	(6)	11%	(17)	62%	(96)	154
Evangelical	6%	(32)	9%	(49)	4%	(20)	3%	(18)	8%	(43)	71%	(397)	558
Non-Evangelical	2%	(15)	4%	(34)	3%	(23)	4%	(32)	7%	(57)	80%	(631)	792
Community: Urban	6%	(41)	10%	(64)	5%	(34)	3%	(19)	8%	(50)	67%	(430)	638
Community: Suburban	3%	(27)	4%	(44)	4%	(41)	4%	(43)	9%	(87)	76%	(773)	1014
Community: Rural	2%	(10)	3%	(19)	3%	(18)	4%	(24)	8%	(47)	79%	(440)	558
Employ: Private Sector	5%	(35)	10%	(66)	6%	(38)	5%	(31)	10%	(63)	64%	(421)	654
Employ: Government	9%	(13)	8%	(11)	11%	(15)	6%	(8)	8%	(10)	58%	(79)	136
Employ: Self-Employed	4%	(6)	7%	(12)	5%	(8)	5%	(8)	11%	(18)	68%	(114)	166
Employ: Homemaker	2%	(4)	6%	(11)	3%	(5)	3%	(6)	10%	(19)	76%	(144)	190
Employ: Student	2%	(1)	13%	(8)	10%	(6)	14%	(9)	19%	(12)	42%	(26)	62
Employ: Retired	—	(2)	1%	(6)	1%	(5)	2%	(11)	4%	(22)	92%	(517)	563
Employ: Unemployed	4%	(14)	4%	(12)	3%	(8)	3%	(8)	10%	(30)	76%	(230)	301
Employ: Other	3%	(4)	1%	(2)	5%	(6)	3%	(4)	7%	(10)	81%	(111)	137
Military HH: Yes	2%	(5)	3%	(10)	2%	(4)	6%	(17)	7%	(20)	80%	(227)	283
Military HH: No	4%	(73)	6%	(118)	5%	(88)	4%	(68)	9%	(164)	73%	(1415)	1927
RD/WT: Right Direction	8%	(50)	10%	(69)	6%	(42)	4%	(29)	9%	(63)	62%	(413)	666
RD/WT: Wrong Track	2%	(27)	4%	(58)	3%	(51)	4%	(56)	8%	(122)	80%	(1230)	1544
Biden Job Approve	5%	(49)	9%	(86)	5%	(46)	4%	(41)	9%	(83)	69%	(666)	970
Biden Job Disapprove	2%	(29)	3%	(40)	4%	(41)	3%	(39)	8%	(91)	79%	(904)	1144

Table MCFE5_27: *Do you have a favorable or unfavorable opinion of the following?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Chase Hudson (Lil Huddy)

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	4%	(78)	6%	(127)	4%	(92)	4%	(85)	8%	(185)	74%	(1642)	2210
Biden Job Strongly Approve	9%	(39)	9%	(40)	3%	(11)	4%	(18)	12%	(50)	63%	(274)	433
Biden Job Somewhat Approve	2%	(10)	8%	(46)	6%	(35)	4%	(23)	6%	(32)	73%	(392)	537
Biden Job Somewhat Disapprove	3%	(9)	5%	(16)	4%	(15)	3%	(9)	10%	(35)	75%	(255)	339
Biden Job Strongly Disapprove	2%	(20)	3%	(24)	3%	(26)	4%	(30)	7%	(56)	81%	(650)	805
Favorable of Biden	5%	(48)	8%	(78)	4%	(36)	4%	(39)	9%	(84)	70%	(683)	969
Unfavorable of Biden	2%	(27)	4%	(47)	4%	(48)	4%	(40)	7%	(83)	78%	(889)	1134
Very Favorable of Biden	8%	(37)	9%	(41)	3%	(16)	5%	(23)	9%	(44)	67%	(321)	482
Somewhat Favorable of Biden	2%	(11)	8%	(37)	4%	(20)	3%	(16)	8%	(40)	74%	(362)	487
Somewhat Unfavorable of Biden	1%	(4)	5%	(14)	6%	(18)	2%	(6)	8%	(23)	78%	(233)	299
Very Unfavorable of Biden	3%	(22)	4%	(33)	4%	(30)	4%	(34)	7%	(60)	79%	(656)	835
#1 Issue: Economy	4%	(39)	5%	(42)	6%	(51)	3%	(28)	8%	(77)	74%	(675)	913
#1 Issue: Security	2%	(4)	6%	(14)	2%	(5)	4%	(11)	8%	(20)	78%	(189)	243
#1 Issue: Health Care	4%	(7)	8%	(14)	2%	(3)	3%	(5)	10%	(16)	73%	(124)	170
#1 Issue: Medicare / Social Security	2%	(6)	4%	(10)	1%	(3)	2%	(6)	5%	(14)	85%	(227)	266
#1 Issue: Women's Issues	3%	(11)	10%	(31)	5%	(15)	6%	(19)	12%	(37)	64%	(199)	311
#1 Issue: Education	5%	(3)	13%	(8)	10%	(6)	15%	(9)	12%	(7)	46%	(27)	59
#1 Issue: Energy	5%	(6)	6%	(8)	7%	(9)	5%	(6)	8%	(11)	70%	(93)	134
#1 Issue: Other	2%	(2)	—	(1)	—	(0)	1%	(1)	3%	(3)	93%	(107)	115
2020 Vote: Joe Biden	4%	(41)	7%	(70)	5%	(48)	4%	(42)	9%	(86)	70%	(659)	945
2020 Vote: Donald Trump	3%	(23)	5%	(38)	4%	(31)	2%	(17)	6%	(47)	79%	(583)	740
2020 Vote: Other	3%	(2)	1%	(1)	4%	(3)	5%	(3)	16%	(11)	71%	(48)	67
2020 Vote: Didn't Vote	3%	(12)	4%	(19)	2%	(11)	5%	(23)	9%	(41)	77%	(353)	459
2018 House Vote: Democrat	5%	(39)	8%	(61)	4%	(34)	4%	(30)	9%	(70)	69%	(521)	755
2018 House Vote: Republican	2%	(13)	5%	(28)	4%	(23)	2%	(13)	6%	(36)	81%	(476)	589
2018 House Vote: Someone else	5%	(3)	4%	(2)	2%	(1)	4%	(2)	9%	(5)	76%	(38)	50
2016 Vote: Hillary Clinton	5%	(35)	8%	(52)	5%	(32)	4%	(27)	9%	(60)	70%	(489)	695
2016 Vote: Donald Trump	2%	(13)	5%	(34)	2%	(16)	3%	(22)	5%	(36)	82%	(536)	656
2016 Vote: Other	3%	(3)	1%	(1)	—	(0)	1%	(1)	9%	(7)	87%	(75)	86
2016 Vote: Didn't Vote	4%	(28)	5%	(39)	6%	(43)	5%	(36)	10%	(80)	70%	(538)	765

Table MCFE5_27: *Do you have a favorable or unfavorable opinion of the following?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Chase Hudson (Lil Huddy)

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	4%	(78)	6%	(127)	4%	(92)	4%	(85)	8%	(185)	74%	(1642)	2210
Voted in 2014: Yes	4%	(46)	6%	(78)	3%	(40)	3%	(42)	7%	(87)	76%	(934)	1227
Voted in 2014: No	3%	(32)	5%	(50)	5%	(52)	4%	(43)	10%	(98)	72%	(709)	983
4-Region: Northeast	4%	(16)	6%	(25)	2%	(9)	4%	(15)	8%	(29)	75%	(287)	383
4-Region: Midwest	3%	(12)	5%	(24)	3%	(12)	3%	(15)	8%	(36)	78%	(356)	456
4-Region: South	3%	(28)	5%	(42)	4%	(37)	5%	(40)	8%	(72)	74%	(625)	844
4-Region: West	4%	(21)	7%	(37)	6%	(33)	3%	(15)	9%	(47)	71%	(374)	527
TikTok Users	7%	(54)	10%	(81)	7%	(53)	5%	(43)	11%	(86)	60%	(476)	793
Twitch Users	15%	(32)	13%	(28)	8%	(17)	8%	(18)	11%	(24)	45%	(97)	216
2022 Sports Viewers/Attendees	4%	(60)	7%	(103)	5%	(72)	4%	(58)	8%	(121)	72%	(1061)	1475
Monthly Moviegoers	11%	(36)	16%	(51)	10%	(31)	4%	(12)	14%	(43)	46%	(148)	320
Few Times per Year + Moviegoers	6%	(58)	10%	(96)	8%	(73)	4%	(37)	9%	(87)	62%	(569)	920
Heard Smile Campaign	11%	(58)	15%	(83)	10%	(54)	6%	(30)	16%	(86)	43%	(239)	551
Heard Minion Campaign	11%	(59)	14%	(78)	9%	(51)	6%	(32)	16%	(89)	43%	(232)	540
Listens to Podcasts	6%	(66)	8%	(94)	7%	(76)	5%	(55)	11%	(120)	64%	(721)	1132
Streaming Services User	4%	(71)	7%	(116)	5%	(90)	4%	(76)	9%	(156)	71%	(1265)	1773
Netflix User	4%	(65)	7%	(105)	6%	(86)	5%	(70)	10%	(140)	68%	(1008)	1474
Disney+ User	6%	(57)	9%	(90)	7%	(68)	5%	(52)	10%	(100)	63%	(617)	984
Heterosexual or straight	3%	(68)	6%	(113)	4%	(82)	4%	(74)	8%	(153)	75%	(1481)	1971
Gay	1%	(1)	1%	(1)	5%	(4)	3%	(2)	13%	(9)	77%	(52)	68
Bisexual	7%	(7)	4%	(4)	7%	(6)	1%	(1)	14%	(13)	66%	(58)	88
Yes	3%	(2)	6%	(4)	8%	(5)	5%	(4)	19%	(13)	59%	(41)	70
No	4%	(76)	6%	(123)	4%	(87)	4%	(82)	8%	(171)	75%	(1601)	2140

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

Table MCFE5_28: *Do you have a favorable or unfavorable opinion of the following?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Felix Kjelberg (PewDiePie)

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	6%	(127)	8%	(170)	4%	(99)	4%	(94)	10%	(216)	68%	(1503)	2210
Gender: Male	8%	(84)	10%	(106)	5%	(54)	5%	(50)	9%	(93)	64%	(681)	1068
Gender: Female	4%	(43)	6%	(64)	4%	(45)	4%	(44)	11%	(123)	72%	(822)	1142
Age: 18-34	13%	(84)	15%	(96)	8%	(52)	7%	(45)	16%	(100)	41%	(265)	642
Age: 35-44	7%	(25)	12%	(45)	7%	(26)	4%	(15)	12%	(45)	57%	(210)	365
Age: 45-64	3%	(18)	3%	(22)	3%	(21)	4%	(25)	7%	(52)	81%	(576)	714
Age: 65+	—	(1)	1%	(7)	—	(0)	2%	(9)	4%	(19)	93%	(453)	489
GenZers: 1997-2012	18%	(46)	19%	(50)	9%	(24)	8%	(21)	14%	(36)	31%	(79)	256
Millennials: 1981-1996	9%	(57)	13%	(84)	7%	(47)	5%	(34)	15%	(96)	51%	(336)	653
GenXers: 1965-1980	4%	(22)	5%	(26)	4%	(24)	5%	(27)	9%	(50)	73%	(407)	555
Baby Boomers: 1946-1964	—	(3)	2%	(10)	1%	(5)	2%	(11)	5%	(30)	91%	(613)	673
PID: Dem (no lean)	8%	(70)	9%	(73)	6%	(54)	5%	(44)	9%	(81)	63%	(538)	860
PID: Ind (no lean)	3%	(23)	7%	(47)	3%	(21)	5%	(34)	12%	(82)	69%	(468)	674
PID: Rep (no lean)	5%	(34)	7%	(49)	4%	(25)	2%	(16)	8%	(54)	73%	(497)	676
PID/Gender: Dem Men	11%	(44)	11%	(45)	8%	(31)	6%	(22)	8%	(33)	56%	(220)	394
PID/Gender: Dem Women	6%	(26)	6%	(28)	5%	(23)	5%	(22)	10%	(48)	68%	(318)	465
PID/Gender: Ind Men	5%	(16)	9%	(30)	3%	(12)	5%	(18)	12%	(41)	66%	(227)	345
PID/Gender: Ind Women	2%	(7)	5%	(17)	3%	(9)	5%	(15)	12%	(40)	73%	(241)	329
PID/Gender: Rep Men	7%	(24)	9%	(31)	3%	(11)	3%	(9)	6%	(19)	71%	(234)	328
PID/Gender: Rep Women	3%	(11)	5%	(19)	4%	(14)	2%	(7)	10%	(35)	76%	(263)	348
Ideo: Liberal (1-3)	7%	(46)	9%	(62)	6%	(41)	6%	(41)	10%	(65)	61%	(402)	656
Ideo: Moderate (4)	5%	(36)	8%	(63)	4%	(28)	3%	(21)	11%	(85)	69%	(517)	751
Ideo: Conservative (5-7)	6%	(38)	5%	(36)	4%	(26)	4%	(24)	8%	(50)	74%	(493)	666
Educ: < College	7%	(94)	7%	(97)	4%	(59)	4%	(55)	11%	(152)	68%	(980)	1437
Educ: Bachelors degree	4%	(22)	10%	(49)	7%	(35)	6%	(28)	9%	(43)	64%	(314)	491
Educ: Post-grad	4%	(11)	8%	(24)	2%	(6)	4%	(11)	8%	(21)	74%	(209)	282
Income: Under 50k	6%	(80)	7%	(91)	3%	(43)	3%	(41)	9%	(119)	71%	(897)	1271
Income: 50k-100k	5%	(30)	7%	(47)	6%	(42)	6%	(39)	11%	(74)	65%	(425)	656
Income: 100k+	6%	(18)	11%	(31)	5%	(14)	5%	(14)	8%	(23)	64%	(181)	283
Ethnicity: White	4%	(77)	7%	(127)	4%	(61)	4%	(69)	9%	(151)	72%	(1226)	1711

Continued on next page

Table MCFE5_28: *Do you have a favorable or unfavorable opinion of the following?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*

Felix Kjelberg (PewDiePie)

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	6%	(127)	8%	(170)	4%	(99)	4%	(94)	10%	(216)	68%	(1503)	2210
Ethnicity: Hispanic	10%	(36)	12%	(45)	6%	(22)	4%	(16)	15%	(55)	54%	(200)	374
Ethnicity: Black	11%	(31)	8%	(21)	9%	(24)	5%	(15)	13%	(36)	55%	(155)	282
Ethnicity: Other	9%	(20)	10%	(22)	7%	(15)	5%	(10)	14%	(29)	56%	(122)	217
All Christian	5%	(49)	7%	(73)	4%	(40)	3%	(33)	9%	(92)	72%	(741)	1029
All Non-Christian	5%	(6)	11%	(15)	7%	(9)	7%	(9)	9%	(12)	61%	(78)	129
Atheist	10%	(10)	6%	(6)	7%	(7)	14%	(14)	7%	(7)	55%	(55)	99
Agnostic/Nothing in particular	6%	(35)	8%	(45)	5%	(27)	4%	(25)	12%	(72)	65%	(383)	587
Something Else	7%	(27)	8%	(30)	4%	(16)	4%	(14)	9%	(33)	67%	(245)	365
Religious Non-Protestant/Catholic	4%	(6)	13%	(20)	9%	(14)	6%	(9)	8%	(12)	60%	(92)	154
Evangelical	7%	(37)	10%	(58)	3%	(18)	2%	(13)	9%	(50)	68%	(382)	558
Non-Evangelical	4%	(35)	5%	(38)	4%	(34)	4%	(32)	9%	(74)	73%	(579)	792
Community: Urban	7%	(47)	11%	(71)	6%	(37)	5%	(30)	11%	(69)	60%	(383)	638
Community: Suburban	5%	(50)	7%	(74)	4%	(44)	5%	(46)	10%	(103)	69%	(697)	1014
Community: Rural	5%	(30)	4%	(25)	3%	(18)	3%	(18)	8%	(44)	76%	(422)	558
Employ: Private Sector	9%	(61)	13%	(85)	7%	(43)	5%	(34)	11%	(71)	55%	(361)	654
Employ: Government	6%	(9)	15%	(20)	6%	(9)	3%	(5)	11%	(16)	58%	(78)	136
Employ: Self-Employed	8%	(13)	9%	(16)	3%	(5)	5%	(9)	10%	(17)	64%	(107)	166
Employ: Homemaker	5%	(9)	4%	(7)	5%	(9)	3%	(5)	13%	(24)	72%	(136)	190
Employ: Student	14%	(9)	15%	(9)	17%	(11)	9%	(6)	14%	(9)	30%	(19)	62
Employ: Retired	—	(3)	1%	(6)	1%	(4)	3%	(16)	4%	(23)	91%	(511)	563
Employ: Unemployed	6%	(18)	7%	(22)	5%	(15)	6%	(18)	13%	(39)	63%	(189)	301
Employ: Other	5%	(7)	3%	(4)	3%	(4)	2%	(3)	13%	(17)	75%	(102)	137
Military HH: Yes	3%	(9)	5%	(13)	3%	(10)	5%	(14)	11%	(32)	73%	(206)	283
Military HH: No	6%	(118)	8%	(157)	5%	(90)	4%	(81)	10%	(185)	67%	(1296)	1927
RD/WT: Right Direction	10%	(63)	12%	(80)	6%	(38)	5%	(34)	10%	(67)	58%	(384)	666
RD/WT: Wrong Track	4%	(64)	6%	(90)	4%	(62)	4%	(60)	10%	(149)	72%	(1119)	1544
Biden Job Approve	8%	(77)	10%	(93)	5%	(47)	5%	(51)	8%	(82)	64%	(619)	970
Biden Job Disapprove	4%	(44)	6%	(74)	4%	(49)	4%	(40)	10%	(118)	72%	(819)	1144

Table MCFE5_28: *Do you have a favorable or unfavorable opinion of the following?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Felix Kjelberg (PewDiePie)

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	6%	(127)	8%	(170)	4%	(99)	4%	(94)	10%	(216)	68%	(1503)	2210
Biden Job Strongly Approve	11%	(48)	10%	(43)	3%	(12)	5%	(22)	9%	(37)	63%	(271)	433
Biden Job Somewhat Approve	6%	(30)	9%	(50)	7%	(35)	5%	(29)	8%	(45)	65%	(348)	537
Biden Job Somewhat Disapprove	5%	(16)	10%	(35)	6%	(20)	3%	(10)	12%	(41)	64%	(216)	339
Biden Job Strongly Disapprove	4%	(28)	5%	(39)	4%	(29)	4%	(30)	9%	(76)	75%	(603)	805
Favorable of Biden	8%	(81)	9%	(85)	4%	(42)	5%	(44)	9%	(86)	65%	(632)	969
Unfavorable of Biden	4%	(41)	7%	(76)	5%	(55)	4%	(46)	10%	(110)	71%	(805)	1134
Very Favorable of Biden	10%	(48)	9%	(42)	4%	(18)	5%	(25)	8%	(40)	64%	(308)	482
Somewhat Favorable of Biden	7%	(33)	9%	(43)	5%	(23)	4%	(19)	9%	(46)	66%	(323)	487
Somewhat Unfavorable of Biden	4%	(11)	13%	(39)	7%	(20)	3%	(8)	12%	(36)	62%	(184)	299
Very Unfavorable of Biden	4%	(30)	4%	(37)	4%	(35)	5%	(38)	9%	(74)	74%	(621)	835
#1 Issue: Economy	5%	(49)	9%	(81)	5%	(45)	4%	(33)	11%	(101)	66%	(604)	913
#1 Issue: Security	2%	(6)	5%	(12)	4%	(11)	2%	(6)	7%	(18)	79%	(190)	243
#1 Issue: Health Care	7%	(12)	11%	(19)	5%	(8)	5%	(8)	11%	(19)	62%	(105)	170
#1 Issue: Medicare / Social Security	2%	(4)	3%	(8)	2%	(5)	3%	(9)	7%	(18)	83%	(221)	266
#1 Issue: Women's Issues	10%	(30)	9%	(28)	7%	(21)	8%	(25)	10%	(31)	57%	(176)	311
#1 Issue: Education	16%	(10)	13%	(8)	10%	(6)	11%	(6)	17%	(10)	33%	(20)	59
#1 Issue: Energy	10%	(13)	10%	(13)	2%	(3)	5%	(6)	9%	(12)	65%	(87)	134
#1 Issue: Other	4%	(5)	2%	(2)	—	(0)	1%	(1)	7%	(8)	87%	(100)	115
2020 Vote: Joe Biden	7%	(66)	8%	(79)	6%	(55)	6%	(54)	9%	(88)	64%	(603)	945
2020 Vote: Donald Trump	5%	(34)	7%	(51)	3%	(21)	3%	(19)	9%	(67)	74%	(547)	740
2020 Vote: Other	6%	(4)	8%	(5)	5%	(4)	6%	(4)	23%	(16)	51%	(34)	67
2020 Vote: Didn't Vote	5%	(23)	8%	(35)	4%	(20)	4%	(17)	10%	(45)	69%	(318)	459
2018 House Vote: Democrat	7%	(52)	8%	(59)	5%	(36)	6%	(43)	9%	(65)	66%	(499)	755
2018 House Vote: Republican	4%	(25)	5%	(31)	3%	(18)	3%	(19)	7%	(42)	77%	(454)	589
2018 House Vote: Someone else	5%	(3)	8%	(4)	1%	(0)	4%	(2)	25%	(12)	57%	(28)	50
2016 Vote: Hillary Clinton	6%	(44)	8%	(53)	4%	(31)	6%	(42)	9%	(61)	67%	(464)	695
2016 Vote: Donald Trump	4%	(28)	6%	(38)	3%	(19)	2%	(16)	8%	(50)	77%	(505)	656
2016 Vote: Other	5%	(4)	7%	(6)	1%	(0)	7%	(6)	18%	(16)	62%	(53)	86
2016 Vote: Didn't Vote	7%	(51)	9%	(71)	6%	(48)	4%	(30)	12%	(89)	62%	(475)	765

Table MCFE5_28: *Do you have a favorable or unfavorable opinion of the following?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Felix Kjelberg (PewDiePie)

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	6%	(127)	8%	(170)	4%	(99)	4%	(94)	10%	(216)	68%	(1503)	2210
Voted in 2014: Yes	5%	(64)	7%	(80)	4%	(45)	4%	(51)	8%	(99)	72%	(887)	1227
Voted in 2014: No	6%	(63)	9%	(90)	6%	(54)	4%	(43)	12%	(118)	63%	(616)	983
4-Region: Northeast	6%	(23)	8%	(32)	3%	(13)	6%	(22)	9%	(36)	67%	(257)	383
4-Region: Midwest	5%	(25)	8%	(37)	4%	(16)	4%	(16)	8%	(36)	71%	(326)	456
4-Region: South	6%	(52)	6%	(54)	5%	(40)	4%	(34)	11%	(91)	68%	(573)	844
4-Region: West	5%	(27)	9%	(46)	6%	(31)	4%	(22)	10%	(54)	66%	(347)	527
TikTok Users	12%	(93)	11%	(89)	7%	(55)	5%	(36)	12%	(97)	53%	(422)	793
Twitch Users	22%	(46)	27%	(57)	12%	(27)	8%	(16)	9%	(20)	23%	(49)	216
2022 Sports Viewers/Attendees	7%	(97)	9%	(131)	5%	(72)	4%	(60)	10%	(142)	66%	(973)	1475
Monthly Moviegoers	14%	(45)	18%	(58)	8%	(25)	3%	(11)	11%	(34)	46%	(147)	320
Few Times per Year + Moviegoers	9%	(84)	12%	(111)	7%	(62)	5%	(48)	10%	(95)	57%	(521)	920
Heard Smile Campaign	13%	(70)	17%	(93)	8%	(46)	6%	(33)	14%	(76)	42%	(234)	551
Heard Minion Campaign	15%	(82)	18%	(96)	8%	(45)	6%	(33)	15%	(79)	38%	(206)	540
Listens to Podcasts	9%	(98)	12%	(131)	7%	(77)	5%	(58)	11%	(128)	57%	(640)	1132
Streaming Services User	7%	(121)	9%	(156)	5%	(94)	4%	(78)	10%	(186)	64%	(1137)	1773
Netflix User	8%	(113)	10%	(148)	6%	(86)	4%	(62)	11%	(155)	62%	(911)	1474
Disney+ User	9%	(85)	13%	(124)	7%	(73)	5%	(49)	11%	(106)	56%	(548)	984
Heterosexual or straight	5%	(108)	7%	(146)	5%	(89)	4%	(69)	9%	(181)	70%	(1377)	1971
Gay	4%	(2)	5%	(4)	1%	(1)	7%	(5)	10%	(7)	73%	(49)	68
Bisexual	10%	(9)	14%	(13)	7%	(6)	8%	(7)	18%	(16)	43%	(38)	88
Yes	12%	(8)	10%	(7)	5%	(4)	11%	(8)	14%	(10)	48%	(34)	70
No	6%	(119)	8%	(163)	4%	(96)	4%	(86)	10%	(207)	69%	(1469)	2140

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

Table MCFE5_29: *Do you have a favorable or unfavorable opinion of the following?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Dream

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	4%	(96)	7%	(148)	3%	(71)	4%	(86)	10%	(226)	72%	(1582)	2210
Gender: Male	5%	(59)	8%	(85)	4%	(45)	6%	(60)	9%	(99)	67%	(720)	1068
Gender: Female	3%	(37)	6%	(63)	2%	(27)	2%	(26)	11%	(128)	75%	(862)	1142
Age: 18-34	9%	(55)	12%	(78)	6%	(38)	10%	(65)	16%	(103)	47%	(303)	642
Age: 35-44	7%	(26)	11%	(40)	5%	(17)	2%	(6)	8%	(30)	67%	(247)	365
Age: 45-64	2%	(16)	4%	(25)	2%	(17)	1%	(9)	10%	(73)	80%	(574)	714
Age: 65+	—	(0)	1%	(4)	—	(0)	1%	(6)	4%	(21)	94%	(458)	489
GenZers: 1997-2012	9%	(22)	13%	(34)	5%	(12)	17%	(45)	22%	(57)	34%	(87)	256
Millennials: 1981-1996	8%	(53)	12%	(76)	6%	(40)	4%	(27)	10%	(63)	60%	(394)	653
GenXers: 1965-1980	3%	(16)	6%	(33)	2%	(11)	1%	(7)	12%	(68)	76%	(420)	555
Baby Boomers: 1946-1964	1%	(5)	1%	(5)	1%	(8)	1%	(8)	5%	(36)	91%	(612)	673
PID: Dem (no lean)	6%	(54)	10%	(87)	4%	(36)	4%	(37)	10%	(87)	65%	(558)	860
PID: Ind (no lean)	2%	(15)	4%	(24)	2%	(16)	4%	(24)	11%	(76)	77%	(519)	674
PID: Rep (no lean)	4%	(26)	5%	(37)	3%	(20)	4%	(25)	9%	(63)	75%	(504)	676
PID/Gender: Dem Men	9%	(34)	12%	(48)	7%	(28)	6%	(25)	11%	(44)	55%	(216)	394
PID/Gender: Dem Women	4%	(20)	8%	(39)	2%	(8)	3%	(12)	9%	(44)	74%	(342)	465
PID/Gender: Ind Men	3%	(9)	5%	(16)	2%	(7)	6%	(19)	9%	(29)	77%	(265)	345
PID/Gender: Ind Women	2%	(6)	2%	(8)	3%	(8)	2%	(5)	14%	(47)	77%	(255)	329
PID/Gender: Rep Men	5%	(16)	6%	(21)	3%	(10)	5%	(16)	8%	(26)	73%	(239)	328
PID/Gender: Rep Women	3%	(11)	5%	(16)	3%	(10)	2%	(8)	11%	(37)	76%	(265)	348
Ideo: Liberal (1-3)	6%	(37)	10%	(63)	4%	(26)	5%	(30)	9%	(59)	67%	(442)	656
Ideo: Moderate (4)	4%	(27)	6%	(46)	4%	(28)	4%	(31)	13%	(101)	69%	(517)	751
Ideo: Conservative (5-7)	5%	(30)	5%	(31)	2%	(17)	3%	(20)	8%	(51)	78%	(518)	666
Educ: < College	5%	(70)	6%	(92)	3%	(49)	4%	(62)	11%	(159)	70%	(1006)	1437
Educ: Bachelors degree	3%	(15)	8%	(42)	4%	(18)	3%	(15)	10%	(48)	72%	(353)	491
Educ: Post-grad	4%	(11)	5%	(15)	2%	(4)	3%	(10)	7%	(19)	79%	(223)	282
Income: Under 50k	5%	(59)	6%	(76)	3%	(41)	3%	(42)	11%	(146)	71%	(908)	1271
Income: 50k-100k	4%	(23)	7%	(47)	3%	(21)	5%	(34)	8%	(53)	73%	(478)	656
Income: 100k+	5%	(14)	9%	(25)	3%	(9)	4%	(10)	10%	(28)	70%	(197)	283
Ethnicity: White	3%	(51)	6%	(101)	2%	(38)	3%	(51)	10%	(167)	76%	(1302)	1711

Continued on next page

Table MCFE5_29: *Do you have a favorable or unfavorable opinion of the following?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*

Dream

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	4%	(96)	7%	(148)	3%	(71)	4%	(86)	10%	(226)	72%	(1582)	2210
Ethnicity: Hispanic	3%	(11)	12%	(43)	3%	(12)	9%	(32)	15%	(58)	58%	(218)	374
Ethnicity: Black	12%	(35)	10%	(29)	8%	(23)	5%	(13)	12%	(33)	53%	(149)	282
Ethnicity: Other	5%	(10)	8%	(18)	5%	(10)	10%	(22)	12%	(26)	60%	(130)	217
All Christian	4%	(44)	7%	(75)	2%	(24)	2%	(24)	9%	(93)	75%	(769)	1029
All Non-Christian	3%	(5)	6%	(8)	7%	(9)	5%	(7)	10%	(13)	68%	(88)	129
Atheist	1%	(1)	7%	(7)	3%	(3)	11%	(10)	6%	(6)	72%	(72)	99
Agnostic/Nothing in particular	3%	(19)	5%	(29)	3%	(17)	6%	(35)	13%	(75)	70%	(413)	587
Something Else	8%	(28)	8%	(29)	5%	(19)	3%	(10)	10%	(38)	66%	(241)	365
Religious Non-Protestant/Catholic	3%	(5)	6%	(10)	7%	(11)	4%	(7)	12%	(18)	67%	(103)	154
Evangelical	8%	(43)	9%	(51)	4%	(24)	3%	(14)	8%	(43)	69%	(383)	558
Non-Evangelical	3%	(26)	6%	(48)	2%	(18)	2%	(19)	10%	(81)	76%	(600)	792
Community: Urban	7%	(43)	11%	(69)	5%	(29)	3%	(19)	12%	(75)	63%	(404)	638
Community: Suburban	3%	(34)	6%	(58)	3%	(28)	5%	(46)	10%	(102)	74%	(746)	1014
Community: Rural	3%	(19)	4%	(21)	2%	(14)	4%	(22)	9%	(50)	77%	(432)	558
Employ: Private Sector	7%	(48)	11%	(71)	4%	(28)	4%	(27)	9%	(62)	64%	(420)	654
Employ: Government	3%	(4)	14%	(19)	4%	(5)	5%	(7)	11%	(15)	63%	(86)	136
Employ: Self-Employed	5%	(7)	4%	(7)	7%	(11)	7%	(12)	14%	(24)	63%	(105)	166
Employ: Homemaker	4%	(7)	7%	(13)	2%	(4)	1%	(2)	14%	(28)	72%	(137)	190
Employ: Student	6%	(4)	8%	(5)	7%	(4)	20%	(12)	19%	(12)	40%	(25)	62
Employ: Retired	—	(2)	1%	(5)	1%	(5)	1%	(7)	4%	(24)	92%	(520)	563
Employ: Unemployed	6%	(17)	6%	(17)	3%	(8)	5%	(16)	15%	(46)	66%	(198)	301
Employ: Other	6%	(8)	8%	(11)	5%	(6)	3%	(4)	12%	(17)	66%	(91)	137
Military HH: Yes	1%	(4)	3%	(8)	2%	(6)	4%	(12)	7%	(21)	82%	(232)	283
Military HH: No	5%	(92)	7%	(139)	3%	(65)	4%	(74)	11%	(206)	70%	(1350)	1927
RD/WT: Right Direction	8%	(55)	11%	(71)	5%	(35)	5%	(32)	11%	(75)	60%	(398)	666
RD/WT: Wrong Track	3%	(41)	5%	(77)	2%	(36)	4%	(55)	10%	(152)	77%	(1184)	1544
Biden Job Approve	6%	(63)	9%	(86)	4%	(41)	4%	(42)	10%	(96)	66%	(643)	970
Biden Job Disapprove	3%	(33)	5%	(55)	3%	(30)	3%	(39)	10%	(116)	76%	(871)	1144

Table MCFE5_29: *Do you have a favorable or unfavorable opinion of the following?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Dream

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	4%	(96)	7%	(148)	3%	(71)	4%	(86)	10%	(226)	72%	(1582)	2210
Biden Job Strongly Approve	9%	(40)	8%	(36)	5%	(21)	5%	(20)	9%	(39)	64%	(278)	433
Biden Job Somewhat Approve	4%	(23)	9%	(50)	4%	(20)	4%	(22)	11%	(57)	68%	(366)	537
Biden Job Somewhat Disapprove	3%	(9)	7%	(24)	4%	(13)	5%	(17)	14%	(47)	68%	(230)	339
Biden Job Strongly Disapprove	3%	(25)	4%	(31)	2%	(17)	3%	(22)	9%	(69)	80%	(641)	805
Favorable of Biden	6%	(61)	9%	(85)	3%	(33)	4%	(37)	9%	(92)	68%	(660)	969
Unfavorable of Biden	3%	(32)	5%	(59)	3%	(36)	4%	(41)	10%	(109)	76%	(858)	1134
Very Favorable of Biden	9%	(42)	9%	(44)	4%	(21)	4%	(18)	7%	(34)	67%	(323)	482
Somewhat Favorable of Biden	4%	(19)	9%	(42)	3%	(12)	4%	(19)	12%	(58)	69%	(337)	487
Somewhat Unfavorable of Biden	2%	(7)	8%	(25)	4%	(11)	5%	(14)	11%	(32)	70%	(209)	299
Very Unfavorable of Biden	3%	(25)	4%	(33)	3%	(25)	3%	(27)	9%	(76)	78%	(649)	835
#1 Issue: Economy	4%	(35)	8%	(71)	3%	(27)	4%	(38)	10%	(88)	71%	(653)	913
#1 Issue: Security	4%	(9)	2%	(5)	3%	(8)	4%	(9)	11%	(27)	76%	(185)	243
#1 Issue: Health Care	6%	(9)	9%	(15)	4%	(7)	2%	(4)	13%	(22)	67%	(114)	170
#1 Issue: Medicare / Social Security	1%	(4)	5%	(12)	1%	(4)	2%	(7)	6%	(17)	84%	(223)	266
#1 Issue: Women's Issues	8%	(24)	7%	(23)	4%	(13)	5%	(15)	14%	(43)	62%	(193)	311
#1 Issue: Education	8%	(5)	12%	(7)	13%	(8)	15%	(9)	9%	(5)	42%	(25)	59
#1 Issue: Energy	5%	(7)	10%	(14)	4%	(5)	4%	(5)	10%	(13)	68%	(91)	134
#1 Issue: Other	3%	(4)	1%	(1)	—	(0)	—	(0)	10%	(12)	85%	(98)	115
2020 Vote: Joe Biden	5%	(45)	9%	(83)	4%	(39)	5%	(45)	10%	(97)	67%	(635)	945
2020 Vote: Donald Trump	3%	(24)	6%	(42)	3%	(22)	2%	(14)	8%	(59)	78%	(578)	740
2020 Vote: Other	—	(0)	2%	(2)	4%	(3)	4%	(3)	17%	(11)	72%	(49)	67
2020 Vote: Didn't Vote	6%	(26)	5%	(21)	2%	(8)	5%	(24)	13%	(59)	70%	(320)	459
2018 House Vote: Democrat	5%	(40)	9%	(68)	4%	(32)	4%	(29)	10%	(73)	68%	(512)	755
2018 House Vote: Republican	3%	(17)	5%	(31)	2%	(12)	1%	(8)	8%	(45)	81%	(475)	589
2018 House Vote: Someone else	2%	(1)	6%	(3)	—	(0)	2%	(1)	7%	(3)	84%	(42)	50
2016 Vote: Hillary Clinton	5%	(31)	9%	(61)	4%	(27)	4%	(27)	10%	(67)	69%	(481)	695
2016 Vote: Donald Trump	4%	(24)	5%	(35)	2%	(13)	2%	(12)	8%	(51)	79%	(521)	656
2016 Vote: Other	1%	(1)	3%	(3)	—	(0)	4%	(3)	10%	(9)	82%	(70)	86
2016 Vote: Didn't Vote	5%	(39)	6%	(48)	4%	(31)	6%	(43)	13%	(97)	66%	(507)	765

Table MCFE5_29: *Do you have a favorable or unfavorable opinion of the following?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Dream

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	4%	(96)	7%	(148)	3%	(71)	4%	(86)	10%	(226)	72%	(1582)	2210
Voted in 2014: Yes	4%	(50)	7%	(86)	3%	(36)	3%	(34)	8%	(100)	75%	(920)	1227
Voted in 2014: No	5%	(46)	6%	(62)	4%	(35)	5%	(52)	13%	(126)	67%	(662)	983
4-Region: Northeast	5%	(18)	6%	(24)	4%	(13)	5%	(19)	9%	(36)	71%	(273)	383
4-Region: Midwest	5%	(21)	5%	(23)	2%	(11)	3%	(15)	10%	(45)	75%	(341)	456
4-Region: South	5%	(42)	6%	(53)	4%	(34)	4%	(30)	11%	(97)	70%	(588)	844
4-Region: West	3%	(15)	9%	(48)	2%	(12)	4%	(22)	9%	(49)	72%	(380)	527
TikTok Users	7%	(53)	11%	(84)	4%	(33)	6%	(46)	14%	(111)	59%	(466)	793
Twitch Users	11%	(25)	18%	(38)	8%	(18)	14%	(30)	15%	(33)	33%	(71)	216
2022 Sports Viewers/Attendees	5%	(74)	8%	(112)	3%	(51)	4%	(63)	10%	(153)	69%	(1020)	1475
Monthly Moviegoers	12%	(38)	19%	(60)	5%	(17)	4%	(13)	13%	(43)	47%	(150)	320
Few Times per Year + Moviegoers	7%	(63)	11%	(103)	5%	(50)	5%	(45)	13%	(117)	59%	(542)	920
Heard Smile Campaign	11%	(63)	16%	(86)	8%	(43)	6%	(33)	17%	(93)	42%	(234)	551
Heard Minion Campaign	11%	(60)	16%	(85)	8%	(42)	7%	(40)	17%	(90)	41%	(222)	540
Listens to Podcasts	7%	(78)	10%	(115)	5%	(53)	5%	(54)	12%	(139)	61%	(694)	1132
Streaming Services User	5%	(93)	8%	(138)	4%	(65)	4%	(79)	11%	(196)	68%	(1202)	1773
Netflix User	6%	(84)	8%	(120)	4%	(61)	5%	(73)	12%	(170)	65%	(965)	1474
Disney+ User	7%	(72)	11%	(104)	4%	(43)	5%	(49)	12%	(120)	61%	(596)	984
Heterosexual or straight	4%	(85)	7%	(129)	3%	(63)	4%	(76)	10%	(196)	72%	(1421)	1971
Gay	2%	(1)	4%	(2)	4%	(3)	3%	(2)	9%	(6)	78%	(53)	68
Bisexual	3%	(3)	13%	(12)	4%	(3)	7%	(7)	16%	(14)	56%	(50)	88
Yes	5%	(4)	5%	(3)	4%	(3)	13%	(9)	20%	(14)	53%	(37)	70
No	4%	(92)	7%	(144)	3%	(69)	4%	(77)	10%	(213)	72%	(1545)	2140

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

Table MCFE5_30: *Do you have a favorable or unfavorable opinion of the following?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Olivia Dunne

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	3%	(75)	6%	(137)	3%	(63)	3%	(70)	10%	(211)	75%	(1654)	2210
Gender: Male	4%	(48)	7%	(78)	4%	(38)	4%	(40)	9%	(101)	71%	(763)	1068
Gender: Female	2%	(27)	5%	(58)	2%	(25)	3%	(30)	10%	(111)	78%	(891)	1142
Age: 18-34	6%	(40)	9%	(60)	6%	(37)	5%	(35)	12%	(78)	61%	(392)	642
Age: 35-44	5%	(20)	10%	(36)	4%	(16)	4%	(15)	9%	(32)	68%	(248)	365
Age: 45-64	2%	(14)	5%	(35)	1%	(10)	2%	(11)	11%	(82)	79%	(562)	714
Age: 65+	—	(1)	1%	(6)	—	(0)	2%	(9)	4%	(20)	93%	(452)	489
GenZers: 1997-2012	7%	(19)	6%	(16)	7%	(17)	7%	(18)	16%	(40)	57%	(146)	256
Millennials: 1981-1996	6%	(36)	11%	(70)	5%	(34)	5%	(31)	9%	(59)	65%	(423)	653
GenXers: 1965-1980	3%	(15)	7%	(37)	1%	(8)	1%	(7)	13%	(72)	75%	(415)	555
Baby Boomers: 1946-1964	1%	(4)	2%	(15)	1%	(4)	2%	(13)	5%	(36)	89%	(602)	673
PID: Dem (no lean)	5%	(45)	10%	(85)	3%	(26)	3%	(28)	9%	(77)	70%	(598)	860
PID: Ind (no lean)	1%	(7)	2%	(16)	3%	(17)	3%	(18)	11%	(72)	81%	(544)	674
PID: Rep (no lean)	3%	(22)	5%	(36)	3%	(20)	3%	(24)	9%	(62)	76%	(512)	676
PID/Gender: Dem Men	7%	(29)	13%	(50)	4%	(14)	5%	(19)	10%	(39)	62%	(243)	394
PID/Gender: Dem Women	3%	(16)	8%	(35)	2%	(11)	2%	(9)	8%	(39)	76%	(355)	465
PID/Gender: Ind Men	1%	(5)	2%	(6)	3%	(11)	3%	(11)	9%	(32)	81%	(281)	345
PID/Gender: Ind Women	1%	(2)	3%	(9)	2%	(6)	2%	(8)	12%	(40)	80%	(263)	329
PID/Gender: Rep Men	4%	(14)	7%	(22)	4%	(13)	3%	(11)	9%	(30)	73%	(239)	328
PID/Gender: Rep Women	2%	(8)	4%	(14)	2%	(8)	4%	(13)	9%	(32)	78%	(273)	348
Ideo: Liberal (1-3)	4%	(23)	9%	(58)	3%	(23)	4%	(29)	7%	(44)	73%	(479)	656
Ideo: Moderate (4)	3%	(23)	6%	(45)	3%	(26)	2%	(16)	13%	(97)	73%	(545)	751
Ideo: Conservative (5-7)	4%	(28)	4%	(28)	2%	(14)	3%	(21)	8%	(53)	78%	(522)	666
Educ: < College	4%	(52)	6%	(84)	3%	(41)	3%	(44)	10%	(146)	74%	(1070)	1437
Educ: Bachelors degree	4%	(19)	6%	(31)	3%	(14)	4%	(19)	9%	(45)	74%	(363)	491
Educ: Post-grad	1%	(4)	8%	(22)	3%	(8)	3%	(7)	7%	(20)	78%	(221)	282
Income: Under 50k	3%	(44)	5%	(64)	3%	(35)	2%	(25)	10%	(128)	77%	(975)	1271
Income: 50k-100k	3%	(18)	8%	(50)	3%	(18)	6%	(39)	9%	(57)	72%	(473)	656
Income: 100k+	4%	(12)	8%	(22)	4%	(10)	2%	(6)	9%	(26)	73%	(207)	283
Ethnicity: White	2%	(41)	5%	(90)	2%	(37)	3%	(47)	9%	(156)	78%	(1340)	1711

Table MCFE5_30: *Do you have a favorable or unfavorable opinion of the following?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Olivia Dunne

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	3%	(75)	6%	(137)	3%	(63)	3%	(70)	10%	(211)	75%	(1654)	2210
Ethnicity: Hispanic	3%	(12)	11%	(40)	3%	(11)	5%	(18)	14%	(51)	65%	(241)	374
Ethnicity: Black	10%	(28)	10%	(29)	5%	(14)	5%	(14)	13%	(36)	57%	(162)	282
Ethnicity: Other	3%	(6)	8%	(18)	5%	(12)	4%	(10)	9%	(19)	70%	(153)	217
All Christian	4%	(37)	7%	(69)	2%	(17)	3%	(36)	9%	(91)	76%	(780)	1029
All Non-Christian	4%	(5)	9%	(11)	8%	(10)	3%	(4)	11%	(14)	66%	(85)	129
Atheist	1%	(1)	6%	(6)	4%	(4)	7%	(7)	3%	(3)	79%	(79)	99
Agnostic/Nothing in particular	3%	(19)	5%	(27)	4%	(21)	2%	(12)	13%	(77)	73%	(432)	587
Something Else	4%	(13)	7%	(24)	3%	(12)	3%	(10)	7%	(27)	76%	(279)	365
Religious Non-Protestant/Catholic	5%	(7)	8%	(13)	6%	(10)	5%	(7)	10%	(16)	66%	(101)	154
Evangelical	6%	(31)	9%	(49)	3%	(16)	3%	(16)	7%	(41)	73%	(405)	558
Non-Evangelical	2%	(16)	5%	(39)	2%	(13)	3%	(26)	9%	(69)	79%	(629)	792
Community: Urban	5%	(32)	10%	(66)	4%	(26)	3%	(19)	10%	(63)	68%	(432)	638
Community: Suburban	3%	(29)	4%	(45)	2%	(22)	3%	(35)	10%	(105)	77%	(779)	1014
Community: Rural	3%	(14)	5%	(26)	3%	(16)	3%	(16)	8%	(42)	80%	(444)	558
Employ: Private Sector	6%	(40)	10%	(65)	4%	(27)	4%	(29)	11%	(73)	64%	(420)	654
Employ: Government	3%	(4)	17%	(23)	4%	(6)	5%	(7)	8%	(11)	63%	(86)	136
Employ: Self-Employed	4%	(6)	8%	(13)	6%	(9)	4%	(7)	11%	(18)	68%	(113)	166
Employ: Homemaker	3%	(5)	3%	(6)	1%	(2)	2%	(4)	15%	(28)	76%	(145)	190
Employ: Student	4%	(2)	8%	(5)	8%	(5)	3%	(2)	13%	(8)	65%	(40)	62
Employ: Retired	1%	(3)	1%	(8)	1%	(5)	2%	(12)	5%	(27)	90%	(507)	563
Employ: Unemployed	3%	(9)	3%	(10)	2%	(7)	2%	(7)	12%	(36)	77%	(231)	301
Employ: Other	3%	(4)	5%	(7)	1%	(2)	2%	(3)	7%	(9)	82%	(112)	137
Military HH: Yes	1%	(4)	3%	(9)	3%	(7)	4%	(11)	9%	(26)	80%	(226)	283
Military HH: No	4%	(71)	7%	(128)	3%	(56)	3%	(59)	10%	(185)	74%	(1428)	1927
RD/WT: Right Direction	7%	(44)	11%	(72)	5%	(33)	5%	(30)	8%	(57)	65%	(431)	666
RD/WT: Wrong Track	2%	(31)	4%	(65)	2%	(30)	3%	(40)	10%	(155)	79%	(1223)	1544
Biden Job Approve	5%	(46)	8%	(82)	4%	(35)	4%	(36)	8%	(75)	72%	(697)	970
Biden Job Disapprove	3%	(29)	4%	(49)	2%	(27)	3%	(31)	11%	(126)	77%	(883)	1144

Table MCFE5_30: *Do you have a favorable or unfavorable opinion of the following?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Olivia Dunne

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	3%	(75)	6%	(137)	3%	(63)	3%	(70)	10%	(211)	75%	(1654)	2210
Biden Job Strongly Approve	8%	(37)	9%	(37)	3%	(14)	5%	(21)	9%	(38)	66%	(285)	433
Biden Job Somewhat Approve	2%	(9)	8%	(45)	4%	(21)	3%	(15)	7%	(37)	77%	(411)	537
Biden Job Somewhat Disapprove	3%	(10)	6%	(19)	3%	(10)	3%	(9)	15%	(50)	71%	(240)	339
Biden Job Strongly Disapprove	2%	(19)	4%	(29)	2%	(16)	3%	(22)	9%	(76)	80%	(642)	805
Favorable of Biden	5%	(47)	8%	(82)	3%	(30)	3%	(31)	8%	(76)	73%	(704)	969
Unfavorable of Biden	2%	(28)	4%	(50)	2%	(28)	3%	(30)	10%	(118)	78%	(879)	1134
Very Favorable of Biden	7%	(34)	8%	(40)	3%	(17)	4%	(21)	9%	(42)	68%	(329)	482
Somewhat Favorable of Biden	3%	(13)	9%	(42)	3%	(13)	2%	(10)	7%	(34)	77%	(375)	487
Somewhat Unfavorable of Biden	2%	(7)	6%	(18)	2%	(7)	2%	(5)	12%	(37)	75%	(224)	299
Very Unfavorable of Biden	3%	(21)	4%	(32)	3%	(21)	3%	(25)	10%	(81)	78%	(655)	835
#1 Issue: Economy	4%	(33)	6%	(56)	3%	(28)	3%	(25)	11%	(98)	74%	(673)	913
#1 Issue: Security	3%	(7)	6%	(15)	3%	(7)	5%	(11)	6%	(14)	78%	(189)	243
#1 Issue: Health Care	2%	(3)	10%	(16)	3%	(5)	3%	(5)	10%	(17)	73%	(124)	170
#1 Issue: Medicare / Social Security	2%	(4)	6%	(16)	1%	(3)	3%	(7)	4%	(11)	85%	(225)	266
#1 Issue: Women's Issues	5%	(15)	6%	(18)	4%	(11)	3%	(11)	13%	(41)	69%	(216)	311
#1 Issue: Education	5%	(3)	11%	(7)	8%	(5)	9%	(5)	10%	(6)	58%	(34)	59
#1 Issue: Energy	5%	(7)	6%	(8)	4%	(5)	4%	(5)	12%	(16)	69%	(93)	134
#1 Issue: Other	3%	(3)	1%	(1)	—	(0)	1%	(1)	8%	(9)	88%	(101)	115
2020 Vote: Joe Biden	4%	(38)	8%	(79)	3%	(30)	4%	(36)	9%	(86)	71%	(674)	945
2020 Vote: Donald Trump	3%	(21)	6%	(41)	3%	(21)	3%	(24)	9%	(66)	77%	(567)	740
2020 Vote: Other	3%	(2)	3%	(2)	5%	(4)	1%	(1)	13%	(9)	74%	(50)	67
2020 Vote: Didn't Vote	3%	(14)	3%	(15)	2%	(8)	2%	(9)	11%	(50)	79%	(363)	459
2018 House Vote: Democrat	4%	(32)	9%	(71)	4%	(29)	4%	(30)	9%	(67)	70%	(527)	755
2018 House Vote: Republican	3%	(17)	5%	(32)	2%	(14)	3%	(17)	8%	(48)	78%	(460)	589
2018 House Vote: Someone else	2%	(1)	5%	(2)	4%	(2)	4%	(2)	13%	(6)	73%	(36)	50
2016 Vote: Hillary Clinton	4%	(27)	9%	(62)	4%	(28)	4%	(29)	8%	(58)	71%	(491)	695
2016 Vote: Donald Trump	3%	(18)	5%	(35)	1%	(8)	3%	(17)	9%	(59)	79%	(518)	656
2016 Vote: Other	2%	(2)	1%	(1)	3%	(2)	—	(0)	6%	(6)	88%	(75)	86
2016 Vote: Didn't Vote	3%	(26)	5%	(39)	3%	(24)	3%	(23)	11%	(88)	74%	(565)	765

Table MCFE5_30: *Do you have a favorable or unfavorable opinion of the following?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Olivia Dunne

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	3%	(75)	6%	(137)	3%	(63)	3%	(70)	10%	(211)	75%	(1654)	2210
Voted in 2014: Yes	3%	(41)	7%	(88)	3%	(33)	3%	(41)	8%	(103)	75%	(921)	1227
Voted in 2014: No	3%	(33)	5%	(49)	3%	(30)	3%	(29)	11%	(108)	75%	(734)	983
4-Region: Northeast	4%	(14)	7%	(27)	3%	(10)	6%	(21)	10%	(38)	71%	(272)	383
4-Region: Midwest	4%	(17)	3%	(14)	3%	(12)	2%	(9)	10%	(48)	78%	(356)	456
4-Region: South	4%	(30)	6%	(49)	3%	(25)	3%	(26)	10%	(85)	75%	(630)	844
4-Region: West	3%	(14)	9%	(46)	3%	(16)	3%	(14)	8%	(41)	75%	(396)	527
TikTok Users	6%	(46)	10%	(78)	5%	(37)	3%	(28)	12%	(97)	64%	(508)	793
Twitch Users	7%	(16)	15%	(32)	8%	(16)	6%	(13)	12%	(26)	52%	(113)	216
2022 Sports Viewers/Attendees	4%	(61)	7%	(109)	3%	(51)	4%	(56)	9%	(138)	72%	(1060)	1475
Monthly Moviegoers	10%	(31)	15%	(49)	5%	(16)	5%	(16)	15%	(48)	50%	(159)	320
Few Times per Year + Moviegoers	6%	(55)	11%	(97)	4%	(41)	4%	(38)	12%	(111)	63%	(578)	920
Heard Smile Campaign	9%	(51)	15%	(82)	7%	(36)	5%	(29)	14%	(75)	50%	(277)	551
Heard Minion Campaign	10%	(52)	13%	(72)	7%	(37)	4%	(24)	15%	(82)	51%	(274)	540
Listens to Podcasts	5%	(62)	9%	(102)	4%	(50)	5%	(52)	12%	(138)	64%	(727)	1132
Streaming Services User	4%	(71)	7%	(124)	3%	(59)	3%	(60)	10%	(181)	72%	(1279)	1773
Netflix User	5%	(69)	7%	(109)	4%	(55)	4%	(56)	11%	(157)	70%	(1028)	1474
Disney+ User	5%	(53)	8%	(83)	5%	(47)	4%	(44)	12%	(121)	65%	(637)	984
Heterosexual or straight	3%	(68)	6%	(126)	3%	(52)	3%	(67)	9%	(174)	75%	(1483)	1971
Gay	1%	(1)	1%	(1)	6%	(4)	—	(0)	19%	(13)	73%	(49)	68
Bisexual	2%	(2)	6%	(5)	4%	(4)	—	(0)	19%	(17)	69%	(61)	88
Yes	3%	(2)	5%	(4)	5%	(4)	6%	(4)	15%	(10)	66%	(46)	70
No	3%	(72)	6%	(133)	3%	(59)	3%	(66)	9%	(201)	75%	(1608)	2140

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

Table MCFE5_31: *Do you have a favorable or unfavorable opinion of the following?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Ryan Kaji

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	3%	(75)	4%	(96)	3%	(74)	3%	(68)	8%	(167)	78%	(1730)	2210
Gender: Male	3%	(36)	7%	(70)	4%	(47)	4%	(41)	7%	(71)	75%	(802)	1068
Gender: Female	3%	(39)	2%	(26)	2%	(27)	2%	(26)	8%	(96)	81%	(928)	1142
Age: 18-34	7%	(47)	7%	(46)	6%	(38)	5%	(34)	10%	(67)	64%	(411)	642
Age: 35-44	5%	(20)	8%	(30)	6%	(22)	4%	(14)	6%	(21)	71%	(259)	365
Age: 45-64	1%	(9)	2%	(16)	2%	(14)	2%	(13)	8%	(60)	84%	(602)	714
Age: 65+	—	(0)	1%	(4)	—	(0)	1%	(7)	4%	(19)	94%	(459)	489
GenZers: 1997-2012	9%	(22)	5%	(13)	6%	(15)	8%	(21)	12%	(31)	60%	(153)	256
Millennials: 1981-1996	7%	(43)	8%	(51)	6%	(41)	3%	(22)	7%	(47)	69%	(449)	653
GenXers: 1965-1980	2%	(8)	5%	(26)	3%	(14)	3%	(15)	10%	(53)	79%	(439)	555
Baby Boomers: 1946-1964	—	(2)	1%	(6)	—	(3)	1%	(9)	5%	(33)	92%	(620)	673
PID: Dem (no lean)	5%	(47)	7%	(59)	5%	(39)	3%	(24)	7%	(61)	73%	(630)	860
PID: Ind (no lean)	1%	(7)	2%	(13)	2%	(15)	3%	(18)	9%	(59)	83%	(562)	674
PID: Rep (no lean)	3%	(21)	4%	(24)	3%	(20)	4%	(25)	7%	(47)	80%	(538)	676
PID/Gender: Dem Men	6%	(24)	11%	(43)	7%	(26)	4%	(17)	7%	(26)	65%	(258)	394
PID/Gender: Dem Women	5%	(24)	3%	(15)	3%	(13)	1%	(7)	7%	(35)	80%	(372)	465
PID/Gender: Ind Men	1%	(4)	3%	(10)	3%	(10)	3%	(10)	7%	(25)	83%	(286)	345
PID/Gender: Ind Women	1%	(3)	1%	(4)	2%	(5)	3%	(9)	10%	(33)	84%	(276)	329
PID/Gender: Rep Men	3%	(8)	5%	(17)	3%	(11)	4%	(14)	6%	(20)	78%	(257)	328
PID/Gender: Rep Women	4%	(12)	2%	(7)	3%	(9)	3%	(11)	8%	(28)	81%	(281)	348
Ideo: Liberal (1-3)	4%	(29)	5%	(34)	5%	(35)	3%	(21)	5%	(33)	77%	(505)	656
Ideo: Moderate (4)	3%	(26)	5%	(40)	3%	(22)	3%	(25)	10%	(77)	75%	(562)	751
Ideo: Conservative (5-7)	3%	(19)	3%	(20)	2%	(16)	3%	(17)	7%	(44)	83%	(551)	666
Educ: < College	4%	(54)	4%	(61)	3%	(37)	3%	(44)	8%	(121)	78%	(1121)	1437
Educ: Bachelors degree	4%	(17)	5%	(23)	4%	(20)	4%	(18)	7%	(32)	77%	(380)	491
Educ: Post-grad	1%	(4)	4%	(12)	6%	(17)	2%	(6)	5%	(14)	81%	(229)	282
Income: Under 50k	3%	(40)	4%	(51)	3%	(35)	2%	(29)	8%	(108)	79%	(1009)	1271
Income: 50k-100k	4%	(25)	5%	(32)	4%	(25)	5%	(33)	7%	(43)	76%	(498)	656
Income: 100k+	4%	(10)	5%	(13)	5%	(15)	2%	(6)	6%	(16)	79%	(223)	283
Ethnicity: White	2%	(38)	4%	(68)	2%	(42)	3%	(46)	7%	(124)	81%	(1393)	1711

Table MCFE5_31: *Do you have a favorable or unfavorable opinion of the following?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*

Ryan Kaji

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	3%	(75)	4%	(96)	3%	(74)	3%	(68)	8%	(167)	78%	(1730)	2210
Ethnicity: Hispanic	7%	(26)	4%	(17)	6%	(22)	6%	(21)	12%	(44)	65%	(245)	374
Ethnicity: Black	10%	(28)	7%	(20)	6%	(17)	5%	(15)	7%	(21)	64%	(182)	282
Ethnicity: Other	4%	(9)	4%	(8)	7%	(15)	3%	(7)	10%	(22)	72%	(155)	217
All Christian	4%	(36)	4%	(45)	3%	(34)	2%	(23)	7%	(73)	79%	(817)	1029
All Non-Christian	3%	(4)	8%	(10)	8%	(10)	4%	(5)	9%	(12)	68%	(88)	129
Atheist	—	(0)	6%	(6)	3%	(3)	11%	(10)	5%	(5)	75%	(74)	99
Agnostic/Nothing in particular	3%	(18)	4%	(23)	2%	(14)	3%	(15)	10%	(60)	78%	(458)	587
Something Else	4%	(16)	3%	(12)	3%	(13)	4%	(14)	5%	(18)	80%	(293)	365
Religious Non-Protestant/Catholic	4%	(6)	8%	(12)	8%	(12)	3%	(5)	8%	(12)	70%	(107)	154
Evangelical	6%	(31)	6%	(34)	5%	(26)	2%	(13)	6%	(35)	75%	(419)	558
Non-Evangelical	2%	(19)	2%	(19)	2%	(18)	3%	(22)	7%	(54)	83%	(660)	792
Community: Urban	5%	(35)	8%	(49)	6%	(37)	3%	(18)	7%	(44)	71%	(455)	638
Community: Suburban	3%	(31)	3%	(28)	2%	(21)	3%	(29)	8%	(82)	81%	(823)	1014
Community: Rural	2%	(9)	3%	(19)	3%	(16)	4%	(20)	7%	(41)	81%	(452)	558
Employ: Private Sector	6%	(39)	7%	(44)	6%	(41)	4%	(27)	7%	(48)	70%	(455)	654
Employ: Government	3%	(4)	11%	(15)	4%	(5)	9%	(13)	8%	(11)	64%	(88)	136
Employ: Self-Employed	5%	(9)	5%	(9)	5%	(8)	4%	(7)	6%	(10)	74%	(123)	166
Employ: Homemaker	3%	(5)	2%	(3)	2%	(3)	1%	(3)	10%	(19)	83%	(158)	190
Employ: Student	5%	(3)	1%	(1)	11%	(7)	3%	(2)	11%	(7)	69%	(43)	62
Employ: Retired	—	(0)	1%	(6)	—	(3)	1%	(8)	4%	(25)	93%	(521)	563
Employ: Unemployed	4%	(11)	5%	(16)	1%	(3)	3%	(8)	12%	(37)	75%	(226)	301
Employ: Other	2%	(3)	2%	(2)	3%	(4)	—	(1)	8%	(10)	85%	(117)	137
Military HH: Yes	2%	(7)	3%	(9)	2%	(5)	3%	(7)	7%	(20)	83%	(235)	283
Military HH: No	4%	(68)	5%	(88)	4%	(69)	3%	(60)	8%	(147)	78%	(1495)	1927
RD/WT: Right Direction	9%	(58)	9%	(61)	5%	(35)	3%	(20)	8%	(50)	66%	(441)	666
RD/WT: Wrong Track	1%	(17)	2%	(35)	2%	(38)	3%	(48)	8%	(117)	83%	(1289)	1544
Biden Job Approve	6%	(55)	7%	(64)	5%	(44)	3%	(33)	7%	(64)	73%	(710)	970
Biden Job Disapprove	2%	(20)	3%	(32)	3%	(29)	3%	(33)	8%	(89)	82%	(941)	1144

Continued on next page

Table MCFE5_31: *Do you have a favorable or unfavorable opinion of the following?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Ryan Kaji

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	3%	(75)	4%	(96)	3%	(74)	3%	(68)	8%	(167)	78%	(1730)	2210
Biden Job Strongly Approve	9%	(37)	7%	(31)	6%	(24)	4%	(17)	7%	(32)	67%	(292)	433
Biden Job Somewhat Approve	3%	(18)	6%	(33)	4%	(20)	3%	(15)	6%	(32)	78%	(419)	537
Biden Job Somewhat Disapprove	3%	(10)	4%	(13)	3%	(11)	2%	(7)	9%	(30)	79%	(269)	339
Biden Job Strongly Disapprove	1%	(10)	2%	(19)	2%	(19)	3%	(27)	7%	(59)	83%	(672)	805
Favorable of Biden	6%	(56)	6%	(62)	4%	(36)	3%	(27)	6%	(62)	75%	(726)	969
Unfavorable of Biden	1%	(17)	3%	(31)	3%	(35)	3%	(35)	8%	(86)	82%	(930)	1134
Very Favorable of Biden	9%	(43)	7%	(35)	4%	(21)	4%	(18)	6%	(31)	70%	(335)	482
Somewhat Favorable of Biden	3%	(13)	6%	(28)	3%	(15)	2%	(9)	6%	(31)	80%	(391)	487
Somewhat Unfavorable of Biden	2%	(6)	4%	(12)	3%	(9)	—	(1)	8%	(23)	83%	(247)	299
Very Unfavorable of Biden	1%	(11)	2%	(20)	3%	(26)	4%	(33)	7%	(63)	82%	(683)	835
#1 Issue: Economy	3%	(31)	5%	(47)	3%	(26)	3%	(31)	8%	(76)	77%	(702)	913
#1 Issue: Security	4%	(9)	3%	(7)	2%	(5)	4%	(9)	8%	(20)	79%	(192)	243
#1 Issue: Health Care	4%	(6)	6%	(9)	6%	(10)	—	(0)	9%	(15)	76%	(130)	170
#1 Issue: Medicare / Social Security	2%	(5)	2%	(5)	2%	(6)	2%	(6)	6%	(15)	86%	(229)	266
#1 Issue: Women's Issues	4%	(13)	3%	(10)	4%	(12)	4%	(13)	8%	(24)	77%	(240)	311
#1 Issue: Education	5%	(3)	11%	(6)	14%	(8)	5%	(3)	8%	(5)	57%	(34)	59
#1 Issue: Energy	4%	(6)	7%	(10)	5%	(6)	4%	(5)	6%	(9)	74%	(99)	134
#1 Issue: Other	2%	(2)	2%	(2)	—	(0)	2%	(2)	4%	(4)	91%	(105)	115
2020 Vote: Joe Biden	4%	(42)	6%	(59)	5%	(45)	3%	(31)	7%	(70)	74%	(697)	945
2020 Vote: Donald Trump	3%	(20)	4%	(28)	2%	(16)	3%	(20)	6%	(47)	82%	(609)	740
2020 Vote: Other	—	(0)	1%	(1)	6%	(4)	1%	(1)	14%	(9)	78%	(52)	67
2020 Vote: Didn't Vote	3%	(13)	2%	(8)	2%	(9)	3%	(16)	9%	(41)	81%	(372)	459
2018 House Vote: Democrat	5%	(37)	7%	(50)	5%	(39)	3%	(26)	8%	(58)	72%	(545)	755
2018 House Vote: Republican	2%	(12)	3%	(21)	2%	(11)	4%	(21)	7%	(38)	83%	(487)	589
2018 House Vote: Someone else	—	(0)	6%	(3)	—	(0)	2%	(1)	8%	(4)	84%	(42)	50
2016 Vote: Hillary Clinton	5%	(33)	7%	(47)	5%	(32)	3%	(18)	8%	(53)	74%	(512)	695
2016 Vote: Donald Trump	2%	(13)	3%	(22)	2%	(15)	3%	(17)	7%	(44)	83%	(545)	656
2016 Vote: Other	—	(0)	2%	(2)	—	(0)	1%	(1)	6%	(5)	91%	(78)	86
2016 Vote: Didn't Vote	4%	(29)	3%	(24)	3%	(26)	4%	(29)	8%	(65)	77%	(592)	765

Table MCFE5_31: *Do you have a favorable or unfavorable opinion of the following?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*

Ryan Kaji

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	3%	(75)	4%	(96)	3%	(74)	3%	(68)	8%	(167)	78%	(1730)	2210
Voted in 2014: Yes	3%	(36)	5%	(67)	3%	(42)	3%	(36)	7%	(85)	78%	(961)	1227
Voted in 2014: No	4%	(40)	3%	(29)	3%	(32)	3%	(32)	8%	(82)	78%	(769)	983
4-Region: Northeast	3%	(12)	7%	(28)	2%	(7)	3%	(12)	8%	(33)	76%	(291)	383
4-Region: Midwest	2%	(11)	3%	(15)	3%	(14)	3%	(11)	6%	(26)	83%	(379)	456
4-Region: South	4%	(30)	4%	(33)	3%	(28)	3%	(28)	8%	(67)	78%	(657)	844
4-Region: West	4%	(21)	4%	(20)	5%	(25)	3%	(16)	8%	(42)	76%	(402)	527
TikTok Users	6%	(44)	7%	(56)	5%	(42)	3%	(27)	9%	(68)	70%	(556)	793
Twitch Users	8%	(16)	11%	(23)	11%	(24)	5%	(12)	10%	(22)	55%	(119)	216
2022 Sports Viewers/Attendees	4%	(62)	5%	(74)	4%	(59)	4%	(52)	8%	(112)	76%	(1116)	1475
Monthly Moviegoers	7%	(23)	13%	(41)	11%	(34)	5%	(15)	12%	(38)	53%	(169)	320
Few Times per Year + Moviegoers	6%	(60)	8%	(71)	6%	(52)	4%	(34)	9%	(80)	68%	(622)	920
Heard Smile Campaign	10%	(57)	12%	(65)	8%	(45)	5%	(26)	14%	(76)	51%	(281)	551
Heard Minion Campaign	9%	(48)	11%	(60)	8%	(46)	5%	(26)	14%	(76)	53%	(285)	540
Listens to Podcasts	6%	(66)	7%	(78)	5%	(54)	4%	(45)	9%	(102)	70%	(787)	1132
Streaming Services User	4%	(72)	5%	(87)	4%	(68)	3%	(58)	8%	(137)	76%	(1350)	1773
Netflix User	5%	(66)	6%	(84)	4%	(56)	4%	(54)	8%	(122)	74%	(1091)	1474
Disney+ User	6%	(56)	7%	(68)	5%	(51)	4%	(43)	9%	(93)	68%	(673)	984
Heterosexual or straight	3%	(63)	4%	(88)	4%	(70)	3%	(62)	7%	(141)	78%	(1546)	1971
Gay	—	(0)	3%	(2)	1%	(1)	1%	(1)	9%	(6)	86%	(58)	68
Bisexual	4%	(3)	7%	(7)	1%	(1)	—	(0)	14%	(12)	73%	(65)	88
Yes	5%	(3)	5%	(4)	7%	(5)	5%	(3)	13%	(9)	66%	(46)	70
No	3%	(72)	4%	(93)	3%	(69)	3%	(64)	7%	(158)	79%	(1684)	2140

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

Table MCFE5_32: *Do you have a favorable or unfavorable opinion of the following?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Felix Lengyel (xQc)

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	4%	(78)	5%	(100)	4%	(78)	3%	(62)	8%	(175)	78%	(1717)	2210
Gender: Male	5%	(54)	6%	(65)	5%	(50)	4%	(38)	8%	(81)	73%	(779)	1068
Gender: Female	2%	(24)	3%	(35)	2%	(28)	2%	(25)	8%	(94)	82%	(938)	1142
Age: 18-34	7%	(44)	9%	(55)	7%	(46)	5%	(35)	13%	(81)	59%	(381)	642
Age: 35-44	6%	(20)	8%	(29)	4%	(15)	3%	(12)	7%	(26)	72%	(264)	365
Age: 45-64	2%	(13)	2%	(13)	2%	(17)	1%	(10)	7%	(51)	86%	(611)	714
Age: 65+	—	(1)	1%	(3)	—	(0)	1%	(6)	4%	(17)	94%	(461)	489
GenZers: 1997-2012	11%	(28)	11%	(27)	9%	(23)	7%	(18)	14%	(37)	48%	(124)	256
Millennials: 1981-1996	5%	(33)	8%	(53)	5%	(31)	4%	(28)	9%	(61)	68%	(447)	653
GenXers: 1965-1980	2%	(13)	3%	(17)	3%	(16)	1%	(8)	9%	(50)	81%	(451)	555
Baby Boomers: 1946-1964	1%	(4)	1%	(3)	1%	(8)	1%	(8)	4%	(24)	93%	(626)	673
PID: Dem (no lean)	5%	(45)	6%	(53)	4%	(35)	3%	(26)	8%	(70)	73%	(630)	860
PID: Ind (no lean)	2%	(13)	2%	(16)	2%	(16)	2%	(15)	9%	(63)	82%	(552)	674
PID: Rep (no lean)	3%	(20)	5%	(31)	4%	(28)	3%	(21)	6%	(42)	79%	(535)	676
PID/Gender: Dem Men	8%	(33)	8%	(31)	6%	(24)	5%	(19)	7%	(28)	66%	(259)	394
PID/Gender: Dem Women	3%	(12)	5%	(23)	2%	(10)	2%	(7)	9%	(42)	80%	(371)	465
PID/Gender: Ind Men	3%	(10)	3%	(12)	3%	(11)	3%	(9)	10%	(34)	78%	(269)	345
PID/Gender: Ind Women	1%	(2)	1%	(4)	1%	(5)	2%	(6)	9%	(29)	86%	(283)	329
PID/Gender: Rep Men	3%	(11)	7%	(23)	5%	(15)	3%	(10)	6%	(19)	76%	(251)	328
PID/Gender: Rep Women	3%	(10)	2%	(8)	4%	(12)	3%	(11)	7%	(23)	82%	(284)	348
Ideo: Liberal (1-3)	3%	(23)	6%	(40)	5%	(33)	3%	(22)	6%	(39)	76%	(500)	656
Ideo: Moderate (4)	4%	(30)	4%	(32)	3%	(23)	3%	(22)	10%	(78)	75%	(565)	751
Ideo: Conservative (5-7)	3%	(18)	3%	(23)	3%	(20)	3%	(17)	6%	(43)	82%	(545)	666
Educ: < College	4%	(54)	4%	(61)	3%	(47)	3%	(37)	9%	(127)	77%	(1111)	1437
Educ: Bachelors degree	2%	(11)	6%	(28)	5%	(23)	4%	(18)	7%	(36)	77%	(376)	491
Educ: Post-grad	5%	(13)	4%	(11)	3%	(9)	3%	(8)	4%	(12)	81%	(230)	282
Income: Under 50k	4%	(46)	4%	(52)	3%	(39)	2%	(23)	9%	(111)	79%	(999)	1271
Income: 50k-100k	3%	(18)	5%	(32)	4%	(26)	5%	(30)	7%	(45)	77%	(505)	656
Income: 100k+	5%	(13)	6%	(16)	5%	(13)	3%	(9)	7%	(19)	75%	(213)	283
Ethnicity: White	2%	(41)	4%	(64)	3%	(44)	3%	(45)	7%	(127)	81%	(1390)	1711

Table MCFE5_32: *Do you have a favorable or unfavorable opinion of the following?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Felix Lengyel (xQc)

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	4%	(78)	5%	(100)	4%	(78)	3%	(62)	8%	(175)	78%	(1717)	2210
Ethnicity: Hispanic	7%	(26)	9%	(33)	6%	(23)	2%	(9)	15%	(57)	60%	(226)	374
Ethnicity: Black	9%	(25)	8%	(22)	6%	(18)	4%	(12)	9%	(25)	64%	(180)	282
Ethnicity: Other	5%	(12)	6%	(14)	7%	(16)	2%	(5)	10%	(23)	68%	(147)	217
All Christian	3%	(32)	5%	(49)	3%	(31)	2%	(21)	7%	(72)	80%	(824)	1029
All Non-Christian	10%	(12)	4%	(6)	3%	(4)	8%	(10)	7%	(9)	69%	(88)	129
Atheist	2%	(2)	2%	(2)	7%	(7)	7%	(7)	7%	(7)	75%	(75)	99
Agnostic/Nothing in particular	4%	(21)	4%	(26)	3%	(18)	3%	(16)	10%	(57)	77%	(450)	587
Something Else	3%	(10)	5%	(18)	5%	(19)	2%	(8)	8%	(30)	77%	(280)	365
Religious Non-Protestant/Catholic	8%	(12)	4%	(6)	3%	(5)	7%	(11)	7%	(11)	70%	(108)	154
Evangelical	5%	(26)	7%	(42)	2%	(13)	2%	(14)	8%	(44)	75%	(420)	558
Non-Evangelical	2%	(15)	3%	(22)	4%	(34)	2%	(14)	7%	(55)	82%	(652)	792
Community: Urban	7%	(43)	8%	(51)	4%	(24)	2%	(16)	10%	(65)	69%	(438)	638
Community: Suburban	2%	(21)	3%	(35)	4%	(41)	3%	(32)	6%	(65)	81%	(821)	1014
Community: Rural	3%	(14)	2%	(14)	2%	(13)	3%	(15)	8%	(45)	82%	(458)	558
Employ: Private Sector	5%	(33)	9%	(57)	5%	(31)	5%	(31)	8%	(50)	69%	(452)	654
Employ: Government	6%	(8)	5%	(6)	7%	(10)	2%	(3)	12%	(16)	68%	(93)	136
Employ: Self-Employed	8%	(13)	4%	(6)	6%	(11)	4%	(7)	11%	(19)	66%	(110)	166
Employ: Homemaker	2%	(3)	1%	(3)	3%	(5)	1%	(2)	8%	(15)	86%	(163)	190
Employ: Student	5%	(3)	9%	(6)	12%	(8)	5%	(3)	17%	(10)	51%	(32)	62
Employ: Retired	—	(1)	1%	(4)	1%	(5)	1%	(8)	4%	(20)	93%	(526)	563
Employ: Unemployed	4%	(13)	5%	(15)	2%	(6)	2%	(6)	11%	(33)	76%	(228)	301
Employ: Other	2%	(3)	2%	(3)	2%	(3)	2%	(3)	9%	(12)	83%	(113)	137
Military HH: Yes	1%	(4)	4%	(10)	4%	(10)	3%	(8)	7%	(21)	81%	(230)	283
Military HH: No	4%	(74)	5%	(90)	4%	(68)	3%	(54)	8%	(154)	77%	(1487)	1927
RD/WT: Right Direction	7%	(49)	9%	(57)	4%	(25)	4%	(28)	11%	(70)	66%	(437)	666
RD/WT: Wrong Track	2%	(29)	3%	(43)	3%	(53)	2%	(35)	7%	(105)	83%	(1279)	1544
Biden Job Approve	5%	(50)	6%	(61)	4%	(35)	3%	(32)	9%	(87)	73%	(704)	970
Biden Job Disapprove	2%	(24)	3%	(37)	4%	(42)	3%	(29)	7%	(77)	82%	(935)	1144

Continued on next page

Table MCFE5_32: *Do you have a favorable or unfavorable opinion of the following?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Felix Lengyel (xQc)

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	4%	(78)	5%	(100)	4%	(78)	3%	(62)	8%	(175)	78%	(1717)	2210
Biden Job Strongly Approve	10%	(43)	7%	(29)	2%	(10)	4%	(18)	10%	(44)	67%	(288)	433
Biden Job Somewhat Approve	1%	(8)	6%	(33)	5%	(25)	3%	(14)	8%	(43)	77%	(415)	537
Biden Job Somewhat Disapprove	4%	(13)	5%	(15)	4%	(15)	3%	(11)	8%	(27)	76%	(258)	339
Biden Job Strongly Disapprove	1%	(11)	3%	(21)	3%	(27)	2%	(18)	6%	(51)	84%	(677)	805
Favorable of Biden	5%	(49)	6%	(62)	3%	(28)	3%	(29)	8%	(78)	75%	(723)	969
Unfavorable of Biden	2%	(21)	3%	(37)	4%	(46)	2%	(27)	7%	(80)	81%	(922)	1134
Very Favorable of Biden	8%	(38)	6%	(27)	3%	(14)	4%	(21)	9%	(45)	70%	(337)	482
Somewhat Favorable of Biden	2%	(11)	7%	(35)	3%	(14)	2%	(8)	7%	(33)	79%	(386)	487
Somewhat Unfavorable of Biden	3%	(8)	6%	(17)	4%	(11)	2%	(7)	9%	(27)	77%	(229)	299
Very Unfavorable of Biden	2%	(13)	2%	(20)	4%	(35)	2%	(20)	6%	(53)	83%	(693)	835
#1 Issue: Economy	4%	(38)	5%	(43)	3%	(32)	3%	(24)	8%	(75)	77%	(701)	913
#1 Issue: Security	2%	(6)	3%	(7)	4%	(9)	3%	(8)	8%	(20)	79%	(192)	243
#1 Issue: Health Care	3%	(6)	7%	(12)	3%	(4)	2%	(3)	8%	(14)	77%	(131)	170
#1 Issue: Medicare / Social Security	1%	(2)	3%	(7)	2%	(5)	3%	(7)	5%	(13)	87%	(233)	266
#1 Issue: Women's Issues	3%	(8)	6%	(18)	4%	(14)	4%	(11)	12%	(39)	71%	(221)	311
#1 Issue: Education	13%	(8)	9%	(5)	11%	(6)	10%	(6)	8%	(5)	50%	(29)	59
#1 Issue: Energy	6%	(8)	6%	(8)	5%	(7)	2%	(3)	4%	(5)	77%	(103)	134
#1 Issue: Other	2%	(2)	—	(1)	1%	(1)	—	(0)	4%	(4)	92%	(106)	115
2020 Vote: Joe Biden	5%	(45)	6%	(56)	4%	(34)	4%	(37)	9%	(82)	73%	(691)	945
2020 Vote: Donald Trump	2%	(17)	4%	(27)	4%	(26)	2%	(15)	5%	(35)	84%	(621)	740
2020 Vote: Other	1%	(1)	—	(0)	5%	(4)	4%	(2)	14%	(9)	76%	(51)	67
2020 Vote: Didn't Vote	3%	(16)	4%	(17)	3%	(15)	2%	(8)	11%	(49)	77%	(354)	459
2018 House Vote: Democrat	6%	(43)	5%	(38)	3%	(23)	5%	(34)	8%	(57)	74%	(561)	755
2018 House Vote: Republican	2%	(10)	4%	(21)	3%	(19)	2%	(11)	5%	(31)	84%	(495)	589
2018 House Vote: Someone else	1%	(1)	2%	(1)	—	(0)	2%	(1)	7%	(3)	87%	(43)	50
2016 Vote: Hillary Clinton	6%	(39)	5%	(32)	3%	(20)	4%	(30)	7%	(50)	75%	(524)	695
2016 Vote: Donald Trump	2%	(12)	4%	(25)	3%	(17)	2%	(14)	5%	(33)	85%	(555)	656
2016 Vote: Other	2%	(1)	—	(0)	1%	(1)	1%	(1)	7%	(6)	90%	(77)	86
2016 Vote: Didn't Vote	3%	(26)	5%	(42)	5%	(40)	2%	(16)	11%	(85)	73%	(555)	765

Continued on next page

Table MCFE5_32: *Do you have a favorable or unfavorable opinion of the following?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Felix Lengyel (xQc)

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	4%	(78)	5%	(100)	4%	(78)	3%	(62)	8%	(175)	78%	(1717)	2210
Voted in 2014: Yes	4%	(44)	4%	(50)	3%	(34)	3%	(38)	6%	(78)	80%	(982)	1227
Voted in 2014: No	3%	(33)	5%	(50)	4%	(44)	2%	(24)	10%	(97)	75%	(734)	983
4-Region: Northeast	4%	(14)	5%	(20)	3%	(13)	4%	(14)	7%	(25)	78%	(297)	383
4-Region: Midwest	3%	(15)	4%	(16)	4%	(16)	2%	(11)	7%	(31)	80%	(367)	456
4-Region: South	4%	(33)	4%	(32)	3%	(29)	3%	(24)	8%	(70)	78%	(657)	844
4-Region: West	3%	(16)	6%	(31)	4%	(21)	3%	(14)	9%	(49)	75%	(396)	527
TikTok Users	6%	(50)	6%	(50)	5%	(42)	4%	(30)	11%	(84)	68%	(536)	793
Twitch Users	16%	(35)	19%	(41)	9%	(19)	5%	(12)	8%	(18)	42%	(91)	216
2022 Sports Viewers/Attendees	4%	(54)	6%	(82)	4%	(60)	3%	(45)	8%	(122)	75%	(1111)	1475
Monthly Moviegoers	8%	(26)	13%	(40)	6%	(20)	4%	(13)	12%	(39)	57%	(182)	320
Few Times per Year + Moviegoers	6%	(51)	7%	(68)	6%	(57)	3%	(31)	10%	(88)	68%	(625)	920
Heard Smile Campaign	9%	(50)	12%	(65)	7%	(37)	5%	(28)	14%	(79)	53%	(293)	551
Heard Minion Campaign	11%	(60)	11%	(61)	7%	(38)	5%	(27)	15%	(81)	51%	(273)	540
Listens to Podcasts	5%	(59)	7%	(82)	5%	(62)	4%	(42)	10%	(113)	68%	(774)	1132
Streaming Services User	4%	(73)	5%	(94)	4%	(72)	3%	(55)	8%	(137)	76%	(1343)	1773
Netflix User	4%	(65)	6%	(86)	4%	(63)	3%	(48)	9%	(132)	73%	(1080)	1474
Disney+ User	5%	(46)	7%	(73)	5%	(52)	4%	(44)	10%	(98)	68%	(672)	984
Heterosexual or straight	4%	(71)	5%	(93)	4%	(69)	3%	(55)	8%	(151)	78%	(1531)	1971
Gay	2%	(1)	—	(0)	—	(0)	5%	(3)	4%	(3)	89%	(60)	68
Bisexual	3%	(3)	4%	(4)	6%	(5)	1%	(1)	12%	(10)	75%	(66)	88
Yes	7%	(5)	3%	(2)	8%	(6)	6%	(4)	14%	(10)	62%	(44)	70
No	3%	(73)	5%	(98)	3%	(72)	3%	(58)	8%	(165)	78%	(1673)	2140

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

Table MCFE5_33: *Do you have a favorable or unfavorable opinion of the following?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Adin Ross

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	5%	(102)	7%	(152)	3%	(63)	3%	(72)	9%	(193)	74%	(1627)	2210
Gender: Male	6%	(60)	10%	(108)	4%	(42)	4%	(43)	8%	(83)	69%	(732)	1068
Gender: Female	4%	(42)	4%	(44)	2%	(21)	3%	(30)	10%	(110)	78%	(895)	1142
Age: 18-34	11%	(71)	14%	(90)	6%	(40)	7%	(43)	11%	(72)	51%	(327)	642
Age: 35-44	5%	(17)	11%	(41)	4%	(14)	4%	(14)	8%	(30)	69%	(251)	365
Age: 45-64	2%	(15)	2%	(18)	1%	(10)	1%	(9)	10%	(74)	82%	(589)	714
Age: 65+	—	(0)	1%	(3)	—	(0)	1%	(7)	4%	(18)	94%	(461)	489
GenZers: 1997-2012	15%	(38)	18%	(46)	7%	(17)	11%	(27)	11%	(27)	39%	(100)	256
Millennials: 1981-1996	7%	(48)	12%	(78)	5%	(30)	5%	(29)	10%	(63)	62%	(406)	653
GenXers: 1965-1980	2%	(13)	3%	(19)	3%	(15)	1%	(8)	13%	(72)	77%	(428)	555
Baby Boomers: 1946-1964	1%	(3)	1%	(9)	—	(1)	1%	(8)	4%	(28)	93%	(624)	673
PID: Dem (no lean)	7%	(60)	9%	(81)	4%	(36)	4%	(32)	9%	(76)	67%	(575)	860
PID: Ind (no lean)	3%	(17)	4%	(24)	2%	(16)	3%	(17)	10%	(69)	79%	(530)	674
PID: Rep (no lean)	4%	(25)	7%	(46)	2%	(11)	3%	(23)	7%	(48)	77%	(522)	676
PID/Gender: Dem Men	8%	(32)	14%	(54)	7%	(27)	6%	(22)	7%	(28)	59%	(231)	394
PID/Gender: Dem Women	6%	(28)	6%	(27)	2%	(9)	2%	(10)	10%	(47)	74%	(344)	465
PID/Gender: Ind Men	4%	(12)	6%	(21)	3%	(11)	3%	(10)	10%	(35)	74%	(255)	345
PID/Gender: Ind Women	2%	(5)	1%	(3)	2%	(5)	2%	(7)	10%	(34)	84%	(275)	329
PID/Gender: Rep Men	5%	(15)	10%	(33)	1%	(3)	3%	(11)	6%	(20)	75%	(246)	328
PID/Gender: Rep Women	3%	(9)	4%	(14)	2%	(7)	4%	(13)	8%	(29)	79%	(276)	348
Ideo: Liberal (1-3)	8%	(51)	7%	(47)	4%	(25)	4%	(29)	5%	(31)	72%	(473)	656
Ideo: Moderate (4)	3%	(24)	8%	(60)	4%	(28)	3%	(19)	12%	(92)	70%	(527)	751
Ideo: Conservative (5-7)	4%	(24)	6%	(37)	1%	(7)	3%	(20)	7%	(44)	80%	(533)	666
Educ: < College	5%	(71)	7%	(101)	3%	(39)	3%	(49)	9%	(131)	73%	(1046)	1437
Educ: Bachelors degree	4%	(19)	7%	(33)	4%	(22)	3%	(16)	8%	(41)	73%	(360)	491
Educ: Post-grad	4%	(12)	6%	(18)	1%	(3)	2%	(6)	8%	(21)	78%	(221)	282
Income: Under 50k	4%	(57)	6%	(77)	2%	(30)	3%	(36)	9%	(117)	75%	(954)	1271
Income: 50k-100k	4%	(28)	7%	(49)	4%	(29)	4%	(28)	9%	(57)	71%	(466)	656
Income: 100k+	6%	(18)	9%	(26)	2%	(4)	3%	(8)	7%	(19)	73%	(208)	283
Ethnicity: White	3%	(45)	6%	(98)	2%	(34)	3%	(52)	8%	(136)	79%	(1346)	1711

Table MCFE5_33: *Do you have a favorable or unfavorable opinion of the following?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Adin Ross

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	5%	(102)	7%	(152)	3%	(63)	3%	(72)	9%	(193)	74%	(1627)	2210
Ethnicity: Hispanic	10%	(37)	11%	(43)	4%	(15)	5%	(20)	10%	(38)	59%	(221)	374
Ethnicity: Black	15%	(43)	11%	(30)	6%	(18)	6%	(16)	11%	(30)	51%	(144)	282
Ethnicity: Other	7%	(14)	11%	(24)	5%	(11)	2%	(4)	12%	(27)	63%	(137)	217
All Christian	4%	(43)	7%	(70)	2%	(16)	3%	(33)	8%	(84)	76%	(783)	1029
All Non-Christian	7%	(9)	11%	(14)	8%	(10)	2%	(2)	10%	(12)	63%	(82)	129
Atheist	3%	(3)	3%	(3)	7%	(7)	9%	(9)	2%	(2)	77%	(76)	99
Agnostic/Nothing in particular	4%	(23)	7%	(41)	3%	(20)	3%	(16)	10%	(61)	73%	(426)	587
Something Else	7%	(25)	7%	(25)	3%	(10)	4%	(13)	9%	(33)	71%	(260)	365
Religious Non-Protestant/Catholic	7%	(11)	10%	(16)	6%	(10)	1%	(2)	9%	(14)	66%	(101)	154
Evangelical	8%	(43)	9%	(48)	3%	(15)	2%	(10)	8%	(47)	71%	(395)	558
Non-Evangelical	3%	(21)	5%	(41)	1%	(11)	4%	(34)	8%	(67)	78%	(616)	792
Community: Urban	7%	(44)	12%	(76)	4%	(24)	3%	(21)	8%	(53)	66%	(419)	638
Community: Suburban	4%	(42)	5%	(54)	3%	(29)	3%	(34)	9%	(89)	76%	(767)	1014
Community: Rural	3%	(17)	4%	(22)	2%	(10)	3%	(17)	9%	(50)	79%	(442)	558
Employ: Private Sector	7%	(45)	11%	(73)	5%	(30)	6%	(38)	11%	(73)	60%	(396)	654
Employ: Government	9%	(12)	9%	(13)	7%	(10)	4%	(6)	7%	(9)	64%	(87)	136
Employ: Self-Employed	8%	(13)	10%	(17)	3%	(5)	3%	(5)	12%	(21)	64%	(107)	166
Employ: Homemaker	4%	(7)	3%	(6)	1%	(2)	2%	(4)	10%	(19)	80%	(153)	190
Employ: Student	16%	(10)	16%	(10)	10%	(6)	7%	(5)	9%	(5)	42%	(26)	62
Employ: Retired	—	(0)	1%	(5)	1%	(3)	1%	(8)	3%	(19)	94%	(527)	563
Employ: Unemployed	3%	(10)	8%	(23)	2%	(5)	3%	(8)	12%	(36)	73%	(219)	301
Employ: Other	4%	(6)	4%	(5)	1%	(2)	—	(0)	8%	(11)	82%	(113)	137
Military HH: Yes	2%	(7)	6%	(16)	3%	(7)	3%	(8)	6%	(17)	80%	(228)	283
Military HH: No	5%	(96)	7%	(136)	3%	(56)	3%	(64)	9%	(176)	73%	(1399)	1927
RD/WT: Right Direction	9%	(63)	11%	(71)	5%	(34)	4%	(27)	8%	(56)	62%	(416)	666
RD/WT: Wrong Track	3%	(39)	5%	(81)	2%	(29)	3%	(46)	9%	(138)	78%	(1211)	1544
Biden Job Approve	7%	(68)	9%	(85)	4%	(36)	4%	(35)	7%	(72)	69%	(674)	970
Biden Job Disapprove	3%	(33)	5%	(62)	2%	(26)	3%	(36)	9%	(106)	77%	(880)	1144

Table MCFE5_33: *Do you have a favorable or unfavorable opinion of the following?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Adin Ross

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	5%	(102)	7%	(152)	3%	(63)	3%	(72)	9%	(193)	74%	(1627)	2210
Biden Job Strongly Approve	11%	(48)	10%	(41)	3%	(12)	4%	(15)	7%	(29)	66%	(288)	433
Biden Job Somewhat Approve	4%	(20)	8%	(43)	4%	(24)	4%	(20)	8%	(43)	72%	(387)	537
Biden Job Somewhat Disapprove	3%	(12)	11%	(36)	4%	(14)	1%	(5)	11%	(36)	70%	(236)	339
Biden Job Strongly Disapprove	3%	(21)	3%	(27)	2%	(12)	4%	(31)	9%	(70)	80%	(644)	805
Favorable of Biden	7%	(68)	9%	(90)	3%	(26)	3%	(29)	7%	(71)	71%	(685)	969
Unfavorable of Biden	3%	(29)	5%	(58)	3%	(34)	3%	(37)	9%	(99)	77%	(875)	1134
Very Favorable of Biden	10%	(47)	9%	(41)	3%	(16)	4%	(18)	7%	(32)	68%	(328)	482
Somewhat Favorable of Biden	4%	(21)	10%	(49)	2%	(10)	2%	(11)	8%	(38)	73%	(357)	487
Somewhat Unfavorable of Biden	3%	(9)	7%	(20)	5%	(16)	3%	(8)	8%	(23)	74%	(222)	299
Very Unfavorable of Biden	2%	(21)	5%	(38)	2%	(18)	4%	(29)	9%	(76)	78%	(653)	835
#1 Issue: Economy	5%	(41)	7%	(68)	3%	(28)	3%	(28)	11%	(97)	71%	(650)	913
#1 Issue: Security	4%	(9)	3%	(8)	3%	(8)	5%	(12)	8%	(19)	77%	(187)	243
#1 Issue: Health Care	2%	(3)	13%	(23)	3%	(5)	1%	(1)	9%	(15)	73%	(124)	170
#1 Issue: Medicare / Social Security	2%	(6)	2%	(6)	1%	(3)	2%	(6)	4%	(11)	88%	(233)	266
#1 Issue: Women's Issues	8%	(24)	5%	(17)	2%	(7)	5%	(17)	9%	(28)	70%	(219)	311
#1 Issue: Education	14%	(8)	17%	(10)	11%	(6)	6%	(4)	9%	(5)	43%	(25)	59
#1 Issue: Energy	6%	(8)	12%	(16)	4%	(5)	3%	(4)	8%	(10)	67%	(90)	134
#1 Issue: Other	3%	(3)	3%	(3)	—	(0)	1%	(1)	6%	(7)	88%	(100)	115
2020 Vote: Joe Biden	6%	(59)	9%	(83)	3%	(30)	4%	(35)	8%	(77)	70%	(661)	945
2020 Vote: Donald Trump	3%	(24)	6%	(44)	2%	(14)	3%	(23)	7%	(51)	79%	(584)	740
2020 Vote: Other	—	(0)	1%	(1)	7%	(5)	1%	(1)	17%	(11)	73%	(49)	67
2020 Vote: Didn't Vote	4%	(19)	5%	(24)	3%	(15)	3%	(14)	12%	(53)	73%	(333)	459
2018 House Vote: Democrat	6%	(49)	9%	(70)	4%	(27)	4%	(28)	8%	(64)	69%	(518)	755
2018 House Vote: Republican	2%	(15)	5%	(28)	2%	(11)	2%	(14)	7%	(39)	82%	(483)	589
2018 House Vote: Someone else	—	(0)	4%	(2)	1%	(1)	4%	(2)	16%	(8)	75%	(37)	50
2016 Vote: Hillary Clinton	6%	(41)	8%	(54)	3%	(24)	4%	(27)	8%	(55)	71%	(494)	695
2016 Vote: Donald Trump	3%	(22)	6%	(38)	1%	(9)	2%	(15)	6%	(42)	81%	(530)	656
2016 Vote: Other	3%	(2)	2%	(2)	1%	(1)	1%	(1)	11%	(9)	83%	(71)	86
2016 Vote: Didn't Vote	5%	(35)	7%	(56)	4%	(29)	4%	(29)	11%	(87)	69%	(529)	765

Continued on next page

Table MCFE5_33: *Do you have a favorable or unfavorable opinion of the following?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Adin Ross

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	5%	(102)	7%	(152)	3%	(63)	3%	(72)	9%	(193)	74%	(1627)	2210
Voted in 2014: Yes	4%	(51)	7%	(80)	2%	(27)	3%	(32)	8%	(95)	77%	(941)	1227
Voted in 2014: No	5%	(52)	7%	(71)	4%	(36)	4%	(40)	10%	(98)	70%	(687)	983
4-Region: Northeast	5%	(21)	8%	(30)	3%	(13)	4%	(17)	9%	(34)	70%	(268)	383
4-Region: Midwest	3%	(16)	7%	(31)	2%	(9)	3%	(12)	9%	(41)	76%	(347)	456
4-Region: South	5%	(46)	7%	(57)	3%	(22)	3%	(26)	9%	(76)	73%	(617)	844
4-Region: West	4%	(20)	6%	(33)	4%	(19)	3%	(18)	8%	(42)	75%	(395)	527
TikTok Users	9%	(71)	12%	(92)	4%	(34)	4%	(31)	12%	(94)	59%	(471)	793
Twitch Users	18%	(39)	19%	(41)	6%	(13)	6%	(13)	13%	(28)	38%	(81)	216
2022 Sports Viewers/Attendees	6%	(81)	8%	(116)	3%	(51)	3%	(47)	9%	(133)	71%	(1047)	1475
Monthly Moviegoers	12%	(39)	16%	(51)	7%	(23)	4%	(14)	11%	(36)	49%	(158)	320
Few Times per Year + Moviegoers	8%	(77)	11%	(102)	5%	(45)	4%	(36)	9%	(85)	62%	(574)	920
Heard Smile Campaign	13%	(72)	17%	(94)	7%	(40)	6%	(34)	15%	(81)	41%	(229)	551
Heard Minion Campaign	12%	(67)	17%	(91)	5%	(26)	7%	(36)	14%	(75)	45%	(245)	540
Listens to Podcasts	7%	(81)	10%	(115)	4%	(50)	4%	(47)	11%	(130)	63%	(709)	1132
Streaming Services User	5%	(95)	8%	(140)	3%	(57)	4%	(64)	9%	(164)	71%	(1253)	1773
Netflix User	6%	(89)	9%	(127)	4%	(57)	4%	(57)	10%	(149)	67%	(994)	1474
Disney+ User	7%	(69)	10%	(96)	5%	(45)	4%	(42)	10%	(95)	65%	(637)	984
Heterosexual or straight	5%	(92)	7%	(134)	3%	(55)	4%	(70)	9%	(175)	73%	(1444)	1971
Gay	3%	(2)	3%	(2)	1%	(1)	—	(0)	6%	(4)	87%	(59)	68
Bisexual	6%	(5)	7%	(6)	2%	(2)	2%	(2)	8%	(7)	76%	(67)	88
Yes	2%	(1)	14%	(10)	6%	(4)	3%	(2)	14%	(10)	61%	(43)	70
No	5%	(101)	7%	(142)	3%	(59)	3%	(70)	9%	(183)	74%	(1584)	2140

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

Table MCFE5_34: *Do you have a favorable or unfavorable opinion of the following?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Guy Beahm (Dr Disrespect)

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	4%	(87)	6%	(130)	4%	(80)	3%	(66)	8%	(186)	75%	(1661)	2210
Gender: Male	6%	(62)	8%	(85)	5%	(57)	4%	(40)	8%	(88)	69%	(736)	1068
Gender: Female	2%	(25)	4%	(44)	2%	(24)	2%	(27)	9%	(98)	81%	(925)	1142
Age: 18-34	10%	(66)	10%	(62)	6%	(42)	5%	(32)	13%	(85)	55%	(356)	642
Age: 35-44	4%	(14)	12%	(42)	6%	(23)	4%	(13)	9%	(33)	66%	(240)	365
Age: 45-64	1%	(7)	3%	(22)	2%	(12)	2%	(12)	7%	(52)	85%	(609)	714
Age: 65+	—	(0)	1%	(3)	1%	(3)	2%	(10)	3%	(16)	93%	(456)	489
GenZers: 1997-2012	14%	(36)	11%	(28)	5%	(13)	6%	(16)	18%	(46)	46%	(117)	256
Millennials: 1981-1996	6%	(40)	10%	(65)	7%	(44)	4%	(28)	10%	(63)	63%	(414)	653
GenXers: 1965-1980	2%	(9)	5%	(28)	3%	(17)	2%	(10)	9%	(49)	80%	(442)	555
Baby Boomers: 1946-1964	—	(2)	1%	(9)	1%	(6)	2%	(13)	4%	(24)	92%	(619)	673
PID: Dem (no lean)	5%	(46)	8%	(65)	5%	(41)	3%	(28)	9%	(79)	70%	(601)	860
PID: Ind (no lean)	2%	(15)	4%	(26)	3%	(17)	3%	(22)	9%	(61)	79%	(535)	674
PID: Rep (no lean)	4%	(26)	6%	(39)	3%	(22)	2%	(17)	7%	(46)	78%	(526)	676
PID/Gender: Dem Men	8%	(32)	10%	(40)	8%	(33)	4%	(16)	10%	(39)	59%	(234)	394
PID/Gender: Dem Women	3%	(14)	5%	(25)	2%	(8)	2%	(11)	9%	(40)	79%	(367)	465
PID/Gender: Ind Men	4%	(13)	6%	(20)	3%	(10)	3%	(12)	9%	(32)	75%	(258)	345
PID/Gender: Ind Women	—	(2)	2%	(5)	2%	(7)	3%	(10)	9%	(29)	84%	(277)	329
PID/Gender: Rep Men	5%	(17)	8%	(25)	4%	(13)	3%	(11)	5%	(17)	75%	(245)	328
PID/Gender: Rep Women	3%	(9)	4%	(14)	3%	(9)	2%	(5)	8%	(29)	81%	(281)	348
Ideo: Liberal (1-3)	4%	(24)	7%	(49)	5%	(35)	4%	(25)	6%	(40)	74%	(483)	656
Ideo: Moderate (4)	4%	(31)	6%	(43)	4%	(28)	3%	(20)	11%	(84)	73%	(545)	751
Ideo: Conservative (5-7)	4%	(30)	4%	(28)	2%	(16)	3%	(20)	6%	(42)	80%	(530)	666
Educ: < College	4%	(62)	6%	(79)	3%	(48)	3%	(39)	9%	(134)	75%	(1074)	1437
Educ: Bachelors degree	3%	(14)	7%	(34)	5%	(25)	4%	(20)	8%	(38)	73%	(359)	491
Educ: Post-grad	4%	(10)	6%	(16)	2%	(7)	3%	(8)	5%	(13)	81%	(228)	282
Income: Under 50k	4%	(46)	5%	(67)	3%	(33)	2%	(31)	10%	(124)	76%	(970)	1271
Income: 50k-100k	4%	(27)	6%	(40)	5%	(32)	4%	(29)	7%	(43)	74%	(485)	656
Income: 100k+	5%	(14)	8%	(22)	5%	(15)	2%	(7)	7%	(19)	73%	(206)	283
Ethnicity: White	3%	(53)	5%	(88)	3%	(56)	3%	(43)	7%	(124)	79%	(1346)	1711

Table MCFE5_34: *Do you have a favorable or unfavorable opinion of the following?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Guy Beahm (Dr Disrespect)

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	4%	(87)	6%	(130)	4%	(80)	3%	(66)	8%	(186)	75%	(1661)	2210
Ethnicity: Hispanic	8%	(29)	10%	(36)	5%	(20)	2%	(8)	16%	(59)	59%	(222)	374
Ethnicity: Black	8%	(23)	8%	(22)	5%	(13)	4%	(12)	14%	(39)	61%	(173)	282
Ethnicity: Other	5%	(11)	9%	(19)	5%	(11)	5%	(11)	11%	(23)	65%	(142)	217
All Christian	4%	(36)	6%	(59)	3%	(33)	3%	(31)	8%	(78)	77%	(792)	1029
All Non-Christian	7%	(8)	7%	(10)	7%	(10)	3%	(4)	11%	(14)	65%	(83)	129
Atheist	2%	(2)	7%	(7)	7%	(7)	7%	(7)	6%	(6)	70%	(70)	99
Agnostic/Nothing in particular	4%	(24)	5%	(32)	4%	(21)	3%	(18)	10%	(59)	74%	(433)	587
Something Else	4%	(16)	6%	(22)	2%	(9)	2%	(7)	8%	(29)	77%	(283)	365
Religious Non-Protestant/Catholic	6%	(8)	8%	(12)	7%	(11)	4%	(6)	10%	(15)	66%	(101)	154
Evangelical	6%	(31)	6%	(35)	3%	(19)	2%	(14)	8%	(45)	74%	(416)	558
Non-Evangelical	3%	(22)	5%	(41)	3%	(20)	3%	(21)	7%	(55)	80%	(634)	792
Community: Urban	6%	(40)	10%	(65)	5%	(32)	2%	(15)	9%	(55)	67%	(430)	638
Community: Suburban	3%	(34)	5%	(46)	4%	(37)	4%	(37)	9%	(90)	76%	(772)	1014
Community: Rural	2%	(13)	3%	(19)	2%	(11)	3%	(15)	7%	(41)	82%	(459)	558
Employ: Private Sector	6%	(41)	9%	(56)	5%	(35)	4%	(29)	10%	(62)	66%	(431)	654
Employ: Government	4%	(5)	15%	(21)	8%	(11)	1%	(2)	8%	(11)	64%	(86)	136
Employ: Self-Employed	6%	(10)	10%	(16)	3%	(5)	4%	(6)	9%	(16)	68%	(113)	166
Employ: Homemaker	2%	(4)	3%	(5)	3%	(6)	2%	(3)	10%	(19)	81%	(154)	190
Employ: Student	11%	(7)	5%	(3)	7%	(4)	12%	(7)	14%	(9)	52%	(32)	62
Employ: Retired	—	(0)	1%	(5)	1%	(7)	2%	(12)	3%	(18)	93%	(521)	563
Employ: Unemployed	6%	(17)	5%	(16)	2%	(6)	2%	(6)	13%	(40)	72%	(217)	301
Employ: Other	3%	(4)	5%	(7)	5%	(6)	1%	(1)	8%	(12)	78%	(107)	137
Military HH: Yes	3%	(8)	4%	(12)	2%	(4)	4%	(12)	8%	(21)	80%	(226)	283
Military HH: No	4%	(78)	6%	(118)	4%	(76)	3%	(55)	9%	(165)	75%	(1436)	1927
RD/WT: Right Direction	7%	(45)	10%	(67)	5%	(36)	4%	(26)	10%	(63)	64%	(430)	666
RD/WT: Wrong Track	3%	(41)	4%	(63)	3%	(44)	3%	(41)	8%	(123)	80%	(1232)	1544
Biden Job Approve	5%	(50)	8%	(74)	5%	(44)	3%	(28)	8%	(82)	71%	(692)	970
Biden Job Disapprove	3%	(36)	5%	(52)	3%	(32)	3%	(36)	8%	(92)	78%	(897)	1144

Continued on next page

Table MCFE5_34: *Do you have a favorable or unfavorable opinion of the following?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Guy Beahm (Dr Disrespect)

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	4%	(87)	6%	(130)	4%	(80)	3%	(66)	8%	(186)	75%	(1661)	2210
Biden Job Strongly Approve	7%	(32)	9%	(38)	4%	(18)	3%	(14)	9%	(39)	68%	(292)	433
Biden Job Somewhat Approve	3%	(19)	7%	(36)	5%	(26)	3%	(14)	8%	(42)	74%	(400)	537
Biden Job Somewhat Disapprove	4%	(14)	6%	(22)	3%	(11)	3%	(10)	9%	(29)	74%	(252)	339
Biden Job Strongly Disapprove	3%	(22)	4%	(30)	3%	(21)	3%	(25)	8%	(63)	80%	(645)	805
Favorable of Biden	5%	(51)	7%	(71)	4%	(35)	3%	(27)	8%	(82)	73%	(704)	969
Unfavorable of Biden	3%	(33)	5%	(53)	4%	(40)	3%	(36)	8%	(85)	78%	(886)	1134
Very Favorable of Biden	7%	(32)	8%	(36)	4%	(21)	3%	(17)	10%	(46)	68%	(330)	482
Somewhat Favorable of Biden	4%	(18)	7%	(34)	3%	(15)	2%	(10)	7%	(36)	77%	(374)	487
Somewhat Unfavorable of Biden	5%	(14)	8%	(23)	4%	(12)	2%	(6)	7%	(22)	74%	(222)	299
Very Unfavorable of Biden	2%	(20)	4%	(30)	3%	(28)	4%	(29)	8%	(63)	80%	(664)	835
#1 Issue: Economy	4%	(36)	7%	(62)	4%	(37)	3%	(25)	10%	(92)	72%	(660)	913
#1 Issue: Security	2%	(4)	5%	(12)	3%	(8)	3%	(8)	8%	(18)	79%	(191)	243
#1 Issue: Health Care	5%	(9)	7%	(11)	3%	(5)	4%	(7)	9%	(15)	72%	(122)	170
#1 Issue: Medicare / Social Security	2%	(6)	2%	(6)	2%	(6)	3%	(7)	4%	(11)	86%	(230)	266
#1 Issue: Women's Issues	4%	(12)	7%	(20)	4%	(12)	3%	(8)	9%	(27)	75%	(232)	311
#1 Issue: Education	12%	(7)	10%	(6)	10%	(6)	9%	(5)	12%	(7)	47%	(28)	59
#1 Issue: Energy	7%	(9)	7%	(10)	4%	(6)	3%	(4)	8%	(11)	71%	(95)	134
#1 Issue: Other	3%	(3)	1%	(1)	1%	(1)	1%	(1)	4%	(4)	91%	(104)	115
2020 Vote: Joe Biden	5%	(44)	7%	(67)	4%	(41)	4%	(36)	9%	(82)	71%	(675)	945
2020 Vote: Donald Trump	4%	(26)	5%	(38)	3%	(19)	2%	(18)	7%	(49)	80%	(590)	740
2020 Vote: Other	1%	(1)	—	(0)	13%	(9)	5%	(3)	11%	(8)	70%	(47)	67
2020 Vote: Didn't Vote	3%	(15)	5%	(24)	3%	(12)	2%	(10)	10%	(48)	76%	(350)	459
2018 House Vote: Democrat	5%	(38)	7%	(56)	5%	(35)	4%	(30)	7%	(56)	72%	(540)	755
2018 House Vote: Republican	2%	(11)	5%	(30)	3%	(19)	2%	(13)	6%	(33)	82%	(483)	589
2018 House Vote: Someone else	2%	(1)	2%	(1)	3%	(1)	2%	(1)	14%	(7)	77%	(38)	50
2016 Vote: Hillary Clinton	4%	(30)	7%	(46)	4%	(28)	4%	(31)	8%	(56)	73%	(505)	695
2016 Vote: Donald Trump	3%	(17)	5%	(32)	3%	(18)	2%	(15)	5%	(30)	83%	(543)	656
2016 Vote: Other	3%	(3)	2%	(1)	4%	(3)	—	(0)	6%	(5)	85%	(73)	86
2016 Vote: Didn't Vote	5%	(37)	7%	(50)	4%	(28)	3%	(20)	12%	(93)	70%	(536)	765

Table MCFE5_34: *Do you have a favorable or unfavorable opinion of the following?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*

Guy Beahm (Dr Disrespect)

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	4%	(87)	6%	(130)	4%	(80)	3%	(66)	8%	(186)	75%	(1661)	2210
Voted in 2014: Yes	3%	(38)	6%	(73)	3%	(42)	3%	(41)	7%	(83)	77%	(949)	1227
Voted in 2014: No	5%	(49)	6%	(56)	4%	(38)	3%	(26)	10%	(103)	72%	(712)	983
4-Region: Northeast	4%	(15)	6%	(25)	4%	(15)	3%	(11)	9%	(36)	73%	(281)	383
4-Region: Midwest	5%	(24)	4%	(16)	3%	(13)	3%	(12)	7%	(32)	79%	(360)	456
4-Region: South	4%	(33)	6%	(49)	3%	(28)	3%	(26)	9%	(75)	75%	(634)	844
4-Region: West	3%	(16)	8%	(40)	5%	(24)	3%	(17)	8%	(43)	74%	(387)	527
TikTok Users	7%	(54)	10%	(77)	4%	(35)	3%	(25)	11%	(90)	65%	(513)	793
Twitch Users	18%	(40)	20%	(44)	9%	(18)	6%	(13)	11%	(24)	35%	(76)	216
2022 Sports Viewers/Attendees	5%	(68)	7%	(104)	4%	(63)	3%	(49)	8%	(117)	73%	(1074)	1475
Monthly Moviegoers	9%	(29)	15%	(47)	11%	(35)	5%	(15)	12%	(38)	49%	(156)	320
Few Times per Year + Moviegoers	7%	(60)	10%	(88)	6%	(59)	4%	(34)	10%	(91)	64%	(587)	920
Heard Smile Campaign	10%	(55)	13%	(71)	8%	(44)	5%	(25)	15%	(80)	50%	(276)	551
Heard Minion Campaign	10%	(55)	13%	(71)	7%	(39)	5%	(27)	15%	(82)	49%	(266)	540
Listens to Podcasts	7%	(74)	9%	(99)	6%	(67)	3%	(38)	10%	(112)	66%	(742)	1132
Streaming Services User	5%	(82)	7%	(123)	4%	(75)	3%	(56)	9%	(156)	72%	(1281)	1773
Netflix User	5%	(72)	7%	(107)	5%	(69)	3%	(51)	10%	(141)	70%	(1035)	1474
Disney+ User	5%	(54)	10%	(95)	6%	(59)	4%	(40)	10%	(94)	65%	(643)	984
Heterosexual or straight	4%	(80)	6%	(117)	4%	(71)	3%	(59)	8%	(151)	76%	(1493)	1971
Gay	—	(0)	5%	(3)	2%	(2)	1%	(1)	16%	(11)	75%	(51)	68
Bisexual	5%	(4)	4%	(3)	4%	(4)	6%	(5)	17%	(15)	64%	(57)	88
Yes	3%	(2)	9%	(6)	6%	(4)	7%	(5)	14%	(10)	61%	(43)	70
No	4%	(85)	6%	(123)	4%	(76)	3%	(62)	8%	(176)	76%	(1618)	2140

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

Table MCFE5_35: *Do you have a favorable or unfavorable opinion of the following?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Rachell Hofstetter (Valkyrae)

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	4%	(86)	6%	(138)	3%	(71)	3%	(62)	10%	(213)	74%	(1640)	2210
Gender: Male	5%	(54)	8%	(90)	4%	(46)	4%	(39)	10%	(110)	68%	(729)	1068
Gender: Female	3%	(32)	4%	(48)	2%	(25)	2%	(23)	9%	(103)	80%	(911)	1142
Age: 18-34	8%	(53)	12%	(78)	6%	(41)	5%	(34)	14%	(92)	54%	(344)	642
Age: 35-44	5%	(19)	10%	(37)	4%	(15)	3%	(10)	8%	(28)	70%	(255)	365
Age: 45-64	2%	(13)	2%	(16)	2%	(16)	2%	(11)	10%	(70)	82%	(588)	714
Age: 65+	—	(1)	1%	(6)	—	(0)	1%	(7)	5%	(22)	93%	(453)	489
GenZers: 1997-2012	12%	(32)	11%	(28)	7%	(18)	7%	(18)	17%	(45)	45%	(116)	256
Millennials: 1981-1996	6%	(38)	12%	(76)	5%	(35)	4%	(25)	10%	(64)	63%	(414)	653
GenXers: 1965-1980	2%	(13)	5%	(27)	2%	(13)	2%	(10)	11%	(60)	78%	(433)	555
Baby Boomers: 1946-1964	—	(3)	1%	(7)	1%	(5)	1%	(9)	6%	(40)	90%	(609)	673
PID: Dem (no lean)	6%	(47)	9%	(78)	5%	(39)	3%	(25)	8%	(73)	69%	(597)	860
PID: Ind (no lean)	2%	(12)	4%	(25)	2%	(16)	3%	(19)	12%	(82)	77%	(521)	674
PID: Rep (no lean)	4%	(27)	5%	(35)	2%	(17)	3%	(17)	9%	(58)	77%	(522)	676
PID/Gender: Dem Men	8%	(30)	12%	(46)	8%	(30)	4%	(17)	9%	(35)	60%	(236)	394
PID/Gender: Dem Women	4%	(18)	7%	(32)	2%	(9)	2%	(9)	8%	(37)	77%	(360)	465
PID/Gender: Ind Men	2%	(6)	5%	(16)	3%	(9)	4%	(13)	14%	(50)	73%	(251)	345
PID/Gender: Ind Women	2%	(6)	3%	(9)	2%	(7)	2%	(6)	10%	(32)	82%	(270)	329
PID/Gender: Rep Men	5%	(17)	8%	(28)	2%	(8)	3%	(10)	8%	(25)	74%	(241)	328
PID/Gender: Rep Women	3%	(9)	2%	(7)	3%	(9)	2%	(8)	10%	(33)	81%	(281)	348
Ideo: Liberal (1-3)	6%	(37)	8%	(50)	5%	(32)	3%	(22)	8%	(54)	70%	(461)	656
Ideo: Moderate (4)	3%	(19)	8%	(59)	3%	(21)	3%	(20)	12%	(91)	72%	(540)	751
Ideo: Conservative (5-7)	4%	(27)	3%	(21)	2%	(16)	3%	(19)	7%	(49)	80%	(534)	666
Educ: < College	4%	(64)	5%	(77)	4%	(51)	3%	(41)	10%	(139)	74%	(1065)	1437
Educ: Bachelors degree	3%	(16)	9%	(43)	3%	(13)	3%	(14)	10%	(50)	72%	(355)	491
Educ: Post-grad	2%	(7)	6%	(18)	3%	(7)	2%	(6)	8%	(23)	78%	(221)	282
Income: Under 50k	5%	(59)	5%	(62)	3%	(32)	2%	(24)	11%	(138)	75%	(955)	1271
Income: 50k-100k	3%	(20)	8%	(51)	4%	(29)	5%	(30)	8%	(52)	72%	(474)	656
Income: 100k+	2%	(7)	9%	(24)	4%	(10)	3%	(7)	8%	(23)	75%	(211)	283
Ethnicity: White	3%	(50)	5%	(93)	2%	(42)	2%	(38)	9%	(154)	78%	(1335)	1711

Continued on next page

Table MCFE5_35: *Do you have a favorable or unfavorable opinion of the following?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Rachell Hofstetter (Valkyrae)

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	4%	(86)	6%	(138)	3%	(71)	3%	(62)	10%	(213)	74%	(1640)	2210
Ethnicity: Hispanic	6%	(22)	10%	(39)	4%	(14)	3%	(12)	17%	(65)	60%	(222)	374
Ethnicity: Black	9%	(24)	11%	(30)	6%	(18)	6%	(16)	12%	(34)	57%	(160)	282
Ethnicity: Other	6%	(12)	7%	(15)	6%	(12)	4%	(8)	11%	(25)	67%	(145)	217
All Christian	3%	(33)	6%	(63)	3%	(32)	2%	(26)	9%	(90)	76%	(786)	1029
All Non-Christian	8%	(10)	9%	(11)	3%	(4)	3%	(4)	11%	(14)	66%	(85)	129
Atheist	2%	(2)	9%	(9)	2%	(2)	7%	(7)	6%	(6)	74%	(74)	99
Agnostic/Nothing in particular	4%	(26)	5%	(32)	3%	(19)	2%	(14)	13%	(75)	72%	(421)	587
Something Else	4%	(15)	6%	(23)	4%	(15)	3%	(11)	7%	(27)	75%	(275)	365
Religious Non-Protestant/Catholic	7%	(10)	10%	(15)	3%	(4)	3%	(5)	11%	(17)	67%	(103)	154
Evangelical	5%	(29)	9%	(48)	3%	(18)	3%	(17)	8%	(45)	72%	(402)	558
Non-Evangelical	2%	(18)	4%	(30)	4%	(28)	2%	(18)	8%	(67)	80%	(630)	792
Community: Urban	6%	(36)	11%	(73)	3%	(19)	3%	(18)	11%	(71)	66%	(421)	638
Community: Suburban	3%	(35)	5%	(47)	4%	(40)	3%	(27)	10%	(97)	76%	(769)	1014
Community: Rural	3%	(14)	3%	(18)	2%	(13)	3%	(17)	8%	(45)	81%	(451)	558
Employ: Private Sector	6%	(41)	10%	(63)	5%	(33)	4%	(25)	10%	(65)	65%	(427)	654
Employ: Government	1%	(2)	11%	(15)	5%	(6)	7%	(10)	10%	(14)	66%	(89)	136
Employ: Self-Employed	5%	(8)	8%	(13)	4%	(7)	3%	(5)	12%	(19)	68%	(114)	166
Employ: Homemaker	2%	(4)	3%	(5)	2%	(4)	1%	(2)	10%	(20)	81%	(155)	190
Employ: Student	12%	(8)	11%	(7)	11%	(7)	3%	(2)	12%	(7)	51%	(32)	62
Employ: Retired	—	(3)	1%	(7)	1%	(6)	1%	(8)	5%	(30)	91%	(510)	563
Employ: Unemployed	4%	(12)	7%	(21)	2%	(5)	3%	(8)	14%	(43)	70%	(212)	301
Employ: Other	6%	(8)	5%	(7)	3%	(4)	1%	(1)	10%	(14)	74%	(102)	137
Military HH: Yes	1%	(3)	3%	(10)	3%	(7)	4%	(12)	12%	(33)	77%	(218)	283
Military HH: No	4%	(83)	7%	(128)	3%	(64)	3%	(50)	9%	(179)	74%	(1422)	1927
RD/WT: Right Direction	6%	(43)	12%	(77)	5%	(31)	3%	(23)	10%	(70)	63%	(423)	666
RD/WT: Wrong Track	3%	(43)	4%	(61)	3%	(41)	3%	(39)	9%	(143)	79%	(1217)	1544
Biden Job Approve	5%	(51)	8%	(82)	4%	(37)	3%	(32)	9%	(89)	70%	(680)	970
Biden Job Disapprove	3%	(33)	4%	(50)	3%	(33)	2%	(28)	9%	(108)	78%	(892)	1144

Table MCFE5_35: *Do you have a favorable or unfavorable opinion of the following?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Rachell Hofstetter (Valkyrae)

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	4%	(86)	6%	(138)	3%	(71)	3%	(62)	10%	(213)	74%	(1640)	2210
Biden Job Strongly Approve	8%	(36)	10%	(42)	4%	(16)	4%	(17)	11%	(47)	63%	(274)	433
Biden Job Somewhat Approve	3%	(15)	7%	(39)	4%	(21)	3%	(14)	8%	(42)	76%	(406)	537
Biden Job Somewhat Disapprove	4%	(14)	5%	(15)	4%	(12)	2%	(7)	13%	(43)	73%	(246)	339
Biden Job Strongly Disapprove	2%	(19)	4%	(34)	3%	(21)	3%	(21)	8%	(65)	80%	(645)	805
Favorable of Biden	5%	(52)	8%	(82)	3%	(31)	3%	(29)	8%	(81)	71%	(693)	969
Unfavorable of Biden	3%	(32)	4%	(50)	3%	(38)	3%	(30)	9%	(106)	77%	(879)	1134
Very Favorable of Biden	7%	(33)	10%	(47)	3%	(14)	4%	(19)	9%	(45)	67%	(325)	482
Somewhat Favorable of Biden	4%	(20)	7%	(36)	4%	(17)	2%	(11)	7%	(36)	75%	(368)	487
Somewhat Unfavorable of Biden	4%	(13)	6%	(16)	3%	(10)	2%	(5)	10%	(31)	75%	(223)	299
Very Unfavorable of Biden	2%	(19)	4%	(33)	3%	(27)	3%	(25)	9%	(76)	78%	(656)	835
#1 Issue: Economy	4%	(36)	7%	(66)	3%	(29)	3%	(24)	9%	(83)	74%	(675)	913
#1 Issue: Security	2%	(5)	3%	(8)	2%	(6)	4%	(10)	13%	(32)	75%	(182)	243
#1 Issue: Health Care	1%	(3)	12%	(20)	2%	(4)	1%	(2)	12%	(21)	71%	(121)	170
#1 Issue: Medicare / Social Security	2%	(6)	2%	(6)	2%	(5)	3%	(7)	7%	(18)	84%	(224)	266
#1 Issue: Women's Issues	6%	(20)	5%	(16)	5%	(15)	3%	(10)	12%	(38)	68%	(212)	311
#1 Issue: Education	8%	(5)	13%	(8)	13%	(7)	4%	(2)	11%	(7)	51%	(30)	59
#1 Issue: Energy	7%	(9)	7%	(10)	4%	(6)	4%	(5)	7%	(9)	71%	(95)	134
#1 Issue: Other	2%	(2)	4%	(4)	—	(0)	1%	(1)	5%	(6)	88%	(101)	115
2020 Vote: Joe Biden	4%	(40)	8%	(76)	4%	(39)	3%	(30)	9%	(90)	71%	(671)	945
2020 Vote: Donald Trump	3%	(25)	5%	(39)	3%	(21)	2%	(18)	8%	(61)	78%	(575)	740
2020 Vote: Other	5%	(3)	5%	(3)	4%	(3)	1%	(1)	12%	(8)	73%	(49)	67
2020 Vote: Didn't Vote	4%	(18)	4%	(20)	2%	(9)	3%	(13)	12%	(54)	75%	(344)	459
2018 House Vote: Democrat	5%	(35)	9%	(71)	4%	(28)	4%	(27)	8%	(62)	71%	(532)	755
2018 House Vote: Republican	3%	(16)	5%	(28)	2%	(14)	2%	(11)	8%	(50)	80%	(469)	589
2018 House Vote: Someone else	—	(0)	4%	(2)	—	(0)	2%	(1)	7%	(3)	88%	(43)	50
2016 Vote: Hillary Clinton	4%	(29)	9%	(63)	3%	(19)	3%	(24)	9%	(59)	72%	(500)	695
2016 Vote: Donald Trump	3%	(20)	5%	(31)	2%	(16)	2%	(14)	6%	(37)	82%	(538)	656
2016 Vote: Other	3%	(3)	2%	(1)	1%	(1)	1%	(1)	6%	(6)	87%	(74)	86
2016 Vote: Didn't Vote	4%	(34)	5%	(41)	4%	(34)	3%	(22)	14%	(110)	68%	(524)	765

Continued on next page

Table MCFE5_35: *Do you have a favorable or unfavorable opinion of the following?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Rachell Hofstetter (Valkyrae)

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	4%	(86)	6%	(138)	3%	(71)	3%	(62)	10%	(213)	74%	(1640)	2210
Voted in 2014: Yes	3%	(40)	7%	(83)	3%	(33)	3%	(37)	7%	(84)	77%	(949)	1227
Voted in 2014: No	5%	(46)	6%	(55)	4%	(38)	2%	(24)	13%	(129)	70%	(691)	983
4-Region: Northeast	4%	(14)	7%	(28)	3%	(10)	5%	(18)	10%	(37)	72%	(274)	383
4-Region: Midwest	4%	(17)	6%	(26)	2%	(9)	2%	(10)	8%	(36)	78%	(358)	456
4-Region: South	4%	(36)	5%	(46)	4%	(31)	3%	(25)	10%	(83)	74%	(623)	844
4-Region: West	3%	(18)	7%	(38)	4%	(21)	1%	(8)	11%	(56)	73%	(386)	527
TikTok Users	7%	(53)	10%	(78)	5%	(40)	4%	(29)	12%	(98)	62%	(495)	793
Twitch Users	12%	(25)	20%	(43)	8%	(18)	6%	(13)	14%	(31)	39%	(85)	216
2022 Sports Viewers/Attendees	5%	(70)	7%	(104)	3%	(49)	3%	(46)	10%	(151)	72%	(1055)	1475
Monthly Moviegoers	10%	(31)	17%	(55)	7%	(23)	3%	(11)	12%	(39)	50%	(162)	320
Few Times per Year + Moviegoers	6%	(60)	10%	(96)	5%	(50)	3%	(29)	11%	(100)	64%	(585)	920
Heard Smile Campaign	11%	(61)	14%	(76)	6%	(35)	4%	(21)	18%	(98)	47%	(261)	551
Heard Minion Campaign	11%	(59)	15%	(80)	7%	(38)	4%	(23)	18%	(95)	45%	(244)	540
Listens to Podcasts	6%	(71)	9%	(105)	4%	(50)	4%	(41)	13%	(143)	64%	(722)	1132
Streaming Services User	5%	(84)	7%	(128)	4%	(65)	3%	(53)	10%	(182)	71%	(1261)	1773
Netflix User	5%	(78)	8%	(119)	4%	(59)	3%	(49)	11%	(156)	69%	(1013)	1474
Disney+ User	6%	(64)	10%	(94)	5%	(46)	4%	(38)	13%	(123)	63%	(619)	984
Heterosexual or straight	4%	(72)	6%	(119)	3%	(63)	3%	(58)	9%	(179)	75%	(1479)	1971
Gay	3%	(2)	6%	(4)	1%	(1)	2%	(2)	8%	(6)	79%	(53)	68
Bisexual	7%	(6)	8%	(7)	5%	(5)	—	(0)	13%	(11)	66%	(59)	88
Yes	9%	(6)	16%	(11)	4%	(3)	—	(0)	11%	(8)	60%	(42)	70
No	4%	(80)	6%	(127)	3%	(69)	3%	(62)	10%	(205)	75%	(1598)	2140

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

Table MCFE6_1: *How interested or uninterested are you in seeing online influencers appear in the following?*

Movies in an acting role

Demographic	Very interested		Somewhat interested		Somewhat uninterested		Very uninterested		Don't know / No opinion		Total N
Adults	12%	(261)	20%	(432)	13%	(283)	35%	(765)	21%	(470)	2210
Gender: Male	13%	(142)	21%	(219)	12%	(130)	38%	(407)	16%	(170)	1068
Gender: Female	10%	(119)	19%	(212)	13%	(153)	31%	(358)	26%	(300)	1142
Age: 18-34	22%	(142)	27%	(174)	16%	(100)	20%	(125)	16%	(102)	642
Age: 35-44	13%	(47)	23%	(85)	12%	(44)	31%	(114)	21%	(75)	365
Age: 45-64	8%	(60)	19%	(134)	11%	(82)	34%	(243)	27%	(195)	714
Age: 65+	2%	(12)	8%	(39)	12%	(57)	58%	(282)	20%	(98)	489
GenZers: 1997-2012	27%	(69)	27%	(70)	17%	(43)	14%	(37)	15%	(38)	256
Millennials: 1981-1996	17%	(113)	24%	(159)	14%	(90)	26%	(171)	18%	(120)	653
GenXers: 1965-1980	10%	(55)	22%	(122)	12%	(65)	30%	(168)	26%	(145)	555
Baby Boomers: 1946-1964	3%	(22)	11%	(73)	11%	(76)	52%	(349)	23%	(154)	673
PID: Dem (no lean)	16%	(138)	23%	(193)	13%	(110)	30%	(254)	19%	(163)	860
PID: Ind (no lean)	8%	(55)	15%	(100)	12%	(82)	40%	(271)	25%	(166)	674
PID: Rep (no lean)	10%	(67)	20%	(138)	13%	(91)	35%	(240)	21%	(141)	676
PID/Gender: Dem Men	20%	(77)	27%	(106)	14%	(56)	28%	(111)	11%	(44)	394
PID/Gender: Dem Women	13%	(61)	19%	(88)	12%	(54)	31%	(143)	26%	(120)	465
PID/Gender: Ind Men	8%	(27)	15%	(51)	11%	(38)	47%	(161)	20%	(68)	345
PID/Gender: Ind Women	9%	(28)	15%	(49)	13%	(44)	34%	(110)	30%	(98)	329
PID/Gender: Rep Men	12%	(38)	19%	(62)	11%	(36)	41%	(134)	18%	(58)	328
PID/Gender: Rep Women	8%	(29)	22%	(76)	16%	(55)	30%	(106)	24%	(82)	348
Ideo: Liberal (1-3)	14%	(91)	19%	(124)	14%	(89)	39%	(256)	14%	(94)	656
Ideo: Moderate (4)	12%	(87)	22%	(166)	14%	(106)	27%	(203)	25%	(189)	751
Ideo: Conservative (5-7)	10%	(67)	18%	(123)	10%	(70)	42%	(280)	19%	(126)	666
Educ: < College	14%	(197)	21%	(300)	12%	(169)	29%	(413)	25%	(359)	1437
Educ: Bachelors degree	8%	(40)	19%	(91)	16%	(76)	42%	(208)	15%	(75)	491
Educ: Post-grad	8%	(24)	14%	(41)	13%	(38)	51%	(144)	13%	(36)	282
Income: Under 50k	12%	(151)	21%	(273)	12%	(152)	29%	(373)	25%	(322)	1271
Income: 50k-100k	12%	(79)	17%	(114)	13%	(86)	41%	(271)	16%	(106)	656
Income: 100k+	11%	(31)	16%	(45)	16%	(45)	43%	(120)	15%	(42)	283
Ethnicity: White	8%	(139)	19%	(325)	13%	(216)	38%	(657)	22%	(374)	1711
Ethnicity: Hispanic	22%	(82)	21%	(80)	12%	(44)	23%	(88)	22%	(81)	374

Table MCFE6_1: *How interested or uninterested are you in seeing online influencers appear in the following?*

Movies in an acting role

Demographic	Very interested		Somewhat interested		Somewhat uninterested		Very uninterested		Don't know / No opinion		Total N
Adults	12%	(261)	20%	(432)	13%	(283)	35%	(765)	21%	(470)	2210
Ethnicity: Black	29%	(83)	24%	(69)	13%	(37)	16%	(45)	17%	(49)	282
Ethnicity: Other	18%	(39)	18%	(38)	14%	(30)	29%	(63)	22%	(47)	217
All Christian	10%	(103)	19%	(195)	13%	(138)	36%	(368)	22%	(225)	1029
All Non-Christian	14%	(18)	18%	(23)	16%	(21)	37%	(48)	15%	(20)	129
Atheist	4%	(4)	21%	(21)	8%	(8)	58%	(57)	9%	(9)	99
Agnostic/Nothing in particular	11%	(63)	18%	(104)	14%	(80)	34%	(197)	24%	(143)	587
Something Else	20%	(73)	24%	(89)	10%	(36)	26%	(94)	20%	(73)	365
Religious Non-Protestant/Catholic	13%	(19)	20%	(31)	18%	(27)	35%	(54)	14%	(22)	154
Evangelical	19%	(105)	23%	(129)	11%	(61)	27%	(149)	20%	(114)	558
Non-Evangelical	9%	(68)	18%	(141)	13%	(103)	38%	(303)	22%	(177)	792
Community: Urban	18%	(112)	25%	(160)	13%	(83)	27%	(170)	18%	(113)	638
Community: Suburban	10%	(101)	17%	(170)	13%	(136)	40%	(407)	20%	(200)	1014
Community: Rural	8%	(47)	18%	(102)	11%	(64)	34%	(188)	28%	(157)	558
Employ: Private Sector	15%	(95)	23%	(149)	13%	(88)	31%	(205)	18%	(117)	654
Employ: Government	21%	(29)	28%	(39)	9%	(13)	30%	(41)	11%	(15)	136
Employ: Self-Employed	23%	(38)	21%	(35)	12%	(20)	30%	(51)	13%	(22)	166
Employ: Homemaker	9%	(17)	21%	(40)	15%	(29)	29%	(55)	25%	(48)	190
Employ: Student	16%	(10)	27%	(17)	21%	(13)	28%	(17)	8%	(5)	62
Employ: Retired	3%	(16)	12%	(67)	12%	(70)	50%	(281)	23%	(129)	563
Employ: Unemployed	11%	(33)	19%	(56)	13%	(39)	27%	(80)	31%	(92)	301
Employ: Other	16%	(22)	20%	(28)	8%	(10)	25%	(35)	30%	(42)	137
Military HH: Yes	6%	(18)	18%	(50)	11%	(32)	48%	(136)	16%	(47)	283
Military HH: No	13%	(242)	20%	(381)	13%	(251)	33%	(629)	22%	(423)	1927
RD/WT: Right Direction	20%	(133)	23%	(156)	12%	(78)	28%	(184)	17%	(115)	666
RD/WT: Wrong Track	8%	(128)	18%	(276)	13%	(205)	38%	(580)	23%	(355)	1544
Biden Job Approve	16%	(158)	22%	(211)	13%	(126)	32%	(306)	17%	(168)	970
Biden Job Disapprove	8%	(95)	18%	(208)	13%	(149)	39%	(441)	22%	(251)	1144

Table MCFE6_1: *How interested or uninterested are you in seeing online influencers appear in the following?*
Movies in an acting role

Demographic	Very interested		Somewhat interested		Somewhat uninterested		Very uninterested		Don't know / No opinion		Total N
Adults	12%	(261)	20%	(432)	13%	(283)	35%	(765)	21%	(470)	2210
Biden Job Strongly Approve	24%	(106)	19%	(83)	10%	(41)	31%	(136)	15%	(67)	433
Biden Job Somewhat Approve	10%	(52)	24%	(129)	16%	(84)	32%	(171)	19%	(101)	537
Biden Job Somewhat Disapprove	9%	(32)	26%	(88)	17%	(57)	31%	(105)	17%	(57)	339
Biden Job Strongly Disapprove	8%	(64)	15%	(120)	11%	(92)	42%	(336)	24%	(193)	805
Favorable of Biden	15%	(145)	23%	(221)	13%	(124)	31%	(300)	18%	(179)	969
Unfavorable of Biden	9%	(99)	18%	(199)	13%	(144)	39%	(446)	22%	(246)	1134
Very Favorable of Biden	21%	(101)	21%	(101)	10%	(46)	31%	(149)	18%	(85)	482
Somewhat Favorable of Biden	9%	(44)	25%	(120)	16%	(77)	31%	(151)	19%	(95)	487
Somewhat Unfavorable of Biden	10%	(31)	21%	(63)	16%	(48)	33%	(100)	19%	(57)	299
Very Unfavorable of Biden	8%	(68)	16%	(135)	11%	(96)	41%	(347)	23%	(189)	835
#1 Issue: Economy	12%	(105)	21%	(193)	13%	(116)	35%	(319)	20%	(179)	913
#1 Issue: Security	10%	(25)	14%	(34)	12%	(30)	38%	(92)	26%	(62)	243
#1 Issue: Health Care	16%	(28)	25%	(42)	9%	(16)	30%	(52)	20%	(34)	170
#1 Issue: Medicare / Social Security	7%	(17)	13%	(34)	12%	(31)	47%	(125)	22%	(58)	266
#1 Issue: Women's Issues	16%	(49)	18%	(57)	15%	(48)	26%	(80)	25%	(78)	311
#1 Issue: Education	23%	(13)	30%	(18)	15%	(9)	21%	(12)	11%	(7)	59
#1 Issue: Energy	11%	(14)	31%	(42)	16%	(22)	24%	(33)	17%	(23)	134
#1 Issue: Other	8%	(9)	12%	(13)	10%	(11)	46%	(53)	25%	(29)	115
2020 Vote: Joe Biden	14%	(128)	21%	(197)	13%	(121)	36%	(342)	17%	(156)	945
2020 Vote: Donald Trump	9%	(68)	17%	(126)	13%	(97)	39%	(287)	22%	(161)	740
2020 Vote: Other	4%	(3)	8%	(5)	15%	(10)	49%	(33)	23%	(15)	67
2020 Vote: Didn't Vote	13%	(62)	22%	(103)	12%	(54)	22%	(103)	30%	(137)	459
2018 House Vote: Democrat	14%	(109)	20%	(149)	12%	(91)	38%	(285)	16%	(121)	755
2018 House Vote: Republican	8%	(48)	16%	(92)	12%	(69)	44%	(256)	21%	(123)	589
2018 House Vote: Someone else	9%	(4)	11%	(6)	18%	(9)	43%	(21)	19%	(10)	50
2016 Vote: Hillary Clinton	14%	(96)	19%	(133)	13%	(90)	39%	(269)	15%	(107)	695
2016 Vote: Donald Trump	9%	(58)	17%	(109)	12%	(79)	41%	(271)	21%	(138)	656
2016 Vote: Other	2%	(2)	12%	(10)	13%	(11)	53%	(45)	20%	(17)	86
2016 Vote: Didn't Vote	13%	(103)	23%	(177)	13%	(101)	23%	(177)	27%	(208)	765

Continued on next page

Table MCFE6_1: *How interested or uninterested are you in seeing online influencers appear in the following?*
Movies in an acting role

Demographic	Very interested		Somewhat interested		Somewhat uninterested		Very uninterested		Don't know / No opinion		Total N
Adults	12%	(261)	20%	(432)	13%	(283)	35%	(765)	21%	(470)	2210
Voted in 2014: Yes	10%	(124)	18%	(217)	12%	(150)	42%	(513)	18%	(223)	1227
Voted in 2014: No	14%	(137)	22%	(215)	14%	(133)	26%	(251)	25%	(247)	983
4-Region: Northeast	10%	(39)	18%	(67)	14%	(54)	37%	(142)	21%	(79)	383
4-Region: Midwest	9%	(39)	20%	(90)	12%	(56)	38%	(175)	21%	(96)	456
4-Region: South	14%	(120)	21%	(177)	12%	(104)	31%	(264)	21%	(179)	844
4-Region: West	12%	(62)	18%	(97)	13%	(68)	35%	(184)	22%	(115)	527
TikTok Users	20%	(155)	26%	(208)	15%	(120)	20%	(155)	20%	(155)	793
Twitch Users	28%	(60)	36%	(78)	12%	(27)	13%	(28)	11%	(23)	216
2022 Sports Viewers/Attendees	13%	(195)	21%	(307)	13%	(197)	35%	(520)	17%	(256)	1475
Monthly Moviegoers	26%	(85)	32%	(102)	11%	(34)	23%	(75)	8%	(26)	320
Few Times per Year + Moviegoers	19%	(171)	26%	(240)	13%	(120)	28%	(260)	14%	(128)	920
Heard Smile Campaign	27%	(146)	32%	(176)	14%	(77)	15%	(85)	12%	(66)	551
Heard Minion Campaign	28%	(153)	31%	(166)	15%	(82)	16%	(86)	10%	(53)	540
Listens to Podcasts	18%	(201)	25%	(281)	14%	(155)	29%	(326)	15%	(169)	1132
Streaming Services User	14%	(242)	21%	(376)	14%	(246)	32%	(561)	20%	(347)	1773
Netflix User	14%	(206)	22%	(331)	14%	(201)	30%	(443)	20%	(293)	1474
Disney+ User	17%	(164)	23%	(227)	14%	(142)	27%	(262)	19%	(188)	984
Heterosexual or straight	12%	(230)	19%	(383)	13%	(247)	35%	(697)	21%	(412)	1971
Gay	13%	(9)	17%	(12)	13%	(9)	36%	(25)	20%	(14)	68
Bisexual	16%	(14)	17%	(15)	16%	(14)	23%	(20)	29%	(25)	88
Yes	19%	(13)	19%	(13)	23%	(16)	27%	(19)	12%	(9)	70
No	12%	(248)	20%	(419)	12%	(267)	35%	(746)	22%	(461)	2140

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

Table MCFE6_2: *How interested or uninterested are you in seeing online influencers appear in the following?*
Movies as themselves

Demographic	Very interested		Somewhat interested		Somewhat uninterested		Very uninterested		Don't know / No opinion		Total N
Adults	13%	(277)	20%	(440)	12%	(259)	36%	(796)	20%	(437)	2210
Gender: Male	15%	(156)	21%	(219)	12%	(131)	38%	(408)	14%	(153)	1068
Gender: Female	11%	(121)	19%	(221)	11%	(128)	34%	(389)	25%	(284)	1142
Age: 18-34	22%	(138)	27%	(176)	14%	(91)	22%	(138)	15%	(99)	642
Age: 35-44	15%	(55)	23%	(82)	14%	(52)	29%	(108)	19%	(68)	365
Age: 45-64	10%	(68)	19%	(136)	10%	(71)	36%	(256)	26%	(183)	714
Age: 65+	3%	(15)	10%	(47)	9%	(45)	60%	(295)	18%	(87)	489
GenZers: 1997-2012	27%	(68)	24%	(63)	16%	(40)	19%	(49)	14%	(37)	256
Millennials: 1981-1996	18%	(116)	25%	(166)	14%	(90)	26%	(167)	17%	(114)	653
GenXers: 1965-1980	12%	(65)	22%	(124)	11%	(61)	31%	(172)	24%	(133)	555
Baby Boomers: 1946-1964	4%	(27)	12%	(83)	9%	(59)	54%	(364)	21%	(139)	673
PID: Dem (no lean)	17%	(144)	22%	(191)	12%	(100)	32%	(274)	18%	(151)	860
PID: Ind (no lean)	9%	(58)	17%	(113)	12%	(84)	39%	(263)	23%	(158)	674
PID: Rep (no lean)	11%	(75)	20%	(137)	11%	(76)	38%	(260)	19%	(128)	676
PID/Gender: Dem Men	22%	(85)	26%	(102)	13%	(53)	29%	(115)	10%	(40)	394
PID/Gender: Dem Women	13%	(58)	19%	(89)	10%	(47)	34%	(159)	24%	(112)	465
PID/Gender: Ind Men	9%	(30)	15%	(53)	13%	(45)	44%	(152)	19%	(66)	345
PID/Gender: Ind Women	9%	(28)	18%	(59)	12%	(39)	33%	(110)	28%	(92)	329
PID/Gender: Rep Men	13%	(41)	20%	(65)	10%	(34)	43%	(141)	15%	(48)	328
PID/Gender: Rep Women	10%	(34)	21%	(72)	12%	(42)	34%	(119)	23%	(80)	348
Ideo: Liberal (1-3)	14%	(92)	19%	(126)	14%	(92)	40%	(262)	13%	(85)	656
Ideo: Moderate (4)	13%	(96)	24%	(179)	12%	(88)	28%	(207)	24%	(181)	751
Ideo: Conservative (5-7)	11%	(76)	17%	(114)	10%	(65)	45%	(301)	17%	(111)	666
Educ: < College	14%	(204)	21%	(297)	11%	(159)	31%	(446)	23%	(331)	1437
Educ: Bachelors degree	9%	(45)	20%	(100)	14%	(68)	42%	(208)	14%	(70)	491
Educ: Post-grad	10%	(27)	16%	(44)	12%	(33)	50%	(142)	13%	(36)	282
Income: Under 50k	13%	(166)	21%	(266)	12%	(148)	31%	(391)	24%	(301)	1271
Income: 50k-100k	10%	(68)	19%	(122)	11%	(75)	43%	(285)	16%	(105)	656
Income: 100k+	15%	(42)	19%	(52)	13%	(36)	43%	(120)	11%	(32)	283
Ethnicity: White	10%	(165)	19%	(327)	11%	(193)	40%	(685)	20%	(341)	1711
Ethnicity: Hispanic	18%	(69)	25%	(93)	15%	(54)	22%	(82)	20%	(75)	374

Table MCFE6_2: *How interested or uninterested are you in seeing online influencers appear in the following?*
Movies as themselves

Demographic	Very interested		Somewhat interested		Somewhat uninterested		Very uninterested		Don't know / No opinion		Total N
Adults	13%	(277)	20%	(440)	12%	(259)	36%	(796)	20%	(437)	2210
Ethnicity: Black	28%	(80)	25%	(70)	12%	(33)	18%	(50)	17%	(49)	282
Ethnicity: Other	15%	(32)	20%	(43)	16%	(34)	28%	(61)	22%	(47)	217
All Christian	10%	(107)	19%	(193)	12%	(119)	38%	(392)	21%	(218)	1029
All Non-Christian	18%	(24)	21%	(27)	10%	(13)	36%	(46)	15%	(19)	129
Atheist	7%	(7)	19%	(19)	9%	(9)	57%	(57)	9%	(8)	99
Agnostic/Nothing in particular	11%	(65)	19%	(113)	15%	(85)	34%	(199)	21%	(125)	587
Something Else	20%	(74)	24%	(89)	9%	(34)	28%	(101)	18%	(67)	365
Religious Non-Protestant/Catholic	15%	(24)	25%	(38)	12%	(19)	34%	(52)	14%	(21)	154
Evangelical	19%	(104)	22%	(123)	10%	(55)	29%	(162)	20%	(113)	558
Non-Evangelical	10%	(76)	18%	(142)	11%	(87)	40%	(320)	21%	(167)	792
Community: Urban	19%	(122)	24%	(154)	11%	(68)	30%	(188)	17%	(105)	638
Community: Suburban	10%	(104)	18%	(182)	13%	(129)	40%	(409)	19%	(191)	1014
Community: Rural	9%	(51)	19%	(104)	11%	(63)	36%	(199)	25%	(141)	558
Employ: Private Sector	16%	(104)	22%	(147)	12%	(80)	34%	(222)	16%	(102)	654
Employ: Government	21%	(29)	29%	(40)	9%	(12)	27%	(37)	14%	(18)	136
Employ: Self-Employed	23%	(37)	22%	(37)	11%	(18)	31%	(52)	13%	(22)	166
Employ: Homemaker	8%	(15)	22%	(41)	12%	(22)	33%	(62)	26%	(50)	190
Employ: Student	14%	(9)	25%	(15)	20%	(12)	30%	(19)	11%	(7)	62
Employ: Retired	4%	(25)	13%	(76)	9%	(49)	53%	(297)	21%	(116)	563
Employ: Unemployed	11%	(34)	20%	(60)	16%	(48)	24%	(73)	29%	(87)	301
Employ: Other	18%	(24)	18%	(25)	13%	(18)	25%	(34)	26%	(36)	137
Military HH: Yes	8%	(22)	19%	(54)	12%	(33)	47%	(134)	14%	(39)	283
Military HH: No	13%	(254)	20%	(387)	12%	(226)	34%	(662)	21%	(398)	1927
RD/WT: Right Direction	20%	(135)	23%	(152)	11%	(76)	29%	(195)	16%	(109)	666
RD/WT: Wrong Track	9%	(142)	19%	(289)	12%	(183)	39%	(602)	21%	(328)	1544
Biden Job Approve	17%	(163)	21%	(206)	12%	(119)	33%	(323)	16%	(159)	970
Biden Job Disapprove	10%	(111)	19%	(218)	12%	(133)	40%	(453)	20%	(229)	1144

Table MCFE6_2: *How interested or uninterested are you in seeing online influencers appear in the following?*
Movies as themselves

Demographic	Very interested		Somewhat interested		Somewhat uninterested		Very uninterested		Don't know / No opinion		Total N
Adults	13%	(277)	20%	(440)	12%	(259)	36%	(796)	20%	(437)	2210
Biden Job Strongly Approve	26%	(114)	16%	(70)	10%	(44)	34%	(146)	13%	(58)	433
Biden Job Somewhat Approve	9%	(48)	25%	(136)	14%	(75)	33%	(177)	19%	(102)	537
Biden Job Somewhat Disapprove	11%	(37)	27%	(91)	14%	(47)	32%	(109)	16%	(55)	339
Biden Job Strongly Disapprove	9%	(74)	16%	(127)	11%	(86)	43%	(344)	22%	(174)	805
Favorable of Biden	16%	(159)	21%	(206)	12%	(118)	33%	(319)	17%	(167)	969
Unfavorable of Biden	9%	(108)	19%	(218)	12%	(131)	40%	(455)	20%	(222)	1134
Very Favorable of Biden	24%	(115)	16%	(76)	10%	(49)	34%	(166)	16%	(77)	482
Somewhat Favorable of Biden	9%	(44)	27%	(130)	14%	(70)	32%	(154)	18%	(90)	487
Somewhat Unfavorable of Biden	10%	(30)	24%	(72)	13%	(39)	35%	(105)	18%	(53)	299
Very Unfavorable of Biden	9%	(78)	17%	(146)	11%	(92)	42%	(350)	20%	(169)	835
#1 Issue: Economy	12%	(112)	22%	(197)	12%	(113)	37%	(335)	17%	(157)	913
#1 Issue: Security	10%	(25)	16%	(38)	9%	(23)	39%	(95)	25%	(61)	243
#1 Issue: Health Care	16%	(27)	26%	(44)	13%	(22)	30%	(51)	16%	(27)	170
#1 Issue: Medicare / Social Security	5%	(14)	16%	(43)	8%	(23)	49%	(129)	21%	(57)	266
#1 Issue: Women's Issues	18%	(55)	18%	(57)	13%	(42)	27%	(85)	23%	(72)	311
#1 Issue: Education	26%	(16)	28%	(16)	10%	(6)	20%	(12)	15%	(9)	59
#1 Issue: Energy	14%	(18)	26%	(35)	14%	(19)	26%	(34)	20%	(27)	134
#1 Issue: Other	10%	(11)	9%	(10)	11%	(12)	48%	(55)	23%	(26)	115
2020 Vote: Joe Biden	16%	(147)	20%	(185)	12%	(112)	37%	(352)	16%	(148)	945
2020 Vote: Donald Trump	10%	(74)	19%	(143)	11%	(79)	40%	(296)	20%	(149)	740
2020 Vote: Other	5%	(3)	10%	(7)	15%	(10)	48%	(32)	21%	(14)	67
2020 Vote: Didn't Vote	12%	(53)	23%	(105)	13%	(58)	25%	(116)	27%	(126)	459
2018 House Vote: Democrat	16%	(117)	21%	(156)	11%	(82)	38%	(290)	15%	(110)	755
2018 House Vote: Republican	9%	(52)	18%	(106)	10%	(60)	43%	(256)	20%	(116)	589
2018 House Vote: Someone else	12%	(6)	14%	(7)	12%	(6)	40%	(20)	22%	(11)	50
2016 Vote: Hillary Clinton	14%	(100)	20%	(141)	11%	(74)	41%	(282)	14%	(99)	695
2016 Vote: Donald Trump	10%	(67)	19%	(123)	10%	(66)	42%	(275)	19%	(126)	656
2016 Vote: Other	5%	(5)	11%	(10)	11%	(9)	51%	(44)	22%	(19)	86
2016 Vote: Didn't Vote	13%	(101)	22%	(166)	15%	(111)	25%	(194)	25%	(192)	765

Table MCFE6_2: *How interested or uninterested are you in seeing online influencers appear in the following?*
Movies as themselves

Demographic	Very interested		Somewhat interested		Somewhat uninterested		Very uninterested		Don't know / No opinion		Total N
Adults	13%	(277)	20%	(440)	12%	(259)	36%	(796)	20%	(437)	2210
Voted in 2014: Yes	11%	(137)	19%	(228)	10%	(126)	43%	(529)	17%	(208)	1227
Voted in 2014: No	14%	(140)	22%	(213)	14%	(134)	27%	(268)	23%	(230)	983
4-Region: Northeast	10%	(37)	20%	(78)	12%	(45)	38%	(144)	20%	(78)	383
4-Region: Midwest	11%	(50)	18%	(80)	11%	(52)	40%	(182)	20%	(91)	456
4-Region: South	16%	(131)	20%	(169)	12%	(98)	33%	(278)	20%	(169)	844
4-Region: West	11%	(58)	21%	(113)	12%	(64)	36%	(192)	19%	(99)	527
TikTok Users	21%	(167)	25%	(198)	13%	(101)	22%	(174)	19%	(153)	793
Twitch Users	30%	(64)	34%	(72)	13%	(27)	14%	(31)	10%	(21)	216
2022 Sports Viewers/Attendees	14%	(200)	22%	(320)	13%	(185)	36%	(532)	16%	(238)	1475
Monthly Moviegoers	31%	(98)	33%	(106)	9%	(27)	21%	(68)	6%	(20)	320
Few Times per Year + Moviegoers	21%	(191)	26%	(236)	13%	(116)	29%	(264)	12%	(113)	920
Heard Smile Campaign	29%	(160)	30%	(168)	13%	(70)	17%	(95)	11%	(59)	551
Heard Minion Campaign	29%	(156)	31%	(168)	14%	(75)	17%	(91)	9%	(49)	540
Listens to Podcasts	18%	(206)	24%	(273)	13%	(150)	30%	(341)	14%	(161)	1132
Streaming Services User	15%	(262)	22%	(381)	12%	(220)	33%	(588)	18%	(322)	1773
Netflix User	15%	(227)	22%	(331)	13%	(187)	31%	(457)	19%	(273)	1474
Disney+ User	18%	(172)	24%	(241)	12%	(122)	28%	(271)	18%	(178)	984
Heterosexual or straight	12%	(239)	20%	(393)	11%	(222)	37%	(727)	20%	(389)	1971
Gay	15%	(10)	24%	(16)	10%	(7)	39%	(26)	13%	(9)	68
Bisexual	15%	(13)	20%	(18)	14%	(12)	26%	(23)	26%	(23)	88
Yes	12%	(8)	26%	(19)	12%	(9)	38%	(27)	12%	(8)	70
No	13%	(269)	20%	(422)	12%	(251)	36%	(770)	20%	(429)	2140

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

Table MCFE6_3: *How interested or uninterested are you in seeing online influencers appear in the following?*

TV shows in an acting role

Demographic	Very interested		Somewhat interested		Somewhat uninterested		Very uninterested		Don't know / No opinion		Total N
Adults	11%	(243)	22%	(484)	12%	(268)	34%	(755)	21%	(460)	2210
Gender: Male	14%	(147)	21%	(229)	12%	(124)	37%	(394)	16%	(173)	1068
Gender: Female	8%	(96)	22%	(255)	13%	(144)	32%	(361)	25%	(287)	1142
Age: 18-34	20%	(127)	29%	(189)	16%	(102)	20%	(127)	15%	(96)	642
Age: 35-44	14%	(52)	25%	(93)	14%	(51)	26%	(95)	20%	(74)	365
Age: 45-64	7%	(51)	22%	(155)	9%	(65)	35%	(248)	27%	(196)	714
Age: 65+	3%	(12)	10%	(47)	10%	(50)	58%	(285)	19%	(94)	489
GenZers: 1997-2012	21%	(55)	34%	(86)	18%	(45)	15%	(39)	12%	(32)	256
Millennials: 1981-1996	17%	(113)	26%	(168)	15%	(95)	24%	(157)	18%	(120)	653
GenXers: 1965-1980	9%	(52)	24%	(135)	11%	(58)	29%	(162)	27%	(148)	555
Baby Boomers: 1946-1964	3%	(21)	13%	(90)	9%	(60)	53%	(356)	22%	(147)	673
PID: Dem (no lean)	16%	(133)	25%	(217)	12%	(100)	29%	(249)	19%	(159)	860
PID: Ind (no lean)	6%	(43)	17%	(116)	13%	(87)	39%	(266)	24%	(162)	674
PID: Rep (no lean)	10%	(66)	22%	(151)	12%	(81)	35%	(239)	20%	(138)	676
PID/Gender: Dem Men	21%	(83)	28%	(109)	12%	(47)	27%	(105)	13%	(50)	394
PID/Gender: Dem Women	11%	(50)	23%	(108)	12%	(54)	31%	(144)	24%	(110)	465
PID/Gender: Ind Men	7%	(25)	17%	(60)	12%	(42)	44%	(152)	20%	(68)	345
PID/Gender: Ind Women	6%	(19)	17%	(56)	14%	(45)	35%	(114)	29%	(95)	329
PID/Gender: Rep Men	12%	(40)	18%	(60)	11%	(36)	42%	(137)	17%	(55)	328
PID/Gender: Rep Women	8%	(26)	26%	(91)	13%	(45)	29%	(102)	24%	(83)	348
Ideo: Liberal (1-3)	13%	(83)	21%	(136)	14%	(90)	38%	(251)	15%	(97)	656
Ideo: Moderate (4)	12%	(87)	25%	(184)	13%	(95)	27%	(200)	25%	(184)	751
Ideo: Conservative (5-7)	10%	(64)	21%	(139)	10%	(65)	42%	(282)	17%	(115)	666
Educ: < College	12%	(166)	24%	(339)	12%	(166)	29%	(422)	24%	(344)	1437
Educ: Bachelors degree	9%	(45)	21%	(105)	15%	(72)	39%	(191)	16%	(78)	491
Educ: Post-grad	11%	(32)	14%	(40)	11%	(31)	50%	(142)	13%	(38)	282
Income: Under 50k	11%	(137)	25%	(315)	11%	(146)	28%	(361)	25%	(313)	1271
Income: 50k-100k	11%	(73)	19%	(122)	12%	(77)	42%	(274)	17%	(110)	656
Income: 100k+	12%	(34)	17%	(47)	16%	(45)	42%	(120)	13%	(37)	283
Ethnicity: White	8%	(140)	21%	(351)	12%	(204)	38%	(645)	22%	(370)	1711
Ethnicity: Hispanic	17%	(64)	29%	(109)	12%	(43)	21%	(79)	21%	(79)	374

Table MCFE6_3: *How interested or uninterested are you in seeing online influencers appear in the following?*

TV shows in an acting role

Demographic	Very interested		Somewhat interested		Somewhat uninterested		Very uninterested		Don't know / No opinion		Total N
Adults	11%	(243)	22%	(484)	12%	(268)	34%	(755)	21%	(460)	2210
Ethnicity: Black	27%	(77)	28%	(78)	13%	(36)	17%	(47)	15%	(43)	282
Ethnicity: Other	12%	(25)	25%	(55)	13%	(28)	29%	(63)	21%	(46)	217
All Christian	9%	(88)	22%	(222)	13%	(129)	36%	(371)	21%	(218)	1029
All Non-Christian	17%	(22)	17%	(22)	11%	(15)	38%	(49)	17%	(21)	129
Atheist	6%	(6)	16%	(16)	14%	(14)	52%	(51)	13%	(13)	99
Agnostic/Nothing in particular	9%	(54)	23%	(134)	12%	(72)	33%	(196)	22%	(132)	587
Something Else	20%	(73)	25%	(90)	11%	(39)	24%	(88)	21%	(76)	365
Religious Non-Protestant/Catholic	15%	(23)	21%	(32)	13%	(20)	35%	(53)	16%	(25)	154
Evangelical	18%	(101)	24%	(137)	12%	(64)	26%	(145)	20%	(111)	558
Non-Evangelical	7%	(58)	20%	(161)	12%	(94)	38%	(304)	22%	(174)	792
Community: Urban	18%	(112)	26%	(168)	12%	(75)	27%	(172)	17%	(111)	638
Community: Suburban	8%	(80)	20%	(203)	13%	(130)	39%	(399)	20%	(202)	1014
Community: Rural	9%	(51)	20%	(113)	11%	(64)	33%	(183)	26%	(147)	558
Employ: Private Sector	17%	(112)	22%	(144)	11%	(75)	31%	(206)	18%	(117)	654
Employ: Government	14%	(19)	34%	(47)	18%	(24)	25%	(34)	9%	(12)	136
Employ: Self-Employed	21%	(36)	22%	(37)	11%	(19)	30%	(51)	14%	(24)	166
Employ: Homemaker	8%	(15)	24%	(46)	14%	(27)	27%	(51)	26%	(50)	190
Employ: Student	6%	(4)	30%	(18)	26%	(16)	30%	(19)	8%	(5)	62
Employ: Retired	3%	(14)	14%	(80)	10%	(58)	51%	(288)	22%	(122)	563
Employ: Unemployed	9%	(26)	27%	(82)	11%	(34)	23%	(70)	30%	(89)	301
Employ: Other	12%	(17)	21%	(29)	10%	(14)	27%	(36)	29%	(40)	137
Military HH: Yes	5%	(14)	19%	(54)	14%	(41)	46%	(129)	16%	(46)	283
Military HH: No	12%	(229)	22%	(431)	12%	(227)	32%	(626)	21%	(414)	1927
RD/WT: Right Direction	19%	(125)	24%	(161)	12%	(81)	27%	(179)	18%	(119)	666
RD/WT: Wrong Track	8%	(118)	21%	(323)	12%	(187)	37%	(575)	22%	(340)	1544
Biden Job Approve	15%	(150)	24%	(231)	12%	(114)	31%	(305)	17%	(169)	970
Biden Job Disapprove	8%	(89)	21%	(237)	13%	(145)	38%	(433)	21%	(240)	1144

Table MCFE6_3: *How interested or uninterested are you in seeing online influencers appear in the following?*
TV shows in an acting role

Demographic	Very interested		Somewhat interested		Somewhat uninterested		Very uninterested		Don't know / No opinion		Total N
Adults	11%	(243)	22%	(484)	12%	(268)	34%	(755)	21%	(460)	2210
Biden Job Strongly Approve	25%	(108)	19%	(84)	9%	(40)	31%	(135)	15%	(65)	433
Biden Job Somewhat Approve	8%	(42)	27%	(147)	14%	(75)	32%	(170)	19%	(104)	537
Biden Job Somewhat Disapprove	8%	(28)	28%	(96)	18%	(62)	28%	(96)	17%	(58)	339
Biden Job Strongly Disapprove	8%	(61)	18%	(141)	10%	(83)	42%	(338)	23%	(182)	805
Favorable of Biden	15%	(146)	25%	(239)	11%	(110)	31%	(296)	18%	(178)	969
Unfavorable of Biden	8%	(88)	20%	(228)	12%	(140)	39%	(442)	21%	(235)	1134
Very Favorable of Biden	22%	(104)	21%	(101)	9%	(42)	31%	(151)	18%	(85)	482
Somewhat Favorable of Biden	9%	(42)	28%	(138)	14%	(68)	30%	(146)	19%	(93)	487
Somewhat Unfavorable of Biden	7%	(21)	24%	(72)	18%	(53)	33%	(99)	18%	(54)	299
Very Unfavorable of Biden	8%	(67)	19%	(157)	10%	(88)	41%	(343)	22%	(180)	835
#1 Issue: Economy	11%	(102)	23%	(211)	12%	(113)	34%	(314)	19%	(172)	913
#1 Issue: Security	11%	(26)	19%	(45)	12%	(29)	35%	(85)	24%	(57)	243
#1 Issue: Health Care	11%	(19)	30%	(52)	8%	(14)	31%	(53)	19%	(32)	170
#1 Issue: Medicare / Social Security	5%	(14)	14%	(36)	10%	(27)	48%	(126)	23%	(62)	266
#1 Issue: Women's Issues	15%	(46)	21%	(65)	16%	(49)	25%	(77)	24%	(74)	311
#1 Issue: Education	19%	(11)	31%	(18)	19%	(11)	19%	(11)	12%	(7)	59
#1 Issue: Energy	12%	(16)	32%	(43)	13%	(17)	23%	(31)	20%	(26)	134
#1 Issue: Other	8%	(9)	12%	(13)	6%	(7)	49%	(56)	25%	(29)	115
2020 Vote: Joe Biden	13%	(126)	23%	(215)	11%	(108)	36%	(337)	17%	(158)	945
2020 Vote: Donald Trump	9%	(66)	21%	(153)	12%	(87)	38%	(280)	21%	(154)	740
2020 Vote: Other	—	(0)	11%	(7)	20%	(14)	48%	(32)	21%	(14)	67
2020 Vote: Didn't Vote	11%	(51)	24%	(109)	13%	(61)	23%	(106)	29%	(133)	459
2018 House Vote: Democrat	14%	(106)	23%	(171)	11%	(83)	36%	(272)	16%	(123)	755
2018 House Vote: Republican	8%	(46)	18%	(106)	12%	(71)	42%	(246)	20%	(120)	589
2018 House Vote: Someone else	7%	(4)	13%	(6)	17%	(8)	47%	(23)	16%	(8)	50
2016 Vote: Hillary Clinton	13%	(91)	22%	(151)	11%	(76)	38%	(265)	16%	(112)	695
2016 Vote: Donald Trump	9%	(61)	20%	(129)	10%	(68)	41%	(267)	20%	(130)	656
2016 Vote: Other	2%	(1)	15%	(13)	17%	(14)	49%	(42)	19%	(16)	86
2016 Vote: Didn't Vote	11%	(88)	25%	(190)	14%	(108)	23%	(178)	26%	(201)	765

Continued on next page

Table MCFE6_3: *How interested or uninterested are you in seeing online influencers appear in the following?*
TV shows in an acting role

Demographic	Very interested		Somewhat interested		Somewhat uninterested		Very uninterested		Don't know / No opinion		Total N
Adults	11%	(243)	22%	(484)	12%	(268)	34%	(755)	21%	(460)	2210
Voted in 2014: Yes	10%	(123)	20%	(243)	11%	(136)	41%	(504)	18%	(221)	1227
Voted in 2014: No	12%	(120)	24%	(241)	13%	(133)	26%	(251)	24%	(239)	983
4-Region: Northeast	10%	(37)	20%	(77)	12%	(46)	37%	(142)	21%	(80)	383
4-Region: Midwest	9%	(42)	21%	(94)	12%	(56)	38%	(173)	20%	(91)	456
4-Region: South	13%	(110)	24%	(200)	12%	(99)	31%	(263)	20%	(172)	844
4-Region: West	10%	(53)	22%	(114)	13%	(67)	34%	(177)	22%	(116)	527
TikTok Users	18%	(146)	30%	(240)	14%	(107)	18%	(144)	20%	(156)	793
Twitch Users	27%	(58)	38%	(81)	13%	(28)	13%	(28)	10%	(20)	216
2022 Sports Viewers/Attendees	13%	(188)	23%	(341)	13%	(193)	34%	(499)	17%	(255)	1475
Monthly Moviegoers	27%	(87)	32%	(101)	12%	(39)	21%	(66)	8%	(27)	320
Few Times per Year + Moviegoers	18%	(167)	28%	(254)	13%	(121)	27%	(247)	14%	(130)	920
Heard Smile Campaign	26%	(144)	35%	(191)	12%	(67)	15%	(83)	12%	(67)	551
Heard Minion Campaign	25%	(138)	36%	(192)	13%	(71)	15%	(81)	11%	(58)	540
Listens to Podcasts	16%	(186)	28%	(315)	13%	(143)	28%	(319)	15%	(169)	1132
Streaming Services User	13%	(228)	24%	(422)	13%	(234)	31%	(554)	19%	(334)	1773
Netflix User	13%	(197)	25%	(372)	13%	(194)	29%	(424)	19%	(287)	1474
Disney+ User	15%	(151)	27%	(264)	14%	(139)	25%	(242)	19%	(187)	984
Heterosexual or straight	11%	(217)	22%	(430)	12%	(233)	35%	(689)	20%	(401)	1971
Gay	14%	(10)	20%	(14)	9%	(6)	40%	(27)	16%	(11)	68
Bisexual	11%	(10)	20%	(18)	17%	(15)	21%	(19)	30%	(27)	88
Yes	7%	(5)	24%	(17)	22%	(15)	34%	(24)	13%	(9)	70
No	11%	(238)	22%	(467)	12%	(253)	34%	(731)	21%	(451)	2140

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

Table MCFE6_4: *How interested or uninterested are you in seeing online influencers appear in the following?*

TV shows as themselves

Demographic	Very interested		Somewhat interested		Somewhat uninterested		Very uninterested		Don't know / No opinion		Total N
Adults	12%	(273)	22%	(482)	12%	(262)	34%	(761)	20%	(432)	2210
Gender: Male	14%	(148)	23%	(249)	12%	(127)	37%	(396)	14%	(147)	1068
Gender: Female	11%	(125)	20%	(233)	12%	(135)	32%	(365)	25%	(285)	1142
Age: 18-34	21%	(136)	29%	(189)	15%	(98)	18%	(118)	16%	(100)	642
Age: 35-44	14%	(52)	27%	(97)	13%	(49)	27%	(97)	19%	(70)	365
Age: 45-64	10%	(70)	21%	(147)	10%	(68)	35%	(252)	25%	(177)	714
Age: 65+	3%	(16)	10%	(49)	10%	(47)	60%	(293)	17%	(84)	489
GenZers: 1997-2012	24%	(61)	29%	(75)	19%	(49)	13%	(33)	15%	(39)	256
Millennials: 1981-1996	18%	(115)	28%	(181)	13%	(82)	24%	(157)	18%	(117)	653
GenXers: 1965-1980	12%	(65)	24%	(132)	11%	(63)	30%	(167)	23%	(128)	555
Baby Boomers: 1946-1964	4%	(30)	13%	(88)	9%	(60)	54%	(360)	20%	(135)	673
PID: Dem (no lean)	17%	(149)	24%	(209)	12%	(100)	30%	(257)	17%	(145)	860
PID: Ind (no lean)	7%	(49)	19%	(126)	13%	(86)	38%	(255)	24%	(159)	674
PID: Rep (no lean)	11%	(75)	22%	(147)	11%	(76)	37%	(249)	19%	(129)	676
PID/Gender: Dem Men	20%	(81)	30%	(119)	13%	(52)	27%	(106)	9%	(37)	394
PID/Gender: Dem Women	15%	(68)	19%	(90)	10%	(48)	32%	(151)	23%	(108)	465
PID/Gender: Ind Men	7%	(24)	19%	(66)	13%	(44)	43%	(149)	18%	(62)	345
PID/Gender: Ind Women	8%	(25)	18%	(60)	13%	(42)	32%	(106)	29%	(96)	329
PID/Gender: Rep Men	13%	(43)	20%	(64)	10%	(31)	43%	(141)	15%	(48)	328
PID/Gender: Rep Women	9%	(32)	24%	(83)	13%	(44)	31%	(108)	23%	(80)	348
Ideo: Liberal (1-3)	14%	(91)	21%	(135)	13%	(86)	39%	(257)	13%	(86)	656
Ideo: Moderate (4)	14%	(102)	26%	(194)	11%	(84)	26%	(199)	23%	(172)	751
Ideo: Conservative (5-7)	11%	(70)	19%	(125)	12%	(77)	42%	(283)	17%	(112)	666
Educ: < College	14%	(198)	23%	(335)	11%	(153)	29%	(423)	23%	(328)	1437
Educ: Bachelors degree	10%	(48)	20%	(99)	15%	(76)	40%	(199)	14%	(70)	491
Educ: Post-grad	10%	(28)	17%	(48)	12%	(33)	49%	(139)	12%	(34)	282
Income: Under 50k	12%	(158)	23%	(291)	12%	(149)	29%	(363)	24%	(310)	1271
Income: 50k-100k	11%	(70)	22%	(144)	11%	(70)	42%	(278)	14%	(94)	656
Income: 100k+	16%	(45)	17%	(47)	15%	(43)	42%	(119)	10%	(29)	283
Ethnicity: White	9%	(159)	21%	(360)	12%	(201)	38%	(650)	20%	(341)	1711
Ethnicity: Hispanic	19%	(72)	25%	(94)	12%	(45)	23%	(85)	21%	(77)	374

Table MCFE6_4: *How interested or uninterested are you in seeing online influencers appear in the following?*
TV shows as themselves

Demographic	Very interested		Somewhat interested		Somewhat uninterested		Very uninterested		Don't know / No opinion		Total N
Adults	12%	(273)	22%	(482)	12%	(262)	34%	(761)	20%	(432)	2210
Ethnicity: Black	30%	(85)	26%	(73)	12%	(34)	17%	(47)	16%	(44)	282
Ethnicity: Other	14%	(30)	23%	(50)	12%	(27)	29%	(63)	22%	(48)	217
All Christian	10%	(104)	21%	(212)	12%	(122)	38%	(386)	20%	(205)	1029
All Non-Christian	18%	(23)	18%	(24)	11%	(14)	39%	(51)	13%	(17)	129
Atheist	8%	(8)	19%	(18)	15%	(15)	52%	(52)	5%	(5)	99
Agnostic/Nothing in particular	11%	(62)	23%	(135)	13%	(76)	31%	(180)	23%	(135)	587
Something Else	21%	(76)	25%	(92)	10%	(35)	25%	(92)	19%	(69)	365
Religious Non-Protestant/Catholic	15%	(23)	25%	(38)	11%	(16)	37%	(57)	13%	(20)	154
Evangelical	18%	(99)	24%	(134)	11%	(59)	27%	(152)	20%	(113)	558
Non-Evangelical	10%	(80)	19%	(150)	11%	(91)	40%	(315)	20%	(157)	792
Community: Urban	18%	(118)	25%	(158)	11%	(70)	28%	(182)	17%	(110)	638
Community: Suburban	9%	(95)	21%	(209)	13%	(134)	39%	(396)	18%	(180)	1014
Community: Rural	11%	(61)	21%	(114)	10%	(58)	33%	(183)	25%	(142)	558
Employ: Private Sector	16%	(106)	24%	(157)	12%	(81)	32%	(206)	16%	(104)	654
Employ: Government	18%	(24)	37%	(50)	7%	(10)	26%	(36)	12%	(16)	136
Employ: Self-Employed	21%	(35)	25%	(42)	13%	(22)	28%	(46)	12%	(21)	166
Employ: Homemaker	9%	(17)	24%	(46)	13%	(25)	27%	(52)	26%	(50)	190
Employ: Student	13%	(8)	34%	(21)	22%	(13)	22%	(14)	9%	(5)	62
Employ: Retired	4%	(23)	13%	(73)	10%	(56)	53%	(296)	20%	(113)	563
Employ: Unemployed	13%	(40)	21%	(64)	13%	(38)	24%	(72)	29%	(87)	301
Employ: Other	14%	(19)	21%	(29)	12%	(16)	27%	(38)	26%	(36)	137
Military HH: Yes	7%	(21)	18%	(51)	10%	(29)	50%	(141)	15%	(42)	283
Military HH: No	13%	(252)	22%	(431)	12%	(233)	32%	(620)	20%	(390)	1927
RD/WT: Right Direction	20%	(136)	25%	(164)	11%	(73)	28%	(183)	16%	(108)	666
RD/WT: Wrong Track	9%	(137)	21%	(317)	12%	(189)	37%	(577)	21%	(324)	1544
Biden Job Approve	17%	(163)	24%	(231)	11%	(111)	32%	(314)	16%	(151)	970
Biden Job Disapprove	10%	(109)	20%	(230)	13%	(145)	38%	(431)	20%	(230)	1144

Table MCFE6_4: *How interested or uninterested are you in seeing online influencers appear in the following?*

TV shows as themselves

Demographic	Very interested		Somewhat interested		Somewhat uninterested		Very uninterested		Don't know / No opinion		Total N
Adults	12%	(273)	22%	(482)	12%	(262)	34%	(761)	20%	(432)	2210
Biden Job Strongly Approve	26%	(114)	19%	(80)	8%	(36)	34%	(147)	13%	(55)	433
Biden Job Somewhat Approve	9%	(50)	28%	(150)	14%	(75)	31%	(167)	18%	(96)	537
Biden Job Somewhat Disapprove	12%	(39)	28%	(96)	14%	(49)	30%	(100)	16%	(54)	339
Biden Job Strongly Disapprove	9%	(69)	17%	(134)	12%	(96)	41%	(330)	22%	(176)	805
Favorable of Biden	17%	(161)	24%	(231)	11%	(103)	32%	(311)	17%	(163)	969
Unfavorable of Biden	9%	(105)	20%	(228)	13%	(145)	38%	(433)	20%	(222)	1134
Very Favorable of Biden	23%	(111)	20%	(95)	8%	(36)	34%	(166)	15%	(74)	482
Somewhat Favorable of Biden	10%	(49)	28%	(136)	14%	(67)	30%	(146)	18%	(89)	487
Somewhat Unfavorable of Biden	11%	(32)	23%	(70)	16%	(48)	33%	(99)	17%	(50)	299
Very Unfavorable of Biden	9%	(73)	19%	(158)	12%	(97)	40%	(334)	21%	(172)	835
#1 Issue: Economy	11%	(105)	23%	(211)	14%	(129)	34%	(310)	17%	(158)	913
#1 Issue: Security	10%	(24)	19%	(47)	10%	(24)	37%	(89)	24%	(58)	243
#1 Issue: Health Care	19%	(32)	28%	(47)	6%	(10)	31%	(52)	17%	(29)	170
#1 Issue: Medicare / Social Security	6%	(17)	15%	(40)	8%	(22)	48%	(127)	22%	(59)	266
#1 Issue: Women's Issues	17%	(54)	22%	(67)	14%	(43)	26%	(81)	21%	(66)	311
#1 Issue: Education	18%	(11)	38%	(22)	11%	(6)	20%	(12)	13%	(8)	59
#1 Issue: Energy	14%	(19)	27%	(37)	16%	(21)	22%	(29)	21%	(28)	134
#1 Issue: Other	10%	(11)	9%	(10)	5%	(6)	53%	(60)	23%	(26)	115
2020 Vote: Joe Biden	16%	(147)	22%	(207)	11%	(103)	37%	(348)	15%	(140)	945
2020 Vote: Donald Trump	10%	(72)	20%	(150)	12%	(90)	38%	(282)	20%	(146)	740
2020 Vote: Other	—	(0)	16%	(11)	18%	(12)	44%	(30)	21%	(14)	67
2020 Vote: Didn't Vote	12%	(53)	25%	(114)	13%	(58)	22%	(101)	29%	(132)	459
2018 House Vote: Democrat	15%	(115)	23%	(177)	10%	(75)	37%	(280)	14%	(108)	755
2018 House Vote: Republican	9%	(51)	18%	(103)	12%	(70)	43%	(252)	19%	(113)	589
2018 House Vote: Someone else	13%	(7)	18%	(9)	12%	(6)	35%	(17)	22%	(11)	50
2016 Vote: Hillary Clinton	15%	(103)	22%	(156)	10%	(69)	39%	(273)	13%	(94)	695
2016 Vote: Donald Trump	10%	(67)	19%	(122)	12%	(75)	41%	(268)	19%	(123)	656
2016 Vote: Other	2%	(1)	18%	(15)	13%	(11)	46%	(40)	21%	(18)	86
2016 Vote: Didn't Vote	13%	(100)	24%	(187)	14%	(106)	23%	(176)	26%	(196)	765

Continued on next page

Table MCFE6_4: *How interested or uninterested are you in seeing online influencers appear in the following?*

TV shows as themselves

Demographic	Very interested		Somewhat interested		Somewhat uninterested		Very uninterested		Don't know / No opinion		Total N
Adults	12%	(273)	22%	(482)	12%	(262)	34%	(761)	20%	(432)	2210
Voted in 2014: Yes	11%	(136)	20%	(249)	10%	(128)	42%	(513)	16%	(200)	1227
Voted in 2014: No	14%	(137)	24%	(232)	14%	(134)	25%	(247)	24%	(233)	983
4-Region: Northeast	12%	(44)	22%	(83)	11%	(41)	35%	(135)	21%	(79)	383
4-Region: Midwest	12%	(53)	20%	(91)	11%	(49)	39%	(176)	19%	(88)	456
4-Region: South	15%	(124)	22%	(188)	13%	(109)	31%	(259)	19%	(164)	844
4-Region: West	10%	(52)	23%	(120)	12%	(63)	36%	(190)	19%	(101)	527
TikTok Users	21%	(164)	28%	(221)	14%	(110)	19%	(150)	19%	(148)	793
Twitch Users	26%	(57)	39%	(85)	12%	(27)	12%	(25)	10%	(21)	216
2022 Sports Viewers/Attendees	14%	(199)	24%	(356)	13%	(189)	34%	(508)	15%	(223)	1475
Monthly Moviegoers	27%	(86)	35%	(111)	11%	(36)	21%	(66)	7%	(21)	320
Few Times per Year + Moviegoers	19%	(176)	28%	(258)	13%	(121)	28%	(253)	12%	(112)	920
Heard Smile Campaign	28%	(156)	34%	(188)	13%	(70)	14%	(78)	11%	(58)	551
Heard Minion Campaign	28%	(153)	33%	(179)	13%	(73)	16%	(87)	9%	(49)	540
Listens to Podcasts	18%	(202)	26%	(299)	14%	(158)	28%	(319)	14%	(153)	1132
Streaming Services User	14%	(251)	24%	(419)	13%	(228)	32%	(559)	18%	(316)	1773
Netflix User	14%	(213)	25%	(367)	13%	(193)	29%	(433)	18%	(267)	1474
Disney+ User	16%	(162)	27%	(268)	14%	(134)	25%	(246)	18%	(174)	984
Heterosexual or straight	12%	(236)	22%	(438)	11%	(216)	36%	(702)	19%	(379)	1971
Gay	21%	(14)	11%	(8)	17%	(12)	39%	(26)	11%	(8)	68
Bisexual	18%	(16)	23%	(20)	15%	(13)	17%	(15)	27%	(24)	88
Yes	9%	(6)	35%	(25)	15%	(11)	30%	(21)	11%	(8)	70
No	12%	(267)	21%	(457)	12%	(251)	35%	(740)	20%	(425)	2140

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

Table MCFE6_5: *How interested or uninterested are you in seeing online influencers appear in the following?*
Music videos

Demographic	Very interested		Somewhat interested		Somewhat uninterested		Very uninterested		Don't know / No opinion		Total N
Adults	12%	(270)	20%	(446)	12%	(257)	36%	(786)	20%	(451)	2210
Gender: Male	14%	(152)	20%	(217)	12%	(129)	38%	(402)	16%	(168)	1068
Gender: Female	10%	(118)	20%	(229)	11%	(128)	34%	(384)	25%	(283)	1142
Age: 18-34	20%	(128)	28%	(181)	15%	(95)	21%	(134)	16%	(104)	642
Age: 35-44	16%	(59)	22%	(82)	12%	(45)	26%	(97)	23%	(83)	365
Age: 45-64	10%	(72)	20%	(143)	10%	(71)	36%	(257)	24%	(171)	714
Age: 65+	2%	(11)	8%	(40)	10%	(47)	61%	(298)	19%	(93)	489
GenZers: 1997-2012	23%	(58)	30%	(76)	15%	(39)	18%	(47)	14%	(36)	256
Millennials: 1981-1996	17%	(113)	25%	(165)	14%	(90)	24%	(155)	20%	(130)	653
GenXers: 1965-1980	14%	(78)	21%	(115)	9%	(52)	33%	(184)	23%	(127)	555
Baby Boomers: 1946-1964	3%	(21)	13%	(87)	10%	(68)	53%	(355)	21%	(143)	673
PID: Dem (no lean)	16%	(140)	22%	(193)	12%	(106)	31%	(264)	18%	(157)	860
PID: Ind (no lean)	8%	(54)	16%	(111)	11%	(73)	40%	(272)	24%	(164)	674
PID: Rep (no lean)	11%	(75)	21%	(142)	12%	(78)	37%	(250)	19%	(130)	676
PID/Gender: Dem Men	22%	(86)	25%	(97)	14%	(55)	27%	(108)	12%	(48)	394
PID/Gender: Dem Women	12%	(54)	21%	(96)	11%	(51)	33%	(156)	23%	(108)	465
PID/Gender: Ind Men	7%	(25)	17%	(59)	11%	(39)	45%	(156)	19%	(67)	345
PID/Gender: Ind Women	9%	(30)	16%	(53)	10%	(33)	35%	(116)	30%	(97)	329
PID/Gender: Rep Men	12%	(41)	19%	(61)	11%	(35)	42%	(138)	16%	(53)	328
PID/Gender: Rep Women	10%	(34)	23%	(81)	13%	(43)	32%	(112)	22%	(77)	348
Ideo: Liberal (1-3)	13%	(87)	19%	(122)	13%	(87)	40%	(261)	15%	(99)	656
Ideo: Moderate (4)	14%	(102)	22%	(166)	13%	(101)	27%	(204)	24%	(178)	751
Ideo: Conservative (5-7)	11%	(70)	18%	(121)	9%	(61)	44%	(293)	18%	(122)	666
Educ: < College	14%	(196)	22%	(315)	11%	(154)	30%	(436)	23%	(336)	1437
Educ: Bachelors degree	10%	(47)	20%	(100)	13%	(66)	41%	(203)	15%	(74)	491
Educ: Post-grad	10%	(27)	11%	(31)	13%	(37)	52%	(146)	15%	(41)	282
Income: Under 50k	12%	(154)	23%	(287)	11%	(134)	30%	(378)	25%	(318)	1271
Income: 50k-100k	11%	(74)	18%	(120)	13%	(82)	43%	(282)	15%	(98)	656
Income: 100k+	15%	(42)	14%	(39)	14%	(41)	44%	(126)	12%	(35)	283
Ethnicity: White	9%	(160)	18%	(301)	12%	(203)	40%	(682)	21%	(365)	1711
Ethnicity: Hispanic	17%	(64)	25%	(93)	13%	(47)	25%	(92)	21%	(77)	374

Table MCFE6_5: *How interested or uninterested are you in seeing online influencers appear in the following?*
Music videos

Demographic	Very interested		Somewhat interested		Somewhat uninterested		Very uninterested		Don't know / No opinion		Total N
Adults	12%	(270)	20%	(446)	12%	(257)	36%	(786)	20%	(451)	2210
Ethnicity: Black	28%	(78)	29%	(83)	10%	(28)	16%	(45)	17%	(48)	282
Ethnicity: Other	15%	(32)	29%	(62)	12%	(26)	27%	(59)	17%	(38)	217
All Christian	10%	(99)	19%	(195)	13%	(133)	38%	(387)	21%	(215)	1029
All Non-Christian	15%	(19)	15%	(19)	14%	(18)	41%	(53)	15%	(19)	129
Atheist	12%	(12)	15%	(15)	10%	(10)	55%	(55)	8%	(8)	99
Agnostic/Nothing in particular	12%	(69)	20%	(117)	11%	(62)	33%	(194)	25%	(145)	587
Something Else	19%	(71)	27%	(100)	9%	(34)	27%	(98)	17%	(63)	365
Religious Non-Protestant/Catholic	13%	(19)	17%	(27)	18%	(28)	38%	(58)	14%	(22)	154
Evangelical	17%	(94)	26%	(143)	10%	(58)	28%	(154)	20%	(109)	558
Non-Evangelical	9%	(71)	18%	(141)	12%	(96)	40%	(321)	21%	(163)	792
Community: Urban	19%	(121)	24%	(155)	10%	(65)	29%	(183)	18%	(114)	638
Community: Suburban	10%	(97)	16%	(166)	13%	(136)	40%	(411)	20%	(204)	1014
Community: Rural	9%	(52)	22%	(125)	10%	(56)	34%	(193)	24%	(133)	558
Employ: Private Sector	16%	(102)	23%	(151)	13%	(86)	32%	(210)	16%	(105)	654
Employ: Government	26%	(35)	22%	(30)	10%	(14)	28%	(38)	13%	(18)	136
Employ: Self-Employed	21%	(34)	24%	(40)	10%	(17)	31%	(52)	14%	(23)	166
Employ: Homemaker	8%	(15)	25%	(48)	10%	(19)	32%	(60)	25%	(48)	190
Employ: Student	11%	(7)	31%	(19)	17%	(11)	30%	(19)	11%	(7)	62
Employ: Retired	4%	(20)	12%	(66)	10%	(58)	52%	(294)	22%	(125)	563
Employ: Unemployed	11%	(32)	21%	(63)	11%	(34)	25%	(75)	32%	(97)	301
Employ: Other	18%	(24)	20%	(28)	13%	(18)	28%	(39)	21%	(29)	137
Military HH: Yes	7%	(19)	18%	(52)	11%	(30)	47%	(134)	17%	(48)	283
Military HH: No	13%	(251)	20%	(394)	12%	(227)	34%	(652)	21%	(403)	1927
RD/WT: Right Direction	20%	(134)	22%	(145)	13%	(84)	27%	(179)	19%	(124)	666
RD/WT: Wrong Track	9%	(137)	19%	(301)	11%	(173)	39%	(607)	21%	(327)	1544
Biden Job Approve	16%	(159)	21%	(207)	13%	(123)	33%	(315)	17%	(165)	970
Biden Job Disapprove	9%	(103)	19%	(223)	11%	(126)	40%	(454)	21%	(239)	1144

Continued on next page

Table MCFE6_5: *How interested or uninterested are you in seeing online influencers appear in the following?*
Music videos

Demographic	Very interested		Somewhat interested		Somewhat uninterested		Very uninterested		Don't know / No opinion		Total N
Adults	12%	(270)	20%	(446)	12%	(257)	36%	(786)	20%	(451)	2210
Biden Job Strongly Approve	25%	(110)	19%	(83)	10%	(42)	32%	(138)	14%	(60)	433
Biden Job Somewhat Approve	9%	(50)	23%	(125)	15%	(81)	33%	(177)	20%	(105)	537
Biden Job Somewhat Disapprove	9%	(31)	27%	(93)	13%	(44)	32%	(107)	19%	(64)	339
Biden Job Strongly Disapprove	9%	(71)	16%	(130)	10%	(82)	43%	(347)	22%	(175)	805
Favorable of Biden	16%	(151)	22%	(217)	12%	(119)	32%	(307)	18%	(175)	969
Unfavorable of Biden	9%	(104)	19%	(212)	11%	(128)	40%	(458)	20%	(232)	1134
Very Favorable of Biden	23%	(111)	20%	(95)	8%	(40)	33%	(158)	16%	(78)	482
Somewhat Favorable of Biden	8%	(40)	25%	(122)	16%	(78)	31%	(150)	20%	(97)	487
Somewhat Unfavorable of Biden	7%	(22)	24%	(73)	12%	(35)	38%	(114)	19%	(55)	299
Very Unfavorable of Biden	10%	(82)	17%	(140)	11%	(93)	41%	(344)	21%	(176)	835
#1 Issue: Economy	12%	(110)	23%	(213)	11%	(101)	36%	(325)	18%	(164)	913
#1 Issue: Security	12%	(29)	14%	(33)	11%	(26)	38%	(93)	25%	(61)	243
#1 Issue: Health Care	16%	(27)	23%	(39)	11%	(19)	33%	(57)	17%	(29)	170
#1 Issue: Medicare / Social Security	6%	(17)	14%	(37)	9%	(25)	48%	(128)	22%	(58)	266
#1 Issue: Women's Issues	15%	(47)	19%	(58)	15%	(47)	27%	(85)	24%	(74)	311
#1 Issue: Education	20%	(12)	34%	(20)	15%	(9)	17%	(10)	14%	(8)	59
#1 Issue: Energy	14%	(19)	27%	(37)	14%	(19)	21%	(28)	24%	(32)	134
#1 Issue: Other	8%	(9)	7%	(9)	10%	(11)	52%	(60)	22%	(26)	115
2020 Vote: Joe Biden	14%	(133)	20%	(187)	13%	(119)	37%	(351)	16%	(154)	945
2020 Vote: Donald Trump	11%	(81)	19%	(139)	11%	(80)	39%	(289)	20%	(150)	740
2020 Vote: Other	7%	(5)	13%	(9)	14%	(9)	47%	(32)	19%	(13)	67
2020 Vote: Didn't Vote	11%	(52)	24%	(111)	10%	(48)	25%	(115)	29%	(134)	459
2018 House Vote: Democrat	15%	(112)	21%	(162)	11%	(83)	38%	(288)	15%	(110)	755
2018 House Vote: Republican	9%	(55)	17%	(101)	11%	(62)	43%	(255)	20%	(115)	589
2018 House Vote: Someone else	19%	(9)	7%	(4)	12%	(6)	41%	(21)	20%	(10)	50
2016 Vote: Hillary Clinton	14%	(98)	20%	(142)	11%	(77)	40%	(276)	15%	(102)	695
2016 Vote: Donald Trump	11%	(70)	18%	(115)	11%	(70)	42%	(274)	19%	(126)	656
2016 Vote: Other	6%	(5)	6%	(5)	15%	(13)	51%	(44)	22%	(19)	86
2016 Vote: Didn't Vote	12%	(95)	24%	(182)	12%	(95)	25%	(190)	27%	(204)	765

Table MCFE6_5: *How interested or uninterested are you in seeing online influencers appear in the following?*
Music videos

Demographic	Very interested		Somewhat interested		Somewhat uninterested		Very uninterested		Don't know / No opinion		Total N
Adults	12%	(270)	20%	(446)	12%	(257)	36%	(786)	20%	(451)	2210
Voted in 2014: Yes	12%	(146)	18%	(219)	10%	(129)	43%	(526)	17%	(206)	1227
Voted in 2014: No	13%	(124)	23%	(227)	13%	(128)	26%	(260)	25%	(245)	983
4-Region: Northeast	10%	(36)	20%	(75)	14%	(54)	37%	(143)	20%	(75)	383
4-Region: Midwest	11%	(50)	22%	(102)	8%	(39)	40%	(180)	19%	(85)	456
4-Region: South	14%	(119)	21%	(174)	13%	(106)	32%	(274)	20%	(173)	844
4-Region: West	12%	(64)	18%	(95)	11%	(59)	36%	(190)	23%	(119)	527
TikTok Users	21%	(165)	27%	(213)	12%	(94)	21%	(164)	20%	(156)	793
Twitch Users	25%	(55)	32%	(70)	15%	(32)	16%	(34)	12%	(25)	216
2022 Sports Viewers/Attendees	14%	(201)	21%	(315)	13%	(184)	36%	(525)	17%	(250)	1475
Monthly Moviegoers	27%	(85)	30%	(97)	14%	(45)	21%	(66)	9%	(27)	320
Few Times per Year + Moviegoers	19%	(179)	26%	(236)	14%	(127)	27%	(250)	14%	(128)	920
Heard Smile Campaign	29%	(159)	31%	(170)	13%	(74)	14%	(78)	13%	(70)	551
Heard Minion Campaign	28%	(151)	31%	(170)	14%	(77)	16%	(85)	11%	(57)	540
Listens to Podcasts	18%	(208)	24%	(270)	14%	(155)	29%	(328)	15%	(170)	1132
Streaming Services User	14%	(250)	22%	(389)	13%	(230)	32%	(567)	19%	(337)	1773
Netflix User	15%	(225)	23%	(332)	13%	(194)	30%	(441)	19%	(281)	1474
Disney+ User	17%	(172)	24%	(237)	13%	(132)	25%	(249)	20%	(194)	984
Heterosexual or straight	12%	(237)	21%	(404)	12%	(228)	36%	(718)	19%	(384)	1971
Gay	14%	(9)	19%	(13)	12%	(8)	34%	(23)	21%	(15)	68
Bisexual	21%	(19)	17%	(15)	10%	(9)	23%	(21)	28%	(25)	88
Yes	19%	(14)	27%	(19)	8%	(6)	29%	(21)	16%	(11)	70
No	12%	(256)	20%	(427)	12%	(252)	36%	(765)	21%	(440)	2140

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

Table MCFE7_1: *Have you ever purchased the following types of products because it was sponsored by an influencer / celebrity?*
Beauty products

Demographic	Yes		No		Total N
Adults	25%	(550)	75%	(1660)	2210
Gender: Male	17%	(182)	83%	(885)	1068
Gender: Female	32%	(368)	68%	(774)	1142
Age: 18-34	38%	(242)	62%	(400)	642
Age: 35-44	32%	(117)	68%	(248)	365
Age: 45-64	22%	(156)	78%	(558)	714
Age: 65+	7%	(35)	93%	(454)	489
GenZers: 1997-2012	33%	(85)	67%	(171)	256
Millennials: 1981-1996	38%	(248)	62%	(404)	653
GenXers: 1965-1980	25%	(137)	75%	(418)	555
Baby Boomers: 1946-1964	11%	(72)	89%	(601)	673
PID: Dem (no lean)	31%	(264)	69%	(595)	860
PID: Ind (no lean)	19%	(127)	81%	(547)	674
PID: Rep (no lean)	23%	(159)	77%	(517)	676
PID/Gender: Dem Men	26%	(102)	74%	(293)	394
PID/Gender: Dem Women	35%	(163)	65%	(303)	465
PID/Gender: Ind Men	11%	(37)	89%	(308)	345
PID/Gender: Ind Women	27%	(90)	73%	(239)	329
PID/Gender: Rep Men	13%	(43)	87%	(285)	328
PID/Gender: Rep Women	33%	(115)	67%	(233)	348
Ideo: Liberal (1-3)	28%	(184)	72%	(472)	656
Ideo: Moderate (4)	25%	(191)	75%	(560)	751
Ideo: Conservative (5-7)	20%	(136)	80%	(530)	666
Educ: < College	25%	(364)	75%	(1073)	1437
Educ: Bachelors degree	24%	(117)	76%	(374)	491
Educ: Post-grad	25%	(70)	75%	(213)	282
Income: Under 50k	25%	(314)	75%	(957)	1271
Income: 50k-100k	26%	(169)	74%	(487)	656
Income: 100k+	24%	(67)	76%	(216)	283
Ethnicity: White	22%	(383)	78%	(1327)	1711
Ethnicity: Hispanic	32%	(120)	68%	(254)	374
Ethnicity: Black	37%	(105)	63%	(177)	282

Table MCFE7_1: *Have you ever purchased the following types of products because it was sponsored by an influencer / celebrity?*
Beauty products

Demographic	Yes		No		Total N
Adults	25%	(550)	75%	(1660)	2210
Ethnicity: Other	28%	(62)	72%	(155)	217
All Christian	24%	(252)	76%	(777)	1029
All Non-Christian	27%	(35)	73%	(94)	129
Atheist	18%	(18)	82%	(82)	99
Agnostic/Nothing in particular	21%	(121)	79%	(466)	587
Something Else	34%	(124)	66%	(241)	365
Religious Non-Protestant/Catholic	30%	(46)	70%	(108)	154
Evangelical	31%	(176)	69%	(383)	558
Non-Evangelical	23%	(185)	77%	(607)	792
Community: Urban	30%	(189)	70%	(449)	638
Community: Suburban	22%	(224)	78%	(790)	1014
Community: Rural	25%	(137)	75%	(421)	558
Employ: Private Sector	33%	(213)	67%	(441)	654
Employ: Government	31%	(42)	69%	(95)	136
Employ: Self-Employed	33%	(55)	67%	(111)	166
Employ: Homemaker	31%	(59)	69%	(132)	190
Employ: Student	33%	(21)	67%	(41)	62
Employ: Retired	10%	(57)	90%	(506)	563
Employ: Unemployed	21%	(64)	79%	(238)	301
Employ: Other	29%	(40)	71%	(97)	137
Military HH: Yes	15%	(42)	85%	(242)	283
Military HH: No	26%	(508)	74%	(1418)	1927
RD/WT: Right Direction	31%	(208)	69%	(458)	666
RD/WT: Wrong Track	22%	(342)	78%	(1202)	1544
Biden Job Approve	29%	(284)	71%	(686)	970
Biden Job Disapprove	21%	(235)	79%	(909)	1144
Biden Job Strongly Approve	31%	(135)	69%	(297)	433
Biden Job Somewhat Approve	28%	(149)	72%	(389)	537
Biden Job Somewhat Disapprove	25%	(84)	75%	(255)	339
Biden Job Strongly Disapprove	19%	(151)	81%	(654)	805

Continued on next page

Table MCFE7_1: *Have you ever purchased the following types of products because it was sponsored by an influencer / celebrity?*
Beauty products

Demographic	Yes		No		Total N
Adults	25%	(550)	75%	(1660)	2210
Favorable of Biden	28%	(272)	72%	(697)	969
Unfavorable of Biden	22%	(245)	78%	(889)	1134
Very Favorable of Biden	30%	(143)	70%	(339)	482
Somewhat Favorable of Biden	27%	(129)	73%	(358)	487
Somewhat Unfavorable of Biden	27%	(80)	73%	(219)	299
Very Unfavorable of Biden	20%	(165)	80%	(670)	835
#1 Issue: Economy	24%	(216)	76%	(697)	913
#1 Issue: Security	23%	(55)	77%	(188)	243
#1 Issue: Health Care	25%	(43)	75%	(127)	170
#1 Issue: Medicare / Social Security	18%	(47)	82%	(219)	266
#1 Issue: Women's Issues	35%	(109)	65%	(202)	311
#1 Issue: Education	35%	(20)	65%	(39)	59
#1 Issue: Energy	31%	(42)	69%	(92)	134
#1 Issue: Other	16%	(19)	84%	(96)	115
2020 Vote: Joe Biden	27%	(254)	73%	(691)	945
2020 Vote: Donald Trump	22%	(160)	78%	(580)	740
2020 Vote: Other	22%	(15)	78%	(52)	67
2020 Vote: Didn't Vote	26%	(121)	74%	(337)	459
2018 House Vote: Democrat	28%	(212)	72%	(543)	755
2018 House Vote: Republican	18%	(108)	82%	(481)	589
2018 House Vote: Someone else	20%	(10)	80%	(40)	50
2016 Vote: Hillary Clinton	27%	(190)	73%	(505)	695
2016 Vote: Donald Trump	21%	(135)	79%	(521)	656
2016 Vote: Other	14%	(12)	86%	(74)	86
2016 Vote: Didn't Vote	27%	(209)	73%	(556)	765
Voted in 2014: Yes	23%	(280)	77%	(946)	1227
Voted in 2014: No	27%	(270)	73%	(713)	983
4-Region: Northeast	22%	(84)	78%	(299)	383
4-Region: Midwest	21%	(97)	79%	(359)	456
4-Region: South	28%	(240)	72%	(605)	844
4-Region: West	25%	(129)	75%	(397)	527

Table MCFE7_1: *Have you ever purchased the following types of products because it was sponsored by an influencer / celebrity?*
Beauty products

Demographic	Yes		No		Total N
Adults	25%	(550)	75%	(1660)	2210
TikTok Users	39%	(312)	61%	(481)	793
Twitch Users	44%	(94)	56%	(121)	216
2022 Sports Viewers/Attendees	27%	(397)	73%	(1078)	1475
Monthly Moviegoers	41%	(131)	59%	(190)	320
Few Times per Year + Moviegoers	34%	(312)	66%	(608)	920
Heard Smile Campaign	46%	(252)	54%	(299)	551
Heard Minion Campaign	46%	(249)	54%	(291)	540
Listens to Podcasts	34%	(384)	66%	(747)	1132
Streaming Services User	28%	(499)	72%	(1274)	1773
Netflix User	32%	(470)	68%	(1004)	1474
Disney+ User	35%	(346)	65%	(638)	984
Heterosexual or straight	24%	(480)	76%	(1491)	1971
Gay	15%	(11)	85%	(57)	68
Bisexual	39%	(34)	61%	(54)	88
Yes	38%	(26)	62%	(44)	70
No	24%	(524)	76%	(1616)	2140

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

Table MCFE7_2: *Have you ever purchased the following types of products because it was sponsored by an influencer / celebrity?*
Home decor

Demographic	Yes		No		Total N
Adults	17%	(378)	83%	(1832)	2210
Gender: Male	16%	(171)	84%	(897)	1068
Gender: Female	18%	(208)	82%	(935)	1142
Age: 18-34	28%	(182)	72%	(460)	642
Age: 35-44	21%	(77)	79%	(288)	365
Age: 45-64	14%	(100)	86%	(614)	714
Age: 65+	4%	(19)	96%	(470)	489
GenZers: 1997-2012	28%	(71)	72%	(186)	256
Millennials: 1981-1996	26%	(172)	74%	(481)	653
GenXers: 1965-1980	16%	(87)	84%	(468)	555
Baby Boomers: 1946-1964	7%	(47)	93%	(626)	673
PID: Dem (no lean)	22%	(187)	78%	(672)	860
PID: Ind (no lean)	11%	(72)	89%	(602)	674
PID: Rep (no lean)	18%	(119)	82%	(557)	676
PID/Gender: Dem Men	22%	(86)	78%	(308)	394
PID/Gender: Dem Women	22%	(101)	78%	(364)	465
PID/Gender: Ind Men	10%	(36)	90%	(309)	345
PID/Gender: Ind Women	11%	(36)	89%	(293)	329
PID/Gender: Rep Men	15%	(49)	85%	(279)	328
PID/Gender: Rep Women	20%	(70)	80%	(278)	348
Ideo: Liberal (1-3)	18%	(120)	82%	(536)	656
Ideo: Moderate (4)	18%	(134)	82%	(616)	751
Ideo: Conservative (5-7)	14%	(95)	86%	(571)	666
Educ: < College	17%	(244)	83%	(1193)	1437
Educ: Bachelors degree	17%	(83)	83%	(408)	491
Educ: Post-grad	18%	(51)	82%	(231)	282
Income: Under 50k	16%	(201)	84%	(1070)	1271
Income: 50k-100k	18%	(121)	82%	(536)	656
Income: 100k+	20%	(56)	80%	(226)	283
Ethnicity: White	14%	(247)	86%	(1464)	1711
Ethnicity: Hispanic	24%	(91)	76%	(283)	374
Ethnicity: Black	31%	(87)	69%	(195)	282

Table MCFE7_2: *Have you ever purchased the following types of products because it was sponsored by an influencer / celebrity?*
Home decor

Demographic	Yes		No		Total N
Adults	17%	(378)	83%	(1832)	2210
Ethnicity: Other	21%	(45)	79%	(172)	217
All Christian	17%	(172)	83%	(857)	1029
All Non-Christian	19%	(24)	81%	(105)	129
Atheist	10%	(10)	90%	(90)	99
Agnostic/Nothing in particular	15%	(87)	85%	(501)	587
Something Else	23%	(86)	77%	(280)	365
Religious Non-Protestant/Catholic	20%	(31)	80%	(122)	154
Evangelical	22%	(124)	78%	(434)	558
Non-Evangelical	15%	(122)	85%	(669)	792
Community: Urban	25%	(157)	75%	(480)	638
Community: Suburban	15%	(147)	85%	(867)	1014
Community: Rural	13%	(74)	87%	(484)	558
Employ: Private Sector	25%	(163)	75%	(491)	654
Employ: Government	24%	(33)	76%	(103)	136
Employ: Self-Employed	28%	(46)	72%	(120)	166
Employ: Homemaker	17%	(33)	83%	(157)	190
Employ: Student	18%	(11)	82%	(51)	62
Employ: Retired	6%	(32)	94%	(531)	563
Employ: Unemployed	11%	(35)	89%	(267)	301
Employ: Other	19%	(25)	81%	(111)	137
Military HH: Yes	12%	(34)	88%	(249)	283
Military HH: No	18%	(344)	82%	(1582)	1927
RD/WT: Right Direction	24%	(157)	76%	(509)	666
RD/WT: Wrong Track	14%	(221)	86%	(1323)	1544
Biden Job Approve	21%	(199)	79%	(771)	970
Biden Job Disapprove	14%	(159)	86%	(985)	1144
Biden Job Strongly Approve	22%	(96)	78%	(337)	433
Biden Job Somewhat Approve	19%	(103)	81%	(434)	537
Biden Job Somewhat Disapprove	17%	(58)	83%	(281)	339
Biden Job Strongly Disapprove	12%	(100)	88%	(705)	805

Table MCFE7_2: *Have you ever purchased the following types of products because it was sponsored by an influencer / celebrity?*
Home decor

Demographic	Yes		No		Total N
Adults	17%	(378)	83%	(1832)	2210
Favorable of Biden	20%	(189)	80%	(780)	969
Unfavorable of Biden	14%	(161)	86%	(973)	1134
Very Favorable of Biden	21%	(101)	79%	(381)	482
Somewhat Favorable of Biden	18%	(88)	82%	(399)	487
Somewhat Unfavorable of Biden	17%	(50)	83%	(248)	299
Very Unfavorable of Biden	13%	(111)	87%	(724)	835
#1 Issue: Economy	17%	(157)	83%	(756)	913
#1 Issue: Security	15%	(37)	85%	(205)	243
#1 Issue: Health Care	25%	(42)	75%	(128)	170
#1 Issue: Medicare / Social Security	9%	(24)	91%	(242)	266
#1 Issue: Women's Issues	20%	(64)	80%	(247)	311
#1 Issue: Education	27%	(16)	73%	(43)	59
#1 Issue: Energy	21%	(28)	79%	(106)	134
#1 Issue: Other	9%	(10)	91%	(105)	115
2020 Vote: Joe Biden	19%	(182)	81%	(762)	945
2020 Vote: Donald Trump	15%	(114)	85%	(625)	740
2020 Vote: Other	12%	(8)	88%	(59)	67
2020 Vote: Didn't Vote	16%	(73)	84%	(386)	459
2018 House Vote: Democrat	20%	(149)	80%	(606)	755
2018 House Vote: Republican	14%	(82)	86%	(507)	589
2018 House Vote: Someone else	14%	(7)	86%	(43)	50
2016 Vote: Hillary Clinton	19%	(135)	81%	(560)	695
2016 Vote: Donald Trump	15%	(102)	85%	(554)	656
2016 Vote: Other	4%	(3)	96%	(82)	86
2016 Vote: Didn't Vote	18%	(135)	82%	(630)	765
Voted in 2014: Yes	16%	(198)	84%	(1028)	1227
Voted in 2014: No	18%	(180)	82%	(804)	983
4-Region: Northeast	16%	(62)	84%	(321)	383
4-Region: Midwest	15%	(70)	85%	(387)	456
4-Region: South	20%	(168)	80%	(676)	844
4-Region: West	15%	(78)	85%	(448)	527

Table MCFE7_2: *Have you ever purchased the following types of products because it was sponsored by an influencer / celebrity?*
Home decor

Demographic	Yes		No		Total N
Adults	17%	(378)	83%	(1832)	2210
TikTok Users	28%	(221)	72%	(572)	793
Twitch Users	33%	(72)	67%	(143)	216
2022 Sports Viewers/Attendees	19%	(284)	81%	(1191)	1475
Monthly Moviegoers	32%	(101)	68%	(219)	320
Few Times per Year + Moviegoers	25%	(230)	75%	(690)	920
Heard Smile Campaign	38%	(207)	62%	(344)	551
Heard Minion Campaign	36%	(197)	64%	(343)	540
Listens to Podcasts	25%	(284)	75%	(847)	1132
Streaming Services User	19%	(341)	81%	(1431)	1773
Netflix User	21%	(308)	79%	(1165)	1474
Disney+ User	26%	(253)	74%	(731)	984
Heterosexual or straight	17%	(338)	83%	(1632)	1971
Gay	14%	(9)	86%	(59)	68
Bisexual	19%	(17)	81%	(72)	88
Yes	32%	(22)	68%	(48)	70
No	17%	(356)	83%	(1784)	2140

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

Table MCFE7_3: *Have you ever purchased the following types of products because it was sponsored by an influencer / celebrity?*
Electronics

Demographic	Yes		No		Total N
Adults	20%	(447)	80%	(1763)	2210
Gender: Male	25%	(269)	75%	(799)	1068
Gender: Female	16%	(178)	84%	(964)	1142
Age: 18-34	37%	(237)	63%	(405)	642
Age: 35-44	25%	(91)	75%	(274)	365
Age: 45-64	14%	(103)	86%	(611)	714
Age: 65+	3%	(16)	97%	(473)	489
GenZers: 1997-2012	37%	(96)	63%	(160)	256
Millennials: 1981-1996	32%	(208)	68%	(445)	653
GenXers: 1965-1980	19%	(104)	81%	(451)	555
Baby Boomers: 1946-1964	6%	(37)	94%	(636)	673
PID: Dem (no lean)	25%	(215)	75%	(645)	860
PID: Ind (no lean)	15%	(104)	85%	(571)	674
PID: Rep (no lean)	19%	(129)	81%	(547)	676
PID/Gender: Dem Men	33%	(132)	67%	(262)	394
PID/Gender: Dem Women	18%	(83)	82%	(382)	465
PID/Gender: Ind Men	19%	(66)	81%	(279)	345
PID/Gender: Ind Women	11%	(38)	89%	(291)	329
PID/Gender: Rep Men	22%	(71)	78%	(257)	328
PID/Gender: Rep Women	16%	(57)	84%	(290)	348
Ideo: Liberal (1-3)	23%	(152)	77%	(504)	656
Ideo: Moderate (4)	21%	(160)	79%	(591)	751
Ideo: Conservative (5-7)	15%	(103)	85%	(564)	666
Educ: < College	21%	(306)	79%	(1131)	1437
Educ: Bachelors degree	19%	(92)	81%	(399)	491
Educ: Post-grad	17%	(49)	83%	(233)	282
Income: Under 50k	21%	(264)	79%	(1007)	1271
Income: 50k-100k	19%	(124)	81%	(532)	656
Income: 100k+	21%	(60)	79%	(223)	283
Ethnicity: White	16%	(277)	84%	(1434)	1711
Ethnicity: Hispanic	34%	(126)	66%	(248)	374
Ethnicity: Black	42%	(118)	58%	(164)	282

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Table MCFE7_3: *Have you ever purchased the following types of products because it was sponsored by an influencer / celebrity?*
Electronics

Demographic	Yes		No		Total N
Adults	20%	(447)	80%	(1763)	2210
Ethnicity: Other	24%	(52)	76%	(165)	217
All Christian	18%	(185)	82%	(844)	1029
All Non-Christian	22%	(29)	78%	(100)	129
Atheist	15%	(15)	85%	(85)	99
Agnostic/Nothing in particular	20%	(115)	80%	(472)	587
Something Else	28%	(104)	72%	(262)	365
Religious Non-Protestant/Catholic	26%	(40)	74%	(114)	154
Evangelical	24%	(134)	76%	(425)	558
Non-Evangelical	18%	(140)	82%	(652)	792
Community: Urban	28%	(177)	72%	(461)	638
Community: Suburban	18%	(187)	82%	(827)	1014
Community: Rural	15%	(84)	85%	(474)	558
Employ: Private Sector	25%	(163)	75%	(492)	654
Employ: Government	36%	(48)	64%	(88)	136
Employ: Self-Employed	35%	(59)	65%	(107)	166
Employ: Homemaker	18%	(35)	82%	(155)	190
Employ: Student	31%	(19)	69%	(43)	62
Employ: Retired	6%	(34)	94%	(529)	563
Employ: Unemployed	21%	(63)	79%	(238)	301
Employ: Other	19%	(26)	81%	(111)	137
Military HH: Yes	15%	(42)	85%	(242)	283
Military HH: No	21%	(405)	79%	(1521)	1927
RD/WT: Right Direction	31%	(207)	69%	(459)	666
RD/WT: Wrong Track	16%	(240)	84%	(1303)	1544
Biden Job Approve	25%	(243)	75%	(727)	970
Biden Job Disapprove	16%	(186)	84%	(958)	1144
Biden Job Strongly Approve	29%	(126)	71%	(307)	433
Biden Job Somewhat Approve	22%	(117)	78%	(420)	537
Biden Job Somewhat Disapprove	19%	(65)	81%	(274)	339
Biden Job Strongly Disapprove	15%	(121)	85%	(684)	805

Table MCFE7_3: *Have you ever purchased the following types of products because it was sponsored by an influencer / celebrity?*
Electronics

Demographic	Yes		No		Total N
Adults	20%	(447)	80%	(1763)	2210
Favorable of Biden	22%	(218)	78%	(751)	969
Unfavorable of Biden	17%	(195)	83%	(939)	1134
Very Favorable of Biden	27%	(129)	73%	(353)	482
Somewhat Favorable of Biden	18%	(89)	82%	(398)	487
Somewhat Unfavorable of Biden	21%	(63)	79%	(236)	299
Very Unfavorable of Biden	16%	(132)	84%	(703)	835
#1 Issue: Economy	22%	(196)	78%	(717)	913
#1 Issue: Security	18%	(44)	82%	(198)	243
#1 Issue: Health Care	25%	(43)	75%	(128)	170
#1 Issue: Medicare / Social Security	10%	(27)	90%	(238)	266
#1 Issue: Women's Issues	24%	(75)	76%	(236)	311
#1 Issue: Education	29%	(17)	71%	(42)	59
#1 Issue: Energy	24%	(32)	76%	(102)	134
#1 Issue: Other	11%	(13)	89%	(101)	115
2020 Vote: Joe Biden	21%	(198)	79%	(746)	945
2020 Vote: Donald Trump	18%	(135)	82%	(605)	740
2020 Vote: Other	14%	(10)	86%	(57)	67
2020 Vote: Didn't Vote	23%	(104)	77%	(354)	459
2018 House Vote: Democrat	22%	(169)	78%	(586)	755
2018 House Vote: Republican	16%	(95)	84%	(494)	589
2018 House Vote: Someone else	18%	(9)	82%	(40)	50
2016 Vote: Hillary Clinton	22%	(150)	78%	(545)	695
2016 Vote: Donald Trump	16%	(104)	84%	(552)	656
2016 Vote: Other	11%	(9)	89%	(76)	86
2016 Vote: Didn't Vote	23%	(180)	77%	(585)	765
Voted in 2014: Yes	18%	(225)	82%	(1001)	1227
Voted in 2014: No	23%	(222)	77%	(761)	983
4-Region: Northeast	19%	(74)	81%	(309)	383
4-Region: Midwest	16%	(74)	84%	(383)	456
4-Region: South	23%	(196)	77%	(648)	844
4-Region: West	20%	(104)	80%	(423)	527

Table MCFE7_3: *Have you ever purchased the following types of products because it was sponsored by an influencer / celebrity?*
Electronics

Demographic	Yes		No		Total N
Adults	20%	(447)	80%	(1763)	2210
TikTok Users	32%	(252)	68%	(541)	793
Twitch Users	46%	(100)	54%	(115)	216
2022 Sports Viewers/Attendees	23%	(341)	77%	(1134)	1475
Monthly Moviegoers	44%	(140)	56%	(180)	320
Few Times per Year + Moviegoers	31%	(284)	69%	(636)	920
Heard Smile Campaign	45%	(246)	55%	(305)	551
Heard Minion Campaign	45%	(242)	55%	(298)	540
Listens to Podcasts	31%	(347)	69%	(785)	1132
Streaming Services User	24%	(417)	76%	(1356)	1773
Netflix User	25%	(371)	75%	(1102)	1474
Disney+ User	31%	(302)	69%	(682)	984
Heterosexual or straight	20%	(391)	80%	(1580)	1971
Gay	16%	(11)	84%	(57)	68
Bisexual	25%	(22)	75%	(66)	88
Yes	32%	(23)	68%	(48)	70
No	20%	(425)	80%	(1715)	2140

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

Table MCFE7_4: *Have you ever purchased the following types of products because it was sponsored by an influencer / celebrity?*
Clothes

Demographic	Yes		No		Total N
Adults	29%	(633)	71%	(1577)	2210
Gender: Male	29%	(312)	71%	(756)	1068
Gender: Female	28%	(321)	72%	(822)	1142
Age: 18-34	48%	(307)	52%	(335)	642
Age: 35-44	35%	(127)	65%	(238)	365
Age: 45-64	23%	(164)	77%	(550)	714
Age: 65+	7%	(34)	93%	(455)	489
GenZers: 1997-2012	51%	(130)	49%	(126)	256
Millennials: 1981-1996	41%	(271)	59%	(382)	653
GenXers: 1965-1980	29%	(162)	71%	(393)	555
Baby Boomers: 1946-1964	10%	(64)	90%	(609)	673
PID: Dem (no lean)	35%	(300)	65%	(560)	860
PID: Ind (no lean)	22%	(151)	78%	(523)	674
PID: Rep (no lean)	27%	(181)	73%	(495)	676
PID/Gender: Dem Men	41%	(160)	59%	(234)	394
PID/Gender: Dem Women	30%	(140)	70%	(326)	465
PID/Gender: Ind Men	20%	(71)	80%	(275)	345
PID/Gender: Ind Women	25%	(81)	75%	(249)	329
PID/Gender: Rep Men	25%	(81)	75%	(247)	328
PID/Gender: Rep Women	29%	(100)	71%	(248)	348
Ideo: Liberal (1-3)	29%	(190)	71%	(466)	656
Ideo: Moderate (4)	32%	(243)	68%	(508)	751
Ideo: Conservative (5-7)	24%	(158)	76%	(508)	666
Educ: < College	29%	(422)	71%	(1015)	1437
Educ: Bachelors degree	29%	(142)	71%	(349)	491
Educ: Post-grad	24%	(69)	76%	(213)	282
Income: Under 50k	29%	(368)	71%	(903)	1271
Income: 50k-100k	28%	(182)	72%	(474)	656
Income: 100k+	29%	(83)	71%	(200)	283
Ethnicity: White	24%	(416)	76%	(1295)	1711
Ethnicity: Hispanic	43%	(163)	57%	(211)	374
Ethnicity: Black	51%	(145)	49%	(137)	282

Table MCFE7_4: *Have you ever purchased the following types of products because it was sponsored by an influencer / celebrity?*
Clothes

Demographic	Yes		No		Total N
Adults	29%	(633)	71%	(1577)	2210
Ethnicity: Other	33%	(71)	67%	(146)	217
All Christian	26%	(266)	74%	(763)	1029
All Non-Christian	32%	(42)	68%	(87)	129
Atheist	22%	(22)	78%	(77)	99
Agnostic/Nothing in particular	27%	(160)	73%	(428)	587
Something Else	39%	(144)	61%	(222)	365
Religious Non-Protestant/Catholic	35%	(54)	65%	(99)	154
Evangelical	33%	(186)	67%	(372)	558
Non-Evangelical	26%	(206)	74%	(586)	792
Community: Urban	36%	(228)	64%	(410)	638
Community: Suburban	26%	(261)	74%	(753)	1014
Community: Rural	26%	(144)	74%	(415)	558
Employ: Private Sector	35%	(230)	65%	(425)	654
Employ: Government	49%	(67)	51%	(69)	136
Employ: Self-Employed	43%	(72)	57%	(95)	166
Employ: Homemaker	31%	(59)	69%	(131)	190
Employ: Student	51%	(32)	49%	(31)	62
Employ: Retired	9%	(48)	91%	(515)	563
Employ: Unemployed	29%	(88)	71%	(213)	301
Employ: Other	27%	(38)	73%	(99)	137
Military HH: Yes	20%	(57)	80%	(226)	283
Military HH: No	30%	(575)	70%	(1351)	1927
RD/WT: Right Direction	37%	(246)	63%	(420)	666
RD/WT: Wrong Track	25%	(387)	75%	(1157)	1544
Biden Job Approve	34%	(327)	66%	(643)	970
Biden Job Disapprove	24%	(275)	76%	(869)	1144
Biden Job Strongly Approve	37%	(161)	63%	(272)	433
Biden Job Somewhat Approve	31%	(166)	69%	(371)	537
Biden Job Somewhat Disapprove	28%	(96)	72%	(243)	339
Biden Job Strongly Disapprove	22%	(180)	78%	(625)	805

Table MCFE7_4: *Have you ever purchased the following types of products because it was sponsored by an influencer / celebrity?*
Clothes

Demographic	Yes		No		Total N
Adults	29%	(633)	71%	(1577)	2210
Favorable of Biden	32%	(311)	68%	(658)	969
Unfavorable of Biden	25%	(279)	75%	(855)	1134
Very Favorable of Biden	37%	(177)	63%	(305)	482
Somewhat Favorable of Biden	27%	(134)	73%	(353)	487
Somewhat Unfavorable of Biden	29%	(86)	71%	(212)	299
Very Unfavorable of Biden	23%	(193)	77%	(643)	835
#1 Issue: Economy	30%	(278)	70%	(635)	913
#1 Issue: Security	26%	(63)	74%	(180)	243
#1 Issue: Health Care	29%	(50)	71%	(120)	170
#1 Issue: Medicare / Social Security	16%	(41)	84%	(225)	266
#1 Issue: Women's Issues	39%	(121)	61%	(190)	311
#1 Issue: Education	39%	(23)	61%	(36)	59
#1 Issue: Energy	32%	(43)	68%	(91)	134
#1 Issue: Other	12%	(14)	88%	(101)	115
2020 Vote: Joe Biden	30%	(286)	70%	(658)	945
2020 Vote: Donald Trump	25%	(184)	75%	(555)	740
2020 Vote: Other	26%	(18)	74%	(49)	67
2020 Vote: Didn't Vote	31%	(144)	69%	(314)	459
2018 House Vote: Democrat	32%	(239)	68%	(516)	755
2018 House Vote: Republican	23%	(133)	77%	(456)	589
2018 House Vote: Someone else	23%	(11)	77%	(38)	50
2016 Vote: Hillary Clinton	30%	(209)	70%	(486)	695
2016 Vote: Donald Trump	23%	(153)	77%	(503)	656
2016 Vote: Other	13%	(11)	87%	(75)	86
2016 Vote: Didn't Vote	33%	(254)	67%	(511)	765
Voted in 2014: Yes	25%	(308)	75%	(918)	1227
Voted in 2014: No	33%	(325)	67%	(659)	983
4-Region: Northeast	26%	(100)	74%	(282)	383
4-Region: Midwest	24%	(108)	76%	(349)	456
4-Region: South	33%	(278)	67%	(566)	844
4-Region: West	28%	(146)	72%	(380)	527

Table MCFE7_4: *Have you ever purchased the following types of products because it was sponsored by an influencer / celebrity?*
Clothes

Demographic	Yes		No		Total N
Adults	29%	(633)	71%	(1577)	2210
TikTok Users	44%	(351)	56%	(442)	793
Twitch Users	56%	(120)	44%	(95)	216
2022 Sports Viewers/Attendees	32%	(465)	68%	(1010)	1475
Monthly Moviegoers	49%	(156)	51%	(164)	320
Few Times per Year + Moviegoers	40%	(369)	60%	(551)	920
Heard Smile Campaign	55%	(305)	45%	(246)	551
Heard Minion Campaign	56%	(300)	44%	(240)	540
Listens to Podcasts	39%	(445)	61%	(687)	1132
Streaming Services User	32%	(575)	68%	(1198)	1773
Netflix User	36%	(531)	64%	(943)	1474
Disney+ User	41%	(401)	59%	(583)	984
Heterosexual or straight	28%	(558)	72%	(1413)	1971
Gay	21%	(14)	79%	(54)	68
Bisexual	38%	(34)	62%	(55)	88
Yes	40%	(28)	60%	(42)	70
No	28%	(604)	72%	(1535)	2140

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

Table MCFE7_5: *Have you ever purchased the following types of products because it was sponsored by an influencer / celebrity?*
Shoes

Demographic	Yes		No		Total N
Adults	24%	(535)	76%	(1675)	2210
Gender: Male	27%	(283)	73%	(784)	1068
Gender: Female	22%	(252)	78%	(890)	1142
Age: 18-34	41%	(261)	59%	(381)	642
Age: 35-44	32%	(117)	68%	(248)	365
Age: 45-64	19%	(138)	81%	(576)	714
Age: 65+	4%	(19)	96%	(470)	489
GenZers: 1997-2012	42%	(107)	58%	(149)	256
Millennials: 1981-1996	37%	(243)	63%	(410)	653
GenXers: 1965-1980	24%	(134)	76%	(421)	555
Baby Boomers: 1946-1964	7%	(48)	93%	(625)	673
PID: Dem (no lean)	32%	(277)	68%	(582)	860
PID: Ind (no lean)	17%	(117)	83%	(557)	674
PID: Rep (no lean)	21%	(141)	79%	(535)	676
PID/Gender: Dem Men	38%	(148)	62%	(246)	394
PID/Gender: Dem Women	28%	(129)	72%	(336)	465
PID/Gender: Ind Men	19%	(66)	81%	(279)	345
PID/Gender: Ind Women	15%	(51)	85%	(278)	329
PID/Gender: Rep Men	21%	(69)	79%	(259)	328
PID/Gender: Rep Women	21%	(72)	79%	(275)	348
Ideo: Liberal (1-3)	26%	(169)	74%	(487)	656
Ideo: Moderate (4)	28%	(212)	72%	(539)	751
Ideo: Conservative (5-7)	18%	(117)	82%	(549)	666
Educ: < College	24%	(349)	76%	(1088)	1437
Educ: Bachelors degree	24%	(120)	76%	(371)	491
Educ: Post-grad	24%	(67)	76%	(215)	282
Income: Under 50k	24%	(304)	76%	(967)	1271
Income: 50k-100k	23%	(151)	77%	(505)	656
Income: 100k+	28%	(80)	72%	(202)	283
Ethnicity: White	19%	(333)	81%	(1378)	1711
Ethnicity: Hispanic	39%	(146)	61%	(228)	374
Ethnicity: Black	50%	(142)	50%	(140)	282

Table MCFE7_5: *Have you ever purchased the following types of products because it was sponsored by an influencer / celebrity?*
Shoes

Demographic	Yes		No		Total N
Adults	24%	(535)	76%	(1675)	2210
Ethnicity: Other	28%	(60)	72%	(157)	217
All Christian	23%	(233)	77%	(796)	1029
All Non-Christian	28%	(36)	72%	(93)	129
Atheist	20%	(20)	80%	(79)	99
Agnostic/Nothing in particular	21%	(123)	79%	(464)	587
Something Else	34%	(123)	66%	(242)	365
Religious Non-Protestant/Catholic	29%	(44)	71%	(110)	154
Evangelical	28%	(159)	72%	(400)	558
Non-Evangelical	23%	(185)	77%	(606)	792
Community: Urban	34%	(218)	66%	(419)	638
Community: Suburban	21%	(216)	79%	(799)	1014
Community: Rural	18%	(101)	82%	(457)	558
Employ: Private Sector	31%	(205)	69%	(450)	654
Employ: Government	48%	(66)	52%	(71)	136
Employ: Self-Employed	38%	(63)	62%	(103)	166
Employ: Homemaker	26%	(49)	74%	(141)	190
Employ: Student	42%	(26)	58%	(36)	62
Employ: Retired	6%	(35)	94%	(528)	563
Employ: Unemployed	19%	(58)	81%	(244)	301
Employ: Other	25%	(35)	75%	(102)	137
Military HH: Yes	13%	(37)	87%	(246)	283
Military HH: No	26%	(498)	74%	(1428)	1927
RD/WT: Right Direction	34%	(230)	66%	(437)	666
RD/WT: Wrong Track	20%	(306)	80%	(1238)	1544
Biden Job Approve	30%	(287)	70%	(683)	970
Biden Job Disapprove	20%	(226)	80%	(918)	1144
Biden Job Strongly Approve	32%	(138)	68%	(294)	433
Biden Job Somewhat Approve	28%	(149)	72%	(389)	537
Biden Job Somewhat Disapprove	25%	(85)	75%	(254)	339
Biden Job Strongly Disapprove	17%	(141)	83%	(664)	805

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Table MCFE7_5: *Have you ever purchased the following types of products because it was sponsored by an influencer / celebrity?*
Shoes

Demographic	Yes		No		Total N
Adults	24%	(535)	76%	(1675)	2210
Favorable of Biden	28%	(270)	72%	(699)	969
Unfavorable of Biden	20%	(228)	80%	(906)	1134
Very Favorable of Biden	32%	(153)	68%	(329)	482
Somewhat Favorable of Biden	24%	(117)	76%	(370)	487
Somewhat Unfavorable of Biden	27%	(82)	73%	(217)	299
Very Unfavorable of Biden	18%	(146)	82%	(689)	835
#1 Issue: Economy	26%	(242)	74%	(671)	913
#1 Issue: Security	19%	(46)	81%	(197)	243
#1 Issue: Health Care	26%	(45)	74%	(125)	170
#1 Issue: Medicare / Social Security	12%	(32)	88%	(234)	266
#1 Issue: Women's Issues	32%	(99)	68%	(212)	311
#1 Issue: Education	39%	(23)	61%	(36)	59
#1 Issue: Energy	28%	(38)	72%	(96)	134
#1 Issue: Other	10%	(12)	90%	(103)	115
2020 Vote: Joe Biden	28%	(267)	72%	(678)	945
2020 Vote: Donald Trump	18%	(136)	82%	(604)	740
2020 Vote: Other	20%	(13)	80%	(54)	67
2020 Vote: Didn't Vote	26%	(120)	74%	(339)	459
2018 House Vote: Democrat	29%	(221)	71%	(534)	755
2018 House Vote: Republican	17%	(100)	83%	(489)	589
2018 House Vote: Someone else	19%	(9)	81%	(40)	50
2016 Vote: Hillary Clinton	28%	(191)	72%	(504)	695
2016 Vote: Donald Trump	17%	(112)	83%	(544)	656
2016 Vote: Other	9%	(7)	91%	(78)	86
2016 Vote: Didn't Vote	29%	(219)	71%	(546)	765
Voted in 2014: Yes	22%	(265)	78%	(962)	1227
Voted in 2014: No	28%	(271)	72%	(713)	983
4-Region: Northeast	22%	(85)	78%	(297)	383
4-Region: Midwest	17%	(77)	83%	(379)	456
4-Region: South	29%	(246)	71%	(599)	844
4-Region: West	24%	(127)	76%	(399)	527

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Table MCFE7_5: *Have you ever purchased the following types of products because it was sponsored by an influencer / celebrity?*
Shoes

Demographic	Yes		No		Total N
Adults	24%	(535)	76%	(1675)	2210
TikTok Users	39%	(309)	61%	(484)	793
Twitch Users	46%	(100)	54%	(116)	216
2022 Sports Viewers/Attendees	28%	(410)	72%	(1065)	1475
Monthly Moviegoers	47%	(151)	53%	(170)	320
Few Times per Year + Moviegoers	36%	(329)	64%	(591)	920
Heard Smile Campaign	49%	(271)	51%	(280)	551
Heard Minion Campaign	49%	(266)	51%	(274)	540
Listens to Podcasts	33%	(378)	67%	(754)	1132
Streaming Services User	28%	(492)	72%	(1281)	1773
Netflix User	30%	(448)	70%	(1026)	1474
Disney+ User	36%	(356)	64%	(628)	984
Heterosexual or straight	24%	(482)	76%	(1489)	1971
Gay	16%	(11)	84%	(57)	68
Bisexual	29%	(26)	71%	(63)	88
Yes	41%	(29)	59%	(42)	70
No	24%	(507)	76%	(1633)	2140

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

Table MCFE7_6: *Have you ever purchased the following types of products because it was sponsored by an influencer / celebrity?*
Fashion accessories, including watches and jewelry

Demographic	Yes		No		Total N
Adults	20%	(431)	80%	(1779)	2210
Gender: Male	20%	(210)	80%	(857)	1068
Gender: Female	19%	(221)	81%	(921)	1142
Age: 18-34	34%	(221)	66%	(421)	642
Age: 35-44	26%	(95)	74%	(270)	365
Age: 45-64	14%	(101)	86%	(612)	714
Age: 65+	3%	(14)	97%	(475)	489
GenZers: 1997-2012	36%	(92)	64%	(165)	256
Millennials: 1981-1996	30%	(199)	70%	(454)	653
GenXers: 1965-1980	18%	(100)	82%	(455)	555
Baby Boomers: 1946-1964	6%	(37)	94%	(636)	673
PID: Dem (no lean)	24%	(209)	76%	(651)	860
PID: Ind (no lean)	15%	(98)	85%	(576)	674
PID: Rep (no lean)	18%	(124)	82%	(552)	676
PID/Gender: Dem Men	27%	(105)	73%	(289)	394
PID/Gender: Dem Women	22%	(104)	78%	(362)	465
PID/Gender: Ind Men	14%	(49)	86%	(297)	345
PID/Gender: Ind Women	15%	(50)	85%	(279)	329
PID/Gender: Rep Men	17%	(56)	83%	(272)	328
PID/Gender: Rep Women	19%	(68)	81%	(280)	348
Ideo: Liberal (1-3)	21%	(141)	79%	(515)	656
Ideo: Moderate (4)	21%	(159)	79%	(592)	751
Ideo: Conservative (5-7)	15%	(102)	85%	(564)	666
Educ: < College	19%	(277)	81%	(1160)	1437
Educ: Bachelors degree	20%	(99)	80%	(392)	491
Educ: Post-grad	20%	(55)	80%	(227)	282
Income: Under 50k	19%	(240)	81%	(1031)	1271
Income: 50k-100k	20%	(131)	80%	(525)	656
Income: 100k+	21%	(60)	79%	(223)	283
Ethnicity: White	15%	(265)	85%	(1446)	1711
Ethnicity: Hispanic	31%	(118)	69%	(256)	374
Ethnicity: Black	40%	(114)	60%	(169)	282

Table MCFE7_6: *Have you ever purchased the following types of products because it was sponsored by an influencer / celebrity?*
Fashion accessories, including watches and jewelry

Demographic	Yes		No		Total N
Adults	20%	(431)	80%	(1779)	2210
Ethnicity: Other	24%	(53)	76%	(164)	217
All Christian	18%	(182)	82%	(847)	1029
All Non-Christian	22%	(29)	78%	(100)	129
Atheist	14%	(13)	86%	(86)	99
Agnostic/Nothing in particular	18%	(107)	82%	(481)	587
Something Else	27%	(100)	73%	(265)	365
Religious Non-Protestant/Catholic	23%	(35)	77%	(119)	154
Evangelical	27%	(150)	73%	(408)	558
Non-Evangelical	15%	(122)	85%	(670)	792
Community: Urban	28%	(179)	72%	(458)	638
Community: Suburban	17%	(170)	83%	(845)	1014
Community: Rural	15%	(83)	85%	(476)	558
Employ: Private Sector	25%	(166)	75%	(489)	654
Employ: Government	38%	(52)	62%	(84)	136
Employ: Self-Employed	31%	(52)	69%	(115)	166
Employ: Homemaker	19%	(36)	81%	(154)	190
Employ: Student	27%	(17)	73%	(46)	62
Employ: Retired	4%	(25)	96%	(538)	563
Employ: Unemployed	20%	(61)	80%	(241)	301
Employ: Other	18%	(25)	82%	(112)	137
Military HH: Yes	12%	(33)	88%	(251)	283
Military HH: No	21%	(399)	79%	(1528)	1927
RD/WT: Right Direction	27%	(183)	73%	(483)	666
RD/WT: Wrong Track	16%	(249)	84%	(1295)	1544
Biden Job Approve	24%	(231)	76%	(739)	970
Biden Job Disapprove	16%	(179)	84%	(965)	1144
Biden Job Strongly Approve	28%	(120)	72%	(312)	433
Biden Job Somewhat Approve	21%	(111)	79%	(426)	537
Biden Job Somewhat Disapprove	18%	(61)	82%	(278)	339
Biden Job Strongly Disapprove	15%	(117)	85%	(688)	805

Table MCFE7_6: *Have you ever purchased the following types of products because it was sponsored by an influencer / celebrity?*
Fashion accessories, including watches and jewelry

Demographic	Yes		No		Total N
Adults	20%	(431)	80%	(1779)	2210
Favorable of Biden	22%	(212)	78%	(757)	969
Unfavorable of Biden	17%	(188)	83%	(946)	1134
Very Favorable of Biden	25%	(118)	75%	(364)	482
Somewhat Favorable of Biden	19%	(94)	81%	(393)	487
Somewhat Unfavorable of Biden	20%	(59)	80%	(240)	299
Very Unfavorable of Biden	15%	(128)	85%	(707)	835
#1 Issue: Economy	19%	(177)	81%	(736)	913
#1 Issue: Security	18%	(43)	82%	(199)	243
#1 Issue: Health Care	18%	(31)	82%	(139)	170
#1 Issue: Medicare / Social Security	11%	(29)	89%	(237)	266
#1 Issue: Women's Issues	28%	(86)	72%	(225)	311
#1 Issue: Education	36%	(21)	64%	(38)	59
#1 Issue: Energy	26%	(35)	74%	(99)	134
#1 Issue: Other	8%	(9)	92%	(106)	115
2020 Vote: Joe Biden	21%	(199)	79%	(746)	945
2020 Vote: Donald Trump	17%	(129)	83%	(611)	740
2020 Vote: Other	16%	(10)	84%	(57)	67
2020 Vote: Didn't Vote	20%	(93)	80%	(365)	459
2018 House Vote: Democrat	22%	(169)	78%	(586)	755
2018 House Vote: Republican	16%	(94)	84%	(495)	589
2018 House Vote: Someone else	15%	(7)	85%	(42)	50
2016 Vote: Hillary Clinton	23%	(157)	77%	(538)	695
2016 Vote: Donald Trump	14%	(93)	86%	(563)	656
2016 Vote: Other	9%	(8)	91%	(78)	86
2016 Vote: Didn't Vote	22%	(169)	78%	(596)	765
Voted in 2014: Yes	18%	(216)	82%	(1011)	1227
Voted in 2014: No	22%	(216)	78%	(768)	983
4-Region: Northeast	17%	(67)	83%	(316)	383
4-Region: Midwest	16%	(74)	84%	(383)	456
4-Region: South	23%	(192)	77%	(653)	844
4-Region: West	19%	(99)	81%	(428)	527

Table MCFE7_6: *Have you ever purchased the following types of products because it was sponsored by an influencer / celebrity?*
Fashion accessories, including watches and jewelry

Demographic	Yes		No		Total N
Adults	20%	(431)	80%	(1779)	2210
TikTok Users	31%	(248)	69%	(544)	793
Twitch Users	40%	(86)	60%	(130)	216
2022 Sports Viewers/Attendees	22%	(331)	78%	(1144)	1475
Monthly Moviegoers	44%	(143)	56%	(178)	320
Few Times per Year + Moviegoers	30%	(280)	70%	(640)	920
Heard Smile Campaign	43%	(237)	57%	(313)	551
Heard Minion Campaign	43%	(235)	57%	(305)	540
Listens to Podcasts	30%	(334)	70%	(798)	1132
Streaming Services User	23%	(402)	77%	(1371)	1773
Netflix User	26%	(379)	74%	(1095)	1474
Disney+ User	31%	(302)	69%	(682)	984
Heterosexual or straight	19%	(377)	81%	(1593)	1971
Gay	15%	(10)	85%	(58)	68
Bisexual	24%	(21)	76%	(67)	88
Yes	35%	(24)	65%	(46)	70
No	19%	(407)	81%	(1733)	2140

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

Table MCFE7_7: *Have you ever purchased the following types of products because it was sponsored by an influencer / celebrity?*
Books / games

Demographic	Yes		No		Total N
Adults	21%	(473)	79%	(1737)	2210
Gender: Male	24%	(252)	76%	(816)	1068
Gender: Female	19%	(221)	81%	(921)	1142
Age: 18-34	36%	(229)	64%	(413)	642
Age: 35-44	27%	(99)	73%	(266)	365
Age: 45-64	16%	(113)	84%	(600)	714
Age: 65+	7%	(32)	93%	(457)	489
GenZers: 1997-2012	39%	(100)	61%	(156)	256
Millennials: 1981-1996	32%	(207)	68%	(445)	653
GenXers: 1965-1980	19%	(106)	81%	(449)	555
Baby Boomers: 1946-1964	8%	(51)	92%	(622)	673
PID: Dem (no lean)	26%	(220)	74%	(639)	860
PID: Ind (no lean)	17%	(117)	83%	(558)	674
PID: Rep (no lean)	20%	(136)	80%	(540)	676
PID/Gender: Dem Men	29%	(114)	71%	(280)	394
PID/Gender: Dem Women	23%	(106)	77%	(359)	465
PID/Gender: Ind Men	20%	(68)	80%	(277)	345
PID/Gender: Ind Women	15%	(48)	85%	(281)	329
PID/Gender: Rep Men	21%	(69)	79%	(259)	328
PID/Gender: Rep Women	19%	(67)	81%	(281)	348
Ideo: Liberal (1-3)	25%	(163)	75%	(493)	656
Ideo: Moderate (4)	22%	(166)	78%	(585)	751
Ideo: Conservative (5-7)	17%	(113)	83%	(553)	666
Educ: < College	21%	(304)	79%	(1133)	1437
Educ: Bachelors degree	23%	(115)	77%	(376)	491
Educ: Post-grad	19%	(55)	81%	(227)	282
Income: Under 50k	22%	(274)	78%	(998)	1271
Income: 50k-100k	19%	(126)	81%	(530)	656
Income: 100k+	26%	(74)	74%	(209)	283
Ethnicity: White	18%	(311)	82%	(1399)	1711
Ethnicity: Hispanic	33%	(125)	67%	(249)	374
Ethnicity: Black	36%	(103)	64%	(179)	282

Table MCFE7_7: *Have you ever purchased the following types of products because it was sponsored by an influencer / celebrity?*
Books / games

Demographic	Yes		No		Total N
Adults	21%	(473)	79%	(1737)	2210
Ethnicity: Other	27%	(59)	73%	(158)	217
All Christian	20%	(205)	80%	(823)	1029
All Non-Christian	20%	(25)	80%	(104)	129
Atheist	16%	(16)	84%	(83)	99
Agnostic/Nothing in particular	21%	(125)	79%	(463)	587
Something Else	28%	(102)	72%	(264)	365
Religious Non-Protestant/Catholic	20%	(31)	80%	(123)	154
Evangelical	24%	(136)	76%	(422)	558
Non-Evangelical	20%	(161)	80%	(631)	792
Community: Urban	29%	(185)	71%	(453)	638
Community: Suburban	21%	(214)	79%	(801)	1014
Community: Rural	13%	(75)	87%	(483)	558
Employ: Private Sector	29%	(188)	71%	(466)	654
Employ: Government	29%	(40)	71%	(97)	136
Employ: Self-Employed	36%	(59)	64%	(107)	166
Employ: Homemaker	16%	(30)	84%	(160)	190
Employ: Student	33%	(20)	67%	(42)	62
Employ: Retired	8%	(45)	92%	(518)	563
Employ: Unemployed	20%	(61)	80%	(240)	301
Employ: Other	21%	(29)	79%	(108)	137
Military HH: Yes	18%	(51)	82%	(232)	283
Military HH: No	22%	(422)	78%	(1504)	1927
RD/WT: Right Direction	29%	(191)	71%	(475)	666
RD/WT: Wrong Track	18%	(282)	82%	(1261)	1544
Biden Job Approve	26%	(253)	74%	(717)	970
Biden Job Disapprove	17%	(195)	83%	(949)	1144
Biden Job Strongly Approve	29%	(124)	71%	(309)	433
Biden Job Somewhat Approve	24%	(129)	76%	(408)	537
Biden Job Somewhat Disapprove	22%	(75)	78%	(264)	339
Biden Job Strongly Disapprove	15%	(120)	85%	(685)	805

Continued on next page

Table MCFE7_7: *Have you ever purchased the following types of products because it was sponsored by an influencer / celebrity?*
Books / games

Demographic	Yes		No		Total N
Adults	21%	(473)	79%	(1737)	2210
Favorable of Biden	23%	(226)	77%	(743)	969
Unfavorable of Biden	19%	(211)	81%	(923)	1134
Very Favorable of Biden	26%	(127)	74%	(355)	482
Somewhat Favorable of Biden	20%	(99)	80%	(388)	487
Somewhat Unfavorable of Biden	25%	(76)	75%	(223)	299
Very Unfavorable of Biden	16%	(135)	84%	(700)	835
#1 Issue: Economy	22%	(204)	78%	(709)	913
#1 Issue: Security	16%	(39)	84%	(203)	243
#1 Issue: Health Care	26%	(45)	74%	(126)	170
#1 Issue: Medicare / Social Security	11%	(30)	89%	(236)	266
#1 Issue: Women's Issues	29%	(89)	71%	(222)	311
#1 Issue: Education	32%	(19)	68%	(40)	59
#1 Issue: Energy	25%	(34)	75%	(100)	134
#1 Issue: Other	12%	(14)	88%	(101)	115
2020 Vote: Joe Biden	23%	(215)	77%	(729)	945
2020 Vote: Donald Trump	18%	(130)	82%	(609)	740
2020 Vote: Other	25%	(17)	75%	(50)	67
2020 Vote: Didn't Vote	24%	(111)	76%	(348)	459
2018 House Vote: Democrat	24%	(180)	76%	(575)	755
2018 House Vote: Republican	18%	(109)	82%	(480)	589
2018 House Vote: Someone else	25%	(12)	75%	(37)	50
2016 Vote: Hillary Clinton	23%	(160)	77%	(535)	695
2016 Vote: Donald Trump	17%	(112)	83%	(544)	656
2016 Vote: Other	15%	(13)	85%	(72)	86
2016 Vote: Didn't Vote	24%	(185)	76%	(580)	765
Voted in 2014: Yes	20%	(246)	80%	(980)	1227
Voted in 2014: No	23%	(227)	77%	(756)	983
4-Region: Northeast	20%	(77)	80%	(305)	383
4-Region: Midwest	21%	(96)	79%	(361)	456
4-Region: South	22%	(190)	78%	(655)	844
4-Region: West	21%	(111)	79%	(416)	527

Table MCFE7_7: *Have you ever purchased the following types of products because it was sponsored by an influencer / celebrity?*
Books / games

Demographic	Yes		No		Total N
Adults	21%	(473)	79%	(1737)	2210
TikTok Users	33%	(265)	67%	(528)	793
Twitch Users	52%	(113)	48%	(103)	216
2022 Sports Viewers/Attendees	25%	(362)	75%	(1113)	1475
Monthly Moviegoers	40%	(127)	60%	(194)	320
Few Times per Year + Moviegoers	30%	(272)	70%	(648)	920
Heard Smile Campaign	43%	(235)	57%	(316)	551
Heard Minion Campaign	44%	(240)	56%	(301)	540
Listens to Podcasts	32%	(365)	68%	(767)	1132
Streaming Services User	25%	(443)	75%	(1330)	1773
Netflix User	27%	(400)	73%	(1073)	1474
Disney+ User	32%	(310)	68%	(674)	984
Heterosexual or straight	21%	(413)	79%	(1557)	1971
Gay	11%	(7)	89%	(60)	68
Bisexual	25%	(22)	75%	(66)	88
Yes	35%	(25)	65%	(45)	70
No	21%	(448)	79%	(1691)	2140

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

Table MCFE7_8: *Have you ever purchased the following types of products because it was sponsored by an influencer / celebrity?*
Exercise equipment

Demographic	Yes		No		Total N
Adults	13%	(287)	87%	(1923)	2210
Gender: Male	15%	(162)	85%	(906)	1068
Gender: Female	11%	(125)	89%	(1018)	1142
Age: 18-34	22%	(144)	78%	(498)	642
Age: 35-44	21%	(76)	79%	(290)	365
Age: 45-64	8%	(58)	92%	(656)	714
Age: 65+	2%	(9)	98%	(479)	489
GenZers: 1997-2012	25%	(63)	75%	(193)	256
Millennials: 1981-1996	22%	(141)	78%	(511)	653
GenXers: 1965-1980	9%	(53)	91%	(503)	555
Baby Boomers: 1946-1964	4%	(26)	96%	(647)	673
PID: Dem (no lean)	17%	(146)	83%	(713)	860
PID: Ind (no lean)	9%	(62)	91%	(613)	674
PID: Rep (no lean)	12%	(79)	88%	(597)	676
PID/Gender: Dem Men	21%	(83)	79%	(312)	394
PID/Gender: Dem Women	14%	(64)	86%	(402)	465
PID/Gender: Ind Men	11%	(37)	89%	(308)	345
PID/Gender: Ind Women	7%	(25)	93%	(305)	329
PID/Gender: Rep Men	13%	(42)	87%	(286)	328
PID/Gender: Rep Women	11%	(37)	89%	(311)	348
Ideo: Liberal (1-3)	15%	(100)	85%	(557)	656
Ideo: Moderate (4)	14%	(104)	86%	(647)	751
Ideo: Conservative (5-7)	10%	(68)	90%	(598)	666
Educ: < College	12%	(174)	88%	(1263)	1437
Educ: Bachelors degree	13%	(63)	87%	(428)	491
Educ: Post-grad	17%	(49)	83%	(233)	282
Income: Under 50k	11%	(141)	89%	(1131)	1271
Income: 50k-100k	15%	(97)	85%	(559)	656
Income: 100k+	17%	(49)	83%	(234)	283
Ethnicity: White	10%	(168)	90%	(1542)	1711
Ethnicity: Hispanic	19%	(73)	81%	(301)	374
Ethnicity: Black	29%	(82)	71%	(200)	282

Table MCFE7_8: *Have you ever purchased the following types of products because it was sponsored by an influencer / celebrity?*
Exercise equipment

Demographic	Yes		No		Total N
Adults	13%	(287)	87%	(1923)	2210
Ethnicity: Other	17%	(36)	83%	(181)	217
All Christian	13%	(133)	87%	(896)	1029
All Non-Christian	18%	(23)	82%	(106)	129
Atheist	6%	(6)	94%	(93)	99
Agnostic/Nothing in particular	12%	(70)	88%	(517)	587
Something Else	15%	(54)	85%	(311)	365
Religious Non-Protestant/Catholic	17%	(27)	83%	(127)	154
Evangelical	17%	(93)	83%	(466)	558
Non-Evangelical	11%	(87)	89%	(705)	792
Community: Urban	19%	(124)	81%	(513)	638
Community: Suburban	12%	(121)	88%	(894)	1014
Community: Rural	7%	(42)	93%	(516)	558
Employ: Private Sector	19%	(124)	81%	(530)	654
Employ: Government	21%	(29)	79%	(107)	136
Employ: Self-Employed	24%	(40)	76%	(127)	166
Employ: Homemaker	11%	(21)	89%	(169)	190
Employ: Student	25%	(16)	75%	(46)	62
Employ: Retired	3%	(14)	97%	(549)	563
Employ: Unemployed	8%	(25)	92%	(276)	301
Employ: Other	13%	(17)	87%	(119)	137
Military HH: Yes	7%	(21)	93%	(262)	283
Military HH: No	14%	(266)	86%	(1661)	1927
RD/WT: Right Direction	19%	(129)	81%	(538)	666
RD/WT: Wrong Track	10%	(158)	90%	(1386)	1544
Biden Job Approve	16%	(159)	84%	(811)	970
Biden Job Disapprove	10%	(111)	90%	(1033)	1144
Biden Job Strongly Approve	20%	(86)	80%	(346)	433
Biden Job Somewhat Approve	14%	(73)	86%	(464)	537
Biden Job Somewhat Disapprove	12%	(42)	88%	(297)	339
Biden Job Strongly Disapprove	8%	(68)	92%	(737)	805

Table MCFE7_8: *Have you ever purchased the following types of products because it was sponsored by an influencer / celebrity?*
Exercise equipment

Demographic	Yes		No		Total N
Adults	13%	(287)	87%	(1923)	2210
Favorable of Biden	16%	(152)	84%	(817)	969
Unfavorable of Biden	10%	(109)	90%	(1025)	1134
Very Favorable of Biden	18%	(87)	82%	(395)	482
Somewhat Favorable of Biden	13%	(65)	87%	(422)	487
Somewhat Unfavorable of Biden	13%	(37)	87%	(261)	299
Very Unfavorable of Biden	9%	(71)	91%	(764)	835
#1 Issue: Economy	13%	(119)	87%	(794)	913
#1 Issue: Security	12%	(30)	88%	(213)	243
#1 Issue: Health Care	13%	(23)	87%	(148)	170
#1 Issue: Medicare / Social Security	6%	(17)	94%	(249)	266
#1 Issue: Women's Issues	18%	(55)	82%	(256)	311
#1 Issue: Education	17%	(10)	83%	(49)	59
#1 Issue: Energy	18%	(24)	82%	(110)	134
#1 Issue: Other	9%	(10)	91%	(104)	115
2020 Vote: Joe Biden	15%	(141)	85%	(804)	945
2020 Vote: Donald Trump	10%	(74)	90%	(666)	740
2020 Vote: Other	17%	(11)	83%	(56)	67
2020 Vote: Didn't Vote	13%	(61)	87%	(398)	459
2018 House Vote: Democrat	16%	(119)	84%	(636)	755
2018 House Vote: Republican	10%	(57)	90%	(532)	589
2018 House Vote: Someone else	14%	(7)	86%	(42)	50
2016 Vote: Hillary Clinton	16%	(108)	84%	(587)	695
2016 Vote: Donald Trump	9%	(58)	91%	(598)	656
2016 Vote: Other	6%	(5)	94%	(81)	86
2016 Vote: Didn't Vote	15%	(112)	85%	(653)	765
Voted in 2014: Yes	13%	(155)	87%	(1072)	1227
Voted in 2014: No	13%	(132)	87%	(851)	983
4-Region: Northeast	11%	(43)	89%	(340)	383
4-Region: Midwest	12%	(57)	88%	(400)	456
4-Region: South	15%	(130)	85%	(714)	844
4-Region: West	11%	(57)	89%	(469)	527

Table MCFE7_8: *Have you ever purchased the following types of products because it was sponsored by an influencer / celebrity?*
Exercise equipment

Demographic	Yes		No		Total N
Adults	13%	(287)	87%	(1923)	2210
TikTok Users	21%	(168)	79%	(624)	793
Twitch Users	33%	(71)	67%	(144)	216
2022 Sports Viewers/Attendees	15%	(225)	85%	(1250)	1475
Monthly Moviegoers	29%	(94)	71%	(226)	320
Few Times per Year + Moviegoers	21%	(189)	79%	(731)	920
Heard Smile Campaign	32%	(176)	68%	(375)	551
Heard Minion Campaign	31%	(168)	69%	(372)	540
Listens to Podcasts	21%	(237)	79%	(895)	1132
Streaming Services User	15%	(266)	85%	(1507)	1773
Netflix User	17%	(245)	83%	(1229)	1474
Disney+ User	20%	(196)	80%	(788)	984
Heterosexual or straight	13%	(257)	87%	(1714)	1971
Gay	10%	(7)	90%	(61)	68
Bisexual	16%	(14)	84%	(74)	88
Yes	27%	(19)	73%	(51)	70
No	13%	(268)	87%	(1872)	2140

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

Table MCFE8_1: *Have you ever boycotted a brand because they partnered with an influencer / celebrity who had done something?*
you did not agree with prior to the partnership, and the brand partnered with them anyway

Demographic	Yes		No		Total N
Adults	17%	(367)	83%	(1843)	2210
Gender: Male	17%	(183)	83%	(885)	1068
Gender: Female	16%	(184)	84%	(958)	1142
Age: 18-34	22%	(144)	78%	(498)	642
Age: 35-44	23%	(82)	77%	(283)	365
Age: 45-64	12%	(85)	88%	(628)	714
Age: 65+	11%	(55)	89%	(434)	489
GenZers: 1997-2012	25%	(64)	75%	(192)	256
Millennials: 1981-1996	21%	(137)	79%	(516)	653
GenXers: 1965-1980	15%	(86)	85%	(469)	555
Baby Boomers: 1946-1964	11%	(75)	89%	(598)	673
PID: Dem (no lean)	19%	(164)	81%	(696)	860
PID: Ind (no lean)	12%	(83)	88%	(591)	674
PID: Rep (no lean)	18%	(120)	82%	(556)	676
PID/Gender: Dem Men	20%	(77)	80%	(317)	394
PID/Gender: Dem Women	19%	(87)	81%	(379)	465
PID/Gender: Ind Men	9%	(32)	91%	(313)	345
PID/Gender: Ind Women	15%	(51)	85%	(279)	329
PID/Gender: Rep Men	22%	(73)	78%	(255)	328
PID/Gender: Rep Women	13%	(47)	87%	(301)	348
Ideo: Liberal (1-3)	21%	(137)	79%	(519)	656
Ideo: Moderate (4)	16%	(119)	84%	(632)	751
Ideo: Conservative (5-7)	14%	(96)	86%	(570)	666
Educ: < College	15%	(209)	85%	(1228)	1437
Educ: Bachelors degree	19%	(92)	81%	(399)	491
Educ: Post-grad	23%	(66)	77%	(217)	282
Income: Under 50k	13%	(162)	87%	(1109)	1271
Income: 50k-100k	21%	(138)	79%	(518)	656
Income: 100k+	23%	(66)	77%	(216)	283
Ethnicity: White	15%	(263)	85%	(1448)	1711
Ethnicity: Hispanic	23%	(87)	77%	(287)	374
Ethnicity: Black	24%	(67)	76%	(216)	282

Table MCFE8_1: *Have you ever boycotted a brand because they partnered with an influencer / celebrity who had done something?*
you did not agree with prior to the partnership, and the brand partnered with them anyway

Demographic	Yes		No		Total N
Adults	17%	(367)	83%	(1843)	2210
Ethnicity: Other	17%	(37)	83%	(180)	217
All Christian	18%	(184)	82%	(844)	1029
All Non-Christian	18%	(23)	82%	(106)	129
Atheist	27%	(27)	73%	(72)	99
Agnostic/Nothing in particular	12%	(71)	88%	(517)	587
Something Else	17%	(61)	83%	(304)	365
Religious Non-Protestant/Catholic	16%	(25)	84%	(129)	154
Evangelical	20%	(109)	80%	(449)	558
Non-Evangelical	16%	(130)	84%	(662)	792
Community: Urban	21%	(131)	79%	(506)	638
Community: Suburban	15%	(157)	85%	(857)	1014
Community: Rural	14%	(78)	86%	(480)	558
Employ: Private Sector	20%	(128)	80%	(526)	654
Employ: Government	32%	(44)	68%	(92)	136
Employ: Self-Employed	22%	(36)	78%	(130)	166
Employ: Homemaker	12%	(23)	88%	(167)	190
Employ: Student	29%	(18)	71%	(44)	62
Employ: Retired	10%	(57)	90%	(506)	563
Employ: Unemployed	12%	(36)	88%	(265)	301
Employ: Other	18%	(24)	82%	(113)	137
Military HH: Yes	18%	(50)	82%	(233)	283
Military HH: No	16%	(317)	84%	(1610)	1927
RD/WT: Right Direction	21%	(140)	79%	(526)	666
RD/WT: Wrong Track	15%	(227)	85%	(1317)	1544
Biden Job Approve	20%	(192)	80%	(778)	970
Biden Job Disapprove	14%	(163)	86%	(981)	1144
Biden Job Strongly Approve	22%	(96)	78%	(337)	433
Biden Job Somewhat Approve	18%	(96)	82%	(442)	537
Biden Job Somewhat Disapprove	13%	(43)	87%	(296)	339
Biden Job Strongly Disapprove	15%	(120)	85%	(685)	805

Table MCFE8_1: *Have you ever boycotted a brand because they partnered with an influencer / celebrity who had done something?*
you did not agree with prior to the partnership, and the brand partnered with them anyway

Demographic	Yes		No		Total N
Adults	17%	(367)	83%	(1843)	2210
Favorable of Biden	18%	(171)	82%	(798)	969
Unfavorable of Biden	16%	(177)	84%	(957)	1134
Very Favorable of Biden	19%	(92)	81%	(390)	482
Somewhat Favorable of Biden	16%	(79)	84%	(408)	487
Somewhat Unfavorable of Biden	15%	(45)	85%	(254)	299
Very Unfavorable of Biden	16%	(133)	84%	(703)	835
#1 Issue: Economy	16%	(151)	84%	(762)	913
#1 Issue: Security	14%	(35)	86%	(208)	243
#1 Issue: Health Care	15%	(26)	85%	(144)	170
#1 Issue: Medicare / Social Security	13%	(36)	87%	(230)	266
#1 Issue: Women's Issues	22%	(67)	78%	(244)	311
#1 Issue: Education	19%	(11)	81%	(48)	59
#1 Issue: Energy	16%	(22)	84%	(112)	134
#1 Issue: Other	17%	(19)	83%	(95)	115
2020 Vote: Joe Biden	19%	(175)	81%	(770)	945
2020 Vote: Donald Trump	16%	(119)	84%	(621)	740
2020 Vote: Other	17%	(11)	83%	(56)	67
2020 Vote: Didn't Vote	13%	(62)	87%	(397)	459
2018 House Vote: Democrat	22%	(162)	78%	(593)	755
2018 House Vote: Republican	16%	(97)	84%	(492)	589
2018 House Vote: Someone else	13%	(7)	87%	(43)	50
2016 Vote: Hillary Clinton	21%	(143)	79%	(551)	695
2016 Vote: Donald Trump	15%	(98)	85%	(558)	656
2016 Vote: Other	14%	(12)	86%	(74)	86
2016 Vote: Didn't Vote	14%	(109)	86%	(656)	765
Voted in 2014: Yes	18%	(223)	82%	(1004)	1227
Voted in 2014: No	15%	(144)	85%	(840)	983
4-Region: Northeast	14%	(54)	86%	(328)	383
4-Region: Midwest	15%	(69)	85%	(387)	456
4-Region: South	18%	(149)	82%	(695)	844
4-Region: West	18%	(94)	82%	(433)	527

Table MCFE8_1: *Have you ever boycotted a brand because they partnered with an influencer / celebrity who had done something?*
you did not agree with prior to the partnership, and the brand partnered with them anyway

Demographic	Yes		No		Total N
Adults	17%	(367)	83%	(1843)	2210
TikTok Users	19%	(154)	81%	(639)	793
Twitch Users	30%	(66)	70%	(150)	216
2022 Sports Viewers/Attendees	19%	(278)	81%	(1197)	1475
Monthly Moviegoers	28%	(91)	72%	(229)	320
Few Times per Year + Moviegoers	22%	(203)	78%	(717)	920
Heard Smile Campaign	27%	(149)	73%	(402)	551
Heard Minion Campaign	29%	(157)	71%	(384)	540
Listens to Podcasts	22%	(250)	78%	(881)	1132
Streaming Services User	18%	(322)	82%	(1450)	1773
Netflix User	19%	(277)	81%	(1197)	1474
Disney+ User	22%	(219)	78%	(765)	984
Heterosexual or straight	16%	(318)	84%	(1653)	1971
Gay	14%	(10)	86%	(58)	68
Bisexual	25%	(22)	75%	(66)	88
Yes	33%	(23)	67%	(47)	70
No	16%	(344)	84%	(1796)	2140

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

Table MCFE8_2: *Have you ever boycotted a brand because they partnered with an influencer / celebrity who had done something?*
you did not agree with during the partnership, and the brand did not end the partnership

Demographic	Yes		No		Total N
Adults	16%	(361)	84%	(1849)	2210
Gender: Male	16%	(173)	84%	(895)	1068
Gender: Female	16%	(188)	84%	(954)	1142
Age: 18-34	23%	(148)	77%	(494)	642
Age: 35-44	20%	(72)	80%	(293)	365
Age: 45-64	12%	(88)	88%	(626)	714
Age: 65+	11%	(53)	89%	(436)	489
GenZers: 1997-2012	25%	(63)	75%	(193)	256
Millennials: 1981-1996	22%	(142)	78%	(510)	653
GenXers: 1965-1980	14%	(77)	86%	(478)	555
Baby Boomers: 1946-1964	11%	(72)	89%	(601)	673
PID: Dem (no lean)	19%	(161)	81%	(699)	860
PID: Ind (no lean)	13%	(85)	87%	(589)	674
PID: Rep (no lean)	17%	(115)	83%	(561)	676
PID/Gender: Dem Men	19%	(76)	81%	(318)	394
PID/Gender: Dem Women	18%	(85)	82%	(380)	465
PID/Gender: Ind Men	9%	(32)	91%	(313)	345
PID/Gender: Ind Women	16%	(53)	84%	(276)	329
PID/Gender: Rep Men	20%	(65)	80%	(263)	328
PID/Gender: Rep Women	14%	(50)	86%	(298)	348
Ideo: Liberal (1-3)	21%	(137)	79%	(519)	656
Ideo: Moderate (4)	16%	(117)	84%	(634)	751
Ideo: Conservative (5-7)	14%	(95)	86%	(572)	666
Educ: < College	14%	(207)	86%	(1230)	1437
Educ: Bachelors degree	18%	(90)	82%	(401)	491
Educ: Post-grad	23%	(65)	77%	(218)	282
Income: Under 50k	14%	(173)	86%	(1098)	1271
Income: 50k-100k	20%	(134)	80%	(522)	656
Income: 100k+	19%	(54)	81%	(228)	283
Ethnicity: White	15%	(262)	85%	(1449)	1711
Ethnicity: Hispanic	20%	(76)	80%	(298)	374
Ethnicity: Black	21%	(61)	79%	(222)	282

Table MCFE8_2: *Have you ever boycotted a brand because they partnered with an influencer / celebrity who had done something?*
you did not agree with during the partnership, and the brand did not end the partnership

Demographic	Yes		No		Total N
Adults	16%	(361)	84%	(1849)	2210
Ethnicity: Other	18%	(39)	82%	(178)	217
All Christian	18%	(186)	82%	(843)	1029
All Non-Christian	17%	(22)	83%	(107)	129
Atheist	17%	(17)	83%	(83)	99
Agnostic/Nothing in particular	13%	(76)	87%	(511)	587
Something Else	17%	(61)	83%	(305)	365
Religious Non-Protestant/Catholic	16%	(25)	84%	(129)	154
Evangelical	18%	(103)	82%	(455)	558
Non-Evangelical	17%	(133)	83%	(659)	792
Community: Urban	21%	(134)	79%	(504)	638
Community: Suburban	15%	(148)	85%	(866)	1014
Community: Rural	14%	(79)	86%	(479)	558
Employ: Private Sector	21%	(139)	79%	(515)	654
Employ: Government	22%	(30)	78%	(106)	136
Employ: Self-Employed	21%	(35)	79%	(132)	166
Employ: Homemaker	14%	(26)	86%	(164)	190
Employ: Student	22%	(14)	78%	(49)	62
Employ: Retired	11%	(60)	89%	(503)	563
Employ: Unemployed	12%	(36)	88%	(266)	301
Employ: Other	17%	(23)	83%	(114)	137
Military HH: Yes	17%	(47)	83%	(236)	283
Military HH: No	16%	(314)	84%	(1613)	1927
RD/WT: Right Direction	20%	(136)	80%	(531)	666
RD/WT: Wrong Track	15%	(226)	85%	(1318)	1544
Biden Job Approve	20%	(196)	80%	(774)	970
Biden Job Disapprove	14%	(158)	86%	(986)	1144
Biden Job Strongly Approve	24%	(105)	76%	(328)	433
Biden Job Somewhat Approve	17%	(91)	83%	(446)	537
Biden Job Somewhat Disapprove	13%	(45)	87%	(294)	339
Biden Job Strongly Disapprove	14%	(113)	86%	(692)	805

Table MCFE8_2: *Have you ever boycotted a brand because they partnered with an influencer / celebrity who had done something?*
you did not agree with during the partnership, and the brand did not end the partnership

Demographic	Yes		No		Total N
Adults	16%	(361)	84%	(1849)	2210
Favorable of Biden	18%	(173)	82%	(796)	969
Unfavorable of Biden	15%	(172)	85%	(962)	1134
Very Favorable of Biden	20%	(94)	80%	(388)	482
Somewhat Favorable of Biden	16%	(79)	84%	(408)	487
Somewhat Unfavorable of Biden	15%	(46)	85%	(253)	299
Very Unfavorable of Biden	15%	(126)	85%	(709)	835
#1 Issue: Economy	15%	(134)	85%	(778)	913
#1 Issue: Security	16%	(40)	84%	(203)	243
#1 Issue: Health Care	12%	(21)	88%	(150)	170
#1 Issue: Medicare / Social Security	13%	(34)	87%	(231)	266
#1 Issue: Women's Issues	23%	(72)	77%	(239)	311
#1 Issue: Education	27%	(16)	73%	(43)	59
#1 Issue: Energy	19%	(25)	81%	(109)	134
#1 Issue: Other	17%	(19)	83%	(95)	115
2020 Vote: Joe Biden	19%	(177)	81%	(768)	945
2020 Vote: Donald Trump	16%	(119)	84%	(621)	740
2020 Vote: Other	13%	(9)	87%	(58)	67
2020 Vote: Didn't Vote	12%	(57)	88%	(402)	459
2018 House Vote: Democrat	20%	(148)	80%	(607)	755
2018 House Vote: Republican	16%	(96)	84%	(493)	589
2018 House Vote: Someone else	13%	(7)	87%	(43)	50
2016 Vote: Hillary Clinton	20%	(138)	80%	(557)	695
2016 Vote: Donald Trump	15%	(102)	85%	(554)	656
2016 Vote: Other	12%	(11)	88%	(75)	86
2016 Vote: Didn't Vote	14%	(108)	86%	(657)	765
Voted in 2014: Yes	18%	(217)	82%	(1010)	1227
Voted in 2014: No	15%	(145)	85%	(839)	983
4-Region: Northeast	17%	(66)	83%	(317)	383
4-Region: Midwest	14%	(66)	86%	(391)	456
4-Region: South	17%	(146)	83%	(698)	844
4-Region: West	16%	(84)	84%	(443)	527

Table MCFE8_2: *Have you ever boycotted a brand because they partnered with an influencer / celebrity who had done something?*
you did not agree with during the partnership, and the brand did not end the partnership

Demographic	Yes		No		Total N
Adults	16%	(361)	84%	(1849)	2210
TikTok Users	21%	(163)	79%	(630)	793
Twitch Users	31%	(67)	69%	(148)	216
2022 Sports Viewers/Attendees	19%	(275)	81%	(1200)	1475
Monthly Moviegoers	28%	(90)	72%	(230)	320
Few Times per Year + Moviegoers	22%	(203)	78%	(717)	920
Heard Smile Campaign	27%	(149)	73%	(402)	551
Heard Minion Campaign	30%	(161)	70%	(379)	540
Listens to Podcasts	22%	(244)	78%	(888)	1132
Streaming Services User	18%	(322)	82%	(1450)	1773
Netflix User	19%	(285)	81%	(1189)	1474
Disney+ User	22%	(217)	78%	(767)	984
Heterosexual or straight	16%	(311)	84%	(1660)	1971
Gay	17%	(12)	83%	(56)	68
Bisexual	27%	(24)	73%	(65)	88
Yes	29%	(21)	71%	(50)	70
No	16%	(341)	84%	(1799)	2140

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

Table MCFE9: *Which of the following comes closest to your opinion?*

Demographic	I prefer it when companies update their branding (such as through packaging, logos) every so often to something more trendy		I prefer it when companies keep their branding (such as their packaging, logos) the same over time		Total N
Adults	40%	(881)	60%	(1329)	2210
Gender: Male	37%	(398)	63%	(669)	1068
Gender: Female	42%	(482)	58%	(660)	1142
Age: 18-34	51%	(326)	49%	(317)	642
Age: 35-44	43%	(158)	57%	(208)	365
Age: 45-64	37%	(267)	63%	(446)	714
Age: 65+	27%	(130)	73%	(359)	489
GenZers: 1997-2012	54%	(138)	46%	(118)	256
Millennials: 1981-1996	47%	(306)	53%	(346)	653
GenXers: 1965-1980	41%	(230)	59%	(326)	555
Baby Boomers: 1946-1964	27%	(184)	73%	(489)	673
PID: Dem (no lean)	44%	(379)	56%	(480)	860
PID: Ind (no lean)	37%	(249)	63%	(426)	674
PID: Rep (no lean)	37%	(253)	63%	(423)	676
PID/Gender: Dem Men	44%	(172)	56%	(222)	394
PID/Gender: Dem Women	45%	(207)	55%	(258)	465
PID/Gender: Ind Men	35%	(120)	65%	(225)	345
PID/Gender: Ind Women	39%	(129)	61%	(200)	329
PID/Gender: Rep Men	32%	(106)	68%	(222)	328
PID/Gender: Rep Women	42%	(147)	58%	(201)	348
Ideo: Liberal (1-3)	44%	(289)	56%	(367)	656
Ideo: Moderate (4)	40%	(301)	60%	(450)	751
Ideo: Conservative (5-7)	34%	(224)	66%	(442)	666
Educ: < College	41%	(585)	59%	(852)	1437
Educ: Bachelors degree	40%	(194)	60%	(296)	491
Educ: Post-grad	36%	(101)	64%	(181)	282
Income: Under 50k	42%	(531)	58%	(740)	1271
Income: 50k-100k	38%	(251)	62%	(406)	656
Income: 100k+	35%	(99)	65%	(184)	283
Ethnicity: White	36%	(615)	64%	(1095)	1711

Table MCFE9: *Which of the following comes closest to your opinion?*

Demographic	I prefer it when companies update their branding (such as through packaging, logos) every so often to something more trendy		I prefer it when companies keep their branding (such as their packaging, logos) the same over time		Total N
Adults	40%	(881)	60%	(1329)	2210
Ethnicity: Hispanic	46%	(170)	54%	(203)	374
Ethnicity: Black	55%	(156)	45%	(126)	282
Ethnicity: Other	50%	(109)	50%	(108)	217
All Christian	36%	(368)	64%	(661)	1029
All Non-Christian	49%	(63)	51%	(66)	129
Atheist	33%	(33)	67%	(67)	99
Agnostic/Nothing in particular	40%	(234)	60%	(353)	587
Something Else	50%	(183)	50%	(182)	365
Religious Non-Protestant/Catholic	50%	(76)	50%	(77)	154
Evangelical	40%	(222)	60%	(336)	558
Non-Evangelical	39%	(310)	61%	(482)	792
Community: Urban	44%	(283)	56%	(355)	638
Community: Suburban	37%	(371)	63%	(644)	1014
Community: Rural	41%	(227)	59%	(331)	558
Employ: Private Sector	46%	(299)	54%	(355)	654
Employ: Government	44%	(60)	56%	(76)	136
Employ: Self-Employed	46%	(77)	54%	(89)	166
Employ: Homemaker	44%	(84)	56%	(106)	190
Employ: Student	60%	(37)	40%	(25)	62
Employ: Retired	27%	(149)	73%	(413)	563
Employ: Unemployed	38%	(114)	62%	(187)	301
Employ: Other	44%	(60)	56%	(77)	137
Military HH: Yes	34%	(96)	66%	(187)	283
Military HH: No	41%	(785)	59%	(1142)	1927
RD/WT: Right Direction	47%	(311)	53%	(356)	666
RD/WT: Wrong Track	37%	(570)	63%	(974)	1544
Biden Job Approve	45%	(433)	55%	(537)	970
Biden Job Disapprove	36%	(406)	64%	(738)	1144

Table MCFE9: *Which of the following comes closest to your opinion?*

Demographic	I prefer it when companies update their branding (such as through packaging, logos) every so often to something more trendy		I prefer it when companies keep their branding (such as their packaging, logos) the same over time		Total N
Adults	40%	(881)	60%	(1329)	2210
Biden Job Strongly Approve	47%	(203)	53%	(229)	433
Biden Job Somewhat Approve	43%	(230)	57%	(307)	537
Biden Job Somewhat Disapprove	41%	(138)	59%	(201)	339
Biden Job Strongly Disapprove	33%	(268)	67%	(537)	805
Favorable of Biden	45%	(436)	55%	(533)	969
Unfavorable of Biden	35%	(400)	65%	(733)	1134
Very Favorable of Biden	47%	(228)	53%	(255)	482
Somewhat Favorable of Biden	43%	(209)	57%	(278)	487
Somewhat Unfavorable of Biden	42%	(125)	58%	(174)	299
Very Unfavorable of Biden	33%	(276)	67%	(560)	835
#1 Issue: Economy	39%	(359)	61%	(553)	913
#1 Issue: Security	35%	(84)	65%	(158)	243
#1 Issue: Health Care	46%	(78)	54%	(92)	170
#1 Issue: Medicare / Social Security	26%	(70)	74%	(196)	266
#1 Issue: Women's Issues	49%	(151)	51%	(160)	311
#1 Issue: Education	55%	(32)	45%	(27)	59
#1 Issue: Energy	49%	(66)	51%	(68)	134
#1 Issue: Other	35%	(40)	65%	(75)	115
2020 Vote: Joe Biden	44%	(417)	56%	(527)	945
2020 Vote: Donald Trump	34%	(250)	66%	(490)	740
2020 Vote: Other	37%	(25)	63%	(42)	67
2020 Vote: Didn't Vote	41%	(189)	59%	(270)	459
2018 House Vote: Democrat	44%	(335)	56%	(420)	755
2018 House Vote: Republican	34%	(199)	66%	(390)	589
2018 House Vote: Someone else	34%	(17)	66%	(33)	50
2016 Vote: Hillary Clinton	45%	(310)	55%	(385)	695
2016 Vote: Donald Trump	34%	(223)	66%	(433)	656
2016 Vote: Other	29%	(25)	71%	(61)	86
2016 Vote: Didn't Vote	42%	(321)	58%	(444)	765

Table MCFE9: *Which of the following comes closest to your opinion?*

Demographic	I prefer it when companies update their branding (such as through packaging, logos) every so often to something more trendy		I prefer it when companies keep their branding (such as their packaging, logos) the same over time		Total N
Adults	40%	(881)	60%	(1329)	2210
Voted in 2014: Yes	38%	(469)	62%	(757)	1227
Voted in 2014: No	42%	(412)	58%	(572)	983
4-Region: Northeast	36%	(138)	64%	(245)	383
4-Region: Midwest	41%	(187)	59%	(269)	456
4-Region: South	39%	(332)	61%	(512)	844
4-Region: West	43%	(224)	57%	(303)	527
TikTok Users	52%	(410)	48%	(383)	793
Twitch Users	54%	(116)	46%	(99)	216
2022 Sports Viewers/Attendees	41%	(607)	59%	(868)	1475
Monthly Moviegoers	48%	(154)	52%	(167)	320
Few Times per Year + Moviegoers	47%	(432)	53%	(488)	920
Heard Smile Campaign	51%	(283)	49%	(268)	551
Heard Minion Campaign	54%	(291)	46%	(249)	540
Listens to Podcasts	44%	(503)	56%	(629)	1132
Streaming Services User	42%	(752)	58%	(1021)	1773
Netflix User	45%	(670)	55%	(804)	1474
Disney+ User	49%	(484)	51%	(500)	984
Heterosexual or straight	39%	(763)	61%	(1207)	1971
Gay	42%	(28)	58%	(40)	68
Bisexual	48%	(42)	52%	(46)	88
Yes	45%	(32)	55%	(38)	70
No	40%	(849)	60%	(1291)	2140

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

Table MCFE10: *Which of the following comes closest to your opinion?*

Demographic	It is always an invasion of privacy to receive targeted ads on social media		It can be an invasion of privacy when I receive targeted ads on social media, but it depends		It is never an invasion of privacy to receive targeted ads on social media		Don't know / No opinion		Total N
Adults	28%	(621)	42%	(932)	11%	(235)	19%	(423)	2210
Gender: Male	28%	(304)	42%	(451)	12%	(133)	17%	(179)	1068
Gender: Female	28%	(317)	42%	(480)	9%	(102)	21%	(243)	1142
Age: 18-34	26%	(166)	46%	(298)	11%	(69)	17%	(108)	642
Age: 35-44	23%	(83)	45%	(165)	12%	(45)	20%	(72)	365
Age: 45-64	26%	(185)	40%	(284)	12%	(82)	23%	(163)	714
Age: 65+	38%	(186)	38%	(184)	8%	(38)	16%	(80)	489
GenZers: 1997-2012	18%	(46)	50%	(128)	14%	(36)	18%	(46)	256
Millennials: 1981-1996	28%	(180)	45%	(292)	10%	(67)	17%	(114)	653
GenXers: 1965-1980	23%	(129)	43%	(238)	13%	(71)	21%	(118)	555
Baby Boomers: 1946-1964	35%	(238)	38%	(258)	8%	(51)	19%	(126)	673
PID: Dem (no lean)	24%	(209)	44%	(376)	13%	(114)	19%	(160)	860
PID: Ind (no lean)	29%	(194)	40%	(269)	8%	(56)	23%	(156)	674
PID: Rep (no lean)	32%	(218)	42%	(286)	10%	(65)	16%	(106)	676
PID/Gender: Dem Men	22%	(85)	45%	(179)	16%	(64)	17%	(66)	394
PID/Gender: Dem Women	27%	(124)	42%	(197)	11%	(50)	20%	(94)	465
PID/Gender: Ind Men	31%	(108)	38%	(133)	10%	(34)	20%	(70)	345
PID/Gender: Ind Women	26%	(86)	41%	(136)	7%	(21)	26%	(86)	329
PID/Gender: Rep Men	34%	(111)	43%	(140)	11%	(35)	13%	(43)	328
PID/Gender: Rep Women	31%	(107)	42%	(147)	9%	(31)	18%	(63)	348
Ideo: Liberal (1-3)	28%	(183)	47%	(308)	12%	(78)	13%	(87)	656
Ideo: Moderate (4)	27%	(204)	40%	(299)	9%	(70)	24%	(178)	751
Ideo: Conservative (5-7)	32%	(210)	42%	(282)	10%	(69)	16%	(106)	666
Educ: < College	26%	(376)	40%	(575)	12%	(170)	22%	(316)	1437
Educ: Bachelors degree	28%	(138)	50%	(243)	7%	(37)	15%	(73)	491
Educ: Post-grad	38%	(107)	40%	(113)	10%	(28)	12%	(34)	282
Income: Under 50k	25%	(321)	40%	(507)	11%	(143)	24%	(301)	1271
Income: 50k-100k	30%	(196)	47%	(311)	9%	(60)	14%	(89)	656
Income: 100k+	36%	(103)	40%	(114)	11%	(32)	12%	(33)	283

Table MCFE10: *Which of the following comes closest to your opinion?*

Demographic	It is always an invasion of privacy to receive targeted ads on social media		It can be an invasion of privacy when I receive targeted ads on social media, but it depends		It is never an invasion of privacy to receive targeted ads on social media		Don't know / No opinion		Total N
Adults	28%	(621)	42%	(932)	11%	(235)	19%	(423)	2210
Ethnicity: White	29%	(501)	42%	(720)	10%	(163)	19%	(327)	1711
Ethnicity: Hispanic	22%	(84)	45%	(167)	12%	(45)	21%	(78)	374
Ethnicity: Black	26%	(73)	39%	(111)	15%	(43)	20%	(56)	282
Ethnicity: Other	22%	(47)	47%	(101)	13%	(29)	18%	(40)	217
All Christian	30%	(309)	43%	(446)	10%	(101)	17%	(172)	1029
All Non-Christian	23%	(30)	40%	(52)	17%	(22)	20%	(25)	129
Atheist	32%	(32)	51%	(51)	7%	(7)	10%	(10)	99
Agnostic/Nothing in particular	24%	(143)	40%	(235)	11%	(67)	24%	(143)	587
Something Else	29%	(107)	41%	(148)	10%	(38)	20%	(72)	365
Religious Non-Protestant/Catholic	23%	(36)	44%	(67)	15%	(23)	18%	(28)	154
Evangelical	31%	(171)	39%	(220)	12%	(68)	18%	(100)	558
Non-Evangelical	30%	(234)	44%	(349)	9%	(71)	17%	(138)	792
Community: Urban	28%	(181)	44%	(278)	11%	(73)	17%	(106)	638
Community: Suburban	28%	(284)	41%	(420)	11%	(110)	20%	(201)	1014
Community: Rural	28%	(156)	42%	(234)	9%	(52)	21%	(115)	558
Employ: Private Sector	27%	(179)	49%	(320)	10%	(69)	13%	(87)	654
Employ: Government	31%	(43)	45%	(62)	11%	(15)	12%	(17)	136
Employ: Self-Employed	31%	(51)	43%	(71)	12%	(20)	15%	(25)	166
Employ: Homemaker	22%	(42)	45%	(85)	9%	(17)	24%	(46)	190
Employ: Student	20%	(13)	50%	(31)	12%	(7)	18%	(11)	62
Employ: Retired	33%	(187)	38%	(211)	10%	(58)	19%	(106)	563
Employ: Unemployed	22%	(67)	34%	(101)	10%	(32)	34%	(102)	301
Employ: Other	28%	(39)	37%	(50)	13%	(18)	22%	(30)	137
Military HH: Yes	31%	(89)	45%	(128)	10%	(27)	14%	(40)	283
Military HH: No	28%	(532)	42%	(804)	11%	(208)	20%	(383)	1927
RD/WT: Right Direction	29%	(196)	38%	(252)	12%	(83)	20%	(136)	666
RD/WT: Wrong Track	27%	(424)	44%	(680)	10%	(152)	19%	(287)	1544

Table MCFE10: *Which of the following comes closest to your opinion?*

Demographic	It is always an invasion of privacy to receive targeted ads on social media		It can be an invasion of privacy when I receive targeted ads on social media, but it depends		It is never an invasion of privacy to receive targeted ads on social media		Don't know / No opinion		Total N
Adults	28%	(621)	42%	(932)	11%	(235)	19%	(423)	2210
Biden Job Approve	28%	(272)	43%	(421)	11%	(109)	17%	(168)	970
Biden Job Disapprove	29%	(333)	43%	(487)	10%	(120)	18%	(204)	1144
Biden Job Strongly Approve	34%	(147)	36%	(156)	12%	(51)	18%	(79)	433
Biden Job Somewhat Approve	23%	(125)	49%	(265)	11%	(58)	17%	(89)	537
Biden Job Somewhat Disapprove	20%	(66)	52%	(175)	10%	(35)	19%	(63)	339
Biden Job Strongly Disapprove	33%	(266)	39%	(313)	11%	(85)	17%	(141)	805
Favorable of Biden	27%	(263)	43%	(412)	12%	(113)	19%	(181)	969
Unfavorable of Biden	30%	(337)	43%	(485)	10%	(115)	17%	(196)	1134
Very Favorable of Biden	32%	(152)	35%	(167)	13%	(63)	21%	(100)	482
Somewhat Favorable of Biden	23%	(111)	50%	(245)	10%	(50)	17%	(81)	487
Somewhat Unfavorable of Biden	21%	(62)	54%	(160)	11%	(33)	15%	(43)	299
Very Unfavorable of Biden	33%	(274)	39%	(325)	10%	(83)	18%	(153)	835
#1 Issue: Economy	26%	(240)	47%	(427)	11%	(101)	16%	(145)	913
#1 Issue: Security	38%	(92)	31%	(75)	10%	(25)	21%	(51)	243
#1 Issue: Health Care	29%	(50)	41%	(69)	10%	(16)	21%	(35)	170
#1 Issue: Medicare / Social Security	31%	(83)	39%	(104)	11%	(30)	18%	(48)	266
#1 Issue: Women's Issues	22%	(69)	44%	(136)	11%	(35)	23%	(71)	311
#1 Issue: Education	18%	(11)	49%	(29)	17%	(10)	16%	(10)	59
#1 Issue: Energy	25%	(34)	40%	(54)	9%	(12)	26%	(35)	134
#1 Issue: Other	38%	(43)	33%	(38)	5%	(6)	24%	(27)	115
2020 Vote: Joe Biden	27%	(255)	45%	(430)	11%	(104)	16%	(156)	945
2020 Vote: Donald Trump	32%	(237)	41%	(305)	9%	(67)	18%	(131)	740
2020 Vote: Other	34%	(23)	29%	(19)	19%	(13)	18%	(12)	67
2020 Vote: Didn't Vote	23%	(106)	39%	(178)	11%	(51)	27%	(124)	459
2018 House Vote: Democrat	28%	(210)	44%	(333)	12%	(88)	16%	(124)	755
2018 House Vote: Republican	36%	(210)	39%	(230)	9%	(51)	16%	(97)	589
2018 House Vote: Someone else	34%	(17)	35%	(17)	13%	(6)	18%	(9)	50

Table MCFE10: *Which of the following comes closest to your opinion?*

Demographic	It is always an invasion of privacy to receive targeted ads on social media		It can be an invasion of privacy when I receive targeted ads on social media, but it depends		It is never an invasion of privacy to receive targeted ads on social media		Don't know / No opinion		Total N
Adults	28%	(621)	42%	(932)	11%	(235)	19%	(423)	2210
2016 Vote: Hillary Clinton	29%	(203)	42%	(294)	12%	(81)	17%	(117)	695
2016 Vote: Donald Trump	33%	(216)	41%	(270)	9%	(58)	17%	(112)	656
2016 Vote: Other	39%	(33)	38%	(32)	11%	(10)	12%	(10)	86
2016 Vote: Didn't Vote	22%	(165)	43%	(331)	11%	(87)	24%	(182)	765
Voted in 2014: Yes	32%	(391)	41%	(506)	10%	(129)	16%	(202)	1227
Voted in 2014: No	23%	(230)	43%	(426)	11%	(106)	22%	(221)	983
4-Region: Northeast	26%	(98)	40%	(152)	13%	(48)	22%	(85)	383
4-Region: Midwest	29%	(135)	40%	(181)	9%	(42)	22%	(98)	456
4-Region: South	27%	(229)	43%	(366)	12%	(100)	18%	(150)	844
4-Region: West	30%	(159)	44%	(233)	9%	(45)	17%	(89)	527
TikTok Users	23%	(185)	46%	(361)	13%	(100)	18%	(147)	793
Twitch Users	27%	(59)	53%	(114)	11%	(24)	9%	(19)	216
2022 Sports Viewers/Attendees	30%	(439)	45%	(660)	11%	(159)	15%	(217)	1475
Monthly Moviegoers	26%	(83)	51%	(163)	11%	(37)	12%	(38)	320
Few Times per Year + Moviegoers	26%	(242)	49%	(454)	11%	(102)	13%	(122)	920
Heard Smile Campaign	28%	(152)	44%	(240)	14%	(77)	15%	(82)	551
Heard Minion Campaign	27%	(147)	45%	(243)	13%	(68)	15%	(82)	540
Listens to Podcasts	26%	(299)	49%	(554)	10%	(118)	14%	(161)	1132
Streaming Services User	27%	(483)	45%	(794)	11%	(193)	17%	(302)	1773
Netflix User	26%	(377)	46%	(679)	12%	(173)	17%	(244)	1474
Disney+ User	25%	(247)	48%	(470)	11%	(104)	17%	(163)	984
Heterosexual or straight	28%	(558)	43%	(840)	11%	(212)	18%	(361)	1971
Gay	24%	(16)	40%	(27)	10%	(7)	26%	(18)	68
Bisexual	24%	(21)	43%	(38)	9%	(8)	24%	(21)	88
Yes	20%	(14)	60%	(42)	9%	(6)	12%	(8)	70
No	28%	(607)	42%	(890)	11%	(229)	19%	(414)	2140

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

Table MCFE11_1: *To what extent do you enjoy engaging with the following types of content online, if at all?If you have never seen this kind of content, select 'I have never seen online content like this before.'*
Day in the life videos (where a creator takes you through their day from start to finish)

Demographic	A lot		Some		Not too much		Not at all		I have never seen online content like this before		Total N
Adults	11%	(247)	24%	(540)	17%	(375)	21%	(464)	26%	(583)	2210
Gender: Male	11%	(117)	24%	(255)	18%	(187)	21%	(219)	27%	(289)	1068
Gender: Female	11%	(130)	25%	(286)	16%	(187)	21%	(245)	26%	(294)	1142
Age: 18-34	21%	(136)	35%	(228)	18%	(116)	15%	(93)	11%	(69)	642
Age: 35-44	17%	(63)	29%	(108)	22%	(82)	16%	(58)	15%	(55)	365
Age: 45-64	7%	(47)	22%	(154)	18%	(126)	23%	(163)	31%	(224)	714
Age: 65+	—	(2)	10%	(51)	10%	(51)	31%	(150)	48%	(235)	489
GenZers: 1997-2012	20%	(51)	35%	(90)	20%	(51)	13%	(34)	11%	(29)	256
Millennials: 1981-1996	20%	(134)	34%	(221)	19%	(126)	15%	(98)	11%	(74)	653
GenXers: 1965-1980	9%	(49)	25%	(137)	20%	(111)	20%	(114)	26%	(145)	555
Baby Boomers: 1946-1964	2%	(13)	13%	(86)	12%	(84)	29%	(193)	44%	(297)	673
PID: Dem (no lean)	13%	(112)	28%	(238)	18%	(151)	18%	(155)	24%	(204)	860
PID: Ind (no lean)	9%	(58)	21%	(141)	18%	(122)	23%	(154)	29%	(199)	674
PID: Rep (no lean)	11%	(76)	24%	(161)	15%	(102)	23%	(156)	27%	(180)	676
PID/Gender: Dem Men	14%	(54)	30%	(116)	20%	(80)	17%	(67)	20%	(77)	394
PID/Gender: Dem Women	13%	(59)	26%	(121)	15%	(71)	19%	(88)	27%	(127)	465
PID/Gender: Ind Men	8%	(28)	21%	(72)	17%	(60)	21%	(73)	33%	(112)	345
PID/Gender: Ind Women	9%	(30)	21%	(69)	19%	(62)	25%	(81)	26%	(87)	329
PID/Gender: Rep Men	11%	(35)	20%	(66)	14%	(47)	24%	(80)	30%	(100)	328
PID/Gender: Rep Women	12%	(41)	27%	(95)	16%	(55)	22%	(76)	23%	(81)	348
Ideo: Liberal (1-3)	13%	(87)	26%	(173)	18%	(119)	20%	(129)	23%	(148)	656
Ideo: Moderate (4)	11%	(84)	27%	(202)	18%	(133)	18%	(138)	26%	(193)	751
Ideo: Conservative (5-7)	9%	(60)	21%	(139)	14%	(96)	26%	(171)	30%	(201)	666
Educ: < College	11%	(165)	24%	(340)	16%	(236)	22%	(314)	27%	(382)	1437
Educ: Bachelors degree	9%	(46)	30%	(149)	18%	(88)	18%	(89)	24%	(118)	491
Educ: Post-grad	13%	(36)	18%	(51)	18%	(51)	22%	(61)	30%	(83)	282

Continued on next page

Table MCFE11_1: *To what extent do you enjoy engaging with the following types of content online, if at all?If you have never seen this kind of content, select 'I have never seen online content like this before.'*

Day in the life videos (where a creator takes you through their day from start to finish)

Demographic	A lot		Some		Not too much		Not at all		I have never seen online content like this before		Total N
Adults	11%	(247)	24%	(540)	17%	(375)	21%	(464)	26%	(583)	2210
Income: Under 50k	11%	(135)	25%	(320)	17%	(220)	20%	(254)	27%	(341)	1271
Income: 50k-100k	10%	(68)	24%	(159)	17%	(111)	22%	(148)	26%	(171)	656
Income: 100k+	16%	(44)	22%	(61)	15%	(44)	22%	(62)	25%	(71)	283
Ethnicity: White	9%	(150)	23%	(397)	16%	(281)	23%	(389)	29%	(493)	1711
Ethnicity: Hispanic	17%	(63)	34%	(129)	21%	(78)	12%	(46)	15%	(58)	374
Ethnicity: Black	25%	(71)	29%	(82)	15%	(43)	14%	(39)	16%	(46)	282
Ethnicity: Other	12%	(25)	28%	(61)	23%	(51)	17%	(36)	20%	(44)	217
All Christian	9%	(90)	25%	(262)	16%	(164)	21%	(220)	29%	(294)	1029
All Non-Christian	15%	(19)	24%	(31)	18%	(24)	17%	(22)	26%	(33)	129
Atheist	14%	(14)	17%	(17)	23%	(23)	18%	(18)	28%	(28)	99
Agnostic/Nothing in particular	10%	(61)	22%	(128)	19%	(111)	23%	(135)	26%	(151)	587
Something Else	17%	(63)	28%	(102)	15%	(53)	19%	(69)	21%	(77)	365
Religious Non-Protestant/Catholic	14%	(21)	26%	(41)	19%	(29)	16%	(24)	25%	(39)	154
Evangelical	14%	(80)	29%	(162)	13%	(75)	19%	(103)	25%	(138)	558
Non-Evangelical	9%	(69)	24%	(187)	17%	(134)	23%	(181)	28%	(222)	792
Community: Urban	17%	(107)	29%	(184)	20%	(124)	16%	(101)	19%	(121)	638
Community: Suburban	9%	(95)	22%	(223)	16%	(166)	24%	(246)	28%	(284)	1014
Community: Rural	8%	(45)	24%	(133)	15%	(84)	21%	(118)	32%	(178)	558
Employ: Private Sector	14%	(91)	31%	(200)	20%	(129)	21%	(135)	15%	(99)	654
Employ: Government	26%	(36)	27%	(37)	18%	(25)	15%	(21)	13%	(18)	136
Employ: Self-Employed	18%	(30)	29%	(49)	15%	(25)	15%	(25)	22%	(37)	166
Employ: Homemaker	16%	(30)	19%	(36)	17%	(31)	21%	(39)	28%	(54)	190
Employ: Student	17%	(11)	32%	(20)	26%	(16)	21%	(13)	4%	(3)	62
Employ: Retired	1%	(5)	12%	(70)	12%	(70)	27%	(154)	47%	(264)	563
Employ: Unemployed	8%	(26)	32%	(96)	18%	(55)	17%	(50)	25%	(75)	301
Employ: Other	14%	(20)	25%	(34)	17%	(23)	20%	(27)	24%	(33)	137

Table MCFE11_1: *To what extent do you enjoy engaging with the following types of content online, if at all?If you have never seen this kind of content, select 'I have never seen online content like this before.'*
Day in the life videos (where a creator takes you through their day from start to finish)

Demographic	A lot		Some		Not too much		Not at all		I have never seen online content like this before		Total N
Adults	11%	(247)	24%	(540)	17%	(375)	21%	(464)	26%	(583)	2210
Military HH: Yes	6%	(18)	21%	(59)	13%	(37)	25%	(70)	35%	(100)	283
Military HH: No	12%	(229)	25%	(482)	18%	(338)	20%	(395)	25%	(483)	1927
RD/WT: Right Direction	15%	(99)	28%	(188)	15%	(102)	18%	(119)	24%	(158)	666
RD/WT: Wrong Track	10%	(148)	23%	(352)	18%	(273)	22%	(345)	28%	(426)	1544
Biden Job Approve	13%	(124)	27%	(259)	16%	(157)	19%	(181)	26%	(250)	970
Biden Job Disapprove	10%	(115)	23%	(258)	17%	(198)	23%	(268)	27%	(305)	1144
Biden Job Strongly Approve	15%	(65)	26%	(112)	13%	(58)	19%	(83)	27%	(116)	433
Biden Job Somewhat Approve	11%	(59)	27%	(147)	18%	(99)	18%	(98)	25%	(134)	537
Biden Job Somewhat Disapprove	9%	(31)	30%	(100)	22%	(73)	17%	(58)	23%	(77)	339
Biden Job Strongly Disapprove	10%	(84)	20%	(158)	15%	(125)	26%	(210)	28%	(228)	805
Favorable of Biden	12%	(116)	26%	(250)	17%	(163)	19%	(182)	27%	(258)	969
Unfavorable of Biden	10%	(115)	23%	(266)	17%	(191)	23%	(266)	26%	(296)	1134
Very Favorable of Biden	13%	(61)	24%	(116)	14%	(68)	21%	(102)	28%	(136)	482
Somewhat Favorable of Biden	11%	(55)	28%	(134)	20%	(95)	17%	(81)	25%	(122)	487
Somewhat Unfavorable of Biden	9%	(27)	31%	(93)	21%	(63)	19%	(57)	20%	(59)	299
Very Unfavorable of Biden	11%	(89)	21%	(173)	15%	(128)	25%	(209)	28%	(237)	835
#1 Issue: Economy	12%	(111)	28%	(252)	18%	(167)	19%	(176)	23%	(206)	913
#1 Issue: Security	7%	(17)	22%	(53)	15%	(38)	24%	(58)	32%	(77)	243
#1 Issue: Health Care	16%	(28)	22%	(38)	13%	(22)	24%	(41)	24%	(42)	170
#1 Issue: Medicare / Social Security	3%	(9)	13%	(36)	15%	(39)	28%	(74)	41%	(108)	266
#1 Issue: Women's Issues	16%	(48)	27%	(84)	20%	(63)	18%	(57)	19%	(58)	311
#1 Issue: Education	15%	(9)	33%	(19)	14%	(8)	26%	(15)	12%	(7)	59
#1 Issue: Energy	10%	(13)	33%	(45)	18%	(24)	13%	(17)	26%	(35)	134
#1 Issue: Other	10%	(11)	12%	(14)	12%	(14)	23%	(26)	43%	(49)	115

Table MCFE11_1: *To what extent do you enjoy engaging with the following types of content online, if at all?If you have never seen this kind of content, select 'I have never seen online content like this before.'*
Day in the life videos (where a creator takes you through their day from start to finish)

Demographic	A lot		Some		Not too much		Not at all		I have never seen online content like this before		Total N
Adults	11%	(247)	24%	(540)	17%	(375)	21%	(464)	26%	(583)	2210
2020 Vote: Joe Biden	11%	(105)	26%	(245)	17%	(157)	20%	(187)	27%	(252)	945
2020 Vote: Donald Trump	10%	(77)	22%	(165)	15%	(114)	23%	(169)	29%	(214)	740
2020 Vote: Other	14%	(9)	14%	(9)	27%	(18)	27%	(18)	18%	(12)	67
2020 Vote: Didn't Vote	12%	(56)	26%	(121)	19%	(86)	20%	(90)	23%	(105)	459
2018 House Vote: Democrat	12%	(93)	25%	(189)	17%	(127)	19%	(145)	27%	(201)	755
2018 House Vote: Republican	10%	(57)	21%	(124)	14%	(81)	24%	(141)	31%	(185)	589
2018 House Vote: Someone else	10%	(5)	13%	(6)	17%	(8)	27%	(13)	33%	(16)	50
2016 Vote: Hillary Clinton	11%	(76)	25%	(172)	16%	(114)	19%	(131)	29%	(202)	695
2016 Vote: Donald Trump	9%	(57)	21%	(135)	15%	(100)	24%	(158)	31%	(205)	656
2016 Vote: Other	15%	(13)	9%	(8)	24%	(20)	30%	(26)	22%	(19)	86
2016 Vote: Didn't Vote	13%	(101)	29%	(222)	18%	(140)	19%	(147)	20%	(156)	765
Voted in 2014: Yes	10%	(121)	22%	(267)	15%	(182)	23%	(285)	30%	(372)	1227
Voted in 2014: No	13%	(126)	28%	(274)	20%	(193)	18%	(179)	22%	(211)	983
4-Region: Northeast	9%	(35)	25%	(96)	15%	(59)	20%	(75)	31%	(117)	383
4-Region: Midwest	10%	(46)	24%	(109)	19%	(88)	20%	(90)	27%	(123)	456
4-Region: South	13%	(113)	23%	(192)	16%	(137)	22%	(183)	26%	(219)	844
4-Region: West	10%	(53)	27%	(142)	17%	(91)	22%	(116)	24%	(124)	527
TikTok Users	21%	(169)	32%	(252)	20%	(156)	14%	(110)	13%	(106)	793
Twitch Users	25%	(55)	33%	(70)	22%	(48)	9%	(20)	10%	(22)	216
2022 Sports Viewers/Attendees	12%	(184)	26%	(381)	17%	(248)	21%	(309)	24%	(353)	1475
Monthly Moviegoers	21%	(67)	35%	(113)	18%	(56)	14%	(45)	12%	(40)	320
Few Times per Year + Moviegoers	17%	(155)	31%	(282)	17%	(161)	18%	(166)	17%	(155)	920
Heard Smile Campaign	23%	(127)	38%	(210)	17%	(94)	12%	(64)	10%	(57)	551
Heard Minion Campaign	22%	(121)	43%	(231)	16%	(88)	10%	(55)	8%	(46)	540
Listens to Podcasts	17%	(190)	32%	(360)	19%	(215)	17%	(189)	16%	(178)	1132
Streaming Services User	13%	(232)	26%	(469)	18%	(320)	20%	(358)	22%	(393)	1773
Netflix User	14%	(212)	28%	(411)	19%	(276)	19%	(283)	20%	(291)	1474

Table MCFE11_1: *To what extent do you enjoy engaging with the following types of content online, if at all?If you have never seen this kind of content, select 'I have never seen online content like this before.'*
Day in the life videos (where a creator takes you through their day from start to finish)

Demographic	A lot		Some		Not too much		Not at all		I have never seen online content like this before		Total N
Adults	11%	(247)	24%	(540)	17%	(375)	21%	(464)	26%	(583)	2210
Disney+ User	17%	(163)	31%	(306)	19%	(188)	16%	(161)	17%	(166)	984
Heterosexual or straight	10%	(205)	25%	(484)	17%	(327)	21%	(421)	27%	(534)	1971
Gay	13%	(9)	21%	(14)	30%	(20)	17%	(12)	19%	(13)	68
Bisexual	18%	(16)	27%	(24)	16%	(14)	22%	(19)	17%	(15)	88
Yes	17%	(12)	28%	(19)	31%	(22)	14%	(10)	10%	(7)	70
No	11%	(235)	24%	(521)	17%	(353)	21%	(454)	27%	(576)	2140

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

Table MCFE11_2: *To what extent do you enjoy engaging with the following types of content online, if at all?If you have never seen this kind of content, select 'I have never seen online content like this before.'*
Routine videos (where a creator shows a particular routine of theirs, such as a morning routine or a workout routine)

Demographic	A lot		Some		Not too much		Not at all		I have never seen online content like this before		Total N
Adults	11%	(241)	26%	(564)	18%	(408)	20%	(452)	25%	(545)	2210
Gender: Male	10%	(102)	24%	(256)	19%	(204)	22%	(236)	25%	(269)	1068
Gender: Female	12%	(139)	27%	(308)	18%	(204)	19%	(216)	24%	(276)	1142
Age: 18-34	18%	(116)	33%	(209)	23%	(147)	16%	(101)	11%	(69)	642
Age: 35-44	16%	(57)	33%	(119)	21%	(78)	17%	(63)	13%	(48)	365
Age: 45-64	8%	(59)	26%	(185)	17%	(120)	19%	(138)	30%	(212)	714
Age: 65+	2%	(9)	11%	(51)	13%	(62)	31%	(150)	44%	(216)	489
GenZers: 1997-2012	16%	(41)	30%	(76)	30%	(76)	13%	(33)	12%	(30)	256
Millennials: 1981-1996	18%	(119)	35%	(227)	20%	(132)	16%	(105)	11%	(70)	653
GenXers: 1965-1980	10%	(58)	28%	(157)	18%	(101)	19%	(106)	24%	(134)	555
Baby Boomers: 1946-1964	3%	(22)	14%	(96)	14%	(93)	28%	(185)	41%	(277)	673
PID: Dem (no lean)	13%	(109)	29%	(253)	19%	(163)	18%	(151)	21%	(184)	860
PID: Ind (no lean)	9%	(58)	22%	(148)	19%	(127)	23%	(157)	27%	(184)	674
PID: Rep (no lean)	11%	(73)	24%	(164)	17%	(118)	21%	(144)	26%	(177)	676
PID/Gender: Dem Men	13%	(50)	28%	(112)	21%	(82)	21%	(81)	18%	(69)	394
PID/Gender: Dem Women	13%	(59)	30%	(141)	17%	(81)	15%	(70)	25%	(115)	465
PID/Gender: Ind Men	7%	(23)	22%	(76)	18%	(62)	23%	(80)	30%	(104)	345
PID/Gender: Ind Women	11%	(35)	22%	(72)	20%	(64)	23%	(77)	24%	(80)	329
PID/Gender: Rep Men	9%	(29)	21%	(68)	18%	(60)	23%	(75)	29%	(95)	328
PID/Gender: Rep Women	13%	(44)	27%	(95)	17%	(58)	20%	(69)	23%	(81)	348
Ideo: Liberal (1-3)	11%	(74)	28%	(186)	21%	(135)	21%	(136)	19%	(125)	656
Ideo: Moderate (4)	11%	(84)	29%	(214)	19%	(146)	18%	(132)	23%	(176)	751
Ideo: Conservative (5-7)	9%	(61)	21%	(141)	15%	(103)	24%	(162)	30%	(199)	666
Educ: < College	11%	(163)	24%	(343)	20%	(280)	20%	(281)	26%	(369)	1437
Educ: Bachelors degree	9%	(46)	31%	(151)	18%	(87)	21%	(101)	21%	(105)	491
Educ: Post-grad	11%	(31)	25%	(70)	15%	(41)	25%	(69)	25%	(71)	282

Continued on next page

Table MCFE11_2: *To what extent do you enjoy engaging with the following types of content online, if at all?If you have never seen this kind of content,*
select 'I have never seen online content like this before.'
Routine videos (where a creator shows a particular routine of theirs, such as a morning routine or a workout routine)

Demographic	A lot		Some		Not too much		Not at all		I have never seen online content like this before		Total N
Adults	11%	(241)	26%	(564)	18%	(408)	20%	(452)	25%	(545)	2210
Income: Under 50k	11%	(135)	25%	(319)	19%	(245)	19%	(243)	26%	(329)	1271
Income: 50k-100k	10%	(67)	26%	(174)	18%	(119)	23%	(148)	23%	(149)	656
Income: 100k+	14%	(38)	25%	(72)	15%	(44)	22%	(61)	24%	(67)	283
Ethnicity: White	9%	(155)	24%	(411)	18%	(307)	22%	(381)	27%	(458)	1711
Ethnicity: Hispanic	15%	(56)	31%	(116)	24%	(91)	15%	(55)	15%	(56)	374
Ethnicity: Black	22%	(62)	33%	(94)	17%	(49)	12%	(34)	15%	(43)	282
Ethnicity: Other	11%	(24)	28%	(60)	24%	(52)	17%	(37)	20%	(44)	217
All Christian	11%	(108)	24%	(252)	18%	(180)	21%	(214)	27%	(275)	1029
All Non-Christian	11%	(14)	28%	(36)	18%	(23)	20%	(26)	23%	(30)	129
Atheist	7%	(7)	17%	(17)	25%	(25)	24%	(24)	27%	(27)	99
Agnostic/Nothing in particular	9%	(53)	27%	(157)	19%	(112)	22%	(130)	23%	(135)	587
Something Else	16%	(58)	28%	(103)	19%	(68)	16%	(58)	21%	(78)	365
Religious Non-Protestant/Catholic	11%	(18)	31%	(47)	17%	(26)	19%	(29)	22%	(34)	154
Evangelical	14%	(80)	28%	(155)	18%	(102)	15%	(84)	25%	(137)	558
Non-Evangelical	10%	(79)	23%	(182)	18%	(142)	23%	(183)	26%	(206)	792
Community: Urban	16%	(100)	27%	(175)	20%	(125)	17%	(111)	20%	(126)	638
Community: Suburban	9%	(88)	25%	(252)	19%	(195)	23%	(231)	24%	(248)	1014
Community: Rural	9%	(52)	25%	(138)	16%	(87)	20%	(110)	31%	(170)	558
Employ: Private Sector	15%	(98)	33%	(219)	20%	(128)	19%	(125)	13%	(85)	654
Employ: Government	18%	(24)	29%	(40)	18%	(25)	17%	(24)	18%	(24)	136
Employ: Self-Employed	14%	(23)	29%	(49)	18%	(30)	18%	(30)	21%	(34)	166
Employ: Homemaker	12%	(23)	29%	(55)	14%	(26)	19%	(36)	26%	(50)	190
Employ: Student	15%	(10)	34%	(21)	28%	(18)	17%	(10)	5%	(3)	62
Employ: Retired	2%	(9)	13%	(73)	16%	(88)	27%	(151)	43%	(241)	563
Employ: Unemployed	12%	(35)	26%	(79)	20%	(61)	16%	(50)	25%	(76)	301
Employ: Other	14%	(19)	20%	(28)	23%	(32)	20%	(27)	23%	(31)	137

Table MCFE11_2: *To what extent do you enjoy engaging with the following types of content online, if at all?If you have never seen this kind of content, select 'I have never seen online content like this before.'*

Routine videos (where a creator shows a particular routine of theirs, such as a morning routine or a workout routine)

Demographic	A lot		Some		Not too much		Not at all		I have never seen online content like this before		Total N
Adults	11%	(241)	26%	(564)	18%	(408)	20%	(452)	25%	(545)	2210
Military HH: Yes	7%	(19)	25%	(70)	18%	(51)	21%	(59)	30%	(84)	283
Military HH: No	11%	(221)	26%	(494)	19%	(357)	20%	(393)	24%	(461)	1927
RD/WT: Right Direction	16%	(108)	27%	(177)	18%	(121)	17%	(113)	22%	(147)	666
RD/WT: Wrong Track	9%	(132)	25%	(387)	19%	(287)	22%	(339)	26%	(398)	1544
Biden Job Approve	13%	(129)	27%	(265)	18%	(173)	19%	(181)	23%	(222)	970
Biden Job Disapprove	9%	(100)	25%	(282)	18%	(211)	23%	(259)	26%	(292)	1144
Biden Job Strongly Approve	18%	(77)	24%	(105)	14%	(61)	19%	(83)	25%	(107)	433
Biden Job Somewhat Approve	10%	(52)	30%	(159)	21%	(112)	18%	(98)	22%	(116)	537
Biden Job Somewhat Disapprove	9%	(29)	32%	(109)	22%	(74)	17%	(56)	21%	(70)	339
Biden Job Strongly Disapprove	9%	(71)	21%	(173)	17%	(137)	25%	(203)	28%	(222)	805
Favorable of Biden	13%	(123)	27%	(262)	18%	(174)	19%	(182)	24%	(229)	969
Unfavorable of Biden	9%	(104)	24%	(275)	18%	(209)	23%	(257)	25%	(288)	1134
Very Favorable of Biden	15%	(73)	24%	(116)	14%	(69)	21%	(102)	25%	(123)	482
Somewhat Favorable of Biden	10%	(50)	30%	(146)	22%	(105)	16%	(80)	22%	(106)	487
Somewhat Unfavorable of Biden	8%	(25)	29%	(86)	25%	(74)	19%	(55)	19%	(58)	299
Very Unfavorable of Biden	9%	(78)	23%	(189)	16%	(135)	24%	(202)	28%	(230)	835
#1 Issue: Economy	11%	(96)	27%	(244)	22%	(197)	20%	(185)	21%	(191)	913
#1 Issue: Security	9%	(22)	23%	(55)	15%	(37)	22%	(54)	30%	(73)	243
#1 Issue: Health Care	13%	(23)	26%	(44)	15%	(25)	24%	(41)	22%	(38)	170
#1 Issue: Medicare / Social Security	6%	(15)	18%	(49)	12%	(32)	24%	(64)	40%	(105)	266
#1 Issue: Women's Issues	13%	(42)	33%	(103)	21%	(66)	16%	(49)	16%	(51)	311
#1 Issue: Education	18%	(11)	39%	(23)	10%	(6)	20%	(12)	14%	(8)	59
#1 Issue: Energy	15%	(20)	26%	(35)	21%	(28)	17%	(22)	21%	(29)	134
#1 Issue: Other	10%	(12)	9%	(11)	15%	(18)	22%	(25)	43%	(49)	115

Table MCFE11_2: *To what extent do you enjoy engaging with the following types of content online, if at all? If you have never seen this kind of content, select 'I have never seen online content like this before.'*
Routine videos (where a creator shows a particular routine of theirs, such as a morning routine or a workout routine)

Demographic	A lot		Some		Not too much		Not at all		I have never seen online content like this before		Total N
Adults	11%	(241)	26%	(564)	18%	(408)	20%	(452)	25%	(545)	2210
2020 Vote: Joe Biden	12%	(112)	27%	(259)	18%	(170)	19%	(183)	23%	(221)	945
2020 Vote: Donald Trump	8%	(61)	25%	(185)	16%	(120)	23%	(168)	28%	(205)	740
2020 Vote: Other	10%	(7)	22%	(15)	23%	(15)	23%	(15)	23%	(16)	67
2020 Vote: Didn't Vote	13%	(61)	23%	(106)	22%	(103)	19%	(86)	23%	(103)	459
2018 House Vote: Democrat	13%	(96)	27%	(203)	18%	(133)	19%	(144)	24%	(179)	755
2018 House Vote: Republican	8%	(50)	23%	(137)	14%	(81)	24%	(143)	30%	(178)	589
2018 House Vote: Someone else	8%	(4)	18%	(9)	15%	(7)	27%	(13)	33%	(16)	50
2016 Vote: Hillary Clinton	11%	(80)	27%	(190)	17%	(121)	18%	(126)	26%	(177)	695
2016 Vote: Donald Trump	9%	(56)	23%	(150)	15%	(97)	24%	(155)	30%	(198)	656
2016 Vote: Other	9%	(7)	16%	(14)	21%	(18)	31%	(26)	24%	(20)	86
2016 Vote: Didn't Vote	12%	(95)	27%	(208)	22%	(172)	19%	(142)	19%	(148)	765
Voted in 2014: Yes	10%	(123)	24%	(294)	16%	(194)	22%	(267)	28%	(348)	1227
Voted in 2014: No	12%	(118)	27%	(270)	22%	(214)	19%	(185)	20%	(197)	983
4-Region: Northeast	8%	(29)	25%	(97)	21%	(81)	19%	(73)	27%	(102)	383
4-Region: Midwest	9%	(41)	30%	(135)	15%	(69)	19%	(87)	27%	(124)	456
4-Region: South	13%	(108)	24%	(206)	19%	(163)	20%	(166)	24%	(202)	844
4-Region: West	12%	(63)	24%	(126)	18%	(95)	24%	(126)	22%	(117)	527
TikTok Users	18%	(145)	36%	(285)	21%	(166)	12%	(94)	13%	(104)	793
Twitch Users	21%	(46)	34%	(74)	25%	(53)	13%	(27)	7%	(15)	216
2022 Sports Viewers/Attendees	12%	(173)	27%	(399)	18%	(263)	21%	(311)	22%	(329)	1475
Monthly Moviegoers	23%	(73)	36%	(115)	18%	(58)	14%	(45)	9%	(30)	320
Few Times per Year + Moviegoers	17%	(153)	33%	(304)	18%	(168)	17%	(157)	15%	(137)	920
Heard Smile Campaign	23%	(128)	40%	(219)	18%	(100)	10%	(53)	9%	(51)	551
Heard Minion Campaign	24%	(128)	41%	(220)	18%	(99)	9%	(48)	8%	(45)	540
Listens to Podcasts	16%	(185)	33%	(373)	19%	(214)	17%	(190)	15%	(169)	1132
Streaming Services User	13%	(225)	27%	(486)	19%	(340)	21%	(366)	20%	(355)	1773
Netflix User	13%	(193)	30%	(444)	20%	(288)	19%	(282)	18%	(268)	1474

Table MCFE11_2: *To what extent do you enjoy engaging with the following types of content online, if at all?If you have never seen this kind of content, select 'I have never seen online content like this before.'*
Routine videos (where a creator shows a particular routine of theirs, such as a morning routine or a workout routine)

Demographic	A lot		Some		Not too much		Not at all		I have never seen online content like this before		Total N
Adults	11%	(241)	26%	(564)	18%	(408)	20%	(452)	25%	(545)	2210
Disney+ User	16%	(161)	32%	(313)	20%	(197)	17%	(163)	15%	(149)	984
Heterosexual or straight	11%	(213)	25%	(494)	18%	(356)	21%	(412)	25%	(496)	1971
Gay	5%	(3)	36%	(24)	17%	(11)	19%	(13)	23%	(16)	68
Bisexual	21%	(19)	22%	(19)	24%	(21)	16%	(14)	17%	(15)	88
Yes	15%	(10)	36%	(25)	25%	(17)	13%	(9)	11%	(8)	70
No	11%	(230)	25%	(539)	18%	(390)	21%	(443)	25%	(537)	2140

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

Table MCFE11_3: *To what extent do you enjoy engaging with the following types of content online, if at all?If you have never seen this kind of content, select 'I have never seen online content like this before.'*
Get ready with me videos (where a creator talks to the camera as they get ready for an event, usually when applying makeup or picking out an outfit)

Demographic	A lot		Some		Not too much		Not at all		I have never seen online content like this before		Total N
Adults	11%	(233)	22%	(491)	17%	(374)	23%	(515)	27%	(596)	2210
Gender: Male	9%	(92)	20%	(212)	17%	(178)	26%	(273)	29%	(313)	1068
Gender: Female	12%	(141)	24%	(279)	17%	(197)	21%	(242)	25%	(283)	1142
Age: 18-34	19%	(124)	30%	(195)	19%	(122)	20%	(127)	12%	(75)	642
Age: 35-44	12%	(45)	33%	(120)	21%	(76)	19%	(70)	15%	(55)	365
Age: 45-64	8%	(58)	19%	(137)	18%	(132)	22%	(158)	32%	(229)	714
Age: 65+	1%	(7)	8%	(40)	9%	(45)	33%	(160)	49%	(238)	489
GenZers: 1997-2012	17%	(43)	31%	(81)	18%	(46)	22%	(56)	12%	(30)	256
Millennials: 1981-1996	17%	(112)	32%	(209)	20%	(133)	18%	(118)	12%	(80)	653
GenXers: 1965-1980	11%	(61)	23%	(126)	19%	(107)	22%	(120)	25%	(141)	555
Baby Boomers: 1946-1964	2%	(16)	10%	(69)	12%	(80)	30%	(200)	46%	(309)	673
PID: Dem (no lean)	13%	(110)	27%	(234)	19%	(160)	20%	(170)	22%	(185)	860
PID: Ind (no lean)	8%	(53)	16%	(108)	17%	(113)	26%	(176)	33%	(224)	674
PID: Rep (no lean)	10%	(70)	22%	(149)	15%	(101)	25%	(169)	28%	(186)	676
PID/Gender: Dem Men	12%	(49)	29%	(114)	19%	(75)	20%	(80)	19%	(76)	394
PID/Gender: Dem Women	13%	(61)	26%	(120)	18%	(85)	19%	(90)	23%	(109)	465
PID/Gender: Ind Men	5%	(17)	12%	(40)	16%	(57)	28%	(97)	39%	(134)	345
PID/Gender: Ind Women	11%	(35)	21%	(68)	17%	(56)	24%	(79)	27%	(90)	329
PID/Gender: Rep Men	8%	(25)	18%	(58)	14%	(46)	29%	(96)	31%	(103)	328
PID/Gender: Rep Women	13%	(45)	26%	(91)	16%	(55)	21%	(73)	24%	(84)	348
Ideo: Liberal (1-3)	11%	(73)	25%	(166)	18%	(121)	24%	(156)	21%	(140)	656
Ideo: Moderate (4)	12%	(87)	24%	(177)	19%	(144)	18%	(132)	28%	(212)	751
Ideo: Conservative (5-7)	8%	(55)	19%	(126)	13%	(85)	29%	(192)	31%	(208)	666
Educ: < College	11%	(164)	22%	(321)	17%	(244)	22%	(316)	27%	(391)	1437
Educ: Bachelors degree	9%	(45)	23%	(113)	20%	(96)	24%	(116)	25%	(121)	491
Educ: Post-grad	8%	(24)	20%	(57)	12%	(34)	30%	(83)	30%	(84)	282

Table MCFE11_3: *To what extent do you enjoy engaging with the following types of content online, if at all?If you have never seen this kind of content, select 'I have never seen online content like this before.'*

Get ready with me videos (where a creator talks to the camera as they get ready for an event, usually when applying makeup or picking out an outfit)

Demographic	A lot		Some		Not too much		Not at all		I have never seen online content like this before		Total N
Adults	11%	(233)	22%	(491)	17%	(374)	23%	(515)	27%	(596)	2210
Income: Under 50k	11%	(138)	23%	(289)	18%	(223)	22%	(280)	27%	(341)	1271
Income: 50k-100k	9%	(62)	23%	(150)	16%	(103)	25%	(167)	27%	(175)	656
Income: 100k+	12%	(33)	19%	(53)	17%	(49)	24%	(69)	28%	(79)	283
Ethnicity: White	9%	(155)	20%	(347)	17%	(283)	25%	(431)	29%	(495)	1711
Ethnicity: Hispanic	17%	(64)	28%	(105)	20%	(73)	19%	(72)	16%	(60)	374
Ethnicity: Black	19%	(55)	31%	(86)	18%	(50)	15%	(42)	18%	(50)	282
Ethnicity: Other	11%	(23)	27%	(58)	19%	(42)	19%	(42)	24%	(52)	217
All Christian	9%	(94)	22%	(225)	16%	(165)	23%	(240)	30%	(305)	1029
All Non-Christian	12%	(15)	21%	(27)	23%	(30)	25%	(32)	20%	(25)	129
Atheist	10%	(10)	17%	(17)	22%	(21)	21%	(21)	31%	(31)	99
Agnostic/Nothing in particular	10%	(58)	21%	(126)	17%	(98)	25%	(149)	27%	(156)	587
Something Else	15%	(56)	27%	(97)	16%	(59)	20%	(73)	22%	(79)	365
Religious Non-Protestant/Catholic	10%	(15)	25%	(38)	24%	(37)	22%	(33)	20%	(31)	154
Evangelical	14%	(81)	24%	(131)	17%	(93)	19%	(108)	26%	(146)	558
Non-Evangelical	9%	(70)	22%	(170)	16%	(124)	25%	(202)	29%	(226)	792
Community: Urban	15%	(92)	27%	(174)	19%	(120)	19%	(122)	20%	(129)	638
Community: Suburban	9%	(89)	20%	(207)	16%	(167)	26%	(260)	29%	(291)	1014
Community: Rural	9%	(51)	20%	(110)	16%	(88)	24%	(133)	32%	(176)	558
Employ: Private Sector	13%	(82)	30%	(198)	18%	(118)	23%	(148)	17%	(108)	654
Employ: Government	22%	(29)	28%	(38)	15%	(20)	18%	(25)	18%	(24)	136
Employ: Self-Employed	14%	(23)	26%	(43)	15%	(25)	20%	(33)	25%	(42)	166
Employ: Homemaker	13%	(26)	21%	(41)	20%	(38)	19%	(37)	26%	(49)	190
Employ: Student	12%	(8)	36%	(22)	21%	(13)	24%	(15)	6%	(4)	62
Employ: Retired	2%	(12)	10%	(55)	13%	(73)	28%	(159)	47%	(264)	563
Employ: Unemployed	12%	(35)	21%	(63)	21%	(63)	23%	(69)	24%	(72)	301
Employ: Other	13%	(17)	24%	(32)	18%	(25)	21%	(28)	25%	(34)	137

Table MCFE11_3: *To what extent do you enjoy engaging with the following types of content online, if at all?If you have never seen this kind of content, select 'I have never seen online content like this before.'*
Get ready with me videos (where a creator talks to the camera as they get ready for an event, usually when applying makeup or picking out an outfit)

Demographic	A lot		Some		Not too much		Not at all		I have never seen online content like this before		Total N
Adults	11%	(233)	22%	(491)	17%	(374)	23%	(515)	27%	(596)	2210
Military HH: Yes	6%	(17)	15%	(43)	15%	(43)	29%	(81)	35%	(100)	283
Military HH: No	11%	(216)	23%	(448)	17%	(331)	23%	(434)	26%	(497)	1927
RD/WT: Right Direction	16%	(110)	26%	(173)	16%	(107)	19%	(128)	22%	(149)	666
RD/WT: Wrong Track	8%	(123)	21%	(319)	17%	(268)	25%	(387)	29%	(447)	1544
Biden Job Approve	13%	(125)	25%	(243)	16%	(159)	21%	(206)	24%	(236)	970
Biden Job Disapprove	9%	(98)	20%	(229)	17%	(199)	26%	(296)	28%	(321)	1144
Biden Job Strongly Approve	19%	(80)	24%	(102)	11%	(47)	21%	(91)	26%	(111)	433
Biden Job Somewhat Approve	8%	(45)	26%	(141)	21%	(111)	21%	(115)	23%	(125)	537
Biden Job Somewhat Disapprove	8%	(28)	28%	(94)	21%	(72)	20%	(66)	23%	(78)	339
Biden Job Strongly Disapprove	9%	(70)	17%	(135)	16%	(127)	29%	(230)	30%	(243)	805
Favorable of Biden	13%	(122)	24%	(237)	17%	(166)	21%	(201)	25%	(243)	969
Unfavorable of Biden	8%	(95)	20%	(232)	17%	(192)	26%	(297)	28%	(318)	1134
Very Favorable of Biden	17%	(83)	21%	(102)	14%	(65)	22%	(106)	26%	(127)	482
Somewhat Favorable of Biden	8%	(39)	28%	(135)	21%	(100)	20%	(95)	24%	(117)	487
Somewhat Unfavorable of Biden	9%	(26)	25%	(76)	21%	(64)	22%	(66)	22%	(66)	299
Very Unfavorable of Biden	8%	(69)	19%	(156)	15%	(128)	28%	(231)	30%	(253)	835
#1 Issue: Economy	10%	(92)	23%	(210)	20%	(181)	24%	(217)	23%	(212)	913
#1 Issue: Security	8%	(20)	22%	(54)	13%	(31)	25%	(61)	32%	(77)	243
#1 Issue: Health Care	17%	(28)	22%	(38)	10%	(17)	26%	(43)	25%	(43)	170
#1 Issue: Medicare / Social Security	7%	(19)	14%	(38)	10%	(27)	26%	(70)	42%	(111)	266
#1 Issue: Women's Issues	12%	(38)	28%	(86)	22%	(67)	20%	(62)	19%	(58)	311
#1 Issue: Education	12%	(7)	28%	(17)	21%	(13)	21%	(12)	18%	(10)	59
#1 Issue: Energy	11%	(14)	29%	(39)	21%	(28)	15%	(20)	25%	(33)	134
#1 Issue: Other	11%	(13)	8%	(9)	9%	(11)	26%	(30)	45%	(52)	115

Continued on next page

Table MCFE11_3: *To what extent do you enjoy engaging with the following types of content online, if at all?If you have never seen this kind of content, select 'I have never seen online content like this before.'*
Get ready with me videos (where a creator talks to the camera as they get ready for an event, usually when applying makeup or picking out an outfit)

Demographic	A lot		Some		Not too much		Not at all		I have never seen online content like this before		Total N
Adults	11%	(233)	22%	(491)	17%	(374)	23%	(515)	27%	(596)	2210
2020 Vote: Joe Biden	12%	(115)	24%	(227)	16%	(153)	22%	(206)	26%	(243)	945
2020 Vote: Donald Trump	9%	(68)	19%	(140)	16%	(120)	25%	(188)	30%	(224)	740
2020 Vote: Other	8%	(5)	27%	(18)	18%	(12)	21%	(14)	26%	(17)	67
2020 Vote: Didn't Vote	10%	(45)	23%	(106)	19%	(89)	23%	(107)	24%	(112)	459
2018 House Vote: Democrat	11%	(87)	25%	(188)	17%	(126)	21%	(159)	26%	(195)	755
2018 House Vote: Republican	8%	(45)	19%	(112)	13%	(78)	27%	(157)	33%	(197)	589
2018 House Vote: Someone else	7%	(3)	15%	(8)	16%	(8)	26%	(13)	36%	(18)	50
2016 Vote: Hillary Clinton	11%	(79)	25%	(171)	16%	(111)	21%	(144)	27%	(190)	695
2016 Vote: Donald Trump	7%	(46)	19%	(125)	16%	(105)	25%	(166)	33%	(214)	656
2016 Vote: Other	10%	(9)	14%	(12)	20%	(17)	25%	(21)	31%	(26)	86
2016 Vote: Didn't Vote	13%	(97)	24%	(181)	18%	(140)	24%	(182)	21%	(164)	765
Voted in 2014: Yes	9%	(109)	21%	(262)	15%	(186)	24%	(294)	31%	(376)	1227
Voted in 2014: No	13%	(124)	23%	(229)	19%	(189)	22%	(221)	22%	(220)	983
4-Region: Northeast	8%	(30)	20%	(78)	20%	(78)	20%	(75)	32%	(122)	383
4-Region: Midwest	8%	(38)	25%	(115)	15%	(66)	24%	(107)	28%	(129)	456
4-Region: South	13%	(106)	21%	(177)	17%	(147)	24%	(200)	25%	(215)	844
4-Region: West	11%	(58)	23%	(121)	16%	(83)	25%	(133)	25%	(131)	527
TikTok Users	19%	(147)	31%	(244)	22%	(171)	16%	(129)	13%	(101)	793
Twitch Users	23%	(50)	32%	(69)	17%	(37)	19%	(41)	9%	(19)	216
2022 Sports Viewers/Attendees	12%	(174)	23%	(346)	16%	(242)	24%	(353)	24%	(360)	1475
Monthly Moviegoers	22%	(70)	35%	(112)	20%	(63)	11%	(36)	12%	(38)	320
Few Times per Year + Moviegoers	16%	(146)	30%	(272)	18%	(166)	18%	(169)	18%	(166)	920
Heard Smile Campaign	25%	(137)	36%	(196)	16%	(89)	14%	(75)	10%	(54)	551
Heard Minion Campaign	25%	(137)	38%	(207)	15%	(82)	12%	(67)	9%	(48)	540
Listens to Podcasts	16%	(177)	28%	(317)	19%	(214)	21%	(237)	17%	(187)	1132
Streaming Services User	12%	(218)	24%	(433)	18%	(317)	23%	(401)	23%	(403)	1773
Netflix User	13%	(190)	26%	(389)	19%	(274)	22%	(318)	20%	(302)	1474

Continued on next page

Table MCFE11_3: *To what extent do you enjoy engaging with the following types of content online, if at all?If you have never seen this kind of content, select 'I have never seen online content like this before.'*

Get ready with me videos (where a creator talks to the camera as they get ready for an event, usually when applying makeup or picking out an outfit)

Demographic	A lot		Some		Not too much		Not at all		I have never seen online content like this before		Total N
Adults	11%	(233)	22%	(491)	17%	(374)	23%	(515)	27%	(596)	2210
Disney+ User	16%	(157)	29%	(281)	19%	(183)	21%	(203)	16%	(160)	984
Heterosexual or straight	10%	(207)	22%	(443)	16%	(321)	23%	(453)	28%	(547)	1971
Gay	9%	(6)	24%	(16)	9%	(6)	33%	(22)	24%	(16)	68
Bisexual	16%	(14)	20%	(18)	29%	(26)	18%	(16)	17%	(15)	88
Yes	18%	(13)	24%	(17)	27%	(19)	21%	(15)	9%	(7)	70
No	10%	(220)	22%	(474)	17%	(355)	23%	(501)	28%	(589)	2140

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

Table MCFE11_4: *To what extent do you enjoy engaging with the following types of content online, if at all?If you have never seen this kind of content, select 'I have never seen online content like this before.'*
Haul videos (where a creator shows recent products they purchased from a brand)

Demographic	A lot		Some		Not too much		Not at all		I have never seen online content like this before		Total N
Adults	12%	(256)	24%	(536)	18%	(391)	21%	(461)	26%	(566)	2210
Gender: Male	11%	(116)	23%	(246)	18%	(188)	22%	(231)	27%	(288)	1068
Gender: Female	12%	(140)	25%	(290)	18%	(204)	20%	(231)	24%	(278)	1142
Age: 18-34	21%	(136)	30%	(191)	20%	(129)	16%	(101)	13%	(85)	642
Age: 35-44	15%	(56)	34%	(124)	22%	(82)	14%	(52)	14%	(52)	365
Age: 45-64	7%	(48)	24%	(171)	17%	(121)	23%	(167)	29%	(207)	714
Age: 65+	3%	(16)	10%	(50)	12%	(59)	29%	(141)	45%	(222)	489
GenZers: 1997-2012	20%	(51)	30%	(77)	20%	(52)	17%	(43)	13%	(34)	256
Millennials: 1981-1996	20%	(133)	32%	(207)	21%	(134)	14%	(93)	13%	(85)	653
GenXers: 1965-1980	8%	(46)	27%	(151)	19%	(108)	22%	(124)	23%	(127)	555
Baby Boomers: 1946-1964	4%	(24)	14%	(97)	13%	(90)	26%	(177)	42%	(286)	673
PID: Dem (no lean)	15%	(126)	27%	(233)	17%	(149)	19%	(159)	22%	(192)	860
PID: Ind (no lean)	9%	(63)	22%	(150)	17%	(114)	23%	(153)	29%	(195)	674
PID: Rep (no lean)	10%	(66)	23%	(153)	19%	(129)	22%	(149)	27%	(179)	676
PID/Gender: Dem Men	16%	(63)	28%	(109)	18%	(72)	19%	(75)	19%	(76)	394
PID/Gender: Dem Women	14%	(63)	27%	(124)	17%	(77)	18%	(85)	25%	(116)	465
PID/Gender: Ind Men	7%	(23)	22%	(75)	15%	(51)	23%	(79)	34%	(116)	345
PID/Gender: Ind Women	12%	(40)	23%	(75)	19%	(63)	22%	(73)	24%	(79)	329
PID/Gender: Rep Men	9%	(29)	19%	(62)	20%	(65)	23%	(76)	29%	(96)	328
PID/Gender: Rep Women	11%	(37)	26%	(91)	18%	(64)	21%	(73)	24%	(84)	348
Ideo: Liberal (1-3)	15%	(96)	27%	(174)	17%	(111)	21%	(139)	21%	(136)	656
Ideo: Moderate (4)	12%	(93)	25%	(189)	21%	(157)	16%	(121)	25%	(191)	751
Ideo: Conservative (5-7)	8%	(52)	22%	(149)	15%	(103)	25%	(166)	30%	(197)	666
Educ: < College	12%	(174)	23%	(332)	18%	(257)	20%	(293)	26%	(381)	1437
Educ: Bachelors degree	10%	(51)	29%	(142)	20%	(96)	19%	(93)	22%	(109)	491
Educ: Post-grad	11%	(31)	22%	(62)	14%	(38)	27%	(75)	27%	(76)	282

Table MCFE11_4: *To what extent do you enjoy engaging with the following types of content online, if at all?If you have never seen this kind of content, select 'I have never seen online content like this before.'*
Haul videos (where a creator shows recent products they purchased from a brand)

Demographic	A lot		Some		Not too much		Not at all		I have never seen online content like this before		Total N
Adults	12%	(256)	24%	(536)	18%	(391)	21%	(461)	26%	(566)	2210
Income: Under 50k	11%	(143)	25%	(312)	19%	(243)	19%	(242)	26%	(331)	1271
Income: 50k-100k	11%	(72)	24%	(157)	16%	(104)	24%	(159)	25%	(165)	656
Income: 100k+	15%	(41)	24%	(67)	16%	(44)	21%	(61)	25%	(69)	283
Ethnicity: White	10%	(171)	23%	(386)	17%	(291)	23%	(398)	27%	(464)	1711
Ethnicity: Hispanic	20%	(74)	27%	(101)	20%	(75)	16%	(59)	17%	(65)	374
Ethnicity: Black	21%	(59)	31%	(87)	20%	(56)	10%	(28)	18%	(52)	282
Ethnicity: Other	12%	(26)	29%	(63)	20%	(44)	16%	(35)	23%	(49)	217
All Christian	11%	(117)	23%	(236)	18%	(180)	21%	(213)	28%	(283)	1029
All Non-Christian	10%	(13)	25%	(32)	18%	(23)	24%	(31)	23%	(30)	129
Atheist	6%	(6)	24%	(23)	21%	(21)	23%	(23)	26%	(26)	99
Agnostic/Nothing in particular	11%	(63)	24%	(141)	18%	(108)	22%	(127)	25%	(148)	587
Something Else	15%	(57)	28%	(103)	16%	(59)	18%	(67)	22%	(79)	365
Religious Non-Protestant/Catholic	10%	(15)	26%	(40)	19%	(28)	22%	(34)	23%	(36)	154
Evangelical	16%	(87)	24%	(135)	20%	(110)	16%	(89)	25%	(138)	558
Non-Evangelical	10%	(82)	24%	(189)	15%	(122)	24%	(187)	27%	(212)	792
Community: Urban	18%	(112)	25%	(161)	19%	(118)	18%	(114)	21%	(132)	638
Community: Suburban	10%	(98)	24%	(241)	17%	(172)	23%	(235)	26%	(269)	1014
Community: Rural	8%	(46)	24%	(134)	18%	(101)	20%	(112)	29%	(164)	558
Employ: Private Sector	15%	(96)	30%	(194)	19%	(127)	21%	(137)	15%	(101)	654
Employ: Government	21%	(28)	29%	(40)	22%	(29)	13%	(18)	16%	(21)	136
Employ: Self-Employed	14%	(24)	27%	(45)	14%	(24)	18%	(30)	26%	(44)	166
Employ: Homemaker	12%	(24)	29%	(55)	19%	(35)	16%	(31)	23%	(44)	190
Employ: Student	15%	(10)	40%	(25)	21%	(13)	16%	(10)	9%	(5)	62
Employ: Retired	3%	(18)	13%	(72)	15%	(82)	26%	(148)	43%	(242)	563
Employ: Unemployed	12%	(37)	25%	(76)	20%	(59)	18%	(56)	24%	(73)	301
Employ: Other	15%	(20)	21%	(29)	16%	(22)	23%	(32)	25%	(34)	137

Table MCFE11_4: *To what extent do you enjoy engaging with the following types of content online, if at all?If you have never seen this kind of content, select 'I have never seen online content like this before.'*
Haul videos (where a creator shows recent products they purchased from a brand)

Demographic	A lot		Some		Not too much		Not at all		I have never seen online content like this before		Total N
Adults	12%	(256)	24%	(536)	18%	(391)	21%	(461)	26%	(566)	2210
Military HH: Yes	7%	(21)	22%	(62)	17%	(49)	23%	(64)	31%	(87)	283
Military HH: No	12%	(235)	25%	(474)	18%	(343)	21%	(397)	25%	(479)	1927
RD/WT: Right Direction	16%	(109)	25%	(165)	18%	(120)	18%	(119)	23%	(154)	666
RD/WT: Wrong Track	10%	(147)	24%	(371)	18%	(272)	22%	(342)	27%	(412)	1544
Biden Job Approve	14%	(140)	24%	(235)	17%	(166)	20%	(194)	24%	(236)	970
Biden Job Disapprove	9%	(104)	24%	(280)	18%	(209)	22%	(254)	26%	(297)	1144
Biden Job Strongly Approve	18%	(78)	23%	(99)	14%	(60)	20%	(87)	25%	(108)	433
Biden Job Somewhat Approve	11%	(62)	25%	(136)	20%	(105)	20%	(107)	24%	(128)	537
Biden Job Somewhat Disapprove	11%	(36)	32%	(107)	20%	(67)	17%	(58)	21%	(71)	339
Biden Job Strongly Disapprove	8%	(68)	21%	(172)	18%	(142)	24%	(196)	28%	(226)	805
Favorable of Biden	14%	(136)	25%	(242)	17%	(168)	19%	(186)	24%	(237)	969
Unfavorable of Biden	9%	(105)	24%	(272)	18%	(204)	23%	(259)	26%	(294)	1134
Very Favorable of Biden	17%	(83)	23%	(113)	13%	(65)	21%	(102)	25%	(119)	482
Somewhat Favorable of Biden	11%	(53)	26%	(129)	21%	(104)	17%	(84)	24%	(117)	487
Somewhat Unfavorable of Biden	9%	(26)	30%	(90)	21%	(62)	20%	(60)	20%	(60)	299
Very Unfavorable of Biden	9%	(79)	22%	(181)	17%	(141)	24%	(199)	28%	(235)	835
#1 Issue: Economy	12%	(108)	25%	(233)	20%	(179)	21%	(196)	22%	(197)	913
#1 Issue: Security	8%	(20)	24%	(59)	13%	(31)	25%	(61)	29%	(71)	243
#1 Issue: Health Care	21%	(36)	23%	(39)	12%	(21)	17%	(29)	27%	(46)	170
#1 Issue: Medicare / Social Security	5%	(12)	16%	(42)	15%	(39)	25%	(66)	40%	(106)	266
#1 Issue: Women's Issues	14%	(42)	30%	(93)	20%	(64)	19%	(58)	18%	(55)	311
#1 Issue: Education	7%	(4)	41%	(24)	22%	(13)	12%	(7)	19%	(11)	59
#1 Issue: Energy	14%	(19)	24%	(32)	21%	(28)	16%	(22)	25%	(33)	134
#1 Issue: Other	13%	(15)	12%	(14)	15%	(17)	20%	(23)	40%	(45)	115

Table MCFE11_4: *To what extent do you enjoy engaging with the following types of content online, if at all?If you have never seen this kind of content, select 'I have never seen online content like this before.'*
Haul videos (where a creator shows recent products they purchased from a brand)

Demographic	A lot		Some		Not too much		Not at all		I have never seen online content like this before		Total N
Adults	12%	(256)	24%	(536)	18%	(391)	21%	(461)	26%	(566)	2210
2020 Vote: Joe Biden	12%	(117)	26%	(243)	17%	(165)	20%	(193)	24%	(226)	945
2020 Vote: Donald Trump	9%	(67)	23%	(169)	18%	(136)	21%	(159)	28%	(209)	740
2020 Vote: Other	14%	(9)	18%	(12)	21%	(14)	26%	(17)	21%	(14)	67
2020 Vote: Didn't Vote	13%	(62)	25%	(113)	17%	(76)	20%	(93)	25%	(115)	459
2018 House Vote: Democrat	13%	(100)	25%	(189)	17%	(128)	21%	(162)	23%	(176)	755
2018 House Vote: Republican	7%	(43)	22%	(128)	18%	(103)	22%	(130)	31%	(185)	589
2018 House Vote: Someone else	10%	(5)	19%	(9)	10%	(5)	27%	(14)	34%	(17)	50
2016 Vote: Hillary Clinton	13%	(89)	24%	(169)	18%	(123)	20%	(138)	25%	(175)	695
2016 Vote: Donald Trump	8%	(49)	24%	(154)	17%	(110)	22%	(144)	30%	(198)	656
2016 Vote: Other	8%	(7)	20%	(17)	12%	(10)	34%	(29)	26%	(22)	86
2016 Vote: Didn't Vote	14%	(110)	25%	(192)	19%	(145)	20%	(149)	22%	(168)	765
Voted in 2014: Yes	10%	(117)	23%	(283)	16%	(194)	23%	(280)	29%	(353)	1227
Voted in 2014: No	14%	(139)	26%	(253)	20%	(197)	18%	(182)	22%	(213)	983
4-Region: Northeast	8%	(31)	24%	(93)	18%	(69)	20%	(78)	29%	(111)	383
4-Region: Midwest	12%	(55)	25%	(113)	16%	(72)	21%	(94)	27%	(123)	456
4-Region: South	12%	(99)	26%	(216)	18%	(156)	19%	(160)	25%	(213)	844
4-Region: West	13%	(71)	22%	(114)	18%	(95)	24%	(129)	23%	(119)	527
TikTok Users	20%	(158)	34%	(269)	20%	(160)	14%	(109)	12%	(98)	793
Twitch Users	25%	(53)	36%	(77)	18%	(39)	13%	(28)	8%	(18)	216
2022 Sports Viewers/Attendees	13%	(185)	26%	(381)	18%	(260)	21%	(312)	23%	(337)	1475
Monthly Moviegoers	21%	(67)	35%	(113)	20%	(65)	11%	(35)	13%	(41)	320
Few Times per Year + Moviegoers	17%	(157)	29%	(269)	20%	(185)	16%	(149)	17%	(160)	920
Heard Smile Campaign	24%	(130)	35%	(192)	20%	(112)	11%	(61)	10%	(56)	551
Heard Minion Campaign	24%	(131)	36%	(197)	20%	(106)	10%	(55)	9%	(51)	540
Listens to Podcasts	16%	(182)	31%	(347)	19%	(215)	18%	(209)	16%	(178)	1132
Streaming Services User	13%	(237)	27%	(470)	19%	(335)	20%	(357)	21%	(374)	1773
Netflix User	13%	(197)	28%	(418)	20%	(291)	19%	(286)	19%	(281)	1474

Table MCFE11_4: *To what extent do you enjoy engaging with the following types of content online, if at all?If you have never seen this kind of content, select 'I have never seen online content like this before.'*

Haul videos (where a creator shows recent products they purchased from a brand)

Demographic	A lot		Some		Not too much		Not at all		I have never seen online content like this before		Total N
Adults	12%	(256)	24%	(536)	18%	(391)	21%	(461)	26%	(566)	2210
Disney+ User	16%	(161)	31%	(305)	19%	(191)	17%	(167)	16%	(160)	984
Heterosexual or straight	11%	(224)	24%	(472)	18%	(346)	21%	(416)	26%	(512)	1971
Gay	8%	(5)	25%	(17)	16%	(11)	27%	(18)	24%	(16)	68
Bisexual	18%	(16)	31%	(27)	18%	(16)	12%	(11)	21%	(19)	88
Yes	22%	(16)	33%	(23)	22%	(16)	14%	(10)	8%	(5)	70
No	11%	(240)	24%	(512)	18%	(376)	21%	(451)	26%	(560)	2140

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

Table MCFE11_5: *To what extent do you enjoy engaging with the following types of content online, if at all?If you have never seen this kind of content, select 'I have never seen online content like this before.'*
Storytime videos (where a creator details a story from an event/ situation in their life)

Demographic	A lot		Some		Not too much		Not at all		I have never seen online content like this before		Total N
Adults	12%	(266)	29%	(652)	14%	(319)	18%	(396)	26%	(577)	2210
Gender: Male	11%	(119)	29%	(313)	15%	(161)	18%	(189)	27%	(286)	1068
Gender: Female	13%	(147)	30%	(339)	14%	(158)	18%	(207)	25%	(291)	1142
Age: 18-34	22%	(138)	41%	(262)	15%	(94)	12%	(78)	11%	(71)	642
Age: 35-44	16%	(58)	39%	(144)	15%	(54)	16%	(57)	14%	(52)	365
Age: 45-64	9%	(61)	25%	(181)	16%	(113)	19%	(133)	32%	(227)	714
Age: 65+	2%	(8)	13%	(65)	12%	(59)	26%	(128)	47%	(228)	489
GenZers: 1997-2012	22%	(58)	37%	(94)	16%	(42)	13%	(34)	11%	(29)	256
Millennials: 1981-1996	19%	(124)	42%	(275)	15%	(96)	13%	(83)	11%	(75)	653
GenXers: 1965-1980	12%	(66)	30%	(168)	15%	(85)	17%	(94)	26%	(142)	555
Baby Boomers: 1946-1964	3%	(17)	15%	(103)	13%	(86)	25%	(167)	44%	(299)	673
PID: Dem (no lean)	13%	(112)	34%	(296)	15%	(125)	15%	(127)	23%	(199)	860
PID: Ind (no lean)	11%	(74)	26%	(172)	15%	(99)	19%	(131)	29%	(199)	674
PID: Rep (no lean)	12%	(79)	27%	(183)	14%	(96)	20%	(138)	27%	(179)	676
PID/Gender: Dem Men	12%	(47)	39%	(154)	16%	(61)	14%	(55)	19%	(77)	394
PID/Gender: Dem Women	14%	(65)	31%	(142)	14%	(64)	15%	(72)	26%	(123)	465
PID/Gender: Ind Men	9%	(32)	24%	(84)	14%	(48)	20%	(69)	32%	(111)	345
PID/Gender: Ind Women	13%	(42)	27%	(88)	15%	(50)	19%	(61)	26%	(87)	329
PID/Gender: Rep Men	12%	(39)	23%	(75)	16%	(51)	20%	(65)	30%	(98)	328
PID/Gender: Rep Women	12%	(40)	31%	(109)	13%	(45)	21%	(73)	23%	(81)	348
Ideo: Liberal (1-3)	12%	(78)	33%	(219)	15%	(96)	17%	(114)	23%	(150)	656
Ideo: Moderate (4)	13%	(96)	32%	(241)	15%	(116)	15%	(112)	25%	(186)	751
Ideo: Conservative (5-7)	11%	(71)	24%	(161)	14%	(91)	22%	(146)	30%	(198)	666
Educ: < College	13%	(186)	28%	(397)	16%	(227)	17%	(241)	27%	(386)	1437
Educ: Bachelors degree	11%	(53)	35%	(173)	12%	(61)	18%	(88)	24%	(116)	491
Educ: Post-grad	10%	(27)	29%	(81)	11%	(31)	24%	(67)	27%	(76)	282

Table MCFE11_5: *To what extent do you enjoy engaging with the following types of content online, if at all?If you have never seen this kind of content, select 'I have never seen online content like this before.'*
Storytime videos (where a creator details a story from an event/ situation in their life)

Demographic	A lot		Some		Not too much		Not at all		I have never seen online content like this before		Total N
Adults	12%	(266)	29%	(652)	14%	(319)	18%	(396)	26%	(577)	2210
Income: Under 50k	13%	(159)	28%	(361)	16%	(202)	16%	(208)	27%	(340)	1271
Income: 50k-100k	12%	(76)	30%	(198)	13%	(83)	20%	(130)	26%	(169)	656
Income: 100k+	11%	(30)	33%	(92)	12%	(34)	20%	(57)	24%	(68)	283
Ethnicity: White	10%	(163)	29%	(498)	14%	(240)	19%	(324)	28%	(487)	1711
Ethnicity: Hispanic	16%	(60)	40%	(148)	13%	(48)	16%	(61)	15%	(58)	374
Ethnicity: Black	25%	(71)	29%	(81)	18%	(50)	14%	(38)	15%	(42)	282
Ethnicity: Other	15%	(32)	34%	(74)	14%	(30)	15%	(33)	22%	(48)	217
All Christian	9%	(95)	30%	(309)	14%	(144)	19%	(193)	28%	(289)	1029
All Non-Christian	14%	(17)	31%	(40)	17%	(22)	15%	(19)	23%	(30)	129
Atheist	13%	(13)	26%	(25)	14%	(14)	22%	(22)	25%	(25)	99
Agnostic/Nothing in particular	12%	(70)	27%	(161)	16%	(92)	19%	(110)	26%	(154)	587
Something Else	19%	(71)	32%	(116)	13%	(48)	14%	(51)	22%	(79)	365
Religious Non-Protestant/Catholic	15%	(23)	32%	(49)	17%	(27)	14%	(21)	22%	(34)	154
Evangelical	15%	(86)	31%	(171)	15%	(82)	14%	(78)	25%	(141)	558
Non-Evangelical	9%	(72)	30%	(239)	13%	(100)	21%	(163)	28%	(218)	792
Community: Urban	15%	(98)	35%	(223)	15%	(95)	17%	(107)	18%	(115)	638
Community: Suburban	11%	(107)	28%	(284)	13%	(136)	20%	(207)	28%	(280)	1014
Community: Rural	11%	(61)	26%	(145)	16%	(88)	15%	(82)	33%	(182)	558
Employ: Private Sector	14%	(94)	37%	(244)	15%	(101)	18%	(116)	15%	(100)	654
Employ: Government	21%	(29)	37%	(50)	11%	(15)	14%	(19)	17%	(22)	136
Employ: Self-Employed	16%	(26)	40%	(66)	10%	(17)	14%	(24)	20%	(34)	166
Employ: Homemaker	16%	(30)	30%	(58)	10%	(18)	19%	(36)	25%	(48)	190
Employ: Student	20%	(12)	38%	(24)	18%	(11)	16%	(10)	7%	(4)	62
Employ: Retired	3%	(15)	14%	(79)	15%	(84)	24%	(134)	45%	(251)	563
Employ: Unemployed	14%	(42)	31%	(92)	18%	(56)	12%	(35)	25%	(77)	301
Employ: Other	14%	(19)	28%	(39)	13%	(18)	15%	(21)	30%	(41)	137

Continued on next page

Table MCFE11_5: *To what extent do you enjoy engaging with the following types of content online, if at all?If you have never seen this kind of content, select 'I have never seen online content like this before.'*
Storytime videos (where a creator details a story from an event/ situation in their life)

Demographic	A lot		Some		Not too much		Not at all		I have never seen online content like this before		Total N
Adults	12%	(266)	29%	(652)	14%	(319)	18%	(396)	26%	(577)	2210
Military HH: Yes	9%	(25)	26%	(73)	14%	(41)	18%	(51)	33%	(93)	283
Military HH: No	12%	(241)	30%	(579)	14%	(279)	18%	(345)	25%	(484)	1927
RD/WT: Right Direction	14%	(91)	35%	(232)	14%	(91)	16%	(107)	22%	(146)	666
RD/WT: Wrong Track	11%	(175)	27%	(420)	15%	(229)	19%	(289)	28%	(431)	1544
Biden Job Approve	12%	(115)	34%	(325)	14%	(134)	16%	(157)	25%	(238)	970
Biden Job Disapprove	12%	(138)	26%	(299)	15%	(172)	20%	(227)	27%	(308)	1144
Biden Job Strongly Approve	15%	(64)	32%	(138)	11%	(49)	16%	(70)	26%	(112)	433
Biden Job Somewhat Approve	9%	(51)	35%	(187)	16%	(85)	16%	(87)	24%	(126)	537
Biden Job Somewhat Disapprove	14%	(48)	34%	(117)	17%	(58)	12%	(42)	22%	(74)	339
Biden Job Strongly Disapprove	11%	(91)	23%	(182)	14%	(113)	23%	(185)	29%	(234)	805
Favorable of Biden	12%	(114)	33%	(321)	14%	(132)	16%	(156)	25%	(247)	969
Unfavorable of Biden	12%	(131)	27%	(304)	15%	(173)	20%	(223)	27%	(303)	1134
Very Favorable of Biden	13%	(62)	31%	(151)	11%	(55)	18%	(88)	26%	(126)	482
Somewhat Favorable of Biden	11%	(52)	35%	(170)	16%	(77)	14%	(68)	25%	(121)	487
Somewhat Unfavorable of Biden	12%	(36)	37%	(112)	15%	(46)	14%	(40)	22%	(64)	299
Very Unfavorable of Biden	11%	(94)	23%	(192)	15%	(127)	22%	(183)	29%	(239)	835
#1 Issue: Economy	12%	(107)	34%	(309)	15%	(136)	18%	(163)	22%	(198)	913
#1 Issue: Security	12%	(29)	23%	(55)	14%	(34)	21%	(52)	30%	(73)	243
#1 Issue: Health Care	17%	(29)	30%	(51)	11%	(19)	18%	(30)	25%	(42)	170
#1 Issue: Medicare / Social Security	6%	(15)	14%	(37)	14%	(38)	24%	(63)	43%	(113)	266
#1 Issue: Women's Issues	13%	(41)	39%	(120)	14%	(45)	14%	(43)	20%	(61)	311
#1 Issue: Education	19%	(11)	31%	(18)	19%	(11)	17%	(10)	14%	(9)	59
#1 Issue: Energy	16%	(21)	35%	(47)	17%	(22)	8%	(11)	24%	(33)	134
#1 Issue: Other	11%	(13)	12%	(14)	13%	(15)	20%	(23)	43%	(49)	115

Table MCFE11_5: *To what extent do you enjoy engaging with the following types of content online, if at all?If you have never seen this kind of content, select 'I have never seen online content like this before.'*
Storytime videos (where a creator details a story from an event/ situation in their life)

Demographic	A lot		Some		Not too much		Not at all		I have never seen online content like this before		Total N
Adults	12%	(266)	29%	(652)	14%	(319)	18%	(396)	26%	(577)	2210
2020 Vote: Joe Biden	11%	(107)	33%	(316)	13%	(127)	16%	(155)	25%	(239)	945
2020 Vote: Donald Trump	12%	(90)	25%	(186)	13%	(98)	20%	(151)	29%	(215)	740
2020 Vote: Other	13%	(8)	28%	(19)	18%	(12)	19%	(13)	22%	(15)	67
2020 Vote: Didn't Vote	13%	(60)	29%	(131)	18%	(83)	17%	(77)	24%	(108)	459
2018 House Vote: Democrat	12%	(91)	33%	(250)	13%	(95)	17%	(132)	25%	(187)	755
2018 House Vote: Republican	10%	(58)	23%	(137)	14%	(84)	21%	(125)	31%	(185)	589
2018 House Vote: Someone else	9%	(4)	26%	(13)	8%	(4)	21%	(11)	36%	(18)	50
2016 Vote: Hillary Clinton	10%	(70)	33%	(229)	13%	(92)	17%	(119)	26%	(184)	695
2016 Vote: Donald Trump	9%	(60)	26%	(170)	14%	(94)	20%	(129)	31%	(203)	656
2016 Vote: Other	14%	(12)	16%	(14)	16%	(14)	29%	(25)	25%	(21)	86
2016 Vote: Didn't Vote	16%	(123)	31%	(236)	16%	(119)	16%	(120)	22%	(167)	765
Voted in 2014: Yes	10%	(127)	28%	(338)	13%	(161)	20%	(244)	29%	(357)	1227
Voted in 2014: No	14%	(139)	32%	(314)	16%	(159)	15%	(152)	22%	(220)	983
4-Region: Northeast	11%	(42)	29%	(112)	15%	(57)	17%	(63)	29%	(109)	383
4-Region: Midwest	12%	(54)	29%	(134)	13%	(59)	17%	(78)	29%	(132)	456
4-Region: South	13%	(110)	29%	(247)	14%	(122)	18%	(152)	25%	(213)	844
4-Region: West	11%	(60)	30%	(159)	16%	(82)	20%	(103)	23%	(123)	527
TikTok Users	21%	(169)	40%	(321)	14%	(110)	12%	(99)	12%	(95)	793
Twitch Users	25%	(54)	45%	(97)	12%	(27)	10%	(22)	7%	(15)	216
2022 Sports Viewers/Attendees	13%	(193)	31%	(457)	14%	(213)	18%	(266)	23%	(347)	1475
Monthly Moviegoers	22%	(71)	42%	(136)	12%	(38)	12%	(39)	11%	(37)	320
Few Times per Year + Moviegoers	18%	(163)	36%	(334)	15%	(134)	15%	(139)	16%	(149)	920
Heard Smile Campaign	22%	(119)	45%	(247)	14%	(75)	12%	(64)	8%	(45)	551
Heard Minion Campaign	25%	(132)	45%	(245)	13%	(71)	10%	(54)	7%	(39)	540
Listens to Podcasts	17%	(195)	37%	(423)	15%	(167)	15%	(166)	16%	(181)	1132
Streaming Services User	14%	(241)	33%	(592)	14%	(256)	17%	(303)	22%	(381)	1773
Netflix User	15%	(217)	35%	(517)	15%	(216)	17%	(247)	19%	(276)	1474

Table MCFE11_5: *To what extent do you enjoy engaging with the following types of content online, if at all?If you have never seen this kind of content, select 'I have never seen online content like this before.'*
Storytime videos (where a creator details a story from an event/ situation in their life)

Demographic	A lot		Some		Not too much		Not at all		I have never seen online content like this before		Total N
Adults	12%	(266)	29%	(652)	14%	(319)	18%	(396)	26%	(577)	2210
Disney+ User	18%	(173)	38%	(370)	14%	(138)	15%	(150)	15%	(153)	984
Heterosexual or straight	12%	(231)	29%	(564)	15%	(287)	18%	(363)	27%	(525)	1971
Gay	10%	(7)	42%	(29)	15%	(10)	12%	(8)	21%	(14)	68
Bisexual	17%	(15)	33%	(29)	19%	(16)	11%	(10)	20%	(17)	88
Yes	25%	(18)	29%	(21)	20%	(14)	19%	(13)	7%	(5)	70
No	12%	(248)	30%	(631)	14%	(305)	18%	(383)	27%	(573)	2140

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

Table MCFE11_6: *To what extent do you enjoy engaging with the following types of content online, if at all?If you have never seen this kind of content, select 'I have never seen online content like this before.'*
Fun fact videos (where a creator provides an interesting piece of information about a topic)

Demographic	A lot		Some		Not too much		Not at all		I have never seen online content like this before		Total N
Adults	16%	(352)	33%	(740)	15%	(334)	13%	(288)	22%	(496)	2210
Gender: Male	17%	(182)	32%	(344)	15%	(157)	13%	(139)	23%	(246)	1068
Gender: Female	15%	(169)	35%	(397)	16%	(177)	13%	(149)	22%	(250)	1142
Age: 18-34	25%	(158)	38%	(247)	15%	(96)	10%	(65)	12%	(77)	642
Age: 35-44	22%	(80)	41%	(149)	18%	(65)	9%	(32)	11%	(40)	365
Age: 45-64	13%	(91)	32%	(231)	16%	(111)	13%	(95)	26%	(186)	714
Age: 65+	5%	(24)	23%	(113)	13%	(62)	20%	(98)	39%	(193)	489
GenZers: 1997-2012	22%	(55)	37%	(96)	18%	(45)	10%	(25)	14%	(35)	256
Millennials: 1981-1996	25%	(161)	41%	(268)	14%	(93)	9%	(60)	11%	(70)	653
GenXers: 1965-1980	17%	(96)	33%	(185)	17%	(97)	12%	(69)	19%	(108)	555
Baby Boomers: 1946-1964	5%	(36)	26%	(176)	14%	(93)	17%	(116)	38%	(253)	673
PID: Dem (no lean)	17%	(149)	36%	(311)	16%	(134)	11%	(92)	20%	(173)	860
PID: Ind (no lean)	15%	(102)	30%	(203)	15%	(99)	14%	(97)	26%	(173)	674
PID: Rep (no lean)	15%	(100)	33%	(226)	15%	(101)	15%	(99)	22%	(150)	676
PID/Gender: Dem Men	20%	(81)	36%	(143)	13%	(53)	12%	(47)	18%	(71)	394
PID/Gender: Dem Women	15%	(69)	36%	(168)	17%	(81)	10%	(45)	22%	(102)	465
PID/Gender: Ind Men	14%	(48)	29%	(99)	14%	(50)	14%	(47)	30%	(102)	345
PID/Gender: Ind Women	16%	(54)	32%	(104)	15%	(50)	15%	(50)	22%	(71)	329
PID/Gender: Rep Men	16%	(54)	31%	(102)	16%	(54)	14%	(45)	22%	(73)	328
PID/Gender: Rep Women	13%	(46)	36%	(124)	14%	(47)	16%	(54)	22%	(76)	348
Ideo: Liberal (1-3)	17%	(109)	36%	(236)	16%	(105)	12%	(80)	19%	(126)	656
Ideo: Moderate (4)	16%	(119)	35%	(261)	15%	(115)	11%	(83)	23%	(174)	751
Ideo: Conservative (5-7)	15%	(100)	31%	(209)	14%	(95)	15%	(102)	24%	(160)	666
Educ: < College	15%	(222)	33%	(476)	15%	(216)	14%	(198)	23%	(325)	1437
Educ: Bachelors degree	16%	(77)	37%	(183)	16%	(79)	11%	(53)	20%	(98)	491
Educ: Post-grad	19%	(53)	29%	(81)	14%	(39)	13%	(37)	26%	(72)	282

Table MCFE11_6: *To what extent do you enjoy engaging with the following types of content online, if at all?If you have never seen this kind of content, select 'I have never seen online content like this before.'*
Fun fact videos (where a creator provides an interesting piece of information about a topic)

Demographic	A lot		Some		Not too much		Not at all		I have never seen online content like this before		Total N
Adults	16%	(352)	33%	(740)	15%	(334)	13%	(288)	22%	(496)	2210
Income: Under 50k	14%	(182)	34%	(432)	15%	(193)	13%	(168)	23%	(296)	1271
Income: 50k-100k	17%	(110)	34%	(222)	15%	(97)	13%	(88)	21%	(139)	656
Income: 100k+	21%	(60)	30%	(85)	16%	(44)	12%	(33)	21%	(60)	283
Ethnicity: White	15%	(248)	33%	(557)	15%	(257)	14%	(243)	24%	(406)	1711
Ethnicity: Hispanic	20%	(74)	36%	(133)	18%	(66)	11%	(41)	16%	(60)	374
Ethnicity: Black	25%	(71)	36%	(101)	17%	(48)	7%	(21)	15%	(41)	282
Ethnicity: Other	15%	(33)	38%	(82)	14%	(29)	11%	(25)	22%	(49)	217
All Christian	14%	(148)	35%	(357)	14%	(143)	14%	(139)	23%	(241)	1029
All Non-Christian	18%	(24)	34%	(44)	14%	(18)	13%	(17)	20%	(25)	129
Atheist	10%	(10)	29%	(29)	24%	(24)	9%	(9)	27%	(27)	99
Agnostic/Nothing in particular	16%	(92)	31%	(184)	16%	(94)	14%	(83)	23%	(135)	587
Something Else	21%	(77)	34%	(126)	15%	(54)	11%	(40)	19%	(68)	365
Religious Non-Protestant/Catholic	19%	(29)	36%	(56)	14%	(21)	11%	(17)	20%	(31)	154
Evangelical	21%	(116)	33%	(184)	15%	(85)	10%	(54)	21%	(119)	558
Non-Evangelical	13%	(102)	35%	(277)	14%	(108)	16%	(124)	23%	(180)	792
Community: Urban	21%	(131)	34%	(219)	17%	(111)	10%	(61)	18%	(116)	638
Community: Suburban	15%	(151)	33%	(335)	15%	(150)	15%	(150)	23%	(229)	1014
Community: Rural	13%	(70)	33%	(186)	13%	(73)	14%	(78)	27%	(150)	558
Employ: Private Sector	21%	(139)	40%	(263)	15%	(101)	10%	(66)	13%	(84)	654
Employ: Government	24%	(32)	34%	(46)	23%	(31)	7%	(10)	13%	(17)	136
Employ: Self-Employed	21%	(35)	33%	(55)	16%	(27)	9%	(15)	20%	(34)	166
Employ: Homemaker	17%	(33)	33%	(64)	14%	(26)	13%	(25)	22%	(42)	190
Employ: Student	22%	(13)	43%	(27)	20%	(12)	10%	(6)	5%	(3)	62
Employ: Retired	6%	(31)	25%	(138)	13%	(74)	18%	(102)	39%	(218)	563
Employ: Unemployed	15%	(45)	35%	(106)	12%	(36)	14%	(42)	24%	(72)	301
Employ: Other	16%	(22)	30%	(41)	19%	(26)	16%	(22)	19%	(26)	137

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Table MCFE11_6: *To what extent do you enjoy engaging with the following types of content online, if at all?If you have never seen this kind of content, select 'I have never seen online content like this before.'*
Fun fact videos (where a creator provides an interesting piece of information about a topic)

Demographic	A lot		Some		Not too much		Not at all		I have never seen online content like this before		Total N
Adults	16%	(352)	33%	(740)	15%	(334)	13%	(288)	22%	(496)	2210
Military HH: Yes	10%	(29)	36%	(102)	14%	(40)	13%	(38)	26%	(75)	283
Military HH: No	17%	(323)	33%	(638)	15%	(294)	13%	(251)	22%	(421)	1927
RD/WT: Right Direction	20%	(134)	34%	(225)	15%	(97)	12%	(78)	20%	(132)	666
RD/WT: Wrong Track	14%	(218)	33%	(515)	15%	(237)	14%	(210)	24%	(363)	1544
Biden Job Approve	18%	(172)	35%	(335)	14%	(140)	12%	(113)	22%	(209)	970
Biden Job Disapprove	14%	(164)	33%	(375)	16%	(178)	15%	(168)	23%	(260)	1144
Biden Job Strongly Approve	23%	(98)	28%	(121)	14%	(60)	12%	(51)	23%	(102)	433
Biden Job Somewhat Approve	14%	(73)	40%	(214)	15%	(80)	12%	(62)	20%	(108)	537
Biden Job Somewhat Disapprove	15%	(52)	38%	(129)	16%	(54)	11%	(39)	19%	(65)	339
Biden Job Strongly Disapprove	14%	(111)	30%	(245)	15%	(124)	16%	(129)	24%	(196)	805
Favorable of Biden	16%	(157)	35%	(340)	15%	(144)	12%	(113)	22%	(216)	969
Unfavorable of Biden	16%	(179)	32%	(367)	15%	(173)	14%	(161)	22%	(254)	1134
Very Favorable of Biden	22%	(105)	27%	(131)	13%	(65)	13%	(63)	25%	(119)	482
Somewhat Favorable of Biden	11%	(52)	43%	(209)	16%	(79)	10%	(50)	20%	(97)	487
Somewhat Unfavorable of Biden	20%	(59)	37%	(111)	15%	(44)	11%	(32)	18%	(53)	299
Very Unfavorable of Biden	14%	(120)	31%	(256)	15%	(129)	16%	(130)	24%	(201)	835
#1 Issue: Economy	16%	(147)	37%	(342)	15%	(140)	12%	(113)	19%	(171)	913
#1 Issue: Security	12%	(28)	32%	(77)	14%	(34)	18%	(43)	25%	(61)	243
#1 Issue: Health Care	23%	(39)	29%	(49)	14%	(23)	13%	(22)	22%	(37)	170
#1 Issue: Medicare / Social Security	8%	(22)	23%	(60)	15%	(41)	18%	(48)	35%	(94)	266
#1 Issue: Women's Issues	21%	(66)	35%	(110)	15%	(46)	11%	(35)	17%	(54)	311
#1 Issue: Education	19%	(11)	40%	(24)	19%	(11)	13%	(8)	8%	(5)	59
#1 Issue: Energy	17%	(22)	41%	(55)	15%	(19)	5%	(7)	23%	(30)	134
#1 Issue: Other	13%	(15)	21%	(24)	17%	(19)	11%	(13)	38%	(43)	115

Table MCFE11_6: *To what extent do you enjoy engaging with the following types of content online, if at all?If you have never seen this kind of content, select 'I have never seen online content like this before.'*
Fun fact videos (where a creator provides an interesting piece of information about a topic)

Demographic	A lot		Some		Not too much		Not at all		I have never seen online content like this before		Total N
Adults	16%	(352)	33%	(740)	15%	(334)	13%	(288)	22%	(496)	2210
2020 Vote: Joe Biden	17%	(159)	35%	(329)	15%	(138)	11%	(104)	23%	(214)	945
2020 Vote: Donald Trump	13%	(97)	32%	(238)	16%	(115)	15%	(111)	24%	(178)	740
2020 Vote: Other	20%	(13)	36%	(24)	12%	(8)	12%	(8)	20%	(14)	67
2020 Vote: Didn't Vote	18%	(82)	32%	(148)	16%	(73)	14%	(65)	20%	(90)	459
2018 House Vote: Democrat	17%	(131)	34%	(257)	15%	(114)	11%	(84)	22%	(168)	755
2018 House Vote: Republican	12%	(71)	32%	(191)	14%	(83)	15%	(91)	26%	(152)	589
2018 House Vote: Someone else	16%	(8)	22%	(11)	14%	(7)	17%	(8)	31%	(16)	50
2016 Vote: Hillary Clinton	16%	(114)	33%	(230)	15%	(105)	12%	(85)	23%	(160)	695
2016 Vote: Donald Trump	13%	(83)	33%	(215)	13%	(88)	14%	(94)	27%	(176)	656
2016 Vote: Other	14%	(12)	36%	(31)	14%	(12)	17%	(14)	19%	(17)	86
2016 Vote: Didn't Vote	19%	(142)	34%	(261)	17%	(128)	12%	(94)	18%	(140)	765
Voted in 2014: Yes	15%	(180)	32%	(390)	14%	(173)	14%	(174)	25%	(309)	1227
Voted in 2014: No	17%	(172)	36%	(350)	16%	(162)	12%	(114)	19%	(186)	983
4-Region: Northeast	14%	(55)	35%	(133)	16%	(60)	11%	(44)	24%	(91)	383
4-Region: Midwest	14%	(65)	35%	(160)	15%	(70)	12%	(55)	23%	(106)	456
4-Region: South	17%	(146)	32%	(267)	16%	(139)	13%	(112)	22%	(182)	844
4-Region: West	16%	(86)	34%	(180)	12%	(65)	15%	(78)	22%	(117)	527
TikTok Users	25%	(200)	38%	(300)	16%	(125)	9%	(71)	12%	(96)	793
Twitch Users	30%	(65)	46%	(100)	10%	(22)	6%	(14)	7%	(15)	216
2022 Sports Viewers/Attendees	17%	(246)	36%	(535)	14%	(207)	13%	(194)	20%	(294)	1475
Monthly Moviegoers	28%	(90)	38%	(123)	16%	(50)	7%	(22)	11%	(35)	320
Few Times per Year + Moviegoers	22%	(204)	38%	(352)	16%	(143)	9%	(85)	15%	(136)	920
Heard Smile Campaign	29%	(158)	42%	(232)	15%	(80)	6%	(33)	9%	(48)	551
Heard Minion Campaign	30%	(163)	44%	(237)	13%	(72)	5%	(25)	8%	(43)	540
Listens to Podcasts	23%	(260)	39%	(440)	15%	(166)	10%	(112)	14%	(154)	1132
Streaming Services User	18%	(326)	36%	(646)	15%	(265)	12%	(212)	18%	(323)	1773
Netflix User	19%	(282)	38%	(562)	15%	(217)	12%	(174)	16%	(239)	1474

Table MCFE11_6: *To what extent do you enjoy engaging with the following types of content online, if at all?If you have never seen this kind of content, select 'I have never seen online content like this before.'*
Fun fact videos (where a creator provides an interesting piece of information about a topic)

Demographic	A lot		Some		Not too much		Not at all		I have never seen online content like this before		Total N
Adults	16%	(352)	33%	(740)	15%	(334)	13%	(288)	22%	(496)	2210
Disney+ User	22%	(214)	39%	(389)	15%	(150)	10%	(101)	13%	(130)	984
Heterosexual or straight	16%	(306)	33%	(652)	15%	(301)	13%	(261)	23%	(451)	1971
Gay	11%	(7)	36%	(25)	20%	(14)	12%	(8)	21%	(14)	68
Bisexual	28%	(24)	34%	(30)	13%	(11)	9%	(8)	18%	(15)	88
Yes	20%	(14)	41%	(29)	15%	(10)	17%	(12)	7%	(5)	70
No	16%	(337)	33%	(711)	15%	(324)	13%	(277)	23%	(491)	2140

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

Table MCFE11_7: *To what extent do you enjoy engaging with the following types of content online, if at all?If you have never seen this kind of content, select 'I have never seen online content like this before.'*
News videos (where a creator explains current news events)

Demographic	A lot		Some		Not too much		Not at all		I have never seen online content like this before		Total N
Adults	14%	(308)	31%	(678)	17%	(379)	16%	(344)	23%	(502)	2210
Gender: Male	16%	(174)	32%	(343)	15%	(158)	15%	(156)	22%	(237)	1068
Gender: Female	12%	(134)	29%	(335)	19%	(221)	16%	(188)	23%	(265)	1142
Age: 18-34	20%	(129)	35%	(227)	19%	(123)	13%	(83)	12%	(79)	642
Age: 35-44	17%	(61)	36%	(132)	21%	(76)	13%	(46)	14%	(50)	365
Age: 45-64	11%	(79)	30%	(212)	15%	(105)	17%	(124)	27%	(194)	714
Age: 65+	8%	(39)	22%	(106)	15%	(74)	19%	(92)	37%	(179)	489
GenZers: 1997-2012	22%	(55)	32%	(81)	21%	(55)	12%	(30)	14%	(35)	256
Millennials: 1981-1996	19%	(121)	37%	(241)	19%	(126)	13%	(85)	12%	(79)	653
GenXers: 1965-1980	14%	(75)	33%	(184)	16%	(87)	16%	(87)	22%	(121)	555
Baby Boomers: 1946-1964	7%	(49)	23%	(156)	15%	(103)	19%	(126)	36%	(240)	673
PID: Dem (no lean)	15%	(132)	35%	(297)	16%	(139)	14%	(116)	20%	(176)	860
PID: Ind (no lean)	14%	(96)	26%	(176)	18%	(123)	16%	(107)	26%	(173)	674
PID: Rep (no lean)	12%	(80)	30%	(205)	17%	(117)	18%	(121)	23%	(153)	676
PID/Gender: Dem Men	19%	(74)	37%	(146)	15%	(61)	13%	(52)	16%	(62)	394
PID/Gender: Dem Women	12%	(58)	32%	(151)	17%	(79)	14%	(64)	25%	(114)	465
PID/Gender: Ind Men	17%	(58)	27%	(95)	14%	(47)	14%	(49)	28%	(97)	345
PID/Gender: Ind Women	12%	(38)	25%	(81)	23%	(76)	18%	(58)	23%	(76)	329
PID/Gender: Rep Men	13%	(42)	31%	(102)	15%	(50)	17%	(55)	24%	(79)	328
PID/Gender: Rep Women	11%	(38)	30%	(103)	19%	(66)	19%	(66)	21%	(74)	348
Ideo: Liberal (1-3)	16%	(104)	33%	(218)	18%	(119)	13%	(88)	19%	(126)	656
Ideo: Moderate (4)	15%	(111)	29%	(217)	18%	(138)	13%	(101)	25%	(185)	751
Ideo: Conservative (5-7)	12%	(77)	32%	(211)	15%	(100)	19%	(127)	23%	(151)	666
Educ: < College	14%	(197)	29%	(420)	18%	(253)	16%	(225)	24%	(343)	1437
Educ: Bachelors degree	13%	(62)	36%	(175)	19%	(92)	13%	(64)	20%	(98)	491
Educ: Post-grad	17%	(49)	29%	(83)	12%	(34)	20%	(55)	22%	(61)	282

Table MCFE11_7: *To what extent do you enjoy engaging with the following types of content online, if at all?If you have never seen this kind of content, select 'I have never seen online content like this before.'*

News videos (where a creator explains current news events)

Demographic	A lot		Some		Not too much		Not at all		I have never seen online content like this before		Total N
Adults	14%	(308)	31%	(678)	17%	(379)	16%	(344)	23%	(502)	2210
Income: Under 50k	14%	(173)	29%	(373)	17%	(215)	15%	(189)	25%	(321)	1271
Income: 50k-100k	13%	(84)	33%	(217)	18%	(116)	18%	(117)	19%	(122)	656
Income: 100k+	18%	(51)	31%	(88)	17%	(48)	13%	(38)	21%	(59)	283
Ethnicity: White	12%	(213)	30%	(506)	17%	(291)	17%	(290)	24%	(411)	1711
Ethnicity: Hispanic	17%	(63)	36%	(134)	18%	(68)	12%	(46)	17%	(62)	374
Ethnicity: Black	23%	(64)	33%	(92)	17%	(48)	11%	(31)	16%	(46)	282
Ethnicity: Other	14%	(30)	37%	(79)	18%	(39)	10%	(23)	21%	(45)	217
All Christian	12%	(128)	30%	(313)	17%	(180)	16%	(165)	24%	(244)	1029
All Non-Christian	11%	(14)	35%	(46)	18%	(23)	13%	(17)	23%	(29)	129
Atheist	11%	(11)	36%	(36)	11%	(11)	16%	(16)	25%	(25)	99
Agnostic/Nothing in particular	15%	(86)	28%	(163)	18%	(107)	17%	(97)	23%	(135)	587
Something Else	19%	(70)	33%	(121)	16%	(58)	13%	(48)	19%	(69)	365
Religious Non-Protestant/Catholic	11%	(16)	36%	(56)	18%	(27)	13%	(20)	22%	(34)	154
Evangelical	17%	(96)	32%	(180)	16%	(90)	13%	(73)	21%	(119)	558
Non-Evangelical	12%	(97)	29%	(233)	18%	(141)	17%	(136)	23%	(186)	792
Community: Urban	18%	(118)	32%	(205)	17%	(107)	15%	(95)	18%	(113)	638
Community: Suburban	13%	(130)	31%	(315)	18%	(182)	16%	(159)	23%	(229)	1014
Community: Rural	11%	(60)	28%	(158)	16%	(90)	16%	(90)	29%	(161)	558
Employ: Private Sector	18%	(120)	35%	(228)	19%	(125)	14%	(93)	14%	(88)	654
Employ: Government	17%	(23)	40%	(54)	20%	(27)	10%	(13)	14%	(19)	136
Employ: Self-Employed	14%	(23)	41%	(69)	14%	(23)	13%	(21)	18%	(30)	166
Employ: Homemaker	9%	(18)	27%	(51)	15%	(29)	21%	(40)	27%	(52)	190
Employ: Student	19%	(12)	30%	(18)	32%	(20)	14%	(9)	5%	(3)	62
Employ: Retired	7%	(41)	23%	(127)	17%	(96)	18%	(101)	35%	(198)	563
Employ: Unemployed	17%	(51)	31%	(95)	12%	(37)	13%	(38)	27%	(81)	301
Employ: Other	15%	(20)	26%	(35)	16%	(22)	21%	(29)	22%	(30)	137

Table MCFE11_7: *To what extent do you enjoy engaging with the following types of content online, if at all?If you have never seen this kind of content, select 'I have never seen online content like this before.'*

News videos (where a creator explains current news events)

Demographic	A lot		Some		Not too much		Not at all		I have never seen online content like this before		Total N
Adults	14%	(308)	31%	(678)	17%	(379)	16%	(344)	23%	(502)	2210
Military HH: Yes	14%	(40)	31%	(87)	14%	(39)	15%	(41)	27%	(76)	283
Military HH: No	14%	(268)	31%	(590)	18%	(340)	16%	(303)	22%	(426)	1927
RD/WT: Right Direction	17%	(113)	35%	(230)	14%	(96)	15%	(101)	19%	(126)	666
RD/WT: Wrong Track	13%	(194)	29%	(448)	18%	(283)	16%	(243)	24%	(376)	1544
Biden Job Approve	16%	(156)	32%	(314)	15%	(144)	15%	(149)	21%	(207)	970
Biden Job Disapprove	12%	(141)	29%	(335)	19%	(219)	16%	(186)	23%	(263)	1144
Biden Job Strongly Approve	24%	(102)	28%	(122)	12%	(52)	16%	(70)	20%	(87)	433
Biden Job Somewhat Approve	10%	(54)	36%	(192)	17%	(92)	15%	(79)	22%	(120)	537
Biden Job Somewhat Disapprove	9%	(29)	37%	(125)	25%	(83)	11%	(36)	19%	(66)	339
Biden Job Strongly Disapprove	14%	(112)	26%	(210)	17%	(136)	19%	(150)	24%	(197)	805
Favorable of Biden	16%	(154)	33%	(320)	14%	(138)	15%	(142)	22%	(215)	969
Unfavorable of Biden	12%	(139)	29%	(326)	20%	(224)	17%	(191)	22%	(254)	1134
Very Favorable of Biden	21%	(100)	31%	(148)	11%	(54)	16%	(78)	21%	(102)	482
Somewhat Favorable of Biden	11%	(54)	35%	(172)	17%	(83)	13%	(64)	23%	(113)	487
Somewhat Unfavorable of Biden	10%	(29)	32%	(95)	29%	(87)	12%	(36)	17%	(52)	299
Very Unfavorable of Biden	13%	(110)	28%	(232)	16%	(137)	19%	(155)	24%	(202)	835
#1 Issue: Economy	15%	(137)	33%	(304)	17%	(155)	15%	(139)	19%	(177)	913
#1 Issue: Security	15%	(37)	27%	(65)	15%	(37)	20%	(47)	23%	(57)	243
#1 Issue: Health Care	15%	(26)	28%	(47)	15%	(26)	21%	(36)	21%	(35)	170
#1 Issue: Medicare / Social Security	6%	(16)	22%	(58)	19%	(50)	19%	(51)	34%	(90)	266
#1 Issue: Women's Issues	15%	(47)	36%	(113)	18%	(57)	12%	(37)	18%	(56)	311
#1 Issue: Education	15%	(9)	29%	(17)	24%	(14)	16%	(10)	15%	(9)	59
#1 Issue: Energy	15%	(20)	38%	(51)	19%	(25)	6%	(8)	23%	(30)	134
#1 Issue: Other	14%	(16)	19%	(22)	13%	(15)	14%	(16)	40%	(46)	115

Continued on next page

Table MCFE11_7: *To what extent do you enjoy engaging with the following types of content online, if at all?If you have never seen this kind of content, select 'I have never seen online content like this before.'*

News videos (where a creator explains current news events)

Demographic	A lot		Some		Not too much		Not at all		I have never seen online content like this before		Total N
Adults	14%	(308)	31%	(678)	17%	(379)	16%	(344)	23%	(502)	2210
2020 Vote: Joe Biden	15%	(142)	33%	(316)	16%	(149)	13%	(125)	23%	(213)	945
2020 Vote: Donald Trump	13%	(100)	28%	(210)	18%	(133)	17%	(125)	23%	(171)	740
2020 Vote: Other	10%	(7)	33%	(22)	20%	(13)	19%	(13)	18%	(12)	67
2020 Vote: Didn't Vote	13%	(59)	28%	(130)	18%	(83)	18%	(81)	23%	(106)	459
2018 House Vote: Democrat	16%	(123)	34%	(254)	15%	(113)	13%	(101)	22%	(165)	755
2018 House Vote: Republican	12%	(73)	29%	(172)	17%	(99)	16%	(94)	26%	(151)	589
2018 House Vote: Someone else	12%	(6)	21%	(10)	14%	(7)	24%	(12)	29%	(15)	50
2016 Vote: Hillary Clinton	14%	(98)	33%	(227)	15%	(105)	14%	(99)	24%	(166)	695
2016 Vote: Donald Trump	12%	(78)	29%	(190)	18%	(120)	16%	(103)	25%	(165)	656
2016 Vote: Other	10%	(9)	25%	(21)	15%	(13)	29%	(25)	21%	(18)	86
2016 Vote: Didn't Vote	16%	(119)	31%	(238)	18%	(140)	15%	(117)	20%	(150)	765
Voted in 2014: Yes	13%	(164)	31%	(376)	16%	(193)	16%	(191)	25%	(302)	1227
Voted in 2014: No	15%	(143)	31%	(302)	19%	(186)	16%	(153)	20%	(200)	983
4-Region: Northeast	13%	(51)	32%	(122)	17%	(65)	12%	(46)	26%	(98)	383
4-Region: Midwest	12%	(57)	31%	(140)	14%	(66)	17%	(76)	26%	(118)	456
4-Region: South	14%	(121)	31%	(265)	19%	(157)	15%	(131)	20%	(171)	844
4-Region: West	15%	(79)	29%	(150)	17%	(91)	17%	(91)	22%	(115)	527
TikTok Users	20%	(161)	35%	(281)	18%	(144)	13%	(100)	14%	(107)	793
Twitch Users	32%	(69)	35%	(76)	18%	(39)	7%	(16)	7%	(16)	216
2022 Sports Viewers/Attendees	16%	(231)	33%	(481)	17%	(255)	15%	(225)	19%	(283)	1475
Monthly Moviegoers	26%	(85)	39%	(126)	14%	(46)	9%	(30)	11%	(35)	320
Few Times per Year + Moviegoers	19%	(179)	36%	(333)	18%	(165)	12%	(110)	14%	(133)	920
Heard Smile Campaign	24%	(132)	38%	(208)	17%	(93)	11%	(62)	10%	(57)	551
Heard Minion Campaign	27%	(144)	39%	(211)	16%	(87)	9%	(49)	9%	(49)	540
Listens to Podcasts	21%	(239)	38%	(425)	16%	(179)	13%	(152)	12%	(138)	1132
Streaming Services User	16%	(277)	33%	(580)	18%	(317)	15%	(269)	19%	(330)	1773
Netflix User	16%	(238)	34%	(495)	18%	(268)	15%	(222)	17%	(251)	1474

Table MCFE11_7: *To what extent do you enjoy engaging with the following types of content online, if at all?If you have never seen this kind of content, select 'I have never seen online content like this before.'*

News videos (where a creator explains current news events)

Demographic	A lot		Some		Not too much		Not at all		I have never seen online content like this before		Total N
Adults	14%	(308)	31%	(678)	17%	(379)	16%	(344)	23%	(502)	2210
Disney+ User	16%	(159)	36%	(352)	19%	(188)	15%	(144)	14%	(141)	984
Heterosexual or straight	14%	(270)	30%	(595)	17%	(334)	16%	(318)	23%	(453)	1971
Gay	6%	(4)	37%	(25)	20%	(14)	16%	(11)	21%	(15)	68
Bisexual	19%	(17)	26%	(23)	28%	(25)	9%	(8)	18%	(16)	88
Yes	16%	(11)	41%	(29)	19%	(13)	20%	(14)	4%	(3)	70
No	14%	(296)	30%	(649)	17%	(366)	15%	(330)	23%	(499)	2140

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

Table MCFE11_8: *To what extent do you enjoy engaging with the following types of content online, if at all?If you have never seen this kind of content, select 'I have never seen online content like this before.'*

Nostalgia videos (where a creator discusses products, brands or experiences from their past, most often in relation to childhood)

Demographic	A lot		Some		Not too much		Not at all		I have never seen online content like this before		Total N
Adults	12%	(259)	29%	(644)	17%	(374)	16%	(351)	26%	(582)	2210
Gender: Male	12%	(131)	30%	(324)	16%	(172)	15%	(159)	26%	(282)	1068
Gender: Female	11%	(128)	28%	(320)	18%	(202)	17%	(192)	26%	(300)	1142
Age: 18-34	21%	(135)	36%	(232)	18%	(115)	12%	(79)	13%	(81)	642
Age: 35-44	14%	(52)	37%	(135)	22%	(81)	13%	(49)	13%	(48)	365
Age: 45-64	8%	(59)	28%	(199)	16%	(113)	17%	(118)	32%	(225)	714
Age: 65+	3%	(12)	16%	(79)	13%	(65)	22%	(106)	46%	(227)	489
GenZers: 1997-2012	23%	(58)	33%	(85)	23%	(60)	10%	(25)	11%	(29)	256
Millennials: 1981-1996	18%	(117)	38%	(250)	17%	(113)	13%	(87)	13%	(86)	653
GenXers: 1965-1980	11%	(60)	30%	(166)	18%	(100)	16%	(89)	25%	(140)	555
Baby Boomers: 1946-1964	3%	(22)	19%	(129)	14%	(95)	20%	(135)	44%	(293)	673
PID: Dem (no lean)	13%	(115)	32%	(279)	17%	(150)	12%	(107)	24%	(210)	860
PID: Ind (no lean)	10%	(71)	28%	(187)	14%	(97)	17%	(117)	30%	(203)	674
PID: Rep (no lean)	11%	(73)	26%	(179)	19%	(128)	19%	(128)	25%	(169)	676
PID/Gender: Dem Men	16%	(62)	36%	(142)	17%	(65)	12%	(47)	20%	(77)	394
PID/Gender: Dem Women	11%	(53)	29%	(136)	18%	(85)	13%	(59)	28%	(132)	465
PID/Gender: Ind Men	9%	(32)	28%	(96)	13%	(46)	16%	(55)	34%	(116)	345
PID/Gender: Ind Women	12%	(39)	28%	(91)	15%	(50)	19%	(62)	27%	(87)	329
PID/Gender: Rep Men	11%	(37)	26%	(85)	19%	(61)	17%	(57)	27%	(88)	328
PID/Gender: Rep Women	10%	(36)	27%	(93)	19%	(67)	20%	(71)	23%	(81)	348
Ideo: Liberal (1-3)	12%	(81)	32%	(208)	18%	(119)	16%	(103)	22%	(145)	656
Ideo: Moderate (4)	12%	(87)	32%	(243)	17%	(130)	12%	(92)	26%	(198)	751
Ideo: Conservative (5-7)	12%	(77)	24%	(160)	16%	(104)	19%	(128)	30%	(198)	666
Educ: < College	12%	(177)	27%	(391)	17%	(246)	16%	(230)	27%	(394)	1437
Educ: Bachelors degree	10%	(49)	36%	(176)	18%	(90)	13%	(64)	23%	(112)	491
Educ: Post-grad	12%	(33)	27%	(77)	13%	(38)	20%	(58)	27%	(77)	282

Table MCFE11_8: *To what extent do you enjoy engaging with the following types of content online, if at all?If you have never seen this kind of content, select 'I have never seen online content like this before.'*

Nostalgia videos (where a creator discusses products, brands or experiences from their past, most often in relation to childhood)

Demographic	A lot		Some		Not too much		Not at all		I have never seen online content like this before		Total N
Adults	12%	(259)	29%	(644)	17%	(374)	16%	(351)	26%	(582)	2210
Income: Under 50k	11%	(135)	29%	(369)	18%	(224)	15%	(192)	28%	(351)	1271
Income: 50k-100k	13%	(87)	29%	(191)	15%	(97)	19%	(122)	24%	(159)	656
Income: 100k+	13%	(36)	30%	(84)	19%	(53)	13%	(37)	25%	(72)	283
Ethnicity: White	10%	(165)	29%	(500)	16%	(280)	16%	(282)	28%	(485)	1711
Ethnicity: Hispanic	16%	(58)	33%	(122)	20%	(74)	14%	(51)	18%	(68)	374
Ethnicity: Black	22%	(61)	31%	(88)	15%	(43)	13%	(38)	19%	(53)	282
Ethnicity: Other	15%	(33)	26%	(56)	24%	(51)	15%	(32)	21%	(45)	217
All Christian	11%	(111)	30%	(309)	16%	(161)	15%	(151)	29%	(298)	1029
All Non-Christian	12%	(16)	27%	(35)	20%	(26)	17%	(22)	23%	(30)	129
Atheist	12%	(12)	28%	(28)	17%	(17)	15%	(15)	28%	(28)	99
Agnostic/Nothing in particular	11%	(62)	29%	(169)	18%	(106)	17%	(103)	25%	(147)	587
Something Else	16%	(58)	28%	(103)	18%	(64)	17%	(61)	22%	(79)	365
Religious Non-Protestant/Catholic	13%	(20)	31%	(47)	19%	(29)	14%	(22)	23%	(35)	154
Evangelical	16%	(89)	28%	(156)	17%	(94)	13%	(71)	26%	(147)	558
Non-Evangelical	9%	(73)	30%	(237)	16%	(125)	18%	(139)	28%	(218)	792
Community: Urban	16%	(102)	31%	(200)	18%	(113)	13%	(85)	22%	(137)	638
Community: Suburban	10%	(104)	29%	(298)	17%	(171)	17%	(172)	27%	(269)	1014
Community: Rural	9%	(52)	26%	(146)	16%	(90)	17%	(93)	31%	(176)	558
Employ: Private Sector	15%	(100)	34%	(219)	20%	(130)	16%	(104)	15%	(100)	654
Employ: Government	23%	(31)	29%	(39)	23%	(31)	10%	(13)	16%	(22)	136
Employ: Self-Employed	12%	(21)	42%	(70)	12%	(20)	12%	(20)	22%	(36)	166
Employ: Homemaker	15%	(29)	29%	(56)	10%	(19)	18%	(35)	27%	(52)	190
Employ: Student	18%	(11)	33%	(20)	34%	(21)	11%	(7)	4%	(2)	62
Employ: Retired	3%	(17)	19%	(105)	14%	(78)	20%	(111)	45%	(251)	563
Employ: Unemployed	12%	(36)	32%	(97)	17%	(52)	12%	(35)	27%	(81)	301
Employ: Other	11%	(14)	27%	(37)	17%	(23)	19%	(26)	27%	(37)	137

Table MCFE11_8: *To what extent do you enjoy engaging with the following types of content online, if at all?If you have never seen this kind of content, select 'I have never seen online content like this before.'*

Nostalgia videos (where a creator discusses products, brands or experiences from their past, most often in relation to childhood)

Demographic	A lot		Some		Not too much		Not at all		I have never seen online content like this before		Total N
Adults	12%	(259)	29%	(644)	17%	(374)	16%	(351)	26%	(582)	2210
Military HH: Yes	8%	(23)	30%	(84)	12%	(33)	19%	(54)	32%	(89)	283
Military HH: No	12%	(236)	29%	(560)	18%	(341)	15%	(297)	26%	(493)	1927
RD/WT: Right Direction	14%	(92)	32%	(214)	17%	(111)	14%	(91)	24%	(159)	666
RD/WT: Wrong Track	11%	(167)	28%	(430)	17%	(263)	17%	(260)	27%	(423)	1544
Biden Job Approve	12%	(119)	32%	(309)	15%	(147)	14%	(140)	26%	(255)	970
Biden Job Disapprove	12%	(132)	27%	(307)	18%	(207)	17%	(200)	26%	(298)	1144
Biden Job Strongly Approve	15%	(67)	29%	(126)	14%	(62)	15%	(65)	26%	(113)	433
Biden Job Somewhat Approve	10%	(53)	34%	(183)	16%	(85)	14%	(75)	26%	(142)	537
Biden Job Somewhat Disapprove	12%	(41)	35%	(117)	19%	(63)	12%	(39)	23%	(78)	339
Biden Job Strongly Disapprove	11%	(91)	24%	(189)	18%	(144)	20%	(161)	27%	(220)	805
Favorable of Biden	12%	(113)	31%	(305)	16%	(151)	14%	(136)	27%	(264)	969
Unfavorable of Biden	12%	(135)	27%	(304)	18%	(206)	18%	(200)	26%	(289)	1134
Very Favorable of Biden	13%	(64)	28%	(135)	15%	(71)	16%	(77)	28%	(134)	482
Somewhat Favorable of Biden	10%	(48)	35%	(170)	16%	(80)	12%	(59)	27%	(130)	487
Somewhat Unfavorable of Biden	14%	(42)	34%	(101)	20%	(59)	13%	(37)	20%	(59)	299
Very Unfavorable of Biden	11%	(93)	24%	(202)	18%	(147)	19%	(162)	28%	(230)	835
#1 Issue: Economy	12%	(111)	32%	(293)	17%	(159)	16%	(148)	22%	(202)	913
#1 Issue: Security	9%	(22)	20%	(49)	20%	(48)	20%	(47)	31%	(76)	243
#1 Issue: Health Care	14%	(24)	31%	(53)	15%	(25)	16%	(28)	24%	(41)	170
#1 Issue: Medicare / Social Security	3%	(9)	18%	(47)	15%	(39)	21%	(56)	44%	(116)	266
#1 Issue: Women's Issues	17%	(52)	35%	(110)	18%	(55)	11%	(33)	20%	(61)	311
#1 Issue: Education	19%	(11)	38%	(22)	15%	(9)	16%	(10)	12%	(7)	59
#1 Issue: Energy	14%	(19)	37%	(49)	18%	(24)	8%	(10)	24%	(33)	134
#1 Issue: Other	9%	(10)	19%	(22)	14%	(16)	16%	(18)	42%	(48)	115

Table MCFE11_8: *To what extent do you enjoy engaging with the following types of content online, if at all?If you have never seen this kind of content, select 'I have never seen online content like this before.'*
Nostalgia videos (where a creator discusses products, brands or experiences from their past, most often in relation to childhood)

Demographic	A lot		Some		Not too much		Not at all		I have never seen online content like this before		Total N
Adults	12%	(259)	29%	(644)	17%	(374)	16%	(351)	26%	(582)	2210
2020 Vote: Joe Biden	13%	(121)	32%	(301)	15%	(138)	14%	(130)	27%	(254)	945
2020 Vote: Donald Trump	11%	(79)	26%	(190)	17%	(129)	18%	(135)	28%	(207)	740
2020 Vote: Other	9%	(6)	37%	(25)	16%	(11)	12%	(8)	26%	(17)	67
2020 Vote: Didn't Vote	12%	(53)	28%	(128)	21%	(96)	17%	(78)	23%	(104)	459
2018 House Vote: Democrat	13%	(97)	32%	(242)	13%	(101)	15%	(112)	27%	(203)	755
2018 House Vote: Republican	8%	(49)	27%	(157)	17%	(99)	19%	(112)	29%	(172)	589
2018 House Vote: Someone else	10%	(5)	27%	(13)	4%	(2)	16%	(8)	42%	(21)	50
2016 Vote: Hillary Clinton	11%	(77)	32%	(224)	15%	(102)	14%	(96)	28%	(196)	695
2016 Vote: Donald Trump	9%	(61)	25%	(162)	17%	(109)	19%	(123)	31%	(200)	656
2016 Vote: Other	8%	(6)	24%	(21)	17%	(15)	22%	(19)	29%	(25)	86
2016 Vote: Didn't Vote	15%	(111)	31%	(235)	19%	(149)	15%	(111)	21%	(159)	765
Voted in 2014: Yes	10%	(125)	29%	(360)	14%	(173)	17%	(203)	30%	(365)	1227
Voted in 2014: No	14%	(134)	29%	(284)	20%	(201)	15%	(149)	22%	(217)	983
4-Region: Northeast	12%	(44)	26%	(98)	18%	(68)	14%	(54)	31%	(118)	383
4-Region: Midwest	11%	(48)	32%	(146)	15%	(69)	14%	(62)	29%	(130)	456
4-Region: South	14%	(116)	27%	(232)	17%	(143)	17%	(145)	25%	(209)	844
4-Region: West	10%	(50)	32%	(169)	18%	(93)	17%	(89)	24%	(125)	527
TikTok Users	19%	(154)	37%	(290)	19%	(149)	11%	(89)	14%	(111)	793
Twitch Users	28%	(61)	43%	(93)	13%	(28)	6%	(12)	10%	(21)	216
2022 Sports Viewers/Attendees	13%	(194)	31%	(463)	16%	(231)	16%	(232)	24%	(355)	1475
Monthly Moviegoers	24%	(78)	40%	(128)	15%	(49)	10%	(32)	11%	(35)	320
Few Times per Year + Moviegoers	18%	(166)	35%	(320)	17%	(161)	13%	(119)	17%	(154)	920
Heard Smile Campaign	22%	(123)	39%	(213)	18%	(97)	11%	(61)	10%	(56)	551
Heard Minion Campaign	26%	(142)	37%	(202)	17%	(94)	10%	(54)	9%	(48)	540
Listens to Podcasts	17%	(196)	36%	(407)	17%	(195)	13%	(152)	16%	(183)	1132
Streaming Services User	14%	(240)	32%	(567)	17%	(304)	16%	(277)	22%	(385)	1773
Netflix User	14%	(213)	33%	(491)	17%	(257)	15%	(223)	20%	(289)	1474

Table MCFE11_8: *To what extent do you enjoy engaging with the following types of content online, if at all?If you have never seen this kind of content, select 'I have never seen online content like this before.'*

Nostalgia videos (where a creator discusses products, brands or experiences from their past, most often in relation to childhood)

Demographic	A lot		Some		Not too much		Not at all		I have never seen online content like this before		Total N
Adults	12%	(259)	29%	(644)	17%	(374)	16%	(351)	26%	(582)	2210
Disney+ User	17%	(166)	35%	(344)	18%	(177)	12%	(120)	18%	(178)	984
Heterosexual or straight	11%	(227)	29%	(567)	17%	(331)	16%	(318)	27%	(529)	1971
Gay	9%	(6)	31%	(21)	26%	(17)	14%	(10)	21%	(14)	68
Bisexual	21%	(18)	29%	(25)	14%	(13)	17%	(15)	19%	(16)	88
Yes	20%	(14)	25%	(17)	27%	(19)	21%	(15)	6%	(5)	70
No	11%	(244)	29%	(627)	17%	(355)	16%	(336)	27%	(578)	2140

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

Table MCFE12_1: *And have you ever purchased a product that was shown in the following types of online content?*
Day in the life videos (where a creator takes you through their day from start to finish)

Demographic	Yes		No		Total N
Adults	24%	(394)	76%	(1233)	1627
Gender: Male	27%	(209)	73%	(569)	778
Gender: Female	22%	(185)	78%	(664)	848
Age: 18-34	34%	(194)	66%	(379)	573
Age: 35-44	30%	(93)	70%	(217)	310
Age: 45-64	19%	(92)	81%	(398)	490
Age: 65+	6%	(15)	94%	(238)	253
GenZers: 1997-2012	35%	(80)	65%	(147)	227
Millennials: 1981-1996	31%	(182)	69%	(397)	579
GenXers: 1965-1980	24%	(99)	76%	(311)	410
Baby Boomers: 1946-1964	9%	(32)	91%	(344)	376
PID: Dem (no lean)	28%	(186)	72%	(470)	656
PID: Ind (no lean)	17%	(79)	83%	(396)	476
PID: Rep (no lean)	26%	(129)	74%	(366)	496
PID/Gender: Dem Men	32%	(102)	68%	(215)	317
PID/Gender: Dem Women	25%	(84)	75%	(255)	339
PID/Gender: Ind Men	18%	(43)	82%	(190)	233
PID/Gender: Ind Women	15%	(37)	85%	(206)	243
PID/Gender: Rep Men	28%	(64)	72%	(164)	228
PID/Gender: Rep Women	24%	(65)	76%	(202)	267
Ideo: Liberal (1-3)	26%	(130)	74%	(378)	508
Ideo: Moderate (4)	27%	(152)	73%	(406)	558
Ideo: Conservative (5-7)	20%	(93)	80%	(372)	466
Educ: < College	24%	(253)	76%	(802)	1055
Educ: Bachelors degree	23%	(85)	77%	(288)	373
Educ: Post-grad	28%	(56)	72%	(143)	199
Income: Under 50k	25%	(234)	75%	(696)	930
Income: 50k-100k	22%	(108)	78%	(377)	485
Income: 100k+	24%	(52)	76%	(160)	211
Ethnicity: White	21%	(255)	79%	(963)	1217
Ethnicity: Hispanic	38%	(119)	62%	(198)	316
Ethnicity: Black	39%	(93)	61%	(143)	236

Table MCFE12_1: *And have you ever purchased a product that was shown in the following types of online content?*
Day in the life videos (where a creator takes you through their day from start to finish)

Demographic	Yes		No		Total N
Adults	24%	(394)	76%	(1233)	1627
Ethnicity: Other	27%	(46)	73%	(127)	173
All Christian	24%	(176)	76%	(559)	735
All Non-Christian	28%	(27)	72%	(69)	96
Atheist	29%	(20)	71%	(51)	71
Agnostic/Nothing in particular	20%	(89)	80%	(347)	436
Something Else	28%	(81)	72%	(207)	288
Religious Non-Protestant/Catholic	28%	(32)	72%	(83)	115
Evangelical	30%	(125)	70%	(296)	420
Non-Evangelical	22%	(124)	78%	(446)	570
Community: Urban	33%	(170)	67%	(346)	516
Community: Suburban	21%	(152)	79%	(578)	730
Community: Rural	19%	(72)	81%	(309)	380
Employ: Private Sector	26%	(143)	74%	(412)	555
Employ: Government	41%	(49)	59%	(70)	118
Employ: Self-Employed	30%	(39)	70%	(90)	129
Employ: Homemaker	23%	(32)	77%	(104)	136
Employ: Student	31%	(18)	69%	(41)	59
Employ: Retired	10%	(30)	90%	(268)	299
Employ: Unemployed	23%	(53)	77%	(174)	226
Employ: Other	29%	(30)	71%	(74)	104
Military HH: Yes	22%	(40)	78%	(143)	183
Military HH: No	25%	(354)	75%	(1090)	1444
RD/WT: Right Direction	32%	(162)	68%	(347)	509
RD/WT: Wrong Track	21%	(232)	79%	(886)	1118
Biden Job Approve	27%	(197)	73%	(523)	720
Biden Job Disapprove	22%	(182)	78%	(657)	839
Biden Job Strongly Approve	32%	(101)	68%	(216)	317
Biden Job Somewhat Approve	24%	(96)	76%	(308)	403
Biden Job Somewhat Disapprove	24%	(63)	76%	(199)	262
Biden Job Strongly Disapprove	21%	(119)	79%	(458)	577

Table MCFE12_1: *And have you ever purchased a product that was shown in the following types of online content?*
Day in the life videos (where a creator takes you through their day from start to finish)

Demographic	Yes		No		Total N
Adults	24%	(394)	76%	(1233)	1627
Favorable of Biden	26%	(187)	74%	(525)	711
Unfavorable of Biden	22%	(186)	78%	(652)	838
Very Favorable of Biden	30%	(104)	70%	(243)	347
Somewhat Favorable of Biden	23%	(83)	77%	(282)	365
Somewhat Unfavorable of Biden	24%	(58)	76%	(182)	239
Very Unfavorable of Biden	21%	(128)	79%	(470)	598
#1 Issue: Economy	29%	(205)	71%	(501)	707
#1 Issue: Security	22%	(37)	78%	(129)	165
#1 Issue: Health Care	22%	(29)	78%	(100)	129
#1 Issue: Medicare / Social Security	10%	(16)	90%	(141)	157
#1 Issue: Women's Issues	23%	(58)	77%	(195)	253
#1 Issue: Education	28%	(15)	72%	(37)	52
#1 Issue: Energy	26%	(26)	74%	(73)	99
#1 Issue: Other	14%	(9)	86%	(56)	65
2020 Vote: Joe Biden	26%	(177)	74%	(515)	693
2020 Vote: Donald Trump	24%	(124)	76%	(402)	526
2020 Vote: Other	24%	(13)	76%	(41)	55
2020 Vote: Didn't Vote	22%	(79)	78%	(274)	353
2018 House Vote: Democrat	27%	(150)	73%	(405)	554
2018 House Vote: Republican	24%	(96)	76%	(308)	404
2016 Vote: Hillary Clinton	27%	(134)	73%	(359)	493
2016 Vote: Donald Trump	21%	(93)	79%	(358)	451
2016 Vote: Other	17%	(12)	83%	(55)	66
2016 Vote: Didn't Vote	25%	(152)	75%	(457)	609
Voted in 2014: Yes	23%	(201)	77%	(654)	855
Voted in 2014: No	25%	(193)	75%	(579)	772
4-Region: Northeast	24%	(64)	76%	(202)	265
4-Region: Midwest	20%	(65)	80%	(268)	333
4-Region: South	26%	(160)	74%	(466)	625
4-Region: West	26%	(105)	74%	(297)	402
TikTok Users	33%	(224)	67%	(462)	686

Table MCFE12_1: *And have you ever purchased a product that was shown in the following types of online content?*
Day in the life videos (where a creator takes you through their day from start to finish)

Demographic	Yes		No		Total N
Adults	24%	(394)	76%	(1233)	1627
Twitch Users	41%	(80)	59%	(114)	193
2022 Sports Viewers/Attendees	27%	(303)	73%	(819)	1122
Monthly Moviegoers	47%	(132)	53%	(148)	281
Few Times per Year + Moviegoers	33%	(254)	67%	(510)	765
Heard Smile Campaign	46%	(229)	54%	(265)	494
Heard Minion Campaign	46%	(226)	54%	(268)	494
Listens to Podcasts	32%	(302)	68%	(652)	954
Streaming Services User	26%	(364)	74%	(1016)	1380
Netflix User	29%	(347)	71%	(836)	1183
Disney+ User	34%	(275)	66%	(544)	819
Heterosexual or straight	24%	(342)	76%	(1095)	1437
Gay	27%	(15)	73%	(40)	55
Bisexual	25%	(18)	75%	(55)	73
Yes	28%	(18)	72%	(45)	63
No	24%	(376)	76%	(1187)	1564

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

Table MCFE12_2: *And have you ever purchased a product that was shown in the following types of online content?*
Routine videos (where a creator shows a particular routine of theirs, such as a morning routine or a workout routine)

Demographic	Yes		No		Total N
Adults	25%	(424)	75%	(1241)	1665
Gender: Male	26%	(206)	74%	(593)	799
Gender: Female	25%	(218)	75%	(649)	866
Age: 18-34	36%	(205)	64%	(368)	573
Age: 35-44	32%	(103)	68%	(215)	318
Age: 45-64	20%	(99)	80%	(403)	502
Age: 65+	6%	(17)	94%	(256)	273
GenZers: 1997-2012	37%	(85)	63%	(142)	226
Millennials: 1981-1996	33%	(194)	67%	(389)	583
GenXers: 1965-1980	25%	(107)	75%	(315)	422
Baby Boomers: 1946-1964	10%	(38)	90%	(357)	396
PID: Dem (no lean)	30%	(203)	70%	(472)	675
PID: Ind (no lean)	18%	(87)	82%	(403)	490
PID: Rep (no lean)	27%	(134)	73%	(366)	499
PID/Gender: Dem Men	31%	(101)	69%	(224)	325
PID/Gender: Dem Women	29%	(102)	71%	(249)	351
PID/Gender: Ind Men	18%	(42)	82%	(199)	241
PID/Gender: Ind Women	18%	(45)	82%	(204)	249
PID/Gender: Rep Men	27%	(63)	73%	(170)	233
PID/Gender: Rep Women	27%	(71)	73%	(196)	267
Ideo: Liberal (1-3)	26%	(136)	74%	(394)	531
Ideo: Moderate (4)	27%	(155)	73%	(420)	575
Ideo: Conservative (5-7)	22%	(103)	78%	(364)	467
Educ: < College	25%	(267)	75%	(801)	1068
Educ: Bachelors degree	26%	(102)	74%	(283)	385
Educ: Post-grad	26%	(55)	74%	(157)	211
Income: Under 50k	25%	(239)	75%	(703)	942
Income: 50k-100k	25%	(127)	75%	(381)	508
Income: 100k+	27%	(58)	73%	(158)	215
Ethnicity: White	22%	(273)	78%	(980)	1253
Ethnicity: Hispanic	37%	(118)	63%	(200)	318
Ethnicity: Black	42%	(99)	58%	(140)	239

Table MCFE12_2: *And have you ever purchased a product that was shown in the following types of online content?*
Routine videos (where a creator shows a particular routine of theirs, such as a morning routine or a workout routine)

Demographic	Yes		No		Total N
Adults	25%	(424)	75%	(1241)	1665
Ethnicity: Other	30%	(52)	70%	(121)	173
All Christian	26%	(199)	74%	(555)	754
All Non-Christian	25%	(24)	75%	(74)	99
Atheist	24%	(17)	76%	(55)	72
Agnostic/Nothing in particular	22%	(100)	78%	(353)	453
Something Else	29%	(83)	71%	(205)	287
Religious Non-Protestant/Catholic	27%	(32)	73%	(88)	120
Evangelical	31%	(129)	69%	(292)	421
Non-Evangelical	24%	(141)	76%	(445)	586
Community: Urban	36%	(182)	64%	(329)	511
Community: Suburban	21%	(161)	79%	(605)	766
Community: Rural	21%	(81)	79%	(307)	388
Employ: Private Sector	28%	(157)	72%	(413)	570
Employ: Government	39%	(44)	61%	(68)	112
Employ: Self-Employed	36%	(48)	64%	(84)	132
Employ: Homemaker	30%	(42)	70%	(98)	140
Employ: Student	32%	(19)	68%	(40)	59
Employ: Retired	10%	(31)	90%	(290)	322
Employ: Unemployed	23%	(51)	77%	(174)	225
Employ: Other	30%	(32)	70%	(74)	106
Military HH: Yes	22%	(45)	78%	(155)	200
Military HH: No	26%	(379)	74%	(1086)	1465
RD/WT: Right Direction	33%	(170)	67%	(350)	519
RD/WT: Wrong Track	22%	(254)	78%	(892)	1146
Biden Job Approve	31%	(229)	69%	(519)	748
Biden Job Disapprove	21%	(178)	79%	(674)	852
Biden Job Strongly Approve	34%	(110)	66%	(216)	326
Biden Job Somewhat Approve	28%	(119)	72%	(303)	422
Biden Job Somewhat Disapprove	24%	(65)	76%	(203)	269
Biden Job Strongly Disapprove	19%	(113)	81%	(471)	583

Table MCFE12_2: *And have you ever purchased a product that was shown in the following types of online content?*
Routine videos (where a creator shows a particular routine of theirs, such as a morning routine or a workout routine)

Demographic	Yes		No		Total N
Adults	25%	(424)	75%	(1241)	1665
Favorable of Biden	29%	(216)	71%	(524)	740
Unfavorable of Biden	22%	(184)	78%	(662)	846
Very Favorable of Biden	31%	(112)	69%	(247)	359
Somewhat Favorable of Biden	27%	(104)	73%	(277)	381
Somewhat Unfavorable of Biden	24%	(58)	76%	(183)	241
Very Unfavorable of Biden	21%	(126)	79%	(479)	605
#1 Issue: Economy	27%	(191)	73%	(530)	722
#1 Issue: Security	23%	(39)	77%	(130)	169
#1 Issue: Health Care	27%	(36)	73%	(96)	132
#1 Issue: Medicare / Social Security	13%	(21)	87%	(140)	160
#1 Issue: Women's Issues	28%	(74)	72%	(186)	260
#1 Issue: Education	41%	(21)	59%	(30)	51
#1 Issue: Energy	30%	(31)	70%	(74)	105
#1 Issue: Other	18%	(11)	82%	(54)	65
2020 Vote: Joe Biden	28%	(200)	72%	(524)	724
2020 Vote: Donald Trump	23%	(121)	77%	(413)	534
2020 Vote: Other	26%	(14)	74%	(38)	52
2020 Vote: Didn't Vote	25%	(89)	75%	(266)	355
2018 House Vote: Democrat	28%	(162)	72%	(414)	576
2018 House Vote: Republican	25%	(102)	75%	(309)	411
2016 Vote: Hillary Clinton	28%	(146)	72%	(372)	518
2016 Vote: Donald Trump	23%	(104)	77%	(354)	458
2016 Vote: Other	18%	(12)	82%	(54)	65
2016 Vote: Didn't Vote	26%	(159)	74%	(458)	617
Voted in 2014: Yes	25%	(221)	75%	(657)	878
Voted in 2014: No	26%	(202)	74%	(584)	787
4-Region: Northeast	23%	(64)	77%	(217)	280
4-Region: Midwest	24%	(79)	76%	(253)	333
4-Region: South	28%	(178)	72%	(465)	643
4-Region: West	25%	(103)	75%	(306)	409
TikTok Users	35%	(244)	65%	(445)	689

Table MCFE12_2: *And have you ever purchased a product that was shown in the following types of online content?*
Routine videos (where a creator shows a particular routine of theirs, such as a morning routine or a workout routine)

Demographic	Yes		No		Total N
Adults	25%	(424)	75%	(1241)	1665
Twitch Users	44%	(88)	56%	(112)	200
2022 Sports Viewers/Attendees	28%	(323)	72%	(823)	1146
Monthly Moviegoers	46%	(133)	54%	(158)	291
Few Times per Year + Moviegoers	34%	(263)	66%	(520)	783
Heard Smile Campaign	47%	(233)	53%	(267)	500
Heard Minion Campaign	47%	(232)	53%	(263)	495
Listens to Podcasts	35%	(334)	65%	(629)	963
Streaming Services User	28%	(397)	72%	(1021)	1417
Netflix User	30%	(365)	70%	(842)	1206
Disney+ User	34%	(287)	66%	(548)	835
Heterosexual or straight	25%	(373)	75%	(1102)	1475
Gay	16%	(8)	84%	(44)	52
Bisexual	31%	(22)	69%	(51)	73
Yes	29%	(18)	71%	(44)	62
No	25%	(406)	75%	(1197)	1603

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

Table MCFE12_3: *And have you ever purchased a product that was shown in the following types of online content?*
Get ready with me videos (where a creator talks to the camera as they get ready for an event, usually when applying makeup or picking out an outfit)

Demographic	Yes		No		Total N
Adults	26%	(424)	74%	(1190)	1614
Gender: Male	23%	(176)	77%	(579)	755
Gender: Female	29%	(248)	71%	(611)	859
Age: 18-34	37%	(208)	63%	(359)	567
Age: 35-44	30%	(92)	70%	(218)	310
Age: 45-64	20%	(98)	80%	(387)	485
Age: 65+	10%	(25)	90%	(226)	251
GenZers: 1997-2012	36%	(81)	64%	(145)	226
Millennials: 1981-1996	35%	(200)	65%	(373)	573
GenXers: 1965-1980	24%	(99)	76%	(315)	414
Baby Boomers: 1946-1964	12%	(43)	88%	(321)	364
PID: Dem (no lean)	28%	(190)	72%	(484)	674
PID: Ind (no lean)	20%	(91)	80%	(359)	450
PID: Rep (no lean)	29%	(142)	71%	(348)	490
PID/Gender: Dem Men	28%	(88)	72%	(230)	318
PID/Gender: Dem Women	29%	(102)	71%	(254)	356
PID/Gender: Ind Men	15%	(31)	85%	(180)	211
PID/Gender: Ind Women	25%	(60)	75%	(179)	239
PID/Gender: Rep Men	25%	(56)	75%	(169)	226
PID/Gender: Rep Women	32%	(86)	68%	(178)	264
Ideo: Liberal (1-3)	26%	(136)	74%	(380)	516
Ideo: Moderate (4)	28%	(151)	72%	(388)	539
Ideo: Conservative (5-7)	24%	(111)	76%	(348)	459
Educ: < College	26%	(271)	74%	(774)	1046
Educ: Bachelors degree	25%	(94)	75%	(276)	370
Educ: Post-grad	29%	(58)	71%	(140)	198
Income: Under 50k	26%	(238)	74%	(691)	930
Income: 50k-100k	26%	(127)	74%	(354)	481
Income: 100k+	29%	(59)	71%	(145)	203
Ethnicity: White	23%	(280)	77%	(935)	1216
Ethnicity: Hispanic	32%	(102)	68%	(213)	314
Ethnicity: Black	38%	(89)	62%	(143)	233

Table MCFE12_3: *And have you ever purchased a product that was shown in the following types of online content?*
Get ready with me videos (where a creator talks to the camera as they get ready for an event, usually when applying makeup or picking out an outfit)

Demographic	Yes		No		Total N
Adults	26%	(424)	74%	(1190)	1614
Ethnicity: Other	33%	(54)	67%	(111)	165
All Christian	28%	(206)	72%	(518)	724
All Non-Christian	23%	(23)	77%	(80)	104
Atheist	17%	(12)	83%	(57)	69
Agnostic/Nothing in particular	21%	(90)	79%	(341)	431
Something Else	32%	(92)	68%	(194)	286
Religious Non-Protestant/Catholic	26%	(31)	74%	(91)	123
Evangelical	35%	(144)	65%	(269)	413
Non-Evangelical	25%	(139)	75%	(426)	565
Community: Urban	33%	(168)	67%	(341)	508
Community: Suburban	23%	(165)	77%	(558)	723
Community: Rural	24%	(91)	76%	(291)	382
Employ: Private Sector	29%	(156)	71%	(390)	546
Employ: Government	39%	(44)	61%	(68)	112
Employ: Self-Employed	36%	(45)	64%	(79)	125
Employ: Homemaker	31%	(44)	69%	(97)	141
Employ: Student	37%	(21)	63%	(37)	58
Employ: Retired	11%	(33)	89%	(266)	299
Employ: Unemployed	21%	(47)	79%	(182)	230
Employ: Other	31%	(33)	69%	(71)	103
Military HH: Yes	19%	(35)	81%	(149)	184
Military HH: No	27%	(389)	73%	(1041)	1430
RD/WT: Right Direction	32%	(166)	68%	(351)	517
RD/WT: Wrong Track	23%	(258)	77%	(839)	1096
Biden Job Approve	29%	(216)	71%	(518)	734
Biden Job Disapprove	24%	(194)	76%	(629)	823
Biden Job Strongly Approve	34%	(108)	66%	(213)	321
Biden Job Somewhat Approve	26%	(108)	74%	(305)	412
Biden Job Somewhat Disapprove	29%	(76)	71%	(186)	261
Biden Job Strongly Disapprove	21%	(119)	79%	(443)	562

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Table MCFE12_3: *And have you ever purchased a product that was shown in the following types of online content?*
Get ready with me videos (where a creator talks to the camera as they get ready for an event, usually when applying makeup or picking out an outfit)

Demographic	Yes		No		Total N
Adults	26%	(424)	74%	(1190)	1614
Favorable of Biden	28%	(203)	72%	(523)	726
Unfavorable of Biden	25%	(200)	75%	(615)	815
Very Favorable of Biden	30%	(108)	70%	(247)	355
Somewhat Favorable of Biden	26%	(95)	74%	(275)	370
Somewhat Unfavorable of Biden	32%	(74)	68%	(159)	233
Very Unfavorable of Biden	22%	(126)	78%	(456)	583
#1 Issue: Economy	26%	(184)	74%	(516)	700
#1 Issue: Security	25%	(41)	75%	(125)	166
#1 Issue: Health Care	32%	(41)	68%	(86)	127
#1 Issue: Medicare / Social Security	17%	(26)	83%	(129)	155
#1 Issue: Women's Issues	29%	(73)	71%	(180)	253
#1 Issue: Energy	33%	(34)	67%	(67)	101
#1 Issue: Other	17%	(11)	83%	(52)	63
2020 Vote: Joe Biden	27%	(189)	73%	(513)	702
2020 Vote: Donald Trump	25%	(130)	75%	(386)	516
2020 Vote: Other	30%	(15)	70%	(35)	50
2020 Vote: Didn't Vote	26%	(90)	74%	(256)	347
2018 House Vote: Democrat	27%	(152)	73%	(408)	560
2018 House Vote: Republican	26%	(102)	74%	(291)	392
2016 Vote: Hillary Clinton	27%	(135)	73%	(370)	505
2016 Vote: Donald Trump	26%	(116)	74%	(326)	442
2016 Vote: Other	16%	(10)	84%	(50)	59
2016 Vote: Didn't Vote	26%	(159)	74%	(442)	601
Voted in 2014: Yes	26%	(220)	74%	(630)	851
Voted in 2014: No	27%	(203)	73%	(560)	763
4-Region: Northeast	21%	(55)	79%	(206)	261
4-Region: Midwest	25%	(80)	75%	(247)	327
4-Region: South	29%	(182)	71%	(448)	630
4-Region: West	27%	(107)	73%	(289)	396
TikTok Users	35%	(241)	65%	(451)	692
Twitch Users	41%	(81)	59%	(115)	196

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Table MCFE12_3: *And have you ever purchased a product that was shown in the following types of online content?*
Get ready with me videos (where a creator talks to the camera as they get ready for an event, usually when applying makeup or picking out an outfit)

Demographic	Yes		No		Total N
Adults	26%	(424)	74%	(1190)	1614
2022 Sports Viewers/Attendees	29%	(319)	71%	(796)	1115
Monthly Moviegoers	45%	(126)	55%	(156)	282
Few Times per Year + Moviegoers	34%	(258)	66%	(496)	754
Heard Smile Campaign	44%	(221)	56%	(276)	497
Heard Minion Campaign	44%	(219)	56%	(274)	492
Listens to Podcasts	34%	(320)	66%	(624)	944
Streaming Services User	28%	(388)	72%	(982)	1370
Netflix User	31%	(366)	69%	(806)	1172
Disney+ User	34%	(277)	66%	(547)	824
Heterosexual or straight	27%	(378)	73%	(1045)	1423
Gay	13%	(6)	87%	(45)	52
Bisexual	33%	(24)	67%	(49)	73
Yes	36%	(23)	64%	(41)	64
No	26%	(401)	74%	(1149)	1550

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

Table MCFE12_4: *And have you ever purchased a product that was shown in the following types of online content?*
Haul videos (where a creator shows recent products they purchased from a brand)

Demographic	Yes		No		Total N
Adults	27%	(444)	73%	(1201)	1644
Gender: Male	26%	(204)	74%	(576)	780
Gender: Female	28%	(240)	72%	(625)	864
Age: 18-34	38%	(211)	62%	(347)	557
Age: 35-44	33%	(103)	67%	(210)	313
Age: 45-64	20%	(99)	80%	(408)	507
Age: 65+	11%	(30)	89%	(237)	267
GenZers: 1997-2012	39%	(86)	61%	(136)	223
Millennials: 1981-1996	37%	(208)	63%	(360)	568
GenXers: 1965-1980	23%	(97)	77%	(331)	428
Baby Boomers: 1946-1964	13%	(51)	87%	(336)	387
PID: Dem (no lean)	29%	(194)	71%	(474)	668
PID: Ind (no lean)	25%	(118)	75%	(362)	480
PID: Rep (no lean)	27%	(132)	73%	(365)	497
PID/Gender: Dem Men	30%	(95)	70%	(223)	318
PID/Gender: Dem Women	28%	(99)	72%	(251)	350
PID/Gender: Ind Men	21%	(49)	79%	(180)	229
PID/Gender: Ind Women	28%	(69)	72%	(182)	251
PID/Gender: Rep Men	26%	(60)	74%	(172)	233
PID/Gender: Rep Women	27%	(72)	73%	(193)	264
Ideo: Liberal (1-3)	29%	(151)	71%	(368)	520
Ideo: Moderate (4)	29%	(163)	71%	(397)	560
Ideo: Conservative (5-7)	24%	(112)	76%	(357)	470
Educ: < College	28%	(292)	72%	(765)	1056
Educ: Bachelors degree	25%	(96)	75%	(286)	382
Educ: Post-grad	27%	(56)	73%	(150)	206
Income: Under 50k	27%	(254)	73%	(686)	940
Income: 50k-100k	27%	(131)	73%	(360)	491
Income: 100k+	28%	(59)	72%	(154)	213
Ethnicity: White	23%	(290)	77%	(956)	1246
Ethnicity: Hispanic	34%	(106)	66%	(203)	309
Ethnicity: Black	45%	(103)	55%	(127)	230

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Table MCFE12_4: *And have you ever purchased a product that was shown in the following types of online content?*
Haul videos (where a creator shows recent products they purchased from a brand)

Demographic	Yes		No		Total N
Adults	27%	(444)	73%	(1201)	1644
Ethnicity: Other	30%	(50)	70%	(118)	168
All Christian	28%	(211)	72%	(535)	746
All Non-Christian	26%	(26)	74%	(74)	99
Atheist	20%	(14)	80%	(59)	74
Agnostic/Nothing in particular	23%	(101)	77%	(338)	439
Something Else	32%	(91)	68%	(195)	286
Religious Non-Protestant/Catholic	29%	(34)	71%	(84)	118
Evangelical	34%	(142)	66%	(278)	421
Non-Evangelical	25%	(144)	75%	(435)	580
Community: Urban	34%	(171)	66%	(334)	505
Community: Suburban	24%	(183)	76%	(563)	746
Community: Rural	23%	(90)	77%	(304)	394
Employ: Private Sector	28%	(154)	72%	(400)	554
Employ: Government	43%	(50)	57%	(65)	115
Employ: Self-Employed	34%	(41)	66%	(81)	122
Employ: Homemaker	30%	(43)	70%	(102)	146
Employ: Student	35%	(20)	65%	(37)	57
Employ: Retired	12%	(38)	88%	(282)	320
Employ: Unemployed	29%	(65)	71%	(163)	228
Employ: Other	31%	(32)	69%	(71)	103
Military HH: Yes	28%	(55)	72%	(141)	196
Military HH: No	27%	(388)	73%	(1060)	1448
RD/WT: Right Direction	31%	(158)	69%	(354)	513
RD/WT: Wrong Track	25%	(286)	75%	(846)	1132
Biden Job Approve	30%	(217)	70%	(517)	735
Biden Job Disapprove	26%	(217)	74%	(630)	847
Biden Job Strongly Approve	31%	(101)	69%	(223)	325
Biden Job Somewhat Approve	28%	(116)	72%	(294)	410
Biden Job Somewhat Disapprove	32%	(85)	68%	(183)	268
Biden Job Strongly Disapprove	23%	(132)	77%	(447)	579

Table MCFE12_4: *And have you ever purchased a product that was shown in the following types of online content?*
Haul videos (where a creator shows recent products they purchased from a brand)

Demographic	Yes		No		Total N
Adults	27%	(444)	73%	(1201)	1644
Favorable of Biden	29%	(213)	71%	(520)	732
Unfavorable of Biden	26%	(218)	74%	(621)	839
Very Favorable of Biden	30%	(107)	70%	(255)	363
Somewhat Favorable of Biden	28%	(105)	72%	(264)	370
Somewhat Unfavorable of Biden	33%	(80)	67%	(159)	239
Very Unfavorable of Biden	23%	(139)	77%	(462)	600
#1 Issue: Economy	28%	(198)	72%	(518)	715
#1 Issue: Security	23%	(39)	77%	(133)	171
#1 Issue: Health Care	29%	(36)	71%	(88)	124
#1 Issue: Medicare / Social Security	14%	(22)	86%	(137)	159
#1 Issue: Women's Issues	32%	(82)	68%	(175)	256
#1 Issue: Energy	30%	(30)	70%	(70)	101
#1 Issue: Other	23%	(16)	77%	(53)	69
2020 Vote: Joe Biden	28%	(203)	72%	(516)	718
2020 Vote: Donald Trump	27%	(143)	73%	(387)	530
2020 Vote: Other	27%	(14)	73%	(38)	53
2020 Vote: Didn't Vote	24%	(84)	76%	(259)	343
2018 House Vote: Democrat	29%	(165)	71%	(413)	579
2018 House Vote: Republican	25%	(103)	75%	(302)	404
2016 Vote: Hillary Clinton	27%	(140)	73%	(380)	520
2016 Vote: Donald Trump	27%	(125)	73%	(332)	457
2016 Vote: Other	20%	(13)	80%	(51)	63
2016 Vote: Didn't Vote	27%	(163)	73%	(434)	597
Voted in 2014: Yes	26%	(224)	74%	(649)	874
Voted in 2014: No	28%	(219)	72%	(551)	771
4-Region: Northeast	22%	(60)	78%	(211)	271
4-Region: Midwest	23%	(77)	77%	(257)	334
4-Region: South	32%	(203)	68%	(428)	632
4-Region: West	25%	(104)	75%	(304)	408
TikTok Users	37%	(256)	63%	(440)	695
Twitch Users	45%	(89)	55%	(108)	198

Table MCFE12_4: *And have you ever purchased a product that was shown in the following types of online content?*
Haul videos (where a creator shows recent products they purchased from a brand)

Demographic	Yes		No		Total N
Adults	27%	(444)	73%	(1201)	1644
2022 Sports Viewers/Attendees	28%	(323)	72%	(815)	1138
Monthly Moviegoers	41%	(113)	59%	(166)	279
Few Times per Year + Moviegoers	33%	(254)	67%	(505)	760
Heard Smile Campaign	41%	(205)	59%	(290)	495
Heard Minion Campaign	45%	(220)	55%	(269)	489
Listens to Podcasts	34%	(326)	66%	(628)	954
Streaming Services User	29%	(410)	71%	(989)	1399
Netflix User	31%	(366)	69%	(826)	1193
Disney+ User	33%	(276)	67%	(548)	824
Heterosexual or straight	26%	(383)	74%	(1075)	1458
Gay	16%	(8)	84%	(43)	52
Bisexual	46%	(32)	54%	(38)	70
Yes	43%	(28)	57%	(37)	65
No	26%	(416)	74%	(1164)	1580

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

Table MCFE12_5: *And have you ever purchased a product that was shown in the following types of online content?*
Storytime videos (where a creator details a story from an event/ situation in their life)

Demographic	Yes		No		Total N
Adults	25%	(401)	75%	(1232)	1633
Gender: Male	27%	(210)	73%	(571)	781
Gender: Female	22%	(190)	78%	(661)	851
Age: 18-34	36%	(204)	64%	(367)	571
Age: 35-44	26%	(82)	74%	(232)	313
Age: 45-64	20%	(98)	80%	(389)	487
Age: 65+	7%	(17)	93%	(244)	261
GenZers: 1997-2012	40%	(90)	60%	(137)	227
Millennials: 1981-1996	31%	(179)	69%	(399)	578
GenXers: 1965-1980	23%	(93)	77%	(320)	413
Baby Boomers: 1946-1964	10%	(37)	90%	(337)	374
PID: Dem (no lean)	29%	(193)	71%	(467)	660
PID: Ind (no lean)	17%	(80)	83%	(396)	476
PID: Rep (no lean)	26%	(128)	74%	(369)	497
PID/Gender: Dem Men	33%	(106)	67%	(212)	318
PID/Gender: Dem Women	26%	(87)	74%	(255)	343
PID/Gender: Ind Men	18%	(42)	82%	(192)	234
PID/Gender: Ind Women	16%	(38)	84%	(204)	242
PID/Gender: Rep Men	27%	(63)	73%	(167)	230
PID/Gender: Rep Women	24%	(65)	76%	(202)	267
Ideo: Liberal (1-3)	26%	(129)	74%	(377)	506
Ideo: Moderate (4)	26%	(145)	74%	(420)	565
Ideo: Conservative (5-7)	23%	(106)	77%	(363)	469
Educ: < College	25%	(267)	75%	(784)	1051
Educ: Bachelors degree	23%	(85)	77%	(290)	375
Educ: Post-grad	23%	(48)	77%	(158)	207
Income: Under 50k	26%	(238)	74%	(693)	931
Income: 50k-100k	23%	(110)	77%	(377)	487
Income: 100k+	25%	(53)	75%	(161)	214
Ethnicity: White	21%	(253)	79%	(971)	1224
Ethnicity: Hispanic	34%	(107)	66%	(210)	316
Ethnicity: Black	45%	(108)	55%	(132)	240

Table MCFE12_5: *And have you ever purchased a product that was shown in the following types of online content?*
Storytime videos (where a creator details a story from an event/ situation in their life)

Demographic	Yes		No		Total N
Adults	25%	(401)	75%	(1232)	1633
Ethnicity: Other	24%	(40)	76%	(129)	169
All Christian	25%	(186)	75%	(554)	740
All Non-Christian	35%	(34)	65%	(65)	99
Atheist	13%	(10)	87%	(65)	74
Agnostic/Nothing in particular	21%	(91)	79%	(343)	433
Something Else	28%	(81)	72%	(206)	286
Religious Non-Protestant/Catholic	33%	(40)	67%	(80)	120
Evangelical	32%	(132)	68%	(285)	417
Non-Evangelical	21%	(121)	79%	(453)	573
Community: Urban	33%	(171)	67%	(351)	522
Community: Suburban	21%	(153)	79%	(582)	734
Community: Rural	20%	(77)	80%	(299)	376
Employ: Private Sector	28%	(158)	72%	(397)	555
Employ: Government	37%	(43)	63%	(71)	114
Employ: Self-Employed	35%	(46)	65%	(86)	132
Employ: Homemaker	22%	(32)	78%	(110)	142
Employ: Student	25%	(15)	75%	(43)	58
Employ: Retired	10%	(30)	90%	(282)	312
Employ: Unemployed	22%	(50)	78%	(175)	225
Employ: Other	29%	(28)	71%	(68)	96
Military HH: Yes	21%	(39)	79%	(151)	190
Military HH: No	25%	(362)	75%	(1081)	1443
RD/WT: Right Direction	34%	(178)	66%	(342)	520
RD/WT: Wrong Track	20%	(223)	80%	(890)	1113
Biden Job Approve	29%	(214)	71%	(518)	732
Biden Job Disapprove	20%	(170)	80%	(666)	836
Biden Job Strongly Approve	38%	(122)	62%	(199)	321
Biden Job Somewhat Approve	22%	(92)	78%	(319)	411
Biden Job Somewhat Disapprove	25%	(66)	75%	(199)	265
Biden Job Strongly Disapprove	18%	(104)	82%	(467)	571

Table MCFE12_5: *And have you ever purchased a product that was shown in the following types of online content?*
Storytime videos (where a creator details a story from an event/ situation in their life)

Demographic	Yes		No		Total N
Adults	25%	(401)	75%	(1232)	1633
Favorable of Biden	28%	(202)	72%	(521)	722
Unfavorable of Biden	21%	(176)	79%	(655)	831
Very Favorable of Biden	31%	(110)	69%	(246)	356
Somewhat Favorable of Biden	25%	(91)	75%	(275)	366
Somewhat Unfavorable of Biden	23%	(54)	77%	(180)	234
Very Unfavorable of Biden	20%	(122)	80%	(475)	596
#1 Issue: Economy	26%	(185)	74%	(530)	715
#1 Issue: Security	26%	(44)	74%	(126)	170
#1 Issue: Health Care	31%	(40)	69%	(88)	128
#1 Issue: Medicare / Social Security	12%	(18)	88%	(135)	153
#1 Issue: Women's Issues	25%	(63)	75%	(186)	250
#1 Issue: Education	27%	(14)	73%	(37)	50
#1 Issue: Energy	29%	(30)	71%	(72)	101
#1 Issue: Other	11%	(7)	89%	(59)	66
2020 Vote: Joe Biden	26%	(183)	74%	(522)	706
2020 Vote: Donald Trump	24%	(123)	76%	(401)	524
2020 Vote: Other	17%	(9)	83%	(43)	52
2020 Vote: Didn't Vote	24%	(85)	76%	(265)	351
2018 House Vote: Democrat	28%	(157)	72%	(411)	568
2018 House Vote: Republican	24%	(95)	76%	(309)	404
2016 Vote: Hillary Clinton	27%	(139)	73%	(372)	511
2016 Vote: Donald Trump	22%	(100)	78%	(352)	453
2016 Vote: Other	14%	(9)	86%	(55)	64
2016 Vote: Didn't Vote	25%	(150)	75%	(449)	598
Voted in 2014: Yes	25%	(217)	75%	(652)	869
Voted in 2014: No	24%	(184)	76%	(580)	764
4-Region: Northeast	25%	(67)	75%	(206)	273
4-Region: Midwest	22%	(71)	78%	(253)	324
4-Region: South	26%	(162)	74%	(470)	631
4-Region: West	25%	(101)	75%	(303)	404
TikTok Users	32%	(226)	68%	(472)	698

Table MCFE12_5: *And have you ever purchased a product that was shown in the following types of online content?*
Storytime videos (where a creator details a story from an event/ situation in their life)

Demographic	Yes		No		Total N
Adults	25%	(401)	75%	(1232)	1633
Twitch Users	48%	(97)	52%	(104)	201
2022 Sports Viewers/Attendees	27%	(302)	73%	(827)	1128
Monthly Moviegoers	48%	(137)	52%	(147)	284
Few Times per Year + Moviegoers	35%	(267)	65%	(503)	770
Heard Smile Campaign	46%	(233)	54%	(272)	506
Heard Minion Campaign	47%	(233)	53%	(268)	502
Listens to Podcasts	32%	(303)	68%	(648)	951
Streaming Services User	27%	(374)	73%	(1017)	1392
Netflix User	28%	(340)	72%	(857)	1197
Disney+ User	33%	(271)	67%	(560)	832
Heterosexual or straight	24%	(352)	76%	(1093)	1445
Gay	21%	(11)	79%	(43)	54
Bisexual	28%	(20)	72%	(51)	71
Yes	25%	(17)	75%	(49)	65
No	25%	(384)	75%	(1183)	1567

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

Table MCFE12_6: *And have you ever purchased a product that was shown in the following types of online content?*
Fun fact videos (where a creator provides an interesting piece of information about a topic)

Demographic	Yes		No		Total N
Adults	28%	(472)	72%	(1242)	1714
Gender: Male	30%	(249)	70%	(573)	822
Gender: Female	25%	(223)	75%	(669)	893
Age: 18-34	41%	(230)	59%	(336)	565
Age: 35-44	29%	(93)	71%	(232)	325
Age: 45-64	24%	(125)	76%	(403)	528
Age: 65+	8%	(25)	92%	(271)	296
GenZers: 1997-2012	44%	(97)	56%	(125)	221
Millennials: 1981-1996	35%	(205)	65%	(378)	583
GenXers: 1965-1980	27%	(122)	73%	(326)	447
Baby Boomers: 1946-1964	11%	(48)	89%	(372)	420
PID: Dem (no lean)	30%	(208)	70%	(479)	687
PID: Ind (no lean)	24%	(119)	76%	(382)	501
PID: Rep (no lean)	28%	(145)	72%	(381)	526
PID/Gender: Dem Men	36%	(116)	64%	(208)	324
PID/Gender: Dem Women	26%	(93)	74%	(270)	363
PID/Gender: Ind Men	25%	(61)	75%	(182)	243
PID/Gender: Ind Women	22%	(57)	78%	(201)	258
PID/Gender: Rep Men	28%	(72)	72%	(183)	255
PID/Gender: Rep Women	27%	(73)	73%	(198)	272
Ideo: Liberal (1-3)	28%	(148)	72%	(381)	530
Ideo: Moderate (4)	31%	(181)	69%	(397)	577
Ideo: Conservative (5-7)	23%	(116)	77%	(390)	506
Educ: < College	30%	(332)	70%	(780)	1112
Educ: Bachelors degree	21%	(82)	79%	(311)	392
Educ: Post-grad	28%	(59)	72%	(151)	210
Income: Under 50k	28%	(278)	72%	(698)	975
Income: 50k-100k	26%	(134)	74%	(383)	517
Income: 100k+	27%	(61)	73%	(162)	222
Ethnicity: White	23%	(303)	77%	(1003)	1305
Ethnicity: Hispanic	38%	(120)	62%	(194)	313
Ethnicity: Black	48%	(116)	52%	(124)	241

Table MCFE12_6: *And have you ever purchased a product that was shown in the following types of online content?*
Fun fact videos (where a creator provides an interesting piece of information about a topic)

Demographic	Yes		No		Total N
Adults	28%	(472)	72%	(1242)	1714
Ethnicity: Other	32%	(53)	68%	(115)	168
All Christian	27%	(209)	73%	(579)	788
All Non-Christian	31%	(32)	69%	(71)	104
Atheist	18%	(13)	82%	(60)	73
Agnostic/Nothing in particular	27%	(120)	73%	(333)	453
Something Else	33%	(98)	67%	(199)	297
Religious Non-Protestant/Catholic	31%	(38)	69%	(85)	123
Evangelical	32%	(142)	68%	(297)	439
Non-Evangelical	25%	(154)	75%	(458)	612
Community: Urban	37%	(194)	63%	(328)	521
Community: Suburban	24%	(189)	76%	(596)	785
Community: Rural	22%	(90)	78%	(318)	408
Employ: Private Sector	29%	(164)	71%	(407)	570
Employ: Government	42%	(50)	58%	(69)	119
Employ: Self-Employed	40%	(53)	60%	(80)	133
Employ: Homemaker	29%	(42)	71%	(106)	148
Employ: Student	33%	(19)	67%	(40)	59
Employ: Retired	14%	(47)	86%	(298)	345
Employ: Unemployed	24%	(56)	76%	(174)	230
Employ: Other	38%	(42)	62%	(70)	111
Military HH: Yes	25%	(53)	75%	(156)	209
Military HH: No	28%	(419)	72%	(1086)	1506
RD/WT: Right Direction	36%	(194)	64%	(340)	534
RD/WT: Wrong Track	24%	(278)	76%	(902)	1180
Biden Job Approve	31%	(234)	69%	(527)	761
Biden Job Disapprove	24%	(211)	76%	(673)	884
Biden Job Strongly Approve	38%	(125)	62%	(206)	331
Biden Job Somewhat Approve	25%	(109)	75%	(320)	430
Biden Job Somewhat Disapprove	31%	(84)	69%	(190)	274
Biden Job Strongly Disapprove	21%	(126)	79%	(483)	609

Table MCFE12_6: *And have you ever purchased a product that was shown in the following types of online content?*
Fun fact videos (where a creator provides an interesting piece of information about a topic)

Demographic	Yes		No		Total N
Adults	28%	(472)	72%	(1242)	1714
Favorable of Biden	30%	(227)	70%	(527)	754
Unfavorable of Biden	24%	(210)	76%	(670)	880
Very Favorable of Biden	33%	(118)	67%	(245)	363
Somewhat Favorable of Biden	28%	(108)	72%	(282)	390
Somewhat Unfavorable of Biden	26%	(65)	74%	(181)	246
Very Unfavorable of Biden	23%	(145)	77%	(489)	634
#1 Issue: Economy	30%	(222)	70%	(520)	742
#1 Issue: Security	26%	(47)	74%	(135)	182
#1 Issue: Health Care	34%	(45)	66%	(88)	133
#1 Issue: Medicare / Social Security	12%	(21)	88%	(151)	172
#1 Issue: Women's Issues	27%	(68)	73%	(189)	257
#1 Issue: Education	29%	(16)	71%	(38)	54
#1 Issue: Energy	37%	(38)	63%	(65)	104
#1 Issue: Other	21%	(15)	79%	(56)	71
2020 Vote: Joe Biden	28%	(207)	72%	(524)	731
2020 Vote: Donald Trump	25%	(140)	75%	(421)	562
2020 Vote: Other	35%	(19)	65%	(35)	53
2020 Vote: Didn't Vote	29%	(107)	71%	(262)	369
2018 House Vote: Democrat	28%	(166)	72%	(420)	587
2018 House Vote: Republican	26%	(112)	74%	(325)	437
2016 Vote: Hillary Clinton	28%	(148)	72%	(387)	534
2016 Vote: Donald Trump	24%	(114)	76%	(366)	480
2016 Vote: Other	23%	(16)	77%	(53)	69
2016 Vote: Didn't Vote	30%	(190)	70%	(434)	625
Voted in 2014: Yes	26%	(237)	74%	(681)	917
Voted in 2014: No	30%	(236)	70%	(561)	797
4-Region: Northeast	25%	(73)	75%	(219)	292
4-Region: Midwest	22%	(79)	78%	(272)	350
4-Region: South	31%	(208)	69%	(454)	663
4-Region: West	28%	(113)	72%	(297)	409
TikTok Users	37%	(257)	63%	(440)	697

Table MCFE12_6: *And have you ever purchased a product that was shown in the following types of online content?*
Fun fact videos (where a creator provides an interesting piece of information about a topic)

Demographic	Yes		No		Total N
Adults	28%	(472)	72%	(1242)	1714
Twitch Users	51%	(102)	49%	(99)	201
2022 Sports Viewers/Attendees	30%	(355)	70%	(827)	1182
Monthly Moviegoers	51%	(145)	49%	(140)	285
Few Times per Year + Moviegoers	37%	(291)	63%	(493)	784
Heard Smile Campaign	48%	(240)	52%	(264)	503
Heard Minion Campaign	49%	(245)	51%	(252)	497
Listens to Podcasts	36%	(353)	64%	(624)	977
Streaming Services User	31%	(442)	69%	(1007)	1449
Netflix User	32%	(398)	68%	(837)	1235
Disney+ User	36%	(305)	64%	(549)	854
Heterosexual or straight	27%	(410)	73%	(1110)	1520
Gay	29%	(16)	71%	(38)	54
Bisexual	40%	(29)	60%	(44)	73
Yes	29%	(19)	71%	(47)	65
No	28%	(454)	72%	(1195)	1649

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

Table MCFE12_7: *And have you ever purchased a product that was shown in the following types of online content?*
News videos (where a creator explains current news events)

Demographic	Yes		No		Total N
Adults	25%	(418)	75%	(1289)	1708
Gender: Male	27%	(224)	73%	(606)	830
Gender: Female	22%	(195)	78%	(683)	878
Age: 18-34	33%	(185)	67%	(378)	563
Age: 35-44	29%	(91)	71%	(225)	316
Age: 45-64	22%	(115)	78%	(404)	519
Age: 65+	9%	(28)	91%	(282)	310
GenZers: 1997-2012	33%	(74)	67%	(148)	222
Millennials: 1981-1996	31%	(180)	69%	(394)	574
GenXers: 1965-1980	26%	(112)	74%	(321)	434
Baby Boomers: 1946-1964	12%	(50)	88%	(383)	433
PID: Dem (no lean)	28%	(188)	72%	(496)	684
PID: Ind (no lean)	18%	(90)	82%	(411)	502
PID: Rep (no lean)	27%	(140)	73%	(382)	523
PID/Gender: Dem Men	31%	(102)	69%	(230)	333
PID/Gender: Dem Women	24%	(86)	76%	(265)	351
PID/Gender: Ind Men	19%	(47)	81%	(202)	248
PID/Gender: Ind Women	17%	(44)	83%	(210)	253
PID/Gender: Rep Men	30%	(75)	70%	(174)	249
PID/Gender: Rep Women	24%	(65)	76%	(208)	273
Ideo: Liberal (1-3)	25%	(131)	75%	(399)	530
Ideo: Moderate (4)	26%	(145)	74%	(421)	566
Ideo: Conservative (5-7)	23%	(119)	77%	(397)	516
Educ: < College	25%	(278)	75%	(816)	1094
Educ: Bachelors degree	22%	(88)	78%	(304)	393
Educ: Post-grad	23%	(52)	77%	(169)	221
Income: Under 50k	25%	(239)	75%	(711)	951
Income: 50k-100k	21%	(114)	79%	(420)	534
Income: 100k+	29%	(65)	71%	(159)	224
Ethnicity: White	21%	(267)	79%	(1033)	1300
Ethnicity: Hispanic	32%	(99)	68%	(213)	312
Ethnicity: Black	42%	(100)	58%	(137)	236

Table MCFE12_7: *And have you ever purchased a product that was shown in the following types of online content?*
News videos (where a creator explains current news events)

Demographic	Yes		No		Total N
Adults	25%	(418)	75%	(1289)	1708
Ethnicity: Other	30%	(52)	70%	(120)	172
All Christian	25%	(193)	75%	(592)	785
All Non-Christian	32%	(32)	68%	(68)	100
Atheist	23%	(17)	77%	(57)	74
Agnostic/Nothing in particular	19%	(87)	81%	(366)	453
Something Else	30%	(89)	70%	(207)	296
Religious Non-Protestant/Catholic	32%	(38)	68%	(82)	120
Evangelical	30%	(131)	70%	(308)	439
Non-Evangelical	23%	(136)	77%	(470)	606
Community: Urban	35%	(183)	65%	(341)	525
Community: Suburban	21%	(161)	79%	(625)	786
Community: Rural	19%	(74)	81%	(324)	397
Employ: Private Sector	29%	(162)	71%	(404)	566
Employ: Government	42%	(49)	58%	(67)	117
Employ: Self-Employed	32%	(44)	68%	(92)	136
Employ: Homemaker	16%	(22)	84%	(116)	138
Employ: Student	18%	(11)	82%	(48)	59
Employ: Retired	14%	(51)	86%	(314)	365
Employ: Unemployed	23%	(51)	77%	(169)	220
Employ: Other	27%	(28)	73%	(79)	107
Military HH: Yes	22%	(46)	78%	(161)	207
Military HH: No	25%	(373)	75%	(1128)	1501
RD/WT: Right Direction	32%	(170)	68%	(370)	540
RD/WT: Wrong Track	21%	(248)	79%	(920)	1168
Biden Job Approve	28%	(211)	72%	(552)	763
Biden Job Disapprove	22%	(196)	78%	(685)	881
Biden Job Strongly Approve	35%	(122)	65%	(224)	346
Biden Job Somewhat Approve	21%	(89)	79%	(328)	417
Biden Job Somewhat Disapprove	26%	(70)	74%	(203)	273
Biden Job Strongly Disapprove	21%	(126)	79%	(482)	608

Table MCFE12_7: *And have you ever purchased a product that was shown in the following types of online content?*
News videos (where a creator explains current news events)

Demographic	Yes		No		Total N
Adults	25%	(418)	75%	(1289)	1708
Favorable of Biden	26%	(195)	74%	(559)	754
Unfavorable of Biden	22%	(196)	78%	(684)	880
Very Favorable of Biden	30%	(114)	70%	(266)	380
Somewhat Favorable of Biden	22%	(81)	78%	(293)	374
Somewhat Unfavorable of Biden	22%	(54)	78%	(192)	246
Very Unfavorable of Biden	22%	(142)	78%	(492)	633
#1 Issue: Economy	27%	(196)	73%	(539)	735
#1 Issue: Security	26%	(48)	74%	(138)	186
#1 Issue: Health Care	27%	(37)	73%	(98)	135
#1 Issue: Medicare / Social Security	12%	(21)	88%	(154)	175
#1 Issue: Women's Issues	24%	(62)	76%	(192)	255
#1 Issue: Education	35%	(17)	65%	(33)	50
#1 Issue: Energy	24%	(25)	76%	(78)	104
#1 Issue: Other	17%	(11)	83%	(57)	68
2020 Vote: Joe Biden	25%	(183)	75%	(549)	732
2020 Vote: Donald Trump	24%	(138)	76%	(431)	568
2020 Vote: Other	22%	(12)	78%	(43)	55
2020 Vote: Didn't Vote	24%	(86)	76%	(267)	353
2018 House Vote: Democrat	26%	(154)	74%	(436)	590
2018 House Vote: Republican	26%	(115)	74%	(323)	438
2016 Vote: Hillary Clinton	26%	(136)	74%	(393)	529
2016 Vote: Donald Trump	22%	(109)	78%	(382)	491
2016 Vote: Other	21%	(14)	79%	(53)	67
2016 Vote: Didn't Vote	25%	(156)	75%	(458)	614
Voted in 2014: Yes	25%	(229)	75%	(695)	924
Voted in 2014: No	24%	(189)	76%	(595)	784
4-Region: Northeast	19%	(54)	81%	(230)	284
4-Region: Midwest	24%	(82)	76%	(257)	339
4-Region: South	27%	(179)	73%	(494)	673
4-Region: West	25%	(103)	75%	(309)	412
TikTok Users	31%	(214)	69%	(472)	686

Table MCFE12_7: *And have you ever purchased a product that was shown in the following types of online content?*
News videos (where a creator explains current news events)

Demographic	Yes		No		Total N
Adults	25%	(418)	75%	(1289)	1708
Twitch Users	41%	(82)	59%	(117)	199
2022 Sports Viewers/Attendees	27%	(321)	73%	(871)	1192
Monthly Moviegoers	44%	(126)	56%	(159)	286
Few Times per Year + Moviegoers	33%	(263)	67%	(524)	787
Heard Smile Campaign	47%	(231)	53%	(263)	494
Heard Minion Campaign	44%	(215)	56%	(276)	491
Listens to Podcasts	32%	(318)	68%	(676)	994
Streaming Services User	27%	(382)	73%	(1060)	1443
Netflix User	28%	(346)	72%	(876)	1222
Disney+ User	31%	(261)	69%	(581)	843
Heterosexual or straight	24%	(365)	76%	(1152)	1517
Gay	22%	(11)	78%	(42)	53
Bisexual	31%	(23)	69%	(50)	72
Yes	31%	(21)	69%	(47)	67
No	24%	(398)	76%	(1243)	1641

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

Table MCFE12_8: *And have you ever purchased a product that was shown in the following types of online content?*
Nostalgia videos (where a creator discusses products, brands or experiences from their past, most often in relation to childhood)

Demographic	Yes		No		Total N
Adults	25%	(407)	75%	(1221)	1628
Gender: Male	28%	(223)	72%	(563)	786
Gender: Female	22%	(184)	78%	(658)	842
Age: 18-34	34%	(193)	66%	(368)	561
Age: 35-44	30%	(95)	70%	(222)	317
Age: 45-64	20%	(98)	80%	(391)	489
Age: 65+	8%	(21)	92%	(240)	262
GenZers: 1997-2012	38%	(87)	62%	(141)	228
Millennials: 1981-1996	31%	(174)	69%	(392)	566
GenXers: 1965-1980	26%	(107)	74%	(309)	415
Baby Boomers: 1946-1964	10%	(38)	90%	(342)	380
PID: Dem (no lean)	28%	(181)	72%	(469)	650
PID: Ind (no lean)	21%	(100)	79%	(371)	471
PID: Rep (no lean)	25%	(126)	75%	(381)	507
PID/Gender: Dem Men	33%	(105)	67%	(212)	317
PID/Gender: Dem Women	23%	(75)	77%	(258)	333
PID/Gender: Ind Men	23%	(53)	77%	(177)	229
PID/Gender: Ind Women	20%	(47)	80%	(194)	242
PID/Gender: Rep Men	27%	(65)	73%	(175)	240
PID/Gender: Rep Women	23%	(61)	77%	(206)	267
Ideo: Liberal (1-3)	28%	(144)	72%	(367)	511
Ideo: Moderate (4)	27%	(147)	73%	(405)	553
Ideo: Conservative (5-7)	21%	(97)	79%	(372)	469
Educ: < College	25%	(260)	75%	(783)	1043
Educ: Bachelors degree	26%	(98)	74%	(281)	379
Educ: Post-grad	24%	(49)	76%	(157)	206
Income: Under 50k	26%	(238)	74%	(683)	920
Income: 50k-100k	24%	(122)	76%	(376)	497
Income: 100k+	23%	(48)	77%	(163)	211
Ethnicity: White	22%	(269)	78%	(957)	1226
Ethnicity: Hispanic	36%	(110)	64%	(195)	306
Ethnicity: Black	39%	(89)	61%	(140)	230

Table MCFE12_8: *And have you ever purchased a product that was shown in the following types of online content?*
Nostalgia videos (where a creator discusses products, brands or experiences from their past, most often in relation to childhood)

Demographic	Yes		No		Total N
Adults	25%	(407)	75%	(1221)	1628
Ethnicity: Other	28%	(49)	72%	(123)	172
All Christian	26%	(187)	74%	(544)	731
All Non-Christian	30%	(29)	70%	(70)	99
Atheist	27%	(19)	73%	(53)	72
Agnostic/Nothing in particular	23%	(102)	77%	(338)	440
Something Else	24%	(69)	76%	(218)	286
Religious Non-Protestant/Catholic	31%	(37)	69%	(81)	118
Evangelical	27%	(112)	73%	(298)	411
Non-Evangelical	22%	(128)	78%	(445)	574
Community: Urban	33%	(165)	67%	(336)	500
Community: Suburban	23%	(171)	77%	(575)	745
Community: Rural	19%	(71)	81%	(311)	382
Employ: Private Sector	26%	(145)	74%	(409)	554
Employ: Government	43%	(49)	57%	(65)	114
Employ: Self-Employed	29%	(37)	71%	(93)	130
Employ: Homemaker	21%	(29)	79%	(109)	138
Employ: Student	31%	(19)	69%	(41)	60
Employ: Retired	13%	(42)	87%	(270)	312
Employ: Unemployed	27%	(60)	73%	(160)	220
Employ: Other	25%	(25)	75%	(75)	100
Military HH: Yes	24%	(47)	76%	(146)	194
Military HH: No	25%	(359)	75%	(1075)	1434
RD/WT: Right Direction	33%	(168)	67%	(340)	508
RD/WT: Wrong Track	21%	(239)	79%	(881)	1120
Biden Job Approve	30%	(216)	70%	(500)	716
Biden Job Disapprove	21%	(179)	79%	(667)	846
Biden Job Strongly Approve	33%	(105)	67%	(215)	320
Biden Job Somewhat Approve	28%	(111)	72%	(284)	395
Biden Job Somewhat Disapprove	25%	(66)	75%	(195)	261
Biden Job Strongly Disapprove	19%	(113)	81%	(473)	585

Table MCFE12_8: *And have you ever purchased a product that was shown in the following types of online content?*
Nostalgia videos (where a creator discusses products, brands or experiences from their past, most often in relation to childhood)

Demographic	Yes		No		Total N
Adults	25%	(407)	75%	(1221)	1628
Favorable of Biden	27%	(192)	73%	(513)	705
Unfavorable of Biden	23%	(191)	77%	(653)	844
Very Favorable of Biden	29%	(102)	71%	(246)	348
Somewhat Favorable of Biden	25%	(90)	75%	(267)	357
Somewhat Unfavorable of Biden	26%	(63)	74%	(177)	240
Very Unfavorable of Biden	21%	(128)	79%	(476)	605
#1 Issue: Economy	26%	(187)	74%	(524)	711
#1 Issue: Security	23%	(38)	77%	(129)	167
#1 Issue: Health Care	26%	(33)	74%	(96)	130
#1 Issue: Medicare / Social Security	9%	(14)	91%	(137)	150
#1 Issue: Women's Issues	31%	(78)	69%	(172)	250
#1 Issue: Education	38%	(20)	62%	(32)	52
#1 Issue: Energy	28%	(29)	72%	(73)	102
#1 Issue: Other	13%	(8)	87%	(58)	66
2020 Vote: Joe Biden	26%	(181)	74%	(510)	690
2020 Vote: Donald Trump	24%	(128)	76%	(405)	533
2020 Vote: Other	22%	(11)	78%	(39)	50
2020 Vote: Didn't Vote	25%	(87)	75%	(268)	355
2018 House Vote: Democrat	27%	(149)	73%	(402)	552
2018 House Vote: Republican	24%	(102)	76%	(315)	417
2016 Vote: Hillary Clinton	27%	(136)	73%	(362)	499
2016 Vote: Donald Trump	21%	(97)	79%	(359)	456
2016 Vote: Other	17%	(10)	83%	(50)	61
2016 Vote: Didn't Vote	26%	(160)	74%	(447)	606
Voted in 2014: Yes	24%	(207)	76%	(654)	861
Voted in 2014: No	26%	(200)	74%	(567)	767
4-Region: Northeast	21%	(54)	79%	(210)	264
4-Region: Midwest	23%	(76)	77%	(250)	326
4-Region: South	27%	(171)	73%	(465)	636
4-Region: West	26%	(106)	74%	(296)	402
TikTok Users	32%	(215)	68%	(467)	682

Table MCFE12_8: *And have you ever purchased a product that was shown in the following types of online content?*
Nostalgia videos (where a creator discusses products, brands or experiences from their past, most often in relation to childhood)

Demographic	Yes		No		Total N
Adults	25%	(407)	75%	(1221)	1628
Twitch Users	42%	(81)	58%	(114)	195
2022 Sports Viewers/Attendees	28%	(315)	72%	(805)	1120
Monthly Moviegoers	46%	(133)	54%	(153)	286
Few Times per Year + Moviegoers	35%	(269)	65%	(496)	766
Heard Smile Campaign	44%	(217)	56%	(277)	495
Heard Minion Campaign	45%	(223)	55%	(270)	493
Listens to Podcasts	33%	(313)	67%	(636)	949
Streaming Services User	27%	(380)	73%	(1008)	1387
Netflix User	29%	(342)	71%	(843)	1185
Disney+ User	34%	(278)	66%	(529)	807
Heterosexual or straight	24%	(342)	76%	(1100)	1442
Gay	28%	(15)	72%	(39)	54
Bisexual	36%	(26)	64%	(46)	72
Yes	28%	(18)	72%	(48)	66
No	25%	(388)	75%	(1174)	1562

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

Table MCFE13_1: *Now on a different topicIn general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?*
ATP Tour

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	3%	(68)	9%	(203)	88%	(1938)	2210
Gender: Male	5%	(49)	13%	(134)	83%	(884)	1068
Gender: Female	2%	(19)	6%	(69)	92%	(1054)	1142
Age: 18-34	5%	(34)	12%	(77)	83%	(532)	642
Age: 35-44	5%	(17)	10%	(37)	85%	(312)	365
Age: 45-64	2%	(14)	9%	(61)	89%	(639)	714
Age: 65+	1%	(3)	6%	(29)	93%	(456)	489
GenZers: 1997-2012	4%	(10)	10%	(26)	86%	(220)	256
Millennials: 1981-1996	6%	(36)	12%	(77)	83%	(540)	653
GenXers: 1965-1980	2%	(12)	10%	(58)	87%	(485)	555
Baby Boomers: 1946-1964	1%	(9)	6%	(42)	92%	(622)	673
PID: Dem (no lean)	4%	(37)	11%	(97)	84%	(726)	860
PID: Ind (no lean)	2%	(12)	6%	(41)	92%	(621)	674
PID: Rep (no lean)	3%	(19)	10%	(66)	87%	(591)	676
PID/Gender: Dem Men	6%	(25)	17%	(68)	76%	(301)	394
PID/Gender: Dem Women	3%	(12)	6%	(29)	91%	(425)	465
PID/Gender: Ind Men	3%	(9)	9%	(30)	89%	(306)	345
PID/Gender: Ind Women	1%	(3)	3%	(11)	96%	(315)	329
PID/Gender: Rep Men	4%	(14)	11%	(37)	85%	(277)	328
PID/Gender: Rep Women	1%	(5)	8%	(29)	90%	(314)	348
Ideo: Liberal (1-3)	4%	(26)	12%	(76)	85%	(554)	656
Ideo: Moderate (4)	3%	(26)	10%	(73)	87%	(652)	751
Ideo: Conservative (5-7)	2%	(16)	8%	(52)	90%	(598)	666
Educ: < College	2%	(34)	8%	(114)	90%	(1289)	1437
Educ: Bachelors degree	5%	(23)	13%	(66)	82%	(402)	491
Educ: Post-grad	4%	(11)	9%	(24)	88%	(247)	282
Income: Under 50k	2%	(29)	8%	(102)	90%	(1141)	1271
Income: 50k-100k	3%	(22)	9%	(61)	87%	(573)	656
Income: 100k+	6%	(17)	14%	(41)	79%	(224)	283
Ethnicity: White	2%	(39)	8%	(139)	90%	(1533)	1711
Ethnicity: Hispanic	2%	(9)	11%	(40)	87%	(325)	374
Ethnicity: Black	8%	(23)	14%	(40)	78%	(219)	282

Continued on next page

Table MCFE13_1: *Now on a different topicIn general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?* *ATP Tour*

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	3%	(68)	9%	(203)	88%	(1938)	2210
Ethnicity: Other	3%	(6)	12%	(25)	86%	(186)	217
All Christian	3%	(34)	10%	(101)	87%	(894)	1029
All Non-Christian	5%	(6)	13%	(17)	82%	(106)	129
Atheist	1%	(1)	9%	(8)	91%	(90)	99
Agnostic/Nothing in particular	2%	(14)	8%	(49)	89%	(524)	587
Something Else	4%	(14)	8%	(28)	89%	(324)	365
Religious Non-Protestant/Catholic	4%	(6)	13%	(19)	83%	(128)	154
Evangelical	5%	(27)	10%	(55)	85%	(476)	558
Non-Evangelical	2%	(17)	9%	(69)	89%	(706)	792
Community: Urban	6%	(37)	13%	(84)	81%	(517)	638
Community: Suburban	2%	(23)	9%	(93)	89%	(898)	1014
Community: Rural	1%	(8)	5%	(26)	94%	(524)	558
Employ: Private Sector	6%	(39)	12%	(77)	82%	(538)	654
Employ: Government	3%	(4)	13%	(18)	84%	(114)	136
Employ: Self-Employed	4%	(7)	16%	(26)	80%	(133)	166
Employ: Homemaker	—	(0)	6%	(11)	94%	(179)	190
Employ: Student	2%	(1)	21%	(13)	77%	(48)	62
Employ: Retired	1%	(5)	6%	(36)	93%	(522)	563
Employ: Unemployed	2%	(6)	5%	(15)	93%	(280)	301
Employ: Other	4%	(6)	5%	(7)	90%	(123)	137
Military HH: Yes	1%	(3)	8%	(23)	91%	(258)	283
Military HH: No	3%	(66)	9%	(180)	87%	(1681)	1927
RD/WT: Right Direction	6%	(42)	12%	(81)	82%	(544)	666
RD/WT: Wrong Track	2%	(26)	8%	(123)	90%	(1395)	1544
Biden Job Approve	5%	(45)	11%	(108)	84%	(818)	970
Biden Job Disapprove	2%	(21)	8%	(91)	90%	(1033)	1144
Biden Job Strongly Approve	6%	(28)	13%	(57)	80%	(348)	433
Biden Job Somewhat Approve	3%	(17)	9%	(50)	87%	(470)	537
Biden Job Somewhat Disapprove	3%	(9)	7%	(24)	90%	(307)	339
Biden Job Strongly Disapprove	1%	(12)	8%	(67)	90%	(726)	805

Table MCFE13_1: *Now on a different topicIn general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?*
ATP Tour

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	3%	(68)	9%	(203)	88%	(1938)	2210
Favorable of Biden	4%	(39)	10%	(95)	86%	(834)	969
Unfavorable of Biden	2%	(23)	9%	(103)	89%	(1008)	1134
Very Favorable of Biden	5%	(24)	10%	(50)	85%	(408)	482
Somewhat Favorable of Biden	3%	(16)	9%	(45)	88%	(426)	487
Somewhat Unfavorable of Biden	2%	(7)	9%	(28)	88%	(264)	299
Very Unfavorable of Biden	2%	(16)	9%	(75)	89%	(744)	835
#1 Issue: Economy	4%	(37)	9%	(81)	87%	(795)	913
#1 Issue: Security	3%	(7)	9%	(21)	88%	(214)	243
#1 Issue: Health Care	4%	(7)	17%	(29)	79%	(134)	170
#1 Issue: Medicare / Social Security	2%	(4)	6%	(15)	93%	(246)	266
#1 Issue: Women's Issues	1%	(3)	9%	(27)	90%	(281)	311
#1 Issue: Education	8%	(4)	12%	(7)	80%	(47)	59
#1 Issue: Energy	2%	(3)	13%	(17)	85%	(114)	134
#1 Issue: Other	2%	(2)	4%	(5)	94%	(107)	115
2020 Vote: Joe Biden	4%	(38)	11%	(105)	85%	(802)	945
2020 Vote: Donald Trump	2%	(18)	9%	(66)	89%	(655)	740
2020 Vote: Other	8%	(5)	4%	(3)	88%	(59)	67
2020 Vote: Didn't Vote	1%	(6)	6%	(30)	92%	(422)	459
2018 House Vote: Democrat	4%	(32)	11%	(81)	85%	(642)	755
2018 House Vote: Republican	3%	(15)	9%	(54)	88%	(519)	589
2018 House Vote: Someone else	9%	(4)	5%	(2)	86%	(43)	50
2016 Vote: Hillary Clinton	4%	(29)	11%	(76)	85%	(590)	695
2016 Vote: Donald Trump	3%	(17)	8%	(55)	89%	(584)	656
2016 Vote: Other	6%	(5)	12%	(10)	82%	(70)	86
2016 Vote: Didn't Vote	2%	(18)	8%	(60)	90%	(687)	765
Voted in 2014: Yes	4%	(45)	10%	(128)	86%	(1054)	1227
Voted in 2014: No	2%	(23)	8%	(76)	90%	(885)	983
4-Region: Northeast	3%	(10)	9%	(35)	88%	(338)	383
4-Region: Midwest	3%	(13)	9%	(40)	88%	(403)	456
4-Region: South	4%	(30)	11%	(90)	86%	(724)	844
4-Region: West	3%	(15)	7%	(38)	90%	(474)	527

Continued on next page

Table MCFE13_1: *Now on a different topicIn general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?*
ATP Tour

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	3%	(68)	9%	(203)	88%	(1938)	2210
TikTok Users	5%	(36)	12%	(92)	84%	(664)	793
Twitch Users	12%	(27)	19%	(40)	69%	(148)	216
2022 Sports Viewers/Attendees	4%	(53)	12%	(173)	85%	(1249)	1475
Monthly Moviegoers	10%	(33)	20%	(63)	70%	(224)	320
Few Times per Year + Moviegoers	5%	(47)	15%	(135)	80%	(737)	920
Heard Smile Campaign	8%	(44)	19%	(104)	73%	(402)	551
Heard Minion Campaign	9%	(47)	18%	(100)	73%	(394)	540
Listens to Podcasts	5%	(60)	14%	(157)	81%	(915)	1132
Streaming Services User	4%	(65)	10%	(180)	86%	(1527)	1773
Netflix User	4%	(55)	11%	(158)	85%	(1260)	1474
Disney+ User	5%	(48)	12%	(122)	83%	(814)	984
Heterosexual or straight	3%	(64)	9%	(180)	88%	(1727)	1971
Gay	5%	(3)	9%	(6)	86%	(59)	68
Bisexual	1%	(1)	13%	(11)	86%	(76)	88
Yes	—	(0)	17%	(12)	83%	(59)	70
No	3%	(68)	9%	(192)	88%	(1880)	2140

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

Table MCFE13_2: *Now on a different topicIn general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?*
Esports

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	6%	(133)	15%	(340)	79%	(1737)	2210
Gender: Male	9%	(99)	21%	(224)	70%	(745)	1068
Gender: Female	3%	(35)	10%	(116)	87%	(991)	1142
Age: 18-34	13%	(86)	31%	(197)	56%	(359)	642
Age: 35-44	10%	(37)	20%	(72)	70%	(257)	365
Age: 45-64	1%	(11)	8%	(55)	91%	(648)	714
Age: 65+	—	(0)	3%	(16)	97%	(473)	489
GenZers: 1997-2012	15%	(39)	29%	(75)	56%	(143)	256
Millennials: 1981-1996	12%	(80)	26%	(170)	62%	(404)	653
GenXers: 1965-1980	2%	(13)	13%	(74)	84%	(468)	555
Baby Boomers: 1946-1964	—	(2)	3%	(19)	97%	(651)	673
PID: Dem (no lean)	8%	(67)	16%	(141)	76%	(652)	860
PID: Ind (no lean)	3%	(23)	16%	(109)	80%	(542)	674
PID: Rep (no lean)	6%	(43)	13%	(90)	80%	(542)	676
PID/Gender: Dem Men	11%	(45)	25%	(100)	63%	(249)	394
PID/Gender: Dem Women	5%	(22)	9%	(41)	87%	(403)	465
PID/Gender: Ind Men	6%	(20)	21%	(73)	73%	(252)	345
PID/Gender: Ind Women	1%	(4)	11%	(35)	88%	(290)	329
PID/Gender: Rep Men	10%	(34)	15%	(50)	74%	(244)	328
PID/Gender: Rep Women	3%	(9)	12%	(40)	86%	(298)	348
Ideo: Liberal (1-3)	8%	(50)	17%	(109)	76%	(496)	656
Ideo: Moderate (4)	6%	(49)	18%	(137)	75%	(566)	751
Ideo: Conservative (5-7)	5%	(30)	12%	(78)	84%	(558)	666
Educ: < College	5%	(76)	15%	(221)	79%	(1141)	1437
Educ: Bachelors degree	7%	(33)	17%	(83)	76%	(375)	491
Educ: Post-grad	9%	(25)	13%	(36)	78%	(221)	282
Income: Under 50k	5%	(63)	16%	(206)	79%	(1002)	1271
Income: 50k-100k	6%	(42)	14%	(89)	80%	(524)	656
Income: 100k+	10%	(28)	16%	(45)	74%	(210)	283
Ethnicity: White	5%	(80)	13%	(215)	83%	(1416)	1711
Ethnicity: Hispanic	8%	(30)	29%	(109)	63%	(235)	374
Ethnicity: Black	14%	(40)	21%	(60)	64%	(182)	282

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Table MCFE13_2: *Now on a different topicIn general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?* *Esports*

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	6%	(133)	15%	(340)	79%	(1737)	2210
Ethnicity: Other	6%	(13)	30%	(65)	64%	(139)	217
All Christian	5%	(48)	14%	(147)	81%	(834)	1029
All Non-Christian	13%	(17)	13%	(17)	74%	(95)	129
Atheist	3%	(3)	13%	(13)	84%	(83)	99
Agnostic/Nothing in particular	6%	(37)	16%	(97)	77%	(454)	587
Something Else	8%	(29)	18%	(66)	74%	(270)	365
Religious Non-Protestant/Catholic	11%	(18)	14%	(21)	75%	(115)	154
Evangelical	8%	(47)	15%	(85)	76%	(426)	558
Non-Evangelical	3%	(27)	15%	(121)	81%	(644)	792
Community: Urban	11%	(69)	22%	(138)	68%	(431)	638
Community: Suburban	4%	(43)	14%	(143)	82%	(828)	1014
Community: Rural	4%	(21)	11%	(59)	86%	(478)	558
Employ: Private Sector	11%	(71)	21%	(135)	68%	(448)	654
Employ: Government	12%	(17)	20%	(28)	67%	(92)	136
Employ: Self-Employed	9%	(15)	18%	(31)	73%	(121)	166
Employ: Homemaker	2%	(5)	12%	(23)	86%	(163)	190
Employ: Student	9%	(6)	35%	(22)	56%	(35)	62
Employ: Retired	—	(1)	4%	(22)	96%	(540)	563
Employ: Unemployed	3%	(8)	21%	(64)	76%	(229)	301
Employ: Other	9%	(12)	12%	(16)	80%	(109)	137
Military HH: Yes	3%	(7)	17%	(48)	81%	(228)	283
Military HH: No	7%	(126)	15%	(292)	78%	(1508)	1927
RD/WT: Right Direction	12%	(82)	20%	(130)	68%	(454)	666
RD/WT: Wrong Track	3%	(52)	14%	(210)	83%	(1282)	1544
Biden Job Approve	9%	(87)	17%	(168)	74%	(715)	970
Biden Job Disapprove	4%	(43)	14%	(156)	83%	(944)	1144
Biden Job Strongly Approve	13%	(58)	17%	(73)	70%	(301)	433
Biden Job Somewhat Approve	5%	(29)	18%	(95)	77%	(414)	537
Biden Job Somewhat Disapprove	6%	(20)	17%	(58)	77%	(261)	339
Biden Job Strongly Disapprove	3%	(23)	12%	(99)	85%	(683)	805

Table MCFE13_2: *Now on a different topicIn general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?*
Esports

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	6%	(133)	15%	(340)	79%	(1737)	2210
Favorable of Biden	8%	(76)	16%	(152)	76%	(741)	969
Unfavorable of Biden	4%	(49)	15%	(166)	81%	(919)	1134
Very Favorable of Biden	11%	(51)	15%	(71)	75%	(360)	482
Somewhat Favorable of Biden	5%	(25)	17%	(81)	78%	(381)	487
Somewhat Unfavorable of Biden	7%	(19)	20%	(58)	74%	(221)	299
Very Unfavorable of Biden	4%	(30)	13%	(108)	84%	(698)	835
#1 Issue: Economy	7%	(65)	17%	(154)	76%	(693)	913
#1 Issue: Security	4%	(10)	13%	(31)	83%	(202)	243
#1 Issue: Health Care	7%	(11)	23%	(38)	71%	(120)	170
#1 Issue: Medicare / Social Security	2%	(6)	4%	(10)	94%	(250)	266
#1 Issue: Women's Issues	8%	(25)	14%	(45)	78%	(241)	311
#1 Issue: Education	8%	(5)	31%	(19)	61%	(36)	59
#1 Issue: Energy	6%	(8)	23%	(31)	71%	(95)	134
#1 Issue: Other	3%	(3)	10%	(12)	87%	(99)	115
2020 Vote: Joe Biden	8%	(74)	15%	(141)	77%	(729)	945
2020 Vote: Donald Trump	5%	(34)	15%	(109)	81%	(597)	740
2020 Vote: Other	6%	(4)	19%	(13)	75%	(50)	67
2020 Vote: Didn't Vote	5%	(21)	17%	(77)	79%	(360)	459
2018 House Vote: Democrat	8%	(61)	15%	(110)	77%	(584)	755
2018 House Vote: Republican	4%	(24)	12%	(70)	84%	(495)	589
2018 House Vote: Someone else	6%	(3)	26%	(13)	68%	(34)	50
2016 Vote: Hillary Clinton	7%	(51)	13%	(90)	80%	(554)	695
2016 Vote: Donald Trump	5%	(32)	12%	(79)	83%	(546)	656
2016 Vote: Other	4%	(4)	16%	(14)	79%	(68)	86
2016 Vote: Didn't Vote	6%	(46)	20%	(156)	74%	(562)	765
Voted in 2014: Yes	6%	(70)	12%	(150)	82%	(1007)	1227
Voted in 2014: No	7%	(64)	19%	(190)	74%	(730)	983
4-Region: Northeast	7%	(27)	12%	(45)	81%	(310)	383
4-Region: Midwest	4%	(19)	13%	(59)	83%	(379)	456
4-Region: South	6%	(51)	17%	(143)	77%	(650)	844
4-Region: West	7%	(36)	18%	(93)	76%	(398)	527

Table MCFE13_2: *Now on a different topicIn general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following? Esports*

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	6%	(133)	15%	(340)	79%	(1737)	2210
TikTok Users	11%	(91)	23%	(184)	65%	(518)	793
Twitch Users	27%	(58)	41%	(87)	33%	(70)	216
2022 Sports Viewers/Attendees	8%	(112)	19%	(276)	74%	(1087)	1475
Monthly Moviegoers	18%	(59)	27%	(85)	55%	(177)	320
Few Times per Year + Moviegoers	11%	(99)	22%	(199)	68%	(622)	920
Heard Smile Campaign	18%	(98)	28%	(153)	55%	(300)	551
Heard Minion Campaign	19%	(102)	30%	(164)	51%	(274)	540
Listens to Podcasts	10%	(118)	23%	(263)	66%	(751)	1132
Streaming Services User	7%	(131)	19%	(331)	74%	(1311)	1773
Netflix User	8%	(116)	20%	(295)	72%	(1063)	1474
Disney+ User	11%	(105)	22%	(218)	67%	(661)	984
Heterosexual or straight	6%	(121)	15%	(286)	79%	(1564)	1971
Gay	2%	(2)	22%	(15)	75%	(51)	68
Bisexual	6%	(6)	25%	(22)	69%	(61)	88
Yes	7%	(5)	30%	(21)	63%	(44)	70
No	6%	(129)	15%	(319)	79%	(1693)	2140

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

Table MCFE13_3: *Now on a different topicIn general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?*
Formula 1

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	5%	(102)	19%	(417)	76%	(1690)	2210
Gender: Male	6%	(64)	24%	(259)	70%	(745)	1068
Gender: Female	3%	(39)	14%	(158)	83%	(946)	1142
Age: 18-34	7%	(47)	18%	(117)	74%	(478)	642
Age: 35-44	6%	(22)	21%	(76)	73%	(267)	365
Age: 45-64	4%	(26)	19%	(137)	77%	(551)	714
Age: 65+	1%	(7)	18%	(87)	81%	(394)	489
GenZers: 1997-2012	9%	(22)	17%	(43)	74%	(191)	256
Millennials: 1981-1996	7%	(43)	19%	(126)	74%	(484)	653
GenXers: 1965-1980	4%	(21)	21%	(114)	76%	(420)	555
Baby Boomers: 1946-1964	2%	(16)	18%	(123)	79%	(535)	673
PID: Dem (no lean)	5%	(45)	18%	(155)	77%	(660)	860
PID: Ind (no lean)	3%	(19)	17%	(115)	80%	(540)	674
PID: Rep (no lean)	6%	(38)	22%	(148)	72%	(490)	676
PID/Gender: Dem Men	7%	(29)	25%	(97)	68%	(268)	394
PID/Gender: Dem Women	3%	(16)	12%	(58)	84%	(392)	465
PID/Gender: Ind Men	4%	(13)	20%	(68)	77%	(264)	345
PID/Gender: Ind Women	2%	(6)	14%	(46)	84%	(276)	329
PID/Gender: Rep Men	7%	(21)	29%	(94)	65%	(213)	328
PID/Gender: Rep Women	5%	(17)	15%	(54)	80%	(277)	348
Ideo: Liberal (1-3)	5%	(34)	17%	(112)	78%	(509)	656
Ideo: Moderate (4)	4%	(33)	22%	(163)	74%	(555)	751
Ideo: Conservative (5-7)	5%	(33)	19%	(126)	76%	(507)	666
Educ: < College	4%	(65)	17%	(251)	78%	(1122)	1437
Educ: Bachelors degree	5%	(26)	22%	(106)	73%	(358)	491
Educ: Post-grad	4%	(11)	22%	(61)	74%	(210)	282
Income: Under 50k	4%	(50)	17%	(217)	79%	(1004)	1271
Income: 50k-100k	6%	(36)	21%	(139)	73%	(481)	656
Income: 100k+	6%	(16)	22%	(61)	73%	(205)	283
Ethnicity: White	4%	(76)	19%	(333)	76%	(1301)	1711
Ethnicity: Hispanic	7%	(26)	17%	(64)	76%	(285)	374
Ethnicity: Black	6%	(16)	17%	(47)	78%	(219)	282

Table MCFE13_3: *Now on a different topicIn general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following? Formula 1*

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	5%	(102)	19%	(417)	76%	(1690)	2210
Ethnicity: Other	5%	(10)	17%	(38)	78%	(170)	217
All Christian	5%	(48)	20%	(209)	75%	(772)	1029
All Non-Christian	4%	(5)	16%	(20)	80%	(104)	129
Atheist	5%	(5)	21%	(21)	75%	(74)	99
Agnostic/Nothing in particular	4%	(23)	17%	(102)	79%	(463)	587
Something Else	6%	(22)	18%	(66)	76%	(278)	365
Religious Non-Protestant/Catholic	5%	(7)	13%	(20)	82%	(126)	154
Evangelical	5%	(29)	20%	(111)	75%	(418)	558
Non-Evangelical	4%	(35)	20%	(157)	76%	(600)	792
Community: Urban	7%	(42)	22%	(138)	72%	(458)	638
Community: Suburban	5%	(48)	19%	(197)	76%	(769)	1014
Community: Rural	2%	(12)	15%	(83)	83%	(463)	558
Employ: Private Sector	7%	(49)	23%	(152)	69%	(454)	654
Employ: Government	3%	(5)	24%	(33)	72%	(99)	136
Employ: Self-Employed	7%	(12)	25%	(41)	68%	(113)	166
Employ: Homemaker	2%	(5)	8%	(15)	90%	(170)	190
Employ: Student	9%	(6)	17%	(10)	74%	(46)	62
Employ: Retired	2%	(9)	19%	(106)	80%	(448)	563
Employ: Unemployed	4%	(13)	11%	(34)	84%	(255)	301
Employ: Other	3%	(4)	20%	(27)	78%	(106)	137
Military HH: Yes	3%	(9)	22%	(63)	74%	(211)	283
Military HH: No	5%	(93)	18%	(354)	77%	(1479)	1927
RD/WT: Right Direction	9%	(62)	21%	(139)	70%	(465)	666
RD/WT: Wrong Track	3%	(40)	18%	(279)	79%	(1225)	1544
Biden Job Approve	6%	(60)	19%	(181)	75%	(730)	970
Biden Job Disapprove	4%	(41)	19%	(218)	77%	(885)	1144
Biden Job Strongly Approve	9%	(40)	19%	(83)	71%	(309)	433
Biden Job Somewhat Approve	4%	(19)	18%	(98)	78%	(420)	537
Biden Job Somewhat Disapprove	3%	(11)	17%	(59)	79%	(268)	339
Biden Job Strongly Disapprove	4%	(30)	20%	(159)	77%	(617)	805

Table MCFE13_3: *Now on a different topicIn general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?* *Formula 1*

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	5%	(102)	19%	(417)	76%	(1690)	2210
Favorable of Biden	6%	(56)	17%	(169)	77%	(744)	969
Unfavorable of Biden	3%	(39)	20%	(231)	76%	(863)	1134
Very Favorable of Biden	7%	(34)	19%	(91)	74%	(357)	482
Somewhat Favorable of Biden	5%	(22)	16%	(77)	80%	(388)	487
Somewhat Unfavorable of Biden	3%	(9)	17%	(51)	80%	(239)	299
Very Unfavorable of Biden	4%	(31)	22%	(181)	75%	(624)	835
#1 Issue: Economy	4%	(39)	22%	(200)	74%	(673)	913
#1 Issue: Security	8%	(20)	14%	(35)	77%	(187)	243
#1 Issue: Health Care	7%	(12)	24%	(40)	69%	(118)	170
#1 Issue: Medicare / Social Security	4%	(11)	14%	(38)	82%	(217)	266
#1 Issue: Women's Issues	3%	(11)	11%	(34)	86%	(267)	311
#1 Issue: Education	8%	(4)	16%	(10)	76%	(45)	59
#1 Issue: Energy	2%	(3)	27%	(36)	70%	(94)	134
#1 Issue: Other	2%	(2)	21%	(24)	77%	(89)	115
2020 Vote: Joe Biden	5%	(50)	18%	(173)	76%	(722)	945
2020 Vote: Donald Trump	5%	(39)	21%	(156)	74%	(545)	740
2020 Vote: Other	4%	(3)	26%	(17)	70%	(47)	67
2020 Vote: Didn't Vote	2%	(11)	15%	(71)	82%	(376)	459
2018 House Vote: Democrat	5%	(36)	19%	(142)	76%	(577)	755
2018 House Vote: Republican	5%	(32)	22%	(128)	73%	(429)	589
2018 House Vote: Someone else	10%	(5)	26%	(13)	64%	(32)	50
2016 Vote: Hillary Clinton	5%	(37)	18%	(127)	76%	(531)	695
2016 Vote: Donald Trump	5%	(32)	22%	(143)	73%	(480)	656
2016 Vote: Other	4%	(3)	22%	(19)	74%	(64)	86
2016 Vote: Didn't Vote	4%	(30)	16%	(124)	80%	(610)	765
Voted in 2014: Yes	5%	(66)	20%	(244)	75%	(917)	1227
Voted in 2014: No	4%	(37)	18%	(174)	79%	(773)	983
4-Region: Northeast	5%	(20)	16%	(60)	79%	(303)	383
4-Region: Midwest	4%	(19)	15%	(69)	81%	(368)	456
4-Region: South	4%	(38)	20%	(171)	75%	(636)	844
4-Region: West	5%	(25)	22%	(118)	73%	(384)	527

Table MCFE13_3: *Now on a different topicIn general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?*
Formula 1

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	5%	(102)	19%	(417)	76%	(1690)	2210
TikTok Users	6%	(49)	22%	(178)	71%	(566)	793
Twitch Users	14%	(30)	31%	(67)	55%	(119)	216
2022 Sports Viewers/Attendees	6%	(84)	22%	(328)	72%	(1063)	1475
Monthly Moviegoers	12%	(37)	34%	(109)	54%	(174)	320
Few Times per Year + Moviegoers	8%	(69)	27%	(246)	66%	(604)	920
Heard Smile Campaign	12%	(66)	26%	(144)	62%	(342)	551
Heard Minion Campaign	12%	(63)	26%	(139)	63%	(338)	540
Listens to Podcasts	8%	(88)	24%	(274)	68%	(769)	1132
Streaming Services User	6%	(98)	20%	(361)	74%	(1314)	1773
Netflix User	6%	(84)	20%	(295)	74%	(1095)	1474
Disney+ User	7%	(66)	21%	(203)	73%	(715)	984
Heterosexual or straight	5%	(97)	19%	(378)	76%	(1495)	1971
Gay	3%	(2)	20%	(14)	77%	(52)	68
Bisexual	2%	(2)	18%	(16)	80%	(70)	88
Yes	5%	(4)	26%	(19)	68%	(48)	70
No	5%	(99)	19%	(399)	77%	(1642)	2140

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

Table MCFE13_4: *Now on a different topicIn general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?*
IndyCar

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	5%	(109)	19%	(410)	77%	(1692)	2210
Gender: Male	6%	(67)	22%	(237)	71%	(763)	1068
Gender: Female	4%	(41)	15%	(173)	81%	(929)	1142
Age: 18-34	6%	(41)	15%	(96)	79%	(505)	642
Age: 35-44	8%	(28)	16%	(60)	76%	(277)	365
Age: 45-64	4%	(30)	21%	(147)	75%	(537)	714
Age: 65+	2%	(9)	22%	(107)	76%	(373)	489
GenZers: 1997-2012	7%	(18)	12%	(31)	81%	(207)	256
Millennials: 1981-1996	6%	(40)	17%	(113)	76%	(499)	653
GenXers: 1965-1980	5%	(28)	19%	(107)	76%	(420)	555
Baby Boomers: 1946-1964	3%	(22)	20%	(136)	77%	(516)	673
PID: Dem (no lean)	5%	(45)	17%	(150)	77%	(665)	860
PID: Ind (no lean)	2%	(16)	16%	(110)	81%	(549)	674
PID: Rep (no lean)	7%	(47)	22%	(150)	71%	(479)	676
PID/Gender: Dem Men	9%	(34)	22%	(86)	70%	(275)	394
PID/Gender: Dem Women	2%	(11)	14%	(64)	84%	(390)	465
PID/Gender: Ind Men	2%	(8)	18%	(62)	80%	(275)	345
PID/Gender: Ind Women	2%	(8)	14%	(48)	83%	(274)	329
PID/Gender: Rep Men	8%	(25)	27%	(89)	65%	(214)	328
PID/Gender: Rep Women	6%	(22)	18%	(61)	76%	(265)	348
Ideo: Liberal (1-3)	5%	(35)	17%	(109)	78%	(513)	656
Ideo: Moderate (4)	4%	(31)	20%	(151)	76%	(568)	751
Ideo: Conservative (5-7)	6%	(39)	20%	(135)	74%	(492)	666
Educ: < College	5%	(77)	18%	(256)	77%	(1104)	1437
Educ: Bachelors degree	3%	(15)	19%	(92)	78%	(383)	491
Educ: Post-grad	6%	(16)	22%	(61)	73%	(205)	282
Income: Under 50k	5%	(58)	19%	(240)	77%	(974)	1271
Income: 50k-100k	5%	(33)	17%	(114)	78%	(509)	656
Income: 100k+	6%	(18)	20%	(56)	74%	(209)	283
Ethnicity: White	5%	(80)	19%	(329)	76%	(1302)	1711
Ethnicity: Hispanic	5%	(19)	14%	(54)	81%	(301)	374
Ethnicity: Black	6%	(18)	16%	(46)	77%	(218)	282

Table MCFE13_4: *Now on a different topicIn general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?*
IndyCar

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	5%	(109)	19%	(410)	77%	(1692)	2210
Ethnicity: Other	5%	(11)	16%	(35)	79%	(172)	217
All Christian	5%	(53)	21%	(220)	73%	(756)	1029
All Non-Christian	5%	(6)	17%	(21)	79%	(101)	129
Atheist	3%	(3)	12%	(12)	85%	(85)	99
Agnostic/Nothing in particular	3%	(21)	17%	(99)	80%	(468)	587
Something Else	7%	(25)	16%	(57)	77%	(283)	365
Religious Non-Protestant/Catholic	5%	(7)	17%	(26)	78%	(120)	154
Evangelical	7%	(39)	20%	(112)	73%	(408)	558
Non-Evangelical	5%	(37)	20%	(154)	76%	(600)	792
Community: Urban	7%	(42)	19%	(122)	74%	(474)	638
Community: Suburban	5%	(49)	18%	(187)	77%	(779)	1014
Community: Rural	3%	(18)	18%	(101)	79%	(439)	558
Employ: Private Sector	7%	(46)	21%	(135)	72%	(473)	654
Employ: Government	5%	(7)	13%	(18)	81%	(111)	136
Employ: Self-Employed	7%	(12)	22%	(37)	70%	(117)	166
Employ: Homemaker	3%	(6)	11%	(21)	86%	(163)	190
Employ: Student	7%	(5)	13%	(8)	79%	(49)	62
Employ: Retired	2%	(13)	22%	(126)	75%	(424)	563
Employ: Unemployed	4%	(13)	11%	(32)	85%	(256)	301
Employ: Other	5%	(7)	23%	(32)	72%	(99)	137
Military HH: Yes	3%	(8)	25%	(71)	72%	(204)	283
Military HH: No	5%	(100)	18%	(339)	77%	(1488)	1927
RD/WT: Right Direction	8%	(51)	20%	(130)	73%	(485)	666
RD/WT: Wrong Track	4%	(57)	18%	(279)	78%	(1207)	1544
Biden Job Approve	6%	(60)	17%	(165)	77%	(745)	970
Biden Job Disapprove	4%	(47)	20%	(228)	76%	(869)	1144
Biden Job Strongly Approve	9%	(41)	20%	(86)	71%	(306)	433
Biden Job Somewhat Approve	4%	(20)	15%	(78)	82%	(439)	537
Biden Job Somewhat Disapprove	3%	(10)	16%	(55)	81%	(274)	339
Biden Job Strongly Disapprove	5%	(37)	21%	(173)	74%	(595)	805

Table MCFE13_4: *Now on a different topicIn general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?*
IndyCar

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	5%	(109)	19%	(410)	77%	(1692)	2210
Favorable of Biden	5%	(51)	16%	(158)	78%	(760)	969
Unfavorable of Biden	5%	(54)	21%	(235)	75%	(845)	1134
Very Favorable of Biden	6%	(28)	20%	(96)	74%	(358)	482
Somewhat Favorable of Biden	5%	(22)	13%	(63)	83%	(402)	487
Somewhat Unfavorable of Biden	4%	(11)	16%	(47)	81%	(241)	299
Very Unfavorable of Biden	5%	(42)	23%	(188)	72%	(605)	835
#1 Issue: Economy	5%	(41)	19%	(175)	76%	(697)	913
#1 Issue: Security	5%	(13)	21%	(51)	74%	(178)	243
#1 Issue: Health Care	8%	(14)	24%	(41)	68%	(115)	170
#1 Issue: Medicare / Social Security	4%	(9)	17%	(45)	80%	(211)	266
#1 Issue: Women's Issues	5%	(15)	10%	(31)	86%	(266)	311
#1 Issue: Education	12%	(7)	16%	(10)	72%	(43)	59
#1 Issue: Energy	5%	(7)	24%	(32)	70%	(94)	134
#1 Issue: Other	2%	(2)	22%	(25)	76%	(87)	115
2020 Vote: Joe Biden	5%	(48)	17%	(159)	78%	(738)	945
2020 Vote: Donald Trump	6%	(46)	22%	(162)	72%	(531)	740
2020 Vote: Other	3%	(2)	26%	(18)	70%	(47)	67
2020 Vote: Didn't Vote	3%	(12)	15%	(71)	82%	(376)	459
2018 House Vote: Democrat	5%	(38)	17%	(132)	78%	(586)	755
2018 House Vote: Republican	6%	(37)	25%	(148)	69%	(404)	589
2018 House Vote: Someone else	8%	(4)	24%	(12)	68%	(33)	50
2016 Vote: Hillary Clinton	6%	(38)	16%	(114)	78%	(543)	695
2016 Vote: Donald Trump	6%	(37)	25%	(163)	69%	(455)	656
2016 Vote: Other	5%	(4)	27%	(23)	68%	(59)	86
2016 Vote: Didn't Vote	4%	(28)	14%	(109)	82%	(628)	765
Voted in 2014: Yes	6%	(69)	22%	(274)	72%	(884)	1227
Voted in 2014: No	4%	(40)	14%	(136)	82%	(808)	983
4-Region: Northeast	4%	(16)	15%	(58)	81%	(308)	383
4-Region: Midwest	5%	(24)	18%	(83)	76%	(349)	456
4-Region: South	5%	(45)	20%	(169)	75%	(631)	844
4-Region: West	4%	(23)	19%	(99)	77%	(404)	527

Table MCFE13_4: *Now on a different topicIn general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?*
IndyCar

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	5%	(109)	19%	(410)	77%	(1692)	2210
TikTok Users	7%	(56)	20%	(160)	73%	(577)	793
Twitch Users	15%	(32)	26%	(56)	59%	(128)	216
2022 Sports Viewers/Attendees	6%	(91)	22%	(332)	71%	(1052)	1475
Monthly Moviegoers	13%	(41)	28%	(90)	59%	(189)	320
Few Times per Year + Moviegoers	8%	(76)	24%	(219)	68%	(626)	920
Heard Smile Campaign	12%	(67)	23%	(126)	65%	(358)	551
Heard Minion Campaign	12%	(66)	22%	(119)	66%	(355)	540
Listens to Podcasts	8%	(85)	23%	(264)	69%	(782)	1132
Streaming Services User	6%	(101)	19%	(337)	75%	(1335)	1773
Netflix User	6%	(90)	19%	(280)	75%	(1104)	1474
Disney+ User	8%	(80)	20%	(195)	72%	(709)	984
Heterosexual or straight	5%	(99)	19%	(379)	76%	(1493)	1971
Gay	6%	(4)	14%	(10)	80%	(54)	68
Bisexual	4%	(3)	19%	(16)	78%	(69)	88
Yes	4%	(3)	17%	(12)	79%	(55)	70
No	5%	(106)	19%	(398)	76%	(1636)	2140

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

Table MCFE13_5: *Now on a different topicIn general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?*
LPGA Tour

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	3%	(75)	14%	(304)	83%	(1832)	2210
Gender: Male	5%	(49)	18%	(195)	77%	(824)	1068
Gender: Female	2%	(26)	10%	(109)	88%	(1007)	1142
Age: 18-34	5%	(35)	13%	(82)	82%	(526)	642
Age: 35-44	4%	(14)	15%	(56)	81%	(296)	365
Age: 45-64	2%	(14)	14%	(100)	84%	(600)	714
Age: 65+	3%	(12)	14%	(66)	84%	(410)	489
GenZers: 1997-2012	5%	(14)	11%	(29)	83%	(214)	256
Millennials: 1981-1996	5%	(32)	14%	(94)	81%	(527)	653
GenXers: 1965-1980	2%	(12)	12%	(68)	86%	(475)	555
Baby Boomers: 1946-1964	2%	(16)	15%	(101)	83%	(556)	673
PID: Dem (no lean)	4%	(33)	16%	(136)	80%	(691)	860
PID: Ind (no lean)	2%	(11)	11%	(73)	88%	(591)	674
PID: Rep (no lean)	5%	(31)	14%	(95)	81%	(551)	676
PID/Gender: Dem Men	6%	(23)	21%	(85)	73%	(286)	394
PID/Gender: Dem Women	2%	(10)	11%	(51)	87%	(405)	465
PID/Gender: Ind Men	2%	(6)	15%	(51)	83%	(288)	345
PID/Gender: Ind Women	1%	(4)	7%	(23)	92%	(302)	329
PID/Gender: Rep Men	6%	(19)	18%	(59)	76%	(250)	328
PID/Gender: Rep Women	4%	(12)	10%	(35)	86%	(300)	348
Ideo: Liberal (1-3)	4%	(26)	14%	(91)	82%	(539)	656
Ideo: Moderate (4)	4%	(27)	17%	(124)	80%	(600)	751
Ideo: Conservative (5-7)	3%	(22)	13%	(84)	84%	(561)	666
Educ: < College	3%	(39)	12%	(173)	85%	(1225)	1437
Educ: Bachelors degree	5%	(26)	17%	(81)	78%	(383)	491
Educ: Post-grad	3%	(9)	17%	(49)	79%	(224)	282
Income: Under 50k	2%	(31)	11%	(145)	86%	(1095)	1271
Income: 50k-100k	3%	(23)	14%	(94)	82%	(539)	656
Income: 100k+	7%	(21)	23%	(64)	70%	(197)	283
Ethnicity: White	3%	(48)	13%	(220)	84%	(1442)	1711
Ethnicity: Hispanic	4%	(15)	14%	(53)	82%	(305)	374
Ethnicity: Black	7%	(19)	19%	(53)	75%	(211)	282

Table MCFE13_5: *Now on a different topicIn general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?*
LPGA Tour

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	3%	(75)	14%	(304)	83%	(1832)	2210
Ethnicity: Other	4%	(8)	14%	(30)	82%	(179)	217
All Christian	4%	(46)	15%	(159)	80%	(824)	1029
All Non-Christian	3%	(3)	19%	(24)	79%	(101)	129
Atheist	2%	(2)	14%	(14)	84%	(84)	99
Agnostic/Nothing in particular	2%	(11)	11%	(65)	87%	(511)	587
Something Else	3%	(12)	11%	(41)	85%	(312)	365
Religious Non-Protestant/Catholic	2%	(3)	17%	(26)	81%	(125)	154
Evangelical	6%	(36)	13%	(74)	80%	(448)	558
Non-Evangelical	3%	(20)	15%	(122)	82%	(650)	792
Community: Urban	6%	(40)	17%	(106)	77%	(491)	638
Community: Suburban	3%	(28)	14%	(145)	83%	(841)	1014
Community: Rural	1%	(6)	9%	(52)	89%	(499)	558
Employ: Private Sector	5%	(32)	19%	(123)	76%	(499)	654
Employ: Government	6%	(9)	11%	(15)	83%	(113)	136
Employ: Self-Employed	7%	(12)	18%	(30)	75%	(125)	166
Employ: Homemaker	2%	(3)	5%	(9)	94%	(178)	190
Employ: Student	2%	(1)	15%	(9)	82%	(51)	62
Employ: Retired	2%	(10)	14%	(76)	85%	(477)	563
Employ: Unemployed	1%	(4)	7%	(22)	91%	(275)	301
Employ: Other	3%	(4)	14%	(19)	83%	(114)	137
Military HH: Yes	5%	(14)	12%	(34)	83%	(236)	283
Military HH: No	3%	(61)	14%	(270)	83%	(1596)	1927
RD/WT: Right Direction	7%	(49)	16%	(106)	77%	(511)	666
RD/WT: Wrong Track	2%	(25)	13%	(197)	86%	(1321)	1544
Biden Job Approve	5%	(51)	15%	(143)	80%	(776)	970
Biden Job Disapprove	2%	(24)	13%	(153)	85%	(967)	1144
Biden Job Strongly Approve	8%	(34)	17%	(73)	75%	(326)	433
Biden Job Somewhat Approve	3%	(17)	13%	(70)	84%	(450)	537
Biden Job Somewhat Disapprove	2%	(6)	12%	(42)	86%	(291)	339
Biden Job Strongly Disapprove	2%	(18)	14%	(112)	84%	(676)	805

Continued on next page

Table MCFE13_5: *Now on a different topicIn general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?*
LPGA Tour

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	3%	(75)	14%	(304)	83%	(1832)	2210
Favorable of Biden	4%	(43)	14%	(134)	82%	(793)	969
Unfavorable of Biden	3%	(29)	14%	(159)	83%	(946)	1134
Very Favorable of Biden	5%	(26)	15%	(74)	79%	(382)	482
Somewhat Favorable of Biden	3%	(17)	12%	(59)	84%	(411)	487
Somewhat Unfavorable of Biden	3%	(9)	13%	(39)	84%	(251)	299
Very Unfavorable of Biden	2%	(20)	14%	(119)	83%	(695)	835
#1 Issue: Economy	3%	(31)	14%	(130)	82%	(752)	913
#1 Issue: Security	2%	(5)	17%	(42)	81%	(196)	243
#1 Issue: Health Care	10%	(17)	12%	(20)	79%	(134)	170
#1 Issue: Medicare / Social Security	2%	(4)	11%	(30)	87%	(231)	266
#1 Issue: Women's Issues	2%	(5)	11%	(34)	88%	(272)	311
#1 Issue: Education	3%	(2)	23%	(14)	74%	(44)	59
#1 Issue: Energy	6%	(8)	13%	(17)	82%	(109)	134
#1 Issue: Other	3%	(3)	16%	(18)	81%	(93)	115
2020 Vote: Joe Biden	4%	(38)	16%	(150)	80%	(757)	945
2020 Vote: Donald Trump	4%	(29)	14%	(105)	82%	(606)	740
2020 Vote: Other	—	(0)	20%	(13)	80%	(54)	67
2020 Vote: Didn't Vote	2%	(8)	8%	(36)	90%	(415)	459
2018 House Vote: Democrat	4%	(32)	15%	(116)	80%	(607)	755
2018 House Vote: Republican	5%	(27)	15%	(89)	80%	(474)	589
2018 House Vote: Someone else	3%	(2)	13%	(6)	84%	(41)	50
2016 Vote: Hillary Clinton	4%	(28)	16%	(109)	80%	(558)	695
2016 Vote: Donald Trump	4%	(27)	14%	(92)	82%	(537)	656
2016 Vote: Other	3%	(2)	15%	(13)	82%	(70)	86
2016 Vote: Didn't Vote	2%	(16)	11%	(87)	86%	(661)	765
Voted in 2014: Yes	4%	(48)	15%	(190)	81%	(988)	1227
Voted in 2014: No	3%	(26)	12%	(114)	86%	(843)	983
4-Region: Northeast	4%	(17)	12%	(45)	84%	(321)	383
4-Region: Midwest	3%	(12)	13%	(61)	84%	(384)	456
4-Region: South	4%	(33)	16%	(133)	80%	(679)	844
4-Region: West	3%	(14)	12%	(65)	85%	(448)	527

Table MCFE13_5: *Now on a different topicIn general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?*
LPGA Tour

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	3%	(75)	14%	(304)	83%	(1832)	2210
TikTok Users	5%	(38)	16%	(125)	79%	(630)	793
Twitch Users	12%	(27)	25%	(53)	63%	(136)	216
2022 Sports Viewers/Attendees	4%	(64)	18%	(268)	77%	(1143)	1475
Monthly Moviegoers	11%	(35)	23%	(73)	66%	(213)	320
Few Times per Year + Moviegoers	6%	(51)	19%	(171)	76%	(698)	920
Heard Smile Campaign	9%	(50)	21%	(117)	70%	(385)	551
Heard Minion Campaign	9%	(49)	22%	(120)	69%	(372)	540
Listens to Podcasts	5%	(61)	18%	(207)	76%	(864)	1132
Streaming Services User	4%	(68)	14%	(256)	82%	(1449)	1773
Netflix User	4%	(64)	15%	(215)	81%	(1195)	1474
Disney+ User	6%	(56)	16%	(156)	78%	(772)	984
Heterosexual or straight	3%	(63)	14%	(281)	83%	(1627)	1971
Gay	3%	(2)	14%	(9)	84%	(57)	68
Bisexual	6%	(6)	8%	(7)	85%	(76)	88
Yes	7%	(5)	12%	(8)	81%	(57)	70
No	3%	(70)	14%	(295)	83%	(1775)	2140

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

Table MCFE13_6: *Now on a different topicIn general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?*
MLB

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	20%	(431)	34%	(752)	46%	(1026)	2210
Gender: Male	27%	(287)	37%	(391)	36%	(390)	1068
Gender: Female	13%	(144)	32%	(362)	56%	(637)	1142
Age: 18-34	19%	(121)	31%	(197)	51%	(324)	642
Age: 35-44	18%	(67)	38%	(138)	44%	(160)	365
Age: 45-64	18%	(129)	35%	(251)	47%	(334)	714
Age: 65+	23%	(114)	34%	(167)	43%	(208)	489
GenZers: 1997-2012	14%	(36)	29%	(75)	57%	(146)	256
Millennials: 1981-1996	21%	(137)	35%	(231)	44%	(285)	653
GenXers: 1965-1980	16%	(87)	33%	(181)	52%	(287)	555
Baby Boomers: 1946-1964	22%	(151)	36%	(245)	41%	(277)	673
PID: Dem (no lean)	21%	(183)	34%	(289)	45%	(388)	860
PID: Ind (no lean)	14%	(96)	36%	(246)	49%	(333)	674
PID: Rep (no lean)	23%	(153)	32%	(218)	45%	(305)	676
PID/Gender: Dem Men	31%	(123)	35%	(139)	34%	(133)	394
PID/Gender: Dem Women	13%	(60)	32%	(149)	55%	(256)	465
PID/Gender: Ind Men	19%	(64)	42%	(144)	40%	(137)	345
PID/Gender: Ind Women	10%	(31)	31%	(102)	59%	(196)	329
PID/Gender: Rep Men	31%	(101)	33%	(108)	37%	(120)	328
PID/Gender: Rep Women	15%	(52)	32%	(110)	53%	(185)	348
Ideo: Liberal (1-3)	22%	(142)	34%	(225)	44%	(289)	656
Ideo: Moderate (4)	18%	(132)	35%	(262)	48%	(357)	751
Ideo: Conservative (5-7)	21%	(142)	35%	(235)	43%	(289)	666
Educ: < College	18%	(261)	33%	(467)	49%	(709)	1437
Educ: Bachelors degree	22%	(107)	36%	(176)	42%	(207)	491
Educ: Post-grad	22%	(63)	39%	(109)	39%	(110)	282
Income: Under 50k	18%	(226)	32%	(407)	50%	(639)	1271
Income: 50k-100k	20%	(133)	35%	(228)	45%	(295)	656
Income: 100k+	26%	(72)	41%	(117)	33%	(93)	283
Ethnicity: White	20%	(344)	35%	(594)	45%	(773)	1711
Ethnicity: Hispanic	19%	(71)	38%	(143)	43%	(160)	374
Ethnicity: Black	19%	(53)	28%	(79)	53%	(150)	282

Table MCFE13_6: *Now on a different topicIn general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?*
MLB

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	20%	(431)	34%	(752)	46%	(1026)	2210
Ethnicity: Other	16%	(34)	36%	(79)	48%	(104)	217
All Christian	24%	(244)	36%	(370)	40%	(415)	1029
All Non-Christian	25%	(32)	35%	(45)	40%	(52)	129
Atheist	15%	(15)	30%	(30)	54%	(54)	99
Agnostic/Nothing in particular	14%	(80)	32%	(188)	54%	(320)	587
Something Else	17%	(61)	32%	(119)	51%	(186)	365
Religious Non-Protestant/Catholic	23%	(36)	36%	(56)	40%	(62)	154
Evangelical	22%	(121)	34%	(189)	45%	(249)	558
Non-Evangelical	22%	(174)	35%	(280)	43%	(337)	792
Community: Urban	21%	(137)	32%	(203)	47%	(297)	638
Community: Suburban	21%	(216)	37%	(371)	42%	(427)	1014
Community: Rural	14%	(78)	32%	(178)	54%	(302)	558
Employ: Private Sector	23%	(149)	39%	(254)	38%	(251)	654
Employ: Government	20%	(27)	34%	(46)	46%	(63)	136
Employ: Self-Employed	26%	(43)	32%	(54)	42%	(69)	166
Employ: Homemaker	10%	(20)	29%	(54)	61%	(116)	190
Employ: Student	9%	(6)	25%	(15)	66%	(41)	62
Employ: Retired	22%	(123)	35%	(197)	43%	(243)	563
Employ: Unemployed	13%	(38)	32%	(96)	55%	(166)	301
Employ: Other	19%	(26)	26%	(35)	56%	(76)	137
Military HH: Yes	20%	(57)	43%	(122)	37%	(104)	283
Military HH: No	19%	(374)	33%	(630)	48%	(922)	1927
RD/WT: Right Direction	24%	(157)	35%	(233)	41%	(275)	666
RD/WT: Wrong Track	18%	(274)	34%	(519)	49%	(751)	1544
Biden Job Approve	22%	(216)	35%	(342)	42%	(412)	970
Biden Job Disapprove	18%	(204)	34%	(386)	48%	(554)	1144
Biden Job Strongly Approve	25%	(109)	36%	(157)	39%	(167)	433
Biden Job Somewhat Approve	20%	(107)	35%	(185)	46%	(245)	537
Biden Job Somewhat Disapprove	15%	(51)	39%	(132)	46%	(156)	339
Biden Job Strongly Disapprove	19%	(153)	32%	(254)	49%	(398)	805

Table MCFE13_6: *Now on a different topicIn general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?*
MLB

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	20%	(431)	34%	(752)	46%	(1026)	2210
Favorable of Biden	21%	(205)	36%	(345)	43%	(418)	969
Unfavorable of Biden	19%	(210)	34%	(381)	48%	(543)	1134
Very Favorable of Biden	24%	(115)	34%	(164)	42%	(203)	482
Somewhat Favorable of Biden	19%	(90)	37%	(181)	44%	(215)	487
Somewhat Unfavorable of Biden	16%	(47)	39%	(116)	46%	(136)	299
Very Unfavorable of Biden	20%	(163)	32%	(265)	49%	(406)	835
#1 Issue: Economy	20%	(179)	35%	(321)	45%	(412)	913
#1 Issue: Security	21%	(52)	32%	(78)	47%	(113)	243
#1 Issue: Health Care	19%	(33)	37%	(63)	44%	(75)	170
#1 Issue: Medicare / Social Security	23%	(60)	36%	(95)	42%	(111)	266
#1 Issue: Women's Issues	13%	(41)	32%	(99)	55%	(171)	311
#1 Issue: Education	26%	(15)	31%	(18)	44%	(26)	59
#1 Issue: Energy	24%	(32)	34%	(45)	42%	(57)	134
#1 Issue: Other	17%	(20)	29%	(33)	54%	(62)	115
2020 Vote: Joe Biden	22%	(204)	37%	(349)	41%	(392)	945
2020 Vote: Donald Trump	22%	(166)	36%	(267)	41%	(306)	740
2020 Vote: Other	15%	(10)	32%	(22)	52%	(35)	67
2020 Vote: Didn't Vote	11%	(51)	25%	(115)	64%	(293)	459
2018 House Vote: Democrat	25%	(185)	35%	(264)	40%	(306)	755
2018 House Vote: Republican	23%	(137)	38%	(224)	39%	(228)	589
2018 House Vote: Someone else	13%	(6)	28%	(14)	59%	(29)	50
2016 Vote: Hillary Clinton	22%	(154)	36%	(247)	42%	(294)	695
2016 Vote: Donald Trump	25%	(165)	37%	(241)	38%	(251)	656
2016 Vote: Other	21%	(18)	28%	(24)	51%	(44)	86
2016 Vote: Didn't Vote	12%	(93)	31%	(238)	57%	(435)	765
Voted in 2014: Yes	25%	(305)	35%	(435)	40%	(486)	1227
Voted in 2014: No	13%	(126)	32%	(317)	55%	(540)	983
4-Region: Northeast	24%	(93)	34%	(129)	42%	(160)	383
4-Region: Midwest	19%	(85)	32%	(147)	49%	(224)	456
4-Region: South	17%	(144)	33%	(276)	50%	(424)	844
4-Region: West	21%	(108)	38%	(200)	41%	(218)	527

Table MCFE13_6: *Now on a different topicIn general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?* *MLB*

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	20%	(431)	34%	(752)	46%	(1026)	2210
TikTok Users	20%	(162)	33%	(263)	46%	(368)	793
Twitch Users	32%	(69)	31%	(67)	37%	(79)	216
2022 Sports Viewers/Attendees	26%	(387)	41%	(611)	32%	(477)	1475
Monthly Moviegoers	35%	(113)	32%	(103)	33%	(104)	320
Few Times per Year + Moviegoers	25%	(233)	35%	(322)	40%	(364)	920
Heard Smile Campaign	28%	(153)	36%	(196)	37%	(202)	551
Heard Minion Campaign	28%	(154)	36%	(194)	36%	(193)	540
Listens to Podcasts	23%	(266)	37%	(417)	40%	(449)	1132
Streaming Services User	20%	(347)	36%	(638)	44%	(788)	1773
Netflix User	20%	(292)	35%	(517)	45%	(664)	1474
Disney+ User	20%	(200)	38%	(376)	41%	(408)	984
Heterosexual or straight	21%	(407)	34%	(673)	45%	(891)	1971
Gay	10%	(7)	38%	(26)	52%	(35)	68
Bisexual	8%	(8)	31%	(27)	61%	(54)	88
Yes	13%	(9)	42%	(30)	45%	(31)	70
No	20%	(422)	34%	(723)	47%	(995)	2140

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

Table MCFE13_7: *Now on a different topicIn general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?*
MLS

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	4%	(99)	17%	(378)	78%	(1733)	2210
Gender: Male	7%	(71)	22%	(235)	71%	(761)	1068
Gender: Female	2%	(28)	13%	(143)	85%	(972)	1142
Age: 18-34	8%	(51)	21%	(137)	71%	(454)	642
Age: 35-44	5%	(18)	21%	(76)	74%	(271)	365
Age: 45-64	3%	(18)	14%	(100)	83%	(595)	714
Age: 65+	2%	(11)	13%	(65)	85%	(413)	489
GenZers: 1997-2012	9%	(22)	18%	(45)	74%	(189)	256
Millennials: 1981-1996	6%	(42)	22%	(145)	71%	(465)	653
GenXers: 1965-1980	4%	(20)	17%	(92)	80%	(443)	555
Baby Boomers: 1946-1964	2%	(14)	12%	(81)	86%	(578)	673
PID: Dem (no lean)	8%	(66)	21%	(178)	72%	(616)	860
PID: Ind (no lean)	2%	(13)	13%	(90)	85%	(572)	674
PID: Rep (no lean)	3%	(21)	16%	(110)	81%	(545)	676
PID/Gender: Dem Men	13%	(50)	28%	(109)	59%	(234)	394
PID/Gender: Dem Women	3%	(15)	15%	(68)	82%	(382)	465
PID/Gender: Ind Men	2%	(7)	17%	(60)	80%	(278)	345
PID/Gender: Ind Women	2%	(5)	9%	(30)	89%	(294)	329
PID/Gender: Rep Men	4%	(13)	20%	(66)	76%	(249)	328
PID/Gender: Rep Women	2%	(7)	13%	(45)	85%	(296)	348
Ideo: Liberal (1-3)	7%	(49)	22%	(145)	71%	(463)	656
Ideo: Moderate (4)	3%	(23)	19%	(141)	78%	(587)	751
Ideo: Conservative (5-7)	4%	(25)	13%	(86)	83%	(555)	666
Educ: < College	4%	(55)	14%	(203)	82%	(1179)	1437
Educ: Bachelors degree	6%	(29)	23%	(113)	71%	(349)	491
Educ: Post-grad	5%	(15)	22%	(62)	73%	(205)	282
Income: Under 50k	4%	(46)	16%	(202)	80%	(1022)	1271
Income: 50k-100k	4%	(29)	17%	(114)	78%	(513)	656
Income: 100k+	8%	(23)	22%	(62)	70%	(198)	283
Ethnicity: White	4%	(74)	16%	(271)	80%	(1366)	1711
Ethnicity: Hispanic	8%	(29)	22%	(82)	70%	(263)	374
Ethnicity: Black	7%	(18)	22%	(63)	71%	(201)	282

Table MCFE13_7: *Now on a different topicIn general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?*
MLS

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	4%	(99)	17%	(378)	78%	(1733)	2210
Ethnicity: Other	3%	(6)	20%	(44)	77%	(166)	217
All Christian	5%	(52)	19%	(191)	76%	(786)	1029
All Non-Christian	6%	(7)	26%	(34)	68%	(88)	129
Atheist	4%	(4)	14%	(14)	82%	(81)	99
Agnostic/Nothing in particular	4%	(23)	15%	(87)	81%	(477)	587
Something Else	3%	(12)	14%	(52)	82%	(301)	365
Religious Non-Protestant/Catholic	5%	(7)	26%	(40)	69%	(107)	154
Evangelical	6%	(33)	14%	(76)	81%	(450)	558
Non-Evangelical	3%	(28)	20%	(156)	77%	(609)	792
Community: Urban	8%	(48)	22%	(142)	70%	(447)	638
Community: Suburban	4%	(36)	17%	(172)	80%	(807)	1014
Community: Rural	3%	(15)	11%	(64)	86%	(479)	558
Employ: Private Sector	7%	(48)	22%	(146)	70%	(461)	654
Employ: Government	5%	(7)	20%	(28)	75%	(102)	136
Employ: Self-Employed	6%	(9)	25%	(41)	70%	(116)	166
Employ: Homemaker	—	(0)	12%	(23)	88%	(167)	190
Employ: Student	8%	(5)	13%	(8)	79%	(49)	62
Employ: Retired	3%	(14)	13%	(73)	85%	(476)	563
Employ: Unemployed	2%	(7)	15%	(44)	83%	(249)	301
Employ: Other	6%	(8)	11%	(15)	83%	(113)	137
Military HH: Yes	4%	(10)	15%	(42)	81%	(231)	283
Military HH: No	5%	(88)	17%	(336)	78%	(1503)	1927
RD/WT: Right Direction	10%	(67)	24%	(161)	66%	(438)	666
RD/WT: Wrong Track	2%	(32)	14%	(217)	84%	(1295)	1544
Biden Job Approve	7%	(70)	22%	(209)	71%	(692)	970
Biden Job Disapprove	2%	(24)	14%	(161)	84%	(959)	1144
Biden Job Strongly Approve	10%	(45)	22%	(97)	67%	(290)	433
Biden Job Somewhat Approve	5%	(24)	21%	(112)	75%	(401)	537
Biden Job Somewhat Disapprove	2%	(5)	18%	(60)	81%	(274)	339
Biden Job Strongly Disapprove	2%	(19)	13%	(101)	85%	(685)	805

Table MCFE13_7: *Now on a different topicIn general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?*
MLS

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	4%	(99)	17%	(378)	78%	(1733)	2210
Favorable of Biden	7%	(66)	20%	(198)	73%	(705)	969
Unfavorable of Biden	3%	(30)	14%	(158)	83%	(946)	1134
Very Favorable of Biden	9%	(44)	22%	(104)	69%	(335)	482
Somewhat Favorable of Biden	5%	(23)	19%	(94)	76%	(371)	487
Somewhat Unfavorable of Biden	3%	(9)	17%	(49)	81%	(241)	299
Very Unfavorable of Biden	3%	(21)	13%	(109)	84%	(705)	835
#1 Issue: Economy	4%	(41)	16%	(149)	79%	(724)	913
#1 Issue: Security	5%	(12)	16%	(38)	79%	(193)	243
#1 Issue: Health Care	6%	(10)	22%	(38)	71%	(122)	170
#1 Issue: Medicare / Social Security	1%	(2)	13%	(35)	86%	(228)	266
#1 Issue: Women's Issues	4%	(13)	19%	(59)	77%	(240)	311
#1 Issue: Education	12%	(7)	16%	(10)	71%	(42)	59
#1 Issue: Energy	8%	(11)	25%	(34)	67%	(89)	134
#1 Issue: Other	2%	(3)	14%	(16)	84%	(96)	115
2020 Vote: Joe Biden	6%	(61)	21%	(199)	73%	(685)	945
2020 Vote: Donald Trump	3%	(24)	15%	(113)	81%	(603)	740
2020 Vote: Other	2%	(2)	22%	(15)	76%	(51)	67
2020 Vote: Didn't Vote	3%	(12)	11%	(52)	86%	(395)	459
2018 House Vote: Democrat	8%	(63)	21%	(160)	70%	(531)	755
2018 House Vote: Republican	2%	(13)	16%	(94)	82%	(482)	589
2018 House Vote: Someone else	2%	(1)	15%	(7)	83%	(41)	50
2016 Vote: Hillary Clinton	7%	(50)	22%	(151)	71%	(494)	695
2016 Vote: Donald Trump	4%	(26)	16%	(103)	80%	(527)	656
2016 Vote: Other	1%	(1)	19%	(16)	80%	(68)	86
2016 Vote: Didn't Vote	3%	(21)	13%	(102)	84%	(642)	765
Voted in 2014: Yes	5%	(63)	20%	(243)	75%	(920)	1227
Voted in 2014: No	4%	(35)	14%	(135)	83%	(813)	983
4-Region: Northeast	5%	(20)	16%	(60)	79%	(302)	383
4-Region: Midwest	5%	(21)	14%	(65)	81%	(370)	456
4-Region: South	4%	(30)	18%	(149)	79%	(665)	844
4-Region: West	5%	(27)	20%	(104)	75%	(396)	527

Table MCFE13_7: *Now on a different topicIn general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?*
MLS

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	4%	(99)	17%	(378)	78%	(1733)	2210
TikTok Users	7%	(54)	21%	(167)	72%	(572)	793
Twitch Users	14%	(29)	29%	(63)	57%	(124)	216
2022 Sports Viewers/Attendees	6%	(88)	22%	(322)	72%	(1066)	1475
Monthly Moviegoers	15%	(47)	30%	(96)	55%	(177)	320
Few Times per Year + Moviegoers	9%	(79)	24%	(224)	67%	(616)	920
Heard Smile Campaign	12%	(65)	29%	(160)	59%	(326)	551
Heard Minion Campaign	12%	(66)	30%	(162)	58%	(312)	540
Listens to Podcasts	7%	(78)	25%	(278)	69%	(776)	1132
Streaming Services User	5%	(92)	19%	(331)	76%	(1350)	1773
Netflix User	5%	(79)	19%	(285)	75%	(1109)	1474
Disney+ User	6%	(62)	23%	(224)	71%	(698)	984
Heterosexual or straight	5%	(90)	17%	(338)	78%	(1542)	1971
Gay	5%	(4)	15%	(10)	79%	(54)	68
Bisexual	3%	(3)	18%	(16)	79%	(70)	88
Yes	4%	(3)	27%	(19)	69%	(48)	70
No	4%	(96)	17%	(359)	79%	(1685)	2140

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

Table MCFE13_8: *Now on a different topicIn general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?*
MotoGP

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	3%	(77)	10%	(211)	87%	(1922)	2210
Gender: Male	4%	(47)	13%	(137)	83%	(884)	1068
Gender: Female	3%	(31)	6%	(73)	91%	(1038)	1142
Age: 18-34	7%	(47)	13%	(85)	80%	(511)	642
Age: 35-44	5%	(19)	16%	(58)	79%	(289)	365
Age: 45-64	2%	(11)	8%	(60)	90%	(643)	714
Age: 65+	—	(1)	2%	(8)	98%	(480)	489
GenZers: 1997-2012	8%	(19)	15%	(37)	78%	(200)	256
Millennials: 1981-1996	6%	(41)	13%	(87)	80%	(525)	653
GenXers: 1965-1980	3%	(14)	12%	(65)	86%	(476)	555
Baby Boomers: 1946-1964	—	(3)	3%	(21)	96%	(649)	673
PID: Dem (no lean)	4%	(37)	11%	(97)	84%	(726)	860
PID: Ind (no lean)	1%	(8)	6%	(42)	93%	(625)	674
PID: Rep (no lean)	5%	(32)	11%	(72)	85%	(572)	676
PID/Gender: Dem Men	5%	(20)	18%	(70)	77%	(304)	394
PID/Gender: Dem Women	4%	(17)	6%	(27)	91%	(422)	465
PID/Gender: Ind Men	2%	(5)	8%	(28)	90%	(312)	345
PID/Gender: Ind Women	1%	(3)	4%	(14)	95%	(313)	329
PID/Gender: Rep Men	6%	(21)	12%	(40)	82%	(268)	328
PID/Gender: Rep Women	3%	(11)	9%	(33)	87%	(304)	348
Ideo: Liberal (1-3)	4%	(29)	9%	(57)	87%	(569)	656
Ideo: Moderate (4)	3%	(22)	12%	(91)	85%	(638)	751
Ideo: Conservative (5-7)	4%	(24)	8%	(53)	88%	(589)	666
Educ: < College	3%	(45)	9%	(130)	88%	(1262)	1437
Educ: Bachelors degree	4%	(18)	12%	(59)	84%	(414)	491
Educ: Post-grad	5%	(15)	8%	(22)	87%	(246)	282
Income: Under 50k	3%	(38)	9%	(114)	88%	(1119)	1271
Income: 50k-100k	3%	(20)	11%	(70)	86%	(566)	656
Income: 100k+	7%	(20)	9%	(26)	84%	(237)	283
Ethnicity: White	3%	(49)	8%	(144)	89%	(1518)	1711
Ethnicity: Hispanic	5%	(20)	15%	(57)	79%	(297)	374
Ethnicity: Black	8%	(21)	12%	(35)	80%	(226)	282

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Table MCFE13_8: *Now on a different topicIn general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?*
MotoGP

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	3%	(77)	10%	(211)	87%	(1922)	2210
Ethnicity: Other	3%	(7)	15%	(32)	82%	(178)	217
All Christian	3%	(33)	9%	(96)	87%	(900)	1029
All Non-Christian	6%	(8)	11%	(15)	82%	(106)	129
Atheist	1%	(1)	11%	(11)	88%	(88)	99
Agnostic/Nothing in particular	3%	(16)	10%	(58)	88%	(514)	587
Something Else	5%	(20)	9%	(32)	86%	(314)	365
Religious Non-Protestant/Catholic	6%	(9)	11%	(18)	83%	(127)	154
Evangelical	5%	(29)	10%	(56)	85%	(473)	558
Non-Evangelical	3%	(22)	8%	(64)	89%	(706)	792
Community: Urban	6%	(41)	14%	(87)	80%	(509)	638
Community: Suburban	2%	(24)	9%	(87)	89%	(904)	1014
Community: Rural	2%	(13)	7%	(37)	91%	(509)	558
Employ: Private Sector	6%	(39)	15%	(98)	79%	(518)	654
Employ: Government	8%	(10)	14%	(18)	79%	(107)	136
Employ: Self-Employed	5%	(9)	13%	(22)	81%	(136)	166
Employ: Homemaker	2%	(4)	6%	(12)	92%	(175)	190
Employ: Student	2%	(1)	13%	(8)	85%	(53)	62
Employ: Retired	—	(0)	3%	(14)	97%	(548)	563
Employ: Unemployed	3%	(8)	8%	(25)	89%	(268)	301
Employ: Other	5%	(6)	9%	(13)	86%	(118)	137
Military HH: Yes	2%	(7)	7%	(21)	90%	(255)	283
Military HH: No	4%	(70)	10%	(190)	87%	(1667)	1927
RD/WT: Right Direction	7%	(48)	13%	(88)	80%	(530)	666
RD/WT: Wrong Track	2%	(29)	8%	(123)	90%	(1392)	1544
Biden Job Approve	5%	(49)	11%	(110)	84%	(811)	970
Biden Job Disapprove	2%	(26)	8%	(91)	90%	(1027)	1144
Biden Job Strongly Approve	7%	(28)	14%	(59)	80%	(345)	433
Biden Job Somewhat Approve	4%	(21)	9%	(50)	87%	(466)	537
Biden Job Somewhat Disapprove	2%	(8)	10%	(34)	88%	(297)	339
Biden Job Strongly Disapprove	2%	(18)	7%	(57)	91%	(730)	805

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Table MCFE13_8: *Now on a different topicIn general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?*
MotoGP

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	3%	(77)	10%	(211)	87%	(1922)	2210
Favorable of Biden	4%	(42)	10%	(96)	86%	(830)	969
Unfavorable of Biden	3%	(32)	8%	(96)	89%	(1006)	1134
Very Favorable of Biden	6%	(29)	10%	(50)	83%	(402)	482
Somewhat Favorable of Biden	3%	(13)	9%	(46)	88%	(428)	487
Somewhat Unfavorable of Biden	2%	(7)	9%	(26)	89%	(265)	299
Very Unfavorable of Biden	3%	(25)	8%	(69)	89%	(741)	835
#1 Issue: Economy	4%	(35)	10%	(90)	86%	(787)	913
#1 Issue: Security	5%	(12)	10%	(25)	85%	(206)	243
#1 Issue: Health Care	5%	(8)	15%	(26)	80%	(136)	170
#1 Issue: Medicare / Social Security	—	(0)	4%	(11)	96%	(255)	266
#1 Issue: Women's Issues	3%	(9)	8%	(24)	90%	(279)	311
#1 Issue: Education	6%	(4)	18%	(11)	76%	(45)	59
#1 Issue: Energy	5%	(6)	12%	(16)	83%	(111)	134
#1 Issue: Other	3%	(3)	7%	(8)	91%	(104)	115
2020 Vote: Joe Biden	4%	(40)	10%	(90)	86%	(815)	945
2020 Vote: Donald Trump	3%	(23)	9%	(70)	87%	(647)	740
2020 Vote: Other	2%	(1)	18%	(12)	80%	(54)	67
2020 Vote: Didn't Vote	3%	(13)	9%	(39)	89%	(406)	459
2018 House Vote: Democrat	5%	(35)	9%	(69)	86%	(651)	755
2018 House Vote: Republican	3%	(20)	9%	(54)	87%	(515)	589
2018 House Vote: Someone else	1%	(0)	15%	(7)	84%	(42)	50
2016 Vote: Hillary Clinton	4%	(29)	10%	(67)	86%	(599)	695
2016 Vote: Donald Trump	4%	(24)	8%	(54)	88%	(578)	656
2016 Vote: Other	1%	(1)	13%	(11)	86%	(73)	86
2016 Vote: Didn't Vote	3%	(22)	10%	(78)	87%	(665)	765
Voted in 2014: Yes	3%	(40)	9%	(116)	87%	(1070)	1227
Voted in 2014: No	4%	(37)	10%	(95)	87%	(852)	983
4-Region: Northeast	3%	(13)	9%	(34)	88%	(336)	383
4-Region: Midwest	3%	(15)	8%	(35)	89%	(407)	456
4-Region: South	4%	(33)	11%	(93)	85%	(718)	844
4-Region: West	3%	(17)	9%	(49)	88%	(461)	527

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Table MCFE13_8: *Now on a different topicIn general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following? MotoGP*

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	3%	(77)	10%	(211)	87%	(1922)	2210
TikTok Users	6%	(50)	14%	(113)	79%	(630)	793
Twitch Users	13%	(27)	23%	(49)	65%	(140)	216
2022 Sports Viewers/Attendees	4%	(62)	12%	(175)	84%	(1238)	1475
Monthly Moviegoers	12%	(38)	21%	(66)	68%	(217)	320
Few Times per Year + Moviegoers	7%	(63)	16%	(143)	78%	(714)	920
Heard Smile Campaign	11%	(59)	22%	(121)	67%	(371)	551
Heard Minion Campaign	11%	(58)	21%	(113)	68%	(369)	540
Listens to Podcasts	6%	(63)	15%	(171)	79%	(898)	1132
Streaming Services User	4%	(74)	11%	(193)	85%	(1506)	1773
Netflix User	5%	(67)	12%	(181)	83%	(1225)	1474
Disney+ User	6%	(62)	14%	(137)	80%	(785)	984
Heterosexual or straight	4%	(69)	9%	(185)	87%	(1716)	1971
Gay	—	(0)	11%	(8)	89%	(60)	68
Bisexual	1%	(1)	17%	(15)	83%	(73)	88
Yes	5%	(4)	23%	(16)	72%	(50)	70
No	3%	(74)	9%	(194)	87%	(1872)	2140

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

Table MCFE13_9: *Now on a different topicIn general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?*
NHRA

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	3%	(76)	12%	(262)	85%	(1871)	2210
Gender: Male	5%	(53)	16%	(170)	79%	(845)	1068
Gender: Female	2%	(24)	8%	(92)	90%	(1027)	1142
Age: 18-34	5%	(31)	13%	(83)	82%	(529)	642
Age: 35-44	5%	(18)	12%	(43)	83%	(304)	365
Age: 45-64	3%	(19)	12%	(84)	86%	(611)	714
Age: 65+	2%	(8)	11%	(52)	88%	(428)	489
GenZers: 1997-2012	4%	(10)	10%	(26)	86%	(221)	256
Millennials: 1981-1996	5%	(33)	13%	(88)	82%	(532)	653
GenXers: 1965-1980	3%	(17)	12%	(68)	85%	(470)	555
Baby Boomers: 1946-1964	2%	(15)	11%	(76)	86%	(582)	673
PID: Dem (no lean)	4%	(32)	12%	(100)	85%	(727)	860
PID: Ind (no lean)	1%	(8)	9%	(58)	90%	(609)	674
PID: Rep (no lean)	5%	(37)	15%	(104)	79%	(535)	676
PID/Gender: Dem Men	6%	(24)	17%	(69)	77%	(302)	394
PID/Gender: Dem Women	2%	(8)	7%	(32)	91%	(425)	465
PID/Gender: Ind Men	2%	(5)	11%	(37)	88%	(303)	345
PID/Gender: Ind Women	1%	(2)	6%	(21)	93%	(306)	329
PID/Gender: Rep Men	7%	(24)	20%	(64)	73%	(240)	328
PID/Gender: Rep Women	4%	(13)	11%	(39)	85%	(295)	348
Ideo: Liberal (1-3)	3%	(22)	12%	(76)	85%	(558)	656
Ideo: Moderate (4)	3%	(23)	12%	(87)	85%	(641)	751
Ideo: Conservative (5-7)	4%	(30)	14%	(91)	82%	(545)	666
Educ: < College	4%	(54)	11%	(158)	85%	(1225)	1437
Educ: Bachelors degree	3%	(13)	13%	(65)	84%	(413)	491
Educ: Post-grad	3%	(9)	14%	(39)	83%	(234)	282
Income: Under 50k	3%	(42)	11%	(135)	86%	(1094)	1271
Income: 50k-100k	4%	(24)	13%	(86)	83%	(546)	656
Income: 100k+	4%	(10)	15%	(42)	82%	(231)	283
Ethnicity: White	3%	(57)	12%	(199)	85%	(1455)	1711
Ethnicity: Hispanic	3%	(11)	9%	(33)	88%	(330)	374
Ethnicity: Black	5%	(14)	14%	(40)	81%	(228)	282

Table MCFE13_9: *Now on a different topicIn general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?*
NHRA

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	3%	(76)	12%	(262)	85%	(1871)	2210
Ethnicity: Other	2%	(5)	11%	(23)	87%	(189)	217
All Christian	4%	(37)	13%	(132)	84%	(860)	1029
All Non-Christian	4%	(5)	13%	(17)	83%	(107)	129
Atheist	9%	(8)	7%	(7)	84%	(84)	99
Agnostic/Nothing in particular	2%	(11)	12%	(69)	86%	(508)	587
Something Else	4%	(15)	10%	(37)	86%	(313)	365
Religious Non-Protestant/Catholic	4%	(6)	12%	(19)	84%	(129)	154
Evangelical	6%	(31)	14%	(76)	81%	(452)	558
Non-Evangelical	2%	(18)	11%	(87)	87%	(686)	792
Community: Urban	5%	(35)	14%	(89)	81%	(514)	638
Community: Suburban	3%	(26)	11%	(116)	86%	(873)	1014
Community: Rural	3%	(16)	10%	(57)	87%	(485)	558
Employ: Private Sector	6%	(37)	14%	(94)	80%	(523)	654
Employ: Government	4%	(5)	13%	(18)	83%	(113)	136
Employ: Self-Employed	5%	(8)	17%	(28)	78%	(130)	166
Employ: Homemaker	1%	(2)	9%	(18)	89%	(170)	190
Employ: Student	3%	(2)	8%	(5)	89%	(55)	62
Employ: Retired	2%	(9)	11%	(63)	87%	(491)	563
Employ: Unemployed	2%	(6)	8%	(25)	90%	(270)	301
Employ: Other	5%	(7)	9%	(12)	87%	(119)	137
Military HH: Yes	3%	(9)	17%	(49)	80%	(226)	283
Military HH: No	4%	(68)	11%	(213)	85%	(1646)	1927
RD/WT: Right Direction	7%	(44)	13%	(89)	80%	(533)	666
RD/WT: Wrong Track	2%	(32)	11%	(173)	87%	(1339)	1544
Biden Job Approve	4%	(39)	12%	(113)	84%	(818)	970
Biden Job Disapprove	3%	(36)	12%	(142)	84%	(966)	1144
Biden Job Strongly Approve	7%	(32)	12%	(53)	80%	(348)	433
Biden Job Somewhat Approve	1%	(7)	11%	(60)	87%	(470)	537
Biden Job Somewhat Disapprove	2%	(6)	11%	(36)	88%	(297)	339
Biden Job Strongly Disapprove	4%	(30)	13%	(105)	83%	(670)	805

Table MCFE13_9: *Now on a different topicIn general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?*
NHRA

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	3%	(76)	12%	(262)	85%	(1871)	2210
Favorable of Biden	4%	(35)	10%	(101)	86%	(833)	969
Unfavorable of Biden	4%	(40)	13%	(151)	83%	(943)	1134
Very Favorable of Biden	5%	(23)	10%	(50)	85%	(409)	482
Somewhat Favorable of Biden	3%	(12)	10%	(51)	87%	(424)	487
Somewhat Unfavorable of Biden	3%	(10)	10%	(31)	86%	(258)	299
Very Unfavorable of Biden	4%	(30)	14%	(120)	82%	(685)	835
#1 Issue: Economy	4%	(37)	12%	(108)	84%	(768)	913
#1 Issue: Security	2%	(5)	14%	(34)	84%	(204)	243
#1 Issue: Health Care	4%	(7)	16%	(27)	80%	(136)	170
#1 Issue: Medicare / Social Security	3%	(7)	9%	(25)	88%	(234)	266
#1 Issue: Women's Issues	2%	(6)	7%	(20)	91%	(284)	311
#1 Issue: Education	6%	(4)	11%	(6)	83%	(49)	59
#1 Issue: Energy	5%	(7)	21%	(28)	74%	(99)	134
#1 Issue: Other	3%	(3)	13%	(15)	84%	(97)	115
2020 Vote: Joe Biden	4%	(33)	11%	(103)	86%	(808)	945
2020 Vote: Donald Trump	5%	(35)	15%	(110)	80%	(595)	740
2020 Vote: Other	—	(0)	18%	(12)	82%	(55)	67
2020 Vote: Didn't Vote	2%	(8)	8%	(38)	90%	(413)	459
2018 House Vote: Democrat	4%	(29)	10%	(74)	86%	(651)	755
2018 House Vote: Republican	5%	(28)	17%	(101)	78%	(460)	589
2018 House Vote: Someone else	1%	(0)	18%	(9)	81%	(40)	50
2016 Vote: Hillary Clinton	3%	(22)	11%	(75)	86%	(597)	695
2016 Vote: Donald Trump	5%	(32)	15%	(98)	80%	(525)	656
2016 Vote: Other	3%	(3)	16%	(14)	81%	(69)	86
2016 Vote: Didn't Vote	3%	(19)	10%	(73)	88%	(673)	765
Voted in 2014: Yes	4%	(49)	14%	(175)	82%	(1003)	1227
Voted in 2014: No	3%	(27)	9%	(87)	88%	(869)	983
4-Region: Northeast	3%	(12)	11%	(42)	86%	(328)	383
4-Region: Midwest	3%	(13)	12%	(57)	85%	(387)	456
4-Region: South	4%	(34)	12%	(105)	84%	(705)	844
4-Region: West	3%	(16)	11%	(59)	86%	(451)	527

Table MCFE13_9: *Now on a different topicIn general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?*
NHRA

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	3%	(76)	12%	(262)	85%	(1871)	2210
TikTok Users	4%	(35)	16%	(123)	80%	(634)	793
Twitch Users	10%	(21)	19%	(41)	71%	(154)	216
2022 Sports Viewers/Attendees	4%	(60)	15%	(221)	81%	(1193)	1475
Monthly Moviegoers	8%	(25)	22%	(71)	70%	(224)	320
Few Times per Year + Moviegoers	6%	(52)	17%	(156)	77%	(712)	920
Heard Smile Campaign	8%	(46)	19%	(106)	73%	(399)	551
Heard Minion Campaign	8%	(42)	20%	(105)	73%	(393)	540
Listens to Podcasts	5%	(59)	16%	(181)	79%	(891)	1132
Streaming Services User	4%	(72)	13%	(231)	83%	(1471)	1773
Netflix User	4%	(62)	13%	(193)	83%	(1219)	1474
Disney+ User	5%	(48)	15%	(152)	80%	(784)	984
Heterosexual or straight	4%	(74)	12%	(240)	84%	(1656)	1971
Gay	2%	(2)	9%	(6)	89%	(60)	68
Bisexual	1%	(0)	11%	(10)	88%	(78)	88
Yes	1%	(0)	16%	(11)	84%	(59)	70
No	4%	(76)	12%	(251)	85%	(1813)	2140

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

Table MCFE13_10: *Now on a different topicIn general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?*
NASCAR

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	8%	(186)	28%	(619)	64%	(1405)	2210
Gender: Male	10%	(107)	30%	(323)	60%	(638)	1068
Gender: Female	7%	(79)	26%	(295)	67%	(768)	1142
Age: 18-34	9%	(60)	26%	(170)	64%	(412)	642
Age: 35-44	10%	(37)	27%	(97)	63%	(231)	365
Age: 45-64	10%	(68)	31%	(220)	60%	(426)	714
Age: 65+	4%	(21)	27%	(131)	69%	(336)	489
GenZers: 1997-2012	9%	(24)	26%	(67)	65%	(166)	256
Millennials: 1981-1996	9%	(62)	27%	(177)	63%	(414)	653
GenXers: 1965-1980	9%	(53)	30%	(169)	60%	(333)	555
Baby Boomers: 1946-1964	6%	(42)	28%	(187)	66%	(444)	673
PID: Dem (no lean)	9%	(74)	24%	(204)	68%	(581)	860
PID: Ind (no lean)	5%	(34)	27%	(184)	68%	(457)	674
PID: Rep (no lean)	12%	(79)	34%	(230)	54%	(367)	676
PID/Gender: Dem Men	12%	(46)	28%	(110)	60%	(238)	394
PID/Gender: Dem Women	6%	(28)	20%	(95)	74%	(343)	465
PID/Gender: Ind Men	4%	(15)	28%	(96)	68%	(235)	345
PID/Gender: Ind Women	6%	(19)	27%	(88)	68%	(222)	329
PID/Gender: Rep Men	14%	(46)	36%	(118)	50%	(165)	328
PID/Gender: Rep Women	9%	(33)	32%	(113)	58%	(202)	348
Ideo: Liberal (1-3)	9%	(59)	22%	(142)	69%	(454)	656
Ideo: Moderate (4)	8%	(58)	31%	(233)	61%	(459)	751
Ideo: Conservative (5-7)	9%	(62)	31%	(205)	60%	(399)	666
Educ: < College	9%	(127)	29%	(423)	62%	(887)	1437
Educ: Bachelors degree	8%	(41)	23%	(115)	68%	(336)	491
Educ: Post-grad	7%	(18)	29%	(81)	65%	(183)	282
Income: Under 50k	8%	(103)	27%	(339)	65%	(829)	1271
Income: 50k-100k	10%	(65)	29%	(190)	61%	(401)	656
Income: 100k+	7%	(19)	32%	(89)	62%	(174)	283
Ethnicity: White	8%	(144)	29%	(489)	63%	(1078)	1711
Ethnicity: Hispanic	4%	(14)	28%	(104)	69%	(256)	374
Ethnicity: Black	11%	(31)	25%	(71)	64%	(180)	282

Table MCFE13_10: *Now on a different topicIn general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?*
NASCAR

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	8%	(186)	28%	(619)	64%	(1405)	2210
Ethnicity: Other	5%	(11)	27%	(59)	68%	(147)	217
All Christian	8%	(85)	31%	(318)	61%	(626)	1029
All Non-Christian	7%	(9)	25%	(33)	68%	(87)	129
Atheist	7%	(7)	15%	(15)	78%	(77)	99
Agnostic/Nothing in particular	7%	(42)	25%	(145)	68%	(401)	587
Something Else	12%	(43)	30%	(109)	58%	(214)	365
Religious Non-Protestant/Catholic	6%	(9)	27%	(42)	67%	(103)	154
Evangelical	14%	(76)	29%	(163)	57%	(319)	558
Non-Evangelical	6%	(49)	31%	(247)	63%	(496)	792
Community: Urban	10%	(63)	28%	(177)	62%	(398)	638
Community: Suburban	7%	(71)	28%	(282)	65%	(661)	1014
Community: Rural	9%	(52)	29%	(159)	62%	(346)	558
Employ: Private Sector	12%	(81)	27%	(178)	60%	(396)	654
Employ: Government	7%	(9)	33%	(44)	61%	(83)	136
Employ: Self-Employed	11%	(18)	29%	(49)	60%	(100)	166
Employ: Homemaker	5%	(10)	26%	(50)	68%	(130)	190
Employ: Student	7%	(5)	30%	(19)	63%	(39)	62
Employ: Retired	6%	(33)	29%	(166)	65%	(364)	563
Employ: Unemployed	5%	(15)	25%	(76)	70%	(210)	301
Employ: Other	11%	(15)	28%	(38)	61%	(84)	137
Military HH: Yes	8%	(24)	34%	(95)	58%	(164)	283
Military HH: No	8%	(162)	27%	(523)	64%	(1241)	1927
RD/WT: Right Direction	12%	(77)	25%	(167)	63%	(423)	666
RD/WT: Wrong Track	7%	(109)	29%	(452)	64%	(983)	1544
Biden Job Approve	9%	(90)	24%	(235)	67%	(646)	970
Biden Job Disapprove	8%	(92)	31%	(357)	61%	(695)	1144
Biden Job Strongly Approve	13%	(57)	26%	(113)	61%	(262)	433
Biden Job Somewhat Approve	6%	(33)	23%	(121)	71%	(383)	537
Biden Job Somewhat Disapprove	7%	(22)	29%	(99)	64%	(218)	339
Biden Job Strongly Disapprove	9%	(69)	32%	(259)	59%	(477)	805

Table MCFE13_10: *Now on a different topicIn general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?*
NASCAR

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	8%	(186)	28%	(619)	64%	(1405)	2210
Favorable of Biden	9%	(86)	23%	(227)	68%	(656)	969
Unfavorable of Biden	8%	(91)	32%	(367)	60%	(676)	1134
Very Favorable of Biden	11%	(54)	24%	(113)	65%	(314)	482
Somewhat Favorable of Biden	7%	(32)	23%	(113)	70%	(342)	487
Somewhat Unfavorable of Biden	6%	(18)	26%	(77)	68%	(204)	299
Very Unfavorable of Biden	9%	(74)	35%	(290)	56%	(471)	835
#1 Issue: Economy	9%	(84)	29%	(262)	62%	(567)	913
#1 Issue: Security	8%	(20)	34%	(82)	58%	(141)	243
#1 Issue: Health Care	10%	(18)	31%	(53)	59%	(100)	170
#1 Issue: Medicare / Social Security	5%	(13)	27%	(71)	68%	(181)	266
#1 Issue: Women's Issues	6%	(19)	18%	(57)	75%	(234)	311
#1 Issue: Education	10%	(6)	33%	(20)	57%	(33)	59
#1 Issue: Energy	11%	(15)	33%	(44)	56%	(75)	134
#1 Issue: Other	10%	(11)	26%	(30)	64%	(73)	115
2020 Vote: Joe Biden	8%	(78)	23%	(218)	69%	(649)	945
2020 Vote: Donald Trump	10%	(73)	34%	(251)	56%	(416)	740
2020 Vote: Other	7%	(5)	30%	(20)	63%	(42)	67
2020 Vote: Didn't Vote	7%	(31)	28%	(129)	65%	(299)	459
2018 House Vote: Democrat	9%	(65)	24%	(179)	68%	(511)	755
2018 House Vote: Republican	10%	(58)	35%	(208)	55%	(323)	589
2018 House Vote: Someone else	7%	(4)	33%	(16)	60%	(30)	50
2016 Vote: Hillary Clinton	8%	(55)	24%	(165)	68%	(475)	695
2016 Vote: Donald Trump	10%	(67)	36%	(233)	54%	(356)	656
2016 Vote: Other	7%	(6)	29%	(25)	64%	(55)	86
2016 Vote: Didn't Vote	7%	(57)	26%	(195)	67%	(513)	765
Voted in 2014: Yes	10%	(117)	30%	(369)	60%	(741)	1227
Voted in 2014: No	7%	(69)	25%	(250)	68%	(664)	983
4-Region: Northeast	9%	(35)	24%	(91)	67%	(256)	383
4-Region: Midwest	8%	(36)	29%	(130)	64%	(291)	456
4-Region: South	10%	(84)	31%	(263)	59%	(497)	844
4-Region: West	6%	(31)	26%	(134)	69%	(361)	527

Table MCFE13_10: *Now on a different topicIn general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?*
NASCAR

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	8%	(186)	28%	(619)	64%	(1405)	2210
TikTok Users	13%	(99)	31%	(246)	56%	(447)	793
Twitch Users	19%	(40)	33%	(71)	48%	(104)	216
2022 Sports Viewers/Attendees	10%	(153)	33%	(484)	57%	(838)	1475
Monthly Moviegoers	22%	(71)	35%	(114)	42%	(136)	320
Few Times per Year + Moviegoers	13%	(115)	34%	(309)	54%	(496)	920
Heard Smile Campaign	18%	(98)	34%	(187)	48%	(266)	551
Heard Minion Campaign	17%	(94)	33%	(181)	49%	(265)	540
Listens to Podcasts	11%	(126)	34%	(386)	55%	(620)	1132
Streaming Services User	9%	(164)	30%	(526)	61%	(1083)	1773
Netflix User	10%	(143)	30%	(436)	61%	(895)	1474
Disney+ User	11%	(111)	31%	(307)	57%	(566)	984
Heterosexual or straight	9%	(172)	29%	(562)	63%	(1236)	1971
Gay	8%	(5)	23%	(16)	69%	(47)	68
Bisexual	9%	(8)	29%	(26)	62%	(55)	88
Yes	7%	(5)	36%	(26)	56%	(40)	70
No	8%	(181)	28%	(593)	64%	(1366)	2140

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

Table MCFE13_11: *Now on a different topicIn general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?*
NBA

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	20%	(436)	31%	(675)	50%	(1099)	2210
Gender: Male	28%	(301)	33%	(349)	39%	(418)	1068
Gender: Female	12%	(135)	29%	(327)	60%	(681)	1142
Age: 18-34	30%	(196)	29%	(187)	40%	(260)	642
Age: 35-44	26%	(94)	33%	(122)	41%	(150)	365
Age: 45-64	15%	(109)	32%	(228)	53%	(377)	714
Age: 65+	8%	(37)	28%	(138)	64%	(314)	489
GenZers: 1997-2012	27%	(69)	32%	(82)	41%	(105)	256
Millennials: 1981-1996	30%	(193)	30%	(193)	41%	(266)	653
GenXers: 1965-1980	16%	(92)	36%	(201)	47%	(263)	555
Baby Boomers: 1946-1964	12%	(79)	26%	(174)	62%	(420)	673
PID: Dem (no lean)	26%	(228)	32%	(272)	42%	(360)	860
PID: Ind (no lean)	14%	(94)	34%	(230)	52%	(350)	674
PID: Rep (no lean)	17%	(114)	26%	(173)	58%	(389)	676
PID/Gender: Dem Men	40%	(158)	34%	(135)	26%	(102)	394
PID/Gender: Dem Women	15%	(70)	30%	(137)	55%	(258)	465
PID/Gender: Ind Men	21%	(71)	37%	(127)	43%	(147)	345
PID/Gender: Ind Women	7%	(23)	31%	(103)	62%	(203)	329
PID/Gender: Rep Men	22%	(72)	26%	(86)	52%	(170)	328
PID/Gender: Rep Women	12%	(42)	25%	(86)	63%	(220)	348
Ideo: Liberal (1-3)	24%	(154)	34%	(225)	42%	(277)	656
Ideo: Moderate (4)	21%	(158)	32%	(237)	47%	(355)	751
Ideo: Conservative (5-7)	16%	(104)	26%	(176)	58%	(386)	666
Educ: < College	20%	(284)	28%	(399)	53%	(755)	1437
Educ: Bachelors degree	21%	(105)	34%	(167)	45%	(219)	491
Educ: Post-grad	17%	(47)	39%	(109)	45%	(126)	282
Income: Under 50k	18%	(225)	31%	(389)	52%	(657)	1271
Income: 50k-100k	22%	(144)	29%	(192)	49%	(320)	656
Income: 100k+	23%	(66)	33%	(94)	43%	(122)	283
Ethnicity: White	15%	(252)	29%	(502)	56%	(957)	1711
Ethnicity: Hispanic	27%	(100)	39%	(146)	34%	(128)	374
Ethnicity: Black	46%	(130)	33%	(94)	21%	(58)	282

Table MCFE13_11: *Now on a different topicIn general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?*
NBA

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	20%	(436)	31%	(675)	50%	(1099)	2210
Ethnicity: Other	25%	(53)	37%	(79)	39%	(84)	217
All Christian	17%	(176)	31%	(320)	52%	(533)	1029
All Non-Christian	34%	(44)	30%	(38)	37%	(47)	129
Atheist	24%	(24)	28%	(28)	48%	(47)	99
Agnostic/Nothing in particular	17%	(100)	29%	(172)	54%	(315)	587
Something Else	25%	(92)	32%	(116)	43%	(157)	365
Religious Non-Protestant/Catholic	33%	(50)	32%	(50)	35%	(54)	154
Evangelical	23%	(128)	30%	(169)	47%	(261)	558
Non-Evangelical	16%	(130)	31%	(245)	53%	(417)	792
Community: Urban	28%	(178)	34%	(214)	39%	(246)	638
Community: Suburban	18%	(185)	31%	(314)	51%	(516)	1014
Community: Rural	13%	(73)	26%	(148)	60%	(337)	558
Employ: Private Sector	27%	(175)	34%	(221)	40%	(259)	654
Employ: Government	38%	(52)	25%	(34)	37%	(50)	136
Employ: Self-Employed	27%	(46)	40%	(67)	32%	(54)	166
Employ: Homemaker	10%	(20)	26%	(49)	64%	(121)	190
Employ: Student	25%	(16)	42%	(26)	33%	(20)	62
Employ: Retired	9%	(49)	28%	(159)	63%	(355)	563
Employ: Unemployed	16%	(49)	27%	(82)	56%	(170)	301
Employ: Other	21%	(29)	27%	(37)	51%	(70)	137
Military HH: Yes	11%	(32)	35%	(99)	54%	(152)	283
Military HH: No	21%	(404)	30%	(576)	49%	(947)	1927
RD/WT: Right Direction	28%	(187)	34%	(225)	38%	(255)	666
RD/WT: Wrong Track	16%	(249)	29%	(450)	55%	(845)	1544
Biden Job Approve	24%	(233)	35%	(341)	41%	(397)	970
Biden Job Disapprove	17%	(190)	27%	(307)	57%	(647)	1144
Biden Job Strongly Approve	30%	(130)	31%	(135)	39%	(168)	433
Biden Job Somewhat Approve	19%	(103)	38%	(206)	42%	(228)	537
Biden Job Somewhat Disapprove	21%	(70)	34%	(114)	46%	(155)	339
Biden Job Strongly Disapprove	15%	(120)	24%	(193)	61%	(492)	805

Table MCFE13_11: *Now on a different topicIn general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?*
NBA

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	20%	(436)	31%	(675)	50%	(1099)	2210
Favorable of Biden	23%	(227)	35%	(337)	42%	(405)	969
Unfavorable of Biden	17%	(190)	27%	(304)	56%	(640)	1134
Very Favorable of Biden	28%	(136)	32%	(152)	40%	(194)	482
Somewhat Favorable of Biden	19%	(91)	38%	(185)	43%	(212)	487
Somewhat Unfavorable of Biden	21%	(64)	33%	(98)	46%	(137)	299
Very Unfavorable of Biden	15%	(126)	25%	(206)	60%	(503)	835
#1 Issue: Economy	21%	(188)	34%	(310)	46%	(416)	913
#1 Issue: Security	19%	(45)	22%	(54)	59%	(143)	243
#1 Issue: Health Care	27%	(46)	29%	(50)	44%	(74)	170
#1 Issue: Medicare / Social Security	9%	(25)	30%	(79)	61%	(162)	266
#1 Issue: Women's Issues	23%	(73)	29%	(90)	48%	(148)	311
#1 Issue: Education	28%	(17)	36%	(21)	36%	(21)	59
#1 Issue: Energy	19%	(26)	30%	(41)	50%	(68)	134
#1 Issue: Other	14%	(16)	27%	(31)	59%	(68)	115
2020 Vote: Joe Biden	26%	(243)	35%	(331)	39%	(371)	945
2020 Vote: Donald Trump	15%	(111)	27%	(201)	58%	(427)	740
2020 Vote: Other	18%	(12)	23%	(15)	60%	(40)	67
2020 Vote: Didn't Vote	15%	(69)	28%	(128)	57%	(261)	459
2018 House Vote: Democrat	27%	(207)	33%	(249)	40%	(300)	755
2018 House Vote: Republican	15%	(90)	28%	(164)	57%	(336)	589
2018 House Vote: Someone else	11%	(5)	22%	(11)	67%	(33)	50
2016 Vote: Hillary Clinton	26%	(183)	33%	(231)	40%	(281)	695
2016 Vote: Donald Trump	16%	(103)	28%	(182)	57%	(371)	656
2016 Vote: Other	15%	(13)	27%	(23)	58%	(50)	86
2016 Vote: Didn't Vote	18%	(135)	31%	(235)	52%	(395)	765
Voted in 2014: Yes	21%	(259)	29%	(357)	50%	(610)	1227
Voted in 2014: No	18%	(176)	32%	(318)	50%	(489)	983
4-Region: Northeast	20%	(76)	27%	(103)	53%	(204)	383
4-Region: Midwest	15%	(69)	32%	(148)	52%	(240)	456
4-Region: South	19%	(157)	31%	(259)	51%	(428)	844
4-Region: West	25%	(134)	31%	(166)	43%	(227)	527

Table MCFE13_11: *Now on a different topicIn general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?*
NBA

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	20%	(436)	31%	(675)	50%	(1099)	2210
TikTok Users	28%	(219)	32%	(254)	40%	(319)	793
Twitch Users	37%	(80)	35%	(76)	28%	(60)	216
2022 Sports Viewers/Attendees	26%	(380)	36%	(533)	38%	(562)	1475
Monthly Moviegoers	43%	(139)	35%	(111)	22%	(70)	320
Few Times per Year + Moviegoers	30%	(272)	34%	(314)	36%	(334)	920
Heard Smile Campaign	39%	(216)	34%	(186)	27%	(149)	551
Heard Minion Campaign	36%	(194)	38%	(207)	26%	(139)	540
Listens to Podcasts	28%	(314)	35%	(396)	37%	(422)	1132
Streaming Services User	22%	(386)	33%	(578)	46%	(809)	1773
Netflix User	24%	(355)	33%	(488)	43%	(631)	1474
Disney+ User	26%	(259)	34%	(338)	39%	(387)	984
Heterosexual or straight	20%	(398)	30%	(595)	50%	(977)	1971
Gay	16%	(11)	36%	(24)	48%	(33)	68
Bisexual	13%	(12)	34%	(30)	53%	(47)	88
Yes	17%	(12)	38%	(26)	45%	(32)	70
No	20%	(424)	30%	(649)	50%	(1067)	2140

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

Table MCFE13_12: *Now on a different topicIn general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?*
NFL

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	35%	(777)	34%	(746)	31%	(686)	2210
Gender: Male	46%	(491)	32%	(340)	22%	(236)	1068
Gender: Female	25%	(286)	36%	(406)	39%	(450)	1142
Age: 18-34	36%	(230)	33%	(211)	31%	(201)	642
Age: 35-44	35%	(129)	34%	(125)	30%	(111)	365
Age: 45-64	39%	(278)	31%	(220)	30%	(216)	714
Age: 65+	29%	(140)	39%	(191)	32%	(158)	489
GenZers: 1997-2012	27%	(70)	33%	(84)	40%	(102)	256
Millennials: 1981-1996	40%	(260)	33%	(218)	27%	(175)	653
GenXers: 1965-1980	36%	(197)	33%	(182)	32%	(175)	555
Baby Boomers: 1946-1964	34%	(226)	36%	(239)	31%	(208)	673
PID: Dem (no lean)	38%	(329)	33%	(282)	29%	(248)	860
PID: Ind (no lean)	30%	(205)	38%	(256)	32%	(214)	674
PID: Rep (no lean)	36%	(243)	31%	(208)	33%	(224)	676
PID/Gender: Dem Men	52%	(206)	29%	(116)	18%	(73)	394
PID/Gender: Dem Women	27%	(124)	36%	(166)	38%	(176)	465
PID/Gender: Ind Men	40%	(137)	36%	(124)	24%	(84)	345
PID/Gender: Ind Women	20%	(67)	40%	(132)	40%	(130)	329
PID/Gender: Rep Men	45%	(148)	30%	(100)	24%	(80)	328
PID/Gender: Rep Women	27%	(95)	31%	(109)	41%	(144)	348
Ideo: Liberal (1-3)	36%	(239)	34%	(221)	30%	(196)	656
Ideo: Moderate (4)	34%	(257)	36%	(270)	30%	(223)	751
Ideo: Conservative (5-7)	39%	(257)	31%	(208)	30%	(202)	666
Educ: < College	35%	(502)	33%	(468)	32%	(467)	1437
Educ: Bachelors degree	37%	(181)	33%	(162)	30%	(148)	491
Educ: Post-grad	33%	(94)	41%	(117)	25%	(72)	282
Income: Under 50k	33%	(423)	33%	(418)	34%	(430)	1271
Income: 50k-100k	35%	(226)	36%	(237)	29%	(192)	656
Income: 100k+	45%	(128)	32%	(91)	23%	(64)	283
Ethnicity: White	34%	(581)	34%	(576)	32%	(553)	1711
Ethnicity: Hispanic	36%	(134)	36%	(133)	28%	(106)	374
Ethnicity: Black	47%	(131)	34%	(95)	20%	(56)	282

