



National Tracking Poll #200687
June 18-26, 2020

Crosstabulation Results

Methodology:

This poll was conducted between June 18-June 26, 2020 among a national sample of 2000 Black Adults. The interviews were conducted online and the data were weighted to approximate a target sample of Black Adults based on age, gender, educational attainment, race, and region. Results from the full survey have a margin of error of plus or minus 2 percentage points.

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Crosstabulation Results by Respondent Demographics

Table MCB18_1: Do you have a favorable or unfavorable view of each of the following?
Black Lives Matter

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Black Adults	66% (1317)	19% (383)	4% (85)	3% (65)	6% (117)	2% (32)	2000
Gender: Male	61% (552)	20% (181)	6% (52)	5% (47)	7% (60)	1% (11)	903
Gender: Female	70% (765)	18% (202)	3% (33)	2% (18)	5% (57)	2% (21)	1097
Age: 18-34	69% (492)	14% (101)	5% (35)	3% (19)	6% (45)	3% (24)	717
Age: 35-44	59% (196)	22% (73)	5% (16)	5% (18)	7% (22)	1% (3)	330
Age: 45-64	64% (416)	22% (145)	5% (30)	3% (18)	6% (36)	1% (4)	649
Age: 65+	70% (213)	21% (64)	1% (4)	3% (10)	4% (12)	— (1)	304
GenZers: 1997-2012	74% (274)	11% (41)	3% (11)	2% (8)	6% (21)	4% (17)	371
Millennials: 1981-1996	61% (324)	19% (102)	6% (33)	4% (20)	8% (40)	2% (8)	527
GenXers: 1965-1980	62% (309)	23% (116)	4% (21)	4% (21)	5% (27)	1% (5)	500
Baby Boomers: 1946-1964	68% (385)	20% (115)	3% (18)	3% (15)	5% (28)	— (2)	562
PID: Dem (no lean)	72% (976)	20% (268)	3% (35)	1% (19)	4% (60)	— (6)	1364
PID: Ind (no lean)	54% (285)	19% (102)	7% (36)	6% (30)	10% (52)	4% (21)	526
PID: Rep (no lean)	51% (57)	12% (13)	13% (14)	15% (17)	4% (4)	4% (5)	110
PID/Gender: Dem Men	68% (395)	20% (116)	4% (24)	2% (14)	5% (31)	— (0)	580
PID/Gender: Dem Women	74% (581)	19% (152)	1% (11)	1% (5)	4% (29)	1% (6)	784
PID/Gender: Ind Men	49% (123)	22% (56)	6% (16)	9% (23)	10% (25)	3% (8)	251
PID/Gender: Ind Women	59% (162)	17% (46)	7% (20)	2% (7)	10% (27)	5% (12)	274
PID/Gender: Rep Men	47% (34)	13% (9)	17% (13)	14% (10)	5% (4)	3% (2)	73
Ideo: Liberal (1-3)	73% (518)	19% (134)	2% (16)	1% (8)	4% (28)	1% (5)	708
Ideo: Moderate (4)	63% (439)	23% (162)	6% (39)	4% (27)	4% (31)	— (3)	701
Ideo: Conservative (5-7)	58% (186)	17% (54)	9% (28)	9% (27)	8% (25)	1% (2)	322
Educ: < College	67% (985)	17% (252)	5% (68)	3% (48)	7% (98)	2% (28)	1478
Educ: Bachelors degree	59% (197)	28% (93)	4% (12)	4% (12)	5% (16)	1% (2)	332
Educ: Post-grad	71% (135)	20% (39)	3% (5)	3% (5)	2% (3)	1% (2)	190
Income: Under 50k	67% (927)	18% (250)	4% (56)	3% (46)	6% (88)	2% (27)	1394
Income: 50k-100k	66% (309)	22% (103)	4% (18)	3% (13)	5% (21)	1% (3)	467
Income: 100k+	58% (81)	22% (31)	9% (12)	5% (7)	5% (7)	1% (2)	139

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Table MCB18_1: Do you have a favorable or unfavorable view of each of the following?**Black Lives Matter**

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Black Adults	66% (1317)	19% (383)	4% (85)	3% (65)	6% (117)	2% (32)	2000
Ethnicity: Hispanic	68% (56)	10% (8)	5% (4)	4% (3)	9% (8)	4% (4)	83
Ethnicity: Afr. Am.	66% (1317)	19% (383)	4% (85)	3% (65)	6% (117)	2% (32)	2000
All Christian	67% (431)	21% (138)	4% (26)	3% (22)	4% (27)	1% (5)	647
All Non-Christian	54% (40)	26% (20)	7% (5)	3% (2)	8% (6)	1% (1)	75
Agnostic/Nothing in particular	63% (338)	17% (90)	5% (29)	4% (24)	6% (35)	4% (22)	539
Something Else	69% (487)	18% (125)	3% (24)	2% (16)	6% (44)	1% (4)	701
Religious Non-Protestant/Catholic	53% (43)	26% (21)	8% (7)	4% (3)	8% (6)	1% (1)	81
Evangelical	69% (557)	20% (158)	3% (28)	3% (24)	5% (38)	1% (5)	809
Non-Evangelical	68% (352)	19% (99)	4% (20)	2% (12)	6% (33)	1% (4)	521
Community: Urban	65% (576)	21% (182)	5% (41)	2% (17)	6% (56)	2% (14)	886
Community: Suburban	66% (517)	19% (151)	4% (31)	4% (34)	6% (44)	1% (8)	786
Community: Rural	68% (224)	15% (50)	4% (14)	4% (14)	5% (17)	3% (10)	329
Employ: Private Sector	62% (282)	24% (109)	5% (22)	4% (18)	5% (22)	1% (3)	456
Employ: Government	70% (111)	18% (28)	4% (7)	3% (5)	4% (7)	— (0)	157
Employ: Self-Employed	61% (118)	18% (34)	6% (12)	8% (15)	6% (12)	1% (1)	192
Employ: Homemaker	62% (50)	18% (14)	10% (8)	2% (2)	6% (5)	2% (1)	81
Employ: Retired	70% (273)	21% (84)	2% (9)	2% (8)	4% (17)	1% (2)	392
Employ: Unemployed	62% (253)	17% (68)	6% (24)	3% (12)	10% (39)	3% (11)	407
Employ: Other	67% (107)	19% (30)	2% (3)	2% (3)	6% (9)	5% (8)	160
Military HH: Yes	63% (191)	23% (69)	6% (18)	4% (11)	3% (10)	1% (4)	303
Military HH: No	66% (1127)	19% (314)	4% (67)	3% (54)	6% (107)	2% (28)	1697
RD/WT: Right Direction	51% (146)	22% (65)	7% (20)	9% (25)	8% (24)	3% (9)	288
RD/WT: Wrong Track	68% (1171)	19% (319)	4% (66)	2% (41)	5% (93)	1% (23)	1712
Trump Job Approve	44% (111)	21% (54)	12% (30)	13% (34)	7% (17)	3% (8)	253
Trump Job Disapprove	71% (1153)	19% (310)	3% (54)	2% (28)	4% (66)	1% (15)	1626
Trump Job Strongly Approve	42% (43)	16% (16)	9% (10)	22% (22)	9% (9)	2% (2)	101
Trump Job Somewhat Approve	45% (68)	25% (38)	14% (21)	7% (11)	5% (8)	4% (6)	152
Trump Job Somewhat Disapprove	51% (129)	33% (82)	8% (19)	4% (10)	4% (11)	— (0)	251
Trump Job Strongly Disapprove	74% (1024)	17% (228)	2% (34)	1% (18)	4% (56)	1% (15)	1375

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Table MCB18_1: Do you have a favorable or unfavorable view of each of the following?

Black Lives Matter

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Black Adults	66% (1317)	19% (383)	4% (85)	3% (65)	6% (117)	2% (32)	2000
Favorable of Trump	47% (114)	20% (49)	11% (26)	14% (34)	6% (14)	2% (5)	242
Unfavorable of Trump	70% (1104)	20% (313)	4% (56)	2% (26)	4% (68)	1% (9)	1577
Very Favorable of Trump	50% (56)	14% (16)	7% (7)	21% (23)	6% (6)	3% (3)	111
Somewhat Favorable of Trump	45% (59)	25% (33)	14% (19)	8% (11)	6% (7)	1% (2)	130
Somewhat Unfavorable of Trump	48% (99)	33% (69)	11% (23)	3% (7)	4% (9)	— (0)	206
Very Unfavorable of Trump	73% (1005)	18% (245)	2% (34)	1% (20)	4% (59)	1% (9)	1371
#1 Issue: Economy	64% (432)	18% (124)	6% (40)	5% (35)	5% (33)	1% (8)	671
#1 Issue: Security	56% (77)	18% (24)	8% (10)	8% (10)	8% (11)	3% (4)	136
#1 Issue: Health Care	70% (284)	21% (86)	2% (8)	1% (5)	4% (16)	1% (4)	403
#1 Issue: Medicare / Social Security	70% (185)	21% (57)	1% (3)	1% (3)	5% (14)	1% (2)	263
#1 Issue: Women's Issues	73% (83)	13% (15)	5% (6)	1% (1)	5% (5)	3% (3)	113
#1 Issue: Education	64% (99)	18% (28)	5% (8)	3% (5)	8% (12)	2% (2)	153
#1 Issue: Other	60% (128)	19% (40)	3% (7)	2% (5)	11% (24)	4% (8)	211
2018 House Vote: Democrat	71% (803)	21% (240)	3% (33)	1% (13)	3% (33)	— (4)	1125
2018 House Vote: Republican	35% (35)	22% (22)	17% (17)	19% (19)	5% (5)	2% (2)	100
2018 House Vote: Someone else	55% (33)	14% (8)	11% (7)	10% (6)	6% (3)	4% (3)	60
2016 Vote: Hillary Clinton	73% (808)	20% (219)	2% (27)	2% (17)	3% (33)	— (3)	1108
2016 Vote: Donald Trump	34% (36)	24% (26)	17% (18)	18% (19)	5% (5)	2% (2)	105
2016 Vote: Other	41% (35)	30% (26)	13% (11)	8% (7)	9% (7)	— (0)	87
2016 Vote: Didn't Vote	63% (436)	16% (111)	4% (29)	3% (23)	10% (71)	4% (27)	696
Voted in 2014: Yes	68% (785)	22% (248)	4% (47)	3% (32)	3% (32)	— (5)	1149
Voted in 2014: No	63% (532)	16% (135)	5% (39)	4% (33)	10% (85)	3% (27)	851
2012 Vote: Barack Obama	69% (844)	21% (258)	4% (44)	2% (25)	3% (42)	— (4)	1219
2012 Vote: Didn't Vote	64% (464)	16% (113)	4% (30)	4% (27)	9% (69)	4% (27)	729
4-Region: Northeast	69% (210)	20% (60)	2% (5)	2% (6)	7% (21)	— (1)	303
4-Region: Midwest	62% (219)	19% (66)	8% (26)	4% (15)	6% (20)	1% (5)	352
4-Region: South	66% (786)	19% (228)	4% (47)	3% (40)	5% (64)	2% (21)	1186
4-Region: West	64% (102)	18% (29)	4% (7)	2% (4)	7% (12)	3% (5)	159
Generation Z, Democrat	75% (128)	15% (26)	2% (4)	— (0)	6% (11)	1% (2)	171
Generation Z, Independent	72% (124)	9% (15)	4% (6)	3% (6)	5% (8)	8% (13)	172

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**Table MCB18_1: Do you have a favorable or unfavorable view of each of the following?
 Black Lives Matter**

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Black Adults	66% (1317)	19% (383)	4% (85)	3% (65)	6% (117)	2% (32)	2000
Favorable BLM	77% (1317)	23% (383)	— (0)	— (0)	— (0)	— (0)	1701
Unfavorable BLM	— (0)	— (0)	57% (85)	43% (65)	— (0)	— (0)	151
Favorable Antifa	82% (153)	13% (24)	3% (6)	1% (2)	— (1)	— (0)	186
Unfavorable Antifa	58% (311)	21% (112)	10% (54)	9% (46)	2% (11)	— (0)	533
Favorable WS	70% (55)	23% (18)	2% (2)	4% (3)	— (0)	— (0)	78
Unfavorable WS	68% (1101)	20% (319)	5% (81)	4% (60)	3% (51)	— (1)	1613
Favorable WN	68% (75)	20% (22)	5% (5)	7% (8)	1% (1)	— (0)	111
Unfavorable WN	69% (941)	20% (269)	5% (66)	4% (52)	3% (36)	— (1)	1365
Favorable police	60% (353)	26% (154)	6% (33)	5% (29)	3% (17)	— (2)	588
Unfavorable police	73% (863)	17% (205)	4% (46)	2% (29)	3% (34)	— (2)	1179

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

Table MCB18_2: Do you have a favorable or unfavorable view of each of the following?

Antifa

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Black Adults	4% (74)	6% (112)	6% (111)	21% (422)	26% (522)	38% (759)	2000
Gender: Male	5% (45)	8% (71)	7% (65)	24% (217)	25% (226)	31% (280)	903
Gender: Female	3% (29)	4% (41)	4% (46)	19% (206)	27% (296)	44% (479)	1097
Age: 18-34	6% (40)	6% (44)	6% (44)	15% (111)	23% (164)	44% (314)	717
Age: 35-44	3% (11)	7% (24)	7% (23)	21% (71)	25% (84)	35% (116)	330
Age: 45-64	3% (19)	5% (31)	4% (24)	25% (162)	25% (165)	38% (248)	649
Age: 65+	1% (4)	4% (12)	6% (20)	26% (79)	36% (109)	27% (81)	304
GenZers: 1997-2012	6% (21)	3% (13)	4% (16)	12% (46)	25% (92)	49% (184)	371
Millennials: 1981-1996	6% (29)	9% (46)	8% (43)	19% (101)	21% (110)	38% (198)	527
GenXers: 1965-1980	3% (15)	5% (27)	5% (24)	24% (122)	27% (136)	35% (176)	500
Baby Boomers: 1946-1964	2% (10)	4% (23)	4% (25)	26% (147)	29% (166)	34% (192)	562
PID: Dem (no lean)	4% (51)	6% (79)	6% (76)	21% (293)	26% (353)	38% (512)	1364
PID: Ind (no lean)	2% (12)	5% (28)	5% (27)	19% (97)	29% (150)	40% (211)	526
PID: Rep (no lean)	9% (10)	5% (5)	7% (8)	29% (32)	17% (19)	32% (36)	110
PID/Gender: Dem Men	5% (30)	9% (50)	7% (42)	25% (144)	24% (140)	30% (174)	580
PID/Gender: Dem Women	3% (22)	4% (29)	4% (34)	19% (149)	27% (213)	43% (338)	784
PID/Gender: Ind Men	2% (6)	6% (16)	7% (18)	20% (50)	30% (76)	34% (86)	251
PID/Gender: Ind Women	2% (7)	4% (12)	3% (9)	17% (47)	27% (74)	46% (125)	274
PID/Gender: Rep Men	13% (10)	7% (5)	7% (5)	31% (23)	14% (10)	27% (20)	73
Ideo: Liberal (1-3)	6% (40)	8% (54)	6% (43)	22% (157)	30% (211)	29% (203)	708
Ideo: Moderate (4)	2% (17)	4% (31)	5% (38)	22% (154)	27% (189)	39% (272)	701
Ideo: Conservative (5-7)	5% (16)	6% (20)	7% (21)	25% (80)	22% (70)	36% (115)	322
Educ: < College	3% (49)	4% (63)	5% (69)	21% (303)	25% (374)	42% (620)	1478
Educ: Bachelors degree	3% (10)	9% (29)	8% (25)	25% (81)	28% (94)	28% (93)	332
Educ: Post-grad	8% (15)	11% (20)	9% (16)	20% (38)	28% (54)	25% (47)	190
Income: Under 50k	3% (45)	5% (65)	5% (70)	20% (277)	25% (351)	42% (585)	1394
Income: 50k-100k	5% (25)	7% (31)	7% (31)	25% (115)	28% (131)	29% (135)	467
Income: 100k+	3% (5)	12% (16)	7% (9)	21% (30)	29% (40)	28% (39)	139
Ethnicity: Hispanic	3% (2)	7% (6)	8% (7)	28% (23)	22% (18)	32% (26)	83
Ethnicity: Afr. Am.	4% (74)	6% (112)	6% (111)	21% (422)	26% (522)	38% (759)	2000

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Table MCB18_2: Do you have a favorable or unfavorable view of each of the following?
Antifa

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Black Adults	4%	(74)	6%	(112)	6%	(111)	21%	(422)	26%	(522)	38%	(759)	2000
All Christian	4%	(25)	8%	(54)	6%	(40)	25%	(159)	29%	(188)	28%	(181)	647
All Non-Christian	16%	(12)	9%	(6)	8%	(6)	16%	(12)	22%	(16)	31%	(23)	75
Agnostic/Nothing in particular	3%	(16)	4%	(21)	5%	(29)	18%	(98)	26%	(138)	44%	(237)	539
Something Else	2%	(15)	4%	(26)	5%	(33)	21%	(148)	24%	(170)	44%	(310)	701
Religious Non-Protestant/Catholic	15%	(12)	9%	(7)	8%	(6)	19%	(15)	20%	(16)	29%	(24)	81
Evangelical	3%	(21)	6%	(47)	6%	(48)	20%	(160)	25%	(199)	41%	(333)	809
Non-Evangelical	4%	(19)	6%	(29)	4%	(22)	27%	(140)	30%	(157)	29%	(153)	521
Community: Urban	5%	(42)	6%	(56)	5%	(48)	20%	(179)	27%	(237)	37%	(324)	886
Community: Suburban	3%	(25)	6%	(46)	5%	(42)	23%	(181)	26%	(202)	37%	(290)	786
Community: Rural	2%	(8)	3%	(10)	6%	(21)	19%	(62)	25%	(83)	44%	(145)	329
Employ: Private Sector	7%	(33)	9%	(42)	6%	(29)	27%	(124)	23%	(104)	27%	(124)	456
Employ: Government	3%	(5)	7%	(12)	12%	(19)	16%	(25)	25%	(39)	37%	(58)	157
Employ: Self-Employed	5%	(9)	6%	(11)	4%	(8)	25%	(47)	29%	(55)	32%	(62)	192
Employ: Homemaker	7%	(5)	5%	(4)	3%	(2)	17%	(14)	19%	(15)	50%	(40)	81
Employ: Retired	1%	(4)	5%	(19)	5%	(21)	26%	(102)	32%	(127)	31%	(120)	392
Employ: Unemployed	2%	(6)	4%	(16)	5%	(20)	17%	(70)	24%	(96)	49%	(198)	407
Employ: Other	2%	(3)	2%	(3)	2%	(3)	15%	(24)	29%	(46)	51%	(81)	160
Military HH: Yes	5%	(14)	5%	(15)	8%	(23)	28%	(83)	26%	(80)	29%	(88)	303
Military HH: No	4%	(60)	6%	(97)	5%	(88)	20%	(339)	26%	(442)	40%	(670)	1697
RD/WT: Right Direction	8%	(23)	9%	(25)	5%	(15)	21%	(61)	21%	(62)	35%	(102)	288
RD/WT: Wrong Track	3%	(52)	5%	(87)	6%	(96)	21%	(361)	27%	(461)	38%	(657)	1712
Trump Job Approve	7%	(17)	8%	(21)	9%	(23)	27%	(68)	18%	(46)	31%	(80)	253
Trump Job Disapprove	3%	(56)	5%	(86)	5%	(85)	21%	(347)	27%	(444)	37%	(608)	1626
Trump Job Strongly Approve	15%	(15)	10%	(10)	2%	(2)	35%	(36)	19%	(19)	20%	(20)	101
Trump Job Somewhat Approve	1%	(2)	7%	(11)	14%	(21)	21%	(32)	18%	(27)	39%	(60)	152
Trump Job Somewhat Disapprove	2%	(6)	6%	(14)	5%	(14)	19%	(48)	23%	(58)	44%	(112)	251
Trump Job Strongly Disapprove	4%	(50)	5%	(72)	5%	(71)	22%	(299)	28%	(386)	36%	(496)	1375
Favorable of Trump	7%	(16)	8%	(19)	7%	(16)	29%	(69)	16%	(38)	35%	(84)	242
Unfavorable of Trump	4%	(56)	5%	(85)	6%	(87)	21%	(335)	27%	(433)	37%	(580)	1577

Continued on next page

Table MCB18_2: Do you have a favorable or unfavorable view of each of the following?
Antifa

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Black Adults	4%	(74)	6%	(112)	6%	(111)	21%	(422)	26%	(522)	38%	(759)	2000
Very Favorable of Trump	13%	(15)	7%	(8)	3%	(3)	34%	(37)	12%	(13)	31%	(35)	111
Somewhat Favorable of Trump	1%	(1)	9%	(11)	10%	(13)	24%	(32)	19%	(25)	38%	(49)	130
Somewhat Unfavorable of Trump	3%	(6)	6%	(13)	11%	(23)	20%	(42)	21%	(43)	39%	(81)	206
Very Unfavorable of Trump	4%	(50)	5%	(72)	5%	(65)	21%	(294)	29%	(391)	36%	(500)	1371
#1 Issue: Economy	4%	(25)	6%	(43)	6%	(39)	24%	(158)	25%	(169)	35%	(237)	671
#1 Issue: Security	7%	(9)	5%	(6)	7%	(9)	25%	(34)	25%	(34)	32%	(44)	136
#1 Issue: Health Care	4%	(18)	5%	(21)	6%	(24)	19%	(77)	26%	(104)	39%	(159)	403
#1 Issue: Medicare / Social Security	1%	(4)	3%	(9)	4%	(10)	23%	(61)	34%	(90)	34%	(90)	263
#1 Issue: Women's Issues	4%	(4)	7%	(8)	5%	(6)	16%	(18)	23%	(25)	45%	(51)	113
#1 Issue: Education	3%	(4)	4%	(6)	8%	(13)	18%	(27)	19%	(30)	48%	(74)	153
#1 Issue: Other	5%	(10)	5%	(11)	3%	(7)	18%	(37)	28%	(60)	41%	(86)	211
2018 House Vote: Democrat	4%	(47)	7%	(73)	6%	(70)	22%	(251)	27%	(308)	33%	(375)	1125
2018 House Vote: Republican	4%	(4)	11%	(11)	7%	(7)	40%	(40)	13%	(13)	25%	(25)	100
2018 House Vote: Someone else	3%	(2)	5%	(3)	7%	(4)	22%	(13)	28%	(17)	34%	(21)	60
2016 Vote: Hillary Clinton	5%	(50)	7%	(75)	5%	(60)	23%	(250)	26%	(287)	35%	(385)	1108
2016 Vote: Donald Trump	2%	(3)	8%	(9)	9%	(10)	40%	(42)	16%	(17)	23%	(24)	105
2016 Vote: Other	3%	(3)	4%	(3)	10%	(9)	20%	(17)	45%	(39)	19%	(16)	87
2016 Vote: Didn't Vote	3%	(19)	3%	(24)	5%	(32)	16%	(111)	26%	(180)	48%	(331)	696
Voted in 2014: Yes	4%	(41)	7%	(80)	6%	(73)	24%	(271)	25%	(289)	34%	(394)	1149
Voted in 2014: No	4%	(33)	4%	(31)	4%	(38)	18%	(151)	27%	(234)	43%	(364)	851
2012 Vote: Barack Obama	4%	(44)	6%	(75)	6%	(71)	22%	(272)	27%	(324)	35%	(432)	1219
2012 Vote: Didn't Vote	4%	(29)	4%	(32)	5%	(37)	17%	(127)	26%	(187)	44%	(318)	729
4-Region: Northeast	4%	(12)	7%	(22)	5%	(14)	21%	(64)	28%	(85)	35%	(107)	303
4-Region: Midwest	4%	(12)	5%	(18)	6%	(22)	21%	(74)	27%	(94)	37%	(132)	352
4-Region: South	3%	(41)	6%	(66)	6%	(65)	21%	(245)	25%	(302)	39%	(467)	1186
4-Region: West	5%	(8)	4%	(6)	6%	(10)	25%	(40)	27%	(42)	33%	(53)	159
Generation Z, Democrat	8%	(14)	4%	(7)	6%	(10)	13%	(22)	26%	(45)	43%	(74)	171
Generation Z, Independent	3%	(5)	4%	(6)	3%	(5)	12%	(21)	24%	(42)	54%	(94)	172
Favorable BLM	4%	(74)	6%	(103)	5%	(93)	19%	(330)	26%	(445)	39%	(657)	1701
Unfavorable BLM	—	(1)	5%	(8)	12%	(17)	55%	(82)	14%	(21)	14%	(22)	151

Continued on next page

Table MCB18_2: Do you have a favorable or unfavorable view of each of the following?
Antifa

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Black Adults	4%	(74)	6%	(112)	6%	(111)	21%	(422)	26%	(522)	38%	(759)	2000
Favorable Antifa	40%	(74)	60%	(112)	—	(0)	—	(0)	—	(0)	—	(0)	186
Unfavorable Antifa	—	(0)	—	(0)	21%	(111)	79%	(422)	—	(0)	—	(0)	533
Favorable WS	24%	(19)	23%	(18)	3%	(3)	12%	(10)	19%	(15)	19%	(15)	78
Unfavorable WS	3%	(54)	6%	(91)	7%	(105)	25%	(409)	26%	(416)	33%	(538)	1613
Favorable WN	18%	(20)	25%	(28)	7%	(7)	13%	(14)	15%	(17)	22%	(25)	111
Unfavorable WN	4%	(52)	6%	(77)	7%	(97)	29%	(393)	25%	(340)	30%	(406)	1365
Favorable police	5%	(30)	7%	(40)	6%	(35)	22%	(130)	25%	(146)	35%	(207)	588
Unfavorable police	4%	(42)	6%	(67)	6%	(70)	23%	(277)	25%	(298)	36%	(424)	1179

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

Table MCB18_3: Do you have a favorable or unfavorable view of each of the following?

