



National Tracking Poll #200686
June 18-21, 2020

Crosstabulation Results

Methodology:

This poll was conducted between June 18-June 21, 2020 among a national sample of 2200 Adults. The interviews were conducted online and the data were weighted to approximate a target sample of Adults based on age, gender, educational attainment, race, and region. Results from the full survey have a margin of error of plus or minus 2 percentage points.

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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
Adults	34% (758)	22% (492)	13% (286)	17% (378)	11% (242)	2% (44)	2200
Gender: Male	31% (326)	22% (238)	15% (164)	22% (238)	8% (84)	1% (13)	1062
Gender: Female	38% (432)	22% (254)	11% (122)	12% (140)	14% (158)	3% (32)	1138
Age: 18-34	54% (353)	18% (117)	7% (45)	7% (43)	12% (79)	3% (19)	655
Age: 35-44	37% (133)	21% (75)	12% (45)	18% (65)	10% (35)	2% (6)	358
Age: 45-64	24% (183)	23% (174)	17% (127)	22% (163)	13% (94)	1% (10)	751
Age: 65+	20% (89)	29% (126)	16% (70)	25% (108)	8% (35)	2% (9)	436
GenZers: 1997-2012	65% (217)	15% (50)	5% (18)	4% (13)	9% (30)	2% (8)	335
Millennials: 1981-1996	41% (210)	20% (105)	10% (52)	13% (66)	13% (68)	3% (14)	516
GenXers: 1965-1980	31% (162)	21% (111)	15% (79)	19% (102)	12% (65)	2% (10)	530
Baby Boomers: 1946-1964	22% (159)	27% (199)	17% (124)	24% (174)	9% (69)	1% (6)	731
PID: Dem (no lean)	54% (443)	29% (239)	5% (44)	3% (23)	7% (60)	2% (13)	822
PID: Ind (no lean)	32% (234)	21% (152)	13% (96)	17% (121)	14% (104)	4% (26)	733
PID: Rep (no lean)	12% (80)	16% (101)	23% (146)	36% (233)	12% (78)	1% (6)	645
PID/Gender: Dem Men	52% (196)	32% (118)	7% (28)	3% (13)	5% (18)	1% (3)	376
PID/Gender: Dem Women	55% (247)	27% (120)	4% (16)	2% (11)	9% (42)	2% (10)	446
PID/Gender: Ind Men	26% (90)	20% (71)	16% (56)	25% (89)	11% (37)	2% (8)	350
PID/Gender: Ind Women	38% (144)	21% (82)	10% (40)	8% (32)	18% (67)	5% (18)	382
PID/Gender: Rep Men	12% (40)	15% (49)	24% (80)	40% (136)	9% (29)	— (2)	335
PID/Gender: Rep Women	13% (41)	17% (52)	21% (66)	32% (98)	16% (49)	1% (4)	310
Ideo: Liberal (1-3)	60% (366)	26% (159)	6% (38)	2% (10)	5% (29)	2% (10)	613
Ideo: Moderate (4)	31% (182)	30% (175)	13% (75)	13% (78)	12% (72)	— (1)	583
Ideo: Conservative (5-7)	13% (96)	17% (121)	22% (157)	38% (277)	9% (66)	1% (7)	724
Educ: < College	35% (532)	20% (307)	12% (183)	17% (251)	13% (204)	2% (36)	1512
Educ: Bachelors degree	33% (147)	25% (109)	15% (68)	20% (90)	6% (26)	1% (4)	444
Educ: Post-grad	33% (79)	31% (75)	14% (35)	15% (37)	5% (12)	2% (5)	244

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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
Adults	34% (758)	22% (492)	13% (286)	17% (378)	11% (242)	2% (44)	2200
Income: Under 50k	39% (445)	20% (226)	10% (118)	14% (161)	15% (174)	3% (30)	1155
Income: 50k-100k	32% (222)	25% (175)	16% (112)	20% (137)	6% (41)	1% (8)	695
Income: 100k+	26% (91)	26% (91)	16% (55)	23% (80)	8% (27)	2% (6)	350
Ethnicity: White	26% (452)	24% (417)	16% (268)	20% (352)	12% (202)	2% (29)	1722
Ethnicity: Hispanic	47% (165)	19% (67)	10% (37)	7% (26)	13% (45)	3% (10)	349
Ethnicity: Afr. Am.	72% (196)	14% (38)	2% (6)	3% (9)	7% (19)	2% (6)	274
Ethnicity: Other	53% (109)	18% (37)	6% (12)	8% (17)	10% (21)	5% (9)	204
All Christian	25% (257)	25% (253)	16% (164)	24% (240)	9% (97)	1% (9)	1020
All Non-Christian	37% (34)	26% (24)	10% (10)	17% (15)	5% (5)	5% (5)	93
Atheist	55% (48)	27% (24)	7% (6)	8% (7)	3% (3)	— (0)	88
Agnostic/Nothing in particular	44% (254)	19% (110)	10% (57)	11% (65)	13% (73)	3% (19)	579
Something Else	39% (164)	19% (81)	12% (49)	12% (50)	15% (64)	3% (11)	420
Religious Non-Protestant/Catholic	32% (38)	26% (32)	11% (13)	17% (21)	9% (11)	4% (5)	120
Evangelical	32% (188)	18% (104)	14% (82)	22% (128)	13% (75)	1% (9)	585
Non-Evangelical	27% (221)	27% (219)	15% (126)	19% (156)	10% (78)	1% (12)	812
Community: Urban	41% (226)	22% (121)	10% (58)	13% (72)	10% (56)	4% (21)	554
Community: Suburban	33% (337)	26% (263)	14% (140)	17% (174)	10% (103)	1% (14)	1031
Community: Rural	32% (195)	18% (108)	14% (88)	21% (132)	14% (83)	2% (10)	616
Employ: Private Sector	30% (201)	23% (156)	16% (107)	21% (140)	9% (61)	1% (7)	671
Employ: Government	40% (54)	28% (37)	11% (14)	14% (19)	5% (6)	2% (3)	134
Employ: Self-Employed	39% (74)	19% (36)	15% (29)	16% (31)	10% (19)	1% (2)	192
Employ: Homemaker	25% (38)	25% (38)	11% (16)	17% (26)	18% (28)	4% (5)	152
Employ: Retired	21% (105)	27% (132)	15% (76)	25% (126)	9% (47)	2% (8)	495
Employ: Unemployed	49% (125)	15% (38)	10% (25)	8% (21)	17% (44)	1% (2)	254
Employ: Other	40% (67)	19% (32)	8% (14)	8% (14)	19% (32)	6% (11)	169
Military HH: Yes	25% (80)	19% (62)	16% (52)	29% (94)	9% (29)	2% (6)	322
Military HH: No	36% (678)	23% (430)	12% (234)	15% (284)	11% (214)	2% (38)	1878
RD/WT: Right Direction	20% (110)	18% (102)	16% (92)	31% (172)	12% (69)	3% (17)	561
RD/WT: Wrong Track	40% (648)	24% (390)	12% (194)	13% (206)	11% (174)	2% (27)	1639

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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
Adults	34% (758)	22% (492)	13% (286)	17% (378)	11% (242)	2% (44)	2200
Trump Job Approve	14% (117)	15% (123)	21% (178)	36% (299)	13% (108)	1% (11)	836
Trump Job Disapprove	49% (612)	28% (351)	8% (105)	6% (72)	8% (97)	1% (17)	1254
Trump Job Strongly Approve	13% (58)	10% (44)	19% (83)	46% (201)	10% (44)	2% (9)	440
Trump Job Somewhat Approve	15% (60)	20% (79)	24% (95)	25% (98)	16% (64)	— (2)	397
Trump Job Somewhat Disapprove	31% (82)	31% (82)	15% (40)	10% (27)	11% (29)	2% (5)	266
Trump Job Strongly Disapprove	54% (529)	27% (269)	7% (65)	5% (45)	7% (68)	1% (12)	988
Favorable of Trump	12% (101)	14% (121)	22% (187)	37% (305)	13% (111)	1% (11)	836
Unfavorable of Trump	50% (621)	29% (355)	8% (98)	5% (62)	7% (91)	1% (17)	1244
Very Favorable of Trump	12% (55)	10% (45)	19% (88)	47% (216)	10% (44)	2% (7)	454
Somewhat Favorable of Trump	12% (46)	20% (76)	26% (99)	23% (90)	18% (67)	1% (4)	382
Somewhat Unfavorable of Trump	37% (77)	29% (61)	16% (34)	9% (19)	9% (18)	1% (3)	212
Very Unfavorable of Trump	53% (543)	29% (295)	6% (63)	4% (43)	7% (73)	1% (15)	1032
#1 Issue: Economy	29% (210)	21% (155)	18% (129)	21% (153)	10% (74)	2% (14)	735
#1 Issue: Security	19% (53)	13% (36)	18% (51)	40% (117)	10% (28)	1% (3)	288
#1 Issue: Health Care	45% (189)	26% (109)	9% (38)	7% (28)	12% (52)	2% (7)	422
#1 Issue: Medicare / Social Security	24% (63)	32% (84)	16% (42)	14% (36)	12% (32)	2% (5)	261
#1 Issue: Women's Issues	74% (73)	11% (11)	2% (2)	5% (5)	5% (5)	2% (2)	99
#1 Issue: Education	42% (51)	26% (33)	4% (4)	8% (10)	16% (20)	4% (6)	123
#1 Issue: Energy	42% (36)	27% (23)	4% (4)	10% (9)	14% (12)	2% (2)	86
#1 Issue: Other	44% (82)	22% (42)	8% (15)	11% (21)	11% (20)	3% (6)	186
2018 House Vote: Democrat	49% (392)	32% (257)	7% (58)	4% (35)	5% (40)	2% (12)	794
2018 House Vote: Republican	10% (66)	16% (101)	22% (142)	40% (261)	11% (74)	1% (4)	646
2018 House Vote: Someone else	19% (12)	10% (6)	18% (12)	32% (20)	19% (12)	1% (1)	63
2016 Vote: Hillary Clinton	51% (346)	32% (221)	6% (42)	3% (22)	6% (41)	2% (12)	685
2016 Vote: Donald Trump	11% (80)	15% (109)	23% (160)	39% (273)	11% (77)	1% (6)	705
2016 Vote: Other	29% (45)	26% (41)	15% (24)	20% (32)	8% (13)	1% (2)	156
2016 Vote: Didn't Vote	44% (285)	19% (121)	9% (59)	8% (51)	17% (111)	4% (24)	651
Voted in 2014: Yes	29% (398)	25% (340)	14% (191)	22% (295)	9% (119)	1% (15)	1358
Voted in 2014: No	43% (359)	18% (152)	11% (95)	10% (83)	15% (124)	3% (29)	842

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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
Adults	34% (758)	22% (492)	13% (286)	17% (378)	11% (242)	2% (44)	2200
2012 Vote: Barack Obama	43% (352)	32% (261)	10% (79)	7% (60)	7% (55)	1% (9)	817
2012 Vote: Mitt Romney	10% (53)	17% (90)	22% (118)	39% (207)	11% (57)	1% (3)	528
2012 Vote: Other	10% (9)	10% (10)	24% (22)	43% (40)	10% (10)	3% (2)	93
2012 Vote: Didn't Vote	45% (344)	17% (131)	9% (66)	9% (70)	16% (120)	4% (30)	761
4-Region: Northeast	38% (148)	20% (80)	13% (52)	16% (63)	10% (39)	3% (12)	394
4-Region: Midwest	33% (152)	24% (110)	13% (62)	18% (85)	11% (51)	1% (3)	462
4-Region: South	34% (280)	23% (187)	12% (103)	17% (137)	12% (100)	2% (17)	824
4-Region: West	34% (179)	22% (115)	13% (69)	18% (92)	10% (53)	2% (12)	520
Generation Z, Democrat	79% (97)	17% (21)	— (0)	— (0)	2% (2)	2% (3)	122
Generation Z, Independent	66% (107)	11% (17)	4% (7)	2% (4)	13% (22)	3% (5)	162
Generation Z, Republican	24% (12)	23% (12)	22% (11)	17% (9)	13% (7)	— (0)	50
Favorable BLM	61% (758)	39% (492)	— (0)	— (0)	— (0)	— (0)	1250
Unfavorable BLM	— (0)	— (0)	43% (286)	57% (378)	— (0)	— (0)	664
Favorable Antifa	74% (154)	20% (41)	2% (4)	2% (4)	2% (4)	— (0)	207
Unfavorable Antifa	18% (180)	22% (217)	21% (211)	34% (336)	5% (54)	— (0)	998
Favorable WS	36% (25)	19% (13)	12% (8)	28% (19)	2% (2)	2% (1)	68
Unfavorable WS	35% (612)	25% (432)	15% (265)	18% (325)	7% (119)	— (7)	1761
Favorable WN	35% (61)	23% (39)	11% (19)	26% (46)	4% (6)	2% (3)	174
Unfavorable WN	37% (524)	25% (352)	15% (215)	19% (270)	4% (53)	— (3)	1417
Favorable police	22% (292)	26% (349)	17% (226)	24% (319)	9% (124)	1% (13)	1322
Unfavorable police	61% (419)	19% (133)	8% (54)	7% (48)	5% (35)	1% (4)	692