Table MCFE13_12: *Now on a different topicIn general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following? NFL*

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	35%	(777)	34%	(746)	31%	(686)	2210
Ethnicity: Other	30%	(65)	35%	(75)	36%	(77)	217
All Christian	37%	(376)	35%	(363)	28%	(289)	1029
All Non-Christian	37%	(48)	31%	(40)	32%	(41)	129
Atheist	34%	(33)	24%	(24)	42%	(42)	99
Agnostic/Nothing in particular	29%	(173)	33%	(192)	38%	(222)	587
Something Else	40%	(147)	35%	(127)	25%	(92)	365
Religious Non-Protestant/Catholic	34%	(52)	35%	(54)	31%	(48)	154
Evangelical	41%	(226)	33%	(182)	27%	(150)	558
Non-Evangelical	36%	(283)	36%	(287)	28%	(222)	792
Community: Urban	39%	(246)	32%	(202)	30%	(189)	638
Community: Suburban	37%	(380)	35%	(359)	27%	(276)	1014
Community: Rural	27%	(151)	33%	(186)	40%	(221)	558
Employ: Private Sector	45%	(296)	33%	(217)	22%	(141)	654
Employ: Government	38%	(51)	26%	(35)	37%	(50)	136
Employ: Self-Employed	47%	(78)	31%	(51)	23%	(38)	166
Employ: Homemaker	25%	(48)	33%	(62)	42%	(80)	190
Employ: Student	17%	(11)	49%	(30)	34%	(21)	62
Employ: Retired	31%	(174)	37%	(206)	32%	(182)	563
Employ: Unemployed	27%	(80)	32%	(96)	41%	(125)	301
Employ: Other	29%	(39)	36%	(49)	36%	(49)	137
Military HH: Yes	34%	(97)	37%	(103)	29%	(83)	283
Military HH: No	35%	(680)	33%	(643)	31%	(604)	1927
RD/WT: Right Direction	40%	(269)	33%	(217)	27%	(180)	666
RD/WT: Wrong Track	33%	(508)	34%	(530)	33%	(506)	1544
Biden Job Approve	39%	(377)	33%	(324)	28%	(270)	970
Biden Job Disapprove	34%	(384)	34%	(388)	33%	(373)	1144
Biden Job Strongly Approve	46%	(197)	29%	(127)	25%	(109)	433
Biden Job Somewhat Approve	33%	(180)	37%	(197)	30%	(161)	537
Biden Job Somewhat Disapprove	32%	(107)	38%	(130)	30%	(102)	339
Biden Job Strongly Disapprove	34%	(277)	32%	(258)	34%	(270)	805

Table MCFE13_12: *Now on a different topicIn general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?*
NFL

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	35%	(777)	34%	(746)	31%	(686)	2210
Favorable of Biden	39%	(380)	32%	(312)	29%	(277)	969
Unfavorable of Biden	33%	(372)	35%	(399)	32%	(362)	1134
Very Favorable of Biden	44%	(211)	30%	(144)	26%	(127)	482
Somewhat Favorable of Biden	35%	(169)	34%	(168)	31%	(150)	487
Somewhat Unfavorable of Biden	29%	(88)	41%	(122)	30%	(88)	299
Very Unfavorable of Biden	34%	(284)	33%	(277)	33%	(274)	835
#1 Issue: Economy	36%	(327)	34%	(313)	30%	(274)	913
#1 Issue: Security	34%	(83)	39%	(95)	27%	(65)	243
#1 Issue: Health Care	40%	(68)	30%	(52)	30%	(50)	170
#1 Issue: Medicare / Social Security	34%	(91)	32%	(86)	33%	(88)	266
#1 Issue: Women's Issues	31%	(96)	32%	(100)	37%	(115)	311
#1 Issue: Education	33%	(20)	44%	(26)	23%	(14)	59
#1 Issue: Energy	44%	(59)	28%	(37)	28%	(38)	134
#1 Issue: Other	30%	(35)	33%	(38)	37%	(42)	115
2020 Vote: Joe Biden	40%	(374)	34%	(319)	27%	(252)	945
2020 Vote: Donald Trump	36%	(263)	34%	(250)	31%	(226)	740
2020 Vote: Other	34%	(23)	37%	(25)	29%	(19)	67
2020 Vote: Didn't Vote	26%	(117)	33%	(152)	41%	(189)	459
2018 House Vote: Democrat	41%	(312)	35%	(266)	23%	(177)	755
2018 House Vote: Republican	39%	(229)	32%	(191)	29%	(169)	589
2018 House Vote: Someone else	36%	(18)	27%	(13)	37%	(18)	50
2016 Vote: Hillary Clinton	39%	(269)	34%	(240)	27%	(187)	695
2016 Vote: Donald Trump	40%	(262)	33%	(215)	27%	(179)	656
2016 Vote: Other	36%	(31)	36%	(31)	28%	(24)	86
2016 Vote: Didn't Vote	28%	(213)	34%	(258)	38%	(294)	765
Voted in 2014: Yes	40%	(492)	33%	(404)	27%	(331)	1227
Voted in 2014: No	29%	(285)	35%	(343)	36%	(355)	983
4-Region: Northeast	36%	(139)	31%	(117)	33%	(127)	383
4-Region: Midwest	36%	(164)	31%	(140)	33%	(152)	456
4-Region: South	33%	(277)	37%	(313)	30%	(254)	844
4-Region: West	38%	(198)	34%	(177)	29%	(152)	527

Table MCFE13_12: *Now on a different topicIn general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?*
NFL

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	35%	(777)	34%	(746)	31%	(686)	2210
TikTok Users	39%	(310)	34%	(271)	27%	(212)	793
Twitch Users	44%	(95)	32%	(69)	24%	(52)	216
2022 Sports Viewers/Attendees	47%	(692)	39%	(577)	14%	(206)	1475
Monthly Moviegoers	53%	(171)	32%	(103)	15%	(47)	320
Few Times per Year + Moviegoers	44%	(406)	34%	(313)	22%	(200)	920
Heard Smile Campaign	51%	(283)	28%	(153)	21%	(115)	551
Heard Minion Campaign	49%	(263)	31%	(169)	20%	(109)	540
Listens to Podcasts	41%	(466)	35%	(395)	24%	(270)	1132
Streaming Services User	36%	(645)	35%	(615)	29%	(513)	1773
Netflix User	37%	(539)	35%	(521)	28%	(414)	1474
Disney+ User	38%	(378)	36%	(354)	26%	(253)	984
Heterosexual or straight	36%	(715)	34%	(667)	30%	(589)	1971
Gay	22%	(15)	39%	(26)	39%	(26)	68
Bisexual	26%	(23)	32%	(28)	42%	(37)	88
Yes	25%	(18)	41%	(29)	33%	(24)	70
No	36%	(760)	34%	(717)	31%	(663)	2140

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

Table MCFE13_13: *Now on a different topicIn general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?*
NHL

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	10%	(226)	27%	(589)	63%	(1395)	2210
Gender: Male	13%	(137)	31%	(331)	56%	(599)	1068
Gender: Female	8%	(89)	23%	(258)	70%	(796)	1142
Age: 18-34	12%	(80)	24%	(153)	64%	(409)	642
Age: 35-44	11%	(41)	28%	(102)	61%	(222)	365
Age: 45-64	10%	(72)	29%	(205)	61%	(437)	714
Age: 65+	7%	(33)	26%	(129)	67%	(327)	489
GenZers: 1997-2012	7%	(18)	21%	(54)	72%	(185)	256
Millennials: 1981-1996	14%	(88)	28%	(185)	58%	(379)	653
GenXers: 1965-1980	11%	(60)	28%	(157)	61%	(338)	555
Baby Boomers: 1946-1964	8%	(53)	26%	(175)	66%	(445)	673
PID: Dem (no lean)	12%	(104)	24%	(210)	64%	(546)	860
PID: Ind (no lean)	7%	(47)	30%	(200)	63%	(428)	674
PID: Rep (no lean)	11%	(75)	27%	(180)	62%	(421)	676
PID/Gender: Dem Men	15%	(61)	29%	(113)	56%	(220)	394
PID/Gender: Dem Women	9%	(43)	21%	(97)	70%	(326)	465
PID/Gender: Ind Men	9%	(30)	34%	(118)	57%	(197)	345
PID/Gender: Ind Women	5%	(17)	25%	(82)	70%	(230)	329
PID/Gender: Rep Men	14%	(46)	31%	(100)	55%	(182)	328
PID/Gender: Rep Women	8%	(29)	23%	(79)	69%	(240)	348
Ideo: Liberal (1-3)	13%	(85)	28%	(182)	59%	(389)	656
Ideo: Moderate (4)	9%	(69)	26%	(198)	64%	(484)	751
Ideo: Conservative (5-7)	11%	(70)	27%	(179)	63%	(417)	666
Educ: < College	9%	(126)	25%	(353)	67%	(958)	1437
Educ: Bachelors degree	13%	(62)	31%	(151)	57%	(277)	491
Educ: Post-grad	13%	(37)	30%	(86)	57%	(160)	282
Income: Under 50k	9%	(109)	23%	(297)	68%	(866)	1271
Income: 50k-100k	12%	(80)	29%	(191)	59%	(386)	656
Income: 100k+	13%	(37)	36%	(102)	51%	(144)	283
Ethnicity: White	11%	(180)	28%	(476)	62%	(1054)	1711
Ethnicity: Hispanic	10%	(37)	24%	(88)	67%	(249)	374
Ethnicity: Black	11%	(31)	23%	(66)	66%	(186)	282

Table MCFE13_13: *Now on a different topicIn general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?*
NHL

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	10%	(226)	27%	(589)	63%	(1395)	2210
Ethnicity: Other	7%	(15)	22%	(47)	71%	(155)	217
All Christian	11%	(114)	27%	(273)	62%	(642)	1029
All Non-Christian	15%	(20)	33%	(42)	52%	(67)	129
Atheist	6%	(6)	25%	(25)	70%	(69)	99
Agnostic/Nothing in particular	9%	(52)	27%	(158)	64%	(378)	587
Something Else	10%	(35)	25%	(91)	65%	(239)	365
Religious Non-Protestant/Catholic	13%	(20)	34%	(52)	53%	(82)	154
Evangelical	10%	(57)	23%	(127)	67%	(374)	558
Non-Evangelical	11%	(87)	28%	(219)	61%	(486)	792
Community: Urban	13%	(80)	27%	(172)	60%	(386)	638
Community: Suburban	11%	(111)	30%	(302)	59%	(601)	1014
Community: Rural	6%	(35)	21%	(116)	73%	(408)	558
Employ: Private Sector	15%	(96)	33%	(214)	53%	(344)	654
Employ: Government	12%	(16)	22%	(30)	66%	(90)	136
Employ: Self-Employed	14%	(23)	31%	(52)	55%	(91)	166
Employ: Homemaker	8%	(15)	21%	(40)	71%	(135)	190
Employ: Student	8%	(5)	19%	(12)	73%	(45)	62
Employ: Retired	6%	(35)	27%	(149)	67%	(379)	563
Employ: Unemployed	7%	(21)	21%	(64)	72%	(216)	301
Employ: Other	10%	(13)	21%	(28)	70%	(95)	137
Military HH: Yes	8%	(22)	31%	(88)	61%	(173)	283
Military HH: No	11%	(204)	26%	(501)	63%	(1222)	1927
RD/WT: Right Direction	15%	(102)	25%	(166)	60%	(398)	666
RD/WT: Wrong Track	8%	(123)	27%	(423)	65%	(997)	1544
Biden Job Approve	13%	(125)	26%	(250)	61%	(595)	970
Biden Job Disapprove	8%	(95)	28%	(321)	64%	(728)	1144
Biden Job Strongly Approve	16%	(71)	26%	(111)	58%	(250)	433
Biden Job Somewhat Approve	10%	(54)	26%	(139)	64%	(344)	537
Biden Job Somewhat Disapprove	5%	(17)	29%	(98)	66%	(223)	339
Biden Job Strongly Disapprove	10%	(77)	28%	(223)	63%	(505)	805

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Table MCFE13_13: *Now on a different topicIn general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?*
NHL

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	10%	(226)	27%	(589)	63%	(1395)	2210
Favorable of Biden	12%	(113)	26%	(249)	63%	(607)	969
Unfavorable of Biden	9%	(107)	28%	(319)	62%	(708)	1134
Very Favorable of Biden	15%	(73)	24%	(114)	61%	(295)	482
Somewhat Favorable of Biden	8%	(40)	28%	(135)	64%	(312)	487
Somewhat Unfavorable of Biden	6%	(18)	29%	(86)	65%	(195)	299
Very Unfavorable of Biden	11%	(89)	28%	(233)	61%	(513)	835
#1 Issue: Economy	10%	(94)	27%	(249)	62%	(569)	913
#1 Issue: Security	10%	(24)	29%	(70)	61%	(149)	243
#1 Issue: Health Care	15%	(26)	34%	(57)	51%	(88)	170
#1 Issue: Medicare / Social Security	6%	(15)	25%	(67)	69%	(184)	266
#1 Issue: Women's Issues	11%	(33)	24%	(73)	66%	(205)	311
#1 Issue: Education	13%	(8)	23%	(14)	63%	(37)	59
#1 Issue: Energy	10%	(14)	25%	(34)	65%	(87)	134
#1 Issue: Other	11%	(12)	23%	(26)	67%	(77)	115
2020 Vote: Joe Biden	12%	(116)	28%	(263)	60%	(566)	945
2020 Vote: Donald Trump	10%	(77)	29%	(213)	61%	(450)	740
2020 Vote: Other	3%	(2)	44%	(30)	53%	(36)	67
2020 Vote: Didn't Vote	7%	(31)	18%	(84)	75%	(343)	459
2018 House Vote: Democrat	13%	(99)	28%	(209)	59%	(447)	755
2018 House Vote: Republican	11%	(65)	31%	(183)	58%	(342)	589
2018 House Vote: Someone else	13%	(7)	28%	(14)	59%	(29)	50
2016 Vote: Hillary Clinton	12%	(84)	28%	(192)	60%	(419)	695
2016 Vote: Donald Trump	13%	(83)	31%	(202)	57%	(371)	656
2016 Vote: Other	7%	(6)	34%	(30)	59%	(50)	86
2016 Vote: Didn't Vote	6%	(49)	21%	(164)	72%	(552)	765
Voted in 2014: Yes	12%	(151)	29%	(359)	58%	(716)	1227
Voted in 2014: No	8%	(75)	23%	(230)	69%	(679)	983
4-Region: Northeast	13%	(48)	32%	(124)	55%	(211)	383
4-Region: Midwest	10%	(47)	28%	(126)	62%	(284)	456
4-Region: South	9%	(75)	23%	(192)	68%	(577)	844
4-Region: West	11%	(56)	28%	(147)	61%	(323)	527

Table MCFE13_13: *Now on a different topicIn general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?* *NHL*

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	10%	(226)	27%	(589)	63%	(1395)	2210
TikTok Users	13%	(99)	27%	(216)	60%	(478)	793
Twitch Users	18%	(40)	36%	(77)	46%	(99)	216
2022 Sports Viewers/Attendees	14%	(206)	32%	(477)	54%	(791)	1475
Monthly Moviegoers	24%	(77)	36%	(114)	40%	(130)	320
Few Times per Year + Moviegoers	16%	(147)	32%	(298)	52%	(475)	920
Heard Smile Campaign	19%	(105)	31%	(173)	50%	(273)	551
Heard Minion Campaign	18%	(95)	31%	(169)	51%	(276)	540
Listens to Podcasts	14%	(160)	32%	(365)	54%	(607)	1132
Streaming Services User	11%	(197)	28%	(501)	61%	(1074)	1773
Netflix User	11%	(169)	28%	(411)	61%	(894)	1474
Disney+ User	12%	(120)	31%	(309)	56%	(555)	984
Heterosexual or straight	10%	(206)	27%	(525)	63%	(1240)	1971
Gay	8%	(5)	28%	(19)	64%	(44)	68
Bisexual	8%	(7)	31%	(27)	61%	(54)	88
Yes	13%	(9)	34%	(24)	53%	(37)	70
No	10%	(216)	26%	(566)	63%	(1358)	2140

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

Table MCFE13_14: *Now on a different topicIn general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?*
PGA Tour

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	7%	(147)	20%	(445)	73%	(1618)	2210
Gender: Male	10%	(111)	26%	(282)	63%	(674)	1068
Gender: Female	3%	(36)	14%	(163)	83%	(944)	1142
Age: 18-34	8%	(53)	16%	(100)	76%	(488)	642
Age: 35-44	6%	(20)	23%	(86)	71%	(259)	365
Age: 45-64	5%	(38)	18%	(131)	76%	(546)	714
Age: 65+	7%	(36)	26%	(129)	66%	(324)	489
GenZers: 1997-2012	7%	(17)	14%	(35)	80%	(204)	256
Millennials: 1981-1996	7%	(49)	21%	(136)	72%	(468)	653
GenXers: 1965-1980	5%	(25)	16%	(91)	79%	(439)	555
Baby Boomers: 1946-1964	8%	(51)	24%	(164)	68%	(458)	673
PID: Dem (no lean)	7%	(60)	20%	(174)	73%	(625)	860
PID: Ind (no lean)	4%	(28)	18%	(122)	78%	(524)	674
PID: Rep (no lean)	9%	(59)	22%	(149)	69%	(468)	676
PID/Gender: Dem Men	12%	(46)	26%	(104)	62%	(244)	394
PID/Gender: Dem Women	3%	(14)	15%	(70)	82%	(381)	465
PID/Gender: Ind Men	7%	(23)	26%	(88)	68%	(234)	345
PID/Gender: Ind Women	2%	(5)	10%	(34)	88%	(290)	329
PID/Gender: Rep Men	13%	(42)	28%	(90)	60%	(196)	328
PID/Gender: Rep Women	5%	(17)	17%	(59)	78%	(272)	348
Ideo: Liberal (1-3)	7%	(45)	20%	(132)	73%	(479)	656
Ideo: Moderate (4)	5%	(37)	22%	(165)	73%	(549)	751
Ideo: Conservative (5-7)	10%	(65)	21%	(139)	69%	(463)	666
Educ: < College	5%	(76)	17%	(243)	78%	(1118)	1437
Educ: Bachelors degree	10%	(48)	26%	(128)	64%	(315)	491
Educ: Post-grad	8%	(23)	26%	(74)	66%	(185)	282
Income: Under 50k	5%	(58)	17%	(213)	79%	(1001)	1271
Income: 50k-100k	9%	(58)	21%	(136)	70%	(462)	656
Income: 100k+	11%	(31)	34%	(97)	55%	(155)	283
Ethnicity: White	6%	(104)	21%	(356)	73%	(1250)	1711
Ethnicity: Hispanic	5%	(18)	17%	(65)	78%	(291)	374
Ethnicity: Black	11%	(32)	21%	(58)	68%	(193)	282

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Table MCFE13_14: *Now on a different topicIn general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?*
PGA Tour

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	7%	(147)	20%	(445)	73%	(1618)	2210
Ethnicity: Other	5%	(11)	14%	(31)	81%	(175)	217
All Christian	8%	(81)	23%	(242)	69%	(707)	1029
All Non-Christian	9%	(11)	26%	(34)	65%	(84)	129
Atheist	5%	(5)	12%	(12)	84%	(83)	99
Agnostic/Nothing in particular	4%	(24)	17%	(102)	78%	(461)	587
Something Else	7%	(26)	15%	(56)	78%	(283)	365
Religious Non-Protestant/Catholic	7%	(11)	22%	(34)	71%	(108)	154
Evangelical	7%	(41)	22%	(124)	70%	(393)	558
Non-Evangelical	8%	(63)	21%	(169)	71%	(559)	792
Community: Urban	9%	(56)	22%	(142)	69%	(440)	638
Community: Suburban	7%	(70)	22%	(221)	71%	(723)	1014
Community: Rural	4%	(21)	15%	(83)	81%	(454)	558
Employ: Private Sector	9%	(62)	24%	(156)	67%	(437)	654
Employ: Government	5%	(7)	18%	(25)	76%	(104)	136
Employ: Self-Employed	9%	(15)	25%	(41)	66%	(110)	166
Employ: Homemaker	2%	(3)	7%	(13)	92%	(174)	190
Employ: Student	6%	(4)	17%	(11)	77%	(48)	62
Employ: Retired	7%	(38)	24%	(138)	69%	(387)	563
Employ: Unemployed	4%	(11)	12%	(35)	85%	(255)	301
Employ: Other	5%	(7)	20%	(28)	75%	(102)	137
Military HH: Yes	9%	(25)	22%	(62)	69%	(197)	283
Military HH: No	6%	(122)	20%	(384)	74%	(1421)	1927
RD/WT: Right Direction	8%	(53)	22%	(145)	70%	(468)	666
RD/WT: Wrong Track	6%	(94)	19%	(300)	74%	(1150)	1544
Biden Job Approve	7%	(70)	21%	(203)	72%	(696)	970
Biden Job Disapprove	7%	(76)	20%	(232)	73%	(836)	1144
Biden Job Strongly Approve	9%	(40)	21%	(93)	69%	(300)	433
Biden Job Somewhat Approve	6%	(30)	21%	(111)	74%	(397)	537
Biden Job Somewhat Disapprove	5%	(16)	18%	(60)	78%	(263)	339
Biden Job Strongly Disapprove	7%	(60)	21%	(172)	71%	(573)	805

Table MCFE13_14: *Now on a different topicIn general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?*
PGA Tour

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	7%	(147)	20%	(445)	73%	(1618)	2210
Favorable of Biden	6%	(62)	20%	(197)	73%	(710)	969
Unfavorable of Biden	7%	(84)	21%	(234)	72%	(816)	1134
Very Favorable of Biden	7%	(33)	20%	(98)	73%	(351)	482
Somewhat Favorable of Biden	6%	(29)	20%	(99)	74%	(359)	487
Somewhat Unfavorable of Biden	5%	(15)	21%	(63)	74%	(221)	299
Very Unfavorable of Biden	8%	(69)	20%	(171)	71%	(595)	835
#1 Issue: Economy	7%	(63)	21%	(193)	72%	(657)	913
#1 Issue: Security	8%	(19)	25%	(60)	67%	(163)	243
#1 Issue: Health Care	8%	(13)	21%	(35)	72%	(122)	170
#1 Issue: Medicare / Social Security	5%	(13)	19%	(51)	76%	(202)	266
#1 Issue: Women's Issues	4%	(14)	14%	(44)	81%	(253)	311
#1 Issue: Education	9%	(5)	25%	(15)	66%	(39)	59
#1 Issue: Energy	9%	(12)	20%	(26)	71%	(96)	134
#1 Issue: Other	7%	(8)	18%	(21)	75%	(86)	115
2020 Vote: Joe Biden	7%	(70)	22%	(207)	71%	(667)	945
2020 Vote: Donald Trump	8%	(61)	22%	(165)	70%	(514)	740
2020 Vote: Other	7%	(5)	25%	(17)	68%	(45)	67
2020 Vote: Didn't Vote	2%	(11)	12%	(57)	85%	(391)	459
2018 House Vote: Democrat	8%	(60)	21%	(161)	71%	(535)	755
2018 House Vote: Republican	10%	(57)	24%	(143)	66%	(390)	589
2018 House Vote: Someone else	7%	(4)	17%	(9)	75%	(37)	50
2016 Vote: Hillary Clinton	8%	(53)	21%	(143)	72%	(500)	695
2016 Vote: Donald Trump	9%	(56)	25%	(164)	66%	(436)	656
2016 Vote: Other	8%	(7)	22%	(19)	70%	(60)	86
2016 Vote: Didn't Vote	4%	(30)	15%	(117)	81%	(618)	765
Voted in 2014: Yes	8%	(99)	23%	(284)	69%	(843)	1227
Voted in 2014: No	5%	(48)	16%	(161)	79%	(774)	983
4-Region: Northeast	7%	(25)	20%	(75)	74%	(282)	383
4-Region: Midwest	6%	(29)	19%	(87)	74%	(340)	456
4-Region: South	7%	(57)	22%	(182)	72%	(605)	844
4-Region: West	7%	(36)	19%	(100)	74%	(390)	527

Table MCFE13_14: *Now on a different topicIn general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?*
PGA Tour

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	7%	(147)	20%	(445)	73%	(1618)	2210
TikTok Users	9%	(68)	19%	(153)	72%	(572)	793
Twitch Users	12%	(27)	29%	(63)	58%	(126)	216
2022 Sports Viewers/Attendees	9%	(136)	27%	(396)	64%	(943)	1475
Monthly Moviegoers	15%	(48)	30%	(96)	55%	(176)	320
Few Times per Year + Moviegoers	10%	(91)	25%	(231)	65%	(598)	920
Heard Smile Campaign	12%	(67)	24%	(133)	64%	(351)	551
Heard Minion Campaign	12%	(63)	24%	(131)	64%	(346)	540
Listens to Podcasts	9%	(103)	24%	(272)	67%	(756)	1132
Streaming Services User	7%	(127)	20%	(362)	72%	(1284)	1773
Netflix User	8%	(118)	20%	(291)	72%	(1065)	1474
Disney+ User	9%	(85)	21%	(203)	71%	(696)	984
Heterosexual or straight	7%	(137)	21%	(410)	72%	(1423)	1971
Gay	4%	(3)	14%	(9)	82%	(56)	68
Bisexual	2%	(2)	17%	(15)	81%	(72)	88
Yes	7%	(5)	25%	(18)	68%	(48)	70
No	7%	(142)	20%	(428)	73%	(1570)	2140

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

Table MCFE13_15: *Now on a different topicIn general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?*
UFC

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	11%	(239)	20%	(443)	69%	(1528)	2210
Gender: Male	17%	(176)	25%	(268)	58%	(624)	1068
Gender: Female	5%	(63)	15%	(175)	79%	(904)	1142
Age: 18-34	20%	(129)	30%	(192)	50%	(321)	642
Age: 35-44	17%	(62)	29%	(106)	54%	(197)	365
Age: 45-64	6%	(45)	16%	(114)	78%	(555)	714
Age: 65+	1%	(3)	6%	(31)	93%	(455)	489
GenZers: 1997-2012	19%	(49)	29%	(73)	52%	(134)	256
Millennials: 1981-1996	19%	(126)	31%	(199)	50%	(327)	653
GenXers: 1965-1980	9%	(51)	19%	(103)	72%	(401)	555
Baby Boomers: 1946-1964	2%	(12)	10%	(66)	88%	(596)	673
PID: Dem (no lean)	12%	(101)	21%	(181)	67%	(578)	860
PID: Ind (no lean)	9%	(64)	19%	(127)	72%	(484)	674
PID: Rep (no lean)	11%	(73)	20%	(136)	69%	(467)	676
PID/Gender: Dem Men	19%	(74)	28%	(112)	53%	(208)	394
PID/Gender: Dem Women	6%	(27)	15%	(69)	79%	(369)	465
PID/Gender: Ind Men	13%	(45)	24%	(83)	63%	(217)	345
PID/Gender: Ind Women	6%	(19)	13%	(44)	81%	(267)	329
PID/Gender: Rep Men	17%	(57)	22%	(73)	60%	(198)	328
PID/Gender: Rep Women	5%	(17)	18%	(63)	77%	(268)	348
Ideo: Liberal (1-3)	11%	(74)	19%	(127)	69%	(454)	656
Ideo: Moderate (4)	13%	(94)	23%	(169)	65%	(487)	751
Ideo: Conservative (5-7)	9%	(58)	18%	(118)	74%	(490)	666
Educ: < College	12%	(171)	22%	(320)	66%	(946)	1437
Educ: Bachelors degree	9%	(46)	16%	(78)	75%	(367)	491
Educ: Post-grad	8%	(22)	16%	(45)	76%	(216)	282
Income: Under 50k	11%	(135)	22%	(274)	68%	(862)	1271
Income: 50k-100k	10%	(67)	18%	(119)	72%	(470)	656
Income: 100k+	13%	(36)	18%	(51)	69%	(196)	283
Ethnicity: White	9%	(153)	17%	(298)	74%	(1259)	1711
Ethnicity: Hispanic	18%	(69)	25%	(94)	56%	(211)	374
Ethnicity: Black	22%	(61)	30%	(86)	48%	(136)	282

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Table MCFE13_15: *Now on a different topicIn general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?*
UFC

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	11%	(239)	20%	(443)	69%	(1528)	2210
Ethnicity: Other	11%	(24)	27%	(59)	62%	(134)	217
All Christian	10%	(99)	17%	(175)	73%	(755)	1029
All Non-Christian	11%	(14)	20%	(25)	69%	(89)	129
Atheist	7%	(7)	15%	(15)	78%	(77)	99
Agnostic/Nothing in particular	12%	(68)	20%	(118)	68%	(402)	587
Something Else	14%	(50)	30%	(109)	56%	(206)	365
Religious Non-Protestant/Catholic	11%	(16)	19%	(29)	70%	(108)	154
Evangelical	12%	(68)	22%	(125)	65%	(365)	558
Non-Evangelical	10%	(77)	19%	(153)	71%	(563)	792
Community: Urban	18%	(117)	25%	(160)	57%	(361)	638
Community: Suburban	8%	(85)	18%	(180)	74%	(749)	1014
Community: Rural	7%	(36)	18%	(103)	75%	(419)	558
Employ: Private Sector	16%	(104)	27%	(176)	57%	(374)	654
Employ: Government	18%	(24)	23%	(32)	59%	(80)	136
Employ: Self-Employed	18%	(30)	23%	(38)	59%	(98)	166
Employ: Homemaker	5%	(10)	21%	(39)	74%	(141)	190
Employ: Student	25%	(15)	32%	(20)	44%	(27)	62
Employ: Retired	1%	(7)	9%	(49)	90%	(506)	563
Employ: Unemployed	10%	(30)	17%	(51)	73%	(220)	301
Employ: Other	13%	(18)	27%	(37)	60%	(82)	137
Military HH: Yes	6%	(16)	18%	(52)	76%	(216)	283
Military HH: No	12%	(223)	20%	(391)	68%	(1312)	1927
RD/WT: Right Direction	15%	(99)	21%	(139)	64%	(429)	666
RD/WT: Wrong Track	9%	(140)	20%	(304)	71%	(1099)	1544
Biden Job Approve	12%	(119)	20%	(192)	68%	(658)	970
Biden Job Disapprove	10%	(109)	20%	(231)	70%	(803)	1144
Biden Job Strongly Approve	16%	(70)	17%	(73)	67%	(289)	433
Biden Job Somewhat Approve	9%	(49)	22%	(119)	69%	(369)	537
Biden Job Somewhat Disapprove	11%	(37)	23%	(77)	66%	(224)	339
Biden Job Strongly Disapprove	9%	(72)	19%	(154)	72%	(579)	805

Table MCFE13_15: *Now on a different topicIn general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?*
UFC

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	11%	(239)	20%	(443)	69%	(1528)	2210
Favorable of Biden	11%	(110)	19%	(187)	69%	(672)	969
Unfavorable of Biden	10%	(117)	21%	(233)	69%	(784)	1134
Very Favorable of Biden	15%	(70)	16%	(76)	70%	(335)	482
Somewhat Favorable of Biden	8%	(40)	23%	(110)	69%	(337)	487
Somewhat Unfavorable of Biden	13%	(39)	23%	(69)	64%	(191)	299
Very Unfavorable of Biden	9%	(78)	20%	(164)	71%	(593)	835
#1 Issue: Economy	14%	(125)	22%	(200)	64%	(587)	913
#1 Issue: Security	9%	(23)	16%	(39)	74%	(180)	243
#1 Issue: Health Care	10%	(18)	21%	(36)	68%	(116)	170
#1 Issue: Medicare / Social Security	3%	(9)	14%	(37)	83%	(220)	266
#1 Issue: Women's Issues	8%	(26)	21%	(66)	70%	(219)	311
#1 Issue: Education	14%	(9)	30%	(18)	55%	(33)	59
#1 Issue: Energy	15%	(20)	21%	(28)	64%	(86)	134
#1 Issue: Other	8%	(9)	16%	(19)	76%	(87)	115
2020 Vote: Joe Biden	11%	(106)	19%	(177)	70%	(662)	945
2020 Vote: Donald Trump	10%	(73)	21%	(152)	69%	(514)	740
2020 Vote: Other	11%	(7)	19%	(13)	70%	(47)	67
2020 Vote: Didn't Vote	11%	(53)	22%	(101)	67%	(306)	459
2018 House Vote: Democrat	12%	(88)	18%	(134)	71%	(533)	755
2018 House Vote: Republican	8%	(47)	20%	(115)	72%	(427)	589
2018 House Vote: Someone else	12%	(6)	20%	(10)	68%	(34)	50
2016 Vote: Hillary Clinton	10%	(70)	18%	(126)	72%	(499)	695
2016 Vote: Donald Trump	10%	(63)	19%	(124)	72%	(469)	656
2016 Vote: Other	9%	(8)	17%	(15)	74%	(63)	86
2016 Vote: Didn't Vote	13%	(97)	23%	(177)	64%	(491)	765
Voted in 2014: Yes	9%	(113)	17%	(209)	74%	(905)	1227
Voted in 2014: No	13%	(126)	24%	(234)	63%	(624)	983
4-Region: Northeast	11%	(43)	16%	(60)	73%	(280)	383
4-Region: Midwest	10%	(47)	14%	(62)	76%	(347)	456
4-Region: South	11%	(92)	24%	(199)	66%	(554)	844
4-Region: West	11%	(57)	23%	(122)	66%	(347)	527

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Table MCFE13_15: *Now on a different topicIn general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?*
UFC

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	11%	(239)	20%	(443)	69%	(1528)	2210
TikTok Users	17%	(138)	29%	(228)	54%	(426)	793
Twitch Users	30%	(64)	31%	(67)	39%	(84)	216
2022 Sports Viewers/Attendees	14%	(202)	24%	(356)	62%	(916)	1475
Monthly Moviegoers	26%	(84)	26%	(82)	48%	(154)	320
Few Times per Year + Moviegoers	18%	(163)	25%	(234)	57%	(523)	920
Heard Smile Campaign	24%	(134)	32%	(179)	43%	(238)	551
Heard Minion Campaign	26%	(139)	32%	(171)	43%	(230)	540
Listens to Podcasts	17%	(196)	26%	(294)	57%	(642)	1132
Streaming Services User	13%	(230)	23%	(405)	64%	(1138)	1773
Netflix User	14%	(209)	24%	(356)	62%	(908)	1474
Disney+ User	15%	(152)	26%	(258)	58%	(574)	984
Heterosexual or straight	11%	(216)	20%	(389)	69%	(1366)	1971
Gay	11%	(7)	17%	(11)	72%	(49)	68
Bisexual	10%	(9)	29%	(25)	61%	(54)	88
Yes	14%	(10)	31%	(22)	55%	(39)	70
No	11%	(229)	20%	(421)	70%	(1490)	2140

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

Table MCFE13_16: *Now on a different topicIn general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?*
WNBA

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	5%	(110)	18%	(403)	77%	(1697)	2210
Gender: Male	6%	(62)	22%	(236)	72%	(770)	1068
Gender: Female	4%	(48)	15%	(167)	81%	(928)	1142
Age: 18-34	9%	(55)	23%	(146)	69%	(441)	642
Age: 35-44	7%	(25)	20%	(72)	74%	(269)	365
Age: 45-64	3%	(24)	16%	(112)	81%	(578)	714
Age: 65+	1%	(5)	15%	(74)	84%	(410)	489
GenZers: 1997-2012	5%	(13)	23%	(60)	72%	(184)	256
Millennials: 1981-1996	9%	(60)	21%	(139)	69%	(453)	653
GenXers: 1965-1980	4%	(23)	17%	(95)	79%	(437)	555
Baby Boomers: 1946-1964	2%	(12)	14%	(96)	84%	(565)	673
PID: Dem (no lean)	8%	(68)	23%	(195)	69%	(597)	860
PID: Ind (no lean)	2%	(12)	14%	(97)	84%	(566)	674
PID: Rep (no lean)	4%	(30)	16%	(111)	79%	(535)	676
PID/Gender: Dem Men	10%	(39)	29%	(116)	61%	(240)	394
PID/Gender: Dem Women	6%	(29)	17%	(79)	77%	(357)	465
PID/Gender: Ind Men	2%	(8)	16%	(56)	82%	(282)	345
PID/Gender: Ind Women	1%	(4)	12%	(41)	86%	(284)	329
PID/Gender: Rep Men	5%	(16)	20%	(65)	76%	(248)	328
PID/Gender: Rep Women	4%	(14)	13%	(46)	83%	(287)	348
Ideo: Liberal (1-3)	8%	(51)	23%	(150)	69%	(455)	656
Ideo: Moderate (4)	4%	(31)	21%	(156)	75%	(564)	751
Ideo: Conservative (5-7)	4%	(25)	13%	(87)	83%	(554)	666
Educ: < College	5%	(69)	18%	(253)	78%	(1115)	1437
Educ: Bachelors degree	5%	(27)	19%	(94)	75%	(370)	491
Educ: Post-grad	5%	(14)	20%	(56)	75%	(212)	282
Income: Under 50k	4%	(56)	18%	(234)	77%	(981)	1271
Income: 50k-100k	4%	(29)	18%	(121)	77%	(507)	656
Income: 100k+	9%	(25)	17%	(48)	74%	(209)	283
Ethnicity: White	3%	(48)	15%	(261)	82%	(1402)	1711
Ethnicity: Hispanic	6%	(23)	22%	(83)	72%	(268)	374
Ethnicity: Black	20%	(56)	32%	(90)	48%	(137)	282

Table MCFE13_16: *Now on a different topicIn general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?* *WNBA*

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	5%	(110)	18%	(403)	77%	(1697)	2210
Ethnicity: Other	3%	(6)	24%	(52)	73%	(158)	217
All Christian	5%	(47)	18%	(180)	78%	(802)	1029
All Non-Christian	8%	(10)	30%	(39)	62%	(79)	129
Atheist	5%	(5)	19%	(19)	76%	(76)	99
Agnostic/Nothing in particular	3%	(17)	16%	(95)	81%	(475)	587
Something Else	8%	(30)	19%	(70)	73%	(266)	365
Religious Non-Protestant/Catholic	8%	(12)	29%	(44)	64%	(98)	154
Evangelical	8%	(43)	20%	(110)	73%	(405)	558
Non-Evangelical	4%	(32)	16%	(131)	80%	(630)	792
Community: Urban	9%	(60)	23%	(149)	67%	(429)	638
Community: Suburban	3%	(34)	18%	(181)	79%	(800)	1014
Community: Rural	3%	(16)	13%	(73)	84%	(468)	558
Employ: Private Sector	8%	(52)	21%	(137)	71%	(465)	654
Employ: Government	12%	(16)	20%	(27)	68%	(93)	136
Employ: Self-Employed	5%	(8)	28%	(47)	67%	(111)	166
Employ: Homemaker	3%	(6)	11%	(22)	86%	(163)	190
Employ: Student	4%	(2)	18%	(11)	78%	(48)	62
Employ: Retired	1%	(5)	15%	(84)	84%	(474)	563
Employ: Unemployed	4%	(11)	15%	(45)	82%	(246)	301
Employ: Other	6%	(9)	22%	(30)	72%	(98)	137
Military HH: Yes	2%	(7)	20%	(57)	77%	(219)	283
Military HH: No	5%	(103)	18%	(346)	77%	(1478)	1927
RD/WT: Right Direction	10%	(67)	27%	(182)	63%	(417)	666
RD/WT: Wrong Track	3%	(42)	14%	(221)	83%	(1281)	1544
Biden Job Approve	8%	(77)	24%	(237)	68%	(655)	970
Biden Job Disapprove	3%	(32)	13%	(146)	84%	(966)	1144
Biden Job Strongly Approve	11%	(47)	27%	(118)	62%	(268)	433
Biden Job Somewhat Approve	6%	(31)	22%	(119)	72%	(387)	537
Biden Job Somewhat Disapprove	4%	(12)	16%	(53)	81%	(273)	339
Biden Job Strongly Disapprove	2%	(19)	12%	(93)	86%	(693)	805

Table MCFE13_16: *Now on a different topicIn general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?*
WNBA

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	5%	(110)	18%	(403)	77%	(1697)	2210
Favorable of Biden	7%	(71)	23%	(223)	70%	(676)	969
Unfavorable of Biden	3%	(34)	14%	(158)	83%	(941)	1134
Very Favorable of Biden	10%	(47)	24%	(114)	67%	(321)	482
Somewhat Favorable of Biden	5%	(24)	22%	(109)	73%	(354)	487
Somewhat Unfavorable of Biden	4%	(11)	17%	(52)	79%	(236)	299
Very Unfavorable of Biden	3%	(24)	13%	(106)	84%	(705)	835
#1 Issue: Economy	4%	(37)	18%	(165)	78%	(711)	913
#1 Issue: Security	6%	(15)	14%	(33)	80%	(195)	243
#1 Issue: Health Care	10%	(17)	23%	(38)	68%	(115)	170
#1 Issue: Medicare / Social Security	1%	(2)	19%	(51)	80%	(213)	266
#1 Issue: Women's Issues	6%	(18)	19%	(60)	75%	(232)	311
#1 Issue: Education	13%	(8)	26%	(15)	61%	(36)	59
#1 Issue: Energy	8%	(11)	21%	(28)	71%	(95)	134
#1 Issue: Other	3%	(3)	10%	(12)	87%	(100)	115
2020 Vote: Joe Biden	7%	(67)	24%	(230)	68%	(647)	945
2020 Vote: Donald Trump	3%	(24)	14%	(105)	83%	(611)	740
2020 Vote: Other	1%	(1)	28%	(19)	71%	(48)	67
2020 Vote: Didn't Vote	4%	(17)	11%	(49)	85%	(392)	459
2018 House Vote: Democrat	8%	(57)	24%	(185)	68%	(513)	755
2018 House Vote: Republican	4%	(22)	15%	(86)	82%	(481)	589
2018 House Vote: Someone else	1%	(0)	33%	(16)	66%	(33)	50
2016 Vote: Hillary Clinton	8%	(52)	25%	(173)	68%	(469)	695
2016 Vote: Donald Trump	4%	(25)	14%	(92)	82%	(539)	656
2016 Vote: Other	1%	(1)	19%	(17)	79%	(68)	86
2016 Vote: Didn't Vote	4%	(29)	16%	(119)	81%	(616)	765
Voted in 2014: Yes	6%	(69)	21%	(254)	74%	(903)	1227
Voted in 2014: No	4%	(40)	15%	(149)	81%	(794)	983
4-Region: Northeast	5%	(18)	15%	(58)	80%	(306)	383
4-Region: Midwest	3%	(15)	16%	(74)	80%	(367)	456
4-Region: South	6%	(48)	21%	(175)	74%	(621)	844
4-Region: West	5%	(28)	18%	(96)	76%	(402)	527

Table MCFE13_16: *Now on a different topicIn general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?*
WNBA

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	5%	(110)	18%	(403)	77%	(1697)	2210
TikTok Users	8%	(65)	22%	(170)	70%	(557)	793
Twitch Users	14%	(30)	34%	(74)	52%	(111)	216
2022 Sports Viewers/Attendees	6%	(93)	23%	(344)	70%	(1038)	1475
Monthly Moviegoers	14%	(44)	30%	(96)	56%	(180)	320
Few Times per Year + Moviegoers	8%	(76)	25%	(233)	66%	(611)	920
Heard Smile Campaign	14%	(79)	28%	(156)	57%	(316)	551
Heard Minion Campaign	14%	(75)	27%	(144)	60%	(322)	540
Listens to Podcasts	8%	(88)	25%	(288)	67%	(756)	1132
Streaming Services User	6%	(102)	20%	(350)	75%	(1321)	1773
Netflix User	6%	(84)	22%	(318)	73%	(1071)	1474
Disney+ User	7%	(73)	23%	(228)	69%	(683)	984
Heterosexual or straight	5%	(93)	19%	(367)	77%	(1511)	1971
Gay	6%	(4)	15%	(10)	78%	(53)	68
Bisexual	7%	(6)	15%	(14)	78%	(69)	88
Yes	8%	(6)	25%	(18)	67%	(47)	70
No	5%	(104)	18%	(385)	77%	(1650)	2140

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

Table MCFE13_17: *Now on a different topicIn general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?*
WTA Tour

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	3%	(65)	9%	(199)	88%	(1946)	2210
Gender: Male	4%	(45)	12%	(129)	84%	(895)	1068
Gender: Female	2%	(20)	6%	(71)	92%	(1051)	1142
Age: 18-34	5%	(33)	13%	(81)	82%	(528)	642
Age: 35-44	4%	(14)	11%	(41)	85%	(310)	365
Age: 45-64	2%	(12)	8%	(54)	91%	(647)	714
Age: 65+	1%	(5)	5%	(23)	94%	(461)	489
GenZers: 1997-2012	6%	(14)	11%	(28)	84%	(214)	256
Millennials: 1981-1996	4%	(29)	13%	(84)	83%	(540)	653
GenXers: 1965-1980	2%	(10)	9%	(50)	89%	(495)	555
Baby Boomers: 1946-1964	2%	(11)	5%	(35)	93%	(627)	673
PID: Dem (no lean)	4%	(31)	12%	(102)	84%	(726)	860
PID: Ind (no lean)	2%	(11)	5%	(37)	93%	(627)	674
PID: Rep (no lean)	3%	(23)	9%	(60)	88%	(593)	676
PID/Gender: Dem Men	5%	(20)	17%	(67)	78%	(307)	394
PID/Gender: Dem Women	2%	(11)	8%	(36)	90%	(419)	465
PID/Gender: Ind Men	2%	(8)	8%	(28)	90%	(309)	345
PID/Gender: Ind Women	1%	(3)	3%	(9)	97%	(318)	329
PID/Gender: Rep Men	5%	(16)	10%	(34)	85%	(278)	328
PID/Gender: Rep Women	2%	(7)	8%	(26)	90%	(314)	348
Ideo: Liberal (1-3)	4%	(24)	13%	(84)	84%	(548)	656
Ideo: Moderate (4)	3%	(19)	10%	(73)	88%	(658)	751
Ideo: Conservative (5-7)	3%	(20)	6%	(38)	91%	(608)	666
Educ: < College	2%	(33)	7%	(102)	91%	(1302)	1437
Educ: Bachelors degree	4%	(22)	14%	(68)	82%	(401)	491
Educ: Post-grad	4%	(10)	10%	(29)	86%	(243)	282
Income: Under 50k	2%	(30)	8%	(99)	90%	(1142)	1271
Income: 50k-100k	3%	(22)	9%	(58)	88%	(576)	656
Income: 100k+	4%	(12)	15%	(42)	81%	(229)	283
Ethnicity: White	2%	(40)	8%	(130)	90%	(1541)	1711
Ethnicity: Hispanic	2%	(9)	13%	(49)	84%	(315)	374
Ethnicity: Black	6%	(18)	15%	(41)	79%	(223)	282

Table MCFE13_17: *Now on a different topicIn general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?*
WTA Tour

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	3%	(65)	9%	(199)	88%	(1946)	2210
Ethnicity: Other	3%	(7)	13%	(29)	84%	(181)	217
All Christian	3%	(30)	9%	(92)	88%	(908)	1029
All Non-Christian	5%	(7)	16%	(20)	79%	(102)	129
Atheist	1%	(1)	9%	(9)	90%	(89)	99
Agnostic/Nothing in particular	2%	(12)	8%	(46)	90%	(530)	587
Something Else	4%	(16)	9%	(32)	87%	(318)	365
Religious Non-Protestant/Catholic	5%	(8)	14%	(22)	81%	(124)	154
Evangelical	5%	(26)	10%	(56)	85%	(477)	558
Non-Evangelical	2%	(18)	8%	(62)	90%	(712)	792
Community: Urban	5%	(30)	13%	(83)	82%	(524)	638
Community: Suburban	3%	(26)	8%	(81)	89%	(908)	1014
Community: Rural	2%	(9)	6%	(35)	92%	(514)	558
Employ: Private Sector	6%	(37)	12%	(80)	82%	(537)	654
Employ: Government	2%	(2)	12%	(16)	86%	(118)	136
Employ: Self-Employed	4%	(7)	15%	(25)	81%	(134)	166
Employ: Homemaker	—	(0)	6%	(10)	94%	(180)	190
Employ: Student	4%	(2)	14%	(9)	82%	(51)	62
Employ: Retired	1%	(6)	5%	(29)	94%	(527)	563
Employ: Unemployed	2%	(5)	6%	(19)	92%	(277)	301
Employ: Other	4%	(6)	7%	(10)	88%	(121)	137
Military HH: Yes	1%	(2)	8%	(22)	91%	(259)	283
Military HH: No	3%	(63)	9%	(177)	88%	(1687)	1927
RD/WT: Right Direction	5%	(33)	14%	(94)	81%	(539)	666
RD/WT: Wrong Track	2%	(32)	7%	(105)	91%	(1407)	1544
Biden Job Approve	4%	(38)	13%	(125)	83%	(808)	970
Biden Job Disapprove	2%	(26)	6%	(70)	92%	(1048)	1144
Biden Job Strongly Approve	5%	(20)	17%	(72)	79%	(340)	433
Biden Job Somewhat Approve	3%	(17)	10%	(52)	87%	(468)	537
Biden Job Somewhat Disapprove	3%	(9)	7%	(25)	90%	(305)	339
Biden Job Strongly Disapprove	2%	(17)	6%	(45)	92%	(743)	805

Continued on next page

Table MCFE13_17: *Now on a different topicIn general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?*
WTA Tour

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	3%	(65)	9%	(199)	88%	(1946)	2210
Favorable of Biden	3%	(32)	11%	(106)	86%	(831)	969
Unfavorable of Biden	3%	(28)	8%	(86)	90%	(1019)	1134
Very Favorable of Biden	4%	(19)	13%	(62)	83%	(401)	482
Somewhat Favorable of Biden	3%	(14)	9%	(43)	88%	(430)	487
Somewhat Unfavorable of Biden	3%	(9)	9%	(28)	88%	(262)	299
Very Unfavorable of Biden	2%	(20)	7%	(58)	91%	(757)	835
#1 Issue: Economy	3%	(29)	8%	(75)	89%	(809)	913
#1 Issue: Security	3%	(7)	9%	(21)	89%	(215)	243
#1 Issue: Health Care	5%	(8)	19%	(32)	76%	(130)	170
#1 Issue: Medicare / Social Security	3%	(7)	4%	(11)	93%	(248)	266
#1 Issue: Women's Issues	1%	(5)	9%	(28)	89%	(278)	311
#1 Issue: Education	1%	(1)	17%	(10)	82%	(48)	59
#1 Issue: Energy	3%	(5)	13%	(17)	84%	(112)	134
#1 Issue: Other	4%	(4)	4%	(5)	92%	(105)	115
2020 Vote: Joe Biden	3%	(33)	12%	(113)	85%	(799)	945
2020 Vote: Donald Trump	3%	(20)	8%	(58)	89%	(662)	740
2020 Vote: Other	3%	(2)	7%	(5)	90%	(60)	67
2020 Vote: Didn't Vote	2%	(10)	5%	(23)	93%	(425)	459
2018 House Vote: Democrat	4%	(27)	12%	(92)	84%	(636)	755
2018 House Vote: Republican	2%	(12)	9%	(52)	89%	(524)	589
2018 House Vote: Someone else	4%	(2)	8%	(4)	88%	(43)	50
2016 Vote: Hillary Clinton	4%	(25)	12%	(83)	84%	(586)	695
2016 Vote: Donald Trump	2%	(13)	8%	(50)	90%	(592)	656
2016 Vote: Other	2%	(2)	12%	(10)	86%	(73)	86
2016 Vote: Didn't Vote	3%	(24)	7%	(54)	90%	(686)	765
Voted in 2014: Yes	3%	(34)	11%	(133)	86%	(1060)	1227
Voted in 2014: No	3%	(31)	7%	(66)	90%	(886)	983
4-Region: Northeast	3%	(12)	8%	(32)	88%	(338)	383
4-Region: Midwest	2%	(9)	8%	(37)	90%	(411)	456
4-Region: South	4%	(33)	10%	(88)	86%	(723)	844
4-Region: West	2%	(11)	8%	(42)	90%	(474)	527

Table MCFE13_17: *Now on a different topicIn general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following? WTA Tour*

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	3%	(65)	9%	(199)	88%	(1946)	2210
TikTok Users	5%	(38)	10%	(83)	85%	(672)	793
Twitch Users	9%	(20)	23%	(49)	68%	(147)	216
2022 Sports Viewers/Attendees	4%	(57)	11%	(166)	85%	(1252)	1475
Monthly Moviegoers	8%	(27)	20%	(65)	71%	(229)	320
Few Times per Year + Moviegoers	5%	(43)	15%	(140)	80%	(737)	920
Heard Smile Campaign	8%	(43)	20%	(109)	72%	(399)	551
Heard Minion Campaign	8%	(43)	20%	(110)	72%	(387)	540
Listens to Podcasts	5%	(56)	14%	(154)	81%	(922)	1132
Streaming Services User	4%	(62)	10%	(184)	86%	(1526)	1773
Netflix User	4%	(54)	11%	(159)	86%	(1261)	1474
Disney+ User	5%	(47)	13%	(126)	82%	(811)	984
Heterosexual or straight	3%	(58)	9%	(177)	88%	(1735)	1971
Gay	9%	(6)	6%	(4)	85%	(58)	68
Bisexual	1%	(1)	12%	(10)	87%	(77)	88
Yes	3%	(2)	16%	(11)	81%	(57)	70
No	3%	(63)	9%	(188)	88%	(1889)	2140

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

Table MCFE13_18: *Now on a different topicIn general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?*
College football

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	22%	(492)	29%	(632)	49%	(1086)	2210
Gender: Male	32%	(339)	31%	(332)	37%	(397)	1068
Gender: Female	13%	(153)	26%	(301)	60%	(689)	1142
Age: 18-34	23%	(146)	26%	(166)	51%	(330)	642
Age: 35-44	25%	(90)	27%	(99)	48%	(176)	365
Age: 45-64	21%	(150)	30%	(213)	49%	(352)	714
Age: 65+	22%	(106)	32%	(155)	47%	(228)	489
GenZers: 1997-2012	19%	(49)	23%	(59)	58%	(149)	256
Millennials: 1981-1996	26%	(167)	27%	(176)	47%	(310)	653
GenXers: 1965-1980	19%	(108)	31%	(170)	50%	(277)	555
Baby Boomers: 1946-1964	22%	(149)	30%	(201)	48%	(322)	673
PID: Dem (no lean)	20%	(173)	30%	(259)	50%	(427)	860
PID: Ind (no lean)	16%	(111)	29%	(195)	55%	(368)	674
PID: Rep (no lean)	31%	(208)	26%	(178)	43%	(290)	676
PID/Gender: Dem Men	32%	(125)	34%	(132)	35%	(137)	394
PID/Gender: Dem Women	10%	(48)	27%	(127)	62%	(291)	465
PID/Gender: Ind Men	23%	(81)	31%	(108)	45%	(157)	345
PID/Gender: Ind Women	9%	(30)	27%	(88)	64%	(211)	329
PID/Gender: Rep Men	41%	(133)	28%	(92)	31%	(103)	328
PID/Gender: Rep Women	21%	(75)	25%	(86)	54%	(187)	348
Ideo: Liberal (1-3)	22%	(142)	29%	(188)	50%	(326)	656
Ideo: Moderate (4)	18%	(137)	32%	(237)	50%	(377)	751
Ideo: Conservative (5-7)	30%	(201)	28%	(186)	42%	(279)	666
Educ: < College	19%	(278)	28%	(399)	53%	(760)	1437
Educ: Bachelors degree	29%	(143)	28%	(137)	43%	(210)	491
Educ: Post-grad	25%	(71)	34%	(96)	41%	(116)	282
Income: Under 50k	18%	(232)	26%	(337)	55%	(702)	1271
Income: 50k-100k	26%	(168)	31%	(204)	43%	(284)	656
Income: 100k+	32%	(92)	32%	(92)	35%	(99)	283
Ethnicity: White	22%	(381)	28%	(487)	49%	(843)	1711
Ethnicity: Hispanic	18%	(66)	25%	(93)	57%	(214)	374
Ethnicity: Black	31%	(89)	30%	(86)	38%	(108)	282

Table MCFE13_18: *Now on a different topicIn general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?*
College football

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	22%	(492)	29%	(632)	49%	(1086)	2210
Ethnicity: Other	10%	(22)	28%	(60)	62%	(135)	217
All Christian	25%	(254)	31%	(320)	44%	(455)	1029
All Non-Christian	20%	(26)	32%	(41)	48%	(62)	129
Atheist	17%	(17)	21%	(21)	62%	(61)	99
Agnostic/Nothing in particular	17%	(102)	25%	(145)	58%	(341)	587
Something Else	26%	(94)	29%	(104)	46%	(167)	365
Religious Non-Protestant/Catholic	22%	(33)	31%	(48)	47%	(73)	154
Evangelical	29%	(161)	30%	(167)	41%	(231)	558
Non-Evangelical	22%	(172)	31%	(246)	47%	(374)	792
Community: Urban	24%	(151)	26%	(166)	50%	(321)	638
Community: Suburban	24%	(239)	32%	(322)	45%	(454)	1014
Community: Rural	18%	(102)	26%	(145)	56%	(311)	558
Employ: Private Sector	28%	(182)	32%	(207)	41%	(266)	654
Employ: Government	29%	(39)	24%	(32)	48%	(65)	136
Employ: Self-Employed	33%	(55)	25%	(42)	42%	(69)	166
Employ: Homemaker	11%	(22)	26%	(49)	63%	(119)	190
Employ: Student	13%	(8)	30%	(18)	57%	(35)	62
Employ: Retired	22%	(122)	31%	(176)	47%	(265)	563
Employ: Unemployed	12%	(35)	22%	(66)	66%	(200)	301
Employ: Other	22%	(30)	30%	(41)	49%	(66)	137
Military HH: Yes	22%	(63)	33%	(95)	44%	(126)	283
Military HH: No	22%	(429)	28%	(537)	50%	(960)	1927
RD/WT: Right Direction	24%	(163)	29%	(196)	46%	(307)	666
RD/WT: Wrong Track	21%	(329)	28%	(436)	50%	(779)	1544
Biden Job Approve	23%	(222)	29%	(278)	49%	(471)	970
Biden Job Disapprove	23%	(258)	29%	(334)	48%	(552)	1144
Biden Job Strongly Approve	26%	(112)	30%	(131)	44%	(189)	433
Biden Job Somewhat Approve	20%	(109)	27%	(147)	52%	(281)	537
Biden Job Somewhat Disapprove	15%	(52)	34%	(116)	51%	(171)	339
Biden Job Strongly Disapprove	26%	(206)	27%	(219)	47%	(380)	805

Table MCFE13_18: *Now on a different topicIn general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?*
College football

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	22%	(492)	29%	(632)	49%	(1086)	2210
Favorable of Biden	21%	(203)	29%	(283)	50%	(483)	969
Unfavorable of Biden	24%	(275)	29%	(327)	47%	(532)	1134
Very Favorable of Biden	23%	(112)	29%	(142)	47%	(228)	482
Somewhat Favorable of Biden	19%	(91)	29%	(141)	52%	(255)	487
Somewhat Unfavorable of Biden	19%	(57)	32%	(95)	49%	(147)	299
Very Unfavorable of Biden	26%	(218)	28%	(232)	46%	(385)	835
#1 Issue: Economy	24%	(223)	30%	(271)	46%	(419)	913
#1 Issue: Security	21%	(51)	24%	(59)	55%	(132)	243
#1 Issue: Health Care	24%	(40)	29%	(50)	47%	(80)	170
#1 Issue: Medicare / Social Security	24%	(63)	30%	(79)	47%	(124)	266
#1 Issue: Women's Issues	17%	(54)	25%	(78)	58%	(179)	311
#1 Issue: Education	21%	(13)	28%	(17)	50%	(30)	59
#1 Issue: Energy	18%	(24)	36%	(48)	46%	(62)	134
#1 Issue: Other	22%	(25)	25%	(29)	53%	(61)	115
2020 Vote: Joe Biden	23%	(213)	31%	(294)	46%	(437)	945
2020 Vote: Donald Trump	29%	(215)	28%	(207)	43%	(317)	740
2020 Vote: Other	19%	(13)	35%	(24)	45%	(30)	67
2020 Vote: Didn't Vote	11%	(50)	23%	(107)	66%	(302)	459
2018 House Vote: Democrat	23%	(176)	32%	(242)	45%	(337)	755
2018 House Vote: Republican	32%	(188)	28%	(163)	40%	(238)	589
2018 House Vote: Someone else	25%	(13)	31%	(15)	44%	(22)	50
2016 Vote: Hillary Clinton	22%	(154)	31%	(215)	47%	(326)	695
2016 Vote: Donald Trump	30%	(200)	31%	(203)	39%	(253)	656
2016 Vote: Other	18%	(16)	35%	(30)	47%	(40)	86
2016 Vote: Didn't Vote	16%	(119)	24%	(182)	61%	(464)	765
Voted in 2014: Yes	28%	(338)	30%	(367)	43%	(522)	1227
Voted in 2014: No	16%	(154)	27%	(266)	57%	(564)	983
4-Region: Northeast	16%	(60)	25%	(95)	59%	(227)	383
4-Region: Midwest	26%	(117)	28%	(126)	47%	(213)	456
4-Region: South	26%	(218)	32%	(270)	42%	(357)	844
4-Region: West	18%	(97)	27%	(141)	55%	(288)	527

Table MCFE13_18: *Now on a different topicIn general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?* *College football*

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	22%	(492)	29%	(632)	49%	(1086)	2210
TikTok Users	24%	(194)	31%	(243)	45%	(356)	793
Twitch Users	34%	(73)	29%	(64)	37%	(79)	216
2022 Sports Viewers/Attendees	31%	(451)	37%	(541)	33%	(483)	1475
Monthly Moviegoers	39%	(126)	31%	(99)	30%	(95)	320
Few Times per Year + Moviegoers	29%	(267)	32%	(299)	38%	(354)	920
Heard Smile Campaign	34%	(190)	29%	(162)	36%	(199)	551
Heard Minion Campaign	33%	(177)	29%	(159)	38%	(204)	540
Listens to Podcasts	28%	(312)	33%	(370)	40%	(450)	1132
Streaming Services User	23%	(412)	30%	(534)	47%	(827)	1773
Netflix User	23%	(342)	30%	(444)	47%	(687)	1474
Disney+ User	25%	(248)	31%	(309)	43%	(427)	984
Heterosexual or straight	23%	(460)	29%	(575)	47%	(935)	1971
Gay	16%	(11)	26%	(18)	58%	(39)	68
Bisexual	16%	(14)	20%	(17)	65%	(57)	88
Yes	15%	(10)	37%	(26)	48%	(34)	70
No	22%	(481)	28%	(606)	49%	(1052)	2140

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

Table MCFE13_19: *Now on a different topicIn general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?*
College basketball

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	15%	(336)	25%	(561)	59%	(1313)	2210
Gender: Male	22%	(239)	30%	(320)	48%	(508)	1068
Gender: Female	8%	(97)	21%	(241)	70%	(805)	1142
Age: 18-34	16%	(103)	26%	(165)	58%	(374)	642
Age: 35-44	17%	(61)	27%	(99)	56%	(205)	365
Age: 45-64	13%	(91)	26%	(182)	62%	(440)	714
Age: 65+	16%	(81)	23%	(115)	60%	(294)	489
GenZers: 1997-2012	14%	(37)	22%	(57)	64%	(163)	256
Millennials: 1981-1996	18%	(117)	28%	(180)	54%	(355)	653
GenXers: 1965-1980	11%	(62)	26%	(144)	63%	(349)	555
Baby Boomers: 1946-1964	16%	(107)	24%	(159)	61%	(407)	673
PID: Dem (no lean)	17%	(145)	26%	(225)	57%	(489)	860
PID: Ind (no lean)	11%	(72)	24%	(162)	65%	(440)	674
PID: Rep (no lean)	18%	(119)	26%	(174)	57%	(383)	676
PID/Gender: Dem Men	27%	(105)	31%	(124)	42%	(165)	394
PID/Gender: Dem Women	9%	(40)	22%	(101)	70%	(324)	465
PID/Gender: Ind Men	15%	(51)	30%	(102)	56%	(192)	345
PID/Gender: Ind Women	6%	(21)	18%	(60)	75%	(248)	329
PID/Gender: Rep Men	25%	(83)	29%	(94)	46%	(151)	328
PID/Gender: Rep Women	10%	(36)	23%	(79)	67%	(233)	348
Ideo: Liberal (1-3)	17%	(110)	24%	(155)	60%	(390)	656
Ideo: Moderate (4)	14%	(108)	28%	(207)	58%	(436)	751
Ideo: Conservative (5-7)	17%	(112)	26%	(175)	57%	(380)	666
Educ: < College	13%	(187)	23%	(324)	64%	(926)	1437
Educ: Bachelors degree	19%	(92)	30%	(149)	51%	(249)	491
Educ: Post-grad	20%	(57)	31%	(88)	49%	(137)	282
Income: Under 50k	12%	(153)	23%	(296)	65%	(822)	1271
Income: 50k-100k	17%	(111)	27%	(178)	56%	(368)	656
Income: 100k+	25%	(72)	31%	(87)	44%	(124)	283
Ethnicity: White	14%	(244)	24%	(417)	61%	(1050)	1711
Ethnicity: Hispanic	11%	(39)	23%	(87)	66%	(247)	374
Ethnicity: Black	28%	(78)	30%	(85)	42%	(119)	282

Table MCFE13_19: *Now on a different topicIn general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?* *College basketball*

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	15%	(336)	25%	(561)	59%	(1313)	2210
Ethnicity: Other	6%	(14)	27%	(59)	66%	(144)	217
All Christian	16%	(165)	28%	(285)	56%	(578)	1029
All Non-Christian	13%	(17)	30%	(39)	57%	(73)	129
Atheist	9%	(9)	18%	(18)	72%	(72)	99
Agnostic/Nothing in particular	12%	(72)	23%	(133)	65%	(382)	587
Something Else	20%	(73)	23%	(85)	57%	(207)	365
Religious Non-Protestant/Catholic	14%	(22)	30%	(47)	55%	(85)	154
Evangelical	20%	(109)	28%	(154)	53%	(295)	558
Non-Evangelical	15%	(118)	26%	(204)	59%	(470)	792
Community: Urban	18%	(114)	25%	(159)	57%	(364)	638
Community: Suburban	15%	(157)	27%	(274)	58%	(584)	1014
Community: Rural	12%	(65)	23%	(128)	65%	(365)	558
Employ: Private Sector	18%	(118)	30%	(196)	52%	(340)	654
Employ: Government	23%	(31)	24%	(32)	54%	(73)	136
Employ: Self-Employed	20%	(34)	31%	(51)	49%	(81)	166
Employ: Homemaker	8%	(16)	15%	(29)	77%	(146)	190
Employ: Student	12%	(8)	27%	(17)	61%	(38)	62
Employ: Retired	15%	(83)	26%	(145)	59%	(334)	563
Employ: Unemployed	10%	(29)	18%	(54)	73%	(219)	301
Employ: Other	13%	(18)	27%	(38)	59%	(81)	137
Military HH: Yes	13%	(37)	31%	(89)	56%	(157)	283
Military HH: No	16%	(299)	25%	(472)	60%	(1156)	1927
RD/WT: Right Direction	19%	(130)	29%	(191)	52%	(346)	666
RD/WT: Wrong Track	13%	(206)	24%	(370)	63%	(967)	1544
Biden Job Approve	18%	(179)	26%	(250)	56%	(540)	970
Biden Job Disapprove	13%	(153)	25%	(287)	61%	(703)	1144
Biden Job Strongly Approve	22%	(96)	28%	(121)	50%	(216)	433
Biden Job Somewhat Approve	15%	(83)	24%	(130)	60%	(325)	537
Biden Job Somewhat Disapprove	12%	(41)	28%	(94)	60%	(203)	339
Biden Job Strongly Disapprove	14%	(112)	24%	(193)	62%	(500)	805

Table MCFE13_19: *Now on a different topicIn general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?* *College basketball*

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	15%	(336)	25%	(561)	59%	(1313)	2210
Favorable of Biden	17%	(167)	26%	(247)	57%	(555)	969
Unfavorable of Biden	14%	(162)	26%	(289)	60%	(682)	1134
Very Favorable of Biden	20%	(96)	27%	(128)	54%	(258)	482
Somewhat Favorable of Biden	15%	(71)	25%	(119)	61%	(296)	487
Somewhat Unfavorable of Biden	13%	(40)	28%	(83)	59%	(175)	299
Very Unfavorable of Biden	15%	(122)	25%	(206)	61%	(507)	835
#1 Issue: Economy	16%	(148)	27%	(243)	57%	(521)	913
#1 Issue: Security	16%	(38)	22%	(54)	62%	(150)	243
#1 Issue: Health Care	17%	(28)	28%	(47)	56%	(95)	170
#1 Issue: Medicare / Social Security	13%	(34)	23%	(62)	64%	(169)	266
#1 Issue: Women's Issues	13%	(40)	21%	(67)	66%	(205)	311
#1 Issue: Education	23%	(14)	27%	(16)	50%	(29)	59
#1 Issue: Energy	14%	(18)	33%	(44)	53%	(72)	134
#1 Issue: Other	13%	(15)	25%	(28)	62%	(71)	115
2020 Vote: Joe Biden	18%	(170)	27%	(260)	54%	(515)	945
2020 Vote: Donald Trump	17%	(126)	26%	(189)	57%	(425)	740
2020 Vote: Other	11%	(7)	28%	(19)	61%	(41)	67
2020 Vote: Didn't Vote	7%	(32)	20%	(94)	73%	(333)	459
2018 House Vote: Democrat	19%	(144)	29%	(216)	52%	(394)	755
2018 House Vote: Republican	18%	(108)	26%	(152)	56%	(329)	589
2018 House Vote: Someone else	13%	(7)	24%	(12)	63%	(31)	50
2016 Vote: Hillary Clinton	18%	(124)	28%	(197)	54%	(374)	695
2016 Vote: Donald Trump	19%	(125)	28%	(181)	53%	(350)	656
2016 Vote: Other	12%	(10)	22%	(18)	66%	(57)	86
2016 Vote: Didn't Vote	9%	(72)	22%	(165)	69%	(528)	765
Voted in 2014: Yes	19%	(236)	27%	(330)	54%	(660)	1227
Voted in 2014: No	10%	(100)	24%	(231)	66%	(653)	983
4-Region: Northeast	11%	(41)	23%	(87)	67%	(254)	383
4-Region: Midwest	17%	(79)	26%	(118)	57%	(260)	456
4-Region: South	16%	(139)	28%	(236)	56%	(470)	844
4-Region: West	15%	(77)	23%	(121)	62%	(329)	527

Table MCFE13_19: *Now on a different topicIn general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?*
College basketball

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	15%	(336)	25%	(561)	59%	(1313)	2210
TikTok Users	16%	(125)	28%	(221)	56%	(446)	793
Twitch Users	24%	(52)	31%	(67)	44%	(96)	216
2022 Sports Viewers/Attendees	21%	(310)	33%	(481)	46%	(684)	1475
Monthly Moviegoers	30%	(97)	34%	(109)	36%	(114)	320
Few Times per Year + Moviegoers	20%	(187)	33%	(301)	47%	(432)	920
Heard Smile Campaign	24%	(133)	33%	(181)	43%	(237)	551
Heard Minion Campaign	24%	(131)	31%	(167)	45%	(242)	540
Listens to Podcasts	19%	(216)	31%	(347)	50%	(569)	1132
Streaming Services User	16%	(277)	28%	(492)	57%	(1003)	1773
Netflix User	17%	(247)	28%	(405)	56%	(821)	1474
Disney+ User	18%	(177)	29%	(285)	53%	(522)	984
Heterosexual or straight	16%	(312)	26%	(520)	58%	(1138)	1971
Gay	15%	(10)	10%	(7)	75%	(51)	68
Bisexual	10%	(9)	20%	(18)	70%	(62)	88
Yes	12%	(8)	29%	(20)	59%	(42)	70
No	15%	(328)	25%	(541)	59%	(1271)	2140

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

Table MCFE13_20: *Now on a different topicIn general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?*
English Premier League

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	6%	(124)	12%	(257)	83%	(1829)	2210
Gender: Male	8%	(90)	16%	(168)	76%	(809)	1068
Gender: Female	3%	(34)	8%	(88)	89%	(1020)	1142
Age: 18-34	10%	(63)	16%	(103)	74%	(476)	642
Age: 35-44	8%	(29)	14%	(50)	78%	(286)	365
Age: 45-64	3%	(24)	11%	(79)	86%	(611)	714
Age: 65+	2%	(8)	5%	(25)	93%	(457)	489
GenZers: 1997-2012	10%	(25)	14%	(37)	76%	(195)	256
Millennials: 1981-1996	9%	(61)	16%	(103)	75%	(489)	653
GenXers: 1965-1980	4%	(25)	12%	(67)	84%	(464)	555
Baby Boomers: 1946-1964	2%	(11)	7%	(46)	91%	(616)	673
PID: Dem (no lean)	8%	(66)	14%	(124)	78%	(669)	860
PID: Ind (no lean)	4%	(28)	9%	(63)	87%	(584)	674
PID: Rep (no lean)	4%	(30)	10%	(70)	85%	(576)	676
PID/Gender: Dem Men	13%	(51)	20%	(79)	67%	(264)	394
PID/Gender: Dem Women	3%	(15)	10%	(45)	87%	(406)	465
PID/Gender: Ind Men	6%	(21)	13%	(44)	81%	(281)	345
PID/Gender: Ind Women	2%	(7)	6%	(19)	92%	(303)	329
PID/Gender: Rep Men	6%	(18)	14%	(45)	81%	(265)	328
PID/Gender: Rep Women	3%	(12)	7%	(25)	89%	(311)	348
Ideo: Liberal (1-3)	9%	(56)	15%	(95)	77%	(505)	656
Ideo: Moderate (4)	6%	(42)	13%	(97)	81%	(612)	751
Ideo: Conservative (5-7)	4%	(23)	9%	(58)	88%	(585)	666
Educ: < College	3%	(48)	10%	(147)	86%	(1243)	1437
Educ: Bachelors degree	11%	(53)	15%	(76)	74%	(362)	491
Educ: Post-grad	8%	(23)	12%	(34)	80%	(225)	282
Income: Under 50k	4%	(46)	11%	(138)	86%	(1087)	1271
Income: 50k-100k	6%	(40)	12%	(78)	82%	(538)	656
Income: 100k+	13%	(38)	14%	(41)	72%	(204)	283
Ethnicity: White	5%	(91)	9%	(160)	85%	(1460)	1711
Ethnicity: Hispanic	6%	(22)	16%	(58)	79%	(294)	374
Ethnicity: Black	9%	(25)	19%	(55)	72%	(203)	282

Table MCFE13_20: *Now on a different topicIn general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?* *English Premier League*

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	6%	(124)	12%	(257)	83%	(1829)	2210
Ethnicity: Other	4%	(9)	19%	(42)	77%	(167)	217
All Christian	6%	(63)	12%	(126)	82%	(839)	1029
All Non-Christian	13%	(17)	18%	(23)	70%	(90)	129
Atheist	4%	(4)	6%	(6)	90%	(90)	99
Agnostic/Nothing in particular	3%	(19)	10%	(58)	87%	(511)	587
Something Else	6%	(21)	12%	(45)	82%	(300)	365
Religious Non-Protestant/Catholic	12%	(18)	18%	(28)	70%	(108)	154
Evangelical	6%	(32)	13%	(74)	81%	(453)	558
Non-Evangelical	6%	(46)	11%	(89)	83%	(656)	792
Community: Urban	8%	(53)	17%	(111)	74%	(473)	638
Community: Suburban	7%	(67)	11%	(108)	83%	(840)	1014
Community: Rural	1%	(4)	7%	(38)	93%	(516)	558
Employ: Private Sector	10%	(67)	17%	(112)	73%	(476)	654
Employ: Government	6%	(8)	18%	(24)	77%	(104)	136
Employ: Self-Employed	8%	(14)	15%	(25)	77%	(128)	166
Employ: Homemaker	2%	(4)	5%	(9)	93%	(177)	190
Employ: Student	15%	(9)	22%	(14)	63%	(39)	62
Employ: Retired	2%	(10)	6%	(36)	92%	(517)	563
Employ: Unemployed	1%	(4)	8%	(24)	91%	(273)	301
Employ: Other	7%	(9)	9%	(12)	84%	(115)	137
Military HH: Yes	5%	(15)	9%	(25)	86%	(244)	283
Military HH: No	6%	(109)	12%	(232)	82%	(1585)	1927
RD/WT: Right Direction	11%	(71)	17%	(112)	73%	(483)	666
RD/WT: Wrong Track	3%	(53)	9%	(145)	87%	(1346)	1544
Biden Job Approve	8%	(79)	15%	(141)	77%	(750)	970
Biden Job Disapprove	3%	(35)	9%	(107)	88%	(1002)	1144
Biden Job Strongly Approve	10%	(44)	17%	(75)	72%	(313)	433
Biden Job Somewhat Approve	6%	(35)	12%	(66)	81%	(436)	537
Biden Job Somewhat Disapprove	4%	(14)	11%	(37)	85%	(288)	339
Biden Job Strongly Disapprove	3%	(21)	9%	(70)	89%	(714)	805

Continued on next page

Table MCFE13_20: *Now on a different topicIn general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?*
English Premier League

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	6%	(124)	12%	(257)	83%	(1829)	2210
Favorable of Biden	7%	(69)	13%	(129)	80%	(772)	969
Unfavorable of Biden	4%	(46)	10%	(116)	86%	(972)	1134
Very Favorable of Biden	8%	(40)	15%	(73)	77%	(370)	482
Somewhat Favorable of Biden	6%	(29)	11%	(56)	83%	(402)	487
Somewhat Unfavorable of Biden	6%	(19)	12%	(36)	81%	(243)	299
Very Unfavorable of Biden	3%	(27)	10%	(79)	87%	(729)	835
#1 Issue: Economy	6%	(59)	11%	(99)	83%	(755)	913
#1 Issue: Security	4%	(9)	11%	(26)	85%	(207)	243
#1 Issue: Health Care	9%	(16)	16%	(27)	75%	(127)	170
#1 Issue: Medicare / Social Security	1%	(4)	10%	(26)	89%	(236)	266
#1 Issue: Women's Issues	5%	(14)	14%	(43)	82%	(254)	311
#1 Issue: Education	6%	(4)	25%	(15)	69%	(41)	59
#1 Issue: Energy	9%	(12)	11%	(15)	79%	(106)	134
#1 Issue: Other	5%	(6)	5%	(6)	90%	(103)	115
2020 Vote: Joe Biden	8%	(76)	15%	(141)	77%	(728)	945
2020 Vote: Donald Trump	3%	(25)	11%	(78)	86%	(637)	740
2020 Vote: Other	6%	(4)	13%	(9)	81%	(54)	67
2020 Vote: Didn't Vote	4%	(19)	6%	(29)	89%	(410)	459
2018 House Vote: Democrat	8%	(64)	15%	(113)	77%	(578)	755
2018 House Vote: Republican	3%	(20)	10%	(61)	86%	(508)	589
2018 House Vote: Someone else	7%	(3)	8%	(4)	85%	(42)	50
2016 Vote: Hillary Clinton	9%	(60)	14%	(96)	78%	(539)	695
2016 Vote: Donald Trump	4%	(27)	11%	(75)	84%	(554)	656
2016 Vote: Other	4%	(3)	14%	(12)	82%	(70)	86
2016 Vote: Didn't Vote	4%	(32)	9%	(71)	87%	(662)	765
Voted in 2014: Yes	6%	(77)	13%	(155)	81%	(995)	1227
Voted in 2014: No	5%	(47)	10%	(102)	85%	(834)	983
4-Region: Northeast	8%	(29)	12%	(45)	81%	(309)	383
4-Region: Midwest	3%	(15)	10%	(47)	86%	(395)	456
4-Region: South	5%	(46)	13%	(109)	82%	(690)	844
4-Region: West	6%	(34)	11%	(56)	83%	(436)	527

Table MCFE13_20: *Now on a different topicIn general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?*
English Premier League

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	6%	(124)	12%	(257)	83%	(1829)	2210
TikTok Users	8%	(66)	15%	(122)	76%	(604)	793
Twitch Users	16%	(35)	24%	(51)	60%	(130)	216
2022 Sports Viewers/Attendees	7%	(107)	15%	(215)	78%	(1153)	1475
Monthly Moviegoers	16%	(50)	23%	(75)	61%	(196)	320
Few Times per Year + Moviegoers	10%	(95)	19%	(171)	71%	(653)	920
Heard Smile Campaign	14%	(76)	23%	(126)	63%	(349)	551
Heard Minion Campaign	15%	(79)	23%	(126)	62%	(336)	540
Listens to Podcasts	10%	(112)	17%	(192)	73%	(827)	1132
Streaming Services User	7%	(118)	13%	(231)	80%	(1423)	1773
Netflix User	8%	(113)	14%	(207)	78%	(1154)	1474
Disney+ User	10%	(94)	16%	(157)	75%	(734)	984
Heterosexual or straight	5%	(107)	12%	(228)	83%	(1635)	1971
Gay	5%	(4)	13%	(9)	82%	(56)	68
Bisexual	6%	(5)	13%	(11)	82%	(72)	88
Yes	9%	(6)	14%	(10)	77%	(54)	70
No	5%	(118)	12%	(247)	83%	(1775)	2140

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

Table MCFE13_21: *Now on a different topicIn general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?*
La Liga

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	4%	(92)	8%	(181)	88%	(1937)	2210
Gender: Male	6%	(68)	11%	(116)	83%	(884)	1068
Gender: Female	2%	(24)	6%	(65)	92%	(1053)	1142
Age: 18-34	8%	(53)	13%	(86)	78%	(503)	642
Age: 35-44	7%	(25)	11%	(41)	82%	(300)	365
Age: 45-64	2%	(12)	6%	(44)	92%	(658)	714
Age: 65+	—	(2)	2%	(11)	97%	(476)	489
GenZers: 1997-2012	8%	(20)	13%	(34)	79%	(203)	256
Millennials: 1981-1996	8%	(51)	13%	(84)	79%	(518)	653
GenXers: 1965-1980	3%	(16)	7%	(40)	90%	(499)	555
Baby Boomers: 1946-1964	1%	(5)	3%	(20)	96%	(649)	673
PID: Dem (no lean)	7%	(56)	10%	(90)	83%	(713)	860
PID: Ind (no lean)	2%	(13)	6%	(42)	92%	(620)	674
PID: Rep (no lean)	3%	(22)	7%	(49)	89%	(604)	676
PID/Gender: Dem Men	10%	(40)	15%	(58)	75%	(296)	394
PID/Gender: Dem Women	3%	(16)	7%	(32)	90%	(417)	465
PID/Gender: Ind Men	3%	(10)	9%	(30)	89%	(306)	345
PID/Gender: Ind Women	1%	(4)	4%	(12)	95%	(314)	329
PID/Gender: Rep Men	6%	(18)	9%	(28)	86%	(282)	328
PID/Gender: Rep Women	1%	(4)	6%	(21)	93%	(322)	348
Ideo: Liberal (1-3)	7%	(44)	10%	(67)	83%	(545)	656
Ideo: Moderate (4)	3%	(26)	10%	(73)	87%	(653)	751
Ideo: Conservative (5-7)	3%	(20)	6%	(37)	91%	(610)	666
Educ: < College	3%	(36)	7%	(101)	90%	(1300)	1437
Educ: Bachelors degree	7%	(32)	12%	(57)	82%	(401)	491
Educ: Post-grad	8%	(24)	8%	(23)	84%	(236)	282
Income: Under 50k	3%	(38)	7%	(90)	90%	(1143)	1271
Income: 50k-100k	3%	(22)	9%	(59)	88%	(575)	656
Income: 100k+	11%	(32)	11%	(32)	78%	(219)	283
Ethnicity: White	3%	(60)	7%	(121)	89%	(1530)	1711
Ethnicity: Hispanic	7%	(26)	13%	(49)	80%	(299)	374
Ethnicity: Black	7%	(20)	11%	(30)	82%	(232)	282

Table MCFE13_21: *Now on a different topicIn general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?* *La Liga*

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	4%	(92)	8%	(181)	88%	(1937)	2210
Ethnicity: Other	6%	(12)	14%	(30)	80%	(175)	217
All Christian	5%	(48)	8%	(87)	87%	(894)	1029
All Non-Christian	9%	(12)	13%	(17)	77%	(100)	129
Atheist	2%	(2)	8%	(8)	91%	(90)	99
Agnostic/Nothing in particular	3%	(17)	7%	(43)	90%	(527)	587
Something Else	4%	(13)	7%	(26)	89%	(326)	365
Religious Non-Protestant/Catholic	8%	(12)	12%	(19)	80%	(123)	154
Evangelical	5%	(27)	9%	(50)	86%	(481)	558
Non-Evangelical	4%	(32)	7%	(58)	89%	(703)	792
Community: Urban	8%	(54)	12%	(79)	79%	(505)	638
Community: Suburban	3%	(32)	8%	(82)	89%	(900)	1014
Community: Rural	1%	(6)	4%	(20)	95%	(532)	558
Employ: Private Sector	8%	(51)	13%	(83)	80%	(521)	654
Employ: Government	9%	(12)	8%	(11)	83%	(112)	136
Employ: Self-Employed	4%	(6)	13%	(22)	83%	(138)	166
Employ: Homemaker	—	(1)	6%	(11)	94%	(178)	190
Employ: Student	9%	(6)	19%	(12)	72%	(45)	62
Employ: Retired	—	(3)	3%	(20)	96%	(540)	563
Employ: Unemployed	3%	(8)	5%	(14)	93%	(279)	301
Employ: Other	4%	(6)	6%	(8)	90%	(124)	137
Military HH: Yes	2%	(5)	8%	(23)	90%	(254)	283
Military HH: No	4%	(86)	8%	(158)	87%	(1683)	1927
RD/WT: Right Direction	9%	(61)	13%	(85)	78%	(520)	666
RD/WT: Wrong Track	2%	(30)	6%	(96)	92%	(1418)	1544
Biden Job Approve	7%	(64)	11%	(110)	82%	(797)	970
Biden Job Disapprove	2%	(25)	6%	(67)	92%	(1051)	1144
Biden Job Strongly Approve	9%	(41)	12%	(50)	79%	(341)	433
Biden Job Somewhat Approve	4%	(23)	11%	(59)	85%	(455)	537
Biden Job Somewhat Disapprove	3%	(10)	8%	(29)	89%	(300)	339
Biden Job Strongly Disapprove	2%	(16)	5%	(39)	93%	(751)	805

Table MCFE13_21: *Now on a different topicIn general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?*
La Liga

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	4%	(92)	8%	(181)	88%	(1937)	2210
Favorable of Biden	6%	(58)	10%	(92)	85%	(819)	969
Unfavorable of Biden	2%	(26)	7%	(83)	90%	(1024)	1134
Very Favorable of Biden	7%	(36)	10%	(46)	83%	(400)	482
Somewhat Favorable of Biden	4%	(22)	9%	(46)	86%	(420)	487
Somewhat Unfavorable of Biden	3%	(10)	11%	(32)	86%	(256)	299
Very Unfavorable of Biden	2%	(16)	6%	(51)	92%	(768)	835
#1 Issue: Economy	5%	(41)	8%	(74)	87%	(798)	913
#1 Issue: Security	4%	(10)	5%	(11)	91%	(221)	243
#1 Issue: Health Care	9%	(15)	13%	(22)	78%	(133)	170
#1 Issue: Medicare / Social Security	—	(0)	8%	(20)	92%	(246)	266
#1 Issue: Women's Issues	4%	(12)	7%	(21)	89%	(278)	311
#1 Issue: Education	10%	(6)	15%	(9)	75%	(44)	59
#1 Issue: Energy	4%	(5)	12%	(17)	84%	(112)	134
#1 Issue: Other	2%	(2)	6%	(7)	92%	(105)	115
2020 Vote: Joe Biden	6%	(57)	10%	(92)	84%	(796)	945
2020 Vote: Donald Trump	3%	(21)	7%	(50)	90%	(669)	740
2020 Vote: Other	4%	(3)	4%	(3)	92%	(62)	67
2020 Vote: Didn't Vote	3%	(11)	8%	(37)	89%	(410)	459
2018 House Vote: Democrat	6%	(46)	9%	(68)	85%	(641)	755
2018 House Vote: Republican	3%	(18)	6%	(35)	91%	(535)	589
2018 House Vote: Someone else	3%	(1)	10%	(5)	87%	(43)	50
2016 Vote: Hillary Clinton	6%	(42)	9%	(59)	85%	(593)	695
2016 Vote: Donald Trump	3%	(21)	6%	(41)	90%	(593)	656
2016 Vote: Other	1%	(1)	7%	(6)	91%	(78)	86
2016 Vote: Didn't Vote	3%	(26)	10%	(74)	87%	(665)	765
Voted in 2014: Yes	5%	(56)	8%	(93)	88%	(1077)	1227
Voted in 2014: No	4%	(36)	9%	(88)	87%	(860)	983
4-Region: Northeast	5%	(20)	9%	(33)	86%	(329)	383
4-Region: Midwest	2%	(10)	6%	(28)	92%	(419)	456
4-Region: South	4%	(33)	10%	(83)	86%	(728)	844
4-Region: West	5%	(28)	7%	(38)	88%	(461)	527

Table MCFE13_21: *Now on a different topicIn general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?*
La Liga

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	4%	(92)	8%	(181)	88%	(1937)	2210
TikTok Users	7%	(55)	12%	(93)	81%	(645)	793
Twitch Users	16%	(35)	18%	(38)	66%	(142)	216
2022 Sports Viewers/Attendees	5%	(79)	10%	(147)	85%	(1249)	1475
Monthly Moviegoers	15%	(49)	17%	(54)	68%	(217)	320
Few Times per Year + Moviegoers	8%	(74)	14%	(127)	78%	(720)	920
Heard Smile Campaign	12%	(65)	15%	(83)	73%	(402)	551
Heard Minion Campaign	13%	(73)	17%	(90)	70%	(377)	540
Listens to Podcasts	7%	(81)	13%	(148)	80%	(903)	1132
Streaming Services User	5%	(89)	9%	(165)	86%	(1519)	1773
Netflix User	5%	(77)	11%	(156)	84%	(1241)	1474
Disney+ User	7%	(70)	13%	(129)	80%	(785)	984
Heterosexual or straight	4%	(87)	8%	(158)	88%	(1726)	1971
Gay	2%	(2)	12%	(8)	86%	(58)	68
Bisexual	3%	(3)	7%	(6)	89%	(79)	88
Yes	6%	(4)	10%	(7)	84%	(59)	70
No	4%	(88)	8%	(174)	88%	(1878)	2140

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

Table MCFE13_22: *Now on a different topicIn general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?*
Bundesliga

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	3%	(72)	7%	(155)	90%	(1983)	2210
Gender: Male	5%	(52)	10%	(106)	85%	(910)	1068
Gender: Female	2%	(20)	4%	(49)	94%	(1073)	1142
Age: 18-34	7%	(42)	11%	(71)	82%	(529)	642
Age: 35-44	5%	(19)	10%	(36)	85%	(311)	365
Age: 45-64	1%	(9)	5%	(38)	93%	(666)	714
Age: 65+	—	(2)	2%	(10)	98%	(477)	489
GenZers: 1997-2012	7%	(18)	10%	(25)	83%	(213)	256
Millennials: 1981-1996	6%	(38)	11%	(75)	83%	(540)	653
GenXers: 1965-1980	2%	(10)	6%	(35)	92%	(511)	555
Baby Boomers: 1946-1964	1%	(6)	3%	(18)	96%	(650)	673
PID: Dem (no lean)	5%	(40)	9%	(80)	86%	(739)	860
PID: Ind (no lean)	2%	(10)	5%	(35)	93%	(629)	674
PID: Rep (no lean)	3%	(22)	6%	(40)	91%	(615)	676
PID/Gender: Dem Men	7%	(28)	14%	(56)	79%	(310)	394
PID/Gender: Dem Women	3%	(13)	5%	(23)	92%	(429)	465
PID/Gender: Ind Men	3%	(9)	7%	(26)	90%	(310)	345
PID/Gender: Ind Women	—	(1)	3%	(10)	97%	(318)	329
PID/Gender: Rep Men	5%	(15)	7%	(24)	88%	(289)	328
PID/Gender: Rep Women	2%	(6)	5%	(16)	94%	(326)	348
Ideo: Liberal (1-3)	5%	(33)	10%	(65)	85%	(558)	656
Ideo: Moderate (4)	3%	(24)	8%	(57)	89%	(670)	751
Ideo: Conservative (5-7)	2%	(13)	5%	(32)	93%	(621)	666
Educ: < College	2%	(26)	5%	(79)	93%	(1332)	1437
Educ: Bachelors degree	6%	(30)	11%	(54)	83%	(406)	491
Educ: Post-grad	6%	(16)	8%	(22)	87%	(245)	282
Income: Under 50k	2%	(29)	5%	(68)	92%	(1174)	1271
Income: 50k-100k	4%	(27)	8%	(51)	88%	(578)	656
Income: 100k+	6%	(17)	13%	(35)	82%	(230)	283
Ethnicity: White	3%	(49)	6%	(102)	91%	(1559)	1711
Ethnicity: Hispanic	4%	(14)	9%	(35)	87%	(324)	374
Ethnicity: Black	6%	(18)	10%	(27)	84%	(237)	282

Table MCFE13_22: *Now on a different topicIn general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?*
Bundesliga

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	3%	(72)	7%	(155)	90%	(1983)	2210
Ethnicity: Other	2%	(5)	11%	(25)	86%	(187)	217
All Christian	3%	(33)	7%	(75)	89%	(921)	1029
All Non-Christian	6%	(7)	16%	(21)	78%	(101)	129
Atheist	4%	(4)	5%	(4)	91%	(91)	99
Agnostic/Nothing in particular	3%	(15)	6%	(34)	92%	(538)	587
Something Else	3%	(12)	6%	(20)	91%	(333)	365
Religious Non-Protestant/Catholic	6%	(10)	14%	(21)	80%	(123)	154
Evangelical	5%	(29)	6%	(31)	89%	(498)	558
Non-Evangelical	2%	(13)	7%	(59)	91%	(720)	792
Community: Urban	6%	(38)	10%	(63)	84%	(536)	638
Community: Suburban	3%	(28)	8%	(76)	90%	(910)	1014
Community: Rural	1%	(6)	3%	(15)	96%	(536)	558
Employ: Private Sector	7%	(46)	11%	(72)	82%	(536)	654
Employ: Government	5%	(7)	9%	(13)	85%	(116)	136
Employ: Self-Employed	3%	(4)	14%	(23)	84%	(139)	166
Employ: Homemaker	—	(0)	4%	(7)	96%	(183)	190
Employ: Student	4%	(3)	14%	(9)	82%	(51)	62
Employ: Retired	1%	(4)	2%	(13)	97%	(546)	563
Employ: Unemployed	1%	(4)	2%	(7)	96%	(290)	301
Employ: Other	3%	(4)	8%	(11)	89%	(121)	137
Military HH: Yes	3%	(7)	6%	(16)	92%	(260)	283
Military HH: No	3%	(65)	7%	(138)	89%	(1723)	1927
RD/WT: Right Direction	8%	(52)	11%	(75)	81%	(540)	666
RD/WT: Wrong Track	1%	(21)	5%	(80)	93%	(1443)	1544
Biden Job Approve	5%	(51)	10%	(95)	85%	(825)	970
Biden Job Disapprove	2%	(19)	5%	(52)	94%	(1072)	1144
Biden Job Strongly Approve	7%	(32)	10%	(45)	82%	(355)	433
Biden Job Somewhat Approve	3%	(18)	9%	(50)	87%	(469)	537
Biden Job Somewhat Disapprove	3%	(9)	6%	(19)	92%	(310)	339
Biden Job Strongly Disapprove	1%	(10)	4%	(33)	95%	(762)	805

Table MCFE13_22: *Now on a different topicIn general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?*
Bundesliga

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	3%	(72)	7%	(155)	90%	(1983)	2210
Favorable of Biden	4%	(40)	9%	(83)	87%	(846)	969
Unfavorable of Biden	2%	(25)	6%	(63)	92%	(1045)	1134
Very Favorable of Biden	5%	(26)	9%	(41)	86%	(415)	482
Somewhat Favorable of Biden	3%	(14)	9%	(42)	89%	(432)	487
Somewhat Unfavorable of Biden	4%	(12)	7%	(21)	89%	(266)	299
Very Unfavorable of Biden	2%	(14)	5%	(42)	93%	(779)	835
#1 Issue: Economy	3%	(30)	7%	(68)	89%	(815)	913
#1 Issue: Security	2%	(6)	6%	(14)	92%	(222)	243
#1 Issue: Health Care	8%	(13)	10%	(17)	82%	(140)	170
#1 Issue: Medicare / Social Security	1%	(3)	6%	(16)	93%	(247)	266
#1 Issue: Women's Issues	2%	(8)	6%	(19)	92%	(285)	311
#1 Issue: Education	10%	(6)	4%	(2)	87%	(51)	59
#1 Issue: Energy	3%	(4)	9%	(12)	88%	(117)	134
#1 Issue: Other	2%	(2)	5%	(6)	93%	(106)	115
2020 Vote: Joe Biden	4%	(41)	9%	(88)	86%	(816)	945
2020 Vote: Donald Trump	3%	(20)	5%	(40)	92%	(680)	740
2020 Vote: Other	4%	(3)	3%	(2)	93%	(62)	67
2020 Vote: Didn't Vote	2%	(8)	5%	(25)	93%	(425)	459
2018 House Vote: Democrat	4%	(34)	9%	(66)	87%	(655)	755
2018 House Vote: Republican	2%	(14)	6%	(33)	92%	(543)	589
2018 House Vote: Someone else	3%	(1)	6%	(3)	91%	(45)	50
2016 Vote: Hillary Clinton	4%	(31)	9%	(62)	87%	(601)	695
2016 Vote: Donald Trump	2%	(15)	5%	(36)	92%	(605)	656
2016 Vote: Other	1%	(1)	6%	(5)	93%	(80)	86
2016 Vote: Didn't Vote	3%	(24)	6%	(50)	90%	(691)	765
Voted in 2014: Yes	3%	(41)	7%	(89)	89%	(1097)	1227
Voted in 2014: No	3%	(31)	7%	(66)	90%	(886)	983
4-Region: Northeast	4%	(17)	6%	(25)	89%	(341)	383
4-Region: Midwest	2%	(8)	6%	(27)	92%	(422)	456
4-Region: South	3%	(29)	8%	(68)	89%	(748)	844
4-Region: West	4%	(19)	7%	(35)	90%	(473)	527

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Table MCFE13_22: *Now on a different topicIn general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?*
Bundesliga

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	3%	(72)	7%	(155)	90%	(1983)	2210
TikTok Users	5%	(36)	9%	(75)	86%	(682)	793
Twitch Users	13%	(27)	18%	(38)	70%	(151)	216
2022 Sports Viewers/Attendees	4%	(60)	9%	(128)	87%	(1287)	1475
Monthly Moviegoers	11%	(36)	16%	(52)	73%	(233)	320
Few Times per Year + Moviegoers	6%	(57)	13%	(116)	81%	(747)	920
Heard Smile Campaign	10%	(53)	15%	(82)	75%	(416)	551
Heard Minion Campaign	9%	(50)	15%	(83)	75%	(407)	540
Listens to Podcasts	6%	(69)	12%	(132)	82%	(930)	1132
Streaming Services User	4%	(68)	8%	(144)	88%	(1560)	1773
Netflix User	4%	(65)	9%	(127)	87%	(1282)	1474
Disney+ User	6%	(59)	10%	(101)	84%	(824)	984
Heterosexual or straight	3%	(68)	7%	(135)	90%	(1768)	1971
Gay	2%	(2)	6%	(4)	92%	(62)	68
Bisexual	4%	(3)	8%	(7)	88%	(78)	88
Yes	5%	(3)	9%	(6)	86%	(61)	70
No	3%	(69)	7%	(149)	90%	(1922)	2140

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

Table MCFE13_23: *Now on a different topicIn general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?*
Ligue 1

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	3%	(63)	9%	(200)	88%	(1947)	2210
Gender: Male	4%	(44)	13%	(140)	83%	(884)	1068
Gender: Female	2%	(19)	5%	(60)	93%	(1063)	1142
Age: 18-34	5%	(34)	16%	(103)	79%	(505)	642
Age: 35-44	5%	(17)	12%	(45)	83%	(304)	365
Age: 45-64	2%	(12)	6%	(42)	93%	(660)	714
Age: 65+	—	(1)	2%	(11)	98%	(477)	489
GenZers: 1997-2012	6%	(15)	15%	(37)	80%	(204)	256
Millennials: 1981-1996	5%	(30)	15%	(100)	80%	(523)	653
GenXers: 1965-1980	3%	(14)	8%	(47)	89%	(495)	555
Baby Boomers: 1946-1964	1%	(4)	2%	(15)	97%	(654)	673
PID: Dem (no lean)	3%	(26)	13%	(114)	84%	(719)	860
PID: Ind (no lean)	2%	(12)	5%	(36)	93%	(626)	674
PID: Rep (no lean)	4%	(25)	7%	(50)	89%	(602)	676
PID/Gender: Dem Men	5%	(20)	19%	(76)	76%	(298)	394
PID/Gender: Dem Women	1%	(6)	8%	(38)	90%	(421)	465
PID/Gender: Ind Men	3%	(9)	8%	(29)	89%	(308)	345
PID/Gender: Ind Women	1%	(4)	2%	(8)	97%	(318)	329
PID/Gender: Rep Men	5%	(16)	11%	(35)	85%	(278)	328
PID/Gender: Rep Women	3%	(9)	4%	(15)	93%	(324)	348
Ideo: Liberal (1-3)	3%	(22)	14%	(94)	82%	(540)	656
Ideo: Moderate (4)	3%	(21)	9%	(68)	88%	(662)	751
Ideo: Conservative (5-7)	3%	(19)	5%	(36)	92%	(611)	666
Educ: < College	2%	(28)	7%	(103)	91%	(1306)	1437
Educ: Bachelors degree	5%	(25)	13%	(66)	81%	(400)	491
Educ: Post-grad	4%	(11)	11%	(31)	85%	(241)	282
Income: Under 50k	2%	(27)	8%	(99)	90%	(1146)	1271
Income: 50k-100k	3%	(21)	9%	(58)	88%	(577)	656
Income: 100k+	6%	(16)	15%	(44)	79%	(223)	283
Ethnicity: White	2%	(38)	8%	(136)	90%	(1537)	1711
Ethnicity: Hispanic	4%	(15)	14%	(54)	82%	(305)	374
Ethnicity: Black	7%	(19)	13%	(38)	80%	(226)	282

Table MCFE13_23: *Now on a different topicIn general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?*
Ligue 1

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	3%	(63)	9%	(200)	88%	(1947)	2210
Ethnicity: Other	3%	(7)	12%	(26)	85%	(184)	217
All Christian	3%	(31)	10%	(100)	87%	(898)	1029
All Non-Christian	4%	(5)	14%	(19)	82%	(105)	129
Atheist	3%	(3)	6%	(5)	91%	(91)	99
Agnostic/Nothing in particular	2%	(13)	8%	(47)	90%	(527)	587
Something Else	3%	(11)	8%	(29)	89%	(326)	365
Religious Non-Protestant/Catholic	3%	(5)	13%	(19)	84%	(129)	154
Evangelical	5%	(28)	9%	(50)	86%	(481)	558
Non-Evangelical	2%	(12)	9%	(72)	89%	(707)	792
Community: Urban	6%	(36)	13%	(86)	81%	(515)	638
Community: Suburban	2%	(23)	9%	(93)	89%	(899)	1014
Community: Rural	1%	(4)	4%	(22)	95%	(533)	558
Employ: Private Sector	6%	(41)	14%	(89)	80%	(524)	654
Employ: Government	4%	(5)	14%	(19)	82%	(112)	136
Employ: Self-Employed	2%	(3)	14%	(23)	85%	(141)	166
Employ: Homemaker	1%	(3)	4%	(7)	95%	(180)	190
Employ: Student	2%	(1)	22%	(14)	76%	(47)	62
Employ: Retired	—	(2)	3%	(18)	96%	(543)	563
Employ: Unemployed	1%	(4)	4%	(12)	94%	(285)	301
Employ: Other	3%	(5)	13%	(17)	84%	(115)	137
Military HH: Yes	2%	(7)	8%	(22)	90%	(255)	283
Military HH: No	3%	(57)	9%	(178)	88%	(1692)	1927
RD/WT: Right Direction	7%	(45)	14%	(95)	79%	(527)	666
RD/WT: Wrong Track	1%	(18)	7%	(105)	92%	(1420)	1544
Biden Job Approve	5%	(46)	12%	(119)	83%	(804)	970
Biden Job Disapprove	1%	(16)	6%	(68)	93%	(1060)	1144
Biden Job Strongly Approve	7%	(31)	14%	(59)	79%	(343)	433
Biden Job Somewhat Approve	3%	(15)	11%	(61)	86%	(462)	537
Biden Job Somewhat Disapprove	2%	(8)	6%	(22)	91%	(309)	339
Biden Job Strongly Disapprove	1%	(8)	6%	(46)	93%	(751)	805

Table MCFE13_23: *Now on a different topicIn general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?*
Ligue 1

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	3%	(63)	9%	(200)	88%	(1947)	2210
Favorable of Biden	4%	(34)	11%	(111)	85%	(823)	969
Unfavorable of Biden	2%	(25)	7%	(78)	91%	(1031)	1134
Very Favorable of Biden	4%	(21)	12%	(60)	83%	(401)	482
Somewhat Favorable of Biden	3%	(13)	11%	(52)	87%	(422)	487
Somewhat Unfavorable of Biden	4%	(11)	9%	(27)	87%	(260)	299
Very Unfavorable of Biden	2%	(14)	6%	(50)	92%	(770)	835
#1 Issue: Economy	3%	(27)	9%	(86)	88%	(800)	913
#1 Issue: Security	2%	(5)	6%	(15)	92%	(223)	243
#1 Issue: Health Care	9%	(15)	16%	(26)	75%	(128)	170
#1 Issue: Medicare / Social Security	—	(1)	5%	(12)	95%	(253)	266
#1 Issue: Women's Issues	2%	(5)	8%	(26)	90%	(280)	311
#1 Issue: Education	7%	(4)	15%	(9)	78%	(46)	59
#1 Issue: Energy	3%	(4)	17%	(22)	80%	(108)	134
#1 Issue: Other	2%	(2)	4%	(4)	95%	(109)	115
2020 Vote: Joe Biden	4%	(36)	12%	(110)	85%	(799)	945
2020 Vote: Donald Trump	2%	(18)	7%	(50)	91%	(672)	740
2020 Vote: Other	2%	(2)	12%	(8)	86%	(57)	67
2020 Vote: Didn't Vote	2%	(8)	7%	(32)	91%	(418)	459
2018 House Vote: Democrat	4%	(29)	11%	(86)	85%	(641)	755
2018 House Vote: Republican	3%	(20)	6%	(36)	91%	(533)	589
2018 House Vote: Someone else	1%	(0)	7%	(4)	92%	(45)	50
2016 Vote: Hillary Clinton	4%	(29)	12%	(81)	84%	(585)	695
2016 Vote: Donald Trump	3%	(18)	6%	(36)	92%	(601)	656
2016 Vote: Other	1%	(1)	9%	(8)	90%	(77)	86
2016 Vote: Didn't Vote	2%	(15)	10%	(73)	89%	(677)	765
Voted in 2014: Yes	3%	(38)	9%	(112)	88%	(1076)	1227
Voted in 2014: No	3%	(25)	9%	(88)	89%	(870)	983
4-Region: Northeast	3%	(13)	8%	(29)	89%	(341)	383
4-Region: Midwest	1%	(3)	9%	(40)	91%	(414)	456
4-Region: South	4%	(35)	10%	(84)	86%	(726)	844
4-Region: West	2%	(13)	9%	(47)	89%	(467)	527

Table MCFE13_23: *Now on a different topicIn general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?*
Ligue 1

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	3%	(63)	9%	(200)	88%	(1947)	2210
TikTok Users	5%	(38)	13%	(105)	82%	(650)	793
Twitch Users	12%	(25)	22%	(46)	67%	(144)	216
2022 Sports Viewers/Attendees	4%	(54)	11%	(165)	85%	(1257)	1475
Monthly Moviegoers	11%	(36)	20%	(66)	68%	(219)	320
Few Times per Year + Moviegoers	6%	(53)	17%	(152)	78%	(715)	920
Heard Smile Campaign	8%	(46)	22%	(120)	70%	(385)	551
Heard Minion Campaign	8%	(46)	23%	(125)	68%	(369)	540
Listens to Podcasts	5%	(59)	14%	(162)	80%	(911)	1132
Streaming Services User	3%	(61)	10%	(185)	86%	(1527)	1773
Netflix User	4%	(56)	12%	(171)	85%	(1246)	1474
Disney+ User	6%	(54)	14%	(137)	81%	(793)	984
Heterosexual or straight	3%	(50)	9%	(179)	88%	(1741)	1971
Gay	6%	(4)	8%	(5)	86%	(58)	68
Bisexual	5%	(4)	11%	(10)	84%	(74)	88
Yes	7%	(5)	15%	(11)	78%	(55)	70
No	3%	(59)	9%	(189)	88%	(1892)	2140

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

Table MCFE13_24: *Now on a different topicIn general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?*
Serie A

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	3%	(66)	9%	(191)	88%	(1953)	2210
Gender: Male	4%	(47)	11%	(116)	85%	(905)	1068
Gender: Female	2%	(19)	7%	(74)	92%	(1049)	1142
Age: 18-34	5%	(29)	14%	(93)	81%	(520)	642
Age: 35-44	6%	(23)	12%	(42)	82%	(300)	365
Age: 45-64	2%	(13)	6%	(45)	92%	(655)	714
Age: 65+	—	(1)	2%	(10)	98%	(478)	489
GenZers: 1997-2012	5%	(14)	14%	(35)	81%	(207)	256
Millennials: 1981-1996	5%	(30)	15%	(96)	81%	(527)	653
GenXers: 1965-1980	3%	(18)	7%	(39)	90%	(498)	555
Baby Boomers: 1946-1964	1%	(4)	3%	(19)	97%	(650)	673
PID: Dem (no lean)	4%	(36)	11%	(93)	85%	(730)	860
PID: Ind (no lean)	2%	(10)	7%	(45)	92%	(619)	674
PID: Rep (no lean)	3%	(20)	8%	(53)	89%	(604)	676
PID/Gender: Dem Men	6%	(26)	16%	(61)	78%	(307)	394
PID/Gender: Dem Women	2%	(10)	7%	(32)	91%	(423)	465
PID/Gender: Ind Men	2%	(7)	7%	(24)	91%	(314)	345
PID/Gender: Ind Women	1%	(3)	6%	(21)	93%	(305)	329
PID/Gender: Rep Men	4%	(14)	9%	(31)	86%	(283)	328
PID/Gender: Rep Women	2%	(6)	6%	(22)	92%	(321)	348
Ideo: Liberal (1-3)	3%	(22)	11%	(75)	85%	(559)	656
Ideo: Moderate (4)	3%	(25)	10%	(78)	86%	(648)	751
Ideo: Conservative (5-7)	3%	(18)	5%	(34)	92%	(614)	666
Educ: < College	2%	(29)	7%	(107)	90%	(1300)	1437
Educ: Bachelors degree	5%	(23)	12%	(58)	83%	(409)	491
Educ: Post-grad	5%	(13)	9%	(26)	86%	(244)	282
Income: Under 50k	3%	(34)	7%	(90)	90%	(1147)	1271
Income: 50k-100k	3%	(19)	9%	(61)	88%	(576)	656
Income: 100k+	5%	(13)	14%	(40)	81%	(230)	283
Ethnicity: White	2%	(42)	7%	(121)	91%	(1548)	1711
Ethnicity: Hispanic	2%	(6)	15%	(58)	83%	(310)	374
Ethnicity: Black	7%	(21)	14%	(40)	79%	(222)	282

Table MCFE13_24: *Now on a different topicIn general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?*
Serie A

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	3%	(66)	9%	(191)	88%	(1953)	2210
Ethnicity: Other	2%	(4)	14%	(30)	84%	(183)	217
All Christian	3%	(30)	9%	(91)	88%	(908)	1029
All Non-Christian	5%	(7)	13%	(17)	81%	(105)	129
Atheist	3%	(2)	7%	(7)	90%	(90)	99
Agnostic/Nothing in particular	3%	(17)	8%	(49)	89%	(522)	587
Something Else	3%	(10)	7%	(27)	90%	(328)	365
Religious Non-Protestant/Catholic	4%	(7)	13%	(20)	82%	(127)	154
Evangelical	4%	(21)	9%	(52)	87%	(485)	558
Non-Evangelical	2%	(18)	7%	(56)	91%	(717)	792
Community: Urban	6%	(37)	12%	(77)	82%	(523)	638
Community: Suburban	2%	(22)	8%	(83)	90%	(909)	1014
Community: Rural	1%	(7)	6%	(31)	93%	(520)	558
Employ: Private Sector	6%	(39)	13%	(84)	81%	(532)	654
Employ: Government	1%	(1)	15%	(20)	85%	(115)	136
Employ: Self-Employed	3%	(5)	15%	(25)	82%	(137)	166
Employ: Homemaker	2%	(4)	4%	(8)	94%	(178)	190
Employ: Student	10%	(6)	17%	(11)	73%	(45)	62
Employ: Retired	—	(2)	3%	(15)	97%	(546)	563
Employ: Unemployed	1%	(3)	6%	(18)	93%	(280)	301
Employ: Other	5%	(6)	8%	(11)	88%	(120)	137
Military HH: Yes	1%	(4)	8%	(24)	90%	(256)	283
Military HH: No	3%	(62)	9%	(167)	88%	(1697)	1927
RD/WT: Right Direction	7%	(46)	14%	(92)	79%	(528)	666
RD/WT: Wrong Track	1%	(20)	6%	(99)	92%	(1425)	1544
Biden Job Approve	5%	(44)	12%	(117)	83%	(810)	970
Biden Job Disapprove	2%	(19)	6%	(68)	92%	(1057)	1144
Biden Job Strongly Approve	7%	(32)	12%	(53)	80%	(348)	433
Biden Job Somewhat Approve	2%	(12)	12%	(63)	86%	(462)	537
Biden Job Somewhat Disapprove	3%	(10)	8%	(26)	90%	(304)	339
Biden Job Strongly Disapprove	1%	(9)	5%	(43)	94%	(753)	805

Continued on next page

Table MCFE13_24: *Now on a different topicIn general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?*
Serie A

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	3%	(66)	9%	(191)	88%	(1953)	2210
Favorable of Biden	4%	(37)	10%	(101)	86%	(831)	969
Unfavorable of Biden	2%	(23)	7%	(79)	91%	(1031)	1134
Very Favorable of Biden	5%	(24)	11%	(52)	84%	(406)	482
Somewhat Favorable of Biden	3%	(13)	10%	(48)	87%	(426)	487
Somewhat Unfavorable of Biden	4%	(12)	8%	(25)	88%	(262)	299
Very Unfavorable of Biden	1%	(12)	6%	(54)	92%	(769)	835
#1 Issue: Economy	3%	(27)	8%	(77)	89%	(809)	913
#1 Issue: Security	3%	(8)	7%	(16)	90%	(219)	243
#1 Issue: Health Care	7%	(12)	12%	(20)	81%	(138)	170
#1 Issue: Medicare / Social Security	1%	(3)	6%	(15)	93%	(247)	266
#1 Issue: Women's Issues	2%	(7)	9%	(28)	89%	(276)	311
#1 Issue: Education	5%	(3)	12%	(7)	83%	(49)	59
#1 Issue: Energy	3%	(4)	15%	(20)	82%	(110)	134
#1 Issue: Other	2%	(2)	6%	(7)	92%	(106)	115
2020 Vote: Joe Biden	3%	(32)	11%	(103)	86%	(810)	945
2020 Vote: Donald Trump	2%	(17)	7%	(51)	91%	(672)	740
2020 Vote: Other	6%	(4)	6%	(4)	88%	(59)	67
2020 Vote: Didn't Vote	3%	(13)	7%	(33)	90%	(412)	459
2018 House Vote: Democrat	4%	(28)	10%	(75)	86%	(652)	755
2018 House Vote: Republican	3%	(16)	7%	(39)	91%	(534)	589
2018 House Vote: Someone else	3%	(1)	5%	(2)	92%	(46)	50
2016 Vote: Hillary Clinton	4%	(24)	11%	(73)	86%	(597)	695
2016 Vote: Donald Trump	3%	(17)	6%	(40)	91%	(598)	656
2016 Vote: Other	2%	(2)	2%	(2)	96%	(82)	86
2016 Vote: Didn't Vote	3%	(21)	10%	(74)	87%	(669)	765
Voted in 2014: Yes	3%	(42)	8%	(102)	88%	(1083)	1227
Voted in 2014: No	2%	(24)	9%	(89)	89%	(870)	983
4-Region: Northeast	3%	(11)	10%	(39)	87%	(332)	383
4-Region: Midwest	2%	(7)	8%	(36)	91%	(413)	456
4-Region: South	4%	(34)	10%	(82)	86%	(728)	844
4-Region: West	3%	(14)	6%	(34)	91%	(479)	527

Table MCFE13_24: *Now on a different topicIn general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?*
Serie A

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	3%	(66)	9%	(191)	88%	(1953)	2210
TikTok Users	4%	(35)	12%	(98)	83%	(660)	793
Twitch Users	12%	(25)	17%	(38)	71%	(153)	216
2022 Sports Viewers/Attendees	4%	(54)	11%	(157)	86%	(1264)	1475
Monthly Moviegoers	9%	(29)	19%	(61)	72%	(230)	320
Few Times per Year + Moviegoers	5%	(46)	15%	(137)	80%	(737)	920
Heard Smile Campaign	9%	(50)	19%	(107)	72%	(394)	551
Heard Minion Campaign	8%	(45)	21%	(112)	71%	(383)	540
Listens to Podcasts	5%	(56)	14%	(161)	81%	(914)	1132
Streaming Services User	3%	(61)	10%	(176)	87%	(1535)	1773
Netflix User	4%	(59)	11%	(165)	85%	(1251)	1474
Disney+ User	5%	(50)	14%	(135)	81%	(799)	984
Heterosexual or straight	3%	(62)	8%	(165)	88%	(1744)	1971
Gay	3%	(2)	8%	(6)	88%	(60)	68
Bisexual	1%	(1)	10%	(9)	89%	(79)	88
Yes	8%	(6)	14%	(10)	78%	(55)	70
No	3%	(60)	8%	(181)	89%	(1898)	2140

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

Table MCFE13_25: *Now on a different topicIn general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?*
Premier Lacrosse League

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	3%	(65)	8%	(185)	89%	(1960)	2210
Gender: Male	5%	(49)	10%	(111)	85%	(908)	1068
Gender: Female	1%	(16)	7%	(74)	92%	(1052)	1142
Age: 18-34	6%	(39)	11%	(74)	82%	(529)	642
Age: 35-44	4%	(15)	12%	(45)	84%	(305)	365
Age: 45-64	1%	(10)	8%	(54)	91%	(650)	714
Age: 65+	—	(1)	3%	(12)	97%	(476)	489
GenZers: 1997-2012	5%	(14)	11%	(29)	83%	(214)	256
Millennials: 1981-1996	6%	(37)	12%	(79)	82%	(537)	653
GenXers: 1965-1980	2%	(11)	10%	(56)	88%	(488)	555
Baby Boomers: 1946-1964	1%	(4)	3%	(21)	96%	(648)	673
PID: Dem (no lean)	4%	(36)	11%	(97)	84%	(726)	860
PID: Ind (no lean)	1%	(10)	5%	(32)	94%	(633)	674
PID: Rep (no lean)	3%	(19)	8%	(56)	89%	(601)	676
PID/Gender: Dem Men	6%	(25)	16%	(65)	77%	(304)	394
PID/Gender: Dem Women	2%	(11)	7%	(33)	91%	(422)	465
PID/Gender: Ind Men	2%	(8)	4%	(15)	93%	(322)	345
PID/Gender: Ind Women	—	(2)	5%	(17)	94%	(310)	329
PID/Gender: Rep Men	5%	(16)	9%	(31)	86%	(281)	328
PID/Gender: Rep Women	1%	(4)	7%	(24)	92%	(320)	348
Ideo: Liberal (1-3)	4%	(25)	11%	(70)	86%	(561)	656
Ideo: Moderate (4)	3%	(19)	10%	(75)	87%	(657)	751
Ideo: Conservative (5-7)	3%	(21)	5%	(36)	91%	(609)	666
Educ: < College	2%	(26)	8%	(111)	90%	(1300)	1437
Educ: Bachelors degree	6%	(29)	9%	(45)	85%	(417)	491
Educ: Post-grad	4%	(10)	10%	(29)	86%	(243)	282
Income: Under 50k	2%	(21)	7%	(95)	91%	(1155)	1271
Income: 50k-100k	4%	(25)	8%	(53)	88%	(577)	656
Income: 100k+	7%	(19)	13%	(36)	80%	(227)	283
Ethnicity: White	2%	(40)	7%	(121)	91%	(1550)	1711
Ethnicity: Hispanic	1%	(4)	12%	(44)	87%	(325)	374
Ethnicity: Black	7%	(21)	13%	(38)	79%	(224)	282

Table MCFE13_25: *Now on a different topicIn general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?*
Premier Lacrosse League

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	3%	(65)	8%	(185)	89%	(1960)	2210
Ethnicity: Other	2%	(5)	12%	(27)	85%	(185)	217
All Christian	3%	(29)	9%	(93)	88%	(907)	1029
All Non-Christian	4%	(5)	12%	(15)	84%	(109)	129
Atheist	2%	(2)	6%	(6)	92%	(91)	99
Agnostic/Nothing in particular	3%	(17)	8%	(44)	90%	(526)	587
Something Else	4%	(13)	7%	(26)	89%	(326)	365
Religious Non-Protestant/Catholic	3%	(5)	12%	(18)	85%	(131)	154
Evangelical	3%	(19)	10%	(54)	87%	(485)	558
Non-Evangelical	3%	(20)	7%	(59)	90%	(713)	792
Community: Urban	6%	(38)	14%	(89)	80%	(510)	638
Community: Suburban	2%	(18)	8%	(77)	91%	(919)	1014
Community: Rural	2%	(9)	3%	(19)	95%	(530)	558
Employ: Private Sector	7%	(43)	14%	(90)	80%	(521)	654
Employ: Government	3%	(4)	10%	(13)	87%	(119)	136
Employ: Self-Employed	2%	(3)	16%	(26)	83%	(138)	166
Employ: Homemaker	—	(0)	5%	(9)	95%	(181)	190
Employ: Student	7%	(4)	10%	(6)	83%	(52)	62
Employ: Retired	—	(2)	3%	(15)	97%	(546)	563
Employ: Unemployed	1%	(4)	6%	(17)	93%	(280)	301
Employ: Other	4%	(5)	6%	(8)	90%	(124)	137
Military HH: Yes	2%	(5)	8%	(23)	90%	(255)	283
Military HH: No	3%	(60)	8%	(162)	88%	(1705)	1927
RD/WT: Right Direction	6%	(38)	15%	(100)	79%	(529)	666
RD/WT: Wrong Track	2%	(27)	6%	(85)	93%	(1431)	1544
Biden Job Approve	4%	(39)	12%	(114)	84%	(817)	970
Biden Job Disapprove	2%	(23)	6%	(65)	92%	(1056)	1144
Biden Job Strongly Approve	5%	(22)	15%	(65)	80%	(346)	433
Biden Job Somewhat Approve	3%	(17)	9%	(50)	88%	(471)	537
Biden Job Somewhat Disapprove	3%	(9)	8%	(29)	89%	(301)	339
Biden Job Strongly Disapprove	2%	(15)	4%	(36)	94%	(754)	805

Continued on next page

Table MCFE13_25: *Now on a different topicIn general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?*
Premier Lacrosse League

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	3%	(65)	8%	(185)	89%	(1960)	2210
Favorable of Biden	4%	(34)	10%	(100)	86%	(835)	969
Unfavorable of Biden	2%	(27)	6%	(72)	91%	(1035)	1134
Very Favorable of Biden	5%	(26)	11%	(55)	83%	(402)	482
Somewhat Favorable of Biden	2%	(8)	9%	(45)	89%	(434)	487
Somewhat Unfavorable of Biden	3%	(8)	9%	(27)	88%	(264)	299
Very Unfavorable of Biden	2%	(19)	5%	(45)	92%	(771)	835
#1 Issue: Economy	2%	(20)	9%	(84)	89%	(809)	913
#1 Issue: Security	5%	(13)	6%	(14)	89%	(216)	243
#1 Issue: Health Care	5%	(9)	15%	(25)	80%	(137)	170
#1 Issue: Medicare / Social Security	—	(1)	5%	(12)	95%	(253)	266
#1 Issue: Women's Issues	3%	(10)	7%	(23)	90%	(279)	311
#1 Issue: Education	6%	(4)	13%	(7)	81%	(48)	59
#1 Issue: Energy	5%	(7)	11%	(15)	83%	(111)	134
#1 Issue: Other	2%	(3)	5%	(5)	93%	(107)	115
2020 Vote: Joe Biden	4%	(37)	11%	(103)	85%	(804)	945
2020 Vote: Donald Trump	2%	(16)	7%	(52)	91%	(672)	740
2020 Vote: Other	6%	(4)	5%	(4)	88%	(59)	67
2020 Vote: Didn't Vote	2%	(8)	6%	(26)	93%	(424)	459
2018 House Vote: Democrat	4%	(34)	11%	(80)	85%	(641)	755
2018 House Vote: Republican	3%	(15)	7%	(44)	90%	(530)	589
2018 House Vote: Someone else	3%	(2)	4%	(2)	93%	(46)	50
2016 Vote: Hillary Clinton	4%	(28)	11%	(76)	85%	(591)	695
2016 Vote: Donald Trump	3%	(20)	7%	(44)	90%	(592)	656
2016 Vote: Other	3%	(2)	3%	(2)	95%	(81)	86
2016 Vote: Didn't Vote	2%	(15)	8%	(58)	90%	(692)	765
Voted in 2014: Yes	3%	(41)	10%	(118)	87%	(1068)	1227
Voted in 2014: No	2%	(24)	7%	(67)	91%	(892)	983
4-Region: Northeast	3%	(13)	9%	(36)	87%	(334)	383
4-Region: Midwest	2%	(9)	6%	(26)	92%	(422)	456
4-Region: South	3%	(27)	11%	(93)	86%	(725)	844
4-Region: West	3%	(17)	6%	(30)	91%	(480)	527

Continued on next page

Table MCFE13_25: *Now on a different topicIn general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?*
Premier Lacrosse League

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	3%	(65)	8%	(185)	89%	(1960)	2210
TikTok Users	5%	(43)	11%	(88)	83%	(661)	793
Twitch Users	10%	(22)	24%	(52)	65%	(141)	216
2022 Sports Viewers/Attendees	4%	(55)	11%	(158)	86%	(1262)	1475
Monthly Moviegoers	11%	(35)	20%	(64)	69%	(222)	320
Few Times per Year + Moviegoers	6%	(53)	15%	(136)	79%	(731)	920
Heard Smile Campaign	8%	(46)	19%	(103)	73%	(402)	551
Heard Minion Campaign	9%	(48)	20%	(107)	71%	(386)	540
Listens to Podcasts	5%	(58)	14%	(158)	81%	(915)	1132
Streaming Services User	4%	(63)	10%	(171)	87%	(1538)	1773
Netflix User	4%	(62)	10%	(149)	86%	(1262)	1474
Disney+ User	6%	(55)	13%	(129)	81%	(800)	984
Heterosexual or straight	3%	(58)	8%	(157)	89%	(1755)	1971
Gay	3%	(2)	9%	(6)	87%	(59)	68
Bisexual	1%	(1)	12%	(10)	87%	(77)	88
Yes	7%	(5)	17%	(12)	77%	(54)	70
No	3%	(61)	8%	(173)	89%	(1906)	2140

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

Table MCFE13_26: *Now on a different topicIn general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?*
National Lacrosse League

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	3%	(56)	9%	(206)	88%	(1948)	2210
Gender: Male	3%	(34)	13%	(137)	84%	(897)	1068
Gender: Female	2%	(22)	6%	(69)	92%	(1051)	1142
Age: 18-34	4%	(26)	16%	(102)	80%	(514)	642
Age: 35-44	5%	(17)	15%	(54)	81%	(294)	365
Age: 45-64	2%	(12)	5%	(37)	93%	(665)	714
Age: 65+	—	(1)	3%	(13)	97%	(475)	489
GenZers: 1997-2012	5%	(12)	14%	(36)	81%	(209)	256
Millennials: 1981-1996	4%	(27)	16%	(103)	80%	(522)	653
GenXers: 1965-1980	2%	(12)	8%	(44)	90%	(500)	555
Baby Boomers: 1946-1964	1%	(4)	3%	(22)	96%	(647)	673
PID: Dem (no lean)	4%	(30)	12%	(104)	84%	(726)	860
PID: Ind (no lean)	1%	(8)	6%	(41)	93%	(625)	674
PID: Rep (no lean)	3%	(18)	9%	(61)	88%	(597)	676
PID/Gender: Dem Men	5%	(18)	17%	(68)	78%	(308)	394
PID/Gender: Dem Women	3%	(12)	8%	(35)	90%	(418)	465
PID/Gender: Ind Men	2%	(6)	7%	(25)	91%	(315)	345
PID/Gender: Ind Women	1%	(2)	5%	(16)	94%	(311)	329
PID/Gender: Rep Men	3%	(11)	13%	(43)	84%	(274)	328
PID/Gender: Rep Women	2%	(7)	5%	(18)	93%	(322)	348
Ideo: Liberal (1-3)	3%	(19)	12%	(79)	85%	(557)	656
Ideo: Moderate (4)	2%	(17)	10%	(75)	88%	(659)	751
Ideo: Conservative (5-7)	3%	(20)	7%	(45)	90%	(601)	666
Educ: < College	2%	(31)	8%	(109)	90%	(1297)	1437
Educ: Bachelors degree	3%	(15)	14%	(68)	83%	(408)	491
Educ: Post-grad	4%	(10)	10%	(29)	86%	(243)	282
Income: Under 50k	2%	(24)	9%	(113)	89%	(1135)	1271
Income: 50k-100k	3%	(17)	8%	(54)	89%	(585)	656
Income: 100k+	5%	(15)	14%	(39)	81%	(229)	283
Ethnicity: White	2%	(31)	8%	(141)	90%	(1538)	1711
Ethnicity: Hispanic	3%	(12)	11%	(43)	85%	(319)	374
Ethnicity: Black	6%	(17)	14%	(39)	80%	(226)	282

Table MCFE13_26: *Now on a different topicIn general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?* *National Lacrosse League*

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	3%	(56)	9%	(206)	88%	(1948)	2210
Ethnicity: Other	4%	(8)	12%	(26)	84%	(183)	217
All Christian	3%	(33)	9%	(93)	88%	(902)	1029
All Non-Christian	2%	(3)	15%	(19)	83%	(107)	129
Atheist	3%	(3)	5%	(5)	92%	(92)	99
Agnostic/Nothing in particular	2%	(11)	9%	(54)	89%	(523)	587
Something Else	2%	(7)	9%	(34)	89%	(324)	365
Religious Non-Protestant/Catholic	3%	(4)	12%	(19)	85%	(131)	154
Evangelical	4%	(23)	10%	(54)	86%	(481)	558
Non-Evangelical	2%	(14)	8%	(67)	90%	(710)	792
Community: Urban	6%	(39)	13%	(80)	81%	(519)	638
Community: Suburban	1%	(13)	9%	(94)	90%	(908)	1014
Community: Rural	1%	(5)	6%	(32)	93%	(521)	558
Employ: Private Sector	5%	(33)	15%	(100)	80%	(521)	654
Employ: Government	4%	(6)	13%	(18)	83%	(113)	136
Employ: Self-Employed	2%	(3)	16%	(27)	82%	(136)	166
Employ: Homemaker	1%	(1)	6%	(12)	93%	(177)	190
Employ: Student	6%	(4)	10%	(6)	85%	(53)	62
Employ: Retired	—	(2)	3%	(17)	97%	(544)	563
Employ: Unemployed	1%	(4)	5%	(15)	94%	(283)	301
Employ: Other	3%	(4)	9%	(12)	88%	(121)	137
Military HH: Yes	3%	(9)	7%	(20)	90%	(255)	283
Military HH: No	2%	(47)	10%	(186)	88%	(1693)	1927
RD/WT: Right Direction	6%	(38)	15%	(99)	79%	(530)	666
RD/WT: Wrong Track	1%	(18)	7%	(107)	92%	(1418)	1544
Biden Job Approve	4%	(37)	13%	(124)	83%	(808)	970
Biden Job Disapprove	1%	(17)	7%	(75)	92%	(1053)	1144
Biden Job Strongly Approve	5%	(23)	15%	(65)	80%	(345)	433
Biden Job Somewhat Approve	3%	(14)	11%	(60)	86%	(463)	537
Biden Job Somewhat Disapprove	1%	(4)	7%	(24)	91%	(310)	339
Biden Job Strongly Disapprove	2%	(12)	6%	(50)	92%	(742)	805

Table MCFE13_26: *Now on a different topicIn general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?*
National Lacrosse League

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	3%	(56)	9%	(206)	88%	(1948)	2210
Favorable of Biden	3%	(33)	11%	(110)	85%	(826)	969
Unfavorable of Biden	2%	(19)	8%	(86)	91%	(1028)	1134
Very Favorable of Biden	5%	(23)	12%	(57)	83%	(402)	482
Somewhat Favorable of Biden	2%	(10)	11%	(53)	87%	(424)	487
Somewhat Unfavorable of Biden	3%	(8)	9%	(27)	88%	(264)	299
Very Unfavorable of Biden	1%	(12)	7%	(59)	91%	(764)	835
#1 Issue: Economy	3%	(26)	10%	(91)	87%	(795)	913
#1 Issue: Security	2%	(5)	7%	(17)	91%	(220)	243
#1 Issue: Health Care	6%	(10)	16%	(28)	78%	(132)	170
#1 Issue: Medicare / Social Security	1%	(2)	6%	(15)	94%	(249)	266
#1 Issue: Women's Issues	2%	(5)	8%	(25)	90%	(281)	311
#1 Issue: Education	6%	(3)	13%	(8)	82%	(48)	59
#1 Issue: Energy	2%	(3)	13%	(17)	85%	(114)	134
#1 Issue: Other	2%	(2)	4%	(4)	95%	(109)	115
2020 Vote: Joe Biden	3%	(29)	11%	(106)	86%	(809)	945
2020 Vote: Donald Trump	2%	(17)	8%	(61)	89%	(662)	740
2020 Vote: Other	2%	(1)	8%	(6)	90%	(60)	67
2020 Vote: Didn't Vote	2%	(9)	7%	(33)	91%	(417)	459
2018 House Vote: Democrat	4%	(28)	11%	(80)	86%	(647)	755
2018 House Vote: Republican	2%	(11)	9%	(52)	89%	(526)	589
2018 House Vote: Someone else	5%	(2)	5%	(3)	90%	(44)	50
2016 Vote: Hillary Clinton	3%	(21)	12%	(82)	85%	(592)	695
2016 Vote: Donald Trump	2%	(16)	8%	(52)	90%	(588)	656
2016 Vote: Other	4%	(3)	6%	(5)	91%	(78)	86
2016 Vote: Didn't Vote	2%	(14)	9%	(67)	89%	(684)	765
Voted in 2014: Yes	3%	(37)	9%	(114)	88%	(1076)	1227
Voted in 2014: No	2%	(19)	9%	(92)	89%	(872)	983
4-Region: Northeast	3%	(13)	9%	(35)	88%	(335)	383
4-Region: Midwest	2%	(9)	8%	(37)	90%	(411)	456
4-Region: South	2%	(20)	12%	(99)	86%	(725)	844
4-Region: West	3%	(14)	7%	(35)	91%	(477)	527

Table MCFE13_26: *Now on a different topicIn general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?*
National Lacrosse League

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	3%	(56)	9%	(206)	88%	(1948)	2210
TikTok Users	4%	(32)	13%	(105)	83%	(655)	793
Twitch Users	10%	(22)	24%	(52)	66%	(142)	216
2022 Sports Viewers/Attendees	3%	(48)	12%	(170)	85%	(1257)	1475
Monthly Moviegoers	9%	(29)	20%	(65)	71%	(226)	320
Few Times per Year + Moviegoers	5%	(45)	16%	(145)	79%	(730)	920
Heard Smile Campaign	7%	(41)	22%	(119)	71%	(391)	551
Heard Minion Campaign	8%	(43)	22%	(118)	70%	(379)	540
Listens to Podcasts	5%	(53)	15%	(173)	80%	(906)	1132
Streaming Services User	3%	(55)	11%	(194)	86%	(1524)	1773
Netflix User	3%	(49)	12%	(172)	85%	(1253)	1474
Disney+ User	4%	(44)	15%	(148)	80%	(792)	984
Heterosexual or straight	3%	(51)	9%	(174)	89%	(1745)	1971
Gay	1%	(1)	13%	(9)	86%	(58)	68
Bisexual	2%	(2)	15%	(13)	83%	(73)	88
Yes	4%	(3)	19%	(13)	76%	(54)	70
No	2%	(53)	9%	(193)	89%	(1894)	2140

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

Table MCFE13_27: *Now on a different topicIn general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?*
National Women's Soccer League

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	4%	(89)	15%	(322)	81%	(1799)	2210
Gender: Male	5%	(54)	17%	(182)	78%	(832)	1068
Gender: Female	3%	(35)	12%	(141)	85%	(966)	1142
Age: 18-34	7%	(42)	17%	(112)	76%	(488)	642
Age: 35-44	7%	(26)	17%	(63)	76%	(277)	365
Age: 45-64	2%	(15)	11%	(80)	87%	(619)	714
Age: 65+	1%	(7)	14%	(67)	85%	(414)	489
GenZers: 1997-2012	6%	(15)	15%	(38)	79%	(204)	256
Millennials: 1981-1996	7%	(45)	18%	(117)	75%	(491)	653
GenXers: 1965-1980	3%	(19)	15%	(81)	82%	(455)	555
Baby Boomers: 1946-1964	1%	(10)	11%	(72)	88%	(591)	673
PID: Dem (no lean)	6%	(54)	19%	(167)	74%	(639)	860
PID: Ind (no lean)	3%	(18)	9%	(62)	88%	(595)	674
PID: Rep (no lean)	3%	(18)	14%	(94)	84%	(565)	676
PID/Gender: Dem Men	8%	(31)	24%	(95)	68%	(268)	394
PID/Gender: Dem Women	5%	(23)	15%	(72)	80%	(371)	465
PID/Gender: Ind Men	3%	(10)	10%	(36)	87%	(299)	345
PID/Gender: Ind Women	2%	(7)	8%	(26)	90%	(295)	329
PID/Gender: Rep Men	4%	(13)	16%	(51)	81%	(265)	328
PID/Gender: Rep Women	1%	(5)	12%	(43)	86%	(300)	348
Ideo: Liberal (1-3)	5%	(35)	22%	(142)	73%	(479)	656
Ideo: Moderate (4)	3%	(26)	15%	(109)	82%	(615)	751
Ideo: Conservative (5-7)	4%	(25)	10%	(65)	86%	(576)	666
Educ: < College	3%	(49)	12%	(169)	85%	(1219)	1437
Educ: Bachelors degree	6%	(29)	20%	(96)	75%	(366)	491
Educ: Post-grad	4%	(11)	20%	(57)	76%	(213)	282
Income: Under 50k	3%	(40)	13%	(164)	84%	(1067)	1271
Income: 50k-100k	4%	(26)	16%	(104)	80%	(525)	656
Income: 100k+	8%	(22)	19%	(54)	73%	(206)	283
Ethnicity: White	4%	(61)	14%	(233)	83%	(1417)	1711
Ethnicity: Hispanic	4%	(16)	20%	(75)	76%	(283)	374
Ethnicity: Black	8%	(22)	16%	(45)	76%	(215)	282

Table MCFE13_27: *Now on a different topicIn general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?*
National Women's Soccer League

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	4%	(89)	15%	(322)	81%	(1799)	2210
Ethnicity: Other	3%	(6)	20%	(44)	77%	(166)	217
All Christian	4%	(38)	15%	(153)	81%	(838)	1029
All Non-Christian	5%	(7)	25%	(33)	69%	(89)	129
Atheist	4%	(4)	14%	(14)	82%	(81)	99
Agnostic/Nothing in particular	3%	(15)	13%	(74)	85%	(498)	587
Something Else	7%	(24)	13%	(49)	80%	(292)	365
Religious Non-Protestant/Catholic	5%	(7)	23%	(35)	72%	(111)	154
Evangelical	5%	(31)	13%	(70)	82%	(457)	558
Non-Evangelical	4%	(30)	16%	(123)	81%	(639)	792
Community: Urban	6%	(39)	18%	(115)	76%	(484)	638
Community: Suburban	3%	(35)	16%	(158)	81%	(821)	1014
Community: Rural	3%	(16)	9%	(49)	89%	(494)	558
Employ: Private Sector	7%	(45)	21%	(136)	72%	(474)	654
Employ: Government	2%	(3)	19%	(26)	78%	(107)	136
Employ: Self-Employed	7%	(12)	12%	(20)	81%	(134)	166
Employ: Homemaker	—	(0)	11%	(20)	89%	(170)	190
Employ: Student	5%	(3)	16%	(10)	79%	(49)	62
Employ: Retired	2%	(10)	12%	(68)	86%	(485)	563
Employ: Unemployed	3%	(10)	8%	(23)	89%	(269)	301
Employ: Other	5%	(7)	14%	(19)	81%	(111)	137
Military HH: Yes	4%	(12)	13%	(37)	83%	(235)	283
Military HH: No	4%	(77)	15%	(286)	81%	(1564)	1927
RD/WT: Right Direction	8%	(53)	23%	(151)	70%	(463)	666
RD/WT: Wrong Track	2%	(36)	11%	(172)	87%	(1336)	1544
Biden Job Approve	6%	(62)	20%	(191)	74%	(718)	970
Biden Job Disapprove	2%	(25)	10%	(116)	88%	(1003)	1144
Biden Job Strongly Approve	9%	(39)	24%	(102)	67%	(291)	433
Biden Job Somewhat Approve	4%	(23)	16%	(88)	79%	(426)	537
Biden Job Somewhat Disapprove	2%	(7)	15%	(49)	84%	(283)	339
Biden Job Strongly Disapprove	2%	(18)	8%	(67)	89%	(720)	805

Table MCFE13_27: *Now on a different topicIn general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?*
National Women's Soccer League

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	4%	(89)	15%	(322)	81%	(1799)	2210
Favorable of Biden	6%	(55)	18%	(178)	76%	(736)	969
Unfavorable of Biden	3%	(30)	11%	(129)	86%	(975)	1134
Very Favorable of Biden	8%	(38)	22%	(105)	70%	(339)	482
Somewhat Favorable of Biden	3%	(17)	15%	(73)	81%	(397)	487
Somewhat Unfavorable of Biden	2%	(6)	15%	(45)	83%	(248)	299
Very Unfavorable of Biden	3%	(23)	10%	(85)	87%	(727)	835
#1 Issue: Economy	3%	(29)	13%	(123)	83%	(761)	913
#1 Issue: Security	5%	(12)	11%	(26)	84%	(204)	243
#1 Issue: Health Care	5%	(8)	23%	(39)	72%	(123)	170
#1 Issue: Medicare / Social Security	1%	(4)	15%	(40)	83%	(222)	266
#1 Issue: Women's Issues	4%	(13)	14%	(44)	82%	(254)	311
#1 Issue: Education	9%	(5)	24%	(14)	67%	(40)	59
#1 Issue: Energy	8%	(10)	20%	(27)	72%	(97)	134
#1 Issue: Other	6%	(7)	8%	(9)	86%	(99)	115
2020 Vote: Joe Biden	5%	(50)	18%	(173)	76%	(721)	945
2020 Vote: Donald Trump	3%	(20)	13%	(95)	84%	(625)	740
2020 Vote: Other	4%	(3)	19%	(12)	77%	(52)	67
2020 Vote: Didn't Vote	3%	(16)	9%	(42)	87%	(401)	459
2018 House Vote: Democrat	7%	(49)	20%	(148)	74%	(558)	755
2018 House Vote: Republican	3%	(16)	13%	(79)	84%	(494)	589
2018 House Vote: Someone else	3%	(2)	10%	(5)	86%	(43)	50
2016 Vote: Hillary Clinton	7%	(46)	21%	(145)	73%	(504)	695
2016 Vote: Donald Trump	3%	(17)	14%	(90)	84%	(550)	656
2016 Vote: Other	4%	(3)	7%	(6)	89%	(76)	86
2016 Vote: Didn't Vote	3%	(22)	10%	(79)	87%	(664)	765
Voted in 2014: Yes	5%	(57)	17%	(212)	78%	(958)	1227
Voted in 2014: No	3%	(32)	11%	(111)	85%	(841)	983
4-Region: Northeast	4%	(16)	15%	(57)	81%	(310)	383
4-Region: Midwest	4%	(19)	10%	(47)	86%	(391)	456
4-Region: South	4%	(35)	15%	(127)	81%	(682)	844
4-Region: West	4%	(19)	17%	(91)	79%	(416)	527

Table MCFE13_27: *Now on a different topicIn general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?*
National Women's Soccer League

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	4%	(89)	15%	(322)	81%	(1799)	2210
TikTok Users	6%	(51)	17%	(134)	77%	(607)	793
Twitch Users	12%	(26)	26%	(57)	62%	(133)	216
2022 Sports Viewers/Attendees	5%	(76)	18%	(273)	76%	(1127)	1475
Monthly Moviegoers	10%	(32)	25%	(80)	65%	(208)	320
Few Times per Year + Moviegoers	7%	(68)	22%	(202)	71%	(650)	920
Heard Smile Campaign	11%	(63)	26%	(143)	63%	(345)	551
Heard Minion Campaign	12%	(64)	25%	(137)	63%	(339)	540
Listens to Podcasts	7%	(76)	21%	(232)	73%	(824)	1132
Streaming Services User	5%	(87)	17%	(295)	78%	(1391)	1773
Netflix User	6%	(81)	18%	(261)	77%	(1132)	1474
Disney+ User	7%	(72)	19%	(187)	74%	(726)	984
Heterosexual or straight	4%	(77)	14%	(283)	82%	(1611)	1971
Gay	4%	(3)	10%	(7)	86%	(58)	68
Bisexual	4%	(4)	19%	(17)	77%	(68)	88
Yes	3%	(2)	23%	(16)	73%	(51)	70
No	4%	(87)	14%	(306)	82%	(1747)	2140

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

Table MCFE13_28: *Now on a different topicIn general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?* *Premier Hockey Federation*

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	3%	(72)	11%	(246)	86%	(1892)	2210
Gender: Male	4%	(46)	12%	(131)	83%	(890)	1068
Gender: Female	2%	(26)	10%	(115)	88%	(1001)	1142
Age: 18-34	6%	(40)	16%	(105)	77%	(497)	642
Age: 35-44	5%	(18)	15%	(53)	81%	(294)	365
Age: 45-64	2%	(13)	9%	(67)	89%	(634)	714
Age: 65+	—	(2)	4%	(21)	95%	(466)	489
GenZers: 1997-2012	7%	(19)	13%	(33)	80%	(204)	256
Millennials: 1981-1996	5%	(32)	17%	(112)	78%	(508)	653
GenXers: 1965-1980	3%	(16)	12%	(64)	86%	(475)	555
Baby Boomers: 1946-1964	1%	(6)	5%	(34)	94%	(633)	673
PID: Dem (no lean)	4%	(36)	13%	(108)	83%	(716)	860
PID: Ind (no lean)	2%	(15)	8%	(55)	90%	(605)	674
PID: Rep (no lean)	3%	(22)	12%	(83)	84%	(571)	676
PID/Gender: Dem Men	6%	(24)	15%	(57)	79%	(313)	394
PID/Gender: Dem Women	3%	(12)	11%	(51)	87%	(403)	465
PID/Gender: Ind Men	3%	(10)	8%	(29)	89%	(307)	345
PID/Gender: Ind Women	1%	(5)	8%	(26)	91%	(298)	329
PID/Gender: Rep Men	4%	(13)	14%	(45)	82%	(271)	328
PID/Gender: Rep Women	3%	(9)	11%	(38)	86%	(300)	348
Ideo: Liberal (1-3)	5%	(33)	12%	(77)	83%	(546)	656
Ideo: Moderate (4)	3%	(19)	14%	(103)	84%	(629)	751
Ideo: Conservative (5-7)	3%	(20)	9%	(59)	88%	(587)	666
Educ: < College	3%	(42)	10%	(143)	87%	(1251)	1437
Educ: Bachelors degree	4%	(18)	14%	(70)	82%	(402)	491
Educ: Post-grad	4%	(11)	12%	(33)	84%	(238)	282
Income: Under 50k	2%	(31)	11%	(141)	86%	(1099)	1271
Income: 50k-100k	4%	(24)	10%	(64)	87%	(568)	656
Income: 100k+	6%	(17)	15%	(41)	80%	(225)	283
Ethnicity: White	3%	(44)	10%	(177)	87%	(1490)	1711
Ethnicity: Hispanic	5%	(18)	14%	(52)	81%	(304)	374
Ethnicity: Black	7%	(20)	14%	(40)	79%	(222)	282

Table MCFE13_28: *Now on a different topicIn general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?* *Premier Hockey Federation*

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	3%	(72)	11%	(246)	86%	(1892)	2210
Ethnicity: Other	3%	(7)	14%	(30)	83%	(180)	217
All Christian	3%	(35)	12%	(124)	85%	(870)	1029
All Non-Christian	5%	(6)	13%	(17)	82%	(105)	129
Atheist	3%	(3)	10%	(10)	88%	(87)	99
Agnostic/Nothing in particular	3%	(18)	9%	(52)	88%	(518)	587
Something Else	3%	(11)	12%	(44)	85%	(311)	365
Religious Non-Protestant/Catholic	4%	(6)	15%	(22)	81%	(125)	154
Evangelical	4%	(22)	14%	(79)	82%	(458)	558
Non-Evangelical	3%	(24)	10%	(77)	87%	(691)	792
Community: Urban	4%	(28)	16%	(105)	79%	(505)	638
Community: Suburban	4%	(39)	10%	(102)	86%	(874)	1014
Community: Rural	1%	(5)	7%	(40)	92%	(513)	558
Employ: Private Sector	5%	(34)	16%	(107)	78%	(513)	654
Employ: Government	5%	(6)	19%	(25)	77%	(104)	136
Employ: Self-Employed	6%	(10)	16%	(26)	79%	(131)	166
Employ: Homemaker	2%	(4)	8%	(15)	90%	(171)	190
Employ: Student	3%	(2)	16%	(10)	81%	(50)	62
Employ: Retired	1%	(5)	5%	(28)	94%	(529)	563
Employ: Unemployed	2%	(7)	6%	(18)	91%	(276)	301
Employ: Other	2%	(3)	12%	(16)	86%	(117)	137
Military HH: Yes	3%	(8)	9%	(26)	88%	(249)	283
Military HH: No	3%	(65)	11%	(220)	85%	(1642)	1927
RD/WT: Right Direction	7%	(49)	16%	(107)	77%	(510)	666
RD/WT: Wrong Track	2%	(23)	9%	(139)	89%	(1382)	1544
Biden Job Approve	5%	(50)	13%	(131)	81%	(790)	970
Biden Job Disapprove	2%	(21)	9%	(104)	89%	(1019)	1144
Biden Job Strongly Approve	7%	(31)	15%	(67)	77%	(335)	433
Biden Job Somewhat Approve	4%	(19)	12%	(64)	85%	(454)	537
Biden Job Somewhat Disapprove	2%	(6)	9%	(32)	89%	(301)	339
Biden Job Strongly Disapprove	2%	(14)	9%	(72)	89%	(718)	805

Continued on next page

Table MCFE13_28: *Now on a different topicIn general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?*
Premier Hockey Federation

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	3%	(72)	11%	(246)	86%	(1892)	2210
Favorable of Biden	4%	(44)	12%	(115)	84%	(811)	969
Unfavorable of Biden	2%	(25)	10%	(114)	88%	(995)	1134
Very Favorable of Biden	5%	(25)	12%	(59)	83%	(398)	482
Somewhat Favorable of Biden	4%	(18)	11%	(55)	85%	(413)	487
Somewhat Unfavorable of Biden	1%	(4)	12%	(36)	87%	(259)	299
Very Unfavorable of Biden	3%	(21)	9%	(78)	88%	(736)	835
#1 Issue: Economy	4%	(32)	12%	(113)	84%	(768)	913
#1 Issue: Security	2%	(5)	9%	(22)	89%	(216)	243
#1 Issue: Health Care	9%	(16)	17%	(29)	73%	(125)	170
#1 Issue: Medicare / Social Security	—	(1)	7%	(19)	93%	(246)	266
#1 Issue: Women's Issues	2%	(7)	9%	(27)	89%	(277)	311
#1 Issue: Education	5%	(3)	16%	(9)	79%	(47)	59
#1 Issue: Energy	4%	(5)	14%	(18)	83%	(111)	134
#1 Issue: Other	3%	(4)	8%	(9)	89%	(102)	115
2020 Vote: Joe Biden	5%	(43)	12%	(117)	83%	(785)	945
2020 Vote: Donald Trump	2%	(17)	10%	(76)	87%	(647)	740
2020 Vote: Other	5%	(3)	16%	(11)	79%	(53)	67
2020 Vote: Didn't Vote	2%	(9)	9%	(43)	89%	(407)	459
2018 House Vote: Democrat	4%	(30)	12%	(91)	84%	(633)	755
2018 House Vote: Republican	3%	(17)	11%	(67)	86%	(505)	589
2018 House Vote: Someone else	10%	(5)	7%	(4)	83%	(41)	50
2016 Vote: Hillary Clinton	4%	(31)	12%	(84)	84%	(580)	695
2016 Vote: Donald Trump	3%	(19)	11%	(70)	87%	(567)	656
2016 Vote: Other	4%	(3)	11%	(10)	85%	(73)	86
2016 Vote: Didn't Vote	3%	(19)	11%	(82)	87%	(663)	765
Voted in 2014: Yes	4%	(48)	12%	(146)	84%	(1033)	1227
Voted in 2014: No	2%	(24)	10%	(100)	87%	(859)	983
4-Region: Northeast	4%	(14)	12%	(45)	85%	(324)	383
4-Region: Midwest	3%	(14)	10%	(45)	87%	(398)	456
4-Region: South	3%	(26)	12%	(98)	85%	(721)	844
4-Region: West	4%	(19)	11%	(59)	85%	(448)	527

Table MCFE13_28: *Now on a different topicIn general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?*
Premier Hockey Federation

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	3%	(72)	11%	(246)	86%	(1892)	2210
TikTok Users	6%	(47)	15%	(119)	79%	(627)	793
Twitch Users	12%	(25)	22%	(47)	66%	(143)	216
2022 Sports Viewers/Attendees	4%	(59)	14%	(207)	82%	(1209)	1475
Monthly Moviegoers	11%	(34)	26%	(84)	63%	(202)	320
Few Times per Year + Moviegoers	6%	(55)	18%	(167)	76%	(698)	920
Heard Smile Campaign	9%	(50)	23%	(128)	68%	(372)	551
Heard Minion Campaign	9%	(49)	24%	(128)	67%	(364)	540
Listens to Podcasts	5%	(61)	17%	(188)	78%	(883)	1132
Streaming Services User	4%	(71)	13%	(228)	83%	(1474)	1773
Netflix User	4%	(65)	14%	(201)	82%	(1207)	1474
Disney+ User	6%	(55)	16%	(156)	79%	(773)	984
Heterosexual or straight	3%	(64)	11%	(218)	86%	(1689)	1971
Gay	5%	(4)	5%	(3)	90%	(61)	68
Bisexual	3%	(3)	18%	(16)	79%	(70)	88
Yes	7%	(5)	22%	(15)	71%	(50)	70
No	3%	(67)	11%	(231)	86%	(1842)	2140

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

Table MCFE14_1NET: *If you had to pick, what would you say are your favorite sports leagues / competitions? Please select up to three.If you don't like any sports, please select 'I don't like college/professional sports.'*
ATP Tour

Demographic	Selected		Not Selected		Total N
Adults	1%	(14)	99%	(2196)	2210
Gender: Male	1%	(6)	99%	(1062)	1068
Gender: Female	1%	(8)	99%	(1134)	1142
Age: 18-34	1%	(4)	99%	(638)	642
Age: 35-44	1%	(2)	99%	(363)	365
Age: 45-64	1%	(6)	99%	(707)	714
Age: 65+	—	(1)	100%	(488)	489
GenZers: 1997-2012	1%	(2)	99%	(255)	256
Millennials: 1981-1996	1%	(5)	99%	(648)	653
GenXers: 1965-1980	1%	(4)	99%	(551)	555
Baby Boomers: 1946-1964	—	(3)	100%	(670)	673
PID: Dem (no lean)	1%	(7)	99%	(852)	860
PID: Ind (no lean)	—	(3)	100%	(671)	674
PID: Rep (no lean)	1%	(4)	99%	(672)	676
PID/Gender: Dem Men	—	(1)	100%	(393)	394
PID/Gender: Dem Women	1%	(6)	99%	(460)	465
PID/Gender: Ind Men	1%	(2)	99%	(343)	345
PID/Gender: Ind Women	—	(1)	100%	(328)	329
PID/Gender: Rep Men	1%	(3)	99%	(326)	328
PID/Gender: Rep Women	—	(1)	100%	(347)	348
Ideo: Liberal (1-3)	1%	(8)	99%	(648)	656
Ideo: Moderate (4)	1%	(5)	99%	(746)	751
Ideo: Conservative (5-7)	—	(2)	100%	(665)	666
Educ: < College	—	(7)	100%	(1430)	1437
Educ: Bachelors degree	1%	(3)	99%	(488)	491
Educ: Post-grad	2%	(4)	98%	(278)	282
Income: Under 50k	1%	(7)	99%	(1264)	1271
Income: 50k-100k	—	(3)	100%	(653)	656
Income: 100k+	1%	(4)	99%	(278)	283
Ethnicity: White	1%	(11)	99%	(1699)	1711
Ethnicity: Hispanic	1%	(4)	99%	(370)	374

Table MCFE14_1NET: *If you had to pick, what would you say are your favorite sports leagues / competitions? Please select up to three. If you don't like any sports, please select 'I don't like college/professional sports.'*
ATP Tour

Demographic	Selected		Not Selected		Total N
Adults	1%	(14)	99%	(2196)	2210
Ethnicity: Black	1%	(2)	99%	(281)	282
Ethnicity: Other	1%	(1)	99%	(216)	217
All Christian	1%	(9)	99%	(1020)	1029
All Non-Christian	—	(0)	100%	(129)	129
Atheist	—	(0)	100%	(99)	99
Agnostic/Nothing in particular	—	(2)	100%	(585)	587
Something Else	1%	(3)	99%	(363)	365
Religious Non-Protestant/Catholic	—	(0)	100%	(154)	154
Evangelical	1%	(8)	99%	(550)	558
Non-Evangelical	—	(4)	100%	(788)	792
Community: Urban	1%	(7)	99%	(631)	638
Community: Suburban	—	(4)	100%	(1011)	1014
Community: Rural	1%	(4)	99%	(555)	558
Employ: Private Sector	1%	(6)	99%	(648)	654
Employ: Government	3%	(4)	97%	(132)	136
Employ: Self-Employed	—	(1)	100%	(166)	166
Employ: Homemaker	—	(1)	100%	(189)	190
Employ: Student	—	(0)	100%	(62)	62
Employ: Retired	—	(2)	100%	(561)	563
Employ: Unemployed	—	(1)	100%	(301)	301
Employ: Other	—	(0)	100%	(137)	137
Military HH: Yes	—	(0)	100%	(283)	283
Military HH: No	1%	(14)	99%	(1912)	1927
RD/WT: Right Direction	1%	(8)	99%	(658)	666
RD/WT: Wrong Track	—	(6)	100%	(1537)	1544
Biden Job Approve	1%	(9)	99%	(961)	970
Biden Job Disapprove	—	(5)	100%	(1139)	1144

Table MCFE14_1NET: *If you had to pick, what would you say are your favorite sports leagues / competitions? Please select up to three.If you don't like any sports, please select 'I don't like college/professional sports.'*
ATP Tour

Demographic	Selected		Not Selected		Total N
Adults	1%	(14)	99%	(2196)	2210
Biden Job Strongly Approve	1%	(4)	99%	(429)	433
Biden Job Somewhat Approve	1%	(5)	99%	(532)	537
Biden Job Somewhat Disapprove	1%	(3)	99%	(336)	339
Biden Job Strongly Disapprove	—	(2)	100%	(803)	805
Favorable of Biden	1%	(9)	99%	(960)	969
Unfavorable of Biden	—	(5)	100%	(1129)	1134
Very Favorable of Biden	1%	(4)	99%	(478)	482
Somewhat Favorable of Biden	1%	(5)	99%	(482)	487
Somewhat Unfavorable of Biden	1%	(3)	99%	(295)	299
Very Unfavorable of Biden	—	(2)	100%	(833)	835
#1 Issue: Economy	1%	(11)	99%	(902)	913
#1 Issue: Security	—	(0)	100%	(243)	243
#1 Issue: Health Care	—	(0)	100%	(170)	170
#1 Issue: Medicare / Social Security	—	(1)	100%	(265)	266
#1 Issue: Women's Issues	—	(1)	100%	(310)	311
#1 Issue: Education	1%	(1)	99%	(58)	59
#1 Issue: Energy	—	(1)	100%	(133)	134
#1 Issue: Other	—	(0)	100%	(115)	115
2020 Vote: Joe Biden	1%	(10)	99%	(935)	945
2020 Vote: Donald Trump	1%	(4)	99%	(735)	740
2020 Vote: Other	—	(0)	100%	(67)	67
2020 Vote: Didn't Vote	—	(0)	100%	(459)	459
2018 House Vote: Democrat	1%	(7)	99%	(748)	755
2018 House Vote: Republican	—	(3)	100%	(586)	589
2018 House Vote: Someone else	—	(0)	100%	(50)	50
2016 Vote: Hillary Clinton	1%	(7)	99%	(688)	695
2016 Vote: Donald Trump	—	(3)	100%	(653)	656
2016 Vote: Other	—	(0)	100%	(86)	86
2016 Vote: Didn't Vote	—	(3)	100%	(762)	765

Table MCFE14_1NET: *If you had to pick, what would you say are your favorite sports leagues / competitions? Please select up to three.If you don't like any sports, please select 'I don't like college/professional sports.'*
ATP Tour

Demographic	Selected		Not Selected		Total N
Adults	1%	(14)	99%	(2196)	2210
Voted in 2014: Yes	1%	(9)	99%	(1218)	1227
Voted in 2014: No	1%	(5)	99%	(978)	983
4-Region: Northeast	—	(2)	100%	(381)	383
4-Region: Midwest	—	(1)	100%	(455)	456
4-Region: South	1%	(7)	99%	(837)	844
4-Region: West	1%	(4)	99%	(523)	527
TikTok Users	1%	(8)	99%	(785)	793
Twitch Users	3%	(6)	97%	(210)	216
2022 Sports Viewers/Attendees	1%	(12)	99%	(1463)	1475
Monthly Moviegoers	2%	(7)	98%	(313)	320
Few Times per Year + Moviegoers	1%	(9)	99%	(911)	920
Heard Smile Campaign	1%	(7)	99%	(544)	551
Heard Minion Campaign	1%	(8)	99%	(532)	540
Listens to Podcasts	1%	(11)	99%	(1121)	1132
Streaming Services User	1%	(13)	99%	(1760)	1773
Netflix User	—	(7)	100%	(1467)	1474
Disney+ User	1%	(6)	99%	(978)	984
Heterosexual or straight	1%	(14)	99%	(1956)	1971
Gay	—	(0)	100%	(68)	68
Bisexual	—	(0)	100%	(88)	88
Yes	—	(0)	100%	(70)	70
No	1%	(14)	99%	(2126)	2140

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

Table MCFE14_2NET: *If you had to pick, what would you say are your favorite sports leagues / competitions? Please select up to three.If you don't like any sports, please select 'I don't like college/professional sports.'*
Esports

Demographic	Selected		Not Selected		Total N
Adults	3%	(57)	97%	(2153)	2210
Gender: Male	4%	(43)	96%	(1025)	1068
Gender: Female	1%	(14)	99%	(1128)	1142
Age: 18-34	6%	(40)	94%	(602)	642
Age: 35-44	2%	(9)	98%	(356)	365
Age: 45-64	1%	(8)	99%	(705)	714
Age: 65+	—	(0)	100%	(489)	489
GenZers: 1997-2012	10%	(25)	90%	(231)	256
Millennials: 1981-1996	4%	(23)	96%	(630)	653
GenXers: 1965-1980	1%	(5)	99%	(550)	555
Baby Boomers: 1946-1964	—	(3)	100%	(670)	673
PID: Dem (no lean)	2%	(18)	98%	(841)	860
PID: Ind (no lean)	4%	(26)	96%	(649)	674
PID: Rep (no lean)	2%	(13)	98%	(663)	676
PID/Gender: Dem Men	3%	(13)	97%	(382)	394
PID/Gender: Dem Women	1%	(6)	99%	(460)	465
PID/Gender: Ind Men	6%	(21)	94%	(325)	345
PID/Gender: Ind Women	2%	(5)	98%	(324)	329
PID/Gender: Rep Men	3%	(10)	97%	(318)	328
PID/Gender: Rep Women	1%	(3)	99%	(345)	348
Ideo: Liberal (1-3)	3%	(22)	97%	(634)	656
Ideo: Moderate (4)	3%	(20)	97%	(731)	751
Ideo: Conservative (5-7)	1%	(8)	99%	(658)	666
Educ: < College	2%	(34)	98%	(1403)	1437
Educ: Bachelors degree	2%	(11)	98%	(479)	491
Educ: Post-grad	4%	(12)	96%	(271)	282
Income: Under 50k	2%	(29)	98%	(1242)	1271
Income: 50k-100k	4%	(23)	96%	(633)	656
Income: 100k+	2%	(5)	98%	(278)	283
Ethnicity: White	2%	(32)	98%	(1679)	1711
Ethnicity: Hispanic	7%	(26)	93%	(348)	374

Table MCFE14_2NET: *If you had to pick, what would you say are your favorite sports leagues / competitions? Please select up to three.If you don't like any sports, please select 'I don't like college/professional sports.'*
Esports

Demographic	Selected		Not Selected		Total N
Adults	3%	(57)	97%	(2153)	2210
Ethnicity: Black	4%	(11)	96%	(271)	282
Ethnicity: Other	7%	(15)	93%	(202)	217
All Christian	1%	(11)	99%	(1018)	1029
All Non-Christian	4%	(6)	96%	(123)	129
Atheist	2%	(2)	98%	(98)	99
Agnostic/Nothing in particular	5%	(27)	95%	(560)	587
Something Else	3%	(12)	97%	(354)	365
Religious Non-Protestant/Catholic	4%	(6)	96%	(148)	154
Evangelical	1%	(8)	99%	(550)	558
Non-Evangelical	2%	(14)	98%	(778)	792
Community: Urban	2%	(14)	98%	(624)	638
Community: Suburban	3%	(33)	97%	(981)	1014
Community: Rural	2%	(10)	98%	(548)	558
Employ: Private Sector	3%	(20)	97%	(634)	654
Employ: Government	3%	(4)	97%	(132)	136
Employ: Self-Employed	4%	(6)	96%	(160)	166
Employ: Homemaker	—	(0)	100%	(190)	190
Employ: Student	11%	(7)	89%	(55)	62
Employ: Retired	—	(1)	100%	(562)	563
Employ: Unemployed	4%	(12)	96%	(290)	301
Employ: Other	6%	(8)	94%	(129)	137
Military HH: Yes	3%	(9)	97%	(274)	283
Military HH: No	2%	(48)	98%	(1879)	1927
RD/WT: Right Direction	3%	(23)	97%	(643)	666
RD/WT: Wrong Track	2%	(34)	98%	(1510)	1544
Biden Job Approve	3%	(28)	97%	(942)	970
Biden Job Disapprove	2%	(23)	98%	(1121)	1144

Table MCFE14_2NET: *If you had to pick, what would you say are your favorite sports leagues / competitions? Please select up to three.If you don't like any sports, please select 'I don't like college/professional sports.'*
Esports

Demographic	Selected		Not Selected		Total N
Adults	3%	(57)	97%	(2153)	2210
Biden Job Strongly Approve	2%	(9)	98%	(424)	433
Biden Job Somewhat Approve	4%	(19)	96%	(518)	537
Biden Job Somewhat Disapprove	3%	(10)	97%	(329)	339
Biden Job Strongly Disapprove	2%	(13)	98%	(792)	805
Favorable of Biden	2%	(23)	98%	(946)	969
Unfavorable of Biden	2%	(25)	98%	(1108)	1134
Very Favorable of Biden	3%	(12)	97%	(470)	482
Somewhat Favorable of Biden	2%	(10)	98%	(477)	487
Somewhat Unfavorable of Biden	4%	(11)	96%	(288)	299
Very Unfavorable of Biden	2%	(15)	98%	(820)	835
#1 Issue: Economy	3%	(31)	97%	(882)	913
#1 Issue: Security	1%	(3)	99%	(240)	243
#1 Issue: Health Care	3%	(4)	97%	(166)	170
#1 Issue: Medicare / Social Security	—	(0)	100%	(266)	266
#1 Issue: Women's Issues	2%	(6)	98%	(305)	311
#1 Issue: Education	10%	(6)	90%	(53)	59
#1 Issue: Energy	2%	(3)	98%	(131)	134
#1 Issue: Other	4%	(4)	96%	(111)	115
2020 Vote: Joe Biden	3%	(28)	97%	(917)	945
2020 Vote: Donald Trump	1%	(10)	99%	(729)	740
2020 Vote: Other	5%	(4)	95%	(63)	67
2020 Vote: Didn't Vote	3%	(15)	97%	(443)	459
2018 House Vote: Democrat	2%	(16)	98%	(739)	755
2018 House Vote: Republican	2%	(9)	98%	(580)	589
2018 House Vote: Someone else	2%	(1)	98%	(49)	50
2016 Vote: Hillary Clinton	2%	(11)	98%	(684)	695
2016 Vote: Donald Trump	1%	(10)	99%	(646)	656
2016 Vote: Other	3%	(2)	97%	(83)	86
2016 Vote: Didn't Vote	4%	(34)	96%	(731)	765

Table MCFE14_2NET: *If you had to pick, what would you say are your favorite sports leagues / competitions? Please select up to three.If you don't like any sports, please select 'I don't like college/professional sports.'*
Esports

Demographic	Selected		Not Selected		Total N
Adults	3%	(57)	97%	(2153)	2210
Voted in 2014: Yes	1%	(15)	99%	(1211)	1227
Voted in 2014: No	4%	(42)	96%	(942)	983
4-Region: Northeast	3%	(11)	97%	(372)	383
4-Region: Midwest	2%	(8)	98%	(449)	456
4-Region: South	2%	(14)	98%	(830)	844
4-Region: West	5%	(24)	95%	(502)	527
TikTok Users	5%	(38)	95%	(755)	793
Twitch Users	12%	(27)	88%	(189)	216
2022 Sports Viewers/Attendees	3%	(45)	97%	(1430)	1475
Monthly Moviegoers	4%	(12)	96%	(309)	320
Few Times per Year + Moviegoers	3%	(28)	97%	(892)	920
Heard Smile Campaign	4%	(25)	96%	(526)	551
Heard Minion Campaign	7%	(36)	93%	(504)	540
Listens to Podcasts	4%	(44)	96%	(1088)	1132
Streaming Services User	3%	(56)	97%	(1717)	1773
Netflix User	3%	(52)	97%	(1422)	1474
Disney+ User	4%	(39)	96%	(946)	984
Heterosexual or straight	2%	(46)	98%	(1925)	1971
Gay	4%	(3)	96%	(65)	68
Bisexual	4%	(3)	96%	(85)	88
Yes	8%	(5)	92%	(65)	70
No	2%	(52)	98%	(2088)	2140

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

Table MCFE14_3NET: *If you had to pick, what would you say are your favorite sports leagues / competitions? Please select up to three.If you don't like any sports, please select 'I don't like college/professional sports.'*
Formula 1

Demographic	Selected		Not Selected		Total N
Adults	2%	(51)	98%	(2159)	2210
Gender: Male	2%	(25)	98%	(1043)	1068
Gender: Female	2%	(26)	98%	(1117)	1142
Age: 18-34	3%	(16)	97%	(626)	642
Age: 35-44	2%	(6)	98%	(360)	365
Age: 45-64	3%	(21)	97%	(693)	714
Age: 65+	1%	(7)	99%	(482)	489
GenZers: 1997-2012	4%	(11)	96%	(246)	256
Millennials: 1981-1996	2%	(12)	98%	(641)	653
GenXers: 1965-1980	3%	(16)	97%	(539)	555
Baby Boomers: 1946-1964	2%	(11)	98%	(662)	673
PID: Dem (no lean)	2%	(15)	98%	(845)	860
PID: Ind (no lean)	2%	(11)	98%	(663)	674
PID: Rep (no lean)	4%	(25)	96%	(651)	676
PID/Gender: Dem Men	2%	(6)	98%	(388)	394
PID/Gender: Dem Women	2%	(9)	98%	(457)	465
PID/Gender: Ind Men	2%	(6)	98%	(340)	345
PID/Gender: Ind Women	2%	(5)	98%	(324)	329
PID/Gender: Rep Men	4%	(13)	96%	(315)	328
PID/Gender: Rep Women	3%	(11)	97%	(336)	348
Ideo: Liberal (1-3)	1%	(8)	99%	(648)	656
Ideo: Moderate (4)	2%	(16)	98%	(735)	751
Ideo: Conservative (5-7)	4%	(25)	96%	(642)	666
Educ: < College	3%	(40)	97%	(1397)	1437
Educ: Bachelors degree	1%	(4)	99%	(486)	491
Educ: Post-grad	2%	(6)	98%	(276)	282
Income: Under 50k	2%	(29)	98%	(1242)	1271
Income: 50k-100k	3%	(16)	97%	(640)	656
Income: 100k+	2%	(5)	98%	(278)	283
Ethnicity: White	3%	(44)	97%	(1667)	1711
Ethnicity: Hispanic	3%	(11)	97%	(363)	374

Table MCFE14_3NET: *If you had to pick, what would you say are your favorite sports leagues / competitions? Please select up to three.If you don't like any sports, please select 'I don't like college/professional sports.'*
Formula 1

Demographic	Selected		Not Selected		Total N
Adults	2%	(51)	98%	(2159)	2210
Ethnicity: Black	1%	(2)	99%	(280)	282
Ethnicity: Other	2%	(4)	98%	(213)	217
All Christian	3%	(29)	97%	(1000)	1029
All Non-Christian	1%	(1)	99%	(127)	129
Atheist	1%	(1)	99%	(98)	99
Agnostic/Nothing in particular	2%	(11)	98%	(576)	587
Something Else	2%	(8)	98%	(357)	365
Religious Non-Protestant/Catholic	2%	(3)	98%	(151)	154
Evangelical	3%	(15)	97%	(544)	558
Non-Evangelical	2%	(18)	98%	(774)	792
Community: Urban	2%	(14)	98%	(624)	638
Community: Suburban	3%	(30)	97%	(984)	1014
Community: Rural	1%	(7)	99%	(551)	558
Employ: Private Sector	3%	(18)	97%	(636)	654
Employ: Government	3%	(4)	97%	(132)	136
Employ: Self-Employed	2%	(4)	98%	(163)	166
Employ: Homemaker	2%	(3)	98%	(187)	190
Employ: Student	3%	(2)	97%	(60)	62
Employ: Retired	3%	(14)	97%	(548)	563
Employ: Unemployed	1%	(3)	99%	(298)	301
Employ: Other	1%	(2)	99%	(135)	137
Military HH: Yes	2%	(4)	98%	(279)	283
Military HH: No	2%	(46)	98%	(1881)	1927
RD/WT: Right Direction	1%	(9)	99%	(657)	666
RD/WT: Wrong Track	3%	(41)	97%	(1503)	1544
Biden Job Approve	1%	(10)	99%	(960)	970
Biden Job Disapprove	3%	(36)	97%	(1108)	1144

Table MCFE14_3NET: *If you had to pick, what would you say are your favorite sports leagues / competitions? Please select up to three.If you don't like any sports, please select 'I don't like college/professional sports.'*
Formula 1

Demographic	Selected		Not Selected		Total N
Adults	2%	(51)	98%	(2159)	2210
Biden Job Strongly Approve	1%	(4)	99%	(429)	433
Biden Job Somewhat Approve	1%	(7)	99%	(530)	537
Biden Job Somewhat Disapprove	3%	(11)	97%	(328)	339
Biden Job Strongly Disapprove	3%	(25)	97%	(780)	805
Favorable of Biden	1%	(11)	99%	(958)	969
Unfavorable of Biden	3%	(35)	97%	(1098)	1134
Very Favorable of Biden	1%	(5)	99%	(477)	482
Somewhat Favorable of Biden	1%	(6)	99%	(481)	487
Somewhat Unfavorable of Biden	2%	(6)	98%	(293)	299
Very Unfavorable of Biden	4%	(29)	96%	(806)	835
#1 Issue: Economy	2%	(21)	98%	(892)	913
#1 Issue: Security	5%	(11)	95%	(232)	243
#1 Issue: Health Care	2%	(3)	98%	(168)	170
#1 Issue: Medicare / Social Security	2%	(7)	98%	(259)	266
#1 Issue: Women's Issues	2%	(6)	98%	(305)	311
#1 Issue: Education	1%	(1)	99%	(58)	59
#1 Issue: Energy	1%	(2)	99%	(132)	134
#1 Issue: Other	1%	(1)	99%	(114)	115
2020 Vote: Joe Biden	1%	(11)	99%	(934)	945
2020 Vote: Donald Trump	4%	(27)	96%	(713)	740
2020 Vote: Other	4%	(3)	96%	(64)	67
2020 Vote: Didn't Vote	2%	(10)	98%	(449)	459
2018 House Vote: Democrat	1%	(10)	99%	(745)	755
2018 House Vote: Republican	4%	(22)	96%	(567)	589
2018 House Vote: Someone else	5%	(2)	95%	(47)	50
2016 Vote: Hillary Clinton	2%	(12)	98%	(683)	695
2016 Vote: Donald Trump	3%	(17)	97%	(639)	656
2016 Vote: Other	4%	(4)	96%	(82)	86
2016 Vote: Didn't Vote	2%	(18)	98%	(747)	765

Table MCFE14_3NET: *If you had to pick, what would you say are your favorite sports leagues / competitions? Please select up to three. If you don't like any sports, please select 'I don't like college/professional sports.'*
Formula 1

Demographic	Selected		Not Selected		Total N
Adults	2%	(51)	98%	(2159)	2210
Voted in 2014: Yes	2%	(29)	98%	(1197)	1227
Voted in 2014: No	2%	(21)	98%	(962)	983
4-Region: Northeast	2%	(9)	98%	(374)	383
4-Region: Midwest	1%	(5)	99%	(451)	456
4-Region: South	2%	(19)	98%	(825)	844
4-Region: West	3%	(17)	97%	(509)	527
TikTok Users	2%	(16)	98%	(777)	793
Twitch Users	3%	(6)	97%	(210)	216
2022 Sports Viewers/Attendees	3%	(41)	97%	(1434)	1475
Monthly Moviegoers	3%	(10)	97%	(311)	320
Few Times per Year + Moviegoers	3%	(28)	97%	(892)	920
Heard Smile Campaign	4%	(21)	96%	(530)	551
Heard Minion Campaign	4%	(20)	96%	(520)	540
Listens to Podcasts	3%	(33)	97%	(1099)	1132
Streaming Services User	2%	(42)	98%	(1731)	1773
Netflix User	2%	(34)	98%	(1440)	1474
Disney+ User	2%	(20)	98%	(964)	984
Heterosexual or straight	2%	(48)	98%	(1922)	1971
Gay	3%	(2)	97%	(66)	68
Bisexual	1%	(1)	99%	(88)	88
Yes	1%	(1)	99%	(69)	70
No	2%	(50)	98%	(2090)	2140

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

Table MCFE14_4NET: *If you had to pick, what would you say are your favorite sports leagues / competitions? Please select up to three. If you don't like any sports, please select 'I don't like college/professional sports.'*
IndyCar

Demographic	Selected		Not Selected		Total N
Adults	2%	(36)	98%	(2174)	2210
Gender: Male	2%	(19)	98%	(1048)	1068
Gender: Female	1%	(16)	99%	(1126)	1142
Age: 18-34	1%	(8)	99%	(634)	642
Age: 35-44	1%	(5)	99%	(361)	365
Age: 45-64	2%	(14)	98%	(699)	714
Age: 65+	2%	(8)	98%	(481)	489
GenZers: 1997-2012	1%	(3)	99%	(253)	256
Millennials: 1981-1996	1%	(9)	99%	(644)	653
GenXers: 1965-1980	2%	(13)	98%	(542)	555
Baby Boomers: 1946-1964	2%	(10)	98%	(663)	673
PID: Dem (no lean)	2%	(13)	98%	(846)	860
PID: Ind (no lean)	1%	(5)	99%	(669)	674
PID: Rep (no lean)	3%	(17)	97%	(659)	676
PID/Gender: Dem Men	2%	(6)	98%	(388)	394
PID/Gender: Dem Women	2%	(7)	98%	(458)	465
PID/Gender: Ind Men	1%	(3)	99%	(342)	345
PID/Gender: Ind Women	1%	(2)	99%	(327)	329
PID/Gender: Rep Men	3%	(10)	97%	(318)	328
PID/Gender: Rep Women	2%	(7)	98%	(341)	348
Ideo: Liberal (1-3)	1%	(9)	99%	(647)	656
Ideo: Moderate (4)	2%	(14)	98%	(737)	751
Ideo: Conservative (5-7)	1%	(9)	99%	(657)	666
Educ: < College	2%	(28)	98%	(1409)	1437
Educ: Bachelors degree	1%	(3)	99%	(487)	491
Educ: Post-grad	1%	(4)	99%	(278)	282
Income: Under 50k	1%	(17)	99%	(1254)	1271
Income: 50k-100k	2%	(14)	98%	(643)	656
Income: 100k+	2%	(5)	98%	(278)	283
Ethnicity: White	2%	(32)	98%	(1679)	1711
Ethnicity: Hispanic	—	(1)	100%	(373)	374

Table MCFE14_4NET: *If you had to pick, what would you say are your favorite sports leagues / competitions? Please select up to three.If you don't like any sports, please select 'I don't like college/professional sports.'*
IndyCar

Demographic	Selected		Not Selected		Total N
Adults	2%	(36)	98%	(2174)	2210
Ethnicity: Black	1%	(2)	99%	(281)	282
Ethnicity: Other	1%	(2)	99%	(215)	217
All Christian	1%	(13)	99%	(1016)	1029
All Non-Christian	1%	(1)	99%	(128)	129
Atheist	1%	(1)	99%	(98)	99
Agnostic/Nothing in particular	2%	(10)	98%	(577)	587
Something Else	3%	(11)	97%	(354)	365
Religious Non-Protestant/Catholic	—	(1)	100%	(153)	154
Evangelical	2%	(11)	98%	(547)	558
Non-Evangelical	2%	(12)	98%	(779)	792
Community: Urban	1%	(9)	99%	(628)	638
Community: Suburban	2%	(18)	98%	(997)	1014
Community: Rural	2%	(8)	98%	(550)	558
Employ: Private Sector	2%	(15)	98%	(639)	654
Employ: Government	1%	(1)	99%	(135)	136
Employ: Self-Employed	2%	(3)	98%	(164)	166
Employ: Homemaker	1%	(1)	99%	(189)	190
Employ: Student	4%	(2)	96%	(60)	62
Employ: Retired	1%	(8)	99%	(555)	563
Employ: Unemployed	—	(0)	100%	(301)	301
Employ: Other	3%	(5)	97%	(132)	137
Military HH: Yes	2%	(5)	98%	(278)	283
Military HH: No	2%	(30)	98%	(1896)	1927
RD/WT: Right Direction	2%	(14)	98%	(652)	666
RD/WT: Wrong Track	1%	(22)	99%	(1522)	1544
Biden Job Approve	2%	(16)	98%	(954)	970
Biden Job Disapprove	2%	(19)	98%	(1125)	1144

Table MCFE14_4NET: *If you had to pick, what would you say are your favorite sports leagues / competitions? Please select up to three.If you don't like any sports, please select 'I don't like college/professional sports.'*
IndyCar

Demographic	Selected		Not Selected		Total N
Adults	2%	(36)	98%	(2174)	2210
Biden Job Strongly Approve	2%	(9)	98%	(423)	433
Biden Job Somewhat Approve	1%	(6)	99%	(531)	537
Biden Job Somewhat Disapprove	1%	(3)	99%	(336)	339
Biden Job Strongly Disapprove	2%	(16)	98%	(789)	805
Favorable of Biden	2%	(16)	98%	(953)	969
Unfavorable of Biden	2%	(19)	98%	(1115)	1134
Very Favorable of Biden	2%	(9)	98%	(473)	482
Somewhat Favorable of Biden	1%	(7)	99%	(480)	487
Somewhat Unfavorable of Biden	—	(1)	100%	(297)	299
Very Unfavorable of Biden	2%	(17)	98%	(818)	835
#1 Issue: Economy	1%	(11)	99%	(902)	913
#1 Issue: Security	3%	(6)	97%	(236)	243
#1 Issue: Health Care	1%	(2)	99%	(168)	170
#1 Issue: Medicare / Social Security	2%	(7)	98%	(259)	266
#1 Issue: Women's Issues	2%	(5)	98%	(306)	311
#1 Issue: Education	2%	(1)	98%	(58)	59
#1 Issue: Energy	2%	(3)	98%	(131)	134
#1 Issue: Other	—	(0)	100%	(115)	115
2020 Vote: Joe Biden	1%	(11)	99%	(934)	945
2020 Vote: Donald Trump	2%	(15)	98%	(724)	740
2020 Vote: Other	—	(0)	100%	(67)	67
2020 Vote: Didn't Vote	2%	(9)	98%	(449)	459
2018 House Vote: Democrat	1%	(8)	99%	(747)	755
2018 House Vote: Republican	2%	(15)	98%	(574)	589
2018 House Vote: Someone else	—	(0)	100%	(50)	50
2016 Vote: Hillary Clinton	1%	(7)	99%	(688)	695
2016 Vote: Donald Trump	2%	(16)	98%	(640)	656
2016 Vote: Other	1%	(1)	99%	(85)	86
2016 Vote: Didn't Vote	1%	(11)	99%	(754)	765

Table MCFE14_4NET: *If you had to pick, what would you say are your favorite sports leagues / competitions? Please select up to three.If you don't like any sports, please select 'I don't like college/professional sports.'*
IndyCar

Demographic	Selected		Not Selected		Total N
Adults	2%	(36)	98%	(2174)	2210
Voted in 2014: Yes	2%	(22)	98%	(1204)	1227
Voted in 2014: No	1%	(13)	99%	(970)	983
4-Region: Northeast	1%	(4)	99%	(378)	383
4-Region: Midwest	2%	(10)	98%	(446)	456
4-Region: South	1%	(11)	99%	(833)	844
4-Region: West	2%	(10)	98%	(516)	527
TikTok Users	2%	(13)	98%	(780)	793
Twitch Users	2%	(5)	98%	(211)	216
2022 Sports Viewers/Attendees	2%	(23)	98%	(1452)	1475
Monthly Moviegoers	3%	(8)	97%	(312)	320
Few Times per Year + Moviegoers	1%	(13)	99%	(906)	920
Heard Smile Campaign	2%	(13)	98%	(538)	551
Heard Minion Campaign	2%	(13)	98%	(527)	540
Listens to Podcasts	2%	(22)	98%	(1110)	1132
Streaming Services User	2%	(29)	98%	(1744)	1773
Netflix User	2%	(23)	98%	(1451)	1474
Disney+ User	2%	(19)	98%	(965)	984
Heterosexual or straight	2%	(35)	98%	(1936)	1971
Gay	—	(0)	100%	(68)	68
Bisexual	1%	(1)	99%	(88)	88
Yes	—	(0)	100%	(70)	70
No	2%	(36)	98%	(2104)	2140

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

Table MCFE14_5NET: *If you had to pick, what would you say are your favorite sports leagues / competitions? Please select up to three.If you don't like any sports, please select 'I don't like college/professional sports.'*
LPGA Tour

Demographic	Selected		Not Selected		Total N
Adults	1%	(22)	99%	(2188)	2210
Gender: Male	2%	(19)	98%	(1048)	1068
Gender: Female	—	(3)	100%	(1140)	1142
Age: 18-34	—	(3)	100%	(639)	642
Age: 35-44	2%	(6)	98%	(360)	365
Age: 45-64	1%	(4)	99%	(710)	714
Age: 65+	2%	(10)	98%	(479)	489
GenZers: 1997-2012	1%	(2)	99%	(254)	256
Millennials: 1981-1996	1%	(6)	99%	(647)	653
GenXers: 1965-1980	—	(1)	100%	(554)	555
Baby Boomers: 1946-1964	2%	(13)	98%	(661)	673
PID: Dem (no lean)	1%	(7)	99%	(852)	860
PID: Ind (no lean)	1%	(7)	99%	(667)	674
PID: Rep (no lean)	1%	(8)	99%	(668)	676
PID/Gender: Dem Men	1%	(5)	99%	(389)	394
PID/Gender: Dem Women	—	(2)	100%	(463)	465
PID/Gender: Ind Men	2%	(7)	98%	(338)	345
PID/Gender: Ind Women	—	(0)	100%	(329)	329
PID/Gender: Rep Men	2%	(7)	98%	(321)	328
PID/Gender: Rep Women	—	(1)	100%	(347)	348
Ideo: Liberal (1-3)	1%	(6)	99%	(650)	656
Ideo: Moderate (4)	1%	(8)	99%	(743)	751
Ideo: Conservative (5-7)	1%	(8)	99%	(658)	666
Educ: < College	1%	(9)	99%	(1428)	1437
Educ: Bachelors degree	1%	(6)	99%	(485)	491
Educ: Post-grad	3%	(7)	97%	(275)	282
Income: Under 50k	1%	(7)	99%	(1265)	1271
Income: 50k-100k	1%	(6)	99%	(651)	656
Income: 100k+	4%	(10)	96%	(273)	283
Ethnicity: White	1%	(19)	99%	(1692)	1711
Ethnicity: Hispanic	1%	(3)	99%	(371)	374

Table MCFE14_5NET: *If you had to pick, what would you say are your favorite sports leagues / competitions? Please select up to three.If you don't like any sports, please select 'I don't like college/professional sports.'*
LPGA Tour

Demographic	Selected		Not Selected		Total N
Adults	1%	(22)	99%	(2188)	2210
Ethnicity: Black	—	(0)	100%	(282)	282
Ethnicity: Other	1%	(3)	99%	(214)	217
All Christian	2%	(16)	98%	(1013)	1029
All Non-Christian	1%	(2)	99%	(127)	129
Atheist	1%	(1)	99%	(98)	99
Agnostic/Nothing in particular	—	(2)	100%	(585)	587
Something Else	—	(1)	100%	(364)	365
Religious Non-Protestant/Catholic	1%	(2)	99%	(152)	154
Evangelical	1%	(5)	99%	(553)	558
Non-Evangelical	2%	(12)	98%	(780)	792
Community: Urban	1%	(4)	99%	(633)	638
Community: Suburban	1%	(13)	99%	(1002)	1014
Community: Rural	1%	(5)	99%	(553)	558
Employ: Private Sector	1%	(7)	99%	(648)	654
Employ: Government	1%	(2)	99%	(134)	136
Employ: Self-Employed	2%	(4)	98%	(163)	166
Employ: Homemaker	—	(0)	100%	(190)	190
Employ: Student	3%	(2)	97%	(60)	62
Employ: Retired	1%	(7)	99%	(556)	563
Employ: Unemployed	—	(1)	100%	(300)	301
Employ: Other	—	(0)	100%	(137)	137
Military HH: Yes	1%	(3)	99%	(281)	283
Military HH: No	1%	(19)	99%	(1907)	1927
RD/WT: Right Direction	1%	(7)	99%	(659)	666
RD/WT: Wrong Track	1%	(15)	99%	(1529)	1544
Biden Job Approve	1%	(10)	99%	(960)	970
Biden Job Disapprove	1%	(12)	99%	(1132)	1144

Table MCFE14_5NET: *If you had to pick, what would you say are your favorite sports leagues / competitions? Please select up to three. If you don't like any sports, please select 'I don't like college/professional sports.'*
LPGA Tour

Demographic	Selected		Not Selected		Total N
Adults	1%	(22)	99%	(2188)	2210
Biden Job Strongly Approve	1%	(4)	99%	(428)	433
Biden Job Somewhat Approve	1%	(6)	99%	(532)	537
Biden Job Somewhat Disapprove	—	(1)	100%	(337)	339
Biden Job Strongly Disapprove	1%	(10)	99%	(795)	805
Favorable of Biden	1%	(10)	99%	(959)	969
Unfavorable of Biden	1%	(12)	99%	(1122)	1134
Very Favorable of Biden	1%	(3)	99%	(479)	482
Somewhat Favorable of Biden	1%	(7)	99%	(480)	487
Somewhat Unfavorable of Biden	—	(1)	100%	(297)	299
Very Unfavorable of Biden	1%	(10)	99%	(825)	835
#1 Issue: Economy	1%	(9)	99%	(904)	913
#1 Issue: Security	1%	(2)	99%	(241)	243
#1 Issue: Health Care	1%	(1)	99%	(169)	170
#1 Issue: Medicare / Social Security	2%	(4)	98%	(262)	266
#1 Issue: Women's Issues	—	(1)	100%	(310)	311
#1 Issue: Education	4%	(2)	96%	(57)	59
#1 Issue: Energy	1%	(1)	99%	(133)	134
#1 Issue: Other	2%	(2)	98%	(113)	115
2020 Vote: Joe Biden	1%	(9)	99%	(936)	945
2020 Vote: Donald Trump	1%	(8)	99%	(732)	740
2020 Vote: Other	5%	(3)	95%	(64)	67
2020 Vote: Didn't Vote	—	(2)	100%	(457)	459
2018 House Vote: Democrat	1%	(8)	99%	(747)	755
2018 House Vote: Republican	2%	(9)	98%	(580)	589
2018 House Vote: Someone else	5%	(2)	95%	(47)	50
2016 Vote: Hillary Clinton	1%	(5)	99%	(690)	695
2016 Vote: Donald Trump	1%	(9)	99%	(646)	656
2016 Vote: Other	5%	(4)	95%	(81)	86
2016 Vote: Didn't Vote	—	(4)	100%	(761)	765

Table MCFE14_5NET: *If you had to pick, what would you say are your favorite sports leagues / competitions? Please select up to three.If you don't like any sports, please select 'I don't like college/professional sports.'*
LPGA Tour

Demographic	Selected		Not Selected		Total N
Adults	1%	(22)	99%	(2188)	2210
Voted in 2014: Yes	1%	(17)	99%	(1209)	1227
Voted in 2014: No	—	(5)	100%	(979)	983
4-Region: Northeast	1%	(5)	99%	(377)	383
4-Region: Midwest	1%	(4)	99%	(453)	456
4-Region: South	1%	(10)	99%	(835)	844
4-Region: West	1%	(3)	99%	(523)	527
TikTok Users	1%	(8)	99%	(784)	793
Twitch Users	4%	(8)	96%	(207)	216
2022 Sports Viewers/Attendees	1%	(17)	99%	(1458)	1475
Monthly Moviegoers	1%	(3)	99%	(317)	320
Few Times per Year + Moviegoers	1%	(9)	99%	(911)	920
Heard Smile Campaign	1%	(6)	99%	(545)	551
Heard Minion Campaign	1%	(5)	99%	(535)	540
Listens to Podcasts	1%	(13)	99%	(1119)	1132
Streaming Services User	1%	(17)	99%	(1756)	1773
Netflix User	1%	(14)	99%	(1460)	1474
Disney+ User	1%	(8)	99%	(976)	984
Heterosexual or straight	1%	(20)	99%	(1950)	1971
Gay	2%	(1)	98%	(67)	68
Bisexual	—	(0)	100%	(88)	88
Yes	—	(0)	100%	(70)	70
No	1%	(22)	99%	(2118)	2140

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

Table MCFE14_6NET: *If you had to pick, what would you say are your favorite sports leagues / competitions? Please select up to three.If you don't like any sports, please select 'I don't like college/professional sports.'*
MLB

Demographic	Selected		Not Selected		Total N
Adults	22%	(477)	78%	(1733)	2210
Gender: Male	25%	(263)	75%	(805)	1068
Gender: Female	19%	(214)	81%	(928)	1142
Age: 18-34	15%	(95)	85%	(547)	642
Age: 35-44	20%	(73)	80%	(293)	365
Age: 45-64	21%	(153)	79%	(561)	714
Age: 65+	32%	(157)	68%	(332)	489
GenZers: 1997-2012	14%	(35)	86%	(221)	256
Millennials: 1981-1996	19%	(121)	81%	(531)	653
GenXers: 1965-1980	16%	(91)	84%	(464)	555
Baby Boomers: 1946-1964	30%	(203)	70%	(470)	673
PID: Dem (no lean)	19%	(163)	81%	(697)	860
PID: Ind (no lean)	22%	(147)	78%	(527)	674
PID: Rep (no lean)	25%	(167)	75%	(509)	676
PID/Gender: Dem Men	20%	(79)	80%	(316)	394
PID/Gender: Dem Women	18%	(84)	82%	(381)	465
PID/Gender: Ind Men	26%	(88)	74%	(257)	345
PID/Gender: Ind Women	18%	(59)	82%	(270)	329
PID/Gender: Rep Men	29%	(96)	71%	(232)	328
PID/Gender: Rep Women	20%	(71)	80%	(277)	348
Ideo: Liberal (1-3)	22%	(142)	78%	(514)	656
Ideo: Moderate (4)	17%	(131)	83%	(620)	751
Ideo: Conservative (5-7)	28%	(188)	72%	(478)	666
Educ: < College	21%	(302)	79%	(1135)	1437
Educ: Bachelors degree	21%	(104)	79%	(386)	491
Educ: Post-grad	25%	(71)	75%	(212)	282
Income: Under 50k	21%	(263)	79%	(1009)	1271
Income: 50k-100k	22%	(142)	78%	(515)	656
Income: 100k+	26%	(73)	74%	(210)	283
Ethnicity: White	24%	(403)	76%	(1308)	1711
Ethnicity: Hispanic	24%	(90)	76%	(284)	374

Table MCFE14_6NET: *If you had to pick, what would you say are your favorite sports leagues / competitions? Please select up to three.If you don't like any sports, please select 'I don't like college/professional sports.'*
MLB

Demographic	Selected		Not Selected		Total N
Adults	22%	(477)	78%	(1733)	2210
Ethnicity: Black	10%	(29)	90%	(253)	282
Ethnicity: Other	21%	(45)	79%	(172)	217
All Christian	26%	(270)	74%	(759)	1029
All Non-Christian	18%	(23)	82%	(106)	129
Atheist	19%	(19)	81%	(80)	99
Agnostic/Nothing in particular	19%	(109)	81%	(478)	587
Something Else	15%	(56)	85%	(309)	365
Religious Non-Protestant/Catholic	18%	(28)	82%	(125)	154
Evangelical	23%	(128)	77%	(430)	558
Non-Evangelical	24%	(191)	76%	(601)	792
Community: Urban	18%	(114)	82%	(523)	638
Community: Suburban	25%	(249)	75%	(765)	1014
Community: Rural	20%	(114)	80%	(445)	558
Employ: Private Sector	20%	(129)	80%	(526)	654
Employ: Government	15%	(20)	85%	(116)	136
Employ: Self-Employed	25%	(42)	75%	(124)	166
Employ: Homemaker	17%	(32)	83%	(158)	190
Employ: Student	10%	(6)	90%	(56)	62
Employ: Retired	30%	(170)	70%	(392)	563
Employ: Unemployed	17%	(51)	83%	(251)	301
Employ: Other	20%	(27)	80%	(110)	137
Military HH: Yes	27%	(77)	73%	(207)	283
Military HH: No	21%	(400)	79%	(1527)	1927
RD/WT: Right Direction	17%	(116)	83%	(550)	666
RD/WT: Wrong Track	23%	(360)	77%	(1183)	1544
Biden Job Approve	20%	(197)	80%	(773)	970
Biden Job Disapprove	24%	(269)	76%	(875)	1144

Table MCFE14_6NET: *If you had to pick, what would you say are your favorite sports leagues / competitions? Please select up to three.If you don't like any sports, please select 'I don't like college/professional sports.'*
MLB

Demographic	Selected		Not Selected		Total N
Adults	22%	(477)	78%	(1733)	2210
Biden Job Strongly Approve	20%	(87)	80%	(345)	433
Biden Job Somewhat Approve	20%	(109)	80%	(428)	537
Biden Job Somewhat Disapprove	21%	(73)	79%	(266)	339
Biden Job Strongly Disapprove	24%	(197)	76%	(608)	805
Favorable of Biden	21%	(202)	79%	(767)	969
Unfavorable of Biden	23%	(258)	77%	(876)	1134
Very Favorable of Biden	20%	(98)	80%	(384)	482
Somewhat Favorable of Biden	21%	(104)	79%	(383)	487
Somewhat Unfavorable of Biden	22%	(66)	78%	(233)	299
Very Unfavorable of Biden	23%	(192)	77%	(643)	835
#1 Issue: Economy	20%	(185)	80%	(728)	913
#1 Issue: Security	25%	(61)	75%	(182)	243
#1 Issue: Health Care	23%	(39)	77%	(132)	170
#1 Issue: Medicare / Social Security	28%	(75)	72%	(191)	266
#1 Issue: Women's Issues	17%	(53)	83%	(258)	311
#1 Issue: Education	18%	(11)	82%	(48)	59
#1 Issue: Energy	20%	(27)	80%	(107)	134
#1 Issue: Other	24%	(27)	76%	(87)	115
2020 Vote: Joe Biden	22%	(209)	78%	(736)	945
2020 Vote: Donald Trump	27%	(199)	73%	(541)	740
2020 Vote: Other	22%	(15)	78%	(52)	67
2020 Vote: Didn't Vote	12%	(54)	88%	(404)	459
2018 House Vote: Democrat	24%	(185)	76%	(570)	755
2018 House Vote: Republican	26%	(156)	74%	(433)	589
2018 House Vote: Someone else	17%	(8)	83%	(41)	50
2016 Vote: Hillary Clinton	22%	(155)	78%	(540)	695
2016 Vote: Donald Trump	28%	(184)	72%	(472)	656
2016 Vote: Other	24%	(21)	76%	(65)	86
2016 Vote: Didn't Vote	15%	(117)	85%	(648)	765

Table MCFE14_6NET: *If you had to pick, what would you say are your favorite sports leagues / competitions? Please select up to three. If you don't like any sports, please select 'I don't like college/professional sports.'*
MLB

Demographic	Selected		Not Selected		Total N
Adults	22%	(477)	78%	(1733)	2210
Voted in 2014: Yes	26%	(313)	74%	(914)	1227
Voted in 2014: No	17%	(164)	83%	(820)	983
4-Region: Northeast	27%	(103)	73%	(280)	383
4-Region: Midwest	21%	(96)	79%	(361)	456
4-Region: South	19%	(158)	81%	(686)	844
4-Region: West	23%	(120)	77%	(406)	527
TikTok Users	18%	(146)	82%	(646)	793
Twitch Users	20%	(43)	80%	(172)	216
2022 Sports Viewers/Attendees	28%	(409)	72%	(1066)	1475
Monthly Moviegoers	19%	(62)	81%	(258)	320
Few Times per Year + Moviegoers	21%	(198)	79%	(722)	920
Heard Smile Campaign	16%	(87)	84%	(464)	551
Heard Minion Campaign	19%	(102)	81%	(439)	540
Listens to Podcasts	22%	(248)	78%	(883)	1132
Streaming Services User	21%	(371)	79%	(1402)	1773
Netflix User	20%	(299)	80%	(1175)	1474
Disney+ User	21%	(204)	79%	(780)	984
Heterosexual or straight	23%	(446)	77%	(1525)	1971
Gay	19%	(13)	81%	(55)	68
Bisexual	12%	(11)	88%	(77)	88
Yes	18%	(13)	82%	(57)	70
No	22%	(464)	78%	(1676)	2140

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

Table MCFE14_7NET: *If you had to pick, what would you say are your favorite sports leagues / competitions? Please select up to three.If you don't like any sports, please select 'I don't like college/professional sports.'*
MLS

Demographic	Selected		Not Selected		Total N
Adults	2%	(39)	98%	(2171)	2210
Gender: Male	2%	(21)	98%	(1047)	1068
Gender: Female	2%	(18)	98%	(1124)	1142
Age: 18-34	3%	(16)	97%	(626)	642
Age: 35-44	2%	(8)	98%	(357)	365
Age: 45-64	1%	(7)	99%	(707)	714
Age: 65+	1%	(7)	99%	(482)	489
GenZers: 1997-2012	3%	(8)	97%	(248)	256
Millennials: 1981-1996	2%	(13)	98%	(639)	653
GenXers: 1965-1980	1%	(7)	99%	(548)	555
Baby Boomers: 1946-1964	1%	(9)	99%	(664)	673
PID: Dem (no lean)	2%	(20)	98%	(840)	860
PID: Ind (no lean)	1%	(9)	99%	(666)	674
PID: Rep (no lean)	1%	(10)	99%	(666)	676
PID/Gender: Dem Men	3%	(11)	97%	(383)	394
PID/Gender: Dem Women	2%	(9)	98%	(457)	465
PID/Gender: Ind Men	1%	(2)	99%	(343)	345
PID/Gender: Ind Women	2%	(7)	98%	(323)	329
PID/Gender: Rep Men	2%	(7)	98%	(321)	328
PID/Gender: Rep Women	1%	(3)	99%	(345)	348
Ideo: Liberal (1-3)	2%	(15)	98%	(641)	656
Ideo: Moderate (4)	2%	(16)	98%	(735)	751
Ideo: Conservative (5-7)	1%	(7)	99%	(659)	666
Educ: < College	1%	(19)	99%	(1418)	1437
Educ: Bachelors degree	2%	(11)	98%	(480)	491
Educ: Post-grad	3%	(10)	97%	(273)	282
Income: Under 50k	2%	(19)	98%	(1252)	1271
Income: 50k-100k	2%	(16)	98%	(640)	656
Income: 100k+	1%	(4)	99%	(279)	283
Ethnicity: White	2%	(33)	98%	(1678)	1711
Ethnicity: Hispanic	2%	(9)	98%	(365)	374

Table MCFE14_7NET: *If you had to pick, what would you say are your favorite sports leagues / competitions? Please select up to three.If you don't like any sports, please select 'I don't like college/professional sports.'*
MLS

Demographic	Selected		Not Selected		Total N
Adults	2%	(39)	98%	(2171)	2210
Ethnicity: Black	—	(1)	100%	(282)	282
Ethnicity: Other	3%	(5)	97%	(212)	217
All Christian	2%	(18)	98%	(1011)	1029
All Non-Christian	2%	(2)	98%	(127)	129
Atheist	—	(0)	100%	(99)	99
Agnostic/Nothing in particular	2%	(11)	98%	(577)	587
Something Else	2%	(8)	98%	(357)	365
Religious Non-Protestant/Catholic	1%	(2)	99%	(152)	154
Evangelical	1%	(6)	99%	(552)	558
Non-Evangelical	3%	(20)	97%	(772)	792
Community: Urban	2%	(10)	98%	(627)	638
Community: Suburban	2%	(20)	98%	(994)	1014
Community: Rural	1%	(8)	99%	(550)	558
Employ: Private Sector	3%	(21)	97%	(633)	654
Employ: Government	—	(0)	100%	(136)	136
Employ: Self-Employed	1%	(2)	99%	(164)	166
Employ: Homemaker	—	(0)	100%	(190)	190
Employ: Student	3%	(2)	97%	(60)	62
Employ: Retired	2%	(9)	98%	(554)	563
Employ: Unemployed	1%	(3)	99%	(299)	301
Employ: Other	1%	(2)	99%	(135)	137
Military HH: Yes	1%	(2)	99%	(281)	283
Military HH: No	2%	(36)	98%	(1890)	1927
RD/WT: Right Direction	2%	(15)	98%	(651)	666
RD/WT: Wrong Track	2%	(23)	98%	(1520)	1544
Biden Job Approve	2%	(24)	98%	(946)	970
Biden Job Disapprove	1%	(14)	99%	(1130)	1144

Table MCFE14_7NET: *If you had to pick, what would you say are your favorite sports leagues / competitions? Please select up to three.If you don't like any sports, please select 'I don't like college/professional sports.'*
MLS

Demographic	Selected		Not Selected		Total N
Adults	2%	(39)	98%	(2171)	2210
Biden Job Strongly Approve	1%	(6)	99%	(427)	433
Biden Job Somewhat Approve	3%	(18)	97%	(520)	537
Biden Job Somewhat Disapprove	2%	(7)	98%	(332)	339
Biden Job Strongly Disapprove	1%	(7)	99%	(798)	805
Favorable of Biden	2%	(22)	98%	(947)	969
Unfavorable of Biden	1%	(16)	99%	(1118)	1134
Very Favorable of Biden	2%	(8)	98%	(474)	482
Somewhat Favorable of Biden	3%	(14)	97%	(473)	487
Somewhat Unfavorable of Biden	2%	(6)	98%	(293)	299
Very Unfavorable of Biden	1%	(11)	99%	(824)	835
#1 Issue: Economy	2%	(15)	98%	(898)	913
#1 Issue: Security	2%	(4)	98%	(238)	243
#1 Issue: Health Care	2%	(3)	98%	(167)	170
#1 Issue: Medicare / Social Security	1%	(2)	99%	(264)	266
#1 Issue: Women's Issues	3%	(8)	97%	(303)	311
#1 Issue: Education	3%	(1)	97%	(58)	59
#1 Issue: Energy	2%	(3)	98%	(131)	134
#1 Issue: Other	1%	(1)	99%	(113)	115
2020 Vote: Joe Biden	2%	(20)	98%	(925)	945
2020 Vote: Donald Trump	2%	(12)	98%	(728)	740
2020 Vote: Other	4%	(3)	96%	(65)	67
2020 Vote: Didn't Vote	1%	(5)	99%	(454)	459
2018 House Vote: Democrat	2%	(19)	98%	(736)	755
2018 House Vote: Republican	1%	(8)	99%	(581)	589
2018 House Vote: Someone else	1%	(1)	99%	(49)	50
2016 Vote: Hillary Clinton	2%	(17)	98%	(678)	695
2016 Vote: Donald Trump	2%	(10)	98%	(646)	656
2016 Vote: Other	2%	(2)	98%	(84)	86
2016 Vote: Didn't Vote	1%	(10)	99%	(755)	765

Table MCFE14_7NET: *If you had to pick, what would you say are your favorite sports leagues / competitions? Please select up to three.If you don't like any sports, please select 'I don't like college/professional sports.'*
MLS

Demographic	Selected		Not Selected		Total N
Adults	2%	(39)	98%	(2171)	2210
Voted in 2014: Yes	2%	(21)	98%	(1205)	1227
Voted in 2014: No	2%	(18)	98%	(966)	983
4-Region: Northeast	2%	(8)	98%	(375)	383
4-Region: Midwest	1%	(6)	99%	(451)	456
4-Region: South	1%	(10)	99%	(834)	844
4-Region: West	3%	(15)	97%	(511)	527
TikTok Users	2%	(17)	98%	(776)	793
Twitch Users	5%	(10)	95%	(205)	216
2022 Sports Viewers/Attendees	2%	(36)	98%	(1439)	1475
Monthly Moviegoers	5%	(16)	95%	(304)	320
Few Times per Year + Moviegoers	3%	(25)	97%	(894)	920
Heard Smile Campaign	2%	(13)	98%	(538)	551
Heard Minion Campaign	3%	(16)	97%	(524)	540
Listens to Podcasts	3%	(28)	97%	(1103)	1132
Streaming Services User	2%	(36)	98%	(1737)	1773
Netflix User	2%	(31)	98%	(1442)	1474
Disney+ User	2%	(21)	98%	(963)	984
Heterosexual or straight	2%	(35)	98%	(1936)	1971
Gay	—	(0)	100%	(68)	68
Bisexual	4%	(4)	96%	(85)	88
Yes	—	(0)	100%	(70)	70
No	2%	(39)	98%	(2101)	2140

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

Table MCFE14_8NET: *If you had to pick, what would you say are your favorite sports leagues / competitions? Please select up to three.If you don't like any sports, please select 'I don't like college/professional sports.'*
MotoGP

Demographic	Selected		Not Selected		Total N
Adults	1%	(15)	99%	(2195)	2210
Gender: Male	1%	(10)	99%	(1058)	1068
Gender: Female	—	(5)	100%	(1137)	1142
Age: 18-34	1%	(5)	99%	(637)	642
Age: 35-44	1%	(3)	99%	(362)	365
Age: 45-64	1%	(6)	99%	(708)	714
Age: 65+	—	(1)	100%	(488)	489
GenZers: 1997-2012	—	(1)	100%	(256)	256
Millennials: 1981-1996	1%	(6)	99%	(647)	653
GenXers: 1965-1980	1%	(7)	99%	(548)	555
Baby Boomers: 1946-1964	—	(1)	100%	(672)	673
PID: Dem (no lean)	1%	(7)	99%	(853)	860
PID: Ind (no lean)	1%	(4)	99%	(670)	674
PID: Rep (no lean)	1%	(4)	99%	(672)	676
PID/Gender: Dem Men	1%	(3)	99%	(391)	394
PID/Gender: Dem Women	1%	(3)	99%	(462)	465
PID/Gender: Ind Men	1%	(2)	99%	(343)	345
PID/Gender: Ind Women	—	(2)	100%	(328)	329
PID/Gender: Rep Men	1%	(4)	99%	(324)	328
PID/Gender: Rep Women	—	(0)	100%	(348)	348
Ideo: Liberal (1-3)	1%	(5)	99%	(651)	656
Ideo: Moderate (4)	1%	(6)	99%	(745)	751
Ideo: Conservative (5-7)	—	(2)	100%	(664)	666
Educ: < College	1%	(10)	99%	(1427)	1437
Educ: Bachelors degree	—	(2)	100%	(489)	491
Educ: Post-grad	1%	(2)	99%	(280)	282
Income: Under 50k	1%	(9)	99%	(1262)	1271
Income: 50k-100k	1%	(5)	99%	(651)	656
Income: 100k+	—	(0)	100%	(283)	283
Ethnicity: White	1%	(12)	99%	(1698)	1711
Ethnicity: Hispanic	1%	(3)	99%	(371)	374

Table MCFE14_8NET: *If you had to pick, what would you say are your favorite sports leagues / competitions? Please select up to three.If you don't like any sports, please select 'I don't like college/professional sports.'*
MotoGP

Demographic	Selected		Not Selected		Total N
Adults	1%	(15)	99%	(2195)	2210
Ethnicity: Black	1%	(2)	99%	(280)	282
Ethnicity: Other	—	(1)	100%	(216)	217
All Christian	1%	(8)	99%	(1021)	1029
All Non-Christian	—	(0)	100%	(129)	129
Atheist	—	(0)	100%	(99)	99
Agnostic/Nothing in particular	1%	(4)	99%	(583)	587
Something Else	1%	(2)	99%	(363)	365
Religious Non-Protestant/Catholic	—	(0)	100%	(154)	154
Evangelical	—	(1)	100%	(557)	558
Non-Evangelical	1%	(8)	99%	(784)	792
Community: Urban	1%	(5)	99%	(633)	638
Community: Suburban	1%	(9)	99%	(1005)	1014
Community: Rural	—	(1)	100%	(558)	558
Employ: Private Sector	1%	(6)	99%	(648)	654
Employ: Government	1%	(1)	99%	(135)	136
Employ: Self-Employed	2%	(3)	98%	(163)	166
Employ: Homemaker	—	(0)	100%	(190)	190
Employ: Student	—	(0)	100%	(62)	62
Employ: Retired	—	(1)	100%	(562)	563
Employ: Unemployed	1%	(2)	99%	(299)	301
Employ: Other	1%	(1)	99%	(136)	137
Military HH: Yes	—	(1)	100%	(282)	283
Military HH: No	1%	(14)	99%	(1913)	1927
RD/WT: Right Direction	1%	(4)	99%	(662)	666
RD/WT: Wrong Track	1%	(10)	99%	(1534)	1544
Biden Job Approve	—	(5)	100%	(965)	970
Biden Job Disapprove	1%	(10)	99%	(1134)	1144

Table MCFE14_8NET: *If you had to pick, what would you say are your favorite sports leagues / competitions? Please select up to three.If you don't like any sports, please select 'I don't like college/professional sports.'*
MotoGP

Demographic	Selected		Not Selected		Total N
Adults	1%	(15)	99%	(2195)	2210
Biden Job Strongly Approve	1%	(3)	99%	(430)	433
Biden Job Somewhat Approve	—	(1)	100%	(536)	537
Biden Job Somewhat Disapprove	—	(0)	100%	(339)	339
Biden Job Strongly Disapprove	1%	(10)	99%	(796)	805
Favorable of Biden	—	(5)	100%	(964)	969
Unfavorable of Biden	1%	(10)	99%	(1124)	1134
Very Favorable of Biden	—	(2)	100%	(480)	482
Somewhat Favorable of Biden	1%	(3)	99%	(484)	487
Somewhat Unfavorable of Biden	—	(0)	100%	(299)	299
Very Unfavorable of Biden	1%	(10)	99%	(826)	835
#1 Issue: Economy	1%	(9)	99%	(904)	913
#1 Issue: Security	—	(1)	100%	(242)	243
#1 Issue: Health Care	1%	(1)	99%	(169)	170
#1 Issue: Medicare / Social Security	—	(1)	100%	(265)	266
#1 Issue: Women's Issues	—	(1)	100%	(310)	311
#1 Issue: Education	2%	(1)	98%	(58)	59
#1 Issue: Energy	1%	(1)	99%	(133)	134
#1 Issue: Other	—	(0)	100%	(115)	115
2020 Vote: Joe Biden	—	(5)	100%	(940)	945
2020 Vote: Donald Trump	—	(3)	100%	(737)	740
2020 Vote: Other	1%	(1)	99%	(67)	67
2020 Vote: Didn't Vote	1%	(6)	99%	(452)	459
2018 House Vote: Democrat	1%	(5)	99%	(750)	755
2018 House Vote: Republican	1%	(3)	99%	(586)	589
2018 House Vote: Someone else	—	(0)	100%	(50)	50
2016 Vote: Hillary Clinton	—	(3)	100%	(692)	695
2016 Vote: Donald Trump	1%	(5)	99%	(651)	656
2016 Vote: Other	—	(0)	100%	(86)	86
2016 Vote: Didn't Vote	1%	(6)	99%	(759)	765

Table MCFE14_8NET: *If you had to pick, what would you say are your favorite sports leagues / competitions? Please select up to three.If you don't like any sports, please select 'I don't like college/professional sports.'*
MotoGP

Demographic	Selected		Not Selected		Total N
Adults	1%	(15)	99%	(2195)	2210
Voted in 2014: Yes	1%	(7)	99%	(1219)	1227
Voted in 2014: No	1%	(7)	99%	(976)	983
4-Region: Northeast	—	(0)	100%	(383)	383
4-Region: Midwest	1%	(5)	99%	(452)	456
4-Region: South	1%	(10)	99%	(834)	844
4-Region: West	—	(0)	100%	(527)	527
TikTok Users	1%	(10)	99%	(783)	793
Twitch Users	1%	(2)	99%	(213)	216
2022 Sports Viewers/Attendees	1%	(9)	99%	(1466)	1475
Monthly Moviegoers	1%	(4)	99%	(316)	320
Few Times per Year + Moviegoers	1%	(8)	99%	(912)	920
Heard Smile Campaign	1%	(6)	99%	(545)	551
Heard Minion Campaign	1%	(3)	99%	(537)	540
Listens to Podcasts	1%	(8)	99%	(1123)	1132
Streaming Services User	1%	(13)	99%	(1760)	1773
Netflix User	1%	(14)	99%	(1460)	1474
Disney+ User	1%	(9)	99%	(975)	984
Heterosexual or straight	1%	(15)	99%	(1956)	1971
Gay	—	(0)	100%	(68)	68
Bisexual	—	(0)	100%	(88)	88
Yes	—	(0)	100%	(70)	70
No	1%	(15)	99%	(2125)	2140

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

Table MCFE14_9NET: *If you had to pick, what would you say are your favorite sports leagues / competitions? Please select up to three.If you don't like any sports, please select 'I don't like college/professional sports.'*
NHRA

Demographic	Selected		Not Selected		Total N
Adults	1%	(26)	99%	(2184)	2210
Gender: Male	1%	(14)	99%	(1054)	1068
Gender: Female	1%	(12)	99%	(1130)	1142
Age: 18-34	2%	(10)	98%	(632)	642
Age: 35-44	—	(0)	100%	(365)	365
Age: 45-64	1%	(10)	99%	(704)	714
Age: 65+	1%	(6)	99%	(483)	489
GenZers: 1997-2012	2%	(6)	98%	(251)	256
Millennials: 1981-1996	1%	(4)	99%	(649)	653
GenXers: 1965-1980	1%	(8)	99%	(547)	555
Baby Boomers: 1946-1964	1%	(7)	99%	(666)	673
PID: Dem (no lean)	1%	(10)	99%	(850)	860
PID: Ind (no lean)	1%	(4)	99%	(671)	674
PID: Rep (no lean)	2%	(13)	98%	(663)	676
PID/Gender: Dem Men	1%	(4)	99%	(390)	394
PID/Gender: Dem Women	1%	(6)	99%	(460)	465
PID/Gender: Ind Men	1%	(2)	99%	(343)	345
PID/Gender: Ind Women	—	(2)	100%	(328)	329
PID/Gender: Rep Men	2%	(8)	98%	(321)	328
PID/Gender: Rep Women	2%	(5)	98%	(343)	348
Ideo: Liberal (1-3)	1%	(9)	99%	(647)	656
Ideo: Moderate (4)	1%	(6)	99%	(745)	751
Ideo: Conservative (5-7)	2%	(12)	98%	(654)	666
Educ: < College	1%	(20)	99%	(1417)	1437
Educ: Bachelors degree	—	(2)	100%	(489)	491
Educ: Post-grad	2%	(5)	98%	(278)	282
Income: Under 50k	1%	(11)	99%	(1261)	1271
Income: 50k-100k	2%	(11)	98%	(645)	656
Income: 100k+	2%	(4)	98%	(278)	283
Ethnicity: White	1%	(22)	99%	(1688)	1711
Ethnicity: Hispanic	2%	(6)	98%	(368)	374

Table MCFE14_9NET: *If you had to pick, what would you say are your favorite sports leagues / competitions? Please select up to three.If you don't like any sports, please select 'I don't like college/professional sports.'*
NHRA

Demographic	Selected		Not Selected		Total N
Adults	1%	(26)	99%	(2184)	2210
Ethnicity: Black	1%	(3)	99%	(280)	282
Ethnicity: Other	1%	(1)	99%	(216)	217
All Christian	1%	(13)	99%	(1016)	1029
All Non-Christian	4%	(5)	96%	(124)	129
Atheist	2%	(2)	98%	(97)	99
Agnostic/Nothing in particular	1%	(3)	99%	(584)	587
Something Else	1%	(3)	99%	(363)	365
Religious Non-Protestant/Catholic	3%	(5)	97%	(148)	154
Evangelical	2%	(10)	98%	(548)	558
Non-Evangelical	1%	(6)	99%	(786)	792
Community: Urban	1%	(8)	99%	(629)	638
Community: Suburban	1%	(11)	99%	(1004)	1014
Community: Rural	1%	(7)	99%	(551)	558
Employ: Private Sector	1%	(9)	99%	(646)	654
Employ: Government	4%	(5)	96%	(131)	136
Employ: Self-Employed	1%	(2)	99%	(164)	166
Employ: Homemaker	1%	(2)	99%	(188)	190
Employ: Student	—	(0)	100%	(62)	62
Employ: Retired	1%	(7)	99%	(556)	563
Employ: Unemployed	—	(1)	100%	(300)	301
Employ: Other	—	(1)	100%	(136)	137
Military HH: Yes	1%	(3)	99%	(280)	283
Military HH: No	1%	(23)	99%	(1904)	1927
RD/WT: Right Direction	2%	(11)	98%	(655)	666
RD/WT: Wrong Track	1%	(15)	99%	(1529)	1544
Biden Job Approve	1%	(13)	99%	(957)	970
Biden Job Disapprove	1%	(13)	99%	(1131)	1144

Table MCFE14_9NET: *If you had to pick, what would you say are your favorite sports leagues / competitions? Please select up to three.If you don't like any sports, please select 'I don't like college/professional sports.'*
NHRA

Demographic	Selected		Not Selected		Total N
Adults	1%	(26)	99%	(2184)	2210
Biden Job Strongly Approve	2%	(10)	98%	(423)	433
Biden Job Somewhat Approve	1%	(3)	99%	(534)	537
Biden Job Somewhat Disapprove	—	(1)	100%	(338)	339
Biden Job Strongly Disapprove	1%	(12)	99%	(794)	805
Favorable of Biden	1%	(11)	99%	(958)	969
Unfavorable of Biden	1%	(13)	99%	(1121)	1134
Very Favorable of Biden	2%	(8)	98%	(474)	482
Somewhat Favorable of Biden	1%	(3)	99%	(484)	487
Somewhat Unfavorable of Biden	1%	(2)	99%	(297)	299
Very Unfavorable of Biden	1%	(11)	99%	(824)	835
#1 Issue: Economy	1%	(12)	99%	(900)	913
#1 Issue: Security	—	(1)	100%	(242)	243
#1 Issue: Health Care	2%	(4)	98%	(166)	170
#1 Issue: Medicare / Social Security	1%	(3)	99%	(262)	266
#1 Issue: Women's Issues	—	(2)	100%	(310)	311
#1 Issue: Education	1%	(0)	99%	(58)	59
#1 Issue: Energy	2%	(3)	98%	(131)	134
#1 Issue: Other	1%	(1)	99%	(114)	115
2020 Vote: Joe Biden	1%	(8)	99%	(936)	945
2020 Vote: Donald Trump	1%	(10)	99%	(730)	740
2020 Vote: Other	—	(0)	100%	(67)	67
2020 Vote: Didn't Vote	2%	(8)	98%	(450)	459
2018 House Vote: Democrat	1%	(7)	99%	(748)	755
2018 House Vote: Republican	1%	(8)	99%	(581)	589
2018 House Vote: Someone else	—	(0)	100%	(50)	50
2016 Vote: Hillary Clinton	1%	(8)	99%	(687)	695
2016 Vote: Donald Trump	1%	(8)	99%	(648)	656
2016 Vote: Other	1%	(1)	99%	(85)	86
2016 Vote: Didn't Vote	1%	(10)	99%	(755)	765

Table MCFE14_9NET: *If you had to pick, what would you say are your favorite sports leagues / competitions? Please select up to three. If you don't like any sports, please select 'I don't like college/professional sports.'*
NHRA

Demographic	Selected		Not Selected		Total N
Adults	1%	(26)	99%	(2184)	2210
Voted in 2014: Yes	1%	(18)	99%	(1209)	1227
Voted in 2014: No	1%	(9)	99%	(975)	983
4-Region: Northeast	1%	(5)	99%	(377)	383
4-Region: Midwest	1%	(5)	99%	(452)	456
4-Region: South	1%	(11)	99%	(833)	844
4-Region: West	1%	(5)	99%	(522)	527
TikTok Users	1%	(9)	99%	(783)	793
Twitch Users	3%	(7)	97%	(209)	216
2022 Sports Viewers/Attendees	1%	(17)	99%	(1458)	1475
Monthly Moviegoers	3%	(9)	97%	(312)	320
Few Times per Year + Moviegoers	2%	(14)	98%	(906)	920
Heard Smile Campaign	2%	(12)	98%	(539)	551
Heard Minion Campaign	3%	(14)	97%	(527)	540
Listens to Podcasts	1%	(17)	99%	(1115)	1132
Streaming Services User	1%	(23)	99%	(1750)	1773
Netflix User	1%	(14)	99%	(1460)	1474
Disney+ User	1%	(9)	99%	(975)	984
Heterosexual or straight	1%	(26)	99%	(1944)	1971
Gay	—	(0)	100%	(68)	68
Bisexual	—	(0)	100%	(88)	88
Yes	—	(0)	100%	(70)	70
No	1%	(26)	99%	(2113)	2140

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

Table MCFE14_10NET: *If you had to pick, what would you say are your favorite sports leagues / competitions? Please select up to three.If you don't like any sports, please select 'I don't like college/professional sports.'*
NASCAR

Demographic	Selected		Not Selected		Total N
Adults	9%	(202)	91%	(2008)	2210
Gender: Male	7%	(76)	93%	(992)	1068
Gender: Female	11%	(126)	89%	(1016)	1142
Age: 18-34	6%	(40)	94%	(602)	642
Age: 35-44	7%	(25)	93%	(340)	365
Age: 45-64	14%	(99)	86%	(615)	714
Age: 65+	8%	(38)	92%	(451)	489
GenZers: 1997-2012	7%	(18)	93%	(239)	256
Millennials: 1981-1996	6%	(41)	94%	(612)	653
GenXers: 1965-1980	13%	(71)	87%	(484)	555
Baby Boomers: 1946-1964	10%	(67)	90%	(606)	673
PID: Dem (no lean)	7%	(60)	93%	(799)	860
PID: Ind (no lean)	9%	(58)	91%	(617)	674
PID: Rep (no lean)	12%	(84)	88%	(592)	676
PID/Gender: Dem Men	7%	(28)	93%	(367)	394
PID/Gender: Dem Women	7%	(33)	93%	(433)	465
PID/Gender: Ind Men	6%	(20)	94%	(325)	345
PID/Gender: Ind Women	11%	(38)	89%	(291)	329
PID/Gender: Rep Men	9%	(29)	91%	(299)	328
PID/Gender: Rep Women	16%	(56)	84%	(292)	348
Ideo: Liberal (1-3)	6%	(42)	94%	(614)	656
Ideo: Moderate (4)	11%	(85)	89%	(666)	751
Ideo: Conservative (5-7)	9%	(61)	91%	(605)	666
Educ: < College	11%	(160)	89%	(1277)	1437
Educ: Bachelors degree	5%	(26)	95%	(465)	491
Educ: Post-grad	6%	(17)	94%	(266)	282
Income: Under 50k	9%	(120)	91%	(1151)	1271
Income: 50k-100k	11%	(69)	89%	(587)	656
Income: 100k+	5%	(13)	95%	(269)	283
Ethnicity: White	10%	(174)	90%	(1536)	1711
Ethnicity: Hispanic	8%	(29)	92%	(345)	374

Table MCFE14_10NET: *If you had to pick, what would you say are your favorite sports leagues / competitions? Please select up to three.If you don't like any sports, please select 'I don't like college/professional sports.'*
NASCAR

Demographic	Selected		Not Selected		Total N
Adults	9%	(202)	91%	(2008)	2210
Ethnicity: Black	4%	(12)	96%	(271)	282
Ethnicity: Other	8%	(16)	92%	(201)	217
All Christian	9%	(92)	91%	(936)	1029
All Non-Christian	5%	(6)	95%	(123)	129
Atheist	6%	(6)	94%	(93)	99
Agnostic/Nothing in particular	9%	(54)	91%	(534)	587
Something Else	12%	(44)	88%	(321)	365
Religious Non-Protestant/Catholic	5%	(8)	95%	(146)	154
Evangelical	11%	(62)	89%	(496)	558
Non-Evangelical	9%	(71)	91%	(720)	792
Community: Urban	7%	(44)	93%	(594)	638
Community: Suburban	9%	(93)	91%	(921)	1014
Community: Rural	12%	(65)	88%	(493)	558
Employ: Private Sector	8%	(53)	92%	(602)	654
Employ: Government	6%	(8)	94%	(128)	136
Employ: Self-Employed	9%	(15)	91%	(152)	166
Employ: Homemaker	11%	(21)	89%	(169)	190
Employ: Student	6%	(4)	94%	(58)	62
Employ: Retired	10%	(58)	90%	(505)	563
Employ: Unemployed	10%	(29)	90%	(272)	301
Employ: Other	11%	(15)	89%	(121)	137
Military HH: Yes	12%	(35)	88%	(248)	283
Military HH: No	9%	(167)	91%	(1759)	1927
RD/WT: Right Direction	7%	(45)	93%	(621)	666
RD/WT: Wrong Track	10%	(157)	90%	(1386)	1544
Biden Job Approve	7%	(65)	93%	(905)	970
Biden Job Disapprove	11%	(128)	89%	(1016)	1144

<center>Continued on next page</center>

Table MCFE14_10NET: *If you had to pick, what would you say are your favorite sports leagues / competitions? Please select up to three.If you don't like any sports, please select 'I don't like college/professional sports.'*
NASCAR

Demographic	Selected		Not Selected		Total N
Adults	9%	(202)	91%	(2008)	2210
Biden Job Strongly Approve	8%	(36)	92%	(397)	433
Biden Job Somewhat Approve	5%	(29)	95%	(509)	537
Biden Job Somewhat Disapprove	11%	(38)	89%	(301)	339
Biden Job Strongly Disapprove	11%	(90)	89%	(715)	805
Favorable of Biden	7%	(70)	93%	(900)	969
Unfavorable of Biden	11%	(124)	89%	(1010)	1134
Very Favorable of Biden	8%	(37)	92%	(445)	482
Somewhat Favorable of Biden	7%	(32)	93%	(455)	487
Somewhat Unfavorable of Biden	9%	(28)	91%	(271)	299
Very Unfavorable of Biden	11%	(96)	89%	(739)	835
#1 Issue: Economy	9%	(85)	91%	(828)	913
#1 Issue: Security	11%	(27)	89%	(216)	243
#1 Issue: Health Care	12%	(21)	88%	(149)	170
#1 Issue: Medicare / Social Security	7%	(19)	93%	(247)	266
#1 Issue: Women's Issues	7%	(22)	93%	(289)	311
#1 Issue: Education	8%	(5)	92%	(54)	59
#1 Issue: Energy	11%	(15)	89%	(119)	134
#1 Issue: Other	8%	(10)	92%	(105)	115
2020 Vote: Joe Biden	8%	(71)	92%	(873)	945
2020 Vote: Donald Trump	11%	(85)	89%	(655)	740
2020 Vote: Other	10%	(7)	90%	(60)	67
2020 Vote: Didn't Vote	9%	(40)	91%	(419)	459
2018 House Vote: Democrat	7%	(53)	93%	(702)	755
2018 House Vote: Republican	12%	(70)	88%	(519)	589
2018 House Vote: Someone else	13%	(6)	87%	(43)	50
2016 Vote: Hillary Clinton	7%	(51)	93%	(644)	695
2016 Vote: Donald Trump	11%	(75)	89%	(581)	656
2016 Vote: Other	8%	(7)	92%	(79)	86
2016 Vote: Didn't Vote	9%	(68)	91%	(697)	765

Table MCFE14_10NET: *If you had to pick, what would you say are your favorite sports leagues / competitions? Please select up to three.If you don't like any sports, please select 'I don't like college/professional sports.'*
NASCAR

Demographic	Selected		Not Selected		Total N
Adults	9%	(202)	91%	(2008)	2210
Voted in 2014: Yes	10%	(121)	90%	(1106)	1227
Voted in 2014: No	8%	(82)	92%	(902)	983
4-Region: Northeast	6%	(22)	94%	(361)	383
4-Region: Midwest	10%	(45)	90%	(411)	456
4-Region: South	11%	(89)	89%	(756)	844
4-Region: West	9%	(47)	91%	(480)	527
TikTok Users	11%	(88)	89%	(705)	793
Twitch Users	9%	(18)	91%	(197)	216
2022 Sports Viewers/Attendees	10%	(146)	90%	(1329)	1475
Monthly Moviegoers	6%	(21)	94%	(300)	320
Few Times per Year + Moviegoers	8%	(73)	92%	(846)	920
Heard Smile Campaign	9%	(49)	91%	(501)	551
Heard Minion Campaign	8%	(46)	92%	(494)	540
Listens to Podcasts	8%	(96)	92%	(1036)	1132
Streaming Services User	9%	(158)	91%	(1614)	1773
Netflix User	8%	(121)	92%	(1353)	1474
Disney+ User	8%	(78)	92%	(907)	984
Heterosexual or straight	9%	(180)	91%	(1790)	1971
Gay	12%	(8)	88%	(60)	68
Bisexual	12%	(11)	88%	(78)	88
Yes	7%	(5)	93%	(65)	70
No	9%	(197)	91%	(1943)	2140

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

Table MCFE14_11NET: *If you had to pick, what would you say are your favorite sports leagues / competitions? Please select up to three.If you don't like any sports, please select 'I don't like college/professional sports.'*

NBA

Demographic	Selected		Not Selected		Total N
Adults	21%	(462)	79%	(1748)	2210
Gender: Male	27%	(286)	73%	(782)	1068
Gender: Female	15%	(176)	85%	(966)	1142
Age: 18-34	29%	(187)	71%	(455)	642
Age: 35-44	28%	(101)	72%	(265)	365
Age: 45-64	16%	(117)	84%	(596)	714
Age: 65+	12%	(56)	88%	(433)	489
GenZers: 1997-2012	29%	(75)	71%	(182)	256
Millennials: 1981-1996	28%	(186)	72%	(467)	653
GenXers: 1965-1980	20%	(112)	80%	(443)	555
Baby Boomers: 1946-1964	12%	(82)	88%	(591)	673
PID: Dem (no lean)	27%	(230)	73%	(629)	860
PID: Ind (no lean)	23%	(155)	77%	(520)	674
PID: Rep (no lean)	11%	(77)	89%	(599)	676
PID/Gender: Dem Men	36%	(143)	64%	(251)	394
PID/Gender: Dem Women	19%	(87)	81%	(378)	465
PID/Gender: Ind Men	29%	(101)	71%	(245)	345
PID/Gender: Ind Women	16%	(54)	84%	(275)	329
PID/Gender: Rep Men	13%	(42)	87%	(286)	328
PID/Gender: Rep Women	10%	(35)	90%	(313)	348
Ideo: Liberal (1-3)	26%	(168)	74%	(488)	656
Ideo: Moderate (4)	24%	(179)	76%	(572)	751
Ideo: Conservative (5-7)	14%	(94)	86%	(572)	666
Educ: < College	21%	(296)	79%	(1141)	1437
Educ: Bachelors degree	23%	(114)	77%	(377)	491
Educ: Post-grad	19%	(52)	81%	(230)	282
Income: Under 50k	21%	(269)	79%	(1002)	1271
Income: 50k-100k	21%	(136)	79%	(520)	656
Income: 100k+	20%	(57)	80%	(226)	283
Ethnicity: White	15%	(251)	85%	(1460)	1711
Ethnicity: Hispanic	29%	(107)	71%	(267)	374

Table MCFE14_11NET: *If you had to pick, what would you say are your favorite sports leagues / competitions? Please select up to three.If you don't like any sports, please select 'I don't like college/professional sports.'*

NBA

Demographic	Selected		Not Selected		Total N
Adults	21%	(462)	79%	(1748)	2210
Ethnicity: Black	50%	(141)	50%	(141)	282
Ethnicity: Other	32%	(70)	68%	(147)	217
All Christian	18%	(181)	82%	(848)	1029
All Non-Christian	29%	(38)	71%	(91)	129
Atheist	28%	(28)	72%	(71)	99
Agnostic/Nothing in particular	20%	(115)	80%	(472)	587
Something Else	27%	(100)	73%	(266)	365
Religious Non-Protestant/Catholic	31%	(47)	69%	(106)	154
Evangelical	24%	(132)	76%	(426)	558
Non-Evangelical	17%	(136)	83%	(656)	792
Community: Urban	28%	(180)	72%	(458)	638
Community: Suburban	20%	(208)	80%	(807)	1014
Community: Rural	13%	(74)	87%	(484)	558
Employ: Private Sector	26%	(170)	74%	(484)	654
Employ: Government	33%	(45)	67%	(91)	136
Employ: Self-Employed	33%	(55)	67%	(111)	166
Employ: Homemaker	10%	(19)	90%	(171)	190
Employ: Student	25%	(16)	75%	(47)	62
Employ: Retired	12%	(66)	88%	(497)	563
Employ: Unemployed	19%	(56)	81%	(245)	301
Employ: Other	25%	(34)	75%	(103)	137
Military HH: Yes	20%	(56)	80%	(228)	283
Military HH: No	21%	(406)	79%	(1521)	1927
RD/WT: Right Direction	25%	(169)	75%	(497)	666
RD/WT: Wrong Track	19%	(292)	81%	(1251)	1544
Biden Job Approve	25%	(246)	75%	(724)	970
Biden Job Disapprove	17%	(196)	83%	(948)	1144

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Table MCFE14_11NET: *If you had to pick, what would you say are your favorite sports leagues / competitions? Please select up to three.If you don't like any sports, please select 'I don't like college/professional sports.'*
NBA

Demographic	Selected		Not Selected		Total N
Adults	21%	(462)	79%	(1748)	2210
Biden Job Strongly Approve	25%	(107)	75%	(326)	433
Biden Job Somewhat Approve	26%	(140)	74%	(398)	537
Biden Job Somewhat Disapprove	25%	(85)	75%	(254)	339
Biden Job Strongly Disapprove	14%	(112)	86%	(694)	805
Favorable of Biden	26%	(250)	74%	(719)	969
Unfavorable of Biden	17%	(191)	83%	(943)	1134
Very Favorable of Biden	25%	(123)	75%	(359)	482
Somewhat Favorable of Biden	26%	(128)	74%	(359)	487
Somewhat Unfavorable of Biden	26%	(78)	74%	(221)	299
Very Unfavorable of Biden	14%	(113)	86%	(722)	835
#1 Issue: Economy	24%	(221)	76%	(691)	913
#1 Issue: Security	16%	(39)	84%	(203)	243
#1 Issue: Health Care	25%	(42)	75%	(128)	170
#1 Issue: Medicare / Social Security	17%	(45)	83%	(221)	266
#1 Issue: Women's Issues	19%	(59)	81%	(252)	311
#1 Issue: Education	26%	(16)	74%	(43)	59
#1 Issue: Energy	19%	(25)	81%	(109)	134
#1 Issue: Other	13%	(15)	87%	(100)	115
2020 Vote: Joe Biden	29%	(276)	71%	(669)	945
2020 Vote: Donald Trump	12%	(91)	88%	(649)	740
2020 Vote: Other	19%	(13)	81%	(55)	67
2020 Vote: Didn't Vote	18%	(82)	82%	(376)	459
2018 House Vote: Democrat	28%	(210)	72%	(545)	755
2018 House Vote: Republican	12%	(73)	88%	(516)	589
2018 House Vote: Someone else	15%	(7)	85%	(42)	50
2016 Vote: Hillary Clinton	28%	(194)	72%	(501)	695
2016 Vote: Donald Trump	12%	(78)	88%	(578)	656
2016 Vote: Other	13%	(11)	87%	(74)	86
2016 Vote: Didn't Vote	23%	(178)	77%	(586)	765

Table MCFE14_11NET: *If you had to pick, what would you say are your favorite sports leagues / competitions? Please select up to three.If you don't like any sports, please select 'I don't like college/professional sports.'*
NBA

Demographic	Selected		Not Selected		Total N
Adults	21%	(462)	79%	(1748)	2210
Voted in 2014: Yes	19%	(230)	81%	(997)	1227
Voted in 2014: No	24%	(232)	76%	(751)	983
4-Region: Northeast	19%	(72)	81%	(311)	383
4-Region: Midwest	17%	(79)	83%	(377)	456
4-Region: South	21%	(179)	79%	(666)	844
4-Region: West	25%	(132)	75%	(395)	527
TikTok Users	26%	(207)	74%	(585)	793
Twitch Users	39%	(84)	61%	(132)	216
2022 Sports Viewers/Attendees	27%	(392)	73%	(1084)	1475
Monthly Moviegoers	33%	(107)	67%	(213)	320
Few Times per Year + Moviegoers	28%	(259)	72%	(661)	920
Heard Smile Campaign	32%	(175)	68%	(376)	551
Heard Minion Campaign	31%	(165)	69%	(375)	540
Listens to Podcasts	27%	(302)	73%	(829)	1132
Streaming Services User	23%	(406)	77%	(1367)	1773
Netflix User	25%	(370)	75%	(1104)	1474
Disney+ User	25%	(246)	75%	(739)	984
Heterosexual or straight	21%	(420)	79%	(1550)	1971
Gay	15%	(10)	85%	(58)	68
Bisexual	18%	(16)	82%	(73)	88
Yes	31%	(22)	69%	(48)	70
No	21%	(440)	79%	(1700)	2140

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

Table MCFE14_12NET: *If you had to pick, what would you say are your favorite sports leagues / competitions? Please select up to three.If you don't like any sports, please select 'I don't like college/professional sports.'*
NFL

Demographic	Selected		Not Selected		Total N
Adults	43%	(941)	57%	(1269)	2210
Gender: Male	49%	(523)	51%	(545)	1068
Gender: Female	37%	(418)	63%	(724)	1142
Age: 18-34	42%	(268)	58%	(374)	642
Age: 35-44	39%	(144)	61%	(221)	365
Age: 45-64	45%	(321)	55%	(393)	714
Age: 65+	43%	(209)	57%	(280)	489
GenZers: 1997-2012	35%	(89)	65%	(167)	256
Millennials: 1981-1996	45%	(291)	55%	(361)	653
GenXers: 1965-1980	43%	(236)	57%	(319)	555
Baby Boomers: 1946-1964	43%	(290)	57%	(384)	673
PID: Dem (no lean)	44%	(379)	56%	(480)	860
PID: Ind (no lean)	42%	(286)	58%	(388)	674
PID: Rep (no lean)	41%	(275)	59%	(400)	676
PID/Gender: Dem Men	51%	(202)	49%	(192)	394
PID/Gender: Dem Women	38%	(177)	62%	(288)	465
PID/Gender: Ind Men	48%	(167)	52%	(179)	345
PID/Gender: Ind Women	36%	(119)	64%	(210)	329
PID/Gender: Rep Men	47%	(154)	53%	(174)	328
PID/Gender: Rep Women	35%	(121)	65%	(226)	348
Ideo: Liberal (1-3)	43%	(282)	57%	(374)	656
Ideo: Moderate (4)	43%	(323)	57%	(428)	751
Ideo: Conservative (5-7)	44%	(296)	56%	(371)	666
Educ: < College	42%	(604)	58%	(833)	1437
Educ: Bachelors degree	43%	(209)	57%	(282)	491
Educ: Post-grad	45%	(128)	55%	(155)	282
Income: Under 50k	42%	(531)	58%	(741)	1271
Income: 50k-100k	42%	(278)	58%	(378)	656
Income: 100k+	47%	(132)	53%	(150)	283
Ethnicity: White	42%	(724)	58%	(987)	1711
Ethnicity: Hispanic	43%	(162)	57%	(212)	374

Table MCFE14_12NET: *If you had to pick, what would you say are your favorite sports leagues / competitions? Please select up to three.If you don't like any sports, please select 'I don't like college/professional sports.'*
NFL

Demographic	Selected		Not Selected		Total N
Adults	43%	(941)	57%	(1269)	2210
Ethnicity: Black	49%	(138)	51%	(144)	282
Ethnicity: Other	36%	(79)	64%	(138)	217
All Christian	45%	(462)	55%	(567)	1029
All Non-Christian	40%	(52)	60%	(77)	129
Atheist	34%	(34)	66%	(65)	99
Agnostic/Nothing in particular	39%	(227)	61%	(361)	587
Something Else	46%	(166)	54%	(199)	365
Religious Non-Protestant/Catholic	42%	(65)	58%	(89)	154
Evangelical	44%	(247)	56%	(312)	558
Non-Evangelical	45%	(359)	55%	(433)	792
Community: Urban	41%	(264)	59%	(374)	638
Community: Suburban	45%	(461)	55%	(553)	1014
Community: Rural	39%	(216)	61%	(342)	558
Employ: Private Sector	49%	(321)	51%	(334)	654
Employ: Government	42%	(57)	58%	(79)	136
Employ: Self-Employed	46%	(76)	54%	(90)	166
Employ: Homemaker	35%	(66)	65%	(124)	190
Employ: Student	29%	(18)	71%	(44)	62
Employ: Retired	44%	(246)	56%	(317)	563
Employ: Unemployed	34%	(103)	66%	(198)	301
Employ: Other	39%	(54)	61%	(83)	137
Military HH: Yes	45%	(126)	55%	(157)	283
Military HH: No	42%	(815)	58%	(1112)	1927
RD/WT: Right Direction	40%	(265)	60%	(402)	666
RD/WT: Wrong Track	44%	(676)	56%	(867)	1544
Biden Job Approve	43%	(421)	57%	(549)	970
Biden Job Disapprove	43%	(491)	57%	(653)	1144

Table MCFE14_12NET: *If you had to pick, what would you say are your favorite sports leagues / competitions? Please select up to three.If you don't like any sports, please select 'I don't like college/professional sports.'*
NFL

Demographic	Selected		Not Selected		Total N	
Adults	43%	(941)	57%	(1269)		2210
Biden Job Strongly Approve	41%	(176)	59%	(256)		433
Biden Job Somewhat Approve	46%	(245)	54%	(293)		537
Biden Job Somewhat Disapprove	45%	(152)	55%	(187)		339
Biden Job Strongly Disapprove	42%	(339)	58%	(466)		805
Favorable of Biden	44%	(430)	56%	(539)		969
Unfavorable of Biden	42%	(475)	58%	(659)		1134
Very Favorable of Biden	43%	(205)	57%	(277)		482
Somewhat Favorable of Biden	46%	(225)	54%	(262)		487
Somewhat Unfavorable of Biden	45%	(135)	55%	(164)		299
Very Unfavorable of Biden	41%	(340)	59%	(495)		835
#1 Issue: Economy	43%	(389)	57%	(524)		913
#1 Issue: Security	44%	(108)	56%	(135)		243
#1 Issue: Health Care	42%	(72)	58%	(98)		170
#1 Issue: Medicare / Social Security	46%	(121)	54%	(145)		266
#1 Issue: Women's Issues	41%	(127)	59%	(184)		311
#1 Issue: Education	41%	(24)	59%	(35)		59
#1 Issue: Energy	44%	(59)	56%	(75)		134
#1 Issue: Other	37%	(42)	63%	(73)		115
2020 Vote: Joe Biden	46%	(436)	54%	(508)		945
2020 Vote: Donald Trump	44%	(323)	56%	(417)		740
2020 Vote: Other	39%	(26)	61%	(41)		67
2020 Vote: Didn't Vote	34%	(156)	66%	(303)		459
2018 House Vote: Democrat	48%	(364)	52%	(391)		755
2018 House Vote: Republican	45%	(264)	55%	(325)		589
2018 House Vote: Someone else	37%	(19)	63%	(31)		50
2016 Vote: Hillary Clinton	46%	(323)	54%	(372)		695
2016 Vote: Donald Trump	46%	(303)	54%	(353)		656
2016 Vote: Other	44%	(38)	56%	(48)		86
2016 Vote: Didn't Vote	36%	(275)	64%	(490)		765

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Table MCFE14_12NET: *If you had to pick, what would you say are your favorite sports leagues / competitions? Please select up to three.If you don't like any sports, please select 'I don't like college/professional sports.'*
NFL

Demographic	Selected		Not Selected		Total N
Adults	43%	(941)	57%	(1269)	2210
Voted in 2014: Yes	46%	(563)	54%	(663)	1227
Voted in 2014: No	38%	(378)	62%	(606)	983
4-Region: Northeast	42%	(162)	58%	(221)	383
4-Region: Midwest	44%	(201)	56%	(256)	456
4-Region: South	42%	(352)	58%	(493)	844
4-Region: West	43%	(227)	57%	(300)	527
TikTok Users	44%	(352)	56%	(441)	793
Twitch Users	42%	(90)	58%	(125)	216
2022 Sports Viewers/Attendees	55%	(816)	45%	(659)	1475
Monthly Moviegoers	47%	(151)	53%	(169)	320
Few Times per Year + Moviegoers	46%	(421)	54%	(499)	920
Heard Smile Campaign	45%	(248)	55%	(303)	551
Heard Minion Campaign	45%	(241)	55%	(300)	540
Listens to Podcasts	43%	(491)	57%	(641)	1132
Streaming Services User	43%	(768)	57%	(1005)	1773
Netflix User	44%	(645)	56%	(828)	1474
Disney+ User	43%	(422)	57%	(562)	984
Heterosexual or straight	44%	(864)	56%	(1107)	1971
Gay	33%	(22)	67%	(45)	68
Bisexual	36%	(32)	64%	(57)	88
Yes	46%	(32)	54%	(38)	70
No	42%	(909)	58%	(1231)	2140

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

Table MCFE14_13NET: *If you had to pick, what would you say are your favorite sports leagues / competitions? Please select up to three. If you don't like any sports, please select 'I don't like college/professional sports.'*
NHL

Demographic	Selected		Not Selected		Total N
Adults	8%	(183)	92%	(2027)	2210
Gender: Male	8%	(89)	92%	(979)	1068
Gender: Female	8%	(94)	92%	(1048)	1142
Age: 18-34	7%	(45)	93%	(597)	642
Age: 35-44	8%	(28)	92%	(338)	365
Age: 45-64	9%	(62)	91%	(652)	714
Age: 65+	10%	(48)	90%	(441)	489
GenZers: 1997-2012	4%	(10)	96%	(246)	256
Millennials: 1981-1996	9%	(59)	91%	(594)	653
GenXers: 1965-1980	8%	(46)	92%	(509)	555
Baby Boomers: 1946-1964	9%	(59)	91%	(614)	673
PID: Dem (no lean)	7%	(61)	93%	(799)	860
PID: Ind (no lean)	9%	(64)	91%	(611)	674
PID: Rep (no lean)	9%	(58)	91%	(618)	676
PID/Gender: Dem Men	6%	(23)	94%	(372)	394
PID/Gender: Dem Women	8%	(38)	92%	(427)	465
PID/Gender: Ind Men	11%	(37)	89%	(308)	345
PID/Gender: Ind Women	8%	(27)	92%	(303)	329
PID/Gender: Rep Men	9%	(29)	91%	(299)	328
PID/Gender: Rep Women	8%	(29)	92%	(318)	348
Ideo: Liberal (1-3)	8%	(54)	92%	(602)	656
Ideo: Moderate (4)	9%	(68)	91%	(683)	751
Ideo: Conservative (5-7)	8%	(50)	92%	(616)	666
Educ: < College	8%	(117)	92%	(1320)	1437
Educ: Bachelors degree	9%	(42)	91%	(448)	491
Educ: Post-grad	8%	(23)	92%	(259)	282
Income: Under 50k	7%	(92)	93%	(1179)	1271
Income: 50k-100k	9%	(57)	91%	(599)	656
Income: 100k+	12%	(33)	88%	(249)	283
Ethnicity: White	10%	(164)	90%	(1547)	1711
Ethnicity: Hispanic	3%	(13)	97%	(361)	374

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Table MCFE14_13NET: *If you had to pick, what would you say are your favorite sports leagues / competitions? Please select up to three. If you don't like any sports, please select 'I don't like college/professional sports.'*
NHL

Demographic	Selected		Not Selected		Total N
Adults	8%	(183)	92%	(2027)	2210
Ethnicity: Black	4%	(10)	96%	(272)	282
Ethnicity: Other	4%	(9)	96%	(208)	217
All Christian	9%	(96)	91%	(933)	1029
All Non-Christian	11%	(14)	89%	(114)	129
Atheist	8%	(8)	92%	(91)	99
Agnostic/Nothing in particular	7%	(43)	93%	(544)	587
Something Else	6%	(21)	94%	(345)	365
Religious Non-Protestant/Catholic	10%	(16)	90%	(138)	154
Evangelical	6%	(31)	94%	(527)	558
Non-Evangelical	10%	(82)	90%	(709)	792
Community: Urban	7%	(42)	93%	(596)	638
Community: Suburban	10%	(104)	90%	(911)	1014
Community: Rural	7%	(37)	93%	(521)	558
Employ: Private Sector	9%	(62)	91%	(593)	654
Employ: Government	9%	(12)	91%	(124)	136
Employ: Self-Employed	10%	(17)	90%	(150)	166
Employ: Homemaker	13%	(25)	87%	(166)	190
Employ: Student	8%	(5)	92%	(57)	62
Employ: Retired	7%	(40)	93%	(523)	563
Employ: Unemployed	6%	(18)	94%	(283)	301
Employ: Other	4%	(5)	96%	(132)	137
Military HH: Yes	9%	(25)	91%	(258)	283
Military HH: No	8%	(158)	92%	(1769)	1927
RD/WT: Right Direction	7%	(47)	93%	(619)	666
RD/WT: Wrong Track	9%	(136)	91%	(1408)	1544
Biden Job Approve	7%	(68)	93%	(902)	970
Biden Job Disapprove	9%	(105)	91%	(1039)	1144

Table MCFE14_13NET: *If you had to pick, what would you say are your favorite sports leagues / competitions? Please select up to three.If you don't like any sports, please select 'I don't like college/professional sports.'*
NHL

Demographic	Selected		Not Selected		Total N
Adults	8%	(183)	92%	(2027)	2210
Biden Job Strongly Approve	7%	(29)	93%	(403)	433
Biden Job Somewhat Approve	7%	(39)	93%	(499)	537
Biden Job Somewhat Disapprove	8%	(26)	92%	(313)	339
Biden Job Strongly Disapprove	10%	(79)	90%	(726)	805
Favorable of Biden	7%	(69)	93%	(901)	969
Unfavorable of Biden	9%	(101)	91%	(1033)	1134
Very Favorable of Biden	7%	(33)	93%	(449)	482
Somewhat Favorable of Biden	7%	(35)	93%	(452)	487
Somewhat Unfavorable of Biden	7%	(21)	93%	(278)	299
Very Unfavorable of Biden	10%	(80)	90%	(755)	835
#1 Issue: Economy	9%	(79)	91%	(834)	913
#1 Issue: Security	9%	(22)	91%	(221)	243
#1 Issue: Health Care	9%	(16)	91%	(154)	170
#1 Issue: Medicare / Social Security	7%	(18)	93%	(248)	266
#1 Issue: Women's Issues	8%	(26)	92%	(285)	311
#1 Issue: Education	9%	(6)	91%	(53)	59
#1 Issue: Energy	7%	(9)	93%	(125)	134
#1 Issue: Other	7%	(8)	93%	(107)	115
2020 Vote: Joe Biden	7%	(70)	93%	(875)	945
2020 Vote: Donald Trump	10%	(76)	90%	(664)	740
2020 Vote: Other	9%	(6)	91%	(61)	67
2020 Vote: Didn't Vote	7%	(31)	93%	(427)	459
2018 House Vote: Democrat	8%	(62)	92%	(693)	755
2018 House Vote: Republican	10%	(60)	90%	(529)	589
2018 House Vote: Someone else	11%	(5)	89%	(44)	50
2016 Vote: Hillary Clinton	7%	(49)	93%	(646)	695
2016 Vote: Donald Trump	12%	(76)	88%	(580)	656
2016 Vote: Other	8%	(7)	92%	(79)	86
2016 Vote: Didn't Vote	6%	(49)	94%	(716)	765

Table MCFE14_13NET: *If you had to pick, what would you say are your favorite sports leagues / competitions? Please select up to three.If you don't like any sports, please select 'I don't like college/professional sports.'*
NHL

Demographic	Selected		Not Selected		Total N
Adults	8%	(183)	92%	(2027)	2210
Voted in 2014: Yes	9%	(113)	91%	(1113)	1227
Voted in 2014: No	7%	(69)	93%	(914)	983
4-Region: Northeast	14%	(54)	86%	(329)	383
4-Region: Midwest	10%	(45)	90%	(412)	456
4-Region: South	5%	(45)	95%	(799)	844
4-Region: West	7%	(39)	93%	(488)	527
TikTok Users	7%	(58)	93%	(735)	793
Twitch Users	6%	(14)	94%	(202)	216
2022 Sports Viewers/Attendees	11%	(155)	89%	(1320)	1475
Monthly Moviegoers	9%	(28)	91%	(292)	320
Few Times per Year + Moviegoers	9%	(79)	91%	(840)	920
Heard Smile Campaign	7%	(39)	93%	(512)	551
Heard Minion Campaign	7%	(37)	93%	(504)	540
Listens to Podcasts	8%	(90)	92%	(1041)	1132
Streaming Services User	8%	(147)	92%	(1626)	1773
Netflix User	8%	(121)	92%	(1353)	1474
Disney+ User	8%	(80)	92%	(904)	984
Heterosexual or straight	9%	(169)	91%	(1802)	1971
Gay	—	(0)	100%	(68)	68
Bisexual	9%	(8)	91%	(81)	88
Yes	8%	(6)	92%	(64)	70
No	8%	(177)	92%	(1963)	2140

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

Table MCFE14_14NET: *If you had to pick, what would you say are your favorite sports leagues / competitions? Please select up to three.If you don't like any sports, please select 'I don't like college/professional sports.'*
PGA Tour

Demographic	Selected		Not Selected		Total N
Adults	5%	(106)	95%	(2104)	2210
Gender: Male	7%	(71)	93%	(997)	1068
Gender: Female	3%	(35)	97%	(1107)	1142
Age: 18-34	2%	(14)	98%	(628)	642
Age: 35-44	5%	(18)	95%	(347)	365
Age: 45-64	4%	(31)	96%	(683)	714
Age: 65+	9%	(44)	91%	(445)	489
GenZers: 1997-2012	2%	(6)	98%	(250)	256
Millennials: 1981-1996	4%	(23)	96%	(629)	653
GenXers: 1965-1980	3%	(19)	97%	(536)	555
Baby Boomers: 1946-1964	8%	(51)	92%	(623)	673
PID: Dem (no lean)	4%	(35)	96%	(825)	860
PID: Ind (no lean)	4%	(27)	96%	(647)	674
PID: Rep (no lean)	7%	(45)	93%	(631)	676
PID/Gender: Dem Men	6%	(22)	94%	(373)	394
PID/Gender: Dem Women	3%	(13)	97%	(452)	465
PID/Gender: Ind Men	5%	(19)	95%	(326)	345
PID/Gender: Ind Women	2%	(8)	98%	(321)	329
PID/Gender: Rep Men	9%	(30)	91%	(298)	328
PID/Gender: Rep Women	4%	(14)	96%	(334)	348
Ideo: Liberal (1-3)	4%	(24)	96%	(632)	656
Ideo: Moderate (4)	4%	(31)	96%	(720)	751
Ideo: Conservative (5-7)	7%	(49)	93%	(617)	666
Educ: < College	4%	(59)	96%	(1378)	1437
Educ: Bachelors degree	6%	(28)	94%	(462)	491
Educ: Post-grad	7%	(19)	93%	(263)	282
Income: Under 50k	4%	(50)	96%	(1221)	1271
Income: 50k-100k	5%	(35)	95%	(621)	656
Income: 100k+	8%	(21)	92%	(261)	283
Ethnicity: White	5%	(90)	95%	(1621)	1711
Ethnicity: Hispanic	5%	(17)	95%	(357)	374

Table MCFE14_14NET: *If you had to pick, what would you say are your favorite sports leagues / competitions? Please select up to three.If you don't like any sports, please select 'I don't like college/professional sports.'*
PGA Tour

Demographic	Selected		Not Selected		Total N
Adults	5%	(106)	95%	(2104)	2210
Ethnicity: Black	3%	(8)	97%	(274)	282
Ethnicity: Other	4%	(8)	96%	(209)	217
All Christian	7%	(70)	93%	(959)	1029
All Non-Christian	4%	(5)	96%	(124)	129
Atheist	2%	(2)	98%	(97)	99
Agnostic/Nothing in particular	3%	(18)	97%	(569)	587
Something Else	3%	(11)	97%	(354)	365
Religious Non-Protestant/Catholic	3%	(5)	97%	(149)	154
Evangelical	5%	(28)	95%	(530)	558
Non-Evangelical	7%	(53)	93%	(739)	792
Community: Urban	5%	(30)	95%	(607)	638
Community: Suburban	6%	(58)	94%	(956)	1014
Community: Rural	3%	(18)	97%	(540)	558
Employ: Private Sector	5%	(34)	95%	(620)	654
Employ: Government	1%	(1)	99%	(135)	136
Employ: Self-Employed	7%	(12)	93%	(154)	166
Employ: Homemaker	1%	(3)	99%	(187)	190
Employ: Student	4%	(2)	96%	(60)	62
Employ: Retired	7%	(40)	93%	(523)	563
Employ: Unemployed	3%	(9)	97%	(293)	301
Employ: Other	4%	(6)	96%	(131)	137
Military HH: Yes	5%	(13)	95%	(270)	283
Military HH: No	5%	(93)	95%	(1833)	1927
RD/WT: Right Direction	4%	(28)	96%	(638)	666
RD/WT: Wrong Track	5%	(79)	95%	(1465)	1544
Biden Job Approve	4%	(38)	96%	(932)	970
Biden Job Disapprove	6%	(68)	94%	(1076)	1144

Table MCFE14_14NET: *If you had to pick, what would you say are your favorite sports leagues / competitions? Please select up to three.If you don't like any sports, please select 'I don't like college/professional sports.'*
PGA Tour

Demographic	Selected		Not Selected		Total N
Adults	5%	(106)	95%	(2104)	2210
Biden Job Strongly Approve	5%	(20)	95%	(412)	433
Biden Job Somewhat Approve	3%	(17)	97%	(520)	537
Biden Job Somewhat Disapprove	4%	(13)	96%	(326)	339
Biden Job Strongly Disapprove	7%	(55)	93%	(750)	805
Favorable of Biden	4%	(37)	96%	(932)	969
Unfavorable of Biden	6%	(67)	94%	(1067)	1134
Very Favorable of Biden	3%	(16)	97%	(466)	482
Somewhat Favorable of Biden	4%	(21)	96%	(466)	487
Somewhat Unfavorable of Biden	5%	(14)	95%	(285)	299
Very Unfavorable of Biden	6%	(53)	94%	(782)	835
#1 Issue: Economy	5%	(43)	95%	(870)	913
#1 Issue: Security	9%	(21)	91%	(222)	243
#1 Issue: Health Care	2%	(4)	98%	(167)	170
#1 Issue: Medicare / Social Security	7%	(19)	93%	(247)	266
#1 Issue: Women's Issues	2%	(6)	98%	(305)	311
#1 Issue: Education	2%	(1)	98%	(58)	59
#1 Issue: Energy	5%	(7)	95%	(127)	134
#1 Issue: Other	5%	(6)	95%	(108)	115
2020 Vote: Joe Biden	4%	(41)	96%	(903)	945
2020 Vote: Donald Trump	6%	(47)	94%	(693)	740
2020 Vote: Other	7%	(4)	93%	(63)	67
2020 Vote: Didn't Vote	3%	(14)	97%	(445)	459
2018 House Vote: Democrat	4%	(31)	96%	(724)	755
2018 House Vote: Republican	7%	(40)	93%	(549)	589
2018 House Vote: Someone else	8%	(4)	92%	(45)	50
2016 Vote: Hillary Clinton	4%	(27)	96%	(667)	695
2016 Vote: Donald Trump	7%	(44)	93%	(612)	656
2016 Vote: Other	8%	(6)	92%	(79)	86
2016 Vote: Didn't Vote	4%	(29)	96%	(736)	765

Table MCFE14_14NET: *If you had to pick, what would you say are your favorite sports leagues / competitions? Please select up to three. If you don't like any sports, please select 'I don't like college/professional sports.'*
PGA Tour

Demographic	Selected		Not Selected		Total N
Adults	5%	(106)	95%	(2104)	2210
Voted in 2014: Yes	6%	(75)	94%	(1152)	1227
Voted in 2014: No	3%	(31)	97%	(952)	983
4-Region: Northeast	3%	(12)	97%	(370)	383
4-Region: Midwest	4%	(16)	96%	(440)	456
4-Region: South	6%	(51)	94%	(793)	844
4-Region: West	5%	(26)	95%	(500)	527
TikTok Users	4%	(32)	96%	(761)	793
Twitch Users	6%	(13)	94%	(203)	216
2022 Sports Viewers/Attendees	6%	(91)	94%	(1384)	1475
Monthly Moviegoers	5%	(16)	95%	(305)	320
Few Times per Year + Moviegoers	4%	(36)	96%	(884)	920
Heard Smile Campaign	4%	(21)	96%	(530)	551
Heard Minion Campaign	4%	(19)	96%	(521)	540
Listens to Podcasts	4%	(50)	96%	(1081)	1132
Streaming Services User	5%	(82)	95%	(1690)	1773
Netflix User	5%	(66)	95%	(1407)	1474
Disney+ User	4%	(44)	96%	(940)	984
Heterosexual or straight	5%	(99)	95%	(1872)	1971
Gay	3%	(2)	97%	(66)	68
Bisexual	1%	(1)	99%	(88)	88
Yes	2%	(1)	98%	(69)	70
No	5%	(105)	95%	(2035)	2140

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

Table MCFE14_15NET: *If you had to pick, what would you say are your favorite sports leagues / competitions? Please select up to three.If you don't like any sports, please select 'I don't like college/professional sports.'*
UFC

Demographic	Selected		Not Selected		Total N
Adults	8%	(184)	92%	(2026)	2210
Gender: Male	11%	(113)	89%	(955)	1068
Gender: Female	6%	(71)	94%	(1071)	1142
Age: 18-34	13%	(82)	87%	(560)	642
Age: 35-44	14%	(52)	86%	(314)	365
Age: 45-64	6%	(43)	94%	(671)	714
Age: 65+	2%	(8)	98%	(481)	489
GenZers: 1997-2012	11%	(28)	89%	(229)	256
Millennials: 1981-1996	14%	(94)	86%	(559)	653
GenXers: 1965-1980	9%	(48)	91%	(508)	555
Baby Boomers: 1946-1964	2%	(15)	98%	(659)	673
PID: Dem (no lean)	8%	(65)	92%	(795)	860
PID: Ind (no lean)	10%	(67)	90%	(608)	674
PID: Rep (no lean)	8%	(53)	92%	(623)	676
PID/Gender: Dem Men	11%	(44)	89%	(350)	394
PID/Gender: Dem Women	4%	(21)	96%	(445)	465
PID/Gender: Ind Men	12%	(42)	88%	(303)	345
PID/Gender: Ind Women	8%	(25)	92%	(304)	329
PID/Gender: Rep Men	8%	(27)	92%	(301)	328
PID/Gender: Rep Women	7%	(26)	93%	(322)	348
Ideo: Liberal (1-3)	8%	(51)	92%	(605)	656
Ideo: Moderate (4)	10%	(76)	90%	(675)	751
Ideo: Conservative (5-7)	7%	(47)	93%	(620)	666
Educ: < College	10%	(146)	90%	(1291)	1437
Educ: Bachelors degree	5%	(23)	95%	(467)	491
Educ: Post-grad	5%	(15)	95%	(267)	282
Income: Under 50k	9%	(116)	91%	(1155)	1271
Income: 50k-100k	8%	(50)	92%	(606)	656
Income: 100k+	7%	(18)	93%	(264)	283
Ethnicity: White	7%	(124)	93%	(1587)	1711
Ethnicity: Hispanic	17%	(62)	83%	(312)	374

Table MCFE14_15NET: *If you had to pick, what would you say are your favorite sports leagues / competitions? Please select up to three.If you don't like any sports, please select 'I don't like college/professional sports.'*
UFC

Demographic	Selected		Not Selected		Total N
Adults	8%	(184)	92%	(2026)	2210
Ethnicity: Black	12%	(35)	88%	(248)	282
Ethnicity: Other	12%	(26)	88%	(191)	217
All Christian	7%	(68)	93%	(961)	1029
All Non-Christian	9%	(11)	91%	(118)	129
Atheist	8%	(8)	92%	(92)	99
Agnostic/Nothing in particular	10%	(59)	90%	(528)	587
Something Else	10%	(38)	90%	(327)	365
Religious Non-Protestant/Catholic	7%	(11)	93%	(143)	154
Evangelical	9%	(48)	91%	(510)	558
Non-Evangelical	7%	(57)	93%	(734)	792
Community: Urban	10%	(67)	90%	(571)	638
Community: Suburban	7%	(69)	93%	(946)	1014
Community: Rural	9%	(49)	91%	(509)	558
Employ: Private Sector	11%	(71)	89%	(583)	654
Employ: Government	10%	(14)	90%	(123)	136
Employ: Self-Employed	12%	(20)	88%	(147)	166
Employ: Homemaker	10%	(19)	90%	(171)	190
Employ: Student	19%	(12)	81%	(50)	62
Employ: Retired	2%	(10)	98%	(553)	563
Employ: Unemployed	9%	(27)	91%	(274)	301
Employ: Other	8%	(12)	92%	(125)	137
Military HH: Yes	7%	(21)	93%	(263)	283
Military HH: No	8%	(164)	92%	(1763)	1927
RD/WT: Right Direction	8%	(53)	92%	(613)	666
RD/WT: Wrong Track	9%	(131)	91%	(1412)	1544
Biden Job Approve	7%	(71)	93%	(899)	970
Biden Job Disapprove	9%	(107)	91%	(1037)	1144

Table MCFE14_15NET: *If you had to pick, what would you say are your favorite sports leagues / competitions? Please select up to three.If you don't like any sports, please select 'I don't like college/professional sports.'*
UFC

Demographic	Selected		Not Selected		Total N
Adults	8%	(184)	92%	(2026)	2210
Biden Job Strongly Approve	8%	(34)	92%	(398)	433
Biden Job Somewhat Approve	7%	(37)	93%	(500)	537
Biden Job Somewhat Disapprove	11%	(38)	89%	(301)	339
Biden Job Strongly Disapprove	9%	(69)	91%	(736)	805
Favorable of Biden	7%	(70)	93%	(899)	969
Unfavorable of Biden	9%	(106)	91%	(1028)	1134
Very Favorable of Biden	8%	(38)	92%	(444)	482
Somewhat Favorable of Biden	7%	(32)	93%	(455)	487
Somewhat Unfavorable of Biden	10%	(31)	90%	(268)	299
Very Unfavorable of Biden	9%	(75)	91%	(760)	835
#1 Issue: Economy	11%	(96)	89%	(817)	913
#1 Issue: Security	7%	(16)	93%	(227)	243
#1 Issue: Health Care	5%	(8)	95%	(162)	170
#1 Issue: Medicare / Social Security	4%	(10)	96%	(255)	266
#1 Issue: Women's Issues	7%	(22)	93%	(289)	311
#1 Issue: Education	4%	(2)	96%	(57)	59
#1 Issue: Energy	16%	(22)	84%	(112)	134
#1 Issue: Other	6%	(7)	94%	(107)	115
2020 Vote: Joe Biden	7%	(69)	93%	(875)	945
2020 Vote: Donald Trump	9%	(64)	91%	(676)	740
2020 Vote: Other	10%	(7)	90%	(60)	67
2020 Vote: Didn't Vote	10%	(45)	90%	(414)	459
2018 House Vote: Democrat	8%	(64)	92%	(691)	755
2018 House Vote: Republican	7%	(41)	93%	(548)	589
2018 House Vote: Someone else	12%	(6)	88%	(44)	50
2016 Vote: Hillary Clinton	7%	(51)	93%	(644)	695
2016 Vote: Donald Trump	8%	(51)	92%	(605)	656
2016 Vote: Other	8%	(7)	92%	(78)	86
2016 Vote: Didn't Vote	10%	(76)	90%	(689)	765

Table MCFE14_15NET: *If you had to pick, what would you say are your favorite sports leagues / competitions? Please select up to three.If you don't like any sports, please select 'I don't like college/professional sports.'*
UFC

Demographic	Selected		Not Selected		Total N
Adults	8%	(184)	92%	(2026)	2210
Voted in 2014: Yes	7%	(86)	93%	(1140)	1227
Voted in 2014: No	10%	(98)	90%	(885)	983
4-Region: Northeast	7%	(27)	93%	(356)	383
4-Region: Midwest	7%	(31)	93%	(426)	456
4-Region: South	9%	(74)	91%	(770)	844
4-Region: West	10%	(52)	90%	(474)	527
TikTok Users	13%	(105)	87%	(688)	793
Twitch Users	16%	(35)	84%	(180)	216
2022 Sports Viewers/Attendees	10%	(142)	90%	(1333)	1475
Monthly Moviegoers	11%	(35)	89%	(285)	320
Few Times per Year + Moviegoers	11%	(101)	89%	(819)	920
Heard Smile Campaign	15%	(84)	85%	(467)	551
Heard Minion Campaign	15%	(82)	85%	(459)	540
Listens to Podcasts	12%	(132)	88%	(1000)	1132
Streaming Services User	10%	(171)	90%	(1602)	1773
Netflix User	10%	(145)	90%	(1329)	1474
Disney+ User	10%	(100)	90%	(884)	984
Heterosexual or straight	8%	(154)	92%	(1816)	1971
Gay	12%	(8)	88%	(60)	68
Bisexual	11%	(10)	89%	(79)	88
Yes	18%	(13)	82%	(57)	70
No	8%	(171)	92%	(1968)	2140

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

Table MCFE14_16NET: *If you had to pick, what would you say are your favorite sports leagues / competitions? Please select up to three. If you don't like any sports, please select 'I don't like college/professional sports.'*
WNBA

Demographic	Selected		Not Selected		Total N
Adults	3%	(60)	97%	(2150)	2210
Gender: Male	2%	(27)	98%	(1041)	1068
Gender: Female	3%	(34)	97%	(1109)	1142
Age: 18-34	3%	(20)	97%	(622)	642
Age: 35-44	4%	(13)	96%	(353)	365
Age: 45-64	2%	(17)	98%	(697)	714
Age: 65+	2%	(10)	98%	(479)	489
GenZers: 1997-2012	4%	(10)	96%	(246)	256
Millennials: 1981-1996	3%	(19)	97%	(634)	653
GenXers: 1965-1980	2%	(9)	98%	(546)	555
Baby Boomers: 1946-1964	3%	(20)	97%	(653)	673
PID: Dem (no lean)	5%	(43)	95%	(817)	860
PID: Ind (no lean)	1%	(8)	99%	(666)	674
PID: Rep (no lean)	1%	(9)	99%	(667)	676
PID/Gender: Dem Men	5%	(19)	95%	(375)	394
PID/Gender: Dem Women	5%	(24)	95%	(441)	465
PID/Gender: Ind Men	1%	(2)	99%	(343)	345
PID/Gender: Ind Women	2%	(6)	98%	(323)	329
PID/Gender: Rep Men	2%	(6)	98%	(323)	328
PID/Gender: Rep Women	1%	(3)	99%	(345)	348
Ideo: Liberal (1-3)	5%	(32)	95%	(624)	656
Ideo: Moderate (4)	2%	(14)	98%	(737)	751
Ideo: Conservative (5-7)	2%	(11)	98%	(656)	666
Educ: < College	3%	(40)	97%	(1397)	1437
Educ: Bachelors degree	2%	(12)	98%	(479)	491
Educ: Post-grad	3%	(8)	97%	(274)	282
Income: Under 50k	3%	(36)	97%	(1235)	1271
Income: 50k-100k	3%	(19)	97%	(638)	656
Income: 100k+	2%	(6)	98%	(277)	283
Ethnicity: White	2%	(30)	98%	(1681)	1711
Ethnicity: Hispanic	4%	(14)	96%	(359)	374

Table MCFE14_16NET: *If you had to pick, what would you say are your favorite sports leagues / competitions? Please select up to three. If you don't like any sports, please select 'I don't like college/professional sports.'*
WNBA

Demographic	Selected		Not Selected		Total N
Adults	3%	(60)	97%	(2150)	2210
Ethnicity: Black	8%	(22)	92%	(260)	282
Ethnicity: Other	4%	(8)	96%	(209)	217
All Christian	2%	(23)	98%	(1006)	1029
All Non-Christian	6%	(8)	94%	(121)	129
Atheist	2%	(2)	98%	(98)	99
Agnostic/Nothing in particular	2%	(10)	98%	(578)	587
Something Else	5%	(19)	95%	(347)	365
Religious Non-Protestant/Catholic	5%	(8)	95%	(146)	154
Evangelical	3%	(15)	97%	(544)	558
Non-Evangelical	3%	(26)	97%	(766)	792
Community: Urban	4%	(25)	96%	(612)	638
Community: Suburban	2%	(25)	98%	(990)	1014
Community: Rural	2%	(10)	98%	(548)	558
Employ: Private Sector	3%	(19)	97%	(636)	654
Employ: Government	3%	(4)	97%	(132)	136
Employ: Self-Employed	3%	(5)	97%	(161)	166
Employ: Homemaker	2%	(4)	98%	(186)	190
Employ: Student	1%	(0)	99%	(62)	62
Employ: Retired	2%	(10)	98%	(553)	563
Employ: Unemployed	3%	(10)	97%	(291)	301
Employ: Other	6%	(8)	94%	(129)	137
Military HH: Yes	2%	(6)	98%	(278)	283
Military HH: No	3%	(55)	97%	(1872)	1927
RD/WT: Right Direction	4%	(25)	96%	(641)	666
RD/WT: Wrong Track	2%	(35)	98%	(1509)	1544
Biden Job Approve	4%	(40)	96%	(931)	970
Biden Job Disapprove	2%	(18)	98%	(1126)	1144

Table MCFE14_16NET: *If you had to pick, what would you say are your favorite sports leagues / competitions? Please select up to three.If you don't like any sports, please select 'I don't like college/professional sports.'*
WNBA

Demographic	Selected		Not Selected		Total N
Adults	3%	(60)	97%	(2150)	2210
Biden Job Strongly Approve	6%	(25)	94%	(408)	433
Biden Job Somewhat Approve	3%	(15)	97%	(523)	537
Biden Job Somewhat Disapprove	3%	(10)	97%	(329)	339
Biden Job Strongly Disapprove	1%	(9)	99%	(796)	805
Favorable of Biden	4%	(38)	96%	(931)	969
Unfavorable of Biden	2%	(18)	98%	(1116)	1134
Very Favorable of Biden	5%	(26)	95%	(456)	482
Somewhat Favorable of Biden	2%	(11)	98%	(476)	487
Somewhat Unfavorable of Biden	3%	(10)	97%	(289)	299
Very Unfavorable of Biden	1%	(8)	99%	(827)	835
#1 Issue: Economy	1%	(13)	99%	(900)	913
#1 Issue: Security	3%	(6)	97%	(236)	243
#1 Issue: Health Care	3%	(5)	97%	(165)	170
#1 Issue: Medicare / Social Security	3%	(7)	97%	(259)	266
#1 Issue: Women's Issues	7%	(21)	93%	(290)	311
#1 Issue: Education	2%	(1)	98%	(58)	59
#1 Issue: Energy	2%	(3)	98%	(131)	134
#1 Issue: Other	3%	(3)	97%	(112)	115
2020 Vote: Joe Biden	4%	(40)	96%	(904)	945
2020 Vote: Donald Trump	1%	(9)	99%	(730)	740
2020 Vote: Other	2%	(2)	98%	(65)	67
2020 Vote: Didn't Vote	2%	(9)	98%	(449)	459
2018 House Vote: Democrat	4%	(32)	96%	(723)	755
2018 House Vote: Republican	1%	(5)	99%	(584)	589
2018 House Vote: Someone else	2%	(1)	98%	(48)	50
2016 Vote: Hillary Clinton	4%	(25)	96%	(669)	695
2016 Vote: Donald Trump	1%	(5)	99%	(651)	656
2016 Vote: Other	2%	(2)	98%	(84)	86
2016 Vote: Didn't Vote	4%	(27)	96%	(738)	765

Table MCFE14_16NET: *If you had to pick, what would you say are your favorite sports leagues / competitions? Please select up to three.If you don't like any sports, please select 'I don't like college/professional sports.'*
WNBA

Demographic	Selected		Not Selected		Total N
Adults	3%	(60)	97%	(2150)	2210
Voted in 2014: Yes	3%	(32)	97%	(1195)	1227
Voted in 2014: No	3%	(28)	97%	(955)	983
4-Region: Northeast	3%	(10)	97%	(372)	383
4-Region: Midwest	2%	(9)	98%	(447)	456
4-Region: South	3%	(25)	97%	(819)	844
4-Region: West	3%	(16)	97%	(511)	527
TikTok Users	4%	(34)	96%	(759)	793
Twitch Users	4%	(9)	96%	(207)	216
2022 Sports Viewers/Attendees	3%	(43)	97%	(1432)	1475
Monthly Moviegoers	4%	(13)	96%	(307)	320
Few Times per Year + Moviegoers	3%	(26)	97%	(894)	920
Heard Smile Campaign	5%	(25)	95%	(526)	551
Heard Minion Campaign	5%	(27)	95%	(513)	540
Listens to Podcasts	3%	(39)	97%	(1093)	1132
Streaming Services User	3%	(51)	97%	(1722)	1773
Netflix User	3%	(39)	97%	(1435)	1474
Disney+ User	3%	(28)	97%	(956)	984
Heterosexual or straight	3%	(51)	97%	(1920)	1971
Gay	5%	(3)	95%	(65)	68
Bisexual	3%	(3)	97%	(86)	88
Yes	4%	(3)	96%	(67)	70
No	3%	(57)	97%	(2083)	2140

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

Table MCFE14_17NET: *If you had to pick, what would you say are your favorite sports leagues / competitions? Please select up to three.If you don't like any sports, please select 'I don't like college/professional sports.'*
WTA Tour

Demographic	Selected		Not Selected		Total N
Adults	—	(10)	100%	(2200)	2210
Gender: Male	1%	(5)	99%	(1062)	1068
Gender: Female	—	(4)	100%	(1138)	1142
Age: 18-34	—	(3)	100%	(639)	642
Age: 35-44	—	(1)	100%	(364)	365
Age: 45-64	1%	(6)	99%	(708)	714
Age: 65+	—	(1)	100%	(488)	489
GenZers: 1997-2012	1%	(2)	99%	(254)	256
Millennials: 1981-1996	—	(1)	100%	(651)	653
GenXers: 1965-1980	—	(3)	100%	(553)	555
Baby Boomers: 1946-1964	1%	(4)	99%	(669)	673
PID: Dem (no lean)	1%	(6)	99%	(854)	860
PID: Ind (no lean)	—	(3)	100%	(672)	674
PID: Rep (no lean)	—	(2)	100%	(674)	676
PID/Gender: Dem Men	1%	(4)	99%	(391)	394
PID/Gender: Dem Women	—	(2)	100%	(463)	465
PID/Gender: Ind Men	1%	(2)	99%	(343)	345
PID/Gender: Ind Women	—	(1)	100%	(328)	329
PID/Gender: Rep Men	—	(0)	100%	(328)	328
PID/Gender: Rep Women	—	(2)	100%	(346)	348
Ideo: Liberal (1-3)	1%	(4)	99%	(652)	656
Ideo: Moderate (4)	—	(3)	100%	(747)	751
Ideo: Conservative (5-7)	—	(2)	100%	(664)	666
Educ: < College	—	(6)	100%	(1431)	1437
Educ: Bachelors degree	1%	(4)	99%	(487)	491
Educ: Post-grad	—	(0)	100%	(282)	282
Income: Under 50k	—	(4)	100%	(1267)	1271
Income: 50k-100k	1%	(5)	99%	(651)	656
Income: 100k+	—	(1)	100%	(282)	283
Ethnicity: White	—	(6)	100%	(1705)	1711
Ethnicity: Hispanic	—	(0)	100%	(374)	374

Table MCFE14_17NET: *If you had to pick, what would you say are your favorite sports leagues / competitions? Please select up to three.If you don't like any sports, please select 'I don't like college/professional sports.'*
WTA Tour

Demographic	Selected		Not Selected		Total N
Adults	—	(10)	100%	(2200)	2210
Ethnicity: Black	1%	(2)	99%	(280)	282
Ethnicity: Other	1%	(2)	99%	(215)	217
All Christian	1%	(5)	99%	(1023)	1029
All Non-Christian	1%	(1)	99%	(128)	129
Atheist	1%	(1)	99%	(98)	99
Agnostic/Nothing in particular	—	(2)	100%	(586)	587
Something Else	—	(1)	100%	(365)	365
Religious Non-Protestant/Catholic	—	(1)	100%	(153)	154
Evangelical	—	(2)	100%	(556)	558
Non-Evangelical	—	(4)	100%	(788)	792
Community: Urban	1%	(5)	99%	(633)	638
Community: Suburban	—	(4)	100%	(1011)	1014
Community: Rural	—	(1)	100%	(557)	558
Employ: Private Sector	1%	(7)	99%	(648)	654
Employ: Government	1%	(1)	99%	(135)	136
Employ: Self-Employed	—	(1)	100%	(166)	166
Employ: Homemaker	—	(0)	100%	(190)	190
Employ: Student	—	(0)	100%	(62)	62
Employ: Retired	—	(0)	100%	(563)	563
Employ: Unemployed	—	(0)	100%	(301)	301
Employ: Other	1%	(1)	99%	(136)	137
Military HH: Yes	—	(0)	100%	(283)	283
Military HH: No	1%	(10)	99%	(1917)	1927
RD/WT: Right Direction	—	(3)	100%	(663)	666
RD/WT: Wrong Track	—	(7)	100%	(1537)	1544
Biden Job Approve	1%	(7)	99%	(963)	970
Biden Job Disapprove	—	(3)	100%	(1141)	1144

Table MCFE14_17NET: *If you had to pick, what would you say are your favorite sports leagues / competitions? Please select up to three.If you don't like any sports, please select 'I don't like college/professional sports.'*
WTA Tour

Demographic	Selected		Not Selected		Total N
Adults	—	(10)	100%	(2200)	2210
Biden Job Strongly Approve	1%	(3)	99%	(429)	433
Biden Job Somewhat Approve	1%	(3)	99%	(534)	537
Biden Job Somewhat Disapprove	—	(0)	100%	(338)	339
Biden Job Strongly Disapprove	—	(3)	100%	(802)	805
Favorable of Biden	1%	(6)	99%	(963)	969
Unfavorable of Biden	—	(4)	100%	(1130)	1134
Very Favorable of Biden	1%	(3)	99%	(480)	482
Somewhat Favorable of Biden	1%	(3)	99%	(484)	487
Somewhat Unfavorable of Biden	—	(1)	100%	(298)	299
Very Unfavorable of Biden	—	(3)	100%	(832)	835
#1 Issue: Economy	1%	(6)	99%	(907)	913
#1 Issue: Security	—	(0)	100%	(243)	243
#1 Issue: Health Care	—	(0)	100%	(170)	170
#1 Issue: Medicare / Social Security	—	(1)	100%	(265)	266
#1 Issue: Women's Issues	1%	(2)	99%	(309)	311
#1 Issue: Education	2%	(1)	98%	(58)	59
#1 Issue: Energy	—	(0)	100%	(134)	134
#1 Issue: Other	—	(0)	100%	(115)	115
2020 Vote: Joe Biden	1%	(7)	99%	(938)	945
2020 Vote: Donald Trump	—	(2)	100%	(738)	740
2020 Vote: Other	1%	(1)	99%	(66)	67
2020 Vote: Didn't Vote	—	(1)	100%	(458)	459
2018 House Vote: Democrat	1%	(5)	99%	(750)	755
2018 House Vote: Republican	—	(1)	100%	(588)	589
2018 House Vote: Someone else	1%	(1)	99%	(49)	50
2016 Vote: Hillary Clinton	1%	(5)	99%	(690)	695
2016 Vote: Donald Trump	—	(1)	100%	(655)	656
2016 Vote: Other	1%	(1)	99%	(85)	86
2016 Vote: Didn't Vote	—	(3)	100%	(762)	765

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Table MCFE14_17NET: *If you had to pick, what would you say are your favorite sports leagues / competitions? Please select up to three.If you don't like any sports, please select 'I don't like college/professional sports.'*
WTA Tour

Demographic	Selected		Not Selected		Total N
Adults	—	(10)	100%	(2200)	2210
Voted in 2014: Yes	1%	(7)	99%	(1220)	1227
Voted in 2014: No	—	(3)	100%	(980)	983
4-Region: Northeast	1%	(2)	99%	(380)	383
4-Region: Midwest	—	(2)	100%	(455)	456
4-Region: South	1%	(4)	99%	(840)	844
4-Region: West	—	(2)	100%	(525)	527
TikTok Users	—	(4)	100%	(789)	793
Twitch Users	—	(0)	100%	(215)	216
2022 Sports Viewers/Attendees	1%	(8)	99%	(1467)	1475
Monthly Moviegoers	—	(0)	100%	(320)	320
Few Times per Year + Moviegoers	—	(3)	100%	(917)	920
Heard Smile Campaign	—	(2)	100%	(549)	551
Heard Minion Campaign	—	(3)	100%	(538)	540
Listens to Podcasts	1%	(7)	99%	(1125)	1132
Streaming Services User	1%	(10)	99%	(1763)	1773
Netflix User	1%	(8)	99%	(1465)	1474
Disney+ User	—	(4)	100%	(980)	984
Heterosexual or straight	—	(8)	100%	(1963)	1971
Gay	2%	(2)	98%	(66)	68
Bisexual	—	(0)	100%	(88)	88
Yes	—	(0)	100%	(70)	70
No	—	(10)	100%	(2130)	2140

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

Table MCFE14_18NET: *If you had to pick, what would you say are your favorite sports leagues / competitions? Please select up to three.If you don't like any sports, please select 'I don't like college/professional sports.'*
College football

Demographic	Selected		Not Selected		Total N
Adults	20%	(445)	80%	(1765)	2210
Gender: Male	23%	(249)	77%	(819)	1068
Gender: Female	17%	(197)	83%	(946)	1142
Age: 18-34	12%	(77)	88%	(565)	642
Age: 35-44	19%	(68)	81%	(297)	365
Age: 45-64	22%	(158)	78%	(556)	714
Age: 65+	29%	(142)	71%	(347)	489
GenZers: 1997-2012	8%	(22)	92%	(235)	256
Millennials: 1981-1996	18%	(115)	82%	(537)	653
GenXers: 1965-1980	17%	(96)	83%	(459)	555
Baby Boomers: 1946-1964	28%	(190)	72%	(483)	673
PID: Dem (no lean)	16%	(139)	84%	(721)	860
PID: Ind (no lean)	18%	(124)	82%	(550)	674
PID: Rep (no lean)	27%	(183)	73%	(493)	676
PID/Gender: Dem Men	17%	(67)	83%	(327)	394
PID/Gender: Dem Women	15%	(71)	85%	(394)	465
PID/Gender: Ind Men	21%	(72)	79%	(273)	345
PID/Gender: Ind Women	16%	(52)	84%	(277)	329
PID/Gender: Rep Men	33%	(109)	67%	(219)	328
PID/Gender: Rep Women	21%	(73)	79%	(274)	348
Ideo: Liberal (1-3)	18%	(116)	82%	(540)	656
Ideo: Moderate (4)	17%	(129)	83%	(622)	751
Ideo: Conservative (5-7)	29%	(190)	71%	(476)	666
Educ: < College	17%	(240)	83%	(1197)	1437
Educ: Bachelors degree	27%	(132)	73%	(358)	491
Educ: Post-grad	26%	(73)	74%	(210)	282
Income: Under 50k	17%	(215)	83%	(1056)	1271
Income: 50k-100k	23%	(150)	77%	(507)	656
Income: 100k+	29%	(81)	71%	(201)	283
Ethnicity: White	22%	(381)	78%	(1330)	1711
Ethnicity: Hispanic	6%	(23)	94%	(351)	374

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Table MCFE14_18NET: *If you had to pick, what would you say are your favorite sports leagues / competitions? Please select up to three. If you don't like any sports, please select 'I don't like college/professional sports.'*
College football

Demographic	Selected		Not Selected		Total N
Adults	20%	(445)	80%	(1765)	2210
Ethnicity: Black	18%	(51)	82%	(231)	282
Ethnicity: Other	6%	(13)	94%	(204)	217
All Christian	24%	(248)	76%	(781)	1029
All Non-Christian	10%	(13)	90%	(116)	129
Atheist	12%	(12)	88%	(88)	99
Agnostic/Nothing in particular	17%	(99)	83%	(488)	587
Something Else	20%	(74)	80%	(292)	365
Religious Non-Protestant/Catholic	13%	(20)	87%	(134)	154
Evangelical	23%	(126)	77%	(432)	558
Non-Evangelical	23%	(183)	77%	(609)	792
Community: Urban	15%	(94)	85%	(544)	638
Community: Suburban	22%	(225)	78%	(790)	1014
Community: Rural	23%	(127)	77%	(431)	558
Employ: Private Sector	18%	(120)	82%	(534)	654
Employ: Government	20%	(27)	80%	(109)	136
Employ: Self-Employed	23%	(38)	77%	(128)	166
Employ: Homemaker	17%	(32)	83%	(158)	190
Employ: Student	6%	(4)	94%	(58)	62
Employ: Retired	29%	(161)	71%	(402)	563
Employ: Unemployed	12%	(38)	88%	(264)	301
Employ: Other	19%	(25)	81%	(112)	137
Military HH: Yes	27%	(77)	73%	(207)	283
Military HH: No	19%	(369)	81%	(1558)	1927
RD/WT: Right Direction	17%	(112)	83%	(554)	666
RD/WT: Wrong Track	22%	(333)	78%	(1210)	1544
Biden Job Approve	17%	(167)	83%	(803)	970
Biden Job Disapprove	23%	(268)	77%	(876)	1144

Table MCFE14_18NET: *If you had to pick, what would you say are your favorite sports leagues / competitions? Please select up to three.If you don't like any sports, please select 'I don't like college/professional sports.'*
College football

Demographic	Selected		Not Selected		Total N
Adults	20%	(445)	80%	(1765)	2210
Biden Job Strongly Approve	15%	(66)	85%	(366)	433
Biden Job Somewhat Approve	19%	(101)	81%	(436)	537
Biden Job Somewhat Disapprove	19%	(63)	81%	(276)	339
Biden Job Strongly Disapprove	25%	(205)	75%	(600)	805
Favorable of Biden	18%	(172)	82%	(797)	969
Unfavorable of Biden	23%	(266)	77%	(868)	1134
Very Favorable of Biden	16%	(78)	84%	(404)	482
Somewhat Favorable of Biden	19%	(94)	81%	(393)	487
Somewhat Unfavorable of Biden	17%	(52)	83%	(247)	299
Very Unfavorable of Biden	26%	(214)	74%	(622)	835
#1 Issue: Economy	23%	(208)	77%	(704)	913
#1 Issue: Security	20%	(50)	80%	(193)	243
#1 Issue: Health Care	14%	(24)	86%	(146)	170
#1 Issue: Medicare / Social Security	26%	(69)	74%	(197)	266
#1 Issue: Women's Issues	15%	(46)	85%	(265)	311
#1 Issue: Education	15%	(9)	85%	(50)	59
#1 Issue: Energy	14%	(18)	86%	(116)	134
#1 Issue: Other	18%	(21)	82%	(94)	115
2020 Vote: Joe Biden	18%	(171)	82%	(774)	945
2020 Vote: Donald Trump	28%	(205)	72%	(535)	740
2020 Vote: Other	31%	(21)	69%	(46)	67
2020 Vote: Didn't Vote	11%	(49)	89%	(409)	459
2018 House Vote: Democrat	20%	(152)	80%	(603)	755
2018 House Vote: Republican	30%	(179)	70%	(410)	589
2018 House Vote: Someone else	20%	(10)	80%	(40)	50
2016 Vote: Hillary Clinton	18%	(123)	82%	(571)	695
2016 Vote: Donald Trump	30%	(196)	70%	(460)	656
2016 Vote: Other	19%	(17)	81%	(69)	86
2016 Vote: Didn't Vote	14%	(105)	86%	(660)	765

Table MCFE14_18NET: *If you had to pick, what would you say are your favorite sports leagues / competitions? Please select up to three.If you don't like any sports, please select 'I don't like college/professional sports.'*
College football

Demographic	Selected		Not Selected		Total N
Adults	20%	(445)	80%	(1765)	2210
Voted in 2014: Yes	24%	(300)	76%	(926)	1227
Voted in 2014: No	15%	(145)	85%	(839)	983
4-Region: Northeast	9%	(35)	91%	(348)	383
4-Region: Midwest	26%	(118)	74%	(338)	456
4-Region: South	26%	(219)	74%	(625)	844
4-Region: West	14%	(73)	86%	(453)	527
TikTok Users	17%	(135)	83%	(658)	793
Twitch Users	10%	(22)	90%	(193)	216
2022 Sports Viewers/Attendees	27%	(405)	73%	(1070)	1475
Monthly Moviegoers	20%	(65)	80%	(255)	320
Few Times per Year + Moviegoers	21%	(192)	79%	(728)	920
Heard Smile Campaign	16%	(89)	84%	(462)	551
Heard Minion Campaign	15%	(80)	85%	(460)	540
Listens to Podcasts	20%	(223)	80%	(909)	1132
Streaming Services User	20%	(347)	80%	(1425)	1773
Netflix User	18%	(269)	82%	(1205)	1474
Disney+ User	18%	(180)	82%	(804)	984
Heterosexual or straight	21%	(420)	79%	(1551)	1971
Gay	11%	(8)	89%	(60)	68
Bisexual	9%	(8)	91%	(81)	88
Yes	11%	(8)	89%	(63)	70
No	20%	(438)	80%	(1702)	2140

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

Table MCFE14_19NET: *If you had to pick, what would you say are your favorite sports leagues / competitions? Please select up to three.If you don't like any sports, please select 'I don't like college/professional sports.'*
College basketball

Demographic	Selected		Not Selected		Total N
Adults	10%	(227)	90%	(1983)	2210
Gender: Male	13%	(140)	87%	(928)	1068
Gender: Female	8%	(87)	92%	(1055)	1142
Age: 18-34	9%	(56)	91%	(586)	642
Age: 35-44	8%	(28)	92%	(337)	365
Age: 45-64	10%	(69)	90%	(645)	714
Age: 65+	15%	(73)	85%	(415)	489
GenZers: 1997-2012	9%	(23)	91%	(233)	256
Millennials: 1981-1996	9%	(56)	91%	(597)	653
GenXers: 1965-1980	9%	(48)	91%	(508)	555
Baby Boomers: 1946-1964	12%	(84)	88%	(590)	673
PID: Dem (no lean)	11%	(95)	89%	(764)	860
PID: Ind (no lean)	8%	(53)	92%	(621)	674
PID: Rep (no lean)	12%	(78)	88%	(598)	676
PID/Gender: Dem Men	14%	(55)	86%	(339)	394
PID/Gender: Dem Women	9%	(40)	91%	(425)	465
PID/Gender: Ind Men	10%	(35)	90%	(310)	345
PID/Gender: Ind Women	6%	(18)	94%	(311)	329
PID/Gender: Rep Men	15%	(50)	85%	(278)	328
PID/Gender: Rep Women	8%	(28)	92%	(319)	348
Ideo: Liberal (1-3)	11%	(71)	89%	(585)	656
Ideo: Moderate (4)	10%	(76)	90%	(675)	751
Ideo: Conservative (5-7)	11%	(75)	89%	(591)	666
Educ: < College	9%	(125)	91%	(1312)	1437
Educ: Bachelors degree	11%	(52)	89%	(438)	491
Educ: Post-grad	18%	(49)	82%	(233)	282
Income: Under 50k	8%	(105)	92%	(1166)	1271
Income: 50k-100k	12%	(80)	88%	(577)	656
Income: 100k+	15%	(42)	85%	(240)	283
Ethnicity: White	10%	(176)	90%	(1535)	1711
Ethnicity: Hispanic	5%	(18)	95%	(356)	374

Table MCFE14_19NET: *If you had to pick, what would you say are your favorite sports leagues / competitions? Please select up to three. If you don't like any sports, please select 'I don't like college/professional sports.'*
College basketball

Demographic	Selected		Not Selected		Total N
Adults	10%	(227)	90%	(1983)	2210
Ethnicity: Black	15%	(42)	85%	(240)	282
Ethnicity: Other	4%	(9)	96%	(208)	217
All Christian	12%	(124)	88%	(905)	1029
All Non-Christian	3%	(4)	97%	(125)	129
Atheist	7%	(7)	93%	(92)	99
Agnostic/Nothing in particular	8%	(45)	92%	(542)	587
Something Else	13%	(47)	87%	(318)	365
Religious Non-Protestant/Catholic	6%	(9)	94%	(145)	154
Evangelical	13%	(73)	87%	(485)	558
Non-Evangelical	11%	(88)	89%	(704)	792
Community: Urban	10%	(64)	90%	(573)	638
Community: Suburban	11%	(107)	89%	(907)	1014
Community: Rural	10%	(56)	90%	(502)	558
Employ: Private Sector	9%	(60)	91%	(595)	654
Employ: Government	17%	(24)	83%	(112)	136
Employ: Self-Employed	9%	(15)	91%	(151)	166
Employ: Homemaker	7%	(13)	93%	(177)	190
Employ: Student	6%	(4)	94%	(58)	62
Employ: Retired	13%	(74)	87%	(489)	563
Employ: Unemployed	7%	(20)	93%	(281)	301
Employ: Other	13%	(17)	87%	(120)	137
Military HH: Yes	14%	(40)	86%	(244)	283
Military HH: No	10%	(188)	90%	(1739)	1927
RD/WT: Right Direction	11%	(77)	89%	(590)	666
RD/WT: Wrong Track	10%	(151)	90%	(1393)	1544
Biden Job Approve	12%	(117)	88%	(853)	970
Biden Job Disapprove	9%	(104)	91%	(1040)	1144

Table MCFE14_19NET: *If you had to pick, what would you say are your favorite sports leagues / competitions? Please select up to three.If you don't like any sports, please select 'I don't like college/professional sports.'*
College basketball

Demographic	Selected		Not Selected		Total N
Adults	10%	(227)	90%	(1983)	2210
Biden Job Strongly Approve	13%	(56)	87%	(377)	433
Biden Job Somewhat Approve	11%	(61)	89%	(476)	537
Biden Job Somewhat Disapprove	8%	(26)	92%	(313)	339
Biden Job Strongly Disapprove	10%	(78)	90%	(727)	805
Favorable of Biden	12%	(117)	88%	(852)	969
Unfavorable of Biden	9%	(106)	91%	(1028)	1134
Very Favorable of Biden	12%	(60)	88%	(422)	482
Somewhat Favorable of Biden	12%	(57)	88%	(430)	487
Somewhat Unfavorable of Biden	8%	(23)	92%	(275)	299
Very Unfavorable of Biden	10%	(83)	90%	(752)	835
#1 Issue: Economy	10%	(88)	90%	(825)	913
#1 Issue: Security	12%	(28)	88%	(214)	243
#1 Issue: Health Care	9%	(16)	91%	(155)	170
#1 Issue: Medicare / Social Security	11%	(29)	89%	(237)	266
#1 Issue: Women's Issues	8%	(25)	92%	(286)	311
#1 Issue: Education	12%	(7)	88%	(52)	59
#1 Issue: Energy	14%	(18)	86%	(116)	134
#1 Issue: Other	14%	(16)	86%	(99)	115
2020 Vote: Joe Biden	11%	(104)	89%	(841)	945
2020 Vote: Donald Trump	12%	(85)	88%	(654)	740
2020 Vote: Other	9%	(6)	91%	(61)	67
2020 Vote: Didn't Vote	7%	(32)	93%	(427)	459
2018 House Vote: Democrat	12%	(94)	88%	(661)	755
2018 House Vote: Republican	12%	(69)	88%	(520)	589
2018 House Vote: Someone else	10%	(5)	90%	(45)	50
2016 Vote: Hillary Clinton	13%	(87)	87%	(608)	695
2016 Vote: Donald Trump	12%	(79)	88%	(577)	656
2016 Vote: Other	8%	(7)	92%	(79)	86
2016 Vote: Didn't Vote	7%	(52)	93%	(713)	765

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Table MCFE14_19NET: *If you had to pick, what would you say are your favorite sports leagues / competitions? Please select up to three.If you don't like any sports, please select 'I don't like college/professional sports.'*
College basketball

Demographic	Selected		Not Selected		Total N
Adults	10%	(227)	90%	(1983)	2210
Voted in 2014: Yes	13%	(154)	87%	(1072)	1227
Voted in 2014: No	7%	(73)	93%	(911)	983
4-Region: Northeast	5%	(21)	95%	(362)	383
4-Region: Midwest	15%	(67)	85%	(389)	456
4-Region: South	11%	(97)	89%	(748)	844
4-Region: West	8%	(42)	92%	(484)	527
TikTok Users	9%	(70)	91%	(723)	793
Twitch Users	7%	(16)	93%	(200)	216
2022 Sports Viewers/Attendees	14%	(199)	86%	(1276)	1475
Monthly Moviegoers	13%	(42)	87%	(279)	320
Few Times per Year + Moviegoers	10%	(96)	90%	(824)	920
Heard Smile Campaign	9%	(50)	91%	(501)	551
Heard Minion Campaign	10%	(53)	90%	(487)	540
Listens to Podcasts	10%	(112)	90%	(1020)	1132
Streaming Services User	10%	(179)	90%	(1594)	1773
Netflix User	10%	(154)	90%	(1320)	1474
Disney+ User	10%	(102)	90%	(883)	984
Heterosexual or straight	11%	(208)	89%	(1763)	1971
Gay	11%	(8)	89%	(60)	68
Bisexual	6%	(5)	94%	(83)	88
Yes	5%	(3)	95%	(67)	70
No	10%	(224)	90%	(1916)	2140

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

Table MCFE14_20NET: *If you had to pick, what would you say are your favorite sports leagues / competitions? Please select up to three.If you don't like any sports, please select 'I don't like college/professional sports.'*
English Premier League

Demographic	Selected		Not Selected		Total N
Adults	3%	(65)	97%	(2145)	2210
Gender: Male	4%	(47)	96%	(1021)	1068
Gender: Female	2%	(19)	98%	(1124)	1142
Age: 18-34	4%	(23)	96%	(619)	642
Age: 35-44	4%	(16)	96%	(350)	365
Age: 45-64	3%	(19)	97%	(695)	714
Age: 65+	2%	(8)	98%	(481)	489
GenZers: 1997-2012	5%	(13)	95%	(244)	256
Millennials: 1981-1996	4%	(23)	96%	(629)	653
GenXers: 1965-1980	3%	(16)	97%	(540)	555
Baby Boomers: 1946-1964	2%	(11)	98%	(662)	673
PID: Dem (no lean)	4%	(30)	96%	(829)	860
PID: Ind (no lean)	2%	(15)	98%	(659)	674
PID: Rep (no lean)	3%	(20)	97%	(656)	676
PID/Gender: Dem Men	6%	(23)	94%	(371)	394
PID/Gender: Dem Women	1%	(7)	99%	(459)	465
PID/Gender: Ind Men	4%	(12)	96%	(333)	345
PID/Gender: Ind Women	1%	(3)	99%	(326)	329
PID/Gender: Rep Men	3%	(11)	97%	(317)	328
PID/Gender: Rep Women	3%	(9)	97%	(339)	348
Ideo: Liberal (1-3)	5%	(32)	95%	(624)	656
Ideo: Moderate (4)	3%	(19)	97%	(732)	751
Ideo: Conservative (5-7)	2%	(12)	98%	(654)	666
Educ: < College	1%	(18)	99%	(1419)	1437
Educ: Bachelors degree	6%	(28)	94%	(463)	491
Educ: Post-grad	7%	(20)	93%	(262)	282
Income: Under 50k	2%	(22)	98%	(1249)	1271
Income: 50k-100k	4%	(24)	96%	(632)	656
Income: 100k+	7%	(20)	93%	(263)	283
Ethnicity: White	3%	(51)	97%	(1659)	1711
Ethnicity: Hispanic	3%	(10)	97%	(364)	374

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Table MCFE14_20NET: *If you had to pick, what would you say are your favorite sports leagues / competitions? Please select up to three.If you don't like any sports, please select 'I don't like college/professional sports.'*
English Premier League

Demographic	Selected		Not Selected		Total N
Adults	3%	(65)	97%	(2145)	2210
Ethnicity: Black	3%	(7)	97%	(275)	282
Ethnicity: Other	3%	(7)	97%	(210)	217
All Christian	3%	(28)	97%	(1001)	1029
All Non-Christian	10%	(13)	90%	(116)	129
Atheist	4%	(4)	96%	(96)	99
Agnostic/Nothing in particular	2%	(12)	98%	(576)	587
Something Else	3%	(10)	97%	(355)	365
Religious Non-Protestant/Catholic	9%	(14)	91%	(139)	154
Evangelical	2%	(13)	98%	(545)	558
Non-Evangelical	3%	(21)	97%	(770)	792
Community: Urban	3%	(21)	97%	(617)	638
Community: Suburban	4%	(39)	96%	(976)	1014
Community: Rural	1%	(6)	99%	(552)	558
Employ: Private Sector	5%	(33)	95%	(622)	654
Employ: Government	2%	(3)	98%	(133)	136
Employ: Self-Employed	4%	(6)	96%	(160)	166
Employ: Homemaker	2%	(4)	98%	(186)	190
Employ: Student	9%	(5)	91%	(57)	62
Employ: Retired	2%	(10)	98%	(552)	563
Employ: Unemployed	—	(1)	100%	(300)	301
Employ: Other	2%	(3)	98%	(134)	137
Military HH: Yes	3%	(7)	97%	(276)	283
Military HH: No	3%	(58)	97%	(1868)	1927
RD/WT: Right Direction	4%	(24)	96%	(643)	666
RD/WT: Wrong Track	3%	(42)	97%	(1502)	1544
Biden Job Approve	3%	(33)	97%	(937)	970
Biden Job Disapprove	3%	(29)	97%	(1115)	1144

Table MCFE14_20NET: *If you had to pick, what would you say are your favorite sports leagues / competitions? Please select up to three. If you don't like any sports, please select 'I don't like college/professional sports.'*
English Premier League

Demographic	Selected		Not Selected		Total N
Adults	3%	(65)	97%	(2145)	2210
Biden Job Strongly Approve	5%	(20)	95%	(413)	433
Biden Job Somewhat Approve	3%	(14)	97%	(524)	537
Biden Job Somewhat Disapprove	4%	(14)	96%	(325)	339
Biden Job Strongly Disapprove	2%	(15)	98%	(790)	805
Favorable of Biden	3%	(32)	97%	(937)	969
Unfavorable of Biden	3%	(32)	97%	(1102)	1134
Very Favorable of Biden	3%	(15)	97%	(467)	482
Somewhat Favorable of Biden	3%	(17)	97%	(470)	487
Somewhat Unfavorable of Biden	5%	(14)	95%	(285)	299
Very Unfavorable of Biden	2%	(18)	98%	(817)	835
#1 Issue: Economy	3%	(26)	97%	(887)	913
#1 Issue: Security	2%	(4)	98%	(239)	243
#1 Issue: Health Care	3%	(6)	97%	(164)	170
#1 Issue: Medicare / Social Security	3%	(7)	97%	(259)	266
#1 Issue: Women's Issues	3%	(9)	97%	(302)	311
#1 Issue: Education	7%	(4)	93%	(55)	59
#1 Issue: Energy	5%	(6)	95%	(128)	134
#1 Issue: Other	3%	(4)	97%	(111)	115
2020 Vote: Joe Biden	4%	(36)	96%	(908)	945
2020 Vote: Donald Trump	2%	(18)	98%	(722)	740
2020 Vote: Other	2%	(1)	98%	(66)	67
2020 Vote: Didn't Vote	2%	(10)	98%	(448)	459
2018 House Vote: Democrat	4%	(29)	96%	(726)	755
2018 House Vote: Republican	2%	(13)	98%	(576)	589
2018 House Vote: Someone else	1%	(1)	99%	(49)	50
2016 Vote: Hillary Clinton	4%	(27)	96%	(668)	695
2016 Vote: Donald Trump	3%	(20)	97%	(636)	656
2016 Vote: Other	1%	(1)	99%	(85)	86
2016 Vote: Didn't Vote	2%	(18)	98%	(747)	765

Table MCFE14_20NET: *If you had to pick, what would you say are your favorite sports leagues / competitions? Please select up to three.If you don't like any sports, please select 'I don't like college/professional sports.'*
English Premier League

Demographic	Selected		Not Selected		Total N
Adults	3%	(65)	97%	(2145)	2210
Voted in 2014: Yes	3%	(40)	97%	(1187)	1227
Voted in 2014: No	3%	(26)	97%	(958)	983
4-Region: Northeast	5%	(19)	95%	(364)	383
4-Region: Midwest	1%	(5)	99%	(452)	456
4-Region: South	4%	(30)	96%	(814)	844
4-Region: West	2%	(12)	98%	(515)	527
TikTok Users	4%	(30)	96%	(762)	793
Twitch Users	3%	(6)	97%	(210)	216
2022 Sports Viewers/Attendees	4%	(59)	96%	(1416)	1475
Monthly Moviegoers	5%	(16)	95%	(304)	320
Few Times per Year + Moviegoers	5%	(42)	95%	(878)	920
Heard Smile Campaign	5%	(26)	95%	(525)	551
Heard Minion Campaign	6%	(33)	94%	(507)	540
Listens to Podcasts	4%	(47)	96%	(1085)	1132
Streaming Services User	3%	(56)	97%	(1717)	1773
Netflix User	4%	(52)	96%	(1421)	1474
Disney+ User	4%	(38)	96%	(947)	984
Heterosexual or straight	3%	(60)	97%	(1911)	1971
Gay	2%	(2)	98%	(66)	68
Bisexual	4%	(4)	96%	(85)	88
Yes	2%	(2)	98%	(69)	70
No	3%	(64)	97%	(2076)	2140

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

Table MCFE14_21NET: *If you had to pick, what would you say are your favorite sports leagues / competitions? Please select up to three.If you don't like any sports, please select 'I don't like college/professional sports.'*
La Liga

Demographic	Selected		Not Selected		Total N
Adults	2%	(41)	98%	(2169)	2210
Gender: Male	3%	(33)	97%	(1035)	1068
Gender: Female	1%	(8)	99%	(1134)	1142
Age: 18-34	4%	(24)	96%	(618)	642
Age: 35-44	4%	(13)	96%	(352)	365
Age: 45-64	—	(2)	100%	(712)	714
Age: 65+	—	(1)	100%	(488)	489
GenZers: 1997-2012	4%	(10)	96%	(246)	256
Millennials: 1981-1996	4%	(26)	96%	(627)	653
GenXers: 1965-1980	—	(3)	100%	(553)	555
Baby Boomers: 1946-1964	—	(2)	100%	(671)	673
PID: Dem (no lean)	3%	(22)	97%	(837)	860
PID: Ind (no lean)	1%	(7)	99%	(668)	674
PID: Rep (no lean)	2%	(11)	98%	(664)	676
PID/Gender: Dem Men	5%	(20)	95%	(374)	394
PID/Gender: Dem Women	—	(2)	100%	(463)	465
PID/Gender: Ind Men	1%	(5)	99%	(340)	345
PID/Gender: Ind Women	1%	(2)	99%	(327)	329
PID/Gender: Rep Men	2%	(8)	98%	(321)	328
PID/Gender: Rep Women	1%	(4)	99%	(344)	348
Ideo: Liberal (1-3)	2%	(12)	98%	(644)	656
Ideo: Moderate (4)	3%	(20)	97%	(731)	751
Ideo: Conservative (5-7)	1%	(7)	99%	(659)	666
Educ: < College	1%	(16)	99%	(1421)	1437
Educ: Bachelors degree	3%	(16)	97%	(475)	491
Educ: Post-grad	3%	(9)	97%	(274)	282
Income: Under 50k	1%	(15)	99%	(1256)	1271
Income: 50k-100k	1%	(8)	99%	(648)	656
Income: 100k+	6%	(18)	94%	(265)	283
Ethnicity: White	2%	(34)	98%	(1677)	1711
Ethnicity: Hispanic	4%	(15)	96%	(359)	374

Table MCFE14_21NET: *If you had to pick, what would you say are your favorite sports leagues / competitions? Please select up to three.If you don't like any sports, please select 'I don't like college/professional sports.'*
La Liga

Demographic	Selected		Not Selected		Total N
Adults	2%	(41)	98%	(2169)	2210
Ethnicity: Black	2%	(4)	98%	(278)	282
Ethnicity: Other	1%	(3)	99%	(214)	217
All Christian	2%	(22)	98%	(1007)	1029
All Non-Christian	4%	(6)	96%	(123)	129
Atheist	—	(0)	100%	(99)	99
Agnostic/Nothing in particular	2%	(9)	98%	(578)	587
Something Else	1%	(4)	99%	(361)	365
Religious Non-Protestant/Catholic	4%	(6)	96%	(148)	154
Evangelical	2%	(10)	98%	(548)	558
Non-Evangelical	2%	(16)	98%	(775)	792
Community: Urban	4%	(23)	96%	(614)	638
Community: Suburban	2%	(15)	98%	(999)	1014
Community: Rural	—	(2)	100%	(556)	558
Employ: Private Sector	3%	(22)	97%	(632)	654
Employ: Government	1%	(1)	99%	(135)	136
Employ: Self-Employed	1%	(1)	99%	(165)	166
Employ: Homemaker	1%	(1)	99%	(189)	190
Employ: Student	7%	(4)	93%	(58)	62
Employ: Retired	—	(1)	100%	(562)	563
Employ: Unemployed	2%	(7)	98%	(294)	301
Employ: Other	2%	(3)	98%	(134)	137
Military HH: Yes	—	(1)	100%	(282)	283
Military HH: No	2%	(40)	98%	(1887)	1927
RD/WT: Right Direction	5%	(31)	95%	(636)	666
RD/WT: Wrong Track	1%	(10)	99%	(1533)	1544
Biden Job Approve	3%	(29)	97%	(941)	970
Biden Job Disapprove	1%	(10)	99%	(1134)	1144

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Table MCFE14_21NET: *If you had to pick, what would you say are your favorite sports leagues / competitions? Please select up to three.If you don't like any sports, please select 'I don't like college/professional sports.'*
La Liga

Demographic	Selected		Not Selected		Total N
Adults	2%	(41)	98%	(2169)	2210
Biden Job Strongly Approve	5%	(21)	95%	(412)	433
Biden Job Somewhat Approve	2%	(8)	98%	(529)	537
Biden Job Somewhat Disapprove	2%	(7)	98%	(332)	339
Biden Job Strongly Disapprove	—	(4)	100%	(801)	805
Favorable of Biden	3%	(28)	97%	(941)	969
Unfavorable of Biden	1%	(12)	99%	(1122)	1134
Very Favorable of Biden	5%	(22)	95%	(460)	482
Somewhat Favorable of Biden	1%	(5)	99%	(482)	487
Somewhat Unfavorable of Biden	3%	(8)	97%	(291)	299
Very Unfavorable of Biden	—	(4)	100%	(831)	835
#1 Issue: Economy	2%	(18)	98%	(894)	913
#1 Issue: Security	2%	(4)	98%	(239)	243
#1 Issue: Health Care	2%	(3)	98%	(167)	170
#1 Issue: Medicare / Social Security	—	(1)	100%	(265)	266
#1 Issue: Women's Issues	2%	(7)	98%	(304)	311
#1 Issue: Education	2%	(1)	98%	(58)	59
#1 Issue: Energy	4%	(6)	96%	(128)	134
#1 Issue: Other	—	(0)	100%	(115)	115
2020 Vote: Joe Biden	2%	(21)	98%	(924)	945
2020 Vote: Donald Trump	2%	(12)	98%	(728)	740
2020 Vote: Other	2%	(2)	98%	(66)	67
2020 Vote: Didn't Vote	1%	(7)	99%	(452)	459
2018 House Vote: Democrat	2%	(14)	98%	(741)	755
2018 House Vote: Republican	2%	(10)	98%	(579)	589
2018 House Vote: Someone else	2%	(1)	98%	(49)	50
2016 Vote: Hillary Clinton	2%	(16)	98%	(678)	695
2016 Vote: Donald Trump	2%	(10)	98%	(645)	656
2016 Vote: Other	—	(0)	100%	(86)	86
2016 Vote: Didn't Vote	2%	(14)	98%	(751)	765

Table MCFE14_21NET: *If you had to pick, what would you say are your favorite sports leagues / competitions? Please select up to three.If you don't like any sports, please select 'I don't like college/professional sports.'*

La Liga

Demographic	Selected		Not Selected		Total N
Adults	2%	(41)	98%	(2169)	2210
Voted in 2014: Yes	2%	(23)	98%	(1203)	1227
Voted in 2014: No	2%	(18)	98%	(966)	983
4-Region: Northeast	2%	(8)	98%	(375)	383
4-Region: Midwest	1%	(4)	99%	(453)	456
4-Region: South	1%	(12)	99%	(833)	844
4-Region: West	3%	(17)	97%	(509)	527
TikTok Users	2%	(19)	98%	(774)	793
Twitch Users	2%	(5)	98%	(211)	216
2022 Sports Viewers/Attendees	2%	(35)	98%	(1440)	1475
Monthly Moviegoers	3%	(11)	97%	(310)	320
Few Times per Year + Moviegoers	3%	(31)	97%	(889)	920
Heard Smile Campaign	4%	(21)	96%	(529)	551
Heard Minion Campaign	5%	(25)	95%	(515)	540
Listens to Podcasts	3%	(32)	97%	(1100)	1132
Streaming Services User	2%	(40)	98%	(1733)	1773
Netflix User	2%	(35)	98%	(1439)	1474
Disney+ User	3%	(32)	97%	(952)	984
Heterosexual or straight	2%	(37)	98%	(1933)	1971
Gay	4%	(2)	96%	(65)	68
Bisexual	—	(0)	100%	(88)	88
Yes	1%	(1)	99%	(69)	70
No	2%	(40)	98%	(2100)	2140

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

Table MCFE14_22NET: *If you had to pick, what would you say are your favorite sports leagues / competitions? Please select up to three.If you don't like any sports, please select 'I don't like college/professional sports.'*
Bundesliga

Demographic	Selected		Not Selected		Total N
Adults	1%	(18)	99%	(2192)	2210
Gender: Male	2%	(16)	98%	(1052)	1068
Gender: Female	—	(2)	100%	(1140)	1142
Age: 18-34	1%	(10)	99%	(632)	642
Age: 35-44	1%	(4)	99%	(361)	365
Age: 45-64	—	(2)	100%	(711)	714
Age: 65+	—	(2)	100%	(487)	489
GenZers: 1997-2012	2%	(4)	98%	(252)	256
Millennials: 1981-1996	1%	(9)	99%	(643)	653
GenXers: 1965-1980	—	(2)	100%	(553)	555
Baby Boomers: 1946-1964	—	(2)	100%	(671)	673
PID: Dem (no lean)	1%	(7)	99%	(853)	860
PID: Ind (no lean)	1%	(5)	99%	(669)	674
PID: Rep (no lean)	1%	(6)	99%	(670)	676
PID/Gender: Dem Men	2%	(7)	98%	(387)	394
PID/Gender: Dem Women	—	(0)	100%	(465)	465
PID/Gender: Ind Men	1%	(4)	99%	(341)	345
PID/Gender: Ind Women	—	(1)	100%	(328)	329
PID/Gender: Rep Men	1%	(5)	99%	(323)	328
PID/Gender: Rep Women	—	(1)	100%	(347)	348
Ideo: Liberal (1-3)	1%	(7)	99%	(649)	656
Ideo: Moderate (4)	1%	(8)	99%	(743)	751
Ideo: Conservative (5-7)	—	(3)	100%	(664)	666
Educ: < College	—	(4)	100%	(1433)	1437
Educ: Bachelors degree	2%	(9)	98%	(482)	491
Educ: Post-grad	2%	(5)	98%	(278)	282
Income: Under 50k	—	(5)	100%	(1267)	1271
Income: 50k-100k	1%	(8)	99%	(648)	656
Income: 100k+	2%	(5)	98%	(277)	283
Ethnicity: White	1%	(12)	99%	(1698)	1711
Ethnicity: Hispanic	1%	(3)	99%	(371)	374

Table MCFE14_22NET: *If you had to pick, what would you say are your favorite sports leagues / competitions? Please select up to three. If you don't like any sports, please select 'I don't like college/professional sports.'*
Bundesliga

Demographic	Selected		Not Selected		Total N
Adults	1%	(18)	99%	(2192)	2210
Ethnicity: Black	1%	(3)	99%	(279)	282
Ethnicity: Other	1%	(2)	99%	(215)	217
All Christian	1%	(8)	99%	(1021)	1029
All Non-Christian	3%	(3)	97%	(126)	129
Atheist	—	(0)	100%	(99)	99
Agnostic/Nothing in particular	—	(2)	100%	(585)	587
Something Else	1%	(4)	99%	(361)	365
Religious Non-Protestant/Catholic	2%	(3)	98%	(150)	154
Evangelical	1%	(4)	99%	(555)	558
Non-Evangelical	1%	(9)	99%	(783)	792
Community: Urban	1%	(8)	99%	(630)	638
Community: Suburban	1%	(10)	99%	(1004)	1014
Community: Rural	—	(0)	100%	(558)	558
Employ: Private Sector	2%	(10)	98%	(644)	654
Employ: Government	2%	(3)	98%	(133)	136
Employ: Self-Employed	1%	(2)	99%	(165)	166
Employ: Homemaker	—	(0)	100%	(190)	190
Employ: Student	2%	(1)	98%	(61)	62
Employ: Retired	—	(1)	100%	(562)	563
Employ: Unemployed	—	(0)	100%	(301)	301
Employ: Other	1%	(1)	99%	(136)	137
Military HH: Yes	1%	(4)	99%	(279)	283
Military HH: No	1%	(14)	99%	(1913)	1927
RD/WT: Right Direction	2%	(12)	98%	(654)	666
RD/WT: Wrong Track	—	(6)	100%	(1538)	1544
Biden Job Approve	1%	(11)	99%	(959)	970
Biden Job Disapprove	1%	(7)	99%	(1137)	1144

Table MCFE14_22NET: *If you had to pick, what would you say are your favorite sports leagues / competitions? Please select up to three.If you don't like any sports, please select 'I don't like college/professional sports.'*
Bundesliga

Demographic	Selected		Not Selected		Total N
Adults	1%	(18)	99%	(2192)	2210
Biden Job Strongly Approve	1%	(4)	99%	(428)	433
Biden Job Somewhat Approve	1%	(7)	99%	(531)	537
Biden Job Somewhat Disapprove	1%	(4)	99%	(335)	339
Biden Job Strongly Disapprove	—	(3)	100%	(802)	805
Favorable of Biden	1%	(9)	99%	(961)	969
Unfavorable of Biden	1%	(8)	99%	(1126)	1134
Very Favorable of Biden	1%	(4)	99%	(478)	482
Somewhat Favorable of Biden	1%	(5)	99%	(482)	487
Somewhat Unfavorable of Biden	1%	(4)	99%	(295)	299
Very Unfavorable of Biden	1%	(5)	99%	(831)	835
#1 Issue: Economy	1%	(10)	99%	(903)	913
#1 Issue: Security	—	(0)	100%	(243)	243
#1 Issue: Health Care	3%	(5)	97%	(165)	170
#1 Issue: Medicare / Social Security	—	(0)	100%	(266)	266
#1 Issue: Women's Issues	—	(1)	100%	(310)	311
#1 Issue: Education	2%	(1)	98%	(58)	59
#1 Issue: Energy	—	(0)	100%	(134)	134
#1 Issue: Other	1%	(1)	99%	(113)	115
2020 Vote: Joe Biden	1%	(6)	99%	(939)	945
2020 Vote: Donald Trump	1%	(8)	99%	(732)	740
2020 Vote: Other	—	(0)	100%	(67)	67
2020 Vote: Didn't Vote	1%	(5)	99%	(454)	459
2018 House Vote: Democrat	1%	(4)	99%	(751)	755
2018 House Vote: Republican	1%	(5)	99%	(584)	589
2018 House Vote: Someone else	—	(0)	100%	(50)	50
2016 Vote: Hillary Clinton	1%	(7)	99%	(688)	695
2016 Vote: Donald Trump	1%	(5)	99%	(651)	656
2016 Vote: Other	—	(0)	100%	(86)	86
2016 Vote: Didn't Vote	1%	(6)	99%	(759)	765

Table MCFE14_22NET: *If you had to pick, what would you say are your favorite sports leagues / competitions? Please select up to three.If you don't like any sports, please select 'I don't like college/professional sports.'*
Bundesliga

Demographic	Selected		Not Selected		Total N
Adults	1%	(18)	99%	(2192)	2210
Voted in 2014: Yes	1%	(8)	99%	(1218)	1227
Voted in 2014: No	1%	(10)	99%	(974)	983
4-Region: Northeast	1%	(4)	99%	(378)	383
4-Region: Midwest	1%	(3)	99%	(453)	456
4-Region: South	1%	(7)	99%	(837)	844
4-Region: West	1%	(3)	99%	(523)	527
TikTok Users	1%	(6)	99%	(787)	793
Twitch Users	2%	(4)	98%	(211)	216
2022 Sports Viewers/Attendees	1%	(16)	99%	(1460)	1475
Monthly Moviegoers	1%	(3)	99%	(318)	320
Few Times per Year + Moviegoers	1%	(12)	99%	(908)	920
Heard Smile Campaign	2%	(10)	98%	(541)	551
Heard Minion Campaign	2%	(10)	98%	(531)	540
Listens to Podcasts	1%	(14)	99%	(1117)	1132
Streaming Services User	1%	(17)	99%	(1756)	1773
Netflix User	1%	(17)	99%	(1457)	1474
Disney+ User	1%	(12)	99%	(972)	984
Heterosexual or straight	1%	(18)	99%	(1953)	1971
Gay	—	(0)	100%	(68)	68
Bisexual	—	(0)	100%	(88)	88
Yes	—	(0)	100%	(70)	70
No	1%	(18)	99%	(2122)	2140

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

Table MCFE14_23NET: *If you had to pick, what would you say are your favorite sports leagues / competitions? Please select up to three.If you don't like any sports, please select 'I don't like college/professional sports.'*
Ligue 1

Demographic	Selected		Not Selected		Total N
Adults	1%	(13)	99%	(2197)	2210
Gender: Male	1%	(8)	99%	(1060)	1068
Gender: Female	—	(5)	100%	(1138)	1142
Age: 18-34	1%	(7)	99%	(635)	642
Age: 35-44	1%	(3)	99%	(362)	365
Age: 45-64	—	(2)	100%	(712)	714
Age: 65+	—	(1)	100%	(488)	489
GenZers: 1997-2012	1%	(3)	99%	(254)	256
Millennials: 1981-1996	1%	(4)	99%	(649)	653
GenXers: 1965-1980	1%	(5)	99%	(550)	555
Baby Boomers: 1946-1964	—	(1)	100%	(672)	673
PID: Dem (no lean)	1%	(5)	99%	(854)	860
PID: Ind (no lean)	1%	(4)	99%	(670)	674
PID: Rep (no lean)	—	(3)	100%	(673)	676
PID/Gender: Dem Men	1%	(2)	99%	(392)	394
PID/Gender: Dem Women	1%	(3)	99%	(462)	465
PID/Gender: Ind Men	1%	(4)	99%	(341)	345
PID/Gender: Ind Women	—	(0)	100%	(329)	329
PID/Gender: Rep Men	1%	(2)	99%	(327)	328
PID/Gender: Rep Women	—	(2)	100%	(346)	348
Ideo: Liberal (1-3)	1%	(5)	99%	(651)	656
Ideo: Moderate (4)	1%	(5)	99%	(746)	751
Ideo: Conservative (5-7)	—	(3)	100%	(664)	666
Educ: < College	—	(7)	100%	(1430)	1437
Educ: Bachelors degree	1%	(5)	99%	(486)	491
Educ: Post-grad	—	(1)	100%	(281)	282
Income: Under 50k	1%	(9)	99%	(1263)	1271
Income: 50k-100k	1%	(4)	99%	(652)	656
Income: 100k+	—	(0)	100%	(283)	283
Ethnicity: White	1%	(9)	99%	(1702)	1711
Ethnicity: Hispanic	1%	(3)	99%	(371)	374

Table MCFE14_23NET: *If you had to pick, what would you say are your favorite sports leagues / competitions? Please select up to three.If you don't like any sports, please select 'I don't like college/professional sports.'*

Ligue 1

Demographic	Selected		Not Selected		Total N
Adults	1%	(13)	99%	(2197)	2210
Ethnicity: Black	1%	(2)	99%	(280)	282
Ethnicity: Other	1%	(2)	99%	(215)	217
All Christian	1%	(6)	99%	(1023)	1029
All Non-Christian	1%	(1)	99%	(128)	129
Atheist	—	(0)	100%	(99)	99
Agnostic/Nothing in particular	—	(3)	100%	(585)	587
Something Else	1%	(3)	99%	(362)	365
Religious Non-Protestant/Catholic	1%	(1)	99%	(153)	154
Evangelical	1%	(4)	99%	(554)	558
Non-Evangelical	—	(4)	100%	(788)	792
Community: Urban	1%	(4)	99%	(634)	638
Community: Suburban	1%	(7)	99%	(1008)	1014
Community: Rural	—	(2)	100%	(556)	558
Employ: Private Sector	1%	(6)	99%	(649)	654
Employ: Government	1%	(2)	99%	(134)	136
Employ: Self-Employed	—	(0)	100%	(166)	166
Employ: Homemaker	—	(0)	100%	(190)	190
Employ: Student	—	(0)	100%	(62)	62
Employ: Retired	1%	(3)	99%	(560)	563
Employ: Unemployed	1%	(2)	99%	(299)	301
Employ: Other	—	(0)	100%	(137)	137
Military HH: Yes	1%	(2)	99%	(281)	283
Military HH: No	1%	(11)	99%	(1916)	1927
RD/WT: Right Direction	—	(3)	100%	(663)	666
RD/WT: Wrong Track	1%	(9)	99%	(1534)	1544
Biden Job Approve	1%	(7)	99%	(963)	970
Biden Job Disapprove	—	(5)	100%	(1139)	1144

Table MCFE14_23NET: *If you had to pick, what would you say are your favorite sports leagues / competitions? Please select up to three.If you don't like any sports, please select 'I don't like college/professional sports.'*
Ligue 1

Demographic	Selected		Not Selected		Total N
Adults	1%	(13)	99%	(2197)	2210
Biden Job Strongly Approve	1%	(5)	99%	(428)	433
Biden Job Somewhat Approve	—	(2)	100%	(535)	537
Biden Job Somewhat Disapprove	1%	(4)	99%	(335)	339
Biden Job Strongly Disapprove	—	(2)	100%	(803)	805
Favorable of Biden	1%	(6)	99%	(963)	969
Unfavorable of Biden	—	(5)	100%	(1129)	1134
Very Favorable of Biden	—	(1)	100%	(481)	482
Somewhat Favorable of Biden	1%	(5)	99%	(482)	487
Somewhat Unfavorable of Biden	1%	(2)	99%	(297)	299
Very Unfavorable of Biden	—	(3)	100%	(832)	835
#1 Issue: Economy	1%	(6)	99%	(907)	913
#1 Issue: Security	—	(0)	100%	(243)	243
#1 Issue: Health Care	1%	(2)	99%	(168)	170
#1 Issue: Medicare / Social Security	1%	(2)	99%	(264)	266
#1 Issue: Women's Issues	—	(1)	100%	(310)	311
#1 Issue: Education	2%	(1)	98%	(58)	59
#1 Issue: Energy	1%	(1)	99%	(133)	134
#1 Issue: Other	—	(0)	100%	(115)	115
2020 Vote: Joe Biden	1%	(7)	99%	(938)	945
2020 Vote: Donald Trump	—	(3)	100%	(736)	740
2020 Vote: Other	—	(0)	100%	(67)	67
2020 Vote: Didn't Vote	1%	(3)	99%	(456)	459
2018 House Vote: Democrat	—	(4)	100%	(751)	755
2018 House Vote: Republican	—	(2)	100%	(587)	589
2018 House Vote: Someone else	—	(0)	100%	(50)	50
2016 Vote: Hillary Clinton	1%	(5)	99%	(690)	695
2016 Vote: Donald Trump	—	(2)	100%	(654)	656
2016 Vote: Other	—	(0)	100%	(86)	86
2016 Vote: Didn't Vote	1%	(5)	99%	(760)	765

Table MCFE14_23NET: *If you had to pick, what would you say are your favorite sports leagues / competitions? Please select up to three.If you don't like any sports, please select 'I don't like college/professional sports.'*

Ligue 1

Demographic	Selected		Not Selected		Total N
Adults	1%	(13)	99%	(2197)	2210
Voted in 2014: Yes	—	(5)	100%	(1221)	1227
Voted in 2014: No	1%	(7)	99%	(976)	983
4-Region: Northeast	—	(2)	100%	(381)	383
4-Region: Midwest	—	(1)	100%	(456)	456
4-Region: South	1%	(8)	99%	(836)	844
4-Region: West	—	(2)	100%	(525)	527
TikTok Users	1%	(9)	99%	(784)	793
Twitch Users	1%	(2)	99%	(213)	216
2022 Sports Viewers/Attendees	1%	(11)	99%	(1464)	1475
Monthly Moviegoers	1%	(4)	99%	(316)	320
Few Times per Year + Moviegoers	1%	(12)	99%	(908)	920
Heard Smile Campaign	2%	(9)	98%	(542)	551
Heard Minion Campaign	1%	(5)	99%	(535)	540
Listens to Podcasts	1%	(11)	99%	(1121)	1132
Streaming Services User	1%	(11)	99%	(1762)	1773
Netflix User	1%	(11)	99%	(1463)	1474
Disney+ User	1%	(9)	99%	(975)	984
Heterosexual or straight	1%	(11)	99%	(1960)	1971
Gay	3%	(2)	97%	(66)	68
Bisexual	—	(0)	100%	(88)	88
Yes	—	(0)	100%	(70)	70
No	1%	(13)	99%	(2127)	2140

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

Table MCFE14_24NET: *If you had to pick, what would you say are your favorite sports leagues / competitions? Please select up to three.If you don't like any sports, please select 'I don't like college/professional sports.'*
Serie A

Demographic	Selected		Not Selected		Total N
Adults	1%	(20)	99%	(2190)	2210
Gender: Male	1%	(13)	99%	(1055)	1068
Gender: Female	1%	(7)	99%	(1135)	1142
Age: 18-34	2%	(11)	98%	(631)	642
Age: 35-44	2%	(9)	98%	(357)	365
Age: 45-64	—	(0)	100%	(714)	714
Age: 65+	—	(0)	100%	(489)	489
GenZers: 1997-2012	2%	(6)	98%	(251)	256
Millennials: 1981-1996	2%	(10)	98%	(642)	653
GenXers: 1965-1980	1%	(3)	99%	(552)	555
Baby Boomers: 1946-1964	—	(0)	100%	(673)	673
PID: Dem (no lean)	1%	(10)	99%	(849)	860
PID: Ind (no lean)	1%	(5)	99%	(669)	674
PID: Rep (no lean)	1%	(4)	99%	(672)	676
PID/Gender: Dem Men	2%	(7)	98%	(388)	394
PID/Gender: Dem Women	1%	(4)	99%	(462)	465
PID/Gender: Ind Men	1%	(4)	99%	(342)	345
PID/Gender: Ind Women	1%	(2)	99%	(327)	329
PID/Gender: Rep Men	1%	(2)	99%	(326)	328
PID/Gender: Rep Women	1%	(2)	99%	(346)	348
Ideo: Liberal (1-3)	1%	(6)	99%	(650)	656
Ideo: Moderate (4)	1%	(7)	99%	(743)	751
Ideo: Conservative (5-7)	1%	(4)	99%	(663)	666
Educ: < College	—	(6)	100%	(1431)	1437
Educ: Bachelors degree	3%	(13)	97%	(478)	491
Educ: Post-grad	—	(1)	100%	(281)	282
Income: Under 50k	1%	(8)	99%	(1263)	1271
Income: 50k-100k	1%	(6)	99%	(650)	656
Income: 100k+	2%	(6)	98%	(277)	283
Ethnicity: White	1%	(15)	99%	(1696)	1711
Ethnicity: Hispanic	1%	(4)	99%	(370)	374

Continued on next page

Table MCFE14_24NET: *If you had to pick, what would you say are your favorite sports leagues / competitions? Please select up to three.If you don't like any sports, please select 'I don't like college/professional sports.'*

Serie A

Demographic	Selected		Not Selected		Total N
Adults	1%	(20)	99%	(2190)	2210
Ethnicity: Black	1%	(3)	99%	(279)	282
Ethnicity: Other	1%	(1)	99%	(216)	217
All Christian	1%	(9)	99%	(1020)	1029
All Non-Christian	1%	(1)	99%	(128)	129
Atheist	—	(0)	100%	(99)	99
Agnostic/Nothing in particular	1%	(4)	99%	(583)	587
Something Else	1%	(5)	99%	(360)	365
Religious Non-Protestant/Catholic	1%	(1)	99%	(153)	154
Evangelical	1%	(5)	99%	(553)	558
Non-Evangelical	1%	(8)	99%	(784)	792
Community: Urban	2%	(10)	98%	(628)	638
Community: Suburban	1%	(8)	99%	(1007)	1014
Community: Rural	—	(2)	100%	(556)	558
Employ: Private Sector	2%	(14)	98%	(640)	654
Employ: Government	1%	(2)	99%	(134)	136
Employ: Self-Employed	1%	(1)	99%	(165)	166
Employ: Homemaker	—	(0)	100%	(190)	190
Employ: Student	3%	(2)	97%	(60)	62
Employ: Retired	—	(0)	100%	(563)	563
Employ: Unemployed	—	(0)	100%	(301)	301
Employ: Other	—	(0)	100%	(136)	137
Military HH: Yes	—	(1)	100%	(282)	283
Military HH: No	1%	(19)	99%	(1908)	1927
RD/WT: Right Direction	1%	(9)	99%	(657)	666
RD/WT: Wrong Track	1%	(11)	99%	(1533)	1544
Biden Job Approve	1%	(11)	99%	(959)	970
Biden Job Disapprove	1%	(8)	99%	(1136)	1144

Table MCFE14_24NET: *If you had to pick, what would you say are your favorite sports leagues / competitions? Please select up to three.If you don't like any sports, please select 'I don't like college/professional sports.'*
Serie A

Demographic	Selected		Not Selected		Total N
Adults	1%	(20)	99%	(2190)	2210
Biden Job Strongly Approve	2%	(8)	98%	(425)	433
Biden Job Somewhat Approve	1%	(3)	99%	(534)	537
Biden Job Somewhat Disapprove	1%	(4)	99%	(335)	339
Biden Job Strongly Disapprove	—	(4)	100%	(801)	805
Favorable of Biden	1%	(8)	99%	(961)	969
Unfavorable of Biden	1%	(8)	99%	(1126)	1134
Very Favorable of Biden	1%	(7)	99%	(475)	482
Somewhat Favorable of Biden	—	(2)	100%	(485)	487
Somewhat Unfavorable of Biden	1%	(2)	99%	(297)	299
Very Unfavorable of Biden	1%	(6)	99%	(830)	835
#1 Issue: Economy	1%	(8)	99%	(905)	913
#1 Issue: Security	1%	(1)	99%	(241)	243
#1 Issue: Health Care	1%	(2)	99%	(169)	170
#1 Issue: Medicare / Social Security	—	(0)	100%	(266)	266
#1 Issue: Women's Issues	2%	(5)	98%	(306)	311
#1 Issue: Education	2%	(1)	98%	(58)	59
#1 Issue: Energy	2%	(3)	98%	(131)	134
#1 Issue: Other	—	(0)	100%	(115)	115
2020 Vote: Joe Biden	1%	(8)	99%	(936)	945
2020 Vote: Donald Trump	1%	(5)	99%	(734)	740
2020 Vote: Other	2%	(1)	98%	(66)	67
2020 Vote: Didn't Vote	1%	(5)	99%	(454)	459
2018 House Vote: Democrat	1%	(8)	99%	(747)	755
2018 House Vote: Republican	1%	(4)	99%	(585)	589
2018 House Vote: Someone else	—	(0)	100%	(50)	50
2016 Vote: Hillary Clinton	1%	(6)	99%	(689)	695
2016 Vote: Donald Trump	1%	(4)	99%	(651)	656
2016 Vote: Other	—	(0)	100%	(86)	86
2016 Vote: Didn't Vote	1%	(9)	99%	(756)	765

Table MCFE14_24NET: *If you had to pick, what would you say are your favorite sports leagues / competitions? Please select up to three.If you don't like any sports, please select 'I don't like college/professional sports.'*

Serie A

Demographic	Selected		Not Selected		Total N
Adults	1%	(20)	99%	(2190)	2210
Voted in 2014: Yes	1%	(9)	99%	(1217)	1227
Voted in 2014: No	1%	(11)	99%	(973)	983
4-Region: Northeast	1%	(2)	99%	(380)	383
4-Region: Midwest	1%	(5)	99%	(452)	456
4-Region: South	1%	(8)	99%	(837)	844
4-Region: West	1%	(5)	99%	(521)	527
TikTok Users	2%	(14)	98%	(779)	793
Twitch Users	3%	(6)	97%	(210)	216
2022 Sports Viewers/Attendees	1%	(16)	99%	(1459)	1475
Monthly Moviegoers	2%	(7)	98%	(313)	320
Few Times per Year + Moviegoers	1%	(13)	99%	(907)	920
Heard Smile Campaign	2%	(13)	98%	(538)	551
Heard Minion Campaign	2%	(13)	98%	(527)	540
Listens to Podcasts	1%	(16)	99%	(1116)	1132
Streaming Services User	1%	(18)	99%	(1754)	1773
Netflix User	1%	(18)	99%	(1456)	1474
Disney+ User	2%	(18)	98%	(966)	984
Heterosexual or straight	1%	(19)	99%	(1952)	1971
Gay	—	(0)	100%	(68)	68
Bisexual	1%	(1)	99%	(88)	88
Yes	2%	(1)	98%	(69)	70
No	1%	(18)	99%	(2121)	2140

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

Table MCFE14_25NET: *If you had to pick, what would you say are your favorite sports leagues / competitions? Please select up to three.If you don't like any sports, please select 'I don't like college/professional sports.'*
Premier Lacrosse League

Demographic	Selected		Not Selected		Total N
Adults	—	(10)	100%	(2200)	2210
Gender: Male	1%	(8)	99%	(1060)	1068
Gender: Female	—	(2)	100%	(1140)	1142
Age: 18-34	1%	(5)	99%	(637)	642
Age: 35-44	1%	(3)	99%	(362)	365
Age: 45-64	—	(2)	100%	(712)	714
Age: 65+	—	(0)	100%	(489)	489
GenZers: 1997-2012	1%	(2)	99%	(254)	256
Millennials: 1981-1996	1%	(5)	99%	(648)	653
GenXers: 1965-1980	—	(2)	100%	(554)	555
Baby Boomers: 1946-1964	—	(1)	100%	(672)	673
PID: Dem (no lean)	—	(3)	100%	(856)	860
PID: Ind (no lean)	—	(3)	100%	(672)	674
PID: Rep (no lean)	1%	(4)	99%	(672)	676
PID/Gender: Dem Men	1%	(3)	99%	(391)	394
PID/Gender: Dem Women	—	(0)	100%	(465)	465
PID/Gender: Ind Men	1%	(2)	99%	(343)	345
PID/Gender: Ind Women	—	(0)	100%	(329)	329
PID/Gender: Rep Men	1%	(2)	99%	(326)	328
PID/Gender: Rep Women	—	(1)	100%	(346)	348
Ideo: Liberal (1-3)	—	(3)	100%	(653)	656
Ideo: Moderate (4)	1%	(4)	99%	(747)	751
Ideo: Conservative (5-7)	—	(2)	100%	(664)	666
Educ: < College	—	(2)	100%	(1435)	1437
Educ: Bachelors degree	1%	(7)	99%	(484)	491
Educ: Post-grad	—	(1)	100%	(281)	282
Income: Under 50k	—	(2)	100%	(1269)	1271
Income: 50k-100k	—	(3)	100%	(653)	656
Income: 100k+	2%	(5)	98%	(278)	283
Ethnicity: White	1%	(9)	99%	(1702)	1711
Ethnicity: Hispanic	—	(0)	100%	(374)	374

Table MCFE14_25NET: *If you had to pick, what would you say are your favorite sports leagues / competitions? Please select up to three.If you don't like any sports, please select 'I don't like college/professional sports.'*
Premier Lacrosse League

Demographic	Selected		Not Selected		Total N
Adults	—	(10)	100%	(2200)	2210
Ethnicity: Black	—	(0)	100%	(282)	282
Ethnicity: Other	1%	(1)	99%	(216)	217
All Christian	—	(5)	100%	(1024)	1029
All Non-Christian	1%	(1)	99%	(128)	129
Atheist	—	(0)	100%	(99)	99
Agnostic/Nothing in particular	1%	(4)	99%	(584)	587
Something Else	—	(1)	100%	(364)	365
Religious Non-Protestant/Catholic	1%	(1)	99%	(153)	154
Evangelical	—	(1)	100%	(557)	558
Non-Evangelical	—	(3)	100%	(789)	792
Community: Urban	1%	(7)	99%	(630)	638
Community: Suburban	—	(2)	100%	(1013)	1014
Community: Rural	—	(1)	100%	(557)	558
Employ: Private Sector	1%	(6)	99%	(649)	654
Employ: Government	1%	(1)	99%	(135)	136
Employ: Self-Employed	—	(0)	100%	(166)	166
Employ: Homemaker	—	(1)	100%	(189)	190
Employ: Student	2%	(1)	98%	(61)	62
Employ: Retired	—	(1)	100%	(562)	563
Employ: Unemployed	—	(0)	100%	(301)	301
Employ: Other	—	(0)	100%	(137)	137
Military HH: Yes	—	(1)	100%	(282)	283
Military HH: No	—	(9)	100%	(1918)	1927
RD/WT: Right Direction	1%	(6)	99%	(661)	666
RD/WT: Wrong Track	—	(4)	100%	(1540)	1544
Biden Job Approve	1%	(6)	99%	(964)	970
Biden Job Disapprove	—	(3)	100%	(1141)	1144

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Table MCFE14_25NET: *If you had to pick, what would you say are your favorite sports leagues / competitions? Please select up to three.If you don't like any sports, please select 'I don't like college/professional sports.'*
Premier Lacrosse League

Demographic	Selected		Not Selected		Total N
Adults	—	(10)	100%	(2200)	2210
Biden Job Strongly Approve	1%	(3)	99%	(430)	433
Biden Job Somewhat Approve	1%	(3)	99%	(534)	537
Biden Job Somewhat Disapprove	—	(0)	100%	(339)	339
Biden Job Strongly Disapprove	—	(3)	100%	(802)	805
Favorable of Biden	—	(4)	100%	(965)	969
Unfavorable of Biden	—	(5)	100%	(1129)	1134
Very Favorable of Biden	1%	(3)	99%	(479)	482
Somewhat Favorable of Biden	—	(1)	100%	(486)	487
Somewhat Unfavorable of Biden	1%	(2)	99%	(297)	299
Very Unfavorable of Biden	—	(3)	100%	(832)	835
#1 Issue: Economy	—	(4)	100%	(909)	913
#1 Issue: Security	1%	(2)	99%	(241)	243
#1 Issue: Health Care	1%	(2)	99%	(169)	170
#1 Issue: Medicare / Social Security	—	(0)	100%	(266)	266
#1 Issue: Women's Issues	—	(1)	100%	(310)	311
#1 Issue: Education	—	(0)	100%	(59)	59
#1 Issue: Energy	—	(1)	100%	(133)	134
#1 Issue: Other	—	(0)	100%	(115)	115
2020 Vote: Joe Biden	—	(3)	100%	(942)	945
2020 Vote: Donald Trump	1%	(5)	99%	(735)	740
2020 Vote: Other	—	(0)	100%	(67)	67
2020 Vote: Didn't Vote	—	(2)	100%	(457)	459
2018 House Vote: Democrat	—	(3)	100%	(752)	755
2018 House Vote: Republican	1%	(4)	99%	(585)	589
2018 House Vote: Someone else	—	(0)	100%	(50)	50
2016 Vote: Hillary Clinton	—	(2)	100%	(693)	695
2016 Vote: Donald Trump	1%	(5)	99%	(651)	656
2016 Vote: Other	—	(0)	100%	(86)	86
2016 Vote: Didn't Vote	—	(3)	100%	(762)	765

Table MCFE14_25NET: *If you had to pick, what would you say are your favorite sports leagues / competitions? Please select up to three. If you don't like any sports, please select 'I don't like college/professional sports.'*

Premier Lacrosse League

Demographic	Selected		Not Selected		Total N
Adults	—	(10)	100%	(2200)	2210
Voted in 2014: Yes	—	(6)	100%	(1221)	1227
Voted in 2014: No	—	(4)	100%	(979)	983
4-Region: Northeast	—	(1)	100%	(382)	383
4-Region: Midwest	1%	(3)	99%	(453)	456
4-Region: South	1%	(5)	99%	(840)	844
4-Region: West	—	(1)	100%	(525)	527
TikTok Users	1%	(5)	99%	(788)	793
Twitch Users	3%	(6)	97%	(210)	216
2022 Sports Viewers/Attendees	1%	(8)	99%	(1467)	1475
Monthly Moviegoers	2%	(5)	98%	(315)	320
Few Times per Year + Moviegoers	1%	(8)	99%	(912)	920
Heard Smile Campaign	1%	(6)	99%	(545)	551
Heard Minion Campaign	1%	(6)	99%	(535)	540
Listens to Podcasts	1%	(9)	99%	(1122)	1132
Streaming Services User	1%	(10)	99%	(1763)	1773
Netflix User	1%	(9)	99%	(1464)	1474
Disney+ User	1%	(7)	99%	(977)	984
Heterosexual or straight	—	(10)	100%	(1961)	1971
Gay	—	(0)	100%	(68)	68
Bisexual	1%	(0)	99%	(88)	88
Yes	—	(0)	100%	(70)	70
No	—	(10)	100%	(2130)	2140

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

Table MCFE14_26NET: *If you had to pick, what would you say are your favorite sports leagues / competitions? Please select up to three.If you don't like any sports, please select 'I don't like college/professional sports.'*
National Lacrosse League

Demographic	Selected		Not Selected		Total N
Adults	—	(10)	100%	(2200)	2210
Gender: Male	1%	(6)	99%	(1062)	1068
Gender: Female	—	(4)	100%	(1138)	1142
Age: 18-34	1%	(6)	99%	(636)	642
Age: 35-44	1%	(2)	99%	(363)	365
Age: 45-64	—	(1)	100%	(712)	714
Age: 65+	—	(1)	100%	(488)	489
GenZers: 1997-2012	—	(1)	100%	(256)	256
Millennials: 1981-1996	1%	(8)	99%	(645)	653
GenXers: 1965-1980	—	(1)	100%	(555)	555
Baby Boomers: 1946-1964	—	(1)	100%	(672)	673
PID: Dem (no lean)	—	(4)	100%	(855)	860
PID: Ind (no lean)	—	(2)	100%	(672)	674
PID: Rep (no lean)	1%	(4)	99%	(672)	676
PID/Gender: Dem Men	1%	(4)	99%	(390)	394
PID/Gender: Dem Women	—	(0)	100%	(465)	465
PID/Gender: Ind Men	—	(2)	100%	(344)	345
PID/Gender: Ind Women	—	(1)	100%	(329)	329
PID/Gender: Rep Men	—	(0)	100%	(328)	328
PID/Gender: Rep Women	1%	(4)	99%	(344)	348
Ideo: Liberal (1-3)	1%	(5)	99%	(651)	656
Ideo: Moderate (4)	1%	(4)	99%	(747)	751
Ideo: Conservative (5-7)	—	(1)	100%	(665)	666
Educ: < College	—	(5)	100%	(1432)	1437
Educ: Bachelors degree	1%	(4)	99%	(487)	491
Educ: Post-grad	—	(1)	100%	(281)	282
Income: Under 50k	—	(1)	100%	(1270)	1271
Income: 50k-100k	1%	(6)	99%	(650)	656
Income: 100k+	1%	(3)	99%	(280)	283
Ethnicity: White	—	(5)	100%	(1706)	1711
Ethnicity: Hispanic	—	(0)	100%	(374)	374

Table MCFE14_26NET: *If you had to pick, what would you say are your favorite sports leagues / competitions? Please select up to three.If you don't like any sports, please select 'I don't like college/professional sports.'*
National Lacrosse League

Demographic	Selected		Not Selected		Total N
Adults	—	(10)	100%	(2200)	2210
Ethnicity: Black	2%	(5)	98%	(278)	282
Ethnicity: Other	—	(1)	100%	(216)	217
All Christian	1%	(5)	99%	(1024)	1029
All Non-Christian	1%	(1)	99%	(128)	129
Atheist	—	(0)	100%	(99)	99
Agnostic/Nothing in particular	1%	(3)	99%	(584)	587
Something Else	—	(0)	100%	(365)	365
Religious Non-Protestant/Catholic	1%	(1)	99%	(152)	154
Evangelical	—	(2)	100%	(556)	558
Non-Evangelical	—	(3)	100%	(789)	792
Community: Urban	1%	(5)	99%	(633)	638
Community: Suburban	—	(4)	100%	(1010)	1014
Community: Rural	—	(1)	100%	(557)	558
Employ: Private Sector	1%	(6)	99%	(648)	654
Employ: Government	2%	(2)	98%	(134)	136
Employ: Self-Employed	—	(0)	100%	(166)	166
Employ: Homemaker	—	(0)	100%	(190)	190
Employ: Student	—	(0)	100%	(62)	62
Employ: Retired	—	(1)	100%	(562)	563
Employ: Unemployed	—	(1)	100%	(300)	301
Employ: Other	—	(0)	100%	(137)	137
Military HH: Yes	1%	(3)	99%	(281)	283
Military HH: No	—	(7)	100%	(1919)	1927
RD/WT: Right Direction	1%	(6)	99%	(661)	666
RD/WT: Wrong Track	—	(4)	100%	(1539)	1544
Biden Job Approve	1%	(6)	99%	(964)	970
Biden Job Disapprove	—	(4)	100%	(1140)	1144

Table MCFE14_26NET: *If you had to pick, what would you say are your favorite sports leagues / competitions? Please select up to three.If you don't like any sports, please select 'I don't like college/professional sports.'*
National Lacrosse League

Demographic	Selected		Not Selected		Total N
Adults	—	(10)	100%	(2200)	2210
Biden Job Strongly Approve	1%	(3)	99%	(429)	433
Biden Job Somewhat Approve	1%	(3)	99%	(535)	537
Biden Job Somewhat Disapprove	—	(1)	100%	(338)	339
Biden Job Strongly Disapprove	—	(3)	100%	(802)	805
Favorable of Biden	—	(3)	100%	(966)	969
Unfavorable of Biden	1%	(6)	99%	(1128)	1134
Very Favorable of Biden	1%	(3)	99%	(479)	482
Somewhat Favorable of Biden	—	(1)	100%	(486)	487
Somewhat Unfavorable of Biden	1%	(2)	99%	(297)	299
Very Unfavorable of Biden	—	(4)	100%	(831)	835
#1 Issue: Economy	—	(2)	100%	(911)	913
#1 Issue: Security	1%	(2)	99%	(240)	243
#1 Issue: Health Care	—	(0)	100%	(170)	170
#1 Issue: Medicare / Social Security	—	(1)	100%	(265)	266
#1 Issue: Women's Issues	1%	(4)	99%	(307)	311
#1 Issue: Education	1%	(0)	99%	(59)	59
#1 Issue: Energy	1%	(1)	99%	(133)	134
#1 Issue: Other	—	(0)	100%	(115)	115
2020 Vote: Joe Biden	—	(5)	100%	(940)	945
2020 Vote: Donald Trump	—	(3)	100%	(736)	740
2020 Vote: Other	—	(0)	100%	(67)	67
2020 Vote: Didn't Vote	—	(2)	100%	(456)	459
2018 House Vote: Democrat	1%	(4)	99%	(751)	755
2018 House Vote: Republican	1%	(3)	99%	(586)	589
2018 House Vote: Someone else	—	(0)	100%	(50)	50
2016 Vote: Hillary Clinton	—	(3)	100%	(692)	695
2016 Vote: Donald Trump	—	(2)	100%	(654)	656
2016 Vote: Other	—	(0)	100%	(86)	86
2016 Vote: Didn't Vote	—	(3)	100%	(762)	765

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Table MCFE14_26NET: *If you had to pick, what would you say are your favorite sports leagues / competitions? Please select up to three.If you don't like any sports, please select 'I don't like college/professional sports.'*

National Lacrosse League

Demographic	Selected		Not Selected		Total N
Adults	—	(10)	100%	(2200)	2210
Voted in 2014: Yes	—	(5)	100%	(1221)	1227
Voted in 2014: No	—	(5)	100%	(979)	983
4-Region: Northeast	—	(1)	100%	(382)	383
4-Region: Midwest	—	(1)	100%	(455)	456
4-Region: South	1%	(5)	99%	(839)	844
4-Region: West	1%	(3)	99%	(523)	527
TikTok Users	1%	(6)	99%	(787)	793
Twitch Users	2%	(3)	98%	(212)	216
2022 Sports Viewers/Attendees	1%	(9)	99%	(1466)	1475
Monthly Moviegoers	1%	(4)	99%	(316)	320
Few Times per Year + Moviegoers	1%	(8)	99%	(911)	920
Heard Smile Campaign	1%	(7)	99%	(544)	551
Heard Minion Campaign	1%	(8)	99%	(533)	540
Listens to Podcasts	1%	(9)	99%	(1123)	1132
Streaming Services User	1%	(10)	99%	(1763)	1773
Netflix User	1%	(10)	99%	(1464)	1474
Disney+ User	1%	(9)	99%	(975)	984
Heterosexual or straight	—	(8)	100%	(1962)	1971
Gay	—	(0)	100%	(68)	68
Bisexual	1%	(1)	99%	(88)	88
Yes	—	(0)	100%	(70)	70
No	—	(10)	100%	(2130)	2140

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

Table MCFE14_27NET: *If you had to pick, what would you say are your favorite sports leagues / competitions? Please select up to three.If you don't like any sports, please select 'I don't like college/professional sports.'*
National Women's Soccer League

Demographic	Selected		Not Selected		Total N
Adults	2%	(40)	98%	(2170)	2210
Gender: Male	1%	(11)	99%	(1057)	1068
Gender: Female	3%	(29)	97%	(1113)	1142
Age: 18-34	2%	(14)	98%	(628)	642
Age: 35-44	3%	(10)	97%	(355)	365
Age: 45-64	1%	(9)	99%	(705)	714
Age: 65+	1%	(7)	99%	(482)	489
GenZers: 1997-2012	2%	(5)	98%	(252)	256
Millennials: 1981-1996	3%	(18)	97%	(635)	653
GenXers: 1965-1980	1%	(7)	99%	(549)	555
Baby Boomers: 1946-1964	1%	(10)	99%	(663)	673
PID: Dem (no lean)	2%	(21)	98%	(839)	860
PID: Ind (no lean)	2%	(14)	98%	(661)	674
PID: Rep (no lean)	1%	(6)	99%	(670)	676
PID/Gender: Dem Men	1%	(5)	99%	(390)	394
PID/Gender: Dem Women	3%	(16)	97%	(449)	465
PID/Gender: Ind Men	1%	(4)	99%	(341)	345
PID/Gender: Ind Women	3%	(10)	97%	(320)	329
PID/Gender: Rep Men	1%	(3)	99%	(326)	328
PID/Gender: Rep Women	1%	(3)	99%	(344)	348
Ideo: Liberal (1-3)	3%	(21)	97%	(635)	656
Ideo: Moderate (4)	1%	(10)	99%	(741)	751
Ideo: Conservative (5-7)	1%	(7)	99%	(660)	666
Educ: < College	1%	(13)	99%	(1424)	1437
Educ: Bachelors degree	5%	(23)	95%	(467)	491
Educ: Post-grad	1%	(4)	99%	(278)	282
Income: Under 50k	1%	(15)	99%	(1256)	1271
Income: 50k-100k	2%	(15)	98%	(642)	656
Income: 100k+	4%	(10)	96%	(272)	283
Ethnicity: White	2%	(29)	98%	(1682)	1711
Ethnicity: Hispanic	2%	(7)	98%	(367)	374

Table MCFE14_27NET: *If you had to pick, what would you say are your favorite sports leagues / competitions? Please select up to three.If you don't like any sports, please select 'I don't like college/professional sports.'*

National Women's Soccer League

Demographic	Selected		Not Selected		Total N
Adults	2%	(40)	98%	(2170)	2210
Ethnicity: Black	2%	(6)	98%	(276)	282
Ethnicity: Other	2%	(5)	98%	(212)	217
All Christian	2%	(18)	98%	(1011)	1029
All Non-Christian	2%	(2)	98%	(127)	129
Atheist	—	(0)	100%	(99)	99
Agnostic/Nothing in particular	2%	(10)	98%	(578)	587
Something Else	3%	(10)	97%	(355)	365
Religious Non-Protestant/Catholic	1%	(2)	99%	(152)	154
Evangelical	1%	(7)	99%	(552)	558
Non-Evangelical	3%	(21)	97%	(771)	792
Community: Urban	2%	(12)	98%	(625)	638
Community: Suburban	2%	(19)	98%	(995)	1014
Community: Rural	2%	(9)	98%	(549)	558
Employ: Private Sector	3%	(19)	97%	(635)	654
Employ: Government	3%	(4)	97%	(132)	136
Employ: Self-Employed	1%	(2)	99%	(164)	166
Employ: Homemaker	1%	(2)	99%	(188)	190
Employ: Student	4%	(2)	96%	(60)	62
Employ: Retired	1%	(8)	99%	(555)	563
Employ: Unemployed	—	(1)	100%	(300)	301
Employ: Other	1%	(2)	99%	(135)	137
Military HH: Yes	2%	(6)	98%	(278)	283
Military HH: No	2%	(34)	98%	(1892)	1927
RD/WT: Right Direction	3%	(20)	97%	(646)	666
RD/WT: Wrong Track	1%	(20)	99%	(1524)	1544
Biden Job Approve	3%	(29)	97%	(941)	970
Biden Job Disapprove	1%	(11)	99%	(1133)	1144

Table MCFE14_27NET: *If you had to pick, what would you say are your favorite sports leagues / competitions? Please select up to three. If you don't like any sports, please select 'I don't like college/professional sports.'*
National Women's Soccer League

Demographic	Selected		Not Selected		Total N
Adults	2%	(40)	98%	(2170)	2210
Biden Job Strongly Approve	3%	(12)	97%	(421)	433
Biden Job Somewhat Approve	3%	(17)	97%	(520)	537
Biden Job Somewhat Disapprove	2%	(5)	98%	(334)	339
Biden Job Strongly Disapprove	1%	(5)	99%	(800)	805
Favorable of Biden	3%	(24)	97%	(945)	969
Unfavorable of Biden	1%	(13)	99%	(1120)	1134
Very Favorable of Biden	3%	(14)	97%	(469)	482
Somewhat Favorable of Biden	2%	(11)	98%	(476)	487
Somewhat Unfavorable of Biden	2%	(5)	98%	(294)	299
Very Unfavorable of Biden	1%	(8)	99%	(827)	835
#1 Issue: Economy	2%	(14)	98%	(899)	913
#1 Issue: Security	1%	(3)	99%	(240)	243
#1 Issue: Health Care	1%	(2)	99%	(168)	170
#1 Issue: Medicare / Social Security	2%	(5)	98%	(261)	266
#1 Issue: Women's Issues	3%	(8)	97%	(303)	311
#1 Issue: Education	4%	(2)	96%	(56)	59
#1 Issue: Energy	2%	(3)	98%	(131)	134
#1 Issue: Other	2%	(2)	98%	(113)	115
2020 Vote: Joe Biden	2%	(22)	98%	(923)	945
2020 Vote: Donald Trump	1%	(5)	99%	(734)	740
2020 Vote: Other	2%	(1)	98%	(66)	67
2020 Vote: Didn't Vote	3%	(12)	97%	(447)	459
2018 House Vote: Democrat	3%	(20)	97%	(735)	755
2018 House Vote: Republican	—	(2)	100%	(587)	589
2018 House Vote: Someone else	—	(0)	100%	(50)	50
2016 Vote: Hillary Clinton	3%	(20)	97%	(675)	695
2016 Vote: Donald Trump	1%	(4)	99%	(652)	656
2016 Vote: Other	1%	(1)	99%	(85)	86
2016 Vote: Didn't Vote	2%	(15)	98%	(750)	765

Table MCFE14_27NET: *If you had to pick, what would you say are your favorite sports leagues / competitions? Please select up to three.If you don't like any sports, please select 'I don't like college/professional sports.'*

National Women's Soccer League

Demographic	Selected		Not Selected		Total N
Adults	2%	(40)	98%	(2170)	2210
Voted in 2014: Yes	1%	(17)	99%	(1209)	1227
Voted in 2014: No	2%	(23)	98%	(961)	983
4-Region: Northeast	2%	(7)	98%	(376)	383
4-Region: Midwest	1%	(6)	99%	(451)	456
4-Region: South	2%	(14)	98%	(831)	844
4-Region: West	3%	(14)	97%	(513)	527
TikTok Users	2%	(17)	98%	(776)	793
Twitch Users	3%	(7)	97%	(209)	216
2022 Sports Viewers/Attendees	2%	(30)	98%	(1445)	1475
Monthly Moviegoers	3%	(10)	97%	(310)	320
Few Times per Year + Moviegoers	3%	(32)	97%	(888)	920
Heard Smile Campaign	3%	(16)	97%	(535)	551
Heard Minion Campaign	3%	(17)	97%	(524)	540
Listens to Podcasts	2%	(27)	98%	(1104)	1132
Streaming Services User	2%	(37)	98%	(1736)	1773
Netflix User	2%	(31)	98%	(1442)	1474
Disney+ User	3%	(29)	97%	(955)	984
Heterosexual or straight	2%	(31)	98%	(1939)	1971
Gay	—	(0)	100%	(68)	68
Bisexual	4%	(4)	96%	(85)	88
Yes	1%	(1)	99%	(70)	70
No	2%	(40)	98%	(2100)	2140

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

Table MCFE14_28NET: *If you had to pick, what would you say are your favorite sports leagues / competitions? Please select up to three.If you don't like any sports, please select 'I don't like college/professional sports.'*
Premier Hockey Federation

Demographic	Selected		Not Selected		Total N
Adults	1%	(11)	99%	(2199)	2210
Gender: Male	1%	(6)	99%	(1062)	1068
Gender: Female	1%	(6)	99%	(1137)	1142
Age: 18-34	—	(3)	100%	(639)	642
Age: 35-44	2%	(7)	98%	(359)	365
Age: 45-64	—	(0)	100%	(713)	714
Age: 65+	—	(1)	100%	(488)	489
GenZers: 1997-2012	1%	(2)	99%	(254)	256
Millennials: 1981-1996	1%	(4)	99%	(648)	653
GenXers: 1965-1980	1%	(3)	99%	(552)	555
Baby Boomers: 1946-1964	—	(1)	100%	(672)	673
PID: Dem (no lean)	1%	(8)	99%	(852)	860
PID: Ind (no lean)	—	(2)	100%	(672)	674
PID: Rep (no lean)	—	(1)	100%	(675)	676
PID/Gender: Dem Men	1%	(6)	99%	(389)	394
PID/Gender: Dem Women	1%	(3)	99%	(463)	465
PID/Gender: Ind Men	—	(0)	100%	(345)	345
PID/Gender: Ind Women	1%	(2)	99%	(327)	329
PID/Gender: Rep Men	—	(0)	100%	(328)	328
PID/Gender: Rep Women	—	(1)	100%	(347)	348
Ideo: Liberal (1-3)	1%	(3)	99%	(653)	656
Ideo: Moderate (4)	1%	(5)	99%	(746)	751
Ideo: Conservative (5-7)	—	(3)	100%	(663)	666
Educ: < College	—	(4)	100%	(1433)	1437
Educ: Bachelors degree	1%	(6)	99%	(485)	491
Educ: Post-grad	—	(1)	100%	(281)	282
Income: Under 50k	—	(4)	100%	(1267)	1271
Income: 50k-100k	1%	(5)	99%	(651)	656
Income: 100k+	1%	(2)	99%	(281)	283
Ethnicity: White	—	(9)	100%	(1702)	1711
Ethnicity: Hispanic	—	(1)	100%	(372)	374

Table MCFE14_28NET: *If you had to pick, what would you say are your favorite sports leagues / competitions? Please select up to three.If you don't like any sports, please select 'I don't like college/professional sports.'*
Premier Hockey Federation

Demographic	Selected		Not Selected		Total N
Adults	1%	(11)	99%	(2199)	2210
Ethnicity: Black	—	(1)	100%	(281)	282
Ethnicity: Other	1%	(2)	99%	(215)	217
All Christian	1%	(7)	99%	(1022)	1029
All Non-Christian	1%	(1)	99%	(128)	129
Atheist	—	(0)	100%	(99)	99
Agnostic/Nothing in particular	—	(0)	100%	(587)	587
Something Else	1%	(3)	99%	(362)	365
Religious Non-Protestant/Catholic	—	(1)	100%	(153)	154
Evangelical	1%	(5)	99%	(553)	558
Non-Evangelical	—	(4)	100%	(788)	792
Community: Urban	1%	(4)	99%	(633)	638
Community: Suburban	1%	(6)	99%	(1008)	1014
Community: Rural	—	(1)	100%	(557)	558
Employ: Private Sector	1%	(7)	99%	(648)	654
Employ: Government	1%	(1)	99%	(135)	136
Employ: Self-Employed	—	(0)	100%	(166)	166
Employ: Homemaker	—	(0)	100%	(190)	190
Employ: Student	4%	(2)	96%	(60)	62
Employ: Retired	—	(1)	100%	(562)	563
Employ: Unemployed	—	(0)	100%	(301)	301
Employ: Other	—	(0)	100%	(137)	137
Military HH: Yes	—	(0)	100%	(283)	283
Military HH: No	1%	(11)	99%	(1915)	1927
RD/WT: Right Direction	1%	(7)	99%	(659)	666
RD/WT: Wrong Track	—	(4)	100%	(1539)	1544
Biden Job Approve	1%	(9)	99%	(961)	970
Biden Job Disapprove	—	(2)	100%	(1142)	1144

Table MCFE14_28NET: *If you had to pick, what would you say are your favorite sports leagues / competitions? Please select up to three.If you don't like any sports, please select 'I don't like college/professional sports.'*
Premier Hockey Federation

Demographic	Selected		Not Selected		Total N
Adults	1%	(11)	99%	(2199)	2210
Biden Job Strongly Approve	1%	(6)	99%	(426)	433
Biden Job Somewhat Approve	1%	(3)	99%	(534)	537
Biden Job Somewhat Disapprove	—	(0)	100%	(339)	339
Biden Job Strongly Disapprove	—	(2)	100%	(803)	805
Favorable of Biden	1%	(8)	99%	(961)	969
Unfavorable of Biden	—	(3)	100%	(1130)	1134
Very Favorable of Biden	1%	(4)	99%	(478)	482
Somewhat Favorable of Biden	1%	(4)	99%	(483)	487
Somewhat Unfavorable of Biden	—	(1)	100%	(297)	299
Very Unfavorable of Biden	—	(2)	100%	(833)	835
#1 Issue: Economy	—	(1)	100%	(912)	913
#1 Issue: Security	—	(1)	100%	(242)	243
#1 Issue: Health Care	—	(0)	100%	(170)	170
#1 Issue: Medicare / Social Security	—	(0)	100%	(266)	266
#1 Issue: Women's Issues	2%	(5)	98%	(306)	311
#1 Issue: Education	—	(0)	100%	(59)	59
#1 Issue: Energy	3%	(4)	97%	(130)	134
#1 Issue: Other	—	(0)	100%	(115)	115
2020 Vote: Joe Biden	1%	(9)	99%	(936)	945
2020 Vote: Donald Trump	—	(1)	100%	(739)	740
2020 Vote: Other	2%	(1)	98%	(66)	67
2020 Vote: Didn't Vote	—	(0)	100%	(458)	459
2018 House Vote: Democrat	1%	(6)	99%	(749)	755
2018 House Vote: Republican	—	(1)	100%	(588)	589
2018 House Vote: Someone else	1%	(0)	99%	(49)	50
2016 Vote: Hillary Clinton	1%	(4)	99%	(691)	695
2016 Vote: Donald Trump	—	(3)	100%	(653)	656
2016 Vote: Other	1%	(0)	99%	(85)	86
2016 Vote: Didn't Vote	1%	(4)	99%	(761)	765

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Table MCFE14_28NET: *If you had to pick, what would you say are your favorite sports leagues / competitions? Please select up to three.If you don't like any sports, please select 'I don't like college/professional sports.'*
Premier Hockey Federation

Demographic	Selected		Not Selected		Total N
Adults	1%	(11)	99%	(2199)	2210
Voted in 2014: Yes	1%	(6)	99%	(1220)	1227
Voted in 2014: No	—	(5)	100%	(979)	983
4-Region: Northeast	—	(1)	100%	(381)	383
4-Region: Midwest	—	(0)	100%	(456)	456
4-Region: South	—	(3)	100%	(841)	844
4-Region: West	1%	(7)	99%	(520)	527
TikTok Users	1%	(8)	99%	(785)	793
Twitch Users	3%	(6)	97%	(210)	216
2022 Sports Viewers/Attendees	1%	(9)	99%	(1466)	1475
Monthly Moviegoers	1%	(4)	99%	(316)	320
Few Times per Year + Moviegoers	1%	(10)	99%	(910)	920
Heard Smile Campaign	2%	(9)	98%	(542)	551
Heard Minion Campaign	2%	(9)	98%	(531)	540
Listens to Podcasts	1%	(9)	99%	(1122)	1132
Streaming Services User	1%	(11)	99%	(1762)	1773
Netflix User	1%	(10)	99%	(1464)	1474
Disney+ User	1%	(11)	99%	(973)	984
Heterosexual or straight	1%	(11)	99%	(1959)	1971
Gay	—	(0)	100%	(68)	68
Bisexual	—	(0)	100%	(88)	88
Yes	—	(0)	100%	(70)	70
No	1%	(11)	99%	(2128)	2140

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

Table MCFE14_29NET: *If you had to pick, what would you say are your favorite sports leagues / competitions? Please select up to three. If you don't like any sports, please select 'I don't like college/professional sports.'*
Other (please specify)

Demographic	Selected		Not Selected		Total N
Adults	1%	(21)	99%	(2189)	2210
Gender: Male	1%	(10)	99%	(1058)	1068
Gender: Female	1%	(11)	99%	(1131)	1142
Age: 18-34	—	(3)	100%	(639)	642
Age: 35-44	1%	(2)	99%	(363)	365
Age: 45-64	1%	(10)	99%	(703)	714
Age: 65+	1%	(5)	99%	(483)	489
GenZers: 1997-2012	1%	(3)	99%	(254)	256
Millennials: 1981-1996	—	(0)	100%	(652)	653
GenXers: 1965-1980	2%	(11)	98%	(544)	555
Baby Boomers: 1946-1964	1%	(7)	99%	(666)	673
PID: Dem (no lean)	—	(3)	100%	(857)	860
PID: Ind (no lean)	2%	(14)	98%	(661)	674
PID: Rep (no lean)	1%	(4)	99%	(672)	676
PID/Gender: Dem Men	1%	(2)	99%	(392)	394
PID/Gender: Dem Women	—	(1)	100%	(465)	465
PID/Gender: Ind Men	1%	(5)	99%	(341)	345
PID/Gender: Ind Women	3%	(9)	97%	(320)	329
PID/Gender: Rep Men	1%	(3)	99%	(325)	328
PID/Gender: Rep Women	—	(1)	100%	(347)	348
Ideo: Liberal (1-3)	—	(2)	100%	(654)	656
Ideo: Moderate (4)	1%	(10)	99%	(741)	751
Ideo: Conservative (5-7)	1%	(7)	99%	(659)	666
Educ: < College	1%	(14)	99%	(1423)	1437
Educ: Bachelors degree	—	(1)	100%	(490)	491
Educ: Post-grad	2%	(6)	98%	(276)	282
Income: Under 50k	1%	(12)	99%	(1259)	1271
Income: 50k-100k	1%	(6)	99%	(650)	656
Income: 100k+	1%	(3)	99%	(279)	283
Ethnicity: White	1%	(19)	99%	(1692)	1711
Ethnicity: Hispanic	1%	(2)	99%	(371)	374

Table MCFE14_29NET: *If you had to pick, what would you say are your favorite sports leagues / competitions? Please select up to three.If you don't like any sports, please select 'I don't like college/professional sports.'*
Other (please specify)

Demographic	Selected		Not Selected		Total N
Adults	1%	(21)	99%	(2189)	2210
Ethnicity: Black	—	(1)	100%	(282)	282
Ethnicity: Other	1%	(1)	99%	(216)	217
All Christian	1%	(12)	99%	(1017)	1029
All Non-Christian	—	(0)	100%	(129)	129
Atheist	5%	(5)	95%	(95)	99
Agnostic/Nothing in particular	—	(2)	100%	(585)	587
Something Else	1%	(2)	99%	(363)	365
Religious Non-Protestant/Catholic	—	(0)	100%	(154)	154
Evangelical	1%	(3)	99%	(555)	558
Non-Evangelical	1%	(11)	99%	(781)	792
Community: Urban	1%	(3)	99%	(634)	638
Community: Suburban	1%	(10)	99%	(1005)	1014
Community: Rural	1%	(8)	99%	(550)	558
Employ: Private Sector	1%	(6)	99%	(648)	654
Employ: Government	1%	(2)	99%	(134)	136
Employ: Self-Employed	—	(0)	100%	(166)	166
Employ: Homemaker	1%	(2)	99%	(188)	190
Employ: Student	1%	(1)	99%	(62)	62
Employ: Retired	1%	(6)	99%	(557)	563
Employ: Unemployed	1%	(3)	99%	(298)	301
Employ: Other	1%	(2)	99%	(135)	137
Military HH: Yes	2%	(5)	98%	(279)	283
Military HH: No	1%	(17)	99%	(1910)	1927
RD/WT: Right Direction	—	(2)	100%	(664)	666
RD/WT: Wrong Track	1%	(19)	99%	(1525)	1544
Biden Job Approve	1%	(8)	99%	(962)	970
Biden Job Disapprove	1%	(13)	99%	(1131)	1144

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Table MCFE14_29NET: *If you had to pick, what would you say are your favorite sports leagues / competitions? Please select up to three.If you don't like any sports, please select 'I don't like college/professional sports.'*
Other (please specify)

Demographic	Selected		Not Selected		Total N
Adults	1%	(21)	99%	(2189)	2210
Biden Job Strongly Approve	—	(1)	100%	(431)	433
Biden Job Somewhat Approve	1%	(7)	99%	(531)	537
Biden Job Somewhat Disapprove	3%	(10)	97%	(329)	339
Biden Job Strongly Disapprove	—	(3)	100%	(802)	805
Favorable of Biden	1%	(7)	99%	(962)	969
Unfavorable of Biden	1%	(14)	99%	(1120)	1134
Very Favorable of Biden	—	(1)	100%	(481)	482
Somewhat Favorable of Biden	1%	(5)	99%	(482)	487
Somewhat Unfavorable of Biden	3%	(8)	97%	(290)	299
Very Unfavorable of Biden	1%	(6)	99%	(829)	835
#1 Issue: Economy	1%	(8)	99%	(904)	913
#1 Issue: Security	1%	(2)	99%	(241)	243
#1 Issue: Health Care	—	(1)	100%	(170)	170
#1 Issue: Medicare / Social Security	1%	(2)	99%	(264)	266
#1 Issue: Women's Issues	1%	(4)	99%	(307)	311
#1 Issue: Education	—	(0)	100%	(59)	59
#1 Issue: Energy	1%	(1)	99%	(133)	134
#1 Issue: Other	3%	(3)	97%	(111)	115
2020 Vote: Joe Biden	—	(3)	100%	(941)	945
2020 Vote: Donald Trump	1%	(5)	99%	(735)	740
2020 Vote: Other	3%	(2)	97%	(65)	67
2020 Vote: Didn't Vote	2%	(10)	98%	(448)	459
2018 House Vote: Democrat	—	(1)	100%	(754)	755
2018 House Vote: Republican	1%	(4)	99%	(585)	589
2018 House Vote: Someone else	3%	(1)	97%	(48)	50
2016 Vote: Hillary Clinton	—	(0)	100%	(695)	695
2016 Vote: Donald Trump	1%	(4)	99%	(652)	656
2016 Vote: Other	5%	(5)	95%	(81)	86
2016 Vote: Didn't Vote	2%	(13)	98%	(752)	765

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Table MCFE14_29NET: *If you had to pick, what would you say are your favorite sports leagues / competitions? Please select up to three.If you don't like any sports, please select 'I don't like college/professional sports.'*
Other (please specify)

Demographic	Selected		Not Selected		Total N
Adults	1%	(21)	99%	(2189)	2210
Voted in 2014: Yes	1%	(6)	99%	(1220)	1227
Voted in 2014: No	1%	(15)	99%	(969)	983
4-Region: Northeast	—	(1)	100%	(381)	383
4-Region: Midwest	1%	(4)	99%	(452)	456
4-Region: South	1%	(6)	99%	(839)	844
4-Region: West	2%	(10)	98%	(517)	527
TikTok Users	—	(2)	100%	(791)	793
Twitch Users	1%	(2)	99%	(213)	216
2022 Sports Viewers/Attendees	1%	(16)	99%	(1459)	1475
Monthly Moviegoers	—	(2)	100%	(319)	320
Few Times per Year + Moviegoers	1%	(11)	99%	(909)	920
Heard Smile Campaign	1%	(5)	99%	(546)	551
Heard Minion Campaign	1%	(5)	99%	(535)	540
Listens to Podcasts	1%	(13)	99%	(1119)	1132
Streaming Services User	1%	(18)	99%	(1755)	1773
Netflix User	1%	(14)	99%	(1460)	1474
Disney+ User	1%	(8)	99%	(976)	984
Heterosexual or straight	1%	(20)	99%	(1951)	1971
Gay	—	(0)	100%	(68)	68
Bisexual	—	(0)	100%	(88)	88
Yes	1%	(1)	99%	(70)	70
No	1%	(20)	99%	(2119)	2140

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

Table MCFE14_30NET: *If you had to pick, what would you say are your favorite sports leagues / competitions? Please select up to three.If you don't like any sports, please select 'I don't like college/professional sports.'*
I don't like college/professional sports

Demographic	Selected		Not Selected		Total N
Adults	22%	(479)	78%	(1731)	2210
Gender: Male	13%	(144)	87%	(924)	1068
Gender: Female	29%	(335)	71%	(807)	1142
Age: 18-34	22%	(143)	78%	(499)	642
Age: 35-44	19%	(68)	81%	(297)	365
Age: 45-64	21%	(152)	79%	(562)	714
Age: 65+	24%	(116)	76%	(373)	489
GenZers: 1997-2012	24%	(62)	76%	(195)	256
Millennials: 1981-1996	19%	(127)	81%	(526)	653
GenXers: 1965-1980	22%	(124)	78%	(432)	555
Baby Boomers: 1946-1964	23%	(152)	77%	(521)	673
PID: Dem (no lean)	21%	(183)	79%	(676)	860
PID: Ind (no lean)	24%	(162)	76%	(513)	674
PID: Rep (no lean)	20%	(134)	80%	(542)	676
PID/Gender: Dem Men	12%	(47)	88%	(348)	394
PID/Gender: Dem Women	29%	(137)	71%	(329)	465
PID/Gender: Ind Men	17%	(57)	83%	(288)	345
PID/Gender: Ind Women	32%	(104)	68%	(225)	329
PID/Gender: Rep Men	12%	(40)	88%	(288)	328
PID/Gender: Rep Women	27%	(94)	73%	(254)	348
Ideo: Liberal (1-3)	20%	(129)	80%	(527)	656
Ideo: Moderate (4)	21%	(159)	79%	(592)	751
Ideo: Conservative (5-7)	20%	(131)	80%	(535)	666
Educ: < College	25%	(353)	75%	(1084)	1437
Educ: Bachelors degree	17%	(83)	83%	(408)	491
Educ: Post-grad	15%	(43)	85%	(239)	282
Income: Under 50k	26%	(326)	74%	(946)	1271
Income: 50k-100k	19%	(122)	81%	(534)	656
Income: 100k+	11%	(32)	89%	(251)	283
Ethnicity: White	22%	(380)	78%	(1330)	1711
Ethnicity: Hispanic	18%	(67)	82%	(307)	374

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Table MCFE14_30NET: *If you had to pick, what would you say are your favorite sports leagues / competitions? Please select up to three.If you don't like any sports, please select 'I don't like college/professional sports.'*
I don't like college/professional sports

Demographic	Selected		Not Selected		Total N
Adults	22%	(479)	78%	(1731)	2210
Ethnicity: Black	15%	(43)	85%	(239)	282
Ethnicity: Other	26%	(55)	74%	(162)	217
All Christian	18%	(189)	82%	(840)	1029
All Non-Christian	24%	(32)	76%	(97)	129
Atheist	29%	(28)	71%	(71)	99
Agnostic/Nothing in particular	28%	(167)	72%	(420)	587
Something Else	17%	(63)	83%	(303)	365
Religious Non-Protestant/Catholic	24%	(37)	76%	(117)	154
Evangelical	18%	(100)	82%	(458)	558
Non-Evangelical	18%	(145)	82%	(647)	792
Community: Urban	21%	(132)	79%	(505)	638
Community: Suburban	18%	(186)	82%	(828)	1014
Community: Rural	29%	(160)	71%	(398)	558
Employ: Private Sector	14%	(93)	86%	(561)	654
Employ: Government	14%	(18)	86%	(118)	136
Employ: Self-Employed	16%	(27)	84%	(139)	166
Employ: Homemaker	31%	(58)	69%	(132)	190
Employ: Student	28%	(17)	72%	(45)	62
Employ: Retired	23%	(130)	77%	(432)	563
Employ: Unemployed	35%	(104)	65%	(197)	301
Employ: Other	23%	(31)	77%	(106)	137
Military HH: Yes	17%	(47)	83%	(236)	283
Military HH: No	22%	(432)	78%	(1495)	1927
RD/WT: Right Direction	19%	(128)	81%	(539)	666
RD/WT: Wrong Track	23%	(351)	77%	(1192)	1544
Biden Job Approve	19%	(184)	81%	(786)	970
Biden Job Disapprove	22%	(257)	78%	(887)	1144

Table MCFE14_30NET: *If you had to pick, what would you say are your favorite sports leagues / competitions? Please select up to three.If you don't like any sports, please select 'I don't like college/professional sports.'*

I don't like college/professional sports

Demographic	Selected		Not Selected		Total N
Adults	22%	(479)	78%	(1731)	2210
Biden Job Strongly Approve	19%	(80)	81%	(352)	433
Biden Job Somewhat Approve	19%	(103)	81%	(434)	537
Biden Job Somewhat Disapprove	21%	(70)	79%	(269)	339
Biden Job Strongly Disapprove	23%	(187)	77%	(618)	805
Favorable of Biden	20%	(190)	80%	(779)	969
Unfavorable of Biden	22%	(252)	78%	(882)	1134
Very Favorable of Biden	19%	(92)	81%	(390)	482
Somewhat Favorable of Biden	20%	(98)	80%	(389)	487
Somewhat Unfavorable of Biden	21%	(62)	79%	(236)	299
Very Unfavorable of Biden	23%	(189)	77%	(646)	835
#1 Issue: Economy	20%	(181)	80%	(732)	913
#1 Issue: Security	20%	(49)	80%	(193)	243
#1 Issue: Health Care	25%	(42)	75%	(128)	170
#1 Issue: Medicare / Social Security	22%	(58)	78%	(207)	266
#1 Issue: Women's Issues	24%	(75)	76%	(236)	311
#1 Issue: Education	20%	(12)	80%	(47)	59
#1 Issue: Energy	20%	(27)	80%	(107)	134
#1 Issue: Other	30%	(34)	70%	(80)	115
2020 Vote: Joe Biden	18%	(173)	82%	(772)	945
2020 Vote: Donald Trump	19%	(142)	81%	(598)	740
2020 Vote: Other	20%	(14)	80%	(54)	67
2020 Vote: Didn't Vote	33%	(151)	67%	(308)	459
2018 House Vote: Democrat	16%	(121)	84%	(634)	755
2018 House Vote: Republican	18%	(106)	82%	(482)	589
2018 House Vote: Someone else	25%	(12)	75%	(37)	50
2016 Vote: Hillary Clinton	18%	(128)	82%	(567)	695
2016 Vote: Donald Trump	17%	(112)	83%	(544)	656
2016 Vote: Other	25%	(22)	75%	(64)	86
2016 Vote: Didn't Vote	28%	(217)	72%	(547)	765

Table MCFE14_30NET: *If you had to pick, what would you say are your favorite sports leagues / competitions? Please select up to three.If you don't like any sports, please select 'I don't like college/professional sports.'*

I don't like college/professional sports

Demographic	Selected		Not Selected		Total N
Adults	22%	(479)	78%	(1731)	2210
Voted in 2014: Yes	17%	(212)	83%	(1014)	1227
Voted in 2014: No	27%	(266)	73%	(717)	983
4-Region: Northeast	26%	(99)	74%	(284)	383
4-Region: Midwest	23%	(104)	77%	(352)	456
4-Region: South	21%	(174)	79%	(670)	844
4-Region: West	19%	(102)	81%	(425)	527
TikTok Users	17%	(133)	83%	(659)	793
Twitch Users	13%	(29)	87%	(187)	216
2022 Sports Viewers/Attendees	5%	(72)	95%	(1403)	1475
Monthly Moviegoers	8%	(27)	92%	(294)	320
Few Times per Year + Moviegoers	13%	(122)	87%	(798)	920
Heard Smile Campaign	11%	(63)	89%	(488)	551
Heard Minion Campaign	12%	(63)	88%	(477)	540
Listens to Podcasts	16%	(178)	84%	(953)	1132
Streaming Services User	20%	(353)	80%	(1420)	1773
Netflix User	20%	(288)	80%	(1186)	1474
Disney+ User	17%	(166)	83%	(818)	984
Heterosexual or straight	20%	(402)	80%	(1568)	1971
Gay	28%	(19)	72%	(49)	68
Bisexual	32%	(29)	68%	(60)	88
Yes	14%	(10)	86%	(60)	70
No	22%	(469)	78%	(1671)	2140

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

Table MCFE15: *How often do you watch live sporting events?*

Demographic	Almost every day		At least once a week		At least once a month		Once every few months		Never		Total N
Adults	10%	(215)	36%	(802)	13%	(283)	17%	(366)	25%	(543)	2210
Gender: Male	15%	(155)	44%	(473)	14%	(152)	12%	(128)	15%	(160)	1068
Gender: Female	5%	(60)	29%	(330)	12%	(132)	21%	(238)	34%	(383)	1142
Age: 18-34	13%	(83)	31%	(201)	15%	(99)	16%	(105)	24%	(155)	642
Age: 35-44	10%	(37)	36%	(130)	13%	(46)	21%	(76)	21%	(76)	365
Age: 45-64	9%	(64)	37%	(261)	11%	(80)	16%	(112)	27%	(196)	714
Age: 65+	7%	(32)	43%	(211)	12%	(58)	15%	(72)	24%	(117)	489
GenZers: 1997-2012	9%	(24)	28%	(73)	16%	(41)	20%	(50)	27%	(68)	256
Millennials: 1981-1996	14%	(90)	34%	(224)	14%	(93)	16%	(107)	21%	(138)	653
GenXers: 1965-1980	7%	(41)	34%	(187)	11%	(64)	20%	(110)	28%	(154)	555
Baby Boomers: 1946-1964	8%	(55)	43%	(288)	11%	(76)	13%	(87)	25%	(167)	673
PID: Dem (no lean)	12%	(102)	35%	(303)	13%	(110)	16%	(141)	24%	(204)	860
PID: Ind (no lean)	8%	(55)	32%	(214)	15%	(98)	16%	(110)	29%	(197)	674
PID: Rep (no lean)	9%	(58)	42%	(285)	11%	(75)	17%	(115)	21%	(143)	676
PID/Gender: Dem Men	19%	(74)	42%	(166)	15%	(59)	11%	(42)	14%	(54)	394
PID/Gender: Dem Women	6%	(29)	29%	(136)	11%	(51)	21%	(99)	32%	(150)	465
PID/Gender: Ind Men	12%	(40)	40%	(139)	17%	(59)	11%	(38)	20%	(70)	345
PID/Gender: Ind Women	4%	(15)	23%	(76)	12%	(40)	22%	(72)	38%	(127)	329
PID/Gender: Rep Men	13%	(41)	51%	(168)	10%	(34)	15%	(49)	11%	(36)	328
PID/Gender: Rep Women	5%	(17)	34%	(118)	12%	(41)	19%	(66)	31%	(106)	348
Ideo: Liberal (1-3)	13%	(84)	32%	(209)	13%	(88)	18%	(118)	24%	(157)	656
Ideo: Moderate (4)	10%	(76)	38%	(283)	13%	(99)	16%	(121)	23%	(173)	751
Ideo: Conservative (5-7)	8%	(53)	43%	(286)	13%	(84)	15%	(100)	22%	(144)	666
Educ: < College	9%	(134)	33%	(475)	12%	(176)	16%	(237)	29%	(415)	1437
Educ: Bachelors degree	11%	(53)	45%	(220)	13%	(63)	16%	(77)	16%	(77)	491
Educ: Post-grad	10%	(28)	38%	(107)	16%	(44)	18%	(52)	18%	(51)	282
Income: Under 50k	8%	(107)	31%	(399)	12%	(157)	17%	(213)	31%	(396)	1271
Income: 50k-100k	10%	(68)	43%	(282)	13%	(85)	16%	(108)	17%	(113)	656
Income: 100k+	14%	(40)	43%	(122)	15%	(41)	16%	(45)	12%	(34)	283
Ethnicity: White	9%	(151)	38%	(645)	12%	(210)	16%	(270)	25%	(435)	1711
Ethnicity: Hispanic	13%	(50)	32%	(119)	17%	(64)	16%	(61)	21%	(79)	374
Ethnicity: Black	19%	(54)	36%	(101)	14%	(38)	13%	(35)	19%	(54)	282

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Table MCFE15: *How often do you watch live sporting events?*

Demographic	Almost every day		At least once a week		At least once a month		Once every few months		Never		Total N
Adults	10%	(215)	36%	(802)	13%	(283)	17%	(366)	25%	(543)	2210
Ethnicity: Other	5%	(10)	26%	(56)	16%	(35)	28%	(60)	25%	(55)	217
All Christian	11%	(110)	40%	(407)	13%	(130)	17%	(176)	20%	(207)	1029
All Non-Christian	12%	(15)	36%	(47)	11%	(14)	15%	(19)	27%	(35)	129
Atheist	7%	(7)	39%	(39)	12%	(12)	13%	(13)	29%	(29)	99
Agnostic/Nothing in particular	6%	(36)	32%	(188)	13%	(77)	16%	(95)	33%	(192)	587
Something Else	13%	(48)	34%	(123)	14%	(51)	17%	(63)	22%	(81)	365
Religious Non-Protestant/Catholic	11%	(17)	37%	(56)	10%	(15)	15%	(23)	27%	(42)	154
Evangelical	11%	(61)	41%	(230)	13%	(72)	15%	(81)	20%	(114)	558
Non-Evangelical	12%	(93)	35%	(277)	13%	(105)	19%	(150)	21%	(167)	792
Community: Urban	13%	(80)	36%	(229)	12%	(76)	19%	(120)	21%	(133)	638
Community: Suburban	10%	(103)	40%	(402)	14%	(140)	15%	(151)	22%	(219)	1014
Community: Rural	6%	(33)	31%	(171)	12%	(68)	17%	(95)	34%	(191)	558
Employ: Private Sector	12%	(79)	39%	(258)	16%	(104)	18%	(119)	15%	(95)	654
Employ: Government	12%	(17)	42%	(57)	13%	(18)	20%	(27)	13%	(17)	136
Employ: Self-Employed	15%	(24)	45%	(74)	13%	(22)	9%	(15)	19%	(31)	166
Employ: Homemaker	8%	(15)	24%	(46)	11%	(21)	20%	(38)	37%	(70)	190
Employ: Student	13%	(8)	26%	(16)	12%	(7)	23%	(14)	26%	(16)	62
Employ: Retired	7%	(41)	41%	(232)	11%	(64)	14%	(78)	26%	(148)	563
Employ: Unemployed	6%	(18)	23%	(68)	12%	(37)	15%	(46)	44%	(133)	301
Employ: Other	11%	(15)	37%	(51)	8%	(11)	21%	(28)	24%	(32)	137
Military HH: Yes	7%	(19)	39%	(112)	17%	(49)	16%	(45)	21%	(58)	283
Military HH: No	10%	(196)	36%	(691)	12%	(234)	17%	(321)	25%	(485)	1927
RD/WT: Right Direction	13%	(87)	36%	(241)	15%	(100)	14%	(94)	22%	(144)	666
RD/WT: Wrong Track	8%	(128)	36%	(562)	12%	(183)	18%	(271)	26%	(399)	1544
Biden Job Approve	12%	(116)	36%	(351)	14%	(132)	16%	(157)	22%	(214)	970
Biden Job Disapprove	8%	(95)	38%	(432)	13%	(145)	16%	(187)	25%	(284)	1144
Biden Job Strongly Approve	15%	(65)	35%	(153)	15%	(63)	13%	(58)	22%	(93)	433
Biden Job Somewhat Approve	10%	(51)	37%	(198)	13%	(69)	18%	(99)	23%	(121)	537
Biden Job Somewhat Disapprove	8%	(27)	36%	(121)	12%	(42)	19%	(64)	25%	(85)	339
Biden Job Strongly Disapprove	8%	(68)	39%	(311)	13%	(103)	15%	(123)	25%	(199)	805

Table MCFE15: *How often do you watch live sporting events?*

Demographic	Almost every day		At least once a week		At least once a month		Once every few months		Never		Total N
Adults	10%	(215)	36%	(802)	13%	(283)	17%	(366)	25%	(543)	2210
Favorable of Biden	11%	(109)	37%	(357)	13%	(124)	16%	(154)	23%	(225)	969
Unfavorable of Biden	9%	(103)	37%	(420)	13%	(143)	17%	(193)	24%	(274)	1134
Very Favorable of Biden	14%	(65)	36%	(173)	14%	(66)	14%	(67)	23%	(111)	482
Somewhat Favorable of Biden	9%	(44)	38%	(184)	12%	(58)	18%	(87)	24%	(115)	487
Somewhat Unfavorable of Biden	12%	(36)	29%	(86)	13%	(38)	22%	(66)	24%	(73)	299
Very Unfavorable of Biden	8%	(68)	40%	(334)	13%	(105)	15%	(127)	24%	(201)	835
#1 Issue: Economy	11%	(99)	37%	(335)	14%	(131)	16%	(145)	22%	(203)	913
#1 Issue: Security	10%	(25)	37%	(91)	13%	(32)	18%	(43)	21%	(51)	243
#1 Issue: Health Care	14%	(24)	35%	(60)	11%	(19)	18%	(31)	21%	(36)	170
#1 Issue: Medicare / Social Security	5%	(12)	42%	(112)	11%	(29)	15%	(41)	27%	(71)	266
#1 Issue: Women's Issues	6%	(20)	28%	(88)	11%	(33)	19%	(60)	35%	(110)	311
#1 Issue: Education	18%	(11)	32%	(19)	11%	(7)	22%	(13)	17%	(10)	59
#1 Issue: Energy	12%	(16)	40%	(53)	15%	(20)	13%	(17)	21%	(28)	134
#1 Issue: Other	7%	(8)	39%	(45)	10%	(12)	13%	(15)	31%	(35)	115
2020 Vote: Joe Biden	13%	(122)	37%	(349)	13%	(121)	16%	(148)	22%	(204)	945
2020 Vote: Donald Trump	8%	(59)	44%	(325)	13%	(96)	16%	(120)	19%	(139)	740
2020 Vote: Other	2%	(1)	47%	(31)	23%	(15)	12%	(8)	17%	(11)	67
2020 Vote: Didn't Vote	7%	(32)	21%	(97)	11%	(51)	20%	(90)	41%	(189)	459
2018 House Vote: Democrat	13%	(100)	40%	(302)	12%	(93)	15%	(111)	20%	(149)	755
2018 House Vote: Republican	9%	(52)	46%	(271)	13%	(76)	14%	(82)	18%	(108)	589
2018 House Vote: Someone else	4%	(2)	37%	(18)	26%	(13)	10%	(5)	23%	(11)	50
2016 Vote: Hillary Clinton	14%	(95)	37%	(254)	12%	(82)	15%	(102)	23%	(162)	695
2016 Vote: Donald Trump	9%	(62)	46%	(300)	12%	(77)	16%	(104)	17%	(114)	656
2016 Vote: Other	6%	(5)	42%	(36)	22%	(19)	12%	(10)	18%	(15)	86
2016 Vote: Didn't Vote	7%	(52)	27%	(208)	14%	(104)	19%	(148)	33%	(253)	765
Voted in 2014: Yes	11%	(138)	43%	(522)	13%	(156)	14%	(170)	20%	(241)	1227
Voted in 2014: No	8%	(77)	29%	(281)	13%	(127)	20%	(196)	31%	(303)	983
4-Region: Northeast	9%	(36)	34%	(132)	12%	(46)	18%	(68)	26%	(101)	383
4-Region: Midwest	10%	(44)	41%	(188)	10%	(44)	15%	(70)	24%	(111)	456
4-Region: South	9%	(78)	36%	(302)	15%	(126)	17%	(141)	23%	(198)	844
4-Region: West	11%	(58)	34%	(181)	13%	(67)	16%	(86)	25%	(133)	527

Table MCFE15: *How often do you watch live sporting events?*

Demographic	Almost every day		At least once a week		At least once a month		Once every few months		Never		Total N
Adults	10%	(215)	36%	(802)	13%	(283)	17%	(366)	25%	(543)	2210
TikTok Users	11%	(85)	36%	(286)	15%	(116)	17%	(134)	22%	(172)	793
Twitch Users	19%	(41)	37%	(80)	15%	(33)	13%	(27)	16%	(34)	216
2022 Sports Viewers/Attendees	14%	(204)	50%	(737)	16%	(241)	15%	(228)	4%	(65)	1475
Monthly Moviegoers	19%	(60)	51%	(163)	13%	(43)	8%	(26)	9%	(28)	320
Few Times per Year + Moviegoers	14%	(132)	42%	(390)	15%	(142)	14%	(128)	14%	(128)	920
Heard Smile Campaign	18%	(101)	42%	(231)	14%	(77)	14%	(78)	12%	(64)	551
Heard Minion Campaign	19%	(103)	38%	(207)	18%	(95)	12%	(64)	13%	(71)	540
Listens to Podcasts	12%	(140)	40%	(450)	15%	(169)	17%	(191)	16%	(181)	1132
Streaming Services User	10%	(182)	37%	(657)	13%	(236)	17%	(301)	22%	(397)	1773
Netflix User	11%	(161)	36%	(529)	14%	(209)	17%	(251)	22%	(323)	1474
Disney+ User	12%	(115)	36%	(356)	16%	(159)	17%	(170)	19%	(184)	984
Heterosexual or straight	10%	(199)	38%	(753)	12%	(242)	17%	(330)	23%	(447)	1971
Gay	5%	(3)	25%	(17)	14%	(10)	21%	(14)	34%	(23)	68
Bisexual	7%	(6)	19%	(17)	18%	(16)	17%	(15)	39%	(35)	88
Yes	11%	(8)	27%	(19)	16%	(12)	23%	(16)	23%	(16)	70
No	10%	(208)	37%	(784)	13%	(272)	16%	(349)	25%	(527)	2140

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

Table MCFE16_1: *When was the last time, if ever, you?*

Attended a professional sporting event (for any sport) in-person

Demographic	August 2022 - November 2022	May 2022 - July 2022	January 2022 - April 2022	Sometime in 2021	Sometime in 2020	Sometime before 2020	I have never done this	Total N
Adults	9% (197)	6% (125)	5% (108)	6% (125)	4% (79)	30% (665)	41% (911)	2210
Gender: Male	12% (125)	8% (83)	6% (65)	6% (65)	4% (38)	32% (345)	32% (346)	1068
Gender: Female	6% (72)	4% (42)	4% (44)	5% (59)	4% (41)	28% (320)	49% (565)	1142
Age: 18-34	11% (72)	6% (39)	9% (55)	9% (55)	6% (37)	19% (121)	41% (262)	642
Age: 35-44	9% (32)	9% (33)	8% (30)	7% (27)	5% (18)	26% (97)	35% (129)	365
Age: 45-64	8% (57)	4% (29)	3% (19)	4% (32)	3% (20)	31% (223)	47% (334)	714
Age: 65+	7% (36)	5% (24)	1% (4)	2% (10)	1% (5)	46% (224)	38% (186)	489
GenZers: 1997-2012	11% (27)	8% (20)	8% (22)	7% (19)	7% (17)	14% (36)	45% (115)	256
Millennials: 1981-1996	11% (69)	7% (46)	7% (49)	9% (58)	5% (33)	23% (153)	38% (245)	653
GenXers: 1965-1980	7% (40)	4% (23)	5% (30)	5% (27)	4% (21)	28% (153)	47% (260)	555
Baby Boomers: 1946-1964	9% (60)	5% (33)	1% (8)	3% (20)	1% (6)	42% (282)	39% (264)	673
PID: Dem (no lean)	9% (80)	6% (50)	7% (64)	7% (57)	4% (34)	26% (225)	41% (350)	860
PID: Ind (no lean)	8% (55)	5% (32)	2% (13)	5% (32)	2% (14)	34% (227)	45% (301)	674
PID: Rep (no lean)	9% (62)	6% (43)	5% (32)	5% (35)	5% (31)	31% (213)	38% (260)	676
PID/Gender: Dem Men	13% (51)	8% (30)	9% (37)	8% (30)	4% (15)	27% (106)	32% (125)	394
PID/Gender: Dem Women	6% (29)	4% (19)	6% (27)	6% (27)	4% (19)	26% (119)	48% (225)	465
PID/Gender: Ind Men	11% (38)	8% (27)	2% (7)	6% (20)	3% (11)	34% (118)	36% (124)	345
PID/Gender: Ind Women	5% (17)	2% (5)	2% (6)	4% (12)	1% (3)	33% (109)	54% (177)	329
PID/Gender: Rep Men	11% (36)	8% (26)	6% (21)	5% (15)	4% (12)	37% (121)	30% (97)	328
PID/Gender: Rep Women	7% (26)	5% (17)	3% (11)	6% (20)	5% (19)	26% (92)	47% (163)	348
Ideo: Liberal (1-3)	10% (63)	6% (39)	6% (40)	7% (44)	4% (26)	33% (214)	35% (230)	656
Ideo: Moderate (4)	7% (56)	5% (40)	7% (51)	6% (44)	4% (27)	24% (183)	47% (350)	751
Ideo: Conservative (5-7)	11% (71)	6% (42)	2% (14)	5% (31)	3% (23)	36% (237)	37% (249)	666
Educ: < College	8% (111)	4% (61)	4% (58)	5% (76)	3% (46)	27% (387)	49% (698)	1437
Educ: Bachelors degree	12% (58)	7% (35)	8% (38)	6% (30)	5% (22)	35% (173)	27% (134)	491
Educ: Post-grad	10% (29)	10% (29)	4% (12)	7% (19)	4% (11)	37% (104)	28% (79)	282
Income: Under 50k	6% (79)	4% (51)	3% (43)	5% (60)	3% (37)	26% (333)	52% (667)	1271
Income: 50k-100k	11% (69)	7% (43)	7% (48)	6% (41)	5% (33)	36% (234)	29% (188)	656
Income: 100k+	17% (49)	11% (31)	6% (17)	8% (24)	3% (9)	35% (98)	20% (55)	283
Ethnicity: White	8% (143)	6% (96)	4% (70)	5% (93)	4% (61)	33% (565)	40% (683)	1711

Continued on next page

Table MCFE16_1: *When was the last time, if ever, you?*

Attended a professional sporting event (for any sport) in-person

Demographic	August 2022 - November 2022	May 2022 - July 2022	January 2022 - April 2022	Sometime in 2021	Sometime in 2020	Sometime before 2020	I have never done this	Total N
Adults	9% (197)	6% (125)	5% (108)	6% (125)	4% (79)	30% (665)	41% (911)	2210
Ethnicity: Hispanic	10% (39)	5% (19)	10% (37)	7% (27)	6% (21)	14% (52)	47% (177)	374
Ethnicity: Black	10% (29)	7% (19)	9% (26)	6% (18)	2% (5)	22% (63)	43% (122)	282
Ethnicity: Other	12% (25)	5% (10)	6% (13)	6% (14)	6% (13)	17% (37)	49% (105)	217
All Christian	10% (100)	7% (71)	5% (47)	5% (54)	4% (45)	32% (332)	37% (379)	1029
All Non-Christian	14% (18)	5% (7)	5% (6)	6% (8)	3% (4)	36% (47)	30% (39)	129
Atheist	6% (6)	3% (3)	14% (14)	5% (5)	2% (2)	29% (29)	40% (40)	99
Agnostic/Nothing in particular	7% (39)	4% (26)	4% (24)	6% (35)	3% (15)	29% (170)	47% (278)	587
Something Else	9% (34)	5% (18)	5% (17)	6% (22)	3% (12)	24% (87)	48% (175)	365
Religious Non-Protestant/Catholic	13% (20)	5% (7)	5% (8)	7% (11)	3% (5)	36% (55)	31% (48)	154
Evangelical	9% (48)	6% (33)	5% (27)	6% (34)	3% (17)	26% (146)	45% (253)	558
Non-Evangelical	10% (80)	7% (54)	4% (32)	5% (39)	5% (39)	33% (261)	36% (286)	792
Community: Urban	9% (56)	8% (51)	9% (58)	7% (43)	5% (32)	23% (149)	39% (250)	638
Community: Suburban	11% (112)	6% (58)	4% (38)	6% (57)	4% (37)	35% (351)	36% (361)	1014
Community: Rural	5% (30)	3% (16)	2% (12)	4% (25)	2% (10)	30% (165)	54% (301)	558
Employ: Private Sector	13% (84)	9% (59)	7% (46)	5% (35)	6% (39)	29% (189)	31% (202)	654
Employ: Government	8% (11)	5% (7)	15% (20)	14% (19)	8% (11)	22% (30)	29% (39)	136
Employ: Self-Employed	11% (18)	6% (10)	8% (13)	8% (14)	3% (6)	33% (55)	31% (52)	166
Employ: Homemaker	4% (8)	4% (7)	3% (5)	7% (13)	3% (5)	24% (45)	56% (107)	190
Employ: Student	10% (6)	2% (2)	9% (5)	9% (5)	6% (4)	16% (10)	47% (29)	62
Employ: Retired	8% (42)	5% (29)	1% (4)	3% (15)	1% (8)	43% (241)	40% (225)	563
Employ: Unemployed	4% (12)	3% (8)	2% (5)	6% (18)	2% (5)	19% (58)	65% (195)	301
Employ: Other	11% (15)	3% (5)	8% (10)	5% (6)	2% (3)	27% (37)	45% (61)	137
Military HH: Yes	7% (20)	5% (14)	3% (8)	6% (16)	4% (10)	41% (117)	35% (99)	283
Military HH: No	9% (177)	6% (111)	5% (101)	6% (109)	4% (69)	28% (548)	42% (812)	1927
RD/WT: Right Direction	9% (61)	6% (40)	8% (55)	7% (48)	4% (27)	25% (165)	41% (270)	666
RD/WT: Wrong Track	9% (136)	5% (84)	3% (53)	5% (77)	3% (52)	32% (500)	42% (641)	1544
Biden Job Approve	10% (94)	6% (57)	6% (62)	7% (72)	4% (37)	28% (274)	39% (374)	970
Biden Job Disapprove	9% (100)	6% (65)	4% (42)	4% (50)	3% (40)	32% (367)	42% (479)	1144

Table MCFE16_1: *When was the last time, if ever, you?*

Attended a professional sporting event (for any sport) in-person

Demographic	August 2022 - November 2022	May 2022 - July 2022	January 2022 - April 2022	Sometime in 2021	Sometime in 2020	Sometime before 2020	I have never done this	Total N
Adults	9% (197)	6% (125)	5% (108)	6% (125)	4% (79)	30% (665)	41% (911)	2210
Biden Job Strongly Approve	10% (44)	7% (32)	7% (32)	8% (36)	2% (10)	26% (114)	38% (166)	433
Biden Job Somewhat Approve	9% (50)	5% (25)	6% (31)	7% (36)	5% (27)	30% (161)	39% (208)	537
Biden Job Somewhat Disapprove	9% (29)	5% (17)	6% (20)	4% (15)	4% (13)	32% (108)	40% (136)	339
Biden Job Strongly Disapprove	9% (71)	6% (48)	3% (22)	4% (35)	3% (27)	32% (259)	43% (343)	805
Favorable of Biden	9% (91)	6% (56)	6% (60)	7% (67)	3% (31)	28% (274)	40% (391)	969
Unfavorable of Biden	9% (99)	6% (63)	4% (42)	5% (56)	4% (44)	33% (369)	41% (460)	1134
Very Favorable of Biden	10% (46)	6% (30)	7% (34)	7% (32)	2% (9)	26% (127)	43% (205)	482
Somewhat Favorable of Biden	9% (45)	5% (26)	5% (27)	7% (35)	5% (22)	30% (147)	38% (186)	487
Somewhat Unfavorable of Biden	10% (30)	4% (13)	6% (18)	4% (13)	5% (15)	33% (99)	37% (110)	299
Very Unfavorable of Biden	8% (69)	6% (50)	3% (25)	5% (42)	3% (29)	32% (270)	42% (350)	835
#1 Issue: Economy	10% (91)	6% (53)	6% (53)	6% (55)	3% (31)	31% (281)	38% (349)	913
#1 Issue: Security	8% (19)	6% (15)	4% (10)	8% (19)	3% (7)	32% (77)	40% (96)	243
#1 Issue: Health Care	9% (15)	5% (8)	6% (11)	9% (16)	5% (8)	23% (39)	43% (74)	170
#1 Issue: Medicare / Social Security	4% (11)	5% (13)	3% (7)	2% (5)	— (1)	40% (107)	46% (121)	266
#1 Issue: Women's Issues	8% (26)	6% (17)	5% (14)	5% (16)	6% (17)	23% (73)	47% (146)	311
#1 Issue: Education	20% (12)	8% (4)	6% (3)	7% (4)	10% (6)	20% (12)	31% (18)	59
#1 Issue: Energy	9% (12)	5% (6)	4% (6)	5% (7)	6% (8)	29% (39)	41% (56)	134
#1 Issue: Other	9% (11)	7% (8)	3% (4)	3% (3)	1% (1)	32% (37)	45% (51)	115
2020 Vote: Joe Biden	12% (110)	6% (57)	6% (61)	7% (66)	4% (34)	30% (284)	35% (333)	945
2020 Vote: Donald Trump	9% (63)	7% (51)	4% (27)	5% (40)	4% (33)	35% (256)	36% (270)	740
2020 Vote: Other	7% (5)	9% (6)	6% (4)	2% (1)	3% (2)	44% (30)	29% (19)	67
2020 Vote: Didn't Vote	4% (19)	2% (11)	4% (17)	4% (17)	2% (10)	21% (95)	63% (290)	459
2018 House Vote: Democrat	11% (82)	7% (52)	6% (47)	6% (47)	3% (24)	32% (244)	35% (261)	755
2018 House Vote: Republican	9% (55)	7% (39)	5% (27)	4% (26)	4% (21)	38% (225)	33% (197)	589
2018 House Vote: Someone else	8% (4)	12% (6)	2% (1)	1% (1)	6% (3)	26% (13)	44% (22)	50
2016 Vote: Hillary Clinton	11% (76)	7% (52)	6% (43)	6% (41)	3% (22)	31% (218)	35% (243)	695
2016 Vote: Donald Trump	9% (62)	6% (40)	3% (22)	6% (36)	4% (28)	38% (247)	34% (221)	656
2016 Vote: Other	7% (6)	6% (5)	2% (2)	6% (6)	2% (2)	43% (36)	34% (29)	86
2016 Vote: Didn't Vote	7% (53)	3% (26)	5% (40)	5% (42)	4% (27)	21% (163)	54% (414)	765

Table MCFE16_1: *When was the last time, if ever, you?*

Attended a professional sporting event (for any sport) in-person

Demographic	August 2022 - November 2022	May 2022 - July 2022	January 2022 - April 2022	Sometime in 2021	Sometime in 2020	Sometime before 2020	I have never done this	Total N
Adults	9% (197)	6% (125)	5% (108)	6% (125)	4% (79)	30% (665)	41% (911)	2210
Voted in 2014: Yes	10% (123)	7% (81)	5% (61)	5% (66)	3% (42)	36% (435)	34% (418)	1227
Voted in 2014: No	8% (74)	4% (43)	5% (47)	6% (59)	4% (37)	23% (230)	50% (494)	983
4-Region: Northeast	10% (36)	4% (14)	3% (12)	7% (28)	5% (18)	29% (112)	42% (162)	383
4-Region: Midwest	10% (44)	7% (30)	5% (23)	5% (24)	4% (20)	34% (154)	35% (160)	456
4-Region: South	8% (72)	5% (42)	5% (41)	5% (38)	3% (22)	28% (238)	46% (391)	844
4-Region: West	8% (45)	7% (38)	6% (32)	7% (34)	4% (19)	30% (160)	38% (199)	527
TikTok Users	10% (79)	8% (60)	8% (60)	8% (60)	5% (37)	22% (177)	40% (319)	793
Twitch Users	15% (33)	11% (24)	10% (21)	8% (17)	7% (15)	20% (43)	30% (64)	216
2022 Sports Viewers/Attendees	13% (197)	8% (125)	7% (108)	8% (111)	4% (59)	33% (486)	26% (388)	1475
Monthly Moviegoers	14% (46)	11% (35)	17% (54)	11% (35)	6% (20)	19% (62)	22% (69)	320
Few Times per Year + Moviegoers	12% (108)	9% (80)	10% (88)	9% (84)	6% (58)	28% (256)	27% (247)	920
Heard Smile Campaign	12% (68)	11% (58)	12% (68)	10% (54)	7% (37)	16% (88)	32% (177)	551
Heard Minion Campaign	13% (68)	11% (60)	10% (56)	10% (53)	7% (35)	16% (87)	34% (182)	540
Listens to Podcasts	11% (125)	7% (84)	8% (90)	8% (93)	5% (59)	30% (339)	30% (343)	1132
Streaming Services User	9% (167)	6% (110)	6% (102)	6% (114)	4% (73)	30% (531)	38% (676)	1773
Netflix User	10% (142)	6% (94)	7% (96)	7% (105)	5% (71)	27% (404)	38% (561)	1474
Disney+ User	11% (104)	8% (75)	8% (79)	8% (77)	6% (54)	26% (254)	35% (342)	984
Heterosexual or straight	9% (183)	6% (117)	5% (101)	6% (109)	3% (69)	31% (603)	40% (789)	1971
Gay	7% (5)	1% (1)	1% (1)	6% (4)	1% (1)	25% (17)	59% (40)	68
Bisexual	5% (5)	3% (3)	7% (6)	6% (5)	5% (5)	34% (30)	40% (35)	88
Yes	7% (5)	8% (6)	6% (4)	6% (4)	10% (7)	25% (17)	37% (26)	70
No	9% (192)	6% (119)	5% (104)	6% (120)	3% (72)	30% (648)	41% (885)	2140

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

Table MCFE16_2: *When was the last time, if ever, you?*

Attended a college sporting event (for any sport) in-person

Demographic	August 2022 - November 2022	May 2022 - July 2022	January 2022 - April 2022	Sometime in 2021	Sometime in 2020	Sometime before 2020	I have never done this	Total N
Adults	7% (145)	2% (49)	4% (82)	6% (138)	3% (69)	25% (557)	53% (1172)	2210
Gender: Male	9% (92)	3% (29)	5% (52)	7% (77)	4% (45)	29% (310)	43% (463)	1068
Gender: Female	5% (53)	2% (20)	3% (29)	5% (61)	2% (24)	22% (246)	62% (709)	1142
Age: 18-34	9% (58)	3% (19)	6% (41)	10% (64)	6% (39)	15% (99)	50% (322)	642
Age: 35-44	9% (31)	2% (8)	6% (23)	8% (28)	2% (8)	25% (92)	48% (175)	365
Age: 45-64	5% (35)	3% (19)	2% (16)	5% (35)	2% (12)	23% (166)	60% (432)	714
Age: 65+	4% (21)	1% (3)	— (2)	2% (10)	2% (10)	41% (200)	50% (243)	489
GenZers: 1997-2012	8% (22)	3% (7)	5% (14)	13% (32)	8% (21)	13% (34)	49% (126)	256
Millennials: 1981-1996	9% (57)	3% (16)	7% (45)	8% (52)	4% (24)	20% (132)	50% (326)	653
GenXers: 1965-1980	6% (31)	3% (15)	2% (13)	7% (37)	2% (9)	23% (125)	59% (326)	555
Baby Boomers: 1946-1964	5% (36)	1% (10)	1% (10)	2% (16)	2% (13)	34% (228)	54% (360)	673
PID: Dem (no lean)	6% (56)	3% (26)	5% (43)	8% (65)	4% (33)	20% (175)	54% (463)	860
PID: Ind (no lean)	7% (45)	1% (5)	2% (13)	4% (29)	2% (13)	28% (187)	57% (383)	674
PID: Rep (no lean)	7% (44)	3% (18)	4% (26)	6% (44)	3% (23)	29% (195)	48% (326)	676
PID/Gender: Dem Men	9% (36)	4% (15)	7% (28)	10% (40)	5% (20)	22% (87)	43% (168)	394
PID/Gender: Dem Women	4% (19)	2% (12)	3% (14)	5% (25)	3% (12)	19% (88)	63% (295)	465
PID/Gender: Ind Men	9% (31)	1% (3)	3% (10)	4% (14)	3% (9)	32% (111)	49% (168)	345
PID/Gender: Ind Women	4% (14)	1% (3)	1% (3)	5% (15)	1% (4)	23% (76)	65% (215)	329
PID/Gender: Rep Men	7% (24)	4% (12)	4% (14)	7% (23)	5% (16)	34% (113)	39% (126)	328
PID/Gender: Rep Women	6% (20)	2% (6)	3% (12)	6% (21)	2% (8)	24% (82)	57% (200)	348
Ideo: Liberal (1-3)	5% (35)	3% (18)	5% (35)	7% (43)	4% (29)	29% (190)	47% (306)	656
Ideo: Moderate (4)	8% (57)	2% (13)	4% (32)	7% (55)	3% (24)	18% (131)	58% (438)	751
Ideo: Conservative (5-7)	7% (48)	2% (16)	2% (14)	6% (38)	2% (12)	32% (211)	49% (327)	666
Educ: < College	5% (69)	2% (26)	3% (38)	6% (83)	3% (39)	19% (267)	64% (914)	1437
Educ: Bachelors degree	10% (47)	2% (10)	7% (33)	7% (37)	5% (22)	34% (168)	35% (174)	491
Educ: Post-grad	10% (28)	4% (12)	4% (11)	7% (19)	3% (7)	43% (122)	30% (84)	282
Income: Under 50k	5% (60)	2% (20)	2% (30)	5% (60)	3% (33)	19% (244)	65% (824)	1271
Income: 50k-100k	7% (49)	2% (15)	5% (35)	8% (54)	4% (25)	33% (217)	40% (261)	656
Income: 100k+	13% (35)	5% (14)	6% (17)	8% (24)	4% (10)	34% (96)	31% (87)	283
Ethnicity: White	6% (97)	2% (32)	3% (59)	5% (88)	3% (48)	28% (481)	53% (904)	1711

Table MCFE16_2: *When was the last time, if ever, you?*

Attended a college sporting event (for any sport) in-person

Demographic	August 2022 - November 2022	May 2022 - July 2022	January 2022 - April 2022	Sometime in 2021	Sometime in 2020	Sometime before 2020	I have never done this	Total N
Adults	7% (145)	2% (49)	4% (82)	6% (138)	3% (69)	25% (557)	53% (1172)	2210
Ethnicity: Hispanic	6% (23)	3% (10)	5% (20)	11% (42)	5% (17)	13% (48)	57% (214)	374
Ethnicity: Black	13% (36)	4% (10)	5% (15)	10% (28)	3% (9)	16% (46)	49% (138)	282
Ethnicity: Other	5% (12)	3% (7)	4% (8)	10% (22)	5% (11)	13% (29)	60% (129)	217
All Christian	6% (64)	3% (29)	4% (38)	6% (66)	3% (31)	28% (286)	50% (515)	1029
All Non-Christian	10% (12)	3% (4)	6% (8)	8% (10)	4% (6)	26% (34)	42% (54)	129
Atheist	7% (7)	3% (3)	6% (6)	9% (9)	2% (2)	28% (28)	46% (46)	99
Agnostic/Nothing in particular	6% (35)	— (2)	3% (15)	5% (32)	2% (13)	25% (147)	58% (344)	587
Something Else	7% (27)	3% (11)	4% (14)	6% (21)	5% (17)	17% (61)	58% (214)	365
Religious Non-Protestant/Catholic	9% (14)	3% (4)	9% (13)	7% (11)	4% (6)	27% (41)	42% (64)	154
Evangelical	9% (48)	5% (29)	3% (15)	6% (36)	4% (20)	21% (119)	52% (291)	558
Non-Evangelical	5% (40)	1% (10)	4% (29)	6% (51)	3% (27)	28% (219)	53% (416)	792
Community: Urban	7% (45)	3% (21)	6% (40)	9% (56)	5% (29)	19% (124)	50% (322)	638
Community: Suburban	7% (72)	2% (19)	3% (31)	5% (54)	3% (30)	30% (303)	50% (506)	1014
Community: Rural	5% (28)	2% (9)	2% (10)	5% (28)	2% (9)	23% (130)	62% (344)	558
Employ: Private Sector	9% (57)	4% (24)	6% (37)	9% (59)	5% (29)	24% (160)	44% (287)	654
Employ: Government	8% (11)	4% (5)	11% (15)	14% (19)	4% (5)	22% (30)	37% (50)	136
Employ: Self-Employed	6% (10)	2% (3)	6% (10)	12% (19)	5% (8)	27% (44)	43% (72)	166
Employ: Homemaker	6% (11)	1% (3)	2% (4)	2% (5)	1% (2)	22% (41)	66% (125)	190
Employ: Student	15% (9)	7% (4)	2% (1)	12% (7)	4% (3)	13% (8)	48% (30)	62
Employ: Retired	5% (28)	1% (6)	1% (4)	3% (15)	2% (12)	35% (198)	53% (300)	563
Employ: Unemployed	4% (12)	— (1)	1% (3)	2% (6)	3% (8)	17% (50)	73% (221)	301
Employ: Other	5% (7)	2% (3)	5% (7)	6% (8)	— (1)	18% (24)	63% (87)	137
Military HH: Yes	4% (13)	2% (4)	2% (6)	5% (14)	4% (10)	35% (99)	48% (136)	283
Military HH: No	7% (132)	2% (45)	4% (75)	6% (123)	3% (58)	24% (457)	54% (1036)	1927
RD/WT: Right Direction	6% (43)	4% (27)	7% (47)	9% (59)	5% (33)	18% (121)	51% (337)	666
RD/WT: Wrong Track	7% (102)	1% (22)	2% (34)	5% (79)	2% (36)	28% (436)	54% (835)	1544
Biden Job Approve	7% (66)	3% (29)	5% (51)	7% (71)	5% (45)	23% (219)	51% (490)	970
Biden Job Disapprove	6% (74)	2% (20)	2% (28)	6% (65)	2% (24)	28% (318)	54% (615)	1144

Table MCFE16_2: *When was the last time, if ever, you?*

Attended a college sporting event (for any sport) in-person

Demographic	August 2022 - November 2022	May 2022 - July 2022	January 2022 - April 2022	Sometime in 2021	Sometime in 2020	Sometime before 2020	I have never done this	Total N
Adults	7% (145)	2% (49)	4% (82)	6% (138)	3% (69)	25% (557)	53% (1172)	2210
Biden Job Strongly Approve	7% (30)	5% (21)	7% (30)	7% (32)	4% (19)	21% (92)	48% (208)	433
Biden Job Somewhat Approve	7% (35)	1% (8)	4% (20)	7% (39)	5% (26)	24% (127)	53% (282)	537
Biden Job Somewhat Disapprove	7% (23)	1% (4)	2% (5)	7% (24)	3% (10)	29% (99)	51% (173)	339
Biden Job Strongly Disapprove	6% (51)	2% (16)	3% (23)	5% (41)	2% (13)	27% (219)	55% (442)	805
Favorable of Biden	7% (66)	3% (26)	5% (46)	6% (55)	4% (37)	23% (220)	54% (520)	969
Unfavorable of Biden	7% (75)	2% (23)	3% (32)	7% (74)	2% (26)	28% (315)	52% (589)	1134
Very Favorable of Biden	7% (33)	4% (17)	6% (29)	6% (27)	4% (20)	20% (97)	54% (259)	482
Somewhat Favorable of Biden	7% (33)	2% (9)	3% (17)	6% (28)	3% (17)	25% (123)	54% (261)	487
Somewhat Unfavorable of Biden	7% (20)	2% (6)	3% (10)	9% (26)	3% (8)	29% (86)	48% (143)	299
Very Unfavorable of Biden	7% (55)	2% (18)	3% (23)	6% (47)	2% (18)	27% (229)	53% (446)	835
#1 Issue: Economy	8% (69)	2% (22)	4% (35)	7% (63)	3% (29)	28% (256)	48% (439)	913
#1 Issue: Security	5% (12)	2% (4)	5% (12)	4% (9)	4% (11)	24% (58)	56% (136)	243
#1 Issue: Health Care	5% (8)	3% (6)	4% (6)	10% (17)	5% (8)	19% (32)	55% (94)	170
#1 Issue: Medicare / Social Security	4% (11)	1% (3)	3% (8)	4% (10)	1% (4)	28% (73)	59% (156)	266
#1 Issue: Women's Issues	7% (22)	2% (5)	2% (8)	6% (18)	4% (11)	21% (65)	59% (183)	311
#1 Issue: Education	17% (10)	8% (4)	9% (6)	10% (6)	2% (1)	17% (10)	37% (22)	59
#1 Issue: Energy	6% (9)	1% (2)	4% (5)	7% (10)	4% (5)	22% (30)	55% (73)	134
#1 Issue: Other	4% (4)	2% (3)	2% (2)	5% (5)	— (0)	28% (32)	59% (68)	115
2020 Vote: Joe Biden	8% (71)	3% (27)	5% (47)	7% (68)	3% (31)	25% (235)	49% (466)	945
2020 Vote: Donald Trump	7% (52)	2% (16)	4% (29)	5% (39)	2% (18)	31% (229)	48% (356)	740
2020 Vote: Other	9% (6)	2% (1)	2% (1)	8% (5)	— (0)	33% (22)	47% (31)	67
2020 Vote: Didn't Vote	3% (16)	1% (5)	1% (4)	5% (25)	4% (19)	15% (70)	69% (319)	459
2018 House Vote: Democrat	8% (59)	3% (21)	5% (41)	7% (52)	3% (26)	26% (193)	48% (362)	755
2018 House Vote: Republican	8% (45)	3% (17)	3% (17)	6% (32)	2% (14)	34% (199)	45% (265)	589
2018 House Vote: Someone else	3% (1)	2% (1)	6% (3)	11% (6)	— (0)	21% (11)	56% (28)	50
2016 Vote: Hillary Clinton	8% (56)	3% (19)	6% (39)	7% (51)	3% (21)	25% (170)	49% (339)	695
2016 Vote: Donald Trump	8% (52)	3% (17)	3% (19)	4% (29)	3% (17)	32% (209)	48% (314)	656
2016 Vote: Other	5% (4)	1% (1)	5% (5)	5% (4)	2% (2)	40% (35)	42% (36)	86
2016 Vote: Didn't Vote	4% (32)	2% (12)	3% (20)	7% (53)	4% (28)	18% (139)	63% (481)	765

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Table MCFE16_2: *When was the last time, if ever, you?*

Attended a college sporting event (for any sport) in-person

Demographic	August 2022 - November 2022	May 2022 - July 2022	January 2022 - April 2022	Sometime in 2021	Sometime in 2020	Sometime before 2020	I have never done this	Total N
Adults	7% (145)	2% (49)	4% (82)	6% (138)	3% (69)	25% (557)	53% (1172)	2210
Voted in 2014: Yes	7% (89)	3% (34)	5% (56)	6% (79)	3% (36)	30% (363)	46% (570)	1227
Voted in 2014: No	6% (56)	2% (15)	3% (26)	6% (59)	3% (33)	20% (193)	61% (602)	983
4-Region: Northeast	5% (20)	1% (4)	4% (16)	5% (21)	3% (12)	21% (79)	60% (231)	383
4-Region: Midwest	7% (31)	2% (10)	3% (14)	8% (34)	3% (15)	30% (135)	47% (217)	456
4-Region: South	8% (67)	2% (18)	3% (25)	7% (57)	3% (22)	25% (215)	52% (442)	844
4-Region: West	5% (27)	3% (18)	5% (27)	5% (26)	4% (19)	24% (128)	54% (282)	527
TikTok Users	9% (71)	4% (32)	5% (41)	9% (69)	4% (32)	19% (151)	50% (398)	793
Twitch Users	9% (20)	6% (13)	8% (18)	13% (28)	6% (13)	16% (35)	41% (88)	216
2022 Sports Viewers/Attendees	10% (145)	3% (49)	6% (82)	8% (114)	3% (49)	30% (436)	41% (601)	1475
Monthly Moviegoers	13% (40)	7% (21)	12% (37)	14% (46)	5% (17)	20% (65)	29% (94)	320
Few Times per Year + Moviegoers	10% (93)	4% (37)	8% (71)	10% (94)	5% (43)	25% (227)	38% (353)	920
Heard Smile Campaign	12% (65)	5% (28)	9% (51)	12% (64)	7% (37)	16% (86)	40% (220)	551
Heard Minion Campaign	11% (59)	6% (32)	8% (41)	13% (71)	6% (33)	15% (79)	42% (226)	540
Listens to Podcasts	9% (107)	3% (34)	6% (68)	10% (108)	5% (51)	26% (299)	41% (464)	1132
Streaming Services User	7% (124)	2% (44)	4% (77)	7% (132)	3% (61)	25% (441)	50% (894)	1773
Netflix User	8% (115)	2% (34)	5% (69)	8% (121)	4% (59)	23% (343)	50% (733)	1474
Disney+ User	8% (82)	3% (26)	6% (62)	9% (86)	5% (48)	24% (233)	45% (447)	984
Heterosexual or straight	7% (129)	2% (48)	4% (74)	6% (123)	3% (62)	26% (506)	52% (1029)	1971
Gay	7% (5)	— (0)	1% (1)	1% (1)	3% (2)	18% (12)	70% (47)	68
Bisexual	8% (7)	1% (1)	4% (4)	11% (10)	2% (2)	25% (22)	49% (43)	88
Yes	7% (5)	1% (0)	5% (4)	10% (7)	5% (3)	31% (22)	42% (29)	70
No	7% (140)	2% (49)	4% (78)	6% (131)	3% (65)	25% (535)	53% (1142)	2140

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

Table MCFE16_3: *When was the last time, if ever, you?*

Watched a professional sporting event (for any sport) on TV

Demographic	August 2022 - November 2022	May 2022 - July 2022	January 2022 - April 2022	Sometime in 2021	Sometime in 2020	Sometime before 2020	I have never done this	Total N
Adults	50% (1100)	5% (110)	5% (121)	6% (140)	3% (57)	10% (214)	21% (468)	2210
Gender: Male	58% (621)	6% (60)	5% (52)	6% (60)	3% (33)	9% (96)	14% (145)	1068
Gender: Female	42% (479)	4% (50)	6% (69)	7% (80)	2% (24)	10% (118)	28% (323)	1142
Age: 18-34	42% (267)	7% (44)	7% (46)	10% (62)	5% (34)	8% (49)	22% (139)	642
Age: 35-44	47% (173)	7% (26)	8% (29)	8% (28)	2% (7)	9% (33)	19% (69)	365
Age: 45-64	50% (359)	4% (26)	5% (37)	5% (34)	1% (10)	12% (84)	23% (165)	714
Age: 65+	61% (300)	3% (14)	2% (10)	3% (17)	1% (5)	10% (47)	19% (95)	489
GenZers: 1997-2012	35% (89)	6% (16)	8% (21)	10% (25)	7% (18)	8% (20)	26% (67)	256
Millennials: 1981-1996	48% (313)	7% (47)	7% (43)	8% (53)	3% (20)	8% (53)	19% (124)	653
GenXers: 1965-1980	45% (249)	5% (30)	6% (36)	7% (40)	2% (11)	10% (55)	24% (135)	555
Baby Boomers: 1946-1964	60% (404)	2% (13)	3% (21)	3% (20)	1% (7)	12% (80)	19% (130)	673
PID: Dem (no lean)	48% (413)	7% (59)	6% (54)	7% (64)	3% (22)	9% (73)	20% (175)	860
PID: Ind (no lean)	50% (336)	4% (25)	4% (28)	6% (37)	3% (18)	10% (67)	24% (163)	674
PID: Rep (no lean)	52% (351)	4% (25)	6% (40)	6% (40)	2% (17)	11% (74)	19% (130)	676
PID/Gender: Dem Men	55% (216)	10% (39)	6% (23)	7% (29)	3% (10)	7% (29)	12% (49)	394
PID/Gender: Dem Women	42% (197)	4% (20)	7% (31)	8% (35)	3% (12)	9% (44)	27% (126)	465
PID/Gender: Ind Men	58% (199)	3% (9)	3% (11)	4% (14)	4% (14)	12% (43)	17% (57)	345
PID/Gender: Ind Women	42% (137)	5% (17)	5% (17)	7% (24)	1% (5)	7% (24)	32% (106)	329
PID/Gender: Rep Men	63% (206)	4% (12)	6% (19)	6% (18)	3% (9)	7% (24)	12% (39)	328
PID/Gender: Rep Women	42% (145)	4% (13)	6% (21)	6% (21)	2% (8)	14% (49)	26% (91)	348
Ideo: Liberal (1-3)	47% (311)	6% (42)	7% (45)	8% (52)	3% (20)	12% (77)	17% (110)	656
Ideo: Moderate (4)	48% (364)	5% (35)	6% (44)	7% (51)	3% (22)	7% (52)	24% (183)	751
Ideo: Conservative (5-7)	58% (388)	4% (28)	4% (26)	4% (29)	2% (14)	11% (72)	17% (110)	666
Educ: < College	47% (671)	4% (54)	5% (70)	7% (94)	2% (34)	10% (141)	26% (373)	1437
Educ: Bachelors degree	55% (267)	8% (38)	6% (31)	7% (33)	4% (18)	8% (41)	13% (62)	491
Educ: Post-grad	57% (161)	6% (17)	7% (21)	5% (13)	2% (4)	11% (32)	12% (34)	282
Income: Under 50k	43% (552)	4% (52)	6% (72)	6% (82)	2% (27)	10% (129)	28% (358)	1271
Income: 50k-100k	56% (369)	5% (31)	5% (31)	7% (48)	4% (24)	10% (65)	14% (89)	656
Income: 100k+	63% (179)	10% (27)	6% (18)	4% (10)	2% (6)	7% (21)	7% (21)	283
Ethnicity: White	52% (890)	4% (70)	5% (83)	6% (97)	2% (38)	10% (178)	21% (355)	1711

Continued on next page

Table MCFE16_3: *When was the last time, if ever, you?*

Watched a professional sporting event (for any sport) on TV

Demographic	August 2022 - November 2022	May 2022 - July 2022	January 2022 - April 2022	Sometime in 2021	Sometime in 2020	Sometime before 2020	I have never done this	Total N
Adults	50% (1100)	5% (110)	5% (121)	6% (140)	3% (57)	10% (214)	21% (468)	2210
Ethnicity: Hispanic	38% (143)	9% (32)	12% (44)	7% (28)	4% (17)	8% (28)	22% (82)	374
Ethnicity: Black	46% (129)	7% (21)	9% (24)	9% (25)	3% (8)	7% (20)	20% (55)	282
Ethnicity: Other	37% (81)	9% (19)	7% (14)	9% (19)	5% (11)	7% (15)	27% (58)	217
All Christian	55% (565)	4% (43)	5% (56)	7% (67)	2% (25)	10% (103)	17% (170)	1029
All Non-Christian	43% (55)	4% (5)	7% (9)	7% (8)	1% (1)	14% (18)	25% (32)	129
Atheist	45% (45)	11% (10)	9% (9)	3% (3)	4% (4)	8% (7)	21% (21)	99
Agnostic/Nothing in particular	43% (254)	4% (22)	5% (27)	7% (41)	4% (22)	9% (54)	28% (166)	587
Something Else	50% (181)	8% (29)	5% (20)	6% (21)	1% (5)	9% (31)	22% (79)	365
Religious Non-Protestant/Catholic	41% (63)	5% (7)	9% (13)	6% (9)	1% (1)	15% (24)	24% (36)	154
Evangelical	52% (292)	6% (31)	6% (34)	6% (36)	2% (11)	8% (47)	19% (107)	558
Non-Evangelical	55% (436)	5% (39)	5% (36)	6% (47)	2% (19)	10% (80)	17% (135)	792
Community: Urban	45% (285)	8% (49)	9% (56)	7% (44)	4% (23)	8% (54)	20% (127)	638
Community: Suburban	57% (576)	4% (37)	4% (40)	7% (67)	3% (29)	9% (96)	17% (170)	1014
Community: Rural	43% (238)	4% (24)	5% (26)	5% (30)	1% (6)	12% (64)	31% (171)	558
Employ: Private Sector	52% (343)	7% (47)	7% (47)	8% (53)	4% (27)	8% (51)	14% (89)	654
Employ: Government	47% (64)	8% (11)	12% (16)	9% (12)	4% (5)	6% (9)	14% (19)	136
Employ: Self-Employed	54% (91)	3% (5)	5% (9)	7% (11)	4% (7)	10% (17)	16% (27)	166
Employ: Homemaker	42% (79)	5% (9)	6% (10)	6% (11)	1% (1)	9% (17)	33% (63)	190
Employ: Student	36% (23)	8% (5)	9% (5)	8% (5)	5% (3)	3% (2)	31% (19)	62
Employ: Retired	58% (326)	3% (16)	2% (12)	3% (20)	1% (7)	12% (69)	20% (113)	563
Employ: Unemployed	36% (108)	3% (10)	4% (12)	6% (19)	2% (7)	11% (33)	37% (112)	301
Employ: Other	48% (66)	6% (8)	7% (10)	8% (11)	— (1)	12% (16)	19% (26)	137
Military HH: Yes	59% (166)	3% (8)	6% (16)	5% (13)	4% (11)	12% (34)	12% (35)	283
Military HH: No	48% (934)	5% (102)	5% (105)	7% (127)	2% (46)	9% (180)	22% (433)	1927
RD/WT: Right Direction	43% (287)	7% (50)	8% (55)	7% (47)	4% (26)	9% (58)	22% (144)	666
RD/WT: Wrong Track	53% (813)	4% (60)	4% (67)	6% (93)	2% (31)	10% (156)	21% (324)	1544
Biden Job Approve	48% (462)	7% (67)	6% (61)	7% (71)	3% (32)	9% (89)	19% (189)	970
Biden Job Disapprove	54% (613)	4% (41)	5% (54)	5% (62)	2% (25)	10% (109)	21% (241)	1144

Table MCFE16_3: *When was the last time, if ever, you?*

Watched a professional sporting event (for any sport) on TV

Demographic	August 2022 - November 2022	May 2022 - July 2022	January 2022 - April 2022	Sometime in 2021	Sometime in 2020	Sometime before 2020	I have never done this	Total N
Adults	50% (1100)	5% (110)	5% (121)	6% (140)	3% (57)	10% (214)	21% (468)	2210
Biden Job Strongly Approve	46% (199)	8% (35)	8% (35)	6% (24)	2% (10)	9% (40)	21% (89)	433
Biden Job Somewhat Approve	49% (262)	6% (31)	5% (26)	9% (47)	4% (22)	9% (49)	19% (100)	537
Biden Job Somewhat Disapprove	51% (174)	5% (17)	6% (20)	6% (21)	3% (9)	8% (28)	20% (68)	339
Biden Job Strongly Disapprove	55% (439)	3% (24)	4% (34)	5% (40)	2% (15)	10% (81)	21% (172)	805
Favorable of Biden	50% (481)	7% (65)	6% (57)	6% (60)	3% (27)	9% (86)	20% (193)	969
Unfavorable of Biden	52% (595)	4% (42)	5% (58)	6% (73)	2% (26)	10% (113)	20% (228)	1134
Very Favorable of Biden	48% (230)	9% (43)	6% (31)	5% (26)	2% (8)	9% (42)	21% (103)	482
Somewhat Favorable of Biden	52% (251)	4% (22)	5% (27)	7% (34)	4% (18)	9% (44)	19% (90)	487
Somewhat Unfavorable of Biden	48% (145)	5% (15)	7% (21)	9% (27)	3% (9)	10% (29)	18% (53)	299
Very Unfavorable of Biden	54% (450)	3% (27)	4% (37)	6% (46)	2% (17)	10% (84)	21% (175)	835
#1 Issue: Economy	52% (474)	5% (43)	6% (58)	8% (72)	2% (16)	9% (84)	18% (166)	913
#1 Issue: Security	54% (130)	6% (15)	4% (9)	5% (12)	2% (5)	10% (24)	19% (47)	243
#1 Issue: Health Care	47% (80)	8% (14)	5% (8)	9% (15)	5% (8)	6% (11)	20% (34)	170
#1 Issue: Medicare / Social Security	53% (142)	4% (11)	2% (7)	2% (6)	2% (5)	12% (31)	24% (64)	266
#1 Issue: Women's Issues	42% (130)	5% (16)	5% (17)	5% (17)	5% (14)	8% (26)	29% (91)	311
#1 Issue: Education	41% (24)	4% (2)	11% (6)	11% (6)	4% (2)	11% (6)	19% (11)	59
#1 Issue: Energy	46% (61)	5% (7)	8% (11)	4% (6)	4% (5)	14% (19)	18% (24)	134
#1 Issue: Other	50% (57)	2% (2)	5% (5)	6% (6)	— (0)	12% (13)	27% (30)	115
2020 Vote: Joe Biden	53% (498)	6% (59)	6% (54)	6% (54)	2% (23)	9% (84)	18% (173)	945
2020 Vote: Donald Trump	57% (418)	4% (32)	5% (40)	5% (40)	2% (18)	9% (68)	17% (124)	740
2020 Vote: Other	55% (37)	6% (4)	4% (2)	1% (0)	3% (2)	9% (6)	23% (15)	67
2020 Vote: Didn't Vote	32% (147)	3% (16)	5% (24)	10% (47)	3% (14)	12% (56)	34% (155)	459
2018 House Vote: Democrat	54% (405)	7% (56)	6% (44)	5% (41)	2% (14)	8% (59)	18% (136)	755
2018 House Vote: Republican	60% (353)	4% (24)	5% (31)	3% (20)	2% (13)	10% (59)	15% (88)	589
2018 House Vote: Someone else	48% (24)	6% (3)	2% (1)	4% (2)	5% (2)	2% (1)	33% (16)	50
2016 Vote: Hillary Clinton	52% (362)	7% (45)	6% (42)	6% (42)	2% (13)	8% (54)	20% (136)	695
2016 Vote: Donald Trump	60% (393)	4% (26)	5% (30)	4% (28)	2% (13)	10% (67)	15% (99)	656
2016 Vote: Other	59% (50)	2% (2)	2% (2)	3% (3)	3% (2)	13% (11)	18% (15)	86
2016 Vote: Didn't Vote	38% (289)	5% (36)	6% (47)	9% (68)	4% (28)	11% (81)	28% (216)	765

Continued on next page

Table MCFE16_3: *When was the last time, if ever, you?*

Watched a professional sporting event (for any sport) on TV

Demographic	August 2022 - November 2022	May 2022 - July 2022	January 2022 - April 2022	Sometime in 2021	Sometime in 2020	Sometime before 2020	I have never done this	Total N
Adults	50% (1100)	5% (110)	5% (121)	6% (140)	3% (57)	10% (214)	21% (468)	2210
Voted in 2014: Yes	56% (688)	6% (71)	5% (65)	4% (52)	2% (23)	9% (111)	18% (215)	1227
Voted in 2014: No	42% (411)	4% (39)	6% (56)	9% (88)	3% (34)	10% (102)	26% (253)	983
4-Region: Northeast	48% (186)	4% (14)	7% (27)	4% (16)	2% (8)	10% (39)	25% (94)	383
4-Region: Midwest	52% (239)	3% (15)	3% (14)	6% (28)	3% (14)	11% (51)	21% (97)	456
4-Region: South	49% (416)	5% (39)	6% (52)	7% (63)	2% (18)	9% (79)	21% (178)	844
4-Region: West	49% (259)	8% (43)	5% (29)	6% (34)	3% (17)	9% (46)	19% (99)	527
TikTok Users	49% (391)	7% (53)	5% (43)	8% (66)	4% (29)	7% (58)	19% (154)	793
Twitch Users	46% (99)	6% (12)	12% (27)	12% (26)	4% (9)	6% (14)	13% (29)	216
2022 Sports Viewers/Attendees	75% (1100)	7% (110)	8% (121)	3% (47)	2% (26)	2% (30)	3% (41)	1475
Monthly Moviegoers	52% (165)	10% (31)	9% (29)	9% (30)	5% (15)	6% (20)	10% (31)	320
Few Times per Year + Moviegoers	54% (496)	8% (71)	7% (68)	7% (69)	4% (34)	9% (82)	11% (100)	920
Heard Smile Campaign	46% (255)	10% (54)	10% (54)	7% (41)	5% (27)	7% (37)	15% (83)	551
Heard Minion Campaign	47% (255)	10% (52)	10% (53)	7% (35)	5% (27)	7% (36)	15% (82)	540
Listens to Podcasts	52% (594)	6% (69)	7% (82)	7% (83)	4% (42)	9% (99)	14% (162)	1132
Streaming Services User	50% (892)	5% (97)	6% (109)	7% (123)	3% (54)	9% (166)	19% (333)	1773
Netflix User	50% (737)	5% (80)	6% (95)	7% (108)	3% (50)	9% (126)	19% (277)	1474
Disney+ User	51% (497)	6% (62)	7% (70)	8% (74)	4% (40)	8% (82)	16% (158)	984
Heterosexual or straight	52% (1019)	5% (92)	6% (111)	6% (126)	2% (48)	9% (181)	20% (394)	1971
Gay	35% (24)	6% (4)	2% (1)	10% (7)	3% (2)	10% (7)	34% (23)	68
Bisexual	34% (30)	10% (9)	5% (4)	5% (4)	3% (3)	14% (12)	29% (26)	88
Yes	37% (26)	10% (7)	5% (3)	8% (6)	7% (5)	16% (11)	18% (12)	70
No	50% (1074)	5% (103)	6% (118)	6% (135)	2% (52)	9% (203)	21% (456)	2140

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

Table MCFE16_4: *When was the last time, if ever, you?*

Watched a college sporting event (for any sport) on TV

Demographic	August 2022 - November 2022	May 2022 - July 2022	January 2022 - April 2022	Sometime in 2021	Sometime in 2020	Sometime before 2020	I have never done this	Total N
Adults	36% (785)	5% (116)	4% (99)	6% (140)	3% (71)	11% (236)	34% (762)	2210
Gender: Male	44% (466)	6% (60)	5% (57)	8% (81)	4% (40)	11% (113)	24% (252)	1068
Gender: Female	28% (319)	5% (56)	4% (42)	5% (60)	3% (32)	11% (123)	45% (511)	1142
Age: 18-34	29% (184)	7% (44)	5% (33)	9% (61)	7% (45)	9% (57)	34% (218)	642
Age: 35-44	35% (127)	6% (21)	8% (30)	10% (37)	2% (7)	10% (36)	30% (108)	365
Age: 45-64	37% (261)	5% (33)	3% (23)	4% (31)	2% (12)	11% (76)	39% (278)	714
Age: 65+	44% (213)	4% (17)	3% (13)	2% (12)	2% (8)	14% (67)	32% (158)	489
GenZers: 1997-2012	22% (57)	6% (14)	6% (15)	9% (24)	10% (26)	7% (19)	40% (102)	256
Millennials: 1981-1996	35% (225)	7% (48)	6% (40)	9% (59)	4% (24)	9% (62)	30% (194)	653
GenXers: 1965-1980	33% (185)	5% (29)	5% (25)	6% (31)	2% (9)	11% (62)	39% (214)	555
Baby Boomers: 1946-1964	43% (286)	3% (22)	2% (14)	4% (27)	2% (10)	12% (82)	35% (233)	673
PID: Dem (no lean)	33% (282)	7% (59)	5% (41)	8% (65)	4% (33)	10% (89)	34% (290)	860
PID: Ind (no lean)	34% (227)	3% (21)	4% (30)	5% (36)	1% (10)	14% (93)	38% (259)	674
PID: Rep (no lean)	41% (276)	5% (36)	4% (28)	6% (39)	4% (29)	8% (55)	32% (213)	676
PID/Gender: Dem Men	41% (162)	8% (32)	6% (24)	10% (40)	5% (18)	9% (35)	21% (84)	394
PID/Gender: Dem Women	26% (120)	6% (27)	4% (18)	5% (25)	3% (15)	12% (54)	44% (207)	465
PID/Gender: Ind Men	42% (144)	3% (10)	6% (22)	5% (16)	2% (6)	15% (51)	29% (99)	345
PID/Gender: Ind Women	25% (83)	3% (11)	2% (8)	6% (20)	1% (4)	13% (42)	49% (160)	329
PID/Gender: Rep Men	49% (160)	6% (18)	4% (12)	8% (25)	5% (16)	8% (28)	21% (69)	328
PID/Gender: Rep Women	33% (116)	5% (17)	5% (16)	4% (14)	4% (13)	8% (27)	41% (144)	348
Ideo: Liberal (1-3)	33% (214)	7% (43)	4% (26)	7% (47)	5% (30)	13% (84)	32% (211)	656
Ideo: Moderate (4)	33% (246)	4% (32)	6% (42)	8% (62)	3% (21)	9% (69)	37% (279)	751
Ideo: Conservative (5-7)	45% (302)	5% (35)	4% (28)	4% (28)	3% (17)	10% (67)	28% (189)	666
Educ: < College	30% (436)	5% (75)	4% (54)	7% (94)	3% (42)	10% (148)	41% (589)	1437
Educ: Bachelors degree	48% (235)	5% (24)	7% (33)	6% (31)	4% (19)	8% (40)	22% (110)	491
Educ: Post-grad	40% (113)	6% (17)	4% (12)	6% (16)	4% (11)	17% (49)	23% (64)	282
Income: Under 50k	29% (371)	5% (67)	4% (50)	6% (77)	3% (36)	11% (135)	42% (537)	1271
Income: 50k-100k	42% (274)	4% (27)	5% (31)	7% (45)	4% (24)	12% (80)	27% (175)	656
Income: 100k+	49% (140)	8% (22)	7% (19)	6% (18)	4% (11)	8% (22)	18% (51)	283
Ethnicity: White	38% (642)	4% (77)	4% (64)	6% (101)	3% (48)	11% (194)	34% (586)	1711

Continued on next page

Table MCFE16_4: *When was the last time, if ever, you?*

Watched a college sporting event (for any sport) on TV

Demographic	August 2022 - November 2022	May 2022 - July 2022	January 2022 - April 2022	Sometime in 2021	Sometime in 2020	Sometime before 2020	I have never done this	Total N
Adults	36% (785)	5% (116)	4% (99)	6% (140)	3% (71)	11% (236)	34% (762)	2210
Ethnicity: Hispanic	25% (95)	6% (22)	6% (22)	11% (43)	6% (23)	11% (41)	34% (129)	374
Ethnicity: Black	36% (102)	8% (23)	6% (18)	9% (24)	4% (11)	8% (22)	29% (83)	282
Ethnicity: Other	19% (41)	7% (16)	8% (18)	7% (15)	6% (13)	9% (21)	43% (94)	217
All Christian	41% (422)	6% (62)	4% (42)	6% (62)	3% (31)	11% (117)	29% (293)	1029
All Non-Christian	28% (36)	5% (6)	7% (9)	5% (6)	5% (6)	17% (22)	35% (45)	129
Atheist	28% (28)	3% (3)	4% (4)	12% (12)	1% (1)	16% (16)	35% (35)	99
Agnostic/Nothing in particular	29% (173)	4% (26)	5% (29)	6% (36)	3% (17)	9% (51)	44% (256)	587
Something Else	35% (127)	5% (19)	4% (16)	7% (24)	4% (16)	8% (30)	36% (133)	365
Religious Non-Protestant/Catholic	28% (43)	8% (12)	7% (11)	4% (7)	4% (6)	17% (26)	32% (49)	154
Evangelical	40% (225)	7% (40)	5% (27)	7% (38)	4% (20)	8% (44)	29% (164)	558
Non-Evangelical	39% (308)	4% (34)	3% (26)	6% (45)	3% (27)	12% (98)	32% (253)	792
Community: Urban	28% (180)	8% (51)	6% (38)	9% (57)	5% (31)	11% (68)	33% (212)	638
Community: Suburban	42% (423)	4% (39)	5% (49)	6% (58)	3% (26)	10% (105)	31% (314)	1014
Community: Rural	32% (181)	5% (25)	2% (13)	5% (25)	2% (14)	11% (64)	42% (236)	558
Employ: Private Sector	38% (250)	7% (44)	6% (38)	7% (47)	4% (27)	10% (62)	28% (186)	654
Employ: Government	34% (46)	13% (18)	3% (4)	19% (25)	2% (2)	7% (9)	23% (32)	136
Employ: Self-Employed	39% (65)	5% (8)	3% (5)	7% (12)	7% (12)	13% (22)	26% (43)	166
Employ: Homemaker	29% (55)	4% (7)	5% (9)	3% (6)	2% (3)	17% (33)	41% (78)	190
Employ: Student	25% (15)	6% (4)	11% (7)	8% (5)	3% (2)	7% (4)	40% (25)	62
Employ: Retired	41% (231)	4% (20)	3% (17)	3% (19)	2% (9)	13% (73)	34% (193)	563
Employ: Unemployed	23% (70)	2% (6)	5% (15)	5% (16)	4% (12)	6% (19)	54% (163)	301
Employ: Other	38% (52)	7% (9)	3% (4)	8% (11)	3% (4)	10% (14)	31% (43)	137
Military HH: Yes	43% (122)	4% (12)	6% (16)	6% (17)	3% (9)	14% (38)	25% (70)	283
Military HH: No	34% (663)	5% (104)	4% (83)	6% (123)	3% (63)	10% (198)	36% (693)	1927
RD/WT: Right Direction	30% (203)	8% (52)	6% (40)	9% (62)	5% (32)	10% (65)	32% (212)	666
RD/WT: Wrong Track	38% (582)	4% (64)	4% (59)	5% (78)	3% (39)	11% (171)	36% (550)	1544
Biden Job Approve	32% (309)	6% (60)	5% (47)	8% (80)	4% (39)	12% (118)	33% (317)	970
Biden Job Disapprove	40% (454)	5% (54)	4% (50)	5% (55)	3% (32)	9% (105)	34% (394)	1144

Table MCFE16_4: *When was the last time, if ever, you?*

Watched a college sporting event (for any sport) on TV

Demographic	August 2022 - November 2022	May 2022 - July 2022	January 2022 - April 2022	Sometime in 2021	Sometime in 2020	Sometime before 2020	I have never done this	Total N
Adults	36% (785)	5% (116)	4% (99)	6% (140)	3% (71)	11% (236)	34% (762)	2210
Biden Job Strongly Approve	32% (139)	10% (42)	6% (24)	8% (34)	4% (17)	11% (46)	30% (130)	433
Biden Job Somewhat Approve	32% (170)	3% (18)	4% (23)	9% (46)	4% (22)	13% (72)	35% (187)	537
Biden Job Somewhat Disapprove	39% (134)	4% (15)	4% (14)	7% (23)	3% (10)	11% (38)	31% (106)	339
Biden Job Strongly Disapprove	40% (321)	5% (39)	4% (36)	4% (33)	3% (22)	8% (67)	36% (288)	805
Favorable of Biden	33% (318)	6% (60)	4% (43)	7% (70)	3% (29)	12% (115)	35% (335)	969
Unfavorable of Biden	40% (452)	5% (53)	4% (48)	6% (64)	3% (37)	10% (109)	33% (371)	1134
Very Favorable of Biden	33% (158)	7% (36)	5% (23)	7% (36)	4% (19)	10% (49)	33% (161)	482
Somewhat Favorable of Biden	33% (160)	5% (24)	4% (20)	7% (34)	2% (10)	14% (66)	36% (174)	487
Somewhat Unfavorable of Biden	39% (117)	5% (16)	4% (11)	7% (20)	4% (11)	12% (36)	29% (87)	299
Very Unfavorable of Biden	40% (335)	4% (36)	5% (38)	5% (43)	3% (26)	9% (73)	34% (284)	835
#1 Issue: Economy	39% (354)	5% (50)	5% (50)	7% (63)	2% (22)	12% (107)	29% (266)	913
#1 Issue: Security	32% (78)	4% (11)	4% (10)	7% (17)	7% (16)	8% (20)	37% (90)	243
#1 Issue: Health Care	36% (61)	4% (7)	5% (8)	8% (14)	4% (7)	6% (10)	37% (62)	170
#1 Issue: Medicare / Social Security	38% (101)	3% (9)	4% (9)	4% (10)	1% (3)	14% (36)	37% (97)	266
#1 Issue: Women's Issues	27% (86)	5% (17)	3% (9)	8% (24)	4% (11)	9% (29)	44% (135)	311
#1 Issue: Education	37% (22)	6% (4)	14% (8)	4% (3)	7% (4)	12% (7)	20% (12)	59
#1 Issue: Energy	31% (41)	9% (12)	2% (3)	6% (8)	5% (6)	12% (17)	35% (47)	134
#1 Issue: Other	36% (42)	5% (6)	1% (1)	2% (2)	1% (1)	9% (10)	46% (53)	115
2020 Vote: Joe Biden	37% (350)	6% (56)	5% (45)	7% (68)	3% (25)	11% (108)	31% (293)	945
2020 Vote: Donald Trump	43% (320)	5% (38)	5% (35)	6% (45)	3% (25)	9% (64)	29% (213)	740
2020 Vote: Other	37% (25)	3% (2)	9% (6)	3% (2)	4% (3)	15% (10)	30% (20)	67
2020 Vote: Didn't Vote	20% (91)	4% (19)	3% (14)	6% (25)	4% (19)	12% (54)	52% (237)	459
2018 House Vote: Democrat	39% (294)	7% (50)	5% (38)	7% (54)	2% (15)	11% (81)	30% (223)	755
2018 House Vote: Republican	46% (268)	5% (30)	4% (26)	6% (36)	3% (20)	9% (51)	27% (158)	589
2018 House Vote: Someone else	41% (20)	1% (1)	6% (3)	2% (1)	5% (3)	4% (2)	40% (20)	50
2016 Vote: Hillary Clinton	37% (260)	6% (42)	5% (37)	7% (50)	2% (15)	10% (72)	32% (221)	695
2016 Vote: Donald Trump	46% (305)	5% (34)	4% (26)	5% (35)	3% (19)	9% (57)	27% (180)	656
2016 Vote: Other	38% (33)	1% (1)	3% (3)	— (0)	4% (3)	25% (21)	29% (25)	86
2016 Vote: Didn't Vote	24% (185)	5% (40)	4% (33)	7% (53)	4% (34)	11% (86)	44% (335)	765

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Table MCFE16_4: *When was the last time, if ever, you?*

Watched a college sporting event (for any sport) on TV

Demographic	August 2022 - November 2022	May 2022 - July 2022	January 2022 - April 2022	Sometime in 2021	Sometime in 2020	Sometime before 2020	I have never done this	Total N
Adults	36% (785)	5% (116)	4% (99)	6% (140)	3% (71)	11% (236)	34% (762)	2210
Voted in 2014: Yes	42% (517)	6% (69)	4% (49)	6% (77)	3% (31)	10% (127)	29% (356)	1227
Voted in 2014: No	27% (267)	5% (47)	5% (50)	6% (63)	4% (40)	11% (109)	41% (407)	983
4-Region: Northeast	27% (104)	5% (20)	4% (16)	7% (26)	2% (7)	10% (37)	45% (172)	383
4-Region: Midwest	41% (187)	4% (20)	4% (17)	4% (20)	3% (14)	12% (53)	32% (145)	456
4-Region: South	40% (337)	4% (38)	5% (44)	6% (53)	3% (26)	9% (80)	31% (266)	844
4-Region: West	30% (157)	7% (38)	4% (22)	8% (41)	4% (24)	13% (66)	34% (179)	527
TikTok Users	34% (272)	7% (56)	6% (46)	8% (62)	4% (30)	9% (73)	32% (253)	793
Twitch Users	34% (72)	10% (21)	8% (17)	14% (30)	6% (12)	8% (17)	21% (45)	216
2022 Sports Viewers/Attendees	53% (785)	8% (116)	7% (99)	7% (101)	3% (48)	6% (92)	16% (234)	1475
Monthly Moviegoers	38% (120)	10% (32)	8% (25)	12% (38)	6% (21)	8% (26)	18% (58)	320
Few Times per Year + Moviegoers	40% (369)	8% (72)	7% (65)	8% (76)	4% (41)	10% (88)	23% (209)	920
Heard Smile Campaign	33% (183)	10% (55)	9% (47)	10% (54)	7% (37)	8% (42)	24% (133)	551
Heard Minion Campaign	33% (179)	10% (53)	9% (49)	9% (50)	7% (38)	8% (44)	23% (127)	540
Listens to Podcasts	38% (433)	7% (76)	6% (73)	8% (94)	5% (60)	12% (131)	23% (265)	1132
Streaming Services User	36% (636)	6% (103)	5% (91)	7% (126)	4% (67)	11% (189)	32% (561)	1773
Netflix User	36% (528)	6% (89)	6% (84)	7% (110)	4% (57)	10% (142)	31% (464)	1474
Disney+ User	36% (350)	7% (65)	6% (62)	9% (85)	5% (45)	10% (100)	28% (278)	984
Heterosexual or straight	38% (741)	5% (108)	4% (84)	6% (121)	3% (66)	10% (205)	33% (646)	1971
Gay	20% (13)	1% (1)	3% (2)	8% (5)	3% (2)	8% (6)	58% (39)	68
Bisexual	20% (18)	5% (4)	4% (4)	11% (9)	2% (2)	17% (15)	41% (36)	88
Yes	24% (17)	3% (2)	5% (4)	11% (8)	6% (4)	24% (17)	27% (19)	70
No	36% (768)	5% (114)	4% (96)	6% (133)	3% (67)	10% (219)	35% (744)	2140

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

Table MCFE17_1: *Are each of the following a major or minor reason for why you haven't watched a sporting event on TV in the last couple of years, or are they not a reason at all?*
There are too many ads

Demographic	Major reason		Minor reason		Not a reason		Total N
Adults	13%	(86)	17%	(114)	69%	(453)	653
Gender: Male	17%	(39)	20%	(46)	63%	(147)	231
Gender: Female	11%	(47)	16%	(68)	73%	(306)	422
Age: 18-34	15%	(30)	21%	(40)	64%	(122)	192
Age: 35-44	16%	(16)	23%	(22)	61%	(59)	97
Age: 45-64	9%	(22)	15%	(34)	76%	(174)	229
Age: 65+	14%	(19)	13%	(18)	73%	(98)	136
GenZers: 1997-2012	19%	(17)	24%	(23)	57%	(53)	93
Millennials: 1981-1996	15%	(25)	20%	(34)	65%	(109)	168
GenXers: 1965-1980	8%	(14)	16%	(28)	76%	(137)	180
Baby Boomers: 1946-1964	14%	(27)	13%	(26)	73%	(145)	197
PID: Dem (no lean)	11%	(25)	18%	(42)	71%	(168)	235
PID: Ind (no lean)	17%	(39)	16%	(37)	67%	(152)	229
PID: Rep (no lean)	12%	(22)	18%	(34)	70%	(133)	190
PID/Gender: Dem Men	9%	(6)	28%	(20)	63%	(44)	70
PID/Gender: Dem Women	11%	(18)	14%	(23)	75%	(123)	165
PID/Gender: Ind Men	22%	(22)	16%	(16)	62%	(63)	101
PID/Gender: Ind Women	13%	(16)	17%	(22)	70%	(90)	128
PID/Gender: Rep Men	16%	(10)	17%	(10)	66%	(40)	60
PID/Gender: Rep Women	10%	(13)	18%	(24)	72%	(93)	129
Ideo: Liberal (1-3)	13%	(25)	22%	(41)	65%	(122)	189
Ideo: Moderate (4)	14%	(31)	19%	(42)	67%	(150)	223
Ideo: Conservative (5-7)	13%	(21)	16%	(26)	72%	(118)	164
Educ: < College	13%	(64)	16%	(83)	71%	(354)	500
Educ: Bachelors degree	17%	(16)	19%	(18)	64%	(59)	93
Educ: Post-grad	10%	(6)	23%	(14)	67%	(40)	60
Income: Under 50k	13%	(60)	16%	(74)	71%	(329)	463
Income: 50k-100k	14%	(22)	21%	(32)	65%	(101)	154
Ethnicity: White	12%	(61)	16%	(82)	72%	(361)	505
Ethnicity: Hispanic	15%	(16)	25%	(26)	60%	(64)	107
Ethnicity: Black	12%	(9)	15%	(11)	72%	(51)	71

Table MCFE17_1: *Are each of the following a major or minor reason for why you haven't watched a sporting event on TV in the last couple of years, or are they not a reason at all?*
There are too many ads

Demographic	Major reason		Minor reason		Not a reason		Total N
Adults	13%	(86)	17%	(114)	69%	(453)	653
Ethnicity: Other	21%	(16)	27%	(21)	53%	(41)	78
All Christian	11%	(26)	21%	(51)	69%	(170)	247
Agnostic/Nothing in particular	12%	(25)	15%	(33)	73%	(158)	217
Something Else	17%	(19)	17%	(19)	66%	(72)	109
Religious Non-Protestant/Catholic	17%	(10)	21%	(12)	62%	(35)	57
Evangelical	12%	(17)	16%	(23)	71%	(98)	138
Non-Evangelical	13%	(27)	21%	(43)	66%	(137)	208
Community: Urban	14%	(26)	15%	(28)	70%	(127)	180
Community: Suburban	13%	(34)	19%	(48)	68%	(176)	258
Community: Rural	12%	(26)	18%	(38)	70%	(150)	214
Employ: Private Sector	11%	(15)	25%	(34)	64%	(87)	137
Employ: Homemaker	19%	(14)	16%	(12)	65%	(48)	74
Employ: Retired	10%	(17)	18%	(31)	72%	(122)	171
Employ: Unemployed	14%	(20)	7%	(10)	78%	(109)	139
Military HH: Yes	15%	(10)	8%	(6)	77%	(54)	70
Military HH: No	13%	(76)	19%	(109)	68%	(399)	583
RD/WT: Right Direction	12%	(24)	19%	(37)	69%	(136)	196
RD/WT: Wrong Track	14%	(63)	17%	(77)	69%	(317)	457
Biden Job Approve	12%	(33)	20%	(53)	68%	(184)	270
Biden Job Disapprove	14%	(47)	16%	(53)	70%	(231)	330
Biden Job Strongly Approve	13%	(16)	13%	(16)	73%	(87)	118
Biden Job Somewhat Approve	12%	(18)	24%	(37)	64%	(97)	152
Biden Job Somewhat Disapprove	18%	(17)	21%	(19)	61%	(56)	92
Biden Job Strongly Disapprove	13%	(31)	14%	(34)	73%	(175)	239
Favorable of Biden	12%	(34)	16%	(45)	71%	(196)	274
Unfavorable of Biden	14%	(44)	18%	(58)	68%	(218)	319
Very Favorable of Biden	12%	(16)	15%	(20)	73%	(99)	135
Somewhat Favorable of Biden	13%	(18)	18%	(24)	69%	(96)	139
Somewhat Unfavorable of Biden	18%	(15)	25%	(20)	58%	(47)	81
Very Unfavorable of Biden	12%	(29)	16%	(38)	72%	(171)	238

Table MCFE17_1: *Are each of the following a major or minor reason for why you haven't watched a sporting event on TV in the last couple of years, or are they not a reason at all?*
There are too many ads

Demographic	Major reason		Minor reason		Not a reason		Total N
Adults	13%	(86)	17%	(114)	69%	(453)	653
#1 Issue: Economy	10%	(23)	16%	(37)	74%	(172)	233
#1 Issue: Security	11%	(7)	19%	(13)	70%	(47)	67
#1 Issue: Medicare / Social Security	14%	(12)	17%	(15)	70%	(61)	88
#1 Issue: Women's Issues	17%	(20)	17%	(20)	66%	(78)	118
2020 Vote: Joe Biden	13%	(32)	16%	(41)	71%	(175)	249
2020 Vote: Donald Trump	9%	(16)	20%	(35)	71%	(124)	175
2020 Vote: Didn't Vote	17%	(37)	15%	(32)	67%	(140)	209
2018 House Vote: Democrat	14%	(26)	16%	(28)	70%	(124)	178
2018 House Vote: Republican	12%	(16)	17%	(22)	71%	(93)	132
2016 Vote: Hillary Clinton	13%	(23)	13%	(24)	74%	(135)	182
2016 Vote: Donald Trump	14%	(20)	19%	(27)	68%	(99)	145
2016 Vote: Didn't Vote	13%	(40)	19%	(56)	68%	(203)	299
Voted in 2014: Yes	14%	(41)	16%	(48)	70%	(209)	297
Voted in 2014: No	13%	(46)	19%	(66)	69%	(244)	356
4-Region: Northeast	16%	(21)	17%	(22)	67%	(85)	127
4-Region: Midwest	12%	(17)	17%	(24)	71%	(99)	141
4-Region: South	14%	(32)	16%	(38)	70%	(163)	233
4-Region: West	11%	(17)	20%	(30)	69%	(105)	152
TikTok Users	13%	(27)	18%	(39)	69%	(144)	209
Monthly Moviegoers	20%	(11)	16%	(8)	64%	(34)	53
Few Times per Year + Moviegoers	15%	(27)	21%	(36)	64%	(111)	173
Heard Smile Campaign	11%	(13)	30%	(35)	58%	(66)	114
Heard Minion Campaign	15%	(18)	24%	(28)	61%	(71)	116
Listens to Podcasts	15%	(38)	23%	(57)	63%	(158)	253
Streaming Services User	13%	(64)	20%	(97)	67%	(324)	484
Netflix User	13%	(51)	21%	(84)	66%	(258)	393
Disney+ User	12%	(30)	27%	(64)	61%	(145)	239
Heterosexual or straight	13%	(73)	18%	(99)	68%	(373)	545
No	13%	(81)	17%	(105)	70%	(441)	627

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Table MCFE17_2: *Are each of the following a major or minor reason for why you haven't watched a sporting event on TV in the last couple of years, or are they not a reason at all?*
Games/sporting events are too long

Demographic	Major reason		Minor reason		Not a reason		Total N
Adults	15%	(97)	22%	(143)	63%	(413)	653
Gender: Male	13%	(29)	25%	(58)	62%	(144)	231
Gender: Female	16%	(68)	20%	(84)	64%	(269)	422
Age: 18-34	17%	(33)	27%	(52)	56%	(107)	192
Age: 35-44	18%	(17)	27%	(26)	55%	(53)	97
Age: 45-64	12%	(27)	17%	(39)	71%	(162)	229
Age: 65+	15%	(20)	19%	(26)	67%	(90)	136
GenZers: 1997-2012	20%	(19)	31%	(29)	49%	(45)	93
Millennials: 1981-1996	16%	(26)	24%	(41)	60%	(101)	168
GenXers: 1965-1980	12%	(21)	22%	(39)	67%	(120)	180
Baby Boomers: 1946-1964	14%	(27)	16%	(32)	70%	(139)	197
PID: Dem (no lean)	16%	(37)	25%	(58)	60%	(140)	235
PID: Ind (no lean)	16%	(36)	20%	(46)	64%	(147)	229
PID: Rep (no lean)	13%	(25)	21%	(40)	66%	(126)	190
PID/Gender: Dem Men	14%	(10)	29%	(20)	57%	(40)	70
PID/Gender: Dem Women	17%	(27)	23%	(37)	61%	(100)	165
PID/Gender: Ind Men	12%	(12)	23%	(24)	64%	(65)	101
PID/Gender: Ind Women	19%	(24)	17%	(22)	64%	(82)	128
PID/Gender: Rep Men	12%	(7)	24%	(14)	64%	(39)	60
PID/Gender: Rep Women	13%	(17)	20%	(25)	67%	(87)	129
Ideo: Liberal (1-3)	20%	(38)	23%	(43)	57%	(108)	189
Ideo: Moderate (4)	12%	(26)	27%	(59)	62%	(138)	223
Ideo: Conservative (5-7)	15%	(25)	20%	(32)	65%	(108)	164
Educ: < College	13%	(67)	21%	(105)	66%	(329)	500
Educ: Bachelors degree	23%	(21)	20%	(19)	57%	(53)	93
Educ: Post-grad	15%	(9)	32%	(19)	53%	(32)	60
Income: Under 50k	13%	(62)	22%	(101)	65%	(300)	463
Income: 50k-100k	18%	(28)	23%	(35)	59%	(91)	154
Ethnicity: White	15%	(74)	22%	(110)	64%	(321)	505
Ethnicity: Hispanic	16%	(17)	27%	(29)	57%	(61)	107
Ethnicity: Black	9%	(6)	19%	(14)	72%	(51)	71

Table MCFE17_2: *Are each of the following a major or minor reason for why you haven't watched a sporting event on TV in the last couple of years, or are they not a reason at all?*
Games/sporting events are too long

Demographic	Major reason		Minor reason		Not a reason		Total N
Adults	15%	(97)	22%	(143)	63%	(413)	653
Ethnicity: Other	22%	(17)	25%	(19)	53%	(41)	78
All Christian	12%	(29)	22%	(54)	66%	(164)	247
Agnostic/Nothing in particular	14%	(31)	19%	(42)	66%	(144)	217
Something Else	22%	(24)	27%	(30)	51%	(55)	109
Religious Non-Protestant/Catholic	19%	(11)	24%	(14)	56%	(32)	57
Evangelical	18%	(24)	19%	(26)	63%	(87)	138
Non-Evangelical	14%	(29)	25%	(53)	61%	(126)	208
Community: Urban	16%	(29)	22%	(40)	62%	(111)	180
Community: Suburban	14%	(37)	23%	(58)	63%	(163)	258
Community: Rural	14%	(31)	21%	(44)	65%	(139)	214
Employ: Private Sector	18%	(24)	24%	(32)	59%	(80)	137
Employ: Homemaker	21%	(16)	15%	(11)	64%	(47)	74
Employ: Retired	11%	(18)	21%	(35)	69%	(117)	171
Employ: Unemployed	12%	(16)	19%	(26)	70%	(97)	139
Military HH: Yes	10%	(7)	26%	(18)	64%	(45)	70
Military HH: No	16%	(90)	21%	(125)	63%	(368)	583
RD/WT: Right Direction	15%	(30)	23%	(45)	62%	(121)	196
RD/WT: Wrong Track	15%	(67)	21%	(98)	64%	(292)	457
Biden Job Approve	15%	(41)	23%	(61)	62%	(168)	270
Biden Job Disapprove	16%	(54)	21%	(69)	63%	(207)	330
Biden Job Strongly Approve	13%	(16)	22%	(26)	64%	(76)	118
Biden Job Somewhat Approve	16%	(25)	23%	(35)	61%	(92)	152
Biden Job Somewhat Disapprove	18%	(16)	30%	(27)	53%	(48)	92
Biden Job Strongly Disapprove	16%	(37)	18%	(42)	67%	(159)	239
Favorable of Biden	15%	(41)	22%	(61)	63%	(171)	274
Unfavorable of Biden	16%	(50)	22%	(70)	62%	(199)	319
Very Favorable of Biden	12%	(16)	24%	(33)	64%	(86)	135
Somewhat Favorable of Biden	18%	(25)	21%	(28)	61%	(85)	139
Somewhat Unfavorable of Biden	18%	(15)	27%	(22)	55%	(45)	81
Very Unfavorable of Biden	15%	(35)	20%	(48)	65%	(155)	238

Table MCFE17_2: *Are each of the following a major or minor reason for why you haven't watched a sporting event on TV in the last couple of years, or are they not a reason at all?*
Games/sporting events are too long

Demographic	Major reason		Minor reason		Not a reason		Total N
Adults	15%	(97)	22%	(143)	63%	(413)	653
#1 Issue: Economy	16%	(37)	18%	(41)	67%	(155)	233
#1 Issue: Security	15%	(10)	20%	(13)	65%	(44)	67
#1 Issue: Medicare / Social Security	11%	(10)	23%	(20)	66%	(59)	88
#1 Issue: Women's Issues	21%	(24)	23%	(27)	57%	(67)	118
2020 Vote: Joe Biden	16%	(39)	22%	(56)	62%	(154)	249
2020 Vote: Donald Trump	11%	(19)	19%	(33)	70%	(123)	175
2020 Vote: Didn't Vote	18%	(37)	22%	(45)	61%	(127)	209
2018 House Vote: Democrat	16%	(28)	21%	(37)	63%	(113)	178
2018 House Vote: Republican	14%	(18)	18%	(23)	69%	(91)	132
2016 Vote: Hillary Clinton	14%	(26)	21%	(39)	64%	(117)	182
2016 Vote: Donald Trump	13%	(19)	18%	(27)	69%	(100)	145
2016 Vote: Didn't Vote	16%	(49)	24%	(72)	60%	(178)	299
Voted in 2014: Yes	15%	(44)	20%	(58)	66%	(195)	297
Voted in 2014: No	15%	(53)	24%	(84)	61%	(218)	356
4-Region: Northeast	15%	(19)	19%	(25)	65%	(83)	127
4-Region: Midwest	16%	(23)	28%	(39)	56%	(78)	141
4-Region: South	16%	(36)	21%	(50)	63%	(148)	233
4-Region: West	12%	(18)	19%	(29)	69%	(104)	152
TikTok Users	15%	(31)	27%	(57)	58%	(122)	209
Monthly Moviegoers	18%	(9)	24%	(12)	59%	(31)	53
Few Times per Year + Moviegoers	19%	(32)	34%	(59)	47%	(81)	173
Heard Smile Campaign	16%	(18)	35%	(40)	50%	(56)	114
Heard Minion Campaign	19%	(23)	31%	(36)	49%	(57)	116
Listens to Podcasts	15%	(38)	30%	(75)	55%	(139)	253
Streaming Services User	16%	(77)	23%	(113)	61%	(293)	484
Netflix User	16%	(62)	25%	(97)	60%	(235)	393
Disney+ User	18%	(42)	28%	(68)	54%	(129)	239
Heterosexual or straight	15%	(80)	22%	(118)	64%	(347)	545
No	15%	(92)	21%	(131)	64%	(404)	627

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Table MCFE17_3: *Are each of the following a major or minor reason for why you haven't watched a sporting event on TV in the last couple of years, or are they not a reason at all?*
It's better to go in-person

Demographic	Major reason		Minor reason		Not a reason		Total N
Adults	10%	(65)	18%	(116)	72%	(472)	653
Gender: Male	9%	(20)	18%	(41)	74%	(171)	231
Gender: Female	11%	(46)	18%	(75)	71%	(301)	422
Age: 18-34	12%	(22)	23%	(45)	65%	(125)	192
Age: 35-44	11%	(11)	25%	(24)	64%	(62)	97
Age: 45-64	11%	(25)	15%	(34)	74%	(170)	229
Age: 65+	5%	(7)	10%	(13)	85%	(115)	136
GenZers: 1997-2012	9%	(8)	34%	(31)	57%	(54)	93
Millennials: 1981-1996	14%	(23)	19%	(32)	67%	(113)	168
GenXers: 1965-1980	11%	(21)	15%	(28)	73%	(132)	180
Baby Boomers: 1946-1964	6%	(12)	12%	(23)	82%	(162)	197
PID: Dem (no lean)	9%	(22)	20%	(47)	71%	(166)	235
PID: Ind (no lean)	8%	(19)	18%	(40)	74%	(169)	229
PID: Rep (no lean)	13%	(25)	15%	(29)	72%	(137)	190
PID/Gender: Dem Men	8%	(6)	24%	(17)	68%	(48)	70
PID/Gender: Dem Women	10%	(16)	19%	(31)	72%	(118)	165
PID/Gender: Ind Men	6%	(6)	18%	(19)	75%	(76)	101
PID/Gender: Ind Women	10%	(13)	17%	(22)	73%	(93)	128
PID/Gender: Rep Men	12%	(7)	10%	(6)	78%	(47)	60
PID/Gender: Rep Women	13%	(17)	17%	(23)	69%	(90)	129
Ideo: Liberal (1-3)	13%	(24)	15%	(29)	72%	(136)	189
Ideo: Moderate (4)	9%	(20)	24%	(53)	67%	(149)	223
Ideo: Conservative (5-7)	12%	(19)	13%	(22)	75%	(124)	164
Educ: < College	10%	(51)	17%	(86)	73%	(363)	500
Educ: Bachelors degree	7%	(7)	25%	(23)	68%	(63)	93
Educ: Post-grad	12%	(7)	13%	(8)	75%	(45)	60
Income: Under 50k	9%	(44)	17%	(79)	73%	(340)	463
Income: 50k-100k	11%	(18)	18%	(28)	71%	(109)	154
Ethnicity: White	8%	(43)	16%	(83)	75%	(379)	505
Ethnicity: Hispanic	9%	(9)	30%	(32)	62%	(66)	107
Ethnicity: Black	16%	(11)	17%	(12)	67%	(48)	71

Continued on next page

Table MCFE17_3: *Are each of the following a major or minor reason for why you haven't watched a sporting event on TV in the last couple of years, or are they not a reason at all?*
It's better to go in-person

Demographic	Major reason		Minor reason		Not a reason		Total N
Adults	10%	(65)	18%	(116)	72%	(472)	653
Ethnicity: Other	15%	(11)	27%	(21)	58%	(45)	78
All Christian	7%	(17)	20%	(49)	73%	(182)	247
Agnostic/Nothing in particular	9%	(20)	15%	(32)	76%	(164)	217
Something Else	18%	(20)	19%	(20)	63%	(69)	109
Religious Non-Protestant/Catholic	12%	(7)	18%	(10)	70%	(40)	57
Evangelical	12%	(17)	12%	(16)	76%	(105)	138
Non-Evangelical	9%	(20)	23%	(48)	67%	(140)	208
Community: Urban	9%	(17)	22%	(40)	69%	(124)	180
Community: Suburban	9%	(23)	17%	(45)	74%	(190)	258
Community: Rural	12%	(26)	15%	(32)	73%	(157)	214
Employ: Private Sector	15%	(20)	26%	(36)	59%	(80)	137
Employ: Homemaker	17%	(13)	17%	(13)	66%	(49)	74
Employ: Retired	6%	(10)	12%	(20)	83%	(141)	171
Employ: Unemployed	6%	(8)	13%	(18)	81%	(113)	139
Military HH: Yes	13%	(9)	9%	(6)	78%	(55)	70
Military HH: No	10%	(56)	19%	(110)	72%	(417)	583
RD/WT: Right Direction	12%	(24)	19%	(37)	69%	(136)	196
RD/WT: Wrong Track	9%	(41)	17%	(80)	74%	(336)	457
Biden Job Approve	9%	(23)	21%	(57)	70%	(190)	270
Biden Job Disapprove	11%	(37)	15%	(51)	73%	(243)	330
Biden Job Strongly Approve	14%	(16)	12%	(14)	74%	(88)	118
Biden Job Somewhat Approve	4%	(7)	28%	(43)	67%	(102)	152
Biden Job Somewhat Disapprove	11%	(10)	18%	(16)	71%	(65)	92
Biden Job Strongly Disapprove	11%	(27)	14%	(34)	74%	(177)	239
Favorable of Biden	9%	(24)	19%	(51)	73%	(199)	274
Unfavorable of Biden	10%	(31)	18%	(56)	73%	(232)	319
Very Favorable of Biden	13%	(18)	12%	(17)	75%	(101)	135
Somewhat Favorable of Biden	5%	(7)	25%	(34)	71%	(98)	139
Somewhat Unfavorable of Biden	10%	(8)	22%	(18)	68%	(56)	81
Very Unfavorable of Biden	10%	(23)	16%	(39)	74%	(176)	238

Table MCFE17_3: *Are each of the following a major or minor reason for why you haven't watched a sporting event on TV in the last couple of years, or are they not a reason at all?*
It's better to go in-person

Demographic	Major reason		Minor reason		Not a reason		Total N
Adults	10%	(65)	18%	(116)	72%	(472)	653
#1 Issue: Economy	9%	(20)	17%	(40)	74%	(172)	233
#1 Issue: Security	11%	(7)	14%	(10)	75%	(50)	67
#1 Issue: Medicare / Social Security	11%	(10)	17%	(15)	72%	(64)	88
#1 Issue: Women's Issues	9%	(11)	24%	(29)	66%	(78)	118
2020 Vote: Joe Biden	10%	(25)	18%	(45)	72%	(179)	249
2020 Vote: Donald Trump	6%	(11)	19%	(33)	75%	(130)	175
2020 Vote: Didn't Vote	14%	(28)	16%	(34)	70%	(146)	209
2018 House Vote: Democrat	9%	(15)	18%	(32)	73%	(130)	178
2018 House Vote: Republican	10%	(13)	12%	(16)	78%	(102)	132
2016 Vote: Hillary Clinton	7%	(12)	15%	(28)	78%	(142)	182
2016 Vote: Donald Trump	11%	(16)	15%	(22)	74%	(107)	145
2016 Vote: Didn't Vote	12%	(35)	21%	(64)	67%	(200)	299
Voted in 2014: Yes	9%	(26)	16%	(48)	75%	(223)	297
Voted in 2014: No	11%	(39)	19%	(69)	70%	(248)	356
4-Region: Northeast	3%	(4)	21%	(27)	76%	(96)	127
4-Region: Midwest	10%	(14)	19%	(27)	71%	(100)	141
4-Region: South	15%	(34)	13%	(30)	72%	(169)	233
4-Region: West	9%	(13)	21%	(32)	70%	(106)	152
TikTok Users	12%	(24)	26%	(54)	62%	(131)	209
Monthly Moviegoers	16%	(8)	13%	(7)	71%	(37)	53
Few Times per Year + Moviegoers	16%	(27)	24%	(41)	61%	(105)	173
Heard Smile Campaign	23%	(26)	29%	(33)	49%	(56)	114
Heard Minion Campaign	18%	(21)	30%	(34)	52%	(60)	116
Listens to Podcasts	13%	(34)	25%	(62)	62%	(157)	253
Streaming Services User	11%	(53)	20%	(94)	69%	(336)	484
Netflix User	11%	(42)	20%	(81)	69%	(271)	393
Disney+ User	13%	(30)	22%	(52)	65%	(156)	239
Heterosexual or straight	10%	(54)	18%	(96)	72%	(395)	545
No	9%	(59)	17%	(107)	73%	(460)	627

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

Table MCFE17_4: *Are each of the following a major or minor reason for why you haven't watched a sporting event on TV in the last couple of years, or are they not a reason at all?*
I don't have access to channels that would let me watch this content

Demographic	Major reason		Minor reason		Not a reason		Total N
Adults	11%	(73)	17%	(111)	72%	(468)	653
Gender: Male	14%	(33)	16%	(37)	70%	(161)	231
Gender: Female	9%	(40)	18%	(75)	73%	(307)	422
Age: 18-34	12%	(22)	19%	(37)	69%	(133)	192
Age: 35-44	12%	(12)	24%	(23)	64%	(62)	97
Age: 45-64	13%	(29)	17%	(40)	70%	(161)	229
Age: 65+	8%	(10)	9%	(12)	84%	(113)	136
GenZers: 1997-2012	12%	(11)	23%	(22)	65%	(60)	93
Millennials: 1981-1996	12%	(20)	21%	(35)	67%	(113)	168
GenXers: 1965-1980	11%	(20)	18%	(33)	70%	(127)	180
Baby Boomers: 1946-1964	10%	(21)	11%	(21)	79%	(156)	197
PID: Dem (no lean)	8%	(18)	18%	(42)	75%	(176)	235
PID: Ind (no lean)	13%	(29)	15%	(35)	72%	(164)	229
PID: Rep (no lean)	14%	(27)	18%	(35)	68%	(128)	190
PID/Gender: Dem Men	10%	(7)	18%	(13)	72%	(51)	70
PID/Gender: Dem Women	6%	(11)	18%	(29)	76%	(125)	165
PID/Gender: Ind Men	15%	(15)	15%	(16)	70%	(70)	101
PID/Gender: Ind Women	11%	(14)	15%	(20)	74%	(94)	128
PID/Gender: Rep Men	19%	(11)	15%	(9)	67%	(40)	60
PID/Gender: Rep Women	12%	(15)	20%	(26)	68%	(88)	129
Ideo: Liberal (1-3)	11%	(21)	20%	(39)	69%	(130)	189
Ideo: Moderate (4)	11%	(25)	20%	(45)	69%	(153)	223
Ideo: Conservative (5-7)	15%	(24)	13%	(22)	72%	(119)	164
Educ: < College	12%	(59)	16%	(78)	73%	(364)	500
Educ: Bachelors degree	11%	(10)	23%	(21)	66%	(61)	93
Educ: Post-grad	6%	(4)	21%	(13)	72%	(43)	60
Income: Under 50k	11%	(51)	17%	(78)	72%	(334)	463
Income: 50k-100k	11%	(16)	16%	(25)	73%	(113)	154
Ethnicity: White	10%	(52)	15%	(74)	75%	(379)	505
Ethnicity: Hispanic	10%	(11)	28%	(30)	62%	(66)	107
Ethnicity: Black	11%	(8)	24%	(17)	65%	(46)	71

Table MCFE17_4: *Are each of the following a major or minor reason for why you haven't watched a sporting event on TV in the last couple of years, or are they not a reason at all?*
I don't have access to channels that would let me watch this content

Demographic	Major reason		Minor reason		Not a reason		Total N
Adults	11%	(73)	17%	(111)	72%	(468)	653
Ethnicity: Other	18%	(14)	26%	(20)	56%	(44)	78
All Christian	10%	(26)	20%	(49)	70%	(173)	247
Agnostic/Nothing in particular	7%	(15)	13%	(28)	80%	(174)	217
Something Else	18%	(20)	21%	(23)	61%	(66)	109
Religious Non-Protestant/Catholic	16%	(9)	16%	(9)	68%	(38)	57
Evangelical	14%	(19)	16%	(22)	70%	(96)	138
Non-Evangelical	11%	(23)	23%	(48)	66%	(137)	208
Community: Urban	13%	(24)	20%	(36)	67%	(121)	180
Community: Suburban	7%	(18)	18%	(46)	75%	(194)	258
Community: Rural	14%	(31)	14%	(30)	72%	(154)	214
Employ: Private Sector	14%	(19)	21%	(29)	65%	(89)	137
Employ: Homemaker	13%	(10)	17%	(13)	70%	(52)	74
Employ: Retired	10%	(16)	15%	(25)	76%	(130)	171
Employ: Unemployed	10%	(14)	10%	(14)	80%	(111)	139
Military HH: Yes	11%	(8)	15%	(10)	75%	(53)	70
Military HH: No	11%	(66)	17%	(101)	71%	(416)	583
RD/WT: Right Direction	13%	(25)	16%	(31)	71%	(140)	196
RD/WT: Wrong Track	10%	(48)	18%	(81)	72%	(328)	457
Biden Job Approve	10%	(27)	19%	(50)	71%	(193)	270
Biden Job Disapprove	14%	(45)	15%	(51)	71%	(234)	330
Biden Job Strongly Approve	10%	(12)	13%	(15)	77%	(92)	118
Biden Job Somewhat Approve	10%	(15)	23%	(35)	67%	(101)	152
Biden Job Somewhat Disapprove	18%	(17)	15%	(14)	66%	(61)	92
Biden Job Strongly Disapprove	12%	(29)	15%	(37)	73%	(173)	239
Favorable of Biden	10%	(26)	17%	(46)	74%	(202)	274
Unfavorable of Biden	13%	(42)	17%	(55)	70%	(222)	319
Very Favorable of Biden	10%	(13)	13%	(18)	77%	(104)	135
Somewhat Favorable of Biden	9%	(13)	20%	(28)	71%	(98)	139
Somewhat Unfavorable of Biden	20%	(17)	18%	(15)	62%	(50)	81
Very Unfavorable of Biden	11%	(26)	17%	(40)	72%	(172)	238

Table MCFE17_4: *Are each of the following a major or minor reason for why you haven't watched a sporting event on TV in the last couple of years, or are they not a reason at all?*
I don't have access to channels that would let me watch this content

Demographic	Major reason		Minor reason		Not a reason		Total N
Adults	11%	(73)	17%	(111)	72%	(468)	653
#1 Issue: Economy	8%	(18)	15%	(35)	77%	(179)	233
#1 Issue: Security	17%	(11)	13%	(9)	70%	(47)	67
#1 Issue: Medicare / Social Security	13%	(11)	19%	(17)	68%	(60)	88
#1 Issue: Women's Issues	9%	(11)	22%	(26)	68%	(81)	118
2020 Vote: Joe Biden	8%	(20)	17%	(42)	75%	(186)	249
2020 Vote: Donald Trump	11%	(19)	18%	(32)	71%	(124)	175
2020 Vote: Didn't Vote	16%	(33)	16%	(34)	68%	(141)	209
2018 House Vote: Democrat	8%	(13)	15%	(27)	77%	(138)	178
2018 House Vote: Republican	9%	(12)	21%	(28)	70%	(92)	132
2016 Vote: Hillary Clinton	8%	(14)	14%	(25)	78%	(142)	182
2016 Vote: Donald Trump	11%	(16)	19%	(28)	70%	(102)	145
2016 Vote: Didn't Vote	14%	(41)	17%	(51)	69%	(207)	299
Voted in 2014: Yes	7%	(22)	16%	(49)	76%	(227)	297
Voted in 2014: No	15%	(52)	18%	(63)	68%	(241)	356
4-Region: Northeast	12%	(15)	18%	(23)	70%	(90)	127
4-Region: Midwest	13%	(19)	19%	(27)	67%	(95)	141
4-Region: South	10%	(23)	16%	(36)	75%	(174)	233
4-Region: West	11%	(17)	16%	(25)	73%	(110)	152
TikTok Users	11%	(24)	19%	(40)	70%	(146)	209
Monthly Moviegoers	17%	(9)	23%	(12)	59%	(31)	53
Few Times per Year + Moviegoers	15%	(26)	23%	(40)	62%	(108)	173
Heard Smile Campaign	20%	(22)	31%	(35)	50%	(57)	114
Heard Minion Campaign	16%	(18)	26%	(30)	58%	(68)	116
Listens to Podcasts	15%	(38)	24%	(61)	61%	(154)	253
Streaming Services User	11%	(55)	18%	(87)	71%	(342)	484
Netflix User	12%	(46)	19%	(74)	69%	(273)	393
Disney+ User	13%	(31)	22%	(53)	65%	(155)	239
Heterosexual or straight	12%	(65)	17%	(95)	71%	(386)	545
No	11%	(72)	16%	(101)	72%	(454)	627

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

Table MCFE17_5: *Are each of the following a major or minor reason for why you haven't watched a sporting event on TV in the last couple of years, or are they not a reason at all?*
I'm not interested in sports

Demographic	Major reason		Minor reason		Not a reason		Total N
Adults	50%	(327)	15%	(97)	35%	(230)	653
Gender: Male	47%	(110)	16%	(37)	37%	(85)	231
Gender: Female	51%	(217)	14%	(60)	34%	(145)	422
Age: 18-34	42%	(81)	24%	(46)	34%	(65)	192
Age: 35-44	58%	(56)	12%	(12)	30%	(29)	97
Age: 45-64	42%	(97)	11%	(26)	46%	(107)	229
Age: 65+	68%	(93)	10%	(13)	22%	(30)	136
GenZers: 1997-2012	39%	(37)	29%	(27)	32%	(30)	93
Millennials: 1981-1996	50%	(83)	17%	(29)	33%	(55)	168
GenXers: 1965-1980	42%	(75)	13%	(23)	45%	(82)	180
Baby Boomers: 1946-1964	62%	(121)	8%	(16)	30%	(59)	197
PID: Dem (no lean)	44%	(104)	16%	(38)	40%	(93)	235
PID: Ind (no lean)	53%	(122)	15%	(34)	32%	(73)	229
PID: Rep (no lean)	53%	(101)	13%	(24)	34%	(64)	190
PID/Gender: Dem Men	40%	(28)	23%	(16)	37%	(26)	70
PID/Gender: Dem Women	46%	(76)	13%	(22)	41%	(67)	165
PID/Gender: Ind Men	50%	(50)	16%	(16)	34%	(35)	101
PID/Gender: Ind Women	56%	(71)	14%	(18)	30%	(38)	128
PID/Gender: Rep Men	51%	(31)	8%	(5)	41%	(24)	60
PID/Gender: Rep Women	54%	(70)	15%	(19)	31%	(40)	129
Ideo: Liberal (1-3)	52%	(99)	15%	(28)	33%	(63)	189
Ideo: Moderate (4)	49%	(109)	19%	(42)	32%	(71)	223
Ideo: Conservative (5-7)	58%	(96)	12%	(20)	30%	(49)	164
Educ: < College	46%	(231)	15%	(76)	39%	(194)	500
Educ: Bachelors degree	59%	(55)	12%	(11)	28%	(26)	93
Educ: Post-grad	68%	(41)	16%	(9)	16%	(10)	60
Income: Under 50k	47%	(219)	14%	(64)	39%	(180)	463
Income: 50k-100k	54%	(83)	18%	(28)	28%	(44)	154
Ethnicity: White	56%	(283)	12%	(59)	32%	(163)	505
Ethnicity: Hispanic	26%	(27)	29%	(31)	46%	(49)	107
Ethnicity: Black	20%	(14)	29%	(21)	51%	(36)	71

Table MCFE17_5: *Are each of the following a major or minor reason for why you haven't watched a sporting event on TV in the last couple of years, or are they not a reason at all?*
I'm not interested in sports

Demographic	Major reason		Minor reason		Not a reason		Total N
Adults	50%	(327)	15%	(97)	35%	(230)	653
Ethnicity: Other	39%	(30)	22%	(17)	39%	(31)	78
All Christian	50%	(124)	15%	(36)	35%	(88)	247
Agnostic/Nothing in particular	49%	(107)	14%	(30)	37%	(79)	217
Something Else	46%	(50)	19%	(21)	35%	(38)	109
Religious Non-Protestant/Catholic	51%	(29)	15%	(8)	34%	(19)	57
Evangelical	53%	(74)	11%	(14)	36%	(50)	138
Non-Evangelical	47%	(97)	19%	(39)	34%	(71)	208
Community: Urban	42%	(76)	17%	(31)	41%	(74)	180
Community: Suburban	53%	(136)	16%	(40)	32%	(82)	258
Community: Rural	53%	(114)	12%	(26)	35%	(75)	214
Employ: Private Sector	43%	(59)	22%	(30)	35%	(48)	137
Employ: Homemaker	52%	(39)	11%	(8)	37%	(28)	74
Employ: Retired	57%	(98)	12%	(20)	31%	(53)	171
Employ: Unemployed	43%	(60)	11%	(16)	46%	(64)	139
Military HH: Yes	58%	(40)	17%	(12)	26%	(18)	70
Military HH: No	49%	(286)	15%	(85)	36%	(212)	583
RD/WT: Right Direction	41%	(80)	13%	(26)	46%	(91)	196
RD/WT: Wrong Track	54%	(247)	15%	(71)	31%	(140)	457
Biden Job Approve	44%	(120)	15%	(41)	41%	(109)	270
Biden Job Disapprove	59%	(194)	13%	(43)	28%	(93)	330
Biden Job Strongly Approve	49%	(58)	11%	(13)	40%	(47)	118
Biden Job Somewhat Approve	41%	(62)	18%	(28)	41%	(62)	152
Biden Job Somewhat Disapprove	58%	(53)	21%	(19)	21%	(20)	92
Biden Job Strongly Disapprove	59%	(141)	10%	(24)	31%	(73)	239
Favorable of Biden	46%	(127)	15%	(40)	39%	(107)	274
Unfavorable of Biden	57%	(182)	13%	(42)	30%	(96)	319
Very Favorable of Biden	49%	(66)	13%	(18)	38%	(51)	135
Somewhat Favorable of Biden	44%	(61)	16%	(22)	40%	(56)	139
Somewhat Unfavorable of Biden	53%	(43)	22%	(18)	25%	(20)	81
Very Unfavorable of Biden	58%	(139)	10%	(24)	32%	(76)	238

Table MCFE17_5: *Are each of the following a major or minor reason for why you haven't watched a sporting event on TV in the last couple of years, or are they not a reason at all?*
I'm not interested in sports

Demographic	Major reason		Minor reason		Not a reason		Total N
Adults	50%	(327)	15%	(97)	35%	(230)	653
#1 Issue: Economy	52%	(120)	15%	(36)	33%	(77)	233
#1 Issue: Security	46%	(31)	11%	(7)	44%	(30)	67
#1 Issue: Medicare / Social Security	52%	(46)	12%	(11)	36%	(32)	88
#1 Issue: Women's Issues	47%	(56)	16%	(19)	36%	(43)	118
2020 Vote: Joe Biden	49%	(121)	16%	(40)	35%	(88)	249
2020 Vote: Donald Trump	56%	(98)	14%	(25)	30%	(52)	175
2020 Vote: Didn't Vote	46%	(97)	14%	(28)	40%	(83)	209
2018 House Vote: Democrat	45%	(79)	14%	(26)	41%	(73)	178
2018 House Vote: Republican	57%	(76)	14%	(18)	29%	(38)	132
2016 Vote: Hillary Clinton	51%	(92)	13%	(23)	36%	(66)	182
2016 Vote: Donald Trump	57%	(83)	14%	(20)	30%	(43)	145
2016 Vote: Didn't Vote	46%	(139)	16%	(49)	37%	(111)	299
Voted in 2014: Yes	52%	(155)	14%	(42)	34%	(100)	297
Voted in 2014: No	48%	(171)	15%	(55)	37%	(130)	356
4-Region: Northeast	45%	(57)	18%	(23)	37%	(47)	127
4-Region: Midwest	51%	(72)	17%	(23)	32%	(45)	141
4-Region: South	56%	(131)	13%	(29)	31%	(73)	233
4-Region: West	44%	(67)	14%	(21)	43%	(65)	152
TikTok Users	43%	(91)	18%	(37)	39%	(82)	209
Monthly Moviegoers	35%	(18)	16%	(8)	49%	(26)	53
Few Times per Year + Moviegoers	47%	(81)	21%	(36)	32%	(56)	173
Heard Smile Campaign	34%	(39)	27%	(31)	38%	(44)	114
Heard Minion Campaign	38%	(44)	24%	(28)	38%	(44)	116
Listens to Podcasts	47%	(118)	22%	(56)	31%	(79)	253
Streaming Services User	50%	(241)	17%	(84)	33%	(159)	484
Netflix User	46%	(181)	18%	(72)	36%	(140)	393
Disney+ User	45%	(108)	20%	(48)	34%	(82)	239
Heterosexual or straight	50%	(274)	15%	(82)	35%	(189)	545
No	50%	(311)	14%	(87)	36%	(228)	627

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

Table MCFE18: *How do you most often watch live sporting events when you are not watching them in person?*

Demographic	Broadcast or cable television		Authorized streaming via a licensed and legal streaming service partner (i.e. Hulu, YouTube TV, ESPN+, DAZN, MLB.tv, etc.)		Unauthorized streaming via a unlicensed or illegal streaming service		Another way		I do not watch live sporting events		Total N
Adults	47%	(1044)	24%	(538)	2%	(39)	3%	(67)	24%	(522)	2210
Gender: Male	54%	(581)	25%	(270)	2%	(23)	3%	(37)	15%	(157)	1068
Gender: Female	41%	(464)	23%	(267)	1%	(16)	3%	(30)	32%	(365)	1142
Age: 18-34	32%	(208)	38%	(242)	3%	(20)	4%	(26)	23%	(145)	642
Age: 35-44	41%	(148)	31%	(112)	3%	(9)	2%	(8)	24%	(88)	365
Age: 45-64	52%	(368)	18%	(129)	1%	(10)	4%	(28)	25%	(179)	714
Age: 65+	65%	(319)	11%	(54)	—	(0)	1%	(5)	23%	(111)	489
GenZers: 1997-2012	27%	(69)	40%	(103)	3%	(7)	4%	(11)	26%	(66)	256
Millennials: 1981-1996	38%	(245)	35%	(228)	2%	(16)	3%	(20)	22%	(143)	653
GenXers: 1965-1980	47%	(260)	22%	(123)	2%	(13)	3%	(16)	26%	(142)	555
Baby Boomers: 1946-1964	61%	(414)	12%	(80)	—	(3)	3%	(18)	24%	(159)	673
PID: Dem (no lean)	47%	(407)	25%	(217)	2%	(17)	3%	(25)	23%	(194)	860
PID: Ind (no lean)	44%	(298)	24%	(162)	1%	(6)	4%	(28)	27%	(180)	674
PID: Rep (no lean)	50%	(339)	23%	(159)	2%	(17)	2%	(13)	22%	(148)	676
PID/Gender: Dem Men	55%	(216)	26%	(104)	2%	(9)	4%	(16)	13%	(50)	394
PID/Gender: Dem Women	41%	(191)	24%	(113)	2%	(8)	2%	(9)	31%	(144)	465
PID/Gender: Ind Men	50%	(174)	26%	(90)	1%	(4)	3%	(12)	19%	(65)	345
PID/Gender: Ind Women	38%	(124)	22%	(72)	1%	(2)	5%	(16)	35%	(115)	329
PID/Gender: Rep Men	58%	(191)	23%	(76)	3%	(11)	3%	(8)	13%	(43)	328
PID/Gender: Rep Women	43%	(148)	24%	(83)	2%	(6)	1%	(5)	30%	(106)	348
Ideo: Liberal (1-3)	46%	(303)	27%	(178)	1%	(9)	4%	(25)	22%	(142)	656
Ideo: Moderate (4)	45%	(340)	25%	(187)	3%	(24)	3%	(25)	23%	(175)	751
Ideo: Conservative (5-7)	54%	(359)	23%	(150)	1%	(6)	1%	(8)	22%	(143)	666

Table MCFE18: *How do you most often watch live sporting events when you are not watching them in person?*

Demographic	Broadcast or cable television		Authorized streaming via a licensed and legal streaming service partner (i.e. Hulu, YouTube TV, ESPN+, DAZN, MLB.tv, etc.)		Unauthorized streaming via a unlicensed or illegal streaming service		Another way		I do not watch live sporting events		Total N
Adults	47%	(1044)	24%	(538)	2%	(39)	3%	(67)	24%	(522)	2210
Educ: < College	44%	(627)	24%	(340)	2%	(23)	4%	(55)	27%	(393)	1437
Educ: Bachelors degree	56%	(272)	25%	(122)	2%	(10)	1%	(5)	16%	(81)	491
Educ: Post-grad	51%	(145)	27%	(75)	2%	(7)	2%	(7)	17%	(48)	282
Income: Under 50k	43%	(550)	22%	(275)	2%	(23)	4%	(52)	29%	(371)	1271
Income: 50k-100k	52%	(339)	26%	(174)	2%	(15)	2%	(12)	18%	(117)	656
Income: 100k+	55%	(155)	31%	(89)	—	(1)	1%	(3)	12%	(34)	283
Ethnicity: White	49%	(839)	23%	(385)	2%	(30)	3%	(43)	24%	(413)	1711
Ethnicity: Hispanic	38%	(141)	32%	(120)	5%	(19)	4%	(17)	21%	(77)	374
Ethnicity: Black	45%	(127)	30%	(86)	2%	(4)	6%	(17)	17%	(49)	282
Ethnicity: Other	36%	(78)	31%	(66)	2%	(5)	3%	(7)	28%	(60)	217
All Christian	54%	(556)	23%	(233)	2%	(18)	3%	(28)	19%	(194)	1029
All Non-Christian	39%	(51)	34%	(44)	—	(1)	—	(1)	26%	(33)	129
Atheist	45%	(45)	19%	(19)	5%	(5)	4%	(4)	26%	(26)	99
Agnostic/Nothing in particular	40%	(235)	23%	(134)	2%	(11)	3%	(20)	32%	(187)	587
Something Else	43%	(158)	30%	(108)	1%	(4)	4%	(15)	22%	(81)	365
Religious Non-Protestant/Catholic	39%	(60)	35%	(54)	1%	(2)	1%	(2)	23%	(36)	154
Evangelical	47%	(265)	28%	(156)	1%	(6)	3%	(19)	20%	(113)	558
Non-Evangelical	54%	(426)	21%	(170)	2%	(14)	3%	(22)	20%	(160)	792
Community: Urban	45%	(288)	28%	(177)	3%	(19)	4%	(25)	20%	(128)	638
Community: Suburban	53%	(541)	22%	(222)	1%	(13)	3%	(28)	21%	(210)	1014
Community: Rural	39%	(215)	25%	(138)	1%	(7)	3%	(14)	33%	(184)	558

Table MCFE18: *How do you most often watch live sporting events when you are not watching them in person?*

Demographic	Broadcast or cable television		Authorized streaming via a licensed and legal streaming service partner (i.e. Hulu, YouTube TV, ESPN+, DAZN, MLB.tv, etc.)		Unauthorized streaming via a unlicensed or illegal streaming service		Another way		I do not watch live sporting events		Total N
Adults	47%	(1044)	24%	(538)	2%	(39)	3%	(67)	24%	(522)	2210
Employ: Private Sector	49%	(320)	30%	(194)	3%	(17)	2%	(14)	17%	(110)	654
Employ: Government	39%	(53)	40%	(55)	4%	(6)	2%	(2)	16%	(21)	136
Employ: Self-Employed	48%	(79)	28%	(46)	3%	(5)	5%	(8)	17%	(28)	166
Employ: Homemaker	32%	(61)	26%	(50)	2%	(5)	3%	(5)	37%	(70)	190
Employ: Student	32%	(20)	40%	(25)	1%	(0)	3%	(2)	25%	(15)	62
Employ: Retired	62%	(349)	12%	(70)	—	(0)	1%	(8)	24%	(136)	563
Employ: Unemployed	35%	(107)	20%	(61)	1%	(4)	6%	(19)	37%	(110)	301
Employ: Other	41%	(56)	27%	(37)	2%	(3)	7%	(10)	22%	(31)	137
Military HH: Yes	53%	(150)	24%	(67)	2%	(4)	3%	(8)	19%	(55)	283
Military HH: No	46%	(894)	24%	(471)	2%	(35)	3%	(59)	24%	(467)	1927
RD/WT: Right Direction	45%	(298)	28%	(184)	3%	(17)	3%	(18)	22%	(149)	666
RD/WT: Wrong Track	48%	(746)	23%	(353)	1%	(22)	3%	(49)	24%	(374)	1544
Biden Job Approve	49%	(471)	25%	(245)	2%	(19)	3%	(28)	21%	(207)	970
Biden Job Disapprove	48%	(546)	24%	(274)	2%	(19)	3%	(29)	24%	(276)	1144
Biden Job Strongly Approve	48%	(208)	26%	(113)	1%	(6)	3%	(15)	21%	(90)	433
Biden Job Somewhat Approve	49%	(262)	25%	(132)	2%	(13)	2%	(13)	22%	(117)	537
Biden Job Somewhat Disapprove	43%	(147)	33%	(112)	2%	(7)	2%	(6)	20%	(67)	339
Biden Job Strongly Disapprove	50%	(399)	20%	(162)	1%	(12)	3%	(23)	26%	(209)	805
Favorable of Biden	48%	(465)	25%	(245)	2%	(20)	3%	(27)	22%	(211)	969
Unfavorable of Biden	48%	(549)	24%	(269)	1%	(16)	3%	(32)	24%	(267)	1134
Very Favorable of Biden	48%	(233)	23%	(112)	2%	(12)	3%	(16)	23%	(109)	482
Somewhat Favorable of Biden	48%	(232)	27%	(133)	2%	(9)	2%	(11)	21%	(102)	487
Somewhat Unfavorable of Biden	46%	(137)	29%	(88)	2%	(5)	2%	(7)	21%	(62)	299
Very Unfavorable of Biden	49%	(412)	22%	(181)	1%	(11)	3%	(26)	25%	(205)	835

Table MCFE18: *How do you most often watch live sporting events when you are not watching them in person?*

Demographic	Broadcast or cable television		Authorized streaming via a licensed and legal streaming service partner (i.e. Hulu, YouTube TV, ESPN+, DAZN, MLB.tv, etc.)		Unauthorized streaming via a unlicensed or illegal streaming service		Another way		I do not watch live sporting events		Total N
Adults	47%	(1044)	24%	(538)	2%	(39)	3%	(67)	24%	(522)	2210
#1 Issue: Economy	45%	(408)	29%	(266)	2%	(19)	2%	(21)	22%	(199)	913
#1 Issue: Security	55%	(133)	18%	(43)	2%	(4)	5%	(11)	22%	(52)	243
#1 Issue: Health Care	49%	(84)	23%	(40)	3%	(4)	2%	(4)	22%	(38)	170
#1 Issue: Medicare / Social Security	60%	(159)	11%	(30)	2%	(4)	5%	(12)	23%	(61)	266
#1 Issue: Women's Issues	37%	(115)	27%	(84)	1%	(2)	3%	(10)	32%	(100)	311
#1 Issue: Education	42%	(25)	30%	(18)	3%	(2)	7%	(4)	18%	(11)	59
#1 Issue: Energy	48%	(65)	27%	(37)	3%	(4)	1%	(1)	20%	(27)	134
#1 Issue: Other	48%	(55)	18%	(20)	—	(0)	3%	(4)	31%	(35)	115
2020 Vote: Joe Biden	50%	(473)	26%	(245)	2%	(16)	3%	(26)	19%	(183)	945
2020 Vote: Donald Trump	52%	(381)	24%	(180)	2%	(16)	2%	(17)	20%	(145)	740
2020 Vote: Other	49%	(33)	26%	(18)	—	(0)	1%	(1)	24%	(16)	67
2020 Vote: Didn't Vote	34%	(156)	21%	(94)	2%	(7)	5%	(22)	39%	(178)	459
2018 House Vote: Democrat	53%	(399)	26%	(198)	1%	(8)	2%	(17)	18%	(133)	755
2018 House Vote: Republican	56%	(328)	22%	(132)	2%	(11)	2%	(10)	18%	(108)	589
2018 House Vote: Someone else	43%	(22)	31%	(15)	2%	(1)	3%	(1)	20%	(10)	50
2016 Vote: Hillary Clinton	50%	(345)	25%	(175)	2%	(11)	2%	(16)	21%	(147)	695
2016 Vote: Donald Trump	56%	(365)	23%	(152)	1%	(8)	2%	(13)	18%	(118)	656
2016 Vote: Other	58%	(50)	23%	(19)	1%	(1)	2%	(2)	17%	(14)	86
2016 Vote: Didn't Vote	37%	(281)	24%	(186)	2%	(18)	5%	(36)	32%	(243)	765
Voted in 2014: Yes	55%	(677)	23%	(287)	1%	(11)	2%	(27)	18%	(224)	1227
Voted in 2014: No	37%	(367)	25%	(251)	3%	(28)	4%	(40)	30%	(298)	983

Table MCFE18: *How do you most often watch live sporting events when you are not watching them in person?*

Demographic	Broadcast or cable television		Authorized streaming via a licensed and legal streaming service partner (i.e. Hulu, YouTube TV, ESPN+, DAZN, MLB.tv, etc.)		Unauthorized streaming via a unlicensed or illegal streaming service		Another way		I do not watch live sporting events		Total N
Adults	47%	(1044)	24%	(538)	2%	(39)	3%	(67)	24%	(522)	2210
4-Region: Northeast	48%	(182)	21%	(79)	2%	(8)	3%	(11)	27%	(102)	383
4-Region: Midwest	51%	(233)	22%	(100)	1%	(6)	2%	(7)	24%	(111)	456
4-Region: South	45%	(380)	28%	(237)	2%	(14)	3%	(27)	22%	(187)	844
4-Region: West	47%	(249)	23%	(123)	2%	(11)	4%	(22)	23%	(122)	527
TikTok Users	43%	(341)	33%	(264)	2%	(18)	2%	(19)	19%	(151)	793
Twitch Users	38%	(82)	44%	(96)	3%	(7)	3%	(6)	12%	(25)	216
2022 Sports Viewers/Attendees	62%	(908)	30%	(449)	2%	(31)	3%	(40)	3%	(47)	1475
Monthly Moviegoers	47%	(149)	39%	(125)	3%	(8)	4%	(13)	8%	(25)	320
Few Times per Year + Moviegoers	47%	(432)	34%	(314)	2%	(23)	3%	(27)	14%	(124)	920
Heard Smile Campaign	41%	(224)	40%	(220)	4%	(20)	4%	(19)	12%	(68)	551
Heard Minion Campaign	39%	(212)	42%	(229)	3%	(15)	3%	(18)	12%	(66)	540
Listens to Podcasts	45%	(513)	33%	(377)	2%	(25)	3%	(38)	16%	(178)	1132
Streaming Services User	44%	(788)	29%	(518)	2%	(34)	3%	(55)	21%	(378)	1773
Netflix User	43%	(639)	30%	(444)	2%	(36)	3%	(43)	21%	(311)	1474
Disney+ User	39%	(382)	37%	(366)	3%	(31)	3%	(25)	18%	(179)	984
Heterosexual or straight	49%	(971)	24%	(481)	2%	(32)	3%	(57)	22%	(429)	1971
Gay	39%	(27)	5%	(3)	3%	(2)	9%	(6)	43%	(29)	68
Bisexual	25%	(22)	36%	(32)	2%	(2)	4%	(3)	33%	(29)	88
Yes	29%	(20)	43%	(30)	3%	(2)	2%	(1)	23%	(16)	70
No	48%	(1024)	24%	(507)	2%	(37)	3%	(66)	24%	(506)	2140

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

Table MCFE19: *How many of your favorite sports team's games do you watch during a typical season?*

Demographic	All of them		Most of them		Some of them		A few of them		None of them		I don't have a favorite sports team		Total N
Adults	14%	(305)	23%	(517)	18%	(401)	16%	(363)	3%	(68)	25%	(557)	2210
Gender: Male	15%	(165)	30%	(324)	21%	(223)	15%	(157)	2%	(24)	16%	(175)	1068
Gender: Female	12%	(140)	17%	(193)	16%	(178)	18%	(206)	4%	(44)	33%	(381)	1142
Age: 18-34	20%	(131)	21%	(133)	18%	(113)	14%	(92)	3%	(21)	24%	(151)	642
Age: 35-44	14%	(53)	29%	(106)	15%	(56)	15%	(55)	2%	(7)	24%	(88)	365
Age: 45-64	11%	(80)	23%	(166)	19%	(139)	17%	(118)	3%	(24)	26%	(187)	714
Age: 65+	8%	(41)	23%	(111)	19%	(93)	20%	(98)	3%	(16)	27%	(130)	489
GenZers: 1997-2012	14%	(37)	18%	(45)	19%	(49)	19%	(48)	5%	(14)	24%	(63)	256
Millennials: 1981-1996	21%	(136)	25%	(163)	17%	(110)	12%	(79)	2%	(12)	23%	(152)	653
GenXers: 1965-1980	11%	(63)	24%	(131)	19%	(105)	17%	(92)	3%	(15)	27%	(149)	555
Baby Boomers: 1946-1964	10%	(64)	23%	(156)	18%	(123)	19%	(128)	3%	(22)	27%	(180)	673
PID: Dem (no lean)	16%	(137)	24%	(210)	17%	(144)	17%	(143)	4%	(33)	22%	(193)	860
PID: Ind (no lean)	11%	(71)	19%	(131)	20%	(138)	16%	(111)	2%	(16)	31%	(207)	674
PID: Rep (no lean)	14%	(97)	26%	(175)	18%	(120)	16%	(109)	3%	(19)	23%	(156)	676
PID/Gender: Dem Men	17%	(68)	34%	(133)	18%	(72)	16%	(62)	2%	(9)	13%	(51)	394
PID/Gender: Dem Women	15%	(69)	17%	(77)	16%	(72)	17%	(81)	5%	(24)	31%	(143)	465
PID/Gender: Ind Men	13%	(44)	26%	(88)	22%	(75)	15%	(52)	2%	(8)	23%	(79)	345
PID/Gender: Ind Women	8%	(28)	13%	(43)	19%	(63)	18%	(59)	3%	(8)	39%	(129)	329
PID/Gender: Rep Men	16%	(53)	31%	(102)	23%	(76)	13%	(43)	2%	(7)	14%	(46)	328
PID/Gender: Rep Women	12%	(43)	21%	(73)	12%	(43)	19%	(66)	3%	(12)	32%	(110)	348
Ideo: Liberal (1-3)	17%	(111)	23%	(153)	16%	(102)	17%	(113)	4%	(26)	23%	(150)	656
Ideo: Moderate (4)	12%	(92)	25%	(187)	20%	(151)	14%	(107)	2%	(17)	26%	(196)	751
Ideo: Conservative (5-7)	13%	(90)	25%	(167)	19%	(129)	17%	(116)	3%	(20)	22%	(145)	666
Educ: < College	14%	(198)	21%	(299)	17%	(249)	17%	(247)	3%	(42)	28%	(401)	1437
Educ: Bachelors degree	14%	(70)	31%	(152)	16%	(81)	15%	(73)	3%	(15)	20%	(99)	491
Educ: Post-grad	13%	(36)	23%	(65)	25%	(71)	15%	(42)	4%	(11)	20%	(56)	282
Income: Under 50k	12%	(157)	20%	(249)	17%	(215)	17%	(219)	3%	(43)	30%	(387)	1271
Income: 50k-100k	16%	(103)	26%	(173)	20%	(129)	15%	(99)	3%	(21)	20%	(131)	656
Income: 100k+	16%	(45)	33%	(94)	20%	(57)	16%	(45)	1%	(4)	14%	(38)	283
Ethnicity: White	13%	(227)	24%	(403)	18%	(308)	16%	(273)	3%	(53)	26%	(447)	1711
Ethnicity: Hispanic	18%	(66)	21%	(80)	20%	(76)	16%	(61)	3%	(11)	21%	(80)	374

Table MCFE19: *How many of your favorite sports team's games do you watch during a typical season?*

Demographic	All of them		Most of them		Some of them		A few of them		None of them		I don't have a favorite sports team		Total N
Adults	14%	(305)	23%	(517)	18%	(401)	16%	(363)	3%	(68)	25%	(557)	2210
Ethnicity: Black	20%	(57)	25%	(70)	18%	(51)	19%	(55)	3%	(8)	14%	(41)	282
Ethnicity: Other	10%	(21)	20%	(43)	19%	(41)	16%	(35)	3%	(7)	32%	(69)	217
All Christian	13%	(134)	27%	(274)	19%	(192)	17%	(172)	3%	(30)	22%	(226)	1029
All Non-Christian	15%	(20)	23%	(29)	22%	(28)	13%	(17)	3%	(3)	24%	(31)	129
Atheist	11%	(11)	27%	(27)	15%	(15)	14%	(14)	3%	(3)	30%	(30)	99
Agnostic/Nothing in particular	12%	(69)	19%	(110)	17%	(100)	15%	(88)	3%	(18)	35%	(203)	587
Something Else	19%	(71)	21%	(76)	18%	(66)	20%	(72)	4%	(14)	18%	(66)	365
Religious Non-Protestant/Catholic	14%	(22)	21%	(32)	23%	(35)	17%	(26)	3%	(5)	22%	(34)	154
Evangelical	17%	(94)	26%	(147)	16%	(92)	18%	(99)	3%	(18)	19%	(109)	558
Non-Evangelical	13%	(104)	25%	(197)	20%	(158)	17%	(131)	3%	(25)	22%	(177)	792
Community: Urban	17%	(106)	26%	(167)	16%	(100)	17%	(109)	2%	(13)	22%	(142)	638
Community: Suburban	13%	(128)	24%	(245)	20%	(207)	17%	(177)	3%	(34)	22%	(224)	1014
Community: Rural	13%	(70)	19%	(104)	17%	(94)	14%	(77)	4%	(22)	34%	(191)	558
Employ: Private Sector	18%	(116)	29%	(187)	19%	(126)	14%	(95)	3%	(22)	16%	(108)	654
Employ: Government	20%	(27)	32%	(44)	18%	(24)	12%	(17)	2%	(3)	16%	(22)	136
Employ: Self-Employed	16%	(27)	28%	(46)	23%	(38)	13%	(21)	1%	(2)	19%	(32)	166
Employ: Homemaker	14%	(26)	18%	(33)	11%	(21)	20%	(38)	3%	(5)	35%	(66)	190
Employ: Student	11%	(7)	21%	(13)	24%	(15)	17%	(11)	3%	(2)	24%	(15)	62
Employ: Retired	7%	(41)	24%	(133)	19%	(108)	19%	(106)	3%	(20)	28%	(155)	563
Employ: Unemployed	14%	(42)	11%	(33)	14%	(42)	16%	(49)	3%	(8)	42%	(127)	301
Employ: Other	13%	(18)	20%	(27)	20%	(27)	19%	(26)	4%	(6)	23%	(32)	137
Military HH: Yes	12%	(35)	22%	(63)	22%	(62)	22%	(61)	3%	(8)	19%	(55)	283
Military HH: No	14%	(270)	24%	(454)	18%	(339)	16%	(302)	3%	(60)	26%	(502)	1927
RD/WT: Right Direction	17%	(116)	25%	(167)	19%	(124)	13%	(86)	3%	(22)	23%	(152)	666
RD/WT: Wrong Track	12%	(189)	23%	(350)	18%	(278)	18%	(277)	3%	(46)	26%	(404)	1544
Biden Job Approve	15%	(145)	25%	(243)	19%	(184)	16%	(155)	3%	(31)	22%	(211)	970
Biden Job Disapprove	13%	(152)	23%	(264)	18%	(207)	17%	(191)	3%	(34)	26%	(297)	1144

Continued on next page

Table MCFE19: *How many of your favorite sports team's games do you watch during a typical season?*

Demographic	All of them		Most of them		Some of them		A few of them		None of them		I don't have a favorite sports team		Total N
Adults	14%	(305)	23%	(517)	18%	(401)	16%	(363)	3%	(68)	25%	(557)	2210
Biden Job Strongly Approve	19%	(81)	27%	(117)	16%	(71)	13%	(56)	4%	(19)	20%	(89)	433
Biden Job Somewhat Approve	12%	(64)	23%	(126)	21%	(113)	19%	(100)	2%	(12)	23%	(123)	537
Biden Job Somewhat Disapprove	13%	(45)	26%	(87)	14%	(49)	19%	(65)	3%	(10)	25%	(84)	339
Biden Job Strongly Disapprove	13%	(107)	22%	(177)	20%	(158)	16%	(126)	3%	(25)	26%	(213)	805
Favorable of Biden	15%	(143)	25%	(241)	18%	(177)	16%	(157)	3%	(30)	23%	(221)	969
Unfavorable of Biden	13%	(151)	23%	(264)	19%	(212)	16%	(186)	3%	(34)	25%	(287)	1134
Very Favorable of Biden	18%	(85)	25%	(120)	18%	(87)	13%	(61)	4%	(21)	22%	(108)	482
Somewhat Favorable of Biden	12%	(58)	25%	(121)	18%	(90)	20%	(96)	2%	(9)	23%	(114)	487
Somewhat Unfavorable of Biden	11%	(34)	25%	(73)	17%	(51)	19%	(56)	3%	(10)	25%	(75)	299
Very Unfavorable of Biden	14%	(117)	23%	(191)	19%	(161)	16%	(130)	3%	(25)	25%	(212)	835
#1 Issue: Economy	13%	(117)	26%	(236)	19%	(171)	16%	(144)	3%	(26)	24%	(219)	913
#1 Issue: Security	15%	(36)	22%	(54)	16%	(40)	20%	(49)	2%	(6)	24%	(58)	243
#1 Issue: Health Care	15%	(26)	24%	(41)	20%	(33)	12%	(20)	3%	(5)	26%	(45)	170
#1 Issue: Medicare / Social Security	14%	(38)	22%	(57)	15%	(40)	20%	(54)	2%	(5)	27%	(71)	266
#1 Issue: Women's Issues	14%	(43)	21%	(66)	15%	(46)	15%	(47)	4%	(12)	31%	(96)	311
#1 Issue: Education	20%	(12)	19%	(11)	28%	(16)	14%	(8)	4%	(3)	15%	(9)	59
#1 Issue: Energy	14%	(19)	23%	(31)	25%	(33)	17%	(23)	4%	(6)	16%	(22)	134
#1 Issue: Other	13%	(15)	17%	(20)	18%	(21)	15%	(18)	4%	(5)	33%	(37)	115
2020 Vote: Joe Biden	16%	(150)	26%	(245)	18%	(171)	16%	(148)	3%	(28)	21%	(202)	945
2020 Vote: Donald Trump	14%	(105)	26%	(195)	18%	(131)	17%	(125)	3%	(19)	22%	(165)	740
2020 Vote: Other	5%	(3)	14%	(10)	37%	(25)	15%	(10)	2%	(1)	27%	(18)	67
2020 Vote: Didn't Vote	10%	(47)	15%	(67)	16%	(74)	17%	(80)	4%	(20)	37%	(171)	459
2018 House Vote: Democrat	16%	(120)	27%	(207)	19%	(140)	16%	(118)	2%	(19)	20%	(150)	755
2018 House Vote: Republican	14%	(84)	28%	(163)	19%	(110)	17%	(99)	2%	(13)	20%	(120)	589
2018 House Vote: Someone else	16%	(8)	12%	(6)	32%	(16)	11%	(6)	3%	(1)	26%	(13)	50
2016 Vote: Hillary Clinton	15%	(105)	27%	(185)	17%	(121)	15%	(107)	3%	(18)	23%	(158)	695
2016 Vote: Donald Trump	15%	(99)	27%	(175)	19%	(123)	16%	(104)	3%	(18)	21%	(136)	656
2016 Vote: Other	6%	(6)	19%	(17)	33%	(29)	14%	(12)	2%	(1)	25%	(22)	86
2016 Vote: Didn't Vote	12%	(93)	18%	(134)	17%	(128)	18%	(140)	4%	(30)	31%	(240)	765

Table MCFE19: *How many of your favorite sports team's games do you watch during a typical season?*

Demographic	All of them		Most of them		Some of them		A few of them		None of them		I don't have a favorite sports team		Total N
Adults	14%	(305)	23%	(517)	18%	(401)	16%	(363)	3%	(68)	25%	(557)	2210
Voted in 2014: Yes	15%	(179)	27%	(328)	19%	(237)	16%	(197)	2%	(26)	21%	(260)	1227
Voted in 2014: No	13%	(125)	19%	(188)	17%	(165)	17%	(166)	4%	(42)	30%	(297)	983
4-Region: Northeast	15%	(56)	22%	(83)	18%	(70)	13%	(52)	4%	(14)	28%	(108)	383
4-Region: Midwest	17%	(76)	24%	(112)	15%	(68)	16%	(71)	3%	(15)	25%	(115)	456
4-Region: South	14%	(116)	23%	(192)	20%	(166)	17%	(145)	3%	(23)	24%	(202)	844
4-Region: West	11%	(57)	25%	(130)	18%	(97)	18%	(96)	3%	(16)	25%	(131)	527
TikTok Users	18%	(143)	25%	(201)	18%	(141)	15%	(123)	4%	(30)	19%	(154)	793
Twitch Users	27%	(59)	31%	(66)	17%	(37)	9%	(20)	2%	(3)	14%	(29)	216
2022 Sports Viewers/Attendees	19%	(279)	33%	(488)	23%	(342)	17%	(256)	1%	(9)	7%	(101)	1475
Monthly Moviegoers	27%	(85)	37%	(117)	20%	(64)	8%	(25)	2%	(7)	7%	(21)	320
Few Times per Year + Moviegoers	19%	(176)	30%	(279)	20%	(184)	13%	(123)	3%	(31)	14%	(126)	920
Heard Smile Campaign	24%	(131)	31%	(168)	20%	(108)	12%	(67)	2%	(13)	11%	(63)	551
Heard Minion Campaign	21%	(116)	32%	(174)	20%	(110)	11%	(62)	2%	(12)	12%	(67)	540
Listens to Podcasts	17%	(189)	28%	(312)	21%	(237)	17%	(188)	2%	(25)	16%	(181)	1132
Streaming Services User	14%	(253)	25%	(435)	20%	(348)	17%	(296)	3%	(49)	22%	(391)	1773
Netflix User	15%	(224)	24%	(356)	19%	(286)	17%	(255)	2%	(34)	22%	(319)	1474
Disney+ User	16%	(160)	28%	(273)	19%	(186)	17%	(164)	3%	(27)	18%	(174)	984
Heterosexual or straight	14%	(276)	25%	(484)	18%	(359)	16%	(325)	3%	(60)	24%	(467)	1971
Gay	6%	(4)	13%	(9)	21%	(14)	12%	(8)	8%	(6)	39%	(27)	68
Bisexual	14%	(12)	15%	(13)	18%	(16)	16%	(14)	—	(0)	37%	(33)	88
Yes	9%	(6)	26%	(19)	12%	(8)	25%	(17)	1%	(0)	27%	(19)	70
No	14%	(298)	23%	(498)	18%	(393)	16%	(346)	3%	(68)	25%	(537)	2140

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

Table MCFE20_1: *Consider all of the social media platforms you use. Do you follow any of the following types of sports-related accounts on social media?*
Sports teams

Demographic	Yes		No		Total N
Adults	37%	(754)	63%	(1310)	2064
Gender: Male	43%	(416)	57%	(551)	967
Gender: Female	31%	(338)	69%	(758)	1096
Age: 18-34	47%	(296)	53%	(340)	635
Age: 35-44	46%	(162)	54%	(189)	352
Age: 45-64	32%	(217)	68%	(452)	669
Age: 65+	19%	(79)	81%	(329)	408
GenZers: 1997-2012	46%	(116)	54%	(137)	252
Millennials: 1981-1996	47%	(303)	53%	(340)	643
GenXers: 1965-1980	37%	(197)	63%	(336)	534
Baby Boomers: 1946-1964	22%	(128)	78%	(452)	579
PID: Dem (no lean)	40%	(329)	60%	(493)	823
PID: Ind (no lean)	32%	(199)	68%	(417)	616
PID: Rep (no lean)	36%	(225)	64%	(399)	625
PID/Gender: Dem Men	50%	(187)	50%	(186)	373
PID/Gender: Dem Women	32%	(143)	68%	(307)	450
PID/Gender: Ind Men	38%	(115)	62%	(188)	303
PID/Gender: Ind Women	27%	(84)	73%	(230)	314
PID/Gender: Rep Men	39%	(114)	61%	(178)	292
PID/Gender: Rep Women	33%	(111)	67%	(222)	333
Ideo: Liberal (1-3)	39%	(243)	61%	(380)	624
Ideo: Moderate (4)	38%	(269)	62%	(436)	705
Ideo: Conservative (5-7)	35%	(214)	65%	(390)	604
Educ: < College	36%	(484)	64%	(874)	1358
Educ: Bachelors degree	39%	(180)	61%	(277)	457
Educ: Post-grad	36%	(90)	64%	(159)	249
Income: Under 50k	33%	(398)	67%	(807)	1205
Income: 50k-100k	40%	(244)	60%	(362)	606
Income: 100k+	44%	(111)	56%	(141)	252
Ethnicity: White	33%	(521)	67%	(1063)	1584
Ethnicity: Hispanic	46%	(168)	54%	(199)	368

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Table MCFE20_1: *Consider all of the social media platforms you use. Do you follow any of the following types of sports-related accounts on social media?*
Sports teams

Demographic	Yes		No		Total N
Adults	37%	(754)	63%	(1310)	2064
Ethnicity: Black	54%	(147)	46%	(127)	273
Ethnicity: Other	42%	(86)	58%	(120)	206
All Christian	35%	(337)	65%	(618)	955
All Non-Christian	39%	(45)	61%	(72)	118
Atheist	34%	(29)	66%	(57)	86
Agnostic/Nothing in particular	33%	(182)	67%	(375)	556
Something Else	46%	(161)	54%	(188)	349
Religious Non-Protestant/Catholic	37%	(52)	63%	(90)	142
Evangelical	43%	(227)	57%	(299)	526
Non-Evangelical	35%	(253)	65%	(481)	734
Community: Urban	43%	(264)	57%	(347)	611
Community: Suburban	37%	(340)	63%	(588)	928
Community: Rural	28%	(149)	72%	(375)	524
Employ: Private Sector	46%	(289)	54%	(335)	624
Employ: Government	49%	(64)	51%	(67)	131
Employ: Self-Employed	49%	(79)	51%	(82)	161
Employ: Homemaker	34%	(62)	66%	(120)	182
Employ: Student	49%	(30)	51%	(32)	62
Employ: Retired	21%	(101)	79%	(386)	486
Employ: Unemployed	24%	(70)	76%	(215)	285
Employ: Other	45%	(59)	55%	(73)	132
Military HH: Yes	32%	(83)	68%	(177)	261
Military HH: No	37%	(671)	63%	(1132)	1803
RD/WT: Right Direction	41%	(258)	59%	(371)	629
RD/WT: Wrong Track	35%	(495)	65%	(939)	1435
Biden Job Approve	40%	(367)	60%	(545)	912
Biden Job Disapprove	34%	(364)	66%	(699)	1062

Table MCFE20_1: *Consider all of the social media platforms you use. Do you follow any of the following types of sports-related accounts on social media?*
Sports teams

Demographic	Yes		No		Total N
Adults	37%	(754)	63%	(1310)	2064
Biden Job Strongly Approve	45%	(182)	55%	(226)	409
Biden Job Somewhat Approve	37%	(185)	63%	(318)	503
Biden Job Somewhat Disapprove	38%	(123)	62%	(201)	324
Biden Job Strongly Disapprove	33%	(241)	67%	(498)	738
Favorable of Biden	40%	(367)	60%	(546)	912
Unfavorable of Biden	34%	(355)	66%	(696)	1050
Very Favorable of Biden	41%	(187)	59%	(270)	456
Somewhat Favorable of Biden	39%	(180)	61%	(276)	456
Somewhat Unfavorable of Biden	38%	(107)	62%	(177)	284
Very Unfavorable of Biden	32%	(248)	68%	(519)	767
#1 Issue: Economy	39%	(335)	61%	(530)	865
#1 Issue: Security	30%	(66)	70%	(153)	219
#1 Issue: Health Care	42%	(66)	58%	(93)	159
#1 Issue: Medicare / Social Security	30%	(72)	70%	(166)	238
#1 Issue: Women's Issues	40%	(120)	60%	(184)	304
#1 Issue: Education	52%	(30)	48%	(28)	58
#1 Issue: Energy	36%	(44)	64%	(80)	124
#1 Issue: Other	21%	(20)	79%	(77)	97
2020 Vote: Joe Biden	41%	(363)	59%	(523)	886
2020 Vote: Donald Trump	35%	(236)	65%	(438)	674
2020 Vote: Other	39%	(23)	61%	(35)	58
2020 Vote: Didn't Vote	30%	(132)	70%	(314)	446
2018 House Vote: Democrat	42%	(296)	58%	(415)	711
2018 House Vote: Republican	37%	(194)	63%	(332)	526
2016 Vote: Hillary Clinton	41%	(269)	59%	(387)	656
2016 Vote: Donald Trump	37%	(219)	63%	(373)	592
2016 Vote: Other	30%	(21)	70%	(48)	69
2016 Vote: Didn't Vote	32%	(239)	68%	(499)	739
Voted in 2014: Yes	38%	(430)	62%	(691)	1121
Voted in 2014: No	34%	(324)	66%	(618)	942

Table MCFE20_1: *Consider all of the social media platforms you use. Do you follow any of the following types of sports-related accounts on social media?*
Sports teams

Demographic	Yes		No		Total N
Adults	37%	(754)	63%	(1310)	2064
4-Region: Northeast	36%	(127)	64%	(222)	349
4-Region: Midwest	34%	(141)	66%	(280)	421
4-Region: South	37%	(299)	63%	(500)	800
4-Region: West	38%	(186)	62%	(308)	494
TikTok Users	46%	(363)	54%	(427)	790
Twitch Users	55%	(117)	45%	(95)	212
2022 Sports Viewers/Attendees	49%	(669)	51%	(704)	1373
Monthly Moviegoers	54%	(169)	46%	(146)	315
Few Times per Year + Moviegoers	48%	(429)	52%	(457)	887
Heard Smile Campaign	61%	(333)	39%	(211)	544
Heard Minion Campaign	62%	(330)	38%	(204)	534
Listens to Podcasts	49%	(542)	51%	(560)	1102
Streaming Services User	40%	(683)	60%	(1009)	1692
Netflix User	43%	(605)	57%	(809)	1414
Disney+ User	47%	(455)	53%	(506)	960
Heterosexual or straight	37%	(679)	63%	(1151)	1830
Gay	28%	(19)	72%	(47)	66
Bisexual	36%	(31)	64%	(57)	88
Yes	50%	(33)	50%	(33)	66
No	36%	(721)	64%	(1277)	1998

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

Table MCFE20_2: *Consider all of the social media platforms you use. Do you follow any of the following types of sports-related accounts on social media?*
Sports leagues

Demographic	Yes		No		Total N
Adults	25%	(524)	75%	(1540)	2064
Gender: Male	33%	(316)	67%	(651)	967
Gender: Female	19%	(207)	81%	(889)	1096
Age: 18-34	39%	(245)	61%	(390)	635
Age: 35-44	34%	(118)	66%	(233)	352
Age: 45-64	19%	(126)	81%	(544)	669
Age: 65+	8%	(34)	92%	(373)	408
GenZers: 1997-2012	35%	(89)	65%	(163)	252
Millennials: 1981-1996	38%	(244)	62%	(399)	643
GenXers: 1965-1980	24%	(127)	76%	(407)	534
Baby Boomers: 1946-1964	10%	(58)	90%	(522)	579
PID: Dem (no lean)	30%	(245)	70%	(577)	823
PID: Ind (no lean)	21%	(130)	79%	(486)	616
PID: Rep (no lean)	24%	(149)	76%	(476)	625
PID/Gender: Dem Men	41%	(154)	59%	(218)	373
PID/Gender: Dem Women	20%	(91)	80%	(359)	450
PID/Gender: Ind Men	25%	(76)	75%	(226)	303
PID/Gender: Ind Women	17%	(53)	83%	(260)	314
PID/Gender: Rep Men	29%	(85)	71%	(207)	292
PID/Gender: Rep Women	19%	(63)	81%	(270)	333
Ideo: Liberal (1-3)	28%	(176)	72%	(447)	624
Ideo: Moderate (4)	28%	(194)	72%	(511)	705
Ideo: Conservative (5-7)	22%	(136)	78%	(468)	604
Educ: < College	25%	(339)	75%	(1019)	1358
Educ: Bachelors degree	28%	(127)	72%	(330)	457
Educ: Post-grad	23%	(58)	77%	(192)	249
Income: Under 50k	23%	(278)	77%	(927)	1205
Income: 50k-100k	28%	(170)	72%	(436)	606
Income: 100k+	30%	(76)	70%	(176)	252
Ethnicity: White	22%	(345)	78%	(1239)	1584
Ethnicity: Hispanic	34%	(124)	66%	(244)	368

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Table MCFE20_2: *Consider all of the social media platforms you use. Do you follow any of the following types of sports-related accounts on social media?*
Sports leagues

Demographic	Yes		No		Total N
Adults	25%	(524)	75%	(1540)	2064
Ethnicity: Black	44%	(121)	56%	(152)	273
Ethnicity: Other	28%	(57)	72%	(149)	206
All Christian	25%	(237)	75%	(718)	955
All Non-Christian	31%	(37)	69%	(81)	118
Atheist	21%	(18)	79%	(68)	86
Agnostic/Nothing in particular	23%	(127)	77%	(429)	556
Something Else	30%	(104)	70%	(245)	349
Religious Non-Protestant/Catholic	29%	(42)	71%	(101)	142
Evangelical	32%	(168)	68%	(358)	526
Non-Evangelical	22%	(160)	78%	(574)	734
Community: Urban	33%	(199)	67%	(411)	611
Community: Suburban	25%	(229)	75%	(699)	928
Community: Rural	18%	(95)	82%	(429)	524
Employ: Private Sector	34%	(213)	66%	(411)	624
Employ: Government	40%	(53)	60%	(78)	131
Employ: Self-Employed	37%	(60)	63%	(101)	161
Employ: Homemaker	21%	(37)	79%	(145)	182
Employ: Student	34%	(21)	66%	(41)	62
Employ: Retired	10%	(48)	90%	(438)	486
Employ: Unemployed	16%	(46)	84%	(239)	285
Employ: Other	34%	(45)	66%	(87)	132
Military HH: Yes	20%	(51)	80%	(209)	261
Military HH: No	26%	(472)	74%	(1331)	1803
RD/WT: Right Direction	35%	(221)	65%	(408)	629
RD/WT: Wrong Track	21%	(302)	79%	(1132)	1435
Biden Job Approve	30%	(270)	70%	(641)	912
Biden Job Disapprove	22%	(236)	78%	(826)	1062

Table MCFE20_2: *Consider all of the social media platforms you use. Do you follow any of the following types of sports-related accounts on social media?*

Sports leagues

Demographic	Yes		No		Total N
Adults	25%	(524)	75%	(1540)	2064
Biden Job Strongly Approve	35%	(142)	65%	(267)	409
Biden Job Somewhat Approve	25%	(128)	75%	(375)	503
Biden Job Somewhat Disapprove	28%	(90)	72%	(234)	324
Biden Job Strongly Disapprove	20%	(146)	80%	(592)	738
Favorable of Biden	28%	(256)	72%	(656)	912
Unfavorable of Biden	23%	(245)	77%	(806)	1050
Very Favorable of Biden	31%	(141)	69%	(315)	456
Somewhat Favorable of Biden	25%	(115)	75%	(341)	456
Somewhat Unfavorable of Biden	27%	(78)	73%	(206)	284
Very Unfavorable of Biden	22%	(167)	78%	(599)	767
#1 Issue: Economy	27%	(237)	73%	(628)	865
#1 Issue: Security	21%	(45)	79%	(174)	219
#1 Issue: Health Care	26%	(41)	74%	(117)	159
#1 Issue: Medicare / Social Security	17%	(42)	83%	(196)	238
#1 Issue: Women's Issues	28%	(85)	72%	(219)	304
#1 Issue: Education	39%	(22)	61%	(36)	58
#1 Issue: Energy	29%	(36)	71%	(88)	124
#1 Issue: Other	16%	(15)	84%	(82)	97
2020 Vote: Joe Biden	30%	(262)	70%	(624)	886
2020 Vote: Donald Trump	23%	(157)	77%	(517)	674
2020 Vote: Other	24%	(14)	76%	(44)	58
2020 Vote: Didn't Vote	20%	(91)	80%	(355)	446
2018 House Vote: Democrat	31%	(222)	69%	(489)	711
2018 House Vote: Republican	23%	(122)	77%	(404)	526
2016 Vote: Hillary Clinton	30%	(198)	70%	(458)	656
2016 Vote: Donald Trump	24%	(143)	76%	(449)	592
2016 Vote: Other	20%	(14)	80%	(56)	69
2016 Vote: Didn't Vote	22%	(165)	78%	(574)	739
Voted in 2014: Yes	28%	(310)	72%	(811)	1121
Voted in 2014: No	23%	(213)	77%	(729)	942

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Table MCFE20_2: *Consider all of the social media platforms you use. Do you follow any of the following types of sports-related accounts on social media?*
Sports leagues

Demographic	Yes		No		Total N
Adults	25%	(524)	75%	(1540)	2064
4-Region: Northeast	24%	(82)	76%	(266)	349
4-Region: Midwest	23%	(97)	77%	(324)	421
4-Region: South	27%	(214)	73%	(585)	800
4-Region: West	26%	(130)	74%	(364)	494
TikTok Users	36%	(283)	64%	(507)	790
Twitch Users	44%	(94)	56%	(118)	212
2022 Sports Viewers/Attendees	34%	(468)	66%	(905)	1373
Monthly Moviegoers	49%	(154)	51%	(161)	315
Few Times per Year + Moviegoers	38%	(340)	62%	(547)	887
Heard Smile Campaign	50%	(274)	50%	(270)	544
Heard Minion Campaign	50%	(267)	50%	(267)	534
Listens to Podcasts	37%	(406)	63%	(696)	1102
Streaming Services User	28%	(475)	72%	(1217)	1692
Netflix User	30%	(430)	70%	(984)	1414
Disney+ User	35%	(332)	65%	(629)	960
Heterosexual or straight	26%	(478)	74%	(1352)	1830
Gay	13%	(9)	87%	(57)	66
Bisexual	27%	(24)	73%	(64)	88
Yes	29%	(19)	71%	(47)	66
No	25%	(504)	75%	(1493)	1998

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

Table MCFE20_3: *Consider all of the social media platforms you use. Do you follow any of the following types of sports-related accounts on social media?*
Sports federations

Demographic	Yes		No		Total N
Adults	14%	(285)	86%	(1779)	2064
Gender: Male	19%	(185)	81%	(782)	967
Gender: Female	9%	(99)	91%	(997)	1096
Age: 18-34	24%	(150)	76%	(485)	635
Age: 35-44	18%	(64)	82%	(287)	352
Age: 45-64	9%	(59)	91%	(610)	669
Age: 65+	3%	(11)	97%	(396)	408
GenZers: 1997-2012	24%	(62)	76%	(191)	252
Millennials: 1981-1996	21%	(138)	79%	(505)	643
GenXers: 1965-1980	12%	(64)	88%	(470)	534
Baby Boomers: 1946-1964	3%	(17)	97%	(562)	579
PID: Dem (no lean)	16%	(136)	84%	(687)	823
PID: Ind (no lean)	11%	(66)	89%	(550)	616
PID: Rep (no lean)	13%	(83)	87%	(542)	625
PID/Gender: Dem Men	24%	(89)	76%	(283)	373
PID/Gender: Dem Women	10%	(47)	90%	(403)	450
PID/Gender: Ind Men	15%	(44)	85%	(259)	303
PID/Gender: Ind Women	7%	(22)	93%	(292)	314
PID/Gender: Rep Men	18%	(52)	82%	(240)	292
PID/Gender: Rep Women	9%	(31)	91%	(302)	333
Ideo: Liberal (1-3)	16%	(97)	84%	(526)	624
Ideo: Moderate (4)	15%	(103)	85%	(602)	705
Ideo: Conservative (5-7)	12%	(73)	88%	(531)	604
Educ: < College	13%	(172)	87%	(1186)	1358
Educ: Bachelors degree	16%	(71)	84%	(386)	457
Educ: Post-grad	17%	(41)	83%	(208)	249
Income: Under 50k	11%	(138)	89%	(1067)	1205
Income: 50k-100k	15%	(90)	85%	(516)	606
Income: 100k+	22%	(56)	78%	(196)	252
Ethnicity: White	12%	(189)	88%	(1395)	1584
Ethnicity: Hispanic	22%	(82)	78%	(286)	368

Table MCFE20_3: *Consider all of the social media platforms you use. Do you follow any of the following types of sports-related accounts on social media?*
Sports federations

Demographic	Yes		No		Total N
Adults	14%	(285)	86%	(1779)	2064
Ethnicity: Black	23%	(64)	77%	(209)	273
Ethnicity: Other	15%	(32)	85%	(175)	206
All Christian	13%	(129)	87%	(826)	955
All Non-Christian	14%	(17)	86%	(100)	118
Atheist	10%	(8)	90%	(78)	86
Agnostic/Nothing in particular	13%	(72)	87%	(484)	556
Something Else	17%	(58)	83%	(291)	349
Religious Non-Protestant/Catholic	14%	(20)	86%	(122)	142
Evangelical	17%	(88)	83%	(437)	526
Non-Evangelical	12%	(89)	88%	(645)	734
Community: Urban	21%	(127)	79%	(484)	611
Community: Suburban	12%	(110)	88%	(819)	928
Community: Rural	9%	(48)	91%	(476)	524
Employ: Private Sector	20%	(124)	80%	(500)	624
Employ: Government	27%	(36)	73%	(95)	131
Employ: Self-Employed	20%	(32)	80%	(129)	161
Employ: Homemaker	11%	(20)	89%	(162)	182
Employ: Student	25%	(15)	75%	(47)	62
Employ: Retired	4%	(17)	96%	(469)	486
Employ: Unemployed	5%	(16)	95%	(269)	285
Employ: Other	19%	(25)	81%	(107)	132
Military HH: Yes	12%	(32)	88%	(229)	261
Military HH: No	14%	(253)	86%	(1550)	1803
RD/WT: Right Direction	22%	(140)	78%	(489)	629
RD/WT: Wrong Track	10%	(145)	90%	(1290)	1435
Biden Job Approve	17%	(153)	83%	(759)	912
Biden Job Disapprove	11%	(121)	89%	(941)	1062

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Table MCFE20_3: *Consider all of the social media platforms you use. Do you follow any of the following types of sports-related accounts on social media?*
Sports federations

Demographic	Yes		No		Total N
Adults	14%	(285)	86%	(1779)	2064
Biden Job Strongly Approve	22%	(89)	78%	(319)	409
Biden Job Somewhat Approve	13%	(64)	87%	(439)	503
Biden Job Somewhat Disapprove	13%	(44)	87%	(281)	324
Biden Job Strongly Disapprove	10%	(77)	90%	(661)	738
Favorable of Biden	16%	(144)	84%	(769)	912
Unfavorable of Biden	12%	(126)	88%	(924)	1050
Very Favorable of Biden	19%	(87)	81%	(369)	456
Somewhat Favorable of Biden	12%	(57)	88%	(399)	456
Somewhat Unfavorable of Biden	16%	(47)	84%	(237)	284
Very Unfavorable of Biden	10%	(80)	90%	(687)	767
#1 Issue: Economy	14%	(119)	86%	(746)	865
#1 Issue: Security	11%	(23)	89%	(196)	219
#1 Issue: Health Care	21%	(33)	79%	(125)	159
#1 Issue: Medicare / Social Security	9%	(22)	91%	(216)	238
#1 Issue: Women's Issues	12%	(36)	88%	(268)	304
#1 Issue: Education	34%	(20)	66%	(39)	58
#1 Issue: Energy	19%	(23)	81%	(101)	124
#1 Issue: Other	9%	(9)	91%	(88)	97
2020 Vote: Joe Biden	17%	(147)	83%	(739)	886
2020 Vote: Donald Trump	12%	(80)	88%	(594)	674
2020 Vote: Other	17%	(10)	83%	(48)	58
2020 Vote: Didn't Vote	11%	(49)	89%	(397)	446
2018 House Vote: Democrat	17%	(121)	83%	(590)	711
2018 House Vote: Republican	12%	(64)	88%	(462)	526
2016 Vote: Hillary Clinton	17%	(113)	83%	(543)	656
2016 Vote: Donald Trump	12%	(69)	88%	(523)	592
2016 Vote: Other	10%	(7)	90%	(63)	69
2016 Vote: Didn't Vote	13%	(95)	87%	(644)	739
Voted in 2014: Yes	15%	(168)	85%	(954)	1121
Voted in 2014: No	12%	(117)	88%	(825)	942

Table MCFE20_3: *Consider all of the social media platforms you use. Do you follow any of the following types of sports-related accounts on social media?*
Sports federations

Demographic	Yes		No		Total N
Adults	14%	(285)	86%	(1779)	2064
4-Region: Northeast	13%	(46)	87%	(303)	349
4-Region: Midwest	11%	(48)	89%	(373)	421
4-Region: South	15%	(120)	85%	(680)	800
4-Region: West	14%	(71)	86%	(423)	494
TikTok Users	21%	(167)	79%	(623)	790
Twitch Users	36%	(77)	64%	(135)	212
2022 Sports Viewers/Attendees	18%	(250)	82%	(1123)	1373
Monthly Moviegoers	32%	(101)	68%	(214)	315
Few Times per Year + Moviegoers	22%	(193)	78%	(694)	887
Heard Smile Campaign	33%	(178)	67%	(365)	544
Heard Minion Campaign	31%	(167)	69%	(367)	534
Listens to Podcasts	22%	(237)	78%	(865)	1102
Streaming Services User	15%	(262)	85%	(1430)	1692
Netflix User	17%	(238)	83%	(1176)	1414
Disney+ User	21%	(199)	79%	(762)	960
Heterosexual or straight	14%	(256)	86%	(1573)	1830
Gay	8%	(5)	92%	(61)	66
Bisexual	15%	(13)	85%	(75)	88
Yes	18%	(12)	82%	(54)	66
No	14%	(273)	86%	(1725)	1998

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

Table MCFE20_4: *Consider all of the social media platforms you use. Do you follow any of the following types of sports-related accounts on social media?*
College athletes

Demographic	Yes		No		Total N
Adults	18%	(375)	82%	(1689)	2064
Gender: Male	22%	(215)	78%	(752)	967
Gender: Female	15%	(160)	85%	(937)	1096
Age: 18-34	30%	(188)	70%	(447)	635
Age: 35-44	23%	(80)	77%	(272)	352
Age: 45-64	12%	(82)	88%	(588)	669
Age: 65+	6%	(26)	94%	(382)	408
GenZers: 1997-2012	31%	(77)	69%	(175)	252
Millennials: 1981-1996	26%	(170)	74%	(473)	643
GenXers: 1965-1980	15%	(82)	85%	(452)	534
Baby Boomers: 1946-1964	7%	(42)	93%	(538)	579
PID: Dem (no lean)	21%	(177)	79%	(646)	823
PID: Ind (no lean)	12%	(73)	88%	(543)	616
PID: Rep (no lean)	20%	(125)	80%	(500)	625
PID/Gender: Dem Men	27%	(102)	73%	(271)	373
PID/Gender: Dem Women	17%	(75)	83%	(375)	450
PID/Gender: Ind Men	14%	(44)	86%	(259)	303
PID/Gender: Ind Women	9%	(29)	91%	(284)	314
PID/Gender: Rep Men	24%	(70)	76%	(222)	292
PID/Gender: Rep Women	17%	(56)	83%	(277)	333
Ideo: Liberal (1-3)	22%	(134)	78%	(489)	624
Ideo: Moderate (4)	16%	(115)	84%	(591)	705
Ideo: Conservative (5-7)	18%	(111)	82%	(493)	604
Educ: < College	18%	(246)	82%	(1111)	1358
Educ: Bachelors degree	18%	(84)	82%	(373)	457
Educ: Post-grad	18%	(44)	82%	(205)	249
Income: Under 50k	17%	(204)	83%	(1001)	1205
Income: 50k-100k	19%	(115)	81%	(491)	606
Income: 100k+	22%	(55)	78%	(197)	252
Ethnicity: White	15%	(240)	85%	(1343)	1584
Ethnicity: Hispanic	24%	(88)	76%	(279)	368

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Table MCFE20_4: *Consider all of the social media platforms you use. Do you follow any of the following types of sports-related accounts on social media?*
College athletes

Demographic	Yes		No		Total N
Adults	18%	(375)	82%	(1689)	2064
Ethnicity: Black	37%	(101)	63%	(172)	273
Ethnicity: Other	16%	(33)	84%	(173)	206
All Christian	18%	(170)	82%	(785)	955
All Non-Christian	21%	(24)	79%	(93)	118
Atheist	12%	(11)	88%	(76)	86
Agnostic/Nothing in particular	14%	(78)	86%	(479)	556
Something Else	26%	(92)	74%	(257)	349
Religious Non-Protestant/Catholic	23%	(32)	77%	(110)	142
Evangelical	25%	(131)	75%	(394)	526
Non-Evangelical	16%	(117)	84%	(618)	734
Community: Urban	25%	(154)	75%	(456)	611
Community: Suburban	15%	(137)	85%	(791)	928
Community: Rural	16%	(83)	84%	(441)	524
Employ: Private Sector	26%	(159)	74%	(464)	624
Employ: Government	32%	(41)	68%	(90)	131
Employ: Self-Employed	24%	(39)	76%	(122)	161
Employ: Homemaker	15%	(28)	85%	(154)	182
Employ: Student	27%	(17)	73%	(45)	62
Employ: Retired	6%	(31)	94%	(455)	486
Employ: Unemployed	13%	(36)	87%	(249)	285
Employ: Other	17%	(23)	83%	(109)	132
Military HH: Yes	14%	(37)	86%	(224)	261
Military HH: No	19%	(338)	81%	(1465)	1803
RD/WT: Right Direction	26%	(163)	74%	(466)	629
RD/WT: Wrong Track	15%	(212)	85%	(1222)	1435
Biden Job Approve	21%	(195)	79%	(717)	912
Biden Job Disapprove	16%	(169)	84%	(894)	1062

Table MCFE20_4: *Consider all of the social media platforms you use. Do you follow any of the following types of sports-related accounts on social media?*
College athletes

Demographic	Yes		No		Total N
Adults	18%	(375)	82%	(1689)	2064
Biden Job Strongly Approve	26%	(106)	74%	(303)	409
Biden Job Somewhat Approve	18%	(90)	82%	(413)	503
Biden Job Somewhat Disapprove	17%	(54)	83%	(270)	324
Biden Job Strongly Disapprove	16%	(115)	84%	(624)	738
Favorable of Biden	21%	(188)	79%	(725)	912
Unfavorable of Biden	16%	(169)	84%	(882)	1050
Very Favorable of Biden	23%	(106)	77%	(350)	456
Somewhat Favorable of Biden	18%	(81)	82%	(375)	456
Somewhat Unfavorable of Biden	15%	(44)	85%	(240)	284
Very Unfavorable of Biden	16%	(125)	84%	(641)	767
#1 Issue: Economy	18%	(158)	82%	(707)	865
#1 Issue: Security	17%	(38)	83%	(181)	219
#1 Issue: Health Care	17%	(28)	83%	(131)	159
#1 Issue: Medicare / Social Security	12%	(28)	88%	(209)	238
#1 Issue: Women's Issues	19%	(58)	81%	(246)	304
#1 Issue: Education	33%	(19)	67%	(39)	58
#1 Issue: Energy	27%	(34)	73%	(90)	124
#1 Issue: Other	12%	(12)	88%	(85)	97
2020 Vote: Joe Biden	19%	(172)	81%	(714)	886
2020 Vote: Donald Trump	19%	(129)	81%	(545)	674
2020 Vote: Other	12%	(7)	88%	(51)	58
2020 Vote: Didn't Vote	15%	(67)	85%	(379)	446
2018 House Vote: Democrat	21%	(153)	79%	(558)	711
2018 House Vote: Republican	18%	(95)	82%	(431)	526
2016 Vote: Hillary Clinton	20%	(130)	80%	(526)	656
2016 Vote: Donald Trump	19%	(115)	81%	(477)	592
2016 Vote: Other	9%	(7)	91%	(63)	69
2016 Vote: Didn't Vote	16%	(121)	84%	(617)	739
Voted in 2014: Yes	19%	(218)	81%	(903)	1121
Voted in 2014: No	17%	(157)	83%	(786)	942

Table MCFE20_4: *Consider all of the social media platforms you use. Do you follow any of the following types of sports-related accounts on social media?*
College athletes

Demographic	Yes		No		Total N
Adults	18%	(375)	82%	(1689)	2064
4-Region: Northeast	14%	(49)	86%	(300)	349
4-Region: Midwest	17%	(74)	83%	(347)	421
4-Region: South	21%	(166)	79%	(634)	800
4-Region: West	17%	(86)	83%	(408)	494
TikTok Users	27%	(211)	73%	(578)	790
Twitch Users	35%	(74)	65%	(139)	212
2022 Sports Viewers/Attendees	24%	(324)	76%	(1049)	1373
Monthly Moviegoers	35%	(110)	65%	(205)	315
Few Times per Year + Moviegoers	28%	(247)	72%	(639)	887
Heard Smile Campaign	39%	(211)	61%	(333)	544
Heard Minion Campaign	38%	(202)	62%	(331)	534
Listens to Podcasts	26%	(292)	74%	(810)	1102
Streaming Services User	21%	(351)	79%	(1341)	1692
Netflix User	22%	(317)	78%	(1098)	1414
Disney+ User	28%	(265)	72%	(695)	960
Heterosexual or straight	18%	(338)	82%	(1492)	1830
Gay	9%	(6)	91%	(60)	66
Bisexual	22%	(20)	78%	(69)	88
Yes	30%	(19)	70%	(46)	66
No	18%	(355)	82%	(1643)	1998

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

Table MCFE20_5: *Consider all of the social media platforms you use. Do you follow any of the following types of sports-related accounts on social media?*
Professional athletes

Demographic	Yes		No		Total N
Adults	29%	(608)	71%	(1455)	2064
Gender: Male	36%	(345)	64%	(622)	967
Gender: Female	24%	(263)	76%	(834)	1096
Age: 18-34	44%	(282)	56%	(353)	635
Age: 35-44	40%	(141)	60%	(210)	352
Age: 45-64	22%	(146)	78%	(523)	669
Age: 65+	10%	(39)	90%	(369)	408
GenZers: 1997-2012	44%	(112)	56%	(141)	252
Millennials: 1981-1996	43%	(275)	57%	(367)	643
GenXers: 1965-1980	28%	(148)	72%	(386)	534
Baby Boomers: 1946-1964	11%	(66)	89%	(513)	579
PID: Dem (no lean)	34%	(280)	66%	(543)	823
PID: Ind (no lean)	23%	(145)	77%	(471)	616
PID: Rep (no lean)	29%	(184)	71%	(441)	625
PID/Gender: Dem Men	44%	(164)	56%	(209)	373
PID/Gender: Dem Women	26%	(116)	74%	(334)	450
PID/Gender: Ind Men	27%	(83)	73%	(220)	303
PID/Gender: Ind Women	20%	(62)	80%	(251)	314
PID/Gender: Rep Men	34%	(99)	66%	(193)	292
PID/Gender: Rep Women	25%	(85)	75%	(248)	333
Ideo: Liberal (1-3)	31%	(193)	69%	(431)	624
Ideo: Moderate (4)	32%	(229)	68%	(477)	705
Ideo: Conservative (5-7)	27%	(161)	73%	(443)	604
Educ: < College	29%	(392)	71%	(965)	1358
Educ: Bachelors degree	31%	(144)	69%	(313)	457
Educ: Post-grad	29%	(72)	71%	(177)	249
Income: Under 50k	27%	(322)	73%	(883)	1205
Income: 50k-100k	32%	(194)	68%	(412)	606
Income: 100k+	36%	(91)	64%	(161)	252
Ethnicity: White	26%	(405)	74%	(1178)	1584
Ethnicity: Hispanic	41%	(149)	59%	(219)	368

Table MCFE20_5: *Consider all of the social media platforms you use. Do you follow any of the following types of sports-related accounts on social media?*
Professional athletes