White supremacists

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Black Adults	2%	(42)	2%	(37)	3%	(70)	77%	(1543)	9%	(187)	6%	(122)	2000
Gender: Male	3%	(25)	3%	(24)	4%	(35)	79%	(714)	7%	(62)	5%	(44)	903
Gender: Female	2%	(17)	1%	(13)	3%	(35)	76%	(829)	11%	(125)	7%	(78)	1097
Age: 18-34	3%	(23)	3%	(23)	4%	(28)	66%	(470)	12%	(88)	12%	(85)	717
Age: 35-44	1%	(4)	2%	(6)	4%	(12)	82%	(270)	8%	(26)	4%	(12)	330
Age: 45-64	2%	(11)	1%	(7)	3%	(19)	84%	(543)	8%	(50)	3%	(19)	649
Age: 65+	1%	(3)	1%	(2)	4%	(11)	86%	(260)	7%	(22)	2%	(6)	304
GenZers: 1997-2012	3%	(10)	2%	(6)	5%	(18)	61%	(226)	13%	(48)	17%	(63)	371
Millennials: 1981-1996	3%	(18)	4%	(20)	3%	(17)	74%	(390)	11%	(57)	5%	(26)	527
GenXers: 1965-1980	2%	(8)	1%	(6)	3%	(15)	84%	(418)	8%	(38)	3%	(15)	500
Baby Boomers: 1946-1964	1%	(6)	1%	(3)	3%	(16)	85%	(478)	7%	(42)	3%	(18)	562
PID: Dem (no lean)	2%	(26)	2%	(23)	3%	(39)	82%	(1122)	8%	(106)	4%	(48)	1364
PID: Ind (no lean)	2%	(11)	1%	(6)	4%	(22)	67%	(350)	14%	(76)	12%	(61)	526
PID: Rep (no lean)	4%	(5)	7%	(8)	8%	(9)	64%	(71)	5%	(6)	12%	(13)	110
PID/Gender: Dem Men	3%	(17)	3%	(17)	4%	(22)	83%	(483)	5%	(31)	2%	(10)	580
PID/Gender: Dem Women	1%	(10)	1%	(6)	2%	(16)	82%	(639)	10%	(75)	5%	(38)	784
PID/Gender: Ind Men	1%	(3)	1%	(2)	3%	(7)	73%	(183)	11%	(28)	11%	(28)	251
PID/Gender: Ind Women	3%	(7)	2%	(4)	5%	(15)	61%	(167)	17%	(48)	12%	(33)	274
PID/Gender: Rep Men	6%	(5)	7%	(5)	8%	(5)	67%	(49)	4%	(3)	7%	(5)	73
Ideo: Liberal (1-3)	2%	(17)	2%	(16)	3%	(20)	85%	(600)	5%	(37)	3%	(18)	708
Ideo: Moderate (4)	—	(3)	1%	(5)	4%	(27)	82%	(576)	9%	(64)	4%	(26)	701
Ideo: Conservative (5-7)	4%	(12)	4%	(11)	4%	(12)	74%	(240)	10%	(31)	5%	(16)	322
Educ: < College	2%	(29)	2%	(25)	4%	(56)	75%	(1106)	11%	(155)	7%	(107)	1478
Educ: Bachelors degree	2%	(6)	1%	(5)	2%	(7)	87%	(289)	6%	(20)	2%	(7)	332
Educ: Post-grad	4%	(7)	4%	(8)	4%	(7)	78%	(149)	6%	(12)	4%	(8)	190
Income: Under 50k	2%	(28)	2%	(27)	4%	(55)	74%	(1032)	11%	(149)	7%	(103)	1394
Income: 50k-100k	3%	(12)	1%	(6)	2%	(9)	86%	(400)	6%	(27)	3%	(14)	467
Income: 100k+	1%	(2)	3%	(4)	4%	(6)	80%	(111)	8%	(11)	4%	(5)	139
Ethnicity: Hispanic	3%	(3)	3%	(2)	2%	(2)	71%	(59)	9%	(7)	11%	(9)	83
Ethnicity: Afr. Am.	2%	(42)	2%	(37)	3%	(70)	77%	(1543)	9%	(187)	6%	(122)	2000

Continued on next page

Table MCB18_3: Do you have a favorable or unfavorable view of each of the following?*White supremacists*

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Black Adults	2%	(42)	2%	(37)	3%	(70)	77%	(1543)	9%	(187)	6%	(122)	2000
All Christian	2%	(11)	2%	(12)	3%	(20)	85%	(548)	6%	(41)	2%	(16)	647
All Non-Christian	14%	(11)	7%	(5)	4%	(3)	64%	(48)	9%	(6)	2%	(1)	75
Agnostic/Nothing in particular	2%	(10)	2%	(8)	3%	(17)	72%	(389)	10%	(52)	12%	(62)	539
Something Else	1%	(10)	1%	(10)	4%	(28)	75%	(527)	12%	(84)	6%	(42)	701
Religious Non-Protestant/Catholic	13%	(11)	7%	(6)	4%	(3)	66%	(53)	8%	(6)	2%	(1)	81
Evangelical	2%	(13)	2%	(19)	4%	(31)	78%	(632)	10%	(79)	4%	(36)	809
Non-Evangelical	1%	(7)	—	(0)	3%	(14)	83%	(431)	9%	(46)	4%	(22)	521
Community: Urban	2%	(17)	3%	(24)	4%	(31)	77%	(686)	9%	(80)	5%	(47)	886
Community: Suburban	2%	(17)	1%	(8)	3%	(21)	80%	(627)	9%	(72)	5%	(42)	786
Community: Rural	2%	(8)	1%	(5)	5%	(17)	70%	(230)	11%	(36)	10%	(33)	329
Employ: Private Sector	4%	(18)	3%	(14)	3%	(12)	84%	(385)	4%	(19)	2%	(9)	456
Employ: Government	1%	(2)	3%	(4)	7%	(11)	76%	(119)	7%	(11)	6%	(9)	157
Employ: Self-Employed	3%	(6)	4%	(8)	2%	(4)	75%	(145)	10%	(19)	6%	(11)	192
Employ: Homemaker	—	(0)	1%	(1)	5%	(4)	77%	(62)	13%	(11)	4%	(3)	81
Employ: Retired	—	(1)	1%	(5)	3%	(13)	84%	(330)	9%	(34)	3%	(10)	392
Employ: Unemployed	3%	(11)	1%	(5)	2%	(10)	69%	(281)	15%	(63)	9%	(37)	407
Employ: Other	1%	(2)	—	(1)	4%	(6)	67%	(108)	13%	(21)	15%	(23)	160
Military HH: Yes	1%	(4)	1%	(3)	2%	(6)	85%	(257)	7%	(21)	4%	(12)	303
Military HH: No	2%	(38)	2%	(33)	4%	(63)	76%	(1287)	10%	(166)	6%	(110)	1697
RD/WT: Right Direction	8%	(23)	4%	(11)	5%	(13)	60%	(171)	16%	(45)	8%	(24)	288
RD/WT: Wrong Track	1%	(18)	2%	(26)	3%	(57)	80%	(1372)	8%	(142)	6%	(98)	1712
Trump Job Approve	7%	(18)	6%	(15)	5%	(13)	62%	(158)	11%	(27)	9%	(23)	253
Trump Job Disapprove	1%	(22)	1%	(20)	3%	(56)	83%	(1349)	7%	(111)	4%	(68)	1626
Trump Job Strongly Approve	14%	(14)	10%	(10)	2%	(2)	59%	(59)	10%	(10)	6%	(6)	101
Trump Job Somewhat Approve	2%	(4)	3%	(5)	7%	(11)	65%	(98)	11%	(17)	11%	(17)	152
Trump Job Somewhat Disapprove	2%	(5)	3%	(6)	9%	(22)	76%	(191)	8%	(20)	3%	(7)	251
Trump Job Strongly Disapprove	1%	(16)	1%	(13)	3%	(35)	84%	(1158)	7%	(91)	4%	(61)	1375
Favorable of Trump	7%	(18)	5%	(12)	3%	(8)	62%	(150)	12%	(30)	10%	(23)	242
Unfavorable of Trump	1%	(16)	1%	(18)	3%	(55)	84%	(1330)	6%	(101)	4%	(57)	1577

Continued on next page

Table MCB18_3: Do you have a favorable or unfavorable view of each of the following?

White supremacists

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Black Adults	2%	(42)	2%	(37)	3%	(70)	77%	(1543)	9%	(187)	6%	(122)	2000
Very Favorable of Trump	15%	(16)	6%	(6)	2%	(2)	56%	(63)	12%	(13)	10%	(11)	111
Somewhat Favorable of Trump	1%	(2)	5%	(6)	5%	(6)	67%	(88)	13%	(17)	9%	(12)	130
Somewhat Unfavorable of Trump	2%	(3)	3%	(7)	10%	(21)	71%	(147)	10%	(20)	4%	(8)	206
Very Unfavorable of Trump	1%	(13)	1%	(11)	2%	(34)	86%	(1183)	6%	(81)	4%	(49)	1371
#1 Issue: Economy	1%	(10)	2%	(12)	3%	(23)	81%	(544)	8%	(56)	4%	(26)	671
#1 Issue: Security	5%	(7)	3%	(4)	3%	(4)	71%	(97)	11%	(14)	7%	(10)	136
#1 Issue: Health Care	3%	(12)	3%	(10)	3%	(14)	76%	(306)	9%	(38)	6%	(23)	403
#1 Issue: Medicare / Social Security	2%	(5)	1%	(2)	2%	(6)	81%	(214)	10%	(27)	4%	(11)	263
#1 Issue: Women's Issues	1%	(1)	2%	(3)	1%	(1)	73%	(83)	11%	(13)	12%	(13)	113
#1 Issue: Education	3%	(4)	2%	(3)	7%	(11)	70%	(107)	8%	(12)	11%	(16)	153
#1 Issue: Other	1%	(3)	1%	(3)	4%	(8)	76%	(160)	10%	(22)	8%	(16)	211
2018 House Vote: Democrat	2%	(24)	1%	(15)	3%	(39)	85%	(955)	6%	(62)	3%	(30)	1125
2018 House Vote: Republican	5%	(5)	6%	(6)	3%	(3)	80%	(80)	4%	(4)	2%	(2)	100
2018 House Vote: Someone else	2%	(1)	6%	(3)	—	(0)	62%	(37)	16%	(10)	14%	(9)	60
2016 Vote: Hillary Clinton	2%	(22)	1%	(16)	3%	(39)	85%	(939)	6%	(63)	3%	(29)	1108
2016 Vote: Donald Trump	6%	(6)	4%	(5)	6%	(6)	76%	(80)	5%	(5)	3%	(3)	105
2016 Vote: Other	3%	(2)	4%	(3)	3%	(3)	85%	(73)	5%	(4)	1%	(1)	87
2016 Vote: Didn't Vote	2%	(11)	2%	(12)	3%	(22)	64%	(447)	16%	(115)	13%	(90)	696
Voted in 2014: Yes	2%	(25)	2%	(19)	3%	(38)	85%	(974)	5%	(61)	3%	(33)	1149
Voted in 2014: No	2%	(16)	2%	(18)	4%	(32)	67%	(569)	15%	(127)	10%	(89)	851
2012 Vote: Barack Obama	2%	(26)	1%	(18)	3%	(40)	84%	(1030)	6%	(67)	3%	(39)	1219
2012 Vote: Didn't Vote	2%	(14)	2%	(16)	4%	(29)	65%	(472)	16%	(114)	11%	(83)	729
4-Region: Northeast	2%	(6)	2%	(5)	4%	(12)	78%	(236)	12%	(37)	2%	(7)	303
4-Region: Midwest	1%	(5)	1%	(3)	5%	(17)	82%	(287)	8%	(28)	4%	(13)	352
4-Region: South	2%	(28)	2%	(26)	3%	(38)	75%	(895)	9%	(112)	7%	(88)	1186
4-Region: West	2%	(3)	2%	(4)	2%	(3)	78%	(124)	6%	(10)	9%	(14)	159
Generation Z, Democrat	2%	(3)	1%	(3)	2%	(4)	72%	(123)	13%	(22)	10%	(17)	171
Generation Z, Independent	4%	(7)	1%	(2)	6%	(11)	52%	(90)	14%	(25)	23%	(39)	172
Favorable BLM	2%	(40)	2%	(33)	4%	(61)	80%	(1359)	8%	(129)	5%	(79)	1701
Unfavorable BLM	1%	(2)	2%	(3)	5%	(8)	89%	(134)	2%	(3)	—	(1)	151

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Table MCB18_3: Do you have a favorable or unfavorable view of each of the following?*White supremacists*

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Black Adults	2%	(42)	2%	(37)	3%	(70)	77%	(1543)	9%	(187)	6%	(122)	2000
Favorable Antifa	10%	(19)	10%	(18)	3%	(5)	75%	(140)	2%	(3)	1%	(2)	186
Unfavorable Antifa	1%	(7)	1%	(5)	5%	(26)	92%	(488)	1%	(6)	—	(1)	533
Favorable WS	53%	(42)	47%	(37)	—	(0)	—	(0)	—	(0)	—	(0)	78
Unfavorable WS	—	(0)	—	(0)	4%	(70)	96%	(1543)	—	(0)	—	(0)	1613
Favorable WN	28%	(31)	32%	(35)	7%	(8)	30%	(33)	3%	(3)	1%	(1)	111
Unfavorable WN	—	(4)	—	(0)	4%	(49)	95%	(1290)	1%	(14)	1%	(8)	1365
Favorable police	5%	(32)	4%	(25)	4%	(25)	76%	(444)	7%	(43)	3%	(19)	588
Unfavorable police	1%	(6)	1%	(12)	3%	(38)	87%	(1031)	4%	(50)	4%	(41)	1179

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

Table MCB18_4: Do you have a favorable or unfavorable view of each of the following?

White nationalists

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Black Adults	2%	(45)	3%	(66)	6%	(116)	62%	(1248)	16%	(319)	10%	(206)	2000
Gender: Male	3%	(31)	4%	(38)	6%	(57)	67%	(602)	13%	(117)	6%	(58)	903
Gender: Female	1%	(14)	3%	(27)	5%	(59)	59%	(647)	18%	(202)	14%	(148)	1097
Age: 18-34	4%	(28)	5%	(39)	6%	(42)	52%	(372)	17%	(119)	16%	(118)	717
Age: 35-44	1%	(2)	4%	(14)	8%	(25)	62%	(205)	17%	(54)	9%	(29)	330
Age: 45-64	2%	(11)	2%	(10)	5%	(31)	69%	(450)	16%	(102)	7%	(45)	649
Age: 65+	1%	(3)	1%	(3)	6%	(18)	73%	(220)	14%	(44)	5%	(15)	304
GenZers: 1997-2012	3%	(10)	4%	(14)	5%	(19)	47%	(176)	18%	(69)	22%	(83)	371
Millennials: 1981-1996	4%	(19)	6%	(33)	7%	(36)	57%	(300)	17%	(89)	9%	(50)	527
GenXers: 1965-1980	2%	(8)	2%	(11)	5%	(26)	70%	(349)	14%	(69)	7%	(37)	500
Baby Boomers: 1946-1964	1%	(7)	1%	(6)	5%	(28)	71%	(398)	15%	(87)	7%	(37)	562
PID: Dem (no lean)	2%	(28)	3%	(34)	5%	(67)	68%	(924)	16%	(213)	7%	(98)	1364
PID: Ind (no lean)	2%	(9)	4%	(20)	8%	(41)	51%	(269)	18%	(94)	17%	(92)	526
PID: Rep (no lean)	7%	(8)	11%	(12)	7%	(8)	50%	(55)	10%	(11)	15%	(16)	110
PID/Gender: Dem Men	3%	(20)	4%	(21)	5%	(30)	72%	(418)	13%	(74)	3%	(17)	580
PID/Gender: Dem Women	1%	(8)	2%	(13)	5%	(37)	65%	(507)	18%	(139)	10%	(81)	784
PID/Gender: Ind Men	2%	(4)	3%	(8)	9%	(22)	59%	(148)	14%	(35)	14%	(34)	251
PID/Gender: Ind Women	2%	(5)	4%	(12)	7%	(20)	44%	(121)	21%	(59)	21%	(58)	274
PID/Gender: Rep Men	10%	(7)	13%	(9)	8%	(6)	50%	(36)	11%	(8)	9%	(6)	73
Ideo: Liberal (1-3)	3%	(24)	3%	(24)	3%	(24)	73%	(520)	11%	(81)	5%	(35)	708
Ideo: Moderate (4)	—	(3)	2%	(13)	8%	(57)	64%	(448)	18%	(126)	8%	(55)	701
Ideo: Conservative (5-7)	5%	(16)	6%	(20)	7%	(22)	57%	(184)	16%	(52)	8%	(26)	322
Educ: < College	2%	(24)	3%	(44)	6%	(84)	60%	(880)	18%	(266)	12%	(180)	1478
Educ: Bachelors degree	3%	(8)	4%	(14)	5%	(16)	71%	(236)	12%	(41)	5%	(16)	332
Educ: Post-grad	7%	(12)	4%	(8)	9%	(17)	70%	(133)	6%	(11)	5%	(10)	190
Income: Under 50k	2%	(27)	3%	(49)	6%	(81)	59%	(821)	18%	(244)	12%	(172)	1394
Income: 50k-100k	3%	(14)	2%	(11)	5%	(25)	71%	(333)	12%	(55)	6%	(28)	467
Income: 100k+	2%	(3)	4%	(6)	7%	(10)	68%	(94)	14%	(19)	4%	(6)	139
Ethnicity: Hispanic	3%	(2)	8%	(6)	1%	(1)	59%	(48)	14%	(12)	16%	(13)	83
Ethnicity: Afr. Am.	2%	(45)	3%	(66)	6%	(116)	62%	(1248)	16%	(319)	10%	(206)	2000

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Table MCB18_4: Do you have a favorable or unfavorable view of each of the following?
White nationalists

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Black Adults	2%	(45)	3%	(66)	6%	(116)	62%	(1248)	16%	(319)	10%	(206)	2000
All Christian	2%	(12)	4%	(28)	7%	(45)	70%	(453)	13%	(84)	4%	(26)	647
All Non-Christian	15%	(11)	9%	(7)	6%	(5)	45%	(33)	15%	(11)	10%	(8)	75
Agnostic/Nothing in particular	1%	(4)	3%	(16)	4%	(24)	58%	(312)	17%	(89)	17%	(94)	539
Something Else	2%	(15)	2%	(16)	6%	(42)	60%	(419)	19%	(131)	11%	(78)	701
Religious Non-Protestant/Catholic	14%	(11)	10%	(8)	7%	(6)	44%	(35)	15%	(12)	10%	(8)	81
Evangelical	3%	(20)	4%	(33)	8%	(64)	60%	(488)	17%	(136)	8%	(68)	809
Non-Evangelical	1%	(5)	1%	(7)	4%	(21)	72%	(376)	15%	(78)	6%	(33)	521
Community: Urban	2%	(18)	4%	(40)	5%	(44)	63%	(560)	16%	(140)	10%	(85)	886
Community: Suburban	2%	(19)	3%	(21)	6%	(44)	65%	(512)	15%	(117)	9%	(74)	786
Community: Rural	2%	(8)	2%	(6)	9%	(28)	54%	(177)	19%	(62)	15%	(48)	329
Employ: Private Sector	4%	(18)	5%	(21)	6%	(29)	71%	(323)	10%	(45)	4%	(20)	456
Employ: Government	2%	(3)	4%	(6)	10%	(15)	64%	(101)	8%	(13)	12%	(19)	157
Employ: Self-Employed	5%	(10)	5%	(9)	5%	(10)	69%	(132)	10%	(19)	6%	(12)	192
Employ: Homemaker	—	(0)	1%	(1)	6%	(5)	61%	(49)	21%	(17)	11%	(9)	81
Employ: Retired	1%	(4)	2%	(7)	5%	(20)	68%	(268)	18%	(71)	6%	(23)	392
Employ: Unemployed	2%	(7)	2%	(10)	5%	(21)	51%	(208)	23%	(92)	17%	(68)	407
Employ: Other	1%	(2)	3%	(4)	5%	(9)	49%	(78)	26%	(42)	16%	(26)	160
Military HH: Yes	3%	(8)	—	(1)	4%	(13)	74%	(224)	12%	(37)	6%	(19)	303
Military HH: No	2%	(37)	4%	(65)	6%	(103)	60%	(1025)	17%	(281)	11%	(187)	1697
RD/WT: Right Direction	7%	(20)	8%	(23)	7%	(19)	43%	(124)	21%	(60)	15%	(43)	288
RD/WT: Wrong Track	1%	(25)	3%	(43)	6%	(97)	66%	(1125)	15%	(259)	10%	(163)	1712
Trump Job Approve	8%	(20)	10%	(26)	10%	(24)	44%	(111)	16%	(41)	12%	(31)	253
Trump Job Disapprove	1%	(22)	2%	(37)	5%	(89)	68%	(1113)	14%	(228)	8%	(136)	1626
Trump Job Strongly Approve	15%	(15)	15%	(15)	8%	(8)	40%	(40)	16%	(16)	7%	(7)	101
Trump Job Somewhat Approve	3%	(5)	7%	(11)	11%	(17)	47%	(71)	16%	(25)	15%	(23)	152
Trump Job Somewhat Disapprove	3%	(9)	5%	(13)	12%	(31)	53%	(134)	17%	(42)	9%	(24)	251
Trump Job Strongly Disapprove	1%	(14)	2%	(25)	4%	(59)	71%	(980)	14%	(186)	8%	(112)	1375
Favorable of Trump	9%	(22)	8%	(20)	10%	(23)	43%	(104)	17%	(40)	13%	(32)	242
Unfavorable of Trump	1%	(19)	2%	(39)	6%	(88)	70%	(1097)	14%	(216)	8%	(119)	1577

Continued on next page

Table MCB18_4: Do you have a favorable or unfavorable view of each of the following?