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
Adults	4% (80)	6% (127)	7% (146)	39% (852)	19% (410)	27% (585)	2200
Gender: Male	5% (49)	7% (79)	9% (92)	45% (474)	17% (175)	18% (192)	1062
Gender: Female	3% (31)	4% (48)	5% (53)	33% (378)	21% (235)	35% (393)	1138
Age: 18-34	7% (45)	6% (39)	6% (41)	21% (138)	21% (140)	39% (253)	655
Age: 35-44	5% (20)	8% (28)	6% (22)	35% (123)	20% (71)	26% (93)	358
Age: 45-64	2% (13)	6% (46)	8% (59)	45% (339)	18% (133)	21% (161)	751
Age: 65+	1% (2)	3% (13)	6% (24)	58% (252)	15% (67)	18% (77)	436
GenZers: 1997-2012	7% (25)	5% (16)	4% (14)	19% (65)	24% (81)	40% (134)	335
Millennials: 1981-1996	6% (29)	7% (37)	7% (39)	28% (146)	19% (98)	32% (167)	516
GenXers: 1965-1980	4% (19)	7% (35)	7% (39)	37% (197)	20% (106)	25% (133)	530
Baby Boomers: 1946-1964	1% (7)	5% (35)	7% (50)	54% (397)	15% (111)	18% (131)	731
PID: Dem (no lean)	5% (44)	11% (87)	8% (67)	22% (179)	24% (201)	30% (244)	822
PID: Ind (no lean)	3% (22)	4% (31)	6% (45)	36% (265)	19% (139)	32% (231)	733
PID: Rep (no lean)	2% (14)	2% (10)	5% (33)	63% (409)	11% (70)	17% (109)	645
PID/Gender: Dem Men	7% (26)	14% (52)	11% (41)	22% (84)	24% (90)	22% (84)	376
PID/Gender: Dem Women	4% (17)	8% (35)	6% (27)	21% (95)	25% (111)	36% (161)	446
PID/Gender: Ind Men	3% (12)	6% (19)	9% (30)	46% (163)	16% (55)	21% (72)	350
PID/Gender: Ind Women	3% (10)	3% (11)	4% (15)	27% (102)	22% (84)	42% (159)	382
PID/Gender: Rep Men	3% (11)	2% (8)	6% (22)	68% (228)	9% (31)	11% (36)	335
PID/Gender: Rep Women	1% (3)	1% (2)	4% (11)	58% (181)	13% (40)	24% (73)	310
Ideo: Liberal (1-3)	9% (53)	15% (92)	10% (59)	20% (120)	24% (146)	23% (143)	613
Ideo: Moderate (4)	2% (11)	5% (28)	7% (39)	39% (225)	20% (115)	28% (166)	583
Ideo: Conservative (5-7)	2% (13)	1% (6)	5% (39)	65% (469)	10% (75)	17% (121)	724
Educ: < College	3% (48)	4% (68)	5% (79)	36% (544)	20% (307)	31% (466)	1512
Educ: Bachelors degree	3% (15)	8% (36)	8% (35)	45% (199)	17% (74)	19% (85)	444
Educ: Post-grad	7% (17)	10% (23)	13% (32)	45% (109)	12% (29)	14% (33)	244
Income: Under 50k	3% (40)	5% (58)	5% (61)	33% (377)	20% (230)	34% (389)	1155
Income: 50k-100k	3% (23)	5% (37)	7% (51)	44% (307)	19% (131)	21% (148)	695
Income: 100k+	5% (18)	9% (32)	10% (34)	48% (168)	14% (49)	14% (48)	350
Ethnicity: White	3% (59)	5% (88)	6% (103)	44% (753)	18% (310)	24% (408)	1722
Ethnicity: Hispanic	4% (13)	8% (30)	8% (27)	23% (79)	16% (56)	41% (144)	349

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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
Adults	4% (80)	6% (127)	7% (146)	39% (852)	19% (410)	27% (585)	2200
Ethnicity: Afr. Am.	3% (8)	9% (24)	7% (20)	21% (59)	24% (66)	35% (96)	274
Ethnicity: Other	6% (13)	7% (15)	11% (22)	20% (40)	16% (33)	40% (81)	204
All Christian	2% (25)	5% (48)	7% (71)	48% (491)	14% (144)	24% (242)	1020
All Non-Christian	7% (7)	5% (5)	13% (12)	38% (35)	16% (15)	20% (19)	93
Atheist	13% (12)	21% (18)	8% (7)	21% (18)	25% (22)	12% (11)	88
Agnostic/Nothing in particular	4% (21)	8% (44)	7% (40)	30% (175)	23% (133)	29% (166)	579
Something Else	4% (15)	3% (12)	4% (16)	32% (133)	23% (96)	35% (148)	420
Religious Non-Protestant/Catholic	6% (7)	4% (5)	11% (14)	40% (47)	18% (21)	21% (26)	120
Evangelical	2% (14)	3% (15)	4% (24)	43% (249)	17% (101)	31% (181)	585
Non-Evangelical	3% (26)	5% (42)	7% (59)	44% (356)	16% (132)	24% (197)	812
Community: Urban	6% (36)	6% (35)	7% (37)	31% (170)	19% (108)	30% (167)	554
Community: Suburban	3% (34)	7% (69)	7% (71)	42% (429)	19% (200)	22% (228)	1031
Community: Rural	2% (10)	4% (23)	6% (37)	41% (253)	17% (102)	31% (190)	616
Employ: Private Sector	5% (32)	9% (59)	8% (50)	45% (299)	14% (97)	20% (134)	671
Employ: Government	7% (10)	9% (12)	9% (12)	39% (52)	14% (19)	21% (28)	134
Employ: Self-Employed	4% (7)	3% (6)	6% (12)	41% (79)	18% (35)	27% (52)	192
Employ: Homemaker	1% (2)	5% (7)	6% (9)	32% (49)	20% (31)	36% (55)	152
Employ: Retired	1% (5)	4% (20)	6% (30)	53% (260)	17% (86)	19% (93)	495
Employ: Unemployed	3% (6)	4% (10)	3% (8)	24% (61)	27% (70)	39% (99)	254
Employ: Other	4% (7)	2% (4)	4% (8)	23% (39)	24% (41)	42% (71)	169
Military HH: Yes	3% (8)	3% (11)	5% (16)	53% (171)	16% (51)	20% (65)	322
Military HH: No	4% (72)	6% (116)	7% (130)	36% (681)	19% (359)	28% (520)	1878
RD/WT: Right Direction	2% (13)	3% (15)	5% (29)	50% (283)	14% (79)	25% (142)	561
RD/WT: Wrong Track	4% (67)	7% (112)	7% (117)	35% (570)	20% (331)	27% (443)	1639
Trump Job Approve	2% (17)	1% (12)	4% (36)	61% (506)	11% (95)	20% (171)	836
Trump Job Disapprove	5% (62)	9% (115)	8% (107)	26% (329)	22% (282)	29% (360)	1254
Trump Job Strongly Approve	3% (12)	1% (5)	3% (14)	67% (296)	10% (46)	15% (66)	440
Trump Job Somewhat Approve	1% (5)	2% (7)	6% (22)	53% (210)	12% (49)	26% (104)	397
Trump Job Somewhat Disapprove	2% (5)	2% (6)	8% (22)	31% (82)	19% (50)	38% (101)	266
Trump Job Strongly Disapprove	6% (57)	11% (109)	9% (85)	25% (248)	23% (232)	26% (259)	988

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
Adults	4%	(80)	6%	(127)	7%	(146)	39%	(852)	19%	(410)	27%	(585)	2200
Favorable of Trump	2%	(19)	1%	(9)	4%	(33)	61%	(513)	11%	(94)	20%	(167)	836
Unfavorable of Trump	5%	(59)	9%	(117)	9%	(110)	26%	(327)	23%	(281)	28%	(350)	1244
Very Favorable of Trump	3%	(15)	1%	(5)	3%	(14)	68%	(309)	9%	(39)	16%	(71)	454
Somewhat Favorable of Trump	1%	(4)	1%	(4)	5%	(19)	53%	(204)	14%	(55)	25%	(96)	382
Somewhat Unfavorable of Trump	2%	(5)	2%	(4)	8%	(16)	35%	(74)	21%	(44)	32%	(68)	212
Very Unfavorable of Trump	5%	(55)	11%	(113)	9%	(93)	25%	(253)	23%	(237)	27%	(281)	1032
#1 Issue: Economy	3%	(24)	5%	(34)	7%	(53)	44%	(322)	17%	(122)	24%	(180)	735
#1 Issue: Security	1%	(3)	1%	(4)	4%	(12)	61%	(177)	11%	(32)	21%	(61)	288
#1 Issue: Health Care	6%	(24)	10%	(43)	9%	(36)	28%	(119)	20%	(82)	28%	(118)	422
#1 Issue: Medicare / Social Security	2%	(5)	4%	(11)	7%	(18)	45%	(118)	19%	(49)	23%	(60)	261
#1 Issue: Women's Issues	6%	(6)	12%	(12)	1%	(1)	22%	(21)	29%	(28)	31%	(30)	99
#1 Issue: Education	4%	(5)	5%	(6)	7%	(9)	22%	(27)	26%	(32)	35%	(44)	123
#1 Issue: Energy	4%	(5)	5%	(6)	7%	(9)	22%	(27)	26%	(32)	35%	(44)	123
#1 Issue: Other	7%	(6)	6%	(6)	8%	(7)	21%	(18)	23%	(20)	35%	(30)	86
2018 House Vote: Democrat	4%	(7)	6%	(12)	5%	(10)	27%	(50)	24%	(44)	34%	(63)	186
2018 House Vote: Republican	5%	(41)	12%	(96)	10%	(78)	27%	(217)	22%	(175)	24%	(188)	794
2018 House Vote: Someone else	2%	(13)	2%	(11)	5%	(30)	66%	(427)	11%	(69)	15%	(96)	646
2016 Vote: Hillary Clinton	3%	(2)	—	(0)	1%	(1)	59%	(37)	13%	(8)	24%	(15)	63
2016 Vote: Donald Trump	5%	(33)	12%	(82)	9%	(64)	26%	(181)	23%	(156)	25%	(169)	685
2016 Vote: Other	2%	(14)	2%	(17)	5%	(37)	65%	(459)	10%	(70)	15%	(109)	705
2016 Vote: Didn't Vote	5%	(7)	7%	(10)	7%	(11)	47%	(73)	15%	(23)	20%	(31)	156
Voted in 2014: Yes	4%	(26)	3%	(18)	5%	(34)	21%	(139)	24%	(159)	42%	(276)	651
Voted in 2014: No	3%	(44)	7%	(99)	7%	(100)	46%	(627)	17%	(230)	19%	(258)	1358
2012 Vote: Barack Obama	4%	(36)	3%	(27)	5%	(46)	27%	(226)	21%	(180)	39%	(327)	842
2012 Vote: Mitt Romney	3%	(27)	11%	(86)	10%	(80)	32%	(261)	22%	(180)	22%	(183)	817
2012 Vote: Other	3%	(13)	1%	(6)	5%	(26)	66%	(347)	12%	(61)	14%	(74)	528
2012 Vote: Didn't Vote	3%	(3)	3%	(3)	7%	(6)	68%	(63)	5%	(5)	14%	(13)	93
2012 Vote: Didn't Vote	5%	(37)	4%	(31)	4%	(33)	24%	(180)	22%	(164)	41%	(315)	761