Demographic	Yes		No		Total N
Adults	29%	(608)	71%	(1455)	2064
Ethnicity: Black	47%	(130)	53%	(144)	273
Ethnicity: Other	35%	(73)	65%	(133)	206
All Christian	27%	(260)	73%	(694)	955
All Non-Christian	30%	(35)	70%	(82)	118
Atheist	33%	(28)	67%	(58)	86
Agnostic/Nothing in particular	27%	(150)	73%	(407)	556
Something Else	39%	(135)	61%	(214)	349
Religious Non-Protestant/Catholic	31%	(44)	69%	(98)	142
Evangelical	37%	(194)	63%	(332)	526
Non-Evangelical	25%	(183)	75%	(551)	734
Community: Urban	39%	(239)	61%	(372)	611
Community: Suburban	27%	(254)	73%	(675)	928
Community: Rural	22%	(116)	78%	(409)	524
Employ: Private Sector	41%	(254)	59%	(370)	624
Employ: Government	45%	(59)	55%	(73)	131
Employ: Self-Employed	37%	(60)	63%	(101)	161
Employ: Homemaker	24%	(44)	76%	(138)	182
Employ: Student	48%	(30)	52%	(32)	62
Employ: Retired	11%	(55)	89%	(431)	486
Employ: Unemployed	22%	(62)	78%	(223)	285
Employ: Other	35%	(46)	65%	(86)	132
Military HH: Yes	24%	(63)	76%	(198)	261
Military HH: No	30%	(546)	70%	(1257)	1803
RD/WT: Right Direction	38%	(237)	62%	(392)	629
RD/WT: Wrong Track	26%	(371)	74%	(1064)	1435
Biden Job Approve	33%	(302)	67%	(610)	912
Biden Job Disapprove	27%	(284)	73%	(778)	1062

Table MCFE20_5: *Consider all of the social media platforms you use. Do you follow any of the following types of sports-related accounts on social media?*
Professional athletes

Demographic	Yes		No		Total N
Adults	29%	(608)	71%	(1455)	2064
Biden Job Strongly Approve	37%	(150)	63%	(259)	409
Biden Job Somewhat Approve	30%	(152)	70%	(351)	503
Biden Job Somewhat Disapprove	32%	(104)	68%	(220)	324
Biden Job Strongly Disapprove	24%	(180)	76%	(558)	738
Favorable of Biden	32%	(290)	68%	(622)	912
Unfavorable of Biden	28%	(290)	72%	(760)	1050
Very Favorable of Biden	33%	(153)	67%	(304)	456
Somewhat Favorable of Biden	30%	(138)	70%	(319)	456
Somewhat Unfavorable of Biden	35%	(98)	65%	(186)	284
Very Unfavorable of Biden	25%	(192)	75%	(574)	767
#1 Issue: Economy	33%	(283)	67%	(582)	865
#1 Issue: Security	24%	(52)	76%	(167)	219
#1 Issue: Health Care	35%	(55)	65%	(104)	159
#1 Issue: Medicare / Social Security	16%	(39)	84%	(199)	238
#1 Issue: Women's Issues	28%	(86)	72%	(218)	304
#1 Issue: Education	49%	(29)	51%	(30)	58
#1 Issue: Energy	38%	(47)	62%	(77)	124
#1 Issue: Other	19%	(18)	81%	(79)	97
2020 Vote: Joe Biden	34%	(300)	66%	(586)	886
2020 Vote: Donald Trump	28%	(188)	72%	(486)	674
2020 Vote: Other	25%	(15)	75%	(43)	58
2020 Vote: Didn't Vote	24%	(106)	76%	(340)	446
2018 House Vote: Democrat	35%	(248)	65%	(463)	711
2018 House Vote: Republican	27%	(141)	73%	(385)	526
2016 Vote: Hillary Clinton	34%	(222)	66%	(434)	656
2016 Vote: Donald Trump	28%	(164)	72%	(428)	592
2016 Vote: Other	24%	(17)	76%	(52)	69
2016 Vote: Didn't Vote	27%	(201)	73%	(538)	739
Voted in 2014: Yes	30%	(334)	70%	(787)	1121
Voted in 2014: No	29%	(274)	71%	(668)	942

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Table MCFE20_5: *Consider all of the social media platforms you use. Do you follow any of the following types of sports-related accounts on social media?*
Professional athletes

Demographic	Yes		No		Total N
Adults	29%	(608)	71%	(1455)	2064
4-Region: Northeast	26%	(91)	74%	(258)	349
4-Region: Midwest	29%	(123)	71%	(298)	421
4-Region: South	29%	(234)	71%	(566)	800
4-Region: West	33%	(161)	67%	(333)	494
TikTok Users	40%	(320)	60%	(470)	790
Twitch Users	58%	(123)	42%	(89)	212
2022 Sports Viewers/Attendees	40%	(543)	60%	(830)	1373
Monthly Moviegoers	55%	(172)	45%	(143)	315
Few Times per Year + Moviegoers	43%	(381)	57%	(506)	887
Heard Smile Campaign	56%	(307)	44%	(237)	544
Heard Minion Campaign	54%	(288)	46%	(246)	534
Listens to Podcasts	41%	(453)	59%	(649)	1102
Streaming Services User	33%	(557)	67%	(1136)	1692
Netflix User	36%	(507)	64%	(907)	1414
Disney+ User	41%	(393)	59%	(567)	960
Heterosexual or straight	30%	(549)	70%	(1281)	1830
Gay	15%	(10)	85%	(56)	66
Bisexual	29%	(26)	71%	(63)	88
Yes	41%	(27)	59%	(39)	66
No	29%	(581)	71%	(1417)	1998

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

Table MCFE20_6: *Consider all of the social media platforms you use. Do you follow any of the following types of sports-related accounts on social media?*

Brands that sell athletic apparel (e.g., Under Armour, Nike, Adidas)

Demographic	Yes		No		Total N
Adults	30%	(619)	70%	(1444)	2064
Gender: Male	36%	(345)	64%	(622)	967
Gender: Female	25%	(274)	75%	(822)	1096
Age: 18-34	49%	(314)	51%	(321)	635
Age: 35-44	41%	(144)	59%	(208)	352
Age: 45-64	20%	(136)	80%	(533)	669
Age: 65+	6%	(25)	94%	(382)	408
GenZers: 1997-2012	54%	(136)	46%	(117)	252
Millennials: 1981-1996	45%	(287)	55%	(356)	643
GenXers: 1965-1980	28%	(147)	72%	(386)	534
Baby Boomers: 1946-1964	8%	(45)	92%	(534)	579
PID: Dem (no lean)	36%	(294)	64%	(529)	823
PID: Ind (no lean)	24%	(148)	76%	(468)	616
PID: Rep (no lean)	28%	(177)	72%	(448)	625
PID/Gender: Dem Men	47%	(177)	53%	(196)	373
PID/Gender: Dem Women	26%	(117)	74%	(332)	450
PID/Gender: Ind Men	25%	(76)	75%	(227)	303
PID/Gender: Ind Women	23%	(72)	77%	(241)	314
PID/Gender: Rep Men	32%	(92)	68%	(200)	292
PID/Gender: Rep Women	25%	(85)	75%	(248)	333
Ideo: Liberal (1-3)	33%	(207)	67%	(416)	624
Ideo: Moderate (4)	32%	(229)	68%	(477)	705
Ideo: Conservative (5-7)	24%	(147)	76%	(457)	604
Educ: < College	31%	(418)	69%	(939)	1358
Educ: Bachelors degree	25%	(115)	75%	(342)	457
Educ: Post-grad	34%	(86)	66%	(164)	249
Income: Under 50k	28%	(339)	72%	(866)	1205
Income: 50k-100k	33%	(199)	67%	(407)	606
Income: 100k+	32%	(81)	68%	(171)	252
Ethnicity: White	25%	(401)	75%	(1182)	1584
Ethnicity: Hispanic	47%	(174)	53%	(194)	368

Table MCFE20_6: *Consider all of the social media platforms you use. Do you follow any of the following types of sports-related accounts on social media?*

Brands that sell athletic apparel (e.g., Under Armour, Nike, Adidas)

Demographic	Yes		No		Total N
Adults	30%	(619)	70%	(1444)	2064
Ethnicity: Black	52%	(143)	48%	(130)	273
Ethnicity: Other	36%	(74)	64%	(132)	206
All Christian	26%	(246)	74%	(709)	955
All Non-Christian	38%	(45)	62%	(73)	118
Atheist	29%	(25)	71%	(61)	86
Agnostic/Nothing in particular	29%	(163)	71%	(394)	556
Something Else	40%	(141)	60%	(208)	349
Religious Non-Protestant/Catholic	37%	(53)	63%	(90)	142
Evangelical	34%	(180)	66%	(346)	526
Non-Evangelical	26%	(194)	74%	(541)	734
Community: Urban	38%	(230)	62%	(381)	611
Community: Suburban	29%	(267)	71%	(661)	928
Community: Rural	23%	(122)	77%	(402)	524
Employ: Private Sector	39%	(244)	61%	(380)	624
Employ: Government	50%	(66)	50%	(65)	131
Employ: Self-Employed	43%	(69)	57%	(92)	161
Employ: Homemaker	29%	(53)	71%	(129)	182
Employ: Student	51%	(31)	49%	(31)	62
Employ: Retired	8%	(39)	92%	(447)	486
Employ: Unemployed	25%	(71)	75%	(214)	285
Employ: Other	34%	(45)	66%	(87)	132
Military HH: Yes	20%	(52)	80%	(209)	261
Military HH: No	31%	(568)	69%	(1235)	1803
RD/WT: Right Direction	38%	(242)	62%	(387)	629
RD/WT: Wrong Track	26%	(377)	74%	(1057)	1435
Biden Job Approve	35%	(321)	65%	(591)	912
Biden Job Disapprove	26%	(272)	74%	(790)	1062

Table MCFE20_6: *Consider all of the social media platforms you use. Do you follow any of the following types of sports-related accounts on social media?*

Brands that sell athletic apparel (e.g., Under Armour, Nike, Adidas)

Demographic	Yes		No		Total N
Adults	30%	(619)	70%	(1444)	2064
Biden Job Strongly Approve	37%	(151)	63%	(257)	409
Biden Job Somewhat Approve	34%	(169)	66%	(334)	503
Biden Job Somewhat Disapprove	34%	(110)	66%	(214)	324
Biden Job Strongly Disapprove	22%	(162)	78%	(577)	738
Favorable of Biden	34%	(313)	66%	(599)	912
Unfavorable of Biden	26%	(270)	74%	(780)	1050
Very Favorable of Biden	36%	(163)	64%	(294)	456
Somewhat Favorable of Biden	33%	(150)	67%	(306)	456
Somewhat Unfavorable of Biden	34%	(96)	66%	(188)	284
Very Unfavorable of Biden	23%	(174)	77%	(593)	767
#1 Issue: Economy	33%	(288)	67%	(577)	865
#1 Issue: Security	23%	(51)	77%	(168)	219
#1 Issue: Health Care	34%	(53)	66%	(105)	159
#1 Issue: Medicare / Social Security	15%	(35)	85%	(203)	238
#1 Issue: Women's Issues	35%	(106)	65%	(198)	304
#1 Issue: Education	49%	(29)	51%	(30)	58
#1 Issue: Energy	34%	(42)	66%	(82)	124
#1 Issue: Other	15%	(15)	85%	(82)	97
2020 Vote: Joe Biden	32%	(287)	68%	(599)	886
2020 Vote: Donald Trump	25%	(171)	75%	(503)	674
2020 Vote: Other	27%	(16)	73%	(42)	58
2020 Vote: Didn't Vote	33%	(145)	67%	(301)	446
2018 House Vote: Democrat	34%	(242)	66%	(469)	711
2018 House Vote: Republican	23%	(121)	77%	(405)	526
2016 Vote: Hillary Clinton	32%	(210)	68%	(446)	656
2016 Vote: Donald Trump	24%	(139)	76%	(453)	592
2016 Vote: Other	19%	(13)	81%	(56)	69
2016 Vote: Didn't Vote	34%	(254)	66%	(485)	739
Voted in 2014: Yes	27%	(298)	73%	(823)	1121
Voted in 2014: No	34%	(321)	66%	(621)	942

Table MCFE20_6: *Consider all of the social media platforms you use. Do you follow any of the following types of sports-related accounts on social media?*

Brands that sell athletic apparel (e.g., Under Armour, Nike, Adidas)

Demographic	Yes		No		Total N
Adults	30%	(619)	70%	(1444)	2064
4-Region: Northeast	29%	(100)	71%	(249)	349
4-Region: Midwest	24%	(101)	76%	(320)	421
4-Region: South	32%	(255)	68%	(545)	800
4-Region: West	33%	(164)	67%	(330)	494
TikTok Users	45%	(354)	55%	(435)	790
Twitch Users	55%	(117)	45%	(96)	212
2022 Sports Viewers/Attendees	36%	(496)	64%	(876)	1373
Monthly Moviegoers	56%	(177)	44%	(138)	315
Few Times per Year + Moviegoers	43%	(381)	57%	(505)	887
Heard Smile Campaign	60%	(326)	40%	(218)	544
Heard Minion Campaign	60%	(319)	40%	(215)	534
Listens to Podcasts	42%	(461)	58%	(641)	1102
Streaming Services User	34%	(581)	66%	(1111)	1692
Netflix User	38%	(534)	62%	(880)	1414
Disney+ User	42%	(403)	58%	(557)	960
Heterosexual or straight	30%	(549)	70%	(1281)	1830
Gay	26%	(17)	74%	(49)	66
Bisexual	38%	(33)	62%	(55)	88
Yes	38%	(25)	62%	(41)	66
No	30%	(594)	70%	(1403)	1998

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

Table MCFE20_7: *Consider all of the social media platforms you use. Do you follow any of the following types of sports-related accounts on social media?*

Sports media organizations (e.g., ESPN, Fox Sports, Barstool Sports)

Demographic	Yes		No		Total N
Adults	27%	(552)	73%	(1511)	2064
Gender: Male	34%	(329)	66%	(638)	967
Gender: Female	20%	(223)	80%	(873)	1096
Age: 18-34	42%	(269)	58%	(366)	635
Age: 35-44	33%	(116)	67%	(236)	352
Age: 45-64	20%	(134)	80%	(535)	669
Age: 65+	8%	(33)	92%	(374)	408
GenZers: 1997-2012	41%	(103)	59%	(150)	252
Millennials: 1981-1996	40%	(254)	60%	(389)	643
GenXers: 1965-1980	25%	(134)	75%	(399)	534
Baby Boomers: 1946-1964	10%	(55)	90%	(524)	579
PID: Dem (no lean)	32%	(261)	68%	(562)	823
PID: Ind (no lean)	20%	(121)	80%	(495)	616
PID: Rep (no lean)	27%	(170)	73%	(455)	625
PID/Gender: Dem Men	44%	(165)	56%	(208)	373
PID/Gender: Dem Women	21%	(96)	79%	(354)	450
PID/Gender: Ind Men	26%	(78)	74%	(225)	303
PID/Gender: Ind Women	14%	(43)	86%	(270)	314
PID/Gender: Rep Men	29%	(86)	71%	(206)	292
PID/Gender: Rep Women	25%	(84)	75%	(249)	333
Ideo: Liberal (1-3)	28%	(176)	72%	(447)	624
Ideo: Moderate (4)	29%	(203)	71%	(502)	705
Ideo: Conservative (5-7)	25%	(151)	75%	(453)	604
Educ: < College	26%	(355)	74%	(1002)	1358
Educ: Bachelors degree	29%	(132)	71%	(325)	457
Educ: Post-grad	26%	(65)	74%	(184)	249
Income: Under 50k	25%	(295)	75%	(910)	1205
Income: 50k-100k	27%	(164)	73%	(442)	606
Income: 100k+	37%	(93)	63%	(159)	252
Ethnicity: White	23%	(366)	77%	(1217)	1584
Ethnicity: Hispanic	38%	(138)	62%	(230)	368

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Table MCFE20_7: *Consider all of the social media platforms you use. Do you follow any of the following types of sports-related accounts on social media?*

Sports media organizations (e.g., ESPN, Fox Sports, Barstool Sports)

Demographic	Yes		No		Total N
Adults	27%	(552)	73%	(1511)	2064
Ethnicity: Black	45%	(124)	55%	(150)	273
Ethnicity: Other	30%	(62)	70%	(144)	206
All Christian	26%	(248)	74%	(707)	955
All Non-Christian	27%	(32)	73%	(86)	118
Atheist	23%	(20)	77%	(67)	86
Agnostic/Nothing in particular	24%	(135)	76%	(422)	556
Something Else	34%	(118)	66%	(231)	349
Religious Non-Protestant/Catholic	27%	(38)	73%	(104)	142
Evangelical	31%	(165)	69%	(361)	526
Non-Evangelical	25%	(187)	75%	(548)	734
Community: Urban	33%	(204)	67%	(407)	611
Community: Suburban	26%	(240)	74%	(689)	928
Community: Rural	21%	(108)	79%	(416)	524
Employ: Private Sector	36%	(223)	64%	(400)	624
Employ: Government	42%	(55)	58%	(76)	131
Employ: Self-Employed	38%	(61)	62%	(99)	161
Employ: Homemaker	22%	(40)	78%	(142)	182
Employ: Student	48%	(30)	52%	(32)	62
Employ: Retired	10%	(48)	90%	(439)	486
Employ: Unemployed	21%	(59)	79%	(226)	285
Employ: Other	27%	(36)	73%	(96)	132
Military HH: Yes	23%	(60)	77%	(201)	261
Military HH: No	27%	(492)	73%	(1311)	1803
RD/WT: Right Direction	36%	(226)	64%	(403)	629
RD/WT: Wrong Track	23%	(326)	77%	(1109)	1435
Biden Job Approve	31%	(285)	69%	(627)	912
Biden Job Disapprove	24%	(250)	76%	(812)	1062

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Table MCFE20_7: *Consider all of the social media platforms you use. Do you follow any of the following types of sports-related accounts on social media?*

Sports media organizations (e.g., ESPN, Fox Sports, Barstool Sports)

Demographic	Yes		No		Total N
Adults	27%	(552)	73%	(1511)	2064
Biden Job Strongly Approve	34%	(137)	66%	(271)	409
Biden Job Somewhat Approve	29%	(147)	71%	(356)	503
Biden Job Somewhat Disapprove	28%	(91)	72%	(233)	324
Biden Job Strongly Disapprove	22%	(159)	78%	(579)	738
Favorable of Biden	30%	(276)	70%	(636)	912
Unfavorable of Biden	24%	(252)	76%	(799)	1050
Very Favorable of Biden	33%	(149)	67%	(308)	456
Somewhat Favorable of Biden	28%	(128)	72%	(329)	456
Somewhat Unfavorable of Biden	27%	(77)	73%	(207)	284
Very Unfavorable of Biden	23%	(175)	77%	(591)	767
#1 Issue: Economy	29%	(251)	71%	(614)	865
#1 Issue: Security	26%	(57)	74%	(162)	219
#1 Issue: Health Care	27%	(43)	73%	(115)	159
#1 Issue: Medicare / Social Security	18%	(44)	82%	(194)	238
#1 Issue: Women's Issues	25%	(76)	75%	(228)	304
#1 Issue: Education	46%	(27)	54%	(32)	58
#1 Issue: Energy	33%	(41)	67%	(83)	124
#1 Issue: Other	15%	(15)	85%	(83)	97
2020 Vote: Joe Biden	31%	(272)	69%	(614)	886
2020 Vote: Donald Trump	26%	(175)	74%	(499)	674
2020 Vote: Other	28%	(16)	72%	(41)	58
2020 Vote: Didn't Vote	20%	(90)	80%	(357)	446
2018 House Vote: Democrat	32%	(225)	68%	(486)	711
2018 House Vote: Republican	26%	(136)	74%	(390)	526
2016 Vote: Hillary Clinton	31%	(203)	69%	(453)	656
2016 Vote: Donald Trump	26%	(152)	74%	(440)	592
2016 Vote: Other	16%	(11)	84%	(59)	69
2016 Vote: Didn't Vote	25%	(183)	75%	(556)	739
Voted in 2014: Yes	27%	(304)	73%	(817)	1121
Voted in 2014: No	26%	(248)	74%	(694)	942

Table MCFE20_7: *Consider all of the social media platforms you use. Do you follow any of the following types of sports-related accounts on social media?*

Sports media organizations (e.g., ESPN, Fox Sports, Barstool Sports)

Demographic	Yes		No		Total N
Adults	27%	(552)	73%	(1511)	2064
4-Region: Northeast	25%	(88)	75%	(261)	349
4-Region: Midwest	22%	(93)	78%	(328)	421
4-Region: South	29%	(235)	71%	(564)	800
4-Region: West	28%	(136)	72%	(358)	494
TikTok Users	39%	(305)	61%	(485)	790
Twitch Users	54%	(114)	46%	(98)	212
2022 Sports Viewers/Attendees	36%	(494)	64%	(878)	1373
Monthly Moviegoers	50%	(157)	50%	(158)	315
Few Times per Year + Moviegoers	40%	(352)	60%	(535)	887
Heard Smile Campaign	56%	(304)	44%	(240)	544
Heard Minion Campaign	52%	(280)	48%	(254)	534
Listens to Podcasts	39%	(432)	61%	(670)	1102
Streaming Services User	30%	(510)	70%	(1182)	1692
Netflix User	33%	(465)	67%	(949)	1414
Disney+ User	38%	(367)	62%	(594)	960
Heterosexual or straight	27%	(496)	73%	(1334)	1830
Gay	16%	(11)	84%	(55)	66
Bisexual	29%	(25)	71%	(63)	88
Yes	37%	(24)	63%	(41)	66
No	26%	(528)	74%	(1470)	1998

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

Table MCFE20_8: *Consider all of the social media platforms you use. Do you follow any of the following types of sports-related accounts on social media?*

Sports media personalities

Demographic	Yes		No		Total N
Adults	19%	(384)	81%	(1679)	2064
Gender: Male	25%	(239)	75%	(728)	967
Gender: Female	13%	(145)	87%	(951)	1096
Age: 18-34	31%	(198)	69%	(437)	635
Age: 35-44	24%	(83)	76%	(269)	352
Age: 45-64	13%	(85)	87%	(584)	669
Age: 65+	5%	(19)	95%	(389)	408
GenZers: 1997-2012	31%	(78)	69%	(175)	252
Millennials: 1981-1996	29%	(185)	71%	(458)	643
GenXers: 1965-1980	16%	(85)	84%	(449)	534
Baby Boomers: 1946-1964	6%	(33)	94%	(546)	579
PID: Dem (no lean)	23%	(187)	77%	(636)	823
PID: Ind (no lean)	14%	(84)	86%	(532)	616
PID: Rep (no lean)	18%	(113)	82%	(512)	625
PID/Gender: Dem Men	32%	(118)	68%	(254)	373
PID/Gender: Dem Women	15%	(69)	85%	(381)	450
PID/Gender: Ind Men	19%	(57)	81%	(246)	303
PID/Gender: Ind Women	9%	(28)	91%	(286)	314
PID/Gender: Rep Men	22%	(64)	78%	(228)	292
PID/Gender: Rep Women	15%	(49)	85%	(284)	333
Ideo: Liberal (1-3)	23%	(141)	77%	(483)	624
Ideo: Moderate (4)	19%	(134)	81%	(571)	705
Ideo: Conservative (5-7)	16%	(96)	84%	(508)	604
Educ: < College	18%	(240)	82%	(1118)	1358
Educ: Bachelors degree	21%	(94)	79%	(363)	457
Educ: Post-grad	20%	(51)	80%	(199)	249
Income: Under 50k	16%	(197)	84%	(1008)	1205
Income: 50k-100k	20%	(124)	80%	(482)	606
Income: 100k+	25%	(64)	75%	(189)	252
Ethnicity: White	15%	(240)	85%	(1344)	1584
Ethnicity: Hispanic	27%	(98)	73%	(269)	368

Table MCFE20_8: *Consider all of the social media platforms you use. Do you follow any of the following types of sports-related accounts on social media?*
Sports media personalities

Demographic	Yes		No		Total N
Adults	19%	(384)	81%	(1679)	2064
Ethnicity: Black	36%	(98)	64%	(175)	273
Ethnicity: Other	22%	(46)	78%	(160)	206
All Christian	18%	(172)	82%	(783)	955
All Non-Christian	29%	(34)	71%	(84)	118
Atheist	17%	(15)	83%	(71)	86
Agnostic/Nothing in particular	15%	(82)	85%	(474)	556
Something Else	24%	(82)	76%	(267)	349
Religious Non-Protestant/Catholic	28%	(40)	72%	(102)	142
Evangelical	23%	(122)	77%	(403)	526
Non-Evangelical	17%	(122)	83%	(612)	734
Community: Urban	25%	(150)	75%	(461)	611
Community: Suburban	18%	(171)	82%	(758)	928
Community: Rural	12%	(64)	88%	(461)	524
Employ: Private Sector	27%	(165)	73%	(458)	624
Employ: Government	31%	(41)	69%	(91)	131
Employ: Self-Employed	24%	(39)	76%	(122)	161
Employ: Homemaker	13%	(23)	87%	(159)	182
Employ: Student	31%	(19)	69%	(43)	62
Employ: Retired	5%	(27)	95%	(460)	486
Employ: Unemployed	15%	(42)	85%	(244)	285
Employ: Other	22%	(29)	78%	(103)	132
Military HH: Yes	15%	(39)	85%	(222)	261
Military HH: No	19%	(346)	81%	(1457)	1803
RD/WT: Right Direction	28%	(176)	72%	(453)	629
RD/WT: Wrong Track	15%	(209)	85%	(1226)	1435
Biden Job Approve	24%	(215)	76%	(697)	912
Biden Job Disapprove	15%	(160)	85%	(902)	1062

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Table MCFE20_8: *Consider all of the social media platforms you use. Do you follow any of the following types of sports-related accounts on social media?*
Sports media personalities

Demographic	Yes		No		Total N
Adults	19%	(384)	81%	(1679)	2064
Biden Job Strongly Approve	27%	(112)	73%	(297)	409
Biden Job Somewhat Approve	20%	(103)	80%	(400)	503
Biden Job Somewhat Disapprove	18%	(59)	82%	(266)	324
Biden Job Strongly Disapprove	14%	(102)	86%	(636)	738
Favorable of Biden	22%	(197)	78%	(715)	912
Unfavorable of Biden	16%	(164)	84%	(886)	1050
Very Favorable of Biden	24%	(111)	76%	(345)	456
Somewhat Favorable of Biden	19%	(86)	81%	(370)	456
Somewhat Unfavorable of Biden	18%	(52)	82%	(232)	284
Very Unfavorable of Biden	15%	(112)	85%	(654)	767
#1 Issue: Economy	20%	(171)	80%	(694)	865
#1 Issue: Security	16%	(36)	84%	(183)	219
#1 Issue: Health Care	21%	(33)	79%	(126)	159
#1 Issue: Medicare / Social Security	12%	(28)	88%	(210)	238
#1 Issue: Women's Issues	19%	(59)	81%	(245)	304
#1 Issue: Education	40%	(23)	60%	(35)	58
#1 Issue: Energy	19%	(24)	81%	(100)	124
#1 Issue: Other	11%	(11)	89%	(86)	97
2020 Vote: Joe Biden	23%	(201)	77%	(685)	886
2020 Vote: Donald Trump	16%	(105)	84%	(569)	674
2020 Vote: Other	17%	(10)	83%	(48)	58
2020 Vote: Didn't Vote	15%	(69)	85%	(377)	446
2018 House Vote: Democrat	23%	(162)	77%	(549)	711
2018 House Vote: Republican	17%	(89)	83%	(437)	526
2016 Vote: Hillary Clinton	23%	(148)	77%	(508)	656
2016 Vote: Donald Trump	16%	(93)	84%	(499)	592
2016 Vote: Other	14%	(10)	86%	(60)	69
2016 Vote: Didn't Vote	18%	(132)	82%	(607)	739
Voted in 2014: Yes	19%	(212)	81%	(909)	1121
Voted in 2014: No	18%	(172)	82%	(770)	942

Table MCFE20_8: *Consider all of the social media platforms you use. Do you follow any of the following types of sports-related accounts on social media?*
Sports media personalities

Demographic	Yes		No		Total N
Adults	19%	(384)	81%	(1679)	2064
4-Region: Northeast	18%	(63)	82%	(286)	349
4-Region: Midwest	17%	(73)	83%	(348)	421
4-Region: South	20%	(159)	80%	(641)	800
4-Region: West	18%	(89)	82%	(405)	494
TikTok Users	29%	(229)	71%	(560)	790
Twitch Users	45%	(97)	55%	(116)	212
2022 Sports Viewers/Attendees	25%	(340)	75%	(1033)	1373
Monthly Moviegoers	37%	(117)	63%	(197)	315
Few Times per Year + Moviegoers	29%	(259)	71%	(627)	887
Heard Smile Campaign	41%	(226)	59%	(318)	544
Heard Minion Campaign	40%	(211)	60%	(322)	534
Listens to Podcasts	30%	(326)	70%	(776)	1102
Streaming Services User	21%	(351)	79%	(1341)	1692
Netflix User	23%	(330)	77%	(1085)	1414
Disney+ User	27%	(259)	73%	(702)	960
Heterosexual or straight	19%	(351)	81%	(1479)	1830
Gay	7%	(4)	93%	(61)	66
Bisexual	21%	(18)	79%	(70)	88
Yes	26%	(17)	74%	(49)	66
No	18%	(368)	82%	(1630)	1998

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

Table MCFE20_9: *Consider all of the social media platforms you use. Do you follow any of the following types of sports-related accounts on social media?*
College athletic programs

Demographic	Yes		No		Total N
Adults	19%	(390)	81%	(1674)	2064
Gender: Male	24%	(233)	76%	(734)	967
Gender: Female	14%	(157)	86%	(940)	1096
Age: 18-34	27%	(174)	73%	(462)	635
Age: 35-44	20%	(72)	80%	(280)	352
Age: 45-64	16%	(107)	84%	(562)	669
Age: 65+	9%	(37)	91%	(371)	408
GenZers: 1997-2012	28%	(70)	72%	(182)	252
Millennials: 1981-1996	25%	(163)	75%	(480)	643
GenXers: 1965-1980	18%	(94)	82%	(440)	534
Baby Boomers: 1946-1964	10%	(58)	90%	(521)	579
PID: Dem (no lean)	21%	(175)	79%	(647)	823
PID: Ind (no lean)	13%	(77)	87%	(539)	616
PID: Rep (no lean)	22%	(137)	78%	(488)	625
PID/Gender: Dem Men	29%	(109)	71%	(263)	373
PID/Gender: Dem Women	15%	(66)	85%	(384)	450
PID/Gender: Ind Men	15%	(44)	85%	(258)	303
PID/Gender: Ind Women	11%	(33)	89%	(281)	314
PID/Gender: Rep Men	27%	(80)	73%	(212)	292
PID/Gender: Rep Women	17%	(58)	83%	(276)	333
Ideo: Liberal (1-3)	21%	(133)	79%	(490)	624
Ideo: Moderate (4)	16%	(114)	84%	(592)	705
Ideo: Conservative (5-7)	22%	(130)	78%	(474)	604
Educ: < College	17%	(232)	83%	(1125)	1358
Educ: Bachelors degree	23%	(104)	77%	(353)	457
Educ: Post-grad	22%	(54)	78%	(195)	249
Income: Under 50k	15%	(186)	85%	(1019)	1205
Income: 50k-100k	21%	(129)	79%	(477)	606
Income: 100k+	30%	(75)	70%	(178)	252
Ethnicity: White	18%	(277)	82%	(1307)	1584
Ethnicity: Hispanic	23%	(83)	77%	(285)	368

Table MCFE20_9: *Consider all of the social media platforms you use. Do you follow any of the following types of sports-related accounts on social media?*
College athletic programs

Demographic	Yes		No		Total N
Adults	19%	(390)	81%	(1674)	2064
Ethnicity: Black	30%	(82)	70%	(192)	273
Ethnicity: Other	15%	(31)	85%	(175)	206
All Christian	20%	(195)	80%	(760)	955
All Non-Christian	18%	(21)	82%	(96)	118
Atheist	15%	(13)	85%	(73)	86
Agnostic/Nothing in particular	14%	(81)	86%	(476)	556
Something Else	23%	(80)	77%	(269)	349
Religious Non-Protestant/Catholic	21%	(30)	79%	(113)	142
Evangelical	25%	(132)	75%	(393)	526
Non-Evangelical	18%	(129)	82%	(605)	734
Community: Urban	23%	(139)	77%	(471)	611
Community: Suburban	18%	(169)	82%	(760)	928
Community: Rural	16%	(82)	84%	(443)	524
Employ: Private Sector	27%	(165)	73%	(458)	624
Employ: Government	31%	(41)	69%	(90)	131
Employ: Self-Employed	30%	(48)	70%	(113)	161
Employ: Homemaker	14%	(26)	86%	(156)	182
Employ: Student	25%	(16)	75%	(46)	62
Employ: Retired	9%	(44)	91%	(442)	486
Employ: Unemployed	9%	(25)	91%	(260)	285
Employ: Other	19%	(25)	81%	(106)	132
Military HH: Yes	17%	(45)	83%	(216)	261
Military HH: No	19%	(345)	81%	(1458)	1803
RD/WT: Right Direction	26%	(163)	74%	(466)	629
RD/WT: Wrong Track	16%	(227)	84%	(1208)	1435
Biden Job Approve	23%	(209)	77%	(703)	912
Biden Job Disapprove	16%	(172)	84%	(890)	1062

Table MCFE20_9: *Consider all of the social media platforms you use. Do you follow any of the following types of sports-related accounts on social media?*
College athletic programs

Demographic	Yes		No		Total N
Adults	19%	(390)	81%	(1674)	2064
Biden Job Strongly Approve	27%	(112)	73%	(297)	409
Biden Job Somewhat Approve	19%	(97)	81%	(406)	503
Biden Job Somewhat Disapprove	17%	(55)	83%	(269)	324
Biden Job Strongly Disapprove	16%	(118)	84%	(621)	738
Favorable of Biden	21%	(192)	79%	(721)	912
Unfavorable of Biden	17%	(181)	83%	(870)	1050
Very Favorable of Biden	24%	(108)	76%	(349)	456
Somewhat Favorable of Biden	18%	(84)	82%	(372)	456
Somewhat Unfavorable of Biden	16%	(47)	84%	(237)	284
Very Unfavorable of Biden	17%	(134)	83%	(633)	767
#1 Issue: Economy	20%	(174)	80%	(691)	865
#1 Issue: Security	14%	(30)	86%	(189)	219
#1 Issue: Health Care	23%	(37)	77%	(121)	159
#1 Issue: Medicare / Social Security	15%	(35)	85%	(202)	238
#1 Issue: Women's Issues	20%	(59)	80%	(245)	304
#1 Issue: Education	29%	(17)	71%	(41)	58
#1 Issue: Energy	20%	(25)	80%	(99)	124
#1 Issue: Other	13%	(12)	87%	(85)	97
2020 Vote: Joe Biden	20%	(179)	80%	(707)	886
2020 Vote: Donald Trump	20%	(134)	80%	(540)	674
2020 Vote: Other	17%	(10)	83%	(48)	58
2020 Vote: Didn't Vote	15%	(66)	85%	(380)	446
2018 House Vote: Democrat	21%	(152)	79%	(559)	711
2018 House Vote: Republican	21%	(110)	79%	(416)	526
2016 Vote: Hillary Clinton	20%	(132)	80%	(524)	656
2016 Vote: Donald Trump	20%	(116)	80%	(475)	592
2016 Vote: Other	16%	(11)	84%	(58)	69
2016 Vote: Didn't Vote	17%	(128)	83%	(611)	739
Voted in 2014: Yes	21%	(234)	79%	(887)	1121
Voted in 2014: No	17%	(156)	83%	(787)	942

Table MCFE20_9: *Consider all of the social media platforms you use. Do you follow any of the following types of sports-related accounts on social media?*
College athletic programs

Demographic	Yes		No		Total N
Adults	19%	(390)	81%	(1674)	2064
4-Region: Northeast	14%	(48)	86%	(301)	349
4-Region: Midwest	20%	(83)	80%	(338)	421
4-Region: South	21%	(169)	79%	(630)	800
4-Region: West	18%	(89)	82%	(405)	494
TikTok Users	26%	(202)	74%	(588)	790
Twitch Users	34%	(71)	66%	(141)	212
2022 Sports Viewers/Attendees	25%	(341)	75%	(1031)	1373
Monthly Moviegoers	35%	(112)	65%	(203)	315
Few Times per Year + Moviegoers	27%	(242)	73%	(645)	887
Heard Smile Campaign	38%	(205)	62%	(338)	544
Heard Minion Campaign	38%	(204)	62%	(330)	534
Listens to Podcasts	28%	(310)	72%	(792)	1102
Streaming Services User	21%	(359)	79%	(1333)	1692
Netflix User	22%	(310)	78%	(1104)	1414
Disney+ User	27%	(264)	73%	(697)	960
Heterosexual or straight	20%	(360)	80%	(1470)	1830
Gay	9%	(6)	91%	(60)	66
Bisexual	18%	(16)	82%	(73)	88
Yes	25%	(16)	75%	(50)	66
No	19%	(374)	81%	(1624)	1998

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

Table MCFE21_1: *And specifically, how interested or uninterested are you in each of the following types of sports related content on social media?*
Sports game highlights

Demographic	Very interested		Somewhat interested		Somewhat uninterested		Very uninterested		Don't know / No opinion		Total N
Adults	20%	(404)	30%	(621)	9%	(186)	27%	(567)	14%	(286)	2064
Gender: Male	25%	(242)	33%	(323)	9%	(90)	22%	(209)	11%	(103)	967
Gender: Female	15%	(162)	27%	(298)	9%	(96)	33%	(358)	17%	(182)	1096
Age: 18-34	27%	(168)	28%	(176)	10%	(61)	19%	(123)	17%	(106)	635
Age: 35-44	21%	(75)	34%	(118)	12%	(41)	22%	(76)	12%	(42)	352
Age: 45-64	18%	(123)	30%	(200)	7%	(49)	29%	(191)	16%	(106)	669
Age: 65+	9%	(37)	31%	(126)	9%	(35)	43%	(177)	8%	(32)	408
GenZers: 1997-2012	27%	(68)	22%	(56)	12%	(30)	20%	(51)	18%	(46)	252
Millennials: 1981-1996	24%	(157)	34%	(217)	9%	(56)	19%	(122)	14%	(92)	643
GenXers: 1965-1980	18%	(97)	28%	(150)	8%	(45)	29%	(154)	16%	(88)	534
Baby Boomers: 1946-1964	13%	(78)	31%	(182)	8%	(48)	37%	(212)	10%	(59)	579
PID: Dem (no lean)	22%	(182)	29%	(238)	10%	(80)	26%	(213)	13%	(109)	823
PID: Ind (no lean)	15%	(91)	32%	(198)	8%	(49)	30%	(183)	15%	(95)	616
PID: Rep (no lean)	21%	(131)	29%	(184)	9%	(57)	27%	(172)	13%	(81)	625
PID/Gender: Dem Men	30%	(113)	32%	(120)	10%	(39)	17%	(62)	11%	(40)	373
PID/Gender: Dem Women	15%	(69)	26%	(119)	9%	(41)	34%	(151)	16%	(70)	450
PID/Gender: Ind Men	17%	(51)	38%	(114)	9%	(27)	25%	(77)	11%	(35)	303
PID/Gender: Ind Women	13%	(40)	27%	(84)	7%	(22)	34%	(106)	19%	(61)	314
PID/Gender: Rep Men	27%	(78)	31%	(89)	8%	(25)	24%	(70)	10%	(29)	292
PID/Gender: Rep Women	16%	(53)	28%	(95)	10%	(33)	30%	(101)	16%	(52)	333
Ideo: Liberal (1-3)	19%	(120)	32%	(200)	7%	(46)	32%	(197)	10%	(60)	624
Ideo: Moderate (4)	20%	(141)	29%	(206)	12%	(88)	23%	(164)	15%	(106)	705
Ideo: Conservative (5-7)	22%	(132)	31%	(187)	8%	(49)	28%	(167)	11%	(69)	604
Educ: < College	20%	(270)	28%	(383)	9%	(123)	27%	(365)	16%	(217)	1358
Educ: Bachelors degree	21%	(98)	32%	(148)	10%	(45)	26%	(118)	10%	(48)	457
Educ: Post-grad	14%	(36)	36%	(90)	7%	(18)	34%	(84)	8%	(21)	249
Income: Under 50k	19%	(225)	28%	(342)	8%	(95)	28%	(337)	17%	(206)	1205
Income: 50k-100k	19%	(115)	31%	(191)	12%	(73)	27%	(163)	11%	(65)	606
Income: 100k+	25%	(64)	35%	(88)	7%	(18)	27%	(68)	6%	(15)	252
Ethnicity: White	16%	(249)	31%	(489)	10%	(153)	30%	(482)	13%	(211)	1584
Ethnicity: Hispanic	23%	(86)	27%	(98)	13%	(47)	15%	(56)	22%	(82)	368

Table MCFE21_1: *And specifically, how interested or uninterested are you in each of the following types of sports related content on social media?*
Sports game highlights

Demographic	Very interested		Somewhat interested		Somewhat uninterested		Very uninterested		Don't know / No opinion		Total N
Adults	20%	(404)	30%	(621)	9%	(186)	27%	(567)	14%	(286)	2064
Ethnicity: Black	41%	(112)	25%	(68)	5%	(13)	17%	(47)	12%	(33)	273
Ethnicity: Other	21%	(43)	31%	(64)	9%	(19)	19%	(39)	20%	(41)	206
All Christian	20%	(191)	32%	(306)	9%	(84)	27%	(258)	12%	(116)	955
All Non-Christian	14%	(17)	31%	(36)	11%	(13)	28%	(33)	15%	(18)	118
Atheist	11%	(9)	21%	(18)	19%	(16)	39%	(33)	10%	(9)	86
Agnostic/Nothing in particular	16%	(91)	30%	(167)	8%	(44)	28%	(157)	18%	(98)	556
Something Else	27%	(95)	27%	(93)	8%	(29)	25%	(86)	13%	(46)	349
Religious Non-Protestant/Catholic	13%	(19)	30%	(43)	14%	(20)	27%	(39)	15%	(22)	142
Evangelical	26%	(136)	32%	(168)	6%	(31)	26%	(138)	10%	(53)	526
Non-Evangelical	20%	(145)	29%	(217)	10%	(75)	27%	(198)	14%	(100)	734
Community: Urban	24%	(149)	32%	(195)	8%	(47)	23%	(142)	13%	(78)	611
Community: Suburban	19%	(178)	31%	(285)	11%	(99)	27%	(248)	13%	(119)	928
Community: Rural	15%	(77)	27%	(141)	8%	(40)	34%	(178)	17%	(88)	524
Employ: Private Sector	24%	(148)	33%	(206)	11%	(69)	22%	(135)	10%	(65)	624
Employ: Government	29%	(38)	28%	(37)	9%	(12)	22%	(29)	11%	(15)	131
Employ: Self-Employed	30%	(49)	31%	(50)	7%	(12)	23%	(37)	8%	(14)	161
Employ: Homemaker	15%	(27)	27%	(50)	10%	(19)	33%	(61)	14%	(26)	182
Employ: Student	40%	(25)	22%	(14)	9%	(6)	17%	(11)	12%	(7)	62
Employ: Retired	9%	(42)	33%	(159)	9%	(43)	37%	(182)	12%	(60)	486
Employ: Unemployed	16%	(44)	22%	(62)	5%	(15)	29%	(83)	28%	(80)	285
Employ: Other	24%	(31)	32%	(42)	8%	(10)	23%	(30)	14%	(18)	132
Military HH: Yes	18%	(47)	29%	(75)	10%	(26)	34%	(88)	9%	(24)	261
Military HH: No	20%	(357)	30%	(545)	9%	(160)	27%	(480)	14%	(261)	1803
RD/WT: Right Direction	22%	(136)	31%	(196)	9%	(59)	23%	(146)	15%	(92)	629
RD/WT: Wrong Track	19%	(268)	30%	(425)	9%	(127)	29%	(421)	14%	(194)	1435
Biden Job Approve	21%	(187)	32%	(288)	9%	(80)	27%	(245)	12%	(111)	912
Biden Job Disapprove	20%	(211)	30%	(315)	9%	(98)	28%	(300)	13%	(138)	1062

Table MCFE21_1: *And specifically, how interested or uninterested are you in each of the following types of sports related content on social media?*
Sports game highlights

Demographic	Very interested		Somewhat interested		Somewhat uninterested		Very uninterested		Don't know / No opinion		Total N
Adults	20%	(404)	30%	(621)	9%	(186)	27%	(567)	14%	(286)	2064
Biden Job Strongly Approve	27%	(110)	25%	(104)	8%	(31)	27%	(110)	13%	(55)	409
Biden Job Somewhat Approve	15%	(77)	37%	(185)	10%	(49)	27%	(135)	11%	(57)	503
Biden Job Somewhat Disapprove	21%	(69)	34%	(111)	11%	(36)	23%	(76)	10%	(32)	324
Biden Job Strongly Disapprove	19%	(141)	28%	(205)	8%	(62)	30%	(224)	14%	(106)	738
Favorable of Biden	22%	(200)	30%	(275)	8%	(76)	27%	(248)	13%	(114)	912
Unfavorable of Biden	19%	(197)	31%	(321)	10%	(104)	28%	(296)	13%	(132)	1050
Very Favorable of Biden	25%	(115)	24%	(109)	8%	(38)	27%	(124)	15%	(70)	456
Somewhat Favorable of Biden	19%	(85)	36%	(165)	8%	(38)	27%	(123)	10%	(44)	456
Somewhat Unfavorable of Biden	19%	(54)	37%	(106)	14%	(39)	22%	(63)	8%	(22)	284
Very Unfavorable of Biden	19%	(143)	28%	(216)	8%	(65)	30%	(234)	14%	(110)	767
#1 Issue: Economy	22%	(191)	30%	(257)	11%	(91)	26%	(225)	12%	(101)	865
#1 Issue: Security	17%	(37)	29%	(64)	9%	(20)	28%	(61)	17%	(37)	219
#1 Issue: Health Care	21%	(33)	40%	(64)	4%	(6)	23%	(37)	11%	(18)	159
#1 Issue: Medicare / Social Security	10%	(24)	32%	(76)	8%	(19)	38%	(90)	12%	(29)	238
#1 Issue: Women's Issues	19%	(57)	25%	(77)	10%	(30)	27%	(81)	19%	(59)	304
#1 Issue: Education	36%	(21)	29%	(17)	8%	(4)	20%	(12)	7%	(4)	58
#1 Issue: Energy	20%	(24)	30%	(37)	9%	(12)	20%	(25)	21%	(26)	124
#1 Issue: Other	16%	(15)	30%	(29)	4%	(4)	38%	(37)	12%	(12)	97
2020 Vote: Joe Biden	22%	(196)	31%	(276)	9%	(79)	26%	(235)	11%	(101)	886
2020 Vote: Donald Trump	20%	(137)	31%	(208)	9%	(61)	28%	(191)	12%	(78)	674
2020 Vote: Other	14%	(8)	35%	(20)	9%	(5)	26%	(15)	15%	(9)	58
2020 Vote: Didn't Vote	14%	(63)	26%	(117)	9%	(41)	28%	(127)	22%	(99)	446
2018 House Vote: Democrat	23%	(164)	32%	(224)	8%	(56)	27%	(188)	11%	(78)	711
2018 House Vote: Republican	20%	(103)	33%	(172)	9%	(48)	27%	(144)	11%	(59)	526
2016 Vote: Hillary Clinton	22%	(142)	29%	(191)	9%	(58)	29%	(189)	12%	(76)	656
2016 Vote: Donald Trump	21%	(126)	33%	(194)	8%	(46)	27%	(163)	11%	(63)	592
2016 Vote: Other	14%	(9)	38%	(27)	9%	(6)	27%	(18)	13%	(9)	69
2016 Vote: Didn't Vote	17%	(123)	28%	(209)	10%	(74)	26%	(195)	19%	(138)	739
Voted in 2014: Yes	20%	(227)	32%	(357)	8%	(94)	28%	(318)	11%	(126)	1121
Voted in 2014: No	19%	(177)	28%	(264)	10%	(92)	27%	(250)	17%	(159)	942

Table MCFE21_1: *And specifically, how interested or uninterested are you in each of the following types of sports related content on social media?*
Sports game highlights

Demographic	Very interested		Somewhat interested		Somewhat uninterested		Very uninterested		Don't know / No opinion		Total N
Adults	20%	(404)	30%	(621)	9%	(186)	27%	(567)	14%	(286)	2064
4-Region: Northeast	19%	(68)	30%	(106)	7%	(26)	27%	(93)	16%	(57)	349
4-Region: Midwest	17%	(73)	30%	(125)	10%	(42)	31%	(129)	12%	(52)	421
4-Region: South	23%	(184)	31%	(247)	7%	(53)	27%	(214)	13%	(101)	800
4-Region: West	16%	(79)	29%	(143)	13%	(65)	27%	(131)	15%	(76)	494
TikTok Users	25%	(199)	30%	(233)	10%	(79)	20%	(160)	15%	(118)	790
Twitch Users	32%	(67)	40%	(85)	8%	(17)	14%	(30)	6%	(13)	212
2022 Sports Viewers/Attendees	27%	(373)	38%	(521)	10%	(141)	17%	(232)	8%	(106)	1373
Monthly Moviegoers	35%	(110)	34%	(107)	8%	(26)	15%	(47)	8%	(25)	315
Few Times per Year + Moviegoers	28%	(252)	34%	(302)	9%	(81)	19%	(171)	9%	(82)	887
Heard Smile Campaign	35%	(192)	30%	(164)	12%	(63)	12%	(67)	11%	(57)	544
Heard Minion Campaign	35%	(189)	32%	(171)	8%	(43)	12%	(62)	13%	(69)	534
Listens to Podcasts	26%	(287)	34%	(371)	9%	(97)	21%	(227)	11%	(121)	1102
Streaming Services User	22%	(364)	32%	(533)	9%	(152)	25%	(431)	13%	(212)	1692
Netflix User	23%	(328)	32%	(446)	10%	(137)	23%	(331)	12%	(172)	1414
Disney+ User	24%	(226)	33%	(320)	10%	(92)	21%	(203)	12%	(120)	960
Heterosexual or straight	20%	(365)	30%	(557)	10%	(175)	28%	(504)	13%	(229)	1830
Gay	8%	(5)	28%	(18)	4%	(3)	34%	(22)	26%	(17)	66
Bisexual	22%	(20)	25%	(22)	3%	(3)	25%	(22)	24%	(21)	88
Yes	29%	(19)	18%	(12)	9%	(6)	32%	(21)	12%	(8)	66
No	19%	(385)	30%	(609)	9%	(180)	27%	(546)	14%	(278)	1998

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

Table MCFE21_2: *And specifically, how interested or uninterested are you in each of the following types of sports related content on social media?*
Player highlights

Demographic	Very interested		Somewhat interested		Somewhat uninterested		Very uninterested		Don't know / No opinion		Total N
Adults	15%	(316)	29%	(604)	11%	(218)	30%	(618)	15%	(308)	2064
Gender: Male	19%	(186)	33%	(319)	11%	(110)	24%	(236)	12%	(116)	967
Gender: Female	12%	(130)	26%	(284)	10%	(108)	35%	(382)	18%	(192)	1096
Age: 18-34	23%	(144)	30%	(192)	9%	(58)	19%	(124)	19%	(118)	635
Age: 35-44	19%	(68)	33%	(116)	9%	(33)	24%	(84)	15%	(51)	352
Age: 45-64	13%	(84)	30%	(202)	10%	(69)	32%	(216)	15%	(98)	669
Age: 65+	5%	(21)	23%	(94)	14%	(58)	48%	(194)	10%	(41)	408
GenZers: 1997-2012	24%	(61)	26%	(65)	11%	(28)	18%	(46)	21%	(52)	252
Millennials: 1981-1996	21%	(133)	34%	(218)	8%	(54)	21%	(134)	16%	(104)	643
GenXers: 1965-1980	14%	(77)	30%	(161)	10%	(53)	31%	(165)	14%	(77)	534
Baby Boomers: 1946-1964	7%	(40)	25%	(147)	13%	(74)	43%	(246)	12%	(71)	579
PID: Dem (no lean)	19%	(154)	29%	(238)	11%	(90)	28%	(234)	13%	(106)	823
PID: Ind (no lean)	11%	(68)	29%	(179)	10%	(62)	31%	(188)	19%	(119)	616
PID: Rep (no lean)	15%	(93)	30%	(187)	11%	(66)	31%	(196)	13%	(83)	625
PID/Gender: Dem Men	24%	(91)	35%	(129)	11%	(40)	21%	(78)	9%	(34)	373
PID/Gender: Dem Women	14%	(63)	24%	(108)	11%	(49)	35%	(156)	16%	(73)	450
PID/Gender: Ind Men	14%	(42)	33%	(100)	12%	(37)	25%	(74)	16%	(50)	303
PID/Gender: Ind Women	9%	(27)	25%	(79)	8%	(26)	36%	(114)	22%	(69)	314
PID/Gender: Rep Men	18%	(53)	31%	(90)	11%	(33)	29%	(84)	11%	(32)	292
PID/Gender: Rep Women	12%	(40)	29%	(97)	10%	(33)	34%	(112)	15%	(50)	333
Ideo: Liberal (1-3)	17%	(107)	29%	(178)	11%	(67)	32%	(203)	11%	(69)	624
Ideo: Moderate (4)	16%	(110)	32%	(224)	10%	(72)	27%	(189)	16%	(109)	705
Ideo: Conservative (5-7)	15%	(88)	29%	(178)	12%	(73)	32%	(191)	12%	(74)	604
Educ: < College	15%	(208)	29%	(391)	9%	(128)	29%	(400)	17%	(230)	1358
Educ: Bachelors degree	16%	(74)	31%	(143)	12%	(54)	28%	(129)	12%	(56)	457
Educ: Post-grad	14%	(34)	28%	(70)	14%	(35)	36%	(89)	8%	(21)	249
Income: Under 50k	14%	(169)	29%	(344)	9%	(114)	30%	(357)	18%	(220)	1205
Income: 50k-100k	16%	(95)	30%	(185)	12%	(72)	31%	(185)	11%	(68)	606
Income: 100k+	20%	(51)	30%	(75)	13%	(32)	30%	(75)	8%	(19)	252
Ethnicity: White	12%	(184)	29%	(453)	12%	(191)	33%	(529)	14%	(227)	1584
Ethnicity: Hispanic	19%	(68)	30%	(111)	10%	(36)	18%	(66)	23%	(86)	368

Table MCFE21_2: *And specifically, how interested or uninterested are you in each of the following types of sports related content on social media?*
Player highlights

Demographic	Very interested		Somewhat interested		Somewhat uninterested		Very uninterested		Don't know / No opinion		Total N
Adults	15%	(316)	29%	(604)	11%	(218)	30%	(618)	15%	(308)	2064
Ethnicity: Black	34%	(93)	31%	(85)	5%	(14)	16%	(43)	14%	(38)	273
Ethnicity: Other	19%	(38)	32%	(66)	6%	(13)	23%	(46)	21%	(43)	206
All Christian	13%	(127)	31%	(301)	11%	(103)	31%	(293)	14%	(131)	955
All Non-Christian	17%	(19)	24%	(28)	15%	(17)	32%	(38)	13%	(15)	118
Atheist	11%	(9)	27%	(24)	7%	(6)	45%	(38)	10%	(8)	86
Agnostic/Nothing in particular	15%	(81)	27%	(151)	9%	(51)	30%	(167)	19%	(105)	556
Something Else	23%	(79)	29%	(100)	11%	(40)	24%	(83)	14%	(47)	349
Religious Non-Protestant/Catholic	15%	(22)	23%	(33)	17%	(24)	32%	(45)	13%	(18)	142
Evangelical	21%	(109)	33%	(171)	8%	(44)	28%	(146)	10%	(55)	526
Non-Evangelical	13%	(92)	30%	(218)	12%	(91)	30%	(219)	16%	(115)	734
Community: Urban	21%	(128)	32%	(193)	9%	(56)	25%	(155)	13%	(78)	611
Community: Suburban	14%	(134)	29%	(272)	12%	(107)	30%	(277)	15%	(138)	928
Community: Rural	10%	(53)	26%	(138)	10%	(55)	36%	(187)	17%	(91)	524
Employ: Private Sector	20%	(125)	35%	(220)	12%	(78)	24%	(147)	9%	(55)	624
Employ: Government	24%	(31)	32%	(42)	9%	(12)	23%	(31)	12%	(16)	131
Employ: Self-Employed	20%	(32)	36%	(59)	4%	(7)	26%	(43)	13%	(21)	161
Employ: Homemaker	13%	(24)	31%	(57)	8%	(14)	34%	(61)	14%	(26)	182
Employ: Student	31%	(19)	25%	(16)	9%	(6)	21%	(13)	14%	(9)	62
Employ: Retired	6%	(27)	23%	(113)	14%	(67)	43%	(207)	15%	(72)	486
Employ: Unemployed	12%	(34)	20%	(57)	8%	(23)	29%	(83)	31%	(88)	285
Employ: Other	18%	(24)	30%	(40)	9%	(12)	26%	(34)	17%	(22)	132
Military HH: Yes	11%	(30)	27%	(70)	12%	(32)	37%	(97)	13%	(33)	261
Military HH: No	16%	(286)	30%	(534)	10%	(186)	29%	(521)	15%	(275)	1803
RD/WT: Right Direction	20%	(129)	30%	(188)	10%	(60)	26%	(162)	14%	(90)	629
RD/WT: Wrong Track	13%	(187)	29%	(415)	11%	(158)	32%	(457)	15%	(217)	1435
Biden Job Approve	18%	(161)	31%	(282)	10%	(92)	30%	(270)	12%	(107)	912
Biden Job Disapprove	14%	(149)	29%	(308)	11%	(120)	31%	(329)	15%	(158)	1062

Table MCFE21_2: *And specifically, how interested or uninterested are you in each of the following types of sports related content on social media?*
Player highlights

Demographic	Very interested		Somewhat interested		Somewhat uninterested		Very uninterested		Don't know / No opinion		Total N
Adults	15%	(316)	29%	(604)	11%	(218)	30%	(618)	15%	(308)	2064
Biden Job Strongly Approve	22%	(91)	28%	(116)	10%	(41)	28%	(116)	11%	(45)	409
Biden Job Somewhat Approve	14%	(70)	33%	(166)	10%	(50)	31%	(155)	12%	(62)	503
Biden Job Somewhat Disapprove	15%	(49)	33%	(106)	13%	(43)	26%	(83)	13%	(43)	324
Biden Job Strongly Disapprove	13%	(99)	27%	(202)	10%	(77)	33%	(246)	16%	(114)	738
Favorable of Biden	18%	(165)	30%	(275)	9%	(86)	30%	(270)	13%	(116)	912
Unfavorable of Biden	13%	(141)	29%	(309)	12%	(125)	31%	(327)	14%	(149)	1050
Very Favorable of Biden	21%	(95)	26%	(120)	10%	(44)	30%	(136)	13%	(61)	456
Somewhat Favorable of Biden	15%	(70)	34%	(155)	9%	(42)	29%	(134)	12%	(54)	456
Somewhat Unfavorable of Biden	14%	(41)	31%	(89)	17%	(48)	26%	(74)	11%	(32)	284
Very Unfavorable of Biden	13%	(100)	29%	(219)	10%	(77)	33%	(253)	15%	(117)	767
#1 Issue: Economy	16%	(142)	32%	(275)	10%	(85)	28%	(242)	14%	(121)	865
#1 Issue: Security	13%	(28)	26%	(56)	15%	(33)	30%	(66)	16%	(35)	219
#1 Issue: Health Care	16%	(26)	36%	(57)	11%	(18)	25%	(39)	12%	(18)	159
#1 Issue: Medicare / Social Security	9%	(21)	25%	(59)	10%	(24)	41%	(96)	15%	(37)	238
#1 Issue: Women's Issues	16%	(50)	24%	(73)	13%	(39)	29%	(87)	18%	(54)	304
#1 Issue: Education	29%	(17)	26%	(15)	7%	(4)	30%	(18)	8%	(5)	58
#1 Issue: Energy	19%	(23)	34%	(42)	7%	(8)	22%	(28)	18%	(23)	124
#1 Issue: Other	10%	(9)	26%	(25)	5%	(5)	43%	(42)	16%	(15)	97
2020 Vote: Joe Biden	18%	(163)	29%	(261)	10%	(90)	30%	(265)	12%	(107)	886
2020 Vote: Donald Trump	14%	(93)	30%	(203)	12%	(79)	31%	(211)	13%	(88)	674
2020 Vote: Other	12%	(7)	35%	(20)	9%	(5)	29%	(17)	14%	(8)	58
2020 Vote: Didn't Vote	12%	(53)	27%	(120)	10%	(44)	28%	(125)	23%	(104)	446
2018 House Vote: Democrat	19%	(134)	30%	(212)	10%	(69)	30%	(213)	12%	(83)	711
2018 House Vote: Republican	13%	(70)	31%	(161)	13%	(68)	31%	(164)	12%	(63)	526
2016 Vote: Hillary Clinton	18%	(118)	28%	(184)	10%	(65)	33%	(215)	11%	(75)	656
2016 Vote: Donald Trump	15%	(88)	31%	(181)	11%	(65)	32%	(187)	12%	(71)	592
2016 Vote: Other	15%	(11)	26%	(18)	14%	(10)	34%	(23)	11%	(8)	69
2016 Vote: Didn't Vote	13%	(98)	30%	(220)	11%	(78)	26%	(191)	21%	(152)	739
Voted in 2014: Yes	16%	(177)	29%	(330)	10%	(114)	32%	(364)	12%	(137)	1121
Voted in 2014: No	15%	(139)	29%	(274)	11%	(104)	27%	(255)	18%	(170)	942

Table MCFE21_2: *And specifically, how interested or uninterested are you in each of the following types of sports related content on social media?*
Player highlights

Demographic	Very interested		Somewhat interested		Somewhat uninterested		Very uninterested		Don't know / No opinion		Total N
Adults	15%	(316)	29%	(604)	11%	(218)	30%	(618)	15%	(308)	2064
4-Region: Northeast	15%	(53)	32%	(110)	9%	(32)	29%	(100)	15%	(54)	349
4-Region: Midwest	13%	(56)	27%	(113)	13%	(53)	33%	(140)	14%	(59)	421
4-Region: South	18%	(140)	32%	(253)	8%	(65)	30%	(236)	13%	(106)	800
4-Region: West	14%	(67)	26%	(127)	14%	(69)	29%	(142)	18%	(89)	494
TikTok Users	23%	(182)	31%	(243)	10%	(79)	22%	(171)	14%	(114)	790
Twitch Users	30%	(63)	37%	(79)	10%	(21)	16%	(34)	7%	(15)	212
2022 Sports Viewers/Attendees	21%	(288)	37%	(513)	12%	(167)	20%	(278)	9%	(127)	1373
Monthly Moviegoers	32%	(101)	35%	(111)	8%	(24)	18%	(58)	6%	(20)	315
Few Times per Year + Moviegoers	23%	(205)	37%	(324)	10%	(84)	21%	(183)	10%	(90)	887
Heard Smile Campaign	29%	(159)	34%	(185)	11%	(61)	14%	(77)	11%	(61)	544
Heard Minion Campaign	31%	(167)	33%	(177)	11%	(61)	12%	(66)	12%	(64)	534
Listens to Podcasts	21%	(234)	34%	(376)	10%	(115)	22%	(243)	12%	(135)	1102
Streaming Services User	17%	(286)	31%	(530)	10%	(173)	28%	(474)	14%	(229)	1692
Netflix User	18%	(256)	32%	(450)	11%	(156)	26%	(369)	13%	(184)	1414
Disney+ User	20%	(189)	33%	(321)	11%	(109)	23%	(221)	13%	(121)	960
Heterosexual or straight	15%	(283)	30%	(553)	11%	(197)	30%	(549)	14%	(248)	1830
Gay	12%	(8)	20%	(13)	10%	(7)	36%	(24)	20%	(14)	66
Bisexual	15%	(13)	17%	(15)	11%	(10)	28%	(25)	28%	(25)	88
Yes	20%	(13)	23%	(15)	5%	(3)	39%	(26)	14%	(9)	66
No	15%	(303)	29%	(589)	11%	(215)	30%	(593)	15%	(299)	1998

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

Table MCFE21_3: *And specifically, how interested or uninterested are you in each of the following types of sports related content on social media?*
Sports news (e.g., injury updates, schedule reminders)

Demographic	Very interested		Somewhat interested		Somewhat uninterested		Very uninterested		Don't know / No opinion		Total N
Adults	18%	(373)	28%	(586)	11%	(228)	28%	(586)	14%	(290)	2064
Gender: Male	24%	(228)	30%	(292)	13%	(125)	23%	(220)	11%	(102)	967
Gender: Female	13%	(145)	27%	(294)	9%	(103)	33%	(366)	17%	(188)	1096
Age: 18-34	24%	(153)	26%	(165)	14%	(91)	20%	(124)	16%	(102)	635
Age: 35-44	21%	(74)	32%	(114)	10%	(35)	23%	(80)	14%	(48)	352
Age: 45-64	16%	(104)	31%	(206)	9%	(63)	29%	(193)	15%	(103)	669
Age: 65+	10%	(41)	25%	(102)	10%	(39)	46%	(189)	9%	(37)	408
GenZers: 1997-2012	24%	(61)	22%	(54)	19%	(47)	19%	(47)	17%	(42)	252
Millennials: 1981-1996	24%	(151)	30%	(192)	12%	(76)	20%	(130)	15%	(94)	643
GenXers: 1965-1980	15%	(79)	32%	(172)	8%	(40)	29%	(155)	16%	(87)	534
Baby Boomers: 1946-1964	12%	(72)	27%	(157)	10%	(60)	39%	(227)	11%	(64)	579
PID: Dem (no lean)	20%	(161)	29%	(241)	10%	(86)	27%	(225)	13%	(110)	823
PID: Ind (no lean)	16%	(97)	26%	(162)	13%	(78)	29%	(178)	16%	(101)	616
PID: Rep (no lean)	18%	(115)	29%	(183)	10%	(64)	29%	(183)	13%	(79)	625
PID/Gender: Dem Men	26%	(97)	30%	(113)	13%	(48)	20%	(76)	10%	(39)	373
PID/Gender: Dem Women	14%	(63)	28%	(128)	8%	(38)	33%	(149)	16%	(72)	450
PID/Gender: Ind Men	21%	(63)	29%	(87)	15%	(45)	24%	(72)	12%	(36)	303
PID/Gender: Ind Women	11%	(34)	24%	(75)	11%	(33)	34%	(106)	21%	(65)	314
PID/Gender: Rep Men	23%	(67)	32%	(93)	11%	(32)	25%	(72)	9%	(27)	292
PID/Gender: Rep Women	14%	(48)	27%	(91)	9%	(31)	33%	(111)	16%	(52)	333
Ideo: Liberal (1-3)	18%	(112)	30%	(185)	12%	(72)	32%	(197)	9%	(58)	624
Ideo: Moderate (4)	19%	(134)	29%	(207)	12%	(87)	25%	(173)	15%	(103)	705
Ideo: Conservative (5-7)	19%	(117)	29%	(173)	10%	(61)	30%	(179)	12%	(74)	604
Educ: < College	18%	(240)	27%	(367)	11%	(143)	28%	(387)	16%	(220)	1358
Educ: Bachelors degree	19%	(89)	31%	(139)	13%	(60)	26%	(117)	11%	(51)	457
Educ: Post-grad	18%	(44)	32%	(80)	10%	(24)	33%	(83)	8%	(19)	249
Income: Under 50k	16%	(190)	28%	(331)	10%	(121)	29%	(353)	17%	(210)	1205
Income: 50k-100k	19%	(115)	31%	(186)	14%	(83)	26%	(158)	11%	(65)	606
Income: 100k+	27%	(69)	27%	(69)	9%	(23)	30%	(76)	6%	(16)	252
Ethnicity: White	16%	(249)	28%	(437)	12%	(185)	31%	(494)	14%	(218)	1584
Ethnicity: Hispanic	19%	(68)	31%	(114)	11%	(40)	19%	(68)	21%	(77)	368

Continued on next page

Table MCFE21_3: *And specifically, how interested or uninterested are you in each of the following types of sports related content on social media? Sports news (e.g., injury updates, schedule reminders)*

Demographic	Very interested		Somewhat interested		Somewhat uninterested		Very uninterested		Don't know / No opinion		Total N
Adults	18%	(373)	28%	(586)	11%	(228)	28%	(586)	14%	(290)	2064
Ethnicity: Black	32%	(88)	28%	(78)	9%	(25)	17%	(46)	13%	(37)	273
Ethnicity: Other	17%	(35)	34%	(71)	9%	(18)	22%	(46)	17%	(36)	206
All Christian	19%	(181)	30%	(288)	10%	(94)	28%	(271)	13%	(121)	955
All Non-Christian	20%	(24)	25%	(29)	9%	(10)	33%	(38)	13%	(15)	118
Atheist	8%	(7)	30%	(26)	10%	(8)	44%	(38)	9%	(8)	86
Agnostic/Nothing in particular	16%	(88)	25%	(141)	13%	(72)	28%	(157)	18%	(98)	556
Something Else	21%	(74)	29%	(103)	12%	(42)	24%	(82)	14%	(48)	349
Religious Non-Protestant/Catholic	20%	(29)	24%	(34)	12%	(18)	30%	(43)	14%	(19)	142
Evangelical	23%	(119)	30%	(157)	10%	(53)	26%	(135)	12%	(61)	526
Non-Evangelical	17%	(125)	31%	(225)	10%	(73)	29%	(212)	13%	(99)	734
Community: Urban	22%	(134)	30%	(185)	10%	(62)	25%	(153)	13%	(77)	611
Community: Suburban	17%	(159)	29%	(272)	12%	(116)	28%	(258)	13%	(124)	928
Community: Rural	15%	(80)	25%	(130)	10%	(50)	33%	(175)	17%	(90)	524
Employ: Private Sector	23%	(143)	32%	(201)	12%	(74)	22%	(139)	11%	(67)	624
Employ: Government	27%	(36)	29%	(37)	10%	(13)	23%	(31)	11%	(14)	131
Employ: Self-Employed	23%	(37)	35%	(57)	11%	(18)	22%	(35)	9%	(14)	161
Employ: Homemaker	15%	(27)	26%	(48)	9%	(17)	34%	(62)	15%	(28)	182
Employ: Student	34%	(21)	28%	(17)	12%	(8)	16%	(10)	9%	(6)	62
Employ: Retired	11%	(51)	26%	(128)	10%	(49)	40%	(195)	13%	(63)	486
Employ: Unemployed	12%	(35)	21%	(60)	10%	(29)	27%	(78)	29%	(83)	285
Employ: Other	17%	(23)	28%	(37)	15%	(20)	28%	(37)	11%	(15)	132
Military HH: Yes	13%	(35)	28%	(74)	14%	(36)	35%	(92)	9%	(24)	261
Military HH: No	19%	(338)	28%	(512)	11%	(192)	27%	(494)	15%	(267)	1803
RD/WT: Right Direction	22%	(137)	30%	(191)	10%	(64)	24%	(149)	14%	(89)	629
RD/WT: Wrong Track	16%	(236)	28%	(396)	11%	(164)	30%	(437)	14%	(202)	1435
Biden Job Approve	20%	(181)	30%	(270)	11%	(100)	27%	(250)	12%	(111)	912
Biden Job Disapprove	18%	(187)	28%	(300)	11%	(119)	29%	(313)	13%	(143)	1062

Continued on next page

Table MCFE21_3: *And specifically, how interested or uninterested are you in each of the following types of sports related content on social media?*
Sports news (e.g., injury updates, schedule reminders)

Demographic	Very interested		Somewhat interested		Somewhat uninterested		Very uninterested		Don't know / No opinion		Total N
Adults	18%	(373)	28%	(586)	11%	(228)	28%	(586)	14%	(290)	2064
Biden Job Strongly Approve	25%	(104)	25%	(100)	9%	(36)	28%	(113)	14%	(55)	409
Biden Job Somewhat Approve	15%	(77)	34%	(170)	13%	(64)	27%	(137)	11%	(56)	503
Biden Job Somewhat Disapprove	17%	(54)	36%	(118)	13%	(43)	23%	(73)	11%	(36)	324
Biden Job Strongly Disapprove	18%	(134)	25%	(182)	10%	(76)	32%	(240)	15%	(107)	738
Favorable of Biden	20%	(186)	29%	(264)	10%	(91)	28%	(258)	12%	(113)	912
Unfavorable of Biden	17%	(178)	29%	(300)	12%	(126)	29%	(307)	13%	(139)	1050
Very Favorable of Biden	24%	(107)	23%	(105)	9%	(42)	29%	(134)	15%	(69)	456
Somewhat Favorable of Biden	17%	(78)	35%	(160)	11%	(50)	27%	(124)	10%	(44)	456
Somewhat Unfavorable of Biden	16%	(45)	37%	(106)	16%	(44)	23%	(65)	8%	(24)	284
Very Unfavorable of Biden	17%	(133)	25%	(194)	11%	(81)	32%	(242)	15%	(115)	767
#1 Issue: Economy	19%	(167)	30%	(259)	12%	(104)	27%	(231)	12%	(103)	865
#1 Issue: Security	17%	(38)	22%	(49)	15%	(34)	29%	(64)	16%	(35)	219
#1 Issue: Health Care	22%	(34)	33%	(52)	11%	(18)	23%	(37)	11%	(18)	159
#1 Issue: Medicare / Social Security	11%	(25)	29%	(70)	6%	(15)	39%	(94)	15%	(35)	238
#1 Issue: Women's Issues	17%	(51)	26%	(80)	10%	(31)	28%	(85)	19%	(57)	304
#1 Issue: Education	27%	(16)	36%	(21)	13%	(8)	16%	(9)	8%	(5)	58
#1 Issue: Energy	21%	(26)	29%	(36)	9%	(12)	24%	(29)	17%	(21)	124
#1 Issue: Other	16%	(16)	22%	(21)	8%	(8)	37%	(36)	17%	(16)	97
2020 Vote: Joe Biden	21%	(190)	30%	(269)	9%	(84)	27%	(243)	11%	(99)	886
2020 Vote: Donald Trump	18%	(120)	28%	(192)	13%	(86)	29%	(194)	12%	(82)	674
2020 Vote: Other	13%	(7)	31%	(18)	12%	(7)	25%	(14)	19%	(11)	58
2020 Vote: Didn't Vote	13%	(56)	24%	(107)	11%	(50)	30%	(135)	22%	(98)	446
2018 House Vote: Democrat	21%	(151)	31%	(218)	10%	(71)	27%	(193)	11%	(77)	711
2018 House Vote: Republican	18%	(96)	30%	(160)	11%	(58)	29%	(154)	11%	(58)	526
2016 Vote: Hillary Clinton	20%	(131)	28%	(183)	10%	(66)	31%	(201)	11%	(75)	656
2016 Vote: Donald Trump	19%	(113)	31%	(182)	10%	(59)	28%	(167)	12%	(70)	592
2016 Vote: Other	17%	(12)	27%	(19)	11%	(8)	32%	(22)	12%	(9)	69
2016 Vote: Didn't Vote	15%	(113)	27%	(202)	13%	(93)	26%	(196)	18%	(136)	739
Voted in 2014: Yes	20%	(220)	29%	(326)	10%	(115)	30%	(335)	11%	(125)	1121
Voted in 2014: No	16%	(153)	28%	(261)	12%	(112)	27%	(251)	18%	(165)	942

Table MCFE21_3: *And specifically, how interested or uninterested are you in each of the following types of sports related content on social media?*
Sports news (e.g., injury updates, schedule reminders)

Demographic	Very interested		Somewhat interested		Somewhat uninterested		Very uninterested		Don't know / No opinion		Total N
Adults	18%	(373)	28%	(586)	11%	(228)	28%	(586)	14%	(290)	2064
4-Region: Northeast	19%	(66)	29%	(101)	10%	(34)	27%	(94)	15%	(54)	349
4-Region: Midwest	16%	(68)	25%	(104)	12%	(52)	33%	(138)	14%	(59)	421
4-Region: South	20%	(157)	30%	(239)	10%	(76)	28%	(223)	13%	(104)	800
4-Region: West	17%	(82)	29%	(142)	13%	(65)	27%	(132)	15%	(74)	494
TikTok Users	24%	(192)	28%	(223)	11%	(90)	21%	(165)	15%	(119)	790
Twitch Users	33%	(70)	32%	(69)	12%	(25)	16%	(33)	7%	(15)	212
2022 Sports Viewers/Attendees	25%	(341)	37%	(501)	13%	(176)	17%	(236)	9%	(118)	1373
Monthly Moviegoers	32%	(102)	35%	(109)	12%	(37)	15%	(46)	7%	(21)	315
Few Times per Year + Moviegoers	25%	(225)	33%	(296)	12%	(108)	19%	(172)	10%	(85)	887
Heard Smile Campaign	33%	(181)	32%	(175)	12%	(67)	12%	(65)	10%	(55)	544
Heard Minion Campaign	33%	(175)	30%	(162)	13%	(71)	12%	(63)	12%	(63)	534
Listens to Podcasts	25%	(280)	31%	(339)	12%	(132)	21%	(228)	11%	(124)	1102
Streaming Services User	19%	(327)	30%	(510)	11%	(192)	26%	(447)	13%	(216)	1692
Netflix User	20%	(289)	30%	(419)	12%	(169)	26%	(361)	13%	(177)	1414
Disney+ User	22%	(211)	32%	(305)	13%	(120)	21%	(206)	12%	(118)	960
Heterosexual or straight	18%	(333)	29%	(533)	11%	(206)	28%	(520)	13%	(238)	1830
Gay	11%	(7)	26%	(17)	9%	(6)	29%	(19)	24%	(16)	66
Bisexual	18%	(16)	20%	(18)	10%	(9)	29%	(25)	23%	(20)	88
Yes	25%	(16)	20%	(13)	13%	(9)	34%	(22)	8%	(6)	66
No	18%	(357)	29%	(573)	11%	(219)	28%	(564)	14%	(285)	1998

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

Table MCFE21_4: *And specifically, how interested or uninterested are you in each of the following types of sports related content on social media?*
Game highlights

Demographic	Very interested		Somewhat interested		Somewhat uninterested		Very uninterested		Don't know / No opinion		Total N
Adults	20%	(421)	33%	(674)	8%	(174)	25%	(523)	13%	(272)	2064
Gender: Male	27%	(259)	36%	(346)	8%	(81)	19%	(188)	10%	(93)	967
Gender: Female	15%	(162)	30%	(327)	8%	(93)	31%	(335)	16%	(179)	1096
Age: 18-34	24%	(155)	31%	(199)	10%	(60)	18%	(112)	17%	(108)	635
Age: 35-44	26%	(91)	37%	(129)	6%	(21)	20%	(71)	11%	(40)	352
Age: 45-64	19%	(126)	33%	(218)	8%	(55)	27%	(181)	13%	(90)	669
Age: 65+	12%	(49)	31%	(128)	9%	(38)	39%	(159)	8%	(35)	408
GenZers: 1997-2012	23%	(59)	29%	(74)	11%	(27)	17%	(43)	20%	(50)	252
Millennials: 1981-1996	25%	(162)	35%	(223)	8%	(51)	19%	(119)	14%	(87)	643
GenXers: 1965-1980	20%	(108)	32%	(172)	7%	(37)	26%	(141)	14%	(77)	534
Baby Boomers: 1946-1964	15%	(86)	33%	(190)	9%	(52)	34%	(194)	10%	(57)	579
PID: Dem (no lean)	22%	(184)	33%	(272)	8%	(69)	24%	(196)	12%	(101)	823
PID: Ind (no lean)	16%	(101)	31%	(192)	9%	(58)	28%	(170)	16%	(96)	616
PID: Rep (no lean)	22%	(137)	33%	(209)	7%	(47)	25%	(157)	12%	(75)	625
PID/Gender: Dem Men	31%	(116)	38%	(141)	7%	(27)	16%	(60)	8%	(29)	373
PID/Gender: Dem Women	15%	(67)	29%	(132)	9%	(43)	30%	(136)	16%	(72)	450
PID/Gender: Ind Men	21%	(64)	33%	(101)	10%	(29)	22%	(68)	13%	(40)	303
PID/Gender: Ind Women	12%	(36)	29%	(91)	9%	(28)	33%	(102)	18%	(56)	314
PID/Gender: Rep Men	27%	(79)	36%	(105)	8%	(25)	20%	(60)	8%	(24)	292
PID/Gender: Rep Women	17%	(58)	31%	(105)	7%	(22)	29%	(97)	15%	(51)	333
Ideo: Liberal (1-3)	19%	(116)	35%	(221)	8%	(50)	29%	(182)	9%	(55)	624
Ideo: Moderate (4)	22%	(152)	33%	(235)	9%	(61)	22%	(156)	14%	(101)	705
Ideo: Conservative (5-7)	23%	(139)	32%	(196)	9%	(55)	24%	(147)	11%	(68)	604
Educ: < College	20%	(269)	31%	(418)	9%	(119)	25%	(342)	15%	(209)	1358
Educ: Bachelors degree	22%	(102)	37%	(170)	8%	(37)	22%	(99)	11%	(49)	457
Educ: Post-grad	20%	(50)	34%	(86)	7%	(18)	33%	(82)	6%	(14)	249
Income: Under 50k	18%	(217)	32%	(386)	8%	(97)	26%	(308)	16%	(198)	1205
Income: 50k-100k	22%	(132)	33%	(198)	10%	(61)	25%	(154)	10%	(60)	606
Income: 100k+	29%	(72)	36%	(90)	6%	(16)	24%	(60)	6%	(15)	252
Ethnicity: White	17%	(272)	33%	(524)	9%	(143)	28%	(446)	12%	(198)	1584
Ethnicity: Hispanic	21%	(79)	35%	(129)	8%	(28)	15%	(56)	21%	(76)	368

Continued on next page

Table MCFE21_4: *And specifically, how interested or uninterested are you in each of the following types of sports related content on social media?*
Game highlights

Demographic	Very interested		Somewhat interested		Somewhat uninterested		Very uninterested		Don't know / No opinion		Total N
Adults	20%	(421)	33%	(674)	8%	(174)	25%	(523)	13%	(272)	2064
Ethnicity: Black	41%	(113)	28%	(77)	6%	(15)	12%	(33)	13%	(36)	273
Ethnicity: Other	18%	(36)	35%	(72)	7%	(15)	21%	(44)	19%	(39)	206
All Christian	20%	(193)	35%	(332)	8%	(81)	25%	(241)	11%	(108)	955
All Non-Christian	17%	(20)	30%	(36)	12%	(14)	25%	(30)	15%	(18)	118
Atheist	24%	(20)	26%	(22)	8%	(7)	32%	(28)	10%	(9)	86
Agnostic/Nothing in particular	17%	(97)	31%	(174)	7%	(40)	27%	(151)	17%	(93)	556
Something Else	26%	(91)	31%	(109)	9%	(31)	21%	(73)	13%	(44)	349
Religious Non-Protestant/Catholic	15%	(22)	31%	(44)	15%	(22)	24%	(34)	15%	(21)	142
Evangelical	26%	(137)	34%	(178)	7%	(38)	24%	(125)	9%	(48)	526
Non-Evangelical	19%	(141)	34%	(249)	9%	(66)	25%	(182)	13%	(97)	734
Community: Urban	23%	(142)	37%	(224)	8%	(48)	21%	(130)	11%	(67)	611
Community: Suburban	21%	(198)	32%	(300)	9%	(84)	24%	(227)	13%	(119)	928
Community: Rural	16%	(82)	28%	(149)	8%	(42)	32%	(166)	16%	(86)	524
Employ: Private Sector	28%	(172)	36%	(224)	9%	(53)	19%	(121)	9%	(55)	624
Employ: Government	29%	(38)	26%	(34)	9%	(12)	26%	(34)	11%	(14)	131
Employ: Self-Employed	28%	(46)	37%	(60)	4%	(7)	18%	(30)	12%	(19)	161
Employ: Homemaker	14%	(25)	35%	(63)	7%	(13)	32%	(59)	12%	(22)	182
Employ: Student	33%	(21)	22%	(14)	15%	(9)	18%	(11)	12%	(7)	62
Employ: Retired	11%	(55)	32%	(154)	11%	(53)	33%	(162)	13%	(62)	486
Employ: Unemployed	13%	(37)	27%	(76)	7%	(19)	26%	(75)	28%	(79)	285
Employ: Other	22%	(28)	37%	(49)	6%	(8)	24%	(32)	11%	(15)	132
Military HH: Yes	19%	(49)	28%	(72)	12%	(31)	32%	(83)	10%	(27)	261
Military HH: No	21%	(373)	33%	(602)	8%	(143)	24%	(440)	14%	(245)	1803
RD/WT: Right Direction	24%	(154)	32%	(204)	8%	(49)	21%	(131)	14%	(91)	629
RD/WT: Wrong Track	19%	(267)	33%	(470)	9%	(124)	27%	(391)	13%	(182)	1435
Biden Job Approve	22%	(201)	35%	(315)	8%	(73)	24%	(221)	11%	(102)	912
Biden Job Disapprove	20%	(214)	32%	(344)	9%	(94)	26%	(277)	12%	(133)	1062

Table MCFE21_4: *And specifically, how interested or uninterested are you in each of the following types of sports related content on social media?* *Game highlights*

Demographic	Very interested		Somewhat interested		Somewhat uninterested		Very uninterested		Don't know / No opinion		Total N
Adults	20%	(421)	33%	(674)	8%	(174)	25%	(523)	13%	(272)	2064
Biden Job Strongly Approve	26%	(104)	33%	(133)	7%	(27)	24%	(99)	11%	(45)	409
Biden Job Somewhat Approve	19%	(97)	36%	(182)	9%	(45)	24%	(122)	11%	(57)	503
Biden Job Somewhat Disapprove	16%	(51)	40%	(130)	9%	(29)	24%	(79)	11%	(35)	324
Biden Job Strongly Disapprove	22%	(163)	29%	(215)	9%	(66)	27%	(198)	13%	(97)	738
Favorable of Biden	22%	(200)	33%	(304)	7%	(68)	25%	(228)	12%	(113)	912
Unfavorable of Biden	20%	(212)	33%	(349)	9%	(97)	26%	(272)	11%	(121)	1050
Very Favorable of Biden	25%	(115)	30%	(136)	7%	(32)	25%	(112)	14%	(62)	456
Somewhat Favorable of Biden	19%	(85)	37%	(168)	8%	(36)	25%	(116)	11%	(52)	456
Somewhat Unfavorable of Biden	18%	(50)	41%	(115)	11%	(30)	24%	(69)	7%	(20)	284
Very Unfavorable of Biden	21%	(162)	30%	(234)	9%	(66)	27%	(204)	13%	(100)	767
#1 Issue: Economy	24%	(207)	31%	(269)	9%	(80)	25%	(214)	11%	(96)	865
#1 Issue: Security	16%	(35)	36%	(80)	11%	(24)	22%	(49)	14%	(31)	219
#1 Issue: Health Care	24%	(38)	37%	(58)	6%	(9)	20%	(32)	14%	(22)	159
#1 Issue: Medicare / Social Security	13%	(32)	32%	(76)	8%	(20)	34%	(82)	12%	(28)	238
#1 Issue: Women's Issues	16%	(50)	32%	(97)	9%	(26)	25%	(77)	18%	(54)	304
#1 Issue: Education	30%	(18)	33%	(19)	13%	(8)	16%	(10)	7%	(4)	58
#1 Issue: Energy	22%	(27)	36%	(45)	4%	(5)	20%	(24)	18%	(23)	124
#1 Issue: Other	16%	(16)	30%	(29)	2%	(2)	37%	(36)	14%	(14)	97
2020 Vote: Joe Biden	23%	(200)	34%	(301)	8%	(70)	25%	(221)	11%	(94)	886
2020 Vote: Donald Trump	22%	(146)	33%	(224)	10%	(64)	25%	(166)	11%	(73)	674
2020 Vote: Other	18%	(10)	37%	(21)	4%	(2)	24%	(14)	17%	(10)	58
2020 Vote: Didn't Vote	15%	(65)	28%	(127)	8%	(37)	27%	(121)	21%	(96)	446
2018 House Vote: Democrat	24%	(169)	34%	(243)	8%	(58)	24%	(171)	10%	(70)	711
2018 House Vote: Republican	21%	(111)	36%	(190)	8%	(40)	25%	(133)	10%	(52)	526
2016 Vote: Hillary Clinton	23%	(153)	32%	(210)	8%	(52)	26%	(174)	10%	(66)	656
2016 Vote: Donald Trump	23%	(138)	34%	(203)	8%	(45)	25%	(147)	10%	(60)	592
2016 Vote: Other	18%	(13)	34%	(23)	9%	(6)	27%	(18)	13%	(9)	69
2016 Vote: Didn't Vote	16%	(116)	32%	(235)	9%	(70)	25%	(182)	18%	(136)	739
Voted in 2014: Yes	22%	(250)	33%	(375)	8%	(85)	26%	(291)	11%	(121)	1121
Voted in 2014: No	18%	(171)	32%	(299)	9%	(89)	25%	(232)	16%	(151)	942

Table MCFE21_4: *And specifically, how interested or uninterested are you in each of the following types of sports related content on social media?*
Game highlights

Demographic	Very interested		Somewhat interested		Somewhat uninterested		Very uninterested		Don't know / No opinion		Total N
Adults	20%	(421)	33%	(674)	8%	(174)	25%	(523)	13%	(272)	2064
4-Region: Northeast	17%	(61)	33%	(114)	7%	(26)	27%	(95)	15%	(52)	349
4-Region: Midwest	20%	(83)	33%	(139)	6%	(27)	28%	(119)	13%	(54)	421
4-Region: South	24%	(191)	32%	(257)	8%	(61)	25%	(196)	12%	(94)	800
4-Region: West	17%	(86)	33%	(164)	12%	(60)	23%	(112)	15%	(72)	494
TikTok Users	26%	(202)	34%	(268)	9%	(69)	18%	(143)	14%	(108)	790
Twitch Users	32%	(69)	42%	(90)	5%	(10)	13%	(28)	8%	(16)	212
2022 Sports Viewers/Attendees	28%	(390)	41%	(561)	9%	(122)	15%	(199)	7%	(101)	1373
Monthly Moviegoers	35%	(111)	39%	(124)	6%	(20)	14%	(45)	5%	(15)	315
Few Times per Year + Moviegoers	29%	(259)	36%	(322)	9%	(76)	17%	(154)	9%	(75)	887
Heard Smile Campaign	34%	(186)	35%	(188)	10%	(54)	11%	(59)	11%	(57)	544
Heard Minion Campaign	31%	(166)	39%	(208)	9%	(47)	10%	(54)	11%	(59)	534
Listens to Podcasts	27%	(298)	36%	(396)	8%	(93)	18%	(197)	11%	(118)	1102
Streaming Services User	23%	(381)	34%	(573)	9%	(145)	23%	(394)	12%	(200)	1692
Netflix User	24%	(336)	34%	(486)	9%	(121)	21%	(303)	12%	(169)	1414
Disney+ User	24%	(233)	36%	(348)	9%	(87)	19%	(180)	12%	(113)	960
Heterosexual or straight	21%	(383)	33%	(600)	9%	(160)	25%	(459)	12%	(228)	1830
Gay	5%	(4)	39%	(25)	9%	(6)	33%	(22)	14%	(9)	66
Bisexual	24%	(21)	21%	(19)	4%	(3)	26%	(23)	25%	(22)	88
Yes	25%	(16)	21%	(14)	11%	(7)	31%	(20)	12%	(8)	66
No	20%	(405)	33%	(660)	8%	(166)	25%	(502)	13%	(264)	1998

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

Table MCFE21_5: *And specifically, how interested or uninterested are you in each of the following types of sports related content on social media?* *Behind-the-scenes content*

Demographic	Very interested		Somewhat interested		Somewhat uninterested		Very uninterested		Don't know / No opinion		Total N
Adults	12%	(244)	23%	(483)	15%	(313)	34%	(692)	16%	(332)	2064
Gender: Male	15%	(149)	25%	(241)	17%	(164)	30%	(292)	13%	(122)	967
Gender: Female	9%	(95)	22%	(242)	14%	(148)	37%	(400)	19%	(210)	1096
Age: 18-34	18%	(115)	26%	(164)	17%	(109)	21%	(131)	18%	(116)	635
Age: 35-44	16%	(56)	26%	(92)	16%	(57)	28%	(100)	13%	(46)	352
Age: 45-64	9%	(59)	24%	(160)	14%	(91)	35%	(237)	18%	(122)	669
Age: 65+	3%	(13)	16%	(66)	14%	(56)	55%	(225)	12%	(47)	408
GenZers: 1997-2012	19%	(49)	21%	(53)	19%	(49)	19%	(49)	21%	(52)	252
Millennials: 1981-1996	18%	(115)	27%	(174)	15%	(99)	24%	(156)	16%	(100)	643
GenXers: 1965-1980	10%	(53)	25%	(135)	14%	(75)	33%	(175)	18%	(97)	534
Baby Boomers: 1946-1964	5%	(27)	19%	(111)	14%	(82)	48%	(279)	14%	(81)	579
PID: Dem (no lean)	14%	(117)	26%	(210)	16%	(130)	30%	(248)	14%	(118)	823
PID: Ind (no lean)	9%	(57)	21%	(130)	15%	(90)	35%	(214)	20%	(125)	616
PID: Rep (no lean)	11%	(70)	23%	(142)	15%	(93)	37%	(231)	14%	(89)	625
PID/Gender: Dem Men	20%	(75)	28%	(105)	18%	(66)	24%	(89)	10%	(38)	373
PID/Gender: Dem Women	9%	(42)	23%	(106)	14%	(63)	35%	(159)	18%	(80)	450
PID/Gender: Ind Men	12%	(35)	20%	(61)	18%	(54)	33%	(100)	18%	(53)	303
PID/Gender: Ind Women	7%	(22)	22%	(70)	11%	(36)	36%	(114)	23%	(72)	314
PID/Gender: Rep Men	13%	(38)	26%	(75)	15%	(44)	36%	(104)	11%	(31)	292
PID/Gender: Rep Women	9%	(31)	20%	(67)	15%	(49)	38%	(127)	18%	(59)	333
Ideo: Liberal (1-3)	11%	(71)	26%	(163)	15%	(91)	36%	(222)	12%	(76)	624
Ideo: Moderate (4)	14%	(97)	23%	(164)	17%	(123)	28%	(196)	18%	(125)	705
Ideo: Conservative (5-7)	11%	(68)	23%	(140)	14%	(87)	39%	(233)	13%	(76)	604
Educ: < College	12%	(160)	22%	(294)	16%	(215)	32%	(436)	19%	(253)	1358
Educ: Bachelors degree	12%	(57)	28%	(130)	14%	(63)	33%	(149)	13%	(58)	457
Educ: Post-grad	11%	(27)	24%	(59)	14%	(34)	43%	(108)	8%	(21)	249
Income: Under 50k	10%	(123)	22%	(266)	15%	(182)	32%	(387)	20%	(247)	1205
Income: 50k-100k	13%	(79)	26%	(155)	16%	(97)	35%	(210)	11%	(66)	606
Income: 100k+	17%	(42)	24%	(62)	13%	(33)	38%	(96)	8%	(19)	252
Ethnicity: White	10%	(152)	23%	(357)	15%	(241)	37%	(587)	16%	(246)	1584
Ethnicity: Hispanic	19%	(69)	24%	(86)	17%	(62)	16%	(58)	25%	(93)	368

Table MCFE21_5: *And specifically, how interested or uninterested are you in each of the following types of sports related content on social media?*
Behind-the-scenes content

Demographic	Very interested		Somewhat interested		Somewhat uninterested		Very uninterested		Don't know / No opinion		Total N
Adults	12%	(244)	23%	(483)	15%	(313)	34%	(692)	16%	(332)	2064
Ethnicity: Black	22%	(60)	29%	(79)	14%	(38)	21%	(56)	15%	(40)	273
Ethnicity: Other	15%	(31)	23%	(47)	16%	(34)	24%	(49)	22%	(46)	206
All Christian	12%	(115)	24%	(229)	14%	(138)	35%	(336)	14%	(137)	955
All Non-Christian	13%	(16)	16%	(18)	21%	(25)	34%	(40)	16%	(19)	118
Atheist	9%	(7)	25%	(22)	13%	(11)	43%	(37)	10%	(9)	86
Agnostic/Nothing in particular	9%	(51)	23%	(125)	15%	(81)	33%	(185)	21%	(114)	556
Something Else	16%	(54)	25%	(89)	16%	(57)	27%	(95)	15%	(53)	349
Religious Non-Protestant/Catholic	11%	(16)	21%	(30)	21%	(29)	32%	(45)	16%	(22)	142
Evangelical	16%	(84)	26%	(135)	15%	(79)	31%	(164)	12%	(65)	526
Non-Evangelical	11%	(83)	23%	(166)	15%	(112)	35%	(256)	16%	(118)	734
Community: Urban	19%	(114)	23%	(143)	14%	(88)	29%	(180)	14%	(86)	611
Community: Suburban	10%	(91)	25%	(229)	16%	(152)	34%	(316)	15%	(140)	928
Community: Rural	7%	(39)	21%	(111)	14%	(72)	38%	(197)	20%	(105)	524
Employ: Private Sector	16%	(102)	28%	(175)	17%	(107)	29%	(183)	9%	(58)	624
Employ: Government	20%	(27)	23%	(30)	18%	(23)	26%	(34)	13%	(17)	131
Employ: Self-Employed	20%	(31)	28%	(45)	18%	(28)	24%	(39)	10%	(17)	161
Employ: Homemaker	8%	(15)	28%	(51)	13%	(23)	31%	(57)	20%	(36)	182
Employ: Student	19%	(12)	24%	(15)	19%	(12)	21%	(13)	17%	(11)	62
Employ: Retired	3%	(12)	17%	(83)	14%	(67)	50%	(242)	17%	(82)	486
Employ: Unemployed	11%	(30)	19%	(53)	11%	(31)	29%	(83)	31%	(88)	285
Employ: Other	11%	(15)	23%	(31)	16%	(21)	32%	(42)	18%	(24)	132
Military HH: Yes	8%	(22)	19%	(50)	14%	(37)	45%	(116)	13%	(35)	261
Military HH: No	12%	(222)	24%	(433)	15%	(275)	32%	(576)	16%	(297)	1803
RD/WT: Right Direction	17%	(105)	27%	(171)	15%	(95)	26%	(161)	15%	(97)	629
RD/WT: Wrong Track	10%	(139)	22%	(311)	15%	(218)	37%	(531)	16%	(235)	1435
Biden Job Approve	15%	(137)	26%	(239)	14%	(131)	30%	(273)	14%	(131)	912
Biden Job Disapprove	10%	(103)	22%	(232)	16%	(171)	38%	(399)	15%	(157)	1062

Table MCFE21_5: *And specifically, how interested or uninterested are you in each of the following types of sports related content on social media?*
Behind-the-scenes content

Demographic	Very interested		Somewhat interested		Somewhat uninterested		Very uninterested		Don't know / No opinion		Total N
Adults	12%	(244)	23%	(483)	15%	(313)	34%	(692)	16%	(332)	2064
Biden Job Strongly Approve	20%	(84)	24%	(98)	12%	(49)	30%	(123)	13%	(55)	409
Biden Job Somewhat Approve	11%	(54)	28%	(142)	16%	(82)	30%	(150)	15%	(76)	503
Biden Job Somewhat Disapprove	10%	(33)	27%	(89)	21%	(69)	29%	(95)	12%	(38)	324
Biden Job Strongly Disapprove	10%	(71)	19%	(143)	14%	(102)	41%	(303)	16%	(119)	738
Favorable of Biden	15%	(137)	25%	(229)	14%	(130)	31%	(281)	15%	(135)	912
Unfavorable of Biden	9%	(99)	23%	(239)	16%	(171)	37%	(390)	14%	(151)	1050
Very Favorable of Biden	18%	(84)	24%	(108)	11%	(50)	31%	(144)	16%	(71)	456
Somewhat Favorable of Biden	12%	(54)	27%	(121)	17%	(80)	30%	(137)	14%	(64)	456
Somewhat Unfavorable of Biden	9%	(27)	27%	(78)	21%	(60)	32%	(90)	10%	(29)	284
Very Unfavorable of Biden	10%	(73)	21%	(161)	14%	(111)	39%	(300)	16%	(122)	767
#1 Issue: Economy	14%	(119)	25%	(216)	14%	(123)	32%	(280)	15%	(127)	865
#1 Issue: Security	10%	(21)	16%	(34)	19%	(43)	36%	(79)	19%	(42)	219
#1 Issue: Health Care	12%	(19)	31%	(49)	16%	(25)	27%	(43)	14%	(22)	159
#1 Issue: Medicare / Social Security	5%	(13)	21%	(49)	15%	(35)	44%	(106)	15%	(35)	238
#1 Issue: Women's Issues	10%	(32)	24%	(73)	15%	(46)	31%	(96)	19%	(57)	304
#1 Issue: Education	21%	(12)	26%	(15)	22%	(13)	17%	(10)	15%	(8)	58
#1 Issue: Energy	16%	(19)	25%	(31)	13%	(16)	26%	(33)	21%	(26)	124
#1 Issue: Other	9%	(8)	16%	(16)	12%	(12)	48%	(47)	16%	(15)	97
2020 Vote: Joe Biden	13%	(120)	27%	(238)	15%	(129)	32%	(287)	13%	(113)	886
2020 Vote: Donald Trump	12%	(78)	22%	(149)	15%	(104)	37%	(251)	14%	(92)	674
2020 Vote: Other	12%	(7)	17%	(10)	22%	(12)	31%	(18)	18%	(10)	58
2020 Vote: Didn't Vote	9%	(39)	19%	(86)	15%	(67)	31%	(137)	26%	(117)	446
2018 House Vote: Democrat	14%	(99)	27%	(190)	15%	(103)	33%	(233)	12%	(86)	711
2018 House Vote: Republican	9%	(50)	23%	(122)	15%	(80)	38%	(202)	14%	(73)	526
2016 Vote: Hillary Clinton	13%	(87)	26%	(170)	14%	(89)	35%	(233)	12%	(78)	656
2016 Vote: Donald Trump	11%	(66)	23%	(136)	15%	(92)	37%	(221)	13%	(77)	592
2016 Vote: Other	10%	(7)	27%	(19)	10%	(7)	40%	(28)	13%	(9)	69
2016 Vote: Didn't Vote	11%	(82)	21%	(158)	17%	(124)	28%	(208)	23%	(168)	739
Voted in 2014: Yes	13%	(141)	24%	(264)	14%	(155)	37%	(415)	13%	(146)	1121
Voted in 2014: No	11%	(103)	23%	(219)	17%	(158)	29%	(277)	20%	(186)	942

Table MCFE21_5: *And specifically, how interested or uninterested are you in each of the following types of sports related content on social media?*
Behind-the-scenes content

Demographic	Very interested		Somewhat interested		Somewhat uninterested		Very uninterested		Don't know / No opinion		Total N
Adults	12%	(244)	23%	(483)	15%	(313)	34%	(692)	16%	(332)	2064
4-Region: Northeast	11%	(37)	26%	(92)	13%	(45)	32%	(113)	17%	(61)	349
4-Region: Midwest	10%	(43)	23%	(98)	16%	(66)	36%	(152)	15%	(62)	421
4-Region: South	14%	(113)	23%	(183)	16%	(126)	33%	(260)	15%	(117)	800
4-Region: West	10%	(51)	22%	(110)	15%	(75)	34%	(166)	19%	(92)	494
TikTok Users	17%	(134)	26%	(206)	18%	(143)	23%	(179)	16%	(128)	790
Twitch Users	26%	(56)	31%	(65)	17%	(35)	16%	(34)	10%	(21)	212
2022 Sports Viewers/Attendees	16%	(213)	31%	(422)	17%	(239)	26%	(352)	11%	(146)	1373
Monthly Moviegoers	21%	(67)	35%	(111)	19%	(59)	17%	(54)	8%	(24)	315
Few Times per Year + Moviegoers	19%	(164)	30%	(268)	18%	(156)	23%	(208)	10%	(90)	887
Heard Smile Campaign	24%	(128)	30%	(164)	18%	(99)	15%	(84)	13%	(70)	544
Heard Minion Campaign	25%	(135)	31%	(163)	16%	(86)	15%	(78)	13%	(71)	534
Listens to Podcasts	17%	(192)	29%	(319)	16%	(181)	24%	(270)	13%	(140)	1102
Streaming Services User	13%	(223)	25%	(429)	16%	(265)	31%	(530)	14%	(245)	1692
Netflix User	14%	(198)	27%	(383)	16%	(220)	29%	(411)	14%	(202)	1414
Disney+ User	15%	(144)	28%	(273)	17%	(163)	26%	(249)	14%	(131)	960
Heterosexual or straight	12%	(219)	24%	(435)	15%	(282)	34%	(618)	15%	(275)	1830
Gay	6%	(4)	32%	(21)	6%	(4)	39%	(26)	18%	(12)	66
Bisexual	18%	(16)	12%	(11)	10%	(9)	34%	(30)	25%	(22)	88
Yes	19%	(13)	17%	(11)	21%	(14)	32%	(21)	11%	(8)	66
No	12%	(231)	24%	(472)	15%	(299)	34%	(671)	16%	(324)	1998

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

Table MCFE21_6: *And specifically, how interested or uninterested are you in each of the following types of sports related content on social media?*
Team giveaways

Demographic	Very interested		Somewhat interested		Somewhat uninterested		Very uninterested		Don't know / No opinion		Total N
Adults	12%	(253)	21%	(434)	12%	(253)	36%	(740)	19%	(384)	2064
Gender: Male	15%	(150)	23%	(218)	15%	(145)	31%	(299)	16%	(155)	967
Gender: Female	9%	(103)	20%	(216)	10%	(108)	40%	(441)	21%	(229)	1096
Age: 18-34	19%	(118)	25%	(158)	14%	(87)	23%	(147)	20%	(127)	635
Age: 35-44	19%	(67)	24%	(86)	13%	(45)	28%	(99)	15%	(54)	352
Age: 45-64	9%	(59)	22%	(149)	12%	(79)	36%	(240)	21%	(142)	669
Age: 65+	2%	(10)	10%	(42)	10%	(42)	62%	(254)	15%	(60)	408
GenZers: 1997-2012	20%	(50)	22%	(55)	16%	(40)	21%	(53)	21%	(54)	252
Millennials: 1981-1996	19%	(120)	26%	(164)	13%	(85)	25%	(163)	17%	(112)	643
GenXers: 1965-1980	11%	(57)	23%	(125)	11%	(61)	33%	(177)	21%	(114)	534
Baby Boomers: 1946-1964	4%	(24)	14%	(83)	12%	(67)	52%	(303)	18%	(102)	579
PID: Dem (no lean)	15%	(122)	23%	(193)	12%	(96)	33%	(273)	17%	(139)	823
PID: Ind (no lean)	9%	(54)	18%	(108)	13%	(78)	38%	(232)	23%	(144)	616
PID: Rep (no lean)	12%	(76)	21%	(134)	13%	(79)	38%	(236)	16%	(101)	625
PID/Gender: Dem Men	21%	(78)	28%	(104)	14%	(53)	24%	(89)	13%	(49)	373
PID/Gender: Dem Women	10%	(45)	20%	(88)	10%	(44)	41%	(183)	20%	(89)	450
PID/Gender: Ind Men	10%	(29)	18%	(56)	16%	(48)	35%	(107)	21%	(64)	303
PID/Gender: Ind Women	8%	(25)	17%	(52)	10%	(30)	40%	(125)	26%	(81)	314
PID/Gender: Rep Men	15%	(43)	20%	(58)	15%	(45)	35%	(103)	14%	(42)	292
PID/Gender: Rep Women	10%	(33)	23%	(76)	10%	(34)	40%	(132)	18%	(59)	333
Ideo: Liberal (1-3)	13%	(83)	22%	(139)	12%	(76)	40%	(250)	12%	(75)	624
Ideo: Moderate (4)	13%	(89)	22%	(157)	13%	(90)	30%	(214)	22%	(154)	705
Ideo: Conservative (5-7)	11%	(68)	19%	(117)	13%	(81)	40%	(241)	16%	(98)	604
Educ: < College	13%	(179)	20%	(269)	12%	(160)	34%	(457)	21%	(292)	1358
Educ: Bachelors degree	10%	(45)	25%	(115)	13%	(59)	38%	(173)	14%	(65)	457
Educ: Post-grad	11%	(28)	20%	(50)	14%	(34)	44%	(110)	11%	(27)	249
Income: Under 50k	12%	(143)	19%	(233)	12%	(143)	34%	(415)	22%	(271)	1205
Income: 50k-100k	12%	(70)	24%	(146)	13%	(77)	37%	(223)	15%	(89)	606
Income: 100k+	16%	(40)	22%	(55)	13%	(33)	40%	(102)	9%	(24)	252
Ethnicity: White	9%	(150)	21%	(326)	12%	(186)	40%	(639)	18%	(283)	1584
Ethnicity: Hispanic	17%	(63)	22%	(82)	14%	(52)	19%	(71)	27%	(99)	368

Continued on next page

Table MCFE21_6: *And specifically, how interested or uninterested are you in each of the following types of sports related content on social media?*
Team giveaways

Demographic	Very interested		Somewhat interested		Somewhat uninterested		Very uninterested		Don't know / No opinion		Total N
Adults	12%	(253)	21%	(434)	12%	(253)	36%	(740)	19%	(384)	2064
Ethnicity: Black	26%	(72)	23%	(63)	15%	(41)	17%	(47)	19%	(51)	273
Ethnicity: Other	15%	(31)	22%	(46)	13%	(26)	26%	(54)	24%	(49)	206
All Christian	12%	(114)	21%	(203)	12%	(118)	38%	(364)	16%	(156)	955
All Non-Christian	11%	(13)	19%	(23)	13%	(15)	38%	(45)	19%	(22)	118
Atheist	4%	(3)	16%	(14)	8%	(7)	54%	(47)	19%	(16)	86
Agnostic/Nothing in particular	11%	(60)	19%	(108)	12%	(69)	35%	(195)	22%	(124)	556
Something Else	18%	(63)	25%	(87)	13%	(45)	26%	(89)	19%	(65)	349
Religious Non-Protestant/Catholic	9%	(13)	20%	(28)	14%	(20)	37%	(52)	21%	(30)	142
Evangelical	18%	(97)	22%	(115)	13%	(69)	31%	(161)	16%	(83)	526
Non-Evangelical	11%	(77)	22%	(164)	12%	(89)	38%	(279)	17%	(125)	734
Community: Urban	18%	(111)	22%	(135)	13%	(77)	30%	(180)	18%	(107)	611
Community: Suburban	10%	(90)	22%	(206)	13%	(122)	37%	(347)	18%	(164)	928
Community: Rural	10%	(52)	18%	(93)	10%	(54)	41%	(213)	21%	(112)	524
Employ: Private Sector	17%	(108)	26%	(162)	16%	(98)	29%	(184)	11%	(71)	624
Employ: Government	21%	(27)	23%	(30)	10%	(13)	32%	(42)	15%	(19)	131
Employ: Self-Employed	16%	(26)	29%	(47)	14%	(22)	24%	(39)	17%	(27)	161
Employ: Homemaker	8%	(15)	29%	(53)	10%	(18)	32%	(58)	21%	(38)	182
Employ: Student	21%	(13)	16%	(10)	22%	(14)	24%	(15)	17%	(10)	62
Employ: Retired	3%	(15)	11%	(55)	10%	(47)	55%	(268)	21%	(102)	486
Employ: Unemployed	11%	(31)	15%	(42)	9%	(27)	34%	(96)	31%	(89)	285
Employ: Other	13%	(17)	26%	(34)	11%	(15)	29%	(38)	21%	(27)	132
Military HH: Yes	8%	(22)	20%	(51)	10%	(27)	46%	(120)	16%	(42)	261
Military HH: No	13%	(231)	21%	(383)	13%	(227)	34%	(620)	19%	(342)	1803
RD/WT: Right Direction	16%	(102)	24%	(151)	11%	(69)	29%	(184)	20%	(123)	629
RD/WT: Wrong Track	11%	(151)	20%	(283)	13%	(185)	39%	(556)	18%	(260)	1435
Biden Job Approve	15%	(133)	23%	(209)	12%	(106)	34%	(311)	17%	(152)	912
Biden Job Disapprove	11%	(116)	20%	(211)	13%	(143)	38%	(406)	18%	(187)	1062

Table MCFE21_6: *And specifically, how interested or uninterested are you in each of the following types of sports related content on social media?*
Team giveaways

Demographic	Very interested		Somewhat interested		Somewhat uninterested		Very uninterested		Don't know / No opinion		Total N
Adults	12%	(253)	21%	(434)	12%	(253)	36%	(740)	19%	(384)	2064
Biden Job Strongly Approve	20%	(82)	24%	(96)	9%	(38)	33%	(133)	15%	(60)	409
Biden Job Somewhat Approve	10%	(51)	22%	(113)	14%	(68)	35%	(178)	18%	(92)	503
Biden Job Somewhat Disapprove	10%	(32)	25%	(82)	15%	(49)	31%	(100)	19%	(62)	324
Biden Job Strongly Disapprove	11%	(84)	18%	(130)	13%	(94)	41%	(306)	17%	(125)	738
Favorable of Biden	15%	(137)	23%	(206)	10%	(95)	35%	(320)	17%	(155)	912
Unfavorable of Biden	10%	(110)	20%	(206)	15%	(153)	38%	(398)	17%	(183)	1050
Very Favorable of Biden	19%	(87)	21%	(97)	8%	(37)	33%	(152)	18%	(83)	456
Somewhat Favorable of Biden	11%	(50)	24%	(109)	13%	(58)	37%	(168)	16%	(71)	456
Somewhat Unfavorable of Biden	8%	(23)	23%	(65)	19%	(54)	31%	(87)	19%	(54)	284
Very Unfavorable of Biden	11%	(87)	18%	(141)	13%	(99)	40%	(310)	17%	(129)	767
#1 Issue: Economy	13%	(115)	22%	(192)	13%	(117)	33%	(285)	18%	(157)	865
#1 Issue: Security	11%	(23)	17%	(36)	14%	(30)	41%	(90)	18%	(40)	219
#1 Issue: Health Care	13%	(20)	34%	(54)	7%	(10)	29%	(46)	18%	(28)	159
#1 Issue: Medicare / Social Security	5%	(12)	14%	(33)	14%	(33)	48%	(115)	19%	(44)	238
#1 Issue: Women's Issues	12%	(38)	25%	(76)	11%	(33)	33%	(99)	19%	(59)	304
#1 Issue: Education	21%	(12)	19%	(11)	19%	(11)	25%	(15)	16%	(9)	58
#1 Issue: Energy	15%	(19)	18%	(22)	11%	(14)	35%	(43)	21%	(26)	124
#1 Issue: Other	14%	(14)	10%	(10)	6%	(6)	48%	(47)	21%	(21)	97
2020 Vote: Joe Biden	14%	(121)	23%	(205)	11%	(99)	36%	(321)	16%	(140)	886
2020 Vote: Donald Trump	12%	(84)	19%	(131)	13%	(90)	39%	(261)	16%	(109)	674
2020 Vote: Other	11%	(7)	18%	(10)	17%	(10)	36%	(20)	19%	(11)	58
2020 Vote: Didn't Vote	9%	(41)	20%	(88)	12%	(55)	31%	(138)	28%	(124)	446
2018 House Vote: Democrat	14%	(103)	24%	(173)	9%	(65)	36%	(259)	16%	(111)	711
2018 House Vote: Republican	11%	(59)	21%	(113)	12%	(65)	40%	(209)	15%	(80)	526
2016 Vote: Hillary Clinton	14%	(89)	23%	(149)	11%	(70)	38%	(251)	15%	(97)	656
2016 Vote: Donald Trump	12%	(69)	21%	(125)	11%	(63)	39%	(233)	17%	(101)	592
2016 Vote: Other	11%	(7)	17%	(12)	14%	(10)	45%	(31)	13%	(9)	69
2016 Vote: Didn't Vote	12%	(86)	20%	(148)	15%	(107)	30%	(223)	24%	(174)	739
Voted in 2014: Yes	12%	(138)	23%	(253)	10%	(108)	39%	(437)	17%	(185)	1121
Voted in 2014: No	12%	(115)	19%	(181)	15%	(146)	32%	(303)	21%	(198)	942

Table MCFE21_6: *And specifically, how interested or uninterested are you in each of the following types of sports related content on social media?*
Team giveaways

Demographic	Very interested		Somewhat interested		Somewhat uninterested		Very uninterested		Don't know / No opinion		Total N
Adults	12%	(253)	21%	(434)	12%	(253)	36%	(740)	19%	(384)	2064
4-Region: Northeast	12%	(41)	21%	(73)	10%	(33)	40%	(138)	18%	(64)	349
4-Region: Midwest	10%	(43)	20%	(85)	13%	(56)	39%	(163)	18%	(74)	421
4-Region: South	15%	(119)	21%	(170)	12%	(99)	33%	(266)	18%	(145)	800
4-Region: West	10%	(50)	22%	(107)	13%	(65)	35%	(173)	20%	(100)	494
TikTok Users	19%	(151)	27%	(210)	12%	(93)	24%	(190)	18%	(146)	790
Twitch Users	28%	(59)	26%	(56)	13%	(28)	20%	(43)	12%	(26)	212
2022 Sports Viewers/Attendees	16%	(223)	28%	(378)	14%	(191)	29%	(402)	13%	(178)	1373
Monthly Moviegoers	27%	(84)	30%	(94)	13%	(42)	19%	(60)	11%	(35)	315
Few Times per Year + Moviegoers	18%	(158)	29%	(256)	13%	(111)	26%	(234)	14%	(127)	887
Heard Smile Campaign	26%	(143)	29%	(158)	14%	(77)	16%	(85)	15%	(79)	544
Heard Minion Campaign	26%	(140)	31%	(166)	14%	(77)	15%	(81)	13%	(70)	534
Listens to Podcasts	18%	(193)	27%	(297)	13%	(144)	27%	(293)	16%	(176)	1102
Streaming Services User	14%	(235)	23%	(391)	12%	(211)	33%	(565)	17%	(289)	1692
Netflix User	15%	(208)	24%	(343)	13%	(185)	31%	(437)	17%	(242)	1414
Disney+ User	16%	(150)	28%	(268)	14%	(135)	26%	(253)	16%	(154)	960
Heterosexual or straight	12%	(224)	21%	(391)	13%	(232)	36%	(654)	18%	(329)	1830
Gay	7%	(4)	21%	(14)	9%	(6)	40%	(26)	23%	(15)	66
Bisexual	16%	(14)	15%	(14)	6%	(5)	37%	(33)	25%	(22)	88
Yes	14%	(9)	21%	(14)	13%	(9)	39%	(26)	13%	(9)	66
No	12%	(244)	21%	(420)	12%	(244)	36%	(714)	19%	(375)	1998

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

Table MCFE21_7: *And specifically, how interested or uninterested are you in each of the following types of sports related content on social media?*
Fantasy sports

Demographic	Very interested		Somewhat interested		Somewhat uninterested		Very uninterested		Don't know / No opinion		Total N
Adults	10%	(198)	13%	(259)	13%	(264)	47%	(978)	18%	(365)	2064
Gender: Male	13%	(127)	17%	(167)	13%	(128)	42%	(409)	14%	(137)	967
Gender: Female	6%	(71)	8%	(92)	12%	(136)	52%	(569)	21%	(228)	1096
Age: 18-34	17%	(106)	20%	(125)	15%	(98)	29%	(184)	19%	(121)	635
Age: 35-44	13%	(47)	18%	(64)	16%	(55)	39%	(136)	14%	(51)	352
Age: 45-64	6%	(40)	9%	(59)	11%	(76)	52%	(348)	22%	(147)	669
Age: 65+	1%	(5)	3%	(12)	9%	(35)	76%	(310)	11%	(45)	408
GenZers: 1997-2012	15%	(37)	16%	(41)	18%	(46)	29%	(73)	22%	(55)	252
Millennials: 1981-1996	16%	(100)	20%	(131)	15%	(100)	33%	(213)	15%	(99)	643
GenXers: 1965-1980	8%	(40)	12%	(62)	11%	(59)	48%	(256)	22%	(116)	534
Baby Boomers: 1946-1964	3%	(20)	4%	(25)	9%	(52)	68%	(391)	16%	(92)	579
PID: Dem (no lean)	13%	(104)	15%	(126)	13%	(110)	42%	(344)	17%	(138)	823
PID: Ind (no lean)	6%	(36)	10%	(62)	13%	(79)	50%	(310)	21%	(128)	616
PID: Rep (no lean)	9%	(57)	11%	(71)	12%	(75)	52%	(324)	16%	(99)	625
PID/Gender: Dem Men	19%	(69)	24%	(88)	12%	(46)	31%	(117)	14%	(53)	373
PID/Gender: Dem Women	8%	(35)	8%	(38)	14%	(64)	51%	(227)	19%	(85)	450
PID/Gender: Ind Men	8%	(25)	14%	(43)	14%	(43)	47%	(143)	16%	(49)	303
PID/Gender: Ind Women	4%	(12)	6%	(19)	12%	(36)	53%	(167)	25%	(79)	314
PID/Gender: Rep Men	11%	(33)	12%	(36)	13%	(39)	51%	(149)	12%	(35)	292
PID/Gender: Rep Women	7%	(24)	11%	(35)	11%	(36)	53%	(175)	19%	(64)	333
Ideo: Liberal (1-3)	11%	(71)	14%	(90)	14%	(86)	49%	(304)	12%	(73)	624
Ideo: Moderate (4)	9%	(66)	15%	(109)	15%	(104)	41%	(292)	19%	(135)	705
Ideo: Conservative (5-7)	9%	(54)	9%	(56)	10%	(59)	55%	(335)	17%	(100)	604
Educ: < College	10%	(132)	12%	(168)	12%	(167)	44%	(603)	21%	(287)	1358
Educ: Bachelors degree	10%	(46)	14%	(65)	13%	(62)	49%	(225)	13%	(60)	457
Educ: Post-grad	8%	(19)	11%	(27)	14%	(35)	60%	(150)	7%	(18)	249
Income: Under 50k	8%	(95)	11%	(136)	13%	(156)	46%	(553)	22%	(266)	1205
Income: 50k-100k	10%	(61)	14%	(82)	14%	(87)	49%	(297)	13%	(80)	606
Income: 100k+	17%	(42)	16%	(41)	8%	(21)	51%	(129)	8%	(19)	252
Ethnicity: White	7%	(114)	11%	(169)	13%	(200)	53%	(832)	17%	(269)	1584
Ethnicity: Hispanic	12%	(44)	18%	(65)	17%	(62)	24%	(90)	29%	(107)	368

Continued on next page

Table MCFE21_7: *And specifically, how interested or uninterested are you in each of the following types of sports related content on social media?* *Fantasy sports*

Demographic	Very interested		Somewhat interested		Somewhat uninterested		Very uninterested		Don't know / No opinion		Total N
Adults	10%	(198)	13%	(259)	13%	(264)	47%	(978)	18%	(365)	2064
Ethnicity: Black	24%	(65)	18%	(50)	13%	(36)	27%	(74)	18%	(49)	273
Ethnicity: Other	9%	(19)	19%	(40)	14%	(28)	35%	(73)	23%	(47)	206
All Christian	9%	(85)	12%	(111)	11%	(108)	53%	(504)	15%	(146)	955
All Non-Christian	13%	(15)	14%	(16)	13%	(16)	41%	(48)	20%	(23)	118
Atheist	6%	(6)	11%	(9)	11%	(10)	55%	(47)	16%	(14)	86
Agnostic/Nothing in particular	9%	(52)	14%	(75)	14%	(80)	43%	(238)	20%	(111)	556
Something Else	11%	(40)	13%	(47)	14%	(50)	40%	(141)	20%	(71)	349
Religious Non-Protestant/Catholic	14%	(20)	13%	(18)	13%	(18)	41%	(59)	19%	(27)	142
Evangelical	12%	(64)	14%	(73)	12%	(63)	47%	(246)	15%	(80)	526
Non-Evangelical	7%	(54)	11%	(80)	12%	(91)	52%	(380)	18%	(129)	734
Community: Urban	14%	(86)	19%	(114)	12%	(73)	39%	(238)	16%	(100)	611
Community: Suburban	9%	(80)	11%	(100)	14%	(131)	49%	(457)	17%	(160)	928
Community: Rural	6%	(32)	9%	(45)	11%	(59)	54%	(283)	20%	(105)	524
Employ: Private Sector	15%	(91)	17%	(104)	16%	(97)	41%	(255)	12%	(77)	624
Employ: Government	20%	(26)	20%	(26)	10%	(13)	35%	(46)	15%	(19)	131
Employ: Self-Employed	14%	(22)	15%	(24)	13%	(20)	45%	(73)	14%	(22)	161
Employ: Homemaker	6%	(11)	14%	(26)	12%	(22)	49%	(89)	19%	(35)	182
Employ: Student	14%	(9)	16%	(10)	20%	(12)	28%	(17)	22%	(14)	62
Employ: Retired	2%	(10)	4%	(21)	9%	(43)	67%	(328)	17%	(85)	486
Employ: Unemployed	6%	(17)	9%	(26)	13%	(37)	40%	(114)	32%	(92)	285
Employ: Other	9%	(12)	17%	(23)	15%	(20)	43%	(56)	16%	(20)	132
Military HH: Yes	4%	(11)	13%	(33)	11%	(28)	59%	(153)	14%	(36)	261
Military HH: No	10%	(186)	13%	(226)	13%	(236)	46%	(826)	18%	(329)	1803
RD/WT: Right Direction	16%	(100)	17%	(109)	12%	(77)	37%	(234)	17%	(109)	629
RD/WT: Wrong Track	7%	(97)	11%	(151)	13%	(187)	52%	(744)	18%	(256)	1435
Biden Job Approve	12%	(109)	14%	(130)	14%	(129)	43%	(393)	17%	(151)	912
Biden Job Disapprove	8%	(88)	11%	(121)	12%	(126)	52%	(556)	16%	(171)	1062

Continued on next page

Table MCFE21_7: *And specifically, how interested or uninterested are you in each of the following types of sports related content on social media?*
Fantasy sports

Demographic	Very interested		Somewhat interested		Somewhat uninterested		Very uninterested		Don't know / No opinion		Total N
Adults	10%	(198)	13%	(259)	13%	(264)	47%	(978)	18%	(365)	2064
Biden Job Strongly Approve	18%	(74)	15%	(60)	11%	(44)	40%	(165)	16%	(66)	409
Biden Job Somewhat Approve	7%	(34)	14%	(69)	17%	(85)	45%	(228)	17%	(86)	503
Biden Job Somewhat Disapprove	10%	(32)	16%	(50)	14%	(44)	45%	(147)	16%	(51)	324
Biden Job Strongly Disapprove	8%	(56)	10%	(70)	11%	(82)	55%	(409)	16%	(120)	738
Favorable of Biden	12%	(107)	14%	(124)	13%	(119)	45%	(413)	16%	(150)	912
Unfavorable of Biden	8%	(85)	12%	(127)	13%	(132)	51%	(538)	16%	(169)	1050
Very Favorable of Biden	16%	(74)	11%	(50)	11%	(49)	43%	(195)	19%	(89)	456
Somewhat Favorable of Biden	7%	(32)	16%	(74)	15%	(70)	48%	(218)	13%	(61)	456
Somewhat Unfavorable of Biden	10%	(28)	17%	(47)	15%	(42)	45%	(128)	14%	(39)	284
Very Unfavorable of Biden	7%	(57)	10%	(80)	12%	(90)	53%	(410)	17%	(129)	767
#1 Issue: Economy	10%	(85)	14%	(122)	14%	(121)	47%	(403)	15%	(133)	865
#1 Issue: Security	6%	(14)	12%	(26)	11%	(23)	51%	(113)	20%	(44)	219
#1 Issue: Health Care	12%	(20)	17%	(27)	12%	(19)	41%	(65)	18%	(29)	159
#1 Issue: Medicare / Social Security	5%	(12)	8%	(19)	11%	(25)	60%	(143)	16%	(39)	238
#1 Issue: Women's Issues	10%	(29)	12%	(35)	14%	(42)	43%	(132)	21%	(65)	304
#1 Issue: Education	29%	(17)	16%	(9)	14%	(8)	25%	(14)	16%	(9)	58
#1 Issue: Energy	11%	(14)	15%	(18)	12%	(15)	39%	(49)	23%	(28)	124
#1 Issue: Other	7%	(7)	4%	(4)	11%	(10)	61%	(59)	17%	(17)	97
2020 Vote: Joe Biden	11%	(99)	15%	(131)	13%	(114)	46%	(408)	15%	(134)	886
2020 Vote: Donald Trump	9%	(60)	12%	(78)	13%	(85)	52%	(351)	15%	(100)	674
2020 Vote: Other	7%	(4)	19%	(11)	15%	(9)	40%	(23)	19%	(11)	58
2020 Vote: Didn't Vote	8%	(35)	9%	(40)	13%	(57)	44%	(195)	27%	(120)	446
2018 House Vote: Democrat	11%	(79)	15%	(106)	13%	(94)	46%	(328)	15%	(103)	711
2018 House Vote: Republican	7%	(38)	12%	(62)	11%	(58)	56%	(297)	13%	(70)	526
2016 Vote: Hillary Clinton	11%	(74)	14%	(92)	12%	(82)	48%	(313)	14%	(95)	656
2016 Vote: Donald Trump	9%	(52)	12%	(69)	10%	(61)	55%	(324)	15%	(86)	592
2016 Vote: Other	10%	(7)	10%	(7)	11%	(8)	58%	(40)	11%	(8)	69
2016 Vote: Didn't Vote	9%	(63)	12%	(89)	15%	(111)	41%	(300)	24%	(175)	739
Voted in 2014: Yes	10%	(110)	12%	(134)	11%	(124)	52%	(578)	16%	(175)	1121
Voted in 2014: No	9%	(87)	13%	(126)	15%	(140)	42%	(400)	20%	(190)	942

Continued on next page

Table MCFE21_7: *And specifically, how interested or uninterested are you in each of the following types of sports related content on social media?*
Fantasy sports

Demographic	Very interested		Somewhat interested		Somewhat uninterested		Very uninterested		Don't know / No opinion		Total N
Adults	10%	(198)	13%	(259)	13%	(264)	47%	(978)	18%	(365)	2064
4-Region: Northeast	11%	(38)	13%	(46)	11%	(39)	45%	(158)	19%	(67)	349
4-Region: Midwest	8%	(35)	10%	(41)	12%	(51)	54%	(228)	16%	(66)	421
4-Region: South	11%	(84)	13%	(103)	13%	(102)	48%	(380)	16%	(130)	800
4-Region: West	8%	(40)	14%	(69)	14%	(71)	43%	(212)	21%	(102)	494
TikTok Users	14%	(111)	16%	(128)	15%	(117)	35%	(275)	20%	(159)	790
Twitch Users	25%	(53)	27%	(58)	14%	(30)	24%	(50)	10%	(21)	212
2022 Sports Viewers/Attendees	13%	(173)	16%	(218)	15%	(204)	44%	(598)	13%	(179)	1373
Monthly Moviegoers	25%	(79)	24%	(74)	13%	(41)	27%	(87)	11%	(34)	315
Few Times per Year + Moviegoers	15%	(137)	19%	(170)	16%	(140)	37%	(327)	13%	(114)	887
Heard Smile Campaign	23%	(124)	23%	(123)	16%	(85)	22%	(118)	17%	(94)	544
Heard Minion Campaign	22%	(120)	22%	(117)	18%	(97)	22%	(116)	16%	(84)	534
Listens to Podcasts	15%	(163)	18%	(195)	14%	(160)	38%	(415)	15%	(170)	1102
Streaming Services User	11%	(188)	14%	(242)	13%	(226)	45%	(758)	16%	(277)	1692
Netflix User	12%	(172)	15%	(217)	13%	(188)	42%	(593)	17%	(245)	1414
Disney+ User	14%	(139)	18%	(170)	15%	(143)	37%	(353)	16%	(156)	960
Heterosexual or straight	10%	(185)	12%	(224)	13%	(245)	48%	(872)	17%	(304)	1830
Gay	4%	(3)	21%	(14)	4%	(2)	48%	(32)	24%	(16)	66
Bisexual	8%	(7)	15%	(13)	7%	(6)	45%	(40)	26%	(23)	88
Yes	10%	(7)	21%	(14)	10%	(7)	44%	(29)	15%	(10)	66
No	10%	(191)	12%	(245)	13%	(257)	48%	(949)	18%	(355)	1998

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

Table MCFE21_8: *And specifically, how interested or uninterested are you in each of the following types of sports related content on social media?*
Sports betting

Demographic	Very interested		Somewhat interested		Somewhat uninterested		Very uninterested		Don't know / No opinion		Total N
Adults	10%	(208)	15%	(311)	11%	(219)	48%	(984)	17%	(341)	2064
Gender: Male	14%	(136)	21%	(201)	12%	(116)	41%	(399)	12%	(115)	967
Gender: Female	7%	(73)	10%	(110)	9%	(103)	53%	(585)	21%	(225)	1096
Age: 18-34	17%	(106)	21%	(136)	14%	(88)	29%	(187)	19%	(118)	635
Age: 35-44	15%	(51)	22%	(77)	12%	(42)	38%	(135)	13%	(46)	352
Age: 45-64	6%	(40)	12%	(79)	10%	(67)	53%	(351)	20%	(132)	669
Age: 65+	3%	(11)	5%	(18)	5%	(22)	76%	(311)	11%	(45)	408
GenZers: 1997-2012	13%	(34)	21%	(52)	18%	(44)	27%	(69)	21%	(53)	252
Millennials: 1981-1996	18%	(117)	22%	(141)	11%	(73)	34%	(215)	15%	(97)	643
GenXers: 1965-1980	7%	(40)	15%	(79)	10%	(53)	48%	(258)	19%	(104)	534
Baby Boomers: 1946-1964	3%	(17)	6%	(37)	8%	(46)	69%	(397)	14%	(83)	579
PID: Dem (no lean)	11%	(91)	19%	(154)	12%	(101)	43%	(350)	15%	(126)	823
PID: Ind (no lean)	8%	(51)	13%	(79)	9%	(58)	50%	(307)	20%	(122)	616
PID: Rep (no lean)	11%	(66)	13%	(78)	10%	(61)	52%	(327)	15%	(93)	625
PID/Gender: Dem Men	16%	(59)	27%	(101)	14%	(52)	33%	(122)	11%	(40)	373
PID/Gender: Dem Women	7%	(33)	12%	(53)	11%	(49)	51%	(229)	19%	(86)	450
PID/Gender: Ind Men	13%	(38)	18%	(54)	11%	(32)	44%	(134)	15%	(44)	303
PID/Gender: Ind Women	4%	(13)	8%	(25)	8%	(26)	55%	(173)	25%	(78)	314
PID/Gender: Rep Men	13%	(39)	16%	(46)	11%	(33)	49%	(143)	11%	(31)	292
PID/Gender: Rep Women	8%	(27)	10%	(32)	8%	(28)	55%	(184)	19%	(62)	333
Ideo: Liberal (1-3)	10%	(64)	16%	(101)	14%	(84)	48%	(301)	12%	(74)	624
Ideo: Moderate (4)	11%	(80)	19%	(132)	11%	(75)	41%	(290)	18%	(128)	705
Ideo: Conservative (5-7)	10%	(60)	11%	(67)	9%	(52)	58%	(348)	13%	(78)	604
Educ: < College	11%	(143)	15%	(202)	9%	(129)	46%	(620)	19%	(264)	1358
Educ: Bachelors degree	9%	(43)	18%	(81)	12%	(57)	48%	(219)	13%	(57)	457
Educ: Post-grad	9%	(22)	12%	(29)	14%	(34)	58%	(145)	8%	(19)	249
Income: Under 50k	8%	(99)	16%	(188)	10%	(116)	47%	(561)	20%	(241)	1205
Income: 50k-100k	10%	(63)	14%	(87)	13%	(76)	49%	(300)	13%	(81)	606
Income: 100k+	18%	(46)	14%	(36)	11%	(28)	49%	(124)	8%	(19)	252
Ethnicity: White	9%	(136)	13%	(201)	10%	(161)	53%	(838)	16%	(247)	1584
Ethnicity: Hispanic	12%	(45)	25%	(92)	15%	(56)	23%	(83)	25%	(92)	368

Table MCFE21_8: *And specifically, how interested or uninterested are you in each of the following types of sports related content on social media?*
Sports betting

Demographic	Very interested		Somewhat interested		Somewhat uninterested		Very uninterested		Don't know / No opinion		Total N
Adults	10%	(208)	15%	(311)	11%	(219)	48%	(984)	17%	(341)	2064
Ethnicity: Black	21%	(56)	24%	(67)	12%	(34)	28%	(75)	15%	(41)	273
Ethnicity: Other	7%	(15)	21%	(43)	12%	(24)	35%	(71)	25%	(52)	206
All Christian	10%	(95)	16%	(148)	9%	(82)	51%	(490)	15%	(139)	955
All Non-Christian	9%	(11)	15%	(18)	15%	(18)	44%	(52)	16%	(19)	118
Atheist	9%	(8)	10%	(9)	13%	(11)	57%	(49)	10%	(9)	86
Agnostic/Nothing in particular	10%	(58)	15%	(82)	11%	(60)	44%	(242)	20%	(114)	556
Something Else	10%	(36)	16%	(54)	14%	(48)	43%	(150)	17%	(60)	349
Religious Non-Protestant/Catholic	8%	(12)	16%	(23)	15%	(21)	45%	(64)	16%	(23)	142
Evangelical	12%	(61)	16%	(85)	11%	(56)	48%	(252)	13%	(71)	526
Non-Evangelical	9%	(68)	15%	(107)	10%	(70)	50%	(369)	16%	(120)	734
Community: Urban	16%	(95)	20%	(123)	10%	(63)	38%	(231)	16%	(99)	611
Community: Suburban	8%	(78)	14%	(126)	12%	(113)	51%	(472)	15%	(140)	928
Community: Rural	7%	(35)	12%	(62)	8%	(44)	54%	(281)	19%	(102)	524
Employ: Private Sector	16%	(98)	21%	(130)	13%	(79)	40%	(250)	11%	(66)	624
Employ: Government	18%	(23)	25%	(32)	13%	(18)	34%	(45)	10%	(13)	131
Employ: Self-Employed	15%	(23)	18%	(28)	14%	(22)	40%	(64)	14%	(22)	161
Employ: Homemaker	9%	(17)	13%	(24)	7%	(12)	50%	(92)	20%	(36)	182
Employ: Student	9%	(6)	25%	(15)	17%	(10)	31%	(19)	18%	(11)	62
Employ: Retired	2%	(10)	6%	(27)	7%	(34)	68%	(333)	17%	(83)	486
Employ: Unemployed	6%	(16)	12%	(34)	9%	(26)	43%	(124)	30%	(85)	285
Employ: Other	11%	(15)	14%	(19)	13%	(17)	43%	(57)	18%	(24)	132
Military HH: Yes	5%	(12)	12%	(32)	9%	(23)	58%	(151)	16%	(42)	261
Military HH: No	11%	(196)	15%	(279)	11%	(196)	46%	(833)	17%	(299)	1803
RD/WT: Right Direction	15%	(93)	20%	(125)	14%	(86)	38%	(239)	14%	(85)	629
RD/WT: Wrong Track	8%	(115)	13%	(186)	9%	(133)	52%	(745)	18%	(255)	1435
Biden Job Approve	11%	(98)	18%	(161)	13%	(117)	45%	(407)	14%	(129)	912
Biden Job Disapprove	10%	(104)	13%	(143)	9%	(98)	52%	(551)	16%	(167)	1062

Continued on next page

Table MCFE21_8: *And specifically, how interested or uninterested are you in each of the following types of sports related content on social media?*
Sports betting

Demographic	Very interested		Somewhat interested		Somewhat uninterested		Very uninterested		Don't know / No opinion		Total N
Adults	10%	(208)	15%	(311)	11%	(219)	48%	(984)	17%	(341)	2064
Biden Job Strongly Approve	16%	(64)	19%	(78)	11%	(44)	42%	(171)	13%	(51)	409
Biden Job Somewhat Approve	7%	(34)	17%	(83)	15%	(73)	47%	(235)	15%	(77)	503
Biden Job Somewhat Disapprove	9%	(29)	21%	(67)	13%	(42)	43%	(139)	14%	(47)	324
Biden Job Strongly Disapprove	10%	(75)	10%	(76)	8%	(55)	56%	(411)	16%	(120)	738
Favorable of Biden	12%	(106)	17%	(153)	11%	(99)	46%	(419)	15%	(136)	912
Unfavorable of Biden	9%	(99)	13%	(141)	10%	(107)	52%	(544)	15%	(159)	1050
Very Favorable of Biden	14%	(65)	16%	(74)	10%	(45)	44%	(203)	15%	(70)	456
Somewhat Favorable of Biden	9%	(41)	17%	(79)	12%	(55)	47%	(216)	14%	(66)	456
Somewhat Unfavorable of Biden	10%	(27)	18%	(51)	16%	(45)	44%	(126)	12%	(35)	284
Very Unfavorable of Biden	9%	(72)	12%	(90)	8%	(62)	55%	(418)	16%	(124)	767
#1 Issue: Economy	11%	(97)	17%	(151)	11%	(93)	46%	(394)	15%	(129)	865
#1 Issue: Security	8%	(17)	13%	(28)	10%	(22)	51%	(113)	18%	(39)	219
#1 Issue: Health Care	13%	(21)	15%	(24)	8%	(13)	46%	(73)	17%	(27)	159
#1 Issue: Medicare / Social Security	6%	(14)	9%	(21)	8%	(20)	61%	(146)	15%	(37)	238
#1 Issue: Women's Issues	11%	(32)	13%	(40)	12%	(37)	45%	(136)	19%	(59)	304
#1 Issue: Education	10%	(6)	24%	(14)	23%	(14)	29%	(17)	14%	(8)	58
#1 Issue: Energy	11%	(13)	21%	(26)	10%	(12)	39%	(48)	20%	(25)	124
#1 Issue: Other	7%	(7)	7%	(6)	9%	(9)	59%	(58)	18%	(17)	97
2020 Vote: Joe Biden	11%	(98)	17%	(147)	11%	(95)	48%	(425)	14%	(121)	886
2020 Vote: Donald Trump	11%	(71)	13%	(86)	10%	(69)	52%	(351)	14%	(97)	674
2020 Vote: Other	7%	(4)	19%	(11)	14%	(8)	39%	(22)	21%	(12)	58
2020 Vote: Didn't Vote	8%	(35)	15%	(67)	11%	(47)	42%	(186)	25%	(110)	446
2018 House Vote: Democrat	11%	(76)	17%	(119)	12%	(87)	47%	(335)	13%	(94)	711
2018 House Vote: Republican	9%	(47)	13%	(68)	8%	(43)	56%	(295)	14%	(72)	526
2016 Vote: Hillary Clinton	10%	(63)	15%	(101)	12%	(78)	50%	(329)	13%	(85)	656
2016 Vote: Donald Trump	11%	(65)	12%	(71)	8%	(47)	54%	(322)	15%	(87)	592
2016 Vote: Other	9%	(6)	10%	(7)	13%	(9)	57%	(40)	12%	(8)	69
2016 Vote: Didn't Vote	10%	(72)	18%	(132)	11%	(83)	39%	(292)	22%	(160)	739
Voted in 2014: Yes	10%	(111)	13%	(150)	9%	(106)	53%	(590)	15%	(164)	1121
Voted in 2014: No	10%	(97)	17%	(161)	12%	(113)	42%	(394)	19%	(177)	942

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Table MCFE21_8: *And specifically, how interested or uninterested are you in each of the following types of sports related content on social media?*
Sports betting

Demographic	Very interested		Somewhat interested		Somewhat uninterested		Very uninterested		Don't know / No opinion		Total N
Adults	10%	(208)	15%	(311)	11%	(219)	48%	(984)	17%	(341)	2064
4-Region: Northeast	11%	(38)	17%	(58)	12%	(41)	43%	(151)	18%	(61)	349
4-Region: Midwest	8%	(34)	11%	(48)	11%	(48)	54%	(229)	15%	(63)	421
4-Region: South	11%	(86)	15%	(120)	10%	(80)	49%	(390)	15%	(123)	800
4-Region: West	10%	(51)	17%	(85)	10%	(51)	43%	(214)	19%	(94)	494
TikTok Users	15%	(118)	19%	(148)	13%	(107)	36%	(285)	17%	(132)	790
Twitch Users	25%	(53)	27%	(57)	14%	(29)	27%	(56)	8%	(16)	212
2022 Sports Viewers/Attendees	14%	(193)	19%	(255)	12%	(163)	44%	(603)	12%	(160)	1373
Monthly Moviegoers	26%	(81)	28%	(88)	15%	(49)	26%	(81)	5%	(16)	315
Few Times per Year + Moviegoers	16%	(144)	22%	(192)	14%	(126)	37%	(325)	11%	(101)	887
Heard Smile Campaign	23%	(124)	27%	(149)	15%	(80)	23%	(123)	12%	(67)	544
Heard Minion Campaign	23%	(120)	26%	(141)	16%	(85)	23%	(123)	12%	(65)	534
Listens to Podcasts	15%	(168)	19%	(214)	13%	(147)	38%	(416)	14%	(157)	1102
Streaming Services User	11%	(194)	17%	(283)	11%	(189)	45%	(765)	15%	(260)	1692
Netflix User	12%	(174)	18%	(258)	11%	(161)	42%	(600)	16%	(221)	1414
Disney+ User	13%	(125)	21%	(200)	13%	(126)	39%	(371)	14%	(138)	960
Heterosexual or straight	10%	(190)	15%	(280)	11%	(199)	48%	(871)	16%	(290)	1830
Gay	5%	(3)	14%	(10)	11%	(7)	51%	(33)	19%	(13)	66
Bisexual	9%	(8)	11%	(10)	8%	(7)	47%	(41)	24%	(21)	88
Yes	11%	(7)	17%	(11)	9%	(6)	49%	(32)	14%	(10)	66
No	10%	(201)	15%	(300)	11%	(213)	48%	(952)	17%	(331)	1998

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

Table MCFE21_9: *And specifically, how interested or uninterested are you in each of the following types of sports related content on social media?*
Game day content

Demographic	Very interested		Somewhat interested		Somewhat uninterested		Very uninterested		Don't know / No opinion		Total N
Adults	16%	(334)	30%	(611)	10%	(210)	29%	(597)	15%	(311)	2064
Gender: Male	20%	(191)	33%	(320)	11%	(107)	25%	(237)	12%	(112)	967
Gender: Female	13%	(142)	27%	(291)	9%	(103)	33%	(360)	18%	(199)	1096
Age: 18-34	22%	(141)	29%	(182)	13%	(80)	19%	(122)	17%	(110)	635
Age: 35-44	19%	(66)	35%	(124)	9%	(33)	23%	(79)	14%	(49)	352
Age: 45-64	14%	(91)	32%	(212)	8%	(55)	30%	(201)	16%	(110)	669
Age: 65+	9%	(35)	23%	(93)	10%	(42)	48%	(195)	10%	(43)	408
GenZers: 1997-2012	25%	(64)	24%	(62)	13%	(33)	20%	(50)	18%	(44)	252
Millennials: 1981-1996	19%	(123)	34%	(219)	11%	(71)	20%	(128)	16%	(102)	643
GenXers: 1965-1980	15%	(77)	31%	(164)	9%	(47)	29%	(155)	17%	(91)	534
Baby Boomers: 1946-1964	12%	(67)	26%	(148)	9%	(54)	41%	(236)	13%	(74)	579
PID: Dem (no lean)	19%	(153)	29%	(239)	11%	(92)	28%	(227)	14%	(112)	823
PID: Ind (no lean)	12%	(73)	31%	(190)	8%	(50)	30%	(183)	19%	(120)	616
PID: Rep (no lean)	17%	(108)	29%	(182)	11%	(68)	30%	(186)	13%	(80)	625
PID/Gender: Dem Men	25%	(92)	35%	(130)	10%	(37)	21%	(78)	10%	(36)	373
PID/Gender: Dem Women	14%	(61)	24%	(109)	12%	(55)	33%	(149)	17%	(76)	450
PID/Gender: Ind Men	13%	(41)	33%	(101)	11%	(33)	26%	(78)	17%	(51)	303
PID/Gender: Ind Women	10%	(32)	29%	(89)	5%	(17)	34%	(106)	22%	(69)	314
PID/Gender: Rep Men	20%	(59)	31%	(89)	13%	(37)	28%	(81)	9%	(26)	292
PID/Gender: Rep Women	15%	(49)	28%	(93)	9%	(31)	32%	(105)	16%	(54)	333
Ideo: Liberal (1-3)	17%	(103)	31%	(194)	11%	(68)	32%	(201)	9%	(57)	624
Ideo: Moderate (4)	17%	(120)	31%	(218)	11%	(78)	24%	(168)	17%	(120)	705
Ideo: Conservative (5-7)	16%	(97)	30%	(180)	9%	(57)	31%	(189)	13%	(81)	604
Educ: < College	17%	(231)	27%	(370)	10%	(136)	28%	(379)	18%	(241)	1358
Educ: Bachelors degree	15%	(69)	37%	(168)	9%	(40)	28%	(130)	11%	(50)	457
Educ: Post-grad	14%	(34)	29%	(73)	14%	(34)	35%	(88)	8%	(21)	249
Income: Under 50k	15%	(180)	30%	(359)	9%	(103)	28%	(341)	18%	(221)	1205
Income: 50k-100k	16%	(100)	29%	(174)	14%	(85)	29%	(177)	12%	(70)	606
Income: 100k+	21%	(54)	31%	(78)	9%	(22)	31%	(79)	8%	(20)	252
Ethnicity: White	13%	(213)	30%	(480)	10%	(159)	32%	(506)	14%	(226)	1584
Ethnicity: Hispanic	19%	(70)	32%	(118)	12%	(44)	16%	(59)	21%	(76)	368

Table MCFE21_9: *And specifically, how interested or uninterested are you in each of the following types of sports related content on social media?*
Game day content

Demographic	Very interested		Somewhat interested		Somewhat uninterested		Very uninterested		Don't know / No opinion		Total N
Adults	16%	(334)	30%	(611)	10%	(210)	29%	(597)	15%	(311)	2064
Ethnicity: Black	33%	(89)	26%	(72)	11%	(31)	14%	(38)	16%	(43)	273
Ethnicity: Other	15%	(32)	29%	(59)	10%	(21)	26%	(54)	20%	(41)	206
All Christian	16%	(152)	31%	(300)	10%	(99)	29%	(279)	13%	(124)	955
All Non-Christian	18%	(21)	23%	(27)	11%	(13)	31%	(37)	17%	(20)	118
Atheist	15%	(13)	23%	(20)	13%	(11)	40%	(35)	9%	(8)	86
Agnostic/Nothing in particular	13%	(73)	28%	(159)	9%	(53)	29%	(164)	19%	(108)	556
Something Else	21%	(75)	30%	(106)	10%	(34)	24%	(83)	15%	(51)	349
Religious Non-Protestant/Catholic	15%	(21)	23%	(33)	12%	(17)	30%	(43)	20%	(28)	142
Evangelical	21%	(108)	32%	(170)	8%	(41)	28%	(145)	12%	(62)	526
Non-Evangelical	15%	(113)	31%	(225)	12%	(85)	29%	(209)	14%	(102)	734
Community: Urban	20%	(121)	32%	(195)	11%	(67)	24%	(146)	14%	(83)	611
Community: Suburban	16%	(146)	31%	(285)	10%	(95)	29%	(269)	14%	(134)	928
Community: Rural	13%	(67)	25%	(131)	9%	(49)	35%	(183)	18%	(95)	524
Employ: Private Sector	20%	(127)	34%	(213)	10%	(65)	23%	(146)	12%	(72)	624
Employ: Government	26%	(34)	25%	(33)	14%	(18)	21%	(27)	15%	(20)	131
Employ: Self-Employed	23%	(37)	35%	(56)	10%	(17)	22%	(35)	10%	(17)	161
Employ: Homemaker	10%	(19)	30%	(55)	9%	(16)	34%	(61)	17%	(31)	182
Employ: Student	30%	(19)	21%	(13)	16%	(10)	22%	(14)	10%	(6)	62
Employ: Retired	9%	(44)	24%	(119)	10%	(47)	42%	(207)	14%	(70)	486
Employ: Unemployed	13%	(37)	27%	(76)	6%	(17)	26%	(75)	28%	(81)	285
Employ: Other	13%	(18)	36%	(47)	16%	(21)	24%	(32)	11%	(14)	132
Military HH: Yes	15%	(39)	27%	(71)	9%	(24)	38%	(99)	11%	(28)	261
Military HH: No	16%	(294)	30%	(540)	10%	(186)	28%	(499)	16%	(284)	1803
RD/WT: Right Direction	18%	(115)	32%	(199)	11%	(70)	24%	(149)	15%	(95)	629
RD/WT: Wrong Track	15%	(219)	29%	(412)	10%	(140)	31%	(448)	15%	(216)	1435
Biden Job Approve	19%	(170)	32%	(288)	10%	(94)	27%	(248)	12%	(111)	912
Biden Job Disapprove	15%	(158)	29%	(309)	10%	(104)	31%	(331)	15%	(160)	1062

Table MCFE21_9: *And specifically, how interested or uninterested are you in each of the following types of sports related content on social media?*
Game day content

Demographic	Very interested		Somewhat interested		Somewhat uninterested		Very uninterested		Don't know / No opinion		Total N
Adults	16%	(334)	30%	(611)	10%	(210)	29%	(597)	15%	(311)	2064
Biden Job Strongly Approve	24%	(98)	27%	(112)	9%	(36)	26%	(106)	14%	(57)	409
Biden Job Somewhat Approve	14%	(72)	35%	(176)	12%	(58)	28%	(142)	11%	(54)	503
Biden Job Somewhat Disapprove	17%	(55)	32%	(103)	10%	(32)	27%	(87)	14%	(47)	324
Biden Job Strongly Disapprove	14%	(103)	28%	(207)	10%	(71)	33%	(244)	15%	(113)	738
Favorable of Biden	19%	(173)	30%	(275)	9%	(86)	28%	(256)	13%	(123)	912
Unfavorable of Biden	14%	(149)	30%	(318)	11%	(116)	31%	(322)	14%	(145)	1050
Very Favorable of Biden	21%	(97)	26%	(120)	10%	(44)	27%	(123)	16%	(72)	456
Somewhat Favorable of Biden	17%	(76)	34%	(155)	9%	(42)	29%	(133)	11%	(51)	456
Somewhat Unfavorable of Biden	15%	(42)	35%	(101)	14%	(40)	25%	(70)	11%	(32)	284
Very Unfavorable of Biden	14%	(107)	28%	(217)	10%	(76)	33%	(252)	15%	(114)	767
#1 Issue: Economy	17%	(147)	30%	(260)	12%	(104)	27%	(234)	14%	(120)	865
#1 Issue: Security	13%	(27)	29%	(63)	9%	(21)	31%	(67)	19%	(42)	219
#1 Issue: Health Care	16%	(26)	40%	(63)	7%	(11)	23%	(37)	14%	(22)	159
#1 Issue: Medicare / Social Security	14%	(33)	23%	(55)	9%	(22)	41%	(97)	13%	(30)	238
#1 Issue: Women's Issues	17%	(51)	28%	(84)	8%	(25)	29%	(87)	19%	(57)	304
#1 Issue: Education	29%	(17)	32%	(19)	13%	(8)	18%	(10)	7%	(4)	58
#1 Issue: Energy	19%	(23)	29%	(36)	12%	(15)	23%	(28)	17%	(21)	124
#1 Issue: Other	9%	(8)	32%	(31)	7%	(6)	37%	(36)	16%	(16)	97
2020 Vote: Joe Biden	19%	(172)	31%	(274)	10%	(87)	28%	(247)	12%	(107)	886
2020 Vote: Donald Trump	16%	(105)	29%	(197)	12%	(78)	31%	(210)	12%	(83)	674
2020 Vote: Other	9%	(5)	34%	(20)	12%	(7)	28%	(16)	17%	(10)	58
2020 Vote: Didn't Vote	12%	(51)	27%	(120)	9%	(39)	28%	(124)	25%	(112)	446
2018 House Vote: Democrat	20%	(141)	30%	(217)	10%	(68)	28%	(202)	12%	(83)	711
2018 House Vote: Republican	15%	(78)	32%	(170)	11%	(57)	31%	(164)	11%	(57)	526
2016 Vote: Hillary Clinton	18%	(120)	29%	(189)	10%	(68)	31%	(201)	12%	(78)	656
2016 Vote: Donald Trump	17%	(103)	32%	(188)	9%	(50)	30%	(179)	12%	(70)	592
2016 Vote: Other	6%	(4)	36%	(25)	12%	(8)	33%	(23)	13%	(9)	69
2016 Vote: Didn't Vote	14%	(104)	28%	(209)	11%	(82)	26%	(192)	21%	(153)	739
Voted in 2014: Yes	16%	(185)	31%	(348)	10%	(109)	30%	(342)	12%	(138)	1121
Voted in 2014: No	16%	(149)	28%	(263)	11%	(101)	27%	(256)	18%	(173)	942

Table MCFE21_9: *And specifically, how interested or uninterested are you in each of the following types of sports related content on social media?*
Game day content

Demographic	Very interested		Somewhat interested		Somewhat uninterested		Very uninterested		Don't know / No opinion		Total N
Adults	16%	(334)	30%	(611)	10%	(210)	29%	(597)	15%	(311)	2064
4-Region: Northeast	15%	(54)	29%	(102)	8%	(28)	30%	(103)	18%	(61)	349
4-Region: Midwest	15%	(63)	28%	(117)	10%	(43)	34%	(142)	14%	(58)	421
4-Region: South	20%	(157)	29%	(229)	11%	(85)	28%	(222)	13%	(107)	800
4-Region: West	12%	(61)	33%	(163)	11%	(55)	26%	(130)	17%	(85)	494
TikTok Users	23%	(182)	31%	(247)	10%	(79)	20%	(157)	16%	(124)	790
Twitch Users	30%	(64)	41%	(86)	8%	(17)	15%	(31)	7%	(14)	212
2022 Sports Viewers/Attendees	22%	(308)	37%	(514)	11%	(156)	20%	(275)	9%	(119)	1373
Monthly Moviegoers	25%	(77)	39%	(122)	13%	(41)	17%	(53)	7%	(21)	315
Few Times per Year + Moviegoers	23%	(202)	35%	(313)	12%	(106)	20%	(178)	10%	(87)	887
Heard Smile Campaign	29%	(160)	36%	(193)	12%	(66)	12%	(67)	11%	(57)	544
Heard Minion Campaign	28%	(151)	36%	(193)	12%	(64)	12%	(63)	12%	(64)	534
Listens to Podcasts	22%	(241)	35%	(384)	11%	(119)	21%	(228)	12%	(131)	1102
Streaming Services User	18%	(298)	31%	(528)	11%	(183)	27%	(451)	14%	(232)	1692
Netflix User	19%	(271)	31%	(443)	11%	(157)	25%	(351)	14%	(194)	1414
Disney+ User	19%	(183)	35%	(332)	11%	(104)	22%	(211)	13%	(130)	960
Heterosexual or straight	16%	(302)	30%	(554)	11%	(195)	29%	(523)	14%	(256)	1830
Gay	9%	(6)	25%	(17)	7%	(4)	37%	(24)	21%	(14)	66
Bisexual	19%	(17)	19%	(17)	5%	(5)	31%	(28)	25%	(22)	88
Yes	18%	(12)	19%	(12)	15%	(10)	38%	(25)	10%	(7)	66
No	16%	(322)	30%	(599)	10%	(200)	29%	(572)	15%	(304)	1998

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

Table MCFE22_1NET: *Where do you get your news about sports? Please select all that apply.If you don't look for sports news, select 'I don't look for sports news anywhere.'*

ESPN (in general)

Demographic	Selected		Not Selected		Total N
Adults	25%	(549)	75%	(1661)	2210
Gender: Male	35%	(372)	65%	(695)	1068
Gender: Female	15%	(177)	85%	(966)	1142
Age: 18-34	26%	(166)	74%	(476)	642
Age: 35-44	32%	(117)	68%	(249)	365
Age: 45-64	22%	(158)	78%	(555)	714
Age: 65+	22%	(108)	78%	(381)	489
GenZers: 1997-2012	22%	(56)	78%	(200)	256
Millennials: 1981-1996	30%	(197)	70%	(456)	653
GenXers: 1965-1980	23%	(126)	77%	(430)	555
Baby Boomers: 1946-1964	23%	(156)	77%	(517)	673
PID: Dem (no lean)	27%	(228)	73%	(631)	860
PID: Ind (no lean)	23%	(152)	77%	(522)	674
PID: Rep (no lean)	25%	(169)	75%	(507)	676
PID/Gender: Dem Men	39%	(153)	61%	(241)	394
PID/Gender: Dem Women	16%	(75)	84%	(390)	465
PID/Gender: Ind Men	32%	(109)	68%	(236)	345
PID/Gender: Ind Women	13%	(43)	87%	(286)	329
PID/Gender: Rep Men	34%	(111)	66%	(218)	328
PID/Gender: Rep Women	17%	(59)	83%	(289)	348
Ideo: Liberal (1-3)	27%	(175)	73%	(481)	656
Ideo: Moderate (4)	25%	(187)	75%	(564)	751
Ideo: Conservative (5-7)	26%	(173)	74%	(493)	666
Educ: < College	22%	(312)	78%	(1125)	1437
Educ: Bachelors degree	31%	(154)	69%	(337)	491
Educ: Post-grad	30%	(84)	70%	(198)	282
Income: Under 50k	20%	(254)	80%	(1017)	1271
Income: 50k-100k	29%	(190)	71%	(466)	656
Income: 100k+	37%	(105)	63%	(178)	283
Ethnicity: White	24%	(403)	76%	(1308)	1711
Ethnicity: Hispanic	22%	(81)	78%	(293)	374

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Table MCFE22_1NET: *Where do you get your news about sports? Please select all that apply.If you don't look for sports news, select 'I don't look for sports news anywhere.'*
ESPN (in general)

Demographic	Selected		Not Selected		Total N
Adults	25%	(549)	75%	(1661)	2210
Ethnicity: Black	33%	(92)	67%	(190)	282
Ethnicity: Other	25%	(54)	75%	(163)	217
All Christian	25%	(260)	75%	(769)	1029
All Non-Christian	28%	(36)	72%	(93)	129
Atheist	23%	(23)	77%	(76)	99
Agnostic/Nothing in particular	23%	(133)	77%	(454)	587
Something Else	26%	(96)	74%	(269)	365
Religious Non-Protestant/Catholic	28%	(43)	72%	(111)	154
Evangelical	24%	(136)	76%	(422)	558
Non-Evangelical	26%	(208)	74%	(584)	792
Community: Urban	27%	(171)	73%	(466)	638
Community: Suburban	27%	(270)	73%	(745)	1014
Community: Rural	19%	(108)	81%	(450)	558
Employ: Private Sector	33%	(219)	67%	(435)	654
Employ: Government	31%	(42)	69%	(94)	136
Employ: Self-Employed	30%	(50)	70%	(116)	166
Employ: Homemaker	17%	(33)	83%	(157)	190
Employ: Student	22%	(14)	78%	(48)	62
Employ: Retired	22%	(124)	78%	(439)	563
Employ: Unemployed	14%	(41)	86%	(260)	301
Employ: Other	19%	(26)	81%	(111)	137
Military HH: Yes	23%	(65)	77%	(218)	283
Military HH: No	25%	(484)	75%	(1443)	1927
RD/WT: Right Direction	28%	(184)	72%	(482)	666
RD/WT: Wrong Track	24%	(365)	76%	(1179)	1544
Biden Job Approve	26%	(253)	74%	(717)	970
Biden Job Disapprove	25%	(281)	75%	(863)	1144

Table MCFE22_1NET: *Where do you get your news about sports? Please select all that apply.If you don't look for sports news, select 'I don't look for sports news anywhere.'*
ESPN (in general)

Demographic	Selected		Not Selected		Total N
Adults	25%	(549)	75%	(1661)	2210
Biden Job Strongly Approve	25%	(109)	75%	(324)	433
Biden Job Somewhat Approve	27%	(144)	73%	(393)	537
Biden Job Somewhat Disapprove	26%	(87)	74%	(252)	339
Biden Job Strongly Disapprove	24%	(194)	76%	(611)	805
Favorable of Biden	27%	(262)	73%	(707)	969
Unfavorable of Biden	24%	(275)	76%	(859)	1134
Very Favorable of Biden	25%	(120)	75%	(362)	482
Somewhat Favorable of Biden	29%	(142)	71%	(345)	487
Somewhat Unfavorable of Biden	26%	(77)	74%	(222)	299
Very Unfavorable of Biden	24%	(198)	76%	(637)	835
#1 Issue: Economy	29%	(260)	71%	(652)	913
#1 Issue: Security	23%	(55)	77%	(187)	243
#1 Issue: Health Care	23%	(38)	77%	(132)	170
#1 Issue: Medicare / Social Security	19%	(50)	81%	(215)	266
#1 Issue: Women's Issues	19%	(59)	81%	(252)	311
#1 Issue: Education	30%	(17)	70%	(42)	59
#1 Issue: Energy	30%	(40)	70%	(94)	134
#1 Issue: Other	24%	(27)	76%	(87)	115
2020 Vote: Joe Biden	29%	(277)	71%	(667)	945
2020 Vote: Donald Trump	27%	(202)	73%	(537)	740
2020 Vote: Other	18%	(12)	82%	(55)	67
2020 Vote: Didn't Vote	12%	(57)	88%	(401)	459
2018 House Vote: Democrat	31%	(231)	69%	(524)	755
2018 House Vote: Republican	27%	(160)	73%	(429)	589
2018 House Vote: Someone else	22%	(11)	78%	(39)	50
2016 Vote: Hillary Clinton	28%	(198)	72%	(497)	695
2016 Vote: Donald Trump	29%	(189)	71%	(467)	656
2016 Vote: Other	29%	(25)	71%	(60)	86
2016 Vote: Didn't Vote	18%	(135)	82%	(630)	765

Table MCFE22_1NET: *Where do you get your news about sports? Please select all that apply.If you don't look for sports news, select 'I don't look for sports news anywhere.'*
ESPN (in general)

Demographic	Selected		Not Selected		Total N
Adults	25%	(549)	75%	(1661)	2210
Voted in 2014: Yes	28%	(347)	72%	(879)	1227
Voted in 2014: No	21%	(202)	79%	(782)	983
4-Region: Northeast	23%	(86)	77%	(296)	383
4-Region: Midwest	23%	(107)	77%	(349)	456
4-Region: South	26%	(221)	74%	(623)	844
4-Region: West	26%	(134)	74%	(392)	527
TikTok Users	27%	(217)	73%	(576)	793
Twitch Users	40%	(86)	60%	(130)	216
2022 Sports Viewers/Attendees	35%	(515)	65%	(960)	1475
Monthly Moviegoers	43%	(137)	57%	(183)	320
Few Times per Year + Moviegoers	35%	(319)	65%	(600)	920
Heard Smile Campaign	31%	(173)	69%	(378)	551
Heard Minion Campaign	32%	(170)	68%	(370)	540
Listens to Podcasts	31%	(349)	69%	(783)	1132
Streaming Services User	27%	(470)	73%	(1303)	1773
Netflix User	27%	(401)	73%	(1073)	1474
Disney+ User	28%	(277)	72%	(707)	984
Heterosexual or straight	26%	(511)	74%	(1459)	1971
Gay	16%	(11)	84%	(57)	68
Bisexual	21%	(18)	79%	(70)	88
Yes	24%	(17)	76%	(53)	70
No	25%	(532)	75%	(1608)	2140

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

Table MCFE22_2NET: *Where do you get your news about sports? Please select all that apply.If you don't look for sports news, select 'I don't look for sports news anywhere.'*
ESPN SportsCenter

Demographic	Selected		Not Selected		Total N
Adults	20%	(443)	80%	(1767)	2210
Gender: Male	27%	(293)	73%	(775)	1068
Gender: Female	13%	(150)	87%	(992)	1142
Age: 18-34	21%	(132)	79%	(510)	642
Age: 35-44	22%	(82)	78%	(284)	365
Age: 45-64	19%	(134)	81%	(580)	714
Age: 65+	19%	(95)	81%	(394)	489
GenZers: 1997-2012	13%	(32)	87%	(224)	256
Millennials: 1981-1996	25%	(162)	75%	(490)	653
GenXers: 1965-1980	19%	(103)	81%	(452)	555
Baby Boomers: 1946-1964	19%	(125)	81%	(548)	673
PID: Dem (no lean)	22%	(187)	78%	(672)	860
PID: Ind (no lean)	18%	(118)	82%	(556)	674
PID: Rep (no lean)	20%	(138)	80%	(538)	676
PID/Gender: Dem Men	32%	(128)	68%	(267)	394
PID/Gender: Dem Women	13%	(60)	87%	(406)	465
PID/Gender: Ind Men	23%	(78)	77%	(267)	345
PID/Gender: Ind Women	12%	(40)	88%	(289)	329
PID/Gender: Rep Men	26%	(87)	74%	(241)	328
PID/Gender: Rep Women	15%	(51)	85%	(297)	348
Ideo: Liberal (1-3)	21%	(135)	79%	(521)	656
Ideo: Moderate (4)	20%	(152)	80%	(599)	751
Ideo: Conservative (5-7)	22%	(143)	78%	(523)	666
Educ: < College	18%	(266)	82%	(1171)	1437
Educ: Bachelors degree	25%	(121)	75%	(370)	491
Educ: Post-grad	20%	(56)	80%	(226)	282
Income: Under 50k	17%	(215)	83%	(1057)	1271
Income: 50k-100k	24%	(155)	76%	(501)	656
Income: 100k+	26%	(74)	74%	(209)	283
Ethnicity: White	19%	(333)	81%	(1377)	1711
Ethnicity: Hispanic	14%	(53)	86%	(320)	374

Table MCFE22_2NET: *Where do you get your news about sports? Please select all that apply.If you don't look for sports news, select 'I don't look for sports news anywhere.'*
ESPN SportsCenter

Demographic	Selected		Not Selected		Total N
Adults	20%	(443)	80%	(1767)	2210
Ethnicity: Black	29%	(81)	71%	(201)	282
Ethnicity: Other	13%	(28)	87%	(189)	217
All Christian	20%	(209)	80%	(820)	1029
All Non-Christian	20%	(25)	80%	(104)	129
Atheist	13%	(12)	87%	(87)	99
Agnostic/Nothing in particular	18%	(104)	82%	(483)	587
Something Else	25%	(92)	75%	(273)	365
Religious Non-Protestant/Catholic	19%	(29)	81%	(125)	154
Evangelical	20%	(113)	80%	(446)	558
Non-Evangelical	23%	(180)	77%	(612)	792
Community: Urban	20%	(128)	80%	(509)	638
Community: Suburban	22%	(227)	78%	(787)	1014
Community: Rural	16%	(88)	84%	(470)	558
Employ: Private Sector	28%	(182)	72%	(472)	654
Employ: Government	24%	(33)	76%	(103)	136
Employ: Self-Employed	20%	(34)	80%	(133)	166
Employ: Homemaker	10%	(18)	90%	(172)	190
Employ: Student	14%	(9)	86%	(53)	62
Employ: Retired	19%	(106)	81%	(457)	563
Employ: Unemployed	11%	(33)	89%	(268)	301
Employ: Other	20%	(28)	80%	(109)	137
Military HH: Yes	20%	(56)	80%	(228)	283
Military HH: No	20%	(387)	80%	(1539)	1927
RD/WT: Right Direction	22%	(148)	78%	(518)	666
RD/WT: Wrong Track	19%	(295)	81%	(1249)	1544
Biden Job Approve	21%	(208)	79%	(762)	970
Biden Job Disapprove	20%	(227)	80%	(917)	1144

Table MCFE22_2NET: *Where do you get your news about sports? Please select all that apply.If you don't look for sports news, select 'I don't look for sports news anywhere.'*
ESPN SportsCenter

Demographic	Selected		Not Selected		Total N
Adults	20%	(443)	80%	(1767)	2210
Biden Job Strongly Approve	24%	(102)	76%	(331)	433
Biden Job Somewhat Approve	20%	(107)	80%	(431)	537
Biden Job Somewhat Disapprove	21%	(73)	79%	(266)	339
Biden Job Strongly Disapprove	19%	(155)	81%	(651)	805
Favorable of Biden	22%	(209)	78%	(760)	969
Unfavorable of Biden	20%	(227)	80%	(907)	1134
Very Favorable of Biden	23%	(110)	77%	(372)	482
Somewhat Favorable of Biden	20%	(99)	80%	(388)	487
Somewhat Unfavorable of Biden	21%	(63)	79%	(235)	299
Very Unfavorable of Biden	20%	(164)	80%	(671)	835
#1 Issue: Economy	23%	(214)	77%	(699)	913
#1 Issue: Security	15%	(37)	85%	(206)	243
#1 Issue: Health Care	18%	(31)	82%	(139)	170
#1 Issue: Medicare / Social Security	17%	(46)	83%	(220)	266
#1 Issue: Women's Issues	16%	(49)	84%	(262)	311
#1 Issue: Education	19%	(11)	81%	(48)	59
#1 Issue: Energy	30%	(40)	70%	(94)	134
#1 Issue: Other	14%	(16)	86%	(99)	115
2020 Vote: Joe Biden	23%	(222)	77%	(723)	945
2020 Vote: Donald Trump	22%	(161)	78%	(579)	740
2020 Vote: Other	27%	(18)	73%	(49)	67
2020 Vote: Didn't Vote	9%	(43)	91%	(416)	459
2018 House Vote: Democrat	26%	(194)	74%	(561)	755
2018 House Vote: Republican	23%	(133)	77%	(456)	589
2018 House Vote: Someone else	24%	(12)	76%	(37)	50
2016 Vote: Hillary Clinton	23%	(163)	77%	(532)	695
2016 Vote: Donald Trump	25%	(165)	75%	(491)	656
2016 Vote: Other	22%	(19)	78%	(67)	86
2016 Vote: Didn't Vote	12%	(95)	88%	(670)	765

Table MCFE22_2NET: *Where do you get your news about sports? Please select all that apply.If you don't look for sports news, select 'I don't look for sports news anywhere.'*
ESPN SportsCenter

Demographic	Selected		Not Selected		Total N
Adults	20%	(443)	80%	(1767)	2210
Voted in 2014: Yes	24%	(291)	76%	(935)	1227
Voted in 2014: No	15%	(152)	85%	(832)	983
4-Region: Northeast	20%	(77)	80%	(306)	383
4-Region: Midwest	19%	(88)	81%	(368)	456
4-Region: South	21%	(177)	79%	(668)	844
4-Region: West	19%	(101)	81%	(425)	527
TikTok Users	22%	(172)	78%	(621)	793
Twitch Users	29%	(63)	71%	(153)	216
2022 Sports Viewers/Attendees	28%	(420)	72%	(1056)	1475
Monthly Moviegoers	32%	(103)	68%	(218)	320
Few Times per Year + Moviegoers	27%	(246)	73%	(674)	920
Heard Smile Campaign	25%	(135)	75%	(416)	551
Heard Minion Campaign	23%	(126)	77%	(414)	540
Listens to Podcasts	25%	(283)	75%	(849)	1132
Streaming Services User	21%	(374)	79%	(1399)	1773
Netflix User	20%	(299)	80%	(1174)	1474
Disney+ User	22%	(213)	78%	(771)	984
Heterosexual or straight	21%	(423)	79%	(1548)	1971
Gay	11%	(7)	89%	(60)	68
Bisexual	9%	(8)	91%	(81)	88
Yes	15%	(11)	85%	(60)	70
No	20%	(432)	80%	(1707)	2140

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

Table MCFE22_3NET: *Where do you get your news about sports? Please select all that apply.If you don't look for sports news, select 'I don't look for sports news anywhere.'*
Yahoo Sports

Demographic	Selected		Not Selected		Total N
Adults	8%	(167)	92%	(2043)	2210
Gender: Male	10%	(110)	90%	(957)	1068
Gender: Female	5%	(57)	95%	(1085)	1142
Age: 18-34	6%	(37)	94%	(605)	642
Age: 35-44	10%	(38)	90%	(328)	365
Age: 45-64	7%	(50)	93%	(664)	714
Age: 65+	9%	(42)	91%	(447)	489
GenZers: 1997-2012	3%	(7)	97%	(250)	256
Millennials: 1981-1996	9%	(58)	91%	(595)	653
GenXers: 1965-1980	7%	(37)	93%	(518)	555
Baby Boomers: 1946-1964	9%	(63)	91%	(610)	673
PID: Dem (no lean)	7%	(61)	93%	(798)	860
PID: Ind (no lean)	7%	(51)	93%	(624)	674
PID: Rep (no lean)	8%	(56)	92%	(620)	676
PID/Gender: Dem Men	9%	(37)	91%	(358)	394
PID/Gender: Dem Women	5%	(24)	95%	(441)	465
PID/Gender: Ind Men	10%	(35)	90%	(310)	345
PID/Gender: Ind Women	5%	(15)	95%	(314)	329
PID/Gender: Rep Men	12%	(38)	88%	(290)	328
PID/Gender: Rep Women	5%	(17)	95%	(331)	348
Ideo: Liberal (1-3)	7%	(47)	93%	(609)	656
Ideo: Moderate (4)	7%	(51)	93%	(700)	751
Ideo: Conservative (5-7)	9%	(63)	91%	(604)	666
Educ: < College	6%	(89)	94%	(1348)	1437
Educ: Bachelors degree	9%	(44)	91%	(447)	491
Educ: Post-grad	12%	(34)	88%	(248)	282
Income: Under 50k	6%	(80)	94%	(1191)	1271
Income: 50k-100k	9%	(58)	91%	(598)	656
Income: 100k+	10%	(29)	90%	(253)	283
Ethnicity: White	7%	(120)	93%	(1591)	1711
Ethnicity: Hispanic	5%	(19)	95%	(354)	374

Table MCFE22_3NET: *Where do you get your news about sports? Please select all that apply.If you don't look for sports news, select 'I don't look for sports news anywhere.'*
Yahoo Sports

Demographic	Selected		Not Selected		Total N
Adults	8%	(167)	92%	(2043)	2210
Ethnicity: Black	9%	(25)	91%	(257)	282
Ethnicity: Other	10%	(22)	90%	(195)	217
All Christian	7%	(76)	93%	(953)	1029
All Non-Christian	13%	(17)	87%	(112)	129
Atheist	7%	(7)	93%	(93)	99
Agnostic/Nothing in particular	6%	(36)	94%	(551)	587
Something Else	8%	(30)	92%	(335)	365
Religious Non-Protestant/Catholic	12%	(19)	88%	(135)	154
Evangelical	7%	(36)	93%	(522)	558
Non-Evangelical	8%	(64)	92%	(727)	792
Community: Urban	9%	(59)	91%	(578)	638
Community: Suburban	8%	(77)	92%	(937)	1014
Community: Rural	6%	(31)	94%	(527)	558
Employ: Private Sector	8%	(53)	92%	(601)	654
Employ: Government	8%	(11)	92%	(125)	136
Employ: Self-Employed	8%	(13)	92%	(153)	166
Employ: Homemaker	8%	(16)	92%	(174)	190
Employ: Student	6%	(4)	94%	(58)	62
Employ: Retired	9%	(48)	91%	(515)	563
Employ: Unemployed	4%	(13)	96%	(289)	301
Employ: Other	7%	(9)	93%	(128)	137
Military HH: Yes	11%	(30)	89%	(254)	283
Military HH: No	7%	(137)	93%	(1789)	1927
RD/WT: Right Direction	9%	(62)	91%	(604)	666
RD/WT: Wrong Track	7%	(105)	93%	(1438)	1544
Biden Job Approve	8%	(78)	92%	(892)	970
Biden Job Disapprove	8%	(87)	92%	(1057)	1144

Table MCFE22_3NET: *Where do you get your news about sports? Please select all that apply.If you don't look for sports news, select 'I don't look for sports news anywhere.'*
Yahoo Sports

Demographic	Selected		Not Selected		Total N
Adults	8%	(167)	92%	(2043)	2210
Biden Job Strongly Approve	9%	(38)	91%	(395)	433
Biden Job Somewhat Approve	7%	(40)	93%	(497)	537
Biden Job Somewhat Disapprove	4%	(15)	96%	(324)	339
Biden Job Strongly Disapprove	9%	(72)	91%	(733)	805
Favorable of Biden	8%	(77)	92%	(892)	969
Unfavorable of Biden	8%	(85)	92%	(1048)	1134
Very Favorable of Biden	9%	(43)	91%	(439)	482
Somewhat Favorable of Biden	7%	(35)	93%	(452)	487
Somewhat Unfavorable of Biden	5%	(16)	95%	(283)	299
Very Unfavorable of Biden	8%	(70)	92%	(766)	835
#1 Issue: Economy	8%	(71)	92%	(842)	913
#1 Issue: Security	4%	(10)	96%	(232)	243
#1 Issue: Health Care	10%	(17)	90%	(153)	170
#1 Issue: Medicare / Social Security	8%	(21)	92%	(245)	266
#1 Issue: Women's Issues	6%	(19)	94%	(292)	311
#1 Issue: Education	7%	(4)	93%	(55)	59
#1 Issue: Energy	9%	(12)	91%	(122)	134
#1 Issue: Other	10%	(12)	90%	(103)	115
2020 Vote: Joe Biden	8%	(78)	92%	(867)	945
2020 Vote: Donald Trump	9%	(65)	91%	(675)	740
2020 Vote: Other	12%	(8)	88%	(59)	67
2020 Vote: Didn't Vote	4%	(17)	96%	(442)	459
2018 House Vote: Democrat	9%	(66)	91%	(689)	755
2018 House Vote: Republican	9%	(53)	91%	(536)	589
2018 House Vote: Someone else	7%	(4)	93%	(46)	50
2016 Vote: Hillary Clinton	8%	(54)	92%	(641)	695
2016 Vote: Donald Trump	10%	(67)	90%	(589)	656
2016 Vote: Other	10%	(9)	90%	(77)	86
2016 Vote: Didn't Vote	5%	(37)	95%	(728)	765

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Table MCFE22_3NET: *Where do you get your news about sports? Please select all that apply.If you don't look for sports news, select 'I don't look for sports news anywhere.'*
Yahoo Sports

Demographic	Selected		Not Selected		Total N
Adults	8%	(167)	92%	(2043)	2210
Voted in 2014: Yes	9%	(112)	91%	(1115)	1227
Voted in 2014: No	6%	(55)	94%	(928)	983
4-Region: Northeast	7%	(27)	93%	(356)	383
4-Region: Midwest	7%	(31)	93%	(425)	456
4-Region: South	7%	(63)	93%	(782)	844
4-Region: West	9%	(47)	91%	(480)	527
TikTok Users	8%	(63)	92%	(729)	793
Twitch Users	9%	(20)	91%	(196)	216
2022 Sports Viewers/Attendees	10%	(149)	90%	(1326)	1475
Monthly Moviegoers	10%	(31)	90%	(289)	320
Few Times per Year + Moviegoers	9%	(86)	91%	(833)	920
Heard Smile Campaign	10%	(55)	90%	(496)	551
Heard Minion Campaign	10%	(54)	90%	(487)	540
Listens to Podcasts	9%	(105)	91%	(1027)	1132
Streaming Services User	8%	(138)	92%	(1634)	1773
Netflix User	8%	(116)	92%	(1357)	1474
Disney+ User	9%	(86)	91%	(898)	984
Heterosexual or straight	8%	(155)	92%	(1816)	1971
Gay	8%	(5)	92%	(63)	68
Bisexual	5%	(5)	95%	(84)	88
Yes	5%	(3)	95%	(67)	70
No	8%	(164)	92%	(1976)	2140

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

Table MCFE22_4NET: *Where do you get your news about sports? Please select all that apply.If you don't look for sports news, select 'I don't look for sports news anywhere.'*
Sports Illustrated

Demographic	Selected		Not Selected		Total N
Adults	6%	(142)	94%	(2068)	2210
Gender: Male	10%	(102)	90%	(966)	1068
Gender: Female	3%	(40)	97%	(1103)	1142
Age: 18-34	7%	(42)	93%	(600)	642
Age: 35-44	9%	(32)	91%	(333)	365
Age: 45-64	6%	(42)	94%	(672)	714
Age: 65+	5%	(26)	95%	(463)	489
GenZers: 1997-2012	6%	(15)	94%	(241)	256
Millennials: 1981-1996	8%	(54)	92%	(599)	653
GenXers: 1965-1980	7%	(36)	93%	(519)	555
Baby Boomers: 1946-1964	5%	(35)	95%	(638)	673
PID: Dem (no lean)	7%	(62)	93%	(797)	860
PID: Ind (no lean)	4%	(29)	96%	(645)	674
PID: Rep (no lean)	7%	(50)	93%	(626)	676
PID/Gender: Dem Men	11%	(42)	89%	(352)	394
PID/Gender: Dem Women	4%	(20)	96%	(446)	465
PID/Gender: Ind Men	6%	(22)	94%	(323)	345
PID/Gender: Ind Women	2%	(7)	98%	(322)	329
PID/Gender: Rep Men	11%	(37)	89%	(291)	328
PID/Gender: Rep Women	4%	(13)	96%	(335)	348
Ideo: Liberal (1-3)	7%	(46)	93%	(610)	656
Ideo: Moderate (4)	5%	(41)	95%	(710)	751
Ideo: Conservative (5-7)	8%	(53)	92%	(614)	666
Educ: < College	5%	(73)	95%	(1364)	1437
Educ: Bachelors degree	8%	(40)	92%	(451)	491
Educ: Post-grad	10%	(28)	90%	(254)	282
Income: Under 50k	6%	(73)	94%	(1199)	1271
Income: 50k-100k	6%	(39)	94%	(618)	656
Income: 100k+	11%	(30)	89%	(252)	283
Ethnicity: White	6%	(94)	94%	(1616)	1711
Ethnicity: Hispanic	6%	(24)	94%	(350)	374

Table MCFE22_4NET: *Where do you get your news about sports? Please select all that apply.If you don't look for sports news, select 'I don't look for sports news anywhere.'*
Sports Illustrated

Demographic	Selected		Not Selected		Total N
Adults	6%	(142)	94%	(2068)	2210
Ethnicity: Black	12%	(33)	88%	(249)	282
Ethnicity: Other	6%	(14)	94%	(203)	217
All Christian	7%	(77)	93%	(952)	1029
All Non-Christian	7%	(9)	93%	(120)	129
Atheist	3%	(3)	97%	(96)	99
Agnostic/Nothing in particular	5%	(27)	95%	(560)	587
Something Else	7%	(25)	93%	(340)	365
Religious Non-Protestant/Catholic	6%	(9)	94%	(145)	154
Evangelical	8%	(47)	92%	(512)	558
Non-Evangelical	7%	(52)	93%	(740)	792
Community: Urban	9%	(60)	91%	(578)	638
Community: Suburban	6%	(64)	94%	(951)	1014
Community: Rural	3%	(18)	97%	(540)	558
Employ: Private Sector	9%	(58)	91%	(597)	654
Employ: Government	13%	(17)	87%	(119)	136
Employ: Self-Employed	7%	(12)	93%	(155)	166
Employ: Homemaker	3%	(5)	97%	(185)	190
Employ: Student	4%	(3)	96%	(59)	62
Employ: Retired	5%	(29)	95%	(534)	563
Employ: Unemployed	4%	(12)	96%	(289)	301
Employ: Other	5%	(6)	95%	(131)	137
Military HH: Yes	7%	(19)	93%	(264)	283
Military HH: No	6%	(122)	94%	(1804)	1927
RD/WT: Right Direction	9%	(58)	91%	(609)	666
RD/WT: Wrong Track	5%	(84)	95%	(1460)	1544
Biden Job Approve	8%	(80)	92%	(890)	970
Biden Job Disapprove	5%	(60)	95%	(1084)	1144

Table MCFE22_4NET: *Where do you get your news about sports? Please select all that apply.If you don't look for sports news, select 'I don't look for sports news anywhere.'*
Sports Illustrated

Demographic	Selected		Not Selected		Total N
Adults	6%	(142)	94%	(2068)	2210
Biden Job Strongly Approve	9%	(40)	91%	(393)	433
Biden Job Somewhat Approve	8%	(41)	92%	(497)	537
Biden Job Somewhat Disapprove	4%	(12)	96%	(327)	339
Biden Job Strongly Disapprove	6%	(48)	94%	(757)	805
Favorable of Biden	8%	(75)	92%	(894)	969
Unfavorable of Biden	5%	(62)	95%	(1072)	1134
Very Favorable of Biden	9%	(46)	91%	(436)	482
Somewhat Favorable of Biden	6%	(30)	94%	(457)	487
Somewhat Unfavorable of Biden	4%	(11)	96%	(287)	299
Very Unfavorable of Biden	6%	(50)	94%	(785)	835
#1 Issue: Economy	8%	(76)	92%	(837)	913
#1 Issue: Security	5%	(12)	95%	(230)	243
#1 Issue: Health Care	3%	(6)	97%	(165)	170
#1 Issue: Medicare / Social Security	5%	(12)	95%	(254)	266
#1 Issue: Women's Issues	6%	(18)	94%	(293)	311
#1 Issue: Education	7%	(4)	93%	(55)	59
#1 Issue: Energy	7%	(10)	93%	(124)	134
#1 Issue: Other	3%	(3)	97%	(111)	115
2020 Vote: Joe Biden	8%	(72)	92%	(873)	945
2020 Vote: Donald Trump	8%	(57)	92%	(683)	740
2020 Vote: Other	5%	(3)	95%	(64)	67
2020 Vote: Didn't Vote	2%	(10)	98%	(448)	459
2018 House Vote: Democrat	9%	(65)	91%	(690)	755
2018 House Vote: Republican	8%	(49)	92%	(540)	589
2018 House Vote: Someone else	5%	(2)	95%	(47)	50
2016 Vote: Hillary Clinton	8%	(56)	92%	(639)	695
2016 Vote: Donald Trump	8%	(56)	92%	(600)	656
2016 Vote: Other	7%	(6)	93%	(80)	86
2016 Vote: Didn't Vote	3%	(24)	97%	(741)	765

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Table MCFE22_4NET: *Where do you get your news about sports? Please select all that apply.If you don't look for sports news, select 'I don't look for sports news anywhere.'*
Sports Illustrated

Demographic	Selected		Not Selected		Total N
Adults	6%	(142)	94%	(2068)	2210
Voted in 2014: Yes	8%	(100)	92%	(1126)	1227
Voted in 2014: No	4%	(42)	96%	(942)	983
4-Region: Northeast	5%	(20)	95%	(362)	383
4-Region: Midwest	6%	(25)	94%	(431)	456
4-Region: South	8%	(65)	92%	(779)	844
4-Region: West	6%	(31)	94%	(495)	527
TikTok Users	8%	(65)	92%	(728)	793
Twitch Users	15%	(33)	85%	(183)	216
2022 Sports Viewers/Attendees	9%	(132)	91%	(1343)	1475
Monthly Moviegoers	15%	(48)	85%	(273)	320
Few Times per Year + Moviegoers	10%	(92)	90%	(828)	920
Heard Smile Campaign	11%	(59)	89%	(492)	551
Heard Minion Campaign	11%	(59)	89%	(481)	540
Listens to Podcasts	9%	(104)	91%	(1028)	1132
Streaming Services User	7%	(129)	93%	(1643)	1773
Netflix User	7%	(107)	93%	(1367)	1474
Disney+ User	8%	(77)	92%	(907)	984
Heterosexual or straight	7%	(132)	93%	(1838)	1971
Gay	5%	(4)	95%	(64)	68
Bisexual	3%	(3)	97%	(86)	88
Yes	11%	(8)	89%	(63)	70
No	6%	(134)	94%	(2006)	2140

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

Table MCFE22_5NET: *Where do you get your news about sports? Please select all that apply.If you don't look for sports news, select 'I don't look for sports news anywhere.'*
CBS Sports

Demographic	Selected		Not Selected		Total N
Adults	18%	(389)	82%	(1821)	2210
Gender: Male	21%	(229)	79%	(838)	1068
Gender: Female	14%	(160)	86%	(982)	1142
Age: 18-34	9%	(59)	91%	(583)	642
Age: 35-44	13%	(47)	87%	(319)	365
Age: 45-64	22%	(160)	78%	(554)	714
Age: 65+	25%	(124)	75%	(365)	489
GenZers: 1997-2012	6%	(17)	94%	(240)	256
Millennials: 1981-1996	11%	(75)	89%	(578)	653
GenXers: 1965-1980	18%	(102)	82%	(454)	555
Baby Boomers: 1946-1964	26%	(176)	74%	(497)	673
PID: Dem (no lean)	18%	(157)	82%	(703)	860
PID: Ind (no lean)	15%	(99)	85%	(576)	674
PID: Rep (no lean)	20%	(134)	80%	(542)	676
PID/Gender: Dem Men	25%	(97)	75%	(297)	394
PID/Gender: Dem Women	13%	(60)	87%	(406)	465
PID/Gender: Ind Men	18%	(61)	82%	(284)	345
PID/Gender: Ind Women	11%	(37)	89%	(292)	329
PID/Gender: Rep Men	22%	(71)	78%	(257)	328
PID/Gender: Rep Women	18%	(63)	82%	(285)	348
Ideo: Liberal (1-3)	20%	(131)	80%	(525)	656
Ideo: Moderate (4)	16%	(123)	84%	(628)	751
Ideo: Conservative (5-7)	19%	(126)	81%	(540)	666
Educ: < College	16%	(237)	84%	(1200)	1437
Educ: Bachelors degree	16%	(81)	84%	(410)	491
Educ: Post-grad	25%	(72)	75%	(210)	282
Income: Under 50k	15%	(192)	85%	(1079)	1271
Income: 50k-100k	20%	(134)	80%	(522)	656
Income: 100k+	22%	(64)	78%	(219)	283
Ethnicity: White	18%	(307)	82%	(1404)	1711
Ethnicity: Hispanic	10%	(39)	90%	(335)	374

Table MCFE22_5NET: *Where do you get your news about sports? Please select all that apply.If you don't look for sports news, select 'I don't look for sports news anywhere.'*
CBS Sports

Demographic	Selected		Not Selected		Total N
Adults	18%	(389)	82%	(1821)	2210
Ethnicity: Black	20%	(55)	80%	(227)	282
Ethnicity: Other	13%	(28)	87%	(189)	217
All Christian	20%	(206)	80%	(823)	1029
All Non-Christian	13%	(16)	87%	(113)	129
Atheist	12%	(12)	88%	(87)	99
Agnostic/Nothing in particular	13%	(79)	87%	(508)	587
Something Else	21%	(76)	79%	(290)	365
Religious Non-Protestant/Catholic	13%	(19)	87%	(134)	154
Evangelical	20%	(110)	80%	(448)	558
Non-Evangelical	20%	(161)	80%	(631)	792
Community: Urban	17%	(106)	83%	(531)	638
Community: Suburban	19%	(188)	81%	(826)	1014
Community: Rural	17%	(95)	83%	(463)	558
Employ: Private Sector	18%	(115)	82%	(539)	654
Employ: Government	19%	(26)	81%	(110)	136
Employ: Self-Employed	21%	(35)	79%	(131)	166
Employ: Homemaker	10%	(18)	90%	(172)	190
Employ: Student	11%	(7)	89%	(55)	62
Employ: Retired	23%	(131)	77%	(432)	563
Employ: Unemployed	12%	(36)	88%	(265)	301
Employ: Other	15%	(21)	85%	(116)	137
Military HH: Yes	19%	(55)	81%	(229)	283
Military HH: No	17%	(335)	83%	(1592)	1927
RD/WT: Right Direction	17%	(115)	83%	(551)	666
RD/WT: Wrong Track	18%	(275)	82%	(1269)	1544
Biden Job Approve	18%	(179)	82%	(791)	970
Biden Job Disapprove	18%	(201)	82%	(943)	1144

Table MCFE22_5NET: *Where do you get your news about sports? Please select all that apply.If you don't look for sports news, select 'I don't look for sports news anywhere.'*
CBS Sports

Demographic	Selected		Not Selected		Total N
Adults	18%	(389)	82%	(1821)	2210
Biden Job Strongly Approve	23%	(100)	77%	(333)	433
Biden Job Somewhat Approve	15%	(79)	85%	(458)	537
Biden Job Somewhat Disapprove	16%	(54)	84%	(285)	339
Biden Job Strongly Disapprove	18%	(148)	82%	(657)	805
Favorable of Biden	19%	(186)	81%	(783)	969
Unfavorable of Biden	17%	(193)	83%	(941)	1134
Very Favorable of Biden	23%	(111)	77%	(371)	482
Somewhat Favorable of Biden	16%	(76)	84%	(411)	487
Somewhat Unfavorable of Biden	13%	(40)	87%	(259)	299
Very Unfavorable of Biden	18%	(153)	82%	(682)	835
#1 Issue: Economy	17%	(157)	83%	(756)	913
#1 Issue: Security	18%	(43)	82%	(199)	243
#1 Issue: Health Care	20%	(34)	80%	(136)	170
#1 Issue: Medicare / Social Security	24%	(65)	76%	(201)	266
#1 Issue: Women's Issues	12%	(36)	88%	(275)	311
#1 Issue: Education	17%	(10)	83%	(49)	59
#1 Issue: Energy	18%	(24)	82%	(110)	134
#1 Issue: Other	18%	(20)	82%	(94)	115
2020 Vote: Joe Biden	21%	(195)	79%	(750)	945
2020 Vote: Donald Trump	20%	(146)	80%	(594)	740
2020 Vote: Other	10%	(7)	90%	(60)	67
2020 Vote: Didn't Vote	9%	(42)	91%	(417)	459
2018 House Vote: Democrat	22%	(166)	78%	(589)	755
2018 House Vote: Republican	23%	(134)	77%	(455)	589
2018 House Vote: Someone else	12%	(6)	88%	(44)	50
2016 Vote: Hillary Clinton	22%	(150)	78%	(545)	695
2016 Vote: Donald Trump	23%	(153)	77%	(503)	656
2016 Vote: Other	12%	(10)	88%	(76)	86
2016 Vote: Didn't Vote	10%	(75)	90%	(690)	765

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Table MCFE22_5NET: *Where do you get your news about sports? Please select all that apply.If you don't look for sports news, select 'I don't look for sports news anywhere.'*
CBS Sports

Demographic	Selected		Not Selected		Total N
Adults	18%	(389)	82%	(1821)	2210
Voted in 2014: Yes	23%	(283)	77%	(943)	1227
Voted in 2014: No	11%	(106)	89%	(877)	983
4-Region: Northeast	15%	(58)	85%	(325)	383
4-Region: Midwest	18%	(81)	82%	(375)	456
4-Region: South	18%	(153)	82%	(691)	844
4-Region: West	18%	(97)	82%	(429)	527
TikTok Users	17%	(135)	83%	(658)	793
Twitch Users	17%	(36)	83%	(180)	216
2022 Sports Viewers/Attendees	24%	(352)	76%	(1123)	1475
Monthly Moviegoers	25%	(80)	75%	(240)	320
Few Times per Year + Moviegoers	22%	(199)	78%	(721)	920
Heard Smile Campaign	22%	(119)	78%	(431)	551
Heard Minion Campaign	21%	(112)	79%	(428)	540
Listens to Podcasts	19%	(217)	81%	(915)	1132
Streaming Services User	18%	(311)	82%	(1462)	1773
Netflix User	17%	(249)	83%	(1225)	1474
Disney+ User	16%	(155)	84%	(829)	984
Heterosexual or straight	19%	(367)	81%	(1603)	1971
Gay	22%	(15)	78%	(53)	68
Bisexual	7%	(6)	93%	(83)	88
Yes	8%	(6)	92%	(64)	70
No	18%	(384)	82%	(1756)	2140

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

Table MCFE22_6NET: *Where do you get your news about sports? Please select all that apply.If you don't look for sports news, select 'I don't look for sports news anywhere.'*
NBC Sports

Demographic	Selected		Not Selected		Total N
Adults	16%	(351)	84%	(1859)	2210
Gender: Male	20%	(215)	80%	(853)	1068
Gender: Female	12%	(136)	88%	(1006)	1142
Age: 18-34	9%	(59)	91%	(583)	642
Age: 35-44	13%	(48)	87%	(317)	365
Age: 45-64	20%	(144)	80%	(570)	714
Age: 65+	21%	(101)	79%	(388)	489
GenZers: 1997-2012	9%	(23)	91%	(233)	256
Millennials: 1981-1996	10%	(67)	90%	(586)	653
GenXers: 1965-1980	18%	(102)	82%	(453)	555
Baby Boomers: 1946-1964	20%	(137)	80%	(537)	673
PID: Dem (no lean)	18%	(158)	82%	(701)	860
PID: Ind (no lean)	12%	(84)	88%	(590)	674
PID: Rep (no lean)	16%	(109)	84%	(567)	676
PID/Gender: Dem Men	24%	(95)	76%	(300)	394
PID/Gender: Dem Women	14%	(64)	86%	(402)	465
PID/Gender: Ind Men	17%	(59)	83%	(286)	345
PID/Gender: Ind Women	8%	(25)	92%	(304)	329
PID/Gender: Rep Men	19%	(61)	81%	(267)	328
PID/Gender: Rep Women	14%	(47)	86%	(300)	348
Ideo: Liberal (1-3)	19%	(126)	81%	(530)	656
Ideo: Moderate (4)	15%	(113)	85%	(638)	751
Ideo: Conservative (5-7)	16%	(108)	84%	(559)	666
Educ: < College	14%	(199)	86%	(1238)	1437
Educ: Bachelors degree	18%	(90)	82%	(401)	491
Educ: Post-grad	22%	(62)	78%	(220)	282
Income: Under 50k	14%	(178)	86%	(1093)	1271
Income: 50k-100k	19%	(124)	81%	(532)	656
Income: 100k+	17%	(49)	83%	(233)	283
Ethnicity: White	16%	(279)	84%	(1432)	1711
Ethnicity: Hispanic	10%	(39)	90%	(335)	374

Table MCFE22_6NET: *Where do you get your news about sports? Please select all that apply.If you don't look for sports news, select 'I don't look for sports news anywhere.'*

NBC Sports

Demographic	Selected		Not Selected		Total N
Adults	16%	(351)	84%	(1859)	2210
Ethnicity: Black	15%	(43)	85%	(240)	282
Ethnicity: Other	14%	(30)	86%	(187)	217
All Christian	17%	(173)	83%	(856)	1029
All Non-Christian	16%	(21)	84%	(108)	129
Atheist	11%	(11)	89%	(89)	99
Agnostic/Nothing in particular	13%	(79)	87%	(509)	587
Something Else	19%	(68)	81%	(298)	365
Religious Non-Protestant/Catholic	14%	(21)	86%	(133)	154
Evangelical	17%	(94)	83%	(464)	558
Non-Evangelical	18%	(139)	82%	(653)	792
Community: Urban	15%	(97)	85%	(541)	638
Community: Suburban	18%	(183)	82%	(832)	1014
Community: Rural	13%	(72)	87%	(486)	558
Employ: Private Sector	18%	(115)	82%	(540)	654
Employ: Government	20%	(27)	80%	(109)	136
Employ: Self-Employed	17%	(28)	83%	(138)	166
Employ: Homemaker	8%	(15)	92%	(175)	190
Employ: Student	11%	(7)	89%	(55)	62
Employ: Retired	19%	(107)	81%	(456)	563
Employ: Unemployed	12%	(35)	88%	(266)	301
Employ: Other	13%	(18)	87%	(119)	137
Military HH: Yes	17%	(47)	83%	(236)	283
Military HH: No	16%	(304)	84%	(1622)	1927
RD/WT: Right Direction	18%	(119)	82%	(547)	666
RD/WT: Wrong Track	15%	(232)	85%	(1312)	1544
Biden Job Approve	19%	(183)	81%	(787)	970
Biden Job Disapprove	14%	(163)	86%	(981)	1144

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Table MCFE22_6NET: *Where do you get your news about sports? Please select all that apply.If you don't look for sports news, select 'I don't look for sports news anywhere.'*
NBC Sports

Demographic	Selected		Not Selected		Total N
Adults	16%	(351)	84%	(1859)	2210
Biden Job Strongly Approve	22%	(95)	78%	(337)	433
Biden Job Somewhat Approve	16%	(88)	84%	(449)	537
Biden Job Somewhat Disapprove	15%	(51)	85%	(288)	339
Biden Job Strongly Disapprove	14%	(113)	86%	(692)	805
Favorable of Biden	19%	(188)	81%	(781)	969
Unfavorable of Biden	14%	(157)	86%	(977)	1134
Very Favorable of Biden	23%	(112)	77%	(371)	482
Somewhat Favorable of Biden	16%	(76)	84%	(411)	487
Somewhat Unfavorable of Biden	13%	(38)	87%	(261)	299
Very Unfavorable of Biden	14%	(119)	86%	(716)	835
#1 Issue: Economy	15%	(136)	85%	(777)	913
#1 Issue: Security	13%	(32)	87%	(211)	243
#1 Issue: Health Care	21%	(35)	79%	(135)	170
#1 Issue: Medicare / Social Security	22%	(58)	78%	(208)	266
#1 Issue: Women's Issues	15%	(46)	85%	(265)	311
#1 Issue: Education	14%	(9)	86%	(50)	59
#1 Issue: Energy	16%	(22)	84%	(112)	134
#1 Issue: Other	12%	(14)	88%	(101)	115
2020 Vote: Joe Biden	21%	(196)	79%	(748)	945
2020 Vote: Donald Trump	15%	(113)	85%	(626)	740
2020 Vote: Other	9%	(6)	91%	(61)	67
2020 Vote: Didn't Vote	8%	(35)	92%	(423)	459
2018 House Vote: Democrat	22%	(165)	78%	(591)	755
2018 House Vote: Republican	18%	(108)	82%	(481)	589
2018 House Vote: Someone else	7%	(4)	93%	(46)	50
2016 Vote: Hillary Clinton	22%	(154)	78%	(541)	695
2016 Vote: Donald Trump	18%	(116)	82%	(540)	656
2016 Vote: Other	13%	(11)	87%	(75)	86
2016 Vote: Didn't Vote	9%	(69)	91%	(696)	765

Table MCFE22_6NET: *Where do you get your news about sports? Please select all that apply.If you don't look for sports news, select 'I don't look for sports news anywhere.'*
NBC Sports

Demographic	Selected		Not Selected		Total N
Adults	16%	(351)	84%	(1859)	2210
Voted in 2014: Yes	20%	(246)	80%	(981)	1227
Voted in 2014: No	11%	(105)	89%	(878)	983
4-Region: Northeast	15%	(57)	85%	(326)	383
4-Region: Midwest	17%	(77)	83%	(380)	456
4-Region: South	14%	(120)	86%	(724)	844
4-Region: West	18%	(97)	82%	(429)	527
TikTok Users	17%	(133)	83%	(660)	793
Twitch Users	18%	(39)	82%	(176)	216
2022 Sports Viewers/Attendees	22%	(322)	78%	(1153)	1475
Monthly Moviegoers	25%	(79)	75%	(241)	320
Few Times per Year + Moviegoers	20%	(187)	80%	(733)	920
Heard Smile Campaign	18%	(100)	82%	(451)	551
Heard Minion Campaign	19%	(103)	81%	(437)	540
Listens to Podcasts	18%	(207)	82%	(925)	1132
Streaming Services User	16%	(281)	84%	(1492)	1773
Netflix User	15%	(228)	85%	(1246)	1474
Disney+ User	15%	(146)	85%	(838)	984
Heterosexual or straight	16%	(322)	84%	(1649)	1971
Gay	21%	(14)	79%	(54)	68
Bisexual	6%	(6)	94%	(83)	88
Yes	9%	(7)	91%	(64)	70
No	16%	(345)	84%	(1795)	2140

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

Table MCFE22_7NET: *Where do you get your news about sports? Please select all that apply.If you don't look for sports news, select 'I don't look for sports news anywhere.'*
The Athletic

Demographic	Selected		Not Selected		Total N
Adults	1%	(29)	99%	(2181)	2210
Gender: Male	2%	(23)	98%	(1045)	1068
Gender: Female	—	(6)	100%	(1137)	1142
Age: 18-34	2%	(14)	98%	(628)	642
Age: 35-44	2%	(9)	98%	(356)	365
Age: 45-64	—	(4)	100%	(710)	714
Age: 65+	—	(2)	100%	(486)	489
GenZers: 1997-2012	2%	(5)	98%	(252)	256
Millennials: 1981-1996	2%	(16)	98%	(637)	653
GenXers: 1965-1980	1%	(4)	99%	(551)	555
Baby Boomers: 1946-1964	1%	(4)	99%	(670)	673
PID: Dem (no lean)	2%	(16)	98%	(843)	860
PID: Ind (no lean)	1%	(6)	99%	(669)	674
PID: Rep (no lean)	1%	(7)	99%	(669)	676
PID/Gender: Dem Men	3%	(11)	97%	(383)	394
PID/Gender: Dem Women	1%	(5)	99%	(460)	465
PID/Gender: Ind Men	1%	(5)	99%	(340)	345
PID/Gender: Ind Women	—	(1)	100%	(329)	329
PID/Gender: Rep Men	2%	(7)	98%	(321)	328
PID/Gender: Rep Women	—	(0)	100%	(348)	348
Ideo: Liberal (1-3)	2%	(11)	98%	(645)	656
Ideo: Moderate (4)	1%	(9)	99%	(742)	751
Ideo: Conservative (5-7)	1%	(7)	99%	(660)	666
Educ: < College	1%	(13)	99%	(1424)	1437
Educ: Bachelors degree	2%	(9)	98%	(482)	491
Educ: Post-grad	3%	(7)	97%	(275)	282
Income: Under 50k	1%	(8)	99%	(1264)	1271
Income: 50k-100k	2%	(12)	98%	(644)	656
Income: 100k+	3%	(9)	97%	(274)	283
Ethnicity: White	1%	(21)	99%	(1690)	1711
Ethnicity: Hispanic	—	(2)	100%	(372)	374

Table MCFE22_7NET: *Where do you get your news about sports? Please select all that apply.If you don't look for sports news, select 'I don't look for sports news anywhere.'*
The Athletic

Demographic	Selected		Not Selected		Total N
Adults	1%	(29)	99%	(2181)	2210
Ethnicity: Black	2%	(6)	98%	(277)	282
Ethnicity: Other	1%	(2)	99%	(215)	217
All Christian	1%	(14)	99%	(1014)	1029
All Non-Christian	3%	(4)	97%	(125)	129
Atheist	1%	(1)	99%	(99)	99
Agnostic/Nothing in particular	—	(3)	100%	(585)	587
Something Else	2%	(7)	98%	(358)	365
Religious Non-Protestant/Catholic	2%	(4)	98%	(150)	154
Evangelical	1%	(8)	99%	(551)	558
Non-Evangelical	1%	(10)	99%	(781)	792
Community: Urban	3%	(17)	97%	(621)	638
Community: Suburban	1%	(7)	99%	(1008)	1014
Community: Rural	1%	(5)	99%	(553)	558
Employ: Private Sector	2%	(16)	98%	(638)	654
Employ: Government	1%	(2)	99%	(134)	136
Employ: Self-Employed	2%	(4)	98%	(163)	166
Employ: Homemaker	—	(0)	100%	(190)	190
Employ: Student	3%	(2)	97%	(60)	62
Employ: Retired	—	(2)	100%	(561)	563
Employ: Unemployed	—	(1)	100%	(300)	301
Employ: Other	1%	(2)	99%	(135)	137
Military HH: Yes	2%	(5)	98%	(278)	283
Military HH: No	1%	(24)	99%	(1903)	1927
RD/WT: Right Direction	3%	(17)	97%	(649)	666
RD/WT: Wrong Track	1%	(12)	99%	(1532)	1544
Biden Job Approve	2%	(19)	98%	(951)	970
Biden Job Disapprove	1%	(8)	99%	(1136)	1144

Table MCFE22_7NET: *Where do you get your news about sports? Please select all that apply.If you don't look for sports news, select 'I don't look for sports news anywhere.'*
The Athletic

Demographic	Selected		Not Selected		Total N
Adults	1%	(29)	99%	(2181)	2210
Biden Job Strongly Approve	2%	(9)	98%	(423)	433
Biden Job Somewhat Approve	2%	(10)	98%	(527)	537
Biden Job Somewhat Disapprove	1%	(2)	99%	(337)	339
Biden Job Strongly Disapprove	1%	(6)	99%	(799)	805
Favorable of Biden	2%	(19)	98%	(950)	969
Unfavorable of Biden	1%	(9)	99%	(1125)	1134
Very Favorable of Biden	2%	(8)	98%	(474)	482
Somewhat Favorable of Biden	2%	(11)	98%	(476)	487
Somewhat Unfavorable of Biden	1%	(3)	99%	(296)	299
Very Unfavorable of Biden	1%	(6)	99%	(829)	835
#1 Issue: Economy	2%	(14)	98%	(899)	913
#1 Issue: Security	—	(1)	100%	(242)	243
#1 Issue: Health Care	1%	(2)	99%	(168)	170
#1 Issue: Medicare / Social Security	—	(1)	100%	(265)	266
#1 Issue: Women's Issues	1%	(3)	99%	(308)	311
#1 Issue: Education	6%	(4)	94%	(55)	59
#1 Issue: Energy	4%	(5)	96%	(129)	134
#1 Issue: Other	—	(0)	100%	(115)	115
2020 Vote: Joe Biden	2%	(17)	98%	(928)	945
2020 Vote: Donald Trump	1%	(9)	99%	(731)	740
2020 Vote: Other	2%	(1)	98%	(66)	67
2020 Vote: Didn't Vote	—	(2)	100%	(457)	459
2018 House Vote: Democrat	2%	(15)	98%	(740)	755
2018 House Vote: Republican	1%	(6)	99%	(583)	589
2018 House Vote: Someone else	2%	(1)	98%	(48)	50
2016 Vote: Hillary Clinton	2%	(11)	98%	(684)	695
2016 Vote: Donald Trump	2%	(11)	98%	(645)	656
2016 Vote: Other	1%	(1)	99%	(85)	86
2016 Vote: Didn't Vote	1%	(6)	99%	(759)	765

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Table MCFE22_7NET: *Where do you get your news about sports? Please select all that apply.If you don't look for sports news, select 'I don't look for sports news anywhere.'*
The Athletic

Demographic	Selected		Not Selected		Total N
Adults	1%	(29)	99%	(2181)	2210
Voted in 2014: Yes	2%	(21)	98%	(1206)	1227
Voted in 2014: No	1%	(8)	99%	(976)	983
4-Region: Northeast	1%	(6)	99%	(377)	383
4-Region: Midwest	1%	(5)	99%	(452)	456
4-Region: South	2%	(14)	98%	(831)	844
4-Region: West	1%	(4)	99%	(522)	527
TikTok Users	2%	(16)	98%	(776)	793
Twitch Users	5%	(12)	95%	(204)	216
2022 Sports Viewers/Attendees	2%	(27)	98%	(1448)	1475
Monthly Moviegoers	2%	(8)	98%	(313)	320
Few Times per Year + Moviegoers	2%	(22)	98%	(898)	920
Heard Smile Campaign	3%	(15)	97%	(536)	551
Heard Minion Campaign	3%	(14)	97%	(527)	540
Listens to Podcasts	2%	(27)	98%	(1105)	1132
Streaming Services User	2%	(27)	98%	(1746)	1773
Netflix User	2%	(25)	98%	(1449)	1474
Disney+ User	2%	(19)	98%	(965)	984
Heterosexual or straight	1%	(27)	99%	(1944)	1971
Gay	—	(0)	100%	(68)	68
Bisexual	2%	(2)	98%	(87)	88
Yes	1%	(1)	99%	(69)	70
No	1%	(28)	99%	(2112)	2140

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

Table MCFE22_8NET: *Where do you get your news about sports? Please select all that apply.If you don't look for sports news, select 'I don't look for sports news anywhere.'*
Bleacher Report

Demographic	Selected		Not Selected		Total N
Adults	6%	(134)	94%	(2076)	2210
Gender: Male	9%	(96)	91%	(972)	1068
Gender: Female	3%	(38)	97%	(1104)	1142
Age: 18-34	8%	(54)	92%	(588)	642
Age: 35-44	7%	(27)	93%	(338)	365
Age: 45-64	5%	(35)	95%	(679)	714
Age: 65+	4%	(18)	96%	(471)	489
GenZers: 1997-2012	6%	(16)	94%	(240)	256
Millennials: 1981-1996	9%	(58)	91%	(595)	653
GenXers: 1965-1980	6%	(32)	94%	(524)	555
Baby Boomers: 1946-1964	4%	(28)	96%	(645)	673
PID: Dem (no lean)	8%	(72)	92%	(788)	860
PID: Ind (no lean)	5%	(31)	95%	(644)	674
PID: Rep (no lean)	5%	(31)	95%	(645)	676
PID/Gender: Dem Men	12%	(47)	88%	(347)	394
PID/Gender: Dem Women	5%	(24)	95%	(441)	465
PID/Gender: Ind Men	7%	(23)	93%	(322)	345
PID/Gender: Ind Women	2%	(8)	98%	(322)	329
PID/Gender: Rep Men	8%	(25)	92%	(303)	328
PID/Gender: Rep Women	2%	(6)	98%	(342)	348
Ideo: Liberal (1-3)	8%	(55)	92%	(601)	656
Ideo: Moderate (4)	5%	(38)	95%	(713)	751
Ideo: Conservative (5-7)	5%	(35)	95%	(631)	666
Educ: < College	5%	(72)	95%	(1365)	1437
Educ: Bachelors degree	7%	(34)	93%	(456)	491
Educ: Post-grad	10%	(27)	90%	(255)	282
Income: Under 50k	4%	(50)	96%	(1221)	1271
Income: 50k-100k	8%	(53)	92%	(604)	656
Income: 100k+	11%	(31)	89%	(252)	283
Ethnicity: White	5%	(83)	95%	(1628)	1711
Ethnicity: Hispanic	6%	(21)	94%	(353)	374

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Table MCFE22_8NET: *Where do you get your news about sports? Please select all that apply.If you don't look for sports news, select 'I don't look for sports news anywhere.'*
Bleacher Report

Demographic	Selected		Not Selected		Total N
Adults	6%	(134)	94%	(2076)	2210
Ethnicity: Black	15%	(41)	85%	(241)	282
Ethnicity: Other	4%	(9)	96%	(208)	217
All Christian	7%	(71)	93%	(958)	1029
All Non-Christian	7%	(9)	93%	(120)	129
Atheist	3%	(3)	97%	(96)	99
Agnostic/Nothing in particular	5%	(30)	95%	(557)	587
Something Else	5%	(20)	95%	(345)	365
Religious Non-Protestant/Catholic	7%	(11)	93%	(143)	154
Evangelical	7%	(38)	93%	(520)	558
Non-Evangelical	6%	(48)	94%	(744)	792
Community: Urban	8%	(49)	92%	(589)	638
Community: Suburban	7%	(71)	93%	(943)	1014
Community: Rural	2%	(14)	98%	(544)	558
Employ: Private Sector	10%	(63)	90%	(592)	654
Employ: Government	12%	(17)	88%	(119)	136
Employ: Self-Employed	4%	(7)	96%	(160)	166
Employ: Homemaker	2%	(3)	98%	(187)	190
Employ: Student	9%	(6)	91%	(57)	62
Employ: Retired	3%	(18)	97%	(545)	563
Employ: Unemployed	4%	(11)	96%	(290)	301
Employ: Other	7%	(10)	93%	(127)	137
Military HH: Yes	4%	(12)	96%	(271)	283
Military HH: No	6%	(122)	94%	(1805)	1927
RD/WT: Right Direction	8%	(50)	92%	(616)	666
RD/WT: Wrong Track	5%	(84)	95%	(1460)	1544
Biden Job Approve	8%	(73)	92%	(897)	970
Biden Job Disapprove	5%	(59)	95%	(1085)	1144

Table MCFE22_8NET: *Where do you get your news about sports? Please select all that apply.If you don't look for sports news, select 'I don't look for sports news anywhere.'*
Bleacher Report

Demographic	Selected		Not Selected		Total N	
Adults	6%	(134)	94%	(2076)		2210
Biden Job Strongly Approve	8%	(33)	92%	(400)		433
Biden Job Somewhat Approve	8%	(40)	92%	(497)		537
Biden Job Somewhat Disapprove	6%	(20)	94%	(319)		339
Biden Job Strongly Disapprove	5%	(39)	95%	(766)		805
Favorable of Biden	8%	(74)	92%	(895)		969
Unfavorable of Biden	5%	(55)	95%	(1078)		1134
Very Favorable of Biden	8%	(39)	92%	(443)		482
Somewhat Favorable of Biden	7%	(36)	93%	(451)		487
Somewhat Unfavorable of Biden	5%	(15)	95%	(284)		299
Very Unfavorable of Biden	5%	(40)	95%	(795)		835
#1 Issue: Economy	7%	(63)	93%	(850)		913
#1 Issue: Security	3%	(8)	97%	(234)		243
#1 Issue: Health Care	8%	(14)	92%	(156)		170
#1 Issue: Medicare / Social Security	4%	(12)	96%	(254)		266
#1 Issue: Women's Issues	6%	(18)	94%	(293)		311
#1 Issue: Education	11%	(7)	89%	(52)		59
#1 Issue: Energy	6%	(8)	94%	(126)		134
#1 Issue: Other	3%	(4)	97%	(111)		115
2020 Vote: Joe Biden	9%	(82)	91%	(862)		945
2020 Vote: Donald Trump	5%	(38)	95%	(702)		740
2020 Vote: Other	7%	(5)	93%	(62)		67
2020 Vote: Didn't Vote	2%	(8)	98%	(450)		459
2018 House Vote: Democrat	10%	(75)	90%	(680)		755
2018 House Vote: Republican	5%	(31)	95%	(558)		589
2018 House Vote: Someone else	5%	(3)	95%	(47)		50
2016 Vote: Hillary Clinton	9%	(61)	91%	(634)		695
2016 Vote: Donald Trump	7%	(47)	93%	(609)		656
2016 Vote: Other	4%	(3)	96%	(82)		86
2016 Vote: Didn't Vote	3%	(22)	97%	(743)		765

Table MCFE22_8NET: *Where do you get your news about sports? Please select all that apply.If you don't look for sports news, select 'I don't look for sports news anywhere.'*
Bleacher Report

Demographic	Selected		Not Selected		Total N
Adults	6%	(134)	94%	(2076)	2210
Voted in 2014: Yes	7%	(89)	93%	(1137)	1227
Voted in 2014: No	5%	(44)	95%	(939)	983
4-Region: Northeast	6%	(23)	94%	(360)	383
4-Region: Midwest	5%	(25)	95%	(431)	456
4-Region: South	8%	(64)	92%	(781)	844
4-Region: West	4%	(22)	96%	(505)	527
TikTok Users	9%	(75)	91%	(718)	793
Twitch Users	17%	(36)	83%	(180)	216
2022 Sports Viewers/Attendees	9%	(133)	91%	(1342)	1475
Monthly Moviegoers	13%	(41)	87%	(279)	320
Few Times per Year + Moviegoers	10%	(93)	90%	(827)	920
Heard Smile Campaign	11%	(59)	89%	(492)	551
Heard Minion Campaign	11%	(59)	89%	(481)	540
Listens to Podcasts	10%	(112)	90%	(1019)	1132
Streaming Services User	7%	(126)	93%	(1647)	1773
Netflix User	7%	(108)	93%	(1366)	1474
Disney+ User	8%	(78)	92%	(906)	984
Heterosexual or straight	6%	(128)	94%	(1843)	1971
Gay	2%	(1)	98%	(66)	68
Bisexual	5%	(4)	95%	(84)	88
Yes	3%	(2)	97%	(68)	70
No	6%	(132)	94%	(2008)	2140

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

Table MCFE22_9NET: *Where do you get your news about sports? Please select all that apply.If you don't look for sports news, select 'I don't look for sports news anywhere.'*
Overtime

Demographic	Selected		Not Selected		Total N
Adults	2%	(40)	98%	(2170)	2210
Gender: Male	3%	(32)	97%	(1036)	1068
Gender: Female	1%	(8)	99%	(1134)	1142
Age: 18-34	5%	(30)	95%	(612)	642
Age: 35-44	2%	(6)	98%	(360)	365
Age: 45-64	1%	(4)	99%	(709)	714
Age: 65+	—	(0)	100%	(489)	489
GenZers: 1997-2012	8%	(20)	92%	(236)	256
Millennials: 1981-1996	1%	(9)	99%	(643)	653
GenXers: 1965-1980	2%	(9)	98%	(546)	555
Baby Boomers: 1946-1964	—	(1)	100%	(672)	673
PID: Dem (no lean)	2%	(16)	98%	(843)	860
PID: Ind (no lean)	1%	(6)	99%	(668)	674
PID: Rep (no lean)	3%	(17)	97%	(659)	676
PID/Gender: Dem Men	3%	(13)	97%	(381)	394
PID/Gender: Dem Women	1%	(3)	99%	(462)	465
PID/Gender: Ind Men	2%	(6)	98%	(339)	345
PID/Gender: Ind Women	—	(0)	100%	(329)	329
PID/Gender: Rep Men	4%	(13)	96%	(316)	328
PID/Gender: Rep Women	1%	(4)	99%	(343)	348
Ideo: Liberal (1-3)	2%	(11)	98%	(645)	656
Ideo: Moderate (4)	2%	(18)	98%	(733)	751
Ideo: Conservative (5-7)	1%	(8)	99%	(658)	666
Educ: < College	2%	(27)	98%	(1410)	1437
Educ: Bachelors degree	2%	(10)	98%	(480)	491
Educ: Post-grad	1%	(3)	99%	(279)	282
Income: Under 50k	2%	(21)	98%	(1250)	1271
Income: 50k-100k	2%	(12)	98%	(644)	656
Income: 100k+	2%	(7)	98%	(276)	283
Ethnicity: White	1%	(20)	99%	(1691)	1711
Ethnicity: Hispanic	4%	(15)	96%	(359)	374

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Table MCFE22_9NET: *Where do you get your news about sports? Please select all that apply.If you don't look for sports news, select 'I don't look for sports news anywhere.'*
Overtime

Demographic	Selected		Not Selected		Total N
Adults	2%	(40)	98%	(2170)	2210
Ethnicity: Black	4%	(13)	96%	(270)	282
Ethnicity: Other	3%	(8)	97%	(209)	217
All Christian	1%	(13)	99%	(1016)	1029
All Non-Christian	1%	(2)	99%	(127)	129
Atheist	7%	(7)	93%	(92)	99
Agnostic/Nothing in particular	2%	(9)	98%	(578)	587
Something Else	2%	(8)	98%	(357)	365
Religious Non-Protestant/Catholic	1%	(2)	99%	(152)	154
Evangelical	1%	(8)	99%	(550)	558
Non-Evangelical	1%	(11)	99%	(781)	792
Community: Urban	4%	(25)	96%	(612)	638
Community: Suburban	1%	(11)	99%	(1004)	1014
Community: Rural	1%	(4)	99%	(554)	558
Employ: Private Sector	2%	(14)	98%	(640)	654
Employ: Government	8%	(11)	92%	(126)	136
Employ: Self-Employed	1%	(2)	99%	(164)	166
Employ: Homemaker	—	(0)	100%	(190)	190
Employ: Student	8%	(5)	92%	(57)	62
Employ: Retired	—	(1)	100%	(561)	563
Employ: Unemployed	2%	(5)	98%	(296)	301
Employ: Other	1%	(1)	99%	(136)	137
Military HH: Yes	2%	(4)	98%	(279)	283
Military HH: No	2%	(36)	98%	(1891)	1927
RD/WT: Right Direction	2%	(16)	98%	(650)	666
RD/WT: Wrong Track	2%	(24)	98%	(1520)	1544
Biden Job Approve	2%	(18)	98%	(952)	970
Biden Job Disapprove	2%	(21)	98%	(1123)	1144

Table MCFE22_9NET: *Where do you get your news about sports? Please select all that apply.If you don't look for sports news, select 'I don't look for sports news anywhere.'*
Overtime

Demographic	Selected		Not Selected		Total N
Adults	2%	(40)	98%	(2170)	2210
Biden Job Strongly Approve	2%	(10)	98%	(423)	433
Biden Job Somewhat Approve	2%	(8)	98%	(529)	537
Biden Job Somewhat Disapprove	2%	(7)	98%	(332)	339
Biden Job Strongly Disapprove	2%	(13)	98%	(792)	805
Favorable of Biden	2%	(17)	98%	(952)	969
Unfavorable of Biden	2%	(21)	98%	(1113)	1134
Very Favorable of Biden	2%	(11)	98%	(471)	482
Somewhat Favorable of Biden	1%	(6)	99%	(481)	487
Somewhat Unfavorable of Biden	2%	(6)	98%	(293)	299
Very Unfavorable of Biden	2%	(15)	98%	(820)	835
#1 Issue: Economy	3%	(24)	97%	(889)	913
#1 Issue: Security	—	(1)	100%	(242)	243
#1 Issue: Health Care	2%	(3)	98%	(167)	170
#1 Issue: Medicare / Social Security	1%	(2)	99%	(264)	266
#1 Issue: Women's Issues	2%	(5)	98%	(306)	311
#1 Issue: Education	4%	(2)	96%	(57)	59
#1 Issue: Energy	2%	(3)	98%	(131)	134
#1 Issue: Other	—	(0)	100%	(115)	115
2020 Vote: Joe Biden	2%	(15)	98%	(930)	945
2020 Vote: Donald Trump	2%	(16)	98%	(724)	740
2020 Vote: Other	—	(0)	100%	(67)	67
2020 Vote: Didn't Vote	2%	(9)	98%	(449)	459
2018 House Vote: Democrat	2%	(13)	98%	(742)	755
2018 House Vote: Republican	1%	(7)	99%	(582)	589
2018 House Vote: Someone else	—	(0)	100%	(50)	50
2016 Vote: Hillary Clinton	1%	(7)	99%	(688)	695
2016 Vote: Donald Trump	1%	(6)	99%	(650)	656
2016 Vote: Other	4%	(3)	96%	(82)	86
2016 Vote: Didn't Vote	3%	(23)	97%	(742)	765

Table MCFE22_9NET: *Where do you get your news about sports? Please select all that apply.If you don't look for sports news, select 'I don't look for sports news anywhere.'*
Overtime

Demographic	Selected		Not Selected		Total N
Adults	2%	(40)	98%	(2170)	2210
Voted in 2014: Yes	1%	(7)	99%	(1220)	1227
Voted in 2014: No	3%	(33)	97%	(951)	983
4-Region: Northeast	1%	(5)	99%	(377)	383
4-Region: Midwest	—	(2)	100%	(455)	456
4-Region: South	3%	(24)	97%	(820)	844
4-Region: West	2%	(8)	98%	(518)	527
TikTok Users	3%	(24)	97%	(769)	793
Twitch Users	5%	(12)	95%	(204)	216
2022 Sports Viewers/Attendees	2%	(36)	98%	(1439)	1475
Monthly Moviegoers	5%	(15)	95%	(306)	320
Few Times per Year + Moviegoers	3%	(30)	97%	(890)	920
Heard Smile Campaign	4%	(22)	96%	(529)	551
Heard Minion Campaign	4%	(20)	96%	(520)	540
Listens to Podcasts	2%	(28)	98%	(1103)	1132
Streaming Services User	2%	(40)	98%	(1733)	1773
Netflix User	3%	(37)	97%	(1437)	1474
Disney+ User	3%	(29)	97%	(955)	984
Heterosexual or straight	2%	(36)	98%	(1935)	1971
Gay	1%	(1)	99%	(67)	68
Bisexual	3%	(2)	97%	(86)	88
Yes	4%	(3)	96%	(68)	70
No	2%	(37)	98%	(2103)	2140

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

Table MCFE22_10NET: *Where do you get your news about sports? Please select all that apply.If you don't look for sports news, select 'I don't look for sports news anywhere.'*
Barstool Sports

Demographic	Selected		Not Selected		Total N
Adults	4%	(83)	96%	(2127)	2210
Gender: Male	5%	(54)	95%	(1014)	1068
Gender: Female	2%	(28)	98%	(1114)	1142
Age: 18-34	8%	(49)	92%	(593)	642
Age: 35-44	5%	(17)	95%	(348)	365
Age: 45-64	2%	(14)	98%	(700)	714
Age: 65+	1%	(3)	99%	(486)	489
GenZers: 1997-2012	6%	(16)	94%	(240)	256
Millennials: 1981-1996	7%	(45)	93%	(607)	653
GenXers: 1965-1980	3%	(15)	97%	(540)	555
Baby Boomers: 1946-1964	1%	(6)	99%	(668)	673
PID: Dem (no lean)	4%	(38)	96%	(822)	860
PID: Ind (no lean)	3%	(20)	97%	(655)	674
PID: Rep (no lean)	4%	(25)	96%	(651)	676
PID/Gender: Dem Men	6%	(24)	94%	(370)	394
PID/Gender: Dem Women	3%	(14)	97%	(452)	465
PID/Gender: Ind Men	4%	(13)	96%	(333)	345
PID/Gender: Ind Women	2%	(7)	98%	(322)	329
PID/Gender: Rep Men	5%	(17)	95%	(311)	328
PID/Gender: Rep Women	2%	(8)	98%	(340)	348
Ideo: Liberal (1-3)	6%	(37)	94%	(619)	656
Ideo: Moderate (4)	3%	(25)	97%	(726)	751
Ideo: Conservative (5-7)	3%	(18)	97%	(648)	666
Educ: < College	3%	(47)	97%	(1390)	1437
Educ: Bachelors degree	4%	(20)	96%	(471)	491
Educ: Post-grad	6%	(16)	94%	(266)	282
Income: Under 50k	3%	(38)	97%	(1234)	1271
Income: 50k-100k	4%	(29)	96%	(627)	656
Income: 100k+	6%	(16)	94%	(267)	283
Ethnicity: White	4%	(63)	96%	(1648)	1711
Ethnicity: Hispanic	8%	(28)	92%	(346)	374

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Table MCFE22_10NET: *Where do you get your news about sports? Please select all that apply.If you don't look for sports news, select 'I don't look for sports news anywhere.'*
Barstool Sports

Demographic	Selected		Not Selected		Total N
Adults	4%	(83)	96%	(2127)	2210
Ethnicity: Black	6%	(17)	94%	(266)	282
Ethnicity: Other	2%	(3)	98%	(214)	217
All Christian	4%	(39)	96%	(990)	1029
All Non-Christian	5%	(7)	95%	(122)	129
Atheist	3%	(3)	97%	(96)	99
Agnostic/Nothing in particular	4%	(23)	96%	(565)	587
Something Else	3%	(11)	97%	(354)	365
Religious Non-Protestant/Catholic	6%	(9)	94%	(145)	154
Evangelical	3%	(18)	97%	(540)	558
Non-Evangelical	4%	(28)	96%	(764)	792
Community: Urban	6%	(39)	94%	(598)	638
Community: Suburban	3%	(34)	97%	(980)	1014
Community: Rural	2%	(9)	98%	(549)	558
Employ: Private Sector	6%	(41)	94%	(614)	654
Employ: Government	4%	(6)	96%	(130)	136
Employ: Self-Employed	6%	(9)	94%	(157)	166
Employ: Homemaker	3%	(6)	97%	(185)	190
Employ: Student	6%	(4)	94%	(58)	62
Employ: Retired	1%	(3)	99%	(560)	563
Employ: Unemployed	4%	(11)	96%	(291)	301
Employ: Other	2%	(3)	98%	(134)	137
Military HH: Yes	1%	(2)	99%	(281)	283
Military HH: No	4%	(81)	96%	(1846)	1927
RD/WT: Right Direction	4%	(30)	96%	(636)	666
RD/WT: Wrong Track	3%	(53)	97%	(1491)	1544
Biden Job Approve	5%	(45)	95%	(925)	970
Biden Job Disapprove	3%	(38)	97%	(1106)	1144

Table MCFE22_10NET: *Where do you get your news about sports? Please select all that apply.If you don't look for sports news, select 'I don't look for sports news anywhere.'*

Barstool Sports

Demographic	Selected		Not Selected		Total N
Adults	4%	(83)	96%	(2127)	2210
Biden Job Strongly Approve	3%	(14)	97%	(419)	433
Biden Job Somewhat Approve	6%	(31)	94%	(506)	537
Biden Job Somewhat Disapprove	3%	(11)	97%	(328)	339
Biden Job Strongly Disapprove	3%	(27)	97%	(778)	805
Favorable of Biden	4%	(35)	96%	(934)	969
Unfavorable of Biden	4%	(44)	96%	(1090)	1134
Very Favorable of Biden	3%	(14)	97%	(468)	482
Somewhat Favorable of Biden	4%	(21)	96%	(466)	487
Somewhat Unfavorable of Biden	5%	(14)	95%	(284)	299
Very Unfavorable of Biden	4%	(30)	96%	(805)	835
#1 Issue: Economy	5%	(42)	95%	(871)	913
#1 Issue: Security	2%	(5)	98%	(238)	243
#1 Issue: Health Care	4%	(6)	96%	(164)	170
#1 Issue: Medicare / Social Security	1%	(3)	99%	(263)	266
#1 Issue: Women's Issues	6%	(20)	94%	(291)	311
#1 Issue: Education	5%	(3)	95%	(56)	59
#1 Issue: Energy	1%	(1)	99%	(133)	134
#1 Issue: Other	2%	(3)	98%	(112)	115
2020 Vote: Joe Biden	4%	(38)	96%	(907)	945
2020 Vote: Donald Trump	4%	(29)	96%	(711)	740
2020 Vote: Other	3%	(2)	97%	(65)	67
2020 Vote: Didn't Vote	3%	(14)	97%	(445)	459
2018 House Vote: Democrat	5%	(36)	95%	(719)	755
2018 House Vote: Republican	2%	(14)	98%	(575)	589
2018 House Vote: Someone else	5%	(2)	95%	(47)	50
2016 Vote: Hillary Clinton	4%	(30)	96%	(665)	695
2016 Vote: Donald Trump	4%	(29)	96%	(627)	656
2016 Vote: Other	3%	(2)	97%	(83)	86
2016 Vote: Didn't Vote	3%	(21)	97%	(744)	765

Continued on next page

Table MCFE22_10NET: *Where do you get your news about sports? Please select all that apply.If you don't look for sports news, select 'I don't look for sports news anywhere.'*
Barstool Sports

Demographic	Selected		Not Selected		Total N
Adults	4%	(83)	96%	(2127)	2210
Voted in 2014: Yes	4%	(45)	96%	(1182)	1227
Voted in 2014: No	4%	(37)	96%	(946)	983
4-Region: Northeast	6%	(22)	94%	(360)	383
4-Region: Midwest	3%	(12)	97%	(444)	456
4-Region: South	3%	(27)	97%	(817)	844
4-Region: West	4%	(21)	96%	(506)	527
TikTok Users	7%	(55)	93%	(738)	793
Twitch Users	17%	(36)	83%	(180)	216
2022 Sports Viewers/Attendees	5%	(74)	95%	(1401)	1475
Monthly Moviegoers	11%	(34)	89%	(286)	320
Few Times per Year + Moviegoers	7%	(62)	93%	(858)	920
Heard Smile Campaign	8%	(42)	92%	(509)	551
Heard Minion Campaign	8%	(45)	92%	(495)	540
Listens to Podcasts	7%	(76)	93%	(1056)	1132
Streaming Services User	5%	(80)	95%	(1692)	1773
Netflix User	5%	(69)	95%	(1405)	1474
Disney+ User	6%	(59)	94%	(925)	984
Heterosexual or straight	4%	(75)	96%	(1896)	1971
Gay	2%	(1)	98%	(66)	68
Bisexual	7%	(6)	93%	(83)	88
Yes	1%	(1)	99%	(70)	70
No	4%	(82)	96%	(2058)	2140

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

Table MCFE22_11NET: *Where do you get your news about sports? Please select all that apply.If you don't look for sports news, select 'I don't look for sports news anywhere.'*
Twitter

Demographic	Selected		Not Selected		Total N
Adults	10%	(227)	90%	(1983)	2210
Gender: Male	15%	(161)	85%	(906)	1068
Gender: Female	6%	(66)	94%	(1077)	1142
Age: 18-34	19%	(122)	81%	(520)	642
Age: 35-44	13%	(48)	87%	(318)	365
Age: 45-64	6%	(42)	94%	(671)	714
Age: 65+	3%	(15)	97%	(474)	489
GenZers: 1997-2012	22%	(56)	78%	(200)	256
Millennials: 1981-1996	16%	(107)	84%	(546)	653
GenXers: 1965-1980	7%	(37)	93%	(518)	555
Baby Boomers: 1946-1964	4%	(25)	96%	(648)	673
PID: Dem (no lean)	12%	(105)	88%	(755)	860
PID: Ind (no lean)	11%	(71)	89%	(603)	674
PID: Rep (no lean)	8%	(51)	92%	(625)	676
PID/Gender: Dem Men	19%	(76)	81%	(318)	394
PID/Gender: Dem Women	6%	(29)	94%	(437)	465
PID/Gender: Ind Men	14%	(49)	86%	(296)	345
PID/Gender: Ind Women	7%	(22)	93%	(307)	329
PID/Gender: Rep Men	11%	(36)	89%	(292)	328
PID/Gender: Rep Women	4%	(15)	96%	(333)	348
Ideo: Liberal (1-3)	14%	(89)	86%	(567)	656
Ideo: Moderate (4)	11%	(81)	89%	(670)	751
Ideo: Conservative (5-7)	7%	(49)	93%	(617)	666
Educ: < College	9%	(123)	91%	(1314)	1437
Educ: Bachelors degree	13%	(64)	87%	(427)	491
Educ: Post-grad	14%	(40)	86%	(242)	282
Income: Under 50k	9%	(114)	91%	(1157)	1271
Income: 50k-100k	10%	(67)	90%	(589)	656
Income: 100k+	16%	(45)	84%	(237)	283
Ethnicity: White	9%	(155)	91%	(1556)	1711
Ethnicity: Hispanic	17%	(63)	83%	(310)	374

Table MCFE22_11NET: *Where do you get your news about sports? Please select all that apply.If you don't look for sports news, select 'I don't look for sports news anywhere.'*
Twitter

Demographic	Selected		Not Selected		Total N
Adults	10%	(227)	90%	(1983)	2210
Ethnicity: Black	14%	(39)	86%	(244)	282
Ethnicity: Other	15%	(33)	85%	(184)	217
All Christian	10%	(98)	90%	(931)	1029
All Non-Christian	16%	(21)	84%	(108)	129
Atheist	8%	(8)	92%	(92)	99
Agnostic/Nothing in particular	11%	(62)	89%	(525)	587
Something Else	11%	(38)	89%	(327)	365
Religious Non-Protestant/Catholic	17%	(26)	83%	(128)	154
Evangelical	8%	(47)	92%	(511)	558
Non-Evangelical	10%	(79)	90%	(713)	792
Community: Urban	13%	(83)	87%	(554)	638
Community: Suburban	11%	(113)	89%	(902)	1014
Community: Rural	6%	(31)	94%	(527)	558
Employ: Private Sector	15%	(95)	85%	(559)	654
Employ: Government	14%	(20)	86%	(117)	136
Employ: Self-Employed	15%	(25)	85%	(141)	166
Employ: Homemaker	7%	(13)	93%	(177)	190
Employ: Student	19%	(12)	81%	(50)	62
Employ: Retired	3%	(15)	97%	(548)	563
Employ: Unemployed	13%	(38)	87%	(263)	301
Employ: Other	7%	(10)	93%	(127)	137
Military HH: Yes	7%	(19)	93%	(264)	283
Military HH: No	11%	(208)	89%	(1719)	1927
RD/WT: Right Direction	13%	(87)	87%	(579)	666
RD/WT: Wrong Track	9%	(140)	91%	(1404)	1544
Biden Job Approve	12%	(118)	88%	(852)	970
Biden Job Disapprove	9%	(101)	91%	(1043)	1144

Table MCFE22_11NET: *Where do you get your news about sports? Please select all that apply.If you don't look for sports news, select 'I don't look for sports news anywhere.'*
Twitter

Demographic	Selected		Not Selected		Total N
Adults	10%	(227)	90%	(1983)	2210
Biden Job Strongly Approve	12%	(50)	88%	(382)	433
Biden Job Somewhat Approve	13%	(68)	87%	(469)	537
Biden Job Somewhat Disapprove	13%	(43)	87%	(295)	339
Biden Job Strongly Disapprove	7%	(58)	93%	(747)	805
Favorable of Biden	12%	(116)	88%	(853)	969
Unfavorable of Biden	9%	(96)	91%	(1037)	1134
Very Favorable of Biden	12%	(56)	88%	(426)	482
Somewhat Favorable of Biden	12%	(60)	88%	(427)	487
Somewhat Unfavorable of Biden	12%	(36)	88%	(263)	299
Very Unfavorable of Biden	7%	(61)	93%	(774)	835
#1 Issue: Economy	12%	(106)	88%	(807)	913
#1 Issue: Security	9%	(22)	91%	(221)	243
#1 Issue: Health Care	11%	(19)	89%	(151)	170
#1 Issue: Medicare / Social Security	3%	(8)	97%	(257)	266
#1 Issue: Women's Issues	12%	(38)	88%	(273)	311
#1 Issue: Education	17%	(10)	83%	(49)	59
#1 Issue: Energy	12%	(16)	88%	(118)	134
#1 Issue: Other	6%	(7)	94%	(107)	115
2020 Vote: Joe Biden	13%	(126)	87%	(819)	945
2020 Vote: Donald Trump	8%	(60)	92%	(680)	740
2020 Vote: Other	9%	(6)	91%	(61)	67
2020 Vote: Didn't Vote	8%	(36)	92%	(423)	459
2018 House Vote: Democrat	14%	(108)	86%	(647)	755
2018 House Vote: Republican	6%	(34)	94%	(555)	589
2018 House Vote: Someone else	6%	(3)	94%	(47)	50
2016 Vote: Hillary Clinton	13%	(92)	87%	(603)	695
2016 Vote: Donald Trump	7%	(48)	93%	(608)	656
2016 Vote: Other	12%	(10)	88%	(75)	86
2016 Vote: Didn't Vote	10%	(75)	90%	(690)	765

Table MCFE22_11NET: *Where do you get your news about sports? Please select all that apply.If you don't look for sports news, select 'I don't look for sports news anywhere.'*
Twitter

Demographic	Selected		Not Selected		Total N
Adults	10%	(227)	90%	(1983)	2210
Voted in 2014: Yes	9%	(116)	91%	(1111)	1227
Voted in 2014: No	11%	(111)	89%	(872)	983
4-Region: Northeast	12%	(47)	88%	(336)	383
4-Region: Midwest	7%	(31)	93%	(425)	456
4-Region: South	10%	(82)	90%	(763)	844
4-Region: West	13%	(67)	87%	(459)	527
TikTok Users	18%	(141)	82%	(652)	793
Twitch Users	34%	(73)	66%	(143)	216
2022 Sports Viewers/Attendees	13%	(194)	87%	(1281)	1475
Monthly Moviegoers	20%	(65)	80%	(256)	320
Few Times per Year + Moviegoers	16%	(151)	84%	(769)	920
Heard Smile Campaign	17%	(92)	83%	(458)	551
Heard Minion Campaign	21%	(112)	79%	(428)	540
Listens to Podcasts	17%	(193)	83%	(939)	1132
Streaming Services User	12%	(208)	88%	(1565)	1773
Netflix User	13%	(198)	87%	(1276)	1474
Disney+ User	15%	(147)	85%	(837)	984
Heterosexual or straight	10%	(192)	90%	(1778)	1971
Gay	12%	(8)	88%	(60)	68
Bisexual	11%	(10)	89%	(79)	88
Yes	10%	(7)	90%	(63)	70
No	10%	(220)	90%	(1920)	2140

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

Table MCFE22_12NET: *Where do you get your news about sports? Please select all that apply.If you don't look for sports news, select 'I don't look for sports news anywhere.'*
Facebook

Demographic	Selected		Not Selected		Total N
Adults	21%	(468)	79%	(1742)	2210
Gender: Male	21%	(226)	79%	(841)	1068
Gender: Female	21%	(242)	79%	(901)	1142
Age: 18-34	29%	(188)	71%	(454)	642
Age: 35-44	27%	(97)	73%	(268)	365
Age: 45-64	19%	(136)	81%	(578)	714
Age: 65+	10%	(47)	90%	(442)	489
GenZers: 1997-2012	24%	(61)	76%	(195)	256
Millennials: 1981-1996	31%	(201)	69%	(451)	653
GenXers: 1965-1980	23%	(126)	77%	(429)	555
Baby Boomers: 1946-1964	11%	(74)	89%	(599)	673
PID: Dem (no lean)	21%	(181)	79%	(678)	860
PID: Ind (no lean)	19%	(130)	81%	(545)	674
PID: Rep (no lean)	23%	(157)	77%	(519)	676
PID/Gender: Dem Men	22%	(86)	78%	(308)	394
PID/Gender: Dem Women	20%	(95)	80%	(370)	465
PID/Gender: Ind Men	18%	(63)	82%	(283)	345
PID/Gender: Ind Women	20%	(67)	80%	(262)	329
PID/Gender: Rep Men	24%	(77)	76%	(251)	328
PID/Gender: Rep Women	23%	(80)	77%	(268)	348
Ideo: Liberal (1-3)	19%	(123)	81%	(533)	656
Ideo: Moderate (4)	22%	(165)	78%	(586)	751
Ideo: Conservative (5-7)	22%	(149)	78%	(518)	666
Educ: < College	22%	(315)	78%	(1122)	1437
Educ: Bachelors degree	19%	(94)	81%	(397)	491
Educ: Post-grad	21%	(59)	79%	(223)	282
Income: Under 50k	20%	(260)	80%	(1011)	1271
Income: 50k-100k	22%	(142)	78%	(514)	656
Income: 100k+	23%	(66)	77%	(217)	283
Ethnicity: White	21%	(354)	79%	(1357)	1711
Ethnicity: Hispanic	24%	(88)	76%	(286)	374

Table MCFE22_12NET: *Where do you get your news about sports? Please select all that apply.If you don't look for sports news, select 'I don't look for sports news anywhere.'*
Facebook

Demographic	Selected		Not Selected		Total N
Adults	21%	(468)	79%	(1742)	2210
Ethnicity: Black	29%	(80)	71%	(202)	282
Ethnicity: Other	16%	(34)	84%	(183)	217
All Christian	21%	(214)	79%	(815)	1029
All Non-Christian	19%	(24)	81%	(105)	129
Atheist	10%	(10)	90%	(90)	99
Agnostic/Nothing in particular	23%	(134)	77%	(453)	587
Something Else	24%	(86)	76%	(279)	365
Religious Non-Protestant/Catholic	21%	(32)	79%	(122)	154
Evangelical	25%	(140)	75%	(418)	558
Non-Evangelical	18%	(146)	82%	(646)	792
Community: Urban	25%	(157)	75%	(480)	638
Community: Suburban	19%	(195)	81%	(819)	1014
Community: Rural	21%	(115)	79%	(443)	558
Employ: Private Sector	28%	(183)	72%	(471)	654
Employ: Government	25%	(33)	75%	(103)	136
Employ: Self-Employed	25%	(42)	75%	(124)	166
Employ: Homemaker	30%	(58)	70%	(132)	190
Employ: Student	7%	(5)	93%	(58)	62
Employ: Retired	11%	(60)	89%	(503)	563
Employ: Unemployed	19%	(57)	81%	(244)	301
Employ: Other	22%	(30)	78%	(107)	137
Military HH: Yes	19%	(53)	81%	(230)	283
Military HH: No	22%	(415)	78%	(1512)	1927
RD/WT: Right Direction	22%	(144)	78%	(522)	666
RD/WT: Wrong Track	21%	(324)	79%	(1220)	1544
Biden Job Approve	21%	(204)	79%	(766)	970
Biden Job Disapprove	21%	(243)	79%	(901)	1144

Table MCFE22_12NET: *Where do you get your news about sports? Please select all that apply.If you don't look for sports news, select 'I don't look for sports news anywhere.'*

Facebook

Demographic	Selected		Not Selected		Total N
Adults	21%	(468)	79%	(1742)	2210
Biden Job Strongly Approve	23%	(100)	77%	(332)	433
Biden Job Somewhat Approve	19%	(104)	81%	(434)	537
Biden Job Somewhat Disapprove	24%	(80)	76%	(259)	339
Biden Job Strongly Disapprove	20%	(163)	80%	(642)	805
Favorable of Biden	22%	(209)	78%	(760)	969
Unfavorable of Biden	21%	(237)	79%	(897)	1134
Very Favorable of Biden	24%	(114)	76%	(368)	482
Somewhat Favorable of Biden	19%	(95)	81%	(392)	487
Somewhat Unfavorable of Biden	22%	(66)	78%	(232)	299
Very Unfavorable of Biden	20%	(171)	80%	(664)	835
#1 Issue: Economy	22%	(200)	78%	(712)	913
#1 Issue: Security	22%	(53)	78%	(190)	243
#1 Issue: Health Care	22%	(38)	78%	(132)	170
#1 Issue: Medicare / Social Security	15%	(41)	85%	(225)	266
#1 Issue: Women's Issues	24%	(75)	76%	(236)	311
#1 Issue: Education	26%	(16)	74%	(43)	59
#1 Issue: Energy	23%	(31)	77%	(103)	134
#1 Issue: Other	12%	(14)	88%	(100)	115
2020 Vote: Joe Biden	20%	(187)	80%	(758)	945
2020 Vote: Donald Trump	24%	(179)	76%	(561)	740
2020 Vote: Other	20%	(13)	80%	(54)	67
2020 Vote: Didn't Vote	19%	(89)	81%	(370)	459
2018 House Vote: Democrat	21%	(160)	79%	(595)	755
2018 House Vote: Republican	22%	(129)	78%	(460)	589
2018 House Vote: Someone else	26%	(13)	74%	(37)	50
2016 Vote: Hillary Clinton	21%	(148)	79%	(547)	695
2016 Vote: Donald Trump	22%	(142)	78%	(513)	656
2016 Vote: Other	10%	(8)	90%	(77)	86
2016 Vote: Didn't Vote	22%	(168)	78%	(597)	765

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Table MCFE22_12NET: *Where do you get your news about sports? Please select all that apply.If you don't look for sports news, select 'I don't look for sports news anywhere.'*

Facebook

Demographic	Selected		Not Selected		Total N
Adults	21%	(468)	79%	(1742)	2210
Voted in 2014: Yes	20%	(244)	80%	(982)	1227
Voted in 2014: No	23%	(224)	77%	(760)	983
4-Region: Northeast	20%	(76)	80%	(306)	383
4-Region: Midwest	21%	(95)	79%	(362)	456
4-Region: South	24%	(206)	76%	(639)	844
4-Region: West	17%	(91)	83%	(436)	527
TikTok Users	31%	(246)	69%	(547)	793
Twitch Users	33%	(71)	67%	(144)	216
2022 Sports Viewers/Attendees	26%	(381)	74%	(1094)	1475
Monthly Moviegoers	34%	(108)	66%	(213)	320
Few Times per Year + Moviegoers	27%	(248)	73%	(672)	920
Heard Smile Campaign	34%	(187)	66%	(363)	551
Heard Minion Campaign	34%	(183)	66%	(357)	540
Listens to Podcasts	29%	(327)	71%	(805)	1132
Streaming Services User	23%	(414)	77%	(1359)	1773
Netflix User	26%	(379)	74%	(1094)	1474
Disney+ User	30%	(293)	70%	(691)	984
Heterosexual or straight	21%	(423)	79%	(1548)	1971
Gay	15%	(10)	85%	(58)	68
Bisexual	22%	(19)	78%	(69)	88
Yes	18%	(13)	82%	(58)	70
No	21%	(455)	79%	(1684)	2140

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

Table MCFE22_13NET: *Where do you get your news about sports? Please select all that apply.If you don't look for sports news, select 'I don't look for sports news anywhere.'*
Instagram

Demographic	Selected		Not Selected		Total N
Adults	12%	(267)	88%	(1943)	2210
Gender: Male	15%	(162)	85%	(906)	1068
Gender: Female	9%	(105)	91%	(1037)	1142
Age: 18-34	26%	(168)	74%	(474)	642
Age: 35-44	15%	(54)	85%	(311)	365
Age: 45-64	5%	(36)	95%	(678)	714
Age: 65+	2%	(9)	98%	(480)	489
GenZers: 1997-2012	35%	(90)	65%	(166)	256
Millennials: 1981-1996	19%	(126)	81%	(527)	653
GenXers: 1965-1980	6%	(32)	94%	(523)	555
Baby Boomers: 1946-1964	3%	(17)	97%	(656)	673
PID: Dem (no lean)	16%	(135)	84%	(725)	860
PID: Ind (no lean)	10%	(66)	90%	(608)	674
PID: Rep (no lean)	10%	(66)	90%	(610)	676
PID/Gender: Dem Men	21%	(81)	79%	(313)	394
PID/Gender: Dem Women	12%	(54)	88%	(412)	465
PID/Gender: Ind Men	13%	(44)	87%	(301)	345
PID/Gender: Ind Women	7%	(23)	93%	(307)	329
PID/Gender: Rep Men	11%	(37)	89%	(291)	328
PID/Gender: Rep Women	8%	(29)	92%	(319)	348
Ideo: Liberal (1-3)	15%	(100)	85%	(556)	656
Ideo: Moderate (4)	12%	(87)	88%	(664)	751
Ideo: Conservative (5-7)	9%	(62)	91%	(604)	666
Educ: < College	11%	(164)	89%	(1273)	1437
Educ: Bachelors degree	13%	(63)	87%	(428)	491
Educ: Post-grad	14%	(40)	86%	(242)	282
Income: Under 50k	11%	(144)	89%	(1127)	1271
Income: 50k-100k	12%	(79)	88%	(577)	656
Income: 100k+	15%	(43)	85%	(239)	283
Ethnicity: White	10%	(174)	90%	(1537)	1711
Ethnicity: Hispanic	23%	(84)	77%	(290)	374

Table MCFE22_13NET: *Where do you get your news about sports? Please select all that apply.If you don't look for sports news, select 'I don't look for sports news anywhere.'*
Instagram

Demographic	Selected		Not Selected		Total N
Adults	12%	(267)	88%	(1943)	2210
Ethnicity: Black	21%	(60)	79%	(222)	282
Ethnicity: Other	15%	(33)	85%	(184)	217
All Christian	12%	(118)	88%	(910)	1029
All Non-Christian	12%	(15)	88%	(114)	129
Atheist	14%	(14)	86%	(85)	99
Agnostic/Nothing in particular	13%	(74)	87%	(514)	587
Something Else	12%	(45)	88%	(320)	365
Religious Non-Protestant/Catholic	11%	(17)	89%	(137)	154
Evangelical	12%	(67)	88%	(491)	558
Non-Evangelical	11%	(90)	89%	(702)	792
Community: Urban	18%	(118)	82%	(520)	638
Community: Suburban	12%	(121)	88%	(893)	1014
Community: Rural	5%	(28)	95%	(530)	558
Employ: Private Sector	17%	(109)	83%	(545)	654
Employ: Government	19%	(26)	81%	(110)	136
Employ: Self-Employed	14%	(24)	86%	(143)	166
Employ: Homemaker	9%	(18)	91%	(172)	190
Employ: Student	27%	(17)	73%	(45)	62
Employ: Retired	3%	(16)	97%	(547)	563
Employ: Unemployed	12%	(35)	88%	(266)	301
Employ: Other	16%	(21)	84%	(116)	137
Military HH: Yes	9%	(27)	91%	(257)	283
Military HH: No	12%	(240)	88%	(1687)	1927
RD/WT: Right Direction	16%	(106)	84%	(560)	666
RD/WT: Wrong Track	10%	(160)	90%	(1383)	1544
Biden Job Approve	15%	(143)	85%	(827)	970
Biden Job Disapprove	9%	(108)	91%	(1036)	1144

Table MCFE22_13NET: *Where do you get your news about sports? Please select all that apply.If you don't look for sports news, select 'I don't look for sports news anywhere.'*
Instagram

Demographic	Selected		Not Selected		Total N
Adults	12%	(267)	88%	(1943)	2210
Biden Job Strongly Approve	14%	(60)	86%	(373)	433
Biden Job Somewhat Approve	16%	(84)	84%	(454)	537
Biden Job Somewhat Disapprove	13%	(45)	87%	(294)	339
Biden Job Strongly Disapprove	8%	(63)	92%	(742)	805
Favorable of Biden	16%	(151)	84%	(818)	969
Unfavorable of Biden	9%	(102)	91%	(1032)	1134
Very Favorable of Biden	15%	(72)	85%	(410)	482
Somewhat Favorable of Biden	16%	(79)	84%	(408)	487
Somewhat Unfavorable of Biden	12%	(36)	88%	(263)	299
Very Unfavorable of Biden	8%	(66)	92%	(769)	835
#1 Issue: Economy	12%	(113)	88%	(800)	913
#1 Issue: Security	10%	(25)	90%	(218)	243
#1 Issue: Health Care	13%	(22)	87%	(148)	170
#1 Issue: Medicare / Social Security	4%	(10)	96%	(255)	266
#1 Issue: Women's Issues	15%	(47)	85%	(264)	311
#1 Issue: Education	25%	(15)	75%	(44)	59
#1 Issue: Energy	20%	(27)	80%	(107)	134
#1 Issue: Other	7%	(8)	93%	(107)	115
2020 Vote: Joe Biden	15%	(140)	85%	(804)	945
2020 Vote: Donald Trump	8%	(61)	92%	(679)	740
2020 Vote: Other	18%	(12)	82%	(55)	67
2020 Vote: Didn't Vote	12%	(54)	88%	(405)	459
2018 House Vote: Democrat	15%	(116)	85%	(639)	755
2018 House Vote: Republican	7%	(41)	93%	(548)	589
2018 House Vote: Someone else	11%	(5)	89%	(44)	50
2016 Vote: Hillary Clinton	14%	(100)	86%	(595)	695
2016 Vote: Donald Trump	7%	(46)	93%	(610)	656
2016 Vote: Other	7%	(6)	93%	(79)	86
2016 Vote: Didn't Vote	15%	(115)	85%	(650)	765

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Table MCFE22_13NET: *Where do you get your news about sports? Please select all that apply.If you don't look for sports news, select 'I don't look for sports news anywhere.'*
Instagram

Demographic	Selected		Not Selected		Total N
Adults	12%	(267)	88%	(1943)	2210
Voted in 2014: Yes	9%	(114)	91%	(1112)	1227
Voted in 2014: No	16%	(153)	84%	(831)	983
4-Region: Northeast	13%	(50)	87%	(332)	383
4-Region: Midwest	10%	(45)	90%	(411)	456
4-Region: South	11%	(96)	89%	(748)	844
4-Region: West	14%	(75)	86%	(451)	527
TikTok Users	21%	(167)	79%	(626)	793
Twitch Users	34%	(72)	66%	(143)	216
2022 Sports Viewers/Attendees	15%	(220)	85%	(1255)	1475
Monthly Moviegoers	25%	(81)	75%	(239)	320
Few Times per Year + Moviegoers	17%	(157)	83%	(762)	920
Heard Smile Campaign	25%	(139)	75%	(412)	551
Heard Minion Campaign	27%	(145)	73%	(395)	540
Listens to Podcasts	18%	(204)	82%	(927)	1132
Streaming Services User	14%	(247)	86%	(1525)	1773
Netflix User	16%	(234)	84%	(1240)	1474
Disney+ User	17%	(170)	83%	(814)	984
Heterosexual or straight	12%	(232)	88%	(1739)	1971
Gay	10%	(7)	90%	(61)	68
Bisexual	12%	(10)	88%	(78)	88
Yes	29%	(20)	71%	(50)	70
No	12%	(246)	88%	(1893)	2140

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

Table MCFE22_14NET: *Where do you get your news about sports? Please select all that apply.If you don't look for sports news, select 'I don't look for sports news anywhere.'*
TikTok

Demographic	Selected		Not Selected		Total N
Adults	8%	(178)	92%	(2032)	2210
Gender: Male	10%	(109)	90%	(959)	1068
Gender: Female	6%	(69)	94%	(1073)	1142
Age: 18-34	17%	(110)	83%	(532)	642
Age: 35-44	10%	(36)	90%	(329)	365
Age: 45-64	4%	(32)	96%	(682)	714
Age: 65+	—	(1)	100%	(488)	489
GenZers: 1997-2012	24%	(60)	76%	(196)	256
Millennials: 1981-1996	11%	(73)	89%	(579)	653
GenXers: 1965-1980	7%	(38)	93%	(517)	555
Baby Boomers: 1946-1964	1%	(6)	99%	(667)	673
PID: Dem (no lean)	9%	(78)	91%	(781)	860
PID: Ind (no lean)	6%	(42)	94%	(632)	674
PID: Rep (no lean)	9%	(57)	91%	(618)	676
PID/Gender: Dem Men	12%	(45)	88%	(349)	394
PID/Gender: Dem Women	7%	(33)	93%	(433)	465
PID/Gender: Ind Men	8%	(27)	92%	(319)	345
PID/Gender: Ind Women	5%	(16)	95%	(314)	329
PID/Gender: Rep Men	11%	(37)	89%	(292)	328
PID/Gender: Rep Women	6%	(21)	94%	(327)	348
Ideo: Liberal (1-3)	9%	(60)	91%	(596)	656
Ideo: Moderate (4)	8%	(63)	92%	(688)	751
Ideo: Conservative (5-7)	7%	(44)	93%	(622)	666
Educ: < College	9%	(124)	91%	(1313)	1437
Educ: Bachelors degree	7%	(33)	93%	(458)	491
Educ: Post-grad	7%	(21)	93%	(261)	282
Income: Under 50k	8%	(99)	92%	(1172)	1271
Income: 50k-100k	8%	(53)	92%	(603)	656
Income: 100k+	9%	(26)	91%	(257)	283
Ethnicity: White	6%	(110)	94%	(1601)	1711
Ethnicity: Hispanic	16%	(61)	84%	(312)	374

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Table MCFE22_14NET: *Where do you get your news about sports? Please select all that apply.If you don't look for sports news, select 'I don't look for sports news anywhere.'*
TikTok

Demographic	Selected		Not Selected		Total N
Adults	8%	(178)	92%	(2032)	2210
Ethnicity: Black	15%	(43)	85%	(239)	282
Ethnicity: Other	12%	(25)	88%	(192)	217
All Christian	7%	(73)	93%	(956)	1029
All Non-Christian	8%	(11)	92%	(118)	129
Atheist	12%	(12)	88%	(87)	99
Agnostic/Nothing in particular	7%	(43)	93%	(544)	587
Something Else	11%	(39)	89%	(326)	365
Religious Non-Protestant/Catholic	8%	(13)	92%	(141)	154
Evangelical	10%	(56)	90%	(503)	558
Non-Evangelical	6%	(51)	94%	(741)	792
Community: Urban	12%	(76)	88%	(561)	638
Community: Suburban	6%	(62)	94%	(953)	1014
Community: Rural	7%	(40)	93%	(518)	558
Employ: Private Sector	12%	(76)	88%	(578)	654
Employ: Government	18%	(24)	82%	(112)	136
Employ: Self-Employed	11%	(18)	89%	(149)	166
Employ: Homemaker	6%	(12)	94%	(178)	190
Employ: Student	21%	(13)	79%	(49)	62
Employ: Retired	1%	(5)	99%	(558)	563
Employ: Unemployed	6%	(17)	94%	(284)	301
Employ: Other	9%	(13)	91%	(124)	137
Military HH: Yes	5%	(14)	95%	(269)	283
Military HH: No	9%	(164)	91%	(1763)	1927
RD/WT: Right Direction	11%	(74)	89%	(592)	666
RD/WT: Wrong Track	7%	(104)	93%	(1440)	1544
Biden Job Approve	10%	(92)	90%	(878)	970
Biden Job Disapprove	7%	(76)	93%	(1068)	1144

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Table MCFE22_14NET: *Where do you get your news about sports? Please select all that apply.If you don't look for sports news, select 'I don't look for sports news anywhere.'*
TikTok

Demographic	Selected		Not Selected		Total N
Adults	8%	(178)	92%	(2032)	2210
Biden Job Strongly Approve	12%	(51)	88%	(382)	433
Biden Job Somewhat Approve	8%	(41)	92%	(496)	537
Biden Job Somewhat Disapprove	7%	(23)	93%	(316)	339
Biden Job Strongly Disapprove	7%	(54)	93%	(752)	805
Favorable of Biden	10%	(94)	90%	(875)	969
Unfavorable of Biden	7%	(74)	93%	(1060)	1134
Very Favorable of Biden	11%	(54)	89%	(428)	482
Somewhat Favorable of Biden	8%	(40)	92%	(447)	487
Somewhat Unfavorable of Biden	7%	(20)	93%	(278)	299
Very Unfavorable of Biden	6%	(54)	94%	(781)	835
#1 Issue: Economy	8%	(77)	92%	(835)	913
#1 Issue: Security	8%	(19)	92%	(224)	243
#1 Issue: Health Care	6%	(10)	94%	(160)	170
#1 Issue: Medicare / Social Security	2%	(6)	98%	(260)	266
#1 Issue: Women's Issues	13%	(40)	87%	(271)	311
#1 Issue: Education	20%	(12)	80%	(47)	59
#1 Issue: Energy	7%	(9)	93%	(125)	134
#1 Issue: Other	4%	(5)	96%	(110)	115
2020 Vote: Joe Biden	9%	(86)	91%	(859)	945
2020 Vote: Donald Trump	7%	(55)	93%	(685)	740
2020 Vote: Other	7%	(5)	93%	(62)	67
2020 Vote: Didn't Vote	7%	(32)	93%	(426)	459
2018 House Vote: Democrat	9%	(71)	91%	(684)	755
2018 House Vote: Republican	6%	(36)	94%	(553)	589
2018 House Vote: Someone else	1%	(1)	99%	(49)	50
2016 Vote: Hillary Clinton	8%	(57)	92%	(638)	695
2016 Vote: Donald Trump	5%	(36)	95%	(620)	656
2016 Vote: Other	3%	(3)	97%	(83)	86
2016 Vote: Didn't Vote	10%	(80)	90%	(685)	765

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Table MCFE22_14NET: *Where do you get your news about sports? Please select all that apply.If you don't look for sports news, select 'I don't look for sports news anywhere.'*
TikTok

Demographic	Selected		Not Selected		Total N
Adults	8%	(178)	92%	(2032)	2210
Voted in 2014: Yes	6%	(68)	94%	(1158)	1227
Voted in 2014: No	11%	(109)	89%	(874)	983
4-Region: Northeast	6%	(23)	94%	(359)	383
4-Region: Midwest	5%	(22)	95%	(435)	456
4-Region: South	10%	(87)	90%	(757)	844
4-Region: West	9%	(45)	91%	(481)	527
TikTok Users	20%	(161)	80%	(632)	793
Twitch Users	20%	(43)	80%	(172)	216
2022 Sports Viewers/Attendees	10%	(142)	90%	(1333)	1475
Monthly Moviegoers	22%	(70)	78%	(250)	320
Few Times per Year + Moviegoers	13%	(121)	87%	(799)	920
Heard Smile Campaign	18%	(99)	82%	(452)	551
Heard Minion Campaign	20%	(108)	80%	(432)	540
Listens to Podcasts	11%	(130)	89%	(1002)	1132
Streaming Services User	9%	(166)	91%	(1607)	1773
Netflix User	11%	(156)	89%	(1317)	1474
Disney+ User	14%	(133)	86%	(851)	984
Heterosexual or straight	8%	(156)	92%	(1815)	1971
Gay	11%	(7)	89%	(61)	68
Bisexual	10%	(8)	90%	(80)	88
Yes	11%	(7)	89%	(63)	70
No	8%	(171)	92%	(1969)	2140

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

Table MCFE22_15NET: *Where do you get your news about sports? Please select all that apply.If you don't look for sports news, select 'I don't look for sports news anywhere.'*
Snapchat

Demographic	Selected		Not Selected		Total N
Adults	5%	(106)	95%	(2104)	2210
Gender: Male	6%	(68)	94%	(1000)	1068
Gender: Female	3%	(38)	97%	(1104)	1142
Age: 18-34	11%	(69)	89%	(573)	642
Age: 35-44	7%	(25)	93%	(341)	365
Age: 45-64	2%	(12)	98%	(702)	714
Age: 65+	—	(0)	100%	(489)	489
GenZers: 1997-2012	16%	(41)	84%	(215)	256
Millennials: 1981-1996	7%	(43)	93%	(610)	653
GenXers: 1965-1980	4%	(20)	96%	(536)	555
Baby Boomers: 1946-1964	—	(2)	100%	(672)	673
PID: Dem (no lean)	6%	(55)	94%	(805)	860
PID: Ind (no lean)	4%	(24)	96%	(651)	674
PID: Rep (no lean)	4%	(27)	96%	(649)	676
PID/Gender: Dem Men	8%	(32)	92%	(362)	394
PID/Gender: Dem Women	5%	(22)	95%	(443)	465
PID/Gender: Ind Men	4%	(15)	96%	(331)	345
PID/Gender: Ind Women	3%	(9)	97%	(320)	329
PID/Gender: Rep Men	6%	(21)	94%	(307)	328
PID/Gender: Rep Women	2%	(6)	98%	(341)	348
Ideo: Liberal (1-3)	6%	(38)	94%	(618)	656
Ideo: Moderate (4)	6%	(44)	94%	(707)	751
Ideo: Conservative (5-7)	2%	(16)	98%	(650)	666
Educ: < College	5%	(70)	95%	(1367)	1437
Educ: Bachelors degree	5%	(23)	95%	(468)	491
Educ: Post-grad	5%	(13)	95%	(269)	282
Income: Under 50k	5%	(63)	95%	(1208)	1271
Income: 50k-100k	4%	(25)	96%	(631)	656
Income: 100k+	6%	(17)	94%	(265)	283
Ethnicity: White	4%	(64)	96%	(1647)	1711
Ethnicity: Hispanic	11%	(40)	89%	(334)	374

Table MCFE22_15NET: *Where do you get your news about sports? Please select all that apply.If you don't look for sports news, select 'I don't look for sports news anywhere.'*
Snapchat

Demographic	Selected		Not Selected		Total N
Adults	5%	(106)	95%	(2104)	2210
Ethnicity: Black	10%	(28)	90%	(255)	282
Ethnicity: Other	7%	(14)	93%	(203)	217
All Christian	3%	(34)	97%	(994)	1029
All Non-Christian	9%	(12)	91%	(117)	129
Atheist	11%	(11)	89%	(88)	99
Agnostic/Nothing in particular	6%	(34)	94%	(553)	587
Something Else	4%	(14)	96%	(352)	365
Religious Non-Protestant/Catholic	9%	(15)	91%	(139)	154
Evangelical	3%	(18)	97%	(540)	558
Non-Evangelical	3%	(24)	97%	(767)	792
Community: Urban	9%	(55)	91%	(583)	638
Community: Suburban	3%	(32)	97%	(982)	1014
Community: Rural	3%	(19)	97%	(539)	558
Employ: Private Sector	4%	(29)	96%	(625)	654
Employ: Government	16%	(22)	84%	(114)	136
Employ: Self-Employed	8%	(13)	92%	(154)	166
Employ: Homemaker	5%	(9)	95%	(181)	190
Employ: Student	13%	(8)	87%	(54)	62
Employ: Retired	—	(1)	100%	(562)	563
Employ: Unemployed	6%	(18)	94%	(284)	301
Employ: Other	5%	(6)	95%	(131)	137
Military HH: Yes	4%	(12)	96%	(272)	283
Military HH: No	5%	(94)	95%	(1832)	1927
RD/WT: Right Direction	8%	(55)	92%	(611)	666
RD/WT: Wrong Track	3%	(51)	97%	(1493)	1544
Biden Job Approve	6%	(63)	94%	(907)	970
Biden Job Disapprove	3%	(37)	97%	(1107)	1144

Table MCFE22_15NET: *Where do you get your news about sports? Please select all that apply.If you don't look for sports news, select 'I don't look for sports news anywhere.'*
Snapchat

Demographic	Selected		Not Selected		Total N
Adults	5%	(106)	95%	(2104)	2210
Biden Job Strongly Approve	8%	(33)	92%	(400)	433
Biden Job Somewhat Approve	6%	(30)	94%	(507)	537
Biden Job Somewhat Disapprove	4%	(12)	96%	(327)	339
Biden Job Strongly Disapprove	3%	(25)	97%	(780)	805
Favorable of Biden	6%	(61)	94%	(908)	969
Unfavorable of Biden	3%	(38)	97%	(1096)	1134
Very Favorable of Biden	8%	(38)	92%	(444)	482
Somewhat Favorable of Biden	5%	(23)	95%	(464)	487
Somewhat Unfavorable of Biden	2%	(7)	98%	(291)	299
Very Unfavorable of Biden	4%	(31)	96%	(804)	835
#1 Issue: Economy	5%	(49)	95%	(864)	913
#1 Issue: Security	4%	(10)	96%	(233)	243
#1 Issue: Health Care	3%	(5)	97%	(165)	170
#1 Issue: Medicare / Social Security	2%	(5)	98%	(261)	266
#1 Issue: Women's Issues	7%	(22)	93%	(289)	311
#1 Issue: Education	14%	(8)	86%	(51)	59
#1 Issue: Energy	5%	(7)	95%	(127)	134
#1 Issue: Other	—	(1)	100%	(114)	115
2020 Vote: Joe Biden	6%	(58)	94%	(887)	945
2020 Vote: Donald Trump	4%	(27)	96%	(713)	740
2020 Vote: Other	5%	(4)	95%	(63)	67
2020 Vote: Didn't Vote	4%	(17)	96%	(442)	459
2018 House Vote: Democrat	6%	(47)	94%	(708)	755
2018 House Vote: Republican	3%	(16)	97%	(573)	589
2018 House Vote: Someone else	2%	(1)	98%	(49)	50
2016 Vote: Hillary Clinton	5%	(37)	95%	(658)	695
2016 Vote: Donald Trump	3%	(19)	97%	(637)	656
2016 Vote: Other	3%	(2)	97%	(83)	86
2016 Vote: Didn't Vote	6%	(48)	94%	(717)	765

Table MCFE22_15NET: *Where do you get your news about sports? Please select all that apply.If you don't look for sports news, select 'I don't look for sports news anywhere.'*
Snapchat

Demographic	Selected		Not Selected		Total N
Adults	5%	(106)	95%	(2104)	2210
Voted in 2014: Yes	4%	(44)	96%	(1182)	1227
Voted in 2014: No	6%	(62)	94%	(922)	983
4-Region: Northeast	4%	(16)	96%	(367)	383
4-Region: Midwest	4%	(19)	96%	(438)	456
4-Region: South	5%	(45)	95%	(800)	844
4-Region: West	5%	(27)	95%	(500)	527
TikTok Users	10%	(79)	90%	(714)	793
Twitch Users	17%	(37)	83%	(179)	216
2022 Sports Viewers/Attendees	6%	(90)	94%	(1385)	1475
Monthly Moviegoers	15%	(47)	85%	(274)	320
Few Times per Year + Moviegoers	9%	(82)	91%	(838)	920
Heard Smile Campaign	13%	(71)	87%	(480)	551
Heard Minion Campaign	12%	(66)	88%	(474)	540
Listens to Podcasts	7%	(83)	93%	(1049)	1132
Streaming Services User	5%	(96)	95%	(1677)	1773
Netflix User	6%	(95)	94%	(1379)	1474
Disney+ User	8%	(81)	92%	(904)	984
Heterosexual or straight	5%	(93)	95%	(1877)	1971
Gay	1%	(1)	99%	(67)	68
Bisexual	8%	(7)	92%	(81)	88
Yes	10%	(7)	90%	(63)	70
No	5%	(99)	95%	(2041)	2140

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

Table MCFE22_16NET: *Where do you get your news about sports? Please select all that apply.If you don't look for sports news, select 'I don't look for sports news anywhere.'*
YouTube

Demographic	Selected		Not Selected		Total N
Adults	21%	(465)	79%	(1745)	2210
Gender: Male	30%	(322)	70%	(745)	1068
Gender: Female	13%	(143)	87%	(999)	1142
Age: 18-34	35%	(223)	65%	(419)	642
Age: 35-44	29%	(107)	71%	(258)	365
Age: 45-64	14%	(101)	86%	(612)	714
Age: 65+	7%	(34)	93%	(455)	489
GenZers: 1997-2012	38%	(99)	62%	(158)	256
Millennials: 1981-1996	32%	(209)	68%	(444)	653
GenXers: 1965-1980	17%	(94)	83%	(461)	555
Baby Boomers: 1946-1964	9%	(61)	91%	(612)	673
PID: Dem (no lean)	23%	(196)	77%	(664)	860
PID: Ind (no lean)	21%	(145)	79%	(530)	674
PID: Rep (no lean)	18%	(125)	82%	(551)	676
PID/Gender: Dem Men	35%	(138)	65%	(256)	394
PID/Gender: Dem Women	12%	(57)	88%	(408)	465
PID/Gender: Ind Men	29%	(99)	71%	(246)	345
PID/Gender: Ind Women	14%	(45)	86%	(284)	329
PID/Gender: Rep Men	26%	(84)	74%	(244)	328
PID/Gender: Rep Women	12%	(40)	88%	(307)	348
Ideo: Liberal (1-3)	22%	(143)	78%	(513)	656
Ideo: Moderate (4)	23%	(171)	77%	(580)	751
Ideo: Conservative (5-7)	19%	(124)	81%	(542)	666
Educ: < College	21%	(304)	79%	(1133)	1437
Educ: Bachelors degree	19%	(95)	81%	(396)	491
Educ: Post-grad	23%	(66)	77%	(216)	282
Income: Under 50k	20%	(249)	80%	(1022)	1271
Income: 50k-100k	23%	(149)	77%	(507)	656
Income: 100k+	24%	(67)	76%	(215)	283
Ethnicity: White	17%	(288)	83%	(1423)	1711
Ethnicity: Hispanic	32%	(120)	68%	(253)	374

Table MCFE22_16NET: *Where do you get your news about sports? Please select all that apply.If you don't look for sports news, select 'I don't look for sports news anywhere.'*
YouTube

Demographic	Selected		Not Selected		Total N
Adults	21%	(465)	79%	(1745)	2210
Ethnicity: Black	41%	(114)	59%	(168)	282
Ethnicity: Other	29%	(63)	71%	(154)	217
All Christian	19%	(191)	81%	(838)	1029
All Non-Christian	27%	(35)	73%	(94)	129
Atheist	22%	(22)	78%	(78)	99
Agnostic/Nothing in particular	21%	(125)	79%	(462)	587
Something Else	25%	(93)	75%	(272)	365
Religious Non-Protestant/Catholic	29%	(45)	71%	(109)	154
Evangelical	23%	(128)	77%	(431)	558
Non-Evangelical	18%	(140)	82%	(652)	792
Community: Urban	28%	(179)	72%	(459)	638
Community: Suburban	19%	(197)	81%	(818)	1014
Community: Rural	16%	(90)	84%	(468)	558
Employ: Private Sector	27%	(177)	73%	(478)	654
Employ: Government	31%	(43)	69%	(93)	136
Employ: Self-Employed	32%	(53)	68%	(114)	166
Employ: Homemaker	15%	(29)	85%	(161)	190
Employ: Student	37%	(23)	63%	(39)	62
Employ: Retired	8%	(47)	92%	(516)	563
Employ: Unemployed	18%	(53)	82%	(248)	301
Employ: Other	30%	(41)	70%	(96)	137
Military HH: Yes	20%	(57)	80%	(226)	283
Military HH: No	21%	(408)	79%	(1518)	1927
RD/WT: Right Direction	27%	(181)	73%	(485)	666
RD/WT: Wrong Track	18%	(284)	82%	(1259)	1544
Biden Job Approve	22%	(216)	78%	(754)	970
Biden Job Disapprove	20%	(228)	80%	(916)	1144

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Table MCFE22_16NET: *Where do you get your news about sports? Please select all that apply.If you don't look for sports news, select 'I don't look for sports news anywhere.'*
YouTube

Demographic	Selected		Not Selected		Total N
Adults	21%	(465)	79%	(1745)	2210
Biden Job Strongly Approve	24%	(103)	76%	(329)	433
Biden Job Somewhat Approve	21%	(113)	79%	(424)	537
Biden Job Somewhat Disapprove	25%	(86)	75%	(253)	339
Biden Job Strongly Disapprove	18%	(142)	82%	(663)	805
Favorable of Biden	22%	(210)	78%	(759)	969
Unfavorable of Biden	21%	(234)	79%	(900)	1134
Very Favorable of Biden	24%	(115)	76%	(367)	482
Somewhat Favorable of Biden	19%	(94)	81%	(393)	487
Somewhat Unfavorable of Biden	26%	(78)	74%	(220)	299
Very Unfavorable of Biden	19%	(155)	81%	(680)	835
#1 Issue: Economy	24%	(215)	76%	(697)	913
#1 Issue: Security	21%	(52)	79%	(191)	243
#1 Issue: Health Care	21%	(35)	79%	(135)	170
#1 Issue: Medicare / Social Security	12%	(32)	88%	(234)	266
#1 Issue: Women's Issues	19%	(60)	81%	(251)	311
#1 Issue: Education	35%	(21)	65%	(38)	59
#1 Issue: Energy	27%	(36)	73%	(98)	134
#1 Issue: Other	13%	(15)	87%	(99)	115
2020 Vote: Joe Biden	22%	(211)	78%	(734)	945
2020 Vote: Donald Trump	20%	(145)	80%	(595)	740
2020 Vote: Other	26%	(18)	74%	(49)	67
2020 Vote: Didn't Vote	20%	(92)	80%	(367)	459
2018 House Vote: Democrat	24%	(182)	76%	(573)	755
2018 House Vote: Republican	16%	(93)	84%	(496)	589
2018 House Vote: Someone else	33%	(16)	67%	(33)	50
2016 Vote: Hillary Clinton	23%	(159)	77%	(536)	695
2016 Vote: Donald Trump	17%	(109)	83%	(547)	656
2016 Vote: Other	26%	(22)	74%	(63)	86
2016 Vote: Didn't Vote	23%	(174)	77%	(591)	765

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Table MCFE22_16NET: *Where do you get your news about sports? Please select all that apply.If you don't look for sports news, select 'I don't look for sports news anywhere.'*
YouTube

Demographic	Selected		Not Selected		Total N
Adults	21%	(465)	79%	(1745)	2210
Voted in 2014: Yes	20%	(241)	80%	(985)	1227
Voted in 2014: No	23%	(224)	77%	(759)	983
4-Region: Northeast	19%	(74)	81%	(308)	383
4-Region: Midwest	18%	(80)	82%	(377)	456
4-Region: South	24%	(199)	76%	(646)	844
4-Region: West	21%	(113)	79%	(414)	527
TikTok Users	29%	(231)	71%	(562)	793
Twitch Users	46%	(100)	54%	(116)	216
2022 Sports Viewers/Attendees	25%	(372)	75%	(1103)	1475
Monthly Moviegoers	43%	(138)	57%	(183)	320
Few Times per Year + Moviegoers	30%	(279)	70%	(641)	920
Heard Smile Campaign	38%	(209)	62%	(342)	551
Heard Minion Campaign	38%	(208)	62%	(333)	540
Listens to Podcasts	32%	(365)	68%	(767)	1132
Streaming Services User	24%	(427)	76%	(1346)	1773
Netflix User	25%	(374)	75%	(1099)	1474
Disney+ User	29%	(282)	71%	(702)	984
Heterosexual or straight	21%	(411)	79%	(1559)	1971
Gay	13%	(9)	87%	(59)	68
Bisexual	21%	(18)	79%	(70)	88
Yes	36%	(25)	64%	(45)	70
No	21%	(440)	79%	(1699)	2140

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

Table MCFE22_17NET: *Where do you get your news about sports? Please select all that apply.If you don't look for sports news, select 'I don't look for sports news anywhere.'*
Reddit

Demographic	Selected		Not Selected		Total N
Adults	4%	(86)	96%	(2124)	2210
Gender: Male	7%	(70)	93%	(998)	1068
Gender: Female	1%	(17)	99%	(1126)	1142
Age: 18-34	8%	(50)	92%	(592)	642
Age: 35-44	8%	(27)	92%	(338)	365
Age: 45-64	1%	(8)	99%	(706)	714
Age: 65+	—	(1)	100%	(488)	489
GenZers: 1997-2012	8%	(21)	92%	(236)	256
Millennials: 1981-1996	7%	(47)	93%	(606)	653
GenXers: 1965-1980	3%	(17)	97%	(538)	555
Baby Boomers: 1946-1964	—	(1)	100%	(672)	673
PID: Dem (no lean)	5%	(41)	95%	(819)	860
PID: Ind (no lean)	4%	(27)	96%	(647)	674
PID: Rep (no lean)	3%	(18)	97%	(658)	676
PID/Gender: Dem Men	8%	(32)	92%	(362)	394
PID/Gender: Dem Women	2%	(9)	98%	(457)	465
PID/Gender: Ind Men	6%	(22)	94%	(323)	345
PID/Gender: Ind Women	2%	(5)	98%	(324)	329
PID/Gender: Rep Men	5%	(15)	95%	(313)	328
PID/Gender: Rep Women	1%	(3)	99%	(345)	348
Ideo: Liberal (1-3)	6%	(38)	94%	(618)	656
Ideo: Moderate (4)	4%	(33)	96%	(718)	751
Ideo: Conservative (5-7)	2%	(15)	98%	(652)	666
Educ: < College	3%	(41)	97%	(1396)	1437
Educ: Bachelors degree	5%	(25)	95%	(465)	491
Educ: Post-grad	7%	(20)	93%	(262)	282
Income: Under 50k	3%	(37)	97%	(1234)	1271
Income: 50k-100k	5%	(30)	95%	(627)	656
Income: 100k+	7%	(20)	93%	(263)	283
Ethnicity: White	4%	(64)	96%	(1647)	1711
Ethnicity: Hispanic	9%	(35)	91%	(339)	374

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Table MCFE22_17NET: *Where do you get your news about sports? Please select all that apply.If you don't look for sports news, select 'I don't look for sports news anywhere.'*
Reddit

Demographic	Selected		Not Selected		Total N
Adults	4%	(86)	96%	(2124)	2210
Ethnicity: Black	5%	(15)	95%	(268)	282
Ethnicity: Other	4%	(8)	96%	(209)	217
All Christian	3%	(30)	97%	(999)	1029
All Non-Christian	6%	(8)	94%	(121)	129
Atheist	10%	(10)	90%	(90)	99
Agnostic/Nothing in particular	4%	(26)	96%	(561)	587
Something Else	4%	(13)	96%	(352)	365
Religious Non-Protestant/Catholic	5%	(8)	95%	(145)	154
Evangelical	2%	(13)	98%	(545)	558
Non-Evangelical	3%	(27)	97%	(765)	792
Community: Urban	6%	(36)	94%	(601)	638
Community: Suburban	4%	(41)	96%	(974)	1014
Community: Rural	2%	(9)	98%	(549)	558
Employ: Private Sector	6%	(40)	94%	(614)	654
Employ: Government	9%	(12)	91%	(124)	136
Employ: Self-Employed	6%	(10)	94%	(156)	166
Employ: Homemaker	3%	(5)	97%	(185)	190
Employ: Student	2%	(2)	98%	(61)	62
Employ: Retired	—	(2)	100%	(561)	563
Employ: Unemployed	4%	(12)	96%	(289)	301
Employ: Other	2%	(3)	98%	(134)	137
Military HH: Yes	4%	(12)	96%	(271)	283
Military HH: No	4%	(74)	96%	(1853)	1927
RD/WT: Right Direction	6%	(41)	94%	(625)	666
RD/WT: Wrong Track	3%	(45)	97%	(1498)	1544
Biden Job Approve	6%	(54)	94%	(916)	970
Biden Job Disapprove	3%	(32)	97%	(1112)	1144

Table MCFE22_17NET: *Where do you get your news about sports? Please select all that apply.If you don't look for sports news, select 'I don't look for sports news anywhere.'*
Reddit

Demographic	Selected		Not Selected		Total N
Adults	4%	(86)	96%	(2124)	2210
Biden Job Strongly Approve	5%	(20)	95%	(413)	433
Biden Job Somewhat Approve	6%	(34)	94%	(503)	537
Biden Job Somewhat Disapprove	3%	(9)	97%	(330)	339
Biden Job Strongly Disapprove	3%	(22)	97%	(783)	805
Favorable of Biden	5%	(47)	95%	(922)	969
Unfavorable of Biden	3%	(34)	97%	(1100)	1134
Very Favorable of Biden	4%	(21)	96%	(461)	482
Somewhat Favorable of Biden	5%	(26)	95%	(461)	487
Somewhat Unfavorable of Biden	4%	(11)	96%	(287)	299
Very Unfavorable of Biden	3%	(23)	97%	(812)	835
#1 Issue: Economy	6%	(54)	94%	(859)	913
#1 Issue: Security	1%	(2)	99%	(241)	243
#1 Issue: Health Care	4%	(6)	96%	(164)	170
#1 Issue: Medicare / Social Security	1%	(2)	99%	(264)	266
#1 Issue: Women's Issues	3%	(9)	97%	(302)	311
#1 Issue: Education	8%	(5)	92%	(54)	59
#1 Issue: Energy	5%	(7)	95%	(127)	134
#1 Issue: Other	1%	(1)	99%	(113)	115
2020 Vote: Joe Biden	5%	(49)	95%	(896)	945
2020 Vote: Donald Trump	3%	(23)	97%	(717)	740
2020 Vote: Other	4%	(3)	96%	(64)	67
2020 Vote: Didn't Vote	3%	(12)	97%	(447)	459
2018 House Vote: Democrat	5%	(40)	95%	(715)	755
2018 House Vote: Republican	3%	(15)	97%	(574)	589
2018 House Vote: Someone else	5%	(2)	95%	(47)	50
2016 Vote: Hillary Clinton	5%	(37)	95%	(658)	695
2016 Vote: Donald Trump	2%	(16)	98%	(640)	656
2016 Vote: Other	6%	(5)	94%	(81)	86
2016 Vote: Didn't Vote	4%	(29)	96%	(736)	765

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Table MCFE22_17NET: *Where do you get your news about sports? Please select all that apply.If you don't look for sports news, select 'I don't look for sports news anywhere.'*
Reddit

Demographic	Selected		Not Selected		Total N
Adults	4%	(86)	96%	(2124)	2210
Voted in 2014: Yes	4%	(47)	96%	(1180)	1227
Voted in 2014: No	4%	(39)	96%	(944)	983
4-Region: Northeast	4%	(15)	96%	(368)	383
4-Region: Midwest	3%	(13)	97%	(443)	456
4-Region: South	4%	(31)	96%	(814)	844
4-Region: West	5%	(28)	95%	(499)	527
TikTok Users	8%	(63)	92%	(729)	793
Twitch Users	19%	(42)	81%	(174)	216
2022 Sports Viewers/Attendees	5%	(73)	95%	(1402)	1475
Monthly Moviegoers	10%	(31)	90%	(289)	320
Few Times per Year + Moviegoers	7%	(61)	93%	(859)	920
Heard Smile Campaign	9%	(48)	91%	(503)	551
Heard Minion Campaign	8%	(45)	92%	(495)	540
Listens to Podcasts	7%	(80)	93%	(1052)	1132
Streaming Services User	5%	(86)	95%	(1686)	1773
Netflix User	5%	(74)	95%	(1399)	1474
Disney+ User	6%	(61)	94%	(923)	984
Heterosexual or straight	4%	(76)	96%	(1894)	1971
Gay	—	(0)	100%	(68)	68
Bisexual	5%	(4)	95%	(84)	88
Yes	2%	(2)	98%	(69)	70
No	4%	(85)	96%	(2055)	2140

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

Table MCFE22_18NET: *Where do you get your news about sports? Please select all that apply.If you don't look for sports news, select 'I don't look for sports news anywhere.'*
Twitch

Demographic	Selected		Not Selected		Total N
Adults	2%	(44)	98%	(2166)	2210
Gender: Male	3%	(33)	97%	(1035)	1068
Gender: Female	1%	(11)	99%	(1131)	1142
Age: 18-34	5%	(32)	95%	(610)	642
Age: 35-44	2%	(8)	98%	(357)	365
Age: 45-64	—	(2)	100%	(712)	714
Age: 65+	—	(2)	100%	(487)	489
GenZers: 1997-2012	7%	(17)	93%	(239)	256
Millennials: 1981-1996	3%	(21)	97%	(632)	653
GenXers: 1965-1980	1%	(4)	99%	(551)	555
Baby Boomers: 1946-1964	—	(2)	100%	(671)	673
PID: Dem (no lean)	2%	(19)	98%	(841)	860
PID: Ind (no lean)	2%	(11)	98%	(663)	674
PID: Rep (no lean)	2%	(14)	98%	(662)	676
PID/Gender: Dem Men	5%	(18)	95%	(376)	394
PID/Gender: Dem Women	—	(1)	100%	(464)	465
PID/Gender: Ind Men	2%	(7)	98%	(338)	345
PID/Gender: Ind Women	1%	(4)	99%	(326)	329
PID/Gender: Rep Men	2%	(8)	98%	(321)	328
PID/Gender: Rep Women	2%	(6)	98%	(342)	348
Ideo: Liberal (1-3)	2%	(14)	98%	(642)	656
Ideo: Moderate (4)	3%	(20)	97%	(731)	751
Ideo: Conservative (5-7)	1%	(7)	99%	(659)	666
Educ: < College	2%	(25)	98%	(1412)	1437
Educ: Bachelors degree	2%	(12)	98%	(479)	491
Educ: Post-grad	3%	(7)	97%	(275)	282
Income: Under 50k	2%	(25)	98%	(1246)	1271
Income: 50k-100k	2%	(12)	98%	(644)	656
Income: 100k+	2%	(6)	98%	(277)	283
Ethnicity: White	2%	(35)	98%	(1676)	1711
Ethnicity: Hispanic	4%	(16)	96%	(358)	374

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Table MCFE22_18NET: *Where do you get your news about sports? Please select all that apply.If you don't look for sports news, select 'I don't look for sports news anywhere.'*
Twitch

Demographic	Selected		Not Selected		Total N
Adults	2%	(44)	98%	(2166)	2210
Ethnicity: Black	1%	(3)	99%	(279)	282
Ethnicity: Other	3%	(6)	97%	(211)	217
All Christian	2%	(21)	98%	(1008)	1029
All Non-Christian	6%	(7)	94%	(122)	129
Atheist	2%	(2)	98%	(98)	99
Agnostic/Nothing in particular	2%	(11)	98%	(576)	587
Something Else	1%	(3)	99%	(363)	365
Religious Non-Protestant/Catholic	5%	(7)	95%	(146)	154
Evangelical	1%	(5)	99%	(553)	558
Non-Evangelical	2%	(15)	98%	(776)	792
Community: Urban	4%	(23)	96%	(615)	638
Community: Suburban	2%	(17)	98%	(997)	1014
Community: Rural	1%	(4)	99%	(554)	558
Employ: Private Sector	3%	(20)	97%	(635)	654
Employ: Government	1%	(2)	99%	(134)	136
Employ: Self-Employed	6%	(9)	94%	(157)	166
Employ: Homemaker	2%	(4)	98%	(186)	190
Employ: Student	1%	(1)	99%	(61)	62
Employ: Retired	—	(1)	100%	(562)	563
Employ: Unemployed	2%	(5)	98%	(296)	301
Employ: Other	2%	(2)	98%	(135)	137
Military HH: Yes	2%	(6)	98%	(278)	283
Military HH: No	2%	(38)	98%	(1888)	1927
RD/WT: Right Direction	4%	(27)	96%	(640)	666
RD/WT: Wrong Track	1%	(17)	99%	(1527)	1544
Biden Job Approve	3%	(32)	97%	(938)	970
Biden Job Disapprove	1%	(10)	99%	(1134)	1144

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Table MCFE22_18NET: *Where do you get your news about sports? Please select all that apply.If you don't look for sports news, select 'I don't look for sports news anywhere.'*
Twitch

Demographic	Selected		Not Selected		Total N
Adults	2%	(44)	98%	(2166)	2210
Biden Job Strongly Approve	4%	(18)	96%	(414)	433
Biden Job Somewhat Approve	3%	(14)	97%	(524)	537
Biden Job Somewhat Disapprove	2%	(5)	98%	(333)	339
Biden Job Strongly Disapprove	1%	(5)	99%	(800)	805
Favorable of Biden	3%	(29)	97%	(940)	969
Unfavorable of Biden	1%	(12)	99%	(1122)	1134
Very Favorable of Biden	3%	(12)	97%	(470)	482
Somewhat Favorable of Biden	3%	(17)	97%	(470)	487
Somewhat Unfavorable of Biden	1%	(3)	99%	(296)	299
Very Unfavorable of Biden	1%	(9)	99%	(826)	835
#1 Issue: Economy	2%	(20)	98%	(893)	913
#1 Issue: Security	1%	(2)	99%	(241)	243
#1 Issue: Health Care	2%	(4)	98%	(166)	170
#1 Issue: Medicare / Social Security	—	(1)	100%	(265)	266
#1 Issue: Women's Issues	2%	(6)	98%	(305)	311
#1 Issue: Education	9%	(5)	91%	(54)	59
#1 Issue: Energy	4%	(5)	96%	(129)	134
#1 Issue: Other	1%	(1)	99%	(114)	115
2020 Vote: Joe Biden	2%	(24)	98%	(921)	945
2020 Vote: Donald Trump	1%	(11)	99%	(729)	740
2020 Vote: Other	—	(0)	100%	(67)	67
2020 Vote: Didn't Vote	2%	(10)	98%	(449)	459
2018 House Vote: Democrat	3%	(19)	97%	(736)	755
2018 House Vote: Republican	2%	(9)	98%	(579)	589
2018 House Vote: Someone else	2%	(1)	98%	(49)	50
2016 Vote: Hillary Clinton	2%	(16)	98%	(679)	695
2016 Vote: Donald Trump	1%	(9)	99%	(647)	656
2016 Vote: Other	—	(0)	100%	(86)	86
2016 Vote: Didn't Vote	2%	(19)	98%	(746)	765

Table MCFE22_18NET: *Where do you get your news about sports? Please select all that apply.If you don't look for sports news, select 'I don't look for sports news anywhere.'*
Twitch

Demographic	Selected		Not Selected		Total N
Adults	2%	(44)	98%	(2166)	2210
Voted in 2014: Yes	2%	(20)	98%	(1206)	1227
Voted in 2014: No	2%	(24)	98%	(960)	983
4-Region: Northeast	2%	(8)	98%	(375)	383
4-Region: Midwest	2%	(8)	98%	(448)	456
4-Region: South	2%	(17)	98%	(827)	844
4-Region: West	2%	(11)	98%	(516)	527
TikTok Users	4%	(32)	96%	(761)	793
Twitch Users	18%	(39)	82%	(177)	216
2022 Sports Viewers/Attendees	3%	(39)	97%	(1436)	1475
Monthly Moviegoers	6%	(20)	94%	(300)	320
Few Times per Year + Moviegoers	4%	(34)	96%	(886)	920
Heard Smile Campaign	5%	(28)	95%	(523)	551
Heard Minion Campaign	5%	(28)	95%	(512)	540
Listens to Podcasts	3%	(39)	97%	(1092)	1132
Streaming Services User	2%	(43)	98%	(1730)	1773
Netflix User	2%	(36)	98%	(1438)	1474
Disney+ User	3%	(34)	97%	(950)	984
Heterosexual or straight	2%	(39)	98%	(1931)	1971
Gay	—	(0)	100%	(68)	68
Bisexual	3%	(2)	97%	(86)	88
Yes	3%	(2)	97%	(68)	70
No	2%	(42)	98%	(2098)	2140

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

Table MCFE22_19NET: *Where do you get your news about sports? Please select all that apply.If you don't look for sports news, select 'I don't look for sports news anywhere.'*
Other (please specify)

Demographic	Selected		Not Selected		Total N
Adults	4%	(88)	96%	(2122)	2210
Gender: Male	4%	(46)	96%	(1021)	1068
Gender: Female	4%	(41)	96%	(1101)	1142
Age: 18-34	2%	(10)	98%	(632)	642
Age: 35-44	2%	(6)	98%	(359)	365
Age: 45-64	4%	(29)	96%	(684)	714
Age: 65+	9%	(42)	91%	(447)	489
GenZers: 1997-2012	2%	(5)	98%	(251)	256
Millennials: 1981-1996	1%	(9)	99%	(643)	653
GenXers: 1965-1980	3%	(15)	97%	(540)	555
Baby Boomers: 1946-1964	8%	(55)	92%	(619)	673
PID: Dem (no lean)	3%	(22)	97%	(838)	860
PID: Ind (no lean)	6%	(39)	94%	(635)	674
PID: Rep (no lean)	4%	(27)	96%	(649)	676
PID/Gender: Dem Men	2%	(9)	98%	(385)	394
PID/Gender: Dem Women	3%	(13)	97%	(453)	465
PID/Gender: Ind Men	6%	(20)	94%	(326)	345
PID/Gender: Ind Women	6%	(20)	94%	(310)	329
PID/Gender: Rep Men	5%	(18)	95%	(310)	328
PID/Gender: Rep Women	3%	(9)	97%	(339)	348
Ideo: Liberal (1-3)	4%	(25)	96%	(631)	656
Ideo: Moderate (4)	2%	(19)	98%	(732)	751
Ideo: Conservative (5-7)	6%	(38)	94%	(628)	666
Educ: < College	3%	(46)	97%	(1391)	1437
Educ: Bachelors degree	4%	(18)	96%	(473)	491
Educ: Post-grad	8%	(24)	92%	(258)	282
Income: Under 50k	3%	(38)	97%	(1233)	1271
Income: 50k-100k	5%	(32)	95%	(625)	656
Income: 100k+	6%	(18)	94%	(265)	283
Ethnicity: White	5%	(79)	95%	(1631)	1711
Ethnicity: Hispanic	2%	(8)	98%	(366)	374

Table MCFE22_19NET: *Where do you get your news about sports? Please select all that apply.If you don't look for sports news, select 'I don't look for sports news anywhere.'*
Other (please specify)

Demographic	Selected		Not Selected		Total N
Adults	4%	(88)	96%	(2122)	2210
Ethnicity: Black	2%	(5)	98%	(277)	282
Ethnicity: Other	1%	(3)	99%	(214)	217
All Christian	5%	(52)	95%	(977)	1029
All Non-Christian	6%	(7)	94%	(122)	129
Atheist	1%	(1)	99%	(99)	99
Agnostic/Nothing in particular	3%	(17)	97%	(571)	587
Something Else	3%	(11)	97%	(354)	365
Religious Non-Protestant/Catholic	5%	(7)	95%	(147)	154
Evangelical	4%	(21)	96%	(537)	558
Non-Evangelical	5%	(42)	95%	(750)	792
Community: Urban	2%	(15)	98%	(623)	638
Community: Suburban	6%	(57)	94%	(958)	1014
Community: Rural	3%	(16)	97%	(542)	558
Employ: Private Sector	2%	(15)	98%	(639)	654
Employ: Government	2%	(2)	98%	(134)	136
Employ: Self-Employed	5%	(9)	95%	(158)	166
Employ: Homemaker	3%	(5)	97%	(185)	190
Employ: Student	4%	(2)	96%	(60)	62
Employ: Retired	7%	(40)	93%	(523)	563
Employ: Unemployed	2%	(5)	98%	(296)	301
Employ: Other	6%	(9)	94%	(128)	137
Military HH: Yes	4%	(12)	96%	(271)	283
Military HH: No	4%	(75)	96%	(1852)	1927
RD/WT: Right Direction	2%	(16)	98%	(651)	666
RD/WT: Wrong Track	5%	(72)	95%	(1472)	1544
Biden Job Approve	4%	(35)	96%	(935)	970
Biden Job Disapprove	4%	(50)	96%	(1094)	1144

Table MCFE22_19NET: *Where do you get your news about sports? Please select all that apply.If you don't look for sports news, select 'I don't look for sports news anywhere.'*
Other (please specify)

Demographic	Selected		Not Selected		Total N
Adults	4%	(88)	96%	(2122)	2210
Biden Job Strongly Approve	4%	(16)	96%	(417)	433
Biden Job Somewhat Approve	4%	(19)	96%	(518)	537
Biden Job Somewhat Disapprove	4%	(14)	96%	(325)	339
Biden Job Strongly Disapprove	5%	(36)	95%	(769)	805
Favorable of Biden	4%	(35)	96%	(934)	969
Unfavorable of Biden	5%	(52)	95%	(1082)	1134
Very Favorable of Biden	4%	(19)	96%	(463)	482
Somewhat Favorable of Biden	3%	(16)	97%	(471)	487
Somewhat Unfavorable of Biden	5%	(14)	95%	(285)	299
Very Unfavorable of Biden	5%	(38)	95%	(797)	835
#1 Issue: Economy	4%	(33)	96%	(880)	913
#1 Issue: Security	5%	(13)	95%	(229)	243
#1 Issue: Health Care	2%	(4)	98%	(167)	170
#1 Issue: Medicare / Social Security	6%	(16)	94%	(250)	266
#1 Issue: Women's Issues	3%	(8)	97%	(303)	311
#1 Issue: Education	4%	(3)	96%	(56)	59
#1 Issue: Energy	1%	(2)	99%	(132)	134
#1 Issue: Other	8%	(9)	92%	(106)	115
2020 Vote: Joe Biden	3%	(33)	97%	(912)	945
2020 Vote: Donald Trump	4%	(31)	96%	(709)	740
2020 Vote: Other	9%	(6)	91%	(61)	67
2020 Vote: Didn't Vote	4%	(17)	96%	(441)	459
2018 House Vote: Democrat	5%	(35)	95%	(720)	755
2018 House Vote: Republican	4%	(24)	96%	(565)	589
2018 House Vote: Someone else	3%	(1)	97%	(48)	50
2016 Vote: Hillary Clinton	4%	(30)	96%	(665)	695
2016 Vote: Donald Trump	4%	(28)	96%	(628)	656
2016 Vote: Other	7%	(6)	93%	(80)	86
2016 Vote: Didn't Vote	3%	(23)	97%	(742)	765

Table MCFE22_19NET: *Where do you get your news about sports? Please select all that apply.If you don't look for sports news, select 'I don't look for sports news anywhere.'*
Other (please specify)

Demographic	Selected		Not Selected		Total N
Adults	4%	(88)	96%	(2122)	2210
Voted in 2014: Yes	5%	(61)	95%	(1165)	1227
Voted in 2014: No	3%	(26)	97%	(957)	983
4-Region: Northeast	4%	(17)	96%	(365)	383
4-Region: Midwest	5%	(24)	95%	(432)	456
4-Region: South	5%	(39)	95%	(805)	844
4-Region: West	1%	(7)	99%	(520)	527
TikTok Users	2%	(15)	98%	(777)	793
Twitch Users	1%	(3)	99%	(212)	216
2022 Sports Viewers/Attendees	5%	(72)	95%	(1403)	1475
Monthly Moviegoers	2%	(6)	98%	(314)	320
Few Times per Year + Moviegoers	3%	(24)	97%	(896)	920
Heard Smile Campaign	1%	(8)	99%	(543)	551
Heard Minion Campaign	2%	(9)	98%	(531)	540
Listens to Podcasts	4%	(42)	96%	(1090)	1132
Streaming Services User	4%	(68)	96%	(1705)	1773
Netflix User	3%	(43)	97%	(1431)	1474
Disney+ User	3%	(27)	97%	(958)	984
Heterosexual or straight	4%	(84)	96%	(1887)	1971
Gay	—	(0)	100%	(68)	68
Bisexual	2%	(2)	98%	(86)	88
Yes	3%	(2)	97%	(69)	70
No	4%	(86)	96%	(2054)	2140

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

Table MCFE22_20NET: *Where do you get your news about sports? Please select all that apply.If you don't look for sports news, select 'I don't look for sports news anywhere.'*

I don't look for sports news anywhere

Demographic	Selected		Not Selected		Total N
Adults	36%	(792)	64%	(1418)	2210
Gender: Male	25%	(266)	75%	(802)	1068
Gender: Female	46%	(526)	54%	(617)	1142
Age: 18-34	30%	(191)	70%	(451)	642
Age: 35-44	30%	(111)	70%	(254)	365
Age: 45-64	40%	(286)	60%	(428)	714
Age: 65+	42%	(204)	58%	(285)	489
GenZers: 1997-2012	28%	(73)	72%	(184)	256
Millennials: 1981-1996	30%	(195)	70%	(458)	653
GenXers: 1965-1980	40%	(220)	60%	(336)	555
Baby Boomers: 1946-1964	41%	(274)	59%	(399)	673
PID: Dem (no lean)	34%	(292)	66%	(567)	860
PID: Ind (no lean)	39%	(266)	61%	(408)	674
PID: Rep (no lean)	35%	(234)	65%	(442)	676
PID/Gender: Dem Men	22%	(86)	78%	(308)	394
PID/Gender: Dem Women	44%	(206)	56%	(259)	465
PID/Gender: Ind Men	29%	(99)	71%	(247)	345
PID/Gender: Ind Women	51%	(167)	49%	(162)	329
PID/Gender: Rep Men	25%	(82)	75%	(247)	328
PID/Gender: Rep Women	44%	(152)	56%	(196)	348
Ideo: Liberal (1-3)	33%	(220)	67%	(436)	656
Ideo: Moderate (4)	35%	(266)	65%	(485)	751
Ideo: Conservative (5-7)	34%	(226)	66%	(440)	666
Educ: < College	39%	(562)	61%	(875)	1437
Educ: Bachelors degree	30%	(146)	70%	(345)	491
Educ: Post-grad	30%	(84)	70%	(199)	282
Income: Under 50k	41%	(515)	59%	(756)	1271
Income: 50k-100k	31%	(204)	69%	(452)	656
Income: 100k+	26%	(72)	74%	(210)	283
Ethnicity: White	38%	(647)	62%	(1064)	1711
Ethnicity: Hispanic	27%	(102)	73%	(272)	374

Table MCFE22_20NET: *Where do you get your news about sports? Please select all that apply.If you don't look for sports news, select 'I don't look for sports news anywhere.'*

I don't look for sports news anywhere

Demographic	Selected		Not Selected		Total N
Adults	36%	(792)	64%	(1418)	2210
Ethnicity: Black	23%	(66)	77%	(216)	282
Ethnicity: Other	36%	(79)	64%	(138)	217
All Christian	33%	(341)	67%	(688)	1029
All Non-Christian	35%	(45)	65%	(83)	129
Atheist	40%	(40)	60%	(59)	99
Agnostic/Nothing in particular	42%	(246)	58%	(341)	587
Something Else	32%	(118)	68%	(247)	365
Religious Non-Protestant/Catholic	37%	(57)	63%	(96)	154
Evangelical	32%	(178)	68%	(380)	558
Non-Evangelical	33%	(264)	67%	(528)	792
Community: Urban	33%	(209)	67%	(428)	638
Community: Suburban	32%	(327)	68%	(688)	1014
Community: Rural	46%	(256)	54%	(302)	558
Employ: Private Sector	28%	(185)	72%	(469)	654
Employ: Government	27%	(36)	73%	(100)	136
Employ: Self-Employed	23%	(38)	77%	(128)	166
Employ: Homemaker	44%	(84)	56%	(106)	190
Employ: Student	30%	(19)	70%	(44)	62
Employ: Retired	43%	(239)	57%	(323)	563
Employ: Unemployed	48%	(145)	52%	(156)	301
Employ: Other	33%	(45)	67%	(92)	137
Military HH: Yes	37%	(106)	63%	(177)	283
Military HH: No	36%	(686)	64%	(1241)	1927
RD/WT: Right Direction	32%	(214)	68%	(452)	666
RD/WT: Wrong Track	37%	(577)	63%	(966)	1544
Biden Job Approve	32%	(310)	68%	(660)	970
Biden Job Disapprove	37%	(428)	63%	(716)	1144

Table MCFE22_20NET: *Where do you get your news about sports? Please select all that apply.If you don't look for sports news, select 'I don't look for sports news anywhere.'*

I don't look for sports news anywhere

Demographic	Selected		Not Selected		Total N
Adults	36%	(792)	64%	(1418)	2210
Biden Job Strongly Approve	29%	(126)	71%	(307)	433
Biden Job Somewhat Approve	34%	(185)	66%	(353)	537
Biden Job Somewhat Disapprove	34%	(115)	66%	(224)	339
Biden Job Strongly Disapprove	39%	(313)	61%	(492)	805
Favorable of Biden	33%	(315)	67%	(654)	969
Unfavorable of Biden	37%	(425)	63%	(709)	1134
Very Favorable of Biden	31%	(150)	69%	(332)	482
Somewhat Favorable of Biden	34%	(166)	66%	(321)	487
Somewhat Unfavorable of Biden	36%	(108)	64%	(191)	299
Very Unfavorable of Biden	38%	(316)	62%	(519)	835
#1 Issue: Economy	33%	(300)	67%	(613)	913
#1 Issue: Security	39%	(94)	61%	(149)	243
#1 Issue: Health Care	35%	(60)	65%	(110)	170
#1 Issue: Medicare / Social Security	37%	(99)	63%	(166)	266
#1 Issue: Women's Issues	40%	(124)	60%	(187)	311
#1 Issue: Education	28%	(16)	72%	(43)	59
#1 Issue: Energy	34%	(46)	66%	(88)	134
#1 Issue: Other	45%	(52)	55%	(63)	115
2020 Vote: Joe Biden	31%	(298)	69%	(647)	945
2020 Vote: Donald Trump	34%	(253)	66%	(487)	740
2020 Vote: Other	36%	(24)	64%	(43)	67
2020 Vote: Didn't Vote	47%	(217)	53%	(242)	459
2018 House Vote: Democrat	29%	(220)	71%	(535)	755
2018 House Vote: Republican	34%	(200)	66%	(389)	589
2018 House Vote: Someone else	40%	(20)	60%	(30)	50
2016 Vote: Hillary Clinton	32%	(221)	68%	(473)	695
2016 Vote: Donald Trump	34%	(223)	66%	(433)	656
2016 Vote: Other	40%	(34)	60%	(52)	86
2016 Vote: Didn't Vote	41%	(312)	59%	(453)	765

Continued on next page

Table MCFE22_20NET: *Where do you get your news about sports? Please select all that apply.If you don't look for sports news, select 'I don't look for sports news anywhere.'*

I don't look for sports news anywhere

Demographic	Selected		Not Selected		Total N
Adults	36%	(792)	64%	(1418)	2210
Voted in 2014: Yes	33%	(402)	67%	(825)	1227
Voted in 2014: No	40%	(390)	60%	(594)	983
4-Region: Northeast	38%	(145)	62%	(238)	383
4-Region: Midwest	37%	(168)	63%	(288)	456
4-Region: South	35%	(295)	65%	(550)	844
4-Region: West	35%	(184)	65%	(342)	527
TikTok Users	28%	(223)	72%	(570)	793
Twitch Users	16%	(34)	84%	(181)	216
2022 Sports Viewers/Attendees	19%	(274)	81%	(1201)	1475
Monthly Moviegoers	12%	(37)	88%	(283)	320
Few Times per Year + Moviegoers	22%	(205)	78%	(715)	920
Heard Smile Campaign	17%	(92)	83%	(459)	551
Heard Minion Campaign	16%	(87)	84%	(453)	540
Listens to Podcasts	23%	(256)	77%	(876)	1132
Streaming Services User	32%	(573)	68%	(1200)	1773
Netflix User	31%	(463)	69%	(1011)	1474
Disney+ User	26%	(260)	74%	(724)	984
Heterosexual or straight	35%	(685)	65%	(1286)	1971
Gay	43%	(29)	57%	(39)	68
Bisexual	49%	(43)	51%	(45)	88
Yes	34%	(24)	66%	(47)	70
No	36%	(768)	64%	(1372)	2140

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

Table MCFE24_1: *Do you have a favorable or unfavorable opinion of the following people?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
LeBron James

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	23%	(518)	26%	(566)	9%	(193)	14%	(312)	20%	(436)	8%	(185)	2210
Gender: Male	27%	(285)	26%	(278)	10%	(109)	19%	(206)	12%	(128)	6%	(62)	1068
Gender: Female	20%	(233)	25%	(288)	7%	(84)	9%	(106)	27%	(308)	11%	(124)	1142
Age: 18-34	32%	(207)	24%	(156)	8%	(49)	10%	(65)	18%	(113)	8%	(53)	642
Age: 35-44	28%	(101)	25%	(91)	8%	(30)	11%	(38)	20%	(75)	8%	(29)	365
Age: 45-64	19%	(139)	27%	(191)	9%	(64)	15%	(107)	20%	(144)	10%	(69)	714
Age: 65+	15%	(71)	26%	(128)	10%	(49)	21%	(102)	21%	(104)	7%	(35)	489
GenZers: 1997-2012	34%	(88)	23%	(60)	8%	(20)	8%	(21)	16%	(40)	11%	(28)	256
Millennials: 1981-1996	30%	(196)	25%	(161)	9%	(56)	11%	(71)	19%	(124)	7%	(43)	653
GenXers: 1965-1980	22%	(122)	27%	(152)	9%	(48)	12%	(65)	20%	(114)	10%	(55)	555
Baby Boomers: 1946-1964	15%	(101)	26%	(174)	10%	(65)	20%	(138)	21%	(139)	8%	(56)	673
PID: Dem (no lean)	33%	(286)	31%	(263)	7%	(57)	6%	(48)	18%	(151)	6%	(55)	860
PID: Ind (no lean)	17%	(117)	24%	(165)	8%	(52)	14%	(96)	26%	(175)	10%	(69)	674
PID: Rep (no lean)	17%	(115)	20%	(137)	12%	(84)	25%	(168)	16%	(110)	9%	(62)	676
PID/Gender: Dem Men	40%	(156)	32%	(125)	8%	(31)	7%	(29)	10%	(40)	3%	(13)	394
PID/Gender: Dem Women	28%	(130)	30%	(138)	6%	(26)	4%	(18)	24%	(111)	9%	(42)	465
PID/Gender: Ind Men	19%	(67)	28%	(96)	10%	(33)	19%	(66)	16%	(57)	8%	(26)	345
PID/Gender: Ind Women	15%	(50)	21%	(69)	6%	(19)	9%	(30)	36%	(118)	13%	(43)	329
PID/Gender: Rep Men	19%	(63)	17%	(57)	14%	(45)	34%	(110)	9%	(31)	7%	(22)	328
PID/Gender: Rep Women	15%	(53)	23%	(80)	11%	(39)	17%	(58)	23%	(79)	11%	(39)	348
Ideo: Liberal (1-3)	29%	(193)	33%	(216)	8%	(51)	5%	(36)	20%	(128)	5%	(31)	656
Ideo: Moderate (4)	25%	(186)	26%	(194)	8%	(62)	10%	(74)	21%	(161)	10%	(74)	751
Ideo: Conservative (5-7)	17%	(116)	19%	(128)	11%	(77)	29%	(193)	15%	(102)	8%	(51)	666
Educ: < College	25%	(357)	23%	(324)	7%	(103)	14%	(200)	21%	(308)	10%	(146)	1437
Educ: Bachelors degree	22%	(107)	30%	(149)	11%	(55)	14%	(69)	17%	(83)	6%	(29)	491
Educ: Post-grad	19%	(55)	33%	(93)	12%	(35)	15%	(43)	16%	(46)	4%	(11)	282
Income: Under 50k	23%	(292)	25%	(323)	7%	(89)	11%	(140)	23%	(291)	11%	(136)	1271
Income: 50k-100k	24%	(158)	26%	(171)	10%	(65)	19%	(123)	16%	(105)	5%	(34)	656
Income: 100k+	24%	(68)	25%	(72)	14%	(39)	17%	(49)	14%	(40)	6%	(16)	283
Ethnicity: White	19%	(321)	26%	(442)	10%	(166)	16%	(266)	21%	(367)	9%	(147)	1711

Table MCFE24_1: *Do you have a favorable or unfavorable opinion of the following people?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
LeBron James

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	23%	(518)	26%	(566)	9%	(193)	14%	(312)	20%	(436)	8%	(185)	2210
Ethnicity: Hispanic	31%	(114)	32%	(120)	6%	(21)	10%	(36)	14%	(51)	9%	(32)	374
Ethnicity: Black	50%	(141)	22%	(63)	6%	(18)	7%	(19)	11%	(32)	4%	(11)	282
Ethnicity: Other	26%	(56)	28%	(61)	4%	(9)	12%	(27)	17%	(37)	13%	(27)	217
All Christian	22%	(223)	27%	(273)	10%	(100)	18%	(187)	17%	(171)	7%	(75)	1029
All Non-Christian	25%	(32)	28%	(36)	10%	(13)	7%	(9)	19%	(24)	11%	(14)	129
Atheist	32%	(32)	30%	(30)	4%	(4)	14%	(14)	14%	(14)	6%	(5)	99
Agnostic/Nothing in particular	23%	(136)	22%	(131)	8%	(49)	10%	(60)	27%	(161)	9%	(52)	587
Something Else	26%	(96)	26%	(96)	7%	(27)	12%	(42)	18%	(65)	11%	(39)	365
Religious Non-Protestant/Catholic	21%	(33)	30%	(47)	12%	(18)	8%	(12)	16%	(25)	12%	(19)	154
Evangelical	27%	(150)	24%	(132)	8%	(46)	17%	(95)	16%	(88)	9%	(48)	558
Non-Evangelical	21%	(164)	28%	(219)	9%	(72)	16%	(130)	19%	(148)	7%	(58)	792
Community: Urban	33%	(208)	26%	(164)	7%	(44)	12%	(74)	16%	(100)	7%	(47)	638
Community: Suburban	20%	(202)	27%	(271)	11%	(108)	16%	(158)	20%	(200)	7%	(75)	1014
Community: Rural	19%	(108)	23%	(131)	7%	(41)	14%	(79)	24%	(135)	11%	(64)	558
Employ: Private Sector	27%	(179)	28%	(184)	9%	(60)	12%	(80)	17%	(110)	6%	(41)	654
Employ: Government	38%	(51)	25%	(34)	9%	(12)	11%	(15)	12%	(16)	6%	(8)	136
Employ: Self-Employed	32%	(52)	25%	(42)	10%	(16)	15%	(24)	15%	(24)	4%	(7)	166
Employ: Homemaker	16%	(30)	28%	(53)	4%	(8)	13%	(25)	26%	(50)	13%	(24)	190
Employ: Student	30%	(19)	31%	(19)	10%	(6)	6%	(4)	14%	(9)	9%	(5)	62
Employ: Retired	14%	(77)	25%	(141)	11%	(60)	21%	(118)	21%	(118)	9%	(49)	563
Employ: Unemployed	24%	(72)	22%	(66)	5%	(16)	11%	(33)	24%	(72)	14%	(42)	301
Employ: Other	28%	(39)	20%	(27)	10%	(14)	9%	(13)	27%	(37)	6%	(8)	137
Military HH: Yes	25%	(69)	24%	(69)	9%	(24)	23%	(64)	16%	(44)	4%	(13)	283
Military HH: No	23%	(449)	26%	(497)	9%	(169)	13%	(248)	20%	(392)	9%	(173)	1927
RD/WT: Right Direction	33%	(217)	30%	(202)	5%	(37)	6%	(39)	18%	(122)	8%	(50)	666
RD/WT: Wrong Track	20%	(302)	24%	(364)	10%	(156)	18%	(272)	20%	(314)	9%	(135)	1544
Biden Job Approve	31%	(301)	32%	(310)	7%	(67)	5%	(51)	18%	(174)	7%	(66)	970
Biden Job Disapprove	18%	(205)	21%	(239)	11%	(122)	22%	(255)	20%	(230)	8%	(94)	1144

Table MCFE24_1: *Do you have a favorable or unfavorable opinion of the following people?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
LeBron James

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	23%	(518)	26%	(566)	9%	(193)	14%	(312)	20%	(436)	8%	(185)	2210
Biden Job Strongly Approve	39%	(167)	28%	(121)	5%	(22)	5%	(24)	16%	(71)	6%	(28)	433
Biden Job Somewhat Approve	25%	(134)	35%	(188)	8%	(45)	5%	(28)	19%	(103)	7%	(39)	537
Biden Job Somewhat Disapprove	25%	(86)	27%	(92)	11%	(38)	7%	(23)	21%	(72)	8%	(28)	339
Biden Job Strongly Disapprove	15%	(119)	18%	(147)	10%	(84)	29%	(231)	20%	(158)	8%	(66)	805
Favorable of Biden	32%	(306)	33%	(316)	6%	(63)	5%	(44)	18%	(179)	6%	(62)	969
Unfavorable of Biden	17%	(197)	21%	(233)	11%	(128)	23%	(259)	19%	(220)	9%	(97)	1134
Very Favorable of Biden	40%	(192)	28%	(134)	4%	(18)	5%	(26)	17%	(84)	6%	(28)	482
Somewhat Favorable of Biden	23%	(114)	37%	(181)	9%	(45)	4%	(18)	19%	(95)	7%	(34)	487
Somewhat Unfavorable of Biden	21%	(64)	28%	(84)	14%	(43)	7%	(20)	20%	(60)	9%	(28)	299
Very Unfavorable of Biden	16%	(133)	18%	(149)	10%	(86)	29%	(239)	19%	(160)	8%	(69)	835
#1 Issue: Economy	24%	(217)	26%	(239)	10%	(91)	16%	(145)	17%	(155)	7%	(65)	913
#1 Issue: Security	17%	(42)	17%	(40)	9%	(22)	29%	(71)	20%	(48)	8%	(20)	243
#1 Issue: Health Care	23%	(39)	29%	(49)	8%	(14)	6%	(10)	26%	(44)	9%	(15)	170
#1 Issue: Medicare / Social Security	18%	(47)	32%	(85)	6%	(17)	10%	(26)	24%	(63)	10%	(28)	266
#1 Issue: Women's Issues	30%	(94)	24%	(73)	7%	(23)	5%	(15)	22%	(70)	11%	(36)	311
#1 Issue: Education	30%	(17)	33%	(20)	6%	(3)	12%	(7)	11%	(7)	8%	(5)	59
#1 Issue: Energy	27%	(36)	30%	(40)	9%	(11)	11%	(14)	17%	(23)	7%	(10)	134
#1 Issue: Other	22%	(25)	19%	(21)	10%	(11)	20%	(23)	23%	(27)	6%	(7)	115
2020 Vote: Joe Biden	32%	(299)	31%	(294)	8%	(75)	6%	(53)	18%	(166)	6%	(57)	945
2020 Vote: Donald Trump	16%	(120)	19%	(142)	12%	(86)	28%	(208)	16%	(122)	8%	(62)	740
2020 Vote: Other	14%	(9)	24%	(16)	11%	(7)	20%	(13)	23%	(16)	8%	(6)	67
2020 Vote: Didn't Vote	20%	(90)	25%	(113)	5%	(24)	8%	(38)	29%	(133)	13%	(61)	459
2018 House Vote: Democrat	33%	(250)	31%	(238)	8%	(63)	6%	(47)	16%	(117)	5%	(41)	755
2018 House Vote: Republican	16%	(92)	21%	(121)	12%	(70)	29%	(172)	15%	(87)	8%	(47)	589
2018 House Vote: Someone else	21%	(10)	19%	(9)	7%	(4)	18%	(9)	19%	(10)	15%	(8)	50
2016 Vote: Hillary Clinton	33%	(230)	33%	(226)	7%	(46)	6%	(39)	16%	(111)	6%	(43)	695
2016 Vote: Donald Trump	16%	(102)	22%	(144)	12%	(76)	28%	(186)	15%	(99)	7%	(48)	656
2016 Vote: Other	13%	(11)	26%	(22)	15%	(13)	11%	(9)	28%	(24)	6%	(5)	86
2016 Vote: Didn't Vote	22%	(171)	22%	(171)	7%	(56)	10%	(77)	26%	(200)	12%	(89)	765

Table MCFE24_1: *Do you have a favorable or unfavorable opinion of the following people?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
LeBron James

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	23%	(518)	26%	(566)	9%	(193)	14%	(312)	20%	(436)	8%	(185)	2210
Voted in 2014: Yes	24%	(297)	28%	(340)	9%	(114)	16%	(200)	16%	(196)	7%	(81)	1227
Voted in 2014: No	23%	(221)	23%	(226)	8%	(79)	11%	(112)	24%	(240)	11%	(105)	983
4-Region: Northeast	25%	(95)	24%	(91)	8%	(32)	11%	(43)	23%	(89)	8%	(32)	383
4-Region: Midwest	19%	(87)	26%	(119)	8%	(37)	16%	(73)	23%	(106)	7%	(34)	456
4-Region: South	24%	(206)	25%	(211)	9%	(77)	15%	(124)	19%	(158)	8%	(68)	844
4-Region: West	25%	(129)	27%	(144)	9%	(46)	14%	(72)	16%	(83)	10%	(51)	527
TikTok Users	33%	(264)	25%	(201)	8%	(61)	11%	(84)	17%	(138)	6%	(46)	793
Twitch Users	38%	(83)	24%	(52)	10%	(21)	11%	(23)	14%	(30)	4%	(8)	216
2022 Sports Viewers/Attendees	29%	(426)	28%	(414)	11%	(159)	17%	(244)	13%	(186)	3%	(47)	1475
Monthly Moviegoers	44%	(142)	25%	(79)	6%	(21)	11%	(37)	9%	(29)	4%	(13)	320
Few Times per Year + Moviegoers	31%	(289)	27%	(253)	10%	(88)	13%	(122)	13%	(118)	5%	(50)	920
Heard Smile Campaign	38%	(212)	27%	(150)	9%	(50)	9%	(50)	11%	(59)	6%	(31)	551
Heard Minion Campaign	41%	(219)	30%	(159)	8%	(45)	5%	(27)	12%	(65)	5%	(24)	540
Listens to Podcasts	30%	(338)	27%	(301)	9%	(104)	14%	(160)	15%	(169)	5%	(59)	1132
Streaming Services User	26%	(466)	26%	(467)	9%	(162)	14%	(240)	18%	(324)	6%	(115)	1773
Netflix User	28%	(414)	27%	(391)	8%	(121)	13%	(189)	17%	(254)	7%	(106)	1474
Disney+ User	30%	(291)	27%	(268)	9%	(87)	11%	(109)	16%	(158)	7%	(71)	984
Heterosexual or straight	23%	(456)	26%	(512)	9%	(179)	15%	(295)	19%	(372)	8%	(157)	1971
Gay	38%	(26)	27%	(18)	6%	(4)	6%	(4)	20%	(14)	4%	(2)	68
Bisexual	26%	(23)	22%	(20)	4%	(4)	6%	(5)	30%	(27)	12%	(10)	88
Yes	24%	(17)	32%	(23)	10%	(7)	10%	(7)	15%	(11)	9%	(6)	70
No	23%	(502)	25%	(543)	9%	(186)	14%	(304)	20%	(425)	8%	(179)	2140

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

Table MCFE24_2: *Do you have a favorable or unfavorable opinion of the following people?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Lionel Messi

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	12%	(255)	11%	(243)	3%	(59)	2%	(45)	16%	(363)	56%	(1245)	2210
Gender: Male	18%	(188)	14%	(154)	4%	(41)	3%	(31)	19%	(206)	42%	(449)	1068
Gender: Female	6%	(68)	8%	(90)	2%	(18)	1%	(14)	14%	(157)	70%	(796)	1142
Age: 18-34	19%	(121)	13%	(86)	5%	(32)	4%	(26)	15%	(96)	44%	(282)	642
Age: 35-44	15%	(54)	14%	(51)	3%	(10)	2%	(6)	20%	(72)	47%	(173)	365
Age: 45-64	7%	(51)	10%	(73)	1%	(11)	1%	(10)	15%	(108)	65%	(462)	714
Age: 65+	6%	(30)	7%	(34)	1%	(6)	1%	(4)	18%	(88)	67%	(328)	489
GenZers: 1997-2012	22%	(58)	14%	(36)	5%	(14)	6%	(14)	13%	(32)	40%	(103)	256
Millennials: 1981-1996	15%	(96)	14%	(94)	4%	(25)	3%	(16)	18%	(115)	47%	(306)	653
GenXers: 1965-1980	11%	(59)	10%	(56)	2%	(10)	1%	(8)	17%	(93)	59%	(329)	555
Baby Boomers: 1946-1964	5%	(36)	8%	(54)	1%	(10)	1%	(7)	17%	(115)	67%	(452)	673
PID: Dem (no lean)	16%	(135)	13%	(108)	3%	(27)	2%	(19)	15%	(130)	51%	(439)	860
PID: Ind (no lean)	8%	(57)	9%	(58)	2%	(14)	1%	(7)	20%	(137)	60%	(401)	674
PID: Rep (no lean)	9%	(63)	11%	(77)	3%	(17)	3%	(19)	14%	(96)	60%	(405)	676
PID/Gender: Dem Men	24%	(94)	16%	(64)	5%	(18)	4%	(14)	17%	(69)	34%	(134)	394
PID/Gender: Dem Women	9%	(41)	9%	(44)	2%	(9)	1%	(5)	13%	(61)	65%	(305)	465
PID/Gender: Ind Men	13%	(44)	13%	(45)	3%	(11)	2%	(6)	23%	(80)	46%	(160)	345
PID/Gender: Ind Women	4%	(13)	4%	(13)	1%	(3)	—	(1)	17%	(57)	73%	(241)	329
PID/Gender: Rep Men	15%	(49)	14%	(44)	4%	(12)	3%	(11)	17%	(57)	47%	(154)	328
PID/Gender: Rep Women	4%	(13)	9%	(32)	2%	(5)	2%	(8)	11%	(38)	72%	(250)	348
Ideo: Liberal (1-3)	16%	(106)	13%	(84)	3%	(21)	3%	(18)	17%	(110)	48%	(317)	656
Ideo: Moderate (4)	10%	(76)	12%	(94)	3%	(20)	2%	(12)	17%	(130)	56%	(419)	751
Ideo: Conservative (5-7)	9%	(63)	10%	(64)	3%	(17)	2%	(15)	14%	(96)	62%	(411)	666
Educ: < College	9%	(133)	9%	(133)	3%	(38)	2%	(30)	15%	(221)	61%	(883)	1437
Educ: Bachelors degree	15%	(72)	15%	(73)	3%	(16)	2%	(12)	20%	(98)	45%	(219)	491
Educ: Post-grad	18%	(50)	13%	(37)	2%	(5)	1%	(4)	16%	(44)	51%	(143)	282
Income: Under 50k	9%	(115)	9%	(118)	3%	(35)	2%	(25)	16%	(205)	61%	(774)	1271
Income: 50k-100k	14%	(91)	12%	(78)	3%	(19)	2%	(14)	15%	(99)	54%	(356)	656
Income: 100k+	17%	(49)	17%	(48)	2%	(5)	2%	(7)	21%	(59)	41%	(115)	283
Ethnicity: White	10%	(164)	10%	(171)	2%	(38)	2%	(29)	17%	(292)	59%	(1017)	1711

Table MCFE24_2: *Do you have a favorable or unfavorable opinion of the following people?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Lionel Messi

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	12%	(255)	11%	(243)	3%	(59)	2%	(45)	16%	(363)	56%	(1245)	2210
Ethnicity: Hispanic	24%	(92)	12%	(45)	3%	(12)	2%	(9)	15%	(57)	43%	(159)	374
Ethnicity: Black	19%	(54)	11%	(30)	4%	(11)	4%	(13)	15%	(41)	47%	(133)	282
Ethnicity: Other	17%	(37)	19%	(42)	4%	(9)	2%	(4)	14%	(29)	44%	(95)	217
All Christian	11%	(118)	13%	(134)	1%	(15)	2%	(19)	16%	(161)	57%	(581)	1029
All Non-Christian	19%	(25)	13%	(17)	2%	(3)	4%	(5)	12%	(16)	49%	(63)	129
Atheist	15%	(15)	12%	(12)	5%	(5)	5%	(5)	16%	(16)	47%	(47)	99
Agnostic/Nothing in particular	9%	(56)	7%	(43)	4%	(23)	1%	(7)	21%	(124)	57%	(335)	587
Something Else	11%	(41)	10%	(38)	3%	(13)	3%	(9)	13%	(46)	60%	(219)	365
Religious Non-Protestant/Catholic	16%	(25)	14%	(21)	2%	(3)	4%	(7)	12%	(18)	52%	(80)	154
Evangelical	13%	(73)	11%	(63)	3%	(17)	2%	(13)	11%	(60)	59%	(331)	558
Non-Evangelical	10%	(82)	12%	(98)	1%	(11)	2%	(14)	18%	(145)	56%	(443)	792
Community: Urban	17%	(110)	14%	(87)	2%	(15)	3%	(19)	16%	(101)	48%	(305)	638
Community: Suburban	11%	(109)	11%	(115)	3%	(26)	2%	(16)	19%	(193)	55%	(556)	1014
Community: Rural	6%	(36)	7%	(41)	3%	(18)	2%	(11)	12%	(69)	69%	(383)	558
Employ: Private Sector	15%	(96)	17%	(113)	4%	(25)	3%	(23)	17%	(108)	44%	(290)	654
Employ: Government	20%	(27)	13%	(17)	1%	(2)	4%	(5)	20%	(27)	43%	(59)	136
Employ: Self-Employed	18%	(30)	12%	(21)	4%	(7)	3%	(5)	13%	(22)	50%	(82)	166
Employ: Homemaker	3%	(5)	4%	(8)	3%	(5)	1%	(2)	14%	(26)	75%	(143)	190
Employ: Student	23%	(15)	15%	(9)	7%	(4)	1%	(1)	17%	(10)	37%	(23)	62
Employ: Retired	7%	(38)	8%	(43)	1%	(4)	1%	(4)	16%	(90)	68%	(383)	563
Employ: Unemployed	8%	(25)	6%	(17)	3%	(8)	1%	(4)	21%	(64)	61%	(184)	301
Employ: Other	14%	(19)	10%	(14)	2%	(3)	3%	(3)	11%	(15)	60%	(82)	137
Military HH: Yes	10%	(27)	8%	(24)	2%	(7)	1%	(4)	16%	(45)	62%	(177)	283
Military HH: No	12%	(228)	11%	(219)	3%	(52)	2%	(42)	17%	(318)	55%	(1068)	1927
RD/WT: Right Direction	18%	(119)	14%	(90)	3%	(23)	2%	(17)	15%	(97)	48%	(320)	666
RD/WT: Wrong Track	9%	(137)	10%	(153)	2%	(35)	2%	(29)	17%	(266)	60%	(925)	1544
Biden Job Approve	16%	(152)	13%	(127)	4%	(35)	2%	(18)	15%	(148)	51%	(490)	970
Biden Job Disapprove	8%	(92)	10%	(115)	2%	(24)	2%	(26)	18%	(202)	60%	(686)	1144

Continued on next page

Table MCFE24_2: *Do you have a favorable or unfavorable opinion of the following people?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Lionel Messi

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	12%	(255)	11%	(243)	3%	(59)	2%	(45)	16%	(363)	56%	(1245)	2210
Biden Job Strongly Approve	20%	(87)	13%	(58)	3%	(14)	1%	(6)	13%	(55)	49%	(212)	433
Biden Job Somewhat Approve	12%	(65)	13%	(69)	4%	(21)	2%	(12)	17%	(92)	52%	(278)	537
Biden Job Somewhat Disapprove	9%	(32)	14%	(49)	3%	(9)	2%	(7)	19%	(66)	52%	(176)	339
Biden Job Strongly Disapprove	7%	(60)	8%	(66)	2%	(15)	2%	(19)	17%	(136)	63%	(510)	805
Favorable of Biden	15%	(146)	13%	(124)	3%	(26)	2%	(16)	15%	(146)	53%	(511)	969
Unfavorable of Biden	9%	(101)	10%	(114)	3%	(32)	2%	(26)	17%	(194)	59%	(668)	1134
Very Favorable of Biden	21%	(100)	12%	(57)	2%	(12)	2%	(7)	13%	(64)	50%	(242)	482
Somewhat Favorable of Biden	9%	(46)	14%	(66)	3%	(15)	2%	(9)	17%	(83)	55%	(269)	487
Somewhat Unfavorable of Biden	13%	(38)	14%	(42)	3%	(10)	2%	(5)	15%	(44)	53%	(159)	299
Very Unfavorable of Biden	8%	(63)	9%	(71)	3%	(23)	2%	(20)	18%	(149)	61%	(509)	835
#1 Issue: Economy	12%	(107)	13%	(117)	2%	(23)	3%	(23)	16%	(146)	54%	(497)	913
#1 Issue: Security	7%	(17)	10%	(25)	3%	(8)	3%	(8)	14%	(34)	62%	(150)	243
#1 Issue: Health Care	18%	(31)	10%	(16)	3%	(6)	—	(0)	17%	(29)	52%	(88)	170
#1 Issue: Medicare / Social Security	6%	(16)	12%	(32)	1%	(3)	1%	(2)	15%	(39)	65%	(174)	266
#1 Issue: Women's Issues	12%	(36)	9%	(28)	3%	(10)	1%	(3)	19%	(59)	56%	(175)	311
#1 Issue: Education	18%	(10)	14%	(8)	8%	(4)	9%	(5)	13%	(8)	39%	(23)	59
#1 Issue: Energy	21%	(28)	10%	(14)	3%	(3)	1%	(2)	16%	(22)	48%	(65)	134
#1 Issue: Other	9%	(10)	2%	(2)	1%	(1)	2%	(2)	23%	(26)	64%	(73)	115
2020 Vote: Joe Biden	16%	(152)	13%	(126)	3%	(25)	2%	(17)	17%	(161)	49%	(464)	945
2020 Vote: Donald Trump	9%	(65)	10%	(75)	2%	(17)	2%	(18)	16%	(118)	60%	(447)	740
2020 Vote: Other	11%	(8)	8%	(6)	5%	(3)	2%	(1)	12%	(8)	62%	(42)	67
2020 Vote: Didn't Vote	7%	(31)	8%	(36)	3%	(13)	2%	(9)	17%	(77)	64%	(292)	459
2018 House Vote: Democrat	18%	(133)	13%	(99)	3%	(25)	2%	(15)	16%	(124)	48%	(360)	755
2018 House Vote: Republican	9%	(51)	9%	(53)	2%	(14)	2%	(12)	18%	(103)	60%	(355)	589
2018 House Vote: Someone else	7%	(3)	16%	(8)	1%	(1)	—	(0)	6%	(3)	71%	(35)	50
2016 Vote: Hillary Clinton	17%	(117)	11%	(75)	3%	(22)	2%	(16)	16%	(114)	50%	(350)	695
2016 Vote: Donald Trump	9%	(56)	12%	(78)	2%	(14)	2%	(10)	16%	(102)	60%	(395)	656
2016 Vote: Other	9%	(7)	9%	(7)	1%	(1)	1%	(1)	16%	(13)	65%	(56)	86
2016 Vote: Didn't Vote	10%	(73)	11%	(81)	3%	(22)	2%	(17)	17%	(131)	58%	(441)	765

Table MCFE24_2: *Do you have a favorable or unfavorable opinion of the following people?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Lionel Messi

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	12%	(255)	11%	(243)	3%	(59)	2%	(45)	16%	(363)	56%	(1245)	2210
Voted in 2014: Yes	13%	(159)	10%	(127)	2%	(25)	2%	(20)	16%	(197)	57%	(698)	1227
Voted in 2014: No	10%	(96)	12%	(117)	3%	(33)	3%	(25)	17%	(166)	56%	(547)	983
4-Region: Northeast	12%	(47)	13%	(49)	2%	(7)	2%	(9)	17%	(66)	54%	(205)	383
4-Region: Midwest	7%	(33)	9%	(40)	3%	(16)	2%	(10)	17%	(78)	61%	(280)	456
4-Region: South	11%	(90)	11%	(91)	3%	(22)	2%	(20)	16%	(133)	58%	(490)	844
4-Region: West	16%	(86)	12%	(64)	3%	(14)	1%	(6)	16%	(86)	51%	(271)	527
TikTok Users	17%	(132)	12%	(95)	4%	(31)	3%	(22)	14%	(110)	51%	(402)	793
Twitch Users	23%	(49)	20%	(44)	6%	(13)	4%	(8)	16%	(35)	31%	(66)	216
2022 Sports Viewers/Attendees	15%	(222)	14%	(206)	3%	(50)	2%	(34)	17%	(255)	48%	(707)	1475
Monthly Moviegoers	26%	(85)	20%	(65)	4%	(13)	4%	(13)	15%	(49)	30%	(95)	320
Few Times per Year + Moviegoers	18%	(170)	16%	(152)	4%	(38)	3%	(28)	16%	(144)	42%	(389)	920
Heard Smile Campaign	22%	(119)	19%	(104)	6%	(35)	4%	(23)	13%	(74)	35%	(195)	551
Heard Minion Campaign	24%	(131)	19%	(101)	5%	(27)	4%	(20)	15%	(80)	34%	(181)	540
Listens to Podcasts	16%	(183)	15%	(173)	4%	(45)	3%	(32)	18%	(200)	44%	(498)	1132
Streaming Services User	13%	(233)	12%	(218)	3%	(55)	2%	(40)	17%	(293)	53%	(934)	1773
Netflix User	15%	(217)	13%	(196)	3%	(47)	2%	(37)	16%	(242)	50%	(736)	1474
Disney+ User	15%	(144)	14%	(142)	4%	(39)	3%	(28)	17%	(169)	47%	(462)	984
Heterosexual or straight	12%	(241)	11%	(222)	2%	(49)	2%	(44)	15%	(300)	57%	(1115)	1971
Gay	4%	(3)	8%	(6)	7%	(5)	1%	(1)	35%	(24)	45%	(30)	68
Bisexual	8%	(7)	10%	(9)	1%	(1)	—	(0)	22%	(20)	59%	(52)	88
Yes	17%	(12)	4%	(3)	3%	(2)	2%	(1)	22%	(15)	52%	(36)	70
No	11%	(243)	11%	(240)	3%	(57)	2%	(44)	16%	(348)	56%	(1209)	2140

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

Table MCFE24_3: *Do you have a favorable or unfavorable opinion of the following people? If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Cristiano Ronaldo

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	13%	(278)	14%	(317)	4%	(88)	3%	(59)	19%	(421)	47%	(1048)	2210
Gender: Male	18%	(189)	18%	(196)	6%	(59)	3%	(36)	19%	(204)	36%	(383)	1068
Gender: Female	8%	(89)	11%	(120)	3%	(29)	2%	(22)	19%	(217)	58%	(665)	1142
Age: 18-34	20%	(126)	17%	(108)	6%	(42)	5%	(35)	18%	(116)	33%	(214)	642
Age: 35-44	14%	(51)	20%	(72)	5%	(19)	2%	(6)	21%	(78)	38%	(139)	365
Age: 45-64	10%	(74)	13%	(91)	2%	(12)	1%	(9)	19%	(135)	55%	(392)	714
Age: 65+	5%	(25)	9%	(45)	3%	(15)	2%	(9)	19%	(92)	62%	(303)	489
GenZers: 1997-2012	24%	(62)	16%	(41)	8%	(21)	6%	(15)	14%	(36)	32%	(82)	256
Millennials: 1981-1996	15%	(99)	19%	(126)	5%	(33)	4%	(23)	21%	(136)	36%	(236)	653
GenXers: 1965-1980	12%	(68)	13%	(74)	3%	(15)	1%	(6)	22%	(121)	49%	(272)	555
Baby Boomers: 1946-1964	6%	(43)	11%	(73)	3%	(17)	2%	(14)	19%	(125)	60%	(401)	673
PID: Dem (no lean)	16%	(140)	18%	(153)	4%	(38)	3%	(28)	18%	(157)	40%	(343)	860
PID: Ind (no lean)	10%	(67)	11%	(75)	3%	(18)	2%	(13)	23%	(153)	52%	(348)	674
PID: Rep (no lean)	10%	(71)	13%	(88)	5%	(31)	3%	(18)	16%	(111)	53%	(357)	676
PID/Gender: Dem Men	24%	(93)	23%	(90)	6%	(25)	5%	(19)	17%	(66)	26%	(102)	394
PID/Gender: Dem Women	10%	(47)	14%	(63)	3%	(13)	2%	(9)	20%	(92)	52%	(241)	465
PID/Gender: Ind Men	14%	(47)	15%	(52)	4%	(15)	2%	(8)	23%	(81)	41%	(143)	345
PID/Gender: Ind Women	6%	(20)	7%	(24)	1%	(4)	2%	(5)	22%	(72)	62%	(204)	329
PID/Gender: Rep Men	15%	(49)	17%	(55)	6%	(20)	3%	(9)	18%	(58)	42%	(137)	328
PID/Gender: Rep Women	6%	(22)	10%	(34)	3%	(12)	2%	(8)	15%	(53)	63%	(219)	348
Ideo: Liberal (1-3)	15%	(97)	18%	(116)	5%	(33)	4%	(29)	19%	(127)	39%	(254)	656
Ideo: Moderate (4)	13%	(94)	15%	(109)	4%	(28)	2%	(14)	21%	(159)	46%	(347)	751
Ideo: Conservative (5-7)	11%	(73)	13%	(87)	4%	(25)	2%	(15)	16%	(110)	54%	(357)	666
Educ: < College	12%	(166)	11%	(159)	3%	(48)	3%	(37)	19%	(268)	53%	(760)	1437
Educ: Bachelors degree	14%	(68)	21%	(102)	5%	(26)	3%	(16)	22%	(108)	35%	(171)	491
Educ: Post-grad	16%	(44)	20%	(56)	5%	(14)	2%	(6)	16%	(45)	41%	(117)	282
Income: Under 50k	11%	(139)	12%	(155)	3%	(42)	2%	(25)	19%	(246)	52%	(663)	1271
Income: 50k-100k	15%	(96)	15%	(100)	4%	(28)	4%	(23)	18%	(121)	44%	(287)	656
Income: 100k+	15%	(42)	22%	(61)	6%	(17)	3%	(10)	19%	(54)	35%	(98)	283
Ethnicity: White	10%	(179)	14%	(240)	3%	(58)	2%	(38)	19%	(325)	51%	(872)	1711

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Table MCFE24_3: *Do you have a favorable or unfavorable opinion of the following people?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Cristiano Ronaldo

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	13%	(278)	14%	(317)	4%	(88)	3%	(59)	19%	(421)	47%	(1048)	2210
Ethnicity: Hispanic	27%	(99)	18%	(69)	4%	(16)	4%	(14)	18%	(69)	29%	(107)	374
Ethnicity: Black	21%	(58)	12%	(33)	5%	(14)	4%	(11)	19%	(52)	40%	(113)	282
Ethnicity: Other	19%	(41)	20%	(44)	7%	(15)	5%	(10)	20%	(44)	29%	(63)	217
All Christian	13%	(134)	17%	(172)	4%	(37)	2%	(24)	16%	(169)	48%	(493)	1029
All Non-Christian	11%	(14)	24%	(31)	6%	(7)	3%	(5)	21%	(27)	35%	(46)	129
Atheist	18%	(18)	9%	(9)	4%	(4)	10%	(10)	13%	(13)	45%	(45)	99
Agnostic/Nothing in particular	10%	(61)	11%	(65)	3%	(20)	2%	(13)	27%	(158)	46%	(271)	587
Something Else	14%	(50)	11%	(40)	5%	(19)	2%	(7)	15%	(56)	53%	(193)	365
Religious Non-Protestant/Catholic	12%	(18)	23%	(35)	5%	(7)	3%	(5)	20%	(30)	39%	(59)	154
Evangelical	13%	(72)	15%	(82)	4%	(23)	2%	(11)	12%	(69)	54%	(300)	558
Non-Evangelical	13%	(105)	15%	(120)	4%	(33)	3%	(20)	19%	(150)	46%	(365)	792
Community: Urban	19%	(118)	18%	(114)	4%	(28)	4%	(26)	15%	(98)	40%	(253)	638
Community: Suburban	12%	(118)	14%	(144)	4%	(41)	2%	(22)	23%	(238)	44%	(451)	1014
Community: Rural	7%	(41)	10%	(58)	3%	(19)	2%	(11)	15%	(85)	62%	(344)	558
Employ: Private Sector	18%	(119)	20%	(129)	6%	(38)	2%	(15)	20%	(131)	34%	(223)	654
Employ: Government	17%	(23)	16%	(21)	4%	(6)	2%	(3)	21%	(29)	40%	(54)	136
Employ: Self-Employed	14%	(23)	20%	(34)	7%	(12)	3%	(5)	14%	(24)	42%	(69)	166
Employ: Homemaker	5%	(10)	7%	(13)	1%	(3)	3%	(5)	24%	(46)	59%	(113)	190
Employ: Student	30%	(18)	15%	(9)	10%	(6)	5%	(3)	14%	(9)	27%	(17)	62
Employ: Retired	7%	(38)	11%	(62)	2%	(14)	2%	(10)	17%	(95)	61%	(345)	563
Employ: Unemployed	10%	(31)	12%	(36)	2%	(6)	4%	(12)	21%	(62)	51%	(154)	301
Employ: Other	11%	(15)	9%	(13)	3%	(4)	5%	(7)	19%	(26)	53%	(73)	137
Military HH: Yes	13%	(36)	12%	(35)	3%	(9)	2%	(7)	17%	(48)	52%	(149)	283
Military HH: No	13%	(242)	15%	(282)	4%	(79)	3%	(52)	19%	(373)	47%	(899)	1927
RD/WT: Right Direction	18%	(123)	18%	(119)	4%	(24)	3%	(21)	18%	(123)	38%	(256)	666
RD/WT: Wrong Track	10%	(155)	13%	(198)	4%	(64)	2%	(37)	19%	(298)	51%	(791)	1544
Biden Job Approve	15%	(150)	18%	(171)	4%	(38)	4%	(36)	19%	(180)	41%	(395)	970
Biden Job Disapprove	10%	(114)	12%	(142)	4%	(49)	2%	(22)	20%	(224)	52%	(593)	1144

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Table MCFE24_3: *Do you have a favorable or unfavorable opinion of the following people? If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Cristiano Ronaldo

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	13%	(278)	14%	(317)	4%	(88)	3%	(59)	19%	(421)	47%	(1048)	2210
Biden Job Strongly Approve	19%	(81)	18%	(76)	4%	(16)	4%	(16)	17%	(75)	39%	(169)	433
Biden Job Somewhat Approve	13%	(69)	18%	(94)	4%	(22)	4%	(21)	19%	(105)	42%	(226)	537
Biden Job Somewhat Disapprove	12%	(42)	16%	(53)	4%	(14)	1%	(3)	24%	(83)	43%	(144)	339
Biden Job Strongly Disapprove	9%	(72)	11%	(89)	4%	(35)	2%	(19)	18%	(141)	56%	(449)	805
Favorable of Biden	16%	(150)	17%	(162)	3%	(29)	3%	(31)	19%	(181)	43%	(417)	969
Unfavorable of Biden	10%	(115)	13%	(148)	5%	(55)	2%	(25)	19%	(217)	51%	(574)	1134
Very Favorable of Biden	21%	(100)	15%	(70)	3%	(15)	4%	(17)	18%	(85)	41%	(195)	482
Somewhat Favorable of Biden	10%	(50)	19%	(92)	3%	(14)	3%	(14)	20%	(96)	45%	(222)	487
Somewhat Unfavorable of Biden	15%	(44)	17%	(52)	6%	(17)	1%	(2)	21%	(64)	40%	(119)	299
Very Unfavorable of Biden	9%	(71)	11%	(96)	5%	(38)	3%	(23)	18%	(153)	54%	(455)	835
#1 Issue: Economy	14%	(125)	17%	(152)	4%	(36)	2%	(15)	19%	(174)	45%	(410)	913
#1 Issue: Security	11%	(26)	11%	(28)	5%	(12)	4%	(10)	14%	(34)	54%	(132)	243
#1 Issue: Health Care	17%	(30)	14%	(24)	3%	(5)	3%	(5)	21%	(36)	41%	(70)	170
#1 Issue: Medicare / Social Security	6%	(15)	13%	(35)	2%	(4)	2%	(5)	17%	(44)	61%	(162)	266
#1 Issue: Women's Issues	13%	(40)	14%	(42)	5%	(15)	3%	(9)	20%	(61)	47%	(145)	311
#1 Issue: Education	18%	(11)	11%	(7)	13%	(8)	9%	(5)	16%	(9)	33%	(20)	59
#1 Issue: Energy	13%	(18)	17%	(22)	3%	(4)	3%	(4)	24%	(32)	40%	(53)	134
#1 Issue: Other	12%	(14)	6%	(6)	3%	(3)	4%	(5)	26%	(30)	49%	(56)	115
2020 Vote: Joe Biden	16%	(152)	19%	(176)	4%	(38)	3%	(29)	20%	(187)	38%	(363)	945
2020 Vote: Donald Trump	10%	(75)	13%	(93)	4%	(32)	2%	(18)	17%	(123)	54%	(400)	740
2020 Vote: Other	11%	(8)	11%	(7)	2%	(1)	1%	(0)	27%	(18)	48%	(32)	67
2020 Vote: Didn't Vote	9%	(43)	9%	(41)	4%	(17)	3%	(12)	20%	(94)	55%	(252)	459
2018 House Vote: Democrat	18%	(134)	18%	(139)	4%	(30)	3%	(21)	20%	(151)	37%	(279)	755
2018 House Vote: Republican	10%	(60)	12%	(71)	4%	(26)	2%	(15)	17%	(97)	54%	(320)	589
2018 House Vote: Someone else	10%	(5)	16%	(8)	—	(0)	—	(0)	21%	(10)	53%	(26)	50
2016 Vote: Hillary Clinton	16%	(111)	18%	(127)	4%	(31)	3%	(18)	20%	(136)	39%	(272)	695
2016 Vote: Donald Trump	10%	(68)	14%	(90)	3%	(22)	2%	(15)	17%	(111)	53%	(349)	656
2016 Vote: Other	6%	(6)	11%	(9)	3%	(2)	—	(0)	27%	(23)	53%	(46)	86
2016 Vote: Didn't Vote	12%	(91)	12%	(91)	4%	(32)	3%	(23)	20%	(151)	49%	(378)	765

Table MCFE24_3: *Do you have a favorable or unfavorable opinion of the following people?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*

Cristiano Ronaldo

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	13%	(278)	14%	(317)	4%	(88)	3%	(59)	19%	(421)	47%	(1048)	2210
Voted in 2014: Yes	13%	(154)	15%	(187)	4%	(45)	3%	(31)	18%	(226)	48%	(583)	1227
Voted in 2014: No	13%	(124)	13%	(130)	4%	(43)	3%	(27)	20%	(195)	47%	(465)	983
4-Region: Northeast	14%	(52)	16%	(60)	4%	(14)	4%	(15)	20%	(75)	43%	(166)	383
4-Region: Midwest	9%	(42)	11%	(52)	4%	(20)	2%	(7)	21%	(96)	53%	(240)	456
4-Region: South	12%	(99)	13%	(111)	5%	(42)	3%	(24)	17%	(147)	50%	(421)	844
4-Region: West	16%	(85)	18%	(94)	2%	(12)	2%	(13)	20%	(103)	42%	(220)	527
TikTok Users	19%	(153)	16%	(127)	5%	(42)	3%	(22)	16%	(125)	41%	(324)	793
Twitch Users	21%	(45)	25%	(54)	9%	(19)	4%	(9)	17%	(37)	24%	(52)	216
2022 Sports Viewers/Attendees	16%	(229)	18%	(261)	5%	(75)	3%	(46)	20%	(293)	39%	(571)	1475
Monthly Moviegoers	26%	(85)	25%	(79)	4%	(13)	3%	(9)	20%	(63)	22%	(72)	320
Few Times per Year + Moviegoers	19%	(178)	21%	(195)	5%	(50)	3%	(28)	18%	(164)	33%	(304)	920
Heard Smile Campaign	24%	(132)	22%	(122)	7%	(39)	3%	(17)	16%	(87)	28%	(154)	551
Heard Minion Campaign	25%	(137)	24%	(127)	6%	(35)	4%	(23)	15%	(80)	26%	(138)	540
Listens to Podcasts	17%	(192)	20%	(227)	5%	(58)	3%	(38)	20%	(221)	35%	(396)	1132
Streaming Services User	14%	(248)	16%	(285)	4%	(78)	3%	(50)	20%	(352)	43%	(760)	1773
Netflix User	16%	(233)	17%	(249)	4%	(63)	3%	(45)	19%	(286)	41%	(598)	1474
Disney+ User	17%	(171)	17%	(169)	6%	(58)	3%	(33)	19%	(185)	37%	(368)	984
Heterosexual or straight	13%	(249)	14%	(281)	4%	(76)	2%	(49)	18%	(363)	48%	(953)	1971
Gay	17%	(11)	22%	(15)	7%	(5)	3%	(2)	26%	(17)	25%	(17)	68
Bisexual	7%	(6)	16%	(14)	5%	(5)	4%	(3)	23%	(20)	46%	(41)	88
Yes	18%	(13)	12%	(9)	4%	(3)	7%	(5)	15%	(11)	43%	(30)	70
No	12%	(265)	14%	(308)	4%	(85)	3%	(54)	19%	(411)	48%	(1017)	2140

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

Table MCFE24_4: *Do you have a favorable or unfavorable opinion of the following people?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Neymar

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	7%	(160)	9%	(197)	3%	(71)	2%	(54)	12%	(276)	66%	(1453)	2210
Gender: Male	11%	(115)	12%	(127)	4%	(43)	4%	(40)	14%	(149)	56%	(594)	1068
Gender: Female	4%	(45)	6%	(70)	2%	(28)	1%	(14)	11%	(127)	75%	(860)	1142
Age: 18-34	12%	(78)	15%	(93)	6%	(39)	5%	(31)	14%	(90)	48%	(310)	642
Age: 35-44	13%	(48)	11%	(41)	3%	(11)	3%	(12)	14%	(50)	55%	(203)	365
Age: 45-64	4%	(29)	7%	(47)	2%	(17)	1%	(6)	12%	(87)	74%	(528)	714
Age: 65+	1%	(5)	3%	(15)	1%	(4)	1%	(4)	10%	(49)	84%	(412)	489
GenZers: 1997-2012	14%	(35)	17%	(44)	7%	(19)	5%	(13)	15%	(38)	42%	(108)	256
Millennials: 1981-1996	11%	(73)	13%	(83)	4%	(28)	4%	(29)	14%	(88)	54%	(351)	653
GenXers: 1965-1980	7%	(38)	8%	(42)	3%	(15)	1%	(7)	13%	(73)	69%	(381)	555
Baby Boomers: 1946-1964	2%	(13)	4%	(27)	1%	(8)	1%	(5)	11%	(72)	81%	(548)	673
PID: Dem (no lean)	10%	(89)	11%	(98)	4%	(33)	3%	(23)	11%	(94)	61%	(522)	860
PID: Ind (no lean)	4%	(27)	7%	(44)	3%	(19)	1%	(10)	15%	(102)	70%	(473)	674
PID: Rep (no lean)	6%	(43)	8%	(54)	3%	(19)	3%	(21)	12%	(80)	68%	(458)	676
PID/Gender: Dem Men	17%	(69)	14%	(57)	5%	(19)	5%	(18)	12%	(48)	46%	(183)	394
PID/Gender: Dem Women	4%	(21)	9%	(41)	3%	(14)	1%	(5)	10%	(45)	73%	(340)	465
PID/Gender: Ind Men	5%	(17)	9%	(32)	4%	(15)	2%	(8)	16%	(55)	63%	(218)	345
PID/Gender: Ind Women	3%	(10)	4%	(13)	1%	(4)	—	(2)	14%	(47)	77%	(255)	329
PID/Gender: Rep Men	9%	(29)	12%	(38)	3%	(9)	4%	(13)	14%	(45)	59%	(193)	328
PID/Gender: Rep Women	4%	(14)	5%	(16)	3%	(10)	2%	(8)	10%	(35)	76%	(265)	348
Ideo: Liberal (1-3)	9%	(57)	11%	(72)	4%	(27)	3%	(21)	12%	(82)	61%	(398)	656
Ideo: Moderate (4)	8%	(59)	10%	(77)	4%	(27)	2%	(15)	14%	(104)	62%	(469)	751
Ideo: Conservative (5-7)	6%	(40)	7%	(44)	2%	(13)	2%	(16)	11%	(70)	72%	(482)	666
Educ: < College	6%	(85)	8%	(118)	3%	(45)	3%	(36)	12%	(172)	68%	(981)	1437
Educ: Bachelors degree	10%	(51)	11%	(52)	4%	(21)	3%	(15)	14%	(68)	58%	(284)	491
Educ: Post-grad	8%	(23)	10%	(27)	2%	(5)	1%	(3)	13%	(36)	67%	(188)	282
Income: Under 50k	5%	(60)	8%	(103)	3%	(36)	2%	(27)	13%	(166)	69%	(878)	1271
Income: 50k-100k	9%	(61)	9%	(59)	4%	(25)	3%	(19)	11%	(75)	64%	(417)	656
Income: 100k+	13%	(38)	12%	(34)	4%	(10)	2%	(7)	13%	(36)	56%	(158)	283
Ethnicity: White	6%	(101)	8%	(132)	3%	(48)	2%	(34)	11%	(193)	70%	(1203)	1711

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Table MCFE24_4: *Do you have a favorable or unfavorable opinion of the following people?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*

Neymar

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	7%	(160)	9%	(197)	3%	(71)	2%	(54)	12%	(276)	66%	(1453)	2210
Ethnicity: Hispanic	15%	(58)	16%	(61)	5%	(18)	2%	(7)	15%	(54)	47%	(175)	374
Ethnicity: Black	13%	(37)	11%	(31)	4%	(10)	5%	(15)	18%	(51)	49%	(138)	282
Ethnicity: Other	10%	(22)	16%	(34)	6%	(13)	2%	(4)	14%	(31)	52%	(113)	217
All Christian	8%	(81)	11%	(110)	2%	(23)	2%	(19)	10%	(101)	68%	(695)	1029
All Non-Christian	7%	(8)	12%	(16)	6%	(7)	4%	(5)	13%	(17)	58%	(75)	129
Atheist	10%	(10)	11%	(11)	4%	(4)	6%	(6)	9%	(9)	60%	(60)	99
Agnostic/Nothing in particular	5%	(31)	5%	(31)	4%	(22)	3%	(16)	17%	(102)	66%	(386)	587
Something Else	8%	(31)	8%	(29)	4%	(14)	2%	(7)	13%	(47)	65%	(237)	365
Religious Non-Protestant/Catholic	6%	(10)	11%	(17)	6%	(9)	4%	(5)	13%	(21)	59%	(91)	154
Evangelical	10%	(58)	10%	(59)	2%	(13)	2%	(9)	9%	(48)	66%	(371)	558
Non-Evangelical	6%	(49)	9%	(74)	3%	(23)	2%	(16)	12%	(94)	68%	(535)	792
Community: Urban	12%	(79)	11%	(71)	4%	(24)	2%	(16)	11%	(70)	59%	(377)	638
Community: Suburban	6%	(56)	9%	(90)	4%	(37)	2%	(25)	15%	(148)	65%	(659)	1014
Community: Rural	4%	(25)	6%	(35)	2%	(10)	2%	(13)	10%	(57)	75%	(417)	558
Employ: Private Sector	13%	(84)	13%	(86)	4%	(29)	3%	(17)	15%	(97)	52%	(342)	654
Employ: Government	13%	(18)	11%	(15)	4%	(6)	4%	(6)	13%	(18)	54%	(73)	136
Employ: Self-Employed	7%	(11)	12%	(20)	4%	(6)	6%	(10)	10%	(17)	61%	(101)	166
Employ: Homemaker	2%	(3)	3%	(5)	2%	(4)	2%	(4)	12%	(23)	79%	(151)	190
Employ: Student	15%	(9)	21%	(13)	5%	(3)	4%	(2)	14%	(9)	42%	(26)	62
Employ: Retired	2%	(9)	4%	(24)	1%	(6)	1%	(4)	10%	(55)	83%	(464)	563
Employ: Unemployed	5%	(14)	8%	(23)	4%	(14)	2%	(7)	14%	(41)	67%	(203)	301
Employ: Other	8%	(11)	7%	(10)	3%	(4)	2%	(3)	12%	(17)	67%	(92)	137
Military HH: Yes	4%	(12)	6%	(18)	4%	(13)	2%	(6)	11%	(30)	72%	(205)	283
Military HH: No	8%	(148)	9%	(179)	3%	(58)	2%	(47)	13%	(246)	65%	(1248)	1927
RD/WT: Right Direction	14%	(94)	11%	(72)	4%	(29)	3%	(20)	10%	(69)	57%	(383)	666
RD/WT: Wrong Track	4%	(66)	8%	(125)	3%	(42)	2%	(34)	13%	(207)	69%	(1071)	1544
Biden Job Approve	10%	(102)	11%	(111)	4%	(34)	2%	(21)	12%	(112)	61%	(590)	970
Biden Job Disapprove	4%	(51)	7%	(84)	3%	(34)	3%	(31)	13%	(151)	69%	(792)	1144

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Table MCFE24_4: *Do you have a favorable or unfavorable opinion of the following people?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Neymar

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	7%	(160)	9%	(197)	3%	(71)	2%	(54)	12%	(276)	66%	(1453)	2210
Biden Job Strongly Approve	14%	(62)	10%	(44)	4%	(17)	2%	(9)	12%	(51)	57%	(249)	433
Biden Job Somewhat Approve	7%	(39)	12%	(67)	3%	(17)	2%	(12)	11%	(62)	63%	(341)	537
Biden Job Somewhat Disapprove	6%	(20)	10%	(35)	4%	(14)	2%	(7)	15%	(51)	63%	(213)	339
Biden Job Strongly Disapprove	4%	(31)	6%	(49)	3%	(21)	3%	(25)	12%	(100)	72%	(580)	805
Favorable of Biden	10%	(101)	11%	(107)	3%	(29)	2%	(19)	11%	(109)	62%	(603)	969
Unfavorable of Biden	5%	(53)	8%	(85)	3%	(36)	3%	(31)	13%	(143)	69%	(786)	1134
Very Favorable of Biden	15%	(73)	10%	(48)	3%	(14)	2%	(12)	11%	(51)	59%	(286)	482
Somewhat Favorable of Biden	6%	(29)	12%	(60)	3%	(15)	2%	(8)	12%	(58)	65%	(317)	487
Somewhat Unfavorable of Biden	8%	(23)	11%	(34)	5%	(14)	2%	(5)	11%	(34)	63%	(189)	299
Very Unfavorable of Biden	4%	(30)	6%	(52)	3%	(23)	3%	(26)	13%	(108)	71%	(597)	835
#1 Issue: Economy	8%	(69)	11%	(97)	4%	(33)	2%	(22)	13%	(118)	63%	(573)	913
#1 Issue: Security	5%	(11)	9%	(21)	2%	(6)	3%	(7)	11%	(26)	71%	(173)	243
#1 Issue: Health Care	11%	(18)	7%	(11)	6%	(10)	3%	(4)	17%	(28)	58%	(99)	170
#1 Issue: Medicare / Social Security	2%	(7)	7%	(18)	1%	(2)	1%	(2)	8%	(20)	82%	(218)	266
#1 Issue: Women's Issues	9%	(27)	6%	(17)	4%	(12)	3%	(9)	13%	(40)	66%	(206)	311
#1 Issue: Education	16%	(10)	12%	(7)	10%	(6)	6%	(3)	17%	(10)	39%	(23)	59
#1 Issue: Energy	11%	(14)	12%	(16)	2%	(3)	3%	(3)	16%	(21)	57%	(76)	134
#1 Issue: Other	4%	(4)	8%	(9)	—	(0)	2%	(3)	11%	(12)	75%	(86)	115
2020 Vote: Joe Biden	10%	(97)	11%	(107)	4%	(36)	2%	(23)	12%	(111)	60%	(571)	945
2020 Vote: Donald Trump	5%	(34)	8%	(57)	3%	(19)	3%	(22)	12%	(90)	70%	(518)	740
2020 Vote: Other	5%	(3)	7%	(5)	1%	(1)	—	(0)	15%	(10)	72%	(48)	67
2020 Vote: Didn't Vote	5%	(25)	6%	(28)	3%	(16)	2%	(8)	14%	(65)	69%	(317)	459
2018 House Vote: Democrat	11%	(85)	11%	(82)	4%	(27)	2%	(17)	11%	(85)	61%	(459)	755
2018 House Vote: Republican	5%	(31)	7%	(42)	1%	(9)	3%	(15)	13%	(74)	71%	(419)	589
2018 House Vote: Someone else	7%	(3)	7%	(3)	2%	(1)	—	(0)	11%	(6)	73%	(36)	50
2016 Vote: Hillary Clinton	11%	(73)	10%	(69)	4%	(25)	3%	(18)	11%	(79)	62%	(430)	695
2016 Vote: Donald Trump	4%	(26)	8%	(53)	2%	(13)	2%	(15)	12%	(76)	72%	(473)	656
2016 Vote: Other	2%	(2)	7%	(6)	2%	(2)	1%	(1)	13%	(11)	75%	(64)	86
2016 Vote: Didn't Vote	7%	(55)	9%	(68)	4%	(31)	2%	(19)	14%	(109)	63%	(482)	765

Table MCFE24_4: *Do you have a favorable or unfavorable opinion of the following people?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*

Neymar

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	7%	(160)	9%	(197)	3%	(71)	2%	(54)	12%	(276)	66%	(1453)	2210
Voted in 2014: Yes	7%	(89)	8%	(102)	2%	(26)	2%	(29)	12%	(145)	68%	(836)	1227
Voted in 2014: No	7%	(71)	10%	(94)	5%	(45)	3%	(25)	13%	(131)	63%	(617)	983
4-Region: Northeast	7%	(28)	11%	(41)	3%	(10)	2%	(9)	13%	(51)	63%	(243)	383
4-Region: Midwest	5%	(22)	7%	(32)	3%	(15)	3%	(13)	12%	(53)	71%	(322)	456
4-Region: South	7%	(58)	9%	(77)	3%	(26)	3%	(24)	14%	(114)	65%	(545)	844
4-Region: West	10%	(52)	9%	(46)	4%	(19)	1%	(7)	11%	(59)	65%	(343)	527
TikTok Users	13%	(103)	11%	(87)	5%	(36)	3%	(24)	11%	(86)	58%	(457)	793
Twitch Users	14%	(31)	19%	(41)	8%	(17)	7%	(14)	13%	(27)	40%	(85)	216
2022 Sports Viewers/Attendees	10%	(144)	11%	(169)	4%	(58)	3%	(42)	13%	(193)	59%	(868)	1475
Monthly Moviegoers	21%	(68)	19%	(61)	5%	(18)	4%	(13)	15%	(47)	36%	(114)	320
Few Times per Year + Moviegoers	13%	(118)	14%	(127)	4%	(41)	3%	(32)	14%	(127)	52%	(476)	920
Heard Smile Campaign	19%	(104)	17%	(96)	7%	(41)	4%	(24)	13%	(71)	39%	(215)	551
Heard Minion Campaign	19%	(103)	19%	(100)	6%	(31)	5%	(26)	15%	(80)	37%	(200)	540
Listens to Podcasts	11%	(127)	13%	(151)	5%	(55)	3%	(38)	15%	(174)	52%	(587)	1132
Streaming Services User	9%	(152)	10%	(180)	4%	(68)	3%	(49)	13%	(223)	62%	(1100)	1773
Netflix User	10%	(146)	11%	(168)	4%	(60)	3%	(43)	13%	(190)	59%	(866)	1474
Disney+ User	12%	(113)	12%	(118)	5%	(49)	3%	(33)	13%	(126)	55%	(545)	984
Heterosexual or straight	7%	(146)	9%	(178)	3%	(65)	2%	(48)	11%	(226)	66%	(1307)	1971
Gay	6%	(4)	5%	(3)	3%	(2)	4%	(3)	22%	(15)	60%	(41)	68
Bisexual	4%	(3)	8%	(7)	4%	(3)	2%	(2)	22%	(20)	60%	(53)	88
Yes	4%	(3)	8%	(6)	6%	(4)	3%	(2)	20%	(14)	59%	(41)	70
No	7%	(157)	9%	(191)	3%	(67)	2%	(51)	12%	(262)	66%	(1412)	2140

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

Table MCFE24_5: *Do you have a favorable or unfavorable opinion of the following people?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Canelo Álvarez

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	8%	(176)	10%	(226)	3%	(57)	2%	(54)	13%	(277)	64%	(1420)	2210
Gender: Male	11%	(120)	14%	(148)	4%	(41)	3%	(33)	14%	(152)	54%	(574)	1068
Gender: Female	5%	(56)	7%	(78)	1%	(16)	2%	(21)	11%	(126)	74%	(845)	1142
Age: 18-34	15%	(95)	14%	(92)	5%	(31)	5%	(30)	13%	(86)	48%	(308)	642
Age: 35-44	10%	(37)	17%	(61)	3%	(12)	2%	(6)	14%	(51)	54%	(199)	365
Age: 45-64	5%	(38)	8%	(56)	2%	(12)	2%	(15)	13%	(90)	71%	(503)	714
Age: 65+	1%	(6)	3%	(17)	1%	(3)	1%	(3)	10%	(50)	84%	(410)	489
GenZers: 1997-2012	20%	(51)	10%	(27)	5%	(12)	4%	(11)	12%	(30)	49%	(126)	256
Millennials: 1981-1996	12%	(76)	17%	(111)	5%	(30)	4%	(25)	14%	(91)	49%	(320)	653
GenXers: 1965-1980	6%	(34)	11%	(60)	1%	(8)	2%	(12)	13%	(70)	67%	(371)	555
Baby Boomers: 1946-1964	2%	(15)	4%	(29)	1%	(7)	1%	(6)	12%	(79)	80%	(538)	673
PID: Dem (no lean)	11%	(97)	15%	(127)	2%	(21)	3%	(29)	12%	(104)	56%	(482)	860
PID: Ind (no lean)	6%	(40)	6%	(43)	2%	(15)	1%	(9)	14%	(95)	70%	(473)	674
PID: Rep (no lean)	6%	(38)	8%	(57)	3%	(22)	2%	(16)	12%	(78)	69%	(464)	676
PID/Gender: Dem Men	16%	(63)	19%	(77)	5%	(18)	4%	(14)	14%	(56)	42%	(166)	394
PID/Gender: Dem Women	7%	(34)	11%	(50)	1%	(3)	3%	(14)	10%	(49)	68%	(316)	465
PID/Gender: Ind Men	8%	(27)	10%	(33)	3%	(12)	2%	(7)	16%	(54)	62%	(213)	345
PID/Gender: Ind Women	4%	(13)	3%	(9)	1%	(3)	1%	(3)	12%	(41)	79%	(260)	329
PID/Gender: Rep Men	9%	(29)	12%	(38)	4%	(12)	4%	(12)	13%	(42)	60%	(195)	328
PID/Gender: Rep Women	3%	(9)	5%	(19)	3%	(10)	1%	(4)	10%	(36)	77%	(269)	348
Ideo: Liberal (1-3)	9%	(61)	12%	(82)	2%	(14)	3%	(17)	12%	(79)	62%	(404)	656
Ideo: Moderate (4)	8%	(63)	12%	(93)	3%	(20)	2%	(17)	15%	(111)	59%	(446)	751
Ideo: Conservative (5-7)	7%	(44)	7%	(49)	3%	(23)	3%	(18)	10%	(65)	70%	(468)	666
Educ: < College	9%	(125)	9%	(129)	3%	(39)	2%	(36)	13%	(181)	65%	(928)	1437
Educ: Bachelors degree	7%	(33)	15%	(74)	3%	(15)	2%	(11)	13%	(65)	60%	(294)	491
Educ: Post-grad	6%	(18)	8%	(24)	1%	(4)	2%	(7)	11%	(32)	70%	(199)	282
Income: Under 50k	8%	(103)	9%	(116)	2%	(28)	2%	(31)	14%	(172)	65%	(821)	1271
Income: 50k-100k	7%	(46)	11%	(75)	4%	(25)	2%	(15)	11%	(72)	64%	(423)	656
Income: 100k+	9%	(26)	12%	(34)	2%	(5)	3%	(8)	12%	(33)	62%	(176)	283
Ethnicity: White	6%	(103)	9%	(150)	2%	(37)	2%	(39)	12%	(202)	69%	(1180)	1711

Table MCFE24_5: *Do you have a favorable or unfavorable opinion of the following people?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Canelo Álvarez

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	8%	(176)	10%	(226)	3%	(57)	2%	(54)	13%	(277)	64%	(1420)	2210
Ethnicity: Hispanic	19%	(72)	21%	(77)	2%	(9)	4%	(14)	16%	(60)	38%	(141)	374
Ethnicity: Black	15%	(41)	13%	(37)	4%	(13)	4%	(12)	15%	(42)	49%	(138)	282
Ethnicity: Other	14%	(31)	18%	(40)	3%	(7)	1%	(3)	16%	(34)	47%	(102)	217
All Christian	8%	(82)	11%	(117)	3%	(27)	3%	(26)	11%	(118)	64%	(659)	1029
All Non-Christian	8%	(10)	11%	(15)	3%	(4)	4%	(5)	12%	(15)	62%	(80)	129
Atheist	1%	(1)	17%	(17)	3%	(3)	6%	(5)	10%	(10)	64%	(63)	99
Agnostic/Nothing in particular	7%	(43)	7%	(43)	1%	(8)	2%	(11)	16%	(91)	66%	(391)	587
Something Else	11%	(40)	9%	(35)	4%	(16)	2%	(6)	12%	(43)	62%	(227)	365
Religious Non-Protestant/Catholic	7%	(11)	11%	(16)	5%	(7)	4%	(6)	12%	(19)	61%	(94)	154
Evangelical	9%	(51)	12%	(68)	3%	(17)	3%	(16)	12%	(65)	61%	(342)	558
Non-Evangelical	8%	(67)	10%	(79)	3%	(23)	2%	(15)	11%	(90)	65%	(518)	792
Community: Urban	13%	(84)	15%	(94)	3%	(19)	4%	(23)	13%	(83)	53%	(335)	638
Community: Suburban	6%	(64)	10%	(97)	3%	(27)	2%	(20)	14%	(144)	65%	(662)	1014
Community: Rural	5%	(28)	6%	(35)	2%	(11)	2%	(11)	9%	(51)	76%	(422)	558
Employ: Private Sector	11%	(74)	16%	(105)	4%	(23)	3%	(20)	14%	(92)	52%	(341)	654
Employ: Government	9%	(12)	14%	(20)	4%	(5)	4%	(5)	17%	(23)	53%	(72)	136
Employ: Self-Employed	12%	(19)	13%	(22)	3%	(5)	3%	(5)	11%	(18)	58%	(96)	166
Employ: Homemaker	7%	(13)	7%	(13)	3%	(5)	3%	(6)	10%	(19)	71%	(134)	190
Employ: Student	22%	(13)	11%	(7)	5%	(3)	3%	(2)	9%	(5)	51%	(31)	62
Employ: Retired	2%	(9)	4%	(25)	1%	(7)	—	(2)	11%	(60)	82%	(460)	563
Employ: Unemployed	8%	(23)	7%	(21)	2%	(7)	3%	(9)	14%	(43)	66%	(198)	301
Employ: Other	9%	(13)	10%	(14)	1%	(2)	4%	(5)	12%	(17)	64%	(87)	137
Military HH: Yes	4%	(11)	10%	(28)	1%	(3)	1%	(3)	11%	(31)	73%	(208)	283
Military HH: No	9%	(164)	10%	(198)	3%	(54)	3%	(51)	13%	(247)	63%	(1212)	1927
RD/WT: Right Direction	14%	(90)	15%	(100)	3%	(23)	3%	(23)	13%	(87)	52%	(343)	666
RD/WT: Wrong Track	6%	(86)	8%	(126)	2%	(35)	2%	(31)	12%	(190)	70%	(1076)	1544
Biden Job Approve	11%	(107)	13%	(122)	3%	(26)	3%	(29)	13%	(121)	58%	(564)	970
Biden Job Disapprove	5%	(63)	9%	(100)	3%	(31)	2%	(24)	12%	(138)	69%	(788)	1144

Continued on next page

Table MCFE24_5: *Do you have a favorable or unfavorable opinion of the following people?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Canelo Álvarez

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	8%	(176)	10%	(226)	3%	(57)	2%	(54)	13%	(277)	64%	(1420)	2210
Biden Job Strongly Approve	13%	(58)	12%	(54)	4%	(15)	3%	(15)	12%	(52)	55%	(239)	433
Biden Job Somewhat Approve	9%	(49)	13%	(69)	2%	(11)	3%	(14)	13%	(69)	61%	(325)	537
Biden Job Somewhat Disapprove	8%	(27)	14%	(49)	2%	(6)	2%	(6)	12%	(41)	62%	(209)	339
Biden Job Strongly Disapprove	4%	(36)	6%	(51)	3%	(25)	2%	(18)	12%	(97)	72%	(579)	805
Favorable of Biden	11%	(103)	13%	(127)	2%	(21)	2%	(20)	12%	(120)	60%	(577)	969
Unfavorable of Biden	6%	(67)	9%	(98)	3%	(34)	3%	(29)	12%	(133)	68%	(773)	1134
Very Favorable of Biden	12%	(60)	14%	(67)	3%	(14)	2%	(12)	12%	(57)	57%	(273)	482
Somewhat Favorable of Biden	9%	(44)	12%	(60)	1%	(7)	2%	(9)	13%	(63)	62%	(304)	487
Somewhat Unfavorable of Biden	8%	(23)	16%	(49)	2%	(5)	3%	(8)	10%	(31)	62%	(184)	299
Very Unfavorable of Biden	5%	(45)	6%	(49)	4%	(30)	3%	(21)	12%	(102)	71%	(589)	835
#1 Issue: Economy	7%	(67)	12%	(113)	3%	(26)	2%	(20)	13%	(122)	62%	(565)	913
#1 Issue: Security	7%	(16)	6%	(15)	3%	(6)	3%	(7)	13%	(31)	69%	(167)	243
#1 Issue: Health Care	9%	(15)	13%	(23)	2%	(3)	4%	(6)	14%	(24)	58%	(99)	170
#1 Issue: Medicare / Social Security	3%	(9)	8%	(22)	2%	(4)	—	(0)	10%	(27)	76%	(203)	266
#1 Issue: Women's Issues	10%	(30)	9%	(28)	3%	(8)	3%	(9)	10%	(31)	66%	(205)	311
#1 Issue: Education	18%	(11)	7%	(4)	5%	(3)	7%	(4)	15%	(9)	47%	(28)	59
#1 Issue: Energy	15%	(20)	11%	(15)	5%	(7)	3%	(4)	14%	(18)	52%	(70)	134
#1 Issue: Other	7%	(8)	5%	(6)	—	(0)	2%	(2)	13%	(15)	73%	(83)	115
2020 Vote: Joe Biden	10%	(94)	14%	(132)	2%	(22)	2%	(20)	13%	(119)	59%	(558)	945
2020 Vote: Donald Trump	5%	(38)	9%	(67)	3%	(23)	2%	(15)	12%	(89)	69%	(508)	740
2020 Vote: Other	11%	(7)	9%	(6)	2%	(1)	—	(0)	11%	(8)	67%	(45)	67
2020 Vote: Didn't Vote	8%	(37)	5%	(21)	2%	(11)	4%	(19)	13%	(62)	67%	(309)	459
2018 House Vote: Democrat	12%	(89)	13%	(95)	3%	(19)	2%	(19)	13%	(96)	58%	(438)	755
2018 House Vote: Republican	4%	(23)	8%	(45)	3%	(18)	2%	(11)	13%	(74)	71%	(419)	589
2018 House Vote: Someone else	13%	(7)	6%	(3)	2%	(1)	—	(0)	11%	(6)	67%	(33)	50
2016 Vote: Hillary Clinton	10%	(73)	13%	(88)	3%	(19)	2%	(17)	12%	(86)	59%	(412)	695
2016 Vote: Donald Trump	5%	(33)	10%	(64)	2%	(16)	2%	(12)	13%	(86)	68%	(445)	656
2016 Vote: Other	5%	(4)	10%	(8)	1%	(1)	—	(0)	11%	(9)	73%	(63)	86
2016 Vote: Didn't Vote	8%	(65)	8%	(63)	3%	(22)	3%	(24)	12%	(94)	65%	(496)	765

Table MCFE24_5: *Do you have a favorable or unfavorable opinion of the following people?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Canelo Álvarez

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	8%	(176)	10%	(226)	3%	(57)	2%	(54)	13%	(277)	64%	(1420)	2210
Voted in 2014: Yes	8%	(97)	10%	(119)	2%	(29)	2%	(28)	12%	(152)	65%	(801)	1227
Voted in 2014: No	8%	(78)	11%	(108)	3%	(28)	3%	(26)	13%	(125)	63%	(618)	983
4-Region: Northeast	8%	(29)	9%	(36)	2%	(7)	3%	(12)	13%	(48)	65%	(250)	383
4-Region: Midwest	6%	(26)	8%	(36)	2%	(10)	2%	(10)	12%	(57)	70%	(318)	456
4-Region: South	8%	(68)	9%	(78)	3%	(22)	3%	(27)	13%	(106)	64%	(542)	844
4-Region: West	10%	(52)	14%	(75)	3%	(18)	1%	(5)	13%	(66)	59%	(309)	527
TikTok Users	15%	(116)	13%	(100)	5%	(37)	3%	(26)	11%	(89)	54%	(425)	793
Twitch Users	17%	(37)	19%	(41)	4%	(9)	6%	(13)	16%	(35)	38%	(81)	216
2022 Sports Viewers/Attendees	10%	(144)	13%	(195)	4%	(52)	3%	(40)	14%	(199)	57%	(845)	1475
Monthly Moviegoers	20%	(63)	26%	(82)	5%	(16)	5%	(15)	15%	(50)	30%	(95)	320
Few Times per Year + Moviegoers	14%	(124)	17%	(153)	4%	(38)	3%	(28)	14%	(126)	49%	(450)	920
Heard Smile Campaign	19%	(105)	20%	(113)	6%	(32)	4%	(25)	13%	(71)	37%	(205)	551
Heard Minion Campaign	20%	(109)	21%	(111)	5%	(26)	4%	(24)	15%	(83)	35%	(187)	540
Listens to Podcasts	12%	(137)	15%	(171)	4%	(43)	3%	(33)	15%	(166)	51%	(582)	1132
Streaming Services User	9%	(164)	12%	(208)	3%	(54)	3%	(48)	13%	(229)	60%	(1070)	1773
Netflix User	11%	(156)	13%	(188)	3%	(49)	3%	(42)	13%	(193)	57%	(845)	1474
Disney+ User	12%	(122)	15%	(150)	4%	(41)	4%	(36)	12%	(121)	52%	(513)	984
Heterosexual or straight	8%	(156)	11%	(209)	2%	(47)	3%	(50)	12%	(244)	64%	(1266)	1971
Gay	6%	(4)	13%	(9)	1%	(1)	1%	(1)	21%	(14)	58%	(39)	68
Bisexual	12%	(10)	3%	(3)	4%	(4)	—	(0)	16%	(14)	65%	(57)	88
Yes	11%	(7)	8%	(6)	5%	(3)	2%	(1)	15%	(10)	60%	(42)	70
No	8%	(168)	10%	(220)	3%	(54)	2%	(52)	12%	(267)	64%	(1378)	2140

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

Table MCFE24_6: *Do you have a favorable or unfavorable opinion of the following people?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Stephen Curry

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	25%	(558)	20%	(432)	4%	(92)	3%	(71)	18%	(404)	30%	(652)	2210
Gender: Male	31%	(336)	22%	(236)	6%	(64)	4%	(46)	15%	(162)	21%	(224)	1068
Gender: Female	19%	(222)	17%	(195)	2%	(28)	2%	(25)	21%	(242)	38%	(429)	1142
Age: 18-34	31%	(202)	21%	(134)	5%	(31)	4%	(29)	20%	(128)	18%	(118)	642
Age: 35-44	28%	(103)	19%	(68)	5%	(16)	3%	(12)	20%	(73)	25%	(93)	365
Age: 45-64	22%	(160)	18%	(126)	4%	(25)	3%	(21)	17%	(120)	36%	(260)	714
Age: 65+	19%	(94)	21%	(103)	4%	(19)	2%	(9)	17%	(83)	37%	(181)	489
GenZers: 1997-2012	33%	(84)	23%	(60)	4%	(11)	5%	(12)	18%	(47)	17%	(43)	256
Millennials: 1981-1996	31%	(201)	19%	(125)	5%	(30)	4%	(26)	20%	(132)	21%	(138)	653
GenXers: 1965-1980	23%	(130)	16%	(91)	4%	(25)	3%	(15)	18%	(101)	35%	(193)	555
Baby Boomers: 1946-1964	19%	(126)	22%	(147)	4%	(26)	3%	(18)	17%	(114)	36%	(242)	673
PID: Dem (no lean)	33%	(286)	21%	(176)	4%	(35)	3%	(26)	16%	(138)	23%	(198)	860
PID: Ind (no lean)	21%	(141)	17%	(115)	3%	(18)	3%	(19)	23%	(154)	34%	(227)	674
PID: Rep (no lean)	19%	(131)	21%	(140)	6%	(39)	4%	(26)	17%	(112)	34%	(227)	676
PID/Gender: Dem Men	41%	(161)	22%	(88)	6%	(24)	4%	(17)	12%	(47)	15%	(58)	394
PID/Gender: Dem Women	27%	(125)	19%	(88)	2%	(11)	2%	(9)	20%	(91)	30%	(141)	465
PID/Gender: Ind Men	29%	(101)	19%	(65)	4%	(14)	4%	(14)	20%	(69)	24%	(81)	345
PID/Gender: Ind Women	12%	(40)	15%	(50)	1%	(3)	2%	(5)	26%	(85)	44%	(145)	329
PID/Gender: Rep Men	23%	(74)	25%	(83)	8%	(25)	5%	(15)	14%	(46)	26%	(85)	328
PID/Gender: Rep Women	16%	(57)	16%	(57)	4%	(14)	3%	(11)	19%	(66)	41%	(143)	348
Ideo: Liberal (1-3)	31%	(203)	20%	(133)	4%	(23)	3%	(22)	18%	(116)	24%	(158)	656
Ideo: Moderate (4)	26%	(198)	19%	(142)	4%	(33)	3%	(20)	18%	(132)	30%	(225)	751
Ideo: Conservative (5-7)	21%	(137)	21%	(138)	5%	(35)	4%	(26)	17%	(114)	33%	(217)	666
Educ: < College	25%	(364)	17%	(249)	3%	(41)	3%	(44)	19%	(279)	32%	(460)	1437
Educ: Bachelors degree	24%	(118)	23%	(113)	7%	(34)	5%	(24)	17%	(84)	24%	(118)	491
Educ: Post-grad	27%	(77)	25%	(70)	6%	(17)	1%	(4)	15%	(41)	26%	(74)	282
Income: Under 50k	24%	(302)	17%	(220)	3%	(40)	3%	(34)	20%	(249)	33%	(425)	1271
Income: 50k-100k	26%	(174)	22%	(144)	5%	(33)	4%	(28)	17%	(114)	25%	(164)	656
Income: 100k+	29%	(83)	24%	(68)	7%	(19)	3%	(9)	14%	(41)	22%	(62)	283
Ethnicity: White	20%	(340)	20%	(335)	4%	(74)	3%	(52)	19%	(328)	34%	(582)	1711

Table MCFE24_6: *Do you have a favorable or unfavorable opinion of the following people?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Stephen Curry

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	25%	(558)	20%	(432)	4%	(92)	3%	(71)	18%	(404)	30%	(652)	2210
Ethnicity: Hispanic	33%	(122)	19%	(73)	4%	(16)	3%	(11)	17%	(65)	23%	(87)	374
Ethnicity: Black	55%	(154)	17%	(47)	3%	(9)	5%	(14)	12%	(35)	8%	(23)	282
Ethnicity: Other	30%	(64)	23%	(50)	4%	(9)	2%	(5)	19%	(42)	22%	(47)	217
All Christian	24%	(244)	22%	(226)	5%	(49)	3%	(35)	16%	(161)	31%	(315)	1029
All Non-Christian	30%	(38)	16%	(20)	7%	(8)	1%	(2)	17%	(21)	30%	(39)	129
Atheist	20%	(20)	25%	(25)	7%	(7)	6%	(6)	18%	(18)	25%	(25)	99
Agnostic/Nothing in particular	23%	(136)	17%	(99)	3%	(16)	4%	(23)	24%	(143)	29%	(170)	587
Something Else	33%	(119)	17%	(62)	3%	(12)	2%	(7)	17%	(61)	28%	(104)	365
Religious Non-Protestant/Catholic	29%	(45)	15%	(23)	6%	(9)	1%	(2)	14%	(21)	35%	(53)	154
Evangelical	30%	(165)	19%	(108)	5%	(26)	2%	(12)	16%	(87)	29%	(160)	558
Non-Evangelical	23%	(186)	22%	(173)	4%	(33)	4%	(29)	17%	(132)	30%	(239)	792
Community: Urban	33%	(209)	18%	(117)	5%	(35)	4%	(25)	16%	(104)	23%	(147)	638
Community: Suburban	25%	(253)	21%	(212)	4%	(42)	3%	(28)	19%	(197)	28%	(282)	1014
Community: Rural	17%	(96)	18%	(103)	3%	(15)	3%	(18)	18%	(103)	40%	(223)	558
Employ: Private Sector	29%	(193)	23%	(150)	5%	(32)	3%	(21)	17%	(113)	22%	(145)	654
Employ: Government	29%	(40)	21%	(29)	7%	(10)	3%	(4)	16%	(21)	24%	(32)	136
Employ: Self-Employed	36%	(60)	14%	(24)	6%	(11)	6%	(10)	16%	(26)	22%	(36)	166
Employ: Homemaker	20%	(38)	13%	(26)	1%	(1)	4%	(7)	21%	(40)	41%	(78)	190
Employ: Student	35%	(22)	25%	(15)	5%	(3)	2%	(1)	17%	(10)	16%	(10)	62
Employ: Retired	19%	(107)	19%	(109)	4%	(21)	2%	(12)	16%	(92)	39%	(221)	563
Employ: Unemployed	21%	(65)	18%	(53)	3%	(10)	2%	(7)	24%	(73)	31%	(93)	301
Employ: Other	25%	(34)	19%	(26)	2%	(3)	7%	(9)	21%	(28)	26%	(36)	137
Military HH: Yes	21%	(61)	20%	(56)	4%	(12)	2%	(5)	19%	(54)	34%	(96)	283
Military HH: No	26%	(497)	20%	(376)	4%	(80)	3%	(66)	18%	(351)	29%	(556)	1927
RD/WT: Right Direction	32%	(216)	20%	(132)	4%	(30)	3%	(22)	15%	(101)	25%	(165)	666
RD/WT: Wrong Track	22%	(342)	19%	(299)	4%	(62)	3%	(50)	20%	(303)	32%	(488)	1544
Biden Job Approve	31%	(305)	20%	(192)	4%	(43)	3%	(31)	16%	(157)	25%	(242)	970
Biden Job Disapprove	21%	(237)	20%	(225)	4%	(48)	3%	(39)	19%	(220)	33%	(376)	1144

Table MCFE24_6: *Do you have a favorable or unfavorable opinion of the following people?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Stephen Curry

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	25%	(558)	20%	(432)	4%	(92)	3%	(71)	18%	(404)	30%	(652)	2210
Biden Job Strongly Approve	39%	(167)	18%	(77)	4%	(17)	2%	(10)	15%	(63)	23%	(99)	433
Biden Job Somewhat Approve	26%	(138)	21%	(115)	5%	(26)	4%	(21)	18%	(94)	27%	(143)	537
Biden Job Somewhat Disapprove	24%	(81)	26%	(89)	4%	(12)	2%	(6)	17%	(59)	27%	(92)	339
Biden Job Strongly Disapprove	19%	(156)	17%	(136)	4%	(36)	4%	(33)	20%	(161)	35%	(284)	805
Favorable of Biden	31%	(305)	21%	(199)	3%	(33)	3%	(27)	16%	(158)	25%	(247)	969
Unfavorable of Biden	21%	(234)	20%	(221)	5%	(55)	4%	(42)	19%	(218)	32%	(364)	1134
Very Favorable of Biden	39%	(186)	18%	(86)	3%	(15)	2%	(9)	15%	(74)	23%	(111)	482
Somewhat Favorable of Biden	24%	(119)	23%	(113)	4%	(18)	4%	(18)	17%	(84)	28%	(136)	487
Somewhat Unfavorable of Biden	24%	(73)	25%	(74)	4%	(11)	2%	(7)	17%	(51)	28%	(83)	299
Very Unfavorable of Biden	19%	(161)	18%	(147)	5%	(44)	4%	(35)	20%	(167)	34%	(281)	835
#1 Issue: Economy	26%	(235)	20%	(183)	5%	(44)	3%	(30)	17%	(158)	29%	(262)	913
#1 Issue: Security	21%	(52)	15%	(37)	4%	(9)	6%	(13)	21%	(52)	33%	(79)	243
#1 Issue: Health Care	27%	(46)	21%	(36)	2%	(3)	3%	(5)	22%	(37)	25%	(43)	170
#1 Issue: Medicare / Social Security	18%	(48)	20%	(54)	4%	(10)	1%	(4)	18%	(48)	39%	(103)	266
#1 Issue: Women's Issues	31%	(97)	18%	(57)	4%	(11)	2%	(8)	18%	(57)	26%	(81)	311
#1 Issue: Education	27%	(16)	30%	(18)	7%	(4)	7%	(4)	12%	(7)	16%	(10)	59
#1 Issue: Energy	31%	(42)	21%	(28)	2%	(2)	4%	(5)	20%	(26)	23%	(31)	134
#1 Issue: Other	19%	(22)	17%	(19)	7%	(8)	3%	(3)	16%	(19)	38%	(44)	115
2020 Vote: Joe Biden	32%	(303)	21%	(197)	4%	(37)	4%	(33)	15%	(145)	24%	(229)	945
2020 Vote: Donald Trump	20%	(145)	20%	(148)	6%	(43)	4%	(27)	17%	(127)	34%	(250)	740
2020 Vote: Other	25%	(17)	16%	(11)	3%	(2)	2%	(1)	28%	(19)	26%	(17)	67
2020 Vote: Didn't Vote	20%	(93)	16%	(75)	2%	(10)	2%	(10)	25%	(114)	34%	(156)	459
2018 House Vote: Democrat	35%	(263)	21%	(156)	4%	(29)	4%	(27)	14%	(104)	23%	(175)	755
2018 House Vote: Republican	18%	(105)	21%	(125)	6%	(37)	4%	(22)	18%	(106)	33%	(195)	589
2018 House Vote: Someone else	26%	(13)	15%	(8)	4%	(2)	3%	(2)	18%	(9)	34%	(17)	50
2016 Vote: Hillary Clinton	35%	(244)	19%	(135)	5%	(33)	4%	(25)	13%	(89)	24%	(169)	695
2016 Vote: Donald Trump	19%	(126)	20%	(132)	6%	(39)	3%	(23)	18%	(119)	33%	(218)	656
2016 Vote: Other	21%	(18)	22%	(18)	2%	(2)	—	(0)	25%	(22)	30%	(26)	86
2016 Vote: Didn't Vote	22%	(168)	19%	(144)	2%	(18)	3%	(24)	23%	(173)	31%	(237)	765

Table MCFE24_6: *Do you have a favorable or unfavorable opinion of the following people?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Stephen Curry

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	25%	(558)	20%	(432)	4%	(92)	3%	(71)	18%	(404)	30%	(652)	2210
Voted in 2014: Yes	27%	(329)	20%	(251)	5%	(58)	4%	(46)	16%	(191)	29%	(353)	1227
Voted in 2014: No	23%	(229)	18%	(181)	3%	(34)	3%	(26)	22%	(213)	30%	(300)	983
4-Region: Northeast	25%	(94)	19%	(74)	3%	(12)	4%	(15)	20%	(78)	29%	(110)	383
4-Region: Midwest	21%	(97)	20%	(90)	5%	(23)	4%	(20)	21%	(94)	29%	(133)	456
4-Region: South	25%	(213)	22%	(182)	4%	(32)	3%	(26)	16%	(136)	30%	(255)	844
4-Region: West	29%	(153)	16%	(87)	5%	(25)	2%	(10)	18%	(96)	29%	(155)	527
TikTok Users	31%	(248)	21%	(168)	4%	(35)	4%	(29)	17%	(135)	22%	(177)	793
Twitch Users	40%	(86)	22%	(48)	6%	(12)	5%	(11)	12%	(26)	15%	(32)	216
2022 Sports Viewers/Attendees	32%	(472)	24%	(350)	5%	(77)	4%	(58)	16%	(234)	19%	(286)	1475
Monthly Moviegoers	40%	(129)	20%	(64)	9%	(29)	4%	(12)	12%	(38)	15%	(48)	320
Few Times per Year + Moviegoers	33%	(301)	21%	(196)	7%	(64)	4%	(36)	14%	(124)	22%	(199)	920
Heard Smile Campaign	38%	(207)	23%	(125)	7%	(38)	4%	(24)	14%	(76)	15%	(81)	551
Heard Minion Campaign	39%	(212)	24%	(130)	6%	(34)	3%	(18)	13%	(72)	14%	(73)	540
Listens to Podcasts	32%	(358)	20%	(223)	6%	(67)	4%	(46)	17%	(194)	22%	(244)	1132
Streaming Services User	27%	(487)	20%	(353)	5%	(84)	4%	(62)	18%	(316)	27%	(470)	1773
Netflix User	29%	(431)	21%	(307)	5%	(73)	3%	(49)	17%	(244)	25%	(370)	1474
Disney+ User	30%	(300)	21%	(208)	6%	(61)	3%	(34)	17%	(168)	22%	(214)	984
Heterosexual or straight	26%	(508)	20%	(395)	4%	(81)	3%	(67)	17%	(340)	29%	(581)	1971
Gay	34%	(23)	18%	(12)	4%	(3)	—	(0)	16%	(11)	27%	(19)	68
Bisexual	16%	(14)	18%	(16)	3%	(3)	1%	(1)	32%	(28)	30%	(26)	88
Yes	24%	(17)	23%	(16)	4%	(3)	6%	(4)	20%	(14)	23%	(16)	70
No	25%	(541)	19%	(416)	4%	(89)	3%	(67)	18%	(390)	30%	(636)	2140

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

Table MCFE24_7: *Do you have a favorable or unfavorable opinion of the following people?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Kevin Durant

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	15%	(337)	22%	(476)	7%	(153)	5%	(102)	23%	(499)	29%	(643)	2210
Gender: Male	19%	(208)	26%	(276)	10%	(106)	7%	(72)	19%	(206)	19%	(200)	1068
Gender: Female	11%	(129)	18%	(200)	4%	(48)	3%	(30)	26%	(292)	39%	(443)	1142
Age: 18-34	23%	(148)	23%	(146)	8%	(49)	5%	(35)	21%	(132)	20%	(131)	642
Age: 35-44	16%	(60)	26%	(96)	6%	(23)	4%	(15)	22%	(80)	25%	(92)	365
Age: 45-64	12%	(86)	20%	(142)	6%	(39)	4%	(31)	24%	(169)	34%	(246)	714
Age: 65+	9%	(42)	19%	(92)	9%	(42)	4%	(21)	24%	(117)	36%	(174)	489
GenZers: 1997-2012	27%	(68)	23%	(59)	6%	(16)	5%	(14)	16%	(42)	23%	(58)	256
Millennials: 1981-1996	19%	(124)	23%	(153)	8%	(53)	5%	(33)	23%	(148)	22%	(142)	653
GenXers: 1965-1980	14%	(77)	22%	(123)	4%	(24)	4%	(24)	25%	(137)	31%	(171)	555
Baby Boomers: 1946-1964	8%	(55)	19%	(131)	9%	(58)	4%	(29)	24%	(159)	36%	(242)	673
PID: Dem (no lean)	20%	(170)	24%	(206)	6%	(50)	5%	(42)	19%	(166)	26%	(226)	860
PID: Ind (no lean)	11%	(74)	19%	(130)	7%	(46)	4%	(28)	28%	(189)	31%	(207)	674
PID: Rep (no lean)	14%	(92)	21%	(140)	9%	(58)	5%	(32)	21%	(144)	31%	(210)	676
PID/Gender: Dem Men	25%	(98)	28%	(111)	10%	(38)	6%	(24)	16%	(62)	15%	(61)	394
PID/Gender: Dem Women	16%	(72)	20%	(94)	2%	(12)	4%	(18)	22%	(104)	36%	(165)	465
PID/Gender: Ind Men	16%	(56)	23%	(80)	10%	(36)	7%	(23)	24%	(84)	20%	(67)	345
PID/Gender: Ind Women	6%	(19)	15%	(51)	3%	(10)	2%	(5)	32%	(105)	43%	(140)	329
PID/Gender: Rep Men	16%	(54)	26%	(85)	10%	(32)	8%	(25)	19%	(61)	22%	(72)	328
PID/Gender: Rep Women	11%	(38)	16%	(55)	7%	(26)	2%	(7)	24%	(83)	40%	(138)	348
Ideo: Liberal (1-3)	18%	(117)	23%	(148)	8%	(50)	5%	(34)	21%	(137)	26%	(171)	656
Ideo: Moderate (4)	14%	(105)	24%	(177)	6%	(46)	5%	(34)	23%	(173)	29%	(215)	751
Ideo: Conservative (5-7)	15%	(97)	20%	(134)	8%	(56)	5%	(31)	23%	(151)	30%	(197)	666
Educ: < College	16%	(225)	20%	(290)	5%	(79)	3%	(48)	23%	(337)	32%	(458)	1437
Educ: Bachelors degree	13%	(63)	24%	(118)	11%	(55)	8%	(39)	20%	(99)	24%	(118)	491
Educ: Post-grad	17%	(48)	24%	(69)	7%	(20)	5%	(15)	22%	(63)	24%	(67)	282
Income: Under 50k	15%	(197)	20%	(256)	5%	(62)	3%	(37)	24%	(307)	32%	(412)	1271
Income: 50k-100k	15%	(96)	21%	(140)	10%	(66)	8%	(50)	21%	(139)	25%	(166)	656
Income: 100k+	16%	(44)	28%	(80)	9%	(25)	5%	(15)	19%	(53)	23%	(65)	283
Ethnicity: White	11%	(182)	21%	(351)	8%	(129)	5%	(79)	24%	(410)	33%	(559)	1711

Table MCFE24_7: *Do you have a favorable or unfavorable opinion of the following people?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Kevin Durant

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	15%	(337)	22%	(476)	7%	(153)	5%	(102)	23%	(499)	29%	(643)	2210
Ethnicity: Hispanic	20%	(74)	25%	(92)	6%	(22)	5%	(19)	21%	(79)	24%	(88)	374
Ethnicity: Black	39%	(110)	28%	(79)	5%	(14)	5%	(13)	14%	(41)	9%	(26)	282
Ethnicity: Other	21%	(45)	21%	(46)	5%	(10)	4%	(9)	22%	(48)	27%	(58)	217
All Christian	13%	(136)	23%	(240)	8%	(80)	5%	(56)	21%	(217)	29%	(300)	1029
All Non-Christian	19%	(25)	20%	(25)	12%	(15)	3%	(3)	23%	(29)	24%	(32)	129
Atheist	20%	(20)	24%	(24)	6%	(6)	8%	(8)	17%	(16)	25%	(25)	99
Agnostic/Nothing in particular	14%	(84)	17%	(97)	6%	(33)	4%	(26)	28%	(166)	31%	(182)	587
Something Else	20%	(72)	25%	(90)	5%	(20)	2%	(8)	19%	(71)	29%	(104)	365
Religious Non-Protestant/Catholic	19%	(30)	19%	(29)	11%	(16)	2%	(3)	21%	(32)	28%	(43)	154
Evangelical	18%	(98)	28%	(156)	5%	(25)	5%	(26)	19%	(105)	27%	(148)	558
Non-Evangelical	13%	(103)	21%	(164)	9%	(72)	5%	(38)	22%	(176)	30%	(238)	792
Community: Urban	20%	(130)	26%	(165)	7%	(45)	4%	(27)	20%	(127)	22%	(143)	638
Community: Suburban	14%	(140)	21%	(211)	8%	(78)	5%	(55)	25%	(251)	28%	(280)	1014
Community: Rural	12%	(66)	18%	(101)	5%	(30)	3%	(19)	22%	(121)	39%	(220)	558
Employ: Private Sector	18%	(116)	26%	(167)	9%	(58)	5%	(34)	21%	(138)	22%	(142)	654
Employ: Government	23%	(31)	27%	(36)	5%	(7)	4%	(5)	21%	(28)	21%	(28)	136
Employ: Self-Employed	24%	(40)	23%	(39)	6%	(10)	4%	(7)	18%	(30)	24%	(41)	166
Employ: Homemaker	11%	(21)	17%	(32)	3%	(5)	5%	(9)	24%	(46)	40%	(76)	190
Employ: Student	26%	(16)	22%	(14)	8%	(5)	5%	(3)	16%	(10)	23%	(14)	62
Employ: Retired	9%	(50)	18%	(104)	8%	(45)	5%	(26)	24%	(132)	37%	(206)	563
Employ: Unemployed	14%	(42)	17%	(52)	6%	(17)	4%	(11)	28%	(84)	32%	(95)	301
Employ: Other	15%	(20)	24%	(33)	4%	(6)	5%	(7)	21%	(29)	30%	(41)	137
Military HH: Yes	17%	(48)	21%	(60)	5%	(15)	5%	(13)	25%	(71)	27%	(76)	283
Military HH: No	15%	(289)	22%	(416)	7%	(138)	5%	(88)	22%	(428)	29%	(567)	1927
RD/WT: Right Direction	20%	(136)	24%	(161)	7%	(48)	4%	(25)	19%	(129)	25%	(167)	666
RD/WT: Wrong Track	13%	(201)	20%	(315)	7%	(105)	5%	(77)	24%	(369)	31%	(476)	1544
Biden Job Approve	18%	(179)	24%	(231)	7%	(71)	4%	(36)	21%	(204)	26%	(249)	970
Biden Job Disapprove	13%	(151)	20%	(232)	7%	(81)	5%	(60)	23%	(269)	31%	(352)	1144

Table MCFE24_7: *Do you have a favorable or unfavorable opinion of the following people?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Kevin Durant

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	15%	(337)	22%	(476)	7%	(153)	5%	(102)	23%	(499)	29%	(643)	2210
Biden Job Strongly Approve	22%	(97)	23%	(101)	7%	(31)	4%	(16)	18%	(78)	25%	(109)	433
Biden Job Somewhat Approve	15%	(82)	24%	(130)	7%	(40)	4%	(20)	23%	(125)	26%	(140)	537
Biden Job Somewhat Disapprove	14%	(49)	27%	(90)	5%	(18)	4%	(14)	23%	(77)	27%	(91)	339
Biden Job Strongly Disapprove	13%	(102)	18%	(142)	8%	(62)	6%	(46)	24%	(192)	32%	(261)	805
Favorable of Biden	18%	(178)	24%	(233)	6%	(58)	4%	(36)	21%	(204)	27%	(261)	969
Unfavorable of Biden	13%	(147)	21%	(233)	8%	(93)	5%	(61)	23%	(261)	30%	(339)	1134
Very Favorable of Biden	24%	(116)	21%	(101)	6%	(27)	3%	(15)	20%	(97)	26%	(125)	482
Somewhat Favorable of Biden	13%	(62)	27%	(131)	6%	(30)	4%	(20)	22%	(107)	28%	(136)	487
Somewhat Unfavorable of Biden	13%	(39)	28%	(85)	8%	(24)	3%	(10)	22%	(66)	25%	(74)	299
Very Unfavorable of Biden	13%	(109)	18%	(148)	8%	(68)	6%	(50)	23%	(195)	32%	(265)	835
#1 Issue: Economy	16%	(149)	24%	(219)	7%	(62)	5%	(42)	23%	(207)	26%	(234)	913
#1 Issue: Security	13%	(33)	15%	(35)	9%	(22)	6%	(14)	26%	(62)	31%	(76)	243
#1 Issue: Health Care	13%	(22)	28%	(48)	5%	(8)	6%	(10)	17%	(28)	32%	(54)	170
#1 Issue: Medicare / Social Security	7%	(20)	22%	(57)	7%	(19)	4%	(11)	22%	(59)	38%	(100)	266
#1 Issue: Women's Issues	20%	(62)	16%	(49)	8%	(23)	4%	(11)	23%	(70)	31%	(95)	311
#1 Issue: Education	28%	(16)	23%	(13)	11%	(6)	7%	(4)	14%	(8)	18%	(11)	59
#1 Issue: Energy	15%	(20)	23%	(31)	7%	(9)	3%	(4)	26%	(35)	26%	(34)	134
#1 Issue: Other	13%	(15)	19%	(22)	3%	(4)	6%	(6)	25%	(29)	34%	(39)	115
2020 Vote: Joe Biden	19%	(178)	25%	(233)	7%	(70)	4%	(39)	21%	(196)	24%	(229)	945
2020 Vote: Donald Trump	12%	(91)	21%	(157)	8%	(62)	5%	(41)	22%	(161)	31%	(228)	740
2020 Vote: Other	15%	(10)	20%	(13)	5%	(3)	8%	(5)	34%	(23)	19%	(13)	67
2020 Vote: Didn't Vote	12%	(57)	16%	(74)	4%	(19)	4%	(17)	26%	(119)	38%	(173)	459
2018 House Vote: Democrat	20%	(152)	24%	(182)	8%	(57)	5%	(37)	20%	(148)	24%	(179)	755
2018 House Vote: Republican	12%	(70)	22%	(130)	9%	(53)	5%	(31)	22%	(130)	30%	(175)	589
2018 House Vote: Someone else	23%	(12)	11%	(5)	7%	(4)	4%	(2)	24%	(12)	30%	(15)	50
2016 Vote: Hillary Clinton	19%	(135)	24%	(169)	7%	(49)	5%	(32)	19%	(134)	25%	(176)	695
2016 Vote: Donald Trump	12%	(78)	23%	(148)	9%	(61)	5%	(31)	22%	(143)	30%	(194)	656
2016 Vote: Other	13%	(11)	18%	(16)	7%	(6)	4%	(3)	32%	(28)	26%	(22)	86
2016 Vote: Didn't Vote	15%	(111)	18%	(141)	5%	(37)	5%	(35)	25%	(192)	33%	(249)	765

Table MCFE24_7: *Do you have a favorable or unfavorable opinion of the following people?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Kevin Durant

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	15%	(337)	22%	(476)	7%	(153)	5%	(102)	23%	(499)	29%	(643)	2210
Voted in 2014: Yes	16%	(195)	22%	(275)	8%	(95)	5%	(62)	21%	(257)	28%	(342)	1227
Voted in 2014: No	14%	(142)	20%	(201)	6%	(58)	4%	(39)	25%	(241)	31%	(301)	983
4-Region: Northeast	14%	(55)	19%	(72)	7%	(27)	6%	(21)	23%	(87)	31%	(120)	383
4-Region: Midwest	13%	(62)	18%	(80)	7%	(32)	5%	(21)	21%	(96)	36%	(165)	456
4-Region: South	18%	(148)	23%	(195)	6%	(47)	5%	(40)	22%	(187)	27%	(227)	844
4-Region: West	14%	(72)	24%	(129)	9%	(47)	4%	(19)	24%	(129)	25%	(131)	527
TikTok Users	22%	(175)	23%	(185)	6%	(48)	5%	(41)	19%	(153)	24%	(191)	793
Twitch Users	25%	(53)	35%	(76)	6%	(14)	6%	(12)	15%	(32)	13%	(28)	216
2022 Sports Viewers/Attendees	19%	(283)	27%	(401)	9%	(135)	6%	(87)	21%	(304)	18%	(267)	1475
Monthly Moviegoers	26%	(84)	34%	(108)	6%	(21)	7%	(23)	15%	(47)	12%	(37)	320
Few Times per Year + Moviegoers	20%	(188)	28%	(254)	9%	(80)	6%	(54)	18%	(162)	20%	(182)	920
Heard Smile Campaign	27%	(148)	28%	(154)	9%	(48)	6%	(33)	15%	(80)	16%	(88)	551
Heard Minion Campaign	26%	(140)	29%	(156)	8%	(42)	6%	(31)	17%	(93)	14%	(78)	540
Listens to Podcasts	20%	(228)	25%	(280)	9%	(99)	6%	(62)	20%	(225)	21%	(238)	1132
Streaming Services User	17%	(296)	23%	(410)	7%	(127)	5%	(85)	23%	(399)	26%	(456)	1773
Netflix User	18%	(270)	24%	(360)	7%	(103)	5%	(72)	21%	(306)	25%	(363)	1474
Disney+ User	18%	(177)	26%	(254)	8%	(77)	4%	(43)	20%	(196)	24%	(237)	984
Heterosexual or straight	16%	(309)	22%	(439)	7%	(134)	5%	(97)	22%	(424)	29%	(567)	1971
Gay	16%	(11)	21%	(15)	4%	(3)	3%	(2)	30%	(21)	25%	(17)	68
Bisexual	9%	(8)	19%	(17)	5%	(5)	1%	(1)	32%	(29)	34%	(30)	88
Yes	19%	(13)	20%	(14)	9%	(6)	3%	(2)	28%	(20)	21%	(15)	70
No	15%	(323)	22%	(462)	7%	(147)	5%	(100)	22%	(479)	29%	(628)	2140

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

Table MCFE24_8: *Do you have a favorable or unfavorable opinion of the following people?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Roger Federer

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	13%	(297)	19%	(416)	4%	(81)	3%	(63)	20%	(451)	41%	(901)	2210
Gender: Male	18%	(194)	23%	(248)	4%	(47)	4%	(41)	20%	(215)	30%	(322)	1068
Gender: Female	9%	(103)	15%	(167)	3%	(34)	2%	(22)	21%	(236)	51%	(579)	1142
Age: 18-34	12%	(76)	14%	(92)	5%	(35)	5%	(31)	14%	(93)	49%	(316)	642
Age: 35-44	11%	(40)	24%	(88)	4%	(13)	2%	(6)	21%	(75)	39%	(143)	365
Age: 45-64	16%	(112)	16%	(115)	2%	(16)	2%	(14)	21%	(152)	43%	(306)	714
Age: 65+	14%	(69)	25%	(121)	4%	(18)	3%	(13)	27%	(131)	28%	(137)	489
GenZers: 1997-2012	12%	(31)	10%	(26)	6%	(15)	4%	(11)	14%	(36)	54%	(137)	256
Millennials: 1981-1996	12%	(76)	21%	(134)	4%	(28)	4%	(24)	16%	(104)	44%	(286)	653
GenXers: 1965-1980	14%	(80)	16%	(88)	2%	(14)	2%	(12)	23%	(128)	42%	(233)	555
Baby Boomers: 1946-1964	14%	(93)	23%	(158)	3%	(23)	2%	(14)	24%	(165)	33%	(220)	673
PID: Dem (no lean)	18%	(155)	20%	(171)	4%	(35)	3%	(29)	18%	(152)	37%	(317)	860
PID: Ind (no lean)	11%	(72)	15%	(98)	4%	(24)	1%	(8)	23%	(155)	47%	(317)	674
PID: Rep (no lean)	10%	(71)	22%	(146)	3%	(22)	4%	(26)	21%	(144)	39%	(267)	676
PID/Gender: Dem Men	24%	(94)	25%	(97)	5%	(19)	4%	(14)	16%	(62)	27%	(107)	394
PID/Gender: Dem Women	13%	(61)	16%	(74)	3%	(16)	3%	(15)	19%	(89)	45%	(210)	465
PID/Gender: Ind Men	15%	(53)	19%	(64)	5%	(17)	2%	(7)	22%	(76)	37%	(129)	345
PID/Gender: Ind Women	6%	(18)	10%	(34)	2%	(7)	—	(2)	24%	(79)	57%	(188)	329
PID/Gender: Rep Men	14%	(47)	27%	(87)	3%	(11)	6%	(21)	23%	(76)	26%	(86)	328
PID/Gender: Rep Women	7%	(23)	17%	(59)	3%	(11)	2%	(5)	20%	(68)	52%	(181)	348
Ideo: Liberal (1-3)	20%	(129)	19%	(126)	5%	(32)	4%	(28)	19%	(123)	33%	(218)	656
Ideo: Moderate (4)	10%	(73)	20%	(150)	3%	(21)	2%	(12)	22%	(166)	44%	(330)	751
Ideo: Conservative (5-7)	14%	(92)	21%	(137)	4%	(28)	3%	(21)	21%	(143)	37%	(247)	666
Educ: < College	10%	(151)	15%	(210)	3%	(49)	3%	(38)	20%	(285)	49%	(705)	1437
Educ: Bachelors degree	19%	(91)	27%	(131)	5%	(23)	4%	(18)	20%	(97)	26%	(130)	491
Educ: Post-grad	20%	(55)	26%	(75)	3%	(9)	3%	(7)	25%	(69)	24%	(67)	282
Income: Under 50k	11%	(136)	16%	(199)	3%	(43)	2%	(30)	19%	(246)	49%	(618)	1271
Income: 50k-100k	16%	(102)	22%	(141)	4%	(26)	4%	(25)	21%	(141)	34%	(220)	656
Income: 100k+	21%	(59)	27%	(75)	4%	(12)	3%	(8)	23%	(65)	22%	(63)	283
Ethnicity: White	13%	(219)	20%	(335)	3%	(56)	3%	(50)	21%	(355)	41%	(696)	1711

Table MCFE24_8: *Do you have a favorable or unfavorable opinion of the following people?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Roger Federer

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	13%	(297)	19%	(416)	4%	(81)	3%	(63)	20%	(451)	41%	(901)	2210
Ethnicity: Hispanic	15%	(57)	14%	(53)	5%	(20)	3%	(12)	16%	(61)	46%	(171)	374
Ethnicity: Black	16%	(46)	14%	(38)	6%	(16)	3%	(10)	19%	(53)	42%	(119)	282
Ethnicity: Other	15%	(32)	19%	(42)	5%	(10)	2%	(4)	20%	(43)	40%	(86)	217
All Christian	14%	(143)	23%	(239)	4%	(46)	2%	(26)	19%	(198)	37%	(378)	1029
All Non-Christian	21%	(27)	17%	(22)	6%	(8)	4%	(5)	27%	(35)	25%	(32)	129
Atheist	17%	(17)	17%	(17)	7%	(7)	6%	(6)	21%	(20)	32%	(32)	99
Agnostic/Nothing in particular	12%	(71)	14%	(81)	2%	(12)	2%	(14)	24%	(139)	46%	(271)	587
Something Else	10%	(38)	15%	(56)	3%	(10)	3%	(13)	16%	(60)	52%	(189)	365
Religious Non-Protestant/Catholic	19%	(29)	19%	(29)	5%	(8)	4%	(5)	24%	(37)	29%	(45)	154
Evangelical	13%	(72)	22%	(120)	4%	(22)	2%	(13)	16%	(89)	43%	(242)	558
Non-Evangelical	13%	(104)	21%	(163)	4%	(33)	3%	(26)	21%	(163)	38%	(302)	792
Community: Urban	14%	(87)	21%	(137)	5%	(34)	3%	(19)	18%	(114)	39%	(248)	638
Community: Suburban	16%	(160)	19%	(194)	3%	(32)	3%	(30)	23%	(236)	36%	(362)	1014
Community: Rural	9%	(49)	15%	(85)	3%	(16)	3%	(15)	18%	(102)	52%	(291)	558
Employ: Private Sector	18%	(117)	23%	(148)	5%	(30)	3%	(18)	20%	(128)	33%	(213)	654
Employ: Government	14%	(19)	16%	(22)	2%	(2)	5%	(7)	27%	(37)	36%	(49)	136
Employ: Self-Employed	15%	(25)	20%	(33)	5%	(7)	5%	(9)	17%	(29)	38%	(64)	166
Employ: Homemaker	4%	(8)	13%	(24)	6%	(11)	2%	(4)	16%	(30)	60%	(114)	190
Employ: Student	19%	(12)	10%	(6)	6%	(4)	1%	(1)	6%	(4)	58%	(36)	62
Employ: Retired	14%	(80)	23%	(129)	3%	(15)	2%	(10)	24%	(138)	34%	(192)	563
Employ: Unemployed	8%	(25)	10%	(31)	3%	(9)	3%	(10)	20%	(59)	55%	(166)	301
Employ: Other	9%	(12)	17%	(23)	2%	(3)	4%	(5)	20%	(27)	49%	(67)	137
Military HH: Yes	18%	(51)	19%	(54)	3%	(8)	2%	(6)	23%	(66)	34%	(98)	283
Military HH: No	13%	(245)	19%	(362)	4%	(73)	3%	(58)	20%	(385)	42%	(804)	1927
RD/WT: Right Direction	18%	(121)	21%	(137)	5%	(31)	4%	(27)	18%	(119)	35%	(231)	666
RD/WT: Wrong Track	11%	(176)	18%	(278)	3%	(50)	2%	(37)	22%	(333)	43%	(670)	1544
Biden Job Approve	18%	(171)	21%	(208)	4%	(40)	3%	(32)	19%	(180)	35%	(339)	970
Biden Job Disapprove	11%	(121)	18%	(203)	4%	(41)	2%	(27)	22%	(255)	43%	(496)	1144

Table MCFE24_8: *Do you have a favorable or unfavorable opinion of the following people?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Roger Federer

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	13%	(297)	19%	(416)	4%	(81)	3%	(63)	20%	(451)	41%	(901)	2210
Biden Job Strongly Approve	24%	(102)	20%	(86)	4%	(18)	3%	(15)	17%	(72)	32%	(139)	433
Biden Job Somewhat Approve	13%	(69)	23%	(122)	4%	(21)	3%	(17)	20%	(108)	37%	(201)	537
Biden Job Somewhat Disapprove	12%	(40)	20%	(67)	2%	(8)	2%	(8)	23%	(77)	41%	(138)	339
Biden Job Strongly Disapprove	10%	(82)	17%	(136)	4%	(32)	2%	(19)	22%	(178)	45%	(358)	805
Favorable of Biden	18%	(174)	21%	(203)	4%	(36)	3%	(25)	19%	(181)	36%	(349)	969
Unfavorable of Biden	10%	(118)	18%	(204)	4%	(42)	3%	(35)	22%	(251)	43%	(483)	1134
Very Favorable of Biden	23%	(109)	21%	(100)	4%	(18)	4%	(18)	15%	(74)	34%	(163)	482
Somewhat Favorable of Biden	13%	(65)	21%	(103)	4%	(18)	2%	(8)	22%	(107)	38%	(186)	487
Somewhat Unfavorable of Biden	11%	(33)	19%	(56)	4%	(11)	3%	(10)	20%	(59)	43%	(129)	299
Very Unfavorable of Biden	10%	(86)	18%	(147)	4%	(31)	3%	(25)	23%	(192)	42%	(354)	835
#1 Issue: Economy	13%	(117)	21%	(191)	4%	(35)	2%	(21)	21%	(189)	39%	(360)	913
#1 Issue: Security	14%	(34)	16%	(38)	4%	(10)	5%	(13)	21%	(51)	40%	(96)	243
#1 Issue: Health Care	17%	(28)	24%	(40)	3%	(6)	—	(0)	16%	(28)	40%	(68)	170
#1 Issue: Medicare / Social Security	12%	(31)	23%	(62)	3%	(8)	2%	(6)	21%	(55)	39%	(104)	266
#1 Issue: Women's Issues	15%	(48)	10%	(32)	2%	(6)	4%	(12)	20%	(61)	49%	(151)	311
#1 Issue: Education	11%	(6)	18%	(11)	13%	(8)	6%	(4)	12%	(7)	39%	(23)	59
#1 Issue: Energy	14%	(19)	15%	(20)	4%	(5)	4%	(5)	22%	(29)	41%	(55)	134
#1 Issue: Other	11%	(13)	18%	(21)	3%	(3)	3%	(3)	27%	(30)	38%	(44)	115
2020 Vote: Joe Biden	19%	(179)	21%	(198)	4%	(42)	3%	(33)	20%	(185)	33%	(308)	945
2020 Vote: Donald Trump	11%	(79)	21%	(158)	3%	(21)	3%	(25)	23%	(169)	39%	(287)	740
2020 Vote: Other	11%	(7)	27%	(18)	2%	(1)	—	(0)	29%	(19)	32%	(21)	67
2020 Vote: Didn't Vote	7%	(32)	9%	(42)	4%	(18)	1%	(5)	17%	(77)	62%	(285)	459
2018 House Vote: Democrat	20%	(149)	23%	(172)	5%	(36)	4%	(34)	20%	(151)	28%	(213)	755
2018 House Vote: Republican	13%	(75)	21%	(123)	3%	(18)	3%	(18)	24%	(143)	36%	(212)	589
2018 House Vote: Someone else	18%	(9)	18%	(9)	1%	(1)	—	(0)	18%	(9)	45%	(22)	50
2016 Vote: Hillary Clinton	19%	(135)	22%	(152)	5%	(32)	4%	(29)	19%	(135)	31%	(212)	695
2016 Vote: Donald Trump	14%	(89)	22%	(146)	3%	(18)	3%	(19)	23%	(151)	35%	(232)	656
2016 Vote: Other	14%	(12)	23%	(19)	2%	(2)	1%	(1)	32%	(27)	28%	(24)	86
2016 Vote: Didn't Vote	8%	(60)	13%	(96)	4%	(29)	2%	(14)	18%	(136)	56%	(430)	765

Table MCFE24_8: *Do you have a favorable or unfavorable opinion of the following people?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Roger Federer

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	13%	(297)	19%	(416)	4%	(81)	3%	(63)	20%	(451)	41%	(901)	2210
Voted in 2014: Yes	17%	(212)	22%	(269)	4%	(45)	3%	(40)	22%	(269)	32%	(392)	1227
Voted in 2014: No	9%	(85)	15%	(146)	4%	(37)	2%	(24)	19%	(182)	52%	(509)	983
4-Region: Northeast	14%	(53)	19%	(74)	2%	(9)	4%	(16)	23%	(89)	37%	(142)	383
4-Region: Midwest	13%	(60)	19%	(89)	3%	(14)	2%	(9)	20%	(93)	42%	(192)	456
4-Region: South	12%	(99)	17%	(146)	5%	(41)	3%	(28)	20%	(171)	43%	(360)	844
4-Region: West	16%	(84)	20%	(107)	4%	(19)	2%	(11)	19%	(99)	39%	(207)	527
TikTok Users	15%	(115)	16%	(130)	5%	(41)	3%	(23)	15%	(119)	46%	(365)	793
Twitch Users	15%	(32)	21%	(46)	5%	(10)	4%	(9)	20%	(43)	35%	(76)	216
2022 Sports Viewers/Attendees	17%	(256)	24%	(351)	5%	(69)	3%	(50)	22%	(321)	29%	(428)	1475
Monthly Moviegoers	23%	(72)	26%	(84)	6%	(19)	7%	(21)	15%	(49)	23%	(75)	320
Few Times per Year + Moviegoers	17%	(156)	23%	(214)	5%	(45)	5%	(44)	19%	(170)	32%	(291)	920
Heard Smile Campaign	18%	(98)	24%	(134)	8%	(42)	4%	(21)	14%	(78)	33%	(179)	551
Heard Minion Campaign	20%	(110)	21%	(115)	6%	(33)	5%	(26)	14%	(78)	33%	(178)	540
Listens to Podcasts	17%	(191)	23%	(260)	4%	(47)	4%	(44)	21%	(239)	31%	(351)	1132
Streaming Services User	14%	(253)	20%	(347)	4%	(76)	3%	(54)	20%	(352)	39%	(691)	1773
Netflix User	14%	(211)	19%	(286)	4%	(59)	3%	(50)	19%	(276)	40%	(592)	1474
Disney+ User	15%	(146)	21%	(205)	5%	(52)	3%	(33)	18%	(176)	38%	(372)	984
Heterosexual or straight	14%	(271)	19%	(379)	4%	(70)	3%	(58)	20%	(404)	40%	(788)	1971
Gay	22%	(15)	23%	(16)	2%	(2)	5%	(3)	14%	(10)	33%	(22)	68
Bisexual	4%	(4)	13%	(12)	1%	(1)	—	(0)	20%	(18)	61%	(54)	88
Yes	18%	(12)	11%	(8)	7%	(5)	4%	(3)	19%	(13)	42%	(29)	70
No	13%	(285)	19%	(408)	4%	(77)	3%	(60)	20%	(438)	41%	(872)	2140

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

Table MCFE24_9: *Do you have a favorable or unfavorable opinion of the following people? If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
James Harden

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	10%	(226)	15%	(339)	6%	(134)	4%	(94)	16%	(351)	48%	(1066)	2210
Gender: Male	14%	(145)	19%	(206)	10%	(103)	7%	(74)	15%	(155)	36%	(384)	1068
Gender: Female	7%	(80)	12%	(133)	3%	(31)	2%	(20)	17%	(196)	60%	(682)	1142
Age: 18-34	18%	(115)	20%	(129)	7%	(44)	5%	(35)	14%	(88)	36%	(231)	642
Age: 35-44	12%	(46)	19%	(69)	6%	(24)	3%	(12)	18%	(66)	41%	(150)	365
Age: 45-64	7%	(50)	13%	(90)	5%	(34)	4%	(31)	17%	(122)	54%	(387)	714
Age: 65+	3%	(15)	10%	(51)	7%	(32)	3%	(16)	15%	(76)	61%	(298)	489
GenZers: 1997-2012	20%	(50)	19%	(48)	6%	(16)	6%	(15)	13%	(34)	36%	(93)	256
Millennials: 1981-1996	15%	(95)	21%	(137)	7%	(46)	5%	(31)	15%	(99)	38%	(246)	653
GenXers: 1965-1980	10%	(53)	13%	(74)	5%	(27)	3%	(17)	18%	(99)	51%	(285)	555
Baby Boomers: 1946-1964	4%	(25)	11%	(75)	7%	(44)	5%	(31)	17%	(112)	57%	(385)	673
PID: Dem (no lean)	14%	(119)	19%	(164)	6%	(50)	4%	(36)	13%	(114)	44%	(376)	860
PID: Ind (no lean)	8%	(51)	10%	(66)	6%	(39)	4%	(29)	20%	(134)	53%	(356)	674
PID: Rep (no lean)	8%	(55)	16%	(108)	7%	(45)	4%	(29)	15%	(103)	50%	(335)	676
PID/Gender: Dem Men	18%	(71)	26%	(101)	9%	(37)	6%	(23)	11%	(45)	30%	(118)	394
PID/Gender: Dem Women	10%	(49)	14%	(63)	3%	(13)	3%	(13)	15%	(69)	55%	(257)	465
PID/Gender: Ind Men	11%	(37)	13%	(46)	10%	(35)	7%	(25)	18%	(61)	41%	(140)	345
PID/Gender: Ind Women	4%	(14)	6%	(20)	1%	(4)	1%	(3)	22%	(72)	66%	(216)	329
PID/Gender: Rep Men	11%	(37)	18%	(58)	10%	(31)	8%	(26)	15%	(49)	38%	(126)	328
PID/Gender: Rep Women	5%	(18)	14%	(50)	4%	(13)	1%	(3)	16%	(54)	60%	(209)	348
Ideo: Liberal (1-3)	12%	(76)	17%	(114)	6%	(41)	5%	(34)	14%	(92)	46%	(299)	656
Ideo: Moderate (4)	10%	(74)	18%	(136)	6%	(44)	4%	(30)	18%	(132)	45%	(335)	751
Ideo: Conservative (5-7)	9%	(61)	13%	(84)	7%	(46)	4%	(27)	16%	(104)	52%	(344)	666
Educ: < College	12%	(174)	14%	(198)	4%	(56)	3%	(49)	17%	(240)	50%	(720)	1437
Educ: Bachelors degree	7%	(34)	19%	(91)	10%	(51)	8%	(40)	14%	(70)	42%	(205)	491
Educ: Post-grad	6%	(18)	17%	(49)	9%	(27)	2%	(5)	15%	(41)	50%	(142)	282
Income: Under 50k	11%	(135)	15%	(185)	4%	(45)	3%	(39)	16%	(203)	52%	(665)	1271
Income: 50k-100k	9%	(58)	15%	(102)	9%	(59)	7%	(44)	15%	(98)	45%	(295)	656
Income: 100k+	12%	(33)	19%	(53)	11%	(30)	4%	(11)	17%	(49)	38%	(106)	283
Ethnicity: White	6%	(108)	15%	(254)	6%	(103)	4%	(71)	16%	(271)	53%	(905)	1711

Table MCFE24_9: *Do you have a favorable or unfavorable opinion of the following people?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*

James Harden

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	10%	(226)	15%	(339)	6%	(134)	4%	(94)	16%	(351)	48%	(1066)	2210
Ethnicity: Hispanic	15%	(54)	18%	(69)	5%	(20)	6%	(21)	15%	(55)	41%	(153)	374
Ethnicity: Black	33%	(93)	19%	(53)	6%	(18)	4%	(10)	16%	(44)	23%	(65)	282
Ethnicity: Other	11%	(25)	15%	(32)	6%	(14)	6%	(14)	16%	(36)	45%	(97)	217
All Christian	9%	(88)	17%	(176)	7%	(75)	5%	(46)	14%	(144)	49%	(499)	1029
All Non-Christian	12%	(16)	11%	(14)	15%	(20)	4%	(6)	11%	(15)	46%	(59)	129
Atheist	9%	(9)	17%	(17)	7%	(7)	9%	(9)	14%	(14)	44%	(44)	99
Agnostic/Nothing in particular	9%	(54)	13%	(79)	2%	(14)	4%	(24)	22%	(128)	49%	(288)	587
Something Else	16%	(59)	14%	(53)	5%	(18)	3%	(9)	14%	(50)	48%	(176)	365
Religious Non-Protestant/Catholic	12%	(18)	10%	(16)	16%	(24)	4%	(6)	9%	(15)	49%	(75)	154
Evangelical	16%	(87)	17%	(97)	4%	(22)	3%	(19)	14%	(79)	46%	(255)	558
Non-Evangelical	7%	(55)	16%	(126)	8%	(67)	5%	(37)	14%	(112)	50%	(394)	792
Community: Urban	16%	(101)	19%	(119)	8%	(52)	3%	(18)	16%	(101)	39%	(247)	638
Community: Suburban	10%	(97)	16%	(163)	5%	(56)	5%	(56)	16%	(163)	47%	(480)	1014
Community: Rural	5%	(27)	10%	(57)	5%	(27)	4%	(21)	16%	(87)	61%	(339)	558
Employ: Private Sector	12%	(78)	23%	(151)	8%	(52)	6%	(41)	14%	(90)	37%	(242)	654
Employ: Government	15%	(20)	18%	(24)	9%	(12)	2%	(3)	17%	(23)	40%	(54)	136
Employ: Self-Employed	22%	(37)	13%	(21)	8%	(14)	5%	(8)	13%	(21)	39%	(65)	166
Employ: Homemaker	5%	(10)	11%	(21)	2%	(4)	1%	(2)	19%	(36)	61%	(117)	190
Employ: Student	19%	(12)	16%	(10)	7%	(4)	5%	(3)	21%	(13)	32%	(20)	62
Employ: Retired	3%	(19)	11%	(60)	6%	(36)	4%	(22)	15%	(82)	61%	(343)	563
Employ: Unemployed	10%	(31)	10%	(29)	3%	(9)	2%	(6)	20%	(60)	55%	(167)	301
Employ: Other	14%	(19)	17%	(23)	2%	(2)	6%	(9)	18%	(24)	43%	(59)	137
Military HH: Yes	7%	(21)	17%	(47)	4%	(12)	3%	(8)	15%	(41)	55%	(154)	283
Military HH: No	11%	(205)	15%	(292)	6%	(122)	4%	(86)	16%	(309)	47%	(912)	1927
RD/WT: Right Direction	17%	(111)	19%	(125)	7%	(50)	3%	(19)	13%	(89)	41%	(273)	666
RD/WT: Wrong Track	7%	(115)	14%	(213)	5%	(84)	5%	(75)	17%	(262)	51%	(793)	1544
Biden Job Approve	14%	(133)	18%	(171)	6%	(63)	4%	(34)	14%	(140)	44%	(428)	970
Biden Job Disapprove	7%	(84)	14%	(160)	6%	(70)	5%	(56)	17%	(197)	50%	(577)	1144

Continued on next page

Table MCFE24_9: *Do you have a favorable or unfavorable opinion of the following people?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
James Harden

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	10%	(226)	15%	(339)	6%	(134)	4%	(94)	16%	(351)	48%	(1066)	2210
Biden Job Strongly Approve	19%	(81)	17%	(72)	6%	(24)	3%	(12)	12%	(54)	44%	(189)	433
Biden Job Somewhat Approve	10%	(53)	18%	(99)	7%	(39)	4%	(23)	16%	(86)	44%	(239)	537
Biden Job Somewhat Disapprove	11%	(37)	18%	(61)	6%	(19)	4%	(13)	19%	(63)	43%	(146)	339
Biden Job Strongly Disapprove	6%	(47)	12%	(99)	6%	(50)	5%	(43)	17%	(134)	54%	(431)	805
Favorable of Biden	14%	(135)	17%	(166)	6%	(55)	3%	(34)	13%	(128)	47%	(451)	969
Unfavorable of Biden	7%	(81)	15%	(164)	6%	(72)	5%	(58)	18%	(201)	49%	(558)	1134
Very Favorable of Biden	17%	(84)	17%	(80)	5%	(24)	2%	(12)	12%	(56)	47%	(227)	482
Somewhat Favorable of Biden	10%	(51)	18%	(87)	6%	(32)	4%	(22)	15%	(73)	46%	(224)	487
Somewhat Unfavorable of Biden	9%	(27)	18%	(54)	8%	(24)	2%	(7)	19%	(58)	43%	(129)	299
Very Unfavorable of Biden	6%	(54)	13%	(111)	6%	(48)	6%	(51)	17%	(143)	51%	(429)	835
#1 Issue: Economy	11%	(96)	16%	(144)	8%	(69)	4%	(39)	16%	(146)	46%	(419)	913
#1 Issue: Security	9%	(23)	14%	(33)	7%	(16)	5%	(12)	14%	(35)	51%	(124)	243
#1 Issue: Health Care	14%	(24)	19%	(32)	8%	(13)	5%	(8)	15%	(25)	40%	(68)	170
#1 Issue: Medicare / Social Security	6%	(16)	11%	(28)	4%	(11)	2%	(5)	15%	(39)	63%	(167)	266
#1 Issue: Women's Issues	10%	(32)	17%	(54)	3%	(9)	5%	(15)	14%	(45)	50%	(156)	311
#1 Issue: Education	22%	(13)	15%	(9)	8%	(5)	7%	(4)	15%	(9)	33%	(19)	59
#1 Issue: Energy	10%	(14)	21%	(28)	5%	(7)	6%	(8)	18%	(24)	40%	(53)	134
#1 Issue: Other	7%	(8)	10%	(11)	3%	(4)	3%	(4)	25%	(29)	52%	(60)	115
2020 Vote: Joe Biden	13%	(124)	18%	(171)	7%	(69)	4%	(34)	15%	(139)	43%	(407)	945
2020 Vote: Donald Trump	6%	(48)	16%	(119)	6%	(44)	6%	(41)	14%	(107)	51%	(380)	740
2020 Vote: Other	13%	(9)	10%	(7)	4%	(3)	4%	(3)	26%	(18)	42%	(28)	67
2020 Vote: Didn't Vote	10%	(44)	9%	(42)	4%	(19)	3%	(16)	19%	(87)	55%	(251)	459
2018 House Vote: Democrat	14%	(104)	20%	(148)	7%	(55)	4%	(31)	13%	(99)	42%	(318)	755
2018 House Vote: Republican	6%	(37)	15%	(88)	6%	(34)	5%	(31)	16%	(95)	52%	(304)	589
2018 House Vote: Someone else	9%	(4)	14%	(7)	5%	(2)	—	(0)	15%	(8)	57%	(28)	50
2016 Vote: Hillary Clinton	14%	(96)	18%	(128)	7%	(46)	4%	(27)	14%	(96)	43%	(302)	695
2016 Vote: Donald Trump	6%	(40)	18%	(115)	6%	(38)	5%	(36)	14%	(94)	51%	(334)	656
2016 Vote: Other	12%	(10)	9%	(8)	7%	(6)	3%	(3)	19%	(16)	51%	(43)	86
2016 Vote: Didn't Vote	10%	(79)	11%	(87)	5%	(41)	4%	(29)	19%	(145)	50%	(384)	765

Continued on next page

Table MCFE24_9: *Do you have a favorable or unfavorable opinion of the following people?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*

James Harden

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	10%	(226)	15%	(339)	6%	(134)	4%	(94)	16%	(351)	48%	(1066)	2210
Voted in 2014: Yes	10%	(120)	17%	(203)	6%	(77)	5%	(56)	14%	(177)	48%	(593)	1227
Voted in 2014: No	11%	(106)	14%	(136)	6%	(57)	4%	(38)	18%	(173)	48%	(473)	983
4-Region: Northeast	10%	(40)	14%	(53)	5%	(18)	5%	(21)	18%	(68)	48%	(182)	383
4-Region: Midwest	8%	(38)	12%	(56)	6%	(27)	5%	(24)	19%	(86)	49%	(226)	456
4-Region: South	12%	(105)	16%	(137)	5%	(45)	4%	(30)	14%	(116)	49%	(410)	844
4-Region: West	8%	(42)	17%	(92)	8%	(44)	4%	(20)	15%	(81)	47%	(248)	527
TikTok Users	15%	(119)	20%	(155)	6%	(50)	4%	(31)	14%	(113)	41%	(325)	793
Twitch Users	22%	(48)	23%	(49)	10%	(23)	5%	(11)	15%	(31)	25%	(54)	216
2022 Sports Viewers/Attendees	13%	(190)	20%	(292)	8%	(123)	6%	(81)	16%	(235)	38%	(553)	1475
Monthly Moviegoers	18%	(58)	31%	(98)	10%	(32)	5%	(16)	13%	(41)	23%	(75)	320
Few Times per Year + Moviegoers	15%	(139)	24%	(220)	8%	(75)	4%	(40)	13%	(123)	35%	(323)	920
Heard Smile Campaign	21%	(114)	26%	(145)	8%	(46)	6%	(31)	15%	(82)	24%	(132)	551
Heard Minion Campaign	20%	(110)	27%	(147)	7%	(37)	5%	(24)	16%	(85)	25%	(136)	540
Listens to Podcasts	15%	(171)	20%	(226)	7%	(80)	6%	(64)	16%	(182)	36%	(408)	1132
Streaming Services User	12%	(208)	17%	(296)	7%	(117)	4%	(78)	16%	(284)	45%	(790)	1773
Netflix User	13%	(184)	18%	(267)	6%	(95)	4%	(66)	16%	(243)	42%	(619)	1474
Disney+ User	13%	(126)	21%	(207)	8%	(76)	5%	(46)	15%	(149)	39%	(381)	984
Heterosexual or straight	10%	(204)	16%	(306)	6%	(126)	5%	(89)	15%	(300)	48%	(944)	1971
Gay	9%	(6)	14%	(9)	—	(0)	2%	(2)	19%	(13)	56%	(38)	68
Bisexual	10%	(9)	12%	(11)	1%	(1)	1%	(0)	22%	(20)	54%	(48)	88
Yes	14%	(10)	10%	(7)	8%	(5)	6%	(4)	26%	(18)	36%	(25)	70
No	10%	(216)	15%	(331)	6%	(129)	4%	(90)	16%	(333)	49%	(1041)	2140

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

Table MCFE24_10: *Do you have a favorable or unfavorable opinion of the following people?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Tiger Woods

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	18%	(409)	27%	(603)	13%	(284)	10%	(221)	24%	(522)	8%	(172)	2210
Gender: Male	23%	(244)	31%	(333)	11%	(115)	8%	(90)	20%	(215)	7%	(72)	1068
Gender: Female	14%	(165)	24%	(270)	15%	(169)	12%	(131)	27%	(307)	9%	(100)	1142
Age: 18-34	18%	(117)	24%	(157)	9%	(59)	10%	(64)	24%	(153)	14%	(92)	642
Age: 35-44	20%	(74)	27%	(98)	15%	(55)	7%	(24)	27%	(98)	4%	(15)	365
Age: 45-64	18%	(131)	27%	(190)	11%	(82)	11%	(81)	26%	(183)	7%	(47)	714
Age: 65+	18%	(87)	32%	(158)	18%	(88)	11%	(51)	18%	(89)	3%	(16)	489
GenZers: 1997-2012	16%	(42)	21%	(53)	9%	(23)	9%	(23)	22%	(57)	23%	(59)	256
Millennials: 1981-1996	20%	(133)	27%	(174)	13%	(82)	9%	(56)	25%	(163)	7%	(44)	653
GenXers: 1965-1980	17%	(97)	29%	(160)	11%	(60)	11%	(59)	26%	(142)	7%	(38)	555
Baby Boomers: 1946-1964	17%	(118)	28%	(191)	17%	(111)	11%	(75)	22%	(151)	4%	(27)	673
PID: Dem (no lean)	23%	(200)	28%	(242)	13%	(111)	9%	(76)	19%	(161)	8%	(69)	860
PID: Ind (no lean)	12%	(84)	25%	(170)	12%	(79)	11%	(71)	32%	(217)	8%	(53)	674
PID: Rep (no lean)	18%	(124)	28%	(190)	14%	(94)	11%	(74)	21%	(143)	7%	(50)	676
PID/Gender: Dem Men	30%	(118)	31%	(122)	9%	(37)	8%	(30)	15%	(58)	8%	(31)	394
PID/Gender: Dem Women	18%	(82)	26%	(121)	16%	(74)	10%	(46)	22%	(104)	8%	(38)	465
PID/Gender: Ind Men	17%	(60)	29%	(99)	10%	(36)	9%	(30)	28%	(98)	7%	(23)	345
PID/Gender: Ind Women	7%	(24)	22%	(72)	13%	(42)	13%	(41)	36%	(120)	9%	(29)	329
PID/Gender: Rep Men	20%	(66)	34%	(112)	13%	(42)	9%	(30)	18%	(60)	5%	(18)	328
PID/Gender: Rep Women	17%	(58)	22%	(78)	15%	(53)	13%	(44)	24%	(83)	9%	(32)	348
Ideo: Liberal (1-3)	20%	(133)	28%	(181)	16%	(107)	11%	(74)	19%	(121)	6%	(40)	656
Ideo: Moderate (4)	19%	(143)	28%	(207)	10%	(72)	7%	(55)	28%	(209)	9%	(64)	751
Ideo: Conservative (5-7)	18%	(121)	29%	(193)	15%	(99)	12%	(82)	21%	(139)	5%	(32)	666
Educ: < College	19%	(270)	26%	(370)	9%	(134)	10%	(142)	28%	(396)	9%	(125)	1437
Educ: Bachelors degree	18%	(88)	32%	(155)	17%	(82)	10%	(48)	18%	(87)	6%	(31)	491
Educ: Post-grad	18%	(50)	27%	(78)	24%	(68)	11%	(32)	14%	(39)	6%	(16)	282
Income: Under 50k	17%	(219)	26%	(324)	10%	(122)	9%	(118)	29%	(363)	10%	(124)	1271
Income: 50k-100k	19%	(122)	29%	(194)	17%	(111)	11%	(75)	18%	(116)	6%	(38)	656
Income: 100k+	24%	(67)	30%	(85)	18%	(50)	10%	(28)	15%	(43)	4%	(10)	283
Ethnicity: White	15%	(262)	29%	(489)	14%	(247)	11%	(186)	24%	(405)	7%	(121)	1711

Table MCFE24_10: *Do you have a favorable or unfavorable opinion of the following people?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Tiger Woods

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	18%	(409)	27%	(603)	13%	(284)	10%	(221)	24%	(522)	8%	(172)	2210
Ethnicity: Hispanic	18%	(66)	31%	(116)	6%	(24)	7%	(27)	20%	(76)	17%	(65)	374
Ethnicity: Black	37%	(103)	20%	(57)	4%	(12)	9%	(26)	21%	(60)	9%	(24)	282
Ethnicity: Other	20%	(44)	26%	(56)	11%	(25)	4%	(9)	26%	(57)	12%	(26)	217
All Christian	19%	(195)	29%	(299)	16%	(168)	10%	(106)	19%	(200)	6%	(62)	1029
All Non-Christian	16%	(21)	33%	(43)	13%	(16)	6%	(8)	22%	(28)	10%	(13)	129
Atheist	21%	(21)	28%	(27)	16%	(16)	13%	(13)	16%	(16)	6%	(6)	99
Agnostic/Nothing in particular	14%	(84)	24%	(142)	10%	(59)	9%	(55)	32%	(187)	10%	(61)	587
Something Else	24%	(88)	25%	(91)	7%	(25)	11%	(39)	25%	(92)	8%	(30)	365
Religious Non-Protestant/Catholic	16%	(25)	31%	(48)	15%	(23)	6%	(9)	24%	(36)	9%	(14)	154
Evangelical	24%	(136)	26%	(146)	12%	(67)	9%	(52)	22%	(121)	7%	(37)	558
Non-Evangelical	18%	(142)	29%	(233)	15%	(116)	11%	(89)	20%	(162)	6%	(50)	792
Community: Urban	23%	(145)	28%	(179)	11%	(67)	9%	(56)	22%	(138)	8%	(51)	638
Community: Suburban	18%	(183)	26%	(261)	16%	(159)	10%	(104)	24%	(238)	7%	(69)	1014
Community: Rural	14%	(81)	29%	(162)	10%	(57)	11%	(61)	26%	(145)	9%	(51)	558
Employ: Private Sector	22%	(146)	30%	(199)	14%	(90)	9%	(58)	19%	(125)	6%	(37)	654
Employ: Government	22%	(30)	30%	(41)	7%	(10)	10%	(14)	21%	(29)	9%	(12)	136
Employ: Self-Employed	22%	(37)	28%	(46)	12%	(20)	12%	(20)	16%	(27)	10%	(17)	166
Employ: Homemaker	8%	(15)	21%	(40)	16%	(30)	16%	(30)	28%	(53)	12%	(22)	190
Employ: Student	19%	(12)	22%	(14)	13%	(8)	5%	(3)	24%	(15)	16%	(10)	62
Employ: Retired	19%	(105)	29%	(162)	15%	(87)	11%	(60)	21%	(116)	6%	(32)	563
Employ: Unemployed	14%	(43)	24%	(71)	8%	(25)	7%	(20)	36%	(108)	11%	(34)	301
Employ: Other	15%	(21)	21%	(28)	11%	(15)	12%	(17)	36%	(50)	5%	(6)	137
Military HH: Yes	22%	(62)	31%	(88)	14%	(41)	10%	(29)	19%	(54)	4%	(10)	283
Military HH: No	18%	(347)	27%	(515)	13%	(243)	10%	(193)	24%	(468)	8%	(161)	1927
RD/WT: Right Direction	26%	(172)	29%	(195)	10%	(67)	8%	(52)	18%	(121)	9%	(59)	666
RD/WT: Wrong Track	15%	(237)	26%	(408)	14%	(217)	11%	(169)	26%	(401)	7%	(112)	1544
Biden Job Approve	22%	(216)	29%	(284)	12%	(120)	9%	(89)	19%	(188)	8%	(74)	970
Biden Job Disapprove	16%	(187)	27%	(309)	14%	(159)	11%	(124)	26%	(292)	6%	(73)	1144

Continued on next page

Table MCFE24_10: *Do you have a favorable or unfavorable opinion of the following people?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Tiger Woods

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	18%	(409)	27%	(603)	13%	(284)	10%	(221)	24%	(522)	8%	(172)	2210
Biden Job Strongly Approve	29%	(127)	29%	(127)	10%	(44)	9%	(38)	15%	(65)	7%	(31)	433
Biden Job Somewhat Approve	17%	(89)	29%	(157)	14%	(76)	9%	(51)	23%	(122)	8%	(43)	537
Biden Job Somewhat Disapprove	16%	(53)	29%	(99)	16%	(55)	6%	(21)	25%	(86)	7%	(25)	339
Biden Job Strongly Disapprove	17%	(134)	26%	(210)	13%	(104)	13%	(103)	26%	(206)	6%	(48)	805
Favorable of Biden	23%	(218)	29%	(285)	12%	(117)	9%	(86)	20%	(192)	7%	(72)	969
Unfavorable of Biden	16%	(183)	27%	(305)	14%	(159)	11%	(129)	25%	(284)	7%	(74)	1134
Very Favorable of Biden	32%	(153)	27%	(128)	11%	(51)	9%	(41)	15%	(71)	8%	(37)	482
Somewhat Favorable of Biden	13%	(65)	32%	(157)	13%	(66)	9%	(44)	25%	(121)	7%	(34)	487
Somewhat Unfavorable of Biden	15%	(45)	29%	(86)	17%	(50)	7%	(20)	25%	(74)	8%	(23)	299
Very Unfavorable of Biden	16%	(138)	26%	(219)	13%	(109)	13%	(110)	25%	(210)	6%	(51)	835
#1 Issue: Economy	20%	(183)	27%	(242)	13%	(123)	9%	(86)	23%	(213)	7%	(66)	913
#1 Issue: Security	18%	(43)	27%	(65)	10%	(25)	12%	(28)	26%	(64)	7%	(17)	243
#1 Issue: Health Care	17%	(29)	31%	(53)	9%	(16)	9%	(16)	26%	(43)	7%	(12)	170
#1 Issue: Medicare / Social Security	20%	(54)	30%	(80)	14%	(38)	7%	(19)	19%	(51)	9%	(23)	266
#1 Issue: Women's Issues	15%	(45)	25%	(79)	15%	(45)	12%	(39)	21%	(64)	12%	(39)	311
#1 Issue: Education	21%	(12)	27%	(16)	16%	(9)	12%	(7)	23%	(14)	1%	(1)	59
#1 Issue: Energy	19%	(25)	33%	(44)	7%	(10)	8%	(11)	25%	(34)	8%	(11)	134
#1 Issue: Other	15%	(17)	21%	(24)	15%	(18)	13%	(15)	34%	(39)	2%	(2)	115
2020 Vote: Joe Biden	22%	(209)	31%	(289)	13%	(124)	10%	(90)	19%	(176)	6%	(56)	945
2020 Vote: Donald Trump	19%	(140)	27%	(200)	15%	(114)	11%	(81)	22%	(164)	6%	(41)	740
2020 Vote: Other	11%	(8)	15%	(10)	19%	(13)	19%	(12)	31%	(21)	5%	(3)	67
2020 Vote: Didn't Vote	11%	(52)	23%	(104)	7%	(32)	8%	(37)	35%	(162)	16%	(71)	459
2018 House Vote: Democrat	25%	(187)	31%	(234)	13%	(98)	9%	(70)	17%	(126)	5%	(40)	755
2018 House Vote: Republican	19%	(112)	29%	(169)	16%	(93)	11%	(65)	21%	(122)	5%	(28)	589
2018 House Vote: Someone else	15%	(7)	17%	(9)	18%	(9)	8%	(4)	32%	(16)	10%	(5)	50
2016 Vote: Hillary Clinton	24%	(166)	32%	(220)	13%	(88)	10%	(69)	16%	(114)	6%	(39)	695
2016 Vote: Donald Trump	19%	(128)	29%	(193)	15%	(100)	11%	(74)	20%	(133)	4%	(29)	656
2016 Vote: Other	10%	(8)	20%	(18)	20%	(17)	10%	(8)	36%	(31)	4%	(4)	86
2016 Vote: Didn't Vote	13%	(102)	23%	(172)	10%	(77)	9%	(70)	32%	(243)	13%	(101)	765

Table MCFE24_10: *Do you have a favorable or unfavorable opinion of the following people?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Tiger Woods

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	18%	(409)	27%	(603)	13%	(284)	10%	(221)	24%	(522)	8%	(172)	2210
Voted in 2014: Yes	22%	(271)	29%	(361)	14%	(172)	11%	(133)	19%	(229)	5%	(61)	1227
Voted in 2014: No	14%	(138)	25%	(242)	11%	(112)	9%	(88)	30%	(294)	11%	(110)	983
4-Region: Northeast	19%	(73)	23%	(88)	10%	(37)	10%	(39)	29%	(112)	9%	(33)	383
4-Region: Midwest	14%	(65)	28%	(130)	15%	(66)	11%	(49)	26%	(117)	6%	(29)	456
4-Region: South	20%	(165)	25%	(213)	14%	(118)	11%	(91)	23%	(191)	8%	(67)	844
4-Region: West	20%	(107)	33%	(172)	12%	(63)	8%	(41)	19%	(101)	8%	(43)	527
TikTok Users	22%	(173)	27%	(212)	11%	(90)	10%	(80)	21%	(167)	9%	(71)	793
Twitch Users	21%	(46)	34%	(74)	10%	(22)	7%	(15)	19%	(40)	9%	(18)	216
2022 Sports Viewers/Attendees	22%	(331)	32%	(468)	15%	(215)	10%	(151)	18%	(258)	3%	(51)	1475
Monthly Moviegoers	28%	(91)	38%	(121)	9%	(27)	7%	(22)	13%	(40)	6%	(19)	320
Few Times per Year + Moviegoers	22%	(207)	32%	(296)	12%	(111)	11%	(97)	16%	(146)	7%	(62)	920
Heard Smile Campaign	28%	(156)	30%	(168)	10%	(53)	8%	(41)	15%	(83)	9%	(50)	551
Heard Minion Campaign	27%	(144)	32%	(176)	9%	(50)	9%	(46)	15%	(84)	8%	(41)	540
Listens to Podcasts	23%	(255)	31%	(355)	13%	(142)	10%	(110)	18%	(201)	6%	(68)	1132
Streaming Services User	19%	(341)	28%	(498)	13%	(235)	10%	(175)	23%	(402)	7%	(121)	1773
Netflix User	20%	(290)	28%	(418)	14%	(201)	9%	(136)	21%	(317)	8%	(112)	1474
Disney+ User	20%	(198)	28%	(280)	13%	(127)	9%	(93)	21%	(210)	8%	(76)	984
Heterosexual or straight	19%	(370)	28%	(560)	13%	(256)	10%	(189)	23%	(459)	7%	(137)	1971
Gay	22%	(15)	23%	(15)	11%	(8)	12%	(8)	24%	(16)	8%	(6)	68
Bisexual	13%	(12)	20%	(18)	10%	(9)	14%	(13)	31%	(28)	11%	(10)	88
Yes	27%	(19)	13%	(9)	19%	(14)	9%	(7)	21%	(15)	10%	(7)	70
No	18%	(390)	28%	(594)	13%	(270)	10%	(215)	24%	(507)	8%	(164)	2140

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

Table MCFE24_11: *Do you have a favorable or unfavorable opinion of the following people?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Matthew Stafford

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	10%	(219)	17%	(371)	3%	(74)	3%	(57)	14%	(319)	53%	(1171)	2210
Gender: Male	13%	(137)	24%	(261)	4%	(48)	4%	(40)	14%	(150)	40%	(432)	1068
Gender: Female	7%	(82)	10%	(110)	2%	(27)	1%	(17)	15%	(169)	65%	(739)	1142
Age: 18-34	12%	(77)	15%	(97)	5%	(33)	5%	(31)	15%	(99)	47%	(305)	642
Age: 35-44	10%	(36)	17%	(63)	4%	(15)	3%	(11)	15%	(54)	51%	(186)	365
Age: 45-64	9%	(68)	17%	(120)	2%	(17)	1%	(8)	15%	(104)	56%	(397)	714
Age: 65+	8%	(38)	18%	(90)	2%	(8)	2%	(8)	13%	(62)	58%	(283)	489
GenZers: 1997-2012	13%	(32)	11%	(27)	4%	(11)	5%	(13)	16%	(42)	51%	(130)	256
Millennials: 1981-1996	11%	(74)	19%	(121)	5%	(32)	4%	(25)	14%	(93)	47%	(308)	653
GenXers: 1965-1980	10%	(53)	14%	(80)	3%	(17)	2%	(8)	16%	(92)	55%	(305)	555
Baby Boomers: 1946-1964	8%	(56)	20%	(138)	2%	(14)	1%	(9)	13%	(86)	55%	(371)	673
PID: Dem (no lean)	11%	(97)	17%	(143)	4%	(38)	3%	(26)	14%	(118)	51%	(437)	860
PID: Ind (no lean)	7%	(44)	15%	(98)	2%	(13)	2%	(15)	16%	(110)	59%	(395)	674
PID: Rep (no lean)	12%	(78)	19%	(129)	3%	(23)	2%	(16)	14%	(91)	50%	(339)	676
PID/Gender: Dem Men	15%	(58)	24%	(93)	6%	(24)	5%	(18)	14%	(55)	37%	(146)	394
PID/Gender: Dem Women	8%	(39)	11%	(51)	3%	(14)	2%	(8)	13%	(63)	63%	(291)	465
PID/Gender: Ind Men	8%	(28)	23%	(81)	3%	(10)	3%	(11)	15%	(51)	48%	(164)	345
PID/Gender: Ind Women	5%	(17)	5%	(17)	1%	(2)	1%	(4)	18%	(58)	70%	(231)	329
PID/Gender: Rep Men	16%	(51)	27%	(87)	4%	(13)	4%	(12)	13%	(44)	37%	(121)	328
PID/Gender: Rep Women	8%	(26)	12%	(42)	3%	(10)	1%	(4)	14%	(48)	62%	(217)	348
Ideo: Liberal (1-3)	11%	(72)	17%	(109)	4%	(25)	3%	(20)	14%	(92)	51%	(338)	656
Ideo: Moderate (4)	8%	(60)	17%	(127)	3%	(26)	2%	(16)	17%	(128)	52%	(394)	751
Ideo: Conservative (5-7)	13%	(84)	19%	(130)	3%	(22)	3%	(18)	12%	(81)	50%	(332)	666
Educ: < College	10%	(151)	13%	(188)	3%	(46)	2%	(33)	15%	(218)	56%	(801)	1437
Educ: Bachelors degree	9%	(45)	21%	(105)	5%	(24)	2%	(12)	15%	(74)	47%	(231)	491
Educ: Post-grad	8%	(23)	28%	(78)	1%	(4)	4%	(12)	9%	(26)	49%	(138)	282
Income: Under 50k	8%	(107)	13%	(171)	3%	(32)	2%	(26)	15%	(195)	58%	(740)	1271
Income: 50k-100k	11%	(75)	18%	(121)	5%	(36)	3%	(22)	13%	(88)	48%	(314)	656
Income: 100k+	13%	(37)	28%	(79)	2%	(6)	3%	(9)	12%	(35)	41%	(116)	283
Ethnicity: White	9%	(160)	17%	(291)	3%	(52)	2%	(37)	14%	(245)	54%	(925)	1711

Continued on next page

Table MCFE24_11: *Do you have a favorable or unfavorable opinion of the following people?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Matthew Stafford

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	10%	(219)	17%	(371)	3%	(74)	3%	(57)	14%	(319)	53%	(1171)	2210
Ethnicity: Hispanic	12%	(45)	13%	(47)	3%	(12)	2%	(8)	14%	(54)	56%	(208)	374
Ethnicity: Black	14%	(39)	19%	(53)	5%	(15)	5%	(13)	15%	(41)	43%	(121)	282
Ethnicity: Other	9%	(20)	12%	(26)	3%	(7)	3%	(7)	15%	(32)	57%	(124)	217
All Christian	11%	(116)	20%	(210)	3%	(30)	2%	(23)	12%	(127)	51%	(523)	1029
All Non-Christian	6%	(8)	22%	(29)	6%	(7)	4%	(6)	12%	(16)	49%	(63)	129
Atheist	5%	(5)	13%	(12)	10%	(10)	7%	(7)	7%	(7)	58%	(58)	99
Agnostic/Nothing in particular	8%	(47)	12%	(68)	2%	(14)	3%	(16)	18%	(109)	57%	(334)	587
Something Else	12%	(43)	14%	(52)	4%	(13)	1%	(5)	16%	(60)	53%	(192)	365
Religious Non-Protestant/Catholic	6%	(9)	20%	(31)	6%	(9)	5%	(7)	12%	(18)	52%	(79)	154
Evangelical	15%	(82)	16%	(92)	4%	(23)	2%	(12)	15%	(84)	48%	(267)	558
Non-Evangelical	9%	(72)	21%	(164)	2%	(18)	2%	(15)	13%	(100)	53%	(423)	792
Community: Urban	10%	(62)	19%	(120)	4%	(28)	3%	(20)	14%	(92)	49%	(315)	638
Community: Suburban	11%	(114)	18%	(181)	3%	(34)	2%	(23)	15%	(156)	50%	(506)	1014
Community: Rural	8%	(43)	12%	(69)	2%	(12)	3%	(14)	13%	(70)	63%	(350)	558
Employ: Private Sector	13%	(86)	22%	(142)	5%	(33)	3%	(19)	14%	(94)	43%	(280)	654
Employ: Government	8%	(11)	15%	(21)	5%	(7)	2%	(3)	17%	(24)	51%	(70)	136
Employ: Self-Employed	13%	(21)	17%	(29)	4%	(7)	6%	(10)	11%	(18)	48%	(80)	166
Employ: Homemaker	6%	(11)	7%	(13)	2%	(4)	2%	(4)	19%	(37)	63%	(121)	190
Employ: Student	10%	(6)	15%	(9)	5%	(3)	3%	(2)	15%	(9)	53%	(33)	62
Employ: Retired	8%	(44)	19%	(109)	2%	(12)	1%	(6)	12%	(70)	57%	(322)	563
Employ: Unemployed	7%	(22)	10%	(29)	1%	(4)	3%	(8)	15%	(46)	64%	(192)	301
Employ: Other	13%	(18)	13%	(17)	2%	(3)	3%	(4)	16%	(22)	53%	(73)	137
Military HH: Yes	12%	(34)	21%	(60)	2%	(7)	2%	(6)	9%	(25)	53%	(152)	283
Military HH: No	10%	(184)	16%	(311)	3%	(67)	3%	(51)	15%	(294)	53%	(1019)	1927
RD/WT: Right Direction	14%	(94)	17%	(114)	5%	(33)	4%	(26)	13%	(84)	47%	(315)	666
RD/WT: Wrong Track	8%	(125)	17%	(257)	3%	(41)	2%	(31)	15%	(235)	55%	(855)	1544
Biden Job Approve	11%	(108)	17%	(167)	5%	(45)	3%	(27)	13%	(131)	51%	(493)	970
Biden Job Disapprove	9%	(105)	18%	(201)	3%	(29)	2%	(28)	15%	(175)	53%	(608)	1144

Table MCFE24_11: *Do you have a favorable or unfavorable opinion of the following people?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Matthew Stafford

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	10%	(219)	17%	(371)	3%	(74)	3%	(57)	14%	(319)	53%	(1171)	2210
Biden Job Strongly Approve	17%	(72)	15%	(66)	4%	(16)	2%	(10)	13%	(57)	49%	(213)	433
Biden Job Somewhat Approve	7%	(36)	19%	(101)	5%	(29)	3%	(17)	14%	(74)	52%	(280)	537
Biden Job Somewhat Disapprove	10%	(32)	15%	(51)	2%	(5)	3%	(9)	19%	(66)	52%	(176)	339
Biden Job Strongly Disapprove	9%	(72)	19%	(150)	3%	(24)	2%	(19)	14%	(109)	54%	(432)	805
Favorable of Biden	12%	(112)	17%	(162)	4%	(37)	2%	(22)	14%	(131)	52%	(506)	969
Unfavorable of Biden	9%	(106)	18%	(203)	3%	(36)	2%	(25)	15%	(167)	53%	(596)	1134
Very Favorable of Biden	14%	(69)	14%	(69)	4%	(18)	3%	(14)	13%	(63)	52%	(250)	482
Somewhat Favorable of Biden	9%	(43)	19%	(93)	4%	(18)	2%	(8)	14%	(68)	53%	(256)	487
Somewhat Unfavorable of Biden	9%	(28)	16%	(48)	3%	(8)	2%	(7)	18%	(55)	51%	(153)	299
Very Unfavorable of Biden	9%	(78)	19%	(155)	3%	(29)	2%	(18)	13%	(112)	53%	(444)	835
#1 Issue: Economy	9%	(80)	20%	(180)	4%	(34)	2%	(22)	15%	(133)	51%	(465)	913
#1 Issue: Security	9%	(22)	19%	(47)	2%	(5)	2%	(5)	13%	(30)	55%	(134)	243
#1 Issue: Health Care	20%	(34)	11%	(19)	5%	(9)	3%	(4)	13%	(22)	48%	(82)	170
#1 Issue: Medicare / Social Security	7%	(19)	16%	(42)	3%	(9)	2%	(5)	15%	(39)	58%	(153)	266
#1 Issue: Women's Issues	10%	(32)	10%	(30)	4%	(12)	3%	(11)	14%	(43)	59%	(184)	311
#1 Issue: Education	11%	(7)	20%	(12)	6%	(4)	6%	(4)	20%	(12)	36%	(21)	59
#1 Issue: Energy	12%	(16)	16%	(21)	3%	(3)	3%	(4)	18%	(25)	48%	(64)	134
#1 Issue: Other	8%	(9)	18%	(20)	—	(0)	1%	(2)	14%	(16)	59%	(67)	115
2020 Vote: Joe Biden	11%	(102)	18%	(174)	4%	(39)	3%	(30)	14%	(130)	50%	(469)	945
2020 Vote: Donald Trump	12%	(86)	20%	(151)	3%	(24)	2%	(16)	14%	(100)	49%	(363)	740
2020 Vote: Other	14%	(10)	12%	(8)	—	(0)	4%	(2)	17%	(12)	52%	(35)	67
2020 Vote: Didn't Vote	5%	(21)	8%	(38)	2%	(11)	2%	(8)	17%	(77)	66%	(304)	459
2018 House Vote: Democrat	12%	(92)	19%	(147)	5%	(34)	3%	(25)	14%	(106)	46%	(351)	755
2018 House Vote: Republican	11%	(67)	22%	(132)	2%	(14)	2%	(12)	14%	(81)	48%	(283)	589
2018 House Vote: Someone else	14%	(7)	8%	(4)	—	(0)	4%	(2)	16%	(8)	57%	(28)	50
2016 Vote: Hillary Clinton	12%	(83)	17%	(118)	4%	(27)	4%	(25)	14%	(98)	49%	(343)	695
2016 Vote: Donald Trump	12%	(79)	24%	(154)	3%	(18)	2%	(11)	14%	(91)	46%	(303)	656
2016 Vote: Other	6%	(5)	20%	(17)	2%	(2)	2%	(1)	18%	(15)	53%	(45)	86
2016 Vote: Didn't Vote	6%	(48)	11%	(81)	4%	(28)	2%	(19)	15%	(113)	62%	(476)	765

Table MCFE24_11: *Do you have a favorable or unfavorable opinion of the following people?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Matthew Stafford

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	10%	(219)	17%	(371)	3%	(74)	3%	(57)	14%	(319)	53%	(1171)	2210
Voted in 2014: Yes	11%	(140)	21%	(254)	3%	(34)	3%	(35)	13%	(165)	49%	(597)	1227
Voted in 2014: No	8%	(79)	12%	(116)	4%	(40)	2%	(22)	16%	(153)	58%	(573)	983
4-Region: Northeast	11%	(41)	15%	(56)	3%	(12)	3%	(12)	15%	(56)	54%	(206)	383
4-Region: Midwest	12%	(56)	18%	(81)	4%	(20)	3%	(15)	15%	(67)	47%	(217)	456
4-Region: South	10%	(80)	18%	(155)	3%	(24)	2%	(21)	13%	(111)	54%	(453)	844
4-Region: West	8%	(41)	15%	(79)	3%	(17)	2%	(9)	16%	(84)	56%	(295)	527
TikTok Users	12%	(92)	16%	(129)	5%	(36)	3%	(27)	15%	(120)	49%	(389)	793
Twitch Users	13%	(28)	23%	(49)	7%	(16)	6%	(13)	16%	(35)	34%	(74)	216
2022 Sports Viewers/Attendees	13%	(197)	23%	(338)	5%	(70)	3%	(42)	16%	(240)	40%	(588)	1475
Monthly Moviegoers	16%	(51)	27%	(87)	7%	(22)	6%	(20)	15%	(48)	29%	(92)	320
Few Times per Year + Moviegoers	13%	(123)	21%	(197)	5%	(49)	4%	(39)	16%	(145)	40%	(367)	920
Heard Smile Campaign	17%	(96)	23%	(125)	7%	(39)	5%	(27)	15%	(85)	33%	(179)	551
Heard Minion Campaign	16%	(87)	21%	(116)	6%	(34)	5%	(27)	16%	(89)	35%	(187)	540
Listens to Podcasts	13%	(151)	20%	(229)	5%	(60)	4%	(42)	16%	(184)	41%	(467)	1132
Streaming Services User	11%	(192)	17%	(308)	4%	(66)	3%	(51)	15%	(261)	50%	(895)	1773
Netflix User	11%	(164)	17%	(251)	4%	(64)	3%	(43)	15%	(227)	49%	(726)	1474
Disney+ User	12%	(123)	18%	(179)	6%	(55)	3%	(33)	16%	(153)	45%	(441)	984
Heterosexual or straight	10%	(206)	18%	(349)	4%	(70)	3%	(52)	14%	(277)	52%	(1017)	1971
Gay	2%	(1)	9%	(6)	2%	(2)	1%	(1)	20%	(14)	65%	(44)	68
Bisexual	8%	(7)	6%	(5)	2%	(2)	1%	(1)	22%	(19)	62%	(54)	88
Yes	18%	(13)	5%	(3)	1%	(1)	7%	(5)	20%	(14)	49%	(35)	70
No	10%	(206)	17%	(367)	3%	(73)	2%	(52)	14%	(305)	53%	(1136)	2140

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

Table MCFE24_12: *Do you have a favorable or unfavorable opinion of the following people?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*

Giannis Antetokounmpo

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	13%	(281)	11%	(252)	2%	(55)	1%	(33)	11%	(253)	61%	(1338)	2210
Gender: Male	19%	(202)	16%	(173)	4%	(40)	2%	(21)	12%	(131)	47%	(500)	1068
Gender: Female	7%	(78)	7%	(79)	1%	(15)	1%	(12)	11%	(121)	73%	(838)	1142
Age: 18-34	20%	(131)	13%	(81)	5%	(34)	3%	(19)	11%	(69)	48%	(309)	642
Age: 35-44	15%	(55)	15%	(56)	2%	(8)	1%	(2)	13%	(49)	53%	(195)	365
Age: 45-64	9%	(66)	10%	(74)	1%	(8)	1%	(9)	12%	(84)	66%	(472)	714
Age: 65+	6%	(28)	8%	(40)	1%	(5)	1%	(3)	10%	(51)	74%	(361)	489
GenZers: 1997-2012	20%	(52)	11%	(27)	6%	(15)	4%	(11)	11%	(29)	47%	(121)	256
Millennials: 1981-1996	19%	(122)	15%	(97)	4%	(24)	1%	(9)	11%	(70)	51%	(330)	653
GenXers: 1965-1980	10%	(57)	10%	(56)	1%	(7)	1%	(7)	15%	(82)	62%	(346)	555
Baby Boomers: 1946-1964	7%	(48)	10%	(69)	1%	(8)	1%	(6)	10%	(64)	71%	(479)	673
PID: Dem (no lean)	17%	(146)	13%	(111)	3%	(26)	2%	(14)	11%	(90)	55%	(471)	860
PID: Ind (no lean)	11%	(77)	9%	(63)	1%	(8)	1%	(10)	12%	(84)	64%	(433)	674
PID: Rep (no lean)	8%	(57)	11%	(78)	3%	(20)	1%	(9)	12%	(78)	64%	(434)	676
PID/Gender: Dem Men	25%	(97)	18%	(73)	5%	(21)	2%	(9)	11%	(45)	38%	(150)	394
PID/Gender: Dem Women	11%	(49)	8%	(39)	1%	(6)	1%	(5)	10%	(45)	69%	(321)	465
PID/Gender: Ind Men	19%	(66)	15%	(52)	1%	(4)	2%	(5)	12%	(43)	51%	(175)	345
PID/Gender: Ind Women	4%	(12)	3%	(10)	1%	(3)	1%	(5)	12%	(41)	78%	(258)	329
PID/Gender: Rep Men	12%	(40)	15%	(48)	5%	(15)	2%	(7)	13%	(43)	53%	(176)	328
PID/Gender: Rep Women	5%	(17)	9%	(30)	2%	(6)	1%	(2)	10%	(35)	74%	(259)	348
Ideo: Liberal (1-3)	17%	(109)	11%	(73)	3%	(23)	2%	(12)	10%	(66)	57%	(373)	656
Ideo: Moderate (4)	12%	(92)	14%	(105)	2%	(14)	1%	(9)	13%	(101)	57%	(430)	751
Ideo: Conservative (5-7)	11%	(70)	11%	(70)	3%	(17)	1%	(8)	10%	(65)	65%	(435)	666
Educ: < College	12%	(175)	10%	(141)	2%	(34)	2%	(26)	11%	(164)	62%	(897)	1437
Educ: Bachelors degree	15%	(73)	16%	(78)	2%	(11)	1%	(4)	11%	(54)	55%	(272)	491
Educ: Post-grad	12%	(33)	12%	(33)	3%	(10)	1%	(3)	12%	(35)	60%	(169)	282
Income: Under 50k	10%	(122)	11%	(141)	2%	(27)	2%	(19)	11%	(141)	65%	(822)	1271
Income: 50k-100k	16%	(108)	10%	(66)	3%	(20)	1%	(8)	11%	(75)	58%	(379)	656
Income: 100k+	18%	(51)	16%	(45)	3%	(7)	2%	(6)	13%	(37)	49%	(137)	283
Ethnicity: White	10%	(165)	10%	(178)	2%	(41)	1%	(19)	11%	(188)	65%	(1120)	1711

Table MCFE24_12: *Do you have a favorable or unfavorable opinion of the following people?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*

Giannis Antetokounmpo

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	13%	(281)	11%	(252)	2%	(55)	1%	(33)	11%	(253)	61%	(1338)	2210
Ethnicity: Hispanic	15%	(58)	12%	(45)	4%	(16)	2%	(7)	13%	(50)	53%	(198)	374
Ethnicity: Black	31%	(86)	13%	(38)	3%	(8)	4%	(12)	14%	(41)	34%	(97)	282
Ethnicity: Other	14%	(30)	17%	(36)	3%	(6)	1%	(1)	11%	(24)	55%	(120)	217
All Christian	11%	(117)	14%	(143)	3%	(28)	1%	(14)	9%	(90)	62%	(637)	1029
All Non-Christian	17%	(21)	10%	(12)	3%	(4)	3%	(4)	17%	(22)	50%	(65)	129
Atheist	18%	(18)	11%	(10)	1%	(1)	4%	(4)	8%	(8)	58%	(57)	99
Agnostic/Nothing in particular	12%	(69)	7%	(44)	1%	(7)	1%	(5)	16%	(93)	63%	(369)	587
Something Else	15%	(55)	12%	(42)	4%	(14)	1%	(5)	11%	(39)	57%	(210)	365
Religious Non-Protestant/Catholic	15%	(23)	11%	(16)	3%	(4)	3%	(4)	15%	(23)	54%	(83)	154
Evangelical	13%	(75)	14%	(77)	4%	(22)	2%	(9)	8%	(45)	59%	(331)	558
Non-Evangelical	12%	(93)	13%	(100)	3%	(21)	1%	(10)	10%	(82)	61%	(486)	792
Community: Urban	18%	(118)	14%	(90)	3%	(20)	2%	(12)	11%	(69)	52%	(329)	638
Community: Suburban	13%	(129)	11%	(116)	2%	(20)	1%	(13)	12%	(126)	60%	(610)	1014
Community: Rural	6%	(34)	8%	(45)	3%	(14)	1%	(8)	10%	(58)	71%	(399)	558
Employ: Private Sector	17%	(113)	17%	(108)	3%	(18)	1%	(8)	12%	(81)	50%	(325)	654
Employ: Government	22%	(30)	10%	(14)	4%	(5)	3%	(4)	13%	(17)	48%	(65)	136
Employ: Self-Employed	17%	(28)	14%	(23)	4%	(6)	2%	(3)	10%	(17)	54%	(89)	166
Employ: Homemaker	7%	(13)	5%	(10)	3%	(6)	1%	(2)	10%	(18)	74%	(140)	190
Employ: Student	25%	(16)	15%	(10)	6%	(3)	5%	(3)	8%	(5)	40%	(25)	62
Employ: Retired	5%	(30)	10%	(54)	1%	(4)	1%	(4)	11%	(61)	73%	(410)	563
Employ: Unemployed	10%	(31)	7%	(21)	3%	(9)	1%	(5)	13%	(39)	65%	(196)	301
Employ: Other	14%	(19)	8%	(12)	2%	(3)	2%	(3)	10%	(13)	64%	(87)	137
Military HH: Yes	9%	(26)	12%	(34)	1%	(4)	1%	(3)	10%	(28)	67%	(189)	283
Military HH: No	13%	(254)	11%	(218)	3%	(51)	2%	(30)	12%	(225)	60%	(1149)	1927
RD/WT: Right Direction	19%	(123)	14%	(90)	3%	(22)	2%	(14)	11%	(72)	52%	(344)	666
RD/WT: Wrong Track	10%	(157)	10%	(161)	2%	(32)	1%	(19)	12%	(180)	64%	(994)	1544
Biden Job Approve	16%	(155)	13%	(126)	3%	(30)	2%	(20)	11%	(106)	55%	(533)	970
Biden Job Disapprove	10%	(120)	11%	(124)	2%	(25)	1%	(10)	11%	(131)	64%	(734)	1144

Table MCFE24_12: *Do you have a favorable or unfavorable opinion of the following people?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Giannis Antetokounmpo

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	13%	(281)	11%	(252)	2%	(55)	1%	(33)	11%	(253)	61%	(1338)	2210
Biden Job Strongly Approve	20%	(85)	10%	(43)	5%	(20)	2%	(8)	11%	(47)	53%	(228)	433
Biden Job Somewhat Approve	13%	(70)	15%	(83)	2%	(9)	2%	(12)	11%	(59)	57%	(305)	537
Biden Job Somewhat Disapprove	13%	(43)	13%	(45)	2%	(8)	1%	(2)	13%	(43)	58%	(197)	339
Biden Job Strongly Disapprove	10%	(77)	10%	(79)	2%	(16)	1%	(8)	11%	(88)	67%	(537)	805
Favorable of Biden	16%	(150)	13%	(129)	3%	(27)	1%	(12)	10%	(101)	57%	(549)	969
Unfavorable of Biden	11%	(125)	10%	(118)	2%	(27)	1%	(16)	11%	(128)	64%	(721)	1134
Very Favorable of Biden	19%	(90)	11%	(51)	3%	(14)	2%	(7)	11%	(51)	56%	(270)	482
Somewhat Favorable of Biden	12%	(61)	16%	(79)	3%	(14)	1%	(5)	10%	(50)	57%	(279)	487
Somewhat Unfavorable of Biden	15%	(45)	12%	(35)	2%	(6)	2%	(6)	10%	(29)	59%	(177)	299
Very Unfavorable of Biden	9%	(79)	10%	(83)	2%	(21)	1%	(9)	12%	(99)	65%	(544)	835
#1 Issue: Economy	14%	(127)	13%	(121)	2%	(18)	1%	(11)	12%	(108)	58%	(528)	913
#1 Issue: Security	9%	(21)	10%	(24)	4%	(9)	1%	(2)	14%	(35)	63%	(152)	243
#1 Issue: Health Care	18%	(31)	14%	(24)	3%	(6)	2%	(3)	11%	(19)	51%	(87)	170
#1 Issue: Medicare / Social Security	6%	(17)	11%	(28)	1%	(2)	—	(0)	7%	(20)	75%	(199)	266
#1 Issue: Women's Issues	14%	(43)	7%	(22)	5%	(14)	2%	(6)	9%	(29)	63%	(196)	311
#1 Issue: Education	18%	(10)	21%	(13)	1%	(1)	7%	(4)	9%	(5)	43%	(25)	59
#1 Issue: Energy	15%	(20)	9%	(12)	3%	(5)	3%	(4)	16%	(21)	54%	(73)	134
#1 Issue: Other	9%	(10)	7%	(8)	—	(1)	2%	(3)	13%	(15)	68%	(78)	115
2020 Vote: Joe Biden	17%	(165)	13%	(124)	3%	(25)	2%	(16)	11%	(102)	54%	(512)	945
2020 Vote: Donald Trump	10%	(70)	11%	(85)	2%	(17)	1%	(10)	12%	(86)	64%	(472)	740
2020 Vote: Other	9%	(6)	8%	(6)	5%	(4)	2%	(1)	12%	(8)	63%	(42)	67
2020 Vote: Didn't Vote	8%	(39)	8%	(38)	2%	(8)	1%	(6)	12%	(56)	68%	(312)	459
2018 House Vote: Democrat	18%	(137)	13%	(101)	3%	(21)	2%	(14)	11%	(83)	53%	(400)	755
2018 House Vote: Republican	8%	(47)	11%	(64)	3%	(16)	2%	(9)	12%	(71)	65%	(382)	589
2018 House Vote: Someone else	14%	(7)	10%	(5)	—	(0)	—	(0)	11%	(6)	64%	(32)	50
2016 Vote: Hillary Clinton	18%	(126)	13%	(91)	2%	(14)	2%	(13)	11%	(74)	54%	(378)	695
2016 Vote: Donald Trump	10%	(63)	12%	(79)	3%	(18)	1%	(8)	11%	(71)	64%	(417)	656
2016 Vote: Other	8%	(6)	14%	(12)	2%	(2)	—	(0)	11%	(9)	66%	(57)	86
2016 Vote: Didn't Vote	11%	(83)	9%	(69)	3%	(21)	2%	(12)	13%	(97)	63%	(483)	765

Table MCFE24_12: *Do you have a favorable or unfavorable opinion of the following people?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*

Giannis Antetokounmpo

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	13%	(281)	11%	(252)	2%	(55)	1%	(33)	11%	(253)	61%	(1338)	2210
Voted in 2014: Yes	14%	(167)	12%	(144)	2%	(27)	2%	(20)	10%	(128)	60%	(742)	1227
Voted in 2014: No	12%	(114)	11%	(108)	3%	(28)	1%	(13)	13%	(125)	61%	(596)	983
4-Region: Northeast	13%	(50)	10%	(40)	2%	(6)	2%	(9)	14%	(54)	58%	(223)	383
4-Region: Midwest	14%	(62)	12%	(55)	3%	(13)	1%	(4)	10%	(47)	60%	(276)	456
4-Region: South	11%	(92)	11%	(97)	3%	(25)	2%	(18)	10%	(89)	62%	(524)	844
4-Region: West	15%	(77)	11%	(60)	2%	(10)	—	(2)	12%	(63)	60%	(314)	527
TikTok Users	18%	(142)	11%	(87)	4%	(28)	2%	(12)	13%	(102)	53%	(421)	793
Twitch Users	30%	(65)	20%	(42)	4%	(8)	4%	(8)	11%	(23)	32%	(70)	216
2022 Sports Viewers/Attendees	17%	(255)	15%	(223)	3%	(45)	2%	(24)	12%	(179)	51%	(750)	1475
Monthly Moviegoers	25%	(81)	19%	(61)	5%	(16)	3%	(10)	13%	(42)	35%	(111)	320
Few Times per Year + Moviegoers	18%	(165)	15%	(142)	4%	(37)	2%	(21)	13%	(116)	48%	(439)	920
Heard Smile Campaign	23%	(128)	20%	(108)	5%	(30)	3%	(15)	12%	(65)	37%	(205)	551
Heard Minion Campaign	22%	(117)	20%	(107)	6%	(30)	3%	(14)	15%	(83)	35%	(189)	540
Listens to Podcasts	19%	(210)	15%	(166)	3%	(37)	2%	(25)	14%	(157)	47%	(536)	1132
Streaming Services User	15%	(261)	12%	(210)	3%	(50)	2%	(29)	11%	(200)	58%	(1022)	1773
Netflix User	15%	(228)	12%	(181)	3%	(44)	2%	(24)	13%	(187)	55%	(809)	1474
Disney+ User	17%	(165)	14%	(137)	4%	(37)	2%	(22)	12%	(122)	51%	(501)	984
Heterosexual or straight	13%	(254)	12%	(232)	3%	(51)	1%	(28)	11%	(216)	60%	(1190)	1971
Gay	10%	(7)	8%	(6)	1%	(1)	2%	(1)	23%	(16)	56%	(38)	68
Bisexual	12%	(10)	6%	(5)	—	(0)	3%	(3)	12%	(11)	67%	(60)	88
Yes	17%	(12)	6%	(4)	4%	(3)	6%	(4)	13%	(9)	55%	(39)	70
No	13%	(269)	12%	(248)	2%	(52)	1%	(29)	11%	(244)	61%	(1299)	2140

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

Table MCFE24_13: *Do you have a favorable or unfavorable opinion of the following people?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Russell Westbrook

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	9%	(200)	15%	(332)	5%	(111)	5%	(100)	16%	(345)	51%	(1121)	2210
Gender: Male	12%	(132)	20%	(215)	8%	(86)	8%	(81)	16%	(172)	36%	(383)	1068
Gender: Female	6%	(68)	10%	(117)	2%	(26)	2%	(19)	15%	(174)	65%	(738)	1142
Age: 18-34	15%	(96)	21%	(134)	5%	(33)	7%	(44)	15%	(93)	38%	(241)	642
Age: 35-44	12%	(45)	17%	(64)	6%	(24)	4%	(15)	17%	(62)	43%	(157)	365
Age: 45-64	6%	(45)	12%	(84)	4%	(29)	4%	(28)	14%	(102)	60%	(427)	714
Age: 65+	3%	(15)	10%	(51)	5%	(26)	3%	(13)	18%	(89)	61%	(296)	489
GenZers: 1997-2012	14%	(37)	21%	(54)	6%	(16)	6%	(16)	15%	(39)	37%	(94)	256
Millennials: 1981-1996	14%	(94)	19%	(126)	5%	(35)	6%	(41)	15%	(99)	39%	(257)	653
GenXers: 1965-1980	7%	(40)	13%	(71)	4%	(24)	3%	(15)	15%	(81)	59%	(325)	555
Baby Boomers: 1946-1964	4%	(27)	11%	(73)	5%	(35)	4%	(28)	17%	(114)	59%	(396)	673
PID: Dem (no lean)	12%	(106)	21%	(180)	4%	(33)	4%	(36)	14%	(118)	45%	(386)	860
PID: Ind (no lean)	6%	(41)	10%	(68)	7%	(47)	4%	(30)	17%	(114)	56%	(375)	674
PID: Rep (no lean)	8%	(53)	12%	(84)	5%	(31)	5%	(34)	17%	(113)	53%	(361)	676
PID/Gender: Dem Men	17%	(69)	27%	(107)	7%	(27)	7%	(27)	14%	(53)	28%	(111)	394
PID/Gender: Dem Women	8%	(38)	16%	(73)	1%	(6)	2%	(8)	14%	(65)	59%	(275)	465
PID/Gender: Ind Men	8%	(27)	15%	(53)	12%	(41)	7%	(25)	16%	(56)	41%	(142)	345
PID/Gender: Ind Women	4%	(14)	5%	(15)	2%	(6)	1%	(5)	17%	(58)	71%	(232)	329
PID/Gender: Rep Men	11%	(36)	17%	(54)	5%	(18)	9%	(28)	19%	(62)	40%	(130)	328
PID/Gender: Rep Women	5%	(17)	8%	(29)	4%	(13)	2%	(6)	15%	(51)	66%	(231)	348
Ideo: Liberal (1-3)	9%	(60)	18%	(120)	4%	(29)	6%	(39)	15%	(95)	48%	(313)	656
Ideo: Moderate (4)	11%	(79)	17%	(127)	6%	(47)	4%	(27)	16%	(117)	47%	(352)	751
Ideo: Conservative (5-7)	8%	(54)	12%	(77)	5%	(34)	5%	(31)	16%	(110)	54%	(361)	666
Educ: < College	10%	(147)	14%	(196)	4%	(59)	4%	(59)	14%	(200)	54%	(775)	1437
Educ: Bachelors degree	8%	(38)	19%	(92)	7%	(34)	7%	(33)	18%	(87)	42%	(207)	491
Educ: Post-grad	5%	(14)	16%	(44)	7%	(18)	3%	(8)	21%	(58)	49%	(139)	282
Income: Under 50k	9%	(109)	15%	(187)	3%	(43)	3%	(35)	15%	(193)	55%	(704)	1271
Income: 50k-100k	8%	(54)	14%	(95)	7%	(49)	7%	(47)	16%	(107)	46%	(304)	656
Income: 100k+	13%	(37)	18%	(51)	7%	(19)	7%	(18)	16%	(45)	40%	(113)	283
Ethnicity: White	5%	(94)	13%	(227)	5%	(82)	4%	(72)	16%	(274)	56%	(962)	1711

Continued on next page

Table MCFE24_13: *Do you have a favorable or unfavorable opinion of the following people?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Russell Westbrook

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	9%	(200)	15%	(332)	5%	(111)	5%	(100)	16%	(345)	51%	(1121)	2210
Ethnicity: Hispanic	10%	(37)	22%	(81)	3%	(12)	6%	(22)	17%	(64)	42%	(158)	374
Ethnicity: Black	30%	(86)	25%	(69)	5%	(14)	6%	(17)	14%	(38)	21%	(58)	282
Ethnicity: Other	9%	(20)	17%	(36)	7%	(15)	5%	(11)	15%	(33)	47%	(101)	217
All Christian	7%	(76)	17%	(174)	4%	(45)	5%	(50)	15%	(159)	51%	(525)	1029
All Non-Christian	16%	(20)	8%	(11)	8%	(10)	6%	(8)	16%	(20)	47%	(60)	129
Atheist	8%	(8)	22%	(21)	2%	(2)	9%	(8)	14%	(14)	47%	(47)	99
Agnostic/Nothing in particular	8%	(46)	11%	(67)	6%	(33)	4%	(25)	18%	(107)	53%	(309)	587
Something Else	14%	(50)	16%	(58)	6%	(22)	3%	(9)	12%	(45)	49%	(180)	365
Religious Non-Protestant/Catholic	13%	(20)	9%	(15)	10%	(15)	5%	(8)	13%	(20)	49%	(76)	154
Evangelical	13%	(72)	20%	(111)	4%	(24)	4%	(23)	12%	(68)	47%	(260)	558
Non-Evangelical	6%	(51)	14%	(114)	5%	(36)	4%	(35)	17%	(135)	53%	(421)	792
Community: Urban	15%	(99)	19%	(124)	5%	(29)	4%	(26)	15%	(95)	41%	(264)	638
Community: Suburban	8%	(77)	15%	(151)	6%	(63)	5%	(49)	17%	(173)	49%	(502)	1014
Community: Rural	4%	(24)	10%	(57)	3%	(19)	4%	(25)	14%	(77)	64%	(355)	558
Employ: Private Sector	10%	(69)	22%	(143)	8%	(52)	5%	(30)	14%	(92)	41%	(268)	654
Employ: Government	17%	(23)	15%	(21)	5%	(6)	4%	(5)	18%	(24)	41%	(56)	136
Employ: Self-Employed	19%	(32)	12%	(19)	6%	(10)	5%	(9)	15%	(26)	42%	(70)	166
Employ: Homemaker	4%	(8)	9%	(17)	2%	(3)	3%	(5)	17%	(33)	65%	(124)	190
Employ: Student	13%	(8)	20%	(12)	7%	(4)	9%	(6)	13%	(8)	38%	(24)	62
Employ: Retired	3%	(17)	11%	(63)	4%	(24)	4%	(24)	17%	(98)	60%	(337)	563
Employ: Unemployed	9%	(29)	10%	(31)	2%	(7)	4%	(13)	15%	(44)	58%	(176)	301
Employ: Other	10%	(14)	19%	(25)	3%	(4)	6%	(8)	15%	(20)	48%	(66)	137
Military HH: Yes	8%	(24)	13%	(37)	4%	(11)	5%	(15)	19%	(55)	50%	(142)	283
Military HH: No	9%	(176)	15%	(295)	5%	(101)	4%	(85)	15%	(290)	51%	(979)	1927
RD/WT: Right Direction	15%	(103)	19%	(125)	5%	(36)	5%	(31)	13%	(89)	42%	(282)	666
RD/WT: Wrong Track	6%	(97)	13%	(208)	5%	(75)	4%	(69)	17%	(256)	54%	(840)	1544
Biden Job Approve	13%	(121)	19%	(184)	5%	(50)	5%	(45)	13%	(125)	46%	(444)	970
Biden Job Disapprove	7%	(76)	12%	(140)	5%	(61)	5%	(53)	17%	(200)	54%	(614)	1144

Continued on next page

Table MCFE24_13: *Do you have a favorable or unfavorable opinion of the following people?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Russell Westbrook

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	9%	(200)	15%	(332)	5%	(111)	5%	(100)	16%	(345)	51%	(1121)	2210
Biden Job Strongly Approve	16%	(69)	19%	(80)	5%	(20)	4%	(19)	12%	(54)	44%	(190)	433
Biden Job Somewhat Approve	10%	(52)	19%	(103)	6%	(30)	5%	(26)	13%	(71)	47%	(254)	537
Biden Job Somewhat Disapprove	8%	(27)	17%	(57)	5%	(17)	3%	(10)	19%	(65)	48%	(162)	339
Biden Job Strongly Disapprove	6%	(49)	10%	(83)	5%	(43)	5%	(43)	17%	(135)	56%	(452)	805
Favorable of Biden	12%	(119)	18%	(173)	5%	(46)	4%	(38)	13%	(129)	48%	(463)	969
Unfavorable of Biden	7%	(76)	13%	(152)	5%	(62)	5%	(57)	17%	(190)	53%	(597)	1134
Very Favorable of Biden	17%	(81)	17%	(80)	4%	(21)	3%	(16)	13%	(61)	46%	(224)	482
Somewhat Favorable of Biden	8%	(39)	19%	(93)	5%	(26)	5%	(22)	14%	(68)	49%	(239)	487
Somewhat Unfavorable of Biden	8%	(23)	21%	(64)	6%	(17)	3%	(10)	16%	(48)	46%	(137)	299
Very Unfavorable of Biden	6%	(53)	11%	(88)	5%	(45)	6%	(47)	17%	(142)	55%	(460)	835
#1 Issue: Economy	9%	(83)	15%	(139)	7%	(60)	5%	(42)	17%	(156)	47%	(432)	913
#1 Issue: Security	7%	(17)	13%	(31)	4%	(10)	4%	(11)	15%	(35)	57%	(137)	243
#1 Issue: Health Care	11%	(18)	18%	(31)	6%	(10)	5%	(9)	14%	(24)	45%	(77)	170
#1 Issue: Medicare / Social Security	4%	(10)	15%	(41)	5%	(13)	3%	(8)	13%	(34)	60%	(160)	266
#1 Issue: Women's Issues	13%	(40)	14%	(44)	3%	(8)	4%	(14)	11%	(35)	55%	(170)	311
#1 Issue: Education	19%	(12)	15%	(9)	8%	(5)	7%	(4)	15%	(9)	36%	(21)	59
#1 Issue: Energy	9%	(12)	17%	(23)	4%	(5)	6%	(9)	18%	(24)	46%	(62)	134
#1 Issue: Other	7%	(8)	12%	(14)	—	(0)	3%	(4)	24%	(27)	54%	(62)	115
2020 Vote: Joe Biden	12%	(113)	19%	(181)	5%	(50)	5%	(48)	14%	(136)	44%	(416)	945
2020 Vote: Donald Trump	7%	(53)	12%	(90)	6%	(44)	5%	(37)	17%	(128)	52%	(387)	740
2020 Vote: Other	3%	(2)	13%	(8)	4%	(3)	7%	(5)	25%	(17)	48%	(32)	67
2020 Vote: Didn't Vote	7%	(32)	12%	(53)	3%	(14)	2%	(10)	14%	(64)	62%	(286)	459
2018 House Vote: Democrat	13%	(101)	19%	(141)	5%	(39)	5%	(39)	14%	(107)	43%	(328)	755
2018 House Vote: Republican	7%	(40)	12%	(72)	6%	(36)	5%	(28)	18%	(107)	52%	(306)	589
2018 House Vote: Someone else	13%	(6)	8%	(4)	4%	(2)	3%	(1)	16%	(8)	56%	(28)	50
2016 Vote: Hillary Clinton	13%	(92)	19%	(129)	6%	(39)	4%	(30)	14%	(100)	44%	(306)	695
2016 Vote: Donald Trump	7%	(48)	14%	(89)	6%	(37)	5%	(31)	17%	(111)	52%	(339)	656
2016 Vote: Other	4%	(4)	14%	(12)	5%	(4)	5%	(4)	15%	(13)	57%	(49)	86
2016 Vote: Didn't Vote	7%	(55)	13%	(100)	4%	(31)	4%	(33)	16%	(120)	56%	(425)	765

Table MCFE24_13: *Do you have a favorable or unfavorable opinion of the following people?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Russell Westbrook

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	9%	(200)	15%	(332)	5%	(111)	5%	(100)	16%	(345)	51%	(1121)	2210
Voted in 2014: Yes	10%	(125)	15%	(183)	5%	(61)	4%	(55)	16%	(199)	49%	(604)	1227
Voted in 2014: No	8%	(75)	15%	(149)	5%	(50)	5%	(45)	15%	(147)	53%	(517)	983
4-Region: Northeast	9%	(36)	14%	(52)	6%	(21)	5%	(18)	16%	(60)	51%	(195)	383
4-Region: Midwest	8%	(38)	15%	(68)	5%	(25)	4%	(18)	15%	(68)	52%	(240)	456
4-Region: South	11%	(95)	14%	(120)	4%	(36)	5%	(40)	17%	(141)	49%	(413)	844
4-Region: West	6%	(31)	17%	(92)	6%	(30)	4%	(24)	15%	(76)	52%	(274)	527
TikTok Users	15%	(117)	18%	(145)	5%	(40)	4%	(28)	14%	(112)	44%	(350)	793
Twitch Users	21%	(46)	25%	(54)	8%	(17)	7%	(15)	14%	(30)	25%	(53)	216
2022 Sports Viewers/Attendees	12%	(171)	20%	(289)	7%	(103)	6%	(85)	17%	(247)	39%	(580)	1475
Monthly Moviegoers	18%	(59)	28%	(90)	8%	(25)	6%	(19)	14%	(46)	25%	(81)	320
Few Times per Year + Moviegoers	14%	(126)	23%	(208)	6%	(58)	6%	(56)	14%	(129)	37%	(343)	920
Heard Smile Campaign	21%	(118)	27%	(147)	7%	(39)	6%	(32)	15%	(81)	24%	(134)	551
Heard Minion Campaign	21%	(112)	25%	(133)	6%	(34)	6%	(32)	15%	(81)	28%	(149)	540
Listens to Podcasts	13%	(149)	21%	(234)	6%	(71)	6%	(67)	17%	(188)	37%	(423)	1132
Streaming Services User	10%	(185)	17%	(293)	5%	(92)	5%	(86)	16%	(278)	47%	(839)	1773
Netflix User	11%	(169)	17%	(252)	5%	(77)	5%	(74)	16%	(235)	45%	(668)	1474
Disney+ User	13%	(129)	19%	(189)	6%	(59)	5%	(46)	15%	(147)	42%	(414)	984
Heterosexual or straight	9%	(179)	16%	(315)	5%	(100)	5%	(91)	15%	(305)	50%	(980)	1971
Gay	6%	(4)	9%	(6)	6%	(4)	1%	(1)	20%	(13)	58%	(39)	68
Bisexual	11%	(10)	7%	(6)	2%	(1)	2%	(2)	19%	(17)	60%	(53)	88
Yes	21%	(15)	3%	(2)	6%	(4)	5%	(4)	20%	(14)	45%	(31)	70
No	9%	(185)	15%	(330)	5%	(107)	5%	(97)	15%	(331)	51%	(1090)	2140

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

Table MCFE24_14: *Do you have a favorable or unfavorable opinion of the following people?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Josh Allen

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	13%	(277)	14%	(320)	3%	(70)	2%	(42)	14%	(309)	54%	(1191)	2210
Gender: Male	18%	(188)	21%	(222)	4%	(43)	3%	(29)	13%	(142)	42%	(443)	1068
Gender: Female	8%	(90)	9%	(98)	2%	(27)	1%	(13)	15%	(167)	65%	(748)	1142
Age: 18-34	15%	(94)	14%	(92)	6%	(38)	4%	(24)	12%	(78)	49%	(316)	642
Age: 35-44	12%	(45)	17%	(62)	2%	(8)	2%	(9)	15%	(56)	51%	(185)	365
Age: 45-64	12%	(89)	13%	(96)	2%	(14)	1%	(7)	14%	(101)	57%	(406)	714
Age: 65+	10%	(50)	14%	(70)	2%	(10)	—	(2)	15%	(73)	58%	(284)	489
GenZers: 1997-2012	10%	(25)	11%	(27)	7%	(18)	5%	(14)	14%	(35)	54%	(138)	256
Millennials: 1981-1996	16%	(107)	17%	(109)	4%	(26)	3%	(17)	13%	(84)	47%	(309)	653
GenXers: 1965-1980	11%	(62)	13%	(71)	2%	(13)	1%	(7)	16%	(88)	56%	(313)	555
Baby Boomers: 1946-1964	12%	(78)	16%	(105)	2%	(13)	1%	(4)	14%	(93)	57%	(381)	673
PID: Dem (no lean)	15%	(130)	15%	(131)	3%	(30)	2%	(20)	13%	(111)	51%	(438)	860
PID: Ind (no lean)	10%	(65)	13%	(88)	1%	(8)	1%	(7)	16%	(108)	59%	(399)	674
PID: Rep (no lean)	12%	(83)	15%	(101)	5%	(33)	2%	(15)	13%	(89)	52%	(354)	676
PID/Gender: Dem Men	21%	(82)	20%	(79)	5%	(20)	4%	(15)	13%	(53)	37%	(145)	394
PID/Gender: Dem Women	10%	(48)	11%	(51)	2%	(10)	1%	(5)	13%	(59)	63%	(293)	465
PID/Gender: Ind Men	14%	(48)	20%	(71)	2%	(6)	1%	(5)	14%	(50)	48%	(166)	345
PID/Gender: Ind Women	5%	(17)	5%	(18)	—	(2)	1%	(2)	18%	(58)	71%	(232)	329
PID/Gender: Rep Men	18%	(57)	22%	(72)	5%	(18)	3%	(10)	12%	(39)	40%	(132)	328
PID/Gender: Rep Women	7%	(25)	8%	(29)	4%	(15)	2%	(6)	14%	(50)	64%	(222)	348
Ideo: Liberal (1-3)	15%	(101)	14%	(89)	4%	(24)	2%	(12)	13%	(84)	53%	(346)	656
Ideo: Moderate (4)	10%	(72)	17%	(124)	3%	(20)	2%	(14)	16%	(124)	53%	(397)	751
Ideo: Conservative (5-7)	15%	(101)	15%	(100)	3%	(23)	2%	(15)	13%	(84)	52%	(343)	666
Educ: < College	12%	(168)	12%	(175)	3%	(43)	2%	(31)	14%	(208)	57%	(812)	1437
Educ: Bachelors degree	16%	(78)	19%	(95)	4%	(18)	2%	(10)	13%	(64)	46%	(225)	491
Educ: Post-grad	11%	(31)	18%	(50)	3%	(9)	—	(1)	13%	(37)	54%	(153)	282
Income: Under 50k	10%	(128)	13%	(161)	3%	(40)	2%	(20)	15%	(189)	58%	(733)	1271
Income: 50k-100k	15%	(97)	16%	(104)	4%	(24)	2%	(15)	13%	(83)	51%	(333)	656
Income: 100k+	18%	(52)	20%	(55)	2%	(6)	3%	(8)	13%	(36)	44%	(125)	283
Ethnicity: White	12%	(202)	14%	(245)	3%	(54)	1%	(25)	14%	(241)	55%	(944)	1711

Table MCFE24_14: *Do you have a favorable or unfavorable opinion of the following people?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*

Josh Allen

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	13%	(277)	14%	(320)	3%	(70)	2%	(42)	14%	(309)	54%	(1191)	2210
Ethnicity: Hispanic	12%	(43)	11%	(42)	5%	(20)	2%	(7)	14%	(54)	56%	(208)	374
Ethnicity: Black	18%	(50)	17%	(49)	3%	(8)	5%	(14)	15%	(44)	42%	(118)	282
Ethnicity: Other	12%	(26)	12%	(25)	4%	(9)	1%	(3)	11%	(24)	60%	(129)	217
All Christian	14%	(149)	15%	(158)	3%	(27)	2%	(21)	13%	(132)	53%	(542)	1029
All Non-Christian	10%	(13)	16%	(21)	7%	(8)	3%	(3)	16%	(21)	49%	(63)	129
Atheist	10%	(9)	18%	(18)	3%	(3)	6%	(6)	7%	(7)	57%	(56)	99
Agnostic/Nothing in particular	9%	(55)	14%	(81)	2%	(13)	1%	(5)	17%	(100)	57%	(334)	587
Something Else	14%	(52)	12%	(43)	5%	(19)	2%	(7)	13%	(49)	54%	(196)	365
Religious Non-Protestant/Catholic	8%	(13)	16%	(25)	7%	(10)	3%	(5)	14%	(22)	51%	(79)	154
Evangelical	15%	(84)	15%	(85)	3%	(18)	2%	(11)	13%	(74)	51%	(285)	558
Non-Evangelical	14%	(113)	13%	(104)	3%	(26)	2%	(15)	13%	(104)	54%	(429)	792
Community: Urban	13%	(80)	17%	(105)	4%	(26)	2%	(16)	14%	(89)	50%	(321)	638
Community: Suburban	14%	(142)	16%	(159)	3%	(32)	1%	(15)	14%	(146)	51%	(520)	1014
Community: Rural	10%	(55)	10%	(55)	2%	(12)	2%	(12)	13%	(73)	63%	(350)	558
Employ: Private Sector	14%	(92)	20%	(130)	5%	(30)	2%	(14)	14%	(92)	45%	(297)	654
Employ: Government	13%	(18)	18%	(25)	2%	(2)	2%	(2)	17%	(23)	48%	(66)	136
Employ: Self-Employed	16%	(27)	16%	(27)	5%	(8)	3%	(6)	12%	(19)	48%	(80)	166
Employ: Homemaker	6%	(11)	6%	(10)	4%	(8)	2%	(3)	14%	(26)	69%	(131)	190
Employ: Student	12%	(7)	10%	(6)	2%	(1)	8%	(5)	12%	(8)	55%	(34)	62
Employ: Retired	12%	(68)	15%	(83)	2%	(10)	1%	(3)	13%	(74)	58%	(325)	563
Employ: Unemployed	11%	(33)	7%	(21)	2%	(7)	2%	(6)	17%	(50)	61%	(184)	301
Employ: Other	16%	(22)	13%	(18)	2%	(3)	2%	(3)	12%	(17)	54%	(74)	137
Military HH: Yes	14%	(39)	15%	(42)	2%	(7)	2%	(4)	12%	(34)	56%	(158)	283
Military HH: No	12%	(239)	14%	(278)	3%	(64)	2%	(38)	14%	(275)	54%	(1034)	1927
RD/WT: Right Direction	16%	(107)	16%	(103)	4%	(29)	3%	(19)	12%	(82)	49%	(326)	666
RD/WT: Wrong Track	11%	(170)	14%	(217)	3%	(41)	2%	(23)	15%	(227)	56%	(865)	1544
Biden Job Approve	14%	(139)	15%	(145)	4%	(41)	2%	(22)	13%	(122)	52%	(502)	970
Biden Job Disapprove	12%	(132)	15%	(169)	3%	(30)	2%	(18)	15%	(175)	54%	(620)	1144

Continued on next page

Table MCFE24_14: *Do you have a favorable or unfavorable opinion of the following people?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Josh Allen

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	13%	(277)	14%	(320)	3%	(70)	2%	(42)	14%	(309)	54%	(1191)	2210
Biden Job Strongly Approve	18%	(78)	15%	(66)	3%	(14)	2%	(11)	12%	(53)	49%	(212)	433
Biden Job Somewhat Approve	11%	(61)	15%	(79)	5%	(27)	2%	(12)	13%	(69)	54%	(290)	537
Biden Job Somewhat Disapprove	10%	(34)	15%	(50)	2%	(8)	1%	(5)	19%	(63)	53%	(178)	339
Biden Job Strongly Disapprove	12%	(98)	15%	(119)	3%	(22)	2%	(13)	14%	(112)	55%	(441)	805
Favorable of Biden	15%	(145)	15%	(146)	3%	(30)	2%	(15)	12%	(118)	53%	(514)	969
Unfavorable of Biden	11%	(130)	15%	(167)	3%	(37)	2%	(23)	15%	(176)	53%	(601)	1134
Very Favorable of Biden	18%	(85)	14%	(70)	2%	(10)	2%	(11)	11%	(54)	53%	(253)	482
Somewhat Favorable of Biden	12%	(60)	16%	(77)	4%	(21)	1%	(5)	13%	(64)	54%	(261)	487
Somewhat Unfavorable of Biden	11%	(31)	14%	(42)	3%	(10)	2%	(7)	18%	(54)	52%	(154)	299
Very Unfavorable of Biden	12%	(99)	15%	(125)	3%	(27)	2%	(16)	15%	(122)	54%	(447)	835
#1 Issue: Economy	14%	(125)	16%	(146)	3%	(29)	2%	(14)	13%	(117)	53%	(483)	913
#1 Issue: Security	10%	(25)	16%	(39)	4%	(11)	2%	(5)	15%	(37)	52%	(127)	243
#1 Issue: Health Care	17%	(29)	14%	(24)	4%	(6)	1%	(1)	14%	(24)	50%	(86)	170
#1 Issue: Medicare / Social Security	8%	(22)	18%	(47)	3%	(8)	1%	(2)	12%	(32)	58%	(154)	266
#1 Issue: Women's Issues	12%	(37)	8%	(24)	2%	(7)	4%	(12)	14%	(43)	61%	(189)	311
#1 Issue: Education	10%	(6)	18%	(10)	6%	(3)	7%	(4)	18%	(11)	41%	(24)	59
#1 Issue: Energy	17%	(23)	11%	(15)	3%	(4)	2%	(3)	20%	(26)	46%	(62)	134
#1 Issue: Other	9%	(10)	14%	(16)	1%	(2)	1%	(1)	17%	(20)	58%	(66)	115
2020 Vote: Joe Biden	15%	(144)	16%	(148)	3%	(24)	2%	(20)	14%	(128)	51%	(481)	945
2020 Vote: Donald Trump	14%	(100)	16%	(117)	4%	(26)	2%	(16)	14%	(106)	51%	(374)	740
2020 Vote: Other	7%	(5)	27%	(18)	—	(0)	2%	(1)	14%	(9)	50%	(33)	67
2020 Vote: Didn't Vote	6%	(28)	8%	(37)	4%	(20)	1%	(5)	14%	(66)	66%	(303)	459
2018 House Vote: Democrat	17%	(129)	17%	(130)	3%	(21)	2%	(16)	12%	(89)	49%	(369)	755
2018 House Vote: Republican	14%	(85)	16%	(93)	4%	(21)	2%	(9)	15%	(88)	50%	(293)	589
2018 House Vote: Someone else	14%	(7)	18%	(9)	—	(0)	—	(0)	13%	(7)	55%	(27)	50
2016 Vote: Hillary Clinton	17%	(121)	15%	(106)	2%	(15)	2%	(17)	12%	(83)	51%	(354)	695
2016 Vote: Donald Trump	14%	(90)	18%	(121)	3%	(23)	1%	(9)	14%	(93)	49%	(321)	656
2016 Vote: Other	5%	(4)	16%	(13)	2%	(2)	—	(0)	21%	(18)	56%	(48)	86
2016 Vote: Didn't Vote	8%	(59)	10%	(79)	4%	(31)	2%	(16)	15%	(114)	61%	(466)	765

Table MCFE24_14: *Do you have a favorable or unfavorable opinion of the following people?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*

Josh Allen

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	13%	(277)	14%	(320)	3%	(70)	2%	(42)	14%	(309)	54%	(1191)	2210
Voted in 2014: Yes	16%	(190)	17%	(203)	2%	(29)	2%	(23)	13%	(156)	51%	(626)	1227
Voted in 2014: No	9%	(87)	12%	(117)	4%	(42)	2%	(19)	16%	(153)	58%	(566)	983
4-Region: Northeast	18%	(70)	13%	(50)	2%	(7)	3%	(11)	15%	(56)	49%	(189)	383
4-Region: Midwest	11%	(52)	15%	(71)	3%	(14)	1%	(4)	12%	(57)	57%	(258)	456
4-Region: South	12%	(104)	13%	(112)	4%	(30)	3%	(24)	15%	(129)	53%	(445)	844
4-Region: West	10%	(51)	17%	(88)	4%	(19)	1%	(3)	13%	(67)	57%	(299)	527
TikTok Users	15%	(118)	14%	(111)	5%	(36)	2%	(20)	14%	(111)	50%	(398)	793
Twitch Users	21%	(46)	20%	(43)	6%	(13)	4%	(9)	12%	(26)	36%	(78)	216
2022 Sports Viewers/Attendees	17%	(255)	20%	(295)	4%	(60)	2%	(32)	16%	(230)	41%	(603)	1475
Monthly Moviegoers	19%	(60)	25%	(80)	6%	(20)	3%	(11)	15%	(47)	32%	(102)	320
Few Times per Year + Moviegoers	16%	(148)	20%	(180)	5%	(44)	3%	(29)	13%	(123)	43%	(396)	920
Heard Smile Campaign	20%	(110)	22%	(119)	7%	(41)	4%	(20)	13%	(72)	34%	(189)	551
Heard Minion Campaign	20%	(110)	18%	(96)	7%	(39)	4%	(21)	16%	(86)	35%	(188)	540
Listens to Podcasts	16%	(184)	18%	(207)	5%	(51)	3%	(31)	15%	(170)	43%	(488)	1132
Streaming Services User	14%	(240)	15%	(268)	4%	(66)	2%	(39)	14%	(247)	51%	(912)	1773
Netflix User	13%	(195)	16%	(234)	4%	(60)	2%	(35)	14%	(212)	50%	(738)	1474
Disney+ User	15%	(145)	16%	(162)	5%	(49)	3%	(26)	14%	(142)	47%	(460)	984
Heterosexual or straight	13%	(264)	15%	(302)	3%	(64)	2%	(38)	13%	(264)	53%	(1039)	1971
Gay	3%	(2)	9%	(6)	4%	(3)	2%	(2)	18%	(12)	64%	(44)	68
Bisexual	7%	(6)	7%	(6)	—	(0)	1%	(0)	18%	(16)	67%	(59)	88
Yes	8%	(5)	11%	(8)	4%	(3)	2%	(1)	19%	(14)	55%	(39)	70
No	13%	(272)	15%	(312)	3%	(67)	2%	(41)	14%	(295)	54%	(1152)	2140

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

Table MCFE24_15: *Do you have a favorable or unfavorable opinion of the following people?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Tom Brady

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	23%	(506)	24%	(540)	12%	(255)	13%	(278)	20%	(453)	8%	(179)	2210
Gender: Male	29%	(307)	28%	(294)	11%	(115)	12%	(125)	15%	(161)	6%	(65)	1068
Gender: Female	17%	(199)	22%	(246)	12%	(139)	13%	(153)	26%	(291)	10%	(114)	1142
Age: 18-34	24%	(156)	21%	(134)	10%	(66)	12%	(77)	21%	(134)	12%	(75)	642
Age: 35-44	24%	(88)	27%	(99)	9%	(34)	12%	(45)	22%	(79)	6%	(20)	365
Age: 45-64	23%	(161)	26%	(182)	11%	(77)	11%	(80)	21%	(152)	8%	(61)	714
Age: 65+	21%	(101)	26%	(125)	16%	(77)	15%	(75)	18%	(87)	5%	(23)	489
GenZers: 1997-2012	24%	(61)	16%	(42)	11%	(28)	12%	(30)	20%	(51)	17%	(44)	256
Millennials: 1981-1996	24%	(155)	25%	(162)	10%	(67)	12%	(80)	22%	(143)	7%	(45)	653
GenXers: 1965-1980	24%	(134)	26%	(146)	10%	(55)	9%	(52)	22%	(120)	9%	(48)	555
Baby Boomers: 1946-1964	21%	(139)	25%	(169)	14%	(96)	16%	(107)	19%	(125)	6%	(37)	673
PID: Dem (no lean)	24%	(210)	24%	(204)	12%	(105)	15%	(126)	18%	(153)	7%	(62)	860
PID: Ind (no lean)	18%	(124)	23%	(156)	12%	(79)	11%	(77)	26%	(174)	10%	(65)	674
PID: Rep (no lean)	26%	(173)	27%	(180)	11%	(71)	11%	(75)	19%	(126)	8%	(51)	676
PID/Gender: Dem Men	33%	(131)	27%	(106)	10%	(41)	12%	(47)	12%	(47)	6%	(22)	394
PID/Gender: Dem Women	17%	(79)	21%	(98)	14%	(64)	17%	(80)	23%	(105)	9%	(40)	465
PID/Gender: Ind Men	23%	(78)	28%	(97)	10%	(36)	12%	(40)	20%	(68)	8%	(27)	345
PID/Gender: Ind Women	14%	(45)	18%	(60)	13%	(43)	11%	(36)	32%	(106)	12%	(39)	329
PID/Gender: Rep Men	30%	(98)	28%	(91)	12%	(38)	12%	(38)	14%	(46)	5%	(16)	328
PID/Gender: Rep Women	22%	(75)	25%	(89)	9%	(33)	11%	(37)	23%	(80)	10%	(35)	348
Ideo: Liberal (1-3)	22%	(146)	23%	(153)	15%	(96)	17%	(110)	17%	(111)	6%	(40)	656
Ideo: Moderate (4)	22%	(169)	27%	(204)	9%	(70)	9%	(70)	22%	(169)	9%	(68)	751
Ideo: Conservative (5-7)	26%	(176)	24%	(161)	12%	(82)	13%	(86)	18%	(121)	6%	(40)	666
Educ: < College	24%	(351)	22%	(311)	9%	(129)	12%	(170)	23%	(338)	10%	(138)	1437
Educ: Bachelors degree	19%	(92)	32%	(157)	15%	(74)	14%	(67)	15%	(72)	6%	(29)	491
Educ: Post-grad	22%	(63)	26%	(72)	18%	(52)	15%	(41)	15%	(43)	4%	(11)	282
Income: Under 50k	22%	(275)	23%	(290)	9%	(116)	11%	(143)	25%	(317)	10%	(130)	1271
Income: 50k-100k	23%	(151)	25%	(165)	14%	(95)	17%	(109)	15%	(98)	6%	(38)	656
Income: 100k+	28%	(79)	30%	(85)	16%	(44)	9%	(26)	13%	(37)	4%	(10)	283
Ethnicity: White	20%	(347)	25%	(436)	13%	(217)	13%	(228)	21%	(356)	7%	(126)	1711

Continued on next page

Table MCFE24_15: *Do you have a favorable or unfavorable opinion of the following people?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Tom Brady

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	23%	(506)	24%	(540)	12%	(255)	13%	(278)	20%	(453)	8%	(179)	2210
Ethnicity: Hispanic	26%	(98)	27%	(101)	6%	(21)	11%	(42)	18%	(67)	12%	(44)	374
Ethnicity: Black	39%	(111)	17%	(47)	9%	(25)	11%	(30)	18%	(51)	7%	(19)	282
Ethnicity: Other	22%	(49)	26%	(57)	6%	(12)	9%	(20)	21%	(46)	15%	(33)	217
All Christian	25%	(261)	26%	(263)	12%	(125)	13%	(130)	18%	(186)	6%	(62)	1029
All Non-Christian	17%	(22)	26%	(33)	14%	(18)	13%	(16)	18%	(24)	12%	(15)	129
Atheist	18%	(18)	25%	(25)	18%	(18)	24%	(24)	9%	(9)	5%	(5)	99
Agnostic/Nothing in particular	16%	(94)	23%	(135)	11%	(66)	12%	(68)	27%	(160)	11%	(64)	587
Something Else	31%	(111)	23%	(83)	7%	(27)	11%	(39)	20%	(73)	9%	(31)	365
Religious Non-Protestant/Catholic	16%	(25)	30%	(46)	13%	(20)	12%	(18)	17%	(27)	12%	(18)	154
Evangelical	28%	(158)	26%	(146)	10%	(53)	12%	(69)	16%	(88)	8%	(45)	558
Non-Evangelical	26%	(205)	23%	(185)	12%	(96)	12%	(96)	21%	(168)	5%	(41)	792
Community: Urban	28%	(176)	24%	(152)	9%	(54)	13%	(81)	18%	(116)	9%	(58)	638
Community: Suburban	23%	(230)	25%	(255)	14%	(142)	12%	(121)	19%	(197)	7%	(70)	1014
Community: Rural	18%	(100)	24%	(134)	11%	(59)	14%	(76)	25%	(139)	9%	(50)	558
Employ: Private Sector	27%	(173)	29%	(193)	10%	(68)	11%	(75)	16%	(104)	6%	(41)	654
Employ: Government	24%	(33)	31%	(42)	6%	(9)	13%	(18)	18%	(24)	9%	(12)	136
Employ: Self-Employed	29%	(48)	29%	(48)	10%	(17)	6%	(10)	18%	(29)	9%	(14)	166
Employ: Homemaker	13%	(24)	20%	(37)	14%	(27)	16%	(30)	26%	(50)	11%	(21)	190
Employ: Student	27%	(17)	14%	(9)	10%	(6)	12%	(8)	23%	(15)	13%	(8)	62
Employ: Retired	22%	(122)	23%	(131)	16%	(88)	15%	(84)	19%	(106)	6%	(32)	563
Employ: Unemployed	18%	(54)	21%	(63)	8%	(24)	12%	(35)	28%	(85)	13%	(40)	301
Employ: Other	26%	(36)	13%	(18)	11%	(15)	13%	(18)	28%	(39)	8%	(11)	137
Military HH: Yes	23%	(65)	31%	(89)	12%	(34)	12%	(35)	15%	(43)	6%	(17)	283
Military HH: No	23%	(441)	23%	(451)	11%	(220)	13%	(243)	21%	(409)	8%	(162)	1927
RD/WT: Right Direction	27%	(180)	26%	(175)	10%	(65)	11%	(71)	18%	(121)	8%	(54)	666
RD/WT: Wrong Track	21%	(326)	24%	(365)	12%	(190)	13%	(207)	21%	(331)	8%	(125)	1544
Biden Job Approve	23%	(226)	25%	(244)	12%	(118)	15%	(143)	17%	(167)	8%	(73)	970
Biden Job Disapprove	23%	(262)	25%	(287)	12%	(133)	11%	(130)	22%	(246)	7%	(86)	1144

Table MCFE24_15: *Do you have a favorable or unfavorable opinion of the following people?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Tom Brady

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	23%	(506)	24%	(540)	12%	(255)	13%	(278)	20%	(453)	8%	(179)	2210
Biden Job Strongly Approve	30%	(131)	25%	(108)	12%	(52)	14%	(61)	12%	(52)	7%	(29)	433
Biden Job Somewhat Approve	18%	(95)	25%	(136)	12%	(66)	15%	(82)	21%	(115)	8%	(44)	537
Biden Job Somewhat Disapprove	20%	(69)	29%	(99)	14%	(47)	8%	(29)	21%	(71)	7%	(25)	339
Biden Job Strongly Disapprove	24%	(193)	23%	(188)	11%	(87)	13%	(101)	22%	(176)	8%	(60)	805
Favorable of Biden	23%	(223)	25%	(245)	13%	(128)	14%	(137)	17%	(165)	7%	(71)	969
Unfavorable of Biden	23%	(263)	25%	(282)	11%	(125)	12%	(136)	21%	(243)	8%	(86)	1134
Very Favorable of Biden	30%	(144)	25%	(118)	12%	(59)	14%	(65)	13%	(63)	7%	(32)	482
Somewhat Favorable of Biden	16%	(79)	26%	(127)	14%	(69)	15%	(72)	21%	(102)	8%	(39)	487
Somewhat Unfavorable of Biden	20%	(60)	30%	(91)	11%	(32)	10%	(31)	22%	(65)	7%	(21)	299
Very Unfavorable of Biden	24%	(203)	23%	(191)	11%	(93)	13%	(105)	21%	(178)	8%	(65)	835
#1 Issue: Economy	24%	(221)	26%	(239)	11%	(99)	11%	(99)	20%	(184)	8%	(72)	913
#1 Issue: Security	27%	(67)	21%	(51)	12%	(28)	11%	(28)	20%	(49)	8%	(20)	243
#1 Issue: Health Care	23%	(39)	26%	(45)	11%	(19)	11%	(19)	23%	(40)	5%	(9)	170
#1 Issue: Medicare / Social Security	17%	(46)	30%	(79)	11%	(30)	16%	(41)	17%	(45)	9%	(24)	266
#1 Issue: Women's Issues	21%	(65)	21%	(64)	12%	(37)	19%	(59)	18%	(55)	10%	(31)	311
#1 Issue: Education	24%	(14)	24%	(14)	19%	(11)	10%	(6)	15%	(9)	7%	(4)	59
#1 Issue: Energy	24%	(32)	24%	(32)	11%	(15)	7%	(9)	26%	(34)	9%	(12)	134
#1 Issue: Other	20%	(23)	15%	(17)	14%	(16)	14%	(16)	32%	(36)	5%	(6)	115
2020 Vote: Joe Biden	24%	(224)	26%	(243)	14%	(129)	15%	(140)	16%	(147)	6%	(61)	945
2020 Vote: Donald Trump	25%	(181)	28%	(206)	12%	(87)	12%	(87)	18%	(130)	7%	(49)	740
2020 Vote: Other	27%	(18)	10%	(7)	12%	(8)	18%	(12)	27%	(18)	6%	(4)	67
2020 Vote: Didn't Vote	18%	(82)	18%	(84)	7%	(30)	8%	(39)	34%	(158)	14%	(65)	459
2018 House Vote: Democrat	26%	(196)	25%	(185)	15%	(111)	16%	(121)	14%	(106)	5%	(36)	755
2018 House Vote: Republican	27%	(159)	27%	(160)	12%	(73)	11%	(67)	16%	(93)	6%	(36)	589
2018 House Vote: Someone else	11%	(5)	25%	(13)	9%	(4)	12%	(6)	30%	(15)	12%	(6)	50
2016 Vote: Hillary Clinton	25%	(172)	25%	(173)	13%	(92)	17%	(116)	15%	(102)	6%	(40)	695
2016 Vote: Donald Trump	26%	(168)	29%	(189)	12%	(76)	12%	(78)	17%	(111)	5%	(35)	656
2016 Vote: Other	15%	(13)	16%	(13)	25%	(21)	12%	(10)	30%	(25)	3%	(2)	86
2016 Vote: Didn't Vote	20%	(150)	21%	(164)	9%	(65)	9%	(72)	28%	(213)	13%	(101)	765

Table MCFE24_15: *Do you have a favorable or unfavorable opinion of the following people?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Tom Brady

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	23%	(506)	24%	(540)	12%	(255)	13%	(278)	20%	(453)	8%	(179)	2210
Voted in 2014: Yes	25%	(309)	27%	(326)	14%	(166)	14%	(177)	15%	(185)	5%	(63)	1227
Voted in 2014: No	20%	(197)	22%	(215)	9%	(88)	10%	(100)	27%	(267)	12%	(116)	983
4-Region: Northeast	23%	(89)	22%	(83)	11%	(43)	13%	(50)	22%	(86)	9%	(33)	383
4-Region: Midwest	18%	(81)	24%	(110)	13%	(60)	15%	(67)	23%	(106)	7%	(32)	456
4-Region: South	25%	(214)	24%	(201)	11%	(91)	12%	(105)	19%	(165)	8%	(68)	844
4-Region: West	23%	(122)	28%	(146)	11%	(60)	11%	(57)	18%	(96)	9%	(46)	527
TikTok Users	26%	(210)	24%	(193)	10%	(81)	13%	(107)	18%	(145)	7%	(57)	793
Twitch Users	31%	(67)	30%	(65)	8%	(17)	11%	(24)	15%	(32)	5%	(11)	216
2022 Sports Viewers/Attendees	28%	(418)	28%	(420)	14%	(199)	14%	(201)	13%	(195)	3%	(41)	1475
Monthly Moviegoers	39%	(126)	26%	(83)	9%	(29)	9%	(29)	10%	(32)	6%	(21)	320
Few Times per Year + Moviegoers	29%	(269)	27%	(249)	11%	(106)	11%	(105)	15%	(136)	6%	(56)	920
Heard Smile Campaign	34%	(187)	26%	(141)	8%	(42)	13%	(71)	13%	(69)	8%	(42)	551
Heard Minion Campaign	34%	(185)	25%	(134)	10%	(52)	11%	(60)	14%	(77)	6%	(33)	540
Listens to Podcasts	27%	(306)	28%	(318)	11%	(129)	12%	(139)	15%	(175)	6%	(63)	1132
Streaming Services User	24%	(430)	25%	(444)	11%	(202)	13%	(231)	20%	(348)	7%	(119)	1773
Netflix User	25%	(370)	25%	(373)	11%	(165)	12%	(184)	18%	(271)	8%	(111)	1474
Disney+ User	26%	(259)	25%	(250)	11%	(104)	14%	(136)	17%	(163)	7%	(72)	984
Heterosexual or straight	24%	(464)	25%	(492)	12%	(234)	12%	(232)	20%	(400)	8%	(149)	1971
Gay	20%	(14)	28%	(19)	8%	(5)	23%	(16)	15%	(10)	5%	(4)	68
Bisexual	22%	(20)	14%	(13)	10%	(9)	12%	(11)	32%	(28)	10%	(9)	88
Yes	22%	(16)	14%	(10)	11%	(8)	22%	(15)	18%	(13)	12%	(9)	70
No	23%	(491)	25%	(530)	12%	(247)	12%	(262)	21%	(440)	8%	(170)	2140

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

Table MCFE24_16: *Do you have a favorable or unfavorable opinion of the following people?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Deshaun Watson

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	7%	(148)	13%	(286)	7%	(161)	9%	(199)	17%	(369)	47%	(1048)	2210
Gender: Male	8%	(89)	15%	(158)	10%	(111)	16%	(166)	16%	(171)	35%	(373)	1068
Gender: Female	5%	(59)	11%	(128)	4%	(50)	3%	(33)	17%	(199)	59%	(675)	1142
Age: 18-34	10%	(66)	13%	(84)	7%	(47)	9%	(56)	16%	(102)	45%	(288)	642
Age: 35-44	9%	(34)	15%	(53)	8%	(30)	8%	(28)	18%	(67)	42%	(153)	365
Age: 45-64	5%	(37)	13%	(91)	7%	(53)	8%	(56)	16%	(115)	51%	(362)	714
Age: 65+	2%	(11)	12%	(58)	7%	(32)	12%	(58)	17%	(85)	50%	(245)	489
GenZers: 1997-2012	10%	(25)	11%	(27)	6%	(15)	9%	(24)	14%	(36)	51%	(130)	256
Millennials: 1981-1996	10%	(65)	15%	(100)	8%	(54)	8%	(55)	16%	(107)	42%	(271)	653
GenXers: 1965-1980	6%	(34)	11%	(62)	8%	(42)	7%	(39)	19%	(106)	49%	(271)	555
Baby Boomers: 1946-1964	3%	(22)	13%	(86)	7%	(45)	12%	(79)	15%	(104)	50%	(338)	673
PID: Dem (no lean)	9%	(80)	15%	(132)	7%	(58)	8%	(71)	16%	(138)	44%	(380)	860
PID: Ind (no lean)	4%	(26)	9%	(61)	6%	(40)	10%	(64)	20%	(135)	52%	(349)	674
PID: Rep (no lean)	6%	(42)	14%	(93)	9%	(63)	9%	(64)	14%	(96)	47%	(319)	676
PID/Gender: Dem Men	12%	(48)	18%	(72)	9%	(37)	14%	(57)	16%	(62)	30%	(117)	394
PID/Gender: Dem Women	7%	(32)	13%	(59)	4%	(21)	3%	(14)	16%	(76)	57%	(263)	465
PID/Gender: Ind Men	4%	(15)	11%	(38)	9%	(32)	17%	(59)	18%	(63)	40%	(139)	345
PID/Gender: Ind Women	3%	(11)	7%	(23)	2%	(8)	2%	(5)	22%	(73)	64%	(210)	329
PID/Gender: Rep Men	8%	(26)	14%	(47)	13%	(42)	15%	(50)	14%	(46)	36%	(117)	328
PID/Gender: Rep Women	5%	(16)	13%	(46)	6%	(21)	4%	(13)	14%	(50)	58%	(202)	348
Ideo: Liberal (1-3)	8%	(56)	13%	(85)	7%	(48)	10%	(66)	16%	(108)	45%	(294)	656
Ideo: Moderate (4)	5%	(38)	15%	(110)	7%	(52)	8%	(58)	18%	(137)	47%	(356)	751
Ideo: Conservative (5-7)	8%	(50)	13%	(84)	9%	(60)	11%	(75)	15%	(100)	45%	(297)	666
Educ: < College	7%	(105)	12%	(176)	6%	(84)	7%	(98)	17%	(242)	51%	(731)	1437
Educ: Bachelors degree	5%	(27)	15%	(71)	10%	(51)	14%	(67)	17%	(82)	39%	(193)	491
Educ: Post-grad	6%	(16)	13%	(38)	9%	(26)	12%	(34)	16%	(45)	44%	(123)	282
Income: Under 50k	6%	(76)	12%	(152)	6%	(79)	5%	(69)	17%	(218)	53%	(677)	1271
Income: 50k-100k	8%	(50)	13%	(83)	8%	(55)	14%	(89)	16%	(107)	42%	(273)	656
Income: 100k+	8%	(22)	18%	(50)	10%	(27)	14%	(41)	16%	(44)	35%	(98)	283
Ethnicity: White	5%	(87)	12%	(211)	8%	(129)	10%	(166)	16%	(278)	49%	(839)	1711

Continued on next page

Table MCFE24_16: *Do you have a favorable or unfavorable opinion of the following people?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Deshaun Watson

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	7%	(148)	13%	(286)	7%	(161)	9%	(199)	17%	(369)	47%	(1048)	2210
Ethnicity: Hispanic	6%	(23)	12%	(45)	8%	(30)	6%	(24)	19%	(71)	48%	(180)	374
Ethnicity: Black	16%	(44)	18%	(50)	8%	(21)	6%	(18)	20%	(57)	33%	(92)	282
Ethnicity: Other	7%	(16)	12%	(25)	5%	(11)	7%	(15)	16%	(34)	53%	(116)	217
All Christian	6%	(66)	13%	(135)	8%	(82)	10%	(105)	16%	(161)	47%	(479)	1029
All Non-Christian	6%	(8)	15%	(19)	8%	(10)	12%	(16)	17%	(22)	42%	(54)	129
Atheist	6%	(6)	17%	(17)	5%	(5)	10%	(10)	14%	(14)	48%	(47)	99
Agnostic/Nothing in particular	4%	(25)	9%	(55)	7%	(44)	8%	(47)	20%	(119)	51%	(298)	587
Something Else	11%	(42)	16%	(60)	5%	(20)	6%	(22)	15%	(54)	46%	(169)	365
Religious Non-Protestant/Catholic	5%	(8)	14%	(21)	8%	(13)	12%	(19)	17%	(26)	43%	(67)	154
Evangelical	11%	(64)	17%	(94)	6%	(32)	8%	(42)	16%	(87)	43%	(239)	558
Non-Evangelical	5%	(41)	12%	(96)	8%	(66)	10%	(81)	15%	(122)	49%	(385)	792
Community: Urban	10%	(62)	15%	(93)	8%	(48)	7%	(47)	16%	(102)	45%	(286)	638
Community: Suburban	7%	(68)	12%	(123)	9%	(88)	11%	(116)	17%	(173)	44%	(446)	1014
Community: Rural	3%	(18)	13%	(70)	4%	(25)	6%	(36)	17%	(94)	56%	(315)	558
Employ: Private Sector	9%	(59)	16%	(106)	11%	(75)	10%	(65)	16%	(104)	37%	(245)	654
Employ: Government	9%	(13)	18%	(24)	4%	(6)	9%	(13)	16%	(22)	43%	(59)	136
Employ: Self-Employed	9%	(16)	13%	(21)	4%	(6)	14%	(23)	16%	(27)	45%	(74)	166
Employ: Homemaker	5%	(10)	8%	(16)	7%	(13)	3%	(5)	16%	(30)	61%	(115)	190
Employ: Student	12%	(7)	9%	(6)	8%	(5)	5%	(3)	15%	(9)	52%	(32)	62
Employ: Retired	3%	(17)	13%	(76)	6%	(33)	11%	(60)	17%	(97)	50%	(280)	563
Employ: Unemployed	5%	(16)	7%	(20)	6%	(17)	5%	(15)	18%	(53)	60%	(180)	301
Employ: Other	8%	(11)	13%	(17)	5%	(7)	11%	(14)	19%	(26)	45%	(62)	137
Military HH: Yes	5%	(14)	16%	(46)	7%	(21)	8%	(22)	17%	(47)	47%	(133)	283
Military HH: No	7%	(134)	12%	(240)	7%	(140)	9%	(177)	17%	(322)	47%	(914)	1927
RD/WT: Right Direction	11%	(75)	17%	(110)	7%	(49)	8%	(56)	14%	(91)	43%	(286)	666
RD/WT: Wrong Track	5%	(73)	11%	(175)	7%	(112)	9%	(143)	18%	(279)	49%	(761)	1544
Biden Job Approve	9%	(90)	14%	(138)	7%	(72)	9%	(88)	15%	(149)	45%	(433)	970
Biden Job Disapprove	5%	(55)	13%	(144)	8%	(87)	9%	(104)	18%	(203)	48%	(550)	1144

Table MCFE24_16: *Do you have a favorable or unfavorable opinion of the following people?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Deshaun Watson

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	7%	(148)	13%	(286)	7%	(161)	9%	(199)	17%	(369)	47%	(1048)	2210
Biden Job Strongly Approve	12%	(53)	15%	(64)	8%	(33)	9%	(38)	16%	(69)	41%	(176)	433
Biden Job Somewhat Approve	7%	(36)	14%	(74)	7%	(39)	9%	(50)	15%	(80)	48%	(257)	537
Biden Job Somewhat Disapprove	6%	(19)	16%	(54)	7%	(23)	7%	(24)	19%	(66)	45%	(153)	339
Biden Job Strongly Disapprove	5%	(36)	11%	(89)	8%	(65)	10%	(80)	17%	(137)	49%	(397)	805
Favorable of Biden	9%	(91)	16%	(151)	6%	(57)	9%	(86)	15%	(147)	45%	(437)	969
Unfavorable of Biden	5%	(54)	11%	(128)	9%	(100)	10%	(112)	17%	(198)	48%	(542)	1134
Very Favorable of Biden	12%	(59)	15%	(73)	6%	(30)	9%	(42)	15%	(74)	42%	(205)	482
Somewhat Favorable of Biden	7%	(32)	16%	(78)	6%	(27)	9%	(43)	15%	(74)	48%	(232)	487
Somewhat Unfavorable of Biden	5%	(14)	13%	(38)	10%	(28)	9%	(26)	18%	(53)	46%	(138)	299
Very Unfavorable of Biden	5%	(40)	11%	(89)	9%	(71)	10%	(86)	17%	(145)	48%	(403)	835
#1 Issue: Economy	6%	(57)	14%	(127)	8%	(73)	10%	(87)	17%	(151)	46%	(417)	913
#1 Issue: Security	4%	(9)	14%	(33)	6%	(14)	10%	(24)	22%	(53)	45%	(108)	243
#1 Issue: Health Care	8%	(13)	14%	(24)	9%	(15)	12%	(20)	14%	(24)	43%	(74)	170
#1 Issue: Medicare / Social Security	5%	(14)	13%	(33)	6%	(17)	9%	(24)	16%	(42)	51%	(135)	266
#1 Issue: Women's Issues	7%	(21)	11%	(36)	6%	(19)	6%	(18)	15%	(45)	55%	(172)	311
#1 Issue: Education	19%	(11)	13%	(8)	8%	(4)	13%	(8)	13%	(8)	34%	(20)	59
#1 Issue: Energy	9%	(12)	12%	(16)	11%	(14)	7%	(9)	16%	(21)	46%	(61)	134
#1 Issue: Other	8%	(9)	7%	(8)	3%	(4)	8%	(9)	21%	(24)	53%	(61)	115
2020 Vote: Joe Biden	9%	(81)	16%	(149)	7%	(64)	10%	(98)	16%	(148)	43%	(405)	945
2020 Vote: Donald Trump	6%	(44)	13%	(100)	9%	(70)	10%	(75)	16%	(119)	45%	(333)	740
2020 Vote: Other	8%	(5)	17%	(12)	8%	(6)	5%	(3)	24%	(16)	38%	(25)	67
2020 Vote: Didn't Vote	4%	(18)	6%	(26)	5%	(22)	5%	(23)	19%	(86)	62%	(284)	459
2018 House Vote: Democrat	9%	(67)	17%	(127)	7%	(51)	11%	(82)	16%	(120)	41%	(307)	755
2018 House Vote: Republican	6%	(35)	14%	(80)	9%	(52)	10%	(61)	17%	(100)	44%	(261)	589
2018 House Vote: Someone else	12%	(6)	9%	(4)	13%	(7)	6%	(3)	12%	(6)	48%	(24)	50
2016 Vote: Hillary Clinton	9%	(66)	15%	(103)	7%	(48)	10%	(68)	17%	(117)	42%	(294)	695
2016 Vote: Donald Trump	6%	(39)	16%	(103)	8%	(55)	11%	(70)	16%	(105)	43%	(284)	656
2016 Vote: Other	4%	(3)	9%	(8)	9%	(8)	11%	(10)	20%	(17)	47%	(40)	86
2016 Vote: Didn't Vote	5%	(39)	9%	(70)	6%	(49)	6%	(49)	17%	(129)	56%	(428)	765

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Table MCFE24_16: *Do you have a favorable or unfavorable opinion of the following people?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Deshaun Watson

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	7%	(148)	13%	(286)	7%	(161)	9%	(199)	17%	(369)	47%	(1048)	2210
Voted in 2014: Yes	7%	(88)	15%	(179)	8%	(102)	11%	(130)	16%	(196)	43%	(532)	1227
Voted in 2014: No	6%	(60)	11%	(106)	6%	(59)	7%	(69)	18%	(173)	52%	(516)	983
4-Region: Northeast	6%	(24)	13%	(51)	6%	(24)	9%	(34)	16%	(63)	49%	(187)	383
4-Region: Midwest	5%	(22)	12%	(55)	7%	(30)	10%	(46)	15%	(71)	51%	(232)	456
4-Region: South	9%	(74)	13%	(108)	9%	(74)	8%	(65)	17%	(146)	45%	(379)	844
4-Region: West	5%	(29)	14%	(71)	6%	(33)	10%	(55)	17%	(90)	47%	(249)	527
TikTok Users	10%	(82)	15%	(122)	7%	(55)	7%	(52)	16%	(130)	44%	(352)	793
Twitch Users	15%	(31)	17%	(36)	13%	(27)	12%	(25)	14%	(31)	30%	(66)	216
2022 Sports Viewers/Attendees	9%	(128)	17%	(250)	10%	(152)	12%	(184)	18%	(259)	34%	(502)	1475
Monthly Moviegoers	11%	(35)	23%	(75)	12%	(40)	11%	(34)	15%	(47)	28%	(89)	320
Few Times per Year + Moviegoers	10%	(87)	18%	(164)	10%	(90)	11%	(102)	15%	(138)	37%	(339)	920
Heard Smile Campaign	14%	(78)	21%	(113)	10%	(53)	9%	(52)	15%	(82)	31%	(172)	551
Heard Minion Campaign	14%	(73)	22%	(118)	8%	(45)	9%	(48)	16%	(85)	32%	(172)	540
Listens to Podcasts	10%	(114)	17%	(188)	9%	(105)	10%	(115)	18%	(204)	36%	(405)	1132
Streaming Services User	8%	(137)	14%	(247)	8%	(136)	9%	(164)	16%	(290)	45%	(798)	1773
Netflix User	8%	(118)	15%	(219)	8%	(111)	9%	(133)	16%	(242)	44%	(651)	1474
Disney+ User	9%	(92)	14%	(142)	10%	(96)	9%	(86)	17%	(170)	40%	(398)	984
Heterosexual or straight	7%	(134)	13%	(265)	8%	(151)	10%	(191)	16%	(312)	47%	(918)	1971
Gay	5%	(4)	4%	(3)	6%	(4)	4%	(3)	23%	(15)	58%	(39)	68
Bisexual	7%	(6)	7%	(7)	1%	(1)	4%	(4)	23%	(20)	57%	(50)	88
Yes	15%	(10)	7%	(5)	2%	(1)	6%	(4)	18%	(13)	52%	(37)	70
No	6%	(138)	13%	(281)	7%	(160)	9%	(195)	17%	(356)	47%	(1011)	2140

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

Table MCFE24_17: *Do you have a favorable or unfavorable opinion of the following people?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Klay Thompson

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	10%	(213)	13%	(294)	4%	(96)	2%	(44)	13%	(294)	57%	(1269)	2210
Gender: Male	14%	(154)	18%	(192)	7%	(72)	3%	(30)	14%	(152)	44%	(468)	1068
Gender: Female	5%	(59)	9%	(102)	2%	(25)	1%	(13)	12%	(141)	70%	(802)	1142
Age: 18-34	16%	(101)	19%	(122)	7%	(44)	5%	(32)	14%	(88)	40%	(256)	642
Age: 35-44	12%	(44)	15%	(54)	5%	(17)	2%	(6)	16%	(59)	51%	(185)	365
Age: 45-64	7%	(48)	11%	(79)	4%	(26)	—	(1)	13%	(95)	65%	(465)	714
Age: 65+	4%	(21)	8%	(39)	2%	(9)	1%	(5)	11%	(52)	74%	(364)	489
GenZers: 1997-2012	17%	(43)	21%	(54)	6%	(16)	7%	(17)	12%	(31)	37%	(96)	256
Millennials: 1981-1996	14%	(92)	17%	(113)	6%	(36)	3%	(21)	15%	(95)	45%	(295)	653
GenXers: 1965-1980	8%	(46)	11%	(63)	4%	(25)	—	(1)	15%	(81)	61%	(340)	555
Baby Boomers: 1946-1964	5%	(31)	9%	(60)	3%	(18)	1%	(5)	11%	(77)	72%	(482)	673
PID: Dem (no lean)	12%	(106)	16%	(142)	6%	(54)	2%	(16)	11%	(98)	52%	(444)	860
PID: Ind (no lean)	9%	(59)	10%	(65)	2%	(14)	1%	(8)	16%	(107)	62%	(421)	674
PID: Rep (no lean)	7%	(48)	13%	(87)	4%	(29)	3%	(20)	13%	(88)	60%	(404)	676
PID/Gender: Dem Men	18%	(70)	21%	(84)	10%	(39)	3%	(11)	13%	(53)	35%	(137)	394
PID/Gender: Dem Women	8%	(36)	12%	(58)	3%	(14)	1%	(5)	10%	(45)	66%	(307)	465
PID/Gender: Ind Men	14%	(48)	16%	(54)	4%	(12)	2%	(7)	14%	(47)	51%	(177)	345
PID/Gender: Ind Women	3%	(11)	4%	(12)	—	(2)	—	(1)	18%	(60)	74%	(244)	329
PID/Gender: Rep Men	11%	(36)	17%	(54)	6%	(20)	4%	(12)	16%	(52)	47%	(153)	328
PID/Gender: Rep Women	3%	(12)	9%	(33)	2%	(9)	2%	(8)	10%	(36)	72%	(251)	348
Ideo: Liberal (1-3)	12%	(78)	14%	(94)	5%	(33)	3%	(18)	12%	(76)	54%	(356)	656
Ideo: Moderate (4)	9%	(68)	17%	(125)	4%	(30)	1%	(9)	16%	(122)	53%	(398)	751
Ideo: Conservative (5-7)	8%	(56)	11%	(70)	5%	(31)	2%	(14)	11%	(74)	63%	(420)	666
Educ: < College	10%	(147)	12%	(168)	4%	(52)	2%	(27)	13%	(189)	59%	(853)	1437
Educ: Bachelors degree	8%	(38)	19%	(95)	5%	(27)	3%	(15)	13%	(66)	51%	(251)	491
Educ: Post-grad	10%	(28)	11%	(30)	6%	(17)	1%	(2)	14%	(39)	59%	(165)	282
Income: Under 50k	8%	(103)	13%	(166)	3%	(40)	2%	(22)	14%	(181)	60%	(761)	1271
Income: 50k-100k	11%	(72)	14%	(89)	6%	(42)	3%	(19)	11%	(74)	55%	(361)	656
Income: 100k+	13%	(38)	14%	(40)	5%	(15)	1%	(3)	14%	(39)	52%	(148)	283
Ethnicity: White	6%	(104)	12%	(200)	4%	(72)	2%	(26)	13%	(222)	64%	(1087)	1711

Continued on next page

Table MCFE24_17: *Do you have a favorable or unfavorable opinion of the following people?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Klay Thompson

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	10%	(213)	13%	(294)	4%	(96)	2%	(44)	13%	(294)	57%	(1269)	2210
Ethnicity: Hispanic	10%	(36)	16%	(61)	7%	(26)	5%	(17)	14%	(54)	48%	(180)	374
Ethnicity: Black	29%	(83)	20%	(57)	4%	(12)	3%	(9)	17%	(47)	26%	(74)	282
Ethnicity: Other	12%	(26)	17%	(36)	6%	(12)	4%	(9)	11%	(25)	50%	(108)	217
All Christian	8%	(83)	14%	(146)	4%	(44)	2%	(20)	12%	(121)	60%	(614)	1029
All Non-Christian	11%	(15)	15%	(19)	6%	(8)	2%	(3)	13%	(16)	53%	(68)	129
Atheist	8%	(8)	15%	(15)	9%	(9)	4%	(4)	11%	(11)	53%	(53)	99
Agnostic/Nothing in particular	10%	(58)	11%	(62)	4%	(22)	2%	(12)	17%	(101)	57%	(333)	587
Something Else	13%	(49)	14%	(52)	4%	(14)	1%	(5)	12%	(44)	55%	(202)	365
Religious Non-Protestant/Catholic	11%	(16)	15%	(23)	6%	(9)	3%	(5)	11%	(16)	55%	(84)	154
Evangelical	12%	(66)	15%	(86)	3%	(19)	2%	(10)	12%	(67)	56%	(311)	558
Non-Evangelical	8%	(62)	13%	(105)	5%	(38)	2%	(13)	12%	(97)	60%	(477)	792
Community: Urban	15%	(95)	15%	(97)	6%	(38)	2%	(13)	14%	(90)	48%	(304)	638
Community: Suburban	9%	(87)	14%	(146)	4%	(41)	2%	(21)	13%	(135)	58%	(584)	1014
Community: Rural	6%	(32)	9%	(51)	3%	(17)	2%	(10)	12%	(69)	68%	(381)	558
Employ: Private Sector	13%	(82)	19%	(127)	6%	(37)	2%	(11)	13%	(85)	48%	(312)	654
Employ: Government	19%	(25)	16%	(22)	4%	(6)	2%	(3)	18%	(24)	41%	(56)	136
Employ: Self-Employed	16%	(27)	17%	(28)	6%	(10)	5%	(8)	12%	(19)	44%	(74)	166
Employ: Homemaker	2%	(3)	8%	(16)	2%	(3)	3%	(5)	12%	(23)	74%	(140)	190
Employ: Student	19%	(12)	19%	(12)	5%	(3)	6%	(4)	14%	(9)	37%	(23)	62
Employ: Retired	4%	(25)	9%	(49)	2%	(12)	1%	(3)	12%	(66)	73%	(409)	563
Employ: Unemployed	9%	(26)	8%	(25)	5%	(16)	2%	(6)	15%	(44)	61%	(184)	301
Employ: Other	10%	(13)	11%	(15)	7%	(9)	3%	(4)	17%	(24)	53%	(72)	137
Military HH: Yes	8%	(21)	13%	(37)	4%	(10)	1%	(4)	10%	(29)	64%	(182)	283
Military HH: No	10%	(192)	13%	(257)	4%	(86)	2%	(40)	14%	(264)	56%	(1087)	1927
RD/WT: Right Direction	14%	(94)	16%	(109)	7%	(44)	3%	(18)	12%	(80)	48%	(322)	666
RD/WT: Wrong Track	8%	(120)	12%	(184)	3%	(53)	2%	(26)	14%	(213)	61%	(948)	1544
Biden Job Approve	12%	(119)	14%	(139)	6%	(55)	2%	(22)	13%	(123)	53%	(512)	970
Biden Job Disapprove	8%	(89)	13%	(153)	3%	(36)	2%	(19)	14%	(158)	60%	(690)	1144

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Table MCFE24_17: *Do you have a favorable or unfavorable opinion of the following people?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Klay Thompson

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	10%	(213)	13%	(294)	4%	(96)	2%	(44)	13%	(294)	57%	(1269)	2210
Biden Job Strongly Approve	15%	(65)	15%	(65)	6%	(28)	2%	(8)	11%	(48)	51%	(219)	433
Biden Job Somewhat Approve	10%	(53)	14%	(74)	5%	(27)	3%	(15)	14%	(75)	54%	(293)	537
Biden Job Somewhat Disapprove	9%	(29)	17%	(58)	4%	(14)	1%	(5)	16%	(54)	53%	(179)	339
Biden Job Strongly Disapprove	7%	(59)	12%	(94)	3%	(22)	2%	(15)	13%	(104)	63%	(511)	805
Favorable of Biden	12%	(114)	15%	(143)	5%	(48)	2%	(18)	12%	(119)	54%	(528)	969
Unfavorable of Biden	8%	(91)	13%	(145)	4%	(43)	2%	(24)	14%	(156)	60%	(675)	1134
Very Favorable of Biden	16%	(78)	13%	(63)	5%	(23)	2%	(9)	11%	(53)	53%	(257)	482
Somewhat Favorable of Biden	7%	(36)	16%	(80)	5%	(25)	2%	(9)	14%	(66)	56%	(271)	487
Somewhat Unfavorable of Biden	9%	(28)	18%	(53)	4%	(12)	2%	(4)	16%	(47)	52%	(155)	299
Very Unfavorable of Biden	8%	(63)	11%	(92)	4%	(31)	2%	(20)	13%	(109)	62%	(520)	835
#1 Issue: Economy	11%	(96)	16%	(143)	4%	(41)	1%	(13)	14%	(129)	54%	(491)	913
#1 Issue: Security	7%	(17)	10%	(23)	6%	(15)	4%	(9)	11%	(27)	62%	(151)	243
#1 Issue: Health Care	9%	(15)	16%	(27)	6%	(11)	3%	(6)	14%	(24)	52%	(88)	170
#1 Issue: Medicare / Social Security	4%	(11)	10%	(27)	2%	(5)	—	(1)	10%	(27)	73%	(194)	266
#1 Issue: Women's Issues	13%	(39)	11%	(33)	4%	(12)	2%	(6)	13%	(40)	58%	(181)	311
#1 Issue: Education	17%	(10)	22%	(13)	9%	(5)	5%	(3)	13%	(8)	33%	(19)	59
#1 Issue: Energy	12%	(16)	14%	(18)	4%	(6)	4%	(5)	15%	(20)	52%	(70)	134
#1 Issue: Other	7%	(9)	8%	(9)	1%	(2)	1%	(1)	17%	(20)	66%	(75)	115
2020 Vote: Joe Biden	12%	(117)	16%	(153)	6%	(55)	2%	(20)	12%	(114)	51%	(485)	945
2020 Vote: Donald Trump	8%	(58)	12%	(92)	4%	(26)	3%	(19)	13%	(97)	60%	(447)	740
2020 Vote: Other	10%	(7)	7%	(4)	4%	(3)	2%	(1)	15%	(10)	62%	(41)	67
2020 Vote: Didn't Vote	7%	(32)	10%	(44)	3%	(12)	1%	(4)	16%	(72)	64%	(296)	459
2018 House Vote: Democrat	13%	(98)	16%	(121)	7%	(49)	2%	(17)	12%	(89)	51%	(381)	755
2018 House Vote: Republican	8%	(45)	12%	(70)	4%	(23)	2%	(9)	11%	(66)	64%	(375)	589
2018 House Vote: Someone else	13%	(7)	6%	(3)	—	(0)	—	(0)	14%	(7)	67%	(33)	50
2016 Vote: Hillary Clinton	13%	(89)	15%	(105)	6%	(39)	3%	(18)	11%	(78)	53%	(366)	695
2016 Vote: Donald Trump	8%	(53)	13%	(85)	4%	(25)	2%	(11)	12%	(79)	61%	(403)	656
2016 Vote: Other	8%	(7)	11%	(10)	3%	(2)	—	(0)	11%	(10)	67%	(57)	86
2016 Vote: Didn't Vote	8%	(64)	12%	(92)	4%	(28)	2%	(14)	16%	(125)	58%	(441)	765

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Table MCFE24_17: *Do you have a favorable or unfavorable opinion of the following people?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Klay Thompson

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	10%	(213)	13%	(294)	4%	(96)	2%	(44)	13%	(294)	57%	(1269)	2210
Voted in 2014: Yes	10%	(120)	14%	(166)	4%	(55)	2%	(21)	11%	(138)	59%	(727)	1227
Voted in 2014: No	9%	(93)	13%	(128)	4%	(41)	2%	(23)	16%	(156)	55%	(542)	983
4-Region: Northeast	11%	(43)	11%	(43)	4%	(14)	2%	(7)	14%	(52)	58%	(222)	383
4-Region: Midwest	7%	(33)	14%	(62)	4%	(18)	2%	(8)	13%	(57)	61%	(278)	456
4-Region: South	10%	(87)	12%	(99)	5%	(40)	2%	(16)	14%	(118)	57%	(483)	844
4-Region: West	9%	(50)	17%	(89)	5%	(24)	2%	(12)	13%	(66)	54%	(285)	527
TikTok Users	15%	(119)	16%	(127)	6%	(46)	2%	(18)	13%	(102)	48%	(382)	793
Twitch Users	24%	(52)	27%	(57)	5%	(10)	4%	(9)	11%	(23)	29%	(63)	216
2022 Sports Viewers/Attendees	13%	(187)	17%	(256)	6%	(85)	2%	(33)	13%	(197)	49%	(716)	1475
Monthly Moviegoers	17%	(56)	24%	(75)	11%	(35)	5%	(16)	13%	(42)	30%	(97)	320
Few Times per Year + Moviegoers	14%	(127)	19%	(175)	7%	(68)	3%	(31)	12%	(113)	44%	(405)	920
Heard Smile Campaign	18%	(101)	23%	(129)	9%	(48)	4%	(24)	13%	(71)	32%	(177)	551
Heard Minion Campaign	19%	(102)	24%	(127)	7%	(39)	5%	(25)	14%	(76)	32%	(171)	540
Listens to Podcasts	14%	(162)	19%	(210)	6%	(67)	3%	(34)	14%	(157)	44%	(502)	1132
Streaming Services User	11%	(196)	15%	(268)	5%	(85)	2%	(36)	13%	(229)	54%	(959)	1773
Netflix User	12%	(176)	16%	(233)	5%	(75)	2%	(36)	13%	(196)	51%	(757)	1474
Disney+ User	13%	(131)	17%	(167)	6%	(62)	3%	(26)	13%	(131)	47%	(466)	984
Heterosexual or straight	10%	(199)	14%	(270)	4%	(84)	2%	(42)	13%	(250)	57%	(1126)	1971
Gay	3%	(2)	6%	(4)	6%	(4)	1%	(1)	20%	(14)	63%	(43)	68
Bisexual	8%	(7)	7%	(6)	4%	(3)	—	(0)	23%	(20)	58%	(51)	88
Yes	12%	(9)	9%	(7)	8%	(6)	5%	(3)	19%	(13)	47%	(33)	70
No	10%	(205)	13%	(287)	4%	(91)	2%	(40)	13%	(280)	58%	(1237)	2140

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

Table MCFE24_18: *Do you have a favorable or unfavorable opinion of the following people?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Lewis Hamilton

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	6%	(134)	9%	(194)	3%	(77)	2%	(48)	14%	(305)	66%	(1452)	2210
Gender: Male	8%	(84)	12%	(123)	4%	(48)	3%	(34)	15%	(160)	58%	(619)	1068
Gender: Female	4%	(50)	6%	(71)	3%	(29)	1%	(14)	13%	(145)	73%	(834)	1142
Age: 18-34	8%	(53)	11%	(71)	6%	(41)	5%	(31)	14%	(91)	55%	(354)	642
Age: 35-44	9%	(34)	14%	(51)	3%	(12)	2%	(7)	17%	(62)	54%	(199)	365
Age: 45-64	5%	(34)	7%	(51)	2%	(17)	1%	(6)	14%	(102)	71%	(504)	714
Age: 65+	3%	(12)	4%	(21)	1%	(7)	1%	(4)	10%	(50)	81%	(395)	489
GenZers: 1997-2012	8%	(20)	11%	(27)	6%	(16)	5%	(13)	13%	(32)	58%	(148)	256
Millennials: 1981-1996	9%	(59)	12%	(80)	5%	(34)	4%	(23)	16%	(103)	54%	(354)	653
GenXers: 1965-1980	6%	(33)	10%	(53)	3%	(15)	1%	(6)	15%	(84)	65%	(364)	555
Baby Boomers: 1946-1964	3%	(20)	5%	(32)	1%	(10)	1%	(5)	12%	(83)	78%	(522)	673
PID: Dem (no lean)	10%	(83)	10%	(87)	5%	(41)	3%	(25)	11%	(93)	62%	(531)	860
PID: Ind (no lean)	4%	(25)	6%	(40)	1%	(6)	1%	(9)	18%	(123)	70%	(471)	674
PID: Rep (no lean)	4%	(26)	10%	(66)	4%	(30)	2%	(15)	13%	(89)	67%	(450)	676
PID/Gender: Dem Men	13%	(49)	14%	(56)	7%	(27)	4%	(16)	11%	(43)	52%	(204)	394
PID/Gender: Dem Women	7%	(34)	7%	(32)	3%	(14)	2%	(9)	11%	(50)	70%	(327)	465
PID/Gender: Ind Men	5%	(18)	8%	(28)	1%	(3)	2%	(6)	19%	(67)	65%	(223)	345
PID/Gender: Ind Women	2%	(6)	4%	(13)	1%	(3)	1%	(3)	17%	(57)	75%	(248)	329
PID/Gender: Rep Men	5%	(16)	12%	(39)	5%	(17)	4%	(13)	15%	(51)	58%	(192)	328
PID/Gender: Rep Women	3%	(10)	8%	(27)	4%	(13)	—	(1)	11%	(38)	74%	(258)	348
Ideo: Liberal (1-3)	8%	(49)	9%	(58)	6%	(37)	3%	(22)	12%	(79)	62%	(410)	656
Ideo: Moderate (4)	7%	(49)	10%	(77)	2%	(17)	2%	(13)	16%	(119)	63%	(476)	751
Ideo: Conservative (5-7)	5%	(33)	8%	(56)	3%	(22)	2%	(11)	13%	(84)	69%	(460)	666
Educ: < College	5%	(76)	8%	(113)	3%	(38)	2%	(31)	14%	(207)	68%	(972)	1437
Educ: Bachelors degree	8%	(40)	11%	(55)	5%	(26)	3%	(13)	13%	(65)	59%	(291)	491
Educ: Post-grad	7%	(19)	9%	(26)	4%	(12)	1%	(3)	12%	(33)	67%	(189)	282
Income: Under 50k	4%	(53)	8%	(105)	3%	(36)	2%	(23)	14%	(181)	69%	(873)	1271
Income: 50k-100k	8%	(53)	9%	(61)	5%	(32)	3%	(19)	12%	(82)	62%	(409)	656
Income: 100k+	10%	(28)	10%	(28)	3%	(8)	2%	(6)	15%	(42)	60%	(170)	283
Ethnicity: White	5%	(84)	8%	(134)	3%	(53)	2%	(28)	14%	(232)	69%	(1180)	1711

Table MCFE24_18: *Do you have a favorable or unfavorable opinion of the following people?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Lewis Hamilton