White nationalists

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Black Adults	2%	(45)	3%	(66)	6%	(116)	62%	(1248)	16%	(319)	10%	(206)	2000
Very Favorable of Trump	16%	(18)	9%	(10)	7%	(7)	42%	(47)	13%	(14)	13%	(15)	111
Somewhat Favorable of Trump	3%	(4)	8%	(10)	12%	(16)	43%	(57)	20%	(26)	14%	(18)	130
Somewhat Unfavorable of Trump	2%	(4)	6%	(13)	13%	(27)	51%	(105)	21%	(44)	7%	(14)	206
Very Unfavorable of Trump	1%	(15)	2%	(25)	4%	(61)	72%	(992)	13%	(172)	8%	(105)	1371
#1 Issue: Economy	1%	(9)	3%	(21)	7%	(45)	65%	(435)	15%	(101)	9%	(60)	671
#1 Issue: Security	5%	(7)	4%	(5)	5%	(7)	59%	(80)	20%	(27)	7%	(10)	136
#1 Issue: Health Care	4%	(14)	4%	(17)	4%	(16)	62%	(249)	16%	(66)	10%	(42)	403
#1 Issue: Medicare / Social Security	2%	(4)	2%	(5)	4%	(12)	63%	(166)	20%	(52)	9%	(24)	263
#1 Issue: Women's Issues	1%	(2)	4%	(5)	6%	(7)	66%	(74)	8%	(9)	15%	(17)	113
#1 Issue: Education	4%	(5)	3%	(5)	8%	(13)	56%	(86)	14%	(22)	15%	(22)	153
#1 Issue: Other	1%	(3)	3%	(7)	5%	(10)	62%	(132)	17%	(35)	12%	(25)	211
2018 House Vote: Democrat	2%	(26)	3%	(29)	5%	(57)	72%	(806)	12%	(138)	6%	(69)	1125
2018 House Vote: Republican	8%	(8)	13%	(13)	7%	(7)	60%	(60)	8%	(8)	4%	(4)	100
2018 House Vote: Someone else	4%	(3)	5%	(3)	3%	(2)	53%	(32)	17%	(10)	17%	(10)	60
2016 Vote: Hillary Clinton	2%	(22)	2%	(25)	5%	(57)	72%	(799)	12%	(137)	6%	(68)	1108
2016 Vote: Donald Trump	7%	(7)	10%	(11)	9%	(10)	56%	(59)	13%	(13)	5%	(5)	105
2016 Vote: Other	4%	(3)	4%	(3)	8%	(7)	65%	(56)	11%	(9)	9%	(8)	87
2016 Vote: Didn't Vote	2%	(12)	4%	(26)	6%	(43)	48%	(332)	23%	(159)	18%	(125)	696
Voted in 2014: Yes	2%	(28)	3%	(34)	5%	(62)	72%	(822)	11%	(132)	6%	(72)	1149
Voted in 2014: No	2%	(17)	4%	(32)	6%	(55)	50%	(426)	22%	(187)	16%	(135)	851
2012 Vote: Barack Obama	2%	(27)	3%	(33)	5%	(67)	70%	(857)	13%	(153)	7%	(82)	1219
2012 Vote: Didn't Vote	2%	(15)	4%	(28)	6%	(46)	49%	(360)	22%	(161)	16%	(119)	729
4-Region: Northeast	2%	(7)	5%	(16)	4%	(11)	66%	(200)	16%	(48)	7%	(22)	303
4-Region: Midwest	1%	(4)	3%	(10)	8%	(27)	66%	(232)	16%	(55)	7%	(24)	352
4-Region: South	3%	(30)	3%	(34)	6%	(71)	60%	(713)	17%	(196)	12%	(142)	1186
4-Region: West	3%	(4)	4%	(6)	5%	(7)	65%	(103)	12%	(20)	11%	(18)	159
Generation Z, Democrat	3%	(6)	2%	(3)	3%	(5)	54%	(92)	25%	(42)	14%	(23)	171
Generation Z, Independent	1%	(2)	6%	(10)	7%	(13)	42%	(73)	14%	(24)	29%	(50)	172
Favorable BLM	2%	(40)	3%	(56)	6%	(97)	65%	(1113)	14%	(236)	9%	(158)	1701
Unfavorable BLM	2%	(4)	6%	(9)	12%	(18)	66%	(100)	11%	(17)	2%	(3)	151

Continued on next page

Table MCB18_4: Do you have a favorable or unfavorable view of each of the following?
 White nationalists

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Black Adults	2%	(45)	3%	(66)	6%	(116)	62%	(1248)	16%	(319)	10%	(206)	2000
Favorable Antifa	10%	(19)	15%	(28)	4%	(7)	65%	(121)	5%	(8)	1%	(1)	186
Unfavorable Antifa	2%	(8)	2%	(13)	9%	(46)	83%	(444)	4%	(19)	—	(2)	533
Favorable WS	42%	(33)	41%	(32)	4%	(3)	1%	(1)	5%	(4)	6%	(5)	78
Unfavorable WS	1%	(10)	2%	(31)	7%	(110)	76%	(1228)	10%	(157)	5%	(76)	1613
Favorable WN	41%	(45)	59%	(66)	—	(0)	—	(0)	—	(0)	—	(0)	111
Unfavorable WN	—	(0)	—	(0)	9%	(116)	91%	(1248)	—	(0)	—	(0)	1365
Favorable police	6%	(33)	8%	(47)	8%	(44)	56%	(330)	14%	(85)	8%	(49)	588
Unfavorable police	1%	(9)	2%	(19)	6%	(69)	74%	(877)	10%	(118)	7%	(87)	1179

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

Table MCB18_5: Do you have a favorable or unfavorable view of each of the following?
The police

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Black Adults	6% (115)	24% (473)	26% (527)	33% (652)	9% (183)	2% (50)	2000
Gender: Male	6% (51)	22% (196)	25% (225)	37% (335)	8% (73)	3% (23)	903
Gender: Female	6% (64)	25% (277)	28% (302)	29% (317)	10% (110)	2% (27)	1097
Age: 18-34	5% (37)	14% (99)	21% (148)	44% (318)	10% (73)	6% (41)	717
Age: 35-44	5% (15)	23% (74)	25% (83)	33% (110)	12% (41)	2% (6)	330
Age: 45-64	6% (38)	29% (190)	30% (192)	26% (169)	9% (57)	— (3)	649
Age: 65+	8% (24)	36% (110)	34% (103)	18% (55)	4% (12)	— (0)	304
GenZers: 1997-2012	6% (22)	10% (35)	20% (74)	48% (177)	10% (37)	7% (25)	371
Millennials: 1981-1996	5% (25)	20% (106)	22% (116)	38% (200)	12% (63)	3% (18)	527
GenXers: 1965-1980	7% (34)	22% (109)	30% (152)	31% (157)	8% (42)	1% (7)	500
Baby Boomers: 1946-1964	6% (31)	36% (203)	31% (176)	20% (111)	7% (41)	— (0)	562
PID: Dem (no lean)	5% (69)	24% (333)	29% (397)	34% (460)	7% (95)	1% (10)	1364
PID: Ind (no lean)	6% (33)	19% (98)	22% (113)	33% (172)	15% (79)	6% (30)	526
PID: Rep (no lean)	11% (12)	38% (41)	15% (17)	19% (21)	9% (9)	9% (10)	110
PID/Gender: Dem Men	5% (29)	21% (120)	28% (162)	40% (234)	6% (32)	— (3)	580
PID/Gender: Dem Women	5% (40)	27% (213)	30% (235)	29% (226)	8% (63)	1% (8)	784
PID/Gender: Ind Men	5% (13)	18% (45)	22% (55)	34% (87)	14% (35)	6% (16)	251
PID/Gender: Ind Women	7% (20)	19% (53)	21% (58)	31% (85)	16% (44)	5% (14)	274
PID/Gender: Rep Men	11% (8)	43% (31)	12% (9)	20% (14)	9% (6)	6% (5)	73
Ideo: Liberal (1-3)	6% (41)	22% (152)	30% (215)	36% (256)	5% (37)	1% (6)	708
Ideo: Moderate (4)	3% (21)	26% (185)	27% (188)	34% (237)	10% (67)	1% (4)	701
Ideo: Conservative (5-7)	11% (36)	28% (92)	25% (79)	25% (80)	9% (29)	2% (5)	322
Educ: < College	6% (85)	22% (322)	25% (375)	34% (498)	10% (154)	3% (45)	1478
Educ: Bachelors degree	6% (21)	26% (86)	28% (92)	33% (108)	7% (23)	1% (2)	332
Educ: Post-grad	5% (10)	34% (65)	31% (60)	24% (46)	3% (6)	2% (3)	190
Income: Under 50k	6% (86)	21% (294)	25% (348)	34% (469)	11% (156)	3% (42)	1394
Income: 50k-100k	6% (27)	31% (147)	26% (123)	32% (150)	4% (17)	1% (3)	467
Income: 100k+	2% (2)	23% (32)	40% (56)	24% (33)	7% (10)	4% (5)	139
Ethnicity: Hispanic	6% (5)	17% (14)	21% (17)	37% (31)	12% (10)	6% (5)	83
Ethnicity: Afr. Am.	6% (115)	24% (473)	26% (527)	33% (652)	9% (183)	2% (50)	2000

Continued on next page

Table MCB18_5: Do you have a favorable or unfavorable view of each of the following?
 The police

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Black Adults	6% (115)	24% (473)	26% (527)	33% (652)	9% (183)	2% (50)	2000
All Christian	6% (38)	31% (204)	31% (203)	24% (153)	7% (47)	1% (3)	647
All Non-Christian	11% (8)	18% (14)	19% (14)	40% (30)	10% (8)	2% (1)	75
Agnostic/Nothing in particular	7% (37)	13% (72)	21% (115)	43% (231)	10% (54)	5% (29)	539
Something Else	5% (33)	25% (176)	26% (183)	32% (223)	10% (71)	2% (16)	701
Religious Non-Protestant/Catholic	12% (9)	20% (16)	19% (15)	37% (30)	11% (9)	2% (1)	81
Evangelical	6% (47)	29% (234)	27% (216)	29% (236)	8% (66)	1% (10)	809
Non-Evangelical	4% (21)	26% (137)	31% (164)	27% (138)	10% (51)	2% (10)	521
Community: Urban	5% (44)	25% (221)	24% (217)	33% (296)	10% (85)	3% (23)	886
Community: Suburban	6% (45)	24% (191)	29% (231)	31% (243)	8% (62)	2% (13)	786
Community: Rural	8% (26)	18% (60)	24% (79)	34% (113)	11% (36)	4% (14)	329
Employ: Private Sector	7% (31)	24% (109)	30% (137)	33% (152)	5% (25)	1% (3)	456
Employ: Government	3% (5)	28% (44)	25% (40)	36% (57)	5% (7)	3% (5)	157
Employ: Self-Employed	7% (13)	17% (34)	25% (49)	40% (77)	8% (15)	3% (5)	192
Employ: Homemaker	5% (4)	28% (22)	15% (12)	31% (25)	21% (17)	2% (1)	81
Employ: Retired	7% (26)	36% (140)	30% (118)	21% (81)	7% (26)	— (2)	392
Employ: Unemployed	6% (23)	17% (70)	24% (98)	33% (135)	16% (65)	4% (16)	407
Employ: Other	5% (8)	24% (38)	25% (40)	25% (40)	12% (19)	9% (14)	160
Military HH: Yes	5% (17)	26% (79)	27% (82)	32% (97)	8% (24)	1% (4)	303
Military HH: No	6% (98)	23% (394)	26% (445)	33% (555)	9% (159)	3% (46)	1697
RD/WT: Right Direction	13% (37)	32% (93)	15% (43)	20% (59)	16% (45)	3% (10)	288
RD/WT: Wrong Track	5% (78)	22% (380)	28% (484)	35% (594)	8% (138)	2% (40)	1712
Trump Job Approve	16% (41)	35% (89)	16% (41)	19% (48)	9% (24)	4% (11)	253
Trump Job Disapprove	4% (70)	22% (364)	29% (477)	36% (585)	6% (105)	2% (26)	1626
Trump Job Strongly Approve	27% (27)	28% (28)	10% (10)	21% (21)	10% (11)	4% (4)	101
Trump Job Somewhat Approve	9% (14)	40% (61)	20% (31)	18% (27)	9% (13)	4% (6)	152
Trump Job Somewhat Disapprove	3% (8)	35% (87)	33% (83)	22% (55)	6% (15)	1% (4)	251
Trump Job Strongly Disapprove	4% (61)	20% (277)	29% (394)	39% (530)	7% (91)	2% (23)	1375
Favorable of Trump	19% (47)	36% (88)	16% (39)	16% (40)	9% (21)	3% (7)	242
Unfavorable of Trump	4% (60)	23% (361)	30% (470)	36% (572)	6% (97)	1% (17)	1577

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Table MCB18_5: Do you have a favorable or unfavorable view of each of the following?
The police

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Black Adults	6% (115)	24% (473)	26% (527)	33% (652)	9% (183)	2% (50)	2000
Very Favorable of Trump	32% (36)	27% (30)	10% (11)	19% (21)	7% (8)	4% (5)	111
Somewhat Favorable of Trump	8% (11)	44% (58)	21% (28)	14% (19)	10% (13)	2% (3)	130
Somewhat Unfavorable of Trump	4% (9)	35% (71)	32% (67)	19% (39)	9% (19)	— (1)	206
Very Unfavorable of Trump	4% (51)	21% (290)	29% (403)	39% (534)	6% (78)	1% (16)	1371
#1 Issue: Economy	6% (39)	23% (157)	27% (180)	33% (224)	9% (62)	1% (8)	671
#1 Issue: Security	11% (16)	20% (28)	26% (36)	34% (47)	5% (7)	3% (4)	136
#1 Issue: Health Care	6% (24)	26% (103)	28% (113)	29% (116)	9% (36)	3% (11)	403
#1 Issue: Medicare / Social Security	6% (16)	34% (90)	25% (65)	26% (69)	8% (22)	1% (2)	263
#1 Issue: Women's Issues	4% (5)	10% (11)	25% (28)	50% (56)	7% (7)	4% (5)	113
#1 Issue: Education	3% (5)	21% (32)	21% (32)	36% (55)	13% (19)	7% (10)	153
#1 Issue: Other	3% (6)	18% (38)	29% (61)	35% (75)	12% (25)	3% (7)	211
2018 House Vote: Democrat	5% (56)	26% (298)	30% (332)	33% (367)	6% (66)	1% (6)	1125
2018 House Vote: Republican	19% (19)	33% (33)	17% (17)	22% (22)	6% (6)	2% (2)	100
2018 House Vote: Someone else	14% (9)	27% (16)	11% (6)	27% (16)	16% (9)	4% (3)	60
2016 Vote: Hillary Clinton	5% (57)	27% (301)	31% (338)	30% (337)	6% (70)	— (5)	1108
2016 Vote: Donald Trump	19% (20)	30% (32)	15% (16)	28% (30)	7% (7)	1% (1)	105
2016 Vote: Other	6% (5)	31% (27)	24% (21)	30% (26)	7% (6)	2% (2)	87
2016 Vote: Didn't Vote	5% (33)	16% (112)	22% (151)	37% (259)	14% (99)	6% (42)	696
Voted in 2014: Yes	6% (72)	29% (330)	28% (326)	30% (349)	6% (67)	1% (7)	1149
Voted in 2014: No	5% (44)	17% (143)	24% (201)	36% (303)	14% (116)	5% (43)	851
2012 Vote: Barack Obama	6% (70)	28% (343)	29% (355)	31% (372)	6% (70)	1% (8)	1219
2012 Vote: Didn't Vote	5% (37)	16% (114)	22% (158)	37% (273)	15% (107)	5% (40)	729
4-Region: Northeast	3% (10)	25% (77)	29% (87)	32% (98)	9% (29)	1% (3)	303
4-Region: Midwest	6% (20)	24% (84)	28% (97)	33% (115)	9% (31)	1% (5)	352
4-Region: South	6% (75)	23% (278)	26% (303)	32% (381)	9% (112)	3% (37)	1186
4-Region: West	6% (10)	21% (34)	25% (40)	37% (59)	7% (12)	3% (5)	159
Generation Z, Democrat	4% (7)	9% (16)	20% (34)	56% (96)	10% (16)	1% (2)	171
Generation Z, Independent	8% (14)	4% (8)	22% (38)	43% (74)	11% (20)	11% (20)	172
Favorable BLM	5% (91)	24% (416)	28% (481)	35% (588)	6% (104)	1% (20)	1701
Unfavorable BLM	13% (20)	28% (42)	20% (30)	30% (45)	9% (13)	— (0)	151

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Table MCB18_5: Do you have a favorable or unfavorable view of each of the following?
The police

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Black Adults	6% (115)	24% (473)	26% (527)	33% (652)	9% (183)	2% (50)	2000
Favorable Antifa	12% (22)	25% (47)	22% (41)	37% (69)	3% (6)	— (1)	186
Unfavorable Antifa	6% (33)	25% (132)	29% (156)	36% (191)	4% (21)	— (0)	533
Favorable WS	33% (26)	40% (31)	13% (10)	10% (8)	3% (2)	1% (1)	78
Unfavorable WS	4% (72)	25% (397)	30% (482)	36% (588)	5% (73)	— (2)	1613
Favorable WN	29% (32)	43% (48)	14% (15)	12% (13)	1% (2)	1% (1)	111
Unfavorable WN	4% (54)	23% (320)	31% (427)	38% (520)	3% (42)	— (3)	1365
Favorable police	20% (115)	80% (473)	— (0)	— (0)	— (0)	— (0)	588
Unfavorable police	— (0)	— (0)	45% (527)	55% (652)	— (0)	— (0)	1179

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

Table MCB19_1: Thinking about your own race and ethnicity, how often do you see each of the following portrayed in promotional materials such as advertisements?

People who look like you

Demographic	A lot		Sometimes		Not much		Never		Total N
Black Adults	21%	(421)	46%	(929)	24%	(481)	8%	(169)	2000
Gender: Male	22%	(200)	48%	(433)	22%	(198)	8%	(72)	903
Gender: Female	20%	(221)	45%	(496)	26%	(283)	9%	(97)	1097
Age: 18-34	21%	(149)	40%	(284)	28%	(203)	11%	(82)	717
Age: 35-44	21%	(70)	46%	(153)	25%	(82)	8%	(25)	330
Age: 45-64	21%	(137)	49%	(321)	22%	(143)	8%	(49)	649
Age: 65+	21%	(65)	57%	(172)	18%	(54)	4%	(13)	304
GenZers: 1997-2012	20%	(74)	35%	(131)	32%	(119)	13%	(48)	371
Millennials: 1981-1996	22%	(117)	44%	(233)	25%	(132)	9%	(45)	527
GenXers: 1965-1980	21%	(105)	49%	(246)	21%	(105)	9%	(43)	500
Baby Boomers: 1946-1964	21%	(117)	53%	(298)	21%	(117)	5%	(30)	562
PID: Dem (no lean)	23%	(312)	48%	(658)	22%	(303)	7%	(91)	1364
PID: Ind (no lean)	17%	(88)	41%	(216)	30%	(158)	12%	(64)	526
PID: Rep (no lean)	19%	(20)	50%	(55)	18%	(20)	13%	(14)	110
PID/Gender: Dem Men	25%	(144)	48%	(276)	21%	(121)	7%	(39)	580
PID/Gender: Dem Women	21%	(169)	49%	(382)	23%	(182)	7%	(52)	784
PID/Gender: Ind Men	18%	(44)	46%	(117)	25%	(64)	10%	(26)	251
PID/Gender: Ind Women	16%	(44)	36%	(99)	34%	(94)	14%	(38)	274
PID/Gender: Rep Men	17%	(12)	55%	(40)	18%	(13)	10%	(7)	73
Ideo: Liberal (1-3)	23%	(164)	50%	(357)	22%	(156)	4%	(31)	708
Ideo: Moderate (4)	19%	(131)	47%	(330)	26%	(185)	8%	(54)	701
Ideo: Conservative (5-7)	24%	(77)	49%	(156)	18%	(58)	9%	(30)	322
Educ: < College	21%	(315)	44%	(654)	24%	(358)	10%	(151)	1478
Educ: Bachelors degree	20%	(65)	55%	(183)	22%	(74)	3%	(10)	332
Educ: Post-grad	22%	(41)	48%	(92)	26%	(49)	4%	(8)	190
Income: Under 50k	21%	(295)	44%	(616)	25%	(346)	10%	(137)	1394
Income: 50k-100k	21%	(97)	52%	(245)	23%	(105)	4%	(20)	467
Income: 100k+	20%	(28)	49%	(68)	22%	(30)	9%	(12)	139
Ethnicity: Hispanic	22%	(19)	47%	(39)	19%	(15)	12%	(10)	83
Ethnicity: Afr. Am.	21%	(421)	46%	(929)	24%	(481)	8%	(169)	2000

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Table MCB19_1: Thinking about your own race and ethnicity, how often do you see each of the following portrayed in promotional materials such as advertisements?

People who look like you

Demographic	A lot		Sometimes		Not much		Never		Total N
Black Adults	21%	(421)	46%	(929)	24%	(481)	8%	(169)	2000
All Christian	21%	(137)	54%	(348)	20%	(129)	5%	(34)	647
All Non-Christian	26%	(19)	40%	(30)	26%	(19)	8%	(6)	75
Agnostic/Nothing in particular	18%	(99)	42%	(224)	26%	(141)	14%	(75)	539
Something Else	23%	(158)	44%	(311)	26%	(179)	7%	(53)	701
Religious Non-Protestant/Catholic	27%	(21)	40%	(32)	25%	(20)	9%	(7)	81
Evangelical	24%	(194)	48%	(388)	22%	(178)	6%	(50)	809
Non-Evangelical	19%	(97)	50%	(261)	24%	(126)	7%	(36)	521
Community: Urban	21%	(183)	50%	(440)	21%	(186)	9%	(76)	886
Community: Suburban	22%	(174)	45%	(352)	27%	(213)	6%	(46)	786
Community: Rural	19%	(64)	42%	(137)	25%	(81)	14%	(47)	329
Employ: Private Sector	21%	(97)	49%	(221)	25%	(113)	5%	(24)	456
Employ: Government	21%	(34)	47%	(75)	27%	(42)	4%	(7)	157
Employ: Self-Employed	19%	(37)	52%	(100)	21%	(41)	7%	(14)	192
Employ: Homemaker	19%	(16)	31%	(25)	41%	(33)	8%	(7)	81
Employ: Retired	20%	(80)	54%	(211)	19%	(74)	7%	(28)	392
Employ: Unemployed	22%	(89)	43%	(176)	23%	(94)	12%	(49)	407
Employ: Other	23%	(36)	40%	(65)	22%	(35)	15%	(24)	160
Military HH: Yes	16%	(47)	53%	(160)	25%	(74)	7%	(21)	303
Military HH: No	22%	(374)	45%	(769)	24%	(407)	9%	(148)	1697
RD/WT: Right Direction	23%	(66)	49%	(141)	20%	(56)	9%	(24)	288
RD/WT: Wrong Track	21%	(354)	46%	(789)	25%	(425)	8%	(145)	1712
Trump Job Approve	24%	(61)	47%	(119)	18%	(46)	11%	(27)	253
Trump Job Disapprove	21%	(340)	47%	(764)	25%	(404)	7%	(119)	1626
Trump Job Strongly Approve	28%	(28)	47%	(48)	15%	(15)	10%	(10)	101
Trump Job Somewhat Approve	21%	(33)	47%	(71)	20%	(31)	11%	(17)	152
Trump Job Somewhat Disapprove	18%	(45)	54%	(136)	25%	(64)	3%	(6)	251
Trump Job Strongly Disapprove	21%	(295)	46%	(628)	25%	(340)	8%	(112)	1375
Favorable of Trump	27%	(66)	47%	(113)	16%	(40)	10%	(23)	242
Unfavorable of Trump	21%	(332)	47%	(747)	25%	(389)	7%	(109)	1577

Continued on next page

Table MCB19_1: Thinking about your own race and ethnicity, how often do you see each of the following portrayed in promotional materials such as advertisements?

People who look like you

Demographic	A lot		Sometimes		Not much		Never		Total N
Black Adults	21%	(421)	46%	(929)	24%	(481)	8%	(169)	2000
Very Favorable of Trump	24%	(27)	45%	(50)	17%	(19)	14%	(16)	111
Somewhat Favorable of Trump	30%	(39)	49%	(63)	16%	(21)	6%	(7)	130
Somewhat Unfavorable of Trump	17%	(36)	51%	(105)	27%	(56)	4%	(9)	206
Very Unfavorable of Trump	22%	(296)	47%	(642)	24%	(333)	7%	(99)	1371
#1 Issue: Economy	23%	(151)	49%	(329)	23%	(155)	5%	(35)	671
#1 Issue: Security	23%	(31)	44%	(60)	20%	(28)	13%	(18)	136
#1 Issue: Health Care	19%	(78)	47%	(188)	25%	(102)	9%	(34)	403
#1 Issue: Medicare / Social Security	23%	(59)	47%	(122)	23%	(60)	8%	(21)	263
#1 Issue: Women's Issues	22%	(25)	45%	(50)	21%	(24)	12%	(14)	113
#1 Issue: Education	17%	(26)	43%	(66)	28%	(42)	12%	(19)	153
#1 Issue: Other	18%	(39)	44%	(93)	28%	(60)	10%	(21)	211
2018 House Vote: Democrat	23%	(259)	49%	(547)	23%	(255)	6%	(63)	1125
2018 House Vote: Republican	22%	(22)	52%	(52)	17%	(17)	10%	(10)	100
2018 House Vote: Someone else	10%	(6)	52%	(31)	26%	(16)	12%	(7)	60
2016 Vote: Hillary Clinton	23%	(252)	50%	(549)	22%	(245)	6%	(62)	1108
2016 Vote: Donald Trump	22%	(23)	46%	(49)	20%	(21)	12%	(12)	105
2016 Vote: Other	15%	(13)	62%	(54)	19%	(17)	3%	(3)	87
2016 Vote: Didn't Vote	19%	(131)	40%	(277)	28%	(197)	13%	(91)	696
Voted in 2014: Yes	23%	(266)	49%	(563)	21%	(246)	6%	(74)	1149
Voted in 2014: No	18%	(155)	43%	(366)	28%	(235)	11%	(95)	851
2012 Vote: Barack Obama	23%	(275)	49%	(591)	23%	(275)	6%	(78)	1219
2012 Vote: Didn't Vote	18%	(132)	43%	(312)	27%	(199)	12%	(86)	729
4-Region: Northeast	20%	(59)	49%	(149)	24%	(71)	8%	(23)	303
4-Region: Midwest	21%	(75)	50%	(177)	21%	(76)	7%	(24)	352
4-Region: South	22%	(258)	46%	(543)	24%	(279)	9%	(106)	1186
4-Region: West	18%	(29)	37%	(59)	35%	(55)	10%	(16)	159
Generation Z, Democrat	21%	(35)	43%	(74)	26%	(45)	10%	(18)	171
Generation Z, Independent	18%	(30)	25%	(43)	41%	(71)	16%	(28)	172
Favorable BLM	22%	(379)	47%	(805)	24%	(406)	7%	(111)	1701
Unfavorable BLM	17%	(26)	49%	(74)	26%	(39)	8%	(11)	151

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Table MCB19_1: Thinking about your own race and ethnicity, how often do you see each of the following portrayed in promotional materials such as advertisements?*People who look like you*

Demographic	A lot		Sometimes		Not much		Never		Total N
Black Adults	21%	(421)	46%	(929)	24%	(481)	8%	(169)	2000
Favorable Antifa	26%	(49)	51%	(95)	22%	(42)	—	(1)	186
Unfavorable Antifa	20%	(109)	52%	(277)	21%	(112)	7%	(36)	533
Favorable WS	36%	(28)	45%	(35)	15%	(12)	4%	(3)	78
Unfavorable WS	21%	(344)	50%	(805)	23%	(379)	5%	(85)	1613
Favorable WN	33%	(36)	43%	(47)	21%	(23)	4%	(4)	111
Unfavorable WN	21%	(290)	50%	(683)	24%	(326)	5%	(66)	1365
Favorable police	23%	(136)	53%	(309)	20%	(116)	5%	(27)	588
Unfavorable police	22%	(261)	45%	(534)	26%	(303)	7%	(81)	1179

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

Table MCB19_2: Thinking about your own race and ethnicity, how often do you see each of the following portrayed in promotional materials such as advertisements?