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
Adults	4% (80)	6% (127)	7% (146)	39% (852)	19% (410)	27% (585)	2200
4-Region: Northeast	4% (16)	7% (28)	7% (28)	38% (148)	19% (74)	25% (100)	394
4-Region: Midwest	3% (14)	7% (30)	7% (33)	41% (189)	20% (91)	23% (105)	462
4-Region: South	4% (32)	4% (36)	6% (51)	39% (318)	18% (150)	29% (238)	824
4-Region: West	4% (19)	6% (32)	7% (34)	38% (199)	18% (95)	27% (142)	520
Generation Z, Democrat	10% (12)	8% (10)	6% (7)	3% (4)	23% (29)	50% (61)	122
Generation Z, Independent	8% (12)	3% (5)	3% (6)	19% (30)	28% (45)	39% (64)	162
Generation Z, Republican	2% (1)	2% (1)	3% (1)	61% (31)	14% (7)	19% (9)	50
Favorable BLM	6% (75)	10% (120)	8% (103)	24% (294)	23% (292)	29% (366)	1250
Unfavorable BLM	1% (4)	1% (4)	5% (36)	77% (511)	6% (37)	11% (72)	664
Favorable Antifa	39% (80)	61% (127)	— (0)	— (0)	— (0)	— (0)	207
Unfavorable Antifa	— (0)	— (0)	15% (146)	85% (852)	— (0)	— (0)	998
Favorable WS	18% (12)	19% (13)	12% (8)	23% (16)	7% (5)	21% (14)	68
Unfavorable WS	4% (65)	6% (109)	8% (135)	45% (785)	17% (302)	21% (363)	1761
Favorable WN	10% (17)	7% (11)	11% (20)	34% (59)	10% (17)	29% (51)	174
Unfavorable WN	4% (60)	7% (104)	9% (122)	46% (657)	17% (238)	17% (237)	1417
Favorable police	2% (28)	4% (49)	6% (80)	51% (673)	15% (200)	22% (294)	1322
Unfavorable police	8% (53)	11% (76)	9% (63)	24% (164)	22% (155)	26% (182)	692

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
Adults	1%	(30)	2%	(38)	5%	(119)	75%	(1642)	11%	(242)	6%	(129)	2200
Gender: Male	2%	(22)	2%	(22)	6%	(61)	78%	(830)	8%	(86)	4%	(41)	1062
Gender: Female	1%	(8)	1%	(16)	5%	(58)	71%	(812)	14%	(156)	8%	(88)	1138
Age: 18-34	1%	(4)	2%	(11)	6%	(42)	65%	(425)	14%	(91)	12%	(81)	655
Age: 35-44	3%	(10)	3%	(10)	4%	(13)	75%	(269)	9%	(34)	6%	(21)	358
Age: 45-64	2%	(14)	2%	(12)	6%	(45)	78%	(584)	10%	(79)	2%	(17)	751
Age: 65+	—	(1)	1%	(4)	4%	(18)	84%	(365)	9%	(38)	2%	(10)	436
GenZers: 1997-2012	—	(0)	—	(2)	8%	(25)	67%	(225)	14%	(47)	11%	(36)	335
Millennials: 1981-1996	1%	(7)	3%	(18)	5%	(24)	68%	(352)	12%	(62)	10%	(53)	516
GenXers: 1965-1980	4%	(19)	2%	(9)	5%	(25)	75%	(397)	11%	(59)	4%	(21)	530
Baby Boomers: 1946-1964	1%	(5)	1%	(7)	6%	(41)	82%	(600)	9%	(64)	2%	(13)	731
PID: Dem (no lean)	—	(4)	2%	(15)	4%	(34)	80%	(656)	9%	(72)	5%	(41)	822
PID: Ind (no lean)	1%	(11)	1%	(6)	6%	(41)	71%	(521)	13%	(92)	9%	(63)	733
PID: Rep (no lean)	2%	(16)	3%	(17)	7%	(44)	72%	(465)	12%	(78)	4%	(25)	645
PID/Gender: Dem Men	1%	(4)	2%	(7)	5%	(19)	81%	(303)	8%	(30)	4%	(14)	376
PID/Gender: Dem Women	—	(0)	2%	(8)	3%	(15)	79%	(353)	10%	(43)	6%	(28)	446
PID/Gender: Ind Men	2%	(5)	1%	(3)	5%	(19)	77%	(268)	9%	(32)	6%	(22)	350
PID/Gender: Ind Women	1%	(6)	1%	(3)	6%	(22)	66%	(252)	16%	(60)	11%	(41)	382
PID/Gender: Rep Men	4%	(13)	3%	(12)	7%	(23)	77%	(258)	7%	(24)	2%	(6)	335
PID/Gender: Rep Women	1%	(3)	2%	(6)	7%	(21)	67%	(207)	17%	(54)	6%	(19)	310
Ideo: Liberal (1-3)	1%	(7)	2%	(12)	3%	(20)	85%	(523)	4%	(26)	4%	(25)	613
Ideo: Moderate (4)	2%	(10)	2%	(9)	6%	(33)	73%	(424)	14%	(79)	5%	(29)	583
Ideo: Conservative (5-7)	2%	(13)	2%	(16)	7%	(48)	78%	(564)	9%	(62)	3%	(22)	724
Educ: < College	1%	(13)	1%	(22)	6%	(84)	71%	(1075)	14%	(205)	8%	(113)	1512
Educ: Bachelors degree	1%	(6)	1%	(6)	5%	(22)	83%	(368)	7%	(32)	2%	(10)	444
Educ: Post-grad	5%	(12)	4%	(10)	5%	(13)	82%	(199)	2%	(5)	2%	(6)	244
Income: Under 50k	1%	(12)	2%	(20)	5%	(61)	69%	(792)	15%	(171)	9%	(99)	1155
Income: 50k-100k	1%	(9)	1%	(9)	5%	(37)	82%	(571)	7%	(51)	3%	(19)	695
Income: 100k+	3%	(10)	3%	(9)	6%	(21)	80%	(279)	6%	(20)	3%	(11)	350
Ethnicity: White	2%	(28)	2%	(32)	6%	(96)	75%	(1292)	11%	(196)	5%	(78)	1722
Ethnicity: Hispanic	1%	(3)	1%	(2)	4%	(14)	71%	(250)	13%	(47)	10%	(34)	349

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
Adults	1%	(30)	2%	(38)	5%	(119)	75%	(1642)	11%	(242)	6%	(129)	2200
Ethnicity: Afr. Am.	—	(0)	1%	(4)	4%	(11)	73%	(199)	12%	(34)	10%	(27)	274
Ethnicity: Other	1%	(2)	1%	(2)	5%	(11)	74%	(151)	6%	(12)	12%	(25)	204
All Christian	2%	(17)	2%	(16)	6%	(64)	76%	(777)	10%	(101)	4%	(45)	1020
All Non-Christian	2%	(2)	3%	(3)	10%	(9)	76%	(71)	2%	(2)	7%	(7)	93
Atheist	—	(0)	1%	(1)	4%	(3)	85%	(75)	8%	(7)	2%	(2)	88
Agnostic/Nothing in particular	1%	(4)	2%	(11)	4%	(24)	74%	(430)	11%	(63)	8%	(46)	579
Something Else	2%	(8)	2%	(7)	4%	(18)	69%	(289)	16%	(69)	7%	(30)	420
Religious Non-Protestant/Catholic	1%	(2)	2%	(3)	11%	(13)	76%	(91)	3%	(3)	7%	(9)	120
Evangelical	2%	(13)	1%	(8)	5%	(27)	71%	(416)	14%	(81)	7%	(41)	585
Non-Evangelical	1%	(11)	2%	(15)	6%	(49)	76%	(619)	11%	(86)	4%	(32)	812
Community: Urban	3%	(16)	4%	(22)	4%	(20)	72%	(399)	9%	(51)	8%	(45)	554
Community: Suburban	—	(5)	1%	(8)	6%	(62)	80%	(824)	9%	(95)	4%	(37)	1031
Community: Rural	1%	(9)	1%	(7)	6%	(37)	68%	(419)	16%	(96)	8%	(47)	616
Employ: Private Sector	3%	(20)	3%	(19)	6%	(38)	79%	(532)	7%	(46)	3%	(17)	671
Employ: Government	1%	(1)	3%	(4)	4%	(6)	79%	(106)	6%	(8)	6%	(8)	134
Employ: Self-Employed	1%	(1)	2%	(3)	6%	(12)	70%	(134)	16%	(30)	5%	(10)	192
Employ: Homemaker	2%	(3)	1%	(2)	6%	(9)	65%	(99)	14%	(21)	12%	(18)	152
Employ: Retired	—	(1)	1%	(6)	4%	(20)	82%	(405)	10%	(50)	3%	(13)	495
Employ: Unemployed	—	(0)	1%	(2)	4%	(11)	63%	(160)	22%	(55)	10%	(25)	254
Employ: Other	2%	(3)	1%	(2)	6%	(10)	62%	(105)	14%	(24)	14%	(24)	169
Military HH: Yes	2%	(7)	2%	(7)	6%	(19)	80%	(258)	8%	(26)	2%	(5)	322
Military HH: No	1%	(23)	2%	(31)	5%	(99)	74%	(1385)	12%	(216)	7%	(124)	1878
RD/WT: Right Direction	4%	(22)	4%	(21)	8%	(42)	63%	(354)	15%	(83)	7%	(40)	561
RD/WT: Wrong Track	1%	(9)	1%	(17)	5%	(76)	79%	(1288)	10%	(159)	5%	(89)	1639
Trump Job Approve	3%	(26)	3%	(26)	7%	(56)	68%	(571)	14%	(118)	5%	(39)	836
Trump Job Disapprove	—	(4)	1%	(12)	4%	(56)	82%	(1028)	8%	(97)	5%	(58)	1254
Trump Job Strongly Approve	4%	(17)	3%	(14)	7%	(31)	67%	(294)	15%	(65)	4%	(18)	440
Trump Job Somewhat Approve	2%	(9)	3%	(12)	6%	(25)	70%	(277)	13%	(53)	5%	(21)	397
Trump Job Somewhat Disapprove	—	(0)	1%	(2)	7%	(20)	77%	(205)	11%	(28)	4%	(11)	266
Trump Job Strongly Disapprove	—	(3)	1%	(10)	4%	(36)	83%	(824)	7%	(69)	5%	(47)	988

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
Adults	1%	(30)	2%	(38)	5%	(119)	75%	(1642)	11%	(242)	6%	(129)	2200
Favorable of Trump	3%	(26)	3%	(24)	7%	(59)	69%	(580)	13%	(113)	4%	(35)	836
Unfavorable of Trump	—	(2)	1%	(13)	4%	(53)	83%	(1028)	7%	(89)	5%	(58)	1244
Very Favorable of Trump	4%	(17)	3%	(14)	8%	(36)	68%	(309)	13%	(59)	4%	(18)	454
Somewhat Favorable of Trump	2%	(8)	2%	(10)	6%	(23)	71%	(271)	14%	(54)	4%	(17)	382
Somewhat Unfavorable of Trump	—	(1)	2%	(4)	9%	(20)	71%	(150)	12%	(25)	6%	(12)	212
Very Unfavorable of Trump	—	(2)	1%	(8)	3%	(33)	85%	(878)	6%	(65)	4%	(46)	1032
#1 Issue: Economy	2%	(11)	1%	(11)	6%	(46)	77%	(566)	8%	(62)	5%	(39)	735
#1 Issue: Security	1%	(4)	3%	(9)	10%	(28)	64%	(183)	15%	(44)	7%	(20)	288
#1 Issue: Health Care	2%	(8)	2%	(8)	5%	(19)	79%	(332)	9%	(37)	4%	(18)	422
#1 Issue: Medicare / Social Security	1%	(2)	2%	(6)	4%	(11)	80%	(210)	9%	(22)	4%	(11)	261
#1 Issue: Women's Issues	2%	(2)	2%	(2)	1%	(1)	75%	(74)	16%	(16)	4%	(4)	99
#1 Issue: Education	1%	(1)	1%	(1)	4%	(5)	68%	(83)	16%	(20)	10%	(13)	123
#1 Issue: Energy	2%	(2)	1%	(1)	5%	(4)	66%	(57)	9%	(8)	17%	(15)	86
#1 Issue: Other	—	(0)	1%	(2)	2%	(4)	74%	(137)	17%	(32)	6%	(11)	186
2018 House Vote: Democrat	1%	(6)	1%	(9)	4%	(33)	84%	(664)	7%	(52)	4%	(30)	794
2018 House Vote: Republican	2%	(16)	3%	(20)	6%	(41)	75%	(483)	11%	(69)	3%	(17)	646
2018 House Vote: Someone else	1%	(1)	4%	(2)	2%	(1)	74%	(47)	16%	(10)	4%	(2)	63
2016 Vote: Hillary Clinton	1%	(4)	1%	(7)	3%	(21)	84%	(576)	7%	(45)	5%	(31)	685
2016 Vote: Donald Trump	3%	(18)	3%	(19)	7%	(49)	73%	(517)	12%	(83)	3%	(19)	705
2016 Vote: Other	1%	(1)	1%	(2)	4%	(6)	88%	(138)	3%	(5)	3%	(5)	156
2016 Vote: Didn't Vote	1%	(7)	2%	(10)	6%	(41)	63%	(410)	17%	(109)	11%	(74)	651
Voted in 2014: Yes	2%	(23)	2%	(27)	5%	(63)	81%	(1095)	8%	(106)	3%	(45)	1358
Voted in 2014: No	1%	(7)	1%	(11)	7%	(55)	65%	(547)	16%	(136)	10%	(84)	842
2012 Vote: Barack Obama	1%	(10)	1%	(11)	4%	(32)	83%	(676)	8%	(63)	3%	(25)	817
2012 Vote: Mitt Romney	2%	(11)	2%	(10)	6%	(33)	79%	(415)	8%	(43)	3%	(16)	528
2012 Vote: Other	2%	(2)	2%	(2)	5%	(4)	78%	(73)	8%	(7)	6%	(5)	93
2012 Vote: Didn't Vote	1%	(7)	2%	(16)	6%	(49)	63%	(478)	17%	(128)	11%	(83)	761