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	6%	(134)	9%	(194)	3%	(77)	2%	(48)	14%	(305)	66%	(1452)	2210
Ethnicity: Hispanic	10%	(37)	9%	(35)	4%	(16)	4%	(13)	17%	(62)	56%	(211)	374
Ethnicity: Black	14%	(39)	12%	(35)	5%	(14)	5%	(15)	13%	(36)	51%	(144)	282
Ethnicity: Other	5%	(12)	11%	(25)	5%	(10)	2%	(5)	17%	(37)	59%	(129)	217
All Christian	6%	(67)	9%	(94)	3%	(31)	2%	(20)	12%	(125)	67%	(692)	1029
All Non-Christian	6%	(7)	8%	(10)	9%	(11)	3%	(3)	17%	(22)	59%	(75)	129
Atheist	7%	(7)	16%	(16)	4%	(4)	8%	(8)	5%	(5)	60%	(60)	99
Agnostic/Nothing in particular	4%	(24)	7%	(44)	3%	(18)	2%	(11)	18%	(105)	66%	(386)	587
Something Else	8%	(29)	8%	(30)	4%	(13)	1%	(5)	13%	(49)	65%	(239)	365
Religious Non-Protestant/Catholic	6%	(10)	8%	(13)	10%	(15)	2%	(3)	14%	(22)	59%	(91)	154
Evangelical	9%	(51)	10%	(58)	4%	(21)	3%	(15)	13%	(71)	61%	(342)	558
Non-Evangelical	5%	(40)	7%	(59)	2%	(20)	1%	(10)	13%	(100)	71%	(562)	792
Community: Urban	9%	(58)	11%	(72)	4%	(28)	3%	(16)	15%	(93)	58%	(370)	638
Community: Suburban	6%	(60)	9%	(89)	3%	(32)	2%	(19)	14%	(143)	66%	(672)	1014
Community: Rural	3%	(15)	6%	(33)	3%	(17)	2%	(13)	12%	(69)	74%	(411)	558
Employ: Private Sector	10%	(66)	11%	(75)	6%	(36)	2%	(16)	16%	(103)	55%	(359)	654
Employ: Government	11%	(15)	16%	(21)	2%	(3)	5%	(7)	15%	(21)	51%	(70)	136
Employ: Self-Employed	7%	(11)	12%	(20)	3%	(5)	3%	(5)	17%	(29)	57%	(96)	166
Employ: Homemaker	3%	(5)	5%	(9)	3%	(5)	—	(1)	14%	(27)	75%	(143)	190
Employ: Student	13%	(8)	9%	(5)	4%	(3)	9%	(6)	11%	(7)	55%	(34)	62
Employ: Retired	3%	(14)	6%	(31)	2%	(9)	1%	(5)	11%	(60)	79%	(444)	563
Employ: Unemployed	3%	(9)	8%	(24)	2%	(5)	3%	(8)	14%	(42)	71%	(213)	301
Employ: Other	4%	(6)	6%	(8)	8%	(11)	1%	(1)	12%	(17)	69%	(95)	137
Military HH: Yes	4%	(12)	9%	(25)	3%	(10)	1%	(3)	14%	(40)	68%	(194)	283
Military HH: No	6%	(123)	9%	(169)	3%	(67)	2%	(45)	14%	(265)	65%	(1258)	1927
RD/WT: Right Direction	12%	(83)	12%	(78)	4%	(29)	3%	(21)	13%	(85)	55%	(369)	666
RD/WT: Wrong Track	3%	(51)	8%	(116)	3%	(48)	2%	(27)	14%	(220)	70%	(1083)	1544
Biden Job Approve	9%	(90)	11%	(104)	3%	(33)	3%	(27)	13%	(122)	61%	(596)	970
Biden Job Disapprove	4%	(43)	8%	(88)	4%	(41)	2%	(19)	14%	(165)	69%	(788)	1144

Table MCFE24_18: *Do you have a favorable or unfavorable opinion of the following people?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Lewis Hamilton

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	6%	(134)	9%	(194)	3%	(77)	2%	(48)	14%	(305)	66%	(1452)	2210
Biden Job Strongly Approve	14%	(61)	9%	(40)	5%	(21)	3%	(14)	13%	(55)	56%	(242)	433
Biden Job Somewhat Approve	5%	(28)	12%	(64)	2%	(12)	2%	(13)	12%	(66)	66%	(354)	537
Biden Job Somewhat Disapprove	5%	(17)	11%	(36)	3%	(11)	2%	(5)	14%	(47)	66%	(224)	339
Biden Job Strongly Disapprove	3%	(26)	6%	(52)	4%	(30)	2%	(14)	15%	(118)	70%	(564)	805
Favorable of Biden	10%	(92)	10%	(99)	3%	(27)	2%	(21)	12%	(117)	63%	(613)	969
Unfavorable of Biden	3%	(39)	8%	(91)	4%	(48)	2%	(22)	14%	(161)	68%	(772)	1134
Very Favorable of Biden	14%	(70)	9%	(41)	3%	(15)	2%	(11)	12%	(56)	60%	(289)	482
Somewhat Favorable of Biden	5%	(22)	12%	(57)	3%	(12)	2%	(10)	12%	(61)	67%	(324)	487
Somewhat Unfavorable of Biden	4%	(11)	9%	(27)	6%	(16)	2%	(5)	12%	(37)	68%	(203)	299
Very Unfavorable of Biden	3%	(28)	8%	(64)	4%	(32)	2%	(17)	15%	(125)	68%	(569)	835
#1 Issue: Economy	6%	(57)	10%	(96)	4%	(35)	1%	(13)	14%	(125)	64%	(587)	913
#1 Issue: Security	6%	(14)	6%	(15)	4%	(10)	2%	(5)	15%	(36)	67%	(163)	243
#1 Issue: Health Care	8%	(14)	10%	(17)	5%	(8)	2%	(4)	19%	(32)	55%	(94)	170
#1 Issue: Medicare / Social Security	3%	(7)	7%	(18)	1%	(4)	1%	(2)	10%	(27)	78%	(208)	266
#1 Issue: Women's Issues	6%	(17)	7%	(23)	3%	(10)	4%	(11)	13%	(39)	68%	(210)	311
#1 Issue: Education	11%	(7)	10%	(6)	8%	(5)	11%	(6)	12%	(7)	48%	(28)	59
#1 Issue: Energy	6%	(9)	12%	(16)	2%	(3)	5%	(7)	13%	(17)	62%	(82)	134
#1 Issue: Other	8%	(9)	3%	(4)	2%	(2)	—	(0)	19%	(21)	68%	(78)	115
2020 Vote: Joe Biden	9%	(83)	11%	(101)	4%	(38)	3%	(29)	12%	(111)	62%	(582)	945
2020 Vote: Donald Trump	3%	(25)	9%	(68)	4%	(30)	2%	(11)	15%	(112)	67%	(493)	740
2020 Vote: Other	9%	(6)	11%	(8)	—	(0)	2%	(1)	12%	(8)	66%	(44)	67
2020 Vote: Didn't Vote	4%	(20)	4%	(17)	2%	(9)	1%	(7)	16%	(74)	72%	(332)	459
2018 House Vote: Democrat	9%	(69)	11%	(81)	5%	(36)	3%	(21)	12%	(87)	61%	(462)	755
2018 House Vote: Republican	4%	(21)	10%	(56)	3%	(20)	2%	(11)	15%	(87)	67%	(394)	589
2018 House Vote: Someone else	13%	(6)	10%	(5)	—	(0)	—	(0)	11%	(6)	66%	(33)	50
2016 Vote: Hillary Clinton	10%	(70)	10%	(73)	4%	(27)	3%	(20)	11%	(77)	62%	(429)	695
2016 Vote: Donald Trump	4%	(26)	8%	(51)	4%	(26)	2%	(13)	16%	(104)	66%	(435)	656
2016 Vote: Other	4%	(4)	16%	(13)	1%	(1)	—	(0)	10%	(8)	70%	(60)	86
2016 Vote: Didn't Vote	4%	(32)	7%	(57)	3%	(23)	2%	(16)	15%	(112)	69%	(526)	765

Continued on next page

Table MCFE24_18: *Do you have a favorable or unfavorable opinion of the following people?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*

Lewis Hamilton

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	6%	(134)	9%	(194)	3%	(77)	2%	(48)	14%	(305)	66%	(1452)	2210
Voted in 2014: Yes	7%	(89)	9%	(115)	3%	(39)	2%	(25)	13%	(155)	65%	(803)	1227
Voted in 2014: No	5%	(45)	8%	(79)	4%	(38)	2%	(23)	15%	(150)	66%	(649)	983
4-Region: Northeast	7%	(26)	8%	(30)	2%	(7)	3%	(12)	15%	(57)	65%	(250)	383
4-Region: Midwest	4%	(20)	8%	(36)	4%	(16)	2%	(9)	13%	(58)	69%	(316)	456
4-Region: South	6%	(53)	9%	(79)	4%	(30)	3%	(23)	12%	(101)	66%	(557)	844
4-Region: West	7%	(35)	9%	(48)	4%	(23)	1%	(4)	17%	(88)	62%	(329)	527
TikTok Users	10%	(80)	10%	(80)	5%	(38)	3%	(24)	13%	(106)	59%	(465)	793
Twitch Users	13%	(29)	18%	(39)	4%	(9)	6%	(14)	13%	(28)	45%	(98)	216
2022 Sports Viewers/Attendees	8%	(117)	12%	(172)	4%	(63)	3%	(37)	15%	(214)	59%	(871)	1475
Monthly Moviegoers	14%	(46)	20%	(65)	9%	(29)	5%	(17)	15%	(48)	36%	(116)	320
Few Times per Year + Moviegoers	9%	(86)	14%	(131)	6%	(54)	4%	(35)	15%	(137)	52%	(477)	920
Heard Smile Campaign	15%	(82)	17%	(95)	7%	(40)	4%	(22)	16%	(86)	41%	(225)	551
Heard Minion Campaign	14%	(75)	17%	(94)	6%	(35)	5%	(26)	16%	(87)	41%	(224)	540
Listens to Podcasts	9%	(106)	13%	(145)	5%	(61)	3%	(35)	17%	(190)	53%	(596)	1132
Streaming Services User	7%	(124)	10%	(173)	4%	(71)	2%	(43)	15%	(259)	62%	(1102)	1773
Netflix User	7%	(108)	11%	(163)	4%	(64)	2%	(36)	15%	(220)	60%	(882)	1474
Disney+ User	8%	(78)	12%	(122)	6%	(56)	3%	(29)	15%	(144)	56%	(555)	984
Heterosexual or straight	6%	(122)	9%	(175)	3%	(67)	2%	(46)	13%	(259)	66%	(1302)	1971
Gay	1%	(1)	7%	(5)	8%	(6)	—	(0)	21%	(14)	63%	(43)	68
Bisexual	6%	(5)	8%	(7)	2%	(2)	1%	(1)	18%	(16)	65%	(58)	88
Yes	9%	(6)	6%	(5)	2%	(1)	2%	(2)	16%	(11)	65%	(45)	70
No	6%	(128)	9%	(189)	4%	(76)	2%	(46)	14%	(293)	66%	(1407)	2140

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

Table MCFE24_19: *Do you have a favorable or unfavorable opinion of the following people? If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*

Naomi Osaka

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	11%	(250)	13%	(288)	3%	(76)	3%	(76)	15%	(339)	53%	(1181)	2210
Gender: Male	13%	(137)	17%	(183)	5%	(54)	5%	(54)	16%	(172)	44%	(468)	1068
Gender: Female	10%	(113)	9%	(105)	2%	(23)	2%	(22)	15%	(166)	62%	(712)	1142
Age: 18-34	14%	(88)	14%	(88)	6%	(38)	7%	(43)	12%	(74)	48%	(310)	642
Age: 35-44	17%	(62)	12%	(43)	3%	(12)	3%	(11)	19%	(70)	46%	(167)	365
Age: 45-64	8%	(60)	11%	(81)	2%	(17)	2%	(12)	17%	(119)	60%	(426)	714
Age: 65+	8%	(40)	16%	(77)	2%	(9)	2%	(10)	15%	(76)	57%	(277)	489
GenZers: 1997-2012	15%	(38)	13%	(33)	4%	(10)	9%	(23)	11%	(29)	48%	(123)	256
Millennials: 1981-1996	15%	(98)	13%	(84)	6%	(38)	4%	(29)	15%	(96)	47%	(309)	653
GenXers: 1965-1980	11%	(58)	11%	(62)	2%	(12)	2%	(9)	17%	(95)	57%	(319)	555
Baby Boomers: 1946-1964	7%	(44)	15%	(103)	2%	(16)	2%	(15)	17%	(114)	56%	(380)	673
PID: Dem (no lean)	18%	(154)	17%	(142)	3%	(27)	4%	(33)	13%	(112)	46%	(393)	860
PID: Ind (no lean)	7%	(47)	12%	(78)	3%	(21)	2%	(13)	17%	(112)	60%	(403)	674
PID: Rep (no lean)	7%	(50)	10%	(68)	4%	(28)	4%	(30)	17%	(115)	57%	(385)	676
PID/Gender: Dem Men	21%	(83)	21%	(85)	5%	(18)	5%	(20)	13%	(53)	34%	(135)	394
PID/Gender: Dem Women	15%	(70)	12%	(57)	2%	(9)	3%	(12)	13%	(59)	55%	(257)	465
PID/Gender: Ind Men	7%	(25)	17%	(58)	5%	(16)	3%	(11)	18%	(63)	50%	(172)	345
PID/Gender: Ind Women	7%	(22)	6%	(20)	2%	(5)	1%	(2)	15%	(49)	70%	(231)	329
PID/Gender: Rep Men	9%	(29)	12%	(40)	6%	(19)	7%	(23)	17%	(56)	49%	(161)	328
PID/Gender: Rep Women	6%	(21)	8%	(28)	2%	(8)	2%	(8)	17%	(59)	64%	(224)	348
Ideo: Liberal (1-3)	19%	(123)	16%	(103)	3%	(18)	4%	(28)	14%	(92)	44%	(292)	656
Ideo: Moderate (4)	9%	(66)	15%	(110)	4%	(32)	2%	(18)	16%	(120)	54%	(405)	751
Ideo: Conservative (5-7)	9%	(58)	10%	(70)	4%	(27)	4%	(27)	16%	(108)	57%	(378)	666
Educ: < College	9%	(136)	10%	(138)	3%	(45)	3%	(50)	15%	(211)	60%	(856)	1437
Educ: Bachelors degree	13%	(65)	19%	(95)	5%	(23)	5%	(23)	16%	(76)	43%	(209)	491
Educ: Post-grad	18%	(49)	19%	(55)	3%	(8)	1%	(3)	18%	(52)	41%	(115)	282
Income: Under 50k	9%	(121)	11%	(139)	3%	(39)	3%	(35)	15%	(188)	59%	(749)	1271
Income: 50k-100k	13%	(88)	15%	(97)	4%	(29)	5%	(30)	15%	(100)	48%	(312)	656
Income: 100k+	15%	(41)	19%	(53)	3%	(8)	4%	(11)	18%	(51)	42%	(119)	283
Ethnicity: White	8%	(144)	13%	(221)	3%	(45)	3%	(53)	15%	(263)	58%	(985)	1711

Continued on next page

Table MCFE24_19: *Do you have a favorable or unfavorable opinion of the following people?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Naomi Osaka

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	11%	(250)	13%	(288)	3%	(76)	3%	(76)	15%	(339)	53%	(1181)	2210
Ethnicity: Hispanic	18%	(67)	14%	(51)	2%	(7)	6%	(22)	12%	(44)	49%	(183)	374
Ethnicity: Black	25%	(72)	13%	(37)	7%	(21)	5%	(13)	15%	(41)	35%	(98)	282
Ethnicity: Other	16%	(34)	14%	(30)	5%	(10)	5%	(10)	16%	(35)	45%	(97)	217
All Christian	12%	(122)	14%	(147)	3%	(32)	4%	(40)	13%	(134)	54%	(555)	1029
All Non-Christian	12%	(15)	18%	(23)	4%	(5)	5%	(7)	15%	(19)	47%	(60)	129
Atheist	15%	(15)	13%	(13)	2%	(2)	8%	(8)	11%	(11)	52%	(51)	99
Agnostic/Nothing in particular	9%	(50)	11%	(67)	3%	(18)	2%	(13)	20%	(120)	54%	(318)	587
Something Else	13%	(48)	11%	(38)	5%	(19)	3%	(9)	15%	(55)	54%	(196)	365
Religious Non-Protestant/Catholic	12%	(18)	16%	(24)	5%	(7)	5%	(8)	14%	(21)	49%	(76)	154
Evangelical	13%	(72)	13%	(72)	4%	(20)	3%	(19)	13%	(74)	54%	(302)	558
Non-Evangelical	12%	(92)	13%	(106)	4%	(29)	4%	(29)	14%	(113)	53%	(422)	792
Community: Urban	16%	(99)	17%	(107)	4%	(24)	4%	(27)	13%	(85)	46%	(296)	638
Community: Suburban	11%	(109)	13%	(134)	4%	(40)	4%	(36)	17%	(167)	52%	(527)	1014
Community: Rural	8%	(42)	8%	(47)	2%	(12)	2%	(13)	15%	(86)	64%	(358)	558
Employ: Private Sector	15%	(97)	16%	(108)	5%	(33)	4%	(23)	16%	(106)	44%	(287)	654
Employ: Government	19%	(26)	13%	(17)	4%	(5)	6%	(9)	13%	(18)	44%	(61)	136
Employ: Self-Employed	13%	(21)	15%	(25)	3%	(6)	6%	(9)	12%	(20)	52%	(86)	166
Employ: Homemaker	7%	(14)	4%	(8)	3%	(6)	2%	(4)	14%	(26)	69%	(131)	190
Employ: Student	14%	(9)	19%	(12)	7%	(4)	3%	(2)	8%	(5)	50%	(31)	62
Employ: Retired	9%	(50)	14%	(81)	2%	(11)	1%	(8)	16%	(91)	57%	(322)	563
Employ: Unemployed	6%	(18)	8%	(25)	3%	(8)	4%	(13)	17%	(50)	62%	(188)	301
Employ: Other	11%	(15)	9%	(12)	3%	(4)	6%	(8)	17%	(23)	54%	(74)	137
Military HH: Yes	10%	(29)	17%	(48)	2%	(5)	3%	(8)	14%	(40)	54%	(152)	283
Military HH: No	11%	(221)	12%	(240)	4%	(71)	4%	(68)	16%	(299)	53%	(1028)	1927
RD/WT: Right Direction	18%	(120)	18%	(120)	4%	(29)	4%	(25)	13%	(90)	42%	(282)	666
RD/WT: Wrong Track	8%	(130)	11%	(168)	3%	(47)	3%	(51)	16%	(249)	58%	(898)	1544
Biden Job Approve	18%	(171)	17%	(162)	4%	(34)	3%	(28)	13%	(129)	46%	(445)	970
Biden Job Disapprove	7%	(76)	11%	(124)	4%	(42)	4%	(40)	17%	(193)	58%	(669)	1144

Table MCFE24_19: *Do you have a favorable or unfavorable opinion of the following people?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Naomi Osaka

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	11%	(250)	13%	(288)	3%	(76)	3%	(76)	15%	(339)	53%	(1181)	2210
Biden Job Strongly Approve	22%	(94)	17%	(75)	3%	(11)	4%	(16)	14%	(59)	41%	(178)	433
Biden Job Somewhat Approve	14%	(77)	16%	(87)	4%	(23)	2%	(13)	13%	(71)	50%	(268)	537
Biden Job Somewhat Disapprove	9%	(32)	13%	(46)	5%	(17)	1%	(5)	17%	(58)	53%	(181)	339
Biden Job Strongly Disapprove	5%	(44)	10%	(78)	3%	(25)	4%	(36)	17%	(135)	61%	(488)	805
Favorable of Biden	17%	(166)	16%	(160)	3%	(25)	3%	(27)	13%	(130)	48%	(462)	969
Unfavorable of Biden	7%	(79)	11%	(126)	4%	(50)	4%	(43)	16%	(181)	58%	(655)	1134
Very Favorable of Biden	21%	(103)	17%	(83)	2%	(10)	4%	(18)	13%	(61)	43%	(207)	482
Somewhat Favorable of Biden	13%	(63)	16%	(77)	3%	(15)	2%	(9)	14%	(69)	52%	(255)	487
Somewhat Unfavorable of Biden	11%	(32)	16%	(48)	5%	(15)	3%	(8)	14%	(42)	52%	(154)	299
Very Unfavorable of Biden	6%	(47)	9%	(78)	4%	(35)	4%	(35)	17%	(139)	60%	(501)	835
#1 Issue: Economy	11%	(96)	13%	(120)	4%	(39)	4%	(36)	14%	(132)	54%	(490)	913
#1 Issue: Security	8%	(20)	11%	(27)	4%	(9)	6%	(15)	16%	(40)	54%	(132)	243
#1 Issue: Health Care	13%	(21)	14%	(24)	4%	(7)	3%	(5)	18%	(31)	49%	(83)	170
#1 Issue: Medicare / Social Security	10%	(28)	15%	(40)	1%	(3)	1%	(2)	15%	(41)	58%	(153)	266
#1 Issue: Women's Issues	16%	(48)	12%	(38)	3%	(9)	4%	(12)	13%	(40)	52%	(163)	311
#1 Issue: Education	17%	(10)	15%	(9)	7%	(4)	6%	(3)	13%	(8)	42%	(25)	59
#1 Issue: Energy	14%	(19)	15%	(20)	3%	(4)	1%	(1)	20%	(27)	47%	(63)	134
#1 Issue: Other	6%	(7)	9%	(10)	2%	(2)	2%	(3)	18%	(21)	63%	(72)	115
2020 Vote: Joe Biden	18%	(170)	18%	(170)	3%	(31)	3%	(27)	15%	(141)	43%	(406)	945
2020 Vote: Donald Trump	7%	(51)	11%	(80)	3%	(25)	4%	(33)	16%	(120)	58%	(431)	740
2020 Vote: Other	11%	(7)	15%	(10)	2%	(1)	2%	(1)	18%	(12)	53%	(36)	67
2020 Vote: Didn't Vote	5%	(23)	6%	(28)	4%	(19)	3%	(15)	14%	(66)	67%	(308)	459
2018 House Vote: Democrat	18%	(139)	18%	(139)	3%	(23)	4%	(29)	14%	(109)	42%	(315)	755
2018 House Vote: Republican	8%	(45)	12%	(72)	3%	(17)	4%	(24)	17%	(100)	56%	(331)	589
2018 House Vote: Someone else	15%	(8)	12%	(6)	3%	(1)	2%	(1)	16%	(8)	52%	(26)	50
2016 Vote: Hillary Clinton	18%	(127)	18%	(124)	3%	(21)	4%	(26)	15%	(104)	42%	(294)	695
2016 Vote: Donald Trump	7%	(49)	14%	(89)	3%	(20)	4%	(25)	17%	(110)	55%	(364)	656
2016 Vote: Other	11%	(10)	13%	(11)	2%	(2)	1%	(1)	20%	(17)	53%	(45)	86
2016 Vote: Didn't Vote	8%	(63)	8%	(63)	4%	(34)	3%	(24)	14%	(105)	62%	(476)	765

Continued on next page

Table MCFE24_19: *Do you have a favorable or unfavorable opinion of the following people?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Naomi Osaka

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	11%	(250)	13%	(288)	3%	(76)	3%	(76)	15%	(339)	53%	(1181)	2210
Voted in 2014: Yes	13%	(164)	16%	(190)	3%	(31)	3%	(42)	16%	(197)	49%	(601)	1227
Voted in 2014: No	9%	(86)	10%	(98)	5%	(45)	3%	(34)	14%	(142)	59%	(579)	983
4-Region: Northeast	12%	(46)	12%	(48)	3%	(11)	4%	(14)	18%	(68)	51%	(196)	383
4-Region: Midwest	9%	(40)	12%	(55)	3%	(13)	4%	(17)	15%	(68)	58%	(264)	456
4-Region: South	11%	(95)	12%	(105)	4%	(31)	4%	(31)	16%	(132)	53%	(449)	844
4-Region: West	13%	(69)	15%	(81)	4%	(20)	3%	(14)	13%	(71)	51%	(271)	527
TikTok Users	14%	(113)	13%	(105)	5%	(41)	5%	(37)	13%	(104)	50%	(393)	793
Twitch Users	22%	(47)	21%	(45)	6%	(12)	4%	(8)	13%	(28)	35%	(76)	216
2022 Sports Viewers/Attendees	14%	(211)	17%	(244)	4%	(62)	4%	(64)	15%	(227)	45%	(667)	1475
Monthly Moviegoers	20%	(65)	23%	(73)	6%	(20)	6%	(19)	12%	(39)	33%	(105)	320
Few Times per Year + Moviegoers	15%	(140)	19%	(172)	5%	(49)	5%	(42)	13%	(122)	43%	(395)	920
Heard Smile Campaign	21%	(115)	18%	(98)	7%	(39)	6%	(33)	14%	(75)	35%	(191)	551
Heard Minion Campaign	21%	(115)	17%	(92)	6%	(35)	6%	(33)	15%	(80)	34%	(185)	540
Listens to Podcasts	16%	(180)	17%	(190)	5%	(51)	5%	(53)	16%	(180)	42%	(477)	1132
Streaming Services User	13%	(223)	14%	(252)	4%	(70)	4%	(66)	15%	(269)	50%	(891)	1773
Netflix User	13%	(186)	15%	(219)	4%	(64)	4%	(60)	15%	(220)	49%	(725)	1474
Disney+ User	15%	(144)	16%	(154)	5%	(49)	4%	(42)	15%	(143)	46%	(451)	984
Heterosexual or straight	11%	(219)	13%	(258)	3%	(61)	4%	(74)	15%	(295)	54%	(1064)	1971
Gay	13%	(9)	21%	(14)	4%	(3)	—	(0)	20%	(14)	41%	(28)	68
Bisexual	16%	(15)	6%	(5)	4%	(4)	1%	(1)	21%	(18)	52%	(46)	88
Yes	30%	(21)	7%	(5)	3%	(2)	3%	(2)	15%	(11)	42%	(30)	70
No	11%	(229)	13%	(283)	3%	(74)	3%	(74)	15%	(328)	54%	(1151)	2140

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

Table MCFE24_20: *Do you have a favorable or unfavorable opinion of the following people?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Patrick Mahomes

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	21%	(463)	21%	(453)	5%	(110)	3%	(69)	16%	(344)	35%	(771)	2210
Gender: Male	27%	(284)	25%	(265)	6%	(63)	4%	(47)	14%	(152)	24%	(256)	1068
Gender: Female	16%	(179)	16%	(188)	4%	(46)	2%	(22)	17%	(192)	45%	(515)	1142
Age: 18-34	19%	(123)	19%	(123)	5%	(33)	6%	(37)	16%	(102)	35%	(223)	642
Age: 35-44	18%	(67)	19%	(71)	7%	(25)	3%	(12)	19%	(71)	33%	(120)	365
Age: 45-64	22%	(156)	19%	(133)	4%	(30)	2%	(14)	15%	(108)	38%	(273)	714
Age: 65+	24%	(117)	26%	(126)	4%	(21)	1%	(6)	13%	(63)	32%	(155)	489
GenZers: 1997-2012	14%	(37)	16%	(41)	6%	(15)	6%	(15)	20%	(51)	38%	(98)	256
Millennials: 1981-1996	22%	(141)	21%	(135)	5%	(32)	5%	(35)	15%	(98)	32%	(212)	653
GenXers: 1965-1980	20%	(109)	18%	(100)	6%	(33)	2%	(8)	17%	(95)	38%	(210)	555
Baby Boomers: 1946-1964	23%	(152)	25%	(168)	4%	(29)	1%	(9)	14%	(93)	33%	(222)	673
PID: Dem (no lean)	23%	(197)	22%	(188)	4%	(38)	4%	(33)	13%	(108)	34%	(295)	860
PID: Ind (no lean)	18%	(120)	17%	(117)	4%	(30)	3%	(20)	19%	(130)	38%	(258)	674
PID: Rep (no lean)	22%	(146)	22%	(149)	6%	(42)	2%	(16)	16%	(106)	32%	(217)	676
PID/Gender: Dem Men	28%	(112)	25%	(99)	4%	(17)	6%	(23)	12%	(48)	24%	(96)	394
PID/Gender: Dem Women	18%	(85)	19%	(89)	5%	(21)	2%	(11)	13%	(60)	43%	(199)	465
PID/Gender: Ind Men	25%	(86)	24%	(83)	6%	(22)	4%	(13)	15%	(51)	26%	(90)	345
PID/Gender: Ind Women	10%	(34)	10%	(33)	2%	(7)	2%	(7)	24%	(79)	51%	(168)	329
PID/Gender: Rep Men	26%	(86)	25%	(83)	7%	(24)	3%	(11)	16%	(53)	21%	(70)	328
PID/Gender: Rep Women	17%	(60)	19%	(65)	5%	(18)	1%	(4)	15%	(53)	42%	(148)	348
Ideo: Liberal (1-3)	23%	(153)	20%	(131)	5%	(34)	5%	(34)	13%	(88)	33%	(216)	656
Ideo: Moderate (4)	19%	(144)	20%	(153)	5%	(36)	2%	(18)	17%	(130)	36%	(269)	751
Ideo: Conservative (5-7)	24%	(157)	24%	(160)	5%	(36)	2%	(14)	14%	(96)	31%	(204)	666
Educ: < College	19%	(280)	18%	(259)	4%	(57)	3%	(41)	17%	(249)	38%	(552)	1437
Educ: Bachelors degree	25%	(124)	24%	(119)	7%	(35)	4%	(19)	13%	(65)	26%	(128)	491
Educ: Post-grad	21%	(59)	27%	(75)	6%	(17)	3%	(9)	11%	(30)	33%	(92)	282
Income: Under 50k	19%	(237)	19%	(239)	3%	(44)	2%	(25)	16%	(208)	41%	(519)	1271
Income: 50k-100k	24%	(157)	21%	(137)	7%	(48)	5%	(30)	15%	(100)	28%	(184)	656
Income: 100k+	24%	(68)	28%	(78)	6%	(18)	5%	(14)	13%	(37)	24%	(68)	283
Ethnicity: White	20%	(343)	22%	(372)	5%	(90)	3%	(47)	16%	(271)	34%	(587)	1711

Continued on next page

Table MCFE24_20: *Do you have a favorable or unfavorable opinion of the following people?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Patrick Mahomes

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	21%	(463)	21%	(453)	5%	(110)	3%	(69)	16%	(344)	35%	(771)	2210
Ethnicity: Hispanic	18%	(66)	19%	(69)	6%	(21)	5%	(18)	16%	(61)	37%	(138)	374
Ethnicity: Black	31%	(88)	16%	(46)	3%	(7)	5%	(14)	13%	(38)	31%	(88)	282
Ethnicity: Other	15%	(32)	16%	(35)	6%	(12)	4%	(8)	16%	(35)	44%	(95)	217
All Christian	22%	(225)	24%	(247)	5%	(53)	3%	(29)	13%	(137)	33%	(337)	1029
All Non-Christian	17%	(22)	26%	(34)	4%	(5)	4%	(5)	14%	(18)	35%	(45)	129
Atheist	25%	(25)	13%	(13)	9%	(8)	6%	(6)	12%	(12)	36%	(36)	99
Agnostic/Nothing in particular	17%	(99)	17%	(101)	6%	(34)	4%	(23)	20%	(120)	36%	(211)	587
Something Else	25%	(92)	16%	(59)	3%	(9)	2%	(6)	16%	(58)	39%	(142)	365
Religious Non-Protestant/Catholic	17%	(27)	24%	(37)	5%	(8)	4%	(5)	12%	(19)	38%	(58)	154
Evangelical	26%	(147)	21%	(114)	4%	(24)	2%	(14)	14%	(80)	32%	(178)	558
Non-Evangelical	20%	(161)	23%	(184)	4%	(33)	3%	(21)	14%	(112)	35%	(281)	792
Community: Urban	21%	(137)	21%	(137)	5%	(29)	4%	(24)	14%	(87)	35%	(224)	638
Community: Suburban	22%	(228)	22%	(225)	6%	(57)	3%	(30)	16%	(167)	30%	(308)	1014
Community: Rural	18%	(98)	16%	(92)	4%	(24)	3%	(15)	16%	(90)	43%	(239)	558
Employ: Private Sector	24%	(155)	24%	(157)	5%	(32)	5%	(30)	15%	(97)	28%	(183)	654
Employ: Government	19%	(26)	15%	(21)	9%	(12)	3%	(4)	18%	(25)	35%	(48)	136
Employ: Self-Employed	25%	(41)	20%	(33)	9%	(15)	5%	(8)	13%	(22)	29%	(48)	166
Employ: Homemaker	16%	(30)	14%	(27)	5%	(9)	4%	(8)	16%	(31)	45%	(85)	190
Employ: Student	27%	(17)	11%	(7)	5%	(3)	3%	(2)	14%	(9)	40%	(25)	62
Employ: Retired	23%	(127)	25%	(140)	4%	(20)	1%	(7)	13%	(75)	34%	(193)	563
Employ: Unemployed	16%	(47)	14%	(43)	4%	(13)	2%	(5)	18%	(53)	47%	(141)	301
Employ: Other	14%	(19)	19%	(26)	4%	(5)	4%	(6)	24%	(33)	35%	(48)	137
Military HH: Yes	26%	(73)	24%	(67)	5%	(16)	2%	(4)	15%	(43)	28%	(81)	283
Military HH: No	20%	(389)	20%	(386)	5%	(94)	3%	(65)	16%	(301)	36%	(690)	1927
RD/WT: Right Direction	24%	(157)	21%	(141)	5%	(36)	4%	(25)	13%	(89)	33%	(219)	666
RD/WT: Wrong Track	20%	(306)	20%	(313)	5%	(74)	3%	(44)	17%	(255)	36%	(552)	1544
Biden Job Approve	23%	(219)	22%	(217)	4%	(43)	4%	(38)	13%	(122)	34%	(330)	970
Biden Job Disapprove	21%	(235)	20%	(230)	6%	(65)	2%	(28)	18%	(200)	34%	(386)	1144

Table MCFE24_20: *Do you have a favorable or unfavorable opinion of the following people?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Patrick Mahomes

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	21%	(463)	21%	(453)	5%	(110)	3%	(69)	16%	(344)	35%	(771)	2210
Biden Job Strongly Approve	28%	(121)	21%	(93)	2%	(10)	3%	(14)	13%	(55)	32%	(140)	433
Biden Job Somewhat Approve	18%	(98)	23%	(125)	6%	(33)	4%	(24)	13%	(67)	35%	(190)	537
Biden Job Somewhat Disapprove	17%	(56)	23%	(77)	6%	(21)	3%	(10)	18%	(62)	33%	(113)	339
Biden Job Strongly Disapprove	22%	(178)	19%	(153)	5%	(44)	2%	(18)	17%	(139)	34%	(273)	805
Favorable of Biden	23%	(222)	23%	(220)	4%	(36)	3%	(32)	13%	(125)	35%	(335)	969
Unfavorable of Biden	21%	(236)	20%	(226)	6%	(70)	3%	(30)	17%	(193)	33%	(379)	1134
Very Favorable of Biden	29%	(141)	19%	(91)	3%	(16)	3%	(13)	11%	(54)	35%	(167)	482
Somewhat Favorable of Biden	17%	(82)	27%	(129)	4%	(19)	4%	(18)	14%	(70)	35%	(168)	487
Somewhat Unfavorable of Biden	21%	(63)	20%	(60)	6%	(19)	3%	(8)	16%	(49)	34%	(101)	299
Very Unfavorable of Biden	21%	(172)	20%	(167)	6%	(51)	3%	(23)	17%	(144)	33%	(278)	835
#1 Issue: Economy	22%	(199)	21%	(193)	6%	(58)	3%	(28)	15%	(135)	33%	(300)	913
#1 Issue: Security	22%	(52)	20%	(48)	6%	(13)	3%	(8)	16%	(40)	34%	(82)	243
#1 Issue: Health Care	18%	(31)	24%	(41)	3%	(5)	4%	(7)	15%	(26)	35%	(60)	170
#1 Issue: Medicare / Social Security	20%	(54)	26%	(70)	4%	(10)	1%	(3)	14%	(38)	34%	(90)	266
#1 Issue: Women's Issues	21%	(64)	15%	(47)	3%	(9)	4%	(13)	15%	(47)	42%	(130)	311
#1 Issue: Education	20%	(12)	14%	(9)	5%	(3)	5%	(3)	17%	(10)	39%	(23)	59
#1 Issue: Energy	20%	(27)	20%	(27)	6%	(9)	3%	(4)	18%	(25)	32%	(42)	134
#1 Issue: Other	21%	(24)	16%	(18)	2%	(2)	2%	(2)	20%	(23)	38%	(44)	115
2020 Vote: Joe Biden	25%	(236)	23%	(213)	4%	(41)	4%	(35)	13%	(126)	31%	(293)	945
2020 Vote: Donald Trump	22%	(160)	23%	(167)	6%	(47)	3%	(20)	17%	(124)	30%	(222)	740
2020 Vote: Other	19%	(13)	16%	(11)	6%	(4)	5%	(3)	13%	(9)	40%	(27)	67
2020 Vote: Didn't Vote	12%	(53)	14%	(63)	4%	(18)	2%	(10)	18%	(85)	50%	(229)	459
2018 House Vote: Democrat	27%	(201)	23%	(175)	4%	(33)	4%	(30)	12%	(94)	29%	(222)	755
2018 House Vote: Republican	24%	(140)	24%	(139)	6%	(34)	2%	(13)	16%	(96)	28%	(167)	589
2018 House Vote: Someone else	23%	(11)	12%	(6)	9%	(4)	5%	(2)	10%	(5)	41%	(20)	50
2016 Vote: Hillary Clinton	28%	(193)	21%	(146)	5%	(33)	4%	(30)	13%	(90)	29%	(203)	695
2016 Vote: Donald Trump	23%	(150)	26%	(170)	5%	(32)	3%	(17)	15%	(101)	28%	(186)	656
2016 Vote: Other	23%	(20)	20%	(17)	6%	(5)	3%	(3)	11%	(10)	36%	(31)	86
2016 Vote: Didn't Vote	13%	(98)	16%	(119)	5%	(39)	3%	(19)	19%	(142)	46%	(348)	765

Continued on next page

Table MCFE24_20: *Do you have a favorable or unfavorable opinion of the following people?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Patrick Mahomes

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	21%	(463)	21%	(453)	5%	(110)	3%	(69)	16%	(344)	35%	(771)	2210
Voted in 2014: Yes	26%	(317)	23%	(285)	5%	(59)	3%	(39)	14%	(166)	29%	(359)	1227
Voted in 2014: No	15%	(146)	17%	(168)	5%	(50)	3%	(30)	18%	(178)	42%	(412)	983
4-Region: Northeast	20%	(76)	20%	(76)	4%	(14)	5%	(18)	14%	(55)	37%	(143)	383
4-Region: Midwest	22%	(99)	23%	(104)	4%	(19)	3%	(12)	14%	(65)	35%	(158)	456
4-Region: South	21%	(176)	20%	(171)	5%	(45)	2%	(20)	17%	(140)	35%	(292)	844
4-Region: West	21%	(112)	19%	(102)	6%	(32)	4%	(19)	16%	(84)	34%	(177)	527
TikTok Users	21%	(164)	20%	(162)	6%	(49)	4%	(33)	15%	(122)	33%	(263)	793
Twitch Users	24%	(51)	28%	(60)	3%	(7)	8%	(16)	15%	(33)	22%	(48)	216
2022 Sports Viewers/Attendees	29%	(421)	27%	(397)	6%	(94)	4%	(53)	14%	(211)	20%	(298)	1475
Monthly Moviegoers	28%	(89)	25%	(81)	7%	(22)	6%	(18)	14%	(44)	21%	(66)	320
Few Times per Year + Moviegoers	24%	(220)	25%	(227)	7%	(62)	4%	(39)	14%	(132)	26%	(240)	920
Heard Smile Campaign	27%	(147)	25%	(135)	9%	(48)	4%	(24)	11%	(61)	25%	(135)	551
Heard Minion Campaign	26%	(143)	24%	(128)	6%	(34)	4%	(22)	15%	(81)	25%	(133)	540
Listens to Podcasts	24%	(268)	23%	(257)	6%	(71)	4%	(48)	15%	(169)	28%	(318)	1132
Streaming Services User	21%	(371)	21%	(378)	6%	(101)	3%	(61)	16%	(284)	33%	(576)	1773
Netflix User	21%	(312)	21%	(305)	6%	(82)	4%	(54)	16%	(242)	32%	(478)	1474
Disney+ User	23%	(224)	21%	(207)	7%	(68)	4%	(38)	16%	(154)	30%	(293)	984
Heterosexual or straight	22%	(432)	21%	(412)	5%	(102)	3%	(65)	15%	(296)	34%	(664)	1971
Gay	19%	(13)	17%	(12)	7%	(5)	3%	(2)	22%	(15)	33%	(22)	68
Bisexual	7%	(7)	14%	(13)	2%	(2)	1%	(1)	24%	(22)	51%	(45)	88
Yes	19%	(13)	17%	(12)	5%	(4)	4%	(3)	20%	(14)	35%	(24)	70
No	21%	(450)	21%	(441)	5%	(106)	3%	(67)	15%	(330)	35%	(746)	2140

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

Table MCFE24_21: *Do you have a favorable or unfavorable opinion of the following people?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Alex Morgan

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	7%	(155)	9%	(201)	3%	(61)	2%	(48)	15%	(326)	64%	(1419)	2210
Gender: Male	9%	(97)	12%	(126)	4%	(40)	3%	(32)	16%	(171)	56%	(601)	1068
Gender: Female	5%	(58)	7%	(75)	2%	(21)	1%	(16)	14%	(156)	72%	(818)	1142
Age: 18-34	12%	(76)	10%	(67)	6%	(36)	4%	(28)	14%	(88)	54%	(347)	642
Age: 35-44	7%	(24)	16%	(57)	2%	(9)	3%	(11)	17%	(60)	56%	(204)	365
Age: 45-64	5%	(37)	8%	(57)	2%	(11)	1%	(7)	16%	(117)	68%	(484)	714
Age: 65+	4%	(18)	4%	(20)	1%	(5)	—	(2)	12%	(61)	79%	(384)	489
GenZers: 1997-2012	13%	(33)	8%	(21)	5%	(14)	5%	(13)	12%	(30)	57%	(146)	256
Millennials: 1981-1996	9%	(61)	14%	(91)	4%	(28)	4%	(24)	15%	(100)	53%	(348)	653
GenXers: 1965-1980	6%	(36)	9%	(52)	2%	(12)	1%	(6)	17%	(96)	64%	(353)	555
Baby Boomers: 1946-1964	3%	(20)	5%	(35)	1%	(8)	1%	(4)	14%	(95)	76%	(512)	673
PID: Dem (no lean)	11%	(93)	11%	(97)	3%	(26)	1%	(13)	13%	(114)	60%	(516)	860
PID: Ind (no lean)	4%	(27)	8%	(51)	1%	(6)	2%	(13)	17%	(114)	69%	(462)	674
PID: Rep (no lean)	5%	(34)	8%	(53)	4%	(28)	3%	(22)	15%	(98)	65%	(441)	676
PID/Gender: Dem Men	14%	(56)	15%	(58)	5%	(20)	2%	(7)	14%	(57)	50%	(196)	394
PID/Gender: Dem Women	8%	(37)	8%	(39)	1%	(7)	1%	(6)	12%	(57)	69%	(320)	465
PID/Gender: Ind Men	5%	(16)	11%	(38)	1%	(3)	3%	(9)	17%	(59)	64%	(220)	345
PID/Gender: Ind Women	4%	(12)	4%	(13)	1%	(3)	1%	(4)	17%	(55)	74%	(242)	329
PID/Gender: Rep Men	8%	(25)	9%	(30)	5%	(17)	5%	(16)	17%	(55)	56%	(185)	328
PID/Gender: Rep Women	3%	(10)	6%	(22)	3%	(11)	2%	(6)	12%	(43)	74%	(256)	348
Ideo: Liberal (1-3)	11%	(73)	11%	(73)	3%	(20)	2%	(11)	13%	(83)	60%	(397)	656
Ideo: Moderate (4)	5%	(38)	11%	(83)	3%	(19)	3%	(20)	16%	(118)	63%	(473)	751
Ideo: Conservative (5-7)	6%	(39)	6%	(42)	3%	(22)	3%	(17)	16%	(107)	66%	(439)	666
Educ: < College	7%	(97)	7%	(104)	3%	(38)	2%	(31)	14%	(200)	67%	(967)	1437
Educ: Bachelors degree	9%	(44)	14%	(70)	3%	(14)	3%	(14)	15%	(72)	56%	(276)	491
Educ: Post-grad	5%	(14)	9%	(26)	3%	(10)	1%	(2)	19%	(54)	62%	(176)	282
Income: Under 50k	6%	(74)	8%	(100)	2%	(25)	2%	(25)	15%	(194)	67%	(853)	1271
Income: 50k-100k	8%	(54)	9%	(58)	4%	(29)	2%	(14)	13%	(87)	63%	(414)	656
Income: 100k+	9%	(27)	15%	(43)	2%	(6)	3%	(9)	16%	(45)	54%	(152)	283
Ethnicity: White	6%	(102)	9%	(148)	2%	(37)	2%	(32)	14%	(247)	67%	(1144)	1711

Table MCFE24_21: *Do you have a favorable or unfavorable opinion of the following people?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*

Alex Morgan

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	7%	(155)	9%	(201)	3%	(61)	2%	(48)	15%	(326)	64%	(1419)	2210
Ethnicity: Hispanic	10%	(39)	12%	(46)	4%	(14)	2%	(7)	11%	(42)	60%	(226)	374
Ethnicity: Black	12%	(35)	9%	(26)	5%	(13)	5%	(14)	18%	(50)	51%	(144)	282
Ethnicity: Other	8%	(17)	12%	(27)	5%	(11)	1%	(2)	14%	(29)	60%	(130)	217
All Christian	7%	(76)	10%	(99)	2%	(26)	2%	(18)	14%	(148)	64%	(662)	1029
All Non-Christian	7%	(8)	15%	(19)	4%	(5)	2%	(3)	15%	(20)	57%	(74)	129
Atheist	6%	(6)	11%	(11)	3%	(3)	6%	(6)	10%	(10)	63%	(63)	99
Agnostic/Nothing in particular	5%	(29)	7%	(42)	2%	(13)	2%	(12)	16%	(92)	68%	(399)	587
Something Else	10%	(35)	8%	(28)	4%	(14)	2%	(9)	15%	(57)	61%	(223)	365
Religious Non-Protestant/Catholic	7%	(11)	13%	(19)	3%	(5)	3%	(4)	15%	(23)	59%	(91)	154
Evangelical	9%	(49)	11%	(59)	5%	(26)	2%	(14)	12%	(68)	61%	(343)	558
Non-Evangelical	7%	(59)	8%	(64)	2%	(13)	1%	(12)	16%	(130)	65%	(514)	792
Community: Urban	8%	(49)	12%	(76)	4%	(23)	2%	(12)	15%	(98)	60%	(380)	638
Community: Suburban	8%	(84)	9%	(88)	2%	(24)	2%	(20)	15%	(152)	64%	(646)	1014
Community: Rural	4%	(21)	7%	(37)	3%	(15)	3%	(16)	14%	(77)	70%	(393)	558
Employ: Private Sector	10%	(69)	14%	(88)	5%	(31)	2%	(16)	16%	(102)	53%	(348)	654
Employ: Government	5%	(7)	16%	(22)	4%	(5)	4%	(6)	15%	(20)	56%	(77)	136
Employ: Self-Employed	10%	(16)	12%	(19)	2%	(3)	3%	(5)	17%	(29)	56%	(93)	166
Employ: Homemaker	2%	(3)	4%	(7)	2%	(4)	3%	(6)	16%	(30)	74%	(141)	190
Employ: Student	15%	(9)	9%	(6)	8%	(5)	1%	(0)	13%	(8)	54%	(33)	62
Employ: Retired	4%	(25)	5%	(26)	1%	(5)	—	(2)	13%	(72)	77%	(433)	563
Employ: Unemployed	5%	(15)	8%	(24)	2%	(5)	3%	(8)	15%	(44)	68%	(205)	301
Employ: Other	8%	(11)	7%	(9)	2%	(3)	3%	(5)	15%	(20)	65%	(89)	137
Military HH: Yes	6%	(16)	10%	(28)	1%	(2)	2%	(5)	13%	(37)	69%	(196)	283
Military HH: No	7%	(139)	9%	(173)	3%	(59)	2%	(43)	15%	(290)	63%	(1223)	1927
RD/WT: Right Direction	12%	(82)	13%	(87)	4%	(24)	2%	(14)	13%	(89)	56%	(370)	666
RD/WT: Wrong Track	5%	(73)	7%	(113)	2%	(37)	2%	(34)	15%	(237)	68%	(1049)	1544
Biden Job Approve	10%	(102)	12%	(113)	3%	(28)	2%	(17)	14%	(134)	59%	(577)	970
Biden Job Disapprove	4%	(49)	8%	(87)	3%	(33)	2%	(28)	16%	(179)	67%	(768)	1144

Continued on next page

Table MCFE24_21: *Do you have a favorable or unfavorable opinion of the following people?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Alex Morgan

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	7%	(155)	9%	(201)	3%	(61)	2%	(48)	15%	(326)	64%	(1419)	2210
Biden Job Strongly Approve	13%	(57)	13%	(56)	4%	(16)	1%	(6)	13%	(57)	56%	(241)	433
Biden Job Somewhat Approve	8%	(45)	11%	(57)	2%	(12)	2%	(11)	14%	(77)	63%	(336)	537
Biden Job Somewhat Disapprove	6%	(22)	10%	(33)	2%	(8)	3%	(9)	14%	(49)	64%	(218)	339
Biden Job Strongly Disapprove	3%	(27)	7%	(54)	3%	(25)	2%	(19)	16%	(131)	68%	(550)	805
Favorable of Biden	10%	(102)	12%	(115)	2%	(17)	2%	(15)	14%	(134)	61%	(587)	969
Unfavorable of Biden	4%	(49)	7%	(83)	4%	(43)	3%	(30)	15%	(171)	67%	(757)	1134
Very Favorable of Biden	13%	(63)	12%	(56)	2%	(7)	2%	(9)	13%	(63)	59%	(284)	482
Somewhat Favorable of Biden	8%	(39)	12%	(60)	2%	(10)	1%	(5)	15%	(72)	62%	(302)	487
Somewhat Unfavorable of Biden	6%	(18)	10%	(30)	3%	(10)	2%	(5)	12%	(37)	66%	(198)	299
Very Unfavorable of Biden	4%	(32)	6%	(53)	4%	(33)	3%	(25)	16%	(134)	67%	(559)	835
#1 Issue: Economy	7%	(65)	11%	(105)	2%	(19)	3%	(23)	14%	(129)	63%	(571)	913
#1 Issue: Security	6%	(14)	7%	(16)	4%	(9)	1%	(3)	14%	(35)	69%	(167)	243
#1 Issue: Health Care	9%	(16)	9%	(15)	4%	(7)	—	(0)	19%	(32)	59%	(100)	170
#1 Issue: Medicare / Social Security	4%	(11)	7%	(19)	—	(1)	1%	(2)	13%	(33)	75%	(200)	266
#1 Issue: Women's Issues	8%	(24)	8%	(25)	3%	(10)	2%	(8)	15%	(48)	63%	(196)	311
#1 Issue: Education	9%	(5)	14%	(8)	10%	(6)	6%	(3)	18%	(11)	44%	(26)	59
#1 Issue: Energy	9%	(12)	5%	(6)	6%	(7)	6%	(8)	16%	(22)	59%	(79)	134
#1 Issue: Other	6%	(7)	5%	(6)	1%	(1)	1%	(1)	15%	(17)	71%	(82)	115
2020 Vote: Joe Biden	9%	(86)	13%	(122)	2%	(23)	2%	(19)	15%	(138)	59%	(557)	945
2020 Vote: Donald Trump	5%	(39)	7%	(52)	3%	(23)	3%	(19)	15%	(114)	67%	(493)	740
2020 Vote: Other	11%	(7)	8%	(5)	—	(0)	—	(0)	18%	(12)	64%	(43)	67
2020 Vote: Didn't Vote	5%	(22)	5%	(21)	3%	(16)	2%	(10)	14%	(63)	71%	(326)	459
2018 House Vote: Democrat	11%	(83)	13%	(95)	2%	(19)	2%	(13)	15%	(112)	57%	(433)	755
2018 House Vote: Republican	5%	(28)	8%	(48)	3%	(18)	2%	(12)	16%	(92)	66%	(391)	589
2018 House Vote: Someone else	7%	(3)	11%	(6)	1%	(1)	—	(0)	11%	(5)	70%	(35)	50
2016 Vote: Hillary Clinton	11%	(75)	12%	(81)	2%	(14)	2%	(13)	15%	(106)	58%	(406)	695
2016 Vote: Donald Trump	5%	(34)	8%	(54)	3%	(18)	2%	(13)	16%	(104)	66%	(433)	656
2016 Vote: Other	5%	(4)	7%	(6)	1%	(1)	1%	(1)	11%	(10)	75%	(64)	86
2016 Vote: Didn't Vote	5%	(39)	8%	(59)	4%	(29)	3%	(20)	14%	(104)	67%	(514)	765

Table MCFE24_21: *Do you have a favorable or unfavorable opinion of the following people?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Alex Morgan

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	7%	(155)	9%	(201)	3%	(61)	2%	(48)	15%	(326)	64%	(1419)	2210
Voted in 2014: Yes	8%	(99)	10%	(120)	2%	(26)	2%	(20)	15%	(183)	63%	(779)	1227
Voted in 2014: No	6%	(56)	8%	(81)	4%	(35)	3%	(27)	15%	(144)	65%	(640)	983
4-Region: Northeast	8%	(31)	9%	(33)	2%	(7)	2%	(9)	15%	(57)	64%	(245)	383
4-Region: Midwest	6%	(27)	8%	(37)	3%	(13)	2%	(11)	14%	(64)	67%	(304)	456
4-Region: South	7%	(55)	9%	(77)	3%	(29)	3%	(23)	14%	(121)	64%	(540)	844
4-Region: West	8%	(42)	10%	(53)	2%	(12)	1%	(5)	16%	(84)	63%	(331)	527
TikTok Users	9%	(75)	11%	(87)	5%	(39)	3%	(27)	15%	(120)	56%	(445)	793
Twitch Users	14%	(30)	16%	(34)	10%	(22)	4%	(10)	15%	(32)	41%	(88)	216
2022 Sports Viewers/Attendees	9%	(139)	12%	(181)	4%	(55)	3%	(39)	16%	(235)	56%	(826)	1475
Monthly Moviegoers	12%	(40)	21%	(69)	7%	(23)	4%	(14)	16%	(53)	38%	(122)	320
Few Times per Year + Moviegoers	10%	(95)	14%	(127)	5%	(44)	3%	(32)	16%	(151)	51%	(470)	920
Heard Smile Campaign	13%	(73)	19%	(106)	7%	(36)	4%	(25)	17%	(94)	39%	(217)	551
Heard Minion Campaign	14%	(77)	17%	(94)	6%	(33)	5%	(25)	18%	(100)	39%	(211)	540
Listens to Podcasts	10%	(113)	14%	(162)	4%	(49)	3%	(34)	18%	(203)	51%	(572)	1132
Streaming Services User	8%	(143)	10%	(186)	3%	(56)	2%	(42)	15%	(271)	61%	(1075)	1773
Netflix User	8%	(121)	12%	(174)	3%	(50)	3%	(40)	15%	(222)	59%	(867)	1474
Disney+ User	9%	(92)	13%	(127)	5%	(46)	3%	(32)	15%	(143)	55%	(544)	984
Heterosexual or straight	7%	(145)	9%	(181)	3%	(57)	2%	(41)	14%	(283)	64%	(1264)	1971
Gay	1%	(1)	8%	(6)	1%	(1)	1%	(1)	22%	(15)	66%	(44)	68
Bisexual	6%	(5)	9%	(8)	1%	(1)	2%	(1)	20%	(17)	63%	(56)	88
Yes	9%	(6)	6%	(4)	1%	(1)	2%	(1)	21%	(15)	62%	(44)	70
No	7%	(149)	9%	(197)	3%	(60)	2%	(46)	15%	(312)	64%	(1375)	2140

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

Table MCFE24_22: *Do you have a favorable or unfavorable opinion of the following people? If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Kylian Mbappe

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	5%	(113)	7%	(145)	3%	(59)	2%	(54)	11%	(237)	72%	(1601)	2210
Gender: Male	7%	(72)	9%	(98)	4%	(44)	4%	(41)	12%	(124)	65%	(689)	1068
Gender: Female	4%	(41)	4%	(48)	1%	(15)	1%	(13)	10%	(114)	80%	(912)	1142
Age: 18-34	10%	(64)	10%	(64)	5%	(34)	5%	(32)	12%	(77)	58%	(371)	642
Age: 35-44	7%	(27)	10%	(37)	3%	(9)	3%	(13)	13%	(47)	64%	(232)	365
Age: 45-64	3%	(21)	4%	(31)	2%	(12)	1%	(7)	11%	(80)	79%	(563)	714
Age: 65+	—	(1)	3%	(13)	1%	(3)	1%	(3)	7%	(33)	89%	(436)	489
GenZers: 1997-2012	11%	(28)	11%	(27)	5%	(14)	5%	(13)	13%	(34)	55%	(140)	256
Millennials: 1981-1996	9%	(60)	10%	(67)	4%	(26)	3%	(22)	11%	(73)	62%	(403)	653
GenXers: 1965-1980	4%	(23)	5%	(27)	2%	(11)	3%	(15)	13%	(75)	73%	(405)	555
Baby Boomers: 1946-1964	—	(3)	3%	(22)	1%	(8)	—	(3)	8%	(52)	87%	(585)	673
PID: Dem (no lean)	6%	(55)	9%	(79)	4%	(31)	3%	(29)	10%	(88)	67%	(577)	860
PID: Ind (no lean)	4%	(24)	6%	(38)	1%	(5)	1%	(7)	11%	(75)	78%	(526)	674
PID: Rep (no lean)	5%	(34)	4%	(29)	3%	(23)	3%	(18)	11%	(74)	74%	(498)	676
PID/Gender: Dem Men	9%	(35)	12%	(47)	7%	(26)	5%	(19)	11%	(45)	56%	(222)	394
PID/Gender: Dem Women	4%	(21)	7%	(32)	1%	(5)	2%	(11)	9%	(43)	76%	(355)	465
PID/Gender: Ind Men	5%	(16)	9%	(31)	1%	(5)	2%	(7)	10%	(36)	73%	(252)	345
PID/Gender: Ind Women	2%	(8)	2%	(7)	—	(1)	—	(0)	12%	(39)	83%	(275)	329
PID/Gender: Rep Men	6%	(21)	6%	(19)	4%	(13)	5%	(16)	13%	(43)	66%	(216)	328
PID/Gender: Rep Women	4%	(13)	3%	(9)	3%	(10)	1%	(2)	9%	(31)	81%	(283)	348
Ideo: Liberal (1-3)	7%	(48)	7%	(48)	3%	(18)	3%	(18)	9%	(62)	70%	(461)	656
Ideo: Moderate (4)	4%	(32)	8%	(62)	3%	(24)	3%	(23)	12%	(93)	69%	(517)	751
Ideo: Conservative (5-7)	5%	(31)	5%	(35)	2%	(16)	2%	(11)	10%	(66)	76%	(508)	666
Educ: < College	4%	(59)	6%	(82)	3%	(39)	2%	(28)	11%	(157)	75%	(1073)	1437
Educ: Bachelors degree	7%	(36)	9%	(44)	2%	(12)	4%	(21)	11%	(54)	66%	(323)	491
Educ: Post-grad	6%	(18)	7%	(19)	3%	(8)	2%	(5)	9%	(26)	73%	(206)	282
Income: Under 50k	4%	(45)	6%	(82)	2%	(27)	2%	(24)	12%	(152)	74%	(941)	1271
Income: 50k-100k	6%	(38)	6%	(39)	4%	(25)	3%	(22)	9%	(57)	72%	(475)	656
Income: 100k+	11%	(30)	9%	(25)	3%	(7)	2%	(7)	10%	(28)	66%	(185)	283
Ethnicity: White	4%	(75)	6%	(101)	2%	(30)	2%	(38)	10%	(170)	76%	(1297)	1711

Continued on next page

Table MCFE24_22: *Do you have a favorable or unfavorable opinion of the following people?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*

Kylian Mbappe

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	5%	(113)	7%	(145)	3%	(59)	2%	(54)	11%	(237)	72%	(1601)	2210
Ethnicity: Hispanic	7%	(25)	11%	(43)	3%	(10)	6%	(23)	12%	(44)	61%	(228)	374
Ethnicity: Black	9%	(25)	9%	(27)	8%	(22)	4%	(10)	16%	(45)	54%	(153)	282
Ethnicity: Other	6%	(13)	8%	(17)	3%	(7)	3%	(6)	10%	(23)	69%	(151)	217
All Christian	5%	(50)	7%	(75)	3%	(26)	2%	(19)	10%	(103)	73%	(756)	1029
All Non-Christian	7%	(8)	9%	(12)	5%	(6)	1%	(2)	10%	(13)	68%	(88)	129
Atheist	3%	(3)	4%	(4)	3%	(3)	16%	(16)	7%	(7)	67%	(67)	99
Agnostic/Nothing in particular	3%	(20)	6%	(35)	2%	(10)	2%	(11)	13%	(78)	74%	(433)	587
Something Else	9%	(32)	5%	(19)	4%	(14)	2%	(7)	10%	(36)	70%	(257)	365
Religious Non-Protestant/Catholic	7%	(12)	8%	(12)	7%	(10)	1%	(2)	10%	(15)	67%	(104)	154
Evangelical	9%	(52)	8%	(45)	4%	(20)	2%	(11)	9%	(51)	68%	(380)	558
Non-Evangelical	3%	(25)	6%	(46)	2%	(16)	2%	(14)	11%	(85)	76%	(605)	792
Community: Urban	8%	(50)	9%	(59)	4%	(23)	5%	(29)	10%	(62)	65%	(415)	638
Community: Suburban	5%	(51)	7%	(68)	2%	(21)	1%	(15)	12%	(120)	73%	(739)	1014
Community: Rural	2%	(12)	3%	(18)	3%	(15)	2%	(10)	10%	(56)	80%	(447)	558
Employ: Private Sector	9%	(59)	9%	(62)	4%	(24)	3%	(19)	14%	(91)	61%	(399)	654
Employ: Government	7%	(9)	10%	(13)	2%	(3)	10%	(13)	10%	(14)	62%	(84)	136
Employ: Self-Employed	7%	(11)	10%	(17)	3%	(5)	4%	(7)	10%	(17)	66%	(110)	166
Employ: Homemaker	2%	(4)	2%	(3)	2%	(4)	2%	(4)	9%	(18)	82%	(157)	190
Employ: Student	13%	(8)	5%	(3)	12%	(8)	2%	(1)	10%	(6)	57%	(35)	62
Employ: Retired	1%	(4)	4%	(21)	1%	(5)	—	(1)	7%	(41)	87%	(491)	563
Employ: Unemployed	3%	(10)	5%	(16)	2%	(5)	2%	(6)	14%	(41)	74%	(223)	301
Employ: Other	6%	(8)	8%	(10)	4%	(5)	1%	(2)	7%	(10)	74%	(102)	137
Military HH: Yes	3%	(10)	8%	(21)	2%	(5)	2%	(5)	6%	(18)	79%	(225)	283
Military HH: No	5%	(103)	6%	(124)	3%	(54)	3%	(49)	11%	(220)	71%	(1377)	1927
RD/WT: Right Direction	11%	(72)	10%	(67)	4%	(29)	4%	(25)	10%	(67)	61%	(406)	666
RD/WT: Wrong Track	3%	(42)	5%	(78)	2%	(29)	2%	(29)	11%	(170)	77%	(1195)	1544
Biden Job Approve	7%	(72)	9%	(84)	3%	(32)	3%	(28)	10%	(95)	68%	(661)	970
Biden Job Disapprove	3%	(37)	5%	(59)	2%	(27)	2%	(24)	12%	(134)	75%	(862)	1144

Table MCFE24_22: *Do you have a favorable or unfavorable opinion of the following people?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Kylian Mbappe

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	5%	(113)	7%	(145)	3%	(59)	2%	(54)	11%	(237)	72%	(1601)	2210
Biden Job Strongly Approve	12%	(53)	8%	(33)	4%	(18)	3%	(12)	11%	(47)	62%	(269)	433
Biden Job Somewhat Approve	3%	(18)	10%	(51)	2%	(13)	3%	(16)	9%	(48)	73%	(391)	537
Biden Job Somewhat Disapprove	4%	(14)	6%	(22)	3%	(9)	2%	(5)	13%	(45)	72%	(243)	339
Biden Job Strongly Disapprove	3%	(23)	5%	(37)	2%	(18)	2%	(19)	11%	(89)	77%	(619)	805
Favorable of Biden	7%	(68)	9%	(90)	2%	(22)	3%	(24)	10%	(92)	69%	(673)	969
Unfavorable of Biden	4%	(41)	5%	(55)	3%	(36)	2%	(27)	11%	(121)	75%	(854)	1134
Very Favorable of Biden	11%	(51)	7%	(36)	3%	(13)	4%	(18)	11%	(51)	65%	(312)	482
Somewhat Favorable of Biden	3%	(17)	11%	(54)	2%	(8)	1%	(6)	8%	(41)	74%	(360)	487
Somewhat Unfavorable of Biden	6%	(18)	6%	(18)	4%	(12)	1%	(4)	9%	(28)	73%	(219)	299
Very Unfavorable of Biden	3%	(23)	4%	(37)	3%	(24)	3%	(22)	11%	(94)	76%	(635)	835
#1 Issue: Economy	5%	(50)	8%	(74)	3%	(24)	3%	(26)	11%	(99)	70%	(639)	913
#1 Issue: Security	3%	(8)	4%	(10)	4%	(9)	2%	(5)	13%	(32)	73%	(178)	243
#1 Issue: Health Care	8%	(13)	8%	(14)	4%	(7)	3%	(5)	11%	(18)	67%	(114)	170
#1 Issue: Medicare / Social Security	3%	(7)	4%	(11)	1%	(2)	—	(1)	7%	(18)	86%	(228)	266
#1 Issue: Women's Issues	4%	(13)	4%	(14)	3%	(9)	3%	(9)	9%	(29)	76%	(237)	311
#1 Issue: Education	16%	(10)	12%	(7)	7%	(4)	5%	(3)	16%	(9)	44%	(26)	59
#1 Issue: Energy	7%	(9)	9%	(12)	3%	(4)	2%	(3)	15%	(21)	64%	(85)	134
#1 Issue: Other	4%	(4)	3%	(4)	—	(0)	1%	(2)	9%	(11)	82%	(94)	115
2020 Vote: Joe Biden	6%	(60)	10%	(93)	3%	(29)	3%	(24)	10%	(93)	68%	(647)	945
2020 Vote: Donald Trump	4%	(31)	5%	(37)	2%	(16)	2%	(17)	11%	(81)	75%	(557)	740
2020 Vote: Other	2%	(2)	7%	(5)	3%	(2)	2%	(1)	10%	(7)	76%	(51)	67
2020 Vote: Didn't Vote	4%	(20)	2%	(11)	3%	(12)	3%	(12)	13%	(58)	76%	(347)	459
2018 House Vote: Democrat	7%	(53)	10%	(75)	3%	(23)	3%	(20)	10%	(72)	68%	(512)	755
2018 House Vote: Republican	4%	(26)	4%	(25)	2%	(12)	2%	(12)	11%	(65)	76%	(449)	589
2018 House Vote: Someone else	7%	(3)	4%	(2)	1%	(1)	—	(0)	12%	(6)	76%	(38)	50
2016 Vote: Hillary Clinton	7%	(49)	9%	(61)	3%	(20)	3%	(18)	10%	(70)	69%	(477)	695
2016 Vote: Donald Trump	4%	(27)	5%	(35)	2%	(14)	1%	(9)	10%	(67)	77%	(503)	656
2016 Vote: Other	3%	(2)	4%	(3)	1%	(1)	1%	(1)	9%	(8)	83%	(71)	86
2016 Vote: Didn't Vote	4%	(34)	6%	(44)	3%	(23)	3%	(26)	12%	(91)	71%	(546)	765

Table MCFE24_22: *Do you have a favorable or unfavorable opinion of the following people?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*

Kylian Mbappe

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	5%	(113)	7%	(145)	3%	(59)	2%	(54)	11%	(237)	72%	(1601)	2210
Voted in 2014: Yes	5%	(67)	7%	(80)	2%	(29)	2%	(26)	9%	(110)	74%	(913)	1227
Voted in 2014: No	5%	(46)	7%	(65)	3%	(30)	3%	(27)	13%	(127)	70%	(688)	983
4-Region: Northeast	5%	(20)	7%	(26)	3%	(11)	3%	(10)	11%	(42)	72%	(274)	383
4-Region: Midwest	3%	(13)	6%	(28)	1%	(5)	2%	(8)	10%	(46)	78%	(355)	456
4-Region: South	6%	(48)	6%	(54)	4%	(30)	3%	(24)	11%	(91)	71%	(597)	844
4-Region: West	6%	(33)	7%	(37)	3%	(13)	2%	(11)	11%	(57)	71%	(375)	527
TikTok Users	9%	(71)	9%	(69)	4%	(32)	4%	(29)	12%	(96)	63%	(497)	793
Twitch Users	14%	(29)	17%	(37)	7%	(15)	5%	(10)	12%	(27)	45%	(97)	216
2022 Sports Viewers/Attendees	7%	(98)	9%	(132)	3%	(48)	3%	(44)	11%	(167)	67%	(986)	1475
Monthly Moviegoers	12%	(38)	16%	(51)	5%	(16)	8%	(25)	15%	(47)	45%	(143)	320
Few Times per Year + Moviegoers	9%	(79)	11%	(104)	4%	(40)	4%	(37)	13%	(118)	59%	(541)	920
Heard Smile Campaign	13%	(71)	16%	(87)	7%	(36)	4%	(24)	14%	(79)	46%	(254)	551
Heard Minion Campaign	13%	(70)	16%	(89)	5%	(26)	4%	(23)	14%	(75)	48%	(258)	540
Listens to Podcasts	9%	(98)	11%	(120)	4%	(46)	3%	(39)	14%	(157)	59%	(671)	1132
Streaming Services User	6%	(104)	8%	(138)	3%	(55)	3%	(48)	12%	(206)	69%	(1222)	1773
Netflix User	7%	(100)	8%	(123)	4%	(52)	3%	(45)	12%	(178)	66%	(975)	1474
Disney+ User	8%	(81)	10%	(96)	5%	(46)	4%	(39)	12%	(121)	61%	(602)	984
Heterosexual or straight	5%	(101)	7%	(132)	3%	(54)	3%	(51)	10%	(201)	73%	(1432)	1971
Gay	—	(0)	5%	(4)	1%	(1)	1%	(1)	24%	(16)	68%	(46)	68
Bisexual	8%	(7)	7%	(6)	2%	(1)	—	(0)	13%	(12)	71%	(62)	88
Yes	7%	(5)	4%	(3)	3%	(2)	4%	(3)	15%	(10)	67%	(47)	70
No	5%	(108)	7%	(143)	3%	(57)	2%	(51)	11%	(227)	73%	(1554)	2140

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

Table MCFE24_23: *Do you have a favorable or unfavorable opinion of the following people?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Erling Haaland

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	5%	(108)	6%	(134)	2%	(48)	3%	(57)	11%	(241)	73%	(1622)	2210
Gender: Male	6%	(69)	8%	(87)	3%	(30)	3%	(33)	11%	(119)	68%	(729)	1068
Gender: Female	3%	(39)	4%	(47)	2%	(17)	2%	(24)	11%	(121)	78%	(894)	1142
Age: 18-34	9%	(57)	9%	(61)	4%	(28)	5%	(32)	12%	(76)	60%	(388)	642
Age: 35-44	7%	(27)	9%	(34)	3%	(9)	3%	(12)	10%	(38)	67%	(245)	365
Age: 45-64	3%	(21)	4%	(31)	1%	(10)	1%	(10)	12%	(88)	78%	(554)	714
Age: 65+	1%	(3)	2%	(9)	—	(1)	1%	(3)	8%	(38)	89%	(435)	489
GenZers: 1997-2012	10%	(25)	9%	(24)	6%	(16)	7%	(17)	12%	(32)	56%	(142)	256
Millennials: 1981-1996	8%	(50)	9%	(61)	3%	(20)	4%	(26)	11%	(69)	65%	(426)	653
GenXers: 1965-1980	5%	(29)	6%	(31)	2%	(11)	1%	(7)	13%	(69)	74%	(408)	555
Baby Boomers: 1946-1964	1%	(5)	2%	(17)	—	(1)	1%	(6)	10%	(65)	86%	(579)	673
PID: Dem (no lean)	6%	(55)	10%	(85)	2%	(21)	3%	(28)	9%	(81)	68%	(588)	860
PID: Ind (no lean)	3%	(20)	3%	(18)	2%	(10)	1%	(5)	12%	(84)	80%	(537)	674
PID: Rep (no lean)	5%	(33)	4%	(30)	2%	(16)	3%	(23)	11%	(76)	74%	(497)	676
PID/Gender: Dem Men	8%	(32)	14%	(55)	4%	(15)	4%	(16)	10%	(38)	60%	(238)	394
PID/Gender: Dem Women	5%	(23)	7%	(30)	1%	(7)	3%	(12)	9%	(43)	75%	(350)	465
PID/Gender: Ind Men	4%	(15)	4%	(14)	2%	(8)	1%	(4)	11%	(39)	77%	(264)	345
PID/Gender: Ind Women	1%	(5)	1%	(4)	1%	(2)	—	(1)	13%	(44)	83%	(273)	329
PID/Gender: Rep Men	7%	(22)	5%	(18)	2%	(7)	4%	(12)	13%	(42)	69%	(227)	328
PID/Gender: Rep Women	3%	(12)	4%	(12)	2%	(9)	3%	(11)	10%	(34)	78%	(270)	348
Ideo: Liberal (1-3)	7%	(44)	7%	(46)	3%	(20)	3%	(21)	8%	(52)	72%	(473)	656
Ideo: Moderate (4)	5%	(37)	7%	(51)	2%	(17)	2%	(16)	13%	(101)	70%	(529)	751
Ideo: Conservative (5-7)	4%	(27)	5%	(35)	1%	(10)	3%	(18)	11%	(72)	76%	(505)	666
Educ: < College	4%	(51)	6%	(83)	2%	(33)	3%	(38)	12%	(168)	74%	(1064)	1437
Educ: Bachelors degree	9%	(46)	6%	(31)	2%	(9)	3%	(17)	10%	(48)	69%	(341)	491
Educ: Post-grad	4%	(12)	7%	(20)	2%	(6)	1%	(2)	9%	(25)	77%	(217)	282
Income: Under 50k	4%	(46)	6%	(76)	2%	(25)	2%	(24)	12%	(152)	75%	(948)	1271
Income: 50k-100k	6%	(38)	5%	(35)	3%	(18)	4%	(27)	9%	(59)	73%	(480)	656
Income: 100k+	9%	(25)	8%	(23)	2%	(5)	2%	(6)	10%	(30)	69%	(194)	283
Ethnicity: White	4%	(66)	5%	(87)	2%	(29)	2%	(39)	10%	(180)	77%	(1310)	1711

Table MCFE24_23: *Do you have a favorable or unfavorable opinion of the following people?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Erling Haaland

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	5%	(108)	6%	(134)	2%	(48)	3%	(57)	11%	(241)	73%	(1622)	2210
Ethnicity: Hispanic	8%	(30)	10%	(37)	4%	(14)	4%	(15)	12%	(46)	62%	(231)	374
Ethnicity: Black	10%	(28)	10%	(27)	5%	(14)	4%	(12)	13%	(37)	58%	(163)	282
Ethnicity: Other	6%	(14)	9%	(20)	2%	(5)	2%	(5)	11%	(24)	69%	(150)	217
All Christian	4%	(46)	6%	(59)	2%	(20)	2%	(24)	11%	(108)	75%	(771)	1029
All Non-Christian	5%	(7)	8%	(10)	1%	(2)	6%	(8)	13%	(16)	67%	(86)	129
Atheist	7%	(7)	12%	(12)	2%	(2)	5%	(5)	6%	(6)	67%	(67)	99
Agnostic/Nothing in particular	4%	(24)	5%	(29)	2%	(11)	1%	(9)	13%	(74)	75%	(440)	587
Something Else	7%	(24)	6%	(23)	3%	(13)	3%	(11)	10%	(36)	71%	(258)	365
Religious Non-Protestant/Catholic	5%	(7)	7%	(11)	2%	(3)	6%	(9)	12%	(18)	68%	(105)	154
Evangelical	7%	(38)	8%	(46)	4%	(20)	3%	(15)	10%	(57)	69%	(383)	558
Non-Evangelical	4%	(30)	4%	(33)	1%	(11)	2%	(19)	11%	(84)	78%	(615)	792
Community: Urban	7%	(47)	10%	(64)	2%	(16)	3%	(19)	11%	(71)	66%	(420)	638
Community: Suburban	5%	(48)	6%	(57)	2%	(23)	2%	(22)	11%	(111)	74%	(753)	1014
Community: Rural	2%	(13)	2%	(13)	2%	(9)	3%	(16)	10%	(58)	81%	(449)	558
Employ: Private Sector	9%	(56)	8%	(53)	3%	(20)	3%	(23)	12%	(80)	64%	(422)	654
Employ: Government	7%	(9)	18%	(24)	3%	(4)	3%	(5)	7%	(10)	62%	(84)	136
Employ: Self-Employed	7%	(11)	9%	(15)	3%	(4)	6%	(9)	9%	(14)	68%	(112)	166
Employ: Homemaker	3%	(5)	2%	(4)	2%	(3)	1%	(2)	13%	(26)	79%	(150)	190
Employ: Student	13%	(8)	8%	(5)	5%	(3)	3%	(2)	9%	(6)	62%	(39)	62
Employ: Retired	1%	(5)	3%	(16)	—	(2)	—	(2)	9%	(51)	87%	(487)	563
Employ: Unemployed	3%	(9)	4%	(12)	3%	(8)	2%	(5)	14%	(41)	75%	(226)	301
Employ: Other	4%	(5)	4%	(6)	2%	(3)	6%	(9)	9%	(12)	75%	(102)	137
Military HH: Yes	3%	(7)	6%	(18)	3%	(7)	1%	(4)	7%	(19)	80%	(227)	283
Military HH: No	5%	(101)	6%	(116)	2%	(41)	3%	(53)	11%	(221)	72%	(1395)	1927
RD/WT: Right Direction	10%	(65)	11%	(72)	4%	(29)	3%	(23)	9%	(63)	62%	(415)	666
RD/WT: Wrong Track	3%	(44)	4%	(62)	1%	(19)	2%	(34)	11%	(177)	78%	(1207)	1544
Biden Job Approve	7%	(70)	9%	(84)	3%	(28)	3%	(25)	9%	(89)	69%	(674)	970
Biden Job Disapprove	3%	(35)	4%	(49)	2%	(19)	2%	(28)	12%	(142)	76%	(872)	1144

Continued on next page

Table MCFE24_23: *Do you have a favorable or unfavorable opinion of the following people?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Erling Haaland

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	5%	(108)	6%	(134)	2%	(48)	3%	(57)	11%	(241)	73%	(1622)	2210
Biden Job Strongly Approve	12%	(50)	9%	(37)	3%	(12)	2%	(10)	11%	(48)	64%	(276)	433
Biden Job Somewhat Approve	4%	(20)	9%	(46)	3%	(16)	3%	(16)	8%	(42)	74%	(398)	537
Biden Job Somewhat Disapprove	3%	(11)	7%	(23)	2%	(6)	2%	(7)	14%	(47)	72%	(245)	339
Biden Job Strongly Disapprove	3%	(24)	3%	(26)	2%	(13)	3%	(21)	12%	(94)	78%	(627)	805
Favorable of Biden	7%	(69)	9%	(83)	3%	(27)	2%	(19)	9%	(89)	70%	(682)	969
Unfavorable of Biden	3%	(38)	4%	(46)	2%	(21)	3%	(31)	12%	(134)	76%	(864)	1134
Very Favorable of Biden	10%	(47)	9%	(42)	3%	(16)	2%	(10)	10%	(46)	67%	(321)	482
Somewhat Favorable of Biden	4%	(22)	8%	(41)	2%	(11)	2%	(9)	9%	(43)	74%	(361)	487
Somewhat Unfavorable of Biden	5%	(14)	5%	(15)	1%	(4)	3%	(9)	10%	(31)	75%	(225)	299
Very Unfavorable of Biden	3%	(24)	4%	(31)	2%	(17)	3%	(22)	12%	(103)	77%	(639)	835
#1 Issue: Economy	5%	(43)	8%	(71)	2%	(20)	3%	(25)	11%	(97)	72%	(657)	913
#1 Issue: Security	5%	(12)	4%	(9)	1%	(3)	3%	(8)	14%	(34)	73%	(177)	243
#1 Issue: Health Care	7%	(13)	8%	(13)	4%	(7)	2%	(3)	16%	(28)	62%	(106)	170
#1 Issue: Medicare / Social Security	2%	(6)	3%	(9)	1%	(3)	1%	(3)	7%	(19)	85%	(226)	266
#1 Issue: Women's Issues	3%	(10)	6%	(17)	2%	(6)	3%	(9)	10%	(30)	77%	(238)	311
#1 Issue: Education	18%	(10)	5%	(3)	6%	(3)	5%	(3)	6%	(4)	61%	(36)	59
#1 Issue: Energy	7%	(9)	7%	(10)	3%	(4)	4%	(5)	14%	(19)	66%	(88)	134
#1 Issue: Other	5%	(6)	2%	(2)	—	(1)	2%	(2)	10%	(11)	81%	(93)	115
2020 Vote: Joe Biden	6%	(57)	9%	(86)	3%	(24)	3%	(25)	8%	(79)	71%	(675)	945
2020 Vote: Donald Trump	4%	(31)	4%	(30)	2%	(15)	3%	(20)	12%	(89)	75%	(555)	740
2020 Vote: Other	2%	(2)	6%	(4)	—	(0)	2%	(1)	19%	(13)	71%	(48)	67
2020 Vote: Didn't Vote	4%	(19)	3%	(14)	2%	(9)	3%	(12)	13%	(60)	75%	(345)	459
2018 House Vote: Democrat	7%	(50)	10%	(75)	2%	(17)	3%	(25)	8%	(64)	69%	(524)	755
2018 House Vote: Republican	4%	(25)	4%	(25)	2%	(10)	2%	(11)	11%	(64)	77%	(453)	589
2018 House Vote: Someone else	7%	(3)	4%	(2)	—	(0)	—	(0)	15%	(7)	75%	(37)	50
2016 Vote: Hillary Clinton	6%	(44)	10%	(69)	2%	(13)	3%	(23)	8%	(58)	70%	(488)	695
2016 Vote: Donald Trump	4%	(26)	4%	(28)	2%	(11)	2%	(12)	12%	(82)	76%	(498)	656
2016 Vote: Other	—	(0)	4%	(3)	1%	(1)	—	(0)	8%	(7)	87%	(75)	86
2016 Vote: Didn't Vote	5%	(38)	4%	(32)	3%	(24)	3%	(21)	12%	(93)	73%	(557)	765

Table MCFE24_23: *Do you have a favorable or unfavorable opinion of the following people?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Erling Haaland

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	5%	(108)	6%	(134)	2%	(48)	3%	(57)	11%	(241)	73%	(1622)	2210
Voted in 2014: Yes	5%	(60)	7%	(88)	1%	(17)	3%	(31)	10%	(125)	74%	(904)	1227
Voted in 2014: No	5%	(48)	5%	(45)	3%	(30)	3%	(26)	12%	(115)	73%	(718)	983
4-Region: Northeast	6%	(21)	6%	(24)	2%	(7)	2%	(9)	12%	(45)	72%	(276)	383
4-Region: Midwest	4%	(20)	4%	(17)	1%	(6)	4%	(16)	10%	(46)	77%	(352)	456
4-Region: South	5%	(43)	7%	(58)	3%	(22)	3%	(23)	10%	(87)	72%	(612)	844
4-Region: West	5%	(25)	7%	(35)	2%	(13)	2%	(9)	12%	(62)	73%	(383)	527
TikTok Users	7%	(59)	10%	(76)	3%	(26)	4%	(28)	11%	(84)	65%	(519)	793
Twitch Users	10%	(23)	15%	(33)	6%	(13)	4%	(9)	12%	(25)	53%	(113)	216
2022 Sports Viewers/Attendees	6%	(91)	8%	(122)	3%	(42)	3%	(46)	12%	(170)	68%	(1004)	1475
Monthly Moviegoers	13%	(40)	18%	(57)	5%	(15)	6%	(20)	11%	(34)	48%	(154)	320
Few Times per Year + Moviegoers	9%	(78)	11%	(102)	4%	(35)	4%	(35)	12%	(108)	61%	(562)	920
Heard Smile Campaign	12%	(69)	16%	(89)	5%	(25)	5%	(28)	14%	(78)	48%	(262)	551
Heard Minion Campaign	13%	(68)	16%	(86)	5%	(25)	5%	(26)	13%	(70)	49%	(265)	540
Listens to Podcasts	8%	(88)	10%	(119)	3%	(38)	4%	(47)	13%	(149)	61%	(690)	1132
Streaming Services User	6%	(101)	7%	(129)	3%	(44)	3%	(53)	11%	(202)	70%	(1244)	1773
Netflix User	6%	(95)	8%	(119)	3%	(42)	3%	(48)	12%	(170)	68%	(999)	1474
Disney+ User	8%	(79)	10%	(94)	3%	(32)	4%	(35)	12%	(123)	63%	(622)	984
Heterosexual or straight	5%	(102)	6%	(118)	2%	(44)	3%	(52)	11%	(211)	73%	(1444)	1971
Gay	3%	(2)	4%	(3)	—	(0)	2%	(2)	11%	(8)	79%	(54)	68
Bisexual	2%	(2)	8%	(7)	2%	(1)	1%	(1)	12%	(11)	75%	(67)	88
Yes	6%	(4)	6%	(4)	—	(0)	6%	(4)	14%	(10)	68%	(48)	70
No	5%	(104)	6%	(130)	2%	(48)	2%	(53)	11%	(231)	74%	(1574)	2140

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

Table MCFE24_24: *Do you have a favorable or unfavorable opinion of the following people?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Max Verstappen

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	5%	(108)	8%	(170)	3%	(67)	2%	(44)	11%	(243)	71%	(1579)	2210
Gender: Male	6%	(65)	11%	(118)	4%	(41)	3%	(29)	12%	(133)	64%	(680)	1068
Gender: Female	4%	(43)	4%	(51)	2%	(26)	1%	(14)	10%	(109)	79%	(899)	1142
Age: 18-34	8%	(51)	12%	(74)	6%	(35)	4%	(28)	10%	(65)	60%	(388)	642
Age: 35-44	7%	(26)	10%	(37)	4%	(16)	2%	(8)	14%	(49)	63%	(229)	365
Age: 45-64	4%	(25)	6%	(41)	2%	(12)	1%	(5)	11%	(82)	77%	(550)	714
Age: 65+	1%	(6)	4%	(18)	1%	(4)	1%	(3)	9%	(46)	84%	(412)	489
GenZers: 1997-2012	9%	(23)	11%	(28)	7%	(19)	4%	(10)	10%	(26)	59%	(151)	256
Millennials: 1981-1996	6%	(42)	12%	(76)	5%	(30)	4%	(25)	12%	(77)	62%	(403)	653
GenXers: 1965-1980	6%	(31)	6%	(36)	2%	(11)	1%	(4)	12%	(69)	73%	(403)	555
Baby Boomers: 1946-1964	2%	(10)	4%	(28)	1%	(5)	1%	(4)	10%	(69)	83%	(557)	673
PID: Dem (no lean)	6%	(55)	12%	(101)	4%	(31)	2%	(20)	9%	(74)	67%	(579)	860
PID: Ind (no lean)	3%	(20)	3%	(23)	2%	(12)	2%	(11)	13%	(86)	77%	(523)	674
PID: Rep (no lean)	5%	(34)	7%	(45)	4%	(24)	2%	(13)	12%	(83)	71%	(477)	676
PID/Gender: Dem Men	8%	(31)	17%	(68)	5%	(20)	3%	(12)	9%	(36)	58%	(228)	394
PID/Gender: Dem Women	5%	(23)	7%	(33)	2%	(11)	2%	(8)	8%	(38)	76%	(351)	465
PID/Gender: Ind Men	4%	(13)	5%	(16)	2%	(8)	3%	(10)	14%	(48)	72%	(250)	345
PID/Gender: Ind Women	2%	(7)	2%	(7)	1%	(4)	—	(1)	12%	(38)	83%	(273)	329
PID/Gender: Rep Men	6%	(21)	10%	(34)	4%	(14)	2%	(7)	15%	(49)	62%	(203)	328
PID/Gender: Rep Women	4%	(12)	3%	(12)	3%	(11)	2%	(5)	10%	(33)	79%	(274)	348
Ideo: Liberal (1-3)	5%	(36)	10%	(64)	5%	(30)	3%	(18)	9%	(57)	69%	(451)	656
Ideo: Moderate (4)	5%	(36)	8%	(61)	2%	(18)	2%	(12)	13%	(99)	70%	(524)	751
Ideo: Conservative (5-7)	5%	(34)	6%	(42)	3%	(18)	2%	(12)	11%	(74)	73%	(487)	666
Educ: < College	5%	(65)	7%	(102)	3%	(40)	2%	(27)	10%	(146)	74%	(1057)	1437
Educ: Bachelors degree	6%	(30)	9%	(45)	3%	(14)	2%	(12)	12%	(60)	67%	(329)	491
Educ: Post-grad	4%	(12)	8%	(23)	4%	(13)	2%	(5)	13%	(37)	68%	(193)	282
Income: Under 50k	3%	(44)	7%	(91)	3%	(32)	1%	(18)	12%	(147)	74%	(938)	1271
Income: 50k-100k	7%	(43)	8%	(55)	4%	(27)	3%	(17)	9%	(62)	69%	(452)	656
Income: 100k+	7%	(21)	8%	(24)	3%	(8)	3%	(8)	12%	(33)	67%	(189)	283
Ethnicity: White	4%	(72)	7%	(121)	2%	(40)	2%	(30)	11%	(186)	74%	(1262)	1711

Continued on next page

Table MCFE24_24: *Do you have a favorable or unfavorable opinion of the following people?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Max Verstappen

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	5%	(108)	8%	(170)	3%	(67)	2%	(44)	11%	(243)	71%	(1579)	2210
Ethnicity: Hispanic	7%	(27)	13%	(47)	4%	(17)	2%	(9)	13%	(47)	61%	(227)	374
Ethnicity: Black	9%	(25)	11%	(30)	5%	(13)	4%	(10)	11%	(31)	61%	(173)	282
Ethnicity: Other	5%	(11)	9%	(19)	6%	(13)	2%	(3)	12%	(26)	66%	(144)	217
All Christian	4%	(43)	9%	(91)	2%	(25)	2%	(19)	11%	(112)	72%	(740)	1029
All Non-Christian	6%	(8)	8%	(10)	5%	(7)	4%	(5)	10%	(13)	67%	(87)	129
Atheist	11%	(11)	8%	(8)	4%	(4)	6%	(5)	6%	(6)	65%	(65)	99
Agnostic/Nothing in particular	4%	(26)	6%	(34)	3%	(18)	1%	(8)	13%	(77)	72%	(425)	587
Something Else	6%	(20)	7%	(27)	4%	(13)	2%	(6)	10%	(35)	72%	(263)	365
Religious Non-Protestant/Catholic	6%	(9)	7%	(11)	4%	(7)	3%	(5)	13%	(20)	67%	(103)	154
Evangelical	6%	(36)	10%	(58)	3%	(19)	2%	(9)	9%	(48)	69%	(387)	558
Non-Evangelical	3%	(25)	7%	(53)	2%	(19)	2%	(16)	11%	(91)	74%	(588)	792
Community: Urban	7%	(47)	11%	(72)	4%	(25)	2%	(16)	10%	(66)	65%	(412)	638
Community: Suburban	5%	(47)	7%	(72)	3%	(28)	2%	(18)	12%	(125)	71%	(725)	1014
Community: Rural	3%	(14)	5%	(26)	3%	(14)	2%	(10)	9%	(52)	79%	(443)	558
Employ: Private Sector	7%	(44)	11%	(75)	4%	(29)	3%	(21)	14%	(94)	60%	(391)	654
Employ: Government	13%	(18)	11%	(15)	4%	(6)	1%	(2)	13%	(18)	58%	(79)	136
Employ: Self-Employed	7%	(11)	11%	(19)	3%	(4)	3%	(4)	10%	(17)	66%	(110)	166
Employ: Homemaker	2%	(4)	1%	(2)	4%	(8)	1%	(2)	8%	(15)	83%	(158)	190
Employ: Student	5%	(3)	13%	(8)	7%	(4)	9%	(6)	5%	(3)	61%	(38)	62
Employ: Retired	2%	(12)	4%	(23)	1%	(5)	—	(1)	9%	(51)	83%	(470)	563
Employ: Unemployed	3%	(9)	5%	(16)	2%	(6)	2%	(5)	11%	(34)	76%	(230)	301
Employ: Other	5%	(7)	8%	(12)	2%	(3)	1%	(2)	7%	(10)	75%	(103)	137
Military HH: Yes	5%	(14)	8%	(23)	3%	(9)	1%	(3)	8%	(23)	75%	(212)	283
Military HH: No	5%	(94)	8%	(147)	3%	(58)	2%	(41)	11%	(219)	71%	(1367)	1927
RD/WT: Right Direction	10%	(66)	13%	(84)	5%	(32)	2%	(16)	10%	(66)	60%	(403)	666
RD/WT: Wrong Track	3%	(42)	6%	(85)	2%	(35)	2%	(28)	11%	(176)	76%	(1176)	1544
Biden Job Approve	7%	(68)	10%	(100)	4%	(37)	2%	(22)	9%	(88)	67%	(654)	970
Biden Job Disapprove	3%	(38)	6%	(66)	3%	(29)	2%	(20)	13%	(146)	74%	(845)	1144

Table MCFE24_24: *Do you have a favorable or unfavorable opinion of the following people?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Max Verstappen

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	5%	(108)	8%	(170)	3%	(67)	2%	(44)	11%	(243)	71%	(1579)	2210
Biden Job Strongly Approve	10%	(42)	12%	(54)	3%	(14)	3%	(13)	12%	(53)	59%	(257)	433
Biden Job Somewhat Approve	5%	(26)	9%	(47)	4%	(23)	2%	(9)	7%	(35)	74%	(398)	537
Biden Job Somewhat Disapprove	4%	(13)	9%	(30)	3%	(9)	1%	(3)	13%	(44)	71%	(240)	339
Biden Job Strongly Disapprove	3%	(25)	5%	(36)	2%	(20)	2%	(17)	13%	(102)	75%	(605)	805
Favorable of Biden	7%	(67)	11%	(103)	3%	(28)	2%	(16)	9%	(86)	69%	(670)	969
Unfavorable of Biden	3%	(36)	6%	(65)	3%	(34)	2%	(26)	12%	(138)	74%	(833)	1134
Very Favorable of Biden	9%	(45)	11%	(54)	3%	(14)	3%	(12)	10%	(46)	64%	(310)	482
Somewhat Favorable of Biden	4%	(21)	10%	(49)	3%	(14)	1%	(4)	8%	(40)	74%	(360)	487
Somewhat Unfavorable of Biden	2%	(7)	7%	(20)	3%	(9)	2%	(6)	10%	(31)	76%	(226)	299
Very Unfavorable of Biden	3%	(29)	5%	(46)	3%	(25)	2%	(20)	13%	(108)	73%	(608)	835
#1 Issue: Economy	6%	(52)	8%	(72)	3%	(27)	2%	(15)	12%	(107)	70%	(639)	913
#1 Issue: Security	4%	(10)	4%	(9)	3%	(6)	3%	(8)	12%	(29)	74%	(180)	243
#1 Issue: Health Care	6%	(10)	10%	(18)	4%	(8)	1%	(1)	14%	(24)	65%	(110)	170
#1 Issue: Medicare / Social Security	2%	(5)	7%	(18)	1%	(2)	—	(0)	7%	(20)	83%	(221)	266
#1 Issue: Women's Issues	6%	(18)	7%	(22)	4%	(11)	4%	(11)	8%	(24)	72%	(225)	311
#1 Issue: Education	7%	(4)	17%	(10)	4%	(3)	5%	(3)	14%	(9)	53%	(31)	59
#1 Issue: Energy	2%	(2)	11%	(15)	7%	(9)	2%	(3)	16%	(21)	63%	(85)	134
#1 Issue: Other	6%	(7)	6%	(7)	1%	(1)	2%	(2)	8%	(9)	78%	(89)	115
2020 Vote: Joe Biden	6%	(54)	11%	(107)	3%	(31)	3%	(24)	9%	(89)	68%	(640)	945
2020 Vote: Donald Trump	5%	(37)	6%	(47)	3%	(22)	2%	(12)	13%	(97)	71%	(525)	740
2020 Vote: Other	5%	(3)	5%	(4)	—	(0)	2%	(1)	17%	(11)	71%	(48)	67
2020 Vote: Didn't Vote	3%	(13)	3%	(13)	3%	(14)	1%	(7)	10%	(46)	80%	(366)	459
2018 House Vote: Democrat	6%	(46)	12%	(93)	3%	(23)	3%	(20)	9%	(71)	67%	(503)	755
2018 House Vote: Republican	5%	(30)	6%	(37)	3%	(19)	2%	(9)	13%	(76)	71%	(418)	589
2018 House Vote: Someone else	7%	(3)	4%	(2)	2%	(1)	—	(0)	12%	(6)	75%	(37)	50
2016 Vote: Hillary Clinton	6%	(44)	12%	(80)	3%	(20)	3%	(20)	9%	(66)	67%	(464)	695
2016 Vote: Donald Trump	3%	(22)	7%	(43)	3%	(18)	1%	(8)	12%	(79)	74%	(485)	656
2016 Vote: Other	5%	(4)	1%	(1)	1%	(1)	—	(0)	14%	(12)	80%	(69)	86
2016 Vote: Didn't Vote	5%	(37)	6%	(44)	3%	(27)	2%	(14)	11%	(85)	73%	(557)	765

Continued on next page

Table MCFE24_24: *Do you have a favorable or unfavorable opinion of the following people?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Max Verstappen

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	5%	(108)	8%	(170)	3%	(67)	2%	(44)	11%	(243)	71%	(1579)	2210
Voted in 2014: Yes	5%	(62)	9%	(104)	3%	(35)	2%	(22)	11%	(133)	71%	(870)	1227
Voted in 2014: No	5%	(46)	7%	(65)	3%	(32)	2%	(22)	11%	(109)	72%	(709)	983
4-Region: Northeast	5%	(20)	5%	(20)	2%	(7)	4%	(13)	12%	(46)	72%	(276)	383
4-Region: Midwest	5%	(21)	7%	(30)	3%	(12)	2%	(7)	10%	(43)	75%	(343)	456
4-Region: South	4%	(33)	9%	(75)	4%	(34)	2%	(19)	10%	(88)	71%	(596)	844
4-Region: West	6%	(34)	9%	(45)	3%	(13)	1%	(4)	12%	(66)	69%	(364)	527
TikTok Users	8%	(61)	10%	(83)	4%	(32)	3%	(24)	9%	(75)	65%	(517)	793
Twitch Users	8%	(17)	18%	(39)	6%	(13)	4%	(8)	13%	(28)	51%	(111)	216
2022 Sports Viewers/Attendees	6%	(90)	10%	(148)	4%	(55)	2%	(32)	12%	(174)	66%	(976)	1475
Monthly Moviegoers	13%	(43)	20%	(63)	8%	(24)	4%	(13)	15%	(48)	40%	(130)	320
Few Times per Year + Moviegoers	8%	(76)	14%	(124)	5%	(46)	3%	(28)	12%	(109)	58%	(537)	920
Heard Smile Campaign	12%	(65)	18%	(100)	7%	(40)	4%	(22)	12%	(67)	47%	(257)	551
Heard Minion Campaign	11%	(59)	20%	(106)	7%	(36)	4%	(21)	12%	(66)	47%	(253)	540
Listens to Podcasts	7%	(81)	12%	(134)	5%	(54)	3%	(34)	13%	(151)	60%	(678)	1132
Streaming Services User	6%	(99)	9%	(157)	4%	(62)	2%	(39)	11%	(199)	69%	(1216)	1773
Netflix User	6%	(92)	9%	(136)	4%	(57)	2%	(35)	11%	(168)	67%	(986)	1474
Disney+ User	7%	(71)	11%	(107)	6%	(55)	3%	(29)	12%	(119)	61%	(604)	984
Heterosexual or straight	5%	(100)	8%	(156)	3%	(59)	2%	(37)	11%	(213)	71%	(1405)	1971
Gay	2%	(2)	1%	(1)	7%	(5)	—	(0)	16%	(11)	73%	(49)	68
Bisexual	3%	(3)	8%	(7)	—	(0)	3%	(3)	12%	(10)	74%	(66)	88
Yes	5%	(3)	9%	(6)	3%	(2)	4%	(3)	11%	(8)	68%	(48)	70
No	5%	(105)	8%	(163)	3%	(65)	2%	(41)	11%	(235)	72%	(1531)	2140

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

Table MCFE24_25: *Do you have a favorable or unfavorable opinion of the following people?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Aaron Judge

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	13%	(292)	14%	(316)	4%	(83)	3%	(56)	14%	(303)	53%	(1160)	2210
Gender: Male	19%	(206)	20%	(219)	5%	(54)	3%	(37)	13%	(143)	38%	(409)	1068
Gender: Female	8%	(86)	9%	(97)	2%	(29)	2%	(18)	14%	(160)	66%	(751)	1142
Age: 18-34	13%	(82)	12%	(74)	7%	(44)	4%	(28)	12%	(79)	52%	(335)	642
Age: 35-44	13%	(46)	16%	(60)	4%	(14)	4%	(14)	16%	(57)	48%	(174)	365
Age: 45-64	12%	(84)	15%	(107)	3%	(18)	1%	(10)	13%	(96)	56%	(399)	714
Age: 65+	16%	(79)	15%	(74)	2%	(8)	1%	(4)	15%	(72)	52%	(252)	489
GenZers: 1997-2012	14%	(35)	7%	(19)	8%	(21)	4%	(9)	10%	(25)	57%	(147)	256
Millennials: 1981-1996	13%	(83)	16%	(101)	5%	(34)	5%	(32)	14%	(94)	47%	(309)	653
GenXers: 1965-1980	12%	(68)	13%	(73)	3%	(15)	1%	(8)	14%	(80)	56%	(312)	555
Baby Boomers: 1946-1964	14%	(95)	17%	(112)	2%	(13)	1%	(7)	13%	(90)	53%	(357)	673
PID: Dem (no lean)	13%	(116)	15%	(130)	5%	(43)	3%	(26)	12%	(107)	51%	(438)	860
PID: Ind (no lean)	10%	(65)	12%	(84)	2%	(13)	2%	(14)	16%	(111)	57%	(387)	674
PID: Rep (no lean)	16%	(110)	15%	(103)	4%	(27)	2%	(15)	13%	(85)	50%	(336)	676
PID/Gender: Dem Men	20%	(81)	22%	(86)	7%	(28)	4%	(14)	12%	(46)	35%	(139)	394
PID/Gender: Dem Women	8%	(35)	9%	(43)	3%	(15)	3%	(12)	13%	(60)	64%	(299)	465
PID/Gender: Ind Men	14%	(49)	19%	(65)	3%	(9)	4%	(12)	15%	(53)	45%	(157)	345
PID/Gender: Ind Women	5%	(16)	6%	(19)	1%	(4)	1%	(2)	18%	(58)	70%	(230)	329
PID/Gender: Rep Men	23%	(76)	21%	(68)	5%	(18)	3%	(11)	13%	(43)	35%	(113)	328
PID/Gender: Rep Women	10%	(35)	10%	(35)	3%	(9)	1%	(4)	12%	(42)	64%	(223)	348
Ideo: Liberal (1-3)	14%	(94)	15%	(96)	6%	(37)	3%	(20)	12%	(76)	51%	(334)	656
Ideo: Moderate (4)	9%	(70)	15%	(113)	3%	(23)	2%	(19)	17%	(127)	53%	(398)	751
Ideo: Conservative (5-7)	18%	(119)	16%	(104)	3%	(21)	2%	(15)	12%	(82)	49%	(325)	666
Educ: < College	13%	(186)	11%	(159)	3%	(45)	2%	(34)	14%	(195)	57%	(818)	1437
Educ: Bachelors degree	15%	(75)	20%	(100)	4%	(21)	3%	(16)	13%	(65)	44%	(214)	491
Educ: Post-grad	11%	(31)	20%	(57)	6%	(17)	2%	(6)	15%	(43)	45%	(128)	282
Income: Under 50k	11%	(137)	13%	(160)	3%	(36)	2%	(25)	14%	(178)	58%	(736)	1271
Income: 50k-100k	15%	(101)	14%	(92)	5%	(35)	3%	(22)	13%	(88)	48%	(318)	656
Income: 100k+	19%	(54)	23%	(65)	4%	(11)	3%	(9)	13%	(37)	38%	(107)	283
Ethnicity: White	13%	(218)	15%	(257)	3%	(56)	2%	(35)	13%	(228)	54%	(917)	1711

Table MCFE24_25: *Do you have a favorable or unfavorable opinion of the following people?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Aaron Judge

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	13%	(292)	14%	(316)	4%	(83)	3%	(56)	14%	(303)	53%	(1160)	2210
Ethnicity: Hispanic	11%	(41)	12%	(44)	5%	(18)	4%	(14)	12%	(45)	57%	(211)	374
Ethnicity: Black	16%	(46)	14%	(39)	6%	(17)	5%	(15)	14%	(40)	44%	(125)	282
Ethnicity: Other	13%	(28)	9%	(20)	4%	(9)	3%	(6)	17%	(36)	55%	(119)	217
All Christian	16%	(161)	17%	(174)	4%	(41)	2%	(24)	11%	(111)	50%	(519)	1029
All Non-Christian	17%	(21)	17%	(22)	5%	(6)	2%	(3)	21%	(27)	39%	(50)	129
Atheist	8%	(8)	15%	(15)	3%	(3)	8%	(7)	12%	(11)	55%	(54)	99
Agnostic/Nothing in particular	9%	(54)	10%	(57)	3%	(17)	3%	(15)	19%	(112)	57%	(332)	587
Something Else	13%	(48)	13%	(48)	4%	(16)	2%	(6)	12%	(42)	56%	(205)	365
Religious Non-Protestant/Catholic	16%	(25)	19%	(29)	4%	(6)	2%	(3)	17%	(27)	42%	(65)	154
Evangelical	15%	(86)	17%	(95)	4%	(21)	2%	(13)	11%	(63)	50%	(280)	558
Non-Evangelical	15%	(116)	14%	(114)	4%	(35)	2%	(18)	11%	(88)	53%	(420)	792
Community: Urban	16%	(99)	15%	(98)	4%	(28)	3%	(20)	14%	(88)	48%	(305)	638
Community: Suburban	14%	(143)	16%	(157)	3%	(32)	3%	(26)	15%	(154)	50%	(502)	1014
Community: Rural	9%	(50)	11%	(61)	4%	(23)	2%	(10)	11%	(61)	63%	(354)	558
Employ: Private Sector	15%	(100)	17%	(113)	5%	(32)	3%	(21)	15%	(98)	44%	(291)	654
Employ: Government	12%	(17)	17%	(24)	4%	(6)	4%	(5)	15%	(20)	47%	(64)	136
Employ: Self-Employed	19%	(31)	15%	(26)	6%	(10)	1%	(2)	15%	(24)	44%	(73)	166
Employ: Homemaker	6%	(11)	7%	(13)	4%	(7)	2%	(4)	14%	(26)	68%	(129)	190
Employ: Student	10%	(6)	6%	(4)	10%	(7)	5%	(3)	5%	(3)	63%	(39)	62
Employ: Retired	14%	(78)	17%	(95)	2%	(10)	1%	(8)	14%	(76)	52%	(295)	563
Employ: Unemployed	10%	(29)	9%	(28)	3%	(9)	2%	(7)	12%	(37)	64%	(191)	301
Employ: Other	14%	(20)	10%	(14)	2%	(3)	3%	(4)	13%	(18)	58%	(79)	137
Military HH: Yes	15%	(44)	14%	(40)	4%	(10)	1%	(4)	12%	(35)	53%	(151)	283
Military HH: No	13%	(248)	14%	(276)	4%	(72)	3%	(52)	14%	(268)	52%	(1010)	1927
RD/WT: Right Direction	16%	(107)	17%	(113)	5%	(32)	3%	(18)	14%	(92)	46%	(304)	666
RD/WT: Wrong Track	12%	(185)	13%	(203)	3%	(51)	2%	(38)	14%	(211)	55%	(856)	1544
Biden Job Approve	15%	(141)	16%	(151)	5%	(48)	3%	(29)	13%	(124)	49%	(479)	970
Biden Job Disapprove	13%	(144)	14%	(162)	3%	(35)	2%	(25)	15%	(168)	53%	(610)	1144

Table MCFE24_25: *Do you have a favorable or unfavorable opinion of the following people?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Aaron Judge

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	13%	(292)	14%	(316)	4%	(83)	3%	(56)	14%	(303)	53%	(1160)	2210
Biden Job Strongly Approve	16%	(70)	16%	(70)	5%	(23)	3%	(12)	14%	(60)	46%	(198)	433
Biden Job Somewhat Approve	13%	(71)	15%	(81)	5%	(25)	3%	(16)	12%	(63)	52%	(281)	537
Biden Job Somewhat Disapprove	11%	(38)	13%	(45)	3%	(10)	2%	(6)	18%	(61)	52%	(178)	339
Biden Job Strongly Disapprove	13%	(106)	15%	(117)	3%	(25)	2%	(18)	13%	(107)	54%	(433)	805
Favorable of Biden	14%	(140)	16%	(151)	4%	(37)	3%	(25)	13%	(127)	50%	(489)	969
Unfavorable of Biden	13%	(147)	14%	(159)	4%	(44)	2%	(26)	14%	(154)	53%	(604)	1134
Very Favorable of Biden	17%	(84)	16%	(76)	3%	(16)	3%	(13)	12%	(58)	49%	(235)	482
Somewhat Favorable of Biden	12%	(56)	15%	(74)	4%	(21)	3%	(12)	14%	(70)	52%	(254)	487
Somewhat Unfavorable of Biden	12%	(35)	12%	(37)	3%	(10)	3%	(8)	14%	(42)	55%	(166)	299
Very Unfavorable of Biden	13%	(112)	15%	(122)	4%	(34)	2%	(18)	13%	(111)	52%	(438)	835
#1 Issue: Economy	13%	(116)	17%	(152)	4%	(33)	2%	(18)	16%	(142)	49%	(451)	913
#1 Issue: Security	18%	(44)	14%	(34)	2%	(6)	4%	(9)	12%	(30)	49%	(120)	243
#1 Issue: Health Care	18%	(31)	13%	(22)	3%	(6)	2%	(3)	13%	(22)	51%	(87)	170
#1 Issue: Medicare / Social Security	9%	(25)	17%	(46)	3%	(8)	1%	(3)	12%	(32)	57%	(151)	266
#1 Issue: Women's Issues	11%	(33)	8%	(25)	5%	(16)	5%	(14)	11%	(33)	61%	(190)	311
#1 Issue: Education	14%	(8)	12%	(7)	10%	(6)	4%	(2)	8%	(5)	52%	(30)	59
#1 Issue: Energy	16%	(21)	13%	(17)	6%	(8)	2%	(3)	13%	(17)	50%	(67)	134
#1 Issue: Other	12%	(14)	11%	(13)	—	(0)	2%	(3)	19%	(21)	55%	(64)	115
2020 Vote: Joe Biden	14%	(134)	16%	(153)	4%	(42)	3%	(28)	13%	(127)	49%	(459)	945
2020 Vote: Donald Trump	16%	(121)	16%	(118)	3%	(22)	2%	(18)	15%	(108)	48%	(353)	740
2020 Vote: Other	8%	(5)	11%	(8)	4%	(2)	6%	(4)	17%	(11)	55%	(37)	67
2020 Vote: Didn't Vote	7%	(32)	8%	(37)	3%	(16)	1%	(5)	12%	(57)	68%	(311)	459
2018 House Vote: Democrat	16%	(120)	18%	(133)	4%	(33)	4%	(29)	13%	(98)	45%	(342)	755
2018 House Vote: Republican	16%	(95)	17%	(101)	4%	(21)	2%	(9)	15%	(89)	47%	(274)	589
2018 House Vote: Someone else	9%	(5)	9%	(4)	2%	(1)	—	(0)	12%	(6)	68%	(34)	50
2016 Vote: Hillary Clinton	15%	(106)	16%	(112)	4%	(27)	4%	(27)	14%	(96)	47%	(328)	695
2016 Vote: Donald Trump	17%	(112)	17%	(112)	4%	(24)	2%	(14)	14%	(94)	46%	(300)	656
2016 Vote: Other	6%	(5)	21%	(18)	1%	(1)	—	(0)	12%	(10)	60%	(51)	86
2016 Vote: Didn't Vote	9%	(65)	10%	(74)	4%	(30)	2%	(13)	13%	(102)	63%	(480)	765

Table MCFE24_25: *Do you have a favorable or unfavorable opinion of the following people?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Aaron Judge

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	13%	(292)	14%	(316)	4%	(83)	3%	(56)	14%	(303)	53%	(1160)	2210
Voted in 2014: Yes	16%	(195)	18%	(219)	3%	(39)	3%	(34)	12%	(151)	48%	(588)	1227
Voted in 2014: No	10%	(97)	10%	(97)	4%	(44)	2%	(21)	15%	(152)	58%	(573)	983
4-Region: Northeast	19%	(73)	15%	(56)	4%	(16)	3%	(12)	17%	(65)	42%	(160)	383
4-Region: Midwest	10%	(45)	13%	(58)	4%	(18)	2%	(10)	14%	(62)	58%	(263)	456
4-Region: South	13%	(106)	13%	(112)	3%	(26)	3%	(27)	13%	(112)	55%	(462)	844
4-Region: West	13%	(68)	17%	(90)	4%	(23)	1%	(6)	12%	(64)	52%	(275)	527
TikTok Users	14%	(114)	12%	(98)	6%	(44)	3%	(27)	13%	(99)	52%	(411)	793
Twitch Users	16%	(35)	22%	(46)	7%	(15)	6%	(12)	12%	(26)	38%	(81)	216
2022 Sports Viewers/Attendees	18%	(266)	19%	(281)	5%	(71)	3%	(46)	14%	(208)	41%	(604)	1475
Monthly Moviegoers	23%	(73)	23%	(73)	6%	(18)	4%	(14)	14%	(45)	30%	(97)	320
Few Times per Year + Moviegoers	17%	(158)	18%	(169)	6%	(54)	4%	(34)	13%	(124)	41%	(381)	920
Heard Smile Campaign	20%	(110)	21%	(114)	9%	(47)	4%	(21)	12%	(66)	35%	(193)	551
Heard Minion Campaign	20%	(110)	18%	(98)	8%	(43)	5%	(28)	14%	(75)	35%	(187)	540
Listens to Podcasts	16%	(178)	18%	(202)	5%	(61)	4%	(43)	14%	(157)	43%	(490)	1132
Streaming Services User	14%	(247)	15%	(259)	4%	(73)	3%	(50)	14%	(249)	50%	(894)	1773
Netflix User	14%	(206)	14%	(210)	5%	(68)	3%	(45)	14%	(209)	50%	(736)	1474
Disney+ User	15%	(146)	15%	(148)	6%	(57)	3%	(31)	15%	(144)	47%	(458)	984
Heterosexual or straight	14%	(273)	15%	(300)	4%	(72)	3%	(51)	13%	(262)	51%	(1013)	1971
Gay	7%	(4)	11%	(7)	1%	(1)	2%	(2)	21%	(15)	58%	(39)	68
Bisexual	7%	(6)	4%	(4)	4%	(4)	2%	(2)	19%	(17)	63%	(56)	88
Yes	13%	(9)	5%	(3)	14%	(10)	2%	(1)	16%	(11)	50%	(35)	70
No	13%	(283)	15%	(313)	3%	(73)	3%	(54)	14%	(292)	53%	(1125)	2140

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

Table MCFE24_26: *Do you have a favorable or unfavorable opinion of the following people?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Shohei Ohtani

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	9%	(199)	10%	(221)	2%	(54)	2%	(34)	11%	(253)	66%	(1449)	2210
Gender: Male	13%	(143)	16%	(170)	3%	(36)	2%	(24)	11%	(121)	54%	(574)	1068
Gender: Female	5%	(56)	4%	(51)	2%	(18)	1%	(10)	12%	(132)	77%	(875)	1142
Age: 18-34	10%	(66)	11%	(71)	5%	(31)	4%	(25)	12%	(76)	58%	(373)	642
Age: 35-44	11%	(41)	12%	(45)	2%	(8)	1%	(4)	13%	(48)	60%	(219)	365
Age: 45-64	7%	(53)	8%	(58)	2%	(14)	—	(1)	11%	(78)	71%	(509)	714
Age: 65+	8%	(39)	10%	(47)	—	(1)	1%	(3)	10%	(50)	71%	(348)	489
GenZers: 1997-2012	9%	(23)	11%	(27)	5%	(12)	5%	(13)	15%	(39)	55%	(142)	256
Millennials: 1981-1996	12%	(75)	11%	(75)	4%	(26)	2%	(16)	11%	(72)	60%	(389)	653
GenXers: 1965-1980	8%	(45)	9%	(50)	2%	(10)	—	(1)	12%	(68)	69%	(381)	555
Baby Boomers: 1946-1964	8%	(51)	9%	(60)	1%	(7)	—	(3)	10%	(66)	72%	(486)	673
PID: Dem (no lean)	11%	(94)	13%	(111)	3%	(26)	2%	(18)	11%	(91)	61%	(520)	860
PID: Ind (no lean)	9%	(58)	7%	(50)	1%	(8)	1%	(5)	12%	(80)	70%	(473)	674
PID: Rep (no lean)	7%	(48)	9%	(59)	3%	(21)	2%	(11)	12%	(82)	67%	(455)	676
PID/Gender: Dem Men	15%	(60)	20%	(79)	5%	(19)	3%	(11)	10%	(40)	47%	(185)	394
PID/Gender: Dem Women	7%	(34)	7%	(32)	1%	(7)	2%	(7)	11%	(51)	72%	(335)	465
PID/Gender: Ind Men	14%	(48)	12%	(43)	2%	(5)	1%	(5)	11%	(38)	60%	(206)	345
PID/Gender: Ind Women	3%	(10)	2%	(7)	1%	(3)	—	(0)	13%	(41)	81%	(268)	329
PID/Gender: Rep Men	11%	(35)	15%	(48)	4%	(12)	2%	(8)	13%	(43)	56%	(183)	328
PID/Gender: Rep Women	4%	(13)	3%	(11)	3%	(9)	1%	(3)	11%	(39)	78%	(272)	348
Ideo: Liberal (1-3)	13%	(83)	12%	(78)	3%	(18)	2%	(16)	8%	(54)	62%	(407)	656
Ideo: Moderate (4)	7%	(54)	12%	(87)	3%	(23)	1%	(6)	14%	(105)	63%	(476)	751
Ideo: Conservative (5-7)	9%	(58)	8%	(55)	2%	(12)	2%	(11)	12%	(79)	68%	(453)	666
Educ: < College	7%	(107)	7%	(107)	3%	(37)	2%	(25)	12%	(171)	69%	(989)	1437
Educ: Bachelors degree	14%	(70)	14%	(68)	2%	(12)	1%	(6)	11%	(56)	57%	(280)	491
Educ: Post-grad	8%	(23)	16%	(46)	2%	(6)	1%	(3)	9%	(26)	64%	(180)	282
Income: Under 50k	7%	(84)	9%	(108)	2%	(23)	2%	(20)	12%	(148)	70%	(888)	1271
Income: 50k-100k	11%	(70)	10%	(64)	3%	(23)	2%	(10)	12%	(77)	63%	(412)	656
Income: 100k+	16%	(46)	17%	(48)	3%	(8)	2%	(4)	10%	(28)	52%	(148)	283
Ethnicity: White	8%	(145)	10%	(165)	2%	(38)	1%	(21)	11%	(183)	68%	(1160)	1711

Table MCFE24_26: *Do you have a favorable or unfavorable opinion of the following people?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*

Shohei Ohtani

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	9%	(199)	10%	(221)	2%	(54)	2%	(34)	11%	(253)	66%	(1449)	2210
Ethnicity: Hispanic	10%	(39)	13%	(48)	3%	(12)	3%	(10)	12%	(44)	59%	(221)	374
Ethnicity: Black	11%	(32)	11%	(31)	4%	(13)	3%	(8)	15%	(43)	55%	(156)	282
Ethnicity: Other	10%	(22)	12%	(25)	2%	(4)	3%	(6)	12%	(27)	61%	(133)	217
All Christian	10%	(104)	12%	(121)	2%	(25)	1%	(11)	10%	(107)	64%	(661)	1029
All Non-Christian	11%	(14)	11%	(14)	5%	(6)	2%	(2)	12%	(16)	60%	(77)	129
Atheist	7%	(7)	13%	(13)	2%	(2)	7%	(7)	8%	(8)	63%	(63)	99
Agnostic/Nothing in particular	7%	(43)	8%	(47)	2%	(11)	1%	(8)	14%	(82)	67%	(396)	587
Something Else	9%	(31)	7%	(26)	3%	(11)	2%	(6)	11%	(40)	69%	(251)	365
Religious Non-Protestant/Catholic	10%	(16)	11%	(16)	6%	(9)	3%	(4)	10%	(16)	61%	(93)	154
Evangelical	9%	(52)	12%	(68)	2%	(12)	2%	(10)	11%	(61)	64%	(355)	558
Non-Evangelical	10%	(81)	9%	(73)	2%	(19)	1%	(5)	11%	(85)	67%	(529)	792
Community: Urban	11%	(72)	12%	(78)	4%	(23)	2%	(13)	11%	(71)	60%	(381)	638
Community: Suburban	10%	(103)	10%	(100)	2%	(22)	1%	(12)	12%	(123)	64%	(654)	1014
Community: Rural	4%	(25)	8%	(43)	2%	(10)	1%	(8)	10%	(58)	74%	(414)	558
Employ: Private Sector	11%	(75)	15%	(95)	4%	(27)	2%	(10)	13%	(85)	56%	(363)	654
Employ: Government	11%	(16)	15%	(21)	1%	(1)	2%	(3)	11%	(15)	60%	(81)	136
Employ: Self-Employed	15%	(25)	10%	(16)	4%	(6)	2%	(4)	12%	(21)	57%	(95)	166
Employ: Homemaker	4%	(8)	3%	(6)	2%	(3)	2%	(3)	16%	(30)	73%	(140)	190
Employ: Student	9%	(5)	11%	(7)	6%	(4)	4%	(2)	6%	(4)	65%	(40)	62
Employ: Retired	6%	(36)	10%	(57)	—	(2)	1%	(3)	9%	(51)	73%	(413)	563
Employ: Unemployed	6%	(19)	4%	(12)	2%	(5)	2%	(7)	10%	(32)	75%	(227)	301
Employ: Other	11%	(15)	5%	(7)	5%	(7)	1%	(2)	12%	(17)	65%	(89)	137
Military HH: Yes	9%	(27)	10%	(27)	2%	(5)	1%	(2)	6%	(17)	72%	(205)	283
Military HH: No	9%	(173)	10%	(193)	3%	(50)	2%	(32)	12%	(236)	65%	(1243)	1927
RD/WT: Right Direction	14%	(96)	15%	(101)	4%	(28)	2%	(15)	10%	(68)	54%	(358)	666
RD/WT: Wrong Track	7%	(103)	8%	(119)	2%	(27)	1%	(19)	12%	(185)	71%	(1090)	1544
Biden Job Approve	13%	(123)	13%	(130)	3%	(25)	2%	(17)	11%	(104)	59%	(571)	970
Biden Job Disapprove	6%	(74)	8%	(89)	2%	(26)	1%	(15)	12%	(134)	71%	(807)	1144

Continued on next page

Table MCFE24_26: *Do you have a favorable or unfavorable opinion of the following people?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Shohei Ohtani

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	9%	(199)	10%	(221)	2%	(54)	2%	(34)	11%	(253)	66%	(1449)	2210
Biden Job Strongly Approve	17%	(73)	14%	(61)	3%	(12)	2%	(7)	12%	(52)	53%	(229)	433
Biden Job Somewhat Approve	9%	(51)	13%	(69)	2%	(13)	2%	(10)	10%	(52)	64%	(342)	537
Biden Job Somewhat Disapprove	5%	(16)	8%	(28)	3%	(10)	2%	(6)	13%	(44)	70%	(236)	339
Biden Job Strongly Disapprove	7%	(58)	8%	(62)	2%	(16)	1%	(9)	11%	(90)	71%	(571)	805
Favorable of Biden	13%	(121)	13%	(123)	2%	(20)	2%	(17)	10%	(97)	61%	(591)	969
Unfavorable of Biden	7%	(77)	8%	(95)	3%	(31)	1%	(14)	11%	(130)	69%	(786)	1134
Very Favorable of Biden	15%	(72)	14%	(67)	3%	(14)	2%	(8)	11%	(52)	56%	(270)	482
Somewhat Favorable of Biden	10%	(49)	12%	(56)	1%	(6)	2%	(9)	9%	(45)	66%	(321)	487
Somewhat Unfavorable of Biden	6%	(17)	9%	(28)	4%	(12)	1%	(2)	12%	(35)	68%	(204)	299
Very Unfavorable of Biden	7%	(60)	8%	(67)	2%	(19)	1%	(12)	11%	(95)	70%	(582)	835
#1 Issue: Economy	9%	(85)	11%	(104)	3%	(27)	1%	(10)	12%	(110)	63%	(577)	913
#1 Issue: Security	8%	(21)	7%	(17)	2%	(6)	2%	(5)	14%	(33)	66%	(161)	243
#1 Issue: Health Care	14%	(23)	16%	(27)	2%	(3)	1%	(1)	11%	(19)	56%	(96)	170
#1 Issue: Medicare / Social Security	8%	(22)	10%	(26)	1%	(4)	—	(0)	11%	(29)	69%	(185)	266
#1 Issue: Women's Issues	7%	(21)	7%	(22)	3%	(8)	3%	(8)	9%	(28)	72%	(224)	311
#1 Issue: Education	13%	(8)	8%	(4)	8%	(5)	4%	(2)	13%	(7)	55%	(32)	59
#1 Issue: Energy	10%	(13)	10%	(14)	2%	(2)	5%	(7)	10%	(13)	63%	(84)	134
#1 Issue: Other	5%	(6)	5%	(6)	—	(0)	—	(0)	12%	(13)	78%	(90)	115
2020 Vote: Joe Biden	13%	(119)	14%	(129)	3%	(25)	2%	(18)	11%	(101)	58%	(552)	945
2020 Vote: Donald Trump	8%	(57)	9%	(65)	2%	(17)	1%	(10)	11%	(83)	69%	(509)	740
2020 Vote: Other	3%	(2)	14%	(9)	2%	(1)	2%	(1)	12%	(8)	67%	(45)	67
2020 Vote: Didn't Vote	5%	(21)	4%	(18)	2%	(11)	1%	(5)	13%	(61)	75%	(343)	459
2018 House Vote: Democrat	14%	(103)	15%	(111)	3%	(24)	2%	(13)	10%	(78)	57%	(427)	755
2018 House Vote: Republican	8%	(45)	9%	(56)	2%	(11)	1%	(6)	11%	(65)	69%	(407)	589
2018 House Vote: Someone else	10%	(5)	12%	(6)	—	(0)	—	(0)	8%	(4)	69%	(34)	50
2016 Vote: Hillary Clinton	13%	(91)	13%	(91)	3%	(21)	2%	(11)	11%	(74)	59%	(407)	695
2016 Vote: Donald Trump	9%	(59)	10%	(64)	2%	(10)	1%	(6)	10%	(67)	69%	(450)	656
2016 Vote: Other	7%	(6)	15%	(13)	2%	(1)	—	(0)	7%	(6)	70%	(60)	86
2016 Vote: Didn't Vote	6%	(42)	7%	(51)	3%	(22)	2%	(16)	14%	(105)	69%	(528)	765

Table MCFE24_26: *Do you have a favorable or unfavorable opinion of the following people?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Shohei Ohtani

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	9%	(199)	10%	(221)	2%	(54)	2%	(34)	11%	(253)	66%	(1449)	2210
Voted in 2014: Yes	11%	(137)	12%	(147)	2%	(23)	1%	(18)	10%	(129)	63%	(774)	1227
Voted in 2014: No	6%	(63)	8%	(74)	3%	(32)	2%	(16)	13%	(124)	69%	(675)	983
4-Region: Northeast	10%	(40)	11%	(43)	2%	(9)	2%	(7)	11%	(40)	64%	(243)	383
4-Region: Midwest	8%	(35)	9%	(39)	2%	(9)	1%	(5)	12%	(54)	69%	(314)	456
4-Region: South	7%	(59)	9%	(74)	3%	(26)	2%	(16)	13%	(110)	66%	(560)	844
4-Region: West	12%	(65)	12%	(65)	2%	(10)	1%	(6)	9%	(48)	63%	(332)	527
TikTok Users	10%	(78)	11%	(90)	3%	(26)	2%	(19)	11%	(89)	62%	(490)	793
Twitch Users	17%	(37)	20%	(44)	4%	(9)	3%	(7)	11%	(25)	43%	(94)	216
2022 Sports Viewers/Attendees	12%	(183)	13%	(196)	3%	(49)	2%	(26)	12%	(178)	57%	(843)	1475
Monthly Moviegoers	14%	(44)	22%	(70)	5%	(17)	2%	(8)	14%	(44)	43%	(137)	320
Few Times per Year + Moviegoers	13%	(117)	14%	(130)	4%	(40)	2%	(19)	11%	(105)	55%	(509)	920
Heard Smile Campaign	15%	(85)	18%	(97)	6%	(35)	2%	(13)	14%	(75)	45%	(245)	551
Heard Minion Campaign	16%	(84)	17%	(92)	4%	(23)	3%	(18)	15%	(79)	45%	(244)	540
Listens to Podcasts	13%	(148)	13%	(146)	4%	(43)	2%	(24)	13%	(150)	55%	(621)	1132
Streaming Services User	10%	(179)	10%	(185)	3%	(51)	2%	(30)	12%	(205)	63%	(1123)	1773
Netflix User	11%	(157)	11%	(162)	3%	(48)	2%	(26)	12%	(175)	61%	(906)	1474
Disney+ User	12%	(114)	12%	(120)	4%	(39)	2%	(22)	12%	(118)	58%	(572)	984
Heterosexual or straight	9%	(186)	10%	(203)	2%	(48)	2%	(33)	11%	(223)	65%	(1278)	1971
Gay	2%	(1)	11%	(8)	1%	(1)	—	(0)	14%	(9)	72%	(49)	68
Bisexual	7%	(6)	3%	(3)	2%	(2)	—	(0)	15%	(13)	73%	(64)	88
Yes	6%	(4)	9%	(6)	1%	(1)	4%	(3)	20%	(14)	59%	(42)	70
No	9%	(195)	10%	(214)	3%	(54)	1%	(31)	11%	(239)	66%	(1407)	2140

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

Table MCFE24_27: *Do you have a favorable or unfavorable opinion of the following people?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Russell Wilson

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	13%	(286)	20%	(448)	5%	(116)	2%	(49)	17%	(387)	42%	(924)	2210
Gender: Male	15%	(163)	25%	(269)	8%	(81)	3%	(37)	17%	(182)	32%	(337)	1068
Gender: Female	11%	(124)	16%	(180)	3%	(36)	1%	(12)	18%	(205)	51%	(586)	1142
Age: 18-34	16%	(103)	21%	(137)	6%	(38)	4%	(27)	18%	(113)	35%	(225)	642
Age: 35-44	14%	(50)	23%	(84)	7%	(25)	2%	(6)	20%	(73)	35%	(128)	365
Age: 45-64	12%	(82)	18%	(131)	5%	(33)	2%	(11)	18%	(126)	46%	(330)	714
Age: 65+	11%	(52)	20%	(96)	4%	(21)	1%	(6)	15%	(74)	49%	(240)	489
GenZers: 1997-2012	15%	(38)	16%	(42)	5%	(12)	3%	(8)	18%	(46)	43%	(111)	256
Millennials: 1981-1996	16%	(107)	25%	(160)	7%	(43)	3%	(22)	18%	(117)	31%	(203)	653
GenXers: 1965-1980	12%	(66)	17%	(97)	4%	(24)	2%	(9)	20%	(108)	45%	(252)	555
Baby Boomers: 1946-1964	10%	(65)	20%	(135)	6%	(37)	1%	(10)	16%	(109)	47%	(317)	673
PID: Dem (no lean)	16%	(135)	24%	(203)	5%	(46)	2%	(15)	15%	(133)	38%	(327)	860
PID: Ind (no lean)	9%	(64)	17%	(114)	4%	(27)	3%	(18)	20%	(138)	46%	(313)	674
PID: Rep (no lean)	13%	(87)	19%	(131)	6%	(43)	2%	(15)	17%	(116)	42%	(284)	676
PID/Gender: Dem Men	19%	(74)	27%	(106)	8%	(31)	3%	(13)	15%	(61)	28%	(109)	394
PID/Gender: Dem Women	13%	(61)	21%	(97)	3%	(15)	—	(2)	16%	(72)	47%	(218)	465
PID/Gender: Ind Men	10%	(34)	22%	(77)	6%	(21)	5%	(17)	19%	(66)	38%	(130)	345
PID/Gender: Ind Women	9%	(30)	11%	(37)	2%	(7)	—	(2)	22%	(72)	55%	(183)	329
PID/Gender: Rep Men	16%	(54)	26%	(85)	9%	(29)	2%	(7)	17%	(54)	30%	(98)	328
PID/Gender: Rep Women	10%	(33)	13%	(46)	4%	(14)	2%	(8)	18%	(61)	53%	(186)	348
Ideo: Liberal (1-3)	14%	(92)	23%	(154)	5%	(30)	2%	(15)	15%	(99)	40%	(266)	656
Ideo: Moderate (4)	13%	(97)	20%	(152)	5%	(39)	2%	(19)	19%	(146)	40%	(298)	751
Ideo: Conservative (5-7)	13%	(90)	20%	(133)	7%	(48)	2%	(13)	16%	(108)	41%	(275)	666
Educ: < College	14%	(198)	18%	(257)	4%	(58)	2%	(30)	18%	(264)	44%	(629)	1437
Educ: Bachelors degree	10%	(51)	25%	(125)	8%	(42)	3%	(14)	16%	(76)	37%	(183)	491
Educ: Post-grad	13%	(37)	24%	(67)	6%	(16)	1%	(4)	16%	(46)	39%	(111)	282
Income: Under 50k	12%	(155)	17%	(221)	4%	(49)	1%	(16)	18%	(233)	47%	(597)	1271
Income: 50k-100k	13%	(86)	22%	(143)	7%	(49)	3%	(22)	18%	(117)	36%	(239)	656
Income: 100k+	16%	(46)	30%	(84)	7%	(19)	4%	(11)	13%	(36)	31%	(87)	283
Ethnicity: White	10%	(171)	20%	(338)	6%	(95)	2%	(32)	18%	(302)	45%	(773)	1711

Continued on next page

Table MCFE24_27: *Do you have a favorable or unfavorable opinion of the following people?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*

Russell Wilson

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	13%	(286)	20%	(448)	5%	(116)	2%	(49)	17%	(387)	42%	(924)	2210
Ethnicity: Hispanic	13%	(50)	23%	(86)	4%	(13)	2%	(7)	16%	(60)	42%	(158)	374
Ethnicity: Black	32%	(89)	23%	(64)	4%	(12)	4%	(12)	16%	(46)	21%	(59)	282
Ethnicity: Other	12%	(26)	21%	(46)	4%	(9)	2%	(5)	18%	(38)	43%	(92)	217
All Christian	13%	(133)	22%	(231)	6%	(61)	2%	(18)	17%	(180)	39%	(406)	1029
All Non-Christian	9%	(12)	23%	(29)	7%	(9)	4%	(5)	14%	(18)	43%	(56)	129
Atheist	10%	(10)	24%	(24)	4%	(4)	5%	(5)	10%	(10)	47%	(46)	99
Agnostic/Nothing in particular	12%	(70)	16%	(93)	4%	(25)	3%	(17)	19%	(113)	46%	(269)	587
Something Else	17%	(62)	19%	(71)	5%	(17)	1%	(3)	18%	(66)	40%	(146)	365
Religious Non-Protestant/Catholic	9%	(14)	23%	(35)	7%	(11)	3%	(5)	16%	(24)	42%	(65)	154
Evangelical	18%	(100)	23%	(127)	6%	(33)	1%	(6)	16%	(91)	36%	(201)	558
Non-Evangelical	11%	(91)	21%	(163)	5%	(43)	2%	(15)	18%	(144)	42%	(335)	792
Community: Urban	17%	(105)	25%	(157)	5%	(32)	2%	(16)	17%	(109)	34%	(218)	638
Community: Suburban	12%	(125)	21%	(212)	6%	(64)	2%	(21)	17%	(176)	41%	(417)	1014
Community: Rural	10%	(56)	14%	(80)	4%	(20)	2%	(12)	18%	(101)	52%	(288)	558
Employ: Private Sector	16%	(107)	25%	(162)	8%	(52)	2%	(15)	16%	(102)	33%	(216)	654
Employ: Government	17%	(24)	24%	(33)	5%	(6)	3%	(4)	17%	(23)	35%	(47)	136
Employ: Self-Employed	19%	(31)	19%	(32)	4%	(7)	4%	(7)	18%	(30)	36%	(60)	166
Employ: Homemaker	8%	(15)	13%	(24)	4%	(7)	3%	(5)	21%	(39)	52%	(100)	190
Employ: Student	18%	(11)	18%	(11)	4%	(3)	3%	(2)	17%	(11)	39%	(24)	62
Employ: Retired	10%	(56)	22%	(122)	4%	(25)	1%	(7)	15%	(86)	47%	(265)	563
Employ: Unemployed	9%	(28)	12%	(37)	3%	(9)	2%	(5)	22%	(65)	52%	(156)	301
Employ: Other	10%	(14)	20%	(27)	5%	(7)	3%	(4)	22%	(31)	40%	(55)	137
Military HH: Yes	15%	(42)	22%	(63)	6%	(16)	2%	(5)	14%	(39)	42%	(119)	283
Military HH: No	13%	(244)	20%	(386)	5%	(101)	2%	(43)	18%	(348)	42%	(805)	1927
RD/WT: Right Direction	19%	(127)	23%	(153)	5%	(31)	3%	(18)	14%	(90)	37%	(248)	666
RD/WT: Wrong Track	10%	(160)	19%	(296)	6%	(85)	2%	(31)	19%	(296)	44%	(676)	1544
Biden Job Approve	17%	(160)	23%	(220)	5%	(47)	2%	(23)	15%	(142)	39%	(376)	970
Biden Job Disapprove	11%	(123)	19%	(218)	6%	(69)	2%	(23)	19%	(223)	43%	(489)	1144

Continued on next page

Table MCFE24_27: *Do you have a favorable or unfavorable opinion of the following people?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Russell Wilson

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	13%	(286)	20%	(448)	5%	(116)	2%	(49)	17%	(387)	42%	(924)	2210
Biden Job Strongly Approve	19%	(83)	21%	(92)	4%	(16)	2%	(9)	16%	(68)	38%	(164)	433
Biden Job Somewhat Approve	14%	(77)	24%	(128)	6%	(31)	3%	(14)	14%	(75)	39%	(212)	537
Biden Job Somewhat Disapprove	12%	(41)	23%	(79)	4%	(12)	1%	(3)	21%	(71)	39%	(134)	339
Biden Job Strongly Disapprove	10%	(82)	17%	(139)	7%	(57)	3%	(21)	19%	(152)	44%	(355)	805
Favorable of Biden	17%	(162)	23%	(220)	5%	(44)	2%	(18)	15%	(145)	39%	(381)	969
Unfavorable of Biden	11%	(122)	19%	(218)	6%	(72)	2%	(28)	18%	(208)	43%	(486)	1134
Very Favorable of Biden	21%	(101)	20%	(95)	3%	(16)	2%	(10)	15%	(72)	39%	(188)	482
Somewhat Favorable of Biden	13%	(61)	25%	(124)	6%	(28)	2%	(8)	15%	(73)	40%	(193)	487
Somewhat Unfavorable of Biden	11%	(33)	24%	(73)	5%	(15)	2%	(5)	17%	(50)	41%	(123)	299
Very Unfavorable of Biden	11%	(89)	17%	(145)	7%	(57)	3%	(23)	19%	(158)	43%	(362)	835
#1 Issue: Economy	13%	(118)	23%	(210)	5%	(49)	2%	(18)	16%	(151)	40%	(367)	913
#1 Issue: Security	11%	(26)	14%	(35)	6%	(14)	3%	(7)	28%	(68)	38%	(93)	243
#1 Issue: Health Care	20%	(35)	19%	(32)	6%	(10)	2%	(4)	15%	(26)	37%	(63)	170
#1 Issue: Medicare / Social Security	8%	(21)	25%	(67)	5%	(13)	1%	(3)	12%	(32)	49%	(130)	266
#1 Issue: Women's Issues	14%	(45)	17%	(54)	4%	(14)	2%	(6)	16%	(51)	46%	(142)	311
#1 Issue: Education	16%	(10)	21%	(12)	7%	(4)	7%	(4)	14%	(8)	35%	(20)	59
#1 Issue: Energy	12%	(16)	20%	(27)	7%	(9)	2%	(3)	18%	(24)	41%	(55)	134
#1 Issue: Other	14%	(16)	10%	(12)	2%	(3)	3%	(4)	24%	(28)	46%	(53)	115
2020 Vote: Joe Biden	17%	(157)	26%	(241)	5%	(51)	2%	(23)	13%	(126)	37%	(347)	945
2020 Vote: Donald Trump	12%	(91)	20%	(148)	7%	(48)	2%	(16)	18%	(132)	41%	(304)	740
2020 Vote: Other	15%	(10)	14%	(9)	6%	(4)	4%	(3)	22%	(15)	39%	(26)	67
2020 Vote: Didn't Vote	6%	(29)	11%	(50)	3%	(13)	1%	(6)	25%	(114)	54%	(246)	459
2018 House Vote: Democrat	18%	(133)	27%	(200)	5%	(40)	3%	(20)	13%	(99)	35%	(263)	755
2018 House Vote: Republican	13%	(75)	20%	(117)	7%	(40)	3%	(15)	17%	(102)	41%	(240)	589
2018 House Vote: Someone else	19%	(9)	16%	(8)	4%	(2)	—	(0)	12%	(6)	48%	(24)	50
2016 Vote: Hillary Clinton	18%	(124)	26%	(178)	5%	(38)	2%	(15)	13%	(87)	36%	(253)	695
2016 Vote: Donald Trump	12%	(82)	21%	(138)	7%	(46)	3%	(19)	18%	(120)	38%	(251)	656
2016 Vote: Other	11%	(9)	23%	(19)	4%	(3)	1%	(1)	17%	(15)	45%	(38)	86
2016 Vote: Didn't Vote	9%	(69)	15%	(111)	4%	(30)	2%	(13)	21%	(164)	50%	(379)	765

Continued on next page

Table MCFE24_27: *Do you have a favorable or unfavorable opinion of the following people?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Russell Wilson

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	13%	(286)	20%	(448)	5%	(116)	2%	(49)	17%	(387)	42%	(924)	2210
Voted in 2014: Yes	15%	(187)	23%	(283)	5%	(65)	3%	(31)	15%	(189)	38%	(471)	1227
Voted in 2014: No	10%	(99)	17%	(165)	5%	(51)	2%	(18)	20%	(198)	46%	(452)	983
4-Region: Northeast	15%	(58)	15%	(56)	4%	(15)	3%	(11)	20%	(78)	43%	(166)	383
4-Region: Midwest	11%	(51)	19%	(87)	6%	(26)	2%	(10)	15%	(69)	47%	(214)	456
4-Region: South	14%	(118)	18%	(154)	7%	(58)	2%	(15)	18%	(155)	41%	(345)	844
4-Region: West	11%	(61)	29%	(152)	3%	(18)	2%	(13)	16%	(85)	38%	(199)	527
TikTok Users	18%	(146)	21%	(170)	5%	(40)	2%	(18)	16%	(129)	36%	(289)	793
Twitch Users	20%	(42)	28%	(60)	5%	(12)	4%	(9)	18%	(38)	25%	(54)	216
2022 Sports Viewers/Attendees	17%	(250)	27%	(395)	7%	(110)	3%	(38)	18%	(268)	28%	(413)	1475
Monthly Moviegoers	21%	(68)	33%	(106)	6%	(20)	4%	(13)	14%	(44)	22%	(70)	320
Few Times per Year + Moviegoers	17%	(154)	28%	(253)	6%	(59)	4%	(34)	15%	(138)	31%	(282)	920
Heard Smile Campaign	22%	(121)	28%	(154)	8%	(44)	3%	(17)	16%	(85)	23%	(129)	551
Heard Minion Campaign	22%	(119)	26%	(142)	6%	(30)	3%	(18)	16%	(85)	27%	(146)	540
Listens to Podcasts	16%	(182)	25%	(285)	7%	(80)	3%	(33)	17%	(190)	32%	(362)	1132
Streaming Services User	14%	(242)	21%	(380)	6%	(102)	2%	(41)	17%	(304)	40%	(704)	1773
Netflix User	14%	(213)	22%	(322)	6%	(85)	3%	(37)	17%	(251)	38%	(566)	1474
Disney+ User	16%	(153)	23%	(231)	6%	(64)	3%	(25)	17%	(165)	35%	(346)	984
Heterosexual or straight	13%	(260)	21%	(415)	5%	(105)	2%	(46)	17%	(343)	41%	(801)	1971
Gay	13%	(9)	18%	(12)	3%	(2)	1%	(1)	18%	(12)	47%	(32)	68
Bisexual	12%	(10)	12%	(10)	3%	(3)	1%	(1)	22%	(19)	51%	(45)	88
Yes	25%	(17)	14%	(10)	9%	(7)	1%	(1)	17%	(12)	33%	(23)	70
No	13%	(269)	20%	(438)	5%	(110)	2%	(48)	18%	(375)	42%	(900)	2140

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

Table MCFE24_28: *Do you have a favorable or unfavorable opinion of the following people?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Sydney Crosby

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	7%	(156)	11%	(243)	4%	(89)	3%	(61)	13%	(294)	62%	(1367)	2210
Gender: Male	9%	(94)	16%	(168)	6%	(60)	4%	(41)	15%	(158)	51%	(546)	1068
Gender: Female	5%	(62)	6%	(74)	3%	(29)	2%	(20)	12%	(136)	72%	(822)	1142
Age: 18-34	10%	(65)	11%	(70)	8%	(49)	6%	(37)	12%	(76)	54%	(346)	642
Age: 35-44	8%	(29)	15%	(54)	5%	(17)	4%	(14)	16%	(57)	53%	(194)	365
Age: 45-64	6%	(44)	11%	(79)	2%	(15)	1%	(7)	13%	(95)	66%	(474)	714
Age: 65+	4%	(18)	8%	(39)	2%	(8)	1%	(3)	14%	(66)	72%	(353)	489
GenZers: 1997-2012	9%	(23)	8%	(20)	9%	(23)	6%	(16)	10%	(26)	58%	(149)	256
Millennials: 1981-1996	10%	(66)	14%	(88)	5%	(34)	5%	(33)	14%	(90)	52%	(341)	653
GenXers: 1965-1980	7%	(37)	12%	(65)	4%	(21)	1%	(8)	15%	(82)	62%	(342)	555
Baby Boomers: 1946-1964	4%	(24)	10%	(67)	1%	(10)	1%	(4)	13%	(90)	71%	(478)	673
PID: Dem (no lean)	9%	(81)	13%	(111)	5%	(42)	3%	(29)	11%	(98)	58%	(500)	860
PID: Ind (no lean)	5%	(31)	9%	(57)	2%	(17)	2%	(13)	16%	(105)	67%	(451)	674
PID: Rep (no lean)	6%	(44)	11%	(74)	5%	(30)	3%	(20)	13%	(91)	62%	(417)	676
PID/Gender: Dem Men	11%	(43)	19%	(75)	7%	(26)	5%	(20)	14%	(55)	45%	(176)	394
PID/Gender: Dem Women	8%	(38)	8%	(36)	3%	(15)	2%	(9)	9%	(43)	70%	(324)	465
PID/Gender: Ind Men	7%	(26)	14%	(47)	4%	(13)	3%	(9)	15%	(50)	58%	(201)	345
PID/Gender: Ind Women	2%	(6)	3%	(11)	1%	(4)	1%	(4)	17%	(55)	76%	(251)	329
PID/Gender: Rep Men	8%	(26)	14%	(47)	6%	(21)	4%	(12)	16%	(53)	52%	(169)	328
PID/Gender: Rep Women	5%	(18)	8%	(28)	3%	(10)	2%	(8)	11%	(38)	71%	(247)	348
Ideo: Liberal (1-3)	9%	(61)	11%	(71)	5%	(36)	3%	(21)	12%	(80)	59%	(386)	656
Ideo: Moderate (4)	6%	(44)	12%	(92)	5%	(34)	2%	(17)	15%	(116)	60%	(449)	751
Ideo: Conservative (5-7)	7%	(48)	12%	(78)	2%	(16)	3%	(20)	12%	(81)	63%	(423)	666
Educ: < College	7%	(96)	9%	(129)	4%	(55)	3%	(38)	13%	(193)	64%	(926)	1437
Educ: Bachelors degree	8%	(41)	14%	(69)	6%	(28)	4%	(18)	14%	(68)	54%	(267)	491
Educ: Post-grad	7%	(20)	16%	(45)	2%	(6)	2%	(5)	11%	(32)	62%	(174)	282
Income: Under 50k	5%	(67)	9%	(114)	4%	(47)	2%	(29)	13%	(166)	67%	(850)	1271
Income: 50k-100k	10%	(63)	12%	(81)	5%	(33)	4%	(27)	13%	(82)	56%	(370)	656
Income: 100k+	9%	(26)	17%	(48)	3%	(9)	2%	(6)	16%	(46)	52%	(148)	283
Ethnicity: White	6%	(106)	10%	(176)	3%	(59)	2%	(40)	13%	(227)	64%	(1103)	1711

Table MCFE24_28: *Do you have a favorable or unfavorable opinion of the following people?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Sydney Crosby

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	7%	(156)	11%	(243)	4%	(89)	3%	(61)	13%	(294)	62%	(1367)	2210
Ethnicity: Hispanic	9%	(32)	11%	(41)	7%	(28)	3%	(11)	13%	(48)	57%	(214)	374
Ethnicity: Black	12%	(34)	14%	(40)	6%	(16)	6%	(18)	13%	(37)	49%	(137)	282
Ethnicity: Other	8%	(16)	12%	(27)	6%	(13)	2%	(4)	13%	(29)	59%	(128)	217
All Christian	8%	(81)	13%	(133)	3%	(34)	3%	(29)	11%	(113)	62%	(639)	1029
All Non-Christian	6%	(8)	13%	(17)	6%	(8)	5%	(6)	13%	(16)	57%	(73)	129
Atheist	5%	(5)	15%	(15)	9%	(9)	6%	(6)	7%	(7)	58%	(57)	99
Agnostic/Nothing in particular	6%	(33)	7%	(44)	3%	(19)	2%	(12)	19%	(109)	63%	(371)	587
Something Else	8%	(30)	9%	(33)	5%	(19)	2%	(8)	13%	(49)	62%	(226)	365
Religious Non-Protestant/Catholic	6%	(10)	15%	(23)	5%	(8)	5%	(7)	11%	(16)	58%	(89)	154
Evangelical	9%	(50)	13%	(72)	5%	(25)	3%	(18)	11%	(60)	60%	(333)	558
Non-Evangelical	7%	(56)	11%	(86)	4%	(28)	2%	(18)	12%	(98)	64%	(506)	792
Community: Urban	8%	(51)	13%	(85)	6%	(38)	3%	(22)	13%	(85)	56%	(355)	638
Community: Suburban	8%	(79)	12%	(118)	4%	(38)	2%	(25)	13%	(132)	61%	(622)	1014
Community: Rural	5%	(26)	7%	(40)	2%	(12)	3%	(14)	14%	(76)	70%	(390)	558
Employ: Private Sector	11%	(72)	16%	(102)	5%	(32)	4%	(24)	15%	(97)	50%	(326)	654
Employ: Government	9%	(12)	16%	(22)	7%	(10)	2%	(3)	17%	(24)	48%	(65)	136
Employ: Self-Employed	11%	(18)	9%	(15)	5%	(8)	4%	(6)	10%	(17)	61%	(102)	166
Employ: Homemaker	5%	(10)	7%	(13)	3%	(7)	2%	(4)	13%	(25)	70%	(132)	190
Employ: Student	10%	(6)	7%	(4)	7%	(4)	7%	(4)	7%	(5)	62%	(39)	62
Employ: Retired	3%	(19)	9%	(51)	1%	(7)	—	(2)	13%	(71)	74%	(414)	563
Employ: Unemployed	4%	(11)	8%	(23)	4%	(12)	4%	(13)	13%	(38)	68%	(204)	301
Employ: Other	6%	(8)	9%	(12)	7%	(9)	3%	(4)	13%	(18)	63%	(86)	137
Military HH: Yes	7%	(19)	13%	(36)	2%	(7)	1%	(2)	9%	(26)	68%	(194)	283
Military HH: No	7%	(138)	11%	(206)	4%	(82)	3%	(60)	14%	(268)	61%	(1173)	1927
RD/WT: Right Direction	12%	(77)	16%	(107)	5%	(36)	3%	(20)	11%	(74)	53%	(353)	666
RD/WT: Wrong Track	5%	(79)	9%	(136)	3%	(53)	3%	(41)	14%	(220)	66%	(1014)	1544
Biden Job Approve	9%	(87)	14%	(133)	4%	(41)	3%	(29)	12%	(115)	58%	(565)	970
Biden Job Disapprove	6%	(64)	9%	(107)	4%	(45)	3%	(31)	15%	(167)	64%	(730)	1144

Table MCFE24_28: *Do you have a favorable or unfavorable opinion of the following people?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Sydney Crosby

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	7%	(156)	11%	(243)	4%	(89)	3%	(61)	13%	(294)	62%	(1367)	2210
Biden Job Strongly Approve	12%	(53)	15%	(65)	5%	(22)	3%	(12)	11%	(47)	54%	(233)	433
Biden Job Somewhat Approve	6%	(34)	13%	(69)	4%	(19)	3%	(17)	13%	(67)	62%	(332)	537
Biden Job Somewhat Disapprove	6%	(21)	8%	(26)	5%	(17)	2%	(7)	19%	(64)	60%	(204)	339
Biden Job Strongly Disapprove	5%	(42)	10%	(81)	3%	(28)	3%	(24)	13%	(103)	65%	(526)	805
Favorable of Biden	9%	(88)	14%	(133)	3%	(33)	2%	(20)	12%	(118)	60%	(577)	969
Unfavorable of Biden	6%	(65)	9%	(107)	4%	(50)	3%	(37)	14%	(158)	63%	(716)	1134
Very Favorable of Biden	12%	(59)	15%	(71)	4%	(18)	3%	(13)	11%	(52)	56%	(270)	482
Somewhat Favorable of Biden	6%	(30)	13%	(63)	3%	(15)	1%	(7)	14%	(66)	63%	(307)	487
Somewhat Unfavorable of Biden	6%	(17)	7%	(22)	5%	(15)	3%	(8)	18%	(53)	62%	(184)	299
Very Unfavorable of Biden	6%	(49)	10%	(85)	4%	(36)	3%	(29)	13%	(105)	64%	(532)	835
#1 Issue: Economy	8%	(73)	13%	(121)	4%	(35)	2%	(21)	14%	(128)	59%	(535)	913
#1 Issue: Security	5%	(12)	10%	(24)	7%	(18)	3%	(7)	9%	(23)	66%	(160)	243
#1 Issue: Health Care	9%	(15)	14%	(23)	5%	(8)	2%	(3)	17%	(29)	54%	(92)	170
#1 Issue: Medicare / Social Security	5%	(12)	11%	(30)	1%	(2)	—	(1)	15%	(40)	68%	(181)	266
#1 Issue: Women's Issues	7%	(22)	5%	(14)	4%	(13)	7%	(22)	11%	(34)	66%	(206)	311
#1 Issue: Education	16%	(10)	17%	(10)	11%	(7)	6%	(3)	9%	(5)	41%	(24)	59
#1 Issue: Energy	7%	(9)	11%	(14)	4%	(6)	2%	(3)	15%	(20)	61%	(82)	134
#1 Issue: Other	3%	(4)	6%	(6)	1%	(1)	1%	(2)	12%	(14)	76%	(88)	115
2020 Vote: Joe Biden	9%	(82)	14%	(130)	4%	(39)	3%	(25)	14%	(131)	57%	(538)	945
2020 Vote: Donald Trump	7%	(53)	12%	(91)	4%	(30)	3%	(20)	13%	(97)	61%	(450)	740
2020 Vote: Other	8%	(5)	10%	(7)	2%	(2)	3%	(2)	14%	(9)	62%	(42)	67
2020 Vote: Didn't Vote	4%	(17)	3%	(15)	4%	(19)	3%	(14)	12%	(57)	74%	(338)	459
2018 House Vote: Democrat	10%	(75)	14%	(109)	4%	(29)	3%	(22)	14%	(103)	55%	(417)	755
2018 House Vote: Republican	7%	(39)	13%	(75)	3%	(19)	3%	(15)	13%	(79)	62%	(363)	589
2018 House Vote: Someone else	11%	(5)	11%	(5)	3%	(2)	—	(0)	8%	(4)	68%	(33)	50
2016 Vote: Hillary Clinton	9%	(62)	14%	(99)	4%	(24)	3%	(19)	13%	(93)	57%	(398)	695
2016 Vote: Donald Trump	8%	(54)	13%	(87)	2%	(12)	3%	(20)	12%	(82)	61%	(400)	656
2016 Vote: Other	6%	(5)	12%	(10)	1%	(1)	—	(0)	14%	(12)	66%	(57)	86
2016 Vote: Didn't Vote	4%	(32)	6%	(46)	7%	(50)	3%	(22)	14%	(105)	67%	(509)	765

Table MCFE24_28: *Do you have a favorable or unfavorable opinion of the following people?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Sydney Crosby

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	7%	(156)	11%	(243)	4%	(89)	3%	(61)	13%	(294)	62%	(1367)	2210
Voted in 2014: Yes	9%	(105)	14%	(172)	2%	(26)	2%	(30)	12%	(146)	61%	(747)	1227
Voted in 2014: No	5%	(51)	7%	(71)	6%	(63)	3%	(31)	15%	(147)	63%	(620)	983
4-Region: Northeast	10%	(40)	12%	(45)	5%	(19)	3%	(13)	15%	(58)	54%	(207)	383
4-Region: Midwest	7%	(30)	10%	(44)	3%	(14)	3%	(12)	14%	(65)	64%	(292)	456
4-Region: South	6%	(53)	10%	(88)	3%	(29)	3%	(26)	13%	(106)	64%	(542)	844
4-Region: West	6%	(33)	13%	(66)	5%	(26)	2%	(10)	12%	(64)	62%	(327)	527
TikTok Users	9%	(73)	13%	(101)	5%	(42)	4%	(34)	12%	(92)	57%	(451)	793
Twitch Users	10%	(21)	21%	(45)	7%	(14)	7%	(15)	13%	(28)	43%	(93)	216
2022 Sports Viewers/Attendees	9%	(135)	15%	(224)	5%	(79)	3%	(50)	15%	(218)	52%	(768)	1475
Monthly Moviegoers	14%	(45)	24%	(77)	9%	(29)	6%	(19)	13%	(41)	34%	(109)	320
Few Times per Year + Moviegoers	10%	(93)	17%	(157)	6%	(53)	5%	(42)	14%	(130)	48%	(445)	920
Heard Smile Campaign	13%	(70)	21%	(117)	8%	(45)	5%	(27)	14%	(79)	39%	(213)	551
Heard Minion Campaign	13%	(70)	18%	(99)	8%	(42)	5%	(28)	15%	(79)	41%	(222)	540
Listens to Podcasts	10%	(109)	16%	(180)	6%	(62)	4%	(44)	15%	(167)	50%	(568)	1132
Streaming Services User	8%	(138)	12%	(215)	5%	(82)	3%	(57)	14%	(251)	58%	(1030)	1773
Netflix User	8%	(122)	13%	(187)	5%	(76)	4%	(53)	14%	(207)	56%	(829)	1474
Disney+ User	9%	(89)	14%	(138)	7%	(67)	4%	(43)	15%	(144)	51%	(504)	984
Heterosexual or straight	7%	(147)	11%	(226)	4%	(83)	3%	(53)	13%	(259)	61%	(1204)	1971
Gay	2%	(1)	6%	(4)	2%	(2)	—	(0)	23%	(16)	67%	(45)	68
Bisexual	5%	(4)	8%	(7)	—	(0)	3%	(2)	18%	(16)	67%	(59)	88
Yes	11%	(8)	10%	(7)	7%	(5)	4%	(3)	10%	(7)	57%	(40)	70
No	7%	(149)	11%	(235)	4%	(84)	3%	(58)	13%	(287)	62%	(1327)	2140

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

Table MCFE25_1: *Do you have a favorable or unfavorable opinion of the following film studios/distributors?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Warner Bros.

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	38%	(833)	36%	(797)	4%	(89)	3%	(58)	16%	(343)	4%	(90)	2210
Gender: Male	38%	(409)	37%	(396)	4%	(41)	3%	(30)	14%	(155)	3%	(37)	1068
Gender: Female	37%	(424)	35%	(401)	4%	(48)	2%	(28)	17%	(189)	5%	(53)	1142
Age: 18-34	40%	(257)	30%	(195)	6%	(37)	5%	(29)	13%	(84)	6%	(41)	642
Age: 35-44	38%	(139)	37%	(136)	5%	(17)	1%	(3)	16%	(57)	3%	(12)	365
Age: 45-64	41%	(295)	35%	(247)	3%	(20)	2%	(14)	15%	(104)	5%	(34)	714
Age: 65+	29%	(143)	45%	(219)	3%	(15)	2%	(12)	20%	(98)	—	(2)	489
GenZers: 1997-2012	37%	(96)	29%	(75)	5%	(12)	7%	(18)	10%	(26)	11%	(29)	256
Millennials: 1981-1996	40%	(259)	35%	(230)	6%	(37)	2%	(14)	14%	(92)	3%	(20)	653
GenXers: 1965-1980	44%	(245)	32%	(176)	3%	(19)	1%	(6)	14%	(80)	5%	(30)	555
Baby Boomers: 1946-1964	31%	(206)	43%	(289)	3%	(19)	3%	(19)	19%	(129)	2%	(11)	673
PID: Dem (no lean)	45%	(385)	33%	(285)	4%	(35)	2%	(18)	13%	(110)	3%	(27)	860
PID: Ind (no lean)	31%	(206)	39%	(261)	4%	(25)	2%	(16)	19%	(130)	5%	(36)	674
PID: Rep (no lean)	36%	(242)	37%	(251)	4%	(29)	4%	(24)	15%	(104)	4%	(27)	676
PID/Gender: Dem Men	48%	(189)	33%	(131)	4%	(15)	2%	(9)	11%	(43)	2%	(7)	394
PID/Gender: Dem Women	42%	(196)	33%	(154)	4%	(19)	2%	(9)	14%	(67)	4%	(20)	465
PID/Gender: Ind Men	28%	(97)	41%	(143)	4%	(12)	3%	(9)	19%	(67)	5%	(18)	345
PID/Gender: Ind Women	33%	(110)	36%	(119)	4%	(13)	2%	(7)	19%	(63)	5%	(18)	329
PID/Gender: Rep Men	38%	(124)	37%	(122)	4%	(13)	4%	(13)	14%	(45)	3%	(11)	328
PID/Gender: Rep Women	34%	(118)	37%	(128)	5%	(16)	3%	(11)	17%	(59)	4%	(15)	348
Ideo: Liberal (1-3)	42%	(276)	36%	(237)	5%	(30)	3%	(19)	12%	(77)	3%	(17)	656
Ideo: Moderate (4)	38%	(285)	34%	(259)	4%	(29)	2%	(14)	18%	(133)	4%	(31)	751
Ideo: Conservative (5-7)	34%	(226)	40%	(264)	4%	(29)	3%	(21)	16%	(107)	3%	(19)	666
Educ: < College	41%	(584)	32%	(467)	4%	(56)	3%	(37)	16%	(227)	5%	(66)	1437
Educ: Bachelors degree	30%	(148)	45%	(220)	4%	(21)	2%	(12)	14%	(69)	4%	(20)	491
Educ: Post-grad	36%	(100)	39%	(111)	4%	(11)	3%	(9)	16%	(47)	2%	(5)	282
Income: Under 50k	38%	(487)	35%	(449)	4%	(45)	2%	(27)	16%	(197)	5%	(66)	1271
Income: 50k-100k	37%	(246)	36%	(235)	5%	(30)	4%	(23)	15%	(101)	3%	(21)	656
Income: 100k+	36%	(100)	40%	(113)	5%	(14)	3%	(8)	16%	(45)	1%	(2)	283
Ethnicity: White	35%	(607)	38%	(642)	4%	(70)	3%	(46)	17%	(285)	4%	(62)	1711

Table MCFE25_1: *Do you have a favorable or unfavorable opinion of the following film studios/distributors?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Warner Bros.

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	38%	(833)	36%	(797)	4%	(89)	3%	(58)	16%	(343)	4%	(90)	2210
Ethnicity: Hispanic	45%	(169)	28%	(106)	5%	(19)	2%	(8)	13%	(47)	7%	(25)	374
Ethnicity: Black	54%	(151)	27%	(76)	4%	(12)	2%	(6)	9%	(24)	4%	(12)	282
Ethnicity: Other	34%	(75)	36%	(79)	3%	(7)	3%	(6)	16%	(34)	8%	(17)	217
All Christian	37%	(380)	39%	(396)	5%	(47)	3%	(32)	15%	(151)	2%	(23)	1029
All Non-Christian	33%	(43)	26%	(34)	4%	(6)	3%	(4)	21%	(27)	12%	(15)	129
Atheist	42%	(42)	32%	(31)	3%	(3)	4%	(4)	14%	(14)	5%	(5)	99
Agnostic/Nothing in particular	32%	(191)	37%	(220)	4%	(22)	2%	(13)	19%	(109)	6%	(33)	587
Something Else	49%	(178)	32%	(116)	3%	(11)	2%	(6)	11%	(42)	4%	(13)	365
Religious Non-Protestant/Catholic	32%	(49)	30%	(46)	7%	(11)	3%	(4)	19%	(29)	10%	(15)	154
Evangelical	44%	(247)	35%	(193)	3%	(14)	3%	(15)	13%	(74)	3%	(15)	558
Non-Evangelical	38%	(298)	38%	(298)	5%	(38)	3%	(23)	15%	(115)	2%	(19)	792
Community: Urban	43%	(271)	33%	(208)	5%	(30)	3%	(22)	12%	(78)	4%	(28)	638
Community: Suburban	34%	(344)	40%	(402)	4%	(45)	2%	(23)	17%	(168)	3%	(32)	1014
Community: Rural	39%	(218)	33%	(186)	2%	(14)	2%	(13)	17%	(97)	5%	(29)	558
Employ: Private Sector	42%	(272)	35%	(226)	5%	(32)	3%	(19)	13%	(85)	3%	(19)	654
Employ: Government	46%	(63)	32%	(44)	3%	(3)	4%	(5)	10%	(13)	6%	(8)	136
Employ: Self-Employed	42%	(69)	34%	(57)	2%	(4)	4%	(7)	15%	(25)	3%	(4)	166
Employ: Homemaker	30%	(58)	37%	(71)	7%	(14)	2%	(3)	21%	(41)	2%	(4)	190
Employ: Student	43%	(27)	27%	(17)	9%	(5)	1%	(0)	12%	(8)	8%	(5)	62
Employ: Retired	30%	(170)	43%	(242)	3%	(17)	3%	(14)	19%	(105)	3%	(15)	563
Employ: Unemployed	37%	(111)	28%	(86)	3%	(10)	3%	(8)	19%	(57)	10%	(30)	301
Employ: Other	45%	(62)	39%	(54)	3%	(4)	1%	(2)	8%	(11)	4%	(5)	137
Military HH: Yes	37%	(106)	40%	(112)	3%	(10)	3%	(9)	14%	(40)	2%	(7)	283
Military HH: No	38%	(727)	36%	(684)	4%	(79)	3%	(50)	16%	(303)	4%	(83)	1927
RD/WT: Right Direction	46%	(308)	31%	(209)	4%	(30)	2%	(13)	11%	(75)	5%	(32)	666
RD/WT: Wrong Track	34%	(525)	38%	(588)	4%	(59)	3%	(45)	17%	(268)	4%	(58)	1544
Biden Job Approve	44%	(424)	35%	(337)	4%	(39)	2%	(21)	11%	(110)	4%	(38)	970
Biden Job Disapprove	33%	(382)	38%	(438)	4%	(47)	3%	(36)	18%	(203)	3%	(38)	1144

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Table MCFE25_1: *Do you have a favorable or unfavorable opinion of the following film studios/distributors?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Warner Bros.

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	38%	(833)	36%	(797)	4%	(89)	3%	(58)	16%	(343)	4%	(90)	2210
Biden Job Strongly Approve	54%	(232)	28%	(122)	3%	(14)	2%	(7)	8%	(36)	5%	(20)	433
Biden Job Somewhat Approve	36%	(191)	40%	(215)	5%	(25)	3%	(14)	14%	(74)	3%	(18)	537
Biden Job Somewhat Disapprove	31%	(107)	45%	(151)	4%	(13)	2%	(8)	16%	(53)	2%	(8)	339
Biden Job Strongly Disapprove	34%	(275)	36%	(287)	4%	(34)	3%	(28)	19%	(151)	4%	(30)	805
Favorable of Biden	45%	(433)	35%	(340)	4%	(34)	2%	(15)	12%	(112)	4%	(35)	969
Unfavorable of Biden	34%	(383)	38%	(430)	4%	(50)	3%	(37)	17%	(194)	4%	(40)	1134
Very Favorable of Biden	55%	(266)	26%	(128)	3%	(16)	2%	(9)	9%	(45)	4%	(18)	482
Somewhat Favorable of Biden	34%	(167)	44%	(212)	4%	(18)	1%	(6)	14%	(67)	3%	(17)	487
Somewhat Unfavorable of Biden	33%	(98)	45%	(133)	4%	(13)	3%	(9)	13%	(38)	3%	(8)	299
Very Unfavorable of Biden	34%	(285)	35%	(296)	4%	(37)	3%	(28)	19%	(156)	4%	(32)	835
#1 Issue: Economy	39%	(352)	37%	(336)	4%	(36)	3%	(23)	14%	(126)	4%	(39)	913
#1 Issue: Security	29%	(71)	36%	(86)	4%	(9)	6%	(14)	21%	(52)	4%	(10)	243
#1 Issue: Health Care	40%	(67)	36%	(62)	5%	(8)	2%	(4)	14%	(24)	3%	(4)	170
#1 Issue: Medicare / Social Security	38%	(102)	41%	(108)	1%	(4)	—	(1)	14%	(38)	5%	(12)	266
#1 Issue: Women's Issues	42%	(131)	32%	(100)	4%	(13)	3%	(9)	12%	(39)	6%	(20)	311
#1 Issue: Education	42%	(25)	37%	(22)	8%	(5)	3%	(2)	10%	(6)	—	(0)	59
#1 Issue: Energy	36%	(49)	35%	(47)	5%	(6)	2%	(3)	18%	(24)	3%	(4)	134
#1 Issue: Other	31%	(35)	31%	(35)	6%	(7)	1%	(2)	30%	(34)	1%	(1)	115
2020 Vote: Joe Biden	43%	(403)	35%	(327)	4%	(38)	2%	(21)	13%	(125)	3%	(31)	945
2020 Vote: Donald Trump	34%	(249)	38%	(285)	4%	(31)	4%	(28)	17%	(125)	3%	(22)	740
2020 Vote: Other	19%	(12)	44%	(30)	5%	(3)	3%	(2)	25%	(17)	4%	(3)	67
2020 Vote: Didn't Vote	37%	(168)	34%	(156)	4%	(16)	2%	(7)	17%	(76)	8%	(35)	459
2018 House Vote: Democrat	46%	(345)	35%	(262)	3%	(24)	2%	(18)	11%	(87)	3%	(19)	755
2018 House Vote: Republican	33%	(196)	38%	(224)	4%	(24)	4%	(25)	18%	(104)	3%	(16)	589
2018 House Vote: Someone else	26%	(13)	32%	(16)	5%	(2)	5%	(3)	28%	(14)	4%	(2)	50
2016 Vote: Hillary Clinton	46%	(320)	33%	(231)	4%	(27)	2%	(17)	12%	(81)	3%	(18)	695
2016 Vote: Donald Trump	33%	(217)	40%	(263)	5%	(30)	3%	(17)	17%	(112)	2%	(16)	656
2016 Vote: Other	23%	(20)	39%	(34)	3%	(2)	4%	(3)	28%	(24)	4%	(3)	86
2016 Vote: Didn't Vote	35%	(271)	35%	(267)	4%	(30)	2%	(18)	16%	(126)	7%	(53)	765

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Table MCFE25_1: *Do you have a favorable or unfavorable opinion of the following film studios/distributors?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Warner Bros.

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	38%	(833)	36%	(797)	4%	(89)	3%	(58)	16%	(343)	4%	(90)	2210
Voted in 2014: Yes	40%	(487)	37%	(449)	4%	(44)	3%	(34)	15%	(181)	3%	(32)	1227
Voted in 2014: No	35%	(346)	35%	(348)	5%	(45)	2%	(24)	17%	(162)	6%	(58)	983
4-Region: Northeast	37%	(141)	36%	(137)	4%	(15)	2%	(9)	17%	(64)	4%	(16)	383
4-Region: Midwest	35%	(160)	39%	(179)	5%	(21)	3%	(14)	16%	(72)	2%	(11)	456
4-Region: South	38%	(323)	36%	(303)	4%	(37)	2%	(19)	15%	(127)	4%	(36)	844
4-Region: West	40%	(208)	34%	(178)	3%	(15)	3%	(16)	15%	(81)	5%	(28)	527
TikTok Users	48%	(381)	31%	(243)	5%	(37)	3%	(24)	10%	(78)	4%	(31)	793
Twitch Users	49%	(105)	33%	(71)	5%	(11)	3%	(7)	9%	(18)	2%	(4)	216
2022 Sports Viewers/Attendees	41%	(600)	39%	(569)	4%	(63)	3%	(38)	13%	(188)	1%	(17)	1475
Monthly Moviegoers	51%	(162)	31%	(98)	4%	(14)	4%	(13)	7%	(23)	3%	(11)	320
Few Times per Year + Moviegoers	45%	(419)	36%	(328)	5%	(50)	2%	(22)	9%	(80)	2%	(21)	920
Heard Smile Campaign	51%	(279)	29%	(161)	6%	(33)	3%	(17)	8%	(42)	3%	(19)	551
Heard Minion Campaign	51%	(275)	31%	(168)	5%	(28)	3%	(16)	7%	(38)	3%	(16)	540
Listens to Podcasts	42%	(476)	36%	(412)	5%	(57)	3%	(31)	11%	(129)	2%	(28)	1132
Streaming Services User	41%	(723)	36%	(645)	5%	(82)	2%	(44)	13%	(232)	3%	(46)	1773
Netflix User	43%	(630)	34%	(507)	5%	(71)	2%	(35)	12%	(183)	3%	(49)	1474
Disney+ User	45%	(438)	35%	(344)	5%	(48)	3%	(31)	10%	(94)	3%	(29)	984
Heterosexual or straight	38%	(743)	37%	(724)	4%	(72)	3%	(51)	15%	(305)	4%	(76)	1971
Gay	44%	(30)	30%	(21)	6%	(4)	5%	(3)	15%	(10)	—	(0)	68
Bisexual	42%	(37)	28%	(24)	8%	(7)	1%	(1)	18%	(16)	3%	(3)	88
Yes	44%	(31)	20%	(14)	7%	(5)	8%	(6)	15%	(10)	7%	(5)	70
No	37%	(802)	37%	(783)	4%	(84)	2%	(53)	16%	(333)	4%	(85)	2140

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

Table MCFE25_2: *Do you have a favorable or unfavorable opinion of the following film studios/distributors?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Paramount Pictures

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	35%	(769)	38%	(841)	4%	(78)	3%	(55)	17%	(366)	5%	(100)	2210
Gender: Male	33%	(354)	40%	(430)	4%	(38)	3%	(28)	16%	(169)	5%	(48)	1068
Gender: Female	36%	(415)	36%	(411)	3%	(40)	2%	(27)	17%	(197)	5%	(52)	1142
Age: 18-34	36%	(232)	33%	(213)	5%	(34)	3%	(21)	14%	(93)	8%	(49)	642
Age: 35-44	31%	(112)	41%	(148)	4%	(16)	1%	(4)	20%	(72)	4%	(13)	365
Age: 45-64	40%	(284)	36%	(260)	2%	(14)	3%	(19)	14%	(103)	5%	(34)	714
Age: 65+	29%	(141)	45%	(220)	3%	(13)	3%	(13)	20%	(99)	1%	(4)	489
GenZers: 1997-2012	32%	(82)	32%	(81)	5%	(14)	5%	(13)	14%	(37)	11%	(29)	256
Millennials: 1981-1996	35%	(230)	38%	(246)	5%	(34)	2%	(11)	16%	(103)	5%	(30)	653
GenXers: 1965-1980	42%	(231)	34%	(191)	2%	(10)	2%	(9)	16%	(86)	5%	(27)	555
Baby Boomers: 1946-1964	30%	(199)	44%	(298)	2%	(16)	3%	(21)	19%	(126)	2%	(13)	673
PID: Dem (no lean)	39%	(339)	38%	(325)	4%	(34)	2%	(16)	13%	(115)	4%	(30)	860
PID: Ind (no lean)	31%	(210)	39%	(261)	3%	(18)	2%	(16)	20%	(134)	5%	(36)	674
PID: Rep (no lean)	33%	(220)	38%	(255)	4%	(26)	3%	(23)	17%	(118)	5%	(34)	676
PID/Gender: Dem Men	40%	(156)	39%	(155)	4%	(16)	2%	(6)	12%	(49)	3%	(12)	394
PID/Gender: Dem Women	39%	(183)	37%	(170)	4%	(18)	2%	(10)	14%	(66)	4%	(18)	465
PID/Gender: Ind Men	29%	(101)	40%	(137)	3%	(10)	3%	(10)	20%	(68)	6%	(19)	345
PID/Gender: Ind Women	33%	(109)	38%	(124)	2%	(8)	2%	(7)	20%	(65)	5%	(16)	329
PID/Gender: Rep Men	30%	(97)	42%	(138)	4%	(12)	4%	(13)	16%	(52)	5%	(16)	328
PID/Gender: Rep Women	35%	(123)	34%	(117)	4%	(14)	3%	(10)	19%	(66)	5%	(18)	348
Ideo: Liberal (1-3)	39%	(256)	40%	(260)	4%	(24)	2%	(13)	13%	(85)	3%	(18)	656
Ideo: Moderate (4)	34%	(257)	37%	(281)	3%	(25)	2%	(15)	18%	(135)	5%	(38)	751
Ideo: Conservative (5-7)	32%	(212)	41%	(270)	4%	(25)	4%	(25)	17%	(113)	3%	(21)	666
Educ: < College	37%	(535)	35%	(501)	3%	(47)	3%	(39)	17%	(239)	5%	(77)	1437
Educ: Bachelors degree	30%	(147)	46%	(225)	3%	(14)	2%	(10)	16%	(79)	3%	(16)	491
Educ: Post-grad	31%	(88)	41%	(115)	6%	(17)	2%	(6)	17%	(49)	3%	(8)	282
Income: Under 50k	36%	(453)	37%	(469)	3%	(39)	3%	(33)	16%	(206)	6%	(71)	1271
Income: 50k-100k	34%	(221)	39%	(258)	4%	(25)	2%	(14)	17%	(114)	4%	(23)	656
Income: 100k+	34%	(95)	40%	(114)	5%	(13)	3%	(8)	16%	(46)	2%	(6)	283
Ethnicity: White	33%	(562)	40%	(687)	3%	(54)	3%	(46)	18%	(301)	4%	(61)	1711

Table MCFE25_2: *Do you have a favorable or unfavorable opinion of the following film studios/distributors?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Paramount Pictures

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	35%	(769)	38%	(841)	4%	(78)	3%	(55)	17%	(366)	5%	(100)	2210
Ethnicity: Hispanic	40%	(149)	31%	(115)	4%	(14)	2%	(8)	15%	(56)	8%	(31)	374
Ethnicity: Black	47%	(134)	28%	(80)	5%	(15)	2%	(7)	10%	(28)	7%	(19)	282
Ethnicity: Other	34%	(73)	34%	(74)	4%	(10)	1%	(2)	17%	(37)	10%	(21)	217
All Christian	34%	(352)	40%	(412)	4%	(40)	3%	(33)	16%	(166)	3%	(26)	1029
All Non-Christian	37%	(48)	25%	(33)	6%	(8)	3%	(4)	18%	(23)	10%	(13)	129
Atheist	29%	(29)	46%	(46)	1%	(1)	5%	(5)	12%	(12)	6%	(6)	99
Agnostic/Nothing in particular	29%	(169)	40%	(233)	3%	(15)	1%	(8)	21%	(122)	7%	(40)	587
Something Else	47%	(171)	32%	(117)	4%	(13)	1%	(5)	12%	(43)	4%	(16)	365
Religious Non-Protestant/Catholic	36%	(56)	29%	(45)	6%	(9)	3%	(4)	18%	(27)	8%	(13)	154
Evangelical	41%	(227)	36%	(202)	3%	(19)	3%	(17)	13%	(74)	4%	(20)	558
Non-Evangelical	36%	(284)	39%	(305)	4%	(33)	3%	(21)	16%	(128)	3%	(20)	792
Community: Urban	37%	(238)	36%	(231)	4%	(28)	2%	(16)	15%	(95)	5%	(29)	638
Community: Suburban	33%	(334)	41%	(411)	3%	(28)	3%	(26)	17%	(177)	4%	(39)	1014
Community: Rural	35%	(197)	36%	(199)	4%	(22)	3%	(14)	17%	(95)	6%	(32)	558
Employ: Private Sector	37%	(240)	40%	(264)	3%	(22)	3%	(18)	15%	(97)	2%	(13)	654
Employ: Government	42%	(57)	33%	(45)	3%	(5)	1%	(2)	11%	(15)	10%	(14)	136
Employ: Self-Employed	40%	(67)	35%	(58)	6%	(9)	2%	(3)	13%	(22)	4%	(7)	166
Employ: Homemaker	33%	(63)	38%	(72)	4%	(7)	1%	(2)	20%	(38)	3%	(7)	190
Employ: Student	37%	(23)	29%	(18)	5%	(3)	2%	(1)	18%	(11)	9%	(6)	62
Employ: Retired	29%	(162)	43%	(244)	3%	(17)	3%	(17)	19%	(106)	3%	(17)	563
Employ: Unemployed	35%	(106)	28%	(84)	4%	(13)	3%	(8)	19%	(56)	11%	(34)	301
Employ: Other	37%	(51)	41%	(56)	1%	(1)	3%	(4)	15%	(21)	3%	(4)	137
Military HH: Yes	35%	(100)	42%	(119)	2%	(7)	3%	(7)	16%	(45)	2%	(5)	283
Military HH: No	35%	(669)	37%	(722)	4%	(71)	2%	(48)	17%	(322)	5%	(95)	1927
RD/WT: Right Direction	42%	(279)	36%	(239)	4%	(28)	2%	(14)	12%	(77)	4%	(28)	666
RD/WT: Wrong Track	32%	(489)	39%	(602)	3%	(50)	3%	(42)	19%	(289)	5%	(72)	1544
Biden Job Approve	39%	(383)	39%	(378)	4%	(39)	1%	(13)	12%	(121)	4%	(37)	970
Biden Job Disapprove	32%	(365)	38%	(437)	3%	(37)	4%	(42)	19%	(215)	4%	(47)	1144

Continued on next page

Table MCFE25_2: *Do you have a favorable or unfavorable opinion of the following film studios/distributors?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Paramount Pictures

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	35%	(769)	38%	(841)	4%	(78)	3%	(55)	17%	(366)	5%	(100)	2210
Biden Job Strongly Approve	48%	(210)	34%	(148)	3%	(14)	1%	(6)	8%	(35)	4%	(19)	433
Biden Job Somewhat Approve	32%	(173)	43%	(230)	5%	(25)	1%	(7)	16%	(86)	3%	(17)	537
Biden Job Somewhat Disapprove	32%	(110)	40%	(137)	4%	(14)	2%	(8)	16%	(54)	5%	(17)	339
Biden Job Strongly Disapprove	32%	(256)	37%	(301)	3%	(24)	4%	(34)	20%	(162)	4%	(30)	805
Favorable of Biden	41%	(393)	40%	(386)	3%	(29)	1%	(12)	12%	(117)	3%	(31)	969
Unfavorable of Biden	31%	(357)	38%	(430)	4%	(45)	3%	(39)	19%	(214)	4%	(49)	1134
Very Favorable of Biden	52%	(248)	31%	(151)	2%	(11)	2%	(8)	9%	(45)	4%	(18)	482
Somewhat Favorable of Biden	30%	(144)	48%	(235)	4%	(18)	1%	(5)	15%	(72)	3%	(12)	487
Somewhat Unfavorable of Biden	31%	(92)	43%	(127)	5%	(15)	2%	(7)	14%	(42)	5%	(15)	299
Very Unfavorable of Biden	32%	(264)	36%	(303)	4%	(30)	4%	(32)	21%	(172)	4%	(34)	835
#1 Issue: Economy	34%	(314)	40%	(367)	3%	(30)	3%	(24)	15%	(136)	5%	(42)	913
#1 Issue: Security	31%	(74)	35%	(86)	3%	(7)	7%	(16)	21%	(50)	4%	(10)	243
#1 Issue: Health Care	41%	(70)	38%	(64)	3%	(5)	1%	(2)	13%	(23)	4%	(6)	170
#1 Issue: Medicare / Social Security	35%	(94)	41%	(110)	3%	(7)	1%	(2)	16%	(44)	4%	(10)	266
#1 Issue: Women's Issues	36%	(112)	34%	(107)	4%	(14)	2%	(6)	16%	(49)	7%	(23)	311
#1 Issue: Education	39%	(23)	38%	(22)	4%	(2)	4%	(2)	12%	(7)	2%	(1)	59
#1 Issue: Energy	35%	(47)	34%	(46)	5%	(7)	2%	(2)	19%	(25)	5%	(6)	134
#1 Issue: Other	30%	(35)	34%	(39)	5%	(6)	1%	(1)	28%	(32)	2%	(2)	115
2020 Vote: Joe Biden	38%	(359)	39%	(369)	4%	(36)	1%	(13)	15%	(138)	3%	(30)	945
2020 Vote: Donald Trump	33%	(247)	38%	(280)	3%	(25)	3%	(25)	19%	(140)	3%	(23)	740
2020 Vote: Other	19%	(13)	46%	(31)	5%	(3)	4%	(3)	23%	(15)	3%	(2)	67
2020 Vote: Didn't Vote	33%	(150)	35%	(162)	3%	(13)	3%	(15)	16%	(73)	10%	(45)	459
2018 House Vote: Democrat	40%	(305)	38%	(287)	4%	(31)	1%	(10)	13%	(100)	3%	(22)	755
2018 House Vote: Republican	31%	(185)	39%	(229)	3%	(20)	4%	(22)	19%	(115)	3%	(18)	589
2018 House Vote: Someone else	25%	(12)	38%	(19)	6%	(3)	5%	(3)	25%	(12)	—	(0)	50
2016 Vote: Hillary Clinton	40%	(278)	38%	(261)	4%	(28)	2%	(15)	13%	(94)	3%	(19)	695
2016 Vote: Donald Trump	32%	(213)	40%	(265)	3%	(22)	3%	(18)	18%	(120)	3%	(17)	656
2016 Vote: Other	18%	(15)	45%	(39)	5%	(4)	3%	(3)	22%	(19)	7%	(6)	86
2016 Vote: Didn't Vote	34%	(258)	36%	(274)	3%	(22)	3%	(20)	18%	(134)	7%	(56)	765

Table MCFE25_2: *Do you have a favorable or unfavorable opinion of the following film studios/distributors?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Paramount Pictures

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	35%	(769)	38%	(841)	4%	(78)	3%	(55)	17%	(366)	5%	(100)	2210
Voted in 2014: Yes	36%	(446)	39%	(476)	4%	(48)	2%	(29)	16%	(191)	3%	(37)	1227
Voted in 2014: No	33%	(323)	37%	(365)	3%	(30)	3%	(27)	18%	(175)	6%	(63)	983
4-Region: Northeast	34%	(130)	36%	(136)	4%	(17)	2%	(7)	18%	(70)	6%	(22)	383
4-Region: Midwest	34%	(155)	39%	(177)	4%	(16)	3%	(12)	17%	(78)	4%	(18)	456
4-Region: South	35%	(296)	38%	(324)	4%	(35)	2%	(20)	16%	(136)	4%	(33)	844
4-Region: West	35%	(187)	39%	(204)	2%	(10)	3%	(16)	16%	(82)	5%	(28)	527
TikTok Users	44%	(351)	33%	(263)	4%	(32)	2%	(14)	12%	(93)	5%	(40)	793
Twitch Users	42%	(90)	36%	(78)	5%	(10)	2%	(5)	11%	(24)	4%	(8)	216
2022 Sports Viewers/Attendees	37%	(539)	41%	(599)	4%	(55)	2%	(34)	15%	(218)	2%	(31)	1475
Monthly Moviegoers	48%	(152)	36%	(114)	4%	(14)	2%	(6)	8%	(25)	3%	(9)	320
Few Times per Year + Moviegoers	42%	(385)	39%	(362)	5%	(45)	2%	(14)	10%	(91)	2%	(23)	920
Heard Smile Campaign	46%	(254)	32%	(177)	5%	(26)	2%	(13)	10%	(54)	5%	(26)	551
Heard Minion Campaign	48%	(259)	34%	(183)	4%	(21)	2%	(10)	9%	(46)	4%	(21)	540
Listens to Podcasts	39%	(440)	38%	(429)	5%	(51)	3%	(29)	13%	(146)	3%	(36)	1132
Streaming Services User	38%	(670)	39%	(687)	4%	(67)	2%	(39)	15%	(260)	3%	(50)	1773
Netflix User	39%	(577)	37%	(550)	4%	(59)	2%	(28)	13%	(196)	4%	(64)	1474
Disney+ User	41%	(404)	37%	(368)	4%	(39)	2%	(25)	12%	(116)	3%	(32)	984
Heterosexual or straight	35%	(681)	39%	(763)	3%	(66)	3%	(52)	17%	(325)	4%	(84)	1971
Gay	39%	(26)	33%	(22)	6%	(4)	3%	(2)	18%	(12)	2%	(1)	68
Bisexual	39%	(35)	32%	(28)	6%	(6)	—	(0)	19%	(17)	4%	(3)	88
Yes	48%	(34)	19%	(13)	8%	(6)	2%	(1)	19%	(14)	3%	(2)	70
No	34%	(735)	39%	(828)	3%	(72)	3%	(54)	16%	(353)	5%	(98)	2140

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

Table MCFE25_3: *Do you have a favorable or unfavorable opinion of the following film studios/distributors?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Universal Pictures

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	36%	(786)	37%	(823)	3%	(73)	2%	(55)	16%	(358)	5%	(114)	2210
Gender: Male	35%	(378)	38%	(411)	3%	(37)	3%	(32)	14%	(153)	5%	(57)	1068
Gender: Female	36%	(408)	36%	(412)	3%	(36)	2%	(23)	18%	(205)	5%	(57)	1142
Age: 18-34	37%	(238)	32%	(206)	5%	(30)	4%	(27)	14%	(89)	8%	(52)	642
Age: 35-44	35%	(128)	38%	(140)	3%	(12)	1%	(2)	17%	(62)	6%	(21)	365
Age: 45-64	40%	(283)	36%	(258)	2%	(17)	2%	(14)	15%	(106)	5%	(36)	714
Age: 65+	28%	(138)	45%	(218)	3%	(15)	2%	(12)	21%	(101)	1%	(5)	489
GenZers: 1997-2012	34%	(87)	33%	(84)	4%	(9)	6%	(16)	11%	(27)	13%	(34)	256
Millennials: 1981-1996	37%	(243)	35%	(232)	5%	(32)	2%	(14)	16%	(101)	5%	(31)	653
GenXers: 1965-1980	42%	(233)	33%	(186)	2%	(13)	1%	(8)	15%	(81)	6%	(34)	555
Baby Boomers: 1946-1964	29%	(198)	44%	(296)	2%	(16)	3%	(17)	19%	(131)	2%	(15)	673
PID: Dem (no lean)	42%	(357)	36%	(305)	4%	(34)	2%	(14)	13%	(111)	4%	(38)	860
PID: Ind (no lean)	31%	(210)	38%	(256)	2%	(15)	2%	(16)	21%	(141)	5%	(36)	674
PID: Rep (no lean)	32%	(219)	39%	(262)	4%	(24)	4%	(25)	16%	(106)	6%	(40)	676
PID/Gender: Dem Men	44%	(172)	37%	(144)	4%	(17)	2%	(9)	9%	(37)	4%	(16)	394
PID/Gender: Dem Women	40%	(186)	35%	(161)	4%	(17)	1%	(6)	16%	(73)	5%	(22)	465
PID/Gender: Ind Men	30%	(104)	38%	(132)	2%	(7)	3%	(10)	21%	(72)	6%	(19)	345
PID/Gender: Ind Women	32%	(105)	38%	(124)	2%	(8)	2%	(6)	21%	(69)	5%	(17)	329
PID/Gender: Rep Men	31%	(102)	41%	(135)	4%	(13)	4%	(13)	13%	(43)	7%	(22)	328
PID/Gender: Rep Women	34%	(117)	37%	(127)	3%	(11)	3%	(12)	18%	(63)	5%	(18)	348
Ideo: Liberal (1-3)	41%	(269)	38%	(251)	3%	(22)	2%	(13)	13%	(84)	3%	(18)	656
Ideo: Moderate (4)	35%	(263)	34%	(259)	3%	(25)	2%	(12)	20%	(148)	6%	(45)	751
Ideo: Conservative (5-7)	31%	(207)	42%	(281)	4%	(24)	4%	(27)	15%	(103)	4%	(24)	666
Educ: < College	38%	(545)	35%	(496)	3%	(42)	3%	(38)	16%	(234)	6%	(83)	1437
Educ: Bachelors degree	30%	(148)	43%	(211)	3%	(17)	2%	(12)	16%	(78)	5%	(25)	491
Educ: Post-grad	33%	(94)	41%	(117)	5%	(15)	2%	(5)	16%	(45)	2%	(7)	282
Income: Under 50k	37%	(466)	35%	(448)	3%	(40)	2%	(31)	17%	(216)	6%	(71)	1271
Income: 50k-100k	33%	(219)	40%	(265)	3%	(21)	2%	(16)	15%	(98)	6%	(37)	656
Income: 100k+	36%	(100)	39%	(111)	4%	(13)	3%	(8)	16%	(44)	2%	(6)	283
Ethnicity: White	33%	(568)	40%	(677)	3%	(59)	3%	(43)	17%	(290)	4%	(73)	1711

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Table MCFE25_3: *Do you have a favorable or unfavorable opinion of the following film studios/distributors?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Universal Pictures

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	36%	(786)	37%	(823)	3%	(73)	2%	(55)	16%	(358)	5%	(114)	2210
Ethnicity: Hispanic	40%	(149)	31%	(116)	3%	(11)	3%	(13)	14%	(52)	9%	(34)	374
Ethnicity: Black	51%	(144)	26%	(73)	3%	(8)	2%	(6)	11%	(32)	7%	(20)	282
Ethnicity: Other	34%	(74)	34%	(73)	3%	(7)	3%	(6)	16%	(36)	10%	(21)	217
All Christian	34%	(353)	40%	(408)	4%	(43)	4%	(37)	15%	(151)	4%	(36)	1029
All Non-Christian	32%	(42)	33%	(42)	3%	(4)	1%	(1)	19%	(25)	12%	(15)	129
Atheist	40%	(40)	29%	(29)	3%	(3)	3%	(3)	18%	(18)	7%	(7)	99
Agnostic/Nothing in particular	31%	(183)	38%	(224)	3%	(15)	1%	(7)	20%	(120)	7%	(39)	587
Something Else	46%	(169)	33%	(120)	2%	(8)	2%	(8)	12%	(44)	5%	(17)	365
Religious Non-Protestant/Catholic	33%	(51)	35%	(54)	3%	(5)	1%	(2)	17%	(26)	10%	(16)	154
Evangelical	41%	(228)	36%	(200)	3%	(19)	3%	(17)	13%	(73)	4%	(21)	558
Non-Evangelical	36%	(281)	39%	(306)	4%	(30)	3%	(26)	15%	(119)	4%	(29)	792
Community: Urban	40%	(254)	32%	(205)	5%	(29)	3%	(17)	14%	(89)	7%	(43)	638
Community: Suburban	33%	(332)	41%	(417)	3%	(33)	2%	(21)	17%	(175)	4%	(37)	1014
Community: Rural	36%	(201)	36%	(201)	2%	(12)	3%	(16)	17%	(94)	6%	(35)	558
Employ: Private Sector	40%	(262)	36%	(237)	5%	(30)	2%	(15)	13%	(85)	4%	(25)	654
Employ: Government	41%	(55)	31%	(43)	2%	(3)	3%	(4)	13%	(18)	10%	(13)	136
Employ: Self-Employed	39%	(66)	36%	(59)	2%	(3)	4%	(6)	15%	(25)	4%	(6)	166
Employ: Homemaker	32%	(62)	37%	(71)	3%	(5)	3%	(5)	20%	(38)	5%	(10)	190
Employ: Student	37%	(23)	30%	(19)	6%	(4)	2%	(1)	12%	(8)	12%	(7)	62
Employ: Retired	30%	(167)	43%	(242)	3%	(16)	2%	(14)	19%	(108)	3%	(17)	563
Employ: Unemployed	33%	(99)	32%	(98)	2%	(7)	3%	(8)	20%	(60)	10%	(30)	301
Employ: Other	38%	(52)	40%	(55)	4%	(5)	1%	(2)	12%	(17)	5%	(6)	137
Military HH: Yes	37%	(105)	42%	(120)	3%	(8)	3%	(8)	13%	(36)	3%	(7)	283
Military HH: No	35%	(681)	37%	(703)	3%	(65)	2%	(48)	17%	(322)	6%	(107)	1927
RD/WT: Right Direction	45%	(297)	31%	(207)	4%	(27)	2%	(11)	12%	(82)	7%	(43)	666
RD/WT: Wrong Track	32%	(490)	40%	(617)	3%	(47)	3%	(44)	18%	(276)	5%	(71)	1544
Biden Job Approve	41%	(397)	37%	(355)	3%	(33)	2%	(15)	13%	(123)	5%	(48)	970
Biden Job Disapprove	32%	(365)	39%	(444)	3%	(37)	3%	(39)	18%	(209)	4%	(50)	1144

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Table MCFE25_3: *Do you have a favorable or unfavorable opinion of the following film studios/distributors?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Universal Pictures

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	36%	(786)	37%	(823)	3%	(73)	2%	(55)	16%	(358)	5%	(114)	2210
Biden Job Strongly Approve	50%	(214)	31%	(133)	3%	(15)	1%	(5)	9%	(40)	6%	(26)	433
Biden Job Somewhat Approve	34%	(183)	41%	(222)	3%	(18)	2%	(10)	15%	(82)	4%	(21)	537
Biden Job Somewhat Disapprove	32%	(107)	41%	(140)	2%	(7)	3%	(9)	19%	(65)	3%	(11)	339
Biden Job Strongly Disapprove	32%	(258)	38%	(304)	4%	(31)	4%	(30)	18%	(143)	5%	(38)	805
Favorable of Biden	41%	(399)	38%	(369)	2%	(24)	1%	(13)	13%	(121)	4%	(43)	969
Unfavorable of Biden	32%	(365)	38%	(432)	4%	(44)	3%	(38)	18%	(202)	5%	(53)	1134
Very Favorable of Biden	52%	(251)	29%	(140)	3%	(13)	2%	(8)	10%	(47)	5%	(23)	482
Somewhat Favorable of Biden	30%	(148)	47%	(230)	2%	(11)	1%	(4)	15%	(75)	4%	(19)	487
Somewhat Unfavorable of Biden	33%	(99)	41%	(123)	4%	(12)	2%	(5)	17%	(49)	3%	(10)	299
Very Unfavorable of Biden	32%	(265)	37%	(309)	4%	(32)	4%	(33)	18%	(153)	5%	(43)	835
#1 Issue: Economy	36%	(328)	41%	(374)	3%	(26)	2%	(20)	13%	(119)	5%	(46)	913
#1 Issue: Security	29%	(71)	34%	(82)	4%	(10)	7%	(17)	20%	(49)	6%	(13)	243
#1 Issue: Health Care	39%	(66)	33%	(56)	4%	(7)	2%	(4)	18%	(30)	5%	(8)	170
#1 Issue: Medicare / Social Security	35%	(94)	40%	(107)	2%	(5)	—	(0)	18%	(48)	5%	(12)	266
#1 Issue: Women's Issues	41%	(128)	31%	(98)	3%	(10)	2%	(6)	15%	(48)	7%	(22)	311
#1 Issue: Education	43%	(25)	33%	(19)	8%	(5)	4%	(2)	6%	(4)	6%	(4)	59
#1 Issue: Energy	31%	(42)	37%	(50)	3%	(4)	4%	(6)	19%	(26)	5%	(7)	134
#1 Issue: Other	28%	(33)	33%	(38)	6%	(7)	1%	(1)	30%	(35)	2%	(2)	115
2020 Vote: Joe Biden	40%	(380)	37%	(347)	3%	(30)	1%	(9)	15%	(146)	3%	(33)	945
2020 Vote: Donald Trump	32%	(238)	40%	(293)	4%	(28)	4%	(27)	17%	(123)	4%	(31)	740
2020 Vote: Other	15%	(10)	41%	(27)	5%	(3)	4%	(3)	28%	(19)	7%	(5)	67
2020 Vote: Didn't Vote	34%	(158)	34%	(156)	3%	(12)	4%	(17)	15%	(71)	10%	(45)	459
2018 House Vote: Democrat	43%	(324)	35%	(262)	4%	(27)	1%	(11)	14%	(104)	4%	(27)	755
2018 House Vote: Republican	32%	(189)	39%	(230)	3%	(20)	4%	(21)	18%	(104)	4%	(26)	589
2018 House Vote: Someone else	25%	(13)	36%	(18)	5%	(2)	4%	(2)	26%	(13)	4%	(2)	50
2016 Vote: Hillary Clinton	43%	(296)	35%	(245)	3%	(21)	1%	(9)	14%	(97)	4%	(26)	695
2016 Vote: Donald Trump	31%	(204)	43%	(280)	3%	(22)	3%	(21)	17%	(108)	3%	(21)	656
2016 Vote: Other	22%	(19)	33%	(28)	4%	(3)	3%	(3)	33%	(28)	5%	(4)	86
2016 Vote: Didn't Vote	34%	(263)	35%	(268)	3%	(26)	3%	(22)	16%	(123)	8%	(62)	765

Table MCFE25_3: *Do you have a favorable or unfavorable opinion of the following film studios/distributors? If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Universal Pictures

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	36%	(786)	37%	(823)	3%	(73)	2%	(55)	16%	(358)	5%	(114)	2210
Voted in 2014: Yes	37%	(460)	38%	(462)	3%	(39)	2%	(29)	16%	(193)	4%	(44)	1227
Voted in 2014: No	33%	(326)	37%	(361)	4%	(35)	3%	(26)	17%	(165)	7%	(70)	983
4-Region: Northeast	34%	(130)	36%	(139)	4%	(14)	2%	(7)	18%	(69)	6%	(24)	383
4-Region: Midwest	35%	(158)	39%	(176)	3%	(15)	3%	(13)	17%	(78)	3%	(16)	456
4-Region: South	35%	(299)	37%	(312)	5%	(39)	2%	(18)	16%	(136)	5%	(40)	844
4-Region: West	38%	(199)	37%	(196)	1%	(5)	3%	(17)	14%	(74)	7%	(35)	527
TikTok Users	46%	(367)	31%	(242)	4%	(31)	3%	(23)	11%	(86)	5%	(44)	793
Twitch Users	44%	(95)	34%	(73)	5%	(12)	2%	(5)	10%	(22)	4%	(9)	216
2022 Sports Viewers/Attendees	38%	(565)	39%	(575)	4%	(53)	2%	(36)	14%	(206)	3%	(40)	1475
Monthly Moviegoers	47%	(152)	31%	(99)	4%	(14)	2%	(6)	10%	(31)	6%	(19)	320
Few Times per Year + Moviegoers	42%	(390)	37%	(344)	4%	(37)	2%	(17)	10%	(95)	4%	(36)	920
Heard Smile Campaign	47%	(259)	32%	(177)	4%	(21)	2%	(13)	9%	(47)	6%	(34)	551
Heard Minion Campaign	50%	(273)	31%	(168)	4%	(19)	2%	(12)	8%	(43)	5%	(25)	540
Listens to Podcasts	40%	(449)	38%	(426)	4%	(46)	3%	(29)	12%	(140)	4%	(42)	1132
Streaming Services User	38%	(680)	38%	(676)	4%	(63)	2%	(40)	14%	(247)	4%	(66)	1773
Netflix User	40%	(595)	36%	(533)	4%	(52)	2%	(33)	13%	(187)	5%	(73)	1474
Disney+ User	42%	(413)	36%	(359)	4%	(38)	3%	(31)	10%	(99)	4%	(44)	984
Heterosexual or straight	35%	(688)	38%	(750)	3%	(66)	2%	(47)	16%	(319)	5%	(101)	1971
Gay	38%	(26)	39%	(26)	3%	(2)	3%	(2)	15%	(10)	2%	(1)	68
Bisexual	46%	(40)	30%	(27)	2%	(1)	—	(0)	19%	(17)	3%	(3)	88
Yes	41%	(29)	30%	(21)	4%	(3)	6%	(4)	16%	(11)	3%	(2)	70
No	35%	(757)	37%	(802)	3%	(70)	2%	(51)	16%	(347)	5%	(112)	2140

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

Table MCFE25_4: *Do you have a favorable or unfavorable opinion of the following film studios/distributors?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Sony Pictures

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	35%	(780)	37%	(808)	4%	(85)	2%	(41)	18%	(388)	5%	(109)	2210
Gender: Male	36%	(382)	38%	(409)	4%	(43)	2%	(20)	16%	(168)	4%	(45)	1068
Gender: Female	35%	(398)	35%	(398)	4%	(41)	2%	(21)	19%	(220)	6%	(63)	1142
Age: 18-34	39%	(253)	31%	(200)	6%	(38)	3%	(16)	14%	(92)	7%	(42)	642
Age: 35-44	34%	(122)	39%	(142)	3%	(12)	1%	(4)	19%	(71)	4%	(15)	365
Age: 45-64	39%	(281)	35%	(248)	3%	(21)	2%	(11)	16%	(113)	5%	(38)	714
Age: 65+	25%	(123)	44%	(217)	3%	(13)	2%	(10)	23%	(111)	3%	(14)	489
GenZers: 1997-2012	40%	(103)	30%	(78)	5%	(13)	3%	(8)	11%	(29)	10%	(26)	256
Millennials: 1981-1996	37%	(240)	35%	(230)	6%	(37)	2%	(12)	17%	(109)	4%	(26)	653
GenXers: 1965-1980	41%	(227)	34%	(190)	2%	(13)	1%	(6)	16%	(86)	6%	(33)	555
Baby Boomers: 1946-1964	28%	(188)	42%	(282)	3%	(22)	2%	(13)	22%	(145)	4%	(24)	673
PID: Dem (no lean)	41%	(354)	36%	(311)	4%	(30)	2%	(17)	13%	(114)	4%	(33)	860
PID: Ind (no lean)	29%	(194)	37%	(251)	3%	(23)	1%	(9)	23%	(157)	6%	(40)	674
PID: Rep (no lean)	34%	(232)	36%	(245)	5%	(31)	2%	(15)	17%	(117)	5%	(35)	676
PID/Gender: Dem Men	45%	(178)	36%	(143)	4%	(16)	2%	(6)	10%	(40)	3%	(12)	394
PID/Gender: Dem Women	38%	(177)	36%	(168)	3%	(15)	2%	(11)	16%	(74)	5%	(21)	465
PID/Gender: Ind Men	27%	(93)	41%	(140)	4%	(13)	2%	(6)	22%	(75)	5%	(19)	345
PID/Gender: Ind Women	31%	(101)	34%	(111)	3%	(10)	1%	(3)	25%	(83)	7%	(22)	329
PID/Gender: Rep Men	34%	(112)	38%	(126)	4%	(14)	3%	(8)	16%	(53)	5%	(15)	328
PID/Gender: Rep Women	35%	(121)	34%	(119)	5%	(17)	2%	(7)	18%	(64)	6%	(20)	348
Ideo: Liberal (1-3)	40%	(260)	37%	(244)	5%	(34)	2%	(12)	13%	(88)	3%	(19)	656
Ideo: Moderate (4)	36%	(272)	34%	(254)	3%	(21)	2%	(13)	20%	(153)	5%	(38)	751
Ideo: Conservative (5-7)	31%	(208)	41%	(271)	4%	(26)	2%	(15)	18%	(119)	4%	(29)	666
Educ: < College	38%	(546)	34%	(483)	4%	(51)	2%	(29)	17%	(250)	5%	(78)	1437
Educ: Bachelors degree	30%	(147)	45%	(219)	4%	(18)	1%	(6)	16%	(76)	5%	(24)	491
Educ: Post-grad	31%	(88)	37%	(106)	5%	(15)	2%	(6)	22%	(62)	2%	(6)	282
Income: Under 50k	36%	(463)	35%	(451)	3%	(42)	1%	(19)	18%	(223)	6%	(74)	1271
Income: 50k-100k	34%	(222)	38%	(247)	4%	(28)	2%	(14)	18%	(117)	4%	(29)	656
Income: 100k+	34%	(96)	39%	(110)	5%	(15)	3%	(8)	17%	(48)	2%	(6)	283
Ethnicity: White	33%	(567)	38%	(651)	4%	(62)	2%	(31)	19%	(322)	4%	(76)	1711

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Table MCFE25_4: *Do you have a favorable or unfavorable opinion of the following film studios/distributors?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Sony Pictures

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	35%	(780)	37%	(808)	4%	(85)	2%	(41)	18%	(388)	5%	(109)	2210
Ethnicity: Hispanic	45%	(166)	29%	(108)	5%	(17)	1%	(4)	15%	(56)	6%	(22)	374
Ethnicity: Black	50%	(140)	26%	(74)	5%	(15)	3%	(9)	11%	(30)	5%	(15)	282
Ethnicity: Other	34%	(73)	38%	(82)	3%	(7)	1%	(1)	16%	(36)	8%	(18)	217
All Christian	34%	(348)	38%	(394)	4%	(46)	2%	(22)	18%	(183)	4%	(37)	1029
All Non-Christian	39%	(50)	30%	(38)	4%	(6)	1%	(1)	19%	(24)	8%	(10)	129
Atheist	37%	(37)	34%	(34)	2%	(2)	3%	(3)	18%	(18)	5%	(5)	99
Agnostic/Nothing in particular	30%	(174)	38%	(223)	3%	(19)	2%	(10)	21%	(123)	6%	(38)	587
Something Else	47%	(172)	32%	(118)	3%	(12)	1%	(5)	11%	(40)	5%	(18)	365
Religious Non-Protestant/Catholic	36%	(56)	34%	(52)	5%	(8)	1%	(1)	17%	(26)	7%	(11)	154
Evangelical	40%	(221)	35%	(196)	4%	(21)	2%	(10)	15%	(83)	5%	(28)	558
Non-Evangelical	36%	(288)	37%	(292)	4%	(35)	2%	(17)	17%	(135)	3%	(24)	792
Community: Urban	42%	(266)	32%	(206)	4%	(28)	3%	(18)	15%	(93)	4%	(27)	638
Community: Suburban	33%	(331)	39%	(400)	3%	(33)	1%	(12)	19%	(194)	4%	(45)	1014
Community: Rural	33%	(183)	36%	(201)	4%	(23)	2%	(12)	18%	(101)	7%	(37)	558
Employ: Private Sector	38%	(246)	38%	(252)	4%	(26)	2%	(13)	15%	(96)	3%	(22)	654
Employ: Government	42%	(57)	33%	(45)	2%	(3)	1%	(1)	15%	(21)	6%	(9)	136
Employ: Self-Employed	41%	(67)	32%	(54)	6%	(10)	4%	(6)	16%	(27)	1%	(2)	166
Employ: Homemaker	34%	(64)	38%	(72)	4%	(8)	1%	(3)	18%	(34)	5%	(10)	190
Employ: Student	40%	(25)	35%	(22)	4%	(2)	1%	(0)	13%	(8)	7%	(4)	62
Employ: Retired	27%	(154)	42%	(234)	4%	(20)	2%	(9)	21%	(118)	5%	(28)	563
Employ: Unemployed	35%	(106)	28%	(83)	3%	(10)	3%	(8)	21%	(65)	10%	(29)	301
Employ: Other	44%	(60)	34%	(47)	4%	(6)	1%	(1)	14%	(19)	3%	(4)	137
Military HH: Yes	33%	(92)	45%	(126)	4%	(12)	1%	(3)	15%	(43)	2%	(7)	283
Military HH: No	36%	(688)	35%	(681)	4%	(73)	2%	(38)	18%	(345)	5%	(102)	1927
RD/WT: Right Direction	43%	(289)	32%	(215)	5%	(31)	2%	(14)	13%	(88)	4%	(30)	666
RD/WT: Wrong Track	32%	(492)	38%	(593)	3%	(54)	2%	(27)	19%	(300)	5%	(79)	1544
Biden Job Approve	40%	(392)	36%	(354)	4%	(43)	1%	(14)	13%	(129)	4%	(38)	970
Biden Job Disapprove	32%	(363)	37%	(427)	4%	(41)	2%	(26)	20%	(229)	5%	(56)	1144

Table MCFE25_4: *Do you have a favorable or unfavorable opinion of the following film studios/distributors?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Sony Pictures

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	35%	(780)	37%	(808)	4%	(85)	2%	(41)	18%	(388)	5%	(109)	2210
Biden Job Strongly Approve	49%	(213)	30%	(131)	3%	(15)	1%	(5)	11%	(49)	5%	(21)	433
Biden Job Somewhat Approve	33%	(179)	42%	(223)	5%	(29)	2%	(9)	15%	(80)	3%	(17)	537
Biden Job Somewhat Disapprove	33%	(110)	40%	(136)	3%	(10)	1%	(2)	17%	(59)	6%	(21)	339
Biden Job Strongly Disapprove	31%	(253)	36%	(291)	4%	(31)	3%	(24)	21%	(171)	4%	(35)	805
Favorable of Biden	41%	(395)	38%	(365)	4%	(34)	1%	(12)	13%	(126)	4%	(37)	969
Unfavorable of Biden	32%	(359)	37%	(416)	4%	(47)	2%	(25)	20%	(229)	5%	(58)	1134
Very Favorable of Biden	52%	(251)	27%	(131)	3%	(14)	2%	(9)	12%	(57)	4%	(20)	482
Somewhat Favorable of Biden	30%	(145)	48%	(233)	4%	(20)	1%	(3)	14%	(69)	3%	(17)	487
Somewhat Unfavorable of Biden	31%	(93)	42%	(125)	3%	(9)	1%	(2)	17%	(50)	7%	(20)	299
Very Unfavorable of Biden	32%	(266)	35%	(290)	5%	(38)	3%	(23)	21%	(179)	5%	(38)	835
#1 Issue: Economy	37%	(336)	38%	(348)	3%	(29)	2%	(18)	15%	(136)	5%	(45)	913
#1 Issue: Security	31%	(75)	34%	(82)	4%	(10)	4%	(9)	22%	(53)	6%	(14)	243
#1 Issue: Health Care	36%	(62)	34%	(58)	4%	(7)	2%	(3)	19%	(32)	4%	(7)	170
#1 Issue: Medicare / Social Security	36%	(95)	37%	(99)	3%	(7)	1%	(3)	18%	(49)	5%	(13)	266
#1 Issue: Women's Issues	37%	(115)	32%	(100)	5%	(17)	2%	(5)	17%	(53)	7%	(22)	311
#1 Issue: Education	43%	(25)	38%	(22)	7%	(4)	1%	(1)	9%	(5)	2%	(1)	59
#1 Issue: Energy	31%	(41)	42%	(56)	5%	(7)	1%	(1)	19%	(25)	3%	(3)	134
#1 Issue: Other	27%	(31)	37%	(42)	3%	(3)	1%	(1)	30%	(34)	3%	(3)	115
2020 Vote: Joe Biden	39%	(365)	37%	(353)	4%	(39)	1%	(9)	15%	(141)	4%	(38)	945
2020 Vote: Donald Trump	33%	(242)	38%	(279)	3%	(25)	3%	(21)	20%	(145)	4%	(28)	740
2020 Vote: Other	19%	(13)	38%	(25)	4%	(3)	3%	(2)	30%	(20)	7%	(4)	67
2020 Vote: Didn't Vote	35%	(161)	33%	(151)	4%	(18)	2%	(9)	18%	(82)	8%	(38)	459
2018 House Vote: Democrat	41%	(307)	37%	(277)	4%	(32)	1%	(9)	14%	(103)	3%	(26)	755
2018 House Vote: Republican	31%	(182)	37%	(216)	4%	(22)	3%	(16)	21%	(122)	5%	(31)	589
2018 House Vote: Someone else	28%	(14)	34%	(17)	5%	(2)	4%	(2)	22%	(11)	7%	(3)	50
2016 Vote: Hillary Clinton	42%	(290)	35%	(243)	4%	(25)	2%	(11)	15%	(102)	3%	(24)	695
2016 Vote: Donald Trump	30%	(200)	40%	(263)	4%	(27)	2%	(14)	19%	(125)	4%	(27)	656
2016 Vote: Other	21%	(18)	36%	(31)	5%	(4)	2%	(2)	30%	(26)	7%	(6)	86
2016 Vote: Didn't Vote	35%	(269)	35%	(268)	4%	(28)	2%	(13)	18%	(135)	7%	(52)	765

Table MCFE25_4: *Do you have a favorable or unfavorable opinion of the following film studios/distributors?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Sony Pictures

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	35%	(780)	37%	(808)	4%	(85)	2%	(41)	18%	(388)	5%	(109)	2210
Voted in 2014: Yes	36%	(437)	38%	(463)	4%	(46)	2%	(24)	17%	(206)	4%	(52)	1227
Voted in 2014: No	35%	(344)	35%	(344)	4%	(39)	2%	(17)	19%	(182)	6%	(57)	983
4-Region: Northeast	33%	(127)	35%	(135)	3%	(12)	2%	(7)	22%	(83)	5%	(19)	383
4-Region: Midwest	31%	(144)	41%	(186)	3%	(14)	3%	(14)	18%	(81)	4%	(19)	456
4-Region: South	34%	(291)	36%	(304)	5%	(42)	2%	(13)	18%	(150)	5%	(44)	844
4-Region: West	42%	(219)	35%	(183)	3%	(17)	1%	(7)	14%	(75)	5%	(27)	527
TikTok Users	45%	(357)	32%	(252)	5%	(36)	2%	(15)	12%	(94)	5%	(38)	793
Twitch Users	46%	(99)	37%	(79)	7%	(14)	1%	(3)	8%	(18)	1%	(1)	216
2022 Sports Viewers/Attendees	39%	(576)	38%	(562)	4%	(58)	2%	(27)	15%	(221)	2%	(31)	1475
Monthly Moviegoers	51%	(163)	31%	(99)	5%	(16)	3%	(9)	8%	(24)	3%	(9)	320
Few Times per Year + Moviegoers	44%	(409)	37%	(339)	5%	(48)	2%	(14)	10%	(88)	2%	(22)	920
Heard Smile Campaign	50%	(273)	32%	(174)	6%	(31)	3%	(15)	8%	(42)	3%	(16)	551
Heard Minion Campaign	49%	(262)	33%	(179)	6%	(31)	2%	(11)	8%	(41)	3%	(15)	540
Listens to Podcasts	40%	(457)	37%	(421)	5%	(57)	2%	(23)	12%	(141)	3%	(32)	1132
Streaming Services User	39%	(687)	38%	(677)	4%	(73)	2%	(29)	14%	(257)	3%	(50)	1773
Netflix User	40%	(591)	37%	(547)	4%	(63)	2%	(22)	13%	(196)	4%	(54)	1474
Disney+ User	42%	(418)	36%	(359)	5%	(48)	2%	(19)	11%	(108)	3%	(32)	984
Heterosexual or straight	36%	(702)	37%	(720)	4%	(72)	2%	(38)	17%	(343)	5%	(95)	1971
Gay	44%	(30)	34%	(23)	5%	(3)	3%	(2)	13%	(9)	1%	(1)	68
Bisexual	35%	(31)	33%	(29)	4%	(4)	—	(0)	24%	(21)	4%	(3)	88
Yes	37%	(26)	32%	(23)	7%	(5)	1%	(1)	19%	(14)	3%	(2)	70
No	35%	(755)	37%	(785)	4%	(80)	2%	(40)	17%	(374)	5%	(106)	2140

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

Table MCFE25_5: *Do you have a favorable or unfavorable opinion of the following film studios/distributors?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Walt Disney Studios

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	37%	(808)	30%	(671)	8%	(177)	8%	(179)	13%	(277)	4%	(97)	2210
Gender: Male	32%	(340)	34%	(365)	9%	(93)	10%	(106)	11%	(119)	4%	(43)	1068
Gender: Female	41%	(468)	27%	(306)	7%	(83)	6%	(73)	14%	(157)	5%	(54)	1142
Age: 18-34	37%	(238)	30%	(194)	8%	(54)	7%	(44)	11%	(67)	7%	(46)	642
Age: 35-44	36%	(133)	32%	(118)	7%	(26)	5%	(18)	14%	(52)	5%	(18)	365
Age: 45-64	40%	(287)	27%	(195)	8%	(56)	8%	(56)	13%	(89)	4%	(30)	714
Age: 65+	31%	(150)	34%	(164)	9%	(42)	12%	(61)	14%	(68)	1%	(3)	489
GenZers: 1997-2012	34%	(87)	28%	(72)	7%	(19)	7%	(18)	12%	(30)	12%	(30)	256
Millennials: 1981-1996	37%	(244)	32%	(211)	8%	(55)	6%	(41)	11%	(71)	5%	(30)	653
GenXers: 1965-1980	44%	(244)	26%	(143)	7%	(40)	5%	(30)	13%	(71)	5%	(26)	555
Baby Boomers: 1946-1964	31%	(210)	33%	(221)	8%	(55)	13%	(84)	14%	(93)	2%	(10)	673
PID: Dem (no lean)	44%	(379)	33%	(282)	6%	(52)	4%	(33)	10%	(82)	4%	(31)	860
PID: Ind (no lean)	31%	(209)	31%	(207)	9%	(58)	8%	(54)	17%	(112)	5%	(35)	674
PID: Rep (no lean)	33%	(221)	27%	(182)	10%	(66)	14%	(92)	12%	(83)	5%	(32)	676
PID/Gender: Dem Men	43%	(169)	37%	(146)	6%	(25)	4%	(14)	8%	(30)	2%	(9)	394
PID/Gender: Dem Women	45%	(209)	29%	(136)	6%	(27)	4%	(19)	11%	(52)	5%	(22)	465
PID/Gender: Ind Men	24%	(82)	34%	(117)	10%	(35)	10%	(33)	17%	(59)	5%	(19)	345
PID/Gender: Ind Women	39%	(127)	27%	(90)	7%	(23)	6%	(21)	16%	(52)	5%	(16)	329
PID/Gender: Rep Men	27%	(89)	31%	(102)	10%	(33)	18%	(59)	9%	(30)	5%	(16)	328
PID/Gender: Rep Women	38%	(132)	23%	(80)	10%	(34)	10%	(33)	15%	(53)	5%	(16)	348
Ideo: Liberal (1-3)	42%	(276)	33%	(217)	7%	(47)	5%	(35)	10%	(63)	3%	(18)	656
Ideo: Moderate (4)	36%	(268)	33%	(250)	6%	(47)	5%	(35)	15%	(113)	5%	(38)	751
Ideo: Conservative (5-7)	31%	(204)	27%	(178)	12%	(80)	16%	(106)	11%	(76)	3%	(22)	666
Educ: < College	38%	(551)	28%	(400)	7%	(106)	8%	(119)	13%	(193)	5%	(68)	1437
Educ: Bachelors degree	31%	(152)	37%	(180)	8%	(40)	7%	(36)	12%	(61)	4%	(22)	491
Educ: Post-grad	37%	(105)	32%	(91)	11%	(31)	9%	(25)	8%	(23)	3%	(7)	282
Income: Under 50k	38%	(480)	30%	(382)	7%	(91)	6%	(83)	14%	(172)	5%	(64)	1271
Income: 50k-100k	35%	(232)	29%	(191)	9%	(60)	11%	(73)	11%	(73)	4%	(27)	656
Income: 100k+	34%	(97)	35%	(98)	9%	(26)	9%	(24)	11%	(31)	2%	(6)	283
Ethnicity: White	36%	(610)	31%	(527)	8%	(135)	9%	(155)	13%	(217)	4%	(68)	1711

Continued on next page

Table MCFE25_5: *Do you have a favorable or unfavorable opinion of the following film studios/distributors?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Walt Disney Studios

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	37%	(808)	30%	(671)	8%	(177)	8%	(179)	13%	(277)	4%	(97)	2210
Ethnicity: Hispanic	40%	(149)	30%	(113)	8%	(30)	4%	(13)	9%	(35)	9%	(34)	374
Ethnicity: Black	45%	(127)	27%	(75)	8%	(21)	5%	(15)	11%	(31)	5%	(14)	282
Ethnicity: Other	33%	(72)	32%	(70)	10%	(21)	5%	(10)	13%	(29)	7%	(16)	217
All Christian	37%	(382)	31%	(319)	8%	(86)	10%	(99)	11%	(111)	3%	(32)	1029
All Non-Christian	30%	(39)	30%	(39)	4%	(5)	8%	(11)	19%	(25)	8%	(10)	129
Atheist	33%	(33)	36%	(36)	10%	(10)	8%	(8)	8%	(8)	5%	(5)	99
Agnostic/Nothing in particular	33%	(195)	29%	(169)	8%	(47)	7%	(40)	17%	(100)	6%	(37)	587
Something Else	44%	(160)	30%	(109)	8%	(29)	6%	(22)	9%	(33)	3%	(12)	365
Religious Non-Protestant/Catholic	31%	(47)	30%	(46)	6%	(9)	9%	(13)	18%	(27)	8%	(12)	154
Evangelical	40%	(224)	31%	(171)	7%	(41)	8%	(47)	10%	(57)	3%	(18)	558
Non-Evangelical	38%	(303)	30%	(239)	9%	(70)	9%	(71)	11%	(85)	3%	(24)	792
Community: Urban	41%	(260)	30%	(190)	6%	(39)	8%	(48)	11%	(71)	4%	(28)	638
Community: Suburban	33%	(338)	32%	(328)	9%	(91)	8%	(83)	14%	(140)	3%	(35)	1014
Community: Rural	38%	(210)	27%	(153)	8%	(47)	9%	(48)	12%	(66)	6%	(34)	558
Employ: Private Sector	39%	(258)	31%	(201)	8%	(55)	8%	(53)	10%	(66)	3%	(22)	654
Employ: Government	45%	(61)	28%	(38)	8%	(11)	5%	(7)	8%	(10)	7%	(10)	136
Employ: Self-Employed	42%	(70)	28%	(46)	8%	(13)	7%	(11)	12%	(21)	3%	(5)	166
Employ: Homemaker	40%	(76)	30%	(57)	6%	(12)	6%	(12)	16%	(30)	2%	(3)	190
Employ: Student	37%	(23)	32%	(20)	12%	(8)	1%	(1)	12%	(7)	7%	(4)	62
Employ: Retired	30%	(169)	32%	(180)	8%	(44)	12%	(69)	15%	(83)	3%	(17)	563
Employ: Unemployed	33%	(99)	30%	(90)	7%	(20)	5%	(15)	15%	(44)	11%	(33)	301
Employ: Other	39%	(53)	29%	(40)	11%	(15)	8%	(11)	11%	(15)	2%	(3)	137
Military HH: Yes	35%	(100)	31%	(88)	9%	(25)	11%	(31)	12%	(33)	2%	(6)	283
Military HH: No	37%	(708)	30%	(583)	8%	(152)	8%	(148)	13%	(244)	5%	(92)	1927
RD/WT: Right Direction	48%	(317)	30%	(197)	5%	(32)	4%	(26)	10%	(65)	4%	(30)	666
RD/WT: Wrong Track	32%	(492)	31%	(474)	9%	(144)	10%	(154)	14%	(212)	4%	(68)	1544
Biden Job Approve	43%	(422)	34%	(330)	5%	(53)	4%	(35)	9%	(91)	4%	(39)	970
Biden Job Disapprove	32%	(362)	28%	(320)	11%	(122)	12%	(139)	14%	(157)	4%	(44)	1144

Table MCFE25_5: *Do you have a favorable or unfavorable opinion of the following film studios/distributors?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Walt Disney Studios

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	37%	(808)	30%	(671)	8%	(177)	8%	(179)	13%	(277)	4%	(97)	2210
Biden Job Strongly Approve	52%	(226)	30%	(128)	4%	(18)	3%	(12)	7%	(29)	5%	(20)	433
Biden Job Somewhat Approve	36%	(196)	38%	(202)	6%	(35)	4%	(23)	12%	(63)	4%	(19)	537
Biden Job Somewhat Disapprove	34%	(116)	36%	(122)	8%	(28)	2%	(7)	14%	(48)	5%	(18)	339
Biden Job Strongly Disapprove	30%	(245)	25%	(198)	12%	(94)	16%	(132)	14%	(110)	3%	(27)	805
Favorable of Biden	45%	(432)	34%	(334)	5%	(51)	3%	(25)	9%	(90)	4%	(37)	969
Unfavorable of Biden	31%	(356)	27%	(312)	11%	(119)	13%	(150)	13%	(152)	4%	(45)	1134
Very Favorable of Biden	55%	(265)	27%	(130)	4%	(21)	3%	(14)	7%	(35)	4%	(18)	482
Somewhat Favorable of Biden	34%	(167)	42%	(205)	6%	(30)	2%	(11)	11%	(55)	4%	(19)	487
Somewhat Unfavorable of Biden	34%	(102)	37%	(110)	7%	(21)	5%	(14)	13%	(38)	4%	(12)	299
Very Unfavorable of Biden	30%	(254)	24%	(201)	12%	(98)	16%	(136)	14%	(113)	4%	(33)	835
#1 Issue: Economy	37%	(335)	32%	(295)	7%	(64)	9%	(80)	11%	(104)	4%	(35)	913
#1 Issue: Security	26%	(62)	23%	(57)	14%	(34)	17%	(41)	15%	(36)	5%	(13)	243
#1 Issue: Health Care	40%	(68)	32%	(54)	9%	(16)	4%	(7)	11%	(19)	4%	(6)	170
#1 Issue: Medicare / Social Security	39%	(103)	35%	(94)	5%	(14)	3%	(7)	13%	(34)	5%	(14)	266
#1 Issue: Women's Issues	43%	(132)	26%	(82)	6%	(17)	6%	(18)	13%	(39)	7%	(22)	311
#1 Issue: Education	44%	(26)	37%	(22)	9%	(5)	1%	(1)	7%	(4)	2%	(1)	59
#1 Issue: Energy	38%	(52)	27%	(36)	12%	(16)	6%	(8)	12%	(16)	4%	(5)	134
#1 Issue: Other	26%	(30)	28%	(32)	10%	(11)	15%	(17)	21%	(24)	—	(0)	115
2020 Vote: Joe Biden	42%	(395)	34%	(325)	6%	(61)	4%	(39)	10%	(91)	4%	(34)	945
2020 Vote: Donald Trump	31%	(231)	27%	(201)	11%	(80)	15%	(109)	13%	(95)	3%	(24)	740
2020 Vote: Other	23%	(16)	27%	(18)	16%	(11)	11%	(7)	21%	(14)	3%	(2)	67
2020 Vote: Didn't Vote	36%	(167)	28%	(127)	6%	(26)	5%	(24)	17%	(77)	8%	(38)	459
2018 House Vote: Democrat	44%	(333)	33%	(245)	8%	(58)	4%	(28)	9%	(65)	3%	(26)	755
2018 House Vote: Republican	30%	(176)	26%	(153)	12%	(70)	16%	(97)	13%	(74)	3%	(18)	589
2018 House Vote: Someone else	37%	(18)	20%	(10)	6%	(3)	10%	(5)	24%	(12)	2%	(1)	50
2016 Vote: Hillary Clinton	46%	(316)	32%	(222)	7%	(46)	4%	(27)	9%	(61)	3%	(23)	695
2016 Vote: Donald Trump	30%	(197)	29%	(193)	11%	(72)	15%	(97)	12%	(80)	3%	(18)	656
2016 Vote: Other	26%	(22)	28%	(24)	14%	(12)	10%	(8)	18%	(16)	4%	(3)	86
2016 Vote: Didn't Vote	35%	(268)	30%	(231)	6%	(47)	6%	(47)	15%	(118)	7%	(53)	765

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Table MCFE25_5: *Do you have a favorable or unfavorable opinion of the following film studios/distributors?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Walt Disney Studios

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	37%	(808)	30%	(671)	8%	(177)	8%	(179)	13%	(277)	4%	(97)	2210
Voted in 2014: Yes	38%	(463)	30%	(362)	9%	(115)	9%	(112)	11%	(133)	3%	(40)	1227
Voted in 2014: No	35%	(345)	31%	(309)	6%	(61)	7%	(67)	15%	(144)	6%	(57)	983
4-Region: Northeast	37%	(141)	33%	(127)	5%	(19)	6%	(25)	14%	(54)	4%	(17)	383
4-Region: Midwest	37%	(171)	31%	(142)	6%	(29)	8%	(38)	13%	(59)	4%	(17)	456
4-Region: South	36%	(307)	29%	(242)	10%	(81)	8%	(69)	13%	(111)	4%	(34)	844
4-Region: West	36%	(190)	30%	(160)	9%	(47)	9%	(48)	10%	(52)	6%	(29)	527
TikTok Users	46%	(365)	28%	(225)	5%	(41)	6%	(49)	9%	(68)	6%	(45)	793
Twitch Users	40%	(86)	37%	(79)	6%	(13)	7%	(15)	8%	(16)	3%	(7)	216
2022 Sports Viewers/Attendees	38%	(566)	32%	(470)	8%	(123)	9%	(127)	11%	(157)	2%	(32)	1475
Monthly Moviegoers	48%	(153)	30%	(97)	5%	(16)	8%	(25)	5%	(17)	4%	(12)	320
Few Times per Year + Moviegoers	43%	(392)	32%	(298)	8%	(73)	8%	(74)	6%	(54)	3%	(29)	920
Heard Smile Campaign	48%	(263)	30%	(164)	7%	(37)	6%	(31)	6%	(32)	4%	(24)	551
Heard Minion Campaign	50%	(271)	31%	(169)	6%	(33)	4%	(20)	5%	(26)	4%	(21)	540
Listens to Podcasts	39%	(436)	31%	(346)	9%	(105)	9%	(97)	10%	(110)	3%	(38)	1132
Streaming Services User	39%	(696)	31%	(554)	8%	(142)	8%	(136)	11%	(191)	3%	(54)	1773
Netflix User	40%	(596)	31%	(462)	7%	(109)	6%	(95)	10%	(148)	4%	(63)	1474
Disney+ User	47%	(466)	30%	(300)	6%	(61)	4%	(42)	7%	(74)	4%	(41)	984
Heterosexual or straight	37%	(723)	30%	(601)	8%	(156)	8%	(162)	13%	(250)	4%	(80)	1971
Gay	43%	(29)	34%	(23)	6%	(4)	8%	(5)	8%	(5)	2%	(2)	68
Bisexual	41%	(36)	26%	(23)	13%	(11)	5%	(4)	13%	(12)	2%	(2)	88
Yes	38%	(27)	22%	(16)	14%	(10)	8%	(5)	14%	(10)	4%	(3)	70
No	37%	(782)	31%	(656)	8%	(167)	8%	(174)	12%	(267)	4%	(95)	2140

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

Table MCFE25_6: *Do you have a favorable or unfavorable opinion of the following film studios/distributors?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
20th Century Fox

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	34%	(743)	37%	(829)	3%	(68)	3%	(61)	18%	(395)	5%	(116)	2210
Gender: Male	34%	(368)	39%	(414)	4%	(38)	3%	(33)	16%	(172)	4%	(42)	1068
Gender: Female	33%	(375)	36%	(415)	3%	(29)	2%	(28)	19%	(222)	6%	(74)	1142
Age: 18-34	34%	(216)	33%	(215)	5%	(32)	4%	(24)	14%	(92)	10%	(63)	642
Age: 35-44	31%	(114)	37%	(136)	4%	(13)	2%	(7)	22%	(79)	5%	(18)	365
Age: 45-64	37%	(267)	37%	(267)	1%	(9)	2%	(16)	17%	(123)	5%	(32)	714
Age: 65+	30%	(146)	43%	(211)	3%	(14)	3%	(14)	21%	(101)	1%	(3)	489
GenZers: 1997-2012	33%	(85)	27%	(71)	5%	(13)	6%	(15)	13%	(33)	15%	(40)	256
Millennials: 1981-1996	32%	(209)	38%	(247)	5%	(30)	2%	(16)	17%	(113)	6%	(37)	653
GenXers: 1965-1980	38%	(213)	35%	(196)	1%	(7)	2%	(9)	18%	(98)	6%	(32)	555
Baby Boomers: 1946-1964	31%	(207)	43%	(291)	2%	(13)	3%	(19)	20%	(135)	1%	(7)	673
PID: Dem (no lean)	39%	(335)	37%	(316)	3%	(28)	2%	(19)	14%	(123)	5%	(39)	860
PID: Ind (no lean)	28%	(186)	38%	(255)	3%	(22)	2%	(13)	23%	(155)	7%	(44)	674
PID: Rep (no lean)	33%	(221)	38%	(258)	3%	(18)	4%	(29)	17%	(117)	5%	(33)	676
PID/Gender: Dem Men	45%	(176)	36%	(140)	3%	(13)	2%	(8)	12%	(46)	3%	(11)	394
PID/Gender: Dem Women	34%	(159)	38%	(175)	3%	(14)	2%	(11)	17%	(77)	6%	(28)	465
PID/Gender: Ind Men	24%	(84)	41%	(141)	4%	(15)	2%	(7)	23%	(79)	6%	(20)	345
PID/Gender: Ind Women	31%	(103)	35%	(114)	2%	(7)	2%	(6)	23%	(76)	7%	(24)	329
PID/Gender: Rep Men	33%	(108)	40%	(133)	3%	(10)	5%	(18)	15%	(48)	4%	(12)	328
PID/Gender: Rep Women	32%	(113)	36%	(125)	2%	(8)	3%	(11)	20%	(69)	6%	(21)	348
Ideo: Liberal (1-3)	36%	(235)	39%	(258)	4%	(25)	3%	(20)	14%	(94)	3%	(23)	656
Ideo: Moderate (4)	34%	(256)	35%	(261)	3%	(24)	2%	(11)	21%	(155)	6%	(44)	751
Ideo: Conservative (5-7)	31%	(209)	41%	(273)	2%	(14)	4%	(27)	18%	(118)	4%	(25)	666
Educ: < College	36%	(523)	34%	(495)	3%	(39)	3%	(41)	17%	(248)	6%	(91)	1437
Educ: Bachelors degree	28%	(136)	46%	(226)	3%	(13)	2%	(11)	17%	(84)	4%	(20)	491
Educ: Post-grad	30%	(84)	38%	(108)	6%	(16)	3%	(9)	22%	(62)	2%	(4)	282
Income: Under 50k	35%	(439)	36%	(463)	3%	(35)	3%	(34)	18%	(225)	6%	(76)	1271
Income: 50k-100k	32%	(211)	38%	(250)	3%	(20)	3%	(20)	19%	(122)	5%	(34)	656
Income: 100k+	33%	(93)	41%	(115)	5%	(13)	3%	(8)	17%	(48)	2%	(6)	283
Ethnicity: White	32%	(548)	39%	(675)	3%	(46)	3%	(43)	19%	(327)	4%	(71)	1711

Table MCFE25_6: *Do you have a favorable or unfavorable opinion of the following film studios/distributors?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*

20th Century Fox

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	34%	(743)	37%	(829)	3%	(68)	3%	(61)	18%	(395)	5%	(116)	2210
Ethnicity: Hispanic	38%	(142)	32%	(119)	5%	(17)	2%	(6)	16%	(60)	8%	(30)	374
Ethnicity: Black	48%	(134)	24%	(68)	4%	(12)	4%	(11)	11%	(31)	9%	(26)	282
Ethnicity: Other	28%	(60)	39%	(85)	5%	(10)	3%	(7)	17%	(36)	8%	(18)	217
All Christian	34%	(348)	40%	(407)	3%	(31)	3%	(34)	17%	(174)	3%	(35)	1029
All Non-Christian	33%	(42)	29%	(38)	6%	(7)	2%	(3)	19%	(25)	11%	(14)	129
Atheist	42%	(42)	31%	(31)	4%	(4)	5%	(5)	16%	(16)	3%	(3)	99
Agnostic/Nothing in particular	26%	(151)	40%	(232)	2%	(14)	3%	(15)	23%	(135)	7%	(41)	587
Something Else	44%	(160)	33%	(121)	3%	(12)	1%	(5)	13%	(46)	6%	(22)	365
Religious Non-Protestant/Catholic	32%	(50)	32%	(49)	6%	(10)	2%	(3)	19%	(29)	9%	(14)	154
Evangelical	40%	(224)	36%	(203)	3%	(18)	3%	(15)	13%	(71)	5%	(27)	558
Non-Evangelical	34%	(273)	38%	(301)	3%	(22)	3%	(23)	18%	(143)	4%	(29)	792
Community: Urban	36%	(227)	36%	(227)	4%	(28)	3%	(21)	15%	(97)	6%	(38)	638
Community: Suburban	32%	(328)	41%	(412)	2%	(24)	2%	(20)	18%	(186)	4%	(44)	1014
Community: Rural	34%	(188)	34%	(190)	3%	(16)	3%	(19)	20%	(111)	6%	(34)	558
Employ: Private Sector	37%	(242)	38%	(247)	4%	(27)	2%	(11)	15%	(100)	4%	(28)	654
Employ: Government	41%	(56)	30%	(40)	2%	(3)	3%	(3)	13%	(17)	12%	(16)	136
Employ: Self-Employed	40%	(66)	35%	(58)	5%	(8)	4%	(7)	13%	(22)	3%	(4)	166
Employ: Homemaker	26%	(49)	41%	(79)	2%	(3)	3%	(6)	25%	(47)	3%	(6)	190
Employ: Student	44%	(27)	19%	(12)	5%	(3)	6%	(4)	19%	(11)	8%	(5)	62
Employ: Retired	30%	(171)	42%	(237)	3%	(15)	3%	(17)	20%	(112)	2%	(12)	563
Employ: Unemployed	29%	(88)	33%	(101)	2%	(6)	2%	(7)	21%	(63)	12%	(37)	301
Employ: Other	31%	(43)	41%	(56)	2%	(3)	4%	(5)	16%	(23)	5%	(6)	137
Military HH: Yes	32%	(92)	45%	(129)	2%	(5)	2%	(6)	16%	(44)	3%	(8)	283
Military HH: No	34%	(651)	36%	(700)	3%	(63)	3%	(55)	18%	(351)	6%	(108)	1927
RD/WT: Right Direction	41%	(271)	35%	(230)	4%	(25)	3%	(18)	12%	(80)	6%	(42)	666
RD/WT: Wrong Track	31%	(471)	39%	(598)	3%	(42)	3%	(43)	20%	(315)	5%	(74)	1544
Biden Job Approve	38%	(367)	38%	(373)	3%	(33)	2%	(21)	13%	(126)	5%	(50)	970
Biden Job Disapprove	31%	(360)	37%	(426)	3%	(30)	3%	(39)	21%	(240)	4%	(49)	1144

Table MCFE25_6: *Do you have a favorable or unfavorable opinion of the following film studios/distributors?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
20th Century Fox

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	34%	(743)	37%	(829)	3%	(68)	3%	(61)	18%	(395)	5%	(116)	2210
Biden Job Strongly Approve	48%	(206)	32%	(140)	4%	(16)	2%	(7)	8%	(34)	7%	(29)	433
Biden Job Somewhat Approve	30%	(161)	44%	(234)	3%	(17)	3%	(14)	17%	(91)	4%	(20)	537
Biden Job Somewhat Disapprove	30%	(103)	41%	(138)	3%	(9)	2%	(6)	20%	(68)	5%	(15)	339
Biden Job Strongly Disapprove	32%	(256)	36%	(288)	3%	(21)	4%	(33)	21%	(173)	4%	(34)	805
Favorable of Biden	39%	(373)	39%	(381)	3%	(25)	2%	(18)	13%	(125)	5%	(48)	969
Unfavorable of Biden	31%	(352)	37%	(420)	3%	(33)	4%	(41)	21%	(239)	4%	(49)	1134
Very Favorable of Biden	48%	(231)	32%	(153)	2%	(12)	2%	(12)	9%	(44)	6%	(29)	482
Somewhat Favorable of Biden	29%	(142)	47%	(227)	3%	(13)	1%	(7)	16%	(80)	4%	(18)	487
Somewhat Unfavorable of Biden	31%	(92)	40%	(121)	4%	(11)	2%	(6)	19%	(56)	4%	(13)	299
Very Unfavorable of Biden	31%	(260)	36%	(299)	3%	(22)	4%	(35)	22%	(183)	4%	(36)	835
#1 Issue: Economy	33%	(306)	40%	(367)	3%	(27)	2%	(21)	16%	(149)	5%	(44)	913
#1 Issue: Security	27%	(66)	35%	(84)	3%	(7)	5%	(13)	24%	(58)	6%	(14)	243
#1 Issue: Health Care	34%	(58)	36%	(61)	4%	(6)	3%	(4)	19%	(32)	5%	(9)	170
#1 Issue: Medicare / Social Security	36%	(96)	41%	(109)	1%	(2)	1%	(3)	16%	(43)	5%	(13)	266
#1 Issue: Women's Issues	37%	(115)	34%	(107)	3%	(9)	3%	(8)	15%	(47)	8%	(25)	311
#1 Issue: Education	41%	(24)	29%	(17)	9%	(5)	4%	(2)	13%	(8)	3%	(2)	59
#1 Issue: Energy	34%	(45)	36%	(48)	3%	(4)	4%	(5)	18%	(25)	5%	(7)	134
#1 Issue: Other	29%	(33)	31%	(36)	6%	(7)	3%	(3)	29%	(33)	2%	(2)	115
2020 Vote: Joe Biden	37%	(353)	38%	(357)	3%	(32)	2%	(16)	16%	(147)	4%	(40)	945
2020 Vote: Donald Trump	32%	(234)	39%	(290)	2%	(16)	4%	(28)	20%	(145)	4%	(26)	740
2020 Vote: Other	17%	(11)	41%	(27)	6%	(4)	4%	(3)	28%	(19)	4%	(3)	67
2020 Vote: Didn't Vote	32%	(145)	34%	(155)	3%	(15)	3%	(14)	18%	(84)	10%	(47)	459
2018 House Vote: Democrat	40%	(300)	37%	(279)	4%	(29)	2%	(14)	14%	(106)	4%	(28)	755
2018 House Vote: Republican	31%	(182)	39%	(231)	2%	(11)	4%	(25)	20%	(119)	3%	(20)	589
2018 House Vote: Someone else	28%	(14)	33%	(17)	5%	(2)	4%	(2)	28%	(14)	2%	(1)	50
2016 Vote: Hillary Clinton	40%	(276)	37%	(254)	3%	(22)	2%	(14)	15%	(101)	4%	(28)	695
2016 Vote: Donald Trump	31%	(203)	42%	(272)	2%	(14)	3%	(20)	20%	(128)	3%	(19)	656
2016 Vote: Other	20%	(17)	43%	(37)	3%	(2)	3%	(3)	31%	(26)	—	(0)	86
2016 Vote: Didn't Vote	32%	(243)	34%	(263)	4%	(27)	3%	(23)	18%	(139)	9%	(69)	765

Continued on next page

Table MCFE25_6: *Do you have a favorable or unfavorable opinion of the following film studios/distributors?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
20th Century Fox

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	34%	(743)	37%	(829)	3%	(68)	3%	(61)	18%	(395)	5%	(116)	2210
Voted in 2014: Yes	35%	(429)	39%	(476)	3%	(32)	3%	(35)	17%	(209)	4%	(45)	1227
Voted in 2014: No	32%	(314)	36%	(352)	4%	(35)	3%	(26)	19%	(185)	7%	(71)	983
4-Region: Northeast	35%	(132)	37%	(140)	3%	(10)	2%	(6)	20%	(75)	5%	(19)	383
4-Region: Midwest	32%	(148)	38%	(173)	4%	(17)	4%	(17)	19%	(85)	4%	(16)	456
4-Region: South	33%	(278)	38%	(318)	3%	(28)	3%	(23)	17%	(147)	6%	(52)	844
4-Region: West	35%	(185)	37%	(197)	3%	(13)	3%	(14)	17%	(88)	5%	(28)	527
TikTok Users	42%	(331)	32%	(257)	4%	(31)	3%	(22)	13%	(101)	6%	(51)	793
Twitch Users	39%	(84)	39%	(85)	5%	(11)	4%	(9)	10%	(21)	3%	(6)	216
2022 Sports Viewers/Attendees	36%	(535)	40%	(588)	4%	(54)	3%	(38)	15%	(224)	2%	(36)	1475
Monthly Moviegoers	50%	(160)	31%	(100)	4%	(13)	3%	(9)	9%	(30)	3%	(9)	320
Few Times per Year + Moviegoers	42%	(384)	38%	(347)	4%	(41)	2%	(23)	11%	(100)	3%	(25)	920
Heard Smile Campaign	44%	(242)	33%	(182)	4%	(21)	4%	(21)	10%	(54)	6%	(31)	551
Heard Minion Campaign	44%	(240)	34%	(186)	4%	(22)	3%	(15)	10%	(53)	4%	(24)	540
Listens to Podcasts	37%	(421)	37%	(424)	4%	(47)	3%	(36)	14%	(162)	4%	(42)	1132
Streaming Services User	36%	(636)	39%	(687)	3%	(61)	3%	(47)	15%	(273)	4%	(69)	1773
Netflix User	37%	(545)	38%	(554)	3%	(49)	2%	(36)	15%	(215)	5%	(76)	1474
Disney+ User	36%	(359)	40%	(389)	4%	(38)	3%	(27)	13%	(127)	4%	(44)	984
Heterosexual or straight	34%	(670)	38%	(739)	3%	(59)	3%	(53)	18%	(353)	5%	(97)	1971
Gay	35%	(24)	35%	(24)	3%	(2)	7%	(5)	19%	(13)	1%	(1)	68
Bisexual	37%	(33)	33%	(29)	3%	(3)	—	(0)	19%	(17)	7%	(7)	88
Yes	33%	(23)	28%	(20)	4%	(3)	5%	(4)	21%	(15)	8%	(6)	70
No	34%	(720)	38%	(809)	3%	(65)	3%	(57)	18%	(380)	5%	(110)	2140

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

Table MCFE25_7: *Do you have a favorable or unfavorable opinion of the following film studios/distributors?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Lionsgate

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	26%	(585)	33%	(728)	3%	(59)	2%	(39)	20%	(432)	17%	(367)	2210
Gender: Male	27%	(285)	36%	(389)	3%	(28)	2%	(26)	19%	(199)	13%	(141)	1068
Gender: Female	26%	(300)	30%	(339)	3%	(32)	1%	(13)	20%	(233)	20%	(225)	1142
Age: 18-34	29%	(187)	32%	(207)	5%	(35)	3%	(17)	16%	(104)	14%	(93)	642
Age: 35-44	27%	(98)	38%	(140)	2%	(7)	2%	(9)	21%	(78)	9%	(33)	365
Age: 45-64	29%	(205)	31%	(218)	2%	(11)	1%	(5)	19%	(136)	19%	(139)	714
Age: 65+	20%	(96)	33%	(163)	1%	(6)	2%	(8)	23%	(114)	21%	(103)	489
GenZers: 1997-2012	28%	(73)	29%	(73)	6%	(16)	4%	(10)	14%	(35)	19%	(49)	256
Millennials: 1981-1996	29%	(186)	36%	(238)	4%	(25)	2%	(15)	19%	(123)	10%	(67)	653
GenXers: 1965-1980	31%	(172)	33%	(181)	2%	(10)	1%	(4)	18%	(98)	16%	(91)	555
Baby Boomers: 1946-1964	20%	(138)	33%	(222)	1%	(6)	1%	(9)	23%	(158)	21%	(139)	673
PID: Dem (no lean)	31%	(266)	33%	(281)	4%	(31)	2%	(17)	16%	(141)	14%	(123)	860
PID: Ind (no lean)	24%	(164)	35%	(235)	2%	(11)	1%	(9)	23%	(152)	15%	(103)	674
PID: Rep (no lean)	23%	(155)	31%	(211)	3%	(17)	2%	(13)	20%	(138)	21%	(140)	676
PID/Gender: Dem Men	35%	(137)	34%	(135)	5%	(18)	2%	(10)	15%	(59)	9%	(35)	394
PID/Gender: Dem Women	28%	(129)	31%	(146)	3%	(13)	2%	(7)	18%	(82)	19%	(88)	465
PID/Gender: Ind Men	23%	(78)	38%	(132)	1%	(4)	2%	(7)	22%	(76)	14%	(49)	345
PID/Gender: Ind Women	26%	(86)	31%	(103)	2%	(7)	1%	(2)	23%	(76)	16%	(54)	329
PID/Gender: Rep Men	21%	(70)	37%	(122)	2%	(6)	3%	(9)	19%	(64)	17%	(57)	328
PID/Gender: Rep Women	24%	(85)	26%	(90)	3%	(11)	1%	(4)	21%	(75)	24%	(83)	348
Ideo: Liberal (1-3)	30%	(194)	35%	(229)	4%	(24)	2%	(13)	18%	(118)	12%	(77)	656
Ideo: Moderate (4)	27%	(202)	33%	(249)	3%	(21)	2%	(13)	18%	(134)	18%	(132)	751
Ideo: Conservative (5-7)	23%	(154)	33%	(221)	2%	(13)	2%	(11)	21%	(143)	19%	(124)	666
Educ: < College	30%	(433)	28%	(399)	3%	(43)	2%	(25)	19%	(273)	18%	(265)	1437
Educ: Bachelors degree	20%	(98)	47%	(230)	3%	(13)	1%	(6)	17%	(81)	13%	(63)	491
Educ: Post-grad	19%	(55)	35%	(99)	1%	(4)	3%	(8)	27%	(78)	14%	(39)	282
Income: Under 50k	28%	(360)	31%	(396)	2%	(31)	1%	(16)	19%	(240)	18%	(227)	1271
Income: 50k-100k	23%	(153)	35%	(229)	3%	(21)	2%	(12)	20%	(129)	17%	(112)	656
Income: 100k+	25%	(71)	36%	(103)	2%	(7)	4%	(10)	22%	(63)	10%	(28)	283
Ethnicity: White	24%	(404)	35%	(590)	2%	(41)	1%	(24)	21%	(356)	17%	(295)	1711

Continued on next page

Table MCFE25_7: *Do you have a favorable or unfavorable opinion of the following film studios/distributors?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Lionsgate

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	26%	(585)	33%	(728)	3%	(59)	2%	(39)	20%	(432)	17%	(367)	2210
Ethnicity: Hispanic	30%	(111)	32%	(118)	5%	(18)	1%	(5)	17%	(63)	15%	(57)	374
Ethnicity: Black	41%	(117)	27%	(78)	4%	(10)	4%	(10)	12%	(33)	12%	(34)	282
Ethnicity: Other	30%	(65)	28%	(60)	4%	(8)	2%	(5)	19%	(42)	17%	(38)	217
All Christian	25%	(259)	32%	(331)	3%	(31)	2%	(18)	19%	(198)	19%	(191)	1029
All Non-Christian	25%	(32)	33%	(42)	5%	(6)	—	(1)	16%	(21)	21%	(27)	129
Atheist	28%	(28)	33%	(33)	4%	(4)	3%	(3)	22%	(22)	10%	(10)	99
Agnostic/Nothing in particular	23%	(137)	36%	(210)	2%	(10)	2%	(11)	24%	(139)	14%	(81)	587
Something Else	35%	(129)	30%	(111)	2%	(8)	2%	(6)	14%	(52)	16%	(59)	365
Religious Non-Protestant/Catholic	25%	(38)	33%	(51)	5%	(8)	—	(1)	18%	(28)	19%	(29)	154
Evangelical	31%	(173)	32%	(177)	2%	(13)	2%	(9)	15%	(86)	18%	(100)	558
Non-Evangelical	26%	(206)	31%	(249)	3%	(23)	2%	(16)	20%	(156)	18%	(142)	792
Community: Urban	31%	(199)	34%	(217)	3%	(19)	3%	(17)	15%	(96)	14%	(89)	638
Community: Suburban	23%	(238)	36%	(362)	3%	(29)	1%	(15)	22%	(219)	15%	(152)	1014
Community: Rural	27%	(148)	27%	(150)	2%	(11)	1%	(7)	21%	(117)	22%	(126)	558
Employ: Private Sector	29%	(190)	36%	(235)	3%	(19)	2%	(12)	19%	(122)	12%	(76)	654
Employ: Government	32%	(44)	30%	(41)	5%	(7)	2%	(3)	14%	(19)	17%	(23)	136
Employ: Self-Employed	33%	(56)	34%	(56)	3%	(5)	3%	(5)	18%	(29)	10%	(16)	166
Employ: Homemaker	24%	(46)	34%	(64)	4%	(8)	1%	(1)	19%	(36)	19%	(36)	190
Employ: Student	28%	(17)	25%	(16)	5%	(3)	5%	(3)	12%	(7)	25%	(15)	62
Employ: Retired	20%	(114)	32%	(179)	1%	(7)	2%	(9)	24%	(133)	22%	(121)	563
Employ: Unemployed	28%	(83)	28%	(84)	1%	(4)	1%	(4)	22%	(67)	20%	(60)	301
Employ: Other	26%	(36)	39%	(53)	5%	(6)	2%	(2)	14%	(20)	14%	(19)	137
Military HH: Yes	26%	(75)	34%	(95)	2%	(4)	2%	(5)	22%	(62)	15%	(42)	283
Military HH: No	26%	(510)	33%	(633)	3%	(55)	2%	(34)	19%	(370)	17%	(325)	1927
RD/WT: Right Direction	33%	(222)	32%	(216)	4%	(25)	2%	(16)	15%	(97)	13%	(90)	666
RD/WT: Wrong Track	24%	(363)	33%	(511)	2%	(35)	2%	(23)	22%	(334)	18%	(277)	1544
Biden Job Approve	32%	(310)	34%	(331)	3%	(26)	2%	(20)	15%	(149)	14%	(135)	970
Biden Job Disapprove	23%	(261)	33%	(373)	3%	(29)	2%	(19)	22%	(249)	19%	(214)	1144

Table MCFE25_7: *Do you have a favorable or unfavorable opinion of the following film studios/distributors?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Lionsgate

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	26%	(585)	33%	(728)	3%	(59)	2%	(39)	20%	(432)	17%	(367)	2210
Biden Job Strongly Approve	40%	(174)	29%	(126)	3%	(13)	2%	(8)	12%	(51)	14%	(60)	433
Biden Job Somewhat Approve	25%	(137)	38%	(204)	2%	(12)	2%	(12)	18%	(97)	14%	(75)	537
Biden Job Somewhat Disapprove	22%	(74)	36%	(123)	3%	(10)	1%	(4)	20%	(67)	18%	(61)	339
Biden Job Strongly Disapprove	23%	(187)	31%	(250)	2%	(19)	2%	(15)	23%	(182)	19%	(152)	805
Favorable of Biden	32%	(309)	35%	(336)	2%	(24)	1%	(12)	15%	(146)	15%	(142)	969
Unfavorable of Biden	23%	(262)	33%	(369)	3%	(31)	2%	(22)	22%	(245)	18%	(204)	1134
Very Favorable of Biden	40%	(194)	29%	(139)	2%	(11)	2%	(8)	13%	(64)	14%	(66)	482
Somewhat Favorable of Biden	24%	(115)	40%	(196)	3%	(13)	1%	(4)	17%	(82)	16%	(77)	487
Somewhat Unfavorable of Biden	23%	(68)	38%	(115)	4%	(11)	2%	(7)	19%	(56)	14%	(42)	299
Very Unfavorable of Biden	23%	(194)	30%	(254)	2%	(20)	2%	(16)	23%	(189)	19%	(162)	835
#1 Issue: Economy	27%	(248)	36%	(330)	3%	(24)	2%	(19)	17%	(157)	15%	(135)	913
#1 Issue: Security	17%	(42)	26%	(64)	4%	(11)	2%	(6)	25%	(60)	25%	(60)	243
#1 Issue: Health Care	31%	(53)	34%	(59)	2%	(4)	2%	(4)	20%	(33)	10%	(18)	170
#1 Issue: Medicare / Social Security	25%	(68)	33%	(88)	1%	(3)	1%	(2)	16%	(41)	24%	(65)	266
#1 Issue: Women's Issues	29%	(89)	30%	(92)	2%	(7)	1%	(4)	20%	(61)	19%	(59)	311
#1 Issue: Education	34%	(20)	30%	(18)	5%	(3)	4%	(2)	20%	(12)	8%	(5)	59
#1 Issue: Energy	31%	(42)	31%	(41)	4%	(5)	2%	(2)	20%	(26)	13%	(17)	134
#1 Issue: Other	21%	(24)	31%	(36)	3%	(3)	1%	(1)	36%	(42)	8%	(9)	115
2020 Vote: Joe Biden	30%	(287)	34%	(323)	3%	(25)	1%	(13)	18%	(166)	14%	(130)	945
2020 Vote: Donald Trump	23%	(168)	32%	(235)	3%	(19)	2%	(16)	22%	(162)	19%	(140)	740
2020 Vote: Other	11%	(8)	37%	(25)	2%	(1)	6%	(4)	34%	(22)	10%	(7)	67
2020 Vote: Didn't Vote	27%	(123)	31%	(144)	3%	(13)	1%	(6)	18%	(82)	20%	(91)	459
2018 House Vote: Democrat	31%	(235)	34%	(255)	3%	(25)	2%	(13)	17%	(129)	13%	(98)	755
2018 House Vote: Republican	21%	(126)	34%	(201)	2%	(10)	2%	(10)	22%	(128)	19%	(113)	589
2018 House Vote: Someone else	20%	(10)	33%	(16)	—	(0)	8%	(4)	20%	(10)	19%	(9)	50
2016 Vote: Hillary Clinton	32%	(222)	33%	(230)	3%	(24)	2%	(11)	17%	(117)	13%	(92)	695
2016 Vote: Donald Trump	22%	(144)	34%	(223)	1%	(8)	2%	(10)	23%	(148)	19%	(123)	656
2016 Vote: Other	12%	(11)	37%	(32)	1%	(1)	5%	(4)	32%	(28)	12%	(10)	86
2016 Vote: Didn't Vote	27%	(206)	32%	(241)	3%	(27)	2%	(12)	18%	(139)	18%	(139)	765

Table MCFE25_7: *Do you have a favorable or unfavorable opinion of the following film studios/distributors?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Lionsgate

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	26%	(585)	33%	(728)	3%	(59)	2%	(39)	20%	(432)	17%	(367)	2210
Voted in 2014: Yes	26%	(324)	34%	(417)	2%	(28)	2%	(24)	20%	(241)	16%	(193)	1227
Voted in 2014: No	27%	(261)	32%	(311)	3%	(31)	2%	(15)	19%	(190)	18%	(174)	983
4-Region: Northeast	25%	(96)	32%	(121)	3%	(10)	2%	(7)	18%	(70)	21%	(79)	383
4-Region: Midwest	23%	(104)	35%	(159)	3%	(12)	2%	(10)	21%	(94)	17%	(77)	456
4-Region: South	29%	(242)	32%	(267)	3%	(24)	2%	(14)	20%	(167)	15%	(131)	844
4-Region: West	27%	(142)	34%	(181)	3%	(14)	2%	(9)	19%	(101)	15%	(80)	527
TikTok Users	35%	(279)	32%	(254)	4%	(29)	2%	(17)	13%	(105)	14%	(109)	793
Twitch Users	39%	(84)	38%	(82)	4%	(8)	5%	(10)	10%	(22)	5%	(10)	216
2022 Sports Viewers/Attendees	28%	(419)	36%	(533)	3%	(44)	2%	(27)	18%	(268)	12%	(184)	1475
Monthly Moviegoers	39%	(126)	36%	(115)	4%	(14)	3%	(9)	11%	(34)	7%	(23)	320
Few Times per Year + Moviegoers	33%	(306)	38%	(353)	4%	(32)	2%	(15)	14%	(133)	9%	(80)	920
Heard Smile Campaign	37%	(204)	33%	(181)	5%	(29)	3%	(16)	11%	(59)	11%	(62)	551
Heard Minion Campaign	39%	(212)	34%	(182)	5%	(25)	3%	(14)	10%	(54)	10%	(53)	540
Listens to Podcasts	32%	(366)	36%	(403)	4%	(47)	2%	(26)	16%	(185)	9%	(104)	1132
Streaming Services User	30%	(532)	35%	(617)	3%	(57)	2%	(31)	18%	(320)	12%	(216)	1773
Netflix User	31%	(455)	35%	(512)	3%	(50)	2%	(28)	16%	(239)	13%	(189)	1474
Disney+ User	32%	(312)	35%	(346)	4%	(43)	2%	(21)	14%	(137)	13%	(124)	984
Heterosexual or straight	26%	(519)	33%	(644)	3%	(55)	2%	(34)	19%	(383)	17%	(335)	1971
Gay	32%	(22)	31%	(21)	3%	(2)	4%	(3)	24%	(16)	5%	(4)	68
Bisexual	36%	(31)	34%	(30)	—	(0)	1%	(0)	21%	(18)	10%	(8)	88
Yes	24%	(17)	23%	(16)	3%	(2)	7%	(5)	29%	(20)	14%	(10)	70
No	27%	(568)	33%	(712)	3%	(57)	2%	(34)	19%	(412)	17%	(357)	2140

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

Table MCFE25_8: *Do you have a favorable or unfavorable opinion of the following film studios/distributors?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
A24

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	7%	(153)	8%	(166)	3%	(56)	2%	(39)	10%	(220)	71%	(1576)	2210
Gender: Male	9%	(93)	10%	(105)	4%	(41)	2%	(24)	11%	(117)	64%	(688)	1068
Gender: Female	5%	(60)	5%	(61)	1%	(15)	1%	(15)	9%	(103)	78%	(887)	1142
Age: 18-34	14%	(88)	13%	(85)	6%	(38)	4%	(24)	11%	(72)	52%	(335)	642
Age: 35-44	8%	(29)	10%	(35)	3%	(10)	1%	(4)	12%	(44)	67%	(243)	365
Age: 45-64	5%	(33)	4%	(30)	1%	(7)	1%	(9)	10%	(68)	79%	(567)	714
Age: 65+	1%	(4)	3%	(17)	—	(0)	1%	(3)	7%	(35)	88%	(430)	489
GenZers: 1997-2012	14%	(35)	11%	(29)	7%	(17)	4%	(9)	13%	(33)	52%	(133)	256
Millennials: 1981-1996	11%	(74)	13%	(85)	4%	(26)	3%	(19)	11%	(71)	58%	(379)	653
GenXers: 1965-1980	6%	(34)	6%	(33)	2%	(10)	1%	(8)	11%	(62)	73%	(407)	555
Baby Boomers: 1946-1964	1%	(8)	3%	(18)	—	(2)	1%	(4)	7%	(46)	88%	(595)	673
PID: Dem (no lean)	10%	(90)	10%	(88)	3%	(27)	2%	(21)	9%	(80)	64%	(553)	860
PID: Ind (no lean)	5%	(36)	6%	(37)	2%	(16)	—	(3)	10%	(70)	76%	(512)	674
PID: Rep (no lean)	4%	(28)	6%	(41)	2%	(13)	2%	(14)	10%	(70)	76%	(511)	676
PID/Gender: Dem Men	12%	(49)	16%	(61)	5%	(19)	3%	(11)	10%	(38)	55%	(216)	394
PID/Gender: Dem Women	9%	(41)	6%	(26)	2%	(8)	2%	(11)	9%	(42)	72%	(337)	465
PID/Gender: Ind Men	8%	(26)	7%	(23)	3%	(11)	1%	(2)	11%	(38)	71%	(246)	345
PID/Gender: Ind Women	3%	(10)	4%	(15)	2%	(5)	—	(2)	10%	(32)	81%	(266)	329
PID/Gender: Rep Men	5%	(18)	6%	(21)	3%	(10)	4%	(12)	12%	(41)	69%	(227)	328
PID/Gender: Rep Women	3%	(10)	6%	(20)	1%	(3)	1%	(3)	8%	(29)	82%	(284)	348
Ideo: Liberal (1-3)	11%	(73)	11%	(71)	4%	(26)	2%	(11)	9%	(60)	63%	(414)	656
Ideo: Moderate (4)	6%	(44)	7%	(49)	3%	(23)	2%	(15)	10%	(76)	72%	(543)	751
Ideo: Conservative (5-7)	4%	(28)	6%	(40)	1%	(6)	2%	(10)	11%	(72)	76%	(510)	666
Educ: < College	7%	(98)	6%	(85)	2%	(33)	2%	(29)	9%	(131)	74%	(1061)	1437
Educ: Bachelors degree	7%	(33)	13%	(65)	3%	(13)	1%	(5)	10%	(51)	66%	(324)	491
Educ: Post-grad	8%	(22)	6%	(16)	4%	(11)	2%	(5)	13%	(38)	68%	(191)	282
Income: Under 50k	6%	(76)	7%	(87)	2%	(31)	2%	(24)	10%	(132)	72%	(921)	1271
Income: 50k-100k	6%	(39)	8%	(52)	2%	(13)	2%	(13)	9%	(60)	73%	(479)	656
Income: 100k+	13%	(38)	9%	(27)	4%	(12)	1%	(2)	10%	(28)	62%	(176)	283
Ethnicity: White	5%	(93)	7%	(126)	1%	(24)	2%	(31)	10%	(176)	74%	(1260)	1711

Table MCFE25_8: *Do you have a favorable or unfavorable opinion of the following film studios/distributors?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
A24

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	7%	(153)	8%	(166)	3%	(56)	2%	(39)	10%	(220)	71%	(1576)	2210
Ethnicity: Hispanic	12%	(44)	9%	(35)	6%	(21)	3%	(11)	16%	(61)	54%	(202)	374
Ethnicity: Black	16%	(45)	8%	(22)	7%	(19)	2%	(5)	8%	(22)	60%	(169)	282
Ethnicity: Other	7%	(15)	8%	(18)	6%	(13)	2%	(3)	10%	(21)	68%	(147)	217
All Christian	6%	(58)	7%	(75)	2%	(21)	2%	(19)	10%	(100)	73%	(755)	1029
All Non-Christian	10%	(13)	10%	(13)	3%	(4)	1%	(2)	7%	(9)	69%	(89)	129
Atheist	8%	(8)	11%	(11)	1%	(1)	3%	(3)	11%	(11)	66%	(66)	99
Agnostic/Nothing in particular	7%	(41)	7%	(41)	3%	(17)	1%	(9)	12%	(68)	70%	(412)	587
Something Else	9%	(33)	7%	(25)	4%	(14)	2%	(7)	9%	(32)	69%	(254)	365
Religious Non-Protestant/Catholic	8%	(13)	11%	(17)	4%	(7)	1%	(2)	6%	(10)	69%	(106)	154
Evangelical	7%	(40)	8%	(42)	3%	(19)	2%	(10)	10%	(54)	70%	(393)	558
Non-Evangelical	6%	(50)	6%	(51)	2%	(13)	2%	(17)	10%	(76)	74%	(585)	792
Community: Urban	10%	(62)	11%	(70)	4%	(26)	2%	(10)	10%	(66)	63%	(403)	638
Community: Suburban	7%	(69)	7%	(71)	2%	(20)	1%	(11)	10%	(103)	73%	(740)	1014
Community: Rural	4%	(22)	4%	(25)	2%	(10)	3%	(18)	9%	(51)	78%	(433)	558
Employ: Private Sector	10%	(64)	11%	(71)	4%	(23)	3%	(17)	11%	(69)	63%	(410)	654
Employ: Government	11%	(15)	6%	(8)	5%	(7)	1%	(2)	8%	(11)	68%	(92)	136
Employ: Self-Employed	9%	(15)	10%	(17)	3%	(5)	2%	(4)	9%	(16)	66%	(109)	166
Employ: Homemaker	2%	(4)	7%	(14)	2%	(3)	3%	(6)	14%	(27)	72%	(136)	190
Employ: Student	22%	(13)	4%	(3)	8%	(5)	2%	(1)	10%	(6)	54%	(33)	62
Employ: Retired	1%	(7)	3%	(18)	—	(2)	—	(3)	8%	(46)	87%	(487)	563
Employ: Unemployed	9%	(26)	6%	(19)	3%	(8)	2%	(6)	11%	(34)	69%	(208)	301
Employ: Other	6%	(8)	11%	(16)	2%	(2)	1%	(1)	8%	(10)	73%	(100)	137
Military HH: Yes	4%	(12)	7%	(19)	1%	(2)	1%	(4)	11%	(32)	76%	(215)	283
Military HH: No	7%	(142)	8%	(147)	3%	(54)	2%	(35)	10%	(188)	71%	(1361)	1927
RD/WT: Right Direction	13%	(86)	12%	(77)	4%	(27)	2%	(15)	10%	(63)	60%	(398)	666
RD/WT: Wrong Track	4%	(67)	6%	(89)	2%	(29)	2%	(25)	10%	(156)	76%	(1178)	1544
Biden Job Approve	11%	(109)	10%	(99)	4%	(40)	2%	(17)	9%	(86)	64%	(619)	970
Biden Job Disapprove	3%	(40)	5%	(61)	1%	(14)	2%	(22)	11%	(123)	77%	(884)	1144

Table MCFE25_8: *Do you have a favorable or unfavorable opinion of the following film studios/distributors? If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
A24

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	7%	(153)	8%	(166)	3%	(56)	2%	(39)	10%	(220)	71%	(1576)	2210
Biden Job Strongly Approve	13%	(56)	11%	(49)	5%	(21)	1%	(3)	9%	(38)	61%	(265)	433
Biden Job Somewhat Approve	10%	(53)	9%	(49)	4%	(20)	3%	(14)	9%	(48)	66%	(354)	537
Biden Job Somewhat Disapprove	4%	(13)	8%	(28)	2%	(5)	2%	(6)	11%	(39)	73%	(247)	339
Biden Job Strongly Disapprove	3%	(26)	4%	(33)	1%	(9)	2%	(15)	10%	(84)	79%	(637)	805
Favorable of Biden	11%	(103)	10%	(96)	3%	(30)	2%	(15)	9%	(87)	66%	(638)	969
Unfavorable of Biden	4%	(46)	6%	(65)	2%	(19)	2%	(20)	10%	(118)	76%	(865)	1134
Very Favorable of Biden	13%	(63)	8%	(40)	3%	(17)	2%	(10)	9%	(44)	64%	(307)	482
Somewhat Favorable of Biden	8%	(39)	11%	(56)	3%	(13)	1%	(5)	9%	(43)	68%	(330)	487
Somewhat Unfavorable of Biden	6%	(17)	9%	(27)	2%	(6)	1%	(2)	8%	(25)	74%	(222)	299
Very Unfavorable of Biden	3%	(29)	5%	(38)	2%	(13)	2%	(18)	11%	(93)	77%	(643)	835
#1 Issue: Economy	7%	(61)	7%	(68)	3%	(24)	1%	(12)	11%	(103)	71%	(645)	913
#1 Issue: Security	3%	(7)	9%	(22)	3%	(7)	4%	(10)	7%	(18)	74%	(179)	243
#1 Issue: Health Care	10%	(17)	11%	(19)	4%	(7)	1%	(2)	9%	(15)	65%	(110)	170
#1 Issue: Medicare / Social Security	3%	(7)	5%	(12)	1%	(2)	—	(1)	9%	(23)	83%	(221)	266
#1 Issue: Women's Issues	12%	(38)	7%	(20)	3%	(9)	3%	(8)	9%	(27)	67%	(209)	311
#1 Issue: Education	11%	(6)	10%	(6)	5%	(3)	3%	(2)	13%	(8)	57%	(34)	59
#1 Issue: Energy	8%	(11)	9%	(13)	4%	(5)	2%	(3)	10%	(14)	66%	(89)	134
#1 Issue: Other	5%	(6)	5%	(6)	1%	(1)	1%	(1)	10%	(12)	78%	(90)	115
2020 Vote: Joe Biden	10%	(98)	9%	(89)	3%	(33)	2%	(17)	9%	(82)	66%	(626)	945
2020 Vote: Donald Trump	4%	(29)	6%	(43)	1%	(9)	2%	(14)	11%	(82)	76%	(564)	740
2020 Vote: Other	7%	(4)	9%	(6)	2%	(1)	2%	(1)	12%	(8)	69%	(47)	67
2020 Vote: Didn't Vote	5%	(23)	6%	(28)	3%	(13)	2%	(8)	10%	(48)	74%	(339)	459
2018 House Vote: Democrat	11%	(80)	10%	(77)	3%	(24)	2%	(16)	10%	(72)	64%	(487)	755
2018 House Vote: Republican	3%	(15)	6%	(36)	1%	(6)	2%	(9)	9%	(51)	80%	(473)	589
2018 House Vote: Someone else	12%	(6)	4%	(2)	1%	(1)	2%	(1)	11%	(6)	69%	(34)	50
2016 Vote: Hillary Clinton	10%	(72)	9%	(62)	4%	(25)	2%	(15)	9%	(63)	66%	(457)	695
2016 Vote: Donald Trump	3%	(22)	6%	(38)	1%	(7)	1%	(10)	8%	(55)	80%	(524)	656
2016 Vote: Other	5%	(5)	8%	(7)	1%	(1)	1%	(1)	11%	(10)	73%	(62)	86
2016 Vote: Didn't Vote	7%	(54)	7%	(57)	3%	(22)	2%	(14)	12%	(91)	69%	(527)	765

Table MCFE25_8: *Do you have a favorable or unfavorable opinion of the following film studios/distributors?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
A24

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	7%	(153)	8%	(166)	3%	(56)	2%	(39)	10%	(220)	71%	(1576)	2210
Voted in 2014: Yes	7%	(84)	8%	(97)	2%	(23)	2%	(19)	9%	(107)	73%	(896)	1227
Voted in 2014: No	7%	(69)	7%	(69)	3%	(32)	2%	(21)	12%	(113)	69%	(679)	983
4-Region: Northeast	8%	(32)	8%	(30)	2%	(8)	1%	(4)	8%	(31)	72%	(277)	383
4-Region: Midwest	6%	(26)	7%	(33)	1%	(6)	2%	(10)	9%	(41)	74%	(339)	456
4-Region: South	7%	(57)	7%	(56)	3%	(28)	2%	(16)	11%	(93)	70%	(594)	844
4-Region: West	7%	(38)	9%	(46)	3%	(14)	2%	(8)	10%	(55)	69%	(365)	527
TikTok Users	12%	(98)	8%	(61)	5%	(36)	3%	(20)	11%	(88)	62%	(490)	793
Twitch Users	17%	(36)	20%	(42)	7%	(16)	1%	(3)	12%	(26)	43%	(93)	216
2022 Sports Viewers/Attendees	7%	(107)	9%	(131)	3%	(44)	2%	(31)	11%	(156)	68%	(1007)	1475
Monthly Moviegoers	16%	(52)	16%	(51)	5%	(17)	4%	(11)	10%	(33)	49%	(157)	320
Few Times per Year + Moviegoers	12%	(113)	12%	(110)	4%	(41)	2%	(22)	11%	(99)	58%	(535)	920
Heard Smile Campaign	17%	(92)	14%	(79)	7%	(39)	4%	(22)	13%	(72)	45%	(248)	551
Heard Minion Campaign	18%	(96)	16%	(85)	6%	(30)	4%	(23)	14%	(74)	43%	(232)	540
Listens to Podcasts	10%	(114)	11%	(123)	4%	(46)	2%	(28)	13%	(145)	60%	(676)	1132
Streaming Services User	8%	(143)	9%	(158)	3%	(53)	2%	(30)	11%	(192)	67%	(1196)	1773
Netflix User	8%	(122)	9%	(136)	3%	(50)	2%	(29)	11%	(167)	66%	(970)	1474
Disney+ User	10%	(102)	11%	(105)	5%	(47)	2%	(23)	12%	(120)	60%	(588)	984
Heterosexual or straight	6%	(128)	7%	(146)	2%	(46)	2%	(36)	10%	(193)	72%	(1422)	1971
Gay	9%	(6)	6%	(4)	8%	(5)	1%	(1)	11%	(8)	64%	(44)	68
Bisexual	14%	(13)	4%	(3)	1%	(0)	1%	(1)	8%	(7)	73%	(65)	88
Yes	12%	(9)	6%	(4)	5%	(4)	4%	(3)	17%	(12)	56%	(40)	70
No	7%	(145)	8%	(162)	2%	(52)	2%	(37)	10%	(208)	72%	(1536)	2140

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

Table MCFE25_9: *Do you have a favorable or unfavorable opinion of the following film studios/distributors?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Annapurna Pictures

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	5%	(104)	6%	(134)	2%	(48)	2%	(43)	10%	(219)	75%	(1662)	2210
Gender: Male	6%	(63)	7%	(76)	3%	(32)	3%	(31)	11%	(113)	71%	(753)	1068
Gender: Female	4%	(41)	5%	(57)	1%	(16)	1%	(13)	9%	(106)	80%	(909)	1142
Age: 18-34	8%	(48)	10%	(66)	5%	(30)	4%	(25)	10%	(63)	64%	(410)	642
Age: 35-44	8%	(29)	9%	(33)	2%	(9)	2%	(6)	10%	(35)	69%	(254)	365
Age: 45-64	4%	(26)	3%	(21)	1%	(9)	1%	(6)	11%	(78)	80%	(573)	714
Age: 65+	—	(0)	3%	(14)	—	(1)	1%	(6)	9%	(43)	87%	(425)	489
GenZers: 1997-2012	7%	(19)	9%	(23)	5%	(13)	4%	(10)	11%	(28)	64%	(165)	256
Millennials: 1981-1996	8%	(50)	11%	(70)	4%	(23)	3%	(22)	9%	(59)	66%	(429)	653
GenXers: 1965-1980	5%	(27)	4%	(23)	2%	(10)	1%	(5)	11%	(63)	77%	(428)	555
Baby Boomers: 1946-1964	1%	(8)	3%	(18)	—	(2)	1%	(8)	9%	(60)	86%	(577)	673
PID: Dem (no lean)	7%	(62)	9%	(79)	3%	(28)	1%	(11)	9%	(79)	70%	(600)	860
PID: Ind (no lean)	3%	(18)	2%	(14)	2%	(15)	1%	(9)	12%	(80)	80%	(538)	674
PID: Rep (no lean)	3%	(23)	6%	(40)	1%	(5)	4%	(24)	9%	(59)	77%	(524)	676
PID/Gender: Dem Men	10%	(40)	12%	(48)	4%	(17)	1%	(6)	10%	(38)	62%	(246)	394
PID/Gender: Dem Women	5%	(22)	7%	(32)	2%	(11)	1%	(5)	9%	(42)	76%	(354)	465
PID/Gender: Ind Men	3%	(10)	2%	(8)	3%	(12)	1%	(4)	11%	(39)	79%	(272)	345
PID/Gender: Ind Women	2%	(8)	2%	(6)	1%	(3)	1%	(5)	13%	(41)	81%	(266)	329
PID/Gender: Rep Men	4%	(12)	6%	(20)	1%	(3)	6%	(21)	11%	(36)	72%	(235)	328
PID/Gender: Rep Women	3%	(11)	6%	(19)	1%	(3)	1%	(3)	7%	(23)	83%	(289)	348
Ideo: Liberal (1-3)	6%	(39)	9%	(57)	3%	(21)	2%	(15)	9%	(56)	71%	(467)	656
Ideo: Moderate (4)	4%	(33)	5%	(41)	3%	(19)	2%	(15)	10%	(75)	76%	(567)	751
Ideo: Conservative (5-7)	4%	(28)	5%	(32)	1%	(5)	2%	(13)	10%	(64)	79%	(524)	666
Educ: < College	5%	(69)	5%	(68)	2%	(30)	2%	(31)	10%	(137)	77%	(1102)	1437
Educ: Bachelors degree	5%	(23)	10%	(49)	2%	(11)	2%	(11)	9%	(42)	72%	(355)	491
Educ: Post-grad	4%	(12)	6%	(17)	2%	(7)	—	(1)	14%	(40)	73%	(206)	282
Income: Under 50k	4%	(52)	5%	(65)	2%	(30)	1%	(15)	11%	(140)	76%	(969)	1271
Income: 50k-100k	4%	(29)	6%	(41)	1%	(9)	4%	(26)	8%	(54)	76%	(496)	656
Income: 100k+	8%	(22)	10%	(27)	3%	(9)	1%	(2)	9%	(25)	70%	(197)	283
Ethnicity: White	4%	(64)	6%	(98)	1%	(24)	2%	(28)	10%	(167)	78%	(1329)	1711

Table MCFE25_9: *Do you have a favorable or unfavorable opinion of the following film studios/distributors?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Annapurna Pictures

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	5%	(104)	6%	(134)	2%	(48)	2%	(43)	10%	(219)	75%	(1662)	2210
Ethnicity: Hispanic	8%	(31)	7%	(26)	3%	(13)	2%	(7)	14%	(52)	66%	(246)	374
Ethnicity: Black	10%	(29)	8%	(23)	4%	(12)	4%	(11)	11%	(31)	62%	(175)	282
Ethnicity: Other	5%	(10)	6%	(12)	5%	(12)	2%	(4)	10%	(21)	73%	(158)	217
All Christian	4%	(45)	6%	(59)	2%	(15)	2%	(16)	9%	(93)	78%	(801)	1029
All Non-Christian	4%	(6)	11%	(14)	3%	(4)	2%	(3)	11%	(14)	68%	(88)	129
Atheist	4%	(4)	8%	(7)	1%	(1)	4%	(4)	10%	(10)	74%	(73)	99
Agnostic/Nothing in particular	5%	(30)	5%	(28)	2%	(13)	2%	(11)	11%	(64)	75%	(440)	587
Something Else	5%	(19)	7%	(25)	4%	(14)	2%	(9)	10%	(38)	71%	(260)	365
Religious Non-Protestant/Catholic	5%	(8)	11%	(17)	3%	(4)	2%	(3)	9%	(14)	70%	(107)	154
Evangelical	7%	(37)	7%	(37)	2%	(13)	3%	(15)	10%	(58)	71%	(398)	558
Non-Evangelical	3%	(21)	5%	(42)	2%	(17)	1%	(10)	9%	(70)	80%	(631)	792
Community: Urban	7%	(48)	9%	(57)	4%	(26)	2%	(11)	8%	(53)	69%	(442)	638
Community: Suburban	4%	(45)	5%	(54)	2%	(18)	2%	(18)	9%	(94)	77%	(785)	1014
Community: Rural	2%	(10)	4%	(22)	1%	(4)	3%	(14)	13%	(72)	78%	(434)	558
Employ: Private Sector	7%	(45)	10%	(65)	3%	(21)	2%	(14)	8%	(54)	70%	(455)	654
Employ: Government	8%	(12)	7%	(9)	2%	(3)	5%	(7)	7%	(9)	70%	(96)	136
Employ: Self-Employed	8%	(14)	6%	(10)	4%	(6)	3%	(4)	12%	(20)	67%	(111)	166
Employ: Homemaker	3%	(5)	6%	(11)	2%	(3)	—	(1)	15%	(28)	75%	(142)	190
Employ: Student	4%	(3)	7%	(4)	4%	(2)	6%	(4)	9%	(6)	69%	(43)	62
Employ: Retired	1%	(4)	3%	(14)	—	(3)	1%	(5)	10%	(56)	85%	(481)	563
Employ: Unemployed	4%	(13)	4%	(12)	2%	(6)	1%	(4)	10%	(31)	78%	(235)	301
Employ: Other	6%	(8)	6%	(8)	3%	(4)	3%	(4)	11%	(15)	72%	(98)	137
Military HH: Yes	3%	(9)	5%	(15)	1%	(3)	2%	(5)	7%	(20)	81%	(231)	283
Military HH: No	5%	(94)	6%	(118)	2%	(45)	2%	(39)	10%	(199)	74%	(1431)	1927
RD/WT: Right Direction	10%	(69)	9%	(63)	4%	(27)	2%	(14)	10%	(68)	64%	(425)	666
RD/WT: Wrong Track	2%	(34)	5%	(71)	1%	(21)	2%	(29)	10%	(151)	80%	(1237)	1544
Biden Job Approve	7%	(73)	9%	(83)	3%	(32)	2%	(19)	10%	(95)	69%	(668)	970
Biden Job Disapprove	2%	(25)	4%	(48)	1%	(16)	2%	(23)	10%	(109)	81%	(923)	1144

Continued on next page

Table MCFE25_9: *Do you have a favorable or unfavorable opinion of the following film studios/distributors?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Annapurna Pictures

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	5%	(104)	6%	(134)	2%	(48)	2%	(43)	10%	(219)	75%	(1662)	2210
Biden Job Strongly Approve	11%	(48)	10%	(44)	3%	(12)	2%	(8)	10%	(45)	64%	(276)	433
Biden Job Somewhat Approve	5%	(25)	7%	(39)	4%	(19)	2%	(11)	9%	(51)	73%	(392)	537
Biden Job Somewhat Disapprove	2%	(5)	6%	(21)	2%	(8)	1%	(2)	9%	(30)	81%	(273)	339
Biden Job Strongly Disapprove	2%	(20)	3%	(27)	1%	(8)	3%	(21)	10%	(79)	81%	(650)	805
Favorable of Biden	8%	(74)	8%	(77)	3%	(26)	1%	(14)	10%	(92)	71%	(686)	969
Unfavorable of Biden	2%	(24)	4%	(50)	2%	(18)	2%	(27)	10%	(109)	80%	(906)	1134
Very Favorable of Biden	10%	(46)	8%	(40)	3%	(15)	2%	(9)	11%	(52)	66%	(320)	482
Somewhat Favorable of Biden	6%	(28)	8%	(37)	2%	(11)	1%	(6)	8%	(40)	75%	(365)	487
Somewhat Unfavorable of Biden	2%	(5)	6%	(18)	3%	(9)	1%	(3)	6%	(17)	83%	(247)	299
Very Unfavorable of Biden	2%	(19)	4%	(32)	1%	(10)	3%	(24)	11%	(91)	79%	(659)	835
#1 Issue: Economy	5%	(50)	6%	(54)	2%	(18)	1%	(13)	11%	(104)	74%	(674)	913
#1 Issue: Security	3%	(7)	9%	(22)	2%	(5)	3%	(7)	7%	(18)	76%	(184)	243
#1 Issue: Health Care	9%	(15)	6%	(11)	2%	(4)	3%	(5)	8%	(13)	71%	(121)	170
#1 Issue: Medicare / Social Security	1%	(3)	4%	(11)	1%	(2)	1%	(2)	10%	(28)	82%	(219)	266
#1 Issue: Women's Issues	5%	(17)	6%	(17)	3%	(8)	3%	(9)	8%	(26)	75%	(234)	311
#1 Issue: Education	8%	(4)	6%	(3)	6%	(4)	6%	(4)	9%	(5)	65%	(39)	59
#1 Issue: Energy	1%	(2)	11%	(15)	4%	(5)	1%	(2)	10%	(14)	73%	(97)	134
#1 Issue: Other	4%	(5)	—	(1)	2%	(2)	2%	(2)	10%	(12)	82%	(94)	115
2020 Vote: Joe Biden	6%	(61)	8%	(74)	3%	(27)	2%	(15)	9%	(86)	72%	(682)	945
2020 Vote: Donald Trump	3%	(25)	5%	(39)	1%	(7)	3%	(19)	9%	(65)	79%	(584)	740
2020 Vote: Other	4%	(3)	4%	(3)	1%	(1)	—	(0)	15%	(10)	76%	(51)	67
2020 Vote: Didn't Vote	3%	(14)	4%	(18)	3%	(13)	2%	(9)	13%	(59)	75%	(346)	459
2018 House Vote: Democrat	6%	(48)	9%	(68)	3%	(23)	2%	(12)	10%	(76)	70%	(527)	755
2018 House Vote: Republican	3%	(20)	5%	(27)	—	(3)	2%	(11)	8%	(47)	82%	(482)	589
2018 House Vote: Someone else	7%	(3)	2%	(1)	3%	(2)	—	(0)	14%	(7)	74%	(37)	50
2016 Vote: Hillary Clinton	7%	(50)	8%	(56)	3%	(19)	1%	(10)	10%	(67)	71%	(492)	695
2016 Vote: Donald Trump	3%	(18)	5%	(35)	1%	(5)	2%	(12)	9%	(58)	81%	(529)	656
2016 Vote: Other	3%	(3)	2%	(2)	1%	(1)	—	(0)	14%	(12)	80%	(68)	86
2016 Vote: Didn't Vote	4%	(33)	5%	(41)	3%	(22)	2%	(18)	11%	(82)	74%	(569)	765

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Table MCFE25_9: *Do you have a favorable or unfavorable opinion of the following film studios/distributors?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Annapurna Pictures

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	5%	(104)	6%	(134)	2%	(48)	2%	(43)	10%	(219)	75%	(1662)	2210
Voted in 2014: Yes	5%	(60)	7%	(85)	2%	(19)	2%	(20)	10%	(117)	75%	(925)	1227
Voted in 2014: No	4%	(43)	5%	(49)	3%	(29)	2%	(24)	10%	(102)	75%	(737)	983
4-Region: Northeast	4%	(16)	7%	(27)	2%	(7)	1%	(5)	7%	(27)	79%	(301)	383
4-Region: Midwest	4%	(16)	4%	(19)	3%	(12)	2%	(9)	10%	(45)	78%	(356)	456
4-Region: South	5%	(44)	6%	(53)	2%	(20)	3%	(24)	12%	(97)	72%	(607)	844
4-Region: West	5%	(28)	7%	(35)	2%	(9)	1%	(6)	10%	(51)	76%	(398)	527
TikTok Users	8%	(63)	7%	(59)	3%	(24)	3%	(21)	11%	(83)	68%	(543)	793
Twitch Users	12%	(26)	15%	(33)	3%	(7)	4%	(9)	11%	(24)	54%	(116)	216
2022 Sports Viewers/Attendees	6%	(86)	8%	(111)	3%	(37)	2%	(30)	11%	(156)	72%	(1055)	1475
Monthly Moviegoers	13%	(40)	15%	(48)	4%	(13)	4%	(13)	11%	(36)	53%	(171)	320
Few Times per Year + Moviegoers	9%	(80)	10%	(92)	3%	(29)	3%	(25)	11%	(100)	65%	(594)	920
Heard Smile Campaign	13%	(73)	14%	(78)	5%	(30)	4%	(22)	14%	(75)	49%	(272)	551
Heard Minion Campaign	12%	(67)	14%	(73)	4%	(22)	5%	(25)	13%	(71)	52%	(282)	540
Listens to Podcasts	8%	(88)	10%	(111)	4%	(40)	3%	(32)	12%	(136)	64%	(724)	1132
Streaming Services User	5%	(96)	7%	(128)	2%	(44)	2%	(35)	11%	(189)	72%	(1282)	1773
Netflix User	6%	(87)	8%	(114)	3%	(44)	2%	(32)	11%	(158)	70%	(1039)	1474
Disney+ User	7%	(69)	10%	(101)	4%	(39)	2%	(24)	11%	(105)	66%	(647)	984
Heterosexual or straight	4%	(88)	6%	(120)	2%	(40)	2%	(41)	10%	(202)	75%	(1480)	1971
Gay	4%	(3)	7%	(5)	4%	(3)	1%	(1)	4%	(3)	79%	(54)	68
Bisexual	5%	(5)	3%	(3)	2%	(2)	1%	(0)	11%	(10)	79%	(69)	88
Yes	9%	(6)	5%	(4)	6%	(5)	2%	(2)	18%	(13)	59%	(42)	70
No	5%	(97)	6%	(130)	2%	(44)	2%	(42)	10%	(206)	76%	(1620)	2140

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

Table MCFE25_10: *Do you have a favorable or unfavorable opinion of the following film studios/distributors?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Neon

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	5%	(114)	6%	(139)	3%	(62)	2%	(37)	11%	(243)	73%	(1615)	2210
Gender: Male	6%	(64)	8%	(83)	4%	(44)	2%	(22)	11%	(116)	69%	(739)	1068
Gender: Female	4%	(50)	5%	(56)	2%	(18)	1%	(15)	11%	(127)	77%	(876)	1142
Age: 18-34	9%	(59)	10%	(61)	6%	(39)	3%	(22)	12%	(75)	60%	(387)	642
Age: 35-44	6%	(22)	10%	(35)	3%	(10)	1%	(5)	10%	(35)	71%	(258)	365
Age: 45-64	4%	(32)	4%	(30)	2%	(14)	1%	(6)	11%	(77)	78%	(556)	714
Age: 65+	—	(1)	3%	(13)	—	(0)	1%	(4)	11%	(56)	85%	(415)	489
GenZers: 1997-2012	9%	(24)	9%	(24)	4%	(11)	4%	(10)	12%	(30)	61%	(156)	256
Millennials: 1981-1996	8%	(52)	10%	(65)	5%	(35)	3%	(16)	10%	(68)	64%	(416)	653
GenXers: 1965-1980	5%	(30)	5%	(28)	2%	(12)	1%	(4)	12%	(65)	75%	(416)	555
Baby Boomers: 1946-1964	1%	(8)	3%	(20)	1%	(3)	1%	(6)	10%	(69)	84%	(566)	673
PID: Dem (no lean)	8%	(66)	9%	(76)	4%	(32)	1%	(12)	11%	(90)	68%	(584)	860
PID: Ind (no lean)	3%	(21)	4%	(27)	3%	(18)	1%	(4)	11%	(74)	78%	(529)	674
PID: Rep (no lean)	4%	(27)	5%	(36)	2%	(12)	3%	(20)	12%	(79)	74%	(502)	676
PID/Gender: Dem Men	9%	(37)	12%	(48)	6%	(23)	1%	(5)	11%	(43)	60%	(238)	394
PID/Gender: Dem Women	6%	(29)	6%	(28)	2%	(8)	2%	(7)	10%	(47)	74%	(346)	465
PID/Gender: Ind Men	3%	(12)	6%	(19)	3%	(11)	1%	(2)	8%	(27)	79%	(274)	345
PID/Gender: Ind Women	3%	(10)	2%	(8)	2%	(7)	1%	(2)	14%	(47)	77%	(255)	329
PID/Gender: Rep Men	5%	(15)	5%	(16)	3%	(10)	4%	(15)	14%	(46)	69%	(226)	328
PID/Gender: Rep Women	3%	(12)	6%	(20)	1%	(2)	2%	(6)	9%	(33)	79%	(276)	348
Ideo: Liberal (1-3)	8%	(51)	8%	(55)	3%	(22)	2%	(12)	8%	(53)	71%	(463)	656
Ideo: Moderate (4)	5%	(35)	6%	(44)	4%	(27)	1%	(7)	12%	(89)	73%	(550)	751
Ideo: Conservative (5-7)	4%	(27)	5%	(37)	2%	(10)	2%	(15)	12%	(79)	75%	(499)	666
Educ: < College	5%	(75)	5%	(77)	3%	(36)	2%	(27)	11%	(161)	74%	(1061)	1437
Educ: Bachelors degree	5%	(24)	9%	(45)	3%	(14)	1%	(6)	11%	(53)	71%	(348)	491
Educ: Post-grad	5%	(15)	6%	(18)	4%	(12)	1%	(3)	10%	(29)	73%	(206)	282
Income: Under 50k	4%	(53)	6%	(80)	3%	(36)	1%	(17)	12%	(157)	73%	(928)	1271
Income: 50k-100k	5%	(36)	6%	(37)	3%	(17)	2%	(15)	10%	(65)	74%	(487)	656
Income: 100k+	9%	(26)	8%	(22)	3%	(9)	2%	(5)	7%	(21)	70%	(199)	283
Ethnicity: White	4%	(67)	6%	(101)	2%	(42)	1%	(20)	10%	(175)	76%	(1306)	1711

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Table MCFE25_10: *Do you have a favorable or unfavorable opinion of the following film studios/distributors?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Neon

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	5%	(114)	6%	(139)	3%	(62)	2%	(37)	11%	(243)	73%	(1615)	2210
Ethnicity: Hispanic	11%	(40)	8%	(29)	4%	(14)	2%	(6)	13%	(49)	63%	(236)	374
Ethnicity: Black	12%	(35)	7%	(20)	5%	(14)	5%	(14)	14%	(40)	57%	(160)	282
Ethnicity: Other	6%	(13)	8%	(18)	3%	(7)	1%	(3)	13%	(28)	69%	(149)	217
All Christian	5%	(48)	5%	(56)	2%	(25)	1%	(13)	10%	(100)	76%	(785)	1029
All Non-Christian	5%	(7)	10%	(13)	5%	(6)	3%	(4)	8%	(11)	68%	(88)	129
Atheist	4%	(4)	8%	(7)	2%	(2)	2%	(2)	8%	(8)	76%	(76)	99
Agnostic/Nothing in particular	4%	(25)	7%	(41)	3%	(18)	1%	(8)	14%	(81)	70%	(414)	587
Something Else	8%	(31)	6%	(21)	3%	(10)	2%	(8)	12%	(43)	69%	(252)	365
Religious Non-Protestant/Catholic	5%	(8)	9%	(14)	4%	(6)	3%	(4)	7%	(11)	71%	(110)	154
Evangelical	9%	(50)	8%	(44)	3%	(15)	1%	(6)	9%	(53)	70%	(391)	558
Non-Evangelical	3%	(25)	4%	(30)	3%	(21)	2%	(16)	11%	(88)	77%	(612)	792
Community: Urban	7%	(46)	9%	(58)	5%	(34)	1%	(9)	10%	(66)	67%	(425)	638
Community: Suburban	5%	(49)	5%	(52)	2%	(16)	1%	(13)	11%	(110)	76%	(775)	1014
Community: Rural	4%	(20)	5%	(30)	2%	(12)	3%	(15)	12%	(67)	74%	(414)	558
Employ: Private Sector	7%	(46)	10%	(66)	4%	(28)	2%	(10)	10%	(68)	67%	(436)	654
Employ: Government	10%	(13)	8%	(11)	3%	(4)	5%	(6)	5%	(7)	70%	(96)	136
Employ: Self-Employed	9%	(15)	10%	(17)	3%	(4)	4%	(6)	8%	(13)	67%	(111)	166
Employ: Homemaker	3%	(5)	5%	(10)	3%	(7)	1%	(2)	14%	(27)	73%	(138)	190
Employ: Student	7%	(4)	9%	(5)	6%	(4)	—	(0)	17%	(11)	61%	(38)	62
Employ: Retired	2%	(9)	3%	(15)	1%	(4)	1%	(4)	11%	(63)	83%	(467)	563
Employ: Unemployed	5%	(15)	3%	(9)	2%	(6)	2%	(5)	11%	(33)	78%	(234)	301
Employ: Other	4%	(6)	4%	(5)	3%	(5)	2%	(3)	16%	(22)	70%	(96)	137
Military HH: Yes	4%	(10)	8%	(23)	1%	(2)	2%	(4)	11%	(30)	76%	(214)	283
Military HH: No	5%	(104)	6%	(116)	3%	(60)	2%	(32)	11%	(213)	73%	(1401)	1927
RD/WT: Right Direction	12%	(77)	9%	(63)	5%	(36)	2%	(11)	11%	(76)	61%	(404)	666
RD/WT: Wrong Track	2%	(37)	5%	(76)	2%	(26)	2%	(26)	11%	(167)	78%	(1211)	1544
Biden Job Approve	9%	(83)	9%	(85)	4%	(38)	1%	(13)	10%	(94)	68%	(657)	970
Biden Job Disapprove	2%	(28)	5%	(52)	2%	(21)	2%	(23)	12%	(134)	77%	(886)	1144

Table MCFE25_10: *Do you have a favorable or unfavorable opinion of the following film studios/distributors?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Neon

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	5%	(114)	6%	(139)	3%	(62)	2%	(37)	11%	(243)	73%	(1615)	2210
Biden Job Strongly Approve	13%	(58)	10%	(43)	4%	(19)	1%	(6)	9%	(41)	61%	(265)	433
Biden Job Somewhat Approve	5%	(25)	8%	(42)	4%	(19)	1%	(7)	10%	(53)	73%	(393)	537
Biden Job Somewhat Disapprove	2%	(6)	6%	(21)	1%	(4)	1%	(4)	10%	(32)	80%	(272)	339
Biden Job Strongly Disapprove	3%	(22)	4%	(31)	2%	(17)	2%	(19)	13%	(101)	76%	(614)	805
Favorable of Biden	8%	(78)	8%	(81)	3%	(27)	1%	(9)	10%	(96)	70%	(677)	969
Unfavorable of Biden	3%	(31)	5%	(53)	2%	(28)	2%	(24)	11%	(130)	77%	(868)	1134
Very Favorable of Biden	12%	(57)	8%	(38)	4%	(19)	2%	(8)	11%	(55)	64%	(306)	482
Somewhat Favorable of Biden	4%	(22)	9%	(43)	2%	(9)	—	(1)	9%	(41)	76%	(371)	487
Somewhat Unfavorable of Biden	3%	(9)	6%	(19)	3%	(9)	—	(1)	7%	(21)	80%	(240)	299
Very Unfavorable of Biden	3%	(22)	4%	(34)	2%	(19)	3%	(23)	13%	(108)	75%	(628)	835
#1 Issue: Economy	6%	(52)	6%	(58)	3%	(23)	1%	(13)	11%	(98)	73%	(670)	913
#1 Issue: Security	5%	(13)	5%	(12)	2%	(5)	4%	(10)	10%	(25)	73%	(178)	243
#1 Issue: Health Care	9%	(15)	10%	(17)	4%	(6)	1%	(2)	14%	(24)	62%	(106)	170
#1 Issue: Medicare / Social Security	3%	(7)	5%	(14)	2%	(5)	—	(1)	11%	(30)	78%	(208)	266
#1 Issue: Women's Issues	5%	(15)	5%	(17)	2%	(7)	2%	(7)	10%	(30)	76%	(235)	311
#1 Issue: Education	7%	(4)	12%	(7)	8%	(5)	3%	(2)	10%	(6)	60%	(35)	59
#1 Issue: Energy	4%	(5)	9%	(13)	7%	(10)	1%	(2)	9%	(11)	69%	(93)	134
#1 Issue: Other	3%	(4)	2%	(2)	1%	(1)	1%	(1)	16%	(19)	78%	(89)	115
2020 Vote: Joe Biden	7%	(69)	8%	(78)	3%	(27)	1%	(11)	9%	(83)	72%	(676)	945
2020 Vote: Donald Trump	3%	(25)	5%	(35)	2%	(15)	2%	(16)	12%	(88)	76%	(560)	740
2020 Vote: Other	4%	(3)	6%	(4)	3%	(2)	—	(0)	12%	(8)	74%	(50)	67
2020 Vote: Didn't Vote	4%	(17)	5%	(21)	4%	(18)	2%	(9)	14%	(64)	72%	(328)	459
2018 House Vote: Democrat	7%	(55)	9%	(69)	3%	(24)	2%	(13)	9%	(66)	70%	(527)	755
2018 House Vote: Republican	4%	(24)	5%	(29)	1%	(5)	2%	(11)	11%	(64)	77%	(455)	589
2018 House Vote: Someone else	6%	(3)	4%	(2)	3%	(2)	—	(0)	15%	(8)	72%	(35)	50
2016 Vote: Hillary Clinton	9%	(59)	9%	(61)	2%	(16)	1%	(9)	9%	(66)	70%	(484)	695
2016 Vote: Donald Trump	3%	(21)	6%	(36)	1%	(9)	2%	(12)	11%	(73)	77%	(504)	656
2016 Vote: Other	3%	(3)	1%	(1)	1%	(1)	—	(0)	13%	(11)	81%	(69)	86
2016 Vote: Didn't Vote	4%	(30)	5%	(40)	5%	(36)	2%	(13)	12%	(93)	72%	(553)	765

Table MCFE25_10: *Do you have a favorable or unfavorable opinion of the following film studios/distributors?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Neon

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	5%	(114)	6%	(139)	3%	(62)	2%	(37)	11%	(243)	73%	(1615)	2210
Voted in 2014: Yes	6%	(68)	7%	(86)	2%	(25)	2%	(20)	10%	(122)	74%	(906)	1227
Voted in 2014: No	5%	(46)	5%	(54)	4%	(37)	2%	(17)	12%	(121)	72%	(709)	983
4-Region: Northeast	5%	(20)	5%	(18)	3%	(13)	1%	(5)	9%	(33)	77%	(294)	383
4-Region: Midwest	4%	(17)	7%	(30)	2%	(7)	2%	(11)	11%	(49)	75%	(343)	456
4-Region: South	5%	(43)	7%	(61)	3%	(26)	2%	(19)	13%	(107)	70%	(588)	844
4-Region: West	6%	(34)	6%	(30)	3%	(16)	—	(2)	10%	(55)	74%	(390)	527
TikTok Users	8%	(64)	8%	(64)	5%	(39)	3%	(20)	11%	(87)	65%	(518)	793
Twitch Users	12%	(26)	17%	(37)	6%	(13)	3%	(6)	10%	(22)	52%	(112)	216
2022 Sports Viewers/Attendees	7%	(96)	8%	(118)	3%	(47)	2%	(25)	11%	(159)	70%	(1030)	1475
Monthly Moviegoers	13%	(42)	16%	(52)	5%	(17)	4%	(12)	9%	(30)	52%	(167)	320
Few Times per Year + Moviegoers	9%	(87)	10%	(95)	4%	(39)	2%	(20)	10%	(90)	64%	(589)	920
Heard Smile Campaign	16%	(87)	14%	(79)	7%	(39)	4%	(21)	11%	(62)	48%	(262)	551
Heard Minion Campaign	14%	(73)	15%	(81)	7%	(36)	3%	(17)	11%	(61)	50%	(271)	540
Listens to Podcasts	9%	(98)	9%	(105)	4%	(47)	2%	(27)	13%	(152)	62%	(703)	1132
Streaming Services User	6%	(105)	7%	(129)	3%	(58)	2%	(27)	12%	(204)	70%	(1249)	1773
Netflix User	6%	(95)	8%	(120)	3%	(50)	2%	(26)	12%	(170)	69%	(1013)	1474
Disney+ User	8%	(77)	10%	(99)	5%	(48)	2%	(21)	10%	(100)	65%	(639)	984
Heterosexual or straight	5%	(95)	6%	(123)	3%	(56)	2%	(36)	11%	(225)	73%	(1434)	1971
Gay	4%	(3)	5%	(4)	5%	(3)	—	(0)	12%	(8)	74%	(50)	68
Bisexual	9%	(8)	7%	(6)	1%	(1)	—	(0)	6%	(6)	76%	(67)	88
Yes	8%	(6)	9%	(6)	5%	(3)	3%	(2)	10%	(7)	66%	(46)	70
No	5%	(109)	6%	(133)	3%	(59)	2%	(34)	11%	(236)	73%	(1569)	2140

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

Table MCFE25_11: *Do you have a favorable or unfavorable opinion of the following film studios/distributors?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Blumhouse Productions

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	11%	(244)	11%	(250)	3%	(57)	2%	(48)	14%	(307)	59%	(1304)	2210
Gender: Male	13%	(140)	14%	(145)	3%	(32)	3%	(30)	13%	(142)	54%	(578)	1068
Gender: Female	9%	(104)	9%	(105)	2%	(25)	2%	(18)	14%	(164)	64%	(726)	1142
Age: 18-34	16%	(104)	19%	(121)	5%	(30)	3%	(22)	14%	(91)	43%	(273)	642
Age: 35-44	15%	(53)	13%	(48)	3%	(12)	3%	(10)	18%	(64)	49%	(178)	365
Age: 45-64	11%	(78)	8%	(60)	2%	(12)	1%	(9)	13%	(95)	64%	(460)	714
Age: 65+	2%	(8)	4%	(20)	1%	(3)	2%	(8)	12%	(56)	81%	(393)	489
GenZers: 1997-2012	17%	(43)	18%	(47)	5%	(12)	4%	(11)	12%	(31)	44%	(113)	256
Millennials: 1981-1996	16%	(103)	16%	(107)	4%	(28)	3%	(21)	16%	(107)	44%	(286)	653
GenXers: 1965-1980	12%	(69)	11%	(62)	2%	(13)	1%	(8)	16%	(90)	57%	(314)	555
Baby Boomers: 1946-1964	4%	(29)	5%	(31)	1%	(5)	1%	(8)	10%	(68)	79%	(532)	673
PID: Dem (no lean)	13%	(113)	15%	(131)	3%	(29)	2%	(17)	12%	(105)	54%	(466)	860
PID: Ind (no lean)	10%	(65)	9%	(58)	2%	(12)	2%	(14)	18%	(123)	60%	(403)	674
PID: Rep (no lean)	10%	(66)	9%	(61)	2%	(16)	3%	(18)	12%	(79)	64%	(435)	676
PID/Gender: Dem Men	16%	(62)	17%	(69)	5%	(20)	2%	(7)	12%	(49)	48%	(188)	394
PID/Gender: Dem Women	11%	(51)	13%	(62)	2%	(9)	2%	(9)	12%	(56)	60%	(278)	465
PID/Gender: Ind Men	12%	(42)	11%	(39)	2%	(5)	3%	(10)	16%	(54)	57%	(195)	345
PID/Gender: Ind Women	7%	(23)	6%	(20)	2%	(7)	1%	(4)	21%	(69)	63%	(207)	329
PID/Gender: Rep Men	11%	(37)	11%	(38)	2%	(7)	4%	(13)	12%	(40)	59%	(195)	328
PID/Gender: Rep Women	9%	(30)	7%	(23)	3%	(10)	1%	(5)	11%	(40)	69%	(241)	348
Ideo: Liberal (1-3)	13%	(86)	15%	(97)	3%	(22)	3%	(17)	12%	(81)	54%	(353)	656
Ideo: Moderate (4)	11%	(84)	12%	(89)	3%	(20)	2%	(14)	16%	(121)	57%	(424)	751
Ideo: Conservative (5-7)	9%	(58)	8%	(55)	2%	(14)	2%	(15)	12%	(79)	67%	(445)	666
Educ: < College	12%	(178)	11%	(156)	3%	(42)	2%	(33)	14%	(199)	58%	(829)	1437
Educ: Bachelors degree	8%	(41)	13%	(65)	2%	(12)	3%	(13)	12%	(61)	61%	(299)	491
Educ: Post-grad	9%	(24)	10%	(29)	1%	(3)	1%	(2)	17%	(47)	63%	(177)	282
Income: Under 50k	11%	(144)	12%	(151)	2%	(28)	2%	(29)	15%	(191)	57%	(729)	1271
Income: 50k-100k	10%	(67)	10%	(64)	3%	(21)	3%	(17)	11%	(74)	63%	(414)	656
Income: 100k+	12%	(33)	12%	(35)	2%	(7)	1%	(3)	15%	(42)	57%	(162)	283
Ethnicity: White	10%	(165)	11%	(185)	2%	(38)	2%	(34)	14%	(231)	62%	(1058)	1711

Table MCFE25_11: *Do you have a favorable or unfavorable opinion of the following film studios/distributors?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Blumhouse Productions

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	11%	(244)	11%	(250)	3%	(57)	2%	(48)	14%	(307)	59%	(1304)	2210
Ethnicity: Hispanic	16%	(59)	15%	(55)	4%	(15)	3%	(10)	18%	(69)	45%	(167)	374
Ethnicity: Black	19%	(53)	16%	(45)	4%	(10)	4%	(12)	15%	(42)	43%	(121)	282
Ethnicity: Other	12%	(25)	10%	(21)	4%	(8)	1%	(3)	16%	(34)	58%	(126)	217
All Christian	9%	(94)	10%	(103)	3%	(31)	2%	(17)	12%	(128)	64%	(657)	1029
All Non-Christian	9%	(11)	15%	(19)	2%	(3)	3%	(3)	11%	(14)	61%	(78)	129
Atheist	13%	(13)	12%	(12)	4%	(4)	5%	(5)	11%	(11)	56%	(55)	99
Agnostic/Nothing in particular	12%	(69)	13%	(77)	1%	(7)	2%	(14)	18%	(103)	54%	(318)	587
Something Else	16%	(57)	11%	(39)	3%	(12)	2%	(9)	14%	(51)	54%	(196)	365
Religious Non-Protestant/Catholic	9%	(13)	14%	(21)	4%	(6)	2%	(3)	12%	(18)	60%	(93)	154
Evangelical	13%	(74)	10%	(54)	3%	(16)	2%	(11)	13%	(70)	60%	(333)	558
Non-Evangelical	9%	(73)	11%	(84)	3%	(24)	2%	(15)	13%	(102)	62%	(494)	792
Community: Urban	15%	(98)	14%	(91)	4%	(23)	1%	(8)	12%	(74)	54%	(344)	638
Community: Suburban	9%	(94)	12%	(118)	2%	(20)	2%	(24)	15%	(154)	60%	(604)	1014
Community: Rural	9%	(52)	7%	(41)	2%	(14)	3%	(16)	14%	(79)	64%	(356)	558
Employ: Private Sector	15%	(98)	15%	(97)	3%	(20)	2%	(11)	12%	(81)	53%	(348)	654
Employ: Government	11%	(15)	10%	(14)	4%	(6)	4%	(5)	12%	(16)	59%	(81)	136
Employ: Self-Employed	17%	(28)	16%	(27)	2%	(4)	3%	(4)	13%	(22)	48%	(81)	166
Employ: Homemaker	9%	(18)	8%	(15)	3%	(6)	2%	(4)	22%	(42)	56%	(106)	190
Employ: Student	9%	(6)	21%	(13)	10%	(6)	1%	(1)	12%	(8)	47%	(29)	62
Employ: Retired	3%	(16)	5%	(28)	1%	(5)	1%	(7)	12%	(67)	78%	(439)	563
Employ: Unemployed	14%	(44)	13%	(40)	—	(1)	5%	(15)	16%	(49)	51%	(153)	301
Employ: Other	14%	(20)	12%	(17)	6%	(9)	2%	(2)	17%	(23)	49%	(67)	137
Military HH: Yes	7%	(20)	10%	(27)	2%	(7)	3%	(9)	13%	(37)	64%	(182)	283
Military HH: No	12%	(223)	12%	(223)	3%	(50)	2%	(39)	14%	(270)	58%	(1122)	1927
RD/WT: Right Direction	16%	(107)	16%	(104)	4%	(25)	2%	(16)	14%	(90)	49%	(323)	666
RD/WT: Wrong Track	9%	(137)	9%	(146)	2%	(32)	2%	(32)	14%	(217)	64%	(981)	1544
Biden Job Approve	14%	(138)	15%	(141)	2%	(24)	2%	(22)	12%	(119)	54%	(526)	970
Biden Job Disapprove	9%	(100)	9%	(102)	3%	(29)	2%	(25)	14%	(162)	63%	(726)	1144

Continued on next page

Table MCFE25_11: *Do you have a favorable or unfavorable opinion of the following film studios/distributors?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Blumhouse Productions

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	11%	(244)	11%	(250)	3%	(57)	2%	(48)	14%	(307)	59%	(1304)	2210
Biden Job Strongly Approve	19%	(80)	14%	(59)	3%	(14)	2%	(8)	10%	(44)	53%	(229)	433
Biden Job Somewhat Approve	11%	(58)	15%	(83)	2%	(10)	3%	(15)	14%	(75)	55%	(297)	537
Biden Job Somewhat Disapprove	11%	(36)	11%	(38)	2%	(8)	1%	(3)	15%	(51)	60%	(203)	339
Biden Job Strongly Disapprove	8%	(64)	8%	(64)	3%	(21)	3%	(21)	14%	(111)	65%	(523)	805
Favorable of Biden	14%	(137)	14%	(135)	2%	(20)	2%	(17)	12%	(118)	56%	(541)	969
Unfavorable of Biden	9%	(100)	10%	(108)	3%	(34)	2%	(27)	14%	(159)	62%	(705)	1134
Very Favorable of Biden	17%	(83)	13%	(65)	3%	(13)	2%	(12)	12%	(56)	52%	(253)	482
Somewhat Favorable of Biden	11%	(54)	14%	(70)	1%	(7)	1%	(5)	13%	(62)	59%	(288)	487
Somewhat Unfavorable of Biden	10%	(31)	12%	(37)	4%	(12)	1%	(3)	15%	(45)	57%	(170)	299
Very Unfavorable of Biden	8%	(69)	9%	(71)	3%	(22)	3%	(24)	14%	(114)	64%	(535)	835
#1 Issue: Economy	11%	(102)	12%	(106)	3%	(24)	2%	(16)	15%	(135)	58%	(530)	913
#1 Issue: Security	10%	(25)	8%	(20)	1%	(3)	3%	(8)	12%	(29)	65%	(157)	243
#1 Issue: Health Care	15%	(25)	14%	(24)	6%	(11)	2%	(4)	13%	(22)	49%	(83)	170
#1 Issue: Medicare / Social Security	8%	(21)	5%	(14)	1%	(3)	1%	(3)	12%	(33)	72%	(192)	266
#1 Issue: Women's Issues	13%	(42)	16%	(50)	2%	(6)	3%	(8)	12%	(36)	54%	(169)	311
#1 Issue: Education	7%	(4)	15%	(9)	6%	(4)	3%	(2)	19%	(11)	50%	(30)	59
#1 Issue: Energy	12%	(17)	12%	(16)	3%	(4)	5%	(6)	13%	(17)	55%	(74)	134
#1 Issue: Other	7%	(9)	8%	(10)	2%	(2)	2%	(2)	20%	(23)	61%	(69)	115
2020 Vote: Joe Biden	14%	(128)	13%	(120)	3%	(26)	1%	(12)	13%	(126)	56%	(532)	945
2020 Vote: Donald Trump	9%	(69)	8%	(60)	2%	(18)	2%	(17)	13%	(96)	65%	(480)	740
2020 Vote: Other	6%	(4)	11%	(7)	2%	(1)	3%	(2)	22%	(15)	57%	(38)	67
2020 Vote: Didn't Vote	9%	(43)	14%	(62)	3%	(12)	4%	(18)	15%	(70)	55%	(254)	459
2018 House Vote: Democrat	14%	(105)	13%	(95)	3%	(24)	2%	(14)	13%	(100)	55%	(417)	755
2018 House Vote: Republican	7%	(42)	8%	(45)	1%	(8)	2%	(14)	13%	(74)	69%	(405)	589
2018 House Vote: Someone else	9%	(4)	11%	(6)	1%	(1)	2%	(1)	20%	(10)	56%	(28)	50
2016 Vote: Hillary Clinton	14%	(98)	13%	(89)	3%	(18)	2%	(11)	13%	(89)	56%	(390)	695
2016 Vote: Donald Trump	8%	(54)	8%	(54)	1%	(10)	2%	(10)	13%	(83)	68%	(445)	656
2016 Vote: Other	8%	(7)	8%	(7)	2%	(2)	1%	(1)	17%	(15)	63%	(54)	86
2016 Vote: Didn't Vote	11%	(85)	13%	(99)	3%	(27)	3%	(25)	16%	(119)	54%	(412)	765

Table MCFE25_11: *Do you have a favorable or unfavorable opinion of the following film studios/distributors?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Blumhouse Productions

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	11%	(244)	11%	(250)	3%	(57)	2%	(48)	14%	(307)	59%	(1304)	2210
Voted in 2014: Yes	11%	(133)	10%	(124)	2%	(27)	2%	(21)	13%	(157)	62%	(764)	1227
Voted in 2014: No	11%	(111)	13%	(126)	3%	(30)	3%	(28)	15%	(149)	55%	(540)	983
4-Region: Northeast	11%	(41)	12%	(44)	2%	(7)	2%	(6)	11%	(41)	64%	(243)	383
4-Region: Midwest	10%	(44)	11%	(49)	3%	(16)	2%	(9)	14%	(64)	60%	(275)	456
4-Region: South	11%	(92)	12%	(103)	3%	(23)	3%	(25)	14%	(122)	57%	(480)	844
4-Region: West	13%	(68)	10%	(54)	2%	(11)	1%	(8)	15%	(80)	58%	(306)	527
TikTok Users	18%	(142)	16%	(124)	3%	(22)	3%	(23)	14%	(112)	47%	(369)	793
Twitch Users	27%	(59)	22%	(47)	4%	(8)	3%	(5)	14%	(30)	31%	(66)	216
2022 Sports Viewers/Attendees	12%	(179)	13%	(194)	3%	(44)	2%	(30)	14%	(205)	56%	(824)	1475
Monthly Moviegoers	23%	(75)	17%	(54)	4%	(13)	3%	(9)	14%	(45)	39%	(124)	320
Few Times per Year + Moviegoers	16%	(151)	16%	(147)	3%	(31)	2%	(19)	14%	(129)	48%	(442)	920
Heard Smile Campaign	24%	(132)	22%	(123)	5%	(27)	4%	(20)	14%	(75)	32%	(174)	551
Heard Minion Campaign	23%	(124)	22%	(121)	4%	(22)	4%	(20)	15%	(80)	32%	(174)	540
Listens to Podcasts	16%	(180)	16%	(180)	3%	(38)	3%	(32)	15%	(170)	47%	(531)	1132
Streaming Services User	13%	(233)	13%	(235)	3%	(54)	2%	(38)	15%	(261)	54%	(951)	1773
Netflix User	14%	(201)	14%	(204)	3%	(48)	2%	(33)	15%	(220)	52%	(769)	1474
Disney+ User	15%	(152)	16%	(157)	4%	(41)	3%	(25)	15%	(146)	47%	(463)	984
Heterosexual or straight	11%	(210)	11%	(210)	3%	(50)	2%	(41)	14%	(273)	60%	(1187)	1971
Gay	16%	(11)	18%	(12)	3%	(2)	—	(0)	12%	(8)	51%	(35)	68
Bisexual	16%	(14)	16%	(14)	3%	(2)	—	(0)	20%	(17)	46%	(41)	88
Yes	16%	(11)	11%	(8)	4%	(3)	3%	(2)	23%	(16)	42%	(29)	70
No	11%	(232)	11%	(242)	3%	(54)	2%	(46)	14%	(291)	60%	(1275)	2140

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

Table MCFE25_12: *Do you have a favorable or unfavorable opinion of the following film studios/distributors?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Monkeypaw Productions

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	6%	(142)	8%	(166)	2%	(50)	2%	(41)	12%	(255)	70%	(1556)	2210
Gender: Male	8%	(83)	10%	(102)	3%	(32)	3%	(30)	11%	(121)	66%	(700)	1068
Gender: Female	5%	(59)	6%	(64)	2%	(18)	1%	(12)	12%	(134)	75%	(856)	1142
Age: 18-34	12%	(77)	9%	(60)	5%	(32)	4%	(23)	12%	(77)	58%	(374)	642
Age: 35-44	8%	(30)	10%	(37)	3%	(9)	1%	(3)	10%	(36)	69%	(250)	365
Age: 45-64	5%	(33)	7%	(49)	1%	(8)	1%	(10)	13%	(94)	73%	(520)	714
Age: 65+	1%	(3)	4%	(20)	—	(1)	1%	(5)	10%	(48)	84%	(412)	489
GenZers: 1997-2012	11%	(28)	11%	(27)	4%	(10)	4%	(11)	9%	(23)	61%	(157)	256
Millennials: 1981-1996	11%	(72)	9%	(61)	4%	(29)	2%	(15)	12%	(79)	61%	(397)	653
GenXers: 1965-1980	6%	(34)	8%	(46)	2%	(9)	2%	(9)	13%	(71)	69%	(386)	555
Baby Boomers: 1946-1964	1%	(6)	4%	(30)	—	(2)	1%	(6)	11%	(76)	82%	(554)	673
PID: Dem (no lean)	9%	(80)	9%	(77)	3%	(24)	2%	(17)	12%	(100)	65%	(561)	860
PID: Ind (no lean)	4%	(30)	6%	(40)	2%	(12)	1%	(7)	13%	(91)	73%	(494)	674
PID: Rep (no lean)	5%	(32)	7%	(50)	2%	(13)	3%	(17)	9%	(63)	74%	(501)	676
PID/Gender: Dem Men	11%	(44)	12%	(48)	4%	(15)	3%	(10)	11%	(45)	59%	(232)	394
PID/Gender: Dem Women	8%	(36)	6%	(29)	2%	(9)	1%	(7)	12%	(55)	71%	(330)	465
PID/Gender: Ind Men	6%	(21)	7%	(25)	3%	(10)	1%	(5)	11%	(36)	72%	(247)	345
PID/Gender: Ind Women	3%	(8)	5%	(15)	—	(2)	1%	(2)	17%	(55)	75%	(247)	329
PID/Gender: Rep Men	5%	(18)	9%	(29)	2%	(6)	4%	(15)	12%	(39)	68%	(222)	328
PID/Gender: Rep Women	4%	(14)	6%	(21)	2%	(7)	1%	(3)	7%	(24)	80%	(279)	348
Ideo: Liberal (1-3)	11%	(74)	10%	(63)	2%	(12)	2%	(15)	8%	(56)	66%	(436)	656
Ideo: Moderate (4)	4%	(33)	8%	(57)	3%	(23)	2%	(14)	14%	(108)	69%	(517)	751
Ideo: Conservative (5-7)	4%	(29)	6%	(40)	2%	(14)	2%	(11)	11%	(73)	75%	(499)	666
Educ: < College	7%	(95)	7%	(101)	2%	(32)	2%	(28)	12%	(167)	71%	(1014)	1437
Educ: Bachelors degree	6%	(29)	10%	(49)	2%	(9)	2%	(9)	12%	(61)	68%	(333)	491
Educ: Post-grad	6%	(18)	6%	(16)	3%	(9)	1%	(4)	9%	(26)	74%	(209)	282
Income: Under 50k	6%	(72)	7%	(94)	3%	(32)	2%	(21)	12%	(156)	71%	(897)	1271
Income: 50k-100k	7%	(44)	7%	(48)	2%	(15)	2%	(12)	10%	(69)	71%	(469)	656
Income: 100k+	9%	(26)	9%	(25)	1%	(3)	3%	(8)	11%	(30)	67%	(191)	283
Ethnicity: White	5%	(84)	7%	(120)	2%	(32)	2%	(29)	12%	(203)	73%	(1242)	1711

Table MCFE25_12: *Do you have a favorable or unfavorable opinion of the following film studios/distributors?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Monkeypaw Productions

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	6%	(142)	8%	(166)	2%	(50)	2%	(41)	12%	(255)	70%	(1556)	2210
Ethnicity: Hispanic	11%	(41)	8%	(30)	4%	(16)	1%	(5)	15%	(56)	60%	(226)	374
Ethnicity: Black	16%	(45)	10%	(29)	4%	(12)	3%	(9)	10%	(27)	57%	(160)	282
Ethnicity: Other	6%	(13)	8%	(17)	3%	(6)	1%	(3)	11%	(24)	71%	(154)	217
All Christian	5%	(52)	6%	(66)	2%	(24)	1%	(14)	11%	(114)	74%	(759)	1029
All Non-Christian	8%	(11)	10%	(14)	1%	(2)	2%	(3)	11%	(15)	66%	(85)	129
Atheist	3%	(3)	11%	(11)	1%	(1)	5%	(5)	8%	(8)	72%	(71)	99
Agnostic/Nothing in particular	6%	(35)	9%	(51)	2%	(14)	1%	(8)	13%	(76)	69%	(404)	587
Something Else	11%	(42)	7%	(25)	3%	(9)	3%	(12)	11%	(42)	65%	(237)	365
Religious Non-Protestant/Catholic	7%	(11)	11%	(17)	2%	(3)	2%	(3)	10%	(15)	68%	(105)	154
Evangelical	10%	(57)	7%	(39)	2%	(12)	2%	(12)	10%	(55)	69%	(384)	558
Non-Evangelical	4%	(34)	6%	(46)	3%	(20)	2%	(13)	13%	(99)	73%	(579)	792
Community: Urban	9%	(55)	10%	(66)	3%	(20)	2%	(12)	11%	(68)	65%	(417)	638
Community: Suburban	6%	(62)	6%	(63)	2%	(24)	2%	(17)	12%	(117)	72%	(733)	1014
Community: Rural	4%	(25)	7%	(38)	1%	(6)	2%	(12)	12%	(69)	73%	(407)	558
Employ: Private Sector	9%	(60)	12%	(76)	3%	(18)	2%	(16)	11%	(74)	63%	(410)	654
Employ: Government	9%	(12)	7%	(9)	3%	(3)	4%	(5)	8%	(11)	70%	(95)	136
Employ: Self-Employed	9%	(16)	10%	(17)	3%	(6)	3%	(5)	10%	(16)	64%	(107)	166
Employ: Homemaker	4%	(8)	5%	(10)	4%	(8)	1%	(1)	12%	(24)	73%	(138)	190
Employ: Student	7%	(5)	7%	(4)	2%	(1)	3%	(2)	18%	(11)	62%	(39)	62
Employ: Retired	2%	(8)	4%	(24)	1%	(3)	1%	(5)	10%	(58)	82%	(464)	563
Employ: Unemployed	7%	(21)	6%	(18)	3%	(8)	2%	(5)	14%	(42)	69%	(208)	301
Employ: Other	9%	(12)	6%	(8)	2%	(3)	1%	(2)	13%	(18)	69%	(95)	137
Military HH: Yes	7%	(19)	6%	(17)	1%	(2)	2%	(7)	11%	(31)	73%	(208)	283
Military HH: No	6%	(123)	8%	(149)	2%	(48)	2%	(34)	12%	(224)	70%	(1349)	1927
RD/WT: Right Direction	12%	(78)	11%	(72)	4%	(24)	3%	(19)	13%	(87)	58%	(386)	666
RD/WT: Wrong Track	4%	(63)	6%	(95)	2%	(25)	1%	(22)	11%	(167)	76%	(1171)	1544
Biden Job Approve	9%	(90)	9%	(89)	3%	(25)	2%	(21)	11%	(110)	65%	(635)	970
Biden Job Disapprove	4%	(45)	7%	(76)	2%	(22)	2%	(20)	11%	(129)	75%	(853)	1144

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Table MCFE25_12: *Do you have a favorable or unfavorable opinion of the following film studios/distributors?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Monkeypaw Productions

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	6%	(142)	8%	(166)	2%	(50)	2%	(41)	12%	(255)	70%	(1556)	2210
Biden Job Strongly Approve	14%	(59)	11%	(48)	2%	(9)	1%	(5)	11%	(49)	60%	(261)	433
Biden Job Somewhat Approve	6%	(31)	8%	(41)	3%	(16)	3%	(16)	11%	(60)	70%	(374)	537
Biden Job Somewhat Disapprove	4%	(14)	8%	(26)	2%	(8)	1%	(3)	13%	(43)	72%	(244)	339
Biden Job Strongly Disapprove	4%	(32)	6%	(49)	2%	(14)	2%	(16)	11%	(86)	76%	(608)	805
Favorable of Biden	9%	(88)	8%	(80)	2%	(21)	2%	(16)	11%	(110)	67%	(654)	969
Unfavorable of Biden	4%	(48)	7%	(78)	2%	(22)	2%	(23)	11%	(129)	74%	(834)	1134
Very Favorable of Biden	13%	(62)	8%	(38)	3%	(13)	2%	(7)	12%	(58)	63%	(303)	482
Somewhat Favorable of Biden	5%	(25)	9%	(41)	2%	(9)	2%	(9)	11%	(52)	72%	(351)	487
Somewhat Unfavorable of Biden	4%	(12)	7%	(22)	2%	(5)	1%	(3)	12%	(37)	74%	(220)	299
Very Unfavorable of Biden	4%	(36)	7%	(57)	2%	(17)	2%	(20)	11%	(92)	73%	(614)	835
#1 Issue: Economy	7%	(66)	7%	(67)	3%	(23)	2%	(14)	12%	(107)	70%	(636)	913
#1 Issue: Security	6%	(14)	7%	(18)	2%	(4)	4%	(11)	9%	(21)	72%	(174)	243
#1 Issue: Health Care	11%	(19)	10%	(16)	—	(1)	1%	(2)	15%	(26)	63%	(106)	170
#1 Issue: Medicare / Social Security	3%	(9)	6%	(16)	1%	(3)	1%	(2)	10%	(26)	79%	(211)	266
#1 Issue: Women's Issues	7%	(22)	6%	(20)	2%	(8)	1%	(4)	11%	(35)	71%	(221)	311
#1 Issue: Education	10%	(6)	9%	(5)	3%	(2)	9%	(5)	9%	(5)	61%	(36)	59
#1 Issue: Energy	2%	(3)	10%	(13)	6%	(8)	2%	(2)	17%	(23)	63%	(84)	134
#1 Issue: Other	3%	(3)	10%	(11)	1%	(1)	1%	(1)	10%	(11)	77%	(88)	115
2020 Vote: Joe Biden	9%	(82)	8%	(75)	2%	(21)	2%	(17)	11%	(108)	68%	(641)	945
2020 Vote: Donald Trump	5%	(34)	7%	(53)	3%	(19)	2%	(16)	9%	(70)	74%	(547)	740
2020 Vote: Other	4%	(2)	6%	(4)	2%	(2)	2%	(1)	20%	(13)	66%	(44)	67
2020 Vote: Didn't Vote	5%	(23)	7%	(34)	2%	(8)	1%	(6)	14%	(63)	71%	(324)	459
2018 House Vote: Democrat	10%	(73)	9%	(65)	2%	(19)	2%	(14)	12%	(94)	65%	(490)	755
2018 House Vote: Republican	5%	(27)	7%	(43)	2%	(10)	2%	(12)	7%	(43)	77%	(453)	589
2018 House Vote: Someone else	8%	(4)	2%	(1)	2%	(1)	2%	(1)	18%	(9)	68%	(34)	50
2016 Vote: Hillary Clinton	9%	(65)	8%	(53)	2%	(17)	2%	(13)	13%	(89)	66%	(458)	695
2016 Vote: Donald Trump	4%	(29)	8%	(50)	2%	(11)	2%	(11)	9%	(61)	75%	(493)	656
2016 Vote: Other	2%	(2)	7%	(6)	1%	(1)	1%	(1)	11%	(9)	78%	(67)	86
2016 Vote: Didn't Vote	6%	(44)	7%	(56)	3%	(19)	2%	(16)	12%	(96)	70%	(534)	765

Table MCFE25_12: *Do you have a favorable or unfavorable opinion of the following film studios/distributors?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Monkeypaw Productions

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	6%	(142)	8%	(166)	2%	(50)	2%	(41)	12%	(255)	70%	(1556)	2210
Voted in 2014: Yes	7%	(86)	8%	(96)	2%	(25)	2%	(19)	10%	(125)	71%	(874)	1227
Voted in 2014: No	6%	(56)	7%	(70)	2%	(24)	2%	(22)	13%	(129)	69%	(682)	983
4-Region: Northeast	4%	(16)	7%	(27)	3%	(10)	1%	(5)	10%	(38)	75%	(287)	383
4-Region: Midwest	6%	(26)	8%	(35)	2%	(10)	2%	(8)	10%	(44)	73%	(334)	456
4-Region: South	7%	(59)	8%	(65)	3%	(23)	2%	(21)	13%	(107)	67%	(569)	844
4-Region: West	8%	(40)	8%	(40)	1%	(6)	1%	(8)	12%	(66)	70%	(367)	527
TikTok Users	11%	(87)	10%	(76)	4%	(34)	3%	(20)	11%	(87)	62%	(488)	793
Twitch Users	16%	(35)	18%	(39)	4%	(9)	3%	(7)	13%	(29)	45%	(98)	216
2022 Sports Viewers/Attendees	7%	(109)	9%	(137)	3%	(43)	2%	(34)	12%	(174)	66%	(978)	1475
Monthly Moviegoers	14%	(44)	18%	(56)	5%	(14)	3%	(11)	12%	(37)	49%	(158)	320
Few Times per Year + Moviegoers	10%	(96)	12%	(112)	4%	(35)	2%	(20)	12%	(114)	59%	(543)	920
Heard Smile Campaign	16%	(90)	17%	(91)	6%	(33)	5%	(25)	13%	(72)	44%	(240)	551
Heard Minion Campaign	16%	(88)	16%	(84)	5%	(28)	4%	(23)	13%	(71)	46%	(246)	540
Listens to Podcasts	11%	(121)	11%	(122)	3%	(39)	3%	(29)	12%	(139)	60%	(681)	1132
Streaming Services User	8%	(134)	9%	(153)	3%	(46)	2%	(34)	12%	(219)	67%	(1186)	1773
Netflix User	8%	(120)	9%	(135)	3%	(46)	2%	(29)	12%	(183)	65%	(962)	1474
Disney+ User	10%	(101)	12%	(114)	4%	(39)	2%	(21)	13%	(124)	59%	(585)	984
Heterosexual or straight	6%	(118)	8%	(149)	2%	(42)	2%	(35)	11%	(224)	71%	(1401)	1971
Gay	6%	(4)	6%	(4)	5%	(4)	3%	(2)	3%	(2)	77%	(52)	68
Bisexual	9%	(8)	9%	(8)	1%	(1)	1%	(1)	17%	(15)	64%	(56)	88
Yes	9%	(6)	9%	(6)	4%	(3)	4%	(3)	15%	(11)	59%	(42)	70
No	6%	(136)	7%	(160)	2%	(47)	2%	(39)	11%	(244)	71%	(1515)	2140

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

Table MCFE25_13: *Do you have a favorable or unfavorable opinion of the following film studios/distributors?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Drafthouse Films

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	6%	(140)	10%	(212)	3%	(62)	2%	(34)	13%	(289)	67%	(1472)	2210
Gender: Male	7%	(73)	13%	(134)	4%	(39)	2%	(21)	12%	(128)	63%	(673)	1068
Gender: Female	6%	(68)	7%	(79)	2%	(23)	1%	(13)	14%	(161)	70%	(799)	1142
Age: 18-34	10%	(63)	14%	(91)	6%	(35)	3%	(18)	14%	(91)	54%	(344)	642
Age: 35-44	9%	(32)	13%	(48)	4%	(15)	1%	(5)	12%	(45)	60%	(220)	365
Age: 45-64	6%	(43)	7%	(47)	2%	(11)	1%	(7)	13%	(91)	72%	(514)	714
Age: 65+	—	(2)	5%	(26)	—	(1)	1%	(4)	13%	(62)	81%	(394)	489
GenZers: 1997-2012	10%	(27)	10%	(26)	8%	(19)	3%	(7)	12%	(32)	57%	(145)	256
Millennials: 1981-1996	9%	(60)	15%	(98)	5%	(30)	2%	(15)	15%	(95)	54%	(354)	653
GenXers: 1965-1980	7%	(41)	9%	(52)	2%	(11)	1%	(6)	13%	(70)	67%	(375)	555
Baby Boomers: 1946-1964	2%	(13)	5%	(34)	—	(1)	1%	(5)	12%	(83)	80%	(537)	673
PID: Dem (no lean)	9%	(80)	12%	(105)	3%	(27)	1%	(9)	13%	(110)	62%	(529)	860
PID: Ind (no lean)	4%	(24)	8%	(55)	2%	(14)	1%	(6)	15%	(101)	70%	(474)	674
PID: Rep (no lean)	5%	(37)	8%	(53)	3%	(21)	3%	(19)	12%	(78)	69%	(469)	676
PID/Gender: Dem Men	11%	(42)	16%	(63)	5%	(19)	1%	(4)	11%	(43)	56%	(223)	394
PID/Gender: Dem Women	8%	(37)	9%	(42)	2%	(8)	1%	(5)	15%	(67)	66%	(306)	465
PID/Gender: Ind Men	4%	(14)	12%	(41)	2%	(7)	1%	(5)	13%	(46)	67%	(232)	345
PID/Gender: Ind Women	3%	(10)	4%	(14)	2%	(7)	1%	(2)	17%	(55)	73%	(242)	329
PID/Gender: Rep Men	5%	(16)	9%	(30)	4%	(12)	4%	(12)	12%	(40)	66%	(218)	328
PID/Gender: Rep Women	6%	(21)	7%	(23)	2%	(8)	2%	(6)	11%	(39)	72%	(251)	348
Ideo: Liberal (1-3)	9%	(58)	13%	(83)	4%	(24)	1%	(6)	12%	(82)	61%	(403)	656
Ideo: Moderate (4)	5%	(38)	11%	(80)	3%	(21)	1%	(11)	13%	(100)	67%	(501)	751
Ideo: Conservative (5-7)	6%	(37)	6%	(42)	2%	(13)	2%	(15)	14%	(92)	70%	(467)	666
Educ: < College	7%	(106)	8%	(109)	3%	(45)	2%	(25)	14%	(198)	66%	(954)	1437
Educ: Bachelors degree	3%	(17)	15%	(74)	2%	(10)	1%	(7)	11%	(56)	66%	(326)	491
Educ: Post-grad	6%	(17)	10%	(29)	3%	(7)	1%	(2)	12%	(35)	68%	(192)	282
Income: Under 50k	6%	(82)	8%	(102)	3%	(37)	2%	(21)	14%	(179)	67%	(850)	1271
Income: 50k-100k	5%	(34)	11%	(72)	3%	(20)	2%	(10)	12%	(81)	67%	(438)	656
Income: 100k+	9%	(24)	13%	(38)	1%	(4)	1%	(3)	10%	(29)	65%	(185)	283
Ethnicity: White	5%	(79)	9%	(159)	2%	(39)	1%	(24)	14%	(232)	69%	(1178)	1711

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Table MCFE25_13: *Do you have a favorable or unfavorable opinion of the following film studios/distributors?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Drafthouse Films

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	6%	(140)	10%	(212)	3%	(62)	2%	(34)	13%	(289)	67%	(1472)	2210
Ethnicity: Hispanic	11%	(41)	13%	(47)	3%	(11)	1%	(4)	16%	(58)	57%	(212)	374
Ethnicity: Black	17%	(47)	11%	(31)	6%	(18)	2%	(6)	12%	(33)	52%	(147)	282
Ethnicity: Other	7%	(15)	10%	(22)	2%	(5)	2%	(4)	11%	(24)	68%	(147)	217
All Christian	5%	(56)	8%	(86)	2%	(25)	1%	(15)	12%	(126)	70%	(721)	1029
All Non-Christian	5%	(7)	15%	(19)	4%	(5)	1%	(2)	10%	(13)	64%	(83)	129
Atheist	4%	(4)	15%	(15)	3%	(3)	3%	(3)	13%	(13)	61%	(61)	99
Agnostic/Nothing in particular	5%	(30)	10%	(59)	3%	(15)	1%	(8)	15%	(87)	66%	(388)	587
Something Else	12%	(43)	9%	(33)	4%	(13)	2%	(6)	14%	(51)	60%	(219)	365
Religious Non-Protestant/Catholic	6%	(9)	14%	(21)	6%	(9)	1%	(2)	10%	(15)	64%	(98)	154
Evangelical	11%	(59)	8%	(45)	3%	(16)	2%	(11)	12%	(70)	64%	(357)	558
Non-Evangelical	5%	(37)	9%	(68)	2%	(19)	1%	(10)	13%	(102)	70%	(556)	792
Community: Urban	10%	(61)	13%	(85)	4%	(25)	1%	(9)	10%	(67)	61%	(391)	638
Community: Suburban	5%	(54)	8%	(80)	2%	(25)	1%	(11)	14%	(139)	70%	(706)	1014
Community: Rural	5%	(26)	8%	(47)	2%	(12)	2%	(14)	15%	(83)	67%	(375)	558
Employ: Private Sector	8%	(54)	15%	(97)	4%	(26)	1%	(9)	11%	(71)	61%	(397)	654
Employ: Government	9%	(12)	9%	(13)	8%	(11)	1%	(1)	8%	(11)	65%	(88)	136
Employ: Self-Employed	12%	(20)	11%	(19)	3%	(6)	3%	(4)	10%	(16)	61%	(102)	166
Employ: Homemaker	4%	(8)	7%	(13)	2%	(4)	2%	(3)	18%	(35)	67%	(127)	190
Employ: Student	10%	(6)	6%	(4)	5%	(3)	4%	(3)	15%	(9)	60%	(38)	62
Employ: Retired	1%	(8)	4%	(24)	1%	(3)	1%	(5)	13%	(76)	80%	(448)	563
Employ: Unemployed	7%	(22)	9%	(28)	2%	(5)	3%	(8)	18%	(53)	61%	(184)	301
Employ: Other	8%	(11)	11%	(15)	3%	(5)	1%	(1)	13%	(18)	64%	(88)	137
Military HH: Yes	5%	(13)	10%	(27)	1%	(3)	1%	(4)	15%	(42)	68%	(194)	283
Military HH: No	7%	(127)	10%	(185)	3%	(59)	2%	(30)	13%	(247)	66%	(1278)	1927
RD/WT: Right Direction	10%	(70)	16%	(104)	4%	(27)	1%	(7)	14%	(95)	54%	(363)	666
RD/WT: Wrong Track	5%	(71)	7%	(109)	2%	(35)	2%	(27)	13%	(194)	72%	(1109)	1544
Biden Job Approve	9%	(90)	13%	(130)	3%	(32)	1%	(8)	12%	(118)	61%	(592)	970
Biden Job Disapprove	4%	(48)	7%	(77)	2%	(28)	2%	(25)	14%	(157)	71%	(809)	1144

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Table MCFE25_13: *Do you have a favorable or unfavorable opinion of the following film studios/distributors?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Drafthouse Films

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	6%	(140)	10%	(212)	3%	(62)	2%	(34)	13%	(289)	67%	(1472)	2210
Biden Job Strongly Approve	14%	(59)	15%	(64)	4%	(16)	1%	(3)	12%	(51)	55%	(239)	433
Biden Job Somewhat Approve	6%	(31)	12%	(66)	3%	(16)	1%	(5)	13%	(67)	66%	(353)	537
Biden Job Somewhat Disapprove	4%	(13)	8%	(27)	2%	(8)	2%	(6)	14%	(46)	71%	(239)	339
Biden Job Strongly Disapprove	4%	(36)	6%	(50)	3%	(20)	2%	(19)	14%	(111)	71%	(570)	805
Favorable of Biden	9%	(89)	12%	(118)	3%	(26)	1%	(6)	12%	(117)	63%	(614)	969
Unfavorable of Biden	4%	(49)	8%	(88)	3%	(29)	2%	(26)	14%	(155)	69%	(787)	1134
Very Favorable of Biden	13%	(61)	11%	(55)	3%	(13)	1%	(4)	13%	(64)	59%	(286)	482
Somewhat Favorable of Biden	6%	(28)	13%	(63)	3%	(13)	—	(1)	11%	(54)	67%	(328)	487
Somewhat Unfavorable of Biden	4%	(13)	9%	(27)	3%	(8)	1%	(3)	13%	(38)	70%	(210)	299
Very Unfavorable of Biden	4%	(36)	7%	(61)	3%	(21)	3%	(23)	14%	(118)	69%	(577)	835
#1 Issue: Economy	7%	(61)	10%	(90)	2%	(22)	2%	(14)	14%	(128)	65%	(598)	913
#1 Issue: Security	8%	(20)	7%	(17)	3%	(8)	3%	(8)	10%	(24)	68%	(164)	243
#1 Issue: Health Care	11%	(18)	13%	(23)	3%	(5)	3%	(4)	8%	(14)	62%	(106)	170
#1 Issue: Medicare / Social Security	2%	(6)	9%	(23)	2%	(4)	—	(1)	13%	(35)	74%	(196)	266
#1 Issue: Women's Issues	8%	(23)	7%	(21)	4%	(14)	1%	(3)	15%	(47)	65%	(203)	311
#1 Issue: Education	10%	(6)	14%	(8)	9%	(6)	—	(0)	16%	(10)	51%	(30)	59
#1 Issue: Energy	2%	(2)	18%	(24)	—	(1)	1%	(1)	12%	(16)	66%	(89)	134
#1 Issue: Other	3%	(4)	5%	(6)	2%	(3)	2%	(2)	13%	(14)	75%	(86)	115
2020 Vote: Joe Biden	8%	(80)	13%	(122)	2%	(20)	1%	(6)	12%	(114)	64%	(604)	945
2020 Vote: Donald Trump	4%	(32)	8%	(58)	3%	(23)	2%	(16)	12%	(90)	70%	(521)	740
2020 Vote: Other	4%	(3)	7%	(5)	—	(0)	7%	(5)	20%	(14)	62%	(41)	67
2020 Vote: Didn't Vote	6%	(26)	6%	(28)	4%	(19)	2%	(8)	16%	(72)	67%	(306)	459
2018 House Vote: Democrat	9%	(65)	13%	(100)	3%	(23)	1%	(6)	12%	(88)	63%	(474)	755
2018 House Vote: Republican	4%	(24)	8%	(46)	2%	(11)	2%	(11)	13%	(74)	72%	(423)	589
2018 House Vote: Someone else	6%	(3)	13%	(7)	—	(0)	6%	(3)	14%	(7)	61%	(30)	50
2016 Vote: Hillary Clinton	9%	(66)	13%	(88)	2%	(16)	1%	(8)	12%	(82)	63%	(436)	695
2016 Vote: Donald Trump	3%	(22)	9%	(58)	2%	(16)	1%	(8)	12%	(82)	72%	(470)	656
2016 Vote: Other	4%	(3)	9%	(8)	2%	(2)	3%	(3)	19%	(16)	63%	(54)	86
2016 Vote: Didn't Vote	6%	(49)	8%	(58)	4%	(27)	2%	(15)	14%	(109)	66%	(507)	765

Continued on next page

Table MCFE25_13: *Do you have a favorable or unfavorable opinion of the following film studios/distributors?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Drafthouse Films

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	6%	(140)	10%	(212)	3%	(62)	2%	(34)	13%	(289)	67%	(1472)	2210
Voted in 2014: Yes	7%	(80)	10%	(125)	2%	(27)	1%	(17)	12%	(149)	68%	(829)	1227
Voted in 2014: No	6%	(60)	9%	(87)	4%	(35)	2%	(17)	14%	(141)	65%	(643)	983
4-Region: Northeast	7%	(25)	10%	(39)	2%	(8)	2%	(7)	9%	(33)	71%	(270)	383
4-Region: Midwest	4%	(18)	8%	(37)	3%	(13)	2%	(9)	11%	(50)	72%	(330)	456
4-Region: South	8%	(68)	10%	(82)	3%	(28)	2%	(14)	15%	(130)	62%	(522)	844
4-Region: West	5%	(29)	10%	(54)	3%	(13)	1%	(4)	15%	(76)	66%	(349)	527
TikTok Users	10%	(80)	12%	(95)	4%	(33)	2%	(15)	14%	(113)	58%	(456)	793
Twitch Users	14%	(31)	20%	(43)	7%	(15)	2%	(3)	12%	(25)	45%	(98)	216
2022 Sports Viewers/Attendees	7%	(109)	12%	(171)	3%	(49)	2%	(23)	13%	(195)	63%	(928)	1475
Monthly Moviegoers	14%	(45)	20%	(63)	6%	(18)	2%	(7)	13%	(41)	45%	(146)	320
Few Times per Year + Moviegoers	9%	(87)	16%	(151)	5%	(43)	2%	(16)	13%	(121)	55%	(503)	920
Heard Smile Campaign	17%	(94)	20%	(113)	7%	(37)	3%	(16)	13%	(74)	39%	(217)	551
Heard Minion Campaign	14%	(77)	20%	(108)	7%	(37)	3%	(16)	15%	(83)	41%	(219)	540
Listens to Podcasts	11%	(122)	14%	(163)	5%	(54)	2%	(23)	15%	(166)	53%	(605)	1132
Streaming Services User	7%	(132)	11%	(199)	3%	(59)	2%	(27)	14%	(247)	63%	(1110)	1773
Netflix User	8%	(121)	12%	(173)	4%	(57)	1%	(22)	14%	(200)	61%	(901)	1474
Disney+ User	10%	(98)	12%	(122)	6%	(54)	2%	(15)	13%	(129)	57%	(566)	984
Heterosexual or straight	6%	(116)	10%	(190)	3%	(55)	2%	(32)	13%	(258)	67%	(1320)	1971
Gay	8%	(5)	12%	(8)	3%	(2)	2%	(2)	5%	(3)	70%	(47)	68
Bisexual	15%	(13)	4%	(4)	4%	(4)	1%	(1)	10%	(9)	66%	(58)	88
Yes	12%	(8)	8%	(5)	3%	(2)	3%	(2)	16%	(11)	59%	(41)	70
No	6%	(132)	10%	(207)	3%	(60)	1%	(32)	13%	(278)	67%	(1431)	2140

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

Table MCFE25_14: *Do you have a favorable or unfavorable opinion of the following film studios/distributors?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
IFC Films

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	12%	(269)	18%	(402)	3%	(72)	2%	(53)	20%	(437)	44%	(978)	2210
Gender: Male	14%	(145)	23%	(248)	4%	(43)	3%	(32)	20%	(215)	36%	(385)	1068
Gender: Female	11%	(124)	14%	(154)	3%	(29)	2%	(20)	19%	(222)	52%	(593)	1142
Age: 18-34	14%	(88)	18%	(115)	6%	(39)	4%	(28)	16%	(100)	42%	(273)	642
Age: 35-44	15%	(54)	22%	(81)	3%	(12)	1%	(4)	21%	(78)	37%	(136)	365
Age: 45-64	13%	(93)	19%	(134)	2%	(16)	2%	(12)	21%	(149)	43%	(310)	714
Age: 65+	7%	(34)	15%	(73)	1%	(5)	1%	(7)	23%	(111)	53%	(260)	489
GenZers: 1997-2012	11%	(29)	14%	(36)	5%	(14)	6%	(14)	12%	(30)	52%	(134)	256
Millennials: 1981-1996	15%	(101)	22%	(144)	5%	(35)	3%	(19)	18%	(119)	36%	(234)	653
GenXers: 1965-1980	14%	(78)	19%	(104)	3%	(15)	1%	(8)	22%	(124)	41%	(227)	555
Baby Boomers: 1946-1964	9%	(58)	16%	(109)	1%	(8)	1%	(10)	22%	(148)	51%	(341)	673
PID: Dem (no lean)	18%	(153)	20%	(169)	3%	(29)	2%	(20)	19%	(160)	38%	(329)	860
PID: Ind (no lean)	8%	(55)	17%	(117)	3%	(22)	1%	(10)	23%	(153)	47%	(317)	674
PID: Rep (no lean)	9%	(61)	17%	(116)	3%	(20)	3%	(23)	18%	(123)	49%	(332)	676
PID/Gender: Dem Men	21%	(81)	23%	(90)	5%	(20)	3%	(12)	19%	(75)	29%	(116)	394
PID/Gender: Dem Women	15%	(72)	17%	(78)	2%	(9)	2%	(7)	18%	(85)	46%	(213)	465
PID/Gender: Ind Men	9%	(31)	24%	(82)	4%	(13)	1%	(5)	21%	(74)	41%	(141)	345
PID/Gender: Ind Women	8%	(25)	11%	(35)	3%	(9)	2%	(5)	24%	(79)	53%	(176)	329
PID/Gender: Rep Men	10%	(33)	23%	(76)	3%	(10)	5%	(15)	20%	(66)	39%	(128)	328
PID/Gender: Rep Women	8%	(27)	12%	(41)	3%	(10)	2%	(8)	17%	(58)	59%	(204)	348
Ideo: Liberal (1-3)	16%	(108)	21%	(140)	3%	(18)	3%	(18)	20%	(131)	37%	(240)	656
Ideo: Moderate (4)	12%	(88)	18%	(134)	4%	(28)	2%	(17)	21%	(161)	43%	(323)	751
Ideo: Conservative (5-7)	9%	(62)	18%	(118)	3%	(21)	2%	(13)	18%	(119)	50%	(332)	666
Educ: < College	13%	(180)	17%	(242)	3%	(45)	2%	(35)	19%	(280)	46%	(655)	1437
Educ: Bachelors degree	10%	(49)	23%	(115)	3%	(17)	2%	(9)	20%	(100)	41%	(202)	491
Educ: Post-grad	14%	(40)	16%	(45)	3%	(10)	3%	(9)	20%	(57)	43%	(121)	282
Income: Under 50k	11%	(141)	18%	(227)	3%	(38)	2%	(30)	20%	(258)	45%	(576)	1271
Income: 50k-100k	13%	(88)	19%	(122)	3%	(19)	2%	(13)	18%	(115)	45%	(298)	656
Income: 100k+	14%	(39)	19%	(53)	5%	(14)	3%	(9)	22%	(64)	37%	(104)	283
Ethnicity: White	10%	(170)	18%	(306)	3%	(50)	2%	(38)	21%	(355)	46%	(792)	1711

Table MCFE25_14: *Do you have a favorable or unfavorable opinion of the following film studios/distributors? If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
IFC Films

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	12%	(269)	18%	(402)	3%	(72)	2%	(53)	20%	(437)	44%	(978)	2210
Ethnicity: Hispanic	14%	(54)	18%	(67)	4%	(15)	4%	(14)	17%	(63)	43%	(161)	374
Ethnicity: Black	25%	(70)	19%	(54)	5%	(13)	3%	(8)	16%	(45)	32%	(91)	282
Ethnicity: Other	13%	(29)	19%	(42)	4%	(8)	3%	(6)	17%	(36)	44%	(95)	217
All Christian	11%	(109)	19%	(201)	3%	(27)	2%	(25)	18%	(189)	46%	(478)	1029
All Non-Christian	15%	(20)	20%	(25)	3%	(4)	5%	(6)	19%	(24)	38%	(49)	129
Atheist	18%	(18)	20%	(20)	1%	(1)	4%	(4)	23%	(23)	34%	(34)	99
Agnostic/Nothing in particular	12%	(69)	17%	(98)	3%	(17)	2%	(10)	23%	(133)	44%	(260)	587
Something Else	15%	(54)	16%	(58)	6%	(22)	2%	(7)	18%	(67)	43%	(156)	365
Religious Non-Protestant/Catholic	14%	(22)	21%	(33)	3%	(4)	4%	(6)	18%	(27)	40%	(61)	154
Evangelical	15%	(84)	18%	(103)	4%	(23)	2%	(11)	16%	(88)	45%	(251)	558
Non-Evangelical	9%	(74)	18%	(143)	3%	(27)	3%	(22)	20%	(161)	46%	(365)	792
Community: Urban	17%	(110)	20%	(127)	3%	(22)	3%	(19)	16%	(100)	41%	(259)	638
Community: Suburban	10%	(103)	19%	(190)	3%	(35)	2%	(17)	20%	(208)	45%	(461)	1014
Community: Rural	10%	(55)	15%	(85)	3%	(14)	3%	(17)	23%	(129)	46%	(257)	558
Employ: Private Sector	15%	(95)	23%	(152)	4%	(29)	2%	(12)	18%	(120)	38%	(246)	654
Employ: Government	13%	(17)	17%	(23)	4%	(5)	5%	(6)	17%	(23)	45%	(62)	136
Employ: Self-Employed	21%	(35)	17%	(28)	3%	(6)	5%	(9)	22%	(36)	32%	(53)	166
Employ: Homemaker	8%	(15)	13%	(25)	4%	(8)	3%	(6)	21%	(39)	51%	(97)	190
Employ: Student	11%	(7)	15%	(9)	4%	(3)	3%	(2)	10%	(6)	57%	(35)	62
Employ: Retired	7%	(39)	17%	(96)	1%	(7)	2%	(9)	23%	(129)	50%	(282)	563
Employ: Unemployed	13%	(40)	13%	(41)	3%	(8)	2%	(7)	19%	(57)	49%	(148)	301
Employ: Other	15%	(20)	21%	(29)	5%	(6)	1%	(2)	19%	(25)	40%	(55)	137
Military HH: Yes	11%	(33)	21%	(61)	3%	(8)	3%	(8)	21%	(59)	40%	(115)	283
Military HH: No	12%	(236)	18%	(341)	3%	(64)	2%	(44)	20%	(377)	45%	(864)	1927
RD/WT: Right Direction	20%	(132)	20%	(134)	4%	(26)	4%	(24)	17%	(114)	35%	(236)	666
RD/WT: Wrong Track	9%	(137)	17%	(268)	3%	(45)	2%	(28)	21%	(323)	48%	(743)	1544
Biden Job Approve	19%	(180)	20%	(190)	3%	(34)	3%	(26)	18%	(172)	38%	(368)	970
Biden Job Disapprove	7%	(84)	18%	(203)	3%	(33)	2%	(26)	21%	(241)	49%	(556)	1144

Table MCFE25_14: *Do you have a favorable or unfavorable opinion of the following film studios/distributors?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
IFC Films

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	12%	(269)	18%	(402)	3%	(72)	2%	(53)	20%	(437)	44%	(978)	2210
Biden Job Strongly Approve	26%	(112)	17%	(71)	3%	(14)	3%	(12)	17%	(72)	35%	(151)	433
Biden Job Somewhat Approve	13%	(68)	22%	(119)	4%	(20)	3%	(14)	19%	(101)	40%	(217)	537
Biden Job Somewhat Disapprove	7%	(23)	20%	(69)	2%	(8)	2%	(6)	22%	(74)	47%	(159)	339
Biden Job Strongly Disapprove	8%	(62)	17%	(134)	3%	(25)	2%	(20)	21%	(167)	49%	(397)	805
Favorable of Biden	18%	(174)	20%	(190)	3%	(28)	2%	(19)	19%	(182)	39%	(377)	969
Unfavorable of Biden	8%	(88)	18%	(205)	3%	(37)	2%	(27)	20%	(232)	48%	(546)	1134
Very Favorable of Biden	24%	(115)	16%	(77)	3%	(16)	3%	(14)	18%	(88)	35%	(171)	482
Somewhat Favorable of Biden	12%	(59)	23%	(113)	2%	(12)	1%	(4)	19%	(93)	42%	(206)	487
Somewhat Unfavorable of Biden	5%	(16)	22%	(65)	3%	(8)	3%	(8)	20%	(59)	48%	(143)	299
Very Unfavorable of Biden	9%	(72)	17%	(140)	3%	(29)	2%	(20)	21%	(173)	48%	(402)	835
#1 Issue: Economy	13%	(120)	18%	(162)	3%	(29)	2%	(20)	21%	(191)	43%	(391)	913
#1 Issue: Security	8%	(19)	18%	(45)	4%	(10)	5%	(11)	18%	(44)	47%	(114)	243
#1 Issue: Health Care	14%	(24)	26%	(45)	5%	(8)	3%	(6)	18%	(31)	33%	(56)	170
#1 Issue: Medicare / Social Security	10%	(28)	17%	(46)	2%	(6)	1%	(2)	16%	(43)	53%	(141)	266
#1 Issue: Women's Issues	15%	(47)	16%	(49)	2%	(5)	2%	(5)	17%	(54)	49%	(152)	311
#1 Issue: Education	12%	(7)	15%	(9)	7%	(4)	4%	(3)	18%	(11)	44%	(26)	59
#1 Issue: Energy	12%	(15)	21%	(28)	5%	(7)	3%	(5)	25%	(33)	34%	(46)	134
#1 Issue: Other	8%	(9)	17%	(19)	3%	(3)	1%	(1)	27%	(31)	46%	(52)	115
2020 Vote: Joe Biden	17%	(164)	20%	(186)	3%	(26)	2%	(18)	19%	(178)	39%	(372)	945
2020 Vote: Donald Trump	9%	(63)	18%	(132)	3%	(25)	3%	(19)	20%	(147)	48%	(354)	740
2020 Vote: Other	8%	(5)	23%	(16)	2%	(2)	—	(0)	30%	(20)	36%	(24)	67
2020 Vote: Didn't Vote	8%	(36)	15%	(69)	4%	(19)	3%	(16)	20%	(91)	50%	(227)	459
2018 House Vote: Democrat	19%	(143)	21%	(160)	3%	(21)	2%	(19)	19%	(146)	35%	(266)	755
2018 House Vote: Republican	8%	(45)	17%	(103)	3%	(16)	3%	(16)	20%	(117)	50%	(292)	589
2018 House Vote: Someone else	20%	(10)	11%	(6)	—	(0)	—	(0)	34%	(17)	34%	(17)	50
2016 Vote: Hillary Clinton	20%	(136)	20%	(138)	3%	(19)	3%	(19)	18%	(128)	37%	(254)	695
2016 Vote: Donald Trump	8%	(54)	21%	(136)	3%	(17)	2%	(14)	19%	(122)	48%	(313)	656
2016 Vote: Other	9%	(8)	14%	(12)	1%	(1)	—	(0)	38%	(32)	39%	(33)	86
2016 Vote: Didn't Vote	9%	(69)	15%	(112)	5%	(35)	3%	(20)	20%	(153)	49%	(376)	765

Table MCFE25_14: *Do you have a favorable or unfavorable opinion of the following film studios/distributors?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
IFC Films

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	12%	(269)	18%	(402)	3%	(72)	2%	(53)	20%	(437)	44%	(978)	2210
Voted in 2014: Yes	15%	(181)	20%	(244)	2%	(27)	2%	(29)	20%	(240)	41%	(505)	1227
Voted in 2014: No	9%	(88)	16%	(158)	5%	(45)	2%	(23)	20%	(197)	48%	(473)	983
4-Region: Northeast	14%	(53)	15%	(58)	3%	(11)	2%	(7)	20%	(77)	46%	(176)	383
4-Region: Midwest	10%	(48)	19%	(85)	3%	(14)	2%	(9)	20%	(90)	46%	(211)	456
4-Region: South	12%	(99)	18%	(150)	5%	(38)	2%	(17)	19%	(161)	45%	(379)	844
4-Region: West	13%	(70)	21%	(108)	2%	(9)	4%	(19)	21%	(108)	40%	(212)	527
TikTok Users	17%	(136)	18%	(143)	5%	(38)	3%	(22)	16%	(128)	41%	(326)	793
Twitch Users	25%	(54)	23%	(49)	6%	(13)	2%	(5)	17%	(37)	27%	(57)	216
2022 Sports Viewers/Attendees	14%	(201)	21%	(313)	4%	(52)	3%	(41)	20%	(294)	39%	(575)	1475
Monthly Moviegoers	22%	(70)	27%	(88)	5%	(15)	4%	(14)	15%	(47)	27%	(87)	320
Few Times per Year + Moviegoers	15%	(141)	24%	(224)	4%	(39)	3%	(27)	18%	(163)	35%	(326)	920
Heard Smile Campaign	21%	(116)	23%	(129)	8%	(46)	4%	(25)	16%	(86)	27%	(149)	551
Heard Minion Campaign	23%	(124)	23%	(122)	6%	(35)	4%	(21)	16%	(88)	28%	(150)	540
Listens to Podcasts	16%	(185)	23%	(259)	5%	(51)	3%	(33)	20%	(222)	34%	(381)	1132
Streaming Services User	14%	(249)	21%	(365)	4%	(68)	2%	(41)	20%	(362)	39%	(689)	1773
Netflix User	14%	(209)	20%	(294)	4%	(63)	2%	(36)	19%	(275)	40%	(596)	1474
Disney+ User	14%	(134)	21%	(211)	6%	(54)	3%	(31)	18%	(181)	38%	(373)	984
Heterosexual or straight	12%	(238)	19%	(365)	3%	(60)	2%	(45)	20%	(392)	44%	(871)	1971
Gay	9%	(6)	17%	(12)	5%	(4)	5%	(3)	22%	(15)	42%	(28)	68
Bisexual	19%	(17)	13%	(12)	3%	(3)	3%	(3)	13%	(12)	49%	(43)	88
Yes	24%	(17)	9%	(6)	1%	(1)	10%	(7)	13%	(9)	43%	(30)	70
No	12%	(252)	18%	(396)	3%	(71)	2%	(45)	20%	(427)	44%	(948)	2140

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

Table MCFE26_1: *Do you have a favorable or unfavorable opinion of the following people?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Scarlett Johansson

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	35%	(766)	27%	(591)	4%	(85)	3%	(66)	18%	(391)	14%	(310)	2210
Gender: Male	37%	(398)	27%	(288)	3%	(35)	4%	(39)	15%	(159)	14%	(148)	1068
Gender: Female	32%	(368)	26%	(302)	4%	(50)	2%	(28)	20%	(232)	14%	(162)	1142
Age: 18-34	35%	(228)	25%	(163)	5%	(34)	5%	(34)	14%	(93)	14%	(90)	642
Age: 35-44	45%	(164)	24%	(89)	4%	(16)	2%	(7)	18%	(66)	7%	(24)	365
Age: 45-64	33%	(233)	28%	(196)	2%	(17)	2%	(17)	19%	(134)	16%	(116)	714
Age: 65+	29%	(142)	29%	(142)	4%	(18)	2%	(9)	20%	(98)	16%	(80)	489
GenZers: 1997-2012	34%	(87)	24%	(62)	5%	(13)	6%	(16)	12%	(30)	19%	(49)	256
Millennials: 1981-1996	39%	(254)	27%	(174)	5%	(35)	4%	(23)	17%	(111)	9%	(56)	653
GenXers: 1965-1980	39%	(217)	24%	(132)	3%	(16)	2%	(13)	17%	(95)	15%	(82)	555
Baby Boomers: 1946-1964	28%	(191)	31%	(210)	3%	(20)	2%	(13)	21%	(139)	15%	(100)	673
PID: Dem (no lean)	40%	(345)	27%	(232)	4%	(33)	3%	(26)	13%	(111)	13%	(112)	860
PID: Ind (no lean)	32%	(218)	25%	(167)	3%	(19)	3%	(17)	23%	(152)	15%	(101)	674
PID: Rep (no lean)	30%	(204)	28%	(191)	5%	(33)	3%	(23)	19%	(128)	14%	(97)	676
PID/Gender: Dem Men	46%	(182)	25%	(99)	3%	(10)	4%	(14)	10%	(38)	13%	(51)	394
PID/Gender: Dem Women	35%	(163)	29%	(134)	5%	(23)	3%	(12)	16%	(73)	13%	(61)	465
PID/Gender: Ind Men	34%	(118)	28%	(96)	3%	(9)	2%	(8)	19%	(66)	14%	(47)	345
PID/Gender: Ind Women	30%	(100)	22%	(71)	3%	(10)	3%	(9)	26%	(86)	16%	(54)	329
PID/Gender: Rep Men	30%	(99)	28%	(93)	5%	(16)	5%	(16)	17%	(55)	15%	(49)	328
PID/Gender: Rep Women	30%	(106)	28%	(98)	5%	(17)	2%	(6)	21%	(73)	14%	(48)	348
Ideo: Liberal (1-3)	40%	(264)	31%	(201)	4%	(27)	3%	(22)	11%	(74)	10%	(67)	656
Ideo: Moderate (4)	33%	(251)	24%	(183)	3%	(22)	2%	(17)	21%	(158)	16%	(120)	751
Ideo: Conservative (5-7)	32%	(214)	26%	(175)	5%	(33)	4%	(27)	20%	(133)	13%	(85)	666
Educ: < College	34%	(484)	25%	(354)	4%	(54)	3%	(45)	19%	(273)	16%	(227)	1437
Educ: Bachelors degree	37%	(179)	31%	(150)	4%	(21)	3%	(14)	15%	(76)	10%	(51)	491
Educ: Post-grad	37%	(104)	31%	(86)	4%	(11)	3%	(8)	15%	(42)	11%	(31)	282
Income: Under 50k	33%	(419)	24%	(308)	3%	(38)	3%	(37)	21%	(261)	16%	(208)	1271
Income: 50k-100k	38%	(247)	27%	(178)	5%	(30)	3%	(21)	15%	(99)	12%	(82)	656
Income: 100k+	36%	(101)	37%	(105)	6%	(17)	3%	(8)	11%	(31)	7%	(20)	283
Ethnicity: White	34%	(581)	29%	(489)	4%	(61)	3%	(52)	18%	(307)	13%	(221)	1711

Continued on next page

Table MCFE26_1: *Do you have a favorable or unfavorable opinion of the following people?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*

Scarlett Johansson

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	35%	(766)	27%	(591)	4%	(85)	3%	(66)	18%	(391)	14%	(310)	2210
Ethnicity: Hispanic	40%	(149)	22%	(84)	2%	(8)	4%	(16)	15%	(56)	17%	(62)	374
Ethnicity: Black	36%	(101)	20%	(58)	6%	(18)	2%	(6)	16%	(45)	20%	(55)	282
Ethnicity: Other	39%	(85)	21%	(45)	3%	(5)	4%	(8)	19%	(40)	15%	(34)	217
All Christian	32%	(332)	30%	(304)	4%	(38)	3%	(31)	18%	(187)	13%	(138)	1029
All Non-Christian	31%	(40)	28%	(36)	5%	(6)	5%	(6)	17%	(22)	14%	(19)	129
Atheist	46%	(46)	22%	(22)	6%	(6)	5%	(5)	10%	(10)	11%	(11)	99
Agnostic/Nothing in particular	33%	(192)	26%	(150)	4%	(24)	2%	(14)	22%	(126)	14%	(80)	587
Something Else	43%	(157)	22%	(79)	3%	(10)	3%	(11)	13%	(47)	17%	(62)	365
Religious Non-Protestant/Catholic	34%	(52)	27%	(42)	4%	(6)	4%	(6)	17%	(27)	14%	(21)	154
Evangelical	35%	(194)	26%	(143)	4%	(22)	4%	(23)	17%	(92)	15%	(84)	558
Non-Evangelical	35%	(279)	29%	(227)	3%	(27)	2%	(18)	17%	(132)	14%	(109)	792
Community: Urban	39%	(246)	23%	(149)	5%	(30)	4%	(24)	17%	(107)	13%	(81)	638
Community: Suburban	34%	(344)	29%	(293)	3%	(35)	3%	(27)	19%	(194)	12%	(121)	1014
Community: Rural	32%	(176)	27%	(148)	4%	(20)	3%	(15)	16%	(90)	19%	(108)	558
Employ: Private Sector	39%	(255)	27%	(179)	6%	(37)	3%	(22)	16%	(104)	9%	(58)	654
Employ: Government	37%	(50)	28%	(39)	4%	(6)	2%	(2)	13%	(18)	15%	(21)	136
Employ: Self-Employed	39%	(64)	26%	(44)	5%	(8)	4%	(6)	14%	(23)	12%	(21)	166
Employ: Homemaker	34%	(64)	28%	(53)	4%	(8)	3%	(6)	17%	(32)	14%	(26)	190
Employ: Student	31%	(19)	26%	(16)	3%	(2)	7%	(4)	16%	(10)	18%	(11)	62
Employ: Retired	29%	(165)	28%	(159)	3%	(15)	2%	(11)	21%	(120)	16%	(92)	563
Employ: Unemployed	31%	(94)	24%	(72)	2%	(6)	4%	(12)	20%	(60)	19%	(57)	301
Employ: Other	40%	(55)	20%	(28)	2%	(2)	2%	(3)	19%	(26)	17%	(24)	137
Military HH: Yes	38%	(109)	30%	(86)	4%	(11)	2%	(6)	14%	(38)	12%	(33)	283
Military HH: No	34%	(658)	26%	(505)	4%	(74)	3%	(61)	18%	(353)	14%	(277)	1927
RD/WT: Right Direction	42%	(282)	23%	(153)	4%	(29)	3%	(18)	13%	(88)	15%	(97)	666
RD/WT: Wrong Track	31%	(485)	28%	(438)	4%	(56)	3%	(49)	20%	(303)	14%	(213)	1544
Biden Job Approve	39%	(380)	28%	(272)	4%	(35)	2%	(21)	13%	(130)	14%	(132)	970
Biden Job Disapprove	31%	(359)	27%	(305)	4%	(48)	4%	(45)	20%	(228)	14%	(158)	1144

Table MCFE26_1: *Do you have a favorable or unfavorable opinion of the following people?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Scarlett Johansson

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	35%	(766)	27%	(591)	4%	(85)	3%	(66)	18%	(391)	14%	(310)	2210
Biden Job Strongly Approve	47%	(202)	22%	(97)	4%	(17)	2%	(10)	11%	(47)	14%	(60)	433
Biden Job Somewhat Approve	33%	(178)	33%	(175)	3%	(18)	2%	(11)	16%	(83)	14%	(73)	537
Biden Job Somewhat Disapprove	32%	(108)	28%	(95)	3%	(11)	3%	(9)	19%	(65)	15%	(51)	339
Biden Job Strongly Disapprove	31%	(251)	26%	(210)	5%	(37)	4%	(36)	20%	(163)	13%	(108)	805
Favorable of Biden	40%	(388)	27%	(266)	2%	(23)	2%	(20)	14%	(136)	14%	(136)	969
Unfavorable of Biden	32%	(358)	27%	(308)	5%	(56)	4%	(45)	19%	(214)	14%	(154)	1134
Very Favorable of Biden	49%	(239)	21%	(103)	2%	(11)	2%	(10)	10%	(47)	15%	(72)	482
Somewhat Favorable of Biden	31%	(149)	33%	(163)	2%	(12)	2%	(10)	18%	(89)	13%	(65)	487
Somewhat Unfavorable of Biden	33%	(99)	31%	(92)	5%	(15)	2%	(6)	16%	(49)	12%	(37)	299
Very Unfavorable of Biden	31%	(259)	26%	(215)	5%	(41)	5%	(39)	20%	(165)	14%	(116)	835
#1 Issue: Economy	36%	(333)	29%	(260)	4%	(35)	2%	(21)	16%	(145)	13%	(119)	913
#1 Issue: Security	29%	(70)	25%	(60)	6%	(15)	6%	(15)	20%	(48)	14%	(34)	243
#1 Issue: Health Care	36%	(62)	23%	(39)	5%	(9)	1%	(2)	20%	(34)	14%	(23)	170
#1 Issue: Medicare / Social Security	32%	(84)	27%	(73)	1%	(4)	1%	(2)	19%	(51)	19%	(51)	266
#1 Issue: Women's Issues	35%	(108)	26%	(82)	2%	(7)	4%	(14)	19%	(58)	13%	(42)	311
#1 Issue: Education	38%	(22)	21%	(13)	7%	(4)	6%	(3)	12%	(7)	17%	(10)	59
#1 Issue: Energy	42%	(56)	21%	(29)	5%	(6)	4%	(6)	12%	(16)	15%	(21)	134
#1 Issue: Other	27%	(31)	30%	(35)	4%	(4)	2%	(2)	28%	(32)	9%	(11)	115
2020 Vote: Joe Biden	39%	(369)	28%	(269)	3%	(30)	3%	(24)	15%	(139)	12%	(114)	945
2020 Vote: Donald Trump	33%	(242)	27%	(198)	5%	(33)	4%	(29)	20%	(145)	12%	(92)	740
2020 Vote: Other	39%	(26)	24%	(16)	1%	(0)	5%	(3)	26%	(18)	5%	(4)	67
2020 Vote: Didn't Vote	28%	(129)	24%	(108)	5%	(21)	2%	(11)	19%	(89)	22%	(101)	459
2018 House Vote: Democrat	40%	(304)	30%	(225)	3%	(26)	3%	(21)	13%	(95)	11%	(84)	755
2018 House Vote: Republican	32%	(188)	27%	(161)	4%	(24)	4%	(21)	20%	(119)	13%	(77)	589
2018 House Vote: Someone else	47%	(23)	15%	(7)	2%	(1)	—	(0)	29%	(15)	7%	(3)	50
2016 Vote: Hillary Clinton	41%	(284)	29%	(199)	3%	(24)	3%	(19)	13%	(88)	11%	(80)	695
2016 Vote: Donald Trump	31%	(205)	30%	(194)	4%	(26)	3%	(19)	19%	(125)	13%	(87)	656
2016 Vote: Other	32%	(28)	26%	(22)	1%	(1)	1%	(1)	32%	(27)	8%	(7)	86
2016 Vote: Didn't Vote	32%	(246)	23%	(173)	4%	(33)	4%	(27)	19%	(149)	18%	(138)	765

Continued on next page

Table MCFE26_1: *Do you have a favorable or unfavorable opinion of the following people?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Scarlett Johansson

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	35%	(766)	27%	(591)	4%	(85)	3%	(66)	18%	(391)	14%	(310)	2210
Voted in 2014: Yes	37%	(450)	27%	(337)	4%	(43)	3%	(32)	17%	(209)	13%	(155)	1227
Voted in 2014: No	32%	(316)	26%	(254)	4%	(42)	3%	(34)	19%	(182)	16%	(155)	983
4-Region: Northeast	34%	(132)	25%	(96)	4%	(16)	2%	(9)	21%	(81)	13%	(49)	383
4-Region: Midwest	32%	(148)	26%	(118)	5%	(22)	2%	(11)	20%	(93)	14%	(65)	456
4-Region: South	33%	(282)	27%	(232)	4%	(36)	4%	(31)	17%	(142)	15%	(123)	844
4-Region: West	39%	(205)	28%	(145)	2%	(11)	3%	(16)	14%	(76)	14%	(73)	527
TikTok Users	41%	(325)	26%	(206)	4%	(35)	3%	(27)	12%	(97)	13%	(103)	793
Twitch Users	40%	(86)	31%	(66)	4%	(9)	6%	(12)	12%	(26)	7%	(16)	216
2022 Sports Viewers/Attendees	39%	(580)	30%	(438)	4%	(61)	3%	(43)	14%	(207)	10%	(145)	1475
Monthly Moviegoers	47%	(151)	29%	(92)	3%	(11)	5%	(17)	6%	(19)	10%	(31)	320
Few Times per Year + Moviegoers	44%	(408)	28%	(257)	5%	(42)	4%	(35)	10%	(92)	9%	(86)	920
Heard Smile Campaign	44%	(242)	25%	(139)	5%	(27)	5%	(26)	10%	(55)	11%	(62)	551
Heard Minion Campaign	46%	(246)	25%	(137)	4%	(21)	5%	(29)	9%	(51)	10%	(55)	540
Listens to Podcasts	40%	(453)	28%	(321)	6%	(64)	4%	(41)	13%	(151)	9%	(102)	1132
Streaming Services User	38%	(679)	29%	(506)	4%	(74)	3%	(53)	15%	(271)	11%	(190)	1773
Netflix User	40%	(591)	28%	(411)	4%	(66)	3%	(43)	14%	(203)	11%	(159)	1474
Disney+ User	43%	(421)	28%	(272)	5%	(46)	3%	(34)	13%	(127)	9%	(84)	984
Heterosexual or straight	34%	(673)	27%	(541)	4%	(72)	3%	(56)	18%	(351)	14%	(277)	1971
Gay	54%	(37)	19%	(13)	4%	(2)	—	(0)	18%	(12)	5%	(3)	68
Bisexual	39%	(35)	22%	(19)	6%	(5)	3%	(2)	17%	(15)	13%	(12)	88
Yes	39%	(28)	29%	(20)	6%	(4)	8%	(5)	10%	(7)	8%	(6)	70
No	35%	(739)	27%	(571)	4%	(81)	3%	(61)	18%	(384)	14%	(304)	2140

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

Table MCFE26_2: *Do you have a favorable or unfavorable opinion of the following people?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Robert Downey, Jr.

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	37%	(825)	29%	(642)	6%	(126)	3%	(65)	16%	(353)	9%	(199)	2210
Gender: Male	40%	(427)	29%	(306)	6%	(61)	3%	(31)	14%	(148)	9%	(94)	1068
Gender: Female	35%	(398)	29%	(336)	6%	(65)	3%	(34)	18%	(205)	9%	(105)	1142
Age: 18-34	40%	(260)	24%	(155)	5%	(30)	4%	(23)	12%	(78)	15%	(96)	642
Age: 35-44	48%	(177)	27%	(98)	3%	(12)	2%	(6)	15%	(54)	5%	(19)	365
Age: 45-64	38%	(270)	29%	(210)	6%	(44)	3%	(20)	17%	(121)	7%	(50)	714
Age: 65+	24%	(119)	37%	(179)	8%	(41)	3%	(16)	20%	(99)	7%	(35)	489
GenZers: 1997-2012	42%	(107)	18%	(45)	5%	(14)	6%	(14)	11%	(27)	19%	(49)	256
Millennials: 1981-1996	42%	(275)	29%	(189)	4%	(27)	2%	(13)	14%	(91)	9%	(58)	653
GenXers: 1965-1980	44%	(246)	28%	(154)	5%	(28)	2%	(11)	14%	(79)	7%	(38)	555
Baby Boomers: 1946-1964	27%	(184)	34%	(232)	8%	(52)	4%	(24)	21%	(141)	6%	(40)	673
PID: Dem (no lean)	41%	(356)	29%	(251)	6%	(50)	2%	(21)	12%	(103)	9%	(78)	860
PID: Ind (no lean)	35%	(237)	28%	(186)	5%	(33)	2%	(16)	20%	(137)	10%	(65)	674
PID: Rep (no lean)	34%	(231)	30%	(205)	6%	(43)	4%	(28)	17%	(113)	8%	(56)	676
PID/Gender: Dem Men	47%	(187)	28%	(112)	5%	(20)	2%	(7)	10%	(38)	8%	(30)	394
PID/Gender: Dem Women	36%	(169)	30%	(139)	6%	(29)	3%	(14)	14%	(65)	10%	(48)	465
PID/Gender: Ind Men	38%	(132)	28%	(98)	6%	(20)	2%	(8)	15%	(53)	10%	(35)	345
PID/Gender: Ind Women	32%	(106)	27%	(88)	4%	(13)	3%	(8)	26%	(84)	9%	(30)	329
PID/Gender: Rep Men	33%	(108)	29%	(96)	6%	(21)	5%	(16)	18%	(58)	9%	(30)	328
PID/Gender: Rep Women	35%	(123)	31%	(109)	6%	(22)	3%	(12)	16%	(55)	8%	(26)	348
Ideo: Liberal (1-3)	43%	(284)	30%	(197)	6%	(41)	3%	(17)	12%	(76)	6%	(41)	656
Ideo: Moderate (4)	37%	(281)	28%	(212)	5%	(35)	2%	(18)	17%	(131)	10%	(74)	751
Ideo: Conservative (5-7)	32%	(216)	31%	(210)	7%	(49)	4%	(29)	17%	(116)	7%	(47)	666
Educ: < College	38%	(544)	27%	(388)	5%	(75)	3%	(45)	17%	(239)	10%	(146)	1437
Educ: Bachelors degree	38%	(187)	35%	(171)	6%	(28)	2%	(12)	13%	(65)	6%	(28)	491
Educ: Post-grad	33%	(94)	30%	(84)	8%	(23)	3%	(9)	17%	(49)	9%	(25)	282
Income: Under 50k	38%	(481)	26%	(337)	5%	(57)	2%	(31)	18%	(231)	10%	(133)	1271
Income: 50k-100k	36%	(235)	31%	(203)	8%	(50)	4%	(29)	14%	(89)	7%	(49)	656
Income: 100k+	38%	(108)	36%	(102)	7%	(19)	2%	(5)	11%	(32)	6%	(16)	283
Ethnicity: White	36%	(612)	30%	(521)	6%	(110)	3%	(49)	17%	(294)	7%	(124)	1711

Table MCFE26_2: *Do you have a favorable or unfavorable opinion of the following people?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Robert Downey, Jr.

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	37%	(825)	29%	(642)	6%	(126)	3%	(65)	16%	(353)	9%	(199)	2210
Ethnicity: Hispanic	44%	(165)	22%	(82)	6%	(23)	2%	(7)	12%	(45)	14%	(52)	374
Ethnicity: Black	41%	(117)	25%	(71)	5%	(15)	4%	(11)	9%	(27)	15%	(42)	282
Ethnicity: Other	44%	(96)	23%	(50)	1%	(1)	3%	(6)	15%	(32)	15%	(32)	217
All Christian	36%	(370)	31%	(318)	7%	(69)	2%	(25)	16%	(168)	8%	(79)	1029
All Non-Christian	34%	(44)	26%	(33)	9%	(11)	5%	(6)	12%	(15)	15%	(20)	129
Atheist	40%	(40)	32%	(32)	4%	(4)	2%	(2)	15%	(15)	6%	(6)	99
Agnostic/Nothing in particular	36%	(209)	27%	(159)	5%	(29)	4%	(22)	19%	(109)	10%	(58)	587
Something Else	44%	(162)	27%	(99)	4%	(13)	3%	(10)	12%	(46)	10%	(35)	365
Religious Non-Protestant/Catholic	35%	(54)	25%	(39)	8%	(13)	5%	(8)	12%	(19)	14%	(21)	154
Evangelical	39%	(217)	29%	(161)	5%	(28)	3%	(16)	15%	(86)	9%	(50)	558
Non-Evangelical	38%	(301)	31%	(242)	6%	(51)	2%	(16)	15%	(120)	8%	(62)	792
Community: Urban	42%	(269)	26%	(168)	7%	(44)	3%	(20)	13%	(84)	8%	(52)	638
Community: Suburban	36%	(365)	32%	(321)	6%	(58)	3%	(27)	16%	(163)	8%	(81)	1014
Community: Rural	34%	(191)	27%	(153)	4%	(24)	3%	(19)	19%	(106)	12%	(66)	558
Employ: Private Sector	44%	(287)	31%	(204)	6%	(37)	2%	(16)	12%	(77)	5%	(34)	654
Employ: Government	43%	(59)	26%	(36)	5%	(6)	1%	(1)	14%	(19)	11%	(15)	136
Employ: Self-Employed	39%	(65)	30%	(49)	6%	(11)	4%	(7)	11%	(18)	10%	(16)	166
Employ: Homemaker	34%	(64)	28%	(54)	4%	(8)	5%	(10)	17%	(33)	11%	(21)	190
Employ: Student	35%	(22)	26%	(16)	2%	(1)	3%	(2)	13%	(8)	21%	(13)	62
Employ: Retired	29%	(163)	32%	(178)	8%	(43)	3%	(19)	21%	(118)	8%	(43)	563
Employ: Unemployed	39%	(116)	21%	(64)	4%	(11)	3%	(8)	20%	(59)	14%	(43)	301
Employ: Other	36%	(49)	30%	(42)	7%	(9)	1%	(2)	15%	(20)	11%	(15)	137
Military HH: Yes	40%	(113)	31%	(89)	8%	(22)	3%	(9)	14%	(39)	4%	(11)	283
Military HH: No	37%	(712)	29%	(553)	5%	(104)	3%	(56)	16%	(314)	10%	(188)	1927
RD/WT: Right Direction	43%	(286)	27%	(179)	5%	(32)	3%	(18)	13%	(86)	10%	(65)	666
RD/WT: Wrong Track	35%	(539)	30%	(463)	6%	(94)	3%	(47)	17%	(266)	9%	(134)	1544
Biden Job Approve	42%	(409)	29%	(282)	5%	(52)	2%	(18)	13%	(123)	9%	(87)	970
Biden Job Disapprove	34%	(392)	30%	(344)	6%	(71)	4%	(46)	17%	(199)	8%	(93)	1144

Continued on next page

Table MCFE26_2: *Do you have a favorable or unfavorable opinion of the following people?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Robert Downey, Jr.

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	37%	(825)	29%	(642)	6%	(126)	3%	(65)	16%	(353)	9%	(199)	2210
Biden Job Strongly Approve	48%	(207)	25%	(107)	5%	(22)	2%	(10)	12%	(51)	8%	(36)	433
Biden Job Somewhat Approve	37%	(201)	33%	(175)	6%	(30)	2%	(8)	13%	(72)	9%	(51)	537
Biden Job Somewhat Disapprove	37%	(126)	30%	(101)	3%	(12)	5%	(17)	17%	(56)	8%	(27)	339
Biden Job Strongly Disapprove	33%	(266)	30%	(243)	7%	(59)	4%	(30)	18%	(143)	8%	(66)	805
Favorable of Biden	43%	(421)	29%	(278)	5%	(45)	2%	(17)	13%	(124)	9%	(85)	969
Unfavorable of Biden	34%	(383)	31%	(347)	7%	(75)	4%	(42)	17%	(196)	8%	(91)	1134
Very Favorable of Biden	49%	(238)	23%	(112)	4%	(21)	2%	(8)	11%	(52)	10%	(50)	482
Somewhat Favorable of Biden	38%	(183)	34%	(165)	5%	(24)	2%	(9)	15%	(72)	7%	(35)	487
Somewhat Unfavorable of Biden	33%	(99)	37%	(111)	5%	(16)	3%	(9)	15%	(44)	7%	(20)	299
Very Unfavorable of Biden	34%	(284)	28%	(236)	7%	(59)	4%	(33)	18%	(152)	9%	(71)	835
#1 Issue: Economy	39%	(353)	30%	(271)	5%	(46)	3%	(29)	14%	(132)	9%	(81)	913
#1 Issue: Security	34%	(82)	31%	(74)	9%	(21)	4%	(10)	15%	(35)	8%	(20)	243
#1 Issue: Health Care	39%	(67)	29%	(50)	5%	(9)	1%	(1)	17%	(28)	9%	(15)	170
#1 Issue: Medicare / Social Security	30%	(79)	30%	(81)	7%	(19)	2%	(6)	22%	(58)	9%	(23)	266
#1 Issue: Women's Issues	45%	(138)	24%	(74)	5%	(14)	3%	(8)	15%	(45)	10%	(31)	311
#1 Issue: Education	35%	(21)	27%	(16)	9%	(5)	8%	(4)	8%	(5)	13%	(8)	59
#1 Issue: Energy	39%	(53)	29%	(39)	4%	(6)	2%	(3)	16%	(21)	9%	(13)	134
#1 Issue: Other	29%	(33)	32%	(37)	4%	(5)	4%	(4)	25%	(29)	6%	(7)	115
2020 Vote: Joe Biden	41%	(389)	30%	(285)	5%	(48)	2%	(21)	14%	(132)	7%	(70)	945
2020 Vote: Donald Trump	35%	(260)	29%	(213)	6%	(48)	4%	(32)	18%	(131)	8%	(56)	740
2020 Vote: Other	31%	(21)	36%	(24)	9%	(6)	—	(0)	18%	(12)	5%	(4)	67
2020 Vote: Didn't Vote	34%	(155)	26%	(121)	5%	(24)	3%	(12)	17%	(77)	15%	(70)	459
2018 House Vote: Democrat	43%	(323)	30%	(224)	6%	(47)	2%	(17)	13%	(95)	6%	(49)	755
2018 House Vote: Republican	34%	(199)	32%	(187)	7%	(42)	4%	(22)	16%	(97)	7%	(42)	589
2018 House Vote: Someone else	39%	(19)	33%	(17)	3%	(1)	4%	(2)	16%	(8)	5%	(2)	50
2016 Vote: Hillary Clinton	43%	(296)	29%	(203)	6%	(42)	2%	(17)	13%	(89)	7%	(48)	695
2016 Vote: Donald Trump	34%	(221)	33%	(219)	7%	(44)	3%	(21)	17%	(108)	7%	(43)	656
2016 Vote: Other	33%	(28)	33%	(28)	6%	(5)	—	(0)	24%	(21)	4%	(3)	86
2016 Vote: Didn't Vote	36%	(274)	25%	(192)	5%	(35)	4%	(27)	17%	(132)	14%	(104)	765

Table MCFE26_2: *Do you have a favorable or unfavorable opinion of the following people?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Robert Downey, Jr.

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	37%	(825)	29%	(642)	6%	(126)	3%	(65)	16%	(353)	9%	(199)	2210
Voted in 2014: Yes	38%	(465)	30%	(374)	7%	(83)	3%	(34)	15%	(184)	7%	(87)	1227
Voted in 2014: No	37%	(360)	27%	(268)	4%	(43)	3%	(31)	17%	(169)	11%	(112)	983
4-Region: Northeast	34%	(130)	31%	(117)	5%	(20)	3%	(12)	18%	(69)	9%	(35)	383
4-Region: Midwest	34%	(157)	29%	(134)	6%	(29)	2%	(11)	20%	(90)	8%	(36)	456
4-Region: South	36%	(301)	30%	(255)	6%	(49)	3%	(26)	16%	(136)	9%	(78)	844
4-Region: West	45%	(237)	26%	(136)	5%	(28)	3%	(16)	11%	(59)	9%	(50)	527
TikTok Users	48%	(379)	24%	(194)	5%	(42)	3%	(23)	11%	(88)	8%	(67)	793
Twitch Users	51%	(111)	27%	(59)	4%	(8)	6%	(12)	6%	(13)	6%	(12)	216
2022 Sports Viewers/Attendees	42%	(612)	31%	(452)	6%	(93)	3%	(43)	12%	(183)	6%	(91)	1475
Monthly Moviegoers	52%	(167)	27%	(87)	4%	(11)	4%	(13)	7%	(23)	6%	(20)	320
Few Times per Year + Moviegoers	47%	(434)	29%	(270)	5%	(44)	3%	(31)	9%	(86)	6%	(54)	920
Heard Smile Campaign	48%	(265)	24%	(134)	7%	(38)	4%	(23)	8%	(45)	8%	(46)	551
Heard Minion Campaign	52%	(279)	24%	(131)	6%	(33)	4%	(19)	7%	(40)	7%	(37)	540
Listens to Podcasts	44%	(500)	28%	(313)	6%	(69)	3%	(38)	12%	(138)	7%	(74)	1132
Streaming Services User	41%	(735)	29%	(518)	6%	(103)	3%	(51)	14%	(245)	7%	(121)	1773
Netflix User	43%	(632)	28%	(420)	6%	(89)	2%	(33)	13%	(187)	8%	(113)	1474
Disney+ User	46%	(457)	27%	(265)	6%	(55)	3%	(30)	11%	(108)	7%	(69)	984
Heterosexual or straight	36%	(715)	30%	(594)	6%	(110)	3%	(63)	16%	(321)	9%	(170)	1971
Gay	63%	(42)	16%	(11)	3%	(2)	—	(0)	13%	(9)	4%	(3)	68
Bisexual	40%	(36)	20%	(18)	6%	(6)	2%	(1)	17%	(15)	14%	(12)	88
Yes	50%	(35)	20%	(14)	9%	(6)	2%	(1)	10%	(7)	9%	(6)	70
No	37%	(790)	29%	(628)	6%	(120)	3%	(64)	16%	(346)	9%	(192)	2140

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

Table MCFE26_3: *Do you have a favorable or unfavorable opinion of the following people?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Samuel L. Jackson

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	48%	(1072)	24%	(538)	4%	(81)	3%	(62)	12%	(271)	8%	(186)	2210
Gender: Male	51%	(540)	24%	(252)	5%	(52)	4%	(39)	9%	(101)	8%	(84)	1068
Gender: Female	47%	(532)	25%	(286)	3%	(29)	2%	(23)	15%	(170)	9%	(103)	1142
Age: 18-34	47%	(304)	23%	(145)	5%	(30)	2%	(13)	12%	(76)	12%	(75)	642
Age: 35-44	54%	(198)	28%	(101)	2%	(9)	2%	(7)	11%	(42)	2%	(9)	365
Age: 45-64	53%	(376)	21%	(153)	2%	(14)	3%	(25)	12%	(87)	8%	(59)	714
Age: 65+	40%	(194)	28%	(138)	6%	(28)	4%	(18)	14%	(67)	9%	(43)	489
GenZers: 1997-2012	46%	(118)	17%	(44)	3%	(9)	3%	(7)	11%	(28)	20%	(52)	256
Millennials: 1981-1996	49%	(322)	28%	(183)	4%	(28)	2%	(11)	12%	(81)	4%	(29)	653
GenXers: 1965-1980	57%	(318)	20%	(111)	2%	(12)	3%	(15)	11%	(58)	8%	(42)	555
Baby Boomers: 1946-1964	43%	(288)	28%	(187)	5%	(32)	4%	(27)	14%	(93)	7%	(47)	673
PID: Dem (no lean)	57%	(491)	23%	(200)	3%	(22)	1%	(11)	9%	(74)	7%	(61)	860
PID: Ind (no lean)	48%	(321)	23%	(154)	3%	(22)	3%	(20)	14%	(97)	9%	(60)	674
PID: Rep (no lean)	38%	(260)	27%	(184)	5%	(36)	5%	(31)	15%	(101)	10%	(65)	676
PID/Gender: Dem Men	61%	(241)	22%	(85)	4%	(14)	1%	(6)	6%	(24)	6%	(24)	394
PID/Gender: Dem Women	54%	(249)	25%	(115)	2%	(8)	1%	(5)	11%	(49)	8%	(38)	465
PID/Gender: Ind Men	51%	(176)	22%	(77)	4%	(15)	3%	(11)	11%	(39)	8%	(28)	345
PID/Gender: Ind Women	44%	(145)	23%	(77)	2%	(7)	3%	(9)	18%	(58)	10%	(32)	329
PID/Gender: Rep Men	37%	(123)	27%	(90)	7%	(23)	7%	(22)	11%	(37)	10%	(32)	328
PID/Gender: Rep Women	39%	(137)	27%	(94)	4%	(13)	2%	(9)	18%	(63)	9%	(33)	348
Ideo: Liberal (1-3)	57%	(372)	24%	(159)	3%	(20)	2%	(13)	7%	(49)	7%	(43)	656
Ideo: Moderate (4)	50%	(374)	23%	(174)	3%	(24)	2%	(14)	13%	(100)	9%	(65)	751
Ideo: Conservative (5-7)	40%	(264)	27%	(182)	5%	(36)	5%	(35)	14%	(96)	8%	(53)	666
Educ: < College	49%	(704)	23%	(337)	3%	(49)	3%	(37)	13%	(190)	8%	(121)	1437
Educ: Bachelors degree	46%	(226)	28%	(138)	4%	(22)	3%	(13)	11%	(52)	8%	(39)	491
Educ: Post-grad	50%	(142)	22%	(62)	4%	(10)	4%	(12)	10%	(29)	9%	(26)	282
Income: Under 50k	48%	(609)	24%	(311)	3%	(35)	2%	(28)	13%	(168)	9%	(120)	1271
Income: 50k-100k	50%	(329)	22%	(146)	4%	(27)	4%	(27)	11%	(75)	8%	(51)	656
Income: 100k+	47%	(133)	28%	(80)	6%	(18)	2%	(7)	10%	(28)	6%	(16)	283
Ethnicity: White	46%	(784)	26%	(443)	4%	(63)	3%	(52)	14%	(233)	8%	(137)	1711

Table MCFE26_3: *Do you have a favorable or unfavorable opinion of the following people?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Samuel L. Jackson

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	48%	(1072)	24%	(538)	4%	(81)	3%	(62)	12%	(271)	8%	(186)	2210
Ethnicity: Hispanic	54%	(202)	20%	(76)	2%	(6)	1%	(2)	8%	(30)	15%	(56)	374
Ethnicity: Black	66%	(186)	16%	(46)	3%	(10)	2%	(7)	5%	(15)	7%	(18)	282
Ethnicity: Other	46%	(101)	23%	(49)	4%	(8)	2%	(4)	11%	(24)	14%	(31)	217
All Christian	45%	(464)	28%	(284)	4%	(40)	3%	(31)	13%	(129)	8%	(81)	1029
All Non-Christian	50%	(64)	19%	(25)	3%	(4)	5%	(6)	12%	(15)	11%	(14)	129
Atheist	55%	(55)	23%	(23)	3%	(3)	6%	(6)	6%	(6)	6%	(5)	99
Agnostic/Nothing in particular	47%	(276)	22%	(131)	4%	(23)	2%	(12)	16%	(92)	9%	(54)	587
Something Else	58%	(212)	21%	(75)	3%	(11)	2%	(7)	8%	(30)	9%	(31)	365
Religious Non-Protestant/Catholic	50%	(77)	21%	(32)	3%	(5)	5%	(8)	11%	(17)	10%	(15)	154
Evangelical	50%	(277)	24%	(134)	4%	(25)	2%	(12)	12%	(64)	8%	(46)	558
Non-Evangelical	48%	(378)	27%	(213)	3%	(24)	3%	(24)	11%	(90)	8%	(63)	792
Community: Urban	54%	(345)	22%	(142)	4%	(26)	3%	(17)	10%	(65)	7%	(43)	638
Community: Suburban	46%	(470)	26%	(260)	4%	(39)	3%	(29)	13%	(132)	8%	(83)	1014
Community: Rural	46%	(256)	24%	(135)	3%	(16)	3%	(16)	13%	(75)	11%	(59)	558
Employ: Private Sector	53%	(344)	26%	(167)	3%	(22)	3%	(18)	11%	(73)	5%	(30)	654
Employ: Government	58%	(79)	18%	(25)	4%	(5)	1%	(1)	11%	(15)	8%	(11)	136
Employ: Self-Employed	53%	(89)	21%	(36)	3%	(6)	4%	(6)	11%	(19)	7%	(11)	166
Employ: Homemaker	42%	(79)	25%	(48)	3%	(6)	4%	(8)	12%	(23)	13%	(25)	190
Employ: Student	32%	(20)	19%	(12)	6%	(4)	—	(0)	16%	(10)	26%	(16)	62
Employ: Retired	42%	(235)	28%	(159)	5%	(27)	4%	(22)	12%	(70)	9%	(50)	563
Employ: Unemployed	51%	(153)	20%	(60)	2%	(7)	1%	(4)	15%	(44)	11%	(33)	301
Employ: Other	53%	(72)	23%	(31)	3%	(4)	2%	(2)	13%	(18)	7%	(9)	137
Military HH: Yes	50%	(143)	27%	(77)	5%	(13)	3%	(10)	10%	(29)	4%	(12)	283
Military HH: No	48%	(929)	24%	(460)	3%	(67)	3%	(53)	13%	(243)	9%	(175)	1927
RD/WT: Right Direction	55%	(368)	22%	(150)	4%	(24)	2%	(13)	9%	(63)	7%	(49)	666
RD/WT: Wrong Track	46%	(704)	25%	(388)	4%	(57)	3%	(49)	13%	(208)	9%	(138)	1544
Biden Job Approve	57%	(553)	24%	(229)	3%	(30)	1%	(12)	8%	(78)	7%	(69)	970
Biden Job Disapprove	42%	(482)	26%	(298)	4%	(49)	4%	(48)	15%	(167)	9%	(99)	1144

Table MCFE26_3: *Do you have a favorable or unfavorable opinion of the following people?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Samuel L. Jackson

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	48%	(1072)	24%	(538)	4%	(81)	3%	(62)	12%	(271)	8%	(186)	2210
Biden Job Strongly Approve	60%	(259)	22%	(96)	3%	(11)	1%	(6)	8%	(37)	6%	(24)	433
Biden Job Somewhat Approve	55%	(294)	25%	(133)	3%	(18)	1%	(6)	8%	(41)	8%	(45)	537
Biden Job Somewhat Disapprove	46%	(154)	28%	(94)	4%	(12)	2%	(7)	12%	(41)	9%	(30)	339
Biden Job Strongly Disapprove	41%	(327)	25%	(204)	5%	(37)	5%	(42)	16%	(126)	8%	(68)	805
Favorable of Biden	58%	(563)	23%	(221)	2%	(24)	1%	(11)	8%	(77)	8%	(73)	969
Unfavorable of Biden	42%	(477)	27%	(302)	4%	(49)	4%	(43)	14%	(163)	9%	(99)	1134
Very Favorable of Biden	64%	(308)	19%	(92)	2%	(10)	1%	(6)	8%	(36)	6%	(30)	482
Somewhat Favorable of Biden	52%	(254)	26%	(129)	3%	(15)	1%	(5)	8%	(41)	9%	(43)	487
Somewhat Unfavorable of Biden	46%	(139)	29%	(87)	3%	(10)	1%	(4)	11%	(34)	8%	(25)	299
Very Unfavorable of Biden	40%	(338)	26%	(215)	5%	(39)	5%	(39)	16%	(130)	9%	(74)	835
#1 Issue: Economy	51%	(463)	24%	(222)	3%	(28)	3%	(25)	11%	(100)	8%	(75)	913
#1 Issue: Security	38%	(91)	26%	(64)	5%	(13)	7%	(18)	16%	(38)	8%	(19)	243
#1 Issue: Health Care	54%	(92)	21%	(36)	5%	(9)	—	(0)	14%	(23)	6%	(10)	170
#1 Issue: Medicare / Social Security	45%	(120)	29%	(76)	4%	(9)	2%	(6)	10%	(28)	10%	(27)	266
#1 Issue: Women's Issues	53%	(165)	20%	(62)	4%	(11)	2%	(5)	13%	(40)	9%	(28)	311
#1 Issue: Education	47%	(27)	28%	(16)	4%	(3)	7%	(4)	7%	(4)	7%	(4)	59
#1 Issue: Energy	52%	(69)	24%	(32)	3%	(4)	2%	(2)	7%	(9)	13%	(18)	134
#1 Issue: Other	38%	(44)	25%	(29)	4%	(5)	2%	(2)	26%	(30)	5%	(6)	115
2020 Vote: Joe Biden	58%	(545)	22%	(209)	3%	(25)	2%	(17)	9%	(86)	6%	(61)	945
2020 Vote: Donald Trump	39%	(290)	28%	(206)	6%	(41)	5%	(36)	14%	(104)	8%	(62)	740
2020 Vote: Other	42%	(28)	28%	(19)	6%	(4)	3%	(2)	15%	(10)	5%	(4)	67
2020 Vote: Didn't Vote	45%	(208)	23%	(103)	2%	(10)	1%	(7)	15%	(71)	13%	(59)	459
2018 House Vote: Democrat	60%	(454)	22%	(168)	3%	(26)	2%	(11)	7%	(49)	6%	(47)	755
2018 House Vote: Republican	39%	(230)	29%	(171)	6%	(33)	6%	(33)	12%	(73)	8%	(50)	589
2018 House Vote: Someone else	49%	(24)	31%	(16)	1%	(1)	4%	(2)	10%	(5)	4%	(2)	50
2016 Vote: Hillary Clinton	59%	(412)	23%	(159)	3%	(20)	2%	(12)	7%	(50)	6%	(40)	695
2016 Vote: Donald Trump	42%	(276)	28%	(184)	5%	(32)	4%	(29)	12%	(82)	8%	(52)	656
2016 Vote: Other	44%	(38)	23%	(20)	4%	(4)	2%	(2)	16%	(14)	9%	(8)	86
2016 Vote: Didn't Vote	45%	(341)	23%	(173)	3%	(22)	2%	(19)	16%	(125)	11%	(85)	765

Table MCFE26_3: *Do you have a favorable or unfavorable opinion of the following people? If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Samuel L. Jackson

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	48%	(1072)	24%	(538)	4%	(81)	3%	(62)	12%	(271)	8%	(186)	2210
Voted in 2014: Yes	51%	(628)	25%	(301)	4%	(48)	3%	(39)	10%	(118)	8%	(93)	1227
Voted in 2014: No	45%	(444)	24%	(236)	3%	(33)	2%	(24)	16%	(154)	10%	(94)	983
4-Region: Northeast	47%	(179)	23%	(88)	3%	(12)	2%	(9)	15%	(57)	10%	(37)	383
4-Region: Midwest	46%	(212)	23%	(106)	3%	(15)	3%	(14)	16%	(73)	8%	(37)	456
4-Region: South	48%	(409)	26%	(219)	5%	(42)	3%	(28)	10%	(88)	7%	(59)	844
4-Region: West	52%	(272)	24%	(125)	2%	(11)	2%	(11)	10%	(54)	10%	(53)	527
TikTok Users	56%	(442)	20%	(162)	4%	(30)	2%	(19)	9%	(74)	8%	(66)	793
Twitch Users	57%	(122)	26%	(55)	4%	(9)	3%	(6)	6%	(12)	5%	(12)	216
2022 Sports Viewers/Attendees	52%	(770)	26%	(381)	4%	(62)	3%	(46)	9%	(134)	5%	(81)	1475
Monthly Moviegoers	60%	(191)	22%	(69)	4%	(14)	3%	(10)	5%	(15)	7%	(21)	320
Few Times per Year + Moviegoers	58%	(536)	24%	(218)	4%	(36)	3%	(27)	6%	(57)	5%	(47)	920
Heard Smile Campaign	55%	(305)	22%	(119)	5%	(29)	3%	(15)	8%	(42)	7%	(41)	551
Heard Minion Campaign	59%	(317)	22%	(119)	5%	(26)	2%	(10)	6%	(32)	7%	(37)	540
Listens to Podcasts	54%	(612)	23%	(266)	4%	(40)	3%	(35)	10%	(110)	6%	(69)	1132
Streaming Services User	52%	(925)	25%	(441)	4%	(64)	3%	(49)	11%	(188)	6%	(107)	1773
Netflix User	54%	(792)	24%	(347)	3%	(49)	2%	(32)	11%	(155)	7%	(99)	1474
Disney+ User	54%	(527)	25%	(246)	4%	(35)	1%	(13)	9%	(90)	7%	(73)	984
Heterosexual or straight	48%	(949)	24%	(478)	4%	(75)	3%	(60)	12%	(244)	8%	(165)	1971
Gay	61%	(41)	24%	(17)	1%	(1)	3%	(2)	8%	(5)	3%	(2)	68
Bisexual	56%	(49)	22%	(19)	2%	(2)	—	(0)	15%	(13)	6%	(5)	88
Yes	55%	(39)	20%	(14)	6%	(4)	3%	(2)	8%	(6)	8%	(5)	70
No	48%	(1033)	24%	(524)	4%	(77)	3%	(60)	12%	(266)	8%	(181)	2140

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

Table MCFE26_4: *Do you have a favorable or unfavorable opinion of the following people?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Chris Hemsworth

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	28%	(624)	24%	(531)	3%	(58)	2%	(50)	18%	(404)	25%	(543)	2210
Gender: Male	28%	(299)	23%	(250)	3%	(35)	3%	(30)	17%	(185)	25%	(268)	1068
Gender: Female	28%	(325)	25%	(280)	2%	(23)	2%	(20)	19%	(219)	24%	(275)	1142
Age: 18-34	33%	(213)	23%	(150)	5%	(29)	5%	(31)	15%	(98)	19%	(120)	642
Age: 35-44	34%	(124)	27%	(98)	1%	(5)	2%	(7)	19%	(70)	17%	(61)	365
Age: 45-64	28%	(201)	22%	(155)	2%	(16)	1%	(8)	18%	(125)	29%	(208)	714
Age: 65+	17%	(85)	26%	(127)	1%	(7)	1%	(5)	23%	(111)	31%	(154)	489
GenZers: 1997-2012	31%	(81)	23%	(60)	5%	(13)	7%	(18)	12%	(31)	21%	(54)	256
Millennials: 1981-1996	33%	(217)	25%	(166)	3%	(21)	3%	(19)	18%	(120)	17%	(110)	653
GenXers: 1965-1980	33%	(183)	22%	(123)	2%	(9)	1%	(6)	17%	(95)	25%	(139)	555
Baby Boomers: 1946-1964	20%	(135)	26%	(174)	2%	(15)	1%	(7)	21%	(140)	30%	(204)	673
PID: Dem (no lean)	33%	(287)	26%	(220)	2%	(20)	3%	(22)	16%	(135)	20%	(175)	860
PID: Ind (no lean)	24%	(164)	22%	(148)	3%	(18)	2%	(10)	23%	(157)	26%	(177)	674
PID: Rep (no lean)	26%	(173)	24%	(163)	3%	(19)	3%	(17)	17%	(112)	28%	(191)	676
PID/Gender: Dem Men	37%	(145)	25%	(99)	3%	(12)	3%	(12)	14%	(55)	18%	(71)	394
PID/Gender: Dem Women	31%	(142)	26%	(121)	2%	(7)	2%	(10)	17%	(80)	22%	(104)	465
PID/Gender: Ind Men	22%	(77)	24%	(83)	3%	(10)	2%	(6)	22%	(76)	27%	(94)	345
PID/Gender: Ind Women	26%	(87)	20%	(66)	2%	(8)	1%	(4)	25%	(81)	25%	(83)	329
PID/Gender: Rep Men	23%	(77)	21%	(69)	4%	(12)	4%	(12)	17%	(54)	32%	(104)	328
PID/Gender: Rep Women	28%	(96)	27%	(93)	2%	(7)	2%	(6)	17%	(58)	25%	(87)	348
Ideo: Liberal (1-3)	33%	(219)	25%	(167)	3%	(21)	4%	(24)	17%	(115)	17%	(109)	656
Ideo: Moderate (4)	26%	(196)	25%	(189)	2%	(11)	2%	(12)	19%	(141)	27%	(202)	751
Ideo: Conservative (5-7)	26%	(175)	23%	(155)	4%	(24)	2%	(14)	18%	(121)	27%	(178)	666
Educ: < College	29%	(419)	21%	(306)	3%	(37)	2%	(32)	18%	(256)	27%	(387)	1437
Educ: Bachelors degree	28%	(139)	31%	(152)	3%	(13)	2%	(11)	19%	(91)	17%	(84)	491
Educ: Post-grad	23%	(66)	26%	(73)	3%	(7)	2%	(7)	20%	(57)	26%	(73)	282
Income: Under 50k	27%	(348)	22%	(274)	3%	(33)	1%	(19)	19%	(240)	28%	(357)	1271
Income: 50k-100k	29%	(192)	26%	(168)	3%	(20)	4%	(26)	18%	(118)	20%	(131)	656
Income: 100k+	30%	(84)	31%	(89)	2%	(4)	2%	(6)	16%	(45)	20%	(55)	283
Ethnicity: White	27%	(466)	26%	(436)	2%	(37)	2%	(33)	19%	(328)	24%	(410)	1711

Table MCFE26_4: *Do you have a favorable or unfavorable opinion of the following people?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Chris Hemsworth

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	28%	(624)	24%	(531)	3%	(58)	2%	(50)	18%	(404)	25%	(543)	2210
Ethnicity: Hispanic	35%	(131)	22%	(81)	3%	(12)	3%	(13)	12%	(44)	25%	(93)	374
Ethnicity: Black	32%	(90)	18%	(50)	4%	(12)	3%	(10)	14%	(38)	29%	(83)	282
Ethnicity: Other	31%	(68)	21%	(45)	4%	(9)	3%	(7)	17%	(38)	23%	(51)	217
All Christian	27%	(273)	26%	(269)	3%	(30)	2%	(17)	17%	(176)	26%	(265)	1029
All Non-Christian	25%	(33)	27%	(34)	—	(0)	4%	(5)	18%	(23)	26%	(34)	129
Atheist	33%	(33)	23%	(23)	3%	(3)	6%	(6)	19%	(19)	16%	(16)	99
Agnostic/Nothing in particular	26%	(152)	23%	(133)	2%	(13)	3%	(15)	22%	(131)	24%	(144)	587
Something Else	36%	(133)	20%	(72)	3%	(12)	2%	(7)	15%	(55)	24%	(86)	365
Religious Non-Protestant/Catholic	29%	(44)	26%	(40)	1%	(1)	3%	(5)	16%	(25)	25%	(39)	154
Evangelical	31%	(175)	23%	(129)	4%	(20)	2%	(10)	15%	(84)	25%	(141)	558
Non-Evangelical	27%	(214)	26%	(203)	3%	(21)	2%	(14)	18%	(140)	25%	(199)	792
Community: Urban	32%	(205)	22%	(137)	3%	(20)	3%	(18)	17%	(106)	24%	(151)	638
Community: Suburban	28%	(286)	26%	(262)	2%	(24)	2%	(20)	20%	(203)	22%	(220)	1014
Community: Rural	24%	(133)	24%	(132)	2%	(14)	2%	(12)	17%	(94)	31%	(173)	558
Employ: Private Sector	34%	(224)	27%	(176)	3%	(22)	3%	(19)	16%	(102)	17%	(111)	654
Employ: Government	33%	(45)	17%	(23)	2%	(2)	3%	(4)	14%	(19)	31%	(43)	136
Employ: Self-Employed	32%	(53)	18%	(31)	4%	(7)	5%	(8)	19%	(31)	22%	(37)	166
Employ: Homemaker	32%	(60)	26%	(50)	3%	(5)	3%	(5)	14%	(27)	22%	(43)	190
Employ: Student	23%	(14)	30%	(19)	8%	(5)	1%	(1)	17%	(11)	21%	(13)	62
Employ: Retired	20%	(110)	23%	(128)	2%	(11)	1%	(5)	23%	(128)	32%	(181)	563
Employ: Unemployed	26%	(79)	24%	(71)	1%	(4)	2%	(8)	20%	(59)	27%	(81)	301
Employ: Other	27%	(37)	25%	(34)	2%	(3)	1%	(1)	19%	(27)	26%	(35)	137
Military HH: Yes	28%	(79)	27%	(77)	2%	(5)	2%	(6)	18%	(52)	23%	(64)	283
Military HH: No	28%	(544)	24%	(454)	3%	(52)	2%	(45)	18%	(352)	25%	(479)	1927
RD/WT: Right Direction	34%	(226)	22%	(144)	3%	(20)	3%	(20)	15%	(99)	24%	(157)	666
RD/WT: Wrong Track	26%	(398)	25%	(387)	2%	(38)	2%	(30)	20%	(305)	25%	(386)	1544
Biden Job Approve	33%	(316)	25%	(241)	2%	(23)	3%	(26)	15%	(148)	22%	(216)	970
Biden Job Disapprove	25%	(291)	24%	(274)	3%	(34)	2%	(24)	20%	(227)	26%	(293)	1144

Table MCFE26_4: *Do you have a favorable or unfavorable opinion of the following people?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Chris Hemsworth

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	28%	(624)	24%	(531)	3%	(58)	2%	(50)	18%	(404)	25%	(543)	2210
Biden Job Strongly Approve	36%	(156)	21%	(89)	2%	(9)	3%	(15)	14%	(62)	23%	(101)	433
Biden Job Somewhat Approve	30%	(160)	28%	(151)	3%	(14)	2%	(12)	16%	(86)	21%	(114)	537
Biden Job Somewhat Disapprove	26%	(87)	27%	(92)	3%	(11)	1%	(5)	20%	(68)	22%	(76)	339
Biden Job Strongly Disapprove	25%	(204)	23%	(182)	3%	(23)	2%	(19)	20%	(159)	27%	(218)	805
Favorable of Biden	32%	(311)	25%	(243)	2%	(20)	2%	(15)	15%	(149)	24%	(231)	969
Unfavorable of Biden	26%	(299)	25%	(278)	3%	(34)	3%	(30)	19%	(218)	24%	(274)	1134
Very Favorable of Biden	37%	(180)	20%	(96)	1%	(7)	2%	(9)	14%	(67)	26%	(124)	482
Somewhat Favorable of Biden	27%	(132)	30%	(147)	3%	(13)	1%	(6)	17%	(82)	22%	(107)	487
Somewhat Unfavorable of Biden	27%	(81)	32%	(95)	2%	(6)	3%	(9)	17%	(51)	19%	(57)	299
Very Unfavorable of Biden	26%	(218)	22%	(182)	3%	(28)	3%	(21)	20%	(168)	26%	(217)	835
#1 Issue: Economy	30%	(277)	26%	(234)	2%	(21)	2%	(14)	16%	(149)	24%	(218)	913
#1 Issue: Security	24%	(59)	20%	(49)	4%	(9)	6%	(15)	17%	(42)	28%	(69)	243
#1 Issue: Health Care	33%	(56)	26%	(44)	5%	(8)	—	(0)	16%	(28)	20%	(34)	170
#1 Issue: Medicare / Social Security	22%	(59)	25%	(65)	1%	(3)	—	(0)	19%	(50)	33%	(89)	266
#1 Issue: Women's Issues	27%	(85)	24%	(76)	2%	(7)	3%	(9)	20%	(62)	23%	(72)	311
#1 Issue: Education	34%	(20)	28%	(17)	4%	(3)	5%	(3)	12%	(7)	16%	(10)	59
#1 Issue: Energy	30%	(41)	20%	(27)	5%	(6)	5%	(6)	18%	(25)	22%	(29)	134
#1 Issue: Other	24%	(27)	16%	(19)	1%	(1)	3%	(3)	37%	(42)	20%	(22)	115
2020 Vote: Joe Biden	31%	(294)	26%	(250)	2%	(19)	3%	(24)	17%	(159)	21%	(199)	945
2020 Vote: Donald Trump	26%	(195)	25%	(182)	3%	(20)	2%	(14)	19%	(139)	26%	(191)	740
2020 Vote: Other	21%	(14)	20%	(13)	6%	(4)	—	(0)	37%	(25)	16%	(11)	67
2020 Vote: Didn't Vote	26%	(121)	19%	(86)	3%	(16)	3%	(12)	18%	(81)	31%	(142)	459
2018 House Vote: Democrat	32%	(245)	26%	(194)	3%	(21)	2%	(15)	16%	(123)	21%	(156)	755
2018 House Vote: Republican	25%	(145)	24%	(144)	2%	(15)	2%	(11)	18%	(109)	28%	(166)	589
2018 House Vote: Someone else	27%	(13)	25%	(12)	3%	(2)	—	(0)	36%	(18)	10%	(5)	50
2016 Vote: Hillary Clinton	33%	(231)	25%	(173)	3%	(20)	2%	(17)	16%	(113)	20%	(142)	695
2016 Vote: Donald Trump	25%	(165)	26%	(173)	2%	(13)	1%	(9)	18%	(118)	27%	(177)	656
2016 Vote: Other	23%	(20)	19%	(16)	3%	(2)	—	(0)	38%	(33)	17%	(14)	86
2016 Vote: Didn't Vote	27%	(205)	22%	(167)	3%	(22)	3%	(24)	18%	(138)	27%	(209)	765

Table MCFE26_4: *Do you have a favorable or unfavorable opinion of the following people?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Chris Hemsworth

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	28%	(624)	24%	(531)	3%	(58)	2%	(50)	18%	(404)	25%	(543)	2210
Voted in 2014: Yes	28%	(345)	24%	(300)	2%	(30)	2%	(24)	18%	(226)	25%	(302)	1227
Voted in 2014: No	28%	(278)	23%	(231)	3%	(28)	3%	(27)	18%	(178)	25%	(242)	983
4-Region: Northeast	24%	(93)	25%	(95)	1%	(5)	2%	(8)	22%	(84)	25%	(97)	383
4-Region: Midwest	28%	(129)	25%	(115)	3%	(12)	2%	(9)	20%	(90)	22%	(101)	456
4-Region: South	28%	(233)	24%	(200)	4%	(30)	2%	(18)	18%	(149)	26%	(215)	844
4-Region: West	32%	(168)	23%	(120)	2%	(11)	3%	(16)	16%	(82)	25%	(129)	527
TikTok Users	36%	(289)	23%	(185)	3%	(27)	3%	(22)	13%	(102)	21%	(167)	793
Twitch Users	35%	(75)	35%	(75)	5%	(11)	4%	(8)	10%	(22)	11%	(24)	216
2022 Sports Viewers/Attendees	31%	(459)	27%	(395)	3%	(43)	2%	(30)	17%	(249)	20%	(299)	1475
Monthly Moviegoers	43%	(136)	28%	(90)	4%	(12)	4%	(11)	8%	(27)	14%	(44)	320
Few Times per Year + Moviegoers	40%	(365)	26%	(241)	3%	(29)	3%	(29)	12%	(112)	16%	(144)	920
Heard Smile Campaign	39%	(216)	24%	(132)	5%	(26)	4%	(20)	12%	(65)	17%	(91)	551
Heard Minion Campaign	41%	(221)	24%	(129)	4%	(23)	5%	(25)	11%	(60)	15%	(83)	540
Listens to Podcasts	34%	(380)	27%	(305)	3%	(38)	3%	(35)	16%	(184)	17%	(190)	1132
Streaming Services User	32%	(568)	26%	(464)	3%	(52)	3%	(45)	17%	(299)	19%	(345)	1773
Netflix User	34%	(499)	27%	(396)	3%	(42)	3%	(37)	15%	(221)	19%	(279)	1474
Disney+ User	39%	(383)	25%	(246)	3%	(33)	3%	(33)	14%	(138)	15%	(150)	984
Heterosexual or straight	27%	(542)	25%	(484)	2%	(47)	2%	(37)	18%	(358)	26%	(503)	1971
Gay	52%	(35)	7%	(5)	4%	(3)	4%	(3)	20%	(14)	13%	(9)	68
Bisexual	31%	(27)	26%	(23)	4%	(3)	7%	(6)	19%	(17)	14%	(12)	88
Yes	38%	(26)	24%	(17)	6%	(4)	3%	(2)	19%	(13)	11%	(8)	70
No	28%	(597)	24%	(514)	3%	(54)	2%	(48)	18%	(391)	25%	(536)	2140

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

Table MCFE26_5: *Do you have a favorable or unfavorable opinion of the following people? If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Chris Pratt

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	30%	(661)	24%	(529)	4%	(98)	4%	(84)	18%	(406)	19%	(431)	2210
Gender: Male	31%	(336)	24%	(260)	4%	(44)	4%	(43)	16%	(176)	20%	(208)	1068
Gender: Female	28%	(325)	24%	(269)	5%	(55)	4%	(41)	20%	(230)	19%	(222)	1142
Age: 18-34	32%	(208)	20%	(131)	7%	(44)	8%	(51)	16%	(101)	17%	(107)	642
Age: 35-44	39%	(142)	26%	(94)	3%	(12)	2%	(8)	17%	(63)	13%	(46)	365
Age: 45-64	28%	(203)	25%	(175)	4%	(28)	3%	(20)	18%	(131)	22%	(156)	714
Age: 65+	22%	(108)	26%	(129)	3%	(14)	1%	(5)	23%	(111)	25%	(122)	489
GenZers: 1997-2012	31%	(81)	19%	(50)	5%	(12)	8%	(20)	15%	(37)	22%	(56)	256
Millennials: 1981-1996	34%	(223)	24%	(159)	6%	(42)	6%	(38)	17%	(110)	12%	(80)	653
GenXers: 1965-1980	35%	(197)	21%	(117)	3%	(19)	3%	(16)	17%	(93)	20%	(113)	555
Baby Boomers: 1946-1964	22%	(150)	29%	(196)	4%	(25)	1%	(9)	22%	(146)	22%	(147)	673
PID: Dem (no lean)	34%	(289)	25%	(212)	6%	(52)	5%	(45)	14%	(116)	17%	(145)	860
PID: Ind (no lean)	27%	(185)	21%	(142)	4%	(24)	3%	(23)	25%	(167)	20%	(134)	674
PID: Rep (no lean)	28%	(188)	26%	(174)	3%	(22)	2%	(16)	18%	(123)	23%	(152)	676
PID/Gender: Dem Men	39%	(153)	25%	(97)	6%	(22)	5%	(21)	12%	(48)	14%	(54)	394
PID/Gender: Dem Women	29%	(136)	25%	(115)	7%	(31)	5%	(24)	15%	(69)	20%	(91)	465
PID/Gender: Ind Men	29%	(99)	23%	(78)	3%	(9)	4%	(14)	22%	(76)	20%	(68)	345
PID/Gender: Ind Women	26%	(85)	20%	(64)	4%	(15)	3%	(9)	27%	(91)	20%	(65)	329
PID/Gender: Rep Men	26%	(84)	26%	(85)	4%	(12)	3%	(9)	16%	(52)	26%	(86)	328
PID/Gender: Rep Women	30%	(104)	26%	(89)	3%	(9)	2%	(8)	20%	(71)	19%	(66)	348
Ideo: Liberal (1-3)	34%	(225)	24%	(158)	7%	(44)	7%	(47)	14%	(89)	14%	(93)	656
Ideo: Moderate (4)	28%	(210)	24%	(181)	4%	(30)	2%	(17)	21%	(161)	20%	(151)	751
Ideo: Conservative (5-7)	28%	(189)	26%	(170)	3%	(23)	3%	(17)	19%	(124)	21%	(143)	666
Educ: < College	30%	(430)	22%	(315)	4%	(63)	3%	(48)	20%	(283)	21%	(298)	1437
Educ: Bachelors degree	31%	(152)	28%	(139)	5%	(22)	5%	(26)	16%	(79)	14%	(71)	491
Educ: Post-grad	28%	(79)	26%	(75)	4%	(13)	3%	(9)	16%	(44)	22%	(62)	282
Income: Under 50k	27%	(347)	23%	(290)	5%	(59)	3%	(36)	20%	(258)	22%	(281)	1271
Income: 50k-100k	34%	(221)	24%	(159)	4%	(27)	5%	(34)	17%	(114)	15%	(101)	656
Income: 100k+	33%	(93)	28%	(80)	4%	(12)	5%	(14)	12%	(34)	17%	(49)	283
Ethnicity: White	29%	(500)	24%	(418)	4%	(72)	4%	(63)	20%	(337)	19%	(322)	1711

Table MCFE26_5: *Do you have a favorable or unfavorable opinion of the following people?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Chris Pratt

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	30%	(661)	24%	(529)	4%	(98)	4%	(84)	18%	(406)	19%	(431)	2210
Ethnicity: Hispanic	38%	(144)	19%	(70)	5%	(20)	4%	(16)	14%	(53)	19%	(72)	374
Ethnicity: Black	32%	(90)	22%	(63)	5%	(14)	5%	(14)	12%	(35)	23%	(65)	282
Ethnicity: Other	33%	(71)	22%	(48)	6%	(12)	3%	(7)	16%	(35)	20%	(43)	217
All Christian	30%	(308)	26%	(267)	3%	(36)	3%	(29)	18%	(181)	20%	(209)	1029
All Non-Christian	23%	(30)	28%	(36)	5%	(7)	3%	(4)	18%	(23)	22%	(28)	129
Atheist	35%	(35)	23%	(22)	7%	(7)	8%	(8)	17%	(17)	11%	(11)	99
Agnostic/Nothing in particular	29%	(168)	20%	(117)	5%	(27)	5%	(28)	23%	(133)	19%	(114)	587
Something Else	33%	(121)	24%	(87)	6%	(22)	4%	(14)	14%	(53)	19%	(69)	365
Religious Non-Protestant/Catholic	28%	(43)	26%	(40)	4%	(7)	3%	(4)	17%	(27)	21%	(33)	154
Evangelical	31%	(172)	27%	(153)	4%	(21)	4%	(20)	14%	(80)	20%	(113)	558
Non-Evangelical	30%	(237)	25%	(195)	4%	(35)	3%	(23)	18%	(144)	20%	(157)	792
Community: Urban	32%	(205)	24%	(152)	5%	(32)	4%	(27)	16%	(105)	18%	(116)	638
Community: Suburban	31%	(312)	24%	(247)	5%	(48)	4%	(42)	19%	(188)	18%	(178)	1014
Community: Rural	26%	(145)	23%	(130)	3%	(18)	3%	(16)	20%	(113)	24%	(136)	558
Employ: Private Sector	32%	(206)	29%	(188)	5%	(36)	5%	(35)	14%	(95)	14%	(95)	654
Employ: Government	44%	(60)	11%	(15)	5%	(7)	4%	(5)	13%	(18)	22%	(30)	136
Employ: Self-Employed	36%	(61)	19%	(32)	3%	(5)	3%	(6)	20%	(34)	18%	(29)	166
Employ: Homemaker	36%	(68)	20%	(38)	4%	(9)	2%	(5)	21%	(41)	16%	(31)	190
Employ: Student	29%	(18)	23%	(14)	4%	(2)	7%	(4)	14%	(8)	24%	(15)	62
Employ: Retired	23%	(131)	25%	(143)	4%	(22)	1%	(5)	23%	(129)	24%	(134)	563
Employ: Unemployed	26%	(79)	20%	(61)	5%	(15)	5%	(17)	19%	(57)	24%	(73)	301
Employ: Other	28%	(38)	28%	(39)	2%	(2)	6%	(8)	18%	(25)	19%	(25)	137
Military HH: Yes	36%	(101)	23%	(66)	3%	(8)	3%	(8)	17%	(47)	19%	(53)	283
Military HH: No	29%	(561)	24%	(463)	5%	(90)	4%	(77)	19%	(359)	20%	(378)	1927
RD/WT: Right Direction	34%	(226)	23%	(152)	6%	(40)	5%	(31)	13%	(88)	19%	(129)	666
RD/WT: Wrong Track	28%	(435)	24%	(377)	4%	(58)	3%	(53)	21%	(319)	20%	(301)	1544
Biden Job Approve	32%	(312)	25%	(243)	6%	(56)	4%	(42)	15%	(143)	18%	(174)	970
Biden Job Disapprove	29%	(328)	24%	(275)	4%	(41)	3%	(38)	20%	(231)	20%	(230)	1144

Continued on next page

Table MCFE26_5: *Do you have a favorable or unfavorable opinion of the following people?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Chris Pratt

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	30%	(661)	24%	(529)	4%	(98)	4%	(84)	18%	(406)	19%	(431)	2210
Biden Job Strongly Approve	37%	(161)	21%	(92)	5%	(23)	3%	(14)	14%	(59)	19%	(83)	433
Biden Job Somewhat Approve	28%	(151)	28%	(151)	6%	(33)	5%	(29)	16%	(84)	17%	(90)	537
Biden Job Somewhat Disapprove	28%	(97)	27%	(91)	5%	(15)	3%	(9)	20%	(67)	18%	(60)	339
Biden Job Strongly Disapprove	29%	(232)	23%	(184)	3%	(26)	4%	(29)	20%	(164)	21%	(170)	805
Favorable of Biden	33%	(316)	26%	(248)	5%	(53)	4%	(37)	14%	(137)	18%	(178)	969
Unfavorable of Biden	29%	(329)	24%	(269)	4%	(42)	4%	(42)	20%	(225)	20%	(226)	1134
Very Favorable of Biden	38%	(182)	22%	(108)	5%	(22)	2%	(12)	12%	(57)	21%	(102)	482
Somewhat Favorable of Biden	28%	(135)	29%	(140)	6%	(31)	5%	(25)	17%	(81)	16%	(76)	487
Somewhat Unfavorable of Biden	30%	(90)	29%	(87)	2%	(7)	6%	(17)	15%	(45)	17%	(52)	299
Very Unfavorable of Biden	29%	(240)	22%	(182)	4%	(35)	3%	(25)	22%	(180)	21%	(174)	835
#1 Issue: Economy	32%	(295)	25%	(224)	4%	(33)	3%	(25)	17%	(156)	20%	(179)	913
#1 Issue: Security	28%	(67)	26%	(64)	3%	(7)	5%	(12)	18%	(45)	19%	(47)	243
#1 Issue: Health Care	28%	(48)	26%	(44)	6%	(10)	7%	(11)	16%	(28)	17%	(29)	170
#1 Issue: Medicare / Social Security	25%	(67)	26%	(68)	4%	(11)	1%	(3)	19%	(51)	25%	(65)	266
#1 Issue: Women's Issues	29%	(91)	20%	(61)	6%	(19)	8%	(26)	19%	(60)	17%	(54)	311
#1 Issue: Education	36%	(21)	31%	(18)	10%	(6)	—	(0)	9%	(5)	15%	(9)	59
#1 Issue: Energy	31%	(41)	20%	(27)	9%	(12)	3%	(4)	18%	(24)	20%	(27)	134
#1 Issue: Other	26%	(30)	20%	(22)	1%	(1)	2%	(2)	32%	(37)	19%	(22)	115
2020 Vote: Joe Biden	32%	(306)	25%	(240)	5%	(51)	5%	(49)	15%	(143)	16%	(155)	945
2020 Vote: Donald Trump	30%	(223)	24%	(175)	4%	(27)	2%	(15)	21%	(153)	20%	(147)	740
2020 Vote: Other	29%	(20)	27%	(18)	2%	(2)	5%	(3)	24%	(16)	12%	(8)	67
2020 Vote: Didn't Vote	25%	(113)	21%	(96)	4%	(18)	4%	(17)	20%	(94)	26%	(121)	459
2018 House Vote: Democrat	34%	(256)	25%	(191)	6%	(43)	5%	(38)	14%	(108)	16%	(120)	755
2018 House Vote: Republican	29%	(174)	24%	(140)	3%	(21)	2%	(12)	20%	(115)	22%	(128)	589
2018 House Vote: Someone else	29%	(14)	20%	(10)	6%	(3)	4%	(2)	28%	(14)	13%	(7)	50
2016 Vote: Hillary Clinton	34%	(235)	25%	(175)	6%	(40)	5%	(34)	13%	(94)	17%	(117)	695
2016 Vote: Donald Trump	28%	(187)	26%	(168)	3%	(21)	2%	(12)	20%	(134)	20%	(134)	656
2016 Vote: Other	25%	(21)	24%	(20)	3%	(2)	4%	(4)	31%	(27)	13%	(11)	86
2016 Vote: Didn't Vote	28%	(215)	22%	(165)	5%	(36)	4%	(33)	20%	(152)	22%	(165)	765

Table MCFE26_5: *Do you have a favorable or unfavorable opinion of the following people?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Chris Pratt

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	30%	(661)	24%	(529)	4%	(98)	4%	(84)	18%	(406)	19%	(431)	2210
Voted in 2014: Yes	31%	(381)	24%	(298)	5%	(57)	3%	(41)	18%	(216)	19%	(234)	1227
Voted in 2014: No	29%	(280)	24%	(231)	4%	(41)	4%	(43)	19%	(190)	20%	(197)	983
4-Region: Northeast	27%	(102)	23%	(90)	3%	(11)	3%	(13)	22%	(83)	22%	(84)	383
4-Region: Midwest	30%	(136)	25%	(116)	4%	(16)	4%	(19)	19%	(89)	18%	(81)	456
4-Region: South	29%	(243)	24%	(201)	5%	(45)	4%	(32)	18%	(151)	20%	(171)	844
4-Region: West	34%	(181)	23%	(122)	5%	(26)	4%	(20)	16%	(83)	18%	(94)	527
TikTok Users	37%	(292)	23%	(183)	5%	(43)	4%	(33)	14%	(108)	17%	(134)	793
Twitch Users	36%	(78)	28%	(59)	10%	(22)	7%	(15)	11%	(24)	8%	(18)	216
2022 Sports Viewers/Attendees	35%	(514)	26%	(383)	5%	(72)	3%	(43)	16%	(235)	15%	(228)	1475
Monthly Moviegoers	43%	(138)	25%	(79)	8%	(24)	5%	(16)	9%	(29)	11%	(35)	320
Few Times per Year + Moviegoers	39%	(359)	26%	(235)	6%	(57)	6%	(52)	11%	(103)	12%	(114)	920
Heard Smile Campaign	42%	(229)	22%	(123)	8%	(44)	5%	(25)	11%	(61)	12%	(68)	551
Heard Minion Campaign	44%	(239)	21%	(115)	7%	(37)	6%	(31)	9%	(49)	13%	(68)	540
Listens to Podcasts	36%	(411)	25%	(288)	6%	(68)	5%	(59)	14%	(161)	13%	(145)	1132
Streaming Services User	34%	(603)	25%	(441)	5%	(87)	4%	(78)	17%	(295)	15%	(268)	1773
Netflix User	36%	(523)	25%	(364)	5%	(76)	4%	(58)	15%	(224)	16%	(229)	1474
Disney+ User	41%	(402)	23%	(226)	5%	(52)	4%	(41)	15%	(143)	12%	(120)	984
Heterosexual or straight	30%	(584)	25%	(490)	4%	(82)	3%	(61)	18%	(361)	20%	(393)	1971
Gay	45%	(30)	14%	(9)	5%	(4)	5%	(4)	22%	(15)	9%	(6)	68
Bisexual	31%	(27)	15%	(14)	6%	(5)	10%	(9)	25%	(22)	13%	(12)	88
Yes	38%	(27)	20%	(14)	3%	(2)	12%	(8)	17%	(12)	9%	(7)	70
No	30%	(634)	24%	(515)	4%	(96)	4%	(76)	18%	(394)	20%	(424)	2140

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

Table MCFE26_6: *Do you have a favorable or unfavorable opinion of the following people?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Tom Cruise

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	31%	(675)	28%	(625)	13%	(294)	12%	(259)	13%	(286)	3%	(71)	2210
Gender: Male	35%	(372)	29%	(305)	13%	(137)	9%	(95)	12%	(123)	3%	(36)	1068
Gender: Female	26%	(302)	28%	(321)	14%	(157)	14%	(164)	14%	(163)	3%	(35)	1142
Age: 18-34	33%	(210)	26%	(164)	10%	(67)	9%	(57)	16%	(100)	7%	(45)	642
Age: 35-44	34%	(124)	27%	(98)	14%	(49)	10%	(38)	14%	(52)	1%	(4)	365
Age: 45-64	30%	(215)	29%	(209)	12%	(85)	14%	(98)	12%	(87)	3%	(20)	714
Age: 65+	26%	(125)	32%	(155)	19%	(92)	14%	(67)	10%	(48)	—	(2)	489
GenZers: 1997-2012	34%	(87)	21%	(54)	9%	(22)	7%	(17)	18%	(46)	12%	(30)	256
Millennials: 1981-1996	32%	(210)	29%	(187)	12%	(80)	11%	(70)	14%	(89)	3%	(17)	653
GenXers: 1965-1980	33%	(182)	28%	(155)	12%	(68)	12%	(68)	11%	(62)	4%	(20)	555
Baby Boomers: 1946-1964	25%	(170)	31%	(209)	17%	(112)	15%	(98)	12%	(81)	—	(3)	673
PID: Dem (no lean)	32%	(272)	29%	(246)	13%	(109)	13%	(115)	10%	(88)	3%	(28)	860
PID: Ind (no lean)	27%	(185)	26%	(173)	14%	(93)	11%	(76)	18%	(120)	4%	(27)	674
PID: Rep (no lean)	32%	(217)	30%	(206)	13%	(91)	10%	(68)	12%	(78)	2%	(16)	676
PID/Gender: Dem Men	38%	(149)	31%	(121)	11%	(44)	9%	(37)	8%	(33)	3%	(11)	394
PID/Gender: Dem Women	27%	(124)	27%	(126)	14%	(65)	17%	(79)	12%	(55)	4%	(17)	465
PID/Gender: Ind Men	30%	(103)	27%	(93)	14%	(47)	9%	(30)	17%	(57)	5%	(16)	345
PID/Gender: Ind Women	25%	(82)	24%	(80)	14%	(47)	14%	(45)	19%	(63)	3%	(11)	329
PID/Gender: Rep Men	37%	(121)	28%	(91)	14%	(46)	9%	(28)	10%	(32)	3%	(10)	328
PID/Gender: Rep Women	28%	(96)	33%	(115)	13%	(45)	11%	(40)	13%	(45)	2%	(6)	348
Ideo: Liberal (1-3)	28%	(187)	27%	(177)	15%	(96)	17%	(114)	10%	(63)	3%	(19)	656
Ideo: Moderate (4)	32%	(241)	29%	(220)	12%	(90)	8%	(60)	16%	(117)	3%	(24)	751
Ideo: Conservative (5-7)	31%	(204)	31%	(205)	15%	(97)	12%	(77)	11%	(72)	2%	(11)	666
Educ: < College	32%	(464)	27%	(393)	11%	(165)	11%	(158)	15%	(210)	3%	(47)	1437
Educ: Bachelors degree	27%	(131)	33%	(160)	15%	(74)	12%	(58)	11%	(52)	3%	(17)	491
Educ: Post-grad	28%	(80)	26%	(72)	20%	(55)	15%	(43)	9%	(24)	3%	(8)	282
Income: Under 50k	31%	(400)	28%	(357)	10%	(133)	11%	(140)	15%	(195)	4%	(46)	1271
Income: 50k-100k	29%	(188)	27%	(176)	18%	(115)	14%	(89)	10%	(67)	3%	(22)	656
Income: 100k+	31%	(87)	33%	(93)	16%	(45)	11%	(30)	9%	(24)	1%	(3)	283
Ethnicity: White	27%	(468)	29%	(496)	15%	(252)	14%	(236)	13%	(216)	3%	(43)	1711

Table MCFE26_6: *Do you have a favorable or unfavorable opinion of the following people?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Tom Cruise

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	31%	(675)	28%	(625)	13%	(294)	12%	(259)	13%	(286)	3%	(71)	2210
Ethnicity: Hispanic	37%	(138)	23%	(85)	10%	(39)	8%	(28)	14%	(54)	8%	(30)	374
Ethnicity: Black	48%	(135)	27%	(75)	6%	(16)	4%	(11)	11%	(30)	5%	(15)	282
Ethnicity: Other	33%	(72)	25%	(55)	12%	(26)	5%	(11)	19%	(40)	6%	(13)	217
All Christian	31%	(315)	28%	(291)	14%	(146)	13%	(135)	12%	(122)	2%	(20)	1029
All Non-Christian	32%	(41)	34%	(44)	13%	(17)	4%	(6)	10%	(13)	7%	(9)	129
Atheist	26%	(26)	22%	(21)	16%	(16)	18%	(18)	13%	(13)	4%	(4)	99
Agnostic/Nothing in particular	24%	(143)	29%	(169)	13%	(77)	11%	(67)	17%	(102)	5%	(28)	587
Something Else	41%	(148)	27%	(100)	10%	(38)	9%	(33)	10%	(37)	3%	(10)	365
Religious Non-Protestant/Catholic	33%	(51)	36%	(55)	12%	(18)	5%	(7)	10%	(15)	6%	(9)	154
Evangelical	36%	(203)	29%	(162)	11%	(59)	11%	(62)	10%	(58)	3%	(14)	558
Non-Evangelical	31%	(246)	27%	(213)	16%	(123)	13%	(100)	12%	(95)	2%	(14)	792
Community: Urban	35%	(226)	27%	(173)	9%	(57)	12%	(78)	13%	(81)	3%	(22)	638
Community: Suburban	27%	(274)	30%	(299)	16%	(159)	12%	(119)	13%	(134)	3%	(29)	1014
Community: Rural	31%	(175)	27%	(152)	14%	(77)	11%	(63)	13%	(71)	4%	(20)	558
Employ: Private Sector	32%	(210)	31%	(205)	12%	(76)	13%	(82)	11%	(72)	1%	(9)	654
Employ: Government	36%	(48)	23%	(31)	11%	(15)	9%	(13)	14%	(19)	7%	(10)	136
Employ: Self-Employed	37%	(61)	20%	(33)	16%	(27)	10%	(16)	13%	(22)	4%	(7)	166
Employ: Homemaker	26%	(49)	28%	(54)	16%	(30)	14%	(26)	13%	(25)	3%	(6)	190
Employ: Student	34%	(21)	16%	(10)	11%	(7)	11%	(7)	18%	(11)	10%	(6)	62
Employ: Retired	26%	(147)	32%	(180)	17%	(96)	12%	(70)	11%	(61)	2%	(9)	563
Employ: Unemployed	30%	(91)	25%	(76)	9%	(29)	11%	(32)	18%	(54)	7%	(20)	301
Employ: Other	34%	(47)	27%	(37)	10%	(13)	9%	(13)	16%	(22)	3%	(5)	137
Military HH: Yes	33%	(93)	33%	(94)	15%	(42)	11%	(31)	7%	(21)	1%	(3)	283
Military HH: No	30%	(582)	28%	(531)	13%	(251)	12%	(228)	14%	(266)	4%	(69)	1927
RD/WT: Right Direction	37%	(245)	28%	(186)	12%	(77)	9%	(63)	11%	(70)	4%	(25)	666
RD/WT: Wrong Track	28%	(429)	28%	(439)	14%	(217)	13%	(196)	14%	(216)	3%	(46)	1544
Biden Job Approve	32%	(307)	28%	(273)	13%	(130)	14%	(131)	10%	(95)	3%	(33)	970
Biden Job Disapprove	30%	(345)	29%	(336)	13%	(153)	11%	(126)	14%	(157)	2%	(27)	1144

Continued on next page

Table MCFE26_6: *Do you have a favorable or unfavorable opinion of the following people?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Tom Cruise

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	31%	(675)	28%	(625)	13%	(294)	12%	(259)	13%	(286)	3%	(71)	2210
Biden Job Strongly Approve	38%	(164)	25%	(108)	12%	(51)	13%	(58)	9%	(37)	3%	(14)	433
Biden Job Somewhat Approve	27%	(143)	31%	(165)	15%	(79)	14%	(73)	11%	(58)	3%	(19)	537
Biden Job Somewhat Disapprove	28%	(95)	34%	(116)	14%	(48)	8%	(27)	13%	(45)	2%	(8)	339
Biden Job Strongly Disapprove	31%	(249)	27%	(220)	13%	(106)	12%	(99)	14%	(112)	2%	(19)	805
Favorable of Biden	33%	(315)	28%	(268)	12%	(116)	14%	(136)	10%	(101)	3%	(33)	969
Unfavorable of Biden	30%	(337)	30%	(337)	15%	(166)	10%	(119)	13%	(145)	3%	(30)	1134
Very Favorable of Biden	40%	(193)	24%	(117)	9%	(45)	14%	(65)	9%	(45)	4%	(17)	482
Somewhat Favorable of Biden	25%	(123)	31%	(151)	15%	(71)	14%	(71)	11%	(56)	3%	(16)	487
Somewhat Unfavorable of Biden	27%	(80)	35%	(106)	17%	(52)	7%	(20)	11%	(33)	3%	(8)	299
Very Unfavorable of Biden	31%	(256)	28%	(232)	14%	(114)	12%	(99)	13%	(112)	3%	(22)	835
#1 Issue: Economy	32%	(295)	30%	(273)	12%	(110)	10%	(90)	13%	(121)	3%	(25)	913
#1 Issue: Security	27%	(65)	31%	(76)	15%	(37)	12%	(29)	11%	(27)	4%	(9)	243
#1 Issue: Health Care	33%	(57)	29%	(49)	8%	(14)	10%	(17)	17%	(28)	3%	(5)	170
#1 Issue: Medicare / Social Security	29%	(77)	31%	(83)	13%	(34)	15%	(39)	10%	(26)	3%	(7)	266
#1 Issue: Women's Issues	28%	(88)	21%	(66)	15%	(48)	17%	(52)	13%	(40)	5%	(16)	311
#1 Issue: Education	41%	(24)	27%	(16)	15%	(9)	5%	(3)	10%	(6)	2%	(1)	59
#1 Issue: Energy	36%	(48)	24%	(32)	14%	(19)	8%	(10)	12%	(17)	5%	(7)	134
#1 Issue: Other	18%	(21)	26%	(30)	19%	(22)	16%	(18)	19%	(22)	1%	(2)	115
2020 Vote: Joe Biden	30%	(284)	28%	(263)	14%	(136)	14%	(132)	11%	(102)	3%	(27)	945
2020 Vote: Donald Trump	31%	(232)	29%	(216)	13%	(96)	12%	(89)	12%	(90)	2%	(17)	740
2020 Vote: Other	23%	(15)	29%	(20)	18%	(12)	11%	(7)	18%	(12)	1%	(1)	67
2020 Vote: Didn't Vote	31%	(142)	28%	(127)	11%	(50)	7%	(30)	18%	(83)	6%	(26)	459
2018 House Vote: Democrat	32%	(239)	28%	(210)	14%	(109)	14%	(108)	9%	(68)	3%	(20)	755
2018 House Vote: Republican	32%	(186)	30%	(175)	15%	(86)	11%	(64)	12%	(70)	1%	(8)	589
2018 House Vote: Someone else	34%	(17)	21%	(10)	13%	(7)	6%	(3)	20%	(10)	5%	(3)	50
2016 Vote: Hillary Clinton	32%	(222)	28%	(193)	14%	(99)	15%	(103)	9%	(60)	2%	(17)	695
2016 Vote: Donald Trump	31%	(200)	31%	(201)	14%	(91)	11%	(75)	12%	(78)	2%	(10)	656
2016 Vote: Other	19%	(16)	22%	(19)	26%	(22)	11%	(10)	17%	(15)	5%	(4)	86
2016 Vote: Didn't Vote	31%	(234)	27%	(210)	10%	(80)	9%	(70)	17%	(132)	5%	(40)	765

Table MCFE26_6: *Do you have a favorable or unfavorable opinion of the following people?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Tom Cruise

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	31%	(675)	28%	(625)	13%	(294)	12%	(259)	13%	(286)	3%	(71)	2210
Voted in 2014: Yes	31%	(385)	28%	(348)	15%	(181)	13%	(160)	10%	(124)	2%	(29)	1227
Voted in 2014: No	29%	(290)	28%	(277)	11%	(113)	10%	(99)	16%	(162)	4%	(42)	983
4-Region: Northeast	30%	(115)	27%	(104)	13%	(48)	12%	(45)	15%	(57)	3%	(12)	383
4-Region: Midwest	26%	(119)	29%	(131)	15%	(67)	13%	(60)	15%	(69)	3%	(12)	456
4-Region: South	32%	(273)	28%	(233)	13%	(113)	11%	(94)	13%	(106)	3%	(26)	844
4-Region: West	32%	(167)	30%	(158)	13%	(66)	11%	(60)	10%	(54)	4%	(21)	527
TikTok Users	36%	(288)	25%	(198)	11%	(90)	12%	(94)	11%	(86)	5%	(37)	793
Twitch Users	43%	(94)	31%	(66)	6%	(14)	8%	(16)	10%	(22)	2%	(4)	216
2022 Sports Viewers/Attendees	33%	(486)	31%	(453)	14%	(202)	12%	(173)	9%	(137)	2%	(24)	1475
Monthly Moviegoers	42%	(134)	30%	(97)	10%	(33)	7%	(22)	7%	(21)	4%	(14)	320
Few Times per Year + Moviegoers	36%	(333)	30%	(278)	12%	(108)	10%	(92)	9%	(83)	3%	(25)	920
Heard Smile Campaign	42%	(229)	27%	(150)	9%	(51)	9%	(47)	9%	(50)	4%	(24)	551
Heard Minion Campaign	44%	(238)	27%	(145)	8%	(44)	8%	(41)	10%	(53)	4%	(19)	540
Listens to Podcasts	34%	(388)	28%	(314)	14%	(157)	11%	(127)	10%	(119)	2%	(27)	1132
Streaming Services User	33%	(578)	30%	(527)	13%	(229)	11%	(202)	11%	(194)	2%	(42)	1773
Netflix User	33%	(493)	30%	(436)	12%	(183)	11%	(162)	11%	(158)	3%	(42)	1474
Disney+ User	34%	(339)	28%	(271)	13%	(126)	11%	(109)	11%	(104)	4%	(35)	984
Heterosexual or straight	31%	(611)	29%	(576)	13%	(261)	11%	(217)	13%	(253)	3%	(53)	1971
Gay	32%	(21)	22%	(15)	20%	(14)	16%	(11)	10%	(7)	—	(0)	68
Bisexual	25%	(22)	22%	(19)	10%	(9)	17%	(15)	20%	(18)	6%	(6)	88
Yes	31%	(22)	17%	(12)	7%	(5)	21%	(15)	23%	(16)	2%	(1)	70
No	31%	(653)	29%	(613)	13%	(289)	11%	(244)	13%	(270)	3%	(70)	2140

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

Table MCFE26_7: *Do you have a favorable or unfavorable opinion of the following people?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Chris Evans

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	24%	(530)	20%	(452)	2%	(55)	2%	(54)	20%	(443)	31%	(677)	2210
Gender: Male	25%	(265)	21%	(229)	2%	(26)	3%	(30)	18%	(197)	30%	(321)	1068
Gender: Female	23%	(265)	20%	(223)	3%	(29)	2%	(24)	22%	(246)	31%	(356)	1142
Age: 18-34	31%	(196)	23%	(147)	5%	(31)	3%	(21)	19%	(121)	19%	(125)	642
Age: 35-44	33%	(122)	23%	(85)	2%	(7)	3%	(9)	20%	(72)	19%	(70)	365
Age: 45-64	20%	(146)	19%	(135)	1%	(10)	3%	(19)	20%	(143)	36%	(260)	714
Age: 65+	13%	(66)	17%	(84)	1%	(6)	1%	(4)	22%	(106)	46%	(223)	489
GenZers: 1997-2012	30%	(77)	24%	(60)	6%	(15)	4%	(11)	17%	(43)	19%	(49)	256
Millennials: 1981-1996	30%	(196)	24%	(158)	3%	(20)	3%	(20)	21%	(135)	19%	(123)	653
GenXers: 1965-1980	29%	(163)	18%	(98)	2%	(9)	2%	(13)	18%	(101)	31%	(171)	555
Baby Boomers: 1946-1964	13%	(89)	19%	(128)	2%	(11)	1%	(9)	22%	(150)	43%	(287)	673
PID: Dem (no lean)	31%	(263)	24%	(208)	2%	(18)	3%	(22)	16%	(136)	25%	(213)	860
PID: Ind (no lean)	20%	(133)	18%	(124)	2%	(15)	2%	(12)	25%	(172)	32%	(219)	674
PID: Rep (no lean)	20%	(134)	18%	(120)	3%	(22)	3%	(21)	20%	(134)	36%	(245)	676
PID/Gender: Dem Men	37%	(145)	25%	(100)	2%	(8)	3%	(11)	13%	(52)	20%	(79)	394
PID/Gender: Dem Women	25%	(118)	23%	(108)	2%	(10)	2%	(11)	18%	(85)	29%	(134)	465
PID/Gender: Ind Men	18%	(62)	22%	(76)	1%	(5)	2%	(7)	23%	(80)	33%	(115)	345
PID/Gender: Ind Women	22%	(72)	15%	(48)	3%	(10)	1%	(5)	28%	(91)	31%	(103)	329
PID/Gender: Rep Men	18%	(59)	16%	(53)	4%	(13)	4%	(13)	20%	(64)	39%	(127)	328
PID/Gender: Rep Women	22%	(75)	19%	(67)	3%	(9)	2%	(8)	20%	(70)	34%	(118)	348
Ideo: Liberal (1-3)	31%	(202)	23%	(152)	2%	(16)	3%	(23)	16%	(106)	24%	(157)	656
Ideo: Moderate (4)	24%	(178)	21%	(156)	2%	(17)	2%	(12)	21%	(156)	31%	(233)	751
Ideo: Conservative (5-7)	19%	(124)	20%	(130)	3%	(18)	3%	(18)	22%	(146)	34%	(229)	666
Educ: < College	24%	(342)	18%	(261)	3%	(38)	2%	(34)	21%	(299)	32%	(464)	1437
Educ: Bachelors degree	28%	(136)	24%	(117)	2%	(9)	3%	(13)	19%	(91)	25%	(124)	491
Educ: Post-grad	18%	(52)	26%	(74)	3%	(8)	2%	(7)	19%	(53)	31%	(89)	282
Income: Under 50k	22%	(284)	20%	(250)	3%	(32)	2%	(22)	21%	(270)	33%	(414)	1271
Income: 50k-100k	27%	(178)	19%	(127)	2%	(15)	3%	(22)	19%	(123)	29%	(192)	656
Income: 100k+	24%	(68)	27%	(75)	3%	(8)	4%	(10)	18%	(50)	25%	(71)	283
Ethnicity: White	23%	(386)	21%	(360)	2%	(34)	2%	(40)	21%	(352)	31%	(538)	1711

Table MCFE26_7: *Do you have a favorable or unfavorable opinion of the following people?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Chris Evans

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	24%	(530)	20%	(452)	2%	(55)	2%	(54)	20%	(443)	31%	(677)	2210
Ethnicity: Hispanic	37%	(140)	21%	(78)	2%	(7)	1%	(5)	17%	(62)	22%	(82)	374
Ethnicity: Black	25%	(69)	19%	(53)	4%	(12)	3%	(9)	19%	(53)	30%	(86)	282
Ethnicity: Other	34%	(74)	18%	(39)	4%	(9)	3%	(6)	17%	(37)	24%	(52)	217
All Christian	23%	(234)	21%	(216)	2%	(25)	1%	(14)	20%	(202)	33%	(338)	1029
All Non-Christian	24%	(31)	25%	(32)	3%	(4)	3%	(4)	14%	(18)	30%	(39)	129
Atheist	30%	(30)	26%	(26)	1%	(1)	6%	(6)	18%	(18)	18%	(18)	99
Agnostic/Nothing in particular	23%	(135)	19%	(109)	2%	(13)	3%	(16)	24%	(140)	30%	(175)	587
Something Else	27%	(100)	19%	(68)	3%	(11)	4%	(14)	18%	(65)	29%	(107)	365
Religious Non-Protestant/Catholic	29%	(44)	22%	(34)	3%	(5)	3%	(4)	15%	(23)	29%	(44)	154
Evangelical	25%	(137)	19%	(107)	4%	(20)	3%	(16)	16%	(89)	34%	(188)	558
Non-Evangelical	23%	(178)	22%	(174)	2%	(16)	2%	(12)	21%	(168)	31%	(244)	792
Community: Urban	28%	(177)	22%	(141)	3%	(17)	3%	(17)	18%	(114)	27%	(172)	638
Community: Suburban	24%	(239)	22%	(220)	3%	(26)	2%	(25)	22%	(219)	28%	(286)	1014
Community: Rural	20%	(114)	16%	(90)	2%	(13)	2%	(13)	20%	(110)	39%	(219)	558
Employ: Private Sector	29%	(187)	26%	(167)	2%	(15)	4%	(26)	18%	(118)	22%	(141)	654
Employ: Government	30%	(41)	19%	(26)	3%	(4)	3%	(5)	19%	(26)	25%	(34)	136
Employ: Self-Employed	24%	(40)	21%	(35)	4%	(7)	4%	(7)	13%	(22)	34%	(56)	166
Employ: Homemaker	29%	(54)	24%	(45)	3%	(6)	1%	(3)	18%	(34)	25%	(47)	190
Employ: Student	35%	(22)	19%	(12)	5%	(3)	3%	(2)	20%	(12)	18%	(11)	62
Employ: Retired	13%	(74)	16%	(91)	2%	(10)	1%	(5)	23%	(127)	45%	(255)	563
Employ: Unemployed	27%	(81)	16%	(48)	1%	(4)	2%	(5)	24%	(71)	31%	(92)	301
Employ: Other	23%	(32)	19%	(27)	4%	(6)	1%	(2)	23%	(31)	29%	(40)	137
Military HH: Yes	23%	(65)	21%	(60)	1%	(4)	2%	(5)	21%	(59)	32%	(92)	283
Military HH: No	24%	(465)	20%	(392)	3%	(51)	3%	(49)	20%	(384)	30%	(585)	1927
RD/WT: Right Direction	31%	(209)	22%	(146)	2%	(14)	3%	(18)	15%	(99)	27%	(180)	666
RD/WT: Wrong Track	21%	(321)	20%	(306)	3%	(41)	2%	(36)	22%	(344)	32%	(497)	1544
Biden Job Approve	29%	(279)	23%	(228)	2%	(22)	2%	(21)	16%	(157)	27%	(264)	970
Biden Job Disapprove	20%	(232)	19%	(218)	3%	(30)	3%	(33)	22%	(252)	33%	(379)	1144

Table MCFE26_7: *Do you have a favorable or unfavorable opinion of the following people?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Chris Evans

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	24%	(530)	20%	(452)	2%	(55)	2%	(54)	20%	(443)	31%	(677)	2210
Biden Job Strongly Approve	34%	(147)	19%	(81)	2%	(7)	3%	(14)	13%	(55)	30%	(129)	433
Biden Job Somewhat Approve	24%	(132)	27%	(147)	3%	(15)	1%	(7)	19%	(102)	25%	(135)	537
Biden Job Somewhat Disapprove	26%	(86)	23%	(79)	2%	(7)	1%	(4)	22%	(76)	26%	(87)	339
Biden Job Strongly Disapprove	18%	(146)	17%	(140)	3%	(23)	4%	(29)	22%	(176)	36%	(292)	805
Favorable of Biden	29%	(279)	23%	(222)	1%	(14)	2%	(19)	18%	(171)	27%	(265)	969
Unfavorable of Biden	21%	(240)	19%	(216)	3%	(32)	3%	(33)	21%	(235)	33%	(376)	1134
Very Favorable of Biden	34%	(162)	20%	(96)	1%	(6)	3%	(12)	12%	(60)	30%	(146)	482
Somewhat Favorable of Biden	24%	(117)	26%	(126)	2%	(8)	1%	(7)	23%	(111)	24%	(118)	487
Somewhat Unfavorable of Biden	30%	(90)	24%	(72)	2%	(6)	2%	(5)	17%	(51)	25%	(74)	299
Very Unfavorable of Biden	18%	(150)	17%	(145)	3%	(26)	3%	(28)	22%	(184)	36%	(302)	835
#1 Issue: Economy	25%	(229)	21%	(194)	2%	(19)	2%	(19)	19%	(176)	30%	(276)	913
#1 Issue: Security	18%	(44)	18%	(44)	4%	(10)	4%	(11)	18%	(44)	37%	(90)	243
#1 Issue: Health Care	26%	(44)	29%	(49)	3%	(5)	3%	(6)	17%	(29)	22%	(38)	170
#1 Issue: Medicare / Social Security	16%	(42)	19%	(50)	1%	(4)	1%	(3)	20%	(52)	43%	(114)	266
#1 Issue: Women's Issues	28%	(87)	19%	(59)	3%	(10)	2%	(5)	25%	(79)	23%	(72)	311
#1 Issue: Education	41%	(24)	15%	(9)	4%	(2)	7%	(4)	15%	(9)	18%	(11)	59
#1 Issue: Energy	29%	(38)	20%	(27)	2%	(3)	3%	(4)	18%	(24)	27%	(37)	134
#1 Issue: Other	19%	(22)	18%	(20)	2%	(2)	2%	(2)	26%	(30)	34%	(39)	115
2020 Vote: Joe Biden	29%	(277)	24%	(225)	2%	(16)	2%	(20)	18%	(167)	25%	(240)	945
2020 Vote: Donald Trump	21%	(153)	16%	(115)	3%	(23)	3%	(23)	21%	(157)	36%	(268)	740
2020 Vote: Other	16%	(11)	20%	(13)	7%	(5)	2%	(1)	31%	(21)	25%	(17)	67
2020 Vote: Didn't Vote	19%	(89)	22%	(99)	2%	(11)	2%	(10)	21%	(98)	33%	(152)	459
2018 House Vote: Democrat	29%	(219)	24%	(183)	2%	(15)	2%	(18)	16%	(121)	26%	(199)	755
2018 House Vote: Republican	19%	(113)	16%	(97)	3%	(17)	3%	(17)	22%	(127)	37%	(219)	589
2018 House Vote: Someone else	20%	(10)	20%	(10)	3%	(2)	5%	(2)	27%	(13)	24%	(12)	50
2016 Vote: Hillary Clinton	29%	(205)	24%	(166)	2%	(12)	2%	(14)	17%	(115)	26%	(182)	695
2016 Vote: Donald Trump	20%	(129)	16%	(107)	3%	(18)	2%	(15)	21%	(135)	38%	(252)	656
2016 Vote: Other	17%	(15)	19%	(17)	3%	(2)	4%	(3)	34%	(29)	23%	(20)	86
2016 Vote: Didn't Vote	23%	(176)	21%	(161)	3%	(21)	2%	(19)	21%	(164)	29%	(223)	765

Table MCFE26_7: *Do you have a favorable or unfavorable opinion of the following people?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Chris Evans

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	24%	(530)	20%	(452)	2%	(55)	2%	(54)	20%	(443)	31%	(677)	2210
Voted in 2014: Yes	24%	(294)	20%	(250)	2%	(25)	2%	(30)	19%	(230)	32%	(397)	1227
Voted in 2014: No	24%	(236)	20%	(201)	3%	(30)	2%	(24)	22%	(213)	28%	(280)	983
4-Region: Northeast	21%	(80)	24%	(90)	1%	(5)	1%	(5)	23%	(88)	30%	(114)	383
4-Region: Midwest	22%	(102)	20%	(89)	3%	(15)	3%	(13)	22%	(101)	30%	(137)	456
4-Region: South	22%	(190)	19%	(157)	4%	(30)	3%	(28)	19%	(159)	33%	(281)	844
4-Region: West	30%	(158)	22%	(115)	1%	(5)	2%	(9)	18%	(95)	27%	(144)	527
TikTok Users	34%	(268)	22%	(171)	3%	(24)	2%	(17)	17%	(131)	23%	(183)	793
Twitch Users	35%	(76)	31%	(68)	2%	(5)	4%	(8)	17%	(37)	10%	(22)	216
2022 Sports Viewers/Attendees	27%	(396)	23%	(339)	3%	(39)	3%	(39)	18%	(260)	27%	(402)	1475
Monthly Moviegoers	43%	(139)	24%	(78)	3%	(9)	5%	(18)	11%	(35)	13%	(42)	320
Few Times per Year + Moviegoers	35%	(321)	25%	(227)	3%	(31)	3%	(27)	15%	(139)	19%	(175)	920
Heard Smile Campaign	37%	(204)	25%	(140)	4%	(22)	4%	(22)	14%	(75)	16%	(88)	551
Heard Minion Campaign	41%	(222)	25%	(133)	4%	(23)	3%	(19)	13%	(68)	14%	(76)	540
Listens to Podcasts	30%	(338)	24%	(269)	3%	(35)	4%	(45)	19%	(210)	21%	(236)	1132
Streaming Services User	27%	(484)	23%	(401)	3%	(46)	3%	(49)	20%	(348)	25%	(445)	1773
Netflix User	30%	(435)	23%	(338)	3%	(41)	3%	(38)	19%	(279)	23%	(343)	1474
Disney+ User	36%	(354)	25%	(247)	3%	(31)	2%	(24)	15%	(152)	18%	(175)	984
Heterosexual or straight	23%	(459)	20%	(397)	3%	(50)	3%	(50)	20%	(389)	32%	(625)	1971
Gay	51%	(34)	12%	(8)	3%	(2)	1%	(1)	17%	(12)	16%	(11)	68
Bisexual	23%	(20)	25%	(22)	1%	(1)	2%	(2)	29%	(26)	20%	(18)	88
Yes	41%	(29)	18%	(13)	7%	(5)	3%	(2)	17%	(12)	14%	(9)	70
No	23%	(501)	21%	(439)	2%	(50)	2%	(52)	20%	(431)	31%	(667)	2140

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

Table MCFE26_8: *Do you have a favorable or unfavorable opinion of the following people?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Zoe Saldana

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	20%	(432)	18%	(398)	3%	(63)	2%	(36)	17%	(381)	41%	(900)	2210
Gender: Male	20%	(218)	18%	(197)	3%	(34)	2%	(23)	16%	(166)	40%	(429)	1068
Gender: Female	19%	(214)	18%	(201)	2%	(29)	1%	(13)	19%	(215)	41%	(471)	1142
Age: 18-34	20%	(126)	20%	(127)	5%	(35)	3%	(20)	14%	(90)	38%	(244)	642
Age: 35-44	27%	(99)	22%	(80)	3%	(11)	1%	(5)	19%	(68)	28%	(103)	365
Age: 45-64	21%	(147)	15%	(104)	2%	(11)	1%	(9)	17%	(124)	45%	(319)	714
Age: 65+	12%	(61)	18%	(87)	1%	(6)	—	(2)	20%	(99)	48%	(234)	489
GenZers: 1997-2012	17%	(43)	14%	(36)	5%	(12)	5%	(14)	12%	(31)	47%	(120)	256
Millennials: 1981-1996	23%	(149)	23%	(150)	5%	(32)	2%	(11)	17%	(111)	31%	(199)	653
GenXers: 1965-1980	25%	(139)	16%	(87)	2%	(9)	1%	(6)	16%	(91)	40%	(223)	555
Baby Boomers: 1946-1964	14%	(92)	18%	(121)	1%	(8)	1%	(5)	20%	(138)	46%	(309)	673
PID: Dem (no lean)	27%	(236)	22%	(185)	3%	(25)	2%	(14)	15%	(132)	31%	(267)	860
PID: Ind (no lean)	16%	(109)	15%	(101)	3%	(20)	1%	(5)	20%	(136)	45%	(305)	674
PID: Rep (no lean)	13%	(88)	17%	(112)	3%	(18)	3%	(17)	17%	(113)	49%	(328)	676
PID/Gender: Dem Men	30%	(117)	23%	(90)	3%	(11)	2%	(9)	13%	(50)	30%	(118)	394
PID/Gender: Dem Women	25%	(118)	20%	(95)	3%	(14)	1%	(6)	18%	(82)	32%	(149)	465
PID/Gender: Ind Men	18%	(61)	15%	(50)	4%	(13)	1%	(3)	19%	(65)	44%	(153)	345
PID/Gender: Ind Women	14%	(48)	15%	(50)	2%	(7)	—	(1)	22%	(71)	46%	(152)	329
PID/Gender: Rep Men	12%	(40)	17%	(57)	3%	(11)	4%	(12)	16%	(51)	48%	(158)	328
PID/Gender: Rep Women	14%	(48)	16%	(55)	2%	(7)	2%	(5)	18%	(62)	49%	(170)	348
Ideo: Liberal (1-3)	25%	(165)	23%	(149)	4%	(24)	3%	(17)	16%	(108)	30%	(194)	656
Ideo: Moderate (4)	20%	(150)	17%	(130)	3%	(19)	1%	(5)	19%	(139)	41%	(307)	751
Ideo: Conservative (5-7)	15%	(101)	16%	(109)	2%	(17)	2%	(12)	17%	(112)	47%	(315)	666
Educ: < College	18%	(262)	15%	(220)	3%	(41)	2%	(23)	17%	(249)	45%	(642)	1437
Educ: Bachelors degree	22%	(109)	25%	(124)	3%	(13)	2%	(9)	17%	(82)	31%	(155)	491
Educ: Post-grad	22%	(61)	19%	(55)	3%	(8)	2%	(4)	18%	(50)	37%	(104)	282
Income: Under 50k	18%	(228)	16%	(204)	3%	(35)	1%	(15)	19%	(239)	43%	(550)	1271
Income: 50k-100k	21%	(140)	20%	(131)	3%	(19)	2%	(16)	14%	(91)	39%	(259)	656
Income: 100k+	23%	(65)	22%	(63)	3%	(8)	2%	(5)	18%	(51)	32%	(91)	283
Ethnicity: White	17%	(290)	19%	(324)	2%	(40)	1%	(22)	18%	(305)	43%	(729)	1711

Continued on next page

Table MCFE26_8: *Do you have a favorable or unfavorable opinion of the following people?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*

Zoe Saldana

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	20%	(432)	18%	(398)	3%	(63)	2%	(36)	17%	(381)	41%	(900)	2210
Ethnicity: Hispanic	30%	(112)	18%	(66)	2%	(9)	2%	(6)	19%	(70)	30%	(110)	374
Ethnicity: Black	31%	(88)	15%	(43)	5%	(15)	3%	(8)	13%	(36)	32%	(91)	282
Ethnicity: Other	25%	(54)	14%	(31)	4%	(8)	2%	(5)	18%	(39)	37%	(79)	217
All Christian	20%	(201)	19%	(195)	2%	(20)	1%	(11)	16%	(169)	42%	(432)	1029
All Non-Christian	21%	(27)	17%	(22)	3%	(4)	3%	(4)	17%	(22)	39%	(50)	129
Atheist	25%	(24)	22%	(22)	2%	(2)	3%	(3)	18%	(18)	29%	(29)	99
Agnostic/Nothing in particular	17%	(100)	17%	(101)	3%	(19)	2%	(11)	20%	(115)	41%	(241)	587
Something Else	22%	(81)	16%	(58)	5%	(17)	2%	(7)	15%	(55)	40%	(147)	365
Religious Non-Protestant/Catholic	22%	(34)	16%	(25)	2%	(4)	2%	(4)	16%	(25)	41%	(63)	154
Evangelical	19%	(104)	17%	(96)	3%	(16)	1%	(8)	15%	(83)	45%	(251)	558
Non-Evangelical	21%	(167)	19%	(150)	3%	(21)	1%	(11)	17%	(137)	39%	(306)	792
Community: Urban	27%	(169)	19%	(123)	4%	(25)	2%	(10)	16%	(99)	33%	(211)	638
Community: Suburban	18%	(186)	19%	(190)	2%	(19)	2%	(16)	19%	(195)	40%	(409)	1014
Community: Rural	14%	(77)	15%	(86)	3%	(18)	2%	(10)	16%	(87)	50%	(280)	558
Employ: Private Sector	23%	(153)	24%	(160)	3%	(22)	2%	(15)	16%	(108)	30%	(197)	654
Employ: Government	32%	(44)	13%	(17)	1%	(2)	4%	(5)	15%	(20)	35%	(48)	136
Employ: Self-Employed	25%	(42)	15%	(24)	7%	(11)	4%	(7)	13%	(22)	36%	(60)	166
Employ: Homemaker	15%	(28)	20%	(38)	2%	(5)	1%	(2)	17%	(32)	45%	(86)	190
Employ: Student	9%	(6)	10%	(6)	10%	(6)	—	(0)	14%	(9)	57%	(36)	62
Employ: Retired	13%	(74)	17%	(95)	2%	(9)	—	(2)	19%	(109)	49%	(274)	563
Employ: Unemployed	17%	(52)	12%	(36)	2%	(5)	1%	(2)	21%	(62)	48%	(144)	301
Employ: Other	24%	(33)	16%	(22)	2%	(3)	2%	(2)	14%	(20)	41%	(57)	137
Military HH: Yes	22%	(63)	18%	(51)	1%	(2)	—	(1)	19%	(53)	40%	(114)	283
Military HH: No	19%	(369)	18%	(347)	3%	(61)	2%	(35)	17%	(328)	41%	(786)	1927
RD/WT: Right Direction	27%	(181)	21%	(140)	4%	(28)	1%	(7)	15%	(97)	32%	(213)	666
RD/WT: Wrong Track	16%	(251)	17%	(258)	2%	(34)	2%	(30)	18%	(284)	45%	(687)	1544
Biden Job Approve	26%	(250)	22%	(209)	3%	(33)	1%	(13)	15%	(143)	33%	(322)	970
Biden Job Disapprove	15%	(170)	16%	(183)	2%	(29)	2%	(23)	18%	(211)	46%	(528)	1144

Table MCFE26_8: *Do you have a favorable or unfavorable opinion of the following people?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Zoe Saldana

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	20%	(432)	18%	(398)	3%	(63)	2%	(36)	17%	(381)	41%	(900)	2210
Biden Job Strongly Approve	30%	(130)	18%	(79)	3%	(15)	2%	(8)	15%	(65)	31%	(136)	433
Biden Job Somewhat Approve	22%	(120)	24%	(130)	3%	(18)	1%	(6)	14%	(78)	35%	(186)	537
Biden Job Somewhat Disapprove	18%	(60)	18%	(60)	4%	(12)	1%	(5)	21%	(71)	38%	(130)	339
Biden Job Strongly Disapprove	14%	(110)	15%	(122)	2%	(16)	2%	(18)	17%	(140)	49%	(398)	805
Favorable of Biden	27%	(257)	20%	(197)	2%	(24)	1%	(10)	15%	(148)	34%	(333)	969
Unfavorable of Biden	15%	(169)	17%	(190)	3%	(34)	2%	(21)	18%	(205)	45%	(516)	1134
Very Favorable of Biden	32%	(155)	17%	(80)	3%	(13)	1%	(5)	15%	(73)	32%	(156)	482
Somewhat Favorable of Biden	21%	(102)	24%	(117)	2%	(11)	1%	(5)	15%	(75)	36%	(177)	487
Somewhat Unfavorable of Biden	17%	(52)	22%	(67)	4%	(11)	1%	(4)	17%	(50)	38%	(115)	299
Very Unfavorable of Biden	14%	(117)	15%	(123)	3%	(23)	2%	(17)	18%	(154)	48%	(401)	835
#1 Issue: Economy	20%	(184)	18%	(163)	2%	(18)	1%	(14)	17%	(155)	41%	(378)	913
#1 Issue: Security	16%	(39)	14%	(35)	4%	(9)	3%	(8)	18%	(43)	45%	(109)	243
#1 Issue: Health Care	25%	(43)	19%	(32)	2%	(4)	—	(1)	16%	(28)	37%	(62)	170
#1 Issue: Medicare / Social Security	11%	(30)	20%	(53)	3%	(7)	—	(1)	20%	(53)	46%	(122)	266
#1 Issue: Women's Issues	20%	(62)	19%	(59)	5%	(15)	2%	(6)	17%	(54)	37%	(115)	311
#1 Issue: Education	28%	(16)	12%	(7)	13%	(8)	1%	(1)	11%	(6)	36%	(21)	59
#1 Issue: Energy	27%	(36)	19%	(26)	2%	(2)	4%	(5)	13%	(17)	36%	(48)	134
#1 Issue: Other	19%	(22)	19%	(22)	—	(0)	1%	(1)	21%	(24)	40%	(45)	115
2020 Vote: Joe Biden	27%	(254)	22%	(203)	3%	(27)	2%	(15)	15%	(143)	32%	(303)	945
2020 Vote: Donald Trump	15%	(108)	17%	(123)	2%	(18)	2%	(16)	18%	(130)	46%	(344)	740
2020 Vote: Other	26%	(17)	13%	(9)	7%	(4)	—	(0)	23%	(15)	31%	(21)	67
2020 Vote: Didn't Vote	12%	(53)	14%	(63)	3%	(13)	1%	(5)	20%	(92)	51%	(232)	459
2018 House Vote: Democrat	29%	(220)	22%	(167)	3%	(21)	1%	(10)	15%	(113)	30%	(224)	755
2018 House Vote: Republican	14%	(85)	16%	(96)	2%	(11)	2%	(14)	19%	(109)	47%	(274)	589
2018 House Vote: Someone else	27%	(13)	13%	(6)	8%	(4)	—	(0)	21%	(11)	31%	(15)	50
2016 Vote: Hillary Clinton	30%	(209)	21%	(148)	3%	(19)	2%	(11)	15%	(105)	29%	(203)	695
2016 Vote: Donald Trump	13%	(85)	19%	(125)	2%	(13)	1%	(8)	18%	(116)	47%	(309)	656
2016 Vote: Other	22%	(19)	13%	(11)	5%	(4)	—	(0)	27%	(23)	33%	(28)	86
2016 Vote: Didn't Vote	15%	(118)	14%	(111)	3%	(27)	2%	(17)	18%	(136)	47%	(357)	765

Table MCFE26_8: *Do you have a favorable or unfavorable opinion of the following people?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Zoe Saldana

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	20%	(432)	18%	(398)	3%	(63)	2%	(36)	17%	(381)	41%	(900)	2210
Voted in 2014: Yes	22%	(268)	19%	(238)	2%	(28)	1%	(18)	17%	(203)	38%	(472)	1227
Voted in 2014: No	17%	(164)	16%	(160)	4%	(35)	2%	(18)	18%	(177)	44%	(428)	983
4-Region: Northeast	18%	(69)	19%	(74)	2%	(7)	1%	(5)	18%	(70)	41%	(156)	383
4-Region: Midwest	16%	(71)	17%	(76)	3%	(14)	1%	(6)	19%	(87)	44%	(202)	456
4-Region: South	21%	(175)	17%	(143)	4%	(32)	2%	(19)	16%	(136)	40%	(340)	844
4-Region: West	22%	(117)	20%	(105)	2%	(10)	1%	(5)	17%	(87)	39%	(203)	527
TikTok Users	25%	(200)	19%	(148)	4%	(31)	2%	(14)	14%	(112)	36%	(287)	793
Twitch Users	22%	(47)	25%	(55)	5%	(10)	3%	(7)	14%	(30)	31%	(67)	216
2022 Sports Viewers/Attendees	23%	(335)	20%	(290)	3%	(47)	2%	(26)	17%	(250)	36%	(528)	1475
Monthly Moviegoers	36%	(117)	26%	(82)	5%	(17)	2%	(8)	10%	(33)	20%	(64)	320
Few Times per Year + Moviegoers	29%	(267)	23%	(211)	4%	(36)	3%	(23)	13%	(119)	29%	(263)	920
Heard Smile Campaign	28%	(152)	24%	(133)	5%	(29)	3%	(14)	15%	(81)	26%	(141)	551
Heard Minion Campaign	30%	(163)	21%	(113)	6%	(31)	3%	(15)	13%	(70)	27%	(148)	540
Listens to Podcasts	24%	(274)	22%	(245)	4%	(41)	3%	(31)	17%	(189)	31%	(352)	1132
Streaming Services User	22%	(394)	20%	(363)	3%	(54)	2%	(33)	17%	(297)	36%	(632)	1773
Netflix User	23%	(336)	21%	(304)	3%	(48)	2%	(25)	17%	(244)	35%	(516)	1474
Disney+ User	26%	(259)	22%	(214)	4%	(38)	2%	(18)	15%	(145)	31%	(309)	984
Heterosexual or straight	19%	(374)	18%	(359)	3%	(55)	2%	(32)	17%	(334)	41%	(817)	1971
Gay	40%	(27)	17%	(12)	1%	(1)	2%	(1)	16%	(11)	24%	(16)	68
Bisexual	18%	(16)	13%	(12)	5%	(5)	2%	(2)	22%	(19)	40%	(35)	88
Yes	21%	(15)	15%	(11)	8%	(5)	2%	(1)	14%	(10)	40%	(28)	70
No	20%	(418)	18%	(387)	3%	(57)	2%	(35)	17%	(371)	41%	(872)	2140

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

Table MCFE26_9: *Do you have a favorable or unfavorable opinion of the following people?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Tom Hanks

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	51%	(1133)	24%	(533)	5%	(107)	4%	(82)	11%	(253)	5%	(102)	2210
Gender: Male	51%	(542)	24%	(255)	6%	(64)	4%	(42)	11%	(115)	5%	(49)	1068
Gender: Female	52%	(590)	24%	(278)	4%	(43)	3%	(40)	12%	(138)	5%	(53)	1142
Age: 18-34	40%	(255)	25%	(161)	6%	(38)	4%	(24)	16%	(102)	10%	(61)	642
Age: 35-44	57%	(210)	21%	(78)	4%	(16)	4%	(14)	10%	(36)	3%	(11)	365
Age: 45-64	56%	(398)	23%	(166)	4%	(26)	3%	(25)	10%	(71)	4%	(28)	714
Age: 65+	55%	(269)	26%	(128)	6%	(27)	4%	(19)	9%	(43)	—	(2)	489
GenZers: 1997-2012	36%	(92)	18%	(47)	7%	(17)	5%	(12)	18%	(45)	17%	(43)	256
Millennials: 1981-1996	48%	(314)	26%	(172)	6%	(37)	4%	(24)	12%	(80)	4%	(26)	653
GenXers: 1965-1980	57%	(315)	22%	(125)	3%	(17)	3%	(16)	11%	(60)	4%	(23)	555
Baby Boomers: 1946-1964	55%	(373)	25%	(172)	5%	(32)	4%	(26)	9%	(60)	2%	(11)	673
PID: Dem (no lean)	59%	(508)	23%	(196)	3%	(27)	2%	(21)	8%	(68)	5%	(40)	860
PID: Ind (no lean)	48%	(324)	22%	(150)	4%	(29)	3%	(21)	17%	(113)	6%	(38)	674
PID: Rep (no lean)	45%	(301)	28%	(187)	8%	(52)	6%	(40)	11%	(72)	4%	(24)	676
PID/Gender: Dem Men	60%	(238)	22%	(88)	4%	(15)	2%	(8)	7%	(29)	4%	(17)	394
PID/Gender: Dem Women	58%	(270)	23%	(108)	2%	(12)	3%	(13)	8%	(39)	5%	(23)	465
PID/Gender: Ind Men	49%	(168)	21%	(74)	5%	(18)	3%	(11)	16%	(56)	5%	(19)	345
PID/Gender: Ind Women	47%	(156)	23%	(76)	3%	(11)	3%	(10)	17%	(57)	6%	(19)	329
PID/Gender: Rep Men	42%	(137)	28%	(93)	10%	(31)	7%	(23)	9%	(30)	4%	(13)	328
PID/Gender: Rep Women	47%	(164)	27%	(94)	6%	(21)	5%	(16)	12%	(42)	3%	(11)	348
Ideo: Liberal (1-3)	59%	(389)	24%	(157)	3%	(22)	3%	(16)	8%	(56)	3%	(17)	656
Ideo: Moderate (4)	50%	(379)	23%	(176)	4%	(29)	2%	(19)	14%	(104)	6%	(44)	751
Ideo: Conservative (5-7)	46%	(308)	27%	(178)	8%	(54)	6%	(41)	10%	(67)	3%	(19)	666
Educ: < College	51%	(731)	23%	(323)	5%	(69)	4%	(60)	12%	(177)	5%	(77)	1437
Educ: Bachelors degree	52%	(253)	27%	(135)	4%	(22)	3%	(14)	11%	(52)	3%	(15)	491
Educ: Post-grad	53%	(149)	27%	(75)	6%	(17)	3%	(8)	8%	(24)	3%	(10)	282
Income: Under 50k	50%	(638)	24%	(300)	4%	(49)	3%	(41)	14%	(174)	5%	(70)	1271
Income: 50k-100k	52%	(341)	24%	(160)	7%	(44)	5%	(32)	8%	(53)	4%	(28)	656
Income: 100k+	55%	(154)	26%	(74)	5%	(15)	3%	(9)	9%	(26)	2%	(5)	283
Ethnicity: White	52%	(890)	25%	(424)	5%	(83)	4%	(65)	11%	(196)	3%	(53)	1711

Continued on next page

Table MCFE26_9: *Do you have a favorable or unfavorable opinion of the following people?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Tom Hanks

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	51%	(1133)	24%	(533)	5%	(107)	4%	(82)	11%	(253)	5%	(102)	2210
Ethnicity: Hispanic	51%	(191)	19%	(73)	4%	(14)	1%	(3)	15%	(55)	10%	(38)	374
Ethnicity: Black	50%	(140)	22%	(61)	5%	(15)	3%	(9)	10%	(27)	11%	(31)	282
Ethnicity: Other	48%	(103)	22%	(49)	4%	(9)	3%	(7)	14%	(30)	9%	(19)	217
All Christian	52%	(536)	26%	(272)	6%	(59)	3%	(31)	10%	(98)	3%	(34)	1029
All Non-Christian	52%	(68)	16%	(20)	9%	(12)	3%	(4)	12%	(15)	8%	(11)	129
Atheist	50%	(49)	30%	(29)	2%	(2)	8%	(8)	10%	(9)	2%	(2)	99
Agnostic/Nothing in particular	48%	(283)	22%	(127)	4%	(24)	4%	(22)	15%	(90)	7%	(41)	587
Something Else	54%	(197)	23%	(84)	3%	(11)	5%	(18)	11%	(40)	4%	(15)	365
Religious Non-Protestant/Catholic	51%	(79)	17%	(26)	10%	(16)	2%	(4)	11%	(18)	8%	(12)	154
Evangelical	50%	(278)	27%	(153)	5%	(29)	5%	(26)	9%	(50)	4%	(21)	558
Non-Evangelical	55%	(436)	24%	(190)	4%	(35)	3%	(23)	10%	(83)	3%	(25)	792
Community: Urban	54%	(342)	23%	(146)	5%	(30)	3%	(18)	11%	(69)	5%	(32)	638
Community: Suburban	51%	(521)	25%	(253)	5%	(51)	3%	(29)	12%	(123)	4%	(38)	1014
Community: Rural	48%	(271)	24%	(134)	5%	(26)	6%	(35)	11%	(61)	6%	(32)	558
Employ: Private Sector	55%	(358)	25%	(166)	4%	(28)	3%	(22)	9%	(62)	3%	(19)	654
Employ: Government	50%	(69)	22%	(30)	7%	(9)	2%	(2)	10%	(14)	9%	(12)	136
Employ: Self-Employed	49%	(81)	24%	(40)	7%	(11)	7%	(12)	8%	(13)	5%	(9)	166
Employ: Homemaker	49%	(94)	22%	(41)	5%	(10)	3%	(5)	15%	(28)	6%	(12)	190
Employ: Student	32%	(20)	12%	(8)	10%	(6)	6%	(4)	25%	(16)	15%	(9)	62
Employ: Retired	55%	(307)	25%	(142)	5%	(28)	4%	(21)	10%	(55)	2%	(9)	563
Employ: Unemployed	43%	(130)	23%	(70)	4%	(11)	4%	(12)	18%	(53)	8%	(25)	301
Employ: Other	54%	(73)	26%	(35)	3%	(4)	2%	(3)	9%	(12)	6%	(8)	137
Military HH: Yes	58%	(163)	25%	(70)	8%	(22)	3%	(8)	6%	(17)	1%	(3)	283
Military HH: No	50%	(970)	24%	(463)	4%	(85)	4%	(74)	12%	(236)	5%	(100)	1927
RD/WT: Right Direction	57%	(382)	23%	(154)	3%	(23)	2%	(12)	8%	(55)	6%	(39)	666
RD/WT: Wrong Track	49%	(750)	25%	(379)	5%	(84)	5%	(69)	13%	(197)	4%	(64)	1544
Biden Job Approve	58%	(560)	24%	(237)	4%	(35)	2%	(17)	8%	(75)	5%	(46)	970
Biden Job Disapprove	47%	(543)	24%	(279)	6%	(71)	6%	(63)	13%	(147)	4%	(41)	1144

Table MCFE26_9: *Do you have a favorable or unfavorable opinion of the following people?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Tom Hanks

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	51%	(1133)	24%	(533)	5%	(107)	4%	(82)	11%	(253)	5%	(102)	2210
Biden Job Strongly Approve	63%	(273)	21%	(89)	3%	(15)	1%	(2)	7%	(28)	6%	(25)	433
Biden Job Somewhat Approve	53%	(287)	28%	(148)	4%	(20)	3%	(15)	9%	(47)	4%	(21)	537
Biden Job Somewhat Disapprove	51%	(172)	27%	(91)	4%	(13)	2%	(7)	13%	(43)	4%	(13)	339
Biden Job Strongly Disapprove	46%	(371)	23%	(188)	7%	(57)	7%	(56)	13%	(104)	3%	(28)	805
Favorable of Biden	59%	(574)	25%	(239)	2%	(24)	2%	(17)	7%	(73)	4%	(43)	969
Unfavorable of Biden	47%	(530)	24%	(276)	7%	(78)	5%	(60)	13%	(147)	4%	(43)	1134
Very Favorable of Biden	64%	(310)	22%	(105)	2%	(7)	2%	(8)	5%	(24)	6%	(28)	482
Somewhat Favorable of Biden	54%	(264)	27%	(134)	3%	(16)	2%	(9)	10%	(49)	3%	(15)	487
Somewhat Unfavorable of Biden	50%	(151)	27%	(81)	4%	(13)	2%	(6)	12%	(37)	4%	(11)	299
Very Unfavorable of Biden	45%	(379)	23%	(194)	8%	(65)	7%	(55)	13%	(110)	4%	(32)	835
#1 Issue: Economy	51%	(470)	25%	(230)	5%	(46)	4%	(33)	10%	(95)	4%	(38)	913
#1 Issue: Security	41%	(100)	26%	(63)	7%	(17)	9%	(21)	13%	(31)	4%	(11)	243
#1 Issue: Health Care	54%	(91)	21%	(36)	4%	(7)	2%	(3)	15%	(26)	4%	(7)	170
#1 Issue: Medicare / Social Security	57%	(150)	27%	(71)	2%	(6)	2%	(5)	9%	(24)	3%	(9)	266
#1 Issue: Women's Issues	53%	(165)	21%	(65)	3%	(9)	3%	(10)	13%	(40)	7%	(22)	311
#1 Issue: Education	50%	(30)	22%	(13)	8%	(5)	5%	(3)	12%	(7)	4%	(2)	59
#1 Issue: Energy	57%	(77)	21%	(29)	5%	(6)	1%	(2)	9%	(12)	7%	(9)	134
#1 Issue: Other	44%	(51)	23%	(27)	10%	(12)	4%	(5)	15%	(17)	3%	(4)	115
2020 Vote: Joe Biden	59%	(559)	24%	(226)	3%	(25)	2%	(18)	9%	(84)	3%	(33)	945
2020 Vote: Donald Trump	45%	(336)	26%	(193)	8%	(62)	6%	(48)	11%	(80)	3%	(20)	740
2020 Vote: Other	44%	(30)	22%	(15)	8%	(6)	2%	(1)	19%	(13)	5%	(3)	67
2020 Vote: Didn't Vote	45%	(208)	22%	(100)	3%	(15)	3%	(14)	16%	(76)	10%	(46)	459
2018 House Vote: Democrat	62%	(466)	24%	(180)	3%	(19)	2%	(15)	7%	(51)	3%	(24)	755
2018 House Vote: Republican	47%	(278)	26%	(153)	9%	(52)	6%	(35)	10%	(60)	2%	(11)	589
2018 House Vote: Someone else	48%	(24)	20%	(10)	10%	(5)	3%	(1)	15%	(7)	4%	(2)	50
2016 Vote: Hillary Clinton	63%	(441)	24%	(164)	2%	(16)	2%	(10)	6%	(39)	3%	(24)	695
2016 Vote: Donald Trump	48%	(316)	26%	(169)	9%	(56)	5%	(33)	11%	(69)	2%	(12)	656
2016 Vote: Other	40%	(34)	26%	(23)	6%	(5)	3%	(3)	21%	(18)	4%	(3)	86
2016 Vote: Didn't Vote	44%	(337)	23%	(175)	4%	(30)	4%	(34)	16%	(126)	8%	(63)	765

Table MCFE26_9: *Do you have a favorable or unfavorable opinion of the following people?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Tom Hanks

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	51%	(1133)	24%	(533)	5%	(107)	4%	(82)	11%	(253)	5%	(102)	2210
Voted in 2014: Yes	56%	(681)	24%	(294)	6%	(70)	4%	(46)	8%	(100)	3%	(36)	1227
Voted in 2014: No	46%	(451)	24%	(239)	4%	(37)	4%	(36)	16%	(153)	7%	(67)	983
4-Region: Northeast	52%	(199)	23%	(86)	4%	(16)	3%	(11)	13%	(50)	5%	(21)	383
4-Region: Midwest	50%	(227)	24%	(109)	7%	(31)	4%	(18)	12%	(56)	3%	(15)	456
4-Region: South	49%	(411)	26%	(219)	4%	(35)	5%	(38)	11%	(96)	5%	(45)	844
4-Region: West	56%	(295)	23%	(119)	5%	(26)	3%	(14)	10%	(51)	4%	(22)	527
TikTok Users	54%	(426)	21%	(166)	5%	(39)	4%	(30)	10%	(81)	6%	(50)	793
Twitch Users	51%	(109)	24%	(51)	7%	(16)	3%	(6)	11%	(25)	4%	(9)	216
2022 Sports Viewers/Attendees	55%	(812)	25%	(370)	5%	(74)	4%	(56)	9%	(126)	3%	(37)	1475
Monthly Moviegoers	59%	(189)	23%	(74)	4%	(14)	3%	(9)	7%	(22)	4%	(11)	320
Few Times per Year + Moviegoers	56%	(519)	24%	(219)	6%	(52)	3%	(30)	7%	(68)	4%	(33)	920
Heard Smile Campaign	54%	(295)	24%	(130)	5%	(27)	4%	(23)	8%	(44)	6%	(32)	551
Heard Minion Campaign	56%	(302)	22%	(120)	4%	(24)	3%	(15)	9%	(51)	5%	(28)	540
Listens to Podcasts	54%	(610)	23%	(258)	6%	(65)	5%	(51)	10%	(108)	4%	(40)	1132
Streaming Services User	54%	(953)	24%	(432)	5%	(83)	3%	(61)	10%	(180)	4%	(64)	1773
Netflix User	55%	(807)	23%	(334)	4%	(65)	3%	(48)	10%	(148)	5%	(71)	1474
Disney+ User	56%	(555)	23%	(222)	5%	(49)	2%	(22)	9%	(88)	5%	(49)	984
Heterosexual or straight	51%	(1014)	24%	(483)	5%	(94)	4%	(74)	11%	(219)	4%	(86)	1971
Gay	62%	(42)	17%	(11)	9%	(6)	3%	(2)	9%	(6)	—	(0)	68
Bisexual	45%	(40)	25%	(22)	1%	(1)	3%	(2)	20%	(18)	7%	(6)	88
Yes	56%	(39)	15%	(11)	3%	(2)	6%	(4)	17%	(12)	2%	(2)	70
No	51%	(1093)	24%	(522)	5%	(105)	4%	(78)	11%	(241)	5%	(101)	2140

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

Table MCFE26_10: *Do you have a favorable or unfavorable opinion of the following people?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Vin Diesel

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	35%	(766)	29%	(637)	6%	(140)	4%	(79)	18%	(394)	9%	(194)	2210
Gender: Male	33%	(352)	30%	(323)	7%	(77)	5%	(50)	17%	(176)	8%	(89)	1068
Gender: Female	36%	(415)	27%	(313)	5%	(63)	2%	(29)	19%	(218)	9%	(105)	1142
Age: 18-34	40%	(254)	23%	(147)	8%	(53)	4%	(27)	15%	(97)	10%	(64)	642
Age: 35-44	38%	(139)	32%	(116)	5%	(18)	4%	(14)	19%	(70)	2%	(8)	365
Age: 45-64	38%	(269)	31%	(222)	5%	(36)	3%	(22)	16%	(117)	7%	(49)	714
Age: 65+	21%	(104)	31%	(152)	7%	(34)	3%	(16)	22%	(110)	15%	(74)	489
GenZers: 1997-2012	39%	(99)	18%	(46)	10%	(26)	4%	(10)	13%	(34)	16%	(42)	256
Millennials: 1981-1996	39%	(253)	29%	(192)	7%	(43)	4%	(28)	17%	(111)	4%	(26)	653
GenXers: 1965-1980	42%	(231)	30%	(164)	4%	(22)	3%	(17)	16%	(89)	6%	(32)	555
Baby Boomers: 1946-1964	25%	(171)	32%	(217)	6%	(42)	3%	(23)	22%	(145)	11%	(75)	673
PID: Dem (no lean)	37%	(318)	30%	(258)	8%	(67)	3%	(26)	15%	(127)	7%	(63)	860
PID: Ind (no lean)	32%	(214)	26%	(173)	6%	(37)	4%	(29)	24%	(159)	9%	(62)	674
PID: Rep (no lean)	35%	(234)	30%	(205)	5%	(35)	3%	(23)	16%	(109)	10%	(69)	676
PID/Gender: Dem Men	38%	(151)	31%	(124)	8%	(32)	4%	(14)	12%	(47)	7%	(26)	394
PID/Gender: Dem Women	36%	(167)	29%	(135)	8%	(35)	3%	(12)	17%	(79)	8%	(37)	465
PID/Gender: Ind Men	29%	(100)	27%	(93)	7%	(25)	5%	(18)	23%	(79)	9%	(31)	345
PID/Gender: Ind Women	35%	(114)	24%	(80)	4%	(13)	3%	(11)	24%	(80)	9%	(31)	329
PID/Gender: Rep Men	31%	(101)	32%	(107)	6%	(21)	5%	(18)	15%	(50)	10%	(32)	328
PID/Gender: Rep Women	38%	(133)	28%	(99)	4%	(15)	2%	(5)	17%	(59)	11%	(38)	348
Ideo: Liberal (1-3)	35%	(228)	30%	(199)	9%	(59)	4%	(28)	17%	(112)	5%	(30)	656
Ideo: Moderate (4)	36%	(270)	27%	(206)	5%	(36)	3%	(22)	19%	(144)	10%	(73)	751
Ideo: Conservative (5-7)	33%	(217)	31%	(208)	6%	(41)	4%	(27)	16%	(107)	10%	(67)	666
Educ: < College	38%	(553)	27%	(386)	5%	(73)	3%	(47)	17%	(249)	9%	(130)	1437
Educ: Bachelors degree	28%	(140)	34%	(165)	8%	(38)	5%	(26)	18%	(90)	7%	(32)	491
Educ: Post-grad	26%	(74)	30%	(86)	10%	(29)	2%	(6)	20%	(55)	12%	(33)	282
Income: Under 50k	37%	(468)	27%	(343)	5%	(70)	3%	(37)	19%	(237)	9%	(117)	1271
Income: 50k-100k	32%	(208)	30%	(199)	7%	(45)	4%	(29)	18%	(116)	9%	(59)	656
Income: 100k+	32%	(90)	34%	(95)	9%	(25)	5%	(13)	15%	(41)	7%	(18)	283
Ethnicity: White	33%	(560)	30%	(520)	6%	(106)	4%	(67)	19%	(322)	8%	(135)	1711

Continued on next page

Table MCFE26_10: *Do you have a favorable or unfavorable opinion of the following people?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Vin Diesel

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	35%	(766)	29%	(637)	6%	(140)	4%	(79)	18%	(394)	9%	(194)	2210
Ethnicity: Hispanic	44%	(164)	20%	(75)	7%	(26)	2%	(8)	15%	(56)	12%	(45)	374
Ethnicity: Black	48%	(137)	22%	(62)	5%	(15)	3%	(7)	11%	(32)	11%	(30)	282
Ethnicity: Other	32%	(70)	25%	(55)	9%	(19)	2%	(4)	18%	(40)	14%	(30)	217
All Christian	33%	(336)	32%	(325)	7%	(68)	3%	(33)	17%	(172)	9%	(94)	1029
All Non-Christian	24%	(31)	34%	(43)	7%	(9)	2%	(2)	16%	(21)	18%	(23)	129
Atheist	35%	(35)	28%	(28)	9%	(9)	3%	(3)	22%	(21)	3%	(3)	99
Agnostic/Nothing in particular	33%	(193)	26%	(152)	6%	(34)	5%	(31)	22%	(130)	8%	(48)	587
Something Else	47%	(172)	24%	(89)	5%	(19)	3%	(10)	14%	(49)	7%	(27)	365
Religious Non-Protestant/Catholic	26%	(40)	34%	(53)	6%	(9)	1%	(2)	15%	(23)	17%	(27)	154
Evangelical	39%	(215)	28%	(155)	5%	(29)	4%	(20)	15%	(82)	10%	(57)	558
Non-Evangelical	35%	(277)	31%	(245)	7%	(59)	3%	(23)	16%	(130)	7%	(58)	792
Community: Urban	38%	(241)	31%	(195)	6%	(36)	4%	(25)	15%	(97)	7%	(44)	638
Community: Suburban	32%	(325)	28%	(284)	7%	(67)	4%	(40)	20%	(207)	9%	(92)	1014
Community: Rural	36%	(201)	28%	(157)	7%	(37)	2%	(13)	16%	(91)	10%	(58)	558
Employ: Private Sector	38%	(249)	32%	(207)	7%	(45)	4%	(28)	14%	(93)	5%	(32)	654
Employ: Government	42%	(58)	29%	(40)	7%	(9)	1%	(1)	12%	(17)	8%	(11)	136
Employ: Self-Employed	31%	(52)	27%	(45)	9%	(15)	6%	(10)	21%	(35)	6%	(10)	166
Employ: Homemaker	40%	(76)	27%	(52)	4%	(7)	4%	(7)	18%	(33)	8%	(15)	190
Employ: Student	27%	(17)	21%	(13)	10%	(6)	2%	(2)	14%	(9)	25%	(15)	62
Employ: Retired	25%	(140)	31%	(172)	6%	(35)	3%	(17)	22%	(125)	13%	(73)	563
Employ: Unemployed	39%	(119)	21%	(64)	6%	(18)	3%	(10)	20%	(60)	10%	(30)	301
Employ: Other	41%	(55)	31%	(43)	3%	(5)	3%	(5)	16%	(21)	6%	(8)	137
Military HH: Yes	39%	(111)	36%	(101)	7%	(20)	1%	(3)	14%	(39)	3%	(10)	283
Military HH: No	34%	(656)	28%	(536)	6%	(119)	4%	(76)	18%	(355)	10%	(185)	1927
RD/WT: Right Direction	37%	(248)	28%	(183)	7%	(47)	3%	(19)	16%	(108)	9%	(61)	666
RD/WT: Wrong Track	34%	(518)	29%	(453)	6%	(93)	4%	(60)	19%	(286)	9%	(134)	1544
Biden Job Approve	36%	(347)	30%	(295)	8%	(81)	3%	(32)	15%	(147)	7%	(69)	970
Biden Job Disapprove	35%	(395)	29%	(331)	5%	(58)	4%	(46)	18%	(209)	9%	(105)	1144

Table MCFE26_10: *Do you have a favorable or unfavorable opinion of the following people?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Vin Diesel

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	35%	(766)	29%	(637)	6%	(140)	4%	(79)	18%	(394)	9%	(194)	2210
Biden Job Strongly Approve	41%	(177)	28%	(123)	7%	(32)	4%	(17)	12%	(52)	7%	(32)	433
Biden Job Somewhat Approve	32%	(170)	32%	(172)	9%	(48)	3%	(15)	18%	(95)	7%	(37)	537
Biden Job Somewhat Disapprove	37%	(124)	28%	(94)	5%	(16)	3%	(10)	21%	(71)	7%	(25)	339
Biden Job Strongly Disapprove	34%	(271)	29%	(237)	5%	(42)	5%	(37)	17%	(137)	10%	(80)	805
Favorable of Biden	37%	(354)	30%	(292)	7%	(68)	3%	(32)	16%	(151)	7%	(72)	969
Unfavorable of Biden	34%	(389)	29%	(332)	6%	(64)	4%	(44)	18%	(203)	9%	(101)	1134
Very Favorable of Biden	43%	(206)	27%	(131)	5%	(25)	4%	(17)	12%	(60)	9%	(44)	482
Somewhat Favorable of Biden	31%	(149)	33%	(161)	9%	(43)	3%	(16)	19%	(91)	6%	(28)	487
Somewhat Unfavorable of Biden	34%	(103)	32%	(94)	7%	(20)	1%	(2)	19%	(57)	7%	(22)	299
Very Unfavorable of Biden	34%	(286)	28%	(238)	5%	(44)	5%	(42)	17%	(146)	9%	(79)	835
#1 Issue: Economy	36%	(325)	32%	(293)	5%	(45)	3%	(29)	16%	(149)	8%	(72)	913
#1 Issue: Security	33%	(80)	23%	(56)	7%	(16)	6%	(14)	19%	(46)	12%	(30)	243
#1 Issue: Health Care	37%	(63)	25%	(43)	9%	(15)	4%	(7)	20%	(33)	6%	(10)	170
#1 Issue: Medicare / Social Security	29%	(77)	33%	(87)	6%	(17)	2%	(6)	16%	(42)	14%	(36)	266
#1 Issue: Women's Issues	39%	(122)	21%	(65)	8%	(25)	4%	(12)	19%	(60)	9%	(27)	311
#1 Issue: Education	39%	(23)	42%	(25)	5%	(3)	3%	(1)	8%	(5)	4%	(3)	59
#1 Issue: Energy	35%	(48)	28%	(38)	7%	(10)	3%	(4)	17%	(22)	9%	(12)	134
#1 Issue: Other	25%	(29)	27%	(31)	8%	(9)	4%	(5)	32%	(36)	4%	(5)	115
2020 Vote: Joe Biden	35%	(331)	29%	(271)	8%	(75)	4%	(35)	17%	(163)	7%	(69)	945
2020 Vote: Donald Trump	33%	(243)	31%	(230)	5%	(40)	4%	(29)	17%	(126)	10%	(72)	740
2020 Vote: Other	32%	(21)	22%	(15)	10%	(7)	1%	(1)	29%	(19)	6%	(4)	67
2020 Vote: Didn't Vote	37%	(171)	26%	(121)	4%	(18)	3%	(14)	19%	(85)	11%	(49)	459
2018 House Vote: Democrat	36%	(273)	29%	(221)	9%	(66)	4%	(29)	15%	(116)	7%	(50)	755
2018 House Vote: Republican	34%	(199)	30%	(175)	6%	(36)	3%	(20)	16%	(93)	11%	(66)	589
2018 House Vote: Someone else	44%	(22)	16%	(8)	10%	(5)	1%	(1)	25%	(12)	4%	(2)	50
2016 Vote: Hillary Clinton	35%	(246)	30%	(207)	8%	(57)	4%	(30)	15%	(106)	7%	(49)	695
2016 Vote: Donald Trump	33%	(219)	32%	(207)	6%	(38)	3%	(21)	17%	(110)	9%	(61)	656
2016 Vote: Other	28%	(24)	21%	(18)	6%	(5)	2%	(1)	36%	(30)	8%	(7)	86
2016 Vote: Didn't Vote	36%	(274)	27%	(203)	5%	(38)	3%	(27)	19%	(146)	10%	(77)	765

Table MCFE26_10: *Do you have a favorable or unfavorable opinion of the following people?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Vin Diesel

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	35%	(766)	29%	(637)	6%	(140)	4%	(79)	18%	(394)	9%	(194)	2210
Voted in 2014: Yes	35%	(425)	29%	(360)	7%	(89)	4%	(44)	16%	(202)	9%	(107)	1227
Voted in 2014: No	35%	(342)	28%	(277)	5%	(51)	4%	(35)	19%	(192)	9%	(87)	983
4-Region: Northeast	32%	(122)	28%	(108)	5%	(20)	3%	(12)	22%	(84)	10%	(36)	383
4-Region: Midwest	31%	(141)	29%	(132)	9%	(42)	5%	(21)	20%	(92)	6%	(28)	456
4-Region: South	37%	(311)	29%	(249)	6%	(50)	3%	(26)	16%	(135)	9%	(75)	844
4-Region: West	37%	(194)	28%	(147)	5%	(28)	4%	(19)	16%	(83)	10%	(55)	527
TikTok Users	46%	(369)	27%	(211)	6%	(48)	3%	(27)	11%	(88)	6%	(51)	793
Twitch Users	46%	(99)	24%	(51)	9%	(20)	4%	(9)	13%	(29)	3%	(6)	216
2022 Sports Viewers/Attendees	37%	(550)	31%	(459)	7%	(102)	4%	(54)	15%	(221)	6%	(89)	1475
Monthly Moviegoers	49%	(159)	27%	(87)	7%	(21)	2%	(8)	10%	(32)	4%	(14)	320
Few Times per Year + Moviegoers	42%	(389)	29%	(268)	8%	(71)	4%	(35)	12%	(113)	5%	(45)	920
Heard Smile Campaign	47%	(261)	25%	(136)	8%	(45)	4%	(21)	9%	(51)	7%	(37)	551
Heard Minion Campaign	49%	(264)	23%	(124)	9%	(46)	5%	(25)	9%	(48)	6%	(34)	540
Listens to Podcasts	39%	(445)	28%	(316)	7%	(84)	4%	(43)	15%	(172)	6%	(73)	1132
Streaming Services User	39%	(685)	30%	(532)	7%	(115)	3%	(62)	16%	(283)	5%	(96)	1773
Netflix User	40%	(587)	29%	(434)	6%	(95)	3%	(48)	15%	(223)	6%	(88)	1474
Disney+ User	43%	(418)	29%	(288)	7%	(73)	4%	(36)	12%	(117)	5%	(52)	984
Heterosexual or straight	35%	(682)	30%	(584)	6%	(119)	3%	(64)	18%	(347)	9%	(174)	1971
Gay	39%	(26)	29%	(20)	5%	(3)	6%	(4)	22%	(15)	—	(0)	68
Bisexual	37%	(33)	20%	(18)	10%	(8)	4%	(4)	21%	(19)	8%	(7)	88
Yes	40%	(28)	23%	(16)	9%	(7)	1%	(1)	20%	(14)	5%	(4)	70
No	34%	(738)	29%	(620)	6%	(133)	4%	(78)	18%	(380)	9%	(191)	2140

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

Table MCFE26_11: *Do you have a favorable or unfavorable opinion of the following people?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Bradley Cooper

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	30%	(653)	26%	(585)	3%	(76)	2%	(49)	18%	(388)	21%	(459)	2210
Gender: Male	28%	(302)	27%	(287)	4%	(38)	3%	(28)	17%	(184)	21%	(228)	1068
Gender: Female	31%	(351)	26%	(297)	3%	(38)	2%	(22)	18%	(204)	20%	(231)	1142
Age: 18-34	28%	(178)	26%	(165)	7%	(44)	3%	(19)	16%	(104)	20%	(132)	642
Age: 35-44	35%	(128)	29%	(105)	1%	(4)	3%	(9)	20%	(73)	12%	(46)	365
Age: 45-64	32%	(229)	24%	(174)	2%	(15)	2%	(14)	17%	(120)	23%	(162)	714
Age: 65+	24%	(117)	29%	(141)	3%	(13)	1%	(7)	19%	(91)	25%	(120)	489
GenZers: 1997-2012	22%	(57)	20%	(51)	8%	(22)	4%	(10)	15%	(37)	31%	(79)	256
Millennials: 1981-1996	33%	(213)	30%	(196)	4%	(26)	2%	(16)	18%	(118)	13%	(83)	653
GenXers: 1965-1980	35%	(196)	22%	(124)	1%	(7)	2%	(13)	17%	(95)	22%	(119)	555
Baby Boomers: 1946-1964	26%	(174)	30%	(204)	3%	(20)	2%	(11)	18%	(119)	22%	(146)	673
PID: Dem (no lean)	34%	(292)	30%	(255)	4%	(34)	2%	(15)	14%	(121)	17%	(142)	860
PID: Ind (no lean)	25%	(167)	23%	(158)	3%	(17)	2%	(16)	22%	(147)	25%	(168)	674
PID: Rep (no lean)	29%	(194)	25%	(171)	4%	(25)	3%	(18)	18%	(119)	22%	(149)	676
PID/Gender: Dem Men	35%	(139)	31%	(122)	4%	(16)	2%	(7)	14%	(54)	14%	(55)	394
PID/Gender: Dem Women	33%	(153)	29%	(133)	4%	(18)	2%	(8)	14%	(67)	19%	(86)	465
PID/Gender: Ind Men	23%	(81)	23%	(80)	3%	(9)	2%	(8)	21%	(72)	28%	(95)	345
PID/Gender: Ind Women	26%	(87)	24%	(78)	2%	(8)	2%	(8)	23%	(76)	22%	(73)	329
PID/Gender: Rep Men	25%	(82)	26%	(85)	4%	(13)	4%	(12)	18%	(58)	24%	(77)	328
PID/Gender: Rep Women	32%	(112)	25%	(86)	3%	(11)	2%	(6)	18%	(61)	21%	(72)	348
Ideo: Liberal (1-3)	33%	(214)	32%	(208)	4%	(28)	2%	(16)	13%	(88)	16%	(102)	656
Ideo: Moderate (4)	27%	(206)	25%	(188)	3%	(20)	1%	(11)	20%	(149)	24%	(177)	751
Ideo: Conservative (5-7)	29%	(196)	25%	(169)	4%	(26)	3%	(21)	18%	(120)	20%	(134)	666
Educ: < College	29%	(423)	23%	(334)	4%	(51)	2%	(31)	18%	(262)	23%	(337)	1437
Educ: Bachelors degree	28%	(138)	34%	(166)	3%	(16)	2%	(12)	19%	(93)	13%	(66)	491
Educ: Post-grad	33%	(93)	30%	(85)	3%	(9)	2%	(7)	12%	(33)	20%	(57)	282
Income: Under 50k	26%	(333)	25%	(313)	3%	(39)	2%	(23)	20%	(253)	24%	(310)	1271
Income: 50k-100k	33%	(217)	27%	(179)	3%	(23)	3%	(22)	15%	(100)	18%	(115)	656
Income: 100k+	37%	(104)	33%	(92)	5%	(13)	2%	(4)	12%	(35)	12%	(34)	283
Ethnicity: White	29%	(501)	29%	(490)	3%	(51)	2%	(36)	17%	(293)	20%	(340)	1711

Table MCFE26_11: *Do you have a favorable or unfavorable opinion of the following people?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Bradley Cooper

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	30%	(653)	26%	(585)	3%	(76)	2%	(49)	18%	(388)	21%	(459)	2210
Ethnicity: Hispanic	34%	(129)	21%	(80)	4%	(15)	3%	(11)	13%	(50)	24%	(89)	374
Ethnicity: Black	30%	(85)	19%	(55)	5%	(13)	2%	(7)	19%	(52)	25%	(70)	282
Ethnicity: Other	31%	(67)	19%	(40)	5%	(12)	3%	(7)	19%	(42)	23%	(49)	217
All Christian	32%	(325)	27%	(277)	3%	(34)	2%	(17)	16%	(167)	20%	(208)	1029
All Non-Christian	26%	(33)	34%	(44)	4%	(5)	3%	(4)	13%	(17)	21%	(27)	129
Atheist	36%	(36)	25%	(25)	5%	(5)	4%	(4)	14%	(13)	16%	(16)	99
Agnostic/Nothing in particular	25%	(147)	25%	(145)	4%	(21)	2%	(12)	24%	(139)	21%	(123)	587
Something Else	31%	(112)	26%	(94)	3%	(11)	3%	(12)	14%	(51)	23%	(85)	365
Religious Non-Protestant/Catholic	27%	(42)	32%	(49)	4%	(7)	3%	(4)	12%	(19)	21%	(32)	154
Evangelical	30%	(169)	27%	(149)	4%	(23)	2%	(11)	15%	(85)	22%	(121)	558
Non-Evangelical	32%	(252)	27%	(213)	3%	(20)	2%	(17)	16%	(128)	20%	(162)	792
Community: Urban	32%	(201)	27%	(170)	4%	(26)	2%	(15)	18%	(113)	18%	(112)	638
Community: Suburban	30%	(299)	28%	(280)	3%	(31)	2%	(20)	19%	(190)	19%	(194)	1014
Community: Rural	27%	(153)	24%	(135)	3%	(19)	3%	(14)	15%	(84)	27%	(152)	558
Employ: Private Sector	34%	(222)	32%	(207)	5%	(30)	3%	(21)	16%	(103)	11%	(71)	654
Employ: Government	40%	(55)	18%	(25)	2%	(3)	3%	(3)	10%	(13)	28%	(38)	136
Employ: Self-Employed	35%	(59)	22%	(36)	4%	(6)	5%	(8)	14%	(23)	21%	(34)	166
Employ: Homemaker	29%	(54)	26%	(50)	3%	(6)	2%	(4)	16%	(30)	24%	(45)	190
Employ: Student	27%	(17)	13%	(8)	4%	(2)	1%	(1)	23%	(14)	32%	(20)	62
Employ: Retired	25%	(141)	28%	(160)	3%	(15)	1%	(5)	18%	(104)	25%	(138)	563
Employ: Unemployed	22%	(67)	20%	(61)	3%	(9)	2%	(7)	24%	(72)	28%	(86)	301
Employ: Other	28%	(39)	27%	(38)	4%	(5)	—	(0)	21%	(29)	20%	(27)	137
Military HH: Yes	33%	(93)	24%	(67)	3%	(9)	1%	(4)	18%	(52)	20%	(58)	283
Military HH: No	29%	(560)	27%	(518)	3%	(67)	2%	(45)	17%	(335)	21%	(401)	1927
RD/WT: Right Direction	35%	(236)	25%	(165)	4%	(29)	2%	(15)	15%	(99)	18%	(123)	666
RD/WT: Wrong Track	27%	(417)	27%	(420)	3%	(46)	2%	(35)	19%	(289)	22%	(337)	1544
Biden Job Approve	34%	(328)	29%	(284)	4%	(39)	2%	(17)	14%	(135)	17%	(167)	970
Biden Job Disapprove	27%	(308)	25%	(287)	3%	(35)	3%	(32)	19%	(222)	23%	(259)	1144

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Table MCFE26_11: *Do you have a favorable or unfavorable opinion of the following people?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Bradley Cooper

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	30%	(653)	26%	(585)	3%	(76)	2%	(49)	18%	(388)	21%	(459)	2210
Biden Job Strongly Approve	39%	(170)	26%	(113)	4%	(18)	2%	(7)	13%	(57)	16%	(68)	433
Biden Job Somewhat Approve	29%	(158)	32%	(172)	4%	(21)	2%	(10)	15%	(78)	18%	(99)	537
Biden Job Somewhat Disapprove	27%	(92)	29%	(99)	3%	(10)	1%	(5)	17%	(59)	22%	(74)	339
Biden Job Strongly Disapprove	27%	(216)	23%	(188)	3%	(25)	3%	(28)	20%	(163)	23%	(185)	805
Favorable of Biden	33%	(322)	29%	(279)	3%	(31)	2%	(15)	14%	(137)	19%	(184)	969
Unfavorable of Biden	28%	(320)	25%	(287)	3%	(35)	3%	(31)	19%	(217)	21%	(244)	1134
Very Favorable of Biden	40%	(194)	25%	(120)	3%	(13)	1%	(6)	13%	(62)	18%	(86)	482
Somewhat Favorable of Biden	26%	(128)	33%	(160)	4%	(18)	2%	(9)	15%	(75)	20%	(98)	487
Somewhat Unfavorable of Biden	29%	(87)	32%	(95)	3%	(10)	1%	(3)	18%	(52)	17%	(51)	299
Very Unfavorable of Biden	28%	(233)	23%	(192)	3%	(25)	3%	(28)	20%	(165)	23%	(193)	835
#1 Issue: Economy	32%	(293)	27%	(247)	3%	(30)	1%	(12)	16%	(147)	20%	(184)	913
#1 Issue: Security	24%	(58)	25%	(61)	4%	(10)	7%	(17)	16%	(40)	24%	(58)	243
#1 Issue: Health Care	34%	(58)	29%	(50)	2%	(4)	—	(1)	20%	(34)	14%	(24)	170
#1 Issue: Medicare / Social Security	23%	(61)	29%	(77)	2%	(6)	1%	(3)	18%	(47)	27%	(71)	266
#1 Issue: Women's Issues	31%	(96)	24%	(75)	5%	(15)	3%	(8)	18%	(56)	20%	(61)	311
#1 Issue: Education	34%	(20)	27%	(16)	2%	(1)	1%	(1)	20%	(12)	15%	(9)	59
#1 Issue: Energy	32%	(43)	24%	(33)	5%	(7)	4%	(6)	14%	(18)	21%	(28)	134
#1 Issue: Other	22%	(25)	23%	(27)	1%	(1)	3%	(3)	30%	(34)	21%	(25)	115
2020 Vote: Joe Biden	34%	(319)	30%	(280)	3%	(31)	2%	(16)	14%	(137)	17%	(162)	945
2020 Vote: Donald Trump	30%	(219)	25%	(184)	4%	(28)	3%	(19)	19%	(141)	20%	(149)	740
2020 Vote: Other	23%	(16)	25%	(17)	6%	(4)	3%	(2)	27%	(18)	17%	(11)	67
2020 Vote: Didn't Vote	22%	(100)	23%	(104)	3%	(12)	3%	(13)	20%	(92)	30%	(137)	459
2018 House Vote: Democrat	36%	(270)	30%	(224)	4%	(29)	2%	(15)	14%	(102)	15%	(115)	755
2018 House Vote: Republican	30%	(179)	25%	(147)	3%	(19)	3%	(17)	18%	(108)	20%	(119)	589
2018 House Vote: Someone else	35%	(17)	18%	(9)	—	(0)	—	(0)	24%	(12)	22%	(11)	50
2016 Vote: Hillary Clinton	36%	(247)	29%	(205)	4%	(25)	2%	(16)	13%	(90)	16%	(113)	695
2016 Vote: Donald Trump	30%	(196)	27%	(177)	3%	(17)	2%	(14)	18%	(116)	21%	(136)	656
2016 Vote: Other	20%	(17)	28%	(24)	4%	(4)	3%	(3)	27%	(23)	18%	(16)	86
2016 Vote: Didn't Vote	25%	(189)	23%	(178)	4%	(30)	2%	(18)	21%	(157)	25%	(194)	765

Table MCFE26_11: *Do you have a favorable or unfavorable opinion of the following people?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Bradley Cooper

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	30%	(653)	26%	(585)	3%	(76)	2%	(49)	18%	(388)	21%	(459)	2210
Voted in 2014: Yes	33%	(403)	27%	(337)	3%	(40)	2%	(27)	15%	(189)	19%	(230)	1227
Voted in 2014: No	25%	(250)	25%	(248)	4%	(36)	2%	(23)	20%	(198)	23%	(229)	983
4-Region: Northeast	29%	(110)	27%	(102)	3%	(12)	2%	(9)	21%	(81)	18%	(69)	383
4-Region: Midwest	30%	(136)	28%	(126)	2%	(9)	2%	(8)	18%	(82)	21%	(95)	456
4-Region: South	28%	(233)	25%	(211)	5%	(42)	3%	(23)	18%	(151)	22%	(185)	844
4-Region: West	33%	(175)	28%	(146)	2%	(12)	2%	(10)	14%	(74)	21%	(110)	527
TikTok Users	38%	(298)	22%	(173)	4%	(35)	3%	(20)	14%	(113)	20%	(155)	793
Twitch Users	30%	(65)	32%	(68)	5%	(12)	3%	(7)	14%	(29)	16%	(35)	216
2022 Sports Viewers/Attendees	34%	(502)	29%	(434)	3%	(51)	2%	(32)	15%	(225)	16%	(231)	1475
Monthly Moviegoers	48%	(155)	24%	(76)	4%	(13)	3%	(9)	9%	(28)	12%	(40)	320
Few Times per Year + Moviegoers	40%	(366)	28%	(262)	4%	(36)	3%	(24)	11%	(102)	14%	(129)	920
Heard Smile Campaign	40%	(220)	27%	(149)	6%	(33)	3%	(17)	10%	(56)	14%	(76)	551
Heard Minion Campaign	43%	(231)	22%	(119)	6%	(34)	3%	(17)	12%	(63)	14%	(76)	540
Listens to Podcasts	34%	(388)	29%	(334)	4%	(49)	3%	(31)	15%	(167)	14%	(164)	1132
Streaming Services User	33%	(588)	28%	(495)	4%	(65)	2%	(44)	16%	(277)	17%	(304)	1773
Netflix User	35%	(512)	28%	(407)	4%	(53)	2%	(35)	15%	(225)	16%	(241)	1474
Disney+ User	37%	(367)	28%	(275)	4%	(42)	3%	(26)	13%	(129)	15%	(146)	984
Heterosexual or straight	30%	(589)	27%	(528)	3%	(62)	2%	(43)	17%	(336)	21%	(413)	1971
Gay	34%	(23)	36%	(24)	4%	(2)	—	(0)	20%	(13)	7%	(4)	68
Bisexual	25%	(22)	16%	(14)	5%	(4)	2%	(1)	29%	(26)	23%	(21)	88
Yes	38%	(27)	13%	(9)	5%	(3)	1%	(1)	16%	(11)	27%	(19)	70
No	29%	(626)	27%	(575)	3%	(72)	2%	(49)	18%	(377)	21%	(440)	2140

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

Table MCFE26_12: *Do you have a favorable or unfavorable opinion of the following people?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Johnny Depp

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	42%	(922)	26%	(567)	10%	(225)	6%	(126)	13%	(278)	4%	(93)	2210
Gender: Male	40%	(425)	27%	(287)	11%	(115)	6%	(69)	12%	(126)	4%	(46)	1068
Gender: Female	44%	(497)	24%	(279)	10%	(110)	5%	(57)	13%	(152)	4%	(47)	1142
Age: 18-34	50%	(321)	19%	(124)	8%	(52)	6%	(37)	10%	(67)	6%	(42)	642
Age: 35-44	50%	(184)	27%	(100)	4%	(14)	4%	(16)	11%	(41)	2%	(9)	365
Age: 45-64	43%	(306)	28%	(200)	7%	(50)	5%	(33)	13%	(96)	4%	(30)	714
Age: 65+	23%	(111)	29%	(143)	22%	(109)	8%	(40)	15%	(73)	3%	(12)	489
GenZers: 1997-2012	50%	(128)	12%	(31)	7%	(19)	9%	(24)	10%	(25)	12%	(30)	256
Millennials: 1981-1996	50%	(324)	26%	(170)	7%	(45)	4%	(28)	11%	(70)	3%	(17)	653
GenXers: 1965-1980	49%	(269)	27%	(149)	6%	(32)	2%	(14)	12%	(69)	4%	(23)	555
Baby Boomers: 1946-1964	27%	(184)	30%	(202)	17%	(112)	8%	(55)	15%	(98)	3%	(21)	673
PID: Dem (no lean)	43%	(373)	26%	(221)	10%	(90)	5%	(44)	11%	(97)	4%	(35)	860
PID: Ind (no lean)	41%	(279)	25%	(172)	9%	(64)	4%	(30)	14%	(95)	5%	(35)	674
PID: Rep (no lean)	40%	(270)	26%	(174)	11%	(71)	8%	(52)	13%	(86)	3%	(23)	676
PID/Gender: Dem Men	44%	(175)	28%	(111)	10%	(38)	4%	(17)	11%	(43)	3%	(10)	394
PID/Gender: Dem Women	43%	(198)	24%	(110)	11%	(52)	6%	(26)	12%	(54)	5%	(25)	465
PID/Gender: Ind Men	40%	(137)	25%	(87)	10%	(34)	5%	(18)	15%	(50)	6%	(20)	345
PID/Gender: Ind Women	43%	(142)	26%	(85)	9%	(30)	4%	(12)	14%	(45)	5%	(15)	329
PID/Gender: Rep Men	34%	(113)	27%	(89)	13%	(44)	10%	(33)	10%	(32)	5%	(16)	328
PID/Gender: Rep Women	45%	(157)	25%	(85)	8%	(27)	5%	(19)	15%	(53)	2%	(6)	348
Ideo: Liberal (1-3)	44%	(286)	26%	(168)	13%	(85)	6%	(41)	8%	(55)	3%	(21)	656
Ideo: Moderate (4)	45%	(336)	24%	(180)	8%	(57)	4%	(30)	16%	(117)	4%	(32)	751
Ideo: Conservative (5-7)	35%	(231)	29%	(196)	12%	(78)	8%	(55)	13%	(86)	3%	(21)	666
Educ: < College	46%	(664)	24%	(339)	7%	(106)	5%	(70)	13%	(188)	5%	(69)	1437
Educ: Bachelors degree	36%	(178)	28%	(138)	13%	(63)	8%	(37)	11%	(56)	4%	(18)	491
Educ: Post-grad	28%	(79)	32%	(90)	20%	(56)	6%	(18)	12%	(34)	2%	(6)	282
Income: Under 50k	43%	(552)	25%	(313)	8%	(107)	5%	(58)	14%	(178)	5%	(63)	1271
Income: 50k-100k	41%	(268)	25%	(162)	13%	(82)	8%	(51)	10%	(68)	4%	(24)	656
Income: 100k+	36%	(101)	32%	(91)	13%	(36)	6%	(16)	11%	(32)	2%	(6)	283
Ethnicity: White	40%	(686)	27%	(457)	11%	(194)	6%	(109)	12%	(213)	3%	(51)	1711

Continued on next page

Table MCFE26_12: *Do you have a favorable or unfavorable opinion of the following people?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Johnny Depp

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	42%	(922)	26%	(567)	10%	(225)	6%	(126)	13%	(278)	4%	(93)	2210
Ethnicity: Hispanic	52%	(196)	20%	(76)	6%	(24)	4%	(16)	9%	(34)	8%	(29)	374
Ethnicity: Black	47%	(132)	23%	(66)	6%	(17)	3%	(7)	11%	(32)	10%	(27)	282
Ethnicity: Other	48%	(104)	20%	(44)	7%	(14)	4%	(9)	15%	(32)	7%	(14)	217
All Christian	38%	(386)	28%	(291)	12%	(122)	7%	(68)	13%	(139)	2%	(23)	1029
All Non-Christian	39%	(51)	23%	(30)	14%	(18)	5%	(7)	8%	(10)	11%	(14)	129
Atheist	40%	(40)	23%	(23)	13%	(13)	8%	(8)	8%	(8)	7%	(7)	99
Agnostic/Nothing in particular	45%	(262)	23%	(133)	8%	(45)	5%	(30)	14%	(83)	6%	(34)	587
Something Else	50%	(182)	25%	(90)	8%	(28)	4%	(13)	10%	(38)	4%	(15)	365
Religious Non-Protestant/Catholic	40%	(61)	24%	(37)	13%	(20)	4%	(7)	9%	(13)	10%	(16)	154
Evangelical	44%	(245)	25%	(139)	10%	(55)	6%	(32)	12%	(68)	4%	(20)	558
Non-Evangelical	38%	(305)	29%	(231)	12%	(92)	6%	(47)	13%	(102)	2%	(14)	792
Community: Urban	47%	(300)	25%	(160)	8%	(52)	5%	(29)	11%	(69)	4%	(27)	638
Community: Suburban	39%	(392)	26%	(266)	11%	(107)	7%	(72)	13%	(137)	4%	(40)	1014
Community: Rural	41%	(229)	25%	(141)	12%	(66)	4%	(25)	13%	(71)	5%	(25)	558
Employ: Private Sector	45%	(294)	28%	(184)	8%	(50)	5%	(31)	12%	(78)	3%	(17)	654
Employ: Government	55%	(75)	20%	(27)	8%	(11)	3%	(4)	9%	(13)	5%	(6)	136
Employ: Self-Employed	43%	(72)	27%	(44)	9%	(15)	8%	(12)	7%	(12)	6%	(11)	166
Employ: Homemaker	45%	(85)	29%	(55)	8%	(15)	5%	(9)	12%	(22)	2%	(5)	190
Employ: Student	58%	(36)	12%	(7)	8%	(5)	8%	(5)	10%	(6)	4%	(2)	62
Employ: Retired	26%	(147)	29%	(163)	19%	(107)	8%	(45)	14%	(80)	4%	(20)	563
Employ: Unemployed	52%	(156)	18%	(53)	4%	(11)	4%	(11)	15%	(45)	8%	(25)	301
Employ: Other	43%	(58)	23%	(32)	8%	(11)	6%	(9)	15%	(21)	4%	(6)	137
Military HH: Yes	41%	(115)	27%	(76)	11%	(33)	7%	(20)	12%	(35)	1%	(4)	283
Military HH: No	42%	(807)	25%	(491)	10%	(192)	5%	(105)	13%	(242)	5%	(89)	1927
RD/WT: Right Direction	44%	(292)	25%	(168)	10%	(68)	4%	(27)	12%	(79)	5%	(33)	666
RD/WT: Wrong Track	41%	(630)	26%	(399)	10%	(157)	6%	(98)	13%	(198)	4%	(60)	1544
Biden Job Approve	43%	(418)	27%	(265)	11%	(107)	4%	(43)	10%	(98)	4%	(39)	970
Biden Job Disapprove	41%	(466)	25%	(288)	10%	(112)	7%	(83)	14%	(156)	3%	(40)	1144

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Table MCFE26_12: *Do you have a favorable or unfavorable opinion of the following people?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*

Johnny Depp

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	42%	(922)	26%	(567)	10%	(225)	6%	(126)	13%	(278)	4%	(93)	2210
Biden Job Strongly Approve	47%	(204)	22%	(96)	12%	(51)	4%	(18)	9%	(40)	5%	(23)	433
Biden Job Somewhat Approve	40%	(214)	31%	(169)	10%	(56)	5%	(25)	11%	(58)	3%	(15)	537
Biden Job Somewhat Disapprove	39%	(134)	28%	(96)	11%	(37)	6%	(20)	13%	(43)	3%	(10)	339
Biden Job Strongly Disapprove	41%	(332)	24%	(192)	9%	(75)	8%	(62)	14%	(114)	4%	(30)	805
Favorable of Biden	44%	(422)	28%	(267)	10%	(98)	4%	(42)	10%	(100)	4%	(40)	969
Unfavorable of Biden	41%	(462)	25%	(285)	11%	(119)	7%	(81)	13%	(149)	3%	(37)	1134
Very Favorable of Biden	49%	(235)	23%	(110)	11%	(53)	4%	(19)	9%	(42)	5%	(22)	482
Somewhat Favorable of Biden	38%	(187)	32%	(157)	9%	(45)	5%	(23)	12%	(58)	4%	(18)	487
Somewhat Unfavorable of Biden	41%	(123)	27%	(82)	13%	(40)	5%	(15)	10%	(31)	3%	(9)	299
Very Unfavorable of Biden	41%	(340)	24%	(203)	10%	(80)	8%	(66)	14%	(118)	3%	(29)	835
#1 Issue: Economy	44%	(399)	27%	(249)	9%	(84)	6%	(52)	10%	(94)	4%	(36)	913
#1 Issue: Security	36%	(89)	24%	(59)	11%	(27)	9%	(22)	14%	(35)	5%	(12)	243
#1 Issue: Health Care	43%	(73)	27%	(46)	9%	(16)	2%	(3)	15%	(26)	4%	(7)	170
#1 Issue: Medicare / Social Security	32%	(85)	28%	(75)	17%	(44)	3%	(9)	16%	(42)	4%	(11)	266
#1 Issue: Women's Issues	49%	(151)	20%	(63)	6%	(20)	7%	(21)	13%	(40)	5%	(17)	311
#1 Issue: Education	47%	(28)	26%	(16)	10%	(6)	6%	(4)	11%	(6)	—	(0)	59
#1 Issue: Energy	41%	(55)	29%	(39)	9%	(12)	6%	(8)	9%	(13)	5%	(7)	134
#1 Issue: Other	37%	(43)	19%	(21)	14%	(16)	7%	(8)	20%	(22)	3%	(4)	115
2020 Vote: Joe Biden	42%	(396)	25%	(238)	12%	(117)	5%	(52)	11%	(108)	4%	(33)	945
2020 Vote: Donald Trump	39%	(289)	26%	(196)	11%	(82)	8%	(57)	12%	(90)	3%	(26)	740
2020 Vote: Other	32%	(22)	31%	(21)	7%	(4)	9%	(6)	18%	(12)	3%	(2)	67
2020 Vote: Didn't Vote	47%	(214)	25%	(112)	5%	(21)	2%	(11)	15%	(68)	7%	(32)	459
2018 House Vote: Democrat	43%	(321)	26%	(196)	13%	(98)	6%	(42)	10%	(74)	3%	(24)	755
2018 House Vote: Republican	37%	(219)	27%	(159)	12%	(71)	8%	(49)	12%	(73)	3%	(17)	589
2018 House Vote: Someone else	44%	(22)	26%	(13)	7%	(4)	1%	(1)	19%	(9)	4%	(2)	50
2016 Vote: Hillary Clinton	43%	(298)	26%	(177)	13%	(88)	6%	(41)	10%	(67)	3%	(23)	695
2016 Vote: Donald Trump	36%	(239)	30%	(195)	11%	(74)	7%	(49)	12%	(81)	3%	(18)	656
2016 Vote: Other	33%	(28)	26%	(22)	14%	(12)	2%	(2)	19%	(17)	6%	(5)	86
2016 Vote: Didn't Vote	46%	(352)	22%	(170)	7%	(50)	4%	(34)	15%	(112)	6%	(47)	765

Table MCFE26_12: *Do you have a favorable or unfavorable opinion of the following people?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*

Johnny Depp

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	42%	(922)	26%	(567)	10%	(225)	6%	(126)	13%	(278)	4%	(93)	2210
Voted in 2014: Yes	40%	(490)	26%	(318)	13%	(156)	7%	(83)	11%	(134)	4%	(46)	1227
Voted in 2014: No	44%	(432)	25%	(249)	7%	(69)	4%	(43)	15%	(144)	5%	(47)	983
4-Region: Northeast	39%	(150)	23%	(87)	10%	(38)	6%	(22)	18%	(69)	4%	(16)	383
4-Region: Midwest	40%	(181)	26%	(117)	10%	(47)	6%	(28)	15%	(68)	4%	(16)	456
4-Region: South	40%	(340)	29%	(241)	10%	(81)	6%	(47)	11%	(94)	5%	(42)	844
4-Region: West	48%	(250)	23%	(122)	11%	(59)	5%	(29)	9%	(48)	4%	(19)	527
TikTok Users	57%	(452)	21%	(163)	6%	(48)	5%	(39)	8%	(61)	4%	(31)	793
Twitch Users	54%	(116)	24%	(53)	7%	(14)	7%	(15)	7%	(15)	1%	(3)	216
2022 Sports Viewers/Attendees	43%	(634)	27%	(405)	12%	(172)	6%	(86)	10%	(143)	2%	(35)	1475
Monthly Moviegoers	54%	(173)	23%	(74)	9%	(27)	4%	(13)	6%	(18)	4%	(14)	320
Few Times per Year + Moviegoers	49%	(450)	27%	(244)	9%	(87)	6%	(51)	8%	(69)	2%	(18)	920
Heard Smile Campaign	56%	(306)	21%	(118)	6%	(34)	7%	(36)	6%	(32)	4%	(24)	551
Heard Minion Campaign	58%	(313)	21%	(115)	6%	(32)	6%	(31)	6%	(30)	3%	(18)	540
Listens to Podcasts	48%	(541)	25%	(284)	9%	(105)	6%	(64)	9%	(101)	3%	(37)	1132
Streaming Services User	46%	(823)	26%	(464)	9%	(160)	5%	(92)	10%	(182)	3%	(50)	1773
Netflix User	48%	(708)	25%	(374)	9%	(132)	5%	(70)	9%	(140)	3%	(49)	1474
Disney+ User	51%	(499)	25%	(242)	8%	(81)	5%	(47)	8%	(83)	3%	(32)	984
Heterosexual or straight	41%	(802)	27%	(525)	11%	(210)	5%	(104)	13%	(254)	4%	(76)	1971
Gay	50%	(34)	25%	(17)	6%	(4)	8%	(6)	9%	(6)	1%	(1)	68
Bisexual	57%	(50)	12%	(11)	4%	(4)	9%	(8)	12%	(10)	6%	(5)	88
Yes	53%	(37)	12%	(8)	6%	(5)	19%	(13)	4%	(3)	6%	(4)	70
No	41%	(885)	26%	(559)	10%	(220)	5%	(113)	13%	(275)	4%	(89)	2140

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

Table MCFE26_13: *Do you have a favorable or unfavorable opinion of the following people?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Tom Holland

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	22%	(487)	16%	(358)	4%	(82)	2%	(37)	19%	(424)	37%	(823)	2210
Gender: Male	25%	(262)	17%	(186)	5%	(52)	2%	(26)	16%	(170)	35%	(373)	1068
Gender: Female	20%	(224)	15%	(172)	3%	(30)	1%	(11)	22%	(255)	39%	(450)	1142
Age: 18-34	36%	(230)	20%	(128)	8%	(49)	3%	(19)	16%	(102)	18%	(114)	642
Age: 35-44	26%	(95)	21%	(76)	3%	(13)	2%	(7)	24%	(88)	24%	(87)	365
Age: 45-64	17%	(120)	12%	(88)	2%	(17)	1%	(7)	19%	(136)	48%	(345)	714
Age: 65+	9%	(42)	13%	(66)	1%	(3)	1%	(3)	20%	(99)	57%	(276)	489
GenZers: 1997-2012	43%	(110)	17%	(43)	9%	(24)	4%	(10)	10%	(26)	16%	(42)	256
Millennials: 1981-1996	27%	(177)	21%	(140)	6%	(36)	2%	(16)	22%	(145)	21%	(140)	653
GenXers: 1965-1980	24%	(134)	14%	(76)	3%	(15)	1%	(5)	19%	(107)	39%	(218)	555
Baby Boomers: 1946-1964	9%	(58)	14%	(97)	1%	(6)	1%	(6)	20%	(133)	55%	(372)	673
PID: Dem (no lean)	28%	(242)	19%	(164)	4%	(36)	2%	(15)	16%	(135)	31%	(268)	860
PID: Ind (no lean)	19%	(128)	14%	(97)	3%	(23)	1%	(9)	25%	(168)	37%	(249)	674
PID: Rep (no lean)	17%	(117)	14%	(97)	3%	(23)	2%	(13)	18%	(121)	45%	(306)	676
PID/Gender: Dem Men	34%	(132)	22%	(89)	5%	(19)	2%	(8)	11%	(42)	26%	(104)	394
PID/Gender: Dem Women	24%	(110)	16%	(75)	4%	(17)	1%	(7)	20%	(92)	35%	(164)	465
PID/Gender: Ind Men	21%	(73)	15%	(51)	5%	(17)	2%	(8)	22%	(76)	35%	(120)	345
PID/Gender: Ind Women	17%	(55)	14%	(46)	2%	(6)	—	(1)	28%	(92)	39%	(129)	329
PID/Gender: Rep Men	17%	(57)	14%	(46)	5%	(16)	3%	(9)	16%	(51)	45%	(149)	328
PID/Gender: Rep Women	17%	(60)	15%	(51)	2%	(7)	1%	(4)	20%	(70)	45%	(157)	348
Ideo: Liberal (1-3)	29%	(192)	21%	(137)	4%	(25)	2%	(14)	15%	(101)	29%	(187)	656
Ideo: Moderate (4)	21%	(157)	15%	(113)	4%	(31)	1%	(9)	22%	(167)	36%	(273)	751
Ideo: Conservative (5-7)	16%	(106)	14%	(96)	4%	(24)	2%	(13)	20%	(130)	45%	(298)	666
Educ: < College	22%	(315)	15%	(210)	3%	(48)	2%	(27)	19%	(276)	39%	(561)	1437
Educ: Bachelors degree	24%	(116)	19%	(96)	5%	(23)	2%	(9)	19%	(92)	32%	(155)	491
Educ: Post-grad	20%	(56)	19%	(52)	4%	(11)	—	(1)	20%	(56)	38%	(107)	282
Income: Under 50k	21%	(268)	15%	(193)	4%	(45)	1%	(18)	20%	(260)	38%	(487)	1271
Income: 50k-100k	24%	(155)	17%	(108)	4%	(27)	2%	(15)	17%	(115)	36%	(237)	656
Income: 100k+	22%	(64)	20%	(57)	4%	(10)	2%	(5)	17%	(49)	35%	(98)	283
Ethnicity: White	19%	(325)	17%	(288)	3%	(57)	1%	(23)	20%	(340)	40%	(679)	1711

Table MCFE26_13: *Do you have a favorable or unfavorable opinion of the following people?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Tom Holland

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	22%	(487)	16%	(358)	4%	(82)	2%	(37)	19%	(424)	37%	(823)	2210
Ethnicity: Hispanic	34%	(126)	16%	(58)	6%	(21)	2%	(9)	19%	(72)	23%	(87)	374
Ethnicity: Black	31%	(89)	13%	(38)	5%	(14)	3%	(7)	18%	(50)	30%	(84)	282
Ethnicity: Other	34%	(73)	15%	(33)	5%	(10)	3%	(7)	16%	(34)	28%	(60)	217
All Christian	18%	(188)	16%	(160)	3%	(34)	1%	(12)	20%	(203)	42%	(432)	1029
All Non-Christian	26%	(33)	19%	(24)	4%	(5)	1%	(1)	19%	(25)	32%	(41)	129
Atheist	31%	(31)	17%	(17)	5%	(5)	5%	(5)	18%	(18)	24%	(24)	99
Agnostic/Nothing in particular	24%	(141)	17%	(97)	3%	(18)	2%	(12)	19%	(114)	35%	(205)	587
Something Else	25%	(93)	16%	(60)	5%	(20)	2%	(7)	18%	(64)	33%	(122)	365
Religious Non-Protestant/Catholic	26%	(40)	18%	(28)	6%	(9)	1%	(1)	19%	(30)	30%	(46)	154
Evangelical	22%	(123)	14%	(79)	4%	(25)	2%	(10)	18%	(99)	40%	(222)	558
Non-Evangelical	19%	(149)	17%	(134)	3%	(24)	1%	(9)	20%	(159)	40%	(316)	792
Community: Urban	27%	(174)	16%	(103)	5%	(32)	2%	(11)	19%	(121)	31%	(196)	638
Community: Suburban	22%	(218)	17%	(176)	3%	(32)	2%	(17)	21%	(213)	35%	(359)	1014
Community: Rural	17%	(94)	14%	(80)	3%	(17)	2%	(9)	16%	(90)	48%	(268)	558
Employ: Private Sector	25%	(165)	21%	(139)	6%	(41)	2%	(14)	19%	(125)	26%	(169)	654
Employ: Government	34%	(46)	15%	(21)	5%	(7)	1%	(1)	14%	(19)	31%	(43)	136
Employ: Self-Employed	27%	(45)	18%	(31)	3%	(5)	4%	(7)	14%	(24)	33%	(55)	166
Employ: Homemaker	24%	(46)	17%	(33)	3%	(6)	2%	(4)	22%	(41)	32%	(60)	190
Employ: Student	44%	(27)	17%	(10)	9%	(6)	—	(0)	15%	(9)	15%	(10)	62
Employ: Retired	9%	(49)	12%	(69)	1%	(5)	1%	(4)	19%	(109)	58%	(327)	563
Employ: Unemployed	25%	(74)	12%	(37)	2%	(6)	1%	(4)	23%	(71)	36%	(110)	301
Employ: Other	25%	(34)	13%	(17)	5%	(7)	2%	(3)	19%	(26)	36%	(50)	137
Military HH: Yes	22%	(63)	15%	(42)	1%	(3)	1%	(4)	15%	(41)	46%	(130)	283
Military HH: No	22%	(424)	16%	(316)	4%	(78)	2%	(33)	20%	(383)	36%	(693)	1927
RD/WT: Right Direction	29%	(196)	17%	(112)	5%	(32)	2%	(12)	16%	(108)	31%	(206)	666
RD/WT: Wrong Track	19%	(290)	16%	(246)	3%	(50)	2%	(25)	20%	(316)	40%	(617)	1544
Biden Job Approve	27%	(263)	19%	(183)	4%	(40)	2%	(17)	16%	(154)	32%	(314)	970
Biden Job Disapprove	18%	(205)	14%	(166)	4%	(42)	2%	(20)	21%	(243)	41%	(468)	1144

Table MCFE26_13: *Do you have a favorable or unfavorable opinion of the following people?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Tom Holland

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	22%	(487)	16%	(358)	4%	(82)	2%	(37)	19%	(424)	37%	(823)	2210
Biden Job Strongly Approve	28%	(119)	16%	(70)	4%	(16)	2%	(8)	15%	(65)	36%	(155)	433
Biden Job Somewhat Approve	27%	(144)	21%	(113)	4%	(24)	2%	(8)	17%	(89)	30%	(159)	537
Biden Job Somewhat Disapprove	25%	(84)	18%	(63)	3%	(12)	1%	(5)	19%	(66)	33%	(111)	339
Biden Job Strongly Disapprove	15%	(121)	13%	(103)	4%	(30)	2%	(16)	22%	(177)	44%	(357)	805
Favorable of Biden	27%	(261)	18%	(177)	3%	(32)	2%	(15)	16%	(157)	34%	(327)	969
Unfavorable of Biden	19%	(211)	15%	(172)	4%	(43)	2%	(20)	21%	(233)	40%	(455)	1134
Very Favorable of Biden	29%	(141)	14%	(67)	3%	(13)	2%	(8)	16%	(75)	37%	(178)	482
Somewhat Favorable of Biden	25%	(120)	23%	(111)	4%	(19)	1%	(6)	17%	(82)	31%	(149)	487
Somewhat Unfavorable of Biden	28%	(83)	19%	(58)	5%	(15)	1%	(2)	18%	(53)	30%	(88)	299
Very Unfavorable of Biden	15%	(128)	14%	(114)	3%	(28)	2%	(18)	21%	(179)	44%	(367)	835
#1 Issue: Economy	24%	(220)	17%	(152)	3%	(28)	1%	(11)	20%	(182)	35%	(320)	913
#1 Issue: Security	16%	(38)	12%	(30)	5%	(13)	3%	(7)	17%	(42)	46%	(113)	243
#1 Issue: Health Care	28%	(47)	20%	(34)	6%	(10)	2%	(4)	19%	(32)	25%	(43)	170
#1 Issue: Medicare / Social Security	10%	(25)	17%	(47)	—	(1)	2%	(5)	19%	(50)	52%	(138)	266
#1 Issue: Women's Issues	28%	(86)	16%	(51)	4%	(14)	3%	(8)	19%	(59)	30%	(93)	311
#1 Issue: Education	38%	(22)	25%	(15)	10%	(6)	—	(0)	13%	(8)	14%	(8)	59
#1 Issue: Energy	22%	(30)	12%	(16)	7%	(9)	1%	(1)	18%	(25)	40%	(53)	134
#1 Issue: Other	15%	(17)	13%	(14)	1%	(1)	1%	(1)	23%	(27)	47%	(54)	115
2020 Vote: Joe Biden	28%	(265)	19%	(180)	3%	(30)	1%	(14)	17%	(158)	32%	(298)	945
2020 Vote: Donald Trump	16%	(117)	14%	(104)	4%	(27)	3%	(20)	20%	(151)	43%	(320)	740
2020 Vote: Other	19%	(13)	17%	(11)	4%	(2)	—	(0)	32%	(21)	29%	(19)	67
2020 Vote: Didn't Vote	20%	(92)	14%	(62)	5%	(22)	1%	(4)	20%	(94)	40%	(185)	459
2018 House Vote: Democrat	26%	(196)	20%	(148)	3%	(23)	2%	(14)	17%	(131)	32%	(243)	755
2018 House Vote: Republican	15%	(88)	14%	(85)	3%	(17)	2%	(11)	19%	(113)	47%	(274)	589
2018 House Vote: Someone else	20%	(10)	13%	(7)	4%	(2)	4%	(2)	26%	(13)	34%	(17)	50
2016 Vote: Hillary Clinton	27%	(186)	19%	(132)	2%	(16)	2%	(14)	17%	(121)	32%	(225)	695
2016 Vote: Donald Trump	14%	(94)	15%	(101)	3%	(19)	2%	(11)	20%	(130)	46%	(300)	656
2016 Vote: Other	19%	(16)	19%	(16)	4%	(4)	—	(0)	20%	(17)	38%	(33)	86
2016 Vote: Didn't Vote	24%	(186)	14%	(108)	6%	(42)	2%	(12)	20%	(155)	34%	(261)	765

Table MCFE26_13: *Do you have a favorable or unfavorable opinion of the following people?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Tom Holland

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	22%	(487)	16%	(358)	4%	(82)	2%	(37)	19%	(424)	37%	(823)	2210
Voted in 2014: Yes	19%	(235)	17%	(211)	3%	(31)	2%	(25)	19%	(227)	41%	(497)	1227
Voted in 2014: No	26%	(251)	15%	(147)	5%	(51)	1%	(12)	20%	(197)	33%	(326)	983
4-Region: Northeast	20%	(77)	18%	(70)	2%	(8)	2%	(6)	21%	(79)	37%	(143)	383
4-Region: Midwest	18%	(84)	17%	(77)	5%	(21)	2%	(7)	19%	(86)	40%	(182)	456
4-Region: South	22%	(182)	16%	(136)	4%	(33)	2%	(18)	18%	(149)	39%	(326)	844
4-Region: West	27%	(143)	14%	(75)	4%	(20)	1%	(6)	21%	(111)	33%	(172)	527
TikTok Users	35%	(277)	16%	(124)	5%	(44)	2%	(12)	15%	(116)	28%	(219)	793
Twitch Users	42%	(90)	25%	(53)	6%	(14)	3%	(7)	12%	(25)	13%	(27)	216
2022 Sports Viewers/Attendees	25%	(364)	18%	(264)	5%	(68)	2%	(24)	18%	(269)	33%	(487)	1475
Monthly Moviegoers	43%	(139)	23%	(75)	5%	(15)	3%	(8)	11%	(34)	15%	(49)	320
Few Times per Year + Moviegoers	34%	(314)	21%	(190)	5%	(49)	2%	(22)	14%	(126)	24%	(220)	920
Heard Smile Campaign	38%	(208)	21%	(116)	8%	(43)	3%	(17)	13%	(72)	17%	(94)	551
Heard Minion Campaign	40%	(218)	21%	(114)	6%	(32)	4%	(21)	13%	(70)	16%	(85)	540
Listens to Podcasts	28%	(318)	20%	(230)	6%	(64)	2%	(28)	18%	(202)	26%	(289)	1132
Streaming Services User	26%	(455)	18%	(326)	4%	(72)	2%	(31)	19%	(330)	32%	(559)	1773
Netflix User	28%	(417)	18%	(269)	5%	(70)	2%	(27)	17%	(253)	30%	(438)	1474
Disney+ User	35%	(340)	20%	(193)	6%	(56)	2%	(17)	16%	(162)	22%	(217)	984
Heterosexual or straight	20%	(403)	16%	(320)	4%	(73)	2%	(33)	19%	(380)	39%	(761)	1971
Gay	46%	(31)	14%	(10)	1%	(1)	3%	(2)	14%	(9)	22%	(15)	68
Bisexual	33%	(29)	18%	(16)	3%	(3)	—	(0)	20%	(18)	25%	(23)	88
Yes	41%	(29)	10%	(7)	6%	(4)	3%	(2)	21%	(15)	19%	(13)	70
No	21%	(458)	16%	(351)	4%	(77)	2%	(35)	19%	(409)	38%	(810)	2140

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

Table MCFE26_14: *Do you have a favorable or unfavorable opinion of the following people?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Dwayne Johnson

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	46%	(1011)	25%	(562)	5%	(117)	3%	(63)	13%	(287)	8%	(171)	2210
Gender: Male	46%	(488)	27%	(285)	6%	(68)	3%	(34)	11%	(112)	8%	(80)	1068
Gender: Female	46%	(523)	24%	(277)	4%	(48)	3%	(29)	15%	(174)	8%	(91)	1142
Age: 18-34	48%	(306)	25%	(162)	6%	(35)	3%	(17)	11%	(67)	8%	(54)	642
Age: 35-44	51%	(186)	22%	(80)	5%	(19)	4%	(13)	14%	(53)	4%	(14)	365
Age: 45-64	49%	(352)	24%	(172)	5%	(38)	3%	(23)	11%	(77)	7%	(52)	714
Age: 65+	34%	(167)	30%	(148)	5%	(24)	2%	(9)	18%	(89)	10%	(51)	489
GenZers: 1997-2012	48%	(124)	22%	(56)	7%	(17)	3%	(7)	10%	(25)	11%	(28)	256
Millennials: 1981-1996	48%	(313)	26%	(169)	5%	(33)	3%	(20)	12%	(81)	6%	(37)	653
GenXers: 1965-1980	55%	(304)	22%	(121)	4%	(21)	3%	(17)	11%	(59)	6%	(32)	555
Baby Boomers: 1946-1964	37%	(250)	30%	(199)	6%	(42)	3%	(20)	16%	(106)	8%	(57)	673
PID: Dem (no lean)	50%	(429)	26%	(224)	5%	(46)	2%	(21)	10%	(87)	6%	(53)	860
PID: Ind (no lean)	43%	(288)	25%	(166)	5%	(32)	3%	(21)	16%	(111)	8%	(57)	674
PID: Rep (no lean)	43%	(293)	25%	(172)	6%	(39)	3%	(22)	13%	(89)	9%	(61)	676
PID/Gender: Dem Men	52%	(205)	26%	(102)	5%	(22)	3%	(13)	8%	(31)	5%	(21)	394
PID/Gender: Dem Women	48%	(224)	26%	(122)	5%	(24)	2%	(7)	12%	(56)	7%	(32)	465
PID/Gender: Ind Men	43%	(150)	26%	(90)	6%	(22)	3%	(9)	14%	(47)	8%	(28)	345
PID/Gender: Ind Women	42%	(139)	23%	(76)	3%	(10)	4%	(12)	19%	(63)	9%	(29)	329
PID/Gender: Rep Men	41%	(133)	28%	(93)	7%	(25)	4%	(12)	10%	(34)	10%	(31)	328
PID/Gender: Rep Women	46%	(160)	23%	(79)	4%	(14)	3%	(10)	16%	(55)	9%	(30)	348
Ideo: Liberal (1-3)	50%	(325)	27%	(179)	6%	(39)	3%	(20)	10%	(66)	4%	(27)	656
Ideo: Moderate (4)	47%	(353)	24%	(177)	4%	(32)	2%	(18)	15%	(115)	7%	(56)	751
Ideo: Conservative (5-7)	41%	(271)	27%	(181)	6%	(42)	4%	(25)	13%	(86)	9%	(61)	666
Educ: < College	46%	(668)	25%	(356)	5%	(72)	3%	(39)	13%	(186)	8%	(117)	1437
Educ: Bachelors degree	45%	(223)	26%	(129)	6%	(28)	3%	(16)	13%	(65)	6%	(30)	491
Educ: Post-grad	43%	(121)	27%	(76)	6%	(17)	3%	(8)	13%	(36)	9%	(24)	282
Income: Under 50k	45%	(567)	25%	(319)	4%	(54)	2%	(25)	15%	(190)	9%	(115)	1271
Income: 50k-100k	48%	(313)	24%	(160)	7%	(43)	4%	(25)	11%	(75)	6%	(39)	656
Income: 100k+	46%	(131)	29%	(82)	7%	(19)	4%	(12)	8%	(22)	6%	(17)	283
Ethnicity: White	43%	(731)	27%	(465)	5%	(88)	3%	(51)	14%	(242)	8%	(134)	1711

Table MCFE26_14: *Do you have a favorable or unfavorable opinion of the following people?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Dwayne Johnson

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	46%	(1011)	25%	(562)	5%	(117)	3%	(63)	13%	(287)	8%	(171)	2210
Ethnicity: Hispanic	53%	(197)	21%	(78)	5%	(19)	1%	(3)	9%	(35)	11%	(42)	374
Ethnicity: Black	59%	(168)	17%	(49)	5%	(15)	3%	(8)	7%	(20)	8%	(22)	282
Ethnicity: Other	52%	(113)	22%	(48)	6%	(14)	2%	(3)	11%	(24)	7%	(15)	217
All Christian	45%	(460)	26%	(272)	6%	(60)	3%	(29)	13%	(132)	7%	(77)	1029
All Non-Christian	39%	(50)	27%	(35)	4%	(5)	2%	(3)	16%	(20)	12%	(15)	129
Atheist	49%	(49)	25%	(25)	5%	(5)	3%	(3)	14%	(14)	3%	(3)	99
Agnostic/Nothing in particular	41%	(244)	25%	(148)	6%	(32)	3%	(20)	16%	(94)	8%	(49)	587
Something Else	57%	(207)	23%	(82)	4%	(14)	2%	(8)	7%	(27)	7%	(27)	365
Religious Non-Protestant/Catholic	40%	(62)	25%	(38)	5%	(8)	3%	(4)	17%	(27)	10%	(15)	154
Evangelical	48%	(265)	26%	(142)	6%	(31)	3%	(17)	11%	(59)	8%	(43)	558
Non-Evangelical	48%	(381)	26%	(207)	5%	(40)	2%	(17)	11%	(88)	7%	(58)	792
Community: Urban	48%	(309)	24%	(152)	5%	(32)	3%	(21)	11%	(71)	8%	(52)	638
Community: Suburban	44%	(447)	25%	(256)	6%	(65)	2%	(24)	15%	(156)	7%	(67)	1014
Community: Rural	46%	(255)	28%	(154)	4%	(20)	3%	(17)	11%	(60)	9%	(52)	558
Employ: Private Sector	51%	(336)	24%	(158)	6%	(40)	3%	(22)	10%	(67)	5%	(32)	654
Employ: Government	56%	(77)	21%	(29)	3%	(5)	2%	(2)	11%	(14)	7%	(9)	136
Employ: Self-Employed	49%	(81)	21%	(34)	7%	(11)	6%	(10)	11%	(19)	7%	(11)	166
Employ: Homemaker	47%	(90)	27%	(52)	2%	(4)	3%	(6)	12%	(24)	8%	(15)	190
Employ: Student	51%	(31)	23%	(14)	6%	(4)	3%	(2)	11%	(7)	6%	(4)	62
Employ: Retired	36%	(202)	29%	(166)	5%	(31)	2%	(12)	18%	(99)	10%	(54)	563
Employ: Unemployed	42%	(128)	26%	(79)	5%	(14)	2%	(6)	13%	(40)	12%	(36)	301
Employ: Other	49%	(67)	22%	(30)	6%	(9)	3%	(4)	13%	(18)	7%	(10)	137
Military HH: Yes	50%	(142)	27%	(78)	6%	(17)	3%	(7)	9%	(25)	5%	(14)	283
Military HH: No	45%	(869)	25%	(484)	5%	(99)	3%	(56)	14%	(262)	8%	(157)	1927
RD/WT: Right Direction	50%	(331)	25%	(165)	4%	(28)	3%	(18)	11%	(75)	7%	(50)	666
RD/WT: Wrong Track	44%	(680)	26%	(397)	6%	(88)	3%	(45)	14%	(212)	8%	(122)	1544
Biden Job Approve	49%	(475)	28%	(270)	4%	(40)	2%	(23)	10%	(101)	6%	(61)	970
Biden Job Disapprove	44%	(504)	24%	(276)	6%	(70)	3%	(40)	14%	(162)	8%	(92)	1144

Table MCFE26_14: *Do you have a favorable or unfavorable opinion of the following people?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Dwayne Johnson

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	46%	(1011)	25%	(562)	5%	(117)	3%	(63)	13%	(287)	8%	(171)	2210
Biden Job Strongly Approve	55%	(237)	21%	(90)	4%	(17)	3%	(11)	11%	(47)	7%	(30)	433
Biden Job Somewhat Approve	44%	(237)	34%	(180)	4%	(24)	2%	(12)	10%	(53)	6%	(31)	537
Biden Job Somewhat Disapprove	47%	(158)	27%	(90)	6%	(19)	2%	(5)	14%	(47)	6%	(20)	339
Biden Job Strongly Disapprove	43%	(346)	23%	(186)	6%	(52)	4%	(35)	14%	(115)	9%	(72)	805
Favorable of Biden	50%	(485)	27%	(262)	4%	(42)	2%	(21)	10%	(101)	6%	(58)	969
Unfavorable of Biden	44%	(499)	25%	(279)	6%	(73)	3%	(39)	13%	(149)	8%	(94)	1134
Very Favorable of Biden	56%	(271)	21%	(101)	3%	(16)	2%	(10)	9%	(46)	8%	(38)	482
Somewhat Favorable of Biden	44%	(214)	33%	(161)	5%	(25)	2%	(12)	11%	(55)	4%	(20)	487
Somewhat Unfavorable of Biden	48%	(145)	30%	(88)	5%	(15)	1%	(3)	10%	(29)	6%	(19)	299
Very Unfavorable of Biden	42%	(355)	23%	(191)	7%	(58)	4%	(36)	14%	(120)	9%	(75)	835
#1 Issue: Economy	48%	(442)	26%	(233)	5%	(46)	2%	(22)	12%	(107)	7%	(62)	913
#1 Issue: Security	38%	(91)	24%	(59)	8%	(20)	5%	(13)	14%	(35)	10%	(25)	243
#1 Issue: Health Care	48%	(82)	26%	(44)	3%	(5)	5%	(8)	13%	(22)	5%	(8)	170
#1 Issue: Medicare / Social Security	38%	(100)	26%	(70)	6%	(17)	2%	(5)	17%	(45)	11%	(29)	266
#1 Issue: Women's Issues	49%	(154)	26%	(80)	5%	(14)	2%	(6)	11%	(33)	8%	(24)	311
#1 Issue: Education	47%	(28)	29%	(17)	7%	(4)	1%	(1)	11%	(6)	5%	(3)	59
#1 Issue: Energy	49%	(66)	23%	(31)	3%	(4)	3%	(4)	12%	(16)	10%	(14)	134
#1 Issue: Other	42%	(49)	23%	(27)	5%	(6)	3%	(4)	20%	(23)	5%	(6)	115
2020 Vote: Joe Biden	51%	(477)	25%	(238)	5%	(50)	2%	(21)	11%	(105)	6%	(54)	945
2020 Vote: Donald Trump	41%	(304)	26%	(194)	7%	(48)	4%	(27)	14%	(106)	8%	(61)	740
2020 Vote: Other	41%	(28)	26%	(18)	4%	(3)	5%	(3)	15%	(10)	8%	(5)	67
2020 Vote: Didn't Vote	44%	(202)	25%	(113)	3%	(16)	3%	(12)	14%	(65)	11%	(51)	459
2018 House Vote: Democrat	51%	(385)	26%	(194)	5%	(40)	3%	(20)	10%	(77)	5%	(40)	755
2018 House Vote: Republican	41%	(240)	25%	(149)	7%	(39)	4%	(26)	14%	(81)	9%	(54)	589
2018 House Vote: Someone else	49%	(24)	21%	(10)	8%	(4)	1%	(1)	16%	(8)	5%	(3)	50
2016 Vote: Hillary Clinton	51%	(354)	25%	(175)	5%	(34)	3%	(20)	10%	(72)	6%	(39)	695
2016 Vote: Donald Trump	41%	(272)	27%	(178)	7%	(45)	3%	(23)	13%	(87)	8%	(52)	656
2016 Vote: Other	47%	(41)	21%	(18)	4%	(4)	2%	(2)	17%	(15)	8%	(7)	86
2016 Vote: Didn't Vote	44%	(339)	25%	(190)	4%	(34)	2%	(18)	15%	(111)	10%	(73)	765

Table MCFE26_14: *Do you have a favorable or unfavorable opinion of the following people?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Dwayne Johnson