Communities that look like yours

Demographic	A lot		Sometimes		Not much		Never		Total N
Black Adults	19%	(387)	41%	(816)	29%	(575)	11%	(222)	2000
Gender: Male	21%	(192)	42%	(380)	27%	(244)	10%	(87)	903
Gender: Female	18%	(195)	40%	(436)	30%	(331)	12%	(135)	1097
Age: 18-34	23%	(162)	35%	(248)	28%	(203)	14%	(104)	717
Age: 35-44	16%	(53)	44%	(146)	27%	(88)	13%	(43)	330
Age: 45-64	18%	(117)	45%	(290)	28%	(185)	9%	(57)	649
Age: 65+	18%	(55)	43%	(132)	33%	(99)	6%	(18)	304
GenZers: 1997-2012	24%	(87)	29%	(106)	32%	(118)	16%	(60)	371
Millennials: 1981-1996	20%	(105)	42%	(220)	26%	(136)	13%	(66)	527
GenXers: 1965-1980	18%	(90)	44%	(222)	28%	(139)	10%	(49)	500
Baby Boomers: 1946-1964	17%	(95)	45%	(251)	31%	(173)	8%	(43)	562
PID: Dem (no lean)	19%	(263)	44%	(598)	28%	(380)	9%	(123)	1364
PID: Ind (no lean)	18%	(93)	34%	(179)	32%	(169)	16%	(84)	526
PID: Rep (no lean)	28%	(31)	36%	(40)	23%	(25)	13%	(15)	110
PID/Gender: Dem Men	22%	(125)	44%	(253)	27%	(154)	8%	(47)	580
PID/Gender: Dem Women	17%	(137)	44%	(345)	29%	(226)	10%	(77)	784
PID/Gender: Ind Men	20%	(50)	38%	(95)	29%	(72)	13%	(33)	251
PID/Gender: Ind Women	16%	(43)	31%	(84)	35%	(97)	18%	(51)	274
PID/Gender: Rep Men	23%	(16)	44%	(32)	24%	(18)	9%	(6)	73
Ideo: Liberal (1-3)	22%	(158)	42%	(299)	29%	(209)	6%	(43)	708
Ideo: Moderate (4)	17%	(121)	44%	(307)	27%	(192)	12%	(81)	701
Ideo: Conservative (5-7)	19%	(61)	42%	(136)	28%	(91)	10%	(34)	322
Educ: < College	19%	(282)	39%	(576)	29%	(427)	13%	(193)	1478
Educ: Bachelors degree	19%	(63)	47%	(157)	28%	(93)	6%	(19)	332
Educ: Post-grad	22%	(42)	44%	(83)	29%	(55)	5%	(9)	190
Income: Under 50k	19%	(269)	39%	(542)	29%	(405)	13%	(177)	1394
Income: 50k-100k	20%	(93)	44%	(206)	28%	(133)	7%	(35)	467
Income: 100k+	18%	(25)	49%	(68)	27%	(37)	7%	(10)	139
Ethnicity: Hispanic	23%	(19)	35%	(29)	28%	(23)	14%	(12)	83
Ethnicity: Afr. Am.	19%	(387)	41%	(816)	29%	(575)	11%	(222)	2000

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Table MCB19_2: *Thinking about your own race and ethnicity, how often do you see each of the following portrayed in promotional materials such as advertisements?
 Communities that look like yours*

Demographic	A lot		Sometimes		Not much		Never		Total N
Black Adults	19%	(387)	41%	(816)	29%	(575)	11%	(222)	2000
All Christian	20%	(132)	43%	(281)	29%	(190)	7%	(45)	647
All Non-Christian	27%	(21)	33%	(24)	24%	(18)	16%	(12)	75
Agnostic/Nothing in particular	16%	(85)	37%	(202)	30%	(161)	17%	(91)	539
Something Else	20%	(141)	42%	(296)	28%	(193)	10%	(72)	701
Religious Non-Protestant/Catholic	28%	(23)	33%	(27)	23%	(19)	15%	(12)	81
Evangelical	20%	(162)	44%	(353)	28%	(224)	9%	(70)	809
Non-Evangelical	20%	(106)	41%	(213)	30%	(156)	9%	(46)	521
Community: Urban	20%	(179)	40%	(357)	28%	(252)	11%	(98)	886
Community: Suburban	19%	(150)	43%	(338)	30%	(239)	7%	(59)	786
Community: Rural	17%	(57)	37%	(121)	26%	(84)	20%	(66)	329
Employ: Private Sector	20%	(92)	42%	(190)	31%	(140)	7%	(34)	456
Employ: Government	20%	(31)	41%	(64)	33%	(51)	7%	(11)	157
Employ: Self-Employed	20%	(38)	44%	(85)	27%	(52)	9%	(18)	192
Employ: Homemaker	15%	(12)	36%	(29)	27%	(22)	21%	(17)	81
Employ: Retired	18%	(72)	44%	(172)	29%	(112)	9%	(36)	392
Employ: Unemployed	19%	(77)	40%	(164)	29%	(117)	12%	(49)	407
Employ: Other	17%	(28)	40%	(63)	22%	(36)	21%	(33)	160
Military HH: Yes	16%	(48)	46%	(138)	31%	(93)	8%	(24)	303
Military HH: No	20%	(339)	40%	(678)	28%	(482)	12%	(198)	1697
RD/WT: Right Direction	23%	(65)	43%	(123)	24%	(68)	11%	(32)	288
RD/WT: Wrong Track	19%	(322)	40%	(693)	30%	(507)	11%	(190)	1712
Trump Job Approve	24%	(60)	39%	(98)	27%	(68)	11%	(28)	253
Trump Job Disapprove	18%	(301)	42%	(678)	29%	(471)	11%	(176)	1626
Trump Job Strongly Approve	26%	(26)	47%	(47)	15%	(16)	12%	(12)	101
Trump Job Somewhat Approve	22%	(33)	33%	(51)	34%	(52)	10%	(16)	152
Trump Job Somewhat Disapprove	16%	(40)	49%	(122)	31%	(77)	5%	(13)	251
Trump Job Strongly Disapprove	19%	(261)	40%	(557)	29%	(394)	12%	(163)	1375
Favorable of Trump	26%	(63)	38%	(92)	25%	(61)	11%	(27)	242
Unfavorable of Trump	19%	(302)	42%	(659)	29%	(459)	10%	(158)	1577

Continued on next page

Table MCB19_2: Thinking about your own race and ethnicity, how often do you see each of the following portrayed in promotional materials such as advertisements?
Communities that look like yours

Demographic	A lot		Sometimes		Not much		Never		Total N
Black Adults	19%	(387)	41%	(816)	29%	(575)	11%	(222)	2000
Very Favorable of Trump	25%	(28)	38%	(43)	21%	(23)	15%	(17)	111
Somewhat Favorable of Trump	26%	(34)	38%	(49)	29%	(37)	7%	(10)	130
Somewhat Unfavorable of Trump	22%	(45)	41%	(84)	30%	(62)	7%	(15)	206
Very Unfavorable of Trump	19%	(256)	42%	(575)	29%	(397)	10%	(143)	1371
#1 Issue: Economy	21%	(144)	41%	(274)	29%	(196)	9%	(57)	671
#1 Issue: Security	16%	(21)	51%	(70)	18%	(24)	15%	(21)	136
#1 Issue: Health Care	17%	(68)	41%	(166)	33%	(133)	9%	(36)	403
#1 Issue: Medicare / Social Security	21%	(56)	41%	(107)	27%	(72)	11%	(28)	263
#1 Issue: Women's Issues	23%	(26)	42%	(48)	18%	(20)	17%	(20)	113
#1 Issue: Education	16%	(25)	33%	(51)	33%	(50)	18%	(27)	153
#1 Issue: Other	18%	(38)	36%	(76)	33%	(70)	13%	(26)	211
2018 House Vote: Democrat	20%	(225)	44%	(489)	27%	(309)	9%	(101)	1125
2018 House Vote: Republican	26%	(26)	38%	(38)	25%	(25)	10%	(10)	100
2018 House Vote: Someone else	15%	(9)	44%	(26)	34%	(20)	7%	(4)	60
2016 Vote: Hillary Clinton	20%	(220)	43%	(481)	28%	(312)	9%	(94)	1108
2016 Vote: Donald Trump	20%	(21)	37%	(39)	27%	(29)	15%	(16)	105
2016 Vote: Other	11%	(10)	54%	(47)	28%	(25)	6%	(6)	87
2016 Vote: Didn't Vote	19%	(135)	35%	(247)	30%	(210)	15%	(105)	696
Voted in 2014: Yes	21%	(236)	44%	(503)	27%	(307)	9%	(104)	1149
Voted in 2014: No	18%	(151)	37%	(313)	31%	(268)	14%	(118)	851
2012 Vote: Barack Obama	20%	(242)	44%	(532)	27%	(333)	9%	(112)	1219
2012 Vote: Didn't Vote	18%	(134)	36%	(264)	31%	(229)	14%	(103)	729
4-Region: Northeast	18%	(54)	43%	(130)	30%	(90)	9%	(29)	303
4-Region: Midwest	20%	(70)	44%	(153)	27%	(96)	9%	(32)	352
4-Region: South	20%	(234)	40%	(476)	28%	(333)	12%	(144)	1186
4-Region: West	18%	(29)	36%	(57)	35%	(55)	11%	(18)	159
Generation Z, Democrat	25%	(43)	33%	(57)	30%	(51)	12%	(20)	171
Generation Z, Independent	19%	(33)	25%	(43)	35%	(60)	21%	(36)	172
Favorable BLM	20%	(348)	42%	(716)	28%	(482)	9%	(155)	1701
Unfavorable BLM	14%	(22)	38%	(57)	37%	(56)	10%	(16)	151

Continued on next page

Table MCB19_2: Thinking about your own race and ethnicity, how often do you see each of the following portrayed in promotional materials such as advertisements?

Communities that look like yours

Demographic	A lot		Sometimes		Not much		Never		Total N
Black Adults	19%	(387)	41%	(816)	29%	(575)	11%	(222)	2000
Favorable Antifa	28%	(52)	44%	(82)	26%	(48)	2%	(4)	186
Unfavorable Antifa	20%	(107)	43%	(228)	28%	(149)	9%	(49)	533
Favorable WS	38%	(30)	41%	(32)	14%	(11)	7%	(6)	78
Unfavorable WS	19%	(301)	42%	(680)	31%	(493)	9%	(139)	1613
Favorable WN	34%	(37)	41%	(46)	16%	(18)	9%	(10)	111
Unfavorable WN	18%	(252)	43%	(590)	31%	(420)	8%	(103)	1365
Favorable police	21%	(126)	47%	(275)	25%	(149)	6%	(38)	588
Unfavorable police	20%	(230)	39%	(465)	31%	(371)	10%	(114)	1179

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

Table MCB20: *Would you say that racism is addressed in promotional materials such as advertisements:*

Demographic	Too much		The right amount		Too little		Don't know / No opinion		Total N
Black Adults	12%	(249)	17%	(331)	47%	(944)	24%	(477)	2000
Gender: Male	14%	(129)	20%	(178)	46%	(415)	20%	(181)	903
Gender: Female	11%	(120)	14%	(153)	48%	(528)	27%	(295)	1097
Age: 18-34	13%	(95)	19%	(134)	45%	(320)	24%	(169)	717
Age: 35-44	11%	(35)	22%	(73)	46%	(153)	21%	(69)	330
Age: 45-64	13%	(88)	14%	(89)	50%	(325)	23%	(148)	649
Age: 65+	10%	(31)	12%	(36)	48%	(145)	30%	(91)	304
GenZers: 1997-2012	14%	(52)	16%	(59)	43%	(161)	27%	(99)	371
Millennials: 1981-1996	12%	(62)	22%	(118)	46%	(240)	20%	(107)	527
GenXers: 1965-1980	13%	(65)	16%	(81)	48%	(240)	23%	(114)	500
Baby Boomers: 1946-1964	11%	(62)	12%	(70)	51%	(284)	26%	(146)	562
PID: Dem (no lean)	12%	(165)	16%	(218)	51%	(701)	20%	(279)	1364
PID: Ind (no lean)	12%	(63)	17%	(91)	38%	(201)	33%	(171)	526
PID: Rep (no lean)	19%	(21)	20%	(22)	37%	(41)	24%	(26)	110
PID/Gender: Dem Men	14%	(84)	19%	(113)	50%	(288)	16%	(95)	580
PID/Gender: Dem Women	10%	(81)	13%	(106)	53%	(413)	23%	(184)	784
PID/Gender: Ind Men	13%	(33)	18%	(46)	39%	(99)	29%	(73)	251
PID/Gender: Ind Women	11%	(30)	16%	(44)	37%	(102)	36%	(98)	274
PID/Gender: Rep Men	17%	(13)	26%	(19)	39%	(29)	17%	(13)	73
Ideo: Liberal (1-3)	10%	(74)	18%	(128)	55%	(392)	16%	(114)	708
Ideo: Moderate (4)	13%	(90)	18%	(124)	48%	(334)	22%	(153)	701
Ideo: Conservative (5-7)	15%	(48)	18%	(57)	41%	(132)	26%	(84)	322
Educ: < College	13%	(189)	17%	(249)	43%	(642)	27%	(398)	1478
Educ: Bachelors degree	11%	(37)	14%	(47)	58%	(193)	16%	(54)	332
Educ: Post-grad	12%	(22)	19%	(35)	57%	(108)	13%	(24)	190
Income: Under 50k	13%	(184)	16%	(218)	44%	(607)	28%	(384)	1394
Income: 50k-100k	11%	(51)	20%	(94)	55%	(257)	14%	(65)	467
Income: 100k+	10%	(14)	14%	(19)	57%	(79)	19%	(27)	139
Ethnicity: Hispanic	7%	(6)	26%	(21)	45%	(37)	22%	(18)	83
Ethnicity: Afr. Am.	12%	(249)	17%	(331)	47%	(944)	24%	(477)	2000

Continued on next page

Table MCB20: *Would you say that racism is addressed in promotional materials such as advertisements:*

Demographic	Too much		The right amount		Too little		Don't know / No opinion		Total N
Black Adults	12%	(249)	17%	(331)	47%	(944)	24%	(477)	2000
All Christian	11%	(71)	19%	(125)	51%	(332)	19%	(120)	647
All Non-Christian	24%	(18)	22%	(16)	36%	(27)	18%	(14)	75
Agnostic/Nothing in particular	12%	(63)	16%	(85)	42%	(228)	30%	(162)	539
Something Else	13%	(93)	15%	(102)	48%	(334)	25%	(172)	701
Religious Non-Protestant/Catholic	23%	(19)	24%	(19)	35%	(28)	18%	(14)	81
Evangelical	14%	(113)	18%	(147)	45%	(367)	22%	(182)	809
Non-Evangelical	9%	(47)	14%	(73)	56%	(293)	21%	(109)	521
Community: Urban	11%	(100)	17%	(152)	49%	(433)	23%	(200)	886
Community: Suburban	12%	(98)	17%	(131)	49%	(382)	22%	(175)	786
Community: Rural	16%	(51)	15%	(48)	39%	(128)	31%	(101)	329
Employ: Private Sector	12%	(54)	17%	(78)	56%	(257)	15%	(67)	456
Employ: Government	10%	(16)	19%	(29)	54%	(84)	18%	(28)	157
Employ: Self-Employed	16%	(31)	16%	(31)	49%	(94)	19%	(36)	192
Employ: Homemaker	13%	(10)	11%	(8)	43%	(35)	33%	(27)	81
Employ: Retired	12%	(48)	15%	(57)	47%	(186)	26%	(101)	392
Employ: Unemployed	14%	(55)	21%	(84)	37%	(149)	29%	(120)	407
Employ: Other	12%	(19)	12%	(19)	37%	(58)	40%	(63)	160
Military HH: Yes	14%	(42)	14%	(41)	51%	(154)	22%	(66)	303
Military HH: No	12%	(207)	17%	(290)	47%	(790)	24%	(411)	1697
RD/WT: Right Direction	18%	(53)	27%	(78)	34%	(99)	20%	(59)	288
RD/WT: Wrong Track	11%	(196)	15%	(253)	49%	(845)	24%	(418)	1712
Trump Job Approve	21%	(54)	27%	(68)	30%	(76)	22%	(56)	253
Trump Job Disapprove	11%	(183)	15%	(248)	52%	(838)	22%	(357)	1626
Trump Job Strongly Approve	26%	(26)	32%	(33)	26%	(26)	16%	(16)	101
Trump Job Somewhat Approve	18%	(27)	23%	(35)	33%	(50)	26%	(40)	152
Trump Job Somewhat Disapprove	14%	(34)	20%	(49)	39%	(98)	28%	(70)	251
Trump Job Strongly Disapprove	11%	(149)	14%	(198)	54%	(740)	21%	(288)	1375
Favorable of Trump	21%	(50)	28%	(69)	30%	(73)	21%	(50)	242
Unfavorable of Trump	11%	(174)	16%	(246)	52%	(812)	22%	(345)	1577

Continued on next page

Table MCB20: *Would you say that racism is addressed in promotional materials such as advertisements:*

Demographic	Too much		The right amount		Too little		Don't know / No opinion		Total N
Black Adults	12%	(249)	17%	(331)	47%	(944)	24%	(477)	2000
Very Favorable of Trump	22%	(25)	29%	(32)	31%	(34)	19%	(21)	111
Somewhat Favorable of Trump	20%	(26)	28%	(37)	30%	(39)	22%	(29)	130
Somewhat Unfavorable of Trump	12%	(25)	23%	(48)	35%	(72)	30%	(62)	206
Very Unfavorable of Trump	11%	(150)	14%	(198)	54%	(741)	21%	(282)	1371
#1 Issue: Economy	14%	(92)	18%	(119)	48%	(321)	21%	(139)	671
#1 Issue: Security	12%	(16)	15%	(21)	51%	(69)	22%	(29)	136
#1 Issue: Health Care	12%	(50)	18%	(73)	48%	(195)	21%	(85)	403
#1 Issue: Medicare / Social Security	13%	(35)	14%	(36)	44%	(117)	28%	(75)	263
#1 Issue: Women's Issues	6%	(7)	18%	(20)	52%	(59)	25%	(28)	113
#1 Issue: Education	15%	(23)	13%	(19)	43%	(65)	30%	(46)	153
#1 Issue: Other	7%	(14)	15%	(31)	50%	(107)	28%	(59)	211
2018 House Vote: Democrat	11%	(124)	15%	(170)	54%	(609)	20%	(222)	1125
2018 House Vote: Republican	29%	(29)	28%	(28)	27%	(27)	16%	(16)	100
2018 House Vote: Someone else	18%	(11)	10%	(6)	30%	(18)	42%	(25)	60
2016 Vote: Hillary Clinton	12%	(133)	15%	(167)	53%	(590)	20%	(217)	1108
2016 Vote: Donald Trump	20%	(21)	26%	(27)	33%	(35)	21%	(22)	105
2016 Vote: Other	10%	(9)	18%	(15)	43%	(37)	29%	(25)	87
2016 Vote: Didn't Vote	12%	(85)	17%	(121)	40%	(280)	30%	(210)	696
Voted in 2014: Yes	12%	(132)	16%	(187)	52%	(594)	21%	(237)	1149
Voted in 2014: No	14%	(117)	17%	(144)	41%	(350)	28%	(240)	851
2012 Vote: Barack Obama	11%	(138)	16%	(197)	52%	(631)	21%	(253)	1219
2012 Vote: Didn't Vote	13%	(96)	17%	(123)	41%	(298)	29%	(212)	729
4-Region: Northeast	12%	(37)	18%	(55)	48%	(145)	22%	(67)	303
4-Region: Midwest	11%	(38)	18%	(64)	50%	(175)	21%	(75)	352
4-Region: South	13%	(157)	16%	(187)	46%	(545)	25%	(296)	1186
4-Region: West	10%	(17)	16%	(25)	49%	(78)	24%	(39)	159
Generation Z, Democrat	12%	(20)	16%	(27)	54%	(92)	19%	(32)	171
Generation Z, Independent	18%	(30)	14%	(25)	34%	(59)	34%	(59)	172
Favorable BLM	12%	(202)	16%	(271)	51%	(865)	21%	(362)	1701
Unfavorable BLM	24%	(36)	24%	(36)	32%	(48)	20%	(30)	151

Continued on next page

Table MCB20: *Would you say that racism is addressed in promotional materials such as advertisements:*

Demographic	Too much		The right amount		Too little		Don't know / No opinion		Total N
Black Adults	12%	(249)	17%	(331)	47%	(944)	24%	(477)	2000
Favorable Antifa	14%	(25)	24%	(46)	53%	(100)	8%	(16)	186
Unfavorable Antifa	14%	(74)	17%	(91)	52%	(276)	17%	(93)	533
Favorable WS	36%	(28)	28%	(22)	20%	(16)	16%	(12)	78
Unfavorable WS	12%	(196)	16%	(257)	53%	(853)	19%	(307)	1613
Favorable WN	28%	(31)	36%	(40)	18%	(20)	18%	(19)	111
Unfavorable WN	12%	(167)	15%	(202)	56%	(761)	17%	(234)	1365
Favorable police	15%	(87)	20%	(120)	42%	(245)	23%	(135)	588
Unfavorable police	12%	(145)	15%	(172)	55%	(647)	18%	(215)	1179

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

Table MCB21: Which of the following comes closest to your opinion even if neither is exactly correct?

Demographic	I would like to see more racial diversity in advertisements	I don't care if there's racial diversity in advertisements	Don't Know / No Opinion	Total N
Black Adults	67% (1336)	11% (216)	22% (449)	2000
Gender: Male	64% (577)	14% (125)	22% (201)	903
Gender: Female	69% (758)	8% (91)	23% (247)	1097
Age: 18-34	59% (424)	13% (92)	28% (201)	717
Age: 35-44	67% (221)	10% (34)	23% (74)	330
Age: 45-64	72% (466)	9% (57)	19% (126)	649
Age: 65+	74% (224)	11% (33)	15% (47)	304
GenZers: 1997-2012	56% (208)	12% (46)	32% (117)	371
Millennials: 1981-1996	64% (337)	13% (68)	23% (123)	527
GenXers: 1965-1980	70% (349)	9% (43)	22% (108)	500
Baby Boomers: 1946-1964	74% (417)	9% (53)	16% (92)	562
PID: Dem (no lean)	73% (994)	9% (127)	18% (244)	1364
PID: Ind (no lean)	54% (282)	13% (68)	33% (176)	526
PID: Rep (no lean)	55% (60)	19% (21)	26% (29)	110
PID/Gender: Dem Men	71% (414)	12% (68)	17% (97)	580
PID/Gender: Dem Women	74% (580)	7% (58)	19% (146)	784
PID/Gender: Ind Men	48% (122)	16% (39)	36% (90)	251
PID/Gender: Ind Women	58% (160)	11% (29)	31% (86)	274
PID/Gender: Rep Men	57% (41)	24% (17)	19% (14)	73
Ideo: Liberal (1-3)	78% (553)	8% (60)	13% (95)	708
Ideo: Moderate (4)	67% (472)	10% (73)	22% (156)	701
Ideo: Conservative (5-7)	60% (194)	19% (61)	21% (66)	322
Educ: < College	62% (921)	11% (169)	26% (388)	1478
Educ: Bachelors degree	80% (265)	9% (29)	11% (37)	332
Educ: Post-grad	79% (150)	9% (17)	12% (24)	190
Income: Under 50k	62% (868)	11% (154)	27% (372)	1394
Income: 50k-100k	79% (367)	10% (46)	12% (55)	467
Income: 100k+	72% (100)	12% (16)	16% (23)	139
Ethnicity: Hispanic	65% (53)	16% (13)	19% (16)	83
Ethnicity: Afr. Am.	67% (1336)	11% (216)	22% (449)	2000

Continued on next page

Table MCB21: Which of the following comes closest to your opinion even if neither is exactly correct?

Demographic	I would like to see more racial diversity in advertisements	I don't care if there's racial diversity in advertisements	Don't Know / No Opinion	Total N
Black Adults	67% (1336)	11% (216)	22% (449)	2000
All Christian	77% (496)	11% (69)	13% (83)	647
All Non-Christian	71% (53)	12% (9)	17% (13)	75
Agnostic/Nothing in particular	54% (293)	12% (63)	34% (183)	539
Something Else	67% (469)	10% (67)	24% (165)	701
Religious Non-Protestant/Catholic	69% (56)	13% (11)	18% (14)	81
Evangelical	70% (570)	11% (90)	18% (149)	809
Non-Evangelical	74% (386)	8% (41)	18% (95)	521
Community: Urban	69% (608)	11% (96)	21% (182)	886
Community: Suburban	69% (546)	10% (76)	21% (163)	786
Community: Rural	56% (182)	13% (43)	31% (103)	329
Employ: Private Sector	75% (344)	10% (46)	14% (66)	456
Employ: Government	72% (113)	11% (18)	17% (27)	157
Employ: Self-Employed	66% (127)	12% (24)	22% (42)	192
Employ: Homemaker	66% (53)	12% (10)	22% (18)	81
Employ: Retired	72% (281)	10% (41)	18% (71)	392
Employ: Unemployed	56% (229)	11% (43)	33% (135)	407
Employ: Other	49% (79)	9% (14)	42% (67)	160
Military HH: Yes	70% (212)	9% (26)	21% (64)	303
Military HH: No	66% (1123)	11% (190)	23% (384)	1697
RD/WT: Right Direction	51% (147)	23% (67)	26% (74)	288
RD/WT: Wrong Track	69% (1189)	9% (149)	22% (375)	1712
Trump Job Approve	50% (125)	27% (68)	23% (59)	253
Trump Job Disapprove	72% (1176)	8% (137)	19% (313)	1626
Trump Job Strongly Approve	53% (54)	27% (27)	20% (20)	101
Trump Job Somewhat Approve	47% (72)	27% (41)	26% (39)	152
Trump Job Somewhat Disapprove	63% (158)	16% (41)	21% (52)	251
Trump Job Strongly Disapprove	74% (1018)	7% (96)	19% (261)	1375
Favorable of Trump	49% (118)	26% (63)	25% (60)	242
Unfavorable of Trump	73% (1149)	9% (136)	19% (292)	1577

Continued on next page

Table MCB21: Which of the following comes closest to your opinion even if neither is exactly correct?