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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
Adults	1%	(30)	2%	(38)	5%	(119)	75%	(1642)	11%	(242)	6%	(129)	2200
4-Region: Northeast	2%	(7)	3%	(11)	5%	(20)	74%	(292)	9%	(36)	7%	(28)	394
4-Region: Midwest	2%	(8)	2%	(10)	6%	(27)	72%	(334)	13%	(62)	5%	(21)	462
4-Region: South	1%	(10)	1%	(10)	6%	(52)	72%	(592)	13%	(107)	7%	(55)	824
4-Region: West	1%	(6)	1%	(7)	4%	(20)	82%	(425)	7%	(37)	5%	(25)	520
Generation Z, Democrat	—	(0)	—	(0)	4%	(5)	80%	(98)	9%	(11)	7%	(9)	122
Generation Z, Independent	—	(0)	—	(0)	8%	(14)	56%	(91)	20%	(32)	15%	(25)	162
Generation Z, Republican	—	(0)	3%	(2)	13%	(7)	72%	(36)	7%	(4)	4%	(2)	50
Favorable BLM	2%	(20)	1%	(17)	4%	(51)	79%	(993)	8%	(105)	5%	(63)	1250
Unfavorable BLM	1%	(9)	3%	(19)	8%	(53)	81%	(537)	5%	(34)	2%	(11)	664
Favorable Antifa	6%	(13)	6%	(13)	3%	(6)	82%	(169)	2%	(4)	1%	(2)	207
Unfavorable Antifa	1%	(9)	1%	(15)	5%	(54)	87%	(866)	4%	(42)	1%	(12)	998
Favorable WS	44%	(30)	56%	(38)	—	(0)	—	(0)	—	(0)	—	(0)	68
Unfavorable WS	—	(0)	—	(0)	7%	(119)	93%	(1642)	—	(0)	—	(0)	1761
Favorable WN	16%	(28)	17%	(29)	15%	(25)	37%	(64)	9%	(16)	6%	(11)	174
Unfavorable WN	—	(1)	—	(4)	4%	(64)	94%	(1328)	1%	(20)	—	(0)	1417
Favorable police	2%	(27)	2%	(30)	6%	(78)	77%	(1022)	9%	(125)	3%	(40)	1322
Unfavorable police	—	(3)	1%	(8)	5%	(35)	82%	(569)	7%	(49)	4%	(28)	692

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
Adults	3% (65)	5% (109)	8% (178)	56% (1238)	16% (342)	12% (267)	2200
Gender: Male	4% (41)	6% (65)	10% (105)	62% (661)	11% (119)	7% (72)	1062
Gender: Female	2% (24)	4% (44)	6% (74)	51% (577)	20% (223)	17% (196)	1138
Age: 18-34	3% (23)	4% (29)	8% (55)	46% (301)	19% (125)	19% (123)	655
Age: 35-44	4% (14)	7% (27)	4% (14)	60% (214)	12% (45)	12% (44)	358
Age: 45-64	3% (20)	4% (30)	9% (69)	59% (445)	16% (121)	9% (67)	751
Age: 65+	2% (8)	5% (23)	9% (41)	64% (279)	12% (52)	8% (34)	436
GenZers: 1997-2012	2% (8)	6% (19)	10% (32)	43% (143)	22% (73)	18% (59)	335
Millennials: 1981-1996	4% (21)	6% (29)	6% (32)	53% (274)	15% (79)	16% (81)	516
GenXers: 1965-1980	4% (21)	5% (24)	6% (30)	59% (315)	15% (77)	12% (62)	530
Baby Boomers: 1946-1964	2% (12)	4% (31)	10% (73)	63% (461)	14% (99)	7% (54)	731
PID: Dem (no lean)	3% (21)	4% (30)	7% (57)	65% (534)	12% (102)	10% (79)	822
PID: Ind (no lean)	3% (20)	4% (27)	6% (48)	54% (394)	17% (124)	16% (120)	733
PID: Rep (no lean)	4% (24)	8% (52)	11% (74)	48% (311)	18% (116)	11% (69)	645
PID/Gender: Dem Men	4% (13)	6% (22)	8% (31)	69% (260)	6% (24)	7% (25)	376
PID/Gender: Dem Women	2% (7)	2% (7)	6% (26)	61% (274)	18% (78)	12% (54)	446
PID/Gender: Ind Men	3% (12)	4% (15)	8% (28)	63% (222)	13% (45)	8% (29)	350
PID/Gender: Ind Women	2% (9)	3% (12)	5% (20)	45% (172)	21% (79)	24% (91)	382
PID/Gender: Rep Men	5% (16)	8% (27)	14% (45)	54% (180)	15% (49)	5% (18)	335
PID/Gender: Rep Women	3% (8)	8% (25)	9% (29)	42% (131)	22% (67)	16% (51)	310
Ideo: Liberal (1-3)	3% (16)	4% (25)	6% (37)	73% (450)	7% (41)	7% (44)	613
Ideo: Moderate (4)	3% (15)	3% (20)	10% (56)	54% (313)	18% (105)	13% (75)	583
Ideo: Conservative (5-7)	3% (20)	8% (56)	11% (78)	53% (386)	16% (118)	9% (66)	724
Educ: < College	3% (40)	5% (72)	8% (125)	51% (766)	18% (277)	15% (233)	1512
Educ: Bachelors degree	2% (10)	5% (20)	8% (34)	69% (307)	11% (49)	5% (24)	444
Educ: Post-grad	6% (15)	7% (17)	8% (19)	68% (166)	7% (17)	4% (10)	244
Income: Under 50k	3% (33)	4% (50)	7% (80)	49% (566)	20% (229)	17% (196)	1155
Income: 50k-100k	2% (17)	5% (37)	11% (73)	63% (435)	12% (81)	8% (53)	695
Income: 100k+	4% (15)	6% (23)	7% (25)	68% (236)	9% (32)	5% (19)	350
Ethnicity: White	3% (51)	5% (91)	9% (147)	56% (967)	15% (257)	12% (208)	1722
Ethnicity: Hispanic	3% (11)	5% (16)	8% (26)	57% (198)	14% (48)	14% (50)	349

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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
Adults	3% (65)	5% (109)	8% (178)	56% (1238)	16% (342)	12% (267)	2200
Ethnicity: Afr. Am.	3% (9)	3% (9)	7% (19)	56% (154)	18% (50)	12% (32)	274
Ethnicity: Other	2% (5)	4% (8)	6% (12)	58% (118)	17% (35)	13% (26)	204
All Christian	3% (29)	6% (57)	10% (99)	56% (575)	15% (151)	11% (110)	1020
All Non-Christian	2% (2)	5% (5)	10% (10)	64% (60)	10% (9)	9% (9)	93
Atheist	1% (1)	1% (1)	5% (4)	86% (76)	4% (4)	3% (3)	88
Agnostic/Nothing in particular	3% (19)	5% (27)	6% (36)	57% (332)	15% (88)	13% (76)	579
Something Else	4% (15)	5% (20)	7% (29)	47% (196)	22% (90)	17% (69)	420
Religious Non-Protestant/Catholic	2% (2)	5% (6)	9% (10)	62% (74)	12% (14)	12% (14)	120
Evangelical	4% (22)	6% (38)	7% (41)	50% (295)	17% (100)	15% (90)	585
Non-Evangelical	3% (21)	5% (37)	10% (83)	56% (455)	16% (130)	10% (85)	812
Community: Urban	5% (28)	8% (42)	7% (41)	55% (303)	12% (67)	13% (73)	554
Community: Suburban	2% (26)	3% (35)	9% (93)	61% (632)	14% (149)	9% (97)	1031
Community: Rural	2% (11)	5% (33)	7% (45)	49% (304)	20% (126)	16% (97)	616
Employ: Private Sector	4% (24)	6% (39)	10% (66)	61% (410)	13% (85)	7% (46)	671
Employ: Government	3% (4)	3% (4)	8% (10)	59% (79)	18% (24)	9% (12)	134
Employ: Self-Employed	5% (10)	4% (7)	4% (8)	60% (115)	13% (26)	13% (25)	192
Employ: Homemaker	2% (3)	5% (7)	7% (10)	46% (71)	19% (28)	22% (33)	152
Employ: Retired	2% (10)	5% (23)	11% (55)	60% (298)	15% (72)	7% (37)	495
Employ: Unemployed	2% (6)	5% (13)	3% (8)	44% (111)	25% (64)	20% (52)	254
Employ: Other	4% (6)	4% (6)	4% (7)	48% (81)	19% (32)	22% (37)	169
Military HH: Yes	2% (8)	6% (20)	9% (27)	61% (196)	15% (48)	7% (23)	322
Military HH: No	3% (57)	5% (89)	8% (151)	56% (1042)	16% (294)	13% (244)	1878
RD/WT: Right Direction	7% (39)	9% (51)	9% (53)	42% (233)	20% (111)	13% (75)	561
RD/WT: Wrong Track	2% (26)	4% (58)	8% (126)	61% (1005)	14% (232)	12% (192)	1639
Trump Job Approve	6% (48)	9% (72)	10% (85)	45% (372)	19% (158)	12% (101)	836
Trump Job Disapprove	1% (15)	3% (35)	7% (92)	67% (844)	11% (140)	10% (128)	1254
Trump Job Strongly Approve	8% (34)	9% (39)	9% (40)	45% (196)	19% (84)	11% (47)	440
Trump Job Somewhat Approve	4% (14)	8% (33)	11% (45)	44% (176)	19% (74)	14% (54)	397
Trump Job Somewhat Disapprove	2% (4)	4% (10)	15% (40)	47% (126)	14% (38)	18% (47)	266
Trump Job Strongly Disapprove	1% (11)	3% (25)	5% (51)	73% (718)	10% (101)	8% (81)	988