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	46%	(1011)	25%	(562)	5%	(117)	3%	(63)	13%	(287)	8%	(171)	2210
Voted in 2014: Yes	46%	(568)	24%	(298)	6%	(72)	4%	(43)	13%	(155)	7%	(91)	1227
Voted in 2014: No	45%	(443)	27%	(263)	5%	(45)	2%	(20)	13%	(132)	8%	(80)	983
4-Region: Northeast	42%	(161)	28%	(108)	5%	(18)	3%	(11)	14%	(53)	8%	(31)	383
4-Region: Midwest	42%	(192)	28%	(126)	5%	(22)	4%	(16)	15%	(68)	7%	(33)	456
4-Region: South	47%	(399)	24%	(207)	5%	(44)	3%	(26)	12%	(103)	8%	(66)	844
4-Region: West	49%	(259)	23%	(121)	6%	(32)	2%	(10)	12%	(63)	8%	(41)	527
TikTok Users	57%	(448)	21%	(165)	5%	(36)	2%	(19)	9%	(69)	7%	(55)	793
Twitch Users	55%	(118)	26%	(57)	6%	(12)	3%	(6)	7%	(15)	3%	(6)	216
2022 Sports Viewers/Attendees	50%	(739)	26%	(382)	6%	(85)	3%	(42)	10%	(153)	5%	(75)	1475
Monthly Moviegoers	60%	(191)	23%	(73)	4%	(13)	2%	(8)	7%	(22)	4%	(14)	320
Few Times per Year + Moviegoers	55%	(510)	23%	(216)	6%	(59)	3%	(29)	8%	(70)	4%	(37)	920
Heard Smile Campaign	56%	(307)	25%	(135)	6%	(31)	3%	(16)	7%	(37)	5%	(25)	551
Heard Minion Campaign	59%	(318)	23%	(122)	4%	(22)	3%	(15)	8%	(42)	4%	(21)	540
Listens to Podcasts	51%	(578)	25%	(285)	6%	(64)	3%	(35)	10%	(113)	5%	(57)	1132
Streaming Services User	50%	(883)	26%	(469)	5%	(97)	3%	(51)	11%	(189)	5%	(84)	1773
Netflix User	51%	(755)	25%	(370)	5%	(78)	2%	(35)	10%	(150)	6%	(85)	1474
Disney+ User	55%	(539)	26%	(251)	4%	(44)	2%	(22)	7%	(73)	6%	(55)	984
Heterosexual or straight	46%	(906)	25%	(502)	5%	(102)	3%	(56)	13%	(256)	8%	(148)	1971
Gay	54%	(37)	24%	(16)	6%	(4)	2%	(2)	9%	(6)	4%	(3)	68
Bisexual	48%	(43)	22%	(20)	3%	(3)	3%	(3)	18%	(16)	5%	(4)	88
Yes	48%	(34)	24%	(17)	6%	(4)	4%	(3)	15%	(11)	2%	(2)	70
No	46%	(977)	25%	(545)	5%	(112)	3%	(60)	13%	(276)	8%	(170)	2140

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

Table MCFE26_15: *Do you have a favorable or unfavorable opinion of the following people?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Mark Ruffalo

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	23%	(511)	19%	(421)	4%	(82)	3%	(76)	17%	(374)	34%	(745)	2210
Gender: Male	24%	(254)	21%	(219)	4%	(47)	5%	(55)	15%	(159)	31%	(333)	1068
Gender: Female	23%	(257)	18%	(202)	3%	(34)	2%	(21)	19%	(215)	36%	(412)	1142
Age: 18-34	26%	(164)	18%	(119)	6%	(36)	4%	(23)	14%	(91)	33%	(209)	642
Age: 35-44	30%	(110)	20%	(74)	3%	(12)	3%	(12)	15%	(56)	28%	(101)	365
Age: 45-64	23%	(161)	18%	(127)	3%	(22)	4%	(29)	18%	(127)	35%	(247)	714
Age: 65+	15%	(75)	21%	(102)	2%	(12)	2%	(12)	20%	(100)	39%	(188)	489
GenZers: 1997-2012	24%	(63)	15%	(40)	6%	(14)	5%	(13)	11%	(28)	39%	(99)	256
Millennials: 1981-1996	27%	(176)	21%	(135)	5%	(32)	3%	(21)	15%	(100)	29%	(189)	653
GenXers: 1965-1980	28%	(155)	16%	(90)	3%	(14)	3%	(18)	17%	(96)	33%	(182)	555
Baby Boomers: 1946-1964	16%	(108)	22%	(148)	3%	(19)	4%	(25)	21%	(139)	35%	(234)	673
PID: Dem (no lean)	32%	(273)	22%	(192)	3%	(26)	2%	(21)	13%	(111)	28%	(237)	860
PID: Ind (no lean)	21%	(140)	16%	(108)	4%	(26)	3%	(19)	21%	(140)	36%	(241)	674
PID: Rep (no lean)	14%	(98)	18%	(121)	4%	(29)	5%	(37)	18%	(124)	40%	(267)	676
PID/Gender: Dem Men	33%	(128)	25%	(97)	4%	(17)	3%	(10)	11%	(43)	25%	(98)	394
PID/Gender: Dem Women	31%	(145)	20%	(95)	2%	(9)	2%	(10)	14%	(67)	30%	(139)	465
PID/Gender: Ind Men	21%	(73)	19%	(67)	5%	(17)	5%	(16)	19%	(64)	32%	(109)	345
PID/Gender: Ind Women	20%	(67)	13%	(42)	3%	(10)	1%	(3)	23%	(76)	40%	(132)	329
PID/Gender: Rep Men	16%	(52)	17%	(55)	4%	(14)	9%	(29)	16%	(52)	38%	(126)	328
PID/Gender: Rep Women	13%	(46)	19%	(66)	4%	(15)	2%	(8)	21%	(72)	41%	(141)	348
Ideo: Liberal (1-3)	36%	(236)	23%	(152)	4%	(25)	3%	(18)	13%	(86)	21%	(140)	656
Ideo: Moderate (4)	20%	(151)	18%	(132)	3%	(23)	2%	(15)	19%	(142)	38%	(287)	751
Ideo: Conservative (5-7)	16%	(105)	19%	(125)	5%	(31)	6%	(42)	18%	(120)	37%	(243)	666
Educ: < College	21%	(299)	16%	(229)	3%	(49)	4%	(58)	18%	(257)	38%	(544)	1437
Educ: Bachelors degree	28%	(139)	27%	(131)	4%	(21)	2%	(10)	13%	(66)	25%	(124)	491
Educ: Post-grad	26%	(73)	22%	(62)	4%	(12)	3%	(8)	18%	(51)	27%	(77)	282
Income: Under 50k	22%	(276)	17%	(220)	3%	(44)	3%	(39)	17%	(215)	38%	(477)	1271
Income: 50k-100k	25%	(163)	18%	(121)	3%	(23)	4%	(28)	18%	(119)	31%	(202)	656
Income: 100k+	25%	(71)	29%	(81)	5%	(15)	3%	(9)	14%	(39)	24%	(67)	283
Ethnicity: White	23%	(390)	20%	(346)	3%	(59)	4%	(61)	18%	(304)	32%	(551)	1711

Table MCFE26_15: *Do you have a favorable or unfavorable opinion of the following people?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Mark Ruffalo

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	23%	(511)	19%	(421)	4%	(82)	3%	(76)	17%	(374)	34%	(745)	2210
Ethnicity: Hispanic	33%	(122)	16%	(61)	3%	(12)	4%	(15)	15%	(55)	29%	(109)	374
Ethnicity: Black	24%	(67)	15%	(42)	4%	(11)	3%	(9)	12%	(35)	42%	(119)	282
Ethnicity: Other	25%	(54)	15%	(34)	5%	(12)	3%	(6)	17%	(36)	35%	(76)	217
All Christian	22%	(222)	20%	(210)	3%	(36)	3%	(35)	17%	(170)	35%	(356)	1029
All Non-Christian	27%	(34)	21%	(27)	4%	(5)	4%	(5)	16%	(20)	29%	(37)	129
Atheist	33%	(33)	26%	(26)	2%	(1)	5%	(5)	17%	(16)	18%	(18)	99
Agnostic/Nothing in particular	22%	(130)	17%	(102)	4%	(23)	3%	(20)	18%	(104)	35%	(208)	587
Something Else	25%	(92)	16%	(57)	4%	(16)	3%	(12)	17%	(63)	35%	(126)	365
Religious Non-Protestant/Catholic	28%	(43)	20%	(31)	5%	(8)	3%	(5)	15%	(23)	28%	(44)	154
Evangelical	22%	(124)	16%	(90)	5%	(25)	3%	(17)	18%	(98)	37%	(204)	558
Non-Evangelical	22%	(177)	21%	(169)	3%	(24)	4%	(30)	16%	(130)	33%	(262)	792
Community: Urban	29%	(185)	18%	(117)	4%	(24)	4%	(23)	12%	(78)	33%	(211)	638
Community: Suburban	23%	(232)	21%	(211)	4%	(39)	3%	(35)	19%	(194)	30%	(303)	1014
Community: Rural	17%	(94)	17%	(94)	3%	(18)	3%	(19)	18%	(102)	41%	(231)	558
Employ: Private Sector	28%	(184)	22%	(145)	5%	(33)	4%	(23)	16%	(108)	25%	(161)	654
Employ: Government	27%	(36)	17%	(24)	2%	(2)	4%	(5)	11%	(15)	39%	(54)	136
Employ: Self-Employed	23%	(39)	20%	(33)	4%	(7)	6%	(10)	15%	(25)	31%	(52)	166
Employ: Homemaker	21%	(40)	19%	(36)	4%	(7)	1%	(1)	20%	(39)	35%	(67)	190
Employ: Student	20%	(12)	13%	(8)	6%	(4)	2%	(1)	14%	(9)	45%	(28)	62
Employ: Retired	17%	(94)	20%	(113)	3%	(15)	4%	(20)	19%	(108)	38%	(212)	563
Employ: Unemployed	26%	(77)	13%	(40)	2%	(7)	3%	(9)	17%	(52)	38%	(115)	301
Employ: Other	21%	(29)	16%	(22)	4%	(6)	4%	(6)	13%	(18)	41%	(56)	137
Military HH: Yes	26%	(74)	15%	(43)	4%	(11)	4%	(12)	18%	(50)	33%	(93)	283
Military HH: No	23%	(437)	20%	(378)	4%	(71)	3%	(64)	17%	(324)	34%	(653)	1927
RD/WT: Right Direction	33%	(221)	18%	(122)	4%	(27)	2%	(13)	15%	(97)	28%	(186)	666
RD/WT: Wrong Track	19%	(290)	19%	(299)	4%	(55)	4%	(63)	18%	(277)	36%	(559)	1544
Biden Job Approve	32%	(313)	21%	(207)	3%	(31)	2%	(16)	14%	(137)	28%	(267)	970
Biden Job Disapprove	16%	(184)	18%	(210)	4%	(49)	5%	(57)	19%	(214)	38%	(430)	1144

Table MCFE26_15: *Do you have a favorable or unfavorable opinion of the following people?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Mark Ruffalo

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	23%	(511)	19%	(421)	4%	(82)	3%	(76)	17%	(374)	34%	(745)	2210
Biden Job Strongly Approve	36%	(156)	20%	(87)	3%	(12)	1%	(6)	14%	(59)	26%	(112)	433
Biden Job Somewhat Approve	29%	(156)	22%	(120)	4%	(19)	2%	(10)	14%	(77)	29%	(155)	537
Biden Job Somewhat Disapprove	20%	(69)	22%	(73)	4%	(15)	1%	(4)	16%	(56)	36%	(122)	339
Biden Job Strongly Disapprove	14%	(115)	17%	(137)	4%	(33)	7%	(53)	20%	(158)	38%	(308)	805
Favorable of Biden	32%	(311)	21%	(205)	3%	(25)	1%	(11)	14%	(134)	29%	(283)	969
Unfavorable of Biden	16%	(186)	18%	(207)	4%	(50)	6%	(62)	19%	(212)	37%	(416)	1134
Very Favorable of Biden	37%	(176)	17%	(84)	2%	(8)	1%	(7)	14%	(67)	29%	(140)	482
Somewhat Favorable of Biden	28%	(135)	25%	(121)	4%	(17)	1%	(4)	14%	(66)	29%	(144)	487
Somewhat Unfavorable of Biden	23%	(69)	19%	(58)	4%	(13)	2%	(7)	17%	(50)	34%	(102)	299
Very Unfavorable of Biden	14%	(117)	18%	(149)	4%	(37)	7%	(56)	19%	(162)	38%	(314)	835
#1 Issue: Economy	23%	(208)	19%	(170)	4%	(34)	4%	(33)	19%	(170)	33%	(299)	913
#1 Issue: Security	13%	(33)	21%	(50)	4%	(11)	7%	(18)	16%	(39)	38%	(92)	243
#1 Issue: Health Care	33%	(56)	17%	(29)	6%	(11)	2%	(3)	15%	(25)	27%	(46)	170
#1 Issue: Medicare / Social Security	17%	(44)	20%	(54)	4%	(11)	1%	(3)	17%	(45)	41%	(109)	266
#1 Issue: Women's Issues	29%	(90)	19%	(59)	2%	(7)	2%	(7)	13%	(40)	35%	(108)	311
#1 Issue: Education	36%	(21)	17%	(10)	7%	(4)	2%	(1)	10%	(6)	28%	(16)	59
#1 Issue: Energy	26%	(35)	19%	(26)	2%	(3)	5%	(6)	19%	(25)	28%	(38)	134
#1 Issue: Other	21%	(25)	20%	(22)	1%	(1)	5%	(6)	21%	(24)	32%	(37)	115
2020 Vote: Joe Biden	31%	(292)	22%	(212)	3%	(32)	1%	(14)	15%	(143)	27%	(253)	945
2020 Vote: Donald Trump	17%	(126)	18%	(134)	4%	(30)	6%	(45)	19%	(138)	36%	(267)	740
2020 Vote: Other	16%	(11)	11%	(7)	9%	(6)	7%	(5)	30%	(20)	26%	(17)	67
2020 Vote: Didn't Vote	18%	(83)	15%	(68)	3%	(14)	3%	(13)	16%	(74)	45%	(207)	459
2018 House Vote: Democrat	33%	(247)	23%	(177)	3%	(24)	3%	(19)	13%	(97)	25%	(190)	755
2018 House Vote: Republican	16%	(92)	17%	(102)	4%	(23)	6%	(35)	18%	(107)	39%	(230)	589
2018 House Vote: Someone else	17%	(8)	17%	(8)	6%	(3)	5%	(3)	28%	(14)	27%	(13)	50
2016 Vote: Hillary Clinton	32%	(224)	23%	(161)	2%	(16)	2%	(17)	14%	(94)	26%	(182)	695
2016 Vote: Donald Trump	16%	(108)	20%	(129)	3%	(21)	5%	(32)	18%	(120)	37%	(246)	656
2016 Vote: Other	15%	(13)	16%	(14)	7%	(6)	3%	(3)	32%	(27)	27%	(23)	86
2016 Vote: Didn't Vote	21%	(164)	15%	(116)	5%	(37)	3%	(25)	17%	(132)	38%	(291)	765

Table MCFE26_15: *Do you have a favorable or unfavorable opinion of the following people? If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Mark Ruffalo

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	23%	(511)	19%	(421)	4%	(82)	3%	(76)	17%	(374)	34%	(745)	2210
Voted in 2014: Yes	24%	(295)	21%	(254)	3%	(40)	4%	(47)	16%	(201)	32%	(388)	1227
Voted in 2014: No	22%	(216)	17%	(168)	4%	(41)	3%	(29)	18%	(173)	36%	(357)	983
4-Region: Northeast	23%	(88)	23%	(89)	3%	(10)	2%	(9)	16%	(61)	33%	(126)	383
4-Region: Midwest	21%	(97)	19%	(87)	2%	(11)	5%	(25)	20%	(90)	32%	(146)	456
4-Region: South	20%	(173)	18%	(148)	5%	(45)	3%	(25)	17%	(144)	37%	(310)	844
4-Region: West	29%	(153)	19%	(98)	3%	(16)	3%	(17)	15%	(79)	31%	(163)	527
TikTok Users	28%	(224)	18%	(143)	4%	(31)	3%	(27)	13%	(104)	33%	(264)	793
Twitch Users	34%	(72)	24%	(53)	8%	(16)	4%	(9)	11%	(24)	19%	(41)	216
2022 Sports Viewers/Attendees	26%	(378)	22%	(327)	4%	(62)	4%	(62)	16%	(237)	28%	(409)	1475
Monthly Moviegoers	37%	(118)	24%	(78)	5%	(15)	6%	(18)	11%	(35)	17%	(55)	320
Few Times per Year + Moviegoers	32%	(299)	23%	(208)	5%	(45)	4%	(40)	13%	(123)	22%	(206)	920
Heard Smile Campaign	32%	(178)	21%	(118)	7%	(39)	4%	(21)	13%	(69)	23%	(126)	551
Heard Minion Campaign	35%	(187)	21%	(115)	6%	(33)	3%	(16)	12%	(66)	23%	(124)	540
Listens to Podcasts	30%	(335)	21%	(240)	5%	(54)	5%	(56)	15%	(167)	25%	(279)	1132
Streaming Services User	26%	(462)	21%	(373)	4%	(69)	3%	(59)	17%	(299)	29%	(511)	1773
Netflix User	28%	(406)	21%	(309)	4%	(59)	3%	(47)	16%	(234)	28%	(419)	1474
Disney+ User	32%	(316)	21%	(211)	5%	(45)	3%	(28)	15%	(150)	24%	(234)	984
Heterosexual or straight	22%	(437)	20%	(386)	4%	(77)	4%	(73)	17%	(334)	34%	(664)	1971
Gay	43%	(29)	15%	(10)	—	(0)	3%	(2)	14%	(10)	24%	(17)	68
Bisexual	23%	(20)	11%	(10)	3%	(3)	2%	(1)	25%	(22)	36%	(32)	88
Yes	33%	(23)	12%	(8)	5%	(3)	3%	(2)	23%	(16)	25%	(17)	70
No	23%	(488)	19%	(413)	4%	(79)	3%	(74)	17%	(358)	34%	(728)	2140

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

Table MCFE26_16: *Do you have a favorable or unfavorable opinion of the following people?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Emma Watson

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	31%	(692)	28%	(615)	4%	(80)	3%	(60)	18%	(408)	16%	(355)	2210
Gender: Male	30%	(320)	28%	(295)	4%	(44)	3%	(35)	18%	(197)	16%	(175)	1068
Gender: Female	33%	(372)	28%	(320)	3%	(35)	2%	(25)	18%	(211)	16%	(179)	1142
Age: 18-34	36%	(234)	27%	(170)	6%	(37)	4%	(24)	15%	(94)	13%	(82)	642
Age: 35-44	36%	(130)	30%	(109)	4%	(13)	4%	(13)	19%	(69)	8%	(31)	365
Age: 45-64	29%	(207)	25%	(182)	2%	(15)	2%	(16)	20%	(146)	21%	(148)	714
Age: 65+	25%	(121)	31%	(154)	3%	(14)	1%	(7)	20%	(100)	19%	(94)	489
GenZers: 1997-2012	34%	(87)	25%	(64)	5%	(13)	4%	(11)	13%	(33)	19%	(48)	256
Millennials: 1981-1996	36%	(238)	29%	(191)	5%	(34)	4%	(25)	17%	(111)	8%	(54)	653
GenXers: 1965-1980	31%	(175)	26%	(142)	3%	(14)	2%	(11)	19%	(106)	19%	(106)	555
Baby Boomers: 1946-1964	26%	(178)	30%	(200)	3%	(17)	2%	(13)	22%	(145)	18%	(120)	673
PID: Dem (no lean)	38%	(330)	30%	(255)	3%	(29)	2%	(16)	14%	(117)	13%	(113)	860
PID: Ind (no lean)	27%	(180)	26%	(176)	3%	(17)	3%	(20)	25%	(166)	17%	(116)	674
PID: Rep (no lean)	27%	(182)	27%	(184)	5%	(33)	4%	(24)	19%	(126)	19%	(127)	676
PID/Gender: Dem Men	39%	(154)	31%	(122)	5%	(20)	2%	(6)	13%	(50)	11%	(43)	394
PID/Gender: Dem Women	38%	(176)	29%	(133)	2%	(9)	2%	(10)	14%	(66)	15%	(70)	465
PID/Gender: Ind Men	25%	(88)	26%	(90)	2%	(8)	4%	(13)	23%	(79)	20%	(68)	345
PID/Gender: Ind Women	28%	(92)	26%	(86)	3%	(10)	2%	(7)	26%	(87)	15%	(48)	329
PID/Gender: Rep Men	24%	(78)	25%	(83)	5%	(17)	5%	(16)	21%	(68)	20%	(65)	328
PID/Gender: Rep Women	30%	(104)	29%	(100)	5%	(16)	2%	(8)	17%	(58)	18%	(62)	348
Ideo: Liberal (1-3)	41%	(271)	30%	(195)	3%	(23)	3%	(17)	13%	(87)	10%	(63)	656
Ideo: Moderate (4)	28%	(210)	27%	(201)	3%	(20)	2%	(17)	22%	(164)	18%	(139)	751
Ideo: Conservative (5-7)	25%	(169)	29%	(192)	5%	(36)	4%	(24)	20%	(130)	17%	(115)	666
Educ: < College	30%	(432)	27%	(388)	3%	(49)	3%	(39)	19%	(272)	18%	(256)	1437
Educ: Bachelors degree	34%	(165)	29%	(141)	4%	(18)	3%	(17)	18%	(91)	12%	(58)	491
Educ: Post-grad	33%	(94)	31%	(86)	4%	(12)	1%	(4)	16%	(45)	14%	(40)	282
Income: Under 50k	29%	(369)	26%	(337)	3%	(36)	2%	(30)	21%	(268)	18%	(231)	1271
Income: 50k-100k	34%	(222)	28%	(187)	4%	(28)	4%	(24)	16%	(106)	14%	(89)	656
Income: 100k+	36%	(101)	32%	(92)	6%	(16)	2%	(6)	12%	(34)	12%	(34)	283
Ethnicity: White	31%	(534)	29%	(499)	3%	(59)	3%	(43)	18%	(315)	15%	(261)	1711

Continued on next page

Table MCFE26_16: *Do you have a favorable or unfavorable opinion of the following people?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Emma Watson

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	31%	(692)	28%	(615)	4%	(80)	3%	(60)	18%	(408)	16%	(355)	2210
Ethnicity: Hispanic	36%	(135)	25%	(92)	4%	(14)	3%	(12)	16%	(61)	16%	(60)	374
Ethnicity: Black	31%	(87)	21%	(58)	5%	(14)	4%	(10)	18%	(52)	22%	(61)	282
Ethnicity: Other	32%	(70)	27%	(58)	3%	(7)	3%	(7)	19%	(41)	15%	(33)	217
All Christian	30%	(310)	29%	(302)	4%	(44)	2%	(21)	18%	(182)	16%	(170)	1029
All Non-Christian	34%	(44)	26%	(33)	5%	(7)	4%	(5)	13%	(17)	18%	(23)	129
Atheist	47%	(47)	23%	(23)	2%	(2)	6%	(6)	13%	(13)	10%	(10)	99
Agnostic/Nothing in particular	28%	(166)	27%	(158)	3%	(16)	3%	(19)	24%	(138)	15%	(90)	587
Something Else	34%	(126)	27%	(100)	3%	(11)	3%	(9)	16%	(58)	17%	(62)	365
Religious Non-Protestant/Catholic	35%	(54)	25%	(38)	6%	(10)	3%	(5)	11%	(17)	19%	(30)	154
Evangelical	31%	(173)	25%	(140)	4%	(25)	3%	(15)	18%	(100)	19%	(105)	558
Non-Evangelical	31%	(247)	32%	(251)	3%	(27)	2%	(16)	17%	(135)	15%	(116)	792
Community: Urban	37%	(233)	27%	(171)	4%	(23)	2%	(15)	17%	(106)	14%	(90)	638
Community: Suburban	29%	(294)	31%	(310)	4%	(44)	2%	(24)	20%	(200)	14%	(142)	1014
Community: Rural	30%	(165)	24%	(134)	2%	(13)	4%	(21)	18%	(102)	22%	(123)	558
Employ: Private Sector	37%	(240)	30%	(193)	4%	(25)	4%	(25)	15%	(101)	11%	(70)	654
Employ: Government	32%	(44)	29%	(39)	5%	(7)	3%	(4)	17%	(23)	15%	(20)	136
Employ: Self-Employed	35%	(59)	27%	(46)	3%	(6)	2%	(4)	16%	(26)	16%	(26)	166
Employ: Homemaker	30%	(57)	27%	(52)	6%	(11)	3%	(6)	19%	(36)	15%	(29)	190
Employ: Student	27%	(17)	31%	(19)	6%	(4)	1%	(0)	16%	(10)	20%	(12)	62
Employ: Retired	26%	(145)	29%	(165)	4%	(20)	2%	(10)	20%	(112)	20%	(112)	563
Employ: Unemployed	28%	(86)	21%	(63)	1%	(4)	2%	(6)	25%	(75)	23%	(68)	301
Employ: Other	33%	(45)	28%	(38)	3%	(5)	4%	(6)	19%	(26)	13%	(17)	137
Military HH: Yes	36%	(102)	28%	(78)	2%	(6)	2%	(5)	15%	(43)	17%	(49)	283
Military HH: No	31%	(590)	28%	(537)	4%	(74)	3%	(56)	19%	(365)	16%	(306)	1927
RD/WT: Right Direction	38%	(256)	25%	(167)	5%	(31)	1%	(8)	15%	(98)	16%	(107)	666
RD/WT: Wrong Track	28%	(436)	29%	(449)	3%	(49)	3%	(52)	20%	(310)	16%	(248)	1544
Biden Job Approve	37%	(360)	30%	(287)	4%	(35)	2%	(17)	15%	(143)	13%	(129)	970
Biden Job Disapprove	27%	(309)	27%	(311)	4%	(42)	4%	(42)	21%	(236)	18%	(204)	1144

Table MCFE26_16: *Do you have a favorable or unfavorable opinion of the following people?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Emma Watson

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	31%	(692)	28%	(615)	4%	(80)	3%	(60)	18%	(408)	16%	(355)	2210
Biden Job Strongly Approve	44%	(191)	24%	(103)	4%	(16)	1%	(6)	13%	(57)	14%	(60)	433
Biden Job Somewhat Approve	31%	(169)	34%	(184)	3%	(18)	2%	(11)	16%	(86)	13%	(69)	537
Biden Job Somewhat Disapprove	32%	(107)	29%	(98)	3%	(12)	2%	(6)	19%	(64)	16%	(53)	339
Biden Job Strongly Disapprove	25%	(202)	26%	(213)	4%	(30)	5%	(37)	21%	(171)	19%	(151)	805
Favorable of Biden	39%	(375)	30%	(292)	2%	(21)	1%	(14)	14%	(132)	14%	(135)	969
Unfavorable of Biden	26%	(300)	27%	(306)	5%	(53)	4%	(41)	21%	(239)	17%	(195)	1134
Very Favorable of Biden	47%	(225)	22%	(106)	2%	(8)	1%	(6)	14%	(65)	15%	(72)	482
Somewhat Favorable of Biden	31%	(151)	38%	(186)	3%	(13)	2%	(8)	14%	(67)	13%	(63)	487
Somewhat Unfavorable of Biden	30%	(91)	30%	(90)	5%	(16)	2%	(5)	19%	(57)	13%	(40)	299
Very Unfavorable of Biden	25%	(209)	26%	(217)	4%	(37)	4%	(36)	22%	(182)	19%	(155)	835
#1 Issue: Economy	31%	(282)	29%	(266)	3%	(31)	3%	(29)	18%	(163)	16%	(142)	913
#1 Issue: Security	23%	(55)	27%	(65)	5%	(11)	4%	(10)	24%	(57)	19%	(45)	243
#1 Issue: Health Care	35%	(60)	23%	(38)	4%	(7)	2%	(4)	23%	(38)	13%	(23)	170
#1 Issue: Medicare / Social Security	28%	(76)	30%	(79)	2%	(6)	2%	(4)	16%	(41)	22%	(60)	266
#1 Issue: Women's Issues	40%	(123)	26%	(82)	4%	(12)	2%	(5)	14%	(44)	14%	(44)	311
#1 Issue: Education	31%	(18)	30%	(18)	8%	(4)	—	(0)	14%	(8)	18%	(10)	59
#1 Issue: Energy	36%	(49)	28%	(37)	4%	(5)	3%	(4)	16%	(22)	13%	(17)	134
#1 Issue: Other	25%	(29)	26%	(30)	2%	(3)	4%	(5)	30%	(34)	12%	(14)	115
2020 Vote: Joe Biden	38%	(361)	31%	(289)	3%	(31)	2%	(15)	14%	(129)	13%	(120)	945
2020 Vote: Donald Trump	28%	(205)	26%	(191)	5%	(36)	4%	(29)	21%	(152)	17%	(126)	740
2020 Vote: Other	24%	(16)	34%	(23)	4%	(3)	3%	(2)	26%	(18)	9%	(6)	67
2020 Vote: Didn't Vote	24%	(109)	24%	(112)	2%	(10)	3%	(14)	24%	(110)	23%	(103)	459
2018 House Vote: Democrat	39%	(294)	32%	(240)	4%	(27)	2%	(12)	13%	(101)	11%	(82)	755
2018 House Vote: Republican	26%	(152)	26%	(150)	5%	(32)	4%	(21)	20%	(115)	20%	(119)	589
2018 House Vote: Someone else	38%	(19)	20%	(10)	2%	(1)	6%	(3)	24%	(12)	9%	(5)	50
2016 Vote: Hillary Clinton	40%	(276)	30%	(209)	3%	(22)	2%	(13)	14%	(99)	11%	(75)	695
2016 Vote: Donald Trump	27%	(178)	28%	(181)	4%	(27)	3%	(17)	20%	(130)	19%	(122)	656
2016 Vote: Other	22%	(19)	38%	(32)	2%	(2)	2%	(2)	20%	(17)	16%	(14)	86
2016 Vote: Didn't Vote	28%	(216)	25%	(192)	4%	(28)	3%	(26)	21%	(160)	19%	(142)	765

Table MCFE26_16: *Do you have a favorable or unfavorable opinion of the following people?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*

Emma Watson

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	31%	(692)	28%	(615)	4%	(80)	3%	(60)	18%	(408)	16%	(355)	2210
Voted in 2014: Yes	33%	(406)	29%	(354)	4%	(46)	3%	(34)	16%	(202)	15%	(185)	1227
Voted in 2014: No	29%	(286)	27%	(261)	3%	(34)	3%	(27)	21%	(206)	17%	(170)	983
4-Region: Northeast	31%	(118)	29%	(111)	3%	(10)	2%	(7)	21%	(81)	15%	(57)	383
4-Region: Midwest	32%	(144)	26%	(120)	4%	(18)	3%	(13)	20%	(92)	15%	(69)	456
4-Region: South	29%	(245)	28%	(236)	4%	(30)	4%	(32)	18%	(148)	18%	(154)	844
4-Region: West	35%	(185)	28%	(148)	4%	(22)	2%	(9)	17%	(88)	14%	(75)	527
TikTok Users	39%	(306)	27%	(215)	4%	(33)	3%	(21)	14%	(110)	13%	(107)	793
Twitch Users	37%	(80)	33%	(71)	5%	(11)	2%	(5)	14%	(30)	9%	(18)	216
2022 Sports Viewers/Attendees	34%	(499)	31%	(452)	4%	(62)	3%	(40)	16%	(235)	13%	(187)	1475
Monthly Moviegoers	46%	(146)	29%	(91)	4%	(13)	3%	(9)	9%	(30)	10%	(31)	320
Few Times per Year + Moviegoers	40%	(365)	30%	(273)	6%	(52)	3%	(23)	13%	(116)	10%	(90)	920
Heard Smile Campaign	40%	(222)	28%	(152)	5%	(29)	4%	(20)	13%	(71)	11%	(58)	551
Heard Minion Campaign	41%	(220)	29%	(157)	4%	(24)	4%	(23)	12%	(65)	10%	(51)	540
Listens to Podcasts	38%	(427)	29%	(324)	5%	(55)	4%	(47)	14%	(157)	11%	(121)	1132
Streaming Services User	35%	(617)	30%	(533)	4%	(69)	3%	(49)	16%	(290)	12%	(214)	1773
Netflix User	36%	(532)	30%	(440)	4%	(60)	2%	(35)	15%	(226)	12%	(181)	1474
Disney+ User	41%	(400)	31%	(302)	4%	(40)	3%	(25)	13%	(128)	9%	(89)	984
Heterosexual or straight	31%	(605)	28%	(549)	4%	(73)	3%	(54)	19%	(365)	16%	(325)	1971
Gay	44%	(30)	29%	(20)	3%	(2)	4%	(3)	17%	(11)	4%	(3)	68
Bisexual	37%	(33)	25%	(22)	2%	(2)	2%	(1)	20%	(18)	14%	(12)	88
Yes	43%	(30)	22%	(15)	3%	(2)	2%	(2)	18%	(13)	13%	(9)	70
No	31%	(662)	28%	(600)	4%	(78)	3%	(59)	18%	(395)	16%	(346)	2140

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

Table MCFE26_17: *Do you have a favorable or unfavorable opinion of the following people?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Don Cheadle

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	20%	(436)	20%	(435)	3%	(67)	2%	(44)	16%	(352)	40%	(875)	2210
Gender: Male	24%	(254)	21%	(226)	4%	(41)	3%	(29)	14%	(148)	35%	(369)	1068
Gender: Female	16%	(182)	18%	(209)	2%	(26)	1%	(15)	18%	(204)	44%	(506)	1142
Age: 18-34	19%	(122)	18%	(114)	6%	(37)	3%	(21)	15%	(98)	39%	(251)	642
Age: 35-44	25%	(90)	23%	(86)	3%	(12)	2%	(6)	16%	(58)	31%	(114)	365
Age: 45-64	22%	(154)	19%	(133)	2%	(12)	2%	(11)	16%	(114)	41%	(291)	714
Age: 65+	14%	(70)	21%	(103)	1%	(6)	1%	(6)	17%	(83)	45%	(220)	489
GenZers: 1997-2012	17%	(45)	13%	(34)	6%	(15)	4%	(9)	17%	(43)	43%	(111)	256
Millennials: 1981-1996	21%	(135)	23%	(147)	5%	(30)	3%	(18)	14%	(94)	35%	(229)	653
GenXers: 1965-1980	25%	(141)	17%	(97)	2%	(13)	1%	(6)	17%	(94)	37%	(204)	555
Baby Boomers: 1946-1964	16%	(105)	22%	(149)	1%	(9)	2%	(11)	17%	(112)	43%	(287)	673
PID: Dem (no lean)	28%	(237)	25%	(212)	3%	(23)	2%	(16)	13%	(114)	30%	(258)	860
PID: Ind (no lean)	18%	(123)	15%	(101)	3%	(17)	1%	(9)	19%	(132)	43%	(293)	674
PID: Rep (no lean)	11%	(76)	18%	(122)	4%	(27)	3%	(20)	16%	(106)	48%	(325)	676
PID/Gender: Dem Men	33%	(128)	26%	(102)	3%	(13)	2%	(10)	10%	(40)	26%	(101)	394
PID/Gender: Dem Women	23%	(108)	24%	(111)	2%	(10)	1%	(6)	16%	(74)	34%	(156)	465
PID/Gender: Ind Men	23%	(78)	16%	(56)	3%	(11)	1%	(5)	17%	(60)	39%	(135)	345
PID/Gender: Ind Women	14%	(45)	14%	(45)	2%	(6)	1%	(4)	22%	(71)	48%	(158)	329
PID/Gender: Rep Men	14%	(47)	21%	(69)	5%	(17)	5%	(15)	14%	(47)	40%	(133)	328
PID/Gender: Rep Women	8%	(29)	15%	(53)	3%	(10)	1%	(5)	17%	(59)	55%	(192)	348
Ideo: Liberal (1-3)	29%	(192)	25%	(161)	3%	(22)	2%	(15)	13%	(84)	28%	(182)	656
Ideo: Moderate (4)	19%	(144)	18%	(138)	2%	(17)	1%	(10)	17%	(126)	42%	(315)	751
Ideo: Conservative (5-7)	12%	(82)	20%	(131)	4%	(25)	3%	(19)	17%	(110)	45%	(299)	666
Educ: < College	18%	(262)	17%	(241)	3%	(39)	2%	(29)	17%	(241)	44%	(625)	1437
Educ: Bachelors degree	25%	(123)	25%	(123)	4%	(17)	2%	(11)	15%	(75)	29%	(141)	491
Educ: Post-grad	18%	(50)	25%	(71)	4%	(11)	2%	(4)	13%	(37)	39%	(109)	282
Income: Under 50k	18%	(229)	18%	(234)	3%	(36)	2%	(19)	17%	(211)	43%	(541)	1271
Income: 50k-100k	21%	(139)	20%	(129)	3%	(21)	3%	(17)	16%	(106)	37%	(245)	656
Income: 100k+	24%	(68)	25%	(72)	4%	(11)	3%	(7)	13%	(35)	32%	(89)	283
Ethnicity: White	17%	(289)	21%	(361)	3%	(48)	2%	(31)	16%	(275)	41%	(706)	1711

Table MCFE26_17: *Do you have a favorable or unfavorable opinion of the following people?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Don Cheadle

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	20%	(436)	20%	(435)	3%	(67)	2%	(44)	16%	(352)	40%	(875)	2210
Ethnicity: Hispanic	24%	(91)	21%	(77)	4%	(13)	1%	(4)	16%	(60)	35%	(129)	374
Ethnicity: Black	34%	(95)	15%	(44)	4%	(11)	4%	(11)	12%	(34)	31%	(87)	282
Ethnicity: Other	24%	(52)	14%	(31)	3%	(7)	1%	(1)	20%	(43)	38%	(83)	217
All Christian	18%	(185)	21%	(214)	3%	(32)	1%	(15)	15%	(149)	42%	(433)	1029
All Non-Christian	22%	(29)	18%	(24)	7%	(9)	3%	(4)	17%	(22)	33%	(42)	129
Atheist	34%	(34)	17%	(17)	3%	(3)	3%	(3)	21%	(20)	22%	(21)	99
Agnostic/Nothing in particular	18%	(106)	19%	(111)	2%	(10)	2%	(14)	19%	(110)	40%	(236)	587
Something Else	22%	(82)	19%	(69)	4%	(13)	2%	(8)	14%	(51)	39%	(143)	365
Religious Non-Protestant/Catholic	19%	(29)	19%	(30)	6%	(9)	3%	(4)	17%	(26)	36%	(56)	154
Evangelical	16%	(91)	21%	(118)	3%	(18)	2%	(13)	14%	(76)	43%	(243)	558
Non-Evangelical	22%	(172)	20%	(157)	3%	(27)	1%	(10)	15%	(116)	39%	(309)	792
Community: Urban	26%	(163)	19%	(119)	4%	(23)	2%	(10)	16%	(100)	35%	(223)	638
Community: Suburban	19%	(197)	22%	(227)	3%	(28)	2%	(18)	17%	(177)	36%	(368)	1014
Community: Rural	14%	(76)	16%	(90)	3%	(16)	3%	(16)	13%	(75)	51%	(285)	558
Employ: Private Sector	25%	(164)	23%	(150)	4%	(26)	3%	(19)	15%	(97)	30%	(199)	654
Employ: Government	19%	(25)	15%	(21)	3%	(5)	3%	(4)	19%	(25)	41%	(56)	136
Employ: Self-Employed	19%	(31)	25%	(41)	4%	(7)	3%	(5)	13%	(22)	36%	(60)	166
Employ: Homemaker	17%	(32)	15%	(29)	2%	(4)	1%	(2)	15%	(29)	49%	(93)	190
Employ: Student	10%	(6)	14%	(9)	6%	(4)	3%	(2)	14%	(9)	53%	(33)	62
Employ: Retired	15%	(83)	22%	(126)	1%	(8)	1%	(8)	16%	(92)	44%	(246)	563
Employ: Unemployed	20%	(60)	14%	(41)	3%	(8)	1%	(4)	18%	(53)	45%	(136)	301
Employ: Other	25%	(34)	14%	(19)	4%	(6)	—	(0)	19%	(26)	38%	(52)	137
Military HH: Yes	24%	(67)	23%	(64)	1%	(3)	1%	(3)	14%	(39)	38%	(107)	283
Military HH: No	19%	(369)	19%	(371)	3%	(64)	2%	(41)	16%	(313)	40%	(768)	1927
RD/WT: Right Direction	27%	(180)	22%	(149)	3%	(22)	3%	(17)	14%	(93)	31%	(205)	666
RD/WT: Wrong Track	17%	(256)	19%	(286)	3%	(45)	2%	(27)	17%	(259)	43%	(671)	1544
Biden Job Approve	27%	(258)	23%	(227)	3%	(30)	2%	(20)	13%	(129)	32%	(307)	970
Biden Job Disapprove	14%	(166)	18%	(201)	3%	(35)	2%	(24)	17%	(198)	45%	(520)	1144

Table MCFE26_17: *Do you have a favorable or unfavorable opinion of the following people?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Don Cheadle

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	20%	(436)	20%	(435)	3%	(67)	2%	(44)	16%	(352)	40%	(875)	2210
Biden Job Strongly Approve	31%	(136)	23%	(98)	3%	(15)	2%	(10)	12%	(52)	28%	(122)	433
Biden Job Somewhat Approve	23%	(122)	24%	(129)	3%	(15)	2%	(10)	14%	(77)	35%	(185)	537
Biden Job Somewhat Disapprove	20%	(67)	18%	(60)	2%	(6)	1%	(4)	17%	(57)	43%	(146)	339
Biden Job Strongly Disapprove	12%	(99)	18%	(142)	4%	(29)	3%	(20)	18%	(141)	46%	(374)	805
Favorable of Biden	27%	(266)	23%	(225)	2%	(20)	2%	(17)	13%	(129)	32%	(312)	969
Unfavorable of Biden	14%	(161)	18%	(205)	4%	(42)	2%	(23)	17%	(189)	45%	(514)	1134
Very Favorable of Biden	33%	(158)	22%	(106)	2%	(11)	2%	(10)	10%	(50)	30%	(147)	482
Somewhat Favorable of Biden	22%	(108)	24%	(119)	2%	(9)	2%	(7)	16%	(79)	34%	(165)	487
Somewhat Unfavorable of Biden	20%	(59)	18%	(52)	3%	(9)	1%	(3)	15%	(44)	44%	(132)	299
Very Unfavorable of Biden	12%	(102)	18%	(152)	4%	(34)	2%	(20)	17%	(145)	46%	(382)	835
#1 Issue: Economy	22%	(205)	20%	(180)	3%	(25)	2%	(17)	16%	(144)	38%	(343)	913
#1 Issue: Security	11%	(27)	18%	(44)	4%	(11)	4%	(9)	15%	(38)	47%	(115)	243
#1 Issue: Health Care	25%	(42)	17%	(30)	2%	(3)	2%	(4)	21%	(35)	33%	(57)	170
#1 Issue: Medicare / Social Security	14%	(39)	22%	(59)	3%	(7)	1%	(4)	16%	(43)	43%	(114)	266
#1 Issue: Women's Issues	19%	(60)	22%	(68)	4%	(13)	1%	(3)	14%	(42)	40%	(124)	311
#1 Issue: Education	18%	(10)	15%	(9)	5%	(3)	5%	(3)	19%	(11)	39%	(23)	59
#1 Issue: Energy	24%	(32)	16%	(22)	2%	(3)	2%	(3)	13%	(18)	42%	(56)	134
#1 Issue: Other	19%	(22)	22%	(25)	2%	(2)	1%	(1)	19%	(21)	38%	(43)	115
2020 Vote: Joe Biden	28%	(263)	24%	(226)	3%	(24)	2%	(15)	14%	(132)	30%	(284)	945
2020 Vote: Donald Trump	13%	(96)	18%	(136)	4%	(28)	3%	(21)	16%	(120)	46%	(338)	740
2020 Vote: Other	12%	(8)	18%	(12)	6%	(4)	1%	(1)	29%	(19)	34%	(23)	67
2020 Vote: Didn't Vote	15%	(68)	13%	(61)	2%	(11)	2%	(7)	18%	(81)	50%	(231)	459
2018 House Vote: Democrat	30%	(230)	25%	(192)	3%	(23)	2%	(13)	13%	(97)	26%	(200)	755
2018 House Vote: Republican	13%	(75)	19%	(111)	4%	(24)	2%	(12)	15%	(91)	47%	(277)	589
2018 House Vote: Someone else	20%	(10)	25%	(12)	4%	(2)	2%	(1)	22%	(11)	28%	(14)	50
2016 Vote: Hillary Clinton	31%	(214)	25%	(171)	3%	(19)	2%	(12)	13%	(91)	27%	(187)	695
2016 Vote: Donald Trump	12%	(80)	20%	(132)	3%	(22)	2%	(13)	16%	(104)	47%	(305)	656
2016 Vote: Other	16%	(14)	24%	(21)	1%	(1)	—	(0)	29%	(25)	29%	(25)	86
2016 Vote: Didn't Vote	16%	(126)	14%	(110)	3%	(24)	2%	(19)	17%	(131)	46%	(355)	765

Table MCFE26_17: *Do you have a favorable or unfavorable opinion of the following people?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Don Cheadle

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	20%	(436)	20%	(435)	3%	(67)	2%	(44)	16%	(352)	40%	(875)	2210
Voted in 2014: Yes	22%	(273)	22%	(274)	3%	(37)	2%	(23)	15%	(184)	35%	(435)	1227
Voted in 2014: No	17%	(162)	16%	(161)	3%	(30)	2%	(21)	17%	(168)	45%	(441)	983
4-Region: Northeast	21%	(79)	21%	(82)	1%	(5)	1%	(6)	16%	(62)	39%	(148)	383
4-Region: Midwest	18%	(83)	19%	(87)	3%	(14)	2%	(7)	19%	(85)	39%	(180)	456
4-Region: South	19%	(158)	18%	(152)	4%	(35)	3%	(27)	14%	(117)	42%	(355)	844
4-Region: West	22%	(115)	22%	(114)	2%	(13)	1%	(4)	17%	(88)	37%	(192)	527
TikTok Users	23%	(184)	19%	(149)	4%	(33)	2%	(17)	14%	(113)	38%	(298)	793
Twitch Users	28%	(61)	26%	(55)	3%	(7)	4%	(8)	15%	(32)	25%	(53)	216
2022 Sports Viewers/Attendees	23%	(332)	23%	(339)	3%	(48)	2%	(31)	15%	(224)	34%	(502)	1475
Monthly Moviegoers	30%	(96)	30%	(96)	5%	(15)	4%	(12)	10%	(33)	21%	(67)	320
Few Times per Year + Moviegoers	27%	(245)	24%	(222)	5%	(44)	2%	(23)	14%	(133)	28%	(255)	920
Heard Smile Campaign	25%	(140)	25%	(138)	7%	(36)	3%	(16)	13%	(71)	27%	(150)	551
Heard Minion Campaign	27%	(144)	25%	(134)	6%	(31)	4%	(20)	14%	(74)	25%	(136)	540
Listens to Podcasts	25%	(284)	23%	(257)	5%	(51)	2%	(26)	15%	(166)	31%	(348)	1132
Streaming Services User	22%	(387)	22%	(381)	3%	(61)	2%	(33)	15%	(273)	36%	(638)	1773
Netflix User	23%	(333)	21%	(307)	3%	(50)	2%	(24)	16%	(231)	36%	(528)	1474
Disney+ User	25%	(246)	22%	(217)	4%	(41)	2%	(16)	15%	(143)	33%	(321)	984
Heterosexual or straight	19%	(380)	20%	(400)	3%	(57)	2%	(40)	15%	(295)	41%	(798)	1971
Gay	37%	(25)	16%	(11)	5%	(3)	3%	(2)	16%	(11)	23%	(16)	68
Bisexual	16%	(14)	15%	(13)	2%	(2)	2%	(2)	27%	(24)	38%	(34)	88
Yes	31%	(21)	11%	(8)	3%	(2)	—	(0)	26%	(18)	29%	(20)	70
No	19%	(414)	20%	(428)	3%	(65)	2%	(44)	16%	(334)	40%	(855)	2140

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

Table MCFE26_18: *Do you have a favorable or unfavorable opinion of the following people?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Jeremy Renner

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	17%	(373)	15%	(333)	3%	(60)	2%	(50)	17%	(368)	46%	(1025)	2210
Gender: Male	19%	(200)	18%	(189)	3%	(33)	3%	(33)	15%	(159)	42%	(453)	1068
Gender: Female	15%	(173)	13%	(144)	2%	(28)	1%	(16)	18%	(209)	50%	(572)	1142
Age: 18-34	19%	(121)	16%	(102)	5%	(33)	5%	(31)	14%	(92)	41%	(262)	642
Age: 35-44	22%	(79)	19%	(68)	3%	(9)	1%	(4)	19%	(70)	37%	(135)	365
Age: 45-64	18%	(128)	13%	(91)	2%	(15)	2%	(13)	18%	(130)	47%	(337)	714
Age: 65+	9%	(45)	15%	(71)	1%	(3)	—	(1)	16%	(77)	60%	(291)	489
GenZers: 1997-2012	14%	(37)	13%	(33)	5%	(14)	5%	(13)	16%	(42)	46%	(118)	256
Millennials: 1981-1996	20%	(129)	18%	(120)	4%	(28)	3%	(22)	16%	(106)	38%	(248)	653
GenXers: 1965-1980	24%	(133)	13%	(73)	2%	(9)	2%	(10)	17%	(94)	43%	(237)	555
Baby Boomers: 1946-1964	10%	(66)	16%	(105)	1%	(10)	1%	(5)	18%	(120)	55%	(368)	673
PID: Dem (no lean)	22%	(187)	18%	(152)	4%	(31)	3%	(26)	14%	(120)	40%	(344)	860
PID: Ind (no lean)	14%	(97)	14%	(92)	2%	(11)	2%	(13)	21%	(142)	47%	(320)	674
PID: Rep (no lean)	13%	(89)	13%	(90)	3%	(18)	2%	(11)	16%	(107)	54%	(362)	676
PID/Gender: Dem Men	26%	(104)	19%	(76)	4%	(18)	3%	(13)	11%	(45)	35%	(140)	394
PID/Gender: Dem Women	18%	(83)	16%	(76)	3%	(14)	3%	(13)	16%	(75)	44%	(204)	465
PID/Gender: Ind Men	15%	(52)	18%	(61)	1%	(5)	3%	(11)	19%	(67)	44%	(150)	345
PID/Gender: Ind Women	14%	(45)	10%	(31)	2%	(6)	1%	(2)	23%	(75)	51%	(169)	329
PID/Gender: Rep Men	14%	(45)	16%	(53)	3%	(10)	3%	(9)	15%	(48)	50%	(163)	328
PID/Gender: Rep Women	13%	(44)	11%	(37)	2%	(8)	1%	(2)	17%	(59)	57%	(199)	348
Ideo: Liberal (1-3)	22%	(147)	19%	(126)	3%	(21)	4%	(28)	15%	(102)	35%	(232)	656
Ideo: Moderate (4)	15%	(113)	15%	(110)	2%	(19)	1%	(10)	19%	(142)	47%	(357)	751
Ideo: Conservative (5-7)	15%	(101)	13%	(88)	3%	(18)	2%	(12)	15%	(101)	52%	(346)	666
Educ: < College	16%	(228)	12%	(177)	2%	(36)	2%	(35)	17%	(242)	50%	(720)	1437
Educ: Bachelors degree	20%	(98)	21%	(105)	3%	(16)	2%	(10)	15%	(75)	38%	(187)	491
Educ: Post-grad	17%	(47)	18%	(51)	3%	(9)	2%	(4)	18%	(52)	42%	(119)	282
Income: Under 50k	14%	(183)	13%	(169)	2%	(29)	2%	(23)	18%	(232)	50%	(636)	1271
Income: 50k-100k	21%	(135)	16%	(108)	3%	(19)	3%	(22)	13%	(88)	43%	(285)	656
Income: 100k+	19%	(54)	20%	(57)	5%	(13)	1%	(4)	17%	(49)	37%	(105)	283
Ethnicity: White	16%	(270)	16%	(270)	2%	(40)	2%	(28)	18%	(308)	46%	(794)	1711

Table MCFE26_18: *Do you have a favorable or unfavorable opinion of the following people?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*

Jeremy Renner

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	17%	(373)	15%	(333)	3%	(60)	2%	(50)	17%	(368)	46%	(1025)	2210
Ethnicity: Hispanic	28%	(106)	8%	(30)	2%	(8)	4%	(16)	17%	(63)	40%	(150)	374
Ethnicity: Black	19%	(53)	12%	(35)	6%	(16)	5%	(13)	13%	(37)	45%	(128)	282
Ethnicity: Other	23%	(50)	13%	(28)	2%	(5)	4%	(9)	11%	(23)	47%	(103)	217
All Christian	17%	(171)	15%	(154)	3%	(26)	1%	(15)	15%	(154)	49%	(509)	1029
All Non-Christian	14%	(18)	24%	(31)	2%	(2)	4%	(5)	15%	(19)	41%	(53)	129
Atheist	23%	(23)	20%	(20)	6%	(6)	3%	(3)	19%	(19)	30%	(30)	99
Agnostic/Nothing in particular	17%	(100)	13%	(78)	3%	(16)	3%	(18)	19%	(113)	45%	(264)	587
Something Else	17%	(62)	14%	(51)	3%	(11)	3%	(9)	17%	(63)	46%	(169)	365
Religious Non-Protestant/Catholic	18%	(28)	21%	(32)	3%	(5)	3%	(5)	14%	(21)	41%	(63)	154
Evangelical	17%	(94)	16%	(87)	3%	(15)	2%	(10)	14%	(78)	49%	(273)	558
Non-Evangelical	16%	(128)	14%	(112)	2%	(19)	2%	(15)	17%	(134)	49%	(384)	792
Community: Urban	20%	(127)	16%	(103)	4%	(24)	3%	(17)	14%	(91)	43%	(275)	638
Community: Suburban	17%	(171)	17%	(170)	2%	(25)	2%	(22)	18%	(180)	44%	(446)	1014
Community: Rural	13%	(75)	11%	(60)	2%	(12)	2%	(10)	17%	(97)	55%	(304)	558
Employ: Private Sector	21%	(139)	19%	(126)	4%	(28)	3%	(20)	18%	(115)	34%	(226)	654
Employ: Government	27%	(36)	15%	(21)	2%	(3)	3%	(5)	13%	(17)	40%	(54)	136
Employ: Self-Employed	18%	(29)	15%	(24)	4%	(7)	5%	(9)	12%	(20)	46%	(76)	166
Employ: Homemaker	19%	(36)	16%	(30)	3%	(5)	—	(1)	15%	(28)	48%	(90)	190
Employ: Student	6%	(4)	15%	(9)	4%	(3)	5%	(3)	18%	(11)	52%	(32)	62
Employ: Retired	10%	(59)	12%	(70)	1%	(5)	—	(1)	17%	(94)	60%	(335)	563
Employ: Unemployed	15%	(45)	12%	(35)	2%	(7)	3%	(8)	20%	(60)	49%	(146)	301
Employ: Other	18%	(25)	13%	(18)	2%	(2)	3%	(4)	17%	(23)	48%	(66)	137
Military HH: Yes	19%	(55)	15%	(42)	1%	(4)	—	(1)	18%	(52)	46%	(129)	283
Military HH: No	17%	(318)	15%	(292)	3%	(56)	3%	(48)	16%	(316)	47%	(896)	1927
RD/WT: Right Direction	24%	(158)	19%	(127)	4%	(25)	3%	(18)	14%	(94)	37%	(244)	666
RD/WT: Wrong Track	14%	(215)	13%	(206)	2%	(36)	2%	(31)	18%	(275)	51%	(781)	1544
Biden Job Approve	21%	(202)	19%	(183)	3%	(30)	3%	(26)	15%	(141)	40%	(388)	970
Biden Job Disapprove	14%	(156)	12%	(140)	3%	(30)	2%	(24)	18%	(208)	51%	(585)	1144

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Table MCFE26_18: *Do you have a favorable or unfavorable opinion of the following people?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Jeremy Renner

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	17%	(373)	15%	(333)	3%	(60)	2%	(50)	17%	(368)	46%	(1025)	2210
Biden Job Strongly Approve	24%	(105)	18%	(79)	3%	(15)	2%	(11)	14%	(60)	38%	(163)	433
Biden Job Somewhat Approve	18%	(97)	19%	(104)	3%	(15)	3%	(15)	15%	(81)	42%	(224)	537
Biden Job Somewhat Disapprove	14%	(46)	12%	(40)	3%	(11)	1%	(4)	20%	(67)	50%	(170)	339
Biden Job Strongly Disapprove	14%	(110)	12%	(100)	2%	(19)	2%	(20)	18%	(141)	52%	(415)	805
Favorable of Biden	21%	(204)	18%	(171)	2%	(23)	2%	(22)	15%	(144)	42%	(405)	969
Unfavorable of Biden	14%	(159)	14%	(155)	3%	(34)	2%	(24)	18%	(201)	50%	(562)	1134
Very Favorable of Biden	27%	(128)	16%	(76)	3%	(13)	2%	(9)	13%	(64)	40%	(193)	482
Somewhat Favorable of Biden	16%	(76)	19%	(95)	2%	(10)	3%	(14)	16%	(80)	44%	(213)	487
Somewhat Unfavorable of Biden	15%	(46)	15%	(45)	3%	(10)	1%	(2)	19%	(57)	47%	(140)	299
Very Unfavorable of Biden	14%	(113)	13%	(110)	3%	(24)	3%	(22)	17%	(145)	51%	(422)	835
#1 Issue: Economy	18%	(163)	15%	(137)	2%	(20)	2%	(16)	17%	(154)	46%	(423)	913
#1 Issue: Security	13%	(31)	11%	(27)	3%	(6)	4%	(10)	16%	(38)	53%	(130)	243
#1 Issue: Health Care	24%	(40)	18%	(31)	3%	(6)	2%	(4)	15%	(25)	38%	(64)	170
#1 Issue: Medicare / Social Security	11%	(28)	17%	(45)	2%	(6)	—	(0)	14%	(38)	56%	(148)	266
#1 Issue: Women's Issues	18%	(56)	15%	(47)	3%	(9)	3%	(10)	18%	(55)	43%	(133)	311
#1 Issue: Education	23%	(13)	13%	(8)	9%	(5)	5%	(3)	15%	(9)	36%	(21)	59
#1 Issue: Energy	17%	(23)	16%	(21)	5%	(6)	4%	(5)	16%	(21)	43%	(57)	134
#1 Issue: Other	15%	(17)	16%	(18)	1%	(1)	1%	(1)	25%	(28)	43%	(49)	115
2020 Vote: Joe Biden	21%	(196)	18%	(172)	3%	(27)	3%	(26)	16%	(154)	39%	(371)	945
2020 Vote: Donald Trump	15%	(113)	13%	(97)	3%	(20)	2%	(12)	16%	(122)	51%	(377)	740
2020 Vote: Other	9%	(6)	24%	(16)	4%	(3)	—	(0)	24%	(16)	38%	(25)	67
2020 Vote: Didn't Vote	13%	(58)	11%	(49)	2%	(11)	3%	(12)	17%	(77)	55%	(252)	459
2018 House Vote: Democrat	21%	(162)	18%	(139)	3%	(26)	3%	(24)	15%	(112)	39%	(292)	755
2018 House Vote: Republican	14%	(84)	14%	(83)	2%	(9)	1%	(7)	17%	(98)	52%	(308)	589
2018 House Vote: Someone else	13%	(6)	24%	(12)	4%	(2)	—	(0)	18%	(9)	41%	(20)	50
2016 Vote: Hillary Clinton	22%	(150)	18%	(128)	3%	(22)	3%	(22)	15%	(101)	39%	(272)	695
2016 Vote: Donald Trump	14%	(93)	15%	(97)	2%	(13)	1%	(8)	16%	(106)	52%	(340)	656
2016 Vote: Other	13%	(11)	19%	(16)	3%	(3)	1%	(1)	20%	(17)	43%	(37)	86
2016 Vote: Didn't Vote	15%	(117)	12%	(90)	3%	(23)	2%	(18)	19%	(143)	49%	(374)	765

Continued on next page

Table MCFE26_18: *Do you have a favorable or unfavorable opinion of the following people?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Jeremy Renner

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	17%	(373)	15%	(333)	3%	(60)	2%	(50)	17%	(368)	46%	(1025)	2210
Voted in 2014: Yes	18%	(220)	17%	(203)	3%	(33)	2%	(25)	15%	(181)	46%	(564)	1227
Voted in 2014: No	15%	(152)	13%	(130)	3%	(28)	2%	(25)	19%	(188)	47%	(461)	983
4-Region: Northeast	15%	(57)	17%	(64)	2%	(10)	2%	(7)	16%	(61)	48%	(184)	383
4-Region: Midwest	13%	(60)	15%	(67)	4%	(17)	3%	(13)	20%	(91)	46%	(209)	456
4-Region: South	16%	(134)	15%	(123)	3%	(29)	2%	(18)	17%	(142)	47%	(399)	844
4-Region: West	23%	(122)	15%	(79)	1%	(5)	2%	(12)	14%	(75)	44%	(233)	527
TikTok Users	21%	(167)	14%	(115)	4%	(34)	3%	(25)	15%	(120)	42%	(332)	793
Twitch Users	22%	(47)	24%	(51)	4%	(9)	4%	(8)	17%	(36)	30%	(64)	216
2022 Sports Viewers/Attendees	20%	(291)	18%	(259)	3%	(45)	2%	(35)	16%	(229)	42%	(615)	1475
Monthly Moviegoers	33%	(106)	24%	(78)	4%	(12)	3%	(11)	12%	(37)	24%	(75)	320
Few Times per Year + Moviegoers	25%	(230)	21%	(189)	5%	(44)	3%	(30)	14%	(127)	33%	(301)	920
Heard Smile Campaign	27%	(148)	21%	(114)	6%	(33)	4%	(21)	12%	(68)	30%	(166)	551
Heard Minion Campaign	27%	(147)	20%	(108)	5%	(29)	4%	(24)	13%	(71)	30%	(162)	540
Listens to Podcasts	22%	(248)	19%	(211)	4%	(46)	3%	(35)	17%	(188)	36%	(403)	1132
Streaming Services User	19%	(340)	17%	(301)	3%	(52)	3%	(46)	17%	(300)	41%	(733)	1773
Netflix User	20%	(296)	17%	(257)	3%	(49)	3%	(41)	16%	(240)	40%	(590)	1474
Disney+ User	25%	(243)	19%	(183)	4%	(38)	3%	(31)	16%	(153)	34%	(335)	984
Heterosexual or straight	17%	(328)	15%	(296)	2%	(48)	2%	(40)	16%	(321)	48%	(937)	1971
Gay	33%	(22)	12%	(8)	4%	(3)	2%	(1)	21%	(14)	29%	(19)	68
Bisexual	9%	(8)	18%	(16)	5%	(4)	5%	(5)	22%	(20)	41%	(36)	88
Yes	31%	(22)	12%	(8)	7%	(5)	4%	(3)	13%	(9)	33%	(23)	70
No	16%	(351)	15%	(325)	3%	(56)	2%	(47)	17%	(359)	47%	(1002)	2140

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

Table MCFE26_19: *Do you have a favorable or unfavorable opinion of the following people?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Will Smith

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	31%	(692)	26%	(583)	13%	(287)	14%	(300)	12%	(268)	4%	(80)	2210
Gender: Male	31%	(329)	26%	(277)	14%	(153)	14%	(154)	11%	(117)	4%	(38)	1068
Gender: Female	32%	(363)	27%	(306)	12%	(135)	13%	(146)	13%	(151)	4%	(42)	1142
Age: 18-34	41%	(264)	23%	(145)	10%	(63)	7%	(47)	14%	(92)	5%	(32)	642
Age: 35-44	34%	(124)	31%	(114)	9%	(33)	12%	(42)	12%	(45)	2%	(7)	365
Age: 45-64	30%	(214)	26%	(183)	14%	(102)	16%	(112)	11%	(80)	3%	(23)	714
Age: 65+	19%	(91)	29%	(141)	18%	(90)	20%	(99)	10%	(50)	4%	(19)	489
GenZers: 1997-2012	36%	(92)	20%	(52)	11%	(29)	7%	(19)	16%	(41)	9%	(23)	256
Millennials: 1981-1996	39%	(254)	28%	(182)	9%	(59)	9%	(59)	13%	(86)	2%	(12)	653
GenXers: 1965-1980	35%	(195)	27%	(149)	10%	(58)	14%	(75)	11%	(63)	3%	(15)	555
Baby Boomers: 1946-1964	22%	(145)	26%	(177)	19%	(125)	21%	(139)	10%	(66)	3%	(21)	673
PID: Dem (no lean)	34%	(293)	28%	(240)	13%	(113)	10%	(89)	11%	(95)	4%	(31)	860
PID: Ind (no lean)	32%	(217)	23%	(155)	13%	(86)	13%	(86)	15%	(102)	4%	(29)	674
PID: Rep (no lean)	27%	(183)	28%	(188)	13%	(88)	19%	(125)	10%	(71)	3%	(20)	676
PID/Gender: Dem Men	36%	(143)	27%	(106)	14%	(57)	10%	(39)	9%	(34)	4%	(16)	394
PID/Gender: Dem Women	32%	(150)	29%	(134)	12%	(57)	11%	(50)	13%	(60)	3%	(15)	465
PID/Gender: Ind Men	29%	(102)	23%	(78)	16%	(54)	14%	(49)	14%	(50)	4%	(12)	345
PID/Gender: Ind Women	35%	(115)	23%	(77)	10%	(31)	11%	(37)	16%	(52)	5%	(16)	329
PID/Gender: Rep Men	26%	(84)	29%	(94)	13%	(42)	20%	(66)	10%	(33)	3%	(10)	328
PID/Gender: Rep Women	28%	(99)	27%	(94)	13%	(47)	17%	(59)	11%	(38)	3%	(10)	348
Ideo: Liberal (1-3)	33%	(215)	28%	(187)	15%	(97)	10%	(66)	11%	(71)	3%	(20)	656
Ideo: Moderate (4)	35%	(261)	26%	(195)	11%	(84)	11%	(83)	14%	(104)	3%	(24)	751
Ideo: Conservative (5-7)	25%	(169)	25%	(170)	14%	(96)	21%	(143)	10%	(68)	3%	(20)	666
Educ: < College	35%	(503)	25%	(359)	11%	(160)	12%	(170)	13%	(192)	4%	(54)	1437
Educ: Bachelors degree	27%	(133)	28%	(140)	15%	(73)	16%	(78)	11%	(52)	3%	(16)	491
Educ: Post-grad	20%	(56)	30%	(84)	19%	(55)	19%	(53)	8%	(24)	4%	(11)	282
Income: Under 50k	35%	(449)	26%	(327)	10%	(133)	10%	(130)	14%	(183)	4%	(51)	1271
Income: 50k-100k	28%	(183)	27%	(176)	14%	(93)	18%	(117)	10%	(63)	4%	(24)	656
Income: 100k+	21%	(60)	28%	(80)	22%	(61)	19%	(54)	8%	(22)	2%	(5)	283
Ethnicity: White	27%	(461)	28%	(479)	14%	(243)	15%	(252)	13%	(218)	3%	(58)	1711

Table MCFE26_19: *Do you have a favorable or unfavorable opinion of the following people?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Will Smith

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	31%	(692)	26%	(583)	13%	(287)	14%	(300)	12%	(268)	4%	(80)	2210
Ethnicity: Hispanic	36%	(136)	25%	(93)	9%	(34)	10%	(36)	12%	(45)	8%	(29)	374
Ethnicity: Black	55%	(156)	19%	(54)	6%	(17)	9%	(24)	7%	(21)	3%	(10)	282
Ethnicity: Other	35%	(75)	23%	(49)	13%	(28)	11%	(24)	13%	(28)	5%	(12)	217
All Christian	27%	(279)	29%	(295)	15%	(150)	17%	(172)	10%	(104)	3%	(29)	1029
All Non-Christian	28%	(36)	20%	(25)	23%	(29)	9%	(11)	11%	(14)	10%	(13)	129
Atheist	27%	(27)	30%	(30)	12%	(12)	15%	(15)	14%	(14)	1%	(1)	99
Agnostic/Nothing in particular	33%	(196)	24%	(142)	10%	(60)	11%	(66)	16%	(95)	5%	(28)	587
Something Else	42%	(154)	25%	(90)	10%	(36)	10%	(36)	11%	(40)	2%	(9)	365
Religious Non-Protestant/Catholic	28%	(44)	23%	(35)	22%	(34)	7%	(11)	11%	(17)	9%	(13)	154
Evangelical	35%	(193)	27%	(149)	12%	(65)	14%	(81)	10%	(55)	3%	(15)	558
Non-Evangelical	29%	(229)	28%	(220)	14%	(113)	16%	(124)	10%	(83)	3%	(22)	792
Community: Urban	38%	(244)	25%	(159)	11%	(68)	12%	(76)	11%	(72)	3%	(19)	638
Community: Suburban	26%	(268)	26%	(265)	15%	(151)	16%	(163)	13%	(134)	3%	(34)	1014
Community: Rural	32%	(181)	29%	(159)	12%	(69)	11%	(61)	11%	(61)	5%	(27)	558
Employ: Private Sector	31%	(203)	29%	(191)	13%	(87)	13%	(84)	11%	(72)	3%	(17)	654
Employ: Government	40%	(55)	23%	(31)	10%	(14)	10%	(13)	10%	(14)	7%	(9)	136
Employ: Self-Employed	39%	(65)	26%	(43)	8%	(14)	12%	(21)	10%	(17)	4%	(6)	166
Employ: Homemaker	33%	(63)	25%	(48)	9%	(16)	15%	(28)	16%	(30)	2%	(4)	190
Employ: Student	39%	(24)	24%	(15)	7%	(4)	10%	(6)	15%	(9)	4%	(2)	62
Employ: Retired	20%	(115)	29%	(161)	19%	(104)	19%	(105)	11%	(61)	3%	(18)	563
Employ: Unemployed	39%	(117)	20%	(60)	10%	(31)	8%	(25)	16%	(48)	7%	(20)	301
Employ: Other	36%	(49)	24%	(32)	12%	(17)	14%	(19)	12%	(16)	3%	(4)	137
Military HH: Yes	28%	(81)	32%	(90)	17%	(47)	15%	(44)	7%	(20)	1%	(2)	283
Military HH: No	32%	(612)	26%	(493)	12%	(240)	13%	(257)	13%	(247)	4%	(78)	1927
RD/WT: Right Direction	40%	(265)	25%	(169)	12%	(79)	7%	(48)	11%	(76)	4%	(29)	666
RD/WT: Wrong Track	28%	(427)	27%	(414)	13%	(208)	16%	(252)	12%	(192)	3%	(51)	1544
Biden Job Approve	34%	(333)	28%	(275)	14%	(134)	10%	(93)	10%	(98)	4%	(37)	970
Biden Job Disapprove	29%	(328)	25%	(291)	13%	(149)	18%	(205)	12%	(140)	3%	(31)	1144

Table MCFE26_19: *Do you have a favorable or unfavorable opinion of the following people?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Will Smith

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	31%	(692)	26%	(583)	13%	(287)	14%	(300)	12%	(268)	4%	(80)	2210
Biden Job Strongly Approve	37%	(160)	25%	(107)	14%	(60)	9%	(40)	10%	(45)	5%	(21)	433
Biden Job Somewhat Approve	32%	(173)	31%	(168)	14%	(74)	10%	(53)	10%	(53)	3%	(16)	537
Biden Job Somewhat Disapprove	31%	(105)	30%	(101)	14%	(47)	11%	(36)	13%	(43)	2%	(7)	339
Biden Job Strongly Disapprove	28%	(223)	24%	(190)	13%	(102)	21%	(169)	12%	(97)	3%	(24)	805
Favorable of Biden	35%	(340)	29%	(279)	13%	(124)	10%	(95)	10%	(92)	4%	(38)	969
Unfavorable of Biden	29%	(327)	25%	(284)	14%	(155)	18%	(200)	12%	(138)	3%	(30)	1134
Very Favorable of Biden	41%	(198)	24%	(115)	13%	(62)	8%	(40)	9%	(43)	5%	(24)	482
Somewhat Favorable of Biden	29%	(143)	34%	(164)	13%	(63)	11%	(55)	10%	(49)	3%	(14)	487
Somewhat Unfavorable of Biden	32%	(95)	30%	(89)	16%	(48)	9%	(28)	11%	(32)	2%	(7)	299
Very Unfavorable of Biden	28%	(232)	23%	(195)	13%	(107)	21%	(173)	13%	(105)	3%	(23)	835
#1 Issue: Economy	33%	(305)	27%	(248)	12%	(112)	14%	(124)	11%	(97)	3%	(26)	913
#1 Issue: Security	22%	(54)	26%	(63)	12%	(29)	24%	(59)	13%	(30)	3%	(7)	243
#1 Issue: Health Care	41%	(70)	24%	(40)	6%	(9)	11%	(18)	15%	(25)	4%	(6)	170
#1 Issue: Medicare / Social Security	25%	(67)	30%	(80)	17%	(46)	11%	(29)	10%	(26)	6%	(17)	266
#1 Issue: Women's Issues	34%	(106)	23%	(71)	16%	(50)	9%	(27)	14%	(44)	4%	(13)	311
#1 Issue: Education	39%	(23)	29%	(17)	9%	(6)	10%	(6)	12%	(7)	—	(0)	59
#1 Issue: Energy	32%	(42)	28%	(37)	15%	(20)	7%	(10)	13%	(18)	5%	(6)	134
#1 Issue: Other	21%	(24)	22%	(26)	13%	(15)	24%	(27)	17%	(20)	3%	(3)	115
2020 Vote: Joe Biden	32%	(304)	28%	(268)	15%	(144)	11%	(106)	10%	(98)	3%	(26)	945
2020 Vote: Donald Trump	27%	(202)	25%	(186)	13%	(98)	20%	(147)	11%	(84)	3%	(23)	740
2020 Vote: Other	17%	(11)	30%	(20)	14%	(9)	17%	(11)	18%	(12)	4%	(3)	67
2020 Vote: Didn't Vote	38%	(175)	24%	(109)	8%	(37)	8%	(36)	16%	(74)	6%	(28)	459
2018 House Vote: Democrat	32%	(238)	28%	(208)	15%	(115)	12%	(90)	11%	(81)	3%	(21)	755
2018 House Vote: Republican	26%	(152)	26%	(153)	13%	(77)	23%	(138)	9%	(55)	2%	(14)	589
2018 House Vote: Someone else	31%	(15)	27%	(14)	15%	(7)	9%	(4)	15%	(7)	4%	(2)	50
2016 Vote: Hillary Clinton	32%	(222)	29%	(200)	15%	(103)	12%	(81)	10%	(68)	3%	(21)	695
2016 Vote: Donald Trump	26%	(170)	25%	(164)	15%	(97)	21%	(141)	11%	(71)	2%	(14)	656
2016 Vote: Other	17%	(15)	32%	(27)	16%	(13)	15%	(12)	19%	(16)	2%	(2)	86
2016 Vote: Didn't Vote	37%	(283)	25%	(191)	9%	(72)	8%	(65)	15%	(111)	6%	(43)	765

Table MCFE26_19: *Do you have a favorable or unfavorable opinion of the following people?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Will Smith

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	31%	(692)	26%	(583)	13%	(287)	14%	(300)	12%	(268)	4%	(80)	2210
Voted in 2014: Yes	28%	(344)	28%	(338)	15%	(183)	16%	(201)	10%	(121)	3%	(39)	1227
Voted in 2014: No	35%	(348)	25%	(245)	11%	(104)	10%	(99)	15%	(147)	4%	(41)	983
4-Region: Northeast	27%	(102)	26%	(99)	12%	(47)	15%	(59)	16%	(60)	4%	(16)	383
4-Region: Midwest	28%	(130)	27%	(124)	13%	(59)	15%	(66)	14%	(64)	3%	(14)	456
4-Region: South	33%	(282)	24%	(203)	15%	(124)	14%	(118)	11%	(91)	3%	(25)	844
4-Region: West	34%	(178)	30%	(156)	11%	(58)	11%	(57)	10%	(53)	5%	(25)	527
TikTok Users	42%	(334)	26%	(202)	12%	(93)	9%	(70)	9%	(69)	3%	(25)	793
Twitch Users	39%	(85)	33%	(71)	13%	(28)	5%	(12)	8%	(17)	2%	(3)	216
2022 Sports Viewers/Attendees	32%	(468)	28%	(416)	14%	(211)	15%	(219)	9%	(130)	2%	(31)	1475
Monthly Moviegoers	43%	(139)	25%	(80)	11%	(36)	9%	(27)	9%	(27)	3%	(10)	320
Few Times per Year + Moviegoers	38%	(347)	28%	(256)	12%	(111)	13%	(116)	8%	(75)	2%	(15)	920
Heard Smile Campaign	44%	(241)	25%	(139)	10%	(56)	10%	(52)	8%	(45)	3%	(18)	551
Heard Minion Campaign	44%	(236)	26%	(141)	10%	(53)	9%	(48)	9%	(47)	3%	(15)	540
Listens to Podcasts	35%	(393)	27%	(301)	13%	(148)	13%	(147)	10%	(114)	3%	(29)	1132
Streaming Services User	34%	(598)	28%	(488)	13%	(229)	13%	(232)	11%	(190)	2%	(36)	1773
Netflix User	35%	(516)	28%	(406)	13%	(191)	12%	(175)	10%	(151)	2%	(35)	1474
Disney+ User	38%	(373)	27%	(268)	12%	(115)	10%	(101)	10%	(99)	3%	(28)	984
Heterosexual or straight	31%	(610)	27%	(523)	13%	(257)	14%	(280)	12%	(236)	3%	(64)	1971
Gay	34%	(23)	27%	(18)	14%	(9)	14%	(10)	11%	(7)	—	(0)	68
Bisexual	39%	(35)	27%	(24)	8%	(7)	6%	(5)	15%	(13)	6%	(5)	88
Yes	46%	(32)	14%	(10)	6%	(4)	15%	(11)	14%	(10)	4%	(3)	70
No	31%	(660)	27%	(573)	13%	(283)	14%	(289)	12%	(257)	4%	(77)	2140

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

Table MCFE26_20: *Do you have a favorable or unfavorable opinion of the following people?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Elizabeth Olsen

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	19%	(410)	19%	(421)	3%	(70)	2%	(45)	21%	(473)	36%	(790)	2210
Gender: Male	20%	(210)	21%	(220)	3%	(37)	3%	(29)	18%	(195)	35%	(376)	1068
Gender: Female	17%	(200)	18%	(201)	3%	(33)	1%	(16)	24%	(278)	36%	(414)	1142
Age: 18-34	24%	(156)	20%	(127)	5%	(33)	4%	(26)	18%	(118)	28%	(181)	642
Age: 35-44	24%	(88)	25%	(92)	3%	(11)	2%	(8)	21%	(78)	24%	(89)	365
Age: 45-64	16%	(116)	17%	(119)	3%	(18)	1%	(6)	24%	(168)	40%	(286)	714
Age: 65+	10%	(50)	17%	(83)	2%	(9)	1%	(5)	22%	(108)	48%	(233)	489
GenZers: 1997-2012	26%	(67)	19%	(47)	4%	(11)	5%	(12)	15%	(38)	32%	(81)	256
Millennials: 1981-1996	22%	(141)	24%	(156)	4%	(29)	3%	(22)	22%	(140)	25%	(165)	653
GenXers: 1965-1980	22%	(122)	17%	(96)	3%	(17)	1%	(6)	21%	(116)	36%	(199)	555
Baby Boomers: 1946-1964	11%	(76)	18%	(119)	2%	(12)	1%	(5)	25%	(167)	44%	(294)	673
PID: Dem (no lean)	25%	(219)	22%	(187)	3%	(24)	2%	(21)	18%	(157)	29%	(251)	860
PID: Ind (no lean)	14%	(97)	17%	(115)	2%	(16)	1%	(9)	27%	(180)	38%	(258)	674
PID: Rep (no lean)	14%	(94)	18%	(119)	5%	(31)	2%	(15)	20%	(137)	42%	(281)	676
PID/Gender: Dem Men	26%	(103)	26%	(104)	3%	(11)	4%	(15)	15%	(60)	26%	(101)	394
PID/Gender: Dem Women	25%	(116)	18%	(83)	3%	(13)	1%	(6)	21%	(97)	32%	(150)	465
PID/Gender: Ind Men	15%	(52)	20%	(67)	3%	(9)	2%	(6)	23%	(78)	38%	(133)	345
PID/Gender: Ind Women	14%	(45)	14%	(47)	2%	(6)	1%	(4)	31%	(102)	38%	(125)	329
PID/Gender: Rep Men	17%	(55)	15%	(49)	5%	(16)	3%	(9)	17%	(57)	43%	(142)	328
PID/Gender: Rep Women	11%	(38)	20%	(70)	4%	(14)	2%	(6)	23%	(80)	40%	(139)	348
Ideo: Liberal (1-3)	27%	(176)	22%	(143)	3%	(23)	3%	(18)	17%	(113)	28%	(184)	656
Ideo: Moderate (4)	16%	(122)	19%	(141)	3%	(24)	1%	(9)	25%	(189)	35%	(266)	751
Ideo: Conservative (5-7)	14%	(95)	18%	(118)	3%	(22)	2%	(13)	21%	(142)	42%	(277)	666
Educ: < College	18%	(254)	17%	(237)	3%	(50)	2%	(31)	22%	(314)	38%	(551)	1437
Educ: Bachelors degree	21%	(103)	25%	(121)	3%	(14)	2%	(10)	21%	(104)	28%	(138)	491
Educ: Post-grad	19%	(53)	22%	(63)	2%	(6)	2%	(4)	20%	(55)	36%	(101)	282
Income: Under 50k	18%	(227)	17%	(217)	3%	(33)	1%	(16)	23%	(292)	38%	(486)	1271
Income: 50k-100k	19%	(126)	21%	(138)	4%	(28)	3%	(22)	18%	(120)	34%	(222)	656
Income: 100k+	20%	(58)	23%	(66)	3%	(9)	3%	(7)	22%	(61)	29%	(82)	283
Ethnicity: White	17%	(290)	20%	(338)	3%	(53)	2%	(33)	22%	(372)	37%	(625)	1711

Continued on next page

Table MCFE26_20: *Do you have a favorable or unfavorable opinion of the following people?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Elizabeth Olsen

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	19%	(410)	19%	(421)	3%	(70)	2%	(45)	21%	(473)	36%	(790)	2210
Ethnicity: Hispanic	33%	(124)	18%	(66)	2%	(8)	3%	(10)	15%	(57)	29%	(109)	374
Ethnicity: Black	21%	(59)	17%	(47)	5%	(13)	2%	(7)	22%	(61)	34%	(95)	282
Ethnicity: Other	28%	(61)	17%	(36)	2%	(4)	3%	(6)	18%	(40)	32%	(69)	217
All Christian	18%	(181)	20%	(202)	3%	(30)	2%	(23)	19%	(196)	39%	(397)	1029
All Non-Christian	24%	(30)	19%	(24)	3%	(4)	2%	(2)	17%	(22)	36%	(46)	129
Atheist	23%	(23)	24%	(23)	3%	(3)	6%	(6)	23%	(23)	21%	(21)	99
Agnostic/Nothing in particular	18%	(105)	19%	(111)	3%	(16)	1%	(6)	26%	(152)	34%	(198)	587
Something Else	19%	(70)	17%	(61)	5%	(18)	2%	(9)	22%	(81)	35%	(127)	365
Religious Non-Protestant/Catholic	27%	(41)	16%	(24)	2%	(4)	2%	(2)	17%	(27)	36%	(56)	154
Evangelical	17%	(95)	19%	(104)	5%	(28)	2%	(9)	22%	(122)	36%	(200)	558
Non-Evangelical	18%	(141)	20%	(157)	2%	(20)	3%	(23)	18%	(144)	39%	(307)	792
Community: Urban	22%	(137)	22%	(140)	4%	(26)	2%	(11)	21%	(133)	30%	(191)	638
Community: Suburban	19%	(188)	19%	(196)	3%	(27)	2%	(25)	23%	(229)	34%	(349)	1014
Community: Rural	15%	(84)	15%	(85)	3%	(17)	2%	(10)	20%	(112)	45%	(250)	558
Employ: Private Sector	23%	(149)	23%	(151)	5%	(31)	3%	(21)	23%	(147)	24%	(155)	654
Employ: Government	27%	(37)	17%	(23)	6%	(8)	4%	(5)	17%	(24)	29%	(39)	136
Employ: Self-Employed	16%	(27)	22%	(37)	4%	(7)	3%	(5)	20%	(34)	35%	(58)	166
Employ: Homemaker	19%	(36)	20%	(38)	3%	(6)	2%	(3)	20%	(39)	36%	(69)	190
Employ: Student	19%	(12)	23%	(14)	1%	(0)	3%	(2)	19%	(12)	35%	(22)	62
Employ: Retired	11%	(64)	16%	(88)	2%	(10)	—	(3)	23%	(129)	48%	(269)	563
Employ: Unemployed	18%	(53)	15%	(46)	1%	(4)	1%	(4)	21%	(63)	44%	(132)	301
Employ: Other	23%	(32)	17%	(24)	3%	(5)	2%	(3)	19%	(26)	34%	(47)	137
Military HH: Yes	15%	(42)	21%	(60)	2%	(6)	2%	(6)	22%	(63)	38%	(107)	283
Military HH: No	19%	(368)	19%	(361)	3%	(64)	2%	(40)	21%	(410)	35%	(683)	1927
RD/WT: Right Direction	27%	(181)	19%	(126)	4%	(25)	2%	(16)	18%	(123)	29%	(195)	666
RD/WT: Wrong Track	15%	(229)	19%	(295)	3%	(45)	2%	(30)	23%	(350)	38%	(594)	1544
Biden Job Approve	25%	(238)	21%	(205)	3%	(30)	2%	(19)	19%	(181)	31%	(297)	970
Biden Job Disapprove	14%	(160)	18%	(209)	3%	(40)	2%	(21)	23%	(266)	39%	(449)	1144

<div style="text-align:center">Continued on next page</div>

Table MCFE26_20: *Do you have a favorable or unfavorable opinion of the following people?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Elizabeth Olsen

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	19%	(410)	19%	(421)	3%	(70)	2%	(45)	21%	(473)	36%	(790)	2210
Biden Job Strongly Approve	27%	(116)	19%	(84)	4%	(16)	3%	(11)	17%	(74)	30%	(132)	433
Biden Job Somewhat Approve	23%	(122)	22%	(121)	3%	(15)	1%	(8)	20%	(107)	31%	(165)	537
Biden Job Somewhat Disapprove	19%	(66)	20%	(66)	3%	(9)	1%	(3)	24%	(83)	33%	(112)	339
Biden Job Strongly Disapprove	12%	(94)	18%	(142)	4%	(31)	2%	(18)	23%	(183)	42%	(337)	805
Favorable of Biden	24%	(233)	22%	(209)	3%	(26)	1%	(12)	19%	(180)	32%	(310)	969
Unfavorable of Biden	15%	(168)	18%	(202)	4%	(41)	3%	(28)	23%	(257)	39%	(438)	1134
Very Favorable of Biden	28%	(134)	18%	(86)	4%	(17)	2%	(8)	17%	(82)	32%	(155)	482
Somewhat Favorable of Biden	20%	(100)	25%	(123)	2%	(9)	1%	(4)	20%	(98)	32%	(154)	487
Somewhat Unfavorable of Biden	20%	(60)	21%	(64)	2%	(6)	3%	(10)	24%	(72)	29%	(87)	299
Very Unfavorable of Biden	13%	(108)	17%	(138)	4%	(35)	2%	(19)	22%	(185)	42%	(351)	835
#1 Issue: Economy	19%	(172)	19%	(172)	4%	(34)	2%	(19)	21%	(191)	36%	(324)	913
#1 Issue: Security	12%	(29)	17%	(40)	4%	(9)	3%	(7)	22%	(54)	43%	(103)	243
#1 Issue: Health Care	20%	(34)	27%	(46)	1%	(2)	2%	(4)	21%	(35)	29%	(50)	170
#1 Issue: Medicare / Social Security	13%	(35)	18%	(47)	1%	(3)	1%	(2)	21%	(56)	46%	(123)	266
#1 Issue: Women's Issues	24%	(73)	21%	(66)	3%	(10)	2%	(7)	19%	(58)	31%	(97)	311
#1 Issue: Education	25%	(15)	21%	(13)	9%	(5)	6%	(4)	16%	(9)	23%	(13)	59
#1 Issue: Energy	27%	(36)	13%	(18)	4%	(5)	1%	(2)	23%	(31)	32%	(43)	134
#1 Issue: Other	15%	(17)	18%	(21)	1%	(1)	1%	(1)	34%	(39)	32%	(37)	115
2020 Vote: Joe Biden	25%	(233)	20%	(190)	3%	(30)	2%	(20)	21%	(194)	29%	(278)	945
2020 Vote: Donald Trump	15%	(107)	18%	(137)	4%	(28)	2%	(15)	21%	(152)	41%	(300)	740
2020 Vote: Other	19%	(13)	20%	(13)	—	(0)	1%	(1)	26%	(18)	34%	(23)	67
2020 Vote: Didn't Vote	12%	(57)	18%	(81)	3%	(13)	2%	(9)	24%	(109)	41%	(189)	459
2018 House Vote: Democrat	24%	(180)	21%	(162)	3%	(25)	3%	(19)	19%	(147)	29%	(222)	755
2018 House Vote: Republican	13%	(76)	19%	(112)	3%	(16)	2%	(12)	21%	(125)	42%	(248)	589
2018 House Vote: Someone else	25%	(13)	14%	(7)	—	(0)	2%	(1)	25%	(12)	34%	(17)	50
2016 Vote: Hillary Clinton	24%	(165)	20%	(141)	3%	(21)	2%	(16)	22%	(150)	29%	(202)	695
2016 Vote: Donald Trump	14%	(89)	19%	(126)	3%	(18)	2%	(13)	21%	(136)	42%	(274)	656
2016 Vote: Other	18%	(15)	19%	(16)	2%	(1)	—	(0)	24%	(20)	38%	(33)	86
2016 Vote: Didn't Vote	18%	(139)	18%	(135)	4%	(29)	2%	(15)	22%	(166)	37%	(280)	765

Table MCFE26_20: *Do you have a favorable or unfavorable opinion of the following people?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Elizabeth Olsen

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	19%	(410)	19%	(421)	3%	(70)	2%	(45)	21%	(473)	36%	(790)	2210
Voted in 2014: Yes	19%	(229)	19%	(237)	3%	(34)	2%	(25)	21%	(258)	36%	(444)	1227
Voted in 2014: No	18%	(181)	19%	(184)	4%	(36)	2%	(21)	22%	(216)	35%	(345)	983
4-Region: Northeast	18%	(68)	18%	(68)	3%	(10)	3%	(11)	24%	(92)	35%	(133)	383
4-Region: Midwest	14%	(62)	20%	(91)	4%	(19)	2%	(9)	20%	(93)	40%	(183)	456
4-Region: South	17%	(147)	20%	(169)	4%	(32)	2%	(17)	23%	(192)	34%	(288)	844
4-Region: West	25%	(133)	18%	(94)	2%	(9)	2%	(8)	18%	(96)	35%	(186)	527
TikTok Users	25%	(196)	23%	(179)	4%	(33)	2%	(18)	17%	(132)	30%	(236)	793
Twitch Users	29%	(62)	29%	(61)	3%	(6)	2%	(4)	17%	(37)	21%	(45)	216
2022 Sports Viewers/Attendees	21%	(309)	22%	(326)	4%	(54)	2%	(34)	20%	(296)	31%	(457)	1475
Monthly Moviegoers	34%	(110)	27%	(86)	5%	(15)	3%	(11)	13%	(42)	18%	(57)	320
Few Times per Year + Moviegoers	28%	(258)	23%	(215)	4%	(41)	3%	(29)	16%	(150)	25%	(227)	920
Heard Smile Campaign	33%	(179)	22%	(120)	6%	(35)	3%	(19)	15%	(83)	21%	(115)	551
Heard Minion Campaign	34%	(181)	25%	(136)	4%	(24)	4%	(21)	13%	(70)	20%	(108)	540
Listens to Podcasts	25%	(286)	23%	(263)	5%	(52)	3%	(35)	19%	(216)	25%	(279)	1132
Streaming Services User	22%	(390)	21%	(374)	4%	(63)	2%	(41)	20%	(361)	31%	(543)	1773
Netflix User	23%	(345)	22%	(319)	4%	(57)	3%	(39)	20%	(299)	28%	(416)	1474
Disney+ User	28%	(276)	22%	(219)	5%	(47)	3%	(28)	18%	(174)	24%	(240)	984
Heterosexual or straight	18%	(353)	20%	(384)	3%	(59)	2%	(40)	21%	(418)	36%	(716)	1971
Gay	36%	(25)	12%	(8)	2%	(1)	1%	(1)	19%	(13)	29%	(20)	68
Bisexual	20%	(18)	15%	(13)	4%	(3)	2%	(2)	33%	(29)	26%	(23)	88
Yes	30%	(21)	17%	(12)	1%	(1)	4%	(3)	17%	(12)	32%	(22)	70
No	18%	(389)	19%	(409)	3%	(70)	2%	(43)	22%	(461)	36%	(767)	2140

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

Table MCFE26_21: *Do you have a favorable or unfavorable opinion of the following people?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Daniel Radcliffe

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	24%	(523)	23%	(502)	4%	(89)	3%	(58)	19%	(429)	28%	(610)	2210
Gender: Male	23%	(247)	23%	(247)	5%	(56)	3%	(29)	17%	(184)	29%	(306)	1068
Gender: Female	24%	(276)	22%	(255)	3%	(33)	3%	(29)	21%	(245)	27%	(304)	1142
Age: 18-34	29%	(184)	20%	(126)	7%	(45)	4%	(23)	14%	(92)	27%	(172)	642
Age: 35-44	28%	(103)	26%	(96)	3%	(11)	3%	(12)	21%	(77)	18%	(65)	365
Age: 45-64	22%	(157)	23%	(163)	2%	(17)	2%	(18)	21%	(149)	29%	(210)	714
Age: 65+	16%	(78)	24%	(116	3%	(16)	1%	(5)	22%	(110)	33%	(163)	489
GenZers: 1997-2012	27%	(69)	17%	(45)	7%	(17)	3%	(7)	15%	(38)	32%	(81)	256
Millennials: 1981-1996	29%	(188)	24%	(156)	6%	(37)	4%	(27)	17%	(109)	21%	(135)	653
GenXers: 1965-1980	25%	(141)	22%	(123)	2%	(14)	3%	(14)	21%	(116)	26%	(147)	555
Baby Boomers: 1946-1964	17%	(112)	25%	(167)	3%	(19)	1%	(10)	23%	(154)	32%	(212)	673
PID: Dem (no lean)	32%	(271)	23%	(199)	4%	(34)	3%	(22)	15%	(125)	24%	(207)	860
PID: Ind (no lean)	20%	(136)	23%	(153)	2%	(16)	2%	(15)	24%	(164)	28%	(190)	674
PID: Rep (no lean)	17%	(116)	22%	(150)	6%	(38)	3%	(21)	21%	(139)	31%	(212)	676
PID/Gender: Dem Men	32%	(126)	24%	(93)	5%	(21)	3%	(13)	13%	(52)	23%	(89)	394
PID/Gender: Dem Women	31%	(145)	23%	(106)	3%	(14)	2%	(9)	16%	(74)	25%	(118)	465
PID/Gender: Ind Men	21%	(72)	25%	(87)	3%	(9)	2%	(5)	21%	(71)	29%	(101)	345
PID/Gender: Ind Women	20%	(64)	20%	(65)	2%	(7)	3%	(10)	28%	(93)	27%	(89)	329
PID/Gender: Rep Men	15%	(49)	20%	(66)	8%	(26)	3%	(10)	19%	(61)	35%	(116)	328
PID/Gender: Rep Women	19%	(67)	24%	(84)	3%	(12)	3%	(11)	22%	(78)	28%	(97)	348
Ideo: Liberal (1-3)	34%	(226)	26%	(168)	5%	(33)	3%	(18)	14%	(91)	18%	(120)	656
Ideo: Moderate (4)	21%	(159)	23%	(169)	2%	(16)	2%	(17)	21%	(157)	31%	(233)	751
Ideo: Conservative (5-7)	17%	(113)	22%	(148)	6%	(38)	3%	(21)	21%	(143)	30%	(203)	666
Educ: < College	22%	(310)	22%	(310)	3%	(48)	3%	(43)	21%	(296)	30%	(430)	1437
Educ: Bachelors degree	29%	(140)	27%	(133)	4%	(18)	2%	(10)	17%	(84)	21%	(105)	491
Educ: Post-grad	26%	(72)	21%	(59)	8%	(23)	2%	(5)	17%	(48)	27%	(76)	282
Income: Under 50k	22%	(275)	22%	(280)	3%	(38)	2%	(28)	20%	(258)	31%	(393)	1271
Income: 50k-100k	27%	(178)	22%	(147)	4%	(27)	3%	(21)	19%	(126)	24%	(157)	656
Income: 100k+	24%	(69)	26%	(74)	9%	(24)	3%	(10)	16%	(45)	21%	(61)	283
Ethnicity: White	23%	(396)	24%	(417)	4%	(61)	3%	(44)	20%	(346)	26%	(447)	1711

Continued on next page

Table MCFE26_21: *Do you have a favorable or unfavorable opinion of the following people?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Daniel Radcliffe

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	24%	(523)	23%	(502)	4%	(89)	3%	(58)	19%	(429)	28%	(610)	2210
Ethnicity: Hispanic	33%	(123)	14%	(53)	5%	(18)	2%	(9)	14%	(52)	32%	(119)	374
Ethnicity: Black	22%	(63)	18%	(52)	5%	(14)	4%	(10)	15%	(42)	36%	(102)	282
Ethnicity: Other	29%	(64)	15%	(33)	6%	(14)	2%	(4)	19%	(41)	28%	(62)	217
All Christian	22%	(230)	23%	(235)	4%	(46)	3%	(28)	18%	(190)	29%	(300)	1029
All Non-Christian	23%	(30)	22%	(29)	9%	(12)	2%	(2)	16%	(20)	28%	(36)	129
Atheist	40%	(39)	25%	(25)	3%	(3)	3%	(3)	11%	(11)	18%	(18)	99
Agnostic/Nothing in particular	23%	(137)	23%	(137)	2%	(14)	2%	(15)	23%	(137)	25%	(147)	587
Something Else	24%	(86)	21%	(76)	4%	(14)	3%	(10)	19%	(71)	30%	(109)	365
Religious Non-Protestant/Catholic	25%	(38)	24%	(37)	8%	(13)	1%	(2)	14%	(22)	27%	(41)	154
Evangelical	21%	(115)	22%	(120)	3%	(19)	5%	(25)	18%	(103)	31%	(175)	558
Non-Evangelical	24%	(187)	23%	(179)	5%	(40)	2%	(13)	19%	(150)	28%	(222)	792
Community: Urban	28%	(179)	22%	(137)	3%	(20)	3%	(17)	18%	(117)	26%	(168)	638
Community: Suburban	23%	(238)	25%	(253)	4%	(45)	2%	(22)	21%	(210)	24%	(247)	1014
Community: Rural	19%	(106)	20%	(112)	4%	(23)	4%	(20)	18%	(102)	35%	(196)	558
Employ: Private Sector	27%	(175)	28%	(181)	4%	(29)	4%	(25)	18%	(115)	20%	(130)	654
Employ: Government	30%	(41)	13%	(18)	5%	(6)	6%	(9)	17%	(23)	29%	(39)	136
Employ: Self-Employed	26%	(44)	21%	(34)	5%	(8)	3%	(5)	15%	(25)	30%	(50)	166
Employ: Homemaker	26%	(49)	25%	(47)	4%	(8)	2%	(5)	17%	(33)	26%	(49)	190
Employ: Student	22%	(14)	14%	(8)	7%	(4)	6%	(4)	16%	(10)	35%	(22)	62
Employ: Retired	17%	(97)	24%	(133)	3%	(19)	1%	(6)	21%	(120)	33%	(187)	563
Employ: Unemployed	24%	(73)	18%	(53)	2%	(5)	1%	(4)	22%	(67)	32%	(98)	301
Employ: Other	21%	(29)	20%	(27)	6%	(8)	1%	(1)	25%	(34)	27%	(37)	137
Military HH: Yes	25%	(71)	23%	(64)	4%	(11)	2%	(5)	20%	(58)	26%	(74)	283
Military HH: No	23%	(452)	23%	(437)	4%	(78)	3%	(53)	19%	(371)	28%	(536)	1927
RD/WT: Right Direction	30%	(200)	22%	(149)	5%	(34)	3%	(20)	15%	(98)	25%	(164)	666
RD/WT: Wrong Track	21%	(322)	23%	(352)	4%	(54)	2%	(38)	21%	(330)	29%	(447)	1544
Biden Job Approve	31%	(299)	25%	(242)	4%	(36)	3%	(24)	14%	(137)	24%	(232)	970
Biden Job Disapprove	19%	(213)	22%	(250)	4%	(50)	3%	(33)	22%	(257)	30%	(342)	1144

Table MCFE26_21: *Do you have a favorable or unfavorable opinion of the following people?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Daniel Radcliffe

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	24%	(523)	23%	(502)	4%	(89)	3%	(58)	19%	(429)	28%	(610)	2210
Biden Job Strongly Approve	36%	(155)	21%	(92)	4%	(16)	3%	(14)	12%	(54)	23%	(102)	433
Biden Job Somewhat Approve	27%	(145)	28%	(150)	4%	(20)	2%	(10)	15%	(83)	24%	(130)	537
Biden Job Somewhat Disapprove	24%	(80)	23%	(78)	3%	(11)	2%	(7)	22%	(76)	26%	(87)	339
Biden Job Strongly Disapprove	16%	(132)	21%	(172)	5%	(39)	3%	(26)	22%	(181)	32%	(255)	805
Favorable of Biden	32%	(305)	24%	(236)	2%	(24)	2%	(21)	14%	(137)	25%	(246)	969
Unfavorable of Biden	18%	(206)	23%	(257)	5%	(56)	3%	(35)	22%	(251)	29%	(329)	1134
Very Favorable of Biden	37%	(178)	20%	(96)	3%	(12)	3%	(13)	12%	(58)	26%	(125)	482
Somewhat Favorable of Biden	26%	(127)	29%	(140)	2%	(12)	2%	(8)	16%	(79)	25%	(121)	487
Somewhat Unfavorable of Biden	21%	(62)	26%	(79)	5%	(16)	2%	(5)	20%	(60)	25%	(76)	299
Very Unfavorable of Biden	17%	(144)	21%	(178)	5%	(41)	4%	(30)	23%	(191)	30%	(252)	835
#1 Issue: Economy	23%	(209)	24%	(217)	4%	(33)	2%	(22)	21%	(189)	27%	(243)	913
#1 Issue: Security	15%	(37)	20%	(47)	6%	(15)	5%	(12)	20%	(49)	34%	(83)	243
#1 Issue: Health Care	31%	(53)	25%	(42)	4%	(6)	3%	(5)	18%	(31)	19%	(33)	170
#1 Issue: Medicare / Social Security	20%	(53)	24%	(64)	2%	(6)	1%	(3)	16%	(44)	36%	(97)	266
#1 Issue: Women's Issues	32%	(100)	20%	(63)	5%	(14)	2%	(8)	17%	(52)	24%	(74)	311
#1 Issue: Education	24%	(14)	24%	(14)	5%	(3)	7%	(4)	11%	(6)	30%	(18)	59
#1 Issue: Energy	25%	(34)	22%	(29)	5%	(6)	3%	(4)	16%	(22)	30%	(40)	134
#1 Issue: Other	19%	(22)	22%	(25)	5%	(6)	1%	(1)	32%	(37)	21%	(24)	115
2020 Vote: Joe Biden	31%	(294)	25%	(240)	3%	(33)	2%	(22)	14%	(134)	23%	(222)	945
2020 Vote: Donald Trump	18%	(131)	24%	(176)	5%	(39)	4%	(26)	21%	(159)	28%	(209)	740
2020 Vote: Other	22%	(15)	24%	(16)	5%	(3)	—	(0)	27%	(18)	23%	(15)	67
2020 Vote: Didn't Vote	18%	(82)	15%	(70)	3%	(14)	2%	(9)	26%	(118)	36%	(165)	459
2018 House Vote: Democrat	32%	(243)	26%	(197)	4%	(32)	2%	(15)	13%	(97)	23%	(172)	755
2018 House Vote: Republican	16%	(96)	23%	(134)	6%	(36)	3%	(20)	21%	(123)	31%	(180)	589
2018 House Vote: Someone else	27%	(13)	17%	(8)	4%	(2)	—	(0)	25%	(12)	28%	(14)	50
2016 Vote: Hillary Clinton	33%	(230)	26%	(182)	4%	(26)	2%	(14)	13%	(88)	22%	(154)	695
2016 Vote: Donald Trump	17%	(110)	24%	(155)	6%	(38)	2%	(16)	21%	(136)	31%	(201)	656
2016 Vote: Other	16%	(13)	30%	(25)	5%	(4)	—	(0)	25%	(21)	25%	(21)	86
2016 Vote: Didn't Vote	22%	(168)	18%	(138)	3%	(20)	3%	(23)	24%	(181)	31%	(234)	765

Table MCFE26_21: *Do you have a favorable or unfavorable opinion of the following people?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Daniel Radcliffe

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	24%	(523)	23%	(502)	4%	(89)	3%	(58)	19%	(429)	28%	(610)	2210
Voted in 2014: Yes	25%	(304)	24%	(297)	5%	(63)	3%	(32)	17%	(207)	26%	(324)	1227
Voted in 2014: No	22%	(218)	21%	(204)	3%	(26)	3%	(26)	23%	(222)	29%	(287)	983
4-Region: Northeast	22%	(84)	25%	(96)	3%	(13)	2%	(9)	21%	(82)	26%	(98)	383
4-Region: Midwest	21%	(97)	26%	(117)	4%	(17)	4%	(17)	21%	(96)	25%	(112)	456
4-Region: South	22%	(182)	20%	(172)	4%	(36)	3%	(26)	20%	(170)	31%	(258)	844
4-Region: West	30%	(159)	22%	(116)	4%	(23)	1%	(5)	15%	(80)	27%	(143)	527
TikTok Users	30%	(240)	21%	(168)	4%	(33)	3%	(26)	15%	(115)	26%	(209)	793
Twitch Users	35%	(76)	25%	(55)	6%	(12)	2%	(5)	14%	(30)	17%	(37)	216
2022 Sports Viewers/Attendees	25%	(362)	26%	(390)	5%	(71)	3%	(40)	17%	(248)	25%	(365)	1475
Monthly Moviegoers	37%	(117)	26%	(82)	6%	(19)	6%	(18)	9%	(29)	17%	(55)	320
Few Times per Year + Moviegoers	30%	(280)	26%	(235)	6%	(51)	3%	(30)	15%	(143)	20%	(181)	920
Heard Smile Campaign	31%	(169)	24%	(131)	6%	(35)	5%	(28)	14%	(79)	20%	(108)	551
Heard Minion Campaign	33%	(179)	25%	(134)	6%	(32)	5%	(25)	12%	(63)	20%	(108)	540
Listens to Podcasts	29%	(331)	26%	(289)	6%	(66)	4%	(42)	16%	(182)	20%	(222)	1132
Streaming Services User	27%	(470)	25%	(435)	4%	(77)	3%	(50)	18%	(315)	24%	(426)	1773
Netflix User	28%	(413)	24%	(347)	5%	(67)	3%	(39)	18%	(259)	24%	(350)	1474
Disney+ User	32%	(320)	26%	(256)	4%	(43)	3%	(32)	14%	(140)	20%	(193)	984
Heterosexual or straight	22%	(440)	23%	(451)	4%	(82)	3%	(50)	19%	(384)	29%	(563)	1971
Gay	47%	(32)	22%	(15)	1%	(1)	1%	(1)	17%	(12)	11%	(8)	68
Bisexual	28%	(25)	24%	(21)	3%	(3)	6%	(5)	20%	(18)	19%	(17)	88
Yes	36%	(25)	11%	(8)	5%	(4)	7%	(5)	25%	(18)	16%	(11)	70
No	23%	(497)	23%	(494)	4%	(85)	2%	(53)	19%	(411)	28%	(599)	2140

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

Table MCFE26_22: *Do you have a favorable or unfavorable opinion of the following people?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Benedict Cumberbatch

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	19%	(430)	18%	(388)	3%	(70)	2%	(53)	16%	(346)	42%	(923)	2210
Gender: Male	22%	(230)	20%	(213)	4%	(38)	3%	(28)	14%	(148)	38%	(411)	1068
Gender: Female	18%	(200)	15%	(174)	3%	(32)	2%	(25)	17%	(197)	45%	(513)	1142
Age: 18-34	23%	(149)	18%	(113)	6%	(37)	5%	(29)	16%	(104)	33%	(210)	642
Age: 35-44	24%	(87)	21%	(76)	3%	(11)	2%	(9)	19%	(68)	31%	(114)	365
Age: 45-64	17%	(123)	16%	(112)	2%	(18)	2%	(11)	15%	(109)	48%	(342)	714
Age: 65+	14%	(71)	18%	(87)	1%	(5)	1%	(4)	13%	(65)	53%	(257)	489
GenZers: 1997-2012	22%	(55)	18%	(45)	6%	(16)	5%	(14)	12%	(32)	37%	(94)	256
Millennials: 1981-1996	23%	(148)	19%	(122)	5%	(31)	4%	(23)	19%	(122)	32%	(207)	653
GenXers: 1965-1980	21%	(117)	17%	(92)	2%	(12)	2%	(9)	14%	(79)	44%	(246)	555
Baby Boomers: 1946-1964	15%	(98)	18%	(123)	2%	(11)	1%	(7)	16%	(104)	49%	(330)	673
PID: Dem (no lean)	26%	(220)	21%	(180)	4%	(32)	3%	(22)	13%	(109)	35%	(297)	860
PID: Ind (no lean)	18%	(118)	15%	(101)	2%	(17)	2%	(12)	19%	(129)	44%	(297)	674
PID: Rep (no lean)	14%	(92)	16%	(107)	3%	(22)	3%	(19)	16%	(108)	49%	(329)	676
PID/Gender: Dem Men	29%	(116)	23%	(90)	4%	(17)	3%	(12)	10%	(39)	30%	(120)	394
PID/Gender: Dem Women	22%	(104)	19%	(89)	3%	(14)	2%	(10)	15%	(70)	38%	(177)	465
PID/Gender: Ind Men	20%	(68)	18%	(64)	2%	(8)	2%	(7)	18%	(63)	39%	(136)	345
PID/Gender: Ind Women	15%	(51)	11%	(38)	2%	(8)	2%	(5)	20%	(66)	49%	(161)	329
PID/Gender: Rep Men	14%	(46)	18%	(60)	4%	(13)	3%	(9)	14%	(46)	47%	(155)	328
PID/Gender: Rep Women	13%	(45)	14%	(47)	3%	(10)	3%	(10)	18%	(62)	50%	(174)	348
Ideo: Liberal (1-3)	30%	(195)	23%	(154)	4%	(25)	3%	(18)	12%	(81)	28%	(184)	656
Ideo: Moderate (4)	16%	(119)	16%	(120)	3%	(22)	2%	(16)	19%	(141)	44%	(333)	751
Ideo: Conservative (5-7)	15%	(99)	16%	(105)	3%	(20)	2%	(15)	16%	(104)	49%	(323)	666
Educ: < College	17%	(251)	14%	(206)	3%	(45)	3%	(37)	16%	(236)	46%	(662)	1437
Educ: Bachelors degree	24%	(119)	24%	(118)	3%	(16)	2%	(10)	14%	(70)	33%	(160)	491
Educ: Post-grad	21%	(60)	23%	(64)	4%	(10)	2%	(7)	14%	(40)	36%	(102)	282
Income: Under 50k	18%	(230)	16%	(197)	3%	(39)	2%	(28)	17%	(211)	45%	(567)	1271
Income: 50k-100k	21%	(141)	18%	(117)	3%	(22)	3%	(19)	14%	(95)	40%	(262)	656
Income: 100k+	21%	(59)	26%	(73)	3%	(10)	2%	(6)	14%	(40)	33%	(95)	283
Ethnicity: White	19%	(330)	18%	(302)	3%	(50)	2%	(35)	16%	(268)	42%	(727)	1711

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Table MCFE26_22: *Do you have a favorable or unfavorable opinion of the following people?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Benedict Cumberbatch

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	19%	(430)	18%	(388)	3%	(70)	2%	(53)	16%	(346)	42%	(923)	2210
Ethnicity: Hispanic	24%	(91)	19%	(72)	2%	(8)	4%	(15)	13%	(49)	37%	(139)	374
Ethnicity: Black	19%	(55)	16%	(44)	5%	(14)	5%	(14)	13%	(36)	42%	(119)	282
Ethnicity: Other	21%	(46)	19%	(41)	3%	(6)	2%	(4)	19%	(42)	36%	(78)	217
All Christian	18%	(183)	19%	(195)	3%	(26)	2%	(25)	14%	(143)	44%	(456)	1029
All Non-Christian	26%	(33)	20%	(26)	3%	(4)	4%	(5)	14%	(18)	34%	(43)	129
Atheist	34%	(33)	24%	(24)	2%	(2)	2%	(2)	18%	(18)	21%	(21)	99
Agnostic/Nothing in particular	19%	(112)	15%	(89)	4%	(21)	2%	(14)	20%	(120)	39%	(232)	587
Something Else	19%	(68)	15%	(54)	5%	(17)	2%	(7)	13%	(47)	47%	(171)	365
Religious Non-Protestant/Catholic	27%	(41)	20%	(31)	3%	(5)	3%	(5)	13%	(19)	34%	(52)	154
Evangelical	16%	(87)	19%	(107)	4%	(20)	3%	(14)	12%	(68)	47%	(262)	558
Non-Evangelical	19%	(153)	17%	(134)	3%	(23)	2%	(18)	15%	(117)	44%	(348)	792
Community: Urban	21%	(136)	20%	(125)	3%	(22)	3%	(19)	14%	(89)	39%	(246)	638
Community: Suburban	21%	(211)	18%	(181)	3%	(33)	2%	(20)	17%	(175)	39%	(394)	1014
Community: Rural	15%	(83)	15%	(82)	3%	(15)	3%	(14)	15%	(81)	51%	(283)	558
Employ: Private Sector	23%	(149)	23%	(148)	4%	(27)	3%	(23)	17%	(108)	31%	(200)	654
Employ: Government	24%	(32)	19%	(25)	4%	(5)	4%	(5)	12%	(16)	39%	(53)	136
Employ: Self-Employed	22%	(37)	17%	(28)	4%	(7)	3%	(5)	12%	(20)	42%	(69)	166
Employ: Homemaker	20%	(38)	17%	(33)	5%	(10)	1%	(3)	16%	(30)	40%	(77)	190
Employ: Student	21%	(13)	15%	(10)	8%	(5)	4%	(3)	19%	(12)	33%	(20)	62
Employ: Retired	15%	(84)	16%	(87)	1%	(8)	1%	(4)	13%	(71)	55%	(309)	563
Employ: Unemployed	19%	(56)	13%	(40)	2%	(6)	3%	(9)	21%	(64)	42%	(126)	301
Employ: Other	16%	(21)	12%	(16)	3%	(4)	2%	(2)	18%	(24)	50%	(69)	137
Military HH: Yes	21%	(58)	17%	(49)	1%	(2)	1%	(3)	17%	(47)	44%	(125)	283
Military HH: No	19%	(372)	18%	(338)	4%	(69)	3%	(51)	15%	(299)	41%	(799)	1927
RD/WT: Right Direction	26%	(176)	20%	(135)	4%	(30)	2%	(14)	14%	(93)	33%	(220)	666
RD/WT: Wrong Track	16%	(254)	16%	(253)	3%	(41)	3%	(39)	16%	(253)	46%	(704)	1544
Biden Job Approve	27%	(257)	21%	(199)	4%	(35)	2%	(19)	14%	(132)	34%	(328)	970
Biden Job Disapprove	15%	(168)	16%	(183)	3%	(33)	3%	(32)	16%	(184)	48%	(544)	1144

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Table MCFE26_22: *Do you have a favorable or unfavorable opinion of the following people?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Benedict Cumberbatch

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	19%	(430)	18%	(388)	3%	(70)	2%	(53)	16%	(346)	42%	(923)	2210
Biden Job Strongly Approve	31%	(133)	20%	(85)	4%	(17)	2%	(8)	11%	(46)	33%	(143)	433
Biden Job Somewhat Approve	23%	(124)	21%	(114)	3%	(18)	2%	(11)	16%	(86)	34%	(185)	537
Biden Job Somewhat Disapprove	18%	(62)	18%	(60)	3%	(11)	2%	(6)	16%	(54)	43%	(147)	339
Biden Job Strongly Disapprove	13%	(106)	15%	(124)	3%	(22)	3%	(26)	16%	(130)	49%	(397)	805
Favorable of Biden	26%	(252)	21%	(199)	3%	(27)	2%	(16)	14%	(131)	35%	(344)	969
Unfavorable of Biden	15%	(171)	16%	(177)	3%	(37)	2%	(28)	16%	(185)	47%	(535)	1134
Very Favorable of Biden	32%	(156)	18%	(87)	3%	(15)	2%	(8)	11%	(53)	34%	(163)	482
Somewhat Favorable of Biden	20%	(96)	23%	(113)	2%	(11)	2%	(8)	16%	(78)	37%	(180)	487
Somewhat Unfavorable of Biden	18%	(55)	19%	(55)	3%	(10)	1%	(3)	17%	(52)	41%	(123)	299
Very Unfavorable of Biden	14%	(116)	15%	(122)	3%	(27)	3%	(25)	16%	(133)	49%	(412)	835
#1 Issue: Economy	19%	(174)	17%	(151)	3%	(25)	3%	(27)	16%	(144)	43%	(393)	913
#1 Issue: Security	13%	(31)	18%	(44)	4%	(9)	4%	(9)	15%	(37)	47%	(113)	243
#1 Issue: Health Care	23%	(39)	24%	(41)	3%	(6)	1%	(2)	18%	(30)	31%	(52)	170
#1 Issue: Medicare / Social Security	16%	(41)	15%	(39)	3%	(8)	1%	(2)	14%	(38)	52%	(137)	266
#1 Issue: Women's Issues	23%	(73)	19%	(58)	4%	(13)	2%	(6)	16%	(50)	35%	(110)	311
#1 Issue: Education	28%	(16)	22%	(13)	4%	(3)	—	(0)	19%	(11)	27%	(16)	59
#1 Issue: Energy	22%	(30)	18%	(24)	3%	(4)	4%	(6)	11%	(15)	41%	(55)	134
#1 Issue: Other	23%	(26)	15%	(18)	2%	(3)	1%	(1)	17%	(20)	41%	(47)	115
2020 Vote: Joe Biden	25%	(240)	21%	(201)	3%	(32)	2%	(18)	15%	(139)	33%	(315)	945
2020 Vote: Donald Trump	14%	(104)	18%	(129)	3%	(21)	2%	(18)	15%	(111)	48%	(356)	740
2020 Vote: Other	16%	(11)	16%	(11)	6%	(4)	2%	(2)	23%	(16)	37%	(25)	67
2020 Vote: Didn't Vote	16%	(75)	10%	(47)	3%	(14)	3%	(16)	18%	(81)	49%	(227)	459
2018 House Vote: Democrat	26%	(198)	22%	(169)	4%	(28)	2%	(17)	13%	(99)	32%	(244)	755
2018 House Vote: Republican	14%	(83)	19%	(109)	2%	(12)	2%	(12)	14%	(82)	49%	(290)	589
2018 House Vote: Someone else	17%	(8)	14%	(7)	6%	(3)	—	(0)	26%	(13)	38%	(19)	50
2016 Vote: Hillary Clinton	27%	(186)	21%	(149)	3%	(21)	2%	(15)	14%	(96)	33%	(227)	695
2016 Vote: Donald Trump	14%	(92)	19%	(122)	2%	(15)	2%	(10)	15%	(98)	49%	(318)	656
2016 Vote: Other	18%	(16)	24%	(20)	2%	(2)	—	(0)	23%	(20)	33%	(28)	86
2016 Vote: Didn't Vote	18%	(134)	13%	(96)	4%	(30)	3%	(26)	17%	(132)	45%	(347)	765

Table MCFE26_22: *Do you have a favorable or unfavorable opinion of the following people?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Benedict Cumberbatch

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	19%	(430)	18%	(388)	3%	(70)	2%	(53)	16%	(346)	42%	(923)	2210
Voted in 2014: Yes	20%	(247)	20%	(246)	3%	(38)	2%	(22)	14%	(167)	41%	(506)	1227
Voted in 2014: No	19%	(183)	14%	(142)	3%	(32)	3%	(31)	18%	(178)	42%	(418)	983
4-Region: Northeast	18%	(67)	21%	(82)	2%	(9)	2%	(9)	19%	(73)	37%	(143)	383
4-Region: Midwest	19%	(86)	17%	(77)	3%	(12)	3%	(14)	16%	(74)	42%	(193)	456
4-Region: South	17%	(145)	16%	(139)	4%	(35)	3%	(23)	15%	(127)	44%	(375)	844
4-Region: West	25%	(132)	17%	(90)	3%	(14)	1%	(7)	14%	(72)	40%	(212)	527
TikTok Users	22%	(174)	17%	(131)	5%	(42)	3%	(26)	14%	(109)	39%	(311)	793
Twitch Users	30%	(65)	28%	(60)	7%	(14)	4%	(9)	13%	(29)	18%	(38)	216
2022 Sports Viewers/Attendees	21%	(310)	21%	(309)	4%	(56)	2%	(31)	14%	(213)	38%	(556)	1475
Monthly Moviegoers	31%	(100)	26%	(85)	6%	(18)	4%	(12)	10%	(31)	23%	(74)	320
Few Times per Year + Moviegoers	28%	(255)	21%	(195)	5%	(48)	3%	(27)	12%	(111)	31%	(283)	920
Heard Smile Campaign	27%	(151)	22%	(122)	7%	(40)	5%	(25)	11%	(63)	27%	(149)	551
Heard Minion Campaign	31%	(165)	23%	(122)	7%	(39)	4%	(23)	10%	(56)	25%	(135)	540
Listens to Podcasts	24%	(277)	22%	(247)	5%	(53)	3%	(37)	15%	(167)	31%	(351)	1132
Streaming Services User	22%	(390)	19%	(345)	4%	(63)	3%	(45)	15%	(275)	37%	(655)	1773
Netflix User	23%	(333)	20%	(288)	4%	(58)	3%	(38)	16%	(235)	35%	(522)	1474
Disney+ User	26%	(260)	22%	(218)	5%	(47)	3%	(28)	14%	(141)	29%	(290)	984
Heterosexual or straight	19%	(367)	17%	(343)	3%	(53)	3%	(50)	15%	(302)	43%	(855)	1971
Gay	41%	(28)	16%	(11)	4%	(3)	2%	(2)	12%	(8)	24%	(16)	68
Bisexual	20%	(17)	18%	(16)	5%	(5)	2%	(2)	27%	(24)	29%	(25)	88
Yes	31%	(22)	16%	(11)	4%	(3)	3%	(2)	14%	(10)	31%	(22)	70
No	19%	(408)	18%	(376)	3%	(68)	2%	(51)	16%	(335)	42%	(901)	2140

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

Table MCFE26_23: *Do you have a favorable or unfavorable opinion of the following people?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Harrison Ford

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	41%	(904)	30%	(661)	4%	(90)	2%	(50)	13%	(298)	9%	(206)	2210
Gender: Male	43%	(464)	30%	(316)	4%	(40)	3%	(27)	12%	(127)	9%	(94)	1068
Gender: Female	39%	(441)	30%	(345)	4%	(50)	2%	(23)	15%	(171)	10%	(112)	1142
Age: 18-34	28%	(182)	23%	(145)	6%	(40)	3%	(20)	17%	(111)	22%	(144)	642
Age: 35-44	42%	(154)	33%	(122)	3%	(11)	2%	(8)	15%	(55)	4%	(15)	365
Age: 45-64	46%	(325)	32%	(231)	3%	(21)	2%	(14)	12%	(83)	6%	(40)	714
Age: 65+	50%	(243)	34%	(164)	4%	(18)	2%	(8)	10%	(49)	1%	(6)	489
GenZers: 1997-2012	23%	(58)	14%	(37)	9%	(23)	4%	(10)	20%	(50)	31%	(79)	256
Millennials: 1981-1996	35%	(227)	31%	(204)	4%	(27)	3%	(19)	15%	(101)	11%	(75)	653
GenXers: 1965-1980	48%	(266)	29%	(163)	2%	(13)	2%	(9)	12%	(68)	7%	(37)	555
Baby Boomers: 1946-1964	47%	(318)	35%	(233)	4%	(26)	2%	(12)	10%	(70)	2%	(14)	673
PID: Dem (no lean)	43%	(370)	29%	(251)	6%	(49)	2%	(19)	11%	(91)	9%	(80)	860
PID: Ind (no lean)	38%	(257)	30%	(200)	2%	(12)	2%	(11)	18%	(119)	11%	(76)	674
PID: Rep (no lean)	41%	(277)	31%	(211)	4%	(29)	3%	(21)	13%	(88)	7%	(50)	676
PID/Gender: Dem Men	48%	(189)	26%	(104)	5%	(20)	2%	(10)	10%	(40)	8%	(31)	394
PID/Gender: Dem Women	39%	(181)	32%	(147)	6%	(29)	2%	(9)	11%	(50)	11%	(49)	465
PID/Gender: Ind Men	39%	(134)	34%	(117)	1%	(4)	1%	(5)	14%	(47)	11%	(38)	345
PID/Gender: Ind Women	38%	(123)	25%	(82)	2%	(7)	2%	(6)	22%	(72)	11%	(38)	329
PID/Gender: Rep Men	43%	(141)	29%	(94)	5%	(16)	4%	(13)	12%	(39)	7%	(25)	328
PID/Gender: Rep Women	39%	(136)	33%	(116)	4%	(13)	2%	(8)	14%	(49)	7%	(25)	348
Ideo: Liberal (1-3)	43%	(282)	31%	(203)	5%	(33)	4%	(23)	12%	(77)	6%	(37)	656
Ideo: Moderate (4)	40%	(297)	29%	(220)	4%	(31)	1%	(8)	14%	(106)	12%	(90)	751
Ideo: Conservative (5-7)	43%	(284)	33%	(219)	3%	(23)	3%	(18)	13%	(85)	6%	(38)	666
Educ: < College	40%	(570)	27%	(387)	4%	(59)	3%	(38)	14%	(208)	12%	(175)	1437
Educ: Bachelors degree	46%	(226)	33%	(162)	4%	(19)	1%	(7)	12%	(57)	4%	(21)	491
Educ: Post-grad	38%	(108)	40%	(113)	4%	(12)	2%	(6)	12%	(33)	4%	(10)	282
Income: Under 50k	39%	(496)	29%	(363)	4%	(47)	2%	(24)	15%	(196)	11%	(145)	1271
Income: 50k-100k	43%	(283)	30%	(196)	5%	(32)	3%	(20)	12%	(77)	7%	(48)	656
Income: 100k+	45%	(126)	36%	(102)	4%	(10)	2%	(6)	9%	(25)	5%	(13)	283
Ethnicity: White	42%	(723)	32%	(546)	4%	(63)	2%	(40)	14%	(232)	6%	(106)	1711

Continued on next page

Table MCFE26_23: *Do you have a favorable or unfavorable opinion of the following people?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Harrison Ford

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	41%	(904)	30%	(661)	4%	(90)	2%	(50)	13%	(298)	9%	(206)	2210
Ethnicity: Hispanic	37%	(137)	25%	(92)	5%	(19)	2%	(8)	14%	(52)	18%	(66)	374
Ethnicity: Black	35%	(99)	22%	(62)	6%	(18)	3%	(8)	13%	(37)	21%	(59)	282
Ethnicity: Other	38%	(82)	24%	(53)	4%	(9)	1%	(3)	13%	(29)	19%	(41)	217
All Christian	43%	(445)	33%	(335)	4%	(42)	2%	(25)	11%	(114)	7%	(68)	1029
All Non-Christian	41%	(53)	24%	(30)	5%	(6)	3%	(4)	19%	(24)	9%	(11)	129
Atheist	45%	(44)	29%	(29)	3%	(3)	3%	(3)	16%	(16)	6%	(5)	99
Agnostic/Nothing in particular	36%	(210)	29%	(170)	3%	(17)	2%	(13)	17%	(101)	13%	(76)	587
Something Else	42%	(152)	26%	(97)	6%	(22)	2%	(6)	12%	(43)	12%	(45)	365
Religious Non-Protestant/Catholic	42%	(65)	26%	(40)	4%	(6)	2%	(4)	16%	(25)	9%	(14)	154
Evangelical	42%	(236)	29%	(159)	5%	(29)	2%	(11)	13%	(71)	9%	(52)	558
Non-Evangelical	43%	(344)	32%	(257)	4%	(34)	3%	(20)	10%	(80)	7%	(57)	792
Community: Urban	40%	(254)	29%	(188)	5%	(32)	2%	(13)	13%	(86)	10%	(65)	638
Community: Suburban	41%	(419)	31%	(315)	4%	(37)	2%	(25)	13%	(133)	9%	(86)	1014
Community: Rural	42%	(232)	28%	(159)	4%	(22)	2%	(12)	14%	(80)	10%	(54)	558
Employ: Private Sector	41%	(270)	35%	(231)	5%	(33)	2%	(14)	11%	(73)	5%	(34)	654
Employ: Government	38%	(52)	27%	(36)	4%	(6)	4%	(5)	14%	(20)	13%	(18)	136
Employ: Self-Employed	46%	(76)	20%	(33)	4%	(6)	3%	(5)	16%	(27)	11%	(19)	166
Employ: Homemaker	37%	(71)	27%	(51)	5%	(9)	3%	(6)	15%	(29)	13%	(25)	190
Employ: Student	23%	(14)	15%	(9)	5%	(3)	5%	(3)	20%	(12)	33%	(20)	62
Employ: Retired	48%	(268)	34%	(193)	3%	(19)	2%	(9)	11%	(60)	2%	(14)	563
Employ: Unemployed	33%	(98)	23%	(71)	3%	(9)	1%	(4)	19%	(59)	20%	(60)	301
Employ: Other	41%	(56)	28%	(38)	3%	(4)	3%	(4)	14%	(19)	11%	(16)	137
Military HH: Yes	53%	(151)	30%	(84)	3%	(7)	2%	(5)	10%	(28)	3%	(7)	283
Military HH: No	39%	(753)	30%	(577)	4%	(82)	2%	(46)	14%	(270)	10%	(198)	1927
RD/WT: Right Direction	45%	(302)	27%	(180)	5%	(32)	3%	(17)	11%	(70)	10%	(65)	666
RD/WT: Wrong Track	39%	(603)	31%	(482)	4%	(58)	2%	(33)	15%	(228)	9%	(140)	1544
Biden Job Approve	44%	(424)	30%	(293)	5%	(48)	2%	(20)	10%	(98)	9%	(86)	970
Biden Job Disapprove	40%	(461)	31%	(352)	3%	(38)	2%	(27)	15%	(171)	8%	(95)	1144

Table MCFE26_23: *Do you have a favorable or unfavorable opinion of the following people?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Harrison Ford

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	41%	(904)	30%	(661)	4%	(90)	2%	(50)	13%	(298)	9%	(206)	2210
Biden Job Strongly Approve	51%	(219)	26%	(113)	4%	(19)	2%	(9)	8%	(35)	9%	(38)	433
Biden Job Somewhat Approve	38%	(204)	33%	(180)	6%	(30)	2%	(12)	12%	(63)	9%	(49)	537
Biden Job Somewhat Disapprove	40%	(137)	30%	(102)	2%	(7)	1%	(4)	17%	(56)	10%	(33)	339
Biden Job Strongly Disapprove	40%	(324)	31%	(250)	4%	(31)	3%	(23)	14%	(115)	8%	(63)	805
Favorable of Biden	45%	(434)	31%	(296)	4%	(39)	2%	(17)	10%	(96)	9%	(87)	969
Unfavorable of Biden	40%	(454)	31%	(351)	4%	(42)	3%	(30)	15%	(165)	8%	(92)	1134
Very Favorable of Biden	52%	(251)	27%	(130)	3%	(14)	2%	(8)	7%	(32)	10%	(48)	482
Somewhat Favorable of Biden	38%	(183)	34%	(167)	5%	(26)	2%	(9)	13%	(64)	8%	(39)	487
Somewhat Unfavorable of Biden	37%	(111)	33%	(98)	4%	(11)	2%	(6)	16%	(47)	8%	(25)	299
Very Unfavorable of Biden	41%	(344)	30%	(253)	4%	(31)	3%	(24)	14%	(117)	8%	(67)	835
#1 Issue: Economy	41%	(378)	32%	(291)	4%	(32)	2%	(16)	12%	(106)	10%	(89)	913
#1 Issue: Security	40%	(96)	29%	(70)	6%	(14)	6%	(15)	13%	(31)	7%	(16)	243
#1 Issue: Health Care	43%	(73)	28%	(47)	4%	(7)	2%	(3)	15%	(25)	9%	(15)	170
#1 Issue: Medicare / Social Security	46%	(122)	32%	(86)	3%	(7)	1%	(4)	12%	(32)	5%	(14)	266
#1 Issue: Women's Issues	35%	(110)	27%	(84)	5%	(14)	3%	(8)	17%	(52)	13%	(42)	311
#1 Issue: Education	27%	(16)	29%	(17)	6%	(4)	3%	(2)	16%	(9)	19%	(11)	59
#1 Issue: Energy	46%	(61)	26%	(35)	5%	(6)	1%	(1)	13%	(17)	9%	(13)	134
#1 Issue: Other	42%	(48)	26%	(29)	4%	(5)	2%	(2)	21%	(24)	5%	(6)	115
2020 Vote: Joe Biden	43%	(410)	31%	(294)	4%	(41)	2%	(20)	12%	(115)	7%	(65)	945
2020 Vote: Donald Trump	43%	(314)	32%	(238)	4%	(26)	3%	(23)	12%	(86)	7%	(52)	740
2020 Vote: Other	32%	(21)	43%	(29)	2%	(2)	—	(0)	20%	(13)	3%	(2)	67
2020 Vote: Didn't Vote	35%	(158)	22%	(100)	5%	(22)	2%	(8)	18%	(84)	19%	(87)	459
2018 House Vote: Democrat	46%	(349)	33%	(247)	4%	(33)	2%	(18)	9%	(67)	5%	(40)	755
2018 House Vote: Republican	43%	(251)	35%	(206)	3%	(20)	2%	(14)	12%	(73)	4%	(25)	589
2018 House Vote: Someone else	53%	(26)	28%	(14)	—	(0)	—	(0)	13%	(7)	5%	(3)	50
2016 Vote: Hillary Clinton	46%	(317)	33%	(231)	4%	(27)	2%	(17)	10%	(67)	5%	(35)	695
2016 Vote: Donald Trump	46%	(299)	34%	(222)	3%	(21)	2%	(13)	11%	(73)	4%	(29)	656
2016 Vote: Other	40%	(35)	29%	(25)	1%	(1)	—	(0)	26%	(22)	3%	(3)	86
2016 Vote: Didn't Vote	32%	(247)	24%	(183)	5%	(41)	3%	(19)	18%	(136)	18%	(139)	765

Continued on next page

Table MCFE26_23: *Do you have a favorable or unfavorable opinion of the following people?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Harrison Ford

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	41%	(904)	30%	(661)	4%	(90)	2%	(50)	13%	(298)	9%	(206)	2210
Voted in 2014: Yes	46%	(566)	33%	(408)	4%	(46)	2%	(23)	10%	(128)	5%	(57)	1227
Voted in 2014: No	34%	(339)	26%	(253)	4%	(44)	3%	(27)	17%	(171)	15%	(149)	983
4-Region: Northeast	41%	(156)	29%	(110)	4%	(15)	2%	(9)	15%	(57)	9%	(36)	383
4-Region: Midwest	41%	(185)	31%	(142)	4%	(16)	3%	(11)	16%	(72)	6%	(29)	456
4-Region: South	40%	(334)	30%	(257)	4%	(37)	2%	(21)	13%	(112)	10%	(84)	844
4-Region: West	44%	(229)	29%	(153)	4%	(22)	2%	(9)	11%	(56)	11%	(57)	527
TikTok Users	40%	(315)	27%	(213)	5%	(44)	2%	(16)	12%	(98)	14%	(108)	793
Twitch Users	40%	(85)	25%	(55)	7%	(16)	2%	(5)	12%	(26)	13%	(28)	216
2022 Sports Viewers/Attendees	44%	(656)	32%	(471)	5%	(67)	2%	(33)	10%	(155)	6%	(94)	1475
Monthly Moviegoers	46%	(146)	29%	(92)	5%	(17)	5%	(15)	7%	(24)	8%	(27)	320
Few Times per Year + Moviegoers	46%	(425)	30%	(273)	5%	(41)	3%	(27)	10%	(90)	7%	(64)	920
Heard Smile Campaign	41%	(227)	27%	(147)	7%	(41)	3%	(17)	9%	(51)	12%	(68)	551
Heard Minion Campaign	42%	(229)	26%	(142)	7%	(39)	3%	(16)	10%	(55)	11%	(58)	540
Listens to Podcasts	42%	(476)	31%	(349)	5%	(61)	3%	(31)	12%	(133)	7%	(81)	1132
Streaming Services User	43%	(759)	30%	(528)	4%	(77)	2%	(39)	12%	(218)	9%	(152)	1773
Netflix User	43%	(627)	29%	(423)	4%	(65)	2%	(30)	12%	(184)	10%	(145)	1474
Disney+ User	44%	(432)	28%	(273)	6%	(58)	2%	(17)	12%	(115)	9%	(89)	984
Heterosexual or straight	42%	(825)	30%	(592)	4%	(83)	2%	(47)	13%	(250)	9%	(174)	1971
Gay	47%	(32)	31%	(21)	2%	(1)	1%	(1)	14%	(9)	5%	(3)	68
Bisexual	29%	(26)	29%	(26)	1%	(1)	2%	(2)	25%	(22)	12%	(11)	88
Yes	37%	(26)	19%	(13)	9%	(6)	2%	(2)	20%	(14)	13%	(9)	70
No	41%	(878)	30%	(648)	4%	(84)	2%	(49)	13%	(284)	9%	(197)	2140

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

Table MCFE26_24: *Do you have a favorable or unfavorable opinion of the following people?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Josh Brolin

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	22%	(478)	23%	(498)	4%	(96)	2%	(49)	20%	(445)	29%	(645)	2210
Gender: Male	23%	(241)	23%	(248)	5%	(55)	3%	(32)	20%	(211)	26%	(282)	1068
Gender: Female	21%	(238)	22%	(250)	4%	(41)	1%	(17)	20%	(234)	32%	(363)	1142
Age: 18-34	15%	(94)	15%	(98)	6%	(40)	3%	(22)	18%	(119)	42%	(269)	642
Age: 35-44	22%	(79)	16%	(59)	4%	(15)	3%	(10)	24%	(87)	32%	(115)	365
Age: 45-64	26%	(183)	24%	(174)	4%	(27)	2%	(11)	19%	(138)	25%	(181)	714
Age: 65+	25%	(122)	34%	(167)	3%	(14)	1%	(5)	21%	(102)	16%	(79)	489
GenZers: 1997-2012	12%	(32)	8%	(22)	7%	(19)	5%	(12)	15%	(38)	52%	(134)	256
Millennials: 1981-1996	17%	(110)	19%	(121)	6%	(36)	3%	(18)	22%	(143)	34%	(225)	653
GenXers: 1965-1980	28%	(153)	21%	(116)	4%	(20)	2%	(12)	19%	(104)	27%	(149)	555
Baby Boomers: 1946-1964	24%	(163)	33%	(220)	3%	(20)	1%	(5)	21%	(142)	18%	(123)	673
PID: Dem (no lean)	26%	(228)	24%	(204)	5%	(39)	3%	(22)	17%	(142)	26%	(225)	860
PID: Ind (no lean)	17%	(116)	20%	(134)	4%	(25)	1%	(6)	26%	(179)	32%	(215)	674
PID: Rep (no lean)	20%	(134)	24%	(160)	5%	(31)	3%	(21)	18%	(125)	30%	(205)	676
PID/Gender: Dem Men	30%	(118)	23%	(93)	5%	(19)	3%	(12)	16%	(64)	23%	(90)	394
PID/Gender: Dem Women	24%	(110)	24%	(111)	4%	(21)	2%	(10)	17%	(78)	29%	(135)	465
PID/Gender: Ind Men	18%	(62)	21%	(73)	5%	(19)	—	(2)	26%	(88)	29%	(102)	345
PID/Gender: Ind Women	16%	(54)	18%	(61)	2%	(7)	1%	(4)	27%	(90)	34%	(113)	329
PID/Gender: Rep Men	19%	(61)	25%	(82)	5%	(17)	6%	(18)	18%	(59)	28%	(91)	328
PID/Gender: Rep Women	21%	(74)	22%	(78)	4%	(13)	1%	(3)	19%	(65)	33%	(114)	348
Ideo: Liberal (1-3)	28%	(185)	25%	(162)	5%	(31)	3%	(19)	18%	(120)	21%	(139)	656
Ideo: Moderate (4)	20%	(150)	20%	(150)	4%	(31)	2%	(16)	21%	(157)	33%	(247)	751
Ideo: Conservative (5-7)	20%	(133)	26%	(173)	5%	(31)	2%	(14)	20%	(135)	27%	(178)	666
Educ: < College	20%	(293)	20%	(285)	4%	(58)	2%	(26)	21%	(295)	33%	(479)	1437
Educ: Bachelors degree	26%	(129)	27%	(131)	5%	(25)	2%	(10)	20%	(99)	20%	(96)	491
Educ: Post-grad	20%	(56)	29%	(81)	4%	(13)	4%	(13)	18%	(51)	25%	(69)	282
Income: Under 50k	20%	(253)	20%	(258)	4%	(47)	2%	(25)	21%	(270)	33%	(419)	1271
Income: 50k-100k	23%	(154)	24%	(160)	6%	(41)	3%	(17)	18%	(118)	25%	(167)	656
Income: 100k+	25%	(72)	28%	(80)	3%	(8)	3%	(7)	20%	(57)	21%	(58)	283
Ethnicity: White	23%	(390)	25%	(424)	4%	(66)	2%	(32)	21%	(359)	26%	(439)	1711

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Table MCFE26_24: *Do you have a favorable or unfavorable opinion of the following people? If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*

Josh Brolin

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	22%	(478)	23%	(498)	4%	(96)	2%	(49)	20%	(445)	29%	(645)	2210
Ethnicity: Hispanic	23%	(88)	16%	(60)	4%	(17)	2%	(9)	18%	(68)	36%	(133)	374
Ethnicity: Black	16%	(46)	13%	(37)	7%	(21)	4%	(11)	17%	(47)	43%	(120)	282
Ethnicity: Other	20%	(43)	17%	(36)	4%	(9)	3%	(6)	18%	(39)	39%	(85)	217
All Christian	25%	(253)	27%	(279)	3%	(33)	2%	(26)	18%	(187)	24%	(251)	1029
All Non-Christian	23%	(30)	20%	(26)	5%	(6)	3%	(4)	18%	(24)	30%	(39)	129
Atheist	28%	(28)	25%	(24)	4%	(4)	4%	(4)	21%	(20)	19%	(19)	99
Agnostic/Nothing in particular	16%	(96)	18%	(103)	5%	(29)	1%	(8)	26%	(151)	34%	(200)	587
Something Else	20%	(72)	18%	(65)	6%	(23)	2%	(7)	17%	(64)	37%	(135)	365
Religious Non-Protestant/Catholic	26%	(40)	19%	(29)	4%	(6)	3%	(4)	17%	(27)	32%	(49)	154
Evangelical	20%	(112)	24%	(133)	5%	(28)	3%	(18)	17%	(92)	31%	(174)	558
Non-Evangelical	25%	(197)	26%	(204)	4%	(28)	2%	(14)	19%	(149)	25%	(199)	792
Community: Urban	22%	(141)	21%	(135)	5%	(30)	3%	(17)	20%	(127)	29%	(188)	638
Community: Suburban	22%	(220)	25%	(251)	5%	(46)	1%	(14)	22%	(223)	26%	(260)	1014
Community: Rural	21%	(116)	20%	(112)	4%	(20)	3%	(18)	17%	(94)	35%	(197)	558
Employ: Private Sector	23%	(149)	24%	(155)	7%	(46)	3%	(20)	19%	(125)	24%	(160)	654
Employ: Government	26%	(35)	11%	(15)	3%	(4)	1%	(1)	16%	(22)	42%	(58)	136
Employ: Self-Employed	23%	(38)	22%	(37)	4%	(6)	5%	(8)	16%	(26)	31%	(51)	166
Employ: Homemaker	15%	(28)	18%	(35)	2%	(4)	1%	(1)	23%	(43)	41%	(78)	190
Employ: Student	8%	(5)	7%	(4)	3%	(2)	7%	(4)	15%	(9)	60%	(37)	62
Employ: Retired	26%	(145)	31%	(172)	3%	(15)	1%	(8)	22%	(125)	17%	(98)	563
Employ: Unemployed	18%	(55)	15%	(44)	3%	(10)	2%	(5)	25%	(76)	37%	(112)	301
Employ: Other	17%	(23)	25%	(34)	5%	(7)	1%	(2)	14%	(19)	38%	(52)	137
Military HH: Yes	29%	(81)	27%	(77)	4%	(12)	2%	(7)	19%	(54)	18%	(52)	283
Military HH: No	21%	(397)	22%	(421)	4%	(84)	2%	(42)	20%	(391)	31%	(592)	1927
RD/WT: Right Direction	27%	(181)	24%	(158)	5%	(35)	3%	(19)	17%	(116)	24%	(158)	666
RD/WT: Wrong Track	19%	(297)	22%	(340)	4%	(61)	2%	(30)	21%	(329)	32%	(487)	1544
Biden Job Approve	26%	(250)	26%	(250)	5%	(49)	2%	(23)	17%	(169)	24%	(228)	970
Biden Job Disapprove	19%	(217)	21%	(240)	4%	(45)	2%	(25)	22%	(251)	32%	(365)	1144

Table MCFE26_24: *Do you have a favorable or unfavorable opinion of the following people?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Josh Brolin

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	22%	(478)	23%	(498)	4%	(96)	2%	(49)	20%	(445)	29%	(645)	2210
Biden Job Strongly Approve	32%	(139)	26%	(113)	3%	(13)	3%	(11)	18%	(76)	19%	(80)	433
Biden Job Somewhat Approve	21%	(111)	26%	(137)	7%	(36)	2%	(12)	17%	(93)	28%	(148)	537
Biden Job Somewhat Disapprove	19%	(65)	20%	(68)	3%	(10)	1%	(3)	21%	(71)	36%	(122)	339
Biden Job Strongly Disapprove	19%	(153)	21%	(172)	4%	(35)	3%	(22)	22%	(180)	30%	(243)	805
Favorable of Biden	26%	(255)	25%	(244)	3%	(33)	2%	(16)	18%	(175)	25%	(246)	969
Unfavorable of Biden	19%	(216)	22%	(246)	5%	(58)	2%	(28)	21%	(238)	31%	(348)	1134
Very Favorable of Biden	32%	(155)	24%	(116)	3%	(15)	2%	(9)	17%	(81)	22%	(107)	482
Somewhat Favorable of Biden	21%	(100)	26%	(129)	4%	(18)	2%	(8)	19%	(94)	28%	(139)	487
Somewhat Unfavorable of Biden	18%	(53)	25%	(75)	4%	(13)	1%	(4)	17%	(52)	34%	(102)	299
Very Unfavorable of Biden	20%	(163)	20%	(171)	5%	(45)	3%	(24)	22%	(186)	29%	(246)	835
#1 Issue: Economy	21%	(192)	23%	(207)	4%	(35)	2%	(17)	20%	(182)	31%	(280)	913
#1 Issue: Security	21%	(50)	21%	(51)	6%	(15)	4%	(9)	23%	(55)	26%	(62)	243
#1 Issue: Health Care	20%	(35)	27%	(46)	2%	(4)	3%	(5)	21%	(36)	26%	(44)	170
#1 Issue: Medicare / Social Security	26%	(70)	26%	(68)	3%	(9)	1%	(2)	22%	(58)	22%	(59)	266
#1 Issue: Women's Issues	20%	(61)	19%	(58)	7%	(20)	2%	(6)	19%	(60)	34%	(106)	311
#1 Issue: Education	26%	(15)	9%	(5)	9%	(5)	6%	(4)	11%	(6)	40%	(23)	59
#1 Issue: Energy	23%	(31)	24%	(32)	4%	(5)	4%	(5)	14%	(18)	32%	(43)	134
#1 Issue: Other	21%	(24)	26%	(30)	2%	(3)	1%	(1)	25%	(29)	24%	(28)	115
2020 Vote: Joe Biden	27%	(252)	26%	(248)	4%	(39)	2%	(21)	17%	(162)	24%	(222)	945
2020 Vote: Donald Trump	21%	(157)	23%	(173)	4%	(27)	2%	(17)	23%	(172)	26%	(193)	740
2020 Vote: Other	17%	(11)	17%	(11)	7%	(5)	2%	(1)	31%	(21)	26%	(17)	67
2020 Vote: Didn't Vote	13%	(58)	14%	(65)	5%	(25)	2%	(9)	20%	(90)	46%	(212)	459
2018 House Vote: Democrat	29%	(223)	26%	(198)	4%	(29)	3%	(21)	17%	(131)	20%	(153)	755
2018 House Vote: Republican	22%	(129)	25%	(149)	4%	(24)	2%	(14)	21%	(123)	25%	(150)	589
2018 House Vote: Someone else	25%	(13)	17%	(9)	5%	(2)	—	(0)	35%	(18)	17%	(9)	50
2016 Vote: Hillary Clinton	30%	(206)	26%	(184)	3%	(24)	2%	(17)	16%	(113)	22%	(151)	695
2016 Vote: Donald Trump	22%	(147)	27%	(177)	4%	(23)	2%	(12)	22%	(142)	24%	(156)	656
2016 Vote: Other	18%	(15)	24%	(20)	3%	(3)	—	(0)	33%	(28)	22%	(19)	86
2016 Vote: Didn't Vote	14%	(109)	15%	(115)	6%	(44)	2%	(19)	21%	(162)	41%	(316)	765

Table MCFE26_24: *Do you have a favorable or unfavorable opinion of the following people?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*

Josh Brolin

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	22%	(478)	23%	(498)	4%	(96)	2%	(49)	20%	(445)	29%	(645)	2210
Voted in 2014: Yes	26%	(322)	28%	(338)	3%	(41)	2%	(27)	19%	(232)	22%	(267)	1227
Voted in 2014: No	16%	(156)	16%	(160)	6%	(55)	2%	(22)	22%	(213)	38%	(378)	983
4-Region: Northeast	26%	(98)	24%	(92)	2%	(8)	2%	(6)	19%	(73)	28%	(106)	383
4-Region: Midwest	20%	(93)	23%	(105)	4%	(17)	2%	(10)	23%	(103)	28%	(127)	456
4-Region: South	18%	(153)	24%	(201)	5%	(38)	3%	(26)	19%	(163)	31%	(264)	844
4-Region: West	25%	(134)	19%	(100)	6%	(33)	1%	(6)	20%	(107)	28%	(147)	527
TikTok Users	21%	(166)	19%	(150)	6%	(50)	3%	(21)	17%	(133)	35%	(274)	793
Twitch Users	20%	(42)	20%	(43)	6%	(13)	6%	(12)	22%	(46)	27%	(59)	216
2022 Sports Viewers/Attendees	25%	(365)	26%	(383)	5%	(75)	2%	(34)	19%	(285)	23%	(333)	1475
Monthly Moviegoers	35%	(112)	22%	(71)	7%	(22)	4%	(14)	15%	(49)	16%	(53)	320
Few Times per Year + Moviegoers	29%	(268)	25%	(231)	7%	(60)	3%	(27)	15%	(134)	22%	(199)	920
Heard Smile Campaign	26%	(145)	20%	(110)	9%	(52)	4%	(20)	16%	(86)	25%	(138)	551
Heard Minion Campaign	26%	(140)	22%	(119)	8%	(41)	4%	(24)	14%	(78)	26%	(139)	540
Listens to Podcasts	24%	(268)	24%	(275)	6%	(69)	2%	(28)	19%	(212)	25%	(280)	1132
Streaming Services User	23%	(409)	24%	(418)	4%	(79)	2%	(41)	19%	(341)	27%	(484)	1773
Netflix User	23%	(345)	23%	(336)	5%	(70)	2%	(33)	18%	(265)	29%	(424)	1474
Disney+ User	24%	(237)	24%	(233)	6%	(58)	3%	(27)	17%	(170)	26%	(260)	984
Heterosexual or straight	22%	(430)	24%	(466)	4%	(87)	2%	(43)	19%	(377)	29%	(567)	1971
Gay	35%	(24)	17%	(12)	1%	(1)	2%	(2)	29%	(19)	15%	(10)	68
Bisexual	16%	(14)	11%	(9)	3%	(2)	2%	(2)	25%	(22)	44%	(39)	88
Yes	25%	(18)	7%	(5)	4%	(3)	6%	(4)	21%	(15)	37%	(26)	70
No	22%	(460)	23%	(493)	4%	(93)	2%	(44)	20%	(431)	29%	(618)	2140

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

Table MCFE26_25: *Do you have a favorable or unfavorable opinion of the following people?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Karen Gillan

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	9%	(201)	11%	(243)	3%	(58)	2%	(36)	16%	(353)	60%	(1319)	2210
Gender: Male	10%	(108)	15%	(158)	3%	(32)	2%	(21)	15%	(155)	56%	(593)	1068
Gender: Female	8%	(93)	7%	(85)	2%	(26)	1%	(15)	17%	(198)	63%	(725)	1142
Age: 18-34	14%	(88)	14%	(91)	5%	(34)	3%	(21)	15%	(98)	48%	(308)	642
Age: 35-44	12%	(43)	16%	(57)	2%	(8)	2%	(7)	16%	(58)	52%	(192)	365
Age: 45-64	8%	(59)	8%	(59)	2%	(12)	1%	(7)	18%	(131)	62%	(445)	714
Age: 65+	2%	(11)	7%	(35)	1%	(4)	—	(1)	13%	(65)	76%	(373)	489
GenZers: 1997-2012	13%	(33)	11%	(27)	6%	(15)	4%	(10)	13%	(34)	54%	(138)	256
Millennials: 1981-1996	13%	(82)	17%	(111)	4%	(25)	3%	(18)	16%	(105)	48%	(312)	653
GenXers: 1965-1980	12%	(65)	9%	(49)	2%	(14)	1%	(5)	19%	(107)	57%	(315)	555
Baby Boomers: 1946-1964	3%	(21)	8%	(54)	1%	(5)	—	(3)	15%	(101)	73%	(490)	673
PID: Dem (no lean)	14%	(122)	12%	(106)	3%	(25)	2%	(14)	15%	(132)	53%	(460)	860
PID: Ind (no lean)	7%	(47)	11%	(72)	1%	(9)	1%	(6)	17%	(117)	63%	(423)	674
PID: Rep (no lean)	5%	(32)	10%	(65)	4%	(24)	2%	(16)	15%	(104)	64%	(435)	676
PID/Gender: Dem Men	16%	(63)	16%	(64)	4%	(18)	1%	(5)	14%	(55)	48%	(189)	394
PID/Gender: Dem Women	13%	(59)	9%	(42)	2%	(8)	2%	(9)	17%	(77)	58%	(271)	465
PID/Gender: Ind Men	8%	(27)	16%	(55)	1%	(3)	1%	(4)	15%	(53)	59%	(203)	345
PID/Gender: Ind Women	6%	(19)	5%	(18)	2%	(5)	1%	(2)	19%	(63)	67%	(221)	329
PID/Gender: Rep Men	5%	(18)	12%	(40)	3%	(11)	4%	(12)	14%	(46)	61%	(202)	328
PID/Gender: Rep Women	4%	(14)	7%	(25)	4%	(13)	1%	(4)	17%	(58)	67%	(234)	348
Ideo: Liberal (1-3)	15%	(97)	13%	(89)	3%	(17)	2%	(16)	14%	(89)	53%	(348)	656
Ideo: Moderate (4)	6%	(46)	12%	(91)	2%	(18)	1%	(8)	19%	(142)	59%	(445)	751
Ideo: Conservative (5-7)	7%	(48)	9%	(59)	3%	(22)	2%	(12)	15%	(97)	64%	(428)	666
Educ: < College	9%	(133)	8%	(122)	3%	(37)	2%	(27)	17%	(246)	61%	(873)	1437
Educ: Bachelors degree	9%	(45)	18%	(89)	3%	(13)	2%	(8)	15%	(74)	54%	(263)	491
Educ: Post-grad	8%	(23)	11%	(32)	3%	(9)	—	(1)	12%	(34)	65%	(183)	282
Income: Under 50k	9%	(115)	10%	(122)	2%	(29)	2%	(23)	17%	(218)	60%	(765)	1271
Income: 50k-100k	9%	(59)	11%	(75)	3%	(22)	1%	(9)	15%	(98)	60%	(393)	656
Income: 100k+	9%	(26)	17%	(47)	3%	(8)	1%	(3)	13%	(38)	57%	(161)	283
Ethnicity: White	8%	(136)	10%	(179)	2%	(41)	2%	(26)	16%	(281)	61%	(1049)	1711

Table MCFE26_25: *Do you have a favorable or unfavorable opinion of the following people? If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Karen Gillan

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	9%	(201)	11%	(243)	3%	(58)	2%	(36)	16%	(353)	60%	(1319)	2210
Ethnicity: Hispanic	16%	(60)	13%	(50)	3%	(10)	2%	(6)	18%	(67)	48%	(180)	374
Ethnicity: Black	13%	(37)	13%	(35)	3%	(8)	2%	(6)	17%	(48)	52%	(147)	282
Ethnicity: Other	13%	(27)	13%	(29)	4%	(9)	2%	(4)	11%	(25)	57%	(123)	217
All Christian	9%	(88)	11%	(113)	3%	(26)	1%	(11)	16%	(160)	61%	(631)	1029
All Non-Christian	10%	(13)	15%	(19)	4%	(5)	1%	(2)	13%	(17)	57%	(74)	129
Atheist	7%	(7)	11%	(11)	3%	(3)	4%	(4)	14%	(14)	61%	(60)	99
Agnostic/Nothing in particular	10%	(56)	11%	(63)	2%	(12)	2%	(12)	18%	(104)	58%	(341)	587
Something Else	10%	(35)	10%	(37)	4%	(13)	2%	(8)	16%	(59)	58%	(213)	365
Religious Non-Protestant/Catholic	13%	(21)	15%	(22)	4%	(7)	1%	(2)	12%	(19)	55%	(84)	154
Evangelical	10%	(53)	11%	(61)	3%	(19)	2%	(10)	16%	(89)	58%	(326)	558
Non-Evangelical	8%	(62)	10%	(83)	2%	(18)	1%	(8)	15%	(122)	63%	(498)	792
Community: Urban	12%	(73)	13%	(82)	3%	(20)	2%	(11)	17%	(107)	54%	(343)	638
Community: Suburban	8%	(85)	11%	(114)	3%	(27)	1%	(14)	16%	(165)	60%	(610)	1014
Community: Rural	8%	(43)	8%	(47)	2%	(11)	2%	(11)	15%	(81)	66%	(366)	558
Employ: Private Sector	12%	(82)	18%	(119)	4%	(24)	2%	(13)	17%	(112)	46%	(304)	654
Employ: Government	12%	(16)	8%	(11)	3%	(4)	3%	(4)	13%	(17)	61%	(84)	136
Employ: Self-Employed	12%	(19)	15%	(24)	3%	(4)	4%	(6)	15%	(25)	53%	(88)	166
Employ: Homemaker	8%	(15)	7%	(14)	3%	(5)	1%	(3)	21%	(39)	60%	(114)	190
Employ: Student	7%	(5)	9%	(6)	8%	(5)	2%	(1)	10%	(6)	64%	(39)	62
Employ: Retired	3%	(17)	6%	(32)	1%	(7)	—	(3)	16%	(88)	74%	(417)	563
Employ: Unemployed	11%	(32)	10%	(29)	1%	(4)	2%	(6)	16%	(49)	60%	(181)	301
Employ: Other	11%	(15)	6%	(9)	4%	(5)	—	(0)	12%	(16)	67%	(92)	137
Military HH: Yes	9%	(24)	8%	(23)	3%	(10)	—	(1)	16%	(44)	64%	(181)	283
Military HH: No	9%	(176)	11%	(220)	3%	(49)	2%	(35)	16%	(309)	59%	(1138)	1927
RD/WT: Right Direction	16%	(107)	15%	(97)	4%	(27)	2%	(14)	14%	(96)	49%	(325)	666
RD/WT: Wrong Track	6%	(93)	9%	(146)	2%	(31)	1%	(22)	17%	(257)	64%	(994)	1544
Biden Job Approve	14%	(134)	13%	(128)	3%	(31)	2%	(17)	14%	(133)	54%	(528)	970
Biden Job Disapprove	5%	(63)	10%	(115)	2%	(25)	2%	(19)	17%	(194)	64%	(729)	1144

Table MCFE26_25: *Do you have a favorable or unfavorable opinion of the following people?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Karen Gillan

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	9%	(201)	11%	(243)	3%	(58)	2%	(36)	16%	(353)	60%	(1319)	2210
Biden Job Strongly Approve	18%	(78)	12%	(54)	3%	(13)	1%	(6)	14%	(60)	51%	(221)	433
Biden Job Somewhat Approve	10%	(55)	14%	(74)	3%	(18)	2%	(11)	14%	(73)	57%	(306)	537
Biden Job Somewhat Disapprove	8%	(27)	12%	(40)	2%	(7)	1%	(4)	19%	(64)	58%	(197)	339
Biden Job Strongly Disapprove	4%	(36)	9%	(75)	2%	(18)	2%	(15)	16%	(129)	66%	(533)	805
Favorable of Biden	13%	(128)	12%	(119)	3%	(26)	1%	(11)	14%	(139)	56%	(544)	969
Unfavorable of Biden	6%	(68)	11%	(121)	2%	(27)	2%	(22)	16%	(187)	63%	(710)	1134
Very Favorable of Biden	16%	(78)	11%	(55)	3%	(14)	1%	(6)	15%	(72)	54%	(258)	482
Somewhat Favorable of Biden	10%	(51)	13%	(64)	3%	(13)	1%	(6)	14%	(67)	59%	(286)	487
Somewhat Unfavorable of Biden	9%	(27)	14%	(42)	3%	(8)	2%	(5)	14%	(42)	58%	(174)	299
Very Unfavorable of Biden	5%	(41)	9%	(78)	2%	(18)	2%	(17)	17%	(145)	64%	(537)	835
#1 Issue: Economy	9%	(80)	12%	(106)	2%	(21)	2%	(14)	17%	(157)	59%	(536)	913
#1 Issue: Security	7%	(17)	11%	(25)	2%	(5)	2%	(6)	17%	(41)	61%	(149)	243
#1 Issue: Health Care	13%	(23)	16%	(28)	4%	(7)	—	(1)	15%	(25)	51%	(87)	170
#1 Issue: Medicare / Social Security	5%	(14)	11%	(30)	—	(1)	1%	(2)	15%	(40)	67%	(178)	266
#1 Issue: Women's Issues	12%	(38)	8%	(24)	3%	(10)	2%	(8)	14%	(44)	60%	(188)	311
#1 Issue: Education	13%	(8)	14%	(8)	12%	(7)	1%	(1)	14%	(8)	46%	(27)	59
#1 Issue: Energy	9%	(12)	12%	(16)	3%	(4)	3%	(4)	17%	(23)	56%	(75)	134
#1 Issue: Other	9%	(10)	6%	(7)	2%	(2)	1%	(1)	13%	(15)	69%	(79)	115
2020 Vote: Joe Biden	13%	(126)	13%	(127)	3%	(27)	1%	(8)	14%	(136)	55%	(521)	945
2020 Vote: Donald Trump	6%	(42)	10%	(72)	2%	(17)	2%	(17)	16%	(121)	64%	(471)	740
2020 Vote: Other	8%	(5)	11%	(7)	2%	(2)	1%	(1)	25%	(17)	53%	(35)	67
2020 Vote: Didn't Vote	6%	(28)	8%	(37)	3%	(12)	2%	(11)	17%	(80)	64%	(291)	459
2018 House Vote: Democrat	14%	(106)	14%	(108)	3%	(22)	1%	(8)	14%	(106)	54%	(406)	755
2018 House Vote: Republican	5%	(28)	10%	(56)	3%	(15)	2%	(9)	16%	(93)	66%	(387)	589
2018 House Vote: Someone else	10%	(5)	12%	(6)	—	(0)	—	(0)	27%	(13)	51%	(25)	50
2016 Vote: Hillary Clinton	15%	(101)	13%	(93)	2%	(14)	1%	(10)	14%	(95)	55%	(381)	695
2016 Vote: Donald Trump	5%	(30)	11%	(72)	3%	(18)	1%	(6)	15%	(100)	66%	(430)	656
2016 Vote: Other	13%	(11)	9%	(7)	1%	(1)	1%	(1)	21%	(18)	56%	(48)	86
2016 Vote: Didn't Vote	7%	(57)	9%	(70)	3%	(26)	2%	(19)	18%	(137)	60%	(456)	765

Table MCFE26_25: *Do you have a favorable or unfavorable opinion of the following people?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Karen Gillan

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	9%	(201)	11%	(243)	3%	(58)	2%	(36)	16%	(353)	60%	(1319)	2210
Voted in 2014: Yes	9%	(116)	12%	(149)	2%	(29)	1%	(14)	15%	(180)	60%	(738)	1227
Voted in 2014: No	9%	(84)	10%	(94)	3%	(29)	2%	(22)	18%	(173)	59%	(581)	983
4-Region: Northeast	9%	(35)	12%	(45)	1%	(4)	2%	(8)	15%	(56)	62%	(235)	383
4-Region: Midwest	9%	(41)	10%	(45)	2%	(10)	1%	(5)	17%	(80)	61%	(276)	456
4-Region: South	9%	(72)	9%	(79)	4%	(32)	2%	(18)	17%	(144)	59%	(500)	844
4-Region: West	10%	(53)	14%	(75)	2%	(13)	1%	(5)	14%	(74)	58%	(307)	527
TikTok Users	13%	(107)	13%	(104)	4%	(34)	1%	(11)	16%	(129)	52%	(409)	793
Twitch Users	17%	(36)	26%	(56)	5%	(11)	3%	(6)	15%	(32)	35%	(75)	216
2022 Sports Viewers/Attendees	10%	(152)	14%	(201)	3%	(42)	2%	(23)	15%	(224)	57%	(834)	1475
Monthly Moviegoers	19%	(62)	23%	(75)	6%	(18)	2%	(7)	13%	(41)	37%	(117)	320
Few Times per Year + Moviegoers	14%	(132)	18%	(161)	5%	(43)	2%	(21)	14%	(130)	47%	(433)	920
Heard Smile Campaign	17%	(95)	20%	(109)	6%	(33)	4%	(20)	17%	(95)	36%	(199)	551
Heard Minion Campaign	18%	(99)	21%	(114)	6%	(32)	3%	(17)	16%	(86)	36%	(192)	540
Listens to Podcasts	13%	(150)	16%	(178)	4%	(44)	2%	(26)	18%	(209)	46%	(524)	1132
Streaming Services User	10%	(183)	13%	(229)	3%	(57)	2%	(29)	17%	(293)	55%	(982)	1773
Netflix User	11%	(162)	13%	(198)	3%	(51)	2%	(27)	17%	(253)	53%	(784)	1474
Disney+ User	14%	(137)	17%	(162)	5%	(47)	2%	(20)	16%	(161)	46%	(457)	984
Heterosexual or straight	9%	(170)	11%	(212)	2%	(49)	2%	(30)	16%	(320)	60%	(1191)	1971
Gay	15%	(11)	12%	(8)	2%	(1)	3%	(2)	15%	(10)	54%	(36)	68
Bisexual	12%	(10)	9%	(8)	4%	(4)	1%	(0)	19%	(17)	55%	(49)	88
Yes	19%	(13)	6%	(4)	4%	(3)	3%	(2)	18%	(13)	49%	(35)	70
No	9%	(187)	11%	(239)	3%	(55)	2%	(34)	16%	(341)	60%	(1284)	2140

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

Table MCFE26_26: *Do you have a favorable or unfavorable opinion of the following people?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Rupert Grint

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	11%	(253)	13%	(293)	3%	(67)	2%	(53)	15%	(335)	55%	(1210)	2210
Gender: Male	11%	(116)	15%	(157)	4%	(46)	3%	(30)	14%	(149)	53%	(569)	1068
Gender: Female	12%	(136)	12%	(136)	2%	(21)	2%	(23)	16%	(186)	56%	(640)	1142
Age: 18-34	17%	(107)	16%	(102)	6%	(37)	4%	(24)	16%	(102)	42%	(270)	642
Age: 35-44	15%	(54)	14%	(50)	4%	(13)	3%	(10)	18%	(67)	47%	(172)	365
Age: 45-64	10%	(69)	13%	(92)	2%	(13)	2%	(15)	15%	(105)	59%	(420)	714
Age: 65+	5%	(24)	10%	(49)	1%	(4)	1%	(4)	12%	(61)	71%	(348)	489
GenZers: 1997-2012	13%	(35)	11%	(28)	5%	(12)	5%	(14)	17%	(44)	48%	(123)	256
Millennials: 1981-1996	16%	(105)	17%	(113)	5%	(34)	3%	(20)	16%	(105)	42%	(275)	653
GenXers: 1965-1980	14%	(80)	13%	(71)	2%	(13)	2%	(12)	16%	(87)	53%	(293)	555
Baby Boomers: 1946-1964	5%	(33)	11%	(77)	1%	(7)	1%	(8)	13%	(89)	68%	(460)	673
PID: Dem (no lean)	17%	(144)	16%	(141)	4%	(31)	3%	(23)	13%	(112)	48%	(408)	860
PID: Ind (no lean)	10%	(65)	11%	(77)	3%	(18)	1%	(9)	18%	(122)	57%	(384)	674
PID: Rep (no lean)	7%	(44)	11%	(76)	3%	(17)	3%	(21)	15%	(100)	62%	(417)	676
PID/Gender: Dem Men	18%	(69)	18%	(72)	6%	(23)	2%	(9)	10%	(41)	46%	(180)	394
PID/Gender: Dem Women	16%	(74)	15%	(68)	2%	(8)	3%	(14)	15%	(72)	49%	(228)	465
PID/Gender: Ind Men	8%	(28)	14%	(48)	3%	(11)	2%	(8)	16%	(57)	56%	(193)	345
PID/Gender: Ind Women	11%	(36)	9%	(29)	2%	(7)	—	(1)	20%	(65)	58%	(191)	329
PID/Gender: Rep Men	6%	(19)	11%	(37)	3%	(11)	4%	(13)	16%	(51)	60%	(196)	328
PID/Gender: Rep Women	7%	(25)	11%	(39)	2%	(6)	2%	(8)	14%	(49)	63%	(221)	348
Ideo: Liberal (1-3)	17%	(111)	18%	(116)	4%	(24)	3%	(20)	13%	(84)	46%	(300)	656
Ideo: Moderate (4)	10%	(75)	13%	(94)	4%	(30)	2%	(15)	17%	(127)	55%	(410)	751
Ideo: Conservative (5-7)	8%	(55)	11%	(74)	2%	(12)	2%	(13)	14%	(96)	62%	(416)	666
Educ: < College	11%	(152)	12%	(168)	3%	(43)	2%	(34)	16%	(228)	57%	(813)	1437
Educ: Bachelors degree	13%	(65)	17%	(81)	3%	(15)	3%	(14)	14%	(71)	50%	(244)	491
Educ: Post-grad	13%	(35)	16%	(44)	3%	(9)	2%	(6)	13%	(36)	54%	(152)	282
Income: Under 50k	11%	(142)	12%	(157)	3%	(34)	2%	(26)	16%	(206)	56%	(706)	1271
Income: 50k-100k	10%	(67)	14%	(94)	3%	(22)	3%	(21)	13%	(86)	56%	(365)	656
Income: 100k+	15%	(43)	15%	(42)	4%	(10)	2%	(6)	15%	(42)	49%	(139)	283
Ethnicity: White	10%	(177)	14%	(236)	2%	(40)	2%	(40)	15%	(253)	56%	(965)	1711

Table MCFE26_26: *Do you have a favorable or unfavorable opinion of the following people?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Rupert Grint

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	11%	(253)	13%	(293)	3%	(67)	2%	(53)	15%	(335)	55%	(1210)	2210
Ethnicity: Hispanic	17%	(65)	9%	(33)	5%	(18)	4%	(15)	16%	(59)	49%	(185)	374
Ethnicity: Black	15%	(43)	11%	(31)	5%	(15)	2%	(6)	15%	(42)	51%	(145)	282
Ethnicity: Other	15%	(33)	12%	(27)	5%	(12)	3%	(6)	18%	(40)	46%	(99)	217
All Christian	11%	(110)	13%	(129)	3%	(28)	2%	(20)	13%	(134)	59%	(609)	1029
All Non-Christian	11%	(15)	19%	(24)	5%	(6)	4%	(5)	15%	(20)	46%	(59)	129
Atheist	10%	(10)	22%	(22)	1%	(1)	5%	(5)	10%	(10)	52%	(51)	99
Agnostic/Nothing in particular	12%	(71)	13%	(76)	2%	(14)	3%	(16)	20%	(118)	50%	(292)	587
Something Else	13%	(47)	11%	(42)	5%	(18)	2%	(7)	14%	(53)	54%	(199)	365
Religious Non-Protestant/Catholic	12%	(18)	22%	(34)	4%	(6)	4%	(7)	14%	(22)	44%	(67)	154
Evangelical	13%	(72)	11%	(63)	4%	(25)	2%	(10)	11%	(63)	58%	(325)	558
Non-Evangelical	10%	(78)	12%	(93)	3%	(21)	2%	(15)	15%	(119)	59%	(466)	792
Community: Urban	15%	(96)	15%	(95)	4%	(25)	2%	(11)	13%	(80)	52%	(330)	638
Community: Suburban	11%	(108)	14%	(140)	2%	(24)	2%	(24)	17%	(176)	53%	(542)	1014
Community: Rural	9%	(49)	10%	(58)	3%	(17)	3%	(18)	14%	(79)	61%	(338)	558
Employ: Private Sector	16%	(105)	19%	(125)	4%	(29)	2%	(16)	16%	(102)	42%	(277)	654
Employ: Government	17%	(23)	7%	(9)	5%	(7)	3%	(4)	14%	(19)	54%	(74)	136
Employ: Self-Employed	14%	(24)	16%	(26)	3%	(4)	3%	(5)	12%	(20)	52%	(87)	166
Employ: Homemaker	12%	(22)	11%	(21)	2%	(4)	3%	(5)	16%	(30)	57%	(108)	190
Employ: Student	13%	(8)	10%	(6)	1%	(1)	5%	(3)	18%	(11)	52%	(33)	62
Employ: Retired	5%	(28)	11%	(59)	1%	(7)	1%	(4)	13%	(75)	69%	(389)	563
Employ: Unemployed	11%	(32)	12%	(37)	3%	(8)	3%	(10)	18%	(53)	53%	(160)	301
Employ: Other	8%	(11)	7%	(10)	5%	(7)	3%	(4)	17%	(24)	59%	(81)	137
Military HH: Yes	11%	(31)	10%	(28)	2%	(5)	1%	(4)	17%	(48)	60%	(169)	283
Military HH: No	12%	(222)	14%	(266)	3%	(62)	3%	(49)	15%	(287)	54%	(1041)	1927
RD/WT: Right Direction	17%	(114)	17%	(117)	4%	(29)	2%	(14)	15%	(98)	44%	(295)	666
RD/WT: Wrong Track	9%	(138)	11%	(177)	2%	(38)	3%	(39)	15%	(237)	59%	(915)	1544
Biden Job Approve	16%	(158)	17%	(163)	3%	(32)	3%	(25)	13%	(127)	48%	(465)	970
Biden Job Disapprove	8%	(88)	11%	(125)	3%	(30)	2%	(28)	16%	(185)	60%	(688)	1144

Table MCFE26_26: *Do you have a favorable or unfavorable opinion of the following people?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Rupert Grint

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	11%	(253)	13%	(293)	3%	(67)	2%	(53)	15%	(335)	55%	(1210)	2210
Biden Job Strongly Approve	21%	(90)	16%	(69)	4%	(16)	2%	(10)	11%	(46)	47%	(202)	433
Biden Job Somewhat Approve	13%	(68)	18%	(95)	3%	(16)	3%	(15)	15%	(81)	49%	(262)	537
Biden Job Somewhat Disapprove	11%	(37)	15%	(49)	3%	(9)	2%	(7)	15%	(52)	54%	(184)	339
Biden Job Strongly Disapprove	6%	(51)	9%	(75)	3%	(21)	3%	(21)	17%	(133)	63%	(503)	805
Favorable of Biden	16%	(157)	16%	(153)	3%	(32)	2%	(20)	12%	(120)	50%	(487)	969
Unfavorable of Biden	8%	(91)	12%	(133)	3%	(30)	3%	(29)	16%	(182)	59%	(669)	1134
Very Favorable of Biden	20%	(95)	14%	(68)	3%	(16)	2%	(9)	12%	(56)	49%	(237)	482
Somewhat Favorable of Biden	13%	(61)	17%	(85)	3%	(16)	2%	(11)	13%	(64)	51%	(250)	487
Somewhat Unfavorable of Biden	13%	(37)	16%	(48)	2%	(7)	1%	(3)	15%	(45)	53%	(159)	299
Very Unfavorable of Biden	6%	(54)	10%	(85)	3%	(24)	3%	(26)	16%	(137)	61%	(510)	835
#1 Issue: Economy	11%	(97)	13%	(119)	3%	(30)	3%	(24)	15%	(140)	55%	(503)	913
#1 Issue: Security	8%	(20)	10%	(24)	5%	(11)	2%	(6)	16%	(39)	59%	(143)	243
#1 Issue: Health Care	19%	(33)	18%	(30)	3%	(6)	2%	(3)	15%	(26)	43%	(73)	170
#1 Issue: Medicare / Social Security	5%	(13)	15%	(41)	1%	(2)	1%	(3)	12%	(32)	66%	(175)	266
#1 Issue: Women's Issues	16%	(49)	14%	(43)	3%	(9)	2%	(7)	16%	(51)	49%	(152)	311
#1 Issue: Education	17%	(10)	14%	(8)	8%	(5)	5%	(3)	19%	(11)	37%	(22)	59
#1 Issue: Energy	14%	(19)	14%	(19)	2%	(3)	5%	(6)	11%	(15)	54%	(72)	134
#1 Issue: Other	11%	(12)	8%	(9)	1%	(1)	1%	(1)	18%	(20)	62%	(71)	115
2020 Vote: Joe Biden	16%	(151)	17%	(160)	4%	(34)	2%	(20)	13%	(123)	48%	(456)	945
2020 Vote: Donald Trump	8%	(56)	10%	(76)	3%	(19)	3%	(22)	16%	(116)	61%	(451)	740
2020 Vote: Other	10%	(6)	17%	(12)	1%	(1)	5%	(3)	26%	(17)	41%	(27)	67
2020 Vote: Didn't Vote	9%	(40)	10%	(45)	3%	(13)	2%	(8)	17%	(78)	60%	(275)	459
2018 House Vote: Democrat	17%	(125)	16%	(123)	4%	(31)	2%	(19)	13%	(95)	48%	(362)	755
2018 House Vote: Republican	6%	(35)	12%	(73)	1%	(8)	2%	(12)	15%	(86)	64%	(375)	589
2018 House Vote: Someone else	14%	(7)	14%	(7)	2%	(1)	11%	(5)	19%	(10)	40%	(20)	50
2016 Vote: Hillary Clinton	16%	(110)	18%	(124)	3%	(24)	3%	(18)	12%	(82)	49%	(337)	695
2016 Vote: Donald Trump	8%	(52)	12%	(76)	2%	(12)	1%	(9)	15%	(97)	62%	(410)	656
2016 Vote: Other	9%	(7)	20%	(17)	2%	(2)	4%	(3)	21%	(18)	45%	(38)	86
2016 Vote: Didn't Vote	11%	(83)	10%	(76)	4%	(28)	3%	(22)	18%	(136)	55%	(421)	765

Table MCFE26_26: *Do you have a favorable or unfavorable opinion of the following people?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Rupert Grint

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	11%	(253)	13%	(293)	3%	(67)	2%	(53)	15%	(335)	55%	(1210)	2210
Voted in 2014: Yes	11%	(137)	15%	(187)	2%	(28)	3%	(31)	13%	(157)	56%	(686)	1227
Voted in 2014: No	12%	(116)	11%	(106)	4%	(39)	2%	(21)	18%	(178)	53%	(523)	983
4-Region: Northeast	12%	(45)	13%	(50)	3%	(11)	2%	(7)	14%	(55)	56%	(215)	383
4-Region: Midwest	10%	(45)	13%	(59)	3%	(11)	2%	(10)	15%	(71)	57%	(259)	456
4-Region: South	12%	(99)	14%	(117)	4%	(30)	2%	(20)	15%	(124)	54%	(454)	844
4-Region: West	12%	(63)	13%	(68)	3%	(14)	3%	(16)	16%	(85)	53%	(281)	527
TikTok Users	18%	(144)	13%	(105)	4%	(35)	3%	(23)	15%	(119)	46%	(367)	793
Twitch Users	21%	(46)	20%	(44)	5%	(11)	6%	(13)	15%	(32)	32%	(68)	216
2022 Sports Viewers/Attendees	12%	(179)	15%	(225)	4%	(55)	2%	(34)	14%	(214)	52%	(769)	1475
Monthly Moviegoers	21%	(67)	21%	(68)	8%	(25)	4%	(12)	11%	(35)	35%	(112)	320
Few Times per Year + Moviegoers	18%	(162)	18%	(163)	5%	(43)	3%	(26)	15%	(138)	42%	(388)	920
Heard Smile Campaign	23%	(125)	18%	(97)	8%	(44)	3%	(19)	16%	(87)	33%	(179)	551
Heard Minion Campaign	24%	(129)	18%	(96)	6%	(32)	4%	(23)	15%	(82)	33%	(178)	540
Listens to Podcasts	16%	(185)	17%	(189)	5%	(55)	3%	(37)	16%	(181)	43%	(484)	1132
Streaming Services User	14%	(239)	15%	(262)	4%	(62)	2%	(41)	16%	(281)	50%	(888)	1773
Netflix User	15%	(218)	14%	(211)	4%	(58)	3%	(39)	16%	(241)	48%	(707)	1474
Disney+ User	17%	(172)	18%	(177)	5%	(46)	3%	(25)	16%	(158)	41%	(406)	984
Heterosexual or straight	11%	(209)	13%	(258)	3%	(59)	2%	(45)	15%	(288)	56%	(1111)	1971
Gay	22%	(15)	10%	(6)	3%	(2)	2%	(2)	22%	(15)	40%	(27)	68
Bisexual	22%	(19)	13%	(11)	2%	(2)	2%	(2)	20%	(17)	42%	(37)	88
Yes	19%	(13)	19%	(13)	2%	(1)	2%	(2)	18%	(12)	40%	(28)	70
No	11%	(239)	13%	(280)	3%	(65)	2%	(51)	15%	(322)	55%	(1182)	2140

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

Table MCFE26_27: *Do you have a favorable or unfavorable opinion of the following people?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Dave Bautista

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	17%	(384)	17%	(374)	4%	(82)	2%	(43)	16%	(347)	44%	(980)	2210
Gender: Male	22%	(235)	20%	(217)	4%	(44)	3%	(30)	13%	(141)	37%	(400)	1068
Gender: Female	13%	(148)	14%	(157)	3%	(37)	1%	(13)	18%	(206)	51%	(581)	1142
Age: 18-34	20%	(131)	19%	(122)	7%	(47)	3%	(18)	14%	(90)	36%	(234)	642
Age: 35-44	23%	(85)	21%	(77)	2%	(8)	3%	(10)	18%	(65)	33%	(120)	365
Age: 45-64	20%	(139)	15%	(106)	3%	(20)	2%	(13)	16%	(112)	45%	(323)	714
Age: 65+	6%	(28)	14%	(70)	1%	(6)	—	(1)	16%	(80)	62%	(303)	489
GenZers: 1997-2012	18%	(47)	15%	(38)	9%	(23)	5%	(12)	9%	(24)	44%	(114)	256
Millennials: 1981-1996	21%	(135)	22%	(146)	5%	(32)	3%	(17)	17%	(111)	32%	(211)	653
GenXers: 1965-1980	24%	(134)	15%	(84)	3%	(17)	1%	(5)	17%	(94)	40%	(220)	555
Baby Boomers: 1946-1964	10%	(64)	15%	(103)	1%	(10)	1%	(9)	17%	(112)	56%	(375)	673
PID: Dem (no lean)	23%	(200)	19%	(164)	5%	(42)	2%	(20)	12%	(106)	38%	(328)	860
PID: Ind (no lean)	14%	(93)	14%	(96)	3%	(22)	1%	(10)	21%	(139)	47%	(315)	674
PID: Rep (no lean)	13%	(91)	17%	(115)	3%	(18)	2%	(13)	15%	(103)	50%	(337)	676
PID/Gender: Dem Men	32%	(127)	22%	(87)	5%	(19)	2%	(9)	10%	(40)	28%	(112)	394
PID/Gender: Dem Women	16%	(73)	16%	(76)	5%	(23)	2%	(11)	14%	(66)	46%	(216)	465
PID/Gender: Ind Men	17%	(58)	18%	(63)	4%	(13)	3%	(9)	16%	(55)	42%	(146)	345
PID/Gender: Ind Women	10%	(34)	10%	(33)	3%	(9)	—	(1)	25%	(84)	51%	(169)	329
PID/Gender: Rep Men	15%	(50)	20%	(67)	4%	(12)	4%	(12)	14%	(46)	43%	(141)	328
PID/Gender: Rep Women	12%	(41)	14%	(48)	2%	(5)	—	(1)	16%	(56)	56%	(196)	348
Ideo: Liberal (1-3)	23%	(151)	19%	(125)	5%	(32)	3%	(17)	11%	(74)	39%	(257)	656
Ideo: Moderate (4)	16%	(121)	18%	(139)	3%	(25)	2%	(18)	19%	(141)	41%	(306)	751
Ideo: Conservative (5-7)	14%	(95)	15%	(101)	3%	(19)	1%	(7)	16%	(107)	51%	(337)	666
Educ: < College	18%	(261)	15%	(220)	4%	(52)	2%	(30)	16%	(231)	45%	(643)	1437
Educ: Bachelors degree	16%	(80)	20%	(97)	4%	(20)	1%	(7)	17%	(83)	41%	(203)	491
Educ: Post-grad	15%	(43)	20%	(57)	3%	(9)	2%	(6)	11%	(32)	48%	(135)	282
Income: Under 50k	17%	(212)	16%	(201)	4%	(45)	2%	(24)	17%	(219)	45%	(571)	1271
Income: 50k-100k	19%	(124)	17%	(110)	4%	(24)	2%	(13)	14%	(89)	45%	(295)	656
Income: 100k+	17%	(48)	22%	(63)	4%	(12)	2%	(6)	14%	(39)	41%	(115)	283
Ethnicity: White	15%	(252)	17%	(295)	3%	(58)	1%	(26)	17%	(284)	47%	(796)	1711

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Table MCFE26_27: *Do you have a favorable or unfavorable opinion of the following people?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Dave Bautista

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	17%	(384)	17%	(374)	4%	(82)	2%	(43)	16%	(347)	44%	(980)	2210
Ethnicity: Hispanic	30%	(111)	18%	(67)	4%	(16)	2%	(6)	11%	(41)	36%	(133)	374
Ethnicity: Black	27%	(77)	15%	(43)	6%	(17)	3%	(9)	14%	(39)	34%	(97)	282
Ethnicity: Other	25%	(54)	16%	(36)	3%	(7)	4%	(8)	11%	(24)	40%	(87)	217
All Christian	16%	(168)	17%	(173)	3%	(28)	2%	(20)	16%	(168)	46%	(472)	1029
All Non-Christian	18%	(24)	16%	(20)	4%	(6)	3%	(4)	11%	(14)	47%	(61)	129
Atheist	25%	(25)	11%	(11)	2%	(2)	3%	(3)	18%	(18)	40%	(40)	99
Agnostic/Nothing in particular	16%	(92)	16%	(93)	5%	(28)	2%	(10)	18%	(104)	44%	(261)	587
Something Else	20%	(75)	21%	(77)	5%	(18)	2%	(6)	12%	(43)	40%	(147)	365
Religious Non-Protestant/Catholic	22%	(34)	14%	(22)	4%	(6)	3%	(4)	11%	(17)	46%	(71)	154
Evangelical	18%	(100)	21%	(115)	4%	(20)	2%	(11)	15%	(82)	41%	(230)	558
Non-Evangelical	16%	(130)	17%	(131)	3%	(26)	2%	(14)	15%	(119)	47%	(371)	792
Community: Urban	23%	(147)	19%	(119)	5%	(31)	2%	(12)	14%	(90)	37%	(239)	638
Community: Suburban	16%	(165)	17%	(176)	3%	(33)	2%	(18)	17%	(167)	45%	(454)	1014
Community: Rural	13%	(72)	14%	(79)	3%	(18)	2%	(12)	16%	(90)	51%	(287)	558
Employ: Private Sector	21%	(140)	23%	(153)	6%	(38)	2%	(15)	15%	(99)	32%	(210)	654
Employ: Government	32%	(43)	13%	(18)	3%	(4)	3%	(3)	11%	(15)	39%	(53)	136
Employ: Self-Employed	20%	(34)	14%	(24)	4%	(6)	5%	(8)	12%	(20)	45%	(75)	166
Employ: Homemaker	12%	(23)	15%	(29)	4%	(7)	1%	(3)	22%	(42)	46%	(87)	190
Employ: Student	16%	(10)	13%	(8)	8%	(5)	6%	(4)	9%	(5)	48%	(30)	62
Employ: Retired	8%	(45)	14%	(78)	1%	(8)	—	(1)	16%	(91)	60%	(340)	563
Employ: Unemployed	21%	(62)	11%	(32)	3%	(8)	2%	(8)	20%	(59)	44%	(133)	301
Employ: Other	20%	(27)	24%	(33)	3%	(4)	1%	(2)	12%	(17)	39%	(54)	137
Military HH: Yes	18%	(52)	16%	(46)	3%	(8)	1%	(2)	15%	(42)	47%	(132)	283
Military HH: No	17%	(331)	17%	(328)	4%	(73)	2%	(41)	16%	(305)	44%	(848)	1927
RD/WT: Right Direction	24%	(161)	19%	(129)	5%	(30)	2%	(13)	14%	(93)	36%	(239)	666
RD/WT: Wrong Track	14%	(222)	16%	(245)	3%	(51)	2%	(30)	16%	(254)	48%	(742)	1544
Biden Job Approve	23%	(219)	18%	(178)	4%	(42)	2%	(21)	13%	(127)	40%	(384)	970
Biden Job Disapprove	14%	(156)	16%	(184)	3%	(39)	2%	(21)	17%	(196)	48%	(548)	1144

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Table MCFE26_27: *Do you have a favorable or unfavorable opinion of the following people?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Dave Bautista

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	17%	(384)	17%	(374)	4%	(82)	2%	(43)	16%	(347)	44%	(980)	2210
Biden Job Strongly Approve	28%	(121)	17%	(75)	4%	(19)	2%	(8)	13%	(56)	35%	(153)	433
Biden Job Somewhat Approve	18%	(98)	19%	(102)	4%	(22)	2%	(13)	13%	(71)	43%	(230)	537
Biden Job Somewhat Disapprove	15%	(52)	17%	(58)	4%	(13)	2%	(6)	19%	(65)	43%	(145)	339
Biden Job Strongly Disapprove	13%	(104)	16%	(126)	3%	(26)	2%	(15)	16%	(131)	50%	(403)	805
Favorable of Biden	23%	(224)	18%	(175)	3%	(32)	2%	(18)	14%	(132)	40%	(389)	969
Unfavorable of Biden	14%	(154)	17%	(193)	4%	(45)	2%	(21)	16%	(185)	47%	(536)	1134
Very Favorable of Biden	28%	(137)	16%	(78)	3%	(16)	2%	(9)	13%	(62)	37%	(180)	482
Somewhat Favorable of Biden	18%	(87)	20%	(96)	3%	(16)	2%	(9)	14%	(70)	43%	(209)	487
Somewhat Unfavorable of Biden	15%	(46)	21%	(62)	5%	(14)	2%	(6)	16%	(48)	41%	(123)	299
Very Unfavorable of Biden	13%	(109)	16%	(131)	4%	(31)	2%	(15)	16%	(137)	49%	(413)	835
#1 Issue: Economy	19%	(170)	18%	(164)	4%	(33)	2%	(19)	16%	(145)	42%	(382)	913
#1 Issue: Security	14%	(33)	12%	(28)	3%	(6)	3%	(7)	14%	(34)	55%	(134)	243
#1 Issue: Health Care	20%	(34)	20%	(33)	5%	(9)	1%	(2)	18%	(30)	36%	(62)	170
#1 Issue: Medicare / Social Security	9%	(25)	19%	(49)	1%	(3)	1%	(2)	14%	(38)	56%	(149)	266
#1 Issue: Women's Issues	21%	(66)	15%	(46)	6%	(20)	1%	(4)	17%	(52)	40%	(125)	311
#1 Issue: Education	24%	(14)	19%	(11)	9%	(5)	5%	(3)	13%	(8)	30%	(18)	59
#1 Issue: Energy	19%	(25)	20%	(27)	2%	(3)	3%	(4)	14%	(19)	42%	(56)	134
#1 Issue: Other	14%	(16)	14%	(16)	2%	(2)	2%	(3)	20%	(22)	48%	(55)	115
2020 Vote: Joe Biden	22%	(211)	18%	(173)	4%	(37)	2%	(18)	14%	(131)	40%	(375)	945
2020 Vote: Donald Trump	14%	(106)	17%	(129)	3%	(22)	2%	(14)	16%	(116)	48%	(353)	740
2020 Vote: Other	15%	(10)	19%	(13)	2%	(2)	4%	(3)	24%	(16)	36%	(24)	67
2020 Vote: Didn't Vote	12%	(57)	13%	(59)	5%	(21)	2%	(9)	18%	(84)	50%	(228)	459
2018 House Vote: Democrat	25%	(186)	18%	(139)	4%	(31)	2%	(16)	13%	(100)	38%	(283)	755
2018 House Vote: Republican	13%	(79)	17%	(98)	3%	(15)	1%	(9)	15%	(89)	51%	(298)	589
2018 House Vote: Someone else	18%	(9)	21%	(10)	6%	(3)	4%	(2)	20%	(10)	31%	(16)	50
2016 Vote: Hillary Clinton	24%	(167)	17%	(120)	3%	(22)	3%	(18)	13%	(92)	40%	(275)	695
2016 Vote: Donald Trump	13%	(85)	19%	(127)	2%	(14)	2%	(10)	15%	(102)	49%	(318)	656
2016 Vote: Other	21%	(18)	18%	(16)	4%	(3)	1%	(1)	20%	(17)	35%	(30)	86
2016 Vote: Didn't Vote	15%	(112)	14%	(110)	5%	(41)	2%	(14)	18%	(134)	46%	(354)	765

Table MCFE26_27: *Do you have a favorable or unfavorable opinion of the following people?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Dave Bautista

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	17%	(384)	17%	(374)	4%	(82)	2%	(43)	16%	(347)	44%	(980)	2210
Voted in 2014: Yes	19%	(233)	17%	(210)	3%	(37)	2%	(27)	14%	(169)	45%	(551)	1227
Voted in 2014: No	15%	(151)	17%	(165)	5%	(45)	2%	(16)	18%	(178)	44%	(429)	983
4-Region: Northeast	17%	(65)	16%	(60)	3%	(11)	2%	(8)	15%	(59)	47%	(179)	383
4-Region: Midwest	10%	(45)	16%	(75)	5%	(25)	2%	(7)	18%	(80)	49%	(225)	456
4-Region: South	17%	(140)	19%	(162)	4%	(34)	2%	(16)	16%	(137)	42%	(354)	844
4-Region: West	25%	(134)	15%	(77)	2%	(12)	2%	(11)	13%	(71)	42%	(223)	527
TikTok Users	23%	(184)	16%	(127)	6%	(47)	2%	(18)	14%	(114)	38%	(302)	793
Twitch Users	28%	(60)	24%	(51)	6%	(14)	3%	(6)	13%	(29)	26%	(56)	216
2022 Sports Viewers/Attendees	19%	(288)	20%	(300)	4%	(63)	2%	(27)	16%	(229)	39%	(569)	1475
Monthly Moviegoers	35%	(113)	26%	(84)	6%	(21)	3%	(10)	7%	(23)	22%	(70)	320
Few Times per Year + Moviegoers	27%	(247)	22%	(204)	6%	(56)	2%	(22)	13%	(120)	30%	(271)	920
Heard Smile Campaign	30%	(166)	23%	(127)	7%	(41)	4%	(22)	12%	(64)	24%	(131)	551
Heard Minion Campaign	34%	(183)	21%	(116)	6%	(34)	3%	(18)	10%	(55)	25%	(134)	540
Listens to Podcasts	23%	(264)	21%	(237)	5%	(57)	2%	(27)	16%	(176)	33%	(371)	1132
Streaming Services User	20%	(356)	19%	(341)	4%	(73)	2%	(37)	15%	(268)	39%	(698)	1773
Netflix User	21%	(309)	19%	(279)	4%	(66)	2%	(32)	14%	(214)	39%	(574)	1474
Disney+ User	24%	(240)	23%	(223)	6%	(55)	3%	(26)	13%	(131)	31%	(309)	984
Heterosexual or straight	17%	(325)	17%	(330)	4%	(70)	2%	(41)	16%	(307)	46%	(898)	1971
Gay	47%	(32)	15%	(11)	1%	(1)	1%	(1)	13%	(9)	22%	(15)	68
Bisexual	14%	(13)	19%	(17)	5%	(4)	2%	(2)	23%	(20)	37%	(33)	88
Yes	20%	(14)	9%	(6)	5%	(3)	5%	(3)	13%	(9)	49%	(35)	70
No	17%	(370)	17%	(368)	4%	(78)	2%	(40)	16%	(338)	44%	(946)	2140

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

Table MCFE26_28: *Do you have a favorable or unfavorable opinion of the following people?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Sebastian Stan

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	10%	(225)	10%	(215)	3%	(59)	2%	(43)	15%	(341)	60%	(1327)	2210
Gender: Male	12%	(125)	11%	(119)	2%	(26)	3%	(29)	15%	(161)	57%	(609)	1068
Gender: Female	9%	(100)	8%	(96)	3%	(33)	1%	(15)	16%	(180)	63%	(718)	1142
Age: 18-34	17%	(107)	14%	(89)	4%	(29)	4%	(27)	16%	(104)	44%	(285)	642
Age: 35-44	13%	(47)	13%	(47)	3%	(10)	1%	(5)	18%	(64)	52%	(191)	365
Age: 45-64	8%	(58)	9%	(63)	2%	(16)	1%	(9)	16%	(112)	64%	(456)	714
Age: 65+	3%	(13)	3%	(16)	1%	(4)	—	(2)	12%	(59)	81%	(394)	489
GenZers: 1997-2012	15%	(38)	13%	(33)	4%	(11)	4%	(10)	17%	(44)	48%	(122)	256
Millennials: 1981-1996	15%	(99)	14%	(93)	4%	(28)	3%	(22)	16%	(107)	47%	(304)	653
GenXers: 1965-1980	13%	(70)	10%	(58)	2%	(12)	1%	(7)	16%	(89)	57%	(318)	555
Baby Boomers: 1946-1964	3%	(18)	5%	(31)	1%	(7)	1%	(5)	14%	(95)	77%	(516)	673
PID: Dem (no lean)	15%	(132)	13%	(108)	3%	(23)	2%	(15)	15%	(125)	53%	(456)	860
PID: Ind (no lean)	8%	(51)	7%	(50)	2%	(15)	2%	(15)	18%	(121)	63%	(424)	674
PID: Rep (no lean)	6%	(43)	9%	(58)	3%	(20)	2%	(14)	14%	(95)	66%	(447)	676
PID/Gender: Dem Men	19%	(76)	14%	(57)	2%	(9)	2%	(9)	15%	(58)	47%	(186)	394
PID/Gender: Dem Women	12%	(56)	11%	(51)	3%	(15)	1%	(6)	14%	(67)	58%	(270)	465
PID/Gender: Ind Men	8%	(29)	9%	(32)	2%	(7)	3%	(11)	16%	(57)	61%	(209)	345
PID/Gender: Ind Women	7%	(22)	5%	(17)	2%	(8)	1%	(4)	19%	(64)	65%	(215)	329
PID/Gender: Rep Men	6%	(20)	9%	(30)	3%	(10)	3%	(9)	14%	(46)	65%	(214)	328
PID/Gender: Rep Women	7%	(23)	8%	(28)	3%	(10)	1%	(5)	14%	(49)	67%	(233)	348
Ideo: Liberal (1-3)	15%	(96)	13%	(85)	2%	(14)	3%	(17)	14%	(93)	54%	(352)	656
Ideo: Moderate (4)	9%	(71)	10%	(72)	2%	(19)	2%	(15)	17%	(131)	59%	(444)	751
Ideo: Conservative (5-7)	8%	(52)	8%	(54)	4%	(25)	2%	(12)	14%	(94)	64%	(429)	666
Educ: < College	10%	(140)	9%	(134)	3%	(38)	2%	(29)	17%	(239)	60%	(856)	1437
Educ: Bachelors degree	11%	(54)	11%	(56)	2%	(10)	2%	(11)	16%	(80)	57%	(278)	491
Educ: Post-grad	11%	(31)	9%	(25)	4%	(10)	1%	(3)	8%	(21)	68%	(192)	282
Income: Under 50k	10%	(124)	10%	(128)	2%	(28)	2%	(20)	18%	(225)	59%	(748)	1271
Income: 50k-100k	9%	(57)	10%	(64)	4%	(24)	3%	(17)	12%	(82)	63%	(413)	656
Income: 100k+	16%	(44)	8%	(24)	2%	(7)	2%	(7)	12%	(34)	59%	(166)	283
Ethnicity: White	8%	(138)	9%	(159)	2%	(36)	2%	(32)	15%	(258)	64%	(1088)	1711

Table MCFE26_28: *Do you have a favorable or unfavorable opinion of the following people?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*

Sebastian Stan

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	10%	(225)	10%	(215)	3%	(59)	2%	(43)	15%	(341)	60%	(1327)	2210
Ethnicity: Hispanic	18%	(69)	12%	(44)	3%	(10)	2%	(8)	16%	(61)	49%	(181)	374
Ethnicity: Black	19%	(53)	11%	(31)	5%	(13)	3%	(9)	16%	(44)	47%	(132)	282
Ethnicity: Other	16%	(35)	12%	(25)	4%	(9)	1%	(2)	18%	(39)	50%	(108)	217
All Christian	10%	(101)	9%	(98)	2%	(23)	2%	(16)	14%	(149)	62%	(643)	1029
All Non-Christian	12%	(16)	11%	(14)	4%	(5)	2%	(3)	9%	(12)	62%	(80)	129
Atheist	10%	(10)	7%	(7)	4%	(4)	3%	(3)	14%	(14)	63%	(62)	99
Agnostic/Nothing in particular	9%	(54)	11%	(63)	3%	(16)	2%	(11)	18%	(106)	57%	(337)	587
Something Else	12%	(45)	9%	(33)	3%	(11)	3%	(11)	16%	(60)	56%	(205)	365
Religious Non-Protestant/Catholic	12%	(19)	10%	(16)	3%	(5)	3%	(4)	10%	(16)	61%	(95)	154
Evangelical	12%	(68)	12%	(66)	2%	(11)	3%	(15)	14%	(81)	57%	(317)	558
Non-Evangelical	9%	(72)	8%	(61)	3%	(22)	1%	(10)	15%	(121)	64%	(505)	792
Community: Urban	15%	(95)	10%	(65)	3%	(18)	3%	(16)	14%	(86)	56%	(358)	638
Community: Suburban	9%	(90)	11%	(108)	3%	(28)	2%	(15)	17%	(172)	59%	(601)	1014
Community: Rural	7%	(41)	8%	(42)	2%	(13)	2%	(12)	15%	(82)	66%	(368)	558
Employ: Private Sector	14%	(93)	16%	(105)	4%	(27)	3%	(18)	15%	(97)	48%	(313)	654
Employ: Government	17%	(23)	8%	(11)	—	(0)	4%	(6)	12%	(17)	59%	(80)	136
Employ: Self-Employed	16%	(26)	11%	(18)	2%	(4)	3%	(4)	12%	(20)	57%	(94)	166
Employ: Homemaker	10%	(19)	10%	(19)	4%	(7)	1%	(2)	16%	(31)	59%	(113)	190
Employ: Student	8%	(5)	9%	(5)	5%	(3)	6%	(4)	16%	(10)	57%	(35)	62
Employ: Retired	3%	(18)	3%	(18)	1%	(8)	—	(2)	13%	(75)	79%	(442)	563
Employ: Unemployed	11%	(33)	10%	(30)	1%	(4)	2%	(7)	20%	(61)	55%	(166)	301
Employ: Other	6%	(8)	7%	(9)	4%	(5)	1%	(1)	22%	(30)	61%	(84)	137
Military HH: Yes	9%	(25)	8%	(23)	2%	(7)	1%	(4)	13%	(38)	66%	(187)	283
Military HH: No	10%	(200)	10%	(192)	3%	(52)	2%	(40)	16%	(303)	59%	(1140)	1927
RD/WT: Right Direction	17%	(113)	14%	(94)	2%	(15)	3%	(19)	15%	(98)	49%	(327)	666
RD/WT: Wrong Track	7%	(112)	8%	(121)	3%	(44)	2%	(25)	16%	(242)	65%	(1000)	1544
Biden Job Approve	14%	(140)	13%	(128)	2%	(20)	2%	(19)	13%	(122)	56%	(541)	970
Biden Job Disapprove	7%	(82)	7%	(83)	3%	(35)	2%	(24)	17%	(195)	63%	(725)	1144

Continued on next page

Table MCFE26_28: *Do you have a favorable or unfavorable opinion of the following people?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Sebastian Stan

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	10%	(225)	10%	(215)	3%	(59)	2%	(43)	15%	(341)	60%	(1327)	2210
Biden Job Strongly Approve	18%	(76)	14%	(59)	2%	(8)	2%	(10)	14%	(60)	51%	(219)	433
Biden Job Somewhat Approve	12%	(64)	13%	(70)	2%	(12)	2%	(8)	12%	(62)	60%	(322)	537
Biden Job Somewhat Disapprove	12%	(42)	7%	(23)	2%	(7)	2%	(6)	21%	(71)	56%	(190)	339
Biden Job Strongly Disapprove	5%	(41)	7%	(60)	3%	(28)	2%	(18)	15%	(124)	66%	(535)	805
Favorable of Biden	14%	(137)	12%	(119)	2%	(21)	1%	(12)	13%	(130)	57%	(549)	969
Unfavorable of Biden	7%	(85)	8%	(86)	3%	(32)	3%	(29)	16%	(183)	63%	(719)	1134
Very Favorable of Biden	17%	(81)	13%	(61)	3%	(12)	2%	(7)	14%	(67)	53%	(254)	482
Somewhat Favorable of Biden	11%	(56)	12%	(59)	2%	(9)	1%	(5)	13%	(63)	61%	(296)	487
Somewhat Unfavorable of Biden	13%	(40)	7%	(20)	2%	(5)	2%	(7)	18%	(55)	58%	(173)	299
Very Unfavorable of Biden	5%	(45)	8%	(66)	3%	(27)	3%	(22)	15%	(129)	65%	(546)	835
#1 Issue: Economy	9%	(83)	10%	(94)	2%	(21)	2%	(15)	16%	(148)	60%	(552)	913
#1 Issue: Security	8%	(19)	9%	(23)	3%	(8)	4%	(10)	14%	(34)	61%	(148)	243
#1 Issue: Health Care	17%	(29)	12%	(20)	3%	(6)	2%	(4)	14%	(24)	51%	(87)	170
#1 Issue: Medicare / Social Security	4%	(12)	8%	(20)	1%	(4)	—	(1)	15%	(41)	71%	(189)	266
#1 Issue: Women's Issues	14%	(43)	10%	(31)	2%	(6)	3%	(9)	17%	(52)	54%	(169)	311
#1 Issue: Education	14%	(8)	17%	(10)	8%	(5)	2%	(1)	14%	(8)	46%	(27)	59
#1 Issue: Energy	17%	(23)	7%	(10)	5%	(7)	2%	(3)	12%	(16)	57%	(76)	134
#1 Issue: Other	8%	(10)	6%	(7)	2%	(2)	—	(0)	15%	(17)	69%	(79)	115
2020 Vote: Joe Biden	14%	(130)	12%	(114)	2%	(19)	2%	(19)	15%	(138)	56%	(525)	945
2020 Vote: Donald Trump	7%	(55)	9%	(63)	3%	(19)	2%	(12)	15%	(111)	65%	(480)	740
2020 Vote: Other	7%	(5)	9%	(6)	5%	(3)	1%	(1)	23%	(15)	56%	(38)	67
2020 Vote: Didn't Vote	8%	(36)	7%	(32)	4%	(18)	3%	(12)	17%	(77)	62%	(284)	459
2018 House Vote: Democrat	13%	(101)	13%	(102)	2%	(16)	2%	(14)	14%	(107)	55%	(416)	755
2018 House Vote: Republican	8%	(45)	8%	(45)	3%	(15)	1%	(6)	13%	(75)	68%	(403)	589
2018 House Vote: Someone else	16%	(8)	7%	(3)	3%	(2)	1%	(1)	16%	(8)	56%	(28)	50
2016 Vote: Hillary Clinton	14%	(94)	13%	(88)	2%	(14)	2%	(11)	14%	(95)	57%	(394)	695
2016 Vote: Donald Trump	8%	(49)	9%	(58)	3%	(17)	1%	(7)	14%	(89)	66%	(436)	656
2016 Vote: Other	13%	(11)	6%	(5)	1%	(1)	1%	(1)	18%	(16)	60%	(52)	86
2016 Vote: Didn't Vote	9%	(70)	8%	(64)	3%	(26)	3%	(24)	18%	(139)	58%	(442)	765

Continued on next page

Table MCFE26_28: *Do you have a favorable or unfavorable opinion of the following people?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*

Sebastian Stan

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	10%	(225)	10%	(215)	3%	(59)	2%	(43)	15%	(341)	60%	(1327)	2210
Voted in 2014: Yes	11%	(133)	10%	(122)	2%	(30)	1%	(13)	13%	(155)	63%	(773)	1227
Voted in 2014: No	9%	(92)	9%	(93)	3%	(29)	3%	(30)	19%	(185)	56%	(554)	983
4-Region: Northeast	10%	(40)	12%	(48)	2%	(10)	1%	(5)	14%	(55)	59%	(227)	383
4-Region: Midwest	9%	(40)	9%	(42)	2%	(11)	1%	(6)	13%	(62)	65%	(296)	456
4-Region: South	11%	(97)	9%	(73)	4%	(33)	3%	(22)	15%	(127)	58%	(492)	844
4-Region: West	9%	(49)	10%	(53)	1%	(5)	2%	(11)	18%	(97)	59%	(312)	527
TikTok Users	15%	(117)	12%	(96)	4%	(33)	3%	(22)	16%	(128)	50%	(397)	793
Twitch Users	21%	(45)	21%	(46)	3%	(6)	3%	(6)	16%	(35)	36%	(78)	216
2022 Sports Viewers/Attendees	11%	(161)	12%	(178)	3%	(43)	2%	(32)	15%	(227)	57%	(835)	1475
Monthly Moviegoers	21%	(66)	19%	(62)	5%	(15)	4%	(12)	12%	(38)	40%	(127)	320
Few Times per Year + Moviegoers	16%	(150)	15%	(137)	4%	(34)	3%	(25)	16%	(146)	46%	(427)	920
Heard Smile Campaign	22%	(120)	20%	(108)	5%	(29)	4%	(21)	13%	(73)	36%	(200)	551
Heard Minion Campaign	23%	(126)	20%	(108)	5%	(27)	4%	(20)	16%	(88)	32%	(171)	540
Listens to Podcasts	15%	(165)	14%	(162)	4%	(46)	2%	(27)	16%	(186)	48%	(545)	1132
Streaming Services User	12%	(210)	11%	(200)	3%	(54)	2%	(37)	16%	(292)	55%	(980)	1773
Netflix User	13%	(191)	12%	(175)	3%	(49)	2%	(33)	17%	(249)	53%	(776)	1474
Disney+ User	17%	(166)	14%	(141)	4%	(36)	2%	(24)	17%	(163)	46%	(454)	984
Heterosexual or straight	9%	(185)	10%	(195)	3%	(50)	2%	(35)	15%	(303)	61%	(1203)	1971
Gay	24%	(16)	10%	(7)	—	(0)	1%	(1)	17%	(11)	48%	(33)	68
Bisexual	14%	(12)	6%	(6)	6%	(5)	2%	(2)	18%	(16)	54%	(48)	88
Yes	20%	(14)	8%	(6)	3%	(2)	2%	(1)	16%	(12)	51%	(36)	70
No	10%	(211)	10%	(209)	3%	(57)	2%	(42)	15%	(329)	60%	(1291)	2140

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

Table MCFE26_29: *Do you have a favorable or unfavorable opinion of the following people?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Steve Carell

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	27%	(589)	24%	(523)	5%	(110)	3%	(73)	16%	(354)	25%	(561)	2210
Gender: Male	27%	(285)	23%	(248)	6%	(66)	4%	(43)	16%	(169)	24%	(256)	1068
Gender: Female	27%	(303)	24%	(274)	4%	(44)	3%	(30)	16%	(185)	27%	(305)	1142
Age: 18-34	27%	(172)	23%	(146)	5%	(35)	4%	(27)	16%	(100)	25%	(162)	642
Age: 35-44	41%	(151)	24%	(87)	4%	(14)	2%	(7)	15%	(54)	14%	(52)	365
Age: 45-64	26%	(185)	22%	(156)	5%	(36)	3%	(19)	17%	(118)	28%	(200)	714
Age: 65+	16%	(81)	27%	(134)	5%	(25)	4%	(20)	17%	(82)	30%	(147)	489
GenZers: 1997-2012	23%	(59)	17%	(44)	5%	(12)	7%	(18)	15%	(38)	34%	(86)	256
Millennials: 1981-1996	35%	(226)	26%	(167)	5%	(34)	2%	(15)	15%	(95)	18%	(116)	653
GenXers: 1965-1980	32%	(176)	19%	(107)	5%	(28)	1%	(8)	17%	(92)	26%	(144)	555
Baby Boomers: 1946-1964	17%	(114)	29%	(197)	5%	(36)	5%	(31)	17%	(117)	26%	(178)	673
PID: Dem (no lean)	32%	(277)	26%	(219)	4%	(34)	3%	(23)	13%	(113)	22%	(193)	860
PID: Ind (no lean)	24%	(159)	23%	(155)	4%	(27)	2%	(17)	20%	(138)	27%	(180)	674
PID: Rep (no lean)	23%	(153)	22%	(149)	7%	(50)	5%	(33)	15%	(103)	28%	(188)	676
PID/Gender: Dem Men	33%	(130)	25%	(98)	5%	(19)	3%	(12)	15%	(58)	20%	(77)	394
PID/Gender: Dem Women	32%	(147)	26%	(122)	3%	(15)	2%	(11)	12%	(55)	25%	(116)	465
PID/Gender: Ind Men	23%	(80)	24%	(83)	5%	(18)	2%	(8)	20%	(68)	26%	(89)	345
PID/Gender: Ind Women	24%	(79)	22%	(72)	3%	(8)	3%	(9)	21%	(70)	27%	(90)	329
PID/Gender: Rep Men	23%	(76)	21%	(68)	9%	(29)	7%	(22)	13%	(44)	27%	(89)	328
PID/Gender: Rep Women	22%	(77)	23%	(80)	6%	(21)	3%	(10)	17%	(59)	29%	(99)	348
Ideo: Liberal (1-3)	35%	(232)	27%	(175)	4%	(24)	4%	(24)	14%	(93)	16%	(108)	656
Ideo: Moderate (4)	23%	(176)	22%	(168)	4%	(33)	2%	(13)	20%	(149)	28%	(213)	751
Ideo: Conservative (5-7)	23%	(150)	24%	(163)	8%	(53)	5%	(34)	14%	(92)	26%	(174)	666
Educ: < College	24%	(347)	21%	(302)	5%	(65)	4%	(54)	18%	(259)	29%	(410)	1437
Educ: Bachelors degree	34%	(165)	28%	(136)	6%	(28)	3%	(14)	12%	(60)	18%	(88)	491
Educ: Post-grad	27%	(77)	30%	(85)	6%	(17)	2%	(6)	12%	(35)	22%	(63)	282
Income: Under 50k	24%	(304)	22%	(274)	4%	(53)	3%	(34)	18%	(235)	29%	(372)	1271
Income: 50k-100k	29%	(192)	25%	(164)	6%	(39)	5%	(30)	13%	(88)	22%	(143)	656
Income: 100k+	33%	(92)	30%	(85)	6%	(18)	3%	(9)	11%	(31)	17%	(47)	283
Ethnicity: White	27%	(467)	25%	(433)	5%	(89)	3%	(50)	16%	(277)	23%	(395)	1711

Table MCFE26_29: *Do you have a favorable or unfavorable opinion of the following people?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Steve Carell

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	27%	(589)	24%	(523)	5%	(110)	3%	(73)	16%	(354)	25%	(561)	2210
Ethnicity: Hispanic	31%	(115)	20%	(76)	3%	(12)	3%	(10)	16%	(61)	27%	(100)	374
Ethnicity: Black	21%	(58)	18%	(52)	6%	(16)	5%	(15)	15%	(42)	35%	(99)	282
Ethnicity: Other	29%	(63)	18%	(39)	3%	(6)	4%	(8)	16%	(35)	31%	(66)	217
All Christian	26%	(271)	24%	(252)	6%	(66)	3%	(32)	15%	(150)	25%	(258)	1029
All Non-Christian	26%	(33)	24%	(30)	—	(0)	7%	(9)	17%	(22)	27%	(35)	129
Atheist	34%	(34)	27%	(27)	5%	(5)	4%	(4)	18%	(18)	12%	(12)	99
Agnostic/Nothing in particular	25%	(146)	24%	(138)	4%	(26)	2%	(11)	18%	(108)	27%	(158)	587
Something Else	29%	(105)	21%	(75)	3%	(13)	5%	(18)	16%	(57)	27%	(98)	365
Religious Non-Protestant/Catholic	28%	(43)	21%	(33)	2%	(3)	6%	(9)	16%	(25)	26%	(40)	154
Evangelical	23%	(129)	25%	(137)	6%	(33)	4%	(25)	15%	(84)	27%	(150)	558
Non-Evangelical	29%	(231)	23%	(184)	5%	(41)	3%	(25)	15%	(116)	25%	(195)	792
Community: Urban	29%	(183)	22%	(141)	4%	(26)	2%	(11)	18%	(116)	25%	(159)	638
Community: Suburban	27%	(274)	26%	(265)	5%	(55)	3%	(34)	16%	(160)	22%	(227)	1014
Community: Rural	24%	(132)	21%	(116)	5%	(29)	5%	(28)	14%	(78)	31%	(174)	558
Employ: Private Sector	35%	(230)	25%	(161)	6%	(39)	3%	(21)	12%	(79)	19%	(123)	654
Employ: Government	33%	(44)	19%	(26)	4%	(5)	4%	(5)	16%	(22)	24%	(33)	136
Employ: Self-Employed	31%	(52)	18%	(30)	7%	(11)	6%	(10)	14%	(23)	24%	(40)	166
Employ: Homemaker	26%	(49)	26%	(49)	3%	(6)	3%	(7)	17%	(32)	25%	(48)	190
Employ: Student	21%	(13)	21%	(13)	6%	(3)	3%	(2)	11%	(7)	39%	(24)	62
Employ: Retired	18%	(102)	27%	(151)	5%	(26)	3%	(19)	19%	(105)	28%	(160)	563
Employ: Unemployed	22%	(67)	20%	(60)	4%	(12)	2%	(7)	21%	(62)	31%	(94)	301
Employ: Other	23%	(31)	24%	(33)	5%	(7)	1%	(2)	18%	(24)	28%	(39)	137
Military HH: Yes	28%	(80)	25%	(70)	4%	(12)	5%	(14)	16%	(46)	21%	(60)	283
Military HH: No	26%	(508)	23%	(452)	5%	(98)	3%	(59)	16%	(308)	26%	(501)	1927
RD/WT: Right Direction	31%	(204)	24%	(163)	4%	(27)	2%	(15)	16%	(109)	22%	(148)	666
RD/WT: Wrong Track	25%	(385)	23%	(360)	5%	(83)	4%	(58)	16%	(245)	27%	(413)	1544
Biden Job Approve	32%	(315)	25%	(240)	4%	(37)	2%	(24)	14%	(133)	23%	(222)	970
Biden Job Disapprove	23%	(262)	23%	(268)	6%	(71)	4%	(49)	17%	(192)	26%	(303)	1144

<div align="center">Continued on next page</div>

Table MCFE26_29: *Do you have a favorable or unfavorable opinion of the following people?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Steve Carell

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	27%	(589)	24%	(523)	5%	(110)	3%	(73)	16%	(354)	25%	(561)	2210
Biden Job Strongly Approve	33%	(143)	23%	(98)	4%	(16)	3%	(15)	14%	(59)	24%	(102)	433
Biden Job Somewhat Approve	32%	(172)	26%	(142)	4%	(21)	2%	(9)	14%	(74)	22%	(120)	537
Biden Job Somewhat Disapprove	29%	(97)	24%	(81)	3%	(11)	1%	(5)	19%	(66)	23%	(79)	339
Biden Job Strongly Disapprove	21%	(165)	23%	(186)	7%	(59)	6%	(44)	16%	(126)	28%	(224)	805
Favorable of Biden	33%	(323)	24%	(235)	3%	(29)	2%	(19)	14%	(131)	24%	(232)	969
Unfavorable of Biden	23%	(256)	24%	(277)	7%	(79)	4%	(46)	16%	(186)	26%	(290)	1134
Very Favorable of Biden	35%	(167)	23%	(111)	3%	(13)	3%	(13)	12%	(57)	25%	(121)	482
Somewhat Favorable of Biden	32%	(156)	26%	(124)	3%	(16)	1%	(6)	15%	(74)	23%	(110)	487
Somewhat Unfavorable of Biden	29%	(85)	27%	(80)	5%	(14)	1%	(2)	18%	(53)	21%	(64)	299
Very Unfavorable of Biden	20%	(171)	24%	(197)	8%	(66)	5%	(43)	16%	(133)	27%	(226)	835
#1 Issue: Economy	29%	(262)	25%	(229)	4%	(39)	3%	(23)	15%	(136)	24%	(223)	913
#1 Issue: Security	19%	(45)	23%	(57)	8%	(18)	8%	(18)	17%	(42)	25%	(62)	243
#1 Issue: Health Care	24%	(42)	27%	(45)	5%	(9)	1%	(2)	19%	(33)	24%	(40)	170
#1 Issue: Medicare / Social Security	18%	(49)	27%	(72)	5%	(14)	3%	(7)	15%	(41)	31%	(83)	266
#1 Issue: Women's Issues	35%	(108)	17%	(54)	4%	(13)	4%	(13)	14%	(44)	26%	(80)	311
#1 Issue: Education	29%	(17)	26%	(15)	6%	(3)	5%	(3)	10%	(6)	25%	(15)	59
#1 Issue: Energy	34%	(46)	17%	(22)	6%	(8)	3%	(3)	18%	(24)	23%	(30)	134
#1 Issue: Other	18%	(21)	24%	(28)	5%	(6)	3%	(4)	25%	(28)	25%	(28)	115
2020 Vote: Joe Biden	33%	(310)	26%	(242)	4%	(34)	2%	(19)	15%	(139)	21%	(201)	945
2020 Vote: Donald Trump	22%	(165)	23%	(174)	7%	(52)	5%	(39)	17%	(122)	25%	(188)	740
2020 Vote: Other	26%	(18)	29%	(19)	7%	(4)	2%	(1)	15%	(10)	22%	(15)	67
2020 Vote: Didn't Vote	21%	(96)	19%	(88)	4%	(20)	3%	(14)	18%	(83)	34%	(158)	459
2018 House Vote: Democrat	34%	(254)	26%	(193)	4%	(33)	3%	(21)	14%	(106)	20%	(149)	755
2018 House Vote: Republican	22%	(129)	24%	(140)	7%	(43)	5%	(31)	14%	(82)	28%	(165)	589
2018 House Vote: Someone else	30%	(15)	23%	(12)	6%	(3)	2%	(1)	23%	(11)	16%	(8)	50
2016 Vote: Hillary Clinton	34%	(235)	26%	(179)	4%	(26)	3%	(23)	13%	(92)	20%	(140)	695
2016 Vote: Donald Trump	24%	(156)	24%	(156)	7%	(49)	4%	(26)	15%	(96)	26%	(173)	656
2016 Vote: Other	16%	(14)	30%	(26)	6%	(6)	1%	(1)	28%	(24)	18%	(16)	86
2016 Vote: Didn't Vote	24%	(181)	21%	(161)	4%	(30)	3%	(21)	18%	(141)	30%	(232)	765

Table MCFE26_29: *Do you have a favorable or unfavorable opinion of the following people?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Steve Carell

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	27%	(589)	24%	(523)	5%	(110)	3%	(73)	16%	(354)	25%	(561)	2210
Voted in 2014: Yes	28%	(338)	25%	(309)	6%	(70)	4%	(47)	14%	(177)	23%	(285)	1227
Voted in 2014: No	25%	(250)	22%	(214)	4%	(40)	3%	(26)	18%	(177)	28%	(276)	983
4-Region: Northeast	28%	(107)	25%	(95)	5%	(20)	3%	(10)	16%	(61)	24%	(91)	383
4-Region: Midwest	25%	(114)	26%	(120)	5%	(24)	2%	(11)	18%	(82)	23%	(107)	456
4-Region: South	24%	(202)	23%	(193)	5%	(45)	5%	(39)	16%	(133)	28%	(233)	844
4-Region: West	32%	(167)	22%	(115)	4%	(21)	3%	(14)	15%	(79)	25%	(131)	527
TikTok Users	32%	(255)	21%	(166)	5%	(37)	3%	(20)	14%	(110)	26%	(203)	793
Twitch Users	35%	(76)	23%	(50)	7%	(15)	4%	(10)	13%	(28)	17%	(38)	216
2022 Sports Viewers/Attendees	30%	(438)	27%	(402)	5%	(73)	4%	(53)	15%	(216)	20%	(294)	1475
Monthly Moviegoers	41%	(133)	25%	(79)	5%	(16)	5%	(16)	11%	(35)	13%	(42)	320
Few Times per Year + Moviegoers	35%	(324)	27%	(246)	6%	(53)	4%	(35)	12%	(108)	17%	(153)	920
Heard Smile Campaign	35%	(192)	25%	(137)	5%	(30)	4%	(23)	13%	(72)	18%	(97)	551
Heard Minion Campaign	36%	(194)	24%	(129)	5%	(26)	4%	(22)	14%	(76)	17%	(94)	540
Listens to Podcasts	33%	(377)	26%	(295)	5%	(61)	4%	(45)	14%	(154)	18%	(201)	1132
Streaming Services User	30%	(540)	25%	(445)	5%	(85)	3%	(55)	15%	(263)	22%	(385)	1773
Netflix User	31%	(463)	26%	(380)	4%	(66)	3%	(44)	14%	(209)	21%	(313)	1474
Disney+ User	34%	(339)	25%	(250)	5%	(49)	3%	(32)	14%	(137)	18%	(178)	984
Heterosexual or straight	27%	(522)	24%	(466)	5%	(100)	4%	(69)	16%	(306)	26%	(506)	1971
Gay	35%	(24)	29%	(20)	3%	(2)	—	(0)	15%	(10)	17%	(12)	68
Bisexual	26%	(23)	21%	(19)	4%	(4)	—	(0)	24%	(21)	24%	(21)	88
Yes	41%	(29)	7%	(5)	4%	(3)	5%	(3)	24%	(17)	20%	(14)	70
No	26%	(560)	24%	(518)	5%	(107)	3%	(70)	16%	(338)	26%	(547)	2140

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

Table MCFE26_30: *Do you have a favorable or unfavorable opinion of the following people?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Leonardo DiCaprio

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	37%	(825)	30%	(658)	8%	(173)	6%	(128)	14%	(306)	5%	(120)	2210
Gender: Male	37%	(396)	30%	(321)	9%	(92)	7%	(70)	13%	(135)	5%	(53)	1068
Gender: Female	38%	(428)	30%	(337)	7%	(81)	5%	(58)	15%	(171)	6%	(67)	1142
Age: 18-34	38%	(245)	26%	(170)	9%	(56)	5%	(33)	12%	(79)	9%	(59)	642
Age: 35-44	43%	(158)	30%	(111)	5%	(19)	4%	(15)	14%	(51)	3%	(11)	365
Age: 45-64	39%	(279)	30%	(215)	6%	(42)	6%	(45)	13%	(96)	5%	(38)	714
Age: 65+	29%	(142)	33%	(163)	12%	(56)	7%	(35)	16%	(80)	2%	(12)	489
GenZers: 1997-2012	36%	(93)	22%	(56)	10%	(25)	7%	(18)	11%	(28)	14%	(37)	256
Millennials: 1981-1996	40%	(259)	30%	(199)	7%	(49)	5%	(30)	13%	(87)	5%	(29)	653
GenXers: 1965-1980	44%	(246)	28%	(156)	5%	(28)	4%	(23)	13%	(72)	5%	(30)	555
Baby Boomers: 1946-1964	30%	(202)	33%	(225)	9%	(64)	8%	(53)	16%	(109)	3%	(20)	673
PID: Dem (no lean)	43%	(374)	30%	(257)	6%	(55)	4%	(34)	11%	(93)	5%	(47)	860
PID: Ind (no lean)	34%	(228)	30%	(201)	6%	(43)	5%	(32)	20%	(132)	6%	(38)	674
PID: Rep (no lean)	33%	(223)	30%	(200)	11%	(75)	9%	(62)	12%	(81)	5%	(34)	676
PID/Gender: Dem Men	45%	(177)	31%	(123)	7%	(28)	4%	(14)	9%	(36)	4%	(17)	394
PID/Gender: Dem Women	42%	(197)	29%	(134)	6%	(27)	4%	(19)	12%	(57)	6%	(30)	465
PID/Gender: Ind Men	34%	(117)	30%	(104)	7%	(24)	5%	(18)	18%	(63)	6%	(20)	345
PID/Gender: Ind Women	34%	(111)	29%	(97)	6%	(19)	4%	(14)	21%	(69)	6%	(18)	329
PID/Gender: Rep Men	31%	(103)	29%	(94)	12%	(40)	12%	(38)	11%	(37)	5%	(16)	328
PID/Gender: Rep Women	35%	(120)	31%	(106)	10%	(34)	7%	(24)	13%	(44)	5%	(18)	348
Ideo: Liberal (1-3)	41%	(272)	33%	(218)	8%	(51)	4%	(24)	11%	(70)	3%	(22)	656
Ideo: Moderate (4)	39%	(292)	28%	(212)	5%	(40)	4%	(32)	16%	(123)	7%	(52)	751
Ideo: Conservative (5-7)	32%	(214)	30%	(203)	11%	(72)	10%	(67)	13%	(88)	3%	(23)	666
Educ: < College	39%	(561)	27%	(394)	6%	(92)	6%	(81)	15%	(215)	6%	(93)	1437
Educ: Bachelors degree	34%	(168)	34%	(169)	11%	(52)	6%	(30)	11%	(55)	3%	(17)	491
Educ: Post-grad	34%	(95)	34%	(95)	10%	(29)	6%	(17)	13%	(36)	3%	(10)	282
Income: Under 50k	38%	(487)	28%	(362)	7%	(83)	5%	(58)	16%	(200)	6%	(81)	1271
Income: 50k-100k	35%	(233)	30%	(194)	10%	(65)	8%	(53)	12%	(79)	5%	(32)	656
Income: 100k+	37%	(105)	36%	(102)	9%	(25)	6%	(16)	10%	(27)	2%	(6)	283
Ethnicity: White	36%	(618)	31%	(526)	8%	(142)	6%	(110)	14%	(244)	4%	(70)	1711

Table MCFE26_30: *Do you have a favorable or unfavorable opinion of the following people?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*

Leonardo DiCaprio

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	37%	(825)	30%	(658)	8%	(173)	6%	(128)	14%	(306)	5%	(120)	2210
Ethnicity: Hispanic	46%	(172)	25%	(95)	3%	(10)	5%	(17)	13%	(47)	9%	(33)	374
Ethnicity: Black	43%	(122)	25%	(71)	6%	(18)	3%	(10)	11%	(30)	11%	(31)	282
Ethnicity: Other	39%	(85)	28%	(61)	6%	(13)	4%	(8)	15%	(32)	8%	(18)	217
All Christian	37%	(381)	32%	(326)	8%	(80)	7%	(69)	14%	(139)	3%	(33)	1029
All Non-Christian	34%	(44)	31%	(40)	8%	(11)	6%	(8)	12%	(15)	8%	(11)	129
Atheist	41%	(41)	28%	(28)	13%	(12)	3%	(3)	13%	(13)	2%	(2)	99
Agnostic/Nothing in particular	36%	(214)	27%	(160)	8%	(46)	5%	(30)	16%	(97)	7%	(41)	587
Something Else	39%	(144)	29%	(105)	6%	(24)	5%	(18)	12%	(43)	9%	(32)	365
Religious Non-Protestant/Catholic	35%	(54)	31%	(48)	8%	(13)	6%	(9)	12%	(19)	7%	(11)	154
Evangelical	38%	(210)	31%	(175)	7%	(40)	6%	(34)	11%	(64)	6%	(35)	558
Non-Evangelical	38%	(299)	30%	(241)	8%	(61)	6%	(51)	14%	(110)	4%	(29)	792
Community: Urban	42%	(270)	28%	(181)	6%	(39)	5%	(32)	12%	(78)	6%	(37)	638
Community: Suburban	35%	(358)	31%	(316)	9%	(88)	6%	(61)	15%	(147)	4%	(45)	1014
Community: Rural	35%	(197)	29%	(162)	8%	(45)	6%	(35)	14%	(81)	7%	(38)	558
Employ: Private Sector	43%	(278)	29%	(187)	8%	(55)	7%	(45)	11%	(73)	3%	(16)	654
Employ: Government	43%	(59)	25%	(34)	7%	(10)	4%	(5)	15%	(20)	6%	(9)	136
Employ: Self-Employed	37%	(61)	31%	(52)	10%	(16)	4%	(7)	12%	(21)	5%	(9)	166
Employ: Homemaker	34%	(65)	34%	(65)	6%	(12)	4%	(7)	15%	(28)	7%	(13)	190
Employ: Student	38%	(24)	23%	(14)	10%	(6)	5%	(3)	15%	(9)	8%	(5)	62
Employ: Retired	31%	(173)	33%	(187)	9%	(51)	7%	(42)	15%	(86)	4%	(22)	563
Employ: Unemployed	38%	(113)	25%	(77)	5%	(15)	4%	(11)	17%	(51)	12%	(35)	301
Employ: Other	38%	(52)	30%	(41)	5%	(7)	6%	(8)	13%	(18)	7%	(9)	137
Military HH: Yes	37%	(104)	31%	(88)	11%	(31)	9%	(24)	11%	(30)	2%	(6)	283
Military HH: No	37%	(720)	30%	(570)	7%	(143)	5%	(104)	14%	(276)	6%	(114)	1927
RD/WT: Right Direction	45%	(301)	29%	(191)	5%	(32)	4%	(25)	13%	(84)	5%	(34)	666
RD/WT: Wrong Track	34%	(524)	30%	(468)	9%	(141)	7%	(102)	14%	(223)	6%	(86)	1544
Biden Job Approve	43%	(414)	31%	(301)	6%	(62)	3%	(33)	12%	(114)	5%	(45)	970
Biden Job Disapprove	33%	(379)	29%	(337)	10%	(109)	8%	(94)	15%	(166)	5%	(59)	1144

Continued on next page

Table MCFE26_30: *Do you have a favorable or unfavorable opinion of the following people?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Leonardo DiCaprio

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	37%	(825)	30%	(658)	8%	(173)	6%	(128)	14%	(306)	5%	(120)	2210
Biden Job Strongly Approve	47%	(204)	29%	(125)	5%	(20)	3%	(12)	11%	(48)	5%	(22)	433
Biden Job Somewhat Approve	39%	(210)	33%	(175)	8%	(42)	4%	(21)	12%	(66)	4%	(23)	537
Biden Job Somewhat Disapprove	34%	(115)	36%	(123)	7%	(25)	4%	(13)	13%	(44)	6%	(19)	339
Biden Job Strongly Disapprove	33%	(264)	27%	(214)	10%	(84)	10%	(81)	15%	(123)	5%	(40)	805
Favorable of Biden	43%	(418)	32%	(307)	6%	(57)	3%	(29)	12%	(112)	5%	(47)	969
Unfavorable of Biden	34%	(380)	30%	(337)	10%	(109)	8%	(91)	14%	(158)	5%	(59)	1134
Very Favorable of Biden	51%	(245)	28%	(133)	4%	(17)	2%	(11)	10%	(49)	6%	(27)	482
Somewhat Favorable of Biden	36%	(173)	36%	(173)	8%	(40)	4%	(19)	13%	(62)	4%	(19)	487
Somewhat Unfavorable of Biden	36%	(108)	37%	(110)	8%	(23)	3%	(10)	11%	(32)	5%	(16)	299
Very Unfavorable of Biden	33%	(272)	27%	(228)	10%	(87)	10%	(80)	15%	(126)	5%	(43)	835
#1 Issue: Economy	39%	(356)	31%	(282)	8%	(72)	6%	(54)	12%	(106)	5%	(43)	913
#1 Issue: Security	28%	(69)	28%	(69)	9%	(23)	11%	(27)	17%	(41)	6%	(15)	243
#1 Issue: Health Care	40%	(69)	29%	(50)	6%	(11)	3%	(4)	18%	(31)	3%	(5)	170
#1 Issue: Medicare / Social Security	39%	(103)	34%	(90)	5%	(13)	4%	(11)	12%	(31)	6%	(17)	266
#1 Issue: Women's Issues	37%	(116)	28%	(87)	9%	(28)	5%	(16)	14%	(42)	7%	(23)	311
#1 Issue: Education	40%	(23)	32%	(19)	10%	(6)	4%	(2)	13%	(7)	1%	(1)	59
#1 Issue: Energy	41%	(55)	31%	(42)	3%	(5)	4%	(5)	11%	(15)	9%	(13)	134
#1 Issue: Other	29%	(33)	18%	(21)	14%	(16)	8%	(9)	28%	(32)	4%	(4)	115
2020 Vote: Joe Biden	41%	(390)	32%	(300)	7%	(64)	4%	(35)	12%	(115)	4%	(41)	945
2020 Vote: Donald Trump	32%	(239)	30%	(220)	11%	(79)	9%	(69)	14%	(101)	4%	(32)	740
2020 Vote: Other	33%	(22)	34%	(23)	6%	(4)	8%	(5)	15%	(10)	4%	(3)	67
2020 Vote: Didn't Vote	38%	(174)	25%	(115)	6%	(26)	4%	(18)	18%	(81)	10%	(44)	459
2018 House Vote: Democrat	42%	(314)	34%	(256)	7%	(51)	4%	(28)	11%	(79)	4%	(27)	755
2018 House Vote: Republican	32%	(189)	29%	(170)	12%	(70)	10%	(56)	14%	(80)	4%	(25)	589
2018 House Vote: Someone else	40%	(20)	31%	(15)	2%	(1)	3%	(2)	16%	(8)	7%	(4)	50
2016 Vote: Hillary Clinton	41%	(287)	35%	(240)	6%	(42)	4%	(25)	10%	(71)	4%	(30)	695
2016 Vote: Donald Trump	32%	(212)	30%	(198)	12%	(78)	8%	(55)	14%	(89)	4%	(24)	656
2016 Vote: Other	28%	(24)	33%	(29)	11%	(10)	3%	(2)	24%	(20)	1%	(1)	86
2016 Vote: Didn't Vote	39%	(297)	25%	(189)	6%	(44)	6%	(45)	16%	(125)	8%	(65)	765

Table MCFE26_30: *Do you have a favorable or unfavorable opinion of the following people?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*

Leonardo DiCaprio

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	37%	(825)	30%	(658)	8%	(173)	6%	(128)	14%	(306)	5%	(120)	2210
Voted in 2014: Yes	37%	(450)	32%	(390)	9%	(107)	6%	(73)	13%	(154)	4%	(52)	1227
Voted in 2014: No	38%	(374)	27%	(268)	7%	(66)	6%	(55)	15%	(152)	7%	(68)	983
4-Region: Northeast	37%	(143)	27%	(102)	8%	(30)	5%	(19)	18%	(67)	6%	(21)	383
4-Region: Midwest	38%	(173)	30%	(135)	8%	(35)	7%	(31)	15%	(69)	3%	(14)	456
4-Region: South	35%	(294)	31%	(265)	8%	(70)	6%	(54)	13%	(107)	7%	(55)	844
4-Region: West	41%	(215)	30%	(157)	7%	(38)	4%	(24)	12%	(63)	5%	(29)	527
TikTok Users	46%	(364)	28%	(225)	6%	(47)	4%	(35)	9%	(71)	6%	(51)	793
Twitch Users	47%	(101)	30%	(64)	9%	(19)	3%	(7)	8%	(17)	4%	(9)	216
2022 Sports Viewers/Attendees	40%	(592)	32%	(471)	8%	(125)	6%	(81)	11%	(156)	3%	(49)	1475
Monthly Moviegoers	49%	(156)	28%	(90)	7%	(24)	4%	(14)	7%	(22)	5%	(15)	320
Few Times per Year + Moviegoers	45%	(410)	30%	(279)	8%	(73)	6%	(53)	8%	(74)	3%	(31)	920
Heard Smile Campaign	50%	(273)	25%	(139)	8%	(42)	5%	(30)	6%	(32)	6%	(35)	551
Heard Minion Campaign	51%	(276)	27%	(146)	6%	(30)	5%	(29)	6%	(31)	5%	(28)	540
Listens to Podcasts	42%	(479)	30%	(335)	9%	(101)	6%	(63)	10%	(110)	4%	(45)	1132
Streaming Services User	40%	(717)	31%	(550)	8%	(134)	5%	(94)	12%	(207)	4%	(71)	1773
Netflix User	43%	(628)	30%	(438)	8%	(113)	4%	(62)	11%	(161)	5%	(72)	1474
Disney+ User	43%	(425)	30%	(298)	7%	(67)	5%	(45)	10%	(97)	5%	(53)	984
Heterosexual or straight	37%	(734)	30%	(596)	8%	(152)	6%	(113)	14%	(277)	5%	(98)	1971
Gay	51%	(34)	26%	(18)	6%	(4)	5%	(3)	11%	(7)	1%	(1)	68
Bisexual	33%	(29)	24%	(21)	13%	(11)	6%	(5)	14%	(12)	11%	(10)	88
Yes	50%	(35)	20%	(14)	13%	(9)	7%	(5)	4%	(3)	6%	(4)	70
No	37%	(790)	30%	(644)	8%	(164)	6%	(123)	14%	(304)	5%	(115)	2140

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

Table MCFE26_31: *Do you have a favorable or unfavorable opinion of the following people?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Matt Damon

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	34%	(757)	30%	(671)	5%	(107)	3%	(74)	17%	(382)	10%	(220)	2210
Gender: Male	35%	(370)	30%	(323)	6%	(62)	4%	(43)	16%	(172)	9%	(98)	1068
Gender: Female	34%	(387)	31%	(349)	4%	(44)	3%	(31)	18%	(210)	11%	(122)	1142
Age: 18-34	29%	(185)	24%	(155)	6%	(38)	5%	(30)	19%	(121)	17%	(112)	642
Age: 35-44	38%	(138)	33%	(119)	5%	(18)	2%	(9)	19%	(70)	3%	(11)	365
Age: 45-64	39%	(275)	31%	(219)	3%	(24)	3%	(25)	15%	(106)	9%	(64)	714
Age: 65+	33%	(159)	36%	(177)	5%	(26)	2%	(10)	17%	(85)	7%	(32)	489
GenZers: 1997-2012	24%	(60)	21%	(53)	4%	(11)	5%	(14)	20%	(50)	27%	(68)	256
Millennials: 1981-1996	34%	(220)	30%	(198)	7%	(43)	3%	(22)	18%	(118)	8%	(51)	653
GenXers: 1965-1980	40%	(224)	29%	(162)	3%	(19)	4%	(21)	15%	(82)	8%	(46)	555
Baby Boomers: 1946-1964	34%	(230)	35%	(233)	5%	(31)	3%	(17)	17%	(114)	7%	(47)	673
PID: Dem (no lean)	39%	(331)	32%	(272)	4%	(35)	3%	(27)	12%	(107)	10%	(88)	860
PID: Ind (no lean)	30%	(202)	28%	(187)	5%	(32)	3%	(19)	24%	(163)	10%	(70)	674
PID: Rep (no lean)	33%	(224)	31%	(212)	6%	(39)	4%	(27)	16%	(111)	9%	(62)	676
PID/Gender: Dem Men	41%	(163)	30%	(119)	6%	(22)	4%	(16)	11%	(45)	7%	(29)	394
PID/Gender: Dem Women	36%	(168)	33%	(153)	3%	(13)	3%	(12)	13%	(62)	13%	(59)	465
PID/Gender: Ind Men	30%	(103)	29%	(99)	5%	(18)	3%	(11)	22%	(76)	11%	(38)	345
PID/Gender: Ind Women	30%	(100)	27%	(88)	4%	(14)	3%	(9)	27%	(87)	10%	(31)	329
PID/Gender: Rep Men	32%	(104)	32%	(105)	7%	(22)	5%	(17)	15%	(50)	9%	(30)	328
PID/Gender: Rep Women	34%	(119)	31%	(108)	5%	(17)	3%	(10)	18%	(61)	9%	(32)	348
Ideo: Liberal (1-3)	39%	(253)	32%	(213)	5%	(30)	4%	(24)	14%	(89)	7%	(48)	656
Ideo: Moderate (4)	33%	(245)	29%	(220)	4%	(33)	3%	(23)	20%	(150)	11%	(80)	751
Ideo: Conservative (5-7)	33%	(217)	32%	(216)	6%	(43)	4%	(26)	17%	(111)	8%	(53)	666
Educ: < College	33%	(480)	28%	(403)	4%	(60)	4%	(55)	18%	(265)	12%	(173)	1437
Educ: Bachelors degree	36%	(176)	35%	(170)	5%	(26)	2%	(11)	16%	(78)	6%	(30)	491
Educ: Post-grad	36%	(100)	35%	(99)	7%	(20)	3%	(8)	14%	(39)	6%	(16)	282
Income: Under 50k	32%	(410)	30%	(381)	4%	(50)	2%	(29)	20%	(255)	12%	(147)	1271
Income: 50k-100k	36%	(236)	29%	(190)	6%	(41)	6%	(37)	14%	(95)	9%	(56)	656
Income: 100k+	39%	(111)	35%	(100)	6%	(16)	3%	(8)	11%	(32)	6%	(16)	283
Ethnicity: White	34%	(580)	33%	(558)	5%	(83)	3%	(58)	18%	(300)	8%	(131)	1711

Table MCFE26_31: *Do you have a favorable or unfavorable opinion of the following people?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Matt Damon

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	34%	(757)	30%	(671)	5%	(107)	3%	(74)	17%	(382)	10%	(220)	2210
Ethnicity: Hispanic	38%	(142)	26%	(97)	2%	(6)	3%	(13)	16%	(61)	14%	(54)	374
Ethnicity: Black	34%	(96)	22%	(62)	6%	(16)	4%	(13)	14%	(40)	20%	(56)	282
Ethnicity: Other	37%	(81)	24%	(52)	3%	(7)	2%	(3)	19%	(42)	15%	(32)	217
All Christian	35%	(357)	33%	(336)	5%	(48)	3%	(33)	17%	(173)	8%	(81)	1029
All Non-Christian	34%	(44)	29%	(38)	6%	(8)	4%	(5)	14%	(18)	13%	(16)	129
Atheist	32%	(31)	38%	(38)	6%	(6)	4%	(4)	13%	(13)	7%	(7)	99
Agnostic/Nothing in particular	31%	(180)	28%	(167)	4%	(26)	4%	(22)	22%	(127)	11%	(66)	587
Something Else	40%	(144)	25%	(93)	5%	(19)	3%	(9)	14%	(51)	13%	(49)	365
Religious Non-Protestant/Catholic	35%	(54)	28%	(44)	5%	(8)	3%	(5)	16%	(25)	12%	(19)	154
Evangelical	34%	(190)	32%	(181)	5%	(27)	3%	(19)	14%	(81)	11%	(60)	558
Non-Evangelical	37%	(294)	30%	(238)	5%	(40)	3%	(22)	17%	(131)	8%	(67)	792
Community: Urban	38%	(240)	28%	(176)	6%	(37)	4%	(24)	15%	(96)	10%	(65)	638
Community: Suburban	33%	(337)	32%	(321)	5%	(49)	3%	(32)	18%	(183)	9%	(93)	1014
Community: Rural	32%	(180)	31%	(174)	4%	(21)	3%	(18)	18%	(103)	11%	(62)	558
Employ: Private Sector	39%	(256)	30%	(198)	5%	(36)	5%	(31)	14%	(95)	6%	(39)	654
Employ: Government	40%	(55)	23%	(31)	6%	(9)	3%	(3)	16%	(21)	13%	(17)	136
Employ: Self-Employed	36%	(61)	30%	(50)	4%	(7)	5%	(8)	15%	(25)	10%	(16)	166
Employ: Homemaker	34%	(65)	30%	(56)	3%	(6)	4%	(7)	17%	(32)	13%	(25)	190
Employ: Student	22%	(14)	20%	(12)	5%	(3)	3%	(2)	19%	(12)	31%	(19)	62
Employ: Retired	33%	(186)	35%	(199)	5%	(31)	2%	(10)	17%	(93)	8%	(44)	563
Employ: Unemployed	25%	(77)	30%	(90)	3%	(9)	2%	(6)	26%	(78)	14%	(41)	301
Employ: Other	33%	(45)	25%	(35)	5%	(6)	5%	(7)	19%	(27)	13%	(18)	137
Military HH: Yes	40%	(113)	31%	(89)	8%	(24)	4%	(11)	12%	(35)	4%	(12)	283
Military HH: No	33%	(644)	30%	(582)	4%	(83)	3%	(63)	18%	(347)	11%	(208)	1927
RD/WT: Right Direction	41%	(271)	29%	(194)	5%	(31)	3%	(21)	13%	(87)	9%	(63)	666
RD/WT: Wrong Track	31%	(486)	31%	(477)	5%	(75)	3%	(53)	19%	(295)	10%	(157)	1544
Biden Job Approve	39%	(375)	33%	(315)	4%	(42)	3%	(25)	13%	(128)	9%	(84)	970
Biden Job Disapprove	32%	(362)	30%	(343)	6%	(63)	4%	(45)	19%	(217)	10%	(114)	1144

Continued on next page

Table MCFE26_31: *Do you have a favorable or unfavorable opinion of the following people?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Matt Damon

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	34%	(757)	30%	(671)	5%	(107)	3%	(74)	17%	(382)	10%	(220)	2210
Biden Job Strongly Approve	47%	(203)	27%	(116)	3%	(15)	3%	(13)	11%	(48)	9%	(39)	433
Biden Job Somewhat Approve	32%	(172)	37%	(200)	5%	(27)	2%	(13)	15%	(81)	8%	(45)	537
Biden Job Somewhat Disapprove	32%	(108)	33%	(113)	5%	(17)	1%	(4)	17%	(56)	12%	(40)	339
Biden Job Strongly Disapprove	32%	(254)	29%	(229)	6%	(46)	5%	(41)	20%	(161)	9%	(74)	805
Favorable of Biden	40%	(387)	32%	(312)	4%	(35)	2%	(20)	13%	(126)	9%	(89)	969
Unfavorable of Biden	31%	(354)	30%	(344)	6%	(68)	4%	(49)	19%	(211)	9%	(108)	1134
Very Favorable of Biden	48%	(230)	28%	(135)	3%	(15)	2%	(9)	9%	(44)	10%	(49)	482
Somewhat Favorable of Biden	32%	(157)	36%	(178)	4%	(20)	2%	(11)	17%	(81)	8%	(40)	487
Somewhat Unfavorable of Biden	30%	(89)	36%	(108)	6%	(19)	3%	(9)	15%	(45)	10%	(29)	299
Very Unfavorable of Biden	32%	(266)	28%	(236)	6%	(49)	5%	(40)	20%	(165)	9%	(79)	835
#1 Issue: Economy	34%	(313)	33%	(303)	5%	(43)	3%	(28)	15%	(138)	10%	(87)	913
#1 Issue: Security	31%	(76)	25%	(62)	4%	(10)	8%	(19)	22%	(53)	9%	(22)	243
#1 Issue: Health Care	38%	(64)	27%	(46)	6%	(9)	2%	(3)	21%	(35)	8%	(13)	170
#1 Issue: Medicare / Social Security	36%	(94)	34%	(90)	3%	(7)	2%	(7)	15%	(40)	10%	(27)	266
#1 Issue: Women's Issues	34%	(105)	28%	(88)	5%	(15)	2%	(7)	18%	(55)	13%	(41)	311
#1 Issue: Education	27%	(16)	26%	(15)	12%	(7)	4%	(2)	17%	(10)	14%	(8)	59
#1 Issue: Energy	36%	(48)	32%	(43)	3%	(4)	4%	(5)	16%	(21)	9%	(12)	134
#1 Issue: Other	35%	(40)	21%	(24)	10%	(11)	2%	(2)	25%	(29)	7%	(8)	115
2020 Vote: Joe Biden	38%	(364)	32%	(302)	4%	(42)	3%	(26)	14%	(133)	8%	(79)	945
2020 Vote: Donald Trump	32%	(239)	31%	(228)	6%	(42)	4%	(32)	19%	(144)	7%	(54)	740
2020 Vote: Other	30%	(20)	35%	(24)	5%	(3)	—	(0)	23%	(16)	7%	(5)	67
2020 Vote: Didn't Vote	29%	(134)	26%	(117)	4%	(19)	4%	(16)	20%	(90)	18%	(81)	459
2018 House Vote: Democrat	40%	(302)	33%	(249)	5%	(35)	3%	(21)	12%	(93)	7%	(54)	755
2018 House Vote: Republican	33%	(196)	32%	(188)	6%	(35)	4%	(24)	18%	(104)	7%	(43)	589
2018 House Vote: Someone else	47%	(23)	24%	(12)	2%	(1)	—	(0)	22%	(11)	5%	(2)	50
2016 Vote: Hillary Clinton	41%	(282)	33%	(230)	4%	(31)	3%	(19)	12%	(85)	7%	(48)	695
2016 Vote: Donald Trump	34%	(220)	32%	(213)	6%	(37)	3%	(21)	18%	(119)	7%	(45)	656
2016 Vote: Other	24%	(20)	35%	(30)	3%	(3)	1%	(1)	28%	(24)	9%	(8)	86
2016 Vote: Didn't Vote	30%	(230)	26%	(199)	4%	(34)	4%	(32)	20%	(152)	15%	(117)	765

Table MCFE26_31: *Do you have a favorable or unfavorable opinion of the following people?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Matt Damon

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	34%	(757)	30%	(671)	5%	(107)	3%	(74)	17%	(382)	10%	(220)	2210
Voted in 2014: Yes	38%	(462)	32%	(393)	5%	(64)	3%	(37)	15%	(181)	7%	(89)	1227
Voted in 2014: No	30%	(295)	28%	(278)	4%	(43)	4%	(37)	20%	(201)	13%	(130)	983
4-Region: Northeast	33%	(127)	30%	(113)	5%	(19)	2%	(8)	20%	(76)	11%	(40)	383
4-Region: Midwest	33%	(149)	27%	(121)	5%	(22)	4%	(20)	22%	(102)	9%	(42)	456
4-Region: South	34%	(285)	31%	(264)	5%	(43)	3%	(27)	16%	(135)	11%	(91)	844
4-Region: West	37%	(196)	33%	(173)	4%	(23)	4%	(19)	13%	(70)	9%	(46)	527
TikTok Users	40%	(317)	26%	(208)	5%	(41)	3%	(25)	14%	(109)	12%	(93)	793
Twitch Users	38%	(82)	27%	(58)	6%	(12)	4%	(9)	17%	(37)	8%	(18)	216
2022 Sports Viewers/Attendees	38%	(560)	33%	(483)	5%	(72)	3%	(49)	14%	(213)	7%	(99)	1475
Monthly Moviegoers	45%	(144)	26%	(83)	5%	(17)	6%	(18)	10%	(32)	8%	(26)	320
Few Times per Year + Moviegoers	42%	(391)	29%	(266)	6%	(53)	4%	(35)	11%	(105)	8%	(70)	920
Heard Smile Campaign	42%	(230)	29%	(157)	6%	(31)	4%	(23)	11%	(58)	9%	(52)	551
Heard Minion Campaign	42%	(228)	27%	(147)	5%	(25)	5%	(24)	14%	(74)	8%	(42)	540
Listens to Podcasts	38%	(428)	32%	(358)	6%	(68)	4%	(43)	14%	(155)	7%	(80)	1132
Streaming Services User	37%	(661)	31%	(557)	5%	(90)	3%	(57)	15%	(268)	8%	(140)	1773
Netflix User	38%	(567)	30%	(444)	5%	(76)	3%	(43)	15%	(214)	9%	(129)	1474
Disney+ User	39%	(386)	31%	(301)	4%	(43)	3%	(33)	14%	(139)	8%	(82)	984
Heterosexual or straight	34%	(678)	31%	(616)	5%	(92)	3%	(66)	17%	(330)	10%	(189)	1971
Gay	51%	(35)	23%	(16)	5%	(3)	1%	(1)	13%	(9)	6%	(4)	68
Bisexual	29%	(26)	22%	(19)	6%	(5)	3%	(2)	29%	(26)	12%	(10)	88
Yes	35%	(24)	18%	(13)	5%	(4)	4%	(3)	25%	(18)	13%	(9)	70
No	34%	(733)	31%	(659)	5%	(103)	3%	(71)	17%	(364)	10%	(211)	2140

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

Table MCFE26_32: *Do you have a favorable or unfavorable opinion of the following people?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Tom Hiddleston

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	15%	(335)	14%	(310)	3%	(64)	1%	(33)	17%	(365)	50%	(1103)	2210
Gender: Male	17%	(181)	15%	(165)	4%	(40)	2%	(23)	14%	(152)	47%	(507)	1068
Gender: Female	14%	(155)	13%	(144)	2%	(24)	1%	(9)	19%	(214)	52%	(597)	1142
Age: 18-34	20%	(127)	19%	(122)	6%	(35)	2%	(14)	17%	(108)	37%	(236)	642
Age: 35-44	20%	(72)	15%	(55)	3%	(11)	3%	(11)	19%	(68)	41%	(149)	365
Age: 45-64	14%	(102)	12%	(83)	2%	(13)	1%	(5)	16%	(114)	56%	(397)	714
Age: 65+	7%	(34)	10%	(50)	1%	(5)	1%	(3)	16%	(76)	66%	(321)	489
GenZers: 1997-2012	19%	(47)	18%	(46)	6%	(15)	3%	(8)	13%	(32)	42%	(108)	256
Millennials: 1981-1996	19%	(122)	17%	(114)	5%	(30)	3%	(17)	19%	(127)	37%	(242)	653
GenXers: 1965-1980	18%	(102)	13%	(75)	2%	(9)	1%	(4)	17%	(97)	48%	(269)	555
Baby Boomers: 1946-1964	9%	(60)	11%	(72)	1%	(9)	1%	(5)	15%	(100)	64%	(428)	673
PID: Dem (no lean)	21%	(181)	19%	(165)	2%	(21)	2%	(19)	12%	(104)	43%	(369)	860
PID: Ind (no lean)	12%	(84)	10%	(66)	2%	(17)	1%	(4)	21%	(142)	54%	(362)	674
PID: Rep (no lean)	10%	(70)	12%	(79)	4%	(26)	1%	(10)	18%	(119)	55%	(372)	676
PID/Gender: Dem Men	25%	(97)	21%	(84)	3%	(12)	4%	(14)	10%	(38)	38%	(149)	394
PID/Gender: Dem Women	18%	(84)	17%	(81)	2%	(9)	1%	(4)	14%	(67)	47%	(220)	465
PID/Gender: Ind Men	13%	(45)	12%	(40)	3%	(12)	1%	(2)	18%	(62)	54%	(185)	345
PID/Gender: Ind Women	12%	(38)	8%	(26)	2%	(5)	1%	(2)	25%	(81)	54%	(177)	329
PID/Gender: Rep Men	12%	(38)	13%	(41)	5%	(17)	2%	(7)	16%	(53)	53%	(173)	328
PID/Gender: Rep Women	9%	(32)	11%	(37)	3%	(10)	1%	(3)	19%	(66)	57%	(200)	348
Ideo: Liberal (1-3)	21%	(136)	20%	(129)	3%	(22)	2%	(15)	16%	(102)	39%	(253)	656
Ideo: Moderate (4)	15%	(112)	13%	(94)	2%	(18)	1%	(9)	17%	(128)	52%	(389)	751
Ideo: Conservative (5-7)	12%	(77)	12%	(79)	3%	(21)	1%	(8)	16%	(107)	56%	(375)	666
Educ: < College	14%	(208)	11%	(163)	3%	(41)	2%	(24)	17%	(240)	53%	(760)	1437
Educ: Bachelors degree	17%	(85)	20%	(99)	3%	(15)	2%	(8)	17%	(82)	41%	(202)	491
Educ: Post-grad	15%	(42)	17%	(47)	3%	(8)	—	(1)	15%	(43)	50%	(141)	282
Income: Under 50k	14%	(174)	13%	(170)	3%	(35)	1%	(17)	18%	(233)	51%	(643)	1271
Income: 50k-100k	17%	(113)	13%	(83)	3%	(20)	2%	(13)	14%	(94)	51%	(333)	656
Income: 100k+	17%	(48)	20%	(57)	3%	(8)	1%	(4)	14%	(39)	45%	(127)	283
Ethnicity: White	14%	(234)	14%	(243)	3%	(45)	1%	(20)	18%	(300)	51%	(869)	1711

Continued on next page

Table MCFE26_32: *Do you have a favorable or unfavorable opinion of the following people?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Tom Hiddleston

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	15%	(335)	14%	(310)	3%	(64)	1%	(33)	17%	(365)	50%	(1103)	2210
Ethnicity: Hispanic	22%	(83)	16%	(61)	3%	(12)	1%	(5)	13%	(49)	44%	(163)	374
Ethnicity: Black	22%	(63)	11%	(31)	4%	(12)	3%	(8)	13%	(36)	47%	(132)	282
Ethnicity: Other	18%	(38)	16%	(36)	3%	(6)	2%	(5)	14%	(29)	47%	(102)	217
All Christian	14%	(140)	13%	(139)	3%	(27)	1%	(11)	15%	(158)	54%	(554)	1029
All Non-Christian	14%	(18)	24%	(31)	3%	(4)	1%	(2)	13%	(17)	44%	(57)	129
Atheist	25%	(25)	13%	(12)	2%	(2)	6%	(6)	16%	(16)	38%	(38)	99
Agnostic/Nothing in particular	15%	(90)	14%	(80)	2%	(14)	2%	(10)	20%	(115)	47%	(278)	587
Something Else	17%	(61)	13%	(47)	5%	(17)	1%	(5)	16%	(58)	48%	(176)	365
Religious Non-Protestant/Catholic	16%	(25)	25%	(38)	2%	(4)	1%	(2)	13%	(19)	43%	(67)	154
Evangelical	15%	(83)	14%	(78)	4%	(24)	2%	(10)	14%	(81)	51%	(283)	558
Non-Evangelical	14%	(110)	13%	(99)	3%	(20)	1%	(6)	16%	(130)	54%	(426)	792
Community: Urban	20%	(129)	12%	(75)	5%	(30)	2%	(15)	13%	(85)	48%	(304)	638
Community: Suburban	13%	(134)	17%	(177)	2%	(18)	1%	(12)	18%	(187)	48%	(486)	1014
Community: Rural	13%	(73)	10%	(58)	3%	(16)	1%	(6)	17%	(92)	56%	(313)	558
Employ: Private Sector	18%	(116)	21%	(134)	5%	(32)	2%	(10)	17%	(109)	39%	(253)	654
Employ: Government	26%	(35)	10%	(13)	2%	(3)	2%	(3)	15%	(20)	46%	(63)	136
Employ: Self-Employed	16%	(26)	15%	(25)	5%	(8)	3%	(5)	14%	(23)	48%	(79)	166
Employ: Homemaker	18%	(34)	11%	(21)	4%	(7)	2%	(3)	17%	(33)	48%	(92)	190
Employ: Student	15%	(9)	14%	(9)	4%	(2)	4%	(3)	15%	(9)	48%	(30)	62
Employ: Retired	8%	(46)	11%	(62)	1%	(6)	1%	(3)	14%	(82)	65%	(364)	563
Employ: Unemployed	16%	(47)	12%	(36)	1%	(2)	1%	(3)	21%	(62)	50%	(152)	301
Employ: Other	16%	(22)	7%	(10)	3%	(4)	3%	(4)	20%	(28)	51%	(70)	137
Military HH: Yes	15%	(43)	11%	(30)	1%	(3)	1%	(2)	15%	(43)	57%	(161)	283
Military HH: No	15%	(292)	14%	(279)	3%	(60)	2%	(31)	17%	(322)	49%	(943)	1927
RD/WT: Right Direction	22%	(145)	19%	(125)	4%	(27)	2%	(12)	14%	(96)	39%	(262)	666
RD/WT: Wrong Track	12%	(191)	12%	(184)	2%	(37)	1%	(21)	17%	(270)	54%	(841)	1544
Biden Job Approve	20%	(197)	18%	(175)	3%	(33)	2%	(16)	13%	(127)	44%	(422)	970
Biden Job Disapprove	12%	(135)	11%	(129)	3%	(29)	1%	(17)	18%	(209)	55%	(625)	1144

Table MCFE26_32: *Do you have a favorable or unfavorable opinion of the following people?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Tom Hiddleston

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	15%	(335)	14%	(310)	3%	(64)	1%	(33)	17%	(365)	50%	(1103)	2210
Biden Job Strongly Approve	24%	(104)	18%	(78)	2%	(9)	2%	(10)	11%	(49)	42%	(182)	433
Biden Job Somewhat Approve	17%	(92)	18%	(97)	4%	(24)	1%	(6)	15%	(78)	45%	(240)	537
Biden Job Somewhat Disapprove	15%	(52)	12%	(42)	3%	(10)	1%	(3)	17%	(57)	52%	(176)	339
Biden Job Strongly Disapprove	10%	(83)	11%	(87)	2%	(20)	2%	(14)	19%	(153)	56%	(449)	805
Favorable of Biden	21%	(201)	17%	(165)	2%	(21)	2%	(15)	13%	(127)	45%	(441)	969
Unfavorable of Biden	11%	(129)	12%	(137)	3%	(38)	1%	(15)	18%	(208)	54%	(607)	1134
Very Favorable of Biden	24%	(117)	16%	(76)	2%	(10)	2%	(10)	12%	(60)	44%	(210)	482
Somewhat Favorable of Biden	17%	(84)	18%	(89)	2%	(12)	1%	(5)	14%	(67)	47%	(230)	487
Somewhat Unfavorable of Biden	14%	(43)	15%	(45)	4%	(11)	—	(1)	16%	(47)	51%	(152)	299
Very Unfavorable of Biden	10%	(86)	11%	(92)	3%	(28)	2%	(14)	19%	(161)	54%	(455)	835
#1 Issue: Economy	16%	(149)	13%	(116)	3%	(24)	1%	(8)	17%	(153)	51%	(463)	913
#1 Issue: Security	10%	(24)	14%	(33)	4%	(10)	3%	(7)	14%	(35)	55%	(134)	243
#1 Issue: Health Care	20%	(34)	20%	(34)	4%	(7)	2%	(3)	18%	(31)	37%	(62)	170
#1 Issue: Medicare / Social Security	8%	(21)	13%	(36)	2%	(5)	—	(1)	15%	(39)	62%	(164)	266
#1 Issue: Women's Issues	18%	(55)	17%	(52)	3%	(11)	2%	(7)	17%	(52)	43%	(135)	311
#1 Issue: Education	24%	(14)	12%	(7)	6%	(4)	6%	(4)	10%	(6)	42%	(25)	59
#1 Issue: Energy	20%	(26)	13%	(17)	2%	(3)	2%	(2)	17%	(23)	46%	(61)	134
#1 Issue: Other	11%	(13)	13%	(14)	—	(1)	1%	(1)	24%	(28)	51%	(58)	115
2020 Vote: Joe Biden	20%	(192)	19%	(178)	2%	(21)	1%	(13)	13%	(126)	44%	(415)	945
2020 Vote: Donald Trump	12%	(87)	11%	(81)	3%	(21)	2%	(13)	18%	(134)	55%	(403)	740
2020 Vote: Other	10%	(7)	18%	(12)	1%	(1)	—	(0)	30%	(20)	41%	(28)	67
2020 Vote: Didn't Vote	11%	(49)	9%	(40)	4%	(20)	2%	(7)	18%	(85)	56%	(258)	459
2018 House Vote: Democrat	19%	(146)	19%	(144)	3%	(21)	2%	(16)	13%	(97)	44%	(331)	755
2018 House Vote: Republican	11%	(62)	11%	(66)	3%	(16)	1%	(6)	18%	(107)	57%	(333)	589
2018 House Vote: Someone else	14%	(7)	22%	(11)	2%	(1)	—	(0)	26%	(13)	36%	(18)	50
2016 Vote: Hillary Clinton	20%	(137)	18%	(127)	2%	(14)	2%	(15)	14%	(94)	44%	(308)	695
2016 Vote: Donald Trump	10%	(66)	13%	(83)	2%	(16)	1%	(7)	17%	(111)	57%	(374)	656
2016 Vote: Other	9%	(8)	21%	(18)	2%	(2)	—	(0)	23%	(20)	45%	(39)	86
2016 Vote: Didn't Vote	16%	(122)	11%	(81)	4%	(31)	1%	(11)	18%	(138)	50%	(382)	765

Continued on next page

Table MCFE26_32: *Do you have a favorable or unfavorable opinion of the following people?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Tom Hiddleston

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	15%	(335)	14%	(310)	3%	(64)	1%	(33)	17%	(365)	50%	(1103)	2210
Voted in 2014: Yes	15%	(181)	16%	(192)	2%	(21)	2%	(19)	15%	(186)	51%	(627)	1227
Voted in 2014: No	16%	(154)	12%	(118)	4%	(42)	1%	(14)	18%	(179)	48%	(476)	983
4-Region: Northeast	13%	(51)	14%	(55)	1%	(6)	1%	(5)	18%	(70)	51%	(196)	383
4-Region: Midwest	14%	(64)	12%	(53)	3%	(12)	2%	(7)	19%	(89)	51%	(231)	456
4-Region: South	15%	(127)	13%	(107)	4%	(36)	2%	(16)	15%	(128)	51%	(429)	844
4-Region: West	18%	(93)	18%	(93)	2%	(10)	1%	(4)	15%	(78)	47%	(248)	527
TikTok Users	21%	(163)	14%	(113)	4%	(35)	2%	(14)	16%	(128)	43%	(340)	793
Twitch Users	26%	(56)	24%	(52)	4%	(9)	4%	(9)	13%	(28)	29%	(63)	216
2022 Sports Viewers/Attendees	17%	(251)	16%	(241)	3%	(46)	2%	(23)	16%	(240)	46%	(675)	1475
Monthly Moviegoers	29%	(94)	25%	(81)	6%	(18)	3%	(9)	11%	(35)	26%	(83)	320
Few Times per Year + Moviegoers	24%	(220)	21%	(192)	4%	(38)	2%	(20)	13%	(118)	36%	(333)	920
Heard Smile Campaign	25%	(135)	23%	(126)	6%	(34)	2%	(10)	15%	(84)	29%	(162)	551
Heard Minion Campaign	27%	(144)	23%	(123)	6%	(33)	3%	(14)	14%	(74)	28%	(152)	540
Listens to Podcasts	20%	(224)	19%	(214)	4%	(46)	2%	(25)	16%	(184)	39%	(439)	1132
Streaming Services User	18%	(311)	16%	(284)	3%	(55)	2%	(28)	17%	(305)	45%	(790)	1773
Netflix User	18%	(266)	17%	(245)	3%	(49)	2%	(27)	18%	(259)	43%	(628)	1474
Disney+ User	24%	(233)	18%	(182)	4%	(42)	2%	(19)	17%	(164)	35%	(344)	984
Heterosexual or straight	14%	(278)	14%	(280)	3%	(54)	2%	(30)	16%	(319)	51%	(1009)	1971
Gay	35%	(24)	13%	(9)	1%	(1)	1%	(1)	13%	(9)	36%	(24)	68
Bisexual	20%	(17)	12%	(11)	4%	(3)	1%	(1)	24%	(21)	39%	(35)	88
Yes	25%	(18)	11%	(7)	6%	(4)	—	(0)	19%	(13)	39%	(28)	70
No	15%	(318)	14%	(302)	3%	(59)	2%	(33)	16%	(352)	50%	(1076)	2140

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

Table MCFE26_33: *Do you have a favorable or unfavorable opinion of the following people?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Paul Bettany

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	11%	(248)	11%	(253)	3%	(59)	2%	(41)	16%	(362)	56%	(1247)	2210
Gender: Male	13%	(141)	12%	(132)	3%	(35)	3%	(29)	15%	(165)	53%	(564)	1068
Gender: Female	9%	(107)	11%	(120)	2%	(24)	1%	(12)	17%	(197)	60%	(683)	1142
Age: 18-34	14%	(92)	14%	(90)	7%	(42)	4%	(26)	15%	(94)	46%	(298)	642
Age: 35-44	16%	(58)	15%	(56)	2%	(7)	2%	(6)	20%	(71)	46%	(167)	365
Age: 45-64	11%	(81)	9%	(66)	1%	(6)	1%	(7)	16%	(116)	61%	(438)	714
Age: 65+	4%	(17)	8%	(41)	1%	(3)	—	(2)	17%	(82)	70%	(343)	489
GenZers: 1997-2012	14%	(35)	11%	(29)	9%	(22)	4%	(9)	11%	(27)	52%	(133)	256
Millennials: 1981-1996	14%	(93)	15%	(100)	4%	(27)	3%	(23)	18%	(117)	45%	(293)	653
GenXers: 1965-1980	15%	(85)	10%	(57)	1%	(3)	1%	(5)	17%	(95)	56%	(310)	555
Baby Boomers: 1946-1964	5%	(33)	9%	(63)	1%	(6)	1%	(4)	17%	(115)	67%	(451)	673
PID: Dem (no lean)	17%	(142)	15%	(127)	3%	(25)	2%	(20)	13%	(113)	50%	(433)	860
PID: Ind (no lean)	9%	(59)	7%	(51)	2%	(12)	1%	(6)	21%	(142)	60%	(405)	674
PID: Rep (no lean)	7%	(46)	11%	(76)	3%	(22)	2%	(15)	16%	(108)	61%	(409)	676
PID/Gender: Dem Men	21%	(81)	16%	(64)	4%	(17)	3%	(10)	12%	(48)	44%	(174)	394
PID/Gender: Dem Women	13%	(61)	13%	(63)	2%	(8)	2%	(9)	14%	(65)	56%	(259)	465
PID/Gender: Ind Men	9%	(32)	9%	(30)	2%	(6)	2%	(6)	19%	(66)	59%	(205)	345
PID/Gender: Ind Women	8%	(27)	6%	(20)	2%	(6)	—	(0)	23%	(76)	61%	(200)	329
PID/Gender: Rep Men	9%	(28)	12%	(38)	4%	(12)	4%	(13)	16%	(52)	56%	(185)	328
PID/Gender: Rep Women	5%	(18)	11%	(37)	3%	(10)	1%	(2)	16%	(56)	64%	(224)	348
Ideo: Liberal (1-3)	17%	(108)	14%	(93)	4%	(24)	3%	(19)	13%	(88)	49%	(324)	656
Ideo: Moderate (4)	11%	(86)	10%	(77)	3%	(21)	1%	(11)	18%	(138)	56%	(419)	751
Ideo: Conservative (5-7)	7%	(48)	12%	(80)	2%	(14)	2%	(11)	17%	(113)	60%	(401)	666
Educ: < College	11%	(151)	10%	(137)	3%	(37)	2%	(25)	16%	(233)	59%	(853)	1437
Educ: Bachelors degree	14%	(71)	15%	(76)	4%	(18)	2%	(10)	19%	(91)	46%	(225)	491
Educ: Post-grad	9%	(26)	14%	(40)	1%	(3)	2%	(6)	13%	(38)	60%	(169)	282
Income: Under 50k	11%	(140)	11%	(135)	2%	(24)	2%	(21)	18%	(228)	57%	(723)	1271
Income: 50k-100k	11%	(73)	11%	(70)	5%	(31)	2%	(12)	15%	(96)	57%	(374)	656
Income: 100k+	13%	(36)	17%	(47)	2%	(4)	3%	(8)	13%	(38)	53%	(150)	283
Ethnicity: White	10%	(170)	11%	(195)	2%	(32)	2%	(32)	16%	(278)	59%	(1004)	1711

Table MCFE26_33: *Do you have a favorable or unfavorable opinion of the following people?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*

Paul Bettany

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	11%	(248)	11%	(253)	3%	(59)	2%	(41)	16%	(362)	56%	(1247)	2210
Ethnicity: Hispanic	22%	(81)	11%	(40)	3%	(12)	2%	(9)	15%	(54)	48%	(178)	374
Ethnicity: Black	16%	(45)	12%	(35)	7%	(18)	2%	(6)	15%	(43)	48%	(135)	282
Ethnicity: Other	15%	(33)	11%	(23)	4%	(9)	1%	(2)	19%	(41)	50%	(108)	217
All Christian	10%	(103)	12%	(123)	2%	(22)	2%	(19)	15%	(156)	59%	(606)	1029
All Non-Christian	17%	(22)	10%	(12)	8%	(11)	2%	(2)	12%	(16)	51%	(66)	129
Atheist	22%	(22)	9%	(9)	1%	(1)	4%	(4)	17%	(17)	47%	(47)	99
Agnostic/Nothing in particular	9%	(55)	13%	(75)	2%	(13)	2%	(11)	19%	(112)	55%	(322)	587
Something Else	13%	(47)	9%	(34)	3%	(12)	1%	(4)	17%	(62)	56%	(206)	365
Religious Non-Protestant/Catholic	15%	(23)	12%	(18)	8%	(12)	1%	(2)	12%	(18)	52%	(80)	154
Evangelical	14%	(78)	12%	(65)	3%	(14)	2%	(14)	15%	(84)	54%	(303)	558
Non-Evangelical	9%	(69)	10%	(82)	2%	(19)	1%	(10)	16%	(127)	61%	(484)	792
Community: Urban	16%	(103)	12%	(79)	3%	(21)	3%	(16)	15%	(94)	51%	(324)	638
Community: Suburban	11%	(107)	12%	(120)	2%	(24)	2%	(18)	18%	(184)	55%	(561)	1014
Community: Rural	7%	(37)	10%	(54)	2%	(13)	1%	(7)	15%	(85)	65%	(361)	558
Employ: Private Sector	15%	(101)	18%	(119)	4%	(27)	3%	(19)	17%	(113)	42%	(276)	654
Employ: Government	17%	(23)	13%	(18)	3%	(5)	1%	(2)	10%	(14)	54%	(74)	136
Employ: Self-Employed	14%	(23)	11%	(18)	3%	(5)	3%	(6)	15%	(24)	54%	(90)	166
Employ: Homemaker	9%	(16)	9%	(17)	2%	(3)	2%	(4)	16%	(31)	63%	(119)	190
Employ: Student	8%	(5)	5%	(3)	8%	(5)	3%	(2)	12%	(7)	64%	(40)	62
Employ: Retired	4%	(23)	8%	(46)	1%	(5)	—	(1)	18%	(101)	69%	(386)	563
Employ: Unemployed	14%	(42)	7%	(20)	2%	(6)	2%	(7)	17%	(50)	58%	(176)	301
Employ: Other	11%	(15)	8%	(10)	2%	(3)	—	(0)	16%	(22)	63%	(86)	137
Military HH: Yes	11%	(32)	11%	(30)	2%	(5)	1%	(3)	16%	(46)	59%	(168)	283
Military HH: No	11%	(217)	12%	(222)	3%	(54)	2%	(38)	16%	(317)	56%	(1079)	1927
RD/WT: Right Direction	19%	(129)	15%	(98)	5%	(31)	2%	(17)	14%	(93)	45%	(298)	666
RD/WT: Wrong Track	8%	(119)	10%	(155)	2%	(28)	2%	(24)	17%	(269)	61%	(949)	1544
Biden Job Approve	16%	(158)	15%	(141)	4%	(34)	2%	(18)	14%	(132)	50%	(486)	970
Biden Job Disapprove	7%	(84)	10%	(110)	2%	(25)	2%	(23)	19%	(212)	60%	(690)	1144

Continued on next page

Table MCFE26_33: *Do you have a favorable or unfavorable opinion of the following people?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Paul Bettany

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	11%	(248)	11%	(253)	3%	(59)	2%	(41)	16%	(362)	56%	(1247)	2210
Biden Job Strongly Approve	20%	(87)	13%	(57)	4%	(18)	2%	(9)	12%	(54)	48%	(209)	433
Biden Job Somewhat Approve	13%	(71)	16%	(85)	3%	(17)	2%	(9)	15%	(79)	52%	(277)	537
Biden Job Somewhat Disapprove	9%	(32)	11%	(38)	3%	(11)	2%	(8)	19%	(65)	55%	(186)	339
Biden Job Strongly Disapprove	6%	(52)	9%	(72)	2%	(14)	2%	(15)	18%	(147)	63%	(505)	805
Favorable of Biden	16%	(159)	14%	(134)	2%	(20)	2%	(17)	14%	(139)	52%	(499)	969
Unfavorable of Biden	8%	(86)	10%	(113)	3%	(30)	2%	(22)	17%	(198)	60%	(684)	1134
Very Favorable of Biden	20%	(97)	13%	(61)	2%	(10)	2%	(9)	13%	(60)	51%	(244)	482
Somewhat Favorable of Biden	13%	(62)	15%	(73)	2%	(10)	2%	(8)	16%	(79)	52%	(255)	487
Somewhat Unfavorable of Biden	9%	(27)	12%	(37)	4%	(13)	1%	(2)	18%	(53)	56%	(167)	299
Very Unfavorable of Biden	7%	(60)	9%	(77)	2%	(18)	2%	(20)	17%	(145)	62%	(517)	835
#1 Issue: Economy	12%	(109)	11%	(99)	3%	(27)	1%	(12)	17%	(159)	56%	(508)	913
#1 Issue: Security	9%	(23)	11%	(26)	3%	(7)	3%	(8)	15%	(37)	59%	(142)	243
#1 Issue: Health Care	18%	(30)	12%	(21)	3%	(5)	1%	(2)	20%	(34)	46%	(78)	170
#1 Issue: Medicare / Social Security	5%	(12)	12%	(32)	1%	(2)	1%	(4)	16%	(42)	66%	(175)	266
#1 Issue: Women's Issues	12%	(38)	13%	(41)	3%	(11)	2%	(6)	13%	(41)	56%	(175)	311
#1 Issue: Education	10%	(6)	15%	(9)	5%	(3)	3%	(1)	24%	(14)	44%	(26)	59
#1 Issue: Energy	12%	(16)	12%	(16)	4%	(5)	5%	(7)	10%	(13)	57%	(77)	134
#1 Issue: Other	13%	(15)	8%	(9)	—	(1)	1%	(1)	20%	(23)	58%	(66)	115
2020 Vote: Joe Biden	16%	(150)	14%	(133)	3%	(29)	2%	(16)	15%	(144)	50%	(473)	945
2020 Vote: Donald Trump	7%	(55)	12%	(86)	2%	(15)	2%	(15)	16%	(120)	61%	(449)	740
2020 Vote: Other	8%	(6)	14%	(9)	2%	(1)	—	(0)	23%	(16)	52%	(35)	67
2020 Vote: Didn't Vote	8%	(38)	5%	(25)	3%	(13)	2%	(9)	18%	(83)	63%	(290)	459
2018 House Vote: Democrat	16%	(121)	16%	(119)	3%	(25)	2%	(16)	14%	(105)	49%	(370)	755
2018 House Vote: Republican	8%	(48)	11%	(65)	1%	(8)	1%	(8)	16%	(95)	62%	(365)	589
2018 House Vote: Someone else	12%	(6)	8%	(4)	—	(0)	4%	(2)	27%	(13)	50%	(25)	50
2016 Vote: Hillary Clinton	17%	(118)	15%	(102)	3%	(19)	2%	(14)	12%	(84)	51%	(358)	695
2016 Vote: Donald Trump	7%	(48)	12%	(79)	2%	(11)	1%	(8)	17%	(112)	61%	(398)	656
2016 Vote: Other	8%	(7)	15%	(13)	1%	(1)	—	(0)	24%	(21)	52%	(44)	86
2016 Vote: Didn't Vote	10%	(73)	7%	(57)	4%	(27)	2%	(18)	19%	(145)	58%	(444)	765

Table MCFE26_33: *Do you have a favorable or unfavorable opinion of the following people?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Paul Bettany

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	11%	(248)	11%	(253)	3%	(59)	2%	(41)	16%	(362)	56%	(1247)	2210
Voted in 2014: Yes	12%	(143)	14%	(166)	2%	(30)	2%	(21)	14%	(173)	57%	(695)	1227
Voted in 2014: No	11%	(105)	9%	(87)	3%	(29)	2%	(20)	19%	(190)	56%	(552)	983
4-Region: Northeast	11%	(43)	12%	(47)	2%	(8)	1%	(5)	16%	(62)	57%	(217)	383
4-Region: Midwest	9%	(42)	10%	(48)	2%	(7)	2%	(8)	16%	(74)	61%	(278)	456
4-Region: South	10%	(86)	12%	(98)	3%	(24)	2%	(19)	17%	(144)	56%	(473)	844
4-Region: West	15%	(77)	11%	(59)	4%	(20)	1%	(8)	16%	(82)	53%	(280)	527
TikTok Users	13%	(107)	14%	(114)	4%	(33)	3%	(24)	16%	(123)	50%	(393)	793
Twitch Users	16%	(35)	20%	(44)	7%	(16)	5%	(10)	17%	(37)	34%	(73)	216
2022 Sports Viewers/Attendees	13%	(189)	14%	(201)	3%	(46)	2%	(29)	17%	(244)	52%	(767)	1475
Monthly Moviegoers	25%	(79)	26%	(84)	4%	(13)	4%	(13)	14%	(44)	27%	(87)	320
Few Times per Year + Moviegoers	18%	(168)	18%	(164)	4%	(41)	3%	(25)	16%	(149)	41%	(373)	920
Heard Smile Campaign	22%	(123)	20%	(109)	7%	(39)	4%	(23)	14%	(76)	33%	(181)	551
Heard Minion Campaign	23%	(124)	21%	(111)	6%	(31)	5%	(25)	13%	(69)	33%	(180)	540
Listens to Podcasts	16%	(179)	16%	(176)	5%	(52)	2%	(28)	17%	(196)	44%	(501)	1132
Streaming Services User	13%	(229)	13%	(232)	3%	(54)	2%	(35)	17%	(302)	52%	(920)	1773
Netflix User	13%	(198)	14%	(200)	3%	(50)	2%	(34)	17%	(253)	50%	(738)	1474
Disney+ User	17%	(167)	16%	(162)	4%	(44)	3%	(26)	15%	(144)	45%	(442)	984
Heterosexual or straight	11%	(207)	11%	(223)	3%	(52)	2%	(35)	16%	(322)	57%	(1131)	1971
Gay	22%	(15)	12%	(8)	1%	(1)	—	(0)	15%	(10)	49%	(33)	68
Bisexual	12%	(11)	12%	(10)	3%	(2)	2%	(2)	21%	(19)	50%	(45)	88
Yes	23%	(16)	11%	(7)	4%	(3)	—	(0)	15%	(10)	48%	(34)	70
No	11%	(232)	11%	(245)	3%	(56)	2%	(41)	16%	(352)	57%	(1213)	2140

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

Table MCFE26_34: *Do you have a favorable or unfavorable opinion of the following people?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Brad Pitt

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	36%	(795)	32%	(698)	8%	(174)	4%	(98)	15%	(340)	5%	(105)	2210
Gender: Male	37%	(391)	33%	(351)	7%	(72)	4%	(42)	15%	(162)	5%	(49)	1068
Gender: Female	35%	(405)	30%	(347)	9%	(102)	5%	(55)	16%	(178)	5%	(55)	1142
Age: 18-34	33%	(212)	25%	(161)	9%	(60)	5%	(31)	18%	(116)	10%	(61)	642
Age: 35-44	43%	(157)	32%	(116)	5%	(16)	5%	(18)	13%	(49)	3%	(9)	365
Age: 45-64	42%	(296)	31%	(219)	7%	(48)	5%	(34)	13%	(90)	4%	(27)	714
Age: 65+	26%	(129)	41%	(203)	10%	(49)	3%	(14)	17%	(86)	2%	(8)	489
GenZers: 1997-2012	30%	(78)	20%	(51)	9%	(23)	5%	(13)	19%	(48)	17%	(43)	256
Millennials: 1981-1996	37%	(242)	31%	(206)	8%	(53)	5%	(33)	15%	(97)	4%	(23)	653
GenXers: 1965-1980	46%	(258)	27%	(152)	5%	(28)	5%	(25)	13%	(71)	4%	(22)	555
Baby Boomers: 1946-1964	29%	(194)	40%	(267)	10%	(65)	4%	(26)	16%	(108)	2%	(14)	673
PID: Dem (no lean)	42%	(362)	31%	(266)	7%	(61)	4%	(36)	11%	(98)	4%	(37)	860
PID: Ind (no lean)	31%	(206)	32%	(218)	6%	(41)	4%	(28)	21%	(141)	6%	(40)	674
PID: Rep (no lean)	34%	(227)	32%	(214)	11%	(72)	5%	(34)	15%	(101)	4%	(28)	676
PID/Gender: Dem Men	45%	(179)	31%	(122)	6%	(22)	4%	(16)	11%	(42)	3%	(13)	394
PID/Gender: Dem Women	39%	(183)	31%	(144)	8%	(39)	4%	(19)	12%	(56)	5%	(24)	465
PID/Gender: Ind Men	29%	(101)	36%	(124)	5%	(17)	2%	(8)	22%	(75)	6%	(21)	345
PID/Gender: Ind Women	32%	(105)	29%	(94)	8%	(25)	6%	(20)	20%	(66)	6%	(19)	329
PID/Gender: Rep Men	34%	(111)	32%	(105)	10%	(33)	5%	(18)	14%	(45)	5%	(15)	328
PID/Gender: Rep Women	33%	(116)	31%	(109)	11%	(39)	5%	(16)	16%	(56)	4%	(12)	348
Ideo: Liberal (1-3)	41%	(266)	31%	(205)	8%	(54)	4%	(28)	12%	(79)	4%	(24)	656
Ideo: Moderate (4)	36%	(272)	33%	(246)	5%	(39)	4%	(33)	18%	(132)	4%	(30)	751
Ideo: Conservative (5-7)	33%	(219)	32%	(212)	11%	(76)	5%	(34)	15%	(99)	4%	(26)	666
Educ: < College	37%	(533)	29%	(417)	7%	(107)	4%	(64)	16%	(237)	5%	(79)	1437
Educ: Bachelors degree	34%	(168)	35%	(172)	8%	(41)	5%	(26)	14%	(67)	4%	(17)	491
Educ: Post-grad	34%	(95)	39%	(109)	9%	(26)	3%	(8)	13%	(36)	3%	(9)	282
Income: Under 50k	35%	(442)	31%	(392)	7%	(93)	4%	(52)	17%	(217)	6%	(75)	1271
Income: 50k-100k	37%	(244)	30%	(197)	9%	(59)	6%	(39)	14%	(90)	4%	(27)	656
Income: 100k+	38%	(109)	38%	(108)	8%	(23)	2%	(6)	12%	(33)	1%	(3)	283
Ethnicity: White	35%	(593)	34%	(574)	8%	(145)	5%	(79)	15%	(265)	3%	(55)	1711

Table MCFE26_34: *Do you have a favorable or unfavorable opinion of the following people?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Brad Pitt

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	36%	(795)	32%	(698)	8%	(174)	4%	(98)	15%	(340)	5%	(105)	2210
Ethnicity: Hispanic	42%	(157)	23%	(87)	5%	(18)	3%	(12)	16%	(62)	10%	(38)	374
Ethnicity: Black	45%	(128)	24%	(68)	6%	(16)	4%	(11)	10%	(28)	11%	(31)	282
Ethnicity: Other	34%	(74)	26%	(57)	6%	(13)	4%	(8)	22%	(47)	8%	(18)	217
All Christian	36%	(369)	34%	(353)	9%	(91)	4%	(39)	14%	(143)	3%	(34)	1029
All Non-Christian	24%	(31)	40%	(51)	11%	(15)	3%	(4)	14%	(18)	8%	(10)	129
Atheist	36%	(36)	30%	(30)	8%	(7)	8%	(8)	13%	(13)	5%	(5)	99
Agnostic/Nothing in particular	34%	(199)	28%	(162)	7%	(42)	5%	(28)	20%	(117)	7%	(39)	587
Something Else	44%	(161)	28%	(102)	5%	(20)	5%	(18)	13%	(48)	5%	(17)	365
Religious Non-Protestant/Catholic	27%	(41)	39%	(60)	11%	(17)	4%	(6)	13%	(19)	7%	(10)	154
Evangelical	37%	(209)	33%	(184)	7%	(39)	5%	(29)	13%	(75)	4%	(23)	558
Non-Evangelical	38%	(305)	32%	(256)	8%	(66)	3%	(27)	14%	(111)	3%	(27)	792
Community: Urban	40%	(256)	29%	(187)	7%	(45)	5%	(30)	13%	(80)	6%	(40)	638
Community: Suburban	35%	(360)	33%	(330)	9%	(89)	3%	(35)	16%	(162)	4%	(38)	1014
Community: Rural	32%	(180)	32%	(181)	7%	(40)	6%	(33)	17%	(97)	5%	(27)	558
Employ: Private Sector	43%	(284)	30%	(196)	7%	(49)	5%	(31)	12%	(78)	3%	(17)	654
Employ: Government	46%	(63)	25%	(34)	8%	(12)	3%	(4)	10%	(13)	7%	(10)	136
Employ: Self-Employed	32%	(53)	31%	(52)	7%	(12)	6%	(9)	17%	(28)	7%	(11)	166
Employ: Homemaker	33%	(63)	31%	(59)	9%	(17)	5%	(10)	18%	(35)	3%	(6)	190
Employ: Student	26%	(16)	24%	(15)	13%	(8)	6%	(4)	17%	(10)	14%	(9)	62
Employ: Retired	29%	(162)	40%	(227)	10%	(55)	3%	(19)	15%	(84)	3%	(16)	563
Employ: Unemployed	35%	(106)	29%	(87)	4%	(11)	4%	(13)	19%	(57)	9%	(28)	301
Employ: Other	35%	(48)	20%	(28)	9%	(12)	5%	(7)	25%	(34)	6%	(9)	137
Military HH: Yes	40%	(114)	35%	(99)	8%	(23)	4%	(13)	11%	(32)	1%	(3)	283
Military HH: No	35%	(681)	31%	(599)	8%	(152)	4%	(85)	16%	(308)	5%	(102)	1927
RD/WT: Right Direction	42%	(277)	30%	(199)	7%	(49)	3%	(19)	13%	(84)	6%	(37)	666
RD/WT: Wrong Track	34%	(518)	32%	(499)	8%	(125)	5%	(78)	17%	(256)	4%	(67)	1544
Biden Job Approve	41%	(394)	33%	(321)	7%	(70)	3%	(31)	11%	(106)	5%	(49)	970
Biden Job Disapprove	34%	(385)	32%	(362)	8%	(97)	6%	(64)	17%	(193)	4%	(43)	1144

Table MCFE26_34: *Do you have a favorable or unfavorable opinion of the following people?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Brad Pitt

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	36%	(795)	32%	(698)	8%	(174)	4%	(98)	15%	(340)	5%	(105)	2210
Biden Job Strongly Approve	45%	(194)	30%	(130)	6%	(26)	3%	(13)	10%	(45)	6%	(26)	433
Biden Job Somewhat Approve	37%	(200)	36%	(191)	8%	(44)	3%	(18)	11%	(61)	4%	(23)	537
Biden Job Somewhat Disapprove	34%	(115)	36%	(120)	5%	(17)	5%	(17)	17%	(57)	4%	(12)	339
Biden Job Strongly Disapprove	34%	(270)	30%	(242)	10%	(80)	6%	(46)	17%	(135)	4%	(31)	805
Favorable of Biden	41%	(395)	34%	(327)	6%	(61)	3%	(33)	11%	(105)	5%	(47)	969
Unfavorable of Biden	34%	(386)	31%	(356)	9%	(100)	5%	(59)	17%	(191)	4%	(43)	1134
Very Favorable of Biden	48%	(230)	30%	(143)	5%	(22)	3%	(13)	10%	(49)	5%	(25)	482
Somewhat Favorable of Biden	34%	(165)	38%	(184)	8%	(40)	4%	(20)	12%	(56)	5%	(22)	487
Somewhat Unfavorable of Biden	33%	(99)	37%	(110)	7%	(22)	4%	(11)	15%	(46)	4%	(11)	299
Very Unfavorable of Biden	34%	(286)	29%	(246)	9%	(78)	6%	(48)	17%	(145)	4%	(32)	835
#1 Issue: Economy	37%	(341)	33%	(305)	7%	(62)	4%	(39)	14%	(131)	4%	(35)	913
#1 Issue: Security	34%	(81)	26%	(64)	11%	(28)	7%	(16)	17%	(41)	5%	(13)	243
#1 Issue: Health Care	38%	(65)	29%	(50)	6%	(10)	4%	(8)	18%	(30)	5%	(8)	170
#1 Issue: Medicare / Social Security	34%	(91)	37%	(99)	8%	(21)	1%	(4)	16%	(42)	3%	(9)	266
#1 Issue: Women's Issues	39%	(121)	27%	(84)	7%	(22)	5%	(15)	13%	(42)	9%	(28)	311
#1 Issue: Education	36%	(21)	34%	(20)	8%	(5)	9%	(6)	8%	(4)	5%	(3)	59
#1 Issue: Energy	32%	(43)	34%	(45)	13%	(17)	4%	(5)	15%	(20)	3%	(4)	134
#1 Issue: Other	27%	(31)	28%	(32)	10%	(11)	5%	(6)	26%	(30)	3%	(4)	115
2020 Vote: Joe Biden	41%	(389)	32%	(301)	7%	(64)	3%	(33)	13%	(121)	4%	(37)	945
2020 Vote: Donald Trump	34%	(248)	32%	(236)	10%	(71)	6%	(44)	16%	(118)	3%	(22)	740
2020 Vote: Other	27%	(18)	31%	(21)	6%	(4)	4%	(3)	26%	(18)	5%	(3)	67
2020 Vote: Didn't Vote	31%	(140)	30%	(140)	7%	(34)	4%	(18)	18%	(84)	9%	(43)	459
2018 House Vote: Democrat	42%	(319)	33%	(247)	7%	(50)	3%	(23)	12%	(87)	4%	(29)	755
2018 House Vote: Republican	34%	(198)	33%	(194)	10%	(61)	6%	(36)	14%	(84)	3%	(16)	589
2018 House Vote: Someone else	37%	(18)	32%	(16)	2%	(1)	1%	(0)	23%	(11)	5%	(3)	50
2016 Vote: Hillary Clinton	43%	(301)	33%	(231)	6%	(39)	3%	(21)	11%	(77)	4%	(26)	695
2016 Vote: Donald Trump	34%	(223)	34%	(220)	10%	(68)	5%	(34)	15%	(96)	2%	(15)	656
2016 Vote: Other	24%	(21)	34%	(29)	7%	(6)	3%	(3)	27%	(23)	5%	(4)	86
2016 Vote: Didn't Vote	32%	(246)	28%	(216)	8%	(62)	5%	(38)	19%	(144)	8%	(60)	765

Table MCFE26_34: *Do you have a favorable or unfavorable opinion of the following people?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Brad Pitt

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	36%	(795)	32%	(698)	8%	(174)	4%	(98)	15%	(340)	5%	(105)	2210
Voted in 2014: Yes	38%	(467)	33%	(402)	8%	(99)	4%	(54)	13%	(162)	4%	(43)	1227
Voted in 2014: No	33%	(328)	30%	(296)	8%	(76)	4%	(44)	18%	(178)	6%	(61)	983
4-Region: Northeast	34%	(131)	33%	(127)	7%	(26)	3%	(11)	18%	(67)	5%	(19)	383
4-Region: Midwest	33%	(151)	31%	(143)	10%	(44)	6%	(28)	17%	(79)	3%	(12)	456
4-Region: South	35%	(300)	31%	(264)	9%	(75)	4%	(38)	14%	(120)	6%	(47)	844
4-Region: West	40%	(213)	31%	(163)	5%	(29)	4%	(20)	14%	(74)	5%	(27)	527
TikTok Users	44%	(351)	27%	(216)	7%	(58)	5%	(38)	11%	(84)	6%	(45)	793
Twitch Users	42%	(91)	29%	(63)	6%	(14)	5%	(10)	15%	(31)	3%	(7)	216
2022 Sports Viewers/Attendees	40%	(591)	33%	(485)	8%	(124)	5%	(69)	11%	(168)	3%	(37)	1475
Monthly Moviegoers	52%	(166)	26%	(83)	6%	(19)	4%	(12)	7%	(23)	5%	(17)	320
Few Times per Year + Moviegoers	45%	(417)	31%	(286)	7%	(64)	4%	(38)	9%	(87)	3%	(28)	920
Heard Smile Campaign	46%	(255)	26%	(144)	7%	(41)	4%	(24)	10%	(55)	6%	(32)	551
Heard Minion Campaign	48%	(260)	26%	(142)	6%	(31)	4%	(22)	11%	(61)	4%	(24)	540
Listens to Podcasts	42%	(477)	30%	(345)	7%	(83)	5%	(57)	11%	(128)	4%	(42)	1132
Streaming Services User	39%	(698)	32%	(573)	7%	(132)	4%	(79)	13%	(228)	4%	(64)	1773
Netflix User	40%	(596)	32%	(467)	7%	(106)	4%	(59)	13%	(185)	4%	(61)	1474
Disney+ User	40%	(395)	32%	(318)	7%	(67)	5%	(47)	11%	(110)	5%	(47)	984
Heterosexual or straight	36%	(710)	32%	(636)	8%	(158)	4%	(81)	15%	(301)	4%	(85)	1971
Gay	42%	(28)	34%	(23)	4%	(3)	3%	(2)	16%	(11)	1%	(1)	68
Bisexual	35%	(31)	22%	(20)	6%	(5)	9%	(8)	21%	(19)	6%	(5)	88
Yes	39%	(27)	23%	(16)	8%	(6)	5%	(4)	19%	(13)	6%	(4)	70
No	36%	(768)	32%	(682)	8%	(168)	4%	(94)	15%	(327)	5%	(101)	2140

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

Table MCFE26_35: *Do you have a favorable or unfavorable opinion of the following people?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Bruce Willis

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	41%	(912)	32%	(704)	4%	(89)	3%	(59)	14%	(308)	6%	(139)	2210
Gender: Male	41%	(441)	33%	(354)	5%	(49)	3%	(37)	12%	(125)	6%	(63)	1068
Gender: Female	41%	(471)	31%	(350)	4%	(41)	2%	(22)	16%	(183)	7%	(76)	1142
Age: 18-34	33%	(211)	26%	(170)	5%	(32)	4%	(23)	17%	(110)	15%	(97)	642
Age: 35-44	49%	(180)	30%	(111)	2%	(8)	2%	(9)	13%	(47)	3%	(10)	365
Age: 45-64	45%	(321)	33%	(236)	4%	(26)	2%	(16)	12%	(88)	4%	(26)	714
Age: 65+	41%	(200)	38%	(186)	5%	(23)	2%	(11)	13%	(63)	1%	(6)	489
GenZers: 1997-2012	25%	(65)	19%	(48)	5%	(12)	4%	(11)	19%	(49)	28%	(72)	256
Millennials: 1981-1996	41%	(269)	33%	(213)	4%	(28)	3%	(19)	15%	(95)	4%	(29)	653
GenXers: 1965-1980	49%	(274)	29%	(161)	4%	(20)	2%	(11)	11%	(63)	5%	(27)	555
Baby Boomers: 1946-1964	41%	(279)	38%	(255)	4%	(25)	2%	(16)	13%	(89)	1%	(9)	673
PID: Dem (no lean)	42%	(360)	34%	(291)	4%	(37)	2%	(19)	11%	(94)	7%	(58)	860
PID: Ind (no lean)	39%	(263)	30%	(205)	3%	(18)	3%	(18)	18%	(119)	8%	(51)	674
PID: Rep (no lean)	43%	(289)	31%	(207)	5%	(34)	3%	(21)	14%	(95)	4%	(30)	676
PID/Gender: Dem Men	44%	(174)	35%	(137)	5%	(19)	2%	(8)	9%	(37)	5%	(19)	394
PID/Gender: Dem Women	40%	(186)	33%	(154)	4%	(18)	2%	(11)	12%	(57)	8%	(39)	465
PID/Gender: Ind Men	38%	(131)	33%	(115)	3%	(10)	3%	(12)	15%	(51)	8%	(27)	345
PID/Gender: Ind Women	40%	(132)	27%	(90)	3%	(8)	2%	(6)	21%	(68)	7%	(24)	329
PID/Gender: Rep Men	41%	(136)	31%	(102)	6%	(20)	5%	(17)	11%	(37)	5%	(17)	328
PID/Gender: Rep Women	44%	(153)	30%	(105)	4%	(14)	1%	(5)	17%	(58)	4%	(13)	348
Ideo: Liberal (1-3)	41%	(267)	34%	(220)	5%	(31)	3%	(20)	12%	(82)	5%	(36)	656
Ideo: Moderate (4)	41%	(310)	33%	(244)	3%	(25)	2%	(16)	14%	(105)	7%	(51)	751
Ideo: Conservative (5-7)	42%	(282)	32%	(217)	4%	(29)	3%	(22)	14%	(94)	3%	(22)	666
Educ: < College	43%	(611)	29%	(414)	4%	(51)	2%	(33)	15%	(221)	7%	(107)	1437
Educ: Bachelors degree	38%	(187)	38%	(189)	4%	(21)	3%	(15)	11%	(56)	5%	(23)	491
Educ: Post-grad	40%	(114)	36%	(101)	6%	(18)	4%	(10)	11%	(30)	3%	(9)	282
Income: Under 50k	41%	(516)	30%	(383)	4%	(46)	2%	(29)	16%	(205)	7%	(91)	1271
Income: 50k-100k	42%	(276)	32%	(208)	4%	(28)	4%	(24)	12%	(80)	6%	(41)	656
Income: 100k+	42%	(120)	40%	(113)	5%	(15)	2%	(5)	8%	(23)	3%	(7)	283
Ethnicity: White	41%	(700)	34%	(574)	4%	(73)	3%	(46)	14%	(245)	4%	(73)	1711

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Table MCFE26_35: *Do you have a favorable or unfavorable opinion of the following people?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Bruce Willis

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	41%	(912)	32%	(704)	4%	(89)	3%	(59)	14%	(308)	6%	(139)	2210
Ethnicity: Hispanic	42%	(158)	26%	(96)	4%	(16)	1%	(4)	14%	(52)	13%	(47)	374
Ethnicity: Black	49%	(137)	24%	(67)	3%	(7)	2%	(7)	10%	(27)	13%	(37)	282
Ethnicity: Other	34%	(75)	29%	(62)	4%	(10)	3%	(6)	16%	(35)	13%	(29)	217
All Christian	43%	(439)	36%	(368)	4%	(39)	2%	(21)	12%	(120)	4%	(42)	1029
All Non-Christian	31%	(40)	33%	(43)	9%	(11)	4%	(6)	13%	(17)	10%	(12)	129
Atheist	44%	(44)	23%	(22)	5%	(5)	5%	(4)	16%	(16)	8%	(8)	99
Agnostic/Nothing in particular	36%	(209)	30%	(174)	4%	(21)	3%	(19)	19%	(113)	9%	(52)	587
Something Else	50%	(181)	27%	(97)	3%	(12)	2%	(9)	12%	(42)	7%	(24)	365
Religious Non-Protestant/Catholic	33%	(50)	36%	(55)	7%	(11)	4%	(6)	12%	(19)	8%	(12)	154
Evangelical	46%	(258)	31%	(172)	3%	(17)	2%	(13)	12%	(70)	5%	(29)	558
Non-Evangelical	44%	(345)	34%	(272)	4%	(33)	2%	(16)	11%	(90)	5%	(37)	792
Community: Urban	41%	(261)	32%	(202)	5%	(32)	3%	(21)	12%	(75)	7%	(46)	638
Community: Suburban	40%	(403)	34%	(340)	4%	(44)	2%	(22)	14%	(147)	6%	(58)	1014
Community: Rural	44%	(248)	29%	(161)	2%	(13)	3%	(16)	15%	(86)	6%	(34)	558
Employ: Private Sector	43%	(280)	33%	(217)	5%	(31)	3%	(20)	12%	(80)	4%	(26)	654
Employ: Government	44%	(59)	23%	(31)	4%	(6)	2%	(3)	10%	(13)	18%	(24)	136
Employ: Self-Employed	47%	(79)	25%	(42)	3%	(6)	5%	(9)	15%	(25)	3%	(5)	166
Employ: Homemaker	44%	(84)	31%	(59)	5%	(10)	3%	(5)	14%	(27)	3%	(5)	190
Employ: Student	27%	(16)	16%	(10)	8%	(5)	3%	(2)	17%	(10)	29%	(18)	62
Employ: Retired	41%	(230)	37%	(208)	5%	(26)	3%	(15)	13%	(71)	2%	(13)	563
Employ: Unemployed	37%	(111)	28%	(83)	1%	(3)	2%	(5)	20%	(62)	12%	(37)	301
Employ: Other	38%	(52)	38%	(52)	2%	(2)	1%	(1)	14%	(19)	8%	(10)	137
Military HH: Yes	52%	(146)	33%	(94)	2%	(7)	2%	(5)	9%	(26)	2%	(6)	283
Military HH: No	40%	(766)	32%	(610)	4%	(82)	3%	(54)	15%	(282)	7%	(133)	1927
RD/WT: Right Direction	42%	(277)	34%	(224)	4%	(29)	3%	(20)	11%	(70)	7%	(46)	666
RD/WT: Wrong Track	41%	(635)	31%	(480)	4%	(60)	3%	(39)	15%	(238)	6%	(92)	1544
Biden Job Approve	42%	(404)	35%	(341)	4%	(43)	3%	(26)	9%	(90)	7%	(66)	970
Biden Job Disapprove	42%	(484)	30%	(341)	4%	(45)	3%	(33)	16%	(184)	5%	(57)	1144

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Table MCFE26_35: *Do you have a favorable or unfavorable opinion of the following people?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Bruce Willis

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	41%	(912)	32%	(704)	4%	(89)	3%	(59)	14%	(308)	6%	(139)	2210
Biden Job Strongly Approve	44%	(191)	32%	(137)	5%	(22)	3%	(13)	9%	(39)	7%	(30)	433
Biden Job Somewhat Approve	40%	(213)	38%	(204)	4%	(21)	2%	(13)	9%	(51)	7%	(36)	537
Biden Job Somewhat Disapprove	40%	(136)	29%	(100)	5%	(17)	3%	(10)	17%	(57)	6%	(19)	339
Biden Job Strongly Disapprove	43%	(348)	30%	(241)	3%	(28)	3%	(23)	16%	(127)	5%	(37)	805
Favorable of Biden	43%	(413)	35%	(342)	3%	(32)	2%	(23)	10%	(94)	7%	(65)	969
Unfavorable of Biden	42%	(474)	30%	(345)	5%	(53)	3%	(31)	15%	(175)	5%	(56)	1134
Very Favorable of Biden	47%	(225)	32%	(156)	3%	(16)	3%	(13)	7%	(36)	7%	(36)	482
Somewhat Favorable of Biden	39%	(188)	38%	(186)	3%	(15)	2%	(10)	12%	(59)	6%	(29)	487
Somewhat Unfavorable of Biden	40%	(120)	32%	(97)	7%	(20)	2%	(5)	14%	(43)	5%	(16)	299
Very Unfavorable of Biden	42%	(355)	30%	(248)	4%	(34)	3%	(26)	16%	(132)	5%	(40)	835
#1 Issue: Economy	45%	(408)	32%	(290)	4%	(34)	2%	(22)	12%	(107)	6%	(52)	913
#1 Issue: Security	42%	(101)	28%	(69)	4%	(10)	5%	(12)	17%	(40)	5%	(12)	243
#1 Issue: Health Care	36%	(61)	41%	(70)	5%	(8)	1%	(1)	13%	(22)	5%	(8)	170
#1 Issue: Medicare / Social Security	40%	(106)	37%	(98)	4%	(11)	2%	(6)	13%	(35)	4%	(10)	266
#1 Issue: Women's Issues	36%	(112)	27%	(85)	4%	(12)	2%	(6)	18%	(56)	13%	(41)	311
#1 Issue: Education	39%	(23)	31%	(19)	9%	(5)	6%	(3)	7%	(4)	8%	(4)	59
#1 Issue: Energy	43%	(58)	33%	(45)	4%	(6)	4%	(5)	10%	(14)	5%	(7)	134
#1 Issue: Other	39%	(44)	26%	(29)	3%	(4)	2%	(3)	26%	(30)	4%	(5)	115
2020 Vote: Joe Biden	42%	(399)	34%	(321)	4%	(37)	3%	(26)	11%	(106)	6%	(55)	945
2020 Vote: Donald Trump	43%	(320)	32%	(234)	4%	(30)	3%	(23)	14%	(107)	3%	(26)	740
2020 Vote: Other	42%	(28)	26%	(18)	4%	(3)	4%	(2)	21%	(14)	3%	(2)	67
2020 Vote: Didn't Vote	36%	(166)	29%	(131)	4%	(19)	1%	(7)	18%	(80)	12%	(56)	459
2018 House Vote: Democrat	44%	(336)	34%	(256)	4%	(31)	3%	(22)	9%	(71)	5%	(39)	755
2018 House Vote: Republican	46%	(269)	33%	(192)	4%	(25)	2%	(13)	13%	(76)	2%	(14)	589
2018 House Vote: Someone else	44%	(22)	29%	(15)	4%	(2)	4%	(2)	18%	(9)	2%	(1)	50
2016 Vote: Hillary Clinton	46%	(319)	34%	(237)	4%	(27)	3%	(21)	9%	(60)	4%	(31)	695
2016 Vote: Donald Trump	45%	(298)	34%	(222)	3%	(23)	2%	(12)	13%	(88)	2%	(13)	656
2016 Vote: Other	32%	(27)	36%	(31)	1%	(1)	4%	(3)	23%	(20)	5%	(4)	86
2016 Vote: Didn't Vote	34%	(263)	28%	(213)	5%	(39)	3%	(22)	18%	(139)	12%	(90)	765

Table MCFE26_35: *Do you have a favorable or unfavorable opinion of the following people?If you have heard of them but have no opinion of them select 'Heard of, no opinion.' If you have never heard of them select 'Never heard of.'*
Bruce Willis

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	41%	(912)	32%	(704)	4%	(89)	3%	(59)	14%	(308)	6%	(139)	2210
Voted in 2014: Yes	45%	(558)	34%	(421)	3%	(41)	2%	(31)	11%	(130)	4%	(45)	1227
Voted in 2014: No	36%	(354)	29%	(282)	5%	(48)	3%	(28)	18%	(178)	10%	(94)	983
4-Region: Northeast	41%	(156)	28%	(107)	4%	(16)	2%	(6)	17%	(66)	8%	(30)	383
4-Region: Midwest	35%	(161)	37%	(168)	5%	(22)	2%	(11)	16%	(71)	5%	(24)	456
4-Region: South	42%	(357)	29%	(248)	5%	(44)	3%	(29)	14%	(115)	6%	(52)	844
4-Region: West	45%	(239)	34%	(181)	1%	(7)	2%	(12)	11%	(55)	6%	(32)	527
TikTok Users	46%	(362)	26%	(209)	4%	(31)	3%	(21)	12%	(96)	9%	(73)	793
Twitch Users	41%	(89)	32%	(70)	5%	(11)	4%	(8)	12%	(26)	6%	(12)	216
2022 Sports Viewers/Attendees	45%	(668)	33%	(488)	4%	(64)	3%	(40)	11%	(162)	4%	(54)	1475
Monthly Moviegoers	48%	(154)	29%	(92)	4%	(13)	3%	(11)	9%	(28)	7%	(23)	320
Few Times per Year + Moviegoers	47%	(430)	32%	(295)	4%	(41)	3%	(25)	9%	(85)	5%	(43)	920
Heard Smile Campaign	49%	(270)	26%	(145)	7%	(38)	4%	(23)	7%	(40)	6%	(34)	551
Heard Minion Campaign	49%	(265)	26%	(139)	6%	(31)	3%	(18)	10%	(53)	6%	(34)	540
Listens to Podcasts	45%	(510)	30%	(345)	5%	(54)	3%	(35)	11%	(129)	5%	(59)	1132
Streaming Services User	45%	(793)	31%	(555)	4%	(70)	3%	(47)	12%	(213)	5%	(94)	1773
Netflix User	45%	(658)	31%	(453)	4%	(61)	3%	(38)	12%	(173)	6%	(91)	1474
Disney+ User	47%	(460)	28%	(278)	4%	(41)	3%	(28)	11%	(111)	7%	(68)	984
Heterosexual or straight	42%	(828)	33%	(642)	4%	(76)	3%	(50)	13%	(262)	6%	(112)	1971
Gay	31%	(21)	39%	(27)	7%	(5)	5%	(3)	14%	(9)	4%	(2)	68
Bisexual	38%	(34)	19%	(17)	7%	(6)	2%	(2)	24%	(21)	10%	(9)	88
Yes	48%	(34)	14%	(10)	2%	(1)	3%	(2)	25%	(17)	9%	(6)	70
No	41%	(879)	32%	(694)	4%	(88)	3%	(57)	14%	(290)	6%	(133)	2140

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

Table MCFE27_1NET: *If you had to pick, what would you say are your favorite genre(s) for TV/film? Please select up to three.If you don't have favorites, select 'I don't have favorites.'*

Action

Demographic	Selected		Not Selected		Total N
Adults	29%	(650)	71%	(1560)	2210
Gender: Male	42%	(447)	58%	(621)	1068
Gender: Female	18%	(203)	82%	(940)	1142
Age: 18-34	27%	(176)	73%	(466)	642
Age: 35-44	32%	(116)	68%	(249)	365
Age: 45-64	31%	(221)	69%	(493)	714
Age: 65+	28%	(136)	72%	(352)	489
GenZers: 1997-2012	29%	(74)	71%	(183)	256
Millennials: 1981-1996	29%	(187)	71%	(466)	653
GenXers: 1965-1980	30%	(168)	70%	(388)	555
Baby Boomers: 1946-1964	31%	(207)	69%	(466)	673
PID: Dem (no lean)	30%	(258)	70%	(601)	860
PID: Ind (no lean)	28%	(190)	72%	(485)	674
PID: Rep (no lean)	30%	(201)	70%	(475)	676
PID/Gender: Dem Men	44%	(172)	56%	(222)	394
PID/Gender: Dem Women	19%	(86)	81%	(379)	465
PID/Gender: Ind Men	41%	(142)	59%	(203)	345
PID/Gender: Ind Women	14%	(48)	86%	(282)	329
PID/Gender: Rep Men	40%	(132)	60%	(196)	328
PID/Gender: Rep Women	20%	(69)	80%	(279)	348
Ideo: Liberal (1-3)	28%	(182)	72%	(474)	656
Ideo: Moderate (4)	30%	(227)	70%	(524)	751
Ideo: Conservative (5-7)	33%	(217)	67%	(449)	666
Educ: < College	29%	(412)	71%	(1025)	1437
Educ: Bachelors degree	30%	(147)	70%	(343)	491
Educ: Post-grad	32%	(90)	68%	(192)	282
Income: Under 50k	27%	(348)	73%	(923)	1271
Income: 50k-100k	30%	(198)	70%	(458)	656
Income: 100k+	37%	(103)	63%	(179)	283
Ethnicity: White	27%	(459)	73%	(1252)	1711
Ethnicity: Hispanic	34%	(126)	66%	(248)	374

Table MCFE27_1NET: *If you had to pick, what would you say are your favorite genre(s) for TV/film? Please select up to three. If you don't have favorites, select 'I don't have favorites.'*

Action

Demographic	Selected		Not Selected		Total N
Adults	29%	(650)	71%	(1560)	2210
Ethnicity: Black	40%	(113)	60%	(169)	282
Ethnicity: Other	36%	(78)	64%	(139)	217
All Christian	31%	(314)	69%	(715)	1029
All Non-Christian	32%	(41)	68%	(88)	129
Atheist	26%	(26)	74%	(73)	99
Agnostic/Nothing in particular	27%	(156)	73%	(432)	587
Something Else	31%	(113)	69%	(253)	365
Religious Non-Protestant/Catholic	34%	(52)	66%	(102)	154
Evangelical	35%	(193)	65%	(365)	558
Non-Evangelical	28%	(222)	72%	(570)	792
Community: Urban	31%	(201)	69%	(437)	638
Community: Suburban	31%	(316)	69%	(699)	1014
Community: Rural	24%	(133)	76%	(425)	558
Employ: Private Sector	34%	(223)	66%	(431)	654
Employ: Government	28%	(37)	72%	(99)	136
Employ: Self-Employed	33%	(55)	67%	(111)	166
Employ: Homemaker	15%	(28)	85%	(162)	190
Employ: Student	24%	(15)	76%	(47)	62
Employ: Retired	30%	(170)	70%	(393)	563
Employ: Unemployed	29%	(87)	71%	(215)	301
Employ: Other	25%	(34)	75%	(103)	137
Military HH: Yes	40%	(113)	60%	(170)	283
Military HH: No	28%	(536)	72%	(1390)	1927
RD/WT: Right Direction	31%	(206)	69%	(460)	666
RD/WT: Wrong Track	29%	(444)	71%	(1100)	1544
Biden Job Approve	29%	(283)	71%	(687)	970
Biden Job Disapprove	31%	(354)	69%	(790)	1144

Table MCFE27_1NET: *If you had to pick, what would you say are your favorite genre(s) for TV/film? Please select up to three.If you don't have favorites, select 'I don't have favorites.'*

Action

Demographic	Selected		Not Selected		Total N
Adults	29%	(650)	71%	(1560)	2210
Biden Job Strongly Approve	30%	(128)	70%	(305)	433
Biden Job Somewhat Approve	29%	(155)	71%	(382)	537
Biden Job Somewhat Disapprove	35%	(117)	65%	(222)	339
Biden Job Strongly Disapprove	29%	(237)	71%	(568)	805
Favorable of Biden	30%	(289)	70%	(680)	969
Unfavorable of Biden	30%	(341)	70%	(792)	1134
Very Favorable of Biden	31%	(151)	69%	(331)	482
Somewhat Favorable of Biden	28%	(138)	72%	(349)	487
Somewhat Unfavorable of Biden	33%	(98)	67%	(201)	299
Very Unfavorable of Biden	29%	(243)	71%	(592)	835
#1 Issue: Economy	33%	(300)	67%	(612)	913
#1 Issue: Security	28%	(67)	72%	(175)	243
#1 Issue: Health Care	28%	(48)	72%	(122)	170
#1 Issue: Medicare / Social Security	27%	(71)	73%	(194)	266
#1 Issue: Women's Issues	22%	(69)	78%	(243)	311
#1 Issue: Education	38%	(22)	62%	(37)	59
#1 Issue: Energy	31%	(42)	69%	(93)	134
#1 Issue: Other	26%	(30)	74%	(85)	115
2020 Vote: Joe Biden	31%	(293)	69%	(652)	945
2020 Vote: Donald Trump	32%	(234)	68%	(505)	740
2020 Vote: Other	32%	(21)	68%	(46)	67
2020 Vote: Didn't Vote	22%	(101)	78%	(357)	459
2018 House Vote: Democrat	31%	(231)	69%	(525)	755
2018 House Vote: Republican	34%	(199)	66%	(390)	589
2018 House Vote: Someone else	34%	(17)	66%	(33)	50
2016 Vote: Hillary Clinton	29%	(199)	71%	(496)	695
2016 Vote: Donald Trump	33%	(216)	67%	(440)	656
2016 Vote: Other	42%	(36)	58%	(50)	86
2016 Vote: Didn't Vote	26%	(196)	74%	(569)	765

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Table MCFE27_1NET: *If you had to pick, what would you say are your favorite genre(s) for TV/film? Please select up to three.If you don't have favorites, select 'I don't have favorites.'*

Action

Demographic	Selected		Not Selected		Total N
Adults	29%	(650)	71%	(1560)	2210
Voted in 2014: Yes	31%	(386)	69%	(840)	1227
Voted in 2014: No	27%	(263)	73%	(720)	983
4-Region: Northeast	28%	(108)	72%	(274)	383
4-Region: Midwest	22%	(101)	78%	(356)	456
4-Region: South	31%	(264)	69%	(581)	844
4-Region: West	34%	(177)	66%	(350)	527
TikTok Users	29%	(233)	71%	(559)	793
Twitch Users	37%	(80)	63%	(136)	216
2022 Sports Viewers/Attendees	33%	(487)	67%	(988)	1475
Monthly Moviegoers	36%	(117)	64%	(204)	320
Few Times per Year + Moviegoers	36%	(330)	64%	(590)	920
Heard Smile Campaign	32%	(175)	68%	(376)	551
Heard Minion Campaign	36%	(193)	64%	(347)	540
Listens to Podcasts	31%	(348)	69%	(784)	1132
Streaming Services User	31%	(553)	69%	(1219)	1773
Netflix User	30%	(442)	70%	(1032)	1474
Disney+ User	30%	(292)	70%	(692)	984
Heterosexual or straight	30%	(596)	70%	(1374)	1971
Gay	30%	(20)	70%	(48)	68
Bisexual	17%	(15)	83%	(74)	88
Yes	29%	(20)	71%	(50)	70
No	29%	(630)	71%	(1510)	2140

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

Table MCFE27_2NET: *If you had to pick, what would you say are your favorite genre(s) for TV/film? Please select up to three.If you don't have favorites, select 'I don't have favorites.'*
Comedy

Demographic	Selected		Not Selected		Total N
Adults	37%	(816)	63%	(1394)	2210
Gender: Male	37%	(392)	63%	(675)	1068
Gender: Female	37%	(424)	63%	(719)	1142
Age: 18-34	41%	(260)	59%	(382)	642
Age: 35-44	40%	(145)	60%	(221)	365
Age: 45-64	37%	(264)	63%	(450)	714
Age: 65+	30%	(147)	70%	(342)	489
GenZers: 1997-2012	38%	(96)	62%	(160)	256
Millennials: 1981-1996	42%	(277)	58%	(376)	653
GenXers: 1965-1980	34%	(190)	66%	(365)	555
Baby Boomers: 1946-1964	35%	(235)	65%	(439)	673
PID: Dem (no lean)	37%	(318)	63%	(542)	860
PID: Ind (no lean)	39%	(260)	61%	(414)	674
PID: Rep (no lean)	35%	(238)	65%	(438)	676
PID/Gender: Dem Men	35%	(137)	65%	(257)	394
PID/Gender: Dem Women	39%	(181)	61%	(285)	465
PID/Gender: Ind Men	40%	(138)	60%	(207)	345
PID/Gender: Ind Women	37%	(122)	63%	(207)	329
PID/Gender: Rep Men	36%	(117)	64%	(211)	328
PID/Gender: Rep Women	35%	(121)	65%	(227)	348
Ideo: Liberal (1-3)	37%	(244)	63%	(412)	656
Ideo: Moderate (4)	38%	(287)	62%	(464)	751
Ideo: Conservative (5-7)	35%	(235)	65%	(432)	666
Educ: < College	37%	(534)	63%	(903)	1437
Educ: Bachelors degree	40%	(196)	60%	(295)	491
Educ: Post-grad	31%	(86)	69%	(196)	282
Income: Under 50k	38%	(482)	62%	(789)	1271
Income: 50k-100k	35%	(229)	65%	(428)	656
Income: 100k+	37%	(106)	63%	(177)	283
Ethnicity: White	36%	(619)	64%	(1091)	1711
Ethnicity: Hispanic	33%	(122)	67%	(251)	374

Table MCFE27_2NET: *If you had to pick, what would you say are your favorite genre(s) for TV/film? Please select up to three. If you don't have favorites, select 'I don't have favorites.'*

Comedy

Demographic	Selected		Not Selected		Total N
Adults	37%	(816)	63%	(1394)	2210
Ethnicity: Black	43%	(120)	57%	(162)	282
Ethnicity: Other	35%	(76)	65%	(141)	217
All Christian	38%	(392)	62%	(637)	1029
All Non-Christian	28%	(37)	72%	(92)	129
Atheist	34%	(34)	66%	(65)	99
Agnostic/Nothing in particular	37%	(220)	63%	(368)	587
Something Else	37%	(134)	63%	(231)	365
Religious Non-Protestant/Catholic	30%	(46)	70%	(108)	154
Evangelical	37%	(209)	63%	(349)	558
Non-Evangelical	37%	(295)	63%	(496)	792
Community: Urban	36%	(227)	64%	(410)	638
Community: Suburban	39%	(391)	61%	(623)	1014
Community: Rural	35%	(197)	65%	(361)	558
Employ: Private Sector	40%	(261)	60%	(394)	654
Employ: Government	35%	(48)	65%	(88)	136
Employ: Self-Employed	31%	(52)	69%	(115)	166
Employ: Homemaker	43%	(81)	57%	(109)	190
Employ: Student	45%	(28)	55%	(34)	62
Employ: Retired	33%	(183)	67%	(380)	563
Employ: Unemployed	38%	(116)	62%	(185)	301
Employ: Other	35%	(48)	65%	(89)	137
Military HH: Yes	33%	(93)	67%	(191)	283
Military HH: No	38%	(723)	62%	(1203)	1927
RD/WT: Right Direction	34%	(228)	66%	(439)	666
RD/WT: Wrong Track	38%	(588)	62%	(955)	1544
Biden Job Approve	36%	(353)	64%	(617)	970
Biden Job Disapprove	37%	(420)	63%	(724)	1144

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Table MCFE27_2NET: *If you had to pick, what would you say are your favorite genre(s) for TV/film? Please select up to three.If you don't have favorites, select 'I don't have favorites.'*
Comedy

Demographic	Selected		Not Selected		Total N
Adults	37%	(816)	63%	(1394)	2210
Biden Job Strongly Approve	32%	(139)	68%	(294)	433
Biden Job Somewhat Approve	40%	(215)	60%	(323)	537
Biden Job Somewhat Disapprove	40%	(136)	60%	(203)	339
Biden Job Strongly Disapprove	35%	(284)	65%	(521)	805
Favorable of Biden	36%	(347)	64%	(622)	969
Unfavorable of Biden	38%	(428)	62%	(706)	1134
Very Favorable of Biden	32%	(155)	68%	(327)	482
Somewhat Favorable of Biden	39%	(192)	61%	(295)	487
Somewhat Unfavorable of Biden	41%	(124)	59%	(175)	299
Very Unfavorable of Biden	36%	(304)	64%	(531)	835
#1 Issue: Economy	38%	(342)	62%	(570)	913
#1 Issue: Security	33%	(81)	67%	(162)	243
#1 Issue: Health Care	30%	(52)	70%	(119)	170
#1 Issue: Medicare / Social Security	35%	(92)	65%	(174)	266
#1 Issue: Women's Issues	46%	(142)	54%	(169)	311
#1 Issue: Education	37%	(22)	63%	(37)	59
#1 Issue: Energy	39%	(52)	61%	(82)	134
#1 Issue: Other	30%	(34)	70%	(80)	115
2020 Vote: Joe Biden	36%	(339)	64%	(606)	945
2020 Vote: Donald Trump	36%	(269)	64%	(470)	740
2020 Vote: Other	40%	(27)	60%	(40)	67
2020 Vote: Didn't Vote	40%	(181)	60%	(277)	459
2018 House Vote: Democrat	36%	(273)	64%	(482)	755
2018 House Vote: Republican	34%	(203)	66%	(386)	589
2018 House Vote: Someone else	34%	(17)	66%	(32)	50
2016 Vote: Hillary Clinton	35%	(246)	65%	(449)	695
2016 Vote: Donald Trump	37%	(243)	63%	(413)	656
2016 Vote: Other	40%	(34)	60%	(52)	86
2016 Vote: Didn't Vote	38%	(290)	62%	(475)	765

Table MCFE27_2NET: *If you had to pick, what would you say are your favorite genre(s) for TV/film? Please select up to three.If you don't have favorites, select 'I don't have favorites.'*

Comedy

Demographic	Selected		Not Selected		Total N
Adults	37%	(816)	63%	(1394)	2210
Voted in 2014: Yes	35%	(432)	65%	(795)	1227
Voted in 2014: No	39%	(384)	61%	(599)	983
4-Region: Northeast	40%	(154)	60%	(229)	383
4-Region: Midwest	40%	(181)	60%	(276)	456
4-Region: South	38%	(317)	62%	(528)	844
4-Region: West	31%	(165)	69%	(362)	527
TikTok Users	40%	(314)	60%	(479)	793
Twitch Users	38%	(81)	62%	(135)	216
2022 Sports Viewers/Attendees	39%	(576)	61%	(900)	1475
Monthly Moviegoers	39%	(125)	61%	(195)	320
Few Times per Year + Moviegoers	40%	(370)	60%	(550)	920
Heard Smile Campaign	39%	(215)	61%	(336)	551
Heard Minion Campaign	38%	(203)	62%	(337)	540
Listens to Podcasts	39%	(436)	61%	(696)	1132
Streaming Services User	38%	(671)	62%	(1102)	1773
Netflix User	39%	(579)	61%	(894)	1474
Disney+ User	39%	(380)	61%	(605)	984
Heterosexual or straight	37%	(739)	63%	(1232)	1971
Gay	29%	(20)	71%	(48)	68
Bisexual	34%	(30)	66%	(58)	88
Yes	25%	(18)	75%	(53)	70
No	37%	(798)	63%	(1341)	2140

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

Table MCFE27_3NET: *If you had to pick, what would you say are your favorite genre(s) for TV/film? Please select up to three. If you don't have favorites, select 'I don't have favorites.'*
Horror

Demographic	Selected		Not Selected		Total N
Adults	22%	(479)	78%	(1731)	2210
Gender: Male	22%	(234)	78%	(834)	1068
Gender: Female	21%	(245)	79%	(897)	1142
Age: 18-34	32%	(202)	68%	(440)	642
Age: 35-44	23%	(86)	77%	(280)	365
Age: 45-64	22%	(158)	78%	(556)	714
Age: 65+	7%	(33)	93%	(456)	489
GenZers: 1997-2012	32%	(83)	68%	(174)	256
Millennials: 1981-1996	29%	(190)	71%	(463)	653
GenXers: 1965-1980	23%	(128)	77%	(427)	555
Baby Boomers: 1946-1964	11%	(74)	89%	(599)	673
PID: Dem (no lean)	24%	(209)	76%	(651)	860
PID: Ind (no lean)	22%	(147)	78%	(528)	674
PID: Rep (no lean)	18%	(124)	82%	(552)	676
PID/Gender: Dem Men	26%	(102)	74%	(292)	394
PID/Gender: Dem Women	23%	(107)	77%	(359)	465
PID/Gender: Ind Men	21%	(71)	79%	(274)	345
PID/Gender: Ind Women	23%	(75)	77%	(254)	329
PID/Gender: Rep Men	18%	(60)	82%	(268)	328
PID/Gender: Rep Women	18%	(63)	82%	(284)	348
Ideo: Liberal (1-3)	25%	(161)	75%	(495)	656
Ideo: Moderate (4)	24%	(177)	76%	(574)	751
Ideo: Conservative (5-7)	16%	(110)	84%	(557)	666
Educ: < College	27%	(384)	73%	(1053)	1437
Educ: Bachelors degree	12%	(58)	88%	(432)	491
Educ: Post-grad	13%	(37)	87%	(245)	282
Income: Under 50k	26%	(328)	74%	(944)	1271
Income: 50k-100k	16%	(105)	84%	(551)	656
Income: 100k+	17%	(47)	83%	(236)	283
Ethnicity: White	20%	(338)	80%	(1373)	1711
Ethnicity: Hispanic	26%	(98)	74%	(276)	374

Table MCFE27_3NET: *If you had to pick, what would you say are your favorite genre(s) for TV/film? Please select up to three. If you don't have favorites, select 'I don't have favorites.'*
Horror

Demographic	Selected		Not Selected		Total N
Adults	22%	(479)	78%	(1731)	2210
Ethnicity: Black	34%	(96)	66%	(186)	282
Ethnicity: Other	21%	(45)	79%	(172)	217
All Christian	17%	(180)	83%	(849)	1029
All Non-Christian	15%	(19)	85%	(109)	129
Atheist	28%	(28)	72%	(72)	99
Agnostic/Nothing in particular	28%	(165)	72%	(423)	587
Something Else	24%	(88)	76%	(278)	365
Religious Non-Protestant/Catholic	14%	(22)	86%	(132)	154
Evangelical	20%	(112)	80%	(446)	558
Non-Evangelical	19%	(150)	81%	(642)	792
Community: Urban	27%	(172)	73%	(465)	638
Community: Suburban	18%	(179)	82%	(835)	1014
Community: Rural	23%	(128)	77%	(430)	558
Employ: Private Sector	23%	(153)	77%	(501)	654
Employ: Government	29%	(40)	71%	(96)	136
Employ: Self-Employed	24%	(40)	76%	(126)	166
Employ: Homemaker	23%	(44)	77%	(146)	190
Employ: Student	34%	(21)	66%	(41)	62
Employ: Retired	11%	(59)	89%	(504)	563
Employ: Unemployed	27%	(81)	73%	(220)	301
Employ: Other	29%	(40)	71%	(97)	137
Military HH: Yes	16%	(45)	84%	(239)	283
Military HH: No	23%	(435)	77%	(1492)	1927
RD/WT: Right Direction	23%	(155)	77%	(512)	666
RD/WT: Wrong Track	21%	(325)	79%	(1219)	1544
Biden Job Approve	24%	(237)	76%	(733)	970
Biden Job Disapprove	20%	(224)	80%	(920)	1144

Table MCFE27_3NET: *If you had to pick, what would you say are your favorite genre(s) for TV/film? Please select up to three.If you don't have favorites, select 'I don't have favorites.'*

Horror

Demographic	Selected		Not Selected		Total N
Adults	22%	(479)	78%	(1731)	2210
Biden Job Strongly Approve	24%	(105)	76%	(328)	433
Biden Job Somewhat Approve	25%	(132)	75%	(405)	537
Biden Job Somewhat Disapprove	19%	(64)	81%	(275)	339
Biden Job Strongly Disapprove	20%	(160)	80%	(645)	805
Favorable of Biden	24%	(237)	76%	(732)	969
Unfavorable of Biden	19%	(216)	81%	(918)	1134
Very Favorable of Biden	25%	(121)	75%	(361)	482
Somewhat Favorable of Biden	24%	(116)	76%	(371)	487
Somewhat Unfavorable of Biden	18%	(55)	82%	(244)	299
Very Unfavorable of Biden	19%	(161)	81%	(674)	835
#1 Issue: Economy	22%	(203)	78%	(710)	913
#1 Issue: Security	18%	(43)	82%	(200)	243
#1 Issue: Health Care	27%	(46)	73%	(124)	170
#1 Issue: Medicare / Social Security	17%	(44)	83%	(221)	266
#1 Issue: Women's Issues	26%	(80)	74%	(231)	311
#1 Issue: Education	27%	(16)	73%	(43)	59
#1 Issue: Energy	22%	(29)	78%	(105)	134
#1 Issue: Other	16%	(18)	84%	(96)	115
2020 Vote: Joe Biden	22%	(210)	78%	(735)	945
2020 Vote: Donald Trump	17%	(123)	83%	(617)	740
2020 Vote: Other	21%	(14)	79%	(53)	67
2020 Vote: Didn't Vote	29%	(132)	71%	(327)	459
2018 House Vote: Democrat	22%	(164)	78%	(591)	755
2018 House Vote: Republican	14%	(80)	86%	(508)	589
2018 House Vote: Someone else	19%	(10)	81%	(40)	50
2016 Vote: Hillary Clinton	22%	(149)	78%	(545)	695
2016 Vote: Donald Trump	15%	(100)	85%	(556)	656
2016 Vote: Other	11%	(10)	89%	(76)	86
2016 Vote: Didn't Vote	29%	(220)	71%	(545)	765

Continued on next page

Table MCFE27_3NET: *If you had to pick, what would you say are your favorite genre(s) for TV/film? Please select up to three.If you don't have favorites, select 'I don't have favorites.'*
Horror

Demographic	Selected		Not Selected		Total N
Adults	22%	(479)	78%	(1731)	2210
Voted in 2014: Yes	18%	(219)	82%	(1007)	1227
Voted in 2014: No	26%	(260)	74%	(723)	983
4-Region: Northeast	22%	(84)	78%	(299)	383
4-Region: Midwest	22%	(101)	78%	(355)	456
4-Region: South	22%	(186)	78%	(659)	844
4-Region: West	21%	(108)	79%	(418)	527
TikTok Users	30%	(237)	70%	(555)	793
Twitch Users	31%	(66)	69%	(150)	216
2022 Sports Viewers/Attendees	21%	(313)	79%	(1162)	1475
Monthly Moviegoers	27%	(86)	73%	(235)	320
Few Times per Year + Moviegoers	24%	(224)	76%	(696)	920
Heard Smile Campaign	36%	(197)	64%	(354)	551
Heard Minion Campaign	30%	(163)	70%	(377)	540
Listens to Podcasts	24%	(272)	76%	(860)	1132
Streaming Services User	24%	(421)	76%	(1351)	1773
Netflix User	24%	(354)	76%	(1120)	1474
Disney+ User	23%	(231)	77%	(754)	984
Heterosexual or straight	21%	(423)	79%	(1548)	1971
Gay	24%	(16)	76%	(52)	68
Bisexual	29%	(26)	71%	(63)	88
Yes	24%	(17)	76%	(54)	70
No	22%	(463)	78%	(1677)	2140

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

Table MCFE27_4NET: *If you had to pick, what would you say are your favorite genre(s) for TV/film? Please select up to three.If you don't have favorites, select 'I don't have favorites.'*

Sci-fi

Demographic	Selected		Not Selected		Total N
Adults	15%	(328)	85%	(1882)	2210
Gender: Male	22%	(239)	78%	(829)	1068
Gender: Female	8%	(90)	92%	(1053)	1142
Age: 18-34	14%	(88)	86%	(554)	642
Age: 35-44	13%	(47)	87%	(319)	365
Age: 45-64	15%	(107)	85%	(606)	714
Age: 65+	18%	(86)	82%	(403)	489
GenZers: 1997-2012	11%	(29)	89%	(227)	256
Millennials: 1981-1996	14%	(91)	86%	(562)	653
GenXers: 1965-1980	17%	(92)	83%	(463)	555
Baby Boomers: 1946-1964	16%	(109)	84%	(565)	673
PID: Dem (no lean)	14%	(119)	86%	(740)	860
PID: Ind (no lean)	17%	(115)	83%	(560)	674
PID: Rep (no lean)	14%	(94)	86%	(581)	676
PID/Gender: Dem Men	21%	(82)	79%	(312)	394
PID/Gender: Dem Women	8%	(37)	92%	(428)	465
PID/Gender: Ind Men	23%	(81)	77%	(264)	345
PID/Gender: Ind Women	10%	(34)	90%	(296)	329
PID/Gender: Rep Men	23%	(76)	77%	(253)	328
PID/Gender: Rep Women	5%	(19)	95%	(329)	348
Ideo: Liberal (1-3)	19%	(122)	81%	(534)	656
Ideo: Moderate (4)	11%	(81)	89%	(670)	751
Ideo: Conservative (5-7)	17%	(112)	83%	(555)	666
Educ: < College	14%	(197)	86%	(1240)	1437
Educ: Bachelors degree	17%	(81)	83%	(410)	491
Educ: Post-grad	18%	(51)	82%	(232)	282
Income: Under 50k	15%	(189)	85%	(1083)	1271
Income: 50k-100k	15%	(99)	85%	(557)	656
Income: 100k+	14%	(41)	86%	(242)	283
Ethnicity: White	15%	(264)	85%	(1447)	1711
Ethnicity: Hispanic	14%	(51)	86%	(322)	374

Table MCFE27_4NET: *If you had to pick, what would you say are your favorite genre(s) for TV/film? Please select up to three.If you don't have favorites, select 'I don't have favorites.'*

Sci-fi

Demographic	Selected		Not Selected		Total N
Adults	15%	(328)	85%	(1882)	2210
Ethnicity: Black	9%	(25)	91%	(258)	282
Ethnicity: Other	18%	(40)	82%	(177)	217
All Christian	13%	(131)	87%	(898)	1029
All Non-Christian	16%	(20)	84%	(109)	129
Atheist	20%	(20)	80%	(80)	99
Agnostic/Nothing in particular	19%	(111)	81%	(476)	587
Something Else	13%	(46)	87%	(319)	365
Religious Non-Protestant/Catholic	15%	(24)	85%	(130)	154
Evangelical	11%	(63)	89%	(495)	558
Non-Evangelical	14%	(107)	86%	(684)	792
Community: Urban	14%	(91)	86%	(547)	638
Community: Suburban	16%	(158)	84%	(856)	1014
Community: Rural	14%	(79)	86%	(479)	558
Employ: Private Sector	15%	(101)	85%	(553)	654
Employ: Government	13%	(18)	87%	(118)	136
Employ: Self-Employed	15%	(26)	85%	(141)	166
Employ: Homemaker	7%	(14)	93%	(176)	190
Employ: Student	10%	(6)	90%	(56)	62
Employ: Retired	16%	(92)	84%	(470)	563
Employ: Unemployed	19%	(57)	81%	(245)	301
Employ: Other	11%	(15)	89%	(122)	137
Military HH: Yes	22%	(63)	78%	(220)	283
Military HH: No	14%	(265)	86%	(1661)	1927
RD/WT: Right Direction	16%	(104)	84%	(562)	666
RD/WT: Wrong Track	15%	(225)	85%	(1319)	1544
Biden Job Approve	15%	(149)	85%	(821)	970
Biden Job Disapprove	15%	(171)	85%	(973)	1144

Table MCFE27_4NET: *If you had to pick, what would you say are your favorite genre(s) for TV/film? Please select up to three. If you don't have favorites, select 'I don't have favorites.'*

Sci-fi

Demographic	Selected		Not Selected		Total N
Adults	15%	(328)	85%	(1882)	2210
Biden Job Strongly Approve	14%	(60)	86%	(372)	433
Biden Job Somewhat Approve	17%	(89)	83%	(448)	537
Biden Job Somewhat Disapprove	13%	(45)	87%	(294)	339
Biden Job Strongly Disapprove	16%	(126)	84%	(679)	805
Favorable of Biden	15%	(141)	85%	(828)	969
Unfavorable of Biden	16%	(179)	84%	(955)	1134
Very Favorable of Biden	14%	(69)	86%	(413)	482
Somewhat Favorable of Biden	15%	(72)	85%	(415)	487
Somewhat Unfavorable of Biden	15%	(46)	85%	(253)	299
Very Unfavorable of Biden	16%	(133)	84%	(702)	835
#1 Issue: Economy	16%	(142)	84%	(771)	913
#1 Issue: Security	13%	(32)	87%	(211)	243
#1 Issue: Health Care	15%	(26)	85%	(144)	170
#1 Issue: Medicare / Social Security	15%	(39)	85%	(226)	266
#1 Issue: Women's Issues	12%	(36)	88%	(275)	311
#1 Issue: Education	11%	(7)	89%	(52)	59
#1 Issue: Energy	17%	(23)	83%	(111)	134
#1 Issue: Other	21%	(24)	79%	(90)	115
2020 Vote: Joe Biden	15%	(143)	85%	(801)	945
2020 Vote: Donald Trump	16%	(119)	84%	(620)	740
2020 Vote: Other	13%	(9)	87%	(58)	67
2020 Vote: Didn't Vote	12%	(57)	88%	(401)	459
2018 House Vote: Democrat	15%	(110)	85%	(645)	755
2018 House Vote: Republican	18%	(106)	82%	(483)	589
2018 House Vote: Someone else	21%	(10)	79%	(39)	50
2016 Vote: Hillary Clinton	15%	(107)	85%	(588)	695
2016 Vote: Donald Trump	16%	(105)	84%	(551)	656
2016 Vote: Other	23%	(19)	77%	(66)	86
2016 Vote: Didn't Vote	13%	(96)	87%	(669)	765

Table MCFE27_4NET: *If you had to pick, what would you say are your favorite genre(s) for TV/film? Please select up to three.If you don't have favorites, select 'I don't have favorites.'*

Sci-fi

Demographic	Selected		Not Selected		Total N
Adults	15%	(328)	85%	(1882)	2210
Voted in 2014: Yes	16%	(195)	84%	(1032)	1227
Voted in 2014: No	14%	(134)	86%	(850)	983
4-Region: Northeast	12%	(45)	88%	(337)	383
4-Region: Midwest	15%	(69)	85%	(387)	456
4-Region: South	13%	(114)	87%	(731)	844
4-Region: West	19%	(100)	81%	(426)	527
TikTok Users	12%	(97)	88%	(696)	793
Twitch Users	21%	(46)	79%	(170)	216
2022 Sports Viewers/Attendees	15%	(225)	85%	(1251)	1475
Monthly Moviegoers	17%	(54)	83%	(267)	320
Few Times per Year + Moviegoers	16%	(148)	84%	(772)	920
Heard Smile Campaign	13%	(71)	87%	(480)	551
Heard Minion Campaign	15%	(82)	85%	(458)	540
Listens to Podcasts	16%	(179)	84%	(953)	1132
Streaming Services User	16%	(284)	84%	(1489)	1773
Netflix User	15%	(216)	85%	(1258)	1474
Disney+ User	16%	(158)	84%	(827)	984
Heterosexual or straight	14%	(275)	86%	(1696)	1971
Gay	28%	(19)	72%	(49)	68
Bisexual	24%	(21)	76%	(67)	88
Yes	20%	(14)	80%	(56)	70
No	15%	(314)	85%	(1826)	2140

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

Table MCFE27_5NET: *If you had to pick, what would you say are your favorite genre(s) for TV/film? Please select up to three.If you don't have favorites, select 'I don't have favorites.'*
Fantasy

Demographic	Selected		Not Selected		Total N
Adults	10%	(212)	90%	(1998)	2210
Gender: Male	11%	(122)	89%	(945)	1068
Gender: Female	8%	(90)	92%	(1052)	1142
Age: 18-34	11%	(68)	89%	(574)	642
Age: 35-44	13%	(48)	87%	(317)	365
Age: 45-64	9%	(63)	91%	(651)	714
Age: 65+	7%	(33)	93%	(456)	489
GenZers: 1997-2012	11%	(27)	89%	(229)	256
Millennials: 1981-1996	12%	(75)	88%	(577)	653
GenXers: 1965-1980	11%	(60)	89%	(495)	555
Baby Boomers: 1946-1964	7%	(47)	93%	(626)	673
PID: Dem (no lean)	9%	(78)	91%	(782)	860
PID: Ind (no lean)	12%	(81)	88%	(594)	674
PID: Rep (no lean)	8%	(53)	92%	(623)	676
PID/Gender: Dem Men	11%	(41)	89%	(353)	394
PID/Gender: Dem Women	8%	(37)	92%	(429)	465
PID/Gender: Ind Men	14%	(48)	86%	(297)	345
PID/Gender: Ind Women	10%	(32)	90%	(297)	329
PID/Gender: Rep Men	10%	(32)	90%	(296)	328
PID/Gender: Rep Women	6%	(21)	94%	(327)	348
Ideo: Liberal (1-3)	12%	(76)	88%	(580)	656
Ideo: Moderate (4)	11%	(80)	89%	(671)	751
Ideo: Conservative (5-7)	7%	(49)	93%	(617)	666
Educ: < College	8%	(119)	92%	(1318)	1437
Educ: Bachelors degree	13%	(62)	87%	(428)	491
Educ: Post-grad	11%	(31)	89%	(251)	282
Income: Under 50k	10%	(121)	90%	(1150)	1271
Income: 50k-100k	10%	(67)	90%	(589)	656
Income: 100k+	8%	(24)	92%	(259)	283
Ethnicity: White	10%	(163)	90%	(1548)	1711
Ethnicity: Hispanic	9%	(32)	91%	(342)	374

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Table MCFE27_5NET: *If you had to pick, what would you say are your favorite genre(s) for TV/film? Please select up to three.If you don't have favorites, select 'I don't have favorites.'*
Fantasy

Demographic	Selected		Not Selected		Total N
Adults	10%	(212)	90%	(1998)	2210
Ethnicity: Black	9%	(24)	91%	(258)	282
Ethnicity: Other	12%	(25)	88%	(192)	217
All Christian	7%	(72)	93%	(957)	1029
All Non-Christian	9%	(11)	91%	(117)	129
Atheist	9%	(9)	91%	(91)	99
Agnostic/Nothing in particular	14%	(80)	86%	(508)	587
Something Else	11%	(40)	89%	(325)	365
Religious Non-Protestant/Catholic	11%	(17)	89%	(137)	154
Evangelical	6%	(36)	94%	(522)	558
Non-Evangelical	9%	(68)	91%	(724)	792
Community: Urban	10%	(64)	90%	(573)	638
Community: Suburban	10%	(105)	90%	(909)	1014
Community: Rural	8%	(43)	92%	(515)	558
Employ: Private Sector	11%	(74)	89%	(581)	654
Employ: Government	8%	(10)	92%	(126)	136
Employ: Self-Employed	13%	(22)	87%	(144)	166
Employ: Homemaker	9%	(17)	91%	(173)	190
Employ: Student	10%	(6)	90%	(56)	62
Employ: Retired	6%	(36)	94%	(527)	563
Employ: Unemployed	12%	(36)	88%	(265)	301
Employ: Other	8%	(10)	92%	(127)	137
Military HH: Yes	10%	(28)	90%	(255)	283
Military HH: No	10%	(184)	90%	(1743)	1927
RD/WT: Right Direction	10%	(64)	90%	(602)	666
RD/WT: Wrong Track	10%	(148)	90%	(1396)	1544
Biden Job Approve	10%	(93)	90%	(877)	970
Biden Job Disapprove	10%	(112)	90%	(1032)	1144

Table MCFE27_5NET: *If you had to pick, what would you say are your favorite genre(s) for TV/film? Please select up to three.If you don't have favorites, select 'I don't have favorites.'*
Fantasy

Demographic	Selected		Not Selected		Total N
Adults	10%	(212)	90%	(1998)	2210
Biden Job Strongly Approve	9%	(40)	91%	(393)	433
Biden Job Somewhat Approve	10%	(53)	90%	(485)	537
Biden Job Somewhat Disapprove	11%	(39)	89%	(300)	339
Biden Job Strongly Disapprove	9%	(73)	91%	(732)	805
Favorable of Biden	9%	(89)	91%	(880)	969
Unfavorable of Biden	10%	(114)	90%	(1020)	1134
Very Favorable of Biden	7%	(35)	93%	(447)	482
Somewhat Favorable of Biden	11%	(54)	89%	(433)	487
Somewhat Unfavorable of Biden	13%	(40)	87%	(259)	299
Very Unfavorable of Biden	9%	(75)	91%	(761)	835
#1 Issue: Economy	10%	(91)	90%	(822)	913
#1 Issue: Security	6%	(15)	94%	(228)	243
#1 Issue: Health Care	13%	(21)	87%	(149)	170
#1 Issue: Medicare / Social Security	6%	(17)	94%	(249)	266
#1 Issue: Women's Issues	9%	(28)	91%	(283)	311
#1 Issue: Education	15%	(9)	85%	(50)	59
#1 Issue: Energy	12%	(17)	88%	(117)	134
#1 Issue: Other	12%	(14)	88%	(101)	115
2020 Vote: Joe Biden	10%	(98)	90%	(847)	945
2020 Vote: Donald Trump	9%	(70)	91%	(669)	740
2020 Vote: Other	9%	(6)	91%	(61)	67
2020 Vote: Didn't Vote	8%	(38)	92%	(420)	459
2018 House Vote: Democrat	9%	(70)	91%	(685)	755
2018 House Vote: Republican	9%	(51)	91%	(538)	589
2018 House Vote: Someone else	16%	(8)	84%	(41)	50
2016 Vote: Hillary Clinton	10%	(73)	90%	(622)	695
2016 Vote: Donald Trump	8%	(54)	92%	(602)	656
2016 Vote: Other	17%	(14)	83%	(71)	86
2016 Vote: Didn't Vote	9%	(72)	91%	(693)	765

Table MCFE27_5NET: *If you had to pick, what would you say are your favorite genre(s) for TV/film? Please select up to three.If you don't have favorites, select 'I don't have favorites.'*
Fantasy

Demographic	Selected		Not Selected		Total N
Adults	10%	(212)	90%	(1998)	2210
Voted in 2014: Yes	9%	(104)	91%	(1122)	1227
Voted in 2014: No	11%	(108)	89%	(876)	983
4-Region: Northeast	7%	(28)	93%	(355)	383
4-Region: Midwest	9%	(42)	91%	(415)	456
4-Region: South	10%	(80)	90%	(764)	844
4-Region: West	12%	(62)	88%	(464)	527
TikTok Users	12%	(93)	88%	(699)	793
Twitch Users	17%	(36)	83%	(180)	216
2022 Sports Viewers/Attendees	8%	(123)	92%	(1352)	1475
Monthly Moviegoers	13%	(42)	87%	(279)	320
Few Times per Year + Moviegoers	11%	(104)	89%	(816)	920
Heard Smile Campaign	8%	(47)	92%	(504)	551
Heard Minion Campaign	13%	(71)	87%	(469)	540
Listens to Podcasts	11%	(128)	89%	(1004)	1132
Streaming Services User	11%	(193)	89%	(1580)	1773
Netflix User	11%	(166)	89%	(1307)	1474
Disney+ User	13%	(131)	87%	(853)	984
Heterosexual or straight	9%	(172)	91%	(1799)	1971
Gay	14%	(9)	86%	(58)	68
Bisexual	20%	(18)	80%	(70)	88
Yes	19%	(13)	81%	(57)	70
No	9%	(199)	91%	(1941)	2140

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

Table MCFE27_6NET: *If you had to pick, what would you say are your favorite genre(s) for TV/film? Please select up to three.If you don't have favorites, select 'I don't have favorites.'*
Mystery/Thriller

Demographic	Selected		Not Selected		Total N
Adults	25%	(552)	75%	(1658)	2210
Gender: Male	23%	(242)	77%	(826)	1068
Gender: Female	27%	(310)	73%	(832)	1142
Age: 18-34	21%	(136)	79%	(506)	642
Age: 35-44	21%	(76)	79%	(289)	365
Age: 45-64	25%	(179)	75%	(535)	714
Age: 65+	33%	(161)	67%	(328)	489
GenZers: 1997-2012	17%	(44)	83%	(213)	256
Millennials: 1981-1996	23%	(150)	77%	(503)	653
GenXers: 1965-1980	23%	(127)	77%	(429)	555
Baby Boomers: 1946-1964	30%	(204)	70%	(469)	673
PID: Dem (no lean)	28%	(237)	72%	(623)	860
PID: Ind (no lean)	24%	(160)	76%	(515)	674
PID: Rep (no lean)	23%	(155)	77%	(521)	676
PID/Gender: Dem Men	27%	(105)	73%	(289)	394
PID/Gender: Dem Women	28%	(132)	72%	(334)	465
PID/Gender: Ind Men	20%	(68)	80%	(277)	345
PID/Gender: Ind Women	28%	(92)	72%	(237)	329
PID/Gender: Rep Men	21%	(69)	79%	(259)	328
PID/Gender: Rep Women	25%	(86)	75%	(262)	348
Ideo: Liberal (1-3)	31%	(205)	69%	(451)	656
Ideo: Moderate (4)	22%	(167)	78%	(584)	751
Ideo: Conservative (5-7)	24%	(157)	76%	(509)	666
Educ: < College	24%	(349)	76%	(1088)	1437
Educ: Bachelors degree	23%	(111)	77%	(379)	491
Educ: Post-grad	32%	(92)	68%	(191)	282
Income: Under 50k	22%	(275)	78%	(996)	1271
Income: 50k-100k	30%	(199)	70%	(458)	656
Income: 100k+	28%	(78)	72%	(204)	283
Ethnicity: White	27%	(464)	73%	(1247)	1711
Ethnicity: Hispanic	20%	(73)	80%	(300)	374

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Table MCFE27_6NET: *If you had to pick, what would you say are your favorite genre(s) for TV/film? Please select up to three. If you don't have favorites, select 'I don't have favorites.'*
Mystery/Thriller

Demographic	Selected		Not Selected		Total N
Adults	25%	(552)	75%	(1658)	2210
Ethnicity: Black	17%	(48)	83%	(235)	282
Ethnicity: Other	19%	(40)	81%	(177)	217
All Christian	27%	(278)	73%	(751)	1029
All Non-Christian	21%	(27)	79%	(102)	129
Atheist	36%	(36)	64%	(64)	99
Agnostic/Nothing in particular	24%	(143)	76%	(444)	587
Something Else	19%	(68)	81%	(297)	365
Religious Non-Protestant/Catholic	22%	(35)	78%	(119)	154
Evangelical	20%	(111)	80%	(447)	558
Non-Evangelical	28%	(222)	72%	(570)	792
Community: Urban	24%	(150)	76%	(488)	638
Community: Suburban	26%	(262)	74%	(753)	1014
Community: Rural	25%	(140)	75%	(418)	558
Employ: Private Sector	25%	(161)	75%	(493)	654
Employ: Government	28%	(38)	72%	(98)	136
Employ: Self-Employed	28%	(46)	72%	(120)	166
Employ: Homemaker	26%	(49)	74%	(142)	190
Employ: Student	17%	(11)	83%	(51)	62
Employ: Retired	30%	(169)	70%	(394)	563
Employ: Unemployed	12%	(36)	88%	(266)	301
Employ: Other	31%	(42)	69%	(95)	137
Military HH: Yes	25%	(72)	75%	(211)	283
Military HH: No	25%	(480)	75%	(1447)	1927
RD/WT: Right Direction	25%	(166)	75%	(500)	666
RD/WT: Wrong Track	25%	(386)	75%	(1158)	1544
Biden Job Approve	26%	(253)	74%	(717)	970
Biden Job Disapprove	24%	(278)	76%	(866)	1144

Table MCFE27_6NET: *If you had to pick, what would you say are your favorite genre(s) for TV/film? Please select up to three.If you don't have favorites, select 'I don't have favorites.'*

Mystery/Thriller

Demographic	Selected		Not Selected		Total N
Adults	25%	(552)	75%	(1658)	2210
Biden Job Strongly Approve	27%	(115)	73%	(318)	433
Biden Job Somewhat Approve	26%	(138)	74%	(399)	537
Biden Job Somewhat Disapprove	23%	(77)	77%	(262)	339
Biden Job Strongly Disapprove	25%	(201)	75%	(605)	805
Favorable of Biden	26%	(256)	74%	(713)	969
Unfavorable of Biden	24%	(276)	76%	(858)	1134
Very Favorable of Biden	27%	(130)	73%	(352)	482
Somewhat Favorable of Biden	26%	(126)	74%	(361)	487
Somewhat Unfavorable of Biden	22%	(65)	78%	(233)	299
Very Unfavorable of Biden	25%	(211)	75%	(624)	835
#1 Issue: Economy	24%	(219)	76%	(694)	913
#1 Issue: Security	28%	(68)	72%	(175)	243
#1 Issue: Health Care	23%	(39)	77%	(131)	170
#1 Issue: Medicare / Social Security	26%	(70)	74%	(196)	266
#1 Issue: Women's Issues	26%	(80)	74%	(231)	311
#1 Issue: Education	18%	(11)	82%	(48)	59
#1 Issue: Energy	20%	(27)	80%	(107)	134
#1 Issue: Other	33%	(38)	67%	(77)	115
2020 Vote: Joe Biden	28%	(264)	72%	(680)	945
2020 Vote: Donald Trump	24%	(181)	76%	(559)	740
2020 Vote: Other	28%	(19)	72%	(48)	67
2020 Vote: Didn't Vote	19%	(88)	81%	(371)	459
2018 House Vote: Democrat	29%	(217)	71%	(538)	755
2018 House Vote: Republican	26%	(156)	74%	(433)	589
2018 House Vote: Someone else	32%	(16)	68%	(34)	50
2016 Vote: Hillary Clinton	25%	(176)	75%	(518)	695
2016 Vote: Donald Trump	28%	(182)	72%	(474)	656
2016 Vote: Other	30%	(26)	70%	(60)	86
2016 Vote: Didn't Vote	21%	(163)	79%	(602)	765

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Table MCFE27_6NET: *If you had to pick, what would you say are your favorite genre(s) for TV/film? Please select up to three.If you don't have favorites, select 'I don't have favorites.'*
Mystery/Thriller

Demographic	Selected		Not Selected		Total N
Adults	25%	(552)	75%	(1658)	2210
Voted in 2014: Yes	28%	(344)	72%	(882)	1227
Voted in 2014: No	21%	(208)	79%	(776)	983
4-Region: Northeast	23%	(90)	77%	(293)	383
4-Region: Midwest	28%	(129)	72%	(327)	456
4-Region: South	25%	(212)	75%	(632)	844
4-Region: West	23%	(121)	77%	(406)	527
TikTok Users	23%	(180)	77%	(612)	793
Twitch Users	17%	(36)	83%	(180)	216
2022 Sports Viewers/Attendees	26%	(388)	74%	(1087)	1475
Monthly Moviegoers	28%	(91)	72%	(230)	320
Few Times per Year + Moviegoers	27%	(247)	73%	(672)	920
Heard Smile Campaign	25%	(138)	75%	(413)	551
Heard Minion Campaign	23%	(124)	77%	(416)	540
Listens to Podcasts	26%	(293)	74%	(839)	1132
Streaming Services User	26%	(468)	74%	(1305)	1773
Netflix User	26%	(387)	74%	(1086)	1474
Disney+ User	24%	(236)	76%	(748)	984
Heterosexual or straight	25%	(498)	75%	(1473)	1971
Gay	30%	(21)	70%	(47)	68
Bisexual	21%	(19)	79%	(70)	88
Yes	30%	(21)	70%	(49)	70
No	25%	(531)	75%	(1609)	2140

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

Table MCFE27_7NET: *If you had to pick, what would you say are your favorite genre(s) for TV/film? Please select up to three.If you don't have favorites, select 'I don't have favorites.'*
Drama

Demographic	Selected		Not Selected		Total N
Adults	26%	(574)	74%	(1636)	2210
Gender: Male	20%	(213)	80%	(855)	1068
Gender: Female	32%	(362)	68%	(781)	1142
Age: 18-34	19%	(119)	81%	(523)	642
Age: 35-44	22%	(81)	78%	(284)	365
Age: 45-64	26%	(186)	74%	(528)	714
Age: 65+	38%	(188)	62%	(301)	489
GenZers: 1997-2012	19%	(49)	81%	(208)	256
Millennials: 1981-1996	20%	(131)	80%	(522)	653
GenXers: 1965-1980	25%	(137)	75%	(418)	555
Baby Boomers: 1946-1964	34%	(229)	66%	(444)	673
PID: Dem (no lean)	30%	(258)	70%	(602)	860
PID: Ind (no lean)	20%	(133)	80%	(541)	674
PID: Rep (no lean)	27%	(183)	73%	(493)	676
PID/Gender: Dem Men	23%	(90)	77%	(304)	394
PID/Gender: Dem Women	36%	(168)	64%	(298)	465
PID/Gender: Ind Men	15%	(53)	85%	(293)	345
PID/Gender: Ind Women	24%	(81)	76%	(249)	329
PID/Gender: Rep Men	21%	(70)	79%	(258)	328
PID/Gender: Rep Women	33%	(113)	67%	(234)	348
Ideo: Liberal (1-3)	26%	(172)	74%	(484)	656
Ideo: Moderate (4)	25%	(185)	75%	(566)	751
Ideo: Conservative (5-7)	30%	(199)	70%	(467)	666
Educ: < College	23%	(336)	77%	(1101)	1437
Educ: Bachelors degree	31%	(153)	69%	(338)	491
Educ: Post-grad	30%	(86)	70%	(196)	282
Income: Under 50k	23%	(295)	77%	(976)	1271
Income: 50k-100k	29%	(190)	71%	(467)	656
Income: 100k+	32%	(90)	68%	(193)	283
Ethnicity: White	28%	(471)	72%	(1240)	1711
Ethnicity: Hispanic	21%	(80)	79%	(294)	374

Table MCFE27_7NET: *If you had to pick, what would you say are your favorite genre(s) for TV/film? Please select up to three.If you don't have favorites, select 'I don't have favorites.'*
Drama

Demographic	Selected		Not Selected		Total N
Adults	26%	(574)	74%	(1636)	2210
Ethnicity: Black	22%	(63)	78%	(219)	282
Ethnicity: Other	19%	(40)	81%	(177)	217
All Christian	29%	(299)	71%	(730)	1029
All Non-Christian	30%	(39)	70%	(90)	129
Atheist	31%	(31)	69%	(69)	99
Agnostic/Nothing in particular	21%	(124)	79%	(463)	587
Something Else	22%	(81)	78%	(284)	365
Religious Non-Protestant/Catholic	28%	(43)	72%	(111)	154
Evangelical	26%	(143)	74%	(415)	558
Non-Evangelical	29%	(229)	71%	(563)	792
Community: Urban	24%	(156)	76%	(482)	638
Community: Suburban	30%	(300)	70%	(714)	1014
Community: Rural	21%	(119)	79%	(439)	558
Employ: Private Sector	22%	(147)	78%	(508)	654
Employ: Government	18%	(24)	82%	(112)	136
Employ: Self-Employed	28%	(47)	72%	(120)	166
Employ: Homemaker	31%	(58)	69%	(132)	190
Employ: Student	17%	(10)	83%	(52)	62
Employ: Retired	35%	(196)	65%	(367)	563
Employ: Unemployed	20%	(61)	80%	(240)	301
Employ: Other	23%	(31)	77%	(106)	137
Military HH: Yes	33%	(93)	67%	(190)	283
Military HH: No	25%	(481)	75%	(1445)	1927
RD/WT: Right Direction	26%	(176)	74%	(491)	666
RD/WT: Wrong Track	26%	(399)	74%	(1145)	1544
Biden Job Approve	28%	(268)	72%	(702)	970
Biden Job Disapprove	26%	(293)	74%	(851)	1144

Table MCFE27_7NET: *If you had to pick, what would you say are your favorite genre(s) for TV/film? Please select up to three.If you don't have favorites, select 'I don't have favorites.'*
Drama

Demographic	Selected		Not Selected		Total N
Adults	26%	(574)	74%	(1636)	2210
Biden Job Strongly Approve	32%	(137)	68%	(296)	433
Biden Job Somewhat Approve	24%	(131)	76%	(406)	537
Biden Job Somewhat Disapprove	27%	(91)	73%	(248)	339
Biden Job Strongly Disapprove	25%	(202)	75%	(603)	805
Favorable of Biden	28%	(271)	72%	(698)	969
Unfavorable of Biden	26%	(290)	74%	(844)	1134
Very Favorable of Biden	32%	(154)	68%	(328)	482
Somewhat Favorable of Biden	24%	(118)	76%	(369)	487
Somewhat Unfavorable of Biden	29%	(88)	71%	(211)	299
Very Unfavorable of Biden	24%	(203)	76%	(632)	835
#1 Issue: Economy	25%	(226)	75%	(687)	913
#1 Issue: Security	26%	(62)	74%	(181)	243
#1 Issue: Health Care	25%	(42)	75%	(128)	170
#1 Issue: Medicare / Social Security	31%	(81)	69%	(184)	266
#1 Issue: Women's Issues	27%	(83)	73%	(228)	311
#1 Issue: Education	21%	(12)	79%	(47)	59
#1 Issue: Energy	25%	(34)	75%	(100)	134
#1 Issue: Other	29%	(34)	71%	(81)	115
2020 Vote: Joe Biden	30%	(280)	70%	(665)	945
2020 Vote: Donald Trump	26%	(189)	74%	(551)	740
2020 Vote: Other	18%	(12)	82%	(55)	67
2020 Vote: Didn't Vote	20%	(94)	80%	(365)	459
2018 House Vote: Democrat	30%	(226)	70%	(529)	755
2018 House Vote: Republican	28%	(167)	72%	(422)	589
2018 House Vote: Someone else	19%	(10)	81%	(40)	50
2016 Vote: Hillary Clinton	30%	(208)	70%	(487)	695
2016 Vote: Donald Trump	28%	(185)	72%	(471)	656
2016 Vote: Other	23%	(20)	77%	(66)	86
2016 Vote: Didn't Vote	21%	(160)	79%	(605)	765

Table MCFE27_7NET: *If you had to pick, what would you say are your favorite genre(s) for TV/film? Please select up to three.If you don't have favorites, select 'I don't have favorites.'*
Drama

Demographic	Selected		Not Selected		Total N
Adults	26%	(574)	74%	(1636)	2210
Voted in 2014: Yes	29%	(360)	71%	(866)	1227
Voted in 2014: No	22%	(214)	78%	(769)	983
4-Region: Northeast	29%	(112)	71%	(271)	383
4-Region: Midwest	26%	(118)	74%	(338)	456
4-Region: South	25%	(214)	75%	(630)	844
4-Region: West	25%	(130)	75%	(396)	527
TikTok Users	24%	(189)	76%	(603)	793
Twitch Users	14%	(31)	86%	(185)	216
2022 Sports Viewers/Attendees	27%	(400)	73%	(1075)	1475
Monthly Moviegoers	26%	(83)	74%	(238)	320
Few Times per Year + Moviegoers	25%	(232)	75%	(687)	920
Heard Smile Campaign	21%	(115)	79%	(436)	551
Heard Minion Campaign	23%	(126)	77%	(414)	540
Listens to Podcasts	25%	(280)	75%	(851)	1132
Streaming Services User	26%	(461)	74%	(1312)	1773
Netflix User	27%	(398)	73%	(1076)	1474
Disney+ User	23%	(223)	77%	(761)	984
Heterosexual or straight	27%	(526)	73%	(1444)	1971
Gay	25%	(17)	75%	(51)	68
Bisexual	18%	(16)	82%	(73)	88
Yes	19%	(14)	81%	(57)	70
No	26%	(561)	74%	(1579)	2140

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

Table MCFE27_8NET: *If you had to pick, what would you say are your favorite genre(s) for TV/film? Please select up to three.If you don't have favorites, select 'I don't have favorites.'*
Musical

Demographic	Selected		Not Selected		Total N
Adults	5%	(114)	95%	(2096)	2210
Gender: Male	3%	(33)	97%	(1035)	1068
Gender: Female	7%	(82)	93%	(1061)	1142
Age: 18-34	5%	(30)	95%	(612)	642
Age: 35-44	4%	(13)	96%	(353)	365
Age: 45-64	5%	(33)	95%	(681)	714
Age: 65+	8%	(38)	92%	(451)	489
GenZers: 1997-2012	4%	(11)	96%	(246)	256
Millennials: 1981-1996	4%	(26)	96%	(627)	653
GenXers: 1965-1980	5%	(25)	95%	(530)	555
Baby Boomers: 1946-1964	7%	(45)	93%	(628)	673
PID: Dem (no lean)	5%	(42)	95%	(818)	860
PID: Ind (no lean)	5%	(34)	95%	(640)	674
PID: Rep (no lean)	6%	(38)	94%	(638)	676
PID/Gender: Dem Men	3%	(10)	97%	(384)	394
PID/Gender: Dem Women	7%	(31)	93%	(434)	465
PID/Gender: Ind Men	3%	(9)	97%	(337)	345
PID/Gender: Ind Women	8%	(25)	92%	(304)	329
PID/Gender: Rep Men	4%	(14)	96%	(315)	328
PID/Gender: Rep Women	7%	(25)	93%	(323)	348
Ideo: Liberal (1-3)	6%	(40)	94%	(616)	656
Ideo: Moderate (4)	5%	(34)	95%	(717)	751
Ideo: Conservative (5-7)	5%	(35)	95%	(631)	666
Educ: < College	5%	(65)	95%	(1372)	1437
Educ: Bachelors degree	6%	(30)	94%	(461)	491
Educ: Post-grad	7%	(19)	93%	(263)	282
Income: Under 50k	5%	(64)	95%	(1207)	1271
Income: 50k-100k	7%	(43)	93%	(614)	656
Income: 100k+	3%	(8)	97%	(275)	283
Ethnicity: White	6%	(95)	94%	(1615)	1711
Ethnicity: Hispanic	4%	(15)	96%	(359)	374

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Table MCFE27_8NET: *If you had to pick, what would you say are your favorite genre(s) for TV/film? Please select up to three. If you don't have favorites, select 'I don't have favorites.'*
Musical

Demographic	Selected		Not Selected		Total N
Adults	5%	(114)	95%	(2096)	2210
Ethnicity: Black	4%	(10)	96%	(272)	282
Ethnicity: Other	4%	(9)	96%	(208)	217
All Christian	6%	(65)	94%	(964)	1029
All Non-Christian	4%	(5)	96%	(124)	129
Atheist	1%	(1)	99%	(99)	99
Agnostic/Nothing in particular	4%	(22)	96%	(566)	587
Something Else	6%	(22)	94%	(344)	365
Religious Non-Protestant/Catholic	3%	(5)	97%	(149)	154
Evangelical	7%	(39)	93%	(519)	558
Non-Evangelical	6%	(45)	94%	(746)	792
Community: Urban	5%	(33)	95%	(605)	638
Community: Suburban	6%	(57)	94%	(957)	1014
Community: Rural	4%	(24)	96%	(534)	558
Employ: Private Sector	5%	(32)	95%	(622)	654
Employ: Government	4%	(6)	96%	(130)	136
Employ: Self-Employed	4%	(6)	96%	(160)	166
Employ: Homemaker	8%	(15)	92%	(175)	190
Employ: Student	6%	(4)	94%	(58)	62
Employ: Retired	7%	(39)	93%	(523)	563
Employ: Unemployed	2%	(7)	98%	(294)	301
Employ: Other	3%	(4)	97%	(133)	137
Military HH: Yes	3%	(9)	97%	(274)	283
Military HH: No	5%	(105)	95%	(1822)	1927
RD/WT: Right Direction	7%	(49)	93%	(617)	666
RD/WT: Wrong Track	4%	(65)	96%	(1478)	1544
Biden Job Approve	6%	(61)	94%	(909)	970
Biden Job Disapprove	4%	(50)	96%	(1094)	1144

Table MCFE27_8NET: *If you had to pick, what would you say are your favorite genre(s) for TV/film? Please select up to three.If you don't have favorites, select 'I don't have favorites.'*
Musical

Demographic	Selected		Not Selected		Total N
Adults	5%	(114)	95%	(2096)	2210
Biden Job Strongly Approve	6%	(24)	94%	(409)	433
Biden Job Somewhat Approve	7%	(38)	93%	(500)	537
Biden Job Somewhat Disapprove	4%	(13)	96%	(326)	339
Biden Job Strongly Disapprove	5%	(37)	95%	(768)	805
Favorable of Biden	6%	(56)	94%	(913)	969
Unfavorable of Biden	5%	(54)	95%	(1080)	1134
Very Favorable of Biden	6%	(28)	94%	(454)	482
Somewhat Favorable of Biden	6%	(28)	94%	(459)	487
Somewhat Unfavorable of Biden	3%	(10)	97%	(289)	299
Very Unfavorable of Biden	5%	(44)	95%	(791)	835
#1 Issue: Economy	4%	(34)	96%	(879)	913
#1 Issue: Security	8%	(19)	92%	(224)	243
#1 Issue: Health Care	5%	(9)	95%	(161)	170
#1 Issue: Medicare / Social Security	6%	(17)	94%	(249)	266
#1 Issue: Women's Issues	6%	(18)	94%	(293)	311
#1 Issue: Education	6%	(3)	94%	(56)	59
#1 Issue: Energy	6%	(8)	94%	(126)	134
#1 Issue: Other	6%	(7)	94%	(108)	115
2020 Vote: Joe Biden	5%	(51)	95%	(894)	945
2020 Vote: Donald Trump	6%	(45)	94%	(695)	740
2020 Vote: Other	4%	(3)	96%	(64)	67
2020 Vote: Didn't Vote	3%	(16)	97%	(443)	459
2018 House Vote: Democrat	6%	(42)	94%	(713)	755
2018 House Vote: Republican	6%	(37)	94%	(552)	589
2018 House Vote: Someone else	5%	(2)	95%	(47)	50
2016 Vote: Hillary Clinton	6%	(40)	94%	(655)	695
2016 Vote: Donald Trump	7%	(43)	93%	(613)	656
2016 Vote: Other	4%	(4)	96%	(82)	86
2016 Vote: Didn't Vote	3%	(27)	97%	(738)	765

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Table MCFE27_8NET: *If you had to pick, what would you say are your favorite genre(s) for TV/film? Please select up to three.If you don't have favorites, select 'I don't have favorites.'*
Musical

Demographic	Selected		Not Selected		Total N
Adults	5%	(114)	95%	(2096)	2210
Voted in 2014: Yes	6%	(74)	94%	(1153)	1227
Voted in 2014: No	4%	(40)	96%	(943)	983
4-Region: Northeast	5%	(18)	95%	(364)	383
4-Region: Midwest	6%	(28)	94%	(429)	456
4-Region: South	5%	(44)	95%	(800)	844
4-Region: West	5%	(24)	95%	(502)	527
TikTok Users	4%	(31)	96%	(762)	793
Twitch Users	7%	(15)	93%	(201)	216
2022 Sports Viewers/Attendees	5%	(78)	95%	(1397)	1475
Monthly Moviegoers	4%	(13)	96%	(307)	320
Few Times per Year + Moviegoers	5%	(47)	95%	(873)	920
Heard Smile Campaign	5%	(28)	95%	(523)	551
Heard Minion Campaign	5%	(28)	95%	(512)	540
Listens to Podcasts	5%	(55)	95%	(1077)	1132
Streaming Services User	5%	(88)	95%	(1684)	1773
Netflix User	5%	(72)	95%	(1402)	1474
Disney+ User	6%	(59)	94%	(925)	984
Heterosexual or straight	5%	(97)	95%	(1873)	1971
Gay	13%	(9)	87%	(59)	68
Bisexual	6%	(5)	94%	(84)	88
Yes	—	(0)	100%	(70)	70
No	5%	(114)	95%	(2026)	2140

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

Table MCFE27_9NET: *If you had to pick, what would you say are your favorite genre(s) for TV/film? Please select up to three.If you don't have favorites, select 'I don't have favorites.'*
Kids/Family

Demographic	Selected		Not Selected		Total N
Adults	7%	(160)	93%	(2050)	2210
Gender: Male	5%	(51)	95%	(1017)	1068
Gender: Female	9%	(108)	91%	(1034)	1142
Age: 18-34	10%	(67)	90%	(575)	642
Age: 35-44	8%	(29)	92%	(337)	365
Age: 45-64	7%	(49)	93%	(665)	714
Age: 65+	3%	(16)	97%	(473)	489
GenZers: 1997-2012	7%	(18)	93%	(238)	256
Millennials: 1981-1996	11%	(70)	89%	(583)	653
GenXers: 1965-1980	7%	(39)	93%	(516)	555
Baby Boomers: 1946-1964	4%	(29)	96%	(644)	673
PID: Dem (no lean)	7%	(62)	93%	(797)	860
PID: Ind (no lean)	5%	(37)	95%	(638)	674
PID: Rep (no lean)	9%	(61)	91%	(615)	676
PID/Gender: Dem Men	5%	(19)	95%	(375)	394
PID/Gender: Dem Women	9%	(43)	91%	(423)	465
PID/Gender: Ind Men	3%	(11)	97%	(335)	345
PID/Gender: Ind Women	8%	(26)	92%	(303)	329
PID/Gender: Rep Men	6%	(21)	94%	(307)	328
PID/Gender: Rep Women	11%	(40)	89%	(308)	348
Ideo: Liberal (1-3)	5%	(34)	95%	(622)	656
Ideo: Moderate (4)	8%	(60)	92%	(691)	751
Ideo: Conservative (5-7)	8%	(55)	92%	(612)	666
Educ: < College	8%	(115)	92%	(1322)	1437
Educ: Bachelors degree	6%	(29)	94%	(461)	491
Educ: Post-grad	5%	(15)	95%	(267)	282
Income: Under 50k	8%	(102)	92%	(1169)	1271
Income: 50k-100k	6%	(37)	94%	(619)	656
Income: 100k+	7%	(21)	93%	(262)	283
Ethnicity: White	7%	(119)	93%	(1591)	1711
Ethnicity: Hispanic	10%	(37)	90%	(336)	374

Table MCFE27_9NET: *If you had to pick, what would you say are your favorite genre(s) for TV/film? Please select up to three.If you don't have favorites, select 'I don't have favorites.'*
Kids/Family

Demographic	Selected		Not Selected		Total N
Adults	7%	(160)	93%	(2050)	2210
Ethnicity: Black	7%	(21)	93%	(261)	282
Ethnicity: Other	9%	(19)	91%	(198)	217
All Christian	8%	(86)	92%	(943)	1029
All Non-Christian	7%	(8)	93%	(120)	129
Atheist	5%	(5)	95%	(95)	99
Agnostic/Nothing in particular	4%	(26)	96%	(561)	587
Something Else	10%	(35)	90%	(331)	365
Religious Non-Protestant/Catholic	8%	(12)	92%	(142)	154
Evangelical	12%	(66)	88%	(492)	558
Non-Evangelical	6%	(51)	94%	(741)	792
Community: Urban	8%	(52)	92%	(585)	638
Community: Suburban	6%	(61)	94%	(954)	1014
Community: Rural	8%	(47)	92%	(511)	558
Employ: Private Sector	8%	(52)	92%	(603)	654
Employ: Government	12%	(16)	88%	(120)	136
Employ: Self-Employed	7%	(12)	93%	(155)	166
Employ: Homemaker	11%	(22)	89%	(168)	190
Employ: Student	3%	(2)	97%	(60)	62
Employ: Retired	4%	(21)	96%	(542)	563
Employ: Unemployed	8%	(24)	92%	(277)	301
Employ: Other	9%	(12)	91%	(125)	137
Military HH: Yes	5%	(15)	95%	(268)	283
Military HH: No	7%	(144)	93%	(1782)	1927
RD/WT: Right Direction	8%	(52)	92%	(614)	666
RD/WT: Wrong Track	7%	(108)	93%	(1436)	1544
Biden Job Approve	8%	(78)	92%	(892)	970
Biden Job Disapprove	6%	(74)	94%	(1070)	1144

Table MCFE27_9NET: *If you had to pick, what would you say are your favorite genre(s) for TV/film? Please select up to three.If you don't have favorites, select 'I don't have favorites.'*
Kids/Family

Demographic	Selected		Not Selected		Total N
Adults	7%	(160)	93%	(2050)	2210
Biden Job Strongly Approve	8%	(36)	92%	(397)	433
Biden Job Somewhat Approve	8%	(42)	92%	(495)	537
Biden Job Somewhat Disapprove	7%	(25)	93%	(314)	339
Biden Job Strongly Disapprove	6%	(49)	94%	(756)	805
Favorable of Biden	7%	(72)	93%	(898)	969
Unfavorable of Biden	7%	(80)	93%	(1054)	1134
Very Favorable of Biden	7%	(34)	93%	(448)	482
Somewhat Favorable of Biden	8%	(38)	92%	(449)	487
Somewhat Unfavorable of Biden	9%	(27)	91%	(272)	299
Very Unfavorable of Biden	6%	(53)	94%	(782)	835
#1 Issue: Economy	6%	(59)	94%	(854)	913
#1 Issue: Security	10%	(24)	90%	(218)	243
#1 Issue: Health Care	8%	(14)	92%	(156)	170
#1 Issue: Medicare / Social Security	4%	(10)	96%	(256)	266
#1 Issue: Women's Issues	9%	(28)	91%	(283)	311
#1 Issue: Education	16%	(10)	84%	(49)	59
#1 Issue: Energy	8%	(11)	92%	(123)	134
#1 Issue: Other	3%	(4)	97%	(111)	115
2020 Vote: Joe Biden	6%	(56)	94%	(889)	945
2020 Vote: Donald Trump	8%	(63)	92%	(677)	740
2020 Vote: Other	5%	(3)	95%	(64)	67
2020 Vote: Didn't Vote	8%	(38)	92%	(420)	459
2018 House Vote: Democrat	6%	(47)	94%	(708)	755
2018 House Vote: Republican	8%	(46)	92%	(543)	589
2018 House Vote: Someone else	7%	(3)	93%	(46)	50
2016 Vote: Hillary Clinton	6%	(43)	94%	(652)	695
2016 Vote: Donald Trump	8%	(52)	92%	(603)	656
2016 Vote: Other	9%	(7)	91%	(78)	86
2016 Vote: Didn't Vote	7%	(57)	93%	(708)	765

Table MCFE27_9NET: *If you had to pick, what would you say are your favorite genre(s) for TV/film? Please select up to three.If you don't have favorites, select 'I don't have favorites.'*
Kids/Family

Demographic	Selected		Not Selected		Total N
Adults	7%	(160)	93%	(2050)	2210
Voted in 2014: Yes	7%	(85)	93%	(1141)	1227
Voted in 2014: No	8%	(74)	92%	(909)	983
4-Region: Northeast	7%	(25)	93%	(357)	383
4-Region: Midwest	6%	(30)	94%	(427)	456
4-Region: South	9%	(73)	91%	(772)	844
4-Region: West	6%	(32)	94%	(494)	527
TikTok Users	9%	(73)	91%	(720)	793
Twitch Users	8%	(17)	92%	(198)	216
2022 Sports Viewers/Attendees	7%	(108)	93%	(1367)	1475
Monthly Moviegoers	8%	(27)	92%	(293)	320
Few Times per Year + Moviegoers	7%	(68)	93%	(852)	920
Heard Smile Campaign	8%	(42)	92%	(509)	551
Heard Minion Campaign	10%	(52)	90%	(488)	540
Listens to Podcasts	7%	(84)	93%	(1047)	1132
Streaming Services User	8%	(145)	92%	(1628)	1773
Netflix User	8%	(122)	92%	(1352)	1474
Disney+ User	12%	(114)	88%	(870)	984
Heterosexual or straight	7%	(140)	93%	(1831)	1971
Gay	1%	(1)	99%	(67)	68
Bisexual	16%	(14)	84%	(74)	88
Yes	12%	(8)	88%	(62)	70
No	7%	(151)	93%	(1988)	2140

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

Table MCFE27_10NET: *If you had to pick, what would you say are your favorite genre(s) for TV/film? Please select up to three. If you don't have favorites, select 'I don't have favorites.'*
Foreign Language

Demographic	Selected		Not Selected		Total N
Adults	1%	(29)	99%	(2181)	2210
Gender: Male	1%	(14)	99%	(1053)	1068
Gender: Female	1%	(14)	99%	(1128)	1142
Age: 18-34	2%	(12)	98%	(630)	642
Age: 35-44	1%	(4)	99%	(361)	365
Age: 45-64	1%	(5)	99%	(709)	714
Age: 65+	1%	(7)	99%	(482)	489
GenZers: 1997-2012	3%	(9)	97%	(248)	256
Millennials: 1981-1996	1%	(8)	99%	(645)	653
GenXers: 1965-1980	1%	(3)	99%	(552)	555
Baby Boomers: 1946-1964	1%	(6)	99%	(667)	673
PID: Dem (no lean)	2%	(17)	98%	(842)	860
PID: Ind (no lean)	1%	(5)	99%	(669)	674
PID: Rep (no lean)	1%	(6)	99%	(670)	676
PID/Gender: Dem Men	3%	(12)	97%	(382)	394
PID/Gender: Dem Women	1%	(5)	99%	(460)	465
PID/Gender: Ind Men	—	(1)	100%	(344)	345
PID/Gender: Ind Women	1%	(5)	99%	(325)	329
PID/Gender: Rep Men	—	(1)	100%	(327)	328
PID/Gender: Rep Women	1%	(5)	99%	(343)	348
Ideo: Liberal (1-3)	3%	(18)	97%	(638)	656
Ideo: Moderate (4)	1%	(5)	99%	(746)	751
Ideo: Conservative (5-7)	1%	(6)	99%	(660)	666
Educ: < College	1%	(13)	99%	(1424)	1437
Educ: Bachelors degree	2%	(11)	98%	(480)	491
Educ: Post-grad	2%	(5)	98%	(277)	282
Income: Under 50k	1%	(14)	99%	(1258)	1271
Income: 50k-100k	2%	(11)	98%	(646)	656
Income: 100k+	2%	(5)	98%	(278)	283
Ethnicity: White	1%	(19)	99%	(1692)	1711
Ethnicity: Hispanic	2%	(7)	98%	(367)	374

Table MCFE27_10NET: *If you had to pick, what would you say are your favorite genre(s) for TV/film? Please select up to three.If you don't have favorites, select 'I don't have favorites.'*
Foreign Language

Demographic	Selected		Not Selected		Total N
Adults	1%	(29)	99%	(2181)	2210
Ethnicity: Black	2%	(5)	98%	(278)	282
Ethnicity: Other	2%	(5)	98%	(212)	217
All Christian	1%	(12)	99%	(1017)	1029
All Non-Christian	1%	(2)	99%	(127)	129
Atheist	5%	(5)	95%	(95)	99
Agnostic/Nothing in particular	1%	(7)	99%	(581)	587
Something Else	1%	(3)	99%	(362)	365
Religious Non-Protestant/Catholic	1%	(2)	99%	(152)	154
Evangelical	2%	(9)	98%	(549)	558
Non-Evangelical	1%	(6)	99%	(785)	792
Community: Urban	2%	(14)	98%	(623)	638
Community: Suburban	1%	(14)	99%	(1000)	1014
Community: Rural	—	(0)	100%	(558)	558
Employ: Private Sector	2%	(11)	98%	(643)	654
Employ: Government	1%	(1)	99%	(135)	136
Employ: Self-Employed	2%	(4)	98%	(163)	166
Employ: Homemaker	—	(0)	100%	(190)	190
Employ: Student	5%	(3)	95%	(59)	62
Employ: Retired	1%	(7)	99%	(556)	563
Employ: Unemployed	1%	(2)	99%	(299)	301
Employ: Other	—	(1)	100%	(136)	137
Military HH: Yes	—	(1)	100%	(282)	283
Military HH: No	1%	(28)	99%	(1899)	1927
RD/WT: Right Direction	2%	(15)	98%	(651)	666
RD/WT: Wrong Track	1%	(14)	99%	(1530)	1544
Biden Job Approve	2%	(19)	98%	(951)	970
Biden Job Disapprove	1%	(10)	99%	(1134)	1144

Table MCFE27_10NET: *If you had to pick, what would you say are your favorite genre(s) for TV/film? Please select up to three.If you don't have favorites, select 'I don't have favorites.'*
Foreign Language

Demographic	Selected		Not Selected		Total N
Adults	1%	(29)	99%	(2181)	2210
Biden Job Strongly Approve	3%	(13)	97%	(420)	433
Biden Job Somewhat Approve	1%	(6)	99%	(531)	537
Biden Job Somewhat Disapprove	1%	(3)	99%	(336)	339
Biden Job Strongly Disapprove	1%	(7)	99%	(799)	805
Favorable of Biden	2%	(16)	98%	(953)	969
Unfavorable of Biden	1%	(12)	99%	(1122)	1134
Very Favorable of Biden	2%	(7)	98%	(475)	482
Somewhat Favorable of Biden	2%	(9)	98%	(478)	487
Somewhat Unfavorable of Biden	2%	(6)	98%	(293)	299
Very Unfavorable of Biden	1%	(7)	99%	(829)	835
#1 Issue: Economy	1%	(8)	99%	(905)	913
#1 Issue: Security	1%	(2)	99%	(240)	243
#1 Issue: Health Care	4%	(7)	96%	(163)	170
#1 Issue: Medicare / Social Security	1%	(2)	99%	(264)	266
#1 Issue: Women's Issues	2%	(6)	98%	(305)	311
#1 Issue: Education	2%	(1)	98%	(58)	59
#1 Issue: Energy	—	(0)	100%	(134)	134
#1 Issue: Other	2%	(2)	98%	(112)	115
2020 Vote: Joe Biden	2%	(22)	98%	(923)	945
2020 Vote: Donald Trump	1%	(5)	99%	(735)	740
2020 Vote: Other	—	(0)	100%	(67)	67
2020 Vote: Didn't Vote	—	(2)	100%	(457)	459
2018 House Vote: Democrat	2%	(16)	98%	(739)	755
2018 House Vote: Republican	1%	(5)	99%	(584)	589
2018 House Vote: Someone else	—	(0)	100%	(50)	50
2016 Vote: Hillary Clinton	2%	(14)	98%	(681)	695
2016 Vote: Donald Trump	—	(3)	100%	(653)	656
2016 Vote: Other	—	(0)	100%	(86)	86
2016 Vote: Didn't Vote	1%	(11)	99%	(754)	765

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Table MCFE27_10NET: *If you had to pick, what would you say are your favorite genre(s) for TV/film? Please select up to three.If you don't have favorites, select 'I don't have favorites.'*
Foreign Language

Demographic	Selected		Not Selected		Total N
Adults	1%	(29)	99%	(2181)	2210
Voted in 2014: Yes	1%	(17)	99%	(1210)	1227
Voted in 2014: No	1%	(12)	99%	(971)	983
4-Region: Northeast	1%	(5)	99%	(378)	383
4-Region: Midwest	1%	(6)	99%	(450)	456
4-Region: South	1%	(9)	99%	(835)	844
4-Region: West	2%	(9)	98%	(518)	527
TikTok Users	2%	(15)	98%	(778)	793
Twitch Users	4%	(9)	96%	(206)	216
2022 Sports Viewers/Attendees	2%	(23)	98%	(1453)	1475
Monthly Moviegoers	3%	(11)	97%	(309)	320
Few Times per Year + Moviegoers	2%	(18)	98%	(902)	920
Heard Smile Campaign	2%	(13)	98%	(538)	551
Heard Minion Campaign	3%	(17)	97%	(524)	540
Listens to Podcasts	2%	(19)	98%	(1113)	1132
Streaming Services User	1%	(23)	99%	(1749)	1773
Netflix User	1%	(20)	99%	(1453)	1474
Disney+ User	1%	(15)	99%	(970)	984
Heterosexual or straight	1%	(24)	99%	(1946)	1971
Gay	1%	(1)	99%	(67)	68
Bisexual	3%	(3)	97%	(86)	88
Yes	4%	(3)	96%	(68)	70
No	1%	(26)	99%	(2114)	2140

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

Table MCFE27_11NET: *If you had to pick, what would you say are your favorite genre(s) for TV/film? Please select up to three.If you don't have favorites, select 'I don't have favorites.'*
Documentary

Demographic	Selected		Not Selected		Total N
Adults	14%	(318)	86%	(1892)	2210
Gender: Male	14%	(145)	86%	(923)	1068
Gender: Female	15%	(173)	85%	(969)	1142
Age: 18-34	9%	(59)	91%	(583)	642
Age: 35-44	16%	(58)	84%	(308)	365
Age: 45-64	15%	(104)	85%	(610)	714
Age: 65+	20%	(98)	80%	(391)	489
GenZers: 1997-2012	9%	(24)	91%	(232)	256
Millennials: 1981-1996	12%	(81)	88%	(571)	653
GenXers: 1965-1980	13%	(73)	87%	(482)	555
Baby Boomers: 1946-1964	19%	(128)	81%	(545)	673
PID: Dem (no lean)	13%	(113)	87%	(747)	860
PID: Ind (no lean)	16%	(110)	84%	(565)	674
PID: Rep (no lean)	14%	(96)	86%	(580)	676
PID/Gender: Dem Men	12%	(46)	88%	(348)	394
PID/Gender: Dem Women	14%	(67)	86%	(399)	465
PID/Gender: Ind Men	14%	(48)	86%	(297)	345
PID/Gender: Ind Women	19%	(62)	81%	(267)	329
PID/Gender: Rep Men	16%	(51)	84%	(277)	328
PID/Gender: Rep Women	13%	(45)	87%	(303)	348
Ideo: Liberal (1-3)	15%	(98)	85%	(558)	656
Ideo: Moderate (4)	14%	(104)	86%	(647)	751
Ideo: Conservative (5-7)	16%	(104)	84%	(563)	666
Educ: < College	13%	(183)	87%	(1254)	1437
Educ: Bachelors degree	18%	(89)	82%	(401)	491
Educ: Post-grad	16%	(46)	84%	(236)	282
Income: Under 50k	12%	(156)	88%	(1115)	1271
Income: 50k-100k	17%	(110)	83%	(547)	656
Income: 100k+	19%	(53)	81%	(230)	283
Ethnicity: White	16%	(270)	84%	(1441)	1711
Ethnicity: Hispanic	10%	(37)	90%	(337)	374

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Table MCFE27_11NET: *If you had to pick, what would you say are your favorite genre(s) for TV/film? Please select up to three.If you don't have favorites, select 'I don't have favorites.'*
Documentary

Demographic	Selected		Not Selected		Total N
Adults	14%	(318)	86%	(1892)	2210
Ethnicity: Black	7%	(21)	93%	(261)	282
Ethnicity: Other	13%	(27)	87%	(190)	217
All Christian	15%	(151)	85%	(878)	1029
All Non-Christian	16%	(21)	84%	(108)	129
Atheist	22%	(22)	78%	(78)	99
Agnostic/Nothing in particular	13%	(77)	87%	(510)	587
Something Else	13%	(47)	87%	(318)	365
Religious Non-Protestant/Catholic	15%	(23)	85%	(131)	154
Evangelical	12%	(69)	88%	(489)	558
Non-Evangelical	16%	(126)	84%	(666)	792
Community: Urban	12%	(79)	88%	(559)	638
Community: Suburban	15%	(157)	85%	(857)	1014
Community: Rural	15%	(82)	85%	(476)	558
Employ: Private Sector	16%	(107)	84%	(547)	654
Employ: Government	16%	(22)	84%	(114)	136
Employ: Self-Employed	13%	(21)	87%	(145)	166
Employ: Homemaker	6%	(12)	94%	(178)	190
Employ: Student	11%	(7)	89%	(55)	62
Employ: Retired	18%	(101)	82%	(461)	563
Employ: Unemployed	13%	(38)	87%	(264)	301
Employ: Other	8%	(11)	92%	(126)	137
Military HH: Yes	17%	(48)	83%	(235)	283
Military HH: No	14%	(270)	86%	(1656)	1927
RD/WT: Right Direction	13%	(88)	87%	(578)	666
RD/WT: Wrong Track	15%	(230)	85%	(1314)	1544
Biden Job Approve	16%	(151)	84%	(819)	970
Biden Job Disapprove	14%	(162)	86%	(982)	1144

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Table MCFE27_11NET: *If you had to pick, what would you say are your favorite genre(s) for TV/film? Please select up to three. If you don't have favorites, select 'I don't have favorites.'*

Documentary

Demographic	Selected		Not Selected		Total N
Adults	14%	(318)	86%	(1892)	2210
Biden Job Strongly Approve	16%	(70)	84%	(363)	433
Biden Job Somewhat Approve	15%	(81)	85%	(456)	537
Biden Job Somewhat Disapprove	13%	(43)	87%	(296)	339
Biden Job Strongly Disapprove	15%	(119)	85%	(686)	805
Favorable of Biden	16%	(153)	84%	(817)	969
Unfavorable of Biden	14%	(161)	86%	(973)	1134
Very Favorable of Biden	15%	(73)	85%	(409)	482
Somewhat Favorable of Biden	16%	(79)	84%	(408)	487
Somewhat Unfavorable of Biden	12%	(37)	88%	(262)	299
Very Unfavorable of Biden	15%	(124)	85%	(711)	835
#1 Issue: Economy	14%	(130)	86%	(783)	913
#1 Issue: Security	13%	(33)	87%	(210)	243
#1 Issue: Health Care	11%	(18)	89%	(152)	170
#1 Issue: Medicare / Social Security	15%	(39)	85%	(227)	266
#1 Issue: Women's Issues	12%	(37)	88%	(274)	311
#1 Issue: Education	10%	(6)	90%	(53)	59
#1 Issue: Energy	21%	(29)	79%	(105)	134
#1 Issue: Other	24%	(27)	76%	(87)	115
2020 Vote: Joe Biden	16%	(149)	84%	(795)	945
2020 Vote: Donald Trump	14%	(106)	86%	(634)	740
2020 Vote: Other	18%	(12)	82%	(55)	67
2020 Vote: Didn't Vote	11%	(51)	89%	(408)	459
2018 House Vote: Democrat	16%	(121)	84%	(634)	755
2018 House Vote: Republican	15%	(88)	85%	(501)	589
2018 House Vote: Someone else	15%	(7)	85%	(42)	50
2016 Vote: Hillary Clinton	18%	(127)	82%	(568)	695
2016 Vote: Donald Trump	13%	(87)	87%	(569)	656
2016 Vote: Other	20%	(17)	80%	(69)	86
2016 Vote: Didn't Vote	11%	(85)	89%	(680)	765

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Table MCFE27_11NET: *If you had to pick, what would you say are your favorite genre(s) for TV/film? Please select up to three.If you don't have favorites, select 'I don't have favorites.'*

Documentary

Demographic	Selected		Not Selected		Total N
Adults	14%	(318)	86%	(1892)	2210
Voted in 2014: Yes	16%	(191)	84%	(1035)	1227
Voted in 2014: No	13%	(127)	87%	(857)	983
4-Region: Northeast	15%	(58)	85%	(325)	383
4-Region: Midwest	14%	(63)	86%	(393)	456
4-Region: South	13%	(114)	87%	(731)	844
4-Region: West	16%	(83)	84%	(443)	527
TikTok Users	12%	(98)	88%	(695)	793
Twitch Users	14%	(29)	86%	(186)	216
2022 Sports Viewers/Attendees	15%	(219)	85%	(1256)	1475
Monthly Moviegoers	12%	(37)	88%	(284)	320
Few Times per Year + Moviegoers	12%	(113)	88%	(807)	920
Heard Smile Campaign	10%	(53)	90%	(498)	551
Heard Minion Campaign	9%	(50)	91%	(490)	540
Listens to Podcasts	15%	(169)	85%	(962)	1132
Streaming Services User	14%	(255)	86%	(1517)	1773
Netflix User	14%	(211)	86%	(1263)	1474
Disney+ User	11%	(107)	89%	(877)	984
Heterosexual or straight	15%	(290)	85%	(1680)	1971
Gay	7%	(5)	93%	(63)	68
Bisexual	15%	(13)	85%	(75)	88
Yes	15%	(10)	85%	(60)	70
No	14%	(308)	86%	(1832)	2140

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

Table MCFE27_12NET: *If you had to pick, what would you say are your favorite genre(s) for TV/film? Please select up to three.If you don't have favorites, select 'I don't have favorites.'*

Animation

Demographic	Selected		Not Selected		Total N
Adults	7%	(164)	93%	(2046)	2210
Gender: Male	9%	(98)	91%	(970)	1068
Gender: Female	6%	(66)	94%	(1076)	1142
Age: 18-34	14%	(92)	86%	(550)	642
Age: 35-44	7%	(24)	93%	(342)	365
Age: 45-64	4%	(30)	96%	(684)	714
Age: 65+	4%	(18)	96%	(471)	489
GenZers: 1997-2012	16%	(42)	84%	(215)	256
Millennials: 1981-1996	10%	(63)	90%	(589)	653
GenXers: 1965-1980	5%	(30)	95%	(525)	555
Baby Boomers: 1946-1964	4%	(28)	96%	(646)	673
PID: Dem (no lean)	7%	(57)	93%	(803)	860
PID: Ind (no lean)	10%	(65)	90%	(610)	674
PID: Rep (no lean)	6%	(42)	94%	(634)	676
PID/Gender: Dem Men	8%	(30)	92%	(364)	394
PID/Gender: Dem Women	6%	(27)	94%	(439)	465
PID/Gender: Ind Men	11%	(37)	89%	(308)	345
PID/Gender: Ind Women	8%	(28)	92%	(302)	329
PID/Gender: Rep Men	9%	(30)	91%	(298)	328
PID/Gender: Rep Women	3%	(12)	97%	(336)	348
Ideo: Liberal (1-3)	9%	(56)	91%	(600)	656
Ideo: Moderate (4)	8%	(57)	92%	(694)	751
Ideo: Conservative (5-7)	5%	(35)	95%	(631)	666
Educ: < College	8%	(111)	92%	(1326)	1437
Educ: Bachelors degree	7%	(35)	93%	(456)	491
Educ: Post-grad	6%	(17)	94%	(265)	282
Income: Under 50k	9%	(110)	91%	(1161)	1271
Income: 50k-100k	6%	(39)	94%	(617)	656
Income: 100k+	5%	(15)	95%	(268)	283
Ethnicity: White	6%	(111)	94%	(1600)	1711
Ethnicity: Hispanic	13%	(47)	87%	(327)	374

Table MCFE27_12NET: *If you had to pick, what would you say are your favorite genre(s) for TV/film? Please select up to three. If you don't have favorites, select 'I don't have favorites.'*

Animation

Demographic	Selected		Not Selected		Total N
Adults	7%	(164)	93%	(2046)	2210
Ethnicity: Black	9%	(26)	91%	(256)	282
Ethnicity: Other	12%	(26)	88%	(191)	217
All Christian	6%	(66)	94%	(963)	1029
All Non-Christian	4%	(6)	96%	(123)	129
Atheist	8%	(7)	92%	(92)	99
Agnostic/Nothing in particular	9%	(52)	91%	(535)	587
Something Else	9%	(32)	91%	(333)	365
Religious Non-Protestant/Catholic	4%	(7)	96%	(147)	154
Evangelical	7%	(41)	93%	(517)	558
Non-Evangelical	7%	(55)	93%	(737)	792
Community: Urban	8%	(54)	92%	(584)	638
Community: Suburban	7%	(72)	93%	(943)	1014
Community: Rural	7%	(39)	93%	(519)	558
Employ: Private Sector	7%	(45)	93%	(609)	654
Employ: Government	10%	(14)	90%	(122)	136
Employ: Self-Employed	9%	(15)	91%	(152)	166
Employ: Homemaker	8%	(15)	92%	(175)	190
Employ: Student	14%	(9)	86%	(53)	62
Employ: Retired	4%	(20)	96%	(542)	563
Employ: Unemployed	11%	(34)	89%	(267)	301
Employ: Other	9%	(12)	91%	(125)	137
Military HH: Yes	7%	(20)	93%	(263)	283
Military HH: No	7%	(143)	93%	(1783)	1927
RD/WT: Right Direction	7%	(48)	93%	(618)	666
RD/WT: Wrong Track	8%	(116)	92%	(1428)	1544
Biden Job Approve	8%	(73)	92%	(897)	970
Biden Job Disapprove	7%	(82)	93%	(1062)	1144

Table MCFE27_12NET: *If you had to pick, what would you say are your favorite genre(s) for TV/film? Please select up to three.If you don't have favorites, select 'I don't have favorites.'*
Animation

Demographic	Selected		Not Selected		Total N
Adults	7%	(164)	93%	(2046)	2210
Biden Job Strongly Approve	8%	(33)	92%	(400)	433
Biden Job Somewhat Approve	8%	(41)	92%	(497)	537
Biden Job Somewhat Disapprove	8%	(26)	92%	(313)	339
Biden Job Strongly Disapprove	7%	(56)	93%	(749)	805
Favorable of Biden	8%	(75)	92%	(894)	969
Unfavorable of Biden	7%	(79)	93%	(1055)	1134
Very Favorable of Biden	6%	(29)	94%	(453)	482
Somewhat Favorable of Biden	9%	(45)	91%	(442)	487
Somewhat Unfavorable of Biden	7%	(20)	93%	(279)	299
Very Unfavorable of Biden	7%	(59)	93%	(777)	835
#1 Issue: Economy	9%	(78)	91%	(835)	913
#1 Issue: Security	8%	(20)	92%	(223)	243
#1 Issue: Health Care	9%	(15)	91%	(155)	170
#1 Issue: Medicare / Social Security	4%	(10)	96%	(256)	266
#1 Issue: Women's Issues	8%	(25)	92%	(286)	311
#1 Issue: Education	7%	(4)	93%	(55)	59
#1 Issue: Energy	6%	(7)	94%	(127)	134
#1 Issue: Other	4%	(5)	96%	(109)	115
2020 Vote: Joe Biden	6%	(60)	94%	(885)	945
2020 Vote: Donald Trump	7%	(51)	93%	(689)	740
2020 Vote: Other	10%	(6)	90%	(61)	67
2020 Vote: Didn't Vote	10%	(47)	90%	(412)	459
2018 House Vote: Democrat	6%	(44)	94%	(711)	755
2018 House Vote: Republican	5%	(32)	95%	(557)	589
2018 House Vote: Someone else	14%	(7)	86%	(43)	50
2016 Vote: Hillary Clinton	6%	(40)	94%	(655)	695
2016 Vote: Donald Trump	6%	(37)	94%	(619)	656
2016 Vote: Other	7%	(6)	93%	(79)	86
2016 Vote: Didn't Vote	11%	(81)	89%	(684)	765

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Table MCFE27_12NET: *If you had to pick, what would you say are your favorite genre(s) for TV/film? Please select up to three.If you don't have favorites, select 'I don't have favorites.'*
Animation

Demographic	Selected		Not Selected		Total N
Adults	7%	(164)	93%	(2046)	2210
Voted in 2014: Yes	5%	(57)	95%	(1169)	1227
Voted in 2014: No	11%	(106)	89%	(877)	983
4-Region: Northeast	8%	(31)	92%	(352)	383
4-Region: Midwest	6%	(28)	94%	(428)	456
4-Region: South	7%	(61)	93%	(783)	844
4-Region: West	8%	(43)	92%	(483)	527
TikTok Users	10%	(77)	90%	(716)	793
Twitch Users	20%	(43)	80%	(173)	216
2022 Sports Viewers/Attendees	8%	(117)	92%	(1358)	1475
Monthly Moviegoers	11%	(34)	89%	(286)	320
Few Times per Year + Moviegoers	9%	(83)	91%	(836)	920
Heard Smile Campaign	10%	(56)	90%	(495)	551
Heard Minion Campaign	12%	(65)	88%	(476)	540
Listens to Podcasts	8%	(87)	92%	(1045)	1132
Streaming Services User	8%	(137)	92%	(1636)	1773
Netflix User	8%	(124)	92%	(1349)	1474
Disney+ User	10%	(103)	90%	(882)	984
Heterosexual or straight	7%	(135)	93%	(1835)	1971
Gay	11%	(7)	89%	(61)	68
Bisexual	10%	(9)	90%	(79)	88
Yes	16%	(11)	84%	(59)	70
No	7%	(153)	93%	(1987)	2140

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

Table MCFE27_13NET: *If you had to pick, what would you say are your favorite genre(s) for TV/film? Please select up to three. If you don't have favorites, select 'I don't have favorites.'*
Reality (unscripted)

Demographic	Selected		Not Selected		Total N
Adults	5%	(116)	95%	(2094)	2210
Gender: Male	3%	(36)	97%	(1032)	1068
Gender: Female	7%	(80)	93%	(1062)	1142
Age: 18-34	6%	(36)	94%	(606)	642
Age: 35-44	7%	(24)	93%	(341)	365
Age: 45-64	6%	(43)	94%	(671)	714
Age: 65+	3%	(12)	97%	(476)	489
GenZers: 1997-2012	5%	(13)	95%	(243)	256
Millennials: 1981-1996	6%	(39)	94%	(613)	653
GenXers: 1965-1980	6%	(34)	94%	(522)	555
Baby Boomers: 1946-1964	4%	(28)	96%	(645)	673
PID: Dem (no lean)	4%	(36)	96%	(824)	860
PID: Ind (no lean)	6%	(39)	94%	(635)	674
PID: Rep (no lean)	6%	(41)	94%	(635)	676
PID/Gender: Dem Men	2%	(9)	98%	(385)	394
PID/Gender: Dem Women	6%	(27)	94%	(439)	465
PID/Gender: Ind Men	4%	(15)	96%	(330)	345
PID/Gender: Ind Women	7%	(24)	93%	(305)	329
PID/Gender: Rep Men	4%	(12)	96%	(317)	328
PID/Gender: Rep Women	8%	(29)	92%	(319)	348
Ideo: Liberal (1-3)	4%	(29)	96%	(627)	656
Ideo: Moderate (4)	6%	(47)	94%	(704)	751
Ideo: Conservative (5-7)	5%	(33)	95%	(633)	666
Educ: < College	6%	(85)	94%	(1352)	1437
Educ: Bachelors degree	4%	(19)	96%	(471)	491
Educ: Post-grad	4%	(11)	96%	(271)	282
Income: Under 50k	5%	(66)	95%	(1205)	1271
Income: 50k-100k	5%	(32)	95%	(624)	656
Income: 100k+	6%	(17)	94%	(266)	283
Ethnicity: White	5%	(86)	95%	(1624)	1711
Ethnicity: Hispanic	5%	(17)	95%	(357)	374

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Table MCFE27_13NET: *If you had to pick, what would you say are your favorite genre(s) for TV/film? Please select up to three.If you don't have favorites, select 'I don't have favorites.'*
Reality (unscripted)

Demographic	Selected		Not Selected		Total N
Adults	5%	(116)	95%	(2094)	2210
Ethnicity: Black	7%	(21)	93%	(262)	282
Ethnicity: Other	4%	(9)	96%	(208)	217
All Christian	5%	(51)	95%	(978)	1029
All Non-Christian	7%	(9)	93%	(120)	129
Atheist	2%	(2)	98%	(97)	99
Agnostic/Nothing in particular	4%	(23)	96%	(564)	587
Something Else	8%	(30)	92%	(335)	365
Religious Non-Protestant/Catholic	6%	(9)	94%	(145)	154
Evangelical	7%	(38)	93%	(521)	558
Non-Evangelical	5%	(42)	95%	(750)	792
Community: Urban	4%	(25)	96%	(613)	638
Community: Suburban	5%	(52)	95%	(963)	1014
Community: Rural	7%	(39)	93%	(519)	558
Employ: Private Sector	6%	(41)	94%	(613)	654
Employ: Government	4%	(6)	96%	(130)	136
Employ: Self-Employed	3%	(6)	97%	(161)	166
Employ: Homemaker	6%	(12)	94%	(178)	190
Employ: Student	6%	(4)	94%	(58)	62
Employ: Retired	3%	(19)	97%	(543)	563
Employ: Unemployed	6%	(17)	94%	(284)	301
Employ: Other	7%	(10)	93%	(127)	137
Military HH: Yes	4%	(11)	96%	(273)	283
Military HH: No	5%	(105)	95%	(1822)	1927
RD/WT: Right Direction	3%	(22)	97%	(644)	666
RD/WT: Wrong Track	6%	(93)	94%	(1451)	1544
Biden Job Approve	4%	(44)	96%	(926)	970
Biden Job Disapprove	6%	(69)	94%	(1075)	1144

Table MCFE27_13NET: *If you had to pick, what would you say are your favorite genre(s) for TV/film? Please select up to three.If you don't have favorites, select 'I don't have favorites.'*
Reality (unscripted)

Demographic	Selected		Not Selected		Total N
Adults	5%	(116)	95%	(2094)	2210
Biden Job Strongly Approve	4%	(18)	96%	(414)	433
Biden Job Somewhat Approve	5%	(25)	95%	(512)	537
Biden Job Somewhat Disapprove	6%	(21)	94%	(318)	339
Biden Job Strongly Disapprove	6%	(48)	94%	(757)	805
Favorable of Biden	4%	(43)	96%	(926)	969
Unfavorable of Biden	6%	(69)	94%	(1065)	1134
Very Favorable of Biden	3%	(15)	97%	(467)	482
Somewhat Favorable of Biden	6%	(28)	94%	(459)	487
Somewhat Unfavorable of Biden	5%	(16)	95%	(283)	299
Very Unfavorable of Biden	6%	(53)	94%	(783)	835
#1 Issue: Economy	5%	(44)	95%	(869)	913
#1 Issue: Security	10%	(23)	90%	(219)	243
#1 Issue: Health Care	7%	(11)	93%	(159)	170
#1 Issue: Medicare / Social Security	3%	(8)	97%	(258)	266
#1 Issue: Women's Issues	6%	(19)	94%	(292)	311
#1 Issue: Education	—	(0)	100%	(59)	59
#1 Issue: Energy	6%	(8)	94%	(126)	134
#1 Issue: Other	1%	(2)	99%	(113)	115
2020 Vote: Joe Biden	4%	(36)	96%	(909)	945
2020 Vote: Donald Trump	6%	(42)	94%	(698)	740
2020 Vote: Other	11%	(7)	89%	(60)	67
2020 Vote: Didn't Vote	7%	(31)	93%	(428)	459
2018 House Vote: Democrat	4%	(28)	96%	(727)	755
2018 House Vote: Republican	6%	(34)	94%	(555)	589
2018 House Vote: Someone else	6%	(3)	94%	(47)	50
2016 Vote: Hillary Clinton	4%	(29)	96%	(666)	695
2016 Vote: Donald Trump	6%	(36)	94%	(620)	656
2016 Vote: Other	7%	(6)	93%	(80)	86
2016 Vote: Didn't Vote	6%	(45)	94%	(720)	765

Table MCFE27_13NET: *If you had to pick, what would you say are your favorite genre(s) for TV/film? Please select up to three.If you don't have favorites, select 'I don't have favorites.'*
Reality (unscripted)

Demographic	Selected		Not Selected		Total N
Adults	5%	(116)	95%	(2094)	2210
Voted in 2014: Yes	4%	(52)	96%	(1175)	1227
Voted in 2014: No	6%	(64)	94%	(920)	983
4-Region: Northeast	4%	(14)	96%	(368)	383
4-Region: Midwest	7%	(31)	93%	(425)	456
4-Region: South	6%	(49)	94%	(796)	844
4-Region: West	4%	(21)	96%	(505)	527
TikTok Users	7%	(58)	93%	(734)	793
Twitch Users	7%	(16)	93%	(200)	216
2022 Sports Viewers/Attendees	5%	(78)	95%	(1397)	1475
Monthly Moviegoers	6%	(21)	94%	(300)	320
Few Times per Year + Moviegoers	5%	(48)	95%	(872)	920
Heard Smile Campaign	6%	(35)	94%	(516)	551
Heard Minion Campaign	7%	(36)	93%	(504)	540
Listens to Podcasts	6%	(65)	94%	(1067)	1132
Streaming Services User	6%	(100)	94%	(1673)	1773
Netflix User	6%	(86)	94%	(1388)	1474
Disney+ User	6%	(57)	94%	(927)	984
Heterosexual or straight	5%	(102)	95%	(1869)	1971
Gay	4%	(3)	96%	(65)	68
Bisexual	8%	(7)	92%	(81)	88
Yes	4%	(2)	96%	(68)	70
No	5%	(113)	95%	(2027)	2140

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

Table MCFE27_14NET: *If you had to pick, what would you say are your favorite genre(s) for TV/film? Please select up to three.If you don't have favorites, select 'I don't have favorites.'*
True Crime

Demographic	Selected		Not Selected		Total N
Adults	18%	(391)	82%	(1819)	2210
Gender: Male	13%	(140)	87%	(927)	1068
Gender: Female	22%	(251)	78%	(891)	1142
Age: 18-34	15%	(94)	85%	(548)	642
Age: 35-44	18%	(67)	82%	(299)	365
Age: 45-64	22%	(158)	78%	(555)	714
Age: 65+	15%	(72)	85%	(417)	489
GenZers: 1997-2012	13%	(33)	87%	(224)	256
Millennials: 1981-1996	17%	(108)	83%	(544)	653
GenXers: 1965-1980	22%	(124)	78%	(431)	555
Baby Boomers: 1946-1964	18%	(118)	82%	(555)	673
PID: Dem (no lean)	19%	(161)	81%	(698)	860
PID: Ind (no lean)	16%	(107)	84%	(568)	674
PID: Rep (no lean)	18%	(124)	82%	(552)	676
PID/Gender: Dem Men	17%	(68)	83%	(326)	394
PID/Gender: Dem Women	20%	(93)	80%	(372)	465
PID/Gender: Ind Men	9%	(32)	91%	(313)	345
PID/Gender: Ind Women	23%	(75)	77%	(254)	329
PID/Gender: Rep Men	12%	(40)	88%	(288)	328
PID/Gender: Rep Women	24%	(83)	76%	(264)	348
Ideo: Liberal (1-3)	14%	(94)	86%	(562)	656
Ideo: Moderate (4)	19%	(145)	81%	(606)	751
Ideo: Conservative (5-7)	19%	(130)	81%	(536)	666
Educ: < College	20%	(283)	80%	(1154)	1437
Educ: Bachelors degree	13%	(66)	87%	(425)	491
Educ: Post-grad	15%	(42)	85%	(240)	282
Income: Under 50k	18%	(225)	82%	(1046)	1271
Income: 50k-100k	19%	(124)	81%	(532)	656
Income: 100k+	15%	(43)	85%	(240)	283
Ethnicity: White	18%	(300)	82%	(1411)	1711
Ethnicity: Hispanic	17%	(64)	83%	(310)	374

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Table MCFE27_14NET: *If you had to pick, what would you say are your favorite genre(s) for TV/film? Please select up to three. If you don't have favorites, select 'I don't have favorites.'*
True Crime

Demographic	Selected		Not Selected		Total N
Adults	18%	(391)	82%	(1819)	2210
Ethnicity: Black	21%	(59)	79%	(223)	282
Ethnicity: Other	15%	(32)	85%	(185)	217
All Christian	18%	(189)	82%	(840)	1029
All Non-Christian	15%	(19)	85%	(110)	129
Atheist	9%	(9)	91%	(91)	99
Agnostic/Nothing in particular	15%	(88)	85%	(499)	587
Something Else	24%	(87)	76%	(279)	365
Religious Non-Protestant/Catholic	13%	(20)	87%	(133)	154
Evangelical	19%	(106)	81%	(452)	558
Non-Evangelical	21%	(166)	79%	(626)	792
Community: Urban	19%	(120)	81%	(517)	638
Community: Suburban	16%	(167)	84%	(848)	1014
Community: Rural	19%	(104)	81%	(454)	558
Employ: Private Sector	20%	(132)	80%	(523)	654
Employ: Government	18%	(25)	82%	(111)	136
Employ: Self-Employed	15%	(25)	85%	(141)	166
Employ: Homemaker	17%	(32)	83%	(158)	190
Employ: Student	11%	(7)	89%	(56)	62
Employ: Retired	17%	(97)	83%	(465)	563
Employ: Unemployed	14%	(43)	86%	(259)	301
Employ: Other	22%	(31)	78%	(106)	137
Military HH: Yes	20%	(57)	80%	(226)	283
Military HH: No	17%	(334)	83%	(1592)	1927
RD/WT: Right Direction	16%	(108)	84%	(559)	666
RD/WT: Wrong Track	18%	(284)	82%	(1260)	1544
Biden Job Approve	17%	(167)	83%	(803)	970
Biden Job Disapprove	18%	(208)	82%	(936)	1144

Table MCFE27_14NET: *If you had to pick, what would you say are your favorite genre(s) for TV/film? Please select up to three.If you don't have favorites, select 'I don't have favorites.'*
True Crime

Demographic	Selected		Not Selected		Total N
Adults	18%	(391)	82%	(1819)	2210
Biden Job Strongly Approve	17%	(75)	83%	(358)	433
Biden Job Somewhat Approve	17%	(92)	83%	(445)	537
Biden Job Somewhat Disapprove	17%	(58)	83%	(281)	339
Biden Job Strongly Disapprove	19%	(149)	81%	(656)	805
Favorable of Biden	18%	(177)	82%	(792)	969
Unfavorable of Biden	18%	(201)	82%	(933)	1134
Very Favorable of Biden	18%	(86)	82%	(397)	482
Somewhat Favorable of Biden	19%	(91)	81%	(396)	487
Somewhat Unfavorable of Biden	17%	(50)	83%	(248)	299
Very Unfavorable of Biden	18%	(151)	82%	(684)	835
#1 Issue: Economy	18%	(163)	82%	(749)	913
#1 Issue: Security	20%	(49)	80%	(193)	243
#1 Issue: Health Care	20%	(34)	80%	(137)	170
#1 Issue: Medicare / Social Security	16%	(42)	84%	(224)	266
#1 Issue: Women's Issues	17%	(54)	83%	(257)	311
#1 Issue: Education	19%	(11)	81%	(48)	59
#1 Issue: Energy	16%	(21)	84%	(113)	134
#1 Issue: Other	15%	(17)	85%	(98)	115
2020 Vote: Joe Biden	19%	(180)	81%	(765)	945
2020 Vote: Donald Trump	18%	(130)	82%	(609)	740
2020 Vote: Other	17%	(12)	83%	(55)	67
2020 Vote: Didn't Vote	15%	(70)	85%	(389)	459
2018 House Vote: Democrat	18%	(139)	82%	(616)	755
2018 House Vote: Republican	18%	(105)	82%	(484)	589
2018 House Vote: Someone else	20%	(10)	80%	(39)	50
2016 Vote: Hillary Clinton	18%	(127)	82%	(568)	695
2016 Vote: Donald Trump	19%	(123)	81%	(532)	656
2016 Vote: Other	14%	(12)	86%	(74)	86
2016 Vote: Didn't Vote	16%	(125)	84%	(640)	765

Table MCFE27_14NET: *If you had to pick, what would you say are your favorite genre(s) for TV/film? Please select up to three.If you don't have favorites, select 'I don't have favorites.'*
True Crime

Demographic	Selected		Not Selected		Total N
Adults	18%	(391)	82%	(1819)	2210
Voted in 2014: Yes	19%	(231)	81%	(996)	1227
Voted in 2014: No	16%	(161)	84%	(823)	983
4-Region: Northeast	16%	(60)	84%	(322)	383
4-Region: Midwest	17%	(75)	83%	(381)	456
4-Region: South	20%	(171)	80%	(674)	844
4-Region: West	16%	(85)	84%	(441)	527
TikTok Users	20%	(160)	80%	(632)	793
Twitch Users	14%	(30)	86%	(186)	216
2022 Sports Viewers/Attendees	19%	(279)	81%	(1196)	1475
Monthly Moviegoers	18%	(56)	82%	(264)	320
Few Times per Year + Moviegoers	19%	(171)	81%	(749)	920
Heard Smile Campaign	19%	(107)	81%	(444)	551
Heard Minion Campaign	20%	(111)	80%	(430)	540
Listens to Podcasts	19%	(218)	81%	(913)	1132
Streaming Services User	19%	(339)	81%	(1434)	1773
Netflix User	20%	(293)	80%	(1181)	1474
Disney+ User	17%	(170)	83%	(814)	984
Heterosexual or straight	18%	(360)	82%	(1611)	1971
Gay	7%	(5)	93%	(63)	68
Bisexual	22%	(19)	78%	(69)	88
Yes	18%	(12)	82%	(58)	70
No	18%	(379)	82%	(1761)	2140

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

Table MCFE27_15NET: *If you had to pick, what would you say are your favorite genre(s) for TV/film? Please select up to three.If you don't have favorites, select 'I don't have favorites.'*

Romance

Demographic	Selected		Not Selected		Total N
Adults	13%	(294)	87%	(1916)	2210
Gender: Male	6%	(60)	94%	(1008)	1068
Gender: Female	20%	(234)	80%	(909)	1142
Age: 18-34	13%	(81)	87%	(561)	642
Age: 35-44	14%	(50)	86%	(315)	365
Age: 45-64	12%	(88)	88%	(626)	714
Age: 65+	15%	(74)	85%	(414)	489
GenZers: 1997-2012	15%	(40)	85%	(217)	256
Millennials: 1981-1996	12%	(81)	88%	(571)	653
GenXers: 1965-1980	12%	(67)	88%	(489)	555
Baby Boomers: 1946-1964	14%	(97)	86%	(576)	673
PID: Dem (no lean)	13%	(113)	87%	(747)	860
PID: Ind (no lean)	10%	(67)	90%	(608)	674
PID: Rep (no lean)	17%	(114)	83%	(562)	676
PID/Gender: Dem Men	7%	(29)	93%	(365)	394
PID/Gender: Dem Women	18%	(84)	82%	(382)	465
PID/Gender: Ind Men	2%	(6)	98%	(339)	345
PID/Gender: Ind Women	18%	(60)	82%	(269)	329
PID/Gender: Rep Men	8%	(25)	92%	(304)	328
PID/Gender: Rep Women	26%	(89)	74%	(258)	348
Ideo: Liberal (1-3)	12%	(79)	88%	(577)	656
Ideo: Moderate (4)	13%	(96)	87%	(655)	751
Ideo: Conservative (5-7)	15%	(97)	85%	(569)	666
Educ: < College	12%	(171)	88%	(1266)	1437
Educ: Bachelors degree	15%	(75)	85%	(416)	491
Educ: Post-grad	17%	(47)	83%	(235)	282
Income: Under 50k	13%	(163)	87%	(1108)	1271
Income: 50k-100k	14%	(90)	86%	(566)	656
Income: 100k+	14%	(40)	86%	(242)	283
Ethnicity: White	14%	(247)	86%	(1464)	1711
Ethnicity: Hispanic	13%	(48)	87%	(326)	374

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Table MCFE27_15NET: *If you had to pick, what would you say are your favorite genre(s) for TV/film? Please select up to three.If you don't have favorites, select 'I don't have favorites.'*

Romance

Demographic	Selected		Not Selected		Total N
Adults	13%	(294)	87%	(1916)	2210
Ethnicity: Black	7%	(19)	93%	(263)	282
Ethnicity: Other	13%	(28)	87%	(189)	217
All Christian	17%	(180)	83%	(849)	1029
All Non-Christian	12%	(16)	88%	(113)	129
Atheist	3%	(3)	97%	(96)	99
Agnostic/Nothing in particular	8%	(49)	92%	(538)	587
Something Else	12%	(45)	88%	(320)	365
Religious Non-Protestant/Catholic	16%	(24)	84%	(129)	154
Evangelical	17%	(93)	83%	(465)	558
Non-Evangelical	15%	(118)	85%	(673)	792
Community: Urban	10%	(66)	90%	(572)	638
Community: Suburban	14%	(146)	86%	(868)	1014
Community: Rural	15%	(82)	85%	(477)	558
Employ: Private Sector	13%	(83)	87%	(571)	654
Employ: Government	11%	(15)	89%	(121)	136
Employ: Self-Employed	12%	(19)	88%	(147)	166
Employ: Homemaker	22%	(42)	78%	(148)	190
Employ: Student	11%	(7)	89%	(55)	62
Employ: Retired	15%	(84)	85%	(478)	563
Employ: Unemployed	9%	(27)	91%	(274)	301
Employ: Other	12%	(16)	88%	(121)	137
Military HH: Yes	10%	(29)	90%	(254)	283
Military HH: No	14%	(264)	86%	(1662)	1927
RD/WT: Right Direction	14%	(94)	86%	(572)	666
RD/WT: Wrong Track	13%	(200)	87%	(1344)	1544
Biden Job Approve	12%	(119)	88%	(851)	970
Biden Job Disapprove	14%	(159)	86%	(985)	1144

Table MCFE27_15NET: *If you had to pick, what would you say are your favorite genre(s) for TV/film? Please select up to three.If you don't have favorites, select 'I don't have favorites.'*

Romance

Demographic	Selected		Not Selected		Total N
Adults	13%	(294)	87%	(1916)	2210
Biden Job Strongly Approve	13%	(56)	87%	(376)	433
Biden Job Somewhat Approve	12%	(63)	88%	(475)	537
Biden Job Somewhat Disapprove	14%	(46)	86%	(293)	339
Biden Job Strongly Disapprove	14%	(113)	86%	(692)	805
Favorable of Biden	11%	(111)	89%	(858)	969
Unfavorable of Biden	14%	(161)	86%	(973)	1134
Very Favorable of Biden	12%	(56)	88%	(426)	482
Somewhat Favorable of Biden	11%	(55)	89%	(432)	487
Somewhat Unfavorable of Biden	15%	(44)	85%	(255)	299
Very Unfavorable of Biden	14%	(117)	86%	(718)	835
#1 Issue: Economy	13%	(123)	87%	(790)	913
#1 Issue: Security	16%	(38)	84%	(204)	243
#1 Issue: Health Care	9%	(16)	91%	(154)	170
#1 Issue: Medicare / Social Security	15%	(41)	85%	(225)	266
#1 Issue: Women's Issues	13%	(41)	87%	(270)	311
#1 Issue: Education	13%	(8)	87%	(51)	59
#1 Issue: Energy	12%	(17)	88%	(117)	134
#1 Issue: Other	9%	(10)	91%	(104)	115
2020 Vote: Joe Biden	12%	(118)	88%	(827)	945
2020 Vote: Donald Trump	15%	(111)	85%	(629)	740
2020 Vote: Other	7%	(5)	93%	(62)	67
2020 Vote: Didn't Vote	13%	(61)	87%	(398)	459
2018 House Vote: Democrat	12%	(93)	88%	(662)	755
2018 House Vote: Republican	15%	(87)	85%	(502)	589
2018 House Vote: Someone else	2%	(1)	98%	(48)	50
2016 Vote: Hillary Clinton	12%	(86)	88%	(609)	695
2016 Vote: Donald Trump	15%	(99)	85%	(557)	656
2016 Vote: Other	7%	(6)	93%	(80)	86
2016 Vote: Didn't Vote	13%	(102)	87%	(663)	765

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Table MCFE27_15NET: *If you had to pick, what would you say are your favorite genre(s) for TV/film? Please select up to three.If you don't have favorites, select 'I don't have favorites.'*

Romance

Demographic	Selected		Not Selected		Total N
Adults	13%	(294)	87%	(1916)	2210
Voted in 2014: Yes	13%	(158)	87%	(1068)	1227
Voted in 2014: No	14%	(136)	86%	(848)	983
4-Region: Northeast	14%	(52)	86%	(331)	383
4-Region: Midwest	12%	(56)	88%	(401)	456
4-Region: South	14%	(115)	86%	(730)	844
4-Region: West	13%	(71)	87%	(455)	527
TikTok Users	14%	(115)	86%	(678)	793
Twitch Users	11%	(25)	89%	(191)	216
2022 Sports Viewers/Attendees	14%	(199)	86%	(1276)	1475
Monthly Moviegoers	14%	(44)	86%	(276)	320
Few Times per Year + Moviegoers	14%	(130)	86%	(790)	920
Heard Smile Campaign	13%	(71)	87%	(480)	551
Heard Minion Campaign	13%	(71)	87%	(469)	540
Listens to Podcasts	12%	(139)	88%	(993)	1132
Streaming Services User	14%	(244)	86%	(1528)	1773
Netflix User	14%	(205)	86%	(1268)	1474
Disney+ User	14%	(142)	86%	(842)	984
Heterosexual or straight	14%	(274)	86%	(1696)	1971
Gay	7%	(5)	93%	(63)	68
Bisexual	8%	(7)	92%	(81)	88
Yes	3%	(2)	97%	(68)	70
No	14%	(291)	86%	(1849)	2140

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

Table MCFE27_16NET: *If you had to pick, what would you say are your favorite genre(s) for TV/film? Please select up to three. If you don't have favorites, select 'I don't have favorites.'*
Other (please specify)

Demographic	Selected		Not Selected		Total N
Adults	1%	(25)	99%	(2185)	2210
Gender: Male	1%	(15)	99%	(1052)	1068
Gender: Female	1%	(10)	99%	(1132)	1142
Age: 18-34	1%	(4)	99%	(638)	642
Age: 35-44	—	(2)	100%	(364)	365
Age: 45-64	1%	(5)	99%	(709)	714
Age: 65+	3%	(14)	97%	(474)	489
GenZers: 1997-2012	—	(1)	100%	(255)	256
Millennials: 1981-1996	1%	(4)	99%	(648)	653
GenXers: 1965-1980	1%	(3)	99%	(552)	555
Baby Boomers: 1946-1964	2%	(14)	98%	(660)	673
PID: Dem (no lean)	1%	(7)	99%	(853)	860
PID: Ind (no lean)	1%	(7)	99%	(667)	674
PID: Rep (no lean)	2%	(11)	98%	(665)	676
PID/Gender: Dem Men	1%	(2)	99%	(392)	394
PID/Gender: Dem Women	1%	(5)	99%	(460)	465
PID/Gender: Ind Men	1%	(5)	99%	(340)	345
PID/Gender: Ind Women	1%	(3)	99%	(327)	329
PID/Gender: Rep Men	3%	(8)	97%	(320)	328
PID/Gender: Rep Women	1%	(3)	99%	(345)	348
Ideo: Liberal (1-3)	1%	(6)	99%	(650)	656
Ideo: Moderate (4)	1%	(8)	99%	(743)	751
Ideo: Conservative (5-7)	1%	(9)	99%	(657)	666
Educ: < College	1%	(16)	99%	(1421)	1437
Educ: Bachelors degree	1%	(6)	99%	(484)	491
Educ: Post-grad	1%	(3)	99%	(279)	282
Income: Under 50k	1%	(11)	99%	(1260)	1271
Income: 50k-100k	2%	(15)	98%	(642)	656
Income: 100k+	—	(0)	100%	(283)	283
Ethnicity: White	1%	(23)	99%	(1688)	1711
Ethnicity: Hispanic	—	(0)	100%	(374)	374

Table MCFE27_16NET: *If you had to pick, what would you say are your favorite genre(s) for TV/film? Please select up to three.If you don't have favorites, select 'I don't have favorites.'*
Other (please specify)

Demographic	Selected		Not Selected		Total N
Adults	1%	(25)	99%	(2185)	2210
Ethnicity: Black	—	(1)	100%	(281)	282
Ethnicity: Other	1%	(1)	99%	(216)	217
All Christian	1%	(13)	99%	(1016)	1029
All Non-Christian	—	(1)	100%	(128)	129
Atheist	1%	(1)	99%	(98)	99
Agnostic/Nothing in particular	2%	(9)	98%	(578)	587
Something Else	—	(1)	100%	(364)	365
Religious Non-Protestant/Catholic	—	(1)	100%	(153)	154
Evangelical	1%	(5)	99%	(553)	558
Non-Evangelical	1%	(10)	99%	(782)	792
Community: Urban	1%	(5)	99%	(632)	638
Community: Suburban	1%	(13)	99%	(1001)	1014
Community: Rural	1%	(7)	99%	(551)	558
Employ: Private Sector	—	(3)	100%	(652)	654
Employ: Government	—	(0)	100%	(136)	136
Employ: Self-Employed	2%	(4)	98%	(163)	166
Employ: Homemaker	1%	(2)	99%	(188)	190
Employ: Student	1%	(1)	99%	(62)	62
Employ: Retired	3%	(15)	97%	(548)	563
Employ: Unemployed	—	(1)	100%	(301)	301
Employ: Other	1%	(1)	99%	(136)	137
Military HH: Yes	2%	(5)	98%	(279)	283
Military HH: No	1%	(21)	99%	(1906)	1927
RD/WT: Right Direction	1%	(4)	99%	(663)	666
RD/WT: Wrong Track	1%	(22)	99%	(1522)	1544
Biden Job Approve	1%	(8)	99%	(962)	970
Biden Job Disapprove	1%	(16)	99%	(1128)	1144

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Table MCFE27_16NET: *If you had to pick, what would you say are your favorite genre(s) for TV/film? Please select up to three.If you don't have favorites, select 'I don't have favorites.'*
Other (please specify)

Demographic	Selected		Not Selected		Total N
Adults	1%	(25)	99%	(2185)	2210
Biden Job Strongly Approve	1%	(4)	99%	(429)	433
Biden Job Somewhat Approve	1%	(4)	99%	(533)	537
Biden Job Somewhat Disapprove	1%	(4)	99%	(335)	339
Biden Job Strongly Disapprove	2%	(13)	98%	(792)	805
Favorable of Biden	1%	(8)	99%	(961)	969
Unfavorable of Biden	1%	(17)	99%	(1117)	1134
Very Favorable of Biden	1%	(6)	99%	(476)	482
Somewhat Favorable of Biden	—	(2)	100%	(485)	487
Somewhat Unfavorable of Biden	1%	(2)	99%	(296)	299
Very Unfavorable of Biden	2%	(14)	98%	(821)	835
#1 Issue: Economy	1%	(11)	99%	(901)	913
#1 Issue: Security	1%	(2)	99%	(241)	243
#1 Issue: Health Care	1%	(1)	99%	(169)	170
#1 Issue: Medicare / Social Security	3%	(8)	97%	(258)	266
#1 Issue: Women's Issues	—	(1)	100%	(310)	311
#1 Issue: Education	—	(0)	100%	(59)	59
#1 Issue: Energy	1%	(1)	99%	(133)	134
#1 Issue: Other	2%	(2)	98%	(113)	115
2020 Vote: Joe Biden	1%	(8)	99%	(936)	945
2020 Vote: Donald Trump	2%	(13)	98%	(727)	740
2020 Vote: Other	3%	(2)	97%	(65)	67
2020 Vote: Didn't Vote	—	(2)	100%	(456)	459
2018 House Vote: Democrat	1%	(8)	99%	(747)	755
2018 House Vote: Republican	2%	(11)	98%	(578)	589
2018 House Vote: Someone else	6%	(3)	94%	(47)	50
2016 Vote: Hillary Clinton	1%	(10)	99%	(685)	695
2016 Vote: Donald Trump	2%	(10)	98%	(645)	656
2016 Vote: Other	2%	(2)	98%	(84)	86
2016 Vote: Didn't Vote	—	(3)	100%	(762)	765

Table MCFE27_16NET: *If you had to pick, what would you say are your favorite genre(s) for TV/film? Please select up to three.If you don't have favorites, select 'I don't have favorites.'*

Other (please specify)

Demographic	Selected		Not Selected		Total N
Adults	1%	(25)	99%	(2185)	2210
Voted in 2014: Yes	2%	(18)	98%	(1208)	1227
Voted in 2014: No	1%	(7)	99%	(976)	983
4-Region: Northeast	2%	(6)	98%	(376)	383
4-Region: Midwest	2%	(7)	98%	(449)	456
4-Region: South	1%	(7)	99%	(837)	844
4-Region: West	1%	(5)	99%	(522)	527
TikTok Users	1%	(4)	99%	(788)	793
Twitch Users	—	(0)	100%	(215)	216
2022 Sports Viewers/Attendees	1%	(21)	99%	(1454)	1475
Monthly Moviegoers	—	(1)	100%	(320)	320
Few Times per Year + Moviegoers	1%	(8)	99%	(912)	920
Heard Smile Campaign	—	(1)	100%	(550)	551
Heard Minion Campaign	—	(1)	100%	(540)	540
Listens to Podcasts	1%	(10)	99%	(1121)	1132
Streaming Services User	1%	(14)	99%	(1759)	1773
Netflix User	1%	(8)	99%	(1465)	1474
Disney+ User	1%	(6)	99%	(978)	984
Heterosexual or straight	1%	(24)	99%	(1946)	1971
Gay	1%	(1)	99%	(67)	68
Bisexual	—	(0)	100%	(88)	88
Yes	—	(0)	100%	(70)	70
No	1%	(25)	99%	(2114)	2140

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

Table MCFE27_17NET: *If you had to pick, what would you say are your favorite genre(s) for TV/film? Please select up to three.If you don't have favorites, select 'I don't have favorites.'*

I don't have favorites

Demographic	Selected		Not Selected		Total N
Adults	9%	(199)	91%	(2011)	2210
Gender: Male	9%	(95)	91%	(972)	1068
Gender: Female	9%	(104)	91%	(1038)	1142
Age: 18-34	9%	(55)	91%	(587)	642
Age: 35-44	10%	(35)	90%	(331)	365
Age: 45-64	9%	(66)	91%	(648)	714
Age: 65+	9%	(44)	91%	(445)	489
GenZers: 1997-2012	10%	(27)	90%	(230)	256
Millennials: 1981-1996	8%	(54)	92%	(599)	653
GenXers: 1965-1980	10%	(56)	90%	(499)	555
Baby Boomers: 1946-1964	7%	(49)	93%	(624)	673
PID: Dem (no lean)	9%	(73)	91%	(786)	860
PID: Ind (no lean)	10%	(66)	90%	(609)	674
PID: Rep (no lean)	9%	(60)	91%	(616)	676
PID/Gender: Dem Men	8%	(30)	92%	(364)	394
PID/Gender: Dem Women	9%	(43)	91%	(422)	465
PID/Gender: Ind Men	11%	(39)	89%	(307)	345
PID/Gender: Ind Women	8%	(27)	92%	(302)	329
PID/Gender: Rep Men	8%	(27)	92%	(302)	328
PID/Gender: Rep Women	10%	(34)	90%	(314)	348
Ideo: Liberal (1-3)	6%	(42)	94%	(614)	656
Ideo: Moderate (4)	9%	(70)	91%	(681)	751
Ideo: Conservative (5-7)	8%	(52)	92%	(614)	666
Educ: < College	10%	(140)	90%	(1297)	1437
Educ: Bachelors degree	7%	(35)	93%	(456)	491
Educ: Post-grad	9%	(24)	91%	(258)	282
Income: Under 50k	11%	(135)	89%	(1136)	1271
Income: 50k-100k	7%	(47)	93%	(609)	656
Income: 100k+	6%	(17)	94%	(265)	283
Ethnicity: White	9%	(155)	91%	(1555)	1711
Ethnicity: Hispanic	12%	(47)	88%	(327)	374

Table MCFE27_17NET: *If you had to pick, what would you say are your favorite genre(s) for TV/film? Please select up to three.If you don't have favorites, select 'I don't have favorites.'*

I don't have favorites

Demographic	Selected		Not Selected		Total N
Adults	9%	(199)	91%	(2011)	2210
Ethnicity: Black	8%	(23)	92%	(259)	282
Ethnicity: Other	10%	(21)	90%	(196)	217
All Christian	8%	(81)	92%	(948)	1029
All Non-Christian	12%	(15)	88%	(114)	129
Atheist	7%	(7)	93%	(92)	99
Agnostic/Nothing in particular	11%	(63)	89%	(525)	587
Something Else	9%	(34)	91%	(331)	365
Religious Non-Protestant/Catholic	11%	(17)	89%	(136)	154
Evangelical	8%	(47)	92%	(511)	558
Non-Evangelical	8%	(64)	92%	(728)	792
Community: Urban	9%	(56)	91%	(581)	638
Community: Suburban	7%	(71)	93%	(943)	1014
Community: Rural	13%	(72)	87%	(486)	558
Employ: Private Sector	6%	(40)	94%	(614)	654
Employ: Government	6%	(8)	94%	(128)	136
Employ: Self-Employed	8%	(13)	92%	(153)	166
Employ: Homemaker	9%	(18)	91%	(172)	190
Employ: Student	11%	(7)	89%	(55)	62
Employ: Retired	9%	(53)	91%	(510)	563
Employ: Unemployed	15%	(46)	85%	(255)	301
Employ: Other	11%	(15)	89%	(122)	137
Military HH: Yes	5%	(15)	95%	(268)	283
Military HH: No	10%	(184)	90%	(1742)	1927
RD/WT: Right Direction	10%	(64)	90%	(602)	666
RD/WT: Wrong Track	9%	(136)	91%	(1408)	1544
Biden Job Approve	7%	(71)	93%	(899)	970
Biden Job Disapprove	9%	(106)	91%	(1038)	1144

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Table MCFE27_17NET: *If you had to pick, what would you say are your favorite genre(s) for TV/film? Please select up to three.If you don't have favorites, select 'I don't have favorites.'*

I don't have favorites

Demographic	Selected		Not Selected		Total N
Adults	9%	(199)	91%	(2011)	2210
Biden Job Strongly Approve	9%	(37)	91%	(396)	433
Biden Job Somewhat Approve	6%	(34)	94%	(503)	537
Biden Job Somewhat Disapprove	8%	(28)	92%	(311)	339
Biden Job Strongly Disapprove	10%	(78)	90%	(727)	805
Favorable of Biden	8%	(81)	92%	(888)	969
Unfavorable of Biden	9%	(99)	91%	(1035)	1134
Very Favorable of Biden	10%	(49)	90%	(433)	482
Somewhat Favorable of Biden	7%	(32)	93%	(455)	487
Somewhat Unfavorable of Biden	9%	(26)	91%	(273)	299
Very Unfavorable of Biden	9%	(72)	91%	(763)	835
#1 Issue: Economy	9%	(80)	91%	(833)	913
#1 Issue: Security	8%	(19)	92%	(223)	243
#1 Issue: Health Care	7%	(12)	93%	(158)	170
#1 Issue: Medicare / Social Security	12%	(31)	88%	(234)	266
#1 Issue: Women's Issues	10%	(31)	90%	(280)	311
#1 Issue: Education	5%	(3)	95%	(56)	59
#1 Issue: Energy	9%	(12)	91%	(122)	134
#1 Issue: Other	10%	(11)	90%	(103)	115
2020 Vote: Joe Biden	8%	(74)	92%	(871)	945
2020 Vote: Donald Trump	8%	(56)	92%	(684)	740
2020 Vote: Other	8%	(5)	92%	(62)	67
2020 Vote: Didn't Vote	14%	(64)	86%	(394)	459
2018 House Vote: Democrat	8%	(62)	92%	(693)	755
2018 House Vote: Republican	7%	(41)	93%	(548)	589
2018 House Vote: Someone else	1%	(1)	99%	(49)	50
2016 Vote: Hillary Clinton	9%	(60)	91%	(635)	695
2016 Vote: Donald Trump	6%	(42)	94%	(613)	656
2016 Vote: Other	5%	(4)	95%	(82)	86
2016 Vote: Didn't Vote	12%	(93)	88%	(672)	765

Table MCFE27_17NET: *If you had to pick, what would you say are your favorite genre(s) for TV/film? Please select up to three.If you don't have favorites, select 'I don't have favorites.'*

I don't have favorites

Demographic	Selected		Not Selected		Total N
Adults	9%	(199)	91%	(2011)	2210
Voted in 2014: Yes	8%	(97)	92%	(1129)	1227
Voted in 2014: No	10%	(102)	90%	(881)	983
4-Region: Northeast	10%	(40)	90%	(343)	383
4-Region: Midwest	9%	(42)	91%	(415)	456
4-Region: South	8%	(72)	92%	(773)	844
4-Region: West	9%	(47)	91%	(480)	527
TikTok Users	8%	(60)	92%	(732)	793
Twitch Users	5%	(11)	95%	(204)	216
2022 Sports Viewers/Attendees	7%	(96)	93%	(1379)	1475
Monthly Moviegoers	3%	(10)	97%	(310)	320
Few Times per Year + Moviegoers	5%	(42)	95%	(878)	920
Heard Smile Campaign	6%	(34)	94%	(517)	551
Heard Minion Campaign	4%	(23)	96%	(517)	540
Listens to Podcasts	7%	(77)	93%	(1055)	1132
Streaming Services User	6%	(113)	94%	(1659)	1773
Netflix User	6%	(90)	94%	(1384)	1474
Disney+ User	6%	(62)	94%	(922)	984
Heterosexual or straight	9%	(175)	91%	(1796)	1971
Gay	11%	(8)	89%	(60)	68
Bisexual	6%	(6)	94%	(83)	88
Yes	5%	(3)	95%	(67)	70
No	9%	(196)	91%	(1944)	2140

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

Table MCFE28: *What would you say is your ideal length for a TV show?*

Demographic	15 minutes or less		30 minutes		45 minutes		1 hour		1 hour and 15 minutes or more		Total N
Adults	2%	(52)	25%	(557)	21%	(460)	42%	(930)	10%	(211)	2210
Gender: Male	3%	(30)	27%	(284)	22%	(231)	42%	(443)	7%	(80)	1068
Gender: Female	2%	(22)	24%	(274)	20%	(230)	43%	(486)	11%	(131)	1142
Age: 18-34	5%	(32)	29%	(183)	30%	(195)	26%	(168)	10%	(64)	642
Age: 35-44	2%	(6)	27%	(97)	27%	(98)	35%	(129)	10%	(36)	365
Age: 45-64	2%	(12)	25%	(179)	18%	(125)	45%	(320)	11%	(77)	714
Age: 65+	—	(2)	20%	(98)	9%	(42)	64%	(312)	7%	(34)	489
GenZers: 1997-2012	6%	(15)	27%	(69)	35%	(89)	22%	(56)	11%	(28)	256
Millennials: 1981-1996	3%	(22)	28%	(185)	28%	(182)	31%	(202)	9%	(61)	653
GenXers: 1965-1980	2%	(9)	25%	(141)	21%	(116)	40%	(220)	12%	(69)	555
Baby Boomers: 1946-1964	1%	(5)	21%	(143)	10%	(69)	61%	(411)	7%	(45)	673
PID: Dem (no lean)	2%	(17)	23%	(200)	21%	(181)	41%	(352)	13%	(110)	860
PID: Ind (no lean)	3%	(20)	26%	(176)	22%	(148)	42%	(280)	7%	(50)	674
PID: Rep (no lean)	2%	(15)	27%	(182)	19%	(131)	44%	(297)	8%	(51)	676
PID/Gender: Dem Men	2%	(9)	24%	(96)	22%	(86)	41%	(163)	10%	(39)	394
PID/Gender: Dem Women	2%	(8)	22%	(104)	20%	(95)	41%	(189)	15%	(70)	465
PID/Gender: Ind Men	4%	(15)	29%	(99)	22%	(75)	38%	(133)	7%	(24)	345
PID/Gender: Ind Women	2%	(6)	23%	(77)	22%	(73)	45%	(147)	8%	(27)	329
PID/Gender: Rep Men	2%	(6)	27%	(88)	21%	(69)	45%	(147)	5%	(17)	328
PID/Gender: Rep Women	2%	(8)	27%	(93)	18%	(62)	43%	(150)	10%	(34)	348
Ideo: Liberal (1-3)	2%	(13)	27%	(175)	22%	(147)	39%	(258)	10%	(62)	656
Ideo: Moderate (4)	1%	(10)	24%	(183)	21%	(161)	43%	(319)	10%	(78)	751
Ideo: Conservative (5-7)	2%	(13)	25%	(163)	19%	(127)	47%	(313)	8%	(50)	666
Educ: < College	3%	(41)	26%	(367)	19%	(267)	42%	(603)	11%	(160)	1437
Educ: Bachelors degree	1%	(5)	26%	(129)	24%	(118)	42%	(206)	7%	(33)	491
Educ: Post-grad	2%	(6)	22%	(61)	27%	(76)	43%	(120)	7%	(19)	282
Income: Under 50k	3%	(38)	26%	(332)	19%	(241)	41%	(518)	11%	(141)	1271
Income: 50k-100k	2%	(13)	24%	(160)	22%	(141)	44%	(289)	8%	(53)	656
Income: 100k+	—	(1)	23%	(65)	27%	(78)	43%	(122)	6%	(17)	283
Ethnicity: White	2%	(32)	25%	(429)	20%	(338)	45%	(774)	8%	(138)	1711
Ethnicity: Hispanic	6%	(22)	28%	(105)	28%	(106)	26%	(96)	12%	(45)	374

Table MCFE28: *What would you say is your ideal length for a TV show?*

Demographic	15 minutes or less		30 minutes		45 minutes		1 hour		1 hour and 15 minutes or more		Total N
Adults	2%	(52)	25%	(557)	21%	(460)	42%	(930)	10%	(211)	2210
Ethnicity: Black	3%	(8)	21%	(60)	25%	(72)	32%	(89)	19%	(53)	282
Ethnicity: Other	6%	(12)	31%	(68)	23%	(50)	31%	(66)	9%	(20)	217
All Christian	2%	(19)	25%	(254)	20%	(209)	46%	(472)	7%	(75)	1029
All Non-Christian	4%	(5)	25%	(32)	24%	(31)	37%	(48)	10%	(13)	129
Atheist	—	(0)	28%	(27)	21%	(21)	43%	(43)	8%	(8)	99
Agnostic/Nothing in particular	3%	(16)	25%	(146)	24%	(138)	40%	(232)	9%	(55)	587
Something Else	3%	(12)	27%	(98)	17%	(60)	37%	(135)	16%	(60)	365
Religious Non-Protestant/Catholic	3%	(5)	25%	(38)	24%	(37)	39%	(60)	9%	(14)	154
Evangelical	2%	(13)	25%	(139)	19%	(108)	40%	(223)	13%	(74)	558
Non-Evangelical	2%	(17)	26%	(202)	19%	(147)	46%	(367)	7%	(58)	792
Community: Urban	3%	(22)	26%	(168)	22%	(140)	37%	(236)	11%	(71)	638
Community: Suburban	2%	(17)	25%	(251)	22%	(226)	44%	(447)	7%	(73)	1014
Community: Rural	2%	(13)	25%	(138)	17%	(94)	44%	(246)	12%	(67)	558
Employ: Private Sector	1%	(8)	28%	(186)	24%	(157)	39%	(253)	8%	(50)	654
Employ: Government	1%	(2)	21%	(28)	40%	(54)	25%	(35)	13%	(17)	136
Employ: Self-Employed	3%	(5)	24%	(40)	21%	(35)	39%	(65)	13%	(21)	166
Employ: Homemaker	2%	(4)	27%	(51)	25%	(48)	36%	(68)	10%	(19)	190
Employ: Student	6%	(4)	29%	(18)	45%	(28)	13%	(8)	7%	(4)	62
Employ: Retired	1%	(5)	21%	(119)	11%	(63)	59%	(335)	7%	(41)	563
Employ: Unemployed	6%	(19)	25%	(75)	18%	(54)	36%	(108)	15%	(46)	301
Employ: Other	4%	(5)	29%	(39)	16%	(22)	42%	(58)	10%	(13)	137
Military HH: Yes	—	(0)	19%	(54)	16%	(45)	55%	(157)	10%	(27)	283
Military HH: No	3%	(52)	26%	(503)	22%	(415)	40%	(773)	10%	(184)	1927
RD/WT: Right Direction	2%	(15)	24%	(162)	23%	(156)	37%	(247)	13%	(86)	666
RD/WT: Wrong Track	2%	(37)	26%	(395)	20%	(305)	44%	(682)	8%	(125)	1544
Biden Job Approve	1%	(14)	24%	(235)	22%	(213)	42%	(406)	11%	(103)	970
Biden Job Disapprove	2%	(25)	26%	(298)	20%	(232)	43%	(492)	8%	(96)	1144

Table MCFE28: *What would you say is your ideal length for a TV show?*

Demographic	15 minutes or less		30 minutes		45 minutes		1 hour		1 hour and 15 minutes or more		Total N
Adults	2%	(52)	25%	(557)	21%	(460)	42%	(930)	10%	(211)	2210
Biden Job Strongly Approve	2%	(8)	21%	(91)	19%	(82)	44%	(192)	14%	(60)	433
Biden Job Somewhat Approve	1%	(6)	27%	(143)	24%	(132)	40%	(214)	8%	(43)	537
Biden Job Somewhat Disapprove	2%	(5)	28%	(93)	26%	(88)	38%	(129)	7%	(24)	339
Biden Job Strongly Disapprove	3%	(20)	25%	(205)	18%	(144)	45%	(363)	9%	(72)	805
Favorable of Biden	1%	(14)	24%	(231)	20%	(193)	44%	(424)	11%	(107)	969
Unfavorable of Biden	2%	(27)	26%	(298)	22%	(244)	42%	(472)	8%	(93)	1134
Very Favorable of Biden	2%	(9)	21%	(101)	19%	(91)	43%	(209)	15%	(71)	482
Somewhat Favorable of Biden	1%	(5)	27%	(131)	21%	(101)	44%	(214)	7%	(36)	487
Somewhat Unfavorable of Biden	2%	(7)	28%	(84)	27%	(81)	37%	(110)	5%	(15)	299
Very Unfavorable of Biden	2%	(20)	26%	(213)	20%	(163)	43%	(362)	9%	(78)	835
#1 Issue: Economy	2%	(17)	28%	(255)	21%	(192)	39%	(354)	10%	(95)	913
#1 Issue: Security	6%	(15)	25%	(61)	13%	(32)	47%	(113)	9%	(21)	243
#1 Issue: Health Care	1%	(1)	30%	(52)	21%	(36)	36%	(61)	12%	(20)	170
#1 Issue: Medicare / Social Security	—	(1)	23%	(62)	12%	(33)	56%	(148)	8%	(22)	266
#1 Issue: Women's Issues	3%	(8)	22%	(67)	28%	(87)	39%	(121)	9%	(29)	311
#1 Issue: Education	5%	(3)	19%	(11)	33%	(19)	30%	(18)	12%	(7)	59
#1 Issue: Energy	2%	(3)	23%	(31)	29%	(38)	39%	(52)	8%	(10)	134
#1 Issue: Other	3%	(3)	17%	(19)	20%	(23)	55%	(63)	6%	(7)	115
2020 Vote: Joe Biden	1%	(12)	22%	(205)	21%	(202)	44%	(417)	11%	(108)	945
2020 Vote: Donald Trump	1%	(8)	26%	(192)	20%	(145)	46%	(343)	7%	(52)	740
2020 Vote: Other	2%	(1)	29%	(20)	17%	(11)	44%	(30)	8%	(6)	67
2020 Vote: Didn't Vote	7%	(31)	31%	(141)	22%	(101)	30%	(140)	10%	(46)	459
2018 House Vote: Democrat	1%	(9)	23%	(170)	19%	(146)	44%	(332)	13%	(98)	755
2018 House Vote: Republican	2%	(10)	24%	(139)	20%	(115)	48%	(284)	7%	(41)	589
2018 House Vote: Someone else	2%	(1)	25%	(12)	24%	(12)	44%	(22)	6%	(3)	50
2016 Vote: Hillary Clinton	1%	(10)	20%	(142)	19%	(129)	47%	(325)	13%	(89)	695
2016 Vote: Donald Trump	1%	(8)	24%	(159)	18%	(118)	49%	(323)	7%	(48)	656
2016 Vote: Other	—	(0)	36%	(31)	14%	(12)	40%	(35)	10%	(9)	86
2016 Vote: Didn't Vote	4%	(33)	29%	(225)	26%	(201)	32%	(242)	8%	(63)	765

Table MCFE28: *What would you say is your ideal length for a TV show?*

Demographic	15 minutes or less		30 minutes		45 minutes		1 hour		1 hour and 15 minutes or more		Total N
Adults	2%	(52)	25%	(557)	21%	(460)	42%	(930)	10%	(211)	2210
Voted in 2014: Yes	1%	(14)	23%	(277)	18%	(215)	48%	(591)	11%	(129)	1227
Voted in 2014: No	4%	(38)	28%	(280)	25%	(245)	34%	(339)	8%	(82)	983
4-Region: Northeast	2%	(8)	23%	(88)	20%	(76)	45%	(173)	10%	(37)	383
4-Region: Midwest	2%	(8)	26%	(118)	22%	(99)	43%	(195)	8%	(36)	456
4-Region: South	1%	(11)	26%	(216)	20%	(168)	42%	(352)	11%	(97)	844
4-Region: West	4%	(24)	26%	(135)	22%	(118)	40%	(210)	8%	(41)	527
TikTok Users	3%	(20)	23%	(180)	27%	(212)	35%	(275)	13%	(105)	793
Twitch Users	—	(1)	26%	(56)	35%	(75)	30%	(64)	9%	(19)	216
2022 Sports Viewers/Attendees	1%	(15)	24%	(360)	22%	(328)	44%	(656)	8%	(115)	1475
Monthly Moviegoers	2%	(6)	23%	(72)	30%	(97)	33%	(104)	13%	(41)	320
Few Times per Year + Moviegoers	1%	(10)	23%	(214)	27%	(249)	39%	(361)	9%	(86)	920
Heard Smile Campaign	2%	(11)	22%	(122)	29%	(159)	33%	(184)	14%	(76)	551
Heard Minion Campaign	2%	(10)	23%	(123)	32%	(173)	30%	(164)	13%	(70)	540
Listens to Podcasts	2%	(21)	23%	(264)	26%	(292)	39%	(445)	10%	(110)	1132
Streaming Services User	2%	(30)	24%	(427)	23%	(414)	41%	(735)	9%	(168)	1773
Netflix User	2%	(29)	22%	(327)	25%	(371)	40%	(586)	11%	(161)	1474
Disney+ User	2%	(17)	24%	(233)	29%	(282)	37%	(360)	9%	(91)	984
Heterosexual or straight	2%	(40)	25%	(495)	20%	(400)	44%	(857)	9%	(178)	1971
Gay	2%	(1)	33%	(23)	27%	(18)	32%	(22)	6%	(4)	68
Bisexual	4%	(4)	23%	(21)	28%	(25)	30%	(27)	14%	(12)	88
Yes	2%	(1)	30%	(21)	24%	(17)	41%	(29)	4%	(3)	70
No	2%	(51)	25%	(536)	21%	(444)	42%	(901)	10%	(208)	2140

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

Table MCFE29: *And what would you say is your ideal length for a movie?*

Demographic	1 hour or less		1 hour and 30 minutes		2 hours		2 hours and 30 minutes		3 hours or more		Total N
Adults	3%	(76)	28%	(627)	48%	(1065)	16%	(348)	4%	(95)	2210
Gender: Male	3%	(29)	27%	(291)	50%	(532)	17%	(176)	4%	(39)	1068
Gender: Female	4%	(46)	29%	(336)	47%	(532)	15%	(171)	5%	(56)	1142
Age: 18-34	6%	(37)	33%	(210)	40%	(258)	15%	(97)	6%	(40)	642
Age: 35-44	3%	(9)	32%	(116)	48%	(174)	15%	(54)	3%	(11)	365
Age: 45-64	4%	(25)	26%	(183)	48%	(345)	17%	(123)	5%	(37)	714
Age: 65+	1%	(4)	24%	(118)	59%	(287)	15%	(73)	1%	(6)	489
GenZers: 1997-2012	6%	(16)	34%	(87)	39%	(100)	15%	(40)	5%	(14)	256
Millennials: 1981-1996	5%	(30)	31%	(200)	44%	(287)	16%	(102)	5%	(35)	653
GenXers: 1965-1980	3%	(18)	29%	(161)	45%	(252)	17%	(94)	5%	(30)	555
Baby Boomers: 1946-1964	2%	(10)	23%	(155)	58%	(392)	15%	(99)	3%	(17)	673
PID: Dem (no lean)	3%	(23)	28%	(241)	46%	(399)	17%	(147)	6%	(50)	860
PID: Ind (no lean)	4%	(29)	29%	(198)	47%	(316)	15%	(98)	5%	(33)	674
PID: Rep (no lean)	4%	(24)	28%	(188)	52%	(350)	15%	(102)	2%	(12)	676
PID/Gender: Dem Men	2%	(9)	26%	(102)	48%	(189)	19%	(74)	5%	(20)	394
PID/Gender: Dem Women	3%	(14)	30%	(139)	45%	(209)	16%	(73)	6%	(30)	465
PID/Gender: Ind Men	3%	(12)	27%	(92)	50%	(174)	15%	(53)	4%	(15)	345
PID/Gender: Ind Women	5%	(18)	32%	(106)	43%	(142)	14%	(45)	6%	(19)	329
PID/Gender: Rep Men	3%	(9)	29%	(97)	52%	(169)	15%	(49)	1%	(4)	328
PID/Gender: Rep Women	4%	(15)	26%	(91)	52%	(181)	15%	(53)	2%	(8)	348
Ideo: Liberal (1-3)	2%	(16)	28%	(186)	47%	(311)	16%	(103)	6%	(41)	656
Ideo: Moderate (4)	3%	(19)	29%	(218)	48%	(359)	17%	(128)	4%	(27)	751
Ideo: Conservative (5-7)	4%	(24)	28%	(185)	51%	(343)	15%	(99)	2%	(15)	666
Educ: < College	4%	(61)	28%	(400)	47%	(672)	16%	(231)	5%	(72)	1437
Educ: Bachelors degree	2%	(9)	30%	(145)	49%	(242)	17%	(81)	3%	(14)	491
Educ: Post-grad	2%	(6)	29%	(82)	53%	(151)	12%	(35)	3%	(9)	282
Income: Under 50k	5%	(61)	28%	(353)	47%	(602)	15%	(196)	5%	(60)	1271
Income: 50k-100k	2%	(11)	30%	(198)	48%	(317)	15%	(100)	4%	(29)	656
Income: 100k+	1%	(4)	27%	(76)	51%	(145)	18%	(52)	2%	(6)	283
Ethnicity: White	3%	(45)	27%	(466)	51%	(876)	16%	(273)	3%	(52)	1711
Ethnicity: Hispanic	6%	(22)	30%	(113)	43%	(160)	14%	(52)	7%	(26)	374
Ethnicity: Black	5%	(15)	32%	(91)	34%	(97)	17%	(49)	11%	(30)	282

Table MCFE29: *And what would you say is your ideal length for a movie?*

Demographic	1 hour or less		1 hour and 30 minutes		2 hours		2 hours and 30 minutes		3 hours or more		Total N
Adults	3%	(76)	28%	(627)	48%	(1065)	16%	(348)	4%	(95)	2210
Ethnicity: Other	7%	(16)	32%	(70)	43%	(92)	12%	(26)	6%	(13)	217
All Christian	2%	(23)	26%	(272)	53%	(548)	15%	(155)	3%	(30)	1029
All Non-Christian	6%	(8)	31%	(40)	37%	(48)	19%	(25)	6%	(8)	129
Atheist	3%	(3)	27%	(27)	50%	(50)	17%	(17)	3%	(3)	99
Agnostic/Nothing in particular	5%	(30)	29%	(172)	44%	(257)	16%	(94)	6%	(36)	587
Something Else	3%	(12)	32%	(115)	44%	(162)	16%	(58)	5%	(18)	365
Religious Non-Protestant/Catholic	5%	(8)	29%	(45)	41%	(63)	19%	(30)	5%	(8)	154
Evangelical	2%	(13)	31%	(171)	48%	(271)	15%	(82)	4%	(21)	558
Non-Evangelical	3%	(22)	26%	(208)	52%	(415)	15%	(121)	3%	(26)	792
Community: Urban	5%	(33)	28%	(175)	44%	(282)	18%	(112)	6%	(35)	638
Community: Suburban	2%	(21)	29%	(297)	50%	(503)	16%	(160)	3%	(34)	1014
Community: Rural	4%	(22)	28%	(154)	50%	(281)	13%	(75)	5%	(26)	558
Employ: Private Sector	2%	(12)	29%	(189)	48%	(315)	18%	(118)	3%	(20)	654
Employ: Government	1%	(1)	37%	(50)	41%	(56)	15%	(20)	6%	(9)	136
Employ: Self-Employed	5%	(8)	32%	(54)	46%	(76)	9%	(15)	8%	(13)	166
Employ: Homemaker	5%	(9)	33%	(63)	44%	(83)	13%	(26)	5%	(9)	190
Employ: Student	10%	(6)	48%	(30)	31%	(19)	8%	(5)	4%	(2)	62
Employ: Retired	2%	(10)	25%	(142)	56%	(315)	16%	(88)	1%	(8)	563
Employ: Unemployed	8%	(25)	23%	(69)	43%	(128)	18%	(56)	8%	(24)	301
Employ: Other	4%	(5)	22%	(31)	52%	(72)	15%	(20)	7%	(9)	137
Military HH: Yes	—	(1)	22%	(62)	58%	(164)	16%	(44)	4%	(11)	283
Military HH: No	4%	(74)	29%	(565)	47%	(900)	16%	(303)	4%	(84)	1927
RD/WT: Right Direction	3%	(23)	26%	(172)	45%	(302)	19%	(129)	6%	(41)	666
RD/WT: Wrong Track	3%	(53)	29%	(455)	49%	(763)	14%	(219)	4%	(54)	1544
Biden Job Approve	2%	(21)	29%	(284)	46%	(447)	17%	(163)	6%	(55)	970
Biden Job Disapprove	4%	(40)	28%	(319)	50%	(577)	15%	(171)	3%	(36)	1144
Biden Job Strongly Approve	3%	(13)	24%	(103)	45%	(195)	21%	(91)	7%	(30)	433
Biden Job Somewhat Approve	2%	(8)	34%	(181)	47%	(251)	13%	(72)	5%	(25)	537
Biden Job Somewhat Disapprove	3%	(10)	28%	(94)	53%	(178)	15%	(51)	2%	(7)	339
Biden Job Strongly Disapprove	4%	(30)	28%	(226)	50%	(399)	15%	(121)	4%	(29)	805

Table MCFE29: *And what would you say is your ideal length for a movie?*

Demographic	1 hour or less		1 hour and 30 minutes		2 hours		2 hours and 30 minutes		3 hours or more		Total N
Adults	3%	(76)	28%	(627)	48%	(1065)	16%	(348)	4%	(95)	2210
Favorable of Biden	2%	(23)	28%	(275)	47%	(452)	17%	(167)	5%	(53)	969
Unfavorable of Biden	3%	(35)	29%	(323)	50%	(571)	15%	(167)	3%	(37)	1134
Very Favorable of Biden	3%	(14)	26%	(126)	46%	(221)	19%	(91)	6%	(31)	482
Somewhat Favorable of Biden	2%	(9)	31%	(149)	47%	(230)	16%	(76)	5%	(22)	487
Somewhat Unfavorable of Biden	3%	(8)	30%	(88)	49%	(147)	17%	(51)	1%	(4)	299
Very Unfavorable of Biden	3%	(27)	28%	(235)	51%	(424)	14%	(116)	4%	(33)	835
#1 Issue: Economy	2%	(23)	29%	(269)	48%	(435)	16%	(148)	4%	(39)	913
#1 Issue: Security	5%	(12)	27%	(64)	49%	(120)	14%	(35)	5%	(11)	243
#1 Issue: Health Care	3%	(4)	28%	(48)	51%	(86)	12%	(20)	7%	(12)	170
#1 Issue: Medicare / Social Security	4%	(9)	21%	(56)	55%	(146)	17%	(45)	4%	(10)	266
#1 Issue: Women's Issues	6%	(18)	33%	(101)	40%	(123)	18%	(56)	4%	(12)	311
#1 Issue: Education	6%	(3)	38%	(22)	38%	(22)	16%	(9)	3%	(2)	59
#1 Issue: Energy	1%	(2)	28%	(38)	52%	(70)	15%	(20)	3%	(4)	134
#1 Issue: Other	3%	(3)	25%	(29)	54%	(62)	12%	(14)	5%	(6)	115
2020 Vote: Joe Biden	2%	(20)	27%	(253)	47%	(446)	18%	(169)	6%	(56)	945
2020 Vote: Donald Trump	2%	(16)	28%	(208)	53%	(390)	15%	(113)	2%	(13)	740
2020 Vote: Other	4%	(3)	28%	(19)	50%	(33)	11%	(7)	7%	(5)	67
2020 Vote: Didn't Vote	8%	(36)	32%	(147)	43%	(195)	13%	(59)	5%	(22)	459
2018 House Vote: Democrat	2%	(15)	26%	(197)	48%	(359)	17%	(132)	7%	(52)	755
2018 House Vote: Republican	2%	(15)	25%	(148)	55%	(321)	15%	(91)	2%	(13)	589
2018 House Vote: Someone else	2%	(1)	36%	(18)	43%	(21)	14%	(7)	7%	(3)	50
2016 Vote: Hillary Clinton	2%	(16)	26%	(179)	48%	(336)	17%	(118)	7%	(46)	695
2016 Vote: Donald Trump	2%	(15)	25%	(165)	53%	(350)	16%	(108)	3%	(17)	656
2016 Vote: Other	—	(0)	32%	(27)	49%	(42)	14%	(12)	6%	(5)	86
2016 Vote: Didn't Vote	6%	(44)	33%	(254)	43%	(332)	14%	(108)	4%	(28)	765
Voted in 2014: Yes	3%	(31)	26%	(314)	51%	(620)	16%	(197)	5%	(65)	1227
Voted in 2014: No	5%	(45)	32%	(313)	45%	(445)	15%	(151)	3%	(30)	983
4-Region: Northeast	4%	(17)	28%	(107)	50%	(191)	13%	(50)	5%	(18)	383
4-Region: Midwest	2%	(11)	25%	(116)	55%	(250)	15%	(68)	3%	(13)	456
4-Region: South	3%	(29)	30%	(253)	46%	(390)	16%	(135)	4%	(38)	844
4-Region: West	4%	(19)	29%	(152)	44%	(234)	18%	(95)	5%	(27)	527

Table MCFE29: *And what would you say is your ideal length for a movie?*

Demographic	1 hour or less		1 hour and 30 minutes		2 hours		2 hours and 30 minutes		3 hours or more		Total N
Adults	3%	(76)	28%	(627)	48%	(1065)	16%	(348)	4%	(95)	2210
TikTok Users	4%	(32)	30%	(237)	42%	(330)	19%	(150)	6%	(44)	793
Twitch Users	1%	(2)	27%	(59)	44%	(94)	22%	(47)	6%	(14)	216
2022 Sports Viewers/Attendees	1%	(20)	28%	(416)	51%	(747)	16%	(234)	4%	(59)	1475
Monthly Moviegoers	1%	(4)	22%	(71)	47%	(152)	23%	(74)	6%	(20)	320
Few Times per Year + Moviegoers	1%	(13)	26%	(243)	49%	(449)	19%	(175)	4%	(39)	920
Heard Smile Campaign	3%	(17)	27%	(150)	46%	(252)	18%	(98)	6%	(34)	551
Heard Minion Campaign	4%	(20)	25%	(137)	43%	(235)	21%	(112)	7%	(37)	540
Listens to Podcasts	2%	(22)	29%	(324)	47%	(537)	17%	(192)	5%	(56)	1132
Streaming Services User	2%	(44)	29%	(506)	48%	(856)	17%	(293)	4%	(74)	1773
Netflix User	3%	(37)	29%	(427)	48%	(702)	16%	(239)	5%	(69)	1474
Disney+ User	3%	(27)	27%	(269)	48%	(475)	17%	(169)	5%	(45)	984
Heterosexual or straight	3%	(62)	28%	(560)	49%	(969)	15%	(305)	4%	(74)	1971
Gay	4%	(2)	23%	(16)	51%	(35)	18%	(12)	4%	(3)	68
Bisexual	6%	(6)	29%	(25)	44%	(39)	15%	(14)	5%	(5)	88
Yes	2%	(1)	35%	(25)	40%	(28)	21%	(15)	1%	(1)	70
No	3%	(74)	28%	(602)	48%	(1036)	16%	(333)	4%	(95)	2140

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

Table MCFE30: *What would you say is your ideal number of episodes for a TV season?*

Demographic	1-5		6-10		11-15		16-20		More than 20		Total N
Adults	8%	(171)	25%	(563)	28%	(618)	20%	(445)	19%	(414)	2210
Gender: Male	7%	(74)	26%	(283)	29%	(309)	21%	(222)	17%	(180)	1068
Gender: Female	8%	(97)	25%	(280)	27%	(309)	20%	(223)	20%	(233)	1142
Age: 18-34	9%	(56)	26%	(165)	32%	(205)	19%	(121)	15%	(95)	642
Age: 35-44	6%	(24)	28%	(101)	33%	(120)	17%	(61)	16%	(59)	365
Age: 45-64	9%	(63)	25%	(181)	22%	(157)	21%	(153)	22%	(159)	714
Age: 65+	6%	(28)	23%	(115)	28%	(135)	23%	(110)	21%	(100)	489
GenZers: 1997-2012	11%	(28)	27%	(70)	35%	(90)	18%	(45)	9%	(23)	256
Millennials: 1981-1996	7%	(44)	26%	(168)	30%	(199)	19%	(124)	18%	(118)	653
GenXers: 1965-1980	10%	(53)	26%	(142)	24%	(134)	20%	(108)	21%	(118)	555
Baby Boomers: 1946-1964	6%	(41)	23%	(152)	27%	(181)	23%	(157)	21%	(143)	673
PID: Dem (no lean)	8%	(65)	28%	(237)	26%	(225)	20%	(169)	19%	(163)	860
PID: Ind (no lean)	8%	(56)	23%	(156)	27%	(182)	21%	(144)	20%	(136)	674
PID: Rep (no lean)	7%	(49)	25%	(170)	31%	(211)	20%	(132)	17%	(114)	676
PID/Gender: Dem Men	7%	(27)	29%	(112)	26%	(101)	22%	(85)	17%	(68)	394
PID/Gender: Dem Women	8%	(38)	27%	(124)	27%	(124)	18%	(84)	20%	(95)	465
PID/Gender: Ind Men	7%	(25)	25%	(86)	27%	(94)	20%	(70)	20%	(70)	345
PID/Gender: Ind Women	9%	(31)	21%	(71)	27%	(88)	22%	(73)	20%	(66)	329
PID/Gender: Rep Men	7%	(22)	26%	(84)	35%	(113)	20%	(66)	13%	(42)	328
PID/Gender: Rep Women	8%	(27)	25%	(85)	28%	(98)	19%	(66)	21%	(72)	348
Ideo: Liberal (1-3)	6%	(41)	27%	(176)	31%	(203)	19%	(125)	17%	(111)	656
Ideo: Moderate (4)	8%	(57)	26%	(195)	27%	(202)	20%	(151)	19%	(146)	751
Ideo: Conservative (5-7)	8%	(50)	25%	(165)	27%	(178)	22%	(149)	19%	(124)	666
Educ: < College	9%	(133)	26%	(371)	25%	(358)	20%	(284)	20%	(291)	1437
Educ: Bachelors degree	4%	(22)	23%	(113)	34%	(168)	23%	(113)	15%	(75)	491
Educ: Post-grad	5%	(15)	28%	(79)	33%	(92)	17%	(48)	17%	(48)	282
Income: Under 50k	10%	(127)	25%	(312)	24%	(311)	21%	(267)	20%	(254)	1271
Income: 50k-100k	5%	(32)	27%	(178)	29%	(192)	19%	(127)	19%	(127)	656
Income: 100k+	4%	(11)	26%	(73)	41%	(115)	18%	(51)	11%	(32)	283
Ethnicity: White	6%	(105)	25%	(428)	28%	(485)	21%	(364)	19%	(329)	1711
Ethnicity: Hispanic	12%	(46)	28%	(106)	24%	(91)	18%	(68)	17%	(63)	374
Ethnicity: Black	11%	(30)	28%	(79)	27%	(77)	17%	(48)	17%	(48)	282
Ethnicity: Other	16%	(36)	26%	(56)	26%	(56)	15%	(33)	17%	(37)	217

Continued on next page

Table MCFE30: *What would you say is your ideal number of episodes for a TV season?*

Demographic	1-5		6-10		11-15		16-20		More than 20		Total N
Adults	8%	(171)	25%	(563)	28%	(618)	20%	(445)	19%	(414)	2210
All Christian	6%	(66)	25%	(257)	29%	(295)	22%	(230)	18%	(181)	1029
All Non-Christian	12%	(15)	28%	(36)	29%	(37)	13%	(17)	18%	(24)	129
Atheist	4%	(4)	32%	(32)	23%	(23)	22%	(22)	19%	(19)	99
Agnostic/Nothing in particular	9%	(55)	22%	(130)	30%	(175)	20%	(115)	19%	(112)	587
Something Else	8%	(30)	30%	(109)	24%	(87)	17%	(61)	21%	(78)	365
Religious Non-Protestant/Catholic	10%	(15)	25%	(39)	31%	(47)	17%	(25)	18%	(27)	154
Evangelical	9%	(51)	27%	(153)	24%	(136)	19%	(105)	20%	(114)	558
Non-Evangelical	6%	(45)	26%	(205)	29%	(229)	22%	(174)	18%	(139)	792
Community: Urban	10%	(65)	28%	(178)	29%	(182)	16%	(105)	17%	(107)	638
Community: Suburban	6%	(65)	24%	(248)	30%	(299)	22%	(227)	17%	(175)	1014
Community: Rural	7%	(40)	24%	(137)	24%	(136)	20%	(113)	24%	(132)	558
Employ: Private Sector	6%	(37)	26%	(171)	33%	(215)	20%	(131)	15%	(101)	654
Employ: Government	7%	(9)	30%	(41)	32%	(44)	14%	(20)	16%	(22)	136
Employ: Self-Employed	7%	(12)	25%	(41)	31%	(52)	22%	(37)	15%	(25)	166
Employ: Homemaker	10%	(18)	17%	(32)	25%	(48)	23%	(45)	25%	(47)	190
Employ: Student	13%	(8)	33%	(21)	29%	(18)	14%	(9)	11%	(7)	62
Employ: Retired	8%	(43)	27%	(152)	24%	(137)	22%	(125)	19%	(106)	563
Employ: Unemployed	10%	(29)	22%	(67)	25%	(75)	19%	(56)	25%	(74)	301
Employ: Other	11%	(14)	28%	(39)	21%	(28)	18%	(24)	23%	(32)	137
Military HH: Yes	5%	(14)	24%	(69)	28%	(80)	20%	(57)	22%	(63)	283
Military HH: No	8%	(156)	26%	(493)	28%	(537)	20%	(389)	18%	(351)	1927
RD/WT: Right Direction	9%	(57)	27%	(181)	28%	(184)	18%	(118)	19%	(126)	666
RD/WT: Wrong Track	7%	(113)	25%	(382)	28%	(434)	21%	(327)	19%	(288)	1544
Biden Job Approve	8%	(74)	26%	(256)	29%	(284)	19%	(180)	18%	(175)	970
Biden Job Disapprove	6%	(73)	26%	(293)	27%	(313)	22%	(247)	19%	(219)	1144
Biden Job Strongly Approve	10%	(42)	22%	(97)	26%	(114)	21%	(90)	21%	(91)	433
Biden Job Somewhat Approve	6%	(33)	30%	(160)	32%	(171)	17%	(90)	16%	(84)	537
Biden Job Somewhat Disapprove	6%	(22)	28%	(94)	27%	(91)	24%	(83)	15%	(50)	339
Biden Job Strongly Disapprove	6%	(51)	25%	(199)	28%	(222)	20%	(164)	21%	(169)	805
Favorable of Biden	7%	(71)	27%	(259)	29%	(279)	19%	(183)	18%	(177)	969
Unfavorable of Biden	6%	(74)	25%	(283)	28%	(315)	21%	(241)	20%	(222)	1134

Continued on next page

Table MCFE30: *What would you say is your ideal number of episodes for a TV season?*

Demographic	1-5		6-10		11-15		16-20		More than 20		Total N
Adults	8%	(171)	25%	(563)	28%	(618)	20%	(445)	19%	(414)	2210
Very Favorable of Biden	8%	(40)	28%	(135)	22%	(106)	21%	(101)	21%	(101)	482
Somewhat Favorable of Biden	6%	(31)	26%	(124)	36%	(173)	17%	(82)	16%	(76)	487
Somewhat Unfavorable of Biden	6%	(19)	27%	(80)	27%	(81)	24%	(72)	16%	(47)	299
Very Unfavorable of Biden	7%	(55)	24%	(204)	28%	(234)	20%	(168)	21%	(174)	835
#1 Issue: Economy	6%	(56)	26%	(240)	31%	(283)	21%	(193)	15%	(140)	913
#1 Issue: Security	12%	(30)	21%	(50)	24%	(58)	18%	(43)	25%	(62)	243
#1 Issue: Health Care	8%	(14)	26%	(45)	28%	(48)	24%	(40)	14%	(23)	170
#1 Issue: Medicare / Social Security	9%	(23)	30%	(81)	22%	(58)	19%	(49)	21%	(55)	266
#1 Issue: Women's Issues	8%	(25)	23%	(71)	31%	(97)	18%	(56)	20%	(62)	311
#1 Issue: Education	5%	(3)	27%	(16)	25%	(15)	25%	(15)	18%	(11)	59
#1 Issue: Energy	8%	(10)	26%	(34)	25%	(33)	19%	(26)	23%	(31)	134
#1 Issue: Other	8%	(9)	23%	(26)	23%	(26)	20%	(23)	26%	(30)	115
2020 Vote: Joe Biden	6%	(54)	28%	(263)	28%	(266)	20%	(188)	18%	(174)	945
2020 Vote: Donald Trump	6%	(46)	24%	(181)	29%	(218)	20%	(151)	19%	(144)	740
2020 Vote: Other	12%	(8)	23%	(15)	31%	(20)	24%	(16)	10%	(7)	67
2020 Vote: Didn't Vote	13%	(62)	23%	(104)	25%	(114)	20%	(90)	19%	(89)	459
2018 House Vote: Democrat	6%	(47)	27%	(204)	29%	(219)	18%	(138)	20%	(147)	755
2018 House Vote: Republican	7%	(44)	23%	(134)	30%	(178)	22%	(129)	17%	(103)	589
2018 House Vote: Someone else	4%	(2)	21%	(10)	18%	(9)	33%	(17)	23%	(11)	50
2016 Vote: Hillary Clinton	6%	(42)	27%	(189)	29%	(199)	18%	(128)	20%	(137)	695
2016 Vote: Donald Trump	6%	(43)	24%	(159)	28%	(183)	22%	(142)	20%	(128)	656
2016 Vote: Other	4%	(3)	17%	(15)	34%	(29)	30%	(25)	15%	(13)	86
2016 Vote: Didn't Vote	11%	(81)	26%	(197)	27%	(203)	19%	(149)	18%	(135)	765
Voted in 2014: Yes	6%	(77)	25%	(308)	29%	(351)	21%	(255)	19%	(235)	1227
Voted in 2014: No	9%	(93)	26%	(254)	27%	(267)	19%	(190)	18%	(179)	983
4-Region: Northeast	8%	(32)	26%	(100)	29%	(110)	17%	(63)	20%	(77)	383
4-Region: Midwest	6%	(27)	21%	(96)	32%	(148)	24%	(111)	16%	(75)	456
4-Region: South	8%	(66)	28%	(237)	26%	(219)	20%	(170)	18%	(153)	844
4-Region: West	9%	(45)	25%	(130)	27%	(142)	19%	(102)	21%	(109)	527
TikTok Users	7%	(54)	25%	(198)	31%	(242)	20%	(162)	17%	(136)	793
Twitch Users	2%	(3)	26%	(56)	35%	(76)	25%	(54)	12%	(26)	216
2022 Sports Viewers/Attendees	6%	(84)	26%	(388)	31%	(458)	21%	(306)	16%	(239)	1475

Table MCFE30: *What would you say is your ideal number of episodes for a TV season?*

Demographic	1-5		6-10		11-15		16-20		More than 20		Total N
Adults	8%	(171)	25%	(563)	28%	(618)	20%	(445)	19%	(414)	2210
Monthly Moviegoers	6%	(19)	31%	(101)	31%	(99)	18%	(58)	14%	(45)	320
Few Times per Year + Moviegoers	5%	(45)	27%	(251)	33%	(306)	20%	(181)	15%	(137)	920
Heard Smile Campaign	9%	(47)	29%	(157)	31%	(169)	17%	(94)	15%	(84)	551
Heard Minion Campaign	8%	(43)	27%	(148)	30%	(161)	20%	(106)	15%	(82)	540
Listens to Podcasts	7%	(74)	28%	(314)	31%	(345)	21%	(232)	15%	(165)	1132
Streaming Services User	6%	(114)	26%	(469)	29%	(520)	21%	(366)	17%	(304)	1773
Netflix User	7%	(104)	27%	(396)	29%	(431)	20%	(288)	17%	(254)	1474
Disney+ User	8%	(81)	24%	(236)	31%	(302)	20%	(197)	17%	(168)	984
Heterosexual or straight	8%	(152)	26%	(510)	28%	(550)	20%	(394)	18%	(365)	1971
Gay	7%	(5)	26%	(17)	26%	(17)	21%	(14)	21%	(14)	68
Bisexual	9%	(8)	18%	(16)	35%	(31)	20%	(17)	18%	(16)	88
Yes	12%	(9)	22%	(16)	21%	(15)	28%	(19)	17%	(12)	70
No	8%	(162)	26%	(547)	28%	(603)	20%	(426)	19%	(402)	2140

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

Table MCFE31_1: *In general, what kind of fan, if at all, do you consider yourself to be of the following?*
Star Wars

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	28%	(609)	31%	(676)	42%	(924)	2210
Gender: Male	36%	(381)	32%	(343)	32%	(343)	1068
Gender: Female	20%	(228)	29%	(333)	51%	(581)	1142
Age: 18-34	29%	(187)	25%	(161)	46%	(294)	642
Age: 35-44	29%	(106)	33%	(121)	38%	(139)	365
Age: 45-64	27%	(192)	31%	(224)	42%	(298)	714
Age: 65+	26%	(125)	35%	(170)	40%	(194)	489
GenZers: 1997-2012	28%	(72)	22%	(56)	50%	(128)	256
Millennials: 1981-1996	28%	(184)	29%	(192)	42%	(277)	653
GenXers: 1965-1980	32%	(180)	29%	(159)	39%	(216)	555
Baby Boomers: 1946-1964	24%	(163)	36%	(240)	40%	(270)	673
PID: Dem (no lean)	30%	(261)	29%	(253)	40%	(346)	860
PID: Ind (no lean)	25%	(170)	31%	(211)	43%	(293)	674
PID: Rep (no lean)	26%	(179)	31%	(211)	42%	(286)	676
PID/Gender: Dem Men	41%	(163)	31%	(121)	28%	(110)	394
PID/Gender: Dem Women	21%	(97)	28%	(133)	51%	(235)	465
PID/Gender: Ind Men	32%	(110)	34%	(118)	34%	(117)	345
PID/Gender: Ind Women	18%	(60)	29%	(94)	53%	(176)	329
PID/Gender: Rep Men	33%	(108)	32%	(105)	35%	(115)	328
PID/Gender: Rep Women	21%	(71)	31%	(106)	49%	(170)	348
Ideo: Liberal (1-3)	32%	(213)	32%	(212)	35%	(231)	656
Ideo: Moderate (4)	24%	(183)	31%	(234)	45%	(334)	751
Ideo: Conservative (5-7)	28%	(189)	30%	(198)	42%	(279)	666
Educ: < College	25%	(359)	29%	(410)	46%	(667)	1437
Educ: Bachelors degree	31%	(151)	36%	(176)	33%	(164)	491
Educ: Post-grad	35%	(99)	32%	(90)	33%	(93)	282
Income: Under 50k	25%	(321)	30%	(378)	45%	(573)	1271
Income: 50k-100k	29%	(193)	31%	(204)	40%	(260)	656
Income: 100k+	34%	(96)	34%	(95)	32%	(91)	283
Ethnicity: White	28%	(477)	31%	(530)	41%	(704)	1711
Ethnicity: Hispanic	33%	(124)	24%	(89)	43%	(160)	374
Ethnicity: Black	25%	(72)	28%	(78)	47%	(133)	282

Table MCFE31_1: *In general, what kind of fan, if at all, do you consider yourself to be of the following?*

Star Wars

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	28%	(609)	31%	(676)	42%	(924)	2210
Ethnicity: Other	28%	(60)	32%	(69)	40%	(88)	217
All Christian	28%	(284)	32%	(327)	41%	(418)	1029
All Non-Christian	33%	(43)	31%	(40)	36%	(46)	129
Atheist	36%	(36)	37%	(36)	27%	(27)	99
Agnostic/Nothing in particular	26%	(150)	29%	(171)	45%	(267)	587
Something Else	26%	(96)	28%	(103)	46%	(166)	365
Religious Non-Protestant/Catholic	33%	(50)	33%	(50)	35%	(53)	154
Evangelical	29%	(160)	30%	(166)	41%	(231)	558
Non-Evangelical	27%	(210)	31%	(244)	43%	(338)	792
Community: Urban	32%	(203)	28%	(178)	40%	(257)	638
Community: Suburban	28%	(283)	32%	(322)	40%	(409)	1014
Community: Rural	22%	(124)	32%	(176)	46%	(259)	558
Employ: Private Sector	31%	(203)	32%	(209)	37%	(243)	654
Employ: Government	33%	(45)	23%	(31)	45%	(61)	136
Employ: Self-Employed	35%	(58)	34%	(57)	31%	(52)	166
Employ: Homemaker	22%	(42)	27%	(52)	50%	(96)	190
Employ: Student	30%	(19)	16%	(10)	54%	(33)	62
Employ: Retired	25%	(140)	35%	(199)	40%	(224)	563
Employ: Unemployed	24%	(73)	27%	(81)	49%	(147)	301
Employ: Other	22%	(30)	27%	(38)	50%	(69)	137
Military HH: Yes	33%	(94)	35%	(99)	32%	(90)	283
Military HH: No	27%	(515)	30%	(577)	43%	(834)	1927
RD/WT: Right Direction	37%	(245)	29%	(192)	34%	(229)	666
RD/WT: Wrong Track	24%	(365)	31%	(484)	45%	(695)	1544
Biden Job Approve	31%	(301)	31%	(303)	38%	(366)	970
Biden Job Disapprove	26%	(292)	30%	(348)	44%	(504)	1144
Biden Job Strongly Approve	37%	(160)	32%	(138)	31%	(134)	433
Biden Job Somewhat Approve	26%	(141)	31%	(164)	43%	(232)	537
Biden Job Somewhat Disapprove	25%	(84)	34%	(114)	41%	(141)	339
Biden Job Strongly Disapprove	26%	(208)	29%	(233)	45%	(364)	805

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Table MCFE31_1: *In general, what kind of fan, if at all, do you consider yourself to be of the following?*
Star Wars

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	28%	(609)	31%	(676)	42%	(924)	2210
Favorable of Biden	30%	(293)	31%	(299)	39%	(377)	969
Unfavorable of Biden	26%	(296)	31%	(350)	43%	(488)	1134
Very Favorable of Biden	36%	(173)	29%	(141)	35%	(168)	482
Somewhat Favorable of Biden	25%	(120)	32%	(157)	43%	(210)	487
Somewhat Unfavorable of Biden	26%	(79)	36%	(107)	38%	(112)	299
Very Unfavorable of Biden	26%	(217)	29%	(243)	45%	(376)	835
#1 Issue: Economy	29%	(266)	30%	(278)	40%	(369)	913
#1 Issue: Security	24%	(57)	26%	(63)	50%	(122)	243
#1 Issue: Health Care	23%	(39)	36%	(61)	41%	(70)	170
#1 Issue: Medicare / Social Security	23%	(61)	40%	(107)	37%	(98)	266
#1 Issue: Women's Issues	31%	(95)	25%	(77)	45%	(139)	311
#1 Issue: Education	36%	(21)	29%	(17)	35%	(21)	59
#1 Issue: Energy	31%	(42)	30%	(41)	39%	(52)	134
#1 Issue: Other	25%	(28)	29%	(33)	47%	(54)	115
2020 Vote: Joe Biden	32%	(302)	33%	(309)	35%	(333)	945
2020 Vote: Donald Trump	26%	(195)	31%	(228)	43%	(316)	740
2020 Vote: Other	35%	(24)	40%	(27)	24%	(16)	67
2020 Vote: Didn't Vote	19%	(89)	24%	(112)	56%	(258)	459
2018 House Vote: Democrat	33%	(246)	35%	(262)	33%	(247)	755
2018 House Vote: Republican	28%	(165)	31%	(184)	41%	(241)	589
2018 House Vote: Someone else	43%	(21)	22%	(11)	35%	(17)	50
2016 Vote: Hillary Clinton	33%	(226)	32%	(225)	35%	(244)	695
2016 Vote: Donald Trump	27%	(176)	32%	(208)	41%	(272)	656
2016 Vote: Other	35%	(30)	40%	(34)	26%	(22)	86
2016 Vote: Didn't Vote	23%	(173)	27%	(208)	50%	(384)	765
Voted in 2014: Yes	31%	(382)	33%	(404)	36%	(441)	1227
Voted in 2014: No	23%	(228)	28%	(272)	49%	(484)	983
4-Region: Northeast	18%	(71)	37%	(140)	45%	(172)	383
4-Region: Midwest	26%	(117)	32%	(147)	42%	(192)	456
4-Region: South	27%	(228)	29%	(248)	44%	(369)	844
4-Region: West	37%	(194)	27%	(141)	36%	(192)	527

Table MCFE31_1: *In general, what kind of fan, if at all, do you consider yourself to be of the following?*

Star Wars

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	28%	(609)	31%	(676)	42%	(924)	2210
TikTok Users	31%	(243)	28%	(221)	41%	(329)	793
Twitch Users	44%	(95)	30%	(65)	25%	(55)	216
2022 Sports Viewers/Attendees	32%	(467)	33%	(481)	36%	(527)	1475
Monthly Moviegoers	48%	(152)	28%	(89)	25%	(79)	320
Few Times per Year + Moviegoers	38%	(349)	31%	(286)	31%	(285)	920
Heard Smile Campaign	36%	(201)	29%	(160)	35%	(190)	551
Heard Minion Campaign	40%	(218)	29%	(157)	31%	(165)	540
Listens to Podcasts	35%	(392)	33%	(375)	32%	(365)	1132
Streaming Services User	31%	(541)	31%	(552)	38%	(680)	1773
Netflix User	31%	(453)	31%	(450)	39%	(571)	1474
Disney+ User	38%	(372)	29%	(284)	33%	(328)	984
Heterosexual or straight	27%	(532)	31%	(615)	42%	(823)	1971
Gay	34%	(23)	23%	(16)	43%	(29)	68
Bisexual	34%	(30)	25%	(22)	40%	(36)	88
Yes	33%	(23)	31%	(22)	36%	(25)	70
No	27%	(586)	31%	(654)	42%	(899)	2140

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

Table MCFE31_2: *In general, what kind of fan, if at all, do you consider yourself to be of the following?*
Harry Potter

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	26%	(576)	29%	(631)	45%	(1004)	2210
Gender: Male	25%	(267)	30%	(319)	45%	(481)	1068
Gender: Female	27%	(308)	27%	(311)	46%	(523)	1142
Age: 18-34	33%	(214)	30%	(190)	37%	(238)	642
Age: 35-44	28%	(101)	30%	(109)	42%	(155)	365
Age: 45-64	24%	(174)	28%	(197)	48%	(343)	714
Age: 65+	18%	(86)	28%	(135)	55%	(268)	489
GenZers: 1997-2012	27%	(69)	31%	(78)	43%	(109)	256
Millennials: 1981-1996	32%	(211)	29%	(191)	38%	(251)	653
GenXers: 1965-1980	30%	(165)	28%	(153)	43%	(237)	555
Baby Boomers: 1946-1964	18%	(122)	28%	(189)	54%	(361)	673
PID: Dem (no lean)	29%	(253)	30%	(254)	41%	(353)	860
PID: Ind (no lean)	24%	(162)	28%	(192)	48%	(321)	674
PID: Rep (no lean)	24%	(161)	27%	(185)	49%	(330)	676
PID/Gender: Dem Men	29%	(116)	31%	(121)	40%	(157)	394
PID/Gender: Dem Women	29%	(137)	29%	(133)	42%	(196)	465
PID/Gender: Ind Men	23%	(78)	31%	(107)	46%	(160)	345
PID/Gender: Ind Women	26%	(84)	26%	(84)	49%	(161)	329
PID/Gender: Rep Men	22%	(73)	28%	(91)	50%	(164)	328
PID/Gender: Rep Women	25%	(87)	27%	(94)	48%	(166)	348
Ideo: Liberal (1-3)	29%	(193)	30%	(199)	40%	(263)	656
Ideo: Moderate (4)	26%	(193)	31%	(231)	43%	(326)	751
Ideo: Conservative (5-7)	22%	(148)	25%	(165)	53%	(354)	666
Educ: < College	25%	(357)	29%	(411)	47%	(670)	1437
Educ: Bachelors degree	27%	(134)	30%	(147)	43%	(210)	491
Educ: Post-grad	30%	(85)	26%	(73)	44%	(124)	282
Income: Under 50k	26%	(332)	28%	(360)	46%	(579)	1271
Income: 50k-100k	26%	(169)	29%	(190)	45%	(297)	656
Income: 100k+	27%	(75)	28%	(80)	45%	(128)	283
Ethnicity: White	26%	(443)	28%	(484)	46%	(783)	1711
Ethnicity: Hispanic	33%	(122)	28%	(106)	39%	(146)	374
Ethnicity: Black	25%	(70)	26%	(74)	49%	(138)	282

Table MCFE31_2: *In general, what kind of fan, if at all, do you consider yourself to be of the following?*
Harry Potter

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	26%	(576)	29%	(631)	45%	(1004)	2210
Ethnicity: Other	29%	(62)	33%	(72)	38%	(82)	217
All Christian	25%	(256)	27%	(277)	48%	(496)	1029
All Non-Christian	32%	(41)	22%	(28)	47%	(60)	129
Atheist	35%	(35)	28%	(28)	37%	(37)	99
Agnostic/Nothing in particular	26%	(151)	32%	(190)	42%	(246)	587
Something Else	25%	(93)	29%	(107)	45%	(165)	365
Religious Non-Protestant/Catholic	34%	(52)	23%	(36)	43%	(66)	154
Evangelical	24%	(134)	25%	(140)	51%	(284)	558
Non-Evangelical	25%	(199)	29%	(231)	46%	(362)	792
Community: Urban	32%	(203)	28%	(176)	41%	(258)	638
Community: Suburban	24%	(246)	28%	(286)	48%	(483)	1014
Community: Rural	23%	(127)	30%	(169)	47%	(263)	558
Employ: Private Sector	27%	(178)	30%	(196)	43%	(280)	654
Employ: Government	37%	(50)	22%	(29)	42%	(57)	136
Employ: Self-Employed	34%	(57)	27%	(45)	39%	(64)	166
Employ: Homemaker	31%	(59)	28%	(53)	41%	(78)	190
Employ: Student	27%	(17)	39%	(24)	34%	(21)	62
Employ: Retired	19%	(104)	27%	(153)	54%	(305)	563
Employ: Unemployed	25%	(74)	29%	(89)	46%	(139)	301
Employ: Other	26%	(36)	30%	(41)	44%	(60)	137
Military HH: Yes	26%	(74)	32%	(92)	41%	(117)	283
Military HH: No	26%	(501)	28%	(538)	46%	(887)	1927
RD/WT: Right Direction	35%	(231)	30%	(197)	36%	(238)	666
RD/WT: Wrong Track	22%	(345)	28%	(434)	50%	(765)	1544
Biden Job Approve	31%	(299)	31%	(297)	39%	(374)	970
Biden Job Disapprove	22%	(255)	27%	(311)	51%	(578)	1144
Biden Job Strongly Approve	34%	(149)	30%	(131)	35%	(152)	433
Biden Job Somewhat Approve	28%	(150)	31%	(166)	41%	(222)	537
Biden Job Somewhat Disapprove	29%	(98)	28%	(95)	43%	(146)	339
Biden Job Strongly Disapprove	19%	(157)	27%	(216)	54%	(432)	805

Table MCFE31_2: *In general, what kind of fan, if at all, do you consider yourself to be of the following?*
Harry Potter

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	26%	(576)	29%	(631)	45%	(1004)	2210
Favorable of Biden	30%	(291)	31%	(298)	39%	(380)	969
Unfavorable of Biden	23%	(257)	28%	(313)	50%	(564)	1134
Very Favorable of Biden	35%	(168)	28%	(134)	37%	(180)	482
Somewhat Favorable of Biden	25%	(123)	34%	(163)	41%	(200)	487
Somewhat Unfavorable of Biden	29%	(87)	29%	(87)	42%	(125)	299
Very Unfavorable of Biden	20%	(171)	27%	(226)	53%	(439)	835
#1 Issue: Economy	25%	(230)	29%	(266)	46%	(417)	913
#1 Issue: Security	22%	(52)	27%	(64)	52%	(126)	243
#1 Issue: Health Care	29%	(49)	32%	(54)	39%	(67)	170
#1 Issue: Medicare / Social Security	18%	(48)	32%	(84)	50%	(134)	266
#1 Issue: Women's Issues	35%	(109)	24%	(74)	41%	(127)	311
#1 Issue: Education	36%	(21)	29%	(17)	35%	(20)	59
#1 Issue: Energy	32%	(42)	27%	(36)	41%	(55)	134
#1 Issue: Other	21%	(24)	30%	(34)	50%	(57)	115
2020 Vote: Joe Biden	31%	(290)	29%	(277)	40%	(378)	945
2020 Vote: Donald Trump	21%	(158)	29%	(212)	50%	(370)	740
2020 Vote: Other	28%	(19)	31%	(21)	41%	(27)	67
2020 Vote: Didn't Vote	24%	(110)	26%	(121)	50%	(228)	459
2018 House Vote: Democrat	32%	(240)	29%	(216)	40%	(299)	755
2018 House Vote: Republican	20%	(115)	28%	(162)	53%	(311)	589
2018 House Vote: Someone else	29%	(15)	25%	(12)	46%	(23)	50
2016 Vote: Hillary Clinton	31%	(217)	28%	(195)	41%	(283)	695
2016 Vote: Donald Trump	20%	(132)	28%	(185)	52%	(338)	656
2016 Vote: Other	29%	(25)	27%	(23)	44%	(37)	86
2016 Vote: Didn't Vote	26%	(199)	29%	(225)	45%	(342)	765
Voted in 2014: Yes	26%	(321)	28%	(345)	46%	(560)	1227
Voted in 2014: No	26%	(255)	29%	(285)	45%	(443)	983
4-Region: Northeast	23%	(90)	31%	(120)	45%	(173)	383
4-Region: Midwest	24%	(110)	31%	(140)	45%	(206)	456
4-Region: South	26%	(216)	26%	(221)	48%	(408)	844
4-Region: West	30%	(160)	28%	(149)	41%	(217)	527

Table MCFE31_2: *In general, what kind of fan, if at all, do you consider yourself to be of the following?*
Harry Potter

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	26%	(576)	29%	(631)	45%	(1004)	2210
TikTok Users	34%	(269)	28%	(220)	38%	(304)	793
Twitch Users	34%	(74)	36%	(78)	30%	(64)	216
2022 Sports Viewers/Attendees	27%	(404)	29%	(425)	44%	(646)	1475
Monthly Moviegoers	39%	(124)	31%	(98)	31%	(98)	320
Few Times per Year + Moviegoers	35%	(318)	30%	(277)	35%	(325)	920
Heard Smile Campaign	35%	(194)	33%	(182)	32%	(174)	551
Heard Minion Campaign	38%	(207)	31%	(168)	31%	(166)	540
Listens to Podcasts	32%	(365)	31%	(356)	36%	(410)	1132
Streaming Services User	29%	(517)	30%	(536)	41%	(720)	1773
Netflix User	31%	(457)	30%	(442)	39%	(575)	1474
Disney+ User	37%	(366)	31%	(307)	32%	(311)	984
Heterosexual or straight	25%	(497)	28%	(550)	47%	(923)	1971
Gay	35%	(24)	33%	(22)	32%	(22)	68
Bisexual	35%	(31)	38%	(33)	28%	(25)	88
Yes	28%	(20)	30%	(21)	42%	(29)	70
No	26%	(556)	28%	(609)	46%	(974)	2140

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

Table MCFE31_3: *In general, what kind of fan, if at all, do you consider yourself to be of the following?*
The Lord of the Rings

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	23%	(514)	26%	(574)	51%	(1122)	2210
Gender: Male	27%	(290)	29%	(309)	44%	(468)	1068
Gender: Female	20%	(224)	23%	(264)	57%	(654)	1142
Age: 18-34	23%	(147)	30%	(191)	47%	(304)	642
Age: 35-44	31%	(114)	28%	(103)	41%	(149)	365
Age: 45-64	24%	(172)	22%	(159)	54%	(383)	714
Age: 65+	17%	(82)	25%	(122)	58%	(286)	489
GenZers: 1997-2012	17%	(44)	27%	(70)	55%	(142)	256
Millennials: 1981-1996	29%	(188)	30%	(194)	42%	(271)	653
GenXers: 1965-1980	27%	(153)	24%	(133)	49%	(270)	555
Baby Boomers: 1946-1964	19%	(125)	24%	(162)	57%	(386)	673
PID: Dem (no lean)	25%	(215)	26%	(224)	49%	(420)	860
PID: Ind (no lean)	22%	(148)	26%	(176)	52%	(351)	674
PID: Rep (no lean)	22%	(151)	26%	(174)	52%	(351)	676
PID/Gender: Dem Men	32%	(127)	28%	(112)	39%	(155)	394
PID/Gender: Dem Women	19%	(88)	24%	(112)	57%	(265)	465
PID/Gender: Ind Men	24%	(84)	29%	(102)	46%	(159)	345
PID/Gender: Ind Women	19%	(63)	23%	(74)	58%	(191)	329
PID/Gender: Rep Men	24%	(79)	29%	(96)	47%	(153)	328
PID/Gender: Rep Women	21%	(72)	22%	(78)	57%	(198)	348
Ideo: Liberal (1-3)	28%	(186)	27%	(179)	44%	(292)	656
Ideo: Moderate (4)	22%	(168)	25%	(189)	52%	(394)	751
Ideo: Conservative (5-7)	21%	(143)	25%	(168)	53%	(355)	666
Educ: < College	22%	(310)	26%	(369)	53%	(758)	1437
Educ: Bachelors degree	27%	(130)	28%	(139)	45%	(222)	491
Educ: Post-grad	26%	(74)	23%	(66)	50%	(142)	282
Income: Under 50k	23%	(290)	24%	(309)	53%	(673)	1271
Income: 50k-100k	23%	(149)	28%	(184)	49%	(323)	656
Income: 100k+	26%	(75)	29%	(82)	45%	(126)	283
Ethnicity: White	23%	(397)	25%	(428)	52%	(886)	1711
Ethnicity: Hispanic	34%	(126)	23%	(86)	43%	(161)	374
Ethnicity: Black	22%	(62)	26%	(74)	52%	(147)	282

Table MCFE31_3: *In general, what kind of fan, if at all, do you consider yourself to be of the following?*
The Lord of the Rings

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	23%	(514)	26%	(574)	51%	(1122)	2210
Ethnicity: Other	26%	(55)	33%	(72)	41%	(89)	217
All Christian	22%	(223)	26%	(273)	52%	(533)	1029
All Non-Christian	26%	(34)	22%	(29)	51%	(66)	129
Atheist	39%	(39)	16%	(16)	45%	(44)	99
Agnostic/Nothing in particular	23%	(137)	27%	(160)	49%	(290)	587
Something Else	22%	(81)	27%	(97)	51%	(188)	365
Religious Non-Protestant/Catholic	30%	(46)	23%	(35)	47%	(73)	154
Evangelical	20%	(111)	27%	(150)	53%	(297)	558
Non-Evangelical	22%	(177)	26%	(206)	52%	(408)	792
Community: Urban	28%	(175)	27%	(170)	46%	(292)	638
Community: Suburban	22%	(222)	26%	(261)	52%	(532)	1014
Community: Rural	21%	(117)	26%	(143)	54%	(299)	558
Employ: Private Sector	27%	(174)	28%	(183)	46%	(298)	654
Employ: Government	28%	(37)	30%	(40)	43%	(58)	136
Employ: Self-Employed	25%	(42)	28%	(46)	47%	(78)	166
Employ: Homemaker	24%	(45)	26%	(49)	50%	(96)	190
Employ: Student	18%	(11)	28%	(17)	54%	(33)	62
Employ: Retired	19%	(107)	22%	(125)	59%	(330)	563
Employ: Unemployed	24%	(73)	25%	(75)	51%	(153)	301
Employ: Other	18%	(24)	28%	(38)	54%	(74)	137
Military HH: Yes	27%	(77)	26%	(74)	47%	(132)	283
Military HH: No	23%	(438)	26%	(499)	51%	(990)	1927
RD/WT: Right Direction	30%	(203)	25%	(169)	44%	(295)	666
RD/WT: Wrong Track	20%	(311)	26%	(405)	54%	(827)	1544
Biden Job Approve	28%	(268)	26%	(248)	47%	(454)	970
Biden Job Disapprove	21%	(237)	26%	(299)	53%	(608)	1144
Biden Job Strongly Approve	34%	(149)	22%	(96)	43%	(188)	433
Biden Job Somewhat Approve	22%	(119)	28%	(152)	49%	(266)	537
Biden Job Somewhat Disapprove	22%	(74)	27%	(92)	51%	(173)	339
Biden Job Strongly Disapprove	20%	(163)	26%	(207)	54%	(435)	805

Table MCFE31_3: *In general, what kind of fan, if at all, do you consider yourself to be of the following?*
The Lord of the Rings

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	23%	(514)	26%	(574)	51%	(1122)	2210
Favorable of Biden	26%	(257)	25%	(245)	48%	(467)	969
Unfavorable of Biden	22%	(244)	26%	(300)	52%	(589)	1134
Very Favorable of Biden	31%	(149)	24%	(117)	45%	(216)	482
Somewhat Favorable of Biden	22%	(108)	26%	(128)	52%	(251)	487
Somewhat Unfavorable of Biden	26%	(77)	27%	(81)	47%	(141)	299
Very Unfavorable of Biden	20%	(167)	26%	(219)	54%	(448)	835
#1 Issue: Economy	23%	(210)	28%	(256)	49%	(448)	913
#1 Issue: Security	23%	(55)	26%	(63)	51%	(124)	243
#1 Issue: Health Care	29%	(49)	23%	(39)	49%	(83)	170
#1 Issue: Medicare / Social Security	16%	(43)	24%	(63)	60%	(159)	266
#1 Issue: Women's Issues	25%	(79)	24%	(75)	51%	(157)	311
#1 Issue: Education	33%	(19)	31%	(18)	36%	(21)	59
#1 Issue: Energy	24%	(32)	25%	(34)	51%	(69)	134
#1 Issue: Other	24%	(28)	23%	(26)	53%	(61)	115
2020 Vote: Joe Biden	27%	(257)	25%	(237)	48%	(451)	945
2020 Vote: Donald Trump	21%	(157)	28%	(205)	51%	(377)	740
2020 Vote: Other	22%	(15)	33%	(22)	45%	(30)	67
2020 Vote: Didn't Vote	18%	(85)	24%	(110)	58%	(264)	459
2018 House Vote: Democrat	28%	(214)	26%	(197)	46%	(344)	755
2018 House Vote: Republican	23%	(134)	25%	(149)	52%	(306)	589
2018 House Vote: Someone else	34%	(17)	25%	(13)	40%	(20)	50
2016 Vote: Hillary Clinton	29%	(199)	26%	(181)	45%	(315)	695
2016 Vote: Donald Trump	21%	(140)	26%	(169)	53%	(347)	656
2016 Vote: Other	23%	(20)	33%	(29)	43%	(37)	86
2016 Vote: Didn't Vote	20%	(153)	25%	(192)	55%	(420)	765
Voted in 2014: Yes	26%	(316)	26%	(323)	48%	(587)	1227
Voted in 2014: No	20%	(198)	25%	(250)	54%	(535)	983
4-Region: Northeast	19%	(74)	25%	(97)	55%	(212)	383
4-Region: Midwest	20%	(91)	26%	(118)	54%	(247)	456
4-Region: South	22%	(188)	25%	(215)	52%	(442)	844
4-Region: West	30%	(160)	27%	(145)	42%	(222)	527

Table MCFE31_3: *In general, what kind of fan, if at all, do you consider yourself to be of the following?*
The Lord of the Rings

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	23%	(514)	26%	(574)	51%	(1122)	2210
TikTok Users	26%	(208)	28%	(218)	46%	(366)	793
Twitch Users	41%	(88)	33%	(71)	26%	(57)	216
2022 Sports Viewers/Attendees	26%	(378)	28%	(413)	46%	(684)	1475
Monthly Moviegoers	41%	(132)	24%	(77)	35%	(111)	320
Few Times per Year + Moviegoers	31%	(286)	30%	(274)	39%	(360)	920
Heard Smile Campaign	33%	(182)	29%	(160)	38%	(209)	551
Heard Minion Campaign	36%	(196)	28%	(154)	35%	(191)	540
Listens to Podcasts	31%	(351)	31%	(347)	38%	(434)	1132
Streaming Services User	26%	(470)	28%	(488)	46%	(815)	1773
Netflix User	27%	(392)	28%	(413)	45%	(669)	1474
Disney+ User	31%	(306)	29%	(283)	40%	(395)	984
Heterosexual or straight	23%	(444)	26%	(510)	52%	(1016)	1971
Gay	33%	(22)	33%	(22)	34%	(23)	68
Bisexual	29%	(25)	23%	(20)	48%	(43)	88
Yes	24%	(17)	34%	(24)	42%	(29)	70
No	23%	(497)	26%	(550)	51%	(1093)	2140

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

Table MCFE31_4: *In general, what kind of fan, if at all, do you consider yourself to be of the following?*
James Bond

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	26%	(570)	37%	(815)	37%	(824)	2210
Gender: Male	32%	(343)	41%	(442)	27%	(283)	1068
Gender: Female	20%	(227)	33%	(374)	47%	(541)	1142
Age: 18-34	20%	(130)	33%	(212)	47%	(299)	642
Age: 35-44	18%	(67)	45%	(163)	37%	(135)	365
Age: 45-64	29%	(205)	35%	(251)	36%	(257)	714
Age: 65+	34%	(168)	39%	(189)	27%	(133)	489
GenZers: 1997-2012	14%	(36)	33%	(85)	53%	(136)	256
Millennials: 1981-1996	22%	(146)	37%	(241)	41%	(265)	653
GenXers: 1965-1980	24%	(135)	38%	(208)	38%	(212)	555
Baby Boomers: 1946-1964	33%	(225)	38%	(255)	29%	(193)	673
PID: Dem (no lean)	28%	(237)	36%	(311)	36%	(312)	860
PID: Ind (no lean)	22%	(147)	36%	(245)	42%	(282)	674
PID: Rep (no lean)	28%	(186)	38%	(259)	34%	(231)	676
PID/Gender: Dem Men	34%	(133)	41%	(161)	25%	(100)	394
PID/Gender: Dem Women	22%	(103)	32%	(150)	46%	(212)	465
PID/Gender: Ind Men	29%	(99)	41%	(143)	30%	(104)	345
PID/Gender: Ind Women	15%	(49)	31%	(103)	54%	(178)	329
PID/Gender: Rep Men	34%	(111)	42%	(138)	24%	(79)	328
PID/Gender: Rep Women	22%	(75)	35%	(121)	44%	(151)	348
Ideo: Liberal (1-3)	28%	(182)	37%	(243)	35%	(231)	656
Ideo: Moderate (4)	23%	(172)	38%	(287)	39%	(292)	751
Ideo: Conservative (5-7)	30%	(197)	37%	(249)	33%	(220)	666
Educ: < College	23%	(323)	36%	(519)	41%	(595)	1437
Educ: Bachelors degree	29%	(143)	41%	(199)	30%	(148)	491
Educ: Post-grad	37%	(103)	35%	(98)	29%	(81)	282
Income: Under 50k	22%	(278)	37%	(472)	41%	(521)	1271
Income: 50k-100k	29%	(190)	36%	(236)	35%	(230)	656
Income: 100k+	36%	(101)	38%	(107)	26%	(74)	283
Ethnicity: White	25%	(420)	38%	(642)	38%	(648)	1711
Ethnicity: Hispanic	26%	(98)	34%	(129)	39%	(147)	374
Ethnicity: Black	33%	(92)	34%	(96)	33%	(94)	282

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Table MCFE31_4: *In general, what kind of fan, if at all, do you consider yourself to be of the following?*
James Bond

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	26%	(570)	37%	(815)	37%	(824)	2210
Ethnicity: Other	27%	(58)	36%	(78)	38%	(82)	217
All Christian	29%	(294)	38%	(391)	33%	(345)	1029
All Non-Christian	31%	(40)	40%	(52)	29%	(37)	129
Atheist	18%	(18)	37%	(36)	45%	(45)	99
Agnostic/Nothing in particular	20%	(118)	36%	(212)	44%	(257)	587
Something Else	27%	(100)	34%	(124)	39%	(141)	365
Religious Non-Protestant/Catholic	29%	(45)	41%	(63)	30%	(46)	154
Evangelical	29%	(163)	36%	(201)	35%	(193)	558
Non-Evangelical	28%	(223)	37%	(292)	35%	(277)	792
Community: Urban	25%	(162)	40%	(255)	35%	(220)	638
Community: Suburban	29%	(290)	36%	(367)	35%	(357)	1014
Community: Rural	21%	(118)	35%	(193)	44%	(247)	558
Employ: Private Sector	28%	(185)	39%	(256)	33%	(213)	654
Employ: Government	22%	(30)	32%	(44)	45%	(62)	136
Employ: Self-Employed	27%	(44)	43%	(72)	30%	(50)	166
Employ: Homemaker	15%	(29)	30%	(56)	55%	(105)	190
Employ: Student	15%	(9)	25%	(15)	61%	(38)	62
Employ: Retired	34%	(190)	36%	(203)	30%	(170)	563
Employ: Unemployed	19%	(57)	36%	(107)	45%	(137)	301
Employ: Other	19%	(25)	45%	(61)	37%	(50)	137
Military HH: Yes	38%	(108)	42%	(119)	20%	(57)	283
Military HH: No	24%	(462)	36%	(697)	40%	(768)	1927
RD/WT: Right Direction	30%	(201)	39%	(260)	31%	(205)	666
RD/WT: Wrong Track	24%	(369)	36%	(555)	40%	(620)	1544
Biden Job Approve	28%	(275)	38%	(372)	33%	(323)	970
Biden Job Disapprove	24%	(276)	37%	(422)	39%	(445)	1144
Biden Job Strongly Approve	37%	(160)	36%	(156)	27%	(117)	433
Biden Job Somewhat Approve	21%	(115)	40%	(216)	38%	(206)	537
Biden Job Somewhat Disapprove	23%	(77)	33%	(112)	44%	(150)	339
Biden Job Strongly Disapprove	25%	(199)	38%	(310)	37%	(296)	805

Continued on next page

Table MCFE31_4: *In general, what kind of fan, if at all, do you consider yourself to be of the following?*
James Bond

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	26%	(570)	37%	(815)	37%	(824)	2210
Favorable of Biden	28%	(272)	37%	(362)	35%	(335)	969
Unfavorable of Biden	25%	(282)	37%	(423)	38%	(429)	1134
Very Favorable of Biden	36%	(172)	35%	(168)	29%	(142)	482
Somewhat Favorable of Biden	21%	(100)	40%	(193)	40%	(194)	487
Somewhat Unfavorable of Biden	23%	(68)	35%	(106)	42%	(125)	299
Very Unfavorable of Biden	26%	(214)	38%	(317)	36%	(304)	835
#1 Issue: Economy	23%	(214)	41%	(376)	35%	(323)	913
#1 Issue: Security	33%	(79)	34%	(82)	34%	(82)	243
#1 Issue: Health Care	27%	(46)	40%	(68)	33%	(56)	170
#1 Issue: Medicare / Social Security	27%	(73)	37%	(98)	36%	(95)	266
#1 Issue: Women's Issues	23%	(71)	27%	(85)	50%	(155)	311
#1 Issue: Education	21%	(12)	41%	(24)	39%	(23)	59
#1 Issue: Energy	34%	(45)	32%	(42)	35%	(47)	134
#1 Issue: Other	26%	(30)	35%	(40)	39%	(45)	115
2020 Vote: Joe Biden	29%	(275)	37%	(345)	34%	(324)	945
2020 Vote: Donald Trump	27%	(202)	38%	(282)	35%	(255)	740
2020 Vote: Other	21%	(14)	49%	(33)	30%	(20)	67
2020 Vote: Didn't Vote	17%	(79)	34%	(156)	49%	(224)	459
2018 House Vote: Democrat	32%	(245)	37%	(281)	30%	(229)	755
2018 House Vote: Republican	29%	(173)	38%	(226)	32%	(191)	589
2018 House Vote: Someone else	32%	(16)	41%	(20)	27%	(13)	50
2016 Vote: Hillary Clinton	31%	(218)	37%	(255)	32%	(221)	695
2016 Vote: Donald Trump	30%	(198)	38%	(249)	32%	(208)	656
2016 Vote: Other	22%	(19)	44%	(38)	34%	(29)	86
2016 Vote: Didn't Vote	17%	(131)	36%	(272)	47%	(362)	765
Voted in 2014: Yes	33%	(403)	38%	(461)	30%	(363)	1227
Voted in 2014: No	17%	(167)	36%	(355)	47%	(462)	983
4-Region: Northeast	27%	(104)	36%	(136)	37%	(143)	383
4-Region: Midwest	22%	(100)	38%	(174)	40%	(182)	456
4-Region: South	26%	(218)	36%	(308)	38%	(319)	844
4-Region: West	28%	(149)	37%	(197)	34%	(181)	527

Table MCFE31_4: *In general, what kind of fan, if at all, do you consider yourself to be of the following?*
James Bond

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	26%	(570)	37%	(815)	37%	(824)	2210
TikTok Users	24%	(192)	39%	(310)	37%	(292)	793
Twitch Users	29%	(62)	44%	(94)	28%	(60)	216
2022 Sports Viewers/Attendees	30%	(442)	40%	(586)	30%	(448)	1475
Monthly Moviegoers	36%	(114)	41%	(131)	23%	(75)	320
Few Times per Year + Moviegoers	33%	(299)	38%	(349)	29%	(271)	920
Heard Smile Campaign	31%	(171)	38%	(207)	31%	(173)	551
Heard Minion Campaign	31%	(169)	38%	(205)	31%	(166)	540
Listens to Podcasts	29%	(332)	42%	(475)	29%	(324)	1132
Streaming Services User	27%	(481)	38%	(675)	35%	(616)	1773
Netflix User	26%	(385)	38%	(559)	36%	(530)	1474
Disney+ User	26%	(259)	38%	(375)	36%	(351)	984
Heterosexual or straight	27%	(528)	37%	(735)	36%	(708)	1971
Gay	27%	(18)	30%	(21)	42%	(29)	68
Bisexual	12%	(11)	41%	(36)	47%	(42)	88
Yes	18%	(13)	39%	(27)	43%	(30)	70
No	26%	(557)	37%	(788)	37%	(794)	2140

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

Table MCFE31_5: *In general, what kind of fan, if at all, do you consider yourself to be of the following?*
James Cameron's Avatar

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	15%	(332)	28%	(617)	57%	(1260)	2210
Gender: Male	16%	(170)	31%	(329)	53%	(568)	1068
Gender: Female	14%	(162)	25%	(288)	61%	(692)	1142
Age: 18-34	17%	(109)	29%	(188)	54%	(345)	642
Age: 35-44	17%	(61)	35%	(129)	48%	(176)	365
Age: 45-64	15%	(107)	25%	(181)	60%	(426)	714
Age: 65+	11%	(55)	25%	(120)	64%	(314)	489
GenZers: 1997-2012	15%	(39)	24%	(61)	61%	(157)	256
Millennials: 1981-1996	18%	(118)	33%	(218)	49%	(317)	653
GenXers: 1965-1980	16%	(91)	27%	(152)	56%	(312)	555
Baby Boomers: 1946-1964	12%	(79)	27%	(179)	62%	(415)	673
PID: Dem (no lean)	17%	(143)	30%	(258)	53%	(459)	860
PID: Ind (no lean)	14%	(92)	26%	(178)	60%	(405)	674
PID: Rep (no lean)	14%	(98)	27%	(182)	59%	(397)	676
PID/Gender: Dem Men	18%	(72)	36%	(142)	46%	(181)	394
PID/Gender: Dem Women	15%	(71)	25%	(116)	60%	(278)	465
PID/Gender: Ind Men	15%	(51)	28%	(95)	58%	(199)	345
PID/Gender: Ind Women	12%	(40)	25%	(82)	63%	(207)	329
PID/Gender: Rep Men	14%	(47)	28%	(92)	58%	(189)	328
PID/Gender: Rep Women	15%	(50)	26%	(90)	60%	(208)	348
Ideo: Liberal (1-3)	18%	(116)	30%	(197)	52%	(343)	656
Ideo: Moderate (4)	12%	(92)	31%	(235)	57%	(424)	751
Ideo: Conservative (5-7)	16%	(107)	24%	(159)	60%	(400)	666
Educ: < College	14%	(208)	28%	(404)	57%	(825)	1437
Educ: Bachelors degree	14%	(71)	30%	(147)	56%	(273)	491
Educ: Post-grad	19%	(53)	24%	(67)	58%	(163)	282
Income: Under 50k	14%	(183)	28%	(355)	58%	(733)	1271
Income: 50k-100k	15%	(101)	27%	(179)	57%	(377)	656
Income: 100k+	17%	(48)	30%	(84)	53%	(151)	283
Ethnicity: White	13%	(222)	28%	(475)	59%	(1014)	1711
Ethnicity: Hispanic	20%	(75)	31%	(117)	49%	(182)	374
Ethnicity: Black	23%	(65)	25%	(70)	52%	(147)	282

Table MCFE31_5: *In general, what kind of fan, if at all, do you consider yourself to be of the following?*
James Cameron's Avatar

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	15%	(332)	28%	(617)	57%	(1260)	2210
Ethnicity: Other	21%	(45)	34%	(73)	46%	(99)	217
All Christian	15%	(156)	28%	(283)	57%	(589)	1029
All Non-Christian	17%	(22)	20%	(26)	63%	(81)	129
Atheist	5%	(5)	38%	(38)	57%	(57)	99
Agnostic/Nothing in particular	13%	(76)	30%	(176)	57%	(335)	587
Something Else	20%	(73)	26%	(94)	54%	(198)	365
Religious Non-Protestant/Catholic	20%	(30)	23%	(35)	58%	(89)	154
Evangelical	18%	(103)	26%	(144)	56%	(311)	558
Non-Evangelical	15%	(116)	28%	(221)	58%	(455)	792
Community: Urban	19%	(123)	30%	(189)	51%	(325)	638
Community: Suburban	14%	(139)	27%	(279)	59%	(596)	1014
Community: Rural	12%	(70)	27%	(149)	61%	(339)	558
Employ: Private Sector	19%	(127)	33%	(215)	48%	(312)	654
Employ: Government	16%	(22)	26%	(35)	58%	(79)	136
Employ: Self-Employed	18%	(30)	30%	(50)	52%	(86)	166
Employ: Homemaker	11%	(20)	29%	(55)	60%	(115)	190
Employ: Student	22%	(13)	16%	(10)	62%	(39)	62
Employ: Retired	12%	(67)	24%	(136)	64%	(360)	563
Employ: Unemployed	13%	(39)	24%	(73)	63%	(190)	301
Employ: Other	11%	(15)	32%	(43)	58%	(79)	137
Military HH: Yes	18%	(51)	30%	(85)	52%	(148)	283
Military HH: No	15%	(282)	28%	(532)	58%	(1113)	1927
RD/WT: Right Direction	20%	(133)	30%	(198)	50%	(335)	666
RD/WT: Wrong Track	13%	(199)	27%	(419)	60%	(925)	1544
Biden Job Approve	18%	(170)	30%	(292)	52%	(508)	970
Biden Job Disapprove	14%	(156)	26%	(299)	60%	(688)	1144
Biden Job Strongly Approve	23%	(97)	27%	(115)	51%	(221)	433
Biden Job Somewhat Approve	14%	(73)	33%	(177)	54%	(288)	537
Biden Job Somewhat Disapprove	14%	(47)	31%	(104)	55%	(188)	339
Biden Job Strongly Disapprove	14%	(109)	24%	(196)	62%	(500)	805

Table MCFE31_5: *In general, what kind of fan, if at all, do you consider yourself to be of the following?*
James Cameron's Avatar

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	15%	(332)	28%	(617)	57%	(1260)	2210
Favorable of Biden	17%	(169)	30%	(288)	53%	(512)	969
Unfavorable of Biden	13%	(152)	27%	(304)	60%	(678)	1134
Very Favorable of Biden	22%	(105)	28%	(135)	50%	(242)	482
Somewhat Favorable of Biden	13%	(64)	31%	(153)	55%	(270)	487
Somewhat Unfavorable of Biden	14%	(41)	32%	(95)	55%	(163)	299
Very Unfavorable of Biden	13%	(111)	25%	(209)	62%	(515)	835
#1 Issue: Economy	14%	(131)	31%	(285)	54%	(497)	913
#1 Issue: Security	14%	(35)	24%	(59)	61%	(148)	243
#1 Issue: Health Care	20%	(34)	23%	(39)	57%	(97)	170
#1 Issue: Medicare / Social Security	12%	(31)	24%	(63)	64%	(171)	266
#1 Issue: Women's Issues	15%	(46)	25%	(76)	61%	(188)	311
#1 Issue: Education	32%	(19)	24%	(14)	44%	(26)	59
#1 Issue: Energy	19%	(26)	34%	(45)	47%	(63)	134
#1 Issue: Other	8%	(9)	31%	(35)	61%	(70)	115
2020 Vote: Joe Biden	17%	(162)	29%	(272)	54%	(510)	945
2020 Vote: Donald Trump	14%	(106)	28%	(206)	58%	(428)	740
2020 Vote: Other	17%	(12)	24%	(16)	59%	(39)	67
2020 Vote: Didn't Vote	11%	(53)	27%	(123)	62%	(283)	459
2018 House Vote: Democrat	18%	(136)	28%	(214)	54%	(406)	755
2018 House Vote: Republican	15%	(86)	25%	(149)	60%	(354)	589
2018 House Vote: Someone else	22%	(11)	32%	(16)	46%	(23)	50
2016 Vote: Hillary Clinton	17%	(120)	30%	(210)	53%	(365)	695
2016 Vote: Donald Trump	15%	(97)	26%	(173)	59%	(386)	656
2016 Vote: Other	19%	(17)	22%	(19)	59%	(50)	86
2016 Vote: Didn't Vote	13%	(97)	28%	(215)	59%	(453)	765
Voted in 2014: Yes	17%	(205)	27%	(328)	57%	(694)	1227
Voted in 2014: No	13%	(127)	29%	(289)	58%	(567)	983
4-Region: Northeast	13%	(51)	25%	(94)	62%	(237)	383
4-Region: Midwest	12%	(54)	26%	(119)	62%	(284)	456
4-Region: South	15%	(130)	28%	(237)	56%	(477)	844
4-Region: West	18%	(97)	32%	(167)	50%	(263)	527

Table MCFE31_5: *In general, what kind of fan, if at all, do you consider yourself to be of the following?*

James Cameron's Avatar

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	15%	(332)	28%	(617)	57%	(1260)	2210
TikTok Users	20%	(160)	27%	(218)	52%	(415)	793
Twitch Users	26%	(56)	35%	(75)	39%	(84)	216
2022 Sports Viewers/Attendees	16%	(232)	31%	(452)	54%	(792)	1475
Monthly Moviegoers	27%	(88)	32%	(104)	40%	(129)	320
Few Times per Year + Moviegoers	21%	(194)	34%	(312)	45%	(413)	920
Heard Smile Campaign	24%	(132)	34%	(189)	42%	(230)	551
Heard Minion Campaign	25%	(135)	31%	(166)	44%	(239)	540
Listens to Podcasts	19%	(218)	34%	(384)	47%	(530)	1132
Streaming Services User	17%	(295)	31%	(555)	52%	(923)	1773
Netflix User	18%	(263)	32%	(470)	50%	(740)	1474
Disney+ User	22%	(213)	33%	(327)	45%	(444)	984
Heterosexual or straight	15%	(292)	28%	(545)	58%	(1134)	1971
Gay	23%	(16)	38%	(26)	39%	(26)	68
Bisexual	12%	(11)	34%	(30)	54%	(48)	88
Yes	16%	(11)	26%	(18)	58%	(41)	70
No	15%	(321)	28%	(599)	57%	(1219)	2140

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

Table MCFE31_6: *In general, what kind of fan, if at all, do you consider yourself to be of the following?*
Fast and Furious

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	26%	(564)	32%	(701)	43%	(945)	2210
Gender: Male	25%	(266)	33%	(356)	42%	(446)	1068
Gender: Female	26%	(298)	30%	(345)	44%	(499)	1142
Age: 18-34	32%	(209)	35%	(223)	33%	(211)	642
Age: 35-44	29%	(105)	37%	(134)	35%	(126)	365
Age: 45-64	27%	(191)	32%	(227)	41%	(296)	714
Age: 65+	12%	(59)	24%	(117)	64%	(312)	489
GenZers: 1997-2012	30%	(77)	33%	(84)	37%	(95)	256
Millennials: 1981-1996	31%	(206)	36%	(235)	33%	(212)	653
GenXers: 1965-1980	31%	(170)	33%	(182)	37%	(203)	555
Baby Boomers: 1946-1964	16%	(109)	28%	(189)	56%	(374)	673
PID: Dem (no lean)	27%	(234)	31%	(265)	42%	(360)	860
PID: Ind (no lean)	23%	(152)	31%	(212)	46%	(310)	674
PID: Rep (no lean)	26%	(177)	33%	(224)	41%	(275)	676
PID/Gender: Dem Men	28%	(111)	36%	(141)	36%	(142)	394
PID/Gender: Dem Women	27%	(124)	27%	(125)	47%	(217)	465
PID/Gender: Ind Men	21%	(73)	31%	(106)	48%	(166)	345
PID/Gender: Ind Women	24%	(79)	32%	(105)	44%	(145)	329
PID/Gender: Rep Men	25%	(82)	33%	(108)	42%	(138)	328
PID/Gender: Rep Women	27%	(96)	33%	(115)	39%	(137)	348
Ideo: Liberal (1-3)	23%	(153)	29%	(190)	48%	(313)	656
Ideo: Moderate (4)	28%	(207)	35%	(262)	37%	(281)	751
Ideo: Conservative (5-7)	24%	(157)	31%	(205)	46%	(304)	666
Educ: < College	30%	(430)	32%	(459)	38%	(547)	1437
Educ: Bachelors degree	16%	(79)	34%	(168)	50%	(244)	491
Educ: Post-grad	20%	(55)	26%	(73)	54%	(154)	282
Income: Under 50k	29%	(373)	31%	(389)	40%	(509)	1271
Income: 50k-100k	22%	(141)	34%	(221)	45%	(294)	656
Income: 100k+	18%	(50)	32%	(91)	50%	(142)	283
Ethnicity: White	22%	(382)	30%	(520)	47%	(809)	1711
Ethnicity: Hispanic	34%	(128)	33%	(124)	32%	(121)	374
Ethnicity: Black	45%	(126)	35%	(98)	21%	(59)	282

Table MCFE31_6: *In general, what kind of fan, if at all, do you consider yourself to be of the following?*
Fast and Furious

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	26%	(564)	32%	(701)	43%	(945)	2210
Ethnicity: Other	26%	(57)	38%	(83)	36%	(78)	217
All Christian	24%	(242)	33%	(341)	43%	(446)	1029
All Non-Christian	19%	(25)	27%	(35)	53%	(69)	129
Atheist	16%	(16)	27%	(27)	57%	(57)	99
Agnostic/Nothing in particular	24%	(139)	30%	(179)	46%	(269)	587
Something Else	39%	(142)	33%	(119)	28%	(104)	365
Religious Non-Protestant/Catholic	22%	(33)	30%	(45)	49%	(75)	154
Evangelical	30%	(167)	35%	(195)	35%	(196)	558
Non-Evangelical	26%	(204)	31%	(248)	43%	(340)	792
Community: Urban	31%	(198)	31%	(198)	38%	(242)	638
Community: Suburban	22%	(225)	31%	(317)	47%	(472)	1014
Community: Rural	25%	(141)	33%	(186)	41%	(232)	558
Employ: Private Sector	27%	(179)	37%	(244)	35%	(232)	654
Employ: Government	27%	(37)	30%	(41)	42%	(57)	136
Employ: Self-Employed	30%	(50)	39%	(65)	31%	(51)	166
Employ: Homemaker	30%	(57)	34%	(64)	36%	(69)	190
Employ: Student	29%	(18)	32%	(20)	39%	(24)	62
Employ: Retired	15%	(82)	25%	(143)	60%	(338)	563
Employ: Unemployed	30%	(90)	28%	(83)	42%	(128)	301
Employ: Other	37%	(50)	29%	(40)	34%	(46)	137
Military HH: Yes	22%	(63)	33%	(93)	45%	(127)	283
Military HH: No	26%	(501)	32%	(608)	42%	(818)	1927
RD/WT: Right Direction	29%	(195)	32%	(211)	39%	(260)	666
RD/WT: Wrong Track	24%	(369)	32%	(490)	44%	(685)	1544
Biden Job Approve	26%	(248)	32%	(309)	43%	(413)	970
Biden Job Disapprove	25%	(289)	32%	(362)	43%	(492)	1144
Biden Job Strongly Approve	32%	(137)	28%	(123)	40%	(173)	433
Biden Job Somewhat Approve	21%	(112)	35%	(186)	45%	(239)	537
Biden Job Somewhat Disapprove	26%	(89)	32%	(110)	41%	(140)	339
Biden Job Strongly Disapprove	25%	(200)	31%	(252)	44%	(352)	805

Table MCFE31_6: *In general, what kind of fan, if at all, do you consider yourself to be of the following?*
Fast and Furious

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	26%	(564)	32%	(701)	43%	(945)	2210
Favorable of Biden	26%	(256)	31%	(304)	42%	(409)	969
Unfavorable of Biden	25%	(286)	32%	(360)	43%	(487)	1134
Very Favorable of Biden	31%	(150)	29%	(139)	40%	(193)	482
Somewhat Favorable of Biden	22%	(105)	34%	(166)	44%	(216)	487
Somewhat Unfavorable of Biden	26%	(79)	33%	(99)	40%	(121)	299
Very Unfavorable of Biden	25%	(207)	31%	(261)	44%	(366)	835
#1 Issue: Economy	25%	(229)	35%	(322)	40%	(362)	913
#1 Issue: Security	26%	(64)	29%	(71)	44%	(107)	243
#1 Issue: Health Care	30%	(51)	34%	(58)	36%	(61)	170
#1 Issue: Medicare / Social Security	17%	(45)	26%	(70)	57%	(151)	266
#1 Issue: Women's Issues	27%	(83)	29%	(90)	44%	(137)	311
#1 Issue: Education	37%	(22)	36%	(21)	26%	(16)	59
#1 Issue: Energy	37%	(49)	26%	(34)	38%	(51)	134
#1 Issue: Other	19%	(22)	29%	(33)	52%	(60)	115
2020 Vote: Joe Biden	25%	(235)	30%	(281)	45%	(429)	945
2020 Vote: Donald Trump	23%	(173)	31%	(233)	45%	(334)	740
2020 Vote: Other	20%	(13)	32%	(22)	48%	(32)	67
2020 Vote: Didn't Vote	31%	(143)	36%	(166)	33%	(150)	459
2018 House Vote: Democrat	26%	(199)	29%	(218)	45%	(338)	755
2018 House Vote: Republican	22%	(129)	31%	(183)	47%	(277)	589
2018 House Vote: Someone else	33%	(16)	33%	(16)	34%	(17)	50
2016 Vote: Hillary Clinton	24%	(169)	29%	(203)	46%	(323)	695
2016 Vote: Donald Trump	24%	(160)	32%	(208)	44%	(287)	656
2016 Vote: Other	17%	(15)	26%	(22)	57%	(49)	86
2016 Vote: Didn't Vote	28%	(216)	35%	(266)	37%	(283)	765
Voted in 2014: Yes	24%	(299)	30%	(367)	46%	(561)	1227
Voted in 2014: No	27%	(266)	34%	(334)	39%	(384)	983
4-Region: Northeast	22%	(84)	27%	(104)	51%	(194)	383
4-Region: Midwest	24%	(111)	29%	(132)	47%	(214)	456
4-Region: South	28%	(240)	36%	(301)	36%	(303)	844
4-Region: West	24%	(129)	31%	(165)	44%	(233)	527

Table MCFE31_6: *In general, what kind of fan, if at all, do you consider yourself to be of the following?*
Fast and Furious

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	26%	(564)	32%	(701)	43%	(945)	2210
TikTok Users	35%	(278)	37%	(291)	28%	(224)	793
Twitch Users	33%	(72)	43%	(93)	23%	(50)	216
2022 Sports Viewers/Attendees	27%	(391)	35%	(511)	39%	(573)	1475
Monthly Moviegoers	38%	(123)	38%	(121)	24%	(76)	320
Few Times per Year + Moviegoers	32%	(290)	35%	(324)	33%	(306)	920
Heard Smile Campaign	43%	(235)	34%	(186)	24%	(130)	551
Heard Minion Campaign	41%	(221)	34%	(186)	25%	(133)	540
Listens to Podcasts	30%	(335)	35%	(399)	35%	(397)	1132
Streaming Services User	29%	(508)	34%	(600)	37%	(664)	1773
Netflix User	31%	(451)	33%	(487)	36%	(535)	1474
Disney+ User	32%	(315)	35%	(342)	33%	(327)	984
Heterosexual or straight	26%	(509)	32%	(629)	42%	(833)	1971
Gay	18%	(13)	36%	(24)	46%	(31)	68
Bisexual	26%	(23)	36%	(31)	38%	(34)	88
Yes	24%	(17)	33%	(23)	44%	(31)	70
No	26%	(548)	32%	(678)	43%	(914)	2140

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

Table MCFE31_7: *In general, what kind of fan, if at all, do you consider yourself to be of the following?*
Pokemon

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	12%	(256)	22%	(476)	67%	(1477)	2210
Gender: Male	15%	(158)	23%	(245)	62%	(665)	1068
Gender: Female	9%	(99)	20%	(232)	71%	(812)	1142
Age: 18-34	25%	(158)	32%	(208)	43%	(276)	642
Age: 35-44	15%	(53)	24%	(89)	61%	(223)	365
Age: 45-64	6%	(43)	19%	(135)	75%	(536)	714
Age: 65+	—	(2)	9%	(44)	91%	(443)	489
GenZers: 1997-2012	20%	(51)	29%	(73)	52%	(133)	256
Millennials: 1981-1996	22%	(147)	31%	(201)	47%	(305)	653
GenXers: 1965-1980	8%	(45)	21%	(119)	71%	(392)	555
Baby Boomers: 1946-1964	2%	(14)	12%	(80)	86%	(579)	673
PID: Dem (no lean)	14%	(119)	24%	(206)	62%	(534)	860
PID: Ind (no lean)	11%	(75)	21%	(139)	68%	(460)	674
PID: Rep (no lean)	9%	(62)	19%	(131)	71%	(483)	676
PID/Gender: Dem Men	18%	(73)	26%	(104)	55%	(217)	394
PID/Gender: Dem Women	10%	(46)	22%	(102)	68%	(317)	465
PID/Gender: Ind Men	15%	(52)	21%	(74)	64%	(220)	345
PID/Gender: Ind Women	7%	(23)	20%	(65)	73%	(241)	329
PID/Gender: Rep Men	10%	(33)	20%	(67)	70%	(228)	328
PID/Gender: Rep Women	8%	(29)	18%	(64)	73%	(254)	348
Ideo: Liberal (1-3)	15%	(101)	26%	(168)	59%	(387)	656
Ideo: Moderate (4)	10%	(78)	23%	(171)	67%	(502)	751
Ideo: Conservative (5-7)	8%	(55)	17%	(113)	75%	(498)	666
Educ: < College	11%	(164)	22%	(317)	67%	(956)	1437
Educ: Bachelors degree	11%	(56)	23%	(113)	65%	(321)	491
Educ: Post-grad	13%	(36)	16%	(46)	71%	(200)	282
Income: Under 50k	11%	(144)	23%	(291)	66%	(836)	1271
Income: 50k-100k	11%	(70)	21%	(135)	69%	(451)	656
Income: 100k+	15%	(42)	18%	(51)	67%	(190)	283
Ethnicity: White	9%	(155)	19%	(329)	72%	(1227)	1711
Ethnicity: Hispanic	22%	(84)	30%	(112)	48%	(178)	374
Ethnicity: Black	20%	(57)	29%	(81)	51%	(145)	282

Continued on next page

Table MCFE31_7: *In general, what kind of fan, if at all, do you consider yourself to be of the following?*
Pokemon

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	12%	(256)	22%	(476)	67%	(1477)	2210
Ethnicity: Other	21%	(45)	31%	(67)	49%	(105)	217
All Christian	10%	(107)	18%	(183)	72%	(738)	1029
All Non-Christian	13%	(16)	25%	(32)	63%	(81)	129
Atheist	6%	(6)	29%	(29)	64%	(64)	99
Agnostic/Nothing in particular	13%	(76)	24%	(140)	63%	(371)	587
Something Else	14%	(51)	25%	(92)	61%	(223)	365
Religious Non-Protestant/Catholic	12%	(19)	27%	(41)	61%	(94)	154
Evangelical	14%	(80)	18%	(102)	67%	(376)	558
Non-Evangelical	9%	(73)	20%	(160)	71%	(559)	792
Community: Urban	19%	(119)	25%	(161)	56%	(357)	638
Community: Suburban	9%	(93)	21%	(213)	70%	(709)	1014
Community: Rural	8%	(44)	18%	(102)	74%	(412)	558
Employ: Private Sector	16%	(107)	26%	(168)	58%	(379)	654
Employ: Government	15%	(20)	28%	(38)	57%	(78)	136
Employ: Self-Employed	13%	(22)	23%	(38)	64%	(106)	166
Employ: Homemaker	8%	(16)	24%	(46)	67%	(128)	190
Employ: Student	22%	(13)	32%	(20)	46%	(29)	62
Employ: Retired	2%	(13)	12%	(68)	86%	(481)	563
Employ: Unemployed	16%	(47)	22%	(65)	63%	(189)	301
Employ: Other	13%	(18)	24%	(32)	63%	(86)	137
Military HH: Yes	9%	(26)	17%	(49)	74%	(209)	283
Military HH: No	12%	(230)	22%	(428)	66%	(1269)	1927
RD/WT: Right Direction	19%	(125)	26%	(170)	56%	(371)	666
RD/WT: Wrong Track	9%	(132)	20%	(306)	72%	(1106)	1544
Biden Job Approve	15%	(143)	24%	(232)	61%	(595)	970
Biden Job Disapprove	8%	(95)	20%	(226)	72%	(823)	1144
Biden Job Strongly Approve	19%	(83)	22%	(96)	59%	(254)	433
Biden Job Somewhat Approve	11%	(60)	25%	(136)	64%	(341)	537
Biden Job Somewhat Disapprove	10%	(33)	25%	(86)	65%	(219)	339
Biden Job Strongly Disapprove	8%	(62)	17%	(139)	75%	(603)	805

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Table MCFE31_7: *In general, what kind of fan, if at all, do you consider yourself to be of the following?*
Pokemon

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	12%	(256)	22%	(476)	67%	(1477)	2210
Favorable of Biden	14%	(132)	22%	(217)	64%	(620)	969
Unfavorable of Biden	9%	(105)	20%	(229)	71%	(800)	1134
Very Favorable of Biden	16%	(77)	21%	(102)	63%	(303)	482
Somewhat Favorable of Biden	11%	(55)	24%	(115)	65%	(318)	487
Somewhat Unfavorable of Biden	13%	(39)	25%	(75)	62%	(185)	299
Very Unfavorable of Biden	8%	(66)	18%	(154)	74%	(615)	835
#1 Issue: Economy	10%	(94)	23%	(209)	67%	(609)	913
#1 Issue: Security	13%	(30)	16%	(39)	71%	(173)	243
#1 Issue: Health Care	17%	(28)	27%	(46)	56%	(95)	170
#1 Issue: Medicare / Social Security	5%	(12)	13%	(34)	83%	(219)	266
#1 Issue: Women's Issues	18%	(55)	25%	(79)	57%	(177)	311
#1 Issue: Education	29%	(17)	28%	(16)	44%	(26)	59
#1 Issue: Energy	11%	(15)	21%	(28)	67%	(90)	134
#1 Issue: Other	4%	(4)	21%	(24)	76%	(87)	115
2020 Vote: Joe Biden	14%	(131)	22%	(209)	64%	(605)	945
2020 Vote: Donald Trump	8%	(61)	21%	(157)	70%	(521)	740
2020 Vote: Other	18%	(12)	21%	(14)	60%	(40)	67
2020 Vote: Didn't Vote	11%	(52)	21%	(96)	68%	(311)	459
2018 House Vote: Democrat	14%	(104)	23%	(177)	63%	(474)	755
2018 House Vote: Republican	9%	(52)	16%	(91)	76%	(446)	589
2018 House Vote: Someone else	22%	(11)	9%	(4)	69%	(34)	50
2016 Vote: Hillary Clinton	13%	(90)	22%	(151)	65%	(453)	695
2016 Vote: Donald Trump	8%	(53)	19%	(123)	73%	(480)	656
2016 Vote: Other	20%	(17)	15%	(13)	65%	(55)	86
2016 Vote: Didn't Vote	12%	(94)	24%	(185)	64%	(486)	765
Voted in 2014: Yes	10%	(126)	19%	(231)	71%	(869)	1227
Voted in 2014: No	13%	(130)	25%	(245)	62%	(608)	983
4-Region: Northeast	10%	(40)	20%	(78)	69%	(264)	383
4-Region: Midwest	10%	(46)	18%	(81)	72%	(329)	456
4-Region: South	11%	(93)	21%	(180)	68%	(571)	844
4-Region: West	15%	(78)	26%	(136)	59%	(313)	527

Table MCFE31_7: *In general, what kind of fan, if at all, do you consider yourself to be of the following?*

Pokemon

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	12%	(256)	22%	(476)	67%	(1477)	2210
TikTok Users	19%	(151)	27%	(210)	54%	(431)	793
Twitch Users	35%	(75)	33%	(70)	33%	(70)	216
2022 Sports Viewers/Attendees	13%	(192)	23%	(345)	64%	(939)	1475
Monthly Moviegoers	25%	(79)	33%	(106)	42%	(136)	320
Few Times per Year + Moviegoers	17%	(155)	30%	(275)	53%	(490)	920
Heard Smile Campaign	24%	(134)	30%	(167)	45%	(250)	551
Heard Minion Campaign	25%	(136)	32%	(172)	43%	(233)	540
Listens to Podcasts	17%	(191)	28%	(317)	55%	(623)	1132
Streaming Services User	14%	(240)	24%	(433)	62%	(1099)	1773
Netflix User	15%	(221)	26%	(379)	59%	(873)	1474
Disney+ User	17%	(170)	30%	(292)	53%	(522)	984
Heterosexual or straight	10%	(202)	21%	(412)	69%	(1356)	1971
Gay	18%	(12)	28%	(19)	54%	(37)	68
Bisexual	21%	(19)	32%	(28)	47%	(41)	88
Yes	23%	(16)	33%	(23)	44%	(31)	70
No	11%	(240)	21%	(453)	68%	(1447)	2140

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

Table MCFE31_8: *In general, what kind of fan, if at all, do you consider yourself to be of the following?*
Marvel Cinematic Universe (MCU)

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	24%	(537)	27%	(596)	49%	(1078)	2210
Gender: Male	30%	(318)	29%	(313)	41%	(436)	1068
Gender: Female	19%	(218)	25%	(282)	56%	(642)	1142
Age: 18-34	36%	(231)	28%	(183)	36%	(228)	642
Age: 35-44	30%	(109)	34%	(126)	36%	(131)	365
Age: 45-64	22%	(155)	25%	(182)	53%	(377)	714
Age: 65+	9%	(42)	21%	(105)	70%	(342)	489
GenZers: 1997-2012	35%	(91)	28%	(72)	37%	(94)	256
Millennials: 1981-1996	32%	(210)	31%	(204)	37%	(239)	653
GenXers: 1965-1980	29%	(161)	27%	(152)	44%	(242)	555
Baby Boomers: 1946-1964	11%	(74)	24%	(165)	65%	(434)	673
PID: Dem (no lean)	29%	(247)	28%	(242)	43%	(371)	860
PID: Ind (no lean)	22%	(149)	28%	(188)	50%	(337)	674
PID: Rep (no lean)	21%	(141)	24%	(165)	55%	(370)	676
PID/Gender: Dem Men	36%	(143)	33%	(129)	31%	(122)	394
PID/Gender: Dem Women	22%	(103)	24%	(113)	54%	(249)	465
PID/Gender: Ind Men	28%	(96)	29%	(100)	43%	(150)	345
PID/Gender: Ind Women	16%	(53)	27%	(88)	57%	(188)	329
PID/Gender: Rep Men	24%	(79)	26%	(84)	50%	(165)	328
PID/Gender: Rep Women	18%	(62)	23%	(81)	59%	(205)	348
Ideo: Liberal (1-3)	29%	(191)	27%	(177)	44%	(288)	656
Ideo: Moderate (4)	23%	(174)	30%	(222)	47%	(355)	751
Ideo: Conservative (5-7)	20%	(135)	25%	(168)	55%	(363)	666
Educ: < College	25%	(357)	27%	(391)	48%	(690)	1437
Educ: Bachelors degree	24%	(115)	27%	(133)	49%	(242)	491
Educ: Post-grad	23%	(64)	25%	(72)	52%	(146)	282
Income: Under 50k	25%	(313)	27%	(349)	48%	(609)	1271
Income: 50k-100k	24%	(156)	26%	(172)	50%	(328)	656
Income: 100k+	24%	(67)	26%	(74)	50%	(141)	283
Ethnicity: White	21%	(360)	27%	(462)	52%	(890)	1711
Ethnicity: Hispanic	38%	(144)	31%	(117)	30%	(113)	374
Ethnicity: Black	37%	(105)	27%	(76)	36%	(101)	282

Table MCFE31_8: *In general, what kind of fan, if at all, do you consider yourself to be of the following?*
Marvel Cinematic Universe (MCU)

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	24%	(537)	27%	(596)	49%	(1078)	2210
Ethnicity: Other	33%	(72)	27%	(58)	40%	(87)	217
All Christian	21%	(219)	26%	(267)	53%	(543)	1029
All Non-Christian	30%	(38)	24%	(31)	47%	(60)	129
Atheist	30%	(30)	26%	(26)	44%	(44)	99
Agnostic/Nothing in particular	26%	(153)	27%	(158)	47%	(276)	587
Something Else	27%	(97)	31%	(114)	42%	(155)	365
Religious Non-Protestant/Catholic	31%	(47)	26%	(40)	43%	(66)	154
Evangelical	23%	(127)	27%	(151)	50%	(280)	558
Non-Evangelical	22%	(177)	27%	(214)	51%	(401)	792
Community: Urban	31%	(197)	29%	(188)	40%	(253)	638
Community: Suburban	23%	(237)	26%	(268)	50%	(509)	1014
Community: Rural	18%	(103)	25%	(139)	57%	(316)	558
Employ: Private Sector	30%	(196)	28%	(183)	42%	(276)	654
Employ: Government	33%	(45)	23%	(32)	44%	(59)	136
Employ: Self-Employed	30%	(50)	29%	(48)	41%	(68)	166
Employ: Homemaker	26%	(50)	34%	(65)	39%	(75)	190
Employ: Student	34%	(21)	33%	(20)	34%	(21)	62
Employ: Retired	10%	(57)	22%	(123)	68%	(383)	563
Employ: Unemployed	25%	(77)	28%	(86)	46%	(139)	301
Employ: Other	31%	(42)	28%	(38)	42%	(57)	137
Military HH: Yes	25%	(70)	26%	(75)	49%	(139)	283
Military HH: No	24%	(467)	27%	(521)	49%	(939)	1927
RD/WT: Right Direction	31%	(206)	28%	(184)	41%	(276)	666
RD/WT: Wrong Track	21%	(330)	27%	(412)	52%	(802)	1544
Biden Job Approve	28%	(273)	27%	(263)	45%	(434)	970
Biden Job Disapprove	21%	(239)	27%	(307)	52%	(598)	1144
Biden Job Strongly Approve	28%	(123)	27%	(115)	45%	(195)	433
Biden Job Somewhat Approve	28%	(150)	28%	(148)	45%	(239)	537
Biden Job Somewhat Disapprove	26%	(87)	31%	(106)	43%	(146)	339
Biden Job Strongly Disapprove	19%	(152)	25%	(202)	56%	(452)	805

Table MCFE31_8: *In general, what kind of fan, if at all, do you consider yourself to be of the following?*
Marvel Cinematic Universe (MCU)

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	24%	(537)	27%	(596)	49%	(1078)	2210
Favorable of Biden	29%	(280)	27%	(258)	44%	(431)	969
Unfavorable of Biden	21%	(235)	27%	(306)	52%	(593)	1134
Very Favorable of Biden	28%	(136)	27%	(131)	45%	(215)	482
Somewhat Favorable of Biden	29%	(143)	26%	(128)	44%	(216)	487
Somewhat Unfavorable of Biden	24%	(72)	33%	(99)	43%	(128)	299
Very Unfavorable of Biden	20%	(163)	25%	(207)	56%	(465)	835
#1 Issue: Economy	27%	(250)	28%	(256)	45%	(407)	913
#1 Issue: Security	19%	(47)	27%	(66)	53%	(129)	243
#1 Issue: Health Care	27%	(46)	26%	(44)	47%	(80)	170
#1 Issue: Medicare / Social Security	12%	(32)	27%	(71)	62%	(164)	266
#1 Issue: Women's Issues	25%	(79)	24%	(75)	50%	(157)	311
#1 Issue: Education	38%	(22)	30%	(18)	32%	(19)	59
#1 Issue: Energy	32%	(43)	25%	(34)	43%	(57)	134
#1 Issue: Other	16%	(18)	28%	(32)	57%	(65)	115
2020 Vote: Joe Biden	28%	(269)	27%	(255)	45%	(421)	945
2020 Vote: Donald Trump	20%	(150)	25%	(186)	54%	(403)	740
2020 Vote: Other	27%	(18)	30%	(20)	44%	(29)	67
2020 Vote: Didn't Vote	22%	(100)	29%	(134)	49%	(225)	459
2018 House Vote: Democrat	29%	(216)	26%	(199)	45%	(340)	755
2018 House Vote: Republican	18%	(108)	24%	(140)	58%	(341)	589
2018 House Vote: Someone else	35%	(17)	26%	(13)	39%	(19)	50
2016 Vote: Hillary Clinton	27%	(187)	26%	(184)	47%	(324)	695
2016 Vote: Donald Trump	20%	(128)	24%	(159)	56%	(368)	656
2016 Vote: Other	35%	(30)	24%	(21)	41%	(35)	86
2016 Vote: Didn't Vote	25%	(191)	30%	(231)	45%	(343)	765
Voted in 2014: Yes	24%	(288)	25%	(308)	51%	(630)	1227
Voted in 2014: No	25%	(248)	29%	(287)	46%	(448)	983
4-Region: Northeast	23%	(87)	24%	(91)	53%	(204)	383
4-Region: Midwest	23%	(107)	26%	(118)	51%	(231)	456
4-Region: South	25%	(208)	27%	(230)	48%	(407)	844
4-Region: West	26%	(135)	30%	(156)	45%	(236)	527

Table MCFE31_8: *In general, what kind of fan, if at all, do you consider yourself to be of the following?*
Marvel Cinematic Universe (MCU)

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	24%	(537)	27%	(596)	49%	(1078)	2210
TikTok Users	35%	(274)	29%	(231)	36%	(288)	793
Twitch Users	47%	(101)	34%	(74)	19%	(41)	216
2022 Sports Viewers/Attendees	27%	(399)	29%	(434)	44%	(642)	1475
Monthly Moviegoers	42%	(134)	30%	(97)	28%	(89)	320
Few Times per Year + Moviegoers	36%	(330)	31%	(284)	33%	(306)	920
Heard Smile Campaign	39%	(212)	32%	(178)	29%	(160)	551
Heard Minion Campaign	43%	(230)	32%	(174)	25%	(137)	540
Listens to Podcasts	31%	(355)	32%	(365)	36%	(411)	1132
Streaming Services User	28%	(494)	30%	(537)	42%	(741)	1773
Netflix User	30%	(442)	30%	(447)	40%	(586)	1474
Disney+ User	37%	(368)	32%	(315)	31%	(301)	984
Heterosexual or straight	24%	(463)	27%	(530)	50%	(977)	1971
Gay	43%	(29)	25%	(17)	32%	(22)	68
Bisexual	26%	(23)	29%	(26)	45%	(40)	88
Yes	28%	(20)	24%	(17)	48%	(34)	70
No	24%	(517)	27%	(579)	49%	(1044)	2140

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

Table MCFE31_9: *In general, what kind of fan, if at all, do you consider yourself to be of the following?*

DC Universe

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	20%	(438)	32%	(711)	48%	(1061)	2210
Gender: Male	25%	(271)	34%	(364)	41%	(433)	1068
Gender: Female	15%	(167)	30%	(348)	55%	(628)	1142
Age: 18-34	29%	(187)	36%	(230)	35%	(225)	642
Age: 35-44	26%	(95)	37%	(136)	37%	(135)	365
Age: 45-64	16%	(114)	33%	(237)	51%	(363)	714
Age: 65+	9%	(42)	22%	(110)	69%	(337)	489
GenZers: 1997-2012	26%	(67)	36%	(93)	38%	(97)	256
Millennials: 1981-1996	29%	(186)	35%	(232)	36%	(235)	653
GenXers: 1965-1980	22%	(123)	36%	(202)	41%	(230)	555
Baby Boomers: 1946-1964	9%	(60)	27%	(183)	64%	(430)	673
PID: Dem (no lean)	26%	(227)	31%	(262)	43%	(370)	860
PID: Ind (no lean)	14%	(96)	38%	(256)	48%	(323)	674
PID: Rep (no lean)	17%	(115)	29%	(194)	54%	(367)	676
PID/Gender: Dem Men	36%	(142)	30%	(119)	34%	(134)	394
PID/Gender: Dem Women	18%	(85)	31%	(143)	51%	(237)	465
PID/Gender: Ind Men	19%	(64)	41%	(143)	40%	(138)	345
PID/Gender: Ind Women	10%	(32)	34%	(113)	56%	(185)	329
PID/Gender: Rep Men	20%	(65)	31%	(102)	49%	(161)	328
PID/Gender: Rep Women	14%	(50)	26%	(92)	59%	(206)	348
Ideo: Liberal (1-3)	23%	(150)	33%	(218)	44%	(289)	656
Ideo: Moderate (4)	20%	(149)	35%	(261)	45%	(341)	751
Ideo: Conservative (5-7)	17%	(115)	28%	(189)	54%	(362)	666
Educ: < College	21%	(305)	32%	(461)	47%	(670)	1437
Educ: Bachelors degree	16%	(79)	35%	(173)	49%	(239)	491
Educ: Post-grad	19%	(54)	27%	(76)	54%	(152)	282
Income: Under 50k	20%	(258)	32%	(404)	48%	(609)	1271
Income: 50k-100k	20%	(132)	32%	(212)	48%	(312)	656
Income: 100k+	17%	(48)	34%	(95)	49%	(139)	283
Ethnicity: White	17%	(283)	32%	(548)	51%	(879)	1711
Ethnicity: Hispanic	32%	(118)	41%	(153)	27%	(102)	374
Ethnicity: Black	37%	(105)	30%	(84)	33%	(94)	282

Table MCFE31_9: *In general, what kind of fan, if at all, do you consider yourself to be of the following?*

DC Universe

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	20%	(438)	32%	(711)	48%	(1061)	2210
Ethnicity: Other	23%	(50)	37%	(79)	40%	(87)	217
All Christian	18%	(188)	30%	(304)	52%	(537)	1029
All Non-Christian	21%	(28)	29%	(37)	50%	(64)	129
Atheist	24%	(24)	32%	(32)	44%	(44)	99
Agnostic/Nothing in particular	19%	(112)	35%	(204)	46%	(271)	587
Something Else	24%	(86)	37%	(135)	39%	(144)	365
Religious Non-Protestant/Catholic	19%	(29)	33%	(51)	48%	(74)	154
Evangelical	21%	(118)	32%	(179)	47%	(261)	558
Non-Evangelical	19%	(154)	31%	(242)	50%	(396)	792
Community: Urban	29%	(185)	34%	(214)	37%	(239)	638
Community: Suburban	17%	(167)	33%	(340)	50%	(507)	1014
Community: Rural	15%	(86)	28%	(158)	56%	(315)	558
Employ: Private Sector	25%	(165)	35%	(226)	40%	(263)	654
Employ: Government	28%	(39)	31%	(43)	40%	(55)	136
Employ: Self-Employed	25%	(41)	36%	(59)	40%	(66)	166
Employ: Homemaker	16%	(31)	36%	(68)	48%	(92)	190
Employ: Student	28%	(17)	43%	(26)	29%	(18)	62
Employ: Retired	9%	(51)	24%	(136)	67%	(376)	563
Employ: Unemployed	20%	(61)	36%	(107)	44%	(133)	301
Employ: Other	24%	(32)	34%	(47)	42%	(58)	137
Military HH: Yes	16%	(44)	35%	(99)	50%	(140)	283
Military HH: No	20%	(393)	32%	(613)	48%	(920)	1927
RD/WT: Right Direction	30%	(198)	31%	(207)	39%	(261)	666
RD/WT: Wrong Track	16%	(240)	33%	(504)	52%	(800)	1544
Biden Job Approve	25%	(240)	33%	(315)	43%	(415)	970
Biden Job Disapprove	16%	(178)	32%	(367)	52%	(598)	1144
Biden Job Strongly Approve	31%	(135)	27%	(115)	42%	(183)	433
Biden Job Somewhat Approve	19%	(105)	37%	(200)	43%	(232)	537
Biden Job Somewhat Disapprove	22%	(76)	35%	(118)	43%	(146)	339
Biden Job Strongly Disapprove	13%	(103)	31%	(250)	56%	(453)	805

Table MCFE31_9: *In general, what kind of fan, if at all, do you consider yourself to be of the following?*

DC Universe

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	20%	(438)	32%	(711)	48%	(1061)	2210
Favorable of Biden	25%	(241)	31%	(304)	44%	(424)	969
Unfavorable of Biden	16%	(176)	33%	(376)	51%	(582)	1134
Very Favorable of Biden	30%	(143)	26%	(127)	44%	(212)	482
Somewhat Favorable of Biden	20%	(98)	36%	(177)	44%	(212)	487
Somewhat Unfavorable of Biden	22%	(67)	39%	(116)	39%	(116)	299
Very Unfavorable of Biden	13%	(110)	31%	(260)	56%	(465)	835
#1 Issue: Economy	20%	(185)	35%	(320)	45%	(408)	913
#1 Issue: Security	15%	(37)	28%	(69)	56%	(136)	243
#1 Issue: Health Care	27%	(46)	33%	(56)	40%	(68)	170
#1 Issue: Medicare / Social Security	10%	(28)	30%	(79)	60%	(159)	266
#1 Issue: Women's Issues	22%	(68)	31%	(97)	47%	(147)	311
#1 Issue: Education	32%	(19)	42%	(25)	27%	(16)	59
#1 Issue: Energy	31%	(42)	22%	(29)	47%	(63)	134
#1 Issue: Other	12%	(14)	32%	(36)	56%	(64)	115
2020 Vote: Joe Biden	24%	(231)	31%	(295)	44%	(419)	945
2020 Vote: Donald Trump	16%	(115)	32%	(235)	53%	(390)	740
2020 Vote: Other	14%	(9)	35%	(23)	51%	(34)	67
2020 Vote: Didn't Vote	18%	(83)	35%	(159)	47%	(217)	459
2018 House Vote: Democrat	26%	(200)	29%	(220)	44%	(335)	755
2018 House Vote: Republican	15%	(90)	29%	(169)	56%	(329)	589
2018 House Vote: Someone else	23%	(11)	35%	(18)	41%	(21)	50
2016 Vote: Hillary Clinton	25%	(173)	29%	(203)	46%	(319)	695
2016 Vote: Donald Trump	16%	(103)	29%	(192)	55%	(362)	656
2016 Vote: Other	17%	(14)	38%	(32)	46%	(39)	86
2016 Vote: Didn't Vote	19%	(146)	37%	(282)	44%	(336)	765
Voted in 2014: Yes	21%	(254)	28%	(346)	51%	(627)	1227
Voted in 2014: No	19%	(184)	37%	(365)	44%	(434)	983
4-Region: Northeast	18%	(70)	28%	(108)	53%	(204)	383
4-Region: Midwest	15%	(69)	33%	(151)	52%	(236)	456
4-Region: South	21%	(178)	31%	(264)	48%	(402)	844
4-Region: West	23%	(120)	36%	(188)	41%	(218)	527