Demographic	I would like to see more racial diversity in advertisements	I don't care if there's racial diversity in advertisements	Don't Know / No Opinion	Total N
Black Adults	67% (1336)	11% (216)	22% (449)	2000
Very Favorable of Trump	51% (57)	26% (29)	23% (25)	111
Somewhat Favorable of Trump	47% (62)	26% (34)	27% (35)	130
Somewhat Unfavorable of Trump	61% (126)	18% (37)	21% (43)	206
Very Unfavorable of Trump	75% (1023)	7% (100)	18% (249)	1371
#1 Issue: Economy	68% (459)	11% (74)	20% (137)	671
#1 Issue: Security	61% (84)	16% (22)	23% (31)	136
#1 Issue: Health Care	71% (286)	10% (42)	19% (76)	403
#1 Issue: Medicare / Social Security	65% (172)	9% (24)	25% (66)	263
#1 Issue: Women's Issues	63% (71)	9% (11)	27% (31)	113
#1 Issue: Education	67% (103)	14% (21)	19% (29)	153
#1 Issue: Other	65% (136)	8% (16)	28% (59)	211
2018 House Vote: Democrat	77% (867)	8% (86)	15% (172)	1125
2018 House Vote: Republican	52% (52)	32% (32)	16% (16)	100
2018 House Vote: Someone else	52% (31)	10% (6)	39% (23)	60
2016 Vote: Hillary Clinton	76% (844)	8% (89)	16% (175)	1108
2016 Vote: Donald Trump	51% (54)	32% (33)	17% (18)	105
2016 Vote: Other	69% (60)	11% (9)	20% (17)	87
2016 Vote: Didn't Vote	54% (376)	12% (84)	34% (237)	696
Voted in 2014: Yes	74% (851)	10% (115)	16% (184)	1149
Voted in 2014: No	57% (485)	12% (101)	31% (265)	851
2012 Vote: Barack Obama	75% (909)	9% (108)	17% (202)	1219
2012 Vote: Didn't Vote	55% (399)	13% (94)	33% (237)	729
4-Region: Northeast	76% (231)	8% (23)	16% (49)	303
4-Region: Midwest	65% (230)	15% (53)	20% (69)	352
4-Region: South	65% (772)	11% (127)	24% (287)	1186
4-Region: West	64% (102)	8% (13)	27% (44)	159
Generation Z, Democrat	64% (109)	14% (23)	23% (39)	171
Generation Z, Independent	49% (84)	11% (19)	40% (69)	172
Favorable BLM	72% (1227)	8% (135)	20% (339)	1701
Unfavorable BLM	44% (66)	39% (59)	17% (26)	151

Continued on next page

Table MCB21: Which of the following comes closest to your opinion even if neither is exactly correct?

Demographic	I would like to see more racial diversity in advertisements	I don't care if there's racial diversity in advertisements	Don't Know / No Opinion	Total N
Black Adults	67% (1336)	11% (216)	22% (449)	2000
Favorable Antifa	79% (148)	9% (17)	11% (21)	186
Unfavorable Antifa	71% (380)	16% (86)	13% (68)	533
Favorable WS	52% (41)	19% (15)	29% (23)	78
Unfavorable WS	74% (1196)	11% (173)	15% (244)	1613
Favorable WN	53% (59)	21% (24)	25% (28)	111
Unfavorable WN	77% (1052)	10% (136)	13% (176)	1365
Favorable police	66% (386)	14% (81)	21% (121)	588
Unfavorable police	74% (867)	9% (111)	17% (201)	1179

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

**Table MCB22_1: Would you be more or less likely to support a company if they did each of the following?
Take action to combat racism**

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Total N
Black Adults	54% (1072)	19% (380)	20% (398)	2% (49)	5% (102)	2000
Gender: Male	53% (476)	20% (176)	22% (195)	3% (25)	4% (32)	903
Gender: Female	54% (597)	19% (203)	18% (202)	2% (24)	6% (70)	1097
Age: 18-34	52% (370)	15% (110)	23% (163)	3% (20)	8% (54)	717
Age: 35-44	53% (174)	19% (63)	22% (74)	2% (6)	4% (12)	330
Age: 45-64	54% (351)	21% (135)	18% (118)	3% (18)	4% (28)	649
Age: 65+	58% (176)	23% (71)	14% (43)	2% (5)	3% (8)	304
GenZers: 1997-2012	55% (204)	13% (49)	20% (74)	3% (13)	8% (31)	371
Millennials: 1981-1996	49% (256)	19% (99)	25% (130)	2% (11)	6% (31)	527
GenXers: 1965-1980	53% (265)	19% (96)	21% (105)	3% (14)	4% (20)	500
Baby Boomers: 1946-1964	58% (329)	22% (124)	15% (83)	1% (8)	3% (19)	562
PID: Dem (no lean)	58% (786)	20% (277)	16% (224)	2% (26)	4% (50)	1364
PID: Ind (no lean)	46% (239)	15% (81)	28% (149)	3% (17)	8% (40)	526
PID: Rep (no lean)	42% (46)	20% (22)	22% (24)	6% (6)	11% (12)	110
PID/Gender: Dem Men	57% (331)	21% (124)	18% (103)	2% (11)	2% (10)	580
PID/Gender: Dem Women	58% (455)	20% (153)	15% (121)	2% (15)	5% (40)	784
PID/Gender: Ind Men	44% (110)	15% (39)	30% (75)	4% (11)	6% (16)	251
PID/Gender: Ind Women	47% (129)	15% (42)	27% (74)	2% (6)	9% (24)	274
PID/Gender: Rep Men	47% (34)	18% (13)	24% (17)	4% (3)	7% (5)	73
Ideo: Liberal (1-3)	64% (451)	17% (118)	15% (104)	2% (11)	3% (23)	708
Ideo: Moderate (4)	52% (367)	21% (146)	22% (154)	3% (18)	2% (17)	701
Ideo: Conservative (5-7)	42% (136)	24% (77)	22% (70)	4% (12)	8% (26)	322
Educ: < College	51% (753)	18% (271)	22% (327)	3% (41)	6% (86)	1478
Educ: Bachelors degree	61% (203)	20% (68)	15% (49)	1% (3)	3% (9)	332
Educ: Post-grad	61% (116)	22% (41)	12% (22)	3% (5)	3% (6)	190
Income: Under 50k	52% (724)	18% (249)	21% (298)	3% (40)	6% (83)	1394
Income: 50k-100k	57% (269)	21% (99)	17% (79)	1% (7)	3% (14)	467
Income: 100k+	58% (80)	23% (32)	15% (20)	1% (2)	3% (5)	139
Ethnicity: Hispanic	48% (40)	20% (17)	22% (19)	1% (1)	8% (7)	83
Ethnicity: Afr. Am.	54% (1072)	19% (380)	20% (398)	2% (49)	5% (102)	2000

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**Table MCB22_1: Would you be more or less likely to support a company if they did each of the following?
 Take action to combat racism**

Demographic	Much more likely		Somewhat more likely		Neither more nor less likely		Somewhat less likely		Much less likely		Total N
Black Adults	54%	(1072)	19%	(380)	20%	(398)	2%	(49)	5%	(102)	2000
All Christian	58%	(373)	23%	(149)	15%	(97)	2%	(13)	2%	(16)	647
All Non-Christian	56%	(42)	15%	(11)	24%	(18)	3%	(2)	3%	(2)	75
Agnostic/Nothing in particular	48%	(261)	17%	(91)	24%	(128)	3%	(14)	8%	(45)	539
Something Else	54%	(377)	18%	(124)	21%	(145)	3%	(18)	5%	(38)	701
Religious Non-Protestant/Catholic	52%	(42)	15%	(12)	27%	(22)	3%	(2)	3%	(2)	81
Evangelical	54%	(439)	22%	(175)	18%	(143)	2%	(18)	4%	(34)	809
Non-Evangelical	59%	(306)	18%	(92)	18%	(92)	3%	(13)	3%	(18)	521
Community: Urban	53%	(473)	20%	(178)	20%	(177)	3%	(24)	4%	(35)	886
Community: Suburban	56%	(438)	18%	(145)	20%	(158)	2%	(14)	4%	(30)	786
Community: Rural	49%	(161)	17%	(57)	19%	(63)	3%	(11)	11%	(37)	329
Employ: Private Sector	58%	(262)	21%	(94)	17%	(78)	2%	(7)	3%	(15)	456
Employ: Government	57%	(90)	17%	(26)	18%	(28)	3%	(5)	6%	(9)	157
Employ: Self-Employed	56%	(107)	20%	(38)	17%	(32)	3%	(5)	5%	(10)	192
Employ: Homemaker	46%	(37)	18%	(14)	27%	(22)	2%	(1)	7%	(6)	81
Employ: Retired	55%	(214)	24%	(92)	16%	(61)	2%	(9)	4%	(16)	392
Employ: Unemployed	44%	(180)	18%	(72)	30%	(123)	3%	(13)	5%	(19)	407
Employ: Other	52%	(83)	14%	(23)	19%	(31)	2%	(4)	12%	(19)	160
Military HH: Yes	58%	(176)	20%	(62)	15%	(44)	2%	(7)	5%	(14)	303
Military HH: No	53%	(896)	19%	(318)	21%	(353)	2%	(42)	5%	(88)	1697
RD/WT: Right Direction	44%	(127)	19%	(55)	25%	(71)	6%	(16)	7%	(19)	288
RD/WT: Wrong Track	55%	(945)	19%	(325)	19%	(327)	2%	(33)	5%	(83)	1712
Trump Job Approve	39%	(98)	20%	(51)	26%	(67)	5%	(11)	10%	(25)	253
Trump Job Disapprove	58%	(947)	19%	(304)	17%	(281)	2%	(34)	4%	(60)	1626
Trump Job Strongly Approve	43%	(44)	17%	(18)	26%	(26)	4%	(4)	9%	(9)	101
Trump Job Somewhat Approve	36%	(55)	22%	(33)	27%	(41)	5%	(7)	11%	(16)	152
Trump Job Somewhat Disapprove	43%	(109)	26%	(66)	25%	(63)	3%	(8)	2%	(6)	251
Trump Job Strongly Disapprove	61%	(839)	17%	(238)	16%	(217)	2%	(26)	4%	(55)	1375
Favorable of Trump	43%	(103)	18%	(44)	27%	(66)	3%	(7)	9%	(22)	242
Unfavorable of Trump	58%	(915)	19%	(307)	17%	(271)	2%	(34)	3%	(51)	1577

Continued on next page

Table MCB22_1: Would you be more or less likely to support a company if they did each of the following?

Take action to combat racism

Demographic	Much more likely		Somewhat more likely		Neither more nor less likely		Somewhat less likely		Much less likely		Total N
Black Adults	54%	(1072)	19%	(380)	20%	(398)	2%	(49)	5%	(102)	2000
Very Favorable of Trump	49%	(55)	12%	(13)	27%	(30)	3%	(3)	9%	(10)	111
Somewhat Favorable of Trump	37%	(48)	24%	(31)	27%	(35)	2%	(3)	9%	(12)	130
Somewhat Unfavorable of Trump	40%	(82)	28%	(57)	25%	(53)	5%	(10)	2%	(5)	206
Very Unfavorable of Trump	61%	(833)	18%	(250)	16%	(218)	2%	(23)	3%	(46)	1371
#1 Issue: Economy	53%	(357)	19%	(127)	22%	(150)	2%	(13)	4%	(24)	671
#1 Issue: Security	47%	(64)	22%	(30)	20%	(27)	4%	(5)	7%	(10)	136
#1 Issue: Health Care	53%	(213)	21%	(85)	17%	(70)	3%	(13)	6%	(23)	403
#1 Issue: Medicare / Social Security	53%	(140)	21%	(55)	19%	(49)	4%	(9)	4%	(10)	263
#1 Issue: Women's Issues	56%	(63)	18%	(21)	16%	(19)	—	(0)	9%	(10)	113
#1 Issue: Education	59%	(90)	17%	(25)	18%	(28)	3%	(5)	3%	(5)	153
#1 Issue: Other	58%	(124)	13%	(27)	21%	(44)	2%	(4)	6%	(13)	211
2018 House Vote: Democrat	61%	(686)	20%	(228)	14%	(154)	2%	(21)	3%	(36)	1125
2018 House Vote: Republican	35%	(35)	21%	(21)	29%	(29)	7%	(7)	8%	(8)	100
2018 House Vote: Someone else	42%	(25)	22%	(14)	23%	(14)	3%	(2)	10%	(6)	60
2016 Vote: Hillary Clinton	61%	(671)	21%	(228)	15%	(161)	2%	(23)	2%	(26)	1108
2016 Vote: Donald Trump	40%	(42)	18%	(19)	28%	(29)	5%	(5)	9%	(9)	105
2016 Vote: Other	44%	(38)	23%	(20)	28%	(24)	2%	(1)	4%	(3)	87
2016 Vote: Didn't Vote	46%	(320)	16%	(111)	26%	(183)	3%	(20)	9%	(63)	696
Voted in 2014: Yes	58%	(667)	21%	(242)	16%	(181)	2%	(23)	3%	(36)	1149
Voted in 2014: No	48%	(405)	16%	(138)	25%	(217)	3%	(26)	8%	(65)	851
2012 Vote: Barack Obama	58%	(709)	21%	(255)	16%	(192)	2%	(26)	3%	(38)	1219
2012 Vote: Didn't Vote	47%	(346)	15%	(112)	26%	(191)	3%	(22)	8%	(58)	729
4-Region: Northeast	58%	(176)	17%	(53)	20%	(60)	1%	(4)	3%	(10)	303
4-Region: Midwest	45%	(157)	24%	(84)	24%	(83)	3%	(10)	5%	(19)	352
4-Region: South	55%	(648)	18%	(216)	19%	(223)	3%	(33)	6%	(67)	1186
4-Region: West	58%	(91)	17%	(27)	20%	(32)	1%	(2)	4%	(7)	159
Generation Z, Democrat	61%	(104)	19%	(33)	15%	(25)	2%	(3)	3%	(6)	171
Generation Z, Independent	51%	(87)	8%	(14)	25%	(42)	5%	(8)	12%	(21)	172
Favorable BLM	60%	(1012)	19%	(325)	16%	(266)	2%	(35)	4%	(62)	1701
Unfavorable BLM	23%	(35)	26%	(40)	39%	(59)	6%	(8)	6%	(9)	151

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Table MCB22_1: *Would you be more or less likely to support a company if they did each of the following?
 Take action to combat racism*

Demographic	Much more likely		Somewhat more likely		Neither more nor less likely		Somewhat less likely		Much less likely		Total N
Black Adults	54%	(1072)	19%	(380)	20%	(398)	2%	(49)	5%	(102)	2000
Favorable Antifa	63%	(118)	22%	(42)	10%	(19)	1%	(1)	3%	(6)	186
Unfavorable Antifa	58%	(310)	17%	(90)	20%	(104)	2%	(12)	3%	(16)	533
Favorable WS	52%	(41)	25%	(20)	17%	(14)	2%	(1)	3%	(3)	78
Unfavorable WS	59%	(949)	19%	(313)	17%	(273)	2%	(35)	3%	(42)	1613
Favorable WN	45%	(50)	26%	(28)	21%	(24)	3%	(4)	4%	(5)	111
Unfavorable WN	62%	(840)	19%	(254)	16%	(212)	2%	(26)	2%	(32)	1365
Favorable police	46%	(271)	25%	(147)	22%	(130)	3%	(16)	4%	(25)	588
Unfavorable police	63%	(746)	17%	(205)	14%	(170)	2%	(22)	3%	(36)	1179

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

**Table MCB22_2: Would you be more or less likely to support a company if they did each of the following?
Make a statement supporting the Black Lives Matter movement**

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Total N
Black Adults	45% (899)	22% (435)	26% (527)	2% (47)	5% (92)	2000
Gender: Male	41% (371)	25% (224)	27% (246)	3% (23)	4% (39)	903
Gender: Female	48% (527)	19% (211)	26% (281)	2% (24)	5% (54)	1097
Age: 18-34	47% (339)	19% (138)	25% (177)	2% (17)	6% (46)	717
Age: 35-44	44% (146)	20% (64)	29% (94)	3% (10)	5% (16)	330
Age: 45-64	42% (274)	24% (157)	28% (183)	2% (15)	3% (21)	649
Age: 65+	46% (140)	25% (76)	24% (73)	2% (6)	3% (10)	304
GenZers: 1997-2012	53% (198)	15% (57)	23% (86)	2% (9)	6% (21)	371
Millennials: 1981-1996	41% (215)	23% (119)	28% (148)	3% (13)	6% (31)	527
GenXers: 1965-1980	44% (218)	21% (103)	28% (142)	3% (15)	4% (22)	500
Baby Boomers: 1946-1964	45% (252)	26% (144)	25% (142)	1% (8)	3% (16)	562
PID: Dem (no lean)	49% (665)	24% (323)	23% (314)	2% (26)	3% (36)	1364
PID: Ind (no lean)	37% (193)	18% (94)	35% (185)	2% (13)	8% (41)	526
PID: Rep (no lean)	37% (41)	16% (18)	25% (28)	7% (8)	14% (16)	110
PID/Gender: Dem Men	46% (264)	28% (163)	23% (131)	2% (10)	2% (11)	580
PID/Gender: Dem Women	51% (401)	20% (160)	23% (182)	2% (16)	3% (25)	784
PID/Gender: Ind Men	33% (83)	19% (47)	37% (92)	3% (8)	8% (21)	251
PID/Gender: Ind Women	40% (109)	17% (47)	34% (94)	2% (5)	7% (20)	274
PID/Gender: Rep Men	32% (24)	19% (14)	31% (23)	8% (6)	9% (7)	73
Ideo: Liberal (1-3)	53% (373)	23% (166)	20% (143)	1% (9)	2% (17)	708
Ideo: Moderate (4)	40% (278)	24% (169)	32% (224)	2% (16)	2% (14)	701
Ideo: Conservative (5-7)	40% (130)	19% (61)	27% (87)	5% (15)	9% (28)	322
Educ: < College	45% (668)	19% (281)	28% (415)	3% (39)	5% (74)	1478
Educ: Bachelors degree	41% (135)	30% (100)	24% (79)	2% (6)	3% (11)	332
Educ: Post-grad	50% (95)	29% (54)	17% (32)	1% (2)	4% (7)	190
Income: Under 50k	45% (624)	20% (282)	27% (375)	3% (42)	5% (71)	1394
Income: 50k-100k	45% (212)	25% (119)	25% (117)	1% (4)	3% (15)	467
Income: 100k+	45% (63)	25% (34)	25% (35)	1% (1)	4% (6)	139
Ethnicity: Hispanic	39% (32)	26% (22)	28% (23)	— (0)	7% (6)	83
Ethnicity: Afr. Am.	45% (899)	22% (435)	26% (527)	2% (47)	5% (92)	2000

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Table MCB22_2: *Would you be more or less likely to support a company if they did each of the following?
 Make a statement supporting the Black Lives Matter movement*

Demographic	Much more likely		Somewhat more likely		Neither more nor less likely		Somewhat less likely		Much less likely		Total N
Black Adults	45%	(899)	22%	(435)	26%	(527)	2%	(47)	5%	(92)	2000
All Christian	46%	(295)	25%	(161)	25%	(163)	1%	(10)	3%	(18)	647
All Non-Christian	48%	(36)	19%	(14)	26%	(19)	3%	(2)	4%	(3)	75
Agnostic/Nothing in particular	40%	(216)	19%	(101)	31%	(167)	3%	(14)	8%	(40)	539
Something Else	48%	(339)	22%	(152)	23%	(159)	3%	(21)	4%	(30)	701
Religious Non-Protestant/Catholic	45%	(36)	18%	(15)	29%	(24)	3%	(2)	5%	(4)	81
Evangelical	49%	(398)	21%	(172)	23%	(185)	3%	(22)	4%	(32)	809
Non-Evangelical	45%	(232)	26%	(134)	25%	(131)	2%	(8)	3%	(15)	521
Community: Urban	43%	(378)	24%	(216)	27%	(242)	2%	(19)	3%	(31)	886
Community: Suburban	47%	(366)	20%	(159)	27%	(209)	2%	(19)	4%	(32)	786
Community: Rural	47%	(155)	18%	(60)	23%	(75)	3%	(10)	9%	(29)	329
Employ: Private Sector	46%	(209)	26%	(117)	24%	(109)	1%	(5)	4%	(16)	456
Employ: Government	47%	(74)	22%	(34)	26%	(41)	—	(1)	5%	(8)	157
Employ: Self-Employed	44%	(85)	23%	(44)	24%	(46)	3%	(7)	6%	(11)	192
Employ: Homemaker	43%	(34)	18%	(15)	22%	(18)	7%	(5)	11%	(9)	81
Employ: Retired	41%	(161)	26%	(101)	27%	(107)	2%	(9)	3%	(14)	392
Employ: Unemployed	42%	(171)	17%	(71)	33%	(133)	4%	(15)	4%	(17)	407
Employ: Other	45%	(72)	19%	(30)	22%	(36)	4%	(6)	10%	(16)	160
Military HH: Yes	44%	(134)	23%	(70)	27%	(81)	2%	(6)	4%	(12)	303
Military HH: No	45%	(764)	22%	(365)	26%	(446)	2%	(42)	5%	(80)	1697
RD/WT: Right Direction	36%	(102)	24%	(68)	27%	(77)	5%	(14)	9%	(25)	288
RD/WT: Wrong Track	47%	(796)	21%	(367)	26%	(449)	2%	(33)	4%	(67)	1712
Trump Job Approve	32%	(81)	22%	(55)	27%	(69)	7%	(18)	12%	(30)	253
Trump Job Disapprove	48%	(787)	22%	(363)	25%	(403)	2%	(26)	3%	(47)	1626
Trump Job Strongly Approve	31%	(32)	20%	(20)	22%	(22)	9%	(9)	18%	(18)	101
Trump Job Somewhat Approve	32%	(49)	23%	(34)	31%	(47)	5%	(8)	8%	(13)	152
Trump Job Somewhat Disapprove	31%	(78)	29%	(73)	34%	(85)	3%	(7)	3%	(8)	251
Trump Job Strongly Disapprove	52%	(709)	21%	(291)	23%	(318)	1%	(19)	3%	(38)	1375
Favorable of Trump	34%	(81)	24%	(58)	24%	(59)	5%	(12)	13%	(32)	242
Unfavorable of Trump	48%	(764)	22%	(352)	25%	(398)	2%	(29)	2%	(35)	1577

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**Table MCB22_2: Would you be more or less likely to support a company if they did each of the following?
Make a statement supporting the Black Lives Matter movement**

Demographic	Much more likely		Somewhat more likely		Neither more nor less likely		Somewhat less likely		Much less likely		Total N
Black Adults	45%	(899)	22%	(435)	26%	(527)	2%	(47)	5%	(92)	2000
Very Favorable of Trump	37%	(41)	17%	(19)	19%	(21)	7%	(8)	19%	(22)	111
Somewhat Favorable of Trump	31%	(40)	30%	(39)	29%	(38)	3%	(4)	8%	(10)	130
Somewhat Unfavorable of Trump	32%	(67)	27%	(56)	34%	(71)	3%	(7)	3%	(6)	206
Very Unfavorable of Trump	51%	(697)	22%	(296)	24%	(327)	2%	(22)	2%	(29)	1371
#1 Issue: Economy	44%	(295)	21%	(142)	28%	(190)	3%	(18)	4%	(26)	671
#1 Issue: Security	39%	(53)	19%	(26)	29%	(40)	2%	(2)	10%	(14)	136
#1 Issue: Health Care	47%	(188)	24%	(96)	24%	(97)	3%	(11)	3%	(12)	403
#1 Issue: Medicare / Social Security	48%	(126)	22%	(57)	25%	(67)	1%	(3)	4%	(10)	263
#1 Issue: Women's Issues	51%	(58)	20%	(23)	17%	(20)	3%	(4)	7%	(8)	113
#1 Issue: Education	48%	(73)	24%	(36)	22%	(33)	4%	(5)	3%	(5)	153
#1 Issue: Other	40%	(85)	19%	(40)	33%	(69)	2%	(3)	7%	(14)	211
2018 House Vote: Democrat	51%	(572)	24%	(269)	21%	(240)	2%	(20)	2%	(25)	1125
2018 House Vote: Republican	28%	(28)	18%	(18)	31%	(31)	7%	(7)	17%	(17)	100
2018 House Vote: Someone else	37%	(22)	20%	(12)	28%	(17)	1%	(1)	14%	(8)	60
2016 Vote: Hillary Clinton	51%	(563)	24%	(266)	22%	(244)	2%	(17)	2%	(19)	1108
2016 Vote: Donald Trump	22%	(23)	20%	(21)	32%	(34)	7%	(7)	19%	(20)	105
2016 Vote: Other	29%	(25)	29%	(25)	33%	(29)	4%	(3)	5%	(4)	87
2016 Vote: Didn't Vote	41%	(286)	18%	(123)	31%	(219)	3%	(20)	7%	(49)	696
Voted in 2014: Yes	48%	(556)	23%	(269)	23%	(262)	2%	(24)	3%	(39)	1149
Voted in 2014: No	40%	(343)	20%	(167)	31%	(264)	3%	(24)	6%	(54)	851
2012 Vote: Barack Obama	48%	(587)	23%	(282)	24%	(297)	2%	(23)	2%	(29)	1219
2012 Vote: Didn't Vote	41%	(300)	20%	(146)	29%	(215)	3%	(18)	7%	(50)	729
4-Region: Northeast	48%	(144)	23%	(69)	24%	(73)	3%	(9)	3%	(8)	303
4-Region: Midwest	33%	(117)	26%	(90)	34%	(121)	3%	(9)	4%	(15)	352
4-Region: South	48%	(569)	20%	(236)	25%	(294)	2%	(23)	5%	(64)	1186
4-Region: West	43%	(68)	25%	(40)	25%	(39)	4%	(6)	3%	(5)	159
Generation Z, Democrat	52%	(90)	23%	(39)	19%	(33)	3%	(5)	3%	(4)	171
Generation Z, Independent	53%	(91)	9%	(16)	26%	(45)	2%	(4)	9%	(16)	172
Favorable BLM	51%	(874)	24%	(414)	21%	(353)	1%	(25)	2%	(35)	1701
Unfavorable BLM	7%	(10)	9%	(13)	54%	(82)	10%	(15)	20%	(30)	151