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
Adults	3% (65)	5% (109)	8% (178)	56% (1238)	16% (342)	12% (267)	2200
Favorable of Trump	5% (41)	8% (70)	10% (82)	45% (376)	20% (165)	12% (102)	836
Unfavorable of Trump	2% (19)	3% (33)	8% (96)	68% (846)	10% (128)	10% (122)	1244
Very Favorable of Trump	6% (30)	8% (37)	9% (42)	45% (205)	19% (88)	12% (53)	454
Somewhat Favorable of Trump	3% (12)	9% (34)	10% (39)	45% (171)	20% (77)	13% (50)	382
Somewhat Unfavorable of Trump	6% (13)	5% (11)	12% (25)	43% (91)	15% (32)	18% (39)	212
Very Unfavorable of Trump	1% (6)	2% (22)	7% (70)	73% (755)	9% (96)	8% (83)	1032
#1 Issue: Economy	2% (15)	5% (37)	8% (62)	57% (421)	15% (108)	12% (91)	735
#1 Issue: Security	5% (14)	9% (26)	10% (29)	47% (137)	18% (51)	11% (31)	288
#1 Issue: Health Care	4% (15)	4% (16)	6% (27)	59% (250)	13% (53)	14% (60)	422
#1 Issue: Medicare / Social Security	2% (6)	5% (13)	11% (28)	57% (148)	16% (42)	9% (24)	261
#1 Issue: Women's Issues	4% (4)	2% (2)	4% (4)	62% (61)	20% (19)	8% (8)	99
#1 Issue: Education	3% (3)	4% (4)	13% (16)	42% (51)	19% (24)	20% (24)	123
#1 Issue: Energy	5% (4)	4% (4)	5% (5)	56% (49)	15% (13)	14% (12)	86
#1 Issue: Other	2% (3)	4% (7)	4% (7)	65% (121)	17% (31)	9% (16)	186
2018 House Vote: Democrat	2% (18)	2% (16)	6% (49)	73% (578)	10% (81)	7% (53)	794
2018 House Vote: Republican	4% (24)	8% (54)	11% (72)	52% (335)	16% (102)	9% (60)	646
2018 House Vote: Someone else	5% (3)	7% (4)	2% (1)	61% (39)	10% (7)	14% (9)	63
2016 Vote: Hillary Clinton	3% (18)	2% (16)	4% (29)	74% (508)	10% (67)	7% (46)	685
2016 Vote: Donald Trump	4% (26)	7% (52)	11% (77)	51% (361)	17% (122)	10% (68)	705
2016 Vote: Other	— (1)	4% (6)	12% (18)	69% (108)	6% (10)	8% (13)	156
2016 Vote: Didn't Vote	3% (19)	5% (35)	8% (53)	40% (261)	22% (144)	21% (140)	651
Voted in 2014: Yes	3% (43)	5% (64)	8% (109)	64% (866)	12% (163)	8% (113)	1358
Voted in 2014: No	3% (22)	5% (45)	8% (69)	44% (372)	21% (179)	18% (154)	842
2012 Vote: Barack Obama	3% (21)	3% (25)	7% (54)	69% (562)	11% (91)	8% (64)	817
2012 Vote: Mitt Romney	4% (20)	7% (40)	10% (54)	56% (298)	13% (71)	9% (45)	528
2012 Vote: Other	3% (3)	5% (4)	9% (8)	57% (53)	13% (12)	13% (12)	93
2012 Vote: Didn't Vote	3% (21)	5% (40)	8% (62)	43% (324)	22% (169)	19% (145)	761

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
Adults	3% (65)	5% (109)	8% (178)	56% (1238)	16% (342)	12% (267)	2200
4-Region: Northeast	4% (16)	5% (20)	8% (33)	56% (220)	13% (50)	14% (56)	394
4-Region: Midwest	3% (12)	5% (22)	8% (38)	54% (252)	19% (89)	11% (49)	462
4-Region: South	3% (21)	4% (37)	9% (73)	52% (432)	18% (151)	13% (110)	824
4-Region: West	3% (16)	6% (31)	7% (34)	64% (335)	10% (52)	10% (52)	520
Generation Z, Democrat	— (1)	3% (4)	10% (12)	53% (65)	16% (19)	18% (21)	122
Generation Z, Independent	2% (4)	5% (9)	7% (11)	39% (63)	24% (39)	23% (37)	162
Generation Z, Republican	8% (4)	12% (6)	18% (9)	30% (15)	29% (14)	3% (2)	50
Favorable BLM	4% (45)	4% (55)	7% (85)	63% (791)	12% (146)	10% (128)	1250
Unfavorable BLM	3% (17)	7% (48)	13% (89)	60% (396)	10% (68)	7% (46)	664
Favorable Antifa	8% (17)	5% (11)	4% (8)	75% (156)	6% (13)	1% (2)	207
Unfavorable Antifa	2% (23)	6% (55)	10% (102)	68% (677)	9% (88)	5% (53)	998
Favorable WS	41% (28)	43% (30)	5% (4)	2% (1)	6% (4)	3% (2)	68
Unfavorable WS	1% (19)	4% (71)	10% (172)	69% (1219)	9% (158)	7% (122)	1761
Favorable WN	37% (65)	63% (109)	— (0)	— (0)	— (0)	— (0)	174
Unfavorable WN	— (0)	— (0)	13% (178)	87% (1238)	— (0)	— (0)	1417
Favorable police	3% (45)	7% (86)	9% (116)	55% (733)	15% (203)	11% (139)	1322
Unfavorable police	2% (13)	3% (20)	8% (57)	69% (475)	9% (66)	9% (61)	692

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
Adults	28% (625)	32% (697)	19% (409)	13% (284)	7% (158)	1% (28)	2200
Gender: Male	30% (319)	31% (332)	19% (200)	13% (137)	6% (63)	1% (10)	1062
Gender: Female	27% (306)	32% (366)	18% (208)	13% (146)	8% (94)	2% (17)	1138
Age: 18-34	15% (97)	21% (140)	26% (167)	23% (154)	12% (80)	3% (18)	655
Age: 35-44	26% (93)	30% (108)	21% (74)	13% (46)	9% (34)	1% (3)	358
Age: 45-64	33% (246)	38% (286)	16% (118)	8% (63)	5% (34)	1% (5)	751
Age: 65+	44% (190)	38% (164)	11% (50)	5% (21)	2% (9)	— (2)	436
GenZers: 1997-2012	13% (45)	19% (65)	27% (92)	25% (85)	12% (41)	2% (7)	335
Millennials: 1981-1996	19% (97)	25% (129)	23% (118)	19% (98)	12% (62)	2% (11)	516
GenXers: 1965-1980	29% (151)	39% (204)	16% (85)	9% (49)	7% (35)	1% (5)	530
Baby Boomers: 1946-1964	40% (293)	36% (264)	14% (103)	7% (49)	2% (18)	— (3)	731
PID: Dem (no lean)	14% (117)	33% (269)	26% (214)	21% (169)	6% (49)	1% (5)	822
PID: Ind (no lean)	23% (171)	30% (218)	20% (148)	13% (93)	11% (84)	3% (19)	733
PID: Rep (no lean)	52% (337)	33% (210)	7% (46)	3% (22)	4% (25)	1% (4)	645
PID/Gender: Dem Men	15% (57)	29% (110)	30% (112)	22% (82)	4% (15)	— (0)	376
PID/Gender: Dem Women	13% (60)	36% (159)	23% (103)	19% (86)	8% (34)	1% (5)	446
PID/Gender: Ind Men	27% (95)	30% (105)	17% (61)	13% (45)	10% (36)	3% (9)	350
PID/Gender: Ind Women	20% (76)	30% (114)	23% (88)	12% (48)	12% (48)	2% (9)	382
PID/Gender: Rep Men	50% (167)	35% (117)	8% (28)	3% (10)	4% (13)	— (1)	335
PID/Gender: Rep Women	55% (170)	30% (93)	6% (18)	4% (12)	4% (12)	1% (3)	310
Ideo: Liberal (1-3)	9% (57)	30% (184)	31% (189)	26% (157)	3% (20)	1% (5)	613
Ideo: Moderate (4)	26% (150)	35% (204)	21% (120)	11% (62)	8% (46)	— (1)	583
Ideo: Conservative (5-7)	50% (361)	33% (239)	9% (62)	5% (34)	3% (23)	1% (5)	724
Educ: < College	29% (432)	29% (446)	18% (266)	14% (207)	9% (139)	1% (22)	1512
Educ: Bachelors degree	27% (122)	37% (162)	20% (90)	12% (51)	4% (16)	1% (4)	444
Educ: Post-grad	29% (72)	37% (89)	21% (52)	10% (25)	1% (3)	1% (2)	244
Income: Under 50k	26% (304)	28% (318)	19% (215)	15% (174)	11% (128)	1% (16)	1155
Income: 50k-100k	30% (206)	37% (255)	18% (125)	12% (82)	3% (22)	1% (5)	695
Income: 100k+	33% (115)	36% (125)	20% (69)	8% (28)	2% (8)	2% (6)	350
Ethnicity: White	34% (585)	35% (604)	15% (265)	9% (148)	6% (106)	1% (15)	1722
Ethnicity: Hispanic	13% (46)	31% (107)	25% (86)	19% (65)	10% (36)	2% (9)	349

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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
Adults	28% (625)	32% (697)	19% (409)	13% (284)	7% (158)	1% (28)	2200
Ethnicity: Afr. Am.	6% (16)	17% (46)	31% (84)	33% (89)	13% (35)	2% (4)	274
Ethnicity: Other	12% (24)	23% (48)	29% (60)	23% (47)	8% (17)	4% (9)	204
All Christian	38% (383)	35% (354)	15% (155)	7% (74)	5% (50)	1% (5)	1020
All Non-Christian	18% (16)	41% (38)	21% (20)	10% (9)	8% (7)	3% (3)	93
Atheist	9% (8)	23% (20)	31% (27)	33% (29)	4% (3)	— (0)	88
Agnostic/Nothing in particular	18% (106)	28% (163)	23% (131)	18% (106)	10% (57)	3% (15)	579
Something Else	27% (112)	29% (122)	18% (76)	16% (65)	9% (40)	1% (4)	420
Religious Non-Protestant/Catholic	26% (31)	38% (46)	18% (21)	8% (10)	7% (9)	2% (3)	120
Evangelical	37% (218)	30% (173)	15% (88)	9% (53)	9% (51)	— (1)	585
Non-Evangelical	32% (256)	35% (286)	17% (140)	11% (85)	4% (36)	1% (9)	812
Community: Urban	23% (125)	27% (150)	22% (122)	16% (88)	10% (55)	2% (13)	554
Community: Suburban	28% (287)	36% (368)	17% (176)	13% (135)	6% (58)	1% (7)	1031
Community: Rural	35% (213)	29% (180)	18% (110)	10% (60)	7% (45)	1% (7)	616
Employ: Private Sector	29% (196)	34% (228)	20% (136)	12% (79)	4% (29)	— (3)	671
Employ: Government	29% (39)	26% (35)	24% (32)	15% (20)	5% (6)	1% (1)	134
Employ: Self-Employed	25% (49)	33% (63)	19% (37)	16% (31)	4% (8)	2% (3)	192
Employ: Homemaker	18% (28)	36% (54)	17% (26)	14% (22)	14% (21)	1% (2)	152
Employ: Retired	42% (207)	36% (177)	14% (67)	5% (26)	3% (16)	— (1)	495
Employ: Unemployed	21% (52)	28% (71)	16% (41)	17% (43)	18% (46)	1% (1)	254
Employ: Other	27% (46)	27% (45)	14% (24)	12% (20)	14% (24)	6% (10)	169
Military HH: Yes	41% (133)	33% (105)	12% (37)	9% (30)	4% (14)	1% (2)	322
Military HH: No	26% (492)	32% (592)	20% (372)	13% (253)	8% (143)	1% (25)	1878
RD/WT: Right Direction	47% (263)	30% (168)	8% (42)	5% (28)	9% (49)	2% (12)	561
RD/WT: Wrong Track	22% (363)	32% (530)	22% (366)	16% (256)	7% (109)	1% (15)	1639
Trump Job Approve	50% (414)	31% (257)	8% (63)	6% (48)	6% (48)	1% (7)	836
Trump Job Disapprove	15% (191)	33% (411)	27% (337)	18% (230)	6% (76)	1% (9)	1254
Trump Job Strongly Approve	63% (277)	20% (89)	5% (21)	6% (28)	5% (20)	1% (5)	440
Trump Job Somewhat Approve	35% (137)	42% (168)	11% (42)	5% (20)	7% (28)	1% (3)	397
Trump Job Somewhat Disapprove	22% (60)	42% (112)	24% (63)	5% (12)	6% (17)	1% (2)	266
Trump Job Strongly Disapprove	13% (131)	30% (299)	28% (274)	22% (218)	6% (59)	1% (6)	988