Table MCFE31_9: *In general, what kind of fan, if at all, do you consider yourself to be of the following?*
DC Universe

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	20%	(438)	32%	(711)	48%	(1061)	2210
TikTok Users	30%	(241)	34%	(272)	35%	(279)	793
Twitch Users	37%	(81)	45%	(97)	18%	(38)	216
2022 Sports Viewers/Attendees	22%	(331)	35%	(517)	42%	(626)	1475
Monthly Moviegoers	38%	(123)	36%	(115)	26%	(83)	320
Few Times per Year + Moviegoers	30%	(276)	37%	(338)	33%	(306)	920
Heard Smile Campaign	37%	(204)	36%	(196)	27%	(151)	551
Heard Minion Campaign	40%	(214)	38%	(203)	23%	(124)	540
Listens to Podcasts	27%	(304)	37%	(417)	36%	(411)	1132
Streaming Services User	23%	(416)	35%	(628)	41%	(729)	1773
Netflix User	24%	(358)	36%	(534)	39%	(582)	1474
Disney+ User	30%	(294)	38%	(377)	32%	(313)	984
Heterosexual or straight	19%	(379)	32%	(626)	49%	(966)	1971
Gay	34%	(23)	32%	(22)	34%	(23)	68
Bisexual	17%	(15)	39%	(34)	44%	(39)	88
Yes	25%	(18)	39%	(28)	35%	(25)	70
No	20%	(420)	32%	(684)	48%	(1036)	2140

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

Table MCFE31_10: *In general, what kind of fan, if at all, do you consider yourself to be of the following?*
Transformers

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	18%	(402)	31%	(685)	51%	(1123)	2210
Gender: Male	21%	(226)	34%	(358)	45%	(484)	1068
Gender: Female	15%	(175)	29%	(328)	56%	(639)	1142
Age: 18-34	25%	(159)	39%	(250)	36%	(233)	642
Age: 35-44	23%	(83)	36%	(130)	42%	(152)	365
Age: 45-64	19%	(135)	29%	(209)	52%	(370)	714
Age: 65+	5%	(24)	20%	(96)	75%	(368)	489
GenZers: 1997-2012	21%	(54)	40%	(102)	39%	(101)	256
Millennials: 1981-1996	25%	(162)	38%	(245)	38%	(245)	653
GenXers: 1965-1980	24%	(134)	31%	(174)	44%	(247)	555
Baby Boomers: 1946-1964	8%	(51)	24%	(160)	69%	(463)	673
PID: Dem (no lean)	21%	(181)	32%	(275)	47%	(404)	860
PID: Ind (no lean)	16%	(108)	30%	(204)	54%	(362)	674
PID: Rep (no lean)	17%	(113)	31%	(207)	53%	(357)	676
PID/Gender: Dem Men	25%	(99)	37%	(145)	38%	(150)	394
PID/Gender: Dem Women	18%	(82)	28%	(130)	54%	(254)	465
PID/Gender: Ind Men	19%	(65)	32%	(110)	49%	(170)	345
PID/Gender: Ind Women	13%	(43)	28%	(94)	58%	(193)	329
PID/Gender: Rep Men	19%	(62)	31%	(103)	50%	(163)	328
PID/Gender: Rep Women	15%	(50)	30%	(104)	56%	(193)	348
Ideo: Liberal (1-3)	17%	(114)	31%	(205)	51%	(337)	656
Ideo: Moderate (4)	20%	(152)	34%	(254)	46%	(345)	751
Ideo: Conservative (5-7)	16%	(109)	27%	(180)	57%	(377)	666
Educ: < College	21%	(299)	33%	(475)	46%	(663)	1437
Educ: Bachelors degree	15%	(72)	27%	(135)	58%	(284)	491
Educ: Post-grad	11%	(31)	27%	(76)	62%	(175)	282
Income: Under 50k	20%	(256)	31%	(398)	49%	(617)	1271
Income: 50k-100k	15%	(101)	32%	(210)	53%	(345)	656
Income: 100k+	16%	(45)	27%	(77)	57%	(160)	283
Ethnicity: White	14%	(240)	30%	(516)	56%	(955)	1711
Ethnicity: Hispanic	26%	(97)	41%	(154)	33%	(123)	374
Ethnicity: Black	38%	(108)	32%	(90)	30%	(84)	282

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Table MCFE31_10: *In general, what kind of fan, if at all, do you consider yourself to be of the following?*
Transformers

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	18%	(402)	31%	(685)	51%	(1123)	2210
Ethnicity: Other	25%	(54)	36%	(79)	39%	(84)	217
All Christian	14%	(149)	31%	(315)	55%	(564)	1029
All Non-Christian	24%	(31)	22%	(29)	53%	(69)	129
Atheist	7%	(7)	34%	(34)	59%	(58)	99
Agnostic/Nothing in particular	20%	(116)	32%	(186)	49%	(286)	587
Something Else	27%	(98)	33%	(122)	40%	(146)	365
Religious Non-Protestant/Catholic	24%	(37)	26%	(40)	50%	(77)	154
Evangelical	22%	(121)	30%	(168)	48%	(269)	558
Non-Evangelical	15%	(119)	32%	(251)	53%	(421)	792
Community: Urban	26%	(169)	33%	(208)	41%	(261)	638
Community: Suburban	15%	(148)	30%	(308)	55%	(559)	1014
Community: Rural	15%	(85)	30%	(169)	54%	(303)	558
Employ: Private Sector	23%	(148)	35%	(227)	43%	(279)	654
Employ: Government	24%	(33)	36%	(48)	40%	(54)	136
Employ: Self-Employed	23%	(38)	33%	(55)	44%	(73)	166
Employ: Homemaker	20%	(38)	31%	(59)	49%	(93)	190
Employ: Student	19%	(11)	33%	(20)	49%	(30)	62
Employ: Retired	7%	(39)	23%	(130)	70%	(394)	563
Employ: Unemployed	22%	(65)	31%	(93)	48%	(143)	301
Employ: Other	21%	(29)	38%	(52)	41%	(57)	137
Military HH: Yes	16%	(46)	33%	(93)	51%	(145)	283
Military HH: No	18%	(356)	31%	(593)	51%	(978)	1927
RD/WT: Right Direction	24%	(158)	33%	(217)	44%	(291)	666
RD/WT: Wrong Track	16%	(243)	30%	(469)	54%	(832)	1544
Biden Job Approve	19%	(188)	31%	(305)	49%	(477)	970
Biden Job Disapprove	17%	(196)	30%	(347)	53%	(601)	1144
Biden Job Strongly Approve	24%	(102)	29%	(125)	48%	(206)	433
Biden Job Somewhat Approve	16%	(86)	33%	(180)	51%	(272)	537
Biden Job Somewhat Disapprove	19%	(65)	32%	(109)	49%	(164)	339
Biden Job Strongly Disapprove	16%	(131)	30%	(238)	54%	(437)	805

Table MCFE31_10: *In general, what kind of fan, if at all, do you consider yourself to be of the following?*
Transformers

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	18%	(402)	31%	(685)	51%	(1123)	2210
Favorable of Biden	19%	(185)	32%	(306)	49%	(478)	969
Unfavorable of Biden	17%	(197)	30%	(343)	52%	(593)	1134
Very Favorable of Biden	23%	(111)	28%	(137)	49%	(234)	482
Somewhat Favorable of Biden	15%	(75)	35%	(168)	50%	(244)	487
Somewhat Unfavorable of Biden	19%	(58)	33%	(100)	47%	(141)	299
Very Unfavorable of Biden	17%	(139)	29%	(243)	54%	(452)	835
#1 Issue: Economy	19%	(174)	33%	(302)	48%	(437)	913
#1 Issue: Security	17%	(41)	30%	(73)	53%	(128)	243
#1 Issue: Health Care	22%	(37)	26%	(44)	52%	(89)	170
#1 Issue: Medicare / Social Security	11%	(29)	28%	(74)	61%	(162)	266
#1 Issue: Women's Issues	22%	(67)	27%	(85)	51%	(160)	311
#1 Issue: Education	30%	(17)	41%	(24)	30%	(17)	59
#1 Issue: Energy	19%	(26)	36%	(49)	44%	(59)	134
#1 Issue: Other	9%	(10)	30%	(35)	61%	(69)	115
2020 Vote: Joe Biden	19%	(178)	31%	(292)	50%	(475)	945
2020 Vote: Donald Trump	17%	(128)	29%	(213)	54%	(398)	740
2020 Vote: Other	14%	(9)	37%	(25)	49%	(33)	67
2020 Vote: Didn't Vote	19%	(87)	34%	(156)	47%	(216)	459
2018 House Vote: Democrat	20%	(151)	30%	(226)	50%	(378)	755
2018 House Vote: Republican	15%	(87)	28%	(163)	58%	(339)	589
2018 House Vote: Someone else	19%	(9)	37%	(18)	44%	(22)	50
2016 Vote: Hillary Clinton	19%	(135)	28%	(193)	53%	(367)	695
2016 Vote: Donald Trump	17%	(108)	30%	(199)	53%	(348)	656
2016 Vote: Other	14%	(12)	32%	(28)	54%	(46)	86
2016 Vote: Didn't Vote	19%	(145)	34%	(263)	47%	(357)	765
Voted in 2014: Yes	16%	(202)	28%	(348)	55%	(677)	1227
Voted in 2014: No	20%	(200)	34%	(338)	45%	(446)	983
4-Region: Northeast	16%	(63)	29%	(110)	55%	(210)	383
4-Region: Midwest	18%	(81)	26%	(120)	56%	(256)	456
4-Region: South	20%	(168)	33%	(278)	47%	(399)	844
4-Region: West	17%	(90)	34%	(177)	49%	(259)	527

Table MCFE31_10: *In general, what kind of fan, if at all, do you consider yourself to be of the following?*

Transformers

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	18%	(402)	31%	(685)	51%	(1123)	2210
TikTok Users	28%	(221)	34%	(268)	38%	(304)	793
Twitch Users	33%	(70)	44%	(94)	24%	(51)	216
2022 Sports Viewers/Attendees	20%	(290)	33%	(492)	47%	(693)	1475
Monthly Moviegoers	32%	(103)	40%	(127)	28%	(90)	320
Few Times per Year + Moviegoers	25%	(232)	36%	(329)	39%	(359)	920
Heard Smile Campaign	34%	(185)	36%	(198)	30%	(167)	551
Heard Minion Campaign	33%	(180)	37%	(200)	30%	(160)	540
Listens to Podcasts	24%	(272)	36%	(407)	40%	(453)	1132
Streaming Services User	21%	(366)	34%	(596)	46%	(811)	1773
Netflix User	22%	(320)	35%	(513)	43%	(641)	1474
Disney+ User	26%	(257)	37%	(368)	37%	(359)	984
Heterosexual or straight	18%	(357)	31%	(611)	51%	(1002)	1971
Gay	23%	(15)	31%	(21)	46%	(31)	68
Bisexual	18%	(16)	31%	(28)	50%	(45)	88
Yes	22%	(15)	33%	(23)	45%	(32)	70
No	18%	(386)	31%	(662)	51%	(1091)	2140

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

Table MCFE31_11: *In general, what kind of fan, if at all, do you consider yourself to be of the following?*
Star Trek

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	21%	(464)	30%	(653)	49%	(1093)	2210
Gender: Male	26%	(280)	34%	(360)	40%	(428)	1068
Gender: Female	16%	(184)	26%	(293)	58%	(665)	1142
Age: 18-34	17%	(108)	23%	(147)	60%	(387)	642
Age: 35-44	16%	(57)	33%	(119)	52%	(189)	365
Age: 45-64	23%	(165)	29%	(210)	47%	(338)	714
Age: 65+	27%	(134)	36%	(177)	37%	(179)	489
GenZers: 1997-2012	14%	(35)	21%	(55)	65%	(167)	256
Millennials: 1981-1996	17%	(112)	26%	(171)	57%	(370)	653
GenXers: 1965-1980	23%	(127)	30%	(164)	47%	(263)	555
Baby Boomers: 1946-1964	26%	(175)	35%	(233)	39%	(265)	673
PID: Dem (no lean)	23%	(194)	29%	(246)	49%	(420)	860
PID: Ind (no lean)	20%	(138)	29%	(198)	50%	(338)	674
PID: Rep (no lean)	19%	(131)	31%	(209)	50%	(335)	676
PID/Gender: Dem Men	28%	(110)	31%	(121)	41%	(163)	394
PID/Gender: Dem Women	18%	(84)	27%	(124)	55%	(257)	465
PID/Gender: Ind Men	26%	(89)	35%	(120)	40%	(137)	345
PID/Gender: Ind Women	15%	(49)	24%	(79)	61%	(201)	329
PID/Gender: Rep Men	25%	(81)	36%	(119)	39%	(128)	328
PID/Gender: Rep Women	14%	(50)	26%	(90)	60%	(207)	348
Ideo: Liberal (1-3)	26%	(171)	30%	(198)	44%	(287)	656
Ideo: Moderate (4)	18%	(135)	32%	(238)	50%	(378)	751
Ideo: Conservative (5-7)	22%	(146)	29%	(193)	49%	(327)	666
Educ: < College	19%	(277)	27%	(384)	54%	(777)	1437
Educ: Bachelors degree	20%	(97)	37%	(181)	43%	(213)	491
Educ: Post-grad	32%	(90)	31%	(88)	37%	(104)	282
Income: Under 50k	21%	(262)	28%	(351)	52%	(659)	1271
Income: 50k-100k	20%	(134)	32%	(210)	47%	(312)	656
Income: 100k+	24%	(68)	33%	(92)	43%	(123)	283
Ethnicity: White	21%	(367)	30%	(506)	49%	(838)	1711
Ethnicity: Hispanic	22%	(83)	26%	(98)	51%	(192)	374
Ethnicity: Black	23%	(66)	23%	(65)	54%	(151)	282

Table MCFE31_11: *In general, what kind of fan, if at all, do you consider yourself to be of the following?*

Star Trek

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	21%	(464)	30%	(653)	49%	(1093)	2210
Ethnicity: Other	14%	(31)	38%	(82)	48%	(104)	217
All Christian	22%	(224)	32%	(327)	46%	(478)	1029
All Non-Christian	30%	(38)	28%	(36)	43%	(55)	129
Atheist	23%	(23)	37%	(37)	40%	(40)	99
Agnostic/Nothing in particular	18%	(103)	28%	(167)	54%	(318)	587
Something Else	21%	(76)	24%	(86)	56%	(203)	365
Religious Non-Protestant/Catholic	31%	(48)	29%	(44)	40%	(62)	154
Evangelical	23%	(131)	29%	(159)	48%	(268)	558
Non-Evangelical	20%	(155)	30%	(239)	50%	(397)	792
Community: Urban	24%	(152)	27%	(174)	49%	(312)	638
Community: Suburban	20%	(206)	32%	(325)	48%	(483)	1014
Community: Rural	19%	(105)	28%	(153)	54%	(299)	558
Employ: Private Sector	20%	(133)	31%	(205)	48%	(317)	654
Employ: Government	16%	(21)	30%	(41)	54%	(74)	136
Employ: Self-Employed	23%	(39)	32%	(53)	45%	(74)	166
Employ: Homemaker	18%	(35)	23%	(43)	59%	(112)	190
Employ: Student	12%	(7)	18%	(11)	71%	(44)	62
Employ: Retired	28%	(156)	34%	(191)	38%	(216)	563
Employ: Unemployed	17%	(52)	26%	(77)	57%	(172)	301
Employ: Other	15%	(20)	23%	(32)	62%	(84)	137
Military HH: Yes	31%	(89)	34%	(97)	35%	(98)	283
Military HH: No	19%	(375)	29%	(556)	52%	(995)	1927
RD/WT: Right Direction	26%	(175)	31%	(207)	43%	(285)	666
RD/WT: Wrong Track	19%	(289)	29%	(446)	52%	(809)	1544
Biden Job Approve	25%	(242)	31%	(305)	44%	(423)	970
Biden Job Disapprove	19%	(212)	29%	(332)	52%	(600)	1144
Biden Job Strongly Approve	32%	(136)	32%	(138)	37%	(158)	433
Biden Job Somewhat Approve	20%	(106)	31%	(167)	49%	(265)	537
Biden Job Somewhat Disapprove	17%	(59)	30%	(101)	53%	(180)	339
Biden Job Strongly Disapprove	19%	(153)	29%	(232)	52%	(420)	805

Table MCFE31_11: *In general, what kind of fan, if at all, do you consider yourself to be of the following?*
Star Trek

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	21%	(464)	30%	(653)	49%	(1093)	2210
Favorable of Biden	23%	(226)	31%	(304)	45%	(439)	969
Unfavorable of Biden	20%	(222)	29%	(328)	52%	(584)	1134
Very Favorable of Biden	29%	(140)	31%	(150)	40%	(192)	482
Somewhat Favorable of Biden	18%	(87)	32%	(154)	51%	(247)	487
Somewhat Unfavorable of Biden	19%	(57)	29%	(86)	52%	(155)	299
Very Unfavorable of Biden	20%	(165)	29%	(241)	51%	(429)	835
#1 Issue: Economy	20%	(180)	30%	(270)	51%	(463)	913
#1 Issue: Security	24%	(58)	24%	(58)	52%	(127)	243
#1 Issue: Health Care	20%	(33)	32%	(54)	49%	(83)	170
#1 Issue: Medicare / Social Security	24%	(64)	35%	(93)	41%	(108)	266
#1 Issue: Women's Issues	17%	(52)	27%	(85)	56%	(173)	311
#1 Issue: Education	25%	(15)	24%	(14)	51%	(30)	59
#1 Issue: Energy	28%	(37)	29%	(39)	43%	(58)	134
#1 Issue: Other	21%	(24)	34%	(39)	44%	(51)	115
2020 Vote: Joe Biden	24%	(226)	32%	(305)	44%	(413)	945
2020 Vote: Donald Trump	21%	(156)	31%	(230)	48%	(354)	740
2020 Vote: Other	26%	(17)	32%	(22)	42%	(28)	67
2020 Vote: Didn't Vote	14%	(64)	21%	(97)	65%	(298)	459
2018 House Vote: Democrat	27%	(205)	32%	(238)	41%	(312)	755
2018 House Vote: Republican	24%	(140)	31%	(182)	45%	(267)	589
2018 House Vote: Someone else	30%	(15)	34%	(17)	36%	(18)	50
2016 Vote: Hillary Clinton	26%	(182)	31%	(212)	43%	(300)	695
2016 Vote: Donald Trump	22%	(147)	33%	(217)	44%	(291)	656
2016 Vote: Other	33%	(28)	33%	(29)	34%	(29)	86
2016 Vote: Didn't Vote	14%	(105)	25%	(188)	62%	(472)	765
Voted in 2014: Yes	26%	(321)	32%	(395)	42%	(510)	1227
Voted in 2014: No	14%	(142)	26%	(258)	59%	(583)	983
4-Region: Northeast	16%	(61)	26%	(101)	58%	(221)	383
4-Region: Midwest	18%	(80)	31%	(141)	51%	(235)	456
4-Region: South	23%	(197)	28%	(234)	49%	(414)	844
4-Region: West	24%	(126)	34%	(177)	42%	(223)	527

Table MCFE31_11: *In general, what kind of fan, if at all, do you consider yourself to be of the following?*

Star Trek

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	21%	(464)	30%	(653)	49%	(1093)	2210
TikTok Users	20%	(159)	26%	(209)	53%	(424)	793
Twitch Users	31%	(66)	31%	(68)	38%	(82)	216
2022 Sports Viewers/Attendees	23%	(341)	32%	(472)	45%	(663)	1475
Monthly Moviegoers	35%	(113)	32%	(102)	33%	(105)	320
Few Times per Year + Moviegoers	27%	(252)	30%	(273)	43%	(395)	920
Heard Smile Campaign	24%	(132)	30%	(164)	46%	(255)	551
Heard Minion Campaign	25%	(137)	30%	(159)	45%	(244)	540
Listens to Podcasts	25%	(284)	33%	(371)	42%	(477)	1132
Streaming Services User	23%	(402)	30%	(530)	47%	(841)	1773
Netflix User	22%	(321)	29%	(426)	49%	(727)	1474
Disney+ User	26%	(252)	28%	(275)	47%	(458)	984
Heterosexual or straight	21%	(407)	30%	(599)	49%	(965)	1971
Gay	28%	(19)	26%	(17)	46%	(31)	68
Bisexual	20%	(17)	21%	(18)	60%	(53)	88
Yes	23%	(16)	25%	(17)	52%	(37)	70
No	21%	(447)	30%	(636)	49%	(1057)	2140

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

Table MCFE31_12: *In general, what kind of fan, if at all, do you consider yourself to be of the following?*
Jurassic Park

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	29%	(639)	38%	(832)	33%	(740)	2210
Gender: Male	31%	(335)	39%	(419)	29%	(314)	1068
Gender: Female	27%	(304)	36%	(413)	37%	(426)	1142
Age: 18-34	32%	(207)	38%	(245)	30%	(190)	642
Age: 35-44	35%	(128)	40%	(145)	25%	(93)	365
Age: 45-64	28%	(198)	38%	(268)	35%	(248)	714
Age: 65+	22%	(106)	35%	(173)	43%	(210)	489
GenZers: 1997-2012	28%	(72)	38%	(97)	34%	(88)	256
Millennials: 1981-1996	36%	(236)	39%	(254)	25%	(162)	653
GenXers: 1965-1980	30%	(165)	36%	(202)	34%	(188)	555
Baby Boomers: 1946-1964	23%	(154)	38%	(256)	39%	(263)	673
PID: Dem (no lean)	34%	(292)	37%	(314)	29%	(253)	860
PID: Ind (no lean)	24%	(160)	37%	(252)	39%	(262)	674
PID: Rep (no lean)	28%	(186)	39%	(265)	33%	(225)	676
PID/Gender: Dem Men	39%	(152)	41%	(161)	21%	(81)	394
PID/Gender: Dem Women	30%	(140)	33%	(154)	37%	(172)	465
PID/Gender: Ind Men	26%	(91)	37%	(129)	36%	(125)	345
PID/Gender: Ind Women	21%	(69)	38%	(124)	42%	(137)	329
PID/Gender: Rep Men	28%	(91)	39%	(129)	33%	(108)	328
PID/Gender: Rep Women	27%	(95)	39%	(136)	34%	(117)	348
Ideo: Liberal (1-3)	32%	(208)	37%	(240)	32%	(209)	656
Ideo: Moderate (4)	28%	(210)	39%	(294)	33%	(247)	751
Ideo: Conservative (5-7)	28%	(188)	37%	(248)	35%	(230)	666
Educ: < College	31%	(446)	37%	(537)	32%	(455)	1437
Educ: Bachelors degree	26%	(129)	35%	(171)	39%	(191)	491
Educ: Post-grad	23%	(64)	44%	(124)	33%	(94)	282
Income: Under 50k	30%	(378)	37%	(468)	33%	(425)	1271
Income: 50k-100k	26%	(171)	41%	(267)	33%	(218)	656
Income: 100k+	32%	(89)	34%	(97)	34%	(96)	283
Ethnicity: White	27%	(469)	38%	(642)	35%	(600)	1711
Ethnicity: Hispanic	42%	(158)	36%	(135)	22%	(81)	374
Ethnicity: Black	37%	(106)	33%	(93)	29%	(83)	282

Table MCFE31_12: *In general, what kind of fan, if at all, do you consider yourself to be of the following?*
Jurassic Park

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	29%	(639)	38%	(832)	33%	(740)	2210
Ethnicity: Other	29%	(64)	44%	(96)	26%	(57)	217
All Christian	30%	(312)	36%	(374)	33%	(343)	1029
All Non-Christian	29%	(37)	29%	(38)	42%	(54)	129
Atheist	30%	(30)	36%	(35)	34%	(34)	99
Agnostic/Nothing in particular	25%	(145)	43%	(250)	33%	(193)	587
Something Else	31%	(114)	37%	(135)	32%	(116)	365
Religious Non-Protestant/Catholic	28%	(43)	33%	(51)	38%	(59)	154
Evangelical	31%	(175)	36%	(199)	33%	(184)	558
Non-Evangelical	30%	(239)	37%	(291)	33%	(261)	792
Community: Urban	35%	(220)	34%	(219)	31%	(198)	638
Community: Suburban	27%	(278)	38%	(389)	34%	(348)	1014
Community: Rural	25%	(140)	40%	(224)	35%	(194)	558
Employ: Private Sector	31%	(206)	41%	(270)	27%	(178)	654
Employ: Government	29%	(40)	32%	(44)	38%	(52)	136
Employ: Self-Employed	29%	(48)	44%	(73)	27%	(46)	166
Employ: Homemaker	31%	(59)	37%	(70)	32%	(61)	190
Employ: Student	24%	(15)	33%	(20)	43%	(27)	62
Employ: Retired	24%	(135)	34%	(193)	42%	(234)	563
Employ: Unemployed	29%	(89)	37%	(110)	34%	(102)	301
Employ: Other	34%	(47)	37%	(51)	29%	(39)	137
Military HH: Yes	27%	(76)	40%	(114)	33%	(93)	283
Military HH: No	29%	(562)	37%	(718)	34%	(647)	1927
RD/WT: Right Direction	35%	(233)	36%	(240)	29%	(194)	666
RD/WT: Wrong Track	26%	(406)	38%	(592)	35%	(546)	1544
Biden Job Approve	32%	(309)	38%	(365)	31%	(297)	970
Biden Job Disapprove	27%	(305)	38%	(431)	36%	(408)	1144
Biden Job Strongly Approve	40%	(171)	31%	(133)	30%	(128)	433
Biden Job Somewhat Approve	26%	(137)	43%	(232)	31%	(168)	537
Biden Job Somewhat Disapprove	27%	(93)	40%	(135)	33%	(111)	339
Biden Job Strongly Disapprove	26%	(212)	37%	(296)	37%	(296)	805

Table MCFE31_12: *In general, what kind of fan, if at all, do you consider yourself to be of the following?*
Jurassic Park

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	29%	(639)	38%	(832)	33%	(740)	2210
Favorable of Biden	32%	(312)	37%	(361)	30%	(295)	969
Unfavorable of Biden	27%	(304)	38%	(431)	35%	(399)	1134
Very Favorable of Biden	38%	(183)	34%	(162)	28%	(137)	482
Somewhat Favorable of Biden	27%	(129)	41%	(200)	32%	(158)	487
Somewhat Unfavorable of Biden	30%	(90)	39%	(118)	31%	(91)	299
Very Unfavorable of Biden	26%	(214)	38%	(313)	37%	(307)	835
#1 Issue: Economy	31%	(281)	39%	(354)	30%	(278)	913
#1 Issue: Security	30%	(72)	33%	(81)	37%	(89)	243
#1 Issue: Health Care	28%	(47)	40%	(68)	33%	(56)	170
#1 Issue: Medicare / Social Security	24%	(64)	40%	(105)	36%	(97)	266
#1 Issue: Women's Issues	29%	(89)	35%	(108)	37%	(115)	311
#1 Issue: Education	30%	(18)	40%	(24)	30%	(17)	59
#1 Issue: Energy	34%	(45)	35%	(47)	31%	(42)	134
#1 Issue: Other	20%	(23)	40%	(46)	40%	(46)	115
2020 Vote: Joe Biden	33%	(310)	37%	(347)	30%	(287)	945
2020 Vote: Donald Trump	27%	(198)	37%	(276)	36%	(266)	740
2020 Vote: Other	29%	(20)	33%	(22)	37%	(25)	67
2020 Vote: Didn't Vote	24%	(111)	41%	(186)	35%	(162)	459
2018 House Vote: Democrat	35%	(261)	38%	(284)	28%	(211)	755
2018 House Vote: Republican	27%	(160)	36%	(214)	36%	(215)	589
2018 House Vote: Someone else	26%	(13)	35%	(18)	38%	(19)	50
2016 Vote: Hillary Clinton	32%	(226)	37%	(255)	31%	(214)	695
2016 Vote: Donald Trump	28%	(185)	37%	(243)	35%	(228)	656
2016 Vote: Other	26%	(22)	35%	(30)	39%	(33)	86
2016 Vote: Didn't Vote	27%	(203)	39%	(300)	34%	(262)	765
Voted in 2014: Yes	31%	(385)	36%	(448)	32%	(394)	1227
Voted in 2014: No	26%	(254)	39%	(384)	35%	(346)	983
4-Region: Northeast	26%	(100)	35%	(134)	39%	(149)	383
4-Region: Midwest	27%	(121)	36%	(166)	37%	(169)	456
4-Region: South	29%	(247)	40%	(337)	31%	(261)	844
4-Region: West	32%	(171)	37%	(195)	31%	(161)	527

Table MCFE31_12: *In general, what kind of fan, if at all, do you consider yourself to be of the following?*
Jurassic Park

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	29%	(639)	38%	(832)	33%	(740)	2210
TikTok Users	38%	(299)	37%	(292)	25%	(202)	793
Twitch Users	40%	(86)	43%	(93)	17%	(37)	216
2022 Sports Viewers/Attendees	32%	(465)	41%	(601)	28%	(409)	1475
Monthly Moviegoers	43%	(138)	40%	(127)	17%	(56)	320
Few Times per Year + Moviegoers	38%	(346)	41%	(377)	21%	(196)	920
Heard Smile Campaign	42%	(232)	39%	(214)	19%	(104)	551
Heard Minion Campaign	44%	(236)	39%	(211)	17%	(93)	540
Listens to Podcasts	34%	(386)	41%	(464)	25%	(281)	1132
Streaming Services User	33%	(586)	39%	(690)	28%	(498)	1773
Netflix User	35%	(510)	38%	(565)	27%	(399)	1474
Disney+ User	38%	(371)	39%	(385)	23%	(228)	984
Heterosexual or straight	29%	(568)	38%	(744)	33%	(659)	1971
Gay	31%	(21)	36%	(24)	33%	(23)	68
Bisexual	26%	(23)	43%	(38)	31%	(28)	88
Yes	23%	(16)	38%	(26)	40%	(28)	70
No	29%	(623)	38%	(805)	33%	(712)	2140

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

Table MCFE31_13: *In general, what kind of fan, if at all, do you consider yourself to be of the following?*
Despicable Me

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	22%	(477)	35%	(782)	43%	(952)	2210
Gender: Male	19%	(206)	33%	(351)	48%	(511)	1068
Gender: Female	24%	(271)	38%	(430)	39%	(441)	1142
Age: 18-34	28%	(178)	40%	(259)	32%	(205)	642
Age: 35-44	22%	(82)	41%	(150)	37%	(134)	365
Age: 45-64	22%	(156)	34%	(240)	44%	(317)	714
Age: 65+	12%	(60)	27%	(133)	61%	(296)	489
GenZers: 1997-2012	30%	(77)	38%	(97)	32%	(83)	256
Millennials: 1981-1996	25%	(160)	41%	(267)	34%	(225)	653
GenXers: 1965-1980	26%	(142)	36%	(199)	38%	(214)	555
Baby Boomers: 1946-1964	14%	(94)	30%	(205)	56%	(375)	673
PID: Dem (no lean)	24%	(205)	38%	(329)	38%	(325)	860
PID: Ind (no lean)	19%	(127)	33%	(224)	48%	(324)	674
PID: Rep (no lean)	21%	(145)	34%	(229)	45%	(302)	676
PID/Gender: Dem Men	22%	(86)	37%	(146)	41%	(162)	394
PID/Gender: Dem Women	26%	(120)	39%	(183)	35%	(163)	465
PID/Gender: Ind Men	17%	(58)	28%	(98)	55%	(190)	345
PID/Gender: Ind Women	21%	(69)	38%	(126)	41%	(134)	329
PID/Gender: Rep Men	19%	(62)	33%	(107)	48%	(159)	328
PID/Gender: Rep Women	24%	(82)	35%	(122)	41%	(144)	348
Ideo: Liberal (1-3)	23%	(153)	36%	(237)	41%	(266)	656
Ideo: Moderate (4)	20%	(149)	39%	(296)	41%	(305)	751
Ideo: Conservative (5-7)	22%	(145)	30%	(201)	48%	(320)	666
Educ: < College	23%	(329)	35%	(509)	42%	(598)	1437
Educ: Bachelors degree	19%	(92)	36%	(178)	45%	(220)	491
Educ: Post-grad	20%	(56)	33%	(94)	47%	(133)	282
Income: Under 50k	22%	(283)	35%	(447)	43%	(542)	1271
Income: 50k-100k	22%	(145)	35%	(231)	43%	(280)	656
Income: 100k+	17%	(49)	37%	(104)	46%	(129)	283
Ethnicity: White	20%	(338)	34%	(584)	46%	(789)	1711
Ethnicity: Hispanic	30%	(113)	38%	(141)	32%	(120)	374
Ethnicity: Black	30%	(84)	40%	(112)	31%	(87)	282

Table MCFE31_13: *In general, what kind of fan, if at all, do you consider yourself to be of the following?*
Despicable Me

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	22%	(477)	35%	(782)	43%	(952)	2210
Ethnicity: Other	25%	(55)	40%	(86)	35%	(76)	217
All Christian	21%	(216)	36%	(365)	43%	(447)	1029
All Non-Christian	17%	(21)	29%	(38)	54%	(70)	129
Atheist	14%	(13)	39%	(38)	48%	(48)	99
Agnostic/Nothing in particular	22%	(131)	33%	(192)	45%	(265)	587
Something Else	26%	(95)	41%	(148)	33%	(122)	365
Religious Non-Protestant/Catholic	18%	(28)	31%	(48)	50%	(78)	154
Evangelical	25%	(139)	39%	(215)	37%	(204)	558
Non-Evangelical	20%	(160)	36%	(284)	44%	(348)	792
Community: Urban	23%	(149)	36%	(229)	41%	(260)	638
Community: Suburban	22%	(219)	36%	(362)	43%	(433)	1014
Community: Rural	19%	(108)	34%	(191)	46%	(259)	558
Employ: Private Sector	26%	(170)	37%	(242)	37%	(243)	654
Employ: Government	25%	(34)	37%	(51)	37%	(51)	136
Employ: Self-Employed	21%	(35)	41%	(68)	38%	(64)	166
Employ: Homemaker	31%	(59)	39%	(75)	29%	(56)	190
Employ: Student	26%	(16)	37%	(23)	36%	(23)	62
Employ: Retired	13%	(70)	29%	(166)	58%	(327)	563
Employ: Unemployed	21%	(65)	35%	(105)	44%	(132)	301
Employ: Other	20%	(27)	38%	(52)	42%	(58)	137
Military HH: Yes	19%	(52)	35%	(100)	46%	(131)	283
Military HH: No	22%	(424)	35%	(682)	43%	(821)	1927
RD/WT: Right Direction	27%	(177)	36%	(242)	37%	(247)	666
RD/WT: Wrong Track	19%	(299)	35%	(540)	46%	(705)	1544
Biden Job Approve	24%	(230)	38%	(366)	39%	(375)	970
Biden Job Disapprove	19%	(214)	35%	(396)	47%	(534)	1144
Biden Job Strongly Approve	28%	(120)	35%	(152)	37%	(161)	433
Biden Job Somewhat Approve	20%	(110)	40%	(214)	40%	(214)	537
Biden Job Somewhat Disapprove	17%	(57)	40%	(136)	43%	(147)	339
Biden Job Strongly Disapprove	20%	(157)	32%	(260)	48%	(387)	805

Continued on next page

Table MCFE31_13: *In general, what kind of fan, if at all, do you consider yourself to be of the following?*
Despicable Me

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	22%	(477)	35%	(782)	43%	(952)	2210
Favorable of Biden	23%	(225)	37%	(360)	40%	(384)	969
Unfavorable of Biden	20%	(222)	35%	(395)	46%	(517)	1134
Very Favorable of Biden	26%	(125)	36%	(172)	38%	(184)	482
Somewhat Favorable of Biden	20%	(99)	39%	(188)	41%	(200)	487
Somewhat Unfavorable of Biden	17%	(51)	43%	(128)	40%	(120)	299
Very Unfavorable of Biden	20%	(171)	32%	(267)	48%	(397)	835
#1 Issue: Economy	19%	(177)	37%	(342)	43%	(394)	913
#1 Issue: Security	25%	(61)	27%	(66)	47%	(115)	243
#1 Issue: Health Care	23%	(39)	32%	(55)	45%	(76)	170
#1 Issue: Medicare / Social Security	14%	(36)	33%	(88)	53%	(141)	266
#1 Issue: Women's Issues	27%	(83)	39%	(121)	34%	(107)	311
#1 Issue: Education	31%	(18)	51%	(30)	18%	(11)	59
#1 Issue: Energy	29%	(39)	38%	(51)	33%	(44)	134
#1 Issue: Other	21%	(24)	24%	(28)	55%	(63)	115
2020 Vote: Joe Biden	22%	(208)	37%	(345)	41%	(391)	945
2020 Vote: Donald Trump	20%	(148)	34%	(251)	46%	(341)	740
2020 Vote: Other	22%	(15)	27%	(18)	51%	(34)	67
2020 Vote: Didn't Vote	23%	(106)	36%	(167)	40%	(185)	459
2018 House Vote: Democrat	23%	(177)	36%	(272)	41%	(307)	755
2018 House Vote: Republican	19%	(113)	32%	(188)	49%	(288)	589
2018 House Vote: Someone else	29%	(14)	28%	(14)	44%	(22)	50
2016 Vote: Hillary Clinton	21%	(148)	36%	(251)	43%	(296)	695
2016 Vote: Donald Trump	20%	(131)	33%	(218)	47%	(307)	656
2016 Vote: Other	23%	(20)	29%	(24)	48%	(41)	86
2016 Vote: Didn't Vote	23%	(177)	37%	(283)	40%	(305)	765
Voted in 2014: Yes	21%	(260)	34%	(414)	45%	(553)	1227
Voted in 2014: No	22%	(217)	37%	(368)	41%	(399)	983
4-Region: Northeast	18%	(71)	31%	(119)	50%	(193)	383
4-Region: Midwest	21%	(94)	39%	(177)	41%	(185)	456
4-Region: South	22%	(186)	36%	(305)	42%	(353)	844
4-Region: West	24%	(126)	34%	(180)	42%	(221)	527

Table MCFE31_13: *In general, what kind of fan, if at all, do you consider yourself to be of the following?*
Despicable Me

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	22%	(477)	35%	(782)	43%	(952)	2210
TikTok Users	30%	(240)	40%	(314)	30%	(238)	793
Twitch Users	30%	(64)	40%	(87)	30%	(65)	216
2022 Sports Viewers/Attendees	23%	(344)	37%	(549)	40%	(583)	1475
Monthly Moviegoers	35%	(113)	35%	(114)	29%	(94)	320
Few Times per Year + Moviegoers	30%	(272)	39%	(357)	32%	(291)	920
Heard Smile Campaign	35%	(191)	39%	(214)	26%	(146)	551
Heard Minion Campaign	37%	(202)	42%	(224)	21%	(114)	540
Listens to Podcasts	27%	(310)	40%	(451)	33%	(370)	1132
Streaming Services User	25%	(442)	38%	(670)	37%	(661)	1773
Netflix User	26%	(381)	40%	(583)	35%	(510)	1474
Disney+ User	31%	(309)	43%	(420)	26%	(256)	984
Heterosexual or straight	21%	(423)	35%	(691)	43%	(856)	1971
Gay	20%	(14)	35%	(24)	45%	(30)	68
Bisexual	24%	(21)	42%	(38)	33%	(30)	88
Yes	23%	(16)	36%	(25)	41%	(29)	70
No	22%	(460)	35%	(756)	43%	(923)	2140

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

Table MCFE31_14: *In general, what kind of fan, if at all, do you consider yourself to be of the following?*
Pirates of the Caribbean

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	27%	(603)	37%	(813)	36%	(795)	2210
Gender: Male	27%	(285)	38%	(408)	35%	(375)	1068
Gender: Female	28%	(318)	35%	(405)	37%	(420)	1142
Age: 18-34	30%	(196)	40%	(258)	29%	(189)	642
Age: 35-44	30%	(109)	38%	(140)	32%	(116)	365
Age: 45-64	29%	(209)	34%	(241)	37%	(264)	714
Age: 65+	18%	(89)	36%	(174)	46%	(226)	489
GenZers: 1997-2012	30%	(77)	35%	(89)	36%	(91)	256
Millennials: 1981-1996	32%	(206)	41%	(268)	27%	(179)	653
GenXers: 1965-1980	29%	(160)	36%	(198)	35%	(197)	555
Baby Boomers: 1946-1964	22%	(148)	36%	(241)	42%	(284)	673
PID: Dem (no lean)	28%	(244)	37%	(314)	35%	(301)	860
PID: Ind (no lean)	25%	(172)	37%	(248)	38%	(255)	674
PID: Rep (no lean)	28%	(187)	37%	(251)	35%	(238)	676
PID/Gender: Dem Men	30%	(118)	38%	(152)	32%	(124)	394
PID/Gender: Dem Women	27%	(126)	35%	(163)	38%	(177)	465
PID/Gender: Ind Men	25%	(85)	39%	(133)	37%	(127)	345
PID/Gender: Ind Women	26%	(87)	35%	(114)	39%	(128)	329
PID/Gender: Rep Men	25%	(82)	37%	(123)	38%	(124)	328
PID/Gender: Rep Women	30%	(105)	37%	(128)	33%	(115)	348
Ideo: Liberal (1-3)	28%	(182)	39%	(254)	34%	(220)	656
Ideo: Moderate (4)	26%	(192)	37%	(278)	37%	(281)	751
Ideo: Conservative (5-7)	29%	(194)	34%	(228)	37%	(244)	666
Educ: < College	29%	(421)	36%	(518)	35%	(497)	1437
Educ: Bachelors degree	24%	(117)	39%	(190)	37%	(184)	491
Educ: Post-grad	23%	(65)	37%	(104)	40%	(113)	282
Income: Under 50k	29%	(370)	34%	(434)	37%	(468)	1271
Income: 50k-100k	25%	(166)	39%	(255)	36%	(236)	656
Income: 100k+	24%	(68)	44%	(124)	32%	(91)	283
Ethnicity: White	27%	(468)	38%	(646)	35%	(597)	1711
Ethnicity: Hispanic	37%	(138)	31%	(117)	32%	(119)	374
Ethnicity: Black	28%	(80)	29%	(83)	42%	(119)	282

Table MCFE31_14: *In general, what kind of fan, if at all, do you consider yourself to be of the following?*
Pirates of the Caribbean

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	27%	(603)	37%	(813)	36%	(795)	2210
Ethnicity: Other	26%	(56)	38%	(83)	36%	(78)	217
All Christian	29%	(294)	35%	(356)	37%	(378)	1029
All Non-Christian	20%	(26)	31%	(40)	49%	(63)	129
Atheist	23%	(23)	39%	(39)	38%	(37)	99
Agnostic/Nothing in particular	25%	(147)	41%	(240)	34%	(201)	587
Something Else	31%	(113)	38%	(137)	32%	(116)	365
Religious Non-Protestant/Catholic	25%	(38)	30%	(47)	45%	(69)	154
Evangelical	32%	(177)	34%	(188)	35%	(193)	558
Non-Evangelical	27%	(213)	37%	(292)	36%	(287)	792
Community: Urban	32%	(206)	32%	(206)	35%	(225)	638
Community: Suburban	24%	(242)	39%	(399)	37%	(374)	1014
Community: Rural	28%	(155)	37%	(207)	35%	(196)	558
Employ: Private Sector	30%	(196)	38%	(249)	32%	(210)	654
Employ: Government	20%	(27)	42%	(57)	38%	(52)	136
Employ: Self-Employed	36%	(59)	36%	(61)	28%	(46)	166
Employ: Homemaker	35%	(66)	35%	(66)	31%	(58)	190
Employ: Student	25%	(16)	33%	(20)	42%	(26)	62
Employ: Retired	22%	(122)	35%	(199)	43%	(242)	563
Employ: Unemployed	28%	(84)	37%	(110)	36%	(107)	301
Employ: Other	25%	(34)	37%	(51)	38%	(52)	137
Military HH: Yes	31%	(89)	36%	(103)	32%	(91)	283
Military HH: No	27%	(514)	37%	(709)	37%	(704)	1927
RD/WT: Right Direction	31%	(208)	35%	(233)	34%	(225)	666
RD/WT: Wrong Track	26%	(395)	38%	(579)	37%	(570)	1544
Biden Job Approve	28%	(275)	36%	(345)	36%	(350)	970
Biden Job Disapprove	27%	(305)	38%	(433)	35%	(406)	1144
Biden Job Strongly Approve	34%	(149)	32%	(138)	34%	(146)	433
Biden Job Somewhat Approve	23%	(126)	39%	(207)	38%	(204)	537
Biden Job Somewhat Disapprove	26%	(89)	39%	(133)	35%	(117)	339
Biden Job Strongly Disapprove	27%	(216)	37%	(301)	36%	(289)	805

Table MCFE31_14: *In general, what kind of fan, if at all, do you consider yourself to be of the following?*
Pirates of the Caribbean

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	27%	(603)	37%	(813)	36%	(795)	2210
Favorable of Biden	29%	(281)	35%	(336)	36%	(352)	969
Unfavorable of Biden	27%	(302)	39%	(438)	35%	(394)	1134
Very Favorable of Biden	34%	(166)	31%	(151)	34%	(165)	482
Somewhat Favorable of Biden	24%	(116)	38%	(185)	38%	(187)	487
Somewhat Unfavorable of Biden	25%	(75)	42%	(126)	33%	(98)	299
Very Unfavorable of Biden	27%	(227)	37%	(312)	35%	(296)	835
#1 Issue: Economy	26%	(237)	40%	(363)	34%	(314)	913
#1 Issue: Security	30%	(73)	32%	(79)	38%	(91)	243
#1 Issue: Health Care	33%	(56)	32%	(55)	35%	(59)	170
#1 Issue: Medicare / Social Security	22%	(60)	32%	(85)	46%	(122)	266
#1 Issue: Women's Issues	30%	(93)	35%	(108)	36%	(110)	311
#1 Issue: Education	40%	(23)	36%	(21)	24%	(14)	59
#1 Issue: Energy	28%	(38)	44%	(59)	28%	(37)	134
#1 Issue: Other	22%	(25)	38%	(44)	40%	(46)	115
2020 Vote: Joe Biden	27%	(255)	37%	(349)	36%	(341)	945
2020 Vote: Donald Trump	28%	(208)	35%	(262)	36%	(270)	740
2020 Vote: Other	28%	(19)	40%	(27)	32%	(21)	67
2020 Vote: Didn't Vote	26%	(120)	38%	(176)	35%	(163)	459
2018 House Vote: Democrat	30%	(227)	35%	(262)	35%	(266)	755
2018 House Vote: Republican	28%	(165)	37%	(215)	35%	(209)	589
2018 House Vote: Someone else	32%	(16)	32%	(16)	36%	(18)	50
2016 Vote: Hillary Clinton	28%	(191)	36%	(247)	37%	(256)	695
2016 Vote: Donald Trump	28%	(183)	38%	(247)	35%	(227)	656
2016 Vote: Other	26%	(22)	43%	(37)	31%	(26)	86
2016 Vote: Didn't Vote	27%	(203)	37%	(280)	37%	(282)	765
Voted in 2014: Yes	29%	(355)	36%	(442)	35%	(430)	1227
Voted in 2014: No	25%	(248)	38%	(371)	37%	(364)	983
4-Region: Northeast	23%	(89)	30%	(116)	46%	(178)	383
4-Region: Midwest	25%	(112)	40%	(181)	36%	(164)	456
4-Region: South	28%	(241)	38%	(317)	34%	(286)	844
4-Region: West	31%	(161)	38%	(198)	32%	(167)	527

Table MCFE31_14: *In general, what kind of fan, if at all, do you consider yourself to be of the following?*
Pirates of the Caribbean

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	27%	(603)	37%	(813)	36%	(795)	2210
TikTok Users	37%	(294)	36%	(285)	27%	(214)	793
Twitch Users	37%	(81)	43%	(93)	20%	(42)	216
2022 Sports Viewers/Attendees	30%	(440)	38%	(555)	33%	(480)	1475
Monthly Moviegoers	40%	(130)	34%	(110)	25%	(81)	320
Few Times per Year + Moviegoers	35%	(320)	38%	(346)	28%	(255)	920
Heard Smile Campaign	38%	(210)	38%	(211)	23%	(129)	551
Heard Minion Campaign	43%	(230)	36%	(192)	22%	(119)	540
Listens to Podcasts	33%	(373)	40%	(456)	27%	(303)	1132
Streaming Services User	31%	(546)	39%	(688)	30%	(538)	1773
Netflix User	32%	(468)	39%	(569)	30%	(437)	1474
Disney+ User	37%	(368)	39%	(380)	24%	(236)	984
Heterosexual or straight	28%	(545)	36%	(704)	37%	(722)	1971
Gay	27%	(18)	39%	(27)	34%	(23)	68
Bisexual	23%	(21)	51%	(46)	25%	(22)	88
Yes	23%	(16)	44%	(31)	33%	(23)	70
No	27%	(587)	37%	(781)	36%	(771)	2140

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

Table MCFE31_15: *In general, what kind of fan, if at all, do you consider yourself to be of the following?*
Game of Thrones

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	20%	(438)	20%	(447)	60%	(1325)	2210
Gender: Male	23%	(240)	22%	(234)	56%	(593)	1068
Gender: Female	17%	(197)	19%	(213)	64%	(732)	1142
Age: 18-34	22%	(138)	25%	(162)	53%	(342)	642
Age: 35-44	29%	(104)	23%	(85)	48%	(176)	365
Age: 45-64	18%	(129)	19%	(135)	63%	(450)	714
Age: 65+	14%	(66)	13%	(66)	73%	(357)	489
GenZers: 1997-2012	16%	(40)	24%	(63)	60%	(154)	256
Millennials: 1981-1996	26%	(173)	24%	(157)	50%	(323)	653
GenXers: 1965-1980	23%	(129)	19%	(106)	58%	(321)	555
Baby Boomers: 1946-1964	13%	(90)	17%	(114)	70%	(470)	673
PID: Dem (no lean)	25%	(214)	22%	(185)	54%	(461)	860
PID: Ind (no lean)	17%	(115)	18%	(122)	65%	(438)	674
PID: Rep (no lean)	16%	(109)	21%	(141)	63%	(427)	676
PID/Gender: Dem Men	30%	(117)	24%	(93)	47%	(184)	394
PID/Gender: Dem Women	21%	(97)	20%	(91)	59%	(277)	465
PID/Gender: Ind Men	19%	(66)	19%	(67)	61%	(212)	345
PID/Gender: Ind Women	15%	(48)	17%	(55)	69%	(226)	329
PID/Gender: Rep Men	17%	(57)	22%	(74)	60%	(198)	328
PID/Gender: Rep Women	15%	(52)	19%	(67)	66%	(229)	348
Ideo: Liberal (1-3)	24%	(160)	23%	(154)	52%	(343)	656
Ideo: Moderate (4)	19%	(141)	20%	(147)	62%	(462)	751
Ideo: Conservative (5-7)	17%	(116)	19%	(125)	64%	(425)	666
Educ: < College	18%	(255)	20%	(286)	62%	(896)	1437
Educ: Bachelors degree	23%	(113)	23%	(111)	54%	(266)	491
Educ: Post-grad	25%	(69)	18%	(50)	58%	(163)	282
Income: Under 50k	17%	(215)	20%	(250)	63%	(806)	1271
Income: 50k-100k	20%	(133)	23%	(152)	56%	(371)	656
Income: 100k+	32%	(89)	16%	(45)	52%	(148)	283
Ethnicity: White	19%	(321)	19%	(333)	62%	(1057)	1711
Ethnicity: Hispanic	26%	(98)	24%	(89)	50%	(187)	374
Ethnicity: Black	24%	(66)	24%	(67)	53%	(148)	282

Continued on next page

Table MCFE31_15: *In general, what kind of fan, if at all, do you consider yourself to be of the following?*
Game of Thrones

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	20%	(438)	20%	(447)	60%	(1325)	2210
Ethnicity: Other	23%	(50)	22%	(47)	55%	(120)	217
All Christian	20%	(205)	18%	(181)	63%	(643)	1029
All Non-Christian	18%	(24)	19%	(25)	63%	(81)	129
Atheist	23%	(23)	24%	(24)	53%	(53)	99
Agnostic/Nothing in particular	20%	(117)	23%	(134)	57%	(336)	587
Something Else	19%	(69)	23%	(84)	58%	(212)	365
Religious Non-Protestant/Catholic	18%	(28)	19%	(29)	63%	(97)	154
Evangelical	18%	(101)	21%	(116)	61%	(342)	558
Non-Evangelical	21%	(166)	18%	(140)	61%	(486)	792
Community: Urban	26%	(165)	21%	(137)	53%	(336)	638
Community: Suburban	18%	(186)	21%	(211)	61%	(617)	1014
Community: Rural	16%	(87)	18%	(99)	67%	(372)	558
Employ: Private Sector	27%	(177)	23%	(149)	50%	(328)	654
Employ: Government	25%	(34)	27%	(36)	48%	(66)	136
Employ: Self-Employed	21%	(36)	22%	(37)	57%	(94)	166
Employ: Homemaker	18%	(35)	19%	(36)	63%	(120)	190
Employ: Student	16%	(10)	30%	(19)	54%	(34)	62
Employ: Retired	13%	(76)	17%	(95)	70%	(392)	563
Employ: Unemployed	16%	(48)	15%	(46)	69%	(207)	301
Employ: Other	17%	(23)	21%	(29)	61%	(84)	137
Military HH: Yes	22%	(62)	18%	(52)	60%	(169)	283
Military HH: No	19%	(375)	20%	(395)	60%	(1157)	1927
RD/WT: Right Direction	26%	(170)	23%	(152)	52%	(344)	666
RD/WT: Wrong Track	17%	(268)	19%	(295)	64%	(981)	1544
Biden Job Approve	24%	(237)	22%	(216)	53%	(517)	970
Biden Job Disapprove	16%	(189)	19%	(216)	65%	(740)	1144
Biden Job Strongly Approve	30%	(128)	22%	(96)	48%	(209)	433
Biden Job Somewhat Approve	20%	(109)	22%	(121)	57%	(307)	537
Biden Job Somewhat Disapprove	17%	(59)	22%	(76)	60%	(204)	339
Biden Job Strongly Disapprove	16%	(130)	17%	(140)	67%	(535)	805

Continued on next page

Table MCFE31_15: *In general, what kind of fan, if at all, do you consider yourself to be of the following?*
Game of Thrones

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	20%	(438)	20%	(447)	60%	(1325)	2210
Favorable of Biden	24%	(234)	21%	(203)	55%	(532)	969
Unfavorable of Biden	17%	(190)	20%	(222)	64%	(722)	1134
Very Favorable of Biden	28%	(133)	21%	(101)	51%	(248)	482
Somewhat Favorable of Biden	21%	(101)	21%	(102)	58%	(284)	487
Somewhat Unfavorable of Biden	19%	(56)	24%	(70)	58%	(172)	299
Very Unfavorable of Biden	16%	(134)	18%	(151)	66%	(549)	835
#1 Issue: Economy	21%	(196)	18%	(165)	60%	(552)	913
#1 Issue: Security	15%	(36)	19%	(45)	66%	(161)	243
#1 Issue: Health Care	26%	(45)	23%	(38)	51%	(87)	170
#1 Issue: Medicare / Social Security	16%	(43)	18%	(48)	66%	(175)	266
#1 Issue: Women's Issues	22%	(69)	21%	(65)	57%	(177)	311
#1 Issue: Education	16%	(10)	31%	(18)	53%	(31)	59
#1 Issue: Energy	19%	(25)	33%	(44)	48%	(65)	134
#1 Issue: Other	12%	(13)	21%	(24)	68%	(78)	115
2020 Vote: Joe Biden	25%	(238)	21%	(197)	54%	(510)	945
2020 Vote: Donald Trump	16%	(118)	20%	(151)	64%	(471)	740
2020 Vote: Other	18%	(12)	22%	(15)	60%	(40)	67
2020 Vote: Didn't Vote	15%	(70)	18%	(85)	66%	(304)	459
2018 House Vote: Democrat	27%	(201)	21%	(156)	53%	(398)	755
2018 House Vote: Republican	16%	(96)	19%	(113)	65%	(381)	589
2018 House Vote: Someone else	25%	(12)	17%	(8)	58%	(29)	50
2016 Vote: Hillary Clinton	26%	(180)	21%	(146)	53%	(370)	695
2016 Vote: Donald Trump	17%	(112)	19%	(127)	64%	(417)	656
2016 Vote: Other	16%	(13)	20%	(17)	64%	(55)	86
2016 Vote: Didn't Vote	17%	(132)	20%	(156)	62%	(477)	765
Voted in 2014: Yes	22%	(264)	20%	(242)	59%	(720)	1227
Voted in 2014: No	18%	(173)	21%	(205)	61%	(605)	983
4-Region: Northeast	20%	(77)	20%	(76)	60%	(229)	383
4-Region: Midwest	16%	(73)	19%	(85)	65%	(298)	456
4-Region: South	20%	(170)	20%	(166)	60%	(508)	844
4-Region: West	22%	(117)	23%	(120)	55%	(289)	527

Table MCFE31_15: *In general, what kind of fan, if at all, do you consider yourself to be of the following?*
Game of Thrones

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	20%	(438)	20%	(447)	60%	(1325)	2210
TikTok Users	28%	(219)	22%	(173)	51%	(400)	793
Twitch Users	37%	(80)	27%	(59)	36%	(77)	216
2022 Sports Viewers/Attendees	22%	(325)	22%	(327)	56%	(824)	1475
Monthly Moviegoers	33%	(106)	28%	(91)	39%	(123)	320
Few Times per Year + Moviegoers	28%	(258)	26%	(237)	46%	(425)	920
Heard Smile Campaign	32%	(178)	26%	(143)	42%	(230)	551
Heard Minion Campaign	33%	(180)	25%	(134)	42%	(226)	540
Listens to Podcasts	27%	(305)	24%	(272)	49%	(554)	1132
Streaming Services User	23%	(415)	22%	(397)	54%	(961)	1773
Netflix User	25%	(372)	23%	(344)	51%	(757)	1474
Disney+ User	29%	(284)	24%	(236)	47%	(464)	984
Heterosexual or straight	19%	(380)	20%	(402)	60%	(1189)	1971
Gay	28%	(19)	17%	(11)	55%	(37)	68
Bisexual	28%	(25)	20%	(17)	52%	(46)	88
Yes	20%	(14)	22%	(15)	58%	(41)	70
No	20%	(424)	20%	(432)	60%	(1284)	2140

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

Table MCFE31_16: *In general, what kind of fan, if at all, do you consider yourself to be of the following?*
Stranger Things

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	22%	(493)	25%	(542)	53%	(1175)	2210
Gender: Male	22%	(240)	25%	(266)	53%	(562)	1068
Gender: Female	22%	(253)	24%	(276)	54%	(613)	1142
Age: 18-34	33%	(213)	29%	(189)	37%	(241)	642
Age: 35-44	26%	(94)	31%	(114)	43%	(157)	365
Age: 45-64	21%	(146)	22%	(159)	57%	(409)	714
Age: 65+	8%	(40)	16%	(80)	75%	(369)	489
GenZers: 1997-2012	32%	(81)	28%	(72)	40%	(104)	256
Millennials: 1981-1996	31%	(201)	30%	(195)	39%	(257)	653
GenXers: 1965-1980	24%	(135)	25%	(140)	50%	(280)	555
Baby Boomers: 1946-1964	11%	(75)	18%	(123)	71%	(475)	673
PID: Dem (no lean)	28%	(243)	26%	(225)	46%	(392)	860
PID: Ind (no lean)	17%	(113)	25%	(166)	59%	(396)	674
PID: Rep (no lean)	20%	(137)	22%	(151)	57%	(387)	676
PID/Gender: Dem Men	30%	(117)	28%	(111)	42%	(166)	394
PID/Gender: Dem Women	27%	(126)	24%	(114)	49%	(226)	465
PID/Gender: Ind Men	15%	(50)	25%	(86)	60%	(209)	345
PID/Gender: Ind Women	19%	(63)	24%	(80)	57%	(187)	329
PID/Gender: Rep Men	22%	(73)	21%	(69)	57%	(187)	328
PID/Gender: Rep Women	19%	(65)	24%	(83)	58%	(201)	348
Ideo: Liberal (1-3)	30%	(198)	26%	(171)	44%	(287)	656
Ideo: Moderate (4)	18%	(135)	29%	(216)	53%	(400)	751
Ideo: Conservative (5-7)	19%	(130)	18%	(122)	62%	(414)	666
Educ: < College	23%	(334)	24%	(350)	52%	(753)	1437
Educ: Bachelors degree	21%	(102)	29%	(142)	50%	(246)	491
Educ: Post-grad	20%	(57)	18%	(50)	62%	(175)	282
Income: Under 50k	22%	(276)	25%	(313)	54%	(682)	1271
Income: 50k-100k	23%	(151)	25%	(162)	52%	(344)	656
Income: 100k+	23%	(66)	24%	(68)	53%	(149)	283
Ethnicity: White	20%	(350)	24%	(405)	56%	(956)	1711
Ethnicity: Hispanic	32%	(120)	30%	(111)	38%	(143)	374
Ethnicity: Black	31%	(86)	26%	(75)	43%	(121)	282

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Table MCFE31_16: *In general, what kind of fan, if at all, do you consider yourself to be of the following?*
Stranger Things

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	22%	(493)	25%	(542)	53%	(1175)	2210
Ethnicity: Other	26%	(56)	29%	(63)	45%	(98)	217
All Christian	21%	(220)	21%	(217)	58%	(592)	1029
All Non-Christian	16%	(21)	21%	(28)	63%	(81)	129
Atheist	19%	(19)	39%	(39)	42%	(42)	99
Agnostic/Nothing in particular	22%	(132)	28%	(166)	49%	(290)	587
Something Else	28%	(102)	25%	(92)	47%	(171)	365
Religious Non-Protestant/Catholic	18%	(28)	21%	(33)	61%	(93)	154
Evangelical	23%	(129)	21%	(119)	55%	(310)	558
Non-Evangelical	23%	(183)	23%	(182)	54%	(427)	792
Community: Urban	26%	(167)	27%	(175)	46%	(295)	638
Community: Suburban	21%	(212)	24%	(239)	56%	(564)	1014
Community: Rural	20%	(114)	23%	(128)	57%	(316)	558
Employ: Private Sector	29%	(193)	27%	(175)	44%	(287)	654
Employ: Government	28%	(39)	29%	(40)	42%	(57)	136
Employ: Self-Employed	25%	(42)	29%	(49)	45%	(75)	166
Employ: Homemaker	23%	(43)	25%	(48)	52%	(100)	190
Employ: Student	32%	(20)	36%	(22)	32%	(20)	62
Employ: Retired	10%	(56)	19%	(108)	71%	(398)	563
Employ: Unemployed	21%	(62)	22%	(67)	57%	(172)	301
Employ: Other	28%	(39)	24%	(33)	48%	(65)	137
Military HH: Yes	21%	(58)	17%	(49)	62%	(176)	283
Military HH: No	23%	(434)	26%	(493)	52%	(999)	1927
RD/WT: Right Direction	26%	(171)	29%	(190)	46%	(305)	666
RD/WT: Wrong Track	21%	(322)	23%	(352)	56%	(870)	1544
Biden Job Approve	24%	(236)	27%	(266)	48%	(468)	970
Biden Job Disapprove	20%	(232)	22%	(256)	57%	(656)	1144
Biden Job Strongly Approve	28%	(123)	25%	(108)	47%	(202)	433
Biden Job Somewhat Approve	21%	(113)	29%	(158)	49%	(266)	537
Biden Job Somewhat Disapprove	23%	(77)	26%	(87)	52%	(175)	339
Biden Job Strongly Disapprove	19%	(155)	21%	(169)	60%	(481)	805

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Table MCFE31_16: *In general, what kind of fan, if at all, do you consider yourself to be of the following?*
Stranger Things

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	22%	(493)	25%	(542)	53%	(1175)	2210
Favorable of Biden	25%	(244)	27%	(257)	48%	(468)	969
Unfavorable of Biden	20%	(231)	23%	(259)	57%	(644)	1134
Very Favorable of Biden	27%	(132)	25%	(123)	47%	(227)	482
Somewhat Favorable of Biden	23%	(112)	28%	(134)	49%	(240)	487
Somewhat Unfavorable of Biden	24%	(72)	27%	(81)	49%	(146)	299
Very Unfavorable of Biden	19%	(159)	21%	(179)	60%	(498)	835
#1 Issue: Economy	23%	(210)	25%	(226)	52%	(476)	913
#1 Issue: Security	18%	(44)	24%	(59)	58%	(140)	243
#1 Issue: Health Care	27%	(46)	29%	(50)	43%	(74)	170
#1 Issue: Medicare / Social Security	14%	(38)	20%	(52)	66%	(176)	266
#1 Issue: Women's Issues	27%	(85)	27%	(85)	45%	(141)	311
#1 Issue: Education	28%	(16)	33%	(19)	39%	(23)	59
#1 Issue: Energy	25%	(33)	23%	(30)	53%	(70)	134
#1 Issue: Other	17%	(20)	17%	(20)	65%	(75)	115
2020 Vote: Joe Biden	25%	(240)	26%	(243)	49%	(462)	945
2020 Vote: Donald Trump	18%	(136)	22%	(163)	60%	(440)	740
2020 Vote: Other	23%	(15)	32%	(22)	45%	(30)	67
2020 Vote: Didn't Vote	22%	(102)	25%	(114)	53%	(243)	459
2018 House Vote: Democrat	27%	(202)	27%	(201)	47%	(352)	755
2018 House Vote: Republican	16%	(93)	20%	(121)	64%	(375)	589
2018 House Vote: Someone else	15%	(8)	29%	(14)	56%	(28)	50
2016 Vote: Hillary Clinton	24%	(165)	27%	(185)	50%	(345)	695
2016 Vote: Donald Trump	17%	(113)	21%	(137)	62%	(405)	656
2016 Vote: Other	20%	(17)	23%	(20)	57%	(49)	86
2016 Vote: Didn't Vote	26%	(196)	26%	(198)	48%	(371)	765
Voted in 2014: Yes	21%	(258)	23%	(282)	56%	(687)	1227
Voted in 2014: No	24%	(235)	26%	(260)	50%	(488)	983
4-Region: Northeast	20%	(77)	27%	(102)	53%	(203)	383
4-Region: Midwest	21%	(95)	23%	(103)	57%	(259)	456
4-Region: South	24%	(205)	23%	(198)	52%	(441)	844
4-Region: West	22%	(115)	26%	(139)	52%	(272)	527

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Table MCFE31_16: *In general, what kind of fan, if at all, do you consider yourself to be of the following?*
Stranger Things

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	22%	(493)	25%	(542)	53%	(1175)	2210
TikTok Users	33%	(264)	29%	(229)	38%	(299)	793
Twitch Users	36%	(78)	37%	(81)	27%	(57)	216
2022 Sports Viewers/Attendees	24%	(355)	26%	(388)	50%	(732)	1475
Monthly Moviegoers	36%	(116)	33%	(107)	30%	(97)	320
Few Times per Year + Moviegoers	30%	(275)	29%	(265)	41%	(379)	920
Heard Smile Campaign	42%	(233)	29%	(162)	28%	(155)	551
Heard Minion Campaign	40%	(218)	29%	(155)	31%	(167)	540
Listens to Podcasts	30%	(338)	29%	(328)	41%	(465)	1132
Streaming Services User	27%	(475)	27%	(483)	46%	(814)	1773
Netflix User	30%	(441)	28%	(414)	42%	(618)	1474
Disney+ User	34%	(331)	28%	(278)	38%	(376)	984
Heterosexual or straight	21%	(420)	24%	(479)	54%	(1072)	1971
Gay	35%	(24)	33%	(23)	32%	(22)	68
Bisexual	35%	(31)	24%	(21)	41%	(36)	88
Yes	26%	(18)	26%	(18)	48%	(34)	70
No	22%	(474)	24%	(524)	53%	(1141)	2140

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

Table MCFE31_17: *In general, what kind of fan, if at all, do you consider yourself to be of the following?*
Mission: Impossible

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	20%	(438)	34%	(761)	46%	(1011)	2210
Gender: Male	25%	(262)	40%	(424)	36%	(382)	1068
Gender: Female	15%	(176)	29%	(337)	55%	(630)	1142
Age: 18-34	20%	(128)	29%	(189)	51%	(325)	642
Age: 35-44	23%	(84)	34%	(123)	43%	(158)	365
Age: 45-64	18%	(129)	37%	(265)	45%	(319)	714
Age: 65+	20%	(97)	37%	(183)	43%	(209)	489
GenZers: 1997-2012	15%	(39)	27%	(70)	57%	(147)	256
Millennials: 1981-1996	24%	(160)	30%	(199)	45%	(294)	653
GenXers: 1965-1980	18%	(100)	37%	(206)	45%	(249)	555
Baby Boomers: 1946-1964	19%	(130)	38%	(255)	43%	(289)	673
PID: Dem (no lean)	22%	(192)	34%	(292)	44%	(375)	860
PID: Ind (no lean)	16%	(106)	34%	(232)	50%	(336)	674
PID: Rep (no lean)	21%	(139)	35%	(237)	44%	(300)	676
PID/Gender: Dem Men	29%	(112)	39%	(155)	32%	(127)	394
PID/Gender: Dem Women	17%	(80)	29%	(137)	53%	(249)	465
PID/Gender: Ind Men	19%	(67)	43%	(148)	38%	(130)	345
PID/Gender: Ind Women	12%	(40)	25%	(84)	62%	(206)	329
PID/Gender: Rep Men	25%	(83)	37%	(120)	38%	(125)	328
PID/Gender: Rep Women	16%	(56)	33%	(116)	50%	(175)	348
Ideo: Liberal (1-3)	21%	(140)	35%	(228)	44%	(289)	656
Ideo: Moderate (4)	18%	(134)	37%	(275)	46%	(342)	751
Ideo: Conservative (5-7)	22%	(144)	34%	(226)	44%	(296)	666
Educ: < College	19%	(266)	34%	(488)	47%	(682)	1437
Educ: Bachelors degree	20%	(100)	35%	(172)	45%	(219)	491
Educ: Post-grad	25%	(72)	36%	(101)	39%	(110)	282
Income: Under 50k	17%	(221)	35%	(441)	48%	(609)	1271
Income: 50k-100k	21%	(136)	34%	(224)	45%	(295)	656
Income: 100k+	28%	(80)	34%	(96)	38%	(107)	283
Ethnicity: White	18%	(310)	34%	(585)	48%	(816)	1711
Ethnicity: Hispanic	26%	(98)	35%	(130)	39%	(146)	374
Ethnicity: Black	30%	(85)	35%	(100)	34%	(97)	282

Table MCFE31_17: *In general, what kind of fan, if at all, do you consider yourself to be of the following?*

Mission: Impossible

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	20%	(438)	34%	(761)	46%	(1011)	2210
Ethnicity: Other	20%	(43)	35%	(77)	45%	(97)	217
All Christian	21%	(215)	37%	(380)	42%	(434)	1029
All Non-Christian	26%	(34)	32%	(41)	42%	(54)	129
Atheist	13%	(13)	26%	(25)	61%	(61)	99
Agnostic/Nothing in particular	14%	(83)	33%	(192)	53%	(312)	587
Something Else	25%	(92)	33%	(122)	41%	(151)	365
Religious Non-Protestant/Catholic	29%	(44)	32%	(49)	39%	(60)	154
Evangelical	25%	(142)	35%	(195)	40%	(222)	558
Non-Evangelical	20%	(154)	37%	(291)	44%	(346)	792
Community: Urban	25%	(159)	36%	(229)	39%	(249)	638
Community: Suburban	18%	(185)	36%	(363)	46%	(466)	1014
Community: Rural	17%	(94)	30%	(168)	53%	(295)	558
Employ: Private Sector	22%	(144)	38%	(248)	40%	(263)	654
Employ: Government	23%	(32)	30%	(40)	47%	(64)	136
Employ: Self-Employed	25%	(41)	34%	(56)	41%	(69)	166
Employ: Homemaker	15%	(28)	31%	(59)	54%	(103)	190
Employ: Student	14%	(9)	32%	(20)	55%	(34)	62
Employ: Retired	20%	(112)	36%	(202)	44%	(249)	563
Employ: Unemployed	16%	(48)	31%	(92)	53%	(160)	301
Employ: Other	18%	(24)	32%	(44)	50%	(69)	137
Military HH: Yes	26%	(73)	37%	(103)	38%	(107)	283
Military HH: No	19%	(365)	34%	(657)	47%	(904)	1927
RD/WT: Right Direction	27%	(179)	33%	(221)	40%	(266)	666
RD/WT: Wrong Track	17%	(259)	35%	(539)	48%	(746)	1544
Biden Job Approve	23%	(224)	34%	(327)	43%	(418)	970
Biden Job Disapprove	17%	(197)	36%	(414)	47%	(533)	1144
Biden Job Strongly Approve	30%	(128)	33%	(141)	38%	(164)	433
Biden Job Somewhat Approve	18%	(97)	35%	(186)	47%	(255)	537
Biden Job Somewhat Disapprove	17%	(57)	37%	(125)	46%	(157)	339
Biden Job Strongly Disapprove	17%	(140)	36%	(289)	47%	(376)	805

Table MCFE31_17: *In general, what kind of fan, if at all, do you consider yourself to be of the following?*
Mission: Impossible

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	20%	(438)	34%	(761)	46%	(1011)	2210
Favorable of Biden	22%	(215)	34%	(331)	44%	(423)	969
Unfavorable of Biden	19%	(210)	36%	(411)	45%	(513)	1134
Very Favorable of Biden	28%	(133)	34%	(162)	39%	(186)	482
Somewhat Favorable of Biden	17%	(82)	35%	(169)	49%	(237)	487
Somewhat Unfavorable of Biden	21%	(62)	36%	(108)	43%	(129)	299
Very Unfavorable of Biden	18%	(148)	36%	(303)	46%	(384)	835
#1 Issue: Economy	19%	(176)	38%	(345)	43%	(392)	913
#1 Issue: Security	20%	(49)	35%	(86)	44%	(108)	243
#1 Issue: Health Care	25%	(42)	33%	(57)	42%	(72)	170
#1 Issue: Medicare / Social Security	21%	(55)	31%	(81)	49%	(129)	266
#1 Issue: Women's Issues	18%	(56)	26%	(80)	56%	(176)	311
#1 Issue: Education	28%	(16)	34%	(20)	38%	(23)	59
#1 Issue: Energy	25%	(33)	39%	(52)	36%	(48)	134
#1 Issue: Other	9%	(11)	35%	(41)	55%	(63)	115
2020 Vote: Joe Biden	23%	(219)	33%	(316)	43%	(409)	945
2020 Vote: Donald Trump	18%	(135)	37%	(274)	45%	(331)	740
2020 Vote: Other	15%	(10)	41%	(27)	45%	(30)	67
2020 Vote: Didn't Vote	16%	(74)	31%	(143)	53%	(241)	459
2018 House Vote: Democrat	25%	(192)	34%	(260)	40%	(303)	755
2018 House Vote: Republican	21%	(122)	37%	(220)	42%	(247)	589
2018 House Vote: Someone else	32%	(16)	36%	(18)	32%	(16)	50
2016 Vote: Hillary Clinton	24%	(170)	34%	(235)	42%	(289)	695
2016 Vote: Donald Trump	22%	(141)	38%	(247)	41%	(268)	656
2016 Vote: Other	20%	(17)	32%	(28)	47%	(41)	86
2016 Vote: Didn't Vote	14%	(105)	33%	(249)	54%	(411)	765
Voted in 2014: Yes	24%	(300)	36%	(440)	40%	(486)	1227
Voted in 2014: No	14%	(138)	33%	(321)	53%	(525)	983
4-Region: Northeast	19%	(72)	32%	(121)	50%	(190)	383
4-Region: Midwest	16%	(72)	34%	(155)	50%	(230)	456
4-Region: South	21%	(175)	35%	(299)	44%	(370)	844
4-Region: West	23%	(119)	35%	(186)	42%	(221)	527

Table MCFE31_17: *In general, what kind of fan, if at all, do you consider yourself to be of the following?*
Mission: Impossible

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	20%	(438)	34%	(761)	46%	(1011)	2210
TikTok Users	23%	(186)	32%	(256)	44%	(351)	793
Twitch Users	25%	(54)	44%	(94)	31%	(68)	216
2022 Sports Viewers/Attendees	23%	(338)	38%	(555)	39%	(582)	1475
Monthly Moviegoers	38%	(122)	35%	(114)	27%	(85)	320
Few Times per Year + Moviegoers	28%	(261)	36%	(329)	36%	(330)	920
Heard Smile Campaign	31%	(168)	35%	(192)	35%	(191)	551
Heard Minion Campaign	33%	(178)	33%	(177)	34%	(185)	540
Listens to Podcasts	26%	(292)	37%	(419)	37%	(421)	1132
Streaming Services User	22%	(394)	36%	(640)	42%	(739)	1773
Netflix User	23%	(337)	35%	(510)	42%	(626)	1474
Disney+ User	24%	(237)	36%	(351)	40%	(397)	984
Heterosexual or straight	20%	(402)	35%	(686)	45%	(883)	1971
Gay	17%	(12)	39%	(27)	44%	(30)	68
Bisexual	13%	(11)	24%	(22)	63%	(55)	88
Yes	20%	(14)	25%	(18)	55%	(38)	70
No	20%	(424)	35%	(743)	45%	(973)	2140

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

Table MCFE31_18: *In general, what kind of fan, if at all, do you consider yourself to be of the following?*
Godzilla

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	18%	(390)	31%	(691)	51%	(1128)	2210
Gender: Male	22%	(234)	37%	(395)	41%	(438)	1068
Gender: Female	14%	(156)	26%	(296)	60%	(690)	1142
Age: 18-34	23%	(146)	31%	(199)	46%	(297)	642
Age: 35-44	19%	(70)	34%	(125)	47%	(171)	365
Age: 45-64	19%	(137)	34%	(241)	47%	(336)	714
Age: 65+	8%	(38)	26%	(126)	66%	(325)	489
GenZers: 1997-2012	23%	(58)	28%	(72)	49%	(127)	256
Millennials: 1981-1996	21%	(136)	33%	(217)	46%	(300)	653
GenXers: 1965-1980	23%	(125)	34%	(191)	43%	(239)	555
Baby Boomers: 1946-1964	10%	(67)	30%	(204)	60%	(402)	673
PID: Dem (no lean)	22%	(189)	31%	(265)	47%	(405)	860
PID: Ind (no lean)	12%	(82)	33%	(224)	55%	(369)	674
PID: Rep (no lean)	18%	(119)	30%	(202)	52%	(354)	676
PID/Gender: Dem Men	28%	(112)	35%	(138)	37%	(144)	394
PID/Gender: Dem Women	17%	(77)	27%	(127)	56%	(261)	465
PID/Gender: Ind Men	15%	(53)	40%	(139)	45%	(154)	345
PID/Gender: Ind Women	9%	(29)	26%	(85)	65%	(215)	329
PID/Gender: Rep Men	21%	(70)	36%	(118)	43%	(140)	328
PID/Gender: Rep Women	14%	(50)	24%	(84)	62%	(214)	348
Ideo: Liberal (1-3)	20%	(133)	29%	(192)	50%	(331)	656
Ideo: Moderate (4)	18%	(133)	35%	(266)	47%	(352)	751
Ideo: Conservative (5-7)	16%	(107)	30%	(200)	54%	(360)	666
Educ: < College	20%	(281)	32%	(463)	48%	(693)	1437
Educ: Bachelors degree	14%	(68)	32%	(155)	55%	(268)	491
Educ: Post-grad	14%	(40)	26%	(74)	60%	(168)	282
Income: Under 50k	18%	(230)	32%	(408)	50%	(634)	1271
Income: 50k-100k	16%	(106)	31%	(205)	53%	(346)	656
Income: 100k+	19%	(54)	28%	(79)	53%	(149)	283
Ethnicity: White	14%	(239)	30%	(516)	56%	(955)	1711
Ethnicity: Hispanic	26%	(97)	33%	(124)	41%	(152)	374
Ethnicity: Black	35%	(98)	34%	(96)	31%	(88)	282

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Table MCFE31_18: *In general, what kind of fan, if at all, do you consider yourself to be of the following?*
Godzilla

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	18%	(390)	31%	(691)	51%	(1128)	2210
Ethnicity: Other	24%	(53)	36%	(79)	39%	(85)	217
All Christian	17%	(180)	31%	(317)	52%	(532)	1029
All Non-Christian	20%	(26)	18%	(23)	62%	(80)	129
Atheist	15%	(15)	29%	(29)	56%	(56)	99
Agnostic/Nothing in particular	14%	(80)	34%	(200)	52%	(307)	587
Something Else	24%	(89)	34%	(123)	42%	(154)	365
Religious Non-Protestant/Catholic	18%	(28)	21%	(32)	61%	(94)	154
Evangelical	23%	(128)	33%	(184)	44%	(247)	558
Non-Evangelical	17%	(136)	31%	(242)	52%	(414)	792
Community: Urban	24%	(152)	32%	(202)	44%	(284)	638
Community: Suburban	15%	(153)	33%	(331)	52%	(530)	1014
Community: Rural	15%	(84)	29%	(159)	56%	(315)	558
Employ: Private Sector	21%	(135)	34%	(224)	45%	(296)	654
Employ: Government	23%	(31)	27%	(37)	50%	(68)	136
Employ: Self-Employed	22%	(36)	33%	(56)	45%	(75)	166
Employ: Homemaker	14%	(27)	25%	(48)	60%	(114)	190
Employ: Student	17%	(10)	34%	(21)	50%	(31)	62
Employ: Retired	11%	(59)	29%	(161)	61%	(343)	563
Employ: Unemployed	21%	(63)	33%	(100)	46%	(139)	301
Employ: Other	21%	(29)	33%	(45)	46%	(63)	137
Military HH: Yes	16%	(44)	34%	(97)	50%	(142)	283
Military HH: No	18%	(346)	31%	(594)	51%	(986)	1927
RD/WT: Right Direction	25%	(168)	32%	(216)	42%	(282)	666
RD/WT: Wrong Track	14%	(222)	31%	(475)	55%	(847)	1544
Biden Job Approve	22%	(211)	31%	(305)	47%	(453)	970
Biden Job Disapprove	14%	(162)	31%	(359)	55%	(624)	1144
Biden Job Strongly Approve	29%	(128)	29%	(125)	42%	(180)	433
Biden Job Somewhat Approve	16%	(84)	33%	(180)	51%	(274)	537
Biden Job Somewhat Disapprove	16%	(54)	29%	(97)	56%	(188)	339
Biden Job Strongly Disapprove	13%	(108)	33%	(262)	54%	(435)	805

Table MCFE31_18: *In general, what kind of fan, if at all, do you consider yourself to be of the following?*
Godzilla

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	18%	(390)	31%	(691)	51%	(1128)	2210
Favorable of Biden	21%	(206)	32%	(312)	47%	(452)	969
Unfavorable of Biden	15%	(168)	31%	(349)	54%	(616)	1134
Very Favorable of Biden	28%	(136)	30%	(144)	42%	(203)	482
Somewhat Favorable of Biden	14%	(70)	34%	(168)	51%	(249)	487
Somewhat Unfavorable of Biden	16%	(48)	31%	(92)	53%	(159)	299
Very Unfavorable of Biden	14%	(120)	31%	(258)	55%	(457)	835
#1 Issue: Economy	18%	(162)	33%	(304)	49%	(447)	913
#1 Issue: Security	18%	(44)	30%	(72)	52%	(127)	243
#1 Issue: Health Care	20%	(34)	31%	(52)	49%	(84)	170
#1 Issue: Medicare / Social Security	11%	(30)	34%	(91)	54%	(144)	266
#1 Issue: Women's Issues	18%	(57)	25%	(78)	57%	(176)	311
#1 Issue: Education	30%	(18)	32%	(19)	38%	(22)	59
#1 Issue: Energy	19%	(26)	32%	(43)	48%	(65)	134
#1 Issue: Other	16%	(18)	28%	(33)	56%	(64)	115
2020 Vote: Joe Biden	21%	(194)	31%	(290)	49%	(461)	945
2020 Vote: Donald Trump	15%	(112)	31%	(230)	54%	(397)	740
2020 Vote: Other	12%	(8)	41%	(27)	48%	(32)	67
2020 Vote: Didn't Vote	17%	(76)	31%	(144)	52%	(238)	459
2018 House Vote: Democrat	23%	(171)	31%	(234)	46%	(350)	755
2018 House Vote: Republican	15%	(88)	29%	(169)	56%	(332)	589
2018 House Vote: Someone else	14%	(7)	43%	(21)	44%	(22)	50
2016 Vote: Hillary Clinton	20%	(141)	30%	(210)	49%	(344)	695
2016 Vote: Donald Trump	16%	(103)	30%	(198)	54%	(355)	656
2016 Vote: Other	14%	(12)	29%	(25)	57%	(49)	86
2016 Vote: Didn't Vote	17%	(132)	34%	(256)	49%	(377)	765
Voted in 2014: Yes	19%	(229)	30%	(369)	51%	(628)	1227
Voted in 2014: No	16%	(161)	33%	(323)	51%	(500)	983
4-Region: Northeast	18%	(69)	30%	(114)	52%	(199)	383
4-Region: Midwest	13%	(62)	31%	(143)	55%	(252)	456
4-Region: South	19%	(162)	32%	(267)	49%	(416)	844
4-Region: West	18%	(97)	32%	(168)	50%	(262)	527

Table MCFE31_18: *In general, what kind of fan, if at all, do you consider yourself to be of the following?*

Godzilla

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	18%	(390)	31%	(691)	51%	(1128)	2210
TikTok Users	24%	(193)	34%	(271)	42%	(329)	793
Twitch Users	31%	(67)	46%	(100)	22%	(48)	216
2022 Sports Viewers/Attendees	19%	(285)	35%	(513)	46%	(678)	1475
Monthly Moviegoers	38%	(121)	32%	(104)	30%	(96)	320
Few Times per Year + Moviegoers	26%	(240)	33%	(307)	40%	(372)	920
Heard Smile Campaign	32%	(177)	36%	(196)	32%	(178)	551
Heard Minion Campaign	35%	(191)	35%	(187)	30%	(162)	540
Listens to Podcasts	24%	(276)	35%	(398)	40%	(458)	1132
Streaming Services User	20%	(358)	33%	(582)	47%	(833)	1773
Netflix User	21%	(308)	33%	(481)	46%	(684)	1474
Disney+ User	24%	(236)	34%	(333)	42%	(415)	984
Heterosexual or straight	17%	(341)	32%	(624)	51%	(1005)	1971
Gay	26%	(18)	29%	(20)	45%	(30)	68
Bisexual	21%	(18)	27%	(24)	53%	(47)	88
Yes	17%	(12)	24%	(17)	59%	(42)	70
No	18%	(378)	32%	(675)	51%	(1087)	2140

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

Table MCFE31_19: *In general, what kind of fan, if at all, do you consider yourself to be of the following?*
The Matrix

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	22%	(478)	32%	(708)	46%	(1023)	2210
Gender: Male	27%	(290)	35%	(371)	38%	(407)	1068
Gender: Female	16%	(188)	30%	(338)	54%	(616)	1142
Age: 18-34	24%	(155)	36%	(229)	40%	(258)	642
Age: 35-44	29%	(107)	34%	(125)	37%	(134)	365
Age: 45-64	22%	(159)	31%	(223)	47%	(332)	714
Age: 65+	12%	(59)	27%	(131)	61%	(299)	489
GenZers: 1997-2012	21%	(54)	31%	(80)	47%	(122)	256
Millennials: 1981-1996	27%	(177)	37%	(239)	36%	(236)	653
GenXers: 1965-1980	27%	(151)	32%	(176)	41%	(228)	555
Baby Boomers: 1946-1964	14%	(93)	30%	(200)	57%	(381)	673
PID: Dem (no lean)	26%	(226)	32%	(273)	42%	(361)	860
PID: Ind (no lean)	20%	(132)	34%	(232)	46%	(311)	674
PID: Rep (no lean)	18%	(121)	30%	(204)	52%	(351)	676
PID/Gender: Dem Men	33%	(130)	34%	(132)	33%	(132)	394
PID/Gender: Dem Women	20%	(95)	30%	(141)	49%	(229)	465
PID/Gender: Ind Men	25%	(87)	37%	(126)	38%	(133)	345
PID/Gender: Ind Women	14%	(45)	32%	(106)	54%	(178)	329
PID/Gender: Rep Men	22%	(73)	34%	(112)	44%	(143)	328
PID/Gender: Rep Women	14%	(48)	26%	(91)	60%	(209)	348
Ideo: Liberal (1-3)	23%	(152)	36%	(238)	41%	(266)	656
Ideo: Moderate (4)	24%	(184)	32%	(241)	43%	(326)	751
Ideo: Conservative (5-7)	18%	(119)	29%	(192)	53%	(355)	666
Educ: < College	22%	(318)	31%	(445)	47%	(673)	1437
Educ: Bachelors degree	21%	(101)	36%	(174)	44%	(215)	491
Educ: Post-grad	21%	(59)	31%	(89)	48%	(135)	282
Income: Under 50k	22%	(278)	31%	(390)	47%	(604)	1271
Income: 50k-100k	21%	(136)	34%	(225)	45%	(295)	656
Income: 100k+	23%	(65)	33%	(93)	44%	(124)	283
Ethnicity: White	19%	(323)	31%	(527)	50%	(861)	1711
Ethnicity: Hispanic	28%	(105)	34%	(126)	38%	(143)	374
Ethnicity: Black	37%	(105)	36%	(100)	27%	(77)	282

Table MCFE31_19: *In general, what kind of fan, if at all, do you consider yourself to be of the following?*
The Matrix

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	22%	(478)	32%	(708)	46%	(1023)	2210
Ethnicity: Other	23%	(50)	37%	(81)	39%	(86)	217
All Christian	19%	(195)	30%	(311)	51%	(523)	1029
All Non-Christian	24%	(31)	30%	(39)	45%	(58)	129
Atheist	23%	(23)	33%	(33)	44%	(44)	99
Agnostic/Nothing in particular	22%	(129)	33%	(191)	45%	(267)	587
Something Else	27%	(100)	37%	(134)	36%	(131)	365
Religious Non-Protestant/Catholic	25%	(38)	31%	(48)	44%	(67)	154
Evangelical	23%	(128)	31%	(173)	46%	(257)	558
Non-Evangelical	20%	(159)	32%	(253)	48%	(379)	792
Community: Urban	28%	(175)	34%	(216)	39%	(246)	638
Community: Suburban	19%	(191)	33%	(332)	48%	(491)	1014
Community: Rural	20%	(112)	29%	(160)	51%	(286)	558
Employ: Private Sector	28%	(181)	36%	(237)	36%	(237)	654
Employ: Government	25%	(34)	33%	(44)	43%	(58)	136
Employ: Self-Employed	29%	(48)	34%	(56)	37%	(62)	166
Employ: Homemaker	15%	(29)	24%	(46)	61%	(115)	190
Employ: Student	18%	(11)	31%	(19)	51%	(32)	62
Employ: Retired	14%	(76)	29%	(165)	57%	(321)	563
Employ: Unemployed	23%	(70)	29%	(89)	47%	(143)	301
Employ: Other	22%	(30)	37%	(51)	41%	(56)	137
Military HH: Yes	25%	(70)	34%	(96)	41%	(117)	283
Military HH: No	21%	(408)	32%	(612)	47%	(906)	1927
RD/WT: Right Direction	30%	(198)	33%	(223)	37%	(245)	666
RD/WT: Wrong Track	18%	(280)	31%	(485)	50%	(778)	1544
Biden Job Approve	26%	(253)	33%	(320)	41%	(397)	970
Biden Job Disapprove	18%	(209)	31%	(356)	51%	(580)	1144
Biden Job Strongly Approve	29%	(126)	30%	(130)	41%	(177)	433
Biden Job Somewhat Approve	24%	(127)	35%	(190)	41%	(221)	537
Biden Job Somewhat Disapprove	21%	(72)	35%	(119)	44%	(149)	339
Biden Job Strongly Disapprove	17%	(137)	29%	(237)	54%	(431)	805

Continued on next page

Table MCFE31_19: *In general, what kind of fan, if at all, do you consider yourself to be of the following?*
The Matrix

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	22%	(478)	32%	(708)	46%	(1023)	2210
Favorable of Biden	25%	(245)	32%	(313)	42%	(411)	969
Unfavorable of Biden	19%	(216)	32%	(362)	49%	(556)	1134
Very Favorable of Biden	29%	(140)	30%	(143)	41%	(199)	482
Somewhat Favorable of Biden	22%	(106)	35%	(170)	43%	(212)	487
Somewhat Unfavorable of Biden	23%	(70)	35%	(106)	41%	(123)	299
Very Unfavorable of Biden	18%	(146)	31%	(256)	52%	(433)	835
#1 Issue: Economy	23%	(210)	32%	(291)	45%	(412)	913
#1 Issue: Security	20%	(49)	31%	(75)	49%	(119)	243
#1 Issue: Health Care	23%	(38)	32%	(54)	46%	(78)	170
#1 Issue: Medicare / Social Security	15%	(39)	33%	(87)	53%	(140)	266
#1 Issue: Women's Issues	25%	(77)	30%	(95)	45%	(140)	311
#1 Issue: Education	25%	(15)	36%	(21)	39%	(23)	59
#1 Issue: Energy	26%	(35)	32%	(42)	42%	(57)	134
#1 Issue: Other	14%	(16)	37%	(43)	49%	(56)	115
2020 Vote: Joe Biden	26%	(243)	32%	(305)	42%	(397)	945
2020 Vote: Donald Trump	18%	(131)	32%	(235)	51%	(374)	740
2020 Vote: Other	19%	(13)	45%	(30)	36%	(24)	67
2020 Vote: Didn't Vote	20%	(91)	30%	(138)	50%	(229)	459
2018 House Vote: Democrat	27%	(207)	33%	(251)	39%	(297)	755
2018 House Vote: Republican	18%	(104)	31%	(184)	51%	(301)	589
2018 House Vote: Someone else	27%	(13)	33%	(16)	41%	(20)	50
2016 Vote: Hillary Clinton	27%	(184)	32%	(223)	41%	(287)	695
2016 Vote: Donald Trump	19%	(122)	32%	(208)	50%	(326)	656
2016 Vote: Other	17%	(15)	40%	(34)	43%	(37)	86
2016 Vote: Didn't Vote	20%	(154)	32%	(241)	48%	(370)	765
Voted in 2014: Yes	23%	(280)	32%	(388)	46%	(558)	1227
Voted in 2014: No	20%	(198)	33%	(320)	47%	(465)	983
4-Region: Northeast	22%	(85)	28%	(108)	50%	(190)	383
4-Region: Midwest	17%	(76)	32%	(147)	51%	(234)	456
4-Region: South	23%	(193)	33%	(282)	44%	(370)	844
4-Region: West	24%	(125)	33%	(172)	44%	(230)	527

Table MCFE31_19: *In general, what kind of fan, if at all, do you consider yourself to be of the following?*
The Matrix

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	22%	(478)	32%	(708)	46%	(1023)	2210
TikTok Users	27%	(213)	35%	(281)	38%	(298)	793
Twitch Users	41%	(88)	35%	(76)	24%	(51)	216
2022 Sports Viewers/Attendees	23%	(345)	35%	(513)	42%	(616)	1475
Monthly Moviegoers	36%	(115)	38%	(122)	26%	(83)	320
Few Times per Year + Moviegoers	28%	(258)	37%	(342)	35%	(320)	920
Heard Smile Campaign	34%	(189)	37%	(203)	29%	(158)	551
Heard Minion Campaign	34%	(183)	38%	(207)	28%	(151)	540
Listens to Podcasts	28%	(318)	37%	(422)	35%	(392)	1132
Streaming Services User	25%	(442)	35%	(619)	40%	(711)	1773
Netflix User	26%	(378)	35%	(520)	39%	(576)	1474
Disney+ User	28%	(278)	35%	(347)	37%	(359)	984
Heterosexual or straight	21%	(423)	31%	(617)	47%	(931)	1971
Gay	30%	(20)	34%	(23)	36%	(25)	68
Bisexual	24%	(21)	38%	(34)	38%	(34)	88
Yes	30%	(21)	32%	(22)	38%	(27)	70
No	21%	(457)	32%	(686)	47%	(997)	2140

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

Table MCFE31_20: *In general, what kind of fan, if at all, do you consider yourself to be of the following?*
Planet of the Apes

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	19%	(411)	33%	(739)	48%	(1060)	2210
Gender: Male	22%	(236)	39%	(417)	39%	(415)	1068
Gender: Female	15%	(175)	28%	(322)	56%	(645)	1142
Age: 18-34	23%	(147)	32%	(203)	46%	(292)	642
Age: 35-44	15%	(56)	36%	(131)	49%	(178)	365
Age: 45-64	20%	(141)	35%	(253)	45%	(320)	714
Age: 65+	14%	(68)	31%	(152)	55%	(269)	489
GenZers: 1997-2012	20%	(51)	30%	(77)	50%	(129)	256
Millennials: 1981-1996	21%	(140)	33%	(215)	46%	(298)	653
GenXers: 1965-1980	18%	(102)	37%	(203)	45%	(250)	555
Baby Boomers: 1946-1964	16%	(109)	34%	(227)	50%	(338)	673
PID: Dem (no lean)	22%	(187)	36%	(313)	42%	(360)	860
PID: Ind (no lean)	15%	(101)	33%	(223)	52%	(350)	674
PID: Rep (no lean)	18%	(124)	30%	(202)	52%	(350)	676
PID/Gender: Dem Men	26%	(103)	43%	(171)	31%	(120)	394
PID/Gender: Dem Women	18%	(84)	31%	(142)	52%	(240)	465
PID/Gender: Ind Men	18%	(64)	37%	(128)	45%	(154)	345
PID/Gender: Ind Women	11%	(37)	29%	(95)	60%	(196)	329
PID/Gender: Rep Men	21%	(70)	36%	(118)	43%	(140)	328
PID/Gender: Rep Women	16%	(54)	24%	(84)	60%	(209)	348
Ideo: Liberal (1-3)	20%	(133)	36%	(239)	43%	(284)	656
Ideo: Moderate (4)	19%	(146)	35%	(261)	46%	(344)	751
Ideo: Conservative (5-7)	17%	(116)	30%	(202)	52%	(348)	666
Educ: < College	21%	(304)	33%	(470)	46%	(663)	1437
Educ: Bachelors degree	14%	(69)	35%	(173)	51%	(248)	491
Educ: Post-grad	14%	(38)	34%	(96)	53%	(148)	282
Income: Under 50k	20%	(250)	34%	(430)	47%	(591)	1271
Income: 50k-100k	18%	(118)	31%	(206)	51%	(332)	656
Income: 100k+	15%	(43)	36%	(103)	48%	(137)	283
Ethnicity: White	15%	(265)	33%	(559)	52%	(887)	1711
Ethnicity: Hispanic	29%	(108)	38%	(143)	33%	(122)	374
Ethnicity: Black	35%	(100)	34%	(96)	30%	(86)	282

Continued on next page

Table MCFE31_20: *In general, what kind of fan, if at all, do you consider yourself to be of the following?*
Planet of the Apes

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	19%	(411)	33%	(739)	48%	(1060)	2210
Ethnicity: Other	22%	(47)	38%	(84)	40%	(87)	217
All Christian	19%	(199)	33%	(344)	47%	(485)	1029
All Non-Christian	15%	(20)	35%	(45)	50%	(65)	129
Atheist	15%	(15)	39%	(39)	47%	(46)	99
Agnostic/Nothing in particular	17%	(98)	34%	(197)	50%	(292)	587
Something Else	22%	(80)	31%	(114)	47%	(171)	365
Religious Non-Protestant/Catholic	16%	(24)	34%	(53)	50%	(77)	154
Evangelical	21%	(117)	33%	(185)	46%	(256)	558
Non-Evangelical	20%	(155)	33%	(259)	48%	(378)	792
Community: Urban	23%	(148)	36%	(232)	41%	(258)	638
Community: Suburban	17%	(168)	33%	(332)	51%	(514)	1014
Community: Rural	17%	(96)	31%	(175)	52%	(288)	558
Employ: Private Sector	19%	(126)	36%	(236)	45%	(292)	654
Employ: Government	21%	(29)	28%	(39)	50%	(69)	136
Employ: Self-Employed	18%	(30)	37%	(61)	45%	(75)	166
Employ: Homemaker	15%	(29)	32%	(61)	53%	(100)	190
Employ: Student	25%	(15)	21%	(13)	54%	(34)	62
Employ: Retired	17%	(94)	32%	(178)	52%	(290)	563
Employ: Unemployed	21%	(62)	32%	(95)	48%	(144)	301
Employ: Other	19%	(25)	40%	(55)	41%	(56)	137
Military HH: Yes	17%	(49)	38%	(108)	45%	(127)	283
Military HH: No	19%	(363)	33%	(631)	48%	(933)	1927
RD/WT: Right Direction	25%	(164)	36%	(242)	39%	(260)	666
RD/WT: Wrong Track	16%	(247)	32%	(496)	52%	(800)	1544
Biden Job Approve	22%	(211)	37%	(360)	41%	(399)	970
Biden Job Disapprove	16%	(182)	31%	(357)	53%	(604)	1144
Biden Job Strongly Approve	29%	(125)	36%	(157)	35%	(151)	433
Biden Job Somewhat Approve	16%	(87)	38%	(203)	46%	(248)	537
Biden Job Somewhat Disapprove	14%	(47)	34%	(115)	52%	(177)	339
Biden Job Strongly Disapprove	17%	(135)	30%	(242)	53%	(428)	805

Table MCFE31_20: *In general, what kind of fan, if at all, do you consider yourself to be of the following?*
Planet of the Apes

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	19%	(411)	33%	(739)	48%	(1060)	2210
Favorable of Biden	22%	(209)	36%	(351)	42%	(409)	969
Unfavorable of Biden	17%	(189)	32%	(364)	51%	(581)	1134
Very Favorable of Biden	29%	(139)	37%	(177)	34%	(166)	482
Somewhat Favorable of Biden	14%	(70)	36%	(174)	50%	(243)	487
Somewhat Unfavorable of Biden	14%	(43)	37%	(111)	49%	(145)	299
Very Unfavorable of Biden	18%	(146)	30%	(253)	52%	(436)	835
#1 Issue: Economy	19%	(173)	34%	(311)	47%	(429)	913
#1 Issue: Security	19%	(46)	32%	(77)	49%	(120)	243
#1 Issue: Health Care	20%	(34)	32%	(54)	48%	(82)	170
#1 Issue: Medicare / Social Security	15%	(41)	38%	(101)	47%	(124)	266
#1 Issue: Women's Issues	17%	(51)	30%	(94)	53%	(165)	311
#1 Issue: Education	32%	(19)	37%	(22)	31%	(18)	59
#1 Issue: Energy	24%	(32)	34%	(46)	41%	(56)	134
#1 Issue: Other	13%	(15)	29%	(33)	57%	(66)	115
2020 Vote: Joe Biden	21%	(194)	37%	(350)	42%	(401)	945
2020 Vote: Donald Trump	16%	(118)	32%	(237)	52%	(385)	740
2020 Vote: Other	21%	(14)	33%	(22)	46%	(31)	67
2020 Vote: Didn't Vote	19%	(85)	28%	(129)	53%	(244)	459
2018 House Vote: Democrat	23%	(177)	38%	(286)	39%	(292)	755
2018 House Vote: Republican	16%	(95)	31%	(183)	53%	(310)	589
2018 House Vote: Someone else	16%	(8)	31%	(15)	53%	(26)	50
2016 Vote: Hillary Clinton	21%	(145)	37%	(261)	42%	(289)	695
2016 Vote: Donald Trump	19%	(122)	31%	(201)	51%	(334)	656
2016 Vote: Other	17%	(15)	35%	(30)	48%	(41)	86
2016 Vote: Didn't Vote	17%	(127)	32%	(246)	51%	(393)	765
Voted in 2014: Yes	20%	(250)	35%	(426)	45%	(551)	1227
Voted in 2014: No	16%	(162)	32%	(313)	52%	(509)	983
4-Region: Northeast	19%	(74)	30%	(113)	51%	(195)	383
4-Region: Midwest	13%	(60)	33%	(152)	54%	(245)	456
4-Region: South	20%	(166)	34%	(286)	46%	(392)	844
4-Region: West	21%	(111)	36%	(187)	43%	(228)	527

Table MCFE31_20: *In general, what kind of fan, if at all, do you consider yourself to be of the following?*
Planet of the Apes

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	19%	(411)	33%	(739)	48%	(1060)	2210
TikTok Users	24%	(193)	34%	(273)	41%	(327)	793
Twitch Users	29%	(62)	39%	(84)	32%	(69)	216
2022 Sports Viewers/Attendees	21%	(306)	36%	(534)	43%	(635)	1475
Monthly Moviegoers	31%	(100)	43%	(136)	26%	(84)	320
Few Times per Year + Moviegoers	25%	(228)	38%	(354)	37%	(338)	920
Heard Smile Campaign	31%	(172)	37%	(201)	32%	(178)	551
Heard Minion Campaign	28%	(149)	41%	(220)	32%	(172)	540
Listens to Podcasts	23%	(262)	37%	(422)	40%	(448)	1132
Streaming Services User	20%	(358)	36%	(643)	44%	(771)	1773
Netflix User	21%	(302)	36%	(527)	44%	(644)	1474
Disney+ User	22%	(213)	38%	(375)	40%	(396)	984
Heterosexual or straight	19%	(367)	33%	(659)	48%	(944)	1971
Gay	26%	(18)	36%	(24)	38%	(26)	68
Bisexual	17%	(15)	29%	(26)	54%	(48)	88
Yes	14%	(10)	20%	(14)	66%	(46)	70
No	19%	(402)	34%	(724)	47%	(1013)	2140

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

Table MCFE31_21: *In general, what kind of fan, if at all, do you consider yourself to be of the following?*
The Conjuring

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	18%	(400)	23%	(499)	59%	(1311)	2210
Gender: Male	18%	(191)	24%	(260)	58%	(617)	1068
Gender: Female	18%	(209)	21%	(239)	61%	(694)	1142
Age: 18-34	27%	(174)	31%	(201)	42%	(267)	642
Age: 35-44	21%	(76)	23%	(86)	56%	(204)	365
Age: 45-64	19%	(136)	22%	(160)	59%	(419)	714
Age: 65+	3%	(14)	11%	(53)	86%	(421)	489
GenZers: 1997-2012	28%	(71)	32%	(82)	40%	(103)	256
Millennials: 1981-1996	24%	(160)	28%	(181)	48%	(312)	653
GenXers: 1965-1980	23%	(126)	26%	(142)	52%	(287)	555
Baby Boomers: 1946-1964	6%	(44)	13%	(87)	81%	(542)	673
PID: Dem (no lean)	20%	(174)	25%	(217)	55%	(469)	860
PID: Ind (no lean)	16%	(106)	24%	(164)	60%	(404)	674
PID: Rep (no lean)	18%	(120)	17%	(118)	65%	(438)	676
PID/Gender: Dem Men	22%	(88)	29%	(114)	49%	(192)	394
PID/Gender: Dem Women	18%	(86)	22%	(103)	59%	(277)	465
PID/Gender: Ind Men	13%	(44)	25%	(87)	62%	(215)	345
PID/Gender: Ind Women	19%	(63)	24%	(77)	57%	(189)	329
PID/Gender: Rep Men	18%	(59)	18%	(59)	64%	(210)	328
PID/Gender: Rep Women	17%	(60)	17%	(59)	66%	(228)	348
Ideo: Liberal (1-3)	21%	(136)	24%	(160)	55%	(361)	656
Ideo: Moderate (4)	19%	(143)	26%	(194)	55%	(414)	751
Ideo: Conservative (5-7)	14%	(93)	17%	(116)	69%	(457)	666
Educ: < College	21%	(302)	25%	(356)	54%	(779)	1437
Educ: Bachelors degree	13%	(63)	19%	(93)	68%	(335)	491
Educ: Post-grad	13%	(35)	18%	(51)	69%	(196)	282
Income: Under 50k	21%	(262)	24%	(308)	55%	(701)	1271
Income: 50k-100k	15%	(97)	22%	(147)	63%	(412)	656
Income: 100k+	14%	(40)	16%	(45)	70%	(197)	283
Ethnicity: White	16%	(272)	21%	(353)	63%	(1086)	1711
Ethnicity: Hispanic	27%	(99)	30%	(110)	44%	(164)	374
Ethnicity: Black	29%	(82)	33%	(94)	37%	(106)	282

Table MCFE31_21: *In general, what kind of fan, if at all, do you consider yourself to be of the following?*
The Conjuring

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	18%	(400)	23%	(499)	59%	(1311)	2210
Ethnicity: Other	21%	(46)	24%	(52)	55%	(120)	217
All Christian	16%	(165)	19%	(199)	65%	(666)	1029
All Non-Christian	14%	(19)	17%	(22)	69%	(89)	129
Atheist	13%	(13)	22%	(22)	65%	(65)	99
Agnostic/Nothing in particular	19%	(114)	29%	(168)	52%	(305)	587
Something Else	25%	(90)	24%	(89)	51%	(186)	365
Religious Non-Protestant/Catholic	14%	(22)	18%	(28)	68%	(105)	154
Evangelical	19%	(109)	20%	(114)	60%	(336)	558
Non-Evangelical	18%	(140)	21%	(164)	62%	(488)	792
Community: Urban	25%	(162)	26%	(168)	48%	(308)	638
Community: Suburban	15%	(149)	20%	(206)	65%	(659)	1014
Community: Rural	16%	(89)	22%	(125)	62%	(344)	558
Employ: Private Sector	21%	(138)	27%	(174)	52%	(342)	654
Employ: Government	27%	(37)	19%	(26)	54%	(73)	136
Employ: Self-Employed	21%	(36)	31%	(52)	47%	(79)	166
Employ: Homemaker	18%	(35)	26%	(50)	55%	(105)	190
Employ: Student	23%	(14)	30%	(19)	47%	(29)	62
Employ: Retired	6%	(32)	13%	(75)	81%	(457)	563
Employ: Unemployed	25%	(75)	23%	(69)	52%	(157)	301
Employ: Other	25%	(34)	25%	(35)	50%	(69)	137
Military HH: Yes	10%	(29)	24%	(68)	66%	(186)	283
Military HH: No	19%	(371)	22%	(431)	58%	(1125)	1927
RD/WT: Right Direction	24%	(160)	25%	(163)	52%	(343)	666
RD/WT: Wrong Track	16%	(240)	22%	(336)	63%	(967)	1544
Biden Job Approve	21%	(201)	25%	(241)	54%	(528)	970
Biden Job Disapprove	16%	(180)	21%	(236)	64%	(728)	1144
Biden Job Strongly Approve	26%	(111)	24%	(105)	50%	(216)	433
Biden Job Somewhat Approve	17%	(90)	25%	(136)	58%	(312)	537
Biden Job Somewhat Disapprove	17%	(58)	21%	(73)	61%	(208)	339
Biden Job Strongly Disapprove	15%	(122)	20%	(163)	65%	(520)	805

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Table MCFE31_21: *In general, what kind of fan, if at all, do you consider yourself to be of the following?*
The Conjuring

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	18%	(400)	23%	(499)	59%	(1311)	2210
Favorable of Biden	21%	(202)	24%	(232)	55%	(535)	969
Unfavorable of Biden	16%	(179)	21%	(240)	63%	(715)	1134
Very Favorable of Biden	24%	(117)	23%	(112)	53%	(254)	482
Somewhat Favorable of Biden	18%	(85)	25%	(120)	58%	(281)	487
Somewhat Unfavorable of Biden	17%	(50)	23%	(68)	60%	(181)	299
Very Unfavorable of Biden	15%	(129)	21%	(172)	64%	(534)	835
#1 Issue: Economy	18%	(168)	24%	(223)	57%	(521)	913
#1 Issue: Security	17%	(42)	19%	(46)	64%	(154)	243
#1 Issue: Health Care	22%	(37)	23%	(40)	55%	(93)	170
#1 Issue: Medicare / Social Security	12%	(32)	16%	(44)	71%	(190)	266
#1 Issue: Women's Issues	21%	(66)	26%	(80)	53%	(166)	311
#1 Issue: Education	21%	(13)	38%	(22)	41%	(24)	59
#1 Issue: Energy	20%	(26)	19%	(26)	61%	(82)	134
#1 Issue: Other	14%	(16)	17%	(19)	69%	(80)	115
2020 Vote: Joe Biden	18%	(169)	24%	(223)	58%	(553)	945
2020 Vote: Donald Trump	15%	(108)	20%	(147)	65%	(484)	740
2020 Vote: Other	15%	(10)	23%	(16)	62%	(42)	67
2020 Vote: Didn't Vote	25%	(113)	25%	(114)	51%	(232)	459
2018 House Vote: Democrat	19%	(146)	24%	(183)	56%	(426)	755
2018 House Vote: Republican	13%	(78)	18%	(103)	69%	(408)	589
2018 House Vote: Someone else	12%	(6)	24%	(12)	64%	(32)	50
2016 Vote: Hillary Clinton	18%	(129)	22%	(152)	60%	(414)	695
2016 Vote: Donald Trump	14%	(90)	19%	(126)	67%	(440)	656
2016 Vote: Other	13%	(12)	16%	(14)	70%	(60)	86
2016 Vote: Didn't Vote	22%	(169)	27%	(206)	51%	(391)	765
Voted in 2014: Yes	16%	(198)	19%	(233)	65%	(795)	1227
Voted in 2014: No	21%	(202)	27%	(266)	52%	(515)	983
4-Region: Northeast	16%	(62)	23%	(87)	61%	(233)	383
4-Region: Midwest	19%	(87)	21%	(96)	60%	(273)	456
4-Region: South	19%	(161)	24%	(206)	57%	(477)	844
4-Region: West	17%	(89)	21%	(110)	62%	(327)	527

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Table MCFE31_21: *In general, what kind of fan, if at all, do you consider yourself to be of the following?*
The Conjuring

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	18%	(400)	23%	(499)	59%	(1311)	2210
TikTok Users	27%	(214)	30%	(239)	43%	(340)	793
Twitch Users	29%	(63)	35%	(75)	36%	(77)	216
2022 Sports Viewers/Attendees	19%	(276)	24%	(351)	57%	(848)	1475
Monthly Moviegoers	28%	(90)	30%	(96)	42%	(134)	320
Few Times per Year + Moviegoers	23%	(215)	28%	(253)	49%	(451)	920
Heard Smile Campaign	38%	(211)	29%	(161)	32%	(179)	551
Heard Minion Campaign	34%	(186)	29%	(157)	37%	(198)	540
Listens to Podcasts	23%	(261)	29%	(331)	48%	(540)	1132
Streaming Services User	21%	(375)	26%	(456)	53%	(942)	1773
Netflix User	23%	(336)	27%	(395)	50%	(743)	1474
Disney+ User	24%	(236)	29%	(286)	47%	(462)	984
Heterosexual or straight	18%	(350)	21%	(417)	61%	(1203)	1971
Gay	25%	(17)	33%	(22)	43%	(29)	68
Bisexual	17%	(15)	30%	(27)	52%	(46)	88
Yes	22%	(16)	34%	(24)	43%	(31)	70
No	18%	(384)	22%	(475)	60%	(1280)	2140

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

Table MCFE31_22: *In general, what kind of fan, if at all, do you consider yourself to be of the following?*
Jumanji

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	21%	(469)	37%	(819)	42%	(923)	2210
Gender: Male	21%	(222)	38%	(403)	42%	(443)	1068
Gender: Female	22%	(247)	36%	(416)	42%	(479)	1142
Age: 18-34	29%	(186)	39%	(249)	32%	(207)	642
Age: 35-44	23%	(85)	46%	(168)	31%	(113)	365
Age: 45-64	21%	(147)	36%	(257)	43%	(310)	714
Age: 65+	10%	(50)	30%	(145)	60%	(294)	489
GenZers: 1997-2012	25%	(64)	34%	(87)	41%	(105)	256
Millennials: 1981-1996	29%	(190)	43%	(280)	28%	(183)	653
GenXers: 1965-1980	21%	(119)	40%	(222)	39%	(214)	555
Baby Boomers: 1946-1964	13%	(89)	33%	(223)	54%	(361)	673
PID: Dem (no lean)	24%	(208)	37%	(317)	39%	(334)	860
PID: Ind (no lean)	18%	(125)	38%	(255)	44%	(294)	674
PID: Rep (no lean)	20%	(136)	36%	(246)	43%	(294)	676
PID/Gender: Dem Men	23%	(92)	44%	(173)	33%	(129)	394
PID/Gender: Dem Women	25%	(116)	31%	(144)	44%	(205)	465
PID/Gender: Ind Men	19%	(65)	35%	(120)	46%	(160)	345
PID/Gender: Ind Women	18%	(60)	41%	(135)	41%	(135)	329
PID/Gender: Rep Men	20%	(65)	33%	(109)	47%	(154)	328
PID/Gender: Rep Women	20%	(71)	39%	(137)	40%	(140)	348
Ideo: Liberal (1-3)	23%	(153)	37%	(241)	40%	(262)	656
Ideo: Moderate (4)	20%	(152)	38%	(287)	42%	(312)	751
Ideo: Conservative (5-7)	19%	(128)	35%	(236)	45%	(302)	666
Educ: < College	23%	(337)	38%	(550)	38%	(550)	1437
Educ: Bachelors degree	17%	(82)	36%	(176)	47%	(233)	491
Educ: Post-grad	18%	(50)	33%	(93)	49%	(140)	282
Income: Under 50k	23%	(288)	38%	(483)	39%	(500)	1271
Income: 50k-100k	20%	(128)	37%	(242)	44%	(286)	656
Income: 100k+	18%	(52)	33%	(94)	48%	(137)	283
Ethnicity: White	19%	(321)	37%	(639)	44%	(751)	1711
Ethnicity: Hispanic	31%	(115)	37%	(139)	32%	(120)	374
Ethnicity: Black	34%	(95)	34%	(97)	32%	(90)	282

Table MCFE31_22: *In general, what kind of fan, if at all, do you consider yourself to be of the following?*
Jumanji

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	21%	(469)	37%	(819)	42%	(923)	2210
Ethnicity: Other	24%	(52)	38%	(83)	38%	(82)	217
All Christian	20%	(211)	35%	(361)	44%	(457)	1029
All Non-Christian	12%	(15)	36%	(47)	52%	(67)	129
Atheist	12%	(12)	39%	(38)	49%	(49)	99
Agnostic/Nothing in particular	20%	(118)	40%	(233)	40%	(236)	587
Something Else	31%	(113)	38%	(139)	31%	(114)	365
Religious Non-Protestant/Catholic	13%	(20)	38%	(59)	49%	(75)	154
Evangelical	26%	(145)	37%	(205)	37%	(209)	558
Non-Evangelical	21%	(168)	35%	(280)	43%	(344)	792
Community: Urban	27%	(171)	38%	(242)	35%	(225)	638
Community: Suburban	19%	(191)	35%	(359)	46%	(464)	1014
Community: Rural	19%	(106)	39%	(218)	42%	(234)	558
Employ: Private Sector	23%	(152)	39%	(255)	38%	(247)	654
Employ: Government	25%	(34)	34%	(46)	41%	(56)	136
Employ: Self-Employed	21%	(35)	41%	(67)	38%	(64)	166
Employ: Homemaker	27%	(50)	41%	(78)	32%	(62)	190
Employ: Student	23%	(14)	39%	(24)	38%	(24)	62
Employ: Retired	12%	(69)	32%	(181)	56%	(313)	563
Employ: Unemployed	26%	(78)	37%	(111)	37%	(112)	301
Employ: Other	26%	(36)	41%	(56)	33%	(46)	137
Military HH: Yes	21%	(58)	34%	(95)	46%	(130)	283
Military HH: No	21%	(410)	38%	(724)	41%	(793)	1927
RD/WT: Right Direction	26%	(172)	37%	(246)	37%	(248)	666
RD/WT: Wrong Track	19%	(296)	37%	(573)	44%	(675)	1544
Biden Job Approve	23%	(219)	39%	(374)	39%	(377)	970
Biden Job Disapprove	20%	(224)	36%	(417)	44%	(503)	1144
Biden Job Strongly Approve	27%	(118)	36%	(157)	36%	(157)	433
Biden Job Somewhat Approve	19%	(101)	40%	(217)	41%	(220)	537
Biden Job Somewhat Disapprove	20%	(66)	42%	(144)	38%	(129)	339
Biden Job Strongly Disapprove	20%	(158)	34%	(273)	46%	(374)	805

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Table MCFE31_22: *In general, what kind of fan, if at all, do you consider yourself to be of the following?*
Jumanji

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	21%	(469)	37%	(819)	42%	(923)	2210
Favorable of Biden	23%	(220)	37%	(361)	40%	(388)	969
Unfavorable of Biden	20%	(230)	37%	(421)	43%	(483)	1134
Very Favorable of Biden	28%	(134)	34%	(166)	38%	(182)	482
Somewhat Favorable of Biden	18%	(86)	40%	(195)	42%	(206)	487
Somewhat Unfavorable of Biden	20%	(61)	45%	(135)	34%	(103)	299
Very Unfavorable of Biden	20%	(170)	34%	(285)	46%	(380)	835
#1 Issue: Economy	22%	(196)	39%	(352)	40%	(365)	913
#1 Issue: Security	23%	(55)	32%	(78)	45%	(109)	243
#1 Issue: Health Care	23%	(39)	33%	(57)	44%	(74)	170
#1 Issue: Medicare / Social Security	14%	(37)	33%	(87)	54%	(142)	266
#1 Issue: Women's Issues	21%	(64)	39%	(123)	40%	(124)	311
#1 Issue: Education	29%	(17)	49%	(29)	21%	(13)	59
#1 Issue: Energy	30%	(40)	38%	(51)	32%	(43)	134
#1 Issue: Other	17%	(20)	37%	(43)	46%	(52)	115
2020 Vote: Joe Biden	22%	(211)	37%	(351)	40%	(382)	945
2020 Vote: Donald Trump	19%	(141)	37%	(271)	44%	(328)	740
2020 Vote: Other	15%	(10)	38%	(25)	48%	(32)	67
2020 Vote: Didn't Vote	23%	(106)	37%	(171)	39%	(181)	459
2018 House Vote: Democrat	23%	(176)	37%	(283)	39%	(296)	755
2018 House Vote: Republican	19%	(112)	34%	(199)	47%	(278)	589
2018 House Vote: Someone else	13%	(6)	39%	(19)	48%	(24)	50
2016 Vote: Hillary Clinton	22%	(150)	38%	(264)	40%	(280)	695
2016 Vote: Donald Trump	18%	(119)	36%	(237)	46%	(300)	656
2016 Vote: Other	16%	(14)	35%	(30)	49%	(42)	86
2016 Vote: Didn't Vote	24%	(183)	37%	(286)	39%	(296)	765
Voted in 2014: Yes	21%	(257)	36%	(437)	43%	(533)	1227
Voted in 2014: No	22%	(212)	39%	(381)	40%	(390)	983
4-Region: Northeast	19%	(74)	34%	(132)	46%	(176)	383
4-Region: Midwest	20%	(91)	38%	(175)	42%	(191)	456
4-Region: South	22%	(184)	37%	(316)	41%	(344)	844
4-Region: West	23%	(120)	37%	(196)	40%	(211)	527

Table MCFE31_22: *In general, what kind of fan, if at all, do you consider yourself to be of the following?*
Jumanji

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	21%	(469)	37%	(819)	42%	(923)	2210
TikTok Users	29%	(227)	41%	(322)	31%	(244)	793
Twitch Users	35%	(75)	42%	(90)	23%	(51)	216
2022 Sports Viewers/Attendees	23%	(332)	38%	(556)	40%	(587)	1475
Monthly Moviegoers	36%	(115)	38%	(121)	26%	(84)	320
Few Times per Year + Moviegoers	28%	(255)	41%	(373)	32%	(292)	920
Heard Smile Campaign	36%	(201)	38%	(208)	26%	(142)	551
Heard Minion Campaign	36%	(195)	40%	(214)	24%	(132)	540
Listens to Podcasts	27%	(302)	39%	(440)	34%	(390)	1132
Streaming Services User	24%	(426)	40%	(711)	36%	(635)	1773
Netflix User	27%	(396)	39%	(575)	34%	(502)	1474
Disney+ User	29%	(288)	43%	(422)	28%	(274)	984
Heterosexual or straight	21%	(409)	37%	(720)	43%	(841)	1971
Gay	22%	(15)	45%	(31)	33%	(22)	68
Bisexual	22%	(20)	47%	(41)	31%	(28)	88
Yes	15%	(10)	43%	(30)	42%	(30)	70
No	21%	(458)	37%	(788)	42%	(893)	2140

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

Table MCFE31_23: *In general, what kind of fan, if at all, do you consider yourself to be of the following?*
Ghostbusters

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	22%	(493)	43%	(948)	35%	(769)	2210
Gender: Male	21%	(227)	45%	(480)	34%	(360)	1068
Gender: Female	23%	(266)	41%	(468)	36%	(409)	1142
Age: 18-34	19%	(121)	41%	(266)	40%	(255)	642
Age: 35-44	27%	(98)	43%	(156)	30%	(111)	365
Age: 45-64	28%	(199)	44%	(312)	28%	(203)	714
Age: 65+	15%	(74)	44%	(214)	41%	(200)	489
GenZers: 1997-2012	16%	(42)	36%	(93)	47%	(122)	256
Millennials: 1981-1996	23%	(153)	44%	(287)	33%	(213)	653
GenXers: 1965-1980	30%	(168)	43%	(238)	27%	(150)	555
Baby Boomers: 1946-1964	19%	(125)	46%	(307)	36%	(241)	673
PID: Dem (no lean)	25%	(212)	43%	(371)	32%	(277)	860
PID: Ind (no lean)	19%	(128)	44%	(299)	37%	(248)	674
PID: Rep (no lean)	23%	(154)	41%	(278)	36%	(245)	676
PID/Gender: Dem Men	23%	(91)	46%	(182)	31%	(122)	394
PID/Gender: Dem Women	26%	(121)	41%	(189)	33%	(155)	465
PID/Gender: Ind Men	18%	(61)	47%	(161)	36%	(124)	345
PID/Gender: Ind Women	20%	(67)	42%	(139)	38%	(124)	329
PID/Gender: Rep Men	23%	(75)	42%	(138)	35%	(115)	328
PID/Gender: Rep Women	22%	(78)	40%	(140)	37%	(130)	348
Ideo: Liberal (1-3)	23%	(154)	43%	(284)	33%	(218)	656
Ideo: Moderate (4)	21%	(158)	46%	(346)	33%	(247)	751
Ideo: Conservative (5-7)	23%	(152)	41%	(274)	36%	(240)	666
Educ: < College	24%	(347)	41%	(589)	35%	(501)	1437
Educ: Bachelors degree	19%	(91)	49%	(238)	33%	(161)	491
Educ: Post-grad	19%	(55)	43%	(121)	38%	(106)	282
Income: Under 50k	24%	(302)	42%	(529)	35%	(441)	1271
Income: 50k-100k	21%	(135)	45%	(292)	35%	(229)	656
Income: 100k+	20%	(56)	45%	(127)	35%	(99)	283
Ethnicity: White	21%	(358)	44%	(759)	35%	(594)	1711
Ethnicity: Hispanic	24%	(90)	43%	(162)	33%	(122)	374
Ethnicity: Black	30%	(86)	36%	(102)	33%	(94)	282

Table MCFE31_23: *In general, what kind of fan, if at all, do you consider yourself to be of the following?*
Ghostbusters

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	22%	(493)	43%	(948)	35%	(769)	2210
Ethnicity: Other	22%	(49)	40%	(87)	37%	(81)	217
All Christian	23%	(239)	44%	(448)	33%	(341)	1029
All Non-Christian	21%	(27)	40%	(52)	39%	(50)	129
Atheist	23%	(23)	43%	(43)	33%	(33)	99
Agnostic/Nothing in particular	18%	(105)	44%	(258)	38%	(225)	587
Something Else	27%	(99)	40%	(147)	33%	(120)	365
Religious Non-Protestant/Catholic	23%	(35)	40%	(61)	37%	(57)	154
Evangelical	25%	(141)	41%	(231)	33%	(186)	558
Non-Evangelical	24%	(186)	44%	(347)	33%	(258)	792
Community: Urban	26%	(167)	42%	(269)	32%	(201)	638
Community: Suburban	21%	(210)	43%	(441)	36%	(364)	1014
Community: Rural	21%	(116)	43%	(238)	37%	(204)	558
Employ: Private Sector	25%	(162)	47%	(309)	28%	(183)	654
Employ: Government	21%	(29)	38%	(52)	40%	(55)	136
Employ: Self-Employed	29%	(49)	39%	(64)	32%	(53)	166
Employ: Homemaker	24%	(46)	46%	(87)	30%	(57)	190
Employ: Student	15%	(9)	37%	(23)	48%	(30)	62
Employ: Retired	17%	(96)	44%	(247)	39%	(220)	563
Employ: Unemployed	23%	(69)	35%	(106)	42%	(127)	301
Employ: Other	24%	(33)	44%	(60)	32%	(44)	137
Military HH: Yes	24%	(69)	43%	(121)	33%	(93)	283
Military HH: No	22%	(423)	43%	(828)	35%	(676)	1927
RD/WT: Right Direction	27%	(179)	44%	(294)	29%	(193)	666
RD/WT: Wrong Track	20%	(314)	42%	(654)	37%	(575)	1544
Biden Job Approve	24%	(231)	45%	(440)	31%	(300)	970
Biden Job Disapprove	22%	(247)	42%	(475)	37%	(422)	1144
Biden Job Strongly Approve	27%	(117)	45%	(196)	28%	(120)	433
Biden Job Somewhat Approve	21%	(114)	45%	(243)	33%	(180)	537
Biden Job Somewhat Disapprove	21%	(72)	42%	(144)	36%	(123)	339
Biden Job Strongly Disapprove	22%	(175)	41%	(332)	37%	(299)	805

Continued on next page

Table MCFE31_23: *In general, what kind of fan, if at all, do you consider yourself to be of the following?*
Ghostbusters

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	22%	(493)	43%	(948)	35%	(769)	2210
Favorable of Biden	24%	(234)	45%	(438)	31%	(297)	969
Unfavorable of Biden	21%	(239)	42%	(481)	37%	(414)	1134
Very Favorable of Biden	27%	(132)	45%	(217)	28%	(134)	482
Somewhat Favorable of Biden	21%	(102)	45%	(221)	34%	(163)	487
Somewhat Unfavorable of Biden	20%	(59)	47%	(141)	33%	(99)	299
Very Unfavorable of Biden	22%	(180)	41%	(340)	38%	(315)	835
#1 Issue: Economy	22%	(198)	42%	(386)	36%	(330)	913
#1 Issue: Security	21%	(51)	42%	(102)	37%	(89)	243
#1 Issue: Health Care	26%	(44)	43%	(73)	31%	(53)	170
#1 Issue: Medicare / Social Security	21%	(56)	39%	(105)	39%	(105)	266
#1 Issue: Women's Issues	21%	(64)	47%	(146)	32%	(101)	311
#1 Issue: Education	30%	(17)	46%	(27)	25%	(15)	59
#1 Issue: Energy	31%	(41)	46%	(61)	24%	(32)	134
#1 Issue: Other	19%	(21)	41%	(47)	40%	(46)	115
2020 Vote: Joe Biden	23%	(215)	45%	(423)	32%	(306)	945
2020 Vote: Donald Trump	22%	(163)	42%	(311)	36%	(266)	740
2020 Vote: Other	28%	(18)	40%	(27)	33%	(22)	67
2020 Vote: Didn't Vote	21%	(96)	41%	(188)	38%	(175)	459
2018 House Vote: Democrat	25%	(189)	45%	(336)	30%	(229)	755
2018 House Vote: Republican	23%	(138)	39%	(228)	38%	(223)	589
2018 House Vote: Someone else	25%	(13)	40%	(20)	35%	(17)	50
2016 Vote: Hillary Clinton	24%	(167)	44%	(305)	32%	(223)	695
2016 Vote: Donald Trump	22%	(146)	43%	(282)	35%	(228)	656
2016 Vote: Other	28%	(24)	41%	(35)	31%	(26)	86
2016 Vote: Didn't Vote	20%	(154)	42%	(324)	38%	(287)	765
Voted in 2014: Yes	25%	(304)	42%	(520)	33%	(402)	1227
Voted in 2014: No	19%	(189)	44%	(428)	37%	(366)	983
4-Region: Northeast	21%	(80)	42%	(161)	37%	(142)	383
4-Region: Midwest	23%	(107)	41%	(188)	35%	(162)	456
4-Region: South	23%	(193)	42%	(354)	35%	(297)	844
4-Region: West	21%	(113)	47%	(246)	32%	(168)	527

Table MCFE31_23: *In general, what kind of fan, if at all, do you consider yourself to be of the following?*

Ghostbusters

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	22%	(493)	43%	(948)	35%	(769)	2210
TikTok Users	27%	(211)	45%	(354)	29%	(228)	793
Twitch Users	28%	(60)	45%	(96)	28%	(59)	216
2022 Sports Viewers/Attendees	24%	(355)	45%	(667)	31%	(453)	1475
Monthly Moviegoers	32%	(101)	47%	(150)	22%	(69)	320
Few Times per Year + Moviegoers	29%	(263)	46%	(420)	26%	(237)	920
Heard Smile Campaign	33%	(183)	44%	(241)	23%	(128)	551
Heard Minion Campaign	33%	(181)	44%	(235)	23%	(124)	540
Listens to Podcasts	27%	(310)	47%	(528)	26%	(294)	1132
Streaming Services User	25%	(439)	44%	(787)	31%	(546)	1773
Netflix User	25%	(374)	44%	(654)	30%	(446)	1474
Disney+ User	28%	(277)	45%	(444)	27%	(263)	984
Heterosexual or straight	23%	(444)	43%	(851)	34%	(676)	1971
Gay	16%	(11)	47%	(32)	36%	(25)	68
Bisexual	23%	(20)	38%	(33)	39%	(35)	88
Yes	19%	(13)	41%	(29)	40%	(28)	70
No	22%	(480)	43%	(919)	35%	(741)	2140

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

Table MCFE31_24: *In general, what kind of fan, if at all, do you consider yourself to be of the following?*
Sonic the Hedgehog

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	13%	(285)	27%	(596)	60%	(1328)	2210
Gender: Male	14%	(152)	28%	(301)	58%	(615)	1068
Gender: Female	12%	(134)	26%	(295)	62%	(714)	1142
Age: 18-34	22%	(142)	36%	(234)	41%	(266)	642
Age: 35-44	14%	(52)	35%	(130)	50%	(184)	365
Age: 45-64	11%	(78)	23%	(164)	66%	(472)	714
Age: 65+	3%	(13)	14%	(69)	83%	(407)	489
GenZers: 1997-2012	23%	(59)	30%	(77)	47%	(121)	256
Millennials: 1981-1996	19%	(123)	39%	(253)	42%	(277)	653
GenXers: 1965-1980	13%	(73)	26%	(147)	60%	(335)	555
Baby Boomers: 1946-1964	4%	(30)	17%	(116)	78%	(527)	673
PID: Dem (no lean)	18%	(154)	28%	(241)	54%	(464)	860
PID: Ind (no lean)	10%	(66)	28%	(190)	62%	(418)	674
PID: Rep (no lean)	10%	(65)	24%	(165)	66%	(446)	676
PID/Gender: Dem Men	22%	(87)	33%	(129)	45%	(178)	394
PID/Gender: Dem Women	14%	(67)	24%	(112)	62%	(286)	465
PID/Gender: Ind Men	9%	(31)	28%	(97)	63%	(217)	345
PID/Gender: Ind Women	11%	(35)	28%	(93)	61%	(201)	329
PID/Gender: Rep Men	10%	(34)	23%	(75)	67%	(220)	328
PID/Gender: Rep Women	9%	(31)	26%	(90)	65%	(226)	348
Ideo: Liberal (1-3)	14%	(94)	30%	(196)	56%	(366)	656
Ideo: Moderate (4)	14%	(103)	30%	(225)	56%	(423)	751
Ideo: Conservative (5-7)	10%	(67)	21%	(139)	69%	(461)	666
Educ: < College	15%	(214)	28%	(401)	57%	(822)	1437
Educ: Bachelors degree	9%	(43)	29%	(140)	63%	(307)	491
Educ: Post-grad	10%	(29)	19%	(55)	71%	(199)	282
Income: Under 50k	14%	(176)	30%	(382)	56%	(714)	1271
Income: 50k-100k	11%	(73)	25%	(162)	64%	(421)	656
Income: 100k+	13%	(36)	19%	(53)	68%	(194)	283
Ethnicity: White	10%	(165)	25%	(434)	65%	(1112)	1711
Ethnicity: Hispanic	23%	(85)	34%	(127)	43%	(161)	374
Ethnicity: Black	32%	(89)	32%	(89)	37%	(104)	282

Table MCFE31_24: *In general, what kind of fan, if at all, do you consider yourself to be of the following?*
Sonic the Hedgehog

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	13%	(285)	27%	(596)	60%	(1328)	2210
Ethnicity: Other	14%	(31)	34%	(74)	52%	(113)	217
All Christian	12%	(118)	24%	(244)	65%	(667)	1029
All Non-Christian	12%	(15)	22%	(28)	67%	(86)	129
Atheist	9%	(9)	33%	(32)	58%	(58)	99
Agnostic/Nothing in particular	12%	(68)	32%	(186)	57%	(333)	587
Something Else	20%	(74)	29%	(106)	51%	(185)	365
Religious Non-Protestant/Catholic	11%	(18)	27%	(41)	62%	(95)	154
Evangelical	18%	(103)	27%	(149)	55%	(306)	558
Non-Evangelical	11%	(88)	23%	(179)	66%	(525)	792
Community: Urban	20%	(125)	29%	(182)	52%	(331)	638
Community: Suburban	10%	(103)	26%	(267)	64%	(645)	1014
Community: Rural	10%	(58)	26%	(147)	63%	(353)	558
Employ: Private Sector	14%	(94)	31%	(206)	54%	(355)	654
Employ: Government	20%	(27)	22%	(30)	57%	(78)	136
Employ: Self-Employed	16%	(27)	29%	(49)	55%	(91)	166
Employ: Homemaker	17%	(32)	31%	(58)	53%	(100)	190
Employ: Student	25%	(16)	29%	(18)	46%	(28)	62
Employ: Retired	4%	(21)	17%	(95)	79%	(446)	563
Employ: Unemployed	17%	(52)	31%	(94)	51%	(155)	301
Employ: Other	12%	(17)	33%	(45)	55%	(75)	137
Military HH: Yes	9%	(25)	25%	(72)	66%	(186)	283
Military HH: No	14%	(261)	27%	(524)	59%	(1142)	1927
RD/WT: Right Direction	21%	(141)	31%	(205)	48%	(321)	666
RD/WT: Wrong Track	9%	(144)	25%	(391)	65%	(1008)	1544
Biden Job Approve	17%	(163)	28%	(276)	55%	(531)	970
Biden Job Disapprove	9%	(105)	25%	(292)	65%	(747)	1144
Biden Job Strongly Approve	21%	(93)	27%	(115)	52%	(225)	433
Biden Job Somewhat Approve	13%	(70)	30%	(161)	57%	(306)	537
Biden Job Somewhat Disapprove	10%	(35)	31%	(106)	59%	(199)	339
Biden Job Strongly Disapprove	9%	(70)	23%	(186)	68%	(549)	805

Continued on next page

Table MCFE31_24: *In general, what kind of fan, if at all, do you consider yourself to be of the following?*
Sonic the Hedgehog

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	13%	(285)	27%	(596)	60%	(1328)	2210
Favorable of Biden	16%	(157)	27%	(263)	57%	(549)	969
Unfavorable of Biden	10%	(110)	26%	(299)	64%	(725)	1134
Very Favorable of Biden	20%	(96)	26%	(123)	54%	(263)	482
Somewhat Favorable of Biden	13%	(61)	29%	(140)	59%	(286)	487
Somewhat Unfavorable of Biden	12%	(35)	31%	(94)	57%	(170)	299
Very Unfavorable of Biden	9%	(75)	25%	(206)	66%	(554)	835
#1 Issue: Economy	12%	(113)	27%	(250)	60%	(550)	913
#1 Issue: Security	12%	(30)	24%	(58)	64%	(155)	243
#1 Issue: Health Care	17%	(29)	28%	(47)	55%	(94)	170
#1 Issue: Medicare / Social Security	6%	(17)	23%	(60)	71%	(189)	266
#1 Issue: Women's Issues	17%	(52)	29%	(91)	54%	(168)	311
#1 Issue: Education	34%	(20)	36%	(21)	29%	(17)	59
#1 Issue: Energy	12%	(16)	33%	(45)	54%	(73)	134
#1 Issue: Other	7%	(8)	21%	(24)	72%	(83)	115
2020 Vote: Joe Biden	16%	(147)	26%	(245)	59%	(553)	945
2020 Vote: Donald Trump	9%	(67)	25%	(185)	66%	(488)	740
2020 Vote: Other	9%	(6)	34%	(22)	57%	(39)	67
2020 Vote: Didn't Vote	14%	(66)	31%	(143)	54%	(250)	459
2018 House Vote: Democrat	17%	(126)	26%	(194)	58%	(435)	755
2018 House Vote: Republican	7%	(43)	23%	(136)	70%	(410)	589
2018 House Vote: Someone else	7%	(3)	37%	(18)	56%	(28)	50
2016 Vote: Hillary Clinton	16%	(113)	24%	(169)	60%	(414)	695
2016 Vote: Donald Trump	9%	(59)	24%	(156)	67%	(442)	656
2016 Vote: Other	9%	(7)	30%	(25)	62%	(53)	86
2016 Vote: Didn't Vote	14%	(106)	32%	(244)	54%	(415)	765
Voted in 2014: Yes	12%	(152)	24%	(288)	64%	(787)	1227
Voted in 2014: No	14%	(134)	31%	(308)	55%	(542)	983
4-Region: Northeast	12%	(44)	28%	(108)	60%	(230)	383
4-Region: Midwest	10%	(44)	27%	(121)	64%	(291)	456
4-Region: South	14%	(115)	26%	(223)	60%	(506)	844
4-Region: West	15%	(82)	27%	(144)	57%	(301)	527

Table MCFE31_24: *In general, what kind of fan, if at all, do you consider yourself to be of the following?*
Sonic the Hedgehog

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	13%	(285)	27%	(596)	60%	(1328)	2210
TikTok Users	20%	(157)	33%	(265)	47%	(371)	793
Twitch Users	24%	(51)	48%	(102)	29%	(62)	216
2022 Sports Viewers/Attendees	14%	(206)	28%	(415)	58%	(855)	1475
Monthly Moviegoers	24%	(75)	40%	(128)	37%	(117)	320
Few Times per Year + Moviegoers	17%	(161)	34%	(309)	49%	(450)	920
Heard Smile Campaign	27%	(150)	36%	(197)	37%	(204)	551
Heard Minion Campaign	25%	(138)	40%	(218)	34%	(185)	540
Listens to Podcasts	19%	(215)	32%	(361)	49%	(556)	1132
Streaming Services User	15%	(270)	30%	(531)	55%	(971)	1773
Netflix User	16%	(233)	32%	(465)	53%	(775)	1474
Disney+ User	19%	(190)	36%	(354)	45%	(440)	984
Heterosexual or straight	13%	(246)	26%	(519)	61%	(1205)	1971
Gay	17%	(11)	29%	(19)	54%	(37)	68
Bisexual	15%	(14)	38%	(34)	47%	(41)	88
Yes	20%	(14)	32%	(22)	48%	(34)	70
No	13%	(271)	27%	(574)	61%	(1295)	2140

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

Table MCFE31_25: *In general, what kind of fan, if at all, do you consider yourself to be of the following?*
Scream

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	16%	(353)	28%	(614)	56%	(1243)	2210
Gender: Male	16%	(170)	30%	(316)	55%	(582)	1068
Gender: Female	16%	(184)	26%	(298)	58%	(661)	1142
Age: 18-34	26%	(164)	33%	(210)	42%	(267)	642
Age: 35-44	17%	(64)	41%	(150)	42%	(152)	365
Age: 45-64	15%	(110)	28%	(197)	57%	(407)	714
Age: 65+	3%	(16)	12%	(57)	85%	(416)	489
GenZers: 1997-2012	25%	(63)	32%	(82)	44%	(112)	256
Millennials: 1981-1996	23%	(152)	36%	(236)	41%	(265)	653
GenXers: 1965-1980	17%	(95)	33%	(185)	50%	(276)	555
Baby Boomers: 1946-1964	6%	(42)	16%	(105)	78%	(526)	673
PID: Dem (no lean)	22%	(188)	32%	(275)	46%	(397)	860
PID: Ind (no lean)	10%	(70)	25%	(169)	65%	(436)	674
PID: Rep (no lean)	14%	(96)	25%	(170)	61%	(410)	676
PID/Gender: Dem Men	25%	(98)	36%	(140)	40%	(156)	394
PID/Gender: Dem Women	19%	(90)	29%	(135)	52%	(240)	465
PID/Gender: Ind Men	8%	(27)	26%	(90)	66%	(228)	345
PID/Gender: Ind Women	13%	(42)	24%	(79)	63%	(208)	329
PID/Gender: Rep Men	14%	(45)	26%	(85)	60%	(198)	328
PID/Gender: Rep Women	15%	(51)	24%	(85)	61%	(212)	348
Ideo: Liberal (1-3)	21%	(136)	29%	(187)	51%	(333)	656
Ideo: Moderate (4)	15%	(110)	32%	(240)	53%	(401)	751
Ideo: Conservative (5-7)	13%	(85)	21%	(141)	66%	(441)	666
Educ: < College	19%	(269)	29%	(418)	52%	(751)	1437
Educ: Bachelors degree	12%	(61)	27%	(132)	61%	(298)	491
Educ: Post-grad	8%	(24)	23%	(64)	69%	(194)	282
Income: Under 50k	18%	(231)	29%	(370)	53%	(671)	1271
Income: 50k-100k	11%	(75)	28%	(185)	60%	(396)	656
Income: 100k+	17%	(48)	21%	(59)	62%	(176)	283
Ethnicity: White	13%	(220)	26%	(450)	61%	(1041)	1711
Ethnicity: Hispanic	18%	(66)	37%	(137)	45%	(170)	374
Ethnicity: Black	34%	(96)	34%	(96)	32%	(90)	282

Table MCFE31_25: *In general, what kind of fan, if at all, do you consider yourself to be of the following?*
Scream

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	16%	(353)	28%	(614)	56%	(1243)	2210
Ethnicity: Other	17%	(36)	31%	(68)	52%	(112)	217
All Christian	14%	(142)	25%	(255)	61%	(631)	1029
All Non-Christian	13%	(17)	22%	(28)	65%	(83)	129
Atheist	13%	(13)	24%	(24)	62%	(62)	99
Agnostic/Nothing in particular	15%	(89)	35%	(205)	50%	(293)	587
Something Else	25%	(91)	28%	(101)	47%	(173)	365
Religious Non-Protestant/Catholic	12%	(19)	21%	(32)	67%	(103)	154
Evangelical	20%	(112)	25%	(141)	55%	(305)	558
Non-Evangelical	15%	(118)	26%	(205)	59%	(470)	792
Community: Urban	21%	(135)	35%	(223)	44%	(279)	638
Community: Suburban	13%	(128)	26%	(259)	62%	(627)	1014
Community: Rural	16%	(90)	24%	(131)	60%	(337)	558
Employ: Private Sector	18%	(118)	33%	(214)	49%	(321)	654
Employ: Government	26%	(36)	24%	(33)	49%	(67)	136
Employ: Self-Employed	20%	(33)	30%	(50)	50%	(84)	166
Employ: Homemaker	17%	(32)	33%	(62)	50%	(96)	190
Employ: Student	20%	(13)	29%	(18)	50%	(31)	62
Employ: Retired	6%	(36)	15%	(87)	78%	(440)	563
Employ: Unemployed	18%	(54)	35%	(104)	47%	(143)	301
Employ: Other	23%	(31)	33%	(45)	44%	(61)	137
Military HH: Yes	11%	(31)	21%	(61)	68%	(191)	283
Military HH: No	17%	(322)	29%	(553)	55%	(1051)	1927
RD/WT: Right Direction	21%	(140)	29%	(195)	50%	(331)	666
RD/WT: Wrong Track	14%	(214)	27%	(419)	59%	(911)	1544
Biden Job Approve	19%	(180)	31%	(301)	50%	(489)	970
Biden Job Disapprove	14%	(158)	25%	(286)	61%	(700)	1144
Biden Job Strongly Approve	25%	(107)	28%	(122)	47%	(204)	433
Biden Job Somewhat Approve	14%	(74)	33%	(179)	53%	(285)	537
Biden Job Somewhat Disapprove	15%	(51)	26%	(88)	59%	(200)	339
Biden Job Strongly Disapprove	13%	(107)	25%	(198)	62%	(500)	805

Continued on next page

Table MCFE31_25: *In general, what kind of fan, if at all, do you consider yourself to be of the following?*
Scream

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	16%	(353)	28%	(614)	56%	(1243)	2210
Favorable of Biden	19%	(186)	30%	(287)	51%	(496)	969
Unfavorable of Biden	14%	(153)	26%	(295)	60%	(686)	1134
Very Favorable of Biden	22%	(108)	29%	(141)	48%	(234)	482
Somewhat Favorable of Biden	16%	(78)	30%	(147)	54%	(262)	487
Somewhat Unfavorable of Biden	14%	(41)	30%	(91)	56%	(167)	299
Very Unfavorable of Biden	13%	(112)	24%	(204)	62%	(519)	835
#1 Issue: Economy	14%	(127)	32%	(292)	54%	(494)	913
#1 Issue: Security	20%	(48)	22%	(54)	58%	(141)	243
#1 Issue: Health Care	17%	(28)	22%	(37)	62%	(105)	170
#1 Issue: Medicare / Social Security	9%	(24)	23%	(61)	68%	(181)	266
#1 Issue: Women's Issues	24%	(74)	26%	(81)	50%	(156)	311
#1 Issue: Education	27%	(16)	28%	(16)	45%	(27)	59
#1 Issue: Energy	18%	(23)	38%	(51)	45%	(60)	134
#1 Issue: Other	11%	(13)	20%	(22)	69%	(79)	115
2020 Vote: Joe Biden	18%	(169)	30%	(288)	52%	(488)	945
2020 Vote: Donald Trump	12%	(89)	25%	(182)	63%	(468)	740
2020 Vote: Other	9%	(6)	34%	(23)	57%	(38)	67
2020 Vote: Didn't Vote	19%	(89)	26%	(121)	54%	(248)	459
2018 House Vote: Democrat	19%	(143)	31%	(234)	50%	(378)	755
2018 House Vote: Republican	12%	(70)	21%	(121)	68%	(398)	589
2018 House Vote: Someone else	11%	(5)	28%	(14)	61%	(30)	50
2016 Vote: Hillary Clinton	17%	(121)	29%	(203)	53%	(371)	695
2016 Vote: Donald Trump	14%	(89)	21%	(140)	65%	(427)	656
2016 Vote: Other	7%	(6)	23%	(20)	70%	(60)	86
2016 Vote: Didn't Vote	18%	(137)	33%	(249)	50%	(379)	765
Voted in 2014: Yes	15%	(188)	25%	(301)	60%	(738)	1227
Voted in 2014: No	17%	(166)	32%	(313)	51%	(505)	983
4-Region: Northeast	16%	(61)	27%	(104)	57%	(217)	383
4-Region: Midwest	16%	(73)	26%	(120)	58%	(264)	456
4-Region: South	18%	(150)	27%	(230)	55%	(465)	844
4-Region: West	13%	(69)	30%	(160)	56%	(297)	527

Table MCFE31_25: *In general, what kind of fan, if at all, do you consider yourself to be of the following?*

Scream

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	16%	(353)	28%	(614)	56%	(1243)	2210
TikTok Users	25%	(194)	37%	(290)	39%	(309)	793
Twitch Users	29%	(62)	39%	(83)	33%	(70)	216
2022 Sports Viewers/Attendees	17%	(246)	29%	(433)	54%	(795)	1475
Monthly Moviegoers	31%	(99)	35%	(111)	34%	(110)	320
Few Times per Year + Moviegoers	22%	(203)	33%	(301)	45%	(416)	920
Heard Smile Campaign	34%	(189)	38%	(207)	28%	(155)	551
Heard Minion Campaign	30%	(162)	38%	(204)	32%	(174)	540
Listens to Podcasts	21%	(239)	34%	(390)	44%	(503)	1132
Streaming Services User	18%	(325)	30%	(538)	51%	(910)	1773
Netflix User	20%	(288)	32%	(476)	48%	(709)	1474
Disney+ User	21%	(209)	33%	(324)	46%	(452)	984
Heterosexual or straight	15%	(299)	27%	(539)	57%	(1132)	1971
Gay	20%	(13)	45%	(31)	35%	(24)	68
Bisexual	24%	(21)	28%	(24)	48%	(43)	88
Yes	17%	(12)	34%	(24)	48%	(34)	70
No	16%	(341)	28%	(590)	56%	(1209)	2140

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

Table MCFE31_26: *In general, what kind of fan, if at all, do you consider yourself to be of the following?*
Halloween

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	24%	(541)	27%	(595)	49%	(1074)	2210
Gender: Male	23%	(242)	30%	(325)	47%	(500)	1068
Gender: Female	26%	(299)	24%	(270)	50%	(574)	1142
Age: 18-34	36%	(232)	30%	(193)	34%	(217)	642
Age: 35-44	28%	(100)	31%	(112)	42%	(153)	365
Age: 45-64	25%	(180)	28%	(196)	47%	(337)	714
Age: 65+	6%	(29)	19%	(93)	75%	(367)	489
GenZers: 1997-2012	33%	(83)	32%	(83)	35%	(90)	256
Millennials: 1981-1996	35%	(228)	29%	(188)	36%	(236)	653
GenXers: 1965-1980	28%	(157)	29%	(164)	42%	(235)	555
Baby Boomers: 1946-1964	10%	(67)	22%	(147)	68%	(460)	673
PID: Dem (no lean)	29%	(250)	28%	(244)	43%	(365)	860
PID: Ind (no lean)	20%	(132)	26%	(175)	54%	(367)	674
PID: Rep (no lean)	24%	(159)	26%	(175)	51%	(341)	676
PID/Gender: Dem Men	28%	(112)	34%	(136)	37%	(146)	394
PID/Gender: Dem Women	30%	(138)	23%	(109)	47%	(219)	465
PID/Gender: Ind Men	19%	(65)	27%	(94)	54%	(187)	345
PID/Gender: Ind Women	20%	(67)	25%	(82)	55%	(180)	329
PID/Gender: Rep Men	20%	(66)	29%	(96)	51%	(167)	328
PID/Gender: Rep Women	27%	(94)	23%	(80)	50%	(175)	348
Ideo: Liberal (1-3)	26%	(173)	29%	(187)	45%	(296)	656
Ideo: Moderate (4)	25%	(189)	31%	(231)	44%	(331)	751
Ideo: Conservative (5-7)	22%	(146)	21%	(139)	57%	(381)	666
Educ: < College	30%	(425)	27%	(383)	44%	(630)	1437
Educ: Bachelors degree	15%	(75)	28%	(139)	56%	(276)	491
Educ: Post-grad	14%	(41)	26%	(73)	60%	(168)	282
Income: Under 50k	27%	(344)	28%	(354)	45%	(573)	1271
Income: 50k-100k	22%	(146)	25%	(167)	52%	(343)	656
Income: 100k+	18%	(52)	26%	(73)	56%	(157)	283
Ethnicity: White	22%	(376)	26%	(438)	52%	(897)	1711
Ethnicity: Hispanic	35%	(132)	27%	(103)	37%	(139)	374
Ethnicity: Black	41%	(116)	34%	(97)	24%	(69)	282

Table MCFE31_26: *In general, what kind of fan, if at all, do you consider yourself to be of the following?*
Halloween

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	24%	(541)	27%	(595)	49%	(1074)	2210
Ethnicity: Other	23%	(49)	28%	(60)	50%	(108)	217
All Christian	22%	(231)	26%	(268)	52%	(530)	1029
All Non-Christian	17%	(22)	23%	(29)	60%	(78)	129
Atheist	20%	(20)	31%	(31)	50%	(49)	99
Agnostic/Nothing in particular	25%	(146)	30%	(177)	45%	(264)	587
Something Else	33%	(122)	24%	(89)	42%	(154)	365
Religious Non-Protestant/Catholic	15%	(24)	27%	(42)	57%	(88)	154
Evangelical	27%	(153)	23%	(126)	50%	(280)	558
Non-Evangelical	25%	(194)	27%	(216)	48%	(382)	792
Community: Urban	31%	(200)	31%	(198)	38%	(239)	638
Community: Suburban	21%	(213)	25%	(258)	54%	(543)	1014
Community: Rural	23%	(128)	25%	(139)	52%	(291)	558
Employ: Private Sector	28%	(185)	30%	(194)	42%	(275)	654
Employ: Government	31%	(43)	28%	(38)	41%	(55)	136
Employ: Self-Employed	34%	(57)	25%	(42)	41%	(68)	166
Employ: Homemaker	29%	(54)	26%	(50)	45%	(86)	190
Employ: Student	30%	(18)	33%	(20)	38%	(23)	62
Employ: Retired	9%	(53)	22%	(124)	68%	(385)	563
Employ: Unemployed	28%	(85)	29%	(86)	43%	(129)	301
Employ: Other	32%	(44)	29%	(40)	38%	(53)	137
Military HH: Yes	18%	(52)	21%	(58)	61%	(173)	283
Military HH: No	25%	(489)	28%	(537)	47%	(901)	1927
RD/WT: Right Direction	30%	(199)	30%	(199)	40%	(268)	666
RD/WT: Wrong Track	22%	(342)	26%	(396)	52%	(806)	1544
Biden Job Approve	26%	(256)	31%	(304)	42%	(410)	970
Biden Job Disapprove	23%	(260)	24%	(272)	54%	(613)	1144
Biden Job Strongly Approve	32%	(140)	28%	(121)	40%	(172)	433
Biden Job Somewhat Approve	22%	(116)	34%	(183)	44%	(238)	537
Biden Job Somewhat Disapprove	24%	(81)	24%	(81)	52%	(177)	339
Biden Job Strongly Disapprove	22%	(178)	24%	(191)	54%	(436)	805

Continued on next page

Table MCFE31_26: *In general, what kind of fan, if at all, do you consider yourself to be of the following?*
Halloween

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	24%	(541)	27%	(595)	49%	(1074)	2210
Favorable of Biden	27%	(262)	29%	(280)	44%	(427)	969
Unfavorable of Biden	22%	(254)	25%	(287)	52%	(593)	1134
Very Favorable of Biden	31%	(148)	28%	(134)	42%	(201)	482
Somewhat Favorable of Biden	24%	(115)	30%	(146)	46%	(226)	487
Somewhat Unfavorable of Biden	23%	(68)	29%	(86)	49%	(145)	299
Very Unfavorable of Biden	22%	(186)	24%	(201)	54%	(448)	835
#1 Issue: Economy	25%	(231)	28%	(251)	47%	(431)	913
#1 Issue: Security	25%	(60)	23%	(56)	52%	(127)	243
#1 Issue: Health Care	27%	(46)	28%	(47)	45%	(77)	170
#1 Issue: Medicare / Social Security	16%	(41)	28%	(73)	57%	(151)	266
#1 Issue: Women's Issues	27%	(85)	27%	(84)	45%	(141)	311
#1 Issue: Education	31%	(18)	40%	(23)	29%	(17)	59
#1 Issue: Energy	30%	(41)	26%	(35)	44%	(58)	134
#1 Issue: Other	16%	(18)	22%	(25)	62%	(71)	115
2020 Vote: Joe Biden	26%	(247)	28%	(263)	46%	(435)	945
2020 Vote: Donald Trump	20%	(147)	26%	(194)	54%	(399)	740
2020 Vote: Other	25%	(17)	21%	(14)	54%	(36)	67
2020 Vote: Didn't Vote	28%	(130)	27%	(124)	45%	(204)	459
2018 House Vote: Democrat	29%	(215)	27%	(205)	44%	(334)	755
2018 House Vote: Republican	17%	(103)	22%	(132)	60%	(354)	589
2018 House Vote: Someone else	24%	(12)	19%	(9)	57%	(28)	50
2016 Vote: Hillary Clinton	27%	(188)	25%	(176)	48%	(331)	695
2016 Vote: Donald Trump	18%	(119)	26%	(169)	56%	(368)	656
2016 Vote: Other	22%	(18)	17%	(15)	61%	(52)	86
2016 Vote: Didn't Vote	28%	(214)	30%	(232)	42%	(319)	765
Voted in 2014: Yes	24%	(289)	24%	(293)	53%	(644)	1227
Voted in 2014: No	26%	(252)	31%	(302)	44%	(430)	983
4-Region: Northeast	23%	(88)	27%	(102)	50%	(192)	383
4-Region: Midwest	24%	(110)	26%	(121)	49%	(225)	456
4-Region: South	26%	(220)	27%	(229)	47%	(395)	844
4-Region: West	23%	(122)	27%	(143)	50%	(262)	527

Table MCFE31_26: *In general, what kind of fan, if at all, do you consider yourself to be of the following?*

Halloween

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	24%	(541)	27%	(595)	49%	(1074)	2210
TikTok Users	37%	(296)	29%	(232)	33%	(264)	793
Twitch Users	39%	(84)	34%	(74)	27%	(58)	216
2022 Sports Viewers/Attendees	26%	(382)	28%	(419)	46%	(674)	1475
Monthly Moviegoers	43%	(138)	28%	(91)	29%	(92)	320
Few Times per Year + Moviegoers	32%	(295)	30%	(278)	38%	(347)	920
Heard Smile Campaign	47%	(261)	32%	(176)	21%	(114)	551
Heard Minion Campaign	45%	(242)	30%	(162)	25%	(137)	540
Listens to Podcasts	31%	(356)	30%	(343)	38%	(433)	1132
Streaming Services User	28%	(498)	28%	(495)	44%	(780)	1773
Netflix User	28%	(420)	29%	(430)	42%	(623)	1474
Disney+ User	31%	(303)	29%	(288)	40%	(393)	984
Heterosexual or straight	24%	(470)	27%	(531)	49%	(969)	1971
Gay	29%	(20)	25%	(17)	46%	(31)	68
Bisexual	35%	(31)	26%	(23)	39%	(34)	88
Yes	25%	(18)	30%	(21)	44%	(31)	70
No	24%	(523)	27%	(574)	49%	(1043)	2140

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

Table MCFE31_27: *In general, what kind of fan, if at all, do you consider yourself to be of the following?*
Dune

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	9%	(194)	23%	(510)	68%	(1507)	2210
Gender: Male	10%	(110)	29%	(310)	61%	(648)	1068
Gender: Female	7%	(84)	17%	(200)	75%	(859)	1142
Age: 18-34	10%	(65)	22%	(142)	68%	(435)	642
Age: 35-44	10%	(35)	26%	(95)	65%	(236)	365
Age: 45-64	9%	(62)	25%	(179)	66%	(473)	714
Age: 65+	7%	(32)	19%	(94)	74%	(362)	489
GenZers: 1997-2012	7%	(19)	20%	(51)	73%	(187)	256
Millennials: 1981-1996	11%	(71)	23%	(153)	66%	(428)	653
GenXers: 1965-1980	11%	(60)	28%	(157)	61%	(338)	555
Baby Boomers: 1946-1964	6%	(42)	21%	(142)	73%	(489)	673
PID: Dem (no lean)	11%	(92)	23%	(201)	66%	(566)	860
PID: Ind (no lean)	7%	(44)	24%	(160)	70%	(471)	674
PID: Rep (no lean)	8%	(57)	22%	(148)	70%	(470)	676
PID/Gender: Dem Men	12%	(48)	31%	(121)	57%	(225)	394
PID/Gender: Dem Women	10%	(44)	17%	(80)	73%	(341)	465
PID/Gender: Ind Men	9%	(31)	27%	(94)	64%	(220)	345
PID/Gender: Ind Women	4%	(13)	20%	(66)	76%	(251)	329
PID/Gender: Rep Men	9%	(30)	29%	(94)	62%	(203)	328
PID/Gender: Rep Women	8%	(27)	16%	(54)	77%	(267)	348
Ideo: Liberal (1-3)	12%	(77)	25%	(163)	63%	(416)	656
Ideo: Moderate (4)	7%	(54)	25%	(190)	67%	(507)	751
Ideo: Conservative (5-7)	9%	(57)	20%	(132)	72%	(477)	666
Educ: < College	8%	(113)	22%	(311)	70%	(1013)	1437
Educ: Bachelors degree	7%	(34)	28%	(139)	65%	(317)	491
Educ: Post-grad	16%	(47)	21%	(59)	62%	(176)	282
Income: Under 50k	7%	(90)	23%	(288)	70%	(894)	1271
Income: 50k-100k	9%	(58)	24%	(156)	67%	(441)	656
Income: 100k+	16%	(46)	23%	(65)	61%	(172)	283
Ethnicity: White	8%	(144)	22%	(371)	70%	(1195)	1711
Ethnicity: Hispanic	12%	(45)	27%	(102)	60%	(226)	374
Ethnicity: Black	11%	(31)	28%	(79)	61%	(172)	282

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Table MCFE31_27: *In general, what kind of fan, if at all, do you consider yourself to be of the following?*
Dune

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	9%	(194)	23%	(510)	68%	(1507)	2210
Ethnicity: Other	8%	(18)	27%	(60)	64%	(139)	217
All Christian	9%	(95)	21%	(218)	70%	(716)	1029
All Non-Christian	11%	(14)	21%	(27)	68%	(88)	129
Atheist	10%	(9)	29%	(29)	61%	(61)	99
Agnostic/Nothing in particular	8%	(49)	26%	(154)	65%	(384)	587
Something Else	7%	(27)	22%	(81)	71%	(258)	365
Religious Non-Protestant/Catholic	11%	(17)	23%	(36)	66%	(101)	154
Evangelical	7%	(42)	21%	(115)	72%	(401)	558
Non-Evangelical	9%	(75)	21%	(170)	69%	(547)	792
Community: Urban	12%	(75)	26%	(166)	62%	(396)	638
Community: Suburban	8%	(84)	22%	(226)	69%	(705)	1014
Community: Rural	6%	(35)	21%	(118)	73%	(406)	558
Employ: Private Sector	12%	(77)	27%	(178)	61%	(399)	654
Employ: Government	8%	(11)	22%	(30)	70%	(95)	136
Employ: Self-Employed	10%	(17)	23%	(39)	67%	(111)	166
Employ: Homemaker	7%	(14)	15%	(29)	77%	(147)	190
Employ: Student	7%	(5)	15%	(9)	78%	(48)	62
Employ: Retired	5%	(31)	22%	(124)	73%	(408)	563
Employ: Unemployed	8%	(25)	22%	(67)	69%	(209)	301
Employ: Other	10%	(14)	24%	(33)	65%	(89)	137
Military HH: Yes	9%	(26)	29%	(83)	61%	(174)	283
Military HH: No	9%	(167)	22%	(427)	69%	(1333)	1927
RD/WT: Right Direction	13%	(88)	26%	(173)	61%	(405)	666
RD/WT: Wrong Track	7%	(106)	22%	(337)	71%	(1102)	1544
Biden Job Approve	11%	(107)	26%	(253)	63%	(610)	970
Biden Job Disapprove	7%	(77)	21%	(241)	72%	(826)	1144
Biden Job Strongly Approve	14%	(60)	27%	(117)	59%	(256)	433
Biden Job Somewhat Approve	9%	(47)	25%	(137)	66%	(353)	537
Biden Job Somewhat Disapprove	7%	(25)	21%	(70)	72%	(244)	339
Biden Job Strongly Disapprove	7%	(53)	21%	(171)	72%	(582)	805

Continued on next page

Table MCFE31_27: *In general, what kind of fan, if at all, do you consider yourself to be of the following?*
Dune

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	9%	(194)	23%	(510)	68%	(1507)	2210
Favorable of Biden	10%	(101)	25%	(241)	65%	(627)	969
Unfavorable of Biden	7%	(83)	22%	(252)	70%	(799)	1134
Very Favorable of Biden	12%	(57)	26%	(127)	62%	(298)	482
Somewhat Favorable of Biden	9%	(44)	23%	(114)	68%	(329)	487
Somewhat Unfavorable of Biden	8%	(23)	23%	(70)	69%	(206)	299
Very Unfavorable of Biden	7%	(60)	22%	(182)	71%	(593)	835
#1 Issue: Economy	9%	(81)	24%	(218)	67%	(614)	913
#1 Issue: Security	9%	(21)	19%	(46)	72%	(175)	243
#1 Issue: Health Care	12%	(21)	27%	(47)	60%	(103)	170
#1 Issue: Medicare / Social Security	6%	(16)	23%	(60)	71%	(190)	266
#1 Issue: Women's Issues	8%	(25)	18%	(57)	74%	(229)	311
#1 Issue: Education	8%	(5)	29%	(17)	63%	(37)	59
#1 Issue: Energy	14%	(18)	27%	(36)	59%	(80)	134
#1 Issue: Other	5%	(6)	26%	(29)	69%	(79)	115
2020 Vote: Joe Biden	10%	(98)	25%	(239)	64%	(608)	945
2020 Vote: Donald Trump	7%	(52)	23%	(169)	70%	(519)	740
2020 Vote: Other	15%	(10)	25%	(17)	60%	(40)	67
2020 Vote: Didn't Vote	7%	(34)	19%	(85)	74%	(340)	459
2018 House Vote: Democrat	11%	(82)	25%	(190)	64%	(483)	755
2018 House Vote: Republican	9%	(56)	22%	(128)	69%	(405)	589
2018 House Vote: Someone else	26%	(13)	17%	(9)	57%	(28)	50
2016 Vote: Hillary Clinton	11%	(74)	24%	(170)	65%	(451)	695
2016 Vote: Donald Trump	8%	(50)	24%	(155)	69%	(451)	656
2016 Vote: Other	19%	(17)	24%	(20)	57%	(49)	86
2016 Vote: Didn't Vote	7%	(52)	21%	(163)	72%	(550)	765
Voted in 2014: Yes	11%	(131)	23%	(282)	66%	(813)	1227
Voted in 2014: No	6%	(62)	23%	(228)	71%	(694)	983
4-Region: Northeast	8%	(31)	19%	(72)	73%	(280)	383
4-Region: Midwest	7%	(30)	21%	(98)	72%	(329)	456
4-Region: South	10%	(86)	24%	(203)	66%	(555)	844
4-Region: West	9%	(46)	26%	(137)	65%	(343)	527

Table MCFE31_27: *In general, what kind of fan, if at all, do you consider yourself to be of the following?*
Dune

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	9%	(194)	23%	(510)	68%	(1507)	2210
TikTok Users	10%	(80)	25%	(198)	65%	(514)	793
Twitch Users	18%	(38)	32%	(68)	51%	(110)	216
2022 Sports Viewers/Attendees	10%	(145)	25%	(371)	65%	(959)	1475
Monthly Moviegoers	18%	(59)	36%	(116)	45%	(146)	320
Few Times per Year + Moviegoers	13%	(124)	30%	(279)	56%	(516)	920
Heard Smile Campaign	16%	(88)	29%	(157)	55%	(305)	551
Heard Minion Campaign	15%	(80)	29%	(156)	56%	(305)	540
Listens to Podcasts	12%	(139)	30%	(334)	58%	(659)	1132
Streaming Services User	10%	(181)	25%	(446)	65%	(1146)	1773
Netflix User	10%	(150)	26%	(383)	64%	(941)	1474
Disney+ User	12%	(119)	27%	(267)	61%	(599)	984
Heterosexual or straight	9%	(170)	23%	(445)	69%	(1355)	1971
Gay	13%	(9)	43%	(29)	44%	(30)	68
Bisexual	9%	(8)	21%	(19)	70%	(62)	88
Yes	8%	(5)	21%	(15)	71%	(50)	70
No	9%	(188)	23%	(495)	68%	(1457)	2140

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

Table MCFE31_28: *In general, what kind of fan, if at all, do you consider yourself to be of the following?*
A Quiet Place

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	14%	(307)	25%	(543)	62%	(1360)	2210
Gender: Male	13%	(142)	25%	(265)	62%	(661)	1068
Gender: Female	14%	(165)	24%	(278)	61%	(699)	1142
Age: 18-34	20%	(130)	31%	(196)	49%	(316)	642
Age: 35-44	15%	(55)	31%	(114)	54%	(196)	365
Age: 45-64	13%	(90)	23%	(166)	64%	(457)	714
Age: 65+	6%	(32)	14%	(66)	80%	(391)	489
GenZers: 1997-2012	19%	(48)	31%	(80)	50%	(128)	256
Millennials: 1981-1996	18%	(121)	31%	(201)	51%	(331)	653
GenXers: 1965-1980	16%	(88)	26%	(144)	58%	(323)	555
Baby Boomers: 1946-1964	6%	(43)	17%	(113)	77%	(517)	673
PID: Dem (no lean)	18%	(151)	29%	(247)	54%	(462)	860
PID: Ind (no lean)	10%	(69)	22%	(150)	68%	(455)	674
PID: Rep (no lean)	13%	(87)	22%	(146)	66%	(443)	676
PID/Gender: Dem Men	17%	(69)	31%	(123)	51%	(203)	394
PID/Gender: Dem Women	18%	(82)	27%	(124)	56%	(259)	465
PID/Gender: Ind Men	9%	(30)	22%	(74)	70%	(240)	345
PID/Gender: Ind Women	12%	(39)	23%	(76)	65%	(215)	329
PID/Gender: Rep Men	13%	(42)	21%	(68)	66%	(218)	328
PID/Gender: Rep Women	13%	(44)	22%	(78)	65%	(225)	348
Ideo: Liberal (1-3)	16%	(108)	30%	(198)	53%	(350)	656
Ideo: Moderate (4)	14%	(107)	23%	(176)	62%	(467)	751
Ideo: Conservative (5-7)	11%	(71)	21%	(142)	68%	(453)	666
Educ: < College	15%	(219)	25%	(355)	60%	(863)	1437
Educ: Bachelors degree	11%	(55)	26%	(128)	63%	(308)	491
Educ: Post-grad	12%	(33)	21%	(59)	67%	(190)	282
Income: Under 50k	14%	(179)	26%	(324)	60%	(768)	1271
Income: 50k-100k	14%	(90)	22%	(147)	64%	(418)	656
Income: 100k+	13%	(37)	25%	(71)	62%	(174)	283
Ethnicity: White	12%	(207)	23%	(387)	65%	(1116)	1711
Ethnicity: Hispanic	20%	(74)	32%	(121)	48%	(179)	374
Ethnicity: Black	24%	(69)	31%	(87)	45%	(126)	282

Table MCFE31_28: *In general, what kind of fan, if at all, do you consider yourself to be of the following?*

A Quiet Place

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	14%	(307)	25%	(543)	62%	(1360)	2210
Ethnicity: Other	14%	(30)	32%	(69)	54%	(118)	217
All Christian	14%	(144)	21%	(217)	65%	(668)	1029
All Non-Christian	13%	(17)	20%	(26)	67%	(86)	129
Atheist	12%	(12)	30%	(29)	59%	(58)	99
Agnostic/Nothing in particular	14%	(81)	28%	(167)	58%	(340)	587
Something Else	15%	(54)	28%	(104)	57%	(208)	365
Religious Non-Protestant/Catholic	14%	(21)	22%	(35)	64%	(98)	154
Evangelical	15%	(85)	25%	(138)	60%	(335)	558
Non-Evangelical	13%	(106)	22%	(173)	65%	(513)	792
Community: Urban	18%	(115)	28%	(181)	54%	(341)	638
Community: Suburban	13%	(136)	23%	(230)	64%	(648)	1014
Community: Rural	10%	(56)	23%	(131)	66%	(371)	558
Employ: Private Sector	17%	(108)	29%	(192)	54%	(354)	654
Employ: Government	17%	(24)	29%	(40)	53%	(72)	136
Employ: Self-Employed	15%	(26)	30%	(50)	54%	(91)	166
Employ: Homemaker	16%	(30)	23%	(44)	61%	(117)	190
Employ: Student	19%	(12)	32%	(20)	49%	(30)	62
Employ: Retired	6%	(36)	17%	(96)	76%	(431)	563
Employ: Unemployed	15%	(45)	24%	(71)	61%	(185)	301
Employ: Other	19%	(26)	22%	(30)	59%	(81)	137
Military HH: Yes	10%	(29)	25%	(70)	65%	(184)	283
Military HH: No	14%	(278)	25%	(473)	61%	(1176)	1927
RD/WT: Right Direction	21%	(139)	27%	(178)	52%	(349)	666
RD/WT: Wrong Track	11%	(168)	24%	(365)	65%	(1011)	1544
Biden Job Approve	17%	(163)	28%	(273)	55%	(534)	970
Biden Job Disapprove	11%	(126)	22%	(254)	67%	(764)	1144
Biden Job Strongly Approve	21%	(89)	28%	(122)	51%	(221)	433
Biden Job Somewhat Approve	14%	(74)	28%	(151)	58%	(313)	537
Biden Job Somewhat Disapprove	14%	(48)	23%	(78)	63%	(212)	339
Biden Job Strongly Disapprove	10%	(78)	22%	(176)	68%	(551)	805

Continued on next page

Table MCFE31_28: *In general, what kind of fan, if at all, do you consider yourself to be of the following?*
A Quiet Place

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	14%	(307)	25%	(543)	62%	(1360)	2210
Favorable of Biden	17%	(166)	28%	(269)	55%	(534)	969
Unfavorable of Biden	11%	(130)	22%	(251)	66%	(753)	1134
Very Favorable of Biden	21%	(102)	26%	(125)	53%	(255)	482
Somewhat Favorable of Biden	13%	(64)	30%	(144)	57%	(279)	487
Somewhat Unfavorable of Biden	13%	(39)	25%	(74)	62%	(186)	299
Very Unfavorable of Biden	11%	(91)	21%	(176)	68%	(568)	835
#1 Issue: Economy	13%	(121)	26%	(241)	60%	(551)	913
#1 Issue: Security	12%	(30)	23%	(56)	65%	(157)	243
#1 Issue: Health Care	18%	(30)	21%	(36)	61%	(104)	170
#1 Issue: Medicare / Social Security	13%	(35)	17%	(44)	70%	(187)	266
#1 Issue: Women's Issues	16%	(49)	29%	(90)	55%	(172)	311
#1 Issue: Education	22%	(13)	35%	(21)	43%	(25)	59
#1 Issue: Energy	15%	(21)	22%	(29)	63%	(84)	134
#1 Issue: Other	7%	(8)	23%	(26)	71%	(81)	115
2020 Vote: Joe Biden	17%	(156)	27%	(253)	57%	(535)	945
2020 Vote: Donald Trump	11%	(79)	22%	(164)	67%	(497)	740
2020 Vote: Other	7%	(4)	20%	(14)	73%	(49)	67
2020 Vote: Didn't Vote	15%	(67)	25%	(113)	61%	(279)	459
2018 House Vote: Democrat	17%	(132)	27%	(200)	56%	(423)	755
2018 House Vote: Republican	10%	(56)	20%	(120)	70%	(413)	589
2018 House Vote: Someone else	8%	(4)	13%	(6)	79%	(39)	50
2016 Vote: Hillary Clinton	17%	(116)	25%	(174)	58%	(404)	695
2016 Vote: Donald Trump	10%	(64)	20%	(134)	70%	(458)	656
2016 Vote: Other	7%	(6)	26%	(23)	67%	(57)	86
2016 Vote: Didn't Vote	16%	(120)	27%	(209)	57%	(436)	765
Voted in 2014: Yes	14%	(171)	22%	(264)	65%	(791)	1227
Voted in 2014: No	14%	(136)	28%	(279)	58%	(569)	983
4-Region: Northeast	12%	(44)	24%	(90)	65%	(248)	383
4-Region: Midwest	12%	(57)	24%	(108)	64%	(291)	456
4-Region: South	15%	(129)	25%	(210)	60%	(505)	844
4-Region: West	15%	(77)	25%	(134)	60%	(315)	527

Table MCFE31_28: *In general, what kind of fan, if at all, do you consider yourself to be of the following?*

A Quiet Place

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	14%	(307)	25%	(543)	62%	(1360)	2210
TikTok Users	22%	(173)	31%	(243)	47%	(376)	793
Twitch Users	25%	(55)	34%	(73)	41%	(88)	216
2022 Sports Viewers/Attendees	15%	(225)	26%	(381)	59%	(869)	1475
Monthly Moviegoers	27%	(87)	39%	(125)	34%	(109)	320
Few Times per Year + Moviegoers	20%	(186)	33%	(299)	47%	(434)	920
Heard Smile Campaign	29%	(160)	37%	(202)	34%	(188)	551
Heard Minion Campaign	28%	(150)	35%	(187)	38%	(203)	540
Listens to Podcasts	19%	(216)	32%	(367)	48%	(548)	1132
Streaming Services User	16%	(287)	28%	(494)	56%	(991)	1773
Netflix User	17%	(251)	30%	(441)	53%	(782)	1474
Disney+ User	19%	(190)	32%	(313)	49%	(482)	984
Heterosexual or straight	14%	(269)	24%	(464)	63%	(1237)	1971
Gay	18%	(12)	33%	(22)	50%	(34)	68
Bisexual	16%	(14)	32%	(28)	53%	(46)	88
Yes	11%	(8)	28%	(20)	60%	(42)	70
No	14%	(299)	24%	(523)	62%	(1318)	2140

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

Table MCFE31_29: *In general, what kind of fan, if at all, do you consider yourself to be of the following?*
Frozen

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	17%	(367)	35%	(783)	48%	(1060)	2210
Gender: Male	12%	(124)	32%	(339)	57%	(605)	1068
Gender: Female	21%	(242)	39%	(445)	40%	(455)	1142
Age: 18-34	19%	(124)	36%	(233)	44%	(285)	642
Age: 35-44	18%	(67)	38%	(139)	43%	(159)	365
Age: 45-64	20%	(139)	35%	(250)	46%	(325)	714
Age: 65+	7%	(36)	33%	(161)	60%	(292)	489
GenZers: 1997-2012	19%	(48)	33%	(85)	48%	(123)	256
Millennials: 1981-1996	20%	(128)	37%	(243)	43%	(282)	653
GenXers: 1965-1980	20%	(113)	36%	(203)	43%	(239)	555
Baby Boomers: 1946-1964	11%	(74)	36%	(240)	53%	(359)	673
PID: Dem (no lean)	20%	(176)	38%	(327)	42%	(357)	860
PID: Ind (no lean)	11%	(76)	33%	(222)	56%	(376)	674
PID: Rep (no lean)	17%	(115)	35%	(234)	48%	(327)	676
PID/Gender: Dem Men	16%	(65)	36%	(140)	48%	(189)	394
PID/Gender: Dem Women	24%	(111)	40%	(187)	36%	(168)	465
PID/Gender: Ind Men	7%	(25)	25%	(85)	68%	(236)	345
PID/Gender: Ind Women	16%	(52)	42%	(137)	43%	(141)	329
PID/Gender: Rep Men	10%	(34)	35%	(113)	55%	(180)	328
PID/Gender: Rep Women	23%	(80)	35%	(121)	42%	(147)	348
Ideo: Liberal (1-3)	19%	(128)	34%	(222)	47%	(307)	656
Ideo: Moderate (4)	14%	(105)	39%	(295)	47%	(350)	751
Ideo: Conservative (5-7)	16%	(109)	33%	(221)	51%	(337)	666
Educ: < College	18%	(260)	34%	(487)	48%	(689)	1437
Educ: Bachelors degree	14%	(70)	37%	(183)	48%	(238)	491
Educ: Post-grad	13%	(36)	40%	(113)	47%	(133)	282
Income: Under 50k	17%	(212)	36%	(457)	47%	(602)	1271
Income: 50k-100k	16%	(103)	37%	(242)	47%	(311)	656
Income: 100k+	18%	(52)	30%	(84)	52%	(147)	283
Ethnicity: White	15%	(261)	36%	(619)	49%	(832)	1711
Ethnicity: Hispanic	20%	(74)	37%	(138)	43%	(161)	374
Ethnicity: Black	25%	(71)	34%	(96)	41%	(116)	282

Table MCFE31_29: *In general, what kind of fan, if at all, do you consider yourself to be of the following?*

Frozen

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	17%	(367)	35%	(783)	48%	(1060)	2210
Ethnicity: Other	16%	(35)	32%	(69)	52%	(113)	217
All Christian	17%	(177)	37%	(383)	46%	(470)	1029
All Non-Christian	15%	(20)	29%	(38)	55%	(71)	129
Atheist	6%	(6)	27%	(27)	67%	(67)	99
Agnostic/Nothing in particular	14%	(80)	36%	(210)	51%	(297)	587
Something Else	23%	(84)	34%	(126)	42%	(155)	365
Religious Non-Protestant/Catholic	16%	(24)	32%	(50)	52%	(80)	154
Evangelical	21%	(117)	39%	(216)	40%	(226)	558
Non-Evangelical	17%	(135)	35%	(277)	48%	(380)	792
Community: Urban	18%	(114)	34%	(217)	48%	(306)	638
Community: Suburban	15%	(153)	35%	(357)	50%	(505)	1014
Community: Rural	18%	(99)	38%	(210)	45%	(249)	558
Employ: Private Sector	21%	(139)	36%	(235)	43%	(280)	654
Employ: Government	17%	(23)	37%	(51)	46%	(63)	136
Employ: Self-Employed	18%	(30)	33%	(55)	49%	(81)	166
Employ: Homemaker	25%	(47)	42%	(80)	33%	(63)	190
Employ: Student	18%	(11)	30%	(19)	52%	(32)	62
Employ: Retired	10%	(55)	34%	(190)	57%	(318)	563
Employ: Unemployed	12%	(36)	35%	(105)	53%	(160)	301
Employ: Other	19%	(25)	35%	(49)	46%	(63)	137
Military HH: Yes	11%	(31)	38%	(109)	51%	(144)	283
Military HH: No	17%	(336)	35%	(675)	48%	(917)	1927
RD/WT: Right Direction	23%	(154)	36%	(242)	40%	(270)	666
RD/WT: Wrong Track	14%	(212)	35%	(541)	51%	(791)	1544
Biden Job Approve	20%	(196)	38%	(364)	42%	(410)	970
Biden Job Disapprove	14%	(159)	33%	(381)	53%	(604)	1144
Biden Job Strongly Approve	25%	(110)	37%	(158)	38%	(165)	433
Biden Job Somewhat Approve	16%	(86)	38%	(206)	46%	(245)	537
Biden Job Somewhat Disapprove	17%	(59)	34%	(115)	49%	(165)	339
Biden Job Strongly Disapprove	12%	(100)	33%	(266)	55%	(440)	805

Continued on next page

Table MCFE31_29: *In general, what kind of fan, if at all, do you consider yourself to be of the following?*

Frozen

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	17%	(367)	35%	(783)	48%	(1060)	2210
Favorable of Biden	20%	(194)	36%	(349)	44%	(427)	969
Unfavorable of Biden	14%	(158)	35%	(395)	51%	(582)	1134
Very Favorable of Biden	25%	(118)	35%	(166)	41%	(197)	482
Somewhat Favorable of Biden	15%	(75)	37%	(182)	47%	(229)	487
Somewhat Unfavorable of Biden	17%	(49)	37%	(112)	46%	(137)	299
Very Unfavorable of Biden	13%	(108)	34%	(283)	53%	(444)	835
#1 Issue: Economy	14%	(127)	36%	(332)	50%	(454)	913
#1 Issue: Security	17%	(42)	30%	(74)	52%	(127)	243
#1 Issue: Health Care	23%	(40)	31%	(53)	45%	(77)	170
#1 Issue: Medicare / Social Security	11%	(29)	35%	(93)	54%	(144)	266
#1 Issue: Women's Issues	24%	(74)	38%	(119)	38%	(118)	311
#1 Issue: Education	33%	(20)	35%	(20)	32%	(19)	59
#1 Issue: Energy	19%	(25)	43%	(57)	39%	(52)	134
#1 Issue: Other	9%	(10)	30%	(35)	61%	(70)	115
2020 Vote: Joe Biden	20%	(186)	36%	(345)	44%	(414)	945
2020 Vote: Donald Trump	14%	(106)	35%	(260)	51%	(374)	740
2020 Vote: Other	9%	(6)	37%	(25)	54%	(36)	67
2020 Vote: Didn't Vote	15%	(68)	34%	(154)	52%	(237)	459
2018 House Vote: Democrat	21%	(158)	37%	(282)	42%	(316)	755
2018 House Vote: Republican	13%	(79)	35%	(204)	52%	(307)	589
2018 House Vote: Someone else	20%	(10)	34%	(17)	46%	(23)	50
2016 Vote: Hillary Clinton	20%	(138)	37%	(260)	43%	(297)	695
2016 Vote: Donald Trump	14%	(94)	36%	(234)	50%	(329)	656
2016 Vote: Other	10%	(9)	31%	(26)	59%	(50)	86
2016 Vote: Didn't Vote	16%	(121)	34%	(262)	50%	(382)	765
Voted in 2014: Yes	17%	(212)	36%	(437)	47%	(577)	1227
Voted in 2014: No	16%	(154)	35%	(346)	49%	(483)	983
4-Region: Northeast	17%	(66)	29%	(112)	54%	(205)	383
4-Region: Midwest	17%	(76)	36%	(166)	47%	(214)	456
4-Region: South	18%	(152)	36%	(306)	46%	(386)	844
4-Region: West	14%	(72)	38%	(199)	49%	(256)	527

Table MCFE31_29: *In general, what kind of fan, if at all, do you consider yourself to be of the following?*

Frozen

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	17%	(367)	35%	(783)	48%	(1060)	2210
TikTok Users	24%	(194)	40%	(316)	36%	(283)	793
Twitch Users	24%	(51)	37%	(79)	40%	(86)	216
2022 Sports Viewers/Attendees	17%	(255)	37%	(552)	45%	(669)	1475
Monthly Moviegoers	30%	(97)	40%	(127)	30%	(97)	320
Few Times per Year + Moviegoers	23%	(212)	39%	(363)	37%	(345)	920
Heard Smile Campaign	27%	(151)	38%	(210)	34%	(190)	551
Heard Minion Campaign	32%	(171)	36%	(194)	32%	(175)	540
Listens to Podcasts	20%	(227)	39%	(443)	41%	(462)	1132
Streaming Services User	19%	(338)	37%	(662)	44%	(773)	1773
Netflix User	20%	(289)	38%	(566)	42%	(618)	1474
Disney+ User	26%	(252)	43%	(419)	32%	(313)	984
Heterosexual or straight	17%	(329)	35%	(689)	48%	(952)	1971
Gay	14%	(9)	43%	(29)	44%	(30)	68
Bisexual	18%	(16)	37%	(33)	45%	(40)	88
Yes	16%	(12)	26%	(18)	58%	(41)	70
No	17%	(355)	36%	(765)	48%	(1020)	2140

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

Table MCFE31_30: *In general, what kind of fan, if at all, do you consider yourself to be of the following?*
It

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	19%	(417)	25%	(562)	56%	(1231)	2210
Gender: Male	19%	(206)	28%	(300)	53%	(562)	1068
Gender: Female	18%	(211)	23%	(262)	59%	(670)	1142
Age: 18-34	28%	(180)	34%	(215)	38%	(246)	642
Age: 35-44	22%	(81)	31%	(113)	47%	(172)	365
Age: 45-64	19%	(133)	24%	(170)	58%	(411)	714
Age: 65+	4%	(22)	13%	(64)	82%	(403)	489
GenZers: 1997-2012	27%	(68)	40%	(103)	33%	(85)	256
Millennials: 1981-1996	26%	(172)	29%	(190)	44%	(290)	653
GenXers: 1965-1980	22%	(121)	30%	(164)	49%	(270)	555
Baby Boomers: 1946-1964	8%	(55)	14%	(97)	77%	(521)	673
PID: Dem (no lean)	22%	(185)	29%	(247)	50%	(428)	860
PID: Ind (no lean)	16%	(110)	25%	(172)	58%	(393)	674
PID: Rep (no lean)	18%	(122)	21%	(144)	61%	(410)	676
PID/Gender: Dem Men	22%	(85)	35%	(139)	43%	(170)	394
PID/Gender: Dem Women	21%	(99)	23%	(107)	56%	(258)	465
PID/Gender: Ind Men	16%	(55)	26%	(89)	58%	(201)	345
PID/Gender: Ind Women	17%	(55)	25%	(83)	58%	(192)	329
PID/Gender: Rep Men	20%	(65)	22%	(72)	58%	(191)	328
PID/Gender: Rep Women	16%	(57)	21%	(72)	63%	(220)	348
Ideo: Liberal (1-3)	22%	(147)	26%	(173)	51%	(336)	656
Ideo: Moderate (4)	19%	(141)	29%	(218)	52%	(391)	751
Ideo: Conservative (5-7)	16%	(105)	19%	(127)	65%	(434)	666
Educ: < College	22%	(311)	27%	(392)	51%	(734)	1437
Educ: Bachelors degree	15%	(72)	22%	(109)	63%	(309)	491
Educ: Post-grad	12%	(33)	22%	(61)	67%	(188)	282
Income: Under 50k	21%	(267)	27%	(337)	52%	(667)	1271
Income: 50k-100k	17%	(110)	25%	(161)	59%	(385)	656
Income: 100k+	14%	(40)	23%	(64)	63%	(179)	283
Ethnicity: White	17%	(291)	23%	(397)	60%	(1022)	1711
Ethnicity: Hispanic	30%	(111)	31%	(117)	39%	(146)	374
Ethnicity: Black	28%	(78)	37%	(105)	35%	(99)	282

Table MCFE31_30: *In general, what kind of fan, if at all, do you consider yourself to be of the following?*
It

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	19%	(417)	25%	(562)	56%	(1231)	2210
Ethnicity: Other	22%	(47)	28%	(60)	51%	(110)	217
All Christian	18%	(181)	21%	(219)	61%	(628)	1029
All Non-Christian	16%	(20)	21%	(27)	63%	(81)	129
Atheist	15%	(15)	33%	(33)	52%	(52)	99
Agnostic/Nothing in particular	21%	(123)	32%	(185)	47%	(279)	587
Something Else	21%	(77)	27%	(97)	52%	(192)	365
Religious Non-Protestant/Catholic	16%	(25)	21%	(33)	62%	(96)	154
Evangelical	22%	(126)	19%	(104)	59%	(329)	558
Non-Evangelical	16%	(125)	26%	(205)	58%	(462)	792
Community: Urban	27%	(175)	26%	(167)	46%	(296)	638
Community: Suburban	15%	(153)	25%	(250)	60%	(611)	1014
Community: Rural	16%	(89)	26%	(145)	58%	(324)	558
Employ: Private Sector	22%	(143)	32%	(206)	47%	(305)	654
Employ: Government	24%	(33)	20%	(27)	56%	(76)	136
Employ: Self-Employed	27%	(45)	29%	(48)	44%	(73)	166
Employ: Homemaker	23%	(44)	22%	(42)	55%	(104)	190
Employ: Student	19%	(12)	42%	(26)	39%	(24)	62
Employ: Retired	7%	(40)	14%	(80)	79%	(443)	563
Employ: Unemployed	23%	(68)	29%	(88)	48%	(144)	301
Employ: Other	23%	(31)	33%	(45)	45%	(61)	137
Military HH: Yes	18%	(51)	17%	(49)	65%	(183)	283
Military HH: No	19%	(366)	27%	(513)	54%	(1048)	1927
RD/WT: Right Direction	25%	(165)	27%	(178)	49%	(324)	666
RD/WT: Wrong Track	16%	(252)	25%	(384)	59%	(907)	1544
Biden Job Approve	21%	(203)	28%	(269)	51%	(498)	970
Biden Job Disapprove	17%	(196)	24%	(270)	59%	(679)	1144
Biden Job Strongly Approve	25%	(107)	27%	(118)	48%	(208)	433
Biden Job Somewhat Approve	18%	(96)	28%	(151)	54%	(291)	537
Biden Job Somewhat Disapprove	18%	(61)	24%	(82)	58%	(196)	339
Biden Job Strongly Disapprove	17%	(135)	23%	(187)	60%	(483)	805

Continued on next page

Table MCFE31_30: *In general, what kind of fan, if at all, do you consider yourself to be of the following?*
It

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	19%	(417)	25%	(562)	56%	(1231)	2210
Favorable of Biden	21%	(199)	27%	(262)	52%	(508)	969
Unfavorable of Biden	17%	(198)	23%	(266)	59%	(670)	1134
Very Favorable of Biden	24%	(114)	28%	(133)	49%	(235)	482
Somewhat Favorable of Biden	17%	(85)	26%	(129)	56%	(273)	487
Somewhat Unfavorable of Biden	17%	(51)	27%	(80)	56%	(168)	299
Very Unfavorable of Biden	18%	(147)	22%	(186)	60%	(502)	835
#1 Issue: Economy	20%	(184)	26%	(239)	54%	(490)	913
#1 Issue: Security	18%	(43)	22%	(52)	61%	(147)	243
#1 Issue: Health Care	23%	(40)	27%	(45)	50%	(85)	170
#1 Issue: Medicare / Social Security	15%	(40)	20%	(52)	65%	(174)	266
#1 Issue: Women's Issues	18%	(56)	29%	(90)	53%	(165)	311
#1 Issue: Education	33%	(19)	27%	(16)	40%	(24)	59
#1 Issue: Energy	17%	(23)	28%	(38)	55%	(73)	134
#1 Issue: Other	11%	(12)	26%	(30)	63%	(73)	115
2020 Vote: Joe Biden	20%	(186)	27%	(251)	54%	(508)	945
2020 Vote: Donald Trump	17%	(124)	20%	(149)	63%	(467)	740
2020 Vote: Other	14%	(9)	30%	(20)	56%	(37)	67
2020 Vote: Didn't Vote	21%	(97)	31%	(142)	48%	(219)	459
2018 House Vote: Democrat	21%	(162)	25%	(188)	54%	(405)	755
2018 House Vote: Republican	15%	(88)	18%	(106)	67%	(395)	589
2018 House Vote: Someone else	11%	(5)	30%	(15)	59%	(29)	50
2016 Vote: Hillary Clinton	20%	(138)	24%	(165)	56%	(391)	695
2016 Vote: Donald Trump	15%	(98)	20%	(128)	66%	(430)	656
2016 Vote: Other	6%	(5)	26%	(22)	68%	(58)	86
2016 Vote: Didn't Vote	23%	(172)	32%	(245)	46%	(348)	765
Voted in 2014: Yes	17%	(210)	21%	(262)	61%	(754)	1227
Voted in 2014: No	21%	(207)	30%	(300)	49%	(477)	983
4-Region: Northeast	19%	(71)	26%	(100)	55%	(212)	383
4-Region: Midwest	16%	(74)	28%	(129)	56%	(253)	456
4-Region: South	21%	(176)	24%	(207)	55%	(462)	844
4-Region: West	18%	(96)	24%	(127)	58%	(304)	527

Table MCFE31_30: *In general, what kind of fan, if at all, do you consider yourself to be of the following?*
It

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	19%	(417)	25%	(562)	56%	(1231)	2210
TikTok Users	29%	(229)	30%	(241)	41%	(323)	793
Twitch Users	33%	(71)	36%	(78)	31%	(66)	216
2022 Sports Viewers/Attendees	20%	(295)	27%	(396)	53%	(783)	1475
Monthly Moviegoers	31%	(99)	34%	(107)	36%	(114)	320
Few Times per Year + Moviegoers	25%	(235)	30%	(271)	45%	(414)	920
Heard Smile Campaign	40%	(220)	32%	(176)	28%	(154)	551
Heard Minion Campaign	36%	(196)	33%	(178)	31%	(166)	540
Listens to Podcasts	25%	(285)	31%	(354)	44%	(492)	1132
Streaming Services User	22%	(393)	28%	(496)	50%	(884)	1773
Netflix User	24%	(353)	29%	(424)	47%	(697)	1474
Disney+ User	26%	(260)	29%	(287)	44%	(437)	984
Heterosexual or straight	18%	(359)	25%	(489)	57%	(1123)	1971
Gay	13%	(9)	37%	(25)	50%	(34)	68
Bisexual	30%	(26)	31%	(27)	40%	(35)	88
Yes	25%	(18)	27%	(19)	48%	(34)	70
No	19%	(399)	25%	(543)	56%	(1198)	2140

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

Table MCFE31_31: *In general, what kind of fan, if at all, do you consider yourself to be of the following?*
John Wick

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	25%	(547)	27%	(596)	48%	(1067)	2210
Gender: Male	31%	(335)	30%	(322)	38%	(411)	1068
Gender: Female	19%	(212)	24%	(274)	57%	(657)	1142
Age: 18-34	31%	(198)	30%	(193)	39%	(251)	642
Age: 35-44	27%	(100)	28%	(103)	45%	(163)	365
Age: 45-64	24%	(173)	28%	(198)	48%	(343)	714
Age: 65+	15%	(75)	21%	(103)	64%	(311)	489
GenZers: 1997-2012	27%	(70)	31%	(79)	42%	(108)	256
Millennials: 1981-1996	30%	(194)	29%	(190)	41%	(269)	653
GenXers: 1965-1980	28%	(158)	29%	(159)	43%	(239)	555
Baby Boomers: 1946-1964	17%	(118)	23%	(153)	60%	(402)	673
PID: Dem (no lean)	27%	(234)	27%	(232)	46%	(394)	860
PID: Ind (no lean)	23%	(154)	27%	(185)	50%	(336)	674
PID: Rep (no lean)	23%	(158)	27%	(179)	50%	(338)	676
PID/Gender: Dem Men	34%	(133)	33%	(129)	34%	(133)	394
PID/Gender: Dem Women	22%	(101)	22%	(103)	56%	(261)	465
PID/Gender: Ind Men	31%	(108)	29%	(100)	40%	(138)	345
PID/Gender: Ind Women	14%	(46)	26%	(85)	60%	(198)	329
PID/Gender: Rep Men	29%	(94)	29%	(94)	43%	(140)	328
PID/Gender: Rep Women	18%	(64)	25%	(86)	57%	(198)	348
Ideo: Liberal (1-3)	25%	(162)	29%	(191)	46%	(303)	656
Ideo: Moderate (4)	26%	(195)	29%	(219)	45%	(337)	751
Ideo: Conservative (5-7)	24%	(160)	23%	(154)	53%	(352)	666
Educ: < College	26%	(378)	27%	(388)	47%	(671)	1437
Educ: Bachelors degree	21%	(104)	29%	(140)	50%	(246)	491
Educ: Post-grad	23%	(64)	24%	(68)	53%	(150)	282
Income: Under 50k	24%	(308)	28%	(350)	48%	(613)	1271
Income: 50k-100k	25%	(165)	25%	(163)	50%	(327)	656
Income: 100k+	26%	(73)	29%	(82)	45%	(127)	283
Ethnicity: White	22%	(370)	27%	(455)	52%	(886)	1711
Ethnicity: Hispanic	33%	(123)	31%	(117)	36%	(134)	374
Ethnicity: Black	44%	(124)	24%	(69)	32%	(90)	282

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Table MCFE31_31: *In general, what kind of fan, if at all, do you consider yourself to be of the following?*
John Wick

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	25%	(547)	27%	(596)	48%	(1067)	2210
Ethnicity: Other	25%	(53)	33%	(72)	42%	(92)	217
All Christian	23%	(239)	26%	(265)	51%	(525)	1029
All Non-Christian	22%	(29)	23%	(30)	55%	(71)	129
Atheist	19%	(19)	33%	(33)	48%	(48)	99
Agnostic/Nothing in particular	27%	(158)	28%	(163)	45%	(266)	587
Something Else	28%	(103)	29%	(105)	43%	(157)	365
Religious Non-Protestant/Catholic	21%	(32)	26%	(40)	53%	(81)	154
Evangelical	24%	(132)	26%	(143)	51%	(282)	558
Non-Evangelical	25%	(201)	27%	(214)	48%	(377)	792
Community: Urban	28%	(179)	28%	(177)	44%	(281)	638
Community: Suburban	25%	(252)	27%	(275)	48%	(488)	1014
Community: Rural	21%	(116)	26%	(144)	53%	(298)	558
Employ: Private Sector	30%	(198)	29%	(189)	41%	(268)	654
Employ: Government	25%	(34)	34%	(46)	41%	(56)	136
Employ: Self-Employed	31%	(52)	31%	(52)	38%	(62)	166
Employ: Homemaker	17%	(33)	24%	(45)	59%	(113)	190
Employ: Student	30%	(19)	25%	(16)	45%	(28)	62
Employ: Retired	17%	(95)	23%	(127)	61%	(341)	563
Employ: Unemployed	23%	(69)	28%	(83)	50%	(149)	301
Employ: Other	35%	(48)	28%	(39)	36%	(50)	137
Military HH: Yes	29%	(81)	30%	(85)	41%	(117)	283
Military HH: No	24%	(465)	27%	(511)	49%	(950)	1927
RD/WT: Right Direction	28%	(189)	29%	(195)	42%	(282)	666
RD/WT: Wrong Track	23%	(358)	26%	(401)	51%	(785)	1544
Biden Job Approve	26%	(249)	28%	(272)	46%	(449)	970
Biden Job Disapprove	24%	(278)	26%	(299)	50%	(567)	1144
Biden Job Strongly Approve	29%	(126)	26%	(113)	45%	(194)	433
Biden Job Somewhat Approve	23%	(123)	30%	(160)	47%	(255)	537
Biden Job Somewhat Disapprove	23%	(78)	32%	(109)	45%	(151)	339
Biden Job Strongly Disapprove	25%	(200)	24%	(190)	52%	(416)	805

Table MCFE31_31: *In general, what kind of fan, if at all, do you consider yourself to be of the following?*
John Wick

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	25%	(547)	27%	(596)	48%	(1067)	2210
Favorable of Biden	25%	(243)	28%	(270)	47%	(456)	969
Unfavorable of Biden	25%	(284)	26%	(299)	49%	(551)	1134
Very Favorable of Biden	29%	(140)	26%	(125)	45%	(217)	482
Somewhat Favorable of Biden	21%	(103)	30%	(146)	49%	(239)	487
Somewhat Unfavorable of Biden	26%	(78)	30%	(90)	44%	(130)	299
Very Unfavorable of Biden	25%	(206)	25%	(208)	50%	(421)	835
#1 Issue: Economy	27%	(244)	28%	(256)	45%	(413)	913
#1 Issue: Security	21%	(51)	29%	(71)	50%	(121)	243
#1 Issue: Health Care	27%	(45)	30%	(51)	44%	(74)	170
#1 Issue: Medicare / Social Security	22%	(59)	20%	(53)	58%	(154)	266
#1 Issue: Women's Issues	23%	(73)	25%	(78)	51%	(160)	311
#1 Issue: Education	34%	(20)	30%	(18)	36%	(21)	59
#1 Issue: Energy	26%	(35)	28%	(38)	45%	(61)	134
#1 Issue: Other	17%	(20)	29%	(33)	54%	(62)	115
2020 Vote: Joe Biden	26%	(245)	26%	(250)	48%	(449)	945
2020 Vote: Donald Trump	23%	(167)	28%	(204)	50%	(368)	740
2020 Vote: Other	27%	(18)	29%	(20)	44%	(29)	67
2020 Vote: Didn't Vote	25%	(116)	27%	(122)	48%	(221)	459
2018 House Vote: Democrat	27%	(205)	28%	(212)	45%	(337)	755
2018 House Vote: Republican	22%	(129)	25%	(150)	53%	(310)	589
2018 House Vote: Someone else	36%	(18)	25%	(12)	39%	(19)	50
2016 Vote: Hillary Clinton	26%	(183)	26%	(181)	48%	(331)	695
2016 Vote: Donald Trump	23%	(149)	26%	(173)	51%	(334)	656
2016 Vote: Other	27%	(23)	34%	(29)	39%	(34)	86
2016 Vote: Didn't Vote	25%	(191)	27%	(210)	48%	(364)	765
Voted in 2014: Yes	26%	(316)	26%	(313)	49%	(597)	1227
Voted in 2014: No	23%	(230)	29%	(283)	48%	(470)	983
4-Region: Northeast	24%	(90)	23%	(88)	54%	(205)	383
4-Region: Midwest	22%	(103)	26%	(119)	52%	(235)	456
4-Region: South	26%	(223)	28%	(239)	45%	(383)	844
4-Region: West	25%	(132)	29%	(151)	46%	(244)	527

Table MCFE31_31: *In general, what kind of fan, if at all, do you consider yourself to be of the following?*
John Wick

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	25%	(547)	27%	(596)	48%	(1067)	2210
TikTok Users	31%	(242)	30%	(240)	39%	(310)	793
Twitch Users	39%	(83)	38%	(82)	24%	(51)	216
2022 Sports Viewers/Attendees	28%	(414)	30%	(435)	42%	(626)	1475
Monthly Moviegoers	41%	(130)	35%	(114)	24%	(77)	320
Few Times per Year + Moviegoers	33%	(301)	33%	(300)	35%	(319)	920
Heard Smile Campaign	40%	(218)	30%	(168)	30%	(165)	551
Heard Minion Campaign	38%	(208)	31%	(169)	30%	(163)	540
Listens to Podcasts	31%	(350)	30%	(341)	39%	(441)	1132
Streaming Services User	29%	(510)	29%	(519)	42%	(743)	1773
Netflix User	29%	(423)	31%	(455)	40%	(596)	1474
Disney+ User	29%	(286)	32%	(317)	39%	(381)	984
Heterosexual or straight	25%	(499)	26%	(519)	48%	(952)	1971
Gay	18%	(12)	36%	(25)	46%	(31)	68
Bisexual	27%	(24)	34%	(30)	40%	(35)	88
Yes	16%	(11)	33%	(23)	51%	(36)	70
No	25%	(535)	27%	(573)	48%	(1031)	2140

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

Table MCFE32: *How often do you typically go to see a movie at a movie theater, if ever?*

Demographic	Once a week or more often		1-3 times a month		A few times a year		1-2 times a year or less often		Never		Total N
Adults	2%	(38)	13%	(283)	27%	(599)	26%	(573)	32%	(717)	2210
Gender: Male	2%	(22)	17%	(177)	28%	(301)	26%	(272)	28%	(295)	1068
Gender: Female	1%	(16)	9%	(105)	26%	(299)	26%	(301)	37%	(421)	1142
Age: 18-34	3%	(17)	18%	(114)	34%	(217)	26%	(164)	20%	(129)	642
Age: 35-44	3%	(12)	16%	(59)	29%	(105)	27%	(100)	25%	(90)	365
Age: 45-64	1%	(7)	11%	(81)	25%	(175)	23%	(168)	40%	(283)	714
Age: 65+	—	(2)	6%	(28)	21%	(102)	29%	(141)	44%	(215)	489
GenZers: 1997-2012	3%	(7)	18%	(46)	32%	(82)	28%	(71)	20%	(50)	256
Millennials: 1981-1996	3%	(17)	16%	(108)	33%	(215)	26%	(167)	22%	(146)	653
GenXers: 1965-1980	2%	(9)	13%	(75)	26%	(144)	23%	(127)	36%	(200)	555
Baby Boomers: 1946-1964	1%	(4)	8%	(51)	22%	(148)	28%	(185)	42%	(284)	673
PID: Dem (no lean)	3%	(23)	16%	(139)	29%	(249)	24%	(206)	28%	(243)	860
PID: Ind (no lean)	1%	(5)	9%	(60)	24%	(165)	29%	(196)	37%	(248)	674
PID: Rep (no lean)	1%	(10)	12%	(83)	27%	(186)	25%	(171)	33%	(226)	676
PID/Gender: Dem Men	3%	(13)	22%	(86)	31%	(123)	24%	(95)	20%	(78)	394
PID/Gender: Dem Women	2%	(10)	12%	(54)	27%	(126)	24%	(111)	36%	(165)	465
PID/Gender: Ind Men	—	(2)	11%	(38)	27%	(94)	28%	(95)	34%	(117)	345
PID/Gender: Ind Women	1%	(3)	7%	(22)	22%	(71)	31%	(101)	40%	(132)	329
PID/Gender: Rep Men	2%	(7)	16%	(54)	26%	(84)	25%	(83)	31%	(101)	328
PID/Gender: Rep Women	1%	(3)	8%	(29)	29%	(102)	26%	(89)	36%	(124)	348
Ideo: Liberal (1-3)	3%	(19)	17%	(112)	28%	(186)	25%	(166)	26%	(173)	656
Ideo: Moderate (4)	1%	(11)	12%	(91)	28%	(209)	25%	(189)	33%	(250)	751
Ideo: Conservative (5-7)	1%	(6)	11%	(74)	27%	(179)	26%	(172)	35%	(235)	666
Educ: < College	1%	(21)	11%	(153)	26%	(369)	26%	(367)	37%	(528)	1437
Educ: Bachelors degree	2%	(7)	19%	(92)	30%	(149)	25%	(121)	25%	(122)	491
Educ: Post-grad	3%	(10)	14%	(38)	29%	(82)	30%	(86)	24%	(67)	282
Income: Under 50k	1%	(15)	10%	(129)	24%	(305)	25%	(319)	40%	(503)	1271
Income: 50k-100k	2%	(13)	17%	(113)	32%	(207)	27%	(180)	22%	(143)	656
Income: 100k+	3%	(10)	14%	(41)	31%	(87)	26%	(74)	25%	(72)	283
Ethnicity: White	1%	(25)	12%	(201)	26%	(450)	26%	(450)	34%	(584)	1711
Ethnicity: Hispanic	2%	(6)	20%	(76)	29%	(107)	23%	(87)	26%	(97)	374
Ethnicity: Black	4%	(11)	18%	(51)	31%	(87)	19%	(54)	28%	(79)	282

Continued on next page

Table MCFE32: *How often do you typically go to see a movie at a movie theater, if ever?*

Demographic	Once a week or more often		1-3 times a month		A few times a year		1-2 times a year or less often		Never		Total N
Adults	2%	(38)	13%	(283)	27%	(599)	26%	(573)	32%	(717)	2210
Ethnicity: Other	1%	(2)	14%	(30)	29%	(63)	32%	(69)	25%	(54)	217
All Christian	2%	(20)	13%	(137)	27%	(282)	26%	(266)	31%	(324)	1029
All Non-Christian	2%	(3)	14%	(18)	30%	(38)	27%	(35)	27%	(35)	129
Atheist	2%	(2)	24%	(23)	25%	(25)	24%	(24)	26%	(26)	99
Agnostic/Nothing in particular	1%	(5)	11%	(63)	26%	(155)	25%	(146)	37%	(218)	587
Something Else	2%	(9)	11%	(41)	27%	(98)	28%	(103)	31%	(114)	365
Religious Non-Protestant/Catholic	2%	(3)	14%	(22)	33%	(51)	25%	(39)	26%	(39)	154
Evangelical	3%	(18)	14%	(77)	27%	(153)	22%	(124)	33%	(187)	558
Non-Evangelical	1%	(10)	12%	(93)	26%	(209)	30%	(239)	30%	(241)	792
Community: Urban	4%	(25)	18%	(114)	27%	(172)	24%	(154)	27%	(172)	638
Community: Suburban	1%	(7)	12%	(125)	30%	(302)	28%	(280)	30%	(301)	1014
Community: Rural	1%	(6)	8%	(44)	22%	(126)	25%	(138)	44%	(244)	558
Employ: Private Sector	2%	(16)	20%	(132)	34%	(221)	24%	(159)	19%	(127)	654
Employ: Government	3%	(5)	28%	(38)	28%	(38)	23%	(32)	17%	(24)	136
Employ: Self-Employed	4%	(7)	18%	(29)	30%	(49)	27%	(45)	22%	(36)	166
Employ: Homemaker	2%	(4)	7%	(13)	23%	(44)	28%	(53)	40%	(76)	190
Employ: Student	1%	(0)	12%	(8)	33%	(20)	25%	(16)	29%	(18)	62
Employ: Retired	—	(2)	7%	(37)	21%	(120)	27%	(155)	44%	(250)	563
Employ: Unemployed	1%	(4)	6%	(17)	23%	(69)	28%	(83)	43%	(128)	301
Employ: Other	—	(1)	7%	(9)	28%	(38)	22%	(30)	43%	(59)	137
Military HH: Yes	1%	(1)	12%	(34)	29%	(83)	29%	(81)	30%	(84)	283
Military HH: No	2%	(36)	13%	(249)	27%	(516)	26%	(492)	33%	(633)	1927
RD/WT: Right Direction	4%	(28)	17%	(116)	29%	(195)	21%	(143)	28%	(184)	666
RD/WT: Wrong Track	1%	(10)	11%	(166)	26%	(405)	28%	(430)	34%	(533)	1544
Biden Job Approve	3%	(27)	15%	(149)	29%	(279)	25%	(241)	28%	(273)	970
Biden Job Disapprove	1%	(11)	11%	(126)	27%	(306)	27%	(306)	35%	(395)	1144
Biden Job Strongly Approve	5%	(22)	17%	(73)	27%	(119)	22%	(95)	29%	(124)	433
Biden Job Somewhat Approve	1%	(6)	14%	(77)	30%	(161)	27%	(146)	28%	(148)	537
Biden Job Somewhat Disapprove	1%	(5)	15%	(49)	33%	(111)	27%	(91)	24%	(83)	339
Biden Job Strongly Disapprove	1%	(6)	10%	(77)	24%	(195)	27%	(215)	39%	(313)	805

Table MCFE32: *How often do you typically go to see a movie at a movie theater, if ever?*

Demographic	Once a week or more often		1-3 times a month		A few times a year		1-2 times a year or less often		Never		Total N
Adults	2%	(38)	13%	(283)	27%	(599)	26%	(573)	32%	(717)	2210
Favorable of Biden	2%	(24)	15%	(141)	28%	(267)	26%	(251)	30%	(287)	969
Unfavorable of Biden	1%	(11)	12%	(135)	27%	(311)	26%	(293)	34%	(384)	1134
Very Favorable of Biden	3%	(15)	15%	(71)	28%	(133)	26%	(123)	29%	(141)	482
Somewhat Favorable of Biden	2%	(9)	14%	(70)	27%	(134)	26%	(128)	30%	(146)	487
Somewhat Unfavorable of Biden	1%	(4)	16%	(47)	30%	(90)	30%	(88)	23%	(70)	299
Very Unfavorable of Biden	1%	(7)	11%	(88)	26%	(221)	24%	(204)	38%	(315)	835
#1 Issue: Economy	2%	(15)	14%	(125)	28%	(260)	28%	(257)	28%	(256)	913
#1 Issue: Security	2%	(4)	12%	(30)	23%	(55)	22%	(54)	41%	(99)	243
#1 Issue: Health Care	2%	(3)	13%	(22)	29%	(50)	23%	(39)	33%	(56)	170
#1 Issue: Medicare / Social Security	1%	(3)	7%	(18)	20%	(54)	24%	(65)	47%	(126)	266
#1 Issue: Women's Issues	1%	(4)	14%	(44)	28%	(88)	28%	(86)	29%	(89)	311
#1 Issue: Education	8%	(5)	21%	(12)	35%	(21)	23%	(14)	13%	(8)	59
#1 Issue: Energy	2%	(3)	17%	(23)	33%	(45)	23%	(31)	24%	(32)	134
#1 Issue: Other	1%	(2)	7%	(8)	24%	(27)	23%	(27)	44%	(51)	115
2020 Vote: Joe Biden	2%	(22)	17%	(159)	30%	(287)	23%	(217)	27%	(259)	945
2020 Vote: Donald Trump	1%	(9)	12%	(87)	29%	(211)	26%	(192)	33%	(241)	740
2020 Vote: Other	—	(0)	10%	(7)	24%	(16)	36%	(24)	31%	(21)	67
2020 Vote: Didn't Vote	1%	(7)	6%	(29)	19%	(86)	31%	(140)	43%	(197)	459
2018 House Vote: Democrat	3%	(22)	18%	(136)	29%	(223)	22%	(168)	27%	(206)	755
2018 House Vote: Republican	1%	(5)	12%	(72)	28%	(167)	25%	(150)	33%	(195)	589
2018 House Vote: Someone else	—	(0)	13%	(6)	24%	(12)	29%	(14)	34%	(17)	50
2016 Vote: Hillary Clinton	3%	(17)	16%	(112)	29%	(201)	23%	(162)	29%	(202)	695
2016 Vote: Donald Trump	1%	(8)	12%	(78)	29%	(191)	25%	(166)	32%	(213)	656
2016 Vote: Other	1%	(1)	14%	(12)	31%	(27)	30%	(25)	25%	(21)	86
2016 Vote: Didn't Vote	1%	(11)	10%	(76)	23%	(179)	29%	(219)	37%	(280)	765
Voted in 2014: Yes	2%	(27)	14%	(176)	28%	(338)	24%	(294)	32%	(391)	1227
Voted in 2014: No	1%	(11)	11%	(106)	27%	(261)	28%	(279)	33%	(326)	983
4-Region: Northeast	2%	(6)	11%	(42)	26%	(101)	27%	(105)	33%	(128)	383
4-Region: Midwest	2%	(7)	11%	(51)	26%	(117)	28%	(127)	34%	(154)	456
4-Region: South	2%	(18)	12%	(102)	28%	(235)	26%	(217)	32%	(272)	844
4-Region: West	1%	(7)	17%	(87)	28%	(147)	24%	(124)	31%	(162)	527

Table MCFE32: *How often do you typically go to see a movie at a movie theater, if ever?*

Demographic	Once a week or more often		1-3 times a month		A few times a year		1-2 times a year or less often		Never		Total N
Adults	2%	(38)	13%	(283)	27%	(599)	26%	(573)	32%	(717)	2210
TikTok Users	3%	(26)	17%	(137)	32%	(251)	24%	(194)	23%	(184)	793
Twitch Users	10%	(22)	20%	(44)	32%	(68)	26%	(56)	12%	(26)	216
2022 Sports Viewers/Attendees	2%	(30)	16%	(232)	31%	(456)	26%	(389)	25%	(368)	1475
Monthly Moviegoers	12%	(38)	88%	(283)	—	(0)	—	(0)	—	(0)	320
Few Times per Year + Moviegoers	4%	(38)	31%	(283)	65%	(599)	—	(0)	—	(0)	920
Heard Smile Campaign	4%	(23)	25%	(137)	36%	(200)	20%	(108)	15%	(82)	551
Heard Minion Campaign	4%	(24)	27%	(144)	36%	(193)	18%	(99)	15%	(80)	540
Listens to Podcasts	3%	(30)	19%	(214)	33%	(378)	26%	(297)	19%	(212)	1132
Streaming Services User	2%	(36)	15%	(264)	31%	(545)	26%	(463)	26%	(465)	1773
Netflix User	2%	(30)	16%	(230)	31%	(464)	27%	(394)	24%	(356)	1474
Disney+ User	3%	(28)	18%	(177)	34%	(331)	25%	(249)	20%	(199)	984
Heterosexual or straight	2%	(31)	13%	(255)	27%	(525)	26%	(514)	33%	(645)	1971
Gay	3%	(2)	13%	(9)	30%	(20)	25%	(17)	30%	(20)	68
Bisexual	4%	(4)	11%	(10)	31%	(27)	29%	(25)	25%	(22)	88
Yes	—	(0)	15%	(10)	32%	(22)	33%	(23)	20%	(14)	70
No	2%	(38)	13%	(272)	27%	(577)	26%	(550)	33%	(703)	2140

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

Table MCFE33_1: *Are each of the following a major or minor reason for why you don't go to the movie theaters at least a few times a year, or are they not a reason at all?*
Tickets are too expensive

Demographic	Major reason		Minor reason		Not a reason		Total N
Adults	49%	(639)	26%	(333)	25%	(319)	1290
Gender: Male	44%	(250)	29%	(163)	27%	(155)	568
Gender: Female	54%	(389)	23%	(169)	23%	(164)	722
Age: 18-34	41%	(120)	31%	(90)	28%	(83)	294
Age: 35-44	51%	(98)	26%	(49)	23%	(43)	190
Age: 45-64	54%	(242)	24%	(107)	23%	(102)	450
Age: 65+	50%	(179)	24%	(87)	25%	(90)	357
GenZers: 1997-2012	31%	(37)	32%	(39)	37%	(45)	121
Millennials: 1981-1996	51%	(158)	27%	(84)	23%	(71)	313
GenXers: 1965-1980	51%	(168)	26%	(85)	22%	(73)	327
Baby Boomers: 1946-1964	53%	(249)	25%	(115)	22%	(106)	470
PID: Dem (no lean)	47%	(209)	26%	(118)	27%	(122)	449
PID: Ind (no lean)	51%	(226)	26%	(114)	23%	(104)	444
PID: Rep (no lean)	51%	(203)	25%	(101)	24%	(93)	397
PID/Gender: Dem Men	41%	(71)	28%	(49)	31%	(53)	172
PID/Gender: Dem Women	50%	(139)	25%	(69)	25%	(69)	276
PID/Gender: Ind Men	45%	(95)	30%	(64)	25%	(53)	212
PID/Gender: Ind Women	57%	(132)	22%	(51)	22%	(50)	232
PID/Gender: Rep Men	46%	(85)	28%	(51)	26%	(48)	184
PID/Gender: Rep Women	55%	(118)	23%	(50)	21%	(45)	213
Ideo: Liberal (1-3)	49%	(166)	28%	(95)	23%	(78)	339
Ideo: Moderate (4)	49%	(213)	29%	(126)	23%	(100)	440
Ideo: Conservative (5-7)	53%	(214)	23%	(95)	24%	(98)	407
Educ: < College	49%	(441)	24%	(218)	26%	(236)	895
Educ: Bachelors degree	56%	(135)	29%	(69)	16%	(39)	243
Educ: Post-grad	41%	(62)	30%	(46)	29%	(44)	152
Income: Under 50k	51%	(423)	25%	(203)	24%	(196)	822
Income: 50k-100k	45%	(145)	25%	(82)	30%	(96)	323
Income: 100k+	48%	(70)	33%	(47)	19%	(27)	145
Ethnicity: White	53%	(547)	25%	(261)	22%	(225)	1034
Ethnicity: Hispanic	38%	(70)	30%	(56)	32%	(58)	184

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Table MCFE33_1: *Are each of the following a major or minor reason for why you don't go to the movie theaters at least a few times a year, or are they not a reason at all?*

Tickets are too expensive

Demographic	Major reason		Minor reason		Not a reason		Total N
Adults	49%	(639)	26%	(333)	25%	(319)	1290
Ethnicity: Black	32%	(43)	28%	(37)	41%	(54)	134
Ethnicity: Other	40%	(49)	28%	(34)	32%	(40)	122
All Christian	53%	(313)	26%	(155)	21%	(122)	590
All Non-Christian	44%	(30)	17%	(12)	39%	(27)	70
Agnostic/Nothing in particular	45%	(166)	27%	(97)	28%	(102)	364
Something Else	48%	(104)	25%	(55)	27%	(58)	217
Religious Non-Protestant/Catholic	45%	(35)	20%	(15)	35%	(27)	78
Evangelical	52%	(160)	26%	(82)	22%	(68)	310
Non-Evangelical	52%	(249)	26%	(123)	22%	(108)	480
Community: Urban	49%	(161)	25%	(81)	26%	(85)	326
Community: Suburban	49%	(282)	27%	(158)	24%	(141)	581
Community: Rural	51%	(196)	25%	(94)	24%	(92)	383
Employ: Private Sector	46%	(133)	33%	(95)	20%	(58)	286
Employ: Government	41%	(23)	30%	(17)	29%	(16)	55
Employ: Self-Employed	50%	(41)	30%	(25)	19%	(16)	81
Employ: Homemaker	61%	(78)	20%	(26)	19%	(25)	129
Employ: Retired	51%	(208)	24%	(96)	25%	(100)	404
Employ: Unemployed	49%	(103)	20%	(42)	32%	(67)	211
Employ: Other	44%	(39)	28%	(25)	28%	(25)	89
Military HH: Yes	55%	(91)	26%	(42)	19%	(32)	165
Military HH: No	49%	(548)	26%	(290)	25%	(287)	1125
RD/WT: Right Direction	44%	(145)	28%	(92)	28%	(90)	327
RD/WT: Wrong Track	51%	(494)	25%	(241)	24%	(228)	963
Biden Job Approve	46%	(238)	28%	(143)	26%	(133)	514
Biden Job Disapprove	54%	(376)	24%	(169)	22%	(157)	701
Biden Job Strongly Approve	43%	(94)	26%	(57)	31%	(69)	220
Biden Job Somewhat Approve	49%	(144)	29%	(86)	22%	(65)	294
Biden Job Somewhat Disapprove	50%	(86)	30%	(52)	21%	(36)	174
Biden Job Strongly Disapprove	55%	(290)	22%	(117)	23%	(121)	527

Table MCFE33_1: *Are each of the following a major or minor reason for why you don't go to the movie theaters at least a few times a year, or are they not a reason at all?*
Tickets are too expensive

Demographic	Major reason		Minor reason		Not a reason		Total N
Adults	49%	(639)	26%	(333)	25%	(319)	1290
Favorable of Biden	47%	(251)	28%	(150)	26%	(138)	538
Unfavorable of Biden	54%	(365)	24%	(162)	22%	(150)	677
Very Favorable of Biden	42%	(111)	28%	(74)	30%	(79)	264
Somewhat Favorable of Biden	51%	(140)	28%	(76)	21%	(58)	275
Somewhat Unfavorable of Biden	51%	(81)	26%	(42)	22%	(35)	158
Very Unfavorable of Biden	55%	(284)	23%	(120)	22%	(115)	519
#1 Issue: Economy	51%	(261)	26%	(136)	23%	(116)	513
#1 Issue: Security	50%	(77)	23%	(35)	27%	(41)	153
#1 Issue: Health Care	41%	(39)	31%	(30)	27%	(26)	95
#1 Issue: Medicare / Social Security	53%	(101)	24%	(46)	24%	(45)	191
#1 Issue: Women's Issues	49%	(86)	24%	(41)	27%	(47)	175
#1 Issue: Energy	41%	(26)	34%	(22)	25%	(16)	64
#1 Issue: Other	51%	(40)	21%	(16)	28%	(22)	78
2020 Vote: Joe Biden	46%	(218)	27%	(130)	27%	(128)	476
2020 Vote: Donald Trump	54%	(233)	26%	(114)	20%	(86)	433
2020 Vote: Didn't Vote	49%	(166)	23%	(78)	28%	(93)	337
2018 House Vote: Democrat	45%	(167)	27%	(99)	29%	(108)	374
2018 House Vote: Republican	53%	(184)	25%	(87)	21%	(73)	345
2016 Vote: Hillary Clinton	45%	(165)	27%	(97)	28%	(102)	364
2016 Vote: Donald Trump	53%	(201)	25%	(94)	22%	(83)	379
2016 Vote: Didn't Vote	50%	(250)	25%	(123)	25%	(125)	499
Voted in 2014: Yes	48%	(327)	26%	(181)	26%	(177)	685
Voted in 2014: No	52%	(312)	25%	(151)	23%	(142)	605
4-Region: Northeast	46%	(106)	27%	(62)	28%	(65)	233
4-Region: Midwest	52%	(147)	28%	(80)	19%	(54)	281
4-Region: South	50%	(246)	25%	(125)	24%	(119)	490
4-Region: West	48%	(139)	23%	(66)	29%	(82)	286
TikTok Users	44%	(167)	29%	(110)	27%	(101)	378
Twitch Users	54%	(45)	34%	(28)	11%	(9)	82
2022 Sports Viewers/Attendees	50%	(377)	30%	(226)	20%	(154)	757

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Table MCFE33_1: *Are each of the following a major or minor reason for why you don't go to the movie theaters at least a few times a year, or are they not a reason at all?*
Tickets are too expensive

Demographic	Major reason		Minor reason		Not a reason		Total N
Adults	49%	(639)	26%	(333)	25%	(319)	1290
Heard Smile Campaign	50%	(94)	28%	(54)	22%	(42)	190
Heard Minion Campaign	47%	(84)	31%	(55)	22%	(40)	179
Listens to Podcasts	46%	(234)	34%	(172)	20%	(104)	509
Streaming Services User	50%	(462)	28%	(262)	22%	(203)	928
Netflix User	49%	(369)	29%	(217)	22%	(163)	750
Disney+ User	48%	(215)	33%	(147)	19%	(86)	448
Heterosexual or straight	50%	(581)	26%	(301)	24%	(277)	1159
No	49%	(619)	26%	(322)	25%	(312)	1252

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

Table MCFE33_2: *Are each of the following a major or minor reason for why you don't go to the movie theaters at least a few times a year, or are they not a reason at all?*

Food/beverage items are too expensive

Demographic	Major reason		Minor reason		Not a reason		Total N
Adults	41%	(533)	26%	(334)	33%	(423)	1290
Gender: Male	40%	(224)	22%	(126)	38%	(218)	568
Gender: Female	43%	(308)	29%	(208)	28%	(206)	722
Age: 18-34	44%	(129)	29%	(85)	27%	(80)	294
Age: 35-44	38%	(72)	28%	(54)	34%	(64)	190
Age: 45-64	47%	(212)	25%	(111)	28%	(127)	450
Age: 65+	34%	(120)	24%	(84)	43%	(153)	357
GenZers: 1997-2012	38%	(46)	28%	(33)	35%	(42)	121
Millennials: 1981-1996	44%	(139)	30%	(93)	26%	(81)	313
GenXers: 1965-1980	47%	(155)	24%	(78)	29%	(94)	327
Baby Boomers: 1946-1964	39%	(182)	25%	(117)	36%	(171)	470
PID: Dem (no lean)	41%	(183)	25%	(110)	35%	(156)	449
PID: Ind (no lean)	40%	(176)	28%	(125)	32%	(144)	444
PID: Rep (no lean)	44%	(174)	25%	(99)	31%	(124)	397
PID/Gender: Dem Men	42%	(72)	19%	(33)	39%	(68)	172
PID/Gender: Dem Women	40%	(111)	28%	(78)	32%	(88)	276
PID/Gender: Ind Men	37%	(79)	24%	(51)	39%	(82)	212
PID/Gender: Ind Women	42%	(97)	32%	(74)	26%	(61)	232
PID/Gender: Rep Men	40%	(74)	23%	(42)	37%	(68)	184
PID/Gender: Rep Women	47%	(100)	27%	(57)	26%	(56)	213
Ideo: Liberal (1-3)	40%	(135)	25%	(84)	35%	(120)	339
Ideo: Moderate (4)	43%	(191)	27%	(119)	30%	(130)	440
Ideo: Conservative (5-7)	42%	(170)	26%	(106)	32%	(132)	407
Educ: < College	42%	(377)	28%	(251)	30%	(267)	895
Educ: Bachelors degree	44%	(106)	24%	(59)	32%	(78)	243
Educ: Post-grad	32%	(49)	16%	(25)	51%	(78)	152
Income: Under 50k	43%	(351)	26%	(217)	31%	(254)	822
Income: 50k-100k	37%	(121)	26%	(83)	37%	(119)	323
Income: 100k+	42%	(61)	24%	(34)	34%	(50)	145
Ethnicity: White	42%	(438)	27%	(276)	31%	(320)	1034
Ethnicity: Hispanic	42%	(78)	24%	(45)	33%	(61)	184

Table MCFE33_2: *Are each of the following a major or minor reason for why you don't go to the movie theaters at least a few times a year, or are they not a reason at all?*

Food/beverage items are too expensive

Demographic	Major reason		Minor reason		Not a reason		Total N
Adults	41%	(533)	26%	(334)	33%	(423)	1290
Ethnicity: Black	37%	(50)	21%	(28)	42%	(56)	134
Ethnicity: Other	36%	(45)	25%	(30)	39%	(48)	122
All Christian	42%	(247)	25%	(150)	33%	(194)	590
All Non-Christian	37%	(26)	13%	(9)	50%	(35)	70
Agnostic/Nothing in particular	40%	(144)	27%	(98)	34%	(122)	364
Something Else	43%	(93)	31%	(68)	26%	(56)	217
Religious Non-Protestant/Catholic	37%	(29)	16%	(13)	47%	(36)	78
Evangelical	41%	(127)	30%	(94)	29%	(90)	310
Non-Evangelical	43%	(206)	25%	(119)	32%	(155)	480
Community: Urban	43%	(141)	24%	(77)	33%	(108)	326
Community: Suburban	37%	(215)	27%	(155)	36%	(211)	581
Community: Rural	46%	(177)	27%	(102)	27%	(104)	383
Employ: Private Sector	47%	(135)	27%	(78)	25%	(72)	286
Employ: Government	29%	(16)	36%	(20)	35%	(19)	55
Employ: Self-Employed	44%	(35)	24%	(19)	33%	(27)	81
Employ: Homemaker	52%	(67)	25%	(32)	23%	(30)	129
Employ: Retired	36%	(145)	24%	(97)	40%	(163)	404
Employ: Unemployed	43%	(91)	23%	(49)	34%	(72)	211
Employ: Other	36%	(32)	30%	(27)	34%	(30)	89
Military HH: Yes	44%	(72)	24%	(39)	33%	(54)	165
Military HH: No	41%	(461)	26%	(295)	33%	(369)	1125
RD/WT: Right Direction	36%	(118)	24%	(79)	40%	(130)	327
RD/WT: Wrong Track	43%	(414)	26%	(255)	30%	(293)	963
Biden Job Approve	39%	(199)	25%	(128)	36%	(187)	514
Biden Job Disapprove	44%	(309)	26%	(185)	30%	(208)	701
Biden Job Strongly Approve	34%	(75)	26%	(57)	40%	(88)	220
Biden Job Somewhat Approve	42%	(123)	24%	(71)	34%	(99)	294
Biden Job Somewhat Disapprove	45%	(77)	30%	(52)	26%	(45)	174
Biden Job Strongly Disapprove	44%	(231)	25%	(133)	31%	(163)	527

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Table MCFE33_2: *Are each of the following a major or minor reason for why you don't go to the movie theaters at least a few times a year, or are they not a reason at all?*
Food/beverage items are too expensive

Demographic	Major reason		Minor reason		Not a reason		Total N
Adults	41%	(533)	26%	(334)	33%	(423)	1290
Favorable of Biden	40%	(216)	24%	(131)	36%	(191)	538
Unfavorable of Biden	43%	(293)	27%	(183)	30%	(201)	677
Very Favorable of Biden	36%	(95)	25%	(65)	39%	(104)	264
Somewhat Favorable of Biden	44%	(121)	24%	(66)	32%	(87)	275
Somewhat Unfavorable of Biden	46%	(73)	30%	(48)	23%	(37)	158
Very Unfavorable of Biden	42%	(220)	26%	(135)	32%	(165)	519
#1 Issue: Economy	45%	(229)	24%	(121)	32%	(164)	513
#1 Issue: Security	38%	(59)	31%	(48)	30%	(46)	153
#1 Issue: Health Care	35%	(33)	30%	(28)	36%	(34)	95
#1 Issue: Medicare / Social Security	31%	(59)	28%	(54)	41%	(78)	191
#1 Issue: Women's Issues	47%	(82)	20%	(36)	33%	(57)	175
#1 Issue: Energy	42%	(27)	36%	(23)	21%	(14)	64
#1 Issue: Other	46%	(36)	20%	(16)	34%	(26)	78
2020 Vote: Joe Biden	40%	(190)	23%	(109)	37%	(178)	476
2020 Vote: Donald Trump	39%	(169)	30%	(131)	31%	(133)	433
2020 Vote: Didn't Vote	47%	(157)	24%	(82)	29%	(98)	337
2018 House Vote: Democrat	37%	(138)	23%	(86)	40%	(150)	374
2018 House Vote: Republican	41%	(143)	23%	(81)	35%	(121)	345
2016 Vote: Hillary Clinton	36%	(129)	24%	(88)	40%	(146)	364
2016 Vote: Donald Trump	42%	(158)	26%	(100)	32%	(121)	379
2016 Vote: Didn't Vote	46%	(229)	26%	(132)	28%	(138)	499
Voted in 2014: Yes	39%	(264)	24%	(165)	37%	(256)	685
Voted in 2014: No	44%	(268)	28%	(170)	28%	(167)	605
4-Region: Northeast	33%	(78)	25%	(59)	42%	(97)	233
4-Region: Midwest	45%	(126)	29%	(81)	26%	(74)	281
4-Region: South	41%	(200)	28%	(135)	32%	(155)	490
4-Region: West	45%	(128)	21%	(59)	34%	(98)	286
TikTok Users	43%	(164)	27%	(103)	29%	(111)	378
Twitch Users	58%	(47)	23%	(19)	19%	(15)	82
2022 Sports Viewers/Attendees	43%	(322)	28%	(209)	30%	(226)	757

Table MCFE33_2: *Are each of the following a major or minor reason for why you don't go to the movie theaters at least a few times a year, or are they not a reason at all?*

Food/beverage items are too expensive

Demographic	Major reason		Minor reason		Not a reason		Total N
Adults	41%	(533)	26%	(334)	33%	(423)	1290
Heard Smile Campaign	49%	(93)	31%	(58)	20%	(39)	190
Heard Minion Campaign	49%	(87)	28%	(51)	23%	(41)	179
Listens to Podcasts	41%	(211)	30%	(153)	28%	(145)	509
Streaming Services User	44%	(411)	27%	(248)	29%	(269)	928
Netflix User	44%	(327)	28%	(207)	29%	(217)	750
Disney+ User	43%	(192)	30%	(136)	27%	(120)	448
Heterosexual or straight	42%	(488)	26%	(298)	32%	(373)	1159
No	41%	(516)	26%	(320)	33%	(416)	1252

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

Table MCFE33_3: *Are each of the following a major or minor reason for why you don't go to the movie theaters at least a few times a year, or are they not a reason at all?*
I don't enjoy the experience

Demographic	Major reason		Minor reason		Not a reason		Total N
Adults	20%	(252)	24%	(315)	56%	(723)	1290
Gender: Male	22%	(126)	26%	(148)	52%	(294)	568
Gender: Female	17%	(126)	23%	(167)	59%	(430)	722
Age: 18-34	14%	(40)	26%	(78)	60%	(176)	294
Age: 35-44	14%	(27)	27%	(51)	59%	(112)	190
Age: 45-64	24%	(109)	22%	(99)	54%	(242)	450
Age: 65+	21%	(76)	24%	(87)	55%	(194)	357
GenZers: 1997-2012	16%	(19)	23%	(28)	61%	(75)	121
Millennials: 1981-1996	14%	(43)	28%	(88)	58%	(182)	313
GenXers: 1965-1980	18%	(60)	23%	(74)	59%	(193)	327
Baby Boomers: 1946-1964	25%	(119)	24%	(111)	51%	(240)	470
PID: Dem (no lean)	19%	(84)	21%	(96)	60%	(268)	449
PID: Ind (no lean)	19%	(86)	26%	(115)	55%	(244)	444
PID: Rep (no lean)	21%	(82)	26%	(104)	53%	(211)	397
PID/Gender: Dem Men	17%	(29)	25%	(43)	58%	(100)	172
PID/Gender: Dem Women	20%	(55)	19%	(53)	61%	(169)	276
PID/Gender: Ind Men	24%	(50)	27%	(56)	50%	(105)	212
PID/Gender: Ind Women	15%	(36)	25%	(59)	59%	(138)	232
PID/Gender: Rep Men	25%	(46)	26%	(49)	48%	(89)	184
PID/Gender: Rep Women	16%	(35)	26%	(55)	58%	(123)	213
Ideo: Liberal (1-3)	18%	(61)	25%	(83)	58%	(195)	339
Ideo: Moderate (4)	21%	(91)	26%	(112)	54%	(236)	440
Ideo: Conservative (5-7)	22%	(90)	26%	(106)	52%	(212)	407
Educ: < College	21%	(187)	23%	(206)	56%	(501)	895
Educ: Bachelors degree	17%	(42)	27%	(66)	55%	(135)	243
Educ: Post-grad	15%	(23)	28%	(43)	57%	(87)	152
Income: Under 50k	21%	(171)	22%	(177)	58%	(474)	822
Income: 50k-100k	17%	(56)	27%	(87)	56%	(179)	323
Income: 100k+	17%	(24)	35%	(50)	49%	(70)	145
Ethnicity: White	21%	(213)	25%	(260)	54%	(561)	1034
Ethnicity: Hispanic	14%	(27)	30%	(55)	55%	(102)	184

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Table MCFE33_3: *Are each of the following a major or minor reason for why you don't go to the movie theaters at least a few times a year, or are they not a reason at all?*

I don't enjoy the experience

Demographic	Major reason		Minor reason		Not a reason		Total N
Adults	20%	(252)	24%	(315)	56%	(723)	1290
Ethnicity: Black	18%	(24)	19%	(25)	63%	(85)	134
Ethnicity: Other	13%	(16)	24%	(30)	63%	(77)	122
All Christian	18%	(108)	29%	(170)	53%	(312)	590
All Non-Christian	22%	(15)	22%	(15)	57%	(40)	70
Agnostic/Nothing in particular	19%	(68)	21%	(76)	61%	(220)	364
Something Else	24%	(52)	18%	(40)	58%	(125)	217
Religious Non-Protestant/Catholic	22%	(17)	19%	(15)	58%	(46)	78
Evangelical	24%	(73)	19%	(59)	58%	(178)	310
Non-Evangelical	17%	(84)	30%	(145)	52%	(251)	480
Community: Urban	19%	(62)	24%	(79)	57%	(185)	326
Community: Suburban	17%	(100)	26%	(152)	57%	(328)	581
Community: Rural	23%	(89)	22%	(83)	55%	(210)	383
Employ: Private Sector	20%	(56)	28%	(80)	52%	(150)	286
Employ: Government	8%	(4)	35%	(20)	57%	(31)	55
Employ: Self-Employed	21%	(17)	26%	(21)	53%	(43)	81
Employ: Homemaker	20%	(26)	21%	(27)	59%	(76)	129
Employ: Retired	21%	(86)	25%	(99)	54%	(219)	404
Employ: Unemployed	18%	(38)	15%	(33)	66%	(141)	211
Employ: Other	20%	(18)	28%	(25)	52%	(46)	89
Military HH: Yes	20%	(33)	27%	(44)	53%	(88)	165
Military HH: No	19%	(219)	24%	(271)	56%	(635)	1125
RD/WT: Right Direction	20%	(67)	24%	(77)	56%	(183)	327
RD/WT: Wrong Track	19%	(185)	25%	(238)	56%	(540)	963
Biden Job Approve	20%	(102)	23%	(120)	57%	(292)	514
Biden Job Disapprove	20%	(141)	25%	(179)	54%	(381)	701
Biden Job Strongly Approve	22%	(48)	20%	(44)	58%	(128)	220
Biden Job Somewhat Approve	18%	(54)	26%	(76)	56%	(164)	294
Biden Job Somewhat Disapprove	14%	(25)	32%	(56)	53%	(93)	174
Biden Job Strongly Disapprove	22%	(116)	23%	(123)	55%	(289)	527

Table MCFE33_3: *Are each of the following a major or minor reason for why you don't go to the movie theaters at least a few times a year, or are they not a reason at all?*
I don't enjoy the experience

Demographic	Major reason		Minor reason		Not a reason		Total N
Adults	20%	(252)	24%	(315)	56%	(723)	1290
Favorable of Biden	19%	(102)	23%	(125)	58%	(311)	538
Unfavorable of Biden	20%	(136)	26%	(175)	54%	(365)	677
Very Favorable of Biden	20%	(53)	22%	(58)	58%	(153)	264
Somewhat Favorable of Biden	18%	(49)	24%	(67)	58%	(158)	275
Somewhat Unfavorable of Biden	16%	(25)	36%	(56)	48%	(77)	158
Very Unfavorable of Biden	21%	(111)	23%	(119)	56%	(289)	519
#1 Issue: Economy	18%	(90)	28%	(145)	54%	(278)	513
#1 Issue: Security	20%	(31)	18%	(28)	61%	(94)	153
#1 Issue: Health Care	20%	(19)	26%	(25)	54%	(51)	95
#1 Issue: Medicare / Social Security	22%	(41)	22%	(41)	57%	(109)	191
#1 Issue: Women's Issues	14%	(25)	24%	(42)	62%	(108)	175
#1 Issue: Energy	21%	(14)	28%	(18)	51%	(32)	64
#1 Issue: Other	34%	(27)	16%	(12)	50%	(39)	78
2020 Vote: Joe Biden	18%	(87)	24%	(116)	57%	(273)	476
2020 Vote: Donald Trump	21%	(90)	28%	(121)	51%	(222)	433
2020 Vote: Didn't Vote	20%	(66)	19%	(64)	61%	(206)	337
2018 House Vote: Democrat	19%	(70)	24%	(88)	58%	(217)	374
2018 House Vote: Republican	23%	(78)	26%	(89)	52%	(178)	345
2016 Vote: Hillary Clinton	20%	(73)	24%	(86)	56%	(205)	364
2016 Vote: Donald Trump	21%	(80)	26%	(100)	53%	(199)	379
2016 Vote: Didn't Vote	18%	(89)	23%	(116)	59%	(294)	499
Voted in 2014: Yes	21%	(145)	25%	(168)	54%	(372)	685
Voted in 2014: No	18%	(107)	24%	(147)	58%	(351)	605
4-Region: Northeast	18%	(42)	26%	(61)	56%	(130)	233
4-Region: Midwest	21%	(60)	23%	(66)	55%	(155)	281
4-Region: South	22%	(105)	23%	(112)	56%	(272)	490
4-Region: West	15%	(44)	27%	(77)	58%	(165)	286
TikTok Users	14%	(52)	25%	(94)	61%	(232)	378
Twitch Users	14%	(11)	29%	(24)	57%	(47)	82
2022 Sports Viewers/Attendees	19%	(144)	27%	(201)	54%	(412)	757

Table MCFE33_3: *Are each of the following a major or minor reason for why you don't go to the movie theaters at least a few times a year, or are they not a reason at all?*
I don't enjoy the experience

Demographic	Major reason		Minor reason		Not a reason		Total N
Adults	20%	(252)	24%	(315)	56%	(723)	1290
Heard Smile Campaign	20%	(38)	33%	(63)	47%	(90)	190
Heard Minion Campaign	18%	(32)	28%	(50)	54%	(97)	179
Listens to Podcasts	17%	(86)	27%	(138)	56%	(285)	509
Streaming Services User	18%	(163)	26%	(239)	57%	(526)	928
Netflix User	17%	(125)	27%	(202)	56%	(423)	750
Disney+ User	15%	(69)	28%	(126)	56%	(253)	448
Heterosexual or straight	20%	(235)	24%	(278)	56%	(646)	1159
No	20%	(246)	24%	(297)	57%	(710)	1252

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

Table MCFE33_4: *Are each of the following a major or minor reason for why you don't go to the movie theaters at least a few times a year, or are they not a reason at all?*
I am not interested in the movies that are available

Demographic	Major reason		Minor reason		Not a reason		Total N
Adults	28%	(360)	31%	(404)	41%	(526)	1290
Gender: Male	31%	(173)	33%	(187)	37%	(208)	568
Gender: Female	26%	(187)	30%	(217)	44%	(319)	722
Age: 18-34	24%	(71)	33%	(96)	43%	(127)	294
Age: 35-44	26%	(49)	34%	(64)	41%	(77)	190
Age: 45-64	27%	(124)	27%	(123)	45%	(203)	450
Age: 65+	33%	(117)	34%	(121)	33%	(119)	357
GenZers: 1997-2012	18%	(22)	31%	(37)	51%	(62)	121
Millennials: 1981-1996	28%	(89)	33%	(105)	38%	(119)	313
GenXers: 1965-1980	23%	(76)	28%	(90)	49%	(161)	327
Baby Boomers: 1946-1964	32%	(149)	33%	(156)	35%	(164)	470
PID: Dem (no lean)	26%	(118)	30%	(134)	44%	(197)	449
PID: Ind (no lean)	26%	(114)	32%	(144)	42%	(186)	444
PID: Rep (no lean)	32%	(129)	32%	(126)	36%	(143)	397
PID/Gender: Dem Men	25%	(44)	30%	(52)	44%	(76)	172
PID/Gender: Dem Women	27%	(74)	29%	(81)	44%	(121)	276
PID/Gender: Ind Men	29%	(61)	36%	(76)	36%	(75)	212
PID/Gender: Ind Women	23%	(53)	29%	(68)	48%	(111)	232
PID/Gender: Rep Men	38%	(69)	32%	(59)	30%	(56)	184
PID/Gender: Rep Women	28%	(59)	31%	(67)	41%	(87)	213
Ideo: Liberal (1-3)	26%	(87)	33%	(112)	41%	(140)	339
Ideo: Moderate (4)	24%	(108)	33%	(144)	43%	(188)	440
Ideo: Conservative (5-7)	37%	(151)	31%	(127)	32%	(129)	407
Educ: < College	26%	(237)	28%	(255)	45%	(404)	895
Educ: Bachelors degree	33%	(80)	36%	(87)	31%	(76)	243
Educ: Post-grad	29%	(44)	41%	(62)	31%	(46)	152
Income: Under 50k	27%	(226)	29%	(236)	44%	(360)	822
Income: 50k-100k	29%	(94)	34%	(110)	37%	(119)	323
Income: 100k+	28%	(41)	39%	(57)	33%	(47)	145
Ethnicity: White	30%	(306)	33%	(339)	38%	(389)	1034
Ethnicity: Hispanic	22%	(40)	31%	(57)	47%	(87)	184

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Table MCFE33_4: *Are each of the following a major or minor reason for why you don't go to the movie theaters at least a few times a year, or are they not a reason at all?*

I am not interested in the movies that are available

Demographic	Major reason		Minor reason		Not a reason		Total N
Adults	28%	(360)	31%	(404)	41%	(526)	1290
Ethnicity: Black	22%	(29)	25%	(34)	52%	(70)	134
Ethnicity: Other	20%	(25)	25%	(31)	54%	(67)	122
All Christian	33%	(193)	32%	(186)	36%	(211)	590
All Non-Christian	21%	(15)	22%	(15)	57%	(40)	70
Agnostic/Nothing in particular	24%	(89)	32%	(118)	43%	(157)	364
Something Else	22%	(48)	30%	(64)	48%	(104)	217
Religious Non-Protestant/Catholic	20%	(16)	23%	(18)	56%	(44)	78
Evangelical	32%	(101)	27%	(85)	40%	(125)	310
Non-Evangelical	28%	(135)	33%	(160)	39%	(186)	480
Community: Urban	27%	(90)	29%	(96)	43%	(141)	326
Community: Suburban	26%	(153)	33%	(189)	41%	(239)	581
Community: Rural	31%	(118)	31%	(119)	38%	(147)	383
Employ: Private Sector	28%	(80)	32%	(91)	40%	(114)	286
Employ: Government	34%	(19)	35%	(19)	31%	(17)	55
Employ: Self-Employed	22%	(18)	41%	(33)	37%	(30)	81
Employ: Homemaker	20%	(26)	35%	(45)	45%	(58)	129
Employ: Retired	33%	(134)	33%	(133)	34%	(137)	404
Employ: Unemployed	27%	(57)	24%	(50)	49%	(104)	211
Employ: Other	19%	(17)	25%	(23)	56%	(50)	89
Military HH: Yes	32%	(54)	32%	(53)	35%	(58)	165
Military HH: No	27%	(307)	31%	(350)	42%	(468)	1125
RD/WT: Right Direction	26%	(87)	26%	(85)	47%	(155)	327
RD/WT: Wrong Track	28%	(274)	33%	(318)	39%	(371)	963
Biden Job Approve	27%	(136)	29%	(151)	44%	(227)	514
Biden Job Disapprove	30%	(213)	33%	(233)	36%	(255)	701
Biden Job Strongly Approve	28%	(61)	22%	(47)	51%	(111)	220
Biden Job Somewhat Approve	26%	(75)	35%	(104)	39%	(115)	294
Biden Job Somewhat Disapprove	25%	(43)	42%	(73)	33%	(58)	174
Biden Job Strongly Disapprove	32%	(170)	30%	(160)	37%	(197)	527

Table MCFE33_4: *Are each of the following a major or minor reason for why you don't go to the movie theaters at least a few times a year, or are they not a reason at all?*
I am not interested in the movies that are available

Demographic	Major reason		Minor reason		Not a reason		Total N
Adults	28%	(360)	31%	(404)	41%	(526)	1290
Favorable of Biden	27%	(145)	28%	(153)	45%	(240)	538
Unfavorable of Biden	30%	(203)	34%	(229)	36%	(244)	677
Very Favorable of Biden	27%	(72)	24%	(63)	49%	(129)	264
Somewhat Favorable of Biden	27%	(73)	33%	(90)	41%	(112)	275
Somewhat Unfavorable of Biden	23%	(37)	43%	(67)	34%	(54)	158
Very Unfavorable of Biden	32%	(166)	31%	(162)	37%	(191)	519
#1 Issue: Economy	28%	(141)	34%	(175)	38%	(197)	513
#1 Issue: Security	32%	(50)	32%	(48)	36%	(55)	153
#1 Issue: Health Care	26%	(25)	29%	(27)	45%	(43)	95
#1 Issue: Medicare / Social Security	25%	(47)	31%	(59)	45%	(85)	191
#1 Issue: Women's Issues	27%	(48)	28%	(49)	45%	(79)	175
#1 Issue: Energy	31%	(20)	34%	(22)	35%	(23)	64
#1 Issue: Other	35%	(27)	19%	(15)	46%	(36)	78
2020 Vote: Joe Biden	27%	(128)	32%	(151)	41%	(197)	476
2020 Vote: Donald Trump	33%	(145)	32%	(140)	34%	(147)	433
2020 Vote: Didn't Vote	21%	(72)	29%	(96)	50%	(168)	337
2018 House Vote: Democrat	29%	(107)	29%	(107)	43%	(160)	374
2018 House Vote: Republican	35%	(119)	31%	(106)	35%	(120)	345
2016 Vote: Hillary Clinton	29%	(104)	30%	(108)	42%	(152)	364
2016 Vote: Donald Trump	35%	(132)	32%	(122)	33%	(126)	379
2016 Vote: Didn't Vote	22%	(109)	32%	(159)	46%	(231)	499
Voted in 2014: Yes	32%	(220)	30%	(204)	38%	(260)	685
Voted in 2014: No	23%	(140)	33%	(200)	44%	(266)	605
4-Region: Northeast	29%	(69)	30%	(69)	41%	(95)	233
4-Region: Midwest	30%	(84)	31%	(88)	39%	(109)	281
4-Region: South	27%	(131)	32%	(157)	41%	(202)	490
4-Region: West	27%	(77)	31%	(90)	42%	(120)	286
TikTok Users	21%	(81)	29%	(111)	49%	(187)	378
Twitch Users	23%	(19)	44%	(36)	33%	(27)	82
2022 Sports Viewers/Attendees	28%	(214)	35%	(262)	37%	(282)	757

Table MCFE33_4: *Are each of the following a major or minor reason for why you don't go to the movie theaters at least a few times a year, or are they not a reason at all?*
I am not interested in the movies that are available

Demographic	Major reason		Minor reason		Not a reason		Total N
Adults	28%	(360)	31%	(404)	41%	(526)	1290
Heard Smile Campaign	27%	(51)	29%	(56)	44%	(83)	190
Heard Minion Campaign	26%	(46)	28%	(50)	46%	(82)	179
Listens to Podcasts	26%	(131)	37%	(186)	38%	(192)	509
Streaming Services User	26%	(237)	34%	(314)	41%	(377)	928
Netflix User	24%	(180)	36%	(270)	40%	(300)	750
Disney+ User	23%	(102)	33%	(149)	44%	(197)	448
Heterosexual or straight	29%	(330)	32%	(366)	40%	(462)	1159
No	28%	(350)	31%	(388)	41%	(514)	1252

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

Table MCFE33_5: *Are each of the following a major or minor reason for why you don't go to the movie theaters at least a few times a year, or are they not a reason at all?*
It's not a social experience (e.g., you can't talk in theaters)

Demographic	Major reason		Minor reason		Not a reason		Total N
Adults	11%	(139)	20%	(256)	69%	(896)	1290
Gender: Male	10%	(57)	23%	(132)	67%	(379)	568
Gender: Female	11%	(82)	17%	(124)	71%	(516)	722
Age: 18-34	15%	(44)	23%	(69)	62%	(181)	294
Age: 35-44	10%	(20)	19%	(37)	70%	(133)	190
Age: 45-64	12%	(54)	21%	(92)	67%	(304)	450
Age: 65+	6%	(21)	16%	(58)	78%	(278)	357
GenZers: 1997-2012	16%	(20)	24%	(29)	60%	(72)	121
Millennials: 1981-1996	13%	(41)	21%	(67)	65%	(205)	313
GenXers: 1965-1980	10%	(33)	20%	(66)	70%	(228)	327
Baby Boomers: 1946-1964	9%	(44)	19%	(88)	72%	(338)	470
PID: Dem (no lean)	11%	(51)	20%	(89)	69%	(309)	449
PID: Ind (no lean)	9%	(39)	19%	(84)	72%	(322)	444
PID: Rep (no lean)	12%	(49)	21%	(83)	67%	(265)	397
PID/Gender: Dem Men	12%	(21)	24%	(42)	63%	(109)	172
PID/Gender: Dem Women	11%	(30)	17%	(47)	72%	(200)	276
PID/Gender: Ind Men	8%	(17)	21%	(45)	71%	(150)	212
PID/Gender: Ind Women	9%	(22)	17%	(39)	74%	(172)	232
PID/Gender: Rep Men	10%	(19)	24%	(45)	65%	(120)	184
PID/Gender: Rep Women	14%	(30)	18%	(38)	68%	(145)	213
Ideo: Liberal (1-3)	10%	(35)	21%	(70)	69%	(234)	339
Ideo: Moderate (4)	11%	(46)	24%	(106)	65%	(287)	440
Ideo: Conservative (5-7)	12%	(51)	17%	(70)	70%	(287)	407
Educ: < College	12%	(105)	20%	(177)	68%	(613)	895
Educ: Bachelors degree	10%	(24)	21%	(50)	69%	(169)	243
Educ: Post-grad	6%	(9)	19%	(29)	75%	(114)	152
Income: Under 50k	12%	(95)	19%	(157)	69%	(571)	822
Income: 50k-100k	9%	(29)	20%	(64)	71%	(230)	323
Income: 100k+	10%	(15)	25%	(36)	65%	(95)	145
Ethnicity: White	10%	(103)	20%	(206)	70%	(726)	1034
Ethnicity: Hispanic	15%	(27)	23%	(42)	62%	(115)	184

Table MCFE33_5: *Are each of the following a major or minor reason for why you don't go to the movie theaters at least a few times a year, or are they not a reason at all?*

It's not a social experience (e.g., you can't talk in theaters)

Demographic	Major reason		Minor reason		Not a reason		Total N
Adults	11%	(139)	20%	(256)	69%	(896)	1290
Ethnicity: Black	19%	(25)	15%	(21)	66%	(88)	134
Ethnicity: Other	9%	(11)	24%	(30)	67%	(82)	122
All Christian	9%	(55)	21%	(123)	70%	(412)	590
All Non-Christian	13%	(9)	13%	(9)	74%	(52)	70
Agnostic/Nothing in particular	10%	(36)	21%	(78)	69%	(250)	364
Something Else	15%	(33)	19%	(40)	66%	(144)	217
Religious Non-Protestant/Catholic	13%	(10)	16%	(12)	72%	(56)	78
Evangelical	13%	(40)	19%	(60)	68%	(210)	310
Non-Evangelical	10%	(47)	20%	(97)	70%	(336)	480
Community: Urban	12%	(38)	19%	(62)	69%	(227)	326
Community: Suburban	9%	(53)	23%	(136)	68%	(393)	581
Community: Rural	12%	(48)	15%	(59)	72%	(276)	383
Employ: Private Sector	14%	(39)	25%	(70)	62%	(176)	286
Employ: Government	8%	(5)	36%	(20)	56%	(31)	55
Employ: Self-Employed	13%	(11)	26%	(21)	61%	(50)	81
Employ: Homemaker	15%	(19)	14%	(19)	71%	(92)	129
Employ: Retired	6%	(24)	17%	(67)	78%	(314)	404
Employ: Unemployed	12%	(24)	17%	(35)	72%	(152)	211
Employ: Other	17%	(15)	19%	(17)	65%	(58)	89
Military HH: Yes	4%	(7)	26%	(43)	70%	(115)	165
Military HH: No	12%	(131)	19%	(213)	69%	(781)	1125
RD/WT: Right Direction	12%	(41)	21%	(68)	67%	(218)	327
RD/WT: Wrong Track	10%	(98)	19%	(188)	70%	(677)	963
Biden Job Approve	11%	(59)	19%	(98)	69%	(357)	514
Biden Job Disapprove	11%	(74)	20%	(142)	69%	(485)	701
Biden Job Strongly Approve	15%	(32)	13%	(29)	72%	(158)	220
Biden Job Somewhat Approve	9%	(27)	23%	(68)	68%	(199)	294
Biden Job Somewhat Disapprove	10%	(18)	28%	(49)	62%	(107)	174
Biden Job Strongly Disapprove	11%	(56)	18%	(93)	72%	(377)	527

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Table MCFE33_5: *Are each of the following a major or minor reason for why you don't go to the movie theaters at least a few times a year, or are they not a reason at all?*
It's not a social experience (e.g., you can't talk in theaters)

Demographic	Major reason		Minor reason		Not a reason		Total N
Adults	11%	(139)	20%	(256)	69%	(896)	1290
Favorable of Biden	11%	(61)	20%	(108)	69%	(369)	538
Unfavorable of Biden	10%	(70)	20%	(135)	70%	(472)	677
Very Favorable of Biden	13%	(35)	19%	(50)	68%	(179)	264
Somewhat Favorable of Biden	10%	(26)	21%	(58)	69%	(190)	275
Somewhat Unfavorable of Biden	11%	(17)	27%	(43)	62%	(98)	158
Very Unfavorable of Biden	10%	(54)	18%	(92)	72%	(373)	519
#1 Issue: Economy	11%	(57)	21%	(106)	68%	(350)	513
#1 Issue: Security	11%	(16)	20%	(31)	69%	(106)	153
#1 Issue: Health Care	9%	(8)	24%	(23)	67%	(64)	95
#1 Issue: Medicare / Social Security	5%	(10)	14%	(28)	80%	(153)	191
#1 Issue: Women's Issues	15%	(27)	20%	(34)	65%	(114)	175
#1 Issue: Energy	11%	(7)	28%	(18)	61%	(39)	64
#1 Issue: Other	14%	(11)	15%	(12)	71%	(55)	78
2020 Vote: Joe Biden	9%	(44)	20%	(93)	71%	(339)	476
2020 Vote: Donald Trump	9%	(38)	24%	(105)	67%	(290)	433
2020 Vote: Didn't Vote	15%	(51)	15%	(50)	70%	(236)	337
2018 House Vote: Democrat	10%	(38)	17%	(65)	73%	(272)	374
2018 House Vote: Republican	10%	(34)	21%	(73)	69%	(238)	345
2016 Vote: Hillary Clinton	10%	(36)	18%	(66)	72%	(261)	364
2016 Vote: Donald Trump	9%	(35)	21%	(80)	70%	(264)	379
2016 Vote: Didn't Vote	12%	(61)	20%	(99)	68%	(339)	499
Voted in 2014: Yes	11%	(74)	18%	(123)	71%	(488)	685
Voted in 2014: No	11%	(65)	22%	(133)	67%	(408)	605
4-Region: Northeast	10%	(22)	19%	(44)	71%	(167)	233
4-Region: Midwest	11%	(32)	16%	(46)	72%	(203)	281
4-Region: South	13%	(64)	20%	(100)	67%	(326)	490
4-Region: West	7%	(20)	23%	(66)	70%	(200)	286
TikTok Users	13%	(48)	22%	(84)	65%	(246)	378
Twitch Users	8%	(6)	29%	(24)	63%	(52)	82
2022 Sports Viewers/Attendees	10%	(77)	23%	(172)	67%	(508)	757

Table MCFE33_5: *Are each of the following a major or minor reason for why you don't go to the movie theaters at least a few times a year, or are they not a reason at all?*
It's not a social experience (e.g., you can't talk in theaters)

Demographic	Major reason		Minor reason		Not a reason		Total N
Adults	11%	(139)	20%	(256)	69%	(896)	1290
Heard Smile Campaign	22%	(42)	27%	(52)	51%	(96)	190
Heard Minion Campaign	18%	(32)	32%	(57)	50%	(90)	179
Listens to Podcasts	11%	(54)	26%	(131)	64%	(324)	509
Streaming Services User	12%	(111)	23%	(214)	65%	(603)	928
Netflix User	12%	(91)	23%	(171)	65%	(487)	750
Disney+ User	11%	(49)	24%	(106)	65%	(293)	448
Heterosexual or straight	11%	(124)	20%	(228)	70%	(806)	1159
No	11%	(138)	20%	(246)	69%	(869)	1252

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

Table MCFE33_6: *Are each of the following a major or minor reason for why you don't go to the movie theaters at least a few times a year, or are they not a reason at all?*
I prefer to stream at home

Demographic	Major reason		Minor reason		Not a reason		Total N
Adults	50%	(644)	21%	(266)	29%	(380)	1290
Gender: Male	46%	(263)	21%	(122)	32%	(184)	568
Gender: Female	53%	(382)	20%	(144)	27%	(196)	722
Age: 18-34	55%	(160)	23%	(68)	22%	(65)	294
Age: 35-44	54%	(103)	24%	(46)	21%	(40)	190
Age: 45-64	53%	(237)	18%	(80)	30%	(134)	450
Age: 65+	40%	(144)	20%	(71)	40%	(141)	357
GenZers: 1997-2012	41%	(49)	26%	(32)	33%	(41)	121
Millennials: 1981-1996	61%	(190)	22%	(68)	17%	(55)	313
GenXers: 1965-1980	54%	(176)	19%	(63)	27%	(88)	327
Baby Boomers: 1946-1964	46%	(215)	19%	(88)	36%	(167)	470
PID: Dem (no lean)	53%	(238)	17%	(76)	30%	(135)	449
PID: Ind (no lean)	49%	(216)	23%	(103)	28%	(126)	444
PID: Rep (no lean)	48%	(191)	22%	(87)	30%	(119)	397
PID/Gender: Dem Men	53%	(91)	13%	(23)	34%	(58)	172
PID/Gender: Dem Women	53%	(146)	19%	(53)	28%	(77)	276
PID/Gender: Ind Men	46%	(97)	25%	(52)	29%	(62)	212
PID/Gender: Ind Women	51%	(118)	22%	(50)	27%	(64)	232
PID/Gender: Rep Men	40%	(74)	25%	(46)	35%	(64)	184
PID/Gender: Rep Women	55%	(117)	19%	(41)	26%	(55)	213
Ideo: Liberal (1-3)	53%	(181)	20%	(69)	26%	(89)	339
Ideo: Moderate (4)	53%	(234)	21%	(91)	26%	(115)	440
Ideo: Conservative (5-7)	46%	(186)	23%	(92)	32%	(130)	407
Educ: < College	51%	(460)	19%	(166)	30%	(269)	895
Educ: Bachelors degree	48%	(117)	26%	(64)	25%	(62)	243
Educ: Post-grad	44%	(67)	24%	(36)	32%	(49)	152
Income: Under 50k	51%	(417)	19%	(155)	30%	(251)	822
Income: 50k-100k	45%	(147)	24%	(77)	31%	(99)	323
Income: 100k+	56%	(81)	23%	(34)	21%	(30)	145
Ethnicity: White	49%	(506)	22%	(228)	29%	(300)	1034
Ethnicity: Hispanic	50%	(92)	24%	(43)	26%	(48)	184

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Table MCFE33_6: *Are each of the following a major or minor reason for why you don't go to the movie theaters at least a few times a year, or are they not a reason at all?*

I prefer to stream at home

Demographic	Major reason		Minor reason		Not a reason		Total N
Adults	50%	(644)	21%	(266)	29%	(380)	1290
Ethnicity: Black	57%	(76)	16%	(21)	28%	(37)	134
Ethnicity: Other	51%	(62)	14%	(17)	35%	(43)	122
All Christian	49%	(291)	19%	(112)	32%	(187)	590
All Non-Christian	34%	(24)	26%	(18)	40%	(28)	70
Agnostic/Nothing in particular	49%	(178)	23%	(84)	28%	(101)	364
Something Else	57%	(123)	19%	(41)	24%	(52)	217
Religious Non-Protestant/Catholic	36%	(28)	26%	(21)	38%	(30)	78
Evangelical	51%	(158)	22%	(67)	27%	(85)	310
Non-Evangelical	52%	(249)	17%	(82)	31%	(149)	480
Community: Urban	51%	(168)	21%	(69)	28%	(90)	326
Community: Suburban	48%	(277)	24%	(137)	29%	(168)	581
Community: Rural	52%	(200)	16%	(60)	32%	(122)	383
Employ: Private Sector	56%	(160)	21%	(60)	23%	(65)	286
Employ: Government	40%	(22)	40%	(22)	20%	(11)	55
Employ: Self-Employed	51%	(42)	27%	(22)	22%	(18)	81
Employ: Homemaker	64%	(83)	17%	(21)	19%	(25)	129
Employ: Retired	41%	(167)	19%	(78)	39%	(160)	404
Employ: Unemployed	48%	(101)	20%	(41)	33%	(69)	211
Employ: Other	63%	(56)	15%	(13)	23%	(20)	89
Military HH: Yes	47%	(77)	26%	(42)	28%	(46)	165
Military HH: No	50%	(567)	20%	(223)	30%	(334)	1125
RD/WT: Right Direction	46%	(152)	21%	(69)	32%	(106)	327
RD/WT: Wrong Track	51%	(492)	20%	(197)	28%	(274)	963
Biden Job Approve	50%	(258)	18%	(93)	32%	(162)	514
Biden Job Disapprove	50%	(352)	22%	(156)	28%	(193)	701
Biden Job Strongly Approve	52%	(114)	15%	(34)	33%	(72)	220
Biden Job Somewhat Approve	49%	(145)	20%	(60)	31%	(90)	294
Biden Job Somewhat Disapprove	55%	(95)	23%	(41)	22%	(38)	174
Biden Job Strongly Disapprove	49%	(257)	22%	(116)	29%	(155)	527

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Table MCFE33_6: *Are each of the following a major or minor reason for why you don't go to the movie theaters at least a few times a year, or are they not a reason at all?*
I prefer to stream at home

Demographic	Major reason		Minor reason		Not a reason		Total N
Adults	50%	(644)	21%	(266)	29%	(380)	1290
Favorable of Biden	51%	(275)	18%	(96)	31%	(167)	538
Unfavorable of Biden	50%	(341)	22%	(149)	27%	(186)	677
Very Favorable of Biden	51%	(134)	16%	(43)	33%	(87)	264
Somewhat Favorable of Biden	52%	(142)	20%	(54)	29%	(79)	275
Somewhat Unfavorable of Biden	58%	(92)	22%	(34)	20%	(31)	158
Very Unfavorable of Biden	48%	(249)	22%	(115)	30%	(155)	519
#1 Issue: Economy	55%	(282)	22%	(112)	23%	(120)	513
#1 Issue: Security	40%	(61)	21%	(33)	39%	(60)	153
#1 Issue: Health Care	48%	(46)	19%	(18)	33%	(31)	95
#1 Issue: Medicare / Social Security	40%	(77)	18%	(34)	42%	(81)	191
#1 Issue: Women's Issues	54%	(95)	22%	(38)	24%	(42)	175
#1 Issue: Energy	54%	(34)	19%	(12)	27%	(17)	64
#1 Issue: Other	47%	(36)	21%	(16)	32%	(25)	78
2020 Vote: Joe Biden	51%	(243)	19%	(92)	30%	(141)	476
2020 Vote: Donald Trump	45%	(196)	25%	(110)	29%	(127)	433
2020 Vote: Didn't Vote	55%	(185)	16%	(53)	29%	(99)	337
2018 House Vote: Democrat	50%	(189)	18%	(67)	32%	(119)	374
2018 House Vote: Republican	46%	(157)	24%	(81)	31%	(106)	345
2016 Vote: Hillary Clinton	53%	(192)	17%	(60)	31%	(111)	364
2016 Vote: Donald Trump	48%	(180)	21%	(81)	31%	(117)	379
2016 Vote: Didn't Vote	50%	(252)	22%	(109)	28%	(138)	499
Voted in 2014: Yes	48%	(329)	20%	(135)	32%	(220)	685
Voted in 2014: No	52%	(315)	22%	(130)	26%	(160)	605
4-Region: Northeast	49%	(115)	21%	(49)	30%	(70)	233
4-Region: Midwest	52%	(145)	17%	(49)	31%	(86)	281
4-Region: South	47%	(232)	22%	(108)	31%	(150)	490
4-Region: West	53%	(152)	21%	(60)	26%	(73)	286
TikTok Users	57%	(215)	23%	(87)	20%	(77)	378
Twitch Users	65%	(54)	23%	(19)	12%	(10)	82
2022 Sports Viewers/Attendees	51%	(389)	23%	(173)	26%	(195)	757

Table MCFE33_6: *Are each of the following a major or minor reason for why you don't go to the movie theaters at least a few times a year, or are they not a reason at all?*

I prefer to stream at home

Demographic	Major reason		Minor reason		Not a reason		Total N
Adults	50%	(644)	21%	(266)	29%	(380)	1290
Heard Smile Campaign	58%	(110)	26%	(50)	16%	(30)	190
Heard Minion Campaign	58%	(104)	25%	(45)	17%	(31)	179
Listens to Podcasts	56%	(285)	26%	(130)	19%	(95)	509
Streaming Services User	61%	(563)	22%	(203)	17%	(162)	928
Netflix User	59%	(440)	25%	(185)	17%	(125)	750
Disney+ User	60%	(269)	26%	(118)	14%	(61)	448
Heterosexual or straight	51%	(588)	20%	(232)	29%	(338)	1159
No	50%	(626)	20%	(251)	30%	(375)	1252

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

Table MCFE34_1: *Have you heard about upcoming movies/TV shows through the following in the past year?*
People posting about them on social media (such as TikTok, Instagram, Snapchat, Twitter, Facebook, YouTube)

Demographic	Yes		No		Total N
Adults	47%	(1035)	53%	(1175)	2210
Gender: Male	44%	(466)	56%	(601)	1068
Gender: Female	50%	(569)	50%	(573)	1142
Age: 18-34	65%	(416)	35%	(226)	642
Age: 35-44	60%	(219)	40%	(146)	365
Age: 45-64	41%	(291)	59%	(423)	714
Age: 65+	22%	(109)	78%	(380)	489
GenZers: 1997-2012	69%	(178)	31%	(78)	256
Millennials: 1981-1996	62%	(401)	38%	(251)	653
GenXers: 1965-1980	48%	(265)	52%	(290)	555
Baby Boomers: 1946-1964	27%	(180)	73%	(493)	673
PID: Dem (no lean)	52%	(447)	48%	(412)	860
PID: Ind (no lean)	43%	(292)	57%	(383)	674
PID: Rep (no lean)	44%	(296)	56%	(380)	676
PID/Gender: Dem Men	52%	(205)	48%	(189)	394
PID/Gender: Dem Women	52%	(242)	48%	(223)	465
PID/Gender: Ind Men	38%	(131)	62%	(214)	345
PID/Gender: Ind Women	49%	(161)	51%	(169)	329
PID/Gender: Rep Men	40%	(130)	60%	(198)	328
PID/Gender: Rep Women	48%	(167)	52%	(181)	348
Ideo: Liberal (1-3)	53%	(349)	47%	(307)	656
Ideo: Moderate (4)	45%	(335)	55%	(416)	751
Ideo: Conservative (5-7)	41%	(276)	59%	(390)	666
Educ: < College	48%	(687)	52%	(750)	1437
Educ: Bachelors degree	45%	(223)	55%	(268)	491
Educ: Post-grad	45%	(126)	55%	(156)	282
Income: Under 50k	47%	(603)	53%	(668)	1271
Income: 50k-100k	46%	(301)	54%	(355)	656
Income: 100k+	47%	(132)	53%	(151)	283
Ethnicity: White	44%	(750)	56%	(961)	1711
Ethnicity: Hispanic	56%	(211)	44%	(163)	374
Ethnicity: Black	62%	(176)	38%	(106)	282

Table MCFE34_1: *Have you heard about upcoming movies/TV shows through the following in the past year?*
People posting about them on social media (such as TikTok, Instagram, Snapchat, Twitter, Facebook, YouTube)

Demographic	Yes		No		Total N
Adults	47%	(1035)	53%	(1175)	2210
Ethnicity: Other	50%	(110)	50%	(107)	217
All Christian	44%	(452)	56%	(577)	1029
All Non-Christian	46%	(59)	54%	(70)	129
Atheist	38%	(38)	62%	(62)	99
Agnostic/Nothing in particular	48%	(279)	52%	(308)	587
Something Else	57%	(207)	43%	(158)	365
Religious Non-Protestant/Catholic	50%	(77)	50%	(77)	154
Evangelical	48%	(269)	52%	(289)	558
Non-Evangelical	46%	(362)	54%	(429)	792
Community: Urban	52%	(335)	48%	(303)	638
Community: Suburban	44%	(443)	56%	(572)	1014
Community: Rural	46%	(258)	54%	(300)	558
Employ: Private Sector	56%	(367)	44%	(288)	654
Employ: Government	56%	(77)	44%	(59)	136
Employ: Self-Employed	57%	(96)	43%	(71)	166
Employ: Homemaker	51%	(98)	49%	(92)	190
Employ: Student	75%	(46)	25%	(16)	62
Employ: Retired	24%	(133)	76%	(430)	563
Employ: Unemployed	49%	(149)	51%	(152)	301
Employ: Other	51%	(70)	49%	(67)	137
Military HH: Yes	41%	(116)	59%	(168)	283
Military HH: No	48%	(920)	52%	(1007)	1927
RD/WT: Right Direction	48%	(319)	52%	(347)	666
RD/WT: Wrong Track	46%	(716)	54%	(827)	1544
Biden Job Approve	51%	(492)	49%	(478)	970
Biden Job Disapprove	44%	(502)	56%	(642)	1144
Biden Job Strongly Approve	50%	(215)	50%	(217)	433
Biden Job Somewhat Approve	51%	(277)	49%	(261)	537
Biden Job Somewhat Disapprove	49%	(166)	51%	(173)	339
Biden Job Strongly Disapprove	42%	(337)	58%	(468)	805

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Table MCFE34_1: *Have you heard about upcoming movies/TV shows through the following in the past year?*
People posting about them on social media (such as TikTok, Instagram, Snapchat, Twitter, Facebook, YouTube)

Demographic	Yes		No		Total N
Adults	47%	(1035)	53%	(1175)	2210
Favorable of Biden	50%	(484)	50%	(485)	969
Unfavorable of Biden	44%	(503)	56%	(631)	1134
Very Favorable of Biden	50%	(239)	50%	(243)	482
Somewhat Favorable of Biden	50%	(245)	50%	(242)	487
Somewhat Unfavorable of Biden	50%	(148)	50%	(150)	299
Very Unfavorable of Biden	42%	(354)	58%	(481)	835
#1 Issue: Economy	51%	(463)	49%	(450)	913
#1 Issue: Security	38%	(93)	62%	(150)	243
#1 Issue: Health Care	49%	(84)	51%	(86)	170
#1 Issue: Medicare / Social Security	30%	(78)	70%	(187)	266
#1 Issue: Women's Issues	58%	(182)	42%	(129)	311
#1 Issue: Education	58%	(34)	42%	(25)	59
#1 Issue: Energy	44%	(59)	56%	(75)	134
#1 Issue: Other	37%	(43)	63%	(72)	115
2020 Vote: Joe Biden	48%	(458)	52%	(487)	945
2020 Vote: Donald Trump	42%	(312)	58%	(428)	740
2020 Vote: Other	50%	(34)	50%	(33)	67
2020 Vote: Didn't Vote	51%	(232)	49%	(226)	459
2018 House Vote: Democrat	48%	(365)	52%	(390)	755
2018 House Vote: Republican	40%	(236)	60%	(353)	589
2018 House Vote: Someone else	47%	(23)	53%	(26)	50
2016 Vote: Hillary Clinton	46%	(323)	54%	(372)	695
2016 Vote: Donald Trump	40%	(260)	60%	(395)	656
2016 Vote: Other	44%	(37)	56%	(48)	86
2016 Vote: Didn't Vote	54%	(411)	46%	(354)	765
Voted in 2014: Yes	42%	(513)	58%	(713)	1227
Voted in 2014: No	53%	(522)	47%	(462)	983
4-Region: Northeast	45%	(173)	55%	(209)	383
4-Region: Midwest	45%	(207)	55%	(250)	456
4-Region: South	50%	(422)	50%	(422)	844
4-Region: West	44%	(233)	56%	(293)	527

Table MCFE34_1: *Have you heard about upcoming movies/TV shows through the following in the past year?*
People posting about them on social media (such as TikTok, Instagram, Snapchat, Twitter, Facebook, YouTube)

Demographic	Yes		No		Total N
Adults	47%	(1035)	53%	(1175)	2210
TikTok Users	65%	(519)	35%	(274)	793
Twitch Users	74%	(160)	26%	(56)	216
2022 Sports Viewers/Attendees	49%	(729)	51%	(746)	1475
Monthly Moviegoers	63%	(200)	37%	(120)	320
Few Times per Year + Moviegoers	58%	(535)	42%	(385)	920
Heard Smile Campaign	70%	(384)	30%	(167)	551
Heard Minion Campaign	74%	(400)	26%	(140)	540
Listens to Podcasts	59%	(663)	41%	(469)	1132
Streaming Services User	53%	(947)	47%	(826)	1773
Netflix User	56%	(832)	44%	(641)	1474
Disney+ User	62%	(610)	38%	(374)	984
Heterosexual or straight	46%	(901)	54%	(1069)	1971
Gay	52%	(35)	48%	(33)	68
Bisexual	61%	(54)	39%	(34)	88
Yes	68%	(48)	32%	(22)	70
No	46%	(988)	54%	(1152)	2140

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

Table MCFE34_2: *Have you heard about upcoming movies/TV shows through the following in the past year?*
Advertisements on social media (such as TikTok, Instagram, Snapchat, Twitter, Facebook, YouTube)

Demographic	Yes		No		Total N
Adults	52%	(1160)	48%	(1050)	2210
Gender: Male	49%	(522)	51%	(546)	1068
Gender: Female	56%	(638)	44%	(504)	1142
Age: 18-34	72%	(464)	28%	(178)	642
Age: 35-44	60%	(220)	40%	(145)	365
Age: 45-64	48%	(343)	52%	(371)	714
Age: 65+	27%	(133)	73%	(356)	489
GenZers: 1997-2012	75%	(193)	25%	(63)	256
Millennials: 1981-1996	67%	(438)	33%	(214)	653
GenXers: 1965-1980	53%	(295)	47%	(261)	555
Baby Boomers: 1946-1964	33%	(224)	67%	(449)	673
PID: Dem (no lean)	57%	(487)	43%	(372)	860
PID: Ind (no lean)	51%	(344)	49%	(330)	674
PID: Rep (no lean)	49%	(328)	51%	(348)	676
PID/Gender: Dem Men	57%	(223)	43%	(171)	394
PID/Gender: Dem Women	57%	(265)	43%	(201)	465
PID/Gender: Ind Men	45%	(154)	55%	(191)	345
PID/Gender: Ind Women	58%	(190)	42%	(139)	329
PID/Gender: Rep Men	44%	(145)	56%	(183)	328
PID/Gender: Rep Women	53%	(184)	47%	(164)	348
Ideo: Liberal (1-3)	58%	(383)	42%	(273)	656
Ideo: Moderate (4)	51%	(386)	49%	(365)	751
Ideo: Conservative (5-7)	46%	(305)	54%	(361)	666
Educ: < College	54%	(769)	46%	(668)	1437
Educ: Bachelors degree	51%	(251)	49%	(240)	491
Educ: Post-grad	50%	(140)	50%	(142)	282
Income: Under 50k	53%	(668)	47%	(604)	1271
Income: 50k-100k	54%	(353)	46%	(303)	656
Income: 100k+	49%	(140)	51%	(143)	283
Ethnicity: White	49%	(837)	51%	(873)	1711
Ethnicity: Hispanic	64%	(238)	36%	(136)	374
Ethnicity: Black	69%	(195)	31%	(87)	282

Table MCFE34_2: *Have you heard about upcoming movies/TV shows through the following in the past year?*
Advertisements on social media (such as TikTok, Instagram, Snapchat, Twitter, Facebook, YouTube)

Demographic	Yes		No		Total N
Adults	52%	(1160)	48%	(1050)	2210
Ethnicity: Other	59%	(127)	41%	(90)	217
All Christian	49%	(508)	51%	(521)	1029
All Non-Christian	48%	(62)	52%	(67)	129
Atheist	42%	(42)	58%	(58)	99
Agnostic/Nothing in particular	55%	(321)	45%	(267)	587
Something Else	62%	(228)	38%	(137)	365
Religious Non-Protestant/Catholic	52%	(80)	48%	(74)	154
Evangelical	56%	(312)	44%	(246)	558
Non-Evangelical	50%	(396)	50%	(396)	792
Community: Urban	56%	(359)	44%	(279)	638
Community: Suburban	51%	(514)	49%	(500)	1014
Community: Rural	51%	(287)	49%	(271)	558
Employ: Private Sector	62%	(404)	38%	(250)	654
Employ: Government	62%	(85)	38%	(52)	136
Employ: Self-Employed	61%	(102)	39%	(65)	166
Employ: Homemaker	59%	(112)	41%	(78)	190
Employ: Student	77%	(48)	23%	(15)	62
Employ: Retired	30%	(166)	70%	(397)	563
Employ: Unemployed	51%	(154)	49%	(147)	301
Employ: Other	66%	(90)	34%	(47)	137
Military HH: Yes	45%	(129)	55%	(155)	283
Military HH: No	54%	(1031)	46%	(895)	1927
RD/WT: Right Direction	53%	(354)	47%	(312)	666
RD/WT: Wrong Track	52%	(805)	48%	(738)	1544
Biden Job Approve	56%	(539)	44%	(431)	970
Biden Job Disapprove	50%	(571)	50%	(573)	1144
Biden Job Strongly Approve	54%	(233)	46%	(200)	433
Biden Job Somewhat Approve	57%	(306)	43%	(232)	537
Biden Job Somewhat Disapprove	57%	(194)	43%	(145)	339
Biden Job Strongly Disapprove	47%	(377)	53%	(428)	805

Table MCFE34_2: *Have you heard about upcoming movies/TV shows through the following in the past year?*
Advertisements on social media (such as TikTok, Instagram, Snapchat, Twitter, Facebook, YouTube)

Demographic	Yes		No		Total N
Adults	52%	(1160)	48%	(1050)	2210
Favorable of Biden	55%	(534)	45%	(435)	969
Unfavorable of Biden	50%	(571)	50%	(562)	1134
Very Favorable of Biden	54%	(260)	46%	(222)	482
Somewhat Favorable of Biden	56%	(274)	44%	(213)	487
Somewhat Unfavorable of Biden	61%	(182)	39%	(117)	299
Very Unfavorable of Biden	47%	(390)	53%	(445)	835
#1 Issue: Economy	56%	(511)	44%	(402)	913
#1 Issue: Security	46%	(113)	54%	(130)	243
#1 Issue: Health Care	54%	(91)	46%	(79)	170
#1 Issue: Medicare / Social Security	33%	(88)	67%	(177)	266
#1 Issue: Women's Issues	65%	(202)	35%	(109)	311
#1 Issue: Education	65%	(38)	35%	(21)	59
#1 Issue: Energy	52%	(69)	48%	(65)	134
#1 Issue: Other	41%	(47)	59%	(67)	115
2020 Vote: Joe Biden	55%	(519)	45%	(426)	945
2020 Vote: Donald Trump	47%	(347)	53%	(392)	740
2020 Vote: Other	58%	(39)	42%	(28)	67
2020 Vote: Didn't Vote	56%	(255)	44%	(203)	459
2018 House Vote: Democrat	55%	(415)	45%	(340)	755
2018 House Vote: Republican	45%	(268)	55%	(321)	589
2018 House Vote: Someone else	46%	(23)	54%	(27)	50
2016 Vote: Hillary Clinton	54%	(375)	46%	(320)	695
2016 Vote: Donald Trump	46%	(301)	54%	(355)	656
2016 Vote: Other	53%	(45)	47%	(41)	86
2016 Vote: Didn't Vote	57%	(433)	43%	(331)	765
Voted in 2014: Yes	48%	(589)	52%	(637)	1227
Voted in 2014: No	58%	(571)	42%	(413)	983
4-Region: Northeast	49%	(186)	51%	(196)	383
4-Region: Midwest	51%	(234)	49%	(222)	456
4-Region: South	55%	(462)	45%	(382)	844
4-Region: West	53%	(277)	47%	(249)	527

Table MCFE34_2: *Have you heard about upcoming movies/TV shows through the following in the past year?*
Advertisements on social media (such as TikTok, Instagram, Snapchat, Twitter, Facebook, YouTube)

Demographic	Yes		No		Total N
Adults	52%	(1160)	48%	(1050)	2210
TikTok Users	73%	(577)	27%	(216)	793
Twitch Users	74%	(160)	26%	(55)	216
2022 Sports Viewers/Attendees	56%	(824)	44%	(651)	1475
Monthly Moviegoers	65%	(209)	35%	(111)	320
Few Times per Year + Moviegoers	63%	(578)	37%	(342)	920
Heard Smile Campaign	74%	(409)	26%	(142)	551
Heard Minion Campaign	80%	(434)	20%	(107)	540
Listens to Podcasts	66%	(742)	34%	(390)	1132
Streaming Services User	59%	(1053)	41%	(720)	1773
Netflix User	62%	(917)	38%	(557)	1474
Disney+ User	68%	(671)	32%	(313)	984
Heterosexual or straight	52%	(1021)	48%	(950)	1971
Gay	54%	(37)	46%	(31)	68
Bisexual	64%	(57)	36%	(32)	88
Yes	73%	(51)	27%	(19)	70
No	52%	(1109)	48%	(1031)	2140

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

Table MCFE34_3: *Have you heard about upcoming movies/TV shows through the following in the past year?*
The news

Demographic	Yes		No		Total N
Adults	41%	(917)	59%	(1293)	2210
Gender: Male	47%	(504)	53%	(564)	1068
Gender: Female	36%	(413)	64%	(730)	1142
Age: 18-34	37%	(234)	63%	(408)	642
Age: 35-44	45%	(165)	55%	(200)	365
Age: 45-64	40%	(283)	60%	(431)	714
Age: 65+	48%	(234)	52%	(255)	489
GenZers: 1997-2012	39%	(101)	61%	(155)	256
Millennials: 1981-1996	39%	(254)	61%	(399)	653
GenXers: 1965-1980	37%	(205)	63%	(350)	555
Baby Boomers: 1946-1964	48%	(323)	52%	(351)	673
PID: Dem (no lean)	46%	(399)	54%	(460)	860
PID: Ind (no lean)	37%	(251)	63%	(423)	674
PID: Rep (no lean)	39%	(266)	61%	(410)	676
PID/Gender: Dem Men	54%	(212)	46%	(182)	394
PID/Gender: Dem Women	40%	(187)	60%	(278)	465
PID/Gender: Ind Men	43%	(147)	57%	(198)	345
PID/Gender: Ind Women	32%	(104)	68%	(225)	329
PID/Gender: Rep Men	44%	(145)	56%	(184)	328
PID/Gender: Rep Women	35%	(122)	65%	(226)	348
Ideo: Liberal (1-3)	47%	(309)	53%	(347)	656
Ideo: Moderate (4)	38%	(288)	62%	(463)	751
Ideo: Conservative (5-7)	43%	(287)	57%	(379)	666
Educ: < College	36%	(516)	64%	(921)	1437
Educ: Bachelors degree	51%	(251)	49%	(239)	491
Educ: Post-grad	53%	(149)	47%	(133)	282
Income: Under 50k	38%	(481)	62%	(790)	1271
Income: 50k-100k	44%	(286)	56%	(370)	656
Income: 100k+	53%	(149)	47%	(134)	283
Ethnicity: White	41%	(694)	59%	(1017)	1711
Ethnicity: Hispanic	45%	(167)	55%	(207)	374
Ethnicity: Black	45%	(128)	55%	(155)	282

Table MCFE34_3: *Have you heard about upcoming movies/TV shows through the following in the past year?*
The news

Demographic	Yes		No		Total N
Adults	41%	(917)	59%	(1293)	2210
Ethnicity: Other	44%	(95)	56%	(122)	217
All Christian	45%	(459)	55%	(570)	1029
All Non-Christian	43%	(56)	57%	(73)	129
Atheist	44%	(43)	56%	(56)	99
Agnostic/Nothing in particular	36%	(210)	64%	(377)	587
Something Else	40%	(148)	60%	(218)	365
Religious Non-Protestant/Catholic	40%	(62)	60%	(92)	154
Evangelical	44%	(245)	56%	(314)	558
Non-Evangelical	44%	(346)	56%	(445)	792
Community: Urban	44%	(281)	56%	(356)	638
Community: Suburban	44%	(441)	56%	(573)	1014
Community: Rural	35%	(194)	65%	(364)	558
Employ: Private Sector	46%	(304)	54%	(350)	654
Employ: Government	45%	(62)	55%	(75)	136
Employ: Self-Employed	42%	(69)	58%	(97)	166
Employ: Homemaker	28%	(54)	72%	(137)	190
Employ: Student	42%	(26)	58%	(36)	62
Employ: Retired	45%	(256)	55%	(307)	563
Employ: Unemployed	28%	(85)	72%	(216)	301
Employ: Other	44%	(61)	56%	(76)	137
Military HH: Yes	42%	(120)	58%	(163)	283
Military HH: No	41%	(796)	59%	(1131)	1927
RD/WT: Right Direction	47%	(310)	53%	(356)	666
RD/WT: Wrong Track	39%	(606)	61%	(938)	1544
Biden Job Approve	48%	(464)	52%	(506)	970
Biden Job Disapprove	38%	(430)	62%	(714)	1144
Biden Job Strongly Approve	52%	(225)	48%	(207)	433
Biden Job Somewhat Approve	44%	(239)	56%	(299)	537
Biden Job Somewhat Disapprove	37%	(125)	63%	(214)	339
Biden Job Strongly Disapprove	38%	(305)	62%	(500)	805

Table MCFE34_3: *Have you heard about upcoming movies/TV shows through the following in the past year?*
The news

Demographic	Yes		No		Total N
Adults	41%	(917)	59%	(1293)	2210
Favorable of Biden	48%	(464)	52%	(505)	969
Unfavorable of Biden	37%	(418)	63%	(716)	1134
Very Favorable of Biden	52%	(249)	48%	(233)	482
Somewhat Favorable of Biden	44%	(215)	56%	(272)	487
Somewhat Unfavorable of Biden	35%	(106)	65%	(193)	299
Very Unfavorable of Biden	37%	(312)	63%	(523)	835
#1 Issue: Economy	40%	(367)	60%	(546)	913
#1 Issue: Security	38%	(91)	62%	(151)	243
#1 Issue: Health Care	47%	(80)	53%	(91)	170
#1 Issue: Medicare / Social Security	44%	(117)	56%	(149)	266
#1 Issue: Women's Issues	39%	(120)	61%	(191)	311
#1 Issue: Education	51%	(30)	49%	(29)	59
#1 Issue: Energy	47%	(63)	53%	(71)	134
#1 Issue: Other	42%	(48)	58%	(67)	115
2020 Vote: Joe Biden	48%	(453)	52%	(492)	945
2020 Vote: Donald Trump	40%	(292)	60%	(448)	740
2020 Vote: Other	35%	(23)	65%	(44)	67
2020 Vote: Didn't Vote	32%	(148)	68%	(310)	459
2018 House Vote: Democrat	49%	(367)	51%	(388)	755
2018 House Vote: Republican	43%	(252)	57%	(337)	589
2018 House Vote: Someone else	39%	(19)	61%	(30)	50
2016 Vote: Hillary Clinton	48%	(336)	52%	(359)	695
2016 Vote: Donald Trump	43%	(280)	57%	(375)	656
2016 Vote: Other	41%	(35)	59%	(51)	86
2016 Vote: Didn't Vote	34%	(260)	66%	(505)	765
Voted in 2014: Yes	46%	(561)	54%	(666)	1227
Voted in 2014: No	36%	(356)	64%	(628)	983
4-Region: Northeast	43%	(163)	57%	(219)	383
4-Region: Midwest	39%	(179)	61%	(278)	456
4-Region: South	42%	(352)	58%	(493)	844
4-Region: West	42%	(223)	58%	(303)	527

Table MCFE34_3: *Have you heard about upcoming movies/TV shows through the following in the past year?*
The news

Demographic	Yes		No		Total N
Adults	41%	(917)	59%	(1293)	2210
TikTok Users	43%	(337)	57%	(456)	793
Twitch Users	52%	(112)	48%	(104)	216
2022 Sports Viewers/Attendees	48%	(707)	52%	(768)	1475
Monthly Moviegoers	62%	(199)	38%	(122)	320
Few Times per Year + Moviegoers	50%	(461)	50%	(458)	920
Heard Smile Campaign	56%	(310)	44%	(241)	551
Heard Minion Campaign	58%	(311)	42%	(229)	540
Listens to Podcasts	49%	(553)	51%	(579)	1132
Streaming Services User	44%	(772)	56%	(1001)	1773
Netflix User	43%	(626)	57%	(847)	1474
Disney+ User	45%	(442)	55%	(542)	984
Heterosexual or straight	42%	(827)	58%	(1143)	1971
Gay	50%	(34)	50%	(34)	68
Bisexual	34%	(30)	66%	(58)	88
Yes	36%	(25)	64%	(45)	70
No	42%	(891)	58%	(1248)	2140

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

Table MCFE34_4: *Have you heard about upcoming movies/TV shows through the following in the past year?*
Conversations with friends / family

Demographic	Yes		No		Total N
Adults	58%	(1286)	42%	(924)	2210
Gender: Male	56%	(601)	44%	(467)	1068
Gender: Female	60%	(686)	40%	(457)	1142
Age: 18-34	64%	(409)	36%	(233)	642
Age: 35-44	68%	(250)	32%	(116)	365
Age: 45-64	56%	(396)	44%	(318)	714
Age: 65+	47%	(231)	53%	(258)	489
GenZers: 1997-2012	61%	(156)	39%	(101)	256
Millennials: 1981-1996	67%	(437)	33%	(215)	653
GenXers: 1965-1980	61%	(338)	39%	(217)	555
Baby Boomers: 1946-1964	49%	(328)	51%	(345)	673
PID: Dem (no lean)	59%	(509)	41%	(351)	860
PID: Ind (no lean)	55%	(368)	45%	(307)	674
PID: Rep (no lean)	61%	(410)	39%	(266)	676
PID/Gender: Dem Men	59%	(232)	41%	(163)	394
PID/Gender: Dem Women	60%	(277)	40%	(188)	465
PID/Gender: Ind Men	52%	(179)	48%	(166)	345
PID/Gender: Ind Women	57%	(188)	43%	(141)	329
PID/Gender: Rep Men	58%	(190)	42%	(138)	328
PID/Gender: Rep Women	63%	(220)	37%	(128)	348
Ideo: Liberal (1-3)	59%	(389)	41%	(267)	656
Ideo: Moderate (4)	55%	(414)	45%	(337)	751
Ideo: Conservative (5-7)	61%	(405)	39%	(262)	666
Educ: < College	57%	(825)	43%	(612)	1437
Educ: Bachelors degree	60%	(293)	40%	(197)	491
Educ: Post-grad	59%	(168)	41%	(115)	282
Income: Under 50k	55%	(699)	45%	(572)	1271
Income: 50k-100k	62%	(408)	38%	(249)	656
Income: 100k+	64%	(180)	36%	(103)	283
Ethnicity: White	58%	(990)	42%	(721)	1711
Ethnicity: Hispanic	60%	(223)	40%	(151)	374
Ethnicity: Black	66%	(186)	34%	(96)	282

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Table MCFE34_4: *Have you heard about upcoming movies/TV shows through the following in the past year?*
Conversations with friends / family

Demographic	Yes		No		Total N
Adults	58%	(1286)	42%	(924)	2210
Ethnicity: Other	51%	(110)	49%	(107)	217
All Christian	59%	(602)	41%	(427)	1029
All Non-Christian	58%	(75)	42%	(54)	129
Atheist	52%	(52)	48%	(48)	99
Agnostic/Nothing in particular	56%	(327)	44%	(260)	587
Something Else	63%	(230)	37%	(135)	365
Religious Non-Protestant/Catholic	59%	(91)	41%	(63)	154
Evangelical	62%	(347)	38%	(211)	558
Non-Evangelical	58%	(456)	42%	(335)	792
Community: Urban	61%	(388)	39%	(250)	638
Community: Suburban	59%	(603)	41%	(412)	1014
Community: Rural	53%	(296)	47%	(262)	558
Employ: Private Sector	67%	(438)	33%	(216)	654
Employ: Government	65%	(89)	35%	(47)	136
Employ: Self-Employed	60%	(100)	40%	(67)	166
Employ: Homemaker	61%	(116)	39%	(74)	190
Employ: Student	66%	(41)	34%	(21)	62
Employ: Retired	45%	(252)	55%	(311)	563
Employ: Unemployed	52%	(155)	48%	(146)	301
Employ: Other	70%	(96)	30%	(41)	137
Military HH: Yes	59%	(167)	41%	(116)	283
Military HH: No	58%	(1119)	42%	(808)	1927
RD/WT: Right Direction	56%	(373)	44%	(294)	666
RD/WT: Wrong Track	59%	(914)	41%	(630)	1544
Biden Job Approve	59%	(569)	41%	(402)	970
Biden Job Disapprove	58%	(668)	42%	(476)	1144
Biden Job Strongly Approve	58%	(251)	42%	(182)	433
Biden Job Somewhat Approve	59%	(317)	41%	(220)	537
Biden Job Somewhat Disapprove	59%	(200)	41%	(138)	339
Biden Job Strongly Disapprove	58%	(468)	42%	(337)	805

Table MCFE34_4: *Have you heard about upcoming movies/TV shows through the following in the past year?*
Conversations with friends / family

Demographic	Yes		No		Total N
Adults	58%	(1286)	42%	(924)	2210
Favorable of Biden	57%	(556)	43%	(413)	969
Unfavorable of Biden	60%	(677)	40%	(457)	1134
Very Favorable of Biden	59%	(283)	41%	(199)	482
Somewhat Favorable of Biden	56%	(274)	44%	(213)	487
Somewhat Unfavorable of Biden	64%	(192)	36%	(107)	299
Very Unfavorable of Biden	58%	(485)	42%	(350)	835
#1 Issue: Economy	61%	(556)	39%	(356)	913
#1 Issue: Security	51%	(124)	49%	(118)	243
#1 Issue: Health Care	59%	(100)	41%	(70)	170
#1 Issue: Medicare / Social Security	45%	(120)	55%	(146)	266
#1 Issue: Women's Issues	63%	(197)	37%	(114)	311
#1 Issue: Education	68%	(40)	32%	(19)	59
#1 Issue: Energy	66%	(89)	34%	(45)	134
#1 Issue: Other	53%	(60)	47%	(54)	115
2020 Vote: Joe Biden	59%	(554)	41%	(391)	945
2020 Vote: Donald Trump	60%	(447)	40%	(293)	740
2020 Vote: Other	52%	(35)	48%	(32)	67
2020 Vote: Didn't Vote	55%	(251)	45%	(208)	459
2018 House Vote: Democrat	60%	(454)	40%	(301)	755
2018 House Vote: Republican	60%	(352)	40%	(237)	589
2018 House Vote: Someone else	59%	(29)	41%	(20)	50
2016 Vote: Hillary Clinton	62%	(428)	38%	(267)	695
2016 Vote: Donald Trump	60%	(392)	40%	(264)	656
2016 Vote: Other	54%	(46)	46%	(40)	86
2016 Vote: Didn't Vote	54%	(415)	46%	(350)	765
Voted in 2014: Yes	59%	(727)	41%	(500)	1227
Voted in 2014: No	57%	(560)	43%	(424)	983
4-Region: Northeast	60%	(230)	40%	(152)	383
4-Region: Midwest	58%	(266)	42%	(191)	456
4-Region: South	59%	(499)	41%	(345)	844
4-Region: West	55%	(291)	45%	(235)	527

Table MCFE34_4: *Have you heard about upcoming movies/TV shows through the following in the past year?*
Conversations with friends / family

Demographic	Yes		No		Total N
Adults	58%	(1286)	42%	(924)	2210
TikTok Users	69%	(550)	31%	(242)	793
Twitch Users	68%	(147)	32%	(68)	216
2022 Sports Viewers/Attendees	62%	(918)	38%	(557)	1475
Monthly Moviegoers	75%	(239)	25%	(81)	320
Few Times per Year + Moviegoers	72%	(660)	28%	(260)	920
Heard Smile Campaign	74%	(410)	26%	(141)	551
Heard Minion Campaign	77%	(413)	23%	(127)	540
Listens to Podcasts	67%	(757)	33%	(375)	1132
Streaming Services User	65%	(1149)	35%	(623)	1773
Netflix User	67%	(982)	33%	(492)	1474
Disney+ User	70%	(685)	30%	(299)	984
Heterosexual or straight	58%	(1148)	42%	(823)	1971
Gay	60%	(41)	40%	(27)	68
Bisexual	67%	(59)	33%	(29)	88
Yes	63%	(45)	37%	(26)	70
No	58%	(1242)	42%	(898)	2140

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

Table MCFE34_5: *Have you heard about upcoming movies/TV shows through the following in the past year?*
Ads while watching TV/movies/videos

Demographic	Yes		No		Total N
Adults	70%	(1548)	30%	(662)	2210
Gender: Male	70%	(746)	30%	(322)	1068
Gender: Female	70%	(802)	30%	(340)	1142
Age: 18-34	69%	(441)	31%	(201)	642
Age: 35-44	70%	(257)	30%	(109)	365
Age: 45-64	69%	(493)	31%	(221)	714
Age: 65+	73%	(357)	27%	(131)	489
GenZers: 1997-2012	64%	(163)	36%	(93)	256
Millennials: 1981-1996	73%	(477)	27%	(176)	653
GenXers: 1965-1980	66%	(366)	34%	(190)	555
Baby Boomers: 1946-1964	74%	(498)	26%	(175)	673
PID: Dem (no lean)	72%	(620)	28%	(239)	860
PID: Ind (no lean)	69%	(463)	31%	(212)	674
PID: Rep (no lean)	69%	(465)	31%	(211)	676
PID/Gender: Dem Men	73%	(288)	27%	(106)	394
PID/Gender: Dem Women	71%	(332)	29%	(134)	465
PID/Gender: Ind Men	69%	(239)	31%	(106)	345
PID/Gender: Ind Women	68%	(224)	32%	(105)	329
PID/Gender: Rep Men	67%	(219)	33%	(109)	328
PID/Gender: Rep Women	71%	(246)	29%	(102)	348
Ideo: Liberal (1-3)	76%	(500)	24%	(156)	656
Ideo: Moderate (4)	66%	(494)	34%	(257)	751
Ideo: Conservative (5-7)	71%	(470)	29%	(196)	666
Educ: < College	68%	(975)	32%	(462)	1437
Educ: Bachelors degree	73%	(357)	27%	(134)	491
Educ: Post-grad	77%	(216)	23%	(66)	282
Income: Under 50k	67%	(851)	33%	(420)	1271
Income: 50k-100k	73%	(478)	27%	(178)	656
Income: 100k+	77%	(219)	23%	(64)	283
Ethnicity: White	70%	(1204)	30%	(507)	1711
Ethnicity: Hispanic	64%	(240)	36%	(134)	374
Ethnicity: Black	72%	(203)	28%	(79)	282

Table MCFE34_5: *Have you heard about upcoming movies/TV shows through the following in the past year?*
Ads while watching TV/movies/videos

Demographic	Yes		No		Total N
Adults	70%	(1548)	30%	(662)	2210
Ethnicity: Other	65%	(141)	35%	(76)	217
All Christian	72%	(738)	28%	(291)	1029
All Non-Christian	65%	(84)	35%	(45)	129
Atheist	59%	(59)	41%	(41)	99
Agnostic/Nothing in particular	70%	(410)	30%	(177)	587
Something Else	71%	(258)	29%	(107)	365
Religious Non-Protestant/Catholic	67%	(103)	33%	(51)	154
Evangelical	69%	(384)	31%	(174)	558
Non-Evangelical	73%	(578)	27%	(214)	792
Community: Urban	70%	(446)	30%	(191)	638
Community: Suburban	72%	(733)	28%	(281)	1014
Community: Rural	66%	(369)	34%	(189)	558
Employ: Private Sector	73%	(477)	27%	(178)	654
Employ: Government	69%	(94)	31%	(42)	136
Employ: Self-Employed	75%	(124)	25%	(42)	166
Employ: Homemaker	68%	(129)	32%	(61)	190
Employ: Student	74%	(46)	26%	(16)	62
Employ: Retired	69%	(387)	31%	(176)	563
Employ: Unemployed	62%	(186)	38%	(115)	301
Employ: Other	77%	(105)	23%	(32)	137
Military HH: Yes	74%	(210)	26%	(73)	283
Military HH: No	69%	(1338)	31%	(589)	1927
RD/WT: Right Direction	68%	(451)	32%	(215)	666
RD/WT: Wrong Track	71%	(1097)	29%	(447)	1544
Biden Job Approve	72%	(696)	28%	(274)	970
Biden Job Disapprove	70%	(798)	30%	(346)	1144
Biden Job Strongly Approve	68%	(295)	32%	(138)	433
Biden Job Somewhat Approve	75%	(401)	25%	(137)	537
Biden Job Somewhat Disapprove	70%	(239)	30%	(100)	339
Biden Job Strongly Disapprove	69%	(559)	31%	(246)	805

Table MCFE34_5: *Have you heard about upcoming movies/TV shows through the following in the past year?*
Ads while watching TV/movies/videos

Demographic	Yes		No		Total N
Adults	70%	(1548)	30%	(662)	2210
Favorable of Biden	72%	(697)	28%	(272)	969
Unfavorable of Biden	70%	(794)	30%	(340)	1134
Very Favorable of Biden	70%	(337)	30%	(145)	482
Somewhat Favorable of Biden	74%	(360)	26%	(127)	487
Somewhat Unfavorable of Biden	73%	(219)	27%	(79)	299
Very Unfavorable of Biden	69%	(575)	31%	(260)	835
#1 Issue: Economy	72%	(657)	28%	(256)	913
#1 Issue: Security	66%	(161)	34%	(82)	243
#1 Issue: Health Care	64%	(110)	36%	(61)	170
#1 Issue: Medicare / Social Security	70%	(186)	30%	(80)	266
#1 Issue: Women's Issues	72%	(223)	28%	(88)	311
#1 Issue: Education	77%	(45)	23%	(14)	59
#1 Issue: Energy	67%	(90)	33%	(44)	134
#1 Issue: Other	67%	(77)	33%	(38)	115
2020 Vote: Joe Biden	73%	(689)	27%	(256)	945
2020 Vote: Donald Trump	70%	(519)	30%	(221)	740
2020 Vote: Other	71%	(47)	29%	(20)	67
2020 Vote: Didn't Vote	64%	(294)	36%	(165)	459
2018 House Vote: Democrat	74%	(557)	26%	(198)	755
2018 House Vote: Republican	71%	(419)	29%	(170)	589
2018 House Vote: Someone else	73%	(36)	27%	(13)	50
2016 Vote: Hillary Clinton	74%	(515)	26%	(180)	695
2016 Vote: Donald Trump	72%	(474)	28%	(182)	656
2016 Vote: Other	69%	(59)	31%	(27)	86
2016 Vote: Didn't Vote	65%	(496)	35%	(269)	765
Voted in 2014: Yes	72%	(885)	28%	(342)	1227
Voted in 2014: No	67%	(664)	33%	(320)	983
4-Region: Northeast	67%	(257)	33%	(126)	383
4-Region: Midwest	69%	(314)	31%	(142)	456
4-Region: South	71%	(596)	29%	(248)	844
4-Region: West	72%	(381)	28%	(146)	527

Table MCFE34_5: *Have you heard about upcoming movies/TV shows through the following in the past year?*
Ads while watching TV/movies/videos

Demographic	Yes		No		Total N
Adults	70%	(1548)	30%	(662)	2210
TikTok Users	72%	(572)	28%	(220)	793
Twitch Users	73%	(158)	27%	(57)	216
2022 Sports Viewers/Attendees	76%	(1114)	24%	(361)	1475
Monthly Moviegoers	76%	(245)	24%	(76)	320
Few Times per Year + Moviegoers	78%	(714)	22%	(205)	920
Heard Smile Campaign	74%	(408)	26%	(143)	551
Heard Minion Campaign	76%	(410)	24%	(130)	540
Listens to Podcasts	75%	(843)	25%	(288)	1132
Streaming Services User	74%	(1315)	26%	(458)	1773
Netflix User	74%	(1087)	26%	(387)	1474
Disney+ User	76%	(748)	24%	(236)	984
Heterosexual or straight	70%	(1375)	30%	(595)	1971
Gay	79%	(54)	21%	(14)	68
Bisexual	71%	(63)	29%	(25)	88
Yes	70%	(49)	30%	(21)	70
No	70%	(1499)	30%	(641)	2140

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

Table MCFE34_6: *Have you heard about upcoming movies/TV shows through the following in the past year?*
Print advertisements (such as those posted at bus stops, malls)

Demographic	Yes		No		Total N
Adults	28%	(620)	72%	(1590)	2210
Gender: Male	31%	(331)	69%	(736)	1068
Gender: Female	25%	(289)	75%	(854)	1142
Age: 18-34	33%	(212)	67%	(430)	642
Age: 35-44	31%	(112)	69%	(253)	365
Age: 45-64	26%	(188)	74%	(526)	714
Age: 65+	22%	(107)	78%	(381)	489
GenZers: 1997-2012	33%	(84)	67%	(173)	256
Millennials: 1981-1996	34%	(221)	66%	(432)	653
GenXers: 1965-1980	25%	(140)	75%	(415)	555
Baby Boomers: 1946-1964	24%	(162)	76%	(511)	673
PID: Dem (no lean)	32%	(279)	68%	(581)	860
PID: Ind (no lean)	25%	(171)	75%	(504)	674
PID: Rep (no lean)	25%	(170)	75%	(506)	676
PID/Gender: Dem Men	37%	(147)	63%	(247)	394
PID/Gender: Dem Women	28%	(132)	72%	(334)	465
PID/Gender: Ind Men	29%	(101)	71%	(245)	345
PID/Gender: Ind Women	21%	(70)	79%	(259)	329
PID/Gender: Rep Men	25%	(83)	75%	(245)	328
PID/Gender: Rep Women	25%	(87)	75%	(261)	348
Ideo: Liberal (1-3)	34%	(225)	66%	(431)	656
Ideo: Moderate (4)	27%	(203)	73%	(548)	751
Ideo: Conservative (5-7)	24%	(160)	76%	(506)	666
Educ: < College	27%	(382)	73%	(1055)	1437
Educ: Bachelors degree	29%	(143)	71%	(348)	491
Educ: Post-grad	34%	(95)	66%	(187)	282
Income: Under 50k	26%	(333)	74%	(938)	1271
Income: 50k-100k	30%	(199)	70%	(457)	656
Income: 100k+	31%	(88)	69%	(195)	283
Ethnicity: White	26%	(445)	74%	(1266)	1711
Ethnicity: Hispanic	36%	(136)	64%	(237)	374
Ethnicity: Black	33%	(94)	67%	(189)	282

Table MCFE34_6: *Have you heard about upcoming movies/TV shows through the following in the past year?*
Print advertisements (such as those posted at bus stops, malls)

Demographic	Yes		No		Total N
Adults	28%	(620)	72%	(1590)	2210
Ethnicity: Other	38%	(81)	62%	(136)	217
All Christian	29%	(296)	71%	(733)	1029
All Non-Christian	30%	(38)	70%	(91)	129
Atheist	23%	(23)	77%	(77)	99
Agnostic/Nothing in particular	27%	(157)	73%	(430)	587
Something Else	29%	(106)	71%	(259)	365
Religious Non-Protestant/Catholic	31%	(47)	69%	(106)	154
Evangelical	27%	(151)	73%	(407)	558
Non-Evangelical	30%	(236)	70%	(555)	792
Community: Urban	33%	(214)	67%	(424)	638
Community: Suburban	28%	(288)	72%	(727)	1014
Community: Rural	21%	(118)	79%	(440)	558
Employ: Private Sector	33%	(217)	67%	(437)	654
Employ: Government	29%	(39)	71%	(97)	136
Employ: Self-Employed	32%	(54)	68%	(113)	166
Employ: Homemaker	23%	(43)	77%	(147)	190
Employ: Student	38%	(24)	62%	(39)	62
Employ: Retired	23%	(130)	77%	(433)	563
Employ: Unemployed	25%	(76)	75%	(225)	301
Employ: Other	27%	(37)	73%	(100)	137
Military HH: Yes	25%	(72)	75%	(212)	283
Military HH: No	28%	(548)	72%	(1379)	1927
RD/WT: Right Direction	36%	(237)	64%	(430)	666
RD/WT: Wrong Track	25%	(383)	75%	(1161)	1544
Biden Job Approve	32%	(314)	68%	(657)	970
Biden Job Disapprove	25%	(285)	75%	(859)	1144
Biden Job Strongly Approve	33%	(143)	67%	(290)	433
Biden Job Somewhat Approve	32%	(171)	68%	(367)	537
Biden Job Somewhat Disapprove	31%	(105)	69%	(234)	339
Biden Job Strongly Disapprove	22%	(181)	78%	(624)	805

Table MCFE34_6: *Have you heard about upcoming movies/TV shows through the following in the past year?*
Print advertisements (such as those posted at bus stops, malls)

Demographic	Yes		No		Total N
Adults	28%	(620)	72%	(1590)	2210
Favorable of Biden	32%	(307)	68%	(662)	969
Unfavorable of Biden	25%	(289)	75%	(845)	1134
Very Favorable of Biden	33%	(160)	67%	(322)	482
Somewhat Favorable of Biden	30%	(147)	70%	(340)	487
Somewhat Unfavorable of Biden	30%	(91)	70%	(208)	299
Very Unfavorable of Biden	24%	(198)	76%	(637)	835
#1 Issue: Economy	28%	(259)	72%	(653)	913
#1 Issue: Security	26%	(63)	74%	(179)	243
#1 Issue: Health Care	34%	(58)	66%	(112)	170
#1 Issue: Medicare / Social Security	24%	(64)	76%	(202)	266
#1 Issue: Women's Issues	27%	(84)	73%	(227)	311
#1 Issue: Education	41%	(24)	59%	(35)	59
#1 Issue: Energy	32%	(43)	68%	(91)	134
#1 Issue: Other	22%	(25)	78%	(89)	115
2020 Vote: Joe Biden	32%	(302)	68%	(643)	945
2020 Vote: Donald Trump	24%	(175)	76%	(565)	740
2020 Vote: Other	36%	(24)	64%	(43)	67
2020 Vote: Didn't Vote	26%	(119)	74%	(339)	459
2018 House Vote: Democrat	34%	(257)	66%	(498)	755
2018 House Vote: Republican	25%	(146)	75%	(443)	589
2018 House Vote: Someone else	31%	(15)	69%	(34)	50
2016 Vote: Hillary Clinton	33%	(227)	67%	(467)	695
2016 Vote: Donald Trump	25%	(162)	75%	(494)	656
2016 Vote: Other	29%	(25)	71%	(61)	86
2016 Vote: Didn't Vote	26%	(201)	74%	(564)	765
Voted in 2014: Yes	30%	(364)	70%	(862)	1227
Voted in 2014: No	26%	(256)	74%	(728)	983
4-Region: Northeast	30%	(115)	70%	(267)	383
4-Region: Midwest	25%	(113)	75%	(343)	456
4-Region: South	26%	(219)	74%	(625)	844
4-Region: West	33%	(172)	67%	(355)	527

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Table MCFE34_6: *Have you heard about upcoming movies/TV shows through the following in the past year?*
Print advertisements (such as those posted at bus stops, malls)

Demographic	Yes		No		Total N
Adults	28%	(620)	72%	(1590)	2210
TikTok Users	34%	(267)	66%	(526)	793
Twitch Users	45%	(97)	55%	(118)	216
2022 Sports Viewers/Attendees	32%	(469)	68%	(1006)	1475
Monthly Moviegoers	46%	(149)	54%	(172)	320
Few Times per Year + Moviegoers	38%	(349)	62%	(571)	920
Heard Smile Campaign	45%	(250)	55%	(301)	551
Heard Minion Campaign	46%	(249)	54%	(291)	540
Listens to Podcasts	37%	(422)	63%	(709)	1132
Streaming Services User	32%	(563)	68%	(1210)	1773
Netflix User	33%	(480)	67%	(994)	1474
Disney+ User	36%	(350)	64%	(634)	984
Heterosexual or straight	27%	(535)	73%	(1436)	1971
Gay	45%	(31)	55%	(37)	68
Bisexual	28%	(24)	72%	(64)	88
Yes	41%	(29)	59%	(42)	70
No	28%	(591)	72%	(1549)	2140

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

Table MCFE35: *Which of the following comes closest to how you feel about social media campaigns being used to advertise a new movie/TV show?*

Demographic	I tend to enjoy when social media campaigns are used to advertise a new movie/TV show, and it can make me more interested in seeing it		I tend to enjoy when social media campaigns are used to advertise a new movie/TV show, but it doesn't usually make me more interested in seeing it		I don't tend to enjoy when social media campaigns are used to advertise a new movie/TV show		I have never seen a social media campaign being used to advertise a new movie/TV show		Total N
Adults	25%	(561)	30%	(668)	20%	(438)	25%	(544)	2210
Gender: Male	23%	(247)	31%	(332)	20%	(217)	25%	(272)	1068
Gender: Female	27%	(314)	29%	(336)	19%	(221)	24%	(272)	1142
Age: 18-34	34%	(219)	39%	(249)	16%	(100)	12%	(74)	642
Age: 35-44	34%	(126)	36%	(131)	16%	(59)	14%	(50)	365
Age: 45-64	22%	(157)	27%	(196)	23%	(166)	27%	(195)	714
Age: 65+	12%	(59)	19%	(92)	23%	(113)	46%	(224)	489
GenZers: 1997-2012	33%	(84)	41%	(104)	15%	(40)	11%	(29)	256
Millennials: 1981-1996	35%	(231)	36%	(234)	17%	(108)	12%	(80)	653
GenXers: 1965-1980	26%	(147)	31%	(175)	20%	(111)	22%	(123)	555
Baby Boomers: 1946-1964	14%	(94)	22%	(150)	25%	(167)	39%	(262)	673
PID: Dem (no lean)	28%	(245)	33%	(287)	16%	(136)	22%	(192)	860
PID: Ind (no lean)	25%	(166)	27%	(179)	22%	(148)	27%	(182)	674
PID: Rep (no lean)	22%	(150)	30%	(202)	23%	(154)	25%	(169)	676
PID/Gender: Dem Men	30%	(119)	35%	(139)	13%	(51)	22%	(85)	394
PID/Gender: Dem Women	27%	(125)	32%	(148)	18%	(85)	23%	(107)	465
PID/Gender: Ind Men	21%	(71)	26%	(89)	25%	(85)	29%	(100)	345
PID/Gender: Ind Women	29%	(95)	27%	(90)	19%	(63)	25%	(82)	329
PID/Gender: Rep Men	17%	(56)	32%	(104)	25%	(82)	26%	(86)	328
PID/Gender: Rep Women	27%	(94)	28%	(98)	21%	(73)	24%	(83)	348
Ideo: Liberal (1-3)	27%	(178)	34%	(226)	18%	(118)	20%	(133)	656
Ideo: Moderate (4)	28%	(213)	30%	(228)	18%	(132)	24%	(178)	751
Ideo: Conservative (5-7)	20%	(132)	28%	(184)	24%	(162)	28%	(189)	666

Table MCFE35: *Which of the following comes closest to how you feel about social media campaigns being used to advertise a new movie/TV show?*

Demographic	I tend to enjoy when social media campaigns are used to advertise a new movie/TV show, and it can make me more interested in seeing it		I tend to enjoy when social media campaigns are used to advertise a new movie/TV show, but it doesn't usually make me more interested in seeing it		I don't tend to enjoy when social media campaigns are used to advertise a new movie/TV show		I have never seen a social media campaign being used to advertise a new movie/TV show		Total N
Adults	25%	(561)	30%	(668)	20%	(438)	25%	(544)	2210
Educ: < College	26%	(375)	30%	(433)	20%	(282)	24%	(347)	1437
Educ: Bachelors degree	24%	(117)	34%	(165)	19%	(93)	23%	(115)	491
Educ: Post-grad	24%	(69)	25%	(70)	22%	(62)	29%	(82)	282
Income: Under 50k	24%	(308)	30%	(380)	20%	(251)	26%	(332)	1271
Income: 50k-100k	26%	(171)	33%	(216)	19%	(127)	22%	(142)	656
Income: 100k+	29%	(81)	25%	(72)	21%	(60)	24%	(69)	283
Ethnicity: White	23%	(391)	29%	(503)	21%	(364)	26%	(453)	1711
Ethnicity: Hispanic	32%	(120)	36%	(133)	14%	(51)	19%	(70)	374
Ethnicity: Black	43%	(121)	31%	(87)	13%	(36)	14%	(39)	282
Ethnicity: Other	22%	(49)	36%	(79)	17%	(38)	24%	(52)	217
All Christian	24%	(244)	28%	(291)	21%	(218)	27%	(276)	1029
All Non-Christian	19%	(25)	38%	(48)	16%	(20)	27%	(35)	129
Atheist	17%	(17)	33%	(33)	22%	(22)	28%	(27)	99
Agnostic/Nothing in particular	25%	(145)	30%	(177)	20%	(120)	25%	(145)	587
Something Else	35%	(129)	32%	(118)	16%	(58)	16%	(60)	365
Religious Non-Protestant/Catholic	22%	(33)	34%	(52)	20%	(30)	25%	(39)	154
Evangelical	30%	(166)	31%	(173)	19%	(104)	21%	(115)	558
Non-Evangelical	24%	(191)	29%	(229)	20%	(156)	27%	(216)	792
Community: Urban	30%	(192)	33%	(209)	16%	(103)	21%	(134)	638
Community: Suburban	24%	(247)	31%	(314)	21%	(214)	24%	(240)	1014
Community: Rural	22%	(121)	26%	(145)	22%	(121)	31%	(170)	558

Table MCFE35: *Which of the following comes closest to how you feel about social media campaigns being used to advertise a new movie/TV show?*

Demographic	I tend to enjoy when social media campaigns are used to advertise a new movie/TV show, and it can make me more interested in seeing it		I tend to enjoy when social media campaigns are used to advertise a new movie/TV show, but it doesn't usually make me more interested in seeing it		I don't tend to enjoy when social media campaigns are used to advertise a new movie/TV show		I have never seen a social media campaign being used to advertise a new movie/TV show		Total N
Adults	25%	(561)	30%	(668)	20%	(438)	25%	(544)	2210
Employ: Private Sector	31%	(200)	36%	(235)	20%	(130)	14%	(89)	654
Employ: Government	30%	(41)	38%	(52)	20%	(27)	12%	(16)	136
Employ: Self-Employed	31%	(51)	32%	(53)	18%	(30)	20%	(33)	166
Employ: Homemaker	25%	(48)	34%	(64)	17%	(33)	24%	(46)	190
Employ: Student	36%	(22)	38%	(23)	14%	(8)	12%	(8)	62
Employ: Retired	14%	(81)	19%	(104)	24%	(134)	43%	(243)	563
Employ: Unemployed	26%	(79)	30%	(91)	18%	(53)	26%	(79)	301
Employ: Other	28%	(39)	33%	(46)	17%	(23)	21%	(29)	137
Military HH: Yes	18%	(51)	26%	(73)	26%	(73)	31%	(87)	283
Military HH: No	26%	(510)	31%	(595)	19%	(365)	24%	(457)	1927
RD/WT: Right Direction	30%	(200)	30%	(202)	16%	(104)	24%	(161)	666
RD/WT: Wrong Track	23%	(361)	30%	(466)	22%	(334)	25%	(383)	1544
Biden Job Approve	29%	(280)	31%	(302)	17%	(161)	23%	(228)	970
Biden Job Disapprove	23%	(259)	29%	(335)	23%	(258)	25%	(292)	1144
Biden Job Strongly Approve	33%	(142)	27%	(118)	16%	(70)	24%	(103)	433
Biden Job Somewhat Approve	26%	(139)	34%	(184)	17%	(91)	23%	(124)	537
Biden Job Somewhat Disapprove	26%	(87)	32%	(109)	21%	(71)	21%	(71)	339
Biden Job Strongly Disapprove	21%	(172)	28%	(226)	23%	(186)	27%	(220)	805
Favorable of Biden	28%	(273)	31%	(301)	17%	(166)	24%	(229)	969
Unfavorable of Biden	23%	(263)	30%	(335)	22%	(250)	25%	(285)	1134
Very Favorable of Biden	31%	(149)	27%	(131)	15%	(75)	26%	(127)	482
Somewhat Favorable of Biden	25%	(124)	35%	(170)	19%	(91)	21%	(102)	487
Somewhat Unfavorable of Biden	29%	(86)	32%	(96)	18%	(55)	21%	(62)	299
Very Unfavorable of Biden	21%	(177)	29%	(239)	23%	(195)	27%	(223)	835

Table MCFE35: *Which of the following comes closest to how you feel about social media campaigns being used to advertise a new movie/TV show?*

Demographic	I tend to enjoy when social media campaigns are used to advertise a new movie/TV show, and it can make me more interested in seeing it		I tend to enjoy when social media campaigns are used to advertise a new movie/TV show, but it doesn't usually make me more interested in seeing it		I don't tend to enjoy when social media campaigns are used to advertise a new movie/TV show		I have never seen a social media campaign being used to advertise a new movie/TV show		Total N
Adults	25%	(561)	30%	(668)	20%	(438)	25%	(544)	2210
#1 Issue: Economy	27%	(242)	34%	(312)	19%	(175)	20%	(184)	913
#1 Issue: Security	18%	(43)	27%	(67)	23%	(57)	31%	(76)	243
#1 Issue: Health Care	27%	(45)	38%	(65)	16%	(26)	20%	(34)	170
#1 Issue: Medicare / Social Security	21%	(57)	17%	(45)	23%	(60)	39%	(104)	266
#1 Issue: Women's Issues	29%	(90)	34%	(107)	16%	(51)	20%	(63)	311
#1 Issue: Education	41%	(24)	33%	(19)	11%	(7)	15%	(9)	59
#1 Issue: Energy	31%	(41)	27%	(36)	17%	(23)	25%	(34)	134
#1 Issue: Other	15%	(18)	16%	(19)	33%	(38)	35%	(40)	115
2020 Vote: Joe Biden	28%	(263)	32%	(300)	17%	(162)	23%	(221)	945
2020 Vote: Donald Trump	20%	(149)	30%	(220)	24%	(175)	27%	(196)	740
2020 Vote: Other	32%	(22)	27%	(18)	17%	(11)	24%	(16)	67
2020 Vote: Didn't Vote	28%	(128)	28%	(130)	20%	(90)	24%	(111)	459
2018 House Vote: Democrat	29%	(218)	31%	(235)	16%	(118)	24%	(184)	755
2018 House Vote: Republican	21%	(122)	28%	(164)	23%	(136)	28%	(167)	589
2018 House Vote: Someone else	33%	(16)	19%	(9)	25%	(12)	23%	(11)	50
2016 Vote: Hillary Clinton	27%	(189)	32%	(220)	17%	(121)	24%	(165)	695
2016 Vote: Donald Trump	21%	(138)	28%	(181)	23%	(151)	28%	(186)	656
2016 Vote: Other	26%	(22)	25%	(22)	21%	(18)	28%	(24)	86
2016 Vote: Didn't Vote	27%	(210)	32%	(241)	19%	(147)	22%	(167)	765
Voted in 2014: Yes	25%	(303)	28%	(341)	20%	(247)	27%	(336)	1227
Voted in 2014: No	26%	(258)	33%	(327)	19%	(190)	21%	(208)	983

Table MCFE35: *Which of the following comes closest to how you feel about social media campaigns being used to advertise a new movie/TV show?*

Demographic	I tend to enjoy when social media campaigns are used to advertise a new movie/TV show, and it can make me more interested in seeing it		I tend to enjoy when social media campaigns are used to advertise a new movie/TV show, but it doesn't usually make me more interested in seeing it		I don't tend to enjoy when social media campaigns are used to advertise a new movie/TV show		I have never seen a social media campaign being used to advertise a new movie/TV show		Total N
Adults	25%	(561)	30%	(668)	20%	(438)	25%	(544)	2210
4-Region: Northeast	22%	(83)	28%	(108)	19%	(72)	31%	(119)	383
4-Region: Midwest	25%	(115)	29%	(135)	21%	(96)	24%	(112)	456
4-Region: South	27%	(227)	32%	(267)	20%	(165)	22%	(186)	844
4-Region: West	26%	(136)	30%	(159)	20%	(105)	24%	(127)	527
TikTok Users	39%	(306)	36%	(289)	15%	(118)	10%	(80)	793
Twitch Users	43%	(93)	37%	(80)	15%	(32)	5%	(10)	216
2022 Sports Viewers/Attendees	28%	(416)	33%	(491)	18%	(267)	20%	(302)	1475
Monthly Moviegoers	44%	(140)	35%	(113)	9%	(28)	12%	(40)	320
Few Times per Year + Moviegoers	35%	(318)	37%	(338)	14%	(133)	14%	(131)	920
Heard Smile Campaign	37%	(203)	43%	(239)	10%	(57)	9%	(52)	551
Heard Minion Campaign	41%	(221)	43%	(230)	10%	(53)	7%	(37)	540
Listens to Podcasts	33%	(374)	37%	(416)	17%	(194)	13%	(147)	1132
Streaming Services User	29%	(521)	33%	(591)	19%	(345)	18%	(316)	1773
Netflix User	31%	(458)	35%	(512)	18%	(272)	16%	(230)	1474
Disney+ User	34%	(332)	37%	(359)	17%	(168)	13%	(125)	984
Heterosexual or straight	25%	(495)	30%	(587)	20%	(396)	25%	(493)	1971
Gay	26%	(17)	35%	(24)	20%	(14)	19%	(13)	68
Bisexual	30%	(27)	33%	(29)	21%	(18)	16%	(15)	88
Yes	20%	(14)	50%	(35)	15%	(10)	15%	(10)	70
No	26%	(546)	30%	(633)	20%	(427)	25%	(533)	2140

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

Table MCFE36_1: *Have you seen the following movies that are currently in theaters?*
Smile

Demographic	Yes		No, but I plan to see it in theaters		No, but I plan to see it when it is out of theaters		No, and I have no plans to see it		Total N
Adults	8%	(178)	9%	(190)	22%	(482)	62%	(1359)	2210
Gender: Male	9%	(99)	11%	(116)	20%	(219)	59%	(634)	1068
Gender: Female	7%	(79)	7%	(74)	23%	(264)	63%	(725)	1142
Age: 18-34	16%	(104)	15%	(96)	26%	(167)	43%	(276)	642
Age: 35-44	10%	(35)	13%	(47)	24%	(88)	53%	(195)	365
Age: 45-64	5%	(34)	6%	(39)	23%	(163)	67%	(477)	714
Age: 65+	1%	(6)	2%	(8)	13%	(64)	84%	(411)	489
GenZers: 1997-2012	17%	(44)	13%	(34)	27%	(69)	42%	(109)	256
Millennials: 1981-1996	13%	(85)	15%	(98)	24%	(158)	48%	(311)	653
GenXers: 1965-1980	6%	(32)	7%	(39)	27%	(152)	60%	(332)	555
Baby Boomers: 1946-1964	2%	(17)	3%	(17)	15%	(100)	80%	(539)	673
PID: Dem (no lean)	11%	(92)	12%	(99)	25%	(213)	53%	(455)	860
PID: Ind (no lean)	6%	(44)	5%	(31)	21%	(143)	68%	(457)	674
PID: Rep (no lean)	6%	(43)	9%	(60)	19%	(126)	66%	(448)	676
PID/Gender: Dem Men	12%	(49)	16%	(64)	26%	(103)	45%	(178)	394
PID/Gender: Dem Women	9%	(43)	8%	(36)	24%	(110)	59%	(277)	465
PID/Gender: Ind Men	7%	(26)	7%	(23)	16%	(57)	70%	(241)	345
PID/Gender: Ind Women	5%	(18)	3%	(9)	26%	(87)	66%	(216)	329
PID/Gender: Rep Men	7%	(24)	9%	(29)	18%	(59)	66%	(215)	328
PID/Gender: Rep Women	5%	(19)	9%	(30)	19%	(67)	67%	(232)	348
Ideo: Liberal (1-3)	9%	(56)	10%	(65)	28%	(181)	54%	(354)	656
Ideo: Moderate (4)	11%	(82)	10%	(73)	21%	(155)	59%	(441)	751
Ideo: Conservative (5-7)	5%	(34)	7%	(46)	16%	(109)	72%	(478)	666
Educ: < College	9%	(122)	9%	(128)	23%	(328)	60%	(859)	1437
Educ: Bachelors degree	6%	(30)	9%	(42)	21%	(103)	64%	(316)	491
Educ: Post-grad	9%	(26)	7%	(21)	18%	(52)	65%	(184)	282
Income: Under 50k	8%	(96)	8%	(100)	24%	(302)	61%	(774)	1271
Income: 50k-100k	8%	(51)	10%	(64)	21%	(137)	62%	(405)	656
Income: 100k+	11%	(32)	9%	(26)	15%	(43)	64%	(181)	283
Ethnicity: White	6%	(110)	7%	(120)	21%	(363)	65%	(1117)	1711

Table MCFE36_1: *Have you seen the following movies that are currently in theaters?*
Smile

Demographic	Yes		No, but I plan to see it in theaters		No, but I plan to see it when it is out of theaters		No, and I have no plans to see it		Total N
Adults	8%	(178)	9%	(190)	22%	(482)	62%	(1359)	2210
Ethnicity: Hispanic	16%	(58)	15%	(55)	27%	(101)	43%	(160)	374
Ethnicity: Black	18%	(50)	18%	(50)	25%	(71)	39%	(111)	282
Ethnicity: Other	8%	(18)	9%	(20)	22%	(48)	60%	(131)	217
All Christian	8%	(87)	9%	(91)	19%	(196)	64%	(655)	1029
All Non-Christian	7%	(10)	10%	(13)	16%	(21)	66%	(85)	129
Atheist	5%	(5)	5%	(5)	26%	(26)	65%	(64)	99
Agnostic/Nothing in particular	8%	(45)	7%	(38)	25%	(146)	61%	(358)	587
Something Else	9%	(32)	12%	(43)	26%	(93)	54%	(198)	365
Religious Non-Protestant/Catholic	6%	(10)	11%	(17)	18%	(28)	65%	(99)	154
Evangelical	12%	(67)	10%	(54)	18%	(100)	60%	(337)	558
Non-Evangelical	6%	(48)	9%	(72)	23%	(180)	62%	(491)	792
Community: Urban	13%	(81)	13%	(86)	21%	(135)	53%	(336)	638
Community: Suburban	7%	(66)	8%	(84)	22%	(223)	63%	(642)	1014
Community: Rural	6%	(31)	4%	(21)	22%	(124)	68%	(382)	558
Employ: Private Sector	13%	(86)	12%	(78)	25%	(164)	50%	(326)	654
Employ: Government	15%	(20)	18%	(25)	16%	(22)	51%	(69)	136
Employ: Self-Employed	12%	(21)	11%	(18)	22%	(37)	55%	(91)	166
Employ: Homemaker	6%	(11)	7%	(13)	25%	(47)	62%	(119)	190
Employ: Student	14%	(9)	14%	(9)	25%	(15)	47%	(29)	62
Employ: Retired	2%	(9)	3%	(15)	14%	(81)	81%	(458)	563
Employ: Unemployed	4%	(13)	6%	(19)	27%	(83)	62%	(187)	301
Employ: Other	7%	(10)	10%	(14)	24%	(34)	58%	(79)	137
Military HH: Yes	3%	(9)	7%	(19)	22%	(62)	68%	(194)	283
Military HH: No	9%	(169)	9%	(171)	22%	(421)	60%	(1165)	1927
RD/WT: Right Direction	14%	(93)	14%	(92)	22%	(144)	51%	(337)	666
RD/WT: Wrong Track	6%	(85)	6%	(98)	22%	(338)	66%	(1022)	1544
Biden Job Approve	11%	(104)	11%	(111)	24%	(233)	54%	(522)	970
Biden Job Disapprove	5%	(63)	7%	(76)	20%	(224)	68%	(781)	1144

Continued on next page

Table MCFE36_1: *Have you seen the following movies that are currently in theaters?*
Smile

Demographic	Yes		No, but I plan to see it in theaters		No, but I plan to see it when it is out of theaters		No, and I have no plans to see it		Total N
Adults	8%	(178)	9%	(190)	22%	(482)	62%	(1359)	2210
Biden Job Strongly Approve	14%	(62)	12%	(52)	21%	(90)	53%	(228)	433
Biden Job Somewhat Approve	8%	(42)	11%	(59)	27%	(142)	55%	(294)	537
Biden Job Somewhat Disapprove	6%	(20)	9%	(30)	22%	(75)	63%	(214)	339
Biden Job Strongly Disapprove	5%	(43)	6%	(46)	19%	(149)	70%	(567)	805
Favorable of Biden	10%	(95)	11%	(104)	24%	(230)	56%	(540)	969
Unfavorable of Biden	6%	(71)	7%	(80)	20%	(225)	67%	(758)	1134
Very Favorable of Biden	12%	(56)	12%	(59)	21%	(102)	55%	(265)	482
Somewhat Favorable of Biden	8%	(38)	9%	(45)	26%	(128)	57%	(276)	487
Somewhat Unfavorable of Biden	7%	(20)	9%	(26)	24%	(72)	61%	(181)	299
Very Unfavorable of Biden	6%	(51)	6%	(54)	18%	(153)	69%	(577)	835
#1 Issue: Economy	8%	(70)	8%	(76)	24%	(223)	60%	(544)	913
#1 Issue: Security	7%	(17)	11%	(28)	16%	(39)	66%	(160)	243
#1 Issue: Health Care	11%	(19)	12%	(20)	23%	(39)	54%	(92)	170
#1 Issue: Medicare / Social Security	4%	(10)	4%	(9)	17%	(45)	76%	(201)	266
#1 Issue: Women's Issues	13%	(42)	9%	(27)	23%	(71)	55%	(171)	311
#1 Issue: Education	13%	(8)	22%	(13)	20%	(12)	45%	(27)	59
#1 Issue: Energy	8%	(10)	8%	(11)	26%	(35)	58%	(78)	134
#1 Issue: Other	3%	(4)	5%	(5)	17%	(19)	75%	(86)	115
2020 Vote: Joe Biden	9%	(90)	10%	(97)	23%	(220)	57%	(537)	945
2020 Vote: Donald Trump	7%	(51)	8%	(59)	17%	(129)	68%	(501)	740
2020 Vote: Other	5%	(4)	11%	(7)	20%	(13)	64%	(43)	67
2020 Vote: Didn't Vote	8%	(34)	6%	(27)	26%	(120)	61%	(278)	459
2018 House Vote: Democrat	10%	(72)	11%	(82)	23%	(177)	56%	(424)	755
2018 House Vote: Republican	6%	(33)	7%	(42)	16%	(95)	71%	(419)	589
2018 House Vote: Someone else	6%	(3)	11%	(5)	12%	(6)	71%	(35)	50
2016 Vote: Hillary Clinton	9%	(62)	11%	(74)	22%	(151)	59%	(407)	695
2016 Vote: Donald Trump	6%	(40)	7%	(46)	16%	(106)	71%	(464)	656
2016 Vote: Other	3%	(3)	7%	(6)	20%	(17)	70%	(60)	86
2016 Vote: Didn't Vote	9%	(72)	8%	(62)	27%	(206)	56%	(425)	765

Table MCFE36_1: *Have you seen the following movies that are currently in theaters?*

Smile

Demographic	Yes		No, but I plan to see it in theaters		No, but I plan to see it when it is out of theaters		No, and I have no plans to see it		Total N
Adults	8%	(178)	9%	(190)	22%	(482)	62%	(1359)	2210
Voted in 2014: Yes	7%	(89)	9%	(107)	18%	(220)	66%	(810)	1227
Voted in 2014: No	9%	(89)	8%	(83)	27%	(262)	56%	(549)	983
4-Region: Northeast	9%	(33)	10%	(39)	20%	(78)	61%	(233)	383
4-Region: Midwest	7%	(33)	8%	(34)	21%	(95)	64%	(294)	456
4-Region: South	9%	(79)	8%	(68)	23%	(196)	59%	(502)	844
4-Region: West	6%	(33)	9%	(49)	22%	(113)	63%	(331)	527
TikTok Users	14%	(108)	14%	(110)	26%	(206)	47%	(369)	793
Twitch Users	18%	(39)	19%	(40)	25%	(53)	38%	(83)	216
2022 Sports Viewers/Attendees	9%	(135)	10%	(153)	22%	(332)	58%	(855)	1475
Monthly Moviegoers	26%	(82)	21%	(67)	20%	(65)	33%	(106)	320
Few Times per Year + Moviegoers	14%	(132)	16%	(150)	25%	(229)	44%	(409)	920
Heard Smile Campaign	26%	(145)	22%	(121)	28%	(154)	24%	(131)	551
Heard Minion Campaign	23%	(127)	20%	(110)	26%	(140)	30%	(164)	540
Listens to Podcasts	12%	(130)	14%	(153)	26%	(295)	49%	(554)	1132
Streaming Services User	9%	(167)	10%	(180)	25%	(443)	55%	(983)	1773
Netflix User	11%	(157)	11%	(168)	26%	(377)	52%	(772)	1474
Disney+ User	13%	(127)	13%	(130)	26%	(260)	47%	(466)	984
Heterosexual or straight	8%	(150)	9%	(173)	21%	(416)	63%	(1232)	1971
Gay	3%	(2)	5%	(4)	37%	(25)	55%	(37)	68
Bisexual	18%	(16)	7%	(6)	24%	(21)	52%	(46)	88
Yes	15%	(11)	6%	(4)	25%	(18)	54%	(38)	70
No	8%	(168)	9%	(186)	22%	(465)	62%	(1321)	2140

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

Table MCFE36_2: *Have you seen the following movies that are currently in theaters?*

Minions: The Rise of Gru

Demographic	Yes		No, but I plan to see it in theaters		No, but I plan to see it when it is out of theaters		No, and I have no plans to see it		Total N
Adults	15%	(338)	7%	(158)	23%	(510)	54%	(1204)	2210
Gender: Male	14%	(151)	9%	(94)	20%	(214)	57%	(608)	1068
Gender: Female	16%	(186)	6%	(63)	26%	(296)	52%	(597)	1142
Age: 18-34	23%	(150)	10%	(66)	26%	(168)	40%	(258)	642
Age: 35-44	19%	(69)	14%	(50)	25%	(91)	42%	(154)	365
Age: 45-64	13%	(91)	4%	(31)	25%	(175)	58%	(417)	714
Age: 65+	5%	(27)	2%	(11)	16%	(76)	77%	(375)	489
GenZers: 1997-2012	24%	(61)	11%	(29)	27%	(69)	38%	(98)	256
Millennials: 1981-1996	22%	(142)	11%	(71)	25%	(166)	42%	(274)	653
GenXers: 1965-1980	15%	(83)	7%	(40)	26%	(142)	52%	(290)	555
Baby Boomers: 1946-1964	8%	(52)	3%	(17)	19%	(128)	71%	(476)	673
PID: Dem (no lean)	19%	(164)	9%	(77)	24%	(203)	48%	(416)	860
PID: Ind (no lean)	12%	(82)	5%	(33)	22%	(146)	61%	(413)	674
PID: Rep (no lean)	14%	(91)	7%	(48)	24%	(161)	56%	(375)	676
PID/Gender: Dem Men	19%	(76)	12%	(46)	22%	(89)	47%	(184)	394
PID/Gender: Dem Women	19%	(88)	7%	(31)	25%	(114)	50%	(232)	465
PID/Gender: Ind Men	9%	(32)	7%	(24)	16%	(57)	67%	(232)	345
PID/Gender: Ind Women	15%	(50)	3%	(10)	27%	(89)	55%	(180)	329
PID/Gender: Rep Men	13%	(43)	8%	(25)	21%	(69)	58%	(191)	328
PID/Gender: Rep Women	14%	(48)	7%	(23)	27%	(92)	53%	(184)	348
Ideo: Liberal (1-3)	16%	(103)	7%	(45)	26%	(172)	51%	(335)	656
Ideo: Moderate (4)	17%	(125)	9%	(65)	24%	(184)	50%	(377)	751
Ideo: Conservative (5-7)	13%	(86)	7%	(44)	19%	(126)	62%	(411)	666
Educ: < College	16%	(223)	7%	(98)	24%	(340)	54%	(776)	1437
Educ: Bachelors degree	14%	(68)	8%	(41)	22%	(109)	55%	(272)	491
Educ: Post-grad	16%	(47)	7%	(19)	22%	(61)	55%	(155)	282
Income: Under 50k	14%	(175)	7%	(85)	25%	(320)	54%	(690)	1271
Income: 50k-100k	17%	(112)	9%	(59)	20%	(134)	54%	(351)	656
Income: 100k+	18%	(50)	5%	(14)	20%	(56)	57%	(162)	283
Ethnicity: White	13%	(224)	6%	(96)	24%	(404)	58%	(987)	1711

Table MCFE36_2: *Have you seen the following movies that are currently in theaters?*
Minions: The Rise of Gru

Demographic	Yes		No, but I plan to see it in theaters		No, but I plan to see it when it is out of theaters		No, and I have no plans to see it		Total N
Adults	15%	(338)	7%	(158)	23%	(510)	54%	(1204)	2210
Ethnicity: Hispanic	25%	(95)	11%	(42)	22%	(83)	41%	(153)	374
Ethnicity: Black	22%	(62)	15%	(42)	21%	(61)	42%	(118)	282
Ethnicity: Other	24%	(52)	9%	(20)	21%	(46)	45%	(99)	217
All Christian	17%	(176)	7%	(70)	20%	(209)	56%	(574)	1029
All Non-Christian	12%	(15)	7%	(9)	20%	(26)	61%	(79)	129
Atheist	8%	(8)	6%	(6)	23%	(23)	62%	(62)	99
Agnostic/Nothing in particular	13%	(75)	7%	(41)	25%	(146)	55%	(325)	587
Something Else	17%	(63)	9%	(31)	29%	(106)	45%	(164)	365
Religious Non-Protestant/Catholic	16%	(24)	7%	(11)	22%	(34)	55%	(84)	154
Evangelical	20%	(112)	10%	(55)	22%	(123)	48%	(269)	558
Non-Evangelical	14%	(114)	5%	(43)	23%	(181)	57%	(453)	792
Community: Urban	18%	(116)	10%	(63)	23%	(145)	49%	(314)	638
Community: Suburban	15%	(148)	7%	(73)	24%	(239)	55%	(555)	1014
Community: Rural	13%	(74)	4%	(22)	23%	(126)	60%	(335)	558
Employ: Private Sector	17%	(113)	11%	(73)	24%	(160)	47%	(308)	654
Employ: Government	23%	(32)	11%	(15)	24%	(33)	41%	(56)	136
Employ: Self-Employed	18%	(31)	8%	(14)	26%	(43)	47%	(79)	166
Employ: Homemaker	22%	(41)	6%	(12)	30%	(57)	42%	(80)	190
Employ: Student	25%	(16)	7%	(4)	24%	(15)	44%	(28)	62
Employ: Retired	7%	(40)	3%	(15)	18%	(100)	72%	(407)	563
Employ: Unemployed	14%	(43)	6%	(18)	26%	(79)	53%	(161)	301
Employ: Other	16%	(22)	5%	(7)	17%	(23)	62%	(85)	137
Military HH: Yes	10%	(29)	6%	(18)	23%	(66)	60%	(171)	283
Military HH: No	16%	(309)	7%	(140)	23%	(445)	54%	(1033)	1927
RD/WT: Right Direction	21%	(140)	11%	(74)	22%	(150)	45%	(303)	666
RD/WT: Wrong Track	13%	(197)	5%	(84)	23%	(361)	58%	(901)	1544
Biden Job Approve	17%	(169)	9%	(88)	24%	(231)	50%	(481)	970
Biden Job Disapprove	13%	(152)	6%	(67)	23%	(261)	58%	(665)	1144

Table MCFE36_2: *Have you seen the following movies that are currently in theaters?*

Minions: The Rise of Gru

Demographic	Yes		No, but I plan to see it in theaters		No, but I plan to see it when it is out of theaters		No, and I have no plans to see it		Total N
Adults	15%	(338)	7%	(158)	23%	(510)	54%	(1204)	2210
Biden Job Strongly Approve	20%	(87)	10%	(42)	23%	(98)	47%	(205)	433
Biden Job Somewhat Approve	15%	(82)	9%	(46)	25%	(133)	51%	(276)	537
Biden Job Somewhat Disapprove	17%	(59)	9%	(29)	25%	(86)	49%	(165)	339
Biden Job Strongly Disapprove	12%	(93)	5%	(37)	22%	(175)	62%	(500)	805
Favorable of Biden	18%	(170)	9%	(86)	23%	(224)	50%	(489)	969
Unfavorable of Biden	13%	(147)	6%	(65)	23%	(266)	58%	(656)	1134
Very Favorable of Biden	18%	(87)	10%	(49)	21%	(102)	51%	(245)	482
Somewhat Favorable of Biden	17%	(83)	8%	(38)	25%	(123)	50%	(244)	487
Somewhat Unfavorable of Biden	14%	(42)	7%	(20)	28%	(83)	52%	(154)	299
Very Unfavorable of Biden	13%	(105)	5%	(44)	22%	(184)	60%	(502)	835
#1 Issue: Economy	16%	(144)	8%	(72)	23%	(209)	53%	(487)	913
#1 Issue: Security	12%	(30)	9%	(21)	23%	(56)	56%	(136)	243
#1 Issue: Health Care	19%	(32)	7%	(12)	25%	(42)	50%	(84)	170
#1 Issue: Medicare / Social Security	12%	(31)	3%	(8)	13%	(35)	72%	(192)	266
#1 Issue: Women's Issues	16%	(50)	8%	(24)	30%	(92)	47%	(145)	311
#1 Issue: Education	22%	(13)	13%	(8)	30%	(18)	34%	(20)	59
#1 Issue: Energy	16%	(21)	8%	(10)	29%	(39)	47%	(63)	134
#1 Issue: Other	14%	(16)	2%	(2)	17%	(19)	68%	(77)	115
2020 Vote: Joe Biden	17%	(164)	9%	(85)	21%	(200)	52%	(496)	945
2020 Vote: Donald Trump	13%	(93)	7%	(51)	24%	(179)	56%	(417)	740
2020 Vote: Other	14%	(9)	5%	(3)	21%	(14)	61%	(41)	67
2020 Vote: Didn't Vote	16%	(72)	4%	(18)	26%	(118)	55%	(251)	459
2018 House Vote: Democrat	18%	(139)	10%	(75)	22%	(164)	50%	(377)	755
2018 House Vote: Republican	11%	(63)	6%	(36)	23%	(133)	61%	(357)	589
2018 House Vote: Someone else	14%	(7)	3%	(2)	24%	(12)	59%	(29)	50
2016 Vote: Hillary Clinton	17%	(115)	10%	(68)	21%	(148)	52%	(364)	695
2016 Vote: Donald Trump	12%	(75)	6%	(41)	21%	(139)	61%	(401)	656
2016 Vote: Other	16%	(13)	3%	(2)	23%	(20)	59%	(50)	86
2016 Vote: Didn't Vote	17%	(132)	6%	(46)	26%	(199)	51%	(389)	765

Table MCFE36_2: *Have you seen the following movies that are currently in theaters?*
Minions: The Rise of Gru

Demographic	Yes		No, but I plan to see it in theaters		No, but I plan to see it when it is out of theaters		No, and I have no plans to see it		Total N
Adults	15%	(338)	7%	(158)	23%	(510)	54%	(1204)	2210
Voted in 2014: Yes	15%	(183)	7%	(88)	21%	(253)	57%	(702)	1227
Voted in 2014: No	16%	(155)	7%	(69)	26%	(257)	51%	(502)	983
4-Region: Northeast	14%	(55)	6%	(24)	22%	(83)	58%	(222)	383
4-Region: Midwest	13%	(59)	6%	(25)	26%	(117)	56%	(256)	456
4-Region: South	15%	(128)	9%	(75)	25%	(208)	51%	(433)	844
4-Region: West	18%	(96)	6%	(34)	20%	(103)	56%	(293)	527
TikTok Users	24%	(187)	10%	(78)	27%	(216)	39%	(311)	793
Twitch Users	29%	(62)	14%	(29)	24%	(51)	34%	(74)	216
2022 Sports Viewers/Attendees	17%	(250)	9%	(131)	24%	(354)	50%	(740)	1475
Monthly Moviegoers	34%	(109)	16%	(52)	18%	(57)	32%	(103)	320
Few Times per Year + Moviegoers	24%	(225)	13%	(121)	24%	(222)	38%	(352)	920
Heard Smile Campaign	33%	(180)	17%	(93)	23%	(127)	28%	(152)	551
Heard Minion Campaign	36%	(197)	15%	(79)	24%	(132)	25%	(132)	540
Listens to Podcasts	20%	(222)	11%	(129)	26%	(297)	43%	(484)	1132
Streaming Services User	18%	(312)	8%	(150)	25%	(449)	49%	(862)	1773
Netflix User	20%	(290)	9%	(132)	25%	(366)	47%	(686)	1474
Disney+ User	25%	(245)	10%	(99)	29%	(281)	37%	(360)	984
Heterosexual or straight	15%	(300)	7%	(143)	22%	(442)	55%	(1086)	1971
Gay	12%	(8)	8%	(6)	27%	(18)	52%	(36)	68
Bisexual	17%	(15)	5%	(4)	30%	(27)	48%	(43)	88
Yes	21%	(14)	5%	(3)	20%	(14)	55%	(38)	70
No	15%	(323)	7%	(155)	23%	(496)	54%	(1166)	2140

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

Table MCFE37_1: *How much have you seen, read, or heard about the following, if at all?*
Paramount arranging for actors to creepily smile in the view of cameras at baseball games as part of their marketing campaign for their new horror movie Smile

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	8%	(188)	16%	(363)	12%	(276)	63%	(1383)	2210
Gender: Male	9%	(91)	19%	(201)	14%	(145)	59%	(631)	1068
Gender: Female	8%	(97)	14%	(162)	11%	(131)	66%	(752)	1142
Age: 18-34	17%	(111)	27%	(171)	17%	(111)	39%	(249)	642
Age: 35-44	8%	(31)	22%	(80)	16%	(60)	53%	(194)	365
Age: 45-64	5%	(38)	13%	(91)	11%	(81)	71%	(504)	714
Age: 65+	2%	(7)	4%	(21)	5%	(24)	89%	(436)	489
GenZers: 1997-2012	19%	(49)	26%	(65)	20%	(50)	36%	(91)	256
Millennials: 1981-1996	13%	(85)	25%	(164)	16%	(108)	45%	(297)	653
GenXers: 1965-1980	6%	(36)	15%	(85)	14%	(79)	64%	(356)	555
Baby Boomers: 1946-1964	3%	(18)	7%	(48)	5%	(36)	85%	(572)	673
PID: Dem (no lean)	12%	(102)	20%	(170)	14%	(121)	54%	(466)	860
PID: Ind (no lean)	5%	(36)	12%	(80)	11%	(76)	71%	(482)	674
PID: Rep (no lean)	7%	(49)	17%	(114)	12%	(78)	64%	(435)	676
PID/Gender: Dem Men	13%	(50)	25%	(99)	16%	(64)	46%	(181)	394
PID/Gender: Dem Women	11%	(53)	15%	(70)	12%	(57)	61%	(285)	465
PID/Gender: Ind Men	5%	(17)	13%	(46)	13%	(43)	69%	(239)	345
PID/Gender: Ind Women	6%	(19)	10%	(34)	10%	(33)	74%	(243)	329
PID/Gender: Rep Men	7%	(24)	17%	(56)	11%	(37)	64%	(211)	328
PID/Gender: Rep Women	7%	(25)	17%	(58)	12%	(41)	64%	(224)	348
Ideo: Liberal (1-3)	11%	(72)	19%	(124)	11%	(75)	59%	(385)	656
Ideo: Moderate (4)	10%	(72)	17%	(124)	15%	(114)	59%	(441)	751
Ideo: Conservative (5-7)	6%	(40)	15%	(97)	10%	(65)	70%	(464)	666
Educ: < College	9%	(128)	17%	(241)	13%	(190)	61%	(879)	1437
Educ: Bachelors degree	7%	(34)	18%	(88)	11%	(54)	64%	(315)	491
Educ: Post-grad	9%	(26)	12%	(35)	11%	(31)	67%	(190)	282
Income: Under 50k	7%	(86)	17%	(222)	14%	(172)	62%	(791)	1271
Income: 50k-100k	9%	(62)	15%	(98)	12%	(78)	64%	(417)	656
Income: 100k+	14%	(40)	15%	(43)	9%	(25)	62%	(175)	283
Ethnicity: White	7%	(117)	15%	(256)	12%	(200)	66%	(1137)	1711
Ethnicity: Hispanic	16%	(59)	26%	(98)	20%	(74)	38%	(144)	374

Continued on next page

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Table MCFE37_1: *How much have you seen, read, or heard about the following, if at all?*
Paramount arranging for actors to creepily smile in the view of cameras at baseball games as part of their marketing campaign for their new horror movie Smile

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	8%	(188)	16%	(363)	12%	(276)	63%	(1383)	2210
Ethnicity: Black	20%	(57)	22%	(61)	15%	(43)	43%	(120)	282
Ethnicity: Other	6%	(13)	21%	(46)	15%	(32)	58%	(126)	217
All Christian	8%	(80)	15%	(156)	12%	(122)	65%	(671)	1029
All Non-Christian	11%	(15)	21%	(27)	7%	(9)	61%	(79)	129
Atheist	3%	(3)	15%	(15)	15%	(15)	67%	(66)	99
Agnostic/Nothing in particular	8%	(45)	16%	(94)	14%	(82)	62%	(366)	587
Something Else	12%	(45)	19%	(71)	13%	(48)	55%	(202)	365
Religious Non-Protestant/Catholic	10%	(15)	21%	(32)	9%	(13)	61%	(94)	154
Evangelical	12%	(69)	18%	(100)	11%	(63)	58%	(326)	558
Non-Evangelical	7%	(52)	15%	(117)	13%	(100)	66%	(523)	792
Community: Urban	13%	(81)	21%	(135)	14%	(87)	53%	(335)	638
Community: Suburban	8%	(77)	15%	(152)	12%	(120)	66%	(665)	1014
Community: Rural	5%	(29)	14%	(76)	12%	(69)	69%	(384)	558
Employ: Private Sector	13%	(82)	22%	(142)	14%	(93)	52%	(337)	654
Employ: Government	15%	(20)	27%	(37)	13%	(18)	45%	(61)	136
Employ: Self-Employed	8%	(14)	24%	(40)	14%	(24)	53%	(88)	166
Employ: Homemaker	10%	(19)	15%	(29)	11%	(20)	64%	(122)	190
Employ: Student	22%	(14)	33%	(20)	12%	(7)	34%	(21)	62
Employ: Retired	2%	(9)	7%	(39)	7%	(39)	85%	(476)	563
Employ: Unemployed	6%	(19)	12%	(36)	18%	(54)	64%	(192)	301
Employ: Other	7%	(10)	16%	(21)	15%	(20)	62%	(85)	137
Military HH: Yes	4%	(11)	14%	(38)	11%	(30)	72%	(204)	283
Military HH: No	9%	(176)	17%	(325)	13%	(246)	61%	(1180)	1927
RD/WT: Right Direction	15%	(101)	22%	(145)	14%	(95)	49%	(324)	666
RD/WT: Wrong Track	6%	(86)	14%	(218)	12%	(180)	69%	(1059)	1544
Biden Job Approve	12%	(118)	19%	(185)	14%	(135)	55%	(533)	970
Biden Job Disapprove	6%	(66)	14%	(165)	11%	(129)	69%	(784)	1144

Table MCFE37_1: *How much have you seen, read, or heard about the following, if at all?*
Paramount arranging for actors to creepily smile in the view of cameras at baseball games as part of their marketing campaign for their new horror movie Smile

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	8%	(188)	16%	(363)	12%	(276)	63%	(1383)	2210
Biden Job Strongly Approve	17%	(73)	19%	(81)	14%	(60)	50%	(218)	433
Biden Job Somewhat Approve	8%	(45)	19%	(103)	14%	(74)	59%	(315)	537
Biden Job Somewhat Disapprove	9%	(29)	18%	(61)	15%	(51)	58%	(197)	339
Biden Job Strongly Disapprove	5%	(37)	13%	(104)	10%	(78)	73%	(586)	805
Favorable of Biden	11%	(108)	18%	(177)	13%	(130)	57%	(554)	969
Unfavorable of Biden	6%	(71)	15%	(166)	11%	(126)	68%	(770)	1134
Very Favorable of Biden	14%	(67)	20%	(96)	13%	(63)	53%	(257)	482
Somewhat Favorable of Biden	8%	(41)	17%	(82)	14%	(67)	61%	(297)	487
Somewhat Unfavorable of Biden	9%	(27)	17%	(51)	14%	(42)	60%	(180)	299
Very Unfavorable of Biden	5%	(45)	14%	(116)	10%	(85)	71%	(590)	835
#1 Issue: Economy	8%	(77)	18%	(167)	13%	(116)	60%	(552)	913
#1 Issue: Security	8%	(19)	15%	(37)	12%	(28)	65%	(158)	243
#1 Issue: Health Care	11%	(18)	19%	(33)	14%	(23)	56%	(96)	170
#1 Issue: Medicare / Social Security	4%	(9)	9%	(24)	8%	(21)	80%	(212)	266
#1 Issue: Women's Issues	11%	(35)	19%	(60)	17%	(54)	52%	(162)	311
#1 Issue: Education	19%	(11)	20%	(12)	20%	(12)	42%	(24)	59
#1 Issue: Energy	8%	(11)	19%	(25)	10%	(13)	63%	(85)	134
#1 Issue: Other	6%	(7)	4%	(4)	7%	(8)	83%	(95)	115
2020 Vote: Joe Biden	11%	(103)	19%	(176)	13%	(119)	58%	(547)	945
2020 Vote: Donald Trump	6%	(44)	14%	(106)	11%	(83)	68%	(506)	740
2020 Vote: Other	1%	(1)	17%	(12)	11%	(7)	70%	(47)	67
2020 Vote: Didn't Vote	9%	(39)	15%	(70)	14%	(66)	62%	(284)	459
2018 House Vote: Democrat	11%	(84)	19%	(146)	13%	(97)	57%	(427)	755
2018 House Vote: Republican	5%	(28)	12%	(74)	11%	(63)	72%	(424)	589
2018 House Vote: Someone else	10%	(5)	6%	(3)	11%	(5)	73%	(36)	50
2016 Vote: Hillary Clinton	11%	(76)	19%	(130)	12%	(85)	58%	(404)	695
2016 Vote: Donald Trump	5%	(35)	12%	(80)	12%	(81)	70%	(461)	656
2016 Vote: Other	4%	(3)	10%	(9)	7%	(6)	79%	(68)	86
2016 Vote: Didn't Vote	9%	(72)	19%	(143)	14%	(104)	58%	(446)	765

Table MCFE37_1: *How much have you seen, read, or heard about the following, if at all?*
Paramount arranging for actors to creepily smile in the view of cameras at baseball games as part of their marketing campaign for their new horror movie Smile

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	8%	(188)	16%	(363)	12%	(276)	63%	(1383)	2210
Voted in 2014: Yes	8%	(100)	15%	(187)	11%	(135)	66%	(805)	1227
Voted in 2014: No	9%	(88)	18%	(177)	14%	(141)	59%	(578)	983
4-Region: Northeast	8%	(30)	16%	(63)	12%	(45)	64%	(244)	383
4-Region: Midwest	6%	(27)	15%	(66)	14%	(65)	65%	(299)	456
4-Region: South	10%	(87)	17%	(145)	14%	(115)	59%	(497)	844
4-Region: West	8%	(44)	17%	(89)	9%	(50)	65%	(344)	527
TikTok Users	16%	(124)	25%	(201)	14%	(114)	45%	(354)	793
Twitch Users	22%	(47)	24%	(52)	21%	(45)	33%	(71)	216
2022 Sports Viewers/Attendees	10%	(151)	19%	(277)	12%	(181)	59%	(866)	1475
Monthly Moviegoers	23%	(73)	27%	(88)	18%	(58)	32%	(102)	320
Few Times per Year + Moviegoers	15%	(134)	25%	(227)	16%	(146)	45%	(413)	920
Heard Smile Campaign	34%	(188)	66%	(363)	—	(0)	—	(0)	551
Heard Minion Campaign	26%	(141)	45%	(243)	14%	(73)	15%	(83)	540
Listens to Podcasts	13%	(144)	23%	(260)	16%	(181)	48%	(547)	1132
Streaming Services User	10%	(177)	19%	(343)	14%	(240)	57%	(1013)	1773
Netflix User	11%	(166)	21%	(305)	14%	(203)	54%	(799)	1474
Disney+ User	15%	(143)	24%	(237)	14%	(141)	47%	(464)	984
Heterosexual or straight	9%	(170)	16%	(309)	12%	(238)	64%	(1253)	1971
Gay	—	(0)	22%	(15)	19%	(13)	58%	(40)	68
Bisexual	15%	(13)	20%	(18)	16%	(14)	49%	(43)	88
Yes	15%	(11)	17%	(12)	20%	(14)	47%	(33)	70
No	8%	(177)	16%	(351)	12%	(262)	63%	(1350)	2140

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

Table MCFE37_2: *How much have you seen, read, or heard about the following, if at all?*
The TikTok marketing campaign #GentleMinions, which encourages those going to see the new 'Minions' movie to record themselves as they dress in suits and sunglasses to go to the theater

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	9%	(191)	16%	(350)	12%	(263)	64%	(1407)	2210
Gender: Male	9%	(98)	18%	(196)	12%	(128)	60%	(645)	1068
Gender: Female	8%	(92)	13%	(154)	12%	(135)	67%	(761)	1142
Age: 18-34	17%	(112)	27%	(176)	18%	(113)	38%	(241)	642
Age: 35-44	12%	(42)	18%	(65)	15%	(55)	55%	(202)	365
Age: 45-64	5%	(36)	13%	(90)	10%	(74)	72%	(514)	714
Age: 65+	—	(1)	4%	(19)	4%	(21)	92%	(449)	489
GenZers: 1997-2012	23%	(59)	28%	(72)	20%	(52)	29%	(73)	256
Millennials: 1981-1996	14%	(90)	24%	(157)	15%	(97)	47%	(309)	653
GenXers: 1965-1980	7%	(37)	15%	(86)	13%	(73)	65%	(360)	555
Baby Boomers: 1946-1964	1%	(5)	5%	(33)	6%	(38)	89%	(598)	673
PID: Dem (no lean)	11%	(96)	19%	(166)	13%	(111)	57%	(488)	860
PID: Ind (no lean)	6%	(43)	11%	(72)	11%	(75)	72%	(485)	674
PID: Rep (no lean)	8%	(53)	17%	(112)	11%	(77)	64%	(435)	676
PID/Gender: Dem Men	12%	(49)	26%	(101)	14%	(54)	48%	(190)	394
PID/Gender: Dem Women	10%	(46)	14%	(65)	12%	(56)	64%	(298)	465
PID/Gender: Ind Men	6%	(22)	11%	(39)	11%	(37)	72%	(247)	345
PID/Gender: Ind Women	6%	(21)	10%	(33)	12%	(38)	72%	(238)	329
PID/Gender: Rep Men	8%	(27)	17%	(55)	11%	(37)	64%	(209)	328
PID/Gender: Rep Women	7%	(25)	16%	(57)	12%	(40)	65%	(226)	348
Ideo: Liberal (1-3)	12%	(77)	19%	(124)	11%	(71)	59%	(385)	656
Ideo: Moderate (4)	8%	(63)	15%	(112)	15%	(112)	62%	(464)	751
Ideo: Conservative (5-7)	7%	(44)	14%	(94)	9%	(62)	70%	(466)	666
Educ: < College	9%	(127)	16%	(228)	13%	(183)	63%	(899)	1437
Educ: Bachelors degree	7%	(33)	17%	(86)	12%	(57)	64%	(315)	491
Educ: Post-grad	11%	(30)	13%	(36)	8%	(23)	68%	(193)	282
Income: Under 50k	8%	(98)	16%	(197)	13%	(167)	64%	(808)	1271
Income: 50k-100k	9%	(60)	16%	(102)	11%	(75)	64%	(419)	656
Income: 100k+	12%	(33)	18%	(50)	7%	(21)	63%	(179)	283
Ethnicity: White	7%	(113)	15%	(254)	11%	(192)	67%	(1152)	1711
Ethnicity: Hispanic	19%	(70)	28%	(106)	15%	(58)	37%	(140)	374

Table MCFE37_2: *How much have you seen, read, or heard about the following, if at all?*
The TikTok marketing campaign #GentleMinions, which encourages those going to see the new 'Minions' movie to record themselves as they dress in suits and sunglasses to go to the theater

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	9%	(191)	16%	(350)	12%	(263)	64%	(1407)	2210
Ethnicity: Black	18%	(50)	19%	(54)	15%	(41)	48%	(137)	282
Ethnicity: Other	13%	(28)	19%	(42)	13%	(29)	55%	(119)	217
All Christian	8%	(83)	16%	(163)	10%	(105)	66%	(678)	1029
All Non-Christian	13%	(17)	18%	(24)	3%	(4)	65%	(84)	129
Atheist	4%	(4)	16%	(16)	10%	(10)	70%	(70)	99
Agnostic/Nothing in particular	8%	(45)	14%	(85)	14%	(84)	64%	(374)	587
Something Else	11%	(42)	17%	(63)	16%	(60)	55%	(201)	365
Religious Non-Protestant/Catholic	12%	(19)	16%	(24)	7%	(10)	65%	(100)	154
Evangelical	13%	(71)	16%	(87)	13%	(74)	58%	(325)	558
Non-Evangelical	6%	(50)	17%	(132)	10%	(81)	67%	(529)	792
Community: Urban	12%	(80)	20%	(126)	12%	(78)	56%	(354)	638
Community: Suburban	7%	(70)	15%	(153)	13%	(127)	66%	(665)	1014
Community: Rural	7%	(41)	13%	(71)	10%	(58)	70%	(388)	558
Employ: Private Sector	12%	(78)	22%	(146)	13%	(88)	52%	(342)	654
Employ: Government	17%	(24)	18%	(24)	18%	(25)	47%	(63)	136
Employ: Self-Employed	11%	(19)	23%	(38)	8%	(14)	57%	(95)	166
Employ: Homemaker	8%	(15)	16%	(30)	13%	(25)	63%	(120)	190
Employ: Student	28%	(17)	27%	(17)	14%	(9)	30%	(19)	62
Employ: Retired	1%	(3)	5%	(30)	6%	(36)	88%	(494)	563
Employ: Unemployed	8%	(24)	15%	(45)	15%	(46)	62%	(186)	301
Employ: Other	8%	(11)	14%	(19)	15%	(21)	63%	(86)	137
Military HH: Yes	4%	(11)	13%	(36)	12%	(34)	71%	(203)	283
Military HH: No	9%	(180)	16%	(313)	12%	(229)	63%	(1204)	1927
RD/WT: Right Direction	15%	(101)	20%	(132)	14%	(92)	51%	(342)	666
RD/WT: Wrong Track	6%	(90)	14%	(218)	11%	(171)	69%	(1065)	1544
Biden Job Approve	13%	(121)	18%	(178)	13%	(122)	56%	(548)	970
Biden Job Disapprove	5%	(61)	14%	(163)	11%	(130)	69%	(790)	1144

Table MCFE37_2: *How much have you seen, read, or heard about the following, if at all?*
The TikTok marketing campaign #GentleMinions, which encourages those going to see the new 'Minions' movie to record themselves as they dress in suits and sunglasses to go to the theater

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	9%	(191)	16%	(350)	12%	(263)	64%	(1407)	2210
Biden Job Strongly Approve	18%	(76)	18%	(77)	11%	(49)	53%	(231)	433
Biden Job Somewhat Approve	8%	(45)	19%	(101)	14%	(73)	59%	(317)	537
Biden Job Somewhat Disapprove	7%	(24)	20%	(67)	15%	(51)	58%	(197)	339
Biden Job Strongly Disapprove	5%	(37)	12%	(96)	10%	(78)	74%	(593)	805
Favorable of Biden	11%	(108)	18%	(173)	12%	(118)	59%	(569)	969
Unfavorable of Biden	6%	(69)	14%	(161)	11%	(129)	68%	(775)	1134
Very Favorable of Biden	14%	(67)	18%	(85)	12%	(59)	56%	(271)	482
Somewhat Favorable of Biden	9%	(42)	18%	(87)	12%	(60)	61%	(298)	487
Somewhat Unfavorable of Biden	8%	(24)	17%	(50)	14%	(41)	61%	(183)	299
Very Unfavorable of Biden	5%	(45)	13%	(111)	10%	(88)	71%	(591)	835
#1 Issue: Economy	8%	(73)	18%	(164)	13%	(117)	61%	(559)	913
#1 Issue: Security	8%	(19)	12%	(28)	8%	(21)	72%	(175)	243
#1 Issue: Health Care	14%	(24)	14%	(24)	10%	(16)	62%	(106)	170
#1 Issue: Medicare / Social Security	2%	(6)	8%	(21)	10%	(28)	80%	(211)	266
#1 Issue: Women's Issues	14%	(42)	22%	(67)	18%	(55)	47%	(147)	311
#1 Issue: Education	26%	(15)	15%	(9)	12%	(7)	47%	(28)	59
#1 Issue: Energy	3%	(4)	24%	(32)	9%	(12)	64%	(86)	134
#1 Issue: Other	6%	(6)	4%	(4)	7%	(8)	83%	(96)	115
2020 Vote: Joe Biden	11%	(101)	18%	(171)	11%	(106)	60%	(567)	945
2020 Vote: Donald Trump	5%	(40)	14%	(107)	11%	(83)	69%	(510)	740
2020 Vote: Other	6%	(4)	15%	(10)	9%	(6)	71%	(47)	67
2020 Vote: Didn't Vote	10%	(46)	13%	(62)	15%	(68)	62%	(283)	459
2018 House Vote: Democrat	12%	(87)	18%	(135)	11%	(80)	60%	(453)	755
2018 House Vote: Republican	5%	(32)	12%	(73)	11%	(64)	71%	(420)	589
2018 House Vote: Someone else	9%	(4)	10%	(5)	8%	(4)	74%	(36)	50
2016 Vote: Hillary Clinton	11%	(78)	17%	(116)	11%	(78)	61%	(423)	695
2016 Vote: Donald Trump	6%	(37)	11%	(71)	12%	(80)	71%	(468)	656
2016 Vote: Other	5%	(4)	12%	(10)	2%	(2)	81%	(69)	86
2016 Vote: Didn't Vote	9%	(69)	19%	(148)	13%	(103)	58%	(444)	765

Continued on next page

Table MCFE37_2: *How much have you seen, read, or heard about the following, if at all?*
The TikTok marketing campaign #GentleMinions, which encourages those going to see the new 'Minions' movie to record themselves as they dress in suits and sunglasses to go to the theater

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	9%	(191)	16%	(350)	12%	(263)	64%	(1407)	2210
Voted in 2014: Yes	8%	(100)	14%	(171)	10%	(122)	68%	(832)	1227
Voted in 2014: No	9%	(90)	18%	(178)	14%	(141)	58%	(574)	983
4-Region: Northeast	7%	(26)	17%	(65)	12%	(45)	64%	(246)	383
4-Region: Midwest	7%	(30)	12%	(56)	13%	(60)	68%	(311)	456
4-Region: South	10%	(82)	16%	(135)	13%	(108)	61%	(519)	844
4-Region: West	10%	(53)	18%	(94)	9%	(49)	63%	(330)	527
TikTok Users	17%	(135)	26%	(210)	15%	(119)	42%	(329)	793
Twitch Users	26%	(55)	29%	(63)	13%	(27)	32%	(69)	216
2022 Sports Viewers/Attendees	10%	(153)	18%	(262)	12%	(171)	60%	(889)	1475
Monthly Moviegoers	22%	(71)	30%	(97)	13%	(41)	35%	(111)	320
Few Times per Year + Moviegoers	14%	(131)	25%	(230)	15%	(134)	46%	(424)	920
Heard Smile Campaign	27%	(151)	42%	(233)	14%	(78)	16%	(89)	551
Heard Minion Campaign	35%	(191)	65%	(350)	—	(0)	—	(0)	540
Listens to Podcasts	13%	(145)	22%	(251)	15%	(168)	50%	(568)	1132
Streaming Services User	10%	(185)	18%	(327)	13%	(229)	58%	(1032)	1773
Netflix User	12%	(171)	20%	(293)	14%	(206)	55%	(803)	1474
Disney+ User	15%	(144)	24%	(238)	15%	(147)	46%	(455)	984
Heterosexual or straight	8%	(167)	15%	(300)	11%	(225)	65%	(1278)	1971
Gay	3%	(2)	18%	(12)	20%	(13)	59%	(40)	68
Bisexual	18%	(16)	22%	(20)	13%	(12)	46%	(41)	88
Yes	28%	(19)	18%	(13)	16%	(11)	38%	(27)	70
No	8%	(171)	16%	(337)	12%	(252)	64%	(1380)	2140

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

Table MCFE38_1: *If the following were available at your local movie theater, how interested would you be in going, if at all?*
A 3D movie (a movie that, when wearing special eyewear, adds depth to make the visual experience more realistic)

Demographic	Very interested		Somewhat interested		Not too interested		Not at all interested		Total N
Adults	20%	(435)	33%	(728)	15%	(333)	32%	(714)	2210
Gender: Male	21%	(224)	32%	(339)	15%	(162)	32%	(343)	1068
Gender: Female	18%	(210)	34%	(390)	15%	(171)	32%	(371)	1142
Age: 18-34	29%	(187)	34%	(216)	14%	(91)	23%	(148)	642
Age: 35-44	27%	(100)	34%	(123)	15%	(53)	24%	(88)	365
Age: 45-64	14%	(100)	36%	(256)	17%	(124)	33%	(234)	714
Age: 65+	10%	(47)	27%	(133)	13%	(64)	50%	(243)	489
GenZers: 1997-2012	27%	(68)	29%	(73)	17%	(44)	28%	(71)	256
Millennials: 1981-1996	30%	(198)	35%	(228)	13%	(87)	21%	(139)	653
GenXers: 1965-1980	20%	(110)	38%	(208)	15%	(86)	27%	(151)	555
Baby Boomers: 1946-1964	8%	(53)	30%	(202)	16%	(106)	46%	(312)	673
PID: Dem (no lean)	24%	(205)	35%	(297)	15%	(128)	27%	(229)	860
PID: Ind (no lean)	16%	(107)	32%	(219)	14%	(96)	37%	(253)	674
PID: Rep (no lean)	18%	(122)	32%	(213)	16%	(109)	34%	(232)	676
PID/Gender: Dem Men	28%	(110)	35%	(136)	14%	(57)	23%	(91)	394
PID/Gender: Dem Women	20%	(95)	34%	(160)	15%	(72)	30%	(138)	465
PID/Gender: Ind Men	15%	(52)	30%	(102)	16%	(54)	40%	(137)	345
PID/Gender: Ind Women	17%	(55)	35%	(117)	13%	(42)	35%	(116)	329
PID/Gender: Rep Men	19%	(62)	30%	(100)	16%	(51)	35%	(115)	328
PID/Gender: Rep Women	17%	(60)	33%	(113)	17%	(58)	34%	(117)	348
Ideo: Liberal (1-3)	21%	(136)	36%	(238)	14%	(91)	29%	(191)	656
Ideo: Moderate (4)	21%	(158)	34%	(258)	17%	(125)	28%	(210)	751
Ideo: Conservative (5-7)	17%	(113)	29%	(195)	15%	(99)	39%	(260)	666
Educ: < College	20%	(291)	31%	(450)	15%	(219)	33%	(477)	1437
Educ: Bachelors degree	17%	(84)	38%	(186)	13%	(66)	31%	(154)	491
Educ: Post-grad	21%	(59)	33%	(92)	17%	(48)	29%	(83)	282
Income: Under 50k	18%	(233)	34%	(437)	14%	(183)	33%	(418)	1271
Income: 50k-100k	20%	(134)	31%	(205)	17%	(109)	32%	(208)	656
Income: 100k+	24%	(68)	31%	(87)	14%	(41)	31%	(87)	283
Ethnicity: White	16%	(271)	33%	(568)	16%	(275)	35%	(597)	1711
Ethnicity: Hispanic	29%	(107)	35%	(129)	14%	(52)	23%	(85)	374

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Table MCFE38_1: *If the following were available at your local movie theater, how interested would you be in going, if at all?*
A 3D movie (a movie that, when wearing special eyewear, adds depth to make the visual experience more realistic)

Demographic	Very interested		Somewhat interested		Not too interested		Not at all interested		Total N
Adults	20%	(435)	33%	(728)	15%	(333)	32%	(714)	2210
Ethnicity: Black	37%	(104)	28%	(80)	11%	(30)	24%	(69)	282
Ethnicity: Other	28%	(60)	37%	(81)	13%	(28)	22%	(48)	217
All Christian	19%	(191)	34%	(353)	14%	(146)	33%	(339)	1029
All Non-Christian	22%	(28)	32%	(42)	22%	(29)	23%	(30)	129
Atheist	11%	(11)	31%	(31)	16%	(16)	43%	(42)	99
Agnostic/Nothing in particular	17%	(101)	32%	(189)	15%	(85)	36%	(213)	587
Something Else	29%	(104)	31%	(114)	16%	(58)	24%	(89)	365
Religious Non-Protestant/Catholic	22%	(34)	34%	(52)	22%	(34)	22%	(34)	154
Evangelical	24%	(135)	32%	(180)	14%	(78)	30%	(165)	558
Non-Evangelical	19%	(149)	34%	(270)	15%	(115)	32%	(257)	792
Community: Urban	28%	(175)	33%	(213)	11%	(71)	28%	(178)	638
Community: Suburban	17%	(178)	32%	(327)	17%	(176)	33%	(334)	1014
Community: Rural	15%	(82)	34%	(189)	15%	(85)	36%	(202)	558
Employ: Private Sector	25%	(164)	34%	(223)	16%	(106)	24%	(160)	654
Employ: Government	35%	(48)	32%	(43)	11%	(15)	22%	(30)	136
Employ: Self-Employed	17%	(29)	41%	(68)	15%	(26)	26%	(44)	166
Employ: Homemaker	20%	(38)	35%	(67)	13%	(24)	32%	(61)	190
Employ: Student	28%	(17)	20%	(12)	21%	(13)	31%	(19)	62
Employ: Retired	8%	(43)	30%	(166)	14%	(81)	49%	(273)	563
Employ: Unemployed	21%	(63)	31%	(95)	16%	(49)	31%	(94)	301
Employ: Other	24%	(32)	39%	(53)	14%	(19)	24%	(33)	137
Military HH: Yes	14%	(40)	36%	(102)	15%	(41)	35%	(100)	283
Military HH: No	20%	(394)	33%	(627)	15%	(292)	32%	(614)	1927
RD/WT: Right Direction	28%	(190)	33%	(222)	12%	(82)	26%	(173)	666
RD/WT: Wrong Track	16%	(245)	33%	(506)	16%	(251)	35%	(541)	1544
Biden Job Approve	24%	(229)	35%	(343)	14%	(137)	27%	(261)	970
Biden Job Disapprove	16%	(188)	31%	(353)	16%	(184)	37%	(419)	1144

Table MCFE38_1: *If the following were available at your local movie theater, how interested would you be in going, if at all?*
A 3D movie (a movie that, when wearing special eyewear, adds depth to make the visual experience more realistic)

Demographic	Very interested		Somewhat interested		Not too interested		Not at all interested		Total N
Adults	20%	(435)	33%	(728)	15%	(333)	32%	(714)	2210
Biden Job Strongly Approve	28%	(123)	33%	(144)	12%	(52)	26%	(114)	433
Biden Job Somewhat Approve	20%	(106)	37%	(200)	16%	(85)	27%	(146)	537
Biden Job Somewhat Disapprove	19%	(66)	39%	(132)	15%	(51)	27%	(90)	339
Biden Job Strongly Disapprove	15%	(122)	27%	(221)	17%	(133)	41%	(329)	805
Favorable of Biden	23%	(221)	36%	(346)	14%	(137)	27%	(265)	969
Unfavorable of Biden	17%	(193)	31%	(351)	16%	(178)	36%	(411)	1134
Very Favorable of Biden	27%	(131)	32%	(154)	15%	(71)	26%	(126)	482
Somewhat Favorable of Biden	19%	(90)	39%	(192)	14%	(66)	28%	(138)	487
Somewhat Unfavorable of Biden	19%	(57)	39%	(116)	13%	(39)	29%	(86)	299
Very Unfavorable of Biden	16%	(136)	28%	(235)	17%	(139)	39%	(325)	835
#1 Issue: Economy	21%	(194)	36%	(330)	15%	(138)	28%	(252)	913
#1 Issue: Security	14%	(34)	26%	(63)	18%	(44)	42%	(101)	243
#1 Issue: Health Care	22%	(38)	31%	(52)	14%	(25)	33%	(56)	170
#1 Issue: Medicare / Social Security	16%	(42)	30%	(81)	13%	(36)	41%	(108)	266
#1 Issue: Women's Issues	20%	(62)	38%	(117)	16%	(49)	26%	(82)	311
#1 Issue: Education	35%	(21)	32%	(19)	16%	(10)	17%	(10)	59
#1 Issue: Energy	24%	(32)	32%	(42)	12%	(16)	32%	(43)	134
#1 Issue: Other	11%	(12)	22%	(25)	14%	(16)	54%	(61)	115
2020 Vote: Joe Biden	23%	(214)	35%	(333)	13%	(127)	29%	(271)	945
2020 Vote: Donald Trump	17%	(125)	32%	(234)	16%	(117)	36%	(264)	740
2020 Vote: Other	17%	(11)	44%	(29)	15%	(10)	25%	(17)	67
2020 Vote: Didn't Vote	18%	(85)	29%	(132)	17%	(79)	35%	(162)	459
2018 House Vote: Democrat	24%	(179)	37%	(277)	13%	(98)	27%	(201)	755
2018 House Vote: Republican	16%	(92)	29%	(173)	16%	(92)	39%	(232)	589
2018 House Vote: Someone else	26%	(13)	37%	(18)	7%	(3)	30%	(15)	50
2016 Vote: Hillary Clinton	23%	(158)	35%	(242)	13%	(93)	29%	(201)	695
2016 Vote: Donald Trump	17%	(114)	31%	(204)	15%	(97)	37%	(241)	656
2016 Vote: Other	16%	(13)	40%	(35)	19%	(17)	25%	(21)	86
2016 Vote: Didn't Vote	19%	(146)	32%	(246)	16%	(124)	32%	(248)	765

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Table MCFE38_1: *If the following were available at your local movie theater, how interested would you be in going, if at all?*
A 3D movie (a movie that, when wearing special eyewear, adds depth to make the visual experience more realistic)

Demographic	Very interested		Somewhat interested		Not too interested		Not at all interested		Total N
Adults	20%	(435)	33%	(728)	15%	(333)	32%	(714)	2210
Voted in 2014: Yes	20%	(245)	33%	(400)	14%	(169)	34%	(412)	1227
Voted in 2014: No	19%	(190)	33%	(328)	17%	(164)	31%	(302)	983
4-Region: Northeast	20%	(76)	29%	(113)	14%	(54)	37%	(140)	383
4-Region: Midwest	17%	(78)	34%	(154)	17%	(78)	32%	(146)	456
4-Region: South	21%	(176)	32%	(274)	16%	(133)	31%	(260)	844
4-Region: West	20%	(104)	36%	(188)	13%	(68)	32%	(167)	527
TikTok Users	30%	(234)	38%	(301)	13%	(103)	20%	(156)	793
Twitch Users	34%	(74)	35%	(75)	16%	(35)	15%	(32)	216
2022 Sports Viewers/Attendees	24%	(348)	33%	(490)	15%	(228)	28%	(410)	1475
Monthly Moviegoers	38%	(122)	33%	(106)	14%	(44)	15%	(48)	320
Few Times per Year + Moviegoers	31%	(287)	39%	(358)	14%	(127)	16%	(148)	920
Heard Smile Campaign	40%	(219)	37%	(206)	11%	(60)	12%	(66)	551
Heard Minion Campaign	39%	(213)	39%	(208)	12%	(65)	10%	(54)	540
Listens to Podcasts	26%	(300)	37%	(415)	15%	(173)	22%	(244)	1132
Streaming Services User	22%	(398)	36%	(641)	15%	(270)	26%	(463)	1773
Netflix User	24%	(357)	36%	(532)	16%	(229)	24%	(356)	1474
Disney+ User	27%	(268)	38%	(369)	14%	(139)	21%	(208)	984
Heterosexual or straight	19%	(378)	33%	(646)	15%	(298)	33%	(648)	1971
Gay	22%	(15)	35%	(24)	15%	(10)	27%	(19)	68
Bisexual	27%	(24)	36%	(32)	14%	(12)	23%	(20)	88
Yes	31%	(22)	33%	(23)	14%	(10)	23%	(16)	70
No	19%	(413)	33%	(705)	15%	(324)	33%	(698)	2140

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

Table MCFE38_2: *If the following were available at your local movie theater, how interested would you be in going, if at all?*
A 4D movie (a movie that adds effects that are timed up with relevant events in the movie, such as motion, scent, rain, wind, and temperature changes)

Demographic	Very interested		Somewhat interested		Not too interested		Not at all interested		Total N
Adults	20%	(453)	31%	(678)	14%	(319)	34%	(761)	2210
Gender: Male	21%	(227)	31%	(328)	14%	(148)	34%	(365)	1068
Gender: Female	20%	(226)	31%	(350)	15%	(171)	35%	(395)	1142
Age: 18-34	33%	(211)	29%	(183)	16%	(100)	23%	(147)	642
Age: 35-44	27%	(98)	33%	(120)	14%	(50)	27%	(97)	365
Age: 45-64	15%	(106)	34%	(243)	14%	(100)	37%	(265)	714
Age: 65+	8%	(37)	27%	(132)	14%	(68)	51%	(251)	489
GenZers: 1997-2012	31%	(79)	26%	(66)	16%	(41)	28%	(71)	256
Millennials: 1981-1996	32%	(210)	31%	(202)	15%	(97)	22%	(144)	653
GenXers: 1965-1980	20%	(111)	35%	(195)	14%	(80)	31%	(169)	555
Baby Boomers: 1946-1964	7%	(45)	31%	(206)	14%	(93)	49%	(330)	673
PID: Dem (no lean)	23%	(199)	31%	(264)	16%	(139)	30%	(257)	860
PID: Ind (no lean)	17%	(115)	30%	(204)	14%	(94)	39%	(261)	674
PID: Rep (no lean)	20%	(139)	31%	(210)	13%	(85)	36%	(242)	676
PID/Gender: Dem Men	27%	(106)	33%	(128)	14%	(55)	26%	(104)	394
PID/Gender: Dem Women	20%	(93)	29%	(135)	18%	(84)	33%	(153)	465
PID/Gender: Ind Men	16%	(55)	30%	(102)	15%	(50)	40%	(138)	345
PID/Gender: Ind Women	18%	(59)	31%	(102)	13%	(44)	37%	(123)	329
PID/Gender: Rep Men	20%	(65)	30%	(97)	13%	(42)	38%	(123)	328
PID/Gender: Rep Women	21%	(73)	32%	(112)	12%	(43)	34%	(119)	348
Ideo: Liberal (1-3)	22%	(144)	31%	(201)	17%	(115)	30%	(196)	656
Ideo: Moderate (4)	20%	(149)	35%	(264)	14%	(108)	31%	(229)	751
Ideo: Conservative (5-7)	19%	(127)	27%	(179)	13%	(86)	41%	(275)	666
Educ: < College	22%	(312)	29%	(421)	14%	(195)	35%	(509)	1437
Educ: Bachelors degree	17%	(84)	34%	(169)	15%	(71)	34%	(167)	491
Educ: Post-grad	20%	(57)	31%	(88)	19%	(52)	30%	(85)	282
Income: Under 50k	19%	(245)	32%	(408)	13%	(169)	35%	(449)	1271
Income: 50k-100k	22%	(146)	27%	(178)	16%	(108)	34%	(224)	656
Income: 100k+	22%	(62)	33%	(92)	15%	(42)	31%	(87)	283
Ethnicity: White	17%	(296)	32%	(543)	14%	(242)	37%	(629)	1711
Ethnicity: Hispanic	29%	(110)	28%	(104)	19%	(70)	24%	(90)	374

Continued on next page

Table MCFE38_2: *If the following were available at your local movie theater, how interested would you be in going, if at all?*
A 4D movie (a movie that adds effects that are timed up with relevant events in the movie, such as motion, scent, rain, wind, and temperature changes)

Demographic	Very interested		Somewhat interested		Not too interested		Not at all interested		Total N
Adults	20%	(453)	31%	(678)	14%	(319)	34%	(761)	2210
Ethnicity: Black	34%	(95)	25%	(71)	16%	(45)	25%	(71)	282
Ethnicity: Other	28%	(62)	29%	(64)	14%	(31)	28%	(60)	217
All Christian	19%	(198)	32%	(331)	14%	(146)	34%	(354)	1029
All Non-Christian	18%	(24)	32%	(42)	20%	(26)	29%	(38)	129
Atheist	17%	(17)	26%	(26)	13%	(13)	45%	(44)	99
Agnostic/Nothing in particular	18%	(108)	27%	(159)	16%	(95)	38%	(225)	587
Something Else	29%	(107)	33%	(121)	11%	(39)	27%	(99)	365
Religious Non-Protestant/Catholic	18%	(28)	37%	(57)	18%	(28)	27%	(41)	154
Evangelical	25%	(140)	32%	(177)	10%	(57)	33%	(184)	558
Non-Evangelical	20%	(156)	32%	(250)	15%	(122)	33%	(263)	792
Community: Urban	27%	(175)	30%	(191)	12%	(75)	31%	(196)	638
Community: Suburban	18%	(183)	32%	(322)	16%	(164)	34%	(345)	1014
Community: Rural	17%	(94)	30%	(165)	14%	(79)	39%	(219)	558
Employ: Private Sector	26%	(169)	33%	(216)	15%	(101)	26%	(168)	654
Employ: Government	36%	(48)	31%	(43)	9%	(12)	24%	(33)	136
Employ: Self-Employed	19%	(32)	39%	(65)	12%	(20)	30%	(50)	166
Employ: Homemaker	20%	(38)	29%	(55)	20%	(38)	31%	(58)	190
Employ: Student	33%	(20)	24%	(15)	19%	(12)	25%	(15)	62
Employ: Retired	7%	(40)	26%	(148)	14%	(77)	53%	(298)	563
Employ: Unemployed	24%	(74)	32%	(95)	11%	(33)	33%	(99)	301
Employ: Other	23%	(32)	30%	(41)	19%	(26)	28%	(39)	137
Military HH: Yes	18%	(50)	32%	(91)	12%	(35)	38%	(107)	283
Military HH: No	21%	(403)	30%	(587)	15%	(283)	34%	(653)	1927
RD/WT: Right Direction	27%	(179)	30%	(203)	15%	(100)	28%	(184)	666
RD/WT: Wrong Track	18%	(273)	31%	(475)	14%	(218)	37%	(577)	1544
Biden Job Approve	23%	(225)	31%	(304)	16%	(153)	30%	(288)	970
Biden Job Disapprove	18%	(209)	30%	(346)	13%	(153)	38%	(436)	1144

Table MCFE38_2: *If the following were available at your local movie theater, how interested would you be in going, if at all?*
A 4D movie (a movie that adds effects that are timed up with relevant events in the movie, such as motion, scent, rain, wind, and temperature changes)

Demographic	Very interested		Somewhat interested		Not too interested		Not at all interested		Total N
Adults	20%	(453)	31%	(678)	14%	(319)	34%	(761)	2210
Biden Job Strongly Approve	27%	(119)	29%	(124)	13%	(58)	31%	(132)	433
Biden Job Somewhat Approve	20%	(107)	33%	(180)	18%	(95)	29%	(156)	537
Biden Job Somewhat Disapprove	19%	(66)	34%	(116)	18%	(63)	28%	(95)	339
Biden Job Strongly Disapprove	18%	(143)	29%	(230)	11%	(91)	42%	(342)	805
Favorable of Biden	22%	(217)	32%	(312)	15%	(149)	30%	(291)	969
Unfavorable of Biden	19%	(212)	30%	(335)	14%	(156)	38%	(430)	1134
Very Favorable of Biden	26%	(123)	30%	(143)	14%	(68)	31%	(148)	482
Somewhat Favorable of Biden	19%	(94)	35%	(169)	17%	(81)	29%	(143)	487
Somewhat Unfavorable of Biden	20%	(60)	30%	(90)	19%	(58)	30%	(90)	299
Very Unfavorable of Biden	18%	(151)	29%	(245)	12%	(98)	41%	(340)	835
#1 Issue: Economy	22%	(198)	32%	(290)	16%	(147)	30%	(278)	913
#1 Issue: Security	18%	(45)	31%	(76)	9%	(21)	42%	(101)	243
#1 Issue: Health Care	24%	(40)	25%	(43)	17%	(29)	34%	(58)	170
#1 Issue: Medicare / Social Security	14%	(37)	30%	(81)	12%	(32)	44%	(116)	266
#1 Issue: Women's Issues	22%	(69)	33%	(101)	15%	(48)	30%	(92)	311
#1 Issue: Education	32%	(19)	37%	(22)	12%	(7)	19%	(11)	59
#1 Issue: Energy	24%	(32)	29%	(39)	14%	(19)	32%	(44)	134
#1 Issue: Other	11%	(13)	23%	(26)	13%	(15)	52%	(60)	115
2020 Vote: Joe Biden	22%	(212)	31%	(292)	15%	(145)	31%	(295)	945
2020 Vote: Donald Trump	18%	(136)	32%	(237)	12%	(88)	38%	(279)	740
2020 Vote: Other	16%	(11)	33%	(22)	19%	(13)	31%	(21)	67
2020 Vote: Didn't Vote	20%	(93)	28%	(127)	16%	(73)	36%	(166)	459
2018 House Vote: Democrat	23%	(175)	31%	(235)	15%	(117)	30%	(228)	755
2018 House Vote: Republican	18%	(107)	30%	(174)	11%	(67)	41%	(241)	589
2018 House Vote: Someone else	22%	(11)	33%	(16)	8%	(4)	37%	(18)	50
2016 Vote: Hillary Clinton	22%	(155)	31%	(213)	15%	(107)	32%	(221)	695
2016 Vote: Donald Trump	17%	(110)	32%	(209)	13%	(86)	38%	(251)	656
2016 Vote: Other	15%	(12)	35%	(30)	20%	(17)	30%	(26)	86
2016 Vote: Didn't Vote	22%	(171)	29%	(223)	14%	(108)	34%	(262)	765

Table MCFE38_2: *If the following were available at your local movie theater, how interested would you be in going, if at all?*
A 4D movie (a movie that adds effects that are timed up with relevant events in the movie, such as motion, scent, rain, wind, and temperature changes)

Demographic	Very interested		Somewhat interested		Not too interested		Not at all interested		Total N
Adults	20%	(453)	31%	(678)	14%	(319)	34%	(761)	2210
Voted in 2014: Yes	20%	(243)	30%	(373)	14%	(169)	36%	(443)	1227
Voted in 2014: No	21%	(210)	31%	(305)	15%	(150)	32%	(318)	983
4-Region: Northeast	20%	(76)	28%	(107)	14%	(54)	38%	(145)	383
4-Region: Midwest	19%	(87)	29%	(130)	17%	(78)	35%	(161)	456
4-Region: South	24%	(206)	29%	(244)	14%	(115)	33%	(279)	844
4-Region: West	16%	(83)	37%	(196)	14%	(72)	33%	(175)	527
TikTok Users	33%	(259)	33%	(262)	14%	(111)	20%	(161)	793
Twitch Users	39%	(84)	34%	(73)	12%	(25)	16%	(34)	216
2022 Sports Viewers/Attendees	24%	(350)	33%	(484)	15%	(223)	28%	(418)	1475
Monthly Moviegoers	34%	(108)	37%	(120)	11%	(37)	17%	(56)	320
Few Times per Year + Moviegoers	31%	(289)	35%	(322)	16%	(144)	18%	(165)	920
Heard Smile Campaign	38%	(210)	36%	(199)	14%	(78)	12%	(64)	551
Heard Minion Campaign	40%	(213)	38%	(204)	13%	(68)	10%	(55)	540
Listens to Podcasts	27%	(310)	35%	(395)	16%	(182)	22%	(245)	1132
Streaming Services User	23%	(415)	33%	(590)	16%	(277)	28%	(491)	1773
Netflix User	26%	(388)	34%	(497)	15%	(221)	25%	(368)	1474
Disney+ User	29%	(285)	35%	(348)	14%	(142)	21%	(209)	984
Heterosexual or straight	20%	(391)	30%	(595)	15%	(297)	35%	(688)	1971
Gay	22%	(15)	31%	(21)	11%	(7)	36%	(25)	68
Bisexual	31%	(28)	34%	(30)	8%	(7)	26%	(23)	88
Yes	37%	(26)	26%	(18)	14%	(10)	23%	(16)	70
No	20%	(427)	31%	(660)	14%	(308)	35%	(744)	2140

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

Table MCFE38_3: *If the following were available at your local movie theater, how interested would you be in going, if at all?*
Live streams of well-known musicians' concerts

Demographic	Very interested		Somewhat interested		Not too interested		Not at all interested		Total N
Adults	13%	(291)	26%	(575)	21%	(459)	40%	(886)	2210
Gender: Male	14%	(154)	26%	(282)	19%	(205)	40%	(427)	1068
Gender: Female	12%	(137)	26%	(292)	22%	(254)	40%	(459)	1142
Age: 18-34	18%	(115)	28%	(180)	26%	(169)	28%	(178)	642
Age: 35-44	18%	(67)	29%	(105)	25%	(91)	28%	(102)	365
Age: 45-64	12%	(83)	27%	(190)	19%	(132)	43%	(309)	714
Age: 65+	5%	(25)	20%	(99)	14%	(66)	61%	(297)	489
GenZers: 1997-2012	18%	(46)	24%	(61)	28%	(72)	30%	(77)	256
Millennials: 1981-1996	18%	(115)	30%	(198)	25%	(163)	27%	(177)	653
GenXers: 1965-1980	16%	(89)	29%	(158)	21%	(114)	35%	(194)	555
Baby Boomers: 1946-1964	6%	(40)	23%	(152)	14%	(95)	57%	(387)	673
PID: Dem (no lean)	16%	(135)	28%	(244)	22%	(190)	34%	(291)	860
PID: Ind (no lean)	10%	(71)	24%	(160)	20%	(137)	46%	(307)	674
PID: Rep (no lean)	13%	(85)	25%	(171)	19%	(132)	43%	(288)	676
PID/Gender: Dem Men	19%	(76)	32%	(124)	20%	(78)	29%	(115)	394
PID/Gender: Dem Women	13%	(59)	26%	(119)	24%	(112)	38%	(175)	465
PID/Gender: Ind Men	9%	(32)	24%	(84)	18%	(63)	48%	(166)	345
PID/Gender: Ind Women	12%	(38)	23%	(75)	23%	(74)	43%	(141)	329
PID/Gender: Rep Men	14%	(46)	22%	(73)	19%	(63)	44%	(146)	328
PID/Gender: Rep Women	11%	(39)	28%	(98)	20%	(68)	41%	(143)	348
Ideo: Liberal (1-3)	16%	(102)	26%	(168)	22%	(145)	37%	(241)	656
Ideo: Moderate (4)	12%	(88)	31%	(232)	23%	(173)	34%	(258)	751
Ideo: Conservative (5-7)	12%	(82)	22%	(147)	17%	(114)	49%	(323)	666
Educ: < College	13%	(192)	25%	(366)	20%	(291)	41%	(589)	1437
Educ: Bachelors degree	13%	(63)	28%	(136)	22%	(106)	38%	(186)	491
Educ: Post-grad	13%	(36)	26%	(73)	22%	(62)	39%	(111)	282
Income: Under 50k	12%	(159)	25%	(321)	21%	(262)	42%	(529)	1271
Income: 50k-100k	13%	(84)	26%	(173)	22%	(146)	38%	(253)	656
Income: 100k+	17%	(48)	29%	(81)	18%	(50)	37%	(104)	283
Ethnicity: White	11%	(186)	26%	(449)	20%	(338)	43%	(738)	1711
Ethnicity: Hispanic	18%	(69)	25%	(92)	31%	(117)	26%	(96)	374

Continued on next page

Table MCFE38_3: *If the following were available at your local movie theater, how interested would you be in going, if at all?*
Live streams of well-known musicians' concerts

Demographic	Very interested		Somewhat interested		Not too interested		Not at all interested		Total N
Adults	13%	(291)	26%	(575)	21%	(459)	40%	(886)	2210
Ethnicity: Black	25%	(69)	26%	(74)	19%	(52)	31%	(87)	282
Ethnicity: Other	16%	(35)	24%	(52)	32%	(68)	28%	(61)	217
All Christian	12%	(127)	25%	(260)	20%	(206)	42%	(435)	1029
All Non-Christian	13%	(17)	32%	(42)	23%	(29)	32%	(41)	129
Atheist	13%	(13)	22%	(22)	19%	(19)	45%	(45)	99
Agnostic/Nothing in particular	12%	(69)	23%	(138)	22%	(130)	43%	(251)	587
Something Else	18%	(65)	31%	(113)	20%	(74)	31%	(114)	365
Religious Non-Protestant/Catholic	12%	(18)	37%	(57)	22%	(34)	29%	(45)	154
Evangelical	17%	(93)	26%	(144)	21%	(116)	37%	(205)	558
Non-Evangelical	12%	(97)	26%	(204)	20%	(158)	42%	(333)	792
Community: Urban	21%	(134)	27%	(175)	20%	(128)	32%	(201)	638
Community: Suburban	10%	(104)	26%	(265)	23%	(232)	41%	(413)	1014
Community: Rural	9%	(53)	24%	(135)	18%	(99)	49%	(272)	558
Employ: Private Sector	17%	(110)	33%	(215)	23%	(151)	27%	(179)	654
Employ: Government	24%	(33)	31%	(42)	21%	(28)	25%	(34)	136
Employ: Self-Employed	16%	(27)	26%	(43)	22%	(37)	36%	(60)	166
Employ: Homemaker	11%	(22)	24%	(45)	26%	(49)	39%	(75)	190
Employ: Student	13%	(8)	20%	(12)	41%	(25)	26%	(16)	62
Employ: Retired	5%	(29)	21%	(118)	13%	(74)	61%	(341)	563
Employ: Unemployed	14%	(43)	22%	(66)	19%	(58)	45%	(134)	301
Employ: Other	14%	(19)	25%	(34)	27%	(36)	35%	(48)	137
Military HH: Yes	11%	(31)	25%	(70)	15%	(43)	49%	(139)	283
Military HH: No	13%	(260)	26%	(504)	22%	(415)	39%	(747)	1927
RD/WT: Right Direction	18%	(121)	29%	(193)	20%	(134)	33%	(218)	666
RD/WT: Wrong Track	11%	(170)	25%	(382)	21%	(324)	43%	(668)	1544
Biden Job Approve	16%	(159)	27%	(265)	21%	(204)	35%	(343)	970
Biden Job Disapprove	11%	(124)	24%	(280)	20%	(231)	44%	(509)	1144

Table MCFE38_3: *If the following were available at your local movie theater, how interested would you be in going, if at all?*
Live streams of well-known musicians' concerts

Demographic	Very interested		Somewhat interested		Not too interested		Not at all interested		Total N
Adults	13%	(291)	26%	(575)	21%	(459)	40%	(886)	2210
Biden Job Strongly Approve	23%	(99)	29%	(124)	17%	(73)	32%	(137)	433
Biden Job Somewhat Approve	11%	(59)	26%	(141)	24%	(131)	38%	(206)	537
Biden Job Somewhat Disapprove	9%	(32)	32%	(107)	27%	(91)	32%	(109)	339
Biden Job Strongly Disapprove	11%	(92)	21%	(173)	17%	(140)	50%	(400)	805
Favorable of Biden	17%	(160)	28%	(269)	20%	(197)	35%	(343)	969
Unfavorable of Biden	10%	(118)	25%	(279)	21%	(237)	44%	(500)	1134
Very Favorable of Biden	21%	(103)	28%	(135)	18%	(86)	33%	(158)	482
Somewhat Favorable of Biden	12%	(58)	28%	(134)	23%	(111)	38%	(184)	487
Somewhat Unfavorable of Biden	6%	(18)	32%	(96)	30%	(90)	32%	(95)	299
Very Unfavorable of Biden	12%	(100)	22%	(183)	18%	(147)	49%	(405)	835
#1 Issue: Economy	13%	(121)	28%	(258)	22%	(198)	37%	(335)	913
#1 Issue: Security	12%	(28)	22%	(54)	20%	(49)	46%	(112)	243
#1 Issue: Health Care	19%	(32)	22%	(38)	23%	(40)	36%	(60)	170
#1 Issue: Medicare / Social Security	8%	(22)	21%	(55)	15%	(41)	55%	(147)	266
#1 Issue: Women's Issues	13%	(42)	30%	(93)	25%	(79)	31%	(97)	311
#1 Issue: Education	19%	(11)	33%	(19)	24%	(14)	25%	(15)	59
#1 Issue: Energy	19%	(25)	27%	(36)	14%	(18)	41%	(54)	134
#1 Issue: Other	8%	(9)	18%	(20)	17%	(20)	57%	(65)	115
2020 Vote: Joe Biden	15%	(138)	29%	(273)	19%	(181)	37%	(352)	945
2020 Vote: Donald Trump	13%	(96)	25%	(185)	19%	(140)	43%	(319)	740
2020 Vote: Other	14%	(10)	31%	(21)	19%	(13)	35%	(23)	67
2020 Vote: Didn't Vote	10%	(47)	21%	(96)	27%	(125)	42%	(191)	459
2018 House Vote: Democrat	15%	(114)	30%	(226)	20%	(147)	35%	(268)	755
2018 House Vote: Republican	13%	(76)	24%	(144)	16%	(92)	47%	(277)	589
2018 House Vote: Someone else	18%	(9)	24%	(12)	16%	(8)	42%	(21)	50
2016 Vote: Hillary Clinton	15%	(105)	30%	(210)	17%	(118)	38%	(262)	695
2016 Vote: Donald Trump	11%	(74)	27%	(175)	18%	(120)	44%	(286)	656
2016 Vote: Other	13%	(11)	18%	(15)	22%	(19)	47%	(41)	86
2016 Vote: Didn't Vote	13%	(97)	23%	(172)	26%	(199)	39%	(296)	765

Continued on next page

Table MCFE38_3: *If the following were available at your local movie theater, how interested would you be in going, if at all?*
Live streams of well-known musicians' concerts

Demographic	Very interested		Somewhat interested		Not too interested		Not at all interested		Total N
Adults	13%	(291)	26%	(575)	21%	(459)	40%	(886)	2210
Voted in 2014: Yes	13%	(165)	28%	(349)	16%	(199)	42%	(514)	1227
Voted in 2014: No	13%	(126)	23%	(226)	26%	(259)	38%	(372)	983
4-Region: Northeast	11%	(41)	27%	(105)	19%	(72)	43%	(165)	383
4-Region: Midwest	11%	(50)	25%	(114)	22%	(102)	42%	(190)	456
4-Region: South	15%	(129)	25%	(211)	20%	(172)	39%	(332)	844
4-Region: West	13%	(70)	27%	(145)	21%	(113)	38%	(199)	527
TikTok Users	18%	(145)	33%	(262)	22%	(173)	27%	(213)	793
Twitch Users	28%	(59)	31%	(67)	23%	(49)	18%	(39)	216
2022 Sports Viewers/Attendees	15%	(224)	28%	(414)	22%	(322)	35%	(515)	1475
Monthly Moviegoers	28%	(91)	35%	(114)	20%	(63)	17%	(53)	320
Few Times per Year + Moviegoers	20%	(186)	35%	(321)	23%	(208)	22%	(205)	920
Heard Smile Campaign	26%	(144)	37%	(202)	22%	(122)	15%	(83)	551
Heard Minion Campaign	27%	(144)	38%	(204)	21%	(114)	14%	(78)	540
Listens to Podcasts	18%	(204)	34%	(388)	23%	(261)	25%	(280)	1132
Streaming Services User	15%	(264)	29%	(516)	23%	(403)	33%	(589)	1773
Netflix User	16%	(234)	30%	(441)	24%	(350)	31%	(450)	1474
Disney+ User	18%	(174)	31%	(302)	24%	(236)	28%	(272)	984
Heterosexual or straight	13%	(252)	26%	(516)	21%	(406)	40%	(796)	1971
Gay	18%	(12)	18%	(12)	27%	(18)	36%	(25)	68
Bisexual	18%	(16)	30%	(26)	26%	(23)	27%	(24)	88
Yes	22%	(16)	23%	(16)	27%	(19)	27%	(19)	70
No	13%	(275)	26%	(558)	21%	(439)	41%	(867)	2140

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

Table MCFE38_4: *If the following were available at your local movie theater, how interested would you be in going, if at all?*
Live streams of gaming events

Demographic	Very interested		Somewhat interested		Not too interested		Not at all interested		Total N
Adults	11%	(234)	19%	(413)	18%	(394)	53%	(1169)	2210
Gender: Male	12%	(133)	23%	(245)	17%	(179)	48%	(511)	1068
Gender: Female	9%	(101)	15%	(168)	19%	(215)	58%	(658)	1142
Age: 18-34	19%	(120)	30%	(191)	19%	(122)	33%	(209)	642
Age: 35-44	15%	(56)	25%	(93)	22%	(80)	37%	(136)	365
Age: 45-64	7%	(51)	14%	(101)	20%	(140)	59%	(422)	714
Age: 65+	1%	(6)	6%	(28)	11%	(52)	82%	(402)	489
GenZers: 1997-2012	21%	(54)	27%	(70)	20%	(50)	32%	(82)	256
Millennials: 1981-1996	16%	(104)	29%	(189)	20%	(130)	35%	(229)	653
GenXers: 1965-1980	11%	(64)	18%	(97)	23%	(127)	48%	(267)	555
Baby Boomers: 1946-1964	2%	(11)	8%	(55)	12%	(80)	78%	(528)	673
PID: Dem (no lean)	15%	(126)	20%	(174)	19%	(161)	46%	(399)	860
PID: Ind (no lean)	8%	(52)	18%	(118)	17%	(115)	58%	(389)	674
PID: Rep (no lean)	8%	(55)	18%	(121)	18%	(118)	56%	(382)	676
PID/Gender: Dem Men	18%	(71)	27%	(105)	19%	(77)	36%	(141)	394
PID/Gender: Dem Women	12%	(55)	15%	(69)	18%	(84)	55%	(257)	465
PID/Gender: Ind Men	9%	(31)	21%	(74)	16%	(54)	54%	(187)	345
PID/Gender: Ind Women	7%	(22)	14%	(45)	19%	(61)	61%	(202)	329
PID/Gender: Rep Men	10%	(31)	20%	(66)	15%	(48)	56%	(183)	328
PID/Gender: Rep Women	7%	(24)	16%	(55)	20%	(70)	57%	(199)	348
Ideo: Liberal (1-3)	12%	(79)	19%	(123)	19%	(122)	50%	(331)	656
Ideo: Moderate (4)	10%	(78)	22%	(169)	19%	(140)	49%	(365)	751
Ideo: Conservative (5-7)	10%	(64)	15%	(103)	16%	(105)	59%	(394)	666
Educ: < College	12%	(172)	17%	(240)	19%	(272)	52%	(753)	1437
Educ: Bachelors degree	6%	(29)	27%	(132)	16%	(78)	51%	(251)	491
Educ: Post-grad	12%	(33)	14%	(41)	15%	(44)	59%	(165)	282
Income: Under 50k	10%	(130)	18%	(234)	20%	(251)	52%	(657)	1271
Income: 50k-100k	11%	(71)	18%	(117)	16%	(107)	55%	(361)	656
Income: 100k+	12%	(34)	22%	(61)	13%	(36)	54%	(152)	283
Ethnicity: White	7%	(112)	17%	(297)	18%	(305)	58%	(996)	1711
Ethnicity: Hispanic	19%	(71)	33%	(123)	23%	(86)	25%	(94)	374

Continued on next page

Table MCFE38_4: *If the following were available at your local movie theater, how interested would you be in going, if at all?*
Live streams of gaming events

Demographic	Very interested		Somewhat interested		Not too interested		Not at all interested		Total N
Adults	11%	(234)	19%	(413)	18%	(394)	53%	(1169)	2210
Ethnicity: Black	27%	(77)	24%	(67)	15%	(43)	34%	(95)	282
Ethnicity: Other	21%	(45)	22%	(48)	21%	(46)	36%	(78)	217
All Christian	9%	(95)	19%	(197)	17%	(180)	54%	(557)	1029
All Non-Christian	12%	(16)	23%	(30)	21%	(27)	44%	(56)	129
Atheist	2%	(2)	26%	(25)	12%	(12)	60%	(60)	99
Agnostic/Nothing in particular	10%	(58)	14%	(84)	19%	(110)	57%	(336)	587
Something Else	18%	(64)	21%	(76)	18%	(65)	44%	(160)	365
Religious Non-Protestant/Catholic	11%	(17)	26%	(39)	22%	(33)	42%	(64)	154
Evangelical	16%	(87)	20%	(109)	17%	(97)	47%	(265)	558
Non-Evangelical	9%	(69)	19%	(149)	17%	(136)	55%	(437)	792
Community: Urban	17%	(109)	25%	(161)	17%	(105)	41%	(262)	638
Community: Suburban	8%	(85)	18%	(178)	18%	(179)	56%	(573)	1014
Community: Rural	7%	(41)	13%	(74)	20%	(110)	60%	(334)	558
Employ: Private Sector	13%	(84)	25%	(164)	20%	(128)	42%	(277)	654
Employ: Government	24%	(33)	27%	(37)	17%	(24)	31%	(42)	136
Employ: Self-Employed	16%	(27)	22%	(37)	16%	(26)	46%	(76)	166
Employ: Homemaker	7%	(12)	17%	(32)	24%	(46)	53%	(100)	190
Employ: Student	21%	(13)	35%	(22)	20%	(12)	24%	(15)	62
Employ: Retired	2%	(10)	6%	(35)	13%	(71)	79%	(446)	563
Employ: Unemployed	12%	(37)	19%	(56)	20%	(61)	49%	(147)	301
Employ: Other	12%	(17)	21%	(29)	19%	(26)	47%	(65)	137
Military HH: Yes	8%	(22)	15%	(42)	17%	(49)	60%	(171)	283
Military HH: No	11%	(213)	19%	(371)	18%	(345)	52%	(998)	1927
RD/WT: Right Direction	18%	(122)	22%	(148)	17%	(116)	42%	(280)	666
RD/WT: Wrong Track	7%	(112)	17%	(264)	18%	(278)	58%	(889)	1544
Biden Job Approve	14%	(140)	21%	(201)	17%	(168)	48%	(462)	970
Biden Job Disapprove	8%	(87)	17%	(192)	18%	(205)	58%	(659)	1144

Table MCFE38_4: *If the following were available at your local movie theater, how interested would you be in going, if at all?*
Live streams of gaming events

Demographic	Very interested		Somewhat interested		Not too interested		Not at all interested		Total N
Adults	11%	(234)	19%	(413)	18%	(394)	53%	(1169)	2210
Biden Job Strongly Approve	20%	(87)	20%	(87)	14%	(61)	46%	(198)	433
Biden Job Somewhat Approve	10%	(53)	21%	(113)	20%	(107)	49%	(264)	537
Biden Job Somewhat Disapprove	10%	(33)	22%	(76)	21%	(72)	47%	(159)	339
Biden Job Strongly Disapprove	7%	(54)	14%	(117)	17%	(133)	62%	(501)	805
Favorable of Biden	14%	(139)	20%	(197)	17%	(164)	48%	(469)	969
Unfavorable of Biden	7%	(82)	17%	(196)	18%	(208)	57%	(648)	1134
Very Favorable of Biden	18%	(88)	19%	(93)	15%	(73)	47%	(228)	482
Somewhat Favorable of Biden	10%	(51)	22%	(105)	19%	(91)	49%	(241)	487
Somewhat Unfavorable of Biden	8%	(23)	23%	(70)	23%	(68)	46%	(138)	299
Very Unfavorable of Biden	7%	(59)	15%	(127)	17%	(139)	61%	(510)	835
#1 Issue: Economy	10%	(95)	22%	(201)	20%	(181)	48%	(436)	913
#1 Issue: Security	8%	(20)	14%	(35)	17%	(41)	61%	(147)	243
#1 Issue: Health Care	12%	(20)	24%	(41)	15%	(25)	50%	(85)	170
#1 Issue: Medicare / Social Security	6%	(16)	7%	(20)	16%	(44)	70%	(186)	266
#1 Issue: Women's Issues	14%	(44)	18%	(55)	19%	(60)	49%	(152)	311
#1 Issue: Education	28%	(16)	28%	(16)	18%	(11)	26%	(15)	59
#1 Issue: Energy	10%	(13)	26%	(35)	17%	(23)	47%	(62)	134
#1 Issue: Other	9%	(10)	9%	(10)	9%	(10)	74%	(84)	115
2020 Vote: Joe Biden	13%	(122)	20%	(191)	16%	(148)	51%	(483)	945
2020 Vote: Donald Trump	8%	(62)	17%	(126)	17%	(128)	57%	(424)	740
2020 Vote: Other	10%	(6)	22%	(15)	16%	(11)	52%	(35)	67
2020 Vote: Didn't Vote	10%	(44)	18%	(81)	23%	(106)	50%	(227)	459
2018 House Vote: Democrat	14%	(103)	20%	(150)	16%	(119)	51%	(382)	755
2018 House Vote: Republican	7%	(41)	15%	(88)	17%	(98)	61%	(362)	589
2018 House Vote: Someone else	14%	(7)	27%	(13)	6%	(3)	53%	(26)	50
2016 Vote: Hillary Clinton	13%	(93)	20%	(136)	15%	(106)	52%	(360)	695
2016 Vote: Donald Trump	7%	(49)	14%	(92)	17%	(111)	62%	(403)	656
2016 Vote: Other	9%	(7)	18%	(16)	16%	(14)	57%	(49)	86
2016 Vote: Didn't Vote	11%	(84)	22%	(166)	21%	(161)	46%	(353)	765

Table MCFE38_4: *If the following were available at your local movie theater, how interested would you be in going, if at all?*
Live streams of gaming events

Demographic	Very interested		Somewhat interested		Not too interested		Not at all interested		Total N
Adults	11%	(234)	19%	(413)	18%	(394)	53%	(1169)	2210
Voted in 2014: Yes	10%	(122)	17%	(208)	15%	(189)	58%	(709)	1227
Voted in 2014: No	11%	(113)	21%	(205)	21%	(205)	47%	(461)	983
4-Region: Northeast	11%	(43)	20%	(75)	14%	(54)	55%	(210)	383
4-Region: Midwest	8%	(35)	15%	(70)	18%	(82)	59%	(269)	456
4-Region: South	12%	(104)	18%	(153)	18%	(151)	52%	(436)	844
4-Region: West	10%	(52)	22%	(114)	20%	(108)	48%	(254)	527
TikTok Users	18%	(140)	25%	(201)	20%	(159)	37%	(292)	793
Twitch Users	29%	(63)	35%	(76)	18%	(39)	18%	(38)	216
2022 Sports Viewers/Attendees	13%	(197)	22%	(323)	18%	(268)	47%	(687)	1475
Monthly Moviegoers	23%	(72)	35%	(113)	18%	(59)	24%	(77)	320
Few Times per Year + Moviegoers	17%	(152)	29%	(265)	20%	(183)	35%	(320)	920
Heard Smile Campaign	27%	(146)	34%	(187)	20%	(112)	19%	(106)	551
Heard Minion Campaign	26%	(141)	36%	(193)	19%	(102)	19%	(104)	540
Listens to Podcasts	16%	(177)	27%	(301)	20%	(223)	38%	(431)	1132
Streaming Services User	13%	(222)	21%	(381)	19%	(340)	47%	(830)	1773
Netflix User	14%	(200)	23%	(337)	20%	(294)	44%	(642)	1474
Disney+ User	15%	(150)	26%	(261)	21%	(204)	38%	(370)	984
Heterosexual or straight	11%	(210)	19%	(365)	17%	(336)	54%	(1060)	1971
Gay	10%	(7)	20%	(13)	25%	(17)	46%	(31)	68
Bisexual	11%	(9)	23%	(21)	21%	(19)	45%	(40)	88
Yes	18%	(13)	27%	(19)	28%	(20)	27%	(19)	70
No	10%	(222)	18%	(394)	17%	(374)	54%	(1150)	2140

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

Table MCFE38_5: *If the following were available at your local movie theater, how interested would you be in going, if at all?*
Ability to watch a movie with virtual reality goggles (a device you would wear that simulates being inside the 3D environment of the movie) rather than on the screen

Demographic	Very interested		Somewhat interested		Not too interested		Not at all interested		Total N
Adults	18%	(398)	29%	(638)	16%	(355)	37%	(819)	2210
Gender: Male	19%	(207)	30%	(317)	16%	(167)	35%	(377)	1068
Gender: Female	17%	(192)	28%	(320)	16%	(188)	39%	(442)	1142
Age: 18-34	27%	(170)	34%	(215)	15%	(95)	25%	(161)	642
Age: 35-44	27%	(100)	29%	(105)	17%	(64)	26%	(96)	365
Age: 45-64	14%	(97)	31%	(219)	17%	(121)	39%	(277)	714
Age: 65+	6%	(31)	20%	(98)	15%	(75)	58%	(285)	489
GenZers: 1997-2012	24%	(62)	33%	(84)	14%	(36)	29%	(74)	256
Millennials: 1981-1996	28%	(183)	31%	(205)	16%	(107)	24%	(158)	653
GenXers: 1965-1980	19%	(106)	32%	(177)	18%	(97)	32%	(175)	555
Baby Boomers: 1946-1964	6%	(42)	24%	(165)	16%	(105)	54%	(361)	673
PID: Dem (no lean)	22%	(192)	30%	(255)	16%	(140)	32%	(273)	860
PID: Ind (no lean)	14%	(97)	28%	(186)	16%	(110)	42%	(282)	674
PID: Rep (no lean)	16%	(109)	29%	(197)	16%	(106)	39%	(263)	676
PID/Gender: Dem Men	26%	(103)	31%	(123)	16%	(63)	27%	(106)	394
PID/Gender: Dem Women	19%	(89)	28%	(132)	17%	(77)	36%	(167)	465
PID/Gender: Ind Men	14%	(47)	29%	(100)	16%	(55)	41%	(143)	345
PID/Gender: Ind Women	15%	(50)	26%	(85)	17%	(55)	42%	(139)	329
PID/Gender: Rep Men	17%	(57)	29%	(94)	15%	(49)	39%	(128)	328
PID/Gender: Rep Women	15%	(53)	30%	(103)	16%	(57)	39%	(135)	348
Ideo: Liberal (1-3)	20%	(128)	31%	(201)	17%	(113)	33%	(215)	656
Ideo: Moderate (4)	19%	(143)	32%	(237)	18%	(135)	31%	(237)	751
Ideo: Conservative (5-7)	15%	(102)	25%	(167)	14%	(96)	45%	(301)	666
Educ: < College	19%	(270)	27%	(392)	15%	(222)	38%	(553)	1437
Educ: Bachelors degree	16%	(80)	32%	(158)	16%	(80)	35%	(173)	491
Educ: Post-grad	17%	(49)	31%	(87)	19%	(52)	33%	(93)	282
Income: Under 50k	18%	(231)	29%	(375)	16%	(197)	37%	(468)	1271
Income: 50k-100k	18%	(116)	26%	(171)	17%	(110)	39%	(259)	656
Income: 100k+	18%	(52)	32%	(92)	17%	(47)	33%	(92)	283
Ethnicity: White	15%	(262)	28%	(474)	17%	(287)	40%	(687)	1711

Continued on next page

Table MCFE38_5: *If the following were available at your local movie theater, how interested would you be in going, if at all?*
Ability to watch a movie with virtual reality goggles (a device you would wear that simulates being inside the 3D environment of the movie) rather than on the screen

Demographic	Very interested		Somewhat interested		Not too interested		Not at all interested		Total N
Adults	18%	(398)	29%	(638)	16%	(355)	37%	(819)	2210
Ethnicity: Hispanic	31%	(117)	31%	(116)	15%	(58)	22%	(83)	374
Ethnicity: Black	31%	(88)	31%	(88)	14%	(38)	24%	(68)	282
Ethnicity: Other	22%	(48)	35%	(76)	13%	(29)	29%	(63)	217
All Christian	15%	(155)	32%	(325)	17%	(173)	37%	(376)	1029
All Non-Christian	20%	(26)	34%	(44)	13%	(16)	33%	(42)	129
Atheist	15%	(15)	19%	(19)	13%	(13)	54%	(53)	99
Agnostic/Nothing in particular	18%	(106)	25%	(145)	16%	(93)	41%	(244)	587
Something Else	27%	(97)	29%	(105)	16%	(60)	28%	(103)	365
Religious Non-Protestant/Catholic	20%	(31)	36%	(56)	12%	(18)	32%	(48)	154
Evangelical	22%	(125)	30%	(169)	15%	(83)	33%	(182)	558
Non-Evangelical	15%	(120)	31%	(244)	18%	(141)	36%	(286)	792
Community: Urban	26%	(169)	30%	(192)	13%	(84)	30%	(192)	638
Community: Suburban	16%	(158)	27%	(277)	18%	(181)	39%	(399)	1014
Community: Rural	13%	(71)	30%	(169)	16%	(90)	41%	(228)	558
Employ: Private Sector	22%	(144)	35%	(229)	16%	(104)	27%	(177)	654
Employ: Government	36%	(49)	24%	(33)	17%	(23)	23%	(31)	136
Employ: Self-Employed	22%	(37)	28%	(46)	18%	(31)	32%	(53)	166
Employ: Homemaker	16%	(31)	23%	(43)	19%	(37)	42%	(79)	190
Employ: Student	20%	(13)	38%	(24)	17%	(11)	25%	(15)	62
Employ: Retired	7%	(39)	22%	(124)	15%	(83)	56%	(317)	563
Employ: Unemployed	19%	(58)	31%	(92)	14%	(42)	36%	(110)	301
Employ: Other	21%	(29)	34%	(47)	18%	(25)	27%	(37)	137
Military HH: Yes	15%	(41)	28%	(81)	16%	(45)	41%	(116)	283
Military HH: No	19%	(357)	29%	(557)	16%	(310)	36%	(703)	1927
RD/WT: Right Direction	26%	(175)	29%	(191)	15%	(98)	30%	(203)	666
RD/WT: Wrong Track	14%	(223)	29%	(447)	17%	(257)	40%	(616)	1544
Biden Job Approve	23%	(220)	30%	(296)	16%	(152)	31%	(303)	970
Biden Job Disapprove	14%	(164)	27%	(314)	16%	(186)	42%	(480)	1144

Table MCFE38_5: *If the following were available at your local movie theater, how interested would you be in going, if at all?*
Ability to watch a movie with virtual reality goggles (a device you would wear that simulates being inside the 3D environment of the movie) rather than on the screen

Demographic	Very interested		Somewhat interested		Not too interested		Not at all interested		Total N
Adults	18%	(398)	29%	(638)	16%	(355)	37%	(819)	2210
Biden Job Strongly Approve	28%	(120)	29%	(124)	13%	(56)	30%	(131)	433
Biden Job Somewhat Approve	18%	(99)	32%	(171)	18%	(96)	32%	(172)	537
Biden Job Somewhat Disapprove	16%	(54)	34%	(114)	18%	(60)	33%	(111)	339
Biden Job Strongly Disapprove	14%	(110)	25%	(199)	16%	(127)	46%	(369)	805
Favorable of Biden	22%	(211)	31%	(298)	16%	(150)	32%	(310)	969
Unfavorable of Biden	15%	(170)	27%	(312)	17%	(187)	41%	(465)	1134
Very Favorable of Biden	27%	(131)	28%	(134)	13%	(64)	32%	(152)	482
Somewhat Favorable of Biden	16%	(80)	34%	(163)	18%	(86)	32%	(158)	487
Somewhat Unfavorable of Biden	16%	(48)	32%	(95)	20%	(60)	32%	(95)	299
Very Unfavorable of Biden	15%	(122)	26%	(217)	15%	(127)	44%	(370)	835
#1 Issue: Economy	19%	(169)	31%	(283)	18%	(162)	33%	(299)	913
#1 Issue: Security	15%	(35)	26%	(62)	12%	(29)	48%	(116)	243
#1 Issue: Health Care	23%	(39)	24%	(41)	18%	(31)	35%	(59)	170
#1 Issue: Medicare / Social Security	11%	(30)	24%	(64)	17%	(44)	48%	(128)	266
#1 Issue: Women's Issues	22%	(70)	32%	(101)	15%	(47)	30%	(93)	311
#1 Issue: Education	34%	(20)	38%	(22)	14%	(8)	15%	(9)	59
#1 Issue: Energy	16%	(21)	32%	(43)	13%	(17)	39%	(53)	134
#1 Issue: Other	13%	(14)	20%	(23)	14%	(16)	54%	(62)	115
2020 Vote: Joe Biden	20%	(189)	30%	(282)	16%	(153)	34%	(320)	945
2020 Vote: Donald Trump	15%	(108)	28%	(207)	16%	(116)	42%	(309)	740
2020 Vote: Other	12%	(8)	37%	(25)	19%	(13)	32%	(21)	67
2020 Vote: Didn't Vote	20%	(93)	27%	(124)	16%	(73)	37%	(168)	459
2018 House Vote: Democrat	21%	(159)	30%	(223)	16%	(118)	34%	(255)	755
2018 House Vote: Republican	14%	(83)	26%	(152)	15%	(91)	45%	(263)	589
2018 House Vote: Someone else	19%	(9)	28%	(14)	11%	(5)	42%	(21)	50
2016 Vote: Hillary Clinton	21%	(145)	29%	(204)	15%	(105)	35%	(241)	695
2016 Vote: Donald Trump	14%	(90)	29%	(193)	15%	(100)	42%	(273)	656
2016 Vote: Other	13%	(11)	26%	(22)	23%	(20)	39%	(33)	86
2016 Vote: Didn't Vote	20%	(150)	28%	(216)	17%	(129)	35%	(270)	765

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Table MCFE38_5: *If the following were available at your local movie theater, how interested would you be in going, if at all?*
Ability to watch a movie with virtual reality goggles (a device you would wear that simulates being inside the 3D environment of the movie) rather than on the screen

Demographic	Very interested		Somewhat interested		Not too interested		Not at all interested		Total N
Adults	18%	(398)	29%	(638)	16%	(355)	37%	(819)	2210
Voted in 2014: Yes	16%	(201)	28%	(348)	16%	(194)	39%	(484)	1227
Voted in 2014: No	20%	(197)	30%	(290)	16%	(161)	34%	(335)	983
4-Region: Northeast	16%	(62)	29%	(110)	16%	(60)	39%	(150)	383
4-Region: Midwest	15%	(68)	26%	(119)	20%	(92)	39%	(177)	456
4-Region: South	20%	(170)	28%	(240)	16%	(135)	35%	(300)	844
4-Region: West	19%	(98)	32%	(169)	13%	(67)	36%	(192)	527
TikTok Users	29%	(229)	34%	(267)	15%	(117)	23%	(180)	793
Twitch Users	31%	(66)	37%	(79)	19%	(40)	14%	(29)	216
2022 Sports Viewers/Attendees	20%	(297)	31%	(457)	17%	(246)	32%	(475)	1475
Monthly Moviegoers	35%	(112)	33%	(104)	16%	(50)	17%	(53)	320
Few Times per Year + Moviegoers	28%	(256)	34%	(317)	17%	(156)	21%	(191)	920
Heard Smile Campaign	36%	(197)	37%	(205)	15%	(82)	12%	(67)	551
Heard Minion Campaign	35%	(189)	40%	(217)	14%	(74)	11%	(60)	540
Listens to Podcasts	25%	(283)	34%	(389)	18%	(209)	22%	(251)	1132
Streaming Services User	21%	(374)	31%	(552)	17%	(306)	31%	(541)	1773
Netflix User	23%	(341)	32%	(478)	17%	(247)	28%	(408)	1474
Disney+ User	25%	(247)	34%	(338)	16%	(161)	24%	(238)	984
Heterosexual or straight	17%	(331)	29%	(564)	17%	(329)	38%	(747)	1971
Gay	31%	(21)	34%	(23)	5%	(3)	30%	(20)	68
Bisexual	26%	(23)	34%	(30)	14%	(13)	25%	(22)	88
Yes	25%	(17)	32%	(22)	16%	(11)	28%	(19)	70
No	18%	(381)	29%	(615)	16%	(344)	37%	(799)	2140

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

Table MCFE38_6: *If the following were available at your local movie theater, how interested would you be in going, if at all?*
Reclining seats

Demographic	Very interested		Somewhat interested		Not too interested		Not at all interested		Total N
Adults	32%	(699)	34%	(750)	12%	(266)	22%	(495)	2210
Gender: Male	29%	(315)	35%	(369)	13%	(140)	23%	(245)	1068
Gender: Female	34%	(384)	33%	(381)	11%	(127)	22%	(250)	1142
Age: 18-34	38%	(242)	34%	(216)	13%	(83)	16%	(100)	642
Age: 35-44	37%	(136)	34%	(123)	13%	(48)	16%	(57)	365
Age: 45-64	31%	(218)	35%	(252)	9%	(67)	25%	(176)	714
Age: 65+	21%	(103)	32%	(158)	14%	(67)	33%	(161)	489
GenZers: 1997-2012	38%	(98)	26%	(68)	15%	(38)	21%	(53)	256
Millennials: 1981-1996	39%	(253)	37%	(239)	11%	(73)	13%	(87)	653
GenXers: 1965-1980	33%	(185)	35%	(192)	11%	(59)	22%	(120)	555
Baby Boomers: 1946-1964	23%	(152)	35%	(235)	13%	(88)	29%	(197)	673
PID: Dem (no lean)	33%	(288)	36%	(311)	11%	(98)	19%	(163)	860
PID: Ind (no lean)	30%	(204)	32%	(215)	12%	(79)	26%	(177)	674
PID: Rep (no lean)	31%	(207)	33%	(224)	13%	(89)	23%	(155)	676
PID/Gender: Dem Men	32%	(127)	38%	(151)	13%	(50)	17%	(66)	394
PID/Gender: Dem Women	34%	(160)	34%	(160)	10%	(48)	21%	(97)	465
PID/Gender: Ind Men	29%	(98)	31%	(108)	12%	(41)	28%	(98)	345
PID/Gender: Ind Women	32%	(106)	33%	(107)	11%	(37)	24%	(79)	329
PID/Gender: Rep Men	27%	(89)	33%	(110)	15%	(48)	25%	(81)	328
PID/Gender: Rep Women	34%	(118)	33%	(114)	12%	(41)	21%	(74)	348
Ideo: Liberal (1-3)	33%	(220)	36%	(239)	12%	(79)	18%	(118)	656
Ideo: Moderate (4)	30%	(223)	36%	(272)	14%	(106)	20%	(150)	751
Ideo: Conservative (5-7)	32%	(210)	32%	(210)	10%	(70)	26%	(176)	666
Educ: < College	32%	(456)	32%	(461)	12%	(169)	24%	(350)	1437
Educ: Bachelors degree	31%	(154)	38%	(186)	13%	(62)	18%	(88)	491
Educ: Post-grad	31%	(88)	36%	(102)	12%	(35)	20%	(57)	282
Income: Under 50k	30%	(379)	33%	(423)	12%	(151)	25%	(318)	1271
Income: 50k-100k	33%	(217)	34%	(223)	12%	(81)	21%	(135)	656
Income: 100k+	37%	(103)	37%	(103)	12%	(34)	15%	(42)	283
Ethnicity: White	30%	(515)	35%	(594)	12%	(209)	23%	(393)	1711
Ethnicity: Hispanic	39%	(146)	31%	(117)	13%	(48)	17%	(63)	374

Table MCFE38_6: *If the following were available at your local movie theater, how interested would you be in going, if at all?*
Reclining seats

Demographic	Very interested		Somewhat interested		Not too interested		Not at all interested		Total N
Adults	32%	(699)	34%	(750)	12%	(266)	22%	(495)	2210
Ethnicity: Black	39%	(110)	29%	(82)	12%	(33)	20%	(57)	282
Ethnicity: Other	34%	(74)	34%	(74)	11%	(25)	21%	(45)	217
All Christian	31%	(314)	38%	(395)	10%	(107)	21%	(213)	1029
All Non-Christian	33%	(43)	28%	(36)	15%	(20)	24%	(31)	129
Atheist	35%	(35)	20%	(20)	18%	(18)	27%	(27)	99
Agnostic/Nothing in particular	28%	(167)	32%	(189)	13%	(77)	26%	(154)	587
Something Else	38%	(140)	30%	(111)	12%	(44)	19%	(70)	365
Religious Non-Protestant/Catholic	34%	(52)	31%	(48)	14%	(22)	20%	(31)	154
Evangelical	33%	(185)	37%	(205)	9%	(52)	21%	(117)	558
Non-Evangelical	32%	(256)	35%	(275)	12%	(96)	21%	(165)	792
Community: Urban	36%	(227)	33%	(211)	12%	(74)	20%	(125)	638
Community: Suburban	32%	(324)	35%	(351)	13%	(130)	21%	(209)	1014
Community: Rural	27%	(148)	34%	(188)	11%	(61)	29%	(160)	558
Employ: Private Sector	35%	(232)	37%	(239)	14%	(90)	14%	(94)	654
Employ: Government	39%	(53)	31%	(42)	11%	(16)	19%	(26)	136
Employ: Self-Employed	31%	(51)	39%	(65)	10%	(17)	20%	(33)	166
Employ: Homemaker	35%	(67)	31%	(59)	9%	(17)	25%	(47)	190
Employ: Student	39%	(24)	22%	(13)	18%	(11)	21%	(13)	62
Employ: Retired	23%	(127)	32%	(180)	13%	(75)	32%	(181)	563
Employ: Unemployed	32%	(95)	34%	(101)	9%	(27)	26%	(78)	301
Employ: Other	36%	(49)	37%	(50)	10%	(13)	18%	(24)	137
Military HH: Yes	32%	(89)	35%	(100)	10%	(29)	23%	(65)	283
Military HH: No	32%	(610)	34%	(650)	12%	(237)	22%	(430)	1927
RD/WT: Right Direction	32%	(215)	36%	(240)	12%	(79)	20%	(133)	666
RD/WT: Wrong Track	31%	(484)	33%	(510)	12%	(187)	23%	(362)	1544
Biden Job Approve	35%	(338)	34%	(331)	12%	(116)	19%	(186)	970
Biden Job Disapprove	30%	(338)	34%	(387)	12%	(140)	24%	(279)	1144

Table MCFE38_6: *If the following were available at your local movie theater, how interested would you be in going, if at all?*
Reclining seats

Demographic	Very interested		Somewhat interested		Not too interested		Not at all interested		Total N
Adults	32%	(699)	34%	(750)	12%	(266)	22%	(495)	2210
Biden Job Strongly Approve	37%	(161)	33%	(141)	10%	(44)	20%	(88)	433
Biden Job Somewhat Approve	33%	(177)	35%	(190)	13%	(72)	18%	(98)	537
Biden Job Somewhat Disapprove	29%	(98)	43%	(147)	12%	(42)	15%	(51)	339
Biden Job Strongly Disapprove	30%	(240)	30%	(240)	12%	(98)	28%	(227)	805
Favorable of Biden	35%	(336)	36%	(346)	10%	(101)	19%	(186)	969
Unfavorable of Biden	30%	(341)	33%	(373)	13%	(150)	24%	(269)	1134
Very Favorable of Biden	36%	(173)	32%	(154)	11%	(52)	21%	(103)	482
Somewhat Favorable of Biden	34%	(163)	40%	(192)	10%	(49)	17%	(83)	487
Somewhat Unfavorable of Biden	31%	(92)	40%	(120)	15%	(46)	13%	(40)	299
Very Unfavorable of Biden	30%	(249)	30%	(253)	12%	(104)	27%	(229)	835
#1 Issue: Economy	32%	(293)	37%	(337)	13%	(117)	18%	(167)	913
#1 Issue: Security	28%	(67)	31%	(75)	12%	(30)	29%	(70)	243
#1 Issue: Health Care	35%	(59)	33%	(57)	10%	(16)	22%	(38)	170
#1 Issue: Medicare / Social Security	27%	(71)	32%	(84)	10%	(26)	32%	(85)	266
#1 Issue: Women's Issues	38%	(118)	32%	(99)	14%	(42)	17%	(52)	311
#1 Issue: Education	33%	(20)	41%	(24)	10%	(6)	16%	(9)	59
#1 Issue: Energy	31%	(42)	32%	(43)	16%	(21)	21%	(28)	134
#1 Issue: Other	26%	(29)	27%	(31)	7%	(8)	40%	(46)	115
2020 Vote: Joe Biden	35%	(332)	35%	(330)	11%	(105)	19%	(177)	945
2020 Vote: Donald Trump	29%	(215)	35%	(257)	12%	(89)	24%	(179)	740
2020 Vote: Other	29%	(19)	34%	(23)	13%	(9)	24%	(16)	67
2020 Vote: Didn't Vote	29%	(132)	30%	(140)	14%	(64)	27%	(123)	459
2018 House Vote: Democrat	36%	(270)	35%	(265)	10%	(78)	19%	(142)	755
2018 House Vote: Republican	27%	(157)	34%	(199)	13%	(77)	27%	(156)	589
2018 House Vote: Someone else	33%	(16)	41%	(20)	3%	(2)	23%	(12)	50
2016 Vote: Hillary Clinton	34%	(234)	36%	(252)	10%	(68)	20%	(141)	695
2016 Vote: Donald Trump	31%	(204)	34%	(221)	12%	(80)	23%	(151)	656
2016 Vote: Other	23%	(20)	40%	(34)	13%	(11)	23%	(20)	86
2016 Vote: Didn't Vote	31%	(236)	31%	(240)	14%	(106)	24%	(183)	765

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Table MCFE38_6: *If the following were available at your local movie theater, how interested would you be in going, if at all?*
Reclining seats

Demographic	Very interested		Somewhat interested		Not too interested		Not at all interested		Total N
Adults	32%	(699)	34%	(750)	12%	(266)	22%	(495)	2210
Voted in 2014: Yes	32%	(392)	34%	(422)	11%	(137)	22%	(275)	1227
Voted in 2014: No	31%	(307)	33%	(329)	13%	(129)	22%	(220)	983
4-Region: Northeast	31%	(120)	37%	(141)	9%	(33)	23%	(89)	383
4-Region: Midwest	31%	(140)	35%	(159)	13%	(60)	21%	(98)	456
4-Region: South	31%	(265)	34%	(285)	14%	(114)	21%	(181)	844
4-Region: West	33%	(175)	31%	(165)	11%	(58)	24%	(128)	527
TikTok Users	42%	(330)	33%	(264)	11%	(88)	14%	(110)	793
Twitch Users	45%	(97)	37%	(80)	10%	(21)	8%	(18)	216
2022 Sports Viewers/Attendees	35%	(519)	37%	(540)	11%	(167)	17%	(250)	1475
Monthly Moviegoers	43%	(138)	38%	(121)	10%	(33)	9%	(29)	320
Few Times per Year + Moviegoers	46%	(428)	36%	(334)	10%	(92)	7%	(67)	920
Heard Smile Campaign	42%	(234)	35%	(190)	14%	(77)	9%	(50)	551
Heard Minion Campaign	45%	(242)	37%	(199)	11%	(61)	7%	(38)	540
Listens to Podcasts	37%	(423)	37%	(422)	13%	(142)	13%	(145)	1132
Streaming Services User	35%	(625)	36%	(640)	12%	(218)	16%	(290)	1773
Netflix User	36%	(532)	36%	(530)	12%	(176)	16%	(236)	1474
Disney+ User	37%	(367)	36%	(357)	13%	(126)	14%	(134)	984
Heterosexual or straight	32%	(622)	34%	(662)	12%	(240)	23%	(447)	1971
Gay	27%	(18)	41%	(28)	16%	(11)	16%	(11)	68
Bisexual	38%	(33)	38%	(34)	10%	(9)	15%	(13)	88
Yes	47%	(33)	29%	(21)	10%	(7)	14%	(10)	70
No	31%	(666)	34%	(729)	12%	(259)	23%	(485)	2140

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

Table MCFE38_7: *If the following were available at your local movie theater, how interested would you be in going, if at all?*
Alcohol for purchase

Demographic	Very interested		Somewhat interested		Not too interested		Not at all interested		Total N
Adults	16%	(336)	22%	(462)	16%	(343)	47%	(1002)	2143
Gender: Male	17%	(172)	22%	(225)	18%	(181)	44%	(448)	1027
Gender: Female	15%	(164)	21%	(237)	15%	(162)	50%	(554)	1116
Age: 18-34	21%	(119)	28%	(164)	19%	(112)	31%	(181)	575
Age: 35-44	25%	(91)	27%	(97)	17%	(61)	32%	(117)	365
Age: 45-64	15%	(107)	19%	(136)	15%	(109)	51%	(362)	714
Age: 65+	4%	(19)	13%	(65)	13%	(62)	70%	(342)	489
GenZers: 1997-2012	12%	(24)	29%	(55)	27%	(52)	31%	(59)	190
Millennials: 1981-1996	26%	(168)	28%	(180)	15%	(99)	32%	(206)	653
GenXers: 1965-1980	18%	(101)	23%	(129)	16%	(90)	42%	(235)	555
Baby Boomers: 1946-1964	6%	(43)	14%	(94)	14%	(94)	66%	(443)	673
PID: Dem (no lean)	19%	(160)	24%	(204)	16%	(137)	40%	(336)	837
PID: Ind (no lean)	15%	(97)	19%	(122)	15%	(97)	51%	(330)	647
PID: Rep (no lean)	12%	(78)	21%	(136)	17%	(110)	51%	(336)	659
PID/Gender: Dem Men	22%	(85)	26%	(100)	19%	(71)	33%	(124)	379
PID/Gender: Dem Women	17%	(76)	23%	(104)	14%	(65)	46%	(212)	458
PID/Gender: Ind Men	15%	(51)	19%	(62)	17%	(57)	48%	(158)	328
PID/Gender: Ind Women	15%	(47)	19%	(60)	12%	(40)	54%	(172)	319
PID/Gender: Rep Men	12%	(37)	20%	(63)	17%	(53)	52%	(167)	320
PID/Gender: Rep Women	12%	(41)	21%	(73)	17%	(57)	50%	(169)	340
Ideo: Liberal (1-3)	18%	(114)	24%	(152)	17%	(110)	41%	(259)	634
Ideo: Moderate (4)	17%	(120)	25%	(181)	17%	(126)	41%	(298)	724
Ideo: Conservative (5-7)	14%	(90)	15%	(101)	14%	(90)	57%	(373)	654
Educ: < College	16%	(213)	20%	(276)	16%	(222)	48%	(661)	1372
Educ: Bachelors degree	15%	(75)	24%	(116)	16%	(81)	45%	(218)	490
Educ: Post-grad	17%	(47)	25%	(70)	15%	(41)	44%	(123)	281
Income: Under 50k	13%	(164)	21%	(251)	17%	(210)	49%	(592)	1217
Income: 50k-100k	16%	(105)	23%	(152)	15%	(96)	45%	(294)	647
Income: 100k+	24%	(67)	21%	(59)	13%	(37)	41%	(116)	280
Ethnicity: White	14%	(240)	20%	(339)	15%	(251)	50%	(842)	1671
Ethnicity: Hispanic	21%	(74)	28%	(97)	20%	(68)	31%	(107)	345

Table MCFE38_7: *If the following were available at your local movie theater, how interested would you be in going, if at all?*
Alcohol for purchase

Demographic	Very interested		Somewhat interested		Not too interested		Not at all interested		Total N
Adults	16%	(336)	22%	(462)	16%	(343)	47%	(1002)	2143
Ethnicity: Black	27%	(72)	26%	(69)	18%	(48)	30%	(79)	268
Ethnicity: Other	12%	(24)	27%	(55)	22%	(45)	39%	(80)	204
All Christian	15%	(147)	22%	(219)	14%	(146)	49%	(498)	1010
All Non-Christian	10%	(13)	31%	(38)	15%	(19)	43%	(54)	124
Atheist	9%	(8)	23%	(22)	23%	(22)	45%	(42)	95
Agnostic/Nothing in particular	17%	(99)	21%	(118)	18%	(99)	44%	(250)	565
Something Else	20%	(69)	19%	(65)	16%	(57)	45%	(158)	350
Religious Non-Protestant/Catholic	9%	(13)	34%	(51)	14%	(21)	43%	(63)	148
Evangelical	15%	(80)	19%	(106)	15%	(83)	51%	(275)	544
Non-Evangelical	17%	(130)	21%	(160)	15%	(114)	47%	(366)	771
Community: Urban	22%	(132)	27%	(167)	16%	(95)	36%	(218)	613
Community: Suburban	15%	(144)	19%	(189)	17%	(168)	49%	(480)	981
Community: Rural	11%	(59)	19%	(106)	15%	(80)	55%	(304)	549
Employ: Private Sector	23%	(149)	26%	(171)	17%	(111)	34%	(218)	648
Employ: Government	21%	(28)	27%	(35)	21%	(27)	31%	(40)	130
Employ: Self-Employed	20%	(32)	27%	(44)	14%	(22)	39%	(63)	161
Employ: Homemaker	14%	(27)	20%	(37)	13%	(24)	53%	(98)	186
Employ: Retired	6%	(32)	12%	(70)	14%	(78)	68%	(383)	563
Employ: Unemployed	15%	(41)	24%	(66)	15%	(41)	47%	(130)	278
Employ: Other	15%	(20)	19%	(26)	21%	(28)	44%	(58)	132
Military HH: Yes	11%	(31)	21%	(59)	12%	(33)	56%	(157)	280
Military HH: No	16%	(305)	22%	(404)	17%	(310)	45%	(845)	1863
RD/WT: Right Direction	19%	(126)	25%	(163)	17%	(110)	39%	(252)	650
RD/WT: Wrong Track	14%	(210)	20%	(299)	16%	(233)	50%	(750)	1493
Biden Job Approve	19%	(184)	24%	(227)	16%	(149)	41%	(387)	947
Biden Job Disapprove	13%	(144)	20%	(218)	16%	(181)	51%	(567)	1109
Biden Job Strongly Approve	23%	(98)	19%	(79)	14%	(58)	45%	(189)	425
Biden Job Somewhat Approve	16%	(86)	28%	(149)	17%	(90)	38%	(198)	523
Biden Job Somewhat Disapprove	12%	(38)	28%	(91)	21%	(69)	39%	(126)	323
Biden Job Strongly Disapprove	14%	(106)	16%	(127)	14%	(112)	56%	(441)	786

Table MCFE38_7: *If the following were available at your local movie theater, how interested would you be in going, if at all?*

Alcohol for purchase

Demographic	Very interested		Somewhat interested		Not too interested		Not at all interested		Total N
Adults	16%	(336)	22%	(462)	16%	(343)	47%	(1002)	2143
Favorable of Biden	20%	(184)	24%	(221)	15%	(141)	42%	(396)	942
Unfavorable of Biden	13%	(143)	20%	(223)	16%	(179)	51%	(558)	1104
Very Favorable of Biden	22%	(103)	20%	(93)	13%	(62)	45%	(215)	474
Somewhat Favorable of Biden	17%	(81)	27%	(129)	17%	(79)	38%	(180)	468
Somewhat Unfavorable of Biden	13%	(38)	28%	(81)	22%	(62)	37%	(106)	286
Very Unfavorable of Biden	13%	(105)	17%	(143)	14%	(117)	55%	(452)	817
#1 Issue: Economy	15%	(137)	26%	(231)	18%	(159)	41%	(359)	885
#1 Issue: Security	13%	(30)	20%	(46)	14%	(33)	54%	(127)	236
#1 Issue: Health Care	18%	(31)	18%	(31)	14%	(23)	50%	(83)	168
#1 Issue: Medicare / Social Security	11%	(29)	11%	(30)	16%	(42)	62%	(164)	266
#1 Issue: Women's Issues	21%	(61)	24%	(70)	16%	(47)	38%	(111)	289
#1 Issue: Education	21%	(12)	30%	(17)	16%	(9)	33%	(19)	57
#1 Issue: Energy	16%	(20)	20%	(26)	13%	(16)	51%	(66)	128
#1 Issue: Other	14%	(16)	10%	(11)	12%	(13)	65%	(74)	114
2020 Vote: Joe Biden	19%	(181)	24%	(223)	15%	(142)	42%	(388)	934
2020 Vote: Donald Trump	13%	(91)	20%	(147)	16%	(113)	52%	(377)	729
2020 Vote: Other	19%	(12)	20%	(13)	19%	(12)	42%	(28)	66
2020 Vote: Didn't Vote	12%	(51)	19%	(78)	18%	(76)	50%	(209)	414
2018 House Vote: Democrat	21%	(156)	21%	(160)	17%	(124)	41%	(311)	751
2018 House Vote: Republican	13%	(74)	19%	(111)	13%	(79)	55%	(324)	588
2018 House Vote: Someone else	27%	(13)	24%	(12)	7%	(3)	42%	(21)	50
2016 Vote: Hillary Clinton	20%	(141)	23%	(157)	14%	(100)	42%	(294)	692
2016 Vote: Donald Trump	14%	(92)	19%	(125)	15%	(97)	52%	(341)	655
2016 Vote: Other	13%	(11)	20%	(17)	16%	(14)	51%	(44)	86
2016 Vote: Didn't Vote	13%	(92)	23%	(159)	19%	(130)	46%	(321)	702
Voted in 2014: Yes	17%	(207)	19%	(234)	15%	(181)	49%	(603)	1224
Voted in 2014: No	14%	(129)	25%	(228)	18%	(163)	43%	(399)	919

Continued on next page

Table MCFE38_7: *If the following were available at your local movie theater, how interested would you be in going, if at all?*
Alcohol for purchase

Demographic	Very interested		Somewhat interested		Not too interested		Not at all interested		Total N
Adults	16%	(336)	22%	(462)	16%	(343)	47%	(1002)	2143
4-Region: Northeast	14%	(52)	23%	(86)	14%	(53)	49%	(181)	372
4-Region: Midwest	12%	(55)	21%	(93)	18%	(81)	48%	(214)	443
4-Region: South	18%	(144)	20%	(160)	16%	(134)	47%	(382)	820
4-Region: West	17%	(85)	24%	(124)	15%	(75)	44%	(225)	508
TikTok Users	24%	(178)	28%	(206)	17%	(125)	32%	(240)	748
Twitch Users	29%	(58)	34%	(67)	18%	(35)	19%	(38)	198
2022 Sports Viewers/Attendees	19%	(270)	24%	(348)	16%	(228)	41%	(593)	1439
Monthly Moviegoers	26%	(81)	32%	(98)	18%	(56)	24%	(75)	310
Few Times per Year + Moviegoers	23%	(206)	30%	(266)	18%	(162)	28%	(249)	884
Heard Smile Campaign	28%	(146)	32%	(164)	18%	(95)	22%	(114)	519
Heard Minion Campaign	27%	(137)	34%	(169)	16%	(81)	23%	(115)	502
Listens to Podcasts	22%	(236)	29%	(314)	17%	(187)	33%	(360)	1097
Streaming Services User	18%	(305)	24%	(407)	17%	(297)	41%	(703)	1712
Netflix User	19%	(270)	25%	(357)	18%	(249)	38%	(539)	1414
Disney+ User	20%	(192)	26%	(244)	18%	(172)	35%	(332)	941
Heterosexual or straight	15%	(282)	21%	(412)	16%	(316)	47%	(911)	1920
Gay	31%	(21)	22%	(14)	13%	(8)	34%	(23)	67
Bisexual	27%	(21)	29%	(23)	8%	(7)	36%	(29)	80
Yes	25%	(15)	22%	(13)	20%	(12)	32%	(19)	59
No	15%	(321)	22%	(449)	16%	(332)	47%	(983)	2084

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

Table MCFE38_8: *If the following were available at your local movie theater, how interested would you be in going, if at all?*
The option to be served food/beverage items from your seat

Demographic	Very interested		Somewhat interested		Not too interested		Not at all interested		Total N
Adults	24%	(529)	32%	(702)	16%	(352)	28%	(627)	2210
Gender: Male	24%	(254)	29%	(309)	18%	(188)	30%	(316)	1068
Gender: Female	24%	(275)	34%	(393)	14%	(164)	27%	(311)	1142
Age: 18-34	35%	(226)	32%	(207)	16%	(102)	17%	(107)	642
Age: 35-44	31%	(114)	35%	(128)	15%	(53)	19%	(70)	365
Age: 45-64	20%	(142)	35%	(248)	14%	(103)	31%	(222)	714
Age: 65+	9%	(46)	24%	(119)	19%	(94)	47%	(229)	489
GenZers: 1997-2012	32%	(82)	29%	(74)	19%	(50)	20%	(51)	256
Millennials: 1981-1996	36%	(235)	35%	(228)	13%	(88)	16%	(102)	653
GenXers: 1965-1980	24%	(131)	37%	(204)	13%	(75)	26%	(145)	555
Baby Boomers: 1946-1964	11%	(72)	28%	(189)	19%	(127)	42%	(284)	673
PID: Dem (no lean)	29%	(247)	34%	(296)	14%	(118)	23%	(199)	860
PID: Ind (no lean)	21%	(142)	28%	(188)	19%	(129)	32%	(217)	674
PID: Rep (no lean)	21%	(140)	32%	(219)	16%	(106)	31%	(211)	676
PID/Gender: Dem Men	31%	(122)	34%	(134)	14%	(57)	21%	(82)	394
PID/Gender: Dem Women	27%	(125)	35%	(162)	13%	(61)	25%	(117)	465
PID/Gender: Ind Men	18%	(63)	26%	(89)	22%	(74)	34%	(119)	345
PID/Gender: Ind Women	24%	(78)	30%	(99)	16%	(54)	30%	(98)	329
PID/Gender: Rep Men	21%	(69)	26%	(87)	17%	(57)	35%	(115)	328
PID/Gender: Rep Women	20%	(71)	38%	(132)	14%	(49)	28%	(96)	348
Ideo: Liberal (1-3)	27%	(177)	32%	(212)	16%	(107)	24%	(160)	656
Ideo: Moderate (4)	22%	(168)	36%	(269)	17%	(125)	25%	(190)	751
Ideo: Conservative (5-7)	22%	(146)	29%	(191)	15%	(101)	34%	(228)	666
Educ: < College	24%	(344)	31%	(447)	16%	(224)	29%	(421)	1437
Educ: Bachelors degree	23%	(112)	34%	(168)	17%	(82)	26%	(129)	491
Educ: Post-grad	26%	(73)	31%	(86)	16%	(46)	27%	(77)	282
Income: Under 50k	23%	(289)	31%	(397)	17%	(215)	29%	(370)	1271
Income: 50k-100k	25%	(161)	33%	(216)	15%	(97)	28%	(182)	656
Income: 100k+	28%	(79)	31%	(89)	14%	(39)	27%	(75)	283
Ethnicity: White	20%	(346)	33%	(559)	17%	(284)	30%	(521)	1711
Ethnicity: Hispanic	31%	(115)	33%	(124)	19%	(70)	17%	(64)	374

Table MCFE38_8: *If the following were available at your local movie theater, how interested would you be in going, if at all?*
The option to be served food/beverage items from your seat

Demographic	Very interested		Somewhat interested		Not too interested		Not at all interested		Total N
Adults	24%	(529)	32%	(702)	16%	(352)	28%	(627)	2210
Ethnicity: Black	42%	(120)	28%	(78)	10%	(27)	21%	(58)	282
Ethnicity: Other	29%	(63)	30%	(66)	19%	(41)	22%	(48)	217
All Christian	22%	(223)	33%	(344)	16%	(167)	29%	(294)	1029
All Non-Christian	30%	(38)	29%	(38)	12%	(15)	29%	(38)	129
Atheist	16%	(16)	31%	(31)	17%	(17)	36%	(36)	99
Agnostic/Nothing in particular	21%	(124)	29%	(168)	18%	(108)	32%	(187)	587
Something Else	35%	(127)	33%	(121)	12%	(46)	20%	(72)	365
Religious Non-Protestant/Catholic	30%	(46)	32%	(49)	12%	(19)	26%	(40)	154
Evangelical	31%	(175)	31%	(171)	14%	(80)	24%	(132)	558
Non-Evangelical	21%	(164)	35%	(277)	15%	(121)	29%	(230)	792
Community: Urban	34%	(218)	33%	(209)	11%	(69)	22%	(141)	638
Community: Suburban	21%	(211)	31%	(313)	19%	(194)	29%	(296)	1014
Community: Rural	18%	(99)	32%	(180)	16%	(89)	34%	(190)	558
Employ: Private Sector	30%	(194)	35%	(227)	16%	(108)	19%	(126)	654
Employ: Government	35%	(47)	31%	(43)	15%	(20)	19%	(26)	136
Employ: Self-Employed	32%	(53)	32%	(53)	13%	(22)	23%	(38)	166
Employ: Homemaker	22%	(43)	38%	(71)	8%	(16)	32%	(61)	190
Employ: Student	39%	(24)	25%	(15)	23%	(14)	13%	(8)	62
Employ: Retired	10%	(59)	25%	(141)	19%	(106)	46%	(257)	563
Employ: Unemployed	25%	(74)	32%	(98)	15%	(46)	28%	(83)	301
Employ: Other	26%	(35)	40%	(54)	14%	(20)	20%	(27)	137
Military HH: Yes	17%	(48)	34%	(97)	16%	(46)	33%	(93)	283
Military HH: No	25%	(481)	31%	(605)	16%	(306)	28%	(534)	1927
RD/WT: Right Direction	29%	(192)	33%	(217)	14%	(94)	25%	(163)	666
RD/WT: Wrong Track	22%	(336)	31%	(485)	17%	(258)	30%	(464)	1544
Biden Job Approve	29%	(278)	31%	(303)	16%	(152)	24%	(237)	970
Biden Job Disapprove	21%	(235)	32%	(368)	16%	(183)	31%	(358)	1144

Table MCFE38_8: *If the following were available at your local movie theater, how interested would you be in going, if at all?*
The option to be served food/beverage items from your seat

Demographic	Very interested		Somewhat interested		Not too interested		Not at all interested		Total N
Adults	24%	(529)	32%	(702)	16%	(352)	28%	(627)	2210
Biden Job Strongly Approve	33%	(142)	27%	(119)	15%	(66)	25%	(106)	433
Biden Job Somewhat Approve	25%	(136)	34%	(184)	16%	(86)	24%	(131)	537
Biden Job Somewhat Disapprove	23%	(77)	40%	(135)	16%	(54)	22%	(74)	339
Biden Job Strongly Disapprove	20%	(159)	29%	(233)	16%	(129)	35%	(284)	805
Favorable of Biden	29%	(278)	32%	(309)	15%	(144)	25%	(238)	969
Unfavorable of Biden	21%	(235)	32%	(363)	17%	(189)	31%	(346)	1134
Very Favorable of Biden	32%	(153)	28%	(135)	15%	(72)	25%	(122)	482
Somewhat Favorable of Biden	25%	(124)	36%	(175)	15%	(71)	24%	(117)	487
Somewhat Unfavorable of Biden	24%	(70)	39%	(115)	17%	(51)	21%	(62)	299
Very Unfavorable of Biden	20%	(165)	30%	(248)	17%	(138)	34%	(285)	835
#1 Issue: Economy	24%	(222)	36%	(331)	16%	(144)	24%	(216)	913
#1 Issue: Security	18%	(44)	29%	(71)	16%	(38)	37%	(90)	243
#1 Issue: Health Care	31%	(52)	27%	(45)	17%	(28)	26%	(45)	170
#1 Issue: Medicare / Social Security	16%	(43)	26%	(70)	18%	(48)	39%	(104)	266
#1 Issue: Women's Issues	32%	(98)	31%	(96)	15%	(48)	22%	(69)	311
#1 Issue: Education	31%	(18)	45%	(27)	12%	(7)	11%	(7)	59
#1 Issue: Energy	25%	(34)	29%	(40)	14%	(19)	31%	(42)	134
#1 Issue: Other	15%	(17)	20%	(23)	17%	(20)	48%	(55)	115
2020 Vote: Joe Biden	28%	(260)	33%	(313)	15%	(139)	25%	(233)	945
2020 Vote: Donald Trump	20%	(149)	31%	(227)	17%	(123)	32%	(240)	740
2020 Vote: Other	23%	(16)	26%	(17)	24%	(16)	27%	(18)	67
2020 Vote: Didn't Vote	23%	(104)	32%	(145)	16%	(74)	30%	(136)	459
2018 House Vote: Democrat	29%	(217)	33%	(249)	13%	(97)	25%	(192)	755
2018 House Vote: Republican	18%	(105)	29%	(168)	17%	(100)	37%	(215)	589
2018 House Vote: Someone else	30%	(15)	23%	(12)	20%	(10)	26%	(13)	50
2016 Vote: Hillary Clinton	28%	(192)	34%	(235)	12%	(81)	27%	(186)	695
2016 Vote: Donald Trump	20%	(134)	30%	(197)	16%	(108)	33%	(217)	656
2016 Vote: Other	20%	(17)	25%	(21)	29%	(25)	26%	(23)	86
2016 Vote: Didn't Vote	24%	(182)	32%	(247)	17%	(134)	26%	(202)	765

Table MCFE38_8: *If the following were available at your local movie theater, how interested would you be in going, if at all?*
The option to be served food/beverage items from your seat

Demographic	Very interested		Somewhat interested		Not too interested		Not at all interested		Total N
Adults	24%	(529)	32%	(702)	16%	(352)	28%	(627)	2210
Voted in 2014: Yes	23%	(284)	31%	(381)	15%	(186)	31%	(376)	1227
Voted in 2014: No	25%	(245)	33%	(321)	17%	(166)	26%	(252)	983
4-Region: Northeast	18%	(70)	34%	(131)	14%	(54)	33%	(127)	383
4-Region: Midwest	23%	(107)	28%	(130)	19%	(87)	29%	(133)	456
4-Region: South	26%	(221)	32%	(270)	15%	(128)	27%	(225)	844
4-Region: West	25%	(130)	33%	(171)	16%	(83)	27%	(142)	527
TikTok Users	36%	(288)	35%	(277)	12%	(96)	17%	(131)	793
Twitch Users	42%	(91)	34%	(73)	15%	(33)	9%	(18)	216
2022 Sports Viewers/Attendees	28%	(418)	33%	(485)	15%	(224)	24%	(348)	1475
Monthly Moviegoers	39%	(126)	33%	(107)	16%	(51)	11%	(36)	320
Few Times per Year + Moviegoers	36%	(331)	37%	(338)	14%	(133)	13%	(118)	920
Heard Smile Campaign	41%	(227)	35%	(193)	15%	(83)	9%	(48)	551
Heard Minion Campaign	43%	(231)	37%	(201)	13%	(70)	7%	(38)	540
Listens to Podcasts	30%	(341)	37%	(415)	17%	(191)	16%	(185)	1132
Streaming Services User	27%	(476)	34%	(611)	17%	(296)	22%	(390)	1773
Netflix User	29%	(424)	35%	(512)	16%	(240)	20%	(297)	1474
Disney+ User	31%	(310)	35%	(348)	15%	(151)	18%	(176)	984
Heterosexual or straight	23%	(460)	32%	(631)	16%	(308)	29%	(572)	1971
Gay	31%	(21)	32%	(22)	12%	(8)	25%	(17)	68
Bisexual	39%	(34)	27%	(24)	17%	(15)	18%	(16)	88
Yes	31%	(22)	35%	(25)	13%	(9)	20%	(14)	70
No	24%	(507)	32%	(677)	16%	(343)	29%	(613)	2140

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

Table MCFE38_9: *If the following were available at your local movie theater, how interested would you be in going, if at all?*
Arcades

Demographic	Very interested		Somewhat interested		Not too interested		Not at all interested		Total N
Adults	13%	(292)	23%	(513)	18%	(396)	46%	(1008)	2210
Gender: Male	16%	(168)	24%	(260)	18%	(197)	41%	(442)	1068
Gender: Female	11%	(125)	22%	(252)	17%	(199)	50%	(566)	1142
Age: 18-34	25%	(164)	36%	(232)	17%	(106)	22%	(140)	642
Age: 35-44	18%	(64)	30%	(109)	23%	(84)	30%	(109)	365
Age: 45-64	9%	(61)	20%	(142)	19%	(132)	53%	(378)	714
Age: 65+	1%	(3)	6%	(30)	15%	(74)	78%	(381)	489
GenZers: 1997-2012	28%	(72)	31%	(80)	18%	(46)	23%	(59)	256
Millennials: 1981-1996	21%	(140)	36%	(237)	17%	(112)	25%	(164)	653
GenXers: 1965-1980	12%	(69)	23%	(130)	22%	(124)	42%	(233)	555
Baby Boomers: 1946-1964	2%	(12)	9%	(61)	16%	(106)	73%	(493)	673
PID: Dem (no lean)	17%	(147)	25%	(215)	17%	(147)	41%	(350)	860
PID: Ind (no lean)	12%	(79)	24%	(163)	15%	(104)	49%	(329)	674
PID: Rep (no lean)	10%	(66)	20%	(134)	22%	(146)	49%	(330)	676
PID/Gender: Dem Men	22%	(85)	29%	(115)	17%	(68)	32%	(126)	394
PID/Gender: Dem Women	13%	(62)	22%	(100)	17%	(78)	48%	(224)	465
PID/Gender: Ind Men	12%	(43)	24%	(84)	15%	(52)	48%	(167)	345
PID/Gender: Ind Women	11%	(36)	24%	(80)	16%	(51)	49%	(162)	329
PID/Gender: Rep Men	12%	(40)	19%	(62)	23%	(77)	46%	(150)	328
PID/Gender: Rep Women	7%	(26)	21%	(72)	20%	(69)	52%	(180)	348
Ideo: Liberal (1-3)	17%	(110)	24%	(157)	15%	(101)	44%	(287)	656
Ideo: Moderate (4)	13%	(98)	26%	(193)	21%	(155)	41%	(304)	751
Ideo: Conservative (5-7)	10%	(64)	19%	(127)	18%	(118)	54%	(358)	666
Educ: < College	15%	(216)	23%	(336)	17%	(250)	44%	(635)	1437
Educ: Bachelors degree	10%	(49)	24%	(120)	19%	(95)	46%	(226)	491
Educ: Post-grad	10%	(27)	20%	(57)	18%	(51)	52%	(147)	282
Income: Under 50k	13%	(168)	25%	(324)	17%	(217)	44%	(562)	1271
Income: 50k-100k	14%	(92)	21%	(138)	18%	(118)	47%	(309)	656
Income: 100k+	12%	(33)	18%	(51)	22%	(61)	49%	(137)	283
Ethnicity: White	9%	(153)	22%	(370)	19%	(320)	51%	(867)	1711
Ethnicity: Hispanic	26%	(96)	33%	(124)	17%	(63)	24%	(91)	374

Table MCFE38_9: *If the following were available at your local movie theater, how interested would you be in going, if at all?*
Arcades

Demographic	Very interested		Somewhat interested		Not too interested		Not at all interested		Total N
Adults	13%	(292)	23%	(513)	18%	(396)	46%	(1008)	2210
Ethnicity: Black	30%	(84)	29%	(82)	13%	(36)	29%	(81)	282
Ethnicity: Other	26%	(55)	28%	(60)	19%	(41)	28%	(60)	217
All Christian	10%	(106)	20%	(203)	19%	(192)	51%	(528)	1029
All Non-Christian	14%	(18)	26%	(33)	20%	(26)	40%	(52)	129
Atheist	11%	(10)	23%	(23)	21%	(21)	46%	(45)	99
Agnostic/Nothing in particular	14%	(81)	24%	(142)	18%	(106)	44%	(258)	587
Something Else	21%	(76)	31%	(111)	14%	(53)	34%	(125)	365
Religious Non-Protestant/Catholic	14%	(22)	28%	(44)	18%	(28)	39%	(60)	154
Evangelical	16%	(91)	25%	(139)	17%	(93)	42%	(235)	558
Non-Evangelical	11%	(85)	20%	(160)	18%	(146)	51%	(401)	792
Community: Urban	21%	(136)	28%	(176)	16%	(99)	36%	(227)	638
Community: Suburban	11%	(108)	22%	(224)	19%	(192)	48%	(490)	1014
Community: Rural	9%	(49)	20%	(113)	19%	(105)	52%	(291)	558
Employ: Private Sector	14%	(94)	31%	(201)	19%	(126)	36%	(233)	654
Employ: Government	24%	(33)	29%	(40)	22%	(30)	24%	(33)	136
Employ: Self-Employed	20%	(33)	30%	(50)	17%	(28)	33%	(55)	166
Employ: Homemaker	12%	(23)	27%	(52)	18%	(35)	43%	(81)	190
Employ: Student	35%	(22)	31%	(19)	15%	(9)	19%	(12)	62
Employ: Retired	2%	(9)	8%	(45)	16%	(90)	74%	(418)	563
Employ: Unemployed	17%	(50)	26%	(78)	17%	(50)	41%	(123)	301
Employ: Other	21%	(29)	20%	(27)	20%	(28)	39%	(54)	137
Military HH: Yes	8%	(23)	20%	(57)	21%	(59)	51%	(145)	283
Military HH: No	14%	(269)	24%	(456)	18%	(338)	45%	(863)	1927
RD/WT: Right Direction	21%	(138)	24%	(163)	15%	(97)	40%	(268)	666
RD/WT: Wrong Track	10%	(154)	23%	(350)	19%	(299)	48%	(740)	1544
Biden Job Approve	18%	(173)	25%	(238)	16%	(153)	42%	(406)	970
Biden Job Disapprove	9%	(100)	22%	(256)	20%	(229)	49%	(559)	1144

Table MCFE38_9: *If the following were available at your local movie theater, how interested would you be in going, if at all?*
Arcades

Demographic	Very interested		Somewhat interested		Not too interested		Not at all interested		Total N
Adults	13%	(292)	23%	(513)	18%	(396)	46%	(1008)	2210
Biden Job Strongly Approve	21%	(92)	22%	(96)	13%	(56)	44%	(189)	433
Biden Job Somewhat Approve	15%	(82)	26%	(142)	18%	(97)	40%	(217)	537
Biden Job Somewhat Disapprove	11%	(39)	32%	(110)	22%	(76)	34%	(114)	339
Biden Job Strongly Disapprove	8%	(61)	18%	(146)	19%	(153)	55%	(444)	805
Favorable of Biden	17%	(163)	24%	(236)	16%	(151)	43%	(419)	969
Unfavorable of Biden	10%	(111)	22%	(255)	20%	(222)	48%	(545)	1134
Very Favorable of Biden	18%	(88)	23%	(110)	15%	(70)	44%	(213)	482
Somewhat Favorable of Biden	15%	(74)	26%	(126)	17%	(81)	42%	(206)	487
Somewhat Unfavorable of Biden	15%	(45)	29%	(88)	22%	(66)	33%	(100)	299
Very Unfavorable of Biden	8%	(66)	20%	(167)	19%	(156)	53%	(446)	835
#1 Issue: Economy	12%	(113)	27%	(245)	21%	(195)	39%	(360)	913
#1 Issue: Security	12%	(28)	18%	(43)	13%	(32)	58%	(140)	243
#1 Issue: Health Care	16%	(27)	31%	(52)	15%	(25)	39%	(66)	170
#1 Issue: Medicare / Social Security	5%	(14)	13%	(35)	15%	(41)	66%	(176)	266
#1 Issue: Women's Issues	17%	(52)	26%	(82)	18%	(57)	39%	(120)	311
#1 Issue: Education	39%	(23)	22%	(13)	17%	(10)	22%	(13)	59
#1 Issue: Energy	18%	(23)	24%	(32)	15%	(21)	43%	(58)	134
#1 Issue: Other	10%	(11)	10%	(11)	14%	(16)	66%	(76)	115
2020 Vote: Joe Biden	16%	(153)	24%	(227)	14%	(137)	45%	(428)	945
2020 Vote: Donald Trump	8%	(62)	21%	(153)	21%	(154)	50%	(371)	740
2020 Vote: Other	5%	(3)	26%	(18)	26%	(18)	43%	(29)	67
2020 Vote: Didn't Vote	16%	(74)	25%	(116)	19%	(88)	39%	(181)	459
2018 House Vote: Democrat	16%	(124)	24%	(179)	15%	(111)	45%	(342)	755
2018 House Vote: Republican	7%	(43)	17%	(99)	21%	(121)	55%	(326)	589
2018 House Vote: Someone else	8%	(4)	33%	(16)	17%	(8)	43%	(21)	50
2016 Vote: Hillary Clinton	16%	(114)	22%	(156)	13%	(90)	48%	(335)	695
2016 Vote: Donald Trump	8%	(52)	19%	(122)	20%	(131)	54%	(351)	656
2016 Vote: Other	6%	(5)	30%	(25)	20%	(17)	44%	(38)	86
2016 Vote: Didn't Vote	16%	(121)	27%	(206)	21%	(157)	37%	(281)	765

Continued on next page

Table MCFE38_9: *If the following were available at your local movie theater, how interested would you be in going, if at all?*
Arcades

Demographic	Very interested		Somewhat interested		Not too interested		Not at all interested		Total N
Adults	13%	(292)	23%	(513)	18%	(396)	46%	(1008)	2210
Voted in 2014: Yes	11%	(141)	21%	(253)	16%	(191)	52%	(641)	1227
Voted in 2014: No	15%	(151)	26%	(260)	21%	(205)	37%	(367)	983
4-Region: Northeast	12%	(47)	25%	(97)	17%	(65)	45%	(173)	383
4-Region: Midwest	11%	(49)	21%	(98)	20%	(92)	48%	(217)	456
4-Region: South	13%	(110)	24%	(200)	19%	(157)	45%	(379)	844
4-Region: West	16%	(86)	23%	(119)	16%	(83)	45%	(239)	527
TikTok Users	21%	(169)	33%	(259)	18%	(145)	28%	(220)	793
Twitch Users	35%	(76)	37%	(80)	14%	(29)	14%	(31)	216
2022 Sports Viewers/Attendees	15%	(221)	25%	(367)	19%	(283)	41%	(604)	1475
Monthly Moviegoers	23%	(74)	37%	(119)	19%	(61)	21%	(67)	320
Few Times per Year + Moviegoers	20%	(184)	32%	(293)	21%	(196)	27%	(247)	920
Heard Smile Campaign	29%	(160)	39%	(214)	17%	(93)	15%	(85)	551
Heard Minion Campaign	29%	(158)	41%	(224)	15%	(82)	14%	(76)	540
Listens to Podcasts	19%	(211)	31%	(346)	20%	(224)	31%	(351)	1132
Streaming Services User	16%	(279)	27%	(471)	19%	(341)	38%	(682)	1773
Netflix User	18%	(261)	28%	(412)	19%	(275)	36%	(526)	1474
Disney+ User	19%	(185)	32%	(314)	20%	(201)	29%	(284)	984
Heterosexual or straight	13%	(248)	22%	(439)	18%	(360)	47%	(924)	1971
Gay	17%	(11)	34%	(23)	15%	(10)	34%	(23)	68
Bisexual	21%	(19)	35%	(31)	14%	(13)	30%	(26)	88
Yes	27%	(19)	30%	(21)	14%	(10)	30%	(21)	70
No	13%	(274)	23%	(492)	18%	(386)	46%	(988)	2140

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

Table MCFE39_1: *And in general, what kind of fan, if at all, do you consider yourself to be of the following?*
Fortnite

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	10%	(227)	18%	(401)	72%	(1582)	2210
Gender: Male	12%	(131)	22%	(234)	66%	(702)	1068
Gender: Female	8%	(95)	15%	(167)	77%	(880)	1142
Age: 18-34	22%	(138)	26%	(170)	52%	(334)	642
Age: 35-44	11%	(41)	22%	(79)	67%	(245)	365
Age: 45-64	6%	(39)	17%	(120)	78%	(555)	714
Age: 65+	2%	(8)	7%	(33)	92%	(449)	489
GenZers: 1997-2012	24%	(61)	27%	(68)	50%	(127)	256
Millennials: 1981-1996	17%	(111)	24%	(157)	59%	(385)	653
GenXers: 1965-1980	7%	(39)	20%	(112)	73%	(404)	555
Baby Boomers: 1946-1964	2%	(15)	9%	(64)	88%	(594)	673
PID: Dem (no lean)	14%	(117)	20%	(172)	66%	(571)	860
PID: Ind (no lean)	6%	(42)	18%	(124)	75%	(509)	674
PID: Rep (no lean)	10%	(68)	16%	(106)	74%	(503)	676
PID/Gender: Dem Men	18%	(70)	26%	(101)	56%	(223)	394
PID/Gender: Dem Women	10%	(46)	15%	(71)	75%	(348)	465
PID/Gender: Ind Men	6%	(20)	22%	(76)	72%	(250)	345
PID/Gender: Ind Women	7%	(22)	15%	(48)	79%	(259)	329
PID/Gender: Rep Men	12%	(41)	17%	(57)	70%	(230)	328
PID/Gender: Rep Women	8%	(27)	14%	(49)	78%	(272)	348
Ideo: Liberal (1-3)	13%	(85)	17%	(112)	70%	(459)	656
Ideo: Moderate (4)	10%	(72)	21%	(160)	69%	(519)	751
Ideo: Conservative (5-7)	9%	(58)	16%	(105)	75%	(503)	666
Educ: < College	11%	(153)	19%	(278)	70%	(1007)	1437
Educ: Bachelors degree	9%	(46)	18%	(86)	73%	(358)	491
Educ: Post-grad	10%	(28)	13%	(37)	77%	(217)	282
Income: Under 50k	9%	(114)	20%	(256)	71%	(901)	1271
Income: 50k-100k	11%	(74)	16%	(104)	73%	(478)	656
Income: 100k+	14%	(39)	14%	(41)	72%	(203)	283
Ethnicity: White	8%	(131)	17%	(284)	76%	(1295)	1711
Ethnicity: Hispanic	16%	(61)	28%	(106)	55%	(207)	374
Ethnicity: Black	24%	(67)	22%	(63)	54%	(152)	282

Table MCFE39_1: *And in general, what kind of fan, if at all, do you consider yourself to be of the following?*
Fortnite

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	10%	(227)	18%	(401)	72%	(1582)	2210
Ethnicity: Other	13%	(28)	25%	(54)	62%	(135)	217
All Christian	9%	(88)	17%	(177)	74%	(764)	1029
All Non-Christian	15%	(20)	15%	(19)	70%	(90)	129
Atheist	7%	(7)	13%	(13)	80%	(79)	99
Agnostic/Nothing in particular	9%	(54)	20%	(116)	71%	(417)	587
Something Else	16%	(57)	21%	(77)	63%	(232)	365
Religious Non-Protestant/Catholic	16%	(25)	16%	(25)	68%	(104)	154
Evangelical	15%	(82)	17%	(97)	68%	(379)	558
Non-Evangelical	7%	(57)	18%	(144)	75%	(591)	792
Community: Urban	17%	(107)	22%	(142)	61%	(389)	638
Community: Suburban	9%	(88)	15%	(156)	76%	(770)	1014
Community: Rural	6%	(32)	18%	(102)	76%	(424)	558
Employ: Private Sector	16%	(107)	22%	(141)	62%	(406)	654
Employ: Government	18%	(24)	26%	(36)	56%	(77)	136
Employ: Self-Employed	16%	(27)	21%	(35)	63%	(104)	166
Employ: Homemaker	8%	(14)	15%	(29)	77%	(147)	190
Employ: Student	16%	(10)	33%	(21)	51%	(31)	62
Employ: Retired	2%	(9)	11%	(60)	88%	(493)	563
Employ: Unemployed	7%	(21)	20%	(61)	73%	(219)	301
Employ: Other	10%	(13)	13%	(18)	77%	(106)	137
Military HH: Yes	3%	(9)	18%	(51)	79%	(223)	283
Military HH: No	11%	(217)	18%	(350)	71%	(1359)	1927
RD/WT: Right Direction	17%	(115)	21%	(139)	62%	(412)	666
RD/WT: Wrong Track	7%	(111)	17%	(262)	76%	(1170)	1544
Biden Job Approve	14%	(139)	19%	(183)	67%	(648)	970
Biden Job Disapprove	7%	(83)	17%	(195)	76%	(866)	1144
Biden Job Strongly Approve	20%	(87)	20%	(85)	60%	(260)	433
Biden Job Somewhat Approve	10%	(51)	18%	(98)	72%	(388)	537
Biden Job Somewhat Disapprove	10%	(35)	20%	(69)	70%	(236)	339
Biden Job Strongly Disapprove	6%	(49)	16%	(126)	78%	(630)	805

Table MCFE39_1: *And in general, what kind of fan, if at all, do you consider yourself to be of the following?*
Fortnite

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	10%	(227)	18%	(401)	72%	(1582)	2210
Favorable of Biden	12%	(120)	19%	(180)	69%	(668)	969
Unfavorable of Biden	8%	(96)	17%	(193)	75%	(845)	1134
Very Favorable of Biden	18%	(86)	17%	(84)	65%	(312)	482
Somewhat Favorable of Biden	7%	(35)	20%	(96)	73%	(356)	487
Somewhat Unfavorable of Biden	11%	(34)	21%	(63)	68%	(202)	299
Very Unfavorable of Biden	7%	(62)	16%	(130)	77%	(643)	835
#1 Issue: Economy	10%	(88)	18%	(165)	72%	(660)	913
#1 Issue: Security	10%	(24)	19%	(47)	71%	(172)	243
#1 Issue: Health Care	15%	(26)	14%	(25)	71%	(120)	170
#1 Issue: Medicare / Social Security	5%	(13)	11%	(30)	84%	(223)	266
#1 Issue: Women's Issues	14%	(43)	20%	(64)	66%	(204)	311
#1 Issue: Education	18%	(10)	33%	(19)	50%	(29)	59
#1 Issue: Energy	11%	(15)	27%	(36)	62%	(83)	134
#1 Issue: Other	7%	(8)	13%	(15)	80%	(91)	115
2020 Vote: Joe Biden	12%	(111)	19%	(179)	69%	(655)	945
2020 Vote: Donald Trump	9%	(68)	16%	(121)	74%	(550)	740
2020 Vote: Other	9%	(6)	13%	(9)	77%	(52)	67
2020 Vote: Didn't Vote	9%	(41)	20%	(92)	71%	(325)	459
2018 House Vote: Democrat	11%	(86)	19%	(141)	70%	(528)	755
2018 House Vote: Republican	7%	(41)	14%	(83)	79%	(465)	589
2018 House Vote: Someone else	14%	(7)	19%	(9)	68%	(34)	50
2016 Vote: Hillary Clinton	11%	(78)	18%	(124)	71%	(493)	695
2016 Vote: Donald Trump	8%	(54)	15%	(96)	77%	(506)	656
2016 Vote: Other	6%	(5)	14%	(12)	81%	(69)	86
2016 Vote: Didn't Vote	11%	(88)	22%	(168)	67%	(509)	765
Voted in 2014: Yes	9%	(115)	16%	(191)	75%	(921)	1227
Voted in 2014: No	11%	(112)	21%	(210)	67%	(661)	983
4-Region: Northeast	11%	(42)	18%	(68)	71%	(272)	383
4-Region: Midwest	8%	(36)	17%	(76)	76%	(345)	456
4-Region: South	11%	(90)	17%	(148)	72%	(607)	844
4-Region: West	11%	(59)	21%	(109)	68%	(358)	527

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Table MCFE39_1: *And in general, what kind of fan, if at all, do you consider yourself to be of the following?*

Fortnite

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	10%	(227)	18%	(401)	72%	(1582)	2210
TikTok Users	19%	(147)	26%	(205)	56%	(441)	793
Twitch Users	34%	(73)	31%	(67)	35%	(76)	216
2022 Sports Viewers/Attendees	13%	(190)	18%	(265)	69%	(1020)	1475
Monthly Moviegoers	27%	(88)	29%	(94)	43%	(139)	320
Few Times per Year + Moviegoers	18%	(163)	24%	(223)	58%	(533)	920
Heard Smile Campaign	25%	(139)	31%	(173)	43%	(239)	551
Heard Minion Campaign	26%	(141)	31%	(170)	42%	(229)	540
Listens to Podcasts	17%	(197)	25%	(280)	58%	(655)	1132
Streaming Services User	12%	(221)	21%	(369)	67%	(1183)	1773
Netflix User	14%	(207)	23%	(332)	63%	(934)	1474
Disney+ User	18%	(174)	26%	(253)	57%	(557)	984
Heterosexual or straight	10%	(204)	17%	(343)	72%	(1424)	1971
Gay	6%	(4)	27%	(18)	67%	(45)	68
Bisexual	13%	(12)	22%	(19)	65%	(58)	88
Yes	15%	(11)	29%	(20)	56%	(40)	70
No	10%	(216)	18%	(381)	72%	(1543)	2140

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

Table MCFE39_2: *And in general, what kind of fan, if at all, do you consider yourself to be of the following?*
Roblox

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	7%	(165)	15%	(330)	78%	(1715)	2210
Gender: Male	8%	(88)	16%	(175)	75%	(804)	1068
Gender: Female	7%	(76)	14%	(155)	80%	(911)	1142
Age: 18-34	15%	(96)	24%	(152)	61%	(395)	642
Age: 35-44	10%	(37)	18%	(67)	71%	(261)	365
Age: 45-64	4%	(30)	12%	(86)	84%	(597)	714
Age: 65+	—	(2)	5%	(24)	95%	(463)	489
GenZers: 1997-2012	14%	(36)	24%	(63)	62%	(158)	256
Millennials: 1981-1996	14%	(90)	21%	(135)	66%	(428)	653
GenXers: 1965-1980	6%	(32)	16%	(87)	79%	(436)	555
Baby Boomers: 1946-1964	1%	(7)	6%	(43)	93%	(623)	673
PID: Dem (no lean)	10%	(87)	19%	(159)	71%	(613)	860
PID: Ind (no lean)	4%	(25)	13%	(90)	83%	(560)	674
PID: Rep (no lean)	8%	(52)	12%	(81)	80%	(542)	676
PID/Gender: Dem Men	11%	(45)	23%	(90)	66%	(259)	394
PID/Gender: Dem Women	9%	(42)	15%	(69)	76%	(355)	465
PID/Gender: Ind Men	3%	(11)	13%	(46)	84%	(289)	345
PID/Gender: Ind Women	4%	(14)	13%	(44)	82%	(271)	329
PID/Gender: Rep Men	10%	(32)	12%	(39)	78%	(257)	328
PID/Gender: Rep Women	6%	(20)	12%	(42)	82%	(286)	348
Ideo: Liberal (1-3)	10%	(65)	18%	(116)	73%	(476)	656
Ideo: Moderate (4)	7%	(53)	17%	(128)	76%	(570)	751
Ideo: Conservative (5-7)	6%	(43)	10%	(66)	84%	(557)	666
Educ: < College	8%	(110)	15%	(214)	77%	(1113)	1437
Educ: Bachelors degree	7%	(32)	18%	(86)	76%	(373)	491
Educ: Post-grad	8%	(23)	11%	(30)	81%	(230)	282
Income: Under 50k	6%	(80)	16%	(203)	78%	(988)	1271
Income: 50k-100k	8%	(55)	15%	(97)	77%	(504)	656
Income: 100k+	10%	(29)	11%	(30)	79%	(223)	283
Ethnicity: White	6%	(96)	13%	(218)	82%	(1397)	1711
Ethnicity: Hispanic	14%	(51)	26%	(97)	60%	(225)	374
Ethnicity: Black	15%	(43)	22%	(62)	63%	(177)	282

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Table MCFE39_2: *And in general, what kind of fan, if at all, do you consider yourself to be of the following?*
Roblox

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	7%	(165)	15%	(330)	78%	(1715)	2210
Ethnicity: Other	12%	(26)	23%	(50)	65%	(142)	217
All Christian	8%	(83)	13%	(138)	79%	(809)	1029
All Non-Christian	9%	(11)	19%	(24)	72%	(93)	129
Atheist	3%	(3)	13%	(13)	84%	(83)	99
Agnostic/Nothing in particular	6%	(33)	16%	(94)	78%	(461)	587
Something Else	9%	(35)	17%	(61)	74%	(269)	365
Religious Non-Protestant/Catholic	10%	(15)	19%	(30)	71%	(109)	154
Evangelical	11%	(61)	16%	(90)	73%	(407)	558
Non-Evangelical	6%	(51)	12%	(99)	81%	(642)	792
Community: Urban	12%	(78)	17%	(109)	71%	(451)	638
Community: Suburban	6%	(60)	15%	(156)	79%	(799)	1014
Community: Rural	5%	(26)	12%	(66)	84%	(466)	558
Employ: Private Sector	11%	(74)	19%	(124)	70%	(456)	654
Employ: Government	13%	(17)	24%	(33)	63%	(86)	136
Employ: Self-Employed	13%	(22)	16%	(26)	71%	(118)	166
Employ: Homemaker	5%	(10)	15%	(28)	80%	(152)	190
Employ: Student	12%	(7)	23%	(14)	65%	(41)	62
Employ: Retired	1%	(5)	6%	(36)	93%	(522)	563
Employ: Unemployed	5%	(16)	16%	(49)	78%	(236)	301
Employ: Other	10%	(14)	14%	(19)	76%	(104)	137
Military HH: Yes	3%	(10)	10%	(30)	86%	(244)	283
Military HH: No	8%	(155)	16%	(300)	76%	(1472)	1927
RD/WT: Right Direction	14%	(96)	21%	(137)	65%	(433)	666
RD/WT: Wrong Track	4%	(69)	13%	(193)	83%	(1282)	1544
Biden Job Approve	11%	(109)	19%	(181)	70%	(681)	970
Biden Job Disapprove	4%	(47)	12%	(134)	84%	(963)	1144
Biden Job Strongly Approve	16%	(69)	21%	(90)	63%	(274)	433
Biden Job Somewhat Approve	7%	(39)	17%	(91)	76%	(407)	537
Biden Job Somewhat Disapprove	5%	(17)	16%	(56)	79%	(266)	339
Biden Job Strongly Disapprove	4%	(30)	10%	(79)	87%	(697)	805

Continued on next page

Table MCFE39_2: *And in general, what kind of fan, if at all, do you consider yourself to be of the following?*
Roblox

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	7%	(165)	15%	(330)	78%	(1715)	2210
Favorable of Biden	10%	(98)	17%	(168)	73%	(703)	969
Unfavorable of Biden	5%	(54)	13%	(144)	82%	(935)	1134
Very Favorable of Biden	13%	(62)	17%	(83)	70%	(337)	482
Somewhat Favorable of Biden	8%	(37)	17%	(84)	75%	(366)	487
Somewhat Unfavorable of Biden	6%	(17)	16%	(48)	78%	(234)	299
Very Unfavorable of Biden	4%	(38)	12%	(96)	84%	(701)	835
#1 Issue: Economy	8%	(69)	15%	(138)	77%	(706)	913
#1 Issue: Security	7%	(17)	11%	(28)	82%	(198)	243
#1 Issue: Health Care	8%	(14)	20%	(34)	72%	(122)	170
#1 Issue: Medicare / Social Security	4%	(10)	9%	(25)	87%	(231)	266
#1 Issue: Women's Issues	9%	(29)	18%	(57)	73%	(226)	311
#1 Issue: Education	17%	(10)	24%	(14)	59%	(35)	59
#1 Issue: Energy	8%	(11)	18%	(24)	74%	(99)	134
#1 Issue: Other	5%	(6)	8%	(10)	86%	(99)	115
2020 Vote: Joe Biden	9%	(81)	17%	(165)	74%	(699)	945
2020 Vote: Donald Trump	6%	(44)	13%	(98)	81%	(597)	740
2020 Vote: Other	3%	(2)	16%	(11)	81%	(54)	67
2020 Vote: Didn't Vote	8%	(37)	12%	(56)	80%	(365)	459
2018 House Vote: Democrat	9%	(70)	19%	(140)	72%	(545)	755
2018 House Vote: Republican	5%	(32)	10%	(59)	85%	(498)	589
2018 House Vote: Someone else	11%	(6)	7%	(4)	82%	(40)	50
2016 Vote: Hillary Clinton	8%	(53)	17%	(120)	75%	(522)	695
2016 Vote: Donald Trump	6%	(38)	12%	(77)	83%	(541)	656
2016 Vote: Other	6%	(5)	16%	(13)	79%	(68)	86
2016 Vote: Didn't Vote	9%	(67)	16%	(119)	76%	(579)	765
Voted in 2014: Yes	7%	(88)	13%	(165)	79%	(973)	1227
Voted in 2014: No	8%	(76)	17%	(165)	75%	(742)	983
4-Region: Northeast	7%	(26)	16%	(63)	77%	(293)	383
4-Region: Midwest	4%	(20)	13%	(61)	82%	(376)	456
4-Region: South	9%	(73)	15%	(126)	76%	(646)	844
4-Region: West	9%	(46)	15%	(80)	76%	(401)	527

Table MCFE39_2: *And in general, what kind of fan, if at all, do you consider yourself to be of the following?*
Roblox

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	7%	(165)	15%	(330)	78%	(1715)	2210
TikTok Users	14%	(107)	23%	(184)	63%	(502)	793
Twitch Users	24%	(53)	29%	(62)	47%	(101)	216
2022 Sports Viewers/Attendees	9%	(129)	16%	(232)	76%	(1115)	1475
Monthly Moviegoers	21%	(68)	27%	(87)	51%	(165)	320
Few Times per Year + Moviegoers	13%	(118)	23%	(213)	64%	(589)	920
Heard Smile Campaign	21%	(116)	27%	(149)	52%	(286)	551
Heard Minion Campaign	21%	(112)	30%	(162)	49%	(266)	540
Listens to Podcasts	12%	(135)	21%	(243)	67%	(753)	1132
Streaming Services User	9%	(158)	17%	(306)	74%	(1309)	1773
Netflix User	10%	(153)	18%	(269)	71%	(1051)	1474
Disney+ User	13%	(124)	24%	(233)	64%	(627)	984
Heterosexual or straight	8%	(149)	15%	(287)	78%	(1534)	1971
Gay	1%	(1)	29%	(20)	70%	(47)	68
Bisexual	5%	(5)	17%	(15)	77%	(68)	88
Yes	6%	(4)	27%	(19)	67%	(47)	70
No	7%	(160)	15%	(311)	78%	(1668)	2140

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

Table MCFE39_3: *And in general, what kind of fan, if at all, do you consider yourself to be of the following?*
Call of Duty

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	19%	(414)	22%	(478)	60%	(1318)	2210
Gender: Male	26%	(280)	24%	(257)	50%	(531)	1068
Gender: Female	12%	(134)	19%	(221)	69%	(788)	1142
Age: 18-34	37%	(236)	29%	(188)	34%	(219)	642
Age: 35-44	22%	(81)	24%	(87)	54%	(198)	365
Age: 45-64	11%	(82)	20%	(144)	68%	(488)	714
Age: 65+	3%	(16)	12%	(59)	85%	(414)	489
GenZers: 1997-2012	39%	(100)	30%	(76)	31%	(81)	256
Millennials: 1981-1996	29%	(192)	27%	(175)	44%	(286)	653
GenXers: 1965-1980	17%	(94)	23%	(128)	60%	(333)	555
Baby Boomers: 1946-1964	4%	(28)	14%	(94)	82%	(551)	673
PID: Dem (no lean)	21%	(184)	21%	(184)	57%	(491)	860
PID: Ind (no lean)	16%	(110)	22%	(148)	62%	(416)	674
PID: Rep (no lean)	18%	(120)	22%	(145)	61%	(411)	676
PID/Gender: Dem Men	31%	(122)	24%	(94)	45%	(178)	394
PID/Gender: Dem Women	14%	(63)	19%	(90)	67%	(313)	465
PID/Gender: Ind Men	21%	(73)	24%	(83)	55%	(188)	345
PID/Gender: Ind Women	11%	(37)	20%	(65)	69%	(228)	329
PID/Gender: Rep Men	26%	(85)	24%	(79)	50%	(164)	328
PID/Gender: Rep Women	10%	(35)	19%	(66)	71%	(247)	348
Ideo: Liberal (1-3)	20%	(131)	19%	(125)	61%	(400)	656
Ideo: Moderate (4)	20%	(148)	26%	(193)	55%	(410)	751
Ideo: Conservative (5-7)	16%	(107)	20%	(132)	64%	(427)	666
Educ: < College	20%	(284)	23%	(336)	57%	(817)	1437
Educ: Bachelors degree	18%	(87)	20%	(96)	63%	(308)	491
Educ: Post-grad	15%	(43)	16%	(46)	68%	(193)	282
Income: Under 50k	18%	(231)	23%	(286)	59%	(754)	1271
Income: 50k-100k	20%	(131)	20%	(134)	60%	(391)	656
Income: 100k+	19%	(52)	20%	(57)	61%	(173)	283
Ethnicity: White	15%	(251)	20%	(349)	65%	(1111)	1711
Ethnicity: Hispanic	30%	(111)	28%	(103)	43%	(160)	374
Ethnicity: Black	40%	(112)	27%	(75)	34%	(95)	282

Table MCFE39_3: *And in general, what kind of fan, if at all, do you consider yourself to be of the following?*
Call of Duty

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	19%	(414)	22%	(478)	60%	(1318)	2210
Ethnicity: Other	24%	(51)	25%	(53)	52%	(112)	217
All Christian	15%	(156)	21%	(219)	64%	(654)	1029
All Non-Christian	23%	(29)	16%	(21)	61%	(79)	129
Atheist	24%	(24)	15%	(15)	61%	(60)	99
Agnostic/Nothing in particular	18%	(108)	24%	(140)	58%	(339)	587
Something Else	27%	(98)	22%	(82)	51%	(186)	365
Religious Non-Protestant/Catholic	21%	(33)	19%	(29)	60%	(92)	154
Evangelical	22%	(126)	23%	(126)	55%	(307)	558
Non-Evangelical	15%	(120)	21%	(162)	64%	(509)	792
Community: Urban	27%	(171)	24%	(150)	50%	(316)	638
Community: Suburban	17%	(170)	20%	(204)	63%	(641)	1014
Community: Rural	13%	(74)	22%	(123)	65%	(361)	558
Employ: Private Sector	25%	(167)	26%	(171)	48%	(317)	654
Employ: Government	38%	(52)	23%	(31)	39%	(53)	136
Employ: Self-Employed	32%	(53)	26%	(44)	42%	(70)	166
Employ: Homemaker	10%	(18)	21%	(41)	69%	(131)	190
Employ: Student	35%	(22)	38%	(23)	27%	(17)	62
Employ: Retired	4%	(22)	15%	(82)	81%	(458)	563
Employ: Unemployed	17%	(51)	22%	(65)	61%	(185)	301
Employ: Other	21%	(29)	15%	(21)	64%	(87)	137
Military HH: Yes	12%	(34)	21%	(59)	67%	(190)	283
Military HH: No	20%	(380)	22%	(419)	59%	(1128)	1927
RD/WT: Right Direction	25%	(169)	24%	(162)	50%	(335)	666
RD/WT: Wrong Track	16%	(246)	20%	(315)	64%	(983)	1544
Biden Job Approve	21%	(199)	22%	(214)	57%	(557)	970
Biden Job Disapprove	17%	(196)	21%	(241)	62%	(707)	1144
Biden Job Strongly Approve	27%	(118)	20%	(87)	52%	(227)	433
Biden Job Somewhat Approve	15%	(81)	24%	(126)	61%	(330)	537
Biden Job Somewhat Disapprove	20%	(66)	26%	(89)	54%	(184)	339
Biden Job Strongly Disapprove	16%	(129)	19%	(152)	65%	(524)	805

Table MCFE39_3: *And in general, what kind of fan, if at all, do you consider yourself to be of the following?*
Call of Duty

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	19%	(414)	22%	(478)	60%	(1318)	2210
Favorable of Biden	20%	(190)	21%	(203)	59%	(576)	969
Unfavorable of Biden	18%	(203)	21%	(244)	61%	(688)	1134
Very Favorable of Biden	24%	(117)	20%	(94)	56%	(271)	482
Somewhat Favorable of Biden	15%	(74)	22%	(109)	63%	(305)	487
Somewhat Unfavorable of Biden	20%	(60)	26%	(77)	54%	(162)	299
Very Unfavorable of Biden	17%	(143)	20%	(167)	63%	(526)	835
#1 Issue: Economy	20%	(185)	23%	(213)	56%	(515)	913
#1 Issue: Security	19%	(45)	21%	(50)	61%	(147)	243
#1 Issue: Health Care	18%	(30)	21%	(36)	61%	(104)	170
#1 Issue: Medicare / Social Security	7%	(19)	17%	(46)	76%	(201)	266
#1 Issue: Women's Issues	22%	(68)	23%	(71)	55%	(172)	311
#1 Issue: Education	36%	(21)	28%	(16)	37%	(22)	59
#1 Issue: Energy	19%	(26)	23%	(31)	58%	(78)	134
#1 Issue: Other	17%	(20)	13%	(14)	70%	(80)	115
2020 Vote: Joe Biden	20%	(187)	20%	(187)	60%	(570)	945
2020 Vote: Donald Trump	17%	(125)	23%	(167)	61%	(448)	740
2020 Vote: Other	21%	(14)	22%	(15)	56%	(38)	67
2020 Vote: Didn't Vote	19%	(88)	24%	(109)	57%	(262)	459
2018 House Vote: Democrat	20%	(154)	19%	(144)	61%	(457)	755
2018 House Vote: Republican	15%	(90)	20%	(116)	65%	(383)	589
2018 House Vote: Someone else	28%	(14)	23%	(12)	49%	(24)	50
2016 Vote: Hillary Clinton	19%	(130)	18%	(128)	63%	(438)	695
2016 Vote: Donald Trump	16%	(102)	21%	(135)	64%	(418)	656
2016 Vote: Other	14%	(12)	20%	(17)	66%	(56)	86
2016 Vote: Didn't Vote	22%	(167)	26%	(195)	53%	(403)	765
Voted in 2014: Yes	17%	(206)	18%	(223)	65%	(797)	1227
Voted in 2014: No	21%	(208)	26%	(254)	53%	(521)	983
4-Region: Northeast	15%	(57)	22%	(85)	63%	(241)	383
4-Region: Midwest	16%	(73)	22%	(100)	62%	(284)	456
4-Region: South	21%	(176)	22%	(187)	57%	(481)	844
4-Region: West	21%	(109)	20%	(105)	59%	(312)	527

Table MCFE39_3: *And in general, what kind of fan, if at all, do you consider yourself to be of the following?*
Call of Duty

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	19%	(414)	22%	(478)	60%	(1318)	2210
TikTok Users	32%	(254)	27%	(213)	41%	(325)	793
Twitch Users	45%	(96)	33%	(70)	23%	(49)	216
2022 Sports Viewers/Attendees	23%	(335)	22%	(329)	55%	(811)	1475
Monthly Moviegoers	41%	(131)	31%	(99)	28%	(90)	320
Few Times per Year + Moviegoers	29%	(268)	29%	(270)	41%	(382)	920
Heard Smile Campaign	41%	(226)	33%	(183)	26%	(142)	551
Heard Minion Campaign	41%	(223)	34%	(182)	25%	(135)	540
Listens to Podcasts	28%	(315)	28%	(314)	44%	(502)	1132
Streaming Services User	22%	(396)	24%	(428)	54%	(949)	1773
Netflix User	25%	(364)	25%	(373)	50%	(736)	1474
Disney+ User	27%	(265)	28%	(279)	45%	(440)	984
Heterosexual or straight	19%	(373)	21%	(421)	60%	(1177)	1971
Gay	13%	(9)	29%	(20)	58%	(40)	68
Bisexual	27%	(24)	19%	(17)	53%	(47)	88
Yes	28%	(20)	27%	(19)	45%	(32)	70
No	18%	(395)	21%	(459)	60%	(1286)	2140

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

Table MCFE39_4: *And in general, what kind of fan, if at all, do you consider yourself to be of the following?*
Minecraft

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	11%	(236)	21%	(461)	68%	(1513)	2210
Gender: Male	13%	(139)	24%	(253)	63%	(676)	1068
Gender: Female	8%	(97)	18%	(208)	73%	(837)	1142
Age: 18-34	22%	(143)	30%	(193)	48%	(306)	642
Age: 35-44	13%	(47)	25%	(90)	62%	(228)	365
Age: 45-64	5%	(38)	19%	(134)	76%	(542)	714
Age: 65+	1%	(7)	9%	(44)	90%	(438)	489
GenZers: 1997-2012	26%	(67)	35%	(89)	39%	(101)	256
Millennials: 1981-1996	17%	(109)	26%	(169)	57%	(374)	653
GenXers: 1965-1980	8%	(45)	21%	(118)	70%	(391)	555
Baby Boomers: 1946-1964	2%	(15)	12%	(83)	86%	(576)	673
PID: Dem (no lean)	13%	(110)	23%	(199)	64%	(551)	860
PID: Ind (no lean)	8%	(55)	20%	(137)	72%	(482)	674
PID: Rep (no lean)	10%	(71)	18%	(125)	71%	(480)	676
PID/Gender: Dem Men	16%	(62)	29%	(115)	55%	(217)	394
PID/Gender: Dem Women	10%	(48)	18%	(84)	72%	(333)	465
PID/Gender: Ind Men	10%	(33)	21%	(74)	69%	(238)	345
PID/Gender: Ind Women	7%	(22)	19%	(63)	74%	(245)	329
PID/Gender: Rep Men	13%	(44)	19%	(63)	67%	(221)	328
PID/Gender: Rep Women	8%	(27)	18%	(62)	74%	(259)	348
Ideo: Liberal (1-3)	13%	(84)	21%	(139)	66%	(434)	656
Ideo: Moderate (4)	11%	(84)	24%	(177)	65%	(490)	751
Ideo: Conservative (5-7)	9%	(60)	17%	(116)	74%	(491)	666
Educ: < College	10%	(150)	22%	(316)	68%	(972)	1437
Educ: Bachelors degree	11%	(54)	21%	(103)	68%	(333)	491
Educ: Post-grad	11%	(32)	15%	(42)	74%	(208)	282
Income: Under 50k	10%	(121)	23%	(289)	68%	(861)	1271
Income: 50k-100k	12%	(77)	19%	(122)	70%	(457)	656
Income: 100k+	13%	(38)	18%	(50)	69%	(195)	283
Ethnicity: White	9%	(152)	19%	(322)	72%	(1237)	1711
Ethnicity: Hispanic	16%	(59)	32%	(119)	52%	(196)	374
Ethnicity: Black	19%	(53)	30%	(84)	52%	(146)	282

Continued on next page

Table MCFE39_4: *And in general, what kind of fan, if at all, do you consider yourself to be of the following?*
Minecraft

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	11%	(236)	21%	(461)	68%	(1513)	2210
Ethnicity: Other	14%	(31)	26%	(55)	60%	(131)	217
All Christian	9%	(90)	20%	(202)	72%	(737)	1029
All Non-Christian	10%	(12)	23%	(29)	68%	(87)	129
Atheist	11%	(11)	20%	(20)	69%	(68)	99
Agnostic/Nothing in particular	11%	(65)	21%	(123)	68%	(399)	587
Something Else	16%	(57)	24%	(87)	61%	(221)	365
Religious Non-Protestant/Catholic	11%	(17)	25%	(39)	64%	(98)	154
Evangelical	14%	(81)	21%	(118)	64%	(359)	558
Non-Evangelical	7%	(59)	20%	(157)	73%	(576)	792
Community: Urban	15%	(97)	22%	(142)	62%	(398)	638
Community: Suburban	9%	(93)	21%	(212)	70%	(709)	1014
Community: Rural	8%	(45)	19%	(106)	73%	(406)	558
Employ: Private Sector	16%	(106)	23%	(148)	61%	(401)	654
Employ: Government	17%	(23)	30%	(40)	54%	(73)	136
Employ: Self-Employed	14%	(22)	25%	(41)	62%	(103)	166
Employ: Homemaker	8%	(16)	21%	(40)	71%	(135)	190
Employ: Student	20%	(13)	41%	(26)	39%	(24)	62
Employ: Retired	2%	(10)	12%	(70)	86%	(482)	563
Employ: Unemployed	11%	(32)	22%	(66)	67%	(203)	301
Employ: Other	11%	(14)	22%	(30)	68%	(93)	137
Military HH: Yes	8%	(23)	19%	(53)	73%	(207)	283
Military HH: No	11%	(213)	21%	(408)	68%	(1306)	1927
RD/WT: Right Direction	16%	(104)	25%	(164)	60%	(398)	666
RD/WT: Wrong Track	9%	(132)	19%	(297)	72%	(1115)	1544
Biden Job Approve	13%	(127)	23%	(219)	64%	(625)	970
Biden Job Disapprove	8%	(97)	19%	(217)	73%	(830)	1144
Biden Job Strongly Approve	17%	(74)	24%	(106)	58%	(253)	433
Biden Job Somewhat Approve	10%	(52)	21%	(113)	69%	(372)	537
Biden Job Somewhat Disapprove	9%	(32)	23%	(79)	67%	(228)	339
Biden Job Strongly Disapprove	8%	(65)	17%	(137)	75%	(602)	805

Continued on next page

Table MCFE39_4: *And in general, what kind of fan, if at all, do you consider yourself to be of the following?*
Minecraft

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	11%	(236)	21%	(461)	68%	(1513)	2210
Favorable of Biden	12%	(119)	22%	(213)	66%	(636)	969
Unfavorable of Biden	9%	(101)	19%	(221)	72%	(812)	1134
Very Favorable of Biden	15%	(74)	21%	(103)	63%	(305)	482
Somewhat Favorable of Biden	9%	(45)	23%	(110)	68%	(331)	487
Somewhat Unfavorable of Biden	8%	(24)	22%	(65)	70%	(210)	299
Very Unfavorable of Biden	9%	(77)	19%	(156)	72%	(602)	835
#1 Issue: Economy	10%	(90)	22%	(203)	68%	(620)	913
#1 Issue: Security	10%	(25)	17%	(42)	72%	(175)	243
#1 Issue: Health Care	12%	(21)	20%	(34)	68%	(115)	170
#1 Issue: Medicare / Social Security	3%	(8)	14%	(38)	83%	(220)	266
#1 Issue: Women's Issues	14%	(42)	24%	(74)	63%	(195)	311
#1 Issue: Education	27%	(16)	32%	(19)	41%	(24)	59
#1 Issue: Energy	17%	(23)	22%	(29)	61%	(81)	134
#1 Issue: Other	8%	(9)	19%	(22)	73%	(83)	115
2020 Vote: Joe Biden	11%	(107)	22%	(205)	67%	(633)	945
2020 Vote: Donald Trump	10%	(70)	19%	(142)	71%	(527)	740
2020 Vote: Other	7%	(5)	25%	(17)	68%	(45)	67
2020 Vote: Didn't Vote	12%	(54)	21%	(97)	67%	(308)	459
2018 House Vote: Democrat	11%	(86)	22%	(170)	66%	(499)	755
2018 House Vote: Republican	8%	(45)	17%	(102)	75%	(442)	589
2018 House Vote: Someone else	17%	(9)	17%	(8)	66%	(32)	50
2016 Vote: Hillary Clinton	11%	(76)	22%	(153)	67%	(466)	695
2016 Vote: Donald Trump	9%	(57)	18%	(120)	73%	(479)	656
2016 Vote: Other	3%	(3)	19%	(16)	78%	(67)	86
2016 Vote: Didn't Vote	13%	(99)	22%	(171)	65%	(495)	765
Voted in 2014: Yes	9%	(110)	20%	(248)	71%	(868)	1227
Voted in 2014: No	13%	(126)	22%	(213)	66%	(645)	983
4-Region: Northeast	11%	(42)	20%	(77)	69%	(264)	383
4-Region: Midwest	8%	(38)	20%	(92)	72%	(326)	456
4-Region: South	11%	(94)	20%	(168)	69%	(582)	844
4-Region: West	12%	(61)	24%	(124)	65%	(341)	527

Table MCFE39_4: *And in general, what kind of fan, if at all, do you consider yourself to be of the following?*
Minecraft

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	11%	(236)	21%	(461)	68%	(1513)	2210
TikTok Users	20%	(156)	29%	(228)	52%	(409)	793
Twitch Users	35%	(75)	34%	(74)	31%	(66)	216
2022 Sports Viewers/Attendees	13%	(184)	22%	(320)	66%	(971)	1475
Monthly Moviegoers	28%	(90)	32%	(103)	40%	(128)	320
Few Times per Year + Moviegoers	17%	(154)	29%	(270)	54%	(496)	920
Heard Smile Campaign	23%	(129)	34%	(189)	42%	(233)	551
Heard Minion Campaign	27%	(147)	33%	(179)	40%	(215)	540
Listens to Podcasts	17%	(191)	29%	(331)	54%	(609)	1132
Streaming Services User	12%	(219)	24%	(430)	63%	(1124)	1773
Netflix User	14%	(207)	25%	(369)	61%	(898)	1474
Disney+ User	17%	(171)	29%	(288)	53%	(525)	984
Heterosexual or straight	11%	(208)	20%	(393)	70%	(1370)	1971
Gay	3%	(2)	38%	(26)	59%	(40)	68
Bisexual	15%	(14)	27%	(24)	57%	(51)	88
Yes	12%	(8)	34%	(24)	54%	(38)	70
No	11%	(227)	20%	(437)	69%	(1475)	2140

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

Table MCFE39_5: *And in general, what kind of fan, if at all, do you consider yourself to be of the following?*
Halo

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	12%	(269)	18%	(401)	70%	(1540)	2210
Gender: Male	18%	(187)	23%	(250)	59%	(630)	1068
Gender: Female	7%	(82)	13%	(151)	80%	(909)	1142
Age: 18-34	22%	(141)	28%	(183)	50%	(318)	642
Age: 35-44	17%	(63)	23%	(83)	60%	(220)	365
Age: 45-64	8%	(58)	14%	(103)	78%	(553)	714
Age: 65+	1%	(7)	7%	(34)	92%	(448)	489
GenZers: 1997-2012	19%	(49)	31%	(79)	50%	(128)	256
Millennials: 1981-1996	22%	(143)	24%	(159)	54%	(350)	653
GenXers: 1965-1980	10%	(54)	20%	(110)	70%	(391)	555
Baby Boomers: 1946-1964	3%	(22)	8%	(51)	89%	(600)	673
PID: Dem (no lean)	15%	(128)	20%	(172)	65%	(560)	860
PID: Ind (no lean)	10%	(67)	18%	(122)	72%	(485)	674
PID: Rep (no lean)	11%	(74)	16%	(108)	73%	(494)	676
PID/Gender: Dem Men	23%	(89)	26%	(104)	51%	(201)	394
PID/Gender: Dem Women	8%	(38)	15%	(68)	77%	(359)	465
PID/Gender: Ind Men	14%	(49)	24%	(81)	62%	(215)	345
PID/Gender: Ind Women	6%	(18)	12%	(41)	82%	(270)	329
PID/Gender: Rep Men	15%	(49)	20%	(65)	65%	(214)	328
PID/Gender: Rep Women	7%	(25)	12%	(43)	81%	(280)	348
Ideo: Liberal (1-3)	13%	(86)	21%	(139)	66%	(431)	656
Ideo: Moderate (4)	13%	(96)	19%	(142)	68%	(513)	751
Ideo: Conservative (5-7)	12%	(78)	14%	(95)	74%	(494)	666
Educ: < College	13%	(189)	19%	(269)	68%	(978)	1437
Educ: Bachelors degree	10%	(50)	19%	(94)	71%	(347)	491
Educ: Post-grad	10%	(29)	14%	(38)	76%	(214)	282
Income: Under 50k	12%	(153)	19%	(247)	69%	(872)	1271
Income: 50k-100k	11%	(74)	16%	(105)	73%	(476)	656
Income: 100k+	15%	(41)	18%	(49)	68%	(192)	283
Ethnicity: White	10%	(165)	16%	(273)	74%	(1273)	1711
Ethnicity: Hispanic	16%	(62)	27%	(100)	57%	(212)	374
Ethnicity: Black	28%	(79)	24%	(67)	48%	(136)	282

Table MCFE39_5: *And in general, what kind of fan, if at all, do you consider yourself to be of the following?*
Halo

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	12%	(269)	18%	(401)	70%	(1540)	2210
Ethnicity: Other	12%	(25)	28%	(62)	60%	(130)	217
All Christian	10%	(101)	16%	(164)	74%	(764)	1029
All Non-Christian	14%	(18)	19%	(25)	67%	(86)	129
Atheist	11%	(10)	19%	(19)	70%	(70)	99
Agnostic/Nothing in particular	12%	(73)	22%	(127)	66%	(388)	587
Something Else	18%	(67)	18%	(67)	63%	(232)	365
Religious Non-Protestant/Catholic	15%	(24)	19%	(30)	65%	(100)	154
Evangelical	18%	(98)	14%	(80)	68%	(380)	558
Non-Evangelical	8%	(62)	18%	(141)	74%	(589)	792
Community: Urban	17%	(106)	22%	(141)	61%	(390)	638
Community: Suburban	11%	(115)	17%	(175)	71%	(724)	1014
Community: Rural	9%	(48)	15%	(85)	76%	(426)	558
Employ: Private Sector	19%	(126)	21%	(140)	59%	(389)	654
Employ: Government	16%	(22)	27%	(37)	57%	(78)	136
Employ: Self-Employed	16%	(26)	22%	(36)	63%	(104)	166
Employ: Homemaker	6%	(11)	15%	(28)	79%	(151)	190
Employ: Student	15%	(9)	41%	(25)	45%	(28)	62
Employ: Retired	3%	(14)	9%	(53)	88%	(496)	563
Employ: Unemployed	14%	(43)	19%	(58)	67%	(200)	301
Employ: Other	13%	(18)	19%	(25)	69%	(94)	137
Military HH: Yes	10%	(29)	15%	(41)	75%	(213)	283
Military HH: No	12%	(240)	19%	(360)	69%	(1327)	1927
RD/WT: Right Direction	18%	(122)	22%	(150)	59%	(395)	666
RD/WT: Wrong Track	10%	(147)	16%	(252)	74%	(1145)	1544
Biden Job Approve	14%	(136)	21%	(203)	65%	(631)	970
Biden Job Disapprove	11%	(121)	16%	(180)	74%	(843)	1144
Biden Job Strongly Approve	20%	(88)	19%	(80)	61%	(264)	433
Biden Job Somewhat Approve	9%	(48)	23%	(123)	68%	(367)	537
Biden Job Somewhat Disapprove	11%	(36)	21%	(72)	68%	(231)	339
Biden Job Strongly Disapprove	11%	(85)	13%	(108)	76%	(612)	805

Table MCFE39_5: *And in general, what kind of fan, if at all, do you consider yourself to be of the following?*
Halo

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	12%	(269)	18%	(401)	70%	(1540)	2210
Favorable of Biden	14%	(131)	20%	(194)	66%	(643)	969
Unfavorable of Biden	11%	(125)	16%	(183)	73%	(825)	1134
Very Favorable of Biden	19%	(89)	18%	(88)	63%	(304)	482
Somewhat Favorable of Biden	9%	(42)	22%	(106)	70%	(339)	487
Somewhat Unfavorable of Biden	10%	(30)	19%	(58)	71%	(211)	299
Very Unfavorable of Biden	11%	(95)	15%	(125)	74%	(614)	835
#1 Issue: Economy	14%	(132)	17%	(158)	68%	(623)	913
#1 Issue: Security	12%	(30)	17%	(42)	71%	(171)	243
#1 Issue: Health Care	10%	(17)	26%	(44)	64%	(109)	170
#1 Issue: Medicare / Social Security	5%	(12)	12%	(31)	84%	(223)	266
#1 Issue: Women's Issues	12%	(38)	21%	(65)	67%	(208)	311
#1 Issue: Education	18%	(11)	28%	(16)	54%	(32)	59
#1 Issue: Energy	12%	(16)	25%	(34)	63%	(84)	134
#1 Issue: Other	12%	(14)	10%	(12)	78%	(89)	115
2020 Vote: Joe Biden	13%	(123)	20%	(185)	67%	(636)	945
2020 Vote: Donald Trump	12%	(89)	15%	(110)	73%	(541)	740
2020 Vote: Other	12%	(8)	21%	(14)	67%	(45)	67
2020 Vote: Didn't Vote	11%	(49)	20%	(92)	69%	(318)	459
2018 House Vote: Democrat	13%	(101)	20%	(151)	67%	(502)	755
2018 House Vote: Republican	9%	(52)	14%	(80)	78%	(457)	589
2018 House Vote: Someone else	23%	(11)	21%	(11)	56%	(28)	50
2016 Vote: Hillary Clinton	13%	(91)	19%	(132)	68%	(472)	695
2016 Vote: Donald Trump	10%	(67)	14%	(93)	76%	(496)	656
2016 Vote: Other	9%	(7)	22%	(19)	69%	(59)	86
2016 Vote: Didn't Vote	13%	(102)	20%	(155)	66%	(508)	765
Voted in 2014: Yes	12%	(144)	15%	(181)	74%	(902)	1227
Voted in 2014: No	13%	(125)	22%	(221)	65%	(637)	983
4-Region: Northeast	12%	(45)	17%	(64)	71%	(273)	383
4-Region: Midwest	10%	(45)	18%	(82)	72%	(329)	456
4-Region: South	13%	(110)	18%	(152)	69%	(582)	844
4-Region: West	13%	(69)	19%	(103)	67%	(355)	527

Table MCFE39_5: *And in general, what kind of fan, if at all, do you consider yourself to be of the following?*
Halo

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	12%	(269)	18%	(401)	70%	(1540)	2210
TikTok Users	20%	(157)	23%	(185)	57%	(450)	793
Twitch Users	36%	(77)	30%	(64)	35%	(75)	216
2022 Sports Viewers/Attendees	15%	(217)	19%	(287)	66%	(971)	1475
Monthly Moviegoers	29%	(91)	30%	(96)	41%	(133)	320
Few Times per Year + Moviegoers	19%	(179)	26%	(240)	54%	(500)	920
Heard Smile Campaign	26%	(145)	30%	(167)	43%	(239)	551
Heard Minion Campaign	27%	(146)	32%	(174)	41%	(220)	540
Listens to Podcasts	20%	(226)	25%	(283)	55%	(623)	1132
Streaming Services User	15%	(257)	21%	(379)	64%	(1137)	1773
Netflix User	16%	(237)	22%	(330)	62%	(907)	1474
Disney+ User	18%	(177)	27%	(267)	55%	(540)	984
Heterosexual or straight	13%	(248)	17%	(332)	71%	(1390)	1971
Gay	5%	(4)	36%	(24)	59%	(40)	68
Bisexual	16%	(14)	24%	(21)	60%	(53)	88
Yes	10%	(7)	35%	(25)	54%	(38)	70
No	12%	(262)	18%	(376)	70%	(1502)	2140

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

Table MCFE39_6: *And in general, what kind of fan, if at all, do you consider yourself to be of the following?*
World of Warcraft

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	8%	(176)	16%	(351)	76%	(1683)	2210
Gender: Male	11%	(114)	20%	(217)	69%	(737)	1068
Gender: Female	5%	(62)	12%	(135)	83%	(946)	1142
Age: 18-34	13%	(84)	21%	(134)	66%	(423)	642
Age: 35-44	11%	(40)	24%	(86)	65%	(239)	365
Age: 45-64	7%	(47)	14%	(98)	80%	(569)	714
Age: 65+	1%	(4)	7%	(33)	92%	(452)	489
GenZers: 1997-2012	9%	(24)	21%	(53)	70%	(180)	256
Millennials: 1981-1996	14%	(90)	21%	(139)	65%	(423)	653
GenXers: 1965-1980	9%	(49)	19%	(106)	72%	(401)	555
Baby Boomers: 1946-1964	2%	(13)	8%	(54)	90%	(606)	673
PID: Dem (no lean)	11%	(91)	18%	(159)	71%	(610)	860
PID: Ind (no lean)	5%	(35)	15%	(98)	80%	(542)	674
PID: Rep (no lean)	7%	(50)	14%	(94)	79%	(531)	676
PID/Gender: Dem Men	15%	(60)	24%	(95)	60%	(238)	394
PID/Gender: Dem Women	7%	(30)	14%	(63)	80%	(372)	465
PID/Gender: Ind Men	7%	(25)	17%	(57)	76%	(263)	345
PID/Gender: Ind Women	3%	(10)	12%	(41)	85%	(279)	329
PID/Gender: Rep Men	9%	(29)	19%	(64)	72%	(235)	328
PID/Gender: Rep Women	6%	(22)	9%	(30)	85%	(296)	348
Ideo: Liberal (1-3)	10%	(66)	20%	(129)	70%	(461)	656
Ideo: Moderate (4)	7%	(54)	17%	(131)	75%	(566)	751
Ideo: Conservative (5-7)	8%	(53)	12%	(81)	80%	(533)	666
Educ: < College	7%	(106)	15%	(212)	78%	(1119)	1437
Educ: Bachelors degree	10%	(49)	20%	(98)	70%	(343)	491
Educ: Post-grad	7%	(21)	15%	(42)	78%	(220)	282
Income: Under 50k	7%	(86)	16%	(203)	77%	(982)	1271
Income: 50k-100k	7%	(46)	17%	(115)	75%	(495)	656
Income: 100k+	16%	(44)	12%	(33)	73%	(205)	283
Ethnicity: White	6%	(110)	14%	(241)	79%	(1359)	1711
Ethnicity: Hispanic	13%	(49)	23%	(86)	64%	(239)	374
Ethnicity: Black	17%	(47)	22%	(62)	61%	(173)	282

Continued on next page

Table MCFE39_6: *And in general, what kind of fan, if at all, do you consider yourself to be of the following?*
World of Warcraft

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	8%	(176)	16%	(351)	76%	(1683)	2210
Ethnicity: Other	8%	(18)	22%	(47)	70%	(151)	217
All Christian	9%	(90)	14%	(141)	78%	(798)	1029
All Non-Christian	9%	(11)	24%	(30)	67%	(87)	129
Atheist	3%	(3)	22%	(22)	75%	(74)	99
Agnostic/Nothing in particular	7%	(40)	16%	(92)	77%	(455)	587
Something Else	8%	(31)	18%	(66)	73%	(269)	365
Religious Non-Protestant/Catholic	10%	(15)	22%	(34)	68%	(105)	154
Evangelical	10%	(54)	15%	(82)	76%	(422)	558
Non-Evangelical	8%	(63)	14%	(113)	78%	(616)	792
Community: Urban	12%	(79)	19%	(124)	68%	(435)	638
Community: Suburban	7%	(69)	16%	(159)	78%	(787)	1014
Community: Rural	5%	(29)	12%	(68)	83%	(461)	558
Employ: Private Sector	15%	(96)	20%	(128)	66%	(430)	654
Employ: Government	11%	(15)	22%	(29)	68%	(92)	136
Employ: Self-Employed	9%	(16)	22%	(36)	69%	(114)	166
Employ: Homemaker	5%	(9)	13%	(25)	82%	(156)	190
Employ: Student	7%	(4)	21%	(13)	72%	(44)	62
Employ: Retired	2%	(11)	10%	(55)	88%	(497)	563
Employ: Unemployed	4%	(13)	16%	(48)	80%	(240)	301
Employ: Other	9%	(12)	12%	(16)	80%	(109)	137
Military HH: Yes	6%	(18)	16%	(45)	78%	(220)	283
Military HH: No	8%	(158)	16%	(306)	76%	(1463)	1927
RD/WT: Right Direction	14%	(94)	22%	(145)	64%	(427)	666
RD/WT: Wrong Track	5%	(82)	13%	(206)	81%	(1256)	1544
Biden Job Approve	11%	(103)	20%	(192)	70%	(675)	970
Biden Job Disapprove	6%	(66)	13%	(150)	81%	(927)	1144
Biden Job Strongly Approve	17%	(72)	20%	(88)	63%	(273)	433
Biden Job Somewhat Approve	6%	(31)	19%	(104)	75%	(403)	537
Biden Job Somewhat Disapprove	6%	(19)	19%	(64)	75%	(256)	339
Biden Job Strongly Disapprove	6%	(47)	11%	(86)	83%	(672)	805

Table MCFE39_6: *And in general, what kind of fan, if at all, do you consider yourself to be of the following?*
World of Warcraft

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	8%	(176)	16%	(351)	76%	(1683)	2210
Favorable of Biden	9%	(91)	19%	(184)	72%	(695)	969
Unfavorable of Biden	7%	(77)	13%	(152)	80%	(905)	1134
Very Favorable of Biden	13%	(65)	20%	(95)	67%	(323)	482
Somewhat Favorable of Biden	5%	(26)	18%	(89)	76%	(372)	487
Somewhat Unfavorable of Biden	7%	(22)	18%	(55)	74%	(221)	299
Very Unfavorable of Biden	7%	(55)	12%	(97)	82%	(683)	835
#1 Issue: Economy	8%	(69)	18%	(163)	75%	(681)	913
#1 Issue: Security	10%	(23)	14%	(33)	77%	(187)	243
#1 Issue: Health Care	11%	(18)	17%	(30)	72%	(123)	170
#1 Issue: Medicare / Social Security	3%	(8)	11%	(28)	86%	(229)	266
#1 Issue: Women's Issues	11%	(36)	15%	(47)	74%	(229)	311
#1 Issue: Education	11%	(6)	28%	(17)	61%	(36)	59
#1 Issue: Energy	7%	(9)	20%	(27)	73%	(98)	134
#1 Issue: Other	6%	(7)	6%	(7)	87%	(100)	115
2020 Vote: Joe Biden	10%	(96)	19%	(176)	71%	(672)	945
2020 Vote: Donald Trump	7%	(50)	13%	(98)	80%	(592)	740
2020 Vote: Other	7%	(5)	20%	(13)	73%	(49)	67
2020 Vote: Didn't Vote	5%	(25)	14%	(64)	81%	(369)	459
2018 House Vote: Democrat	10%	(72)	18%	(140)	72%	(543)	755
2018 House Vote: Republican	8%	(44)	11%	(63)	82%	(482)	589
2018 House Vote: Someone else	15%	(7)	15%	(8)	70%	(35)	50
2016 Vote: Hillary Clinton	9%	(63)	19%	(129)	72%	(503)	695
2016 Vote: Donald Trump	8%	(50)	13%	(82)	80%	(523)	656
2016 Vote: Other	4%	(4)	19%	(16)	77%	(66)	86
2016 Vote: Didn't Vote	7%	(55)	16%	(122)	77%	(587)	765
Voted in 2014: Yes	9%	(106)	15%	(183)	76%	(938)	1227
Voted in 2014: No	7%	(70)	17%	(169)	76%	(745)	983
4-Region: Northeast	6%	(25)	16%	(62)	77%	(296)	383
4-Region: Midwest	5%	(25)	15%	(68)	80%	(363)	456
4-Region: South	8%	(66)	15%	(131)	77%	(648)	844
4-Region: West	12%	(61)	17%	(90)	71%	(375)	527

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Table MCFE39_6: *And in general, what kind of fan, if at all, do you consider yourself to be of the following?*
World of Warcraft

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	8%	(176)	16%	(351)	76%	(1683)	2210
TikTok Users	13%	(101)	22%	(171)	66%	(521)	793
Twitch Users	21%	(46)	31%	(67)	48%	(103)	216
2022 Sports Viewers/Attendees	9%	(139)	18%	(272)	72%	(1065)	1475
Monthly Moviegoers	23%	(75)	27%	(85)	50%	(161)	320
Few Times per Year + Moviegoers	14%	(126)	23%	(213)	63%	(581)	920
Heard Smile Campaign	20%	(108)	29%	(161)	51%	(281)	551
Heard Minion Campaign	20%	(109)	28%	(151)	52%	(281)	540
Listens to Podcasts	13%	(149)	24%	(267)	63%	(715)	1132
Streaming Services User	10%	(171)	18%	(319)	72%	(1283)	1773
Netflix User	11%	(159)	19%	(278)	70%	(1037)	1474
Disney+ User	13%	(133)	21%	(211)	65%	(640)	984
Heterosexual or straight	8%	(149)	15%	(303)	77%	(1519)	1971
Gay	9%	(6)	25%	(17)	66%	(45)	68
Bisexual	10%	(9)	21%	(19)	69%	(61)	88
Yes	7%	(5)	29%	(20)	64%	(45)	70
No	8%	(171)	15%	(331)	77%	(1638)	2140

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

Table MCFE39_7: *And in general, what kind of fan, if at all, do you consider yourself to be of the following?*
League of Legends

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	7%	(157)	16%	(362)	76%	(1691)	2210
Gender: Male	8%	(87)	21%	(225)	71%	(756)	1068
Gender: Female	6%	(70)	12%	(138)	82%	(935)	1142
Age: 18-34	12%	(79)	21%	(135)	67%	(428)	642
Age: 35-44	9%	(33)	21%	(77)	70%	(256)	365
Age: 45-64	5%	(38)	17%	(122)	78%	(554)	714
Age: 65+	1%	(7)	6%	(29)	93%	(453)	489
GenZers: 1997-2012	10%	(26)	19%	(50)	70%	(181)	256
Millennials: 1981-1996	12%	(76)	21%	(138)	67%	(439)	653
GenXers: 1965-1980	7%	(41)	21%	(118)	71%	(397)	555
Baby Boomers: 1946-1964	2%	(15)	8%	(55)	90%	(604)	673
PID: Dem (no lean)	10%	(84)	20%	(172)	70%	(603)	860
PID: Ind (no lean)	3%	(23)	16%	(106)	81%	(545)	674
PID: Rep (no lean)	7%	(50)	12%	(84)	80%	(542)	676
PID/Gender: Dem Men	12%	(46)	28%	(110)	60%	(238)	394
PID/Gender: Dem Women	8%	(38)	13%	(62)	78%	(365)	465
PID/Gender: Ind Men	4%	(14)	18%	(62)	78%	(269)	345
PID/Gender: Ind Women	3%	(9)	13%	(44)	84%	(276)	329
PID/Gender: Rep Men	8%	(27)	16%	(53)	76%	(249)	328
PID/Gender: Rep Women	7%	(23)	9%	(31)	84%	(293)	348
Ideo: Liberal (1-3)	10%	(67)	18%	(120)	71%	(468)	656
Ideo: Moderate (4)	5%	(41)	19%	(146)	75%	(564)	751
Ideo: Conservative (5-7)	6%	(43)	13%	(87)	81%	(537)	666
Educ: < College	6%	(93)	17%	(239)	77%	(1105)	1437
Educ: Bachelors degree	8%	(41)	18%	(90)	73%	(360)	491
Educ: Post-grad	8%	(23)	12%	(33)	80%	(226)	282
Income: Under 50k	6%	(70)	17%	(221)	77%	(980)	1271
Income: 50k-100k	8%	(54)	15%	(101)	76%	(501)	656
Income: 100k+	11%	(32)	15%	(41)	74%	(209)	283
Ethnicity: White	6%	(100)	14%	(236)	80%	(1374)	1711
Ethnicity: Hispanic	8%	(30)	26%	(96)	66%	(247)	374
Ethnicity: Black	14%	(39)	28%	(80)	58%	(164)	282

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Table MCFE39_7: *And in general, what kind of fan, if at all, do you consider yourself to be of the following?*
League of Legends

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	7%	(157)	16%	(362)	76%	(1691)	2210
Ethnicity: Other	9%	(18)	21%	(46)	70%	(152)	217
All Christian	7%	(70)	15%	(159)	78%	(800)	1029
All Non-Christian	15%	(19)	13%	(17)	72%	(92)	129
Atheist	1%	(1)	14%	(14)	85%	(84)	99
Agnostic/Nothing in particular	5%	(30)	17%	(102)	78%	(456)	587
Something Else	10%	(37)	19%	(70)	71%	(258)	365
Religious Non-Protestant/Catholic	13%	(19)	19%	(29)	69%	(106)	154
Evangelical	10%	(57)	17%	(93)	73%	(408)	558
Non-Evangelical	6%	(49)	15%	(121)	79%	(622)	792
Community: Urban	10%	(62)	21%	(135)	69%	(440)	638
Community: Suburban	7%	(69)	15%	(151)	78%	(795)	1014
Community: Rural	5%	(27)	14%	(76)	82%	(456)	558
Employ: Private Sector	11%	(75)	21%	(140)	67%	(440)	654
Employ: Government	11%	(15)	27%	(37)	61%	(83)	136
Employ: Self-Employed	10%	(17)	21%	(35)	69%	(114)	166
Employ: Homemaker	4%	(8)	13%	(24)	83%	(158)	190
Employ: Student	7%	(4)	26%	(16)	67%	(42)	62
Employ: Retired	2%	(10)	10%	(53)	89%	(499)	563
Employ: Unemployed	4%	(13)	14%	(42)	82%	(246)	301
Employ: Other	10%	(14)	11%	(15)	78%	(107)	137
Military HH: Yes	4%	(11)	17%	(48)	79%	(224)	283
Military HH: No	8%	(146)	16%	(314)	76%	(1467)	1927
RD/WT: Right Direction	13%	(89)	22%	(148)	64%	(429)	666
RD/WT: Wrong Track	4%	(68)	14%	(214)	82%	(1261)	1544
Biden Job Approve	10%	(96)	20%	(194)	70%	(680)	970
Biden Job Disapprove	5%	(54)	14%	(155)	82%	(935)	1144
Biden Job Strongly Approve	16%	(68)	22%	(96)	62%	(268)	433
Biden Job Somewhat Approve	5%	(28)	18%	(98)	77%	(412)	537
Biden Job Somewhat Disapprove	6%	(21)	17%	(57)	77%	(261)	339
Biden Job Strongly Disapprove	4%	(33)	12%	(98)	84%	(674)	805

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Table MCFE39_7: *And in general, what kind of fan, if at all, do you consider yourself to be of the following?*
League of Legends

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	7%	(157)	16%	(362)	76%	(1691)	2210
Favorable of Biden	9%	(89)	19%	(180)	72%	(700)	969
Unfavorable of Biden	5%	(58)	15%	(167)	80%	(909)	1134
Very Favorable of Biden	14%	(67)	20%	(96)	66%	(318)	482
Somewhat Favorable of Biden	5%	(22)	17%	(83)	78%	(382)	487
Somewhat Unfavorable of Biden	6%	(17)	19%	(56)	76%	(226)	299
Very Unfavorable of Biden	5%	(41)	13%	(111)	82%	(683)	835
#1 Issue: Economy	7%	(65)	17%	(159)	75%	(689)	913
#1 Issue: Security	7%	(16)	16%	(38)	77%	(188)	243
#1 Issue: Health Care	13%	(22)	13%	(22)	74%	(126)	170
#1 Issue: Medicare / Social Security	5%	(13)	12%	(33)	83%	(220)	266
#1 Issue: Women's Issues	6%	(20)	19%	(60)	75%	(232)	311
#1 Issue: Education	7%	(4)	33%	(19)	60%	(35)	59
#1 Issue: Energy	9%	(12)	20%	(27)	71%	(96)	134
#1 Issue: Other	5%	(5)	4%	(5)	91%	(105)	115
2020 Vote: Joe Biden	10%	(93)	19%	(178)	71%	(673)	945
2020 Vote: Donald Trump	6%	(44)	14%	(102)	80%	(593)	740
2020 Vote: Other	8%	(6)	18%	(12)	73%	(49)	67
2020 Vote: Didn't Vote	3%	(14)	15%	(70)	82%	(375)	459
2018 House Vote: Democrat	11%	(82)	19%	(142)	70%	(531)	755
2018 House Vote: Republican	6%	(33)	13%	(77)	81%	(479)	589
2018 House Vote: Someone else	11%	(5)	21%	(11)	68%	(34)	50
2016 Vote: Hillary Clinton	10%	(67)	19%	(134)	71%	(494)	695
2016 Vote: Donald Trump	7%	(43)	13%	(88)	80%	(524)	656
2016 Vote: Other	5%	(4)	20%	(17)	75%	(64)	86
2016 Vote: Didn't Vote	5%	(41)	16%	(122)	79%	(602)	765
Voted in 2014: Yes	8%	(103)	16%	(193)	76%	(931)	1227
Voted in 2014: No	6%	(54)	17%	(169)	77%	(760)	983
4-Region: Northeast	7%	(29)	16%	(60)	77%	(294)	383
4-Region: Midwest	5%	(24)	14%	(66)	80%	(366)	456
4-Region: South	7%	(62)	17%	(141)	76%	(642)	844
4-Region: West	8%	(42)	18%	(95)	74%	(389)	527

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Table MCFE39_7: *And in general, what kind of fan, if at all, do you consider yourself to be of the following?*
League of Legends

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	7%	(157)	16%	(362)	76%	(1691)	2210
TikTok Users	12%	(94)	22%	(174)	66%	(525)	793
Twitch Users	20%	(43)	29%	(62)	51%	(110)	216
2022 Sports Viewers/Attendees	8%	(122)	19%	(274)	73%	(1079)	1475
Monthly Moviegoers	20%	(63)	30%	(96)	51%	(162)	320
Few Times per Year + Moviegoers	14%	(125)	23%	(215)	63%	(580)	920
Heard Smile Campaign	19%	(104)	29%	(162)	52%	(285)	551
Heard Minion Campaign	19%	(102)	29%	(155)	52%	(283)	540
Listens to Podcasts	12%	(136)	23%	(265)	65%	(731)	1132
Streaming Services User	9%	(154)	19%	(336)	72%	(1283)	1773
Netflix User	9%	(139)	20%	(297)	70%	(1038)	1474
Disney+ User	12%	(116)	24%	(233)	65%	(635)	984
Heterosexual or straight	7%	(140)	16%	(313)	77%	(1518)	1971
Gay	5%	(3)	30%	(20)	65%	(44)	68
Bisexual	9%	(8)	15%	(13)	76%	(67)	88
Yes	5%	(4)	26%	(18)	69%	(49)	70
No	7%	(153)	16%	(344)	77%	(1642)	2140

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

Table MCFE39_8: *And in general, what kind of fan, if at all, do you consider yourself to be of the following?*
Final Fantasy

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	12%	(258)	16%	(356)	72%	(1596)	2210
Gender: Male	16%	(174)	20%	(213)	64%	(681)	1068
Gender: Female	7%	(84)	12%	(143)	80%	(915)	1142
Age: 18-34	19%	(125)	23%	(149)	57%	(369)	642
Age: 35-44	20%	(71)	24%	(87)	57%	(207)	365
Age: 45-64	8%	(56)	13%	(94)	79%	(563)	714
Age: 65+	1%	(6)	5%	(26)	94%	(457)	489
GenZers: 1997-2012	16%	(40)	20%	(52)	64%	(165)	256
Millennials: 1981-1996	20%	(129)	25%	(162)	55%	(362)	653
GenXers: 1965-1980	14%	(77)	17%	(92)	70%	(386)	555
Baby Boomers: 1946-1964	2%	(11)	7%	(48)	91%	(614)	673
PID: Dem (no lean)	15%	(128)	18%	(154)	67%	(578)	860
PID: Ind (no lean)	10%	(65)	15%	(101)	76%	(509)	674
PID: Rep (no lean)	10%	(66)	15%	(101)	75%	(509)	676
PID/Gender: Dem Men	22%	(88)	23%	(92)	54%	(214)	394
PID/Gender: Dem Women	8%	(39)	13%	(62)	78%	(364)	465
PID/Gender: Ind Men	14%	(48)	17%	(60)	69%	(237)	345
PID/Gender: Ind Women	5%	(17)	12%	(40)	83%	(272)	329
PID/Gender: Rep Men	12%	(38)	19%	(61)	70%	(230)	328
PID/Gender: Rep Women	8%	(28)	11%	(40)	80%	(280)	348
Ideo: Liberal (1-3)	14%	(95)	19%	(123)	67%	(438)	656
Ideo: Moderate (4)	13%	(97)	17%	(124)	71%	(530)	751
Ideo: Conservative (5-7)	8%	(55)	13%	(87)	79%	(524)	666
Educ: < College	11%	(151)	17%	(238)	73%	(1048)	1437
Educ: Bachelors degree	16%	(79)	17%	(84)	67%	(328)	491
Educ: Post-grad	10%	(28)	12%	(34)	78%	(220)	282
Income: Under 50k	10%	(133)	17%	(218)	72%	(920)	1271
Income: 50k-100k	12%	(79)	15%	(102)	72%	(475)	656
Income: 100k+	16%	(46)	13%	(37)	71%	(200)	283
Ethnicity: White	9%	(155)	14%	(237)	77%	(1318)	1711
Ethnicity: Hispanic	19%	(72)	19%	(70)	62%	(232)	374
Ethnicity: Black	27%	(77)	24%	(68)	49%	(137)	282

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Table MCFE39_8: *And in general, what kind of fan, if at all, do you consider yourself to be of the following?*
Final Fantasy

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	12%	(258)	16%	(356)	72%	(1596)	2210
Ethnicity: Other	12%	(26)	23%	(50)	65%	(141)	217
All Christian	10%	(100)	13%	(132)	77%	(797)	1029
All Non-Christian	16%	(21)	20%	(25)	64%	(83)	129
Atheist	22%	(22)	14%	(14)	64%	(63)	99
Agnostic/Nothing in particular	13%	(77)	19%	(113)	68%	(397)	587
Something Else	10%	(38)	20%	(72)	70%	(255)	365
Religious Non-Protestant/Catholic	15%	(23)	22%	(34)	63%	(96)	154
Evangelical	13%	(71)	15%	(84)	72%	(403)	558
Non-Evangelical	8%	(62)	14%	(108)	78%	(621)	792
Community: Urban	20%	(128)	18%	(116)	62%	(393)	638
Community: Suburban	9%	(96)	15%	(157)	75%	(762)	1014
Community: Rural	6%	(34)	15%	(83)	79%	(441)	558
Employ: Private Sector	19%	(122)	20%	(131)	61%	(402)	654
Employ: Government	25%	(33)	17%	(23)	58%	(79)	136
Employ: Self-Employed	17%	(28)	21%	(36)	62%	(103)	166
Employ: Homemaker	5%	(9)	15%	(28)	80%	(153)	190
Employ: Student	14%	(9)	17%	(11)	68%	(42)	62
Employ: Retired	2%	(12)	8%	(44)	90%	(507)	563
Employ: Unemployed	12%	(35)	18%	(53)	71%	(213)	301
Employ: Other	7%	(10)	21%	(29)	71%	(98)	137
Military HH: Yes	12%	(33)	13%	(37)	75%	(213)	283
Military HH: No	12%	(225)	17%	(319)	72%	(1383)	1927
RD/WT: Right Direction	21%	(139)	19%	(124)	61%	(404)	666
RD/WT: Wrong Track	8%	(120)	15%	(232)	77%	(1192)	1544
Biden Job Approve	16%	(153)	18%	(174)	66%	(643)	970
Biden Job Disapprove	9%	(102)	14%	(162)	77%	(880)	1144
Biden Job Strongly Approve	21%	(90)	19%	(83)	60%	(260)	433
Biden Job Somewhat Approve	12%	(64)	17%	(91)	71%	(383)	537
Biden Job Somewhat Disapprove	10%	(34)	18%	(60)	72%	(245)	339
Biden Job Strongly Disapprove	8%	(67)	13%	(102)	79%	(635)	805

Table MCFE39_8: *And in general, what kind of fan, if at all, do you consider yourself to be of the following?*
Final Fantasy

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	12%	(258)	16%	(356)	72%	(1596)	2210
Favorable of Biden	14%	(137)	17%	(168)	69%	(664)	969
Unfavorable of Biden	9%	(107)	15%	(166)	76%	(861)	1134
Very Favorable of Biden	18%	(86)	18%	(84)	65%	(312)	482
Somewhat Favorable of Biden	11%	(51)	17%	(83)	72%	(352)	487
Somewhat Unfavorable of Biden	12%	(36)	18%	(54)	70%	(208)	299
Very Unfavorable of Biden	8%	(70)	13%	(112)	78%	(652)	835
#1 Issue: Economy	13%	(120)	18%	(160)	69%	(633)	913
#1 Issue: Security	8%	(20)	13%	(32)	79%	(191)	243
#1 Issue: Health Care	14%	(24)	19%	(33)	67%	(113)	170
#1 Issue: Medicare / Social Security	3%	(7)	11%	(29)	86%	(229)	266
#1 Issue: Women's Issues	14%	(44)	16%	(50)	70%	(216)	311
#1 Issue: Education	22%	(13)	24%	(14)	54%	(32)	59
#1 Issue: Energy	16%	(21)	15%	(21)	69%	(92)	134
#1 Issue: Other	7%	(8)	15%	(17)	78%	(89)	115
2020 Vote: Joe Biden	15%	(142)	18%	(167)	67%	(637)	945
2020 Vote: Donald Trump	9%	(67)	16%	(118)	75%	(555)	740
2020 Vote: Other	9%	(6)	21%	(14)	71%	(47)	67
2020 Vote: Didn't Vote	10%	(44)	12%	(57)	78%	(357)	459
2018 House Vote: Democrat	14%	(104)	18%	(137)	68%	(514)	755
2018 House Vote: Republican	9%	(55)	13%	(75)	78%	(459)	589
2018 House Vote: Someone else	15%	(7)	19%	(9)	66%	(33)	50
2016 Vote: Hillary Clinton	14%	(98)	18%	(124)	68%	(474)	695
2016 Vote: Donald Trump	8%	(50)	14%	(91)	79%	(515)	656
2016 Vote: Other	15%	(12)	17%	(14)	69%	(59)	86
2016 Vote: Didn't Vote	13%	(97)	16%	(123)	71%	(546)	765
Voted in 2014: Yes	11%	(131)	15%	(181)	75%	(915)	1227
Voted in 2014: No	13%	(127)	18%	(175)	69%	(681)	983
4-Region: Northeast	11%	(41)	16%	(62)	73%	(280)	383
4-Region: Midwest	9%	(39)	16%	(71)	76%	(346)	456
4-Region: South	11%	(90)	17%	(145)	72%	(609)	844
4-Region: West	17%	(88)	15%	(78)	69%	(361)	527

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Table MCFE39_8: *And in general, what kind of fan, if at all, do you consider yourself to be of the following?*
Final Fantasy

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	12%	(258)	16%	(356)	72%	(1596)	2210
TikTok Users	19%	(150)	22%	(174)	59%	(469)	793
Twitch Users	31%	(67)	32%	(70)	37%	(79)	216
2022 Sports Viewers/Attendees	13%	(192)	17%	(253)	70%	(1030)	1475
Monthly Moviegoers	28%	(88)	29%	(92)	44%	(140)	320
Few Times per Year + Moviegoers	19%	(178)	22%	(204)	59%	(538)	920
Heard Smile Campaign	25%	(138)	27%	(148)	48%	(264)	551
Heard Minion Campaign	26%	(139)	25%	(136)	49%	(265)	540
Listens to Podcasts	17%	(197)	24%	(268)	59%	(666)	1132
Streaming Services User	14%	(248)	19%	(329)	67%	(1196)	1773
Netflix User	15%	(225)	19%	(283)	66%	(965)	1474
Disney+ User	18%	(176)	24%	(237)	58%	(571)	984
Heterosexual or straight	11%	(214)	15%	(302)	74%	(1455)	1971
Gay	18%	(12)	32%	(21)	50%	(34)	68
Bisexual	18%	(16)	24%	(21)	58%	(52)	88
Yes	16%	(11)	23%	(16)	61%	(43)	70
No	12%	(247)	16%	(340)	73%	(1553)	2140

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

Table MCFE39_9: *And in general, what kind of fan, if at all, do you consider yourself to be of the following?*
Grand Theft Auto

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	20%	(432)	23%	(502)	58%	(1277)	2210
Gender: Male	26%	(276)	25%	(271)	49%	(520)	1068
Gender: Female	14%	(156)	20%	(230)	66%	(756)	1142
Age: 18-34	39%	(252)	31%	(197)	30%	(193)	642
Age: 35-44	20%	(72)	35%	(127)	46%	(166)	365
Age: 45-64	13%	(92)	19%	(137)	68%	(485)	714
Age: 65+	3%	(15)	8%	(41)	88%	(432)	489
GenZers: 1997-2012	43%	(110)	27%	(69)	30%	(77)	256
Millennials: 1981-1996	30%	(193)	35%	(226)	36%	(234)	653
GenXers: 1965-1980	17%	(94)	24%	(131)	60%	(331)	555
Baby Boomers: 1946-1964	5%	(32)	11%	(74)	84%	(568)	673
PID: Dem (no lean)	25%	(213)	22%	(187)	53%	(459)	860
PID: Ind (no lean)	18%	(119)	24%	(160)	59%	(395)	674
PID: Rep (no lean)	15%	(99)	23%	(155)	62%	(422)	676
PID/Gender: Dem Men	34%	(133)	25%	(99)	41%	(162)	394
PID/Gender: Dem Women	17%	(80)	19%	(88)	64%	(297)	465
PID/Gender: Ind Men	22%	(77)	26%	(91)	51%	(176)	345
PID/Gender: Ind Women	13%	(42)	21%	(69)	66%	(218)	329
PID/Gender: Rep Men	20%	(65)	25%	(81)	55%	(182)	328
PID/Gender: Rep Women	10%	(34)	21%	(73)	69%	(241)	348
Ideo: Liberal (1-3)	24%	(156)	20%	(133)	56%	(367)	656
Ideo: Moderate (4)	21%	(161)	27%	(202)	52%	(388)	751
Ideo: Conservative (5-7)	14%	(92)	19%	(126)	67%	(448)	666
Educ: < College	23%	(324)	24%	(338)	54%	(775)	1437
Educ: Bachelors degree	16%	(77)	23%	(113)	61%	(301)	491
Educ: Post-grad	11%	(31)	18%	(51)	71%	(201)	282
Income: Under 50k	21%	(272)	23%	(293)	56%	(706)	1271
Income: 50k-100k	17%	(114)	22%	(142)	61%	(399)	656
Income: 100k+	16%	(45)	23%	(66)	61%	(171)	283
Ethnicity: White	15%	(260)	22%	(376)	63%	(1075)	1711
Ethnicity: Hispanic	32%	(118)	31%	(116)	37%	(140)	374
Ethnicity: Black	46%	(129)	22%	(61)	33%	(92)	282

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Table MCFE39_9: *And in general, what kind of fan, if at all, do you consider yourself to be of the following?*
Grand Theft Auto

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	20%	(432)	23%	(502)	58%	(1277)	2210
Ethnicity: Other	20%	(43)	30%	(65)	50%	(109)	217
All Christian	14%	(149)	22%	(222)	64%	(658)	1029
All Non-Christian	23%	(30)	15%	(19)	62%	(80)	129
Atheist	15%	(15)	25%	(25)	60%	(59)	99
Agnostic/Nothing in particular	24%	(141)	27%	(156)	49%	(291)	587
Something Else	26%	(96)	22%	(80)	52%	(189)	365
Religious Non-Protestant/Catholic	21%	(33)	16%	(25)	63%	(96)	154
Evangelical	22%	(121)	22%	(121)	57%	(316)	558
Non-Evangelical	15%	(119)	21%	(167)	64%	(506)	792
Community: Urban	28%	(180)	26%	(166)	46%	(292)	638
Community: Suburban	17%	(177)	21%	(208)	62%	(629)	1014
Community: Rural	13%	(74)	23%	(128)	64%	(356)	558
Employ: Private Sector	26%	(173)	27%	(176)	47%	(306)	654
Employ: Government	30%	(40)	29%	(40)	41%	(56)	136
Employ: Self-Employed	30%	(50)	24%	(39)	46%	(77)	166
Employ: Homemaker	12%	(23)	22%	(41)	66%	(125)	190
Employ: Student	46%	(29)	28%	(18)	26%	(16)	62
Employ: Retired	4%	(23)	12%	(70)	84%	(470)	563
Employ: Unemployed	20%	(60)	29%	(87)	51%	(155)	301
Employ: Other	25%	(34)	22%	(31)	53%	(72)	137
Military HH: Yes	10%	(30)	23%	(64)	67%	(190)	283
Military HH: No	21%	(402)	23%	(438)	56%	(1087)	1927
RD/WT: Right Direction	28%	(188)	23%	(152)	49%	(326)	666
RD/WT: Wrong Track	16%	(243)	23%	(350)	62%	(951)	1544
Biden Job Approve	23%	(225)	22%	(211)	55%	(534)	970
Biden Job Disapprove	16%	(180)	23%	(268)	61%	(696)	1144
Biden Job Strongly Approve	28%	(123)	20%	(87)	52%	(223)	433
Biden Job Somewhat Approve	19%	(102)	23%	(124)	58%	(311)	537
Biden Job Somewhat Disapprove	22%	(74)	25%	(86)	53%	(179)	339
Biden Job Strongly Disapprove	13%	(106)	23%	(182)	64%	(517)	805

Table MCFE39_9: *And in general, what kind of fan, if at all, do you consider yourself to be of the following?*
Grand Theft Auto

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	20%	(432)	23%	(502)	58%	(1277)	2210
Favorable of Biden	22%	(213)	22%	(211)	56%	(545)	969
Unfavorable of Biden	17%	(190)	24%	(267)	60%	(677)	1134
Very Favorable of Biden	25%	(122)	21%	(99)	54%	(260)	482
Somewhat Favorable of Biden	19%	(90)	23%	(112)	58%	(285)	487
Somewhat Unfavorable of Biden	24%	(72)	26%	(77)	50%	(150)	299
Very Unfavorable of Biden	14%	(119)	23%	(190)	63%	(526)	835
#1 Issue: Economy	19%	(171)	26%	(236)	55%	(506)	913
#1 Issue: Security	20%	(49)	17%	(42)	62%	(152)	243
#1 Issue: Health Care	24%	(41)	24%	(42)	51%	(87)	170
#1 Issue: Medicare / Social Security	10%	(27)	13%	(36)	77%	(204)	266
#1 Issue: Women's Issues	26%	(80)	23%	(73)	51%	(158)	311
#1 Issue: Education	32%	(19)	32%	(19)	36%	(21)	59
#1 Issue: Energy	20%	(26)	28%	(37)	53%	(71)	134
#1 Issue: Other	16%	(19)	15%	(18)	68%	(78)	115
2020 Vote: Joe Biden	22%	(212)	20%	(192)	57%	(541)	945
2020 Vote: Donald Trump	15%	(112)	22%	(165)	63%	(463)	740
2020 Vote: Other	16%	(11)	24%	(16)	60%	(40)	67
2020 Vote: Didn't Vote	21%	(98)	28%	(129)	51%	(232)	459
2018 House Vote: Democrat	22%	(166)	21%	(155)	57%	(434)	755
2018 House Vote: Republican	12%	(73)	21%	(122)	67%	(393)	589
2018 House Vote: Someone else	28%	(14)	21%	(10)	51%	(25)	50
2016 Vote: Hillary Clinton	21%	(146)	18%	(126)	61%	(423)	695
2016 Vote: Donald Trump	14%	(90)	21%	(138)	65%	(428)	656
2016 Vote: Other	11%	(10)	24%	(21)	64%	(55)	86
2016 Vote: Didn't Vote	24%	(186)	28%	(211)	48%	(368)	765
Voted in 2014: Yes	16%	(201)	19%	(234)	65%	(792)	1227
Voted in 2014: No	23%	(231)	27%	(268)	49%	(484)	983
4-Region: Northeast	19%	(72)	22%	(86)	59%	(225)	383
4-Region: Midwest	17%	(77)	20%	(92)	63%	(287)	456
4-Region: South	22%	(184)	22%	(189)	56%	(471)	844
4-Region: West	19%	(98)	26%	(135)	56%	(293)	527

Table MCFE39_9: *And in general, what kind of fan, if at all, do you consider yourself to be of the following?*
Grand Theft Auto

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	20%	(432)	23%	(502)	58%	(1277)	2210
TikTok Users	32%	(252)	31%	(243)	38%	(298)	793
Twitch Users	47%	(101)	36%	(78)	17%	(37)	216
2022 Sports Viewers/Attendees	22%	(320)	24%	(351)	55%	(804)	1475
Monthly Moviegoers	42%	(134)	29%	(93)	29%	(93)	320
Few Times per Year + Moviegoers	31%	(281)	28%	(256)	42%	(382)	920
Heard Smile Campaign	41%	(226)	33%	(181)	26%	(144)	551
Heard Minion Campaign	40%	(217)	34%	(183)	26%	(140)	540
Listens to Podcasts	28%	(320)	29%	(330)	43%	(481)	1132
Streaming Services User	23%	(401)	26%	(454)	52%	(918)	1773
Netflix User	25%	(371)	27%	(399)	48%	(703)	1474
Disney+ User	27%	(267)	29%	(289)	44%	(429)	984
Heterosexual or straight	19%	(372)	21%	(423)	60%	(1175)	1971
Gay	31%	(21)	22%	(15)	47%	(32)	68
Bisexual	27%	(24)	37%	(32)	36%	(32)	88
Yes	23%	(17)	30%	(21)	47%	(33)	70
No	19%	(415)	22%	(481)	58%	(1244)	2140

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

Table MCFE39_10: *And in general, what kind of fan, if at all, do you consider yourself to be of the following?*
Overwatch

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	8%	(175)	13%	(279)	79%	(1757)	2210
Gender: Male	10%	(111)	17%	(179)	73%	(777)	1068
Gender: Female	6%	(63)	9%	(99)	86%	(980)	1142
Age: 18-34	17%	(108)	21%	(134)	62%	(400)	642
Age: 35-44	8%	(31)	19%	(69)	73%	(265)	365
Age: 45-64	5%	(33)	9%	(64)	86%	(616)	714
Age: 65+	1%	(3)	2%	(11)	97%	(475)	489
GenZers: 1997-2012	16%	(40)	20%	(52)	64%	(164)	256
Millennials: 1981-1996	14%	(88)	20%	(132)	66%	(432)	653
GenXers: 1965-1980	7%	(38)	12%	(69)	81%	(448)	555
Baby Boomers: 1946-1964	1%	(8)	4%	(25)	95%	(640)	673
PID: Dem (no lean)	11%	(93)	14%	(124)	75%	(643)	860
PID: Ind (no lean)	5%	(37)	13%	(87)	82%	(551)	674
PID: Rep (no lean)	7%	(45)	10%	(68)	83%	(563)	676
PID/Gender: Dem Men	14%	(57)	21%	(83)	65%	(255)	394
PID/Gender: Dem Women	8%	(36)	9%	(42)	83%	(388)	465
PID/Gender: Ind Men	7%	(24)	16%	(57)	77%	(265)	345
PID/Gender: Ind Women	4%	(13)	9%	(30)	87%	(286)	329
PID/Gender: Rep Men	9%	(30)	12%	(40)	79%	(258)	328
PID/Gender: Rep Women	4%	(15)	8%	(28)	88%	(305)	348
Ideo: Liberal (1-3)	10%	(69)	14%	(94)	75%	(493)	656
Ideo: Moderate (4)	8%	(57)	15%	(111)	78%	(583)	751
Ideo: Conservative (5-7)	6%	(39)	10%	(64)	84%	(563)	666
Educ: < College	8%	(117)	13%	(183)	79%	(1137)	1437
Educ: Bachelors degree	8%	(39)	13%	(65)	79%	(387)	491
Educ: Post-grad	7%	(19)	11%	(31)	82%	(233)	282
Income: Under 50k	7%	(93)	13%	(167)	80%	(1012)	1271
Income: 50k-100k	9%	(57)	11%	(72)	80%	(527)	656
Income: 100k+	9%	(25)	14%	(40)	77%	(217)	283
Ethnicity: White	6%	(98)	11%	(185)	83%	(1428)	1711
Ethnicity: Hispanic	15%	(57)	19%	(72)	65%	(244)	374
Ethnicity: Black	21%	(60)	20%	(56)	59%	(167)	282

Table MCFE39_10: *And in general, what kind of fan, if at all, do you consider yourself to be of the following?*
Overwatch