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Table MCB22_2: *Would you be more or less likely to support a company if they did each of the following?
 Make a statement supporting the Black Lives Matter movement*

Demographic	Much more likely		Somewhat more likely		Neither more nor less likely		Somewhat less likely		Much less likely		Total N
Black Adults	45%	(899)	22%	(435)	26%	(527)	2%	(47)	5%	(92)	2000
Favorable Antifa	53%	(99)	34%	(64)	12%	(22)	1%	(1)	—	(0)	186
Unfavorable Antifa	42%	(224)	21%	(112)	28%	(149)	3%	(18)	6%	(29)	533
Favorable WS	54%	(42)	26%	(21)	8%	(6)	7%	(6)	5%	(4)	78
Unfavorable WS	47%	(753)	23%	(371)	25%	(411)	2%	(32)	3%	(46)	1613
Favorable WN	52%	(58)	27%	(30)	9%	(10)	7%	(8)	4%	(4)	111
Unfavorable WN	48%	(652)	23%	(318)	24%	(331)	2%	(22)	3%	(41)	1365
Favorable police	39%	(228)	24%	(141)	30%	(178)	3%	(16)	4%	(25)	588
Unfavorable police	52%	(619)	23%	(268)	21%	(244)	2%	(21)	2%	(28)	1179

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

**Table MCB22_3: Would you be more or less likely to support a company if they did each of the following?
Financially support the Black Lives Matter movement**

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Total N
Black Adults	47% (932)	20% (401)	26% (510)	3% (57)	5% (99)	2000
Gender: Male	43% (387)	23% (208)	26% (237)	3% (24)	5% (48)	903
Gender: Female	50% (545)	18% (194)	25% (273)	3% (34)	5% (51)	1097
Age: 18-34	50% (357)	16% (115)	24% (170)	4% (27)	7% (47)	717
Age: 35-44	45% (149)	19% (62)	28% (94)	3% (9)	5% (16)	330
Age: 45-64	44% (284)	22% (146)	28% (183)	2% (15)	3% (22)	649
Age: 65+	47% (142)	26% (78)	21% (64)	2% (5)	5% (14)	304
GenZers: 1997-2012	54% (201)	14% (51)	22% (81)	3% (13)	7% (25)	371
Millennials: 1981-1996	44% (232)	18% (97)	28% (148)	4% (20)	6% (30)	527
GenXers: 1965-1980	45% (223)	20% (100)	28% (139)	3% (17)	4% (21)	500
Baby Boomers: 1946-1964	47% (262)	25% (140)	24% (133)	1% (6)	4% (22)	562
PID: Dem (no lean)	51% (693)	22% (303)	22% (303)	2% (26)	3% (39)	1364
PID: Ind (no lean)	37% (194)	16% (86)	35% (182)	4% (20)	8% (43)	526
PID: Rep (no lean)	41% (45)	11% (12)	23% (26)	10% (11)	15% (17)	110
PID/Gender: Dem Men	48% (279)	26% (150)	22% (125)	2% (13)	2% (13)	580
PID/Gender: Dem Women	53% (414)	20% (153)	23% (178)	2% (13)	3% (26)	784
PID/Gender: Ind Men	32% (79)	19% (47)	37% (92)	3% (6)	10% (26)	251
PID/Gender: Ind Women	42% (115)	14% (39)	33% (90)	5% (14)	6% (17)	274
PID/Gender: Rep Men	40% (29)	15% (11)	28% (20)	5% (4)	13% (9)	73
Ideo: Liberal (1-3)	55% (389)	22% (157)	19% (132)	2% (16)	2% (15)	708
Ideo: Moderate (4)	44% (311)	20% (137)	30% (212)	2% (16)	3% (24)	701
Ideo: Conservative (5-7)	38% (124)	21% (68)	27% (88)	4% (14)	9% (28)	322
Educ: < College	46% (685)	18% (268)	27% (404)	3% (46)	5% (76)	1478
Educ: Bachelors degree	46% (153)	25% (84)	22% (74)	3% (9)	4% (12)	332
Educ: Post-grad	50% (94)	26% (50)	17% (32)	1% (2)	6% (11)	190
Income: Under 50k	46% (638)	19% (263)	27% (373)	3% (48)	5% (72)	1394
Income: 50k-100k	50% (233)	22% (105)	22% (104)	1% (6)	4% (19)	467
Income: 100k+	44% (61)	25% (34)	24% (33)	2% (3)	6% (8)	139
Ethnicity: Hispanic	46% (38)	17% (14)	26% (22)	4% (3)	7% (5)	83
Ethnicity: Afr. Am.	47% (932)	20% (401)	26% (510)	3% (57)	5% (99)	2000

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**Table MCB22_3: Would you be more or less likely to support a company if they did each of the following?
Financially support the Black Lives Matter movement**

Demographic	Much more likely		Somewhat more likely		Neither more nor less likely		Somewhat less likely		Much less likely		Total N
Black Adults	47%	(932)	20%	(401)	26%	(510)	3%	(57)	5%	(99)	2000
All Christian	48%	(313)	23%	(146)	23%	(150)	2%	(13)	4%	(25)	647
All Non-Christian	43%	(32)	22%	(16)	31%	(23)	1%	(1)	3%	(2)	75
Agnostic/Nothing in particular	43%	(233)	15%	(82)	29%	(157)	4%	(22)	8%	(45)	539
Something Else	49%	(340)	21%	(146)	24%	(166)	3%	(21)	4%	(27)	701
Religious Non-Protestant/Catholic	40%	(32)	22%	(17)	34%	(27)	1%	(1)	4%	(3)	81
Evangelical	49%	(397)	21%	(173)	22%	(180)	3%	(23)	4%	(36)	809
Non-Evangelical	48%	(250)	22%	(116)	25%	(129)	2%	(11)	3%	(15)	521
Community: Urban	46%	(407)	22%	(196)	26%	(230)	2%	(17)	4%	(36)	886
Community: Suburban	48%	(374)	19%	(153)	26%	(206)	2%	(19)	4%	(33)	786
Community: Rural	46%	(151)	16%	(52)	23%	(75)	6%	(21)	9%	(30)	329
Employ: Private Sector	50%	(227)	20%	(91)	24%	(110)	2%	(10)	4%	(18)	456
Employ: Government	48%	(75)	22%	(34)	21%	(33)	4%	(6)	6%	(9)	157
Employ: Self-Employed	47%	(90)	18%	(35)	26%	(49)	1%	(2)	8%	(16)	192
Employ: Homemaker	42%	(34)	13%	(10)	33%	(26)	6%	(5)	6%	(5)	81
Employ: Retired	44%	(173)	27%	(105)	24%	(93)	2%	(7)	4%	(14)	392
Employ: Unemployed	43%	(175)	16%	(63)	33%	(135)	4%	(15)	5%	(18)	407
Employ: Other	40%	(64)	19%	(31)	27%	(43)	4%	(7)	9%	(15)	160
Military HH: Yes	48%	(146)	22%	(66)	24%	(73)	2%	(5)	4%	(13)	303
Military HH: No	46%	(786)	20%	(335)	26%	(438)	3%	(52)	5%	(86)	1697
RD/WT: Right Direction	38%	(111)	23%	(65)	24%	(68)	6%	(16)	10%	(27)	288
RD/WT: Wrong Track	48%	(821)	20%	(336)	26%	(442)	2%	(41)	4%	(72)	1712
Trump Job Approve	31%	(78)	21%	(54)	30%	(75)	5%	(12)	14%	(35)	253
Trump Job Disapprove	51%	(831)	20%	(329)	23%	(374)	3%	(42)	3%	(49)	1626
Trump Job Strongly Approve	32%	(32)	13%	(14)	30%	(30)	2%	(2)	23%	(23)	101
Trump Job Somewhat Approve	30%	(46)	27%	(41)	29%	(45)	6%	(9)	7%	(11)	152
Trump Job Somewhat Disapprove	36%	(90)	24%	(60)	33%	(83)	5%	(13)	2%	(5)	251
Trump Job Strongly Disapprove	54%	(741)	20%	(269)	21%	(292)	2%	(29)	3%	(44)	1375
Favorable of Trump	34%	(83)	20%	(49)	27%	(65)	4%	(9)	15%	(35)	242
Unfavorable of Trump	51%	(798)	21%	(324)	24%	(379)	2%	(33)	3%	(43)	1577

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**Table MCB22_3: Would you be more or less likely to support a company if they did each of the following?
Financially support the Black Lives Matter movement**

Demographic	Much more likely		Somewhat more likely		Neither more nor less likely		Somewhat less likely		Much less likely		Total N
Black Adults	47%	(932)	20%	(401)	26%	(510)	3%	(57)	5%	(99)	2000
Very Favorable of Trump	39%	(43)	13%	(14)	25%	(28)	5%	(5)	19%	(21)	111
Somewhat Favorable of Trump	31%	(40)	27%	(36)	29%	(38)	3%	(3)	11%	(14)	130
Somewhat Unfavorable of Trump	36%	(74)	20%	(41)	38%	(78)	5%	(10)	2%	(4)	206
Very Unfavorable of Trump	53%	(724)	21%	(283)	22%	(302)	2%	(24)	3%	(38)	1371
#1 Issue: Economy	44%	(297)	19%	(130)	28%	(190)	3%	(22)	5%	(32)	671
#1 Issue: Security	40%	(55)	18%	(24)	30%	(41)	2%	(3)	10%	(14)	136
#1 Issue: Health Care	50%	(201)	23%	(92)	22%	(90)	3%	(11)	2%	(9)	403
#1 Issue: Medicare / Social Security	45%	(117)	24%	(64)	25%	(66)	2%	(7)	4%	(9)	263
#1 Issue: Women's Issues	57%	(65)	15%	(17)	15%	(17)	2%	(2)	10%	(12)	113
#1 Issue: Education	54%	(83)	15%	(22)	23%	(36)	5%	(8)	3%	(5)	153
#1 Issue: Other	44%	(93)	19%	(40)	28%	(59)	2%	(3)	7%	(15)	211
2018 House Vote: Democrat	53%	(595)	22%	(246)	21%	(241)	1%	(15)	3%	(28)	1125
2018 House Vote: Republican	29%	(29)	17%	(17)	31%	(31)	5%	(5)	18%	(18)	100
2018 House Vote: Someone else	35%	(21)	22%	(13)	28%	(17)	3%	(2)	12%	(7)	60
2016 Vote: Hillary Clinton	54%	(595)	21%	(237)	21%	(238)	1%	(14)	2%	(23)	1108
2016 Vote: Donald Trump	28%	(30)	15%	(16)	33%	(35)	6%	(6)	18%	(19)	105
2016 Vote: Other	30%	(26)	25%	(21)	33%	(29)	6%	(5)	6%	(5)	87
2016 Vote: Didn't Vote	40%	(279)	18%	(126)	30%	(208)	4%	(31)	8%	(53)	696
Voted in 2014: Yes	50%	(574)	22%	(248)	23%	(264)	2%	(19)	4%	(44)	1149
Voted in 2014: No	42%	(358)	18%	(153)	29%	(246)	4%	(38)	7%	(56)	851
2012 Vote: Barack Obama	50%	(606)	23%	(275)	23%	(282)	2%	(22)	3%	(35)	1219
2012 Vote: Didn't Vote	43%	(317)	16%	(119)	29%	(210)	5%	(33)	7%	(50)	729
4-Region: Northeast	49%	(149)	23%	(71)	22%	(66)	2%	(7)	3%	(10)	303
4-Region: Midwest	38%	(135)	23%	(80)	31%	(108)	3%	(11)	5%	(18)	352
4-Region: South	48%	(573)	18%	(215)	25%	(297)	3%	(35)	6%	(66)	1186
4-Region: West	47%	(75)	22%	(35)	24%	(39)	3%	(5)	3%	(5)	159
Generation Z, Democrat	56%	(97)	21%	(36)	17%	(29)	1%	(2)	4%	(8)	171
Generation Z, Independent	51%	(87)	8%	(14)	27%	(47)	5%	(9)	9%	(16)	172
Favorable BLM	53%	(905)	23%	(386)	20%	(334)	2%	(38)	2%	(38)	1701
Unfavorable BLM	10%	(15)	6%	(9)	54%	(81)	9%	(13)	22%	(33)	151

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Table MCB22_3: *Would you be more or less likely to support a company if they did each of the following?
 Financially support the Black Lives Matter movement*

Demographic	Much more likely		Somewhat more likely		Neither more nor less likely		Somewhat less likely		Much less likely		Total N
Black Adults	47%	(932)	20%	(401)	26%	(510)	3%	(57)	5%	(99)	2000
Favorable Antifa	63%	(117)	28%	(52)	10%	(18)	—	(0)	—	(0)	186
Unfavorable Antifa	43%	(232)	20%	(105)	27%	(144)	3%	(17)	7%	(35)	533
Favorable WS	51%	(40)	30%	(24)	11%	(9)	5%	(4)	2%	(2)	78
Unfavorable WS	49%	(793)	21%	(342)	24%	(379)	2%	(40)	4%	(58)	1613
Favorable WN	53%	(58)	29%	(32)	14%	(15)	1%	(1)	4%	(4)	111
Unfavorable WN	50%	(688)	22%	(300)	22%	(294)	2%	(30)	4%	(53)	1365
Favorable police	40%	(235)	25%	(149)	27%	(161)	3%	(16)	5%	(27)	588
Unfavorable police	55%	(647)	19%	(229)	20%	(238)	2%	(27)	3%	(39)	1179

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

Table MCB22_4: Would you be more or less likely to support a company if they did each of the following?

Not address the Black Lives Matter movement

Demographic	Much more likely		Somewhat more likely		Neither more nor less likely		Somewhat less likely		Much less likely		Total N
Black Adults	8%	(152)	7%	(139)	35%	(692)	18%	(352)	33%	(665)	2000
Gender: Male	9%	(78)	8%	(69)	38%	(346)	17%	(157)	28%	(255)	903
Gender: Female	7%	(74)	6%	(70)	32%	(346)	18%	(195)	37%	(411)	1097
Age: 18-34	7%	(52)	8%	(61)	30%	(216)	15%	(111)	39%	(277)	717
Age: 35-44	10%	(33)	8%	(27)	39%	(129)	15%	(50)	28%	(91)	330
Age: 45-64	8%	(50)	5%	(35)	37%	(242)	19%	(126)	30%	(196)	649
Age: 65+	6%	(17)	5%	(16)	35%	(105)	21%	(65)	33%	(101)	304
GenZers: 1997-2012	8%	(29)	6%	(21)	28%	(105)	16%	(58)	43%	(158)	371
Millennials: 1981-1996	7%	(35)	11%	(56)	36%	(189)	16%	(83)	31%	(164)	527
GenXers: 1965-1980	9%	(46)	7%	(33)	38%	(188)	18%	(91)	28%	(142)	500
Baby Boomers: 1946-1964	7%	(39)	5%	(27)	35%	(197)	20%	(111)	34%	(189)	562
PID: Dem (no lean)	7%	(102)	7%	(93)	32%	(438)	19%	(259)	35%	(473)	1364
PID: Ind (no lean)	7%	(35)	6%	(34)	41%	(215)	15%	(81)	30%	(160)	526
PID: Rep (no lean)	14%	(15)	11%	(13)	35%	(39)	11%	(12)	29%	(32)	110
PID/Gender: Dem Men	9%	(50)	8%	(44)	35%	(206)	19%	(109)	29%	(171)	580
PID/Gender: Dem Women	7%	(52)	6%	(48)	30%	(232)	19%	(150)	39%	(303)	784
PID/Gender: Ind Men	8%	(21)	7%	(17)	44%	(110)	15%	(39)	26%	(64)	251
PID/Gender: Ind Women	5%	(14)	6%	(17)	38%	(105)	15%	(43)	35%	(95)	274
PID/Gender: Rep Men	10%	(7)	11%	(8)	41%	(30)	12%	(9)	27%	(20)	73
Ideo: Liberal (1-3)	9%	(64)	5%	(33)	30%	(212)	21%	(151)	35%	(249)	708
Ideo: Moderate (4)	5%	(38)	7%	(50)	39%	(274)	18%	(129)	30%	(210)	701
Ideo: Conservative (5-7)	8%	(26)	12%	(40)	38%	(122)	14%	(43)	28%	(91)	322
Educ: < College	9%	(127)	7%	(102)	36%	(532)	16%	(234)	33%	(484)	1478
Educ: Bachelors degree	5%	(15)	7%	(23)	32%	(107)	22%	(74)	34%	(113)	332
Educ: Post-grad	5%	(10)	7%	(14)	28%	(53)	23%	(44)	36%	(68)	190
Income: Under 50k	8%	(113)	7%	(95)	34%	(479)	17%	(235)	34%	(471)	1394
Income: 50k-100k	7%	(32)	8%	(35)	35%	(162)	18%	(85)	33%	(153)	467
Income: 100k+	4%	(6)	6%	(8)	37%	(51)	23%	(32)	30%	(42)	139
Ethnicity: Hispanic	13%	(10)	15%	(12)	34%	(28)	16%	(13)	23%	(19)	83
Ethnicity: Afr. Am.	8%	(152)	7%	(139)	35%	(692)	18%	(352)	33%	(665)	2000

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Table MCB22_4: Would you be more or less likely to support a company if they did each of the following?
 Not address the Black Lives Matter movement

Demographic	Much more likely		Somewhat more likely		Neither more nor less likely		Somewhat less likely		Much less likely		Total N
Black Adults	8%	(152)	7%	(139)	35%	(692)	18%	(352)	33%	(665)	2000
All Christian	7%	(48)	7%	(44)	34%	(223)	20%	(130)	31%	(202)	647
All Non-Christian	14%	(10)	18%	(14)	32%	(24)	18%	(13)	19%	(14)	75
Agnostic/Nothing in particular	7%	(39)	7%	(35)	39%	(211)	13%	(70)	34%	(183)	539
Something Else	7%	(51)	6%	(43)	31%	(219)	19%	(130)	37%	(258)	701
Religious Non-Protestant/Catholic	13%	(11)	18%	(15)	35%	(28)	17%	(13)	17%	(14)	81
Evangelical	8%	(64)	6%	(51)	32%	(262)	18%	(146)	35%	(286)	809
Non-Evangelical	7%	(35)	6%	(33)	32%	(169)	22%	(114)	33%	(170)	521
Community: Urban	6%	(53)	7%	(60)	35%	(306)	18%	(161)	35%	(306)	886
Community: Suburban	8%	(65)	6%	(48)	36%	(284)	18%	(144)	31%	(245)	786
Community: Rural	10%	(34)	10%	(32)	31%	(102)	14%	(47)	35%	(114)	329
Employ: Private Sector	7%	(30)	9%	(41)	34%	(153)	21%	(94)	30%	(137)	456
Employ: Government	7%	(11)	13%	(20)	29%	(45)	15%	(24)	37%	(58)	157
Employ: Self-Employed	8%	(15)	8%	(16)	33%	(63)	17%	(33)	34%	(66)	192
Employ: Homemaker	8%	(6)	10%	(8)	38%	(30)	16%	(13)	29%	(23)	81
Employ: Retired	6%	(22)	6%	(24)	38%	(149)	18%	(72)	32%	(126)	392
Employ: Unemployed	10%	(41)	3%	(14)	39%	(161)	16%	(65)	31%	(127)	407
Employ: Other	8%	(13)	4%	(7)	30%	(48)	20%	(32)	37%	(59)	160
Military HH: Yes	5%	(15)	6%	(19)	35%	(105)	18%	(56)	36%	(108)	303
Military HH: No	8%	(137)	7%	(120)	35%	(587)	17%	(296)	33%	(558)	1697
RD/WT: Right Direction	12%	(33)	15%	(42)	36%	(103)	11%	(31)	28%	(80)	288
RD/WT: Wrong Track	7%	(119)	6%	(97)	34%	(589)	19%	(321)	34%	(586)	1712
Trump Job Approve	14%	(35)	17%	(43)	36%	(92)	11%	(29)	22%	(54)	253
Trump Job Disapprove	7%	(109)	5%	(85)	33%	(540)	19%	(313)	36%	(580)	1626
Trump Job Strongly Approve	21%	(21)	20%	(20)	31%	(31)	8%	(8)	20%	(20)	101
Trump Job Somewhat Approve	9%	(14)	15%	(23)	40%	(61)	14%	(21)	23%	(35)	152
Trump Job Somewhat Disapprove	4%	(10)	10%	(25)	49%	(122)	17%	(42)	21%	(53)	251
Trump Job Strongly Disapprove	7%	(99)	4%	(61)	30%	(417)	20%	(271)	38%	(527)	1375
Favorable of Trump	13%	(31)	18%	(44)	33%	(80)	11%	(26)	25%	(61)	242
Unfavorable of Trump	7%	(109)	5%	(81)	34%	(531)	19%	(307)	35%	(549)	1577

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**Table MCB22_4: Would you be more or less likely to support a company if they did each of the following?
Not address the Black Lives Matter movement**

Demographic	Much more likely		Somewhat more likely		Neither more nor less likely		Somewhat less likely		Much less likely		Total N
Black Adults	8%	(152)	7%	(139)	35%	(692)	18%	(352)	33%	(665)	2000
Very Favorable of Trump	17%	(19)	19%	(21)	28%	(31)	8%	(9)	28%	(31)	111
Somewhat Favorable of Trump	9%	(12)	17%	(22)	38%	(49)	13%	(17)	23%	(30)	130
Somewhat Unfavorable of Trump	6%	(12)	9%	(19)	50%	(103)	19%	(39)	16%	(33)	206
Very Unfavorable of Trump	7%	(97)	5%	(62)	31%	(428)	20%	(268)	38%	(517)	1371
#1 Issue: Economy	7%	(50)	6%	(40)	37%	(247)	18%	(118)	32%	(216)	671
#1 Issue: Security	13%	(18)	6%	(9)	39%	(53)	10%	(14)	31%	(42)	136
#1 Issue: Health Care	7%	(27)	11%	(43)	31%	(127)	18%	(75)	33%	(132)	403
#1 Issue: Medicare / Social Security	9%	(23)	4%	(11)	37%	(96)	20%	(53)	31%	(81)	263
#1 Issue: Women's Issues	9%	(11)	7%	(8)	26%	(30)	14%	(16)	43%	(49)	113
#1 Issue: Education	9%	(14)	8%	(12)	29%	(45)	16%	(24)	38%	(58)	153
#1 Issue: Other	4%	(8)	4%	(8)	36%	(75)	19%	(39)	38%	(80)	211
2018 House Vote: Democrat	7%	(82)	7%	(76)	30%	(337)	19%	(218)	37%	(413)	1125
2018 House Vote: Republican	13%	(13)	21%	(21)	36%	(36)	9%	(9)	21%	(21)	100
2018 House Vote: Someone else	10%	(6)	10%	(6)	32%	(19)	23%	(14)	25%	(15)	60
2016 Vote: Hillary Clinton	8%	(83)	6%	(67)	31%	(344)	19%	(213)	36%	(400)	1108
2016 Vote: Donald Trump	13%	(13)	21%	(22)	33%	(34)	16%	(17)	18%	(19)	105
2016 Vote: Other	8%	(7)	13%	(11)	45%	(39)	21%	(18)	14%	(12)	87
2016 Vote: Didn't Vote	7%	(48)	5%	(37)	39%	(274)	15%	(104)	34%	(234)	696
Voted in 2014: Yes	8%	(95)	8%	(89)	31%	(361)	19%	(217)	34%	(387)	1149
Voted in 2014: No	7%	(57)	6%	(50)	39%	(331)	16%	(135)	33%	(278)	851
2012 Vote: Barack Obama	8%	(98)	7%	(88)	32%	(395)	19%	(234)	33%	(404)	1219
2012 Vote: Didn't Vote	6%	(47)	6%	(43)	38%	(274)	15%	(113)	35%	(253)	729
4-Region: Northeast	10%	(31)	6%	(18)	31%	(93)	19%	(58)	34%	(103)	303
4-Region: Midwest	6%	(20)	8%	(29)	41%	(144)	20%	(69)	26%	(91)	352
4-Region: South	8%	(94)	7%	(77)	33%	(397)	17%	(201)	35%	(417)	1186
4-Region: West	5%	(8)	9%	(15)	37%	(58)	15%	(24)	34%	(54)	159
Generation Z, Democrat	8%	(13)	8%	(13)	20%	(34)	20%	(35)	44%	(76)	171
Generation Z, Independent	7%	(13)	3%	(5)	36%	(62)	13%	(22)	41%	(70)	172
Favorable BLM	8%	(128)	7%	(117)	30%	(513)	19%	(323)	36%	(620)	1701
Unfavorable BLM	15%	(23)	13%	(19)	54%	(82)	11%	(17)	7%	(10)	151