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
Adults	28% (625)	32% (697)	19% (409)	13% (284)	7% (158)	1% (28)	2200
Favorable of Trump	51% (425)	31% (258)	8% (64)	5% (39)	5% (42)	1% (8)	836
Unfavorable of Trump	14% (180)	33% (413)	27% (336)	19% (233)	6% (73)	1% (9)	1244
Very Favorable of Trump	62% (283)	21% (97)	7% (32)	4% (18)	4% (18)	1% (5)	454
Somewhat Favorable of Trump	37% (142)	42% (161)	8% (32)	6% (21)	6% (23)	1% (3)	382
Somewhat Unfavorable of Trump	29% (61)	40% (84)	18% (38)	7% (15)	5% (11)	1% (3)	212
Very Unfavorable of Trump	12% (119)	32% (329)	29% (298)	21% (218)	6% (62)	1% (6)	1032
#1 Issue: Economy	29% (210)	34% (251)	20% (149)	10% (74)	6% (44)	1% (7)	735
#1 Issue: Security	54% (155)	25% (71)	9% (26)	7% (19)	5% (14)	1% (4)	288
#1 Issue: Health Care	17% (70)	38% (162)	19% (80)	18% (75)	8% (35)	— (1)	422
#1 Issue: Medicare / Social Security	35% (91)	34% (89)	18% (47)	7% (19)	4% (11)	1% (3)	261
#1 Issue: Women's Issues	15% (15)	17% (17)	33% (32)	32% (31)	2% (2)	2% (2)	99
#1 Issue: Education	25% (31)	25% (31)	21% (25)	15% (18)	11% (14)	4% (6)	123
#1 Issue: Energy	18% (16)	26% (22)	15% (13)	20% (17)	19% (17)	2% (1)	86
#1 Issue: Other	21% (38)	30% (55)	19% (36)	16% (30)	12% (22)	3% (5)	186
2018 House Vote: Democrat	16% (125)	36% (284)	26% (204)	19% (147)	4% (32)	— (3)	794
2018 House Vote: Republican	53% (344)	33% (214)	6% (38)	4% (24)	4% (24)	1% (3)	646
2018 House Vote: Someone else	39% (25)	29% (18)	16% (10)	9% (6)	5% (3)	1% (1)	63
2016 Vote: Hillary Clinton	15% (104)	34% (235)	26% (177)	19% (129)	5% (37)	— (3)	685
2016 Vote: Donald Trump	51% (362)	33% (235)	7% (49)	4% (28)	4% (26)	1% (5)	705
2016 Vote: Other	24% (37)	41% (65)	17% (26)	14% (22)	2% (4)	1% (2)	156
2016 Vote: Didn't Vote	19% (122)	25% (161)	24% (156)	16% (104)	14% (91)	3% (17)	651
Voted in 2014: Yes	33% (449)	35% (472)	16% (223)	11% (148)	5% (62)	— (5)	1358
Voted in 2014: No	21% (177)	27% (225)	22% (185)	16% (136)	11% (96)	3% (23)	842
2012 Vote: Barack Obama	18% (150)	36% (298)	24% (198)	15% (124)	5% (44)	— (3)	817
2012 Vote: Mitt Romney	51% (272)	36% (191)	6% (31)	4% (19)	2% (13)	— (2)	528
2012 Vote: Other	52% (48)	26% (24)	11% (10)	6% (6)	5% (4)	1% (0)	93
2012 Vote: Didn't Vote	20% (155)	24% (183)	22% (170)	18% (135)	13% (96)	3% (22)	761

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
Adults	28% (625)	32% (697)	19% (409)	13% (284)	7% (158)	1% (28)	2200
4-Region: Northeast	28% (112)	34% (135)	17% (66)	11% (42)	8% (31)	2% (7)	394
4-Region: Midwest	31% (145)	35% (160)	17% (79)	10% (44)	7% (31)	1% (3)	462
4-Region: South	28% (233)	28% (233)	18% (152)	16% (133)	8% (62)	1% (12)	824
4-Region: West	26% (135)	33% (170)	22% (112)	12% (64)	6% (33)	1% (6)	520
Generation Z, Democrat	5% (6)	15% (19)	32% (39)	39% (48)	7% (8)	2% (3)	122
Generation Z, Independent	11% (18)	19% (32)	29% (47)	22% (35)	16% (25)	3% (4)	162
Generation Z, Republican	41% (21)	29% (15)	11% (6)	4% (2)	14% (7)	— (0)	50
Favorable BLM	17% (217)	34% (423)	26% (320)	19% (231)	4% (55)	— (3)	1250
Unfavorable BLM	52% (342)	31% (203)	10% (68)	5% (34)	2% (16)	— (0)	664
Favorable Antifa	13% (27)	24% (49)	26% (53)	37% (76)	1% (2)	— (0)	207
Unfavorable Antifa	43% (426)	33% (327)	14% (139)	9% (88)	2% (18)	— (1)	998
Favorable WS	51% (35)	32% (22)	11% (7)	5% (4)	1% (1)	— (0)	68
Unfavorable WS	29% (505)	34% (596)	21% (361)	14% (243)	3% (54)	— (1)	1761
Favorable WN	47% (82)	28% (48)	13% (23)	6% (11)	4% (7)	2% (3)	174
Unfavorable WN	26% (369)	34% (481)	22% (308)	16% (224)	3% (35)	— (0)	1417
Favorable police	47% (625)	53% (697)	— (0)	— (0)	— (0)	— (0)	1322
Unfavorable police	— (0)	— (0)	59% (409)	41% (284)	— (0)	— (0)	692

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://www.morningconsult.com/intelligence).

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
Adults	37%	(815)	35%	(771)	17%	(381)	11%	(233)	2200
Gender: Male	34%	(365)	37%	(397)	19%	(198)	10%	(101)	1062
Gender: Female	40%	(450)	33%	(374)	16%	(183)	12%	(132)	1138
Age: 18-34	34%	(224)	33%	(213)	18%	(120)	15%	(99)	655
Age: 35-44	36%	(130)	38%	(135)	14%	(51)	12%	(42)	358
Age: 45-64	37%	(281)	38%	(286)	18%	(135)	6%	(49)	751
Age: 65+	41%	(181)	31%	(137)	17%	(75)	10%	(44)	436
GenZers: 1997-2012	32%	(106)	36%	(121)	17%	(58)	15%	(50)	335
Millennials: 1981-1996	36%	(185)	33%	(171)	17%	(86)	14%	(73)	516
GenXers: 1965-1980	36%	(192)	38%	(202)	17%	(89)	9%	(47)	530
Baby Boomers: 1946-1964	40%	(294)	35%	(255)	18%	(135)	6%	(47)	731
PID: Dem (no lean)	42%	(342)	34%	(283)	16%	(134)	8%	(63)	822
PID: Ind (no lean)	34%	(252)	35%	(259)	17%	(123)	13%	(99)	733
PID: Rep (no lean)	34%	(222)	35%	(229)	19%	(124)	11%	(71)	645
PID/Gender: Dem Men	40%	(149)	39%	(145)	15%	(58)	6%	(24)	376
PID/Gender: Dem Women	43%	(193)	31%	(138)	17%	(76)	9%	(39)	446
PID/Gender: Ind Men	32%	(113)	38%	(135)	19%	(65)	11%	(38)	350
PID/Gender: Ind Women	36%	(139)	33%	(125)	15%	(58)	16%	(61)	382
PID/Gender: Rep Men	31%	(103)	35%	(118)	22%	(75)	12%	(39)	335
PID/Gender: Rep Women	38%	(118)	36%	(111)	16%	(48)	10%	(32)	310
Ideo: Liberal (1-3)	51%	(311)	27%	(167)	14%	(89)	8%	(47)	613
Ideo: Moderate (4)	34%	(201)	40%	(234)	17%	(101)	8%	(47)	583
Ideo: Conservative (5-7)	32%	(234)	39%	(282)	19%	(138)	10%	(69)	724
Educ: < College	32%	(488)	35%	(531)	19%	(291)	13%	(203)	1512
Educ: Bachelors degree	48%	(212)	34%	(152)	13%	(58)	5%	(21)	444
Educ: Post-grad	47%	(116)	36%	(88)	13%	(31)	4%	(9)	244
Income: Under 50k	32%	(371)	34%	(388)	19%	(219)	15%	(177)	1155
Income: 50k-100k	40%	(281)	38%	(266)	17%	(119)	4%	(29)	695
Income: 100k+	47%	(164)	33%	(117)	12%	(43)	8%	(27)	350
Ethnicity: White	43%	(745)	33%	(560)	14%	(241)	10%	(176)	1722
Ethnicity: Hispanic	17%	(58)	40%	(138)	27%	(93)	17%	(61)	349

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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
Adults	37%	(815)	35%	(771)	17%	(381)	11%	(233)	2200
Ethnicity: Afr. Am.	18%	(49)	49%	(134)	24%	(66)	10%	(26)	274
Ethnicity: Other	10%	(21)	38%	(78)	36%	(74)	15%	(31)	204
All Christian	37%	(375)	37%	(374)	18%	(181)	9%	(91)	1020
All Non-Christian	45%	(42)	26%	(25)	19%	(17)	10%	(9)	93
Atheist	43%	(38)	37%	(33)	7%	(6)	13%	(11)	88
Agnostic/Nothing in particular	40%	(231)	33%	(190)	15%	(85)	12%	(72)	579
Something Else	31%	(129)	36%	(149)	22%	(91)	12%	(50)	420
Religious Non-Protestant/Catholic	47%	(57)	22%	(26)	18%	(21)	13%	(16)	120
Evangelical	30%	(176)	37%	(219)	20%	(117)	12%	(73)	585
Non-Evangelical	38%	(306)	36%	(295)	18%	(150)	7%	(61)	812
Community: Urban	34%	(187)	33%	(183)	21%	(117)	12%	(66)	554
Community: Suburban	39%	(403)	37%	(382)	16%	(166)	8%	(81)	1031
Community: Rural	37%	(225)	34%	(207)	16%	(98)	14%	(86)	616
Employ: Private Sector	39%	(261)	42%	(282)	14%	(93)	5%	(35)	671
Employ: Government	34%	(45)	30%	(40)	17%	(23)	19%	(26)	134
Employ: Self-Employed	40%	(76)	27%	(51)	25%	(49)	9%	(16)	192
Employ: Homemaker	35%	(54)	38%	(59)	11%	(16)	16%	(24)	152
Employ: Retired	41%	(201)	30%	(149)	19%	(96)	10%	(49)	495
Employ: Unemployed	28%	(71)	38%	(96)	18%	(45)	17%	(43)	254
Employ: Other	36%	(62)	28%	(48)	20%	(33)	16%	(26)	169
Military HH: Yes	36%	(117)	36%	(116)	19%	(62)	8%	(27)	322
Military HH: No	37%	(698)	35%	(655)	17%	(319)	11%	(206)	1878
RD/WT: Right Direction	33%	(182)	38%	(212)	19%	(106)	11%	(61)	561
RD/WT: Wrong Track	39%	(633)	34%	(559)	17%	(275)	10%	(172)	1639
Trump Job Approve	32%	(270)	38%	(318)	18%	(151)	12%	(97)	836
Trump Job Disapprove	41%	(515)	34%	(424)	17%	(211)	8%	(104)	1254
Trump Job Strongly Approve	33%	(145)	39%	(173)	16%	(69)	12%	(53)	440
Trump Job Somewhat Approve	32%	(125)	37%	(145)	21%	(82)	11%	(44)	397
Trump Job Somewhat Disapprove	31%	(81)	39%	(103)	21%	(57)	9%	(25)	266
Trump Job Strongly Disapprove	44%	(434)	32%	(320)	16%	(154)	8%	(80)	988

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
Adults	37%	(815)	35%	(771)	17%	(381)	11%	(233)	2200
Favorable of Trump	32%	(266)	38%	(320)	18%	(148)	12%	(102)	836
Unfavorable of Trump	42%	(528)	33%	(416)	17%	(206)	7%	(93)	1244
Very Favorable of Trump	32%	(145)	39%	(178)	17%	(75)	12%	(56)	454
Somewhat Favorable of Trump	32%	(122)	37%	(142)	19%	(72)	12%	(46)	382
Somewhat Unfavorable of Trump	36%	(77)	43%	(91)	13%	(28)	7%	(15)	212
Very Unfavorable of Trump	44%	(451)	32%	(325)	17%	(178)	8%	(78)	1032
#1 Issue: Economy	35%	(258)	39%	(286)	19%	(136)	7%	(54)	735
#1 Issue: Security	27%	(79)	44%	(126)	19%	(56)	9%	(27)	288
#1 Issue: Health Care	43%	(182)	36%	(150)	11%	(47)	10%	(43)	422
#1 Issue: Medicare / Social Security	35%	(92)	28%	(72)	26%	(67)	11%	(29)	261
#1 Issue: Women's Issues	38%	(37)	33%	(32)	10%	(10)	19%	(19)	99
#1 Issue: Education	34%	(42)	28%	(35)	18%	(23)	19%	(23)	123
#1 Issue: Energy	39%	(34)	22%	(19)	26%	(23)	12%	(11)	86
#1 Issue: Other	49%	(91)	27%	(50)	10%	(19)	14%	(26)	186
2018 House Vote: Democrat	46%	(364)	32%	(256)	16%	(124)	6%	(51)	794
2018 House Vote: Republican	35%	(229)	37%	(242)	17%	(110)	10%	(65)	646
2018 House Vote: Someone else	24%	(15)	39%	(24)	19%	(12)	18%	(11)	63
2016 Vote: Hillary Clinton	46%	(317)	31%	(211)	16%	(112)	7%	(46)	685
2016 Vote: Donald Trump	33%	(233)	39%	(274)	18%	(124)	10%	(74)	705
2016 Vote: Other	41%	(64)	33%	(52)	14%	(22)	11%	(18)	156
2016 Vote: Didn't Vote	31%	(200)	36%	(234)	19%	(122)	15%	(96)	651
Voted in 2014: Yes	39%	(533)	34%	(467)	17%	(236)	9%	(122)	1358
Voted in 2014: No	34%	(282)	36%	(304)	17%	(144)	13%	(111)	842
2012 Vote: Barack Obama	43%	(354)	33%	(272)	17%	(136)	7%	(55)	817
2012 Vote: Mitt Romney	35%	(183)	39%	(204)	17%	(92)	9%	(49)	528
2012 Vote: Other	30%	(28)	39%	(37)	16%	(15)	15%	(14)	93
2012 Vote: Didn't Vote	33%	(249)	34%	(258)	18%	(138)	15%	(116)	761