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	8%	(175)	13%	(279)	79%	(1757)	2210
Ethnicity: Other	8%	(17)	17%	(38)	75%	(162)	217
All Christian	7%	(77)	12%	(119)	81%	(833)	1029
All Non-Christian	5%	(7)	12%	(15)	83%	(107)	129
Atheist	3%	(3)	7%	(7)	90%	(89)	99
Agnostic/Nothing in particular	9%	(52)	15%	(87)	76%	(448)	587
Something Else	10%	(36)	14%	(50)	76%	(279)	365
Religious Non-Protestant/Catholic	6%	(9)	15%	(23)	79%	(122)	154
Evangelical	12%	(68)	12%	(68)	76%	(423)	558
Non-Evangelical	5%	(41)	11%	(88)	84%	(662)	792
Community: Urban	13%	(80)	16%	(102)	71%	(455)	638
Community: Suburban	7%	(74)	11%	(113)	82%	(828)	1014
Community: Rural	4%	(21)	11%	(64)	85%	(474)	558
Employ: Private Sector	12%	(78)	19%	(121)	70%	(455)	654
Employ: Government	13%	(18)	16%	(22)	70%	(96)	136
Employ: Self-Employed	11%	(19)	20%	(33)	69%	(114)	166
Employ: Homemaker	6%	(11)	10%	(19)	84%	(160)	190
Employ: Student	15%	(10)	16%	(10)	68%	(42)	62
Employ: Retired	1%	(7)	4%	(22)	95%	(534)	563
Employ: Unemployed	7%	(22)	9%	(28)	83%	(251)	301
Employ: Other	7%	(10)	17%	(23)	76%	(104)	137
Military HH: Yes	5%	(15)	9%	(26)	85%	(242)	283
Military HH: No	8%	(160)	13%	(252)	79%	(1515)	1927
RD/WT: Right Direction	14%	(91)	17%	(112)	70%	(463)	666
RD/WT: Wrong Track	5%	(84)	11%	(167)	84%	(1293)	1544
Biden Job Approve	11%	(111)	15%	(142)	74%	(717)	970
Biden Job Disapprove	5%	(56)	10%	(119)	85%	(969)	1144
Biden Job Strongly Approve	16%	(70)	14%	(62)	70%	(301)	433
Biden Job Somewhat Approve	8%	(41)	15%	(80)	77%	(416)	537
Biden Job Somewhat Disapprove	6%	(20)	13%	(44)	81%	(275)	339
Biden Job Strongly Disapprove	4%	(36)	9%	(75)	86%	(694)	805

Continued on next page

Table MCFE39_10: *And in general, what kind of fan, if at all, do you consider yourself to be of the following?*
Overwatch

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	8%	(175)	13%	(279)	79%	(1757)	2210
Favorable of Biden	10%	(100)	14%	(137)	76%	(732)	969
Unfavorable of Biden	5%	(62)	11%	(122)	84%	(950)	1134
Very Favorable of Biden	14%	(69)	12%	(60)	73%	(353)	482
Somewhat Favorable of Biden	6%	(31)	16%	(77)	78%	(379)	487
Somewhat Unfavorable of Biden	5%	(15)	14%	(41)	81%	(243)	299
Very Unfavorable of Biden	6%	(47)	10%	(81)	85%	(707)	835
#1 Issue: Economy	7%	(66)	15%	(141)	77%	(707)	913
#1 Issue: Security	8%	(20)	10%	(24)	82%	(199)	243
#1 Issue: Health Care	10%	(17)	12%	(21)	78%	(133)	170
#1 Issue: Medicare / Social Security	4%	(11)	5%	(12)	91%	(243)	266
#1 Issue: Women's Issues	11%	(33)	15%	(46)	75%	(232)	311
#1 Issue: Education	18%	(11)	23%	(13)	59%	(35)	59
#1 Issue: Energy	10%	(14)	11%	(15)	78%	(105)	134
#1 Issue: Other	3%	(4)	5%	(6)	91%	(104)	115
2020 Vote: Joe Biden	10%	(91)	15%	(145)	75%	(709)	945
2020 Vote: Donald Trump	6%	(46)	10%	(77)	83%	(616)	740
2020 Vote: Other	7%	(5)	10%	(7)	83%	(55)	67
2020 Vote: Didn't Vote	7%	(34)	11%	(50)	82%	(375)	459
2018 House Vote: Democrat	10%	(72)	15%	(116)	75%	(567)	755
2018 House Vote: Republican	6%	(32)	8%	(49)	86%	(508)	589
2018 House Vote: Someone else	4%	(2)	17%	(8)	78%	(39)	50
2016 Vote: Hillary Clinton	10%	(69)	13%	(90)	77%	(536)	695
2016 Vote: Donald Trump	6%	(41)	9%	(58)	85%	(556)	656
2016 Vote: Other	5%	(4)	15%	(13)	80%	(69)	86
2016 Vote: Didn't Vote	8%	(59)	15%	(117)	77%	(589)	765
Voted in 2014: Yes	7%	(89)	11%	(131)	82%	(1006)	1227
Voted in 2014: No	9%	(86)	15%	(147)	76%	(751)	983
4-Region: Northeast	7%	(28)	13%	(50)	80%	(305)	383
4-Region: Midwest	8%	(38)	10%	(44)	82%	(374)	456
4-Region: South	8%	(66)	13%	(109)	79%	(669)	844
4-Region: West	8%	(42)	14%	(76)	78%	(408)	527

Table MCFE39_10: *And in general, what kind of fan, if at all, do you consider yourself to be of the following?*
Overwatch

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	8%	(175)	13%	(279)	79%	(1757)	2210
TikTok Users	13%	(102)	19%	(151)	68%	(539)	793
Twitch Users	27%	(57)	30%	(66)	43%	(93)	216
2022 Sports Viewers/Attendees	9%	(133)	14%	(205)	77%	(1137)	1475
Monthly Moviegoers	19%	(59)	29%	(92)	53%	(170)	320
Few Times per Year + Moviegoers	13%	(123)	20%	(188)	66%	(609)	920
Heard Smile Campaign	23%	(125)	24%	(131)	54%	(295)	551
Heard Minion Campaign	21%	(114)	25%	(136)	54%	(290)	540
Listens to Podcasts	14%	(155)	19%	(214)	67%	(762)	1132
Streaming Services User	10%	(169)	15%	(271)	75%	(1334)	1773
Netflix User	11%	(157)	17%	(244)	73%	(1073)	1474
Disney+ User	14%	(134)	20%	(197)	66%	(653)	984
Heterosexual or straight	8%	(154)	12%	(241)	80%	(1576)	1971
Gay	7%	(5)	18%	(12)	75%	(51)	68
Bisexual	11%	(10)	12%	(10)	77%	(68)	88
Yes	17%	(12)	16%	(12)	67%	(47)	70
No	8%	(163)	12%	(267)	80%	(1710)	2140

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

Table MCFE39_11: *And in general, what kind of fan, if at all, do you consider yourself to be of the following?*
Apex Legends

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	8%	(170)	14%	(306)	78%	(1733)	2210
Gender: Male	11%	(117)	19%	(202)	70%	(749)	1068
Gender: Female	5%	(54)	9%	(104)	86%	(984)	1142
Age: 18-34	16%	(103)	22%	(141)	62%	(398)	642
Age: 35-44	7%	(27)	20%	(74)	72%	(264)	365
Age: 45-64	5%	(38)	11%	(76)	84%	(600)	714
Age: 65+	1%	(3)	3%	(15)	96%	(471)	489
GenZers: 1997-2012	18%	(45)	21%	(54)	61%	(157)	256
Millennials: 1981-1996	12%	(78)	21%	(139)	67%	(436)	653
GenXers: 1965-1980	7%	(40)	15%	(83)	78%	(433)	555
Baby Boomers: 1946-1964	1%	(8)	4%	(30)	94%	(635)	673
PID: Dem (no lean)	10%	(82)	17%	(145)	74%	(633)	860
PID: Ind (no lean)	7%	(47)	12%	(80)	81%	(548)	674
PID: Rep (no lean)	6%	(42)	12%	(81)	82%	(553)	676
PID/Gender: Dem Men	14%	(57)	24%	(94)	62%	(243)	394
PID/Gender: Dem Women	5%	(25)	11%	(50)	84%	(390)	465
PID/Gender: Ind Men	10%	(33)	15%	(52)	76%	(261)	345
PID/Gender: Ind Women	4%	(14)	9%	(29)	87%	(287)	329
PID/Gender: Rep Men	8%	(27)	17%	(56)	75%	(245)	328
PID/Gender: Rep Women	4%	(15)	7%	(25)	89%	(308)	348
Ideo: Liberal (1-3)	9%	(59)	15%	(99)	76%	(497)	656
Ideo: Moderate (4)	8%	(58)	16%	(119)	76%	(574)	751
Ideo: Conservative (5-7)	7%	(45)	11%	(75)	82%	(547)	666
Educ: < College	8%	(115)	14%	(201)	78%	(1121)	1437
Educ: Bachelors degree	6%	(31)	15%	(75)	78%	(384)	491
Educ: Post-grad	9%	(25)	10%	(30)	81%	(228)	282
Income: Under 50k	7%	(86)	15%	(192)	78%	(993)	1271
Income: 50k-100k	7%	(49)	12%	(77)	81%	(531)	656
Income: 100k+	13%	(36)	13%	(37)	74%	(210)	283
Ethnicity: White	6%	(96)	12%	(198)	83%	(1417)	1711
Ethnicity: Hispanic	12%	(44)	23%	(85)	65%	(244)	374
Ethnicity: Black	21%	(59)	22%	(62)	57%	(161)	282

Continued on next page

Table MCFE39_11: *And in general, what kind of fan, if at all, do you consider yourself to be of the following?*
Apex Legends

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	8%	(170)	14%	(306)	78%	(1733)	2210
Ethnicity: Other	7%	(16)	21%	(46)	71%	(155)	217
All Christian	7%	(71)	13%	(132)	80%	(826)	1029
All Non-Christian	14%	(18)	11%	(14)	75%	(97)	129
Atheist	2%	(2)	13%	(13)	84%	(84)	99
Agnostic/Nothing in particular	7%	(41)	16%	(96)	77%	(450)	587
Something Else	10%	(38)	14%	(51)	75%	(276)	365
Religious Non-Protestant/Catholic	12%	(18)	14%	(22)	74%	(114)	154
Evangelical	11%	(61)	14%	(78)	75%	(420)	558
Non-Evangelical	6%	(48)	12%	(91)	82%	(653)	792
Community: Urban	11%	(72)	21%	(131)	68%	(434)	638
Community: Suburban	8%	(77)	11%	(114)	81%	(823)	1014
Community: Rural	4%	(21)	11%	(61)	85%	(476)	558
Employ: Private Sector	13%	(82)	18%	(117)	70%	(455)	654
Employ: Government	15%	(21)	19%	(26)	66%	(89)	136
Employ: Self-Employed	14%	(23)	19%	(32)	67%	(112)	166
Employ: Homemaker	5%	(9)	8%	(16)	87%	(165)	190
Employ: Student	12%	(8)	25%	(15)	63%	(39)	62
Employ: Retired	2%	(9)	6%	(32)	93%	(521)	563
Employ: Unemployed	3%	(10)	17%	(51)	80%	(240)	301
Employ: Other	6%	(8)	12%	(17)	82%	(112)	137
Military HH: Yes	5%	(14)	9%	(26)	86%	(243)	283
Military HH: No	8%	(156)	15%	(280)	77%	(1491)	1927
RD/WT: Right Direction	13%	(89)	20%	(132)	67%	(446)	666
RD/WT: Wrong Track	5%	(82)	11%	(175)	83%	(1287)	1544
Biden Job Approve	10%	(98)	17%	(166)	73%	(706)	970
Biden Job Disapprove	6%	(65)	11%	(129)	83%	(950)	1144
Biden Job Strongly Approve	14%	(59)	20%	(84)	67%	(289)	433
Biden Job Somewhat Approve	7%	(39)	15%	(82)	78%	(417)	537
Biden Job Somewhat Disapprove	7%	(25)	15%	(52)	77%	(262)	339
Biden Job Strongly Disapprove	5%	(40)	10%	(77)	85%	(688)	805

Table MCFE39_11: *And in general, what kind of fan, if at all, do you consider yourself to be of the following?*
Apex Legends

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	8%	(170)	14%	(306)	78%	(1733)	2210
Favorable of Biden	9%	(91)	16%	(151)	75%	(727)	969
Unfavorable of Biden	6%	(70)	12%	(137)	82%	(927)	1134
Very Favorable of Biden	12%	(56)	17%	(82)	71%	(344)	482
Somewhat Favorable of Biden	7%	(35)	14%	(69)	79%	(383)	487
Somewhat Unfavorable of Biden	8%	(22)	16%	(46)	77%	(230)	299
Very Unfavorable of Biden	6%	(47)	11%	(91)	83%	(697)	835
#1 Issue: Economy	8%	(70)	16%	(142)	77%	(701)	913
#1 Issue: Security	6%	(14)	9%	(21)	85%	(207)	243
#1 Issue: Health Care	14%	(24)	11%	(20)	75%	(127)	170
#1 Issue: Medicare / Social Security	3%	(7)	10%	(26)	87%	(232)	266
#1 Issue: Women's Issues	9%	(27)	14%	(43)	78%	(241)	311
#1 Issue: Education	20%	(12)	30%	(18)	51%	(30)	59
#1 Issue: Energy	10%	(13)	20%	(27)	70%	(94)	134
#1 Issue: Other	4%	(5)	8%	(9)	88%	(100)	115
2020 Vote: Joe Biden	9%	(88)	16%	(152)	75%	(705)	945
2020 Vote: Donald Trump	5%	(39)	13%	(95)	82%	(606)	740
2020 Vote: Other	8%	(6)	13%	(8)	79%	(53)	67
2020 Vote: Didn't Vote	8%	(39)	11%	(50)	81%	(369)	459
2018 House Vote: Democrat	9%	(67)	17%	(130)	74%	(558)	755
2018 House Vote: Republican	5%	(32)	9%	(53)	86%	(504)	589
2018 House Vote: Someone else	10%	(5)	20%	(10)	70%	(35)	50
2016 Vote: Hillary Clinton	9%	(61)	16%	(114)	75%	(520)	695
2016 Vote: Donald Trump	6%	(39)	10%	(64)	84%	(553)	656
2016 Vote: Other	8%	(7)	18%	(15)	74%	(64)	86
2016 Vote: Didn't Vote	8%	(63)	14%	(111)	77%	(592)	765
Voted in 2014: Yes	7%	(85)	13%	(157)	80%	(984)	1227
Voted in 2014: No	9%	(86)	15%	(149)	76%	(749)	983
4-Region: Northeast	7%	(27)	14%	(54)	79%	(302)	383
4-Region: Midwest	7%	(33)	11%	(49)	82%	(374)	456
4-Region: South	8%	(70)	14%	(121)	77%	(653)	844
4-Region: West	8%	(40)	16%	(83)	77%	(404)	527

Table MCFE39_11: *And in general, what kind of fan, if at all, do you consider yourself to be of the following?*
Apex Legends

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	8%	(170)	14%	(306)	78%	(1733)	2210
TikTok Users	14%	(113)	21%	(167)	65%	(513)	793
Twitch Users	30%	(64)	31%	(67)	39%	(85)	216
2022 Sports Viewers/Attendees	9%	(129)	15%	(227)	76%	(1120)	1475
Monthly Moviegoers	24%	(77)	25%	(79)	51%	(164)	320
Few Times per Year + Moviegoers	14%	(126)	22%	(205)	64%	(588)	920
Heard Smile Campaign	21%	(115)	27%	(151)	52%	(285)	551
Heard Minion Campaign	21%	(114)	27%	(146)	52%	(281)	540
Listens to Podcasts	13%	(146)	21%	(239)	66%	(746)	1132
Streaming Services User	9%	(164)	16%	(286)	75%	(1323)	1773
Netflix User	10%	(151)	17%	(255)	72%	(1068)	1474
Disney+ User	13%	(131)	20%	(197)	67%	(656)	984
Heterosexual or straight	8%	(151)	14%	(268)	79%	(1551)	1971
Gay	3%	(2)	25%	(17)	73%	(49)	68
Bisexual	13%	(12)	11%	(10)	76%	(67)	88
Yes	13%	(9)	19%	(13)	68%	(48)	70
No	8%	(162)	14%	(293)	79%	(1685)	2140

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

Table MCFE39_12: *And in general, what kind of fan, if at all, do you consider yourself to be of the following?*
Valorant

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	5%	(105)	11%	(245)	84%	(1859)	2210
Gender: Male	5%	(58)	16%	(171)	79%	(838)	1068
Gender: Female	4%	(47)	6%	(74)	89%	(1021)	1142
Age: 18-34	10%	(64)	18%	(114)	72%	(464)	642
Age: 35-44	6%	(21)	15%	(55)	79%	(290)	365
Age: 45-64	3%	(20)	9%	(65)	88%	(628)	714
Age: 65+	—	(0)	2%	(11)	98%	(478)	489
GenZers: 1997-2012	11%	(27)	18%	(47)	71%	(182)	256
Millennials: 1981-1996	8%	(51)	16%	(104)	76%	(498)	653
GenXers: 1965-1980	4%	(23)	13%	(72)	83%	(460)	555
Baby Boomers: 1946-1964	1%	(4)	3%	(22)	96%	(647)	673
PID: Dem (no lean)	7%	(62)	13%	(115)	79%	(683)	860
PID: Ind (no lean)	2%	(13)	9%	(63)	89%	(598)	674
PID: Rep (no lean)	5%	(30)	10%	(67)	86%	(578)	676
PID/Gender: Dem Men	9%	(36)	19%	(76)	72%	(282)	394
PID/Gender: Dem Women	6%	(26)	8%	(39)	86%	(401)	465
PID/Gender: Ind Men	2%	(7)	13%	(43)	85%	(295)	345
PID/Gender: Ind Women	2%	(6)	6%	(20)	92%	(303)	329
PID/Gender: Rep Men	5%	(15)	16%	(52)	80%	(261)	328
PID/Gender: Rep Women	4%	(15)	4%	(15)	91%	(317)	348
Ideo: Liberal (1-3)	7%	(46)	13%	(86)	80%	(524)	656
Ideo: Moderate (4)	3%	(23)	13%	(97)	84%	(631)	751
Ideo: Conservative (5-7)	5%	(36)	7%	(49)	87%	(581)	666
Educ: < College	4%	(65)	11%	(159)	84%	(1214)	1437
Educ: Bachelors degree	5%	(23)	13%	(63)	82%	(405)	491
Educ: Post-grad	6%	(18)	8%	(24)	85%	(241)	282
Income: Under 50k	4%	(48)	11%	(146)	85%	(1077)	1271
Income: 50k-100k	5%	(31)	12%	(79)	83%	(546)	656
Income: 100k+	9%	(26)	7%	(21)	84%	(236)	283
Ethnicity: White	4%	(61)	10%	(163)	87%	(1486)	1711
Ethnicity: Hispanic	7%	(28)	18%	(69)	74%	(277)	374
Ethnicity: Black	11%	(32)	18%	(50)	71%	(200)	282

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Table MCFE39_12: *And in general, what kind of fan, if at all, do you consider yourself to be of the following?*
Valorant

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	5%	(105)	11%	(245)	84%	(1859)	2210
Ethnicity: Other	5%	(12)	15%	(32)	80%	(173)	217
All Christian	4%	(44)	10%	(105)	86%	(880)	1029
All Non-Christian	11%	(14)	13%	(16)	77%	(99)	129
Atheist	—	(0)	13%	(12)	87%	(86)	99
Agnostic/Nothing in particular	4%	(23)	12%	(73)	84%	(491)	587
Something Else	7%	(24)	11%	(39)	83%	(303)	365
Religious Non-Protestant/Catholic	9%	(14)	15%	(23)	76%	(117)	154
Evangelical	7%	(37)	11%	(64)	82%	(457)	558
Non-Evangelical	4%	(29)	9%	(70)	88%	(693)	792
Community: Urban	7%	(47)	15%	(94)	78%	(496)	638
Community: Suburban	4%	(38)	11%	(109)	86%	(868)	1014
Community: Rural	4%	(20)	8%	(42)	89%	(495)	558
Employ: Private Sector	9%	(58)	15%	(98)	76%	(498)	654
Employ: Government	8%	(11)	13%	(17)	79%	(108)	136
Employ: Self-Employed	9%	(14)	16%	(27)	75%	(125)	166
Employ: Homemaker	3%	(6)	6%	(11)	91%	(174)	190
Employ: Student	4%	(3)	25%	(16)	71%	(44)	62
Employ: Retired	—	(1)	4%	(25)	95%	(537)	563
Employ: Unemployed	3%	(8)	12%	(36)	86%	(258)	301
Employ: Other	3%	(5)	11%	(15)	86%	(117)	137
Military HH: Yes	3%	(10)	7%	(19)	90%	(255)	283
Military HH: No	5%	(96)	12%	(226)	83%	(1605)	1927
RD/WT: Right Direction	10%	(63)	16%	(105)	75%	(498)	666
RD/WT: Wrong Track	3%	(42)	9%	(140)	88%	(1361)	1544
Biden Job Approve	7%	(69)	14%	(133)	79%	(768)	970
Biden Job Disapprove	3%	(35)	9%	(98)	88%	(1011)	1144
Biden Job Strongly Approve	11%	(49)	16%	(69)	73%	(315)	433
Biden Job Somewhat Approve	4%	(20)	12%	(64)	84%	(453)	537
Biden Job Somewhat Disapprove	3%	(9)	12%	(41)	85%	(289)	339
Biden Job Strongly Disapprove	3%	(26)	7%	(57)	90%	(722)	805

Table MCFE39_12: *And in general, what kind of fan, if at all, do you consider yourself to be of the following?*
Valorant

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	5%	(105)	11%	(245)	84%	(1859)	2210
Favorable of Biden	7%	(63)	12%	(119)	81%	(787)	969
Unfavorable of Biden	3%	(36)	10%	(110)	87%	(988)	1134
Very Favorable of Biden	9%	(43)	13%	(63)	78%	(376)	482
Somewhat Favorable of Biden	4%	(20)	12%	(56)	84%	(411)	487
Somewhat Unfavorable of Biden	3%	(8)	12%	(36)	86%	(255)	299
Very Unfavorable of Biden	3%	(28)	9%	(74)	88%	(733)	835
#1 Issue: Economy	4%	(38)	12%	(107)	84%	(768)	913
#1 Issue: Security	6%	(14)	7%	(18)	87%	(211)	243
#1 Issue: Health Care	8%	(13)	8%	(13)	84%	(144)	170
#1 Issue: Medicare / Social Security	1%	(4)	7%	(19)	91%	(243)	266
#1 Issue: Women's Issues	6%	(18)	14%	(42)	81%	(251)	311
#1 Issue: Education	12%	(7)	34%	(20)	54%	(32)	59
#1 Issue: Energy	5%	(7)	15%	(21)	79%	(106)	134
#1 Issue: Other	3%	(3)	5%	(5)	93%	(106)	115
2020 Vote: Joe Biden	7%	(62)	13%	(119)	81%	(763)	945
2020 Vote: Donald Trump	3%	(20)	10%	(74)	87%	(645)	740
2020 Vote: Other	4%	(2)	12%	(8)	84%	(57)	67
2020 Vote: Didn't Vote	4%	(21)	10%	(44)	86%	(394)	459
2018 House Vote: Democrat	6%	(48)	13%	(101)	80%	(606)	755
2018 House Vote: Republican	3%	(18)	7%	(44)	90%	(527)	589
2018 House Vote: Someone else	8%	(4)	7%	(4)	85%	(42)	50
2016 Vote: Hillary Clinton	6%	(43)	14%	(96)	80%	(555)	695
2016 Vote: Donald Trump	3%	(22)	8%	(54)	88%	(580)	656
2016 Vote: Other	1%	(1)	13%	(11)	86%	(74)	86
2016 Vote: Didn't Vote	5%	(38)	11%	(82)	84%	(644)	765
Voted in 2014: Yes	4%	(53)	11%	(130)	85%	(1044)	1227
Voted in 2014: No	5%	(52)	12%	(116)	83%	(816)	983
4-Region: Northeast	4%	(15)	13%	(49)	83%	(318)	383
4-Region: Midwest	3%	(12)	12%	(54)	86%	(390)	456
4-Region: South	6%	(49)	10%	(82)	84%	(713)	844
4-Region: West	5%	(28)	11%	(60)	83%	(438)	527

Table MCFE39_12: *And in general, what kind of fan, if at all, do you consider yourself to be of the following?*

Valorant

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	5%	(105)	11%	(245)	84%	(1859)	2210
TikTok Users	9%	(72)	17%	(133)	74%	(588)	793
Twitch Users	16%	(34)	27%	(58)	57%	(123)	216
2022 Sports Viewers/Attendees	6%	(84)	12%	(177)	82%	(1214)	1475
Monthly Moviegoers	13%	(42)	27%	(87)	60%	(191)	320
Few Times per Year + Moviegoers	8%	(78)	19%	(171)	73%	(671)	920
Heard Smile Campaign	16%	(90)	21%	(118)	62%	(343)	551
Heard Minion Campaign	15%	(81)	23%	(126)	62%	(334)	540
Listens to Podcasts	8%	(95)	18%	(205)	73%	(832)	1132
Streaming Services User	6%	(105)	13%	(226)	81%	(1442)	1773
Netflix User	6%	(92)	14%	(205)	80%	(1177)	1474
Disney+ User	9%	(86)	17%	(169)	74%	(730)	984
Heterosexual or straight	5%	(93)	10%	(203)	85%	(1675)	1971
Gay	1%	(1)	25%	(17)	74%	(50)	68
Bisexual	5%	(4)	13%	(12)	82%	(73)	88
Yes	8%	(6)	15%	(10)	78%	(54)	70
No	5%	(100)	11%	(235)	84%	(1805)	2140

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

Table MCFE39_13: *And in general, what kind of fan, if at all, do you consider yourself to be of the following?*
Assassin's Creed

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	13%	(297)	19%	(428)	67%	(1485)	2210
Gender: Male	19%	(199)	24%	(260)	57%	(609)	1068
Gender: Female	9%	(97)	15%	(168)	77%	(877)	1142
Age: 18-34	23%	(145)	30%	(192)	47%	(305)	642
Age: 35-44	19%	(68)	25%	(91)	56%	(206)	365
Age: 45-64	11%	(75)	15%	(106)	75%	(532)	714
Age: 65+	2%	(8)	8%	(38)	91%	(443)	489
GenZers: 1997-2012	22%	(56)	32%	(83)	46%	(117)	256
Millennials: 1981-1996	22%	(145)	26%	(168)	52%	(341)	653
GenXers: 1965-1980	13%	(74)	21%	(115)	66%	(367)	555
Baby Boomers: 1946-1964	3%	(23)	9%	(62)	87%	(588)	673
PID: Dem (no lean)	16%	(140)	22%	(186)	62%	(534)	860
PID: Ind (no lean)	11%	(76)	20%	(136)	69%	(463)	674
PID: Rep (no lean)	12%	(81)	16%	(106)	72%	(489)	676
PID/Gender: Dem Men	24%	(94)	29%	(113)	48%	(187)	394
PID/Gender: Dem Women	10%	(46)	16%	(73)	74%	(347)	465
PID/Gender: Ind Men	15%	(50)	24%	(82)	62%	(213)	345
PID/Gender: Ind Women	8%	(26)	16%	(54)	76%	(250)	329
PID/Gender: Rep Men	17%	(55)	20%	(65)	63%	(208)	328
PID/Gender: Rep Women	7%	(26)	12%	(41)	81%	(281)	348
Ideo: Liberal (1-3)	16%	(103)	21%	(138)	63%	(415)	656
Ideo: Moderate (4)	12%	(90)	25%	(186)	63%	(474)	751
Ideo: Conservative (5-7)	14%	(90)	11%	(74)	75%	(502)	666
Educ: < College	14%	(204)	20%	(293)	65%	(939)	1437
Educ: Bachelors degree	13%	(65)	18%	(90)	68%	(335)	491
Educ: Post-grad	10%	(27)	16%	(44)	75%	(210)	282
Income: Under 50k	13%	(171)	21%	(267)	66%	(833)	1271
Income: 50k-100k	12%	(78)	18%	(117)	70%	(461)	656
Income: 100k+	17%	(47)	16%	(45)	68%	(191)	283
Ethnicity: White	10%	(175)	17%	(298)	72%	(1237)	1711
Ethnicity: Hispanic	17%	(63)	30%	(112)	53%	(199)	374
Ethnicity: Black	32%	(91)	25%	(70)	43%	(122)	282

Continued on next page

Table MCFE39_13: *And in general, what kind of fan, if at all, do you consider yourself to be of the following?*
Assassin's Creed

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	13%	(297)	19%	(428)	67%	(1485)	2210
Ethnicity: Other	14%	(31)	28%	(60)	58%	(126)	217
All Christian	12%	(120)	16%	(164)	72%	(745)	1029
All Non-Christian	9%	(12)	23%	(30)	67%	(87)	129
Atheist	12%	(12)	27%	(26)	61%	(61)	99
Agnostic/Nothing in particular	14%	(85)	23%	(134)	63%	(369)	587
Something Else	19%	(68)	20%	(74)	61%	(224)	365
Religious Non-Protestant/Catholic	9%	(14)	22%	(34)	68%	(105)	154
Evangelical	17%	(97)	16%	(89)	67%	(372)	558
Non-Evangelical	11%	(87)	18%	(139)	71%	(565)	792
Community: Urban	20%	(130)	23%	(148)	56%	(360)	638
Community: Suburban	11%	(115)	19%	(192)	70%	(708)	1014
Community: Rural	9%	(52)	16%	(88)	75%	(418)	558
Employ: Private Sector	21%	(135)	24%	(155)	56%	(364)	654
Employ: Government	19%	(26)	28%	(38)	53%	(72)	136
Employ: Self-Employed	21%	(35)	25%	(42)	54%	(90)	166
Employ: Homemaker	9%	(16)	18%	(34)	73%	(139)	190
Employ: Student	13%	(8)	33%	(20)	54%	(33)	62
Employ: Retired	3%	(18)	9%	(53)	87%	(491)	563
Employ: Unemployed	14%	(41)	19%	(58)	67%	(202)	301
Employ: Other	13%	(18)	19%	(26)	68%	(93)	137
Military HH: Yes	11%	(32)	17%	(48)	72%	(204)	283
Military HH: No	14%	(265)	20%	(380)	67%	(1281)	1927
RD/WT: Right Direction	21%	(140)	23%	(152)	56%	(374)	666
RD/WT: Wrong Track	10%	(157)	18%	(276)	72%	(1111)	1544
Biden Job Approve	17%	(163)	22%	(210)	61%	(596)	970
Biden Job Disapprove	10%	(120)	18%	(200)	72%	(824)	1144
Biden Job Strongly Approve	23%	(98)	19%	(80)	59%	(254)	433
Biden Job Somewhat Approve	12%	(65)	24%	(130)	64%	(343)	537
Biden Job Somewhat Disapprove	12%	(40)	22%	(75)	66%	(225)	339
Biden Job Strongly Disapprove	10%	(80)	16%	(126)	74%	(600)	805

Table MCFE39_13: *And in general, what kind of fan, if at all, do you consider yourself to be of the following?*
Assassin's Creed

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	13%	(297)	19%	(428)	67%	(1485)	2210
Favorable of Biden	17%	(163)	20%	(195)	63%	(612)	969
Unfavorable of Biden	11%	(120)	19%	(210)	71%	(803)	1134
Very Favorable of Biden	22%	(106)	16%	(79)	62%	(297)	482
Somewhat Favorable of Biden	12%	(56)	24%	(115)	65%	(315)	487
Somewhat Unfavorable of Biden	11%	(34)	25%	(74)	64%	(191)	299
Very Unfavorable of Biden	10%	(86)	16%	(136)	73%	(612)	835
#1 Issue: Economy	13%	(121)	21%	(192)	66%	(600)	913
#1 Issue: Security	13%	(31)	17%	(41)	70%	(171)	243
#1 Issue: Health Care	18%	(31)	19%	(33)	63%	(107)	170
#1 Issue: Medicare / Social Security	7%	(18)	11%	(30)	82%	(218)	266
#1 Issue: Women's Issues	16%	(51)	22%	(69)	61%	(191)	311
#1 Issue: Education	25%	(14)	25%	(14)	51%	(30)	59
#1 Issue: Energy	16%	(21)	24%	(32)	61%	(81)	134
#1 Issue: Other	8%	(9)	15%	(17)	77%	(88)	115
2020 Vote: Joe Biden	15%	(143)	21%	(200)	64%	(601)	945
2020 Vote: Donald Trump	12%	(85)	17%	(125)	72%	(530)	740
2020 Vote: Other	15%	(10)	18%	(12)	67%	(45)	67
2020 Vote: Didn't Vote	13%	(58)	20%	(91)	68%	(310)	459
2018 House Vote: Democrat	16%	(122)	20%	(154)	63%	(479)	755
2018 House Vote: Republican	10%	(61)	15%	(87)	75%	(441)	589
2018 House Vote: Someone else	19%	(10)	22%	(11)	59%	(29)	50
2016 Vote: Hillary Clinton	15%	(101)	20%	(138)	66%	(455)	695
2016 Vote: Donald Trump	12%	(76)	16%	(103)	73%	(476)	656
2016 Vote: Other	11%	(9)	22%	(19)	67%	(57)	86
2016 Vote: Didn't Vote	14%	(106)	22%	(166)	64%	(492)	765
Voted in 2014: Yes	13%	(159)	17%	(210)	70%	(858)	1227
Voted in 2014: No	14%	(138)	22%	(218)	64%	(628)	983
4-Region: Northeast	11%	(44)	19%	(71)	70%	(268)	383
4-Region: Midwest	11%	(52)	17%	(77)	72%	(328)	456
4-Region: South	15%	(125)	19%	(161)	66%	(558)	844
4-Region: West	15%	(77)	22%	(118)	63%	(332)	527

Table MCFE39_13: *And in general, what kind of fan, if at all, do you consider yourself to be of the following?*

Assassin's Creed

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	13%	(297)	19%	(428)	67%	(1485)	2210
TikTok Users	22%	(174)	27%	(213)	51%	(406)	793
Twitch Users	39%	(85)	35%	(75)	26%	(56)	216
2022 Sports Viewers/Attendees	16%	(238)	20%	(301)	63%	(936)	1475
Monthly Moviegoers	29%	(93)	32%	(104)	39%	(124)	320
Few Times per Year + Moviegoers	21%	(195)	27%	(253)	51%	(472)	920
Heard Smile Campaign	29%	(162)	28%	(157)	42%	(233)	551
Heard Minion Campaign	31%	(165)	30%	(163)	39%	(212)	540
Listens to Podcasts	21%	(232)	26%	(296)	53%	(603)	1132
Streaming Services User	16%	(284)	23%	(401)	61%	(1088)	1773
Netflix User	17%	(254)	24%	(355)	59%	(865)	1474
Disney+ User	21%	(203)	27%	(262)	53%	(519)	984
Heterosexual or straight	13%	(255)	19%	(369)	68%	(1347)	1971
Gay	17%	(12)	32%	(21)	51%	(35)	68
Bisexual	16%	(14)	26%	(23)	58%	(51)	88
Yes	16%	(11)	33%	(23)	51%	(36)	70
No	13%	(285)	19%	(405)	68%	(1449)	2140

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

Table MCFE39_14: *And in general, what kind of fan, if at all, do you consider yourself to be of the following?*
Fall Guys

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	6%	(143)	17%	(371)	77%	(1697)	2210
Gender: Male	8%	(84)	20%	(215)	72%	(768)	1068
Gender: Female	5%	(59)	14%	(155)	81%	(928)	1142
Age: 18-34	14%	(87)	25%	(163)	61%	(392)	642
Age: 35-44	6%	(22)	21%	(78)	73%	(266)	365
Age: 45-64	5%	(32)	13%	(94)	82%	(587)	714
Age: 65+	—	(2)	7%	(36)	92%	(452)	489
GenZers: 1997-2012	13%	(33)	30%	(77)	57%	(147)	256
Millennials: 1981-1996	11%	(71)	22%	(141)	67%	(440)	653
GenXers: 1965-1980	6%	(31)	18%	(101)	76%	(423)	555
Baby Boomers: 1946-1964	1%	(8)	8%	(51)	91%	(615)	673
PID: Dem (no lean)	9%	(79)	18%	(159)	72%	(621)	860
PID: Ind (no lean)	4%	(26)	14%	(95)	82%	(554)	674
PID: Rep (no lean)	5%	(37)	17%	(117)	77%	(522)	676
PID/Gender: Dem Men	13%	(50)	23%	(92)	64%	(252)	394
PID/Gender: Dem Women	6%	(29)	14%	(66)	79%	(370)	465
PID/Gender: Ind Men	4%	(14)	17%	(58)	79%	(273)	345
PID/Gender: Ind Women	4%	(12)	11%	(37)	85%	(280)	329
PID/Gender: Rep Men	6%	(20)	20%	(65)	74%	(243)	328
PID/Gender: Rep Women	5%	(17)	15%	(52)	80%	(278)	348
Ideo: Liberal (1-3)	8%	(53)	19%	(123)	73%	(481)	656
Ideo: Moderate (4)	6%	(42)	19%	(143)	75%	(566)	751
Ideo: Conservative (5-7)	6%	(41)	13%	(84)	81%	(542)	666
Educ: < College	7%	(101)	17%	(239)	76%	(1097)	1437
Educ: Bachelors degree	5%	(26)	19%	(93)	76%	(372)	491
Educ: Post-grad	6%	(16)	14%	(38)	81%	(228)	282
Income: Under 50k	5%	(68)	19%	(236)	76%	(968)	1271
Income: 50k-100k	8%	(50)	16%	(102)	77%	(504)	656
Income: 100k+	9%	(25)	11%	(32)	80%	(225)	283
Ethnicity: White	5%	(86)	15%	(252)	80%	(1373)	1711
Ethnicity: Hispanic	12%	(45)	25%	(94)	63%	(234)	374
Ethnicity: Black	14%	(40)	25%	(72)	60%	(170)	282

Table MCFE39_14: *And in general, what kind of fan, if at all, do you consider yourself to be of the following?*
Fall Guys

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	6%	(143)	17%	(371)	77%	(1697)	2210
Ethnicity: Other	7%	(16)	22%	(47)	71%	(154)	217
All Christian	5%	(53)	15%	(159)	79%	(817)	1029
All Non-Christian	8%	(10)	21%	(27)	72%	(92)	129
Atheist	3%	(3)	16%	(16)	81%	(81)	99
Agnostic/Nothing in particular	6%	(33)	18%	(107)	76%	(447)	587
Something Else	12%	(44)	17%	(62)	71%	(259)	365
Religious Non-Protestant/Catholic	7%	(11)	23%	(35)	70%	(108)	154
Evangelical	10%	(56)	18%	(100)	72%	(403)	558
Non-Evangelical	5%	(38)	14%	(108)	82%	(646)	792
Community: Urban	11%	(68)	21%	(136)	68%	(434)	638
Community: Suburban	6%	(56)	15%	(151)	80%	(808)	1014
Community: Rural	3%	(19)	15%	(84)	82%	(455)	558
Employ: Private Sector	9%	(57)	23%	(149)	69%	(448)	654
Employ: Government	8%	(11)	20%	(28)	72%	(97)	136
Employ: Self-Employed	13%	(21)	20%	(33)	68%	(112)	166
Employ: Homemaker	5%	(10)	13%	(24)	82%	(156)	190
Employ: Student	15%	(9)	33%	(21)	52%	(32)	62
Employ: Retired	1%	(7)	8%	(43)	91%	(512)	563
Employ: Unemployed	5%	(14)	17%	(52)	78%	(236)	301
Employ: Other	10%	(14)	15%	(20)	75%	(103)	137
Military HH: Yes	5%	(14)	12%	(34)	83%	(236)	283
Military HH: No	7%	(129)	17%	(337)	76%	(1461)	1927
RD/WT: Right Direction	11%	(73)	23%	(150)	66%	(443)	666
RD/WT: Wrong Track	5%	(70)	14%	(220)	81%	(1254)	1544
Biden Job Approve	9%	(85)	19%	(186)	72%	(699)	970
Biden Job Disapprove	4%	(51)	15%	(167)	81%	(926)	1144
Biden Job Strongly Approve	14%	(59)	20%	(87)	66%	(286)	433
Biden Job Somewhat Approve	5%	(26)	18%	(99)	77%	(413)	537
Biden Job Somewhat Disapprove	6%	(21)	18%	(61)	76%	(257)	339
Biden Job Strongly Disapprove	4%	(30)	13%	(106)	83%	(670)	805

Table MCFE39_14: *And in general, what kind of fan, if at all, do you consider yourself to be of the following?*
Fall Guys

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	6%	(143)	17%	(371)	77%	(1697)	2210
Favorable of Biden	8%	(78)	18%	(174)	74%	(718)	969
Unfavorable of Biden	5%	(58)	15%	(173)	80%	(903)	1134
Very Favorable of Biden	12%	(59)	17%	(81)	71%	(343)	482
Somewhat Favorable of Biden	4%	(19)	19%	(93)	77%	(375)	487
Somewhat Unfavorable of Biden	6%	(17)	21%	(63)	73%	(219)	299
Very Unfavorable of Biden	5%	(41)	13%	(111)	82%	(684)	835
#1 Issue: Economy	6%	(55)	18%	(167)	76%	(690)	913
#1 Issue: Security	7%	(16)	12%	(29)	81%	(197)	243
#1 Issue: Health Care	7%	(12)	18%	(31)	75%	(127)	170
#1 Issue: Medicare / Social Security	5%	(12)	9%	(24)	86%	(230)	266
#1 Issue: Women's Issues	7%	(23)	20%	(61)	73%	(227)	311
#1 Issue: Education	19%	(11)	32%	(19)	48%	(29)	59
#1 Issue: Energy	6%	(7)	24%	(32)	71%	(95)	134
#1 Issue: Other	4%	(4)	7%	(8)	90%	(103)	115
2020 Vote: Joe Biden	8%	(71)	18%	(173)	74%	(701)	945
2020 Vote: Donald Trump	5%	(38)	15%	(108)	80%	(593)	740
2020 Vote: Other	7%	(5)	14%	(9)	79%	(53)	67
2020 Vote: Didn't Vote	6%	(29)	18%	(81)	76%	(349)	459
2018 House Vote: Democrat	8%	(61)	18%	(139)	74%	(555)	755
2018 House Vote: Republican	3%	(20)	14%	(81)	83%	(488)	589
2018 House Vote: Someone else	12%	(6)	15%	(7)	73%	(36)	50
2016 Vote: Hillary Clinton	8%	(55)	17%	(121)	75%	(519)	695
2016 Vote: Donald Trump	5%	(31)	14%	(89)	82%	(536)	656
2016 Vote: Other	3%	(3)	15%	(13)	82%	(70)	86
2016 Vote: Didn't Vote	7%	(52)	19%	(146)	74%	(567)	765
Voted in 2014: Yes	6%	(75)	15%	(180)	79%	(972)	1227
Voted in 2014: No	7%	(68)	19%	(191)	74%	(725)	983
4-Region: Northeast	7%	(26)	14%	(52)	80%	(304)	383
4-Region: Midwest	5%	(24)	19%	(88)	76%	(345)	456
4-Region: South	7%	(58)	16%	(138)	77%	(649)	844
4-Region: West	7%	(35)	18%	(93)	76%	(399)	527

Continued on next page

Table MCFE39_14: *And in general, what kind of fan, if at all, do you consider yourself to be of the following?*
Fall Guys

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	6%	(143)	17%	(371)	77%	(1697)	2210
TikTok Users	11%	(84)	25%	(201)	64%	(507)	793
Twitch Users	20%	(43)	34%	(73)	46%	(99)	216
2022 Sports Viewers/Attendees	8%	(116)	18%	(266)	74%	(1092)	1475
Monthly Moviegoers	17%	(55)	32%	(103)	51%	(163)	320
Few Times per Year + Moviegoers	11%	(102)	26%	(235)	63%	(583)	920
Heard Smile Campaign	17%	(96)	33%	(181)	50%	(274)	551
Heard Minion Campaign	17%	(92)	34%	(183)	49%	(265)	540
Listens to Podcasts	11%	(127)	24%	(271)	65%	(735)	1132
Streaming Services User	8%	(141)	19%	(338)	73%	(1293)	1773
Netflix User	8%	(125)	21%	(306)	71%	(1043)	1474
Disney+ User	11%	(107)	25%	(241)	65%	(636)	984
Heterosexual or straight	7%	(132)	16%	(313)	77%	(1525)	1971
Gay	1%	(1)	29%	(19)	70%	(48)	68
Bisexual	5%	(4)	22%	(19)	73%	(65)	88
Yes	7%	(5)	27%	(19)	66%	(46)	70
No	6%	(138)	16%	(352)	77%	(1650)	2140

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

Table MCFE39_15: *And in general, what kind of fan, if at all, do you consider yourself to be of the following?*
Destiny

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	7%	(153)	15%	(322)	79%	(1735)	2210
Gender: Male	9%	(101)	18%	(190)	73%	(777)	1068
Gender: Female	5%	(52)	12%	(132)	84%	(958)	1142
Age: 18-34	14%	(87)	22%	(143)	64%	(412)	642
Age: 35-44	8%	(31)	17%	(62)	75%	(273)	365
Age: 45-64	4%	(31)	13%	(93)	83%	(590)	714
Age: 65+	1%	(4)	5%	(24)	94%	(460)	489
GenZers: 1997-2012	15%	(37)	21%	(54)	64%	(165)	256
Millennials: 1981-1996	11%	(73)	20%	(129)	69%	(450)	653
GenXers: 1965-1980	6%	(34)	17%	(94)	77%	(427)	555
Baby Boomers: 1946-1964	1%	(9)	6%	(41)	93%	(624)	673
PID: Dem (no lean)	9%	(82)	17%	(144)	74%	(634)	860
PID: Ind (no lean)	4%	(26)	12%	(82)	84%	(566)	674
PID: Rep (no lean)	7%	(45)	14%	(96)	79%	(535)	676
PID/Gender: Dem Men	13%	(53)	22%	(88)	64%	(253)	394
PID/Gender: Dem Women	6%	(29)	12%	(55)	82%	(381)	465
PID/Gender: Ind Men	4%	(15)	15%	(50)	81%	(280)	345
PID/Gender: Ind Women	3%	(11)	10%	(32)	87%	(287)	329
PID/Gender: Rep Men	10%	(32)	16%	(52)	74%	(244)	328
PID/Gender: Rep Women	4%	(13)	13%	(44)	84%	(291)	348
Ideo: Liberal (1-3)	10%	(63)	16%	(104)	74%	(488)	656
Ideo: Moderate (4)	6%	(47)	16%	(117)	78%	(587)	751
Ideo: Conservative (5-7)	6%	(39)	13%	(87)	81%	(540)	666
Educ: < College	7%	(94)	15%	(217)	78%	(1126)	1437
Educ: Bachelors degree	8%	(37)	14%	(70)	78%	(383)	491
Educ: Post-grad	8%	(22)	12%	(34)	80%	(226)	282
Income: Under 50k	6%	(80)	15%	(190)	79%	(1001)	1271
Income: 50k-100k	6%	(42)	16%	(103)	78%	(511)	656
Income: 100k+	11%	(30)	10%	(28)	79%	(224)	283
Ethnicity: White	5%	(87)	12%	(212)	83%	(1412)	1711
Ethnicity: Hispanic	10%	(38)	22%	(81)	68%	(255)	374
Ethnicity: Black	17%	(49)	24%	(67)	59%	(166)	282

Table MCFE39_15: *And in general, what kind of fan, if at all, do you consider yourself to be of the following?*
Destiny

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	7%	(153)	15%	(322)	79%	(1735)	2210
Ethnicity: Other	8%	(17)	20%	(43)	72%	(157)	217
All Christian	6%	(59)	14%	(142)	80%	(827)	1029
All Non-Christian	11%	(14)	11%	(15)	77%	(100)	129
Atheist	6%	(6)	14%	(14)	80%	(80)	99
Agnostic/Nothing in particular	6%	(34)	16%	(97)	78%	(456)	587
Something Else	11%	(39)	15%	(54)	74%	(272)	365
Religious Non-Protestant/Catholic	9%	(14)	14%	(21)	77%	(118)	154
Evangelical	12%	(64)	15%	(85)	73%	(408)	558
Non-Evangelical	4%	(33)	13%	(99)	83%	(660)	792
Community: Urban	11%	(69)	17%	(106)	73%	(463)	638
Community: Suburban	6%	(60)	14%	(144)	80%	(810)	1014
Community: Rural	4%	(23)	13%	(72)	83%	(463)	558
Employ: Private Sector	11%	(71)	18%	(118)	71%	(465)	654
Employ: Government	13%	(17)	18%	(24)	69%	(94)	136
Employ: Self-Employed	11%	(18)	18%	(30)	71%	(118)	166
Employ: Homemaker	4%	(7)	12%	(23)	84%	(160)	190
Employ: Student	13%	(8)	25%	(16)	62%	(39)	62
Employ: Retired	1%	(8)	8%	(46)	90%	(509)	563
Employ: Unemployed	6%	(17)	13%	(39)	81%	(245)	301
Employ: Other	4%	(5)	19%	(26)	77%	(105)	137
Military HH: Yes	2%	(7)	18%	(50)	80%	(226)	283
Military HH: No	8%	(146)	14%	(271)	78%	(1509)	1927
RD/WT: Right Direction	13%	(85)	19%	(128)	68%	(454)	666
RD/WT: Wrong Track	4%	(68)	13%	(194)	83%	(1282)	1544
Biden Job Approve	10%	(101)	17%	(161)	73%	(708)	970
Biden Job Disapprove	4%	(50)	13%	(144)	83%	(950)	1144
Biden Job Strongly Approve	16%	(68)	17%	(72)	68%	(293)	433
Biden Job Somewhat Approve	6%	(33)	17%	(89)	77%	(416)	537
Biden Job Somewhat Disapprove	5%	(17)	16%	(55)	79%	(267)	339
Biden Job Strongly Disapprove	4%	(33)	11%	(89)	85%	(684)	805

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Table MCFE39_15: *And in general, what kind of fan, if at all, do you consider yourself to be of the following?*
Destiny

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	7%	(153)	15%	(322)	79%	(1735)	2210
Favorable of Biden	9%	(86)	16%	(157)	75%	(726)	969
Unfavorable of Biden	5%	(60)	13%	(145)	82%	(929)	1134
Very Favorable of Biden	14%	(65)	15%	(73)	71%	(344)	482
Somewhat Favorable of Biden	4%	(21)	17%	(84)	78%	(382)	487
Somewhat Unfavorable of Biden	5%	(14)	17%	(51)	78%	(234)	299
Very Unfavorable of Biden	5%	(45)	11%	(95)	83%	(695)	835
#1 Issue: Economy	6%	(54)	16%	(143)	78%	(716)	913
#1 Issue: Security	6%	(13)	16%	(38)	79%	(191)	243
#1 Issue: Health Care	12%	(21)	14%	(24)	74%	(125)	170
#1 Issue: Medicare / Social Security	4%	(10)	7%	(19)	89%	(236)	266
#1 Issue: Women's Issues	8%	(25)	16%	(50)	76%	(235)	311
#1 Issue: Education	18%	(11)	30%	(18)	51%	(30)	59
#1 Issue: Energy	10%	(13)	15%	(20)	75%	(101)	134
#1 Issue: Other	5%	(5)	8%	(9)	87%	(100)	115
2020 Vote: Joe Biden	8%	(80)	16%	(154)	75%	(711)	945
2020 Vote: Donald Trump	6%	(42)	14%	(101)	81%	(596)	740
2020 Vote: Other	—	(0)	17%	(11)	83%	(56)	67
2020 Vote: Didn't Vote	7%	(31)	12%	(55)	81%	(372)	459
2018 House Vote: Democrat	8%	(62)	17%	(130)	75%	(563)	755
2018 House Vote: Republican	5%	(30)	12%	(69)	83%	(490)	589
2018 House Vote: Someone else	9%	(5)	11%	(5)	80%	(39)	50
2016 Vote: Hillary Clinton	9%	(60)	17%	(117)	74%	(518)	695
2016 Vote: Donald Trump	6%	(37)	12%	(79)	82%	(540)	656
2016 Vote: Other	2%	(1)	16%	(13)	83%	(71)	86
2016 Vote: Didn't Vote	7%	(53)	15%	(111)	79%	(601)	765
Voted in 2014: Yes	6%	(74)	14%	(168)	80%	(984)	1227
Voted in 2014: No	8%	(78)	16%	(154)	76%	(751)	983
4-Region: Northeast	6%	(23)	14%	(54)	80%	(306)	383
4-Region: Midwest	6%	(28)	14%	(64)	80%	(365)	456
4-Region: South	8%	(65)	15%	(126)	77%	(653)	844
4-Region: West	7%	(38)	15%	(78)	78%	(411)	527

Table MCFE39_15: *And in general, what kind of fan, if at all, do you consider yourself to be of the following?*
Destiny

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	7%	(153)	15%	(322)	79%	(1735)	2210
TikTok Users	11%	(86)	22%	(171)	68%	(535)	793
Twitch Users	24%	(52)	29%	(62)	47%	(102)	216
2022 Sports Viewers/Attendees	8%	(124)	16%	(237)	75%	(1114)	1475
Monthly Moviegoers	19%	(62)	30%	(96)	50%	(162)	320
Few Times per Year + Moviegoers	12%	(110)	22%	(205)	66%	(605)	920
Heard Smile Campaign	18%	(100)	30%	(164)	52%	(287)	551
Heard Minion Campaign	17%	(93)	30%	(163)	53%	(284)	540
Listens to Podcasts	12%	(132)	23%	(256)	66%	(743)	1132
Streaming Services User	8%	(150)	17%	(302)	75%	(1322)	1773
Netflix User	9%	(134)	18%	(272)	72%	(1068)	1474
Disney+ User	11%	(111)	22%	(219)	66%	(654)	984
Heterosexual or straight	7%	(143)	14%	(275)	79%	(1552)	1971
Gay	—	(0)	29%	(19)	71%	(48)	68
Bisexual	8%	(7)	12%	(11)	80%	(71)	88
Yes	8%	(6)	24%	(17)	68%	(48)	70
No	7%	(147)	14%	(305)	79%	(1687)	2140

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

Table MCFE39_16: *And in general, what kind of fan, if at all, do you consider yourself to be of the following?*
Zelda

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	13%	(283)	19%	(429)	68%	(1498)	2210
Gender: Male	16%	(167)	22%	(232)	63%	(668)	1068
Gender: Female	10%	(116)	17%	(197)	73%	(830)	1142
Age: 18-34	20%	(126)	27%	(171)	54%	(345)	642
Age: 35-44	18%	(65)	32%	(116)	50%	(184)	365
Age: 45-64	11%	(77)	15%	(106)	74%	(531)	714
Age: 65+	3%	(16)	7%	(36)	89%	(437)	489
GenZers: 1997-2012	15%	(39)	23%	(60)	61%	(158)	256
Millennials: 1981-1996	20%	(129)	31%	(199)	50%	(324)	653
GenXers: 1965-1980	16%	(87)	20%	(111)	64%	(357)	555
Baby Boomers: 1946-1964	4%	(25)	8%	(57)	88%	(591)	673
PID: Dem (no lean)	14%	(121)	22%	(193)	64%	(546)	860
PID: Ind (no lean)	11%	(76)	19%	(130)	69%	(468)	674
PID: Rep (no lean)	13%	(86)	16%	(107)	72%	(484)	676
PID/Gender: Dem Men	17%	(66)	28%	(110)	55%	(218)	394
PID/Gender: Dem Women	12%	(55)	18%	(82)	70%	(328)	465
PID/Gender: Ind Men	14%	(48)	20%	(68)	66%	(229)	345
PID/Gender: Ind Women	9%	(28)	19%	(62)	73%	(239)	329
PID/Gender: Rep Men	16%	(53)	16%	(54)	67%	(221)	328
PID/Gender: Rep Women	9%	(32)	15%	(53)	75%	(262)	348
Ideo: Liberal (1-3)	16%	(104)	23%	(150)	61%	(402)	656
Ideo: Moderate (4)	12%	(89)	21%	(156)	67%	(505)	751
Ideo: Conservative (5-7)	11%	(75)	15%	(98)	74%	(493)	666
Educ: < College	13%	(188)	19%	(280)	67%	(969)	1437
Educ: Bachelors degree	14%	(71)	20%	(96)	66%	(324)	491
Educ: Post-grad	9%	(24)	19%	(53)	73%	(205)	282
Income: Under 50k	13%	(171)	20%	(260)	66%	(840)	1271
Income: 50k-100k	10%	(69)	17%	(112)	72%	(475)	656
Income: 100k+	15%	(43)	20%	(57)	64%	(182)	283
Ethnicity: White	11%	(193)	17%	(299)	71%	(1219)	1711
Ethnicity: Hispanic	20%	(76)	24%	(91)	55%	(207)	374
Ethnicity: Black	20%	(57)	25%	(70)	55%	(156)	282

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Table MCFE39_16: *And in general, what kind of fan, if at all, do you consider yourself to be of the following?*
Zelda

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	13%	(283)	19%	(429)	68%	(1498)	2210
Ethnicity: Other	15%	(33)	28%	(60)	57%	(124)	217
All Christian	11%	(113)	17%	(174)	72%	(742)	1029
All Non-Christian	10%	(13)	26%	(34)	64%	(82)	129
Atheist	15%	(15)	21%	(20)	65%	(64)	99
Agnostic/Nothing in particular	14%	(84)	21%	(124)	65%	(379)	587
Something Else	16%	(58)	21%	(77)	63%	(230)	365
Religious Non-Protestant/Catholic	12%	(19)	27%	(41)	61%	(94)	154
Evangelical	14%	(76)	17%	(97)	69%	(385)	558
Non-Evangelical	11%	(87)	18%	(141)	71%	(563)	792
Community: Urban	15%	(95)	24%	(153)	61%	(390)	638
Community: Suburban	12%	(122)	18%	(184)	70%	(708)	1014
Community: Rural	12%	(66)	17%	(93)	72%	(400)	558
Employ: Private Sector	18%	(118)	24%	(156)	58%	(381)	654
Employ: Government	17%	(23)	18%	(25)	65%	(88)	136
Employ: Self-Employed	18%	(30)	23%	(38)	59%	(98)	166
Employ: Homemaker	10%	(20)	18%	(33)	72%	(137)	190
Employ: Student	15%	(9)	30%	(18)	56%	(34)	62
Employ: Retired	4%	(23)	10%	(55)	86%	(485)	563
Employ: Unemployed	15%	(45)	24%	(71)	62%	(186)	301
Employ: Other	11%	(15)	24%	(32)	65%	(90)	137
Military HH: Yes	12%	(34)	18%	(50)	70%	(199)	283
Military HH: No	13%	(249)	20%	(379)	67%	(1299)	1927
RD/WT: Right Direction	18%	(117)	24%	(161)	58%	(388)	666
RD/WT: Wrong Track	11%	(166)	17%	(268)	72%	(1110)	1544
Biden Job Approve	15%	(142)	22%	(218)	63%	(610)	970
Biden Job Disapprove	12%	(133)	17%	(194)	71%	(816)	1144
Biden Job Strongly Approve	20%	(85)	22%	(93)	59%	(254)	433
Biden Job Somewhat Approve	10%	(56)	23%	(125)	66%	(356)	537
Biden Job Somewhat Disapprove	13%	(45)	23%	(77)	64%	(218)	339
Biden Job Strongly Disapprove	11%	(89)	15%	(118)	74%	(599)	805

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Table MCFE39_16: *And in general, what kind of fan, if at all, do you consider yourself to be of the following?*
Zelda

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	13%	(283)	19%	(429)	68%	(1498)	2210
Favorable of Biden	13%	(129)	22%	(217)	64%	(623)	969
Unfavorable of Biden	13%	(143)	17%	(190)	71%	(801)	1134
Very Favorable of Biden	17%	(81)	21%	(102)	62%	(300)	482
Somewhat Favorable of Biden	10%	(48)	24%	(116)	66%	(323)	487
Somewhat Unfavorable of Biden	13%	(39)	24%	(70)	63%	(189)	299
Very Unfavorable of Biden	12%	(103)	14%	(120)	73%	(612)	835
#1 Issue: Economy	14%	(126)	20%	(182)	66%	(605)	913
#1 Issue: Security	10%	(23)	15%	(37)	75%	(182)	243
#1 Issue: Health Care	18%	(31)	19%	(32)	63%	(107)	170
#1 Issue: Medicare / Social Security	4%	(10)	12%	(33)	84%	(223)	266
#1 Issue: Women's Issues	16%	(50)	26%	(80)	58%	(180)	311
#1 Issue: Education	18%	(11)	29%	(17)	53%	(31)	59
#1 Issue: Energy	16%	(21)	24%	(32)	60%	(81)	134
#1 Issue: Other	9%	(10)	13%	(15)	78%	(89)	115
2020 Vote: Joe Biden	13%	(126)	22%	(207)	65%	(611)	945
2020 Vote: Donald Trump	12%	(87)	18%	(133)	70%	(519)	740
2020 Vote: Other	17%	(12)	24%	(16)	59%	(40)	67
2020 Vote: Didn't Vote	13%	(58)	16%	(73)	72%	(328)	459
2018 House Vote: Democrat	13%	(100)	21%	(159)	66%	(496)	755
2018 House Vote: Republican	12%	(71)	15%	(86)	73%	(432)	589
2018 House Vote: Someone else	25%	(13)	19%	(10)	55%	(27)	50
2016 Vote: Hillary Clinton	13%	(89)	21%	(143)	67%	(463)	695
2016 Vote: Donald Trump	11%	(75)	17%	(111)	72%	(470)	656
2016 Vote: Other	15%	(13)	23%	(20)	62%	(53)	86
2016 Vote: Didn't Vote	14%	(105)	20%	(155)	66%	(506)	765
Voted in 2014: Yes	13%	(156)	18%	(215)	70%	(855)	1227
Voted in 2014: No	13%	(127)	22%	(214)	65%	(643)	983
4-Region: Northeast	11%	(40)	18%	(70)	71%	(273)	383
4-Region: Midwest	12%	(57)	18%	(81)	70%	(319)	456
4-Region: South	13%	(114)	19%	(165)	67%	(566)	844
4-Region: West	14%	(72)	22%	(114)	65%	(340)	527

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Table MCFE39_16: *And in general, what kind of fan, if at all, do you consider yourself to be of the following?*
Zelda

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	13%	(283)	19%	(429)	68%	(1498)	2210
TikTok Users	20%	(161)	25%	(202)	54%	(429)	793
Twitch Users	32%	(70)	37%	(80)	31%	(66)	216
2022 Sports Viewers/Attendees	14%	(200)	21%	(314)	65%	(961)	1475
Monthly Moviegoers	27%	(85)	25%	(81)	48%	(154)	320
Few Times per Year + Moviegoers	18%	(167)	26%	(241)	56%	(512)	920
Heard Smile Campaign	23%	(126)	29%	(159)	48%	(265)	551
Heard Minion Campaign	26%	(141)	29%	(157)	45%	(242)	540
Listens to Podcasts	19%	(213)	27%	(310)	54%	(608)	1132
Streaming Services User	15%	(269)	22%	(391)	63%	(1112)	1773
Netflix User	16%	(235)	23%	(338)	61%	(901)	1474
Disney+ User	20%	(193)	27%	(267)	53%	(524)	984
Heterosexual or straight	12%	(242)	18%	(357)	70%	(1372)	1971
Gay	22%	(15)	26%	(18)	52%	(35)	68
Bisexual	15%	(13)	32%	(28)	53%	(47)	88
Yes	23%	(16)	30%	(21)	47%	(33)	70
No	12%	(267)	19%	(408)	68%	(1465)	2140

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

Table MCFE39_17: *And in general, what kind of fan, if at all, do you consider yourself to be of the following?*
Dota

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	4%	(82)	10%	(227)	86%	(1901)	2210
Gender: Male	5%	(51)	14%	(146)	82%	(870)	1068
Gender: Female	3%	(31)	7%	(81)	90%	(1031)	1142
Age: 18-34	6%	(40)	19%	(124)	74%	(478)	642
Age: 35-44	7%	(24)	11%	(40)	83%	(302)	365
Age: 45-64	3%	(19)	7%	(52)	90%	(643)	714
Age: 65+	—	(0)	2%	(11)	98%	(478)	489
GenZers: 1997-2012	5%	(12)	20%	(52)	75%	(192)	256
Millennials: 1981-1996	7%	(45)	15%	(98)	78%	(510)	653
GenXers: 1965-1980	4%	(22)	10%	(58)	86%	(475)	555
Baby Boomers: 1946-1964	—	(3)	3%	(18)	97%	(652)	673
PID: Dem (no lean)	5%	(41)	15%	(131)	80%	(688)	860
PID: Ind (no lean)	2%	(14)	7%	(44)	91%	(616)	674
PID: Rep (no lean)	4%	(28)	8%	(51)	88%	(597)	676
PID/Gender: Dem Men	6%	(25)	23%	(90)	71%	(279)	394
PID/Gender: Dem Women	3%	(15)	9%	(42)	88%	(408)	465
PID/Gender: Ind Men	2%	(9)	8%	(28)	89%	(309)	345
PID/Gender: Ind Women	2%	(5)	5%	(17)	93%	(307)	329
PID/Gender: Rep Men	5%	(18)	9%	(29)	86%	(282)	328
PID/Gender: Rep Women	3%	(10)	6%	(23)	91%	(315)	348
Ideo: Liberal (1-3)	5%	(34)	16%	(102)	79%	(520)	656
Ideo: Moderate (4)	3%	(26)	10%	(76)	86%	(649)	751
Ideo: Conservative (5-7)	3%	(21)	6%	(42)	91%	(603)	666
Educ: < College	3%	(48)	10%	(140)	87%	(1249)	1437
Educ: Bachelors degree	4%	(21)	12%	(60)	83%	(410)	491
Educ: Post-grad	5%	(13)	10%	(27)	86%	(242)	282
Income: Under 50k	3%	(37)	11%	(140)	86%	(1095)	1271
Income: 50k-100k	4%	(26)	9%	(61)	87%	(569)	656
Income: 100k+	7%	(20)	9%	(26)	84%	(237)	283
Ethnicity: White	3%	(53)	8%	(141)	89%	(1517)	1711
Ethnicity: Hispanic	4%	(14)	21%	(77)	76%	(283)	374
Ethnicity: Black	9%	(25)	16%	(44)	76%	(214)	282

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Table MCFE39_17: *And in general, what kind of fan, if at all, do you consider yourself to be of the following?*
Dota

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	4%	(82)	10%	(227)	86%	(1901)	2210
Ethnicity: Other	2%	(5)	19%	(42)	78%	(170)	217
All Christian	4%	(44)	9%	(94)	87%	(891)	1029
All Non-Christian	3%	(4)	18%	(23)	79%	(102)	129
Atheist	3%	(3)	8%	(7)	90%	(89)	99
Agnostic/Nothing in particular	3%	(20)	10%	(61)	86%	(506)	587
Something Else	3%	(12)	11%	(41)	86%	(313)	365
Religious Non-Protestant/Catholic	4%	(7)	17%	(26)	79%	(121)	154
Evangelical	5%	(30)	11%	(62)	84%	(466)	558
Non-Evangelical	2%	(20)	9%	(69)	89%	(703)	792
Community: Urban	6%	(39)	15%	(94)	79%	(505)	638
Community: Suburban	3%	(30)	9%	(91)	88%	(893)	1014
Community: Rural	2%	(13)	7%	(42)	90%	(503)	558
Employ: Private Sector	6%	(42)	16%	(102)	78%	(510)	654
Employ: Government	6%	(8)	13%	(18)	81%	(110)	136
Employ: Self-Employed	3%	(5)	15%	(26)	81%	(135)	166
Employ: Homemaker	4%	(8)	4%	(7)	92%	(176)	190
Employ: Student	5%	(3)	23%	(14)	73%	(45)	62
Employ: Retired	1%	(4)	3%	(19)	96%	(539)	563
Employ: Unemployed	2%	(6)	10%	(30)	88%	(265)	301
Employ: Other	4%	(6)	8%	(10)	88%	(121)	137
Military HH: Yes	2%	(6)	6%	(16)	92%	(261)	283
Military HH: No	4%	(76)	11%	(210)	85%	(1640)	1927
RD/WT: Right Direction	8%	(52)	17%	(115)	75%	(500)	666
RD/WT: Wrong Track	2%	(31)	7%	(112)	91%	(1401)	1544
Biden Job Approve	5%	(53)	16%	(151)	79%	(766)	970
Biden Job Disapprove	2%	(25)	6%	(66)	92%	(1053)	1144
Biden Job Strongly Approve	9%	(38)	20%	(87)	71%	(308)	433
Biden Job Somewhat Approve	3%	(15)	12%	(64)	85%	(458)	537
Biden Job Somewhat Disapprove	2%	(7)	10%	(32)	88%	(300)	339
Biden Job Strongly Disapprove	2%	(18)	4%	(34)	94%	(753)	805

Table MCFE39_17: *And in general, what kind of fan, if at all, do you consider yourself to be of the following?*
Dota

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	4%	(82)	10%	(227)	86%	(1901)	2210
Favorable of Biden	5%	(46)	15%	(141)	81%	(782)	969
Unfavorable of Biden	2%	(27)	7%	(75)	91%	(1033)	1134
Very Favorable of Biden	8%	(36)	16%	(78)	76%	(368)	482
Somewhat Favorable of Biden	2%	(10)	13%	(63)	85%	(414)	487
Somewhat Unfavorable of Biden	1%	(4)	10%	(31)	88%	(263)	299
Very Unfavorable of Biden	3%	(22)	5%	(44)	92%	(769)	835
#1 Issue: Economy	3%	(29)	10%	(93)	87%	(790)	913
#1 Issue: Security	3%	(7)	12%	(30)	85%	(206)	243
#1 Issue: Health Care	6%	(10)	11%	(19)	83%	(142)	170
#1 Issue: Medicare / Social Security	2%	(5)	5%	(14)	93%	(247)	266
#1 Issue: Women's Issues	5%	(14)	13%	(40)	82%	(257)	311
#1 Issue: Education	15%	(9)	16%	(9)	69%	(41)	59
#1 Issue: Energy	4%	(6)	14%	(18)	82%	(110)	134
#1 Issue: Other	2%	(2)	2%	(2)	96%	(110)	115
2020 Vote: Joe Biden	4%	(40)	14%	(132)	82%	(773)	945
2020 Vote: Donald Trump	3%	(22)	7%	(51)	90%	(667)	740
2020 Vote: Other	4%	(3)	11%	(7)	85%	(57)	67
2020 Vote: Didn't Vote	4%	(18)	8%	(36)	88%	(405)	459
2018 House Vote: Democrat	4%	(33)	15%	(115)	80%	(607)	755
2018 House Vote: Republican	3%	(19)	5%	(32)	91%	(537)	589
2018 House Vote: Someone else	1%	(0)	12%	(6)	87%	(43)	50
2016 Vote: Hillary Clinton	4%	(28)	14%	(101)	81%	(566)	695
2016 Vote: Donald Trump	3%	(20)	6%	(40)	91%	(596)	656
2016 Vote: Other	5%	(5)	13%	(11)	82%	(70)	86
2016 Vote: Didn't Vote	4%	(29)	10%	(74)	87%	(662)	765
Voted in 2014: Yes	4%	(44)	9%	(113)	87%	(1069)	1227
Voted in 2014: No	4%	(38)	12%	(114)	85%	(832)	983
4-Region: Northeast	4%	(16)	13%	(49)	83%	(318)	383
4-Region: Midwest	3%	(12)	8%	(37)	89%	(407)	456
4-Region: South	4%	(35)	9%	(78)	87%	(731)	844
4-Region: West	4%	(19)	12%	(63)	84%	(445)	527

Table MCFE39_17: *And in general, what kind of fan, if at all, do you consider yourself to be of the following?*
Dota

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	4%	(82)	10%	(227)	86%	(1901)	2210
TikTok Users	5%	(43)	17%	(132)	78%	(618)	793
Twitch Users	14%	(30)	23%	(50)	63%	(135)	216
2022 Sports Viewers/Attendees	4%	(63)	12%	(173)	84%	(1240)	1475
Monthly Moviegoers	12%	(39)	24%	(77)	64%	(204)	320
Few Times per Year + Moviegoers	7%	(61)	18%	(166)	75%	(693)	920
Heard Smile Campaign	12%	(65)	22%	(123)	66%	(362)	551
Heard Minion Campaign	11%	(59)	23%	(124)	66%	(357)	540
Listens to Podcasts	7%	(74)	17%	(196)	76%	(861)	1132
Streaming Services User	5%	(81)	12%	(215)	83%	(1477)	1773
Netflix User	5%	(72)	13%	(198)	82%	(1204)	1474
Disney+ User	7%	(64)	16%	(161)	77%	(759)	984
Heterosexual or straight	4%	(74)	10%	(191)	87%	(1706)	1971
Gay	—	(0)	24%	(16)	76%	(51)	68
Bisexual	5%	(4)	9%	(8)	87%	(77)	88
Yes	2%	(1)	21%	(15)	78%	(55)	70
No	4%	(81)	10%	(212)	86%	(1846)	2140

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

Table MCFE39_18: *And in general, what kind of fan, if at all, do you consider yourself to be of the following?*
The Last of Us

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	9%	(199)	16%	(344)	75%	(1668)	2210
Gender: Male	12%	(132)	20%	(212)	68%	(724)	1068
Gender: Female	6%	(67)	12%	(131)	83%	(944)	1142
Age: 18-34	19%	(119)	26%	(165)	56%	(358)	642
Age: 35-44	12%	(43)	19%	(71)	69%	(251)	365
Age: 45-64	5%	(35)	13%	(92)	82%	(587)	714
Age: 65+	—	(1)	3%	(15)	97%	(472)	489
GenZers: 1997-2012	18%	(47)	25%	(63)	57%	(146)	256
Millennials: 1981-1996	16%	(102)	24%	(154)	61%	(397)	653
GenXers: 1965-1980	8%	(43)	18%	(98)	75%	(415)	555
Baby Boomers: 1946-1964	1%	(7)	4%	(29)	95%	(638)	673
PID: Dem (no lean)	13%	(111)	18%	(151)	70%	(598)	860
PID: Ind (no lean)	7%	(47)	14%	(94)	79%	(534)	674
PID: Rep (no lean)	6%	(42)	15%	(99)	79%	(536)	676
PID/Gender: Dem Men	17%	(67)	25%	(98)	58%	(229)	394
PID/Gender: Dem Women	9%	(44)	11%	(53)	79%	(369)	465
PID/Gender: Ind Men	9%	(33)	18%	(61)	73%	(252)	345
PID/Gender: Ind Women	4%	(14)	10%	(33)	86%	(282)	329
PID/Gender: Rep Men	10%	(32)	16%	(53)	74%	(244)	328
PID/Gender: Rep Women	3%	(10)	13%	(46)	84%	(292)	348
Ideo: Liberal (1-3)	12%	(82)	17%	(114)	70%	(460)	656
Ideo: Moderate (4)	8%	(61)	18%	(137)	74%	(553)	751
Ideo: Conservative (5-7)	7%	(46)	12%	(80)	81%	(541)	666
Educ: < College	10%	(139)	16%	(228)	75%	(1071)	1437
Educ: Bachelors degree	8%	(37)	17%	(83)	76%	(371)	491
Educ: Post-grad	8%	(23)	12%	(33)	80%	(226)	282
Income: Under 50k	9%	(119)	16%	(199)	75%	(953)	1271
Income: 50k-100k	8%	(53)	16%	(103)	76%	(500)	656
Income: 100k+	10%	(27)	15%	(42)	76%	(214)	283
Ethnicity: White	7%	(117)	13%	(229)	80%	(1364)	1711
Ethnicity: Hispanic	15%	(57)	22%	(83)	62%	(234)	374
Ethnicity: Black	20%	(58)	25%	(72)	54%	(153)	282

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Table MCFE39_18: *And in general, what kind of fan, if at all, do you consider yourself to be of the following?*
The Last of Us

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	9%	(199)	16%	(344)	75%	(1668)	2210
Ethnicity: Other	11%	(24)	20%	(43)	69%	(150)	217
All Christian	6%	(66)	14%	(145)	79%	(817)	1029
All Non-Christian	11%	(15)	18%	(23)	71%	(91)	129
Atheist	6%	(6)	17%	(17)	77%	(77)	99
Agnostic/Nothing in particular	11%	(66)	18%	(106)	71%	(415)	587
Something Else	13%	(46)	14%	(52)	73%	(267)	365
Religious Non-Protestant/Catholic	10%	(15)	20%	(32)	70%	(107)	154
Evangelical	11%	(63)	15%	(81)	74%	(414)	558
Non-Evangelical	6%	(47)	13%	(105)	81%	(639)	792
Community: Urban	13%	(82)	20%	(130)	67%	(426)	638
Community: Suburban	8%	(84)	14%	(139)	78%	(791)	1014
Community: Rural	6%	(33)	13%	(74)	81%	(451)	558
Employ: Private Sector	12%	(77)	23%	(148)	66%	(429)	654
Employ: Government	14%	(18)	18%	(25)	68%	(93)	136
Employ: Self-Employed	20%	(34)	17%	(28)	63%	(105)	166
Employ: Homemaker	5%	(10)	12%	(22)	83%	(158)	190
Employ: Student	17%	(10)	38%	(23)	46%	(28)	62
Employ: Retired	1%	(8)	4%	(25)	94%	(529)	563
Employ: Unemployed	9%	(28)	16%	(48)	75%	(225)	301
Employ: Other	9%	(13)	17%	(24)	73%	(100)	137
Military HH: Yes	8%	(23)	12%	(34)	80%	(226)	283
Military HH: No	9%	(175)	16%	(310)	75%	(1441)	1927
RD/WT: Right Direction	15%	(102)	22%	(148)	62%	(416)	666
RD/WT: Wrong Track	6%	(97)	13%	(196)	81%	(1251)	1544
Biden Job Approve	12%	(116)	20%	(190)	68%	(664)	970
Biden Job Disapprove	6%	(74)	12%	(135)	82%	(935)	1144
Biden Job Strongly Approve	16%	(69)	21%	(92)	63%	(272)	433
Biden Job Somewhat Approve	9%	(46)	18%	(98)	73%	(393)	537
Biden Job Somewhat Disapprove	8%	(28)	16%	(55)	75%	(256)	339
Biden Job Strongly Disapprove	6%	(46)	10%	(80)	84%	(679)	805

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Table MCFE39_18: *And in general, what kind of fan, if at all, do you consider yourself to be of the following?*
The Last of Us

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	9%	(199)	16%	(344)	75%	(1668)	2210
Favorable of Biden	12%	(114)	17%	(166)	71%	(690)	969
Unfavorable of Biden	6%	(71)	14%	(160)	80%	(903)	1134
Very Favorable of Biden	16%	(76)	18%	(85)	67%	(321)	482
Somewhat Favorable of Biden	8%	(38)	16%	(80)	76%	(369)	487
Somewhat Unfavorable of Biden	8%	(23)	19%	(58)	73%	(218)	299
Very Unfavorable of Biden	6%	(48)	12%	(101)	82%	(685)	835
#1 Issue: Economy	11%	(98)	15%	(137)	74%	(678)	913
#1 Issue: Security	4%	(9)	12%	(29)	84%	(205)	243
#1 Issue: Health Care	11%	(19)	20%	(33)	69%	(118)	170
#1 Issue: Medicare / Social Security	4%	(11)	8%	(21)	88%	(234)	266
#1 Issue: Women's Issues	12%	(36)	22%	(67)	67%	(207)	311
#1 Issue: Education	18%	(11)	39%	(23)	44%	(26)	59
#1 Issue: Energy	8%	(11)	20%	(26)	72%	(97)	134
#1 Issue: Other	3%	(4)	6%	(7)	90%	(103)	115
2020 Vote: Joe Biden	12%	(110)	18%	(174)	70%	(661)	945
2020 Vote: Donald Trump	6%	(43)	13%	(94)	81%	(603)	740
2020 Vote: Other	4%	(3)	15%	(10)	81%	(54)	67
2020 Vote: Didn't Vote	10%	(44)	14%	(65)	76%	(350)	459
2018 House Vote: Democrat	11%	(82)	18%	(135)	71%	(537)	755
2018 House Vote: Republican	3%	(19)	12%	(70)	85%	(499)	589
2018 House Vote: Someone else	14%	(7)	10%	(5)	75%	(37)	50
2016 Vote: Hillary Clinton	10%	(72)	18%	(123)	72%	(500)	695
2016 Vote: Donald Trump	5%	(31)	12%	(81)	83%	(543)	656
2016 Vote: Other	6%	(5)	14%	(12)	80%	(69)	86
2016 Vote: Didn't Vote	12%	(90)	16%	(125)	72%	(550)	765
Voted in 2014: Yes	8%	(95)	14%	(169)	78%	(963)	1227
Voted in 2014: No	11%	(104)	18%	(174)	72%	(705)	983
4-Region: Northeast	11%	(40)	13%	(50)	76%	(292)	383
4-Region: Midwest	6%	(29)	15%	(70)	78%	(358)	456
4-Region: South	10%	(87)	16%	(132)	74%	(626)	844
4-Region: West	8%	(43)	17%	(92)	74%	(392)	527

Table MCFE39_18: *And in general, what kind of fan, if at all, do you consider yourself to be of the following?*
The Last of Us

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	9%	(199)	16%	(344)	75%	(1668)	2210
TikTok Users	15%	(120)	24%	(188)	61%	(485)	793
Twitch Users	31%	(66)	34%	(73)	35%	(76)	216
2022 Sports Viewers/Attendees	10%	(152)	16%	(242)	73%	(1081)	1475
Monthly Moviegoers	22%	(69)	31%	(101)	47%	(151)	320
Few Times per Year + Moviegoers	14%	(132)	24%	(219)	62%	(568)	920
Heard Smile Campaign	23%	(127)	31%	(174)	45%	(250)	551
Heard Minion Campaign	23%	(125)	30%	(160)	47%	(255)	540
Listens to Podcasts	14%	(153)	24%	(270)	63%	(708)	1132
Streaming Services User	11%	(190)	18%	(324)	71%	(1259)	1773
Netflix User	12%	(179)	20%	(292)	68%	(1002)	1474
Disney+ User	15%	(143)	23%	(223)	63%	(618)	984
Heterosexual or straight	9%	(171)	14%	(285)	77%	(1514)	1971
Gay	10%	(7)	24%	(17)	66%	(45)	68
Bisexual	14%	(12)	25%	(22)	61%	(54)	88
Yes	9%	(6)	32%	(23)	59%	(41)	70
No	9%	(193)	15%	(321)	76%	(1626)	2140

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

Table MCFE39_19: *And in general, what kind of fan, if at all, do you consider yourself to be of the following?*
Animal Crossing

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	9%	(192)	17%	(365)	75%	(1653)	2210
Gender: Male	8%	(89)	17%	(186)	74%	(793)	1068
Gender: Female	9%	(103)	16%	(179)	75%	(860)	1142
Age: 18-34	20%	(125)	23%	(149)	57%	(368)	642
Age: 35-44	9%	(33)	21%	(77)	70%	(256)	365
Age: 45-64	5%	(33)	15%	(109)	80%	(573)	714
Age: 65+	—	(1)	6%	(31)	94%	(457)	489
GenZers: 1997-2012	19%	(49)	22%	(55)	59%	(152)	256
Millennials: 1981-1996	16%	(101)	23%	(148)	62%	(403)	653
GenXers: 1965-1980	6%	(34)	19%	(106)	75%	(415)	555
Baby Boomers: 1946-1964	1%	(7)	8%	(55)	91%	(611)	673
PID: Dem (no lean)	11%	(97)	19%	(161)	70%	(602)	860
PID: Ind (no lean)	8%	(51)	15%	(100)	78%	(523)	674
PID: Rep (no lean)	6%	(43)	15%	(104)	78%	(529)	676
PID/Gender: Dem Men	11%	(43)	22%	(88)	67%	(263)	394
PID/Gender: Dem Women	12%	(54)	16%	(73)	73%	(339)	465
PID/Gender: Ind Men	7%	(25)	13%	(46)	79%	(274)	345
PID/Gender: Ind Women	8%	(26)	16%	(54)	76%	(249)	329
PID/Gender: Rep Men	6%	(20)	16%	(52)	78%	(257)	328
PID/Gender: Rep Women	7%	(23)	15%	(52)	78%	(272)	348
Ideo: Liberal (1-3)	11%	(72)	19%	(123)	70%	(462)	656
Ideo: Moderate (4)	9%	(66)	18%	(135)	73%	(549)	751
Ideo: Conservative (5-7)	6%	(43)	13%	(87)	81%	(537)	666
Educ: < College	9%	(132)	16%	(234)	74%	(1071)	1437
Educ: Bachelors degree	8%	(41)	19%	(93)	73%	(357)	491
Educ: Post-grad	7%	(18)	14%	(38)	80%	(225)	282
Income: Under 50k	9%	(113)	17%	(217)	74%	(941)	1271
Income: 50k-100k	8%	(50)	17%	(110)	76%	(496)	656
Income: 100k+	10%	(28)	14%	(39)	76%	(215)	283
Ethnicity: White	8%	(134)	15%	(264)	77%	(1313)	1711
Ethnicity: Hispanic	13%	(49)	23%	(88)	63%	(237)	374
Ethnicity: Black	12%	(35)	21%	(60)	66%	(187)	282

Table MCFE39_19: *And in general, what kind of fan, if at all, do you consider yourself to be of the following?*
Animal Crossing

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	9%	(192)	17%	(365)	75%	(1653)	2210
Ethnicity: Other	10%	(23)	19%	(41)	71%	(153)	217
All Christian	7%	(68)	15%	(158)	78%	(803)	1029
All Non-Christian	10%	(13)	16%	(21)	74%	(95)	129
Atheist	10%	(10)	20%	(20)	71%	(70)	99
Agnostic/Nothing in particular	9%	(56)	20%	(115)	71%	(416)	587
Something Else	12%	(45)	14%	(51)	74%	(269)	365
Religious Non-Protestant/Catholic	10%	(16)	19%	(30)	70%	(108)	154
Evangelical	11%	(62)	16%	(91)	73%	(405)	558
Non-Evangelical	6%	(46)	13%	(107)	81%	(639)	792
Community: Urban	12%	(79)	18%	(114)	70%	(445)	638
Community: Suburban	8%	(79)	16%	(161)	76%	(774)	1014
Community: Rural	6%	(34)	16%	(90)	78%	(435)	558
Employ: Private Sector	12%	(77)	21%	(140)	67%	(437)	654
Employ: Government	4%	(5)	20%	(27)	76%	(104)	136
Employ: Self-Employed	12%	(19)	19%	(32)	69%	(115)	166
Employ: Homemaker	13%	(25)	18%	(34)	69%	(131)	190
Employ: Student	19%	(12)	17%	(11)	64%	(40)	62
Employ: Retired	1%	(4)	9%	(53)	90%	(505)	563
Employ: Unemployed	11%	(34)	14%	(42)	75%	(225)	301
Employ: Other	11%	(15)	18%	(25)	71%	(97)	137
Military HH: Yes	6%	(17)	14%	(39)	80%	(227)	283
Military HH: No	9%	(175)	17%	(326)	74%	(1426)	1927
RD/WT: Right Direction	15%	(99)	22%	(145)	63%	(423)	666
RD/WT: Wrong Track	6%	(93)	14%	(220)	80%	(1230)	1544
Biden Job Approve	11%	(107)	20%	(195)	69%	(668)	970
Biden Job Disapprove	6%	(71)	13%	(152)	80%	(921)	1144
Biden Job Strongly Approve	14%	(60)	22%	(97)	64%	(276)	433
Biden Job Somewhat Approve	9%	(47)	18%	(98)	73%	(393)	537
Biden Job Somewhat Disapprove	9%	(30)	16%	(53)	76%	(257)	339
Biden Job Strongly Disapprove	5%	(42)	12%	(99)	83%	(664)	805

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Table MCFE39_19: *And in general, what kind of fan, if at all, do you consider yourself to be of the following?*
Animal Crossing

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	9%	(192)	17%	(365)	75%	(1653)	2210
Favorable of Biden	10%	(101)	18%	(176)	71%	(692)	969
Unfavorable of Biden	7%	(78)	14%	(164)	79%	(892)	1134
Very Favorable of Biden	13%	(61)	19%	(93)	68%	(328)	482
Somewhat Favorable of Biden	8%	(40)	17%	(83)	75%	(364)	487
Somewhat Unfavorable of Biden	9%	(28)	17%	(50)	74%	(221)	299
Very Unfavorable of Biden	6%	(51)	14%	(114)	80%	(671)	835
#1 Issue: Economy	9%	(78)	15%	(134)	77%	(700)	913
#1 Issue: Security	6%	(15)	13%	(31)	81%	(196)	243
#1 Issue: Health Care	9%	(15)	25%	(42)	67%	(113)	170
#1 Issue: Medicare / Social Security	5%	(12)	10%	(25)	86%	(228)	266
#1 Issue: Women's Issues	15%	(46)	24%	(75)	61%	(191)	311
#1 Issue: Education	17%	(10)	36%	(21)	47%	(28)	59
#1 Issue: Energy	8%	(11)	17%	(23)	74%	(100)	134
#1 Issue: Other	3%	(4)	12%	(14)	85%	(97)	115
2020 Vote: Joe Biden	10%	(97)	17%	(164)	72%	(683)	945
2020 Vote: Donald Trump	6%	(46)	15%	(111)	79%	(582)	740
2020 Vote: Other	4%	(3)	17%	(11)	79%	(53)	67
2020 Vote: Didn't Vote	10%	(45)	17%	(78)	73%	(335)	459
2018 House Vote: Democrat	9%	(70)	18%	(135)	73%	(550)	755
2018 House Vote: Republican	6%	(34)	12%	(72)	82%	(483)	589
2018 House Vote: Someone else	5%	(3)	11%	(5)	84%	(41)	50
2016 Vote: Hillary Clinton	9%	(61)	17%	(117)	75%	(518)	695
2016 Vote: Donald Trump	6%	(40)	14%	(90)	80%	(526)	656
2016 Vote: Other	7%	(6)	13%	(11)	80%	(69)	86
2016 Vote: Didn't Vote	11%	(83)	19%	(145)	70%	(537)	765
Voted in 2014: Yes	7%	(84)	15%	(178)	79%	(964)	1227
Voted in 2014: No	11%	(107)	19%	(187)	70%	(690)	983
4-Region: Northeast	7%	(28)	16%	(62)	76%	(293)	383
4-Region: Midwest	7%	(30)	17%	(79)	76%	(348)	456
4-Region: South	8%	(67)	17%	(146)	75%	(632)	844
4-Region: West	13%	(66)	15%	(79)	72%	(382)	527

Table MCFE39_19: *And in general, what kind of fan, if at all, do you consider yourself to be of the following?*
Animal Crossing

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	9%	(192)	17%	(365)	75%	(1653)	2210
TikTok Users	15%	(116)	23%	(182)	62%	(495)	793
Twitch Users	27%	(59)	29%	(62)	44%	(95)	216
2022 Sports Viewers/Attendees	10%	(142)	16%	(237)	74%	(1096)	1475
Monthly Moviegoers	20%	(64)	30%	(95)	50%	(162)	320
Few Times per Year + Moviegoers	14%	(128)	23%	(213)	63%	(579)	920
Heard Smile Campaign	19%	(107)	29%	(162)	51%	(282)	551
Heard Minion Campaign	19%	(101)	31%	(166)	51%	(273)	540
Listens to Podcasts	14%	(157)	24%	(273)	62%	(701)	1132
Streaming Services User	10%	(185)	19%	(336)	71%	(1252)	1773
Netflix User	11%	(165)	20%	(302)	68%	(1007)	1474
Disney+ User	14%	(135)	25%	(243)	62%	(606)	984
Heterosexual or straight	8%	(154)	16%	(307)	77%	(1510)	1971
Gay	5%	(3)	30%	(20)	65%	(44)	68
Bisexual	15%	(13)	29%	(25)	56%	(50)	88
Yes	14%	(10)	28%	(20)	58%	(41)	70
No	8%	(182)	16%	(345)	75%	(1613)	2140

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

Table MCFE39_20: *And in general, what kind of fan, if at all, do you consider yourself to be of the following?*

Red Dead

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	10%	(220)	16%	(343)	75%	(1647)	2210
Gender: Male	14%	(150)	21%	(229)	65%	(689)	1068
Gender: Female	6%	(70)	10%	(114)	84%	(958)	1142
Age: 18-34	20%	(126)	25%	(162)	55%	(354)	642
Age: 35-44	14%	(53)	23%	(83)	63%	(230)	365
Age: 45-64	6%	(40)	11%	(79)	83%	(596)	714
Age: 65+	—	(2)	4%	(19)	96%	(468)	489
GenZers: 1997-2012	17%	(43)	27%	(70)	56%	(143)	256
Millennials: 1981-1996	18%	(118)	22%	(145)	60%	(390)	653
GenXers: 1965-1980	9%	(50)	17%	(92)	74%	(413)	555
Baby Boomers: 1946-1964	1%	(10)	5%	(35)	93%	(628)	673
PID: Dem (no lean)	12%	(103)	18%	(152)	70%	(605)	860
PID: Ind (no lean)	9%	(63)	14%	(96)	76%	(516)	674
PID: Rep (no lean)	8%	(54)	14%	(95)	78%	(526)	676
PID/Gender: Dem Men	18%	(73)	26%	(101)	56%	(220)	394
PID/Gender: Dem Women	6%	(30)	11%	(50)	83%	(385)	465
PID/Gender: Ind Men	12%	(43)	17%	(60)	70%	(242)	345
PID/Gender: Ind Women	6%	(20)	11%	(36)	83%	(273)	329
PID/Gender: Rep Men	10%	(34)	21%	(68)	69%	(226)	328
PID/Gender: Rep Women	6%	(20)	8%	(27)	86%	(300)	348
Ideo: Liberal (1-3)	11%	(70)	18%	(120)	71%	(466)	656
Ideo: Moderate (4)	12%	(89)	16%	(123)	72%	(540)	751
Ideo: Conservative (5-7)	8%	(53)	12%	(78)	80%	(535)	666
Educ: < College	10%	(150)	16%	(231)	73%	(1055)	1437
Educ: Bachelors degree	10%	(51)	15%	(76)	74%	(364)	491
Educ: Post-grad	7%	(18)	13%	(36)	81%	(228)	282
Income: Under 50k	9%	(110)	17%	(220)	74%	(941)	1271
Income: 50k-100k	11%	(72)	13%	(83)	76%	(502)	656
Income: 100k+	14%	(38)	14%	(40)	72%	(204)	283
Ethnicity: White	7%	(124)	14%	(238)	79%	(1349)	1711
Ethnicity: Hispanic	15%	(57)	25%	(94)	59%	(222)	374
Ethnicity: Black	23%	(66)	21%	(59)	56%	(157)	282

Continued on next page

Table MCFE39_20: *And in general, what kind of fan, if at all, do you consider yourself to be of the following?*
Red Dead

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	10%	(220)	16%	(343)	75%	(1647)	2210
Ethnicity: Other	14%	(31)	21%	(45)	65%	(141)	217
All Christian	8%	(81)	13%	(135)	79%	(814)	1029
All Non-Christian	11%	(14)	17%	(22)	73%	(94)	129
Atheist	14%	(14)	22%	(22)	64%	(63)	99
Agnostic/Nothing in particular	11%	(64)	17%	(103)	72%	(421)	587
Something Else	13%	(48)	17%	(62)	70%	(255)	365
Religious Non-Protestant/Catholic	11%	(16)	17%	(26)	72%	(111)	154
Evangelical	12%	(68)	15%	(86)	72%	(404)	558
Non-Evangelical	7%	(58)	12%	(98)	80%	(636)	792
Community: Urban	16%	(99)	17%	(109)	67%	(430)	638
Community: Suburban	8%	(83)	15%	(154)	77%	(777)	1014
Community: Rural	7%	(38)	14%	(80)	79%	(440)	558
Employ: Private Sector	13%	(86)	23%	(149)	64%	(420)	654
Employ: Government	24%	(33)	16%	(22)	60%	(82)	136
Employ: Self-Employed	18%	(30)	21%	(34)	61%	(102)	166
Employ: Homemaker	7%	(14)	11%	(20)	82%	(156)	190
Employ: Student	20%	(12)	29%	(18)	51%	(31)	62
Employ: Retired	1%	(6)	7%	(38)	92%	(519)	563
Employ: Unemployed	6%	(18)	14%	(42)	80%	(241)	301
Employ: Other	16%	(22)	14%	(20)	70%	(96)	137
Military HH: Yes	6%	(17)	13%	(38)	81%	(229)	283
Military HH: No	11%	(204)	16%	(305)	74%	(1418)	1927
RD/WT: Right Direction	15%	(102)	22%	(145)	63%	(420)	666
RD/WT: Wrong Track	8%	(118)	13%	(198)	80%	(1228)	1544
Biden Job Approve	12%	(117)	19%	(185)	69%	(667)	970
Biden Job Disapprove	8%	(91)	12%	(141)	80%	(912)	1144
Biden Job Strongly Approve	15%	(64)	19%	(84)	66%	(284)	433
Biden Job Somewhat Approve	10%	(53)	19%	(101)	71%	(383)	537
Biden Job Somewhat Disapprove	9%	(29)	15%	(52)	76%	(257)	339
Biden Job Strongly Disapprove	8%	(62)	11%	(89)	81%	(655)	805

Continued on next page

Table MCFE39_20: *And in general, what kind of fan, if at all, do you consider yourself to be of the following?*

Red Dead

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	10%	(220)	16%	(343)	75%	(1647)	2210
Favorable of Biden	11%	(111)	16%	(159)	72%	(699)	969
Unfavorable of Biden	9%	(102)	14%	(155)	77%	(877)	1134
Very Favorable of Biden	13%	(63)	16%	(76)	71%	(343)	482
Somewhat Favorable of Biden	10%	(48)	17%	(83)	73%	(356)	487
Somewhat Unfavorable of Biden	12%	(37)	16%	(48)	72%	(214)	299
Very Unfavorable of Biden	8%	(65)	13%	(107)	79%	(663)	835
#1 Issue: Economy	12%	(112)	16%	(149)	71%	(652)	913
#1 Issue: Security	8%	(21)	11%	(27)	80%	(195)	243
#1 Issue: Health Care	13%	(22)	16%	(27)	71%	(121)	170
#1 Issue: Medicare / Social Security	3%	(8)	10%	(26)	87%	(232)	266
#1 Issue: Women's Issues	8%	(24)	19%	(59)	73%	(227)	311
#1 Issue: Education	19%	(11)	34%	(20)	47%	(28)	59
#1 Issue: Energy	10%	(13)	19%	(26)	71%	(95)	134
#1 Issue: Other	8%	(9)	7%	(8)	85%	(97)	115
2020 Vote: Joe Biden	12%	(114)	17%	(159)	71%	(672)	945
2020 Vote: Donald Trump	8%	(58)	14%	(102)	78%	(580)	740
2020 Vote: Other	3%	(2)	20%	(14)	77%	(51)	67
2020 Vote: Didn't Vote	10%	(46)	15%	(69)	75%	(344)	459
2018 House Vote: Democrat	12%	(88)	17%	(131)	71%	(536)	755
2018 House Vote: Republican	6%	(37)	11%	(63)	83%	(489)	589
2018 House Vote: Someone else	11%	(6)	19%	(9)	70%	(35)	50
2016 Vote: Hillary Clinton	12%	(83)	16%	(110)	72%	(503)	695
2016 Vote: Donald Trump	6%	(40)	12%	(78)	82%	(538)	656
2016 Vote: Other	6%	(5)	18%	(15)	76%	(65)	86
2016 Vote: Didn't Vote	12%	(92)	18%	(139)	70%	(534)	765
Voted in 2014: Yes	9%	(108)	13%	(155)	79%	(964)	1227
Voted in 2014: No	11%	(113)	19%	(187)	70%	(684)	983
4-Region: Northeast	10%	(39)	14%	(53)	76%	(290)	383
4-Region: Midwest	8%	(35)	15%	(67)	77%	(354)	456
4-Region: South	10%	(88)	17%	(143)	73%	(613)	844
4-Region: West	11%	(58)	15%	(79)	74%	(390)	527

Table MCFE39_20: *And in general, what kind of fan, if at all, do you consider yourself to be of the following?*

Red Dead

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	10%	(220)	16%	(343)	75%	(1647)	2210
TikTok Users	15%	(119)	24%	(191)	61%	(483)	793
Twitch Users	28%	(60)	39%	(85)	33%	(71)	216
2022 Sports Viewers/Attendees	12%	(182)	17%	(246)	71%	(1047)	1475
Monthly Moviegoers	24%	(78)	30%	(95)	46%	(147)	320
Few Times per Year + Moviegoers	16%	(149)	23%	(212)	61%	(558)	920
Heard Smile Campaign	22%	(123)	32%	(179)	45%	(249)	551
Heard Minion Campaign	22%	(119)	30%	(164)	48%	(257)	540
Listens to Podcasts	16%	(178)	23%	(259)	61%	(694)	1132
Streaming Services User	12%	(217)	18%	(320)	70%	(1237)	1773
Netflix User	14%	(200)	19%	(287)	67%	(987)	1474
Disney+ User	16%	(157)	22%	(221)	62%	(606)	984
Heterosexual or straight	10%	(197)	15%	(288)	75%	(1486)	1971
Gay	5%	(4)	27%	(18)	68%	(46)	68
Bisexual	16%	(14)	20%	(18)	64%	(56)	88
Yes	11%	(8)	31%	(22)	57%	(40)	70
No	10%	(212)	15%	(321)	75%	(1607)	2140

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

Table MCFE39_21: *And in general, what kind of fan, if at all, do you consider yourself to be of the following?*
Among Us

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	9%	(191)	18%	(390)	74%	(1628)	2210
Gender: Male	10%	(111)	20%	(218)	69%	(739)	1068
Gender: Female	7%	(80)	15%	(172)	78%	(889)	1142
Age: 18-34	17%	(108)	30%	(192)	53%	(342)	642
Age: 35-44	13%	(47)	18%	(66)	69%	(253)	365
Age: 45-64	5%	(35)	15%	(108)	80%	(570)	714
Age: 65+	—	(1)	5%	(25)	95%	(463)	489
GenZers: 1997-2012	18%	(45)	33%	(84)	50%	(127)	256
Millennials: 1981-1996	15%	(98)	24%	(154)	61%	(400)	653
GenXers: 1965-1980	7%	(38)	19%	(107)	74%	(410)	555
Baby Boomers: 1946-1964	1%	(10)	7%	(45)	92%	(619)	673
PID: Dem (no lean)	12%	(105)	21%	(179)	67%	(575)	860
PID: Ind (no lean)	5%	(32)	16%	(106)	80%	(537)	674
PID: Rep (no lean)	8%	(55)	16%	(105)	76%	(516)	676
PID/Gender: Dem Men	15%	(59)	29%	(115)	56%	(220)	394
PID/Gender: Dem Women	10%	(46)	14%	(64)	76%	(356)	465
PID/Gender: Ind Men	6%	(19)	15%	(50)	80%	(276)	345
PID/Gender: Ind Women	4%	(12)	17%	(56)	79%	(261)	329
PID/Gender: Rep Men	10%	(33)	16%	(52)	74%	(243)	328
PID/Gender: Rep Women	6%	(22)	15%	(53)	78%	(273)	348
Ideo: Liberal (1-3)	11%	(74)	21%	(139)	68%	(443)	656
Ideo: Moderate (4)	7%	(54)	19%	(141)	74%	(556)	751
Ideo: Conservative (5-7)	8%	(51)	14%	(90)	79%	(525)	666
Educ: < College	9%	(129)	18%	(262)	73%	(1046)	1437
Educ: Bachelors degree	8%	(41)	19%	(93)	73%	(357)	491
Educ: Post-grad	8%	(22)	13%	(36)	80%	(225)	282
Income: Under 50k	8%	(99)	19%	(239)	73%	(933)	1271
Income: 50k-100k	9%	(61)	17%	(111)	74%	(484)	656
Income: 100k+	11%	(32)	14%	(40)	75%	(211)	283
Ethnicity: White	7%	(114)	16%	(266)	78%	(1330)	1711
Ethnicity: Hispanic	13%	(47)	29%	(108)	59%	(219)	374
Ethnicity: Black	20%	(57)	25%	(71)	55%	(155)	282

Table MCFE39_21: *And in general, what kind of fan, if at all, do you consider yourself to be of the following?*
Among Us

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	9%	(191)	18%	(390)	74%	(1628)	2210
Ethnicity: Other	9%	(20)	25%	(53)	66%	(143)	217
All Christian	8%	(82)	16%	(164)	76%	(783)	1029
All Non-Christian	14%	(18)	12%	(16)	74%	(95)	129
Atheist	4%	(4)	14%	(14)	82%	(82)	99
Agnostic/Nothing in particular	7%	(41)	21%	(123)	72%	(424)	587
Something Else	13%	(47)	20%	(73)	67%	(245)	365
Religious Non-Protestant/Catholic	14%	(21)	16%	(24)	71%	(109)	154
Evangelical	13%	(74)	16%	(91)	71%	(394)	558
Non-Evangelical	6%	(50)	17%	(134)	77%	(608)	792
Community: Urban	14%	(87)	21%	(137)	65%	(414)	638
Community: Suburban	7%	(71)	17%	(168)	76%	(776)	1014
Community: Rural	6%	(34)	15%	(86)	79%	(438)	558
Employ: Private Sector	13%	(85)	23%	(150)	64%	(420)	654
Employ: Government	21%	(28)	18%	(25)	61%	(83)	136
Employ: Self-Employed	13%	(21)	19%	(32)	68%	(113)	166
Employ: Homemaker	8%	(15)	19%	(36)	73%	(139)	190
Employ: Student	11%	(7)	34%	(21)	55%	(34)	62
Employ: Retired	1%	(7)	8%	(45)	91%	(511)	563
Employ: Unemployed	7%	(20)	19%	(57)	74%	(224)	301
Employ: Other	6%	(8)	18%	(25)	76%	(104)	137
Military HH: Yes	5%	(14)	14%	(40)	81%	(230)	283
Military HH: No	9%	(178)	18%	(350)	73%	(1398)	1927
RD/WT: Right Direction	14%	(96)	23%	(156)	62%	(414)	666
RD/WT: Wrong Track	6%	(96)	15%	(234)	79%	(1214)	1544
Biden Job Approve	12%	(116)	21%	(208)	67%	(647)	970
Biden Job Disapprove	6%	(70)	15%	(169)	79%	(905)	1144
Biden Job Strongly Approve	20%	(85)	20%	(88)	60%	(260)	433
Biden Job Somewhat Approve	6%	(31)	22%	(120)	72%	(387)	537
Biden Job Somewhat Disapprove	7%	(23)	19%	(64)	75%	(253)	339
Biden Job Strongly Disapprove	6%	(47)	13%	(106)	81%	(652)	805

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Table MCFE39_21: *And in general, what kind of fan, if at all, do you consider yourself to be of the following?*
Among Us

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	9%	(191)	18%	(390)	74%	(1628)	2210
Favorable of Biden	11%	(108)	19%	(185)	70%	(676)	969
Unfavorable of Biden	6%	(69)	16%	(186)	77%	(879)	1134
Very Favorable of Biden	17%	(80)	17%	(84)	66%	(319)	482
Somewhat Favorable of Biden	6%	(29)	21%	(101)	73%	(357)	487
Somewhat Unfavorable of Biden	6%	(19)	22%	(65)	72%	(215)	299
Very Unfavorable of Biden	6%	(50)	15%	(121)	79%	(664)	835
#1 Issue: Economy	9%	(81)	19%	(178)	72%	(654)	913
#1 Issue: Security	9%	(21)	14%	(33)	78%	(189)	243
#1 Issue: Health Care	9%	(15)	19%	(33)	72%	(122)	170
#1 Issue: Medicare / Social Security	7%	(18)	6%	(16)	87%	(232)	266
#1 Issue: Women's Issues	11%	(36)	23%	(72)	65%	(203)	311
#1 Issue: Education	10%	(6)	43%	(25)	47%	(28)	59
#1 Issue: Energy	8%	(11)	16%	(22)	75%	(101)	134
#1 Issue: Other	4%	(4)	10%	(12)	86%	(98)	115
2020 Vote: Joe Biden	11%	(104)	19%	(178)	70%	(662)	945
2020 Vote: Donald Trump	8%	(56)	16%	(116)	77%	(567)	740
2020 Vote: Other	7%	(5)	15%	(10)	79%	(53)	67
2020 Vote: Didn't Vote	6%	(26)	19%	(86)	76%	(346)	459
2018 House Vote: Democrat	12%	(89)	18%	(138)	70%	(528)	755
2018 House Vote: Republican	6%	(34)	13%	(76)	81%	(479)	589
2018 House Vote: Someone else	8%	(4)	2%	(1)	90%	(44)	50
2016 Vote: Hillary Clinton	11%	(76)	17%	(120)	72%	(499)	695
2016 Vote: Donald Trump	7%	(43)	15%	(95)	79%	(517)	656
2016 Vote: Other	5%	(4)	10%	(9)	85%	(73)	86
2016 Vote: Didn't Vote	9%	(65)	22%	(165)	70%	(535)	765
Voted in 2014: Yes	8%	(101)	14%	(169)	78%	(956)	1227
Voted in 2014: No	9%	(90)	22%	(221)	68%	(672)	983
4-Region: Northeast	10%	(38)	16%	(63)	74%	(282)	383
4-Region: Midwest	6%	(26)	19%	(85)	76%	(346)	456
4-Region: South	9%	(74)	17%	(145)	74%	(626)	844
4-Region: West	10%	(54)	19%	(98)	71%	(374)	527

Table MCFE39_21: *And in general, what kind of fan, if at all, do you consider yourself to be of the following?*
Among Us

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	9%	(191)	18%	(390)	74%	(1628)	2210
TikTok Users	16%	(128)	27%	(213)	57%	(451)	793
Twitch Users	26%	(56)	37%	(80)	37%	(80)	216
2022 Sports Viewers/Attendees	10%	(154)	19%	(280)	71%	(1041)	1475
Monthly Moviegoers	24%	(77)	31%	(99)	45%	(145)	320
Few Times per Year + Moviegoers	16%	(146)	25%	(229)	59%	(545)	920
Heard Smile Campaign	24%	(131)	32%	(174)	45%	(245)	551
Heard Minion Campaign	25%	(133)	32%	(172)	44%	(235)	540
Listens to Podcasts	14%	(164)	25%	(286)	60%	(681)	1132
Streaming Services User	11%	(189)	21%	(371)	68%	(1213)	1773
Netflix User	12%	(174)	23%	(336)	65%	(964)	1474
Disney+ User	15%	(145)	26%	(261)	59%	(578)	984
Heterosexual or straight	9%	(171)	17%	(331)	74%	(1468)	1971
Gay	5%	(4)	33%	(22)	62%	(42)	68
Bisexual	16%	(14)	21%	(19)	63%	(56)	88
Yes	9%	(7)	24%	(17)	66%	(47)	70
No	9%	(185)	17%	(373)	74%	(1582)	2140

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

Table MCFE40_1: *Moving on to another topicHow often did you do the following in the past month?*
Listen to podcasts

Demographic	Multiple times a day	Once daily	A few times per week	Once per week	A few times	Once	Never	Total N
Adults	5% (113)	7% (151)	13% (285)	8% (183)	12% (258)	6% (142)	49% (1078)	2210
Gender: Male	6% (59)	8% (84)	14% (152)	11% (121)	10% (110)	5% (58)	45% (483)	1068
Gender: Female	5% (54)	6% (66)	12% (133)	5% (62)	13% (148)	7% (83)	52% (595)	1142
Age: 18-34	8% (54)	10% (62)	17% (109)	12% (78)	12% (77)	6% (41)	34% (220)	642
Age: 35-44	8% (30)	10% (38)	18% (65)	11% (39)	13% (49)	6% (20)	34% (125)	365
Age: 45-64	3% (23)	6% (41)	10% (74)	6% (44)	13% (92)	7% (49)	55% (392)	714
Age: 65+	1% (6)	2% (10)	8% (37)	5% (22)	8% (40)	6% (32)	70% (342)	489
GenZers: 1997-2012	6% (15)	9% (23)	14% (35)	14% (36)	15% (38)	7% (18)	35% (90)	256
Millennials: 1981-1996	10% (64)	10% (64)	20% (128)	11% (69)	12% (78)	5% (34)	33% (215)	653
GenXers: 1965-1980	4% (23)	8% (42)	10% (58)	8% (43)	13% (71)	8% (47)	49% (271)	555
Baby Boomers: 1946-1964	1% (9)	3% (20)	9% (61)	5% (34)	10% (67)	6% (39)	66% (443)	673
PID: Dem (no lean)	6% (53)	8% (66)	15% (126)	9% (80)	12% (99)	7% (59)	44% (377)	860
PID: Ind (no lean)	5% (36)	5% (35)	13% (87)	9% (58)	10% (67)	6% (41)	52% (351)	674
PID: Rep (no lean)	4% (24)	7% (50)	11% (72)	7% (45)	14% (92)	6% (42)	52% (350)	676
PID/Gender: Dem Men	7% (26)	10% (41)	18% (71)	13% (50)	9% (36)	6% (24)	37% (147)	394
PID/Gender: Dem Women	6% (26)	6% (26)	12% (55)	7% (31)	13% (63)	7% (35)	49% (230)	465
PID/Gender: Ind Men	6% (20)	7% (23)	14% (49)	12% (41)	9% (30)	6% (19)	47% (162)	345
PID/Gender: Ind Women	5% (16)	4% (12)	12% (38)	5% (16)	11% (36)	7% (22)	57% (189)	329
PID/Gender: Rep Men	4% (12)	6% (21)	10% (32)	9% (30)	13% (43)	5% (15)	53% (174)	328
PID/Gender: Rep Women	3% (12)	8% (29)	12% (40)	4% (15)	14% (49)	8% (27)	51% (176)	348
Ideo: Liberal (1-3)	6% (41)	9% (56)	16% (102)	10% (65)	10% (66)	8% (49)	42% (276)	656
Ideo: Moderate (4)	5% (37)	5% (40)	13% (101)	9% (66)	11% (86)	6% (44)	50% (377)	751
Ideo: Conservative (5-7)	5% (31)	8% (52)	11% (75)	7% (44)	14% (94)	5% (33)	51% (338)	666
Educ: < College	5% (71)	6% (85)	12% (177)	7% (103)	12% (169)	6% (83)	52% (749)	1437
Educ: Bachelors degree	5% (26)	8% (39)	15% (74)	10% (50)	11% (52)	8% (39)	43% (212)	491
Educ: Post-grad	5% (15)	9% (27)	12% (34)	11% (30)	13% (38)	7% (21)	42% (118)	282
Income: Under 50k	4% (56)	6% (76)	12% (148)	7% (88)	11% (136)	6% (82)	54% (685)	1271
Income: 50k-100k	5% (35)	7% (47)	15% (96)	10% (63)	13% (86)	6% (40)	44% (288)	656
Income: 100k+	8% (21)	9% (27)	14% (41)	11% (32)	13% (37)	7% (20)	37% (105)	283
Ethnicity: White	4% (72)	6% (109)	12% (208)	8% (141)	11% (190)	6% (106)	52% (884)	1711
Ethnicity: Hispanic	5% (19)	12% (45)	14% (51)	14% (52)	13% (48)	6% (21)	37% (139)	374

Continued on next page

Table MCFE40_1: *Moving on to another topicHow often did you do the following in the past month?*
Listen to podcasts

Demographic	Multiple times a day	Once daily	A few times per week	Once per week	A few times	Once	Never	Total N
Adults	5% (113)	7% (151)	13% (285)	8% (183)	12% (258)	6% (142)	49% (1078)	2210
Ethnicity: Black	12% (33)	10% (28)	18% (50)	8% (22)	13% (36)	8% (22)	33% (92)	282
Ethnicity: Other	3% (7)	6% (14)	13% (27)	9% (20)	15% (33)	7% (14)	47% (102)	217
All Christian	5% (46)	8% (82)	12% (124)	7% (76)	12% (120)	5% (55)	51% (527)	1029
All Non-Christian	7% (9)	9% (12)	15% (20)	8% (10)	9% (12)	11% (15)	40% (52)	129
Atheist	7% (7)	2% (2)	9% (9)	12% (12)	15% (15)	10% (10)	45% (45)	99
Agnostic/Nothing in particular	4% (26)	5% (30)	15% (91)	9% (54)	11% (63)	5% (32)	50% (292)	587
Something Else	6% (24)	7% (25)	12% (42)	9% (32)	13% (49)	8% (30)	45% (163)	365
Religious Non-Protestant/Catholic	7% (11)	12% (19)	15% (23)	9% (14)	8% (13)	10% (16)	38% (58)	154
Evangelical	6% (36)	7% (41)	14% (79)	7% (39)	13% (70)	5% (29)	47% (264)	558
Non-Evangelical	4% (31)	7% (57)	10% (81)	8% (65)	12% (94)	7% (54)	52% (410)	792
Community: Urban	7% (47)	9% (56)	15% (94)	9% (55)	12% (76)	7% (44)	42% (266)	638
Community: Suburban	4% (44)	7% (74)	12% (122)	9% (92)	12% (126)	6% (62)	49% (494)	1014
Community: Rural	4% (21)	4% (20)	12% (70)	6% (36)	10% (56)	7% (36)	57% (319)	558
Employ: Private Sector	7% (48)	10% (66)	16% (102)	12% (81)	12% (81)	7% (47)	35% (230)	654
Employ: Government	9% (13)	12% (17)	14% (20)	14% (20)	15% (20)	3% (4)	31% (43)	136
Employ: Self-Employed	8% (13)	9% (15)	22% (36)	9% (16)	11% (19)	9% (14)	32% (53)	166
Employ: Homemaker	2% (4)	6% (12)	17% (33)	5% (9)	14% (26)	5% (9)	51% (96)	190
Employ: Student	7% (5)	8% (5)	21% (13)	9% (6)	18% (11)	3% (2)	33% (21)	62
Employ: Retired	2% (10)	3% (18)	6% (36)	4% (22)	10% (54)	6% (32)	69% (391)	563
Employ: Unemployed	4% (12)	5% (14)	11% (34)	7% (20)	10% (31)	7% (20)	57% (171)	301
Employ: Other	5% (7)	3% (4)	9% (12)	7% (10)	11% (15)	10% (14)	55% (75)	137
Military HH: Yes	5% (14)	6% (17)	11% (31)	10% (27)	10% (28)	4% (12)	54% (154)	283
Military HH: No	5% (99)	7% (134)	13% (254)	8% (156)	12% (230)	7% (130)	48% (924)	1927
RD/WT: Right Direction	7% (48)	10% (66)	13% (84)	10% (65)	10% (67)	6% (42)	44% (295)	666
RD/WT: Wrong Track	4% (65)	5% (85)	13% (201)	8% (118)	12% (191)	6% (100)	51% (784)	1544
Biden Job Approve	6% (62)	8% (78)	14% (136)	10% (93)	12% (120)	6% (60)	43% (421)	970
Biden Job Disapprove	4% (43)	6% (69)	13% (145)	7% (80)	11% (131)	7% (77)	52% (600)	1144

Table MCFE40_1: *Moving on to another topicHow often did you do the following in the past month?*
Listen to podcasts

Demographic	Multiple times a day		Once daily		A few times per week		Once per week		A few times		Once		Never		Total N
Adults	5%	(113)	7%	(151)	13%	(285)	8%	(183)	12%	(258)	6%	(142)	49%	(1078)	2210
Biden Job Strongly Approve	7%	(32)	9%	(39)	15%	(64)	9%	(39)	10%	(45)	7%	(31)	42%	(184)	433
Biden Job Somewhat Approve	6%	(30)	7%	(39)	14%	(73)	10%	(54)	14%	(76)	5%	(29)	44%	(237)	537
Biden Job Somewhat Disapprove	3%	(9)	6%	(21)	15%	(51)	9%	(30)	12%	(39)	7%	(24)	48%	(164)	339
Biden Job Strongly Disapprove	4%	(33)	6%	(47)	12%	(94)	6%	(50)	11%	(91)	7%	(53)	54%	(436)	805
Favorable of Biden	6%	(57)	7%	(72)	13%	(129)	9%	(88)	12%	(114)	7%	(67)	46%	(444)	969
Unfavorable of Biden	4%	(48)	6%	(71)	13%	(146)	8%	(87)	12%	(135)	6%	(69)	51%	(579)	1134
Very Favorable of Biden	7%	(32)	8%	(39)	12%	(59)	9%	(44)	10%	(50)	8%	(39)	45%	(219)	482
Somewhat Favorable of Biden	5%	(25)	7%	(33)	14%	(70)	9%	(44)	13%	(63)	6%	(28)	46%	(225)	487
Somewhat Unfavorable of Biden	4%	(12)	8%	(23)	14%	(42)	9%	(26)	12%	(37)	5%	(16)	48%	(143)	299
Very Unfavorable of Biden	4%	(35)	6%	(48)	12%	(104)	7%	(60)	12%	(98)	6%	(53)	52%	(436)	835
#1 Issue: Economy	5%	(49)	7%	(66)	14%	(125)	10%	(90)	12%	(112)	6%	(56)	45%	(415)	913
#1 Issue: Security	5%	(11)	10%	(25)	12%	(29)	6%	(15)	9%	(21)	7%	(17)	51%	(124)	243
#1 Issue: Health Care	6%	(10)	6%	(10)	14%	(23)	9%	(16)	10%	(17)	5%	(9)	50%	(86)	170
#1 Issue: Medicare / Social Security	2%	(5)	4%	(9)	7%	(20)	3%	(9)	10%	(27)	6%	(17)	67%	(178)	266
#1 Issue: Women's Issues	5%	(16)	7%	(21)	15%	(45)	10%	(32)	14%	(42)	7%	(21)	43%	(134)	311
#1 Issue: Education	9%	(5)	12%	(7)	16%	(9)	14%	(8)	8%	(5)	4%	(3)	36%	(21)	59
#1 Issue: Energy	9%	(12)	8%	(10)	13%	(18)	8%	(11)	14%	(19)	7%	(10)	40%	(54)	134
#1 Issue: Other	4%	(4)	2%	(2)	14%	(16)	2%	(3)	13%	(14)	8%	(9)	58%	(66)	115
2020 Vote: Joe Biden	6%	(58)	7%	(70)	15%	(140)	10%	(94)	11%	(100)	6%	(61)	45%	(421)	945
2020 Vote: Donald Trump	5%	(34)	6%	(45)	12%	(91)	7%	(54)	13%	(96)	5%	(39)	51%	(381)	740
2020 Vote: Other	6%	(4)	14%	(9)	7%	(5)	13%	(9)	19%	(13)	6%	(4)	35%	(23)	67
2020 Vote: Didn't Vote	4%	(17)	6%	(26)	11%	(49)	6%	(26)	11%	(49)	8%	(38)	55%	(253)	459
2018 House Vote: Democrat	6%	(48)	8%	(60)	16%	(120)	9%	(67)	10%	(77)	7%	(51)	44%	(333)	755
2018 House Vote: Republican	5%	(27)	6%	(38)	12%	(69)	6%	(37)	13%	(74)	5%	(32)	53%	(312)	589
2018 House Vote: Someone else	7%	(3)	3%	(1)	11%	(5)	13%	(6)	25%	(13)	7%	(3)	35%	(17)	50
2016 Vote: Hillary Clinton	7%	(47)	7%	(52)	16%	(109)	9%	(62)	10%	(70)	6%	(43)	45%	(313)	695
2016 Vote: Donald Trump	4%	(29)	7%	(43)	10%	(68)	6%	(42)	13%	(85)	5%	(36)	54%	(353)	656
2016 Vote: Other	7%	(6)	13%	(11)	8%	(7)	10%	(8)	14%	(12)	8%	(7)	40%	(34)	86
2016 Vote: Didn't Vote	4%	(31)	6%	(43)	13%	(98)	9%	(69)	12%	(90)	7%	(56)	49%	(378)	765

Table MCFE40_1: *Moving on to another topicHow often did you do the following in the past month?*

Listen to podcasts

Demographic	Multiple times a day	Once daily	A few times per week	Once per week	A few times	Once	Never	Total N
Adults	5% (113)	7% (151)	13% (285)	8% (183)	12% (258)	6% (142)	49% (1078)	2210
Voted in 2014: Yes	6% (76)	7% (80)	13% (160)	7% (92)	12% (144)	6% (76)	49% (599)	1227
Voted in 2014: No	4% (37)	7% (70)	13% (125)	9% (91)	12% (114)	7% (66)	49% (480)	983
4-Region: Northeast	5% (18)	6% (23)	12% (45)	10% (37)	10% (38)	7% (25)	52% (197)	383
4-Region: Midwest	7% (31)	5% (22)	14% (64)	9% (39)	11% (48)	7% (30)	49% (222)	456
4-Region: South	6% (48)	7% (59)	12% (103)	7% (55)	14% (121)	6% (52)	48% (406)	844
4-Region: West	3% (16)	9% (47)	14% (73)	10% (52)	10% (51)	6% (34)	48% (253)	527
TikTok Users	7% (59)	9% (70)	17% (132)	12% (96)	15% (118)	5% (37)	35% (281)	793
Twitch Users	12% (25)	14% (29)	25% (54)	17% (36)	13% (29)	3% (6)	17% (37)	216
2022 Sports Viewers/Attendees	5% (80)	7% (109)	16% (236)	10% (144)	12% (179)	6% (93)	43% (633)	1475
Monthly Moviegoers	12% (40)	13% (43)	17% (55)	14% (45)	12% (38)	7% (23)	24% (77)	320
Few Times per Year + Moviegoers	8% (70)	10% (92)	18% (165)	11% (104)	15% (134)	6% (57)	32% (298)	920
Heard Smile Campaign	9% (48)	11% (61)	21% (116)	12% (69)	14% (77)	6% (32)	27% (148)	551
Heard Minion Campaign	10% (53)	13% (68)	20% (110)	11% (60)	15% (79)	5% (25)	27% (144)	540
Listens to Podcasts	10% (113)	13% (151)	25% (285)	16% (183)	23% (258)	13% (142)	— (0)	1132
Streaming Services User	6% (105)	8% (141)	15% (270)	9% (166)	13% (232)	7% (128)	41% (730)	1773
Netflix User	6% (94)	8% (118)	15% (227)	10% (144)	14% (205)	7% (97)	40% (589)	1474
Disney+ User	8% (74)	9% (91)	17% (169)	11% (110)	13% (132)	6% (55)	36% (354)	984
Heterosexual or straight	5% (93)	7% (133)	13% (250)	8% (161)	12% (234)	7% (132)	49% (967)	1971
Gay	4% (3)	9% (6)	13% (9)	14% (9)	10% (7)	4% (3)	46% (31)	68
Bisexual	14% (12)	6% (5)	14% (12)	6% (5)	11% (10)	3% (3)	46% (40)	88
Yes	16% (11)	5% (4)	16% (11)	8% (5)	9% (7)	6% (4)	39% (28)	70
No	5% (101)	7% (147)	13% (274)	8% (178)	12% (251)	6% (138)	49% (1051)	2140

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

Table MCFE40_2: *Moving on to another topicHow often did you do the following in the past month?*

Listen to content on live audio services with public chat rooms, such as Clubhouse or Twitter Spaces

Demographic	Multiple times a day		Once daily		A few times per week		Once per week		A few times		Once		Never		Total N
Adults	3%	(70)	4%	(82)	6%	(128)	4%	(98)	7%	(147)	4%	(86)	72%	(1598)	2210
Gender: Male	4%	(46)	4%	(45)	7%	(75)	5%	(55)	8%	(88)	4%	(45)	67%	(714)	1068
Gender: Female	2%	(24)	3%	(37)	5%	(53)	4%	(44)	5%	(59)	4%	(42)	77%	(884)	1142
Age: 18-34	7%	(44)	8%	(49)	9%	(60)	6%	(41)	11%	(71)	5%	(30)	54%	(346)	642
Age: 35-44	4%	(16)	4%	(15)	7%	(26)	10%	(35)	9%	(32)	5%	(18)	61%	(224)	365
Age: 45-64	1%	(9)	2%	(15)	4%	(32)	3%	(21)	5%	(35)	5%	(34)	79%	(567)	714
Age: 65+	—	(0)	1%	(4)	2%	(10)	—	(1)	2%	(9)	1%	(4)	94%	(461)	489
GenZers: 1997-2012	7%	(18)	7%	(17)	7%	(18)	8%	(21)	18%	(47)	7%	(17)	47%	(119)	256
Millennials: 1981-1996	6%	(41)	6%	(42)	10%	(63)	7%	(45)	7%	(43)	4%	(25)	60%	(395)	653
GenXers: 1965-1980	2%	(10)	3%	(17)	6%	(35)	5%	(29)	7%	(41)	6%	(33)	70%	(390)	555
Baby Boomers: 1946-1964	—	(1)	1%	(6)	2%	(11)	1%	(4)	2%	(17)	2%	(12)	93%	(623)	673
PID: Dem (no lean)	4%	(38)	6%	(51)	7%	(57)	5%	(45)	7%	(60)	4%	(32)	67%	(577)	860
PID: Ind (no lean)	3%	(21)	2%	(10)	5%	(31)	3%	(23)	7%	(46)	4%	(27)	76%	(515)	674
PID: Rep (no lean)	2%	(11)	3%	(22)	6%	(39)	4%	(30)	6%	(40)	4%	(28)	75%	(506)	676
PID/Gender: Dem Men	6%	(24)	7%	(26)	10%	(40)	7%	(27)	10%	(40)	5%	(19)	55%	(219)	394
PID/Gender: Dem Women	3%	(15)	5%	(24)	4%	(18)	4%	(18)	4%	(20)	3%	(12)	77%	(358)	465
PID/Gender: Ind Men	4%	(15)	2%	(6)	5%	(18)	4%	(12)	7%	(23)	4%	(15)	74%	(256)	345
PID/Gender: Ind Women	2%	(6)	1%	(5)	4%	(13)	3%	(11)	7%	(23)	4%	(12)	79%	(259)	329
PID/Gender: Rep Men	2%	(8)	4%	(13)	5%	(17)	5%	(16)	7%	(24)	3%	(10)	73%	(240)	328
PID/Gender: Rep Women	1%	(3)	2%	(8)	6%	(22)	4%	(15)	5%	(16)	5%	(17)	77%	(267)	348
Ideo: Liberal (1-3)	4%	(26)	5%	(34)	6%	(37)	5%	(36)	7%	(45)	5%	(30)	68%	(448)	656
Ideo: Moderate (4)	4%	(31)	3%	(24)	7%	(56)	5%	(34)	8%	(57)	4%	(28)	69%	(520)	751
Ideo: Conservative (5-7)	1%	(9)	3%	(23)	4%	(29)	3%	(22)	6%	(40)	3%	(23)	78%	(520)	666
Educ: < College	3%	(48)	3%	(43)	5%	(70)	4%	(58)	8%	(108)	4%	(61)	73%	(1049)	1437
Educ: Bachelors degree	3%	(14)	6%	(27)	8%	(39)	5%	(24)	5%	(26)	3%	(17)	70%	(344)	491
Educ: Post-grad	3%	(9)	4%	(12)	7%	(19)	6%	(16)	5%	(13)	3%	(9)	73%	(205)	282
Income: Under 50k	3%	(36)	3%	(41)	5%	(64)	4%	(53)	7%	(95)	4%	(50)	73%	(932)	1271
Income: 50k-100k	3%	(17)	4%	(28)	7%	(45)	5%	(34)	6%	(37)	5%	(30)	71%	(466)	656
Income: 100k+	6%	(17)	5%	(13)	7%	(19)	4%	(12)	5%	(15)	2%	(6)	71%	(200)	283
Ethnicity: White	2%	(27)	3%	(57)	5%	(84)	4%	(64)	6%	(97)	3%	(56)	77%	(1326)	1711
Ethnicity: Hispanic	6%	(21)	6%	(24)	9%	(34)	7%	(27)	12%	(46)	5%	(19)	54%	(202)	374

Table MCFE40_2: *Moving on to another topicHow often did you do the following in the past month?*
Listen to content on live audio services with public chat rooms, such as Clubhouse or Twitter Spaces

Demographic	Multiple times a day		Once daily		A few times per week		Once per week		A few times		Once		Never		Total N
Adults	3%	(70)	4%	(82)	6%	(128)	4%	(98)	7%	(147)	4%	(86)	72%	(1598)	2210
Ethnicity: Black	12%	(33)	7%	(21)	11%	(31)	6%	(18)	9%	(26)	6%	(18)	48%	(134)	282
Ethnicity: Other	4%	(10)	2%	(5)	6%	(13)	8%	(16)	11%	(23)	6%	(12)	64%	(138)	217
All Christian	3%	(27)	4%	(40)	6%	(66)	4%	(39)	5%	(51)	3%	(33)	75%	(773)	1029
All Non-Christian	4%	(5)	6%	(8)	7%	(9)	7%	(9)	5%	(6)	6%	(7)	66%	(85)	129
Atheist	1%	(1)	2%	(2)	7%	(6)	9%	(9)	9%	(9)	5%	(5)	68%	(68)	99
Agnostic/Nothing in particular	4%	(23)	3%	(17)	3%	(19)	3%	(20)	8%	(45)	4%	(21)	75%	(443)	587
Something Else	4%	(15)	4%	(16)	7%	(27)	6%	(21)	10%	(37)	5%	(19)	63%	(230)	365
Religious Non-Protestant/Catholic	4%	(6)	5%	(8)	8%	(13)	7%	(10)	4%	(6)	7%	(10)	65%	(101)	154
Evangelical	4%	(21)	5%	(29)	8%	(43)	5%	(25)	6%	(35)	4%	(20)	69%	(385)	558
Non-Evangelical	2%	(18)	3%	(26)	6%	(45)	4%	(34)	6%	(51)	4%	(28)	75%	(591)	792
Community: Urban	5%	(32)	7%	(43)	7%	(47)	7%	(43)	9%	(58)	4%	(26)	61%	(389)	638
Community: Suburban	3%	(29)	3%	(26)	5%	(54)	4%	(37)	6%	(58)	4%	(45)	76%	(766)	1014
Community: Rural	2%	(9)	2%	(13)	5%	(26)	3%	(19)	6%	(31)	3%	(16)	79%	(443)	558
Employ: Private Sector	4%	(26)	7%	(45)	9%	(60)	6%	(41)	7%	(45)	5%	(34)	62%	(404)	654
Employ: Government	10%	(13)	5%	(7)	8%	(10)	10%	(14)	12%	(16)	4%	(5)	52%	(70)	136
Employ: Self-Employed	5%	(9)	7%	(11)	9%	(15)	7%	(11)	9%	(15)	4%	(7)	59%	(98)	166
Employ: Homemaker	2%	(4)	3%	(5)	5%	(9)	4%	(8)	5%	(9)	4%	(8)	77%	(147)	190
Employ: Student	7%	(4)	5%	(3)	7%	(4)	6%	(4)	22%	(14)	5%	(3)	48%	(30)	62
Employ: Retired	1%	(5)	1%	(6)	2%	(11)	—	(2)	2%	(10)	3%	(14)	92%	(515)	563
Employ: Unemployed	1%	(4)	1%	(2)	3%	(8)	5%	(14)	9%	(27)	2%	(7)	79%	(239)	301
Employ: Other	4%	(5)	2%	(3)	7%	(9)	4%	(5)	8%	(12)	6%	(8)	69%	(95)	137
Military HH: Yes	2%	(7)	3%	(7)	6%	(16)	2%	(7)	5%	(15)	4%	(12)	77%	(219)	283
Military HH: No	3%	(63)	4%	(75)	6%	(112)	5%	(91)	7%	(132)	4%	(74)	72%	(1379)	1927
RD/WT: Right Direction	6%	(38)	7%	(46)	8%	(56)	6%	(42)	9%	(57)	4%	(26)	60%	(399)	666
RD/WT: Wrong Track	2%	(32)	2%	(36)	5%	(72)	4%	(56)	6%	(90)	4%	(60)	78%	(1199)	1544
Biden Job Approve	4%	(43)	6%	(54)	7%	(68)	4%	(44)	8%	(82)	4%	(38)	66%	(641)	970
Biden Job Disapprove	2%	(25)	2%	(28)	5%	(53)	4%	(48)	5%	(59)	4%	(44)	77%	(886)	1144

Continued on next page

Table MCFE40_2: *Moving on to another topicHow often did you do the following in the past month?*

Listen to content on live audio services with public chat rooms, such as Clubhouse or Twitter Spaces

Demographic	Multiple times a day		Once daily		A few times per week		Once per week		A few times		Once		Never		Total N
Adults	3%	(70)	4%	(82)	6%	(128)	4%	(98)	7%	(147)	4%	(86)	72%	(1598)	2210
Biden Job Strongly Approve	6%	(24)	8%	(36)	7%	(31)	6%	(25)	10%	(41)	5%	(21)	59%	(255)	433
Biden Job Somewhat Approve	4%	(19)	3%	(18)	7%	(37)	4%	(19)	8%	(41)	3%	(17)	72%	(386)	537
Biden Job Somewhat Disapprove	2%	(7)	4%	(14)	6%	(22)	5%	(18)	6%	(19)	5%	(16)	72%	(243)	339
Biden Job Strongly Disapprove	2%	(18)	2%	(15)	4%	(32)	4%	(30)	5%	(39)	3%	(28)	80%	(643)	805
Favorable of Biden	4%	(38)	5%	(45)	7%	(65)	4%	(42)	8%	(82)	4%	(43)	67%	(654)	969
Unfavorable of Biden	2%	(27)	3%	(33)	5%	(57)	4%	(47)	5%	(56)	3%	(38)	77%	(876)	1134
Very Favorable of Biden	4%	(21)	6%	(31)	7%	(33)	5%	(23)	11%	(52)	5%	(25)	62%	(298)	482
Somewhat Favorable of Biden	3%	(17)	3%	(14)	7%	(32)	4%	(19)	6%	(30)	4%	(18)	73%	(356)	487
Somewhat Unfavorable of Biden	2%	(6)	4%	(11)	6%	(19)	5%	(15)	6%	(17)	4%	(13)	73%	(217)	299
Very Unfavorable of Biden	2%	(20)	3%	(22)	5%	(39)	4%	(32)	5%	(39)	3%	(25)	79%	(658)	835
#1 Issue: Economy	3%	(30)	4%	(36)	7%	(66)	5%	(46)	7%	(67)	5%	(42)	69%	(627)	913
#1 Issue: Security	2%	(4)	4%	(10)	5%	(11)	2%	(4)	4%	(10)	4%	(9)	80%	(194)	243
#1 Issue: Health Care	7%	(13)	2%	(4)	7%	(11)	9%	(15)	8%	(13)	4%	(6)	64%	(108)	170
#1 Issue: Medicare / Social Security	1%	(3)	3%	(8)	1%	(4)	1%	(2)	4%	(12)	2%	(5)	87%	(231)	266
#1 Issue: Women's Issues	5%	(14)	4%	(12)	5%	(16)	5%	(17)	9%	(26)	4%	(14)	68%	(212)	311
#1 Issue: Education	5%	(3)	10%	(6)	11%	(6)	6%	(3)	10%	(6)	9%	(5)	50%	(29)	59
#1 Issue: Energy	1%	(1)	4%	(5)	8%	(11)	6%	(8)	7%	(10)	3%	(4)	71%	(96)	134
#1 Issue: Other	1%	(1)	1%	(1)	2%	(3)	3%	(3)	3%	(3)	1%	(1)	89%	(102)	115
2020 Vote: Joe Biden	4%	(41)	5%	(45)	7%	(68)	4%	(41)	7%	(62)	4%	(34)	69%	(653)	945
2020 Vote: Donald Trump	2%	(15)	3%	(22)	5%	(37)	4%	(28)	6%	(42)	3%	(23)	78%	(573)	740
2020 Vote: Other	3%	(2)	—	(0)	3%	(2)	8%	(6)	5%	(3)	8%	(5)	73%	(49)	67
2020 Vote: Didn't Vote	3%	(11)	3%	(16)	4%	(20)	5%	(25)	9%	(40)	5%	(24)	70%	(322)	459
2018 House Vote: Democrat	4%	(32)	5%	(41)	7%	(52)	5%	(36)	7%	(50)	4%	(28)	68%	(516)	755
2018 House Vote: Republican	2%	(11)	2%	(13)	5%	(30)	3%	(19)	5%	(29)	3%	(17)	80%	(471)	589
2018 House Vote: Someone else	8%	(4)	—	(0)	—	(0)	4%	(2)	8%	(4)	5%	(3)	74%	(37)	50
2016 Vote: Hillary Clinton	4%	(27)	6%	(39)	7%	(50)	4%	(29)	7%	(48)	3%	(21)	69%	(481)	695
2016 Vote: Donald Trump	2%	(14)	2%	(15)	5%	(30)	3%	(19)	5%	(32)	3%	(18)	81%	(529)	656
2016 Vote: Other	4%	(3)	—	(0)	1%	(1)	2%	(2)	6%	(5)	9%	(8)	78%	(67)	86
2016 Vote: Didn't Vote	3%	(26)	4%	(28)	6%	(44)	6%	(47)	8%	(61)	5%	(40)	68%	(519)	765

Table MCFE40_2: *Moving on to another topicHow often did you do the following in the past month?*
Listen to content on live audio services with public chat rooms, such as Clubhouse or Twitter Spaces

Demographic	Multiple times a day		Once daily		A few times per week		Once per week		A few times		Once		Never		Total N
Adults	3%	(70)	4%	(82)	6%	(128)	4%	(98)	7%	(147)	4%	(86)	72%	(1598)	2210
Voted in 2014: Yes	3%	(41)	4%	(47)	6%	(70)	3%	(43)	6%	(70)	4%	(44)	74%	(912)	1227
Voted in 2014: No	3%	(29)	4%	(35)	6%	(58)	6%	(56)	8%	(77)	4%	(42)	70%	(686)	983
4-Region: Northeast	3%	(11)	3%	(12)	6%	(23)	4%	(15)	5%	(19)	3%	(13)	75%	(288)	383
4-Region: Midwest	2%	(9)	3%	(12)	4%	(19)	4%	(19)	6%	(28)	4%	(18)	77%	(351)	456
4-Region: South	4%	(37)	4%	(35)	7%	(62)	4%	(37)	8%	(64)	4%	(34)	68%	(574)	844
4-Region: West	3%	(13)	4%	(23)	5%	(24)	5%	(27)	7%	(35)	4%	(20)	73%	(385)	527
TikTok Users	7%	(52)	6%	(49)	9%	(74)	6%	(48)	10%	(83)	5%	(42)	56%	(446)	793
Twitch Users	10%	(22)	14%	(29)	13%	(29)	7%	(15)	15%	(31)	3%	(6)	39%	(84)	216
2022 Sports Viewers/Attendees	4%	(57)	5%	(68)	7%	(109)	5%	(68)	8%	(112)	4%	(58)	68%	(1004)	1475
Monthly Moviegoers	9%	(29)	12%	(38)	13%	(43)	11%	(36)	8%	(27)	5%	(18)	41%	(131)	320
Few Times per Year + Moviegoers	5%	(50)	7%	(66)	10%	(90)	7%	(66)	9%	(83)	5%	(47)	56%	(518)	920
Heard Smile Campaign	9%	(47)	11%	(60)	12%	(64)	9%	(50)	12%	(68)	5%	(28)	42%	(233)	551
Heard Minion Campaign	9%	(48)	11%	(58)	12%	(66)	10%	(53)	10%	(56)	5%	(28)	43%	(230)	540
Listens to Podcasts	5%	(62)	6%	(73)	10%	(118)	7%	(84)	11%	(127)	5%	(57)	54%	(611)	1132
Streaming Services User	4%	(69)	5%	(81)	7%	(124)	5%	(96)	8%	(143)	5%	(81)	66%	(1178)	1773
Netflix User	4%	(66)	5%	(69)	8%	(115)	6%	(84)	9%	(133)	5%	(68)	64%	(939)	1474
Disney+ User	5%	(51)	6%	(56)	9%	(86)	7%	(73)	10%	(96)	6%	(54)	58%	(567)	984
Heterosexual or straight	3%	(59)	4%	(78)	6%	(113)	4%	(82)	7%	(130)	4%	(78)	73%	(1430)	1971
Gay	5%	(3)	1%	(1)	7%	(4)	2%	(1)	9%	(6)	6%	(4)	71%	(48)	68
Bisexual	9%	(8)	2%	(2)	3%	(2)	6%	(6)	8%	(7)	3%	(2)	69%	(61)	88
Yes	6%	(4)	—	(0)	5%	(3)	9%	(7)	15%	(11)	3%	(2)	62%	(44)	70
No	3%	(66)	4%	(82)	6%	(124)	4%	(92)	6%	(137)	4%	(84)	73%	(1555)	2140

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

Table MCFE40_3: *Moving on to another topicHow often did you do the following in the past month?*

Stream music on a audio streaming service, such as Spotify or Apple Music

Demographic	Multiple times a day	Once daily	A few times per week	Once per week	A few times	Once	Never	Total N
Adults	15% (327)	11% (236)	17% (378)	5% (110)	10% (224)	5% (102)	38% (833)	2210
Gender: Male	16% (167)	12% (124)	18% (189)	5% (53)	9% (97)	3% (37)	38% (401)	1068
Gender: Female	14% (159)	10% (113)	17% (189)	5% (57)	11% (127)	6% (65)	38% (432)	1142
Age: 18-34	26% (164)	17% (111)	21% (136)	6% (37)	8% (51)	5% (33)	17% (111)	642
Age: 35-44	20% (74)	13% (46)	19% (70)	7% (27)	14% (50)	4% (14)	23% (83)	365
Age: 45-64	10% (69)	8% (59)	17% (123)	4% (31)	12% (85)	6% (42)	43% (305)	714
Age: 65+	4% (20)	4% (20)	10% (49)	3% (15)	8% (37)	3% (14)	68% (334)	489
GenZers: 1997-2012	28% (71)	16% (41)	20% (50)	6% (15)	10% (24)	4% (11)	17% (43)	256
Millennials: 1981-1996	24% (156)	15% (100)	20% (133)	7% (46)	9% (56)	4% (29)	20% (132)	653
GenXers: 1965-1980	12% (68)	12% (65)	19% (108)	4% (24)	14% (79)	6% (32)	32% (179)	555
Baby Boomers: 1946-1964	5% (30)	4% (30)	12% (83)	4% (24)	9% (62)	4% (29)	62% (415)	673
PID: Dem (no lean)	18% (157)	13% (111)	18% (151)	6% (52)	9% (75)	4% (32)	33% (281)	860
PID: Ind (no lean)	12% (83)	10% (69)	18% (121)	4% (26)	11% (76)	5% (30)	40% (269)	674
PID: Rep (no lean)	13% (86)	8% (57)	16% (106)	5% (32)	11% (72)	6% (39)	42% (283)	676
PID/Gender: Dem Men	20% (81)	14% (55)	19% (76)	7% (27)	8% (32)	3% (11)	29% (112)	394
PID/Gender: Dem Women	17% (77)	12% (56)	16% (75)	5% (25)	9% (44)	5% (21)	36% (169)	465
PID/Gender: Ind Men	13% (44)	10% (36)	19% (66)	3% (11)	9% (31)	4% (13)	42% (145)	345
PID/Gender: Ind Women	12% (39)	10% (33)	17% (55)	5% (15)	14% (45)	5% (17)	38% (124)	329
PID/Gender: Rep Men	13% (43)	10% (33)	14% (47)	5% (15)	10% (34)	4% (12)	44% (144)	328
PID/Gender: Rep Women	13% (44)	7% (24)	17% (60)	5% (17)	11% (38)	8% (27)	40% (139)	348
Ideo: Liberal (1-3)	18% (121)	13% (82)	16% (108)	6% (37)	10% (64)	4% (29)	33% (215)	656
Ideo: Moderate (4)	15% (110)	12% (87)	18% (135)	4% (29)	11% (81)	5% (35)	36% (274)	751
Ideo: Conservative (5-7)	11% (76)	8% (55)	17% (115)	6% (38)	10% (66)	4% (25)	44% (293)	666
Educ: < College	15% (217)	11% (151)	16% (227)	5% (74)	11% (156)	5% (65)	38% (547)	1437
Educ: Bachelors degree	13% (64)	13% (62)	21% (101)	5% (24)	9% (43)	5% (23)	36% (175)	491
Educ: Post-grad	16% (46)	8% (24)	18% (50)	4% (12)	9% (25)	5% (14)	40% (112)	282
Income: Under 50k	13% (171)	10% (131)	14% (176)	5% (62)	11% (138)	6% (73)	41% (520)	1271
Income: 50k-100k	16% (103)	12% (78)	21% (137)	4% (25)	10% (64)	3% (22)	35% (227)	656
Income: 100k+	19% (52)	10% (27)	23% (65)	8% (22)	8% (22)	2% (7)	31% (87)	283
Ethnicity: White	14% (242)	9% (157)	17% (295)	4% (75)	10% (173)	4% (68)	41% (701)	1711
Ethnicity: Hispanic	21% (79)	12% (45)	21% (80)	5% (18)	12% (45)	6% (22)	23% (86)	374

Continued on next page

Table MCFE40_3: *Moving on to another topicHow often did you do the following in the past month?*

Stream music on a audio streaming service, such as Spotify or Apple Music

Demographic	Multiple times a day	Once daily	A few times per week	Once per week	A few times	Once	Never	Total N
Adults	15% (327)	11% (236)	17% (378)	5% (110)	10% (224)	5% (102)	38% (833)	2210
Ethnicity: Black	24% (67)	16% (44)	16% (44)	8% (22)	9% (26)	8% (22)	20% (56)	282
Ethnicity: Other	8% (18)	16% (36)	18% (39)	6% (12)	11% (24)	5% (11)	35% (77)	217
All Christian	13% (135)	10% (99)	16% (163)	5% (54)	9% (95)	4% (40)	43% (442)	1029
All Non-Christian	9% (12)	11% (14)	20% (25)	7% (8)	9% (12)	4% (5)	42% (54)	129
Atheist	22% (22)	13% (13)	17% (17)	4% (4)	10% (10)	6% (6)	28% (28)	99
Agnostic/Nothing in particular	16% (92)	12% (70)	16% (97)	4% (25)	11% (63)	6% (36)	35% (204)	587
Something Else	18% (66)	11% (40)	21% (76)	5% (19)	12% (44)	4% (16)	29% (106)	365
Religious Non-Protestant/Catholic	9% (13)	12% (19)	19% (28)	8% (12)	8% (13)	4% (6)	40% (61)	154
Evangelical	15% (84)	10% (53)	18% (100)	4% (24)	10% (58)	3% (19)	39% (219)	558
Non-Evangelical	14% (113)	10% (80)	17% (134)	6% (45)	10% (76)	4% (33)	39% (311)	792
Community: Urban	19% (123)	14% (90)	18% (113)	6% (37)	11% (69)	5% (33)	27% (172)	638
Community: Suburban	14% (142)	10% (101)	17% (176)	5% (52)	10% (97)	4% (40)	40% (407)	1014
Community: Rural	11% (61)	8% (46)	16% (89)	4% (21)	10% (57)	5% (29)	46% (254)	558
Employ: Private Sector	21% (136)	14% (90)	21% (136)	6% (42)	11% (70)	4% (29)	23% (152)	654
Employ: Government	16% (22)	14% (19)	26% (36)	8% (11)	10% (14)	4% (6)	21% (29)	136
Employ: Self-Employed	19% (32)	12% (19)	20% (33)	5% (8)	12% (20)	7% (12)	25% (41)	166
Employ: Homemaker	15% (28)	13% (24)	22% (42)	5% (10)	9% (18)	6% (11)	29% (56)	190
Employ: Student	27% (17)	22% (14)	18% (11)	6% (4)	13% (8)	3% (2)	11% (7)	62
Employ: Retired	6% (31)	4% (24)	10% (58)	3% (16)	8% (46)	4% (22)	65% (365)	563
Employ: Unemployed	14% (41)	10% (30)	14% (42)	2% (7)	10% (29)	4% (13)	46% (139)	301
Employ: Other	14% (19)	11% (15)	15% (20)	9% (12)	13% (18)	5% (7)	33% (45)	137
Military HH: Yes	13% (37)	8% (23)	20% (57)	2% (6)	8% (23)	2% (6)	46% (131)	283
Military HH: No	15% (290)	11% (214)	17% (321)	5% (104)	10% (201)	5% (95)	36% (702)	1927
RD/WT: Right Direction	16% (108)	13% (86)	19% (124)	6% (41)	8% (55)	3% (22)	34% (230)	666
RD/WT: Wrong Track	14% (218)	10% (151)	16% (254)	4% (68)	11% (168)	5% (80)	39% (604)	1544
Biden Job Approve	16% (156)	12% (120)	18% (177)	5% (44)	11% (103)	4% (38)	34% (332)	970
Biden Job Disapprove	13% (154)	10% (110)	17% (189)	5% (61)	10% (111)	5% (58)	40% (461)	1144

Table MCFE40_3: *Moving on to another topicHow often did you do the following in the past month?*

Stream music on a audio streaming service, such as Spotify or Apple Music

Demographic	Multiple times a day	Once daily	A few times per week	Once per week	A few times	Once	Never	Total N
Adults	15% (327)	11% (236)	17% (378)	5% (110)	10% (224)	5% (102)	38% (833)	2210
Biden Job Strongly Approve	15% (67)	13% (55)	17% (75)	5% (22)	10% (42)	4% (16)	36% (155)	433
Biden Job Somewhat Approve	17% (89)	12% (64)	19% (102)	4% (22)	11% (61)	4% (22)	33% (177)	537
Biden Job Somewhat Disapprove	12% (42)	14% (46)	21% (70)	4% (15)	9% (29)	7% (25)	33% (111)	339
Biden Job Strongly Disapprove	14% (111)	8% (64)	15% (119)	6% (46)	10% (82)	4% (33)	43% (350)	805
Favorable of Biden	16% (151)	11% (110)	19% (186)	4% (41)	10% (99)	4% (41)	35% (340)	969
Unfavorable of Biden	14% (159)	11% (119)	16% (177)	6% (66)	10% (112)	5% (52)	40% (448)	1134
Very Favorable of Biden	15% (72)	11% (52)	19% (92)	5% (25)	10% (48)	4% (20)	36% (173)	482
Somewhat Favorable of Biden	16% (79)	12% (58)	19% (94)	3% (16)	10% (51)	4% (22)	34% (167)	487
Somewhat Unfavorable of Biden	17% (50)	17% (51)	17% (51)	6% (19)	8% (25)	6% (17)	28% (85)	299
Very Unfavorable of Biden	13% (109)	8% (68)	15% (126)	6% (47)	10% (87)	4% (35)	43% (363)	835
#1 Issue: Economy	15% (140)	11% (103)	21% (188)	6% (56)	10% (89)	5% (43)	32% (294)	913
#1 Issue: Security	11% (27)	6% (16)	12% (30)	5% (13)	7% (16)	5% (12)	53% (129)	243
#1 Issue: Health Care	13% (23)	16% (27)	16% (27)	4% (6)	9% (16)	5% (9)	37% (62)	170
#1 Issue: Medicare / Social Security	6% (16)	5% (13)	11% (31)	2% (6)	16% (42)	4% (10)	56% (149)	266
#1 Issue: Women's Issues	22% (68)	12% (38)	17% (54)	6% (18)	11% (33)	5% (15)	27% (85)	311
#1 Issue: Education	23% (14)	20% (12)	21% (13)	4% (2)	8% (5)	6% (4)	18% (11)	59
#1 Issue: Energy	20% (27)	11% (15)	18% (24)	3% (4)	9% (12)	6% (8)	34% (45)	134
#1 Issue: Other	10% (12)	13% (15)	10% (12)	5% (5)	9% (11)	2% (3)	50% (57)	115
2020 Vote: Joe Biden	17% (163)	12% (116)	18% (174)	5% (49)	9% (87)	4% (33)	34% (323)	945
2020 Vote: Donald Trump	12% (87)	9% (65)	16% (117)	5% (36)	10% (78)	5% (34)	44% (323)	740
2020 Vote: Other	22% (15)	13% (9)	9% (6)	7% (5)	15% (10)	2% (1)	32% (21)	67
2020 Vote: Didn't Vote	13% (62)	10% (47)	18% (81)	4% (20)	11% (49)	7% (33)	36% (166)	459
2018 House Vote: Democrat	17% (130)	12% (90)	19% (142)	5% (41)	9% (67)	4% (29)	34% (256)	755
2018 House Vote: Republican	10% (61)	8% (49)	16% (95)	5% (27)	10% (57)	4% (24)	47% (275)	589
2018 House Vote: Someone else	16% (8)	17% (8)	8% (4)	8% (4)	13% (6)	4% (2)	35% (17)	50
2016 Vote: Hillary Clinton	17% (116)	13% (88)	17% (120)	5% (36)	9% (65)	4% (30)	34% (239)	695
2016 Vote: Donald Trump	11% (72)	8% (53)	17% (113)	4% (29)	8% (54)	5% (31)	46% (304)	656
2016 Vote: Other	14% (12)	11% (9)	12% (11)	6% (6)	11% (10)	5% (4)	41% (35)	86
2016 Vote: Didn't Vote	16% (125)	11% (85)	17% (132)	5% (37)	12% (93)	5% (37)	33% (256)	765

Table MCFE40_3: *Moving on to another topicHow often did you do the following in the past month?*

Stream music on a audio streaming service, such as Spotify or Apple Music

Demographic	Multiple times a day	Once daily	A few times per week	Once per week	A few times	Once	Never	Total N
Adults	15% (327)	11% (236)	17% (378)	5% (110)	10% (224)	5% (102)	38% (833)	2210
Voted in 2014: Yes	13% (164)	10% (126)	17% (204)	5% (66)	10% (117)	5% (56)	40% (493)	1227
Voted in 2014: No	17% (163)	11% (110)	18% (174)	4% (44)	11% (107)	5% (46)	35% (340)	983
4-Region: Northeast	15% (56)	11% (44)	15% (58)	5% (21)	7% (25)	6% (21)	41% (157)	383
4-Region: Midwest	13% (60)	10% (45)	16% (73)	4% (19)	12% (53)	5% (23)	40% (184)	456
4-Region: South	16% (135)	11% (94)	16% (132)	5% (44)	12% (97)	4% (37)	36% (304)	844
4-Region: West	14% (76)	10% (54)	22% (115)	5% (25)	9% (48)	4% (20)	36% (189)	527
TikTok Users	25% (197)	14% (111)	22% (171)	5% (42)	10% (78)	4% (33)	20% (159)	793
Twitch Users	31% (68)	20% (44)	23% (49)	6% (13)	5% (11)	1% (3)	13% (28)	216
2022 Sports Viewers/Attendees	16% (242)	11% (157)	20% (299)	5% (81)	11% (157)	4% (61)	32% (478)	1475
Monthly Moviegoers	18% (59)	18% (56)	23% (75)	8% (25)	11% (35)	4% (12)	18% (58)	320
Few Times per Year + Moviegoers	19% (175)	15% (142)	22% (200)	6% (56)	12% (110)	4% (34)	22% (204)	920
Heard Smile Campaign	22% (122)	17% (94)	23% (126)	8% (47)	10% (56)	4% (25)	15% (82)	551
Heard Minion Campaign	27% (144)	17% (94)	21% (114)	8% (43)	8% (43)	3% (18)	16% (85)	540
Listens to Podcasts	20% (232)	15% (166)	23% (265)	7% (75)	12% (138)	5% (58)	17% (198)	1132
Streaming Services User	17% (307)	13% (228)	20% (358)	6% (102)	12% (205)	5% (91)	27% (482)	1773
Netflix User	18% (270)	13% (199)	20% (291)	6% (92)	11% (167)	4% (62)	27% (392)	1474
Disney+ User	21% (202)	15% (149)	21% (202)	7% (68)	12% (119)	5% (47)	20% (197)	984
Heterosexual or straight	14% (280)	10% (202)	17% (337)	5% (101)	10% (205)	5% (91)	38% (755)	1971
Gay	20% (14)	6% (4)	29% (20)	3% (2)	7% (4)	7% (5)	28% (19)	68
Bisexual	24% (21)	23% (20)	11% (10)	4% (3)	10% (9)	2% (2)	27% (24)	88
Yes	29% (21)	13% (9)	14% (10)	6% (4)	10% (7)	5% (3)	23% (16)	70
No	14% (306)	11% (228)	17% (368)	5% (105)	10% (217)	5% (98)	38% (817)	2140

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

Table MCFE40_4: *Moving on to another topicHow often did you do the following in the past month?*

Read a book

Demographic	Multiple times a day	Once daily	A few times per week	Once per week	A few times	Once	Never	Total N
Adults	8% (172)	9% (192)	15% (325)	8% (177)	17% (381)	11% (242)	33% (720)	2210
Gender: Male	6% (66)	7% (79)	14% (146)	8% (90)	17% (180)	11% (116)	37% (390)	1068
Gender: Female	9% (106)	10% (113)	16% (179)	8% (87)	18% (201)	11% (126)	29% (330)	1142
Age: 18-34	6% (36)	8% (50)	17% (110)	13% (81)	18% (116)	9% (60)	29% (189)	642
Age: 35-44	7% (24)	9% (33)	16% (57)	7% (26)	20% (74)	11% (39)	31% (112)	365
Age: 45-64	6% (43)	8% (54)	14% (98)	6% (46)	16% (117)	14% (101)	36% (255)	714
Age: 65+	14% (69)	11% (55)	12% (60)	5% (24)	15% (75)	9% (43)	33% (163)	489
GenZers: 1997-2012	6% (14)	7% (18)	14% (35)	12% (32)	17% (44)	12% (30)	33% (83)	256
Millennials: 1981-1996	6% (39)	8% (54)	18% (119)	11% (71)	20% (128)	8% (54)	29% (187)	653
GenXers: 1965-1980	6% (31)	8% (46)	14% (77)	6% (36)	18% (100)	14% (80)	34% (186)	555
Baby Boomers: 1946-1964	12% (78)	10% (70)	13% (90)	5% (37)	14% (95)	11% (73)	34% (230)	673
PID: Dem (no lean)	7% (62)	11% (92)	16% (139)	9% (75)	18% (152)	11% (97)	28% (242)	860
PID: Ind (no lean)	8% (56)	5% (34)	15% (102)	7% (44)	15% (103)	11% (77)	38% (259)	674
PID: Rep (no lean)	8% (54)	10% (66)	13% (85)	9% (58)	19% (127)	10% (69)	32% (218)	676
PID/Gender: Dem Men	5% (21)	9% (35)	15% (58)	10% (39)	19% (73)	12% (48)	30% (119)	394
PID/Gender: Dem Women	9% (42)	12% (57)	17% (81)	8% (36)	17% (79)	10% (49)	26% (122)	465
PID/Gender: Ind Men	6% (22)	4% (15)	14% (47)	7% (24)	18% (61)	11% (37)	40% (138)	345
PID/Gender: Ind Women	10% (34)	6% (18)	17% (54)	6% (20)	13% (42)	12% (40)	37% (121)	329
PID/Gender: Rep Men	7% (23)	9% (28)	12% (40)	8% (27)	14% (46)	9% (31)	40% (132)	328
PID/Gender: Rep Women	9% (31)	11% (38)	13% (44)	9% (31)	23% (81)	11% (38)	25% (86)	348
Ideo: Liberal (1-3)	8% (51)	9% (59)	18% (115)	8% (53)	19% (122)	11% (72)	28% (184)	656
Ideo: Moderate (4)	8% (62)	9% (66)	14% (108)	7% (54)	17% (129)	12% (93)	32% (239)	751
Ideo: Conservative (5-7)	8% (56)	9% (61)	13% (90)	9% (62)	17% (114)	10% (64)	33% (220)	666
Educ: < College	6% (91)	8% (119)	13% (182)	8% (118)	17% (241)	11% (164)	36% (522)	1437
Educ: Bachelors degree	8% (38)	9% (46)	18% (87)	9% (43)	17% (86)	10% (50)	29% (140)	491
Educ: Post-grad	15% (43)	9% (27)	20% (56)	6% (17)	19% (54)	10% (28)	21% (58)	282
Income: Under 50k	7% (92)	8% (104)	13% (167)	7% (92)	17% (216)	10% (131)	37% (469)	1271
Income: 50k-100k	7% (46)	10% (65)	17% (111)	9% (59)	19% (123)	12% (79)	26% (172)	656
Income: 100k+	12% (33)	8% (23)	17% (47)	9% (26)	15% (42)	11% (32)	28% (78)	283
Ethnicity: White	8% (137)	9% (151)	15% (259)	8% (134)	17% (283)	11% (188)	33% (558)	1711
Ethnicity: Hispanic	5% (18)	4% (16)	14% (51)	12% (45)	22% (82)	13% (49)	30% (112)	374

Continued on next page

Table MCFE40_4: *Moving on to another topicHow often did you do the following in the past month?*

Read a book

Demographic	Multiple times a day	Once daily	A few times per week	Once per week	A few times	Once	Never	Total N
Adults	8% (172)	9% (192)	15% (325)	8% (177)	17% (381)	11% (242)	33% (720)	2210
Ethnicity: Black	8% (23)	9% (26)	14% (41)	8% (21)	15% (44)	13% (37)	32% (90)	282
Ethnicity: Other	5% (11)	7% (14)	12% (26)	10% (22)	25% (55)	8% (17)	33% (71)	217
All Christian	8% (80)	11% (109)	15% (155)	9% (93)	17% (172)	11% (113)	30% (306)	1029
All Non-Christian	11% (14)	6% (8)	17% (22)	11% (14)	18% (24)	9% (12)	27% (35)	129
Atheist	13% (12)	9% (9)	12% (12)	4% (4)	17% (17)	17% (17)	27% (27)	99
Agnostic/Nothing in particular	7% (42)	5% (32)	15% (89)	6% (36)	18% (107)	10% (57)	38% (225)	587
Something Else	6% (23)	9% (34)	12% (46)	9% (31)	17% (61)	12% (44)	35% (126)	365
Religious Non-Protestant/Catholic	11% (17)	7% (11)	17% (26)	12% (19)	17% (26)	9% (13)	27% (41)	154
Evangelical	9% (50)	10% (56)	15% (82)	9% (49)	17% (94)	10% (56)	31% (171)	558
Non-Evangelical	6% (50)	10% (81)	14% (113)	9% (68)	17% (132)	12% (96)	32% (253)	792
Community: Urban	8% (52)	8% (52)	14% (92)	9% (56)	18% (113)	12% (75)	31% (198)	638
Community: Suburban	8% (77)	9% (88)	16% (164)	8% (83)	17% (171)	12% (120)	31% (310)	1014
Community: Rural	8% (43)	9% (52)	12% (69)	7% (38)	17% (97)	8% (47)	38% (212)	558
Employ: Private Sector	5% (31)	9% (57)	18% (115)	12% (77)	17% (111)	11% (75)	29% (189)	654
Employ: Government	10% (14)	9% (12)	15% (21)	9% (13)	20% (27)	17% (23)	20% (27)	136
Employ: Self-Employed	7% (11)	10% (16)	22% (37)	6% (11)	20% (33)	10% (16)	26% (43)	166
Employ: Homemaker	8% (15)	12% (23)	16% (31)	7% (13)	18% (35)	10% (19)	29% (54)	190
Employ: Student	6% (4)	8% (5)	16% (10)	15% (9)	13% (8)	7% (5)	34% (21)	62
Employ: Retired	13% (72)	11% (59)	12% (66)	5% (30)	14% (80)	10% (54)	36% (201)	563
Employ: Unemployed	6% (18)	4% (13)	8% (26)	6% (17)	18% (55)	11% (35)	45% (137)	301
Employ: Other	6% (8)	4% (6)	14% (19)	6% (8)	23% (32)	12% (16)	35% (47)	137
Military HH: Yes	10% (28)	11% (31)	16% (47)	5% (14)	18% (51)	10% (29)	30% (84)	283
Military HH: No	7% (144)	8% (161)	14% (279)	9% (164)	17% (331)	11% (213)	33% (636)	1927
RD/WT: Right Direction	9% (63)	10% (70)	15% (103)	8% (53)	18% (118)	9% (63)	30% (197)	666
RD/WT: Wrong Track	7% (109)	8% (122)	14% (222)	8% (125)	17% (263)	12% (179)	34% (523)	1544
Biden Job Approve	9% (83)	10% (97)	16% (156)	8% (82)	17% (169)	11% (107)	29% (277)	970
Biden Job Disapprove	7% (82)	8% (92)	13% (153)	8% (87)	18% (201)	11% (127)	35% (402)	1144

Continued on next page

Table MCFE40_4: *Moving on to another topicHow often did you do the following in the past month?*

Read a book

Demographic	Multiple times a day	Once daily	A few times per week	Once per week	A few times	Once	Never	Total N
Adults	8% (172)	9% (192)	15% (325)	8% (177)	17% (381)	11% (242)	33% (720)	2210
Biden Job Strongly Approve	12% (50)	11% (48)	15% (64)	10% (44)	18% (78)	11% (46)	24% (102)	433
Biden Job Somewhat Approve	6% (32)	9% (48)	17% (92)	7% (38)	17% (91)	11% (61)	33% (175)	537
Biden Job Somewhat Disapprove	5% (18)	9% (30)	16% (54)	7% (24)	16% (55)	11% (39)	35% (118)	339
Biden Job Strongly Disapprove	8% (64)	8% (62)	12% (99)	8% (63)	18% (146)	11% (88)	35% (284)	805
Favorable of Biden	8% (82)	9% (92)	15% (146)	8% (81)	19% (179)	11% (111)	29% (277)	969
Unfavorable of Biden	7% (79)	8% (96)	15% (164)	8% (87)	17% (188)	11% (122)	35% (398)	1134
Very Favorable of Biden	11% (52)	11% (53)	16% (75)	9% (42)	17% (83)	11% (53)	26% (123)	482
Somewhat Favorable of Biden	6% (30)	8% (38)	15% (71)	8% (39)	20% (96)	12% (58)	32% (154)	487
Somewhat Unfavorable of Biden	5% (16)	8% (23)	19% (56)	6% (19)	14% (42)	11% (33)	37% (110)	299
Very Unfavorable of Biden	8% (63)	9% (72)	13% (108)	8% (68)	18% (147)	11% (88)	34% (288)	835
#1 Issue: Economy	7% (63)	7% (66)	15% (136)	8% (75)	20% (185)	11% (99)	32% (289)	913
#1 Issue: Security	8% (19)	9% (21)	13% (31)	10% (24)	13% (32)	12% (29)	36% (87)	243
#1 Issue: Health Care	9% (16)	13% (23)	16% (27)	8% (14)	16% (28)	12% (20)	26% (44)	170
#1 Issue: Medicare / Social Security	11% (30)	9% (24)	8% (22)	5% (14)	16% (42)	10% (26)	41% (109)	266
#1 Issue: Women's Issues	6% (20)	9% (27)	18% (55)	8% (24)	14% (45)	13% (42)	32% (98)	311
#1 Issue: Education	4% (2)	22% (13)	23% (13)	12% (7)	12% (7)	8% (4)	20% (12)	59
#1 Issue: Energy	5% (7)	10% (13)	16% (22)	12% (16)	21% (28)	8% (11)	28% (38)	134
#1 Issue: Other	14% (16)	5% (6)	16% (19)	4% (5)	13% (14)	10% (12)	37% (42)	115
2020 Vote: Joe Biden	9% (89)	9% (89)	16% (149)	8% (78)	18% (166)	11% (108)	28% (266)	945
2020 Vote: Donald Trump	8% (60)	9% (67)	14% (103)	8% (58)	17% (126)	10% (75)	34% (249)	740
2020 Vote: Other	10% (7)	7% (5)	23% (16)	12% (8)	16% (11)	8% (6)	23% (15)	67
2020 Vote: Didn't Vote	4% (16)	7% (31)	12% (57)	7% (34)	17% (78)	12% (53)	41% (189)	459
2018 House Vote: Democrat	9% (65)	11% (80)	18% (135)	8% (63)	17% (131)	13% (95)	25% (185)	755
2018 House Vote: Republican	10% (58)	10% (58)	13% (76)	7% (42)	19% (109)	9% (52)	33% (193)	589
2018 House Vote: Someone else	8% (4)	6% (3)	19% (9)	9% (4)	16% (8)	6% (3)	37% (18)	50
2016 Vote: Hillary Clinton	9% (64)	10% (72)	17% (118)	8% (53)	17% (121)	12% (82)	27% (185)	695
2016 Vote: Donald Trump	8% (54)	9% (59)	13% (84)	9% (57)	18% (119)	10% (65)	33% (218)	656
2016 Vote: Other	15% (13)	11% (9)	22% (19)	6% (5)	11% (9)	10% (8)	26% (22)	86
2016 Vote: Didn't Vote	5% (41)	7% (51)	13% (102)	8% (59)	17% (131)	11% (87)	39% (295)	765

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Table MCFE40_4: *Moving on to another topicHow often did you do the following in the past month?*

Read a book

Demographic	Multiple times a day	Once daily	A few times per week	Once per week	A few times	Once	Never	Total N
Adults	8% (172)	9% (192)	15% (325)	8% (177)	17% (381)	11% (242)	33% (720)	2210
Voted in 2014: Yes	10% (126)	11% (134)	15% (190)	7% (91)	17% (212)	11% (133)	28% (341)	1227
Voted in 2014: No	5% (46)	6% (58)	14% (135)	9% (86)	17% (169)	11% (110)	39% (379)	983
4-Region: Northeast	4% (17)	10% (38)	18% (67)	7% (27)	18% (69)	11% (41)	32% (122)	383
4-Region: Midwest	7% (33)	10% (46)	15% (69)	8% (38)	17% (76)	12% (53)	31% (141)	456
4-Region: South	10% (83)	8% (69)	14% (118)	9% (76)	16% (135)	12% (97)	32% (267)	844
4-Region: West	7% (39)	7% (39)	14% (71)	7% (37)	19% (101)	10% (50)	36% (189)	527
TikTok Users	6% (49)	8% (63)	16% (131)	11% (83)	17% (136)	12% (97)	29% (233)	793
Twitch Users	8% (16)	11% (24)	21% (44)	7% (16)	19% (42)	11% (24)	23% (49)	216
2022 Sports Viewers/Attendees	7% (109)	9% (137)	16% (237)	10% (142)	18% (267)	11% (162)	29% (421)	1475
Monthly Moviegoers	9% (30)	14% (44)	20% (64)	12% (39)	17% (56)	11% (37)	16% (52)	320
Few Times per Year + Moviegoers	8% (70)	10% (95)	20% (180)	11% (101)	19% (174)	10% (95)	22% (204)	920
Heard Smile Campaign	8% (44)	10% (56)	17% (93)	15% (81)	17% (96)	11% (60)	22% (121)	551
Heard Minion Campaign	8% (41)	12% (66)	19% (105)	11% (62)	16% (87)	10% (55)	23% (125)	540
Listens to Podcasts	8% (86)	10% (118)	20% (230)	11% (128)	19% (216)	12% (133)	19% (221)	1132
Streaming Services User	7% (133)	9% (158)	16% (288)	9% (164)	18% (323)	11% (201)	29% (507)	1773
Netflix User	7% (102)	9% (135)	17% (250)	9% (134)	19% (274)	11% (164)	28% (415)	1474
Disney+ User	7% (71)	11% (104)	17% (168)	12% (116)	18% (176)	11% (109)	24% (240)	984
Heterosexual or straight	8% (150)	9% (177)	15% (288)	8% (153)	17% (344)	11% (214)	33% (645)	1971
Gay	4% (2)	4% (3)	13% (9)	7% (5)	19% (13)	16% (11)	37% (25)	68
Bisexual	12% (11)	6% (5)	19% (17)	5% (5)	15% (14)	16% (14)	26% (23)	88
Yes	13% (9)	5% (4)	14% (10)	11% (8)	20% (14)	9% (6)	27% (19)	70
No	8% (163)	9% (188)	15% (315)	8% (170)	17% (367)	11% (236)	33% (701)	2140

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

Table MCFE40_5: *Moving on to another topicHow often did you do the following in the past month?*

Play video games, including app-based games, online and offline games

Demographic	Multiple times a day	Once daily	A few times per week	Once per week	A few times	Once	Never	Total N
Adults	18% (388)	11% (237)	14% (319)	5% (111)	12% (260)	4% (80)	37% (816)	2210
Gender: Male	19% (205)	11% (114)	15% (162)	5% (57)	11% (115)	3% (36)	35% (379)	1068
Gender: Female	16% (183)	11% (123)	14% (157)	5% (54)	13% (145)	4% (44)	38% (437)	1142
Age: 18-34	27% (171)	13% (86)	21% (138)	7% (46)	11% (71)	4% (24)	17% (107)	642
Age: 35-44	20% (75)	13% (48)	14% (52)	7% (27)	16% (58)	4% (15)	25% (90)	365
Age: 45-64	14% (102)	10% (69)	12% (88)	4% (27)	13% (95)	3% (25)	43% (308)	714
Age: 65+	8% (40)	7% (34)	8% (41)	2% (11)	7% (36)	3% (16)	64% (311)	489
GenZers: 1997-2012	30% (76)	9% (22)	23% (58)	8% (20)	11% (27)	4% (9)	17% (44)	256
Millennials: 1981-1996	23% (148)	15% (99)	19% (123)	7% (46)	13% (85)	4% (24)	19% (127)	653
GenXers: 1965-1980	17% (96)	11% (61)	13% (75)	5% (26)	14% (78)	4% (22)	35% (197)	555
Baby Boomers: 1946-1964	10% (65)	8% (54)	9% (58)	3% (17)	10% (64)	3% (23)	58% (393)	673
PID: Dem (no lean)	20% (169)	12% (101)	14% (124)	4% (37)	12% (102)	3% (27)	35% (301)	860
PID: Ind (no lean)	17% (114)	10% (71)	16% (107)	4% (27)	12% (79)	4% (27)	37% (250)	674
PID: Rep (no lean)	16% (105)	10% (66)	13% (88)	7% (47)	12% (79)	4% (26)	39% (266)	676
PID/Gender: Dem Men	20% (81)	12% (49)	17% (66)	5% (21)	12% (48)	3% (10)	30% (120)	394
PID/Gender: Dem Women	19% (88)	11% (52)	12% (58)	3% (16)	12% (54)	4% (17)	39% (181)	465
PID/Gender: Ind Men	20% (68)	10% (35)	16% (54)	4% (14)	9% (32)	4% (16)	36% (126)	345
PID/Gender: Ind Women	14% (46)	11% (35)	16% (53)	4% (13)	14% (47)	4% (12)	38% (124)	329
PID/Gender: Rep Men	17% (56)	9% (30)	13% (42)	7% (22)	11% (35)	3% (10)	41% (133)	328
PID/Gender: Rep Women	14% (49)	10% (36)	13% (46)	7% (25)	13% (44)	4% (16)	38% (132)	348
Ideo: Liberal (1-3)	20% (131)	12% (77)	15% (95)	3% (22)	12% (79)	3% (23)	35% (229)	656
Ideo: Moderate (4)	17% (129)	11% (83)	15% (116)	7% (49)	13% (95)	4% (27)	34% (252)	751
Ideo: Conservative (5-7)	15% (97)	10% (68)	13% (86)	5% (35)	11% (74)	4% (26)	42% (280)	666
Educ: < College	19% (267)	12% (171)	15% (213)	5% (69)	11% (165)	3% (45)	35% (507)	1437
Educ: Bachelors degree	15% (76)	9% (47)	17% (85)	5% (25)	12% (59)	5% (23)	36% (176)	491
Educ: Post-grad	16% (45)	7% (19)	7% (21)	6% (17)	12% (35)	4% (12)	47% (132)	282
Income: Under 50k	18% (230)	11% (135)	15% (190)	4% (54)	12% (151)	4% (50)	36% (463)	1271
Income: 50k-100k	16% (104)	10% (67)	15% (96)	6% (38)	12% (81)	3% (18)	38% (252)	656
Income: 100k+	19% (54)	12% (35)	12% (34)	7% (20)	10% (28)	4% (12)	36% (101)	283
Ethnicity: White	16% (277)	10% (173)	14% (233)	5% (85)	11% (191)	4% (62)	40% (690)	1711
Ethnicity: Hispanic	23% (84)	12% (43)	18% (66)	7% (24)	14% (51)	5% (19)	23% (86)	374

Continued on next page

Table MCFE40_5: *Moving on to another topicHow often did you do the following in the past month?*

Play video games, including app-based games, online and offline games

Demographic	Multiple times a day	Once daily	A few times per week	Once per week	A few times	Once	Never	Total N
Adults	18% (388)	11% (237)	14% (319)	5% (111)	12% (260)	4% (80)	37% (816)	2210
Ethnicity: Black	26% (73)	16% (45)	19% (53)	6% (17)	11% (30)	4% (12)	19% (52)	282
Ethnicity: Other	18% (38)	8% (18)	15% (33)	4% (9)	18% (39)	3% (6)	34% (73)	217
All Christian	15% (150)	10% (107)	14% (147)	6% (58)	10% (102)	3% (35)	42% (430)	1029
All Non-Christian	11% (14)	10% (13)	14% (18)	8% (10)	11% (14)	5% (7)	41% (53)	129
Atheist	11% (11)	7% (7)	11% (11)	8% (8)	23% (22)	6% (6)	35% (35)	99
Agnostic/Nothing in particular	22% (132)	11% (63)	16% (96)	4% (24)	11% (65)	3% (16)	32% (191)	587
Something Else	22% (81)	13% (46)	13% (47)	3% (11)	15% (56)	5% (17)	29% (108)	365
Religious Non-Protestant/Catholic	10% (16)	10% (15)	18% (27)	8% (12)	12% (19)	5% (8)	37% (57)	154
Evangelical	19% (107)	13% (71)	15% (84)	4% (22)	10% (58)	4% (23)	35% (194)	558
Non-Evangelical	15% (119)	10% (79)	12% (99)	6% (46)	12% (92)	3% (26)	42% (331)	792
Community: Urban	21% (134)	11% (72)	17% (111)	7% (42)	10% (64)	3% (21)	30% (194)	638
Community: Suburban	18% (181)	10% (102)	12% (123)	5% (49)	12% (125)	5% (46)	38% (388)	1014
Community: Rural	13% (72)	11% (63)	15% (85)	4% (20)	13% (70)	2% (13)	42% (234)	558
Employ: Private Sector	20% (129)	14% (89)	18% (117)	6% (40)	11% (74)	4% (26)	27% (180)	654
Employ: Government	22% (30)	12% (16)	17% (24)	11% (16)	16% (22)	1% (1)	20% (27)	136
Employ: Self-Employed	26% (43)	10% (16)	17% (29)	4% (7)	14% (24)	4% (6)	25% (42)	166
Employ: Homemaker	12% (24)	10% (20)	16% (31)	8% (15)	12% (23)	6% (12)	35% (67)	190
Employ: Student	25% (16)	13% (8)	28% (17)	7% (4)	12% (7)	4% (2)	12% (8)	62
Employ: Retired	8% (47)	7% (38)	7% (40)	2% (13)	9% (53)	3% (18)	63% (353)	563
Employ: Unemployed	21% (65)	11% (34)	14% (41)	5% (14)	10% (31)	4% (12)	35% (105)	301
Employ: Other	25% (35)	12% (16)	15% (21)	2% (3)	19% (26)	2% (2)	26% (35)	137
Military HH: Yes	20% (56)	12% (33)	11% (31)	2% (6)	13% (36)	3% (8)	40% (114)	283
Military HH: No	17% (332)	11% (203)	15% (288)	5% (105)	12% (223)	4% (72)	36% (702)	1927
RD/WT: Right Direction	18% (119)	14% (90)	15% (101)	6% (42)	13% (85)	2% (16)	32% (214)	666
RD/WT: Wrong Track	17% (269)	9% (147)	14% (217)	4% (69)	11% (175)	4% (64)	39% (602)	1544
Biden Job Approve	18% (176)	12% (114)	14% (136)	5% (49)	12% (118)	3% (31)	36% (345)	970
Biden Job Disapprove	17% (191)	10% (114)	15% (167)	5% (60)	11% (131)	4% (46)	38% (435)	1144

Table MCFE40_5: *Moving on to another topicHow often did you do the following in the past month?*

Play video games, including app-based games, online and offline games

Demographic	Multiple times a day	Once daily	A few times per week	Once per week	A few times	Once	Never	Total N
Adults	18% (388)	11% (237)	14% (319)	5% (111)	12% (260)	4% (80)	37% (816)	2210
Biden Job Strongly Approve	18% (76)	13% (55)	14% (61)	6% (25)	9% (41)	4% (17)	37% (158)	433
Biden Job Somewhat Approve	19% (100)	11% (60)	14% (75)	4% (24)	14% (77)	3% (15)	35% (187)	537
Biden Job Somewhat Disapprove	17% (58)	11% (37)	18% (62)	7% (23)	12% (41)	4% (14)	30% (102)	339
Biden Job Strongly Disapprove	16% (133)	10% (77)	13% (104)	5% (37)	11% (90)	4% (32)	41% (333)	805
Favorable of Biden	19% (179)	11% (104)	14% (131)	5% (46)	13% (122)	3% (32)	37% (354)	969
Unfavorable of Biden	17% (190)	11% (121)	15% (166)	5% (62)	11% (125)	4% (46)	37% (425)	1134
Very Favorable of Biden	19% (90)	11% (55)	12% (59)	6% (30)	10% (48)	4% (21)	37% (180)	482
Somewhat Favorable of Biden	18% (90)	10% (49)	15% (72)	3% (16)	15% (75)	2% (12)	36% (174)	487
Somewhat Unfavorable of Biden	19% (58)	11% (32)	20% (61)	7% (21)	11% (34)	4% (11)	27% (82)	299
Very Unfavorable of Biden	16% (132)	11% (89)	13% (106)	5% (41)	11% (90)	4% (35)	41% (343)	835
#1 Issue: Economy	20% (178)	10% (92)	16% (147)	5% (49)	12% (113)	4% (34)	33% (299)	913
#1 Issue: Security	10% (25)	14% (33)	13% (32)	4% (9)	9% (21)	6% (16)	44% (107)	243
#1 Issue: Health Care	23% (39)	10% (17)	17% (28)	6% (10)	13% (22)	1% (2)	30% (52)	170
#1 Issue: Medicare / Social Security	12% (32)	9% (24)	12% (31)	1% (2)	10% (27)	1% (4)	55% (145)	266
#1 Issue: Women's Issues	19% (59)	10% (31)	17% (54)	7% (22)	13% (42)	5% (15)	29% (90)	311
#1 Issue: Education	27% (16)	17% (10)	11% (6)	11% (7)	17% (10)	2% (1)	14% (8)	59
#1 Issue: Energy	15% (20)	14% (18)	7% (9)	9% (12)	12% (15)	4% (5)	41% (55)	134
#1 Issue: Other	15% (18)	10% (11)	10% (11)	1% (1)	8% (9)	4% (4)	53% (61)	115
2020 Vote: Joe Biden	18% (170)	12% (112)	13% (127)	5% (45)	12% (111)	3% (29)	37% (350)	945
2020 Vote: Donald Trump	16% (115)	10% (73)	15% (110)	6% (42)	11% (79)	4% (26)	40% (296)	740
2020 Vote: Other	13% (9)	13% (9)	12% (8)	10% (6)	12% (8)	5% (3)	35% (23)	67
2020 Vote: Didn't Vote	20% (93)	9% (43)	16% (74)	4% (18)	13% (62)	5% (22)	32% (147)	459
2018 House Vote: Democrat	18% (134)	12% (91)	12% (90)	5% (36)	12% (88)	3% (23)	39% (291)	755
2018 House Vote: Republican	14% (83)	10% (61)	12% (73)	6% (34)	10% (56)	5% (27)	43% (255)	589
2018 House Vote: Someone else	24% (12)	18% (9)	8% (4)	— (0)	10% (5)	5% (3)	34% (17)	50
2016 Vote: Hillary Clinton	17% (115)	12% (84)	12% (85)	4% (30)	12% (83)	3% (22)	40% (276)	695
2016 Vote: Donald Trump	15% (100)	10% (64)	13% (85)	5% (33)	11% (69)	4% (24)	43% (281)	656
2016 Vote: Other	19% (16)	10% (9)	7% (6)	6% (5)	8% (6)	7% (6)	42% (36)	86
2016 Vote: Didn't Vote	20% (154)	10% (79)	18% (139)	6% (42)	13% (101)	4% (28)	29% (222)	765

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Table MCFE40_5: *Moving on to another topicHow often did you do the following in the past month?*
Play video games, including app-based games, online and offline games

Demographic	Multiple times a day	Once daily	A few times per week	Once per week	A few times	Once	Never	Total N
Adults	18% (388)	11% (237)	14% (319)	5% (111)	12% (260)	4% (80)	37% (816)	2210
Voted in 2014: Yes	16% (192)	10% (128)	12% (147)	5% (57)	11% (138)	4% (44)	42% (520)	1227
Voted in 2014: No	20% (195)	11% (109)	17% (172)	5% (54)	12% (122)	4% (36)	30% (296)	983
4-Region: Northeast	17% (65)	9% (36)	13% (48)	4% (16)	10% (39)	4% (14)	43% (165)	383
4-Region: Midwest	18% (83)	10% (47)	14% (63)	4% (18)	13% (60)	4% (19)	37% (167)	456
4-Region: South	19% (158)	12% (103)	15% (123)	5% (39)	13% (112)	2% (21)	34% (288)	844
4-Region: West	15% (81)	10% (51)	16% (85)	7% (38)	9% (49)	5% (26)	37% (196)	527
TikTok Users	26% (207)	13% (104)	17% (136)	7% (58)	11% (86)	4% (33)	21% (168)	793
Twitch Users	47% (102)	14% (30)	23% (49)	4% (9)	5% (10)	2% (3)	6% (12)	216
2022 Sports Viewers/Attendees	18% (269)	12% (171)	16% (239)	6% (83)	12% (183)	4% (56)	32% (473)	1475
Monthly Moviegoers	22% (69)	19% (62)	15% (48)	11% (36)	11% (36)	3% (11)	18% (59)	320
Few Times per Year + Moviegoers	21% (189)	14% (130)	17% (159)	8% (77)	12% (107)	3% (30)	25% (227)	920
Heard Smile Campaign	24% (135)	16% (90)	19% (104)	8% (45)	13% (69)	4% (23)	15% (84)	551
Heard Minion Campaign	28% (151)	18% (99)	18% (96)	7% (40)	11% (61)	4% (20)	14% (73)	540
Listens to Podcasts	22% (245)	13% (146)	20% (221)	7% (80)	13% (151)	4% (45)	22% (244)	1132
Streaming Services User	19% (346)	12% (216)	16% (288)	6% (106)	12% (221)	4% (71)	30% (526)	1773
Netflix User	20% (293)	12% (178)	18% (260)	6% (85)	13% (186)	4% (62)	28% (409)	1474
Disney+ User	21% (206)	15% (146)	19% (189)	7% (68)	13% (127)	4% (35)	22% (212)	984
Heterosexual or straight	17% (329)	10% (205)	15% (289)	5% (101)	12% (233)	4% (70)	38% (743)	1971
Gay	23% (15)	9% (6)	12% (8)	1% (1)	6% (4)	3% (2)	46% (31)	68
Bisexual	26% (23)	20% (18)	12% (11)	3% (3)	13% (11)	6% (5)	21% (18)	88
Yes	24% (17)	9% (7)	21% (15)	6% (4)	22% (15)	3% (2)	15% (10)	70
No	17% (371)	11% (230)	14% (304)	5% (107)	11% (245)	4% (78)	38% (806)	2140

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

Table MCFE40_6: *Moving on to another topicHow often did you do the following in the past month?*

Watched live TV using my cable or satellite TV subscription

Demographic	Multiple times a day	Once daily	A few times per week	Once per week	A few times	Once	Never	Total N
Adults	29% (636)	13% (278)	11% (234)	5% (117)	7% (149)	2% (55)	33% (740)	2210
Gender: Male	30% (325)	14% (150)	12% (132)	6% (67)	6% (65)	2% (26)	28% (302)	1068
Gender: Female	27% (311)	11% (128)	9% (102)	4% (50)	7% (84)	3% (29)	38% (438)	1142
Age: 18-34	19% (121)	13% (81)	15% (98)	8% (51)	8% (52)	4% (24)	34% (215)	642
Age: 35-44	25% (93)	11% (40)	11% (39)	11% (40)	8% (29)	3% (11)	31% (114)	365
Age: 45-64	29% (205)	13% (96)	9% (65)	3% (22)	8% (54)	2% (12)	36% (260)	714
Age: 65+	44% (217)	13% (61)	6% (31)	1% (5)	3% (16)	2% (8)	31% (150)	489
GenZers: 1997-2012	13% (34)	13% (32)	17% (43)	10% (25)	13% (33)	3% (9)	32% (81)	256
Millennials: 1981-1996	25% (160)	11% (75)	13% (84)	7% (48)	6% (36)	3% (23)	35% (228)	653
GenXers: 1965-1980	25% (140)	15% (82)	11% (58)	5% (29)	10% (53)	2% (10)	33% (183)	555
Baby Boomers: 1946-1964	38% (259)	13% (84)	7% (48)	2% (14)	4% (25)	2% (12)	34% (231)	673
PID: Dem (no lean)	30% (256)	13% (113)	13% (115)	6% (49)	7% (58)	2% (15)	29% (253)	860
PID: Ind (no lean)	26% (173)	12% (82)	9% (57)	5% (31)	6% (40)	4% (24)	40% (269)	674
PID: Rep (no lean)	31% (207)	12% (84)	9% (62)	6% (38)	8% (52)	2% (16)	32% (218)	676
PID/Gender: Dem Men	30% (118)	15% (57)	17% (66)	8% (30)	7% (29)	2% (6)	22% (87)	394
PID/Gender: Dem Women	30% (138)	12% (56)	10% (48)	4% (19)	6% (29)	2% (9)	36% (166)	465
PID/Gender: Ind Men	27% (93)	14% (49)	11% (38)	5% (16)	5% (17)	4% (13)	34% (119)	345
PID/Gender: Ind Women	24% (79)	10% (32)	6% (20)	5% (15)	7% (22)	3% (11)	46% (150)	329
PID/Gender: Rep Men	35% (113)	13% (43)	9% (28)	7% (21)	6% (19)	2% (7)	29% (96)	328
PID/Gender: Rep Women	27% (94)	12% (40)	10% (34)	5% (17)	9% (32)	3% (9)	35% (122)	348
Ideo: Liberal (1-3)	27% (178)	13% (85)	15% (97)	5% (35)	7% (45)	3% (19)	30% (198)	656
Ideo: Moderate (4)	29% (215)	14% (106)	10% (77)	7% (53)	7% (51)	2% (16)	31% (233)	751
Ideo: Conservative (5-7)	33% (218)	12% (83)	8% (53)	4% (23)	6% (42)	2% (15)	35% (231)	666
Educ: < College	27% (391)	11% (159)	10% (146)	5% (67)	8% (118)	3% (37)	36% (519)	1437
Educ: Bachelors degree	29% (144)	15% (75)	11% (53)	8% (38)	4% (20)	2% (12)	31% (150)	491
Educ: Post-grad	36% (102)	16% (44)	12% (35)	4% (12)	4% (12)	2% (6)	25% (71)	282
Income: Under 50k	25% (324)	11% (140)	10% (127)	5% (58)	8% (99)	3% (37)	38% (487)	1271
Income: 50k-100k	32% (207)	13% (83)	12% (80)	6% (42)	6% (38)	2% (13)	29% (193)	656
Income: 100k+	37% (105)	20% (55)	10% (27)	6% (18)	4% (12)	2% (4)	21% (61)	283
Ethnicity: White	31% (526)	13% (219)	10% (169)	5% (81)	6% (105)	2% (35)	34% (576)	1711
Ethnicity: Hispanic	22% (83)	11% (39)	13% (49)	10% (37)	10% (39)	4% (16)	29% (110)	374

Continued on next page

Table MCFE40_6: *Moving on to another topicHow often did you do the following in the past month?*

Watched live TV using my cable or satellite TV subscription

Demographic	Multiple times a day	Once daily	A few times per week	Once per week	A few times	Once	Never	Total N
Adults	29% (636)	13% (278)	11% (234)	5% (117)	7% (149)	2% (55)	33% (740)	2210
Ethnicity: Black	27% (77)	13% (38)	14% (40)	8% (22)	7% (20)	4% (12)	26% (73)	282
Ethnicity: Other	15% (33)	10% (22)	12% (25)	6% (14)	11% (24)	4% (8)	42% (91)	217
All Christian	33% (340)	13% (139)	11% (111)	4% (41)	5% (57)	2% (17)	31% (324)	1029
All Non-Christian	24% (32)	16% (21)	15% (19)	8% (10)	7% (9)	1% (2)	28% (36)	129
Atheist	20% (20)	8% (8)	9% (9)	16% (16)	8% (8)	4% (4)	34% (33)	99
Agnostic/Nothing in particular	25% (146)	11% (64)	10% (60)	6% (34)	7% (40)	3% (16)	39% (227)	587
Something Else	27% (99)	13% (46)	9% (35)	4% (15)	10% (36)	4% (16)	33% (119)	365
Religious Non-Protestant/Catholic	23% (36)	16% (25)	14% (21)	8% (12)	7% (10)	1% (2)	31% (48)	154
Evangelical	29% (160)	14% (79)	11% (61)	3% (17)	7% (41)	3% (16)	33% (184)	558
Non-Evangelical	34% (270)	12% (95)	10% (80)	5% (38)	6% (45)	2% (17)	31% (246)	792
Community: Urban	27% (169)	13% (84)	12% (76)	7% (46)	8% (49)	2% (13)	32% (201)	638
Community: Suburban	32% (326)	13% (130)	11% (107)	5% (52)	6% (60)	3% (29)	31% (310)	1014
Community: Rural	25% (141)	11% (64)	9% (51)	4% (20)	7% (41)	2% (13)	41% (229)	558
Employ: Private Sector	29% (191)	16% (104)	13% (84)	7% (47)	6% (38)	2% (16)	27% (175)	654
Employ: Government	22% (30)	19% (25)	13% (17)	12% (16)	6% (9)	4% (6)	24% (33)	136
Employ: Self-Employed	25% (41)	11% (18)	12% (20)	7% (11)	7% (12)	4% (7)	34% (57)	166
Employ: Homemaker	23% (44)	7% (14)	8% (14)	4% (8)	13% (24)	3% (5)	42% (80)	190
Employ: Student	8% (5)	18% (11)	21% (13)	4% (2)	17% (11)	4% (2)	29% (18)	62
Employ: Retired	41% (233)	11% (62)	8% (43)	2% (10)	4% (21)	2% (11)	32% (182)	563
Employ: Unemployed	19% (56)	12% (35)	8% (23)	5% (16)	8% (24)	— (1)	49% (147)	301
Employ: Other	26% (35)	7% (10)	15% (21)	5% (7)	8% (11)	4% (5)	35% (48)	137
Military HH: Yes	35% (100)	12% (35)	10% (28)	2% (6)	7% (20)	3% (8)	31% (87)	283
Military HH: No	28% (536)	13% (243)	11% (206)	6% (112)	7% (129)	2% (46)	34% (653)	1927
RD/WT: Right Direction	30% (203)	15% (102)	12% (83)	8% (51)	8% (51)	1% (7)	25% (169)	666
RD/WT: Wrong Track	28% (433)	11% (176)	10% (151)	4% (66)	6% (98)	3% (48)	37% (571)	1544
Biden Job Approve	31% (302)	14% (134)	13% (124)	6% (57)	7% (65)	2% (16)	28% (273)	970
Biden Job Disapprove	28% (316)	12% (138)	9% (103)	5% (55)	6% (74)	3% (35)	37% (424)	1144

Table MCFE40_6: *Moving on to another topicHow often did you do the following in the past month?*

Watched live TV using my cable or satellite TV subscription

Demographic	Multiple times a day	Once daily	A few times per week	Once per week	A few times	Once	Never	Total N
Adults	29% (636)	13% (278)	11% (234)	5% (117)	7% (149)	2% (55)	33% (740)	2210
Biden Job Strongly Approve	35% (151)	14% (61)	15% (65)	7% (32)	6% (26)	1% (3)	22% (96)	433
Biden Job Somewhat Approve	28% (152)	13% (72)	11% (59)	5% (25)	7% (39)	2% (13)	33% (178)	537
Biden Job Somewhat Disapprove	19% (66)	12% (42)	11% (39)	5% (16)	9% (31)	4% (14)	38% (130)	339
Biden Job Strongly Disapprove	31% (250)	12% (95)	8% (64)	5% (39)	5% (42)	3% (20)	36% (294)	805
Favorable of Biden	30% (292)	13% (129)	12% (116)	5% (49)	8% (75)	2% (21)	30% (287)	969
Unfavorable of Biden	28% (321)	12% (141)	10% (112)	5% (58)	6% (66)	3% (29)	36% (407)	1134
Very Favorable of Biden	34% (162)	14% (68)	13% (63)	6% (31)	8% (39)	1% (4)	24% (115)	482
Somewhat Favorable of Biden	27% (129)	13% (61)	11% (53)	4% (18)	7% (36)	3% (17)	35% (172)	487
Somewhat Unfavorable of Biden	21% (62)	14% (41)	13% (40)	6% (17)	7% (22)	2% (6)	38% (112)	299
Very Unfavorable of Biden	31% (259)	12% (100)	9% (72)	5% (42)	5% (44)	3% (23)	35% (295)	835
#1 Issue: Economy	26% (241)	12% (112)	11% (102)	6% (51)	7% (61)	2% (22)	35% (323)	913
#1 Issue: Security	35% (86)	10% (25)	10% (25)	5% (13)	5% (13)	3% (6)	31% (75)	243
#1 Issue: Health Care	25% (42)	20% (34)	10% (17)	8% (14)	6% (10)	3% (6)	28% (47)	170
#1 Issue: Medicare / Social Security	38% (101)	9% (24)	9% (24)	2% (6)	5% (14)	1% (4)	35% (93)	266
#1 Issue: Women's Issues	26% (80)	10% (32)	10% (30)	6% (18)	10% (31)	3% (10)	35% (110)	311
#1 Issue: Education	12% (7)	29% (17)	14% (8)	7% (4)	10% (6)	1% (1)	26% (16)	59
#1 Issue: Energy	34% (46)	13% (18)	11% (15)	9% (12)	8% (10)	3% (4)	22% (30)	134
#1 Issue: Other	28% (33)	14% (16)	12% (13)	— (0)	3% (3)	2% (2)	41% (48)	115
2020 Vote: Joe Biden	31% (297)	14% (135)	12% (113)	6% (52)	7% (63)	2% (18)	28% (266)	945
2020 Vote: Donald Trump	32% (236)	12% (85)	8% (63)	5% (38)	7% (50)	3% (19)	34% (249)	740
2020 Vote: Other	28% (19)	14% (10)	6% (4)	6% (4)	5% (3)	7% (5)	34% (23)	67
2020 Vote: Didn't Vote	19% (85)	10% (48)	12% (55)	5% (23)	7% (33)	3% (12)	44% (203)	459
2018 House Vote: Democrat	34% (256)	13% (101)	12% (90)	5% (38)	6% (47)	2% (17)	27% (205)	755
2018 House Vote: Republican	35% (205)	13% (76)	8% (50)	4% (26)	4% (26)	2% (14)	33% (192)	589
2018 House Vote: Someone else	26% (13)	25% (12)	3% (2)	1% (1)	5% (2)	— (0)	39% (19)	50
2016 Vote: Hillary Clinton	33% (226)	14% (99)	12% (81)	6% (40)	6% (40)	1% (10)	29% (199)	695
2016 Vote: Donald Trump	36% (234)	12% (78)	8% (51)	3% (22)	6% (37)	2% (16)	33% (218)	656
2016 Vote: Other	31% (27)	13% (11)	10% (8)	3% (3)	3% (2)	7% (6)	33% (29)	86
2016 Vote: Didn't Vote	19% (148)	12% (89)	12% (90)	7% (51)	9% (69)	3% (23)	38% (293)	765

Table MCFE40_6: *Moving on to another topicHow often did you do the following in the past month?*

Watched live TV using my cable or satellite TV subscription

Demographic	Multiple times a day	Once daily	A few times per week	Once per week	A few times	Once	Never	Total N
Adults	29% (636)	13% (278)	11% (234)	5% (117)	7% (149)	2% (55)	33% (740)	2210
Voted in 2014: Yes	34% (422)	14% (167)	9% (113)	4% (54)	6% (73)	2% (28)	30% (369)	1227
Voted in 2014: No	22% (214)	11% (111)	12% (121)	6% (63)	8% (76)	3% (27)	38% (371)	983
4-Region: Northeast	28% (108)	14% (55)	10% (39)	4% (16)	5% (21)	2% (7)	36% (137)	383
4-Region: Midwest	30% (136)	13% (61)	9% (42)	6% (26)	6% (26)	3% (15)	33% (151)	456
4-Region: South	29% (243)	13% (108)	11% (95)	5% (43)	7% (62)	3% (22)	32% (271)	844
4-Region: West	28% (149)	10% (54)	11% (59)	6% (32)	8% (41)	2% (10)	35% (182)	527
TikTok Users	27% (212)	13% (101)	13% (102)	8% (61)	7% (54)	3% (26)	30% (237)	793
Twitch Users	28% (61)	14% (31)	17% (37)	6% (13)	10% (21)	2% (5)	22% (48)	216
2022 Sports Viewers/Attendees	35% (520)	14% (208)	12% (175)	6% (86)	6% (90)	2% (34)	25% (362)	1475
Monthly Moviegoers	31% (100)	16% (52)	16% (51)	11% (37)	6% (21)	4% (11)	15% (48)	320
Few Times per Year + Moviegoers	30% (275)	16% (145)	14% (127)	9% (78)	7% (67)	2% (21)	22% (205)	920
Heard Smile Campaign	27% (146)	17% (92)	17% (91)	11% (63)	8% (44)	2% (13)	18% (102)	551
Heard Minion Campaign	28% (151)	16% (87)	17% (90)	8% (42)	9% (51)	2% (13)	20% (108)	540
Listens to Podcasts	27% (305)	13% (150)	15% (167)	8% (88)	8% (92)	3% (34)	26% (295)	1132
Streaming Services User	26% (467)	13% (236)	12% (219)	6% (109)	8% (137)	3% (50)	31% (556)	1773
Netflix User	26% (388)	14% (202)	13% (198)	7% (97)	8% (115)	3% (41)	29% (433)	1474
Disney+ User	26% (255)	13% (127)	13% (132)	8% (84)	8% (82)	3% (32)	28% (272)	984
Heterosexual or straight	30% (588)	12% (246)	11% (214)	5% (108)	6% (126)	2% (49)	32% (639)	1971
Gay	25% (17)	12% (8)	11% (7)	7% (5)	9% (6)	1% (1)	35% (23)	68
Bisexual	21% (19)	11% (10)	8% (7)	2% (2)	12% (11)	2% (2)	44% (39)	88
Yes	20% (14)	15% (11)	18% (13)	1% (1)	12% (8)	4% (3)	30% (21)	70
No	29% (622)	13% (268)	10% (221)	5% (117)	7% (141)	2% (52)	34% (719)	2140

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

Table MCFE40_7: *Moving on to another topicHow often did you do the following in the past month?*

Watched content on a video streaming service, such as Netflix or Hulu

Demographic	Multiple times a day	Once daily	A few times per week	Once per week	A few times	Once	Never	Total N
Adults	23% (503)	16% (346)	21% (464)	7% (149)	10% (225)	4% (86)	20% (437)	2210
Gender: Male	21% (219)	16% (170)	22% (234)	6% (66)	10% (112)	4% (47)	21% (220)	1068
Gender: Female	25% (284)	15% (176)	20% (230)	7% (83)	10% (113)	3% (40)	19% (217)	1142
Age: 18-34	33% (210)	18% (117)	19% (122)	8% (50)	8% (49)	6% (37)	9% (57)	642
Age: 35-44	30% (110)	18% (65)	23% (84)	7% (27)	10% (38)	2% (8)	9% (34)	365
Age: 45-64	18% (129)	15% (104)	21% (147)	7% (47)	13% (94)	4% (26)	23% (167)	714
Age: 65+	11% (54)	12% (59)	23% (112)	5% (25)	9% (44)	3% (16)	37% (179)	489
GenZers: 1997-2012	28% (73)	15% (38)	22% (56)	9% (23)	7% (19)	9% (22)	10% (25)	256
Millennials: 1981-1996	34% (220)	18% (115)	21% (139)	7% (47)	9% (56)	3% (20)	9% (57)	653
GenXers: 1965-1980	24% (133)	19% (106)	17% (95)	7% (38)	12% (64)	4% (22)	17% (97)	555
Baby Boomers: 1946-1964	11% (71)	12% (79)	24% (163)	6% (38)	12% (80)	3% (20)	33% (222)	673
PID: Dem (no lean)	27% (230)	19% (165)	19% (161)	7% (61)	9% (80)	3% (29)	15% (132)	860
PID: Ind (no lean)	24% (159)	12% (83)	21% (145)	6% (41)	10% (67)	5% (31)	22% (148)	674
PID: Rep (no lean)	17% (113)	14% (98)	23% (158)	7% (47)	11% (77)	4% (26)	23% (157)	676
PID/Gender: Dem Men	23% (92)	22% (86)	19% (75)	7% (29)	10% (40)	5% (20)	13% (53)	394
PID/Gender: Dem Women	30% (139)	17% (78)	19% (87)	7% (32)	9% (40)	2% (9)	17% (79)	465
PID/Gender: Ind Men	21% (74)	12% (41)	23% (81)	6% (22)	9% (30)	5% (17)	24% (82)	345
PID/Gender: Ind Women	26% (86)	13% (42)	19% (64)	6% (19)	11% (37)	4% (14)	20% (67)	329
PID/Gender: Rep Men	17% (54)	13% (43)	24% (79)	4% (15)	13% (42)	3% (10)	26% (86)	328
PID/Gender: Rep Women	17% (59)	16% (55)	23% (79)	9% (32)	10% (35)	5% (16)	20% (71)	348
Ideo: Liberal (1-3)	28% (182)	17% (113)	21% (141)	7% (45)	9% (59)	4% (28)	13% (88)	656
Ideo: Moderate (4)	22% (162)	16% (120)	19% (141)	8% (59)	12% (91)	4% (31)	20% (147)	751
Ideo: Conservative (5-7)	18% (119)	15% (97)	24% (163)	6% (40)	9% (60)	3% (18)	25% (169)	666
Educ: < College	24% (345)	13% (191)	20% (294)	7% (97)	11% (163)	4% (61)	20% (285)	1437
Educ: Bachelors degree	20% (97)	20% (98)	23% (115)	6% (30)	8% (39)	4% (20)	19% (92)	491
Educ: Post-grad	21% (61)	20% (56)	20% (55)	8% (21)	8% (23)	2% (6)	21% (60)	282
Income: Under 50k	22% (286)	13% (169)	20% (255)	6% (82)	10% (125)	5% (63)	23% (292)	1271
Income: 50k-100k	24% (155)	17% (113)	21% (140)	7% (48)	12% (80)	3% (18)	16% (103)	656
Income: 100k+	22% (63)	22% (64)	25% (69)	7% (18)	7% (21)	2% (6)	15% (42)	283
Ethnicity: White	21% (361)	15% (258)	22% (375)	6% (109)	10% (177)	4% (62)	22% (369)	1711
Ethnicity: Hispanic	29% (107)	16% (60)	20% (73)	6% (23)	10% (38)	7% (26)	12% (46)	374

Table MCFE40_7: *Moving on to another topicHow often did you do the following in the past month?*
Watched content on a video streaming service, such as Netflix or Hulu

Demographic	Multiple times a day	Once daily	A few times per week	Once per week	A few times	Once	Never	Total N
Adults	23% (503)	16% (346)	21% (464)	7% (149)	10% (225)	4% (86)	20% (437)	2210
Ethnicity: Black	34% (95)	16% (44)	18% (50)	7% (21)	9% (27)	5% (15)	11% (30)	282
Ethnicity: Other	21% (47)	20% (44)	18% (39)	9% (19)	10% (21)	4% (9)	18% (38)	217
All Christian	21% (214)	15% (155)	22% (230)	7% (68)	10% (98)	4% (36)	22% (227)	1029
All Non-Christian	20% (26)	18% (23)	13% (17)	8% (10)	10% (12)	5% (6)	26% (34)	129
Atheist	21% (20)	23% (23)	21% (21)	5% (5)	12% (12)	4% (4)	14% (14)	99
Agnostic/Nothing in particular	23% (137)	16% (95)	21% (124)	7% (41)	10% (59)	3% (20)	19% (110)	587
Something Else	29% (105)	14% (50)	20% (72)	7% (24)	12% (43)	5% (20)	14% (52)	365
Religious Non-Protestant/Catholic	17% (26)	21% (33)	14% (21)	7% (11)	10% (15)	5% (8)	26% (39)	154
Evangelical	23% (130)	16% (88)	23% (126)	6% (31)	9% (49)	4% (24)	20% (110)	558
Non-Evangelical	24% (189)	13% (103)	21% (167)	7% (57)	11% (88)	3% (27)	20% (161)	792
Community: Urban	27% (175)	16% (100)	19% (119)	7% (41)	11% (70)	4% (26)	16% (105)	638
Community: Suburban	21% (214)	17% (172)	22% (228)	7% (72)	9% (96)	4% (41)	19% (191)	1014
Community: Rural	20% (114)	13% (74)	21% (117)	6% (35)	10% (58)	3% (19)	25% (141)	558
Employ: Private Sector	27% (175)	20% (131)	23% (153)	7% (49)	8% (55)	3% (17)	11% (74)	654
Employ: Government	31% (42)	21% (28)	16% (22)	6% (8)	11% (15)	3% (5)	11% (15)	136
Employ: Self-Employed	30% (50)	14% (23)	18% (30)	7% (11)	13% (22)	5% (8)	13% (22)	166
Employ: Homemaker	31% (59)	15% (28)	23% (44)	5% (10)	11% (20)	2% (5)	13% (24)	190
Employ: Student	25% (15)	16% (10)	19% (12)	13% (8)	13% (8)	1% (1)	13% (8)	62
Employ: Retired	12% (69)	12% (67)	22% (123)	5% (30)	10% (57)	4% (21)	35% (196)	563
Employ: Unemployed	19% (57)	13% (40)	16% (49)	9% (28)	9% (27)	7% (21)	26% (79)	301
Employ: Other	26% (36)	13% (18)	23% (32)	4% (5)	14% (19)	6% (9)	14% (19)	137
Military HH: Yes	22% (62)	13% (37)	26% (73)	4% (13)	11% (31)	3% (9)	21% (59)	283
Military HH: No	23% (441)	16% (309)	20% (392)	7% (136)	10% (194)	4% (78)	20% (378)	1927
RD/WT: Right Direction	27% (180)	15% (102)	20% (131)	7% (48)	8% (55)	4% (27)	18% (122)	666
RD/WT: Wrong Track	21% (323)	16% (243)	22% (333)	7% (101)	11% (169)	4% (59)	20% (315)	1544
Biden Job Approve	26% (250)	17% (167)	20% (198)	7% (70)	8% (77)	4% (40)	17% (169)	970
Biden Job Disapprove	20% (227)	15% (175)	22% (257)	6% (72)	11% (130)	3% (38)	21% (245)	1144

Table MCFE40_7: *Moving on to another topicHow often did you do the following in the past month?*

Watched content on a video streaming service, such as Netflix or Hulu

Demographic	Multiple times a day	Once daily	A few times per week	Once per week	A few times	Once	Never	Total N
Adults	23% (503)	16% (346)	21% (464)	7% (149)	10% (225)	4% (86)	20% (437)	2210
Biden Job Strongly Approve	25% (110)	16% (71)	20% (86)	9% (37)	8% (33)	5% (21)	17% (75)	433
Biden Job Somewhat Approve	26% (140)	18% (95)	21% (113)	6% (33)	8% (44)	4% (19)	18% (94)	537
Biden Job Somewhat Disapprove	23% (78)	19% (65)	20% (66)	8% (28)	10% (35)	4% (13)	16% (55)	339
Biden Job Strongly Disapprove	18% (149)	14% (110)	24% (191)	5% (44)	12% (96)	3% (25)	24% (190)	805
Favorable of Biden	25% (245)	17% (167)	20% (191)	7% (68)	9% (83)	4% (41)	18% (174)	969
Unfavorable of Biden	21% (235)	15% (169)	23% (262)	6% (70)	11% (126)	3% (36)	21% (235)	1134
Very Favorable of Biden	26% (124)	18% (85)	19% (90)	7% (35)	7% (35)	5% (23)	19% (91)	482
Somewhat Favorable of Biden	25% (121)	17% (82)	21% (102)	7% (33)	10% (48)	4% (18)	17% (84)	487
Somewhat Unfavorable of Biden	26% (77)	15% (45)	23% (70)	9% (27)	8% (25)	3% (10)	15% (45)	299
Very Unfavorable of Biden	19% (159)	15% (124)	23% (192)	5% (43)	12% (101)	3% (26)	23% (190)	835
#1 Issue: Economy	23% (211)	18% (162)	21% (195)	7% (65)	11% (100)	4% (41)	15% (138)	913
#1 Issue: Security	17% (41)	10% (23)	22% (54)	6% (16)	9% (22)	4% (10)	31% (76)	243
#1 Issue: Health Care	26% (44)	17% (29)	20% (33)	6% (10)	12% (20)	3% (4)	17% (30)	170
#1 Issue: Medicare / Social Security	13% (34)	10% (28)	21% (55)	5% (14)	10% (27)	5% (13)	36% (95)	266
#1 Issue: Women's Issues	32% (100)	13% (40)	21% (65)	8% (26)	9% (29)	2% (7)	14% (44)	311
#1 Issue: Education	24% (14)	22% (13)	24% (14)	6% (4)	13% (7)	— (0)	11% (7)	59
#1 Issue: Energy	28% (37)	16% (21)	20% (26)	7% (9)	8% (11)	7% (9)	15% (20)	134
#1 Issue: Other	19% (22)	25% (29)	18% (21)	5% (6)	7% (8)	2% (2)	24% (27)	115
2020 Vote: Joe Biden	26% (248)	18% (167)	20% (193)	7% (69)	9% (84)	3% (26)	17% (156)	945
2020 Vote: Donald Trump	16% (120)	16% (117)	22% (164)	6% (46)	11% (83)	4% (29)	24% (179)	740
2020 Vote: Other	26% (17)	9% (6)	22% (14)	10% (6)	16% (11)	1% (1)	18% (12)	67
2020 Vote: Didn't Vote	26% (118)	12% (55)	20% (92)	6% (27)	10% (47)	7% (30)	20% (90)	459
2018 House Vote: Democrat	25% (192)	19% (141)	20% (151)	6% (48)	10% (74)	3% (22)	17% (126)	755
2018 House Vote: Republican	15% (89)	14% (85)	23% (138)	6% (37)	11% (66)	3% (20)	26% (155)	589
2018 House Vote: Someone else	38% (19)	17% (8)	19% (9)	4% (2)	9% (4)	1% (1)	11% (6)	50
2016 Vote: Hillary Clinton	26% (182)	18% (125)	20% (140)	7% (48)	9% (63)	2% (17)	17% (120)	695
2016 Vote: Donald Trump	17% (110)	14% (94)	24% (154)	6% (40)	10% (68)	4% (24)	25% (165)	656
2016 Vote: Other	22% (19)	15% (13)	24% (20)	3% (3)	12% (11)	5% (4)	18% (16)	86
2016 Vote: Didn't Vote	25% (191)	15% (112)	19% (147)	7% (56)	11% (83)	5% (41)	18% (136)	765

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Table MCFE40_7: *Moving on to another topicHow often did you do the following in the past month?*
Watched content on a video streaming service, such as Netflix or Hulu

Demographic	Multiple times a day	Once daily	A few times per week	Once per week	A few times	Once	Never	Total N
Adults	23% (503)	16% (346)	21% (464)	7% (149)	10% (225)	4% (86)	20% (437)	2210
Voted in 2014: Yes	21% (258)	16% (197)	21% (261)	6% (73)	11% (129)	3% (42)	22% (266)	1227
Voted in 2014: No	25% (245)	15% (148)	21% (203)	8% (76)	10% (96)	4% (44)	17% (171)	983
4-Region: Northeast	22% (83)	16% (61)	22% (83)	9% (36)	10% (38)	2% (8)	19% (74)	383
4-Region: Midwest	23% (104)	14% (63)	19% (86)	7% (33)	11% (51)	3% (15)	23% (104)	456
4-Region: South	24% (202)	14% (114)	22% (189)	6% (53)	11% (90)	5% (39)	19% (158)	844
4-Region: West	22% (114)	20% (107)	20% (106)	5% (27)	9% (46)	5% (25)	19% (101)	527
TikTok Users	33% (265)	18% (142)	21% (164)	7% (57)	8% (66)	3% (27)	9% (73)	793
Twitch Users	32% (68)	23% (49)	25% (53)	7% (15)	7% (14)	3% (7)	4% (9)	216
2022 Sports Viewers/Attendees	23% (341)	17% (247)	23% (345)	6% (94)	10% (149)	3% (44)	17% (255)	1475
Monthly Moviegoers	31% (98)	21% (67)	21% (68)	8% (24)	11% (36)	2% (7)	6% (20)	320
Few Times per Year + Moviegoers	28% (256)	20% (187)	23% (213)	9% (79)	10% (89)	2% (21)	8% (75)	920
Heard Smile Campaign	33% (179)	19% (106)	22% (118)	9% (49)	9% (49)	3% (18)	6% (31)	551
Heard Minion Campaign	35% (191)	19% (102)	22% (119)	8% (43)	7% (40)	3% (18)	5% (28)	540
Listens to Podcasts	27% (309)	20% (225)	24% (274)	7% (78)	10% (110)	4% (46)	8% (89)	1132
Streaming Services User	28% (503)	19% (346)	26% (464)	8% (149)	13% (225)	5% (86)	— (0)	1773
Netflix User	30% (443)	19% (287)	24% (360)	8% (116)	11% (160)	3% (49)	4% (59)	1474
Disney+ User	34% (330)	20% (198)	23% (223)	9% (85)	9% (90)	3% (28)	3% (31)	984
Heterosexual or straight	22% (429)	16% (311)	21% (414)	7% (130)	11% (207)	4% (77)	20% (402)	1971
Gay	26% (18)	21% (14)	17% (11)	7% (5)	6% (4)	7% (5)	16% (11)	68
Bisexual	34% (30)	14% (12)	21% (19)	8% (7)	9% (8)	3% (3)	11% (9)	88
Yes	29% (21)	5% (3)	19% (13)	17% (12)	10% (7)	6% (4)	14% (10)	70
No	23% (483)	16% (342)	21% (451)	6% (137)	10% (217)	4% (83)	20% (427)	2140

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

Table MCFE40_8: *Moving on to another topicHow often did you do the following in the past month?*

Play board games

Demographic	Multiple times a day	Once daily	A few times per week	Once per week	A few times	Once	Never	Total N
Adults	2% (47)	3% (64)	8% (167)	7% (149)	19% (430)	11% (248)	50% (1104)	2210
Gender: Male	2% (24)	4% (38)	7% (76)	7% (74)	17% (179)	11% (116)	53% (561)	1068
Gender: Female	2% (24)	2% (27)	8% (91)	7% (76)	22% (251)	12% (131)	48% (543)	1142
Age: 18-34	4% (25)	5% (34)	12% (77)	10% (61)	18% (117)	13% (84)	38% (244)	642
Age: 35-44	2% (7)	5% (19)	9% (32)	9% (34)	24% (88)	11% (39)	40% (146)	365
Age: 45-64	2% (12)	1% (9)	6% (45)	5% (37)	21% (153)	11% (80)	53% (378)	714
Age: 65+	1% (3)	1% (3)	3% (14)	3% (17)	15% (72)	9% (45)	69% (336)	489
GenZers: 1997-2012	3% (8)	7% (18)	13% (34)	11% (28)	17% (45)	13% (32)	36% (91)	256
Millennials: 1981-1996	3% (21)	5% (30)	11% (69)	8% (55)	21% (139)	13% (84)	39% (255)	653
GenXers: 1965-1980	2% (13)	2% (11)	7% (41)	8% (42)	22% (120)	11% (62)	48% (266)	555
Baby Boomers: 1946-1964	1% (5)	1% (4)	3% (23)	3% (21)	17% (118)	10% (66)	65% (436)	673
PID: Dem (no lean)	3% (24)	4% (32)	10% (88)	7% (59)	19% (164)	10% (89)	47% (402)	860
PID: Ind (no lean)	1% (9)	2% (16)	4% (26)	6% (43)	20% (132)	13% (87)	54% (362)	674
PID: Rep (no lean)	2% (15)	2% (17)	8% (53)	7% (47)	20% (133)	11% (71)	50% (340)	676
PID/Gender: Dem Men	2% (10)	5% (21)	11% (42)	8% (30)	19% (75)	10% (38)	45% (178)	394
PID/Gender: Dem Women	3% (14)	2% (11)	10% (47)	6% (29)	19% (89)	11% (51)	48% (224)	465
PID/Gender: Ind Men	2% (6)	2% (7)	3% (11)	6% (21)	16% (54)	14% (47)	58% (201)	345
PID/Gender: Ind Women	1% (3)	3% (9)	5% (15)	7% (22)	24% (79)	12% (40)	49% (161)	329
PID/Gender: Rep Men	3% (8)	3% (9)	7% (24)	7% (22)	15% (50)	9% (31)	56% (183)	328
PID/Gender: Rep Women	2% (6)	2% (7)	8% (29)	7% (25)	24% (83)	12% (40)	45% (158)	348
Ideo: Liberal (1-3)	4% (24)	3% (18)	9% (59)	7% (46)	19% (125)	11% (73)	47% (311)	656
Ideo: Moderate (4)	2% (12)	4% (34)	8% (61)	7% (53)	19% (143)	10% (77)	49% (371)	751
Ideo: Conservative (5-7)	2% (11)	2% (11)	6% (39)	7% (43)	20% (134)	12% (79)	52% (348)	666
Educ: < College	2% (25)	3% (42)	7% (107)	7% (106)	19% (276)	10% (148)	51% (733)	1437
Educ: Bachelors degree	2% (11)	3% (16)	7% (36)	6% (30)	21% (104)	13% (62)	47% (232)	491
Educ: Post-grad	4% (11)	2% (6)	9% (25)	5% (13)	18% (50)	13% (38)	50% (140)	282
Income: Under 50k	1% (17)	3% (41)	8% (107)	6% (76)	18% (235)	10% (129)	52% (665)	1271
Income: 50k-100k	2% (16)	3% (17)	6% (40)	7% (47)	21% (140)	13% (85)	47% (311)	656
Income: 100k+	5% (14)	2% (6)	7% (20)	9% (26)	20% (55)	12% (33)	45% (128)	283
Ethnicity: White	1% (24)	2% (40)	7% (114)	7% (122)	20% (338)	11% (191)	52% (882)	1711
Ethnicity: Hispanic	4% (17)	4% (16)	13% (47)	10% (36)	16% (60)	12% (47)	41% (152)	374

Table MCFE40_8: *Moving on to another topicHow often did you do the following in the past month?*

Play board games

Demographic	Multiple times a day	Once daily	A few times per week	Once per week	A few times	Once	Never	Total N
Adults	2% (47)	3% (64)	8% (167)	7% (149)	19% (430)	11% (248)	50% (1104)	2210
Ethnicity: Black	6% (17)	6% (17)	12% (33)	5% (14)	18% (50)	11% (31)	43% (120)	282
Ethnicity: Other	3% (7)	3% (7)	9% (20)	6% (14)	19% (42)	12% (25)	47% (102)	217
All Christian	2% (24)	3% (29)	8% (87)	7% (67)	19% (198)	11% (118)	49% (506)	1029
All Non-Christian	6% (8)	4% (5)	9% (12)	6% (8)	16% (20)	11% (15)	48% (61)	129
Atheist	1% (1)	2% (2)	4% (4)	10% (10)	19% (19)	11% (11)	54% (53)	99
Agnostic/Nothing in particular	1% (6)	3% (15)	6% (36)	6% (35)	16% (92)	13% (74)	56% (330)	587
Something Else	2% (8)	4% (14)	8% (29)	8% (30)	28% (102)	8% (31)	42% (153)	365
Religious Non-Protestant/Catholic	5% (8)	3% (5)	9% (14)	6% (10)	20% (31)	11% (17)	45% (69)	154
Evangelical	4% (20)	5% (27)	8% (44)	7% (37)	21% (117)	10% (54)	47% (260)	558
Non-Evangelical	1% (11)	2% (15)	9% (69)	7% (56)	21% (169)	12% (92)	48% (379)	792
Community: Urban	4% (27)	5% (29)	10% (67)	8% (52)	18% (113)	11% (69)	44% (281)	638
Community: Suburban	1% (13)	2% (23)	6% (60)	6% (59)	21% (217)	12% (121)	51% (522)	1014
Community: Rural	1% (7)	2% (13)	7% (40)	7% (39)	18% (100)	10% (58)	54% (301)	558
Employ: Private Sector	3% (20)	4% (26)	10% (68)	7% (45)	23% (150)	12% (77)	41% (267)	654
Employ: Government	7% (10)	3% (5)	11% (15)	9% (12)	25% (34)	12% (16)	34% (46)	136
Employ: Self-Employed	5% (8)	2% (4)	8% (13)	10% (16)	17% (28)	14% (23)	45% (75)	166
Employ: Homemaker	2% (3)	5% (9)	8% (14)	10% (19)	28% (53)	12% (23)	36% (69)	190
Employ: Student	— (0)	9% (6)	15% (9)	12% (8)	20% (12)	8% (5)	35% (22)	62
Employ: Retired	1% (3)	1% (3)	3% (18)	4% (21)	15% (85)	9% (51)	68% (382)	563
Employ: Unemployed	1% (3)	3% (8)	7% (20)	5% (16)	14% (42)	13% (38)	58% (174)	301
Employ: Other	1% (1)	3% (4)	8% (11)	9% (12)	19% (26)	10% (14)	50% (69)	137
Military HH: Yes	2% (6)	2% (6)	7% (19)	7% (20)	20% (57)	9% (24)	53% (151)	283
Military HH: No	2% (41)	3% (59)	8% (149)	7% (129)	19% (373)	12% (223)	49% (953)	1927
RD/WT: Right Direction	5% (32)	5% (30)	11% (71)	9% (57)	17% (116)	8% (56)	46% (303)	666
RD/WT: Wrong Track	1% (16)	2% (34)	6% (97)	6% (92)	20% (313)	12% (191)	52% (801)	1544
Biden Job Approve	3% (33)	3% (34)	10% (94)	7% (71)	20% (190)	11% (103)	46% (446)	970
Biden Job Disapprove	1% (12)	2% (27)	6% (69)	6% (70)	20% (227)	12% (138)	53% (602)	1144

Table MCFE40_8: *Moving on to another topicHow often did you do the following in the past month?*

Play board games

Demographic	Multiple times a day		Once daily		A few times per week		Once per week		A few times		Once		Never		Total N
Adults	2%	(47)	3%	(64)	8%	(167)	7%	(149)	19%	(430)	11%	(248)	50%	(1104)	2210
Biden Job Strongly Approve	5%	(24)	5%	(20)	12%	(52)	7%	(30)	15%	(64)	9%	(41)	47%	(201)	433
Biden Job Somewhat Approve	2%	(9)	3%	(14)	8%	(41)	8%	(41)	23%	(126)	12%	(63)	46%	(245)	537
Biden Job Somewhat Disapprove	1%	(4)	4%	(13)	8%	(26)	7%	(23)	22%	(76)	14%	(48)	44%	(149)	339
Biden Job Strongly Disapprove	1%	(8)	2%	(14)	5%	(43)	6%	(47)	19%	(151)	11%	(89)	56%	(453)	805
Favorable of Biden	3%	(25)	3%	(30)	9%	(89)	6%	(61)	20%	(189)	10%	(96)	49%	(480)	969
Unfavorable of Biden	1%	(17)	3%	(31)	6%	(71)	7%	(78)	19%	(221)	13%	(143)	51%	(573)	1134
Very Favorable of Biden	3%	(16)	3%	(16)	12%	(56)	7%	(33)	16%	(76)	10%	(46)	50%	(239)	482
Somewhat Favorable of Biden	2%	(9)	3%	(13)	7%	(33)	6%	(28)	23%	(113)	10%	(49)	49%	(241)	487
Somewhat Unfavorable of Biden	2%	(7)	3%	(8)	7%	(21)	10%	(28)	21%	(64)	15%	(45)	42%	(125)	299
Very Unfavorable of Biden	1%	(10)	3%	(24)	6%	(50)	6%	(49)	19%	(157)	12%	(98)	54%	(448)	835
#1 Issue: Economy	2%	(18)	3%	(26)	7%	(65)	8%	(72)	21%	(194)	11%	(100)	48%	(437)	913
#1 Issue: Security	1%	(3)	2%	(5)	8%	(19)	6%	(15)	16%	(40)	13%	(31)	53%	(130)	243
#1 Issue: Health Care	6%	(11)	2%	(4)	11%	(19)	2%	(4)	18%	(31)	12%	(20)	47%	(81)	170
#1 Issue: Medicare / Social Security	—	(1)	2%	(4)	6%	(16)	5%	(13)	16%	(44)	8%	(22)	62%	(165)	266
#1 Issue: Women's Issues	2%	(6)	4%	(13)	9%	(27)	8%	(24)	22%	(68)	11%	(35)	44%	(137)	311
#1 Issue: Education	5%	(3)	7%	(4)	10%	(6)	16%	(10)	23%	(14)	14%	(8)	25%	(15)	59
#1 Issue: Energy	4%	(6)	4%	(6)	6%	(8)	4%	(6)	19%	(26)	13%	(18)	49%	(66)	134
#1 Issue: Other	—	(0)	2%	(2)	5%	(6)	5%	(6)	11%	(13)	12%	(14)	64%	(74)	115
2020 Vote: Joe Biden	3%	(30)	2%	(23)	9%	(86)	7%	(67)	18%	(172)	11%	(105)	49%	(461)	945
2020 Vote: Donald Trump	1%	(10)	3%	(23)	6%	(41)	7%	(52)	19%	(143)	12%	(87)	52%	(384)	740
2020 Vote: Other	—	(0)	2%	(1)	7%	(5)	6%	(4)	26%	(17)	18%	(12)	40%	(27)	67
2020 Vote: Didn't Vote	2%	(8)	4%	(17)	8%	(35)	6%	(26)	21%	(98)	9%	(43)	51%	(232)	459
2018 House Vote: Democrat	3%	(25)	3%	(22)	10%	(72)	7%	(54)	19%	(145)	10%	(75)	48%	(362)	755
2018 House Vote: Republican	2%	(12)	2%	(14)	6%	(34)	6%	(38)	20%	(119)	11%	(65)	52%	(307)	589
2018 House Vote: Someone else	—	(0)	4%	(2)	8%	(4)	2%	(1)	16%	(8)	31%	(15)	39%	(19)	50
2016 Vote: Hillary Clinton	4%	(25)	3%	(22)	9%	(62)	6%	(45)	18%	(125)	11%	(78)	49%	(340)	695
2016 Vote: Donald Trump	2%	(11)	3%	(17)	6%	(39)	5%	(36)	21%	(135)	11%	(71)	53%	(347)	656
2016 Vote: Other	1%	(1)	—	(0)	6%	(5)	3%	(2)	23%	(20)	25%	(21)	43%	(37)	86
2016 Vote: Didn't Vote	1%	(11)	3%	(26)	8%	(61)	8%	(64)	19%	(147)	10%	(77)	50%	(379)	765

Continued on next page

Table MCFE40_8: *Moving on to another topicHow often did you do the following in the past month?*

Play board games

Demographic	Multiple times a day	Once daily	A few times per week	Once per week	A few times	Once	Never	Total N
Adults	2% (47)	3% (64)	8% (167)	7% (149)	19% (430)	11% (248)	50% (1104)	2210
Voted in 2014: Yes	3% (34)	3% (34)	7% (90)	6% (70)	20% (244)	11% (134)	51% (620)	1227
Voted in 2014: No	1% (13)	3% (30)	8% (77)	8% (79)	19% (186)	12% (113)	49% (484)	983
4-Region: Northeast	1% (4)	5% (18)	8% (33)	8% (30)	16% (62)	12% (45)	49% (189)	383
4-Region: Midwest	3% (11)	2% (8)	6% (26)	6% (27)	22% (100)	13% (60)	49% (224)	456
4-Region: South	2% (19)	4% (30)	8% (71)	6% (49)	20% (166)	10% (84)	50% (425)	844
4-Region: West	2% (13)	1% (8)	7% (37)	8% (43)	19% (101)	11% (58)	51% (266)	527
TikTok Users	3% (26)	4% (33)	10% (80)	10% (78)	23% (181)	12% (97)	38% (298)	793
Twitch Users	8% (17)	10% (22)	10% (21)	7% (16)	19% (42)	14% (31)	31% (67)	216
2022 Sports Viewers/Attendees	2% (36)	3% (47)	9% (133)	8% (114)	23% (334)	11% (161)	44% (650)	1475
Monthly Moviegoers	6% (21)	8% (25)	17% (53)	10% (32)	19% (60)	12% (38)	29% (92)	320
Few Times per Year + Moviegoers	4% (35)	5% (42)	12% (111)	10% (90)	24% (217)	11% (105)	35% (321)	920
Heard Smile Campaign	6% (34)	8% (43)	17% (93)	10% (54)	23% (124)	9% (48)	28% (155)	551
Heard Minion Campaign	6% (34)	7% (39)	18% (98)	11% (57)	20% (110)	9% (51)	28% (151)	540
Listens to Podcasts	4% (44)	4% (50)	11% (127)	9% (97)	24% (275)	13% (147)	35% (393)	1132
Streaming Services User	3% (46)	3% (58)	9% (159)	8% (135)	22% (382)	12% (217)	44% (776)	1773
Netflix User	3% (44)	4% (55)	10% (147)	8% (122)	22% (326)	12% (182)	41% (599)	1474
Disney+ User	4% (37)	5% (50)	12% (121)	9% (90)	25% (247)	12% (120)	32% (320)	984
Heterosexual or straight	2% (41)	3% (56)	8% (153)	6% (128)	20% (385)	11% (224)	50% (983)	1971
Gay	1% (1)	3% (2)	8% (5)	3% (2)	21% (14)	8% (5)	56% (38)	68
Bisexual	5% (4)	5% (4)	5% (4)	10% (9)	18% (16)	10% (9)	47% (42)	88
Yes	10% (7)	4% (3)	10% (7)	15% (10)	21% (14)	9% (6)	33% (23)	70
No	2% (41)	3% (62)	7% (160)	6% (139)	19% (415)	11% (241)	51% (1081)	2140

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

Table MCFE40_9: *Moving on to another topicHow often did you do the following in the past month?*

Listen to AM or FM radio

Demographic	Multiple times a day	Once daily	A few times per week	Once per week	A few times	Once	Never	Total N
Adults	13% (278)	14% (302)	23% (519)	8% (178)	15% (324)	5% (107)	23% (502)	2210
Gender: Male	13% (139)	14% (148)	24% (254)	8% (85)	15% (158)	4% (44)	22% (239)	1068
Gender: Female	12% (139)	13% (154)	23% (265)	8% (93)	15% (166)	5% (63)	23% (264)	1142
Age: 18-34	10% (61)	11% (71)	22% (142)	7% (47)	15% (95)	4% (28)	31% (199)	642
Age: 35-44	18% (66)	16% (60)	21% (78)	6% (24)	14% (52)	7% (26)	17% (61)	365
Age: 45-64	13% (95)	15% (104)	22% (160)	12% (83)	14% (102)	5% (36)	19% (134)	714
Age: 65+	12% (56)	14% (68)	28% (139)	5% (23)	15% (76)	4% (18)	22% (109)	489
GenZers: 1997-2012	7% (18)	8% (21)	17% (45)	8% (19)	19% (50)	3% (7)	38% (97)	256
Millennials: 1981-1996	14% (92)	14% (93)	24% (158)	7% (47)	12% (80)	6% (37)	22% (145)	653
GenXers: 1965-1980	15% (81)	15% (83)	22% (122)	11% (60)	13% (72)	6% (35)	19% (103)	555
Baby Boomers: 1946-1964	12% (80)	15% (102)	26% (178)	7% (46)	16% (108)	4% (28)	19% (131)	673
PID: Dem (no lean)	11% (95)	16% (134)	23% (201)	9% (78)	13% (112)	4% (32)	24% (208)	860
PID: Ind (no lean)	13% (88)	13% (86)	22% (151)	7% (46)	13% (89)	7% (44)	25% (170)	674
PID: Rep (no lean)	14% (96)	12% (82)	25% (168)	8% (54)	18% (123)	4% (30)	18% (124)	676
PID/Gender: Dem Men	11% (45)	15% (59)	25% (100)	9% (35)	13% (51)	4% (17)	22% (88)	394
PID/Gender: Dem Women	11% (50)	16% (75)	22% (101)	9% (43)	13% (61)	3% (15)	26% (120)	465
PID/Gender: Ind Men	12% (40)	15% (50)	24% (82)	6% (20)	15% (51)	5% (19)	24% (84)	345
PID/Gender: Ind Women	14% (48)	11% (36)	21% (69)	8% (26)	12% (38)	8% (26)	26% (86)	329
PID/Gender: Rep Men	17% (55)	12% (39)	22% (73)	9% (30)	17% (57)	3% (9)	20% (67)	328
PID/Gender: Rep Women	12% (41)	12% (43)	27% (95)	7% (24)	19% (66)	6% (21)	16% (57)	348
Ideo: Liberal (1-3)	13% (82)	14% (89)	21% (139)	12% (76)	13% (85)	5% (32)	23% (153)	656
Ideo: Moderate (4)	12% (87)	16% (117)	24% (179)	7% (53)	14% (108)	5% (41)	22% (166)	751
Ideo: Conservative (5-7)	14% (96)	13% (85)	26% (176)	6% (42)	17% (111)	5% (32)	19% (124)	666
Educ: < College	12% (179)	13% (182)	22% (311)	8% (109)	16% (234)	5% (72)	24% (350)	1437
Educ: Bachelors degree	13% (63)	16% (78)	26% (125)	9% (44)	10% (51)	5% (24)	21% (105)	491
Educ: Post-grad	13% (37)	15% (41)	29% (82)	9% (25)	14% (39)	4% (11)	17% (48)	282
Income: Under 50k	11% (140)	12% (152)	22% (280)	8% (101)	15% (191)	5% (67)	27% (341)	1271
Income: 50k-100k	15% (96)	16% (105)	24% (158)	9% (57)	14% (94)	4% (29)	18% (118)	656
Income: 100k+	15% (42)	16% (46)	29% (81)	7% (19)	14% (39)	4% (11)	16% (44)	283
Ethnicity: White	13% (229)	14% (239)	24% (410)	8% (144)	15% (253)	5% (79)	21% (358)	1711
Ethnicity: Hispanic	9% (34)	14% (52)	20% (73)	9% (35)	16% (60)	7% (26)	25% (92)	374

Table MCFE40_9: *Moving on to another topicHow often did you do the following in the past month?*

Listen to AM or FM radio

Demographic	Multiple times a day	Once daily	A few times per week	Once per week	A few times	Once	Never	Total N
Adults	13% (278)	14% (302)	23% (519)	8% (178)	15% (324)	5% (107)	23% (502)	2210
Ethnicity: Black	13% (36)	14% (40)	21% (60)	5% (14)	13% (36)	6% (17)	28% (79)	282
Ethnicity: Other	6% (14)	11% (24)	23% (49)	9% (20)	16% (34)	5% (11)	30% (66)	217
All Christian	15% (150)	15% (158)	26% (270)	8% (83)	14% (149)	4% (39)	17% (180)	1029
All Non-Christian	8% (11)	14% (18)	17% (22)	10% (13)	5% (7)	10% (12)	35% (45)	129
Atheist	6% (6)	12% (11)	18% (18)	10% (10)	17% (17)	13% (13)	24% (24)	99
Agnostic/Nothing in particular	13% (74)	12% (73)	21% (122)	6% (36)	15% (87)	4% (23)	29% (173)	587
Something Else	11% (39)	11% (41)	24% (87)	9% (35)	18% (64)	5% (19)	22% (81)	365
Religious Non-Protestant/Catholic	10% (15)	16% (25)	22% (33)	9% (13)	5% (8)	8% (13)	30% (47)	154
Evangelical	12% (68)	13% (74)	27% (149)	7% (38)	16% (90)	4% (21)	21% (118)	558
Non-Evangelical	14% (113)	15% (115)	24% (192)	10% (79)	15% (118)	4% (33)	18% (141)	792
Community: Urban	13% (80)	15% (94)	22% (142)	7% (41)	12% (80)	5% (31)	26% (169)	638
Community: Suburban	13% (134)	14% (146)	24% (243)	8% (84)	16% (158)	5% (48)	20% (202)	1014
Community: Rural	12% (64)	11% (62)	24% (134)	9% (52)	15% (86)	5% (28)	24% (131)	558
Employ: Private Sector	18% (117)	17% (114)	26% (172)	8% (52)	10% (66)	6% (38)	15% (96)	654
Employ: Government	16% (22)	18% (25)	20% (27)	7% (10)	16% (21)	8% (10)	16% (21)	136
Employ: Self-Employed	14% (24)	14% (23)	25% (41)	8% (13)	15% (24)	4% (7)	20% (34)	166
Employ: Homemaker	9% (17)	15% (28)	29% (55)	8% (15)	17% (31)	4% (7)	19% (37)	190
Employ: Student	9% (6)	5% (3)	19% (12)	3% (2)	25% (16)	3% (2)	35% (22)	62
Employ: Retired	11% (61)	12% (66)	22% (125)	8% (43)	18% (104)	5% (25)	25% (139)	563
Employ: Unemployed	5% (16)	9% (26)	18% (53)	10% (29)	14% (41)	5% (16)	40% (120)	301
Employ: Other	11% (15)	13% (18)	25% (34)	10% (13)	15% (20)	1% (1)	25% (35)	137
Military HH: Yes	12% (34)	17% (47)	24% (67)	9% (25)	18% (50)	3% (8)	19% (53)	283
Military HH: No	13% (244)	13% (255)	23% (452)	8% (152)	14% (274)	5% (99)	23% (449)	1927
RD/WT: Right Direction	12% (81)	16% (105)	23% (156)	9% (58)	12% (83)	4% (29)	23% (154)	666
RD/WT: Wrong Track	13% (197)	13% (197)	24% (363)	8% (119)	16% (241)	5% (78)	23% (348)	1544
Biden Job Approve	11% (111)	14% (139)	23% (224)	9% (84)	14% (139)	5% (46)	23% (227)	970
Biden Job Disapprove	13% (153)	14% (157)	25% (282)	7% (80)	15% (172)	5% (59)	21% (241)	1144

Continued on next page

Table MCFE40_9: *Moving on to another topicHow often did you do the following in the past month?*
Listen to AM or FM radio

Demographic	Multiple times a day	Once daily	A few times per week	Once per week	A few times	Once	Never	Total N
Adults	13% (278)	14% (302)	23% (519)	8% (178)	15% (324)	5% (107)	23% (502)	2210
Biden Job Strongly Approve	12% (53)	16% (69)	23% (99)	10% (44)	13% (55)	4% (17)	22% (97)	433
Biden Job Somewhat Approve	11% (58)	13% (70)	23% (125)	7% (40)	16% (84)	5% (29)	24% (130)	537
Biden Job Somewhat Disapprove	10% (34)	15% (51)	27% (93)	8% (26)	14% (48)	4% (13)	22% (75)	339
Biden Job Strongly Disapprove	15% (119)	13% (107)	23% (189)	7% (55)	15% (124)	6% (46)	21% (166)	805
Favorable of Biden	11% (107)	15% (149)	22% (215)	8% (82)	14% (137)	5% (44)	24% (235)	969
Unfavorable of Biden	14% (158)	13% (145)	25% (287)	7% (81)	15% (175)	5% (56)	20% (232)	1134
Very Favorable of Biden	11% (54)	15% (72)	24% (115)	8% (39)	15% (71)	5% (23)	22% (108)	482
Somewhat Favorable of Biden	11% (52)	16% (76)	21% (100)	9% (43)	14% (67)	4% (21)	26% (127)	487
Somewhat Unfavorable of Biden	12% (37)	12% (36)	29% (85)	6% (18)	16% (48)	3% (10)	22% (65)	299
Very Unfavorable of Biden	14% (121)	13% (109)	24% (201)	8% (63)	15% (127)	6% (47)	20% (167)	835
#1 Issue: Economy	12% (112)	14% (129)	26% (238)	8% (73)	15% (137)	5% (47)	19% (177)	913
#1 Issue: Security	17% (42)	17% (41)	19% (46)	8% (19)	13% (32)	6% (14)	20% (50)	243
#1 Issue: Health Care	15% (25)	11% (19)	21% (35)	9% (15)	10% (17)	4% (6)	31% (52)	170
#1 Issue: Medicare / Social Security	9% (24)	11% (30)	23% (62)	10% (26)	18% (48)	4% (11)	24% (65)	266
#1 Issue: Women's Issues	11% (34)	12% (37)	21% (65)	5% (15)	14% (45)	6% (17)	31% (97)	311
#1 Issue: Education	9% (5)	22% (13)	24% (14)	14% (8)	15% (9)	2% (1)	15% (9)	59
#1 Issue: Energy	14% (19)	14% (19)	26% (35)	8% (10)	16% (22)	7% (10)	15% (20)	134
#1 Issue: Other	15% (17)	13% (14)	21% (24)	9% (10)	13% (15)	— (0)	29% (33)	115
2020 Vote: Joe Biden	12% (111)	15% (142)	23% (221)	9% (80)	14% (129)	4% (42)	23% (219)	945
2020 Vote: Donald Trump	15% (111)	14% (104)	26% (193)	8% (58)	16% (117)	5% (38)	16% (119)	740
2020 Vote: Other	12% (8)	14% (9)	25% (17)	5% (4)	19% (12)	7% (5)	19% (13)	67
2020 Vote: Didn't Vote	11% (48)	10% (46)	19% (89)	8% (36)	14% (66)	5% (22)	33% (151)	459
2018 House Vote: Democrat	13% (98)	16% (123)	23% (176)	9% (71)	13% (98)	5% (35)	21% (155)	755
2018 House Vote: Republican	15% (91)	15% (89)	28% (166)	6% (37)	16% (93)	5% (27)	15% (86)	589
2018 House Vote: Someone else	12% (6)	10% (5)	17% (9)	3% (1)	16% (8)	13% (7)	28% (14)	50
2016 Vote: Hillary Clinton	12% (86)	15% (108)	23% (160)	10% (67)	12% (86)	5% (33)	23% (157)	695
2016 Vote: Donald Trump	15% (102)	15% (96)	27% (176)	7% (43)	16% (103)	5% (32)	16% (104)	656
2016 Vote: Other	16% (14)	9% (8)	24% (21)	5% (4)	12% (10)	11% (10)	23% (19)	86
2016 Vote: Didn't Vote	10% (76)	12% (88)	21% (161)	8% (62)	16% (124)	4% (31)	29% (222)	765

Table MCFE40_9: *Moving on to another topicHow often did you do the following in the past month?*

Listen to AM or FM radio

Demographic	Multiple times a day	Once daily	A few times per week	Once per week	A few times	Once	Never	Total N
Adults	13% (278)	14% (302)	23% (519)	8% (178)	15% (324)	5% (107)	23% (502)	2210
Voted in 2014: Yes	14% (173)	16% (200)	25% (303)	8% (94)	14% (171)	5% (67)	18% (219)	1227
Voted in 2014: No	11% (105)	10% (102)	22% (216)	8% (83)	16% (153)	4% (40)	29% (284)	983
4-Region: Northeast	13% (51)	12% (47)	22% (86)	7% (27)	12% (46)	4% (14)	29% (110)	383
4-Region: Midwest	13% (61)	14% (65)	26% (117)	8% (35)	16% (74)	4% (17)	19% (88)	456
4-Region: South	13% (113)	12% (105)	24% (199)	9% (76)	17% (140)	5% (40)	20% (173)	844
4-Region: West	10% (53)	16% (86)	22% (118)	7% (39)	12% (64)	7% (36)	25% (132)	527
TikTok Users	13% (104)	15% (116)	24% (190)	7% (59)	14% (113)	5% (40)	22% (171)	793
Twitch Users	15% (32)	15% (33)	23% (50)	9% (19)	10% (21)	5% (10)	24% (51)	216
2022 Sports Viewers/Attendees	14% (202)	16% (232)	26% (383)	9% (135)	15% (217)	5% (70)	16% (236)	1475
Monthly Moviegoers	17% (56)	22% (70)	24% (77)	9% (28)	11% (36)	6% (20)	10% (33)	320
Few Times per Year + Moviegoers	15% (135)	17% (159)	27% (244)	9% (79)	13% (123)	5% (42)	15% (137)	920
Heard Smile Campaign	15% (84)	18% (100)	23% (128)	10% (53)	11% (62)	5% (27)	18% (98)	551
Heard Minion Campaign	15% (82)	18% (95)	25% (136)	9% (50)	11% (60)	5% (25)	17% (92)	540
Listens to Podcasts	16% (176)	16% (182)	25% (288)	9% (100)	14% (158)	5% (62)	15% (166)	1132
Streaming Services User	13% (233)	15% (262)	24% (424)	8% (145)	15% (268)	5% (85)	20% (355)	1773
Netflix User	13% (191)	14% (206)	24% (352)	9% (132)	16% (231)	5% (69)	20% (293)	1474
Disney+ User	14% (140)	14% (141)	24% (233)	8% (81)	16% (157)	5% (49)	19% (183)	984
Heterosexual or straight	13% (252)	14% (273)	25% (484)	8% (158)	15% (298)	5% (94)	21% (412)	1971
Gay	13% (9)	13% (9)	14% (10)	12% (8)	5% (3)	5% (4)	38% (26)	68
Bisexual	16% (14)	8% (7)	16% (15)	3% (3)	15% (13)	6% (5)	36% (32)	88
Yes	14% (10)	4% (3)	19% (14)	15% (11)	15% (11)	5% (3)	28% (19)	70
No	13% (268)	14% (299)	24% (506)	8% (167)	15% (313)	5% (104)	23% (483)	2140

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

Table MCFE40_10: *Moving on to another topicHow often did you do the following in the past month?*

Listen to an audiobook

Demographic	Multiple times a day		Once daily		A few times per week		Once per week		A few times		Once		Never		Total N
Adults	2%	(44)	3%	(77)	6%	(143)	5%	(108)	9%	(189)	6%	(135)	69%	(1514)	2210
Gender: Male	2%	(22)	4%	(41)	7%	(77)	5%	(59)	8%	(91)	7%	(75)	66%	(703)	1068
Gender: Female	2%	(23)	3%	(36)	6%	(66)	4%	(49)	9%	(98)	5%	(60)	71%	(811)	1142
Age: 18-34	3%	(21)	6%	(38)	10%	(63)	8%	(53)	11%	(69)	7%	(42)	56%	(357)	642
Age: 35-44	2%	(9)	6%	(20)	10%	(38)	6%	(24)	11%	(39)	11%	(40)	54%	(197)	365
Age: 45-64	1%	(10)	2%	(17)	4%	(30)	4%	(26)	7%	(52)	6%	(41)	75%	(537)	714
Age: 65+	1%	(5)	—	(2)	3%	(13)	1%	(5)	6%	(30)	2%	(12)	87%	(423)	489
GenZers: 1997-2012	2%	(4)	5%	(12)	10%	(25)	7%	(17)	16%	(41)	5%	(14)	55%	(142)	256
Millennials: 1981-1996	3%	(22)	7%	(43)	10%	(64)	8%	(54)	9%	(61)	9%	(57)	54%	(352)	653
GenXers: 1965-1980	2%	(11)	3%	(18)	6%	(31)	5%	(29)	8%	(45)	8%	(42)	68%	(379)	555
Baby Boomers: 1946-1964	1%	(7)	1%	(3)	3%	(21)	1%	(8)	6%	(41)	3%	(21)	85%	(573)	673
PID: Dem (no lean)	2%	(21)	5%	(43)	8%	(70)	6%	(49)	8%	(69)	7%	(59)	64%	(547)	860
PID: Ind (no lean)	2%	(11)	2%	(12)	5%	(36)	5%	(31)	9%	(59)	6%	(43)	72%	(484)	674
PID: Rep (no lean)	2%	(12)	3%	(22)	5%	(37)	4%	(27)	9%	(61)	5%	(33)	72%	(484)	676
PID/Gender: Dem Men	3%	(10)	6%	(23)	9%	(36)	8%	(31)	9%	(37)	7%	(29)	58%	(227)	394
PID/Gender: Dem Women	2%	(11)	4%	(20)	7%	(34)	4%	(18)	7%	(32)	6%	(30)	69%	(320)	465
PID/Gender: Ind Men	2%	(6)	2%	(5)	5%	(17)	5%	(17)	9%	(30)	9%	(31)	70%	(240)	345
PID/Gender: Ind Women	1%	(5)	2%	(6)	6%	(19)	4%	(15)	9%	(29)	4%	(12)	74%	(243)	329
PID/Gender: Rep Men	2%	(6)	4%	(12)	7%	(24)	3%	(11)	7%	(24)	5%	(15)	72%	(236)	328
PID/Gender: Rep Women	2%	(7)	3%	(10)	4%	(12)	5%	(17)	11%	(37)	5%	(18)	71%	(248)	348
Ideo: Liberal (1-3)	4%	(23)	5%	(31)	8%	(52)	5%	(32)	9%	(57)	6%	(40)	64%	(420)	656
Ideo: Moderate (4)	1%	(10)	3%	(20)	7%	(55)	7%	(49)	8%	(62)	7%	(51)	67%	(504)	751
Ideo: Conservative (5-7)	2%	(10)	3%	(23)	5%	(35)	3%	(22)	9%	(62)	5%	(30)	73%	(483)	666
Educ: < College	2%	(29)	3%	(43)	6%	(79)	4%	(63)	8%	(112)	6%	(83)	71%	(1027)	1437
Educ: Bachelors degree	2%	(11)	5%	(25)	9%	(43)	7%	(32)	7%	(36)	6%	(29)	64%	(315)	491
Educ: Post-grad	1%	(4)	3%	(9)	7%	(21)	4%	(12)	14%	(41)	8%	(24)	61%	(172)	282
Income: Under 50k	1%	(19)	3%	(41)	5%	(62)	4%	(53)	7%	(91)	7%	(84)	72%	(920)	1271
Income: 50k-100k	2%	(16)	4%	(24)	8%	(54)	6%	(38)	11%	(72)	5%	(32)	64%	(420)	656
Income: 100k+	3%	(10)	4%	(12)	9%	(26)	6%	(17)	9%	(26)	7%	(19)	61%	(173)	283
Ethnicity: White	1%	(25)	3%	(53)	6%	(100)	5%	(78)	8%	(130)	6%	(94)	72%	(1231)	1711
Ethnicity: Hispanic	2%	(9)	4%	(16)	11%	(40)	7%	(27)	12%	(43)	10%	(36)	54%	(202)	374

Table MCFE40_10: *Moving on to another topicHow often did you do the following in the past month?*

Listen to an audiobook

Demographic	Multiple times a day		Once daily		A few times per week		Once per week		A few times		Once		Never		Total N
Adults	2%	(44)	3%	(77)	6%	(143)	5%	(108)	9%	(189)	6%	(135)	69%	(1514)	2210
Ethnicity: Black	5%	(15)	6%	(17)	10%	(29)	8%	(22)	10%	(28)	8%	(24)	52%	(148)	282
Ethnicity: Other	2%	(4)	3%	(6)	7%	(14)	4%	(8)	14%	(31)	8%	(17)	63%	(136)	217
All Christian	1%	(15)	4%	(44)	6%	(63)	5%	(48)	8%	(80)	4%	(43)	72%	(736)	1029
All Non-Christian	3%	(4)	5%	(7)	10%	(13)	4%	(5)	12%	(16)	4%	(5)	61%	(79)	129
Atheist	1%	(1)	—	(0)	9%	(9)	3%	(3)	12%	(12)	11%	(11)	64%	(63)	99
Agnostic/Nothing in particular	2%	(13)	2%	(11)	5%	(30)	6%	(35)	8%	(47)	7%	(43)	70%	(408)	587
Something Else	3%	(11)	4%	(16)	8%	(28)	4%	(15)	9%	(34)	9%	(33)	62%	(227)	365
Religious Non-Protestant/Catholic	3%	(5)	6%	(9)	9%	(14)	5%	(7)	13%	(20)	4%	(6)	60%	(93)	154
Evangelical	1%	(8)	5%	(29)	10%	(56)	4%	(21)	8%	(44)	5%	(30)	66%	(369)	558
Non-Evangelical	2%	(18)	3%	(27)	4%	(32)	5%	(40)	8%	(64)	6%	(45)	72%	(567)	792
Community: Urban	3%	(17)	5%	(34)	10%	(63)	6%	(39)	12%	(75)	7%	(43)	58%	(367)	638
Community: Suburban	2%	(19)	3%	(32)	5%	(51)	5%	(52)	8%	(84)	6%	(58)	71%	(718)	1014
Community: Rural	1%	(8)	2%	(11)	5%	(29)	3%	(16)	5%	(30)	6%	(34)	77%	(429)	558
Employ: Private Sector	3%	(16)	6%	(38)	9%	(58)	8%	(53)	10%	(64)	7%	(48)	58%	(377)	654
Employ: Government	3%	(3)	9%	(12)	9%	(12)	6%	(8)	12%	(17)	14%	(19)	48%	(65)	136
Employ: Self-Employed	3%	(6)	4%	(6)	9%	(14)	6%	(9)	15%	(26)	11%	(19)	52%	(87)	166
Employ: Homemaker	1%	(3)	4%	(8)	8%	(14)	6%	(11)	7%	(13)	5%	(10)	69%	(131)	190
Employ: Student	5%	(3)	4%	(3)	11%	(7)	5%	(3)	18%	(11)	2%	(1)	54%	(34)	62
Employ: Retired	1%	(5)	1%	(6)	3%	(15)	1%	(4)	5%	(29)	2%	(13)	87%	(490)	563
Employ: Unemployed	1%	(4)	1%	(3)	5%	(15)	5%	(16)	6%	(17)	6%	(18)	76%	(228)	301
Employ: Other	3%	(4)	—	(1)	6%	(8)	2%	(3)	9%	(12)	4%	(5)	76%	(104)	137
Military HH: Yes	1%	(3)	2%	(7)	6%	(17)	6%	(18)	10%	(29)	3%	(9)	71%	(201)	283
Military HH: No	2%	(41)	4%	(70)	7%	(126)	5%	(90)	8%	(160)	7%	(126)	68%	(1313)	1927
RD/WT: Right Direction	2%	(15)	6%	(40)	11%	(70)	8%	(54)	9%	(57)	6%	(37)	59%	(393)	666
RD/WT: Wrong Track	2%	(29)	2%	(37)	5%	(73)	3%	(54)	9%	(132)	6%	(98)	73%	(1121)	1544
Biden Job Approve	2%	(22)	5%	(46)	9%	(89)	6%	(63)	9%	(90)	6%	(62)	62%	(599)	970
Biden Job Disapprove	2%	(20)	2%	(28)	4%	(50)	3%	(39)	8%	(93)	6%	(68)	74%	(846)	1144

Continued on next page

Table MCFE40_10: *Moving on to another topicHow often did you do the following in the past month?*

Listen to an audiobook

Demographic	Multiple times a day		Once daily		A few times per week		Once per week		A few times		Once		Never		Total N
Adults	2%	(44)	3%	(77)	6%	(143)	5%	(108)	9%	(189)	6%	(135)	69%	(1514)	2210
Biden Job Strongly Approve	3%	(14)	7%	(30)	11%	(47)	7%	(31)	10%	(44)	6%	(24)	56%	(244)	433
Biden Job Somewhat Approve	2%	(8)	3%	(16)	8%	(42)	6%	(32)	9%	(46)	7%	(38)	66%	(355)	537
Biden Job Somewhat Disapprove	2%	(6)	4%	(15)	6%	(19)	4%	(15)	9%	(29)	7%	(24)	68%	(231)	339
Biden Job Strongly Disapprove	2%	(14)	2%	(12)	4%	(31)	3%	(24)	8%	(64)	5%	(44)	76%	(615)	805
Favorable of Biden	2%	(22)	4%	(38)	8%	(77)	6%	(62)	9%	(87)	7%	(63)	64%	(619)	969
Unfavorable of Biden	1%	(16)	3%	(32)	5%	(62)	3%	(38)	8%	(93)	6%	(64)	73%	(829)	1134
Very Favorable of Biden	3%	(13)	5%	(26)	10%	(46)	7%	(35)	8%	(38)	6%	(30)	61%	(295)	482
Somewhat Favorable of Biden	2%	(9)	3%	(12)	6%	(31)	6%	(27)	10%	(49)	7%	(34)	67%	(324)	487
Somewhat Unfavorable of Biden	1%	(3)	5%	(14)	8%	(23)	4%	(13)	7%	(21)	6%	(19)	69%	(206)	299
Very Unfavorable of Biden	2%	(13)	2%	(18)	5%	(40)	3%	(24)	9%	(72)	5%	(45)	75%	(623)	835
#1 Issue: Economy	1%	(13)	3%	(32)	6%	(54)	5%	(43)	9%	(85)	8%	(75)	67%	(611)	913
#1 Issue: Security	1%	(3)	3%	(7)	8%	(19)	2%	(6)	8%	(21)	3%	(7)	74%	(180)	243
#1 Issue: Health Care	4%	(7)	5%	(9)	7%	(12)	6%	(11)	7%	(13)	5%	(9)	65%	(110)	170
#1 Issue: Medicare / Social Security	1%	(2)	3%	(8)	5%	(13)	3%	(8)	4%	(10)	3%	(8)	81%	(217)	266
#1 Issue: Women's Issues	3%	(10)	3%	(10)	8%	(25)	9%	(28)	9%	(29)	6%	(19)	61%	(190)	311
#1 Issue: Education	1%	(1)	4%	(2)	15%	(9)	5%	(3)	18%	(11)	11%	(6)	46%	(27)	59
#1 Issue: Energy	4%	(6)	5%	(7)	5%	(7)	5%	(6)	8%	(11)	5%	(7)	68%	(91)	134
#1 Issue: Other	3%	(3)	1%	(2)	4%	(5)	3%	(3)	9%	(11)	2%	(2)	77%	(89)	115
2020 Vote: Joe Biden	3%	(24)	4%	(36)	8%	(75)	7%	(63)	8%	(80)	7%	(63)	64%	(604)	945
2020 Vote: Donald Trump	1%	(11)	3%	(25)	5%	(38)	4%	(33)	8%	(61)	5%	(37)	72%	(535)	740
2020 Vote: Other	—	(0)	4%	(3)	8%	(6)	3%	(2)	10%	(6)	16%	(11)	59%	(40)	67
2020 Vote: Didn't Vote	2%	(10)	3%	(13)	5%	(24)	2%	(10)	9%	(42)	5%	(24)	73%	(335)	459
2018 House Vote: Democrat	3%	(20)	5%	(34)	8%	(63)	6%	(47)	8%	(64)	8%	(58)	62%	(469)	755
2018 House Vote: Republican	2%	(10)	3%	(16)	6%	(34)	4%	(21)	9%	(51)	4%	(26)	73%	(431)	589
2018 House Vote: Someone else	—	(0)	1%	(1)	8%	(4)	—	(0)	11%	(6)	18%	(9)	61%	(30)	50
2016 Vote: Hillary Clinton	3%	(19)	4%	(27)	8%	(56)	6%	(45)	8%	(59)	7%	(47)	63%	(441)	695
2016 Vote: Donald Trump	2%	(11)	3%	(20)	4%	(29)	4%	(23)	10%	(66)	4%	(27)	73%	(480)	656
2016 Vote: Other	—	(0)	2%	(1)	8%	(7)	—	(0)	7%	(6)	15%	(13)	68%	(58)	86
2016 Vote: Didn't Vote	2%	(13)	4%	(28)	6%	(47)	5%	(38)	8%	(58)	6%	(48)	70%	(534)	765

Table MCFE40_10: *Moving on to another topicHow often did you do the following in the past month?*

Listen to an audiobook

Demographic	Multiple times a day	Once daily	A few times per week	Once per week	A few times	Once	Never	Total N
Adults	2% (44)	3% (77)	6% (143)	5% (108)	9% (189)	6% (135)	69% (1514)	2210
Voted in 2014: Yes	2% (30)	4% (48)	6% (79)	4% (54)	8% (104)	7% (83)	68% (829)	1227
Voted in 2014: No	1% (14)	3% (29)	7% (64)	5% (54)	9% (85)	5% (52)	70% (685)	983
4-Region: Northeast	2% (6)	3% (13)	6% (22)	4% (17)	8% (29)	6% (22)	71% (273)	383
4-Region: Midwest	2% (7)	3% (14)	4% (18)	4% (19)	8% (37)	5% (25)	74% (336)	456
4-Region: South	3% (25)	3% (23)	8% (64)	5% (45)	9% (80)	6% (54)	66% (554)	844
4-Region: West	1% (6)	5% (27)	7% (38)	5% (26)	8% (43)	7% (35)	67% (351)	527
TikTok Users	3% (24)	6% (44)	8% (67)	8% (64)	12% (92)	9% (75)	54% (428)	793
Twitch Users	4% (8)	10% (22)	14% (29)	9% (19)	11% (23)	9% (19)	44% (95)	216
2022 Sports Viewers/Attendees	2% (34)	4% (60)	8% (120)	5% (73)	10% (148)	7% (98)	64% (942)	1475
Monthly Moviegoers	4% (11)	11% (34)	17% (53)	11% (34)	12% (39)	8% (27)	38% (121)	320
Few Times per Year + Moviegoers	3% (24)	6% (59)	11% (101)	7% (65)	12% (113)	8% (71)	53% (486)	920
Heard Smile Campaign	4% (22)	8% (46)	14% (80)	10% (53)	12% (67)	7% (39)	44% (244)	551
Heard Minion Campaign	4% (23)	8% (42)	15% (81)	11% (58)	12% (62)	7% (38)	44% (236)	540
Listens to Podcasts	4% (40)	6% (70)	11% (124)	9% (99)	14% (164)	10% (111)	46% (525)	1132
Streaming Services User	2% (43)	4% (76)	8% (137)	6% (103)	10% (178)	7% (121)	63% (1116)	1773
Netflix User	3% (39)	4% (63)	8% (124)	7% (96)	11% (159)	7% (103)	60% (890)	1474
Disney+ User	3% (28)	6% (60)	10% (103)	8% (79)	12% (114)	8% (75)	53% (526)	984
Heterosexual or straight	2% (36)	3% (67)	6% (125)	5% (93)	8% (164)	6% (116)	70% (1370)	1971
Gay	1% (1)	1% (1)	7% (4)	11% (8)	8% (5)	11% (7)	61% (42)	68
Bisexual	7% (6)	4% (4)	5% (4)	2% (2)	18% (16)	6% (5)	58% (51)	88
Yes	5% (4)	6% (4)	12% (8)	7% (5)	13% (9)	7% (5)	50% (35)	70
No	2% (41)	3% (73)	6% (135)	5% (103)	8% (180)	6% (130)	69% (1479)	2140

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

Table MCFE41_1: *How often did you use the following services in the past month?*

Cable television

Demographic	Multiple times a day	Once daily	A few times per week	Once per week	A few times	Once	Never	Total N
Adults	22% (477)	8% (182)	9% (192)	3% (72)	5% (119)	3% (60)	50% (1108)	2210
Gender: Male	24% (257)	10% (107)	10% (109)	4% (41)	6% (63)	2% (26)	43% (464)	1068
Gender: Female	19% (220)	7% (74)	7% (83)	3% (32)	5% (56)	3% (33)	56% (644)	1142
Age: 18-34	10% (66)	8% (54)	13% (87)	5% (32)	7% (43)	4% (26)	52% (334)	642
Age: 35-44	20% (74)	8% (28)	11% (40)	7% (27)	8% (28)	3% (11)	43% (158)	365
Age: 45-64	21% (153)	8% (56)	7% (47)	2% (13)	4% (32)	3% (19)	55% (394)	714
Age: 65+	38% (185)	9% (44)	4% (17)	— (1)	3% (16)	1% (4)	45% (222)	489
GenZers: 1997-2012	8% (19)	9% (23)	11% (29)	8% (19)	9% (24)	5% (13)	50% (129)	256
Millennials: 1981-1996	15% (97)	8% (53)	13% (87)	5% (29)	6% (37)	3% (21)	50% (329)	653
GenXers: 1965-1980	20% (113)	7% (41)	7% (40)	3% (19)	6% (32)	3% (17)	53% (293)	555
Baby Boomers: 1946-1964	31% (207)	9% (62)	5% (32)	1% (4)	4% (24)	1% (9)	50% (335)	673
PID: Dem (no lean)	22% (188)	9% (78)	10% (86)	4% (33)	5% (45)	4% (32)	46% (397)	860
PID: Ind (no lean)	20% (137)	7% (47)	7% (44)	2% (16)	5% (33)	2% (16)	56% (381)	674
PID: Rep (no lean)	23% (152)	8% (57)	9% (61)	3% (23)	6% (41)	2% (11)	49% (330)	676
PID/Gender: Dem Men	24% (95)	10% (41)	14% (54)	6% (24)	6% (23)	3% (12)	37% (145)	394
PID/Gender: Dem Women	20% (93)	8% (37)	7% (32)	2% (9)	5% (22)	4% (19)	54% (252)	465
PID/Gender: Ind Men	23% (81)	9% (32)	8% (27)	2% (7)	5% (18)	2% (8)	50% (174)	345
PID/Gender: Ind Women	17% (56)	4% (15)	5% (18)	3% (10)	5% (15)	3% (8)	63% (208)	329
PID/Gender: Rep Men	25% (82)	10% (34)	9% (28)	3% (10)	7% (22)	2% (6)	44% (146)	328
PID/Gender: Rep Women	20% (70)	7% (23)	9% (33)	4% (13)	5% (19)	2% (6)	53% (184)	348
Ideo: Liberal (1-3)	20% (134)	9% (62)	10% (65)	3% (21)	4% (29)	3% (22)	49% (322)	656
Ideo: Moderate (4)	23% (169)	8% (60)	10% (75)	5% (34)	6% (43)	3% (22)	46% (348)	751
Ideo: Conservative (5-7)	24% (159)	8% (52)	7% (47)	2% (15)	6% (41)	2% (11)	51% (341)	666
Educ: < College	20% (290)	7% (107)	8% (112)	3% (47)	6% (80)	3% (45)	53% (755)	1437
Educ: Bachelors degree	22% (110)	9% (44)	10% (51)	4% (19)	4% (21)	2% (9)	49% (238)	491
Educ: Post-grad	28% (78)	11% (31)	10% (28)	2% (7)	6% (18)	2% (6)	41% (115)	282
Income: Under 50k	19% (241)	7% (88)	7% (95)	3% (37)	5% (68)	3% (43)	55% (699)	1271
Income: 50k-100k	24% (155)	9% (58)	10% (64)	4% (25)	5% (35)	2% (13)	47% (306)	656
Income: 100k+	29% (81)	13% (36)	12% (33)	3% (10)	6% (16)	1% (4)	37% (104)	283
Ethnicity: White	23% (399)	8% (136)	9% (148)	3% (46)	5% (81)	2% (39)	50% (862)	1711
Ethnicity: Hispanic	14% (54)	6% (22)	13% (50)	7% (26)	4% (14)	5% (18)	51% (190)	374

Continued on next page

Table MCFE41_1: *How often did you use the following services in the past month?*

Cable television

Demographic	Multiple times a day	Once daily	A few times per week	Once per week	A few times	Once	Never	Total N
Adults	22% (477)	8% (182)	9% (192)	3% (72)	5% (119)	3% (60)	50% (1108)	2210
Ethnicity: Black	20% (56)	9% (25)	9% (25)	6% (17)	8% (23)	5% (14)	43% (122)	282
Ethnicity: Other	10% (22)	9% (20)	9% (19)	4% (10)	7% (15)	3% (6)	57% (124)	217
All Christian	27% (279)	9% (89)	9% (94)	3% (28)	5% (56)	2% (18)	45% (466)	1029
All Non-Christian	20% (26)	15% (19)	6% (8)	4% (6)	7% (9)	6% (7)	42% (54)	129
Atheist	22% (22)	3% (3)	5% (5)	8% (8)	4% (4)	4% (4)	55% (55)	99
Agnostic/Nothing in particular	15% (91)	7% (39)	8% (50)	4% (25)	4% (24)	3% (17)	58% (342)	587
Something Else	16% (59)	9% (32)	10% (35)	2% (7)	7% (27)	4% (14)	52% (191)	365
Religious Non-Protestant/Catholic	19% (29)	14% (21)	7% (11)	5% (7)	7% (10)	5% (7)	44% (67)	154
Evangelical	23% (127)	6% (34)	10% (58)	2% (12)	6% (32)	3% (19)	50% (277)	558
Non-Evangelical	25% (201)	10% (80)	8% (66)	3% (21)	6% (48)	1% (12)	46% (364)	792
Community: Urban	22% (143)	8% (50)	11% (68)	4% (28)	6% (37)	3% (22)	45% (289)	638
Community: Suburban	25% (257)	10% (98)	9% (89)	3% (29)	5% (54)	2% (24)	46% (463)	1014
Community: Rural	14% (77)	6% (33)	6% (35)	3% (16)	5% (28)	2% (13)	64% (357)	558
Employ: Private Sector	20% (130)	11% (71)	13% (85)	4% (25)	6% (38)	3% (21)	44% (285)	654
Employ: Government	19% (26)	10% (13)	12% (16)	9% (12)	8% (11)	2% (2)	41% (56)	136
Employ: Self-Employed	19% (32)	6% (10)	12% (20)	3% (6)	4% (7)	7% (12)	48% (80)	166
Employ: Homemaker	11% (21)	5% (10)	7% (12)	3% (7)	6% (12)	3% (5)	65% (124)	190
Employ: Student	18% (11)	11% (7)	8% (5)	3% (2)	11% (7)	3% (2)	47% (29)	62
Employ: Retired	36% (200)	8% (47)	4% (20)	— (2)	3% (19)	1% (5)	48% (270)	563
Employ: Unemployed	13% (38)	6% (18)	7% (21)	4% (13)	4% (12)	4% (11)	62% (188)	301
Employ: Other	14% (19)	5% (7)	10% (13)	4% (6)	9% (13)	1% (2)	56% (77)	137
Military HH: Yes	28% (78)	11% (30)	6% (18)	— (1)	6% (16)	3% (8)	47% (132)	283
Military HH: No	21% (399)	8% (151)	9% (173)	4% (72)	5% (103)	3% (52)	51% (976)	1927
RD/WT: Right Direction	21% (143)	10% (69)	11% (77)	6% (38)	6% (41)	3% (18)	42% (281)	666
RD/WT: Wrong Track	22% (334)	7% (113)	7% (115)	2% (35)	5% (78)	3% (41)	54% (828)	1544
Biden Job Approve	23% (223)	9% (89)	9% (85)	5% (45)	6% (55)	3% (27)	46% (446)	970
Biden Job Disapprove	21% (243)	7% (84)	8% (96)	2% (27)	5% (60)	2% (28)	53% (606)	1144

Continued on next page

Table MCFE41_1: *How often did you use the following services in the past month?*

Cable television

Demographic	Multiple times a day	Once daily	A few times per week	Once per week	A few times	Once	Never	Total N
Adults	22% (477)	8% (182)	9% (192)	3% (72)	5% (119)	3% (60)	50% (1108)	2210
Biden Job Strongly Approve	26% (111)	9% (40)	9% (41)	7% (28)	6% (25)	4% (18)	39% (170)	433
Biden Job Somewhat Approve	21% (112)	9% (49)	8% (45)	3% (17)	6% (30)	2% (9)	51% (275)	537
Biden Job Somewhat Disapprove	17% (56)	9% (31)	11% (39)	2% (8)	6% (20)	3% (9)	52% (177)	339
Biden Job Strongly Disapprove	23% (187)	7% (53)	7% (57)	2% (19)	5% (41)	2% (19)	53% (429)	805
Favorable of Biden	22% (217)	9% (84)	9% (89)	4% (38)	5% (49)	3% (30)	48% (462)	969
Unfavorable of Biden	22% (248)	8% (86)	8% (94)	2% (27)	6% (68)	2% (24)	52% (587)	1134
Very Favorable of Biden	25% (118)	8% (40)	10% (47)	6% (29)	6% (27)	4% (18)	42% (202)	482
Somewhat Favorable of Biden	20% (99)	9% (44)	9% (42)	2% (9)	4% (22)	2% (12)	53% (260)	487
Somewhat Unfavorable of Biden	20% (59)	8% (25)	10% (29)	2% (6)	7% (22)	1% (4)	51% (153)	299
Very Unfavorable of Biden	23% (189)	7% (61)	8% (65)	2% (20)	5% (46)	2% (20)	52% (434)	835
#1 Issue: Economy	18% (167)	8% (74)	8% (70)	4% (34)	6% (55)	3% (27)	53% (485)	913
#1 Issue: Security	28% (69)	8% (19)	12% (30)	2% (6)	4% (9)	4% (10)	41% (100)	243
#1 Issue: Health Care	22% (37)	12% (20)	10% (16)	4% (6)	3% (5)	2% (3)	48% (82)	170
#1 Issue: Medicare / Social Security	32% (86)	7% (19)	6% (16)	2% (6)	4% (11)	2% (5)	46% (123)	266
#1 Issue: Women's Issues	17% (54)	5% (17)	9% (27)	5% (16)	6% (19)	3% (8)	54% (169)	311
#1 Issue: Education	12% (7)	13% (8)	16% (9)	2% (1)	11% (7)	3% (2)	42% (25)	59
#1 Issue: Energy	24% (32)	12% (15)	14% (18)	2% (3)	8% (11)	2% (3)	38% (51)	134
#1 Issue: Other	22% (25)	7% (8)	4% (5)	— (0)	3% (3)	— (1)	64% (73)	115
2020 Vote: Joe Biden	24% (228)	10% (93)	10% (91)	4% (38)	5% (47)	3% (26)	45% (421)	945
2020 Vote: Donald Trump	24% (175)	8% (62)	9% (68)	2% (16)	5% (40)	2% (17)	49% (362)	740
2020 Vote: Other	23% (16)	11% (7)	3% (2)	5% (3)	10% (7)	1% (1)	46% (31)	67
2020 Vote: Didn't Vote	13% (58)	4% (19)	7% (31)	3% (15)	6% (25)	3% (15)	64% (294)	459
2018 House Vote: Democrat	26% (198)	9% (72)	10% (76)	4% (31)	5% (34)	3% (20)	43% (324)	755
2018 House Vote: Republican	26% (154)	9% (53)	8% (45)	2% (10)	6% (33)	2% (11)	48% (283)	589
2018 House Vote: Someone else	20% (10)	17% (8)	2% (1)	2% (1)	5% (3)	5% (3)	48% (24)	50
2016 Vote: Hillary Clinton	24% (170)	11% (74)	9% (64)	5% (33)	4% (31)	2% (17)	44% (306)	695
2016 Vote: Donald Trump	27% (179)	9% (56)	8% (51)	1% (10)	5% (32)	2% (16)	48% (312)	656
2016 Vote: Other	28% (24)	6% (5)	5% (5)	1% (1)	8% (7)	2% (2)	49% (42)	86
2016 Vote: Didn't Vote	13% (103)	6% (46)	9% (68)	4% (28)	6% (48)	3% (24)	58% (447)	765

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Table MCFE41_1: *How often did you use the following services in the past month?*

Cable television

Demographic	Multiple times a day	Once daily	A few times per week	Once per week	A few times	Once	Never	Total N
Adults	22% (477)	8% (182)	9% (192)	3% (72)	5% (119)	3% (60)	50% (1108)	2210
Voted in 2014: Yes	27% (328)	10% (117)	9% (106)	3% (35)	5% (58)	2% (27)	45% (556)	1227
Voted in 2014: No	15% (149)	7% (64)	9% (85)	4% (37)	6% (61)	3% (33)	56% (553)	983
4-Region: Northeast	25% (95)	10% (40)	9% (36)	2% (7)	5% (21)	2% (6)	47% (179)	383
4-Region: Midwest	20% (92)	9% (39)	7% (30)	3% (13)	6% (25)	4% (18)	52% (238)	456
4-Region: South	21% (181)	8% (66)	9% (77)	3% (29)	6% (53)	3% (23)	49% (417)	844
4-Region: West	21% (110)	7% (37)	9% (48)	5% (24)	4% (20)	2% (13)	52% (275)	527
TikTok Users	17% (134)	8% (67)	12% (97)	6% (46)	7% (54)	4% (32)	46% (363)	793
Twitch Users	19% (41)	13% (28)	15% (33)	6% (13)	5% (11)	3% (6)	39% (85)	216
2022 Sports Viewers/Attendees	27% (394)	9% (138)	11% (156)	4% (56)	6% (84)	2% (32)	42% (615)	1475
Monthly Moviegoers	28% (90)	13% (42)	14% (45)	5% (17)	6% (18)	3% (9)	31% (99)	320
Few Times per Year + Moviegoers	22% (201)	12% (107)	13% (117)	5% (43)	7% (61)	3% (28)	40% (364)	920
Heard Smile Campaign	18% (101)	11% (60)	15% (81)	8% (43)	8% (42)	4% (22)	37% (202)	551
Heard Minion Campaign	18% (97)	12% (65)	15% (83)	6% (33)	7% (39)	3% (18)	38% (206)	540
Listens to Podcasts	20% (226)	9% (102)	12% (134)	5% (53)	7% (83)	4% (42)	43% (491)	1132
Streaming Services User	19% (336)	9% (161)	10% (173)	4% (70)	6% (109)	3% (50)	49% (873)	1773
Netflix User	19% (283)	9% (138)	11% (160)	4% (64)	7% (98)	3% (51)	46% (680)	1474
Disney+ User	17% (164)	10% (96)	13% (129)	6% (56)	7% (73)	4% (35)	44% (431)	984
Heterosexual or straight	22% (443)	8% (166)	9% (176)	3% (61)	5% (106)	3% (53)	49% (965)	1971
Gay	21% (14)	7% (5)	8% (5)	3% (2)	2% (2)	1% (1)	57% (39)	68
Bisexual	16% (14)	7% (6)	6% (6)	5% (5)	7% (6)	2% (2)	56% (49)	88
Yes	20% (14)	9% (6)	6% (4)	7% (5)	9% (6)	3% (2)	46% (33)	70
No	22% (463)	8% (175)	9% (188)	3% (67)	5% (113)	3% (57)	50% (1076)	2140

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

Table MCFE41_2: *How often did you use the following services in the past month?*

Satellite television

Demographic	Multiple times a day		Once daily		A few times per week		Once per week		A few times		Once		Never		Total N
Adults	8%	(178)	4%	(86)	5%	(101)	3%	(71)	3%	(76)	2%	(54)	74%	(1644)	2210
Gender: Male	8%	(82)	5%	(55)	5%	(54)	4%	(39)	3%	(34)	2%	(25)	73%	(778)	1068
Gender: Female	8%	(96)	3%	(31)	4%	(47)	3%	(32)	4%	(42)	3%	(29)	76%	(865)	1142
Age: 18-34	6%	(41)	5%	(31)	9%	(56)	6%	(41)	6%	(36)	4%	(28)	64%	(408)	642
Age: 35-44	6%	(21)	6%	(23)	5%	(19)	4%	(15)	5%	(17)	3%	(10)	71%	(260)	365
Age: 45-64	8%	(55)	4%	(26)	3%	(19)	2%	(15)	2%	(16)	2%	(13)	80%	(570)	714
Age: 65+	12%	(61)	1%	(6)	1%	(6)	—	(0)	2%	(7)	1%	(3)	83%	(407)	489
GenZers: 1997-2012	5%	(12)	5%	(12)	7%	(18)	9%	(24)	9%	(22)	6%	(15)	60%	(153)	256
Millennials: 1981-1996	7%	(47)	6%	(36)	8%	(53)	4%	(27)	4%	(25)	3%	(21)	68%	(444)	653
GenXers: 1965-1980	7%	(37)	5%	(25)	3%	(18)	3%	(19)	3%	(18)	2%	(12)	77%	(427)	555
Baby Boomers: 1946-1964	11%	(73)	2%	(12)	2%	(12)	—	(2)	2%	(11)	1%	(5)	83%	(557)	673
PID: Dem (no lean)	8%	(67)	3%	(28)	6%	(52)	4%	(34)	4%	(31)	3%	(22)	73%	(626)	860
PID: Ind (no lean)	6%	(42)	4%	(28)	3%	(18)	3%	(20)	3%	(18)	2%	(14)	79%	(534)	674
PID: Rep (no lean)	10%	(69)	4%	(30)	5%	(31)	3%	(17)	4%	(27)	3%	(18)	72%	(484)	676
PID/Gender: Dem Men	8%	(32)	4%	(18)	9%	(35)	5%	(20)	3%	(13)	3%	(11)	67%	(265)	394
PID/Gender: Dem Women	8%	(35)	2%	(10)	4%	(18)	3%	(13)	4%	(18)	2%	(11)	77%	(360)	465
PID/Gender: Ind Men	6%	(21)	6%	(21)	3%	(11)	3%	(9)	2%	(6)	2%	(6)	79%	(271)	345
PID/Gender: Ind Women	6%	(21)	2%	(7)	2%	(7)	3%	(11)	4%	(13)	2%	(8)	80%	(263)	329
PID/Gender: Rep Men	9%	(29)	5%	(16)	3%	(8)	3%	(10)	5%	(16)	2%	(8)	74%	(242)	328
PID/Gender: Rep Women	11%	(39)	4%	(14)	6%	(22)	2%	(8)	3%	(12)	3%	(10)	70%	(242)	348
Ideo: Liberal (1-3)	8%	(54)	3%	(17)	6%	(38)	4%	(26)	4%	(24)	3%	(18)	73%	(479)	656
Ideo: Moderate (4)	7%	(53)	6%	(45)	4%	(29)	3%	(22)	4%	(33)	2%	(14)	74%	(555)	751
Ideo: Conservative (5-7)	10%	(66)	3%	(21)	5%	(32)	3%	(18)	2%	(15)	3%	(19)	74%	(496)	666
Educ: < College	8%	(112)	4%	(52)	4%	(61)	3%	(50)	4%	(52)	2%	(35)	75%	(1075)	1437
Educ: Bachelors degree	8%	(40)	5%	(23)	5%	(27)	3%	(13)	3%	(15)	3%	(13)	73%	(360)	491
Educ: Post-grad	9%	(26)	4%	(10)	5%	(14)	3%	(8)	3%	(9)	2%	(6)	74%	(209)	282
Income: Under 50k	8%	(98)	3%	(44)	4%	(52)	3%	(43)	3%	(43)	2%	(31)	75%	(960)	1271
Income: 50k-100k	9%	(57)	4%	(25)	6%	(37)	3%	(22)	4%	(25)	2%	(16)	72%	(475)	656
Income: 100k+	8%	(22)	6%	(18)	4%	(12)	2%	(6)	3%	(9)	3%	(7)	74%	(208)	283
Ethnicity: White	9%	(150)	3%	(57)	4%	(69)	2%	(39)	3%	(55)	2%	(40)	76%	(1301)	1711
Ethnicity: Hispanic	7%	(25)	6%	(21)	7%	(27)	8%	(31)	4%	(16)	2%	(9)	65%	(244)	374

Table MCFE41_2: *How often did you use the following services in the past month?*

Satellite television

Demographic	Multiple times a day		Once daily		A few times per week		Once per week		A few times		Once		Never		Total N
Adults	8%	(178)	4%	(86)	5%	(101)	3%	(71)	3%	(76)	2%	(54)	74%	(1644)	2210
Ethnicity: Black	7%	(21)	7%	(21)	5%	(14)	6%	(17)	4%	(13)	3%	(9)	66%	(187)	282
Ethnicity: Other	3%	(7)	4%	(8)	8%	(18)	7%	(15)	4%	(8)	2%	(5)	72%	(156)	217
All Christian	9%	(90)	4%	(43)	5%	(54)	2%	(26)	2%	(24)	2%	(16)	75%	(776)	1029
All Non-Christian	7%	(8)	4%	(5)	6%	(7)	4%	(5)	9%	(11)	3%	(4)	68%	(88)	129
Atheist	3%	(3)	6%	(6)	3%	(3)	1%	(1)	4%	(4)	2%	(2)	80%	(80)	99
Agnostic/Nothing in particular	7%	(39)	4%	(22)	4%	(21)	4%	(24)	2%	(14)	3%	(16)	77%	(450)	587
Something Else	10%	(37)	3%	(10)	4%	(16)	4%	(15)	6%	(23)	4%	(15)	68%	(250)	365
Religious Non-Protestant/Catholic	8%	(12)	4%	(6)	6%	(9)	6%	(9)	7%	(11)	3%	(4)	67%	(103)	154
Evangelical	9%	(52)	3%	(19)	6%	(33)	4%	(21)	3%	(19)	4%	(23)	70%	(390)	558
Non-Evangelical	9%	(69)	4%	(31)	4%	(34)	2%	(15)	3%	(26)	1%	(8)	77%	(608)	792
Community: Urban	7%	(46)	7%	(42)	5%	(32)	5%	(35)	3%	(21)	3%	(16)	70%	(445)	638
Community: Suburban	6%	(60)	3%	(25)	5%	(46)	2%	(25)	4%	(36)	3%	(27)	78%	(794)	1014
Community: Rural	13%	(72)	3%	(18)	4%	(23)	2%	(12)	3%	(19)	2%	(10)	72%	(404)	558
Employ: Private Sector	8%	(53)	6%	(38)	6%	(40)	4%	(29)	4%	(24)	3%	(23)	69%	(448)	654
Employ: Government	6%	(8)	6%	(9)	8%	(11)	4%	(6)	7%	(10)	5%	(6)	64%	(87)	136
Employ: Self-Employed	8%	(13)	4%	(6)	3%	(5)	7%	(11)	6%	(10)	4%	(7)	69%	(114)	166
Employ: Homemaker	6%	(12)	2%	(5)	6%	(11)	5%	(9)	2%	(5)	2%	(3)	77%	(146)	190
Employ: Student	5%	(3)	4%	(2)	4%	(3)	10%	(6)	8%	(5)	3%	(2)	66%	(41)	62
Employ: Retired	12%	(67)	1%	(8)	2%	(11)	—	(1)	2%	(10)	1%	(4)	82%	(463)	563
Employ: Unemployed	6%	(17)	3%	(10)	4%	(11)	2%	(7)	2%	(5)	2%	(7)	81%	(245)	301
Employ: Other	4%	(6)	6%	(9)	8%	(11)	2%	(3)	5%	(7)	2%	(2)	73%	(99)	137
Military HH: Yes	11%	(31)	2%	(7)	5%	(14)	2%	(4)	2%	(7)	1%	(4)	76%	(216)	283
Military HH: No	8%	(147)	4%	(79)	4%	(87)	3%	(67)	4%	(69)	3%	(50)	74%	(1427)	1927
RD/WT: Right Direction	9%	(58)	5%	(32)	7%	(44)	6%	(39)	4%	(27)	2%	(14)	68%	(454)	666
RD/WT: Wrong Track	8%	(120)	4%	(54)	4%	(57)	2%	(33)	3%	(49)	3%	(41)	77%	(1190)	1544
Biden Job Approve	8%	(77)	4%	(34)	5%	(51)	4%	(44)	4%	(36)	2%	(24)	73%	(704)	970
Biden Job Disapprove	8%	(93)	4%	(46)	4%	(43)	2%	(25)	3%	(35)	2%	(28)	76%	(874)	1144

Continued on next page

Table MCFE41_2: *How often did you use the following services in the past month?*
Satellite television

Demographic	Multiple times a day		Once daily		A few times per week		Once per week		A few times		Once		Never		Total N
Adults	8%	(178)	4%	(86)	5%	(101)	3%	(71)	3%	(76)	2%	(54)	74%	(1644)	2210
Biden Job Strongly Approve	11%	(49)	5%	(20)	5%	(23)	4%	(19)	4%	(18)	4%	(16)	66%	(287)	433
Biden Job Somewhat Approve	5%	(28)	3%	(14)	5%	(28)	5%	(25)	3%	(18)	1%	(8)	78%	(417)	537
Biden Job Somewhat Disapprove	6%	(19)	6%	(21)	5%	(15)	3%	(9)	3%	(12)	2%	(8)	75%	(254)	339
Biden Job Strongly Disapprove	9%	(74)	3%	(24)	3%	(27)	2%	(16)	3%	(24)	3%	(20)	77%	(619)	805
Favorable of Biden	8%	(73)	3%	(33)	5%	(45)	3%	(34)	3%	(34)	3%	(28)	75%	(722)	969
Unfavorable of Biden	9%	(97)	4%	(46)	4%	(49)	3%	(34)	3%	(32)	2%	(25)	75%	(851)	1134
Very Favorable of Biden	10%	(46)	3%	(16)	5%	(24)	3%	(15)	3%	(15)	4%	(19)	72%	(346)	482
Somewhat Favorable of Biden	6%	(27)	4%	(17)	4%	(20)	4%	(18)	4%	(19)	2%	(8)	77%	(376)	487
Somewhat Unfavorable of Biden	6%	(17)	6%	(18)	7%	(22)	3%	(10)	3%	(8)	1%	(3)	74%	(221)	299
Very Unfavorable of Biden	10%	(80)	3%	(28)	3%	(27)	3%	(24)	3%	(24)	3%	(22)	75%	(630)	835
#1 Issue: Economy	7%	(63)	4%	(37)	4%	(39)	3%	(27)	4%	(38)	3%	(23)	75%	(686)	913
#1 Issue: Security	12%	(28)	3%	(8)	6%	(15)	2%	(5)	2%	(4)	4%	(9)	72%	(174)	243
#1 Issue: Health Care	9%	(15)	7%	(11)	6%	(11)	3%	(5)	3%	(5)	2%	(3)	70%	(120)	170
#1 Issue: Medicare / Social Security	12%	(31)	3%	(8)	3%	(9)	2%	(4)	1%	(3)	1%	(2)	79%	(210)	266
#1 Issue: Women's Issues	6%	(17)	3%	(9)	5%	(15)	5%	(15)	5%	(15)	3%	(8)	74%	(231)	311
#1 Issue: Education	3%	(2)	10%	(6)	8%	(5)	9%	(6)	8%	(5)	6%	(3)	56%	(33)	59
#1 Issue: Energy	11%	(15)	4%	(6)	4%	(6)	5%	(7)	4%	(5)	2%	(3)	69%	(92)	134
#1 Issue: Other	5%	(6)	1%	(1)	2%	(3)	2%	(2)	2%	(2)	2%	(3)	86%	(98)	115
2020 Vote: Joe Biden	8%	(79)	4%	(35)	6%	(53)	3%	(28)	4%	(35)	2%	(18)	74%	(696)	945
2020 Vote: Donald Trump	11%	(78)	4%	(33)	4%	(29)	2%	(15)	3%	(21)	3%	(20)	73%	(543)	740
2020 Vote: Other	3%	(2)	11%	(7)	3%	(2)	1%	(1)	3%	(2)	—	(0)	80%	(54)	67
2020 Vote: Didn't Vote	4%	(18)	2%	(11)	4%	(17)	6%	(28)	4%	(18)	4%	(16)	76%	(351)	459
2018 House Vote: Democrat	9%	(66)	4%	(28)	6%	(46)	2%	(17)	4%	(27)	2%	(15)	74%	(556)	755
2018 House Vote: Republican	12%	(68)	4%	(26)	4%	(21)	2%	(10)	2%	(14)	2%	(12)	74%	(438)	589
2018 House Vote: Someone else	—	(0)	13%	(6)	3%	(1)	2%	(1)	4%	(2)	3%	(2)	75%	(37)	50
2016 Vote: Hillary Clinton	8%	(55)	4%	(26)	6%	(45)	2%	(17)	4%	(25)	2%	(13)	74%	(515)	695
2016 Vote: Donald Trump	12%	(77)	3%	(23)	3%	(18)	2%	(11)	2%	(14)	3%	(19)	75%	(494)	656
2016 Vote: Other	3%	(3)	7%	(6)	3%	(3)	1%	(1)	4%	(4)	1%	(1)	81%	(69)	86
2016 Vote: Didn't Vote	6%	(43)	4%	(29)	4%	(34)	6%	(42)	4%	(33)	3%	(22)	73%	(562)	765

Continued on next page

Table MCFE41_2: *How often did you use the following services in the past month?*

Satellite television

Demographic	Multiple times a day	Once daily	A few times per week	Once per week	A few times	Once	Never	Total N
Adults	8% (178)	4% (86)	5% (101)	3% (71)	3% (76)	2% (54)	74%(1644)	2210
Voted in 2014: Yes	10% (123)	4% (51)	4% (52)	2% (20)	3% (31)	2% (25)	75% (924)	1227
Voted in 2014: No	6% (55)	4% (35)	5% (49)	5% (51)	5% (45)	3% (29)	73% (719)	983
4-Region: Northeast	3% (13)	4% (16)	4% (17)	3% (11)	2% (8)	1% (4)	82% (313)	383
4-Region: Midwest	8% (36)	4% (17)	2% (10)	2% (10)	4% (19)	4% (16)	76% (348)	456
4-Region: South	9% (77)	5% (42)	6% (49)	4% (36)	4% (34)	3% (25)	69% (581)	844
4-Region: West	10% (53)	2% (11)	5% (25)	3% (14)	3% (14)	2% (8)	76% (402)	527
TikTok Users	8% (67)	5% (37)	6% (45)	6% (45)	6% (45)	4% (28)	66% (526)	793
Twitch Users	10% (21)	9% (19)	10% (22)	7% (15)	5% (11)	4% (8)	56% (120)	216
2022 Sports Viewers/Attendees	10% (141)	4% (66)	5% (78)	4% (56)	4% (58)	2% (33)	71%(1043)	1475
Monthly Moviegoers	10% (33)	9% (29)	10% (31)	7% (23)	5% (17)	3% (9)	56% (179)	320
Few Times per Year + Moviegoers	9% (81)	6% (53)	7% (65)	5% (50)	5% (43)	3% (25)	66% (603)	920
Heard Smile Campaign	8% (42)	8% (45)	8% (46)	7% (40)	6% (32)	4% (23)	59% (324)	551
Heard Minion Campaign	8% (44)	8% (42)	10% (52)	7% (39)	6% (31)	4% (19)	58% (315)	540
Listens to Podcasts	7% (84)	5% (59)	7% (79)	5% (61)	5% (57)	3% (38)	67% (754)	1132
Streaming Services User	8% (137)	4% (77)	5% (95)	4% (67)	4% (73)	3% (49)	72%(1275)	1773
Netflix User	8% (115)	5% (71)	6% (91)	5% (67)	5% (69)	3% (48)	69% (1013)	1474
Disney+ User	8% (76)	6% (61)	7% (68)	6% (62)	5% (54)	4% (39)	63% (625)	984
Heterosexual or straight	8% (160)	4% (74)	5% (94)	3% (58)	3% (67)	3% (51)	74%(1466)	1971
Gay	7% (5)	6% (4)	2% (1)	3% (2)	4% (3)	— (0)	79% (53)	68
Bisexual	8% (7)	4% (3)	4% (4)	5% (4)	4% (4)	2% (2)	73% (65)	88
Yes	7% (5)	7% (5)	6% (4)	6% (4)	7% (5)	— (0)	67% (47)	70
No	8% (173)	4% (81)	5% (97)	3% (67)	3% (71)	3% (54)	75%(1597)	2140

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

Table MCFE41_3: *How often did you use the following services in the past month?*
Netflix

Demographic	Multiple times a day	Once daily	A few times per week	Once per week	A few times	Once	Never	Total N
Adults	16% (347)	10% (225)	21% (469)	6% (131)	10% (226)	3% (75)	33% (736)	2210
Gender: Male	15% (161)	10% (109)	21% (224)	6% (62)	9% (96)	3% (32)	36% (383)	1068
Gender: Female	16% (186)	10% (116)	22% (246)	6% (69)	11% (130)	4% (43)	31% (353)	1142
Age: 18-34	23% (149)	14% (91)	23% (145)	7% (45)	13% (86)	4% (26)	16% (101)	642
Age: 35-44	22% (81)	12% (43)	25% (93)	7% (25)	10% (35)	3% (13)	20% (75)	365
Age: 45-64	13% (90)	9% (65)	19% (133)	5% (37)	10% (72)	3% (23)	41% (294)	714
Age: 65+	5% (26)	5% (26)	20% (99)	5% (24)	7% (32)	3% (14)	55% (267)	489
GenZers: 1997-2012	24% (60)	13% (34)	20% (53)	8% (21)	17% (45)	6% (14)	12% (30)	256
Millennials: 1981-1996	22% (146)	13% (84)	25% (161)	7% (47)	11% (69)	3% (22)	19% (123)	653
GenXers: 1965-1980	18% (100)	12% (64)	22% (121)	4% (25)	8% (45)	3% (16)	33% (186)	555
Baby Boomers: 1946-1964	5% (37)	6% (39)	19% (126)	5% (35)	10% (66)	3% (20)	52% (352)	673
PID: Dem (no lean)	18% (154)	14% (117)	22% (186)	6% (50)	11% (91)	3% (23)	28% (240)	860
PID: Ind (no lean)	14% (94)	7% (47)	22% (146)	5% (36)	10% (69)	5% (31)	37% (252)	674
PID: Rep (no lean)	15% (99)	9% (61)	20% (138)	7% (45)	10% (66)	3% (22)	36% (245)	676
PID/Gender: Dem Men	19% (75)	17% (65)	23% (92)	5% (20)	6% (24)	3% (13)	27% (105)	394
PID/Gender: Dem Women	17% (79)	11% (52)	20% (93)	6% (30)	15% (68)	2% (10)	29% (134)	465
PID/Gender: Ind Men	10% (35)	5% (18)	22% (75)	7% (24)	13% (44)	2% (7)	41% (143)	345
PID/Gender: Ind Women	18% (59)	9% (29)	22% (71)	4% (12)	8% (25)	7% (24)	33% (109)	329
PID/Gender: Rep Men	15% (51)	8% (26)	17% (57)	6% (18)	9% (29)	4% (13)	41% (135)	328
PID/Gender: Rep Women	14% (48)	10% (36)	23% (81)	8% (27)	11% (37)	3% (9)	31% (109)	348
Ideo: Liberal (1-3)	16% (105)	12% (82)	23% (150)	7% (46)	12% (77)	3% (19)	27% (176)	656
Ideo: Moderate (4)	16% (123)	11% (79)	21% (159)	6% (42)	10% (77)	4% (28)	32% (243)	751
Ideo: Conservative (5-7)	13% (84)	8% (55)	21% (140)	5% (36)	9% (60)	3% (19)	41% (272)	666
Educ: < College	17% (243)	9% (128)	20% (292)	6% (84)	11% (158)	4% (56)	33% (477)	1437
Educ: Bachelors degree	13% (64)	12% (61)	24% (117)	6% (29)	9% (45)	2% (12)	33% (162)	491
Educ: Post-grad	14% (39)	13% (37)	21% (60)	6% (18)	8% (23)	3% (8)	34% (97)	282
Income: Under 50k	16% (207)	8% (105)	19% (239)	5% (69)	11% (137)	3% (44)	37% (471)	1271
Income: 50k-100k	14% (92)	12% (81)	24% (157)	6% (41)	10% (65)	4% (27)	29% (193)	656
Income: 100k+	17% (47)	14% (39)	26% (73)	8% (21)	9% (25)	2% (4)	26% (73)	283
Ethnicity: White	13% (226)	10% (172)	21% (359)	6% (98)	10% (175)	3% (54)	37% (626)	1711
Ethnicity: Hispanic	21% (79)	12% (46)	21% (79)	6% (21)	16% (61)	3% (12)	20% (75)	374

Continued on next page

Table MCFE41_3: *How often did you use the following services in the past month?*
Netflix

Demographic	Multiple times a day	Once daily	A few times per week	Once per week	A few times	Once	Never	Total N
Adults	16% (347)	10% (225)	21% (469)	6% (131)	10% (226)	3% (75)	33% (736)	2210
Ethnicity: Black	29% (82)	13% (37)	18% (49)	7% (20)	10% (28)	3% (8)	20% (57)	282
Ethnicity: Other	18% (38)	7% (16)	28% (61)	6% (13)	11% (23)	6% (12)	24% (53)	217
All Christian	12% (125)	10% (108)	22% (221)	7% (68)	10% (100)	2% (24)	37% (383)	1029
All Non-Christian	14% (18)	12% (16)	16% (21)	9% (11)	10% (13)	4% (5)	35% (45)	129
Atheist	21% (21)	9% (9)	24% (24)	5% (5)	9% (9)	3% (3)	28% (28)	99
Agnostic/Nothing in particular	16% (94)	11% (66)	22% (132)	4% (26)	12% (68)	4% (24)	30% (178)	587
Something Else	24% (89)	7% (27)	19% (71)	6% (21)	10% (36)	5% (19)	28% (102)	365
Religious Non-Protestant/Catholic	12% (19)	15% (23)	17% (26)	7% (11)	13% (20)	3% (5)	32% (49)	154
Evangelical	16% (89)	9% (49)	20% (111)	6% (32)	10% (57)	4% (24)	35% (195)	558
Non-Evangelical	15% (120)	10% (77)	22% (171)	7% (56)	9% (70)	2% (17)	35% (281)	792
Community: Urban	19% (124)	12% (77)	19% (124)	7% (46)	9% (57)	3% (21)	30% (188)	638
Community: Suburban	14% (147)	10% (106)	23% (233)	6% (59)	10% (106)	3% (35)	32% (328)	1014
Community: Rural	14% (76)	8% (42)	20% (112)	5% (26)	11% (63)	3% (19)	39% (220)	558
Employ: Private Sector	19% (122)	13% (88)	23% (149)	7% (45)	11% (69)	2% (15)	25% (164)	654
Employ: Government	30% (41)	12% (16)	24% (32)	6% (9)	9% (12)	3% (5)	16% (22)	136
Employ: Self-Employed	19% (31)	17% (28)	20% (33)	8% (13)	10% (16)	2% (4)	25% (41)	166
Employ: Homemaker	19% (36)	11% (21)	25% (47)	5% (10)	11% (20)	4% (8)	25% (48)	190
Employ: Student	27% (17)	4% (3)	34% (21)	3% (2)	12% (8)	7% (4)	13% (8)	62
Employ: Retired	5% (31)	5% (31)	19% (105)	6% (35)	8% (45)	3% (18)	53% (298)	563
Employ: Unemployed	13% (40)	7% (21)	16% (49)	4% (12)	15% (47)	5% (14)	40% (119)	301
Employ: Other	21% (29)	13% (17)	24% (33)	4% (5)	7% (10)	5% (7)	26% (36)	137
Military HH: Yes	12% (34)	9% (25)	22% (63)	5% (15)	12% (34)	4% (10)	36% (101)	283
Military HH: No	16% (313)	10% (200)	21% (406)	6% (116)	10% (192)	3% (65)	33% (635)	1927
RD/WT: Right Direction	20% (131)	13% (85)	20% (135)	5% (36)	8% (56)	3% (21)	30% (202)	666
RD/WT: Wrong Track	14% (216)	9% (140)	22% (334)	6% (95)	11% (170)	4% (55)	35% (535)	1544
Biden Job Approve	17% (163)	12% (112)	22% (218)	6% (58)	10% (95)	3% (29)	30% (293)	970
Biden Job Disapprove	14% (158)	9% (107)	20% (233)	6% (66)	10% (120)	4% (41)	37% (419)	1144

Table MCFE41_3: *How often did you use the following services in the past month?*

Netflix

Demographic	Multiple times a day	Once daily	A few times per week	Once per week	A few times	Once	Never	Total N
Adults	16% (347)	10% (225)	21% (469)	6% (131)	10% (226)	3% (75)	33% (736)	2210
Biden Job Strongly Approve	17% (73)	13% (56)	22% (95)	6% (25)	7% (30)	4% (16)	32% (137)	433
Biden Job Somewhat Approve	17% (90)	10% (56)	23% (123)	6% (33)	12% (66)	2% (13)	29% (156)	537
Biden Job Somewhat Disapprove	15% (52)	12% (41)	22% (73)	6% (22)	12% (40)	5% (17)	28% (94)	339
Biden Job Strongly Disapprove	13% (106)	8% (66)	20% (160)	5% (44)	10% (80)	3% (24)	40% (326)	805
Favorable of Biden	17% (169)	11% (109)	22% (208)	6% (58)	9% (90)	3% (29)	31% (305)	969
Unfavorable of Biden	14% (155)	10% (110)	22% (245)	5% (60)	11% (120)	4% (41)	35% (402)	1134
Very Favorable of Biden	19% (92)	14% (67)	20% (98)	5% (26)	6% (27)	3% (14)	33% (158)	482
Somewhat Favorable of Biden	16% (78)	9% (42)	23% (110)	7% (32)	13% (63)	3% (15)	30% (147)	487
Somewhat Unfavorable of Biden	13% (38)	12% (35)	27% (80)	8% (24)	12% (36)	5% (16)	23% (70)	299
Very Unfavorable of Biden	14% (117)	9% (76)	20% (165)	4% (36)	10% (84)	3% (25)	40% (332)	835
#1 Issue: Economy	17% (151)	11% (103)	22% (199)	6% (58)	11% (97)	3% (24)	31% (281)	913
#1 Issue: Security	14% (34)	9% (21)	19% (46)	3% (8)	10% (24)	4% (9)	42% (101)	243
#1 Issue: Health Care	18% (30)	12% (21)	25% (42)	5% (8)	9% (15)	— (1)	32% (54)	170
#1 Issue: Medicare / Social Security	9% (24)	5% (14)	20% (53)	5% (12)	7% (19)	6% (17)	48% (128)	266
#1 Issue: Women's Issues	18% (57)	12% (38)	22% (68)	8% (23)	14% (43)	4% (12)	22% (69)	311
#1 Issue: Education	21% (12)	10% (6)	20% (12)	13% (8)	16% (10)	6% (4)	13% (8)	59
#1 Issue: Energy	19% (26)	7% (9)	20% (27)	8% (10)	10% (13)	4% (6)	32% (43)	134
#1 Issue: Other	12% (13)	13% (15)	19% (22)	3% (4)	5% (6)	3% (3)	45% (52)	115
2020 Vote: Joe Biden	17% (161)	12% (115)	21% (203)	6% (59)	10% (98)	3% (30)	30% (279)	945
2020 Vote: Donald Trump	13% (94)	10% (70)	21% (156)	6% (42)	9% (69)	3% (24)	38% (284)	740
2020 Vote: Other	11% (8)	7% (5)	27% (18)	8% (6)	10% (7)	— (0)	36% (24)	67
2020 Vote: Didn't Vote	18% (84)	8% (35)	20% (93)	5% (25)	11% (52)	5% (21)	33% (149)	459
2018 House Vote: Democrat	17% (129)	13% (101)	21% (158)	5% (36)	10% (74)	2% (17)	32% (239)	755
2018 House Vote: Republican	10% (62)	8% (49)	23% (133)	5% (30)	9% (55)	3% (18)	41% (242)	589
2018 House Vote: Someone else	19% (9)	9% (4)	24% (12)	2% (1)	12% (6)	— (0)	34% (17)	50
2016 Vote: Hillary Clinton	18% (124)	12% (84)	21% (148)	5% (38)	10% (70)	2% (15)	31% (216)	695
2016 Vote: Donald Trump	10% (67)	9% (61)	23% (148)	4% (26)	9% (61)	4% (24)	41% (268)	656
2016 Vote: Other	9% (8)	6% (5)	24% (21)	7% (6)	11% (9)	2% (2)	40% (34)	86
2016 Vote: Didn't Vote	19% (148)	10% (75)	19% (149)	8% (59)	11% (85)	4% (34)	28% (215)	765

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Table MCFE41_3: *How often did you use the following services in the past month?*

Netflix

Demographic	Multiple times a day	Once daily	A few times per week	Once per week	A few times	Once	Never	Total N
Adults	16% (347)	10% (225)	21% (469)	6% (131)	10% (226)	3% (75)	33% (736)	2210
Voted in 2014: Yes	14% (168)	10% (127)	22% (272)	4% (55)	9% (116)	2% (30)	37% (458)	1227
Voted in 2014: No	18% (178)	10% (99)	20% (197)	8% (76)	11% (110)	5% (45)	28% (278)	983
4-Region: Northeast	14% (55)	10% (38)	23% (90)	5% (19)	13% (49)	4% (16)	30% (116)	383
4-Region: Midwest	15% (70)	8% (39)	19% (86)	6% (26)	13% (58)	2% (11)	37% (168)	456
4-Region: South	17% (144)	11% (94)	21% (175)	6% (49)	9% (73)	3% (28)	33% (282)	844
4-Region: West	15% (78)	10% (55)	23% (119)	7% (37)	9% (46)	4% (21)	32% (170)	527
TikTok Users	26% (203)	14% (110)	22% (174)	6% (51)	12% (95)	3% (27)	17% (133)	793
Twitch Users	23% (51)	16% (35)	23% (49)	8% (17)	10% (21)	5% (10)	15% (33)	216
2022 Sports Viewers/Attendees	15% (221)	11% (166)	24% (355)	6% (93)	11% (155)	2% (37)	30% (448)	1475
Monthly Moviegoers	24% (77)	19% (60)	21% (67)	7% (22)	8% (27)	2% (8)	19% (60)	320
Few Times per Year + Moviegoers	19% (176)	14% (130)	27% (251)	7% (63)	9% (81)	3% (24)	21% (196)	920
Heard Smile Campaign	28% (152)	17% (93)	21% (118)	5% (29)	12% (65)	3% (14)	14% (80)	551
Heard Minion Campaign	26% (140)	18% (99)	21% (116)	6% (31)	11% (61)	3% (17)	14% (76)	540
Listens to Podcasts	18% (209)	14% (157)	26% (289)	7% (78)	10% (118)	3% (35)	22% (247)	1132
Streaming Services User	19% (335)	12% (221)	26% (456)	7% (129)	12% (210)	4% (65)	20% (359)	1773
Netflix User	24% (347)	15% (225)	32% (469)	9% (131)	15% (226)	5% (75)	— (0)	1474
Disney+ User	23% (224)	15% (151)	27% (264)	8% (79)	14% (136)	3% (29)	10% (102)	984
Heterosexual or straight	15% (290)	10% (205)	21% (418)	6% (116)	10% (191)	3% (64)	35% (686)	1971
Gay	21% (14)	9% (6)	26% (17)	8% (5)	6% (4)	2% (1)	29% (20)	68
Bisexual	26% (23)	10% (9)	21% (19)	9% (8)	12% (10)	5% (5)	16% (14)	88
Yes	23% (16)	9% (6)	24% (17)	7% (5)	9% (6)	12% (8)	17% (12)	70
No	15% (330)	10% (219)	21% (453)	6% (126)	10% (220)	3% (67)	34% (725)	2140

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

Table MCFE41_4: *How often did you use the following services in the past month?*
Prime Video

Demographic	Multiple times a day	Once daily	A few times per week	Once per week	A few times	Once	Never	Total N
Adults	8% (174)	7% (152)	17% (379)	7% (154)	11% (240)	5% (102)	46%(1009)	2210
Gender: Male	8% (84)	7% (75)	19% (200)	7% (71)	9% (100)	4% (46)	46% (492)	1068
Gender: Female	8% (89)	7% (77)	16% (179)	7% (83)	12% (140)	5% (57)	45% (517)	1142
Age: 18-34	10% (62)	9% (57)	16% (102)	9% (55)	13% (84)	6% (39)	38% (244)	642
Age: 35-44	11% (40)	5% (17)	23% (86)	10% (35)	11% (39)	5% (19)	35% (129)	365
Age: 45-64	7% (50)	8% (60)	15% (110)	5% (35)	11% (77)	5% (33)	49% (350)	714
Age: 65+	4% (22)	4% (18)	17% (81)	6% (29)	8% (40)	2% (12)	59% (286)	489
GenZers: 1997-2012	7% (19)	7% (17)	10% (27)	9% (22)	12% (32)	9% (24)	46% (117)	256
Millennials: 1981-1996	10% (68)	8% (54)	21% (139)	9% (59)	13% (87)	5% (29)	33% (217)	653
GenXers: 1965-1980	9% (50)	9% (52)	17% (92)	6% (34)	10% (57)	5% (29)	43% (241)	555
Baby Boomers: 1946-1964	5% (34)	4% (27)	16% (111)	6% (39)	9% (60)	3% (19)	57% (384)	673
PID: Dem (no lean)	11% (95)	8% (68)	19% (163)	6% (50)	10% (87)	4% (35)	42% (363)	860
PID: Ind (no lean)	5% (31)	7% (45)	17% (113)	7% (48)	11% (75)	5% (34)	49% (329)	674
PID: Rep (no lean)	7% (48)	6% (39)	15% (103)	8% (56)	12% (78)	5% (34)	47% (317)	676
PID/Gender: Dem Men	12% (46)	10% (41)	22% (88)	5% (19)	7% (27)	4% (15)	40% (159)	394
PID/Gender: Dem Women	11% (49)	6% (27)	16% (75)	7% (30)	13% (60)	4% (20)	44% (204)	465
PID/Gender: Ind Men	4% (15)	6% (21)	17% (60)	8% (26)	11% (36)	6% (19)	49% (168)	345
PID/Gender: Ind Women	5% (16)	7% (24)	16% (53)	7% (22)	12% (39)	4% (14)	49% (161)	329
PID/Gender: Rep Men	7% (24)	4% (14)	16% (52)	8% (26)	11% (37)	3% (11)	50% (165)	328
PID/Gender: Rep Women	7% (25)	7% (25)	15% (51)	9% (30)	12% (42)	7% (23)	44% (152)	348
Ideo: Liberal (1-3)	9% (60)	8% (51)	20% (132)	6% (42)	11% (71)	6% (38)	40% (262)	656
Ideo: Moderate (4)	8% (62)	7% (53)	16% (116)	8% (61)	10% (78)	4% (27)	47% (353)	751
Ideo: Conservative (5-7)	7% (44)	6% (39)	17% (113)	7% (44)	12% (79)	5% (30)	47% (316)	666
Educ: < College	8% (112)	6% (88)	15% (213)	7% (95)	11% (151)	5% (73)	49% (705)	1437
Educ: Bachelors degree	8% (41)	8% (39)	22% (108)	7% (32)	13% (62)	4% (20)	39% (189)	491
Educ: Post-grad	7% (20)	9% (25)	20% (58)	10% (27)	10% (28)	3% (9)	41% (115)	282
Income: Under 50k	8% (105)	6% (81)	13% (163)	6% (79)	10% (121)	5% (57)	52% (665)	1271
Income: 50k-100k	8% (52)	6% (40)	20% (134)	7% (44)	13% (88)	6% (39)	39% (259)	656
Income: 100k+	6% (16)	11% (31)	29% (81)	11% (32)	11% (31)	2% (6)	30% (85)	283
Ethnicity: White	7% (119)	6% (106)	17% (298)	7% (121)	11% (187)	5% (85)	46% (794)	1711
Ethnicity: Hispanic	11% (42)	11% (42)	12% (46)	8% (32)	10% (39)	5% (19)	41% (154)	374

Continued on next page

Table MCFE41_4: *How often did you use the following services in the past month?*

Prime Video

Demographic	Multiple times a day	Once daily	A few times per week	Once per week	A few times	Once	Never	Total N
Adults	8% (174)	7% (152)	17% (379)	7% (154)	11% (240)	5% (102)	46%(1009)	2210
Ethnicity: Black	15% (42)	9% (26)	17% (48)	5% (14)	11% (32)	5% (13)	38% (106)	282
Ethnicity: Other	6% (12)	9% (20)	15% (32)	9% (19)	10% (22)	2% (4)	50% (108)	217
All Christian	8% (83)	7% (72)	16% (167)	8% (78)	10% (107)	4% (41)	47% (480)	1029
All Non-Christian	7% (9)	9% (12)	16% (20)	9% (12)	9% (12)	2% (3)	48% (61)	129
Atheist	11% (11)	2% (2)	23% (23)	6% (6)	4% (4)	4% (4)	50% (50)	99
Agnostic/Nothing in particular	6% (34)	7% (41)	19% (112)	6% (37)	11% (66)	4% (26)	46% (271)	587
Something Else	10% (37)	7% (26)	15% (56)	6% (21)	14% (51)	8% (28)	40% (147)	365
Religious Non-Protestant/Catholic	7% (10)	10% (16)	16% (25)	9% (14)	10% (15)	3% (4)	46% (70)	154
Evangelical	10% (55)	9% (51)	16% (88)	5% (26)	14% (80)	5% (27)	42% (232)	558
Non-Evangelical	8% (62)	5% (42)	16% (124)	9% (71)	9% (74)	5% (40)	48% (377)	792
Community: Urban	9% (60)	9% (57)	17% (108)	9% (58)	9% (57)	5% (31)	42% (267)	638
Community: Suburban	8% (76)	6% (62)	18% (187)	6% (64)	12% (118)	5% (51)	45% (457)	1014
Community: Rural	7% (37)	6% (33)	15% (84)	6% (33)	12% (65)	4% (20)	51% (285)	558
Employ: Private Sector	8% (53)	8% (55)	21% (140)	7% (46)	14% (94)	5% (32)	36% (234)	654
Employ: Government	15% (21)	12% (17)	16% (22)	17% (23)	7% (10)	4% (6)	28% (38)	136
Employ: Self-Employed	12% (19)	11% (18)	17% (28)	5% (8)	14% (23)	3% (5)	40% (66)	166
Employ: Homemaker	8% (16)	8% (15)	16% (30)	7% (14)	16% (31)	5% (9)	40% (75)	190
Employ: Student	6% (4)	7% (4)	15% (9)	12% (8)	9% (5)	7% (5)	44% (28)	62
Employ: Retired	6% (31)	4% (23)	16% (91)	6% (33)	9% (49)	3% (15)	57% (320)	563
Employ: Unemployed	5% (16)	4% (12)	13% (40)	4% (12)	6% (18)	7% (21)	60% (182)	301
Employ: Other	9% (13)	6% (9)	14% (19)	8% (11)	8% (10)	6% (9)	49% (67)	137
Military HH: Yes	10% (27)	7% (20)	18% (50)	7% (20)	10% (28)	3% (10)	46% (129)	283
Military HH: No	8% (146)	7% (132)	17% (328)	7% (135)	11% (213)	5% (93)	46% (880)	1927
RD/WT: Right Direction	10% (66)	9% (62)	17% (116)	7% (50)	10% (69)	3% (20)	42% (282)	666
RD/WT: Wrong Track	7% (107)	6% (90)	17% (262)	7% (105)	11% (171)	5% (82)	47% (727)	1544
Biden Job Approve	9% (88)	9% (85)	18% (174)	7% (64)	11% (106)	4% (38)	43% (415)	970
Biden Job Disapprove	7% (78)	6% (63)	17% (189)	7% (82)	11% (127)	5% (60)	48% (544)	1144

Table MCFE41_4: *How often did you use the following services in the past month?*
Prime Video

Demographic	Multiple times a day	Once daily	A few times per week	Once per week	A few times	Once	Never	Total N
Adults	8% (174)	7% (152)	17% (379)	7% (154)	11% (240)	5% (102)	46% (1009)	2210
Biden Job Strongly Approve	9% (40)	11% (47)	18% (79)	8% (33)	9% (39)	4% (17)	41% (177)	433
Biden Job Somewhat Approve	9% (48)	7% (38)	18% (95)	6% (31)	13% (68)	4% (20)	44% (238)	537
Biden Job Somewhat Disapprove	7% (23)	8% (28)	16% (54)	8% (27)	12% (40)	6% (21)	43% (147)	339
Biden Job Strongly Disapprove	7% (56)	4% (36)	17% (135)	7% (55)	11% (88)	5% (38)	49% (397)	805
Favorable of Biden	9% (89)	8% (78)	18% (171)	6% (60)	11% (104)	4% (37)	44% (430)	969
Unfavorable of Biden	7% (75)	6% (69)	17% (193)	8% (86)	11% (126)	6% (63)	46% (522)	1134
Very Favorable of Biden	11% (53)	10% (46)	16% (79)	7% (35)	10% (46)	4% (17)	43% (205)	482
Somewhat Favorable of Biden	7% (36)	7% (33)	19% (92)	5% (25)	12% (58)	4% (20)	46% (224)	487
Somewhat Unfavorable of Biden	6% (17)	8% (25)	15% (46)	11% (32)	13% (40)	7% (20)	40% (119)	299
Very Unfavorable of Biden	7% (59)	5% (44)	18% (147)	6% (54)	10% (85)	5% (43)	48% (403)	835
#1 Issue: Economy	7% (67)	7% (63)	18% (162)	7% (66)	12% (112)	4% (32)	45% (410)	913
#1 Issue: Security	7% (17)	4% (10)	17% (42)	7% (16)	7% (17)	8% (20)	50% (121)	243
#1 Issue: Health Care	8% (13)	12% (20)	18% (30)	2% (3)	12% (20)	5% (8)	45% (77)	170
#1 Issue: Medicare / Social Security	9% (25)	6% (16)	14% (37)	7% (18)	8% (21)	2% (6)	54% (143)	266
#1 Issue: Women's Issues	9% (27)	7% (22)	16% (50)	9% (29)	14% (44)	6% (18)	39% (121)	311
#1 Issue: Education	11% (6)	9% (5)	19% (11)	7% (4)	12% (7)	8% (5)	33% (19)	59
#1 Issue: Energy	10% (14)	2% (3)	25% (33)	9% (12)	10% (13)	6% (8)	37% (49)	134
#1 Issue: Other	4% (4)	11% (12)	12% (14)	4% (5)	6% (6)	4% (4)	60% (69)	115
2020 Vote: Joe Biden	10% (92)	8% (77)	19% (177)	7% (67)	11% (105)	4% (34)	42% (393)	945
2020 Vote: Donald Trump	6% (46)	6% (43)	17% (128)	7% (55)	11% (78)	4% (29)	49% (362)	740
2020 Vote: Other	9% (6)	7% (5)	24% (16)	9% (6)	10% (7)	2% (1)	39% (26)	67
2020 Vote: Didn't Vote	6% (30)	6% (27)	13% (58)	6% (27)	11% (51)	8% (38)	50% (228)	459
2018 House Vote: Democrat	11% (84)	9% (68)	20% (152)	5% (41)	9% (70)	4% (29)	41% (311)	755
2018 House Vote: Republican	6% (33)	7% (41)	17% (99)	9% (50)	10% (59)	4% (24)	48% (284)	589
2018 House Vote: Someone else	2% (1)	9% (4)	19% (9)	11% (6)	20% (10)	2% (1)	37% (18)	50
2016 Vote: Hillary Clinton	11% (74)	9% (65)	21% (145)	6% (38)	10% (66)	4% (26)	40% (281)	695
2016 Vote: Donald Trump	7% (47)	7% (44)	16% (108)	7% (49)	10% (67)	4% (24)	49% (318)	656
2016 Vote: Other	3% (3)	6% (5)	20% (17)	11% (9)	7% (6)	3% (2)	50% (43)	86
2016 Vote: Didn't Vote	7% (50)	5% (38)	14% (104)	7% (57)	13% (100)	7% (51)	48% (365)	765

Continued on next page

Table MCFE41_4: *How often did you use the following services in the past month?*

Prime Video

Demographic	Multiple times a day	Once daily	A few times per week	Once per week	A few times	Once	Never	Total N
Adults	8% (174)	7% (152)	17% (379)	7% (154)	11% (240)	5% (102)	46%(1009)	2210
Voted in 2014: Yes	9% (112)	8% (97)	19% (237)	7% (86)	10% (119)	3% (37)	44% (538)	1227
Voted in 2014: No	6% (61)	6% (55)	14% (142)	7% (68)	12% (121)	7% (65)	48% (471)	983
4-Region: Northeast	7% (26)	5% (19)	17% (64)	5% (20)	13% (49)	5% (18)	49% (186)	383
4-Region: Midwest	8% (39)	5% (23)	16% (71)	6% (29)	13% (60)	4% (17)	48% (218)	456
4-Region: South	9% (76)	7% (56)	17% (140)	8% (64)	11% (89)	5% (42)	45% (377)	844
4-Region: West	6% (34)	10% (53)	20% (103)	8% (41)	8% (43)	5% (25)	43% (228)	527
TikTok Users	11% (87)	8% (64)	22% (171)	7% (58)	15% (116)	5% (41)	32% (256)	793
Twitch Users	12% (26)	12% (25)	21% (44)	12% (26)	12% (25)	3% (7)	28% (61)	216
2022 Sports Viewers/Attendees	8% (123)	7% (107)	20% (294)	8% (115)	12% (177)	5% (70)	40% (588)	1475
Monthly Moviegoers	13% (42)	15% (47)	19% (62)	10% (31)	10% (32)	3% (9)	31% (98)	320
Few Times per Year + Moviegoers	10% (88)	10% (88)	22% (207)	9% (80)	12% (111)	4% (38)	34% (309)	920
Heard Smile Campaign	15% (82)	13% (70)	21% (116)	7% (40)	12% (68)	6% (33)	26% (143)	551
Heard Minion Campaign	14% (76)	13% (69)	23% (124)	6% (35)	11% (59)	5% (27)	28% (151)	540
Listens to Podcasts	11% (120)	10% (118)	21% (241)	9% (96)	14% (155)	5% (62)	30% (340)	1132
Streaming Services User	9% (166)	8% (150)	21% (366)	8% (150)	13% (224)	5% (94)	35% (624)	1773
Netflix User	10% (150)	8% (122)	21% (316)	9% (132)	13% (195)	5% (75)	33% (484)	1474
Disney+ User	11% (107)	10% (102)	23% (222)	11% (106)	15% (151)	5% (49)	25% (248)	984
Heterosexual or straight	8% (155)	7% (133)	17% (342)	7% (135)	11% (214)	5% (90)	46% (902)	1971
Gay	9% (6)	15% (10)	17% (12)	1% (1)	6% (4)	2% (2)	49% (33)	68
Bisexual	11% (10)	8% (7)	13% (12)	9% (8)	10% (9)	6% (5)	44% (39)	88
Yes	9% (6)	9% (6)	22% (16)	5% (4)	8% (5)	7% (5)	40% (28)	70
No	8% (167)	7% (146)	17% (363)	7% (150)	11% (235)	5% (97)	46% (981)	2140

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

Table MCFE41_5: *How often did you use the following services in the past month?*

Hulu with ads

Demographic	Multiple times a day	Once daily	A few times per week	Once per week	A few times	Once	Never	Total N
Adults	7% (163)	5% (119)	12% (274)	4% (98)	8% (183)	2% (53)	60% (1320)	2210
Gender: Male	8% (80)	7% (70)	11% (112)	5% (58)	8% (81)	3% (27)	60% (640)	1068
Gender: Female	7% (83)	4% (50)	14% (161)	3% (40)	9% (102)	2% (26)	60% (680)	1142
Age: 18-34	11% (73)	9% (55)	17% (109)	6% (40)	9% (60)	2% (14)	45% (290)	642
Age: 35-44	10% (36)	6% (21)	13% (48)	8% (29)	9% (32)	3% (11)	51% (188)	365
Age: 45-64	5% (37)	4% (32)	10% (74)	3% (18)	10% (73)	2% (14)	65% (466)	714
Age: 65+	3% (17)	2% (12)	9% (42)	2% (10)	4% (18)	3% (15)	77% (375)	489
GenZers: 1997-2012	9% (22)	6% (14)	16% (41)	8% (21)	10% (25)	4% (11)	48% (122)	256
Millennials: 1981-1996	12% (80)	9% (57)	16% (102)	6% (41)	9% (59)	2% (13)	46% (301)	653
GenXers: 1965-1980	7% (39)	5% (27)	12% (65)	4% (25)	10% (53)	2% (12)	60% (335)	555
Baby Boomers: 1946-1964	3% (21)	3% (18)	9% (62)	2% (11)	7% (46)	2% (15)	74% (500)	673
PID: Dem (no lean)	10% (84)	7% (60)	14% (123)	5% (42)	9% (80)	2% (19)	53% (454)	860
PID: Ind (no lean)	7% (46)	4% (26)	10% (65)	4% (29)	8% (51)	3% (18)	65% (441)	674
PID: Rep (no lean)	5% (34)	5% (34)	13% (86)	4% (27)	8% (52)	3% (17)	63% (425)	676
PID/Gender: Dem Men	11% (43)	9% (34)	14% (54)	7% (26)	8% (31)	3% (11)	50% (195)	394
PID/Gender: Dem Women	9% (40)	5% (25)	15% (69)	3% (16)	10% (49)	2% (8)	56% (258)	465
PID/Gender: Ind Men	6% (22)	4% (15)	7% (25)	6% (19)	8% (27)	2% (8)	66% (229)	345
PID/Gender: Ind Women	7% (24)	3% (11)	12% (39)	3% (9)	7% (24)	3% (10)	64% (212)	329
PID/Gender: Rep Men	5% (15)	6% (21)	10% (33)	4% (13)	7% (23)	3% (8)	66% (216)	328
PID/Gender: Rep Women	5% (19)	4% (13)	15% (53)	4% (15)	9% (30)	2% (9)	60% (209)	348
Ideo: Liberal (1-3)	8% (55)	7% (43)	16% (102)	5% (36)	8% (55)	3% (22)	52% (343)	656
Ideo: Moderate (4)	8% (58)	6% (41)	11% (84)	5% (39)	8% (62)	2% (16)	60% (451)	751
Ideo: Conservative (5-7)	5% (36)	5% (31)	11% (74)	3% (19)	8% (55)	2% (14)	66% (438)	666
Educ: < College	9% (127)	4% (61)	13% (180)	4% (63)	9% (127)	2% (28)	59% (851)	1437
Educ: Bachelors degree	4% (22)	10% (49)	12% (59)	4% (20)	7% (32)	4% (18)	59% (290)	491
Educ: Post-grad	5% (14)	3% (10)	12% (35)	5% (14)	8% (23)	3% (7)	63% (178)	282
Income: Under 50k	8% (99)	4% (55)	12% (156)	4% (51)	8% (104)	2% (29)	61% (778)	1271
Income: 50k-100k	7% (45)	7% (44)	11% (75)	5% (31)	8% (55)	2% (16)	59% (390)	656
Income: 100k+	7% (19)	7% (19)	15% (43)	6% (16)	9% (25)	3% (9)	54% (151)	283
Ethnicity: White	6% (105)	5% (85)	13% (216)	4% (61)	8% (132)	2% (42)	63% (1070)	1711
Ethnicity: Hispanic	9% (34)	5% (18)	12% (44)	7% (26)	13% (49)	1% (3)	53% (200)	374

Continued on next page

Table MCFE41_5: *How often did you use the following services in the past month?*
Hulu with ads

Demographic	Multiple times a day	Once daily	A few times per week	Once per week	A few times	Once	Never	Total N
Adults	7% (163)	5% (119)	12% (274)	4% (98)	8% (183)	2% (53)	60% (1320)	2210
Ethnicity: Black	16% (46)	8% (22)	14% (39)	9% (25)	10% (27)	3% (7)	41% (116)	282
Ethnicity: Other	6% (13)	6% (13)	9% (19)	6% (12)	11% (24)	2% (4)	61% (133)	217
All Christian	6% (64)	5% (56)	11% (110)	5% (46)	8% (85)	2% (21)	63% (647)	1029
All Non-Christian	6% (8)	9% (12)	12% (15)	8% (10)	8% (10)	3% (4)	54% (69)	129
Atheist	4% (4)	2% (2)	10% (10)	3% (3)	9% (9)	4% (4)	68% (67)	99
Agnostic/Nothing in particular	8% (50)	7% (40)	15% (86)	4% (23)	8% (45)	2% (13)	56% (331)	587
Something Else	10% (38)	3% (10)	14% (52)	4% (15)	9% (33)	3% (11)	56% (205)	365
Religious Non-Protestant/Catholic	6% (9)	9% (14)	12% (18)	8% (12)	9% (13)	4% (6)	53% (82)	154
Evangelical	8% (45)	4% (24)	13% (73)	4% (20)	10% (54)	3% (16)	59% (327)	558
Non-Evangelical	7% (55)	5% (39)	11% (85)	5% (39)	8% (59)	2% (15)	63% (500)	792
Community: Urban	7% (46)	6% (40)	14% (90)	6% (36)	9% (56)	3% (16)	55% (353)	638
Community: Suburban	7% (75)	6% (59)	11% (114)	4% (44)	8% (82)	2% (24)	61% (616)	1014
Community: Rural	7% (42)	4% (20)	13% (70)	3% (18)	8% (45)	2% (13)	63% (351)	558
Employ: Private Sector	8% (53)	8% (52)	16% (107)	6% (40)	9% (58)	2% (12)	51% (333)	654
Employ: Government	12% (17)	5% (7)	17% (23)	7% (10)	8% (11)	4% (5)	46% (62)	136
Employ: Self-Employed	13% (21)	5% (9)	9% (15)	8% (14)	8% (13)	4% (7)	52% (87)	166
Employ: Homemaker	9% (17)	5% (10)	14% (27)	3% (5)	10% (20)	4% (7)	55% (104)	190
Employ: Student	11% (7)	8% (5)	12% (7)	4% (3)	8% (5)	1% (1)	56% (35)	62
Employ: Retired	4% (25)	3% (16)	9% (51)	2% (14)	5% (26)	2% (12)	74% (418)	563
Employ: Unemployed	4% (13)	4% (11)	8% (25)	2% (5)	10% (31)	2% (5)	70% (211)	301
Employ: Other	7% (10)	7% (9)	13% (18)	5% (7)	13% (18)	3% (4)	51% (69)	137
Military HH: Yes	7% (19)	4% (12)	11% (30)	3% (8)	5% (14)	4% (12)	67% (188)	283
Military HH: No	8% (145)	6% (107)	13% (244)	5% (90)	9% (169)	2% (41)	59% (1131)	1927
RD/WT: Right Direction	11% (72)	7% (44)	12% (77)	5% (36)	9% (58)	3% (20)	54% (359)	666
RD/WT: Wrong Track	6% (92)	5% (75)	13% (197)	4% (62)	8% (125)	2% (33)	62% (960)	1544
Biden Job Approve	9% (90)	7% (65)	13% (122)	5% (44)	9% (89)	2% (21)	55% (538)	970
Biden Job Disapprove	6% (65)	4% (48)	12% (140)	4% (49)	8% (88)	3% (29)	63% (724)	1144

Table MCFE41_5: *How often did you use the following services in the past month?*

Hulu with ads

Demographic	Multiple times a day		Once daily		A few times per week		Once per week		A few times		Once		Never		Total N
Adults	7%	(163)	5%	(119)	12%	(274)	4%	(98)	8%	(183)	2%	(53)	60%	(1320)	2210
Biden Job Strongly Approve	12%	(51)	8%	(33)	13%	(55)	5%	(21)	9%	(40)	3%	(11)	51%	(221)	433
Biden Job Somewhat Approve	7%	(39)	6%	(32)	12%	(67)	4%	(23)	9%	(50)	2%	(10)	59%	(317)	537
Biden Job Somewhat Disapprove	7%	(24)	6%	(21)	16%	(54)	4%	(14)	6%	(22)	3%	(11)	57%	(192)	339
Biden Job Strongly Disapprove	5%	(40)	3%	(28)	11%	(86)	4%	(35)	8%	(66)	2%	(18)	66%	(532)	805
Favorable of Biden	9%	(90)	6%	(62)	12%	(112)	5%	(45)	9%	(86)	2%	(22)	57%	(552)	969
Unfavorable of Biden	6%	(62)	5%	(54)	13%	(153)	4%	(46)	8%	(88)	2%	(26)	62%	(705)	1134
Very Favorable of Biden	10%	(50)	6%	(30)	10%	(51)	5%	(24)	9%	(43)	2%	(11)	57%	(273)	482
Somewhat Favorable of Biden	8%	(40)	7%	(32)	13%	(61)	4%	(21)	9%	(43)	2%	(10)	57%	(279)	487
Somewhat Unfavorable of Biden	5%	(15)	6%	(18)	20%	(59)	6%	(17)	6%	(18)	3%	(9)	54%	(162)	299
Very Unfavorable of Biden	6%	(47)	4%	(35)	11%	(93)	3%	(29)	8%	(70)	2%	(17)	65%	(543)	835
#1 Issue: Economy	7%	(61)	6%	(58)	12%	(108)	5%	(49)	8%	(74)	3%	(25)	59%	(538)	913
#1 Issue: Security	5%	(12)	3%	(7)	15%	(36)	4%	(10)	7%	(17)	2%	(4)	64%	(156)	243
#1 Issue: Health Care	10%	(17)	5%	(9)	12%	(21)	3%	(6)	11%	(18)	1%	(2)	57%	(97)	170
#1 Issue: Medicare / Social Security	4%	(10)	2%	(6)	10%	(27)	2%	(6)	6%	(16)	2%	(5)	74%	(196)	266
#1 Issue: Women's Issues	12%	(38)	7%	(22)	16%	(50)	5%	(14)	11%	(33)	2%	(6)	47%	(147)	311
#1 Issue: Education	9%	(5)	8%	(5)	9%	(5)	7%	(4)	15%	(9)	5%	(3)	47%	(28)	59
#1 Issue: Energy	11%	(15)	4%	(6)	11%	(15)	4%	(5)	6%	(9)	6%	(8)	57%	(77)	134
#1 Issue: Other	5%	(6)	6%	(7)	10%	(12)	2%	(2)	6%	(7)	—	(0)	70%	(80)	115
2020 Vote: Joe Biden	9%	(87)	7%	(66)	13%	(118)	5%	(50)	9%	(83)	2%	(17)	55%	(523)	945
2020 Vote: Donald Trump	5%	(39)	5%	(35)	12%	(90)	4%	(26)	8%	(59)	3%	(19)	64%	(471)	740
2020 Vote: Other	3%	(2)	2%	(1)	13%	(9)	1%	(1)	13%	(9)	3%	(2)	64%	(43)	67
2020 Vote: Didn't Vote	8%	(35)	4%	(17)	12%	(56)	5%	(21)	7%	(32)	3%	(15)	62%	(283)	459
2018 House Vote: Democrat	9%	(69)	8%	(58)	12%	(92)	5%	(34)	9%	(66)	2%	(17)	55%	(419)	755
2018 House Vote: Republican	5%	(28)	5%	(28)	12%	(70)	3%	(18)	7%	(40)	3%	(15)	66%	(391)	589
2018 House Vote: Someone else	14%	(7)	2%	(1)	14%	(7)	3%	(2)	10%	(5)	6%	(3)	52%	(26)	50
2016 Vote: Hillary Clinton	9%	(64)	8%	(53)	12%	(84)	5%	(33)	9%	(64)	2%	(16)	55%	(381)	695
2016 Vote: Donald Trump	5%	(36)	5%	(32)	12%	(80)	3%	(22)	7%	(48)	2%	(16)	64%	(422)	656
2016 Vote: Other	4%	(4)	4%	(3)	6%	(5)	4%	(3)	10%	(9)	1%	(1)	71%	(60)	86
2016 Vote: Didn't Vote	8%	(58)	4%	(31)	13%	(103)	5%	(40)	8%	(60)	2%	(19)	59%	(455)	765

Continued on next page

Table MCFE41_5: *How often did you use the following services in the past month?*
Hulu with ads

Demographic	Multiple times a day	Once daily	A few times per week	Once per week	A few times	Once	Never	Total N
Adults	7% (163)	5% (119)	12% (274)	4% (98)	8% (183)	2% (53)	60% (1320)	2210
Voted in 2014: Yes	7% (85)	6% (76)	12% (142)	4% (44)	8% (98)	3% (31)	61% (750)	1227
Voted in 2014: No	8% (78)	4% (44)	13% (132)	5% (53)	9% (85)	2% (22)	58% (569)	983
4-Region: Northeast	8% (32)	5% (18)	12% (48)	4% (17)	7% (26)	2% (9)	61% (233)	383
4-Region: Midwest	6% (29)	6% (27)	13% (61)	3% (15)	9% (41)	2% (9)	60% (274)	456
4-Region: South	8% (67)	4% (33)	13% (106)	5% (46)	9% (77)	3% (24)	58% (490)	844
4-Region: West	7% (35)	8% (41)	11% (59)	4% (19)	7% (38)	2% (11)	61% (323)	527
TikTok Users	13% (103)	7% (57)	16% (130)	5% (43)	11% (87)	2% (17)	45% (356)	793
Twitch Users	11% (23)	12% (26)	17% (36)	8% (17)	9% (19)	2% (5)	41% (89)	216
2022 Sports Viewers/Attendees	7% (106)	6% (93)	14% (203)	5% (76)	9% (135)	2% (32)	56% (830)	1475
Monthly Moviegoers	11% (36)	12% (39)	14% (45)	4% (14)	8% (26)	2% (6)	48% (155)	320
Few Times per Year + Moviegoers	11% (97)	7% (68)	17% (154)	6% (53)	10% (87)	2% (21)	48% (440)	920
Heard Smile Campaign	14% (77)	9% (48)	19% (104)	8% (45)	13% (69)	2% (13)	35% (196)	551
Heard Minion Campaign	14% (76)	10% (54)	18% (97)	7% (37)	11% (60)	2% (12)	38% (204)	540
Listens to Podcasts	9% (106)	8% (96)	16% (183)	6% (67)	10% (118)	3% (38)	46% (523)	1132
Streaming Services User	9% (162)	7% (119)	15% (269)	5% (93)	10% (178)	3% (51)	51% (900)	1773
Netflix User	10% (145)	7% (108)	16% (233)	6% (90)	11% (161)	3% (42)	47% (695)	1474
Disney+ User	11% (113)	9% (86)	20% (194)	8% (75)	13% (128)	3% (29)	36% (359)	984
Heterosexual or straight	7% (136)	6% (111)	12% (246)	4% (82)	8% (161)	3% (50)	60% (1184)	1971
Gay	11% (8)	2% (2)	9% (6)	6% (4)	12% (8)	1% (1)	58% (39)	68
Bisexual	13% (11)	4% (3)	16% (14)	4% (3)	6% (5)	1% (1)	57% (50)	88
Yes	12% (8)	3% (2)	8% (5)	6% (4)	9% (6)	— (0)	62% (44)	70
No	7% (155)	5% (117)	13% (268)	4% (94)	8% (177)	2% (53)	60% (1276)	2140

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

Table MCFE41_6: *How often did you use the following services in the past month?*

Hulu without ads

Demographic	Multiple times a day		Once daily		A few times per week		Once per week		A few times		Once		Never		Total N
Adults	6%	(128)	4%	(82)	9%	(197)	3%	(74)	6%	(129)	2%	(55)	70%	(1546)	2210
Gender: Male	6%	(62)	4%	(43)	9%	(95)	5%	(50)	6%	(61)	2%	(26)	68%	(731)	1068
Gender: Female	6%	(66)	3%	(39)	9%	(102)	2%	(24)	6%	(68)	3%	(29)	71%	(815)	1142
Age: 18-34	10%	(65)	6%	(36)	16%	(102)	5%	(31)	8%	(51)	3%	(20)	52%	(336)	642
Age: 35-44	6%	(22)	5%	(19)	8%	(28)	9%	(31)	9%	(32)	4%	(13)	60%	(221)	365
Age: 45-64	4%	(31)	3%	(18)	7%	(51)	1%	(10)	5%	(32)	3%	(18)	77%	(552)	714
Age: 65+	2%	(10)	2%	(8)	3%	(16)	—	(2)	3%	(13)	1%	(4)	89%	(437)	489
GenZers: 1997-2012	8%	(22)	5%	(13)	15%	(39)	4%	(11)	11%	(29)	3%	(8)	53%	(135)	256
Millennials: 1981-1996	9%	(59)	6%	(39)	13%	(83)	6%	(42)	7%	(48)	3%	(22)	55%	(360)	653
GenXers: 1965-1980	5%	(30)	4%	(21)	9%	(50)	3%	(18)	5%	(28)	2%	(13)	71%	(396)	555
Baby Boomers: 1946-1964	3%	(17)	1%	(8)	4%	(24)	—	(3)	4%	(24)	2%	(12)	87%	(585)	673
PID: Dem (no lean)	7%	(63)	5%	(41)	11%	(96)	3%	(28)	6%	(48)	3%	(23)	65%	(560)	860
PID: Ind (no lean)	6%	(40)	3%	(17)	7%	(50)	4%	(28)	4%	(30)	2%	(14)	73%	(495)	674
PID: Rep (no lean)	4%	(24)	3%	(24)	8%	(52)	3%	(18)	7%	(50)	3%	(18)	72%	(490)	676
PID/Gender: Dem Men	8%	(30)	7%	(26)	12%	(47)	6%	(22)	6%	(25)	2%	(8)	60%	(236)	394
PID/Gender: Dem Women	7%	(34)	3%	(15)	10%	(48)	1%	(6)	5%	(23)	3%	(15)	70%	(324)	465
PID/Gender: Ind Men	5%	(18)	2%	(8)	7%	(24)	6%	(21)	4%	(13)	2%	(7)	74%	(254)	345
PID/Gender: Ind Women	7%	(22)	3%	(10)	8%	(26)	2%	(7)	5%	(16)	2%	(7)	73%	(241)	329
PID/Gender: Rep Men	4%	(14)	3%	(9)	7%	(24)	2%	(7)	7%	(22)	4%	(12)	73%	(240)	328
PID/Gender: Rep Women	3%	(10)	4%	(14)	8%	(28)	3%	(11)	8%	(29)	2%	(7)	72%	(250)	348
Ideo: Liberal (1-3)	6%	(39)	4%	(26)	10%	(68)	3%	(19)	7%	(47)	3%	(17)	67%	(441)	656
Ideo: Moderate (4)	6%	(47)	4%	(33)	9%	(67)	4%	(27)	7%	(49)	3%	(22)	67%	(505)	751
Ideo: Conservative (5-7)	5%	(32)	3%	(20)	7%	(43)	3%	(23)	4%	(28)	2%	(12)	76%	(508)	666
Educ: < College	7%	(100)	3%	(48)	10%	(138)	3%	(47)	6%	(80)	3%	(36)	69%	(988)	1437
Educ: Bachelors degree	3%	(16)	6%	(28)	7%	(34)	4%	(19)	7%	(35)	3%	(14)	70%	(346)	491
Educ: Post-grad	4%	(12)	2%	(6)	9%	(25)	3%	(7)	5%	(14)	2%	(6)	75%	(212)	282
Income: Under 50k	7%	(85)	3%	(40)	10%	(121)	3%	(38)	6%	(72)	3%	(32)	69%	(883)	1271
Income: 50k-100k	4%	(26)	4%	(29)	7%	(47)	4%	(27)	6%	(41)	2%	(16)	72%	(470)	656
Income: 100k+	6%	(17)	5%	(13)	10%	(28)	3%	(9)	5%	(15)	2%	(7)	68%	(193)	283
Ethnicity: White	5%	(77)	3%	(58)	8%	(132)	3%	(49)	5%	(94)	2%	(32)	74%	(1269)	1711
Ethnicity: Hispanic	8%	(31)	3%	(11)	13%	(49)	5%	(17)	9%	(34)	2%	(6)	60%	(225)	374

Continued on next page

Table MCFE41_6: *How often did you use the following services in the past month?*

Hulu without ads

Demographic	Multiple times a day	Once daily	A few times per week	Once per week	A few times	Once	Never	Total N
Adults	6% (128)	4% (82)	9% (197)	3% (74)	6% (129)	2% (55)	70% (1546)	2210
Ethnicity: Black	14% (38)	7% (20)	13% (36)	6% (16)	8% (21)	4% (12)	49% (138)	282
Ethnicity: Other	6% (12)	2% (3)	13% (29)	4% (9)	6% (13)	5% (11)	64% (139)	217
All Christian	5% (55)	4% (43)	7% (77)	3% (34)	6% (57)	2% (19)	72% (744)	1029
All Non-Christian	5% (7)	2% (2)	12% (15)	4% (5)	7% (9)	1% (2)	69% (89)	129
Atheist	5% (5)	3% (3)	4% (4)	1% (1)	4% (4)	5% (5)	77% (77)	99
Agnostic/Nothing in particular	4% (26)	4% (23)	9% (53)	4% (21)	5% (31)	3% (16)	71% (418)	587
Something Else	10% (35)	3% (10)	13% (48)	4% (13)	8% (28)	4% (13)	60% (218)	365
Religious Non-Protestant/Catholic	4% (7)	3% (4)	10% (15)	5% (8)	8% (12)	2% (3)	68% (104)	154
Evangelical	9% (50)	4% (23)	9% (52)	3% (17)	7% (42)	2% (14)	65% (362)	558
Non-Evangelical	5% (41)	4% (28)	9% (72)	3% (27)	5% (38)	2% (17)	72% (570)	792
Community: Urban	7% (47)	5% (30)	11% (70)	5% (31)	7% (47)	3% (18)	62% (394)	638
Community: Suburban	5% (54)	4% (38)	8% (78)	3% (29)	6% (58)	2% (22)	73% (736)	1014
Community: Rural	5% (27)	3% (15)	9% (49)	2% (14)	4% (24)	3% (15)	74% (415)	558
Employ: Private Sector	6% (39)	6% (36)	14% (91)	5% (32)	7% (49)	2% (16)	60% (392)	654
Employ: Government	7% (9)	3% (5)	15% (20)	5% (6)	7% (10)	4% (6)	59% (80)	136
Employ: Self-Employed	8% (13)	7% (11)	9% (16)	4% (7)	8% (13)	3% (5)	61% (101)	166
Employ: Homemaker	11% (20)	4% (7)	6% (12)	3% (5)	5% (10)	3% (5)	69% (131)	190
Employ: Student	7% (4)	4% (3)	12% (7)	7% (4)	9% (6)	3% (2)	58% (36)	62
Employ: Retired	3% (15)	2% (12)	4% (22)	— (2)	2% (12)	1% (8)	87% (492)	563
Employ: Unemployed	6% (17)	2% (7)	5% (16)	3% (9)	5% (15)	2% (6)	77% (232)	301
Employ: Other	7% (10)	1% (2)	9% (12)	6% (8)	11% (15)	6% (9)	60% (82)	137
Military HH: Yes	5% (13)	4% (12)	8% (23)	3% (9)	4% (12)	3% (9)	73% (206)	283
Military HH: No	6% (115)	4% (70)	9% (174)	3% (65)	6% (117)	2% (46)	70% (1339)	1927
RD/WT: Right Direction	7% (49)	5% (37)	10% (65)	4% (26)	7% (44)	3% (20)	64% (425)	666
RD/WT: Wrong Track	5% (79)	3% (45)	9% (132)	3% (48)	5% (84)	2% (35)	73% (1121)	1544
Biden Job Approve	7% (64)	5% (46)	9% (90)	3% (32)	6% (58)	3% (30)	67% (652)	970
Biden Job Disapprove	5% (57)	3% (34)	8% (95)	3% (39)	5% (63)	2% (23)	73% (835)	1144

Continued on next page

Table MCFE41_6: *How often did you use the following services in the past month?*
Hulu without ads

Demographic	Multiple times a day		Once daily		A few times per week		Once per week		A few times		Once		Never		Total N
Adults	6%	(128)	4%	(82)	9%	(197)	3%	(74)	6%	(129)	2%	(55)	70%	(1546)	2210
Biden Job Strongly Approve	9%	(37)	6%	(25)	8%	(36)	3%	(11)	6%	(24)	3%	(11)	66%	(288)	433
Biden Job Somewhat Approve	5%	(26)	4%	(21)	10%	(54)	4%	(20)	6%	(34)	3%	(18)	68%	(364)	537
Biden Job Somewhat Disapprove	7%	(23)	4%	(13)	9%	(29)	4%	(13)	6%	(21)	1%	(3)	70%	(236)	339
Biden Job Strongly Disapprove	4%	(33)	3%	(20)	8%	(65)	3%	(25)	5%	(42)	2%	(20)	74%	(599)	805
Favorable of Biden	6%	(62)	4%	(44)	9%	(84)	3%	(30)	5%	(52)	3%	(27)	69%	(670)	969
Unfavorable of Biden	5%	(55)	3%	(32)	9%	(97)	4%	(41)	6%	(68)	2%	(24)	72%	(817)	1134
Very Favorable of Biden	7%	(35)	6%	(29)	8%	(38)	3%	(13)	5%	(23)	3%	(14)	69%	(331)	482
Somewhat Favorable of Biden	6%	(27)	3%	(14)	9%	(46)	4%	(17)	6%	(29)	3%	(13)	70%	(339)	487
Somewhat Unfavorable of Biden	7%	(21)	3%	(8)	10%	(30)	4%	(13)	7%	(22)	2%	(5)	67%	(200)	299
Very Unfavorable of Biden	4%	(34)	3%	(23)	8%	(67)	3%	(28)	6%	(46)	2%	(19)	74%	(617)	835
#1 Issue: Economy	6%	(56)	4%	(33)	9%	(80)	4%	(39)	6%	(59)	3%	(23)	68%	(623)	913
#1 Issue: Security	4%	(10)	5%	(12)	7%	(17)	4%	(9)	5%	(13)	2%	(6)	73%	(177)	243
#1 Issue: Health Care	8%	(14)	3%	(6)	15%	(26)	4%	(6)	6%	(10)	6%	(9)	58%	(99)	170
#1 Issue: Medicare / Social Security	3%	(8)	3%	(7)	6%	(17)	—	(1)	4%	(10)	1%	(3)	83%	(220)	266
#1 Issue: Women's Issues	8%	(26)	3%	(9)	10%	(30)	3%	(10)	8%	(24)	1%	(4)	67%	(208)	311
#1 Issue: Education	5%	(3)	8%	(5)	12%	(7)	4%	(2)	3%	(1)	11%	(6)	58%	(34)	59
#1 Issue: Energy	6%	(9)	1%	(2)	14%	(18)	5%	(7)	4%	(5)	3%	(4)	66%	(89)	134
#1 Issue: Other	2%	(3)	7%	(8)	2%	(3)	1%	(1)	5%	(6)	—	(0)	82%	(94)	115
2020 Vote: Joe Biden	7%	(65)	4%	(40)	8%	(80)	4%	(33)	6%	(54)	2%	(23)	69%	(650)	945
2020 Vote: Donald Trump	4%	(32)	3%	(25)	7%	(54)	2%	(17)	6%	(45)	3%	(20)	74%	(548)	740
2020 Vote: Other	2%	(1)	—	(0)	12%	(8)	6%	(4)	7%	(5)	1%	(1)	72%	(48)	67
2020 Vote: Didn't Vote	7%	(30)	4%	(17)	12%	(55)	4%	(20)	6%	(26)	2%	(11)	65%	(299)	459
2018 House Vote: Democrat	6%	(47)	5%	(39)	9%	(69)	3%	(22)	5%	(37)	2%	(18)	69%	(523)	755
2018 House Vote: Republican	4%	(24)	3%	(17)	6%	(34)	2%	(12)	5%	(31)	2%	(13)	78%	(458)	589
2018 House Vote: Someone else	11%	(5)	—	(0)	17%	(8)	—	(0)	4%	(2)	2%	(1)	66%	(33)	50
2016 Vote: Hillary Clinton	6%	(42)	5%	(35)	7%	(51)	3%	(21)	5%	(37)	3%	(19)	70%	(489)	695
2016 Vote: Donald Trump	4%	(27)	3%	(22)	6%	(41)	3%	(17)	5%	(36)	2%	(14)	76%	(499)	656
2016 Vote: Other	3%	(2)	1%	(1)	9%	(8)	2%	(2)	4%	(3)	—	(0)	81%	(70)	86
2016 Vote: Didn't Vote	7%	(56)	3%	(24)	12%	(93)	4%	(34)	7%	(52)	3%	(21)	63%	(485)	765

Table MCFE41_6: *How often did you use the following services in the past month?*

Hulu without ads

Demographic	Multiple times a day	Once daily	A few times per week	Once per week	A few times	Once	Never	Total N
Adults	6% (128)	4% (82)	9% (197)	3% (74)	6% (129)	2% (55)	70% (1546)	2210
Voted in 2014: Yes	5% (64)	4% (45)	7% (90)	2% (26)	5% (63)	2% (30)	74% (908)	1227
Voted in 2014: No	6% (64)	4% (37)	11% (106)	5% (48)	7% (65)	3% (25)	65% (638)	983
4-Region: Northeast	4% (15)	3% (13)	9% (33)	3% (10)	6% (24)	2% (6)	73% (280)	383
4-Region: Midwest	5% (23)	3% (15)	10% (46)	1% (6)	4% (20)	4% (17)	72% (330)	456
4-Region: South	8% (64)	4% (37)	9% (79)	4% (36)	6% (54)	3% (24)	65% (551)	844
4-Region: West	5% (25)	3% (17)	7% (38)	4% (22)	6% (31)	2% (9)	73% (385)	527
TikTok Users	10% (78)	5% (41)	15% (117)	4% (32)	8% (65)	3% (27)	55% (432)	793
Twitch Users	13% (28)	6% (13)	20% (42)	8% (17)	5% (12)	3% (6)	45% (97)	216
2022 Sports Viewers/Attendees	6% (91)	4% (55)	10% (147)	4% (58)	6% (84)	2% (33)	68% (1008)	1475
Monthly Moviegoers	12% (39)	10% (32)	15% (47)	4% (13)	9% (27)	2% (6)	49% (156)	320
Few Times per Year + Moviegoers	8% (70)	6% (51)	12% (115)	5% (42)	8% (75)	2% (23)	59% (545)	920
Heard Smile Campaign	12% (64)	7% (39)	16% (85)	7% (36)	11% (60)	3% (19)	45% (247)	551
Heard Minion Campaign	11% (61)	7% (38)	16% (86)	6% (32)	9% (49)	3% (16)	48% (259)	540
Listens to Podcasts	7% (83)	6% (68)	12% (135)	5% (58)	9% (97)	3% (37)	58% (653)	1132
Streaming Services User	7% (128)	5% (82)	11% (189)	4% (71)	7% (122)	3% (48)	64% (1132)	1773
Netflix User	8% (118)	5% (74)	12% (181)	5% (68)	8% (115)	3% (49)	59% (870)	1474
Disney+ User	10% (96)	7% (67)	15% (150)	6% (58)	9% (90)	4% (38)	49% (484)	984
Heterosexual or straight	5% (105)	4% (75)	9% (168)	3% (62)	6% (114)	3% (53)	71% (1394)	1971
Gay	7% (5)	1% (1)	9% (6)	3% (2)	8% (5)	3% (2)	69% (47)	68
Bisexual	15% (13)	3% (3)	15% (13)	2% (2)	5% (4)	— (0)	60% (53)	88
Yes	11% (8)	2% (2)	8% (5)	8% (6)	9% (6)	3% (2)	58% (41)	70
No	6% (120)	4% (80)	9% (191)	3% (68)	6% (122)	2% (53)	70% (1505)	2140

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

Table MCFE41_7: *How often did you use the following services in the past month?*

Apple TV+

Demographic	Multiple times a day		Once daily		A few times per week		Once per week		A few times		Once		Never		Total N
Adults	2%	(41)	3%	(62)	5%	(117)	2%	(54)	5%	(110)	3%	(62)	80%	(1763)	2210
Gender: Male	3%	(29)	3%	(36)	6%	(65)	3%	(36)	6%	(59)	3%	(29)	76%	(814)	1068
Gender: Female	1%	(12)	2%	(26)	5%	(52)	2%	(18)	4%	(51)	3%	(33)	83%	(949)	1142
Age: 18-34	3%	(22)	5%	(33)	10%	(61)	4%	(29)	6%	(36)	3%	(21)	68%	(439)	642
Age: 35-44	3%	(12)	3%	(9)	6%	(24)	5%	(19)	8%	(28)	3%	(11)	72%	(263)	365
Age: 45-64	1%	(7)	2%	(15)	4%	(28)	1%	(7)	5%	(34)	3%	(23)	84%	(600)	714
Age: 65+	—	(0)	1%	(4)	1%	(5)	—	(0)	2%	(12)	1%	(7)	94%	(461)	489
GenZers: 1997-2012	4%	(10)	6%	(16)	9%	(23)	5%	(12)	5%	(13)	4%	(10)	68%	(174)	256
Millennials: 1981-1996	3%	(21)	4%	(25)	9%	(59)	5%	(32)	7%	(46)	3%	(19)	69%	(452)	653
GenXers: 1965-1980	2%	(10)	3%	(14)	4%	(25)	2%	(11)	4%	(25)	3%	(17)	82%	(453)	555
Baby Boomers: 1946-1964	—	(0)	1%	(7)	1%	(10)	—	(0)	4%	(27)	2%	(17)	91%	(614)	673
PID: Dem (no lean)	3%	(23)	4%	(35)	7%	(57)	2%	(21)	7%	(60)	3%	(28)	74%	(635)	860
PID: Ind (no lean)	1%	(9)	1%	(10)	5%	(31)	3%	(22)	4%	(24)	2%	(13)	84%	(566)	674
PID: Rep (no lean)	1%	(10)	2%	(17)	4%	(29)	2%	(11)	4%	(26)	3%	(22)	83%	(562)	676
PID/Gender: Dem Men	5%	(19)	6%	(22)	9%	(34)	3%	(13)	9%	(36)	3%	(13)	65%	(258)	394
PID/Gender: Dem Women	1%	(4)	3%	(12)	5%	(23)	2%	(8)	5%	(24)	3%	(16)	81%	(377)	465
PID/Gender: Ind Men	1%	(4)	1%	(4)	5%	(19)	5%	(18)	3%	(12)	2%	(6)	82%	(283)	345
PID/Gender: Ind Women	1%	(5)	2%	(6)	4%	(12)	1%	(4)	4%	(12)	2%	(6)	86%	(283)	329
PID/Gender: Rep Men	2%	(7)	3%	(9)	4%	(13)	2%	(5)	4%	(12)	3%	(10)	83%	(273)	328
PID/Gender: Rep Women	1%	(3)	2%	(7)	5%	(17)	2%	(6)	4%	(15)	3%	(11)	83%	(289)	348
Ideo: Liberal (1-3)	2%	(13)	4%	(29)	5%	(35)	2%	(15)	7%	(47)	2%	(16)	76%	(501)	656
Ideo: Moderate (4)	3%	(20)	3%	(23)	6%	(43)	3%	(26)	4%	(32)	3%	(22)	78%	(586)	751
Ideo: Conservative (5-7)	1%	(7)	1%	(9)	4%	(29)	1%	(10)	4%	(26)	4%	(24)	84%	(561)	666
Educ: < College	2%	(29)	2%	(31)	5%	(67)	2%	(30)	4%	(59)	3%	(47)	82%	(1175)	1437
Educ: Bachelors degree	1%	(5)	3%	(17)	8%	(38)	4%	(21)	6%	(30)	1%	(7)	76%	(373)	491
Educ: Post-grad	3%	(8)	5%	(14)	5%	(13)	1%	(3)	8%	(21)	3%	(9)	76%	(215)	282
Income: Under 50k	1%	(17)	2%	(31)	5%	(58)	2%	(31)	4%	(47)	3%	(32)	83%	(1055)	1271
Income: 50k-100k	2%	(16)	3%	(22)	4%	(28)	2%	(13)	6%	(42)	3%	(22)	78%	(514)	656
Income: 100k+	3%	(8)	3%	(9)	11%	(32)	3%	(10)	8%	(21)	3%	(8)	69%	(194)	283
Ethnicity: White	1%	(22)	2%	(33)	5%	(83)	2%	(33)	5%	(89)	2%	(38)	83%	(1412)	1711
Ethnicity: Hispanic	4%	(16)	5%	(19)	9%	(33)	5%	(20)	6%	(22)	2%	(8)	69%	(256)	374

Continued on next page

Table MCFE41_7: *How often did you use the following services in the past month?*

Apple TV+

Demographic	Multiple times a day		Once daily		A few times per week		Once per week		A few times		Once		Never		Total N
Adults	2%	(41)	3%	(62)	5%	(117)	2%	(54)	5%	(110)	3%	(62)	80%	(1763)	2210
Ethnicity: Black	6%	(16)	6%	(17)	9%	(25)	4%	(12)	4%	(12)	6%	(16)	66%	(186)	282
Ethnicity: Other	1%	(3)	6%	(12)	4%	(10)	4%	(10)	4%	(9)	4%	(9)	76%	(165)	217
All Christian	2%	(20)	3%	(31)	6%	(58)	2%	(20)	5%	(54)	2%	(24)	80%	(822)	1029
All Non-Christian	1%	(1)	4%	(5)	8%	(10)	4%	(5)	9%	(12)	2%	(3)	72%	(92)	129
Atheist	1%	(1)	1%	(1)	1%	(1)	3%	(3)	5%	(5)	3%	(3)	85%	(85)	99
Agnostic/Nothing in particular	1%	(6)	2%	(13)	5%	(30)	3%	(20)	4%	(26)	3%	(15)	81%	(478)	587
Something Else	4%	(13)	3%	(12)	5%	(17)	2%	(6)	4%	(13)	5%	(18)	78%	(286)	365
Religious Non-Protestant/Catholic	1%	(1)	5%	(8)	10%	(15)	3%	(5)	8%	(12)	2%	(3)	71%	(109)	154
Evangelical	3%	(19)	3%	(16)	6%	(33)	2%	(9)	4%	(25)	4%	(23)	78%	(434)	558
Non-Evangelical	1%	(11)	3%	(24)	5%	(36)	2%	(17)	5%	(41)	2%	(19)	81%	(643)	792
Community: Urban	3%	(17)	4%	(27)	8%	(53)	4%	(27)	6%	(40)	2%	(13)	72%	(459)	638
Community: Suburban	1%	(11)	2%	(18)	4%	(45)	2%	(19)	5%	(50)	3%	(35)	82%	(837)	1014
Community: Rural	2%	(12)	3%	(17)	3%	(20)	1%	(8)	4%	(20)	3%	(14)	84%	(467)	558
Employ: Private Sector	3%	(22)	4%	(26)	9%	(58)	4%	(24)	6%	(42)	4%	(25)	70%	(457)	654
Employ: Government	1%	(2)	6%	(8)	7%	(10)	4%	(5)	8%	(10)	5%	(7)	69%	(94)	136
Employ: Self-Employed	4%	(7)	5%	(9)	10%	(16)	2%	(4)	5%	(8)	3%	(6)	71%	(118)	166
Employ: Homemaker	2%	(4)	2%	(3)	4%	(8)	4%	(7)	3%	(5)	3%	(6)	83%	(157)	190
Employ: Student	—	(0)	5%	(3)	10%	(6)	4%	(2)	4%	(3)	3%	(2)	75%	(46)	62
Employ: Retired	—	(0)	1%	(4)	2%	(8)	—	(1)	3%	(19)	2%	(10)	92%	(520)	563
Employ: Unemployed	1%	(4)	2%	(5)	1%	(3)	2%	(6)	6%	(17)	2%	(6)	87%	(261)	301
Employ: Other	1%	(2)	3%	(4)	6%	(9)	3%	(5)	5%	(7)	1%	(2)	80%	(110)	137
Military HH: Yes	1%	(3)	2%	(6)	6%	(16)	2%	(5)	5%	(13)	2%	(6)	83%	(234)	283
Military HH: No	2%	(38)	3%	(56)	5%	(101)	3%	(50)	5%	(97)	3%	(56)	79%	(1529)	1927
RD/WT: Right Direction	4%	(24)	5%	(31)	10%	(68)	3%	(19)	6%	(38)	3%	(22)	70%	(465)	666
RD/WT: Wrong Track	1%	(17)	2%	(31)	3%	(49)	2%	(35)	5%	(72)	3%	(41)	84%	(1298)	1544
Biden Job Approve	3%	(28)	4%	(39)	7%	(71)	3%	(25)	6%	(55)	3%	(29)	75%	(723)	970
Biden Job Disapprove	1%	(12)	2%	(20)	3%	(36)	2%	(27)	4%	(51)	3%	(32)	84%	(966)	1144

Table MCFE41_7: *How often did you use the following services in the past month?*

Apple TV+

Demographic	Multiple times a day		Once daily		A few times per week		Once per week		A few times		Once		Never		Total N
Adults	2%	(41)	3%	(62)	5%	(117)	2%	(54)	5%	(110)	3%	(62)	80%	(1763)	2210
Biden Job Strongly Approve	3%	(13)	4%	(18)	10%	(42)	3%	(12)	7%	(32)	4%	(16)	69%	(298)	433
Biden Job Somewhat Approve	3%	(15)	4%	(20)	5%	(29)	2%	(13)	4%	(23)	2%	(12)	79%	(425)	537
Biden Job Somewhat Disapprove	2%	(7)	2%	(8)	5%	(16)	2%	(6)	4%	(14)	4%	(14)	81%	(274)	339
Biden Job Strongly Disapprove	1%	(5)	2%	(12)	2%	(20)	3%	(20)	5%	(37)	2%	(19)	86%	(692)	805
Favorable of Biden	2%	(21)	4%	(35)	6%	(59)	2%	(20)	6%	(58)	3%	(31)	77%	(745)	969
Unfavorable of Biden	2%	(19)	1%	(17)	4%	(44)	3%	(31)	4%	(49)	3%	(31)	83%	(944)	1134
Very Favorable of Biden	2%	(12)	4%	(17)	9%	(43)	2%	(8)	7%	(32)	4%	(17)	73%	(352)	482
Somewhat Favorable of Biden	2%	(9)	3%	(17)	3%	(16)	3%	(13)	5%	(26)	3%	(14)	81%	(393)	487
Somewhat Unfavorable of Biden	2%	(5)	2%	(5)	8%	(23)	3%	(9)	5%	(16)	3%	(9)	77%	(231)	299
Very Unfavorable of Biden	2%	(14)	1%	(11)	2%	(20)	3%	(22)	4%	(33)	3%	(22)	85%	(713)	835
#1 Issue: Economy	1%	(13)	3%	(26)	5%	(47)	3%	(28)	5%	(46)	3%	(25)	80%	(730)	913
#1 Issue: Security	1%	(2)	3%	(6)	5%	(11)	2%	(5)	5%	(13)	3%	(8)	81%	(197)	243
#1 Issue: Health Care	3%	(5)	4%	(7)	10%	(16)	1%	(2)	3%	(5)	2%	(4)	77%	(131)	170
#1 Issue: Medicare / Social Security	—	(0)	2%	(5)	3%	(9)	1%	(2)	2%	(6)	2%	(5)	90%	(239)	266
#1 Issue: Women's Issues	3%	(9)	3%	(9)	7%	(22)	4%	(12)	6%	(20)	3%	(8)	74%	(231)	311
#1 Issue: Education	5%	(3)	10%	(6)	8%	(4)	5%	(3)	6%	(4)	8%	(5)	58%	(34)	59
#1 Issue: Energy	5%	(7)	1%	(2)	4%	(6)	2%	(3)	9%	(12)	6%	(8)	72%	(97)	134
#1 Issue: Other	2%	(2)	—	(1)	2%	(2)	—	(0)	4%	(5)	1%	(1)	90%	(104)	115
2020 Vote: Joe Biden	2%	(23)	4%	(35)	6%	(59)	3%	(24)	6%	(54)	3%	(26)	76%	(722)	945
2020 Vote: Donald Trump	1%	(8)	2%	(14)	4%	(28)	2%	(17)	4%	(29)	3%	(21)	84%	(622)	740
2020 Vote: Other	—	(0)	2%	(1)	5%	(4)	1%	(1)	8%	(5)	2%	(2)	82%	(55)	67
2020 Vote: Didn't Vote	2%	(10)	2%	(11)	6%	(26)	3%	(12)	5%	(22)	3%	(13)	79%	(363)	459
2018 House Vote: Democrat	3%	(19)	4%	(32)	6%	(49)	2%	(15)	7%	(51)	2%	(18)	76%	(572)	755
2018 House Vote: Republican	1%	(5)	2%	(10)	4%	(26)	1%	(7)	4%	(23)	3%	(17)	85%	(501)	589
2018 House Vote: Someone else	5%	(2)	2%	(1)	—	(0)	4%	(2)	2%	(1)	6%	(3)	80%	(40)	50
2016 Vote: Hillary Clinton	3%	(19)	4%	(27)	5%	(38)	2%	(16)	8%	(56)	3%	(18)	75%	(520)	695
2016 Vote: Donald Trump	1%	(7)	1%	(8)	4%	(27)	1%	(10)	4%	(23)	3%	(18)	86%	(564)	656
2016 Vote: Other	2%	(1)	3%	(3)	1%	(1)	—	(0)	—	(0)	1%	(1)	93%	(80)	86
2016 Vote: Didn't Vote	2%	(13)	3%	(23)	6%	(48)	4%	(28)	4%	(31)	3%	(25)	78%	(597)	765

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Table MCFE41_7: *How often did you use the following services in the past month?*

Apple TV+

Demographic	Multiple times a day		Once daily		A few times per week		Once per week		A few times		Once		Never		Total N
Adults	2%	(41)	3%	(62)	5%	(117)	2%	(54)	5%	(110)	3%	(62)	80%	(1763)	2210
Voted in 2014: Yes	2%	(23)	3%	(34)	5%	(60)	2%	(19)	5%	(64)	3%	(36)	81%	(991)	1227
Voted in 2014: No	2%	(18)	3%	(28)	6%	(57)	4%	(35)	5%	(46)	3%	(27)	79%	(772)	983
4-Region: Northeast	1%	(4)	4%	(13)	4%	(17)	3%	(11)	4%	(15)	3%	(13)	81%	(310)	383
4-Region: Midwest	1%	(3)	2%	(7)	6%	(26)	1%	(6)	5%	(22)	3%	(12)	83%	(380)	456
4-Region: South	3%	(25)	3%	(25)	6%	(52)	3%	(24)	4%	(32)	3%	(29)	78%	(657)	844
4-Region: West	2%	(9)	3%	(16)	4%	(23)	2%	(13)	8%	(41)	2%	(9)	79%	(416)	527
TikTok Users	3%	(27)	4%	(33)	8%	(65)	4%	(30)	7%	(55)	3%	(27)	70%	(555)	793
Twitch Users	6%	(14)	8%	(18)	9%	(20)	8%	(17)	3%	(7)	4%	(8)	61%	(132)	216
2022 Sports Viewers/Attendees	2%	(35)	3%	(50)	6%	(87)	3%	(40)	6%	(86)	3%	(43)	77%	(1132)	1475
Monthly Moviegoers	6%	(18)	7%	(23)	10%	(31)	4%	(12)	7%	(24)	3%	(9)	63%	(203)	320
Few Times per Year + Moviegoers	3%	(30)	4%	(41)	9%	(81)	3%	(31)	7%	(63)	3%	(30)	70%	(644)	920
Heard Smile Campaign	6%	(31)	7%	(38)	15%	(81)	5%	(26)	7%	(37)	4%	(22)	57%	(316)	551
Heard Minion Campaign	6%	(33)	8%	(42)	13%	(68)	4%	(19)	7%	(36)	5%	(25)	59%	(317)	540
Listens to Podcasts	3%	(34)	5%	(55)	8%	(94)	4%	(49)	7%	(80)	4%	(46)	68%	(773)	1132
Streaming Services User	2%	(40)	3%	(59)	6%	(112)	3%	(54)	6%	(105)	3%	(58)	76%	(1344)	1773
Netflix User	3%	(37)	4%	(58)	8%	(114)	3%	(52)	7%	(99)	4%	(55)	72%	(1059)	1474
Disney+ User	4%	(38)	6%	(56)	11%	(105)	5%	(49)	8%	(75)	5%	(46)	62%	(615)	984
Heterosexual or straight	2%	(37)	3%	(52)	5%	(100)	2%	(46)	5%	(89)	3%	(59)	81%	(1588)	1971
Gay	1%	(1)	8%	(5)	5%	(3)	7%	(5)	10%	(7)	1%	(1)	68%	(46)	68
Bisexual	3%	(2)	3%	(3)	6%	(5)	—	(0)	8%	(7)	1%	(1)	79%	(70)	88
Yes	3%	(2)	—	(0)	12%	(8)	1%	(1)	9%	(6)	3%	(2)	72%	(51)	70
No	2%	(39)	3%	(62)	5%	(109)	3%	(54)	5%	(104)	3%	(61)	80%	(1712)	2140

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

Table MCFE41_8: *How often did you use the following services in the past month?*

Disney+

Demographic	Multiple times a day	Once daily	A few times per week	Once per week	A few times	Once	Never	Total N
Adults	6% (132)	5% (114)	13% (286)	7% (154)	9% (203)	4% (96)	55% (1226)	2210
Gender: Male	5% (55)	6% (64)	14% (147)	8% (86)	6% (62)	5% (49)	57% (604)	1068
Gender: Female	7% (77)	4% (50)	12% (139)	6% (67)	12% (141)	4% (47)	54% (622)	1142
Age: 18-34	11% (70)	9% (59)	19% (124)	10% (65)	10% (66)	5% (32)	35% (227)	642
Age: 35-44	8% (29)	7% (26)	17% (63)	11% (42)	10% (37)	5% (19)	41% (150)	365
Age: 45-64	4% (29)	4% (25)	10% (68)	6% (41)	9% (63)	5% (32)	64% (455)	714
Age: 65+	1% (4)	1% (4)	6% (32)	1% (6)	7% (36)	3% (13)	81% (394)	489
GenZers: 1997-2012	9% (24)	9% (24)	16% (42)	14% (36)	11% (29)	6% (15)	34% (86)	256
Millennials: 1981-1996	11% (69)	8% (51)	19% (123)	10% (62)	10% (66)	5% (33)	38% (248)	653
GenXers: 1965-1980	6% (31)	6% (32)	13% (70)	7% (38)	9% (53)	4% (24)	55% (308)	555
Baby Boomers: 1946-1964	1% (9)	1% (5)	7% (50)	3% (17)	8% (52)	3% (23)	77% (517)	673
PID: Dem (no lean)	7% (56)	7% (64)	14% (124)	6% (53)	10% (83)	4% (37)	52% (444)	860
PID: Ind (no lean)	7% (45)	3% (21)	12% (83)	6% (42)	9% (63)	4% (26)	59% (395)	674
PID: Rep (no lean)	5% (31)	4% (29)	12% (80)	9% (59)	8% (57)	5% (33)	57% (387)	676
PID/Gender: Dem Men	7% (28)	10% (40)	18% (72)	7% (27)	6% (22)	3% (11)	49% (194)	394
PID/Gender: Dem Women	6% (28)	5% (24)	11% (52)	6% (26)	13% (61)	6% (26)	54% (249)	465
PID/Gender: Ind Men	5% (17)	3% (10)	10% (35)	9% (30)	5% (17)	6% (22)	62% (214)	345
PID/Gender: Ind Women	8% (28)	3% (11)	14% (47)	4% (12)	14% (46)	1% (4)	55% (181)	329
PID/Gender: Rep Men	3% (10)	4% (14)	12% (40)	9% (29)	7% (23)	5% (16)	60% (196)	328
PID/Gender: Rep Women	6% (21)	4% (15)	11% (40)	9% (30)	10% (34)	5% (17)	55% (191)	348
Ideo: Liberal (1-3)	5% (33)	7% (43)	15% (99)	9% (57)	10% (66)	5% (30)	50% (328)	656
Ideo: Moderate (4)	6% (45)	5% (39)	13% (97)	8% (57)	9% (70)	4% (33)	55% (410)	751
Ideo: Conservative (5-7)	6% (37)	4% (25)	11% (75)	5% (36)	7% (50)	4% (27)	62% (416)	666
Educ: < College	7% (106)	5% (65)	12% (177)	7% (95)	10% (141)	4% (61)	55% (793)	1437
Educ: Bachelors degree	4% (19)	7% (35)	16% (76)	9% (42)	6% (30)	4% (19)	55% (270)	491
Educ: Post-grad	3% (7)	5% (14)	12% (33)	6% (16)	11% (31)	6% (17)	58% (164)	282
Income: Under 50k	7% (84)	4% (49)	12% (150)	6% (78)	9% (111)	4% (57)	58% (743)	1271
Income: 50k-100k	5% (31)	7% (45)	13% (88)	8% (53)	10% (68)	3% (23)	53% (348)	656
Income: 100k+	6% (17)	7% (19)	17% (48)	8% (23)	8% (24)	6% (16)	48% (135)	283
Ethnicity: White	5% (91)	5% (77)	13% (225)	6% (110)	9% (158)	4% (75)	57% (975)	1711
Ethnicity: Hispanic	9% (35)	10% (36)	15% (56)	13% (47)	9% (32)	6% (22)	39% (146)	374

Table MCFE41_8: *How often did you use the following services in the past month?*

Disney+

Demographic	Multiple times a day	Once daily	A few times per week	Once per week	A few times	Once	Never	Total N
Adults	6% (132)	5% (114)	13% (286)	7% (154)	9% (203)	4% (96)	55% (1226)	2210
Ethnicity: Black	11% (30)	7% (21)	13% (37)	7% (21)	8% (24)	4% (12)	49% (138)	282
Ethnicity: Other	5% (11)	7% (16)	11% (24)	11% (23)	10% (21)	5% (10)	52% (112)	217
All Christian	4% (45)	6% (59)	12% (124)	6% (66)	10% (99)	4% (41)	58% (597)	1029
All Non-Christian	5% (7)	7% (9)	8% (11)	9% (11)	7% (9)	3% (4)	61% (79)	129
Atheist	1% (1)	6% (6)	16% (16)	5% (5)	7% (7)	4% (4)	59% (59)	99
Agnostic/Nothing in particular	7% (42)	4% (26)	13% (79)	8% (49)	7% (41)	4% (24)	56% (328)	587
Something Else	10% (37)	4% (15)	16% (57)	6% (22)	13% (47)	6% (23)	45% (164)	365
Religious Non-Protestant/Catholic	7% (11)	6% (10)	10% (16)	10% (15)	6% (9)	4% (6)	57% (87)	154
Evangelical	7% (40)	6% (36)	16% (87)	4% (22)	10% (54)	5% (30)	52% (289)	558
Non-Evangelical	5% (36)	4% (35)	11% (88)	8% (62)	11% (90)	4% (32)	57% (449)	792
Community: Urban	5% (34)	8% (49)	14% (92)	8% (53)	9% (60)	6% (37)	49% (313)	638
Community: Suburban	6% (66)	4% (43)	13% (131)	7% (70)	8% (80)	4% (43)	57% (582)	1014
Community: Rural	6% (32)	4% (21)	11% (63)	6% (31)	11% (62)	3% (17)	59% (332)	558
Employ: Private Sector	6% (40)	8% (52)	19% (123)	9% (59)	8% (53)	5% (35)	45% (291)	654
Employ: Government	7% (10)	12% (16)	17% (23)	11% (16)	13% (18)	4% (6)	35% (48)	136
Employ: Self-Employed	9% (14)	7% (12)	8% (13)	8% (13)	10% (16)	5% (8)	54% (90)	166
Employ: Homemaker	14% (27)	6% (12)	20% (37)	6% (12)	16% (30)	4% (7)	35% (66)	190
Employ: Student	7% (4)	12% (7)	15% (9)	9% (6)	10% (6)	5% (3)	43% (27)	62
Employ: Retired	1% (8)	1% (5)	6% (36)	2% (13)	7% (40)	2% (14)	79% (447)	563
Employ: Unemployed	7% (21)	3% (9)	9% (28)	6% (19)	9% (27)	5% (16)	60% (180)	301
Employ: Other	6% (8)	1% (1)	12% (17)	12% (16)	8% (11)	6% (8)	56% (76)	137
Military HH: Yes	4% (11)	4% (10)	14% (39)	6% (17)	9% (25)	3% (10)	60% (171)	283
Military HH: No	6% (121)	5% (104)	13% (247)	7% (137)	9% (178)	4% (86)	55% (1055)	1927
RD/WT: Right Direction	8% (55)	8% (56)	16% (109)	6% (42)	7% (45)	4% (24)	51% (337)	666
RD/WT: Wrong Track	5% (77)	4% (58)	11% (178)	7% (112)	10% (158)	5% (72)	58% (889)	1544
Biden Job Approve	7% (66)	7% (65)	15% (142)	7% (65)	10% (93)	4% (38)	52% (501)	970
Biden Job Disapprove	5% (53)	4% (46)	12% (133)	7% (83)	9% (103)	5% (53)	59% (674)	1144

Continued on next page

Table MCFE41_8: *How often did you use the following services in the past month?*

Disney+

Demographic	Multiple times a day	Once daily	A few times per week	Once per week	A few times	Once	Never	Total N
Adults	6% (132)	5% (114)	13% (286)	7% (154)	9% (203)	4% (96)	55% (1226)	2210
Biden Job Strongly Approve	9% (37)	9% (39)	12% (53)	7% (32)	9% (38)	4% (15)	51% (219)	433
Biden Job Somewhat Approve	5% (29)	5% (25)	17% (89)	6% (33)	10% (56)	4% (23)	52% (282)	537
Biden Job Somewhat Disapprove	4% (13)	5% (16)	17% (58)	8% (27)	12% (41)	4% (15)	50% (169)	339
Biden Job Strongly Disapprove	5% (39)	4% (30)	9% (75)	7% (56)	8% (62)	5% (39)	63% (504)	805
Favorable of Biden	6% (56)	6% (61)	15% (145)	6% (56)	9% (91)	4% (40)	54% (520)	969
Unfavorable of Biden	6% (63)	4% (47)	12% (133)	8% (89)	9% (101)	4% (51)	57% (651)	1134
Very Favorable of Biden	8% (39)	8% (38)	13% (64)	6% (28)	8% (38)	4% (18)	53% (258)	482
Somewhat Favorable of Biden	4% (18)	5% (23)	17% (81)	6% (28)	11% (53)	5% (22)	54% (263)	487
Somewhat Unfavorable of Biden	7% (19)	5% (15)	15% (46)	11% (32)	10% (31)	4% (13)	48% (143)	299
Very Unfavorable of Biden	5% (43)	4% (32)	10% (87)	7% (58)	8% (70)	5% (38)	61% (507)	835
#1 Issue: Economy	6% (52)	6% (56)	12% (114)	8% (72)	9% (86)	4% (36)	54% (497)	913
#1 Issue: Security	3% (7)	2% (5)	11% (27)	6% (16)	8% (19)	6% (14)	64% (155)	243
#1 Issue: Health Care	7% (13)	7% (12)	14% (25)	10% (16)	6% (11)	4% (7)	51% (86)	170
#1 Issue: Medicare / Social Security	2% (5)	1% (2)	8% (21)	3% (8)	8% (23)	3% (7)	75% (200)	266
#1 Issue: Women's Issues	11% (34)	7% (22)	17% (52)	8% (25)	11% (34)	5% (17)	41% (127)	311
#1 Issue: Education	10% (6)	13% (8)	17% (10)	11% (7)	6% (4)	7% (4)	36% (21)	59
#1 Issue: Energy	10% (13)	6% (8)	19% (25)	4% (6)	9% (13)	5% (7)	47% (63)	134
#1 Issue: Other	2% (3)	1% (1)	11% (13)	3% (3)	12% (14)	4% (4)	67% (77)	115
2020 Vote: Joe Biden	6% (60)	7% (64)	14% (129)	7% (64)	9% (89)	4% (40)	53% (499)	945
2020 Vote: Donald Trump	5% (39)	4% (33)	11% (84)	7% (55)	8% (58)	5% (35)	59% (435)	740
2020 Vote: Other	1% (1)	1% (1)	18% (12)	6% (4)	5% (3)	3% (2)	66% (45)	67
2020 Vote: Didn't Vote	7% (32)	3% (16)	13% (61)	7% (31)	11% (53)	4% (19)	54% (247)	459
2018 House Vote: Democrat	6% (48)	6% (48)	15% (115)	6% (46)	9% (65)	4% (29)	53% (403)	755
2018 House Vote: Republican	4% (21)	5% (28)	12% (70)	7% (38)	8% (45)	4% (23)	62% (364)	589
2018 House Vote: Someone else	10% (5)	2% (1)	18% (9)	2% (1)	7% (3)	5% (2)	56% (28)	50
2016 Vote: Hillary Clinton	6% (39)	6% (42)	15% (104)	6% (45)	9% (61)	4% (30)	54% (373)	695
2016 Vote: Donald Trump	5% (31)	4% (26)	11% (70)	7% (45)	8% (52)	4% (26)	62% (407)	656
2016 Vote: Other	4% (3)	1% (1)	10% (9)	6% (5)	11% (9)	2% (2)	65% (56)	86
2016 Vote: Didn't Vote	8% (58)	6% (44)	13% (100)	8% (59)	10% (79)	5% (36)	51% (389)	765

Continued on next page

Table MCFE41_8: *How often did you use the following services in the past month?*

Disney+

Demographic	Multiple times a day	Once daily	A few times per week	Once per week	A few times	Once	Never	Total N
Adults	6% (132)	5% (114)	13% (286)	7% (154)	9% (203)	4% (96)	55% (1226)	2210
Voted in 2014: Yes	5% (62)	5% (58)	13% (155)	6% (69)	9% (106)	4% (44)	60% (732)	1227
Voted in 2014: No	7% (70)	6% (55)	13% (131)	9% (85)	10% (97)	5% (52)	50% (494)	983
4-Region: Northeast	6% (22)	7% (25)	8% (32)	8% (30)	10% (39)	5% (21)	56% (213)	383
4-Region: Midwest	5% (25)	4% (18)	13% (61)	5% (23)	9% (42)	5% (22)	58% (266)	456
4-Region: South	6% (48)	4% (37)	14% (118)	7% (62)	10% (81)	4% (38)	54% (460)	844
4-Region: West	7% (37)	6% (33)	14% (75)	7% (38)	8% (41)	3% (15)	55% (287)	527
TikTok Users	11% (89)	7% (53)	19% (152)	10% (80)	11% (88)	5% (39)	37% (292)	793
Twitch Users	9% (20)	10% (22)	23% (49)	13% (27)	7% (16)	6% (13)	32% (70)	216
2022 Sports Viewers/Attendees	5% (75)	6% (91)	15% (222)	8% (122)	9% (138)	5% (67)	52% (761)	1475
Monthly Moviegoers	10% (32)	14% (45)	21% (68)	7% (24)	8% (25)	4% (12)	36% (115)	320
Few Times per Year + Moviegoers	7% (65)	8% (77)	20% (186)	9% (81)	10% (92)	4% (36)	42% (384)	920
Heard Smile Campaign	11% (61)	10% (55)	19% (105)	13% (70)	10% (58)	5% (30)	31% (172)	551
Heard Minion Campaign	12% (67)	12% (65)	20% (107)	12% (67)	10% (54)	4% (23)	29% (158)	540
Listens to Podcasts	8% (88)	8% (87)	17% (187)	9% (98)	10% (116)	5% (53)	44% (502)	1132
Streaming Services User	7% (128)	6% (113)	16% (281)	8% (150)	11% (190)	5% (91)	46% (819)	1773
Netflix User	8% (124)	7% (107)	17% (257)	9% (140)	12% (174)	5% (80)	40% (592)	1474
Disney+ User	13% (132)	12% (114)	29% (286)	16% (154)	21% (203)	10% (96)	— (0)	984
Heterosexual or straight	5% (104)	5% (98)	12% (242)	7% (136)	9% (177)	4% (81)	57% (1132)	1971
Gay	14% (9)	6% (4)	18% (12)	5% (3)	6% (4)	10% (7)	41% (28)	68
Bisexual	11% (10)	8% (7)	16% (14)	7% (7)	13% (12)	3% (3)	42% (37)	88
Yes	10% (7)	6% (4)	15% (11)	13% (9)	17% (12)	4% (3)	34% (24)	70
No	6% (125)	5% (109)	13% (275)	7% (144)	9% (191)	4% (93)	56% (1202)	2140

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

Table MCFE41_9: *How often did you use the following services in the past month?*

Peacock (free tier with ads)

Demographic	Multiple times a day		Once daily		A few times per week		Once per week		A few times		Once		Never		Total N
Adults	5%	(105)	4%	(82)	9%	(206)	5%	(108)	9%	(210)	4%	(90)	64%	(1411)	2210
Gender: Male	4%	(40)	4%	(38)	10%	(110)	5%	(57)	9%	(93)	4%	(39)	65%	(690)	1068
Gender: Female	6%	(64)	4%	(44)	8%	(95)	4%	(51)	10%	(117)	4%	(51)	63%	(721)	1142
Age: 18-34	5%	(35)	6%	(41)	10%	(66)	8%	(54)	8%	(53)	4%	(27)	57%	(365)	642
Age: 35-44	5%	(20)	4%	(14)	10%	(35)	7%	(26)	11%	(39)	6%	(20)	58%	(211)	365
Age: 45-64	6%	(41)	3%	(21)	10%	(71)	3%	(21)	11%	(76)	3%	(21)	65%	(463)	714
Age: 65+	2%	(9)	1%	(6)	7%	(33)	1%	(7)	8%	(41)	4%	(21)	76%	(372)	489
GenZers: 1997-2012	5%	(14)	6%	(15)	11%	(28)	11%	(29)	4%	(11)	5%	(12)	57%	(147)	256
Millennials: 1981-1996	5%	(34)	5%	(36)	9%	(61)	7%	(48)	11%	(73)	6%	(36)	56%	(364)	653
GenXers: 1965-1980	7%	(41)	4%	(23)	11%	(60)	3%	(17)	9%	(48)	2%	(12)	64%	(355)	555
Baby Boomers: 1946-1964	2%	(16)	1%	(6)	8%	(52)	2%	(13)	11%	(73)	5%	(30)	72%	(483)	673
PID: Dem (no lean)	7%	(63)	5%	(39)	9%	(78)	6%	(50)	10%	(84)	4%	(31)	60%	(515)	860
PID: Ind (no lean)	3%	(20)	3%	(21)	9%	(62)	4%	(25)	10%	(71)	4%	(27)	67%	(449)	674
PID: Rep (no lean)	3%	(21)	3%	(22)	10%	(66)	5%	(33)	8%	(55)	5%	(31)	66%	(448)	676
PID/Gender: Dem Men	7%	(27)	6%	(22)	12%	(46)	6%	(25)	9%	(36)	4%	(14)	57%	(224)	394
PID/Gender: Dem Women	8%	(36)	4%	(17)	7%	(32)	5%	(24)	10%	(48)	4%	(17)	63%	(291)	465
PID/Gender: Ind Men	2%	(7)	3%	(10)	9%	(31)	5%	(16)	9%	(32)	3%	(11)	69%	(239)	345
PID/Gender: Ind Women	4%	(13)	4%	(12)	9%	(30)	3%	(9)	12%	(39)	5%	(17)	64%	(210)	329
PID/Gender: Rep Men	2%	(6)	2%	(6)	10%	(33)	5%	(16)	8%	(26)	4%	(14)	69%	(228)	328
PID/Gender: Rep Women	4%	(15)	5%	(16)	9%	(33)	5%	(17)	8%	(29)	5%	(17)	63%	(220)	348
Ideo: Liberal (1-3)	5%	(33)	4%	(29)	10%	(66)	6%	(36)	11%	(73)	3%	(19)	61%	(400)	656
Ideo: Moderate (4)	5%	(41)	4%	(33)	10%	(74)	5%	(39)	9%	(65)	4%	(31)	62%	(469)	751
Ideo: Conservative (5-7)	4%	(24)	2%	(14)	9%	(57)	4%	(24)	9%	(58)	4%	(27)	69%	(462)	666
Educ: < College	6%	(81)	4%	(63)	10%	(140)	6%	(79)	10%	(140)	5%	(65)	60%	(869)	1437
Educ: Bachelors degree	3%	(16)	3%	(14)	6%	(32)	4%	(19)	9%	(42)	3%	(15)	72%	(352)	491
Educ: Post-grad	3%	(8)	1%	(4)	12%	(34)	3%	(9)	10%	(28)	3%	(10)	67%	(190)	282
Income: Under 50k	5%	(68)	4%	(49)	10%	(123)	5%	(62)	8%	(103)	4%	(57)	64%	(810)	1271
Income: 50k-100k	4%	(27)	4%	(26)	9%	(58)	6%	(37)	12%	(77)	4%	(25)	62%	(406)	656
Income: 100k+	4%	(10)	2%	(7)	9%	(25)	3%	(9)	10%	(29)	3%	(7)	69%	(195)	283
Ethnicity: White	4%	(62)	3%	(50)	9%	(150)	5%	(88)	9%	(162)	4%	(63)	66%	(1136)	1711
Ethnicity: Hispanic	5%	(18)	6%	(23)	9%	(35)	6%	(24)	9%	(33)	4%	(16)	60%	(225)	374

Continued on next page

Table MCFE41_9: *How often did you use the following services in the past month?*

Peacock (free tier with ads)

Demographic	Multiple times a day	Once daily	A few times per week	Once per week	A few times	Once	Never	Total N
Adults	5% (105)	4% (82)	9% (206)	5% (108)	9% (210)	4% (90)	64% (1411)	2210
Ethnicity: Black	12% (34)	7% (21)	11% (30)	5% (14)	10% (28)	6% (17)	49% (139)	282
Ethnicity: Other	4% (9)	5% (11)	12% (26)	3% (6)	9% (20)	4% (10)	63% (136)	217
All Christian	4% (40)	3% (34)	9% (89)	5% (54)	11% (110)	4% (36)	65% (666)	1029
All Non-Christian	4% (5)	3% (3)	16% (21)	3% (4)	8% (10)	6% (8)	61% (78)	129
Atheist	2% (2)	3% (3)	9% (9)	2% (2)	9% (9)	4% (4)	71% (71)	99
Agnostic/Nothing in particular	4% (24)	4% (26)	8% (49)	7% (40)	7% (44)	3% (16)	66% (389)	587
Something Else	9% (34)	4% (15)	11% (38)	2% (7)	10% (37)	7% (26)	57% (208)	365
Religious Non-Protestant/Catholic	4% (6)	2% (3)	13% (21)	4% (7)	11% (17)	8% (13)	57% (87)	154
Evangelical	8% (43)	4% (21)	11% (61)	5% (29)	10% (55)	4% (20)	59% (329)	558
Non-Evangelical	4% (28)	3% (27)	8% (64)	4% (29)	11% (84)	5% (37)	66% (522)	792
Community: Urban	6% (36)	5% (32)	11% (69)	6% (38)	9% (59)	4% (24)	60% (380)	638
Community: Suburban	4% (39)	3% (31)	9% (88)	5% (49)	10% (101)	4% (41)	66% (666)	1014
Community: Rural	5% (30)	3% (19)	9% (49)	4% (20)	9% (50)	4% (25)	65% (365)	558
Employ: Private Sector	5% (35)	4% (27)	11% (70)	7% (44)	11% (69)	4% (29)	58% (381)	654
Employ: Government	8% (10)	6% (9)	9% (12)	9% (13)	12% (16)	2% (3)	54% (73)	136
Employ: Self-Employed	5% (9)	5% (8)	10% (17)	3% (6)	8% (14)	6% (11)	61% (102)	166
Employ: Homemaker	6% (12)	3% (5)	8% (14)	4% (8)	12% (23)	3% (6)	64% (121)	190
Employ: Student	2% (1)	13% (8)	8% (5)	7% (4)	2% (1)	3% (2)	65% (40)	62
Employ: Retired	2% (12)	2% (8)	8% (46)	2% (13)	9% (51)	3% (17)	74% (416)	563
Employ: Unemployed	5% (14)	3% (10)	8% (25)	4% (12)	9% (26)	4% (13)	66% (199)	301
Employ: Other	7% (10)	5% (6)	11% (15)	6% (8)	7% (10)	6% (8)	58% (79)	137
Military HH: Yes	5% (15)	3% (7)	10% (28)	5% (14)	10% (27)	4% (11)	64% (182)	283
Military HH: No	5% (90)	4% (74)	9% (178)	5% (94)	9% (182)	4% (79)	64% (1229)	1927
RD/WT: Right Direction	7% (48)	5% (35)	10% (68)	8% (52)	10% (66)	3% (22)	56% (376)	666
RD/WT: Wrong Track	4% (56)	3% (47)	9% (138)	4% (56)	9% (144)	4% (68)	67% (1035)	1544
Biden Job Approve	6% (59)	4% (41)	11% (102)	6% (61)	10% (97)	4% (35)	59% (575)	970
Biden Job Disapprove	4% (40)	3% (36)	8% (92)	4% (43)	9% (101)	4% (48)	68% (783)	1144

Continued on next page

Table MCFE41_9: *How often did you use the following services in the past month?*

Peacock (free tier with ads)

Demographic	Multiple times a day		Once daily		A few times per week		Once per week		A few times		Once		Never		Total N
Adults	5%	(105)	4%	(82)	9%	(206)	5%	(108)	9%	(210)	4%	(90)	64%	(1411)	2210
Biden Job Strongly Approve	7%	(30)	5%	(21)	11%	(47)	7%	(29)	10%	(42)	4%	(16)	57%	(247)	433
Biden Job Somewhat Approve	5%	(28)	4%	(20)	10%	(55)	6%	(31)	10%	(55)	4%	(19)	61%	(328)	537
Biden Job Somewhat Disapprove	3%	(10)	5%	(16)	8%	(29)	3%	(9)	7%	(22)	7%	(22)	68%	(230)	339
Biden Job Strongly Disapprove	4%	(30)	2%	(20)	8%	(63)	4%	(34)	10%	(79)	3%	(26)	69%	(552)	805
Favorable of Biden	6%	(57)	4%	(37)	10%	(98)	6%	(55)	10%	(98)	3%	(33)	61%	(590)	969
Unfavorable of Biden	4%	(44)	3%	(37)	8%	(96)	4%	(46)	9%	(104)	4%	(46)	67%	(761)	1134
Very Favorable of Biden	7%	(32)	4%	(22)	11%	(52)	7%	(32)	8%	(38)	4%	(22)	59%	(285)	482
Somewhat Favorable of Biden	5%	(26)	3%	(16)	10%	(46)	5%	(23)	12%	(60)	2%	(12)	63%	(305)	487
Somewhat Unfavorable of Biden	3%	(10)	5%	(14)	10%	(28)	4%	(11)	8%	(23)	6%	(17)	65%	(195)	299
Very Unfavorable of Biden	4%	(35)	3%	(22)	8%	(68)	4%	(35)	10%	(80)	3%	(29)	68%	(566)	835
#1 Issue: Economy	4%	(37)	3%	(29)	9%	(82)	4%	(38)	11%	(104)	4%	(39)	64%	(583)	913
#1 Issue: Security	3%	(7)	3%	(6)	9%	(21)	4%	(9)	7%	(17)	7%	(16)	68%	(166)	243
#1 Issue: Health Care	7%	(13)	3%	(4)	15%	(25)	6%	(10)	7%	(11)	3%	(6)	60%	(101)	170
#1 Issue: Medicare / Social Security	5%	(13)	1%	(4)	10%	(27)	3%	(9)	7%	(19)	4%	(11)	69%	(183)	266
#1 Issue: Women's Issues	5%	(17)	7%	(20)	8%	(23)	7%	(23)	10%	(33)	3%	(9)	60%	(186)	311
#1 Issue: Education	11%	(6)	11%	(7)	6%	(4)	12%	(7)	15%	(9)	1%	(1)	44%	(26)	59
#1 Issue: Energy	5%	(7)	8%	(10)	10%	(13)	8%	(11)	6%	(7)	3%	(4)	61%	(82)	134
#1 Issue: Other	4%	(4)	1%	(1)	9%	(10)	1%	(1)	8%	(9)	5%	(6)	73%	(83)	115
2020 Vote: Joe Biden	6%	(57)	4%	(41)	9%	(87)	5%	(52)	10%	(92)	4%	(34)	62%	(582)	945
2020 Vote: Donald Trump	3%	(25)	3%	(22)	9%	(65)	4%	(31)	10%	(71)	3%	(25)	68%	(502)	740
2020 Vote: Other	2%	(1)	1%	(1)	8%	(5)	5%	(3)	12%	(8)	3%	(2)	69%	(46)	67
2020 Vote: Didn't Vote	5%	(21)	4%	(18)	11%	(48)	5%	(22)	8%	(39)	6%	(29)	61%	(281)	459
2018 House Vote: Democrat	7%	(53)	5%	(35)	10%	(76)	5%	(37)	9%	(71)	3%	(24)	61%	(459)	755
2018 House Vote: Republican	3%	(18)	2%	(13)	9%	(52)	3%	(18)	9%	(51)	4%	(23)	70%	(414)	589
2018 House Vote: Someone else	—	(0)	6%	(3)	12%	(6)	2%	(1)	16%	(8)	4%	(2)	61%	(30)	50
2016 Vote: Hillary Clinton	6%	(43)	4%	(27)	10%	(66)	5%	(34)	10%	(72)	3%	(22)	62%	(431)	695
2016 Vote: Donald Trump	4%	(24)	3%	(18)	9%	(60)	3%	(22)	10%	(63)	4%	(24)	68%	(444)	656
2016 Vote: Other	5%	(4)	2%	(2)	10%	(8)	2%	(2)	7%	(6)	6%	(5)	69%	(59)	86
2016 Vote: Didn't Vote	4%	(33)	4%	(34)	9%	(69)	6%	(48)	8%	(65)	5%	(39)	62%	(476)	765

Continued on next page

Table MCFE41_9: *How often did you use the following services in the past month?*
Peacock (free tier with ads)

Demographic	Multiple times a day	Once daily	A few times per week	Once per week	A few times	Once	Never	Total N
Adults	5% (105)	4% (82)	9% (206)	5% (108)	9% (210)	4% (90)	64% (1411)	2210
Voted in 2014: Yes	6% (69)	4% (45)	9% (111)	4% (44)	10% (118)	4% (45)	65% (794)	1227
Voted in 2014: No	4% (36)	4% (37)	10% (95)	6% (63)	9% (91)	5% (44)	63% (617)	983
4-Region: Northeast	5% (17)	3% (11)	10% (40)	5% (20)	10% (36)	3% (13)	64% (246)	383
4-Region: Midwest	5% (21)	4% (18)	6% (26)	6% (26)	10% (45)	6% (27)	64% (293)	456
4-Region: South	6% (47)	4% (32)	11% (96)	5% (40)	9% (78)	4% (31)	62% (520)	844
4-Region: West	4% (19)	4% (20)	8% (44)	4% (22)	10% (51)	4% (19)	67% (352)	527
TikTok Users	7% (58)	6% (47)	12% (92)	7% (57)	12% (97)	3% (27)	52% (416)	793
Twitch Users	5% (12)	7% (14)	15% (32)	6% (13)	9% (20)	5% (10)	53% (115)	216
2022 Sports Viewers/Attendees	5% (75)	3% (52)	11% (156)	6% (84)	10% (146)	4% (60)	61% (903)	1475
Monthly Moviegoers	8% (25)	8% (27)	15% (49)	8% (27)	9% (27)	2% (7)	50% (159)	320
Few Times per Year + Moviegoers	6% (54)	5% (49)	12% (108)	8% (71)	10% (88)	3% (31)	56% (520)	920
Heard Smile Campaign	9% (51)	9% (48)	14% (76)	10% (56)	12% (65)	4% (21)	43% (234)	551
Heard Minion Campaign	9% (47)	9% (50)	13% (69)	10% (53)	11% (59)	3% (19)	45% (244)	540
Listens to Podcasts	6% (68)	5% (58)	12% (133)	7% (84)	11% (125)	5% (61)	53% (604)	1132
Streaming Services User	6% (98)	4% (80)	11% (195)	6% (106)	11% (193)	4% (76)	58% (1024)	1773
Netflix User	6% (86)	5% (74)	11% (166)	7% (102)	11% (159)	4% (64)	56% (823)	1474
Disney+ User	7% (70)	6% (57)	13% (129)	8% (79)	13% (131)	5% (45)	48% (473)	984
Heterosexual or straight	5% (89)	4% (74)	9% (187)	5% (93)	9% (181)	4% (84)	64% (1263)	1971
Gay	3% (2)	1% (1)	9% (6)	5% (4)	16% (11)	— (0)	66% (45)	68
Bisexual	11% (9)	8% (7)	6% (6)	3% (3)	10% (9)	1% (1)	61% (54)	88
Yes	9% (6)	11% (7)	8% (6)	3% (2)	11% (8)	6% (4)	52% (37)	70
No	5% (98)	3% (74)	9% (200)	5% (105)	9% (202)	4% (86)	64% (1375)	2140

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

Table MCFE41_10: *How often did you use the following services in the past month?*

Peacock Premium or Peacock Premium Plus

Demographic	Multiple times a day		Once daily		A few times per week		Once per week		A few times		Once		Never		Total N
Adults	5%	(102)	4%	(84)	9%	(194)	4%	(78)	7%	(148)	3%	(72)	69%	(1533)	2210
Gender: Male	4%	(48)	4%	(43)	8%	(90)	4%	(48)	5%	(59)	5%	(50)	69%	(731)	1068
Gender: Female	5%	(54)	4%	(42)	9%	(104)	3%	(30)	8%	(89)	2%	(23)	70%	(801)	1142
Age: 18-34	8%	(50)	4%	(27)	11%	(70)	5%	(31)	9%	(57)	4%	(26)	59%	(381)	642
Age: 35-44	4%	(13)	6%	(23)	11%	(40)	6%	(22)	6%	(22)	5%	(19)	62%	(226)	365
Age: 45-64	5%	(33)	4%	(27)	8%	(60)	3%	(19)	7%	(48)	2%	(15)	72%	(511)	714
Age: 65+	1%	(6)	1%	(6)	5%	(23)	1%	(7)	4%	(21)	2%	(11)	85%	(415)	489
GenZers: 1997-2012	7%	(17)	4%	(10)	8%	(20)	6%	(16)	9%	(23)	7%	(19)	59%	(151)	256
Millennials: 1981-1996	7%	(43)	6%	(37)	12%	(77)	5%	(34)	8%	(51)	4%	(25)	59%	(387)	653
GenXers: 1965-1980	5%	(27)	5%	(30)	11%	(59)	2%	(13)	6%	(32)	2%	(12)	69%	(382)	555
Baby Boomers: 1946-1964	2%	(15)	1%	(6)	5%	(32)	2%	(14)	6%	(42)	2%	(14)	82%	(551)	673
PID: Dem (no lean)	6%	(51)	6%	(49)	10%	(89)	4%	(32)	7%	(59)	4%	(34)	63%	(546)	860
PID: Ind (no lean)	4%	(24)	3%	(17)	8%	(53)	3%	(22)	6%	(40)	3%	(17)	74%	(501)	674
PID: Rep (no lean)	4%	(26)	3%	(18)	8%	(52)	4%	(24)	7%	(49)	3%	(20)	72%	(486)	676
PID/Gender: Dem Men	6%	(22)	6%	(23)	13%	(50)	5%	(22)	6%	(23)	6%	(25)	58%	(230)	394
PID/Gender: Dem Women	6%	(29)	6%	(26)	8%	(39)	2%	(10)	8%	(36)	2%	(9)	68%	(316)	465
PID/Gender: Ind Men	4%	(14)	4%	(14)	5%	(16)	4%	(12)	5%	(17)	3%	(10)	76%	(262)	345
PID/Gender: Ind Women	3%	(11)	1%	(3)	11%	(37)	3%	(10)	7%	(23)	2%	(7)	73%	(239)	329
PID/Gender: Rep Men	4%	(12)	2%	(5)	7%	(24)	4%	(14)	6%	(19)	4%	(14)	73%	(240)	328
PID/Gender: Rep Women	4%	(15)	4%	(13)	8%	(28)	3%	(10)	9%	(30)	2%	(6)	71%	(246)	348
Ideo: Liberal (1-3)	5%	(32)	5%	(31)	10%	(65)	3%	(23)	7%	(43)	3%	(23)	67%	(440)	656
Ideo: Moderate (4)	5%	(38)	5%	(34)	10%	(74)	4%	(34)	7%	(51)	4%	(27)	66%	(493)	751
Ideo: Conservative (5-7)	4%	(27)	2%	(16)	7%	(47)	2%	(16)	6%	(42)	3%	(18)	75%	(499)	666
Educ: < College	5%	(78)	4%	(57)	9%	(134)	4%	(53)	8%	(110)	3%	(42)	67%	(963)	1437
Educ: Bachelors degree	3%	(17)	4%	(20)	7%	(35)	3%	(15)	4%	(22)	3%	(16)	74%	(365)	491
Educ: Post-grad	2%	(6)	3%	(7)	9%	(24)	3%	(9)	6%	(16)	5%	(15)	73%	(205)	282
Income: Under 50k	5%	(69)	4%	(50)	8%	(108)	3%	(43)	5%	(69)	3%	(44)	70%	(888)	1271
Income: 50k-100k	3%	(22)	4%	(25)	10%	(65)	3%	(22)	10%	(65)	3%	(18)	67%	(440)	656
Income: 100k+	4%	(10)	3%	(10)	8%	(21)	5%	(13)	5%	(14)	3%	(9)	73%	(205)	283
Ethnicity: White	4%	(61)	3%	(56)	9%	(147)	3%	(54)	7%	(115)	3%	(51)	72%	(1227)	1711
Ethnicity: Hispanic	6%	(24)	3%	(12)	7%	(27)	4%	(15)	7%	(27)	7%	(28)	64%	(241)	374

Table MCFE41_10: *How often did you use the following services in the past month?*

Peacock Premium or Peacock Premium Plus

Demographic	Multiple times a day		Once daily		A few times per week		Once per week		A few times		Once		Never		Total N
Adults	5%	(102)	4%	(84)	9%	(194)	4%	(78)	7%	(148)	3%	(72)	69%	(1533)	2210
Ethnicity: Black	12%	(35)	6%	(18)	12%	(35)	5%	(13)	6%	(18)	4%	(11)	54%	(152)	282
Ethnicity: Other	3%	(6)	5%	(10)	6%	(12)	4%	(10)	7%	(15)	5%	(10)	71%	(154)	217
All Christian	5%	(51)	3%	(34)	8%	(82)	3%	(26)	7%	(71)	3%	(33)	71%	(732)	1029
All Non-Christian	2%	(3)	5%	(7)	13%	(17)	4%	(6)	4%	(6)	5%	(7)	66%	(85)	129
Atheist	2%	(2)	4%	(4)	9%	(9)	1%	(1)	6%	(5)	4%	(4)	74%	(74)	99
Agnostic/Nothing in particular	3%	(20)	4%	(23)	9%	(50)	4%	(22)	7%	(38)	3%	(20)	70%	(414)	587
Something Else	7%	(26)	4%	(16)	10%	(36)	6%	(22)	7%	(27)	2%	(9)	63%	(229)	365
Religious Non-Protestant/Catholic	4%	(6)	4%	(7)	14%	(22)	5%	(8)	5%	(7)	4%	(7)	64%	(98)	154
Evangelical	7%	(40)	4%	(21)	10%	(55)	4%	(23)	7%	(40)	4%	(21)	64%	(360)	558
Non-Evangelical	4%	(33)	4%	(28)	7%	(57)	3%	(23)	7%	(56)	2%	(19)	73%	(576)	792
Community: Urban	4%	(25)	5%	(31)	10%	(66)	4%	(28)	7%	(47)	4%	(24)	65%	(416)	638
Community: Suburban	4%	(44)	4%	(37)	8%	(78)	3%	(33)	7%	(68)	3%	(35)	71%	(719)	1014
Community: Rural	6%	(33)	3%	(16)	9%	(50)	3%	(16)	6%	(33)	2%	(13)	71%	(397)	558
Employ: Private Sector	4%	(27)	5%	(36)	11%	(69)	6%	(37)	7%	(47)	3%	(19)	64%	(419)	654
Employ: Government	7%	(10)	4%	(5)	12%	(16)	8%	(11)	9%	(12)	3%	(4)	58%	(79)	136
Employ: Self-Employed	9%	(15)	5%	(8)	12%	(20)	2%	(4)	8%	(14)	3%	(5)	60%	(99)	166
Employ: Homemaker	5%	(10)	5%	(9)	12%	(22)	1%	(2)	11%	(21)	1%	(1)	66%	(125)	190
Employ: Student	4%	(3)	8%	(5)	8%	(5)	7%	(4)	4%	(2)	4%	(2)	65%	(40)	62
Employ: Retired	3%	(16)	2%	(10)	4%	(24)	2%	(9)	5%	(30)	3%	(15)	82%	(460)	563
Employ: Unemployed	4%	(11)	3%	(8)	6%	(19)	2%	(6)	5%	(15)	6%	(17)	75%	(225)	301
Employ: Other	7%	(10)	3%	(3)	13%	(17)	4%	(6)	5%	(7)	7%	(10)	62%	(84)	137
Military HH: Yes	6%	(16)	4%	(10)	7%	(20)	2%	(6)	7%	(20)	6%	(18)	68%	(193)	283
Military HH: No	4%	(85)	4%	(74)	9%	(173)	4%	(72)	7%	(128)	3%	(55)	70%	(1340)	1927
RD/WT: Right Direction	6%	(43)	6%	(39)	11%	(74)	5%	(33)	7%	(48)	5%	(31)	60%	(399)	666
RD/WT: Wrong Track	4%	(59)	3%	(45)	8%	(120)	3%	(45)	6%	(100)	3%	(41)	73%	(1134)	1544
Biden Job Approve	5%	(52)	5%	(48)	11%	(103)	4%	(39)	6%	(61)	4%	(43)	64%	(624)	970
Biden Job Disapprove	4%	(43)	3%	(33)	7%	(81)	3%	(36)	7%	(78)	2%	(28)	74%	(845)	1144

Table MCFE41_10: *How often did you use the following services in the past month?*

Peacock Premium or Peacock Premium Plus

Demographic	Multiple times a day		Once daily		A few times per week		Once per week		A few times		Once		Never		Total N
Adults	5%	(102)	4%	(84)	9%	(194)	4%	(78)	7%	(148)	3%	(72)	69%	(1533)	2210
Biden Job Strongly Approve	5%	(24)	6%	(27)	10%	(44)	6%	(26)	6%	(26)	5%	(21)	61%	(264)	433
Biden Job Somewhat Approve	5%	(28)	4%	(21)	11%	(59)	2%	(13)	6%	(35)	4%	(22)	67%	(360)	537
Biden Job Somewhat Disapprove	4%	(13)	4%	(13)	7%	(25)	4%	(13)	7%	(24)	2%	(8)	72%	(244)	339
Biden Job Strongly Disapprove	4%	(30)	3%	(20)	7%	(56)	3%	(23)	7%	(54)	2%	(20)	75%	(601)	805
Favorable of Biden	5%	(51)	5%	(48)	10%	(97)	4%	(34)	6%	(61)	4%	(39)	66%	(638)	969
Unfavorable of Biden	4%	(44)	3%	(29)	8%	(91)	3%	(39)	7%	(78)	3%	(29)	73%	(825)	1134
Very Favorable of Biden	6%	(29)	5%	(24)	10%	(50)	3%	(17)	6%	(30)	5%	(23)	64%	(308)	482
Somewhat Favorable of Biden	5%	(22)	5%	(24)	10%	(47)	4%	(18)	6%	(31)	3%	(15)	68%	(330)	487
Somewhat Unfavorable of Biden	4%	(11)	3%	(9)	11%	(33)	3%	(10)	6%	(17)	2%	(5)	71%	(213)	299
Very Unfavorable of Biden	4%	(33)	2%	(20)	7%	(58)	3%	(29)	7%	(61)	3%	(23)	73%	(611)	835
#1 Issue: Economy	4%	(38)	4%	(33)	9%	(79)	4%	(39)	7%	(61)	4%	(36)	68%	(625)	913
#1 Issue: Security	3%	(8)	3%	(8)	9%	(21)	2%	(6)	6%	(15)	3%	(6)	74%	(179)	243
#1 Issue: Health Care	7%	(11)	4%	(6)	11%	(19)	3%	(5)	8%	(14)	2%	(3)	66%	(112)	170
#1 Issue: Medicare / Social Security	3%	(8)	1%	(2)	8%	(21)	2%	(5)	5%	(14)	2%	(4)	79%	(210)	266
#1 Issue: Women's Issues	6%	(20)	5%	(16)	10%	(30)	4%	(11)	7%	(22)	4%	(13)	64%	(199)	311
#1 Issue: Education	6%	(4)	9%	(5)	12%	(7)	8%	(5)	8%	(5)	4%	(3)	52%	(31)	59
#1 Issue: Energy	6%	(8)	7%	(9)	9%	(12)	4%	(5)	7%	(9)	3%	(5)	64%	(86)	134
#1 Issue: Other	3%	(4)	4%	(5)	5%	(5)	1%	(2)	6%	(7)	1%	(1)	79%	(91)	115
2020 Vote: Joe Biden	5%	(48)	5%	(47)	10%	(93)	3%	(31)	6%	(57)	4%	(38)	67%	(632)	945
2020 Vote: Donald Trump	4%	(29)	3%	(24)	7%	(54)	4%	(27)	7%	(54)	2%	(18)	72%	(534)	740
2020 Vote: Other	1%	(1)	3%	(2)	15%	(10)	2%	(2)	5%	(3)	2%	(1)	72%	(48)	67
2020 Vote: Didn't Vote	5%	(24)	2%	(11)	8%	(37)	4%	(18)	7%	(34)	3%	(15)	69%	(319)	459
2018 House Vote: Democrat	5%	(38)	6%	(42)	11%	(85)	3%	(25)	6%	(44)	4%	(30)	65%	(491)	755
2018 House Vote: Republican	3%	(20)	3%	(17)	6%	(38)	3%	(15)	7%	(39)	2%	(14)	76%	(447)	589
2018 House Vote: Someone else	3%	(2)	—	(0)	19%	(9)	—	(0)	8%	(4)	2%	(1)	69%	(34)	50
2016 Vote: Hillary Clinton	5%	(32)	6%	(41)	10%	(72)	4%	(26)	6%	(41)	4%	(30)	65%	(453)	695
2016 Vote: Donald Trump	4%	(26)	3%	(20)	7%	(44)	3%	(21)	6%	(42)	3%	(18)	74%	(484)	656
2016 Vote: Other	4%	(3)	1%	(1)	13%	(11)	2%	(2)	6%	(5)	5%	(4)	70%	(60)	86
2016 Vote: Didn't Vote	5%	(40)	3%	(21)	8%	(63)	4%	(28)	8%	(60)	3%	(20)	70%	(533)	765

Continued on next page

Table MCFE41_10: *How often did you use the following services in the past month?*
Peacock Premium or Peacock Premium Plus

Demographic	Multiple times a day	Once daily	A few times per week	Once per week	A few times	Once	Never	Total N
Adults	5% (102)	4% (84)	9% (194)	4% (78)	7% (148)	3% (72)	69% (1533)	2210
Voted in 2014: Yes	5% (55)	4% (55)	9% (115)	3% (35)	6% (75)	3% (38)	70% (853)	1227
Voted in 2014: No	5% (46)	3% (29)	8% (79)	4% (43)	7% (73)	3% (34)	69% (680)	983
4-Region: Northeast	5% (21)	2% (9)	7% (27)	5% (18)	7% (28)	3% (12)	70% (268)	383
4-Region: Midwest	5% (24)	4% (19)	7% (32)	2% (9)	6% (28)	4% (19)	71% (325)	456
4-Region: South	5% (40)	4% (36)	10% (84)	4% (31)	8% (63)	2% (20)	67% (570)	844
4-Region: West	3% (17)	4% (20)	10% (51)	4% (20)	5% (28)	4% (21)	70% (370)	527
TikTok Users	7% (56)	6% (49)	12% (91)	5% (41)	8% (65)	3% (23)	59% (468)	793
Twitch Users	4% (8)	10% (22)	13% (27)	6% (14)	6% (14)	6% (12)	55% (118)	216
2022 Sports Viewers/Attendees	5% (71)	4% (60)	10% (148)	4% (63)	7% (103)	3% (48)	66% (981)	1475
Monthly Moviegoers	7% (23)	9% (29)	15% (49)	5% (15)	11% (34)	3% (10)	50% (161)	320
Few Times per Year + Moviegoers	5% (50)	6% (54)	12% (111)	6% (54)	9% (83)	3% (29)	59% (538)	920
Heard Smile Campaign	9% (50)	8% (41)	14% (76)	7% (40)	9% (52)	3% (16)	50% (274)	551
Heard Minion Campaign	9% (49)	8% (43)	13% (72)	6% (32)	9% (47)	4% (21)	51% (276)	540
Listens to Podcasts	6% (71)	6% (62)	12% (137)	5% (59)	8% (91)	4% (49)	58% (662)	1132
Streaming Services User	6% (99)	5% (83)	11% (190)	4% (74)	8% (135)	4% (66)	63% (1125)	1773
Netflix User	6% (87)	4% (64)	11% (169)	5% (67)	8% (122)	4% (59)	61% (905)	1474
Disney+ User	7% (71)	6% (59)	15% (143)	6% (61)	11% (106)	4% (43)	51% (501)	984
Heterosexual or straight	4% (88)	4% (74)	9% (178)	3% (61)	7% (134)	3% (63)	70% (1373)	1971
Gay	5% (3)	5% (3)	6% (4)	6% (4)	— (0)	10% (7)	67% (46)	68
Bisexual	10% (9)	5% (4)	6% (5)	5% (4)	10% (9)	— (0)	65% (57)	88
Yes	9% (7)	6% (4)	3% (2)	5% (3)	9% (6)	10% (7)	58% (41)	70
No	4% (95)	4% (80)	9% (192)	3% (74)	7% (141)	3% (65)	70% (1492)	2140

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

Table MCFE41_11: *How often did you use the following services in the past month?*

HBO Max with ads

Demographic	Multiple times a day		Once daily		A few times per week		Once per week		A few times		Once		Never		Total N
Adults	3%	(65)	3%	(65)	7%	(144)	4%	(83)	5%	(107)	3%	(70)	76%	(1675)	2210
Gender: Male	2%	(27)	4%	(47)	7%	(79)	4%	(47)	4%	(44)	3%	(29)	75%	(796)	1068
Gender: Female	3%	(39)	2%	(18)	6%	(65)	3%	(36)	6%	(64)	4%	(41)	77%	(879)	1142
Age: 18-34	6%	(37)	5%	(32)	11%	(71)	6%	(36)	6%	(41)	5%	(32)	61%	(392)	642
Age: 35-44	3%	(11)	5%	(20)	8%	(30)	7%	(26)	6%	(21)	4%	(15)	66%	(242)	365
Age: 45-64	2%	(14)	2%	(12)	5%	(34)	2%	(18)	4%	(32)	3%	(20)	82%	(584)	714
Age: 65+	1%	(3)	—	(1)	2%	(9)	1%	(3)	3%	(14)	1%	(3)	93%	(457)	489
GenZers: 1997-2012	6%	(16)	6%	(14)	10%	(24)	7%	(18)	8%	(20)	7%	(18)	57%	(145)	256
Millennials: 1981-1996	4%	(29)	5%	(35)	11%	(71)	5%	(36)	6%	(39)	4%	(27)	64%	(416)	653
GenXers: 1965-1980	3%	(15)	2%	(13)	6%	(32)	4%	(21)	5%	(27)	3%	(18)	77%	(429)	555
Baby Boomers: 1946-1964	1%	(6)	—	(3)	2%	(16)	1%	(7)	3%	(22)	1%	(6)	91%	(613)	673
PID: Dem (no lean)	4%	(36)	4%	(32)	9%	(78)	4%	(38)	6%	(54)	3%	(29)	69%	(594)	860
PID: Ind (no lean)	3%	(18)	3%	(18)	3%	(20)	4%	(24)	4%	(26)	3%	(19)	81%	(548)	674
PID: Rep (no lean)	2%	(11)	2%	(15)	7%	(46)	3%	(20)	4%	(28)	3%	(22)	79%	(533)	676
PID/Gender: Dem Men	4%	(15)	6%	(24)	13%	(50)	5%	(22)	5%	(21)	4%	(16)	63%	(247)	394
PID/Gender: Dem Women	5%	(21)	2%	(8)	6%	(28)	4%	(17)	7%	(32)	3%	(13)	74%	(346)	465
PID/Gender: Ind Men	2%	(7)	4%	(12)	2%	(8)	4%	(15)	4%	(15)	1%	(5)	82%	(284)	345
PID/Gender: Ind Women	3%	(11)	2%	(6)	4%	(13)	3%	(10)	3%	(11)	4%	(14)	80%	(264)	329
PID/Gender: Rep Men	1%	(5)	3%	(11)	7%	(22)	3%	(11)	2%	(8)	2%	(8)	81%	(265)	328
PID/Gender: Rep Women	2%	(7)	1%	(4)	7%	(25)	3%	(10)	6%	(20)	4%	(14)	77%	(268)	348
Ideo: Liberal (1-3)	4%	(26)	3%	(22)	8%	(54)	4%	(24)	5%	(31)	3%	(20)	73%	(479)	656
Ideo: Moderate (4)	3%	(23)	3%	(24)	7%	(49)	5%	(39)	7%	(49)	3%	(24)	72%	(542)	751
Ideo: Conservative (5-7)	2%	(11)	2%	(14)	6%	(38)	2%	(16)	3%	(23)	3%	(17)	82%	(547)	666
Educ: < College	4%	(54)	3%	(46)	6%	(87)	3%	(47)	5%	(67)	4%	(51)	75%	(1084)	1437
Educ: Bachelors degree	2%	(7)	3%	(15)	8%	(41)	5%	(24)	5%	(26)	2%	(10)	75%	(367)	491
Educ: Post-grad	1%	(4)	1%	(4)	6%	(16)	4%	(12)	5%	(14)	3%	(9)	79%	(223)	282
Income: Under 50k	3%	(33)	3%	(39)	6%	(70)	4%	(46)	4%	(54)	4%	(48)	77%	(980)	1271
Income: 50k-100k	3%	(20)	3%	(18)	7%	(49)	4%	(24)	6%	(38)	2%	(14)	75%	(492)	656
Income: 100k+	4%	(12)	3%	(8)	9%	(25)	4%	(12)	5%	(15)	3%	(8)	72%	(203)	283
Ethnicity: White	2%	(31)	2%	(38)	6%	(111)	3%	(55)	4%	(70)	2%	(38)	80%	(1368)	1711
Ethnicity: Hispanic	4%	(15)	5%	(19)	9%	(32)	8%	(30)	8%	(30)	5%	(20)	61%	(227)	374

Continued on next page

Table MCFE41_11: *How often did you use the following services in the past month?*

HBO Max with ads

Demographic	Multiple times a day		Once daily		A few times per week		Once per week		A few times		Once		Never		Total N
Adults	3%	(65)	3%	(65)	7%	(144)	4%	(83)	5%	(107)	3%	(70)	76%	(1675)	2210
Ethnicity: Black	10%	(28)	6%	(16)	8%	(23)	5%	(15)	6%	(18)	7%	(20)	57%	(161)	282
Ethnicity: Other	3%	(6)	5%	(11)	5%	(10)	6%	(13)	9%	(20)	6%	(12)	67%	(145)	217
All Christian	2%	(23)	3%	(30)	7%	(77)	3%	(30)	5%	(52)	2%	(17)	78%	(800)	1029
All Non-Christian	4%	(5)	3%	(4)	8%	(11)	5%	(7)	6%	(8)	6%	(7)	68%	(87)	129
Atheist	2%	(2)	2%	(2)	5%	(5)	11%	(11)	—	(0)	1%	(1)	78%	(78)	99
Agnostic/Nothing in particular	3%	(20)	3%	(21)	5%	(31)	3%	(17)	5%	(30)	4%	(22)	76%	(446)	587
Something Else	4%	(16)	2%	(8)	6%	(20)	5%	(18)	5%	(18)	6%	(22)	72%	(263)	365
Religious Non-Protestant/Catholic	3%	(5)	3%	(4)	11%	(16)	6%	(9)	6%	(10)	5%	(7)	67%	(102)	154
Evangelical	4%	(24)	3%	(19)	7%	(38)	4%	(22)	4%	(23)	4%	(24)	73%	(409)	558
Non-Evangelical	2%	(12)	2%	(18)	6%	(51)	3%	(23)	6%	(44)	2%	(15)	79%	(629)	792
Community: Urban	4%	(27)	4%	(28)	9%	(58)	6%	(36)	7%	(43)	4%	(25)	66%	(420)	638
Community: Suburban	2%	(24)	3%	(27)	6%	(58)	3%	(35)	4%	(37)	3%	(31)	79%	(802)	1014
Community: Rural	3%	(14)	2%	(10)	5%	(29)	2%	(12)	5%	(27)	3%	(14)	81%	(453)	558
Employ: Private Sector	3%	(19)	6%	(38)	10%	(63)	5%	(32)	5%	(34)	3%	(20)	69%	(449)	654
Employ: Government	10%	(13)	3%	(4)	10%	(13)	11%	(15)	8%	(11)	3%	(5)	55%	(75)	136
Employ: Self-Employed	4%	(7)	5%	(8)	7%	(12)	7%	(11)	6%	(10)	5%	(8)	67%	(111)	166
Employ: Homemaker	1%	(2)	1%	(1)	8%	(15)	2%	(5)	10%	(18)	3%	(7)	75%	(142)	190
Employ: Student	11%	(7)	7%	(4)	9%	(5)	5%	(3)	5%	(3)	4%	(2)	60%	(37)	62
Employ: Retired	1%	(4)	—	(3)	2%	(11)	1%	(4)	3%	(16)	1%	(8)	92%	(517)	563
Employ: Unemployed	3%	(8)	2%	(6)	3%	(9)	3%	(8)	4%	(13)	4%	(12)	81%	(245)	301
Employ: Other	4%	(5)	1%	(1)	11%	(15)	4%	(6)	2%	(3)	6%	(8)	72%	(98)	137
Military HH: Yes	3%	(7)	2%	(5)	5%	(13)	2%	(5)	4%	(10)	3%	(7)	83%	(236)	283
Military HH: No	3%	(58)	3%	(61)	7%	(132)	4%	(78)	5%	(97)	3%	(63)	75%	(1439)	1927
RD/WT: Right Direction	5%	(35)	5%	(34)	10%	(69)	5%	(37)	6%	(43)	3%	(17)	65%	(432)	666
RD/WT: Wrong Track	2%	(30)	2%	(32)	5%	(75)	3%	(46)	4%	(65)	3%	(53)	81%	(1243)	1544
Biden Job Approve	4%	(42)	4%	(42)	8%	(79)	5%	(44)	6%	(59)	3%	(26)	70%	(678)	970
Biden Job Disapprove	2%	(19)	2%	(18)	5%	(55)	3%	(36)	4%	(47)	3%	(40)	81%	(929)	1144

Table MCFE41_11: *How often did you use the following services in the past month?*

HBO Max with ads

Demographic	Multiple times a day		Once daily		A few times per week		Once per week		A few times		Once		Never		Total N
Adults	3%	(65)	3%	(65)	7%	(144)	4%	(83)	5%	(107)	3%	(70)	76%	(1675)	2210
Biden Job Strongly Approve	6%	(26)	4%	(19)	11%	(46)	5%	(22)	5%	(21)	4%	(17)	65%	(282)	433
Biden Job Somewhat Approve	3%	(16)	4%	(24)	6%	(33)	4%	(21)	7%	(38)	2%	(9)	74%	(396)	537
Biden Job Somewhat Disapprove	2%	(8)	3%	(9)	6%	(21)	3%	(12)	6%	(21)	5%	(16)	75%	(253)	339
Biden Job Strongly Disapprove	1%	(11)	1%	(8)	4%	(34)	3%	(24)	3%	(27)	3%	(24)	84%	(676)	805
Favorable of Biden	4%	(38)	4%	(37)	7%	(68)	5%	(46)	5%	(51)	3%	(29)	72%	(699)	969
Unfavorable of Biden	2%	(22)	2%	(21)	6%	(67)	3%	(29)	5%	(53)	3%	(36)	80%	(906)	1134
Very Favorable of Biden	5%	(26)	3%	(16)	9%	(41)	5%	(25)	5%	(26)	4%	(18)	68%	(329)	482
Somewhat Favorable of Biden	2%	(12)	4%	(21)	5%	(27)	4%	(21)	5%	(25)	2%	(11)	76%	(370)	487
Somewhat Unfavorable of Biden	4%	(12)	3%	(8)	9%	(25)	2%	(5)	7%	(20)	4%	(12)	72%	(216)	299
Very Unfavorable of Biden	1%	(10)	1%	(12)	5%	(42)	3%	(24)	4%	(32)	3%	(24)	83%	(690)	835
#1 Issue: Economy	2%	(20)	3%	(31)	6%	(51)	5%	(44)	5%	(48)	3%	(23)	76%	(695)	913
#1 Issue: Security	3%	(6)	1%	(2)	6%	(15)	4%	(10)	4%	(11)	4%	(11)	77%	(188)	243
#1 Issue: Health Care	9%	(15)	3%	(5)	11%	(18)	2%	(3)	1%	(1)	4%	(7)	71%	(120)	170
#1 Issue: Medicare / Social Security	2%	(4)	—	(1)	5%	(14)	1%	(3)	4%	(11)	2%	(5)	85%	(227)	266
#1 Issue: Women's Issues	3%	(10)	5%	(16)	6%	(20)	5%	(16)	6%	(19)	2%	(6)	72%	(224)	311
#1 Issue: Education	1%	(1)	6%	(3)	16%	(10)	4%	(2)	9%	(5)	8%	(5)	56%	(33)	59
#1 Issue: Energy	6%	(9)	4%	(5)	10%	(13)	3%	(3)	6%	(9)	6%	(8)	65%	(87)	134
#1 Issue: Other	—	(0)	1%	(1)	3%	(4)	1%	(1)	3%	(3)	3%	(4)	89%	(102)	115
2020 Vote: Joe Biden	4%	(40)	3%	(28)	8%	(74)	5%	(44)	5%	(49)	3%	(25)	72%	(685)	945
2020 Vote: Donald Trump	1%	(10)	3%	(20)	5%	(39)	3%	(22)	4%	(29)	3%	(23)	81%	(596)	740
2020 Vote: Other	5%	(3)	4%	(2)	6%	(4)	4%	(3)	3%	(2)	3%	(2)	75%	(50)	67
2020 Vote: Didn't Vote	3%	(12)	3%	(14)	6%	(27)	3%	(15)	6%	(27)	4%	(20)	75%	(344)	459
2018 House Vote: Democrat	4%	(31)	4%	(27)	9%	(65)	4%	(34)	5%	(36)	3%	(19)	72%	(543)	755
2018 House Vote: Republican	2%	(9)	2%	(11)	5%	(31)	2%	(14)	4%	(21)	3%	(15)	83%	(488)	589
2018 House Vote: Someone else	7%	(3)	6%	(3)	—	(0)	3%	(2)	8%	(4)	2%	(1)	74%	(37)	50
2016 Vote: Hillary Clinton	4%	(29)	4%	(25)	8%	(52)	5%	(36)	6%	(39)	3%	(19)	71%	(496)	695
2016 Vote: Donald Trump	2%	(10)	2%	(11)	6%	(39)	2%	(16)	3%	(20)	3%	(17)	83%	(543)	656
2016 Vote: Other	5%	(4)	2%	(2)	2%	(2)	4%	(3)	2%	(2)	—	(0)	85%	(73)	86
2016 Vote: Didn't Vote	3%	(22)	4%	(28)	6%	(49)	3%	(27)	6%	(46)	5%	(35)	73%	(559)	765

Table MCFE41_11: *How often did you use the following services in the past month?*

HBO Max with ads

Demographic	Multiple times a day		Once daily		A few times per week		Once per week		A few times		Once		Never		Total N
Adults	3%	(65)	3%	(65)	7%	(144)	4%	(83)	5%	(107)	3%	(70)	76%	(1675)	2210
Voted in 2014: Yes	3%	(39)	2%	(28)	7%	(83)	3%	(39)	4%	(50)	3%	(35)	78%	(953)	1227
Voted in 2014: No	3%	(26)	4%	(38)	6%	(61)	4%	(44)	6%	(57)	4%	(35)	73%	(722)	983
4-Region: Northeast	2%	(9)	3%	(12)	6%	(23)	2%	(9)	4%	(17)	3%	(10)	79%	(302)	383
4-Region: Midwest	3%	(14)	4%	(16)	5%	(22)	2%	(11)	3%	(13)	3%	(15)	80%	(365)	456
4-Region: South	4%	(31)	2%	(20)	8%	(69)	5%	(40)	6%	(47)	4%	(30)	72%	(608)	844
4-Region: West	2%	(11)	3%	(18)	6%	(30)	5%	(24)	6%	(29)	3%	(14)	76%	(400)	527
TikTok Users	5%	(39)	5%	(36)	9%	(73)	7%	(59)	6%	(49)	4%	(31)	64%	(506)	793
Twitch Users	4%	(8)	8%	(17)	14%	(30)	6%	(13)	6%	(13)	5%	(10)	57%	(123)	216
2022 Sports Viewers/Attendees	3%	(45)	3%	(46)	8%	(112)	5%	(66)	5%	(77)	3%	(49)	73%	(1079)	1475
Monthly Moviegoers	7%	(23)	8%	(27)	13%	(42)	5%	(17)	7%	(23)	4%	(11)	55%	(176)	320
Few Times per Year + Moviegoers	4%	(37)	5%	(47)	11%	(99)	5%	(50)	7%	(68)	4%	(37)	63%	(581)	920
Heard Smile Campaign	10%	(54)	8%	(42)	13%	(74)	7%	(40)	8%	(45)	4%	(24)	49%	(272)	551
Heard Minion Campaign	8%	(42)	9%	(46)	14%	(75)	5%	(29)	7%	(40)	5%	(25)	52%	(283)	540
Listens to Podcasts	4%	(50)	5%	(56)	10%	(115)	5%	(60)	7%	(78)	4%	(48)	64%	(725)	1132
Streaming Services User	4%	(64)	4%	(65)	8%	(142)	5%	(81)	6%	(102)	4%	(67)	71%	(1252)	1773
Netflix User	4%	(60)	4%	(62)	9%	(138)	5%	(78)	7%	(97)	4%	(59)	66%	(979)	1474
Disney+ User	5%	(48)	6%	(57)	12%	(117)	7%	(70)	9%	(91)	4%	(42)	57%	(559)	984
Heterosexual or straight	3%	(50)	3%	(50)	7%	(136)	3%	(68)	5%	(99)	3%	(67)	76%	(1500)	1971
Gay	3%	(2)	13%	(9)	3%	(2)	6%	(4)	1%	(1)	3%	(2)	72%	(49)	68
Bisexual	12%	(10)	5%	(4)	3%	(2)	3%	(3)	4%	(3)	—	(0)	74%	(66)	88
Yes	11%	(8)	4%	(3)	7%	(5)	4%	(3)	6%	(4)	3%	(2)	65%	(46)	70
No	3%	(57)	3%	(62)	7%	(140)	4%	(80)	5%	(103)	3%	(68)	76%	(1629)	2140

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

Table MCFE41_12: *How often did you use the following services in the past month?*

HBO Max without ads

Demographic	Multiple times a day		Once daily		A few times per week		Once per week		A few times		Once		Never		Total N
Adults	4%	(83)	4%	(90)	9%	(198)	4%	(90)	6%	(134)	2%	(51)	71%	(1563)	2210
Gender: Male	4%	(47)	6%	(62)	10%	(109)	4%	(45)	6%	(59)	2%	(22)	68%	(724)	1068
Gender: Female	3%	(36)	2%	(28)	8%	(89)	4%	(46)	7%	(75)	3%	(29)	73%	(839)	1142
Age: 18-34	7%	(44)	7%	(45)	14%	(90)	7%	(44)	9%	(56)	3%	(22)	53%	(340)	642
Age: 35-44	6%	(20)	6%	(22)	11%	(41)	7%	(24)	7%	(25)	3%	(11)	61%	(223)	365
Age: 45-64	2%	(13)	3%	(20)	7%	(49)	3%	(18)	5%	(34)	2%	(13)	79%	(567)	714
Age: 65+	1%	(6)	1%	(3)	4%	(18)	1%	(4)	4%	(18)	1%	(6)	89%	(434)	489
GenZers: 1997-2012	7%	(18)	8%	(20)	13%	(33)	6%	(17)	10%	(26)	5%	(13)	51%	(131)	256
Millennials: 1981-1996	7%	(44)	7%	(44)	13%	(86)	7%	(46)	8%	(51)	3%	(17)	56%	(365)	653
GenXers: 1965-1980	3%	(16)	4%	(21)	9%	(50)	4%	(21)	5%	(30)	3%	(14)	73%	(404)	555
Baby Boomers: 1946-1964	1%	(6)	1%	(4)	4%	(28)	1%	(6)	4%	(27)	1%	(5)	89%	(598)	673
PID: Dem (no lean)	6%	(48)	6%	(50)	12%	(101)	4%	(37)	6%	(55)	2%	(16)	64%	(554)	860
PID: Ind (no lean)	3%	(20)	3%	(21)	7%	(48)	4%	(25)	6%	(41)	2%	(11)	75%	(509)	674
PID: Rep (no lean)	2%	(16)	3%	(19)	7%	(48)	4%	(29)	6%	(39)	4%	(24)	74%	(501)	676
PID/Gender: Dem Men	7%	(27)	9%	(36)	15%	(59)	4%	(14)	5%	(19)	1%	(5)	59%	(234)	394
PID/Gender: Dem Women	4%	(20)	3%	(14)	9%	(41)	5%	(23)	8%	(36)	3%	(12)	69%	(320)	465
PID/Gender: Ind Men	3%	(12)	4%	(14)	6%	(20)	5%	(18)	6%	(21)	1%	(3)	74%	(256)	345
PID/Gender: Ind Women	2%	(8)	2%	(7)	8%	(28)	2%	(7)	6%	(20)	2%	(7)	77%	(252)	329
PID/Gender: Rep Men	2%	(8)	3%	(11)	9%	(29)	4%	(12)	6%	(20)	4%	(14)	71%	(234)	328
PID/Gender: Rep Women	2%	(8)	2%	(8)	6%	(19)	5%	(17)	6%	(19)	3%	(10)	77%	(267)	348
Ideo: Liberal (1-3)	5%	(30)	5%	(35)	13%	(87)	4%	(29)	7%	(47)	3%	(18)	63%	(411)	656
Ideo: Moderate (4)	5%	(34)	5%	(34)	8%	(60)	5%	(39)	6%	(45)	2%	(14)	70%	(525)	751
Ideo: Conservative (5-7)	2%	(15)	3%	(19)	6%	(42)	3%	(19)	5%	(36)	2%	(14)	78%	(521)	666
Educ: < College	5%	(65)	4%	(52)	9%	(124)	3%	(49)	6%	(81)	3%	(37)	72%	(1029)	1437
Educ: Bachelors degree	1%	(6)	6%	(29)	10%	(48)	6%	(30)	7%	(34)	2%	(12)	68%	(333)	491
Educ: Post-grad	5%	(13)	3%	(9)	9%	(25)	4%	(11)	7%	(20)	1%	(3)	72%	(202)	282
Income: Under 50k	3%	(41)	4%	(46)	7%	(89)	3%	(43)	6%	(70)	2%	(28)	75%	(954)	1271
Income: 50k-100k	5%	(30)	5%	(33)	10%	(66)	4%	(28)	7%	(49)	3%	(18)	66%	(432)	656
Income: 100k+	4%	(12)	4%	(11)	15%	(43)	7%	(19)	5%	(15)	2%	(5)	63%	(177)	283
Ethnicity: White	2%	(40)	4%	(64)	8%	(145)	4%	(64)	6%	(102)	2%	(29)	74%	(1268)	1711
Ethnicity: Hispanic	8%	(30)	5%	(20)	10%	(36)	7%	(27)	9%	(35)	2%	(8)	58%	(217)	374

Table MCFE41_12: *How often did you use the following services in the past month?*

HBO Max without ads

Demographic	Multiple times a day		Once daily		A few times per week		Once per week		A few times		Once		Never		Total N
Adults	4%	(83)	4%	(90)	9%	(198)	4%	(90)	6%	(134)	2%	(51)	71%	(1563)	2210
Ethnicity: Black	11%	(31)	6%	(18)	8%	(23)	6%	(17)	6%	(17)	5%	(14)	58%	(163)	282
Ethnicity: Other	6%	(13)	4%	(9)	14%	(30)	5%	(10)	7%	(16)	4%	(8)	61%	(132)	217
All Christian	4%	(40)	4%	(42)	9%	(88)	4%	(41)	5%	(55)	2%	(16)	73%	(747)	1029
All Non-Christian	6%	(7)	2%	(3)	8%	(10)	6%	(8)	10%	(12)	5%	(6)	64%	(83)	129
Atheist	3%	(3)	1%	(1)	16%	(16)	3%	(3)	8%	(7)	3%	(3)	67%	(67)	99
Agnostic/Nothing in particular	3%	(19)	5%	(29)	9%	(53)	4%	(25)	6%	(37)	2%	(13)	70%	(411)	587
Something Else	4%	(15)	4%	(16)	8%	(30)	4%	(15)	6%	(22)	3%	(13)	70%	(256)	365
Religious Non-Protestant/Catholic	5%	(7)	3%	(5)	8%	(13)	6%	(9)	9%	(14)	4%	(7)	65%	(100)	154
Evangelical	5%	(29)	3%	(19)	7%	(37)	4%	(22)	6%	(32)	2%	(12)	73%	(407)	558
Non-Evangelical	3%	(24)	4%	(32)	10%	(77)	4%	(32)	5%	(43)	2%	(16)	72%	(568)	792
Community: Urban	6%	(39)	6%	(40)	11%	(69)	6%	(39)	6%	(35)	2%	(14)	63%	(401)	638
Community: Suburban	3%	(32)	3%	(29)	10%	(103)	3%	(32)	7%	(71)	3%	(29)	71%	(720)	1014
Community: Rural	2%	(12)	4%	(21)	5%	(26)	3%	(19)	5%	(28)	2%	(9)	79%	(441)	558
Employ: Private Sector	5%	(32)	8%	(50)	13%	(87)	7%	(43)	8%	(50)	3%	(21)	57%	(372)	654
Employ: Government	10%	(13)	7%	(10)	7%	(9)	9%	(12)	7%	(10)	2%	(3)	58%	(80)	136
Employ: Self-Employed	8%	(14)	5%	(9)	8%	(13)	2%	(4)	6%	(10)	3%	(5)	67%	(112)	166
Employ: Homemaker	2%	(3)	1%	(3)	8%	(15)	4%	(7)	8%	(15)	2%	(3)	75%	(143)	190
Employ: Student	4%	(3)	8%	(5)	15%	(9)	4%	(2)	10%	(6)	6%	(4)	53%	(33)	62
Employ: Retired	1%	(6)	1%	(4)	5%	(26)	1%	(6)	3%	(18)	1%	(8)	88%	(496)	563
Employ: Unemployed	4%	(12)	2%	(5)	6%	(18)	4%	(13)	5%	(16)	1%	(4)	77%	(233)	301
Employ: Other	1%	(1)	3%	(4)	14%	(19)	3%	(4)	8%	(10)	2%	(3)	69%	(95)	137
Military HH: Yes	4%	(13)	2%	(4)	9%	(25)	4%	(12)	4%	(12)	3%	(9)	74%	(209)	283
Military HH: No	4%	(71)	4%	(86)	9%	(173)	4%	(79)	6%	(122)	2%	(43)	70%	(1354)	1927
RD/WT: Right Direction	5%	(35)	6%	(42)	11%	(76)	5%	(31)	6%	(40)	2%	(15)	64%	(427)	666
RD/WT: Wrong Track	3%	(48)	3%	(48)	8%	(121)	4%	(60)	6%	(94)	2%	(36)	74%	(1136)	1544
Biden Job Approve	5%	(45)	6%	(54)	11%	(104)	4%	(42)	7%	(67)	2%	(18)	66%	(640)	970
Biden Job Disapprove	3%	(32)	3%	(35)	7%	(78)	4%	(46)	5%	(62)	3%	(33)	75%	(857)	1144

Table MCFE41_12: *How often did you use the following services in the past month?*

HBO Max without ads

Demographic	Multiple times a day		Once daily		A few times per week		Once per week		A few times		Once		Never		Total N
Adults	4%	(83)	4%	(90)	9%	(198)	4%	(90)	6%	(134)	2%	(51)	71%	(1563)	2210
Biden Job Strongly Approve	7%	(29)	7%	(29)	12%	(50)	5%	(21)	5%	(21)	2%	(10)	63%	(273)	433
Biden Job Somewhat Approve	3%	(16)	5%	(25)	10%	(54)	4%	(21)	9%	(47)	1%	(8)	68%	(367)	537
Biden Job Somewhat Disapprove	3%	(10)	6%	(19)	9%	(31)	5%	(18)	7%	(23)	3%	(9)	67%	(229)	339
Biden Job Strongly Disapprove	3%	(22)	2%	(16)	6%	(47)	4%	(29)	5%	(39)	3%	(24)	78%	(628)	805
Favorable of Biden	4%	(41)	5%	(49)	10%	(101)	3%	(30)	7%	(64)	2%	(16)	69%	(667)	969
Unfavorable of Biden	3%	(33)	3%	(37)	8%	(87)	5%	(54)	5%	(62)	3%	(31)	73%	(830)	1134
Very Favorable of Biden	6%	(28)	6%	(30)	12%	(57)	3%	(14)	5%	(22)	2%	(12)	66%	(319)	482
Somewhat Favorable of Biden	3%	(14)	4%	(20)	9%	(44)	3%	(15)	9%	(42)	1%	(4)	71%	(347)	487
Somewhat Unfavorable of Biden	4%	(11)	5%	(16)	13%	(38)	7%	(22)	7%	(20)	3%	(9)	61%	(183)	299
Very Unfavorable of Biden	3%	(22)	3%	(22)	6%	(48)	4%	(32)	5%	(42)	3%	(22)	77%	(647)	835
#1 Issue: Economy	4%	(39)	3%	(31)	8%	(77)	4%	(40)	7%	(65)	3%	(25)	70%	(636)	913
#1 Issue: Security	2%	(5)	3%	(7)	5%	(11)	4%	(11)	5%	(12)	4%	(9)	78%	(188)	243
#1 Issue: Health Care	6%	(9)	4%	(6)	13%	(23)	6%	(10)	9%	(16)	1%	(1)	62%	(105)	170
#1 Issue: Medicare / Social Security	2%	(6)	1%	(3)	9%	(23)	2%	(6)	3%	(8)	—	(1)	83%	(220)	266
#1 Issue: Women's Issues	4%	(12)	8%	(25)	11%	(36)	4%	(13)	7%	(21)	2%	(6)	63%	(197)	311
#1 Issue: Education	5%	(3)	13%	(8)	14%	(8)	3%	(2)	4%	(2)	5%	(3)	56%	(33)	59
#1 Issue: Energy	7%	(9)	6%	(8)	10%	(13)	5%	(7)	5%	(6)	2%	(3)	65%	(87)	134
#1 Issue: Other	—	(0)	2%	(3)	6%	(6)	2%	(2)	4%	(5)	2%	(3)	84%	(96)	115
2020 Vote: Joe Biden	5%	(48)	5%	(49)	11%	(106)	4%	(41)	6%	(60)	2%	(15)	66%	(626)	945
2020 Vote: Donald Trump	3%	(20)	3%	(21)	6%	(47)	4%	(29)	5%	(35)	3%	(24)	76%	(563)	740
2020 Vote: Other	2%	(1)	3%	(2)	12%	(8)	4%	(2)	6%	(4)	1%	(1)	72%	(48)	67
2020 Vote: Didn't Vote	3%	(14)	4%	(18)	8%	(36)	4%	(18)	8%	(36)	2%	(11)	71%	(326)	459
2018 House Vote: Democrat	5%	(41)	6%	(45)	11%	(85)	3%	(26)	6%	(45)	2%	(12)	66%	(502)	755
2018 House Vote: Republican	2%	(15)	3%	(16)	6%	(38)	3%	(17)	5%	(30)	2%	(14)	78%	(460)	589
2018 House Vote: Someone else	—	(0)	3%	(2)	5%	(3)	8%	(4)	6%	(3)	2%	(1)	76%	(38)	50
2016 Vote: Hillary Clinton	5%	(34)	5%	(37)	11%	(76)	3%	(23)	7%	(46)	2%	(13)	67%	(465)	695
2016 Vote: Donald Trump	2%	(16)	2%	(16)	7%	(44)	4%	(24)	4%	(27)	2%	(16)	78%	(513)	656
2016 Vote: Other	3%	(3)	2%	(2)	7%	(6)	4%	(3)	5%	(4)	—	(0)	79%	(68)	86
2016 Vote: Didn't Vote	4%	(29)	5%	(35)	9%	(71)	5%	(37)	7%	(57)	3%	(22)	67%	(514)	765

Table MCFE41_12: *How often did you use the following services in the past month?*

HBO Max without ads

Demographic	Multiple times a day		Once daily		A few times per week		Once per week		A few times		Once		Never		Total N
Adults	4%	(83)	4%	(90)	9%	(198)	4%	(90)	6%	(134)	2%	(51)	71%	(1563)	2210
Voted in 2014: Yes	4%	(50)	3%	(38)	9%	(106)	3%	(42)	6%	(69)	2%	(21)	73%	(900)	1227
Voted in 2014: No	3%	(33)	5%	(52)	9%	(92)	5%	(49)	7%	(65)	3%	(30)	67%	(663)	983
4-Region: Northeast	3%	(12)	5%	(18)	8%	(32)	4%	(15)	6%	(23)	3%	(10)	71%	(272)	383
4-Region: Midwest	5%	(21)	5%	(22)	8%	(36)	3%	(14)	5%	(24)	2%	(9)	73%	(332)	456
4-Region: South	4%	(31)	3%	(27)	10%	(86)	5%	(38)	7%	(59)	3%	(24)	69%	(579)	844
4-Region: West	4%	(19)	4%	(23)	8%	(43)	4%	(23)	5%	(29)	2%	(9)	72%	(380)	527
TikTok Users	7%	(57)	6%	(48)	13%	(101)	6%	(51)	7%	(56)	3%	(21)	58%	(458)	793
Twitch Users	8%	(18)	10%	(22)	16%	(34)	9%	(18)	7%	(15)	2%	(3)	49%	(105)	216
2022 Sports Viewers/Attendees	4%	(62)	4%	(65)	10%	(149)	5%	(67)	7%	(96)	2%	(32)	68%	(1005)	1475
Monthly Moviegoers	9%	(29)	9%	(28)	14%	(46)	6%	(20)	7%	(22)	3%	(9)	52%	(165)	320
Few Times per Year + Moviegoers	6%	(59)	6%	(56)	13%	(117)	7%	(62)	8%	(74)	3%	(24)	57%	(527)	920
Heard Smile Campaign	10%	(55)	9%	(47)	14%	(79)	9%	(49)	10%	(53)	3%	(16)	46%	(251)	551
Heard Minion Campaign	10%	(52)	10%	(56)	14%	(75)	8%	(43)	9%	(49)	3%	(16)	46%	(248)	540
Listens to Podcasts	6%	(68)	6%	(69)	12%	(139)	6%	(70)	9%	(105)	3%	(31)	57%	(650)	1132
Streaming Services User	5%	(83)	5%	(89)	11%	(194)	5%	(87)	7%	(130)	3%	(48)	64%	(1142)	1773
Netflix User	5%	(80)	6%	(85)	13%	(186)	6%	(87)	8%	(125)	3%	(43)	59%	(867)	1474
Disney+ User	7%	(67)	8%	(76)	15%	(146)	8%	(83)	9%	(91)	3%	(31)	50%	(490)	984
Heterosexual or straight	3%	(64)	4%	(70)	9%	(173)	4%	(77)	6%	(118)	3%	(50)	72%	(1419)	1971
Gay	9%	(6)	14%	(9)	11%	(8)	7%	(5)	2%	(1)	1%	(1)	56%	(38)	68
Bisexual	14%	(12)	6%	(5)	12%	(10)	4%	(4)	7%	(6)	—	(0)	57%	(51)	88
Yes	9%	(6)	5%	(3)	8%	(5)	8%	(5)	6%	(4)	7%	(5)	57%	(40)	70
No	4%	(77)	4%	(87)	9%	(192)	4%	(85)	6%	(131)	2%	(46)	71%	(1523)	2140

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

Table MCFE41_13: *How often did you use the following services in the past month?*

Discovery+ with ads

Demographic	Multiple times a day		Once daily		A few times per week		Once per week		A few times		Once		Never		Total N
Adults	3%	(56)	3%	(56)	5%	(112)	4%	(81)	4%	(94)	3%	(63)	79%	(1748)	2210
Gender: Male	2%	(24)	3%	(31)	5%	(57)	5%	(50)	4%	(45)	3%	(29)	78%	(832)	1068
Gender: Female	3%	(32)	2%	(25)	5%	(55)	3%	(31)	4%	(49)	3%	(34)	80%	(916)	1142
Age: 18-34	4%	(23)	5%	(30)	7%	(44)	6%	(41)	5%	(30)	4%	(25)	70%	(449)	642
Age: 35-44	3%	(11)	3%	(12)	8%	(29)	5%	(18)	6%	(22)	3%	(10)	72%	(263)	365
Age: 45-64	3%	(20)	2%	(12)	4%	(30)	3%	(18)	5%	(33)	3%	(23)	81%	(579)	714
Age: 65+	—	(2)	—	(2)	2%	(10)	1%	(4)	2%	(10)	1%	(4)	93%	(457)	489
GenZers: 1997-2012	2%	(6)	5%	(13)	5%	(13)	9%	(24)	5%	(14)	6%	(16)	67%	(171)	256
Millennials: 1981-1996	4%	(25)	4%	(24)	8%	(55)	5%	(31)	4%	(28)	3%	(17)	72%	(472)	653
GenXers: 1965-1980	4%	(22)	3%	(15)	4%	(24)	4%	(21)	6%	(31)	3%	(15)	77%	(427)	555
Baby Boomers: 1946-1964	—	(2)	—	(3)	3%	(20)	1%	(5)	3%	(18)	2%	(14)	91%	(610)	673
PID: Dem (no lean)	4%	(33)	4%	(33)	6%	(50)	4%	(34)	5%	(46)	2%	(21)	75%	(643)	860
PID: Ind (no lean)	2%	(16)	1%	(8)	4%	(29)	3%	(20)	3%	(21)	3%	(19)	83%	(562)	674
PID: Rep (no lean)	1%	(8)	2%	(15)	5%	(33)	4%	(27)	4%	(26)	3%	(22)	80%	(544)	676
PID/Gender: Dem Men	3%	(14)	6%	(22)	9%	(35)	5%	(21)	6%	(23)	3%	(11)	68%	(269)	394
PID/Gender: Dem Women	4%	(19)	2%	(10)	3%	(16)	3%	(13)	5%	(23)	2%	(11)	80%	(374)	465
PID/Gender: Ind Men	2%	(7)	1%	(3)	3%	(11)	4%	(13)	2%	(7)	3%	(9)	86%	(295)	345
PID/Gender: Ind Women	3%	(9)	2%	(5)	5%	(18)	2%	(8)	4%	(14)	3%	(10)	81%	(266)	329
PID/Gender: Rep Men	1%	(3)	2%	(6)	4%	(12)	5%	(16)	4%	(14)	3%	(9)	82%	(268)	328
PID/Gender: Rep Women	1%	(5)	3%	(9)	6%	(22)	3%	(11)	3%	(12)	4%	(14)	79%	(275)	348
Ideo: Liberal (1-3)	3%	(22)	3%	(20)	6%	(39)	5%	(33)	4%	(24)	3%	(21)	76%	(498)	656
Ideo: Moderate (4)	3%	(19)	3%	(19)	5%	(39)	3%	(25)	5%	(41)	3%	(22)	78%	(586)	751
Ideo: Conservative (5-7)	1%	(7)	2%	(14)	5%	(31)	3%	(18)	4%	(24)	2%	(15)	84%	(558)	666
Educ: < College	3%	(47)	2%	(34)	5%	(71)	4%	(52)	4%	(62)	3%	(46)	78%	(1125)	1437
Educ: Bachelors degree	1%	(3)	3%	(12)	6%	(30)	4%	(18)	5%	(24)	2%	(10)	80%	(393)	491
Educ: Post-grad	2%	(6)	3%	(9)	4%	(12)	4%	(12)	3%	(8)	2%	(7)	81%	(230)	282
Income: Under 50k	2%	(31)	3%	(33)	5%	(60)	4%	(47)	4%	(49)	3%	(41)	79%	(1010)	1271
Income: 50k-100k	3%	(17)	3%	(16)	6%	(42)	3%	(23)	5%	(33)	3%	(18)	77%	(508)	656
Income: 100k+	3%	(8)	2%	(6)	4%	(11)	4%	(11)	4%	(13)	1%	(4)	81%	(230)	283
Ethnicity: White	2%	(31)	2%	(36)	4%	(75)	3%	(57)	4%	(66)	3%	(44)	82%	(1402)	1711
Ethnicity: Hispanic	4%	(15)	4%	(13)	7%	(26)	6%	(23)	4%	(13)	5%	(20)	70%	(263)	374

Continued on next page

Table MCFE41_13: *How often did you use the following services in the past month?*

Discovery+ with ads

Demographic	Multiple times a day		Once daily		A few times per week		Once per week		A few times		Once		Never		Total N
Adults	3%	(56)	3%	(56)	5%	(112)	4%	(81)	4%	(94)	3%	(63)	79%	(1748)	2210
Ethnicity: Black	8%	(23)	5%	(13)	10%	(29)	4%	(12)	5%	(14)	4%	(10)	64%	(182)	282
Ethnicity: Other	1%	(3)	3%	(6)	4%	(9)	6%	(12)	6%	(14)	4%	(8)	76%	(165)	217
All Christian	2%	(18)	3%	(27)	5%	(50)	3%	(31)	4%	(42)	2%	(24)	81%	(835)	1029
All Non-Christian	1%	(2)	2%	(3)	8%	(10)	9%	(11)	4%	(5)	3%	(4)	73%	(94)	129
Atheist	—	(0)	1%	(1)	3%	(2)	4%	(4)	5%	(5)	1%	(1)	86%	(85)	99
Agnostic/Nothing in particular	4%	(23)	3%	(19)	4%	(22)	4%	(22)	3%	(20)	2%	(10)	80%	(470)	587
Something Else	4%	(13)	2%	(6)	7%	(27)	3%	(13)	6%	(22)	6%	(22)	72%	(263)	365
Religious Non-Protestant/Catholic	1%	(2)	2%	(3)	11%	(17)	9%	(13)	3%	(5)	4%	(6)	71%	(109)	154
Evangelical	3%	(16)	4%	(22)	7%	(41)	2%	(14)	6%	(33)	4%	(21)	74%	(412)	558
Non-Evangelical	2%	(13)	1%	(9)	4%	(30)	4%	(28)	4%	(30)	3%	(23)	83%	(657)	792
Community: Urban	4%	(26)	3%	(20)	6%	(37)	5%	(34)	4%	(28)	4%	(23)	74%	(470)	638
Community: Suburban	2%	(16)	2%	(25)	4%	(45)	3%	(26)	4%	(45)	2%	(24)	82%	(834)	1014
Community: Rural	3%	(14)	2%	(11)	5%	(30)	4%	(21)	4%	(21)	3%	(16)	80%	(444)	558
Employ: Private Sector	3%	(23)	5%	(32)	8%	(52)	5%	(30)	5%	(32)	3%	(19)	71%	(466)	654
Employ: Government	6%	(8)	3%	(4)	6%	(9)	8%	(11)	8%	(10)	3%	(4)	66%	(90)	136
Employ: Self-Employed	5%	(8)	3%	(4)	6%	(10)	6%	(9)	5%	(9)	3%	(5)	73%	(121)	166
Employ: Homemaker	3%	(5)	3%	(5)	6%	(10)	4%	(7)	5%	(9)	3%	(6)	78%	(147)	190
Employ: Student	1%	(1)	8%	(5)	5%	(3)	4%	(2)	5%	(3)	3%	(2)	74%	(46)	62
Employ: Retired	1%	(6)	—	(2)	2%	(11)	1%	(7)	4%	(20)	2%	(10)	90%	(506)	563
Employ: Unemployed	1%	(4)	1%	(2)	2%	(6)	2%	(7)	2%	(5)	5%	(15)	87%	(262)	301
Employ: Other	—	(1)	1%	(1)	8%	(11)	5%	(7)	5%	(7)	1%	(1)	80%	(109)	137
Military HH: Yes	3%	(10)	2%	(5)	3%	(9)	4%	(11)	6%	(16)	3%	(8)	79%	(225)	283
Military HH: No	2%	(46)	3%	(51)	5%	(103)	4%	(70)	4%	(78)	3%	(55)	79%	(1523)	1927
RD/WT: Right Direction	4%	(27)	4%	(29)	8%	(53)	6%	(41)	5%	(36)	2%	(12)	70%	(467)	666
RD/WT: Wrong Track	2%	(29)	2%	(26)	4%	(59)	3%	(41)	4%	(58)	3%	(51)	83%	(1280)	1544
Biden Job Approve	3%	(32)	4%	(36)	6%	(54)	5%	(48)	5%	(51)	2%	(24)	75%	(726)	970
Biden Job Disapprove	2%	(18)	1%	(16)	4%	(47)	3%	(32)	4%	(41)	3%	(38)	83%	(951)	1144

Continued on next page

Table MCFE41_13: *How often did you use the following services in the past month?*

Discovery+ with ads

Demographic	Multiple times a day		Once daily		A few times per week		Once per week		A few times		Once		Never		Total N
Adults	3%	(56)	3%	(56)	5%	(112)	4%	(81)	4%	(94)	3%	(63)	79%	(1748)	2210
Biden Job Strongly Approve	5%	(22)	5%	(22)	6%	(28)	6%	(27)	6%	(28)	4%	(16)	67%	(290)	433
Biden Job Somewhat Approve	2%	(11)	3%	(14)	5%	(25)	4%	(20)	4%	(23)	1%	(8)	81%	(436)	537
Biden Job Somewhat Disapprove	2%	(6)	2%	(6)	5%	(15)	4%	(13)	4%	(14)	4%	(13)	80%	(272)	339
Biden Job Strongly Disapprove	2%	(12)	1%	(10)	4%	(31)	2%	(19)	3%	(27)	3%	(26)	84%	(680)	805
Favorable of Biden	3%	(26)	4%	(35)	5%	(45)	4%	(43)	5%	(50)	2%	(22)	77%	(748)	969
Unfavorable of Biden	2%	(24)	1%	(15)	5%	(59)	3%	(31)	3%	(40)	3%	(36)	82%	(929)	1134
Very Favorable of Biden	4%	(20)	6%	(27)	6%	(27)	5%	(23)	7%	(33)	3%	(17)	70%	(336)	482
Somewhat Favorable of Biden	1%	(6)	2%	(9)	4%	(18)	4%	(20)	4%	(17)	1%	(5)	85%	(412)	487
Somewhat Unfavorable of Biden	2%	(7)	1%	(4)	7%	(21)	2%	(7)	4%	(11)	3%	(10)	80%	(239)	299
Very Unfavorable of Biden	2%	(17)	1%	(11)	5%	(39)	3%	(24)	3%	(29)	3%	(26)	83%	(690)	835
#1 Issue: Economy	2%	(19)	2%	(19)	5%	(47)	4%	(34)	4%	(40)	2%	(18)	81%	(736)	913
#1 Issue: Security	2%	(6)	3%	(6)	5%	(12)	3%	(7)	2%	(4)	7%	(18)	79%	(191)	243
#1 Issue: Health Care	4%	(6)	4%	(7)	7%	(12)	6%	(10)	7%	(11)	2%	(3)	72%	(122)	170
#1 Issue: Medicare / Social Security	2%	(6)	1%	(4)	4%	(11)	2%	(5)	3%	(8)	2%	(5)	86%	(228)	266
#1 Issue: Women's Issues	4%	(12)	3%	(8)	5%	(16)	5%	(15)	6%	(19)	3%	(8)	75%	(234)	311
#1 Issue: Education	6%	(3)	9%	(5)	7%	(4)	7%	(4)	10%	(6)	4%	(2)	57%	(34)	59
#1 Issue: Energy	2%	(2)	4%	(5)	8%	(11)	5%	(7)	3%	(4)	4%	(6)	73%	(98)	134
#1 Issue: Other	1%	(1)	1%	(1)	1%	(1)	—	(0)	3%	(3)	2%	(2)	93%	(106)	115
2020 Vote: Joe Biden	3%	(31)	3%	(32)	6%	(55)	4%	(39)	5%	(45)	2%	(15)	77%	(728)	945
2020 Vote: Donald Trump	2%	(12)	2%	(15)	4%	(31)	3%	(24)	3%	(23)	3%	(25)	83%	(611)	740
2020 Vote: Other	3%	(2)	1%	(1)	9%	(6)	3%	(2)	1%	(1)	4%	(2)	80%	(54)	67
2020 Vote: Didn't Vote	3%	(12)	2%	(8)	4%	(20)	4%	(17)	6%	(26)	4%	(20)	78%	(356)	459
2018 House Vote: Democrat	3%	(26)	4%	(27)	6%	(42)	4%	(32)	5%	(35)	2%	(13)	77%	(579)	755
2018 House Vote: Republican	2%	(10)	2%	(10)	4%	(23)	3%	(19)	4%	(21)	2%	(13)	84%	(492)	589
2018 House Vote: Someone else	6%	(3)	—	(0)	9%	(4)	1%	(0)	2%	(1)	4%	(2)	79%	(39)	50
2016 Vote: Hillary Clinton	4%	(26)	3%	(22)	6%	(42)	4%	(27)	5%	(35)	2%	(12)	76%	(531)	695
2016 Vote: Donald Trump	1%	(8)	2%	(12)	4%	(26)	3%	(20)	3%	(19)	2%	(15)	85%	(556)	656
2016 Vote: Other	3%	(3)	1%	(1)	5%	(5)	2%	(2)	1%	(1)	1%	(1)	86%	(74)	86
2016 Vote: Didn't Vote	2%	(19)	3%	(21)	5%	(38)	4%	(30)	5%	(37)	5%	(35)	76%	(584)	765

Table MCFE41_13: *How often did you use the following services in the past month?*

Discovery+ with ads

Demographic	Multiple times a day		Once daily		A few times per week		Once per week		A few times		Once		Never		Total N
Adults	3%	(56)	3%	(56)	5%	(112)	4%	(81)	4%	(94)	3%	(63)	79%	(1748)	2210
Voted in 2014: Yes	2%	(30)	2%	(27)	5%	(61)	3%	(40)	4%	(53)	2%	(28)	81%	(988)	1227
Voted in 2014: No	3%	(26)	3%	(28)	5%	(51)	4%	(42)	4%	(41)	4%	(35)	77%	(760)	983
4-Region: Northeast	2%	(7)	3%	(10)	5%	(19)	2%	(6)	5%	(19)	2%	(7)	82%	(314)	383
4-Region: Midwest	3%	(12)	3%	(14)	4%	(20)	3%	(13)	4%	(16)	3%	(11)	81%	(371)	456
4-Region: South	3%	(26)	2%	(21)	6%	(47)	5%	(41)	4%	(37)	3%	(29)	76%	(644)	844
4-Region: West	2%	(12)	2%	(11)	5%	(26)	4%	(21)	4%	(22)	3%	(15)	80%	(419)	527
TikTok Users	5%	(36)	4%	(35)	7%	(53)	6%	(46)	7%	(53)	4%	(32)	68%	(539)	793
Twitch Users	4%	(9)	10%	(21)	8%	(18)	6%	(14)	7%	(15)	1%	(3)	63%	(136)	216
2022 Sports Viewers/Attendees	2%	(31)	3%	(48)	5%	(79)	4%	(66)	5%	(74)	3%	(43)	77%	(1133)	1475
Monthly Moviegoers	7%	(21)	9%	(28)	12%	(39)	5%	(17)	7%	(21)	3%	(9)	58%	(186)	320
Few Times per Year + Moviegoers	4%	(38)	4%	(41)	8%	(74)	6%	(52)	6%	(51)	2%	(19)	70%	(645)	920
Heard Smile Campaign	4%	(25)	7%	(39)	10%	(55)	9%	(47)	7%	(36)	4%	(20)	60%	(329)	551
Heard Minion Campaign	6%	(33)	7%	(37)	10%	(56)	7%	(39)	6%	(30)	3%	(15)	61%	(330)	540
Listens to Podcasts	4%	(46)	4%	(50)	8%	(89)	6%	(69)	5%	(62)	4%	(42)	68%	(775)	1132
Streaming Services User	3%	(54)	3%	(56)	6%	(110)	5%	(80)	5%	(92)	3%	(56)	75%	(1326)	1773
Netflix User	4%	(52)	4%	(53)	7%	(102)	5%	(75)	5%	(78)	3%	(51)	72%	(1063)	1474
Disney+ User	5%	(46)	5%	(50)	10%	(97)	8%	(74)	8%	(75)	5%	(46)	60%	(595)	984
Heterosexual or straight	2%	(44)	2%	(48)	5%	(100)	3%	(65)	4%	(86)	3%	(50)	80%	(1578)	1971
Gay	6%	(4)	6%	(4)	—	(0)	7%	(5)	5%	(4)	7%	(5)	68%	(46)	68
Bisexual	8%	(7)	4%	(3)	5%	(4)	2%	(2)	3%	(3)	4%	(4)	74%	(65)	88
Yes	8%	(6)	1%	(0)	7%	(5)	8%	(6)	1%	(1)	5%	(4)	69%	(49)	70
No	2%	(50)	3%	(55)	5%	(108)	4%	(75)	4%	(93)	3%	(59)	79%	(1699)	2140

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

Table MCFE41_14: *How often did you use the following services in the past month?*

Discovery+ without ads

Demographic	Multiple times a day		Once daily		A few times per week		Once per week		A few times		Once		Never		Total N
Adults	2%	(49)	2%	(44)	6%	(134)	3%	(68)	3%	(72)	2%	(53)	81%	(1791)	2210
Gender: Male	2%	(22)	2%	(22)	6%	(68)	4%	(41)	3%	(32)	3%	(27)	80%	(856)	1068
Gender: Female	2%	(27)	2%	(22)	6%	(66)	2%	(27)	4%	(40)	2%	(26)	82%	(935)	1142
Age: 18-34	5%	(29)	3%	(19)	9%	(58)	5%	(35)	5%	(30)	3%	(18)	71%	(453)	642
Age: 35-44	3%	(10)	3%	(12)	9%	(33)	4%	(15)	4%	(15)	3%	(12)	74%	(269)	365
Age: 45-64	1%	(10)	1%	(10)	5%	(33)	2%	(18)	2%	(17)	2%	(18)	85%	(609)	714
Age: 65+	—	(0)	1%	(3)	2%	(10)	—	(1)	2%	(10)	1%	(6)	94%	(460)	489
GenZers: 1997-2012	5%	(13)	3%	(9)	8%	(22)	7%	(18)	6%	(15)	3%	(8)	67%	(172)	256
Millennials: 1981-1996	4%	(23)	3%	(21)	9%	(60)	4%	(28)	4%	(26)	3%	(19)	73%	(475)	653
GenXers: 1965-1980	2%	(12)	2%	(10)	7%	(37)	3%	(18)	3%	(15)	3%	(16)	81%	(447)	555
Baby Boomers: 1946-1964	—	(1)	1%	(3)	2%	(14)	1%	(4)	2%	(14)	2%	(10)	93%	(625)	673
PID: Dem (no lean)	3%	(27)	3%	(28)	7%	(56)	5%	(39)	3%	(26)	2%	(15)	78%	(668)	860
PID: Ind (no lean)	2%	(12)	1%	(5)	5%	(34)	2%	(13)	3%	(19)	3%	(17)	85%	(574)	674
PID: Rep (no lean)	2%	(10)	2%	(11)	6%	(44)	2%	(16)	4%	(27)	3%	(20)	81%	(548)	676
PID/Gender: Dem Men	3%	(12)	3%	(14)	10%	(39)	6%	(25)	3%	(12)	2%	(8)	72%	(284)	394
PID/Gender: Dem Women	3%	(15)	3%	(14)	4%	(17)	3%	(14)	3%	(14)	2%	(7)	83%	(385)	465
PID/Gender: Ind Men	2%	(6)	1%	(3)	3%	(9)	2%	(8)	2%	(8)	4%	(12)	86%	(298)	345
PID/Gender: Ind Women	2%	(5)	1%	(2)	8%	(25)	1%	(5)	3%	(11)	1%	(5)	84%	(276)	329
PID/Gender: Rep Men	1%	(4)	1%	(5)	6%	(20)	2%	(8)	4%	(12)	2%	(6)	83%	(274)	328
PID/Gender: Rep Women	2%	(6)	2%	(6)	7%	(24)	2%	(8)	4%	(15)	4%	(14)	79%	(274)	348
Ideo: Liberal (1-3)	3%	(18)	3%	(17)	6%	(40)	4%	(27)	3%	(22)	2%	(12)	79%	(520)	656
Ideo: Moderate (4)	1%	(11)	2%	(12)	8%	(58)	3%	(26)	3%	(22)	3%	(24)	80%	(598)	751
Ideo: Conservative (5-7)	2%	(14)	2%	(11)	5%	(30)	2%	(14)	4%	(24)	2%	(14)	84%	(561)	666
Educ: < College	3%	(38)	2%	(28)	6%	(93)	3%	(49)	3%	(38)	3%	(40)	80%	(1152)	1437
Educ: Bachelors degree	2%	(8)	2%	(10)	6%	(29)	3%	(14)	4%	(19)	2%	(8)	82%	(403)	491
Educ: Post-grad	1%	(3)	2%	(5)	4%	(11)	2%	(5)	6%	(16)	2%	(5)	84%	(236)	282
Income: Under 50k	2%	(28)	2%	(25)	6%	(74)	3%	(38)	3%	(34)	3%	(32)	82%	(1040)	1271
Income: 50k-100k	2%	(16)	2%	(15)	6%	(39)	4%	(27)	3%	(22)	2%	(13)	80%	(525)	656
Income: 100k+	2%	(5)	1%	(4)	7%	(21)	1%	(3)	6%	(16)	3%	(8)	80%	(226)	283
Ethnicity: White	2%	(30)	2%	(29)	6%	(101)	2%	(40)	3%	(48)	2%	(35)	83%	(1428)	1711
Ethnicity: Hispanic	3%	(13)	2%	(9)	11%	(41)	6%	(21)	3%	(12)	3%	(11)	71%	(267)	374

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Table MCFE41_14: *How often did you use the following services in the past month?*

Discovery+ without ads

Demographic	Multiple times a day		Once daily		A few times per week		Once per week		A few times		Once		Never		Total N
Adults	2%	(49)	2%	(44)	6%	(134)	3%	(68)	3%	(72)	2%	(53)	81%	(1791)	2210
Ethnicity: Black	5%	(14)	3%	(8)	9%	(26)	5%	(15)	4%	(11)	4%	(12)	69%	(195)	282
Ethnicity: Other	2%	(4)	3%	(6)	3%	(7)	6%	(14)	6%	(12)	2%	(5)	77%	(168)	217
All Christian	2%	(18)	2%	(21)	6%	(61)	3%	(29)	3%	(27)	2%	(20)	83%	(852)	1029
All Non-Christian	2%	(2)	2%	(3)	6%	(8)	4%	(5)	9%	(12)	1%	(1)	77%	(99)	129
Atheist	1%	(1)	1%	(1)	7%	(7)	4%	(4)	—	(0)	2%	(2)	85%	(85)	99
Agnostic/Nothing in particular	2%	(13)	2%	(10)	6%	(36)	4%	(21)	1%	(9)	2%	(14)	82%	(484)	587
Something Else	4%	(14)	2%	(9)	6%	(22)	2%	(9)	7%	(25)	4%	(16)	74%	(271)	365
Religious Non-Protestant/Catholic	1%	(2)	3%	(4)	7%	(11)	6%	(9)	8%	(12)	1%	(1)	74%	(113)	154
Evangelical	3%	(18)	3%	(14)	8%	(45)	2%	(10)	6%	(31)	3%	(18)	76%	(422)	558
Non-Evangelical	2%	(13)	2%	(14)	4%	(34)	3%	(22)	2%	(19)	2%	(18)	85%	(672)	792
Community: Urban	3%	(16)	3%	(20)	10%	(64)	4%	(28)	4%	(22)	3%	(19)	73%	(468)	638
Community: Suburban	2%	(21)	1%	(13)	4%	(42)	3%	(27)	3%	(28)	2%	(22)	85%	(861)	1014
Community: Rural	2%	(12)	2%	(11)	5%	(28)	2%	(13)	4%	(22)	2%	(12)	83%	(461)	558
Employ: Private Sector	2%	(16)	3%	(22)	8%	(51)	4%	(29)	4%	(27)	3%	(18)	75%	(491)	654
Employ: Government	6%	(8)	1%	(2)	12%	(17)	4%	(6)	5%	(6)	4%	(5)	68%	(93)	136
Employ: Self-Employed	5%	(8)	3%	(6)	7%	(12)	3%	(5)	5%	(8)	4%	(6)	73%	(121)	166
Employ: Homemaker	3%	(5)	3%	(5)	9%	(18)	3%	(6)	3%	(6)	3%	(6)	76%	(145)	190
Employ: Student	5%	(3)	1%	(1)	11%	(7)	3%	(2)	5%	(3)	4%	(3)	71%	(44)	62
Employ: Retired	1%	(3)	—	(3)	2%	(14)	1%	(4)	2%	(13)	1%	(8)	92%	(519)	563
Employ: Unemployed	1%	(3)	1%	(4)	3%	(8)	2%	(6)	2%	(6)	2%	(6)	89%	(269)	301
Employ: Other	2%	(2)	2%	(2)	5%	(7)	9%	(12)	2%	(3)	1%	(2)	79%	(109)	137
Military HH: Yes	4%	(12)	3%	(10)	5%	(15)	2%	(6)	3%	(8)	2%	(6)	80%	(228)	283
Military HH: No	2%	(37)	2%	(34)	6%	(119)	3%	(62)	3%	(65)	2%	(47)	81%	(1563)	1927
RD/WT: Right Direction	3%	(17)	4%	(29)	9%	(62)	5%	(33)	4%	(25)	3%	(17)	73%	(483)	666
RD/WT: Wrong Track	2%	(32)	1%	(15)	5%	(72)	2%	(35)	3%	(47)	2%	(36)	85%	(1307)	1544
Biden Job Approve	2%	(19)	3%	(30)	8%	(79)	4%	(37)	3%	(32)	2%	(20)	77%	(752)	970
Biden Job Disapprove	2%	(23)	1%	(13)	4%	(45)	2%	(26)	3%	(39)	3%	(31)	85%	(967)	1144

Continued on next page

Table MCFE41_14: *How often did you use the following services in the past month?*

Discovery+ without ads

Demographic	Multiple times a day		Once daily		A few times per week		Once per week		A few times		Once		Never		Total N
Adults	2%	(49)	2%	(44)	6%	(134)	3%	(68)	3%	(72)	2%	(53)	81%	(1791)	2210
Biden Job Strongly Approve	3%	(11)	4%	(15)	10%	(43)	5%	(20)	5%	(20)	1%	(5)	74%	(318)	433
Biden Job Somewhat Approve	2%	(8)	3%	(15)	7%	(36)	3%	(17)	2%	(12)	3%	(15)	81%	(433)	537
Biden Job Somewhat Disapprove	3%	(10)	1%	(3)	5%	(15)	3%	(10)	3%	(10)	3%	(12)	82%	(279)	339
Biden Job Strongly Disapprove	2%	(13)	1%	(10)	4%	(29)	2%	(16)	4%	(29)	2%	(20)	85%	(688)	805
Favorable of Biden	2%	(21)	3%	(27)	7%	(66)	3%	(30)	3%	(29)	2%	(20)	80%	(775)	969
Unfavorable of Biden	2%	(23)	1%	(15)	5%	(56)	3%	(32)	4%	(40)	3%	(31)	83%	(937)	1134
Very Favorable of Biden	2%	(11)	4%	(17)	9%	(46)	4%	(18)	4%	(17)	2%	(11)	75%	(363)	482
Somewhat Favorable of Biden	2%	(10)	2%	(10)	4%	(21)	2%	(12)	2%	(12)	2%	(10)	85%	(413)	487
Somewhat Unfavorable of Biden	3%	(10)	2%	(5)	7%	(20)	3%	(9)	3%	(10)	2%	(7)	80%	(239)	299
Very Unfavorable of Biden	2%	(13)	1%	(10)	4%	(36)	3%	(23)	4%	(31)	3%	(25)	84%	(698)	835
#1 Issue: Economy	2%	(19)	2%	(19)	6%	(58)	3%	(30)	3%	(31)	2%	(20)	81%	(736)	913
#1 Issue: Security	3%	(6)	—	(1)	6%	(14)	3%	(7)	4%	(11)	2%	(5)	82%	(200)	243
#1 Issue: Health Care	5%	(8)	3%	(6)	11%	(20)	3%	(5)	2%	(4)	2%	(3)	73%	(125)	170
#1 Issue: Medicare / Social Security	1%	(2)	1%	(2)	5%	(14)	2%	(6)	1%	(2)	2%	(5)	88%	(234)	266
#1 Issue: Women's Issues	2%	(6)	3%	(8)	6%	(19)	4%	(13)	4%	(11)	3%	(8)	79%	(245)	311
#1 Issue: Education	8%	(5)	5%	(3)	10%	(6)	5%	(3)	5%	(3)	4%	(3)	61%	(36)	59
#1 Issue: Energy	1%	(1)	3%	(4)	3%	(4)	3%	(4)	6%	(8)	6%	(8)	79%	(105)	134
#1 Issue: Other	—	(1)	1%	(1)	—	(1)	—	(0)	2%	(2)	1%	(1)	96%	(110)	115
2020 Vote: Joe Biden	2%	(22)	2%	(20)	7%	(62)	3%	(31)	4%	(33)	2%	(23)	80%	(753)	945
2020 Vote: Donald Trump	2%	(15)	2%	(12)	6%	(42)	3%	(21)	3%	(23)	2%	(18)	82%	(608)	740
2020 Vote: Other	2%	(1)	—	(0)	8%	(5)	1%	(1)	4%	(3)	1%	(1)	84%	(56)	67
2020 Vote: Didn't Vote	2%	(10)	2%	(11)	5%	(25)	3%	(16)	3%	(13)	2%	(11)	81%	(373)	459
2018 House Vote: Democrat	3%	(22)	3%	(24)	6%	(43)	3%	(20)	4%	(28)	3%	(19)	79%	(599)	755
2018 House Vote: Republican	2%	(10)	1%	(5)	6%	(33)	1%	(8)	3%	(19)	2%	(12)	85%	(502)	589
2018 House Vote: Someone else	—	(0)	4%	(2)	13%	(7)	—	(0)	3%	(1)	1%	(1)	79%	(39)	50
2016 Vote: Hillary Clinton	2%	(17)	3%	(19)	6%	(41)	3%	(20)	4%	(27)	3%	(18)	79%	(552)	695
2016 Vote: Donald Trump	2%	(12)	1%	(7)	6%	(40)	1%	(10)	3%	(18)	2%	(13)	85%	(556)	656
2016 Vote: Other	2%	(1)	—	(0)	3%	(2)	3%	(2)	2%	(2)	2%	(2)	88%	(75)	86
2016 Vote: Didn't Vote	2%	(18)	2%	(17)	6%	(49)	5%	(36)	3%	(23)	3%	(20)	79%	(602)	765

Table MCFE41_14: *How often did you use the following services in the past month?*

Discovery+ without ads

Demographic	Multiple times a day		Once daily		A few times per week		Once per week		A few times		Once		Never		Total N
Adults	2%	(49)	2%	(44)	6%	(134)	3%	(68)	3%	(72)	2%	(53)	81%	(1791)	2210
Voted in 2014: Yes	2%	(28)	2%	(26)	6%	(68)	2%	(24)	4%	(44)	2%	(28)	82%	(1009)	1227
Voted in 2014: No	2%	(21)	2%	(17)	7%	(66)	4%	(44)	3%	(28)	3%	(25)	80%	(782)	983
4-Region: Northeast	1%	(5)	2%	(8)	3%	(12)	2%	(9)	3%	(12)	2%	(9)	85%	(327)	383
4-Region: Midwest	4%	(17)	2%	(10)	4%	(20)	3%	(12)	2%	(10)	2%	(9)	83%	(379)	456
4-Region: South	2%	(19)	2%	(15)	7%	(60)	4%	(31)	5%	(40)	3%	(22)	78%	(656)	844
4-Region: West	2%	(8)	2%	(11)	8%	(41)	3%	(15)	2%	(10)	2%	(13)	81%	(428)	527
TikTok Users	4%	(32)	3%	(24)	10%	(79)	4%	(35)	5%	(38)	4%	(32)	70%	(552)	793
Twitch Users	5%	(10)	6%	(13)	11%	(24)	4%	(8)	6%	(12)	3%	(7)	66%	(141)	216
2022 Sports Viewers/Attendees	2%	(36)	2%	(33)	7%	(102)	4%	(53)	4%	(54)	3%	(38)	79%	(1158)	1475
Monthly Moviegoers	6%	(18)	6%	(20)	13%	(42)	5%	(17)	6%	(19)	2%	(8)	61%	(196)	320
Few Times per Year + Moviegoers	3%	(30)	3%	(29)	9%	(86)	4%	(41)	5%	(47)	3%	(26)	72%	(660)	920
Heard Smile Campaign	5%	(29)	5%	(27)	15%	(82)	6%	(34)	7%	(40)	3%	(16)	59%	(324)	551
Heard Minion Campaign	5%	(28)	5%	(26)	13%	(71)	5%	(29)	5%	(29)	3%	(17)	63%	(340)	540
Listens to Podcasts	3%	(37)	3%	(37)	10%	(108)	5%	(60)	5%	(59)	3%	(33)	70%	(796)	1132
Streaming Services User	3%	(48)	2%	(44)	7%	(130)	4%	(66)	4%	(72)	3%	(49)	77%	(1365)	1773
Netflix User	3%	(48)	3%	(42)	8%	(122)	4%	(65)	4%	(65)	3%	(45)	74%	(1087)	1474
Disney+ User	5%	(44)	4%	(40)	12%	(118)	6%	(56)	7%	(67)	3%	(31)	64%	(628)	984
Heterosexual or straight	2%	(44)	2%	(40)	6%	(118)	3%	(61)	3%	(64)	2%	(47)	81%	(1596)	1971
Gay	—	(0)	—	(0)	1%	(1)	6%	(4)	5%	(3)	1%	(1)	87%	(59)	68
Bisexual	5%	(4)	1%	(1)	10%	(9)	1%	(1)	2%	(2)	1%	(1)	80%	(71)	88
Yes	4%	(3)	1%	(1)	14%	(10)	3%	(2)	2%	(2)	3%	(2)	73%	(51)	70
No	2%	(46)	2%	(43)	6%	(124)	3%	(66)	3%	(71)	2%	(51)	81%	(1739)	2140

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

Table MCFE41_15: *How often did you use the following services in the past month?*

Paramount+ with ads

Demographic	Multiple times a day		Once daily		A few times per week		Once per week		A few times		Once		Never		Total N
Adults	4%	(81)	4%	(94)	7%	(162)	4%	(90)	5%	(120)	3%	(61)	72%	(1602)	2210
Gender: Male	4%	(42)	4%	(43)	7%	(75)	5%	(52)	5%	(56)	3%	(33)	72%	(768)	1068
Gender: Female	3%	(39)	4%	(51)	8%	(87)	3%	(38)	6%	(64)	3%	(29)	73%	(834)	1142
Age: 18-34	6%	(37)	6%	(40)	8%	(54)	6%	(38)	6%	(41)	4%	(27)	63%	(404)	642
Age: 35-44	2%	(9)	6%	(21)	11%	(39)	6%	(23)	7%	(26)	3%	(13)	64%	(235)	365
Age: 45-64	4%	(27)	4%	(26)	7%	(52)	4%	(25)	5%	(39)	2%	(11)	75%	(533)	714
Age: 65+	2%	(8)	1%	(6)	3%	(17)	1%	(4)	3%	(15)	2%	(10)	88%	(429)	489
GenZers: 1997-2012	5%	(13)	6%	(15)	8%	(20)	9%	(22)	6%	(15)	7%	(17)	60%	(154)	256
Millennials: 1981-1996	5%	(31)	6%	(42)	10%	(64)	5%	(34)	6%	(42)	3%	(19)	65%	(421)	653
GenXers: 1965-1980	5%	(27)	5%	(26)	8%	(45)	4%	(22)	6%	(35)	2%	(11)	70%	(390)	555
Baby Boomers: 1946-1964	1%	(9)	1%	(9)	5%	(31)	2%	(12)	4%	(27)	2%	(14)	85%	(571)	673
PID: Dem (no lean)	6%	(50)	6%	(53)	7%	(58)	4%	(35)	5%	(45)	2%	(21)	69%	(597)	860
PID: Ind (no lean)	3%	(23)	2%	(16)	7%	(48)	4%	(24)	6%	(43)	3%	(19)	74%	(501)	674
PID: Rep (no lean)	1%	(8)	4%	(25)	8%	(55)	5%	(31)	5%	(33)	3%	(21)	75%	(504)	676
PID/Gender: Dem Men	7%	(27)	7%	(29)	6%	(25)	6%	(25)	5%	(20)	4%	(15)	64%	(253)	394
PID/Gender: Dem Women	5%	(23)	5%	(24)	7%	(33)	2%	(11)	5%	(25)	1%	(6)	74%	(344)	465
PID/Gender: Ind Men	3%	(11)	1%	(5)	7%	(25)	3%	(10)	6%	(22)	3%	(9)	76%	(263)	345
PID/Gender: Ind Women	4%	(13)	3%	(11)	7%	(23)	4%	(14)	6%	(21)	3%	(10)	72%	(238)	329
PID/Gender: Rep Men	1%	(4)	3%	(9)	8%	(25)	5%	(17)	4%	(14)	2%	(8)	77%	(252)	328
PID/Gender: Rep Women	1%	(4)	5%	(16)	9%	(31)	4%	(13)	6%	(19)	4%	(12)	73%	(252)	348
Ideo: Liberal (1-3)	4%	(26)	5%	(34)	8%	(51)	4%	(28)	6%	(42)	3%	(22)	69%	(454)	656
Ideo: Moderate (4)	4%	(33)	5%	(36)	7%	(51)	4%	(33)	6%	(42)	3%	(20)	71%	(536)	751
Ideo: Conservative (5-7)	2%	(14)	3%	(19)	8%	(51)	3%	(20)	4%	(29)	3%	(17)	77%	(516)	666
Educ: < College	5%	(67)	4%	(59)	7%	(106)	4%	(60)	6%	(84)	3%	(44)	71%	(1017)	1437
Educ: Bachelors degree	2%	(10)	5%	(24)	6%	(30)	5%	(23)	6%	(28)	2%	(12)	75%	(366)	491
Educ: Post-grad	2%	(5)	4%	(11)	9%	(26)	3%	(8)	3%	(8)	2%	(5)	78%	(219)	282
Income: Under 50k	4%	(45)	4%	(52)	7%	(91)	4%	(50)	5%	(67)	3%	(33)	73%	(933)	1271
Income: 50k-100k	4%	(25)	4%	(26)	7%	(48)	5%	(32)	6%	(42)	3%	(20)	71%	(463)	656
Income: 100k+	4%	(11)	5%	(15)	8%	(23)	3%	(8)	4%	(12)	3%	(8)	73%	(206)	283
Ethnicity: White	3%	(44)	4%	(69)	7%	(113)	4%	(62)	5%	(85)	3%	(45)	76%	(1293)	1711
Ethnicity: Hispanic	5%	(20)	7%	(28)	8%	(32)	5%	(17)	4%	(16)	3%	(10)	67%	(251)	374

Continued on next page

Table MCFE41_15: *How often did you use the following services in the past month?*

Paramount+ with ads

Demographic	Multiple times a day		Once daily		A few times per week		Once per week		A few times		Once		Never		Total N
Adults	4%	(81)	4%	(94)	7%	(162)	4%	(90)	5%	(120)	3%	(61)	72%	(1602)	2210
Ethnicity: Black	11%	(31)	6%	(16)	9%	(26)	5%	(14)	9%	(26)	5%	(13)	56%	(157)	282
Ethnicity: Other	3%	(6)	4%	(9)	11%	(23)	7%	(15)	4%	(10)	2%	(4)	70%	(151)	217
All Christian	3%	(30)	4%	(46)	7%	(75)	4%	(43)	5%	(47)	2%	(18)	75%	(771)	1029
All Non-Christian	2%	(3)	4%	(5)	12%	(15)	6%	(8)	6%	(7)	3%	(4)	67%	(86)	129
Atheist	2%	(2)	3%	(3)	1%	(1)	5%	(5)	7%	(7)	2%	(2)	80%	(80)	99
Agnostic/Nothing in particular	4%	(21)	4%	(26)	7%	(41)	4%	(22)	6%	(33)	3%	(20)	72%	(425)	587
Something Else	7%	(24)	4%	(14)	8%	(29)	3%	(13)	7%	(27)	5%	(18)	66%	(241)	365
Religious Non-Protestant/Catholic	2%	(3)	5%	(7)	10%	(15)	7%	(11)	5%	(8)	4%	(6)	68%	(105)	154
Evangelical	5%	(26)	4%	(20)	10%	(54)	3%	(19)	6%	(35)	3%	(16)	69%	(387)	558
Non-Evangelical	3%	(27)	5%	(37)	6%	(47)	4%	(34)	4%	(35)	2%	(17)	75%	(595)	792
Community: Urban	4%	(28)	6%	(36)	8%	(51)	6%	(38)	6%	(37)	2%	(13)	68%	(434)	638
Community: Suburban	4%	(38)	3%	(35)	7%	(70)	3%	(34)	5%	(50)	3%	(33)	74%	(753)	1014
Community: Rural	3%	(15)	4%	(22)	7%	(40)	3%	(18)	6%	(33)	3%	(15)	74%	(415)	558
Employ: Private Sector	4%	(25)	7%	(44)	9%	(60)	5%	(30)	6%	(40)	2%	(14)	67%	(440)	654
Employ: Government	8%	(11)	4%	(6)	7%	(9)	9%	(13)	10%	(14)	3%	(5)	58%	(79)	136
Employ: Self-Employed	8%	(13)	2%	(3)	11%	(19)	5%	(9)	6%	(10)	3%	(4)	65%	(108)	166
Employ: Homemaker	5%	(10)	4%	(7)	8%	(14)	5%	(9)	7%	(13)	4%	(8)	68%	(129)	190
Employ: Student	1%	(0)	11%	(7)	8%	(5)	6%	(4)	2%	(1)	5%	(3)	67%	(42)	62
Employ: Retired	2%	(10)	2%	(10)	4%	(23)	2%	(10)	4%	(24)	2%	(11)	84%	(475)	563
Employ: Unemployed	2%	(5)	2%	(7)	6%	(17)	2%	(6)	4%	(11)	4%	(12)	81%	(243)	301
Employ: Other	5%	(7)	7%	(10)	10%	(14)	7%	(10)	5%	(7)	3%	(5)	62%	(85)	137
Military HH: Yes	3%	(8)	4%	(11)	6%	(18)	3%	(9)	4%	(12)	6%	(16)	74%	(211)	283
Military HH: No	4%	(73)	4%	(83)	7%	(143)	4%	(82)	6%	(109)	2%	(46)	72%	(1391)	1927
RD/WT: Right Direction	7%	(44)	7%	(46)	9%	(61)	5%	(31)	5%	(35)	3%	(21)	64%	(428)	666
RD/WT: Wrong Track	2%	(37)	3%	(47)	7%	(101)	4%	(60)	5%	(85)	3%	(40)	76%	(1173)	1544
Biden Job Approve	6%	(54)	5%	(45)	8%	(78)	5%	(48)	5%	(51)	3%	(26)	69%	(669)	970
Biden Job Disapprove	2%	(22)	4%	(43)	7%	(75)	4%	(40)	5%	(61)	3%	(33)	76%	(870)	1144

Continued on next page

Table MCFE41_15: *How often did you use the following services in the past month?*

Paramount+ with ads

Demographic	Multiple times a day		Once daily		A few times per week		Once per week		A few times		Once		Never		Total N
Adults	4%	(81)	4%	(94)	7%	(162)	4%	(90)	5%	(120)	3%	(61)	72%	(1602)	2210
Biden Job Strongly Approve	7%	(32)	5%	(22)	10%	(44)	6%	(24)	4%	(19)	3%	(14)	64%	(278)	433
Biden Job Somewhat Approve	4%	(22)	4%	(23)	6%	(34)	4%	(24)	6%	(32)	2%	(11)	73%	(391)	537
Biden Job Somewhat Disapprove	3%	(10)	5%	(18)	7%	(24)	3%	(12)	5%	(16)	4%	(12)	73%	(247)	339
Biden Job Strongly Disapprove	2%	(12)	3%	(25)	6%	(51)	4%	(29)	5%	(44)	3%	(22)	77%	(622)	805
Favorable of Biden	5%	(50)	4%	(39)	8%	(75)	4%	(41)	5%	(52)	3%	(24)	71%	(688)	969
Unfavorable of Biden	2%	(23)	5%	(51)	7%	(79)	4%	(42)	5%	(58)	3%	(34)	75%	(847)	1134
Very Favorable of Biden	7%	(35)	4%	(21)	9%	(45)	4%	(18)	6%	(28)	3%	(16)	66%	(319)	482
Somewhat Favorable of Biden	3%	(16)	4%	(19)	6%	(30)	5%	(23)	5%	(24)	2%	(8)	76%	(368)	487
Somewhat Unfavorable of Biden	3%	(9)	7%	(20)	8%	(23)	3%	(10)	4%	(13)	4%	(13)	71%	(211)	299
Very Unfavorable of Biden	2%	(14)	4%	(31)	7%	(56)	4%	(32)	5%	(45)	3%	(22)	76%	(636)	835
#1 Issue: Economy	3%	(30)	4%	(35)	7%	(65)	4%	(39)	7%	(62)	3%	(23)	72%	(659)	913
#1 Issue: Security	2%	(5)	4%	(11)	9%	(22)	4%	(10)	3%	(7)	4%	(10)	73%	(177)	243
#1 Issue: Health Care	6%	(11)	5%	(9)	11%	(18)	4%	(7)	4%	(7)	4%	(6)	66%	(112)	170
#1 Issue: Medicare / Social Security	2%	(5)	2%	(4)	6%	(15)	3%	(8)	5%	(12)	3%	(7)	81%	(215)	266
#1 Issue: Women's Issues	5%	(15)	5%	(17)	7%	(22)	5%	(16)	4%	(12)	2%	(6)	71%	(221)	311
#1 Issue: Education	2%	(1)	10%	(6)	7%	(4)	7%	(4)	10%	(6)	5%	(3)	59%	(35)	59
#1 Issue: Energy	7%	(9)	6%	(8)	8%	(11)	4%	(5)	7%	(10)	2%	(2)	66%	(88)	134
#1 Issue: Other	3%	(3)	3%	(4)	3%	(4)	1%	(1)	4%	(4)	3%	(3)	83%	(95)	115
2020 Vote: Joe Biden	6%	(53)	5%	(44)	7%	(69)	4%	(36)	5%	(49)	3%	(25)	71%	(668)	945
2020 Vote: Donald Trump	2%	(17)	3%	(25)	7%	(53)	4%	(29)	5%	(36)	3%	(21)	75%	(558)	740
2020 Vote: Other	2%	(1)	4%	(3)	9%	(6)	6%	(4)	7%	(5)	2%	(1)	70%	(47)	67
2020 Vote: Didn't Vote	2%	(10)	5%	(21)	7%	(33)	5%	(21)	7%	(31)	3%	(14)	72%	(328)	459
2018 House Vote: Democrat	6%	(44)	6%	(43)	8%	(58)	3%	(26)	6%	(45)	2%	(16)	69%	(524)	755
2018 House Vote: Republican	2%	(12)	3%	(16)	7%	(41)	4%	(23)	4%	(22)	2%	(13)	78%	(462)	589
2018 House Vote: Someone else	7%	(3)	4%	(2)	15%	(7)	7%	(3)	9%	(5)	2%	(1)	56%	(28)	50
2016 Vote: Hillary Clinton	6%	(43)	5%	(33)	7%	(50)	4%	(28)	5%	(38)	2%	(17)	70%	(487)	695
2016 Vote: Donald Trump	2%	(12)	3%	(21)	7%	(46)	4%	(25)	4%	(29)	3%	(19)	77%	(504)	656
2016 Vote: Other	4%	(3)	3%	(3)	6%	(6)	3%	(2)	4%	(4)	1%	(1)	78%	(66)	86
2016 Vote: Didn't Vote	3%	(23)	5%	(36)	7%	(57)	4%	(34)	6%	(46)	3%	(24)	71%	(544)	765

Continued on next page

Table MCFE41_15: *How often did you use the following services in the past month?*
Paramount+ with ads

Demographic	Multiple times a day		Once daily		A few times per week		Once per week		A few times		Once		Never		Total N
Adults	4%	(81)	4%	(94)	7%	(162)	4%	(90)	5%	(120)	3%	(61)	72%	(1602)	2210
Voted in 2014: Yes	4%	(47)	4%	(53)	8%	(94)	3%	(42)	5%	(66)	2%	(26)	73%	(899)	1227
Voted in 2014: No	3%	(34)	4%	(41)	7%	(68)	5%	(49)	5%	(54)	4%	(36)	71%	(703)	983
4-Region: Northeast	3%	(13)	4%	(15)	9%	(33)	4%	(16)	4%	(17)	2%	(7)	74%	(282)	383
4-Region: Midwest	4%	(19)	3%	(16)	7%	(31)	5%	(22)	5%	(24)	3%	(14)	73%	(331)	456
4-Region: South	4%	(31)	5%	(38)	8%	(65)	5%	(39)	6%	(55)	3%	(26)	70%	(590)	844
4-Region: West	3%	(17)	5%	(25)	6%	(33)	2%	(13)	5%	(24)	3%	(15)	76%	(399)	527
TikTok Users	6%	(51)	6%	(51)	10%	(76)	6%	(45)	8%	(63)	3%	(24)	61%	(483)	793
Twitch Users	5%	(10)	9%	(20)	15%	(33)	5%	(11)	4%	(10)	3%	(7)	58%	(125)	216
2022 Sports Viewers/Attendees	4%	(55)	5%	(69)	8%	(123)	4%	(64)	6%	(83)	3%	(45)	70%	(1035)	1475
Monthly Moviegoers	8%	(24)	9%	(29)	12%	(39)	5%	(16)	8%	(27)	4%	(14)	53%	(171)	320
Few Times per Year + Moviegoers	6%	(52)	6%	(56)	9%	(82)	6%	(56)	7%	(66)	3%	(27)	63%	(580)	920
Heard Smile Campaign	8%	(45)	10%	(56)	14%	(77)	7%	(37)	9%	(49)	4%	(25)	48%	(263)	551
Heard Minion Campaign	8%	(42)	9%	(51)	14%	(77)	5%	(29)	8%	(41)	3%	(15)	53%	(286)	540
Listens to Podcasts	5%	(56)	7%	(76)	9%	(107)	6%	(72)	6%	(72)	4%	(44)	62%	(704)	1132
Streaming Services User	4%	(77)	5%	(93)	9%	(158)	5%	(81)	7%	(118)	3%	(60)	67%	(1186)	1773
Netflix User	5%	(73)	6%	(90)	9%	(136)	5%	(79)	7%	(100)	4%	(55)	64%	(940)	1474
Disney+ User	6%	(63)	8%	(79)	13%	(130)	8%	(77)	9%	(87)	4%	(35)	52%	(513)	984
Heterosexual or straight	3%	(64)	4%	(81)	7%	(144)	4%	(79)	6%	(109)	3%	(56)	73%	(1438)	1971
Gay	10%	(7)	3%	(2)	6%	(4)	6%	(4)	4%	(3)	3%	(2)	69%	(47)	68
Bisexual	10%	(9)	3%	(3)	7%	(7)	4%	(4)	4%	(3)	4%	(4)	68%	(60)	88
Yes	9%	(6)	5%	(4)	9%	(7)	9%	(6)	1%	(1)	5%	(3)	62%	(43)	70
No	3%	(75)	4%	(90)	7%	(155)	4%	(84)	6%	(120)	3%	(58)	73%	(1559)	2140

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

Table MCFE41_16: *How often did you use the following services in the past month?*

Paramount+ without ads

Demographic	Multiple times a day		Once daily		A few times per week		Once per week		A few times		Once		Never		Total N
Adults	4%	(79)	3%	(75)	7%	(153)	3%	(70)	6%	(123)	3%	(59)	75%	(1651)	2210
Gender: Male	3%	(36)	4%	(43)	7%	(76)	4%	(43)	5%	(58)	3%	(30)	73%	(783)	1068
Gender: Female	4%	(43)	3%	(31)	7%	(77)	2%	(28)	6%	(65)	3%	(30)	76%	(868)	1142
Age: 18-34	6%	(40)	6%	(36)	9%	(59)	5%	(35)	7%	(44)	4%	(28)	62%	(401)	642
Age: 35-44	5%	(18)	5%	(19)	9%	(33)	5%	(20)	7%	(27)	3%	(10)	66%	(239)	365
Age: 45-64	2%	(17)	2%	(13)	7%	(48)	2%	(12)	5%	(39)	2%	(16)	80%	(569)	714
Age: 65+	1%	(4)	1%	(6)	3%	(14)	1%	(4)	3%	(14)	1%	(5)	90%	(441)	489
GenZers: 1997-2012	5%	(12)	8%	(19)	8%	(21)	5%	(14)	8%	(20)	6%	(15)	60%	(155)	256
Millennials: 1981-1996	7%	(43)	5%	(31)	9%	(59)	6%	(38)	6%	(41)	3%	(22)	64%	(419)	653
GenXers: 1965-1980	3%	(18)	3%	(17)	9%	(51)	2%	(11)	7%	(37)	2%	(9)	74%	(413)	555
Baby Boomers: 1946-1964	1%	(6)	1%	(6)	3%	(21)	1%	(8)	3%	(23)	2%	(13)	89%	(597)	673
PID: Dem (no lean)	4%	(38)	4%	(35)	7%	(63)	3%	(26)	5%	(47)	3%	(28)	73%	(623)	860
PID: Ind (no lean)	3%	(23)	1%	(10)	7%	(47)	3%	(17)	5%	(37)	2%	(15)	78%	(525)	674
PID: Rep (no lean)	3%	(18)	4%	(30)	6%	(43)	4%	(27)	6%	(39)	2%	(16)	74%	(503)	676
PID/Gender: Dem Men	5%	(19)	7%	(26)	9%	(37)	4%	(18)	6%	(23)	3%	(12)	66%	(260)	394
PID/Gender: Dem Women	4%	(19)	2%	(9)	5%	(25)	2%	(8)	5%	(24)	3%	(16)	78%	(364)	465
PID/Gender: Ind Men	3%	(9)	1%	(2)	6%	(20)	4%	(13)	5%	(16)	2%	(6)	81%	(279)	345
PID/Gender: Ind Women	4%	(15)	2%	(8)	8%	(27)	1%	(4)	6%	(21)	3%	(9)	75%	(245)	329
PID/Gender: Rep Men	3%	(8)	5%	(15)	6%	(18)	4%	(12)	6%	(19)	3%	(11)	74%	(244)	328
PID/Gender: Rep Women	3%	(9)	4%	(15)	7%	(25)	4%	(15)	6%	(20)	1%	(5)	74%	(259)	348
Ideo: Liberal (1-3)	3%	(18)	4%	(27)	8%	(51)	3%	(20)	6%	(41)	2%	(16)	74%	(483)	656
Ideo: Moderate (4)	4%	(32)	3%	(21)	7%	(55)	4%	(32)	6%	(41)	4%	(27)	72%	(544)	751
Ideo: Conservative (5-7)	3%	(23)	4%	(23)	6%	(37)	3%	(18)	5%	(34)	2%	(12)	78%	(520)	666
Educ: < College	4%	(62)	3%	(50)	7%	(94)	3%	(45)	6%	(82)	3%	(45)	74%	(1059)	1437
Educ: Bachelors degree	2%	(11)	4%	(19)	6%	(31)	4%	(17)	6%	(29)	1%	(4)	77%	(378)	491
Educ: Post-grad	2%	(5)	2%	(5)	10%	(29)	3%	(8)	4%	(12)	3%	(10)	76%	(213)	282
Income: Under 50k	4%	(49)	3%	(37)	7%	(86)	2%	(31)	5%	(68)	3%	(37)	76%	(964)	1271
Income: 50k-100k	3%	(19)	4%	(27)	7%	(43)	5%	(30)	5%	(35)	2%	(14)	74%	(489)	656
Income: 100k+	4%	(11)	4%	(10)	9%	(25)	4%	(10)	7%	(20)	3%	(8)	70%	(199)	283
Ethnicity: White	3%	(47)	3%	(57)	7%	(112)	3%	(49)	5%	(91)	2%	(38)	77%	(1317)	1711
Ethnicity: Hispanic	5%	(20)	3%	(13)	9%	(35)	4%	(15)	6%	(23)	4%	(15)	68%	(253)	374

Table MCFE41_16: *How often did you use the following services in the past month?*

Paramount+ without ads

Demographic	Multiple times a day		Once daily		A few times per week		Once per week		A few times		Once		Never		Total N
Adults	4%	(79)	3%	(75)	7%	(153)	3%	(70)	6%	(123)	3%	(59)	75%	(1651)	2210
Ethnicity: Black	9%	(26)	4%	(12)	7%	(20)	6%	(16)	7%	(21)	4%	(12)	62%	(176)	282
Ethnicity: Other	3%	(6)	2%	(5)	10%	(21)	3%	(6)	5%	(11)	4%	(9)	73%	(159)	217
All Christian	4%	(36)	4%	(39)	6%	(59)	3%	(30)	5%	(52)	3%	(26)	77%	(787)	1029
All Non-Christian	3%	(4)	3%	(5)	9%	(11)	5%	(7)	10%	(13)	1%	(1)	69%	(89)	129
Atheist	3%	(3)	2%	(2)	5%	(5)	3%	(3)	5%	(5)	1%	(1)	82%	(81)	99
Agnostic/Nothing in particular	3%	(17)	3%	(17)	8%	(48)	3%	(19)	5%	(28)	3%	(18)	75%	(440)	587
Something Else	5%	(19)	3%	(12)	8%	(30)	3%	(12)	7%	(25)	4%	(14)	69%	(254)	365
Religious Non-Protestant/Catholic	4%	(6)	4%	(7)	8%	(13)	6%	(9)	11%	(17)	1%	(1)	67%	(102)	154
Evangelical	6%	(32)	4%	(20)	8%	(46)	4%	(22)	6%	(33)	3%	(18)	69%	(388)	558
Non-Evangelical	3%	(20)	3%	(25)	5%	(41)	2%	(18)	5%	(38)	3%	(22)	79%	(627)	792
Community: Urban	4%	(26)	4%	(28)	8%	(50)	4%	(28)	6%	(39)	3%	(22)	70%	(444)	638
Community: Suburban	4%	(37)	3%	(30)	6%	(63)	2%	(23)	6%	(58)	2%	(25)	77%	(778)	1014
Community: Rural	3%	(16)	3%	(17)	7%	(40)	4%	(20)	5%	(26)	2%	(12)	77%	(428)	558
Employ: Private Sector	4%	(27)	5%	(33)	9%	(62)	5%	(33)	6%	(40)	3%	(17)	68%	(443)	654
Employ: Government	6%	(8)	4%	(6)	11%	(14)	8%	(11)	10%	(13)	4%	(6)	57%	(78)	136
Employ: Self-Employed	7%	(11)	3%	(6)	7%	(12)	3%	(5)	11%	(18)	6%	(10)	63%	(105)	166
Employ: Homemaker	6%	(12)	3%	(5)	8%	(16)	5%	(10)	8%	(16)	1%	(2)	68%	(130)	190
Employ: Student	5%	(3)	8%	(5)	12%	(7)	2%	(1)	4%	(3)	1%	(1)	68%	(42)	62
Employ: Retired	1%	(7)	1%	(7)	3%	(19)	1%	(5)	3%	(15)	1%	(6)	90%	(504)	563
Employ: Unemployed	2%	(5)	2%	(7)	4%	(12)	1%	(2)	3%	(10)	4%	(12)	84%	(254)	301
Employ: Other	3%	(5)	5%	(7)	8%	(10)	3%	(4)	7%	(9)	4%	(6)	70%	(96)	137
Military HH: Yes	3%	(9)	6%	(16)	4%	(12)	3%	(7)	5%	(14)	2%	(6)	77%	(219)	283
Military HH: No	4%	(70)	3%	(58)	7%	(141)	3%	(63)	6%	(109)	3%	(54)	74%	(1432)	1927
RD/WT: Right Direction	5%	(35)	5%	(33)	10%	(65)	4%	(28)	6%	(37)	3%	(18)	68%	(450)	666
RD/WT: Wrong Track	3%	(44)	3%	(42)	6%	(88)	3%	(42)	6%	(86)	3%	(42)	78%	(1201)	1544
Biden Job Approve	4%	(40)	4%	(37)	8%	(79)	3%	(31)	5%	(48)	4%	(35)	72%	(699)	970
Biden Job Disapprove	3%	(36)	3%	(34)	5%	(61)	3%	(35)	6%	(69)	2%	(23)	77%	(886)	1144

Table MCFE41_16: *How often did you use the following services in the past month?*

Paramount+ without ads

Demographic	Multiple times a day		Once daily		A few times per week		Once per week		A few times		Once		Never		Total N
Adults	4%	(79)	3%	(75)	7%	(153)	3%	(70)	6%	(123)	3%	(59)	75%	(1651)	2210
Biden Job Strongly Approve	6%	(24)	5%	(22)	9%	(41)	4%	(18)	4%	(19)	3%	(11)	69%	(297)	433
Biden Job Somewhat Approve	3%	(16)	3%	(15)	7%	(39)	2%	(13)	5%	(29)	4%	(24)	75%	(401)	537
Biden Job Somewhat Disapprove	4%	(14)	4%	(14)	7%	(22)	3%	(11)	5%	(18)	2%	(7)	75%	(253)	339
Biden Job Strongly Disapprove	3%	(21)	3%	(21)	5%	(39)	3%	(24)	6%	(51)	2%	(16)	79%	(633)	805
Favorable of Biden	4%	(40)	4%	(37)	7%	(68)	3%	(25)	5%	(49)	3%	(32)	74%	(719)	969
Unfavorable of Biden	3%	(34)	3%	(34)	7%	(74)	3%	(35)	6%	(69)	2%	(23)	76%	(864)	1134
Very Favorable of Biden	5%	(26)	5%	(22)	8%	(38)	3%	(14)	5%	(23)	3%	(12)	72%	(347)	482
Somewhat Favorable of Biden	3%	(14)	3%	(15)	6%	(30)	2%	(11)	5%	(25)	4%	(20)	76%	(372)	487
Somewhat Unfavorable of Biden	4%	(12)	3%	(8)	9%	(27)	3%	(9)	6%	(17)	2%	(7)	73%	(218)	299
Very Unfavorable of Biden	3%	(22)	3%	(25)	6%	(47)	3%	(26)	6%	(52)	2%	(16)	77%	(646)	835
#1 Issue: Economy	3%	(31)	4%	(33)	7%	(66)	3%	(25)	6%	(55)	3%	(25)	74%	(677)	913
#1 Issue: Security	3%	(7)	2%	(5)	6%	(13)	6%	(16)	4%	(9)	2%	(6)	77%	(187)	243
#1 Issue: Health Care	7%	(11)	4%	(6)	13%	(22)	3%	(5)	5%	(8)	4%	(6)	65%	(111)	170
#1 Issue: Medicare / Social Security	1%	(2)	1%	(3)	4%	(12)	2%	(5)	5%	(14)	2%	(6)	84%	(225)	266
#1 Issue: Women's Issues	7%	(20)	3%	(10)	6%	(19)	3%	(9)	6%	(17)	2%	(7)	73%	(229)	311
#1 Issue: Education	4%	(3)	10%	(6)	10%	(6)	7%	(4)	12%	(7)	4%	(3)	52%	(31)	59
#1 Issue: Energy	3%	(4)	6%	(8)	7%	(10)	5%	(6)	5%	(7)	5%	(6)	70%	(94)	134
#1 Issue: Other	—	(0)	3%	(3)	5%	(5)	—	(0)	5%	(6)	1%	(1)	86%	(98)	115
2020 Vote: Joe Biden	4%	(41)	3%	(33)	8%	(74)	3%	(28)	5%	(44)	3%	(26)	74%	(699)	945
2020 Vote: Donald Trump	3%	(23)	4%	(27)	6%	(41)	4%	(30)	6%	(41)	2%	(16)	76%	(562)	740
2020 Vote: Other	2%	(1)	2%	(1)	10%	(7)	2%	(2)	2%	(2)	3%	(2)	78%	(52)	67
2020 Vote: Didn't Vote	3%	(14)	3%	(14)	7%	(31)	2%	(11)	8%	(36)	3%	(15)	74%	(338)	459
2018 House Vote: Democrat	4%	(30)	4%	(28)	7%	(57)	3%	(25)	5%	(36)	3%	(22)	74%	(558)	755
2018 House Vote: Republican	3%	(16)	3%	(18)	6%	(38)	3%	(18)	5%	(30)	2%	(9)	78%	(459)	589
2018 House Vote: Someone else	5%	(2)	2%	(1)	13%	(7)	6%	(3)	6%	(3)	5%	(2)	64%	(32)	50
2016 Vote: Hillary Clinton	4%	(26)	3%	(24)	8%	(57)	3%	(21)	5%	(33)	2%	(17)	75%	(518)	695
2016 Vote: Donald Trump	3%	(20)	3%	(20)	5%	(36)	3%	(22)	5%	(33)	2%	(13)	78%	(513)	656
2016 Vote: Other	2%	(2)	1%	(1)	9%	(8)	1%	(1)	3%	(3)	3%	(3)	81%	(69)	86
2016 Vote: Didn't Vote	4%	(32)	4%	(30)	7%	(50)	3%	(25)	7%	(53)	3%	(26)	72%	(548)	765

Table MCFE41_16: *How often did you use the following services in the past month?*

Paramount+ without ads

Demographic	Multiple times a day		Once daily		A few times per week		Once per week		A few times		Once		Never		Total N
Adults	4%	(79)	3%	(75)	7%	(153)	3%	(70)	6%	(123)	3%	(59)	75%	(1651)	2210
Voted in 2014: Yes	4%	(44)	3%	(39)	7%	(90)	3%	(33)	5%	(66)	2%	(30)	75%	(924)	1227
Voted in 2014: No	4%	(35)	4%	(36)	6%	(63)	4%	(37)	6%	(57)	3%	(29)	74%	(726)	983
4-Region: Northeast	2%	(9)	2%	(8)	5%	(21)	3%	(12)	6%	(22)	3%	(10)	79%	(301)	383
4-Region: Midwest	4%	(16)	4%	(18)	4%	(18)	4%	(18)	5%	(23)	3%	(12)	77%	(351)	456
4-Region: South	4%	(34)	4%	(37)	9%	(73)	3%	(28)	7%	(56)	4%	(32)	69%	(585)	844
4-Region: West	4%	(20)	2%	(11)	8%	(40)	3%	(13)	4%	(22)	1%	(5)	79%	(414)	527
TikTok Users	6%	(51)	5%	(39)	10%	(78)	6%	(44)	8%	(61)	4%	(32)	61%	(487)	793
Twitch Users	6%	(13)	9%	(20)	14%	(30)	5%	(11)	6%	(12)	6%	(12)	54%	(117)	216
2022 Sports Viewers/Attendees	4%	(59)	4%	(56)	8%	(122)	4%	(53)	6%	(90)	2%	(36)	72%	(1058)	1475
Monthly Moviegoers	8%	(25)	8%	(26)	14%	(45)	8%	(27)	10%	(32)	2%	(8)	50%	(159)	320
Few Times per Year + Moviegoers	5%	(49)	5%	(50)	10%	(94)	6%	(51)	7%	(67)	2%	(22)	64%	(588)	920
Heard Smile Campaign	8%	(45)	9%	(47)	15%	(80)	6%	(35)	9%	(51)	4%	(20)	50%	(273)	551
Heard Minion Campaign	9%	(47)	8%	(45)	14%	(73)	6%	(32)	8%	(42)	3%	(16)	53%	(285)	540
Listens to Podcasts	5%	(60)	5%	(62)	10%	(111)	5%	(57)	7%	(79)	4%	(41)	64%	(722)	1132
Streaming Services User	4%	(77)	4%	(75)	8%	(150)	4%	(69)	7%	(117)	3%	(56)	69%	(1229)	1773
Netflix User	5%	(76)	5%	(70)	9%	(132)	5%	(68)	7%	(103)	3%	(50)	66%	(975)	1474
Disney+ User	7%	(67)	7%	(64)	12%	(122)	7%	(64)	10%	(95)	4%	(44)	54%	(528)	984
Heterosexual or straight	3%	(64)	3%	(64)	7%	(136)	3%	(61)	6%	(110)	3%	(56)	75%	(1479)	1971
Gay	3%	(2)	5%	(3)	11%	(7)	—	(0)	1%	(1)	2%	(1)	78%	(53)	68
Bisexual	11%	(10)	5%	(5)	6%	(5)	5%	(4)	4%	(4)	2%	(2)	67%	(59)	88
Yes	10%	(7)	1%	(1)	5%	(3)	9%	(6)	6%	(4)	8%	(5)	62%	(44)	70
No	3%	(72)	3%	(74)	7%	(150)	3%	(64)	6%	(119)	3%	(54)	75%	(1607)	2140

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

Table MCFE41_17: *How often did you use the following services in the past month?*

Showtime

Demographic	Multiple times a day		Once daily		A few times per week		Once per week		A few times		Once		Never		Total N
Adults	2%	(39)	3%	(62)	4%	(99)	4%	(93)	6%	(126)	3%	(75)	78%	(1716)	2210
Gender: Male	2%	(18)	4%	(40)	5%	(56)	6%	(62)	6%	(61)	4%	(44)	74%	(787)	1068
Gender: Female	2%	(21)	2%	(22)	4%	(43)	3%	(30)	6%	(65)	3%	(31)	81%	(930)	1142
Age: 18-34	4%	(24)	4%	(28)	7%	(43)	7%	(47)	8%	(52)	5%	(29)	65%	(419)	642
Age: 35-44	2%	(8)	5%	(19)	5%	(19)	5%	(18)	9%	(31)	4%	(16)	69%	(253)	365
Age: 45-64	1%	(7)	2%	(11)	3%	(22)	3%	(19)	4%	(30)	3%	(24)	84%	(600)	714
Age: 65+	—	(0)	1%	(3)	3%	(14)	2%	(8)	3%	(13)	1%	(6)	91%	(444)	489
GenZers: 1997-2012	4%	(9)	4%	(10)	7%	(18)	8%	(21)	9%	(24)	5%	(13)	63%	(161)	256
Millennials: 1981-1996	3%	(19)	5%	(32)	6%	(41)	6%	(40)	7%	(48)	4%	(28)	68%	(445)	653
GenXers: 1965-1980	2%	(9)	3%	(16)	3%	(16)	4%	(21)	6%	(34)	3%	(19)	79%	(440)	555
Baby Boomers: 1946-1964	—	(1)	1%	(5)	3%	(21)	2%	(10)	3%	(18)	2%	(15)	90%	(604)	673
PID: Dem (no lean)	3%	(22)	4%	(35)	6%	(51)	5%	(43)	6%	(56)	4%	(31)	72%	(622)	860
PID: Ind (no lean)	2%	(10)	2%	(14)	3%	(21)	4%	(25)	5%	(30)	4%	(25)	82%	(550)	674
PID: Rep (no lean)	1%	(7)	2%	(13)	4%	(28)	4%	(25)	6%	(40)	3%	(18)	81%	(545)	676
PID/Gender: Dem Men	2%	(10)	5%	(19)	9%	(35)	8%	(31)	7%	(27)	4%	(17)	65%	(255)	394
PID/Gender: Dem Women	3%	(12)	4%	(17)	3%	(16)	2%	(12)	6%	(28)	3%	(15)	79%	(366)	465
PID/Gender: Ind Men	1%	(5)	4%	(12)	3%	(11)	4%	(14)	3%	(11)	4%	(14)	80%	(278)	345
PID/Gender: Ind Women	2%	(5)	1%	(2)	3%	(10)	3%	(10)	6%	(19)	3%	(11)	83%	(272)	329
PID/Gender: Rep Men	1%	(3)	3%	(9)	3%	(10)	5%	(17)	7%	(22)	4%	(13)	77%	(254)	328
PID/Gender: Rep Women	1%	(4)	1%	(4)	5%	(17)	2%	(8)	5%	(18)	2%	(6)	84%	(291)	348
Ideo: Liberal (1-3)	2%	(13)	4%	(25)	6%	(40)	5%	(35)	6%	(41)	2%	(14)	75%	(489)	656
Ideo: Moderate (4)	2%	(15)	3%	(21)	4%	(33)	4%	(33)	6%	(44)	5%	(34)	76%	(570)	751
Ideo: Conservative (5-7)	1%	(8)	2%	(15)	3%	(23)	3%	(22)	5%	(33)	3%	(21)	82%	(545)	666
Educ: < College	2%	(35)	2%	(35)	4%	(60)	4%	(58)	5%	(75)	4%	(57)	78%	(1116)	1437
Educ: Bachelors degree	1%	(3)	3%	(14)	5%	(24)	4%	(19)	6%	(28)	3%	(12)	79%	(390)	491
Educ: Post-grad	—	(1)	4%	(13)	5%	(15)	5%	(15)	8%	(23)	2%	(6)	75%	(211)	282
Income: Under 50k	2%	(21)	2%	(30)	4%	(50)	4%	(49)	5%	(61)	3%	(42)	80%	(1017)	1271
Income: 50k-100k	2%	(12)	3%	(20)	5%	(32)	4%	(25)	7%	(47)	4%	(26)	75%	(494)	656
Income: 100k+	2%	(6)	4%	(12)	6%	(17)	7%	(19)	6%	(18)	2%	(7)	72%	(205)	283
Ethnicity: White	—	(8)	2%	(37)	4%	(75)	4%	(60)	5%	(84)	3%	(57)	81%	(1391)	1711
Ethnicity: Hispanic	4%	(14)	5%	(17)	5%	(19)	5%	(19)	7%	(25)	8%	(29)	67%	(250)	374

Continued on next page

Table MCFE41_17: *How often did you use the following services in the past month?*

Showtime

Demographic	Multiple times a day		Once daily		A few times per week		Once per week		A few times		Once		Never		Total N
Adults	2%	(39)	3%	(62)	4%	(99)	4%	(93)	6%	(126)	3%	(75)	78%	(1716)	2210
Ethnicity: Black	9%	(24)	7%	(20)	5%	(14)	8%	(22)	10%	(29)	5%	(14)	56%	(159)	282
Ethnicity: Other	3%	(7)	2%	(5)	5%	(10)	5%	(10)	6%	(14)	2%	(4)	77%	(167)	217
All Christian	1%	(15)	2%	(21)	4%	(46)	3%	(34)	6%	(59)	3%	(30)	80%	(826)	1029
All Non-Christian	3%	(4)	3%	(4)	8%	(10)	9%	(11)	6%	(8)	5%	(7)	65%	(84)	129
Atheist	1%	(1)	1%	(1)	4%	(4)	5%	(5)	11%	(11)	6%	(6)	72%	(72)	99
Agnostic/Nothing in particular	1%	(7)	4%	(22)	3%	(19)	5%	(29)	4%	(25)	3%	(16)	80%	(470)	587
Something Else	3%	(12)	4%	(14)	6%	(21)	4%	(14)	6%	(23)	4%	(16)	73%	(265)	365
Religious Non-Protestant/Catholic	3%	(4)	3%	(4)	7%	(10)	9%	(14)	5%	(8)	7%	(10)	67%	(103)	154
Evangelical	3%	(19)	3%	(19)	6%	(33)	3%	(19)	6%	(34)	4%	(25)	73%	(408)	558
Non-Evangelical	1%	(8)	2%	(14)	4%	(32)	3%	(26)	6%	(47)	2%	(16)	82%	(649)	792
Community: Urban	3%	(18)	5%	(30)	4%	(28)	6%	(40)	7%	(46)	5%	(33)	70%	(443)	638
Community: Suburban	2%	(16)	2%	(20)	5%	(50)	4%	(37)	5%	(55)	3%	(29)	80%	(807)	1014
Community: Rural	1%	(4)	2%	(12)	4%	(21)	3%	(15)	5%	(26)	2%	(14)	84%	(466)	558
Employ: Private Sector	2%	(11)	5%	(34)	6%	(38)	6%	(40)	7%	(44)	3%	(21)	71%	(468)	654
Employ: Government	7%	(10)	5%	(6)	6%	(9)	10%	(14)	9%	(12)	4%	(6)	59%	(80)	136
Employ: Self-Employed	5%	(8)	3%	(5)	9%	(15)	1%	(2)	7%	(12)	4%	(6)	72%	(119)	166
Employ: Homemaker	1%	(2)	1%	(3)	4%	(7)	4%	(8)	7%	(13)	2%	(3)	81%	(154)	190
Employ: Student	4%	(3)	3%	(2)	8%	(5)	6%	(4)	5%	(3)	3%	(2)	70%	(44)	62
Employ: Retired	—	(1)	1%	(4)	3%	(16)	2%	(9)	3%	(16)	2%	(11)	90%	(505)	563
Employ: Unemployed	1%	(3)	2%	(5)	1%	(4)	3%	(10)	3%	(10)	7%	(21)	82%	(249)	301
Employ: Other	1%	(1)	2%	(3)	4%	(5)	5%	(7)	12%	(16)	4%	(5)	72%	(99)	137
Military HH: Yes	1%	(4)	3%	(9)	6%	(16)	3%	(9)	5%	(15)	6%	(17)	76%	(215)	283
Military HH: No	2%	(35)	3%	(54)	4%	(83)	4%	(84)	6%	(111)	3%	(58)	78%	(1502)	1927
RD/WT: Right Direction	3%	(22)	5%	(30)	7%	(45)	6%	(43)	8%	(50)	4%	(24)	68%	(451)	666
RD/WT: Wrong Track	1%	(16)	2%	(32)	3%	(54)	3%	(50)	5%	(76)	3%	(51)	82%	(1265)	1544
Biden Job Approve	3%	(26)	4%	(36)	6%	(56)	6%	(54)	7%	(67)	4%	(36)	72%	(696)	970
Biden Job Disapprove	1%	(8)	2%	(25)	3%	(37)	3%	(34)	5%	(54)	3%	(37)	83%	(949)	1144

Table MCFE41_17: *How often did you use the following services in the past month?*

Showtime

Demographic	Multiple times a day		Once daily		A few times per week		Once per week		A few times		Once		Never		Total N
Adults	2%	(39)	3%	(62)	4%	(99)	4%	(93)	6%	(126)	3%	(75)	78%	(1716)	2210
Biden Job Strongly Approve	4%	(17)	5%	(24)	6%	(28)	7%	(30)	6%	(25)	4%	(16)	68%	(293)	433
Biden Job Somewhat Approve	2%	(9)	2%	(13)	5%	(28)	4%	(23)	8%	(42)	4%	(20)	75%	(403)	537
Biden Job Somewhat Disapprove	1%	(4)	3%	(9)	4%	(14)	3%	(10)	6%	(20)	4%	(15)	79%	(266)	339
Biden Job Strongly Disapprove	1%	(4)	2%	(16)	3%	(23)	3%	(24)	4%	(34)	3%	(22)	85%	(683)	805
Favorable of Biden	2%	(22)	3%	(31)	5%	(48)	5%	(50)	6%	(59)	4%	(36)	75%	(723)	969
Unfavorable of Biden	1%	(12)	2%	(26)	4%	(44)	3%	(34)	5%	(59)	3%	(35)	81%	(924)	1134
Very Favorable of Biden	3%	(14)	4%	(19)	6%	(28)	6%	(31)	7%	(33)	4%	(20)	70%	(338)	482
Somewhat Favorable of Biden	2%	(9)	3%	(12)	4%	(20)	4%	(20)	5%	(26)	3%	(16)	79%	(385)	487
Somewhat Unfavorable of Biden	3%	(8)	1%	(4)	5%	(15)	4%	(12)	7%	(20)	5%	(15)	75%	(225)	299
Very Unfavorable of Biden	—	(4)	3%	(22)	3%	(29)	3%	(22)	5%	(38)	2%	(20)	84%	(699)	835
#1 Issue: Economy	1%	(13)	2%	(22)	4%	(37)	5%	(41)	7%	(61)	5%	(42)	76%	(696)	913
#1 Issue: Security	1%	(3)	3%	(6)	5%	(11)	2%	(4)	3%	(8)	5%	(12)	81%	(197)	243
#1 Issue: Health Care	5%	(8)	2%	(3)	7%	(11)	6%	(11)	5%	(8)	1%	(2)	75%	(128)	170
#1 Issue: Medicare / Social Security	1%	(2)	2%	(6)	2%	(6)	3%	(7)	6%	(15)	2%	(6)	84%	(225)	266
#1 Issue: Women's Issues	1%	(5)	4%	(13)	5%	(16)	5%	(14)	5%	(16)	1%	(4)	78%	(244)	311
#1 Issue: Education	5%	(3)	6%	(3)	5%	(3)	11%	(6)	11%	(6)	5%	(3)	58%	(34)	59
#1 Issue: Energy	2%	(3)	4%	(6)	7%	(9)	7%	(9)	6%	(8)	5%	(6)	69%	(93)	134
#1 Issue: Other	2%	(2)	2%	(3)	5%	(5)	—	(0)	3%	(4)	—	(0)	88%	(100)	115
2020 Vote: Joe Biden	3%	(25)	4%	(33)	5%	(46)	5%	(45)	7%	(63)	4%	(37)	74%	(696)	945
2020 Vote: Donald Trump	1%	(6)	2%	(18)	4%	(27)	3%	(25)	5%	(38)	3%	(19)	82%	(607)	740
2020 Vote: Other	1%	(1)	1%	(1)	3%	(2)	6%	(4)	3%	(2)	3%	(2)	83%	(56)	67
2020 Vote: Didn't Vote	2%	(7)	2%	(11)	5%	(24)	4%	(18)	5%	(23)	4%	(18)	78%	(358)	459
2018 House Vote: Democrat	3%	(19)	4%	(28)	5%	(40)	5%	(35)	7%	(55)	3%	(26)	73%	(551)	755
2018 House Vote: Republican	1%	(7)	2%	(13)	3%	(20)	3%	(20)	5%	(27)	3%	(17)	82%	(485)	589
2018 House Vote: Someone else	2%	(1)	6%	(3)	1%	(0)	4%	(2)	3%	(2)	3%	(2)	81%	(40)	50
2016 Vote: Hillary Clinton	2%	(17)	4%	(25)	5%	(33)	4%	(31)	7%	(50)	4%	(27)	74%	(512)	695
2016 Vote: Donald Trump	1%	(6)	2%	(15)	3%	(20)	3%	(23)	4%	(27)	3%	(19)	83%	(547)	656
2016 Vote: Other	3%	(2)	1%	(1)	6%	(5)	5%	(4)	2%	(2)	—	(0)	83%	(71)	86
2016 Vote: Didn't Vote	2%	(14)	3%	(21)	5%	(38)	4%	(34)	6%	(48)	4%	(28)	76%	(582)	765

Table MCFE41_17: *How often did you use the following services in the past month?*
Showtime

Demographic	Multiple times a day		Once daily		A few times per week		Once per week		A few times		Once		Never		Total N
Adults	2%	(39)	3%	(62)	4%	(99)	4%	(93)	6%	(126)	3%	(75)	78%	(1716)	2210
Voted in 2014: Yes	2%	(23)	3%	(35)	5%	(57)	4%	(46)	6%	(69)	3%	(42)	78%	(955)	1227
Voted in 2014: No	2%	(16)	3%	(27)	4%	(42)	5%	(47)	6%	(57)	3%	(33)	77%	(761)	983
4-Region: Northeast	2%	(7)	2%	(7)	6%	(22)	4%	(15)	4%	(15)	2%	(7)	81%	(310)	383
4-Region: Midwest	1%	(7)	3%	(13)	4%	(17)	3%	(13)	4%	(17)	2%	(11)	83%	(379)	456
4-Region: South	2%	(20)	3%	(24)	5%	(39)	6%	(47)	7%	(62)	3%	(27)	74%	(626)	844
4-Region: West	1%	(5)	4%	(18)	4%	(20)	3%	(18)	6%	(33)	6%	(30)	76%	(401)	527
TikTok Users	3%	(23)	6%	(47)	6%	(49)	7%	(56)	9%	(72)	3%	(27)	65%	(519)	793
Twitch Users	3%	(7)	11%	(23)	10%	(21)	7%	(15)	8%	(17)	6%	(14)	56%	(120)	216
2022 Sports Viewers/Attendees	2%	(27)	3%	(49)	5%	(80)	5%	(72)	6%	(94)	4%	(52)	75%	(1101)	1475
Monthly Moviegoers	5%	(15)	11%	(36)	8%	(25)	7%	(23)	10%	(32)	4%	(12)	55%	(177)	320
Few Times per Year + Moviegoers	3%	(25)	5%	(48)	6%	(57)	6%	(59)	9%	(82)	3%	(31)	67%	(619)	920
Heard Smile Campaign	5%	(30)	8%	(44)	8%	(46)	8%	(44)	11%	(61)	6%	(32)	53%	(294)	551
Heard Minion Campaign	5%	(25)	8%	(41)	9%	(49)	7%	(39)	10%	(53)	6%	(30)	56%	(303)	540
Listens to Podcasts	3%	(32)	5%	(57)	6%	(72)	6%	(70)	9%	(100)	4%	(44)	67%	(757)	1132
Streaming Services User	2%	(37)	4%	(62)	5%	(91)	5%	(90)	7%	(120)	3%	(60)	74%	(1312)	1773
Netflix User	3%	(39)	4%	(56)	6%	(89)	6%	(87)	8%	(117)	4%	(60)	70%	(1027)	1474
Disney+ User	4%	(36)	5%	(51)	8%	(75)	8%	(74)	9%	(90)	4%	(41)	63%	(618)	984
Heterosexual or straight	1%	(28)	3%	(55)	5%	(89)	4%	(79)	6%	(110)	3%	(59)	79%	(1549)	1971
Gay	2%	(2)	5%	(4)	1%	(1)	9%	(6)	4%	(3)	7%	(4)	72%	(49)	68
Bisexual	10%	(9)	—	(0)	6%	(6)	3%	(3)	5%	(5)	3%	(2)	73%	(65)	88
Yes	8%	(6)	4%	(3)	5%	(3)	6%	(4)	5%	(4)	1%	(1)	70%	(49)	70
No	2%	(33)	3%	(59)	4%	(95)	4%	(88)	6%	(123)	3%	(74)	78%	(1668)	2140

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

Table MCFE41_18: *How often did you use the following services in the past month?*

Starz

Demographic	Multiple times a day		Once daily		A few times per week		Once per week		A few times		Once		Never		Total N
Adults	2%	(53)	3%	(60)	5%	(118)	3%	(73)	4%	(98)	3%	(68)	79%	(1739)	2210
Gender: Male	3%	(29)	3%	(30)	6%	(68)	4%	(39)	5%	(49)	3%	(35)	77%	(818)	1068
Gender: Female	2%	(25)	3%	(30)	4%	(49)	3%	(35)	4%	(48)	3%	(33)	81%	(922)	1142
Age: 18-34	5%	(30)	5%	(32)	10%	(65)	5%	(34)	6%	(35)	5%	(29)	65%	(416)	642
Age: 35-44	1%	(5)	4%	(14)	6%	(22)	4%	(16)	8%	(29)	3%	(11)	73%	(267)	365
Age: 45-64	2%	(16)	1%	(10)	3%	(20)	3%	(19)	3%	(20)	3%	(22)	85%	(606)	714
Age: 65+	1%	(3)	1%	(3)	2%	(10)	1%	(4)	3%	(13)	1%	(6)	92%	(450)	489
GenZers: 1997-2012	5%	(13)	6%	(17)	9%	(22)	7%	(18)	4%	(9)	6%	(17)	63%	(162)	256
Millennials: 1981-1996	3%	(20)	4%	(27)	9%	(62)	4%	(28)	8%	(51)	3%	(20)	68%	(445)	653
GenXers: 1965-1980	3%	(15)	2%	(12)	4%	(20)	4%	(21)	3%	(18)	3%	(17)	82%	(453)	555
Baby Boomers: 1946-1964	1%	(6)	—	(3)	2%	(13)	1%	(6)	3%	(18)	2%	(13)	91%	(613)	673
PID: Dem (no lean)	3%	(28)	4%	(37)	7%	(56)	3%	(29)	5%	(45)	3%	(28)	74%	(636)	860
PID: Ind (no lean)	2%	(13)	2%	(13)	3%	(20)	4%	(27)	4%	(28)	3%	(21)	82%	(554)	674
PID: Rep (no lean)	2%	(13)	1%	(10)	6%	(41)	3%	(18)	4%	(25)	3%	(19)	81%	(549)	676
PID/Gender: Dem Men	3%	(11)	5%	(20)	10%	(40)	5%	(18)	6%	(22)	4%	(15)	68%	(269)	394
PID/Gender: Dem Women	4%	(17)	4%	(18)	3%	(16)	2%	(11)	5%	(23)	3%	(13)	79%	(368)	465
PID/Gender: Ind Men	3%	(9)	3%	(9)	3%	(10)	4%	(12)	4%	(16)	3%	(12)	80%	(277)	345
PID/Gender: Ind Women	1%	(3)	1%	(4)	3%	(10)	4%	(15)	4%	(12)	3%	(9)	84%	(276)	329
PID/Gender: Rep Men	3%	(9)	—	(1)	6%	(18)	3%	(9)	3%	(11)	2%	(8)	83%	(272)	328
PID/Gender: Rep Women	1%	(4)	3%	(9)	7%	(23)	3%	(9)	4%	(14)	3%	(11)	80%	(278)	348
Ideo: Liberal (1-3)	3%	(20)	3%	(22)	7%	(44)	4%	(29)	4%	(26)	2%	(16)	76%	(499)	656
Ideo: Moderate (4)	3%	(20)	4%	(26)	5%	(36)	4%	(30)	6%	(44)	4%	(28)	76%	(568)	751
Ideo: Conservative (5-7)	2%	(11)	1%	(7)	5%	(34)	2%	(13)	3%	(23)	3%	(23)	83%	(555)	666
Educ: < College	3%	(44)	3%	(39)	5%	(74)	3%	(49)	4%	(61)	4%	(52)	78%	(1118)	1437
Educ: Bachelors degree	—	(2)	4%	(17)	5%	(23)	3%	(16)	5%	(25)	2%	(9)	81%	(398)	491
Educ: Post-grad	2%	(7)	1%	(3)	7%	(21)	3%	(8)	4%	(12)	3%	(8)	79%	(223)	282
Income: Under 50k	2%	(26)	3%	(40)	4%	(55)	3%	(43)	4%	(52)	4%	(45)	79%	(1011)	1271
Income: 50k-100k	3%	(20)	2%	(15)	6%	(42)	3%	(23)	4%	(28)	3%	(18)	78%	(510)	656
Income: 100k+	3%	(7)	2%	(5)	7%	(20)	3%	(8)	6%	(18)	2%	(5)	77%	(219)	283
Ethnicity: White	1%	(15)	2%	(36)	5%	(79)	2%	(43)	4%	(68)	2%	(42)	83%	(1428)	1711
Ethnicity: Hispanic	4%	(16)	6%	(23)	6%	(22)	6%	(22)	4%	(16)	4%	(14)	70%	(261)	374

Table MCFE41_18: *How often did you use the following services in the past month?*

Starz

Demographic	Multiple times a day		Once daily		A few times per week		Once per week		A few times		Once		Never		Total N
Adults	2%	(53)	3%	(60)	5%	(118)	3%	(73)	4%	(98)	3%	(68)	79%	(1739)	2210
Ethnicity: Black	11%	(31)	6%	(17)	11%	(32)	6%	(16)	8%	(21)	7%	(20)	51%	(145)	282
Ethnicity: Other	3%	(7)	3%	(6)	3%	(7)	7%	(15)	4%	(8)	3%	(7)	77%	(166)	217
All Christian	2%	(20)	3%	(29)	6%	(58)	2%	(22)	4%	(43)	2%	(22)	81%	(835)	1029
All Non-Christian	5%	(6)	1%	(1)	10%	(13)	7%	(9)	3%	(4)	5%	(7)	69%	(89)	129
Atheist	1%	(1)	1%	(1)	4%	(4)	6%	(6)	2%	(2)	3%	(2)	84%	(84)	99
Agnostic/Nothing in particular	2%	(11)	3%	(16)	4%	(24)	4%	(24)	5%	(30)	2%	(14)	80%	(469)	587
Something Else	4%	(15)	4%	(14)	5%	(19)	3%	(12)	5%	(18)	6%	(24)	72%	(263)	365
Religious Non-Protestant/Catholic	4%	(6)	1%	(1)	10%	(15)	8%	(13)	4%	(6)	4%	(7)	69%	(107)	154
Evangelical	4%	(20)	2%	(12)	8%	(42)	2%	(13)	4%	(24)	4%	(20)	77%	(427)	558
Non-Evangelical	2%	(15)	4%	(29)	4%	(32)	2%	(18)	4%	(34)	3%	(25)	81%	(638)	792
Community: Urban	3%	(22)	5%	(32)	6%	(40)	5%	(35)	6%	(41)	4%	(23)	70%	(445)	638
Community: Suburban	2%	(21)	2%	(15)	6%	(59)	3%	(29)	4%	(39)	3%	(29)	81%	(822)	1014
Community: Rural	2%	(11)	2%	(12)	3%	(19)	2%	(10)	3%	(18)	3%	(16)	85%	(472)	558
Employ: Private Sector	3%	(19)	3%	(21)	9%	(56)	4%	(25)	6%	(36)	3%	(21)	73%	(476)	654
Employ: Government	5%	(7)	2%	(3)	10%	(13)	5%	(7)	9%	(12)	5%	(6)	64%	(88)	136
Employ: Self-Employed	7%	(12)	5%	(8)	6%	(10)	5%	(8)	2%	(3)	6%	(10)	69%	(115)	166
Employ: Homemaker	—	(0)	2%	(4)	3%	(5)	6%	(11)	5%	(9)	1%	(2)	84%	(159)	190
Employ: Student	6%	(4)	5%	(3)	11%	(7)	3%	(2)	4%	(3)	1%	(1)	69%	(43)	62
Employ: Retired	1%	(5)	1%	(5)	1%	(7)	1%	(7)	2%	(12)	2%	(11)	92%	(515)	563
Employ: Unemployed	1%	(3)	3%	(10)	3%	(8)	3%	(9)	3%	(9)	4%	(13)	83%	(249)	301
Employ: Other	2%	(3)	4%	(6)	9%	(12)	4%	(6)	10%	(13)	3%	(4)	68%	(94)	137
Military HH: Yes	2%	(6)	2%	(6)	4%	(11)	4%	(11)	5%	(15)	3%	(9)	79%	(225)	283
Military HH: No	2%	(48)	3%	(53)	6%	(106)	3%	(62)	4%	(83)	3%	(59)	79%	(1515)	1927
RD/WT: Right Direction	5%	(31)	4%	(28)	9%	(63)	4%	(29)	6%	(41)	2%	(17)	69%	(458)	666
RD/WT: Wrong Track	1%	(23)	2%	(32)	4%	(55)	3%	(44)	4%	(56)	3%	(52)	83%	(1281)	1544
Biden Job Approve	3%	(32)	4%	(35)	7%	(66)	5%	(45)	5%	(53)	3%	(28)	73%	(711)	970
Biden Job Disapprove	1%	(17)	2%	(22)	4%	(43)	2%	(24)	4%	(43)	3%	(37)	84%	(958)	1144

Continued on next page

Table MCFE41_18: *How often did you use the following services in the past month?*

Starz

Demographic	Multiple times a day		Once daily		A few times per week		Once per week		A few times		Once		Never		Total N
Adults	2%	(53)	3%	(60)	5%	(118)	3%	(73)	4%	(98)	3%	(68)	79%	(1739)	2210
Biden Job Strongly Approve	5%	(20)	5%	(22)	8%	(33)	5%	(22)	5%	(22)	4%	(17)	69%	(296)	433
Biden Job Somewhat Approve	2%	(12)	2%	(13)	6%	(33)	4%	(22)	6%	(31)	2%	(12)	77%	(415)	537
Biden Job Somewhat Disapprove	2%	(8)	4%	(14)	3%	(11)	3%	(11)	3%	(10)	3%	(11)	81%	(273)	339
Biden Job Strongly Disapprove	1%	(8)	1%	(8)	4%	(32)	2%	(13)	4%	(33)	3%	(26)	85%	(685)	805
Favorable of Biden	3%	(27)	4%	(35)	6%	(55)	4%	(40)	5%	(52)	3%	(28)	76%	(732)	969
Unfavorable of Biden	2%	(18)	2%	(22)	5%	(54)	2%	(27)	3%	(38)	3%	(33)	83%	(941)	1134
Very Favorable of Biden	3%	(16)	4%	(17)	7%	(36)	3%	(15)	6%	(28)	3%	(17)	73%	(353)	482
Somewhat Favorable of Biden	2%	(10)	4%	(17)	4%	(20)	5%	(24)	5%	(25)	2%	(12)	78%	(379)	487
Somewhat Unfavorable of Biden	3%	(10)	3%	(10)	5%	(14)	3%	(10)	2%	(6)	3%	(8)	81%	(241)	299
Very Unfavorable of Biden	1%	(9)	1%	(12)	5%	(40)	2%	(17)	4%	(32)	3%	(26)	84%	(700)	835
#1 Issue: Economy	2%	(20)	2%	(19)	5%	(49)	3%	(29)	5%	(48)	3%	(31)	79%	(717)	913
#1 Issue: Security	2%	(4)	2%	(5)	4%	(9)	3%	(8)	4%	(9)	5%	(12)	80%	(195)	243
#1 Issue: Health Care	4%	(6)	4%	(7)	7%	(12)	4%	(6)	4%	(6)	1%	(2)	77%	(130)	170
#1 Issue: Medicare / Social Security	2%	(5)	2%	(4)	4%	(10)	2%	(5)	1%	(4)	2%	(6)	87%	(232)	266
#1 Issue: Women's Issues	3%	(9)	4%	(12)	6%	(19)	4%	(12)	2%	(6)	4%	(11)	77%	(241)	311
#1 Issue: Education	8%	(5)	5%	(3)	11%	(6)	10%	(6)	4%	(2)	2%	(1)	60%	(36)	59
#1 Issue: Energy	3%	(4)	4%	(5)	7%	(9)	4%	(5)	12%	(16)	3%	(4)	68%	(91)	134
#1 Issue: Other	2%	(2)	3%	(4)	1%	(1)	1%	(2)	5%	(6)	1%	(2)	86%	(98)	115
2020 Vote: Joe Biden	3%	(28)	3%	(32)	6%	(57)	4%	(33)	5%	(46)	3%	(28)	76%	(721)	945
2020 Vote: Donald Trump	2%	(11)	2%	(15)	4%	(32)	2%	(18)	4%	(28)	2%	(17)	84%	(619)	740
2020 Vote: Other	1%	(1)	1%	(1)	9%	(6)	1%	(1)	6%	(4)	3%	(2)	79%	(53)	67
2020 Vote: Didn't Vote	3%	(14)	3%	(12)	5%	(23)	5%	(22)	4%	(20)	5%	(22)	75%	(346)	459
2018 House Vote: Democrat	3%	(22)	5%	(34)	6%	(45)	4%	(28)	5%	(39)	3%	(23)	75%	(564)	755
2018 House Vote: Republican	2%	(13)	1%	(6)	5%	(31)	2%	(10)	3%	(19)	3%	(17)	84%	(493)	589
2018 House Vote: Someone else	—	(0)	4%	(2)	3%	(2)	—	(0)	4%	(2)	4%	(2)	85%	(42)	50
2016 Vote: Hillary Clinton	3%	(20)	3%	(24)	6%	(42)	4%	(28)	5%	(37)	3%	(20)	75%	(523)	695
2016 Vote: Donald Trump	2%	(11)	2%	(12)	4%	(26)	2%	(11)	3%	(21)	3%	(17)	85%	(558)	656
2016 Vote: Other	3%	(3)	1%	(1)	6%	(6)	2%	(2)	4%	(3)	2%	(2)	82%	(70)	86
2016 Vote: Didn't Vote	3%	(19)	3%	(23)	5%	(40)	4%	(32)	5%	(34)	4%	(30)	77%	(586)	765

Table MCFE41_18: *How often did you use the following services in the past month?*

Starz

Demographic	Multiple times a day		Once daily		A few times per week		Once per week		A few times		Once		Never		Total N
Adults	2%	(53)	3%	(60)	5%	(118)	3%	(73)	4%	(98)	3%	(68)	79%	(1739)	2210
Voted in 2014: Yes	3%	(31)	3%	(32)	5%	(67)	3%	(34)	4%	(50)	3%	(40)	79%	(972)	1227
Voted in 2014: No	2%	(22)	3%	(28)	5%	(51)	4%	(39)	5%	(48)	3%	(29)	78%	(767)	983
4-Region: Northeast	2%	(8)	3%	(11)	5%	(19)	4%	(14)	6%	(24)	2%	(8)	78%	(300)	383
4-Region: Midwest	3%	(12)	3%	(12)	3%	(13)	2%	(9)	4%	(17)	2%	(11)	84%	(382)	456
4-Region: South	3%	(29)	3%	(28)	6%	(53)	4%	(37)	5%	(40)	4%	(32)	74%	(625)	844
4-Region: West	1%	(5)	2%	(9)	6%	(32)	3%	(13)	3%	(17)	3%	(17)	82%	(433)	527
TikTok Users	4%	(34)	5%	(41)	10%	(75)	4%	(33)	6%	(46)	4%	(31)	67%	(531)	793
Twitch Users	6%	(14)	8%	(17)	12%	(27)	6%	(13)	3%	(7)	3%	(6)	61%	(132)	216
2022 Sports Viewers/Attendees	2%	(36)	3%	(47)	6%	(94)	4%	(55)	5%	(71)	3%	(51)	76%	(1121)	1475
Monthly Moviegoers	6%	(18)	11%	(34)	11%	(34)	5%	(16)	8%	(26)	3%	(9)	57%	(183)	320
Few Times per Year + Moviegoers	4%	(34)	5%	(45)	9%	(81)	5%	(45)	7%	(60)	3%	(30)	68%	(627)	920
Heard Smile Campaign	6%	(35)	7%	(38)	13%	(69)	6%	(32)	8%	(44)	5%	(26)	56%	(307)	551
Heard Minion Campaign	6%	(33)	8%	(44)	12%	(64)	5%	(26)	7%	(36)	4%	(23)	58%	(314)	540
Listens to Podcasts	4%	(40)	5%	(52)	8%	(93)	6%	(64)	7%	(76)	5%	(53)	67%	(754)	1132
Streaming Services User	3%	(52)	3%	(60)	6%	(113)	4%	(72)	5%	(94)	3%	(61)	74%	(1321)	1773
Netflix User	4%	(53)	4%	(56)	7%	(109)	5%	(70)	6%	(89)	3%	(50)	71%	(1047)	1474
Disney+ User	5%	(45)	5%	(50)	10%	(96)	6%	(59)	7%	(69)	4%	(39)	64%	(626)	984
Heterosexual or straight	2%	(43)	3%	(54)	5%	(103)	3%	(62)	4%	(79)	3%	(60)	80%	(1569)	1971
Gay	2%	(2)	1%	(1)	5%	(3)	8%	(5)	9%	(6)	3%	(2)	72%	(49)	68
Bisexual	9%	(8)	4%	(4)	8%	(7)	1%	(1)	3%	(3)	2%	(2)	72%	(63)	88
Yes	8%	(6)	3%	(2)	5%	(3)	2%	(2)	8%	(5)	5%	(4)	69%	(48)	70
No	2%	(48)	3%	(58)	5%	(114)	3%	(72)	4%	(92)	3%	(65)	79%	(1691)	2140

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

Table MCFE41_19: *How often did you use the following services in the past month?*

Tubi

Demographic	Multiple times a day	Once daily	A few times per week	Once per week	A few times	Once	Never	Total N
Adults	4% (98)	4% (91)	9% (192)	4% (92)	10% (214)	4% (98)	65% (1427)	2210
Gender: Male	4% (41)	5% (56)	9% (93)	5% (49)	10% (104)	5% (53)	63% (671)	1068
Gender: Female	5% (56)	3% (35)	9% (98)	4% (43)	10% (110)	4% (45)	66% (756)	1142
Age: 18-34	6% (39)	5% (34)	11% (71)	4% (26)	11% (68)	6% (38)	57% (366)	642
Age: 35-44	4% (14)	5% (18)	9% (32)	6% (23)	9% (32)	4% (15)	64% (232)	365
Age: 45-64	5% (38)	4% (30)	9% (66)	4% (30)	12% (82)	4% (26)	62% (441)	714
Age: 65+	1% (6)	2% (8)	5% (23)	3% (13)	6% (32)	4% (19)	79% (388)	489
GenZers: 1997-2012	5% (14)	7% (18)	11% (27)	5% (13)	9% (23)	8% (19)	56% (143)	256
Millennials: 1981-1996	5% (35)	5% (30)	11% (69)	5% (31)	11% (71)	4% (29)	59% (388)	653
GenXers: 1965-1980	5% (28)	6% (31)	9% (48)	5% (27)	11% (60)	4% (20)	61% (341)	555
Baby Boomers: 1946-1964	3% (21)	2% (10)	7% (46)	3% (20)	9% (58)	4% (27)	73% (491)	673
PID: Dem (no lean)	6% (54)	6% (51)	9% (80)	4% (37)	10% (86)	5% (40)	60% (512)	860
PID: Ind (no lean)	4% (24)	4% (24)	9% (57)	4% (27)	9% (61)	3% (23)	68% (457)	674
PID: Rep (no lean)	3% (20)	2% (16)	8% (55)	4% (28)	10% (67)	5% (34)	68% (457)	676
PID/Gender: Dem Men	6% (23)	8% (30)	11% (42)	5% (21)	11% (44)	6% (22)	54% (212)	394
PID/Gender: Dem Women	7% (31)	4% (20)	8% (38)	3% (16)	9% (42)	4% (18)	64% (300)	465
PID/Gender: Ind Men	3% (9)	4% (15)	10% (33)	4% (15)	8% (29)	4% (12)	67% (233)	345
PID/Gender: Ind Women	4% (15)	3% (10)	7% (25)	4% (12)	10% (32)	3% (11)	68% (225)	329
PID/Gender: Rep Men	3% (9)	3% (11)	6% (19)	4% (13)	10% (31)	5% (18)	69% (226)	328
PID/Gender: Rep Women	3% (11)	1% (5)	10% (36)	4% (15)	10% (35)	5% (16)	66% (231)	348
Ideo: Liberal (1-3)	4% (26)	5% (30)	8% (55)	4% (28)	11% (70)	6% (37)	62% (410)	656
Ideo: Moderate (4)	6% (43)	6% (45)	9% (65)	5% (40)	9% (67)	3% (24)	62% (467)	751
Ideo: Conservative (5-7)	3% (20)	2% (12)	9% (58)	3% (21)	9% (62)	5% (31)	69% (463)	666
Educ: < College	6% (85)	4% (63)	10% (139)	4% (61)	11% (162)	5% (67)	60% (860)	1437
Educ: Bachelors degree	1% (5)	4% (20)	8% (38)	4% (18)	7% (34)	4% (19)	73% (357)	491
Educ: Post-grad	3% (7)	3% (8)	5% (15)	4% (13)	6% (18)	4% (11)	74% (210)	282
Income: Under 50k	5% (66)	4% (46)	10% (126)	5% (61)	10% (132)	4% (53)	62% (788)	1271
Income: 50k-100k	3% (18)	5% (30)	8% (51)	3% (23)	10% (66)	5% (33)	66% (436)	656
Income: 100k+	5% (14)	5% (15)	5% (14)	3% (9)	5% (15)	4% (12)	72% (203)	283
Ethnicity: White	3% (49)	3% (52)	7% (126)	4% (67)	9% (151)	4% (72)	70% (1193)	1711
Ethnicity: Hispanic	5% (20)	6% (21)	9% (33)	6% (23)	9% (35)	3% (12)	61% (230)	374

Table MCFE41_19: *How often did you use the following services in the past month?*

Tubi

Demographic	Multiple times a day		Once daily		A few times per week		Once per week		A few times		Once		Never		Total N
Adults	4%	(98)	4%	(91)	9%	(192)	4%	(92)	10%	(214)	4%	(98)	65%	(1427)	2210
Ethnicity: Black	14%	(39)	9%	(25)	16%	(46)	6%	(16)	14%	(38)	7%	(20)	35%	(98)	282
Ethnicity: Other	4%	(10)	6%	(13)	9%	(19)	4%	(9)	11%	(25)	3%	(6)	63%	(136)	217
All Christian	3%	(29)	3%	(35)	8%	(86)	4%	(37)	10%	(98)	4%	(41)	68%	(702)	1029
All Non-Christian	3%	(4)	3%	(4)	13%	(16)	8%	(11)	4%	(5)	4%	(6)	65%	(84)	129
Atheist	3%	(3)	3%	(3)	6%	(6)	2%	(2)	10%	(10)	10%	(10)	66%	(66)	99
Agnostic/Nothing in particular	4%	(26)	5%	(32)	9%	(51)	4%	(23)	8%	(49)	4%	(21)	66%	(386)	587
Something Else	10%	(36)	5%	(17)	9%	(32)	5%	(19)	14%	(52)	6%	(20)	52%	(188)	365
Religious Non-Protestant/Catholic	2%	(4)	3%	(5)	13%	(20)	10%	(15)	3%	(5)	5%	(8)	63%	(96)	154
Evangelical	6%	(36)	5%	(28)	10%	(54)	5%	(27)	11%	(64)	6%	(35)	57%	(316)	558
Non-Evangelical	3%	(26)	3%	(23)	8%	(60)	3%	(25)	11%	(85)	3%	(23)	69%	(549)	792
Community: Urban	6%	(36)	7%	(47)	11%	(72)	4%	(26)	10%	(61)	5%	(31)	57%	(365)	638
Community: Suburban	4%	(39)	3%	(33)	7%	(66)	4%	(37)	9%	(95)	5%	(48)	69%	(696)	1014
Community: Rural	4%	(23)	2%	(11)	10%	(54)	5%	(29)	10%	(58)	3%	(18)	65%	(365)	558
Employ: Private Sector	4%	(24)	7%	(48)	9%	(59)	5%	(32)	10%	(62)	5%	(31)	61%	(398)	654
Employ: Government	6%	(8)	5%	(6)	10%	(13)	5%	(6)	9%	(12)	2%	(3)	64%	(87)	136
Employ: Self-Employed	6%	(11)	6%	(11)	9%	(15)	5%	(8)	14%	(24)	4%	(7)	55%	(91)	166
Employ: Homemaker	6%	(11)	—	(1)	9%	(17)	4%	(8)	9%	(17)	4%	(7)	68%	(130)	190
Employ: Student	3%	(2)	10%	(6)	12%	(7)	2%	(1)	4%	(2)	—	(0)	69%	(43)	62
Employ: Retired	3%	(15)	2%	(10)	6%	(33)	4%	(21)	8%	(46)	4%	(22)	74%	(416)	563
Employ: Unemployed	6%	(19)	2%	(6)	10%	(31)	3%	(10)	10%	(31)	8%	(23)	60%	(181)	301
Employ: Other	6%	(8)	2%	(2)	11%	(15)	4%	(5)	14%	(20)	3%	(5)	60%	(82)	137
Military HH: Yes	4%	(12)	4%	(10)	9%	(25)	3%	(8)	10%	(28)	4%	(11)	67%	(189)	283
Military HH: No	4%	(85)	4%	(81)	9%	(167)	4%	(84)	10%	(186)	4%	(86)	64%	(1238)	1927
RD/WT: Right Direction	6%	(42)	7%	(46)	10%	(68)	5%	(36)	10%	(69)	4%	(30)	56%	(376)	666
RD/WT: Wrong Track	4%	(56)	3%	(45)	8%	(124)	4%	(56)	9%	(145)	4%	(68)	68%	(1050)	1544
Biden Job Approve	6%	(56)	5%	(53)	9%	(90)	5%	(53)	10%	(97)	4%	(42)	60%	(579)	970
Biden Job Disapprove	3%	(31)	3%	(36)	8%	(93)	3%	(36)	10%	(112)	4%	(48)	69%	(787)	1144

Continued on next page

Table MCFE41_19: *How often did you use the following services in the past month?*