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Table MCB22_4: *Would you be more or less likely to support a company if they did each of the following?
 Not address the Black Lives Matter movement*

Demographic	Much more likely		Somewhat more likely		Neither more nor less likely		Somewhat less likely		Much less likely		Total N
Black Adults	8%	(152)	7%	(139)	35%	(692)	18%	(352)	33%	(665)	2000
Favorable Antifa	12%	(22)	16%	(31)	17%	(32)	18%	(34)	37%	(68)	186
Unfavorable Antifa	7%	(36)	9%	(47)	35%	(185)	21%	(112)	29%	(153)	533
Favorable WS	19%	(15)	25%	(20)	17%	(14)	11%	(9)	28%	(22)	78
Unfavorable WS	7%	(113)	6%	(97)	33%	(538)	19%	(314)	34%	(551)	1613
Favorable WN	19%	(21)	22%	(24)	19%	(21)	16%	(18)	24%	(27)	111
Unfavorable WN	7%	(95)	6%	(82)	32%	(435)	20%	(272)	35%	(480)	1365
Favorable police	8%	(48)	10%	(58)	40%	(233)	18%	(105)	25%	(144)	588
Unfavorable police	8%	(94)	6%	(70)	28%	(331)	19%	(226)	39%	(458)	1179

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

Table MCB24: *Thinking about any statements you've seen read, or heard from companies in light of the recent protests, which of the following best describes why you think these companies released these statements?*

Demographic	They primarily want to do good		They want to do good, and also get publicity		They primarily want to get publicity		Don't Know / No Opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Black Adults	23%	(465)	38%	(766)	18%	(368)	20%	(401)	2000
Gender: Male	23%	(204)	39%	(352)	21%	(188)	18%	(160)	903
Gender: Female	24%	(261)	38%	(414)	16%	(180)	22%	(242)	1097
Age: 18-34	21%	(150)	36%	(258)	21%	(149)	22%	(160)	717
Age: 35-44	21%	(71)	40%	(133)	21%	(68)	18%	(59)	330
Age: 45-64	24%	(155)	39%	(254)	17%	(111)	20%	(130)	649
Age: 65+	30%	(90)	40%	(121)	13%	(41)	17%	(53)	304
GenZers: 1997-2012	20%	(75)	35%	(128)	20%	(72)	26%	(95)	371
Millennials: 1981-1996	21%	(110)	39%	(203)	21%	(112)	19%	(102)	527
GenXers: 1965-1980	25%	(127)	38%	(188)	19%	(95)	18%	(90)	500
Baby Boomers: 1946-1964	26%	(147)	41%	(229)	14%	(81)	19%	(106)	562
PID: Dem (no lean)	26%	(357)	41%	(565)	16%	(217)	16%	(225)	1364
PID: Ind (no lean)	15%	(76)	32%	(170)	23%	(120)	30%	(159)	526
PID: Rep (no lean)	29%	(32)	28%	(30)	28%	(31)	16%	(17)	110
PID/Gender: Dem Men	24%	(142)	43%	(252)	18%	(103)	14%	(83)	580
PID/Gender: Dem Women	27%	(215)	40%	(313)	15%	(114)	18%	(142)	784
PID/Gender: Ind Men	16%	(41)	30%	(76)	25%	(63)	28%	(71)	251
PID/Gender: Ind Women	13%	(36)	34%	(94)	21%	(57)	32%	(88)	274
PID/Gender: Rep Men	30%	(22)	33%	(24)	29%	(21)	8%	(5)	73
Ideo: Liberal (1-3)	25%	(176)	44%	(310)	21%	(145)	11%	(77)	708
Ideo: Moderate (4)	23%	(162)	41%	(285)	16%	(115)	20%	(139)	701
Ideo: Conservative (5-7)	26%	(84)	34%	(110)	23%	(73)	17%	(54)	322
Educ: < College	24%	(350)	35%	(519)	17%	(257)	24%	(351)	1478
Educ: Bachelors degree	22%	(74)	46%	(153)	22%	(72)	10%	(32)	332
Educ: Post-grad	21%	(41)	49%	(93)	20%	(39)	9%	(18)	190
Income: Under 50k	23%	(314)	36%	(499)	18%	(245)	24%	(336)	1394
Income: 50k-100k	26%	(120)	43%	(202)	21%	(96)	11%	(49)	467
Income: 100k+	23%	(32)	46%	(64)	19%	(27)	12%	(16)	139
Ethnicity: Hispanic	18%	(15)	40%	(33)	23%	(19)	20%	(16)	83
Ethnicity: Afr. Am.	23%	(465)	38%	(766)	18%	(368)	20%	(401)	2000

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Table MCB24: Thinking about any statements you've seen read, or heard from companies in light of the recent protests, which of the following best describes why you think these companies released these statements?

Demographic	They primarily want to do good		They want to do good, and also get publicity		They primarily want to get publicity		Don't Know / No Opinion		Total N
Black Adults	23%	(465)	38%	(766)	18%	(368)	20%	(401)	2000
All Christian	26%	(171)	45%	(289)	17%	(109)	12%	(78)	647
All Non-Christian	37%	(28)	39%	(29)	14%	(10)	10%	(8)	75
Agnostic/Nothing in particular	18%	(95)	34%	(183)	20%	(109)	28%	(152)	539
Something Else	24%	(166)	36%	(251)	17%	(122)	23%	(162)	701
Religious Non-Protestant/Catholic	35%	(28)	42%	(34)	13%	(10)	10%	(8)	81
Evangelical	28%	(223)	39%	(315)	15%	(119)	19%	(153)	809
Non-Evangelical	21%	(112)	41%	(213)	22%	(112)	16%	(84)	521
Community: Urban	24%	(211)	37%	(326)	19%	(172)	20%	(178)	886
Community: Suburban	24%	(186)	42%	(334)	17%	(131)	17%	(135)	786
Community: Rural	21%	(69)	32%	(106)	20%	(65)	27%	(89)	329
Employ: Private Sector	21%	(96)	46%	(208)	22%	(102)	11%	(51)	456
Employ: Government	26%	(41)	40%	(63)	21%	(33)	12%	(20)	157
Employ: Self-Employed	26%	(49)	36%	(69)	22%	(42)	16%	(31)	192
Employ: Homemaker	20%	(16)	44%	(36)	17%	(14)	19%	(15)	81
Employ: Retired	25%	(100)	43%	(168)	13%	(50)	19%	(74)	392
Employ: Unemployed	26%	(105)	30%	(120)	16%	(65)	29%	(117)	407
Employ: Other	21%	(34)	29%	(46)	15%	(24)	35%	(56)	160
Military HH: Yes	24%	(72)	41%	(124)	20%	(60)	16%	(48)	303
Military HH: No	23%	(394)	38%	(642)	18%	(308)	21%	(354)	1697
RD/WT: Right Direction	30%	(85)	31%	(88)	21%	(60)	19%	(55)	288
RD/WT: Wrong Track	22%	(380)	40%	(677)	18%	(308)	20%	(347)	1712
Trump Job Approve	28%	(70)	33%	(84)	23%	(58)	16%	(41)	253
Trump Job Disapprove	23%	(375)	41%	(659)	18%	(293)	18%	(299)	1626
Trump Job Strongly Approve	27%	(27)	33%	(33)	30%	(30)	10%	(11)	101
Trump Job Somewhat Approve	28%	(43)	34%	(51)	18%	(28)	20%	(30)	152
Trump Job Somewhat Disapprove	22%	(54)	43%	(107)	18%	(46)	17%	(44)	251
Trump Job Strongly Disapprove	23%	(320)	40%	(552)	18%	(248)	19%	(255)	1375
Favorable of Trump	26%	(63)	33%	(79)	24%	(58)	17%	(42)	242
Unfavorable of Trump	23%	(368)	41%	(650)	18%	(290)	17%	(270)	1577

Continued on next page

Table MCB24: Thinking about any statements you've seen read, or heard from companies in light of the recent protests, which of the following best describes why you think these companies released these statements?

Demographic	They primarily want to do good		They want to do good, and also get publicity		They primarily want to get publicity		Don't Know / No Opinion		Total N
Black Adults	23%	(465)	38%	(766)	18%	(368)	20%	(401)	2000
Very Favorable of Trump	25%	(27)	28%	(31)	34%	(37)	14%	(15)	111
Somewhat Favorable of Trump	28%	(36)	36%	(47)	16%	(20)	20%	(26)	130
Somewhat Unfavorable of Trump	24%	(51)	42%	(87)	19%	(39)	15%	(30)	206
Very Unfavorable of Trump	23%	(317)	41%	(564)	18%	(251)	17%	(239)	1371
#1 Issue: Economy	23%	(155)	38%	(256)	19%	(131)	19%	(129)	671
#1 Issue: Security	26%	(35)	36%	(49)	23%	(31)	15%	(21)	136
#1 Issue: Health Care	25%	(99)	42%	(169)	15%	(62)	18%	(73)	403
#1 Issue: Medicare / Social Security	26%	(67)	38%	(100)	12%	(31)	25%	(65)	263
#1 Issue: Women's Issues	15%	(16)	35%	(40)	29%	(32)	21%	(24)	113
#1 Issue: Education	32%	(49)	37%	(56)	14%	(21)	18%	(27)	153
#1 Issue: Other	19%	(39)	36%	(75)	23%	(50)	22%	(47)	211
2018 House Vote: Democrat	26%	(294)	43%	(479)	18%	(204)	13%	(148)	1125
2018 House Vote: Republican	21%	(21)	38%	(38)	33%	(33)	7%	(7)	100
2018 House Vote: Someone else	18%	(11)	27%	(16)	24%	(14)	31%	(19)	60
2016 Vote: Hillary Clinton	27%	(295)	42%	(467)	17%	(184)	15%	(161)	1108
2016 Vote: Donald Trump	20%	(21)	34%	(36)	38%	(40)	8%	(9)	105
2016 Vote: Other	16%	(14)	41%	(35)	31%	(27)	12%	(11)	87
2016 Vote: Didn't Vote	19%	(134)	33%	(226)	17%	(117)	31%	(219)	696
Voted in 2014: Yes	26%	(297)	42%	(479)	19%	(218)	14%	(156)	1149
Voted in 2014: No	20%	(168)	34%	(287)	18%	(150)	29%	(245)	851
2012 Vote: Barack Obama	25%	(307)	42%	(507)	19%	(228)	14%	(176)	1219
2012 Vote: Didn't Vote	21%	(151)	33%	(239)	17%	(122)	30%	(217)	729
4-Region: Northeast	24%	(73)	42%	(126)	21%	(63)	14%	(42)	303
4-Region: Midwest	22%	(79)	42%	(146)	20%	(72)	16%	(55)	352
4-Region: South	24%	(290)	36%	(431)	17%	(201)	22%	(264)	1186
4-Region: West	15%	(24)	39%	(62)	20%	(32)	26%	(41)	159
Generation Z, Democrat	24%	(41)	44%	(76)	17%	(29)	15%	(25)	171
Generation Z, Independent	13%	(22)	27%	(47)	22%	(38)	38%	(65)	172

Continued on next page

Table MCB24: Thinking about any statements you've seen read, or heard from companies in light of the recent protests, which of the following best describes why you think these companies released these statements?

Demographic	They primarily want to do good		They want to do good, and also get publicity		They primarily want to get publicity		Don't Know / No Opinion		Total N
Black Adults	23%	(465)	38%	(766)	18%	(368)	20%	(401)	2000
Favorable BLM	25%	(427)	40%	(681)	17%	(296)	17%	(296)	1701
Unfavorable BLM	13%	(20)	37%	(55)	33%	(50)	17%	(26)	151
Favorable Antifa	26%	(49)	45%	(83)	23%	(42)	6%	(12)	186
Unfavorable Antifa	26%	(138)	38%	(204)	22%	(118)	14%	(73)	533
Favorable WS	26%	(20)	38%	(30)	22%	(17)	14%	(11)	78
Unfavorable WS	25%	(400)	41%	(661)	20%	(324)	14%	(227)	1613
Favorable WN	30%	(33)	44%	(49)	20%	(22)	7%	(7)	111
Unfavorable WN	24%	(333)	41%	(554)	21%	(292)	14%	(185)	1365
Favorable police	29%	(168)	40%	(234)	15%	(87)	17%	(100)	588
Unfavorable police	22%	(260)	41%	(479)	22%	(258)	15%	(182)	1179

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

Table MCB25: Which of the following comes closest to your opinion even if neither is exactly correct?

Demographic	Companies don't want to lose customers, so they're releasing statements in support of the Black Lives Matter movement		Companies truly care about the Black Lives Matter movement		Don't Know / No Opinion		Total N
Black Adults	62%	(1233)	19%	(378)	19%	(389)	2000
Gender: Male	61%	(551)	21%	(186)	18%	(166)	903
Gender: Female	62%	(681)	18%	(192)	20%	(223)	1097
Age: 18-34	56%	(402)	20%	(145)	24%	(170)	717
Age: 35-44	62%	(205)	20%	(66)	18%	(59)	330
Age: 45-64	67%	(433)	16%	(102)	18%	(114)	649
Age: 65+	63%	(193)	21%	(65)	15%	(46)	304
GenZers: 1997-2012	53%	(196)	21%	(76)	27%	(99)	371
Millennials: 1981-1996	60%	(316)	20%	(107)	20%	(105)	527
GenXers: 1965-1980	65%	(323)	17%	(87)	18%	(90)	500
Baby Boomers: 1946-1964	66%	(372)	18%	(101)	16%	(89)	562
PID: Dem (no lean)	63%	(860)	21%	(288)	16%	(216)	1364
PID: Ind (no lean)	59%	(313)	12%	(64)	28%	(149)	526
PID: Rep (no lean)	54%	(60)	24%	(26)	22%	(24)	110
PID/Gender: Dem Men	63%	(368)	23%	(131)	14%	(81)	580
PID/Gender: Dem Women	63%	(492)	20%	(157)	17%	(135)	784
PID/Gender: Ind Men	57%	(143)	13%	(33)	30%	(75)	251
PID/Gender: Ind Women	62%	(170)	11%	(30)	27%	(74)	274
PID/Gender: Rep Men	56%	(41)	29%	(21)	14%	(10)	73
Ideo: Liberal (1-3)	67%	(476)	22%	(154)	11%	(78)	708
Ideo: Moderate (4)	64%	(451)	18%	(128)	17%	(122)	701
Ideo: Conservative (5-7)	57%	(184)	22%	(71)	21%	(67)	322
Educ: < College	58%	(852)	20%	(290)	23%	(337)	1478
Educ: Bachelors degree	75%	(248)	16%	(53)	9%	(31)	332
Educ: Post-grad	70%	(133)	19%	(36)	11%	(21)	190
Income: Under 50k	60%	(835)	18%	(253)	22%	(306)	1394
Income: 50k-100k	64%	(299)	22%	(105)	14%	(64)	467
Income: 100k+	72%	(99)	14%	(20)	14%	(19)	139
Ethnicity: Hispanic	58%	(48)	22%	(19)	20%	(16)	83

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Table MCB25: Which of the following comes closest to your opinion even if neither is exactly correct?

Demographic	Companies don't want to lose customers, so they're releasing statements in support of the Black Lives Matter movement		Companies truly care about the Black Lives Matter movement		Don't Know / No Opinion		Total N
Black Adults	62%	(1233)	19%	(378)	19%	(389)	2000
Ethnicity: Afr. Am.	62%	(1233)	19%	(378)	19%	(389)	2000
All Christian	63%	(409)	23%	(148)	14%	(90)	647
All Non-Christian	56%	(42)	23%	(17)	21%	(15)	75
Agnostic/Nothing in particular	56%	(303)	16%	(87)	28%	(148)	539
Something Else	63%	(445)	17%	(121)	19%	(135)	701
Religious Non-Protestant/Catholic	56%	(45)	23%	(19)	20%	(16)	81
Evangelical	63%	(507)	21%	(171)	16%	(132)	809
Non-Evangelical	64%	(336)	18%	(93)	18%	(92)	521
Community: Urban	62%	(545)	20%	(176)	19%	(165)	886
Community: Suburban	62%	(485)	20%	(156)	18%	(144)	786
Community: Rural	62%	(202)	14%	(46)	25%	(81)	329
Employ: Private Sector	70%	(319)	18%	(81)	12%	(56)	456
Employ: Government	67%	(105)	22%	(34)	12%	(18)	157
Employ: Self-Employed	62%	(120)	22%	(42)	16%	(31)	192
Employ: Homemaker	58%	(46)	21%	(17)	22%	(17)	81
Employ: Retired	62%	(245)	23%	(89)	15%	(59)	392
Employ: Unemployed	52%	(213)	18%	(73)	30%	(121)	407
Employ: Other	59%	(95)	10%	(15)	31%	(50)	160
Military HH: Yes	66%	(199)	16%	(48)	18%	(55)	303
Military HH: No	61%	(1033)	19%	(330)	20%	(334)	1697
RD/WT: Right Direction	51%	(147)	30%	(85)	19%	(55)	288
RD/WT: Wrong Track	63%	(1086)	17%	(293)	19%	(334)	1712
Trump Job Approve	55%	(139)	26%	(66)	19%	(47)	253
Trump Job Disapprove	65%	(1054)	18%	(294)	17%	(278)	1626
Trump Job Strongly Approve	55%	(56)	30%	(30)	15%	(15)	101
Trump Job Somewhat Approve	55%	(84)	24%	(36)	21%	(32)	152
Trump Job Somewhat Disapprove	63%	(158)	20%	(51)	17%	(42)	251
Trump Job Strongly Disapprove	65%	(896)	18%	(244)	17%	(236)	1375

Continued on next page

Table MCB25: Which of the following comes closest to your opinion even if neither is exactly correct?

Demographic	Companies don't want to lose customers, so they're releasing statements in support of the Black Lives Matter movement		Companies truly care about the Black Lives Matter movement		Don't Know / No Opinion		Total N
	%	(N)	%	(N)	%	(N)	
Black Adults	62%	(1233)	19%	(378)	19%	(389)	2000
Favorable of Trump	54%	(132)	27%	(66)	18%	(44)	242
Unfavorable of Trump	65%	(1028)	19%	(292)	16%	(258)	1577
Very Favorable of Trump	58%	(65)	28%	(31)	14%	(15)	111
Somewhat Favorable of Trump	51%	(67)	27%	(35)	22%	(28)	130
Somewhat Unfavorable of Trump	63%	(129)	18%	(37)	19%	(40)	206
Very Unfavorable of Trump	66%	(898)	19%	(255)	16%	(218)	1371
#1 Issue: Economy	63%	(423)	18%	(118)	19%	(129)	671
#1 Issue: Security	65%	(89)	19%	(26)	16%	(21)	136
#1 Issue: Health Care	62%	(250)	19%	(78)	19%	(75)	403
#1 Issue: Medicare / Social Security	60%	(158)	21%	(55)	19%	(50)	263
#1 Issue: Women's Issues	56%	(63)	25%	(28)	19%	(21)	113
#1 Issue: Education	59%	(90)	21%	(33)	20%	(31)	153
#1 Issue: Other	65%	(138)	12%	(26)	22%	(48)	211
2018 House Vote: Democrat	67%	(752)	20%	(228)	13%	(145)	1125
2018 House Vote: Republican	69%	(69)	18%	(18)	12%	(12)	100
2018 House Vote: Someone else	68%	(41)	7%	(4)	25%	(15)	60
2016 Vote: Hillary Clinton	66%	(727)	20%	(224)	14%	(157)	1108
2016 Vote: Donald Trump	71%	(74)	17%	(18)	12%	(13)	105
2016 Vote: Other	74%	(64)	6%	(5)	20%	(17)	87
2016 Vote: Didn't Vote	53%	(366)	19%	(130)	29%	(200)	696
Voted in 2014: Yes	67%	(769)	19%	(218)	14%	(162)	1149
Voted in 2014: No	54%	(464)	19%	(160)	27%	(227)	851
2012 Vote: Barack Obama	66%	(806)	19%	(231)	15%	(182)	1219
2012 Vote: Didn't Vote	53%	(388)	20%	(146)	27%	(196)	729
4-Region: Northeast	61%	(185)	20%	(60)	19%	(58)	303
4-Region: Midwest	63%	(222)	23%	(81)	14%	(49)	352
4-Region: South	62%	(732)	18%	(214)	20%	(241)	1186
4-Region: West	59%	(93)	15%	(24)	26%	(42)	159

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Table MCB25: Which of the following comes closest to your opinion even if neither is exactly correct?

Demographic	Companies don't want to lose customers, so they're releasing statements in support of the Black Lives Matter movement		Companies truly care about the Black Lives Matter movement		Don't Know / No Opinion		Total N
Black Adults	62%	(1233)	19%	(378)	19%	(389)	2000
Generation Z, Democrat	56%	(96)	25%	(43)	19%	(32)	171
Generation Z, Independent	53%	(91)	13%	(23)	34%	(58)	172
Favorable BLM	63%	(1072)	21%	(351)	16%	(278)	1701
Unfavorable BLM	71%	(107)	10%	(15)	19%	(29)	151
Favorable Antifa	64%	(120)	31%	(57)	5%	(9)	186
Unfavorable Antifa	66%	(353)	20%	(109)	13%	(70)	533
Favorable WS	55%	(43)	33%	(26)	12%	(10)	78
Unfavorable WS	67%	(1074)	19%	(302)	15%	(236)	1613
Favorable WN	52%	(57)	38%	(42)	11%	(12)	111
Unfavorable WN	69%	(941)	18%	(247)	13%	(176)	1365
Favorable police	60%	(352)	23%	(133)	18%	(103)	588
Unfavorable police	68%	(808)	18%	(213)	13%	(159)	1179

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

Table MCB26: About how often would you say you see Black influencers promoting or representing brands you purchase from?

Demographic	Always		Sometimes		Rarely		Never		Total N
Black Adults	14%	(279)	49%	(981)	28%	(552)	9%	(188)	2000
Gender: Male	15%	(133)	49%	(442)	27%	(246)	9%	(82)	903
Gender: Female	13%	(146)	49%	(539)	28%	(306)	10%	(106)	1097
Age: 18-34	22%	(156)	48%	(345)	20%	(143)	10%	(73)	717
Age: 35-44	15%	(49)	50%	(166)	26%	(87)	9%	(28)	330
Age: 45-64	8%	(55)	49%	(319)	32%	(208)	10%	(68)	649
Age: 65+	6%	(20)	50%	(151)	38%	(114)	6%	(19)	304
GenZers: 1997-2012	22%	(83)	46%	(172)	20%	(74)	11%	(42)	371
Millennials: 1981-1996	18%	(97)	52%	(272)	21%	(110)	9%	(48)	527
GenXers: 1965-1980	13%	(64)	49%	(245)	29%	(146)	9%	(45)	500
Baby Boomers: 1946-1964	6%	(35)	49%	(273)	36%	(204)	9%	(50)	562
PID: Dem (no lean)	14%	(188)	50%	(686)	28%	(389)	7%	(102)	1364
PID: Ind (no lean)	13%	(68)	46%	(243)	27%	(143)	14%	(72)	526
PID: Rep (no lean)	21%	(23)	48%	(52)	19%	(21)	13%	(14)	110
PID/Gender: Dem Men	15%	(88)	50%	(289)	28%	(164)	7%	(40)	580
PID/Gender: Dem Women	13%	(101)	51%	(397)	29%	(225)	8%	(62)	784
PID/Gender: Ind Men	13%	(32)	47%	(117)	26%	(65)	15%	(37)	251
PID/Gender: Ind Women	13%	(36)	46%	(126)	28%	(78)	13%	(35)	274
PID/Gender: Rep Men	19%	(14)	50%	(36)	25%	(18)	6%	(5)	73
Ideo: Liberal (1-3)	17%	(119)	49%	(343)	28%	(201)	6%	(45)	708
Ideo: Moderate (4)	9%	(62)	52%	(366)	31%	(214)	8%	(59)	701
Ideo: Conservative (5-7)	18%	(58)	49%	(158)	24%	(76)	9%	(30)	322
Educ: < College	14%	(205)	49%	(731)	26%	(384)	11%	(157)	1478
Educ: Bachelors degree	11%	(37)	48%	(161)	35%	(115)	6%	(19)	332
Educ: Post-grad	19%	(37)	47%	(89)	28%	(53)	6%	(12)	190
Income: Under 50k	14%	(192)	49%	(684)	27%	(371)	10%	(146)	1394
Income: 50k-100k	14%	(66)	50%	(234)	28%	(133)	7%	(35)	467
Income: 100k+	15%	(21)	45%	(63)	35%	(48)	5%	(7)	139
Ethnicity: Hispanic	25%	(21)	44%	(36)	20%	(16)	11%	(9)	83
Ethnicity: Afr. Am.	14%	(279)	49%	(981)	28%	(552)	9%	(188)	2000

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Table MCB26: About how often would you say you see Black influencers promoting or representing brands you purchase from?