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
Adults	37%	(815)	35%	(771)	17%	(381)	11%	(233)	2200
4-Region: Northeast	38%	(148)	35%	(139)	17%	(67)	10%	(39)	394
4-Region: Midwest	43%	(197)	32%	(150)	13%	(60)	12%	(54)	462
4-Region: South	35%	(289)	37%	(305)	17%	(142)	11%	(88)	824
4-Region: West	35%	(180)	34%	(176)	21%	(111)	10%	(52)	520
Generation Z, Democrat	33%	(40)	44%	(54)	16%	(19)	8%	(10)	122
Generation Z, Independent	33%	(53)	32%	(51)	15%	(24)	21%	(34)	162
Generation Z, Republican	27%	(13)	32%	(16)	29%	(15)	12%	(6)	50
Favorable BLM	44%	(550)	33%	(407)	16%	(199)	7%	(94)	1250
Unfavorable BLM	32%	(210)	42%	(278)	19%	(128)	7%	(48)	664
Favorable Antifa	53%	(109)	28%	(57)	15%	(31)	5%	(10)	207
Unfavorable Antifa	39%	(389)	36%	(359)	18%	(176)	7%	(74)	998
Favorable WS	46%	(31)	37%	(26)	13%	(9)	4%	(3)	68
Unfavorable WS	41%	(714)	36%	(634)	17%	(303)	6%	(110)	1761
Favorable WN	38%	(65)	35%	(61)	19%	(33)	9%	(15)	174
Unfavorable WN	42%	(594)	36%	(504)	16%	(233)	6%	(85)	1417
Favorable police	41%	(536)	37%	(483)	15%	(193)	8%	(110)	1322
Unfavorable police	36%	(249)	33%	(229)	21%	(146)	10%	(68)	692

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
Adults	28%	(617)	41%	(912)	20%	(444)	10%	(227)	2200
Gender: Male	25%	(270)	45%	(477)	20%	(209)	10%	(106)	1062
Gender: Female	31%	(347)	38%	(435)	21%	(235)	11%	(122)	1138
Age: 18-34	29%	(191)	37%	(239)	21%	(136)	14%	(89)	655
Age: 35-44	25%	(90)	45%	(161)	18%	(64)	12%	(43)	358
Age: 45-64	28%	(213)	44%	(327)	21%	(158)	7%	(53)	751
Age: 65+	28%	(123)	42%	(185)	20%	(85)	10%	(43)	436
GenZers: 1997-2012	28%	(92)	39%	(129)	21%	(69)	13%	(45)	335
Millennials: 1981-1996	28%	(146)	38%	(198)	21%	(107)	12%	(64)	516
GenXers: 1965-1980	26%	(140)	44%	(235)	20%	(107)	9%	(48)	530
Baby Boomers: 1946-1964	29%	(211)	43%	(318)	20%	(148)	7%	(55)	731
PID: Dem (no lean)	33%	(273)	41%	(341)	18%	(147)	7%	(61)	822
PID: Ind (no lean)	26%	(193)	39%	(283)	22%	(159)	13%	(98)	733
PID: Rep (no lean)	23%	(151)	45%	(288)	21%	(138)	10%	(67)	645
PID/Gender: Dem Men	32%	(119)	44%	(166)	16%	(60)	8%	(30)	376
PID/Gender: Dem Women	34%	(154)	39%	(175)	19%	(86)	7%	(31)	446
PID/Gender: Ind Men	22%	(78)	45%	(159)	22%	(77)	10%	(36)	350
PID/Gender: Ind Women	30%	(115)	32%	(124)	21%	(82)	16%	(62)	382
PID/Gender: Rep Men	22%	(72)	45%	(152)	21%	(72)	12%	(39)	335
PID/Gender: Rep Women	25%	(79)	44%	(136)	22%	(67)	9%	(28)	310
Ideo: Liberal (1-3)	39%	(239)	39%	(239)	15%	(92)	7%	(43)	613
Ideo: Moderate (4)	26%	(151)	45%	(263)	21%	(121)	8%	(48)	583
Ideo: Conservative (5-7)	24%	(170)	45%	(324)	22%	(156)	10%	(73)	724
Educ: < College	25%	(372)	40%	(606)	23%	(344)	13%	(190)	1512
Educ: Bachelors degree	35%	(154)	45%	(200)	15%	(67)	5%	(22)	444
Educ: Post-grad	37%	(90)	43%	(106)	13%	(33)	6%	(15)	244
Income: Under 50k	24%	(277)	40%	(460)	21%	(248)	15%	(171)	1155
Income: 50k-100k	30%	(211)	45%	(315)	20%	(141)	4%	(28)	695
Income: 100k+	37%	(129)	39%	(137)	16%	(55)	8%	(28)	350
Ethnicity: White	31%	(541)	41%	(703)	18%	(308)	10%	(169)	1722
Ethnicity: Hispanic	17%	(59)	42%	(148)	25%	(86)	16%	(55)	349

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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
Adults	28%	(617)	41%	(912)	20%	(444)	10%	(227)	2200
Ethnicity: Afr. Am.	18%	(50)	46%	(125)	27%	(74)	9%	(25)	274
Ethnicity: Other	13%	(26)	41%	(84)	30%	(61)	16%	(33)	204
All Christian	28%	(281)	43%	(442)	21%	(214)	8%	(84)	1020
All Non-Christian	37%	(35)	36%	(34)	16%	(15)	11%	(10)	93
Atheist	29%	(25)	52%	(46)	9%	(8)	10%	(9)	88
Agnostic/Nothing in particular	29%	(169)	40%	(230)	18%	(105)	13%	(74)	579
Something Else	25%	(106)	38%	(161)	24%	(103)	12%	(50)	420
Religious Non-Protestant/Catholic	36%	(43)	38%	(45)	16%	(19)	11%	(13)	120
Evangelical	23%	(137)	42%	(245)	23%	(135)	12%	(68)	585
Non-Evangelical	29%	(235)	42%	(338)	22%	(176)	8%	(63)	812
Community: Urban	26%	(145)	39%	(218)	24%	(131)	11%	(60)	554
Community: Suburban	31%	(321)	45%	(467)	16%	(167)	7%	(75)	1031
Community: Rural	25%	(151)	37%	(227)	24%	(145)	15%	(92)	616
Employ: Private Sector	28%	(189)	48%	(321)	18%	(118)	6%	(43)	671
Employ: Government	32%	(43)	36%	(48)	16%	(21)	16%	(22)	134
Employ: Self-Employed	33%	(63)	30%	(57)	30%	(57)	8%	(15)	192
Employ: Homemaker	23%	(35)	43%	(66)	20%	(31)	13%	(21)	152
Employ: Retired	27%	(136)	43%	(213)	20%	(98)	10%	(48)	495
Employ: Unemployed	28%	(71)	35%	(88)	26%	(66)	11%	(29)	254
Employ: Other	25%	(42)	38%	(64)	17%	(29)	20%	(33)	169
Military HH: Yes	30%	(96)	40%	(129)	21%	(68)	9%	(29)	322
Military HH: No	28%	(521)	42%	(783)	20%	(376)	11%	(198)	1878
RD/WT: Right Direction	25%	(139)	44%	(250)	19%	(108)	12%	(65)	561
RD/WT: Wrong Track	29%	(478)	40%	(662)	20%	(336)	10%	(162)	1639
Trump Job Approve	23%	(191)	43%	(359)	23%	(193)	11%	(93)	836
Trump Job Disapprove	32%	(405)	41%	(515)	19%	(234)	8%	(100)	1254
Trump Job Strongly Approve	23%	(100)	45%	(197)	20%	(89)	12%	(54)	440
Trump Job Somewhat Approve	23%	(91)	41%	(162)	26%	(103)	10%	(40)	397
Trump Job Somewhat Disapprove	25%	(66)	45%	(120)	21%	(56)	9%	(24)	266
Trump Job Strongly Disapprove	34%	(338)	40%	(396)	18%	(178)	8%	(76)	988

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
Adults	28%	(617)	41%	(912)	20%	(444)	10%	(227)	2200
Favorable of Trump	23%	(193)	44%	(370)	21%	(174)	12%	(98)	836
Unfavorable of Trump	32%	(404)	41%	(512)	19%	(236)	7%	(92)	1244
Very Favorable of Trump	22%	(101)	46%	(208)	20%	(89)	12%	(55)	454
Somewhat Favorable of Trump	24%	(92)	42%	(162)	22%	(85)	11%	(44)	382
Somewhat Unfavorable of Trump	29%	(62)	44%	(94)	20%	(43)	7%	(14)	212
Very Unfavorable of Trump	33%	(342)	41%	(419)	19%	(193)	8%	(77)	1032
#1 Issue: Economy	25%	(181)	49%	(360)	19%	(141)	7%	(53)	735
#1 Issue: Security	20%	(59)	43%	(124)	25%	(72)	12%	(34)	288
#1 Issue: Health Care	35%	(147)	41%	(174)	15%	(63)	9%	(39)	422
#1 Issue: Medicare / Social Security	27%	(70)	38%	(100)	25%	(65)	10%	(26)	261
#1 Issue: Women's Issues	38%	(37)	26%	(26)	19%	(19)	17%	(17)	99
#1 Issue: Education	22%	(27)	35%	(44)	25%	(31)	18%	(22)	123
#1 Issue: Energy	32%	(28)	34%	(29)	21%	(18)	12%	(11)	86
#1 Issue: Other	37%	(69)	30%	(56)	18%	(34)	14%	(26)	186
2018 House Vote: Democrat	34%	(271)	41%	(325)	18%	(144)	7%	(53)	794
2018 House Vote: Republican	25%	(159)	45%	(294)	20%	(128)	10%	(66)	646
2018 House Vote: Someone else	21%	(13)	34%	(21)	29%	(18)	16%	(10)	63
2016 Vote: Hillary Clinton	37%	(251)	39%	(268)	18%	(121)	7%	(46)	685
2016 Vote: Donald Trump	23%	(161)	45%	(319)	21%	(151)	11%	(74)	705
2016 Vote: Other	28%	(44)	41%	(65)	20%	(31)	11%	(17)	156
2016 Vote: Didn't Vote	25%	(160)	40%	(260)	22%	(141)	14%	(90)	651
Voted in 2014: Yes	30%	(403)	41%	(563)	20%	(269)	9%	(124)	1358
Voted in 2014: No	25%	(214)	42%	(349)	21%	(175)	12%	(104)	842
2012 Vote: Barack Obama	33%	(270)	42%	(341)	18%	(148)	7%	(58)	817
2012 Vote: Mitt Romney	25%	(132)	45%	(239)	21%	(110)	9%	(47)	528
2012 Vote: Other	23%	(22)	39%	(36)	20%	(18)	18%	(17)	93
2012 Vote: Didn't Vote	25%	(192)	39%	(296)	22%	(167)	14%	(105)	761