Tubi

Demographic	Multiple times a day		Once daily		A few times per week		Once per week		A few times		Once		Never		Total N
Adults	4%	(98)	4%	(91)	9%	(192)	4%	(92)	10%	(214)	4%	(98)	65%	(1427)	2210
Biden Job Strongly Approve	8%	(34)	7%	(30)	10%	(45)	5%	(22)	10%	(42)	5%	(21)	55%	(239)	433
Biden Job Somewhat Approve	4%	(22)	4%	(23)	8%	(45)	6%	(31)	10%	(55)	4%	(21)	63%	(340)	537
Biden Job Somewhat Disapprove	3%	(9)	6%	(20)	8%	(28)	3%	(10)	8%	(29)	5%	(16)	67%	(227)	339
Biden Job Strongly Disapprove	3%	(22)	2%	(16)	8%	(65)	3%	(26)	10%	(84)	4%	(32)	70%	(560)	805
Favorable of Biden	6%	(57)	5%	(48)	9%	(89)	5%	(47)	9%	(90)	4%	(42)	62%	(597)	969
Unfavorable of Biden	3%	(36)	3%	(37)	8%	(90)	4%	(43)	10%	(114)	4%	(47)	68%	(767)	1134
Very Favorable of Biden	7%	(32)	6%	(29)	10%	(49)	4%	(21)	9%	(45)	5%	(22)	59%	(285)	482
Somewhat Favorable of Biden	5%	(25)	4%	(19)	8%	(40)	5%	(25)	9%	(45)	4%	(20)	64%	(312)	487
Somewhat Unfavorable of Biden	3%	(8)	6%	(17)	8%	(23)	5%	(14)	10%	(31)	4%	(13)	64%	(193)	299
Very Unfavorable of Biden	3%	(28)	2%	(20)	8%	(67)	3%	(29)	10%	(83)	4%	(35)	69%	(574)	835
#1 Issue: Economy	3%	(29)	4%	(34)	8%	(77)	4%	(35)	10%	(89)	5%	(42)	66%	(606)	913
#1 Issue: Security	5%	(12)	4%	(9)	11%	(26)	4%	(10)	7%	(17)	5%	(12)	64%	(156)	243
#1 Issue: Health Care	8%	(13)	8%	(13)	7%	(12)	5%	(9)	9%	(15)	2%	(3)	62%	(105)	170
#1 Issue: Medicare / Social Security	6%	(17)	1%	(2)	7%	(18)	4%	(12)	9%	(24)	5%	(14)	67%	(179)	266
#1 Issue: Women's Issues	5%	(17)	5%	(17)	10%	(32)	4%	(12)	11%	(33)	4%	(12)	61%	(189)	311
#1 Issue: Education	6%	(3)	12%	(7)	11%	(7)	10%	(6)	17%	(10)	5%	(3)	39%	(23)	59
#1 Issue: Energy	4%	(5)	3%	(4)	9%	(11)	4%	(6)	12%	(16)	6%	(9)	62%	(83)	134
#1 Issue: Other	1%	(1)	4%	(5)	7%	(9)	2%	(2)	8%	(9)	3%	(3)	75%	(86)	115
2020 Vote: Joe Biden	5%	(51)	5%	(50)	8%	(79)	5%	(43)	9%	(90)	4%	(42)	63%	(591)	945
2020 Vote: Donald Trump	3%	(23)	3%	(19)	8%	(57)	4%	(29)	9%	(64)	5%	(34)	69%	(513)	740
2020 Vote: Other	2%	(1)	3%	(2)	14%	(9)	4%	(3)	5%	(3)	3%	(2)	69%	(46)	67
2020 Vote: Didn't Vote	5%	(22)	4%	(21)	10%	(46)	4%	(17)	12%	(57)	4%	(19)	60%	(276)	459
2018 House Vote: Democrat	5%	(37)	6%	(46)	10%	(73)	5%	(35)	9%	(71)	5%	(34)	61%	(458)	755
2018 House Vote: Republican	3%	(17)	2%	(11)	8%	(44)	4%	(23)	9%	(52)	4%	(25)	71%	(417)	589
2018 House Vote: Someone else	9%	(4)	1%	(1)	10%	(5)	2%	(1)	14%	(7)	3%	(1)	61%	(30)	50
2016 Vote: Hillary Clinton	5%	(35)	6%	(45)	8%	(59)	5%	(33)	9%	(61)	5%	(32)	62%	(431)	695
2016 Vote: Donald Trump	3%	(21)	2%	(16)	8%	(52)	4%	(25)	9%	(56)	4%	(26)	70%	(460)	656
2016 Vote: Other	3%	(3)	1%	(1)	9%	(8)	6%	(5)	9%	(8)	1%	(1)	70%	(60)	86
2016 Vote: Didn't Vote	5%	(39)	4%	(30)	9%	(72)	4%	(28)	11%	(86)	5%	(36)	62%	(473)	765

Table MCFE41_19: *How often did you use the following services in the past month?*

Tubi

Demographic	Multiple times a day		Once daily		A few times per week		Once per week		A few times		Once		Never	Total N
Adults	4%	(98)	4%	(91)	9%	(192)	4%	(92)	10%	(214)	4%	(98)	65%(1427)	2210
Voted in 2014: Yes	5%	(58)	4%	(52)	8%	(103)	4%	(43)	9%	(116)	5%	(56)	65% (799)	1227
Voted in 2014: No	4%	(40)	4%	(39)	9%	(89)	5%	(49)	10%	(98)	4%	(41)	64% (628)	983
4-Region: Northeast	5%	(19)	3%	(12)	9%	(33)	3%	(12)	9%	(35)	4%	(14)	68% (259)	383
4-Region: Midwest	3%	(15)	5%	(21)	9%	(40)	3%	(15)	9%	(42)	5%	(23)	66% (301)	456
4-Region: South	6%	(47)	4%	(33)	10%	(88)	4%	(38)	11%	(90)	5%	(41)	60% (508)	844
4-Region: West	3%	(17)	5%	(25)	6%	(31)	5%	(27)	9%	(48)	4%	(20)	68% (359)	527
TikTok Users	6%	(50)	8%	(61)	10%	(82)	6%	(48)	12%	(98)	4%	(36)	53% (418)	793
Twitch Users	7%	(14)	11%	(23)	10%	(23)	5%	(10)	10%	(22)	5%	(11)	52% (112)	216
2022 Sports Viewers/Attendees	4%	(58)	4%	(66)	8%	(121)	4%	(66)	9%	(134)	5%	(71)	65% (960)	1475
Monthly Moviegoers	6%	(20)	12%	(40)	10%	(30)	6%	(18)	10%	(31)	6%	(19)	51% (162)	320
Few Times per Year + Moviegoers	5%	(43)	7%	(60)	10%	(92)	5%	(50)	9%	(86)	5%	(46)	59% (542)	920
Heard Smile Campaign	10%	(57)	9%	(49)	11%	(61)	7%	(40)	12%	(68)	6%	(32)	44% (244)	551
Heard Minion Campaign	9%	(48)	9%	(50)	12%	(65)	7%	(35)	13%	(68)	7%	(35)	44% (239)	540
Listens to Podcasts	5%	(60)	6%	(64)	11%	(120)	6%	(69)	11%	(129)	6%	(66)	55% (624)	1132
Streaming Services User	5%	(92)	5%	(89)	10%	(180)	5%	(83)	11%	(191)	5%	(83)	60%(1055)	1773
Netflix User	5%	(77)	6%	(81)	9%	(136)	5%	(79)	10%	(152)	5%	(71)	60% (878)	1474
Disney+ User	6%	(57)	7%	(66)	10%	(100)	6%	(57)	13%	(125)	5%	(51)	54% (528)	984
Heterosexual or straight	4%	(82)	4%	(80)	9%	(170)	4%	(76)	10%	(188)	5%	(89)	65%(1285)	1971
Gay	3%	(2)	6%	(4)	12%	(8)	4%	(3)	12%	(8)	2%	(2)	59% (40)	68
Bisexual	9%	(8)	5%	(5)	6%	(5)	5%	(5)	8%	(7)	5%	(5)	61% (54)	88
Yes	8%	(6)	6%	(4)	7%	(5)	7%	(5)	11%	(8)	6%	(4)	55% (39)	70
No	4%	(92)	4%	(87)	9%	(187)	4%	(87)	10%	(206)	4%	(93)	65%(1388)	2140

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

Table MCFE41_20: *How often did you use the following services in the past month?*

Pluto TV

Demographic	Multiple times a day		Once daily		A few times per week		Once per week		A few times		Once		Never		Total N
Adults	4%	(92)	4%	(98)	7%	(166)	4%	(79)	7%	(161)	5%	(107)	68%	(1507)	2210
Gender: Male	4%	(45)	5%	(57)	9%	(94)	4%	(41)	8%	(80)	6%	(64)	64%	(686)	1068
Gender: Female	4%	(46)	4%	(41)	6%	(72)	3%	(38)	7%	(81)	4%	(44)	72%	(820)	1142
Age: 18-34	5%	(33)	7%	(45)	10%	(62)	3%	(22)	6%	(41)	5%	(34)	63%	(405)	642
Age: 35-44	3%	(12)	5%	(17)	8%	(28)	5%	(20)	9%	(31)	7%	(26)	64%	(232)	365
Age: 45-64	5%	(35)	5%	(33)	8%	(60)	4%	(28)	9%	(67)	4%	(28)	65%	(463)	714
Age: 65+	2%	(12)	1%	(3)	3%	(15)	2%	(9)	5%	(22)	4%	(20)	83%	(407)	489
GenZers: 1997-2012	5%	(13)	7%	(19)	7%	(18)	7%	(17)	7%	(18)	6%	(15)	61%	(157)	256
Millennials: 1981-1996	4%	(27)	6%	(37)	10%	(67)	3%	(20)	7%	(47)	6%	(39)	63%	(414)	653
GenXers: 1965-1980	5%	(26)	6%	(34)	8%	(45)	4%	(23)	9%	(48)	5%	(26)	63%	(352)	555
Baby Boomers: 1946-1964	4%	(24)	1%	(8)	5%	(35)	3%	(18)	7%	(47)	4%	(26)	77%	(516)	673
PID: Dem (no lean)	4%	(36)	7%	(59)	8%	(68)	4%	(35)	6%	(50)	6%	(52)	65%	(561)	860
PID: Ind (no lean)	4%	(28)	3%	(19)	8%	(51)	4%	(25)	9%	(62)	5%	(33)	68%	(456)	674
PID: Rep (no lean)	4%	(27)	3%	(20)	7%	(47)	3%	(20)	7%	(49)	3%	(23)	73%	(491)	676
PID/Gender: Dem Men	4%	(17)	10%	(38)	10%	(39)	5%	(18)	6%	(24)	8%	(31)	58%	(227)	394
PID/Gender: Dem Women	4%	(20)	5%	(21)	6%	(28)	3%	(16)	6%	(26)	4%	(21)	72%	(333)	465
PID/Gender: Ind Men	3%	(12)	3%	(11)	9%	(33)	3%	(11)	9%	(32)	5%	(18)	66%	(229)	345
PID/Gender: Ind Women	5%	(16)	2%	(8)	6%	(19)	4%	(13)	9%	(31)	5%	(15)	69%	(227)	329
PID/Gender: Rep Men	5%	(17)	2%	(8)	7%	(22)	3%	(11)	8%	(25)	5%	(15)	70%	(230)	328
PID/Gender: Rep Women	3%	(10)	4%	(12)	7%	(25)	2%	(8)	7%	(24)	2%	(8)	75%	(260)	348
Ideo: Liberal (1-3)	4%	(25)	6%	(42)	7%	(48)	3%	(21)	7%	(45)	6%	(39)	67%	(436)	656
Ideo: Moderate (4)	5%	(37)	5%	(40)	9%	(66)	4%	(29)	8%	(59)	5%	(39)	64%	(480)	751
Ideo: Conservative (5-7)	4%	(24)	2%	(16)	6%	(40)	3%	(23)	7%	(44)	4%	(24)	74%	(495)	666
Educ: < College	6%	(80)	4%	(61)	8%	(119)	4%	(61)	9%	(123)	5%	(74)	64%	(918)	1437
Educ: Bachelors degree	2%	(8)	5%	(27)	6%	(31)	2%	(7)	5%	(23)	4%	(19)	76%	(375)	491
Educ: Post-grad	1%	(4)	4%	(10)	6%	(16)	4%	(10)	5%	(15)	5%	(14)	75%	(213)	282
Income: Under 50k	5%	(62)	5%	(58)	9%	(113)	5%	(59)	7%	(87)	5%	(62)	65%	(830)	1271
Income: 50k-100k	3%	(19)	5%	(31)	6%	(38)	2%	(12)	8%	(54)	6%	(37)	71%	(464)	656
Income: 100k+	3%	(10)	3%	(9)	5%	(14)	3%	(8)	7%	(19)	3%	(8)	75%	(213)	283
Ethnicity: White	3%	(50)	4%	(68)	7%	(113)	3%	(49)	7%	(127)	5%	(77)	72%	(1227)	1711
Ethnicity: Hispanic	6%	(21)	9%	(33)	8%	(31)	4%	(15)	5%	(18)	4%	(14)	65%	(242)	374

Table MCFE41_20: *How often did you use the following services in the past month?*

Pluto TV

Demographic	Multiple times a day		Once daily		A few times per week		Once per week		A few times		Once		Never		Total N
Adults	4%	(92)	4%	(98)	7%	(166)	4%	(79)	7%	(161)	5%	(107)	68%	(1507)	2210
Ethnicity: Black	11%	(30)	7%	(19)	15%	(41)	7%	(21)	8%	(22)	7%	(20)	46%	(129)	282
Ethnicity: Other	5%	(12)	5%	(12)	5%	(12)	4%	(9)	6%	(12)	4%	(10)	70%	(151)	217
All Christian	4%	(38)	3%	(33)	8%	(79)	3%	(32)	7%	(70)	4%	(42)	71%	(734)	1029
All Non-Christian	5%	(6)	3%	(4)	10%	(13)	1%	(1)	11%	(14)	6%	(8)	64%	(83)	129
Atheist	3%	(3)	2%	(2)	5%	(5)	2%	(2)	5%	(5)	9%	(9)	74%	(74)	99
Agnostic/Nothing in particular	2%	(14)	6%	(37)	7%	(43)	3%	(19)	6%	(37)	4%	(24)	70%	(413)	587
Something Else	8%	(29)	6%	(22)	7%	(27)	7%	(25)	10%	(35)	7%	(24)	55%	(203)	365
Religious Non-Protestant/Catholic	4%	(6)	3%	(4)	9%	(14)	4%	(5)	10%	(16)	6%	(10)	65%	(99)	154
Evangelical	7%	(40)	5%	(27)	9%	(50)	5%	(30)	7%	(42)	6%	(32)	60%	(337)	558
Non-Evangelical	3%	(27)	3%	(26)	7%	(54)	3%	(23)	8%	(61)	4%	(33)	72%	(569)	792
Community: Urban	6%	(38)	7%	(42)	8%	(52)	5%	(29)	8%	(49)	5%	(31)	62%	(396)	638
Community: Suburban	3%	(25)	4%	(37)	7%	(68)	3%	(27)	7%	(72)	5%	(53)	72%	(731)	1014
Community: Rural	5%	(28)	3%	(19)	8%	(45)	4%	(23)	7%	(40)	4%	(23)	68%	(379)	558
Employ: Private Sector	3%	(22)	7%	(43)	8%	(54)	3%	(18)	8%	(55)	6%	(39)	65%	(423)	654
Employ: Government	8%	(11)	5%	(7)	9%	(12)	3%	(5)	7%	(9)	5%	(7)	63%	(85)	136
Employ: Self-Employed	10%	(17)	9%	(15)	13%	(22)	6%	(10)	6%	(9)	5%	(8)	51%	(85)	166
Employ: Homemaker	3%	(7)	5%	(9)	7%	(13)	4%	(7)	8%	(14)	4%	(8)	69%	(131)	190
Employ: Student	4%	(2)	4%	(2)	6%	(4)	5%	(3)	6%	(3)	5%	(3)	70%	(44)	62
Employ: Retired	3%	(14)	1%	(4)	5%	(27)	3%	(15)	6%	(33)	3%	(20)	80%	(450)	563
Employ: Unemployed	3%	(10)	4%	(12)	8%	(24)	5%	(14)	8%	(23)	4%	(13)	68%	(205)	301
Employ: Other	6%	(8)	4%	(5)	8%	(11)	5%	(7)	10%	(13)	7%	(10)	61%	(84)	137
Military HH: Yes	4%	(10)	3%	(9)	4%	(12)	4%	(11)	8%	(22)	5%	(16)	72%	(204)	283
Military HH: No	4%	(81)	5%	(89)	8%	(154)	4%	(68)	7%	(139)	5%	(92)	68%	(1303)	1927
RD/WT: Right Direction	5%	(36)	8%	(52)	9%	(62)	5%	(31)	7%	(50)	6%	(43)	59%	(393)	666
RD/WT: Wrong Track	4%	(56)	3%	(46)	7%	(104)	3%	(48)	7%	(112)	4%	(64)	72%	(1114)	1544
Biden Job Approve	5%	(45)	6%	(63)	8%	(75)	4%	(39)	7%	(66)	6%	(57)	64%	(624)	970
Biden Job Disapprove	4%	(40)	3%	(30)	7%	(77)	4%	(40)	8%	(87)	4%	(46)	72%	(824)	1144

Continued on next page

Table MCFE41_20: *How often did you use the following services in the past month?*

Pluto TV

Demographic	Multiple times a day		Once daily		A few times per week		Once per week		A few times		Once		Never		Total N
Adults	4%	(92)	4%	(98)	7%	(166)	4%	(79)	7%	(161)	5%	(107)	68%	(1507)	2210
Biden Job Strongly Approve	6%	(25)	9%	(38)	9%	(39)	4%	(18)	8%	(33)	5%	(24)	59%	(256)	433
Biden Job Somewhat Approve	4%	(20)	5%	(25)	7%	(36)	4%	(21)	6%	(33)	6%	(34)	69%	(369)	537
Biden Job Somewhat Disapprove	3%	(10)	5%	(16)	6%	(21)	3%	(11)	7%	(22)	5%	(18)	71%	(240)	339
Biden Job Strongly Disapprove	4%	(30)	2%	(14)	7%	(55)	4%	(29)	8%	(64)	3%	(28)	73%	(584)	805
Favorable of Biden	4%	(40)	6%	(59)	7%	(71)	4%	(38)	6%	(60)	6%	(57)	66%	(644)	969
Unfavorable of Biden	4%	(42)	3%	(36)	7%	(80)	4%	(41)	8%	(91)	4%	(42)	71%	(802)	1134
Very Favorable of Biden	4%	(22)	7%	(34)	10%	(48)	4%	(17)	7%	(32)	5%	(24)	63%	(306)	482
Somewhat Favorable of Biden	4%	(18)	5%	(25)	5%	(24)	4%	(20)	6%	(29)	7%	(33)	69%	(338)	487
Somewhat Unfavorable of Biden	4%	(13)	3%	(9)	8%	(23)	4%	(13)	6%	(18)	5%	(14)	70%	(209)	299
Very Unfavorable of Biden	3%	(29)	3%	(28)	7%	(56)	3%	(27)	9%	(73)	3%	(28)	71%	(594)	835
#1 Issue: Economy	4%	(34)	4%	(32)	8%	(71)	4%	(34)	7%	(62)	5%	(47)	69%	(634)	913
#1 Issue: Security	3%	(8)	5%	(12)	10%	(25)	3%	(7)	9%	(21)	4%	(10)	66%	(161)	243
#1 Issue: Health Care	8%	(13)	6%	(11)	8%	(14)	3%	(5)	6%	(11)	5%	(8)	63%	(108)	170
#1 Issue: Medicare / Social Security	5%	(14)	3%	(8)	4%	(11)	4%	(10)	9%	(25)	2%	(5)	73%	(193)	266
#1 Issue: Women's Issues	3%	(8)	8%	(24)	6%	(20)	3%	(8)	7%	(21)	5%	(17)	68%	(212)	311
#1 Issue: Education	8%	(4)	5%	(3)	12%	(7)	14%	(8)	7%	(4)	7%	(4)	48%	(28)	59
#1 Issue: Energy	6%	(8)	4%	(5)	7%	(9)	3%	(4)	8%	(11)	7%	(10)	64%	(86)	134
#1 Issue: Other	2%	(2)	2%	(2)	7%	(8)	2%	(3)	7%	(8)	6%	(7)	74%	(85)	115
2020 Vote: Joe Biden	4%	(41)	5%	(48)	8%	(73)	3%	(32)	6%	(58)	6%	(52)	68%	(641)	945
2020 Vote: Donald Trump	4%	(30)	4%	(29)	7%	(50)	4%	(29)	8%	(56)	3%	(25)	70%	(521)	740
2020 Vote: Other	3%	(2)	2%	(1)	11%	(7)	2%	(1)	9%	(6)	9%	(6)	63%	(42)	67
2020 Vote: Didn't Vote	4%	(19)	4%	(20)	8%	(36)	4%	(17)	9%	(41)	5%	(24)	66%	(302)	459
2018 House Vote: Democrat	4%	(29)	6%	(44)	9%	(68)	3%	(24)	7%	(51)	6%	(43)	66%	(498)	755
2018 House Vote: Republican	4%	(24)	2%	(14)	7%	(41)	3%	(15)	6%	(35)	4%	(24)	74%	(434)	589
2018 House Vote: Someone else	7%	(3)	5%	(2)	2%	(1)	5%	(2)	16%	(8)	6%	(3)	59%	(29)	50
2016 Vote: Hillary Clinton	4%	(29)	5%	(37)	9%	(60)	4%	(25)	5%	(36)	6%	(40)	67%	(468)	695
2016 Vote: Donald Trump	4%	(27)	3%	(21)	7%	(44)	3%	(19)	7%	(46)	4%	(26)	72%	(473)	656
2016 Vote: Other	2%	(2)	3%	(3)	6%	(5)	3%	(3)	10%	(9)	6%	(5)	69%	(59)	86
2016 Vote: Didn't Vote	4%	(33)	5%	(38)	7%	(57)	4%	(32)	9%	(70)	4%	(34)	65%	(500)	765

Table MCFE41_20: *How often did you use the following services in the past month?*

Pluto TV

Demographic	Multiple times a day	Once daily	A few times per week	Once per week	A few times	Once	Never	Total N
Adults	4% (92)	4% (98)	7% (166)	4% (79)	7% (161)	5% (107)	68% (1507)	2210
Voted in 2014: Yes	4% (54)	4% (44)	8% (94)	3% (40)	7% (81)	5% (60)	70% (855)	1227
Voted in 2014: No	4% (38)	6% (54)	7% (72)	4% (39)	8% (80)	5% (47)	66% (652)	983
4-Region: Northeast	3% (12)	4% (15)	6% (23)	4% (15)	9% (33)	4% (14)	71% (271)	383
4-Region: Midwest	3% (12)	4% (20)	8% (39)	2% (11)	7% (32)	4% (17)	71% (325)	456
4-Region: South	5% (41)	5% (42)	9% (76)	5% (39)	7% (61)	6% (52)	63% (534)	844
4-Region: West	5% (26)	4% (21)	5% (28)	3% (14)	7% (36)	5% (24)	72% (378)	527
TikTok Users	4% (34)	7% (59)	10% (82)	4% (35)	8% (67)	7% (52)	58% (463)	793
Twitch Users	7% (14)	12% (26)	9% (20)	6% (13)	7% (15)	8% (17)	52% (112)	216
2022 Sports Viewers/Attendees	5% (69)	5% (73)	8% (118)	3% (45)	7% (104)	5% (77)	67% (989)	1475
Monthly Moviegoers	5% (17)	12% (37)	12% (39)	5% (17)	9% (28)	6% (19)	51% (163)	320
Few Times per Year + Moviegoers	4% (39)	6% (58)	9% (87)	5% (46)	8% (70)	6% (52)	62% (569)	920
Heard Smile Campaign	8% (44)	10% (54)	12% (65)	5% (28)	10% (56)	6% (34)	49% (270)	551
Heard Minion Campaign	8% (43)	10% (53)	11% (61)	5% (26)	8% (45)	5% (29)	53% (285)	540
Listens to Podcasts	5% (51)	7% (77)	9% (107)	5% (56)	9% (102)	6% (70)	59% (669)	1132
Streaming Services User	5% (84)	5% (93)	9% (155)	4% (74)	8% (142)	6% (99)	64% (1126)	1773
Netflix User	4% (66)	5% (79)	8% (119)	5% (67)	8% (116)	6% (84)	64% (943)	1474
Disney+ User	5% (53)	7% (67)	10% (94)	5% (54)	9% (92)	7% (64)	57% (559)	984
Heterosexual or straight	4% (82)	4% (86)	8% (151)	3% (67)	7% (145)	5% (94)	68% (1347)	1971
Gay	1% (1)	10% (7)	8% (6)	6% (4)	2% (1)	4% (3)	69% (47)	68
Bisexual	7% (7)	4% (3)	7% (6)	6% (5)	7% (7)	5% (4)	63% (56)	88
Yes	13% (9)	7% (5)	2% (1)	6% (4)	10% (7)	6% (4)	55% (39)	70
No	4% (82)	4% (93)	8% (164)	3% (75)	7% (154)	5% (103)	69% (1468)	2140

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

Table MCFE41_21: *How often did you use the following services in the past month?*

The Roku Channel

Demographic	Multiple times a day		Once daily		A few times per week		Once per week		A few times		Once		Never		Total N
Adults	6%	(135)	4%	(97)	8%	(180)	4%	(85)	8%	(166)	3%	(69)	67%	(1478)	2210
Gender: Male	5%	(49)	5%	(54)	7%	(76)	4%	(46)	7%	(75)	3%	(35)	69%	(732)	1068
Gender: Female	8%	(86)	4%	(43)	9%	(103)	3%	(39)	8%	(91)	3%	(34)	65%	(747)	1142
Age: 18-34	7%	(44)	7%	(42)	10%	(65)	7%	(45)	8%	(50)	3%	(22)	58%	(374)	642
Age: 35-44	5%	(19)	4%	(16)	9%	(32)	4%	(16)	9%	(32)	4%	(15)	64%	(235)	365
Age: 45-64	7%	(49)	3%	(20)	8%	(58)	2%	(16)	9%	(67)	3%	(22)	68%	(483)	714
Age: 65+	5%	(24)	4%	(19)	5%	(24)	2%	(9)	3%	(16)	2%	(11)	79%	(386)	489
GenZers: 1997-2012	6%	(16)	4%	(11)	11%	(29)	9%	(23)	8%	(22)	4%	(11)	57%	(145)	256
Millennials: 1981-1996	6%	(40)	6%	(42)	10%	(63)	5%	(34)	8%	(50)	4%	(23)	61%	(401)	653
GenXers: 1965-1980	7%	(39)	3%	(18)	8%	(47)	3%	(17)	10%	(57)	4%	(20)	64%	(357)	555
Baby Boomers: 1946-1964	6%	(39)	4%	(25)	6%	(39)	1%	(9)	6%	(37)	2%	(13)	76%	(512)	673
PID: Dem (no lean)	8%	(65)	5%	(44)	9%	(79)	5%	(42)	7%	(61)	3%	(26)	63%	(543)	860
PID: Ind (no lean)	5%	(35)	4%	(29)	8%	(53)	3%	(18)	6%	(44)	3%	(19)	71%	(476)	674
PID: Rep (no lean)	5%	(35)	4%	(24)	7%	(48)	4%	(26)	9%	(61)	3%	(24)	68%	(459)	676
PID/Gender: Dem Men	7%	(27)	7%	(26)	8%	(33)	6%	(22)	7%	(26)	3%	(11)	63%	(248)	394
PID/Gender: Dem Women	8%	(38)	4%	(17)	10%	(46)	4%	(19)	7%	(35)	3%	(15)	63%	(295)	465
PID/Gender: Ind Men	3%	(10)	5%	(17)	6%	(21)	3%	(10)	7%	(23)	3%	(10)	74%	(255)	345
PID/Gender: Ind Women	8%	(25)	4%	(12)	10%	(32)	2%	(8)	6%	(21)	3%	(10)	67%	(221)	329
PID/Gender: Rep Men	3%	(11)	3%	(11)	7%	(22)	4%	(14)	8%	(26)	4%	(15)	70%	(229)	328
PID/Gender: Rep Women	7%	(23)	4%	(13)	7%	(26)	3%	(12)	10%	(35)	3%	(9)	66%	(230)	348
Ideo: Liberal (1-3)	6%	(41)	4%	(28)	11%	(69)	4%	(29)	8%	(55)	3%	(18)	63%	(415)	656
Ideo: Moderate (4)	6%	(48)	6%	(43)	7%	(51)	4%	(32)	7%	(53)	3%	(24)	66%	(499)	751
Ideo: Conservative (5-7)	5%	(31)	3%	(18)	8%	(51)	3%	(20)	7%	(49)	3%	(22)	71%	(476)	666
Educ: < College	8%	(112)	4%	(61)	9%	(129)	4%	(55)	8%	(113)	3%	(42)	64%	(924)	1437
Educ: Bachelors degree	3%	(13)	6%	(28)	7%	(33)	5%	(22)	7%	(34)	2%	(12)	71%	(348)	491
Educ: Post-grad	3%	(10)	3%	(7)	6%	(18)	3%	(8)	7%	(19)	5%	(15)	73%	(206)	282
Income: Under 50k	7%	(92)	5%	(62)	8%	(104)	4%	(53)	7%	(92)	3%	(33)	66%	(834)	1271
Income: 50k-100k	4%	(28)	4%	(26)	9%	(58)	3%	(23)	9%	(59)	3%	(21)	67%	(442)	656
Income: 100k+	5%	(15)	3%	(8)	6%	(18)	3%	(9)	5%	(15)	5%	(15)	72%	(202)	283
Ethnicity: White	5%	(91)	4%	(64)	7%	(126)	3%	(55)	7%	(125)	3%	(54)	70%	(1198)	1711
Ethnicity: Hispanic	7%	(25)	4%	(14)	7%	(28)	6%	(22)	8%	(28)	1%	(4)	68%	(252)	374

Table MCFE41_21: *How often did you use the following services in the past month?*

The Roku Channel

Demographic	Multiple times a day		Once daily		A few times per week		Once per week		A few times		Once		Never		Total N
Adults	6%	(135)	4%	(97)	8%	(180)	4%	(85)	8%	(166)	3%	(69)	67%	(1478)	2210
Ethnicity: Black	12%	(33)	8%	(24)	12%	(34)	6%	(16)	7%	(19)	4%	(12)	51%	(144)	282
Ethnicity: Other	5%	(11)	4%	(9)	9%	(20)	7%	(14)	10%	(21)	2%	(3)	63%	(137)	217
All Christian	5%	(47)	4%	(42)	8%	(80)	3%	(34)	7%	(73)	3%	(30)	70%	(723)	1029
All Non-Christian	5%	(6)	3%	(4)	8%	(10)	7%	(10)	9%	(11)	4%	(6)	63%	(82)	129
Atheist	1%	(1)	—	(0)	4%	(4)	8%	(8)	7%	(7)	3%	(3)	76%	(76)	99
Agnostic/Nothing in particular	5%	(29)	7%	(40)	9%	(53)	3%	(18)	7%	(40)	2%	(13)	67%	(396)	587
Something Else	14%	(52)	3%	(10)	9%	(33)	4%	(16)	10%	(36)	5%	(17)	55%	(203)	365
Religious Non-Protestant/Catholic	5%	(7)	3%	(4)	9%	(14)	6%	(10)	12%	(19)	5%	(7)	60%	(92)	154
Evangelical	10%	(56)	4%	(22)	11%	(61)	4%	(20)	9%	(48)	4%	(22)	59%	(329)	558
Non-Evangelical	5%	(38)	4%	(29)	6%	(47)	4%	(30)	6%	(50)	3%	(24)	72%	(573)	792
Community: Urban	7%	(48)	6%	(38)	7%	(48)	6%	(37)	8%	(49)	4%	(29)	61%	(389)	638
Community: Suburban	5%	(53)	4%	(38)	7%	(72)	3%	(34)	7%	(69)	2%	(25)	71%	(723)	1014
Community: Rural	6%	(35)	4%	(20)	11%	(60)	2%	(14)	8%	(47)	3%	(16)	66%	(366)	558
Employ: Private Sector	6%	(38)	5%	(34)	11%	(72)	4%	(27)	7%	(44)	3%	(23)	64%	(417)	654
Employ: Government	5%	(7)	5%	(6)	10%	(13)	6%	(8)	10%	(14)	5%	(7)	59%	(80)	136
Employ: Self-Employed	11%	(18)	8%	(13)	11%	(19)	3%	(5)	9%	(16)	3%	(6)	54%	(90)	166
Employ: Homemaker	5%	(10)	2%	(4)	9%	(17)	4%	(7)	14%	(27)	3%	(6)	62%	(118)	190
Employ: Student	7%	(4)	8%	(5)	8%	(5)	5%	(3)	4%	(3)	3%	(2)	65%	(40)	62
Employ: Retired	5%	(27)	4%	(21)	5%	(30)	2%	(9)	4%	(23)	2%	(13)	78%	(439)	563
Employ: Unemployed	6%	(18)	3%	(10)	3%	(10)	5%	(15)	9%	(27)	3%	(9)	70%	(212)	301
Employ: Other	10%	(14)	2%	(3)	9%	(13)	7%	(10)	9%	(12)	3%	(4)	58%	(80)	137
Military HH: Yes	6%	(17)	5%	(15)	7%	(21)	4%	(11)	9%	(25)	4%	(10)	65%	(185)	283
Military HH: No	6%	(118)	4%	(82)	8%	(159)	4%	(75)	7%	(141)	3%	(59)	67%	(1294)	1927
RD/WT: Right Direction	8%	(55)	6%	(43)	10%	(66)	6%	(38)	6%	(40)	4%	(24)	60%	(400)	666
RD/WT: Wrong Track	5%	(80)	3%	(54)	7%	(114)	3%	(47)	8%	(125)	3%	(45)	70%	(1078)	1544
Biden Job Approve	8%	(74)	5%	(46)	9%	(84)	5%	(45)	7%	(72)	3%	(33)	63%	(615)	970
Biden Job Disapprove	5%	(53)	4%	(45)	8%	(88)	3%	(38)	8%	(88)	3%	(35)	70%	(797)	1144

Table MCFE41_21: *How often did you use the following services in the past month?*

The Roku Channel

Demographic	Multiple times a day		Once daily		A few times per week		Once per week		A few times		Once		Never		Total N
Adults	6%	(135)	4%	(97)	8%	(180)	4%	(85)	8%	(166)	3%	(69)	67%	(1478)	2210
Biden Job Strongly Approve	10%	(44)	6%	(25)	10%	(42)	6%	(26)	7%	(32)	3%	(13)	58%	(251)	433
Biden Job Somewhat Approve	6%	(30)	4%	(21)	8%	(42)	4%	(20)	7%	(40)	4%	(20)	68%	(364)	537
Biden Job Somewhat Disapprove	3%	(9)	5%	(18)	9%	(29)	5%	(17)	8%	(26)	3%	(10)	67%	(229)	339
Biden Job Strongly Disapprove	5%	(44)	3%	(27)	7%	(58)	3%	(21)	8%	(62)	3%	(25)	71%	(568)	805
Favorable of Biden	7%	(70)	4%	(43)	8%	(82)	4%	(41)	8%	(75)	3%	(33)	65%	(626)	969
Unfavorable of Biden	5%	(59)	4%	(47)	8%	(85)	3%	(39)	7%	(85)	3%	(35)	69%	(784)	1134
Very Favorable of Biden	10%	(46)	5%	(23)	9%	(43)	5%	(23)	7%	(34)	3%	(15)	62%	(298)	482
Somewhat Favorable of Biden	5%	(24)	4%	(19)	8%	(38)	4%	(19)	8%	(41)	4%	(18)	67%	(328)	487
Somewhat Unfavorable of Biden	5%	(15)	4%	(12)	8%	(25)	4%	(12)	8%	(22)	3%	(10)	68%	(203)	299
Very Unfavorable of Biden	5%	(44)	4%	(35)	7%	(60)	3%	(27)	7%	(62)	3%	(25)	70%	(582)	835
#1 Issue: Economy	5%	(50)	4%	(39)	8%	(76)	4%	(34)	7%	(67)	3%	(28)	68%	(618)	913
#1 Issue: Security	6%	(14)	4%	(10)	10%	(24)	3%	(7)	9%	(22)	2%	(5)	67%	(161)	243
#1 Issue: Health Care	10%	(18)	5%	(9)	10%	(17)	4%	(6)	4%	(7)	2%	(4)	64%	(109)	170
#1 Issue: Medicare / Social Security	5%	(13)	4%	(11)	6%	(15)	3%	(8)	7%	(19)	3%	(7)	73%	(193)	266
#1 Issue: Women's Issues	6%	(19)	5%	(17)	10%	(30)	6%	(19)	6%	(20)	3%	(8)	64%	(199)	311
#1 Issue: Education	13%	(8)	5%	(3)	9%	(5)	7%	(4)	19%	(11)	7%	(4)	40%	(24)	59
#1 Issue: Energy	7%	(9)	4%	(6)	8%	(10)	4%	(5)	9%	(12)	5%	(7)	63%	(85)	134
#1 Issue: Other	5%	(5)	2%	(2)	3%	(3)	2%	(2)	6%	(7)	5%	(6)	78%	(89)	115
2020 Vote: Joe Biden	7%	(67)	5%	(47)	8%	(80)	4%	(33)	6%	(57)	3%	(28)	67%	(633)	945
2020 Vote: Donald Trump	5%	(34)	4%	(26)	8%	(59)	4%	(30)	8%	(61)	3%	(24)	68%	(506)	740
2020 Vote: Other	2%	(2)	7%	(4)	3%	(2)	2%	(2)	9%	(6)	6%	(4)	70%	(47)	67
2020 Vote: Didn't Vote	7%	(33)	4%	(19)	9%	(39)	5%	(21)	9%	(42)	3%	(13)	64%	(292)	459
2018 House Vote: Democrat	7%	(52)	6%	(43)	8%	(59)	4%	(32)	6%	(46)	3%	(26)	66%	(497)	755
2018 House Vote: Republican	5%	(29)	3%	(17)	7%	(44)	3%	(17)	8%	(46)	4%	(22)	70%	(413)	589
2018 House Vote: Someone else	9%	(5)	4%	(2)	4%	(2)	5%	(2)	10%	(5)	8%	(4)	60%	(30)	50
2016 Vote: Hillary Clinton	7%	(52)	6%	(39)	8%	(56)	4%	(25)	5%	(37)	3%	(24)	66%	(462)	695
2016 Vote: Donald Trump	5%	(30)	3%	(22)	7%	(48)	3%	(21)	8%	(51)	3%	(21)	71%	(463)	656
2016 Vote: Other	2%	(1)	6%	(5)	4%	(3)	1%	(1)	7%	(6)	4%	(3)	76%	(65)	86
2016 Vote: Didn't Vote	7%	(51)	4%	(30)	9%	(71)	5%	(38)	9%	(72)	3%	(20)	63%	(483)	765

Table MCFE41_21: *How often did you use the following services in the past month?*

The Roku Channel

Demographic	Multiple times a day		Once daily		A few times per week		Once per week		A few times		Once		Never	Total N
Adults	6%	(135)	4%	(97)	8%	(180)	4%	(85)	8%	(166)	3%	(69)	67% (1478)	2210
Voted in 2014: Yes	6%	(76)	4%	(54)	7%	(88)	3%	(43)	7%	(88)	4%	(46)	68% (832)	1227
Voted in 2014: No	6%	(59)	4%	(42)	9%	(92)	4%	(43)	8%	(78)	2%	(23)	66% (646)	983
4-Region: Northeast	4%	(15)	5%	(17)	6%	(22)	3%	(10)	8%	(30)	3%	(11)	73% (278)	383
4-Region: Midwest	6%	(26)	5%	(22)	7%	(32)	3%	(13)	8%	(35)	5%	(21)	68% (309)	456
4-Region: South	8%	(65)	4%	(38)	10%	(82)	6%	(48)	8%	(69)	3%	(25)	61% (517)	844
4-Region: West	6%	(29)	4%	(20)	8%	(43)	3%	(15)	6%	(32)	2%	(13)	71% (375)	527
TikTok Users	8%	(67)	7%	(54)	12%	(94)	6%	(51)	9%	(70)	3%	(28)	54% (430)	793
Twitch Users	8%	(18)	11%	(24)	7%	(14)	7%	(16)	6%	(13)	6%	(12)	55% (118)	216
2022 Sports Viewers/Attendees	5%	(78)	5%	(69)	9%	(127)	4%	(62)	8%	(122)	3%	(51)	66% (967)	1475
Monthly Moviegoers	9%	(29)	8%	(27)	10%	(30)	10%	(30)	8%	(25)	5%	(15)	51% (164)	320
Few Times per Year + Moviegoers	7%	(63)	5%	(47)	10%	(89)	6%	(53)	9%	(82)	4%	(36)	60% (550)	920
Heard Smile Campaign	11%	(59)	10%	(55)	13%	(73)	6%	(34)	9%	(48)	3%	(17)	48% (265)	551
Heard Minion Campaign	11%	(57)	8%	(43)	12%	(67)	5%	(30)	8%	(42)	3%	(18)	52% (283)	540
Listens to Podcasts	7%	(77)	6%	(70)	11%	(121)	6%	(65)	10%	(108)	4%	(41)	57% (649)	1132
Streaming Services User	7%	(126)	5%	(89)	9%	(168)	5%	(81)	8%	(151)	4%	(62)	62% (1096)	1773
Netflix User	8%	(112)	5%	(79)	9%	(137)	5%	(73)	10%	(142)	4%	(55)	59% (876)	1474
Disney+ User	8%	(82)	7%	(66)	12%	(116)	6%	(63)	11%	(107)	4%	(38)	52% (512)	984
Heterosexual or straight	6%	(117)	4%	(86)	8%	(159)	3%	(69)	8%	(152)	3%	(58)	67% (1329)	1971
Gay	7%	(5)	7%	(5)	5%	(3)	6%	(4)	4%	(3)	3%	(2)	68% (46)	68
Bisexual	10%	(9)	5%	(4)	8%	(7)	3%	(3)	6%	(6)	7%	(6)	60% (53)	88
Yes	13%	(9)	2%	(1)	9%	(6)	4%	(3)	7%	(5)	7%	(5)	57% (40)	70
No	6%	(126)	4%	(95)	8%	(173)	4%	(82)	8%	(161)	3%	(64)	67% (1438)	2140

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

Table MCFE41_22: *How often did you use the following services in the past month?*
Freevee (formerly IMDbTV)

Demographic	Multiple times a day		Once daily		A few times per week		Once per week		A few times		Once		Never		Total N
Adults	3%	(58)	4%	(81)	6%	(143)	4%	(86)	8%	(187)	3%	(74)	72%	(1581)	2210
Gender: Male	3%	(35)	4%	(39)	7%	(75)	4%	(47)	9%	(96)	3%	(31)	70%	(745)	1068
Gender: Female	2%	(23)	4%	(42)	6%	(68)	3%	(38)	8%	(91)	4%	(43)	73%	(836)	1142
Age: 18-34	3%	(20)	4%	(25)	7%	(43)	6%	(37)	8%	(53)	2%	(15)	70%	(450)	642
Age: 35-44	3%	(11)	4%	(15)	8%	(29)	4%	(14)	9%	(33)	6%	(21)	66%	(242)	365
Age: 45-64	3%	(23)	4%	(29)	6%	(41)	3%	(23)	10%	(71)	4%	(26)	70%	(501)	714
Age: 65+	1%	(4)	3%	(12)	6%	(30)	2%	(12)	6%	(30)	3%	(12)	79%	(388)	489
GenZers: 1997-2012	2%	(6)	4%	(10)	5%	(14)	7%	(19)	8%	(20)	4%	(9)	70%	(180)	256
Millennials: 1981-1996	4%	(24)	3%	(23)	8%	(53)	5%	(30)	9%	(56)	3%	(21)	68%	(447)	653
GenXers: 1965-1980	3%	(15)	5%	(29)	7%	(36)	4%	(24)	9%	(52)	4%	(22)	68%	(378)	555
Baby Boomers: 1946-1964	2%	(12)	3%	(19)	5%	(36)	2%	(12)	9%	(57)	3%	(22)	76%	(515)	673
PID: Dem (no lean)	3%	(23)	5%	(41)	7%	(62)	5%	(45)	8%	(72)	3%	(29)	68%	(589)	860
PID: Ind (no lean)	3%	(18)	2%	(15)	7%	(46)	3%	(19)	8%	(56)	4%	(24)	74%	(496)	674
PID: Rep (no lean)	3%	(17)	4%	(25)	5%	(35)	3%	(21)	9%	(59)	3%	(21)	74%	(497)	676
PID/Gender: Dem Men	3%	(13)	6%	(22)	9%	(34)	6%	(24)	10%	(38)	2%	(9)	65%	(255)	394
PID/Gender: Dem Women	2%	(10)	4%	(19)	6%	(28)	4%	(21)	7%	(34)	4%	(20)	72%	(334)	465
PID/Gender: Ind Men	3%	(12)	2%	(8)	7%	(25)	3%	(9)	7%	(25)	4%	(14)	73%	(252)	345
PID/Gender: Ind Women	2%	(6)	2%	(7)	7%	(21)	3%	(10)	9%	(31)	3%	(10)	74%	(244)	329
PID/Gender: Rep Men	3%	(11)	3%	(9)	5%	(16)	4%	(14)	10%	(33)	2%	(7)	73%	(238)	328
PID/Gender: Rep Women	2%	(7)	5%	(16)	5%	(19)	2%	(8)	8%	(26)	4%	(14)	74%	(259)	348
Ideo: Liberal (1-3)	2%	(13)	4%	(25)	7%	(47)	6%	(41)	9%	(57)	4%	(24)	68%	(448)	656
Ideo: Moderate (4)	3%	(22)	4%	(32)	7%	(53)	3%	(22)	8%	(62)	4%	(28)	71%	(533)	751
Ideo: Conservative (5-7)	3%	(18)	3%	(20)	5%	(34)	3%	(19)	9%	(60)	3%	(21)	74%	(494)	666
Educ: < College	3%	(47)	4%	(56)	6%	(92)	4%	(53)	9%	(134)	3%	(46)	70%	(1008)	1437
Educ: Bachelors degree	1%	(5)	3%	(17)	6%	(32)	3%	(15)	8%	(40)	3%	(17)	74%	(365)	491
Educ: Post-grad	2%	(7)	3%	(8)	7%	(18)	6%	(17)	5%	(13)	4%	(12)	74%	(208)	282
Income: Under 50k	3%	(40)	4%	(57)	7%	(85)	4%	(47)	8%	(103)	3%	(35)	71%	(905)	1271
Income: 50k-100k	2%	(11)	3%	(18)	6%	(41)	4%	(28)	10%	(62)	5%	(31)	71%	(465)	656
Income: 100k+	3%	(7)	2%	(6)	6%	(16)	4%	(11)	8%	(22)	3%	(8)	75%	(211)	283
Ethnicity: White	2%	(34)	3%	(60)	6%	(100)	4%	(63)	8%	(142)	3%	(49)	74%	(1264)	1711
Ethnicity: Hispanic	4%	(14)	5%	(19)	5%	(17)	5%	(19)	7%	(27)	4%	(17)	70%	(261)	374

Table MCFE41_22: *How often did you use the following services in the past month?*

Freevee (formerly IMDbTV)

Demographic	Multiple times a day		Once daily		A few times per week		Once per week		A few times		Once		Never		Total N
Adults	3%	(58)	4%	(81)	6%	(143)	4%	(86)	8%	(187)	3%	(74)	72%	(1581)	2210
Ethnicity: Black	7%	(19)	6%	(16)	10%	(28)	6%	(18)	11%	(31)	6%	(16)	55%	(154)	282
Ethnicity: Other	3%	(5)	2%	(5)	7%	(15)	2%	(5)	7%	(14)	4%	(9)	75%	(164)	217
All Christian	3%	(31)	3%	(35)	5%	(56)	4%	(39)	8%	(78)	3%	(30)	74%	(759)	1029
All Non-Christian	3%	(3)	5%	(7)	3%	(4)	6%	(8)	7%	(10)	4%	(6)	71%	(92)	129
Atheist	1%	(1)	3%	(3)	6%	(6)	3%	(3)	14%	(14)	6%	(6)	67%	(67)	99
Agnostic/Nothing in particular	2%	(9)	4%	(21)	7%	(42)	4%	(23)	9%	(55)	3%	(15)	72%	(422)	587
Something Else	4%	(13)	4%	(15)	10%	(35)	4%	(13)	8%	(30)	5%	(17)	66%	(242)	365
Religious Non-Protestant/Catholic	2%	(3)	5%	(7)	3%	(5)	6%	(9)	9%	(13)	5%	(7)	70%	(108)	154
Evangelical	4%	(24)	4%	(25)	8%	(47)	3%	(17)	9%	(52)	4%	(21)	67%	(371)	558
Non-Evangelical	2%	(17)	3%	(25)	5%	(42)	4%	(34)	6%	(51)	3%	(25)	76%	(599)	792
Community: Urban	4%	(23)	4%	(28)	6%	(39)	4%	(27)	11%	(71)	3%	(21)	67%	(429)	638
Community: Suburban	2%	(20)	4%	(39)	6%	(65)	3%	(30)	7%	(75)	4%	(42)	73%	(744)	1014
Community: Rural	3%	(16)	3%	(14)	7%	(39)	5%	(28)	7%	(41)	2%	(12)	73%	(408)	558
Employ: Private Sector	2%	(16)	5%	(34)	7%	(48)	5%	(32)	9%	(62)	4%	(26)	67%	(437)	654
Employ: Government	4%	(5)	4%	(5)	7%	(9)	6%	(8)	10%	(14)	6%	(8)	64%	(88)	136
Employ: Self-Employed	7%	(11)	4%	(7)	8%	(13)	5%	(9)	9%	(16)	5%	(8)	62%	(103)	166
Employ: Homemaker	1%	(2)	3%	(6)	6%	(12)	6%	(11)	11%	(21)	2%	(3)	71%	(135)	190
Employ: Student	1%	(1)	5%	(3)	8%	(5)	2%	(1)	3%	(2)	1%	(1)	81%	(50)	62
Employ: Retired	2%	(11)	2%	(14)	6%	(32)	2%	(12)	8%	(43)	2%	(13)	78%	(438)	563
Employ: Unemployed	2%	(7)	3%	(9)	5%	(16)	2%	(7)	6%	(17)	4%	(12)	77%	(233)	301
Employ: Other	4%	(5)	2%	(3)	5%	(7)	4%	(6)	9%	(13)	3%	(4)	72%	(99)	137
Military HH: Yes	2%	(7)	5%	(14)	5%	(13)	4%	(11)	9%	(25)	5%	(14)	70%	(199)	283
Military HH: No	3%	(51)	3%	(67)	7%	(129)	4%	(75)	8%	(162)	3%	(60)	72%	(1382)	1927
RD/WT: Right Direction	3%	(21)	6%	(42)	8%	(50)	7%	(47)	10%	(67)	4%	(26)	62%	(412)	666
RD/WT: Wrong Track	2%	(37)	3%	(39)	6%	(93)	2%	(38)	8%	(120)	3%	(48)	76%	(1169)	1544
Biden Job Approve	3%	(28)	5%	(45)	7%	(68)	6%	(55)	9%	(84)	3%	(34)	68%	(655)	970
Biden Job Disapprove	2%	(26)	3%	(34)	6%	(65)	2%	(26)	9%	(99)	3%	(40)	75%	(856)	1144

Continued on next page

Table MCFE41_22: *How often did you use the following services in the past month?*
Freevee (formerly IMDbTV)

Demographic	Multiple times a day		Once daily		A few times per week		Once per week		A few times		Once		Never		Total N
Adults	3%	(58)	4%	(81)	6%	(143)	4%	(86)	8%	(187)	3%	(74)	72%	(1581)	2210
Biden Job Strongly Approve	5%	(20)	7%	(28)	7%	(31)	7%	(32)	9%	(37)	3%	(14)	63%	(271)	433
Biden Job Somewhat Approve	2%	(9)	3%	(16)	7%	(37)	4%	(24)	9%	(47)	4%	(20)	72%	(385)	537
Biden Job Somewhat Disapprove	1%	(4)	3%	(11)	7%	(23)	3%	(12)	7%	(24)	3%	(11)	75%	(253)	339
Biden Job Strongly Disapprove	3%	(21)	3%	(23)	5%	(41)	2%	(14)	9%	(74)	4%	(29)	75%	(603)	805
Favorable of Biden	2%	(23)	5%	(44)	7%	(67)	5%	(46)	9%	(84)	3%	(33)	69%	(672)	969
Unfavorable of Biden	3%	(29)	3%	(33)	6%	(68)	3%	(34)	9%	(97)	3%	(34)	74%	(839)	1134
Very Favorable of Biden	3%	(15)	6%	(27)	7%	(34)	5%	(22)	10%	(49)	3%	(15)	66%	(319)	482
Somewhat Favorable of Biden	2%	(8)	4%	(17)	7%	(33)	5%	(24)	7%	(35)	4%	(18)	72%	(352)	487
Somewhat Unfavorable of Biden	2%	(5)	3%	(9)	7%	(21)	5%	(14)	7%	(22)	3%	(10)	73%	(218)	299
Very Unfavorable of Biden	3%	(24)	3%	(24)	6%	(47)	2%	(19)	9%	(75)	3%	(24)	74%	(622)	835
#1 Issue: Economy	2%	(21)	3%	(27)	6%	(59)	4%	(36)	9%	(79)	4%	(35)	72%	(656)	913
#1 Issue: Security	4%	(9)	4%	(10)	5%	(13)	2%	(4)	8%	(20)	3%	(8)	74%	(179)	243
#1 Issue: Health Care	4%	(6)	3%	(4)	10%	(17)	5%	(8)	6%	(10)	2%	(4)	70%	(120)	170
#1 Issue: Medicare / Social Security	3%	(9)	3%	(7)	8%	(20)	4%	(10)	7%	(19)	3%	(8)	72%	(192)	266
#1 Issue: Women's Issues	2%	(6)	6%	(18)	5%	(17)	4%	(13)	9%	(29)	4%	(11)	70%	(217)	311
#1 Issue: Education	7%	(4)	3%	(2)	5%	(3)	12%	(7)	16%	(9)	1%	(1)	56%	(33)	59
#1 Issue: Energy	1%	(2)	6%	(8)	4%	(5)	5%	(6)	11%	(14)	2%	(3)	71%	(96)	134
#1 Issue: Other	1%	(2)	3%	(4)	7%	(8)	1%	(1)	6%	(7)	4%	(5)	77%	(89)	115
2020 Vote: Joe Biden	3%	(25)	5%	(43)	7%	(64)	5%	(49)	8%	(78)	3%	(32)	69%	(655)	945
2020 Vote: Donald Trump	3%	(23)	3%	(24)	5%	(35)	3%	(22)	9%	(67)	3%	(20)	74%	(550)	740
2020 Vote: Other	4%	(3)	3%	(2)	12%	(8)	2%	(1)	7%	(5)	—	(0)	72%	(48)	67
2020 Vote: Didn't Vote	2%	(8)	3%	(12)	8%	(35)	3%	(14)	8%	(38)	5%	(23)	72%	(328)	459
2018 House Vote: Democrat	3%	(22)	6%	(43)	7%	(54)	6%	(43)	7%	(56)	3%	(24)	68%	(513)	755
2018 House Vote: Republican	3%	(17)	3%	(16)	4%	(26)	3%	(17)	8%	(47)	3%	(18)	76%	(449)	589
2018 House Vote: Someone else	1%	(0)	—	(0)	14%	(7)	2%	(1)	22%	(11)	—	(0)	61%	(30)	50
2016 Vote: Hillary Clinton	3%	(20)	5%	(37)	7%	(49)	5%	(37)	8%	(54)	3%	(22)	69%	(477)	695
2016 Vote: Donald Trump	3%	(17)	3%	(20)	5%	(30)	3%	(22)	8%	(52)	3%	(19)	76%	(496)	656
2016 Vote: Other	4%	(3)	2%	(1)	8%	(7)	3%	(3)	11%	(9)	—	(0)	73%	(62)	86
2016 Vote: Didn't Vote	2%	(17)	3%	(23)	7%	(54)	3%	(24)	9%	(71)	4%	(32)	71%	(543)	765

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Table MCFE41_22: *How often did you use the following services in the past month?*
Freevee (formerly IMDbTV)

Demographic	Multiple times a day		Once daily		A few times per week		Once per week		A few times		Once		Never		Total N
Adults	3%	(58)	4%	(81)	6%	(143)	4%	(86)	8%	(187)	3%	(74)	72%	(1581)	2210
Voted in 2014: Yes	3%	(36)	4%	(49)	6%	(80)	5%	(55)	8%	(99)	3%	(43)	71%	(865)	1227
Voted in 2014: No	2%	(22)	3%	(32)	6%	(63)	3%	(30)	9%	(88)	3%	(32)	73%	(716)	983
4-Region: Northeast	2%	(9)	3%	(11)	5%	(20)	3%	(13)	7%	(28)	4%	(15)	75%	(288)	383
4-Region: Midwest	2%	(10)	3%	(16)	8%	(34)	4%	(16)	9%	(39)	4%	(16)	71%	(324)	456
4-Region: South	4%	(34)	3%	(24)	8%	(71)	4%	(32)	9%	(77)	4%	(33)	68%	(573)	844
4-Region: West	1%	(5)	6%	(30)	3%	(17)	5%	(25)	8%	(42)	2%	(11)	75%	(396)	527
TikTok Users	4%	(32)	6%	(48)	8%	(61)	5%	(40)	10%	(76)	3%	(25)	65%	(512)	793
Twitch Users	7%	(14)	9%	(19)	9%	(20)	7%	(15)	7%	(15)	3%	(7)	58%	(125)	216
2022 Sports Viewers/Attendees	3%	(46)	3%	(49)	7%	(97)	4%	(63)	9%	(127)	3%	(47)	71%	(1046)	1475
Monthly Moviegoers	6%	(20)	8%	(24)	9%	(28)	7%	(23)	11%	(37)	3%	(9)	56%	(180)	320
Few Times per Year + Moviegoers	3%	(29)	5%	(46)	8%	(74)	6%	(56)	10%	(89)	3%	(29)	65%	(598)	920
Heard Smile Campaign	6%	(31)	6%	(36)	10%	(53)	8%	(45)	13%	(70)	4%	(22)	53%	(294)	551
Heard Minion Campaign	6%	(33)	8%	(45)	9%	(49)	6%	(34)	9%	(50)	4%	(20)	57%	(310)	540
Listens to Podcasts	4%	(40)	5%	(60)	8%	(94)	6%	(65)	10%	(118)	4%	(47)	62%	(706)	1132
Streaming Services User	3%	(57)	5%	(80)	8%	(137)	5%	(82)	10%	(175)	4%	(68)	66%	(1174)	1773
Netflix User	3%	(48)	4%	(65)	8%	(111)	5%	(75)	10%	(140)	4%	(60)	66%	(975)	1474
Disney+ User	4%	(37)	5%	(52)	9%	(92)	6%	(62)	12%	(114)	4%	(41)	60%	(587)	984
Heterosexual or straight	2%	(49)	4%	(70)	6%	(125)	4%	(70)	9%	(170)	3%	(67)	72%	(1419)	1971
Gay	2%	(2)	6%	(4)	8%	(6)	4%	(3)	4%	(2)	—	(0)	75%	(51)	68
Bisexual	6%	(6)	3%	(3)	7%	(6)	4%	(4)	8%	(7)	4%	(4)	66%	(59)	88
Yes	6%	(4)	—	(0)	5%	(4)	7%	(5)	11%	(8)	1%	(1)	70%	(49)	70
No	3%	(54)	4%	(81)	6%	(139)	4%	(81)	8%	(179)	3%	(73)	72%	(1533)	2140

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

Table MCFE41_23: *How often did you use the following services in the past month?*

Redbox

Demographic	Multiple times a day		Once daily		A few times per week		Once per week		A few times		Once		Never		Total N
Adults	1%	(25)	2%	(51)	3%	(61)	3%	(63)	6%	(122)	4%	(93)	81%	(1794)	2210
Gender: Male	1%	(11)	3%	(34)	3%	(34)	4%	(38)	5%	(51)	5%	(51)	79%	(847)	1068
Gender: Female	1%	(14)	1%	(17)	2%	(27)	2%	(25)	6%	(71)	4%	(42)	83%	(947)	1142
Age: 18-34	2%	(12)	5%	(35)	6%	(41)	5%	(34)	7%	(44)	6%	(38)	68%	(438)	642
Age: 35-44	1%	(5)	3%	(12)	3%	(10)	5%	(16)	7%	(26)	5%	(20)	76%	(276)	365
Age: 45-64	1%	(7)	1%	(4)	1%	(10)	2%	(12)	5%	(38)	4%	(28)	86%	(615)	714
Age: 65+	—	(1)	—	(0)	—	(0)	—	(1)	3%	(14)	1%	(7)	95%	(466)	489
GenZers: 1997-2012	1%	(2)	5%	(14)	8%	(19)	6%	(16)	9%	(22)	9%	(23)	62%	(160)	256
Millennials: 1981-1996	2%	(14)	5%	(30)	5%	(30)	5%	(32)	7%	(43)	5%	(32)	72%	(471)	653
GenXers: 1965-1980	1%	(5)	1%	(6)	2%	(12)	2%	(11)	6%	(34)	4%	(21)	84%	(465)	555
Baby Boomers: 1946-1964	1%	(4)	—	(2)	—	(0)	—	(2)	3%	(22)	2%	(16)	93%	(628)	673
PID: Dem (no lean)	2%	(17)	3%	(25)	3%	(27)	4%	(33)	5%	(45)	4%	(32)	79%	(681)	860
PID: Ind (no lean)	1%	(5)	2%	(11)	2%	(14)	2%	(13)	6%	(41)	4%	(28)	84%	(563)	674
PID: Rep (no lean)	—	(3)	2%	(16)	3%	(20)	3%	(18)	5%	(36)	5%	(33)	81%	(549)	676
PID/Gender: Dem Men	2%	(8)	5%	(18)	5%	(18)	7%	(27)	6%	(23)	4%	(17)	72%	(283)	394
PID/Gender: Dem Women	2%	(9)	1%	(7)	2%	(9)	1%	(6)	5%	(22)	3%	(15)	86%	(398)	465
PID/Gender: Ind Men	—	(1)	3%	(9)	1%	(4)	2%	(6)	5%	(17)	4%	(14)	85%	(293)	345
PID/Gender: Ind Women	1%	(4)	—	(2)	3%	(9)	2%	(7)	7%	(25)	4%	(13)	82%	(270)	329
PID/Gender: Rep Men	1%	(2)	2%	(8)	4%	(12)	2%	(5)	3%	(11)	6%	(20)	82%	(271)	328
PID/Gender: Rep Women	—	(1)	2%	(8)	3%	(9)	4%	(13)	7%	(24)	4%	(14)	80%	(279)	348
Ideo: Liberal (1-3)	1%	(8)	3%	(21)	4%	(25)	3%	(21)	5%	(30)	4%	(25)	80%	(526)	656
Ideo: Moderate (4)	1%	(10)	3%	(22)	3%	(22)	3%	(20)	7%	(49)	5%	(34)	79%	(594)	751
Ideo: Conservative (5-7)	1%	(7)	1%	(7)	2%	(10)	3%	(19)	5%	(36)	4%	(29)	84%	(559)	666
Educ: < College	1%	(21)	2%	(28)	3%	(43)	3%	(41)	7%	(95)	4%	(55)	80%	(1154)	1437
Educ: Bachelors degree	1%	(3)	3%	(14)	3%	(13)	3%	(15)	4%	(18)	5%	(23)	83%	(405)	491
Educ: Post-grad	1%	(2)	3%	(9)	2%	(6)	3%	(7)	3%	(10)	5%	(15)	83%	(235)	282
Income: Under 50k	1%	(16)	2%	(26)	3%	(37)	3%	(34)	6%	(73)	4%	(52)	81%	(1034)	1271
Income: 50k-100k	1%	(5)	3%	(17)	3%	(17)	3%	(21)	6%	(40)	4%	(29)	80%	(527)	656
Income: 100k+	2%	(5)	3%	(8)	3%	(8)	3%	(8)	3%	(9)	4%	(12)	82%	(233)	283
Ethnicity: White	1%	(11)	1%	(23)	3%	(47)	2%	(38)	5%	(94)	4%	(63)	84%	(1433)	1711
Ethnicity: Hispanic	2%	(8)	4%	(17)	5%	(20)	6%	(21)	7%	(26)	4%	(17)	71%	(266)	374

Continued on next page

Table MCFE41_23: *How often did you use the following services in the past month?*

Redbox

Demographic	Multiple times a day		Once daily		A few times per week		Once per week		A few times		Once		Never		Total N
Adults	1%	(25)	2%	(51)	3%	(61)	3%	(63)	6%	(122)	4%	(93)	81%	(1794)	2210
Ethnicity: Black	4%	(11)	7%	(20)	4%	(10)	5%	(13)	7%	(19)	6%	(17)	68%	(193)	282
Ethnicity: Other	2%	(4)	4%	(8)	2%	(4)	6%	(12)	4%	(10)	6%	(12)	77%	(168)	217
All Christian	1%	(9)	2%	(21)	3%	(31)	2%	(26)	5%	(53)	4%	(38)	83%	(851)	1029
All Non-Christian	1%	(1)	3%	(4)	6%	(8)	6%	(8)	4%	(5)	5%	(6)	76%	(97)	129
Atheist	—	(0)	2%	(2)	—	(0)	5%	(5)	1%	(1)	6%	(6)	86%	(85)	99
Agnostic/Nothing in particular	1%	(7)	3%	(17)	2%	(14)	3%	(18)	5%	(31)	4%	(24)	81%	(477)	587
Something Else	2%	(8)	2%	(8)	2%	(9)	2%	(6)	9%	(32)	5%	(19)	77%	(283)	365
Religious Non-Protestant/Catholic	1%	(1)	4%	(6)	6%	(10)	5%	(8)	6%	(10)	4%	(6)	73%	(112)	154
Evangelical	3%	(14)	3%	(19)	3%	(18)	2%	(12)	7%	(39)	6%	(33)	76%	(423)	558
Non-Evangelical	—	(2)	1%	(8)	2%	(18)	3%	(20)	5%	(40)	3%	(23)	86%	(681)	792
Community: Urban	2%	(14)	5%	(29)	5%	(30)	4%	(25)	5%	(32)	4%	(26)	76%	(482)	638
Community: Suburban	—	(5)	1%	(14)	2%	(21)	3%	(25)	6%	(59)	5%	(46)	83%	(845)	1014
Community: Rural	1%	(6)	1%	(8)	2%	(10)	2%	(13)	6%	(31)	4%	(21)	84%	(467)	558
Employ: Private Sector	1%	(6)	4%	(28)	4%	(27)	4%	(26)	6%	(39)	6%	(39)	75%	(490)	654
Employ: Government	4%	(6)	4%	(5)	3%	(4)	2%	(3)	11%	(15)	6%	(8)	70%	(95)	136
Employ: Self-Employed	2%	(3)	6%	(10)	5%	(8)	3%	(5)	5%	(8)	5%	(9)	74%	(124)	166
Employ: Homemaker	1%	(2)	—	(1)	3%	(6)	5%	(9)	10%	(18)	4%	(7)	77%	(147)	190
Employ: Student	1%	(0)	4%	(3)	11%	(7)	3%	(2)	6%	(4)	8%	(5)	66%	(41)	62
Employ: Retired	—	(2)	—	(1)	—	(1)	1%	(4)	2%	(12)	2%	(9)	95%	(533)	563
Employ: Unemployed	1%	(4)	1%	(3)	2%	(7)	1%	(3)	6%	(18)	3%	(10)	85%	(256)	301
Employ: Other	1%	(2)	1%	(1)	1%	(2)	8%	(11)	6%	(8)	4%	(5)	79%	(108)	137
Military HH: Yes	—	(1)	1%	(3)	2%	(5)	2%	(6)	6%	(16)	5%	(13)	84%	(239)	283
Military HH: No	1%	(24)	3%	(48)	3%	(56)	3%	(58)	6%	(106)	4%	(79)	81%	(1555)	1927
RD/WT: Right Direction	2%	(13)	5%	(31)	5%	(32)	5%	(35)	6%	(41)	4%	(24)	73%	(489)	666
RD/WT: Wrong Track	1%	(12)	1%	(20)	2%	(29)	2%	(28)	5%	(81)	4%	(68)	85%	(1305)	1544
Biden Job Approve	2%	(17)	3%	(31)	4%	(41)	4%	(38)	6%	(57)	4%	(37)	77%	(749)	970
Biden Job Disapprove	1%	(9)	2%	(18)	1%	(13)	2%	(19)	5%	(61)	5%	(53)	85%	(972)	1144

Table MCFE41_23: *How often did you use the following services in the past month?*

Redbox

Demographic	Multiple times a day		Once daily		A few times per week		Once per week		A few times		Once		Never		Total N
Adults	1%	(25)	2%	(51)	3%	(61)	3%	(63)	6%	(122)	4%	(93)	81%	(1794)	2210
Biden Job Strongly Approve	3%	(13)	4%	(17)	6%	(25)	5%	(24)	5%	(21)	3%	(14)	74%	(318)	433
Biden Job Somewhat Approve	1%	(4)	2%	(13)	3%	(16)	3%	(14)	7%	(36)	4%	(24)	80%	(431)	537
Biden Job Somewhat Disapprove	1%	(4)	3%	(8)	1%	(4)	2%	(5)	6%	(19)	5%	(17)	83%	(282)	339
Biden Job Strongly Disapprove	1%	(5)	1%	(9)	1%	(9)	2%	(14)	5%	(42)	4%	(36)	86%	(690)	805
Favorable of Biden	1%	(14)	3%	(27)	4%	(36)	3%	(27)	6%	(58)	4%	(37)	79%	(770)	969
Unfavorable of Biden	1%	(10)	2%	(20)	2%	(19)	3%	(31)	5%	(62)	4%	(45)	84%	(947)	1134
Very Favorable of Biden	2%	(8)	3%	(14)	6%	(27)	3%	(14)	5%	(24)	4%	(20)	78%	(374)	482
Somewhat Favorable of Biden	1%	(6)	3%	(12)	2%	(9)	3%	(13)	7%	(33)	3%	(17)	81%	(397)	487
Somewhat Unfavorable of Biden	1%	(4)	2%	(6)	3%	(8)	4%	(11)	6%	(17)	4%	(11)	81%	(241)	299
Very Unfavorable of Biden	1%	(6)	2%	(13)	1%	(11)	2%	(20)	5%	(44)	4%	(34)	85%	(706)	835
#1 Issue: Economy	1%	(5)	2%	(20)	2%	(17)	3%	(29)	6%	(52)	6%	(51)	81%	(738)	913
#1 Issue: Security	1%	(1)	4%	(11)	3%	(7)	3%	(7)	5%	(12)	5%	(12)	79%	(192)	243
#1 Issue: Health Care	3%	(5)	4%	(7)	4%	(7)	3%	(5)	4%	(8)	4%	(6)	78%	(132)	170
#1 Issue: Medicare / Social Security	3%	(7)	—	(1)	3%	(9)	—	(1)	4%	(10)	2%	(4)	88%	(234)	266
#1 Issue: Women's Issues	1%	(4)	2%	(7)	3%	(9)	4%	(12)	6%	(18)	3%	(8)	81%	(253)	311
#1 Issue: Education	3%	(2)	3%	(2)	8%	(5)	8%	(5)	9%	(6)	7%	(4)	60%	(36)	59
#1 Issue: Energy	1%	(1)	2%	(3)	5%	(7)	3%	(5)	9%	(12)	2%	(3)	77%	(103)	134
#1 Issue: Other	—	(1)	—	(0)	—	(0)	—	(0)	4%	(4)	3%	(3)	93%	(107)	115
2020 Vote: Joe Biden	1%	(14)	3%	(24)	3%	(25)	3%	(32)	5%	(48)	4%	(36)	81%	(766)	945
2020 Vote: Donald Trump	1%	(8)	2%	(13)	2%	(17)	2%	(18)	6%	(43)	4%	(32)	82%	(609)	740
2020 Vote: Other	—	(0)	3%	(2)	2%	(1)	3%	(2)	7%	(4)	3%	(2)	83%	(55)	67
2020 Vote: Didn't Vote	1%	(3)	3%	(12)	4%	(18)	3%	(12)	6%	(27)	5%	(22)	79%	(364)	459
2018 House Vote: Democrat	2%	(11)	3%	(19)	2%	(17)	4%	(27)	5%	(39)	4%	(31)	81%	(611)	755
2018 House Vote: Republican	1%	(7)	1%	(8)	2%	(14)	2%	(13)	6%	(35)	4%	(23)	83%	(489)	589
2018 House Vote: Someone else	4%	(2)	—	(0)	—	(0)	2%	(1)	2%	(1)	2%	(1)	91%	(45)	50
2016 Vote: Hillary Clinton	2%	(13)	3%	(22)	2%	(15)	3%	(22)	5%	(33)	4%	(26)	81%	(564)	695
2016 Vote: Donald Trump	1%	(5)	1%	(7)	2%	(14)	3%	(17)	6%	(38)	4%	(26)	84%	(549)	656
2016 Vote: Other	1%	(1)	2%	(1)	—	(0)	—	(0)	6%	(5)	1%	(1)	91%	(78)	86
2016 Vote: Didn't Vote	1%	(7)	3%	(21)	4%	(32)	3%	(23)	6%	(45)	5%	(39)	78%	(597)	765

Continued on next page

Table MCFE41_23: *How often did you use the following services in the past month?*

Redbox

Demographic	Multiple times a day		Once daily		A few times per week		Once per week		A few times		Once		Never	Total N
Adults	1%	(25)	2%	(51)	3%	(61)	3%	(63)	6%	(122)	4%	(93)	81% (1794)	2210
Voted in 2014: Yes	2%	(20)	2%	(24)	2%	(26)	3%	(33)	6%	(69)	4%	(47)	82% (1007)	1227
Voted in 2014: No	1%	(5)	3%	(28)	4%	(35)	3%	(30)	5%	(53)	5%	(45)	80% (787)	983
4-Region: Northeast	1%	(3)	3%	(10)	2%	(7)	2%	(10)	5%	(18)	2%	(6)	86% (329)	383
4-Region: Midwest	—	(2)	1%	(5)	2%	(8)	3%	(14)	3%	(16)	5%	(23)	85% (389)	456
4-Region: South	2%	(17)	3%	(23)	4%	(32)	3%	(24)	6%	(52)	5%	(46)	77% (650)	844
4-Region: West	1%	(3)	3%	(14)	3%	(13)	3%	(16)	7%	(37)	3%	(18)	81% (426)	527
TikTok Users	2%	(18)	4%	(31)	4%	(33)	4%	(35)	8%	(62)	5%	(41)	72% (572)	793
Twitch Users	5%	(11)	7%	(15)	6%	(13)	6%	(13)	6%	(14)	7%	(16)	62% (133)	216
2022 Sports Viewers/Attendees	1%	(20)	3%	(38)	3%	(42)	3%	(45)	7%	(101)	4%	(66)	79% (1163)	1475
Monthly Moviegoers	5%	(16)	8%	(27)	5%	(16)	6%	(21)	8%	(25)	6%	(18)	62% (198)	320
Few Times per Year + Moviegoers	2%	(19)	4%	(35)	4%	(40)	5%	(48)	8%	(74)	6%	(51)	71% (653)	920
Heard Smile Campaign	4%	(21)	7%	(38)	8%	(42)	7%	(39)	8%	(42)	5%	(28)	62% (341)	551
Heard Minion Campaign	4%	(22)	6%	(31)	7%	(39)	6%	(34)	7%	(40)	6%	(32)	63% (342)	540
Listens to Podcasts	2%	(24)	4%	(45)	5%	(59)	5%	(55)	7%	(79)	6%	(68)	71% (800)	1132
Streaming Services User	1%	(25)	3%	(47)	3%	(61)	4%	(63)	7%	(118)	5%	(89)	77% (1369)	1773
Netflix User	2%	(24)	3%	(50)	4%	(60)	4%	(60)	8%	(111)	5%	(76)	74% (1092)	1474
Disney+ User	2%	(22)	5%	(48)	6%	(56)	6%	(55)	9%	(88)	6%	(56)	67% (659)	984
Heterosexual or straight	1%	(21)	2%	(43)	3%	(51)	3%	(53)	6%	(111)	4%	(83)	82% (1607)	1971
Gay	—	(0)	5%	(4)	1%	(1)	4%	(3)	3%	(2)	2%	(2)	84% (57)	68
Bisexual	3%	(3)	4%	(4)	7%	(6)	3%	(3)	4%	(3)	3%	(3)	76% (67)	88
Yes	7%	(5)	4%	(3)	5%	(3)	5%	(4)	5%	(3)	8%	(6)	66% (47)	70
No	1%	(21)	2%	(48)	3%	(58)	3%	(60)	6%	(119)	4%	(87)	82% (1747)	2140

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

Table MCFE41_24: *How often did you use the following services in the past month?*

Sling Free

Demographic	Multiple times a day		Once daily		A few times per week		Once per week		A few times		Once		Never		Total N
Adults	2%	(36)	2%	(45)	3%	(69)	2%	(55)	3%	(59)	2%	(50)	86%	(1896)	2210
Gender: Male	2%	(20)	3%	(28)	4%	(43)	3%	(37)	3%	(36)	3%	(28)	82%	(876)	1068
Gender: Female	1%	(16)	2%	(18)	2%	(25)	2%	(18)	2%	(23)	2%	(22)	89%	(1020)	1142
Age: 18-34	2%	(15)	4%	(28)	6%	(40)	5%	(29)	4%	(28)	3%	(18)	75%	(484)	642
Age: 35-44	2%	(9)	3%	(11)	3%	(12)	6%	(22)	3%	(11)	4%	(14)	78%	(286)	365
Age: 45-64	1%	(8)	1%	(5)	2%	(14)	—	(3)	3%	(19)	2%	(15)	91%	(651)	714
Age: 65+	1%	(4)	—	(1)	1%	(3)	—	(1)	—	(1)	1%	(3)	97%	(475)	489
GenZers: 1997-2012	2%	(6)	6%	(16)	7%	(17)	6%	(14)	7%	(19)	2%	(6)	70%	(178)	256
Millennials: 1981-1996	2%	(14)	3%	(21)	5%	(33)	5%	(32)	3%	(20)	4%	(23)	78%	(510)	653
GenXers: 1965-1980	1%	(7)	1%	(7)	2%	(9)	1%	(8)	2%	(13)	3%	(15)	89%	(496)	555
Baby Boomers: 1946-1964	1%	(9)	—	(1)	1%	(7)	—	(1)	1%	(8)	1%	(7)	95%	(641)	673
PID: Dem (no lean)	2%	(18)	3%	(24)	4%	(31)	3%	(27)	4%	(30)	3%	(23)	82%	(706)	860
PID: Ind (no lean)	1%	(9)	1%	(10)	2%	(14)	3%	(17)	2%	(11)	2%	(11)	89%	(602)	674
PID: Rep (no lean)	1%	(9)	2%	(11)	3%	(23)	2%	(11)	3%	(17)	2%	(16)	87%	(588)	676
PID/Gender: Dem Men	3%	(11)	4%	(17)	5%	(21)	5%	(21)	5%	(18)	3%	(13)	74%	(293)	394
PID/Gender: Dem Women	2%	(7)	1%	(7)	2%	(10)	1%	(6)	3%	(12)	2%	(10)	89%	(413)	465
PID/Gender: Ind Men	1%	(3)	2%	(7)	3%	(9)	3%	(10)	2%	(6)	2%	(7)	88%	(304)	345
PID/Gender: Ind Women	2%	(6)	1%	(3)	1%	(5)	2%	(7)	2%	(5)	1%	(4)	91%	(299)	329
PID/Gender: Rep Men	2%	(6)	1%	(4)	4%	(13)	2%	(6)	4%	(12)	2%	(8)	85%	(279)	328
PID/Gender: Rep Women	1%	(3)	2%	(8)	3%	(10)	1%	(5)	2%	(5)	2%	(8)	89%	(309)	348
Ideo: Liberal (1-3)	1%	(9)	3%	(19)	3%	(20)	3%	(18)	3%	(20)	2%	(13)	85%	(556)	656
Ideo: Moderate (4)	3%	(19)	2%	(13)	4%	(28)	3%	(24)	3%	(20)	3%	(19)	84%	(627)	751
Ideo: Conservative (5-7)	1%	(6)	1%	(10)	3%	(19)	2%	(12)	2%	(12)	2%	(15)	89%	(593)	666
Educ: < College	2%	(23)	2%	(34)	3%	(45)	2%	(33)	3%	(44)	2%	(33)	85%	(1225)	1437
Educ: Bachelors degree	1%	(5)	1%	(7)	3%	(17)	3%	(16)	2%	(12)	1%	(7)	87%	(428)	491
Educ: Post-grad	3%	(7)	1%	(4)	3%	(7)	2%	(7)	1%	(3)	4%	(10)	86%	(243)	282
Income: Under 50k	1%	(18)	2%	(28)	3%	(38)	2%	(31)	3%	(37)	3%	(32)	86%	(1088)	1271
Income: 50k-100k	1%	(9)	2%	(12)	4%	(28)	2%	(16)	2%	(14)	2%	(11)	86%	(567)	656
Income: 100k+	3%	(10)	2%	(6)	1%	(3)	3%	(8)	3%	(8)	3%	(7)	85%	(241)	283
Ethnicity: White	1%	(17)	1%	(24)	3%	(51)	2%	(32)	2%	(36)	2%	(32)	89%	(1519)	1711
Ethnicity: Hispanic	2%	(9)	4%	(14)	4%	(13)	5%	(20)	3%	(12)	4%	(15)	78%	(290)	374

Table MCFE41_24: *How often did you use the following services in the past month?*

Sling Free

Demographic	Multiple times a day		Once daily		A few times per week		Once per week		A few times		Once		Never		Total N
Adults	2%	(36)	2%	(45)	3%	(69)	2%	(55)	3%	(59)	2%	(50)	86%	(1896)	2210
Ethnicity: Black	5%	(14)	6%	(17)	4%	(12)	5%	(13)	5%	(15)	4%	(10)	71%	(201)	282
Ethnicity: Other	2%	(5)	2%	(4)	3%	(6)	5%	(10)	4%	(8)	4%	(8)	81%	(177)	217
All Christian	1%	(14)	1%	(15)	4%	(38)	2%	(16)	2%	(22)	2%	(21)	88%	(903)	1029
All Non-Christian	3%	(4)	2%	(3)	3%	(3)	5%	(6)	4%	(5)	4%	(5)	80%	(103)	129
Atheist	1%	(1)	1%	(1)	1%	(1)	—	(0)	4%	(4)	2%	(2)	91%	(90)	99
Agnostic/Nothing in particular	1%	(8)	3%	(15)	3%	(19)	4%	(23)	2%	(13)	2%	(9)	85%	(501)	587
Something Else	2%	(9)	3%	(12)	2%	(8)	3%	(10)	4%	(16)	3%	(13)	82%	(299)	365
Religious Non-Protestant/Catholic	3%	(4)	2%	(3)	3%	(4)	5%	(8)	4%	(6)	5%	(8)	78%	(120)	154
Evangelical	2%	(13)	3%	(18)	4%	(23)	3%	(15)	3%	(15)	1%	(7)	84%	(467)	558
Non-Evangelical	1%	(8)	1%	(8)	3%	(22)	1%	(10)	2%	(19)	3%	(24)	89%	(701)	792
Community: Urban	3%	(17)	4%	(22)	4%	(23)	4%	(28)	4%	(26)	3%	(20)	79%	(501)	638
Community: Suburban	1%	(9)	2%	(16)	3%	(31)	2%	(19)	2%	(19)	2%	(23)	88%	(896)	1014
Community: Rural	2%	(10)	1%	(6)	3%	(14)	1%	(8)	2%	(14)	1%	(7)	89%	(499)	558
Employ: Private Sector	2%	(15)	4%	(24)	4%	(25)	4%	(24)	3%	(23)	2%	(13)	81%	(530)	654
Employ: Government	4%	(5)	3%	(4)	6%	(9)	3%	(4)	4%	(5)	4%	(5)	76%	(103)	136
Employ: Self-Employed	2%	(3)	4%	(7)	4%	(7)	3%	(4)	4%	(6)	2%	(4)	81%	(134)	166
Employ: Homemaker	1%	(1)	2%	(4)	2%	(4)	5%	(9)	2%	(4)	3%	(6)	86%	(163)	190
Employ: Student	4%	(2)	3%	(2)	9%	(5)	5%	(3)	6%	(4)	5%	(3)	70%	(43)	62
Employ: Retired	1%	(4)	—	(1)	1%	(8)	—	(1)	1%	(7)	1%	(6)	95%	(537)	563
Employ: Unemployed	—	(1)	1%	(2)	1%	(3)	2%	(7)	2%	(5)	1%	(3)	93%	(279)	301
Employ: Other	3%	(4)	1%	(1)	5%	(6)	3%	(4)	3%	(5)	7%	(10)	78%	(107)	137
Military HH: Yes	1%	(3)	1%	(3)	2%	(5)	1%	(4)	3%	(9)	2%	(6)	89%	(253)	283
Military HH: No	2%	(33)	2%	(42)	3%	(64)	3%	(51)	3%	(50)	2%	(44)	85%	(1643)	1927
RD/WT: Right Direction	3%	(19)	3%	(21)	6%	(38)	4%	(28)	4%	(26)	4%	(27)	76%	(506)	666
RD/WT: Wrong Track	1%	(17)	2%	(24)	2%	(30)	2%	(27)	2%	(32)	1%	(23)	90%	(1390)	1544
Biden Job Approve	2%	(22)	2%	(24)	4%	(38)	4%	(36)	4%	(37)	3%	(25)	81%	(787)	970
Biden Job Disapprove	1%	(13)	1%	(16)	2%	(23)	2%	(18)	2%	(21)	2%	(23)	90%	(1031)	1144

Continued on next page

Table MCFE41_24: *How often did you use the following services in the past month?*

Sling Free

Demographic	Multiple times a day		Once daily		A few times per week		Once per week		A few times		Once		Never		Total N
Adults	2%	(36)	2%	(45)	3%	(69)	2%	(55)	3%	(59)	2%	(50)	86%	(1896)	2210
Biden Job Strongly Approve	4%	(18)	3%	(12)	4%	(19)	4%	(18)	5%	(21)	4%	(17)	76%	(328)	433
Biden Job Somewhat Approve	1%	(4)	2%	(12)	4%	(19)	3%	(18)	3%	(16)	2%	(9)	86%	(460)	537
Biden Job Somewhat Disapprove	1%	(5)	2%	(7)	2%	(5)	3%	(10)	2%	(5)	3%	(10)	88%	(297)	339
Biden Job Strongly Disapprove	1%	(8)	1%	(9)	2%	(17)	1%	(8)	2%	(16)	2%	(13)	91%	(734)	805
Favorable of Biden	2%	(16)	2%	(19)	3%	(32)	3%	(29)	3%	(33)	3%	(26)	84%	(814)	969
Unfavorable of Biden	1%	(14)	2%	(18)	3%	(32)	2%	(24)	2%	(22)	2%	(21)	88%	(1003)	1134
Very Favorable of Biden	2%	(11)	1%	(7)	4%	(20)	3%	(15)	5%	(22)	4%	(17)	81%	(391)	482
Somewhat Favorable of Biden	1%	(5)	2%	(12)	3%	(12)	3%	(15)	2%	(11)	2%	(9)	87%	(424)	487
Somewhat Unfavorable of Biden	2%	(7)	3%	(8)	3%	(10)	3%	(9)	1%	(3)	2%	(7)	85%	(255)	299
Very Unfavorable of Biden	1%	(7)	1%	(10)	3%	(22)	2%	(14)	2%	(18)	2%	(14)	90%	(749)	835
#1 Issue: Economy	1%	(12)	2%	(20)	3%	(25)	3%	(26)	3%	(25)	3%	(23)	86%	(782)	913
#1 Issue: Security	2%	(4)	2%	(5)	5%	(12)	1%	(3)	3%	(6)	2%	(4)	86%	(207)	243
#1 Issue: Health Care	5%	(9)	1%	(1)	5%	(9)	2%	(3)	1%	(2)	5%	(9)	81%	(138)	170
#1 Issue: Medicare / Social Security	1%	(4)	2%	(4)	2%	(6)	2%	(6)	2%	(5)	—	(1)	90%	(240)	266
#1 Issue: Women's Issues	1%	(4)	3%	(9)	4%	(12)	2%	(8)	2%	(6)	3%	(8)	85%	(263)	311
#1 Issue: Education	2%	(1)	4%	(2)	7%	(4)	5%	(3)	12%	(7)	—	(0)	72%	(42)	59
#1 Issue: Energy	—	(0)	2%	(2)	—	(1)	5%	(7)	5%	(6)	3%	(3)	85%	(114)	134
#1 Issue: Other	1%	(2)	—	(0)	—	(0)	—	(0)	1%	(2)	2%	(2)	95%	(109)	115
2020 Vote: Joe Biden	2%	(21)	2%	(16)	3%	(29)	3%	(32)	3%	(28)	3%	(24)	84%	(795)	945
2020 Vote: Donald Trump	1%	(9)	2%	(13)	3%	(22)	2%	(15)	2%	(15)	2%	(13)	88%	(651)	740
2020 Vote: Other	2%	(1)	2%	(1)	7%	(5)	—	(0)	—	(0)	3%	(2)	86%	(57)	67
2020 Vote: Didn't Vote	1%	(5)	3%	(15)	3%	(12)	2%	(8)	3%	(15)	2%	(11)	86%	(393)	459
2018 House Vote: Democrat	3%	(20)	2%	(15)	3%	(25)	3%	(22)	3%	(23)	2%	(16)	84%	(634)	755
2018 House Vote: Republican	1%	(8)	2%	(9)	3%	(17)	1%	(7)	2%	(10)	2%	(11)	89%	(526)	589
2018 House Vote: Someone else	—	(0)	—	(0)	1%	(1)	4%	(2)	2%	(1)	7%	(3)	86%	(43)	50
2016 Vote: Hillary Clinton	3%	(20)	2%	(15)	3%	(19)	3%	(20)	3%	(19)	2%	(15)	85%	(587)	695
2016 Vote: Donald Trump	1%	(9)	1%	(7)	3%	(19)	2%	(14)	2%	(10)	1%	(10)	90%	(588)	656
2016 Vote: Other	—	(0)	—	(0)	2%	(2)	2%	(2)	2%	(2)	5%	(5)	89%	(76)	86
2016 Vote: Didn't Vote	1%	(8)	3%	(24)	4%	(28)	3%	(20)	4%	(28)	3%	(21)	83%	(636)	765

Continued on next page

Table MCFE41_24: *How often did you use the following services in the past month?*

Sling Free

Demographic	Multiple times a day		Once daily		A few times per week		Once per week		A few times		Once		Never	Total N
Adults	2%	(36)	2%	(45)	3%	(69)	2%	(55)	3%	(59)	2%	(50)	86%(1896)	2210
Voted in 2014: Yes	2%	(26)	1%	(18)	3%	(37)	2%	(24)	2%	(27)	2%	(28)	87%(1067)	1227
Voted in 2014: No	1%	(10)	3%	(27)	3%	(32)	3%	(31)	3%	(31)	2%	(23)	84% (829)	983
4-Region: Northeast	—	(1)	2%	(6)	3%	(11)	3%	(10)	3%	(10)	2%	(7)	88% (336)	383
4-Region: Midwest	1%	(6)	1%	(4)	2%	(10)	2%	(7)	3%	(14)	2%	(8)	89% (407)	456
4-Region: South	2%	(17)	3%	(22)	4%	(36)	3%	(27)	3%	(22)	3%	(23)	83% (698)	844
4-Region: West	2%	(12)	2%	(12)	2%	(12)	2%	(10)	2%	(12)	2%	(12)	87% (455)	527
TikTok Users	2%	(18)	4%	(29)	5%	(37)	5%	(37)	4%	(31)	3%	(23)	78% (618)	793
Twitch Users	3%	(7)	7%	(14)	8%	(18)	7%	(14)	5%	(10)	6%	(12)	65% (139)	216
2022 Sports Viewers/Attendees	2%	(31)	2%	(33)	3%	(49)	3%	(49)	3%	(41)	2%	(36)	84%(1236)	1475
Monthly Moviegoers	4%	(13)	5%	(17)	8%	(25)	5%	(17)	5%	(15)	3%	(8)	71% (227)	320
Few Times per Year + Moviegoers	2%	(23)	3%	(31)	5%	(44)	5%	(45)	4%	(38)	3%	(23)	78% (716)	920
Heard Smile Campaign	5%	(26)	5%	(30)	7%	(38)	7%	(37)	6%	(31)	5%	(25)	66% (364)	551
Heard Minion Campaign	4%	(23)	5%	(28)	7%	(38)	5%	(29)	5%	(26)	4%	(19)	70% (376)	540
Listens to Podcasts	2%	(26)	4%	(45)	5%	(58)	4%	(51)	5%	(51)	3%	(34)	77% (868)	1132
Streaming Services User	2%	(36)	3%	(45)	4%	(69)	3%	(55)	3%	(56)	3%	(46)	83%(1466)	1773
Netflix User	2%	(32)	3%	(44)	4%	(63)	4%	(54)	4%	(53)	3%	(42)	80% (1186)	1474
Disney+ User	3%	(26)	4%	(42)	5%	(54)	5%	(52)	5%	(45)	3%	(33)	74% (732)	984
Heterosexual or straight	1%	(29)	2%	(35)	3%	(59)	2%	(44)	3%	(52)	3%	(50)	86% (1701)	1971
Gay	1%	(1)	3%	(2)	4%	(3)	6%	(4)	2%	(2)	—	(0)	84% (57)	68
Bisexual	6%	(5)	3%	(3)	5%	(4)	2%	(2)	2%	(2)	—	(0)	81% (72)	88
Yes	6%	(4)	3%	(2)	3%	(2)	7%	(5)	7%	(5)	—	(0)	73% (52)	70
No	1%	(32)	2%	(43)	3%	(66)	2%	(50)	3%	(54)	2%	(50)	86%(1845)	2140

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

Table MCFE41_25: *How often did you use the following services in the past month?*

Plex

Demographic	Multiple times a day		Once daily		A few times per week		Once per week		A few times		Once		Never		Total N
Adults	1%	(31)	2%	(45)	3%	(64)	3%	(56)	3%	(71)	3%	(61)	85%	(1883)	2210
Gender: Male	1%	(14)	3%	(30)	3%	(37)	3%	(37)	3%	(31)	3%	(35)	83%	(884)	1068
Gender: Female	1%	(17)	1%	(15)	2%	(27)	2%	(19)	3%	(39)	2%	(27)	87%	(998)	1142
Age: 18-34	2%	(15)	3%	(18)	5%	(34)	5%	(31)	4%	(27)	5%	(31)	76%	(485)	642
Age: 35-44	1%	(4)	4%	(14)	4%	(14)	4%	(14)	3%	(12)	4%	(14)	80%	(293)	365
Age: 45-64	2%	(11)	1%	(8)	1%	(9)	1%	(10)	4%	(27)	2%	(11)	89%	(637)	714
Age: 65+	—	(1)	1%	(4)	1%	(7)	—	(1)	1%	(5)	1%	(4)	96%	(467)	489
GenZers: 1997-2012	2%	(5)	4%	(10)	5%	(13)	7%	(17)	6%	(15)	6%	(15)	71%	(182)	256
Millennials: 1981-1996	2%	(12)	3%	(17)	5%	(31)	4%	(24)	4%	(24)	5%	(29)	79%	(516)	653
GenXers: 1965-1980	2%	(11)	2%	(14)	2%	(10)	2%	(14)	3%	(18)	2%	(10)	86%	(479)	555
Baby Boomers: 1946-1964	—	(3)	1%	(4)	2%	(11)	—	(1)	2%	(13)	1%	(7)	94%	(633)	673
PID: Dem (no lean)	1%	(10)	4%	(32)	3%	(29)	2%	(19)	4%	(32)	3%	(30)	82%	(707)	860
PID: Ind (no lean)	2%	(13)	1%	(6)	2%	(12)	2%	(14)	3%	(22)	2%	(15)	88%	(592)	674
PID: Rep (no lean)	1%	(7)	1%	(7)	3%	(23)	3%	(23)	2%	(16)	2%	(16)	86%	(584)	676
PID/Gender: Dem Men	2%	(7)	6%	(24)	5%	(20)	3%	(13)	4%	(15)	5%	(19)	75%	(297)	394
PID/Gender: Dem Women	1%	(4)	2%	(9)	2%	(9)	1%	(6)	4%	(17)	2%	(10)	88%	(410)	465
PID/Gender: Ind Men	1%	(5)	1%	(4)	2%	(8)	3%	(10)	4%	(13)	3%	(9)	86%	(297)	345
PID/Gender: Ind Women	3%	(8)	—	(1)	1%	(4)	1%	(4)	3%	(9)	2%	(7)	90%	(295)	329
PID/Gender: Rep Men	1%	(3)	1%	(2)	3%	(9)	4%	(14)	1%	(3)	2%	(7)	89%	(291)	328
PID/Gender: Rep Women	1%	(4)	1%	(5)	4%	(14)	3%	(9)	4%	(13)	3%	(10)	84%	(293)	348
Ideo: Liberal (1-3)	1%	(8)	3%	(21)	3%	(21)	3%	(17)	4%	(27)	4%	(24)	82%	(538)	656
Ideo: Moderate (4)	2%	(12)	2%	(14)	3%	(20)	3%	(25)	3%	(22)	3%	(24)	84%	(634)	751
Ideo: Conservative (5-7)	1%	(8)	1%	(7)	3%	(21)	2%	(12)	2%	(14)	2%	(12)	89%	(592)	666
Educ: < College	2%	(28)	2%	(28)	3%	(44)	2%	(32)	3%	(46)	3%	(47)	84%	(1212)	1437
Educ: Bachelors degree	—	(2)	3%	(14)	3%	(14)	3%	(15)	3%	(13)	2%	(9)	86%	(424)	491
Educ: Post-grad	—	(1)	1%	(3)	2%	(6)	3%	(10)	4%	(11)	2%	(5)	87%	(246)	282
Income: Under 50k	1%	(18)	2%	(26)	3%	(39)	2%	(32)	3%	(42)	3%	(35)	85%	(1080)	1271
Income: 50k-100k	1%	(7)	2%	(14)	3%	(17)	3%	(17)	4%	(24)	3%	(22)	85%	(555)	656
Income: 100k+	2%	(6)	2%	(5)	3%	(8)	3%	(8)	1%	(4)	1%	(4)	88%	(248)	283
Ethnicity: White	1%	(19)	2%	(26)	2%	(39)	2%	(30)	3%	(51)	2%	(43)	88%	(1503)	1711
Ethnicity: Hispanic	3%	(10)	4%	(16)	3%	(10)	3%	(11)	5%	(19)	5%	(21)	77%	(288)	374

Table MCFE41_25: *How often did you use the following services in the past month?*

Plex

Demographic	Multiple times a day		Once daily		A few times per week		Once per week		A few times		Once		Never		Total N
Adults	1%	(31)	2%	(45)	3%	(64)	3%	(56)	3%	(71)	3%	(61)	85%	(1883)	2210
Ethnicity: Black	4%	(11)	4%	(12)	6%	(18)	6%	(16)	3%	(8)	5%	(14)	72%	(204)	282
Ethnicity: Other	—	(1)	3%	(6)	3%	(7)	5%	(10)	5%	(11)	2%	(5)	81%	(177)	217
All Christian	1%	(11)	2%	(24)	3%	(26)	2%	(23)	2%	(19)	3%	(26)	87%	(899)	1029
All Non-Christian	4%	(6)	1%	(2)	4%	(5)	7%	(8)	5%	(6)	2%	(3)	77%	(100)	129
Atheist	—	(0)	4%	(4)	2%	(2)	1%	(1)	2%	(2)	3%	(3)	87%	(86)	99
Agnostic/Nothing in particular	1%	(8)	1%	(8)	4%	(22)	2%	(14)	4%	(22)	3%	(19)	84%	(494)	587
Something Else	2%	(6)	2%	(6)	3%	(9)	2%	(9)	6%	(21)	3%	(10)	83%	(304)	365
Religious Non-Protestant/Catholic	4%	(6)	1%	(2)	3%	(5)	6%	(8)	6%	(9)	5%	(7)	76%	(117)	154
Evangelical	2%	(9)	3%	(18)	4%	(20)	2%	(13)	3%	(18)	2%	(12)	84%	(468)	558
Non-Evangelical	1%	(5)	1%	(11)	2%	(15)	2%	(17)	2%	(19)	3%	(20)	89%	(703)	792
Community: Urban	2%	(12)	4%	(25)	5%	(30)	3%	(21)	4%	(26)	3%	(19)	79%	(504)	638
Community: Suburban	1%	(10)	2%	(15)	3%	(26)	2%	(20)	3%	(26)	3%	(32)	87%	(885)	1014
Community: Rural	2%	(8)	1%	(4)	1%	(8)	3%	(15)	3%	(19)	2%	(10)	88%	(494)	558
Employ: Private Sector	1%	(7)	4%	(24)	5%	(32)	3%	(19)	4%	(27)	2%	(16)	81%	(528)	654
Employ: Government	3%	(5)	1%	(1)	4%	(6)	6%	(8)	4%	(5)	5%	(7)	77%	(105)	136
Employ: Self-Employed	5%	(9)	4%	(6)	2%	(3)	7%	(11)	5%	(8)	1%	(2)	76%	(127)	166
Employ: Homemaker	—	(0)	—	(0)	2%	(3)	2%	(5)	6%	(12)	2%	(4)	87%	(166)	190
Employ: Student	2%	(1)	5%	(3)	5%	(3)	2%	(1)	1%	(1)	3%	(2)	81%	(50)	62
Employ: Retired	1%	(4)	1%	(4)	1%	(7)	—	(1)	1%	(8)	1%	(6)	95%	(534)	563
Employ: Unemployed	1%	(4)	1%	(3)	2%	(6)	3%	(9)	1%	(3)	6%	(18)	86%	(260)	301
Employ: Other	—	(1)	2%	(3)	3%	(4)	2%	(2)	5%	(7)	5%	(7)	82%	(113)	137
Military HH: Yes	1%	(3)	2%	(6)	2%	(6)	1%	(3)	4%	(10)	4%	(10)	87%	(245)	283
Military HH: No	1%	(28)	2%	(39)	3%	(58)	3%	(53)	3%	(61)	3%	(51)	85%	(1637)	1927
RD/WT: Right Direction	2%	(11)	5%	(34)	5%	(33)	4%	(27)	4%	(27)	4%	(29)	76%	(505)	666
RD/WT: Wrong Track	1%	(19)	1%	(10)	2%	(31)	2%	(29)	3%	(44)	2%	(32)	89%	(1378)	1544
Biden Job Approve	2%	(15)	3%	(32)	4%	(40)	4%	(35)	3%	(30)	4%	(36)	81%	(782)	970
Biden Job Disapprove	1%	(9)	1%	(11)	2%	(24)	2%	(19)	3%	(35)	2%	(20)	90%	(1025)	1144

Table MCFE41_25: *How often did you use the following services in the past month?*

Plex

Demographic	Multiple times a day		Once daily		A few times per week		Once per week		A few times		Once		Never		Total N
Adults	1%	(31)	2%	(45)	3%	(64)	3%	(56)	3%	(71)	3%	(61)	85%	(1883)	2210
Biden Job Strongly Approve	3%	(12)	6%	(25)	4%	(18)	4%	(17)	3%	(14)	4%	(15)	77%	(331)	433
Biden Job Somewhat Approve	1%	(3)	1%	(7)	4%	(22)	3%	(18)	3%	(16)	4%	(21)	84%	(451)	537
Biden Job Somewhat Disapprove	1%	(2)	2%	(5)	2%	(7)	2%	(6)	4%	(13)	2%	(7)	88%	(298)	339
Biden Job Strongly Disapprove	1%	(7)	1%	(6)	2%	(17)	2%	(13)	3%	(22)	2%	(13)	90%	(727)	805
Favorable of Biden	1%	(11)	3%	(29)	4%	(37)	2%	(22)	3%	(29)	4%	(37)	83%	(804)	969
Unfavorable of Biden	1%	(14)	1%	(12)	2%	(25)	2%	(26)	3%	(31)	2%	(19)	89%	(1006)	1134
Very Favorable of Biden	1%	(6)	4%	(20)	4%	(19)	3%	(14)	3%	(14)	3%	(16)	82%	(393)	482
Somewhat Favorable of Biden	1%	(5)	2%	(9)	4%	(18)	2%	(8)	3%	(16)	4%	(21)	84%	(411)	487
Somewhat Unfavorable of Biden	2%	(6)	2%	(7)	2%	(6)	2%	(7)	3%	(8)	2%	(6)	87%	(259)	299
Very Unfavorable of Biden	1%	(8)	1%	(6)	2%	(20)	2%	(19)	3%	(24)	2%	(13)	89%	(746)	835
#1 Issue: Economy	1%	(8)	2%	(17)	3%	(24)	3%	(29)	2%	(22)	3%	(25)	86%	(789)	913
#1 Issue: Security	—	(1)	1%	(2)	4%	(10)	1%	(3)	5%	(12)	4%	(9)	85%	(206)	243
#1 Issue: Health Care	3%	(5)	4%	(6)	4%	(8)	3%	(5)	5%	(8)	3%	(4)	79%	(134)	170
#1 Issue: Medicare / Social Security	2%	(6)	1%	(3)	3%	(7)	1%	(3)	3%	(7)	1%	(3)	89%	(236)	266
#1 Issue: Women's Issues	1%	(4)	3%	(9)	2%	(8)	2%	(8)	4%	(11)	3%	(10)	84%	(262)	311
#1 Issue: Education	6%	(4)	2%	(1)	5%	(3)	4%	(3)	6%	(4)	7%	(4)	69%	(41)	59
#1 Issue: Energy	2%	(3)	3%	(5)	3%	(4)	4%	(5)	5%	(6)	4%	(6)	78%	(105)	134
#1 Issue: Other	1%	(1)	1%	(1)	—	(0)	1%	(1)	—	(1)	—	(0)	96%	(110)	115
2020 Vote: Joe Biden	1%	(13)	3%	(30)	3%	(33)	2%	(21)	3%	(31)	3%	(27)	84%	(789)	945
2020 Vote: Donald Trump	1%	(11)	1%	(8)	3%	(19)	3%	(22)	2%	(17)	2%	(15)	88%	(648)	740
2020 Vote: Other	—	(0)	3%	(2)	1%	(1)	1%	(1)	3%	(2)	—	(0)	91%	(61)	67
2020 Vote: Didn't Vote	1%	(6)	1%	(4)	3%	(12)	3%	(12)	4%	(20)	4%	(20)	84%	(384)	459
2018 House Vote: Democrat	1%	(9)	3%	(26)	3%	(26)	3%	(19)	3%	(22)	3%	(19)	84%	(634)	755
2018 House Vote: Republican	1%	(9)	1%	(4)	3%	(20)	2%	(14)	1%	(8)	2%	(10)	89%	(523)	589
2018 House Vote: Someone else	5%	(2)	—	(0)	—	(0)	2%	(1)	5%	(3)	—	(0)	88%	(44)	50
2016 Vote: Hillary Clinton	2%	(13)	3%	(24)	4%	(26)	2%	(17)	2%	(16)	3%	(18)	84%	(581)	695
2016 Vote: Donald Trump	1%	(6)	1%	(5)	3%	(18)	2%	(15)	2%	(11)	1%	(9)	90%	(591)	656
2016 Vote: Other	—	(0)	2%	(1)	1%	(1)	—	(0)	3%	(3)	2%	(2)	92%	(79)	86
2016 Vote: Didn't Vote	2%	(12)	2%	(14)	2%	(19)	3%	(24)	5%	(40)	4%	(31)	82%	(625)	765

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Table MCFE41_25: *How often did you use the following services in the past month?*

Plex

Demographic	Multiple times a day		Once daily		A few times per week		Once per week		A few times		Once		Never	Total N
Adults	1%	(31)	2%	(45)	3%	(64)	3%	(56)	3%	(71)	3%	(61)	85% (1883)	2210
Voted in 2014: Yes	1%	(17)	2%	(25)	3%	(36)	2%	(27)	3%	(32)	2%	(25)	87% (1063)	1227
Voted in 2014: No	1%	(13)	2%	(20)	3%	(28)	3%	(29)	4%	(38)	4%	(36)	83% (819)	983
4-Region: Northeast	1%	(4)	1%	(6)	3%	(10)	2%	(7)	3%	(11)	3%	(10)	88% (335)	383
4-Region: Midwest	1%	(4)	2%	(10)	3%	(12)	3%	(13)	2%	(7)	3%	(14)	87% (397)	456
4-Region: South	3%	(22)	2%	(17)	3%	(28)	3%	(26)	4%	(31)	3%	(22)	83% (698)	844
4-Region: West	—	(1)	2%	(12)	2%	(13)	2%	(10)	4%	(21)	3%	(16)	86% (453)	527
TikTok Users	2%	(18)	3%	(25)	5%	(41)	5%	(36)	5%	(36)	3%	(25)	77% (613)	793
Twitch Users	4%	(8)	5%	(12)	9%	(19)	9%	(20)	3%	(7)	4%	(10)	65% (140)	216
2022 Sports Viewers/Attendees	1%	(22)	2%	(31)	3%	(49)	3%	(46)	3%	(44)	3%	(39)	84% (1244)	1475
Monthly Moviegoers	3%	(11)	7%	(22)	8%	(25)	5%	(17)	7%	(21)	4%	(14)	66% (211)	320
Few Times per Year + Moviegoers	2%	(15)	4%	(35)	5%	(46)	4%	(41)	4%	(41)	3%	(31)	77% (712)	920
Heard Smile Campaign	4%	(22)	5%	(27)	8%	(43)	7%	(36)	6%	(34)	5%	(27)	66% (362)	551
Heard Minion Campaign	4%	(20)	6%	(34)	7%	(38)	5%	(28)	5%	(29)	4%	(22)	68% (369)	540
Listens to Podcasts	2%	(27)	4%	(41)	5%	(55)	4%	(50)	5%	(56)	4%	(44)	76% (859)	1132
Streaming Services User	2%	(31)	3%	(45)	4%	(63)	3%	(54)	4%	(69)	3%	(56)	82% (1456)	1773
Netflix User	2%	(28)	3%	(41)	4%	(57)	4%	(53)	4%	(61)	3%	(51)	80% (1182)	1474
Disney+ User	3%	(25)	4%	(39)	5%	(51)	5%	(49)	6%	(59)	3%	(34)	74% (728)	984
Heterosexual or straight	1%	(22)	2%	(37)	3%	(53)	3%	(50)	3%	(57)	3%	(55)	86% (1695)	1971
Gay	1%	(1)	6%	(4)	5%	(4)	3%	(2)	5%	(3)	1%	(1)	78% (53)	68
Bisexual	8%	(7)	3%	(3)	4%	(4)	1%	(1)	5%	(4)	—	(0)	78% (69)	88
Yes	8%	(6)	1%	(1)	3%	(2)	5%	(3)	5%	(4)	3%	(2)	75% (53)	70
No	1%	(25)	2%	(44)	3%	(62)	2%	(53)	3%	(67)	3%	(60)	86% (1830)	2140

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

Table MCFE41_26: *How often did you use the following services in the past month?*

Crackle

Demographic	Multiple times a day	Once daily	A few times per week	Once per week	A few times	Once	Never	Total N
Adults	2% (39)	2% (52)	4% (88)	3% (61)	5% (108)	4% (84)	80% (1778)	2210
Gender: Male	2% (24)	3% (31)	5% (51)	3% (34)	6% (61)	4% (43)	77% (823)	1068
Gender: Female	1% (15)	2% (20)	3% (37)	2% (27)	4% (46)	4% (42)	84% (955)	1142
Age: 18-34	3% (21)	5% (31)	6% (39)	3% (20)	5% (32)	4% (29)	73% (470)	642
Age: 35-44	2% (7)	3% (12)	4% (13)	5% (20)	5% (18)	6% (23)	74% (272)	365
Age: 45-64	1% (9)	1% (7)	4% (30)	2% (17)	6% (40)	3% (20)	83% (591)	714
Age: 65+	— (2)	— (2)	1% (6)	1% (4)	4% (18)	3% (13)	91% (445)	489
GenZers: 1997-2012	3% (7)	4% (10)	8% (20)	3% (9)	6% (15)	5% (12)	72% (184)	256
Millennials: 1981-1996	3% (18)	5% (32)	5% (31)	4% (26)	5% (31)	5% (35)	73% (480)	653
GenXers: 1965-1980	1% (8)	1% (8)	4% (21)	4% (21)	6% (31)	3% (18)	81% (449)	555
Baby Boomers: 1946-1964	1% (6)	— (2)	2% (16)	1% (5)	4% (29)	3% (19)	89% (597)	673
PID: Dem (no lean)	2% (20)	4% (31)	5% (44)	3% (25)	5% (45)	3% (29)	77% (665)	860
PID: Ind (no lean)	1% (8)	1% (9)	3% (18)	2% (16)	4% (27)	3% (19)	86% (578)	674
PID: Rep (no lean)	2% (12)	2% (11)	4% (26)	3% (20)	5% (36)	5% (36)	79% (535)	676
PID/Gender: Dem Men	2% (9)	6% (24)	7% (26)	3% (13)	6% (22)	4% (16)	72% (284)	394
PID/Gender: Dem Women	2% (11)	2% (7)	4% (17)	3% (12)	5% (23)	3% (13)	82% (382)	465
PID/Gender: Ind Men	2% (7)	1% (4)	3% (9)	3% (10)	4% (14)	2% (8)	85% (292)	345
PID/Gender: Ind Women	— (1)	2% (5)	3% (9)	2% (6)	4% (12)	3% (11)	87% (285)	329
PID/Gender: Rep Men	2% (8)	1% (3)	5% (16)	3% (11)	8% (25)	6% (18)	75% (247)	328
PID/Gender: Rep Women	1% (3)	2% (8)	3% (10)	3% (9)	3% (11)	5% (18)	83% (288)	348
Ideo: Liberal (1-3)	2% (12)	3% (21)	5% (35)	2% (16)	5% (30)	3% (18)	80% (524)	656
Ideo: Moderate (4)	2% (13)	3% (19)	4% (29)	4% (28)	5% (41)	5% (34)	78% (587)	751
Ideo: Conservative (5-7)	1% (10)	2% (10)	3% (22)	2% (14)	4% (28)	4% (26)	83% (556)	666
Educ: < College	2% (30)	3% (36)	4% (62)	3% (42)	5% (75)	4% (64)	78% (1128)	1437
Educ: Bachelors degree	1% (5)	2% (11)	3% (13)	3% (14)	4% (21)	3% (12)	85% (415)	491
Educ: Post-grad	1% (4)	2% (4)	5% (13)	2% (5)	4% (12)	3% (9)	83% (235)	282
Income: Under 50k	2% (25)	2% (24)	5% (59)	3% (42)	5% (65)	4% (46)	80% (1011)	1271
Income: 50k-100k	1% (8)	3% (20)	3% (21)	2% (15)	5% (30)	4% (29)	81% (534)	656
Income: 100k+	2% (6)	3% (8)	3% (8)	2% (5)	4% (12)	3% (10)	83% (233)	283
Ethnicity: White	1% (19)	2% (30)	3% (59)	2% (36)	4% (77)	3% (57)	84% (1433)	1711
Ethnicity: Hispanic	1% (4)	4% (16)	8% (30)	3% (10)	4% (16)	3% (10)	77% (288)	374

Continued on next page

Table MCFE41_26: *How often did you use the following services in the past month?*

Crackle

Demographic	Multiple times a day		Once daily		A few times per week		Once per week		A few times		Once		Never		Total N
Adults	2%	(39)	2%	(52)	4%	(88)	3%	(61)	5%	(108)	4%	(84)	80%	(1778)	2210
Ethnicity: Black	6%	(17)	7%	(19)	6%	(17)	6%	(17)	6%	(18)	7%	(19)	62%	(175)	282
Ethnicity: Other	1%	(3)	1%	(3)	6%	(12)	4%	(8)	6%	(13)	4%	(8)	78%	(170)	217
All Christian	1%	(15)	2%	(24)	4%	(37)	3%	(28)	5%	(52)	3%	(34)	82%	(839)	1029
All Non-Christian	3%	(4)	3%	(3)	5%	(7)	2%	(2)	2%	(3)	5%	(6)	80%	(103)	129
Atheist	1%	(1)	3%	(3)	1%	(1)	2%	(2)	2%	(2)	3%	(3)	88%	(87)	99
Agnostic/Nothing in particular	1%	(8)	2%	(11)	3%	(20)	3%	(18)	5%	(30)	4%	(24)	81%	(477)	587
Something Else	3%	(11)	3%	(10)	7%	(24)	3%	(10)	6%	(21)	5%	(17)	74%	(272)	365
Religious Non-Protestant/Catholic	3%	(4)	2%	(3)	4%	(7)	3%	(5)	3%	(5)	5%	(8)	80%	(123)	154
Evangelical	3%	(14)	4%	(20)	5%	(31)	3%	(17)	6%	(33)	4%	(23)	75%	(420)	558
Non-Evangelical	1%	(9)	2%	(14)	4%	(30)	2%	(19)	5%	(37)	3%	(25)	83%	(657)	792
Community: Urban	3%	(20)	5%	(29)	5%	(33)	3%	(20)	5%	(34)	4%	(26)	75%	(475)	638
Community: Suburban	1%	(11)	2%	(17)	3%	(34)	2%	(25)	4%	(40)	4%	(42)	83%	(847)	1014
Community: Rural	2%	(8)	1%	(5)	4%	(21)	3%	(16)	6%	(33)	3%	(17)	82%	(456)	558
Employ: Private Sector	3%	(18)	4%	(23)	4%	(23)	3%	(23)	6%	(41)	4%	(28)	76%	(499)	654
Employ: Government	1%	(2)	5%	(7)	4%	(6)	5%	(7)	12%	(16)	6%	(8)	67%	(91)	136
Employ: Self-Employed	3%	(5)	5%	(8)	5%	(9)	2%	(4)	7%	(12)	4%	(7)	73%	(122)	166
Employ: Homemaker	—	(1)	2%	(3)	4%	(8)	1%	(3)	3%	(5)	3%	(7)	86%	(164)	190
Employ: Student	1%	(1)	2%	(1)	10%	(7)	3%	(2)	4%	(3)	2%	(1)	77%	(48)	62
Employ: Retired	1%	(4)	—	(2)	3%	(15)	2%	(9)	3%	(16)	3%	(15)	89%	(503)	563
Employ: Unemployed	2%	(5)	1%	(2)	3%	(10)	4%	(11)	4%	(11)	4%	(11)	83%	(251)	301
Employ: Other	2%	(3)	4%	(6)	8%	(11)	3%	(4)	3%	(5)	6%	(9)	74%	(101)	137
Military HH: Yes	1%	(3)	2%	(6)	3%	(7)	3%	(9)	5%	(15)	5%	(15)	80%	(228)	283
Military HH: No	2%	(36)	2%	(46)	4%	(81)	3%	(52)	5%	(93)	4%	(69)	80%	(1550)	1927
RD/WT: Right Direction	3%	(17)	5%	(35)	7%	(47)	3%	(22)	4%	(29)	4%	(26)	74%	(491)	666
RD/WT: Wrong Track	1%	(22)	1%	(17)	3%	(41)	3%	(39)	5%	(79)	4%	(59)	83%	(1288)	1544
Biden Job Approve	2%	(20)	3%	(33)	5%	(52)	3%	(30)	5%	(46)	4%	(38)	77%	(751)	970
Biden Job Disapprove	1%	(16)	1%	(14)	3%	(30)	3%	(29)	5%	(56)	4%	(44)	83%	(953)	1144

Table MCFE41_26: *How often did you use the following services in the past month?*

Crackle

Demographic	Multiple times a day		Once daily		A few times per week		Once per week		A few times		Once		Never		Total N
Adults	2%	(39)	2%	(52)	4%	(88)	3%	(61)	5%	(108)	4%	(84)	80%	(1778)	2210
Biden Job Strongly Approve	3%	(15)	5%	(23)	7%	(30)	3%	(13)	5%	(20)	4%	(19)	72%	(312)	433
Biden Job Somewhat Approve	1%	(5)	2%	(11)	4%	(21)	3%	(17)	5%	(26)	4%	(19)	82%	(439)	537
Biden Job Somewhat Disapprove	1%	(2)	3%	(9)	3%	(9)	3%	(10)	4%	(15)	4%	(13)	83%	(280)	339
Biden Job Strongly Disapprove	2%	(14)	1%	(5)	3%	(21)	2%	(19)	5%	(42)	4%	(31)	84%	(673)	805
Favorable of Biden	2%	(18)	3%	(27)	5%	(48)	3%	(27)	5%	(48)	3%	(32)	79%	(770)	969
Unfavorable of Biden	2%	(17)	2%	(19)	3%	(33)	3%	(32)	5%	(54)	4%	(46)	82%	(933)	1134
Very Favorable of Biden	2%	(10)	4%	(18)	6%	(30)	2%	(12)	5%	(22)	4%	(19)	77%	(372)	482
Somewhat Favorable of Biden	2%	(8)	2%	(9)	4%	(18)	3%	(15)	5%	(25)	3%	(13)	82%	(398)	487
Somewhat Unfavorable of Biden	1%	(2)	4%	(11)	2%	(7)	4%	(12)	4%	(12)	2%	(7)	83%	(248)	299
Very Unfavorable of Biden	2%	(15)	1%	(8)	3%	(26)	2%	(20)	5%	(42)	5%	(39)	82%	(686)	835
#1 Issue: Economy	2%	(18)	2%	(15)	3%	(24)	3%	(27)	5%	(46)	4%	(38)	82%	(745)	913
#1 Issue: Security	1%	(1)	2%	(4)	8%	(20)	2%	(6)	3%	(8)	5%	(12)	79%	(192)	243
#1 Issue: Health Care	1%	(1)	9%	(15)	7%	(12)	1%	(2)	4%	(6)	2%	(3)	76%	(130)	170
#1 Issue: Medicare / Social Security	3%	(7)	1%	(4)	4%	(11)	2%	(6)	5%	(13)	2%	(6)	82%	(219)	266
#1 Issue: Women's Issues	2%	(6)	2%	(6)	3%	(10)	3%	(8)	6%	(19)	3%	(8)	82%	(254)	311
#1 Issue: Education	9%	(5)	6%	(4)	4%	(3)	7%	(4)	5%	(3)	6%	(4)	63%	(37)	59
#1 Issue: Energy	1%	(1)	2%	(3)	4%	(5)	3%	(4)	7%	(9)	7%	(10)	76%	(102)	134
#1 Issue: Other	—	(0)	1%	(2)	3%	(3)	3%	(3)	4%	(4)	3%	(3)	86%	(99)	115
2020 Vote: Joe Biden	2%	(19)	3%	(29)	4%	(40)	3%	(28)	5%	(45)	3%	(29)	80%	(755)	945
2020 Vote: Donald Trump	2%	(13)	2%	(14)	3%	(22)	3%	(21)	5%	(34)	4%	(33)	82%	(603)	740
2020 Vote: Other	1%	(1)	2%	(1)	7%	(4)	1%	(1)	2%	(1)	5%	(3)	83%	(56)	67
2020 Vote: Didn't Vote	1%	(7)	2%	(7)	5%	(22)	2%	(11)	6%	(27)	4%	(20)	80%	(365)	459
2018 House Vote: Democrat	2%	(16)	3%	(25)	5%	(39)	3%	(24)	5%	(37)	3%	(22)	78%	(591)	755
2018 House Vote: Republican	1%	(9)	2%	(9)	2%	(14)	3%	(16)	5%	(28)	4%	(23)	83%	(491)	589
2018 House Vote: Someone else	—	(0)	4%	(2)	—	(0)	2%	(1)	4%	(2)	9%	(4)	81%	(40)	50
2016 Vote: Hillary Clinton	2%	(11)	4%	(27)	4%	(30)	4%	(26)	4%	(30)	3%	(20)	79%	(551)	695
2016 Vote: Donald Trump	2%	(12)	1%	(6)	3%	(20)	3%	(17)	4%	(29)	4%	(26)	83%	(546)	656
2016 Vote: Other	2%	(2)	1%	(1)	2%	(1)	3%	(2)	3%	(3)	5%	(4)	84%	(72)	86
2016 Vote: Didn't Vote	2%	(14)	2%	(18)	5%	(35)	2%	(15)	6%	(46)	4%	(32)	79%	(604)	765

Table MCFE41_26: *How often did you use the following services in the past month?*

Crackle

Demographic	Multiple times a day		Once daily		A few times per week		Once per week		A few times		Once		Never		Total N
Adults	2%	(39)	2%	(52)	4%	(88)	3%	(61)	5%	(108)	4%	(84)	80%	(1778)	2210
Voted in 2014: Yes	2%	(21)	3%	(34)	4%	(49)	3%	(33)	5%	(59)	3%	(41)	81%	(990)	1227
Voted in 2014: No	2%	(18)	2%	(17)	4%	(39)	3%	(28)	5%	(49)	4%	(44)	80%	(788)	983
4-Region: Northeast	2%	(6)	2%	(7)	3%	(12)	3%	(12)	6%	(22)	3%	(13)	81%	(311)	383
4-Region: Midwest	1%	(6)	2%	(10)	3%	(13)	2%	(9)	7%	(34)	3%	(16)	81%	(369)	456
4-Region: South	2%	(19)	3%	(26)	5%	(43)	4%	(32)	4%	(33)	5%	(42)	77%	(649)	844
4-Region: West	1%	(7)	2%	(8)	4%	(20)	2%	(9)	4%	(19)	3%	(14)	85%	(449)	527
TikTok Users	3%	(22)	4%	(33)	5%	(42)	5%	(36)	6%	(46)	5%	(36)	73%	(579)	793
Twitch Users	5%	(11)	9%	(18)	10%	(22)	4%	(9)	5%	(11)	6%	(13)	61%	(132)	216
2022 Sports Viewers/Attendees	2%	(27)	3%	(41)	5%	(67)	3%	(49)	5%	(78)	4%	(60)	78%	(1153)	1475
Monthly Moviegoers	4%	(11)	10%	(33)	4%	(14)	6%	(20)	10%	(33)	4%	(11)	62%	(198)	320
Few Times per Year + Moviegoers	2%	(19)	5%	(43)	5%	(46)	5%	(43)	6%	(55)	4%	(40)	73%	(673)	920
Heard Smile Campaign	5%	(27)	7%	(37)	10%	(57)	5%	(28)	8%	(43)	6%	(32)	59%	(327)	551
Heard Minion Campaign	5%	(26)	6%	(34)	9%	(46)	5%	(28)	5%	(27)	6%	(30)	65%	(349)	540
Listens to Podcasts	2%	(26)	4%	(46)	6%	(69)	4%	(49)	6%	(73)	5%	(54)	72%	(815)	1132
Streaming Services User	2%	(38)	3%	(52)	5%	(87)	3%	(61)	6%	(98)	4%	(76)	77%	(1362)	1773
Netflix User	2%	(35)	3%	(50)	5%	(77)	4%	(55)	6%	(91)	4%	(61)	75%	(1105)	1474
Disney+ User	3%	(29)	5%	(45)	6%	(56)	5%	(52)	7%	(71)	5%	(51)	69%	(679)	984
Heterosexual or straight	2%	(35)	2%	(43)	4%	(75)	2%	(48)	5%	(100)	4%	(80)	81%	(1590)	1971
Gay	4%	(2)	1%	(1)	3%	(2)	9%	(6)	1%	(1)	—	(0)	82%	(56)	68
Bisexual	2%	(2)	5%	(5)	4%	(3)	4%	(4)	5%	(4)	2%	(2)	78%	(69)	88
Yes	1%	(1)	5%	(4)	8%	(6)	4%	(3)	8%	(5)	2%	(1)	72%	(50)	70
No	2%	(39)	2%	(48)	4%	(82)	3%	(58)	5%	(102)	4%	(83)	81%	(1728)	2140

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

Table MCFE41_27: *How often did you use the following services in the past month?*

Vudu

Demographic	Multiple times a day		Once daily		A few times per week		Once per week		A few times		Once		Never		Total N
Adults	2%	(36)	2%	(37)	4%	(91)	2%	(54)	4%	(95)	3%	(75)	82%	(1821)	2210
Gender: Male	2%	(17)	2%	(23)	5%	(54)	3%	(34)	5%	(51)	4%	(39)	80%	(849)	1068
Gender: Female	2%	(19)	1%	(14)	3%	(37)	2%	(20)	4%	(44)	3%	(36)	85%	(972)	1142
Age: 18-34	3%	(17)	3%	(19)	7%	(47)	5%	(31)	6%	(36)	5%	(33)	71%	(459)	642
Age: 35-44	2%	(7)	3%	(9)	6%	(21)	4%	(16)	5%	(17)	5%	(19)	76%	(276)	365
Age: 45-64	1%	(10)	1%	(9)	2%	(18)	1%	(5)	5%	(32)	3%	(19)	87%	(621)	714
Age: 65+	—	(1)	—	(0)	1%	(6)	—	(2)	2%	(10)	1%	(5)	95%	(465)	489
GenZers: 1997-2012	2%	(6)	3%	(9)	7%	(18)	5%	(14)	6%	(16)	5%	(12)	71%	(182)	256
Millennials: 1981-1996	3%	(17)	3%	(18)	7%	(48)	4%	(28)	5%	(30)	6%	(37)	73%	(475)	653
GenXers: 1965-1980	1%	(8)	2%	(10)	3%	(17)	2%	(10)	6%	(33)	3%	(15)	83%	(463)	555
Baby Boomers: 1946-1964	1%	(4)	—	(1)	1%	(7)	—	(3)	2%	(16)	2%	(12)	94%	(630)	673
PID: Dem (no lean)	2%	(19)	2%	(16)	5%	(46)	3%	(25)	5%	(41)	3%	(28)	80%	(684)	860
PID: Ind (no lean)	1%	(8)	1%	(9)	4%	(24)	2%	(11)	5%	(33)	3%	(22)	84%	(568)	674
PID: Rep (no lean)	1%	(9)	2%	(12)	3%	(21)	3%	(18)	3%	(21)	4%	(25)	84%	(569)	676
PID/Gender: Dem Men	2%	(9)	3%	(11)	8%	(32)	4%	(16)	6%	(24)	3%	(14)	73%	(288)	394
PID/Gender: Dem Women	2%	(9)	1%	(5)	3%	(14)	2%	(9)	4%	(18)	3%	(15)	85%	(396)	465
PID/Gender: Ind Men	1%	(4)	1%	(4)	4%	(13)	2%	(6)	4%	(15)	4%	(14)	83%	(288)	345
PID/Gender: Ind Women	1%	(4)	1%	(4)	3%	(11)	1%	(4)	6%	(18)	3%	(8)	85%	(280)	329
PID/Gender: Rep Men	1%	(3)	2%	(7)	3%	(9)	3%	(11)	4%	(12)	4%	(12)	83%	(273)	328
PID/Gender: Rep Women	2%	(6)	1%	(5)	3%	(12)	2%	(7)	2%	(9)	4%	(13)	85%	(297)	348
Ideo: Liberal (1-3)	2%	(14)	1%	(7)	6%	(40)	3%	(22)	5%	(30)	3%	(22)	80%	(522)	656
Ideo: Moderate (4)	2%	(11)	2%	(18)	4%	(28)	3%	(19)	5%	(39)	3%	(25)	81%	(609)	751
Ideo: Conservative (5-7)	1%	(5)	2%	(10)	3%	(20)	2%	(12)	3%	(21)	4%	(24)	86%	(573)	666
Educ: < College	2%	(29)	2%	(28)	5%	(65)	2%	(33)	5%	(70)	3%	(49)	81%	(1163)	1437
Educ: Bachelors degree	1%	(4)	1%	(6)	3%	(15)	3%	(16)	3%	(13)	3%	(13)	86%	(423)	491
Educ: Post-grad	1%	(2)	1%	(3)	4%	(11)	2%	(5)	4%	(12)	5%	(14)	83%	(235)	282
Income: Under 50k	2%	(21)	2%	(23)	4%	(51)	2%	(26)	5%	(58)	3%	(41)	83%	(1051)	1271
Income: 50k-100k	1%	(7)	1%	(9)	5%	(34)	4%	(24)	4%	(29)	4%	(24)	81%	(529)	656
Income: 100k+	3%	(8)	2%	(5)	2%	(7)	1%	(4)	3%	(8)	4%	(10)	85%	(241)	283
Ethnicity: White	1%	(17)	2%	(27)	4%	(63)	2%	(37)	3%	(57)	3%	(57)	85%	(1454)	1711
Ethnicity: Hispanic	3%	(12)	2%	(6)	6%	(21)	3%	(11)	6%	(21)	4%	(14)	77%	(288)	374

Table MCFE41_27: *How often did you use the following services in the past month?*

Vudu

Demographic	Multiple times a day		Once daily		A few times per week		Once per week		A few times		Once		Never		Total N
Adults	2%	(36)	2%	(37)	4%	(91)	2%	(54)	4%	(95)	3%	(75)	82%	(1821)	2210
Ethnicity: Black	6%	(16)	3%	(7)	7%	(19)	4%	(12)	7%	(19)	5%	(14)	69%	(195)	282
Ethnicity: Other	1%	(3)	1%	(3)	4%	(9)	2%	(5)	9%	(19)	2%	(5)	80%	(173)	217
All Christian	2%	(17)	2%	(16)	3%	(33)	2%	(18)	3%	(35)	4%	(38)	85%	(872)	1029
All Non-Christian	3%	(3)	3%	(4)	5%	(6)	5%	(7)	4%	(5)	4%	(5)	77%	(99)	129
Atheist	1%	(1)	1%	(1)	2%	(2)	2%	(2)	3%	(3)	3%	(3)	88%	(87)	99
Agnostic/Nothing in particular	1%	(8)	2%	(9)	6%	(34)	3%	(17)	4%	(26)	3%	(17)	81%	(477)	587
Something Else	2%	(6)	2%	(7)	4%	(16)	3%	(9)	7%	(27)	4%	(14)	79%	(287)	365
Religious Non-Protestant/Catholic	3%	(5)	4%	(6)	7%	(10)	5%	(7)	3%	(5)	4%	(6)	74%	(114)	154
Evangelical	2%	(13)	2%	(13)	5%	(26)	2%	(12)	5%	(28)	5%	(27)	79%	(440)	558
Non-Evangelical	1%	(9)	1%	(7)	2%	(18)	2%	(15)	4%	(32)	3%	(23)	87%	(687)	792
Community: Urban	3%	(21)	3%	(17)	7%	(45)	3%	(16)	4%	(25)	4%	(25)	76%	(488)	638
Community: Suburban	1%	(8)	1%	(13)	3%	(29)	3%	(26)	4%	(40)	3%	(29)	86%	(870)	1014
Community: Rural	1%	(6)	1%	(7)	3%	(18)	2%	(12)	5%	(30)	4%	(22)	83%	(463)	558
Employ: Private Sector	3%	(16)	3%	(20)	5%	(34)	4%	(27)	4%	(29)	4%	(24)	77%	(506)	654
Employ: Government	5%	(6)	2%	(2)	7%	(9)	3%	(4)	7%	(9)	7%	(9)	70%	(96)	136
Employ: Self-Employed	3%	(5)	3%	(5)	6%	(10)	3%	(4)	7%	(12)	8%	(12)	70%	(117)	166
Employ: Homemaker	1%	(1)	2%	(4)	4%	(8)	2%	(3)	5%	(10)	3%	(6)	82%	(157)	190
Employ: Student	1%	(1)	3%	(2)	11%	(7)	—	(0)	6%	(4)	3%	(2)	75%	(47)	62
Employ: Retired	—	(1)	—	(0)	2%	(10)	1%	(3)	2%	(14)	1%	(8)	94%	(528)	563
Employ: Unemployed	1%	(4)	1%	(3)	1%	(4)	2%	(5)	3%	(10)	3%	(10)	88%	(265)	301
Employ: Other	—	(1)	1%	(1)	7%	(9)	6%	(8)	6%	(8)	3%	(4)	78%	(107)	137
Military HH: Yes	1%	(3)	1%	(3)	3%	(10)	1%	(4)	4%	(11)	4%	(11)	86%	(242)	283
Military HH: No	2%	(33)	2%	(34)	4%	(82)	3%	(50)	4%	(85)	3%	(65)	82%	(1579)	1927
RD/WT: Right Direction	3%	(19)	3%	(18)	7%	(48)	4%	(26)	5%	(33)	5%	(32)	74%	(490)	666
RD/WT: Wrong Track	1%	(17)	1%	(19)	3%	(43)	2%	(28)	4%	(62)	3%	(43)	86%	(1331)	1544
Biden Job Approve	2%	(20)	2%	(21)	5%	(53)	3%	(27)	5%	(50)	4%	(36)	79%	(763)	970
Biden Job Disapprove	1%	(11)	1%	(14)	3%	(35)	2%	(22)	4%	(42)	3%	(37)	86%	(982)	1144

Table MCFE41_27: *How often did you use the following services in the past month?*

Vudu

Demographic	Multiple times a day		Once daily		A few times per week		Once per week		A few times		Once		Never		Total N
Adults	2%	(36)	2%	(37)	4%	(91)	2%	(54)	4%	(95)	3%	(75)	82%	(1821)	2210
Biden Job Strongly Approve	4%	(15)	3%	(11)	7%	(29)	3%	(11)	6%	(25)	4%	(17)	75%	(325)	433
Biden Job Somewhat Approve	1%	(5)	2%	(10)	4%	(24)	3%	(16)	5%	(25)	4%	(20)	82%	(438)	537
Biden Job Somewhat Disapprove	1%	(4)	2%	(6)	4%	(15)	3%	(9)	4%	(14)	2%	(8)	84%	(283)	339
Biden Job Strongly Disapprove	1%	(8)	1%	(8)	3%	(20)	2%	(13)	3%	(28)	4%	(29)	87%	(699)	805
Favorable of Biden	2%	(18)	1%	(14)	5%	(48)	2%	(24)	5%	(45)	4%	(35)	81%	(786)	969
Unfavorable of Biden	1%	(13)	2%	(19)	3%	(38)	2%	(25)	4%	(41)	3%	(37)	85%	(961)	1134
Very Favorable of Biden	2%	(9)	2%	(9)	6%	(28)	2%	(11)	5%	(25)	4%	(19)	79%	(381)	482
Somewhat Favorable of Biden	2%	(8)	1%	(5)	4%	(20)	3%	(13)	4%	(19)	3%	(16)	83%	(405)	487
Somewhat Unfavorable of Biden	2%	(5)	3%	(8)	5%	(14)	2%	(7)	3%	(9)	2%	(7)	83%	(248)	299
Very Unfavorable of Biden	1%	(8)	1%	(11)	3%	(25)	2%	(18)	4%	(31)	4%	(30)	85%	(713)	835
#1 Issue: Economy	1%	(11)	2%	(15)	3%	(30)	3%	(23)	4%	(36)	3%	(27)	84%	(770)	913
#1 Issue: Security	3%	(7)	1%	(2)	4%	(10)	2%	(5)	5%	(12)	5%	(12)	80%	(195)	243
#1 Issue: Health Care	3%	(5)	2%	(3)	8%	(13)	2%	(3)	4%	(6)	5%	(8)	78%	(132)	170
#1 Issue: Medicare / Social Security	2%	(5)	1%	(3)	5%	(13)	—	(1)	4%	(10)	2%	(6)	86%	(228)	266
#1 Issue: Women's Issues	1%	(4)	1%	(3)	5%	(15)	3%	(10)	5%	(15)	3%	(10)	82%	(254)	311
#1 Issue: Education	3%	(1)	13%	(7)	7%	(4)	6%	(4)	5%	(3)	12%	(7)	54%	(32)	59
#1 Issue: Energy	2%	(3)	2%	(3)	4%	(5)	6%	(8)	5%	(7)	3%	(4)	78%	(105)	134
#1 Issue: Other	—	(0)	—	(1)	1%	(1)	—	(0)	6%	(7)	1%	(1)	91%	(105)	115
2020 Vote: Joe Biden	2%	(20)	1%	(13)	5%	(45)	2%	(23)	4%	(42)	3%	(31)	82%	(771)	945
2020 Vote: Donald Trump	1%	(9)	2%	(18)	4%	(28)	2%	(12)	3%	(21)	3%	(25)	85%	(625)	740
2020 Vote: Other	—	(0)	—	(0)	4%	(3)	2%	(2)	6%	(4)	5%	(4)	82%	(55)	67
2020 Vote: Didn't Vote	1%	(6)	1%	(6)	3%	(16)	4%	(18)	6%	(28)	3%	(15)	81%	(370)	459
2018 House Vote: Democrat	2%	(14)	2%	(12)	5%	(39)	2%	(14)	4%	(33)	3%	(24)	82%	(619)	755
2018 House Vote: Republican	2%	(11)	2%	(9)	3%	(15)	2%	(11)	2%	(10)	3%	(20)	87%	(512)	589
2018 House Vote: Someone else	—	(0)	4%	(2)	3%	(1)	—	(0)	8%	(4)	11%	(5)	75%	(37)	50
2016 Vote: Hillary Clinton	2%	(17)	2%	(11)	4%	(30)	3%	(17)	5%	(31)	3%	(24)	81%	(565)	695
2016 Vote: Donald Trump	2%	(10)	1%	(8)	3%	(20)	1%	(9)	2%	(14)	3%	(23)	87%	(572)	656
2016 Vote: Other	2%	(1)	2%	(1)	4%	(4)	—	(0)	4%	(4)	4%	(4)	84%	(72)	86
2016 Vote: Didn't Vote	1%	(7)	2%	(17)	5%	(36)	4%	(28)	6%	(46)	3%	(25)	79%	(606)	765

Table MCFE41_27: *How often did you use the following services in the past month?*
Vudu

Demographic	Multiple times a day		Once daily		A few times per week		Once per week		A few times		Once		Never		Total N
Adults	2%	(36)	2%	(37)	4%	(91)	2%	(54)	4%	(95)	3%	(75)	82%	(1821)	2210
Voted in 2014: Yes	2%	(25)	2%	(22)	4%	(46)	2%	(20)	3%	(42)	3%	(43)	84%	(1029)	1227
Voted in 2014: No	1%	(10)	2%	(15)	5%	(46)	3%	(34)	5%	(53)	3%	(33)	81%	(792)	983
4-Region: Northeast	2%	(7)	2%	(7)	3%	(13)	2%	(7)	4%	(13)	2%	(9)	85%	(327)	383
4-Region: Midwest	1%	(7)	2%	(7)	3%	(14)	2%	(9)	5%	(21)	4%	(16)	84%	(382)	456
4-Region: South	2%	(15)	2%	(14)	5%	(41)	3%	(25)	5%	(42)	5%	(40)	79%	(667)	844
4-Region: West	1%	(6)	2%	(9)	4%	(23)	3%	(13)	4%	(19)	2%	(10)	85%	(446)	527
TikTok Users	3%	(21)	3%	(23)	6%	(46)	4%	(34)	6%	(51)	5%	(37)	73%	(580)	793
Twitch Users	4%	(9)	6%	(12)	10%	(21)	5%	(11)	6%	(12)	6%	(12)	64%	(138)	216
2022 Sports Viewers/Attendees	2%	(27)	2%	(26)	5%	(71)	3%	(43)	5%	(70)	4%	(57)	80%	(1181)	1475
Monthly Moviegoers	6%	(18)	5%	(16)	8%	(26)	6%	(20)	6%	(20)	5%	(14)	64%	(206)	320
Few Times per Year + Moviegoers	3%	(24)	3%	(25)	7%	(61)	4%	(40)	5%	(48)	4%	(39)	74%	(683)	920
Heard Smile Campaign	5%	(27)	5%	(27)	8%	(46)	5%	(28)	7%	(38)	5%	(27)	65%	(359)	551
Heard Minion Campaign	5%	(26)	5%	(28)	9%	(46)	4%	(22)	6%	(31)	4%	(24)	67%	(363)	540
Listens to Podcasts	3%	(31)	3%	(34)	7%	(74)	4%	(47)	7%	(74)	5%	(55)	72%	(816)	1132
Streaming Services User	2%	(34)	2%	(37)	5%	(89)	3%	(53)	5%	(92)	4%	(70)	79%	(1397)	1773
Netflix User	2%	(33)	2%	(36)	5%	(81)	3%	(51)	6%	(84)	4%	(65)	76%	(1123)	1474
Disney+ User	3%	(31)	4%	(35)	8%	(81)	5%	(45)	8%	(76)	5%	(52)	67%	(664)	984
Heterosexual or straight	1%	(27)	2%	(33)	4%	(84)	2%	(40)	4%	(86)	3%	(66)	83%	(1633)	1971
Gay	1%	(1)	1%	(1)	1%	(1)	4%	(3)	6%	(4)	2%	(2)	84%	(57)	68
Bisexual	8%	(7)	2%	(2)	4%	(4)	3%	(3)	3%	(3)	2%	(2)	77%	(68)	88
Yes	8%	(6)	—	(0)	3%	(2)	6%	(4)	10%	(7)	4%	(3)	68%	(48)	70
No	1%	(30)	2%	(37)	4%	(89)	2%	(50)	4%	(88)	3%	(72)	83%	(1774)	2140

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

Table MCFE41_28: *How often did you use the following services in the past month?*

Xumo

Demographic	Multiple times a day		Once daily		A few times per week		Once per week		A few times		Once		Never	Total N
Adults	1%	(16)	2%	(36)	3%	(64)	3%	(59)	2%	(43)	3%	(62)	87% (1931)	2210
Gender: Male	1%	(7)	2%	(26)	3%	(37)	3%	(30)	2%	(25)	3%	(32)	85% (911)	1068
Gender: Female	1%	(8)	1%	(10)	2%	(27)	3%	(29)	2%	(18)	3%	(30)	89% (1020)	1142
Age: 18-34	1%	(6)	3%	(22)	5%	(32)	6%	(40)	3%	(19)	4%	(23)	78% (500)	642
Age: 35-44	1%	(5)	2%	(7)	4%	(16)	2%	(8)	3%	(12)	5%	(17)	82% (301)	365
Age: 45-64	1%	(5)	1%	(7)	2%	(15)	1%	(9)	1%	(9)	2%	(15)	92% (654)	714
Age: 65+	—	(0)	—	(0)	—	(1)	—	(2)	1%	(3)	2%	(8)	97% (475)	489
GenZers: 1997-2012	1%	(3)	5%	(13)	4%	(9)	8%	(19)	4%	(12)	3%	(8)	75% (192)	256
Millennials: 1981-1996	1%	(5)	2%	(15)	5%	(33)	4%	(28)	3%	(17)	4%	(27)	81% (529)	653
GenXers: 1965-1980	1%	(8)	1%	(7)	3%	(18)	2%	(9)	1%	(8)	3%	(16)	88% (490)	555
Baby Boomers: 1946-1964	—	(0)	—	(1)	1%	(5)	—	(2)	1%	(7)	1%	(10)	96% (649)	673
PID: Dem (no lean)	1%	(7)	3%	(24)	3%	(28)	3%	(26)	2%	(15)	3%	(22)	86% (738)	860
PID: Ind (no lean)	1%	(6)	—	(2)	3%	(19)	2%	(12)	2%	(12)	3%	(22)	89% (603)	674
PID: Rep (no lean)	—	(3)	2%	(10)	3%	(17)	3%	(21)	2%	(16)	3%	(18)	87% (590)	676
PID/Gender: Dem Men	1%	(4)	5%	(21)	4%	(16)	3%	(14)	3%	(11)	3%	(12)	80% (316)	394
PID/Gender: Dem Women	—	(2)	1%	(3)	3%	(12)	3%	(13)	1%	(4)	2%	(10)	91% (422)	465
PID/Gender: Ind Men	1%	(2)	—	(2)	3%	(11)	2%	(6)	1%	(5)	4%	(13)	89% (306)	345
PID/Gender: Ind Women	1%	(4)	—	(0)	2%	(7)	2%	(6)	2%	(7)	3%	(10)	90% (296)	329
PID/Gender: Rep Men	—	(1)	1%	(3)	3%	(9)	3%	(11)	3%	(9)	2%	(8)	88% (288)	328
PID/Gender: Rep Women	1%	(2)	2%	(7)	2%	(8)	3%	(11)	2%	(7)	3%	(10)	87% (302)	348
Ideo: Liberal (1-3)	1%	(6)	3%	(17)	3%	(20)	4%	(23)	2%	(13)	2%	(13)	86% (564)	656
Ideo: Moderate (4)	1%	(7)	1%	(9)	4%	(28)	3%	(19)	2%	(14)	4%	(29)	86% (645)	751
Ideo: Conservative (5-7)	—	(2)	1%	(9)	2%	(15)	2%	(16)	1%	(9)	3%	(18)	90% (599)	666
Educ: < College	1%	(14)	2%	(22)	3%	(39)	3%	(41)	2%	(35)	3%	(42)	87% (1243)	1437
Educ: Bachelors degree	—	(0)	2%	(11)	4%	(18)	2%	(8)	1%	(5)	2%	(12)	89% (437)	491
Educ: Post-grad	1%	(2)	1%	(3)	3%	(7)	4%	(10)	1%	(2)	3%	(8)	89% (250)	282
Income: Under 50k	1%	(8)	2%	(19)	3%	(35)	3%	(32)	2%	(27)	3%	(38)	87% (1112)	1271
Income: 50k-100k	1%	(4)	2%	(14)	2%	(16)	3%	(22)	2%	(12)	2%	(16)	87% (571)	656
Income: 100k+	1%	(4)	1%	(3)	5%	(13)	2%	(5)	1%	(3)	3%	(7)	88% (248)	283
Ethnicity: White	1%	(9)	1%	(22)	3%	(43)	2%	(39)	1%	(24)	2%	(40)	90% (1534)	1711
Ethnicity: Hispanic	2%	(6)	2%	(8)	4%	(16)	5%	(17)	2%	(8)	5%	(17)	80% (301)	374

Continued on next page

Table MCFE41_28: *How often did you use the following services in the past month?*

Xumo

Demographic	Multiple times a day		Once daily		A few times per week		Once per week		A few times		Once		Never		Total N
Adults	1%	(16)	2%	(36)	3%	(64)	3%	(59)	2%	(43)	3%	(62)	87%	(1931)	2210
Ethnicity: Black	2%	(6)	4%	(10)	5%	(14)	5%	(14)	4%	(13)	5%	(14)	75%	(212)	282
Ethnicity: Other	1%	(2)	2%	(4)	3%	(6)	3%	(7)	3%	(6)	4%	(8)	85%	(185)	217
All Christian	1%	(8)	1%	(15)	3%	(33)	2%	(23)	1%	(13)	3%	(28)	88%	(909)	1029
All Non-Christian	2%	(3)	3%	(4)	5%	(6)	7%	(9)	3%	(3)	2%	(2)	78%	(101)	129
Atheist	—	(0)	—	(0)	4%	(4)	2%	(2)	2%	(1)	4%	(4)	89%	(88)	99
Agnostic/Nothing in particular	—	(2)	1%	(6)	2%	(14)	3%	(17)	3%	(16)	3%	(16)	88%	(517)	587
Something Else	1%	(3)	3%	(11)	2%	(7)	2%	(8)	3%	(9)	3%	(12)	86%	(316)	365
Religious Non-Protestant/Catholic	2%	(3)	2%	(4)	5%	(7)	9%	(13)	2%	(3)	3%	(4)	78%	(119)	154
Evangelical	1%	(8)	2%	(14)	4%	(20)	2%	(13)	2%	(11)	3%	(18)	85%	(474)	558
Non-Evangelical	—	(3)	1%	(10)	2%	(18)	2%	(14)	1%	(10)	2%	(19)	91%	(718)	792
Community: Urban	1%	(8)	3%	(18)	4%	(23)	5%	(32)	3%	(16)	4%	(27)	81%	(514)	638
Community: Suburban	—	(5)	1%	(10)	3%	(31)	2%	(16)	2%	(18)	2%	(24)	90%	(911)	1014
Community: Rural	1%	(3)	1%	(7)	2%	(10)	2%	(12)	2%	(9)	2%	(11)	91%	(506)	558
Employ: Private Sector	1%	(6)	3%	(20)	4%	(24)	4%	(27)	2%	(13)	4%	(23)	83%	(542)	654
Employ: Government	4%	(5)	2%	(3)	3%	(5)	3%	(4)	4%	(6)	3%	(4)	81%	(110)	136
Employ: Self-Employed	1%	(1)	3%	(5)	3%	(5)	5%	(8)	4%	(7)	3%	(6)	81%	(135)	166
Employ: Homemaker	—	(1)	1%	(3)	3%	(6)	3%	(6)	2%	(3)	1%	(3)	89%	(168)	190
Employ: Student	2%	(2)	2%	(1)	4%	(2)	3%	(2)	4%	(2)	2%	(1)	82%	(51)	62
Employ: Retired	—	(2)	—	(2)	1%	(5)	1%	(3)	1%	(7)	2%	(9)	95%	(535)	563
Employ: Unemployed	—	(0)	—	(1)	4%	(12)	2%	(5)	1%	(4)	3%	(8)	90%	(272)	301
Employ: Other	—	(0)	—	(1)	3%	(4)	4%	(5)	1%	(2)	6%	(8)	86%	(117)	137
Military HH: Yes	1%	(2)	—	(1)	1%	(3)	2%	(5)	1%	(4)	4%	(10)	92%	(259)	283
Military HH: No	1%	(14)	2%	(35)	3%	(61)	3%	(55)	2%	(39)	3%	(52)	87%	(1671)	1927
RD/WT: Right Direction	1%	(8)	3%	(19)	5%	(35)	6%	(38)	3%	(17)	3%	(19)	80%	(530)	666
RD/WT: Wrong Track	1%	(8)	1%	(17)	2%	(29)	1%	(21)	2%	(26)	3%	(42)	91%	(1400)	1544
Biden Job Approve	1%	(10)	2%	(24)	4%	(34)	4%	(39)	2%	(19)	2%	(23)	85%	(821)	970
Biden Job Disapprove	—	(3)	1%	(11)	2%	(22)	2%	(20)	2%	(19)	3%	(35)	90%	(1033)	1144

Table MCFE41_28: *How often did you use the following services in the past month?*

Xumo

Demographic	Multiple times a day		Once daily		A few times per week		Once per week		A few times		Once		Never		Total N
Adults	1%	(16)	2%	(36)	3%	(64)	3%	(59)	2%	(43)	3%	(62)	87%	(1931)	2210
Biden Job Strongly Approve	2%	(9)	3%	(15)	6%	(25)	4%	(19)	2%	(10)	3%	(11)	80%	(344)	433
Biden Job Somewhat Approve	—	(1)	2%	(9)	2%	(9)	4%	(20)	2%	(9)	2%	(12)	89%	(477)	537
Biden Job Somewhat Disapprove	—	(1)	2%	(6)	3%	(9)	2%	(8)	1%	(4)	5%	(15)	87%	(296)	339
Biden Job Strongly Disapprove	—	(2)	1%	(5)	2%	(13)	2%	(13)	2%	(15)	2%	(20)	92%	(738)	805
Favorable of Biden	1%	(6)	2%	(21)	4%	(37)	2%	(23)	2%	(18)	2%	(20)	87%	(844)	969
Unfavorable of Biden	1%	(6)	1%	(13)	2%	(20)	3%	(31)	1%	(17)	3%	(37)	89%	(1009)	1134
Very Favorable of Biden	1%	(4)	2%	(9)	4%	(21)	3%	(16)	2%	(12)	3%	(15)	84%	(406)	482
Somewhat Favorable of Biden	—	(2)	3%	(12)	3%	(16)	2%	(8)	1%	(6)	1%	(5)	90%	(438)	487
Somewhat Unfavorable of Biden	1%	(4)	2%	(6)	3%	(10)	3%	(9)	1%	(3)	4%	(12)	85%	(254)	299
Very Unfavorable of Biden	—	(3)	1%	(7)	1%	(10)	3%	(22)	2%	(14)	3%	(25)	90%	(754)	835
#1 Issue: Economy	—	(3)	1%	(12)	3%	(30)	1%	(12)	2%	(21)	3%	(27)	89%	(808)	913
#1 Issue: Security	1%	(1)	1%	(3)	1%	(3)	3%	(8)	1%	(3)	4%	(11)	88%	(213)	243
#1 Issue: Health Care	2%	(4)	3%	(5)	3%	(5)	5%	(9)	2%	(3)	3%	(4)	82%	(140)	170
#1 Issue: Medicare / Social Security	—	(1)	—	(1)	4%	(10)	2%	(6)	1%	(2)	2%	(5)	91%	(241)	266
#1 Issue: Women's Issues	1%	(2)	3%	(8)	2%	(6)	3%	(9)	2%	(5)	2%	(6)	88%	(274)	311
#1 Issue: Education	3%	(2)	3%	(2)	10%	(6)	12%	(7)	5%	(3)	5%	(3)	62%	(36)	59
#1 Issue: Energy	2%	(3)	3%	(4)	3%	(4)	5%	(7)	2%	(2)	2%	(2)	83%	(112)	134
#1 Issue: Other	—	(0)	—	(1)	—	(0)	—	(0)	4%	(4)	3%	(3)	93%	(106)	115
2020 Vote: Joe Biden	1%	(8)	2%	(17)	4%	(36)	3%	(26)	2%	(16)	3%	(26)	86%	(817)	945
2020 Vote: Donald Trump	—	(3)	2%	(12)	2%	(15)	3%	(20)	2%	(14)	3%	(20)	89%	(656)	740
2020 Vote: Other	1%	(1)	—	(0)	2%	(1)	—	(0)	2%	(1)	2%	(1)	93%	(63)	67
2020 Vote: Didn't Vote	1%	(4)	2%	(8)	2%	(11)	3%	(13)	3%	(12)	3%	(15)	86%	(396)	459
2018 House Vote: Democrat	1%	(6)	2%	(16)	3%	(25)	3%	(22)	1%	(8)	3%	(24)	87%	(655)	755
2018 House Vote: Republican	1%	(6)	1%	(5)	2%	(14)	2%	(12)	2%	(10)	3%	(17)	89%	(526)	589
2018 House Vote: Someone else	—	(0)	—	(0)	—	(0)	6%	(3)	2%	(1)	—	(0)	92%	(46)	50
2016 Vote: Hillary Clinton	1%	(5)	2%	(13)	4%	(26)	3%	(20)	1%	(6)	3%	(21)	87%	(603)	695
2016 Vote: Donald Trump	1%	(4)	1%	(6)	2%	(16)	1%	(9)	2%	(11)	2%	(16)	91%	(594)	656
2016 Vote: Other	2%	(1)	—	(0)	1%	(1)	2%	(2)	2%	(2)	1%	(1)	93%	(79)	86
2016 Vote: Didn't Vote	1%	(5)	2%	(17)	3%	(21)	4%	(27)	3%	(24)	3%	(23)	85%	(648)	765

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Table MCFE41_28: *How often did you use the following services in the past month?*

Xumo

Demographic	Multiple times a day		Once daily		A few times per week		Once per week		A few times		Once		Never	Total N
Adults	1%	(16)	2%	(36)	3%	(64)	3%	(59)	2%	(43)	3%	(62)	87% (1931)	2210
Voted in 2014: Yes	1%	(11)	1%	(16)	3%	(34)	2%	(28)	2%	(20)	3%	(36)	88%(1082)	1227
Voted in 2014: No	—	(5)	2%	(20)	3%	(29)	3%	(32)	2%	(23)	3%	(26)	86% (849)	983
4-Region: Northeast	—	(1)	1%	(6)	2%	(7)	3%	(10)	2%	(6)	3%	(13)	89% (339)	383
4-Region: Midwest	—	(1)	2%	(8)	3%	(12)	2%	(10)	1%	(5)	2%	(10)	90% (410)	456
4-Region: South	1%	(9)	2%	(17)	4%	(33)	3%	(22)	3%	(23)	3%	(28)	84% (712)	844
4-Region: West	1%	(4)	1%	(5)	2%	(11)	3%	(18)	2%	(9)	2%	(11)	89% (470)	527
TikTok Users	1%	(9)	3%	(25)	4%	(34)	5%	(40)	2%	(17)	4%	(30)	81% (639)	793
Twitch Users	2%	(5)	9%	(19)	6%	(12)	8%	(17)	2%	(5)	3%	(7)	70% (152)	216
2022 Sports Viewers/Attendees	1%	(9)	2%	(27)	3%	(49)	3%	(45)	2%	(29)	3%	(47)	86%(1267)	1475
Monthly Moviegoers	2%	(8)	6%	(21)	7%	(22)	7%	(21)	3%	(10)	4%	(13)	71% (227)	320
Few Times per Year + Moviegoers	1%	(10)	3%	(29)	5%	(45)	5%	(44)	2%	(21)	4%	(36)	80% (735)	920
Heard Smile Campaign	2%	(13)	5%	(30)	7%	(39)	8%	(42)	2%	(13)	3%	(19)	72% (395)	551
Heard Minion Campaign	2%	(11)	6%	(31)	6%	(33)	6%	(33)	2%	(13)	3%	(18)	74% (402)	540
Listens to Podcasts	1%	(16)	3%	(34)	5%	(55)	5%	(54)	3%	(33)	4%	(42)	79% (898)	1132
Streaming Services User	1%	(16)	2%	(35)	4%	(64)	3%	(58)	2%	(43)	3%	(57)	85% (1501)	1773
Netflix User	1%	(15)	2%	(34)	4%	(59)	4%	(54)	2%	(37)	3%	(51)	83%(1225)	1474
Disney+ User	1%	(14)	3%	(34)	5%	(52)	6%	(57)	3%	(30)	4%	(38)	77% (758)	984
Heterosexual or straight	—	(10)	2%	(33)	3%	(53)	3%	(49)	2%	(42)	3%	(56)	88%(1728)	1971
Gay	—	(0)	—	(0)	10%	(7)	—	(0)	1%	(1)	3%	(2)	86% (59)	68
Bisexual	7%	(6)	3%	(3)	2%	(2)	1%	(1)	—	(0)	—	(0)	86% (76)	88
Yes	7%	(5)	—	(0)	5%	(4)	8%	(6)	4%	(3)	5%	(4)	70% (49)	70
No	—	(10)	2%	(36)	3%	(60)	2%	(53)	2%	(40)	3%	(58)	88%(1881)	2140

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

Table MCFE41_29: *How often did you use the following services in the past month?*
YouTube

Demographic	Multiple times a day	Once daily	A few times per week	Once per week	A few times	Once	Never	Total N
Adults	27% (591)	12% (263)	15% (342)	7% (148)	12% (275)	5% (103)	22% (489)	2210
Gender: Male	31% (331)	14% (147)	15% (160)	6% (69)	9% (101)	3% (34)	21% (226)	1068
Gender: Female	23% (260)	10% (116)	16% (182)	7% (79)	15% (174)	6% (69)	23% (263)	1142
Age: 18-34	39% (251)	14% (88)	15% (98)	8% (53)	11% (70)	3% (18)	10% (63)	642
Age: 35-44	34% (123)	16% (59)	15% (55)	8% (28)	10% (38)	5% (19)	12% (44)	365
Age: 45-64	24% (172)	10% (74)	16% (115)	6% (43)	14% (101)	5% (38)	24% (171)	714
Age: 65+	9% (45)	9% (43)	15% (73)	5% (23)	14% (66)	6% (28)	43% (210)	489
GenZers: 1997-2012	40% (102)	12% (32)	15% (39)	11% (29)	11% (27)	4% (10)	7% (17)	256
Millennials: 1981-1996	36% (233)	16% (101)	15% (100)	6% (41)	11% (74)	4% (23)	12% (80)	653
GenXers: 1965-1980	30% (167)	13% (70)	16% (92)	7% (38)	12% (64)	5% (28)	17% (96)	555
Baby Boomers: 1946-1964	12% (83)	9% (60)	15% (100)	5% (33)	15% (101)	5% (36)	39% (260)	673
PID: Dem (no lean)	27% (235)	13% (108)	17% (143)	6% (55)	11% (97)	6% (50)	20% (171)	860
PID: Ind (no lean)	31% (207)	10% (69)	16% (108)	6% (43)	13% (85)	3% (18)	21% (144)	674
PID: Rep (no lean)	22% (149)	13% (86)	14% (91)	7% (49)	14% (93)	5% (34)	26% (173)	676
PID/Gender: Dem Men	31% (123)	15% (61)	16% (65)	6% (25)	9% (36)	4% (16)	17% (69)	394
PID/Gender: Dem Women	24% (112)	10% (47)	17% (78)	7% (31)	13% (61)	7% (34)	22% (103)	465
PID/Gender: Ind Men	35% (122)	13% (43)	15% (53)	7% (23)	9% (31)	2% (6)	20% (68)	345
PID/Gender: Ind Women	26% (85)	8% (26)	17% (55)	6% (20)	17% (55)	4% (12)	23% (76)	329
PID/Gender: Rep Men	26% (86)	13% (43)	13% (42)	7% (22)	10% (34)	4% (12)	27% (89)	328
PID/Gender: Rep Women	18% (63)	12% (43)	14% (49)	8% (28)	17% (58)	6% (23)	24% (84)	348
Ideo: Liberal (1-3)	25% (165)	12% (81)	17% (114)	8% (54)	12% (81)	6% (40)	18% (121)	656
Ideo: Moderate (4)	31% (233)	12% (90)	15% (112)	6% (43)	11% (86)	4% (29)	21% (159)	751
Ideo: Conservative (5-7)	22% (145)	12% (79)	16% (105)	7% (45)	13% (89)	4% (28)	26% (174)	666
Educ: < College	31% (440)	11% (160)	15% (209)	6% (92)	12% (172)	4% (58)	21% (307)	1437
Educ: Bachelors degree	23% (112)	13% (64)	17% (83)	7% (35)	13% (64)	6% (29)	21% (104)	491
Educ: Post-grad	14% (39)	14% (39)	18% (50)	7% (21)	14% (40)	6% (16)	28% (78)	282
Income: Under 50k	30% (378)	11% (134)	15% (191)	7% (85)	12% (149)	5% (65)	21% (267)	1271
Income: 50k-100k	23% (154)	13% (87)	17% (110)	8% (50)	13% (85)	4% (26)	22% (144)	656
Income: 100k+	21% (58)	15% (42)	14% (41)	4% (13)	14% (41)	4% (11)	27% (77)	283
Ethnicity: White	23% (389)	12% (200)	15% (258)	7% (114)	13% (226)	5% (80)	26% (443)	1711
Ethnicity: Hispanic	31% (115)	16% (61)	16% (61)	5% (19)	13% (49)	6% (22)	13% (47)	374

Table MCFE41_29: *How often did you use the following services in the past month?*
YouTube

Demographic	Multiple times a day	Once daily	A few times per week	Once per week	A few times	Once	Never	Total N
Adults	27% (591)	12% (263)	15% (342)	7% (148)	12% (275)	5% (103)	22% (489)	2210
Ethnicity: Black	48% (135)	11% (30)	18% (50)	6% (18)	7% (19)	3% (8)	8% (24)	282
Ethnicity: Other	31% (67)	15% (34)	16% (34)	7% (16)	14% (31)	7% (15)	10% (22)	217
All Christian	21% (217)	13% (133)	16% (163)	5% (56)	14% (145)	6% (63)	25% (252)	1029
All Non-Christian	20% (25)	15% (19)	12% (16)	12% (16)	13% (17)	3% (4)	25% (32)	129
Atheist	28% (28)	11% (11)	14% (14)	5% (5)	8% (8)	5% (5)	29% (28)	99
Agnostic/Nothing in particular	31% (185)	11% (65)	16% (95)	7% (40)	10% (60)	3% (17)	21% (125)	587
Something Else	37% (136)	10% (36)	15% (53)	8% (31)	12% (45)	4% (14)	14% (50)	365
Religious Non-Protestant/Catholic	21% (32)	15% (24)	12% (19)	10% (16)	12% (19)	3% (5)	25% (38)	154
Evangelical	29% (164)	11% (61)	16% (91)	7% (40)	13% (74)	4% (24)	19% (104)	558
Non-Evangelical	23% (178)	13% (100)	15% (119)	6% (46)	14% (110)	6% (47)	24% (190)	792
Community: Urban	30% (191)	16% (103)	19% (119)	5% (34)	11% (68)	5% (32)	14% (90)	638
Community: Suburban	25% (251)	10% (103)	15% (150)	7% (72)	13% (135)	5% (48)	25% (257)	1014
Community: Rural	27% (149)	10% (58)	13% (73)	7% (42)	13% (72)	4% (23)	25% (142)	558
Employ: Private Sector	29% (188)	13% (87)	17% (113)	8% (51)	11% (75)	4% (28)	17% (112)	654
Employ: Government	32% (44)	15% (20)	15% (21)	8% (11)	17% (23)	3% (4)	10% (13)	136
Employ: Self-Employed	36% (60)	15% (25)	10% (17)	7% (11)	12% (19)	4% (6)	16% (27)	166
Employ: Homemaker	23% (44)	10% (19)	15% (28)	7% (13)	15% (28)	6% (12)	25% (47)	190
Employ: Student	54% (33)	20% (12)	11% (7)	4% (3)	4% (2)	1% (1)	5% (3)	62
Employ: Retired	14% (79)	8% (47)	16% (89)	5% (27)	13% (73)	5% (31)	39% (217)	563
Employ: Unemployed	33% (98)	11% (34)	16% (49)	6% (18)	11% (34)	5% (14)	18% (54)	301
Employ: Other	32% (44)	14% (19)	13% (17)	10% (13)	15% (21)	5% (6)	11% (16)	137
Military HH: Yes	22% (63)	11% (31)	16% (44)	9% (24)	14% (38)	5% (14)	24% (69)	283
Military HH: No	27% (528)	12% (232)	15% (297)	6% (124)	12% (237)	5% (89)	22% (420)	1927
RD/WT: Right Direction	27% (181)	16% (106)	16% (105)	7% (47)	10% (69)	4% (30)	19% (128)	666
RD/WT: Wrong Track	27% (410)	10% (157)	15% (236)	7% (101)	13% (206)	5% (73)	23% (360)	1544
Biden Job Approve	26% (249)	13% (126)	17% (161)	7% (69)	12% (115)	6% (55)	20% (195)	970
Biden Job Disapprove	26% (302)	11% (124)	15% (169)	7% (77)	13% (151)	4% (46)	24% (274)	1144

Table MCFE41_29: *How often did you use the following services in the past month?*
YouTube

Demographic	Multiple times a day	Once daily	A few times per week	Once per week	A few times	Once	Never	Total N
Adults	27% (591)	12% (263)	15% (342)	7% (148)	12% (275)	5% (103)	22% (489)	2210
Biden Job Strongly Approve	25% (109)	15% (66)	15% (66)	8% (35)	12% (52)	5% (21)	19% (84)	433
Biden Job Somewhat Approve	26% (140)	11% (60)	18% (95)	6% (34)	12% (63)	6% (34)	21% (111)	537
Biden Job Somewhat Disapprove	28% (95)	13% (44)	18% (62)	7% (23)	12% (40)	4% (15)	17% (59)	339
Biden Job Strongly Disapprove	26% (207)	10% (80)	13% (107)	7% (54)	14% (111)	4% (31)	27% (215)	805
Favorable of Biden	25% (246)	13% (125)	17% (165)	6% (61)	12% (113)	6% (56)	21% (203)	969
Unfavorable of Biden	27% (310)	11% (127)	14% (162)	7% (80)	13% (150)	4% (44)	23% (261)	1134
Very Favorable of Biden	25% (122)	15% (71)	17% (80)	7% (33)	12% (56)	5% (23)	20% (97)	482
Somewhat Favorable of Biden	25% (124)	11% (54)	18% (86)	6% (28)	12% (56)	7% (33)	22% (106)	487
Somewhat Unfavorable of Biden	31% (92)	15% (46)	19% (58)	6% (18)	12% (36)	3% (9)	14% (41)	299
Very Unfavorable of Biden	26% (219)	10% (81)	12% (104)	7% (62)	14% (114)	4% (35)	26% (220)	835
#1 Issue: Economy	30% (270)	13% (116)	15% (139)	8% (70)	13% (116)	4% (40)	18% (161)	913
#1 Issue: Security	24% (58)	10% (25)	15% (36)	6% (15)	15% (37)	2% (6)	27% (66)	243
#1 Issue: Health Care	27% (46)	14% (23)	16% (27)	4% (7)	14% (25)	2% (4)	22% (38)	170
#1 Issue: Medicare / Social Security	16% (43)	9% (24)	16% (42)	5% (15)	11% (29)	6% (15)	37% (99)	266
#1 Issue: Women's Issues	29% (92)	11% (35)	17% (54)	6% (19)	15% (46)	5% (16)	16% (50)	311
#1 Issue: Education	34% (20)	13% (8)	23% (14)	11% (6)	5% (3)	5% (3)	9% (5)	59
#1 Issue: Energy	27% (37)	14% (19)	12% (17)	9% (12)	5% (7)	11% (14)	22% (29)	134
#1 Issue: Other	22% (26)	13% (14)	11% (13)	3% (4)	12% (13)	4% (5)	35% (40)	115
2020 Vote: Joe Biden	25% (240)	14% (129)	18% (166)	6% (56)	11% (103)	5% (50)	21% (201)	945
2020 Vote: Donald Trump	23% (173)	11% (80)	13% (97)	8% (59)	14% (105)	4% (30)	26% (195)	740
2020 Vote: Other	35% (23)	12% (8)	15% (10)	2% (1)	13% (9)	2% (2)	21% (14)	67
2020 Vote: Didn't Vote	34% (154)	10% (46)	15% (68)	7% (31)	13% (59)	5% (21)	17% (79)	459
2018 House Vote: Democrat	26% (198)	15% (110)	16% (125)	6% (42)	11% (81)	5% (41)	21% (159)	755
2018 House Vote: Republican	21% (122)	10% (61)	15% (88)	6% (38)	15% (86)	5% (27)	28% (167)	589
2018 House Vote: Someone else	35% (17)	13% (6)	8% (4)	1% (1)	15% (7)	— (0)	27% (13)	50
2016 Vote: Hillary Clinton	25% (174)	14% (99)	18% (127)	5% (36)	10% (70)	5% (38)	22% (151)	695
2016 Vote: Donald Trump	22% (145)	10% (69)	13% (88)	6% (42)	15% (98)	5% (30)	28% (184)	656
2016 Vote: Other	30% (26)	8% (7)	11% (10)	6% (5)	12% (10)	3% (3)	29% (25)	86
2016 Vote: Didn't Vote	32% (244)	11% (87)	15% (114)	8% (64)	13% (96)	4% (33)	17% (127)	765

Table MCFE41_29: *How often did you use the following services in the past month?*
YouTube

Demographic	Multiple times a day	Once daily	A few times per week	Once per week	A few times	Once	Never	Total N
Adults	27% (591)	12% (263)	15% (342)	7% (148)	12% (275)	5% (103)	22% (489)	2210
Voted in 2014: Yes	23% (279)	13% (159)	16% (191)	5% (67)	12% (151)	5% (63)	26% (317)	1227
Voted in 2014: No	32% (312)	11% (105)	15% (151)	8% (81)	13% (124)	4% (40)	17% (171)	983
4-Region: Northeast	23% (88)	12% (47)	17% (67)	7% (26)	14% (52)	4% (17)	22% (86)	383
4-Region: Midwest	29% (134)	8% (36)	14% (63)	6% (27)	13% (57)	4% (17)	27% (122)	456
4-Region: South	29% (247)	12% (99)	15% (130)	7% (56)	13% (107)	5% (44)	19% (162)	844
4-Region: West	23% (121)	15% (81)	15% (82)	7% (39)	11% (59)	5% (25)	23% (119)	527
TikTok Users	35% (281)	15% (118)	16% (125)	6% (51)	14% (107)	3% (20)	11% (90)	793
Twitch Users	46% (100)	15% (31)	18% (40)	9% (20)	6% (13)	1% (2)	4% (9)	216
2022 Sports Viewers/Attendees	27% (402)	12% (170)	17% (255)	7% (101)	13% (193)	4% (55)	20% (300)	1475
Monthly Moviegoers	31% (99)	21% (66)	16% (53)	4% (14)	11% (34)	4% (13)	13% (41)	320
Few Times per Year + Moviegoers	31% (284)	15% (142)	17% (153)	8% (72)	10% (93)	4% (40)	15% (136)	920
Heard Smile Campaign	34% (190)	18% (96)	19% (102)	8% (45)	11% (60)	3% (17)	7% (41)	551
Heard Minion Campaign	38% (205)	19% (101)	17% (90)	7% (40)	10% (54)	3% (16)	6% (35)	540
Listens to Podcasts	35% (394)	16% (176)	17% (191)	7% (83)	11% (127)	4% (43)	10% (118)	1132
Streaming Services User	30% (524)	13% (233)	16% (285)	7% (127)	12% (216)	4% (76)	18% (312)	1773
Netflix User	30% (446)	13% (188)	17% (249)	7% (110)	13% (189)	4% (65)	15% (228)	1474
Disney+ User	30% (299)	14% (134)	19% (185)	8% (78)	14% (134)	4% (41)	12% (113)	984
Heterosexual or straight	26% (506)	12% (238)	16% (309)	7% (132)	12% (242)	5% (94)	23% (450)	1971
Gay	22% (15)	9% (6)	15% (10)	8% (5)	15% (10)	8% (6)	23% (16)	68
Bisexual	45% (40)	11% (10)	12% (11)	7% (6)	16% (14)	— (0)	9% (8)	88
Yes	40% (28)	11% (8)	21% (15)	6% (4)	12% (8)	1% (1)	10% (7)	70
No	26% (563)	12% (256)	15% (327)	7% (144)	12% (267)	5% (102)	22% (481)	2140

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

Table MCFE42: *If you had to guess, over the course of your lifetime do you think you will be better or worse off financially than your parents were, or do you think you will be doing the same as them?*

Demographic	Better off		The same		Worse off		Total N
Adults	30%	(659)	41%	(909)	29%	(642)	2210
Gender: Male	34%	(368)	41%	(438)	25%	(262)	1068
Gender: Female	26%	(291)	41%	(470)	33%	(381)	1142
Age: 18-34	28%	(181)	47%	(305)	24%	(156)	642
Age: 35-44	31%	(112)	47%	(173)	22%	(81)	365
Age: 45-64	22%	(156)	41%	(290)	38%	(268)	714
Age: 65+	43%	(211)	29%	(141)	28%	(137)	489
GenZers: 1997-2012	28%	(71)	49%	(126)	23%	(60)	256
Millennials: 1981-1996	30%	(195)	47%	(309)	23%	(149)	653
GenXers: 1965-1980	22%	(124)	40%	(224)	37%	(207)	555
Baby Boomers: 1946-1964	34%	(229)	35%	(233)	31%	(211)	673
PID: Dem (no lean)	34%	(293)	43%	(369)	23%	(197)	860
PID: Ind (no lean)	26%	(173)	39%	(266)	35%	(236)	674
PID: Rep (no lean)	29%	(193)	41%	(274)	31%	(209)	676
PID/Gender: Dem Men	41%	(163)	44%	(173)	15%	(58)	394
PID/Gender: Dem Women	28%	(130)	42%	(197)	30%	(139)	465
PID/Gender: Ind Men	29%	(101)	41%	(141)	30%	(103)	345
PID/Gender: Ind Women	22%	(72)	38%	(124)	40%	(133)	329
PID/Gender: Rep Men	32%	(104)	38%	(125)	31%	(100)	328
PID/Gender: Rep Women	26%	(89)	43%	(149)	31%	(109)	348
Ideo: Liberal (1-3)	34%	(221)	40%	(265)	26%	(170)	656
Ideo: Moderate (4)	26%	(197)	45%	(341)	28%	(212)	751
Ideo: Conservative (5-7)	32%	(215)	36%	(238)	32%	(214)	666
Educ: < College	25%	(356)	43%	(620)	32%	(460)	1437
Educ: Bachelors degree	34%	(166)	41%	(203)	25%	(123)	491
Educ: Post-grad	49%	(137)	30%	(86)	21%	(59)	282
Income: Under 50k	21%	(269)	45%	(577)	33%	(425)	1271
Income: 50k-100k	38%	(246)	36%	(237)	26%	(172)	656
Income: 100k+	51%	(143)	33%	(95)	16%	(45)	283
Ethnicity: White	28%	(486)	40%	(685)	32%	(540)	1711
Ethnicity: Hispanic	27%	(102)	49%	(183)	24%	(89)	374
Ethnicity: Black	41%	(117)	42%	(119)	16%	(46)	282

Table MCFE42: *If you had to guess, over the course of your lifetime do you think you will be better or worse off financially than your parents were, or do you think you will be doing the same as them?*

Demographic	Better off		The same		Worse off		Total N
Adults	30%	(659)	41%	(909)	29%	(642)	2210
Ethnicity: Other	26%	(56)	48%	(105)	26%	(56)	217
All Christian	32%	(330)	39%	(401)	29%	(298)	1029
All Non-Christian	33%	(43)	41%	(53)	25%	(32)	129
Atheist	29%	(28)	41%	(41)	30%	(30)	99
Agnostic/Nothing in particular	26%	(150)	45%	(262)	30%	(175)	587
Something Else	29%	(107)	42%	(152)	29%	(106)	365
Religious Non-Protestant/Catholic	32%	(50)	42%	(65)	25%	(38)	154
Evangelical	34%	(187)	38%	(215)	28%	(156)	558
Non-Evangelical	30%	(238)	40%	(315)	30%	(238)	792
Community: Urban	31%	(200)	42%	(266)	27%	(172)	638
Community: Suburban	32%	(321)	42%	(423)	27%	(270)	1014
Community: Rural	25%	(138)	39%	(220)	36%	(200)	558
Employ: Private Sector	33%	(215)	42%	(275)	25%	(165)	654
Employ: Government	32%	(44)	49%	(66)	19%	(26)	136
Employ: Self-Employed	29%	(49)	36%	(60)	35%	(58)	166
Employ: Homemaker	18%	(35)	53%	(101)	29%	(55)	190
Employ: Student	25%	(15)	48%	(30)	27%	(17)	62
Employ: Retired	38%	(213)	33%	(186)	29%	(164)	563
Employ: Unemployed	19%	(58)	45%	(136)	35%	(107)	301
Employ: Other	23%	(31)	40%	(55)	37%	(51)	137
Military HH: Yes	34%	(98)	36%	(102)	30%	(84)	283
Military HH: No	29%	(561)	42%	(807)	29%	(558)	1927
RD/WT: Right Direction	37%	(244)	48%	(316)	16%	(106)	666
RD/WT: Wrong Track	27%	(415)	38%	(592)	35%	(537)	1544
Biden Job Approve	35%	(341)	42%	(410)	23%	(219)	970
Biden Job Disapprove	26%	(296)	39%	(444)	35%	(405)	1144
Biden Job Strongly Approve	39%	(167)	43%	(185)	19%	(81)	433
Biden Job Somewhat Approve	32%	(174)	42%	(225)	26%	(138)	537
Biden Job Somewhat Disapprove	23%	(78)	49%	(166)	28%	(95)	339
Biden Job Strongly Disapprove	27%	(218)	35%	(278)	38%	(309)	805

Table MCFE42: *If you had to guess, over the course of your lifetime do you think you will be better or worse off financially than your parents were, or do you think you will be doing the same as them?*

Demographic	Better off		The same		Worse off		Total N
Adults	30%	(659)	41%	(909)	29%	(642)	2210
Favorable of Biden	34%	(329)	43%	(419)	23%	(221)	969
Unfavorable of Biden	27%	(309)	37%	(422)	36%	(403)	1134
Very Favorable of Biden	39%	(186)	45%	(217)	16%	(79)	482
Somewhat Favorable of Biden	29%	(143)	42%	(203)	29%	(142)	487
Somewhat Unfavorable of Biden	28%	(85)	44%	(133)	27%	(81)	299
Very Unfavorable of Biden	27%	(224)	35%	(289)	39%	(322)	835
#1 Issue: Economy	31%	(283)	40%	(362)	29%	(268)	913
#1 Issue: Security	31%	(74)	37%	(90)	32%	(78)	243
#1 Issue: Health Care	26%	(44)	46%	(79)	28%	(47)	170
#1 Issue: Medicare / Social Security	28%	(75)	43%	(114)	29%	(76)	266
#1 Issue: Women's Issues	28%	(89)	44%	(136)	28%	(87)	311
#1 Issue: Education	33%	(20)	45%	(27)	22%	(13)	59
#1 Issue: Energy	27%	(36)	53%	(71)	20%	(27)	134
#1 Issue: Other	34%	(39)	26%	(30)	40%	(46)	115
2020 Vote: Joe Biden	35%	(332)	42%	(393)	23%	(220)	945
2020 Vote: Donald Trump	29%	(213)	39%	(289)	32%	(237)	740
2020 Vote: Other	25%	(17)	28%	(19)	47%	(31)	67
2020 Vote: Didn't Vote	21%	(97)	45%	(208)	34%	(154)	459
2018 House Vote: Democrat	37%	(281)	39%	(296)	24%	(179)	755
2018 House Vote: Republican	30%	(175)	36%	(214)	34%	(199)	589
2018 House Vote: Someone else	24%	(12)	33%	(17)	43%	(21)	50
2016 Vote: Hillary Clinton	36%	(249)	41%	(288)	23%	(158)	695
2016 Vote: Donald Trump	31%	(200)	36%	(234)	34%	(221)	656
2016 Vote: Other	26%	(22)	36%	(31)	39%	(33)	86
2016 Vote: Didn't Vote	24%	(181)	46%	(354)	30%	(230)	765
Voted in 2014: Yes	34%	(412)	38%	(464)	29%	(350)	1227
Voted in 2014: No	25%	(247)	45%	(444)	30%	(292)	983
4-Region: Northeast	29%	(111)	41%	(157)	30%	(114)	383
4-Region: Midwest	28%	(126)	41%	(186)	32%	(144)	456
4-Region: South	29%	(247)	41%	(348)	29%	(249)	844
4-Region: West	33%	(174)	41%	(217)	26%	(135)	527

Table MCFE42: *If you had to guess, over the course of your lifetime do you think you will be better or worse off financially than your parents were, or do you think you will be doing the same as them?*

Demographic	Better off		The same		Worse off		Total N
Adults	30%	(659)	41%	(909)	29%	(642)	2210
TikTok Users	32%	(255)	42%	(333)	26%	(206)	793
Twitch Users	38%	(83)	37%	(79)	25%	(54)	216
2022 Sports Viewers/Attendees	34%	(495)	39%	(575)	27%	(405)	1475
Monthly Moviegoers	39%	(124)	43%	(137)	19%	(60)	320
Few Times per Year + Moviegoers	34%	(316)	42%	(383)	24%	(221)	920
Heard Smile Campaign	33%	(181)	46%	(252)	21%	(118)	551
Heard Minion Campaign	31%	(165)	50%	(268)	20%	(107)	540
Listens to Podcasts	31%	(349)	41%	(465)	28%	(318)	1132
Streaming Services User	30%	(537)	41%	(721)	29%	(515)	1773
Netflix User	32%	(467)	41%	(609)	27%	(397)	1474
Disney+ User	32%	(316)	44%	(431)	24%	(238)	984
Heterosexual or straight	30%	(592)	41%	(811)	29%	(568)	1971
Gay	33%	(23)	51%	(34)	16%	(11)	68
Bisexual	29%	(26)	38%	(33)	33%	(30)	88
Yes	19%	(13)	46%	(32)	35%	(25)	70
No	30%	(646)	41%	(877)	29%	(617)	2140

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

Table MCFE43: *How do you typically prefer to shop?*

Demographic	I prefer to shop online		I prefer to shop in stores		I don't have a preference where I shop		Total N
Adults	30%	(662)	46%	(1012)	24%	(536)	2210
Gender: Male	30%	(315)	47%	(503)	23%	(250)	1068
Gender: Female	30%	(346)	45%	(509)	25%	(286)	1142
Age: 18-34	34%	(221)	40%	(254)	26%	(167)	642
Age: 35-44	29%	(107)	44%	(162)	26%	(96)	365
Age: 45-64	28%	(203)	48%	(341)	24%	(169)	714
Age: 65+	27%	(131)	52%	(254)	21%	(103)	489
GenZers: 1997-2012	35%	(90)	40%	(103)	25%	(64)	256
Millennials: 1981-1996	31%	(204)	43%	(277)	26%	(172)	653
GenXers: 1965-1980	30%	(168)	43%	(239)	27%	(148)	555
Baby Boomers: 1946-1964	27%	(183)	52%	(350)	21%	(140)	673
PID: Dem (no lean)	34%	(292)	42%	(364)	24%	(203)	860
PID: Ind (no lean)	27%	(181)	45%	(302)	28%	(192)	674
PID: Rep (no lean)	28%	(189)	51%	(346)	21%	(141)	676
PID/Gender: Dem Men	33%	(130)	45%	(177)	22%	(88)	394
PID/Gender: Dem Women	35%	(162)	40%	(188)	25%	(115)	465
PID/Gender: Ind Men	28%	(96)	43%	(149)	29%	(101)	345
PID/Gender: Ind Women	26%	(85)	47%	(153)	28%	(91)	329
PID/Gender: Rep Men	27%	(90)	54%	(177)	19%	(61)	328
PID/Gender: Rep Women	29%	(100)	48%	(168)	23%	(80)	348
Ideo: Liberal (1-3)	35%	(227)	43%	(280)	23%	(149)	656
Ideo: Moderate (4)	29%	(217)	45%	(336)	26%	(198)	751
Ideo: Conservative (5-7)	28%	(186)	52%	(344)	20%	(136)	666
Educ: < College	27%	(385)	48%	(697)	25%	(355)	1437
Educ: Bachelors degree	35%	(173)	41%	(203)	23%	(114)	491
Educ: Post-grad	37%	(104)	40%	(112)	24%	(66)	282
Income: Under 50k	26%	(326)	49%	(622)	25%	(323)	1271
Income: 50k-100k	36%	(239)	41%	(269)	23%	(148)	656
Income: 100k+	34%	(97)	43%	(120)	23%	(65)	283
Ethnicity: White	29%	(502)	47%	(801)	24%	(407)	1711
Ethnicity: Hispanic	30%	(111)	40%	(148)	31%	(115)	374
Ethnicity: Black	33%	(94)	44%	(124)	23%	(64)	282

Table MCFE43: *How do you typically prefer to shop?*

Demographic	I prefer to shop online		I prefer to shop in stores		I don't have a preference where I shop		Total N
Adults	30%	(662)	46%	(1012)	24%	(536)	2210
Ethnicity: Other	30%	(65)	40%	(87)	30%	(65)	217
All Christian	31%	(314)	46%	(478)	23%	(237)	1029
All Non-Christian	38%	(49)	44%	(57)	18%	(23)	129
Atheist	37%	(37)	40%	(40)	22%	(22)	99
Agnostic/Nothing in particular	25%	(148)	46%	(268)	29%	(171)	587
Something Else	31%	(114)	46%	(169)	23%	(83)	365
Religious Non-Protestant/Catholic	38%	(59)	41%	(63)	21%	(32)	154
Evangelical	30%	(168)	46%	(256)	24%	(134)	558
Non-Evangelical	30%	(241)	48%	(378)	22%	(173)	792
Community: Urban	29%	(187)	47%	(300)	24%	(151)	638
Community: Suburban	32%	(320)	44%	(450)	24%	(244)	1014
Community: Rural	28%	(155)	47%	(262)	25%	(141)	558
Employ: Private Sector	33%	(215)	44%	(286)	23%	(153)	654
Employ: Government	40%	(55)	40%	(54)	20%	(27)	136
Employ: Self-Employed	26%	(43)	48%	(80)	26%	(43)	166
Employ: Homemaker	25%	(48)	48%	(92)	26%	(50)	190
Employ: Student	46%	(29)	27%	(17)	27%	(17)	62
Employ: Retired	28%	(158)	51%	(287)	21%	(117)	563
Employ: Unemployed	24%	(74)	47%	(142)	28%	(85)	301
Employ: Other	30%	(41)	39%	(53)	32%	(43)	137
Military HH: Yes	29%	(83)	44%	(124)	27%	(76)	283
Military HH: No	30%	(579)	46%	(888)	24%	(460)	1927
RD/WT: Right Direction	33%	(219)	44%	(294)	23%	(153)	666
RD/WT: Wrong Track	29%	(443)	47%	(718)	25%	(383)	1544
Biden Job Approve	34%	(334)	42%	(406)	24%	(230)	970
Biden Job Disapprove	27%	(305)	50%	(572)	23%	(267)	1144
Biden Job Strongly Approve	35%	(153)	42%	(183)	22%	(97)	433
Biden Job Somewhat Approve	34%	(181)	42%	(223)	25%	(133)	537
Biden Job Somewhat Disapprove	24%	(83)	48%	(163)	27%	(93)	339
Biden Job Strongly Disapprove	28%	(223)	51%	(409)	22%	(174)	805

Table MCFE43: *How do you typically prefer to shop?*

Demographic	I prefer to shop online		I prefer to shop in stores		I don't have a preference where I shop		Total N
Adults	30%	(662)	46%	(1012)	24%	(536)	2210
Favorable of Biden	33%	(320)	42%	(406)	25%	(243)	969
Unfavorable of Biden	28%	(320)	50%	(562)	22%	(252)	1134
Very Favorable of Biden	33%	(158)	43%	(207)	24%	(117)	482
Somewhat Favorable of Biden	33%	(162)	41%	(199)	26%	(126)	487
Somewhat Unfavorable of Biden	27%	(81)	48%	(143)	25%	(74)	299
Very Unfavorable of Biden	29%	(239)	50%	(419)	21%	(178)	835
#1 Issue: Economy	30%	(270)	45%	(412)	25%	(230)	913
#1 Issue: Security	29%	(71)	53%	(128)	18%	(44)	243
#1 Issue: Health Care	30%	(50)	49%	(83)	22%	(37)	170
#1 Issue: Medicare / Social Security	30%	(80)	50%	(133)	20%	(52)	266
#1 Issue: Women's Issues	31%	(97)	40%	(125)	29%	(89)	311
#1 Issue: Education	37%	(22)	34%	(20)	29%	(17)	59
#1 Issue: Energy	25%	(33)	47%	(64)	28%	(37)	134
#1 Issue: Other	33%	(38)	41%	(47)	26%	(30)	115
2020 Vote: Joe Biden	34%	(323)	41%	(385)	25%	(237)	945
2020 Vote: Donald Trump	27%	(199)	52%	(383)	21%	(158)	740
2020 Vote: Other	34%	(23)	34%	(23)	32%	(21)	67
2020 Vote: Didn't Vote	26%	(117)	48%	(222)	26%	(120)	459
2018 House Vote: Democrat	32%	(239)	43%	(321)	26%	(195)	755
2018 House Vote: Republican	29%	(170)	50%	(295)	21%	(124)	589
2018 House Vote: Someone else	27%	(13)	35%	(17)	38%	(19)	50
2016 Vote: Hillary Clinton	33%	(229)	42%	(290)	25%	(175)	695
2016 Vote: Donald Trump	29%	(193)	49%	(323)	21%	(140)	656
2016 Vote: Other	30%	(25)	42%	(36)	28%	(24)	86
2016 Vote: Didn't Vote	28%	(211)	47%	(358)	26%	(196)	765
Voted in 2014: Yes	30%	(373)	46%	(566)	23%	(287)	1227
Voted in 2014: No	29%	(289)	45%	(446)	25%	(249)	983
4-Region: Northeast	29%	(112)	45%	(171)	26%	(99)	383
4-Region: Midwest	29%	(133)	48%	(219)	23%	(104)	456
4-Region: South	28%	(239)	46%	(388)	26%	(217)	844
4-Region: West	34%	(178)	44%	(233)	22%	(116)	527

Table MCFE43: *How do you typically prefer to shop?*

Demographic	I prefer to shop online		I prefer to shop in stores		I don't have a preference where I shop		Total N
Adults	30%	(662)	46%	(1012)	24%	(536)	2210
TikTok Users	32%	(257)	42%	(332)	26%	(204)	793
Twitch Users	37%	(80)	37%	(80)	25%	(55)	216
2022 Sports Viewers/Attendees	31%	(451)	47%	(687)	23%	(337)	1475
Monthly Moviegoers	38%	(122)	42%	(134)	20%	(64)	320
Few Times per Year + Moviegoers	33%	(304)	44%	(400)	23%	(215)	920
Heard Smile Campaign	34%	(189)	44%	(244)	21%	(118)	551
Heard Minion Campaign	34%	(181)	41%	(224)	25%	(135)	540
Listens to Podcasts	35%	(399)	40%	(449)	25%	(284)	1132
Streaming Services User	32%	(574)	43%	(768)	24%	(430)	1773
Netflix User	33%	(482)	43%	(633)	24%	(359)	1474
Disney+ User	35%	(344)	40%	(397)	25%	(243)	984
Heterosexual or straight	30%	(599)	46%	(909)	23%	(463)	1971
Gay	26%	(18)	39%	(26)	35%	(24)	68
Bisexual	26%	(23)	48%	(42)	26%	(23)	88
Yes	38%	(26)	32%	(22)	31%	(22)	70
No	30%	(636)	46%	(990)	24%	(514)	2140

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

Table MCFE44_1: *When you make purchases in the following categories, do you typically use your own money or someone else's money? If you don't make these types of purchases yourself, select 'I don't make these purchases.'*
Grocery and household goods

Demographic	Use my own money		Use someone else's money, and they don't need to approve the purchase		Use someone else's money, though they need to approve the purchase		I don't make these purchases		Total N
Adults	82%	(1812)	9%	(201)	5%	(111)	4%	(85)	2210
Gender: Male	83%	(887)	8%	(81)	6%	(63)	3%	(37)	1068
Gender: Female	81%	(926)	10%	(119)	4%	(48)	4%	(49)	1142
Age: 18-34	66%	(426)	16%	(103)	10%	(64)	8%	(49)	642
Age: 35-44	80%	(293)	11%	(41)	6%	(22)	3%	(10)	365
Age: 45-64	88%	(630)	6%	(39)	3%	(22)	3%	(22)	714
Age: 65+	95%	(462)	4%	(18)	1%	(4)	1%	(5)	489
GenZers: 1997-2012	51%	(130)	22%	(56)	13%	(35)	14%	(36)	256
Millennials: 1981-1996	79%	(514)	11%	(72)	7%	(44)	3%	(23)	653
GenXers: 1965-1980	84%	(468)	8%	(44)	5%	(26)	3%	(17)	555
Baby Boomers: 1946-1964	94%	(632)	4%	(28)	1%	(5)	1%	(8)	673
PID: Dem (no lean)	81%	(700)	10%	(83)	5%	(42)	4%	(34)	860
PID: Ind (no lean)	81%	(549)	8%	(55)	6%	(39)	5%	(31)	674
PID: Rep (no lean)	83%	(563)	9%	(62)	5%	(30)	3%	(20)	676
PID/Gender: Dem Men	79%	(311)	12%	(47)	5%	(20)	4%	(16)	394
PID/Gender: Dem Women	84%	(389)	8%	(36)	5%	(22)	4%	(18)	465
PID/Gender: Ind Men	85%	(295)	5%	(17)	7%	(25)	3%	(9)	345
PID/Gender: Ind Women	77%	(254)	12%	(38)	4%	(14)	7%	(22)	329
PID/Gender: Rep Men	86%	(281)	5%	(17)	5%	(18)	4%	(12)	328
PID/Gender: Rep Women	81%	(282)	13%	(45)	4%	(13)	2%	(8)	348
Ideo: Liberal (1-3)	81%	(531)	11%	(70)	6%	(37)	3%	(17)	656
Ideo: Moderate (4)	81%	(605)	10%	(75)	6%	(45)	4%	(26)	751
Ideo: Conservative (5-7)	87%	(583)	7%	(45)	3%	(21)	3%	(17)	666
Educ: < College	81%	(1161)	9%	(135)	5%	(71)	5%	(70)	1437
Educ: Bachelors degree	81%	(397)	10%	(50)	7%	(32)	2%	(11)	491
Educ: Post-grad	90%	(255)	5%	(16)	3%	(8)	1%	(4)	282

Table MCFE44_1: *When you make purchases in the following categories, do you typically use your own money or someone else's money? If you don't make these types of purchases yourself, select 'I don't make these purchases.'*
Grocery and household goods

Demographic	Use my own money		Use someone else's money, and they don't need to approve the purchase		Use someone else's money, though they need to approve the purchase		I don't make these purchases		Total N
Adults	82%	(1812)	9%	(201)	5%	(111)	4%	(85)	2210
Income: Under 50k	81%	(1036)	8%	(102)	5%	(65)	5%	(67)	1271
Income: 50k-100k	83%	(542)	11%	(72)	5%	(30)	2%	(13)	656
Income: 100k+	83%	(234)	10%	(27)	6%	(16)	2%	(5)	283
Ethnicity: White	84%	(1433)	9%	(150)	4%	(73)	3%	(54)	1711
Ethnicity: Hispanic	70%	(260)	15%	(56)	7%	(28)	8%	(29)	374
Ethnicity: Black	77%	(218)	10%	(29)	7%	(21)	5%	(15)	282
Ethnicity: Other	75%	(162)	10%	(22)	8%	(17)	7%	(16)	217
All Christian	85%	(876)	9%	(92)	4%	(42)	2%	(18)	1029
All Non-Christian	69%	(89)	16%	(20)	8%	(11)	7%	(9)	129
Atheist	79%	(79)	10%	(10)	10%	(10)	1%	(1)	99
Agnostic/Nothing in particular	80%	(468)	9%	(52)	6%	(33)	6%	(34)	587
Something Else	82%	(300)	7%	(27)	4%	(16)	6%	(23)	365
Religious Non-Protestant/Catholic	71%	(109)	16%	(24)	7%	(11)	6%	(9)	154
Evangelical	83%	(463)	9%	(49)	4%	(25)	4%	(21)	558
Non-Evangelical	86%	(678)	8%	(62)	4%	(32)	3%	(20)	792
Community: Urban	78%	(498)	12%	(73)	7%	(45)	3%	(22)	638
Community: Suburban	84%	(849)	9%	(89)	4%	(40)	4%	(36)	1014
Community: Rural	83%	(466)	7%	(38)	5%	(27)	5%	(28)	558
Employ: Private Sector	85%	(556)	9%	(58)	4%	(27)	2%	(13)	654
Employ: Government	73%	(99)	18%	(24)	8%	(11)	2%	(2)	136
Employ: Self-Employed	83%	(138)	7%	(12)	7%	(12)	3%	(5)	166
Employ: Homemaker	75%	(142)	17%	(33)	3%	(5)	5%	(10)	190
Employ: Student	62%	(38)	23%	(15)	8%	(5)	7%	(4)	62
Employ: Retired	94%	(527)	4%	(22)	1%	(7)	1%	(7)	563
Employ: Unemployed	67%	(202)	7%	(22)	12%	(37)	13%	(40)	301
Employ: Other	80%	(109)	11%	(14)	6%	(9)	3%	(5)	137

Continued on next page

Table MCFE44_1: *When you make purchases in the following categories, do you typically use your own money or someone else's money? If you don't make these types of purchases yourself, select 'I don't make these purchases.'*
Grocery and household goods

Demographic	Use my own money		Use someone else's money, and they don't need to approve the purchase		Use someone else's money, though they need to approve the purchase		I don't make these purchases		Total N
Adults	82%	(1812)	9%	(201)	5%	(111)	4%	(85)	2210
Military HH: Yes	87%	(246)	6%	(18)	5%	(14)	2%	(5)	283
Military HH: No	81%	(1566)	10%	(183)	5%	(97)	4%	(80)	1927
RD/WT: Right Direction	79%	(525)	11%	(76)	6%	(41)	4%	(24)	666
RD/WT: Wrong Track	83%	(1287)	8%	(125)	5%	(70)	4%	(61)	1544
Biden Job Approve	81%	(782)	10%	(101)	6%	(57)	3%	(30)	970
Biden Job Disapprove	85%	(970)	8%	(90)	4%	(44)	4%	(40)	1144
Biden Job Strongly Approve	81%	(349)	11%	(46)	5%	(21)	4%	(18)	433
Biden Job Somewhat Approve	81%	(434)	10%	(55)	7%	(36)	2%	(12)	537
Biden Job Somewhat Disapprove	81%	(274)	11%	(39)	4%	(14)	4%	(13)	339
Biden Job Strongly Disapprove	87%	(696)	6%	(51)	4%	(30)	3%	(27)	805
Favorable of Biden	83%	(801)	9%	(87)	5%	(49)	3%	(32)	969
Unfavorable of Biden	83%	(945)	9%	(101)	5%	(51)	3%	(36)	1134
Very Favorable of Biden	84%	(405)	7%	(35)	5%	(22)	4%	(19)	482
Somewhat Favorable of Biden	81%	(396)	11%	(51)	6%	(27)	3%	(13)	487
Somewhat Unfavorable of Biden	78%	(234)	14%	(41)	6%	(17)	2%	(6)	299
Very Unfavorable of Biden	85%	(711)	7%	(60)	4%	(34)	4%	(30)	835
#1 Issue: Economy	83%	(758)	8%	(77)	5%	(46)	3%	(31)	913
#1 Issue: Security	81%	(197)	9%	(21)	4%	(9)	7%	(16)	243
#1 Issue: Health Care	86%	(146)	7%	(12)	4%	(6)	3%	(5)	170
#1 Issue: Medicare / Social Security	87%	(232)	6%	(17)	5%	(12)	2%	(5)	266
#1 Issue: Women's Issues	76%	(236)	13%	(39)	7%	(21)	5%	(16)	311
#1 Issue: Education	59%	(35)	27%	(16)	7%	(4)	7%	(4)	59
#1 Issue: Energy	79%	(106)	11%	(14)	6%	(8)	4%	(5)	134
#1 Issue: Other	90%	(103)	3%	(3)	4%	(5)	3%	(3)	115

Table MCFE44_1: *When you make purchases in the following categories, do you typically use your own money or someone else's money? If you don't make these types of purchases yourself, select 'I don't make these purchases.'*
Grocery and household goods

Demographic	Use my own money		Use someone else's money, and they don't need to approve the purchase		Use someone else's money, though they need to approve the purchase		I don't make these purchases		Total N
Adults	82%	(1812)	9%	(201)	5%	(111)	4%	(85)	2210
2020 Vote: Joe Biden	84%	(789)	9%	(88)	4%	(41)	3%	(27)	945
2020 Vote: Donald Trump	85%	(627)	8%	(60)	4%	(32)	3%	(21)	740
2020 Vote: Other	86%	(58)	8%	(6)	6%	(4)	—	(0)	67
2020 Vote: Didn't Vote	74%	(338)	10%	(48)	8%	(35)	8%	(38)	459
2018 House Vote: Democrat	86%	(647)	8%	(57)	4%	(28)	3%	(24)	755
2018 House Vote: Republican	88%	(516)	8%	(48)	3%	(19)	1%	(5)	589
2018 House Vote: Someone else	85%	(42)	9%	(4)	2%	(1)	4%	(2)	50
2016 Vote: Hillary Clinton	84%	(584)	8%	(54)	5%	(33)	3%	(24)	695
2016 Vote: Donald Trump	89%	(581)	8%	(53)	2%	(13)	1%	(8)	656
2016 Vote: Other	90%	(77)	7%	(6)	2%	(2)	—	(0)	86
2016 Vote: Didn't Vote	74%	(563)	11%	(87)	8%	(62)	7%	(53)	765
Voted in 2014: Yes	88%	(1082)	7%	(87)	3%	(31)	2%	(27)	1227
Voted in 2014: No	74%	(731)	12%	(114)	8%	(80)	6%	(58)	983
4-Region: Northeast	82%	(315)	10%	(39)	3%	(13)	4%	(16)	383
4-Region: Midwest	82%	(374)	9%	(41)	5%	(23)	4%	(18)	456
4-Region: South	84%	(707)	9%	(75)	4%	(36)	3%	(26)	844
4-Region: West	79%	(416)	9%	(46)	8%	(40)	5%	(25)	527
TikTok Users	77%	(610)	13%	(105)	6%	(46)	4%	(31)	793
Twitch Users	72%	(155)	17%	(37)	6%	(13)	5%	(10)	216
2022 Sports Viewers/Attendees	84%	(1246)	9%	(140)	4%	(60)	2%	(30)	1475
Monthly Moviegoers	73%	(235)	17%	(54)	9%	(29)	1%	(2)	320
Few Times per Year + Moviegoers	79%	(729)	13%	(122)	6%	(53)	2%	(16)	920
Heard Smile Campaign	74%	(407)	16%	(86)	7%	(39)	3%	(19)	551
Heard Minion Campaign	75%	(403)	13%	(71)	8%	(44)	4%	(22)	540
Listens to Podcasts	79%	(898)	12%	(140)	6%	(62)	3%	(31)	1132
Streaming Services User	81%	(1443)	11%	(187)	5%	(97)	3%	(45)	1773

Table MCFE44_1: *When you make purchases in the following categories, do you typically use your own money or someone else's money? If you don't make these types of purchases yourself, select 'I don't make these purchases.'*
Grocery and household goods

Demographic	Use my own money		Use someone else's money, and they don't need to approve the purchase		Use someone else's money, though they need to approve the purchase		I don't make these purchases		Total N
Adults	82%	(1812)	9%	(201)	5%	(111)	4%	(85)	2210
Netflix User	79%	(1170)	12%	(175)	5%	(81)	3%	(48)	1474
Disney+ User	75%	(742)	14%	(137)	7%	(66)	4%	(38)	984
Heterosexual or straight	83%	(1635)	9%	(177)	5%	(93)	3%	(65)	1971
Gay	85%	(58)	8%	(5)	4%	(3)	3%	(2)	68
Bisexual	73%	(65)	11%	(10)	11%	(10)	5%	(4)	88
Yes	60%	(42)	13%	(9)	21%	(15)	5%	(4)	70
No	83%	(1770)	9%	(192)	5%	(96)	4%	(81)	2140

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

Table MCFE44_2: *When you make purchases in the following categories, do you typically use your own money or someone else's money? If you don't make these types of purchases yourself, select 'I don't make these purchases.'*
Apparel, shoes, or accessories

Demographic	Use my own money		Use someone else's money, and they don't need to approve the purchase		Use someone else's money, though they need to approve the purchase		I don't make these purchases		Total N
Adults	85%	(1876)	7%	(150)	4%	(83)	5%	(101)	2210
Gender: Male	85%	(908)	6%	(69)	5%	(48)	4%	(42)	1068
Gender: Female	85%	(968)	7%	(81)	3%	(35)	5%	(59)	1142
Age: 18-34	74%	(476)	12%	(75)	8%	(53)	6%	(38)	642
Age: 35-44	84%	(306)	10%	(35)	4%	(14)	3%	(10)	365
Age: 45-64	88%	(626)	4%	(31)	2%	(14)	6%	(43)	714
Age: 65+	96%	(468)	2%	(9)	—	(2)	2%	(9)	489
GenZers: 1997-2012	65%	(168)	14%	(37)	12%	(30)	8%	(22)	256
Millennials: 1981-1996	83%	(539)	8%	(52)	6%	(36)	4%	(25)	653
GenXers: 1965-1980	83%	(461)	8%	(43)	2%	(13)	7%	(38)	555
Baby Boomers: 1946-1964	95%	(641)	2%	(16)	—	(2)	2%	(14)	673
PID: Dem (no lean)	86%	(741)	6%	(54)	4%	(30)	4%	(35)	860
PID: Ind (no lean)	85%	(573)	5%	(37)	4%	(26)	6%	(39)	674
PID: Rep (no lean)	83%	(562)	9%	(59)	4%	(27)	4%	(28)	676
PID/Gender: Dem Men	86%	(338)	7%	(29)	4%	(18)	3%	(10)	394
PID/Gender: Dem Women	87%	(403)	5%	(25)	3%	(13)	5%	(24)	465
PID/Gender: Ind Men	86%	(298)	4%	(13)	5%	(17)	5%	(18)	345
PID/Gender: Ind Women	83%	(274)	7%	(24)	3%	(9)	6%	(21)	329
PID/Gender: Rep Men	83%	(273)	8%	(27)	4%	(14)	4%	(14)	328
PID/Gender: Rep Women	83%	(290)	9%	(32)	4%	(13)	4%	(14)	348
Ideo: Liberal (1-3)	87%	(571)	6%	(40)	4%	(27)	3%	(18)	656
Ideo: Moderate (4)	83%	(622)	8%	(58)	4%	(33)	5%	(38)	751
Ideo: Conservative (5-7)	88%	(588)	6%	(38)	3%	(19)	3%	(22)	666
Educ: < College	84%	(1201)	7%	(98)	4%	(52)	6%	(87)	1437
Educ: Bachelors degree	85%	(417)	8%	(39)	5%	(25)	2%	(10)	491
Educ: Post-grad	92%	(258)	5%	(13)	2%	(6)	2%	(5)	282

Table MCFE44_2: *When you make purchases in the following categories, do you typically use your own money or someone else's money? If you don't make these types of purchases yourself, select 'I don't make these purchases.'*
Apparel, shoes, or accessories

Demographic	Use my own money		Use someone else's money, and they don't need to approve the purchase		Use someone else's money, though they need to approve the purchase		I don't make these purchases		Total N
Adults	85%	(1876)	7%	(150)	4%	(83)	5%	(101)	2210
Income: Under 50k	85%	(1082)	6%	(77)	3%	(39)	6%	(73)	1271
Income: 50k-100k	84%	(549)	8%	(51)	5%	(30)	4%	(26)	656
Income: 100k+	87%	(245)	8%	(22)	5%	(14)	1%	(3)	283
Ethnicity: White	86%	(1471)	7%	(115)	3%	(54)	4%	(71)	1711
Ethnicity: Hispanic	76%	(285)	11%	(41)	7%	(25)	6%	(24)	374
Ethnicity: Black	80%	(227)	7%	(19)	7%	(21)	6%	(16)	282
Ethnicity: Other	82%	(178)	7%	(16)	4%	(9)	6%	(14)	217
All Christian	88%	(903)	6%	(63)	4%	(39)	2%	(24)	1029
All Non-Christian	79%	(101)	11%	(14)	3%	(4)	7%	(9)	129
Atheist	81%	(80)	12%	(12)	6%	(6)	1%	(1)	99
Agnostic/Nothing in particular	83%	(486)	6%	(34)	4%	(23)	7%	(44)	587
Something Else	84%	(305)	7%	(26)	3%	(11)	6%	(23)	365
Religious Non-Protestant/Catholic	80%	(122)	9%	(14)	5%	(8)	6%	(9)	154
Evangelical	86%	(477)	7%	(38)	4%	(20)	4%	(22)	558
Non-Evangelical	88%	(693)	6%	(47)	3%	(26)	3%	(25)	792
Community: Urban	82%	(522)	9%	(58)	6%	(36)	3%	(22)	638
Community: Suburban	86%	(875)	6%	(63)	3%	(33)	4%	(43)	1014
Community: Rural	86%	(479)	5%	(29)	3%	(15)	6%	(36)	558
Employ: Private Sector	86%	(564)	7%	(45)	4%	(29)	3%	(17)	654
Employ: Government	80%	(109)	13%	(18)	6%	(9)	1%	(1)	136
Employ: Self-Employed	87%	(145)	7%	(11)	5%	(9)	1%	(1)	166
Employ: Homemaker	72%	(138)	17%	(32)	2%	(3)	9%	(17)	190
Employ: Student	71%	(44)	12%	(7)	8%	(5)	9%	(5)	62
Employ: Retired	95%	(533)	2%	(11)	1%	(4)	3%	(14)	563
Employ: Unemployed	76%	(229)	5%	(15)	6%	(18)	13%	(40)	301
Employ: Other	84%	(115)	8%	(11)	5%	(7)	4%	(5)	137

Table MCFE44_2: *When you make purchases in the following categories, do you typically use your own money or someone else's money? If you don't make these types of purchases yourself, select 'I don't make these purchases.'*
Apparel, shoes, or accessories

Demographic	Use my own money		Use someone else's money, and they don't need to approve the purchase		Use someone else's money, though they need to approve the purchase		I don't make these purchases		Total N
Adults	85%	(1876)	7%	(150)	4%	(83)	5%	(101)	2210
Military HH: Yes	90%	(254)	4%	(11)	4%	(12)	2%	(7)	283
Military HH: No	84%	(1622)	7%	(139)	4%	(72)	5%	(94)	1927
RD/WT: Right Direction	83%	(553)	7%	(43)	6%	(39)	5%	(30)	666
RD/WT: Wrong Track	86%	(1322)	7%	(106)	3%	(44)	5%	(71)	1544
Biden Job Approve	85%	(828)	7%	(63)	5%	(48)	3%	(31)	970
Biden Job Disapprove	85%	(978)	7%	(81)	3%	(30)	5%	(56)	1144
Biden Job Strongly Approve	86%	(372)	5%	(23)	5%	(20)	4%	(17)	433
Biden Job Somewhat Approve	85%	(456)	7%	(40)	5%	(28)	3%	(14)	537
Biden Job Somewhat Disapprove	83%	(281)	8%	(28)	3%	(12)	5%	(18)	339
Biden Job Strongly Disapprove	87%	(696)	7%	(53)	2%	(18)	5%	(38)	805
Favorable of Biden	87%	(844)	6%	(56)	3%	(34)	4%	(35)	969
Unfavorable of Biden	85%	(961)	7%	(81)	4%	(43)	4%	(49)	1134
Very Favorable of Biden	87%	(419)	5%	(23)	4%	(19)	4%	(21)	482
Somewhat Favorable of Biden	87%	(425)	7%	(34)	3%	(14)	3%	(13)	487
Somewhat Unfavorable of Biden	82%	(245)	8%	(24)	6%	(19)	3%	(10)	299
Very Unfavorable of Biden	86%	(716)	7%	(57)	3%	(23)	5%	(39)	835
#1 Issue: Economy	86%	(788)	7%	(61)	3%	(31)	4%	(32)	913
#1 Issue: Security	84%	(203)	8%	(18)	3%	(7)	6%	(14)	243
#1 Issue: Health Care	83%	(142)	7%	(12)	6%	(10)	4%	(7)	170
#1 Issue: Medicare / Social Security	91%	(242)	3%	(9)	1%	(3)	5%	(12)	266
#1 Issue: Women's Issues	79%	(246)	8%	(25)	6%	(18)	7%	(22)	311
#1 Issue: Education	66%	(39)	20%	(12)	8%	(5)	5%	(3)	59
#1 Issue: Energy	83%	(111)	8%	(10)	5%	(7)	4%	(6)	134
#1 Issue: Other	92%	(105)	1%	(2)	2%	(3)	4%	(5)	115

Table MCFE44_2: *When you make purchases in the following categories, do you typically use your own money or someone else's money? If you don't make these types of purchases yourself, select 'I don't make these purchases.'*
Apparel, shoes, or accessories

Demographic	Use my own money		Use someone else's money, and they don't need to approve the purchase		Use someone else's money, though they need to approve the purchase		I don't make these purchases		Total N
Adults	85%	(1876)	7%	(150)	4%	(83)	5%	(101)	2210
2020 Vote: Joe Biden	88%	(828)	5%	(50)	3%	(33)	4%	(34)	945
2020 Vote: Donald Trump	85%	(632)	8%	(58)	3%	(23)	4%	(26)	740
2020 Vote: Other	85%	(57)	8%	(5)	6%	(4)	1%	(1)	67
2020 Vote: Didn't Vote	78%	(358)	8%	(37)	5%	(23)	9%	(40)	459
2018 House Vote: Democrat	89%	(672)	6%	(43)	2%	(15)	3%	(25)	755
2018 House Vote: Republican	87%	(515)	8%	(46)	3%	(16)	2%	(12)	589
2018 House Vote: Someone else	91%	(45)	3%	(2)	2%	(1)	3%	(1)	50
2016 Vote: Hillary Clinton	88%	(612)	5%	(36)	3%	(22)	4%	(25)	695
2016 Vote: Donald Trump	89%	(585)	6%	(41)	2%	(13)	2%	(16)	656
2016 Vote: Other	89%	(77)	6%	(5)	2%	(2)	2%	(2)	86
2016 Vote: Didn't Vote	78%	(597)	9%	(67)	6%	(44)	7%	(57)	765
Voted in 2014: Yes	89%	(1093)	5%	(62)	2%	(30)	3%	(42)	1227
Voted in 2014: No	80%	(783)	9%	(87)	5%	(54)	6%	(60)	983
4-Region: Northeast	86%	(329)	6%	(21)	4%	(16)	4%	(16)	383
4-Region: Midwest	86%	(392)	6%	(29)	3%	(15)	5%	(21)	456
4-Region: South	84%	(706)	8%	(69)	4%	(31)	5%	(38)	844
4-Region: West	85%	(448)	6%	(31)	4%	(21)	5%	(26)	527
TikTok Users	81%	(640)	10%	(76)	6%	(44)	4%	(32)	793
Twitch Users	77%	(166)	12%	(27)	7%	(14)	4%	(9)	216
2022 Sports Viewers/Attendees	87%	(1285)	7%	(103)	4%	(52)	2%	(35)	1475
Monthly Moviegoers	80%	(256)	12%	(40)	7%	(24)	—	(1)	320
Few Times per Year + Moviegoers	84%	(772)	9%	(82)	6%	(54)	1%	(12)	920
Heard Smile Campaign	78%	(429)	11%	(63)	7%	(41)	3%	(18)	551
Heard Minion Campaign	79%	(429)	10%	(52)	8%	(44)	3%	(15)	540
Listens to Podcasts	83%	(941)	9%	(102)	5%	(57)	3%	(30)	1132
Streaming Services User	85%	(1507)	8%	(133)	4%	(74)	3%	(58)	1773

Continued on next page

Table MCFE44_2: *When you make purchases in the following categories, do you typically use your own money or someone else's money? If you don't make these types of purchases yourself, select 'I don't make these purchases.'*
Apparel, shoes, or accessories

Demographic	Use my own money		Use someone else's money, and they don't need to approve the purchase		Use someone else's money, though they need to approve the purchase		I don't make these purchases		Total N
Adults	85%	(1876)	7%	(150)	4%	(83)	5%	(101)	2210
Netflix User	83%	(1227)	9%	(127)	4%	(64)	4%	(56)	1474
Disney+ User	79%	(778)	10%	(103)	6%	(58)	5%	(45)	984
Heterosexual or straight	86%	(1689)	7%	(128)	4%	(74)	4%	(79)	1971
Gay	83%	(56)	9%	(6)	3%	(2)	6%	(4)	68
Bisexual	85%	(75)	6%	(6)	5%	(4)	5%	(4)	88
Yes	67%	(47)	13%	(9)	17%	(12)	3%	(2)	70
No	85%	(1829)	7%	(141)	3%	(71)	5%	(99)	2140

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

Table MCFE44_3: *When you make purchases in the following categories, do you typically use your own money or someone else's money? If you don't make these types of purchases yourself, select 'I don't make these purchases.'*
Personal electronics

Demographic	Use my own money		Use someone else's money, and they don't need to approve the purchase		Use someone else's money, though they need to approve the purchase		I don't make these purchases		Total N
Adults	82%	(1804)	5%	(119)	4%	(96)	9%	(191)	2210
Gender: Male	85%	(904)	6%	(66)	5%	(49)	5%	(49)	1068
Gender: Female	79%	(900)	5%	(53)	4%	(47)	12%	(142)	1142
Age: 18-34	73%	(467)	10%	(67)	8%	(53)	9%	(55)	642
Age: 35-44	81%	(296)	7%	(25)	6%	(23)	6%	(21)	365
Age: 45-64	84%	(597)	3%	(22)	2%	(15)	11%	(81)	714
Age: 65+	91%	(443)	1%	(6)	1%	(5)	7%	(34)	489
GenZers: 1997-2012	63%	(163)	11%	(29)	13%	(33)	13%	(33)	256
Millennials: 1981-1996	80%	(525)	8%	(53)	6%	(36)	6%	(38)	653
GenXers: 1965-1980	80%	(445)	5%	(25)	3%	(19)	12%	(66)	555
Baby Boomers: 1946-1964	90%	(608)	2%	(12)	1%	(7)	7%	(47)	673
PID: Dem (no lean)	83%	(712)	6%	(53)	4%	(31)	7%	(64)	860
PID: Ind (no lean)	82%	(551)	4%	(28)	4%	(29)	10%	(67)	674
PID: Rep (no lean)	80%	(541)	6%	(38)	5%	(37)	9%	(60)	676
PID/Gender: Dem Men	85%	(336)	9%	(36)	3%	(13)	2%	(9)	394
PID/Gender: Dem Women	81%	(376)	4%	(17)	4%	(17)	12%	(55)	465
PID/Gender: Ind Men	85%	(294)	4%	(14)	4%	(15)	7%	(23)	345
PID/Gender: Ind Women	78%	(256)	4%	(15)	4%	(14)	13%	(44)	329
PID/Gender: Rep Men	83%	(274)	5%	(16)	6%	(20)	5%	(18)	328
PID/Gender: Rep Women	77%	(267)	6%	(22)	5%	(16)	12%	(43)	348
Ideo: Liberal (1-3)	84%	(550)	6%	(39)	5%	(36)	5%	(31)	656
Ideo: Moderate (4)	80%	(601)	7%	(49)	4%	(30)	9%	(70)	751
Ideo: Conservative (5-7)	84%	(560)	4%	(26)	4%	(24)	9%	(57)	666
Educ: < College	80%	(1147)	5%	(78)	4%	(56)	11%	(155)	1437
Educ: Bachelors degree	83%	(406)	6%	(29)	6%	(31)	5%	(25)	491
Educ: Post-grad	89%	(251)	4%	(12)	3%	(9)	4%	(11)	282

Table MCFE44_3: *When you make purchases in the following categories, do you typically use your own money or someone else's money? If you don't make these types of purchases yourself, select 'I don't make these purchases.'*
Personal electronics

Demographic	Use my own money		Use someone else's money, and they don't need to approve the purchase		Use someone else's money, though they need to approve the purchase		I don't make these purchases		Total N
Adults	82%	(1804)	5%	(119)	4%	(96)	9%	(191)	2210
Income: Under 50k	81%	(1036)	4%	(55)	4%	(46)	11%	(134)	1271
Income: 50k-100k	81%	(531)	7%	(48)	5%	(31)	7%	(46)	656
Income: 100k+	84%	(237)	6%	(17)	7%	(19)	4%	(10)	283
Ethnicity: White	82%	(1408)	6%	(94)	4%	(62)	9%	(146)	1711
Ethnicity: Hispanic	75%	(281)	8%	(32)	7%	(26)	9%	(35)	374
Ethnicity: Black	77%	(217)	5%	(15)	8%	(24)	10%	(27)	282
Ethnicity: Other	82%	(178)	5%	(10)	5%	(10)	8%	(18)	217
All Christian	84%	(862)	5%	(52)	4%	(39)	7%	(76)	1029
All Non-Christian	77%	(99)	10%	(14)	6%	(7)	7%	(10)	129
Atheist	78%	(77)	7%	(7)	11%	(11)	4%	(4)	99
Agnostic/Nothing in particular	79%	(467)	6%	(34)	4%	(21)	11%	(65)	587
Something Else	82%	(298)	3%	(13)	5%	(18)	10%	(37)	365
Religious Non-Protestant/Catholic	79%	(122)	9%	(14)	5%	(8)	6%	(10)	154
Evangelical	80%	(447)	5%	(29)	5%	(29)	9%	(53)	558
Non-Evangelical	85%	(672)	4%	(34)	3%	(27)	7%	(59)	792
Community: Urban	79%	(506)	7%	(47)	6%	(37)	7%	(47)	638
Community: Suburban	83%	(845)	5%	(51)	4%	(39)	8%	(80)	1014
Community: Rural	81%	(453)	4%	(21)	4%	(20)	12%	(65)	558
Employ: Private Sector	84%	(548)	6%	(39)	5%	(34)	5%	(33)	654
Employ: Government	77%	(105)	12%	(16)	9%	(12)	2%	(3)	136
Employ: Self-Employed	85%	(142)	8%	(14)	4%	(7)	3%	(4)	166
Employ: Homemaker	68%	(130)	9%	(18)	4%	(8)	18%	(34)	190
Employ: Student	68%	(42)	7%	(4)	12%	(7)	13%	(8)	62
Employ: Retired	90%	(506)	2%	(10)	1%	(5)	7%	(42)	563
Employ: Unemployed	71%	(213)	5%	(15)	4%	(13)	20%	(60)	301
Employ: Other	86%	(117)	3%	(4)	6%	(8)	5%	(7)	137

Table MCFE44_3: *When you make purchases in the following categories, do you typically use your own money or someone else's money? If you don't make these types of purchases yourself, select 'I don't make these purchases.'*
Personal electronics

Demographic	Use my own money		Use someone else's money, and they don't need to approve the purchase		Use someone else's money, though they need to approve the purchase		I don't make these purchases		Total N
Adults	82%	(1804)	5%	(119)	4%	(96)	9%	(191)	2210
Military HH: Yes	87%	(247)	4%	(12)	3%	(8)	6%	(17)	283
Military HH: No	81%	(1556)	6%	(108)	5%	(88)	9%	(175)	1927
RD/WT: Right Direction	79%	(529)	8%	(52)	6%	(38)	7%	(48)	666
RD/WT: Wrong Track	83%	(1274)	4%	(68)	4%	(58)	9%	(143)	1544
Biden Job Approve	82%	(798)	7%	(64)	5%	(48)	6%	(61)	970
Biden Job Disapprove	82%	(942)	5%	(52)	4%	(43)	9%	(107)	1144
Biden Job Strongly Approve	82%	(356)	6%	(27)	5%	(22)	6%	(27)	433
Biden Job Somewhat Approve	82%	(441)	7%	(37)	5%	(26)	6%	(34)	537
Biden Job Somewhat Disapprove	83%	(281)	5%	(18)	4%	(13)	8%	(28)	339
Biden Job Strongly Disapprove	82%	(661)	4%	(34)	4%	(30)	10%	(80)	805
Favorable of Biden	84%	(816)	6%	(54)	3%	(29)	7%	(71)	969
Unfavorable of Biden	81%	(922)	6%	(62)	4%	(50)	9%	(99)	1134
Very Favorable of Biden	85%	(407)	5%	(22)	3%	(16)	7%	(36)	482
Somewhat Favorable of Biden	84%	(408)	6%	(31)	3%	(13)	7%	(34)	487
Somewhat Unfavorable of Biden	80%	(239)	7%	(20)	6%	(18)	7%	(21)	299
Very Unfavorable of Biden	82%	(683)	5%	(43)	4%	(32)	9%	(78)	835
#1 Issue: Economy	83%	(762)	7%	(60)	4%	(37)	6%	(55)	913
#1 Issue: Security	80%	(193)	3%	(8)	4%	(9)	13%	(32)	243
#1 Issue: Health Care	83%	(141)	4%	(7)	5%	(9)	8%	(14)	170
#1 Issue: Medicare / Social Security	85%	(225)	3%	(9)	2%	(5)	10%	(27)	266
#1 Issue: Women's Issues	77%	(238)	6%	(20)	5%	(16)	12%	(37)	311
#1 Issue: Education	65%	(39)	12%	(7)	10%	(6)	12%	(7)	59
#1 Issue: Energy	78%	(105)	6%	(9)	7%	(9)	9%	(12)	134
#1 Issue: Other	89%	(102)	1%	(1)	4%	(5)	6%	(7)	115

Continued on next page

Table MCFE44_3: *When you make purchases in the following categories, do you typically use your own money or someone else's money? If you don't make these types of purchases yourself, select 'I don't make these purchases.'*
Personal electronics

Demographic	Use my own money		Use someone else's money, and they don't need to approve the purchase		Use someone else's money, though they need to approve the purchase		I don't make these purchases		Total N
Adults	82%	(1804)	5%	(119)	4%	(96)	9%	(191)	2210
2020 Vote: Joe Biden	84%	(796)	6%	(52)	4%	(34)	7%	(62)	945
2020 Vote: Donald Trump	82%	(607)	5%	(39)	4%	(31)	8%	(63)	740
2020 Vote: Other	87%	(58)	6%	(4)	5%	(3)	2%	(2)	67
2020 Vote: Didn't Vote	75%	(343)	5%	(24)	6%	(28)	14%	(64)	459
2018 House Vote: Democrat	85%	(645)	5%	(40)	3%	(22)	6%	(48)	755
2018 House Vote: Republican	84%	(496)	5%	(28)	4%	(23)	7%	(42)	589
2018 House Vote: Someone else	85%	(42)	5%	(3)	2%	(1)	8%	(4)	50
2016 Vote: Hillary Clinton	85%	(593)	5%	(37)	3%	(23)	6%	(42)	695
2016 Vote: Donald Trump	86%	(563)	4%	(29)	2%	(14)	8%	(50)	656
2016 Vote: Other	90%	(77)	5%	(4)	—	(0)	5%	(4)	86
2016 Vote: Didn't Vote	74%	(566)	6%	(49)	7%	(56)	12%	(95)	765
Voted in 2014: Yes	86%	(1053)	5%	(57)	3%	(35)	7%	(81)	1227
Voted in 2014: No	76%	(750)	6%	(62)	6%	(61)	11%	(110)	983
4-Region: Northeast	80%	(305)	6%	(24)	4%	(14)	10%	(40)	383
4-Region: Midwest	82%	(376)	4%	(18)	5%	(24)	8%	(39)	456
4-Region: South	82%	(695)	6%	(49)	4%	(33)	8%	(68)	844
4-Region: West	81%	(428)	5%	(28)	5%	(26)	8%	(45)	527
TikTok Users	78%	(616)	9%	(70)	5%	(43)	8%	(63)	793
Twitch Users	77%	(166)	11%	(24)	8%	(17)	4%	(9)	216
2022 Sports Viewers/Attendees	84%	(1243)	6%	(86)	4%	(66)	5%	(80)	1475
Monthly Moviegoers	77%	(248)	12%	(37)	9%	(29)	2%	(7)	320
Few Times per Year + Moviegoers	82%	(757)	8%	(72)	6%	(53)	4%	(37)	920
Heard Smile Campaign	76%	(417)	11%	(61)	8%	(45)	5%	(27)	551
Heard Minion Campaign	78%	(420)	9%	(48)	8%	(45)	5%	(27)	540
Listens to Podcasts	82%	(927)	8%	(93)	5%	(60)	5%	(52)	1132
Streaming Services User	82%	(1458)	6%	(112)	5%	(85)	7%	(119)	1773

Table MCFE44_3: *When you make purchases in the following categories, do you typically use your own money or someone else's money? If you don't make these types of purchases yourself, select 'I don't make these purchases.'*
Personal electronics

Demographic	Use my own money		Use someone else's money, and they don't need to approve the purchase		Use someone else's money, though they need to approve the purchase		I don't make these purchases		Total N
Adults	82%	(1804)	5%	(119)	4%	(96)	9%	(191)	2210
Netflix User	80%	(1179)	7%	(105)	5%	(79)	8%	(112)	1474
Disney+ User	77%	(756)	9%	(85)	7%	(66)	8%	(78)	984
Heterosexual or straight	82%	(1622)	5%	(102)	4%	(81)	8%	(166)	1971
Gay	86%	(58)	10%	(7)	1%	(1)	3%	(2)	68
Bisexual	81%	(72)	5%	(4)	9%	(8)	5%	(5)	88
Yes	76%	(54)	5%	(3)	17%	(12)	2%	(1)	70
No	82%	(1750)	5%	(116)	4%	(84)	9%	(190)	2140

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

Table MCFE44_4: *When you make purchases in the following categories, do you typically use your own money or someone else's money? If you don't make these types of purchases yourself, select 'I don't make these purchases.'*
Beauty and/or personal care products

Demographic	Use my own money		Use someone else's money, and they don't need to approve the purchase		Use someone else's money, though they need to approve the purchase		I don't make these purchases		Total N
Adults	78%	(1733)	7%	(145)	3%	(75)	12%	(258)	2210
Gender: Male	74%	(785)	7%	(71)	4%	(45)	16%	(167)	1068
Gender: Female	83%	(948)	6%	(74)	3%	(30)	8%	(91)	1142
Age: 18-34	64%	(414)	13%	(82)	8%	(49)	15%	(97)	642
Age: 35-44	83%	(304)	5%	(19)	4%	(16)	7%	(25)	365
Age: 45-64	83%	(592)	5%	(34)	1%	(7)	11%	(81)	714
Age: 65+	87%	(423)	2%	(8)	1%	(3)	11%	(54)	489
GenZers: 1997-2012	49%	(126)	15%	(39)	11%	(28)	25%	(64)	256
Millennials: 1981-1996	78%	(512)	9%	(57)	5%	(30)	8%	(53)	653
GenXers: 1965-1980	81%	(450)	6%	(32)	2%	(12)	11%	(62)	555
Baby Boomers: 1946-1964	87%	(584)	2%	(15)	1%	(4)	10%	(70)	673
PID: Dem (no lean)	81%	(698)	7%	(58)	3%	(27)	9%	(77)	860
PID: Ind (no lean)	76%	(513)	6%	(40)	3%	(19)	15%	(103)	674
PID: Rep (no lean)	77%	(522)	7%	(47)	4%	(29)	12%	(78)	676
PID/Gender: Dem Men	77%	(305)	9%	(34)	4%	(16)	10%	(40)	394
PID/Gender: Dem Women	85%	(394)	5%	(24)	2%	(11)	8%	(37)	465
PID/Gender: Ind Men	72%	(249)	5%	(17)	3%	(12)	20%	(68)	345
PID/Gender: Ind Women	80%	(264)	7%	(23)	2%	(7)	11%	(36)	329
PID/Gender: Rep Men	71%	(231)	6%	(19)	5%	(17)	18%	(60)	328
PID/Gender: Rep Women	84%	(290)	8%	(28)	3%	(12)	5%	(18)	348
Ideo: Liberal (1-3)	81%	(533)	8%	(49)	4%	(27)	7%	(46)	656
Ideo: Moderate (4)	77%	(575)	7%	(56)	3%	(25)	13%	(96)	751
Ideo: Conservative (5-7)	81%	(538)	5%	(33)	3%	(18)	12%	(77)	666
Educ: < College	76%	(1089)	7%	(99)	4%	(53)	14%	(197)	1437
Educ: Bachelors degree	82%	(402)	7%	(35)	3%	(16)	8%	(37)	491
Educ: Post-grad	86%	(242)	4%	(10)	2%	(6)	9%	(24)	282

Continued on next page

Table MCFE44_4: *When you make purchases in the following categories, do you typically use your own money or someone else's money? If you don't make these types of purchases yourself, select 'I don't make these purchases.'*
Beauty and/or personal care products

Demographic	Use my own money		Use someone else's money, and they don't need to approve the purchase		Use someone else's money, though they need to approve the purchase		I don't make these purchases		Total N
Adults	78%	(1733)	7%	(145)	3%	(75)	12%	(258)	2210
Income: Under 50k	77%	(973)	5%	(66)	3%	(43)	15%	(189)	1271
Income: 50k-100k	81%	(530)	8%	(54)	4%	(26)	7%	(46)	656
Income: 100k+	81%	(230)	9%	(24)	2%	(6)	8%	(23)	283
Ethnicity: White	79%	(1357)	6%	(102)	3%	(53)	12%	(200)	1711
Ethnicity: Hispanic	63%	(236)	12%	(46)	7%	(25)	18%	(66)	374
Ethnicity: Black	77%	(216)	9%	(27)	4%	(12)	10%	(27)	282
Ethnicity: Other	74%	(160)	8%	(16)	4%	(10)	14%	(31)	217
All Christian	81%	(829)	6%	(65)	4%	(36)	10%	(98)	1029
All Non-Christian	71%	(92)	11%	(15)	6%	(7)	12%	(15)	129
Atheist	76%	(76)	4%	(4)	8%	(8)	11%	(11)	99
Agnostic/Nothing in particular	76%	(445)	8%	(44)	2%	(15)	14%	(83)	587
Something Else	80%	(291)	5%	(16)	2%	(8)	14%	(50)	365
Religious Non-Protestant/Catholic	74%	(114)	11%	(16)	5%	(8)	10%	(16)	154
Evangelical	81%	(451)	6%	(31)	3%	(16)	11%	(60)	558
Non-Evangelical	80%	(630)	6%	(47)	4%	(28)	11%	(87)	792
Community: Urban	77%	(494)	8%	(54)	5%	(30)	9%	(60)	638
Community: Suburban	78%	(789)	6%	(65)	3%	(35)	12%	(127)	1014
Community: Rural	81%	(450)	5%	(26)	2%	(11)	13%	(72)	558
Employ: Private Sector	84%	(549)	8%	(51)	3%	(20)	5%	(35)	654
Employ: Government	74%	(101)	10%	(14)	9%	(12)	7%	(10)	136
Employ: Self-Employed	82%	(136)	8%	(14)	1%	(2)	9%	(15)	166
Employ: Homemaker	70%	(133)	13%	(25)	2%	(4)	14%	(28)	190
Employ: Student	48%	(30)	11%	(7)	9%	(5)	32%	(20)	62
Employ: Retired	85%	(478)	2%	(12)	1%	(6)	12%	(66)	563
Employ: Unemployed	64%	(193)	6%	(17)	5%	(14)	25%	(77)	301
Employ: Other	83%	(113)	4%	(5)	8%	(11)	6%	(8)	137

Table MCFE44_4: *When you make purchases in the following categories, do you typically use your own money or someone else's money? If you don't make these types of purchases yourself, select 'I don't make these purchases.'*
Beauty and/or personal care products

Demographic	Use my own money		Use someone else's money, and they don't need to approve the purchase		Use someone else's money, though they need to approve the purchase		I don't make these purchases		Total N
Adults	78%	(1733)	7%	(145)	3%	(75)	12%	(258)	2210
Military HH: Yes	80%	(226)	4%	(11)	3%	(8)	13%	(38)	283
Military HH: No	78%	(1507)	7%	(133)	3%	(66)	11%	(220)	1927
RD/WT: Right Direction	76%	(503)	9%	(58)	4%	(26)	12%	(79)	666
RD/WT: Wrong Track	80%	(1229)	6%	(86)	3%	(49)	12%	(179)	1544
Biden Job Approve	79%	(768)	7%	(73)	3%	(32)	10%	(97)	970
Biden Job Disapprove	79%	(906)	6%	(67)	3%	(36)	12%	(136)	1144
Biden Job Strongly Approve	83%	(357)	7%	(32)	3%	(13)	7%	(29)	433
Biden Job Somewhat Approve	76%	(411)	8%	(40)	3%	(18)	13%	(68)	537
Biden Job Somewhat Disapprove	77%	(259)	8%	(26)	3%	(11)	13%	(43)	339
Biden Job Strongly Disapprove	80%	(646)	5%	(41)	3%	(25)	12%	(93)	805
Favorable of Biden	81%	(786)	6%	(55)	3%	(31)	10%	(97)	969
Unfavorable of Biden	78%	(880)	7%	(85)	3%	(34)	12%	(135)	1134
Very Favorable of Biden	83%	(400)	5%	(25)	4%	(17)	8%	(39)	482
Somewhat Favorable of Biden	79%	(386)	6%	(30)	3%	(13)	12%	(58)	487
Somewhat Unfavorable of Biden	73%	(219)	11%	(32)	4%	(13)	11%	(34)	299
Very Unfavorable of Biden	79%	(661)	6%	(52)	3%	(21)	12%	(101)	835
#1 Issue: Economy	80%	(729)	5%	(48)	4%	(33)	11%	(103)	913
#1 Issue: Security	77%	(186)	7%	(18)	3%	(8)	13%	(30)	243
#1 Issue: Health Care	76%	(130)	10%	(17)	2%	(3)	12%	(20)	170
#1 Issue: Medicare / Social Security	81%	(216)	4%	(11)	3%	(8)	11%	(31)	266
#1 Issue: Women's Issues	76%	(238)	10%	(30)	3%	(10)	11%	(34)	311
#1 Issue: Education	63%	(37)	16%	(9)	8%	(5)	14%	(8)	59
#1 Issue: Energy	75%	(100)	8%	(11)	4%	(5)	13%	(18)	134
#1 Issue: Other	84%	(96)	—	(0)	2%	(3)	13%	(15)	115

Table MCFE44_4: *When you make purchases in the following categories, do you typically use your own money or someone else's money? If you don't make these types of purchases yourself, select 'I don't make these purchases.'*
Beauty and/or personal care products

Demographic	Use my own money		Use someone else's money, and they don't need to approve the purchase		Use someone else's money, though they need to approve the purchase		I don't make these purchases		Total N
Adults	78%	(1733)	7%	(145)	3%	(75)	12%	(258)	2210
2020 Vote: Joe Biden	82%	(770)	6%	(59)	3%	(26)	9%	(90)	945
2020 Vote: Donald Trump	80%	(591)	6%	(47)	4%	(27)	10%	(75)	740
2020 Vote: Other	79%	(53)	4%	(3)	4%	(3)	13%	(8)	67
2020 Vote: Didn't Vote	69%	(319)	8%	(35)	4%	(19)	19%	(85)	459
2018 House Vote: Democrat	85%	(641)	5%	(34)	2%	(17)	8%	(63)	755
2018 House Vote: Republican	81%	(479)	7%	(39)	3%	(16)	9%	(55)	589
2018 House Vote: Someone else	82%	(41)	1%	(1)	6%	(3)	11%	(5)	50
2016 Vote: Hillary Clinton	84%	(584)	5%	(35)	2%	(17)	9%	(60)	695
2016 Vote: Donald Trump	84%	(548)	6%	(38)	1%	(9)	9%	(62)	656
2016 Vote: Other	73%	(63)	6%	(5)	3%	(2)	18%	(16)	86
2016 Vote: Didn't Vote	70%	(532)	9%	(67)	6%	(45)	16%	(120)	765
Voted in 2014: Yes	84%	(1034)	5%	(59)	2%	(25)	9%	(109)	1227
Voted in 2014: No	71%	(699)	9%	(86)	5%	(49)	15%	(149)	983
4-Region: Northeast	77%	(294)	7%	(26)	3%	(13)	13%	(49)	383
4-Region: Midwest	79%	(359)	5%	(24)	3%	(12)	13%	(61)	456
4-Region: South	80%	(674)	7%	(60)	3%	(23)	10%	(88)	844
4-Region: West	77%	(405)	7%	(35)	5%	(26)	11%	(60)	527
TikTok Users	77%	(613)	10%	(77)	4%	(28)	9%	(75)	793
Twitch Users	66%	(143)	13%	(28)	4%	(9)	17%	(36)	216
2022 Sports Viewers/Attendees	81%	(1188)	7%	(99)	3%	(46)	10%	(141)	1475
Monthly Moviegoers	74%	(237)	11%	(37)	7%	(23)	7%	(24)	320
Few Times per Year + Moviegoers	79%	(724)	10%	(90)	4%	(37)	8%	(69)	920
Heard Smile Campaign	74%	(407)	13%	(72)	5%	(29)	8%	(42)	551
Heard Minion Campaign	73%	(396)	11%	(62)	5%	(28)	10%	(54)	540
Listens to Podcasts	78%	(888)	9%	(107)	4%	(44)	8%	(92)	1132
Streaming Services User	79%	(1400)	8%	(134)	4%	(66)	10%	(173)	1773

Table MCFE44_4: *When you make purchases in the following categories, do you typically use your own money or someone else's money? If you don't make these types of purchases yourself, select 'I don't make these purchases.'*
Beauty and/or personal care products

Demographic	Use my own money		Use someone else's money, and they don't need to approve the purchase		Use someone else's money, though they need to approve the purchase		I don't make these purchases		Total N
Adults	78%	(1733)	7%	(145)	3%	(75)	12%	(258)	2210
Netflix User	77%	(1134)	9%	(126)	4%	(56)	11%	(157)	1474
Disney+ User	74%	(733)	11%	(104)	4%	(42)	11%	(105)	984
Heterosexual or straight	79%	(1562)	6%	(117)	3%	(68)	11%	(223)	1971
Gay	82%	(56)	11%	(8)	—	(0)	6%	(4)	68
Bisexual	73%	(65)	10%	(9)	6%	(5)	11%	(9)	88
Yes	55%	(39)	15%	(11)	6%	(4)	24%	(17)	70
No	79%	(1694)	6%	(134)	3%	(70)	11%	(241)	2140

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

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Table MCFE45_1

Table MCFE45_1: *The following question refers to secondhand shopping. This can include buying used or vintage items online or in person from thrift stores, consignment stores, from other individuals, or from resale stores.Have you had any of the following experiences shopping for, buying, or selling secondhand items?*

I bought secondhand item(s) online

Demographic	Yes, within the past week		Yes, within the past month		Yes, within the past three months		Yes, within the past six months		Yes, more than six months ago		No, never		Total N
Adults	6%	(129)	9%	(209)	9%	(192)	7%	(148)	16%	(345)	54%	(1188)	2210
Gender: Male	7%	(76)	10%	(106)	10%	(105)	6%	(68)	15%	(160)	52%	(552)	1068
Gender: Female	5%	(52)	9%	(102)	8%	(87)	7%	(80)	16%	(185)	56%	(635)	1142
Age: 18-34	9%	(59)	14%	(92)	12%	(77)	9%	(56)	14%	(87)	42%	(271)	642
Age: 35-44	7%	(27)	11%	(39)	13%	(47)	9%	(32)	16%	(59)	44%	(161)	365
Age: 45-64	4%	(27)	9%	(62)	8%	(54)	6%	(40)	16%	(113)	58%	(417)	714
Age: 65+	3%	(16)	3%	(16)	3%	(14)	4%	(20)	18%	(86)	69%	(338)	489
GenZers: 1997-2012	9%	(22)	15%	(38)	16%	(41)	10%	(26)	10%	(24)	41%	(106)	256
Millennials: 1981-1996	9%	(57)	12%	(76)	11%	(73)	9%	(57)	16%	(104)	44%	(285)	653
GenXers: 1965-1980	5%	(26)	11%	(59)	9%	(51)	7%	(37)	16%	(90)	52%	(291)	555
Baby Boomers: 1946-1964	3%	(22)	5%	(34)	4%	(26)	4%	(27)	18%	(121)	66%	(442)	673
PID: Dem (no lean)	7%	(59)	12%	(105)	9%	(76)	8%	(65)	14%	(118)	51%	(436)	860
PID: Ind (no lean)	5%	(31)	7%	(44)	8%	(54)	7%	(46)	17%	(114)	57%	(385)	674
PID: Rep (no lean)	6%	(39)	9%	(59)	9%	(62)	5%	(37)	17%	(113)	54%	(367)	676
PID/Gender: Dem Men	10%	(41)	14%	(57)	10%	(40)	7%	(29)	12%	(48)	45%	(179)	394
PID/Gender: Dem Women	4%	(18)	11%	(49)	8%	(36)	8%	(36)	15%	(70)	55%	(257)	465
PID/Gender: Ind Men	5%	(17)	6%	(21)	9%	(29)	6%	(22)	18%	(62)	56%	(194)	345
PID/Gender: Ind Women	4%	(14)	7%	(23)	7%	(25)	7%	(25)	16%	(52)	58%	(192)	329
PID/Gender: Rep Men	6%	(18)	9%	(29)	11%	(35)	5%	(17)	15%	(50)	55%	(179)	328
PID/Gender: Rep Women	6%	(21)	9%	(30)	8%	(27)	6%	(20)	18%	(63)	54%	(187)	348
Ideo: Liberal (1-3)	7%	(44)	12%	(76)	10%	(66)	8%	(54)	18%	(115)	46%	(301)	656
Ideo: Moderate (4)	6%	(48)	8%	(63)	10%	(72)	6%	(43)	15%	(111)	55%	(415)	751
Ideo: Conservative (5-7)	5%	(30)	9%	(61)	6%	(42)	6%	(40)	16%	(110)	57%	(383)	666
Educ: < College	6%	(84)	9%	(123)	9%	(132)	6%	(82)	15%	(210)	56%	(806)	1437
Educ: Bachelors degree	6%	(28)	10%	(49)	8%	(40)	9%	(43)	16%	(78)	51%	(252)	491
Educ: Post-grad	6%	(16)	13%	(37)	7%	(19)	8%	(23)	20%	(57)	46%	(129)	282

Continued on next page

Table MCFE45_1: *The following question refers to secondhand shopping. This can include buying used or vintage items online or in person from thrift stores, consignment stores, from other individuals, or from resale stores.Have you had any of the following experiences shopping for, buying, or selling secondhand items?*

I bought secondhand item(s) online

Demographic	Yes, within the past week		Yes, within the past month		Yes, within the past three months		Yes, within the past six months		Yes, more than six months ago		No, never		Total N
Adults	6%	(129)	9%	(209)	9%	(192)	7%	(148)	16%	(345)	54%	(1188)	2210
Income: Under 50k	5%	(65)	9%	(115)	9%	(112)	6%	(72)	14%	(175)	58%	(732)	1271
Income: 50k-100k	7%	(49)	10%	(63)	9%	(56)	8%	(53)	18%	(116)	49%	(320)	656
Income: 100k+	5%	(15)	11%	(32)	8%	(24)	8%	(23)	19%	(54)	48%	(135)	283
Ethnicity: White	5%	(86)	9%	(159)	8%	(136)	7%	(114)	17%	(282)	55%	(933)	1711
Ethnicity: Hispanic	8%	(30)	14%	(52)	13%	(47)	5%	(20)	9%	(35)	51%	(189)	374
Ethnicity: Black	9%	(25)	12%	(34)	12%	(33)	8%	(21)	14%	(39)	46%	(131)	282
Ethnicity: Other	8%	(18)	7%	(16)	11%	(23)	6%	(13)	11%	(24)	57%	(123)	217
All Christian	5%	(56)	10%	(101)	7%	(74)	6%	(61)	18%	(183)	54%	(554)	1029
All Non-Christian	8%	(11)	8%	(11)	7%	(9)	7%	(9)	9%	(12)	60%	(77)	129
Atheist	5%	(5)	11%	(11)	16%	(16)	6%	(6)	14%	(14)	47%	(47)	99
Agnostic/Nothing in particular	5%	(32)	8%	(45)	10%	(61)	7%	(42)	14%	(85)	55%	(323)	587
Something Else	7%	(25)	11%	(41)	9%	(32)	8%	(30)	14%	(50)	51%	(186)	365
Religious Non-Protestant/Catholic	7%	(11)	11%	(17)	8%	(12)	6%	(9)	11%	(16)	57%	(88)	154
Evangelical	6%	(34)	10%	(58)	8%	(47)	8%	(42)	17%	(95)	51%	(283)	558
Non-Evangelical	5%	(43)	10%	(77)	7%	(54)	6%	(48)	17%	(135)	55%	(436)	792
Community: Urban	7%	(45)	12%	(76)	9%	(58)	6%	(41)	15%	(94)	51%	(325)	638
Community: Suburban	5%	(46)	9%	(91)	8%	(86)	7%	(68)	16%	(159)	56%	(564)	1014
Community: Rural	7%	(37)	8%	(42)	9%	(49)	7%	(39)	16%	(92)	53%	(299)	558
Employ: Private Sector	7%	(45)	14%	(94)	9%	(58)	9%	(59)	16%	(103)	45%	(295)	654
Employ: Government	6%	(9)	16%	(21)	18%	(25)	6%	(8)	18%	(24)	36%	(49)	136
Employ: Self-Employed	10%	(17)	10%	(17)	14%	(24)	7%	(11)	14%	(24)	44%	(73)	166
Employ: Homemaker	8%	(15)	7%	(13)	10%	(19)	7%	(13)	16%	(30)	53%	(101)	190
Employ: Student	9%	(5)	14%	(9)	15%	(9)	11%	(7)	13%	(8)	39%	(24)	62
Employ: Retired	4%	(20)	5%	(27)	4%	(23)	4%	(23)	17%	(93)	67%	(377)	563
Employ: Unemployed	4%	(12)	4%	(13)	8%	(24)	6%	(18)	13%	(38)	65%	(197)	301
Employ: Other	4%	(6)	11%	(16)	8%	(11)	7%	(9)	18%	(25)	52%	(71)	137

Table MCFE45_1: *The following question refers to secondhand shopping. This can include buying used or vintage items online or in person from thrift stores, consignment stores, from other individuals, or from resale stores.Have you had any of the following experiences shopping for, buying, or selling secondhand items?*

I bought secondhand item(s) online

Demographic	Yes, within the past week		Yes, within the past month		Yes, within the past three months		Yes, within the past six months		Yes, more than six months ago		No, never		Total N
Adults	6%	(129)	9%	(209)	9%	(192)	7%	(148)	16%	(345)	54%	(1188)	2210
Military HH: Yes	5%	(14)	8%	(22)	9%	(26)	6%	(18)	18%	(52)	53%	(151)	283
Military HH: No	6%	(114)	10%	(187)	9%	(166)	7%	(130)	15%	(293)	54%	(1037)	1927
RD/WT: Right Direction	6%	(42)	12%	(81)	10%	(67)	7%	(49)	14%	(94)	50%	(333)	666
RD/WT: Wrong Track	6%	(86)	8%	(128)	8%	(125)	6%	(99)	16%	(251)	55%	(854)	1544
Biden Job Approve	7%	(64)	11%	(110)	9%	(84)	8%	(79)	14%	(136)	51%	(497)	970
Biden Job Disapprove	5%	(58)	8%	(91)	9%	(98)	6%	(64)	17%	(199)	55%	(634)	1144
Biden Job Strongly Approve	7%	(32)	12%	(53)	9%	(39)	8%	(35)	13%	(56)	50%	(217)	433
Biden Job Somewhat Approve	6%	(32)	11%	(57)	8%	(45)	8%	(44)	15%	(80)	52%	(280)	537
Biden Job Somewhat Disapprove	4%	(15)	7%	(25)	10%	(34)	5%	(18)	19%	(66)	53%	(181)	339
Biden Job Strongly Disapprove	5%	(42)	8%	(66)	8%	(64)	6%	(46)	17%	(133)	56%	(454)	805
Favorable of Biden	7%	(65)	11%	(106)	8%	(81)	7%	(65)	15%	(144)	53%	(509)	969
Unfavorable of Biden	5%	(55)	9%	(97)	9%	(101)	7%	(75)	17%	(192)	54%	(614)	1134
Very Favorable of Biden	7%	(34)	11%	(53)	7%	(35)	8%	(38)	14%	(66)	53%	(256)	482
Somewhat Favorable of Biden	6%	(31)	11%	(53)	9%	(46)	6%	(27)	16%	(78)	52%	(253)	487
Somewhat Unfavorable of Biden	4%	(11)	8%	(23)	11%	(33)	7%	(22)	22%	(64)	49%	(145)	299
Very Unfavorable of Biden	5%	(44)	9%	(74)	8%	(68)	6%	(52)	15%	(128)	56%	(469)	835
#1 Issue: Economy	6%	(52)	9%	(82)	11%	(100)	7%	(64)	17%	(154)	51%	(462)	913
#1 Issue: Security	4%	(9)	10%	(25)	6%	(13)	6%	(14)	14%	(33)	61%	(148)	243
#1 Issue: Health Care	4%	(8)	7%	(12)	11%	(18)	5%	(9)	21%	(37)	51%	(86)	170
#1 Issue: Medicare / Social Security	5%	(13)	10%	(27)	3%	(8)	3%	(8)	13%	(34)	66%	(175)	266
#1 Issue: Women's Issues	8%	(25)	13%	(41)	9%	(27)	8%	(23)	15%	(46)	48%	(149)	311
#1 Issue: Education	7%	(4)	13%	(8)	13%	(7)	15%	(9)	9%	(5)	44%	(26)	59
#1 Issue: Energy	11%	(14)	8%	(10)	6%	(8)	10%	(13)	15%	(20)	51%	(68)	134
#1 Issue: Other	3%	(4)	3%	(4)	8%	(9)	7%	(8)	14%	(16)	64%	(74)	115

Table MCFE45_1: *The following question refers to secondhand shopping. This can include buying used or vintage items online or in person from thrift stores, consignment stores, from other individuals, or from resale stores.Have you had any of the following experiences shopping for, buying, or selling secondhand items?*

I bought secondhand item(s) online

Demographic	Yes, within the past week		Yes, within the past month		Yes, within the past three months		Yes, within the past six months		Yes, more than six months ago		No, never		Total N
Adults	6%	(129)	9%	(209)	9%	(192)	7%	(148)	16%	(345)	54%	(1188)	2210
2020 Vote: Joe Biden	6%	(61)	11%	(100)	9%	(82)	7%	(71)	14%	(133)	53%	(499)	945
2020 Vote: Donald Trump	6%	(43)	8%	(62)	8%	(61)	6%	(41)	17%	(125)	55%	(408)	740
2020 Vote: Other	4%	(2)	14%	(9)	15%	(10)	7%	(5)	17%	(12)	43%	(29)	67
2020 Vote: Didn't Vote	5%	(23)	8%	(38)	9%	(39)	7%	(31)	17%	(76)	55%	(252)	459
2018 House Vote: Democrat	6%	(47)	11%	(84)	9%	(68)	7%	(54)	15%	(115)	51%	(386)	755
2018 House Vote: Republican	6%	(35)	7%	(42)	8%	(48)	5%	(31)	19%	(114)	54%	(320)	589
2018 House Vote: Someone else	2%	(1)	16%	(8)	9%	(5)	7%	(3)	15%	(8)	50%	(25)	50
2016 Vote: Hillary Clinton	6%	(44)	11%	(77)	8%	(59)	7%	(49)	15%	(106)	52%	(360)	695
2016 Vote: Donald Trump	6%	(38)	8%	(53)	7%	(45)	5%	(34)	18%	(118)	56%	(369)	656
2016 Vote: Other	5%	(4)	11%	(10)	9%	(7)	9%	(7)	17%	(15)	49%	(42)	86
2016 Vote: Didn't Vote	6%	(43)	9%	(68)	10%	(79)	8%	(58)	14%	(106)	54%	(411)	765
Voted in 2014: Yes	6%	(68)	10%	(119)	8%	(93)	6%	(78)	17%	(207)	54%	(661)	1227
Voted in 2014: No	6%	(61)	9%	(90)	10%	(99)	7%	(70)	14%	(138)	54%	(526)	983
4-Region: Northeast	8%	(30)	7%	(28)	6%	(24)	7%	(26)	14%	(52)	58%	(223)	383
4-Region: Midwest	4%	(19)	8%	(38)	8%	(36)	8%	(36)	15%	(68)	57%	(259)	456
4-Region: South	8%	(64)	10%	(86)	10%	(82)	8%	(64)	17%	(146)	48%	(403)	844
4-Region: West	3%	(17)	11%	(57)	10%	(50)	4%	(22)	15%	(79)	57%	(301)	527
TikTok Users	8%	(62)	12%	(95)	12%	(95)	8%	(66)	15%	(119)	45%	(356)	793
Twitch Users	11%	(23)	18%	(38)	17%	(37)	8%	(18)	13%	(28)	33%	(71)	216
2022 Sports Viewers/Attendees	6%	(85)	11%	(165)	9%	(138)	7%	(103)	16%	(234)	51%	(750)	1475
Monthly Moviegoers	10%	(31)	20%	(64)	13%	(43)	10%	(34)	10%	(31)	37%	(117)	320
Few Times per Year + Moviegoers	7%	(66)	14%	(130)	12%	(106)	9%	(82)	15%	(134)	44%	(402)	920
Heard Smile Campaign	10%	(56)	19%	(104)	14%	(76)	10%	(58)	11%	(59)	36%	(198)	551
Heard Minion Campaign	11%	(58)	15%	(83)	15%	(80)	10%	(53)	12%	(67)	37%	(200)	540
Listens to Podcasts	7%	(84)	13%	(153)	12%	(137)	9%	(99)	17%	(187)	42%	(471)	1132
Streaming Services User	7%	(116)	10%	(181)	10%	(185)	8%	(138)	17%	(294)	48%	(859)	1773
Netflix User	7%	(101)	11%	(160)	11%	(164)	8%	(123)	15%	(219)	48%	(705)	1474

Continued on next page

Table MCFE45_1: *The following question refers to secondhand shopping. This can include buying used or vintage items online or in person from thrift stores, consignment stores, from other individuals, or from resale stores.Have you had any of the following experiences shopping for, buying, or selling secondhand items?*

I bought secondhand item(s) online

Demographic	Yes, within the past week		Yes, within the past month		Yes, within the past three months		Yes, within the past six months		Yes, more than six months ago		No, never		Total N
Adults	6%	(129)	9%	(209)	9%	(192)	7%	(148)	16%	(345)	54%	(1188)	2210
Disney+ User	8%	(75)	12%	(121)	13%	(127)	9%	(88)	16%	(155)	42%	(418)	984
Heterosexual or straight	5%	(101)	10%	(189)	9%	(176)	7%	(135)	16%	(307)	54%	(1063)	1971
Gay	16%	(11)	7%	(5)	2%	(1)	1%	(1)	12%	(8)	62%	(42)	68
Bisexual	10%	(9)	9%	(8)	12%	(10)	8%	(7)	16%	(14)	45%	(40)	88
Yes	9%	(6)	7%	(5)	12%	(8)	9%	(7)	13%	(9)	50%	(35)	70
No	6%	(122)	10%	(204)	9%	(184)	7%	(141)	16%	(336)	54%	(1152)	2140

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

Table MCFE45_2: *The following question refers to secondhand shopping. This can include buying used or vintage items online or in person from thrift stores, consignment stores, from other individuals, or from resale stores.Have you had any of the following experiences shopping for, buying, or selling secondhand items?*

I bought secondhand item(s) in a store

Demographic	Yes, within the past week		Yes, within the past month		Yes, within the past three months		Yes, within the past six months		Yes, more than six months ago		No, never		Total N
Adults	9%	(198)	12%	(271)	11%	(243)	8%	(187)	24%	(521)	36%	(791)	2210
Gender: Male	8%	(82)	12%	(123)	11%	(119)	7%	(74)	23%	(244)	40%	(426)	1068
Gender: Female	10%	(116)	13%	(147)	11%	(125)	10%	(113)	24%	(277)	32%	(365)	1142
Age: 18-34	11%	(70)	19%	(122)	13%	(81)	10%	(62)	16%	(104)	32%	(205)	642
Age: 35-44	11%	(42)	12%	(45)	13%	(46)	11%	(41)	19%	(68)	34%	(124)	365
Age: 45-64	9%	(66)	9%	(64)	12%	(84)	8%	(56)	24%	(171)	38%	(273)	714
Age: 65+	4%	(20)	8%	(41)	7%	(33)	6%	(28)	36%	(178)	39%	(189)	489
GenZers: 1997-2012	10%	(25)	21%	(53)	13%	(33)	13%	(34)	14%	(35)	30%	(76)	256
Millennials: 1981-1996	11%	(70)	16%	(102)	13%	(82)	10%	(63)	17%	(113)	34%	(222)	653
GenXers: 1965-1980	12%	(67)	11%	(62)	13%	(71)	8%	(45)	23%	(125)	33%	(184)	555
Baby Boomers: 1946-1964	5%	(32)	7%	(50)	8%	(53)	6%	(41)	34%	(229)	40%	(268)	673
PID: Dem (no lean)	10%	(88)	14%	(123)	13%	(108)	8%	(67)	22%	(185)	33%	(288)	860
PID: Ind (no lean)	7%	(45)	9%	(60)	10%	(71)	9%	(60)	26%	(177)	39%	(263)	674
PID: Rep (no lean)	10%	(65)	13%	(88)	10%	(65)	9%	(60)	23%	(158)	36%	(240)	676
PID/Gender: Dem Men	10%	(39)	16%	(62)	15%	(59)	8%	(31)	19%	(75)	32%	(128)	394
PID/Gender: Dem Women	10%	(49)	13%	(61)	10%	(49)	8%	(37)	24%	(111)	34%	(160)	465
PID/Gender: Ind Men	5%	(18)	8%	(27)	8%	(26)	8%	(29)	26%	(91)	44%	(154)	345
PID/Gender: Ind Women	8%	(26)	10%	(32)	14%	(45)	9%	(30)	26%	(86)	33%	(109)	329
PID/Gender: Rep Men	8%	(25)	10%	(33)	10%	(33)	4%	(14)	24%	(79)	44%	(145)	328
PID/Gender: Rep Women	12%	(41)	16%	(55)	9%	(32)	13%	(46)	23%	(80)	27%	(95)	348
Ideo: Liberal (1-3)	10%	(63)	13%	(87)	13%	(87)	9%	(57)	23%	(152)	32%	(211)	656
Ideo: Moderate (4)	9%	(68)	12%	(86)	11%	(86)	8%	(57)	23%	(176)	37%	(278)	751
Ideo: Conservative (5-7)	8%	(51)	13%	(85)	9%	(58)	9%	(58)	26%	(172)	36%	(242)	666
Educ: < College	10%	(137)	12%	(176)	11%	(151)	9%	(134)	23%	(333)	35%	(505)	1437
Educ: Bachelors degree	8%	(38)	13%	(64)	12%	(61)	6%	(28)	25%	(121)	36%	(178)	491
Educ: Post-grad	8%	(23)	11%	(31)	11%	(31)	8%	(24)	24%	(66)	38%	(108)	282

Table MCFE45_2: *The following question refers to secondhand shopping. This can include buying used or vintage items online or in person from thrift stores, consignment stores, from other individuals, or from resale stores.Have you had any of the following experiences shopping for, buying, or selling secondhand items?*

I bought secondhand item(s) in a store

Demographic	Yes, within the past week		Yes, within the past month		Yes, within the past three months		Yes, within the past six months		Yes, more than six months ago		No, never		Total N
Adults	9%	(198)	12%	(271)	11%	(243)	8%	(187)	24%	(521)	36%	(791)	2210
Income: Under 50k	9%	(113)	13%	(159)	11%	(138)	8%	(108)	23%	(286)	37%	(467)	1271
Income: 50k-100k	9%	(59)	12%	(82)	12%	(76)	9%	(58)	26%	(168)	32%	(213)	656
Income: 100k+	9%	(25)	10%	(29)	10%	(29)	7%	(20)	24%	(67)	39%	(111)	283
Ethnicity: White	9%	(156)	12%	(205)	11%	(181)	8%	(141)	25%	(434)	35%	(594)	1711
Ethnicity: Hispanic	12%	(46)	16%	(58)	12%	(47)	8%	(31)	14%	(51)	38%	(141)	374
Ethnicity: Black	10%	(27)	14%	(40)	13%	(37)	9%	(26)	18%	(52)	35%	(100)	282
Ethnicity: Other	7%	(14)	12%	(26)	12%	(26)	9%	(19)	16%	(35)	45%	(97)	217
All Christian	10%	(100)	12%	(122)	10%	(104)	7%	(71)	27%	(273)	35%	(359)	1029
All Non-Christian	6%	(8)	10%	(13)	8%	(11)	11%	(15)	17%	(22)	47%	(60)	129
Atheist	11%	(11)	12%	(12)	18%	(18)	9%	(9)	17%	(17)	32%	(32)	99
Agnostic/Nothing in particular	7%	(42)	11%	(63)	12%	(68)	9%	(55)	23%	(136)	38%	(223)	587
Something Else	10%	(36)	16%	(60)	12%	(44)	10%	(37)	20%	(72)	32%	(117)	365
Religious Non-Protestant/Catholic	5%	(8)	12%	(18)	11%	(17)	11%	(17)	19%	(30)	42%	(64)	154
Evangelical	10%	(58)	17%	(93)	11%	(59)	7%	(41)	23%	(131)	32%	(176)	558
Non-Evangelical	10%	(76)	11%	(84)	10%	(79)	8%	(64)	26%	(204)	36%	(285)	792
Community: Urban	11%	(70)	13%	(85)	13%	(83)	9%	(58)	20%	(126)	34%	(215)	638
Community: Suburban	7%	(72)	11%	(111)	9%	(91)	8%	(76)	26%	(263)	40%	(401)	1014
Community: Rural	10%	(57)	13%	(74)	12%	(69)	9%	(52)	24%	(132)	31%	(175)	558
Employ: Private Sector	10%	(64)	16%	(107)	11%	(72)	10%	(63)	20%	(134)	33%	(214)	654
Employ: Government	16%	(22)	17%	(23)	19%	(26)	6%	(9)	13%	(17)	29%	(39)	136
Employ: Self-Employed	16%	(26)	14%	(24)	17%	(28)	7%	(11)	21%	(34)	26%	(43)	166
Employ: Homemaker	12%	(23)	10%	(19)	12%	(23)	15%	(28)	23%	(44)	28%	(53)	190
Employ: Student	3%	(2)	25%	(15)	9%	(6)	11%	(7)	22%	(14)	30%	(19)	62
Employ: Retired	5%	(26)	7%	(39)	9%	(49)	6%	(34)	33%	(185)	41%	(229)	563
Employ: Unemployed	8%	(25)	8%	(24)	10%	(30)	7%	(23)	20%	(59)	47%	(141)	301
Employ: Other	7%	(9)	14%	(19)	8%	(10)	8%	(11)	25%	(34)	39%	(53)	137

Table MCFE45_2: *The following question refers to secondhand shopping. This can include buying used or vintage items online or in person from thrift stores, consignment stores, from other individuals, or from resale stores.Have you had any of the following experiences shopping for, buying, or selling secondhand items?*

I bought secondhand item(s) in a store

Demographic	Yes, within the past week		Yes, within the past month		Yes, within the past three months		Yes, within the past six months		Yes, more than six months ago		No, never		Total N
Adults	9%	(198)	12%	(271)	11%	(243)	8%	(187)	24%	(521)	36%	(791)	2210
Military HH: Yes	9%	(25)	10%	(30)	10%	(27)	8%	(23)	30%	(85)	33%	(93)	283
Military HH: No	9%	(173)	13%	(241)	11%	(216)	8%	(163)	23%	(436)	36%	(698)	1927
RD/WT: Right Direction	10%	(67)	13%	(90)	13%	(87)	9%	(62)	21%	(139)	33%	(221)	666
RD/WT: Wrong Track	8%	(131)	12%	(181)	10%	(156)	8%	(125)	25%	(382)	37%	(570)	1544
Biden Job Approve	10%	(96)	13%	(129)	12%	(114)	8%	(82)	23%	(221)	34%	(327)	970
Biden Job Disapprove	8%	(91)	12%	(134)	10%	(117)	9%	(99)	25%	(282)	37%	(421)	1144
Biden Job Strongly Approve	12%	(50)	15%	(64)	13%	(56)	9%	(39)	19%	(84)	32%	(139)	433
Biden Job Somewhat Approve	9%	(46)	12%	(65)	11%	(58)	8%	(43)	26%	(137)	35%	(189)	537
Biden Job Somewhat Disapprove	9%	(31)	13%	(44)	12%	(40)	9%	(29)	25%	(84)	32%	(110)	339
Biden Job Strongly Disapprove	7%	(60)	11%	(90)	10%	(77)	9%	(70)	25%	(197)	39%	(311)	805
Favorable of Biden	10%	(94)	13%	(129)	11%	(106)	8%	(73)	24%	(231)	35%	(336)	969
Unfavorable of Biden	8%	(92)	12%	(133)	11%	(123)	9%	(105)	24%	(272)	36%	(408)	1134
Very Favorable of Biden	12%	(57)	13%	(63)	11%	(55)	8%	(38)	20%	(98)	36%	(172)	482
Somewhat Favorable of Biden	8%	(37)	14%	(66)	10%	(51)	7%	(35)	27%	(133)	34%	(165)	487
Somewhat Unfavorable of Biden	8%	(23)	14%	(41)	16%	(46)	10%	(31)	25%	(75)	28%	(83)	299
Very Unfavorable of Biden	8%	(69)	11%	(92)	9%	(77)	9%	(75)	24%	(198)	39%	(325)	835
#1 Issue: Economy	9%	(80)	12%	(108)	12%	(108)	8%	(76)	24%	(217)	35%	(323)	913
#1 Issue: Security	6%	(14)	16%	(39)	7%	(16)	7%	(17)	24%	(58)	41%	(100)	243
#1 Issue: Health Care	6%	(10)	16%	(27)	13%	(22)	9%	(15)	22%	(38)	34%	(58)	170
#1 Issue: Medicare / Social Security	11%	(29)	7%	(19)	10%	(25)	7%	(19)	28%	(76)	37%	(98)	266
#1 Issue: Women's Issues	10%	(32)	15%	(46)	13%	(40)	11%	(33)	19%	(60)	32%	(100)	311
#1 Issue: Education	16%	(10)	15%	(9)	11%	(7)	11%	(6)	21%	(13)	25%	(15)	59
#1 Issue: Energy	13%	(18)	10%	(13)	12%	(17)	9%	(12)	21%	(28)	35%	(46)	134
#1 Issue: Other	4%	(5)	9%	(10)	7%	(8)	8%	(9)	28%	(32)	44%	(50)	115

Table MCFE45_2: *The following question refers to secondhand shopping. This can include buying used or vintage items online or in person from thrift stores, consignment stores, from other individuals, or from resale stores. Have you had any of the following experiences shopping for, buying, or selling secondhand items?*

I bought secondhand item(s) in a store

Demographic	Yes, within the past week		Yes, within the past month		Yes, within the past three months		Yes, within the past six months		Yes, more than six months ago		No, never		Total N
Adults	9%	(198)	12%	(271)	11%	(243)	8%	(187)	24%	(521)	36%	(791)	2210
2020 Vote: Joe Biden	9%	(85)	13%	(120)	12%	(112)	8%	(78)	23%	(216)	35%	(334)	945
2020 Vote: Donald Trump	8%	(60)	11%	(84)	12%	(86)	8%	(61)	24%	(178)	37%	(270)	740
2020 Vote: Other	7%	(5)	18%	(12)	13%	(9)	6%	(4)	30%	(20)	27%	(18)	67
2020 Vote: Didn't Vote	10%	(48)	12%	(55)	8%	(37)	10%	(44)	23%	(107)	37%	(168)	459
2018 House Vote: Democrat	9%	(71)	13%	(101)	12%	(89)	8%	(60)	23%	(175)	34%	(258)	755
2018 House Vote: Republican	8%	(49)	11%	(65)	10%	(58)	8%	(45)	26%	(154)	37%	(218)	589
2018 House Vote: Someone else	18%	(9)	15%	(7)	10%	(5)	9%	(4)	18%	(9)	29%	(15)	50
2016 Vote: Hillary Clinton	10%	(68)	12%	(85)	12%	(85)	8%	(55)	23%	(162)	34%	(240)	695
2016 Vote: Donald Trump	8%	(53)	12%	(81)	9%	(60)	8%	(51)	25%	(166)	37%	(245)	656
2016 Vote: Other	6%	(5)	13%	(11)	11%	(10)	8%	(7)	32%	(27)	30%	(26)	86
2016 Vote: Didn't Vote	9%	(71)	12%	(91)	11%	(86)	9%	(73)	22%	(165)	36%	(279)	765
Voted in 2014: Yes	10%	(119)	11%	(138)	11%	(133)	8%	(102)	26%	(314)	34%	(421)	1227
Voted in 2014: No	8%	(79)	13%	(132)	11%	(110)	9%	(85)	21%	(207)	38%	(370)	983
4-Region: Northeast	10%	(40)	8%	(32)	9%	(35)	7%	(26)	20%	(78)	45%	(171)	383
4-Region: Midwest	10%	(44)	13%	(57)	10%	(45)	8%	(36)	26%	(118)	35%	(158)	456
4-Region: South	9%	(76)	13%	(113)	12%	(105)	10%	(82)	24%	(201)	32%	(268)	844
4-Region: West	7%	(39)	13%	(68)	11%	(58)	8%	(43)	24%	(125)	37%	(194)	527
TikTok Users	12%	(99)	17%	(134)	13%	(102)	11%	(84)	19%	(147)	29%	(227)	793
Twitch Users	15%	(32)	17%	(36)	11%	(24)	12%	(26)	22%	(47)	24%	(51)	216
2022 Sports Viewers/Attendees	9%	(135)	15%	(216)	12%	(176)	8%	(122)	23%	(345)	33%	(482)	1475
Monthly Moviegoers	14%	(45)	24%	(78)	16%	(51)	8%	(25)	13%	(43)	24%	(77)	320
Few Times per Year + Moviegoers	10%	(94)	18%	(166)	15%	(137)	8%	(76)	20%	(186)	28%	(260)	920
Heard Smile Campaign	15%	(81)	20%	(112)	15%	(83)	11%	(58)	14%	(76)	26%	(141)	551
Heard Minion Campaign	15%	(81)	21%	(112)	14%	(77)	10%	(51)	15%	(78)	26%	(139)	540
Listens to Podcasts	11%	(124)	15%	(173)	14%	(156)	10%	(117)	21%	(240)	28%	(321)	1132
Streaming Services User	10%	(170)	14%	(243)	12%	(212)	9%	(168)	24%	(422)	31%	(558)	1773
Netflix User	10%	(147)	14%	(207)	14%	(202)	10%	(142)	22%	(317)	31%	(459)	1474

Continued on next page

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I bought secondhand item(s) in a store

Demographic	Yes, within the past week		Yes, within the past month		Yes, within the past three months		Yes, within the past six months		Yes, more than six months ago		No, never		Total N
Adults	9%	(198)	12%	(271)	11%	(243)	8%	(187)	24%	(521)	36%	(791)	2210
Disney+ User	12%	(116)	16%	(159)	15%	(149)	11%	(105)	20%	(194)	26%	(261)	984
Heterosexual or straight	9%	(181)	12%	(237)	10%	(206)	8%	(165)	24%	(478)	36%	(703)	1971
Gay	3%	(2)	6%	(4)	23%	(16)	5%	(4)	19%	(13)	44%	(30)	68
Bisexual	12%	(11)	19%	(17)	14%	(12)	12%	(11)	16%	(14)	26%	(23)	88
Yes	10%	(7)	13%	(9)	15%	(11)	11%	(8)	13%	(9)	38%	(27)	70
No	9%	(191)	12%	(261)	11%	(233)	8%	(179)	24%	(512)	36%	(764)	2140

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

Table MCFE45_3: *The following question refers to secondhand shopping. This can include buying used or vintage items online or in person from thrift stores, consignment stores, from other individuals, or from resale stores.Have you had any of the following experiences shopping for, buying, or selling secondhand items?*

I shopped for secondhand item(s) online

Demographic	Yes, within the past week		Yes, within the past month		Yes, within the past three months		Yes, within the past six months		Yes, more than six months ago		No, never		Total N
Adults	8%	(172)	9%	(206)	9%	(199)	7%	(153)	13%	(287)	54%	(1193)	2210
Gender: Male	8%	(89)	11%	(115)	9%	(101)	7%	(77)	14%	(147)	51%	(540)	1068
Gender: Female	7%	(83)	8%	(91)	9%	(99)	7%	(76)	12%	(140)	57%	(653)	1142
Age: 18-34	11%	(68)	15%	(96)	11%	(69)	11%	(69)	11%	(70)	42%	(270)	642
Age: 35-44	10%	(36)	11%	(42)	14%	(52)	7%	(25)	14%	(52)	43%	(159)	365
Age: 45-64	7%	(47)	6%	(45)	8%	(58)	6%	(45)	14%	(97)	59%	(422)	714
Age: 65+	4%	(22)	5%	(24)	4%	(20)	3%	(13)	14%	(68)	70%	(342)	489
GenZers: 1997-2012	9%	(24)	15%	(37)	11%	(29)	13%	(33)	11%	(29)	41%	(105)	256
Millennials: 1981-1996	11%	(69)	13%	(84)	12%	(81)	8%	(55)	12%	(80)	43%	(283)	653
GenXers: 1965-1980	8%	(43)	9%	(49)	11%	(59)	6%	(32)	14%	(76)	53%	(295)	555
Baby Boomers: 1946-1964	5%	(34)	5%	(33)	4%	(29)	5%	(32)	15%	(98)	66%	(446)	673
PID: Dem (no lean)	9%	(77)	12%	(100)	10%	(87)	7%	(61)	12%	(107)	50%	(427)	860
PID: Ind (no lean)	6%	(44)	7%	(45)	8%	(57)	6%	(39)	14%	(95)	59%	(396)	674
PID: Rep (no lean)	8%	(51)	9%	(61)	8%	(55)	8%	(54)	13%	(85)	55%	(370)	676
PID/Gender: Dem Men	11%	(45)	15%	(61)	10%	(41)	7%	(27)	13%	(49)	44%	(172)	394
PID/Gender: Dem Women	7%	(32)	9%	(40)	10%	(47)	7%	(33)	12%	(57)	55%	(256)	465
PID/Gender: Ind Men	6%	(22)	7%	(26)	9%	(30)	6%	(22)	16%	(56)	55%	(190)	345
PID/Gender: Ind Women	7%	(22)	6%	(19)	8%	(27)	5%	(16)	12%	(40)	62%	(205)	329
PID/Gender: Rep Men	7%	(23)	9%	(29)	9%	(30)	8%	(27)	13%	(42)	54%	(178)	328
PID/Gender: Rep Women	8%	(29)	9%	(32)	7%	(25)	8%	(27)	12%	(43)	55%	(192)	348
Ideo: Liberal (1-3)	9%	(62)	10%	(64)	12%	(80)	9%	(59)	14%	(89)	46%	(302)	656
Ideo: Moderate (4)	7%	(52)	9%	(64)	9%	(66)	6%	(46)	13%	(95)	57%	(428)	751
Ideo: Conservative (5-7)	7%	(46)	10%	(66)	6%	(41)	6%	(40)	14%	(94)	57%	(378)	666
Educ: < College	7%	(107)	9%	(133)	8%	(110)	7%	(106)	13%	(181)	56%	(801)	1437
Educ: Bachelors degree	7%	(35)	10%	(49)	11%	(54)	6%	(29)	13%	(65)	53%	(260)	491
Educ: Post-grad	11%	(30)	9%	(24)	13%	(36)	7%	(18)	15%	(41)	47%	(132)	282

Continued on next page

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I shopped for secondhand item(s) online

Demographic	Yes, within the past week		Yes, within the past month		Yes, within the past three months		Yes, within the past six months		Yes, more than six months ago		No, never		Total N
Adults	8%	(172)	9%	(206)	9%	(199)	7%	(153)	13%	(287)	54%	(1193)	2210
Income: Under 50k	7%	(89)	9%	(113)	8%	(102)	6%	(82)	11%	(143)	58%	(743)	1271
Income: 50k-100k	8%	(54)	10%	(64)	10%	(67)	8%	(52)	15%	(98)	49%	(323)	656
Income: 100k+	10%	(29)	10%	(29)	11%	(31)	7%	(20)	16%	(46)	45%	(127)	283
Ethnicity: White	7%	(119)	9%	(157)	9%	(147)	6%	(106)	14%	(237)	55%	(944)	1711
Ethnicity: Hispanic	9%	(34)	13%	(48)	11%	(42)	6%	(24)	8%	(31)	52%	(194)	374
Ethnicity: Black	13%	(36)	10%	(29)	11%	(30)	11%	(32)	11%	(30)	44%	(125)	282
Ethnicity: Other	8%	(17)	9%	(20)	10%	(22)	7%	(15)	9%	(20)	57%	(124)	217
All Christian	7%	(77)	10%	(104)	7%	(70)	7%	(67)	14%	(143)	55%	(567)	1029
All Non-Christian	7%	(9)	7%	(9)	13%	(17)	4%	(5)	13%	(17)	56%	(72)	129
Atheist	7%	(7)	10%	(10)	16%	(16)	9%	(9)	13%	(13)	45%	(45)	99
Agnostic/Nothing in particular	7%	(43)	8%	(48)	9%	(52)	8%	(44)	13%	(75)	55%	(324)	587
Something Else	10%	(36)	9%	(35)	12%	(44)	7%	(27)	11%	(39)	51%	(185)	365
Religious Non-Protestant/Catholic	7%	(11)	7%	(10)	12%	(18)	5%	(8)	15%	(23)	54%	(83)	154
Evangelical	8%	(45)	12%	(68)	9%	(52)	7%	(37)	13%	(73)	51%	(283)	558
Non-Evangelical	8%	(61)	9%	(68)	7%	(58)	7%	(54)	13%	(103)	56%	(447)	792
Community: Urban	10%	(66)	10%	(62)	10%	(65)	8%	(51)	14%	(90)	48%	(304)	638
Community: Suburban	7%	(67)	9%	(93)	8%	(85)	6%	(62)	12%	(125)	57%	(582)	1014
Community: Rural	7%	(39)	9%	(50)	9%	(50)	7%	(40)	13%	(72)	55%	(307)	558
Employ: Private Sector	10%	(63)	10%	(69)	12%	(77)	9%	(56)	14%	(92)	45%	(297)	654
Employ: Government	11%	(15)	20%	(27)	13%	(18)	8%	(11)	13%	(18)	34%	(46)	136
Employ: Self-Employed	14%	(23)	11%	(18)	12%	(20)	7%	(11)	14%	(23)	43%	(71)	166
Employ: Homemaker	7%	(13)	9%	(18)	6%	(12)	7%	(14)	11%	(22)	59%	(111)	190
Employ: Student	9%	(6)	16%	(10)	9%	(6)	12%	(7)	15%	(9)	40%	(25)	62
Employ: Retired	6%	(31)	5%	(29)	5%	(27)	4%	(23)	13%	(71)	68%	(381)	563
Employ: Unemployed	4%	(13)	6%	(19)	8%	(25)	7%	(20)	11%	(34)	63%	(190)	301
Employ: Other	5%	(7)	12%	(16)	11%	(15)	7%	(10)	13%	(17)	53%	(72)	137

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I shopped for secondhand item(s) online

Demographic	Yes, within the past week		Yes, within the past month		Yes, within the past three months		Yes, within the past six months		Yes, more than six months ago		No, never		Total N
Adults	8%	(172)	9%	(206)	9%	(199)	7%	(153)	13%	(287)	54%	(1193)	2210
Military HH: Yes	10%	(29)	9%	(25)	11%	(31)	7%	(21)	13%	(37)	50%	(142)	283
Military HH: No	7%	(143)	9%	(181)	9%	(169)	7%	(132)	13%	(250)	55%	(1051)	1927
RD/WT: Right Direction	8%	(57)	11%	(72)	11%	(73)	8%	(51)	11%	(76)	51%	(338)	666
RD/WT: Wrong Track	7%	(115)	9%	(134)	8%	(126)	7%	(102)	14%	(211)	55%	(854)	1544
Biden Job Approve	8%	(82)	10%	(98)	11%	(107)	7%	(68)	11%	(109)	52%	(506)	970
Biden Job Disapprove	7%	(82)	9%	(100)	7%	(83)	7%	(82)	14%	(166)	55%	(631)	1144
Biden Job Strongly Approve	9%	(40)	12%	(52)	12%	(53)	6%	(24)	9%	(40)	52%	(224)	433
Biden Job Somewhat Approve	8%	(42)	9%	(46)	10%	(54)	8%	(44)	13%	(69)	53%	(282)	537
Biden Job Somewhat Disapprove	5%	(17)	10%	(33)	7%	(24)	8%	(27)	19%	(65)	51%	(174)	339
Biden Job Strongly Disapprove	8%	(65)	8%	(67)	7%	(60)	7%	(55)	12%	(101)	57%	(458)	805
Favorable of Biden	8%	(81)	10%	(94)	11%	(104)	6%	(54)	13%	(124)	53%	(511)	969
Unfavorable of Biden	7%	(80)	9%	(103)	8%	(86)	8%	(89)	14%	(154)	55%	(620)	1134
Very Favorable of Biden	10%	(46)	10%	(48)	9%	(45)	5%	(25)	11%	(54)	55%	(264)	482
Somewhat Favorable of Biden	7%	(35)	9%	(46)	12%	(59)	6%	(30)	14%	(70)	51%	(248)	487
Somewhat Unfavorable of Biden	5%	(13)	11%	(33)	8%	(24)	8%	(25)	18%	(54)	50%	(149)	299
Very Unfavorable of Biden	8%	(66)	8%	(70)	7%	(63)	8%	(64)	12%	(100)	56%	(472)	835
#1 Issue: Economy	6%	(59)	10%	(94)	10%	(94)	8%	(69)	15%	(137)	50%	(459)	913
#1 Issue: Security	9%	(22)	12%	(29)	3%	(7)	7%	(17)	9%	(23)	60%	(145)	243
#1 Issue: Health Care	9%	(15)	6%	(11)	12%	(21)	5%	(9)	13%	(23)	54%	(92)	170
#1 Issue: Medicare / Social Security	8%	(21)	7%	(19)	6%	(16)	2%	(5)	12%	(31)	65%	(173)	266
#1 Issue: Women's Issues	9%	(29)	9%	(28)	11%	(34)	9%	(27)	14%	(43)	48%	(150)	311
#1 Issue: Education	8%	(5)	11%	(6)	12%	(7)	14%	(8)	8%	(5)	46%	(27)	59
#1 Issue: Energy	10%	(14)	9%	(13)	9%	(12)	6%	(9)	10%	(14)	55%	(74)	134
#1 Issue: Other	6%	(7)	5%	(6)	6%	(7)	8%	(9)	11%	(13)	64%	(73)	115

Table MCFE45_3: *The following question refers to secondhand shopping. This can include buying used or vintage items online or in person from thrift stores, consignment stores, from other individuals, or from resale stores. Have you had any of the following experiences shopping for, buying, or selling secondhand items?*

I shopped for secondhand item(s) online

Demographic	Yes, within the past week		Yes, within the past month		Yes, within the past three months		Yes, within the past six months		Yes, more than six months ago		No, never		Total N
Adults	8%	(172)	9%	(206)	9%	(199)	7%	(153)	13%	(287)	54%	(1193)	2210
2020 Vote: Joe Biden	9%	(81)	9%	(87)	11%	(103)	7%	(62)	12%	(117)	52%	(495)	945
2020 Vote: Donald Trump	8%	(57)	9%	(66)	8%	(59)	8%	(56)	13%	(98)	55%	(404)	740
2020 Vote: Other	6%	(4)	14%	(9)	10%	(7)	8%	(6)	13%	(8)	49%	(33)	67
2020 Vote: Didn't Vote	7%	(30)	9%	(43)	7%	(30)	7%	(30)	14%	(64)	57%	(261)	459
2018 House Vote: Democrat	9%	(66)	10%	(75)	11%	(84)	6%	(47)	13%	(101)	51%	(382)	755
2018 House Vote: Republican	7%	(44)	8%	(46)	9%	(50)	7%	(42)	14%	(84)	55%	(323)	589
2018 House Vote: Someone else	4%	(2)	16%	(8)	9%	(5)	10%	(5)	10%	(5)	50%	(25)	50
2016 Vote: Hillary Clinton	8%	(57)	9%	(65)	12%	(81)	7%	(47)	12%	(84)	52%	(361)	695
2016 Vote: Donald Trump	8%	(52)	8%	(53)	7%	(44)	6%	(39)	15%	(98)	57%	(371)	656
2016 Vote: Other	7%	(6)	8%	(7)	10%	(9)	8%	(7)	19%	(16)	48%	(41)	86
2016 Vote: Didn't Vote	7%	(56)	10%	(79)	9%	(65)	8%	(60)	12%	(89)	54%	(416)	765
Voted in 2014: Yes	8%	(96)	9%	(113)	9%	(108)	6%	(79)	14%	(170)	54%	(660)	1227
Voted in 2014: No	8%	(76)	9%	(93)	9%	(91)	8%	(74)	12%	(117)	54%	(532)	983
4-Region: Northeast	7%	(28)	8%	(31)	8%	(31)	7%	(26)	12%	(45)	58%	(221)	383
4-Region: Midwest	7%	(32)	9%	(42)	8%	(38)	7%	(31)	14%	(62)	55%	(251)	456
4-Region: South	10%	(86)	10%	(88)	10%	(81)	7%	(63)	13%	(113)	49%	(414)	844
4-Region: West	5%	(26)	9%	(45)	9%	(48)	6%	(34)	13%	(66)	58%	(307)	527
TikTok Users	10%	(78)	12%	(92)	13%	(103)	10%	(83)	11%	(91)	44%	(346)	793
Twitch Users	12%	(25)	17%	(37)	15%	(32)	13%	(28)	11%	(23)	33%	(70)	216
2022 Sports Viewers/Attendees	8%	(123)	11%	(164)	11%	(157)	7%	(105)	13%	(196)	49%	(730)	1475
Monthly Moviegoers	13%	(42)	18%	(57)	17%	(55)	10%	(32)	8%	(27)	34%	(108)	320
Few Times per Year + Moviegoers	10%	(90)	12%	(114)	13%	(121)	9%	(82)	12%	(112)	44%	(401)	920
Heard Smile Campaign	13%	(69)	16%	(90)	14%	(79)	12%	(65)	11%	(59)	34%	(189)	551
Heard Minion Campaign	13%	(70)	14%	(76)	16%	(85)	11%	(59)	10%	(55)	36%	(196)	540
Listens to Podcasts	9%	(104)	14%	(156)	13%	(145)	9%	(105)	13%	(150)	42%	(471)	1132
Streaming Services User	9%	(154)	10%	(186)	11%	(188)	8%	(138)	14%	(247)	49%	(861)	1773
Netflix User	9%	(132)	11%	(165)	11%	(168)	8%	(125)	13%	(187)	47%	(697)	1474

Table MCFE45_3: *The following question refers to secondhand shopping. This can include buying used or vintage items online or in person from thrift stores, consignment stores, from other individuals, or from resale stores.Have you had any of the following experiences shopping for, buying, or selling secondhand items?*

I shopped for secondhand item(s) online

Demographic	Yes, within the past week		Yes, within the past month		Yes, within the past three months		Yes, within the past six months		Yes, more than six months ago		No, never		Total N
Adults	8%	(172)	9%	(206)	9%	(199)	7%	(153)	13%	(287)	54%	(1193)	2210
Disney+ User	10%	(101)	13%	(123)	13%	(131)	9%	(87)	12%	(123)	43%	(419)	984
Heterosexual or straight	7%	(142)	10%	(188)	9%	(170)	7%	(138)	13%	(256)	55%	(1076)	1971
Gay	13%	(9)	5%	(4)	8%	(5)	1%	(1)	11%	(7)	62%	(42)	68
Bisexual	11%	(10)	9%	(8)	17%	(15)	8%	(7)	14%	(13)	41%	(36)	88
Yes	13%	(9)	12%	(8)	8%	(6)	10%	(7)	12%	(8)	46%	(32)	70
No	8%	(163)	9%	(198)	9%	(194)	7%	(146)	13%	(279)	54%	(1161)	2140

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

Table MCFE45_4: *The following question refers to secondhand shopping. This can include buying used or vintage items online or in person from thrift stores, consignment stores, from other individuals, or from resale stores.Have you had any of the following experiences shopping for, buying, or selling secondhand items?*

I shopped for secondhand item(s) in a store

Demographic	Yes, within the past week		Yes, within the past month		Yes, within the past three months		Yes, within the past six months		Yes, more than six months ago		No, never		Total N
Adults	10%	(221)	13%	(286)	11%	(234)	9%	(195)	21%	(464)	37%	(810)	2210
Gender: Male	9%	(96)	12%	(130)	10%	(105)	8%	(86)	20%	(208)	41%	(442)	1068
Gender: Female	11%	(124)	14%	(157)	11%	(129)	9%	(108)	22%	(256)	32%	(368)	1142
Age: 18-34	12%	(80)	17%	(110)	13%	(82)	11%	(71)	15%	(95)	32%	(205)	642
Age: 35-44	13%	(49)	14%	(52)	13%	(49)	8%	(29)	17%	(62)	34%	(125)	365
Age: 45-64	10%	(68)	10%	(70)	10%	(74)	9%	(62)	23%	(162)	39%	(279)	714
Age: 65+	5%	(24)	11%	(55)	6%	(29)	7%	(33)	30%	(146)	41%	(201)	489
GenZers: 1997-2012	13%	(33)	19%	(49)	13%	(34)	14%	(35)	14%	(35)	27%	(70)	256
Millennials: 1981-1996	12%	(79)	15%	(100)	13%	(87)	9%	(61)	15%	(98)	35%	(230)	653
GenXers: 1965-1980	13%	(72)	11%	(62)	12%	(66)	7%	(41)	22%	(125)	34%	(190)	555
Baby Boomers: 1946-1964	5%	(33)	11%	(72)	6%	(43)	8%	(54)	28%	(190)	42%	(280)	673
PID: Dem (no lean)	11%	(95)	14%	(122)	12%	(104)	8%	(73)	20%	(175)	34%	(291)	860
PID: Ind (no lean)	8%	(56)	11%	(75)	9%	(60)	9%	(62)	22%	(147)	41%	(274)	674
PID: Rep (no lean)	10%	(69)	13%	(89)	10%	(70)	9%	(60)	21%	(143)	36%	(245)	676
PID/Gender: Dem Men	12%	(47)	14%	(54)	13%	(52)	9%	(35)	18%	(71)	34%	(135)	394
PID/Gender: Dem Women	10%	(48)	15%	(68)	11%	(52)	8%	(38)	22%	(103)	34%	(157)	465
PID/Gender: Ind Men	7%	(25)	10%	(34)	7%	(24)	8%	(28)	22%	(76)	46%	(157)	345
PID/Gender: Ind Women	10%	(31)	12%	(41)	11%	(36)	10%	(33)	22%	(71)	35%	(116)	329
PID/Gender: Rep Men	7%	(24)	13%	(41)	9%	(30)	7%	(23)	18%	(61)	46%	(150)	328
PID/Gender: Rep Women	13%	(45)	14%	(48)	12%	(40)	11%	(37)	24%	(82)	27%	(95)	348
Ideo: Liberal (1-3)	11%	(70)	14%	(89)	13%	(87)	9%	(60)	22%	(143)	31%	(207)	656
Ideo: Moderate (4)	11%	(81)	11%	(83)	10%	(75)	9%	(68)	21%	(154)	39%	(290)	751
Ideo: Conservative (5-7)	8%	(52)	14%	(95)	9%	(61)	8%	(56)	22%	(147)	38%	(255)	666
Educ: < College	11%	(151)	13%	(182)	11%	(154)	10%	(143)	21%	(300)	35%	(507)	1437
Educ: Bachelors degree	9%	(43)	15%	(74)	12%	(58)	6%	(28)	20%	(100)	38%	(189)	491
Educ: Post-grad	9%	(27)	11%	(30)	8%	(23)	8%	(24)	23%	(65)	40%	(114)	282

Table MCFE45_4: *The following question refers to secondhand shopping. This can include buying used or vintage items online or in person from thrift stores, consignment stores, from other individuals, or from resale stores. Have you had any of the following experiences shopping for, buying, or selling secondhand items?*

I shopped for secondhand item(s) in a store

Demographic	Yes, within the past week		Yes, within the past month		Yes, within the past three months		Yes, within the past six months		Yes, more than six months ago		No, never		Total N
Adults	10%	(221)	13%	(286)	11%	(234)	9%	(195)	21%	(464)	37%	(810)	2210
Income: Under 50k	10%	(128)	13%	(164)	11%	(139)	9%	(117)	19%	(246)	37%	(476)	1271
Income: 50k-100k	10%	(63)	13%	(87)	11%	(71)	9%	(57)	24%	(156)	34%	(222)	656
Income: 100k+	11%	(30)	13%	(36)	8%	(23)	7%	(20)	22%	(62)	39%	(111)	283
Ethnicity: White	10%	(169)	13%	(218)	10%	(175)	9%	(150)	22%	(380)	36%	(619)	1711
Ethnicity: Hispanic	16%	(58)	13%	(50)	13%	(49)	9%	(32)	12%	(44)	38%	(140)	374
Ethnicity: Black	11%	(32)	15%	(41)	11%	(30)	10%	(29)	19%	(52)	34%	(97)	282
Ethnicity: Other	9%	(20)	12%	(27)	14%	(30)	7%	(15)	15%	(32)	43%	(93)	217
All Christian	10%	(98)	14%	(141)	10%	(98)	8%	(87)	23%	(239)	36%	(366)	1029
All Non-Christian	8%	(11)	7%	(9)	10%	(13)	9%	(11)	18%	(23)	48%	(62)	129
Atheist	13%	(13)	9%	(9)	16%	(16)	8%	(8)	21%	(21)	32%	(32)	99
Agnostic/Nothing in particular	9%	(54)	12%	(72)	11%	(64)	9%	(51)	19%	(113)	40%	(233)	587
Something Else	12%	(44)	15%	(56)	12%	(43)	10%	(37)	19%	(69)	32%	(116)	365
Religious Non-Protestant/Catholic	7%	(11)	9%	(14)	11%	(17)	12%	(19)	16%	(24)	45%	(69)	154
Evangelical	11%	(63)	16%	(91)	12%	(67)	8%	(47)	22%	(123)	30%	(167)	558
Non-Evangelical	10%	(77)	13%	(100)	9%	(68)	9%	(70)	23%	(181)	37%	(296)	792
Community: Urban	12%	(77)	13%	(82)	13%	(82)	10%	(62)	17%	(111)	35%	(223)	638
Community: Suburban	8%	(83)	12%	(120)	9%	(88)	8%	(86)	23%	(231)	40%	(407)	1014
Community: Rural	11%	(61)	15%	(85)	11%	(64)	8%	(47)	22%	(122)	32%	(180)	558
Employ: Private Sector	12%	(77)	14%	(94)	12%	(79)	10%	(62)	18%	(118)	34%	(225)	654
Employ: Government	18%	(25)	18%	(25)	12%	(17)	9%	(12)	14%	(19)	29%	(39)	136
Employ: Self-Employed	17%	(28)	16%	(27)	13%	(22)	9%	(15)	18%	(30)	27%	(45)	166
Employ: Homemaker	11%	(21)	11%	(21)	15%	(29)	11%	(21)	21%	(41)	30%	(58)	190
Employ: Student	13%	(8)	20%	(13)	12%	(7)	13%	(8)	14%	(9)	28%	(17)	62
Employ: Retired	5%	(29)	10%	(57)	7%	(40)	8%	(43)	28%	(157)	42%	(236)	563
Employ: Unemployed	9%	(26)	10%	(30)	9%	(28)	9%	(26)	18%	(53)	46%	(138)	301
Employ: Other	5%	(7)	15%	(20)	9%	(12)	6%	(8)	28%	(38)	38%	(52)	137

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I shopped for secondhand item(s) in a store

Demographic	Yes, within the past week		Yes, within the past month		Yes, within the past three months		Yes, within the past six months		Yes, more than six months ago		No, never		Total N
Adults	10%	(221)	13%	(286)	11%	(234)	9%	(195)	21%	(464)	37%	(810)	2210
Military HH: Yes	10%	(28)	15%	(41)	9%	(26)	13%	(36)	21%	(59)	33%	(93)	283
Military HH: No	10%	(193)	13%	(245)	11%	(208)	8%	(158)	21%	(405)	37%	(717)	1927
RD/WT: Right Direction	11%	(73)	14%	(94)	12%	(83)	10%	(68)	20%	(131)	33%	(218)	666
RD/WT: Wrong Track	10%	(148)	12%	(192)	10%	(152)	8%	(127)	22%	(333)	38%	(592)	1544
Biden Job Approve	10%	(100)	14%	(135)	12%	(117)	9%	(90)	21%	(206)	33%	(323)	970
Biden Job Disapprove	10%	(111)	12%	(143)	10%	(110)	9%	(98)	21%	(239)	39%	(443)	1144
Biden Job Strongly Approve	13%	(54)	17%	(71)	12%	(50)	9%	(37)	19%	(83)	32%	(137)	433
Biden Job Somewhat Approve	8%	(46)	12%	(63)	12%	(67)	10%	(53)	23%	(123)	35%	(186)	537
Biden Job Somewhat Disapprove	11%	(37)	13%	(43)	11%	(38)	9%	(31)	22%	(74)	35%	(117)	339
Biden Job Strongly Disapprove	9%	(74)	12%	(100)	9%	(72)	8%	(67)	21%	(165)	40%	(326)	805
Favorable of Biden	11%	(107)	13%	(130)	11%	(105)	8%	(81)	22%	(210)	35%	(337)	969
Unfavorable of Biden	9%	(101)	13%	(145)	11%	(120)	9%	(104)	21%	(235)	38%	(428)	1134
Very Favorable of Biden	13%	(62)	15%	(72)	10%	(48)	7%	(35)	19%	(93)	36%	(172)	482
Somewhat Favorable of Biden	9%	(44)	12%	(59)	12%	(57)	9%	(46)	24%	(117)	34%	(164)	487
Somewhat Unfavorable of Biden	10%	(30)	13%	(39)	15%	(44)	9%	(28)	24%	(71)	29%	(87)	299
Very Unfavorable of Biden	9%	(72)	13%	(106)	9%	(75)	9%	(76)	20%	(164)	41%	(342)	835
#1 Issue: Economy	9%	(84)	13%	(122)	12%	(105)	9%	(83)	22%	(199)	35%	(320)	913
#1 Issue: Security	8%	(19)	12%	(30)	6%	(16)	8%	(19)	21%	(50)	45%	(109)	243
#1 Issue: Health Care	11%	(19)	13%	(22)	10%	(17)	11%	(18)	18%	(31)	37%	(64)	170
#1 Issue: Medicare / Social Security	9%	(25)	13%	(35)	8%	(22)	5%	(12)	26%	(70)	38%	(102)	266
#1 Issue: Women's Issues	13%	(42)	13%	(41)	11%	(35)	12%	(37)	18%	(57)	32%	(99)	311
#1 Issue: Education	10%	(6)	18%	(11)	22%	(13)	6%	(4)	18%	(10)	26%	(15)	59
#1 Issue: Energy	13%	(18)	12%	(16)	13%	(17)	8%	(10)	18%	(24)	36%	(48)	134
#1 Issue: Other	7%	(8)	8%	(9)	8%	(9)	10%	(11)	21%	(24)	46%	(53)	115

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I shopped for secondhand item(s) in a store

Demographic	Yes, within the past week		Yes, within the past month		Yes, within the past three months		Yes, within the past six months		Yes, more than six months ago		No, never		Total N
Adults	10%	(221)	13%	(286)	11%	(234)	9%	(195)	21%	(464)	37%	(810)	2210
2020 Vote: Joe Biden	11%	(102)	13%	(118)	11%	(103)	9%	(85)	21%	(199)	36%	(337)	945
2020 Vote: Donald Trump	9%	(65)	13%	(98)	11%	(83)	9%	(65)	20%	(149)	38%	(280)	740
2020 Vote: Other	12%	(8)	21%	(14)	6%	(4)	6%	(4)	28%	(19)	26%	(18)	67
2020 Vote: Didn't Vote	10%	(46)	12%	(56)	10%	(45)	9%	(40)	21%	(97)	38%	(174)	459
2018 House Vote: Democrat	11%	(82)	13%	(100)	11%	(84)	9%	(66)	22%	(163)	35%	(261)	755
2018 House Vote: Republican	9%	(53)	13%	(76)	10%	(57)	7%	(42)	21%	(126)	40%	(235)	589
2018 House Vote: Someone else	23%	(11)	20%	(10)	2%	(1)	12%	(6)	19%	(9)	25%	(12)	50
2016 Vote: Hillary Clinton	11%	(74)	13%	(88)	10%	(73)	9%	(62)	23%	(159)	34%	(239)	695
2016 Vote: Donald Trump	9%	(60)	13%	(86)	9%	(59)	8%	(51)	21%	(137)	40%	(263)	656
2016 Vote: Other	11%	(9)	16%	(14)	6%	(5)	8%	(7)	26%	(22)	33%	(28)	86
2016 Vote: Didn't Vote	10%	(77)	12%	(96)	12%	(95)	10%	(74)	19%	(146)	36%	(278)	765
Voted in 2014: Yes	10%	(127)	13%	(158)	9%	(114)	9%	(106)	23%	(278)	36%	(444)	1227
Voted in 2014: No	10%	(93)	13%	(129)	12%	(120)	9%	(89)	19%	(186)	37%	(366)	983
4-Region: Northeast	10%	(37)	11%	(40)	8%	(29)	7%	(29)	19%	(72)	46%	(175)	383
4-Region: Midwest	11%	(52)	14%	(66)	8%	(38)	8%	(35)	24%	(109)	34%	(157)	456
4-Region: South	10%	(89)	13%	(110)	12%	(103)	9%	(78)	22%	(189)	33%	(275)	844
4-Region: West	8%	(43)	13%	(70)	12%	(64)	10%	(52)	18%	(95)	38%	(202)	527
TikTok Users	14%	(113)	16%	(128)	13%	(104)	11%	(84)	17%	(132)	29%	(231)	793
Twitch Users	14%	(30)	16%	(36)	15%	(33)	13%	(28)	17%	(37)	24%	(52)	216
2022 Sports Viewers/Attendees	11%	(160)	15%	(215)	12%	(170)	9%	(128)	21%	(312)	33%	(490)	1475
Monthly Moviegoers	18%	(58)	21%	(66)	15%	(48)	9%	(30)	14%	(46)	23%	(73)	320
Few Times per Year + Moviegoers	12%	(112)	16%	(151)	14%	(132)	10%	(91)	19%	(175)	28%	(259)	920
Heard Smile Campaign	18%	(98)	18%	(100)	15%	(80)	12%	(66)	12%	(68)	25%	(140)	551
Heard Minion Campaign	17%	(93)	20%	(106)	14%	(75)	10%	(54)	14%	(77)	25%	(135)	540
Listens to Podcasts	13%	(145)	15%	(170)	13%	(152)	10%	(111)	19%	(218)	30%	(335)	1132
Streaming Services User	11%	(196)	14%	(247)	12%	(212)	10%	(170)	21%	(379)	32%	(569)	1773
Netflix User	11%	(169)	14%	(213)	13%	(198)	10%	(146)	19%	(283)	32%	(464)	1474

Table MCFE45_4: *The following question refers to secondhand shopping. This can include buying used or vintage items online or in person from thrift stores, consignment stores, from other individuals, or from resale stores.Have you had any of the following experiences shopping for, buying, or selling secondhand items?*

I shopped for secondhand item(s) in a store

Demographic	Yes, within the past week		Yes, within the past month		Yes, within the past three months		Yes, within the past six months		Yes, more than six months ago		No, never		Total N
Adults	10%	(221)	13%	(286)	11%	(234)	9%	(195)	21%	(464)	37%	(810)	2210
Disney+ User	13%	(127)	16%	(157)	15%	(152)	11%	(105)	17%	(171)	28%	(272)	984
Heterosexual or straight	10%	(197)	13%	(253)	10%	(202)	9%	(172)	22%	(424)	37%	(722)	1971
Gay	7%	(5)	7%	(5)	17%	(11)	6%	(4)	13%	(9)	50%	(34)	68
Bisexual	18%	(16)	14%	(12)	14%	(13)	9%	(8)	20%	(17)	26%	(23)	88
Yes	12%	(8)	15%	(11)	11%	(8)	16%	(11)	16%	(11)	30%	(21)	70
No	10%	(213)	13%	(276)	11%	(226)	9%	(184)	21%	(453)	37%	(789)	2140

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

Table MCFE45_5: *The following question refers to secondhand shopping. This can include buying used or vintage items online or in person from thrift stores, consignment stores, from other individuals, or from resale stores. Have you had any of the following experiences shopping for, buying, or selling secondhand items?*

I sold secondhand item(s) online

Demographic	Yes, within the past week		Yes, within the past month		Yes, within the past three months		Yes, within the past six months		Yes, more than six months ago		No, never		Total N
Adults	5%	(107)	8%	(174)	7%	(159)	5%	(117)	13%	(292)	62%	(1360)	2210
Gender: Male	5%	(50)	9%	(99)	8%	(84)	6%	(64)	12%	(127)	60%	(642)	1068
Gender: Female	5%	(56)	7%	(75)	7%	(75)	5%	(53)	14%	(164)	63%	(718)	1142
Age: 18-34	9%	(56)	13%	(83)	12%	(78)	7%	(43)	10%	(65)	49%	(318)	642
Age: 35-44	4%	(16)	14%	(50)	11%	(39)	8%	(28)	15%	(57)	48%	(175)	365
Age: 45-64	4%	(28)	4%	(29)	5%	(33)	6%	(39)	14%	(97)	68%	(488)	714
Age: 65+	1%	(7)	2%	(12)	2%	(9)	2%	(7)	15%	(73)	78%	(380)	489
GenZers: 1997-2012	8%	(21)	13%	(34)	13%	(34)	8%	(21)	9%	(22)	49%	(125)	256
Millennials: 1981-1996	7%	(48)	12%	(81)	11%	(74)	7%	(47)	14%	(91)	48%	(312)	653
GenXers: 1965-1980	4%	(23)	7%	(41)	6%	(34)	6%	(31)	13%	(70)	64%	(356)	555
Baby Boomers: 1946-1964	2%	(14)	3%	(20)	2%	(15)	3%	(17)	15%	(100)	75%	(507)	673
PID: Dem (no lean)	5%	(44)	10%	(90)	7%	(62)	7%	(57)	11%	(97)	59%	(509)	860
PID: Ind (no lean)	4%	(29)	4%	(27)	7%	(47)	5%	(31)	15%	(101)	65%	(439)	674
PID: Rep (no lean)	5%	(34)	8%	(57)	7%	(50)	4%	(29)	14%	(94)	61%	(412)	676
PID/Gender: Dem Men	6%	(22)	15%	(58)	8%	(33)	9%	(37)	8%	(33)	53%	(210)	394
PID/Gender: Dem Women	5%	(22)	7%	(32)	6%	(29)	4%	(20)	14%	(64)	64%	(299)	465
PID/Gender: Ind Men	4%	(14)	4%	(13)	8%	(28)	4%	(14)	15%	(51)	65%	(226)	345
PID/Gender: Ind Women	4%	(15)	4%	(15)	6%	(20)	5%	(17)	15%	(50)	65%	(213)	329
PID/Gender: Rep Men	4%	(14)	9%	(28)	7%	(23)	4%	(13)	13%	(44)	63%	(206)	328
PID/Gender: Rep Women	6%	(20)	8%	(29)	8%	(26)	5%	(16)	14%	(50)	59%	(206)	348
Ideo: Liberal (1-3)	4%	(29)	10%	(66)	7%	(44)	7%	(46)	15%	(95)	57%	(376)	656
Ideo: Moderate (4)	5%	(38)	8%	(61)	8%	(60)	6%	(43)	11%	(82)	62%	(467)	751
Ideo: Conservative (5-7)	5%	(31)	6%	(41)	7%	(46)	3%	(22)	15%	(99)	64%	(427)	666
Educ: < College	5%	(78)	6%	(91)	7%	(105)	6%	(81)	12%	(177)	63%	(905)	1437
Educ: Bachelors degree	4%	(19)	11%	(54)	6%	(30)	5%	(24)	14%	(70)	60%	(293)	491
Educ: Post-grad	4%	(10)	10%	(30)	9%	(25)	4%	(12)	16%	(44)	57%	(162)	282

Table MCFE45_5: *The following question refers to secondhand shopping. This can include buying used or vintage items online or in person from thrift stores, consignment stores, from other individuals, or from resale stores.Have you had any of the following experiences shopping for, buying, or selling secondhand items?*

I sold secondhand item(s) online

Demographic	Yes, within the past week		Yes, within the past month		Yes, within the past three months		Yes, within the past six months		Yes, more than six months ago		No, never		Total N
Adults	5%	(107)	8%	(174)	7%	(159)	5%	(117)	13%	(292)	62%	(1360)	2210
Income: Under 50k	5%	(60)	6%	(73)	7%	(93)	5%	(67)	12%	(150)	65%	(828)	1271
Income: 50k-100k	6%	(36)	12%	(77)	6%	(36)	6%	(36)	15%	(99)	57%	(371)	656
Income: 100k+	4%	(11)	9%	(25)	10%	(30)	5%	(14)	15%	(43)	57%	(161)	283
Ethnicity: White	4%	(71)	8%	(135)	7%	(112)	5%	(87)	14%	(237)	63%	(1069)	1711
Ethnicity: Hispanic	6%	(22)	13%	(49)	11%	(42)	5%	(17)	9%	(34)	56%	(210)	374
Ethnicity: Black	9%	(26)	8%	(24)	9%	(26)	7%	(19)	11%	(30)	56%	(157)	282
Ethnicity: Other	4%	(10)	7%	(16)	10%	(22)	5%	(11)	11%	(24)	62%	(134)	217
All Christian	5%	(48)	7%	(74)	7%	(74)	4%	(40)	15%	(149)	63%	(644)	1029
All Non-Christian	4%	(5)	9%	(12)	6%	(8)	9%	(12)	7%	(9)	64%	(83)	129
Atheist	6%	(6)	12%	(12)	10%	(10)	4%	(4)	12%	(12)	55%	(54)	99
Agnostic/Nothing in particular	5%	(27)	7%	(40)	7%	(43)	6%	(38)	12%	(71)	63%	(369)	587
Something Else	6%	(21)	10%	(36)	7%	(24)	7%	(24)	14%	(50)	58%	(211)	365
Religious Non-Protestant/Catholic	4%	(7)	8%	(12)	6%	(9)	9%	(13)	11%	(18)	62%	(95)	154
Evangelical	4%	(25)	10%	(55)	9%	(48)	5%	(27)	14%	(77)	59%	(327)	558
Non-Evangelical	5%	(40)	7%	(54)	6%	(46)	4%	(35)	14%	(111)	64%	(506)	792
Community: Urban	6%	(37)	10%	(65)	9%	(59)	6%	(41)	12%	(76)	56%	(360)	638
Community: Suburban	4%	(42)	7%	(70)	6%	(64)	5%	(46)	15%	(148)	63%	(643)	1014
Community: Rural	5%	(28)	7%	(39)	6%	(36)	5%	(30)	12%	(68)	64%	(357)	558
Employ: Private Sector	6%	(38)	11%	(75)	8%	(55)	6%	(37)	14%	(89)	55%	(360)	654
Employ: Government	9%	(12)	19%	(26)	11%	(15)	8%	(10)	11%	(16)	42%	(57)	136
Employ: Self-Employed	13%	(21)	9%	(15)	9%	(15)	9%	(15)	11%	(18)	50%	(83)	166
Employ: Homemaker	7%	(13)	6%	(12)	6%	(11)	5%	(9)	14%	(27)	62%	(118)	190
Employ: Student	2%	(1)	8%	(5)	17%	(10)	8%	(5)	15%	(9)	50%	(31)	62
Employ: Retired	2%	(12)	3%	(16)	2%	(14)	3%	(19)	15%	(84)	74%	(419)	563
Employ: Unemployed	1%	(4)	4%	(12)	10%	(29)	4%	(13)	10%	(30)	71%	(215)	301
Employ: Other	4%	(5)	10%	(14)	7%	(10)	7%	(10)	15%	(20)	57%	(78)	137

Table MCFE45_5: *The following question refers to secondhand shopping. This can include buying used or vintage items online or in person from thrift stores, consignment stores, from other individuals, or from resale stores. Have you had any of the following experiences shopping for, buying, or selling secondhand items?*

I sold secondhand item(s) online

Demographic	Yes, within the past week		Yes, within the past month		Yes, within the past three months		Yes, within the past six months		Yes, more than six months ago		No, never		Total N
Adults	5%	(107)	8%	(174)	7%	(159)	5%	(117)	13%	(292)	62%	(1360)	2210
Military HH: Yes	4%	(11)	7%	(20)	6%	(16)	5%	(14)	18%	(51)	61%	(172)	283
Military HH: No	5%	(96)	8%	(154)	7%	(143)	5%	(103)	13%	(241)	62%	(1189)	1927
RD/WT: Right Direction	5%	(33)	12%	(77)	9%	(58)	6%	(43)	11%	(73)	57%	(383)	666
RD/WT: Wrong Track	5%	(74)	6%	(97)	7%	(101)	5%	(75)	14%	(219)	63%	(977)	1544
Biden Job Approve	4%	(42)	9%	(89)	8%	(80)	6%	(59)	12%	(113)	61%	(587)	970
Biden Job Disapprove	5%	(59)	7%	(78)	6%	(73)	5%	(57)	15%	(169)	62%	(708)	1144
Biden Job Strongly Approve	4%	(18)	13%	(55)	8%	(33)	6%	(24)	10%	(43)	60%	(258)	433
Biden Job Somewhat Approve	4%	(23)	6%	(34)	9%	(47)	7%	(35)	13%	(69)	61%	(329)	537
Biden Job Somewhat Disapprove	5%	(16)	8%	(27)	4%	(15)	6%	(21)	17%	(59)	59%	(200)	339
Biden Job Strongly Disapprove	5%	(43)	6%	(51)	7%	(58)	4%	(36)	14%	(110)	63%	(508)	805
Favorable of Biden	4%	(42)	9%	(84)	8%	(73)	6%	(55)	12%	(119)	61%	(595)	969
Unfavorable of Biden	5%	(54)	7%	(82)	7%	(82)	5%	(56)	14%	(161)	62%	(699)	1134
Very Favorable of Biden	4%	(17)	10%	(48)	8%	(36)	5%	(25)	11%	(54)	63%	(302)	482
Somewhat Favorable of Biden	5%	(25)	7%	(36)	8%	(37)	6%	(30)	13%	(65)	60%	(294)	487
Somewhat Unfavorable of Biden	4%	(13)	10%	(28)	6%	(19)	4%	(13)	18%	(55)	57%	(171)	299
Very Unfavorable of Biden	5%	(42)	6%	(54)	8%	(63)	5%	(43)	13%	(106)	63%	(527)	835
#1 Issue: Economy	5%	(46)	9%	(81)	8%	(73)	6%	(56)	14%	(127)	58%	(530)	913
#1 Issue: Security	4%	(9)	6%	(15)	6%	(15)	5%	(12)	13%	(33)	65%	(158)	243
#1 Issue: Health Care	5%	(8)	9%	(15)	6%	(11)	5%	(8)	12%	(20)	64%	(109)	170
#1 Issue: Medicare / Social Security	5%	(15)	6%	(15)	4%	(10)	1%	(4)	13%	(34)	71%	(189)	266
#1 Issue: Women's Issues	4%	(12)	8%	(26)	9%	(27)	7%	(21)	14%	(44)	59%	(182)	311
#1 Issue: Education	12%	(7)	14%	(8)	11%	(6)	4%	(2)	16%	(9)	43%	(26)	59
#1 Issue: Energy	4%	(6)	8%	(10)	9%	(12)	6%	(7)	9%	(13)	64%	(85)	134
#1 Issue: Other	4%	(5)	4%	(4)	5%	(5)	5%	(6)	11%	(13)	71%	(82)	115

Continued on next page

Table MCFE45_5: *The following question refers to secondhand shopping. This can include buying used or vintage items online or in person from thrift stores, consignment stores, from other individuals, or from resale stores.Have you had any of the following experiences shopping for, buying, or selling secondhand items?*

I sold secondhand item(s) online

Demographic	Yes, within the past week		Yes, within the past month		Yes, within the past three months		Yes, within the past six months		Yes, more than six months ago		No, never		Total N
Adults	5%	(107)	8%	(174)	7%	(159)	5%	(117)	13%	(292)	62%	(1360)	2210
2020 Vote: Joe Biden	4%	(41)	9%	(84)	8%	(71)	5%	(52)	13%	(118)	61%	(578)	945
2020 Vote: Donald Trump	5%	(37)	8%	(58)	7%	(54)	5%	(36)	12%	(92)	62%	(462)	740
2020 Vote: Other	6%	(4)	8%	(6)	8%	(5)	4%	(3)	17%	(12)	56%	(38)	67
2020 Vote: Didn't Vote	5%	(25)	6%	(27)	6%	(28)	6%	(27)	15%	(70)	62%	(283)	459
2018 House Vote: Democrat	5%	(38)	9%	(66)	8%	(59)	6%	(47)	13%	(96)	60%	(449)	755
2018 House Vote: Republican	4%	(24)	7%	(44)	8%	(46)	4%	(24)	14%	(85)	62%	(368)	589
2018 House Vote: Someone else	8%	(4)	10%	(5)	4%	(2)	2%	(1)	14%	(7)	61%	(30)	50
2016 Vote: Hillary Clinton	4%	(31)	9%	(60)	8%	(56)	6%	(40)	12%	(85)	61%	(422)	695
2016 Vote: Donald Trump	5%	(33)	7%	(43)	7%	(45)	4%	(26)	14%	(91)	64%	(418)	656
2016 Vote: Other	5%	(4)	6%	(5)	6%	(5)	4%	(3)	21%	(18)	58%	(49)	86
2016 Vote: Didn't Vote	5%	(38)	9%	(65)	7%	(52)	6%	(46)	13%	(98)	61%	(466)	765
Voted in 2014: Yes	4%	(54)	8%	(92)	7%	(87)	5%	(61)	14%	(173)	62%	(760)	1227
Voted in 2014: No	5%	(53)	8%	(82)	7%	(72)	6%	(56)	12%	(119)	61%	(601)	983
4-Region: Northeast	3%	(12)	6%	(21)	5%	(20)	5%	(19)	12%	(46)	69%	(264)	383
4-Region: Midwest	5%	(25)	6%	(26)	8%	(38)	5%	(21)	14%	(62)	62%	(284)	456
4-Region: South	5%	(43)	10%	(81)	8%	(67)	6%	(50)	12%	(104)	59%	(500)	844
4-Region: West	5%	(27)	9%	(46)	6%	(34)	5%	(27)	15%	(80)	59%	(312)	527
TikTok Users	8%	(61)	11%	(89)	10%	(76)	8%	(67)	12%	(96)	51%	(404)	793
Twitch Users	8%	(18)	17%	(37)	13%	(28)	9%	(19)	9%	(20)	44%	(94)	216
2022 Sports Viewers/Attendees	5%	(80)	10%	(142)	8%	(112)	6%	(83)	14%	(208)	58%	(849)	1475
Monthly Moviegoers	9%	(30)	19%	(61)	13%	(40)	6%	(20)	9%	(30)	43%	(139)	320
Few Times per Year + Moviegoers	7%	(65)	12%	(111)	11%	(99)	7%	(65)	14%	(125)	49%	(455)	920
Heard Smile Campaign	8%	(44)	16%	(90)	14%	(75)	10%	(55)	9%	(49)	43%	(237)	551
Heard Minion Campaign	9%	(49)	15%	(80)	12%	(67)	8%	(41)	12%	(64)	44%	(239)	540
Listens to Podcasts	7%	(75)	11%	(122)	11%	(125)	7%	(80)	14%	(154)	51%	(576)	1132
Streaming Services User	6%	(98)	9%	(162)	8%	(150)	6%	(109)	14%	(240)	57%	(1014)	1773
Netflix User	6%	(84)	10%	(141)	9%	(138)	6%	(94)	13%	(196)	56%	(821)	1474

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Table MCFE45_5: *The following question refers to secondhand shopping. This can include buying used or vintage items online or in person from thrift stores, consignment stores, from other individuals, or from resale stores.Have you had any of the following experiences shopping for, buying, or selling secondhand items?*

I sold secondhand item(s) online

Demographic	Yes, within the past week		Yes, within the past month		Yes, within the past three months		Yes, within the past six months		Yes, more than six months ago		No, never		Total N
Adults	5%	(107)	8%	(174)	7%	(159)	5%	(117)	13%	(292)	62%	(1360)	2210
Disney+ User	7%	(65)	11%	(104)	12%	(121)	7%	(72)	13%	(127)	50%	(494)	984
Heterosexual or straight	5%	(98)	8%	(162)	7%	(135)	5%	(98)	13%	(260)	62%	(1218)	1971
Gay	1%	(1)	5%	(3)	12%	(8)	5%	(4)	8%	(5)	69%	(47)	68
Bisexual	7%	(6)	7%	(6)	7%	(6)	10%	(8)	15%	(13)	55%	(48)	88
Yes	2%	(2)	11%	(8)	13%	(9)	8%	(5)	13%	(9)	53%	(37)	70
No	5%	(105)	8%	(167)	7%	(150)	5%	(112)	13%	(283)	62%	(1323)	2140

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

Table MCFE45_6: *The following question refers to secondhand shopping. This can include buying used or vintage items online or in person from thrift stores, consignment stores, from other individuals, or from resale stores.Have you had any of the following experiences shopping for, buying, or selling secondhand items?*

I sold secondhand item(s) in a store

Demographic	Yes, within the past week		Yes, within the past month		Yes, within the past three months		Yes, within the past six months		Yes, more than six months ago		No, never		Total N
Adults	4%	(97)	5%	(116)	5%	(117)	4%	(92)	10%	(229)	71%	(1558)	2210
Gender: Male	6%	(59)	7%	(71)	6%	(64)	5%	(51)	8%	(90)	69%	(733)	1068
Gender: Female	3%	(38)	4%	(45)	5%	(54)	4%	(42)	12%	(139)	72%	(825)	1142
Age: 18-34	9%	(57)	9%	(60)	10%	(62)	6%	(40)	10%	(67)	55%	(356)	642
Age: 35-44	5%	(19)	7%	(26)	7%	(25)	7%	(26)	11%	(40)	63%	(229)	365
Age: 45-64	2%	(16)	3%	(24)	4%	(28)	3%	(21)	10%	(71)	78%	(554)	714
Age: 65+	1%	(5)	1%	(6)	—	(2)	1%	(5)	10%	(51)	86%	(420)	489
GenZers: 1997-2012	9%	(24)	12%	(31)	9%	(24)	8%	(20)	8%	(20)	53%	(137)	256
Millennials: 1981-1996	7%	(45)	7%	(48)	9%	(56)	6%	(39)	11%	(73)	60%	(391)	653
GenXers: 1965-1980	4%	(20)	5%	(27)	5%	(26)	4%	(21)	11%	(60)	72%	(402)	555
Baby Boomers: 1946-1964	1%	(8)	1%	(9)	1%	(10)	1%	(10)	11%	(73)	84%	(564)	673
PID: Dem (no lean)	6%	(52)	7%	(60)	7%	(58)	5%	(40)	11%	(95)	64%	(554)	860
PID: Ind (no lean)	3%	(20)	3%	(23)	4%	(27)	3%	(20)	10%	(71)	76%	(513)	674
PID: Rep (no lean)	4%	(24)	5%	(33)	5%	(32)	5%	(33)	9%	(64)	73%	(491)	676
PID/Gender: Dem Men	9%	(35)	10%	(40)	8%	(32)	5%	(21)	9%	(35)	59%	(231)	394
PID/Gender: Dem Women	4%	(17)	4%	(21)	6%	(26)	4%	(19)	13%	(60)	69%	(323)	465
PID/Gender: Ind Men	3%	(11)	4%	(15)	5%	(17)	2%	(8)	10%	(34)	75%	(261)	345
PID/Gender: Ind Women	3%	(9)	2%	(8)	3%	(10)	4%	(12)	11%	(37)	77%	(253)	329
PID/Gender: Rep Men	4%	(12)	5%	(17)	4%	(14)	7%	(22)	7%	(22)	73%	(241)	328
PID/Gender: Rep Women	3%	(12)	5%	(16)	5%	(18)	3%	(11)	12%	(42)	72%	(250)	348
Ideo: Liberal (1-3)	6%	(39)	7%	(45)	6%	(41)	5%	(30)	13%	(83)	64%	(418)	656
Ideo: Moderate (4)	5%	(38)	5%	(39)	6%	(45)	4%	(33)	9%	(66)	71%	(530)	751
Ideo: Conservative (5-7)	2%	(15)	4%	(27)	4%	(26)	4%	(25)	11%	(70)	76%	(503)	666
Educ: < College	5%	(65)	5%	(65)	5%	(73)	5%	(66)	10%	(144)	71%	(1023)	1437
Educ: Bachelors degree	3%	(17)	6%	(30)	7%	(34)	4%	(22)	11%	(55)	68%	(333)	491
Educ: Post-grad	5%	(15)	7%	(21)	4%	(10)	1%	(4)	11%	(30)	72%	(202)	282

Table MCFE45_6: *The following question refers to secondhand shopping. This can include buying used or vintage items online or in person from thrift stores, consignment stores, from other individuals, or from resale stores.Have you had any of the following experiences shopping for, buying, or selling secondhand items?*

I sold secondhand item(s) in a store

Demographic	Yes, within the past week		Yes, within the past month		Yes, within the past three months		Yes, within the past six months		Yes, more than six months ago		No, never		Total N
Adults	4%	(97)	5%	(116)	5%	(117)	4%	(92)	10%	(229)	71%	(1558)	2210
Income: Under 50k	4%	(49)	4%	(53)	5%	(67)	5%	(57)	10%	(127)	72%	(918)	1271
Income: 50k-100k	5%	(36)	7%	(43)	5%	(34)	4%	(25)	11%	(72)	68%	(446)	656
Income: 100k+	4%	(12)	7%	(20)	6%	(16)	3%	(10)	11%	(31)	69%	(194)	283
Ethnicity: White	3%	(52)	4%	(75)	5%	(80)	4%	(74)	11%	(189)	73%	(1240)	1711
Ethnicity: Hispanic	9%	(33)	8%	(31)	10%	(38)	5%	(18)	10%	(36)	58%	(218)	374
Ethnicity: Black	10%	(28)	8%	(22)	9%	(25)	5%	(14)	7%	(20)	61%	(173)	282
Ethnicity: Other	8%	(17)	9%	(19)	5%	(12)	2%	(4)	9%	(20)	67%	(145)	217
All Christian	4%	(42)	5%	(53)	5%	(50)	4%	(38)	11%	(114)	71%	(733)	1029
All Non-Christian	5%	(7)	6%	(7)	5%	(7)	6%	(8)	6%	(8)	71%	(92)	129
Atheist	6%	(6)	2%	(2)	7%	(7)	7%	(7)	17%	(17)	60%	(60)	99
Agnostic/Nothing in particular	4%	(22)	4%	(24)	5%	(32)	4%	(24)	10%	(57)	73%	(428)	587
Something Else	6%	(20)	8%	(29)	6%	(22)	4%	(16)	9%	(33)	67%	(245)	365
Religious Non-Protestant/Catholic	4%	(7)	5%	(7)	6%	(10)	5%	(8)	5%	(8)	74%	(113)	154
Evangelical	6%	(35)	9%	(47)	6%	(32)	4%	(23)	9%	(52)	66%	(369)	558
Non-Evangelical	3%	(24)	4%	(35)	4%	(34)	4%	(30)	12%	(94)	73%	(575)	792
Community: Urban	7%	(43)	7%	(46)	8%	(48)	7%	(41)	11%	(70)	61%	(389)	638
Community: Suburban	3%	(35)	5%	(50)	4%	(40)	3%	(33)	11%	(108)	74%	(749)	1014
Community: Rural	3%	(19)	4%	(20)	5%	(29)	3%	(18)	9%	(51)	75%	(421)	558
Employ: Private Sector	6%	(37)	8%	(54)	7%	(45)	5%	(35)	12%	(80)	62%	(404)	654
Employ: Government	6%	(9)	10%	(14)	14%	(19)	11%	(15)	8%	(11)	50%	(69)	136
Employ: Self-Employed	14%	(23)	5%	(8)	7%	(11)	5%	(8)	11%	(19)	59%	(98)	166
Employ: Homemaker	3%	(5)	4%	(7)	5%	(9)	4%	(8)	8%	(16)	76%	(145)	190
Employ: Student	6%	(4)	12%	(8)	10%	(6)	3%	(2)	13%	(8)	56%	(35)	62
Employ: Retired	1%	(7)	1%	(5)	1%	(7)	2%	(12)	11%	(60)	84%	(473)	563
Employ: Unemployed	2%	(7)	4%	(11)	4%	(12)	3%	(10)	7%	(21)	80%	(241)	301
Employ: Other	5%	(7)	7%	(10)	6%	(9)	2%	(2)	12%	(16)	68%	(94)	137

Table MCFE45_6: *The following question refers to secondhand shopping. This can include buying used or vintage items online or in person from thrift stores, consignment stores, from other individuals, or from resale stores.Have you had any of the following experiences shopping for, buying, or selling secondhand items?*

I sold secondhand item(s) in a store

Demographic	Yes, within the past week		Yes, within the past month		Yes, within the past three months		Yes, within the past six months		Yes, more than six months ago		No, never		Total N
Adults	4%	(97)	5%	(116)	5%	(117)	4%	(92)	10%	(229)	71%	(1558)	2210
Military HH: Yes	3%	(9)	5%	(14)	5%	(14)	3%	(7)	9%	(26)	75%	(213)	283
Military HH: No	5%	(88)	5%	(102)	5%	(103)	4%	(85)	11%	(203)	70%	(1345)	1927
RD/WT: Right Direction	8%	(54)	7%	(46)	8%	(53)	5%	(33)	11%	(70)	62%	(410)	666
RD/WT: Wrong Track	3%	(43)	5%	(70)	4%	(64)	4%	(59)	10%	(159)	74%	(1148)	1544
Biden Job Approve	5%	(52)	6%	(62)	7%	(67)	5%	(47)	11%	(110)	65%	(632)	970
Biden Job Disapprove	3%	(38)	4%	(51)	4%	(45)	4%	(43)	10%	(109)	75%	(858)	1144
Biden Job Strongly Approve	7%	(32)	8%	(33)	7%	(30)	4%	(19)	9%	(39)	65%	(280)	433
Biden Job Somewhat Approve	4%	(21)	5%	(29)	7%	(37)	5%	(28)	13%	(71)	66%	(352)	537
Biden Job Somewhat Disapprove	5%	(17)	5%	(15)	4%	(15)	2%	(8)	11%	(37)	73%	(246)	339
Biden Job Strongly Disapprove	3%	(21)	4%	(36)	4%	(30)	4%	(35)	9%	(72)	76%	(611)	805
Favorable of Biden	5%	(47)	6%	(58)	6%	(60)	4%	(43)	11%	(111)	67%	(650)	969
Unfavorable of Biden	4%	(44)	5%	(51)	4%	(50)	4%	(44)	10%	(110)	74%	(834)	1134
Very Favorable of Biden	5%	(24)	6%	(29)	7%	(33)	4%	(20)	9%	(45)	69%	(332)	482
Somewhat Favorable of Biden	5%	(23)	6%	(29)	6%	(27)	5%	(23)	14%	(66)	65%	(318)	487
Somewhat Unfavorable of Biden	6%	(17)	4%	(13)	5%	(16)	3%	(9)	12%	(36)	70%	(208)	299
Very Unfavorable of Biden	3%	(27)	5%	(38)	4%	(35)	4%	(35)	9%	(74)	75%	(626)	835
#1 Issue: Economy	4%	(39)	6%	(57)	5%	(47)	5%	(47)	10%	(94)	69%	(629)	913
#1 Issue: Security	3%	(7)	5%	(11)	6%	(16)	4%	(10)	8%	(19)	74%	(180)	243
#1 Issue: Health Care	8%	(13)	7%	(12)	7%	(12)	—	(0)	11%	(19)	67%	(114)	170
#1 Issue: Medicare / Social Security	4%	(10)	2%	(6)	3%	(8)	2%	(7)	10%	(27)	78%	(209)	266
#1 Issue: Women's Issues	5%	(15)	5%	(17)	6%	(20)	6%	(18)	13%	(41)	65%	(201)	311
#1 Issue: Education	11%	(7)	6%	(4)	7%	(4)	10%	(6)	7%	(4)	58%	(34)	59
#1 Issue: Energy	3%	(4)	6%	(8)	7%	(9)	3%	(4)	11%	(15)	70%	(94)	134
#1 Issue: Other	2%	(2)	1%	(2)	1%	(1)	2%	(2)	9%	(11)	85%	(97)	115

Table MCFE45_6: *The following question refers to secondhand shopping. This can include buying used or vintage items online or in person from thrift stores, consignment stores, from other individuals, or from resale stores.Have you had any of the following experiences shopping for, buying, or selling secondhand items?*

I sold secondhand item(s) in a store

Demographic	Yes, within the past week		Yes, within the past month		Yes, within the past three months		Yes, within the past six months		Yes, more than six months ago		No, never		Total N
Adults	4%	(97)	5%	(116)	5%	(117)	4%	(92)	10%	(229)	71%	(1558)	2210
2020 Vote: Joe Biden	6%	(52)	6%	(52)	6%	(61)	4%	(33)	12%	(110)	67%	(636)	945
2020 Vote: Donald Trump	3%	(24)	4%	(31)	5%	(33)	5%	(39)	9%	(64)	74%	(548)	740
2020 Vote: Other	3%	(2)	10%	(7)	6%	(4)	3%	(2)	17%	(11)	60%	(40)	67
2020 Vote: Didn't Vote	4%	(18)	6%	(26)	4%	(19)	4%	(18)	10%	(44)	73%	(334)	459
2018 House Vote: Democrat	6%	(46)	6%	(43)	6%	(47)	4%	(27)	13%	(96)	66%	(496)	755
2018 House Vote: Republican	3%	(21)	4%	(25)	5%	(27)	5%	(27)	9%	(55)	74%	(434)	589
2018 House Vote: Someone else	8%	(4)	14%	(7)	—	(0)	2%	(1)	7%	(3)	70%	(35)	50
2016 Vote: Hillary Clinton	6%	(41)	5%	(35)	6%	(43)	4%	(25)	13%	(87)	67%	(462)	695
2016 Vote: Donald Trump	4%	(24)	4%	(27)	4%	(26)	3%	(22)	9%	(60)	76%	(496)	656
2016 Vote: Other	2%	(2)	7%	(6)	6%	(5)	3%	(2)	12%	(10)	69%	(59)	86
2016 Vote: Didn't Vote	4%	(29)	6%	(46)	5%	(41)	5%	(40)	9%	(71)	70%	(537)	765
Voted in 2014: Yes	5%	(65)	4%	(51)	5%	(61)	3%	(41)	11%	(137)	71%	(871)	1227
Voted in 2014: No	3%	(32)	7%	(65)	6%	(56)	5%	(51)	9%	(92)	70%	(688)	983
4-Region: Northeast	4%	(14)	4%	(15)	6%	(21)	5%	(19)	10%	(37)	72%	(277)	383
4-Region: Midwest	2%	(10)	4%	(19)	6%	(27)	4%	(18)	9%	(43)	74%	(339)	456
4-Region: South	5%	(46)	6%	(54)	6%	(51)	3%	(26)	9%	(80)	70%	(587)	844
4-Region: West	5%	(27)	6%	(29)	3%	(18)	5%	(29)	13%	(69)	67%	(355)	527
TikTok Users	7%	(53)	8%	(63)	7%	(58)	6%	(46)	10%	(77)	62%	(495)	793
Twitch Users	13%	(28)	15%	(33)	8%	(17)	8%	(16)	8%	(17)	49%	(105)	216
2022 Sports Viewers/Attendees	5%	(78)	7%	(98)	6%	(90)	4%	(64)	11%	(164)	67%	(982)	1475
Monthly Moviegoers	12%	(38)	12%	(40)	10%	(32)	8%	(25)	8%	(27)	50%	(159)	320
Few Times per Year + Moviegoers	6%	(60)	9%	(82)	8%	(77)	7%	(61)	12%	(106)	58%	(534)	920
Heard Smile Campaign	11%	(60)	12%	(68)	12%	(64)	8%	(46)	9%	(50)	48%	(263)	551
Heard Minion Campaign	12%	(63)	12%	(67)	9%	(50)	8%	(42)	10%	(56)	49%	(263)	540
Listens to Podcasts	6%	(71)	7%	(84)	8%	(93)	6%	(64)	11%	(129)	61%	(690)	1132
Streaming Services User	5%	(92)	6%	(105)	6%	(111)	5%	(87)	11%	(197)	67%	(1181)	1773
Netflix User	6%	(83)	6%	(92)	7%	(100)	5%	(80)	11%	(159)	65%	(961)	1474

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Table MCFE45_6: *The following question refers to secondhand shopping. This can include buying used or vintage items online or in person from thrift stores, consignment stores, from other individuals, or from resale stores.Have you had any of the following experiences shopping for, buying, or selling secondhand items?*

I sold secondhand item(s) in a store

Demographic	Yes, within the past week		Yes, within the past month		Yes, within the past three months		Yes, within the past six months		Yes, more than six months ago		No, never		Total N
Adults	4%	(97)	5%	(116)	5%	(117)	4%	(92)	10%	(229)	71%	(1558)	2210
Disney+ User	7%	(71)	7%	(70)	9%	(89)	7%	(65)	11%	(111)	59%	(579)	984
Heterosexual or straight	4%	(85)	5%	(102)	5%	(99)	4%	(81)	10%	(201)	71%	(1402)	1971
Gay	4%	(3)	6%	(4)	6%	(4)	5%	(3)	9%	(6)	70%	(47)	68
Bisexual	7%	(6)	5%	(4)	10%	(9)	3%	(3)	14%	(12)	61%	(54)	88
Yes	7%	(5)	6%	(4)	8%	(5)	5%	(3)	7%	(5)	67%	(47)	70
No	4%	(92)	5%	(112)	5%	(112)	4%	(89)	10%	(224)	71%	(1511)	2140

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

Table MCFE46_1: *To what extent are the following reasons why you choose to shop for/buy secondhand products?*

I save money

Demographic	A major reason		A minor reason		Not a reason		Total N
Adults	62%	(985)	28%	(439)	10%	(165)	1589
Gender: Male	58%	(419)	33%	(237)	9%	(68)	724
Gender: Female	65%	(566)	23%	(201)	11%	(97)	864
Age: 18-34	62%	(305)	28%	(137)	10%	(51)	493
Age: 35-44	59%	(164)	27%	(75)	13%	(37)	276
Age: 45-64	64%	(317)	26%	(128)	10%	(48)	493
Age: 65+	61%	(200)	30%	(98)	9%	(29)	327
GenZers: 1997-2012	59%	(122)	30%	(61)	11%	(22)	205
Millennials: 1981-1996	62%	(303)	27%	(132)	11%	(56)	490
GenXers: 1965-1980	64%	(262)	27%	(108)	9%	(38)	409
Baby Boomers: 1946-1964	62%	(281)	28%	(125)	10%	(44)	450
PID: Dem (no lean)	60%	(376)	29%	(181)	12%	(73)	630
PID: Ind (no lean)	64%	(299)	25%	(117)	11%	(50)	466
PID: Rep (no lean)	63%	(310)	29%	(141)	8%	(41)	492
PID/Gender: Dem Men	54%	(156)	36%	(102)	10%	(29)	287
PID/Gender: Dem Women	64%	(220)	23%	(78)	13%	(44)	343
PID/Gender: Ind Men	60%	(131)	30%	(65)	10%	(23)	219
PID/Gender: Ind Women	68%	(169)	21%	(52)	11%	(27)	248
PID/Gender: Rep Men	61%	(133)	32%	(70)	7%	(16)	219
PID/Gender: Rep Women	65%	(177)	26%	(71)	9%	(25)	273
Ideo: Liberal (1-3)	62%	(305)	28%	(137)	10%	(51)	493
Ideo: Moderate (4)	60%	(315)	28%	(150)	12%	(61)	526
Ideo: Conservative (5-7)	66%	(321)	26%	(127)	7%	(36)	484
Educ: < College	63%	(652)	27%	(278)	11%	(109)	1039
Educ: Bachelors degree	58%	(202)	33%	(115)	10%	(34)	351
Educ: Post-grad	66%	(131)	23%	(45)	11%	(22)	198
Income: Under 50k	64%	(571)	26%	(231)	11%	(96)	898
Income: 50k-100k	61%	(302)	28%	(138)	11%	(52)	493
Income: 100k+	57%	(112)	35%	(69)	8%	(17)	198
Ethnicity: White	63%	(785)	27%	(336)	10%	(120)	1240
Ethnicity: Hispanic	65%	(172)	29%	(76)	6%	(17)	265
Ethnicity: Black	55%	(115)	28%	(57)	17%	(35)	207

Continued on next page

Table MCFE46_1: *To what extent are the following reasons why you choose to shop for/buy secondhand products?*

I save money

Demographic	A major reason		A minor reason		Not a reason		Total N
Adults	62%	(985)	28%	(439)	10%	(165)	1589
Ethnicity: Other	61%	(86)	32%	(46)	7%	(10)	142
All Christian	64%	(481)	27%	(205)	8%	(63)	750
All Non-Christian	53%	(41)	29%	(22)	18%	(14)	77
Atheist	66%	(47)	26%	(18)	8%	(6)	70
Agnostic/Nothing in particular	58%	(241)	29%	(122)	12%	(52)	415
Something Else	63%	(175)	26%	(71)	11%	(31)	276
Religious Non-Protestant/Catholic	51%	(51)	34%	(34)	15%	(15)	100
Evangelical	64%	(267)	27%	(112)	10%	(40)	419
Non-Evangelical	65%	(374)	26%	(150)	9%	(49)	573
Community: Urban	59%	(273)	31%	(142)	10%	(46)	461
Community: Suburban	64%	(446)	26%	(181)	10%	(72)	699
Community: Rural	62%	(265)	27%	(115)	11%	(48)	428
Employ: Private Sector	62%	(303)	27%	(134)	10%	(50)	486
Employ: Government	58%	(62)	29%	(31)	13%	(13)	106
Employ: Self-Employed	54%	(71)	39%	(52)	6%	(8)	131
Employ: Homemaker	70%	(108)	20%	(30)	10%	(15)	154
Employ: Student	67%	(35)	28%	(15)	6%	(3)	53
Employ: Retired	63%	(233)	27%	(99)	10%	(39)	371
Employ: Unemployed	58%	(107)	27%	(51)	15%	(28)	186
Employ: Other	64%	(65)	27%	(28)	9%	(9)	102
Military HH: Yes	65%	(135)	30%	(62)	5%	(10)	207
Military HH: No	62%	(850)	27%	(377)	11%	(155)	1381
RD/WT: Right Direction	56%	(278)	32%	(159)	12%	(61)	497
RD/WT: Wrong Track	65%	(707)	26%	(280)	10%	(104)	1091
Biden Job Approve	61%	(434)	28%	(202)	11%	(79)	715
Biden Job Disapprove	65%	(521)	27%	(214)	9%	(71)	807
Biden Job Strongly Approve	61%	(194)	30%	(97)	9%	(29)	321
Biden Job Somewhat Approve	61%	(240)	27%	(105)	13%	(50)	394
Biden Job Somewhat Disapprove	62%	(155)	30%	(75)	8%	(20)	249
Biden Job Strongly Disapprove	66%	(367)	25%	(140)	9%	(52)	558

Continued on next page

Table MCFE46_1: *To what extent are the following reasons why you choose to shop for/buy secondhand products?*

I save money

Demographic	A major reason		A minor reason		Not a reason		Total N
Adults	62%	(985)	28%	(439)	10%	(165)	1589
Favorable of Biden	60%	(425)	28%	(195)	12%	(83)	703
Unfavorable of Biden	65%	(528)	27%	(220)	8%	(63)	811
Very Favorable of Biden	62%	(216)	28%	(96)	10%	(34)	346
Somewhat Favorable of Biden	59%	(209)	28%	(99)	14%	(49)	357
Somewhat Unfavorable of Biden	63%	(149)	31%	(72)	7%	(16)	237
Very Unfavorable of Biden	66%	(379)	26%	(148)	8%	(47)	574
#1 Issue: Economy	63%	(427)	26%	(175)	11%	(76)	678
#1 Issue: Security	60%	(93)	32%	(50)	9%	(13)	156
#1 Issue: Health Care	60%	(76)	27%	(34)	13%	(16)	125
#1 Issue: Medicare / Social Security	61%	(114)	29%	(54)	10%	(19)	187
#1 Issue: Women's Issues	60%	(139)	30%	(70)	10%	(22)	231
#1 Issue: Energy	68%	(66)	22%	(21)	10%	(10)	97
#1 Issue: Other	69%	(48)	25%	(17)	6%	(4)	69
2020 Vote: Joe Biden	59%	(398)	30%	(200)	11%	(77)	675
2020 Vote: Donald Trump	65%	(345)	27%	(143)	7%	(39)	527
2020 Vote: Other	61%	(34)	29%	(16)	10%	(6)	55
2020 Vote: Didn't Vote	63%	(208)	24%	(80)	13%	(43)	331
2018 House Vote: Democrat	60%	(324)	29%	(157)	11%	(62)	543
2018 House Vote: Republican	66%	(275)	25%	(107)	9%	(37)	420
2016 Vote: Hillary Clinton	59%	(292)	29%	(146)	12%	(61)	499
2016 Vote: Donald Trump	68%	(316)	24%	(112)	7%	(33)	461
2016 Vote: Other	68%	(46)	21%	(15)	11%	(7)	68
2016 Vote: Didn't Vote	59%	(328)	30%	(164)	11%	(62)	554
Voted in 2014: Yes	62%	(554)	27%	(239)	11%	(97)	890
Voted in 2014: No	62%	(431)	29%	(199)	10%	(68)	698
4-Region: Northeast	62%	(150)	26%	(62)	12%	(29)	241
4-Region: Midwest	62%	(209)	30%	(99)	8%	(27)	336
4-Region: South	63%	(404)	27%	(172)	11%	(69)	645
4-Region: West	60%	(221)	29%	(106)	11%	(39)	367
TikTok Users	60%	(376)	29%	(179)	11%	(71)	625
Twitch Users	64%	(117)	29%	(52)	7%	(13)	182

Continued on next page

Table MCFE46_1: *To what extent are the following reasons why you choose to shop for/buy secondhand products?*
I save money

Demographic	A major reason		A minor reason		Not a reason		Total N
Adults	62%	(985)	28%	(439)	10%	(165)	1589
2022 Sports Viewers/Attendees	62%	(688)	28%	(316)	9%	(105)	1110
Monthly Moviegoers	57%	(152)	36%	(96)	7%	(19)	267
Few Times per Year + Moviegoers	60%	(432)	32%	(235)	8%	(59)	726
Heard Smile Campaign	60%	(269)	31%	(137)	9%	(42)	447
Heard Minion Campaign	60%	(266)	31%	(137)	9%	(41)	444
Listens to Podcasts	62%	(553)	29%	(260)	9%	(80)	893
Streaming Services User	62%	(843)	28%	(382)	10%	(132)	1358
Netflix User	60%	(687)	29%	(333)	10%	(116)	1136
Disney+ User	61%	(480)	30%	(236)	9%	(68)	784
Heterosexual or straight	62%	(878)	28%	(393)	11%	(152)	1423
Bisexual	70%	(49)	20%	(14)	9%	(7)	70
Yes	53%	(27)	32%	(17)	14%	(7)	51
No	62%	(958)	27%	(422)	10%	(158)	1537

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

Table MCFE46_2: *To what extent are the following reasons why you choose to shop for/buy secondhand products?*
I can get one-of-a-kind or unique items

Demographic	A major reason		A minor reason		Not a reason		Total N
Adults	32%	(504)	39%	(625)	29%	(460)	1589
Gender: Male	31%	(226)	42%	(306)	26%	(192)	724
Gender: Female	32%	(278)	37%	(318)	31%	(268)	864
Age: 18-34	38%	(186)	41%	(203)	21%	(104)	493
Age: 35-44	32%	(89)	43%	(120)	24%	(67)	276
Age: 45-64	32%	(158)	37%	(183)	31%	(151)	493
Age: 65+	22%	(71)	36%	(119)	42%	(138)	327
GenZers: 1997-2012	38%	(77)	40%	(81)	23%	(46)	205
Millennials: 1981-1996	36%	(177)	41%	(202)	23%	(110)	490
GenXers: 1965-1980	31%	(127)	40%	(163)	29%	(118)	409
Baby Boomers: 1946-1964	25%	(115)	37%	(168)	37%	(167)	450
PID: Dem (no lean)	34%	(214)	40%	(252)	26%	(165)	630
PID: Ind (no lean)	29%	(137)	39%	(182)	32%	(148)	466
PID: Rep (no lean)	31%	(154)	39%	(191)	30%	(147)	492
PID/Gender: Dem Men	31%	(90)	47%	(136)	22%	(62)	287
PID/Gender: Dem Women	36%	(124)	34%	(116)	30%	(103)	343
PID/Gender: Ind Men	31%	(67)	37%	(80)	32%	(71)	219
PID/Gender: Ind Women	28%	(69)	41%	(101)	31%	(77)	248
PID/Gender: Rep Men	32%	(69)	41%	(91)	27%	(59)	219
PID/Gender: Rep Women	31%	(85)	37%	(101)	32%	(88)	273
Ideo: Liberal (1-3)	38%	(186)	38%	(187)	24%	(119)	493
Ideo: Moderate (4)	29%	(150)	40%	(212)	31%	(163)	526
Ideo: Conservative (5-7)	30%	(144)	41%	(196)	30%	(144)	484
Educ: < College	32%	(336)	38%	(399)	29%	(305)	1039
Educ: Bachelors degree	28%	(97)	44%	(156)	28%	(99)	351
Educ: Post-grad	36%	(72)	35%	(70)	28%	(56)	198
Income: Under 50k	31%	(279)	38%	(345)	31%	(274)	898
Income: 50k-100k	30%	(150)	41%	(201)	29%	(141)	493
Income: 100k+	38%	(75)	40%	(79)	22%	(44)	198
Ethnicity: White	30%	(368)	40%	(495)	30%	(378)	1240
Ethnicity: Hispanic	35%	(93)	43%	(113)	22%	(59)	265
Ethnicity: Black	41%	(85)	34%	(71)	25%	(51)	207

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Table MCFE46_2: *To what extent are the following reasons why you choose to shop for/buy secondhand products?*
I can get one-of-a-kind or unique items

Demographic	A major reason		A minor reason		Not a reason		Total N
Adults	32%	(504)	39%	(625)	29%	(460)	1589
Ethnicity: Other	36%	(52)	42%	(59)	22%	(31)	142
All Christian	30%	(223)	41%	(304)	30%	(223)	750
All Non-Christian	36%	(28)	35%	(27)	29%	(22)	77
Atheist	35%	(25)	51%	(36)	14%	(10)	70
Agnostic/Nothing in particular	33%	(137)	36%	(151)	31%	(128)	415
Something Else	34%	(93)	39%	(107)	28%	(77)	276
Religious Non-Protestant/Catholic	32%	(32)	44%	(44)	25%	(25)	100
Evangelical	32%	(135)	41%	(173)	27%	(112)	419
Non-Evangelical	31%	(176)	37%	(214)	32%	(183)	573
Community: Urban	35%	(162)	42%	(195)	23%	(104)	461
Community: Suburban	31%	(220)	39%	(271)	30%	(209)	699
Community: Rural	29%	(122)	37%	(159)	34%	(147)	428
Employ: Private Sector	37%	(178)	38%	(187)	25%	(121)	486
Employ: Government	36%	(38)	46%	(49)	18%	(19)	106
Employ: Self-Employed	38%	(50)	40%	(53)	21%	(28)	131
Employ: Homemaker	27%	(42)	36%	(56)	36%	(56)	154
Employ: Student	46%	(24)	47%	(25)	7%	(4)	53
Employ: Retired	25%	(93)	37%	(136)	38%	(142)	371
Employ: Unemployed	25%	(47)	46%	(86)	29%	(53)	186
Employ: Other	31%	(31)	34%	(34)	35%	(36)	102
Military HH: Yes	27%	(56)	47%	(98)	26%	(53)	207
Military HH: No	32%	(448)	38%	(527)	29%	(406)	1381
RD/WT: Right Direction	33%	(164)	40%	(199)	27%	(135)	497
RD/WT: Wrong Track	31%	(340)	39%	(426)	30%	(325)	1091
Biden Job Approve	35%	(251)	38%	(271)	27%	(193)	715
Biden Job Disapprove	28%	(230)	41%	(333)	30%	(245)	807
Biden Job Strongly Approve	39%	(126)	34%	(109)	27%	(86)	321
Biden Job Somewhat Approve	32%	(125)	41%	(162)	27%	(107)	394
Biden Job Somewhat Disapprove	29%	(73)	46%	(116)	24%	(61)	249
Biden Job Strongly Disapprove	28%	(157)	39%	(217)	33%	(184)	558

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Table MCFE46_2: *To what extent are the following reasons why you choose to shop for/buy secondhand products?*
I can get one-of-a-kind or unique items

Demographic	A major reason		A minor reason		Not a reason		Total N
Adults	32%	(504)	39%	(625)	29%	(460)	1589
Favorable of Biden	34%	(237)	39%	(275)	27%	(191)	703
Unfavorable of Biden	30%	(245)	40%	(325)	30%	(242)	811
Very Favorable of Biden	37%	(129)	35%	(122)	27%	(95)	346
Somewhat Favorable of Biden	30%	(109)	43%	(153)	27%	(96)	357
Somewhat Unfavorable of Biden	32%	(77)	44%	(105)	23%	(55)	237
Very Unfavorable of Biden	29%	(168)	38%	(220)	32%	(186)	574
#1 Issue: Economy	30%	(200)	39%	(267)	31%	(211)	678
#1 Issue: Security	27%	(42)	43%	(68)	30%	(47)	156
#1 Issue: Health Care	37%	(46)	39%	(49)	24%	(30)	125
#1 Issue: Medicare / Social Security	28%	(52)	35%	(65)	37%	(70)	187
#1 Issue: Women's Issues	37%	(86)	42%	(98)	20%	(47)	231
#1 Issue: Energy	39%	(38)	40%	(39)	21%	(20)	97
#1 Issue: Other	32%	(22)	29%	(20)	39%	(27)	69
2020 Vote: Joe Biden	35%	(233)	40%	(267)	26%	(174)	675
2020 Vote: Donald Trump	29%	(153)	43%	(225)	28%	(149)	527
2020 Vote: Other	24%	(13)	36%	(20)	40%	(22)	55
2020 Vote: Didn't Vote	32%	(105)	34%	(112)	34%	(114)	331
2018 House Vote: Democrat	34%	(185)	40%	(217)	26%	(140)	543
2018 House Vote: Republican	28%	(118)	42%	(178)	29%	(124)	420
2016 Vote: Hillary Clinton	34%	(170)	38%	(190)	28%	(138)	499
2016 Vote: Donald Trump	30%	(136)	42%	(194)	28%	(131)	461
2016 Vote: Other	33%	(22)	38%	(26)	30%	(20)	68
2016 Vote: Didn't Vote	31%	(173)	38%	(212)	31%	(169)	554
Voted in 2014: Yes	31%	(278)	39%	(352)	29%	(260)	890
Voted in 2014: No	32%	(226)	39%	(273)	29%	(199)	698
4-Region: Northeast	39%	(94)	35%	(85)	26%	(62)	241
4-Region: Midwest	30%	(101)	40%	(133)	30%	(101)	336
4-Region: South	32%	(207)	39%	(249)	29%	(189)	645
4-Region: West	28%	(102)	43%	(157)	29%	(107)	367
TikTok Users	36%	(222)	41%	(258)	23%	(145)	625
Twitch Users	40%	(72)	46%	(84)	14%	(26)	182

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Table MCFE46_2: *To what extent are the following reasons why you choose to shop for/buy secondhand products?*
I can get one-of-a-kind or unique items

Demographic	A major reason		A minor reason		Not a reason		Total N
Adults	32%	(504)	39%	(625)	29%	(460)	1589
2022 Sports Viewers/Attendees	32%	(360)	42%	(463)	26%	(286)	1110
Monthly Moviegoers	42%	(111)	43%	(115)	15%	(41)	267
Few Times per Year + Moviegoers	37%	(267)	43%	(309)	21%	(150)	726
Heard Smile Campaign	39%	(172)	44%	(198)	17%	(76)	447
Heard Minion Campaign	40%	(177)	44%	(195)	16%	(72)	444
Listens to Podcasts	38%	(342)	40%	(361)	21%	(190)	893
Streaming Services User	33%	(448)	41%	(552)	26%	(358)	1358
Netflix User	34%	(388)	41%	(469)	25%	(280)	1136
Disney+ User	35%	(272)	43%	(336)	22%	(176)	784
Heterosexual or straight	30%	(433)	39%	(557)	30%	(433)	1423
Bisexual	52%	(36)	35%	(25)	13%	(9)	70
Yes	47%	(24)	34%	(18)	19%	(10)	51
No	31%	(480)	39%	(607)	29%	(450)	1537

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

Table MCFE46_3: *To what extent are the following reasons why you choose to shop for/buy secondhand products?*
I like being a part of the resale community

Demographic	A major reason		A minor reason		Not a reason		Total N
Adults	21%	(341)	31%	(499)	47%	(749)	1589
Gender: Male	20%	(142)	32%	(233)	48%	(350)	724
Gender: Female	23%	(199)	31%	(266)	46%	(399)	864
Age: 18-34	30%	(147)	34%	(169)	36%	(176)	493
Age: 35-44	23%	(62)	34%	(94)	43%	(120)	276
Age: 45-64	20%	(101)	30%	(150)	49%	(242)	493
Age: 65+	9%	(30)	26%	(86)	64%	(211)	327
GenZers: 1997-2012	26%	(52)	33%	(68)	41%	(85)	205
Millennials: 1981-1996	29%	(144)	35%	(171)	36%	(174)	490
GenXers: 1965-1980	21%	(87)	32%	(129)	47%	(192)	409
Baby Boomers: 1946-1964	11%	(51)	28%	(126)	61%	(274)	450
PID: Dem (no lean)	24%	(153)	37%	(230)	39%	(247)	630
PID: Ind (no lean)	20%	(92)	27%	(124)	54%	(250)	466
PID: Rep (no lean)	20%	(96)	29%	(144)	51%	(252)	492
PID/Gender: Dem Men	23%	(66)	41%	(118)	36%	(103)	287
PID/Gender: Dem Women	25%	(87)	33%	(112)	42%	(144)	343
PID/Gender: Ind Men	18%	(40)	22%	(48)	60%	(131)	219
PID/Gender: Ind Women	21%	(52)	31%	(76)	48%	(119)	248
PID/Gender: Rep Men	17%	(37)	30%	(67)	53%	(115)	219
PID/Gender: Rep Women	22%	(59)	28%	(78)	50%	(136)	273
Ideo: Liberal (1-3)	25%	(123)	33%	(163)	42%	(207)	493
Ideo: Moderate (4)	24%	(126)	31%	(163)	45%	(237)	526
Ideo: Conservative (5-7)	16%	(77)	31%	(149)	53%	(257)	484
Educ: < College	22%	(225)	31%	(325)	47%	(489)	1039
Educ: Bachelors degree	17%	(61)	34%	(119)	49%	(171)	351
Educ: Post-grad	28%	(55)	28%	(55)	45%	(89)	198
Income: Under 50k	21%	(189)	32%	(288)	47%	(420)	898
Income: 50k-100k	20%	(96)	30%	(148)	50%	(248)	493
Income: 100k+	28%	(55)	32%	(62)	41%	(80)	198
Ethnicity: White	20%	(248)	31%	(384)	49%	(609)	1240
Ethnicity: Hispanic	32%	(85)	31%	(83)	37%	(98)	265
Ethnicity: Black	28%	(59)	36%	(74)	36%	(74)	207

Table MCFE46_3: *To what extent are the following reasons why you choose to shop for/buy secondhand products?*
I like being a part of the resale community

Demographic	A major reason		A minor reason		Not a reason		Total N
Adults	21%	(341)	31%	(499)	47%	(749)	1589
Ethnicity: Other	24%	(34)	29%	(42)	47%	(66)	142
All Christian	21%	(158)	32%	(238)	47%	(354)	750
All Non-Christian	28%	(22)	29%	(22)	43%	(33)	77
Atheist	25%	(17)	22%	(15)	53%	(38)	70
Agnostic/Nothing in particular	18%	(76)	33%	(138)	48%	(201)	415
Something Else	25%	(68)	31%	(85)	45%	(123)	276
Religious Non-Protestant/Catholic	22%	(22)	37%	(37)	41%	(41)	100
Evangelical	24%	(99)	32%	(135)	44%	(185)	419
Non-Evangelical	22%	(126)	30%	(170)	48%	(277)	573
Community: Urban	27%	(125)	33%	(150)	40%	(186)	461
Community: Suburban	20%	(137)	31%	(215)	50%	(347)	699
Community: Rural	18%	(79)	31%	(134)	50%	(215)	428
Employ: Private Sector	25%	(122)	37%	(178)	38%	(187)	486
Employ: Government	35%	(37)	31%	(32)	34%	(36)	106
Employ: Self-Employed	28%	(37)	41%	(54)	31%	(40)	131
Employ: Homemaker	30%	(46)	23%	(35)	48%	(73)	154
Employ: Student	17%	(9)	40%	(21)	43%	(23)	53
Employ: Retired	10%	(39)	28%	(103)	62%	(229)	371
Employ: Unemployed	16%	(29)	27%	(51)	57%	(106)	186
Employ: Other	22%	(22)	25%	(25)	53%	(54)	102
Military HH: Yes	16%	(34)	34%	(71)	49%	(103)	207
Military HH: No	22%	(307)	31%	(428)	47%	(646)	1381
RD/WT: Right Direction	27%	(132)	34%	(167)	40%	(198)	497
RD/WT: Wrong Track	19%	(209)	30%	(332)	50%	(551)	1091
Biden Job Approve	25%	(179)	33%	(239)	41%	(297)	715
Biden Job Disapprove	18%	(146)	30%	(240)	52%	(421)	807
Biden Job Strongly Approve	31%	(98)	34%	(110)	35%	(112)	321
Biden Job Somewhat Approve	20%	(81)	33%	(129)	47%	(184)	394
Biden Job Somewhat Disapprove	19%	(48)	35%	(87)	46%	(115)	249
Biden Job Strongly Disapprove	18%	(99)	27%	(153)	55%	(306)	558

Table MCFE46_3: *To what extent are the following reasons why you choose to shop for/buy secondhand products?*
I like being a part of the resale community

Demographic	A major reason		A minor reason		Not a reason		Total N
Adults	21%	(341)	31%	(499)	47%	(749)	1589
Favorable of Biden	25%	(179)	33%	(229)	42%	(296)	703
Unfavorable of Biden	18%	(146)	30%	(245)	52%	(420)	811
Very Favorable of Biden	30%	(102)	33%	(115)	37%	(128)	346
Somewhat Favorable of Biden	21%	(76)	32%	(114)	47%	(167)	357
Somewhat Unfavorable of Biden	17%	(40)	36%	(85)	47%	(112)	237
Very Unfavorable of Biden	18%	(106)	28%	(160)	54%	(308)	574
#1 Issue: Economy	20%	(138)	31%	(209)	49%	(331)	678
#1 Issue: Security	15%	(24)	32%	(50)	53%	(83)	156
#1 Issue: Health Care	27%	(34)	34%	(43)	39%	(48)	125
#1 Issue: Medicare / Social Security	18%	(34)	23%	(43)	59%	(110)	187
#1 Issue: Women's Issues	28%	(64)	36%	(82)	36%	(84)	231
#1 Issue: Energy	25%	(24)	37%	(35)	38%	(37)	97
#1 Issue: Other	16%	(11)	24%	(17)	60%	(42)	69
2020 Vote: Joe Biden	24%	(160)	34%	(229)	42%	(286)	675
2020 Vote: Donald Trump	21%	(111)	29%	(154)	50%	(262)	527
2020 Vote: Other	16%	(9)	29%	(16)	55%	(30)	55
2020 Vote: Didn't Vote	18%	(61)	30%	(100)	51%	(170)	331
2018 House Vote: Democrat	25%	(134)	37%	(198)	39%	(211)	543
2018 House Vote: Republican	20%	(84)	26%	(108)	54%	(227)	420
2016 Vote: Hillary Clinton	23%	(114)	37%	(183)	40%	(202)	499
2016 Vote: Donald Trump	21%	(96)	29%	(134)	50%	(231)	461
2016 Vote: Other	24%	(16)	20%	(14)	56%	(38)	68
2016 Vote: Didn't Vote	20%	(112)	30%	(167)	50%	(275)	554
Voted in 2014: Yes	23%	(203)	31%	(275)	46%	(412)	890
Voted in 2014: No	20%	(138)	32%	(224)	48%	(337)	698
4-Region: Northeast	22%	(52)	29%	(70)	49%	(119)	241
4-Region: Midwest	20%	(66)	34%	(115)	46%	(155)	336
4-Region: South	25%	(160)	29%	(188)	46%	(297)	645
4-Region: West	17%	(64)	34%	(126)	48%	(177)	367
TikTok Users	26%	(165)	37%	(235)	36%	(226)	625
Twitch Users	27%	(49)	37%	(68)	36%	(66)	182

Continued on next page

Table MCFE46_3: *To what extent are the following reasons why you choose to shop for/buy secondhand products?*
I like being a part of the resale community

Demographic	A major reason		A minor reason		Not a reason		Total N
Adults	21%	(341)	31%	(499)	47%	(749)	1589
2022 Sports Viewers/Attendees	23%	(255)	33%	(369)	44%	(485)	1110
Monthly Moviegoers	29%	(78)	42%	(113)	29%	(76)	267
Few Times per Year + Moviegoers	26%	(189)	38%	(277)	36%	(259)	726
Heard Smile Campaign	33%	(145)	43%	(191)	25%	(111)	447
Heard Minion Campaign	32%	(141)	39%	(173)	29%	(130)	444
Listens to Podcasts	27%	(238)	35%	(310)	39%	(346)	893
Streaming Services User	23%	(306)	34%	(456)	44%	(596)	1358
Netflix User	24%	(270)	34%	(390)	42%	(477)	1136
Disney+ User	28%	(216)	36%	(284)	36%	(284)	784
Heterosexual or straight	21%	(295)	31%	(444)	48%	(684)	1423
Bisexual	33%	(23)	35%	(24)	33%	(23)	70
Yes	31%	(16)	28%	(14)	41%	(21)	51
No	21%	(325)	32%	(485)	47%	(728)	1537

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

Table MCFE46_4: *To what extent are the following reasons why you choose to shop for/buy secondhand products?*
I like shopping sustainably

Demographic	A major reason		A minor reason		Not a reason		Total N
Adults	25%	(397)	36%	(578)	39%	(614)	1589
Gender: Male	22%	(157)	38%	(274)	40%	(293)	724
Gender: Female	28%	(240)	35%	(303)	37%	(320)	864
Age: 18-34	31%	(153)	43%	(213)	26%	(127)	493
Age: 35-44	24%	(65)	41%	(112)	36%	(98)	276
Age: 45-64	26%	(128)	33%	(165)	41%	(200)	493
Age: 65+	16%	(51)	27%	(88)	57%	(188)	327
GenZers: 1997-2012	30%	(62)	41%	(83)	29%	(60)	205
Millennials: 1981-1996	29%	(141)	43%	(212)	28%	(138)	490
GenXers: 1965-1980	25%	(100)	35%	(143)	40%	(165)	409
Baby Boomers: 1946-1964	20%	(88)	30%	(134)	51%	(227)	450
PID: Dem (no lean)	29%	(180)	41%	(260)	30%	(190)	630
PID: Ind (no lean)	24%	(112)	32%	(147)	44%	(207)	466
PID: Rep (no lean)	21%	(106)	35%	(170)	44%	(216)	492
PID/Gender: Dem Men	24%	(70)	48%	(138)	28%	(80)	287
PID/Gender: Dem Women	32%	(110)	36%	(123)	32%	(110)	343
PID/Gender: Ind Men	22%	(48)	29%	(62)	49%	(108)	219
PID/Gender: Ind Women	26%	(64)	34%	(85)	40%	(99)	248
PID/Gender: Rep Men	18%	(39)	34%	(74)	48%	(106)	219
PID/Gender: Rep Women	24%	(67)	35%	(96)	41%	(111)	273
Ideo: Liberal (1-3)	29%	(142)	42%	(205)	30%	(146)	493
Ideo: Moderate (4)	26%	(137)	34%	(177)	40%	(212)	526
Ideo: Conservative (5-7)	21%	(102)	34%	(165)	45%	(217)	484
Educ: < College	25%	(263)	35%	(362)	40%	(414)	1039
Educ: Bachelors degree	22%	(75)	42%	(147)	37%	(129)	351
Educ: Post-grad	30%	(59)	35%	(69)	36%	(71)	198
Income: Under 50k	25%	(226)	34%	(310)	40%	(363)	898
Income: 50k-100k	21%	(102)	41%	(204)	38%	(187)	493
Income: 100k+	35%	(70)	32%	(64)	32%	(64)	198
Ethnicity: White	22%	(275)	37%	(459)	41%	(506)	1240
Ethnicity: Hispanic	33%	(88)	39%	(103)	28%	(73)	265
Ethnicity: Black	39%	(81)	30%	(61)	31%	(64)	207

Continued on next page

Table MCFE46_4: *To what extent are the following reasons why you choose to shop for/buy secondhand products?*
I like shopping sustainably

Demographic	A major reason		A minor reason		Not a reason		Total N
Adults	25%	(397)	36%	(578)	39%	(614)	1589
Ethnicity: Other	29%	(41)	41%	(58)	31%	(43)	142
All Christian	25%	(188)	36%	(267)	39%	(295)	750
All Non-Christian	28%	(22)	44%	(34)	28%	(22)	77
Atheist	23%	(17)	45%	(32)	32%	(22)	70
Agnostic/Nothing in particular	22%	(90)	34%	(139)	45%	(185)	415
Something Else	29%	(81)	38%	(106)	32%	(89)	276
Religious Non-Protestant/Catholic	28%	(28)	45%	(45)	28%	(28)	100
Evangelical	27%	(112)	37%	(156)	36%	(152)	419
Non-Evangelical	26%	(151)	35%	(200)	39%	(222)	573
Community: Urban	27%	(126)	41%	(188)	32%	(147)	461
Community: Suburban	24%	(167)	35%	(244)	41%	(289)	699
Community: Rural	24%	(104)	34%	(145)	42%	(178)	428
Employ: Private Sector	29%	(141)	43%	(210)	28%	(135)	486
Employ: Government	29%	(31)	43%	(45)	28%	(29)	106
Employ: Self-Employed	30%	(39)	40%	(52)	31%	(40)	131
Employ: Homemaker	30%	(47)	29%	(44)	41%	(63)	154
Employ: Student	30%	(16)	36%	(19)	33%	(18)	53
Employ: Retired	17%	(63)	29%	(106)	55%	(203)	371
Employ: Unemployed	18%	(34)	39%	(72)	43%	(80)	186
Employ: Other	26%	(27)	28%	(29)	46%	(46)	102
Military HH: Yes	28%	(58)	26%	(55)	45%	(94)	207
Military HH: No	25%	(339)	38%	(523)	38%	(519)	1381
RD/WT: Right Direction	30%	(149)	39%	(192)	31%	(156)	497
RD/WT: Wrong Track	23%	(248)	35%	(385)	42%	(458)	1091
Biden Job Approve	31%	(220)	39%	(282)	30%	(214)	715
Biden Job Disapprove	20%	(164)	34%	(276)	45%	(367)	807
Biden Job Strongly Approve	33%	(105)	40%	(127)	28%	(89)	321
Biden Job Somewhat Approve	29%	(115)	39%	(154)	32%	(125)	394
Biden Job Somewhat Disapprove	22%	(55)	44%	(110)	34%	(85)	249
Biden Job Strongly Disapprove	20%	(109)	30%	(166)	51%	(282)	558

Table MCFE46_4: *To what extent are the following reasons why you choose to shop for/buy secondhand products?*
I like shopping sustainably

Demographic	A major reason		A minor reason		Not a reason		Total N
Adults	25%	(397)	36%	(578)	39%	(614)	1589
Favorable of Biden	29%	(203)	40%	(282)	31%	(218)	703
Unfavorable of Biden	21%	(168)	34%	(276)	45%	(366)	811
Very Favorable of Biden	29%	(99)	40%	(138)	31%	(109)	346
Somewhat Favorable of Biden	29%	(103)	40%	(145)	31%	(109)	357
Somewhat Unfavorable of Biden	21%	(51)	43%	(101)	36%	(85)	237
Very Unfavorable of Biden	20%	(118)	31%	(176)	49%	(281)	574
#1 Issue: Economy	24%	(165)	36%	(244)	40%	(269)	678
#1 Issue: Security	26%	(41)	27%	(42)	47%	(73)	156
#1 Issue: Health Care	22%	(27)	45%	(56)	33%	(42)	125
#1 Issue: Medicare / Social Security	24%	(45)	27%	(50)	49%	(92)	187
#1 Issue: Women's Issues	27%	(62)	44%	(101)	30%	(68)	231
#1 Issue: Energy	31%	(30)	43%	(42)	26%	(26)	97
#1 Issue: Other	23%	(16)	33%	(23)	44%	(31)	69
2020 Vote: Joe Biden	29%	(197)	39%	(266)	32%	(213)	675
2020 Vote: Donald Trump	21%	(110)	33%	(173)	46%	(244)	527
2020 Vote: Other	23%	(13)	39%	(21)	38%	(21)	55
2020 Vote: Didn't Vote	23%	(77)	35%	(118)	41%	(137)	331
2018 House Vote: Democrat	30%	(162)	41%	(224)	29%	(157)	543
2018 House Vote: Republican	18%	(74)	34%	(141)	49%	(204)	420
2016 Vote: Hillary Clinton	29%	(144)	40%	(200)	31%	(155)	499
2016 Vote: Donald Trump	21%	(98)	34%	(156)	45%	(207)	461
2016 Vote: Other	22%	(15)	37%	(25)	41%	(28)	68
2016 Vote: Didn't Vote	25%	(138)	35%	(192)	40%	(223)	554
Voted in 2014: Yes	25%	(221)	37%	(327)	38%	(342)	890
Voted in 2014: No	25%	(176)	36%	(251)	39%	(272)	698
4-Region: Northeast	26%	(62)	38%	(91)	36%	(88)	241
4-Region: Midwest	22%	(74)	37%	(125)	41%	(136)	336
4-Region: South	29%	(187)	34%	(221)	37%	(237)	645
4-Region: West	20%	(74)	38%	(140)	42%	(153)	367
TikTok Users	28%	(173)	40%	(249)	33%	(203)	625
Twitch Users	36%	(66)	41%	(75)	22%	(41)	182

Continued on next page

Table MCFE46_4: *To what extent are the following reasons why you choose to shop for/buy secondhand products?*

I like shopping sustainably

Demographic	A major reason		A minor reason		Not a reason		Total N
Adults	25%	(397)	36%	(578)	39%	(614)	1589
2022 Sports Viewers/Attendees	26%	(290)	37%	(411)	37%	(408)	1110
Monthly Moviegoers	33%	(88)	43%	(116)	24%	(64)	267
Few Times per Year + Moviegoers	28%	(204)	42%	(306)	30%	(216)	726
Heard Smile Campaign	34%	(151)	48%	(214)	18%	(82)	447
Heard Minion Campaign	35%	(155)	44%	(197)	21%	(92)	444
Listens to Podcasts	30%	(268)	41%	(365)	29%	(261)	893
Streaming Services User	26%	(357)	38%	(522)	35%	(478)	1358
Netflix User	27%	(309)	39%	(446)	34%	(381)	1136
Disney+ User	29%	(230)	42%	(333)	28%	(221)	784
Heterosexual or straight	25%	(358)	35%	(503)	40%	(563)	1423
Bisexual	24%	(17)	49%	(34)	26%	(18)	70
Yes	26%	(13)	42%	(22)	32%	(16)	51
No	25%	(384)	36%	(556)	39%	(597)	1537

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

Table MCFE46_5: *To what extent are the following reasons why you choose to shop for/buy secondhand products?*
I like shopping for older/classic fashions

Demographic	A major reason		A minor reason		Not a reason		Total N
Adults	23%	(371)	34%	(544)	42%	(674)	1589
Gender: Male	22%	(158)	35%	(257)	43%	(310)	724
Gender: Female	25%	(212)	33%	(288)	42%	(364)	864
Age: 18-34	30%	(145)	39%	(191)	32%	(156)	493
Age: 35-44	22%	(60)	38%	(104)	41%	(112)	276
Age: 45-64	25%	(122)	32%	(160)	43%	(211)	493
Age: 65+	13%	(43)	27%	(89)	60%	(195)	327
GenZers: 1997-2012	33%	(68)	39%	(80)	27%	(56)	205
Millennials: 1981-1996	24%	(117)	38%	(189)	38%	(185)	490
GenXers: 1965-1980	26%	(105)	36%	(146)	39%	(158)	409
Baby Boomers: 1946-1964	17%	(74)	28%	(124)	56%	(251)	450
PID: Dem (no lean)	26%	(163)	36%	(228)	38%	(239)	630
PID: Ind (no lean)	20%	(93)	32%	(148)	48%	(225)	466
PID: Rep (no lean)	23%	(114)	34%	(168)	43%	(210)	492
PID/Gender: Dem Men	24%	(70)	40%	(114)	36%	(103)	287
PID/Gender: Dem Women	27%	(93)	33%	(114)	40%	(136)	343
PID/Gender: Ind Men	19%	(42)	31%	(69)	49%	(108)	219
PID/Gender: Ind Women	21%	(51)	32%	(80)	47%	(117)	248
PID/Gender: Rep Men	21%	(46)	34%	(74)	45%	(99)	219
PID/Gender: Rep Women	25%	(68)	34%	(94)	41%	(111)	273
Ideo: Liberal (1-3)	26%	(130)	35%	(175)	38%	(188)	493
Ideo: Moderate (4)	23%	(120)	35%	(184)	42%	(222)	526
Ideo: Conservative (5-7)	23%	(109)	33%	(158)	45%	(216)	484
Educ: < College	24%	(248)	33%	(347)	43%	(443)	1039
Educ: Bachelors degree	22%	(78)	38%	(132)	40%	(141)	351
Educ: Post-grad	22%	(44)	33%	(65)	45%	(89)	198
Income: Under 50k	24%	(220)	33%	(296)	43%	(382)	898
Income: 50k-100k	21%	(101)	35%	(172)	45%	(220)	493
Income: 100k+	25%	(50)	39%	(76)	36%	(72)	198
Ethnicity: White	22%	(268)	33%	(412)	45%	(560)	1240
Ethnicity: Hispanic	29%	(77)	40%	(105)	31%	(83)	265
Ethnicity: Black	31%	(63)	35%	(73)	34%	(70)	207

Table MCFE46_5: *To what extent are the following reasons why you choose to shop for/buy secondhand products?*
I like shopping for older/classic fashions

Demographic	A major reason		A minor reason		Not a reason		Total N
Adults	23%	(371)	34%	(544)	42%	(674)	1589
Ethnicity: Other	27%	(39)	42%	(59)	31%	(43)	142
All Christian	23%	(171)	34%	(254)	43%	(325)	750
All Non-Christian	27%	(21)	40%	(31)	32%	(25)	77
Atheist	32%	(23)	33%	(23)	35%	(25)	70
Agnostic/Nothing in particular	21%	(85)	34%	(140)	46%	(190)	415
Something Else	25%	(70)	35%	(97)	39%	(109)	276
Religious Non-Protestant/Catholic	27%	(27)	41%	(41)	32%	(32)	100
Evangelical	24%	(100)	37%	(156)	39%	(163)	419
Non-Evangelical	24%	(135)	31%	(179)	45%	(259)	573
Community: Urban	29%	(135)	35%	(160)	36%	(166)	461
Community: Suburban	21%	(145)	34%	(241)	45%	(313)	699
Community: Rural	21%	(90)	33%	(143)	45%	(194)	428
Employ: Private Sector	25%	(123)	41%	(201)	33%	(162)	486
Employ: Government	33%	(35)	34%	(36)	32%	(34)	106
Employ: Self-Employed	26%	(34)	39%	(51)	35%	(46)	131
Employ: Homemaker	25%	(39)	28%	(44)	46%	(71)	154
Employ: Student	33%	(18)	35%	(19)	32%	(17)	53
Employ: Retired	17%	(65)	27%	(98)	56%	(208)	371
Employ: Unemployed	20%	(37)	35%	(66)	45%	(83)	186
Employ: Other	20%	(21)	28%	(29)	51%	(52)	102
Military HH: Yes	21%	(43)	31%	(65)	48%	(99)	207
Military HH: No	24%	(327)	35%	(479)	42%	(575)	1381
RD/WT: Right Direction	27%	(136)	36%	(177)	37%	(184)	497
RD/WT: Wrong Track	21%	(234)	34%	(367)	45%	(490)	1091
Biden Job Approve	26%	(186)	36%	(259)	38%	(270)	715
Biden Job Disapprove	21%	(172)	33%	(263)	46%	(371)	807
Biden Job Strongly Approve	30%	(95)	37%	(118)	34%	(108)	321
Biden Job Somewhat Approve	23%	(91)	36%	(141)	41%	(162)	394
Biden Job Somewhat Disapprove	24%	(60)	32%	(79)	44%	(110)	249
Biden Job Strongly Disapprove	20%	(113)	33%	(184)	47%	(261)	558

Table MCFE46_5: *To what extent are the following reasons why you choose to shop for/buy secondhand products?*
I like shopping for older/classic fashions

Demographic	A major reason		A minor reason		Not a reason		Total N
Adults	23%	(371)	34%	(544)	42%	(674)	1589
Favorable of Biden	24%	(172)	37%	(258)	39%	(273)	703
Unfavorable of Biden	22%	(179)	33%	(264)	45%	(369)	811
Very Favorable of Biden	29%	(99)	37%	(128)	34%	(119)	346
Somewhat Favorable of Biden	20%	(73)	36%	(130)	43%	(154)	357
Somewhat Unfavorable of Biden	24%	(57)	30%	(70)	46%	(109)	237
Very Unfavorable of Biden	21%	(121)	34%	(193)	45%	(260)	574
#1 Issue: Economy	22%	(152)	34%	(231)	43%	(294)	678
#1 Issue: Security	19%	(30)	33%	(52)	48%	(74)	156
#1 Issue: Health Care	25%	(31)	38%	(48)	37%	(46)	125
#1 Issue: Medicare / Social Security	22%	(41)	25%	(47)	53%	(99)	187
#1 Issue: Women's Issues	25%	(58)	43%	(100)	32%	(73)	231
#1 Issue: Energy	27%	(26)	35%	(34)	38%	(37)	97
#1 Issue: Other	21%	(15)	24%	(17)	54%	(38)	69
2020 Vote: Joe Biden	25%	(168)	36%	(240)	39%	(266)	675
2020 Vote: Donald Trump	22%	(118)	34%	(180)	44%	(230)	527
2020 Vote: Other	22%	(12)	39%	(21)	39%	(21)	55
2020 Vote: Didn't Vote	22%	(72)	31%	(102)	47%	(157)	331
2018 House Vote: Democrat	26%	(140)	38%	(205)	37%	(198)	543
2018 House Vote: Republican	21%	(89)	31%	(129)	48%	(202)	420
2016 Vote: Hillary Clinton	24%	(120)	37%	(185)	39%	(194)	499
2016 Vote: Donald Trump	22%	(99)	33%	(152)	45%	(210)	461
2016 Vote: Other	21%	(14)	34%	(23)	45%	(30)	68
2016 Vote: Didn't Vote	24%	(135)	33%	(183)	43%	(236)	554
Voted in 2014: Yes	23%	(201)	35%	(314)	42%	(375)	890
Voted in 2014: No	24%	(169)	33%	(230)	43%	(299)	698
4-Region: Northeast	26%	(62)	30%	(72)	44%	(107)	241
4-Region: Midwest	19%	(65)	32%	(108)	48%	(162)	336
4-Region: South	24%	(158)	35%	(228)	40%	(259)	645
4-Region: West	23%	(86)	37%	(136)	40%	(145)	367
TikTok Users	26%	(160)	41%	(256)	33%	(209)	625
Twitch Users	30%	(55)	47%	(86)	23%	(41)	182

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Table MCFE46_5: *To what extent are the following reasons why you choose to shop for/buy secondhand products?*
I like shopping for older/classic fashions

Demographic	A major reason		A minor reason		Not a reason		Total N
Adults	23%	(371)	34%	(544)	42%	(674)	1589
2022 Sports Viewers/Attendees	24%	(269)	35%	(390)	41%	(450)	1110
Monthly Moviegoers	33%	(87)	37%	(98)	31%	(82)	267
Few Times per Year + Moviegoers	28%	(202)	37%	(270)	35%	(254)	726
Heard Smile Campaign	31%	(137)	44%	(197)	25%	(114)	447
Heard Minion Campaign	32%	(141)	44%	(195)	24%	(108)	444
Listens to Podcasts	28%	(248)	37%	(332)	35%	(313)	893
Streaming Services User	25%	(337)	36%	(485)	39%	(536)	1358
Netflix User	25%	(284)	37%	(419)	38%	(433)	1136
Disney+ User	26%	(203)	39%	(308)	35%	(273)	784
Heterosexual or straight	23%	(326)	33%	(475)	44%	(622)	1423
Bisexual	34%	(24)	44%	(31)	22%	(16)	70
Yes	23%	(12)	36%	(19)	41%	(21)	51
No	23%	(359)	34%	(526)	42%	(653)	1537

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

Table MCFE46_6: *To what extent are the following reasons why you choose to shop for/buy secondhand products?*
I like shopping for harder-to-find items

Demographic	A major reason		A minor reason		Not a reason		Total N
Adults	28%	(437)	36%	(570)	37%	(581)	1589
Gender: Male	32%	(233)	38%	(274)	30%	(218)	724
Gender: Female	24%	(204)	34%	(296)	42%	(364)	864
Age: 18-34	35%	(173)	36%	(176)	29%	(143)	493
Age: 35-44	30%	(81)	36%	(99)	35%	(96)	276
Age: 45-64	25%	(125)	37%	(183)	37%	(185)	493
Age: 65+	18%	(57)	34%	(112)	48%	(158)	327
GenZers: 1997-2012	38%	(78)	33%	(67)	29%	(60)	205
Millennials: 1981-1996	31%	(153)	38%	(186)	31%	(150)	490
GenXers: 1965-1980	26%	(108)	38%	(154)	36%	(147)	409
Baby Boomers: 1946-1964	19%	(88)	35%	(155)	46%	(207)	450
PID: Dem (no lean)	29%	(182)	39%	(243)	33%	(205)	630
PID: Ind (no lean)	27%	(126)	33%	(152)	40%	(189)	466
PID: Rep (no lean)	26%	(129)	36%	(175)	38%	(187)	492
PID/Gender: Dem Men	33%	(96)	41%	(117)	26%	(74)	287
PID/Gender: Dem Women	25%	(86)	37%	(126)	38%	(131)	343
PID/Gender: Ind Men	33%	(73)	34%	(74)	33%	(72)	219
PID/Gender: Ind Women	21%	(53)	32%	(78)	47%	(116)	248
PID/Gender: Rep Men	29%	(64)	38%	(83)	33%	(71)	219
PID/Gender: Rep Women	24%	(65)	34%	(92)	43%	(116)	273
Ideo: Liberal (1-3)	31%	(151)	38%	(189)	31%	(153)	493
Ideo: Moderate (4)	27%	(141)	35%	(182)	39%	(203)	526
Ideo: Conservative (5-7)	26%	(125)	36%	(173)	38%	(186)	484
Educ: < College	28%	(296)	34%	(354)	38%	(390)	1039
Educ: Bachelors degree	24%	(83)	39%	(137)	37%	(131)	351
Educ: Post-grad	30%	(59)	40%	(79)	31%	(61)	198
Income: Under 50k	27%	(242)	35%	(312)	38%	(344)	898
Income: 50k-100k	26%	(130)	37%	(181)	37%	(181)	493
Income: 100k+	32%	(64)	39%	(77)	29%	(57)	198
Ethnicity: White	26%	(322)	35%	(439)	39%	(479)	1240
Ethnicity: Hispanic	34%	(90)	36%	(94)	31%	(81)	265
Ethnicity: Black	35%	(73)	34%	(70)	31%	(63)	207

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Table MCFE46_6: *To what extent are the following reasons why you choose to shop for/buy secondhand products?*
I like shopping for harder-to-find items

Demographic	A major reason		A minor reason		Not a reason		Total N
Adults	28%	(437)	36%	(570)	37%	(581)	1589
Ethnicity: Other	30%	(42)	43%	(60)	28%	(39)	142
All Christian	26%	(193)	38%	(284)	36%	(273)	750
All Non-Christian	32%	(25)	37%	(29)	31%	(24)	77
Atheist	42%	(30)	32%	(22)	26%	(18)	70
Agnostic/Nothing in particular	28%	(115)	32%	(133)	40%	(167)	415
Something Else	27%	(75)	37%	(101)	36%	(100)	276
Religious Non-Protestant/Catholic	28%	(28)	39%	(39)	33%	(33)	100
Evangelical	25%	(105)	40%	(168)	35%	(146)	419
Non-Evangelical	27%	(155)	35%	(201)	38%	(217)	573
Community: Urban	32%	(147)	38%	(174)	31%	(141)	461
Community: Suburban	27%	(188)	35%	(242)	39%	(269)	699
Community: Rural	24%	(102)	36%	(154)	40%	(171)	428
Employ: Private Sector	32%	(153)	40%	(193)	29%	(140)	486
Employ: Government	33%	(35)	37%	(39)	30%	(31)	106
Employ: Self-Employed	30%	(39)	41%	(54)	29%	(38)	131
Employ: Homemaker	23%	(36)	29%	(45)	48%	(73)	154
Employ: Student	38%	(20)	46%	(24)	17%	(9)	53
Employ: Retired	21%	(78)	33%	(123)	46%	(170)	371
Employ: Unemployed	25%	(47)	35%	(65)	40%	(74)	186
Employ: Other	29%	(29)	27%	(27)	45%	(46)	102
Military HH: Yes	29%	(61)	40%	(82)	31%	(64)	207
Military HH: No	27%	(376)	35%	(488)	37%	(517)	1381
RD/WT: Right Direction	32%	(160)	33%	(166)	34%	(171)	497
RD/WT: Wrong Track	25%	(277)	37%	(403)	38%	(411)	1091
Biden Job Approve	29%	(205)	37%	(265)	34%	(246)	715
Biden Job Disapprove	26%	(211)	36%	(286)	38%	(309)	807
Biden Job Strongly Approve	29%	(92)	38%	(123)	33%	(106)	321
Biden Job Somewhat Approve	29%	(113)	36%	(142)	35%	(140)	394
Biden Job Somewhat Disapprove	25%	(62)	39%	(97)	37%	(91)	249
Biden Job Strongly Disapprove	27%	(150)	34%	(190)	39%	(218)	558

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Table MCFE46_6: *To what extent are the following reasons why you choose to shop for/buy secondhand products?*
I like shopping for harder-to-find items

Demographic	A major reason		A minor reason		Not a reason		Total N
Adults	28%	(437)	36%	(570)	37%	(581)	1589
Favorable of Biden	29%	(201)	37%	(260)	35%	(243)	703
Unfavorable of Biden	26%	(214)	35%	(287)	38%	(309)	811
Very Favorable of Biden	31%	(106)	37%	(129)	32%	(111)	346
Somewhat Favorable of Biden	26%	(95)	37%	(131)	37%	(132)	357
Somewhat Unfavorable of Biden	24%	(58)	38%	(90)	38%	(89)	237
Very Unfavorable of Biden	27%	(157)	34%	(198)	38%	(220)	574
#1 Issue: Economy	29%	(197)	34%	(229)	37%	(252)	678
#1 Issue: Security	26%	(40)	37%	(58)	37%	(58)	156
#1 Issue: Health Care	32%	(40)	39%	(49)	29%	(37)	125
#1 Issue: Medicare / Social Security	19%	(36)	33%	(62)	48%	(89)	187
#1 Issue: Women's Issues	27%	(63)	42%	(97)	31%	(71)	231
#1 Issue: Energy	31%	(30)	35%	(34)	34%	(33)	97
#1 Issue: Other	22%	(15)	33%	(23)	45%	(31)	69
2020 Vote: Joe Biden	30%	(199)	38%	(253)	33%	(222)	675
2020 Vote: Donald Trump	26%	(138)	36%	(192)	37%	(197)	527
2020 Vote: Other	29%	(16)	32%	(18)	39%	(21)	55
2020 Vote: Didn't Vote	25%	(84)	32%	(107)	42%	(141)	331
2018 House Vote: Democrat	31%	(167)	37%	(203)	32%	(172)	543
2018 House Vote: Republican	25%	(103)	37%	(154)	39%	(163)	420
2016 Vote: Hillary Clinton	29%	(145)	37%	(186)	34%	(168)	499
2016 Vote: Donald Trump	25%	(117)	37%	(169)	38%	(175)	461
2016 Vote: Other	30%	(21)	33%	(22)	37%	(25)	68
2016 Vote: Didn't Vote	27%	(152)	34%	(191)	38%	(211)	554
Voted in 2014: Yes	27%	(242)	37%	(330)	36%	(318)	890
Voted in 2014: No	28%	(195)	34%	(240)	38%	(263)	698
4-Region: Northeast	29%	(71)	37%	(90)	34%	(81)	241
4-Region: Midwest	26%	(88)	32%	(106)	42%	(141)	336
4-Region: South	29%	(185)	37%	(236)	35%	(225)	645
4-Region: West	26%	(94)	38%	(138)	37%	(135)	367
TikTok Users	30%	(191)	39%	(241)	31%	(193)	625
Twitch Users	41%	(74)	41%	(75)	18%	(33)	182

Table MCFE46_6: *To what extent are the following reasons why you choose to shop for/buy secondhand products?*
I like shopping for harder-to-find items

Demographic	A major reason		A minor reason		Not a reason		Total N
Adults	28%	(437)	36%	(570)	37%	(581)	1589
2022 Sports Viewers/Attendees	29%	(320)	37%	(413)	34%	(377)	1110
Monthly Moviegoers	38%	(101)	40%	(106)	23%	(61)	267
Few Times per Year + Moviegoers	32%	(230)	40%	(287)	29%	(208)	726
Heard Smile Campaign	35%	(157)	46%	(205)	19%	(85)	447
Heard Minion Campaign	38%	(167)	43%	(190)	19%	(86)	444
Listens to Podcasts	32%	(284)	40%	(356)	28%	(253)	893
Streaming Services User	29%	(391)	37%	(498)	35%	(469)	1358
Netflix User	30%	(343)	37%	(421)	33%	(372)	1136
Disney+ User	30%	(239)	39%	(302)	31%	(243)	784
Heterosexual or straight	27%	(384)	35%	(497)	38%	(542)	1423
Bisexual	31%	(22)	42%	(29)	27%	(19)	70
Yes	34%	(17)	42%	(21)	24%	(12)	51
No	27%	(420)	36%	(549)	37%	(569)	1537

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

Table MCFE46_7: *To what extent are the following reasons why you choose to shop for/buy secondhand products?*
I like shopping peer to peer, where I communicate with and purchase products directly from individual sellers

Demographic	A major reason		A minor reason		Not a reason		Total N
Adults	16%	(260)	29%	(467)	54%	(861)	1589
Gender: Male	18%	(133)	34%	(248)	47%	(343)	724
Gender: Female	15%	(127)	25%	(219)	60%	(518)	864
Age: 18-34	24%	(118)	38%	(189)	38%	(186)	493
Age: 35-44	17%	(48)	29%	(79)	54%	(148)	276
Age: 45-64	13%	(66)	28%	(138)	59%	(289)	493
Age: 65+	8%	(28)	19%	(61)	73%	(238)	327
GenZers: 1997-2012	26%	(53)	34%	(69)	40%	(83)	205
Millennials: 1981-1996	21%	(101)	36%	(177)	43%	(212)	490
GenXers: 1965-1980	16%	(64)	30%	(122)	54%	(222)	409
Baby Boomers: 1946-1964	8%	(37)	21%	(93)	71%	(320)	450
PID: Dem (no lean)	19%	(118)	33%	(207)	48%	(304)	630
PID: Ind (no lean)	13%	(60)	26%	(121)	61%	(285)	466
PID: Rep (no lean)	17%	(82)	28%	(139)	55%	(271)	492
PID/Gender: Dem Men	22%	(64)	39%	(113)	39%	(111)	287
PID/Gender: Dem Women	16%	(55)	28%	(95)	56%	(194)	343
PID/Gender: Ind Men	15%	(34)	29%	(64)	55%	(121)	219
PID/Gender: Ind Women	11%	(26)	23%	(57)	66%	(165)	248
PID/Gender: Rep Men	16%	(36)	33%	(71)	51%	(112)	219
PID/Gender: Rep Women	17%	(46)	25%	(68)	58%	(160)	273
Ideo: Liberal (1-3)	18%	(88)	32%	(156)	51%	(249)	493
Ideo: Moderate (4)	18%	(93)	30%	(156)	53%	(277)	526
Ideo: Conservative (5-7)	14%	(68)	28%	(135)	58%	(281)	484
Educ: < College	17%	(182)	30%	(309)	53%	(548)	1039
Educ: Bachelors degree	12%	(44)	29%	(100)	59%	(207)	351
Educ: Post-grad	17%	(34)	29%	(58)	53%	(106)	198
Income: Under 50k	15%	(137)	30%	(272)	54%	(489)	898
Income: 50k-100k	17%	(84)	27%	(131)	56%	(278)	493
Income: 100k+	20%	(39)	33%	(65)	48%	(94)	198
Ethnicity: White	14%	(174)	28%	(346)	58%	(720)	1240
Ethnicity: Hispanic	22%	(58)	41%	(108)	38%	(100)	265
Ethnicity: Black	28%	(58)	35%	(73)	36%	(75)	207

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Table MCFE46_7: *To what extent are the following reasons why you choose to shop for/buy secondhand products?*
I like shopping peer to peer, where I communicate with and purchase products directly from individual sellers

Demographic	A major reason		A minor reason		Not a reason		Total N
Adults	16%	(260)	29%	(467)	54%	(861)	1589
Ethnicity: Other	19%	(27)	34%	(49)	46%	(66)	142
All Christian	16%	(123)	29%	(215)	55%	(411)	750
All Non-Christian	23%	(18)	29%	(23)	48%	(37)	77
Atheist	25%	(18)	24%	(17)	50%	(36)	70
Agnostic/Nothing in particular	14%	(58)	29%	(119)	57%	(238)	415
Something Else	16%	(43)	34%	(94)	50%	(139)	276
Religious Non-Protestant/Catholic	20%	(20)	29%	(29)	51%	(51)	100
Evangelical	17%	(70)	36%	(151)	47%	(198)	419
Non-Evangelical	16%	(93)	26%	(147)	58%	(332)	573
Community: Urban	19%	(88)	35%	(161)	46%	(212)	461
Community: Suburban	16%	(112)	27%	(186)	57%	(401)	699
Community: Rural	14%	(60)	28%	(120)	58%	(248)	428
Employ: Private Sector	20%	(96)	34%	(166)	46%	(224)	486
Employ: Government	26%	(27)	35%	(37)	40%	(42)	106
Employ: Self-Employed	16%	(21)	39%	(52)	45%	(59)	131
Employ: Homemaker	19%	(29)	27%	(41)	54%	(83)	154
Employ: Student	20%	(11)	36%	(19)	45%	(24)	53
Employ: Retired	10%	(37)	19%	(71)	71%	(263)	371
Employ: Unemployed	13%	(23)	31%	(58)	56%	(104)	186
Employ: Other	16%	(16)	24%	(24)	61%	(62)	102
Military HH: Yes	14%	(30)	29%	(61)	56%	(117)	207
Military HH: No	17%	(230)	29%	(407)	54%	(744)	1381
RD/WT: Right Direction	22%	(111)	31%	(155)	46%	(231)	497
RD/WT: Wrong Track	14%	(149)	29%	(312)	58%	(631)	1091
Biden Job Approve	19%	(138)	32%	(228)	49%	(348)	715
Biden Job Disapprove	13%	(104)	28%	(224)	59%	(479)	807
Biden Job Strongly Approve	21%	(67)	31%	(100)	48%	(153)	321
Biden Job Somewhat Approve	18%	(71)	32%	(128)	50%	(195)	394
Biden Job Somewhat Disapprove	12%	(29)	32%	(81)	56%	(140)	249
Biden Job Strongly Disapprove	14%	(76)	26%	(143)	61%	(339)	558

Table MCFE46_7: *To what extent are the following reasons why you choose to shop for/buy secondhand products?*
I like shopping peer to peer, where I communicate with and purchase products directly from individual sellers

Demographic	A major reason		A minor reason		Not a reason		Total N
Adults	16%	(260)	29%	(467)	54%	(861)	1589
Favorable of Biden	17%	(120)	32%	(228)	51%	(356)	703
Unfavorable of Biden	15%	(120)	27%	(215)	59%	(476)	811
Very Favorable of Biden	20%	(70)	32%	(109)	48%	(166)	346
Somewhat Favorable of Biden	14%	(49)	33%	(118)	53%	(190)	357
Somewhat Unfavorable of Biden	13%	(31)	28%	(67)	59%	(139)	237
Very Unfavorable of Biden	16%	(89)	26%	(148)	59%	(336)	574
#1 Issue: Economy	15%	(104)	31%	(211)	54%	(363)	678
#1 Issue: Security	12%	(19)	27%	(43)	60%	(94)	156
#1 Issue: Health Care	22%	(28)	34%	(42)	44%	(55)	125
#1 Issue: Medicare / Social Security	15%	(28)	20%	(37)	65%	(121)	187
#1 Issue: Women's Issues	19%	(43)	30%	(68)	52%	(120)	231
#1 Issue: Energy	25%	(24)	25%	(24)	50%	(49)	97
#1 Issue: Other	6%	(4)	25%	(17)	69%	(48)	69
2020 Vote: Joe Biden	18%	(118)	31%	(207)	52%	(350)	675
2020 Vote: Donald Trump	15%	(79)	30%	(159)	55%	(290)	527
2020 Vote: Other	14%	(8)	21%	(11)	65%	(36)	55
2020 Vote: Didn't Vote	17%	(55)	27%	(90)	56%	(186)	331
2018 House Vote: Democrat	17%	(95)	33%	(178)	50%	(270)	543
2018 House Vote: Republican	15%	(63)	25%	(107)	60%	(250)	420
2016 Vote: Hillary Clinton	16%	(79)	32%	(161)	52%	(259)	499
2016 Vote: Donald Trump	15%	(71)	28%	(127)	57%	(263)	461
2016 Vote: Other	16%	(11)	19%	(13)	65%	(44)	68
2016 Vote: Didn't Vote	17%	(96)	30%	(164)	53%	(294)	554
Voted in 2014: Yes	16%	(139)	29%	(256)	56%	(495)	890
Voted in 2014: No	17%	(121)	30%	(211)	53%	(367)	698
4-Region: Northeast	18%	(45)	28%	(67)	54%	(130)	241
4-Region: Midwest	14%	(45)	28%	(95)	58%	(195)	336
4-Region: South	18%	(116)	33%	(213)	49%	(317)	645
4-Region: West	15%	(54)	25%	(93)	60%	(219)	367
TikTok Users	20%	(128)	35%	(221)	44%	(277)	625
Twitch Users	31%	(56)	37%	(68)	32%	(58)	182

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Table MCFE46_7: *To what extent are the following reasons why you choose to shop for/buy secondhand products?*
I like shopping peer to peer, where I communicate with and purchase products directly from individual sellers

Demographic	A major reason		A minor reason		Not a reason		Total N
Adults	16%	(260)	29%	(467)	54%	(861)	1589
2022 Sports Viewers/Attendees	17%	(193)	31%	(344)	52%	(573)	1110
Monthly Moviegoers	24%	(65)	41%	(109)	35%	(94)	267
Few Times per Year + Moviegoers	20%	(145)	37%	(271)	43%	(310)	726
Heard Smile Campaign	24%	(109)	47%	(209)	29%	(129)	447
Heard Minion Campaign	25%	(111)	45%	(198)	30%	(134)	444
Listens to Podcasts	21%	(187)	34%	(302)	45%	(404)	893
Streaming Services User	18%	(241)	31%	(422)	51%	(695)	1358
Netflix User	20%	(222)	32%	(366)	48%	(548)	1136
Disney+ User	20%	(160)	34%	(269)	45%	(355)	784
Heterosexual or straight	16%	(231)	29%	(414)	55%	(778)	1423
Bisexual	20%	(14)	33%	(23)	47%	(33)	70
Yes	26%	(13)	34%	(17)	41%	(21)	51
No	16%	(247)	29%	(450)	55%	(840)	1537

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

Table MCFE46_8: *To what extent are the following reasons why you choose to shop for/buy secondhand products?*
I like being able to shop multiple brands at secondhand clothing stores

Demographic	A major reason		A minor reason		Not a reason		Total N
Adults	28%	(449)	35%	(557)	37%	(582)	1589
Gender: Male	24%	(175)	36%	(260)	40%	(289)	724
Gender: Female	32%	(274)	34%	(297)	34%	(293)	864
Age: 18-34	32%	(159)	41%	(200)	27%	(134)	493
Age: 35-44	34%	(94)	32%	(88)	34%	(94)	276
Age: 45-64	28%	(138)	37%	(180)	35%	(175)	493
Age: 65+	18%	(58)	27%	(89)	55%	(180)	327
GenZers: 1997-2012	30%	(61)	41%	(83)	30%	(61)	205
Millennials: 1981-1996	34%	(167)	37%	(182)	29%	(141)	490
GenXers: 1965-1980	32%	(130)	36%	(149)	32%	(130)	409
Baby Boomers: 1946-1964	19%	(85)	30%	(133)	51%	(231)	450
PID: Dem (no lean)	33%	(208)	36%	(226)	31%	(196)	630
PID: Ind (no lean)	24%	(110)	34%	(160)	42%	(197)	466
PID: Rep (no lean)	27%	(131)	35%	(171)	39%	(190)	492
PID/Gender: Dem Men	33%	(95)	37%	(107)	30%	(85)	287
PID/Gender: Dem Women	33%	(114)	35%	(119)	32%	(110)	343
PID/Gender: Ind Men	15%	(32)	36%	(79)	50%	(108)	219
PID/Gender: Ind Women	31%	(78)	33%	(81)	36%	(88)	248
PID/Gender: Rep Men	22%	(49)	34%	(74)	44%	(96)	219
PID/Gender: Rep Women	30%	(83)	35%	(96)	35%	(94)	273
Ideo: Liberal (1-3)	30%	(148)	36%	(179)	34%	(165)	493
Ideo: Moderate (4)	30%	(159)	36%	(187)	34%	(180)	526
Ideo: Conservative (5-7)	25%	(120)	34%	(166)	41%	(198)	484
Educ: < College	29%	(304)	36%	(370)	35%	(365)	1039
Educ: Bachelors degree	26%	(91)	36%	(126)	38%	(135)	351
Educ: Post-grad	28%	(55)	31%	(61)	42%	(82)	198
Income: Under 50k	29%	(264)	35%	(316)	35%	(318)	898
Income: 50k-100k	25%	(123)	35%	(173)	40%	(197)	493
Income: 100k+	31%	(62)	34%	(68)	34%	(68)	198
Ethnicity: White	27%	(337)	35%	(432)	38%	(472)	1240
Ethnicity: Hispanic	34%	(91)	45%	(120)	20%	(54)	265
Ethnicity: Black	39%	(80)	31%	(64)	30%	(63)	207

Table MCFE46_8: *To what extent are the following reasons why you choose to shop for/buy secondhand products?*
I like being able to shop multiple brands at secondhand clothing stores

Demographic	A major reason		A minor reason		Not a reason		Total N
Adults	28%	(449)	35%	(557)	37%	(582)	1589
Ethnicity: Other	23%	(32)	44%	(62)	34%	(48)	142
All Christian	26%	(193)	38%	(284)	36%	(273)	750
All Non-Christian	33%	(26)	30%	(23)	37%	(28)	77
Atheist	40%	(28)	35%	(24)	26%	(18)	70
Agnostic/Nothing in particular	28%	(116)	31%	(127)	41%	(172)	415
Something Else	31%	(86)	36%	(98)	33%	(92)	276
Religious Non-Protestant/Catholic	32%	(32)	36%	(36)	32%	(32)	100
Evangelical	31%	(130)	37%	(154)	32%	(135)	419
Non-Evangelical	24%	(140)	37%	(211)	39%	(222)	573
Community: Urban	34%	(156)	37%	(169)	29%	(136)	461
Community: Suburban	24%	(169)	36%	(249)	40%	(282)	699
Community: Rural	29%	(124)	32%	(139)	39%	(165)	428
Employ: Private Sector	34%	(164)	36%	(176)	30%	(146)	486
Employ: Government	44%	(47)	29%	(31)	27%	(28)	106
Employ: Self-Employed	30%	(40)	44%	(58)	26%	(34)	131
Employ: Homemaker	33%	(50)	36%	(55)	31%	(48)	154
Employ: Student	21%	(11)	41%	(22)	38%	(20)	53
Employ: Retired	18%	(66)	30%	(110)	53%	(195)	371
Employ: Unemployed	25%	(46)	38%	(71)	37%	(69)	186
Employ: Other	25%	(25)	35%	(35)	41%	(41)	102
Military HH: Yes	24%	(51)	37%	(77)	38%	(79)	207
Military HH: No	29%	(399)	35%	(480)	36%	(503)	1381
RD/WT: Right Direction	33%	(166)	34%	(170)	33%	(162)	497
RD/WT: Wrong Track	26%	(284)	36%	(387)	39%	(420)	1091
Biden Job Approve	33%	(238)	35%	(252)	31%	(225)	715
Biden Job Disapprove	25%	(198)	35%	(281)	41%	(328)	807
Biden Job Strongly Approve	39%	(124)	31%	(99)	30%	(97)	321
Biden Job Somewhat Approve	29%	(114)	39%	(153)	32%	(128)	394
Biden Job Somewhat Disapprove	26%	(66)	41%	(101)	33%	(82)	249
Biden Job Strongly Disapprove	24%	(132)	32%	(180)	44%	(246)	558

Table MCFE46_8: *To what extent are the following reasons why you choose to shop for/buy secondhand products?*
I like being able to shop multiple brands at secondhand clothing stores

Demographic	A major reason		A minor reason		Not a reason		Total N
Adults	28%	(449)	35%	(557)	37%	(582)	1589
Favorable of Biden	32%	(225)	36%	(252)	32%	(226)	703
Unfavorable of Biden	25%	(200)	35%	(284)	40%	(327)	811
Very Favorable of Biden	36%	(126)	33%	(113)	31%	(107)	346
Somewhat Favorable of Biden	28%	(99)	39%	(139)	33%	(119)	357
Somewhat Unfavorable of Biden	24%	(56)	41%	(98)	35%	(83)	237
Very Unfavorable of Biden	25%	(144)	32%	(186)	43%	(244)	574
#1 Issue: Economy	28%	(187)	35%	(236)	38%	(255)	678
#1 Issue: Security	23%	(36)	37%	(57)	40%	(63)	156
#1 Issue: Health Care	33%	(41)	31%	(39)	36%	(45)	125
#1 Issue: Medicare / Social Security	21%	(39)	34%	(63)	45%	(84)	187
#1 Issue: Women's Issues	30%	(69)	40%	(93)	30%	(69)	231
#1 Issue: Energy	40%	(38)	34%	(33)	26%	(25)	97
#1 Issue: Other	31%	(22)	22%	(16)	46%	(32)	69
2020 Vote: Joe Biden	34%	(228)	34%	(233)	32%	(215)	675
2020 Vote: Donald Trump	25%	(129)	34%	(181)	41%	(217)	527
2020 Vote: Other	12%	(7)	43%	(24)	45%	(24)	55
2020 Vote: Didn't Vote	26%	(85)	36%	(120)	38%	(126)	331
2018 House Vote: Democrat	35%	(192)	33%	(180)	31%	(171)	543
2018 House Vote: Republican	22%	(90)	35%	(145)	44%	(184)	420
2016 Vote: Hillary Clinton	34%	(169)	33%	(165)	33%	(165)	499
2016 Vote: Donald Trump	24%	(110)	36%	(166)	40%	(185)	461
2016 Vote: Other	20%	(14)	34%	(23)	46%	(31)	68
2016 Vote: Didn't Vote	28%	(153)	36%	(200)	36%	(200)	554
Voted in 2014: Yes	28%	(252)	34%	(298)	38%	(340)	890
Voted in 2014: No	28%	(197)	37%	(258)	35%	(243)	698
4-Region: Northeast	29%	(69)	31%	(76)	40%	(97)	241
4-Region: Midwest	26%	(87)	35%	(118)	39%	(130)	336
4-Region: South	29%	(189)	37%	(239)	34%	(217)	645
4-Region: West	28%	(104)	34%	(124)	38%	(139)	367
TikTok Users	36%	(223)	36%	(223)	29%	(179)	625
Twitch Users	43%	(77)	34%	(62)	24%	(43)	182

Table MCFE46_8: *To what extent are the following reasons why you choose to shop for/buy secondhand products?*
I like being able to shop multiple brands at secondhand clothing stores

Demographic	A major reason		A minor reason		Not a reason		Total N
Adults	28%	(449)	35%	(557)	37%	(582)	1589
2022 Sports Viewers/Attendees	30%	(328)	36%	(403)	34%	(379)	1110
Monthly Moviegoers	43%	(114)	36%	(96)	21%	(57)	267
Few Times per Year + Moviegoers	33%	(242)	40%	(294)	26%	(190)	726
Heard Smile Campaign	41%	(184)	39%	(173)	20%	(90)	447
Heard Minion Campaign	42%	(187)	37%	(166)	20%	(90)	444
Listens to Podcasts	34%	(302)	38%	(339)	28%	(252)	893
Streaming Services User	30%	(402)	37%	(497)	34%	(459)	1358
Netflix User	31%	(351)	38%	(426)	32%	(359)	1136
Disney+ User	34%	(268)	38%	(297)	28%	(220)	784
Heterosexual or straight	28%	(394)	35%	(504)	37%	(525)	1423
Bisexual	45%	(31)	24%	(16)	32%	(22)	70
Yes	26%	(13)	43%	(22)	31%	(16)	51
No	28%	(436)	35%	(535)	37%	(566)	1537

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

Table MCFE49_1NET: *Which of the following describes your diet? Please select all that apply.*

Vegetarian - eat eggs and milk products, but no meat

Demographic	Selected		Not Selected		Total N
Adults	3%	(73)	97%	(2137)	2210
Gender: Male	3%	(35)	97%	(1033)	1068
Gender: Female	3%	(38)	97%	(1104)	1142
Age: 18-34	4%	(24)	96%	(618)	642
Age: 35-44	5%	(19)	95%	(346)	365
Age: 45-64	2%	(18)	98%	(696)	714
Age: 65+	2%	(11)	98%	(477)	489
GenZers: 1997-2012	4%	(9)	96%	(247)	256
Millennials: 1981-1996	4%	(29)	96%	(624)	653
GenXers: 1965-1980	3%	(16)	97%	(539)	555
Baby Boomers: 1946-1964	2%	(15)	98%	(658)	673
PID: Dem (no lean)	3%	(30)	97%	(830)	860
PID: Ind (no lean)	3%	(19)	97%	(656)	674
PID: Rep (no lean)	4%	(24)	96%	(652)	676
PID/Gender: Dem Men	5%	(18)	95%	(376)	394
PID/Gender: Dem Women	3%	(12)	97%	(454)	465
PID/Gender: Ind Men	2%	(7)	98%	(338)	345
PID/Gender: Ind Women	4%	(12)	96%	(318)	329
PID/Gender: Rep Men	3%	(10)	97%	(319)	328
PID/Gender: Rep Women	4%	(15)	96%	(333)	348
Ideo: Liberal (1-3)	4%	(25)	96%	(631)	656
Ideo: Moderate (4)	3%	(25)	97%	(726)	751
Ideo: Conservative (5-7)	3%	(19)	97%	(647)	666
Educ: < College	3%	(36)	97%	(1401)	1437
Educ: Bachelors degree	5%	(26)	95%	(465)	491
Educ: Post-grad	4%	(11)	96%	(271)	282
Income: Under 50k	2%	(31)	98%	(1240)	1271
Income: 50k-100k	4%	(23)	96%	(633)	656
Income: 100k+	6%	(18)	94%	(264)	283
Ethnicity: White	3%	(57)	97%	(1654)	1711
Ethnicity: Hispanic	3%	(11)	97%	(363)	374
Ethnicity: Black	3%	(9)	97%	(273)	282

Continued on next page

Table MCFE49_1NET: *Which of the following describes your diet? Please select all that apply.*

Vegetarian - eat eggs and milk products, but no meat

Demographic	Selected		Not Selected		Total N
Adults	3%	(73)	97%	(2137)	2210
Ethnicity: Other	3%	(7)	97%	(210)	217
All Christian	3%	(31)	97%	(998)	1029
All Non-Christian	5%	(6)	95%	(123)	129
Atheist	5%	(5)	95%	(94)	99
Agnostic/Nothing in particular	2%	(13)	98%	(574)	587
Something Else	5%	(17)	95%	(348)	365
Religious Non-Protestant/Catholic	4%	(6)	96%	(148)	154
Evangelical	5%	(26)	95%	(532)	558
Non-Evangelical	2%	(18)	98%	(774)	792
Community: Urban	5%	(31)	95%	(606)	638
Community: Suburban	3%	(30)	97%	(984)	1014
Community: Rural	2%	(11)	98%	(547)	558
Employ: Private Sector	5%	(32)	95%	(623)	654
Employ: Government	5%	(7)	95%	(129)	136
Employ: Self-Employed	4%	(7)	96%	(159)	166
Employ: Homemaker	4%	(8)	96%	(182)	190
Employ: Student	7%	(4)	93%	(58)	62
Employ: Retired	2%	(11)	98%	(552)	563
Employ: Unemployed	1%	(2)	99%	(300)	301
Employ: Other	2%	(2)	98%	(134)	137
Military HH: Yes	2%	(6)	98%	(278)	283
Military HH: No	3%	(67)	97%	(1860)	1927
RD/WT: Right Direction	4%	(28)	96%	(638)	666
RD/WT: Wrong Track	3%	(44)	97%	(1499)	1544
Biden Job Approve	5%	(45)	95%	(925)	970
Biden Job Disapprove	2%	(27)	98%	(1117)	1144
Biden Job Strongly Approve	4%	(16)	96%	(417)	433
Biden Job Somewhat Approve	5%	(29)	95%	(509)	537
Biden Job Somewhat Disapprove	2%	(7)	98%	(332)	339
Biden Job Strongly Disapprove	2%	(20)	98%	(785)	805

Table MCFE49_1NET: *Which of the following describes your diet? Please select all that apply.*

Vegetarian - eat eggs and milk products, but no meat

Demographic	Selected		Not Selected		Total N
Adults	3%	(73)	97%	(2137)	2210
Favorable of Biden	4%	(41)	96%	(928)	969
Unfavorable of Biden	3%	(30)	97%	(1104)	1134
Very Favorable of Biden	3%	(17)	97%	(465)	482
Somewhat Favorable of Biden	5%	(24)	95%	(463)	487
Somewhat Unfavorable of Biden	2%	(6)	98%	(293)	299
Very Unfavorable of Biden	3%	(24)	97%	(811)	835
#1 Issue: Economy	3%	(28)	97%	(885)	913
#1 Issue: Security	3%	(6)	97%	(236)	243
#1 Issue: Health Care	5%	(9)	95%	(162)	170
#1 Issue: Medicare / Social Security	2%	(5)	98%	(261)	266
#1 Issue: Women's Issues	3%	(10)	97%	(301)	311
#1 Issue: Education	5%	(3)	95%	(56)	59
#1 Issue: Energy	7%	(9)	93%	(125)	134
#1 Issue: Other	2%	(2)	98%	(112)	115
2020 Vote: Joe Biden	4%	(34)	96%	(910)	945
2020 Vote: Donald Trump	3%	(22)	97%	(718)	740
2020 Vote: Other	6%	(4)	94%	(63)	67
2020 Vote: Didn't Vote	3%	(13)	97%	(446)	459
2018 House Vote: Democrat	4%	(32)	96%	(723)	755
2018 House Vote: Republican	4%	(21)	96%	(568)	589
2018 House Vote: Someone else	2%	(1)	98%	(48)	50
2016 Vote: Hillary Clinton	4%	(27)	96%	(668)	695
2016 Vote: Donald Trump	3%	(20)	97%	(636)	656
2016 Vote: Other	8%	(6)	92%	(79)	86
2016 Vote: Didn't Vote	2%	(17)	98%	(748)	765
Voted in 2014: Yes	3%	(43)	97%	(1184)	1227
Voted in 2014: No	3%	(30)	97%	(953)	983
4-Region: Northeast	3%	(13)	97%	(370)	383
4-Region: Midwest	2%	(8)	98%	(448)	456
4-Region: South	3%	(23)	97%	(822)	844
4-Region: West	6%	(29)	94%	(498)	527

Table MCFE49_1NET: *Which of the following describes your diet? Please select all that apply.*

Vegetarian - eat eggs and milk products, but no meat

Demographic	Selected		Not Selected		Total N
Adults	3%	(73)	97%	(2137)	2210
TikTok Users	5%	(41)	95%	(752)	793
Twitch Users	6%	(14)	94%	(202)	216
2022 Sports Viewers/Attendees	4%	(54)	96%	(1421)	1475
Monthly Moviegoers	6%	(20)	94%	(301)	320
Few Times per Year + Moviegoers	4%	(34)	96%	(886)	920
Heard Smile Campaign	6%	(30)	94%	(521)	551
Heard Minion Campaign	6%	(31)	94%	(510)	540
Listens to Podcasts	4%	(45)	96%	(1086)	1132
Streaming Services User	4%	(70)	96%	(1703)	1773
Netflix User	4%	(60)	96%	(1414)	1474
Disney+ User	5%	(46)	95%	(938)	984
Heterosexual or straight	3%	(60)	97%	(1911)	1971
Gay	—	(0)	100%	(68)	68
Bisexual	3%	(2)	97%	(86)	88
Yes	6%	(4)	94%	(66)	70
No	3%	(69)	97%	(2071)	2140

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

Table MCFE49_2NET: *Which of the following describes your diet? Please select all that apply.*

Vegan - do not eat meat (including fish or chicken), milk products, eggs, or any other animal products

Demographic	Selected		Not Selected		Total N
Adults	2%	(42)	98%	(2168)	2210
Gender: Male	2%	(22)	98%	(1045)	1068
Gender: Female	2%	(20)	98%	(1122)	1142
Age: 18-34	3%	(18)	97%	(624)	642
Age: 35-44	3%	(10)	97%	(355)	365
Age: 45-64	1%	(7)	99%	(706)	714
Age: 65+	1%	(7)	99%	(482)	489
GenZers: 1997-2012	2%	(5)	98%	(251)	256
Millennials: 1981-1996	3%	(22)	97%	(631)	653
GenXers: 1965-1980	—	(2)	100%	(553)	555
Baby Boomers: 1946-1964	2%	(11)	98%	(662)	673
PID: Dem (no lean)	3%	(23)	97%	(836)	860
PID: Ind (no lean)	1%	(7)	99%	(668)	674
PID: Rep (no lean)	2%	(12)	98%	(664)	676
PID/Gender: Dem Men	3%	(13)	97%	(382)	394
PID/Gender: Dem Women	2%	(11)	98%	(455)	465
PID/Gender: Ind Men	1%	(2)	99%	(343)	345
PID/Gender: Ind Women	1%	(5)	99%	(325)	329
PID/Gender: Rep Men	2%	(8)	98%	(320)	328
PID/Gender: Rep Women	1%	(4)	99%	(343)	348
Ideo: Liberal (1-3)	3%	(19)	97%	(637)	656
Ideo: Moderate (4)	2%	(14)	98%	(737)	751
Ideo: Conservative (5-7)	1%	(8)	99%	(659)	666
Educ: < College	1%	(20)	99%	(1417)	1437
Educ: Bachelors degree	2%	(11)	98%	(479)	491
Educ: Post-grad	4%	(11)	96%	(272)	282
Income: Under 50k	2%	(23)	98%	(1249)	1271
Income: 50k-100k	2%	(12)	98%	(644)	656
Income: 100k+	3%	(7)	97%	(275)	283
Ethnicity: White	2%	(28)	98%	(1682)	1711
Ethnicity: Hispanic	2%	(6)	98%	(368)	374
Ethnicity: Black	4%	(11)	96%	(272)	282

Table MCFE49_2NET: *Which of the following describes your diet? Please select all that apply.*

Vegan - do not eat meat (including fish or chicken), milk products, eggs, or any other animal products

Demographic	Selected		Not Selected		Total N
Adults	2%	(42)	98%	(2168)	2210
Ethnicity: Other	1%	(3)	99%	(214)	217
All Christian	2%	(16)	98%	(1013)	1029
All Non-Christian	3%	(4)	97%	(125)	129
Atheist	4%	(4)	96%	(95)	99
Agnostic/Nothing in particular	2%	(13)	98%	(574)	587
Something Else	1%	(4)	99%	(361)	365
Religious Non-Protestant/Catholic	4%	(6)	96%	(148)	154
Evangelical	1%	(6)	99%	(552)	558
Non-Evangelical	1%	(10)	99%	(782)	792
Community: Urban	3%	(19)	97%	(618)	638
Community: Suburban	2%	(17)	98%	(998)	1014
Community: Rural	1%	(6)	99%	(552)	558
Employ: Private Sector	3%	(19)	97%	(635)	654
Employ: Government	2%	(3)	98%	(133)	136
Employ: Self-Employed	3%	(5)	97%	(161)	166
Employ: Homemaker	—	(1)	100%	(189)	190
Employ: Student	1%	(1)	99%	(61)	62
Employ: Retired	1%	(8)	99%	(555)	563
Employ: Unemployed	1%	(4)	99%	(297)	301
Employ: Other	1%	(1)	99%	(135)	137
Military HH: Yes	2%	(5)	98%	(279)	283
Military HH: No	2%	(38)	98%	(1889)	1927
RD/WT: Right Direction	3%	(20)	97%	(646)	666
RD/WT: Wrong Track	1%	(22)	99%	(1522)	1544
Biden Job Approve	3%	(30)	97%	(940)	970
Biden Job Disapprove	1%	(12)	99%	(1132)	1144
Biden Job Strongly Approve	3%	(11)	97%	(421)	433
Biden Job Somewhat Approve	3%	(19)	97%	(519)	537
Biden Job Somewhat Disapprove	1%	(2)	99%	(337)	339
Biden Job Strongly Disapprove	1%	(10)	99%	(795)	805

Table MCFE49_2NET: *Which of the following describes your diet? Please select all that apply.*

Vegan - do not eat meat (including fish or chicken), milk products, eggs, or any other animal products

Demographic	Selected		Not Selected		Total N
Adults	2%	(42)	98%	(2168)	2210
Favorable of Biden	3%	(26)	97%	(943)	969
Unfavorable of Biden	1%	(12)	99%	(1121)	1134
Very Favorable of Biden	2%	(12)	98%	(471)	482
Somewhat Favorable of Biden	3%	(15)	97%	(472)	487
Somewhat Unfavorable of Biden	1%	(4)	99%	(295)	299
Very Unfavorable of Biden	1%	(9)	99%	(826)	835
#1 Issue: Economy	2%	(15)	98%	(898)	913
#1 Issue: Security	1%	(3)	99%	(240)	243
#1 Issue: Health Care	2%	(3)	98%	(167)	170
#1 Issue: Medicare / Social Security	2%	(6)	98%	(260)	266
#1 Issue: Women's Issues	2%	(8)	98%	(303)	311
#1 Issue: Education	—	(0)	100%	(59)	59
#1 Issue: Energy	4%	(5)	96%	(129)	134
#1 Issue: Other	2%	(2)	98%	(112)	115
2020 Vote: Joe Biden	2%	(21)	98%	(923)	945
2020 Vote: Donald Trump	1%	(11)	99%	(729)	740
2020 Vote: Other	2%	(1)	98%	(66)	67
2020 Vote: Didn't Vote	2%	(8)	98%	(450)	459
2018 House Vote: Democrat	2%	(17)	98%	(738)	755
2018 House Vote: Republican	2%	(10)	98%	(579)	589
2018 House Vote: Someone else	3%	(1)	97%	(48)	50
2016 Vote: Hillary Clinton	3%	(18)	97%	(677)	695
2016 Vote: Donald Trump	1%	(8)	99%	(648)	656
2016 Vote: Other	4%	(3)	96%	(83)	86
2016 Vote: Didn't Vote	2%	(13)	98%	(752)	765
Voted in 2014: Yes	2%	(28)	98%	(1198)	1227
Voted in 2014: No	1%	(14)	99%	(970)	983
4-Region: Northeast	2%	(9)	98%	(373)	383
4-Region: Midwest	2%	(7)	98%	(449)	456
4-Region: South	2%	(16)	98%	(828)	844
4-Region: West	2%	(9)	98%	(517)	527

Table MCFE49_2NET: *Which of the following describes your diet? Please select all that apply.*

Vegan - do not eat meat (including fish or chicken), milk products, eggs, or any other animal products

Demographic	Selected		Not Selected		Total N
Adults	2%	(42)	98%	(2168)	2210
TikTok Users	3%	(21)	97%	(772)	793
Twitch Users	3%	(7)	97%	(209)	216
2022 Sports Viewers/Attendees	2%	(30)	98%	(1445)	1475
Monthly Moviegoers	3%	(10)	97%	(311)	320
Few Times per Year + Moviegoers	2%	(21)	98%	(898)	920
Heard Smile Campaign	4%	(22)	96%	(529)	551
Heard Minion Campaign	3%	(17)	97%	(523)	540
Listens to Podcasts	3%	(30)	97%	(1101)	1132
Streaming Services User	2%	(34)	98%	(1738)	1773
Netflix User	2%	(31)	98%	(1443)	1474
Disney+ User	2%	(20)	98%	(964)	984
Heterosexual or straight	2%	(33)	98%	(1937)	1971
Gay	2%	(2)	98%	(66)	68
Bisexual	2%	(2)	98%	(87)	88
Yes	3%	(2)	97%	(68)	70
No	2%	(40)	98%	(2100)	2140

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

Table MCFE49_3NET: *Which of the following describes your diet? Please select all that apply.*

Pescatarian - eat fish, but no meat

Demographic	Selected		Not Selected		Total N
Adults	2%	(39)	98%	(2171)	2210
Gender: Male	2%	(17)	98%	(1051)	1068
Gender: Female	2%	(22)	98%	(1120)	1142
Age: 18-34	2%	(14)	98%	(628)	642
Age: 35-44	3%	(11)	97%	(354)	365
Age: 45-64	1%	(8)	99%	(706)	714
Age: 65+	1%	(6)	99%	(482)	489
GenZers: 1997-2012	3%	(7)	97%	(250)	256
Millennials: 1981-1996	2%	(16)	98%	(637)	653
GenXers: 1965-1980	1%	(5)	99%	(550)	555
Baby Boomers: 1946-1964	1%	(8)	99%	(665)	673
PID: Dem (no lean)	2%	(16)	98%	(843)	860
PID: Ind (no lean)	2%	(12)	98%	(662)	674
PID: Rep (no lean)	2%	(10)	98%	(666)	676
PID/Gender: Dem Men	2%	(8)	98%	(387)	394
PID/Gender: Dem Women	2%	(9)	98%	(457)	465
PID/Gender: Ind Men	1%	(5)	99%	(341)	345
PID/Gender: Ind Women	2%	(7)	98%	(322)	329
PID/Gender: Rep Men	1%	(4)	99%	(324)	328
PID/Gender: Rep Women	2%	(6)	98%	(342)	348
Ideo: Liberal (1-3)	3%	(20)	97%	(636)	656
Ideo: Moderate (4)	1%	(11)	99%	(740)	751
Ideo: Conservative (5-7)	1%	(5)	99%	(661)	666
Educ: < College	1%	(13)	99%	(1424)	1437
Educ: Bachelors degree	2%	(11)	98%	(479)	491
Educ: Post-grad	5%	(14)	95%	(268)	282
Income: Under 50k	1%	(16)	99%	(1255)	1271
Income: 50k-100k	2%	(13)	98%	(643)	656
Income: 100k+	3%	(9)	97%	(274)	283
Ethnicity: White	2%	(30)	98%	(1680)	1711
Ethnicity: Hispanic	1%	(5)	99%	(369)	374
Ethnicity: Black	1%	(4)	99%	(278)	282

Table MCFE49_3NET: *Which of the following describes your diet? Please select all that apply.*

Pescatarian - eat fish, but no meat

Demographic	Selected		Not Selected		Total N
Adults	2%	(39)	98%	(2171)	2210
Ethnicity: Other	2%	(4)	98%	(213)	217
All Christian	2%	(17)	98%	(1012)	1029
All Non-Christian	3%	(4)	97%	(125)	129
Atheist	1%	(1)	99%	(98)	99
Agnostic/Nothing in particular	2%	(9)	98%	(578)	587
Something Else	2%	(8)	98%	(358)	365
Religious Non-Protestant/Catholic	3%	(4)	97%	(150)	154
Evangelical	1%	(7)	99%	(551)	558
Non-Evangelical	2%	(15)	98%	(777)	792
Community: Urban	3%	(16)	97%	(621)	638
Community: Suburban	2%	(17)	98%	(997)	1014
Community: Rural	1%	(5)	99%	(553)	558
Employ: Private Sector	3%	(16)	97%	(638)	654
Employ: Government	3%	(5)	97%	(132)	136
Employ: Self-Employed	2%	(3)	98%	(164)	166
Employ: Homemaker	—	(1)	100%	(189)	190
Employ: Student	—	(0)	100%	(62)	62
Employ: Retired	1%	(7)	99%	(556)	563
Employ: Unemployed	2%	(6)	98%	(296)	301
Employ: Other	2%	(2)	98%	(135)	137
Military HH: Yes	2%	(5)	98%	(278)	283
Military HH: No	2%	(33)	98%	(1893)	1927
RD/WT: Right Direction	2%	(14)	98%	(652)	666
RD/WT: Wrong Track	2%	(24)	98%	(1520)	1544
Biden Job Approve	2%	(20)	98%	(950)	970
Biden Job Disapprove	1%	(17)	99%	(1127)	1144
Biden Job Strongly Approve	3%	(11)	97%	(421)	433
Biden Job Somewhat Approve	2%	(9)	98%	(529)	537
Biden Job Somewhat Disapprove	2%	(8)	98%	(331)	339
Biden Job Strongly Disapprove	1%	(9)	99%	(796)	805

Table MCFE49_3NET: *Which of the following describes your diet? Please select all that apply.*

Pescatarian - eat fish, but no meat

Demographic	Selected		Not Selected		Total N
Adults	2%	(39)	98%	(2171)	2210
Favorable of Biden	2%	(19)	98%	(950)	969
Unfavorable of Biden	1%	(17)	99%	(1117)	1134
Very Favorable of Biden	2%	(8)	98%	(474)	482
Somewhat Favorable of Biden	2%	(12)	98%	(475)	487
Somewhat Unfavorable of Biden	1%	(4)	99%	(294)	299
Very Unfavorable of Biden	1%	(12)	99%	(823)	835
#1 Issue: Economy	1%	(13)	99%	(899)	913
#1 Issue: Security	2%	(4)	98%	(239)	243
#1 Issue: Health Care	4%	(7)	96%	(163)	170
#1 Issue: Medicare / Social Security	1%	(4)	99%	(262)	266
#1 Issue: Women's Issues	1%	(4)	99%	(307)	311
#1 Issue: Education	1%	(1)	99%	(58)	59
#1 Issue: Energy	3%	(4)	97%	(130)	134
#1 Issue: Other	2%	(3)	98%	(112)	115
2020 Vote: Joe Biden	2%	(17)	98%	(927)	945
2020 Vote: Donald Trump	1%	(11)	99%	(729)	740
2020 Vote: Other	5%	(3)	95%	(64)	67
2020 Vote: Didn't Vote	2%	(7)	98%	(451)	459
2018 House Vote: Democrat	2%	(15)	98%	(740)	755
2018 House Vote: Republican	1%	(9)	99%	(580)	589
2018 House Vote: Someone else	5%	(2)	95%	(47)	50
2016 Vote: Hillary Clinton	2%	(16)	98%	(679)	695
2016 Vote: Donald Trump	1%	(8)	99%	(648)	656
2016 Vote: Other	4%	(3)	96%	(82)	86
2016 Vote: Didn't Vote	2%	(12)	98%	(753)	765
Voted in 2014: Yes	2%	(23)	98%	(1204)	1227
Voted in 2014: No	2%	(16)	98%	(967)	983
4-Region: Northeast	4%	(13)	96%	(369)	383
4-Region: Midwest	—	(0)	100%	(456)	456
4-Region: South	2%	(14)	98%	(830)	844
4-Region: West	2%	(11)	98%	(515)	527

Table MCFE49_3NET: *Which of the following describes your diet? Please select all that apply.*

Pescatarian - eat fish, but no meat

Demographic	Selected		Not Selected		Total N
Adults	2%	(39)	98%	(2171)	2210
TikTok Users	3%	(22)	97%	(771)	793
Twitch Users	5%	(12)	95%	(204)	216
2022 Sports Viewers/Attendees	2%	(26)	98%	(1449)	1475
Monthly Moviegoers	3%	(11)	97%	(310)	320
Few Times per Year + Moviegoers	2%	(21)	98%	(898)	920
Heard Smile Campaign	4%	(20)	96%	(531)	551
Heard Minion Campaign	3%	(17)	97%	(523)	540
Listens to Podcasts	2%	(24)	98%	(1108)	1132
Streaming Services User	2%	(37)	98%	(1736)	1773
Netflix User	2%	(37)	98%	(1437)	1474
Disney+ User	2%	(23)	98%	(961)	984
Heterosexual or straight	2%	(33)	98%	(1938)	1971
Gay	—	(0)	100%	(68)	68
Bisexual	4%	(4)	96%	(85)	88
Yes	2%	(2)	98%	(69)	70
No	2%	(37)	98%	(2103)	2140

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

Table MCFE49_4NET: *Which of the following describes your diet? Please select all that apply.*

Meat reduction - eat meat, but trying to reduce the amount you eat while eating more fruits and vegetables

Demographic	Selected		Not Selected		Total N
Adults	18%	(396)	82%	(1814)	2210
Gender: Male	17%	(183)	83%	(885)	1068
Gender: Female	19%	(213)	81%	(929)	1142
Age: 18-34	16%	(105)	84%	(537)	642
Age: 35-44	16%	(60)	84%	(305)	365
Age: 45-64	18%	(129)	82%	(585)	714
Age: 65+	21%	(102)	79%	(387)	489
GenZers: 1997-2012	17%	(43)	83%	(213)	256
Millennials: 1981-1996	17%	(110)	83%	(543)	653
GenXers: 1965-1980	18%	(99)	82%	(456)	555
Baby Boomers: 1946-1964	19%	(131)	81%	(543)	673
PID: Dem (no lean)	20%	(174)	80%	(685)	860
PID: Ind (no lean)	16%	(107)	84%	(567)	674
PID: Rep (no lean)	17%	(114)	83%	(562)	676
PID/Gender: Dem Men	21%	(82)	79%	(312)	394
PID/Gender: Dem Women	20%	(92)	80%	(374)	465
PID/Gender: Ind Men	14%	(49)	86%	(296)	345
PID/Gender: Ind Women	18%	(58)	82%	(271)	329
PID/Gender: Rep Men	16%	(51)	84%	(277)	328
PID/Gender: Rep Women	18%	(63)	82%	(285)	348
Ideo: Liberal (1-3)	23%	(150)	77%	(506)	656
Ideo: Moderate (4)	17%	(125)	83%	(626)	751
Ideo: Conservative (5-7)	16%	(107)	84%	(559)	666
Educ: < College	17%	(238)	83%	(1199)	1437
Educ: Bachelors degree	19%	(92)	81%	(399)	491
Educ: Post-grad	23%	(66)	77%	(216)	282
Income: Under 50k	18%	(228)	82%	(1043)	1271
Income: 50k-100k	18%	(119)	82%	(538)	656
Income: 100k+	17%	(49)	83%	(234)	283
Ethnicity: White	17%	(292)	83%	(1419)	1711
Ethnicity: Hispanic	19%	(72)	81%	(302)	374
Ethnicity: Black	22%	(61)	78%	(221)	282

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Table MCFE49_4NET: *Which of the following describes your diet? Please select all that apply.*

Meat reduction - eat meat, but trying to reduce the amount you eat while eating more fruits and vegetables

Demographic	Selected		Not Selected		Total N
Adults	18%	(396)	82%	(1814)	2210
Ethnicity: Other	20%	(42)	80%	(175)	217
All Christian	19%	(191)	81%	(838)	1029
All Non-Christian	24%	(31)	76%	(98)	129
Atheist	17%	(17)	83%	(82)	99
Agnostic/Nothing in particular	14%	(81)	86%	(506)	587
Something Else	21%	(75)	79%	(290)	365
Religious Non-Protestant/Catholic	26%	(39)	74%	(115)	154
Evangelical	19%	(106)	81%	(452)	558
Non-Evangelical	18%	(146)	82%	(646)	792
Community: Urban	20%	(127)	80%	(510)	638
Community: Suburban	17%	(171)	83%	(843)	1014
Community: Rural	17%	(97)	83%	(461)	558
Employ: Private Sector	19%	(127)	81%	(527)	654
Employ: Government	24%	(32)	76%	(104)	136
Employ: Self-Employed	19%	(31)	81%	(135)	166
Employ: Homemaker	13%	(25)	87%	(166)	190
Employ: Student	21%	(13)	79%	(49)	62
Employ: Retired	19%	(109)	81%	(454)	563
Employ: Unemployed	10%	(31)	90%	(270)	301
Employ: Other	20%	(27)	80%	(110)	137
Military HH: Yes	20%	(56)	80%	(227)	283
Military HH: No	18%	(339)	82%	(1587)	1927
RD/WT: Right Direction	22%	(147)	78%	(520)	666
RD/WT: Wrong Track	16%	(249)	84%	(1295)	1544
Biden Job Approve	22%	(209)	78%	(761)	970
Biden Job Disapprove	15%	(174)	85%	(970)	1144
Biden Job Strongly Approve	25%	(108)	75%	(325)	433
Biden Job Somewhat Approve	19%	(101)	81%	(436)	537
Biden Job Somewhat Disapprove	15%	(52)	85%	(286)	339
Biden Job Strongly Disapprove	15%	(122)	85%	(683)	805

Table MCFE49_4NET: *Which of the following describes your diet? Please select all that apply.*

Meat reduction - eat meat, but trying to reduce the amount you eat while eating more fruits and vegetables

Demographic	Selected		Not Selected		Total N
Adults	18%	(396)	82%	(1814)	2210
Favorable of Biden	21%	(208)	79%	(761)	969
Unfavorable of Biden	15%	(171)	85%	(963)	1134
Very Favorable of Biden	24%	(117)	76%	(365)	482
Somewhat Favorable of Biden	19%	(91)	81%	(396)	487
Somewhat Unfavorable of Biden	17%	(51)	83%	(248)	299
Very Unfavorable of Biden	14%	(120)	86%	(715)	835
#1 Issue: Economy	15%	(141)	85%	(772)	913
#1 Issue: Security	20%	(49)	80%	(194)	243
#1 Issue: Health Care	18%	(30)	82%	(140)	170
#1 Issue: Medicare / Social Security	23%	(61)	77%	(205)	266
#1 Issue: Women's Issues	16%	(51)	84%	(260)	311
#1 Issue: Education	28%	(16)	72%	(43)	59
#1 Issue: Energy	22%	(30)	78%	(104)	134
#1 Issue: Other	15%	(17)	85%	(97)	115
2020 Vote: Joe Biden	20%	(187)	80%	(758)	945
2020 Vote: Donald Trump	19%	(143)	81%	(596)	740
2020 Vote: Other	17%	(12)	83%	(55)	67
2020 Vote: Didn't Vote	12%	(54)	88%	(405)	459
2018 House Vote: Democrat	22%	(165)	78%	(590)	755
2018 House Vote: Republican	18%	(104)	82%	(485)	589
2018 House Vote: Someone else	12%	(6)	88%	(44)	50
2016 Vote: Hillary Clinton	21%	(146)	79%	(549)	695
2016 Vote: Donald Trump	18%	(117)	82%	(539)	656
2016 Vote: Other	20%	(17)	80%	(68)	86
2016 Vote: Didn't Vote	15%	(112)	85%	(653)	765
Voted in 2014: Yes	20%	(242)	80%	(985)	1227
Voted in 2014: No	16%	(154)	84%	(830)	983
4-Region: Northeast	16%	(60)	84%	(323)	383
4-Region: Midwest	14%	(63)	86%	(394)	456
4-Region: South	21%	(178)	79%	(667)	844
4-Region: West	18%	(95)	82%	(431)	527

Table MCFE49_4NET: *Which of the following describes your diet? Please select all that apply.*

Meat reduction - eat meat, but trying to reduce the amount you eat while eating more fruits and vegetables

Demographic	Selected		Not Selected		Total N
Adults	18%	(396)	82%	(1814)	2210
TikTok Users	18%	(140)	82%	(653)	793
Twitch Users	18%	(38)	82%	(177)	216
2022 Sports Viewers/Attendees	20%	(288)	80%	(1187)	1475
Monthly Moviegoers	23%	(73)	77%	(247)	320
Few Times per Year + Moviegoers	20%	(186)	80%	(734)	920
Heard Smile Campaign	23%	(127)	77%	(424)	551
Heard Minion Campaign	21%	(114)	79%	(426)	540
Listens to Podcasts	21%	(242)	79%	(890)	1132
Streaming Services User	18%	(327)	82%	(1445)	1773
Netflix User	19%	(281)	81%	(1192)	1474
Disney+ User	21%	(203)	79%	(781)	984
Heterosexual or straight	18%	(348)	82%	(1623)	1971
Gay	18%	(12)	82%	(56)	68
Bisexual	19%	(17)	81%	(72)	88
Yes	26%	(18)	74%	(52)	70
No	18%	(377)	82%	(1762)	2140

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

Table MCFE49_5NET: *Which of the following describes your diet? Please select all that apply.*

Gluten-free - avoid eating foods that contain gluten

Demographic	Selected		Not Selected		Total N
Adults	4%	(93)	96%	(2117)	2210
Gender: Male	5%	(48)	95%	(1019)	1068
Gender: Female	4%	(45)	96%	(1097)	1142
Age: 18-34	6%	(35)	94%	(607)	642
Age: 35-44	5%	(18)	95%	(348)	365
Age: 45-64	4%	(26)	96%	(688)	714
Age: 65+	3%	(15)	97%	(474)	489
GenZers: 1997-2012	5%	(13)	95%	(244)	256
Millennials: 1981-1996	6%	(37)	94%	(616)	653
GenXers: 1965-1980	3%	(19)	97%	(536)	555
Baby Boomers: 1946-1964	3%	(20)	97%	(654)	673
PID: Dem (no lean)	5%	(40)	95%	(820)	860
PID: Ind (no lean)	3%	(20)	97%	(655)	674
PID: Rep (no lean)	5%	(33)	95%	(643)	676
PID/Gender: Dem Men	6%	(25)	94%	(369)	394
PID/Gender: Dem Women	3%	(15)	97%	(450)	465
PID/Gender: Ind Men	2%	(8)	98%	(337)	345
PID/Gender: Ind Women	4%	(12)	96%	(317)	329
PID/Gender: Rep Men	5%	(15)	95%	(313)	328
PID/Gender: Rep Women	5%	(18)	95%	(330)	348
Ideo: Liberal (1-3)	6%	(37)	94%	(619)	656
Ideo: Moderate (4)	3%	(26)	97%	(725)	751
Ideo: Conservative (5-7)	4%	(27)	96%	(640)	666
Educ: < College	4%	(57)	96%	(1380)	1437
Educ: Bachelors degree	5%	(24)	95%	(467)	491
Educ: Post-grad	4%	(12)	96%	(270)	282
Income: Under 50k	4%	(56)	96%	(1216)	1271
Income: 50k-100k	4%	(26)	96%	(630)	656
Income: 100k+	4%	(12)	96%	(271)	283
Ethnicity: White	4%	(70)	96%	(1641)	1711
Ethnicity: Hispanic	4%	(15)	96%	(359)	374
Ethnicity: Black	6%	(17)	94%	(265)	282

Table MCFE49_5NET: *Which of the following describes your diet? Please select all that apply.*

Gluten-free - avoid eating foods that contain gluten

Demographic	Selected		Not Selected		Total N
Adults	4%	(93)	96%	(2117)	2210
Ethnicity: Other	3%	(6)	97%	(211)	217
All Christian	5%	(50)	95%	(979)	1029
All Non-Christian	4%	(5)	96%	(124)	129
Atheist	3%	(3)	97%	(97)	99
Agnostic/Nothing in particular	3%	(19)	97%	(569)	587
Something Else	5%	(17)	95%	(349)	365
Religious Non-Protestant/Catholic	6%	(9)	94%	(144)	154
Evangelical	6%	(34)	94%	(524)	558
Non-Evangelical	3%	(26)	97%	(766)	792
Community: Urban	7%	(42)	93%	(595)	638
Community: Suburban	3%	(32)	97%	(983)	1014
Community: Rural	3%	(19)	97%	(539)	558
Employ: Private Sector	6%	(37)	94%	(617)	654
Employ: Government	5%	(7)	95%	(129)	136
Employ: Self-Employed	5%	(8)	95%	(158)	166
Employ: Homemaker	2%	(4)	98%	(186)	190
Employ: Student	2%	(1)	98%	(61)	62
Employ: Retired	3%	(19)	97%	(544)	563
Employ: Unemployed	4%	(13)	96%	(288)	301
Employ: Other	2%	(3)	98%	(134)	137
Military HH: Yes	4%	(10)	96%	(273)	283
Military HH: No	4%	(83)	96%	(1843)	1927
RD/WT: Right Direction	5%	(35)	95%	(631)	666
RD/WT: Wrong Track	4%	(58)	96%	(1486)	1544
Biden Job Approve	5%	(45)	95%	(925)	970
Biden Job Disapprove	4%	(48)	96%	(1096)	1144
Biden Job Strongly Approve	7%	(31)	93%	(402)	433
Biden Job Somewhat Approve	3%	(14)	97%	(523)	537
Biden Job Somewhat Disapprove	4%	(13)	96%	(326)	339
Biden Job Strongly Disapprove	4%	(36)	96%	(769)	805

Continued on next page

Table MCFE49_5NET: *Which of the following describes your diet? Please select all that apply.*
Gluten-free - avoid eating foods that contain gluten

Demographic	Selected		Not Selected		Total N
Adults	4%	(93)	96%	(2117)	2210
Favorable of Biden	4%	(42)	96%	(927)	969
Unfavorable of Biden	4%	(49)	96%	(1085)	1134
Very Favorable of Biden	6%	(28)	94%	(454)	482
Somewhat Favorable of Biden	3%	(15)	97%	(472)	487
Somewhat Unfavorable of Biden	4%	(11)	96%	(288)	299
Very Unfavorable of Biden	5%	(38)	95%	(798)	835
#1 Issue: Economy	5%	(42)	95%	(870)	913
#1 Issue: Security	7%	(16)	93%	(226)	243
#1 Issue: Health Care	4%	(8)	96%	(163)	170
#1 Issue: Medicare / Social Security	3%	(9)	97%	(257)	266
#1 Issue: Women's Issues	3%	(10)	97%	(301)	311
#1 Issue: Education	3%	(2)	97%	(57)	59
#1 Issue: Energy	3%	(3)	97%	(131)	134
#1 Issue: Other	2%	(3)	98%	(112)	115
2020 Vote: Joe Biden	4%	(42)	96%	(902)	945
2020 Vote: Donald Trump	5%	(36)	95%	(704)	740
2020 Vote: Other	—	(0)	100%	(67)	67
2020 Vote: Didn't Vote	3%	(15)	97%	(444)	459
2018 House Vote: Democrat	5%	(40)	95%	(715)	755
2018 House Vote: Republican	4%	(21)	96%	(568)	589
2018 House Vote: Someone else	1%	(1)	99%	(49)	50
2016 Vote: Hillary Clinton	5%	(38)	95%	(657)	695
2016 Vote: Donald Trump	4%	(27)	96%	(629)	656
2016 Vote: Other	2%	(1)	98%	(84)	86
2016 Vote: Didn't Vote	3%	(26)	97%	(739)	765
Voted in 2014: Yes	4%	(54)	96%	(1172)	1227
Voted in 2014: No	4%	(39)	96%	(944)	983
4-Region: Northeast	4%	(15)	96%	(367)	383
4-Region: Midwest	3%	(12)	97%	(444)	456
4-Region: South	4%	(37)	96%	(807)	844
4-Region: West	5%	(29)	95%	(498)	527

Table MCFE49_5NET: *Which of the following describes your diet? Please select all that apply.*

Gluten-free - avoid eating foods that contain gluten

Demographic	Selected		Not Selected		Total N
Adults	4%	(93)	96%	(2117)	2210
TikTok Users	5%	(41)	95%	(752)	793
Twitch Users	9%	(20)	91%	(196)	216
2022 Sports Viewers/Attendees	5%	(68)	95%	(1407)	1475
Monthly Moviegoers	8%	(26)	92%	(295)	320
Few Times per Year + Moviegoers	6%	(55)	94%	(865)	920
Heard Smile Campaign	6%	(34)	94%	(517)	551
Heard Minion Campaign	7%	(40)	93%	(500)	540
Listens to Podcasts	6%	(63)	94%	(1069)	1132
Streaming Services User	5%	(83)	95%	(1690)	1773
Netflix User	5%	(73)	95%	(1401)	1474
Disney+ User	6%	(54)	94%	(930)	984
Heterosexual or straight	4%	(80)	96%	(1891)	1971
Gay	6%	(4)	94%	(64)	68
Bisexual	8%	(7)	92%	(82)	88
Yes	6%	(4)	94%	(66)	70
No	4%	(89)	96%	(2050)	2140

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

Table MCFE49_6NET: *Which of the following describes your diet? Please select all that apply.*

Lactose-free - avoid eating foods that contain dairy

Demographic	Selected		Not Selected		Total N
Adults	5%	(120)	95%	(2090)	2210
Gender: Male	5%	(54)	95%	(1014)	1068
Gender: Female	6%	(66)	94%	(1076)	1142
Age: 18-34	9%	(61)	91%	(581)	642
Age: 35-44	7%	(25)	93%	(340)	365
Age: 45-64	3%	(19)	97%	(694)	714
Age: 65+	3%	(15)	97%	(474)	489
GenZers: 1997-2012	8%	(21)	92%	(236)	256
Millennials: 1981-1996	9%	(58)	91%	(595)	653
GenXers: 1965-1980	4%	(23)	96%	(532)	555
Baby Boomers: 1946-1964	3%	(18)	97%	(655)	673
PID: Dem (no lean)	8%	(65)	92%	(794)	860
PID: Ind (no lean)	5%	(33)	95%	(642)	674
PID: Rep (no lean)	3%	(22)	97%	(654)	676
PID/Gender: Dem Men	10%	(38)	90%	(356)	394
PID/Gender: Dem Women	6%	(27)	94%	(438)	465
PID/Gender: Ind Men	2%	(6)	98%	(339)	345
PID/Gender: Ind Women	8%	(27)	92%	(302)	329
PID/Gender: Rep Men	3%	(10)	97%	(318)	328
PID/Gender: Rep Women	3%	(12)	97%	(336)	348
Ideo: Liberal (1-3)	8%	(55)	92%	(601)	656
Ideo: Moderate (4)	5%	(40)	95%	(711)	751
Ideo: Conservative (5-7)	3%	(20)	97%	(647)	666
Educ: < College	5%	(72)	95%	(1365)	1437
Educ: Bachelors degree	5%	(26)	95%	(465)	491
Educ: Post-grad	8%	(22)	92%	(260)	282
Income: Under 50k	6%	(73)	94%	(1198)	1271
Income: 50k-100k	5%	(36)	95%	(620)	656
Income: 100k+	4%	(11)	96%	(271)	283
Ethnicity: White	5%	(82)	95%	(1629)	1711
Ethnicity: Hispanic	7%	(24)	93%	(349)	374
Ethnicity: Black	8%	(24)	92%	(259)	282

Table MCFE49_6NET: *Which of the following describes your diet? Please select all that apply.*

Lactose-free - avoid eating foods that contain dairy

Demographic	Selected		Not Selected		Total N
Adults	5%	(120)	95%	(2090)	2210
Ethnicity: Other	7%	(15)	93%	(202)	217
All Christian	5%	(53)	95%	(976)	1029
All Non-Christian	7%	(8)	93%	(121)	129
Atheist	4%	(4)	96%	(95)	99
Agnostic/Nothing in particular	6%	(33)	94%	(554)	587
Something Else	6%	(21)	94%	(344)	365
Religious Non-Protestant/Catholic	8%	(12)	92%	(142)	154
Evangelical	6%	(34)	94%	(524)	558
Non-Evangelical	4%	(31)	96%	(760)	792
Community: Urban	7%	(45)	93%	(592)	638
Community: Suburban	4%	(45)	96%	(969)	1014
Community: Rural	5%	(30)	95%	(528)	558
Employ: Private Sector	7%	(43)	93%	(611)	654
Employ: Government	9%	(12)	91%	(124)	136
Employ: Self-Employed	6%	(10)	94%	(156)	166
Employ: Homemaker	5%	(9)	95%	(181)	190
Employ: Student	11%	(7)	89%	(56)	62
Employ: Retired	4%	(20)	96%	(543)	563
Employ: Unemployed	3%	(9)	97%	(292)	301
Employ: Other	8%	(10)	92%	(126)	137
Military HH: Yes	4%	(12)	96%	(271)	283
Military HH: No	6%	(108)	94%	(1819)	1927
RD/WT: Right Direction	8%	(54)	92%	(612)	666
RD/WT: Wrong Track	4%	(66)	96%	(1478)	1544
Biden Job Approve	8%	(73)	92%	(897)	970
Biden Job Disapprove	3%	(39)	97%	(1105)	1144
Biden Job Strongly Approve	8%	(34)	92%	(398)	433
Biden Job Somewhat Approve	7%	(39)	93%	(498)	537
Biden Job Somewhat Disapprove	6%	(20)	94%	(319)	339
Biden Job Strongly Disapprove	2%	(19)	98%	(786)	805

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Table MCFE49_6NET: *Which of the following describes your diet? Please select all that apply.*
Lactose-free - avoid eating foods that contain dairy

Demographic	Selected		Not Selected		Total N
Adults	5%	(120)	95%	(2090)	2210
Favorable of Biden	7%	(66)	93%	(903)	969
Unfavorable of Biden	4%	(48)	96%	(1086)	1134
Very Favorable of Biden	7%	(35)	93%	(447)	482
Somewhat Favorable of Biden	7%	(32)	93%	(455)	487
Somewhat Unfavorable of Biden	8%	(25)	92%	(274)	299
Very Unfavorable of Biden	3%	(23)	97%	(812)	835
#1 Issue: Economy	5%	(46)	95%	(867)	913
#1 Issue: Security	2%	(4)	98%	(238)	243
#1 Issue: Health Care	4%	(6)	96%	(164)	170
#1 Issue: Medicare / Social Security	3%	(9)	97%	(257)	266
#1 Issue: Women's Issues	9%	(28)	91%	(283)	311
#1 Issue: Education	15%	(9)	85%	(50)	59
#1 Issue: Energy	8%	(11)	92%	(123)	134
#1 Issue: Other	6%	(6)	94%	(108)	115
2020 Vote: Joe Biden	7%	(68)	93%	(877)	945
2020 Vote: Donald Trump	4%	(28)	96%	(712)	740
2020 Vote: Other	—	(0)	100%	(67)	67
2020 Vote: Didn't Vote	5%	(24)	95%	(434)	459
2018 House Vote: Democrat	7%	(53)	93%	(702)	755
2018 House Vote: Republican	3%	(19)	97%	(570)	589
2018 House Vote: Someone else	—	(0)	100%	(50)	50
2016 Vote: Hillary Clinton	7%	(48)	93%	(647)	695
2016 Vote: Donald Trump	4%	(25)	96%	(631)	656
2016 Vote: Other	5%	(4)	95%	(81)	86
2016 Vote: Didn't Vote	5%	(41)	95%	(724)	765
Voted in 2014: Yes	5%	(62)	95%	(1164)	1227
Voted in 2014: No	6%	(58)	94%	(926)	983
4-Region: Northeast	6%	(22)	94%	(360)	383
4-Region: Midwest	4%	(17)	96%	(440)	456
4-Region: South	5%	(40)	95%	(804)	844
4-Region: West	8%	(41)	92%	(485)	527

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Table MCFE49_6NET: *Which of the following describes your diet? Please select all that apply.*
Lactose-free - avoid eating foods that contain dairy

Demographic	Selected		Not Selected		Total N
Adults	5%	(120)	95%	(2090)	2210
TikTok Users	8%	(63)	92%	(729)	793
Twitch Users	13%	(28)	87%	(187)	216
2022 Sports Viewers/Attendees	6%	(87)	94%	(1388)	1475
Monthly Moviegoers	7%	(23)	93%	(297)	320
Few Times per Year + Moviegoers	8%	(69)	92%	(851)	920
Heard Smile Campaign	8%	(45)	92%	(506)	551
Heard Minion Campaign	8%	(41)	92%	(499)	540
Listens to Podcasts	7%	(84)	93%	(1048)	1132
Streaming Services User	6%	(107)	94%	(1666)	1773
Netflix User	7%	(103)	93%	(1370)	1474
Disney+ User	8%	(74)	92%	(910)	984
Heterosexual or straight	5%	(98)	95%	(1872)	1971
Gay	3%	(2)	97%	(66)	68
Bisexual	11%	(10)	89%	(79)	88
Yes	8%	(5)	92%	(65)	70
No	5%	(115)	95%	(2025)	2140

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

Table MCFE49_7NET: *Which of the following describes your diet? Please select all that apply.*

No specific diet

Demographic	Selected		Not Selected		Total N
Adults	73%	(1609)	27%	(601)	2210
Gender: Male	75%	(798)	25%	(270)	1068
Gender: Female	71%	(811)	29%	(331)	1142
Age: 18-34	70%	(452)	30%	(190)	642
Age: 35-44	71%	(259)	29%	(106)	365
Age: 45-64	75%	(538)	25%	(176)	714
Age: 65+	73%	(359)	27%	(130)	489
GenZers: 1997-2012	71%	(182)	29%	(75)	256
Millennials: 1981-1996	69%	(453)	31%	(200)	653
GenXers: 1965-1980	76%	(420)	24%	(135)	555
Baby Boomers: 1946-1964	75%	(504)	25%	(169)	673
PID: Dem (no lean)	69%	(594)	31%	(265)	860
PID: Ind (no lean)	76%	(512)	24%	(163)	674
PID: Rep (no lean)	74%	(503)	26%	(173)	676
PID/Gender: Dem Men	65%	(258)	35%	(136)	394
PID/Gender: Dem Women	72%	(336)	28%	(129)	465
PID/Gender: Ind Men	82%	(283)	18%	(62)	345
PID/Gender: Ind Women	69%	(228)	31%	(101)	329
PID/Gender: Rep Men	78%	(257)	22%	(71)	328
PID/Gender: Rep Women	71%	(246)	29%	(102)	348
Ideo: Liberal (1-3)	64%	(419)	36%	(237)	656
Ideo: Moderate (4)	75%	(566)	25%	(185)	751
Ideo: Conservative (5-7)	76%	(509)	24%	(157)	666
Educ: < College	75%	(1079)	25%	(358)	1437
Educ: Bachelors degree	72%	(351)	28%	(139)	491
Educ: Post-grad	63%	(179)	37%	(104)	282
Income: Under 50k	73%	(923)	27%	(348)	1271
Income: 50k-100k	72%	(474)	28%	(182)	656
Income: 100k+	75%	(212)	25%	(71)	283
Ethnicity: White	75%	(1277)	25%	(434)	1711
Ethnicity: Hispanic	71%	(267)	29%	(107)	374
Ethnicity: Black	66%	(187)	34%	(96)	282

Table MCFE49_7NET: *Which of the following describes your diet? Please select all that apply.*

No specific diet

Demographic	Selected		Not Selected		Total N
Adults	73%	(1609)	27%	(601)	2210
Ethnicity: Other	67%	(145)	33%	(72)	217
All Christian	72%	(745)	28%	(284)	1029
All Non-Christian	63%	(81)	37%	(48)	129
Atheist	70%	(70)	30%	(29)	99
Agnostic/Nothing in particular	78%	(461)	22%	(127)	587
Something Else	69%	(252)	31%	(114)	365
Religious Non-Protestant/Catholic	60%	(92)	40%	(62)	154
Evangelical	71%	(394)	29%	(164)	558
Non-Evangelical	73%	(581)	27%	(211)	792
Community: Urban	68%	(432)	32%	(205)	638
Community: Suburban	75%	(760)	25%	(254)	1014
Community: Rural	75%	(417)	25%	(142)	558
Employ: Private Sector	70%	(461)	30%	(194)	654
Employ: Government	61%	(82)	39%	(54)	136
Employ: Self-Employed	72%	(119)	28%	(47)	166
Employ: Homemaker	77%	(147)	23%	(43)	190
Employ: Student	68%	(42)	32%	(20)	62
Employ: Retired	74%	(415)	26%	(148)	563
Employ: Unemployed	82%	(248)	18%	(54)	301
Employ: Other	69%	(95)	31%	(42)	137
Military HH: Yes	71%	(203)	29%	(81)	283
Military HH: No	73%	(1406)	27%	(520)	1927
RD/WT: Right Direction	67%	(444)	33%	(222)	666
RD/WT: Wrong Track	75%	(1165)	25%	(379)	1544
Biden Job Approve	67%	(651)	33%	(319)	970
Biden Job Disapprove	77%	(882)	23%	(262)	1144
Biden Job Strongly Approve	63%	(274)	37%	(159)	433
Biden Job Somewhat Approve	70%	(377)	30%	(160)	537
Biden Job Somewhat Disapprove	74%	(252)	26%	(87)	339
Biden Job Strongly Disapprove	78%	(630)	22%	(175)	805

Table MCFE49_7NET: *Which of the following describes your diet? Please select all that apply.*

No specific diet

Demographic	Selected		Not Selected		Total N
Adults	73%	(1609)	27%	(601)	2210
Favorable of Biden	68%	(658)	32%	(311)	969
Unfavorable of Biden	77%	(870)	23%	(264)	1134
Very Favorable of Biden	65%	(315)	35%	(167)	482
Somewhat Favorable of Biden	70%	(343)	30%	(144)	487
Somewhat Unfavorable of Biden	72%	(216)	28%	(82)	299
Very Unfavorable of Biden	78%	(653)	22%	(182)	835
#1 Issue: Economy	76%	(696)	24%	(217)	913
#1 Issue: Security	71%	(172)	29%	(70)	243
#1 Issue: Health Care	70%	(120)	30%	(51)	170
#1 Issue: Medicare / Social Security	69%	(184)	31%	(82)	266
#1 Issue: Women's Issues	74%	(229)	26%	(82)	311
#1 Issue: Education	64%	(38)	36%	(21)	59
#1 Issue: Energy	64%	(85)	36%	(49)	134
#1 Issue: Other	74%	(84)	26%	(30)	115
2020 Vote: Joe Biden	69%	(656)	31%	(289)	945
2020 Vote: Donald Trump	73%	(539)	27%	(201)	740
2020 Vote: Other	74%	(50)	26%	(17)	67
2020 Vote: Didn't Vote	80%	(365)	20%	(94)	459
2018 House Vote: Democrat	66%	(501)	34%	(254)	755
2018 House Vote: Republican	75%	(442)	25%	(147)	589
2018 House Vote: Someone else	84%	(42)	16%	(8)	50
2016 Vote: Hillary Clinton	67%	(467)	33%	(228)	695
2016 Vote: Donald Trump	75%	(492)	25%	(164)	656
2016 Vote: Other	65%	(56)	35%	(30)	86
2016 Vote: Didn't Vote	77%	(591)	23%	(174)	765
Voted in 2014: Yes	71%	(865)	29%	(361)	1227
Voted in 2014: No	76%	(743)	24%	(240)	983
4-Region: Northeast	72%	(275)	28%	(107)	383
4-Region: Midwest	80%	(367)	20%	(90)	456
4-Region: South	70%	(594)	30%	(250)	844
4-Region: West	71%	(373)	29%	(154)	527

Table MCFE49_7NET: *Which of the following describes your diet? Please select all that apply.*

No specific diet

Demographic	Selected		Not Selected		Total N
Adults	73%	(1609)	27%	(601)	2210
TikTok Users	71%	(563)	29%	(230)	793
Twitch Users	67%	(144)	33%	(72)	216
2022 Sports Viewers/Attendees	71%	(1045)	29%	(430)	1475
Monthly Moviegoers	63%	(203)	37%	(118)	320
Few Times per Year + Moviegoers	68%	(629)	32%	(290)	920
Heard Smile Campaign	64%	(351)	36%	(200)	551
Heard Minion Campaign	65%	(352)	35%	(188)	540
Listens to Podcasts	67%	(762)	33%	(370)	1132
Streaming Services User	71%	(1263)	29%	(510)	1773
Netflix User	70%	(1028)	30%	(445)	1474
Disney+ User	68%	(670)	32%	(315)	984
Heterosexual or straight	74%	(1450)	26%	(520)	1971
Gay	73%	(49)	27%	(18)	68
Bisexual	68%	(60)	32%	(28)	88
Yes	56%	(39)	44%	(31)	70
No	73%	(1570)	27%	(570)	2140

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

Table MCFE50_1: *How many of the following have you tried for the first time in the past month, if you have tried this at all?*

A new restaurant or bar

Demographic	0 (I have not tried something new in this category in the past month)		1		2		3		4		5+		Total N
Adults	60%	(1321)	14%	(312)	7%	(165)	9%	(203)	6%	(131)	4%	(79)	2210
Gender: Male	58%	(623)	13%	(143)	7%	(73)	10%	(105)	8%	(83)	4%	(41)	1068
Gender: Female	61%	(698)	15%	(169)	8%	(92)	9%	(98)	4%	(47)	3%	(38)	1142
Age: 18-34	43%	(279)	14%	(93)	11%	(69)	15%	(98)	11%	(69)	5%	(35)	642
Age: 35-44	47%	(172)	17%	(62)	9%	(31)	16%	(58)	8%	(30)	3%	(13)	365
Age: 45-64	69%	(490)	13%	(89)	6%	(45)	5%	(37)	4%	(28)	3%	(24)	714
Age: 65+	78%	(381)	14%	(68)	4%	(20)	2%	(9)	1%	(4)	1%	(6)	489
GenZers: 1997-2012	44%	(112)	14%	(35)	12%	(30)	15%	(38)	10%	(27)	6%	(15)	256
Millennials: 1981-1996	44%	(290)	17%	(108)	10%	(62)	15%	(96)	10%	(64)	5%	(31)	653
GenXers: 1965-1980	61%	(339)	14%	(79)	7%	(40)	8%	(47)	5%	(28)	4%	(22)	555
Baby Boomers: 1946-1964	77%	(517)	12%	(84)	5%	(31)	3%	(21)	2%	(11)	2%	(10)	673
PID: Dem (no lean)	54%	(467)	14%	(124)	8%	(72)	12%	(102)	6%	(56)	5%	(39)	860
PID: Ind (no lean)	65%	(442)	15%	(102)	5%	(34)	7%	(50)	5%	(31)	2%	(15)	674
PID: Rep (no lean)	61%	(412)	13%	(86)	9%	(59)	8%	(51)	6%	(44)	4%	(25)	676
PID/Gender: Dem Men	49%	(192)	14%	(54)	8%	(32)	15%	(59)	11%	(43)	4%	(15)	394
PID/Gender: Dem Women	59%	(276)	15%	(70)	9%	(40)	9%	(43)	3%	(13)	5%	(23)	465
PID/Gender: Ind Men	66%	(229)	14%	(48)	4%	(14)	6%	(22)	6%	(21)	3%	(11)	345
PID/Gender: Ind Women	65%	(212)	17%	(54)	6%	(20)	9%	(28)	3%	(10)	1%	(4)	329
PID/Gender: Rep Men	62%	(202)	12%	(41)	8%	(27)	7%	(24)	6%	(20)	4%	(14)	328
PID/Gender: Rep Women	60%	(210)	13%	(45)	9%	(32)	8%	(27)	7%	(24)	3%	(10)	348
Ideo: Liberal (1-3)	55%	(358)	15%	(101)	9%	(57)	11%	(72)	7%	(45)	3%	(23)	656
Ideo: Moderate (4)	58%	(439)	13%	(98)	6%	(46)	12%	(90)	7%	(49)	4%	(30)	751
Ideo: Conservative (5-7)	65%	(434)	15%	(97)	7%	(48)	5%	(35)	5%	(31)	3%	(21)	666
Educ: < College	63%	(901)	13%	(187)	7%	(104)	8%	(115)	6%	(80)	3%	(50)	1437
Educ: Bachelors degree	54%	(265)	16%	(79)	6%	(32)	12%	(61)	9%	(42)	2%	(12)	491
Educ: Post-grad	55%	(154)	16%	(46)	11%	(30)	10%	(27)	3%	(8)	6%	(17)	282

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Table MCFE50_1: *How many of the following have you tried for the first time in the past month, if you have tried this at all?*

A new restaurant or bar

Demographic	0 (I have not tried something new in this category in the past month)		1		2		3		4		5+		Total N
Adults	60%	(1321)	14%	(312)	7%	(165)	9%	(203)	6%	(131)	4%	(79)	2210
Income: Under 50k	66%	(833)	11%	(143)	6%	(82)	8%	(107)	5%	(68)	3%	(38)	1271
Income: 50k-100k	54%	(353)	17%	(109)	10%	(65)	10%	(63)	7%	(46)	3%	(20)	656
Income: 100k+	48%	(134)	21%	(60)	6%	(18)	12%	(33)	6%	(17)	7%	(20)	283
Ethnicity: White	62%	(1063)	14%	(245)	7%	(125)	8%	(143)	5%	(92)	2%	(42)	1711
Ethnicity: Hispanic	46%	(173)	15%	(55)	8%	(31)	16%	(61)	9%	(34)	5%	(20)	374
Ethnicity: Black	44%	(125)	14%	(41)	8%	(23)	15%	(41)	9%	(25)	10%	(28)	282
Ethnicity: Other	62%	(134)	12%	(26)	8%	(17)	9%	(18)	6%	(14)	4%	(9)	217
All Christian	60%	(620)	15%	(150)	7%	(70)	9%	(98)	6%	(62)	3%	(29)	1029
All Non-Christian	53%	(69)	17%	(21)	4%	(6)	13%	(16)	7%	(9)	6%	(8)	129
Atheist	57%	(57)	12%	(12)	8%	(8)	14%	(14)	5%	(5)	3%	(3)	99
Agnostic/Nothing in particular	63%	(370)	13%	(75)	7%	(41)	9%	(54)	5%	(30)	3%	(17)	587
Something Else	56%	(205)	14%	(52)	11%	(41)	6%	(21)	6%	(24)	6%	(22)	365
Religious Non-Protestant/Catholic	57%	(88)	14%	(21)	4%	(6)	12%	(18)	8%	(12)	6%	(9)	154
Evangelical	57%	(320)	14%	(80)	7%	(41)	9%	(51)	6%	(35)	6%	(31)	558
Non-Evangelical	60%	(477)	15%	(121)	9%	(69)	8%	(64)	5%	(43)	2%	(18)	792
Community: Urban	54%	(343)	12%	(78)	7%	(44)	13%	(84)	8%	(53)	6%	(35)	638
Community: Suburban	60%	(605)	16%	(164)	7%	(75)	8%	(83)	6%	(61)	3%	(27)	1014
Community: Rural	67%	(373)	13%	(70)	8%	(46)	6%	(36)	3%	(17)	3%	(17)	558

Continued on next page

Table MCFE50_1: *How many of the following have you tried for the first time in the past month, if you have tried this at all?*
A new restaurant or bar

Demographic	0 (I have not tried something new in this category in the past month)		1		2		3		4		5+		Total N
Adults	60%	(1321)	14%	(312)	7%	(165)	9%	(203)	6%	(131)	4%	(79)	2210
Employ: Private Sector	46%	(302)	17%	(113)	10%	(65)	12%	(82)	9%	(62)	5%	(31)	654
Employ: Government	37%	(50)	14%	(19)	6%	(8)	24%	(33)	9%	(12)	11%	(14)	136
Employ: Self-Employed	52%	(87)	16%	(26)	12%	(20)	11%	(19)	6%	(10)	2%	(4)	166
Employ: Homemaker	65%	(123)	11%	(20)	8%	(14)	9%	(18)	5%	(9)	3%	(5)	190
Employ: Student	41%	(26)	15%	(10)	10%	(6)	13%	(8)	14%	(8)	6%	(4)	62
Employ: Retired	76%	(430)	14%	(77)	4%	(24)	3%	(15)	1%	(8)	2%	(9)	563
Employ: Unemployed	73%	(220)	8%	(24)	6%	(19)	7%	(21)	3%	(10)	2%	(7)	301
Employ: Other	60%	(83)	16%	(22)	7%	(9)	6%	(8)	7%	(10)	3%	(5)	137
Military HH: Yes	62%	(175)	20%	(56)	4%	(12)	6%	(18)	4%	(12)	3%	(10)	283
Military HH: No	59%	(1146)	13%	(256)	8%	(153)	10%	(185)	6%	(119)	4%	(69)	1927
RD/WT: Right Direction	53%	(355)	11%	(74)	6%	(43)	13%	(89)	9%	(61)	7%	(44)	666
RD/WT: Wrong Track	63%	(966)	15%	(238)	8%	(122)	7%	(114)	4%	(69)	2%	(34)	1544
Biden Job Approve	54%	(526)	15%	(141)	7%	(66)	12%	(120)	7%	(71)	5%	(47)	970
Biden Job Disapprove	64%	(736)	14%	(161)	8%	(94)	6%	(74)	5%	(52)	2%	(28)	1144
Biden Job Strongly Approve	54%	(235)	12%	(51)	6%	(26)	12%	(51)	9%	(40)	7%	(29)	433
Biden Job Somewhat Approve	54%	(290)	17%	(90)	7%	(40)	13%	(69)	6%	(30)	3%	(18)	537
Biden Job Somewhat Disapprove	61%	(207)	13%	(43)	11%	(39)	7%	(22)	6%	(20)	2%	(8)	339
Biden Job Strongly Disapprove	66%	(529)	15%	(118)	7%	(55)	6%	(52)	4%	(31)	2%	(20)	805
Favorable of Biden	55%	(536)	15%	(143)	7%	(70)	11%	(110)	7%	(71)	4%	(40)	969
Unfavorable of Biden	64%	(721)	14%	(160)	7%	(83)	7%	(80)	5%	(54)	3%	(35)	1134
Very Favorable of Biden	55%	(266)	12%	(58)	7%	(34)	12%	(57)	7%	(35)	7%	(32)	482
Somewhat Favorable of Biden	55%	(269)	17%	(85)	7%	(36)	11%	(53)	7%	(35)	2%	(9)	487
Somewhat Unfavorable of Biden	59%	(177)	16%	(49)	8%	(24)	7%	(21)	5%	(14)	5%	(14)	299
Very Unfavorable of Biden	65%	(544)	13%	(112)	7%	(59)	7%	(60)	5%	(39)	3%	(21)	835

Continued on next page

Table MCFE50_1: *How many of the following have you tried for the first time in the past month, if you have tried this at all?*

A new restaurant or bar

Demographic	0 (I have not tried something new in this category in the past month)		1		2		3		4		5+		Total N
Adults	60%	(1321)	14%	(312)	7%	(165)	9%	(203)	6%	(131)	4%	(79)	2210
#1 Issue: Economy	54%	(494)	18%	(168)	7%	(65)	9%	(84)	7%	(64)	4%	(37)	913
#1 Issue: Security	68%	(166)	10%	(25)	6%	(15)	7%	(17)	5%	(11)	4%	(10)	243
#1 Issue: Health Care	59%	(100)	8%	(14)	11%	(19)	11%	(19)	7%	(12)	3%	(6)	170
#1 Issue: Medicare / Social Security	75%	(199)	10%	(26)	7%	(19)	4%	(10)	2%	(5)	3%	(7)	266
#1 Issue: Women's Issues	55%	(172)	14%	(43)	7%	(20)	14%	(44)	7%	(21)	3%	(10)	311
#1 Issue: Education	39%	(23)	19%	(11)	12%	(7)	9%	(5)	13%	(8)	8%	(5)	59
#1 Issue: Energy	58%	(77)	10%	(13)	9%	(13)	15%	(19)	7%	(10)	1%	(2)	134
#1 Issue: Other	78%	(89)	10%	(12)	6%	(7)	3%	(4)	—	(0)	2%	(3)	115
2020 Vote: Joe Biden	55%	(523)	16%	(155)	6%	(61)	11%	(105)	6%	(60)	4%	(41)	945
2020 Vote: Donald Trump	62%	(459)	13%	(97)	8%	(60)	7%	(55)	6%	(42)	4%	(27)	740
2020 Vote: Other	59%	(40)	18%	(12)	11%	(7)	6%	(4)	5%	(3)	1%	(1)	67
2020 Vote: Didn't Vote	65%	(299)	10%	(48)	8%	(37)	9%	(39)	6%	(26)	2%	(10)	459
2018 House Vote: Democrat	55%	(419)	16%	(120)	6%	(47)	11%	(85)	7%	(52)	4%	(32)	755
2018 House Vote: Republican	64%	(376)	14%	(85)	7%	(44)	6%	(37)	4%	(26)	4%	(22)	589
2018 House Vote: Someone else	63%	(31)	19%	(9)	3%	(1)	8%	(4)	6%	(3)	1%	(1)	50
2016 Vote: Hillary Clinton	57%	(396)	14%	(98)	7%	(47)	12%	(81)	6%	(45)	4%	(28)	695
2016 Vote: Donald Trump	64%	(418)	14%	(95)	6%	(42)	6%	(42)	5%	(32)	4%	(27)	656
2016 Vote: Other	65%	(56)	22%	(19)	2%	(1)	5%	(5)	4%	(4)	1%	(1)	86
2016 Vote: Didn't Vote	59%	(449)	13%	(97)	10%	(74)	9%	(72)	7%	(50)	3%	(23)	765
Voted in 2014: Yes	61%	(742)	15%	(190)	6%	(77)	8%	(101)	6%	(69)	4%	(47)	1227
Voted in 2014: No	59%	(579)	12%	(122)	9%	(88)	10%	(102)	6%	(61)	3%	(32)	983
4-Region: Northeast	62%	(235)	16%	(62)	6%	(24)	9%	(35)	5%	(19)	2%	(8)	383
4-Region: Midwest	61%	(280)	15%	(68)	9%	(40)	7%	(31)	6%	(27)	2%	(11)	456
4-Region: South	57%	(485)	14%	(119)	9%	(72)	9%	(72)	7%	(56)	5%	(40)	844
4-Region: West	61%	(320)	12%	(64)	5%	(29)	12%	(64)	6%	(29)	4%	(20)	527

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Table MCFE50_1: *How many of the following have you tried for the first time in the past month, if you have tried this at all?*

A new restaurant or bar

Demographic	0 (I have not tried something new in this category in the past month)		1		2		3		4		5+		Total N
Adults	60%	(1321)	14%	(312)	7%	(165)	9%	(203)	6%	(131)	4%	(79)	2210
TikTok Users	45%	(360)	16%	(126)	10%	(76)	15%	(118)	8%	(66)	6%	(47)	793
Twitch Users	36%	(77)	19%	(41)	11%	(23)	16%	(33)	14%	(29)	6%	(13)	216
2022 Sports Viewers/Attendees	54%	(797)	17%	(248)	8%	(117)	11%	(155)	7%	(97)	4%	(61)	1475
Monthly Moviegoers	37%	(118)	16%	(50)	9%	(30)	17%	(55)	11%	(36)	10%	(32)	320
Few Times per Year + Moviegoers	45%	(410)	16%	(149)	10%	(93)	14%	(127)	9%	(83)	6%	(58)	920
Heard Smile Campaign	33%	(181)	13%	(73)	11%	(62)	21%	(115)	14%	(75)	8%	(45)	551
Heard Minion Campaign	34%	(183)	17%	(91)	11%	(57)	18%	(97)	12%	(67)	8%	(45)	540
Listens to Podcasts	47%	(536)	17%	(190)	9%	(103)	13%	(147)	9%	(97)	5%	(59)	1132
Streaming Services User	55%	(969)	15%	(274)	9%	(152)	10%	(183)	7%	(123)	4%	(72)	1773
Netflix User	50%	(743)	17%	(248)	9%	(132)	12%	(170)	8%	(117)	4%	(64)	1474
Disney+ User	46%	(451)	15%	(150)	10%	(102)	14%	(136)	10%	(95)	5%	(50)	984
Heterosexual or straight	60%	(1185)	14%	(281)	7%	(147)	9%	(174)	6%	(114)	3%	(69)	1971
Gay	58%	(40)	9%	(6)	11%	(8)	9%	(6)	6%	(4)	6%	(4)	68
Bisexual	56%	(49)	13%	(12)	7%	(6)	10%	(9)	10%	(9)	4%	(4)	88
Yes	43%	(30)	15%	(10)	7%	(5)	24%	(17)	7%	(5)	4%	(3)	70
No	60%	(1291)	14%	(301)	7%	(160)	9%	(186)	6%	(126)	4%	(76)	2140

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

Table MCFE50_2: *How many of the following have you tried for the first time in the past month, if you have tried this at all?*

A new coffee shop or bakery

Demographic	0 (I have not tried something new in this category in the past month)		1		2		3		4		5+		Total N
Adults	69%	(1517)	8%	(186)	7%	(159)	9%	(189)	4%	(91)	3%	(68)	2210
Gender: Male	66%	(707)	7%	(76)	7%	(70)	11%	(117)	6%	(60)	3%	(37)	1068
Gender: Female	71%	(810)	10%	(110)	8%	(89)	6%	(72)	3%	(31)	3%	(30)	1142
Age: 18-34	52%	(331)	8%	(54)	11%	(72)	18%	(113)	6%	(36)	6%	(35)	642
Age: 35-44	58%	(213)	9%	(34)	11%	(39)	11%	(39)	8%	(31)	2%	(9)	365
Age: 45-64	76%	(545)	8%	(57)	5%	(37)	5%	(35)	3%	(21)	3%	(19)	714
Age: 65+	88%	(428)	8%	(41)	2%	(11)	1%	(3)	1%	(3)	1%	(4)	489
GenZers: 1997-2012	52%	(133)	7%	(17)	13%	(34)	15%	(38)	8%	(20)	6%	(15)	256
Millennials: 1981-1996	54%	(353)	10%	(67)	10%	(68)	15%	(99)	6%	(38)	4%	(28)	653
GenXers: 1965-1980	70%	(387)	8%	(45)	6%	(35)	8%	(46)	4%	(23)	3%	(19)	555
Baby Boomers: 1946-1964	86%	(578)	8%	(51)	3%	(22)	1%	(6)	1%	(9)	1%	(7)	673
PID: Dem (no lean)	61%	(522)	10%	(82)	9%	(73)	11%	(98)	6%	(49)	4%	(35)	860
PID: Ind (no lean)	77%	(519)	8%	(51)	6%	(37)	5%	(36)	2%	(15)	2%	(15)	674
PID: Rep (no lean)	70%	(476)	8%	(52)	7%	(49)	8%	(55)	4%	(27)	3%	(18)	676
PID/Gender: Dem Men	53%	(209)	10%	(39)	8%	(31)	16%	(63)	9%	(34)	4%	(17)	394
PID/Gender: Dem Women	67%	(313)	9%	(44)	9%	(42)	7%	(35)	3%	(14)	4%	(18)	465
PID/Gender: Ind Men	76%	(263)	7%	(23)	5%	(16)	8%	(27)	2%	(7)	3%	(10)	345
PID/Gender: Ind Women	78%	(256)	9%	(28)	6%	(21)	3%	(9)	3%	(9)	2%	(5)	329
PID/Gender: Rep Men	72%	(235)	4%	(14)	7%	(23)	8%	(27)	6%	(18)	3%	(10)	328
PID/Gender: Rep Women	69%	(241)	11%	(38)	7%	(25)	8%	(28)	2%	(8)	2%	(7)	348
Ideo: Liberal (1-3)	62%	(407)	10%	(64)	10%	(65)	10%	(65)	4%	(28)	4%	(27)	656
Ideo: Moderate (4)	68%	(512)	7%	(55)	7%	(50)	10%	(73)	5%	(40)	3%	(20)	751
Ideo: Conservative (5-7)	74%	(493)	9%	(58)	5%	(35)	7%	(44)	3%	(21)	2%	(16)	666
Educ: < College	71%	(1015)	8%	(120)	7%	(99)	7%	(95)	4%	(56)	4%	(52)	1437
Educ: Bachelors degree	63%	(311)	9%	(43)	7%	(34)	13%	(66)	6%	(28)	2%	(9)	491
Educ: Post-grad	68%	(191)	8%	(23)	10%	(27)	10%	(28)	2%	(6)	3%	(7)	282

Continued on next page

Table MCFE50_2: *How many of the following have you tried for the first time in the past month, if you have tried this at all?*

A new coffee shop or bakery

Demographic	0 (I have not tried something new in this category in the past month)		1		2		3		4		5+		Total N
Adults	69%	(1517)	8%	(186)	7%	(159)	9%	(189)	4%	(91)	3%	(68)	2210
Income: Under 50k	71%	(905)	8%	(103)	7%	(89)	7%	(91)	4%	(48)	3%	(35)	1271
Income: 50k-100k	66%	(435)	9%	(57)	7%	(48)	10%	(64)	5%	(35)	3%	(17)	656
Income: 100k+	63%	(177)	9%	(26)	8%	(22)	12%	(34)	3%	(8)	5%	(16)	283
Ethnicity: White	72%	(1224)	8%	(145)	7%	(119)	7%	(123)	4%	(64)	2%	(34)	1711
Ethnicity: Hispanic	51%	(191)	11%	(40)	13%	(47)	16%	(61)	6%	(21)	4%	(14)	374
Ethnicity: Black	55%	(154)	8%	(22)	9%	(25)	13%	(37)	5%	(15)	10%	(28)	282
Ethnicity: Other	64%	(138)	9%	(19)	7%	(15)	13%	(28)	5%	(11)	2%	(5)	217
All Christian	71%	(729)	7%	(68)	7%	(76)	8%	(83)	4%	(45)	3%	(28)	1029
All Non-Christian	59%	(76)	10%	(13)	5%	(7)	16%	(20)	4%	(5)	6%	(8)	129
Atheist	62%	(62)	10%	(10)	8%	(8)	11%	(11)	7%	(7)	2%	(2)	99
Agnostic/Nothing in particular	72%	(422)	8%	(50)	7%	(40)	8%	(46)	3%	(16)	2%	(14)	587
Something Else	62%	(228)	13%	(46)	8%	(28)	8%	(30)	5%	(19)	4%	(15)	365
Religious Non-Protestant/Catholic	63%	(97)	8%	(13)	5%	(8)	14%	(21)	4%	(6)	5%	(8)	154
Evangelical	64%	(356)	10%	(56)	8%	(43)	10%	(53)	5%	(25)	4%	(24)	558
Non-Evangelical	72%	(570)	7%	(57)	8%	(60)	7%	(56)	4%	(33)	2%	(16)	792
Community: Urban	60%	(386)	9%	(57)	7%	(44)	13%	(81)	6%	(41)	5%	(29)	638
Community: Suburban	71%	(721)	8%	(77)	8%	(78)	8%	(78)	3%	(34)	3%	(27)	1014
Community: Rural	74%	(411)	9%	(52)	7%	(38)	5%	(30)	3%	(15)	2%	(11)	558

Table MCFE50_2: *How many of the following have you tried for the first time in the past month, if you have tried this at all?*

A new coffee shop or bakery

Demographic	0 (I have not tried something new in this category in the past month)		1		2		3		4		5+		Total N
Adults	69%	(1517)	8%	(186)	7%	(159)	9%	(189)	4%	(91)	3%	(68)	2210
Employ: Private Sector	58%	(381)	9%	(56)	11%	(69)	13%	(85)	6%	(38)	4%	(26)	654
Employ: Government	48%	(66)	8%	(10)	8%	(10)	19%	(26)	11%	(15)	6%	(8)	136
Employ: Self-Employed	61%	(102)	9%	(15)	7%	(11)	14%	(23)	6%	(10)	3%	(5)	166
Employ: Homemaker	68%	(129)	11%	(21)	10%	(18)	7%	(14)	3%	(5)	1%	(2)	190
Employ: Student	48%	(30)	8%	(5)	12%	(8)	16%	(10)	7%	(4)	8%	(5)	62
Employ: Retired	87%	(490)	8%	(44)	1%	(7)	1%	(6)	2%	(9)	1%	(8)	563
Employ: Unemployed	73%	(221)	9%	(28)	7%	(22)	6%	(17)	2%	(7)	2%	(7)	301
Employ: Other	72%	(99)	5%	(8)	11%	(15)	6%	(8)	2%	(2)	4%	(6)	137
Military HH: Yes	70%	(199)	11%	(32)	5%	(13)	7%	(19)	4%	(13)	3%	(8)	283
Military HH: No	68%	(1319)	8%	(154)	8%	(146)	9%	(170)	4%	(78)	3%	(60)	1927
RD/WT: Right Direction	57%	(379)	7%	(47)	10%	(69)	14%	(92)	7%	(43)	5%	(35)	666
RD/WT: Wrong Track	74%	(1139)	9%	(139)	6%	(90)	6%	(97)	3%	(48)	2%	(33)	1544
Biden Job Approve	62%	(602)	8%	(76)	9%	(88)	11%	(106)	6%	(57)	4%	(42)	970
Biden Job Disapprove	74%	(849)	9%	(102)	6%	(64)	7%	(77)	2%	(28)	2%	(24)	1144
Biden Job Strongly Approve	59%	(256)	8%	(37)	8%	(35)	13%	(56)	5%	(23)	6%	(26)	433
Biden Job Somewhat Approve	64%	(345)	7%	(40)	10%	(53)	9%	(49)	6%	(35)	3%	(16)	537
Biden Job Somewhat Disapprove	70%	(238)	10%	(33)	7%	(24)	8%	(28)	3%	(11)	2%	(5)	339
Biden Job Strongly Disapprove	76%	(611)	9%	(69)	5%	(41)	6%	(48)	2%	(17)	2%	(19)	805
Favorable of Biden	64%	(618)	8%	(82)	8%	(77)	11%	(102)	6%	(57)	3%	(33)	969
Unfavorable of Biden	73%	(831)	8%	(96)	6%	(73)	7%	(74)	2%	(28)	3%	(31)	1134
Very Favorable of Biden	62%	(298)	8%	(40)	8%	(37)	11%	(52)	6%	(30)	5%	(25)	482
Somewhat Favorable of Biden	66%	(320)	9%	(42)	8%	(40)	10%	(50)	6%	(27)	2%	(8)	487
Somewhat Unfavorable of Biden	70%	(210)	8%	(24)	8%	(23)	7%	(21)	3%	(8)	4%	(12)	299
Very Unfavorable of Biden	74%	(621)	9%	(72)	6%	(50)	6%	(53)	2%	(20)	2%	(19)	835

Table MCFE50_2: *How many of the following have you tried for the first time in the past month, if you have tried this at all?*

A new coffee shop or bakery

Demographic	0 (I have not tried something new in this category in the past month)		1		2		3		4		5+		Total N
Adults	69%	(1517)	8%	(186)	7%	(159)	9%	(189)	4%	(91)	3%	(68)	2210
#1 Issue: Economy	66%	(598)	9%	(80)	7%	(63)	11%	(96)	5%	(44)	3%	(32)	913
#1 Issue: Security	77%	(186)	9%	(23)	2%	(5)	7%	(18)	1%	(3)	3%	(8)	243
#1 Issue: Health Care	62%	(106)	9%	(15)	11%	(19)	11%	(18)	4%	(6)	3%	(6)	170
#1 Issue: Medicare / Social Security	79%	(211)	9%	(25)	3%	(9)	3%	(9)	2%	(6)	2%	(6)	266
#1 Issue: Women's Issues	63%	(197)	7%	(22)	13%	(41)	9%	(29)	5%	(14)	3%	(8)	311
#1 Issue: Education	50%	(30)	12%	(7)	7%	(4)	10%	(6)	12%	(7)	8%	(5)	59
#1 Issue: Energy	68%	(91)	4%	(6)	11%	(15)	9%	(12)	7%	(10)	1%	(1)	134
#1 Issue: Other	86%	(99)	8%	(9)	3%	(3)	1%	(1)	—	(1)	1%	(2)	115
2020 Vote: Joe Biden	63%	(599)	8%	(79)	9%	(82)	10%	(97)	5%	(52)	4%	(35)	945
2020 Vote: Donald Trump	72%	(533)	8%	(61)	5%	(38)	7%	(55)	4%	(30)	3%	(22)	740
2020 Vote: Other	72%	(48)	11%	(8)	7%	(5)	9%	(6)	—	(0)	1%	(1)	67
2020 Vote: Didn't Vote	73%	(337)	8%	(38)	7%	(34)	7%	(31)	2%	(9)	2%	(10)	459
2018 House Vote: Democrat	63%	(475)	9%	(66)	9%	(65)	11%	(81)	5%	(40)	4%	(27)	755
2018 House Vote: Republican	74%	(437)	8%	(46)	6%	(35)	6%	(37)	4%	(23)	2%	(10)	589
2018 House Vote: Someone else	72%	(35)	16%	(8)	2%	(1)	7%	(4)	2%	(1)	1%	(1)	50
2016 Vote: Hillary Clinton	64%	(443)	8%	(58)	8%	(58)	11%	(80)	5%	(34)	3%	(21)	695
2016 Vote: Donald Trump	75%	(489)	8%	(50)	5%	(34)	5%	(35)	4%	(27)	3%	(20)	656
2016 Vote: Other	76%	(65)	10%	(9)	4%	(3)	7%	(6)	3%	(3)	—	(0)	86
2016 Vote: Didn't Vote	67%	(516)	9%	(67)	8%	(61)	9%	(67)	4%	(27)	3%	(26)	765
Voted in 2014: Yes	69%	(852)	8%	(103)	7%	(85)	8%	(96)	4%	(54)	3%	(36)	1227
Voted in 2014: No	68%	(665)	8%	(83)	8%	(74)	9%	(93)	4%	(36)	3%	(32)	983
4-Region: Northeast	72%	(275)	8%	(30)	5%	(21)	10%	(40)	3%	(12)	1%	(4)	383
4-Region: Midwest	72%	(330)	8%	(37)	5%	(23)	8%	(35)	4%	(19)	3%	(13)	456
4-Region: South	68%	(573)	8%	(66)	7%	(61)	9%	(72)	4%	(31)	5%	(40)	844
4-Region: West	64%	(339)	10%	(53)	10%	(54)	8%	(42)	5%	(28)	2%	(10)	527

Table MCFE50_2: *How many of the following have you tried for the first time in the past month, if you have tried this at all?*
A new coffee shop or bakery

Demographic	0 (I have not tried something new in this category in the past month)		1		2		3		4		5+		Total N
Adults	69%	(1517)	8%	(186)	7%	(159)	9%	(189)	4%	(91)	3%	(68)	2210
TikTok Users	56%	(443)	9%	(72)	11%	(86)	14%	(109)	6%	(50)	4%	(33)	793
Twitch Users	44%	(95)	11%	(24)	13%	(29)	20%	(44)	6%	(13)	5%	(11)	216
2022 Sports Viewers/Attendees	64%	(944)	10%	(146)	8%	(114)	11%	(155)	5%	(69)	3%	(47)	1475
Monthly Moviegoers	45%	(144)	9%	(28)	13%	(41)	17%	(53)	10%	(32)	7%	(23)	320
Few Times per Year + Moviegoers	55%	(502)	9%	(83)	10%	(96)	14%	(130)	7%	(65)	5%	(44)	920
Heard Smile Campaign	39%	(212)	10%	(53)	14%	(77)	21%	(113)	10%	(56)	7%	(40)	551
Heard Minion Campaign	39%	(213)	11%	(60)	13%	(71)	20%	(110)	9%	(49)	7%	(38)	540
Listens to Podcasts	56%	(635)	11%	(121)	10%	(116)	12%	(141)	6%	(72)	4%	(47)	1132
Streaming Services User	64%	(1139)	9%	(166)	8%	(146)	10%	(177)	5%	(84)	3%	(61)	1773
Netflix User	61%	(900)	10%	(145)	9%	(130)	10%	(155)	6%	(84)	4%	(60)	1474
Disney+ User	55%	(546)	10%	(97)	10%	(102)	14%	(134)	6%	(62)	4%	(44)	984
Heterosexual or straight	69%	(1368)	8%	(159)	7%	(134)	9%	(171)	4%	(79)	3%	(59)	1971
Gay	63%	(43)	15%	(10)	7%	(5)	10%	(7)	1%	(1)	4%	(3)	68
Bisexual	64%	(57)	7%	(6)	6%	(5)	10%	(9)	7%	(6)	6%	(5)	88
Yes	50%	(35)	5%	(4)	13%	(9)	13%	(9)	13%	(9)	6%	(4)	70
No	69%	(1482)	9%	(182)	7%	(150)	8%	(180)	4%	(82)	3%	(63)	2140

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

Table MCFE50_3: *How many of the following have you tried for the first time in the past month, if you have tried this at all?*
A new packaged food product

Demographic	0 (I have not tried something new in this category in the past month)		1		2		3		4		5+		Total N
Adults	54%	(1198)	12%	(272)	12%	(268)	12%	(270)	5%	(112)	4%	(90)	2210
Gender: Male	54%	(582)	11%	(117)	11%	(121)	13%	(139)	5%	(57)	5%	(52)	1068
Gender: Female	54%	(616)	14%	(155)	13%	(147)	11%	(131)	5%	(55)	3%	(38)	1142
Age: 18-34	39%	(247)	11%	(70)	15%	(96)	21%	(135)	8%	(51)	7%	(43)	642
Age: 35-44	41%	(149)	12%	(45)	19%	(70)	17%	(61)	7%	(27)	4%	(13)	365
Age: 45-64	60%	(426)	14%	(101)	10%	(71)	8%	(59)	4%	(30)	4%	(26)	714
Age: 65+	77%	(375)	11%	(56)	6%	(31)	3%	(16)	1%	(4)	2%	(8)	489
GenZers: 1997-2012	39%	(100)	11%	(28)	18%	(45)	16%	(42)	10%	(25)	6%	(16)	256
Millennials: 1981-1996	38%	(250)	12%	(75)	15%	(99)	22%	(141)	7%	(49)	6%	(39)	653
GenXers: 1965-1980	53%	(297)	14%	(78)	14%	(78)	10%	(53)	4%	(25)	4%	(25)	555
Baby Boomers: 1946-1964	73%	(491)	13%	(87)	7%	(44)	4%	(30)	2%	(13)	1%	(9)	673
PID: Dem (no lean)	48%	(409)	13%	(114)	12%	(104)	15%	(128)	7%	(60)	5%	(45)	860
PID: Ind (no lean)	61%	(408)	12%	(82)	13%	(85)	9%	(63)	3%	(18)	3%	(18)	674
PID: Rep (no lean)	56%	(381)	11%	(77)	12%	(79)	12%	(79)	5%	(35)	4%	(27)	676
PID/Gender: Dem Men	41%	(162)	13%	(51)	13%	(53)	17%	(67)	9%	(34)	7%	(27)	394
PID/Gender: Dem Women	53%	(247)	13%	(63)	11%	(51)	13%	(61)	6%	(26)	4%	(19)	465
PID/Gender: Ind Men	64%	(223)	10%	(35)	9%	(31)	11%	(39)	2%	(8)	3%	(10)	345
PID/Gender: Ind Women	56%	(186)	14%	(47)	17%	(54)	7%	(24)	3%	(10)	2%	(8)	329
PID/Gender: Rep Men	60%	(197)	9%	(31)	11%	(37)	10%	(33)	5%	(15)	5%	(15)	328
PID/Gender: Rep Women	53%	(184)	13%	(46)	12%	(42)	13%	(46)	5%	(19)	3%	(11)	348
Ideo: Liberal (1-3)	47%	(306)	15%	(102)	11%	(74)	15%	(100)	7%	(43)	5%	(31)	656
Ideo: Moderate (4)	53%	(398)	11%	(79)	13%	(97)	13%	(99)	6%	(47)	4%	(32)	751
Ideo: Conservative (5-7)	61%	(405)	12%	(81)	12%	(79)	9%	(59)	3%	(21)	3%	(21)	666
Educ: < College	56%	(808)	11%	(161)	12%	(171)	11%	(158)	5%	(71)	5%	(68)	1437
Educ: Bachelors degree	49%	(243)	14%	(67)	12%	(60)	17%	(81)	5%	(26)	3%	(13)	491
Educ: Post-grad	52%	(147)	16%	(44)	13%	(37)	11%	(31)	5%	(15)	3%	(8)	282

Continued on next page

Table MCFE50_3: *How many of the following have you tried for the first time in the past month, if you have tried this at all?*
A new packaged food product

Demographic	0 (I have not tried something new in this category in the past month)		1		2		3		4		5+		Total N
Adults	54%	(1198)	12%	(272)	12%	(268)	12%	(270)	5%	(112)	4%	(90)	2210
Income: Under 50k	56%	(718)	12%	(156)	12%	(148)	11%	(136)	5%	(62)	4%	(51)	1271
Income: 50k-100k	52%	(342)	12%	(79)	13%	(88)	14%	(95)	5%	(33)	3%	(21)	656
Income: 100k+	49%	(138)	13%	(37)	11%	(32)	14%	(40)	6%	(18)	6%	(18)	283
Ethnicity: White	57%	(975)	13%	(219)	12%	(209)	11%	(186)	5%	(78)	3%	(43)	1711
Ethnicity: Hispanic	43%	(160)	11%	(42)	17%	(63)	16%	(58)	7%	(26)	7%	(25)	374
Ethnicity: Black	41%	(115)	10%	(28)	13%	(36)	17%	(49)	7%	(20)	12%	(35)	282
Ethnicity: Other	50%	(108)	12%	(25)	10%	(22)	16%	(36)	6%	(14)	5%	(12)	217
All Christian	56%	(581)	11%	(118)	11%	(117)	11%	(112)	6%	(57)	4%	(44)	1029
All Non-Christian	53%	(69)	11%	(14)	8%	(11)	15%	(20)	8%	(10)	4%	(5)	129
Atheist	50%	(50)	9%	(9)	22%	(22)	13%	(12)	2%	(2)	4%	(4)	99
Agnostic/Nothing in particular	54%	(317)	14%	(84)	11%	(67)	13%	(74)	5%	(27)	3%	(18)	587
Something Else	49%	(181)	13%	(47)	14%	(51)	14%	(52)	4%	(15)	5%	(19)	365
Religious Non-Protestant/Catholic	51%	(78)	13%	(20)	12%	(18)	15%	(23)	7%	(10)	3%	(5)	154
Evangelical	54%	(300)	12%	(68)	11%	(59)	13%	(72)	5%	(28)	6%	(31)	558
Non-Evangelical	56%	(444)	11%	(89)	13%	(101)	11%	(86)	5%	(43)	4%	(29)	792
Community: Urban	48%	(308)	10%	(67)	13%	(82)	14%	(90)	9%	(55)	6%	(36)	638
Community: Suburban	54%	(550)	14%	(146)	12%	(123)	11%	(116)	4%	(41)	4%	(39)	1014
Community: Rural	61%	(340)	11%	(59)	11%	(63)	11%	(64)	3%	(17)	3%	(15)	558

Table MCFE50_3: *How many of the following have you tried for the first time in the past month, if you have tried this at all?*
A new packaged food product

Demographic	0 (I have not tried something new in this category in the past month)		1		2		3		4		5+		Total N
Adults	54%	(1198)	12%	(272)	12%	(268)	12%	(270)	5%	(112)	4%	(90)	2210
Employ: Private Sector	41%	(268)	15%	(100)	14%	(94)	17%	(114)	8%	(52)	4%	(25)	654
Employ: Government	39%	(53)	10%	(14)	17%	(24)	15%	(21)	8%	(10)	10%	(14)	136
Employ: Self-Employed	50%	(83)	6%	(11)	16%	(27)	15%	(25)	5%	(9)	7%	(12)	166
Employ: Homemaker	52%	(99)	12%	(23)	16%	(31)	15%	(29)	2%	(4)	2%	(4)	190
Employ: Student	42%	(26)	6%	(4)	11%	(7)	20%	(12)	13%	(8)	9%	(6)	62
Employ: Retired	74%	(419)	12%	(67)	6%	(31)	4%	(22)	2%	(13)	2%	(10)	563
Employ: Unemployed	60%	(181)	12%	(36)	12%	(35)	11%	(33)	3%	(8)	3%	(9)	301
Employ: Other	49%	(68)	14%	(18)	13%	(18)	11%	(15)	7%	(9)	7%	(9)	137
Military HH: Yes	60%	(170)	13%	(38)	10%	(29)	9%	(24)	3%	(10)	4%	(13)	283
Military HH: No	53%	(1028)	12%	(235)	12%	(238)	13%	(246)	5%	(102)	4%	(77)	1927
RD/WT: Right Direction	47%	(310)	10%	(67)	13%	(88)	16%	(104)	7%	(47)	7%	(49)	666
RD/WT: Wrong Track	57%	(887)	13%	(205)	12%	(180)	11%	(166)	4%	(65)	3%	(41)	1544
Biden Job Approve	49%	(476)	12%	(121)	12%	(120)	14%	(140)	6%	(56)	6%	(57)	970
Biden Job Disapprove	58%	(668)	12%	(140)	11%	(131)	11%	(123)	4%	(50)	3%	(33)	1144
Biden Job Strongly Approve	48%	(208)	12%	(53)	12%	(50)	14%	(60)	6%	(27)	8%	(35)	433
Biden Job Somewhat Approve	50%	(267)	13%	(69)	13%	(70)	15%	(80)	5%	(28)	4%	(23)	537
Biden Job Somewhat Disapprove	53%	(180)	13%	(43)	10%	(35)	15%	(52)	6%	(22)	2%	(6)	339
Biden Job Strongly Disapprove	61%	(488)	12%	(97)	12%	(95)	9%	(70)	4%	(28)	3%	(26)	805
Favorable of Biden	50%	(483)	13%	(125)	12%	(120)	14%	(135)	6%	(55)	5%	(51)	969
Unfavorable of Biden	58%	(654)	12%	(133)	12%	(133)	11%	(120)	5%	(53)	3%	(39)	1134
Very Favorable of Biden	49%	(234)	13%	(64)	12%	(57)	12%	(60)	6%	(28)	8%	(40)	482
Somewhat Favorable of Biden	51%	(249)	12%	(61)	13%	(64)	15%	(75)	5%	(27)	2%	(11)	487
Somewhat Unfavorable of Biden	52%	(154)	13%	(38)	13%	(39)	12%	(36)	7%	(21)	4%	(11)	299
Very Unfavorable of Biden	60%	(500)	11%	(96)	11%	(94)	10%	(85)	4%	(32)	3%	(28)	835

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Table MCFE50_3: *How many of the following have you tried for the first time in the past month, if you have tried this at all?*
A new packaged food product

Demographic	0 (I have not tried something new in this category in the past month)		1		2		3		4		5+		Total N
Adults	54%	(1198)	12%	(272)	12%	(268)	12%	(270)	5%	(112)	4%	(90)	2210
#1 Issue: Economy	51%	(461)	12%	(113)	14%	(126)	13%	(120)	6%	(53)	4%	(39)	913
#1 Issue: Security	62%	(152)	13%	(33)	8%	(19)	7%	(17)	5%	(12)	4%	(10)	243
#1 Issue: Health Care	46%	(78)	18%	(31)	14%	(23)	14%	(25)	4%	(7)	4%	(6)	170
#1 Issue: Medicare / Social Security	68%	(181)	12%	(32)	8%	(23)	7%	(17)	2%	(5)	3%	(7)	266
#1 Issue: Women's Issues	47%	(145)	13%	(39)	13%	(40)	17%	(53)	6%	(19)	5%	(14)	311
#1 Issue: Education	33%	(20)	4%	(2)	23%	(14)	19%	(11)	11%	(7)	10%	(6)	59
#1 Issue: Energy	57%	(76)	10%	(13)	9%	(12)	17%	(23)	5%	(7)	3%	(4)	134
#1 Issue: Other	74%	(85)	8%	(9)	10%	(12)	3%	(3)	1%	(1)	3%	(4)	115
2020 Vote: Joe Biden	49%	(467)	13%	(127)	13%	(119)	14%	(129)	6%	(55)	5%	(47)	945
2020 Vote: Donald Trump	57%	(418)	12%	(90)	11%	(81)	11%	(83)	5%	(37)	4%	(29)	740
2020 Vote: Other	52%	(35)	11%	(7)	16%	(11)	16%	(11)	3%	(2)	3%	(2)	67
2020 Vote: Didn't Vote	61%	(278)	10%	(47)	12%	(57)	10%	(47)	4%	(18)	2%	(11)	459
2018 House Vote: Democrat	47%	(358)	13%	(99)	13%	(100)	15%	(113)	6%	(45)	5%	(41)	755
2018 House Vote: Republican	59%	(347)	13%	(77)	11%	(63)	10%	(56)	4%	(25)	3%	(21)	589
2018 House Vote: Someone else	66%	(33)	6%	(3)	12%	(6)	9%	(4)	5%	(3)	2%	(1)	50
2016 Vote: Hillary Clinton	50%	(345)	13%	(91)	12%	(85)	14%	(98)	6%	(42)	5%	(34)	695
2016 Vote: Donald Trump	59%	(386)	13%	(83)	11%	(70)	10%	(63)	4%	(28)	4%	(25)	656
2016 Vote: Other	60%	(51)	7%	(6)	14%	(12)	12%	(11)	3%	(3)	4%	(4)	86
2016 Vote: Didn't Vote	54%	(413)	12%	(90)	13%	(100)	12%	(95)	5%	(40)	4%	(27)	765
Voted in 2014: Yes	55%	(676)	11%	(141)	12%	(142)	12%	(146)	5%	(64)	5%	(58)	1227
Voted in 2014: No	53%	(522)	13%	(132)	13%	(126)	13%	(124)	5%	(48)	3%	(32)	983
4-Region: Northeast	57%	(218)	11%	(41)	11%	(41)	12%	(47)	7%	(26)	2%	(9)	383
4-Region: Midwest	56%	(254)	13%	(60)	13%	(59)	11%	(51)	4%	(20)	3%	(13)	456
4-Region: South	54%	(452)	12%	(100)	12%	(104)	12%	(101)	4%	(36)	6%	(50)	844
4-Region: West	52%	(274)	13%	(71)	12%	(64)	14%	(71)	6%	(30)	3%	(17)	527

Table MCFE50_3: *How many of the following have you tried for the first time in the past month, if you have tried this at all?*
A new packaged food product

Demographic	0 (I have not tried something new in this category in the past month)		1		2		3		4		5+		Total N
Adults	54%	(1198)	12%	(272)	12%	(268)	12%	(270)	5%	(112)	4%	(90)	2210
TikTok Users	40%	(314)	13%	(103)	15%	(119)	19%	(148)	8%	(63)	6%	(46)	793
Twitch Users	31%	(66)	14%	(31)	17%	(37)	20%	(43)	13%	(28)	5%	(11)	216
2022 Sports Viewers/Attendees	50%	(732)	13%	(189)	13%	(193)	15%	(215)	5%	(78)	5%	(67)	1475
Monthly Moviegoers	34%	(110)	12%	(38)	15%	(49)	21%	(68)	10%	(32)	7%	(23)	320
Few Times per Year + Moviegoers	40%	(371)	12%	(110)	15%	(142)	18%	(165)	8%	(76)	6%	(56)	920
Heard Smile Campaign	29%	(158)	10%	(55)	17%	(94)	23%	(126)	12%	(67)	9%	(51)	551
Heard Minion Campaign	28%	(149)	13%	(70)	16%	(87)	21%	(116)	12%	(66)	10%	(51)	540
Listens to Podcasts	39%	(444)	15%	(168)	16%	(183)	17%	(191)	7%	(81)	6%	(65)	1132
Streaming Services User	49%	(869)	13%	(226)	14%	(241)	14%	(249)	6%	(105)	5%	(83)	1773
Netflix User	46%	(682)	13%	(185)	15%	(224)	14%	(212)	6%	(94)	5%	(77)	1474
Disney+ User	41%	(404)	13%	(124)	17%	(167)	16%	(161)	7%	(74)	5%	(54)	984
Heterosexual or straight	55%	(1088)	12%	(233)	12%	(243)	12%	(232)	5%	(99)	4%	(76)	1971
Gay	44%	(30)	22%	(15)	14%	(10)	12%	(8)	3%	(2)	5%	(4)	68
Bisexual	44%	(39)	12%	(11)	10%	(9)	13%	(11)	12%	(11)	9%	(8)	88
Yes	36%	(25)	11%	(8)	15%	(10)	21%	(15)	7%	(5)	10%	(7)	70
No	55%	(1172)	12%	(264)	12%	(258)	12%	(256)	5%	(107)	4%	(83)	2140

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

Table MCFE50_4: *How many of the following have you tried for the first time in the past month, if you have tried this at all?*
A new dish on a restaurant menu

Demographic	0 (I have not tried something new in this category in the past month)		1		2		3		4		5+		Total N
Adults	59%	(1298)	12%	(269)	9%	(206)	11%	(236)	6%	(123)	4%	(79)	2210
Gender: Male	58%	(617)	11%	(114)	9%	(100)	12%	(127)	7%	(71)	4%	(38)	1068
Gender: Female	60%	(680)	14%	(155)	9%	(106)	9%	(108)	5%	(52)	4%	(41)	1142
Age: 18-34	43%	(277)	12%	(80)	11%	(72)	19%	(120)	9%	(61)	5%	(33)	642
Age: 35-44	46%	(169)	14%	(53)	12%	(43)	16%	(58)	9%	(32)	3%	(10)	365
Age: 45-64	66%	(472)	11%	(80)	9%	(61)	6%	(46)	3%	(24)	4%	(31)	714
Age: 65+	78%	(380)	11%	(55)	6%	(29)	3%	(12)	1%	(6)	1%	(6)	489
GenZers: 1997-2012	43%	(112)	10%	(27)	12%	(31)	19%	(49)	10%	(25)	5%	(14)	256
Millennials: 1981-1996	44%	(285)	14%	(94)	12%	(81)	16%	(104)	10%	(63)	4%	(25)	653
GenXers: 1965-1980	60%	(331)	12%	(65)	9%	(47)	11%	(59)	4%	(23)	6%	(31)	555
Baby Boomers: 1946-1964	76%	(509)	11%	(77)	7%	(46)	3%	(22)	2%	(10)	1%	(9)	673
PID: Dem (no lean)	54%	(467)	11%	(97)	10%	(90)	13%	(110)	7%	(57)	5%	(39)	860
PID: Ind (no lean)	64%	(434)	13%	(88)	7%	(49)	10%	(67)	3%	(23)	2%	(14)	674
PID: Rep (no lean)	59%	(396)	12%	(84)	10%	(67)	9%	(59)	6%	(43)	4%	(27)	676
PID/Gender: Dem Men	49%	(192)	11%	(42)	11%	(41)	16%	(65)	9%	(36)	4%	(17)	394
PID/Gender: Dem Women	59%	(275)	12%	(54)	10%	(49)	10%	(45)	5%	(21)	5%	(22)	465
PID/Gender: Ind Men	67%	(232)	9%	(33)	7%	(25)	9%	(32)	4%	(15)	2%	(8)	345
PID/Gender: Ind Women	61%	(202)	17%	(55)	7%	(23)	11%	(35)	2%	(8)	2%	(5)	329
PID/Gender: Rep Men	59%	(193)	12%	(39)	10%	(34)	9%	(31)	6%	(19)	4%	(13)	328
PID/Gender: Rep Women	58%	(203)	13%	(45)	10%	(34)	8%	(28)	7%	(23)	4%	(14)	348
Ideo: Liberal (1-3)	55%	(359)	13%	(85)	9%	(59)	12%	(77)	7%	(45)	5%	(31)	656
Ideo: Moderate (4)	58%	(433)	10%	(73)	9%	(71)	14%	(101)	6%	(47)	3%	(25)	751
Ideo: Conservative (5-7)	62%	(416)	14%	(91)	10%	(63)	7%	(49)	4%	(25)	3%	(21)	666
Educ: < College	62%	(892)	11%	(162)	8%	(113)	10%	(137)	5%	(75)	4%	(57)	1437
Educ: Bachelors degree	54%	(263)	12%	(59)	12%	(58)	14%	(69)	6%	(30)	2%	(11)	491
Educ: Post-grad	50%	(142)	17%	(48)	12%	(34)	10%	(29)	6%	(18)	4%	(11)	282

Continued on next page

Table MCFE50_4: *How many of the following have you tried for the first time in the past month, if you have tried this at all?*

A new dish on a restaurant menu

Demographic	0 (I have not tried something new in this category in the past month)		1		2		3		4		5+		Total N
Adults	59%	(1298)	12%	(269)	9%	(206)	11%	(236)	6%	(123)	4%	(79)	2210
Income: Under 50k	63%	(799)	11%	(141)	8%	(99)	10%	(130)	4%	(57)	4%	(45)	1271
Income: 50k-100k	55%	(359)	14%	(90)	11%	(72)	10%	(65)	8%	(49)	3%	(20)	656
Income: 100k+	49%	(139)	13%	(37)	13%	(36)	14%	(40)	6%	(16)	5%	(14)	283
Ethnicity: White	61%	(1050)	13%	(218)	9%	(158)	10%	(166)	5%	(77)	2%	(41)	1711
Ethnicity: Hispanic	46%	(173)	12%	(43)	10%	(36)	18%	(69)	8%	(29)	6%	(24)	374
Ethnicity: Black	44%	(125)	9%	(26)	9%	(25)	15%	(44)	11%	(32)	11%	(30)	282
Ethnicity: Other	57%	(123)	11%	(24)	10%	(23)	12%	(26)	6%	(13)	4%	(8)	217
All Christian	59%	(611)	13%	(133)	10%	(103)	9%	(92)	5%	(50)	4%	(40)	1029
All Non-Christian	54%	(69)	10%	(13)	11%	(15)	10%	(13)	10%	(14)	5%	(6)	129
Atheist	50%	(50)	16%	(15)	10%	(10)	14%	(14)	8%	(8)	2%	(2)	99
Agnostic/Nothing in particular	64%	(373)	10%	(61)	7%	(42)	12%	(71)	5%	(27)	2%	(13)	587
Something Else	53%	(194)	13%	(47)	10%	(36)	13%	(46)	7%	(25)	5%	(18)	365
Religious Non-Protestant/Catholic	54%	(83)	11%	(17)	13%	(21)	8%	(13)	10%	(15)	4%	(6)	154
Evangelical	54%	(304)	14%	(78)	10%	(53)	11%	(61)	6%	(32)	5%	(30)	558
Non-Evangelical	61%	(481)	12%	(95)	10%	(78)	9%	(72)	5%	(41)	3%	(25)	792
Community: Urban	54%	(345)	9%	(59)	8%	(53)	14%	(87)	9%	(57)	6%	(37)	638
Community: Suburban	58%	(592)	14%	(140)	10%	(99)	11%	(109)	5%	(46)	3%	(28)	1014
Community: Rural	65%	(361)	13%	(70)	10%	(54)	7%	(40)	3%	(19)	3%	(14)	558

Table MCFE50_4: *How many of the following have you tried for the first time in the past month, if you have tried this at all?*
A new dish on a restaurant menu

Demographic	0 (I have not tried something new in this category in the past month)		1		2		3		4		5+		Total N
Adults	59%	(1298)	12%	(269)	9%	(206)	11%	(236)	6%	(123)	4%	(79)	2210
Employ: Private Sector	45%	(295)	14%	(92)	14%	(89)	15%	(99)	8%	(52)	4%	(27)	654
Employ: Government	41%	(55)	12%	(16)	8%	(11)	21%	(29)	11%	(15)	7%	(10)	136
Employ: Self-Employed	53%	(88)	13%	(22)	9%	(14)	10%	(16)	12%	(19)	4%	(6)	166
Employ: Homemaker	60%	(114)	12%	(22)	10%	(19)	12%	(23)	5%	(9)	2%	(3)	190
Employ: Student	38%	(23)	11%	(7)	14%	(9)	25%	(16)	7%	(4)	5%	(3)	62
Employ: Retired	76%	(429)	11%	(64)	6%	(33)	3%	(18)	2%	(11)	1%	(8)	563
Employ: Unemployed	70%	(212)	9%	(28)	8%	(23)	7%	(22)	1%	(4)	4%	(12)	301
Employ: Other	59%	(81)	13%	(18)	6%	(8)	9%	(12)	6%	(8)	7%	(9)	137
Military HH: Yes	59%	(167)	17%	(47)	9%	(25)	7%	(19)	3%	(10)	6%	(16)	283
Military HH: No	59%	(1130)	12%	(222)	9%	(182)	11%	(217)	6%	(113)	3%	(64)	1927
RD/WT: Right Direction	51%	(338)	10%	(66)	9%	(62)	14%	(96)	9%	(61)	6%	(43)	666
RD/WT: Wrong Track	62%	(960)	13%	(202)	9%	(144)	9%	(140)	4%	(62)	2%	(36)	1544
Biden Job Approve	53%	(514)	12%	(121)	9%	(91)	13%	(125)	7%	(69)	5%	(51)	970
Biden Job Disapprove	64%	(727)	12%	(136)	10%	(109)	9%	(98)	4%	(46)	2%	(28)	1144
Biden Job Strongly Approve	52%	(223)	11%	(47)	8%	(33)	12%	(51)	10%	(42)	8%	(36)	433
Biden Job Somewhat Approve	54%	(290)	14%	(74)	11%	(58)	14%	(74)	5%	(27)	3%	(15)	537
Biden Job Somewhat Disapprove	61%	(206)	11%	(38)	13%	(43)	9%	(31)	4%	(15)	1%	(5)	339
Biden Job Strongly Disapprove	65%	(520)	12%	(98)	8%	(66)	8%	(68)	4%	(31)	3%	(23)	805
Favorable of Biden	56%	(538)	12%	(117)	9%	(88)	13%	(125)	6%	(57)	5%	(44)	969
Unfavorable of Biden	62%	(698)	13%	(145)	10%	(109)	9%	(97)	4%	(50)	3%	(35)	1134
Very Favorable of Biden	54%	(259)	11%	(53)	9%	(42)	12%	(60)	7%	(35)	7%	(34)	482
Somewhat Favorable of Biden	57%	(279)	13%	(64)	9%	(46)	13%	(65)	5%	(23)	2%	(11)	487
Somewhat Unfavorable of Biden	58%	(172)	15%	(45)	13%	(38)	8%	(24)	4%	(11)	3%	(9)	299
Very Unfavorable of Biden	63%	(526)	12%	(101)	8%	(71)	9%	(73)	5%	(39)	3%	(26)	835

Table MCFE50_4: *How many of the following have you tried for the first time in the past month, if you have tried this at all?*
A new dish on a restaurant menu

Demographic	0 (I have not tried something new in this category in the past month)		1		2		3		4		5+		Total N
Adults	59%	(1298)	12%	(269)	9%	(206)	11%	(236)	6%	(123)	4%	(79)	2210
#1 Issue: Economy	54%	(489)	14%	(125)	11%	(101)	12%	(106)	6%	(58)	4%	(34)	913
#1 Issue: Security	65%	(158)	11%	(28)	7%	(18)	7%	(17)	6%	(15)	3%	(7)	243
#1 Issue: Health Care	51%	(87)	14%	(24)	11%	(19)	15%	(25)	6%	(10)	3%	(6)	170
#1 Issue: Medicare / Social Security	74%	(197)	10%	(26)	5%	(12)	5%	(14)	5%	(12)	1%	(4)	266
#1 Issue: Women's Issues	59%	(183)	8%	(24)	10%	(30)	13%	(42)	5%	(15)	5%	(17)	311
#1 Issue: Education	42%	(25)	16%	(9)	10%	(6)	16%	(9)	8%	(4)	9%	(5)	59
#1 Issue: Energy	57%	(76)	12%	(16)	10%	(14)	14%	(18)	5%	(7)	2%	(3)	134
#1 Issue: Other	72%	(83)	14%	(17)	6%	(7)	3%	(4)	1%	(1)	3%	(3)	115
2020 Vote: Joe Biden	55%	(516)	13%	(122)	10%	(92)	12%	(117)	6%	(56)	4%	(41)	945
2020 Vote: Donald Trump	62%	(456)	12%	(90)	9%	(65)	8%	(60)	6%	(44)	3%	(25)	740
2020 Vote: Other	54%	(36)	10%	(6)	15%	(10)	14%	(10)	4%	(2)	4%	(3)	67
2020 Vote: Didn't Vote	63%	(289)	11%	(50)	8%	(39)	11%	(49)	5%	(21)	2%	(10)	459
2018 House Vote: Democrat	53%	(398)	13%	(99)	10%	(73)	13%	(95)	7%	(53)	5%	(37)	755
2018 House Vote: Republican	63%	(369)	13%	(79)	9%	(52)	7%	(41)	5%	(29)	3%	(19)	589
2018 House Vote: Someone else	62%	(31)	5%	(3)	12%	(6)	12%	(6)	4%	(2)	5%	(3)	50
2016 Vote: Hillary Clinton	55%	(380)	12%	(84)	9%	(65)	12%	(85)	7%	(48)	5%	(32)	695
2016 Vote: Donald Trump	63%	(413)	12%	(79)	9%	(61)	7%	(47)	5%	(31)	4%	(24)	656
2016 Vote: Other	60%	(52)	16%	(14)	11%	(9)	8%	(7)	3%	(3)	1%	(1)	86
2016 Vote: Didn't Vote	59%	(449)	12%	(91)	9%	(67)	13%	(96)	5%	(40)	3%	(22)	765
Voted in 2014: Yes	59%	(718)	13%	(156)	9%	(112)	10%	(119)	6%	(73)	4%	(49)	1227
Voted in 2014: No	59%	(580)	11%	(113)	10%	(95)	12%	(116)	5%	(50)	3%	(31)	983
4-Region: Northeast	64%	(243)	12%	(47)	7%	(28)	9%	(35)	7%	(26)	1%	(3)	383
4-Region: Midwest	59%	(268)	13%	(61)	10%	(48)	11%	(51)	4%	(17)	3%	(13)	456
4-Region: South	57%	(479)	11%	(96)	10%	(86)	11%	(89)	6%	(48)	5%	(46)	844
4-Region: West	58%	(307)	12%	(65)	9%	(45)	12%	(61)	6%	(31)	3%	(18)	527

Table MCFE50_4: *How many of the following have you tried for the first time in the past month, if you have tried this at all?*
A new dish on a restaurant menu

Demographic	0 (I have not tried something new in this category in the past month)		1		2		3		4		5+		Total N
Adults	59%	(1298)	12%	(269)	9%	(206)	11%	(236)	6%	(123)	4%	(79)	2210
TikTok Users	44%	(345)	14%	(108)	12%	(98)	17%	(131)	8%	(64)	6%	(47)	793
Twitch Users	38%	(82)	11%	(24)	10%	(22)	23%	(50)	10%	(22)	7%	(15)	216
2022 Sports Viewers/Attendees	53%	(784)	14%	(201)	11%	(156)	12%	(177)	7%	(100)	4%	(56)	1475
Monthly Moviegoers	37%	(119)	10%	(32)	14%	(45)	19%	(62)	11%	(36)	8%	(26)	320
Few Times per Year + Moviegoers	42%	(388)	13%	(124)	14%	(126)	16%	(147)	9%	(81)	6%	(53)	920
Heard Smile Campaign	31%	(173)	10%	(58)	14%	(78)	24%	(131)	12%	(67)	8%	(44)	551
Heard Minion Campaign	33%	(177)	12%	(66)	15%	(78)	19%	(104)	12%	(66)	9%	(50)	540
Listens to Podcasts	46%	(517)	14%	(161)	12%	(141)	15%	(165)	8%	(90)	5%	(58)	1132
Streaming Services User	54%	(955)	13%	(231)	10%	(183)	12%	(210)	7%	(116)	4%	(78)	1773
Netflix User	50%	(740)	14%	(199)	11%	(166)	13%	(196)	7%	(109)	4%	(63)	1474
Disney+ User	46%	(457)	13%	(123)	12%	(118)	16%	(154)	9%	(86)	5%	(46)	984
Heterosexual or straight	59%	(1165)	12%	(237)	9%	(184)	11%	(208)	5%	(106)	4%	(70)	1971
Gay	57%	(39)	12%	(8)	9%	(6)	10%	(7)	8%	(5)	5%	(3)	68
Bisexual	57%	(50)	12%	(11)	5%	(5)	10%	(9)	11%	(10)	5%	(4)	88
Yes	44%	(31)	8%	(6)	15%	(10)	14%	(10)	11%	(8)	8%	(6)	70
No	59%	(1267)	12%	(263)	9%	(196)	11%	(226)	5%	(115)	3%	(74)	2140

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

Table MCFE50_5: *How many of the following have you tried for the first time in the past month, if you have tried this at all?*
A new beverage

Demographic	0 (I have not tried something new in this category in the past month)		1		2		3		4		5+		Total N
Adults	59%	(1314)	12%	(260)	10%	(213)	9%	(200)	6%	(134)	4%	(89)	2210
Gender: Male	58%	(623)	9%	(100)	10%	(109)	11%	(118)	7%	(77)	4%	(41)	1068
Gender: Female	60%	(691)	14%	(160)	9%	(104)	7%	(83)	5%	(57)	4%	(48)	1142
Age: 18-34	39%	(250)	12%	(78)	14%	(91)	17%	(108)	12%	(75)	6%	(40)	642
Age: 35-44	47%	(170)	13%	(47)	15%	(54)	11%	(40)	9%	(34)	6%	(21)	365
Age: 45-64	67%	(476)	13%	(92)	8%	(54)	6%	(44)	3%	(23)	4%	(26)	714
Age: 65+	85%	(418)	9%	(44)	3%	(14)	2%	(9)	—	(2)	1%	(3)	489
GenZers: 1997-2012	38%	(97)	13%	(32)	17%	(44)	17%	(44)	10%	(27)	5%	(12)	256
Millennials: 1981-1996	42%	(274)	13%	(83)	14%	(93)	13%	(85)	11%	(75)	7%	(43)	653
GenXers: 1965-1980	59%	(329)	13%	(73)	9%	(48)	9%	(52)	5%	(26)	5%	(28)	555
Baby Boomers: 1946-1964	81%	(548)	10%	(66)	4%	(28)	3%	(20)	1%	(6)	1%	(6)	673
PID: Dem (no lean)	55%	(471)	11%	(97)	11%	(91)	11%	(94)	7%	(63)	5%	(43)	860
PID: Ind (no lean)	65%	(436)	12%	(81)	9%	(60)	8%	(53)	4%	(26)	3%	(19)	674
PID: Rep (no lean)	60%	(407)	12%	(82)	9%	(63)	8%	(53)	7%	(45)	4%	(26)	676
PID/Gender: Dem Men	48%	(188)	10%	(39)	10%	(40)	16%	(64)	12%	(46)	5%	(18)	394
PID/Gender: Dem Women	61%	(283)	13%	(58)	11%	(51)	6%	(30)	4%	(17)	6%	(26)	465
PID/Gender: Ind Men	68%	(235)	8%	(27)	9%	(33)	8%	(29)	4%	(12)	3%	(10)	345
PID/Gender: Ind Women	61%	(201)	16%	(53)	8%	(27)	7%	(25)	4%	(14)	3%	(10)	329
PID/Gender: Rep Men	61%	(200)	10%	(34)	11%	(36)	8%	(25)	6%	(19)	4%	(14)	328
PID/Gender: Rep Women	59%	(207)	14%	(48)	8%	(26)	8%	(28)	8%	(26)	4%	(13)	348
Ideo: Liberal (1-3)	57%	(372)	11%	(73)	11%	(72)	10%	(63)	7%	(48)	4%	(27)	656
Ideo: Moderate (4)	57%	(431)	11%	(83)	9%	(66)	12%	(88)	7%	(50)	4%	(33)	751
Ideo: Conservative (5-7)	64%	(427)	13%	(86)	9%	(61)	6%	(37)	5%	(32)	4%	(24)	666
Educ: < College	60%	(855)	12%	(175)	10%	(139)	9%	(126)	5%	(77)	5%	(65)	1437
Educ: Bachelors degree	58%	(285)	11%	(53)	8%	(41)	12%	(59)	9%	(43)	2%	(10)	491
Educ: Post-grad	62%	(174)	12%	(33)	12%	(33)	5%	(15)	5%	(14)	5%	(14)	282

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Table MCFE50_5: *How many of the following have you tried for the first time in the past month, if you have tried this at all?*
A new beverage

Demographic	0 (I have not tried something new in this category in the past month)		1		2		3		4		5+		Total N
Adults	59%	(1314)	12%	(260)	10%	(213)	9%	(200)	6%	(134)	4%	(89)	2210
Income: Under 50k	60%	(761)	13%	(162)	10%	(128)	8%	(105)	5%	(67)	4%	(49)	1271
Income: 50k-100k	60%	(393)	10%	(66)	9%	(62)	11%	(71)	7%	(45)	3%	(19)	656
Income: 100k+	57%	(160)	11%	(32)	8%	(24)	8%	(24)	8%	(22)	8%	(21)	283
Ethnicity: White	63%	(1085)	11%	(196)	9%	(152)	8%	(140)	5%	(87)	3%	(50)	1711
Ethnicity: Hispanic	44%	(164)	12%	(45)	13%	(48)	16%	(59)	10%	(37)	5%	(20)	374
Ethnicity: Black	41%	(116)	11%	(30)	13%	(37)	13%	(37)	11%	(31)	11%	(31)	282
Ethnicity: Other	52%	(113)	16%	(34)	11%	(24)	10%	(23)	7%	(16)	4%	(8)	217
All Christian	62%	(638)	11%	(115)	9%	(93)	8%	(80)	6%	(65)	4%	(36)	1029
All Non-Christian	54%	(69)	8%	(10)	14%	(18)	12%	(15)	9%	(11)	4%	(5)	129
Atheist	56%	(56)	7%	(7)	8%	(8)	21%	(21)	3%	(3)	5%	(5)	99
Agnostic/Nothing in particular	61%	(360)	13%	(74)	9%	(53)	9%	(52)	5%	(29)	3%	(19)	587
Something Else	52%	(190)	15%	(53)	11%	(41)	9%	(32)	7%	(26)	6%	(24)	365
Religious Non-Protestant/Catholic	53%	(81)	7%	(11)	14%	(22)	14%	(22)	8%	(12)	3%	(5)	154
Evangelical	56%	(310)	14%	(75)	10%	(55)	8%	(45)	6%	(36)	6%	(36)	558
Non-Evangelical	63%	(497)	11%	(91)	9%	(73)	7%	(58)	6%	(50)	3%	(23)	792
Community: Urban	52%	(333)	12%	(75)	10%	(61)	12%	(76)	8%	(54)	6%	(39)	638
Community: Suburban	61%	(621)	11%	(109)	11%	(113)	9%	(86)	5%	(56)	3%	(29)	1014
Community: Rural	64%	(360)	14%	(76)	7%	(39)	7%	(38)	4%	(24)	4%	(21)	558

Table MCFE50_5: *How many of the following have you tried for the first time in the past month, if you have tried this at all?*

A new beverage

Demographic	0 (I have not tried something new in this category in the past month)		1		2		3		4		5+		Total N
Adults	59%	(1314)	12%	(260)	10%	(213)	9%	(200)	6%	(134)	4%	(89)	2210
Employ: Private Sector	47%	(307)	13%	(83)	14%	(91)	12%	(75)	10%	(65)	5%	(33)	654
Employ: Government	44%	(60)	13%	(17)	8%	(11)	17%	(24)	8%	(10)	10%	(14)	136
Employ: Self-Employed	55%	(92)	7%	(12)	13%	(21)	11%	(18)	9%	(15)	5%	(8)	166
Employ: Homemaker	58%	(110)	12%	(23)	10%	(19)	12%	(22)	7%	(13)	2%	(4)	190
Employ: Student	35%	(22)	7%	(4)	12%	(8)	21%	(13)	16%	(10)	9%	(5)	62
Employ: Retired	83%	(465)	10%	(57)	4%	(20)	1%	(8)	1%	(6)	1%	(7)	563
Employ: Unemployed	61%	(185)	15%	(44)	9%	(26)	10%	(29)	2%	(6)	4%	(11)	301
Employ: Other	54%	(74)	14%	(19)	13%	(18)	8%	(10)	6%	(8)	6%	(8)	137
Military HH: Yes	61%	(172)	16%	(47)	8%	(23)	7%	(20)	4%	(12)	4%	(10)	283
Military HH: No	59%	(1142)	11%	(213)	10%	(190)	9%	(180)	6%	(122)	4%	(79)	1927
RD/WT: Right Direction	50%	(336)	9%	(61)	10%	(70)	13%	(87)	10%	(67)	7%	(45)	666
RD/WT: Wrong Track	63%	(978)	13%	(199)	9%	(143)	7%	(113)	4%	(66)	3%	(44)	1544
Biden Job Approve	56%	(542)	10%	(97)	10%	(101)	11%	(108)	7%	(73)	5%	(50)	970
Biden Job Disapprove	63%	(718)	14%	(156)	9%	(104)	7%	(77)	5%	(52)	3%	(38)	1144
Biden Job Strongly Approve	56%	(243)	9%	(37)	8%	(36)	9%	(41)	9%	(37)	9%	(38)	433
Biden Job Somewhat Approve	56%	(299)	11%	(59)	12%	(64)	12%	(67)	7%	(35)	2%	(12)	537
Biden Job Somewhat Disapprove	56%	(189)	17%	(57)	9%	(30)	10%	(34)	6%	(20)	3%	(9)	339
Biden Job Strongly Disapprove	66%	(529)	12%	(99)	9%	(73)	5%	(43)	4%	(31)	4%	(29)	805
Favorable of Biden	58%	(558)	10%	(100)	10%	(93)	11%	(103)	7%	(70)	5%	(45)	969
Unfavorable of Biden	62%	(697)	13%	(150)	10%	(108)	7%	(83)	5%	(54)	4%	(41)	1134
Very Favorable of Biden	56%	(272)	9%	(45)	9%	(46)	12%	(56)	6%	(30)	7%	(34)	482
Somewhat Favorable of Biden	59%	(286)	11%	(55)	10%	(48)	10%	(47)	8%	(41)	2%	(11)	487
Somewhat Unfavorable of Biden	52%	(155)	17%	(50)	10%	(30)	10%	(31)	6%	(17)	5%	(15)	299
Very Unfavorable of Biden	65%	(542)	12%	(100)	9%	(78)	6%	(52)	4%	(37)	3%	(26)	835

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Table MCFE50_5: *How many of the following have you tried for the first time in the past month, if you have tried this at all?*
A new beverage

Demographic	0 (I have not tried something new in this category in the past month)		1		2		3		4		5+		Total N
Adults	59%	(1314)	12%	(260)	10%	(213)	9%	(200)	6%	(134)	4%	(89)	2210
#1 Issue: Economy	55%	(501)	13%	(119)	10%	(89)	11%	(99)	7%	(66)	4%	(39)	913
#1 Issue: Security	67%	(162)	11%	(27)	6%	(14)	8%	(19)	4%	(10)	5%	(11)	243
#1 Issue: Health Care	57%	(97)	8%	(14)	11%	(19)	14%	(23)	4%	(7)	6%	(10)	170
#1 Issue: Medicare / Social Security	75%	(198)	10%	(26)	7%	(18)	2%	(5)	5%	(13)	2%	(5)	266
#1 Issue: Women's Issues	54%	(167)	10%	(32)	15%	(45)	9%	(28)	8%	(24)	5%	(14)	311
#1 Issue: Education	34%	(20)	14%	(8)	19%	(11)	13%	(8)	11%	(6)	9%	(5)	59
#1 Issue: Energy	61%	(81)	13%	(18)	6%	(8)	12%	(16)	5%	(7)	2%	(3)	134
#1 Issue: Other	76%	(87)	13%	(15)	7%	(8)	2%	(3)	1%	(1)	1%	(1)	115
2020 Vote: Joe Biden	57%	(541)	12%	(109)	9%	(88)	11%	(99)	7%	(64)	5%	(43)	945
2020 Vote: Donald Trump	62%	(458)	12%	(89)	9%	(64)	7%	(52)	6%	(45)	4%	(31)	740
2020 Vote: Other	56%	(38)	12%	(8)	15%	(10)	10%	(6)	3%	(2)	4%	(2)	67
2020 Vote: Didn't Vote	61%	(278)	12%	(54)	11%	(50)	9%	(42)	5%	(22)	3%	(13)	459
2018 House Vote: Democrat	57%	(433)	11%	(85)	9%	(71)	10%	(77)	7%	(54)	5%	(36)	755
2018 House Vote: Republican	64%	(377)	14%	(80)	8%	(49)	5%	(29)	5%	(32)	4%	(21)	589
2018 House Vote: Someone else	65%	(32)	7%	(4)	11%	(6)	6%	(3)	4%	(2)	6%	(3)	50
2016 Vote: Hillary Clinton	58%	(406)	11%	(79)	9%	(60)	11%	(75)	7%	(46)	4%	(29)	695
2016 Vote: Donald Trump	64%	(417)	13%	(86)	9%	(58)	4%	(28)	6%	(39)	4%	(28)	656
2016 Vote: Other	68%	(59)	11%	(9)	9%	(8)	9%	(8)	1%	(1)	1%	(1)	86
2016 Vote: Didn't Vote	56%	(428)	11%	(86)	11%	(87)	12%	(88)	6%	(46)	4%	(30)	765
Voted in 2014: Yes	62%	(765)	11%	(136)	9%	(106)	8%	(92)	6%	(75)	4%	(53)	1227
Voted in 2014: No	56%	(549)	13%	(124)	11%	(107)	11%	(108)	6%	(59)	4%	(36)	983
4-Region: Northeast	63%	(241)	10%	(40)	10%	(38)	8%	(29)	7%	(26)	2%	(8)	383
4-Region: Midwest	62%	(281)	12%	(55)	9%	(41)	9%	(43)	4%	(19)	4%	(17)	456
4-Region: South	58%	(492)	12%	(100)	9%	(80)	8%	(70)	6%	(54)	6%	(48)	844
4-Region: West	57%	(300)	12%	(65)	10%	(54)	11%	(57)	6%	(34)	3%	(16)	527

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Table MCFE50_5: *How many of the following have you tried for the first time in the past month, if you have tried this at all?*
A new beverage

Demographic	0 (I have not tried something new in this category in the past month)		1		2		3		4		5+		Total N
Adults	59%	(1314)	12%	(260)	10%	(213)	9%	(200)	6%	(134)	4%	(89)	2210
TikTok Users	43%	(342)	13%	(103)	14%	(113)	14%	(108)	9%	(75)	6%	(51)	793
Twitch Users	35%	(76)	12%	(25)	18%	(38)	14%	(30)	14%	(30)	8%	(17)	216
2022 Sports Viewers/Attendees	55%	(808)	13%	(191)	11%	(164)	10%	(140)	7%	(107)	4%	(65)	1475
Monthly Moviegoers	40%	(128)	11%	(34)	11%	(35)	19%	(60)	11%	(35)	9%	(28)	320
Few Times per Year + Moviegoers	46%	(424)	12%	(110)	13%	(121)	13%	(121)	9%	(87)	6%	(58)	920
Heard Smile Campaign	32%	(176)	10%	(55)	17%	(92)	17%	(93)	15%	(85)	9%	(50)	551
Heard Minion Campaign	32%	(174)	13%	(72)	15%	(82)	16%	(84)	15%	(78)	9%	(50)	540
Listens to Podcasts	45%	(510)	14%	(155)	14%	(155)	12%	(141)	9%	(103)	6%	(67)	1132
Streaming Services User	54%	(962)	12%	(219)	11%	(200)	10%	(180)	7%	(128)	5%	(84)	1773
Netflix User	51%	(751)	13%	(189)	12%	(181)	11%	(160)	8%	(116)	5%	(76)	1474
Disney+ User	46%	(454)	12%	(115)	14%	(137)	13%	(128)	9%	(93)	6%	(57)	984
Heterosexual or straight	60%	(1178)	12%	(238)	9%	(186)	9%	(179)	6%	(113)	4%	(76)	1971
Gay	61%	(41)	8%	(5)	9%	(6)	10%	(7)	9%	(6)	4%	(3)	68
Bisexual	52%	(46)	9%	(8)	10%	(9)	9%	(8)	13%	(11)	7%	(6)	88
Yes	46%	(33)	7%	(5)	11%	(8)	16%	(11)	13%	(9)	7%	(5)	70
No	60%	(1281)	12%	(255)	10%	(206)	9%	(189)	6%	(124)	4%	(85)	2140

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

Table MCFE50_6: *How many of the following have you tried for the first time in the past month, if you have tried this at all?*

A new recipe

Demographic	0 (I have not tried something new in this category in the past month)		1		2		3		4		5+		Total N
Adults	49%	(1080)	13%	(285)	10%	(230)	15%	(334)	7%	(161)	5%	(120)	2210
Gender: Male	52%	(553)	12%	(126)	9%	(96)	16%	(174)	7%	(71)	4%	(47)	1068
Gender: Female	46%	(527)	14%	(159)	12%	(133)	14%	(159)	8%	(90)	6%	(74)	1142
Age: 18-34	37%	(241)	10%	(63)	11%	(72)	25%	(159)	10%	(63)	7%	(44)	642
Age: 35-44	38%	(138)	12%	(43)	14%	(52)	19%	(71)	10%	(37)	7%	(24)	365
Age: 45-64	55%	(394)	14%	(100)	9%	(61)	10%	(72)	7%	(47)	6%	(40)	714
Age: 65+	63%	(308)	16%	(79)	9%	(45)	6%	(31)	3%	(14)	2%	(12)	489
GenZers: 1997-2012	40%	(103)	9%	(24)	12%	(31)	23%	(60)	9%	(23)	6%	(16)	256
Millennials: 1981-1996	36%	(233)	12%	(76)	13%	(82)	22%	(146)	10%	(65)	8%	(51)	653
GenXers: 1965-1980	50%	(278)	12%	(69)	10%	(55)	14%	(77)	8%	(45)	6%	(32)	555
Baby Boomers: 1946-1964	62%	(419)	15%	(102)	8%	(55)	7%	(50)	4%	(27)	3%	(21)	673
PID: Dem (no lean)	44%	(379)	13%	(115)	10%	(83)	19%	(159)	8%	(67)	6%	(56)	860
PID: Ind (no lean)	54%	(367)	13%	(86)	11%	(75)	12%	(83)	5%	(36)	4%	(28)	674
PID: Rep (no lean)	49%	(334)	12%	(84)	11%	(71)	14%	(91)	9%	(58)	5%	(37)	676
PID/Gender: Dem Men	41%	(163)	12%	(46)	9%	(35)	24%	(95)	9%	(36)	5%	(19)	394
PID/Gender: Dem Women	47%	(217)	15%	(68)	10%	(48)	14%	(65)	7%	(31)	8%	(36)	465
PID/Gender: Ind Men	60%	(207)	11%	(37)	11%	(37)	11%	(40)	4%	(12)	4%	(13)	345
PID/Gender: Ind Women	48%	(159)	15%	(49)	12%	(38)	13%	(43)	7%	(24)	5%	(15)	329
PID/Gender: Rep Men	56%	(183)	13%	(43)	8%	(25)	12%	(40)	7%	(23)	4%	(14)	328
PID/Gender: Rep Women	43%	(151)	12%	(42)	13%	(47)	15%	(51)	10%	(35)	6%	(22)	348
Ideo: Liberal (1-3)	46%	(301)	14%	(93)	11%	(70)	16%	(106)	7%	(47)	6%	(39)	656
Ideo: Moderate (4)	49%	(364)	11%	(81)	11%	(81)	17%	(129)	8%	(59)	5%	(35)	751
Ideo: Conservative (5-7)	51%	(338)	14%	(94)	10%	(67)	13%	(85)	7%	(45)	6%	(37)	666
Educ: < College	52%	(743)	12%	(175)	10%	(146)	14%	(201)	7%	(99)	5%	(73)	1437
Educ: Bachelors degree	44%	(216)	14%	(69)	10%	(49)	18%	(88)	8%	(41)	6%	(27)	491
Educ: Post-grad	43%	(120)	14%	(41)	13%	(36)	16%	(45)	7%	(21)	7%	(19)	282

Continued on next page

Table MCFE50_6: *How many of the following have you tried for the first time in the past month, if you have tried this at all?*
A new recipe

Demographic	0 (I have not tried something new in this category in the past month)		1		2		3		4		5+		Total N
Adults	49%	(1080)	13%	(285)	10%	(230)	15%	(334)	7%	(161)	5%	(120)	2210
Income: Under 50k	54%	(686)	13%	(159)	10%	(121)	13%	(169)	6%	(78)	5%	(57)	1271
Income: 50k-100k	43%	(285)	12%	(80)	12%	(76)	18%	(121)	8%	(55)	6%	(39)	656
Income: 100k+	39%	(109)	16%	(45)	12%	(33)	16%	(44)	10%	(27)	8%	(24)	283
Ethnicity: White	50%	(862)	14%	(233)	11%	(187)	14%	(241)	7%	(118)	4%	(70)	1711
Ethnicity: Hispanic	43%	(162)	9%	(35)	7%	(28)	27%	(100)	8%	(29)	5%	(19)	374
Ethnicity: Black	38%	(106)	10%	(29)	9%	(26)	20%	(56)	11%	(30)	13%	(35)	282
Ethnicity: Other	52%	(112)	11%	(23)	8%	(17)	17%	(37)	6%	(13)	7%	(15)	217
All Christian	49%	(502)	15%	(150)	10%	(99)	14%	(148)	8%	(78)	5%	(51)	1029
All Non-Christian	51%	(66)	7%	(9)	11%	(15)	16%	(21)	10%	(13)	4%	(5)	129
Atheist	40%	(40)	17%	(17)	12%	(12)	17%	(17)	10%	(9)	4%	(4)	99
Agnostic/Nothing in particular	53%	(313)	10%	(58)	10%	(60)	14%	(82)	7%	(41)	6%	(34)	587
Something Else	43%	(159)	14%	(51)	12%	(44)	18%	(66)	5%	(19)	7%	(26)	365
Religious Non-Protestant/Catholic	50%	(76)	9%	(15)	11%	(18)	15%	(22)	9%	(15)	5%	(8)	154
Evangelical	45%	(249)	16%	(92)	9%	(53)	16%	(90)	7%	(38)	7%	(38)	558
Non-Evangelical	50%	(394)	13%	(100)	11%	(88)	15%	(120)	7%	(52)	5%	(36)	792
Community: Urban	49%	(314)	10%	(66)	8%	(52)	18%	(115)	9%	(54)	6%	(35)	638
Community: Suburban	48%	(492)	14%	(137)	11%	(114)	14%	(145)	7%	(68)	6%	(59)	1014
Community: Rural	49%	(275)	15%	(82)	11%	(63)	13%	(74)	7%	(39)	5%	(26)	558

Table MCFE50_6: *How many of the following have you tried for the first time in the past month, if you have tried this at all?*

A new recipe

Demographic	0 (I have not tried something new in this category in the past month)		1		2		3		4		5+		Total N
Adults	49%	(1080)	13%	(285)	10%	(230)	15%	(334)	7%	(161)	5%	(120)	2210
Employ: Private Sector	38%	(249)	15%	(96)	12%	(81)	19%	(123)	10%	(64)	6%	(41)	654
Employ: Government	35%	(47)	8%	(11)	12%	(16)	20%	(27)	13%	(18)	12%	(17)	136
Employ: Self-Employed	43%	(71)	10%	(16)	11%	(19)	23%	(39)	8%	(14)	5%	(8)	166
Employ: Homemaker	41%	(78)	10%	(19)	12%	(23)	21%	(40)	11%	(20)	5%	(10)	190
Employ: Student	35%	(22)	12%	(8)	15%	(9)	21%	(13)	9%	(6)	8%	(5)	62
Employ: Retired	63%	(356)	16%	(90)	8%	(44)	6%	(36)	4%	(22)	3%	(15)	563
Employ: Unemployed	63%	(190)	10%	(29)	9%	(26)	11%	(34)	3%	(9)	4%	(13)	301
Employ: Other	50%	(68)	12%	(16)	8%	(11)	16%	(21)	6%	(8)	9%	(13)	137
Military HH: Yes	46%	(130)	18%	(52)	9%	(26)	13%	(38)	6%	(18)	7%	(21)	283
Military HH: No	49%	(951)	12%	(233)	11%	(204)	15%	(296)	7%	(143)	5%	(100)	1927
RD/WT: Right Direction	42%	(282)	11%	(76)	11%	(71)	18%	(120)	10%	(66)	8%	(50)	666
RD/WT: Wrong Track	52%	(798)	14%	(209)	10%	(159)	14%	(214)	6%	(94)	5%	(70)	1544
Biden Job Approve	46%	(444)	13%	(126)	10%	(94)	17%	(163)	8%	(80)	7%	(64)	970
Biden Job Disapprove	51%	(585)	13%	(148)	11%	(125)	14%	(159)	6%	(71)	5%	(55)	1144
Biden Job Strongly Approve	41%	(178)	16%	(68)	11%	(46)	16%	(69)	8%	(34)	9%	(37)	433
Biden Job Somewhat Approve	49%	(266)	11%	(57)	9%	(48)	17%	(93)	9%	(47)	5%	(26)	537
Biden Job Somewhat Disapprove	46%	(154)	14%	(47)	14%	(48)	15%	(52)	8%	(27)	3%	(11)	339
Biden Job Strongly Disapprove	53%	(430)	13%	(102)	10%	(77)	13%	(107)	5%	(44)	6%	(44)	805
Favorable of Biden	46%	(442)	13%	(129)	10%	(97)	17%	(162)	9%	(83)	6%	(56)	969
Unfavorable of Biden	51%	(583)	13%	(143)	11%	(120)	14%	(161)	6%	(64)	6%	(63)	1134
Very Favorable of Biden	42%	(203)	16%	(76)	10%	(49)	16%	(78)	8%	(39)	8%	(38)	482
Somewhat Favorable of Biden	49%	(240)	11%	(53)	10%	(49)	17%	(83)	9%	(44)	4%	(18)	487
Somewhat Unfavorable of Biden	46%	(137)	15%	(43)	13%	(38)	16%	(47)	5%	(16)	6%	(17)	299
Very Unfavorable of Biden	53%	(446)	12%	(100)	10%	(82)	14%	(114)	6%	(48)	5%	(45)	835

Table MCFE50_6: *How many of the following have you tried for the first time in the past month, if you have tried this at all?*
A new recipe

Demographic	0 (I have not tried something new in this category in the past month)		1		2		3		4		5+		Total N
Adults	49%	(1080)	13%	(285)	10%	(230)	15%	(334)	7%	(161)	5%	(120)	2210
#1 Issue: Economy	44%	(399)	14%	(129)	10%	(90)	18%	(162)	9%	(83)	6%	(52)	913
#1 Issue: Security	62%	(152)	11%	(27)	8%	(18)	10%	(24)	4%	(9)	5%	(12)	243
#1 Issue: Health Care	50%	(84)	10%	(16)	11%	(19)	17%	(30)	7%	(12)	5%	(8)	170
#1 Issue: Medicare / Social Security	59%	(158)	15%	(40)	10%	(25)	8%	(21)	4%	(12)	3%	(9)	266
#1 Issue: Women's Issues	43%	(133)	13%	(41)	14%	(43)	15%	(47)	7%	(23)	8%	(23)	311
#1 Issue: Education	30%	(18)	10%	(6)	11%	(7)	23%	(14)	13%	(8)	13%	(8)	59
#1 Issue: Energy	47%	(63)	7%	(10)	15%	(20)	21%	(28)	8%	(10)	2%	(3)	134
#1 Issue: Other	65%	(74)	13%	(15)	6%	(7)	7%	(8)	4%	(5)	4%	(5)	115
2020 Vote: Joe Biden	46%	(430)	13%	(127)	10%	(99)	17%	(160)	7%	(70)	6%	(59)	945
2020 Vote: Donald Trump	50%	(373)	13%	(94)	10%	(76)	14%	(100)	8%	(58)	5%	(39)	740
2020 Vote: Other	41%	(27)	12%	(8)	19%	(12)	20%	(13)	7%	(4)	3%	(2)	67
2020 Vote: Didn't Vote	55%	(250)	12%	(56)	9%	(42)	13%	(61)	6%	(29)	4%	(20)	459
2018 House Vote: Democrat	43%	(321)	14%	(103)	12%	(88)	18%	(135)	8%	(58)	7%	(49)	755
2018 House Vote: Republican	51%	(298)	14%	(85)	11%	(64)	11%	(66)	8%	(45)	5%	(30)	589
2018 House Vote: Someone else	59%	(29)	7%	(3)	11%	(6)	12%	(6)	10%	(5)	1%	(0)	50
2016 Vote: Hillary Clinton	45%	(311)	13%	(90)	11%	(79)	17%	(119)	7%	(51)	6%	(44)	695
2016 Vote: Donald Trump	51%	(334)	14%	(93)	10%	(68)	11%	(71)	8%	(50)	6%	(40)	656
2016 Vote: Other	48%	(41)	9%	(8)	16%	(14)	14%	(12)	10%	(9)	3%	(2)	86
2016 Vote: Didn't Vote	51%	(394)	12%	(93)	9%	(67)	17%	(129)	7%	(50)	4%	(32)	765
Voted in 2014: Yes	47%	(575)	14%	(167)	11%	(140)	14%	(173)	8%	(99)	6%	(73)	1227
Voted in 2014: No	51%	(505)	12%	(118)	9%	(90)	16%	(161)	6%	(62)	5%	(47)	983
4-Region: Northeast	54%	(205)	12%	(46)	11%	(41)	13%	(49)	7%	(25)	4%	(16)	383
4-Region: Midwest	50%	(229)	15%	(66)	9%	(43)	13%	(60)	7%	(34)	5%	(24)	456
4-Region: South	46%	(390)	12%	(101)	11%	(91)	17%	(148)	7%	(60)	7%	(56)	844
4-Region: West	49%	(256)	14%	(72)	10%	(55)	15%	(77)	8%	(42)	5%	(25)	527

Table MCFE50_6: *How many of the following have you tried for the first time in the past month, if you have tried this at all?*
A new recipe

Demographic	0 (I have not tried something new in this category in the past month)		1		2		3		4		5+		Total N
Adults	49%	(1080)	13%	(285)	10%	(230)	15%	(334)	7%	(161)	5%	(120)	2210
TikTok Users	36%	(284)	12%	(94)	13%	(101)	22%	(171)	10%	(78)	8%	(65)	793
Twitch Users	34%	(74)	12%	(25)	10%	(22)	27%	(58)	11%	(24)	6%	(13)	216
2022 Sports Viewers/Attendees	44%	(647)	14%	(204)	11%	(164)	17%	(257)	7%	(109)	6%	(94)	1475
Monthly Moviegoers	34%	(108)	11%	(34)	11%	(35)	22%	(72)	13%	(41)	10%	(31)	320
Few Times per Year + Moviegoers	36%	(328)	13%	(115)	12%	(114)	22%	(199)	11%	(97)	7%	(67)	920
Heard Smile Campaign	28%	(156)	9%	(48)	12%	(68)	25%	(137)	16%	(86)	10%	(56)	551
Heard Minion Campaign	28%	(149)	10%	(56)	13%	(68)	25%	(136)	14%	(78)	10%	(53)	540
Listens to Podcasts	37%	(414)	14%	(155)	11%	(128)	21%	(234)	10%	(118)	7%	(82)	1132
Streaming Services User	43%	(762)	14%	(240)	12%	(208)	17%	(305)	8%	(147)	6%	(110)	1773
Netflix User	41%	(597)	14%	(199)	11%	(167)	18%	(270)	10%	(142)	7%	(98)	1474
Disney+ User	35%	(348)	13%	(124)	12%	(119)	21%	(204)	12%	(114)	8%	(75)	984
Heterosexual or straight	49%	(963)	13%	(260)	10%	(202)	15%	(294)	7%	(142)	6%	(109)	1971
Gay	50%	(34)	14%	(10)	9%	(6)	18%	(12)	3%	(2)	5%	(3)	68
Bisexual	46%	(41)	13%	(11)	10%	(9)	12%	(11)	12%	(10)	8%	(7)	88
Yes	30%	(21)	12%	(8)	12%	(8)	28%	(20)	9%	(7)	8%	(6)	70
No	49%	(1059)	13%	(277)	10%	(221)	15%	(314)	7%	(154)	5%	(114)	2140

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	2210	100%
xdemGender	Gender: Male	1068	48%
	Gender: Female	1142	52%
	N	2210	
age	Age: 18-34	642	29%
	Age: 35-44	365	17%
	Age: 45-64	714	32%
	Age: 65+	489	22%
	N	2210	
demAgeGeneration	GenZers: 1997-2012	256	12%
	Millennials: 1981-1996	653	30%
	GenXers: 1965-1980	555	25%
	Baby Boomers: 1946-1964	673	30%
	N	2138	
xpid3	PID: Dem (no lean)	860	39%
	PID: Ind (no lean)	674	31%
	PID: Rep (no lean)	676	31%
	N	2210	
xpidGender	PID/Gender: Dem Men	394	18%
	PID/Gender: Dem Women	465	21%
	PID/Gender: Ind Men	345	16%
	PID/Gender: Ind Women	329	15%
	PID/Gender: Rep Men	328	15%
	PID/Gender: Rep Women	348	16%
	N	2210	
xdemIdeo3	Ideo: Liberal (1-3)	656	30%
	Ideo: Moderate (4)	751	34%
	Ideo: Conservative (5-7)	666	30%
	N	2073	
xeduc3	Educ: < College	1437	65%
	Educ: Bachelors degree	491	22%
	Educ: Post-grad	282	13%
	N	2210	

Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemInc3	Income: Under 50k	1271	58%
	Income: 50k-100k	656	30%
	Income: 100k+	283	13%
	N	2210	
xdemWhite	Ethnicity: White	1711	77%
xdemHispBin	Ethnicity: Hispanic	374	17%
demBlackBin	Ethnicity: Black	282	13%
demRaceOther	Ethnicity: Other	217	10%
xdemReligion	All Christian	1029	47%
	All Non-Christian	129	6%
	Atheist	99	4%
	Agnostic/Nothing in particular	587	27%
	Something Else	365	17%
	N	2210	
xdemReligOther	Religious Non-Protestant/Catholic	154	7%
xdemEvang	Evangelical	558	25%
	Non-Evangelical	792	36%
	N	1350	
xdemUsr	Community: Urban	638	29%
	Community: Suburban	1014	46%
	Community: Rural	558	25%
	N	2210	
xdemEmploy	Employ: Private Sector	654	30%
	Employ: Government	136	6%
	Employ: Self-Employed	166	8%
	Employ: Homemaker	190	9%
	Employ: Student	62	3%
	Employ: Retired	563	25%
	Employ: Unemployed	301	14%
	Employ: Other	137	6%
	N	2210	
xdemMilHH1	Military HH: Yes	283	13%
	Military HH: No	1927	87%
	N	2210	

Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xnr1	RD/WT: Right Direction	666	30%
	RD/WT: Wrong Track	1544	70%
	N	2210	
xdemBidenApprove	Biden Job Approve	970	44%
	Biden Job Disapprove	1144	52%
	N	2114	
xdemBidenApprove2	Biden Job Strongly Approve	433	20%
	Biden Job Somewhat Approve	537	24%
	Biden Job Somewhat Disapprove	339	15%
	Biden Job Strongly Disapprove	805	36%
	N	2114	
xdemBidenFav	Favorable of Biden	969	44%
	Unfavorable of Biden	1134	51%
	N	2103	
xdemBidenFavFull	Very Favorable of Biden	482	22%
	Somewhat Favorable of Biden	487	22%
	Somewhat Unfavorable of Biden	299	14%
	Very Unfavorable of Biden	835	38%
	N	2103	
xnr3	#1 Issue: Economy	913	41%
	#1 Issue: Security	243	11%
	#1 Issue: Health Care	170	8%
	#1 Issue: Medicare / Social Security	266	12%
	#1 Issue: Women's Issues	311	14%
	#1 Issue: Education	59	3%
	#1 Issue: Energy	134	6%
	#1 Issue: Other	115	5%
	N	2210	
xsubVote20O	2020 Vote: Joe Biden	945	43%
	2020 Vote: Donald Trump	740	33%
	2020 Vote: Other	67	3%
	2020 Vote: Didn't Vote	459	21%
	N	2210	
xsubVote18O	2018 House Vote: Democrat	755	34%
	2018 House Vote: Republican	589	27%
	2018 House Vote: Someone else	50	2%
	N	1394	

Continued on next page

Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xsubVote16O	2016 Vote: Hillary Clinton	695	31%
	2016 Vote: Donald Trump	656	30%
	2016 Vote: Other	86	4%
	2016 Vote: Didn't Vote	765	35%
	N	2201	
xsubVote14O	Voted in 2014: Yes	1227	55%
	Voted in 2014: No	983	45%
	N	2210	
xreg4	4-Region: Northeast	383	17%
	4-Region: Midwest	456	21%
	4-Region: South	844	38%
	4-Region: West	527	24%
	N	2210	
MCFExdem1	TikTok Users	793	36%
MCFExdem2	Twitch Users	216	10%
MCFExdem3	2022 Sports Viewers/Attendees	1475	67%
MCFExdem4	Monthly Moviegoers	320	14%
MCFExdem5	Few Times per Year + Moviegoers	920	42%
MCFExdem6	Heard Smile Campaign	551	25%
MCFExdem7	Heard Minion Campaign	540	24%
MCFExdem8	Listens to Podcasts	1132	51%
MCFExdem9	Streaming Services User	1773	80%
MCFExdem10	Netflix User	1474	67%
MCFExdem11	Disney+ User	984	45%
demLGBTQ1	Heterosexual or straight	1971	89%
	Gay	68	3%
	Lesbian	28	1%
	Bisexual	88	4%
	Queer	9	0%
	Asexual	16	1%
	Something else	31	1%
	N	2210	

Summary Statistics of Survey Respondent Demographics

Demographic	Group		Frequency	Percentage
demLGBTQ2		Yes	70	3%
		No	2140	97%
		N	2210	

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