Demographic	Always		Sometimes		Rarely		Never		Total N
Black Adults	14%	(279)	49%	(981)	28%	(552)	9%	(188)	2000
All Christian	13%	(85)	51%	(330)	29%	(191)	6%	(42)	647
All Non-Christian	30%	(22)	48%	(36)	16%	(12)	5%	(4)	75
Agnostic/Nothing in particular	16%	(87)	41%	(222)	27%	(146)	16%	(84)	539
Something Else	11%	(81)	53%	(370)	28%	(195)	8%	(56)	701
Religious Non-Protestant/Catholic	31%	(25)	48%	(39)	15%	(12)	6%	(5)	81
Evangelical	15%	(118)	53%	(428)	27%	(216)	6%	(48)	809
Non-Evangelical	9%	(45)	51%	(263)	32%	(165)	9%	(47)	521
Community: Urban	15%	(131)	48%	(427)	28%	(252)	9%	(76)	886
Community: Suburban	13%	(101)	50%	(395)	28%	(221)	9%	(68)	786
Community: Rural	14%	(47)	49%	(159)	24%	(79)	13%	(44)	329
Employ: Private Sector	14%	(65)	50%	(230)	28%	(130)	7%	(32)	456
Employ: Government	21%	(33)	46%	(72)	27%	(43)	6%	(9)	157
Employ: Self-Employed	22%	(42)	48%	(93)	21%	(40)	9%	(17)	192
Employ: Homemaker	16%	(13)	41%	(33)	30%	(24)	13%	(11)	81
Employ: Retired	9%	(37)	48%	(188)	36%	(140)	7%	(28)	392
Employ: Unemployed	13%	(53)	49%	(201)	25%	(102)	12%	(51)	407
Employ: Other	11%	(18)	45%	(72)	26%	(41)	18%	(29)	160
Military HH: Yes	12%	(38)	48%	(145)	31%	(94)	9%	(26)	303
Military HH: No	14%	(241)	49%	(836)	27%	(458)	10%	(162)	1697
RD/WT: Right Direction	18%	(51)	51%	(146)	21%	(60)	11%	(31)	288
RD/WT: Wrong Track	13%	(228)	49%	(835)	29%	(492)	9%	(157)	1712
Trump Job Approve	21%	(53)	45%	(113)	21%	(53)	13%	(34)	253
Trump Job Disapprove	13%	(206)	50%	(814)	29%	(475)	8%	(131)	1626
Trump Job Strongly Approve	31%	(31)	42%	(43)	16%	(16)	10%	(11)	101
Trump Job Somewhat Approve	14%	(21)	46%	(70)	24%	(37)	16%	(24)	152
Trump Job Somewhat Disapprove	10%	(25)	55%	(138)	31%	(77)	5%	(12)	251
Trump Job Strongly Disapprove	13%	(181)	49%	(676)	29%	(399)	9%	(119)	1375
Favorable of Trump	20%	(47)	49%	(118)	20%	(47)	12%	(29)	242
Unfavorable of Trump	13%	(199)	50%	(785)	30%	(471)	8%	(122)	1577

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Table MCB26: About how often would you say you see Black influencers promoting or representing brands you purchase from?

Demographic	Always		Sometimes		Rarely		Never		Total N
Black Adults	14%	(279)	49%	(981)	28%	(552)	9%	(188)	2000
Very Favorable of Trump	28%	(31)	43%	(48)	17%	(19)	12%	(13)	111
Somewhat Favorable of Trump	13%	(16)	54%	(71)	21%	(28)	12%	(15)	130
Somewhat Unfavorable of Trump	11%	(22)	59%	(122)	27%	(55)	4%	(8)	206
Very Unfavorable of Trump	13%	(177)	48%	(663)	30%	(416)	8%	(114)	1371
#1 Issue: Economy	15%	(98)	52%	(351)	26%	(174)	7%	(48)	671
#1 Issue: Security	19%	(26)	40%	(55)	32%	(43)	9%	(12)	136
#1 Issue: Health Care	14%	(58)	48%	(194)	29%	(115)	9%	(36)	403
#1 Issue: Medicare / Social Security	6%	(15)	47%	(124)	35%	(92)	12%	(32)	263
#1 Issue: Women's Issues	20%	(22)	48%	(54)	21%	(23)	11%	(13)	113
#1 Issue: Education	15%	(23)	52%	(80)	24%	(36)	9%	(14)	153
#1 Issue: Other	14%	(29)	47%	(99)	28%	(59)	11%	(24)	211
2018 House Vote: Democrat	14%	(159)	51%	(572)	29%	(322)	6%	(71)	1125
2018 House Vote: Republican	15%	(15)	52%	(52)	22%	(22)	11%	(11)	100
2018 House Vote: Someone else	9%	(5)	48%	(29)	29%	(17)	14%	(9)	60
2016 Vote: Hillary Clinton	13%	(149)	51%	(560)	30%	(332)	6%	(67)	1108
2016 Vote: Donald Trump	16%	(17)	54%	(57)	21%	(22)	9%	(9)	105
2016 Vote: Other	7%	(6)	61%	(53)	27%	(23)	5%	(4)	87
2016 Vote: Didn't Vote	15%	(105)	45%	(310)	25%	(175)	15%	(106)	696
Voted in 2014: Yes	13%	(149)	50%	(576)	30%	(347)	7%	(77)	1149
Voted in 2014: No	15%	(130)	48%	(405)	24%	(205)	13%	(111)	851
2012 Vote: Barack Obama	13%	(153)	50%	(611)	31%	(374)	7%	(80)	1219
2012 Vote: Didn't Vote	16%	(119)	47%	(343)	23%	(167)	14%	(101)	729
4-Region: Northeast	14%	(43)	48%	(145)	31%	(94)	7%	(22)	303
4-Region: Midwest	11%	(40)	52%	(184)	29%	(102)	8%	(27)	352
4-Region: South	15%	(175)	50%	(591)	26%	(307)	10%	(113)	1186
4-Region: West	14%	(22)	39%	(61)	31%	(50)	16%	(26)	159
Generation Z, Democrat	24%	(41)	49%	(85)	21%	(36)	6%	(9)	171
Generation Z, Independent	21%	(36)	43%	(74)	20%	(34)	16%	(28)	172
Favorable BLM	15%	(249)	51%	(860)	28%	(474)	7%	(117)	1701
Unfavorable BLM	10%	(15)	47%	(70)	30%	(44)	14%	(20)	151
Favorable Antifa	23%	(43)	51%	(94)	24%	(44)	2%	(4)	186
Unfavorable Antifa	16%	(83)	50%	(269)	26%	(141)	7%	(40)	533

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Table MCB26: About how often would you say you see Black influencers promoting or representing brands you purchase from?

Demographic	Always		Sometimes		Rarely		Never		Total N
Black Adults	14%	(279)	49%	(981)	28%	(552)	9%	(188)	2000
Favorable WS	45%	(35)	39%	(30)	12%	(9)	4%	(3)	78
Unfavorable WS	13%	(205)	51%	(816)	29%	(470)	8%	(122)	1613
Favorable WN	40%	(44)	38%	(42)	21%	(23)	1%	(2)	111
Unfavorable WN	13%	(174)	51%	(694)	29%	(400)	7%	(96)	1365
Favorable police	11%	(67)	52%	(304)	30%	(174)	7%	(43)	588
Unfavorable police	16%	(184)	49%	(581)	28%	(334)	7%	(80)	1179

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

Table MCB27: Now, do you think you are more or less likely to research diversity within companies before deciding whether or not to purchase from them?

Demographic	Much more likely		Somewhat more likely		Neither more nor less likely		Somewhat less likely		Much less likely		Total N
Black Adults	20%	(409)	28%	(555)	42%	(846)	4%	(75)	6%	(115)	2000
Gender: Male	20%	(180)	27%	(247)	43%	(393)	5%	(42)	5%	(43)	903
Gender: Female	21%	(229)	28%	(308)	41%	(453)	3%	(34)	7%	(72)	1097
Age: 18-34	24%	(174)	30%	(218)	33%	(238)	4%	(28)	8%	(59)	717
Age: 35-44	24%	(81)	27%	(88)	42%	(138)	3%	(10)	4%	(13)	330
Age: 45-64	17%	(109)	27%	(172)	48%	(310)	4%	(27)	5%	(30)	649
Age: 65+	15%	(45)	25%	(77)	53%	(160)	3%	(10)	4%	(12)	304
GenZers: 1997-2012	22%	(83)	30%	(111)	33%	(122)	4%	(15)	11%	(40)	371
Millennials: 1981-1996	25%	(132)	28%	(150)	38%	(202)	3%	(17)	5%	(27)	527
GenXers: 1965-1980	19%	(96)	30%	(152)	42%	(209)	4%	(20)	5%	(24)	500
Baby Boomers: 1946-1964	17%	(94)	24%	(134)	51%	(289)	4%	(23)	4%	(22)	562
PID: Dem (no lean)	22%	(295)	29%	(400)	43%	(581)	3%	(41)	3%	(46)	1364
PID: Ind (no lean)	17%	(90)	23%	(123)	44%	(229)	5%	(28)	11%	(56)	526
PID: Rep (no lean)	22%	(24)	29%	(32)	33%	(36)	5%	(6)	12%	(13)	110
PID/Gender: Dem Men	20%	(116)	30%	(176)	43%	(249)	4%	(22)	3%	(16)	580
PID/Gender: Dem Women	23%	(179)	29%	(224)	42%	(332)	2%	(19)	4%	(30)	784
PID/Gender: Ind Men	18%	(45)	21%	(52)	45%	(114)	6%	(16)	9%	(24)	251
PID/Gender: Ind Women	16%	(45)	26%	(72)	42%	(114)	4%	(12)	12%	(32)	274
PID/Gender: Rep Men	25%	(18)	26%	(19)	40%	(29)	4%	(3)	4%	(3)	73
Ideo: Liberal (1-3)	26%	(185)	30%	(213)	38%	(270)	3%	(25)	2%	(15)	708
Ideo: Moderate (4)	15%	(106)	29%	(202)	50%	(349)	3%	(22)	3%	(23)	701
Ideo: Conservative (5-7)	23%	(75)	26%	(83)	39%	(126)	4%	(13)	8%	(25)	322
Educ: < College	19%	(276)	26%	(390)	45%	(659)	4%	(57)	6%	(96)	1478
Educ: Bachelors degree	23%	(77)	32%	(106)	37%	(123)	4%	(13)	4%	(13)	332
Educ: Post-grad	29%	(56)	31%	(59)	34%	(64)	3%	(6)	3%	(6)	190
Income: Under 50k	19%	(270)	25%	(354)	44%	(618)	5%	(63)	6%	(89)	1394
Income: 50k-100k	23%	(107)	35%	(163)	37%	(171)	2%	(9)	4%	(17)	467
Income: 100k+	23%	(31)	27%	(38)	42%	(58)	3%	(4)	6%	(8)	139
Ethnicity: Hispanic	23%	(19)	41%	(34)	26%	(22)	2%	(2)	8%	(6)	83
Ethnicity: Afr. Am.	20%	(409)	28%	(555)	42%	(846)	4%	(75)	6%	(115)	2000

Continued on next page

Table MCB27: Now, do you think you are more or less likely to research diversity within companies before deciding whether or not to purchase from them?

Demographic	Much more likely		Somewhat more likely		Neither more nor less likely		Somewhat less likely		Much less likely		Total N
Black Adults	20%	(409)	28%	(555)	42%	(846)	4%	(75)	6%	(115)	2000
All Christian	22%	(140)	31%	(201)	41%	(264)	3%	(17)	4%	(24)	647
All Non-Christian	32%	(24)	19%	(14)	45%	(34)	2%	(2)	2%	(1)	75
Agnostic/Nothing in particular	18%	(96)	24%	(127)	44%	(236)	6%	(31)	9%	(49)	539
Something Else	20%	(142)	29%	(202)	42%	(292)	4%	(25)	6%	(40)	701
Religious Non-Protestant/Catholic	31%	(25)	19%	(15)	45%	(36)	3%	(2)	2%	(2)	81
Evangelical	22%	(177)	31%	(249)	39%	(314)	3%	(26)	5%	(44)	809
Non-Evangelical	20%	(102)	28%	(148)	45%	(236)	3%	(15)	4%	(20)	521
Community: Urban	21%	(183)	27%	(240)	44%	(390)	4%	(37)	4%	(36)	886
Community: Suburban	20%	(158)	31%	(242)	41%	(321)	2%	(19)	6%	(45)	786
Community: Rural	21%	(68)	22%	(74)	41%	(135)	6%	(19)	10%	(33)	329
Employ: Private Sector	26%	(119)	31%	(141)	37%	(170)	3%	(13)	3%	(13)	456
Employ: Government	31%	(48)	34%	(53)	29%	(45)	2%	(2)	5%	(8)	157
Employ: Self-Employed	24%	(45)	27%	(52)	39%	(76)	6%	(11)	4%	(8)	192
Employ: Homemaker	16%	(13)	31%	(25)	40%	(32)	3%	(2)	10%	(8)	81
Employ: Retired	15%	(59)	22%	(88)	54%	(212)	4%	(14)	5%	(19)	392
Employ: Unemployed	17%	(69)	26%	(105)	45%	(184)	5%	(19)	8%	(31)	407
Employ: Other	16%	(25)	22%	(35)	46%	(74)	5%	(8)	12%	(18)	160
Military HH: Yes	20%	(62)	30%	(90)	45%	(136)	2%	(6)	3%	(9)	303
Military HH: No	20%	(347)	27%	(465)	42%	(710)	4%	(70)	6%	(106)	1697
RD/WT: Right Direction	26%	(74)	23%	(67)	38%	(108)	4%	(12)	9%	(26)	288
RD/WT: Wrong Track	20%	(334)	28%	(488)	43%	(738)	4%	(63)	5%	(89)	1712
Trump Job Approve	26%	(65)	22%	(55)	37%	(93)	6%	(14)	10%	(25)	253
Trump Job Disapprove	20%	(328)	30%	(481)	42%	(689)	4%	(59)	4%	(70)	1626
Trump Job Strongly Approve	36%	(36)	16%	(16)	35%	(36)	2%	(2)	11%	(11)	101
Trump Job Somewhat Approve	19%	(29)	26%	(39)	38%	(57)	8%	(12)	9%	(14)	152
Trump Job Somewhat Disapprove	10%	(24)	36%	(90)	47%	(119)	4%	(11)	3%	(8)	251
Trump Job Strongly Disapprove	22%	(304)	28%	(391)	41%	(570)	3%	(48)	5%	(62)	1375
Favorable of Trump	25%	(61)	25%	(61)	35%	(84)	5%	(12)	10%	(24)	242
Unfavorable of Trump	20%	(315)	29%	(463)	43%	(679)	4%	(55)	4%	(65)	1577

Continued on next page

Table MCB27: Now, do you think you are more or less likely to research diversity within companies before deciding whether or not to purchase from them?

Demographic	Much more likely		Somewhat more likely		Neither more nor less likely		Somewhat less likely		Much less likely		Total N
Black Adults	20%	(409)	28%	(555)	42%	(846)	4%	(75)	6%	(115)	2000
Very Favorable of Trump	38%	(42)	15%	(17)	33%	(37)	3%	(3)	12%	(13)	111
Somewhat Favorable of Trump	15%	(19)	34%	(44)	36%	(47)	7%	(9)	8%	(11)	130
Somewhat Unfavorable of Trump	12%	(25)	31%	(65)	48%	(99)	3%	(6)	6%	(12)	206
Very Unfavorable of Trump	21%	(290)	29%	(398)	42%	(580)	4%	(50)	4%	(53)	1371
#1 Issue: Economy	22%	(149)	28%	(186)	43%	(285)	3%	(18)	5%	(32)	671
#1 Issue: Security	23%	(31)	25%	(34)	40%	(55)	3%	(4)	9%	(12)	136
#1 Issue: Health Care	19%	(77)	31%	(124)	41%	(165)	5%	(18)	5%	(19)	403
#1 Issue: Medicare / Social Security	15%	(40)	22%	(57)	52%	(136)	5%	(13)	7%	(18)	263
#1 Issue: Women's Issues	23%	(26)	33%	(37)	35%	(39)	1%	(2)	8%	(9)	113
#1 Issue: Education	21%	(33)	31%	(48)	37%	(57)	5%	(8)	5%	(8)	153
#1 Issue: Other	22%	(47)	23%	(50)	44%	(92)	5%	(11)	5%	(11)	211
2018 House Vote: Democrat	24%	(266)	30%	(338)	41%	(460)	3%	(32)	3%	(29)	1125
2018 House Vote: Republican	21%	(21)	22%	(22)	41%	(41)	6%	(6)	10%	(10)	100
2018 House Vote: Someone else	10%	(6)	19%	(11)	48%	(29)	7%	(4)	16%	(9)	60
2016 Vote: Hillary Clinton	24%	(270)	30%	(327)	41%	(458)	2%	(24)	3%	(28)	1108
2016 Vote: Donald Trump	23%	(25)	22%	(23)	35%	(37)	6%	(6)	14%	(15)	105
2016 Vote: Other	11%	(10)	30%	(26)	48%	(41)	7%	(6)	4%	(4)	87
2016 Vote: Didn't Vote	15%	(103)	26%	(178)	44%	(308)	6%	(39)	10%	(68)	696
Voted in 2014: Yes	23%	(266)	29%	(330)	42%	(478)	3%	(34)	4%	(40)	1149
Voted in 2014: No	17%	(142)	26%	(225)	43%	(368)	5%	(41)	9%	(75)	851
2012 Vote: Barack Obama	23%	(277)	28%	(346)	43%	(523)	3%	(33)	3%	(40)	1219
2012 Vote: Didn't Vote	17%	(126)	27%	(195)	41%	(302)	5%	(39)	9%	(68)	729
4-Region: Northeast	21%	(65)	27%	(83)	44%	(132)	4%	(13)	3%	(10)	303
4-Region: Midwest	19%	(67)	27%	(95)	47%	(164)	4%	(13)	4%	(13)	352
4-Region: South	20%	(242)	28%	(330)	41%	(486)	4%	(48)	7%	(80)	1186
4-Region: West	22%	(34)	30%	(48)	40%	(63)	1%	(2)	7%	(12)	159
Generation Z, Democrat	26%	(45)	31%	(53)	34%	(59)	3%	(5)	5%	(9)	171
Generation Z, Independent	20%	(35)	29%	(51)	31%	(54)	4%	(7)	15%	(27)	172
Favorable BLM	22%	(381)	30%	(515)	40%	(674)	4%	(61)	4%	(69)	1701
Unfavorable BLM	10%	(16)	18%	(26)	59%	(88)	6%	(9)	8%	(12)	151

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Table MCB27: Now, do you think you are more or less likely to research diversity within companies before deciding whether or not to purchase from them?

Demographic	Much more likely		Somewhat more likely		Neither more nor less likely		Somewhat less likely		Much less likely		Total N
Black Adults	20%	(409)	28%	(555)	42%	(846)	4%	(75)	6%	(115)	2000
Favorable Antifa	38%	(70)	33%	(62)	25%	(47)	2%	(4)	2%	(3)	186
Unfavorable Antifa	24%	(126)	29%	(156)	39%	(207)	4%	(19)	5%	(24)	533
Favorable WS	46%	(36)	29%	(23)	17%	(13)	4%	(3)	3%	(3)	78
Unfavorable WS	21%	(345)	30%	(478)	42%	(673)	4%	(62)	3%	(56)	1613
Favorable WN	38%	(42)	30%	(33)	27%	(30)	3%	(3)	2%	(3)	111
Unfavorable WN	22%	(305)	31%	(425)	39%	(539)	4%	(52)	3%	(43)	1365
Favorable police	17%	(98)	27%	(160)	47%	(277)	3%	(18)	6%	(35)	588
Unfavorable police	25%	(290)	31%	(370)	37%	(436)	4%	(50)	3%	(34)	1179

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	Black Adults	2000	100%
xdemGender	Gender: Male	903	45%
	Gender: Female	1097	55%
	N	2000	
age	Age: 18-34	717	36%
	Age: 35-44	330	16%
	Age: 45-64	649	32%
	Age: 65+	304	15%
	N	2000	
demAgeGeneration	GenZers: 1997-2012	371	19%
	Millennials: 1981-1996	527	26%
	GenXers: 1965-1980	500	25%
	Baby Boomers: 1946-1964	562	28%
	N	1961	
xpid3	PID: Dem (no lean)	1364	68%
	PID: Ind (no lean)	526	26%
	PID: Rep (no lean)	110	6%
	N	2000	
xpidGender	PID/Gender: Dem Men	580	29%
	PID/Gender: Dem Women	784	39%
	PID/Gender: Ind Men	251	13%
	PID/Gender: Ind Women	274	14%
	PID/Gender: Rep Men	73	4%
	PID/Gender: Rep Women	38	2%
	N	2000	
xdemIdeo3	Ideo: Liberal (1-3)	708	35%
	Ideo: Moderate (4)	701	35%
	Ideo: Conservative (5-7)	322	16%
	N	1731	
xeduc3	Educ: < College	1478	74%
	Educ: Bachelors degree	332	17%
	Educ: Post-grad	190	10%
	N	2000	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemInc3	Income: Under 50k	1394	70%
	Income: 50k-100k	467	23%
	Income: 100k+	139	7%
	N	2000	
xdemHispBin	Ethnicity: Hispanic	83	4%
demBlackBin	Ethnicity: Afr. Am.	2000	100%
xdemReligion	All Christian	647	32%
	All Non-Christian	75	4%
	Atheist	39	2%
	Agnostic/Nothing in particular	539	27%
	Something Else	701	35%
N	2000		
xdemReligOther	Religious Non-Protestant/Catholic	81	4%
xdemEvang	Evangelical	809	40%
	Non-Evangelical	521	26%
	N	1330	
xdemUsr	Community: Urban	886	44%
	Community: Suburban	786	39%
	Community: Rural	329	16%
	N	2000	
xdemEmploy	Employ: Private Sector	456	23%
	Employ: Government	157	8%
	Employ: Self-Employed	192	10%
	Employ: Homemaker	81	4%
	Employ: Retired	392	20%
	Employ: Unemployed	407	20%
	Employ: Other	160	8%
N	1846		
xdemMilHH1	Military HH: Yes	303	15%
	Military HH: No	1697	85%
	N	2000	
xnr1	RD/WT: Right Direction	288	14%
	RD/WT: Wrong Track	1712	86%
	N	2000	
Trump_Approve	Trump Job Approve	253	13%
	Trump Job Disapprove	1626	81%
	N	1879	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
Trump_Approve2	Trump Job Strongly Approve	101	5%
	Trump Job Somewhat Approve	152	8%
	Trump Job Somewhat Disapprove	251	13%
	Trump Job Strongly Disapprove	1375	69%
	N	1879	
Trump_Fav	Favorable of Trump	242	12%
	Unfavorable of Trump	1577	79%
	N	1819	
Trump_Fav_FULL	Very Favorable of Trump	111	6%
	Somewhat Favorable of Trump	130	7%
	Somewhat Unfavorable of Trump	206	10%
	Very Unfavorable of Trump	1371	69%
	N	1819	
xnr3	#1 Issue: Economy	671	34%
	#1 Issue: Security	136	7%
	#1 Issue: Health Care	403	20%
	#1 Issue: Medicare / Social Security	263	13%
	#1 Issue: Women's Issues	113	6%
	#1 Issue: Education	153	8%
	#1 Issue: Energy	49	2%
	#1 Issue: Other	211	11%
	N	2000	
xsubVote18O	2018 House Vote: Democrat	1125	56%
	2018 House Vote: Republican	100	5%
	2018 House Vote: Someone else	60	3%
	N	1285	
xsubVote16O	2016 Vote: Hillary Clinton	1108	55%
	2016 Vote: Donald Trump	105	5%
	2016 Vote: Other	87	4%
	2016 Vote: Didn't Vote	696	35%
	N	1996	
xsubVote14O	Voted in 2014: Yes	1149	57%
	Voted in 2014: No	851	43%
	N	2000	
xsubVote12O	2012 Vote: Barack Obama	1219	61%
	2012 Vote: Mitt Romney	27	1%
	2012 Vote: Other	23	1%
	2012 Vote: Didn't Vote	729	36%
	N	1998	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xreg4	4-Region: Northeast	303	15%
	4-Region: Midwest	352	18%
	4-Region: South	1186	59%
	4-Region: West	159	8%
	N	2000	
xdemGenzPID	Generation Z, Democrat	171	9%
	Generation Z, Independent	172	9%
	Generation Z, Republican	28	1%
	N	371	
MCBdem1	Favorable BLM	1701	85%
	Unfavorable BLM	151	8%
	N	1851	
MCBdem2	Favorable Antifa	186	9%
	Unfavorable Antifa	533	27%
	N	719	
MCBdem3	Favorable WS	78	4%
	Unfavorable WS	1613	81%
	N	1691	
MCBdem4	Favorable WN	111	6%
	Unfavorable WN	1365	68%
	N	1475	
MCBdem5	Favorable police	588	29%
	Unfavorable police	1179	59%
	N	1767	

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