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
Adults	28%	(617)	41%	(912)	20%	(444)	10%	(227)	2200
4-Region: Northeast	33%	(128)	44%	(172)	16%	(64)	8%	(30)	394
4-Region: Midwest	29%	(135)	37%	(171)	21%	(98)	13%	(58)	462
4-Region: South	25%	(209)	43%	(357)	20%	(166)	11%	(93)	824
4-Region: West	28%	(145)	41%	(212)	22%	(116)	9%	(47)	520
Generation Z, Democrat	27%	(34)	46%	(56)	19%	(23)	8%	(10)	122
Generation Z, Independent	31%	(50)	31%	(50)	18%	(30)	20%	(32)	162
Generation Z, Republican	18%	(9)	46%	(23)	31%	(15)	6%	(3)	50
Favorable BLM	35%	(437)	42%	(521)	17%	(211)	6%	(80)	1250
Unfavorable BLM	21%	(137)	46%	(306)	24%	(158)	10%	(63)	664
Favorable Antifa	47%	(98)	35%	(73)	13%	(27)	5%	(10)	207
Unfavorable Antifa	26%	(260)	45%	(448)	21%	(205)	9%	(85)	998
Favorable WS	42%	(29)	40%	(28)	12%	(8)	6%	(4)	68
Unfavorable WS	30%	(520)	44%	(776)	20%	(347)	7%	(118)	1761
Favorable WN	32%	(56)	40%	(69)	20%	(35)	8%	(14)	174
Unfavorable WN	31%	(435)	44%	(617)	19%	(266)	7%	(98)	1417
Favorable police	29%	(383)	45%	(592)	18%	(235)	8%	(112)	1322
Unfavorable police	30%	(204)	39%	(271)	23%	(156)	9%	(61)	692

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
Adults	21%	(462)	21%	(468)	32%	(697)	26%	(573)	2200
Gender: Male	24%	(258)	23%	(240)	30%	(323)	23%	(241)	1062
Gender: Female	18%	(204)	20%	(228)	33%	(374)	29%	(332)	1138
Age: 18-34	14%	(93)	18%	(116)	45%	(297)	23%	(150)	655
Age: 35-44	23%	(81)	22%	(78)	29%	(103)	27%	(95)	358
Age: 45-64	24%	(179)	23%	(173)	25%	(189)	28%	(210)	751
Age: 65+	25%	(109)	23%	(102)	25%	(107)	27%	(118)	436
GenZers: 1997-2012	10%	(33)	14%	(45)	53%	(177)	24%	(80)	335
Millennials: 1981-1996	19%	(100)	21%	(108)	34%	(177)	25%	(131)	516
GenXers: 1965-1980	23%	(123)	24%	(125)	28%	(146)	26%	(136)	530
Baby Boomers: 1946-1964	25%	(181)	24%	(177)	24%	(179)	27%	(194)	731
PID: Dem (no lean)	10%	(83)	23%	(193)	46%	(377)	21%	(169)	822
PID: Ind (no lean)	20%	(145)	16%	(118)	33%	(242)	31%	(228)	733
PID: Rep (no lean)	36%	(235)	24%	(157)	12%	(77)	27%	(176)	645
PID/Gender: Dem Men	8%	(32)	28%	(106)	48%	(180)	16%	(59)	376
PID/Gender: Dem Women	11%	(51)	20%	(87)	44%	(198)	25%	(110)	446
PID/Gender: Ind Men	27%	(93)	16%	(54)	27%	(96)	30%	(107)	350
PID/Gender: Ind Women	14%	(52)	17%	(63)	38%	(146)	32%	(121)	382
PID/Gender: Rep Men	40%	(134)	24%	(79)	14%	(47)	22%	(75)	335
PID/Gender: Rep Women	33%	(101)	25%	(78)	10%	(30)	33%	(101)	310
Ideo: Liberal (1-3)	9%	(54)	19%	(116)	55%	(337)	17%	(107)	613
Ideo: Moderate (4)	16%	(93)	26%	(151)	32%	(187)	26%	(152)	583
Ideo: Conservative (5-7)	38%	(277)	23%	(165)	13%	(96)	26%	(186)	724
Educ: < College	22%	(326)	20%	(300)	30%	(450)	29%	(436)	1512
Educ: Bachelors degree	20%	(88)	23%	(102)	37%	(163)	21%	(91)	444
Educ: Post-grad	20%	(49)	27%	(65)	34%	(84)	19%	(46)	244
Income: Under 50k	21%	(239)	20%	(233)	30%	(347)	29%	(337)	1155
Income: 50k-100k	20%	(139)	22%	(155)	33%	(230)	25%	(171)	695
Income: 100k+	24%	(84)	23%	(80)	34%	(120)	19%	(66)	350
Ethnicity: White	24%	(407)	22%	(376)	28%	(479)	27%	(460)	1722
Ethnicity: Hispanic	13%	(44)	19%	(65)	41%	(143)	28%	(98)	349
Ethnicity: Afr. Am.	13%	(37)	17%	(48)	48%	(132)	21%	(57)	274

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
Adults	21%	(462)	21%	(468)	32%	(697)	26%	(573)	2200
Ethnicity: Other	9%	(18)	22%	(44)	42%	(86)	27%	(56)	204
All Christian	25%	(257)	24%	(245)	25%	(256)	26%	(262)	1020
All Non-Christian	22%	(20)	27%	(25)	28%	(26)	23%	(22)	93
Atheist	13%	(12)	12%	(10)	62%	(54)	13%	(11)	88
Agnostic/Nothing in particular	16%	(92)	19%	(110)	39%	(228)	26%	(149)	579
Something Else	19%	(82)	18%	(78)	31%	(132)	31%	(129)	420
Religious Non-Protestant/Catholic	26%	(31)	24%	(28)	28%	(34)	23%	(28)	120
Evangelical	26%	(150)	22%	(127)	23%	(134)	30%	(174)	585
Non-Evangelical	22%	(175)	24%	(192)	29%	(237)	26%	(208)	812
Community: Urban	21%	(118)	18%	(97)	36%	(198)	25%	(139)	554
Community: Suburban	20%	(202)	23%	(238)	32%	(332)	25%	(259)	1031
Community: Rural	23%	(141)	22%	(133)	27%	(167)	28%	(175)	616
Employ: Private Sector	25%	(165)	25%	(165)	30%	(204)	20%	(137)	671
Employ: Government	19%	(26)	29%	(38)	33%	(44)	19%	(26)	134
Employ: Self-Employed	18%	(35)	20%	(38)	24%	(46)	38%	(72)	192
Employ: Homemaker	17%	(26)	26%	(39)	26%	(39)	32%	(48)	152
Employ: Retired	24%	(120)	21%	(102)	26%	(128)	29%	(145)	495
Employ: Unemployed	18%	(46)	17%	(43)	40%	(102)	25%	(63)	254
Employ: Other	20%	(33)	15%	(26)	32%	(55)	33%	(56)	169
Military HH: Yes	30%	(96)	22%	(71)	23%	(73)	26%	(83)	322
Military HH: No	20%	(366)	21%	(397)	33%	(623)	26%	(491)	1878
RD/WT: Right Direction	30%	(170)	26%	(146)	16%	(88)	28%	(157)	561
RD/WT: Wrong Track	18%	(292)	20%	(322)	37%	(608)	25%	(416)	1639
Trump Job Approve	38%	(317)	23%	(192)	12%	(100)	27%	(228)	836
Trump Job Disapprove	11%	(136)	21%	(263)	46%	(575)	22%	(281)	1254
Trump Job Strongly Approve	45%	(200)	21%	(92)	9%	(38)	25%	(111)	440
Trump Job Somewhat Approve	30%	(117)	25%	(100)	16%	(62)	29%	(117)	397
Trump Job Somewhat Disapprove	18%	(48)	23%	(61)	34%	(91)	25%	(66)	266
Trump Job Strongly Disapprove	9%	(88)	20%	(202)	49%	(483)	22%	(215)	988
Favorable of Trump	39%	(326)	23%	(190)	11%	(95)	27%	(225)	836
Unfavorable of Trump	10%	(125)	21%	(262)	47%	(583)	22%	(274)	1244

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
Adults	21%	(462)	21%	(468)	32%	(697)	26%	(573)	2200
Very Favorable of Trump	44%	(200)	21%	(97)	9%	(42)	25%	(115)	454
Somewhat Favorable of Trump	33%	(126)	24%	(93)	14%	(53)	29%	(109)	382
Somewhat Unfavorable of Trump	16%	(34)	23%	(49)	33%	(71)	28%	(58)	212
Very Unfavorable of Trump	9%	(92)	21%	(213)	50%	(512)	21%	(215)	1032
#1 Issue: Economy	24%	(180)	21%	(157)	27%	(200)	27%	(198)	735
#1 Issue: Security	37%	(106)	22%	(65)	14%	(41)	27%	(77)	288
#1 Issue: Health Care	15%	(64)	22%	(92)	42%	(179)	21%	(87)	422
#1 Issue: Medicare / Social Security	21%	(55)	27%	(70)	21%	(55)	31%	(82)	261
#1 Issue: Women's Issues	9%	(9)	12%	(12)	68%	(67)	11%	(11)	99
#1 Issue: Education	14%	(18)	17%	(22)	48%	(59)	21%	(26)	123
#1 Issue: Energy	13%	(11)	21%	(18)	38%	(33)	28%	(24)	86
#1 Issue: Other	11%	(21)	18%	(33)	34%	(64)	37%	(68)	186
2018 House Vote: Democrat	11%	(89)	22%	(174)	47%	(371)	20%	(160)	794
2018 House Vote: Republican	39%	(252)	23%	(151)	12%	(75)	26%	(169)	646
2018 House Vote: Someone else	31%	(19)	7%	(5)	30%	(19)	32%	(20)	63
2016 Vote: Hillary Clinton	10%	(71)	24%	(165)	46%	(317)	19%	(132)	685
2016 Vote: Donald Trump	38%	(270)	23%	(166)	12%	(85)	26%	(184)	705
2016 Vote: Other	19%	(30)	16%	(25)	40%	(62)	25%	(39)	156
2016 Vote: Didn't Vote	14%	(91)	17%	(111)	36%	(233)	33%	(218)	651
Voted in 2014: Yes	24%	(330)	23%	(317)	30%	(401)	23%	(311)	1358
Voted in 2014: No	16%	(132)	18%	(151)	35%	(296)	31%	(262)	842
2012 Vote: Barack Obama	13%	(108)	25%	(206)	41%	(333)	21%	(170)	817
2012 Vote: Mitt Romney	37%	(195)	23%	(124)	14%	(73)	26%	(136)	528
2012 Vote: Other	47%	(44)	8%	(8)	13%	(12)	32%	(29)	93
2012 Vote: Didn't Vote	15%	(114)	17%	(130)	37%	(278)	31%	(238)	761
4-Region: Northeast	21%	(82)	22%	(86)	32%	(126)	25%	(99)	394
4-Region: Midwest	22%	(100)	26%	(121)	28%	(131)	24%	(110)	462
4-Region: South	21%	(173)	19%	(156)	32%	(261)	28%	(235)	824
4-Region: West	20%	(107)	20%	(106)	34%	(178)	25%	(129)	520

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
Adults	21%	(462)	21%	(468)	32%	(697)	26%	(573)	2200
Generation Z, Democrat	5%	(7)	16%	(20)	63%	(78)	15%	(19)	122
Generation Z, Independent	8%	(13)	9%	(15)	54%	(87)	29%	(47)	162
Generation Z, Republican	26%	(13)	21%	(11)	24%	(12)	28%	(14)	50
Favorable BLM	10%	(120)	23%	(291)	48%	(599)	19%	(240)	1250
Unfavorable BLM	44%	(289)	22%	(144)	7%	(48)	28%	(183)	664
Favorable Antifa	11%	(22)	17%	(35)	62%	(129)	10%	(22)	207
Unfavorable Antifa	32%	(318)	24%	(237)	22%	(221)	22%	(222)	998
Favorable WS	37%	(25)	32%	(22)	12%	(8)	18%	(12)	68
Unfavorable WS	21%	(370)	22%	(380)	36%	(627)	22%	(383)	1761
Favorable WN	33%	(57)	30%	(52)	20%	(34)	17%	(30)	174
Unfavorable WN	20%	(280)	22%	(313)	37%	(531)	21%	(293)	1417
Favorable police	27%	(359)	24%	(317)	22%	(287)	27%	(360)	1322
Unfavorable police	11%	(73)	17%	(117)	54%	(376)	18%	(125)	692

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
Adults	42%	(926)	30%	(659)	28%	(616)	2200
Gender: Male	39%	(413)	35%	(376)	26%	(272)	1062
Gender: Female	45%	(512)	25%	(283)	30%	(343)	1138
Age: 18-34	55%	(363)	16%	(104)	29%	(188)	655
Age: 35-44	46%	(163)	26%	(94)	28%	(101)	358
Age: 45-64	34%	(258)	39%	(293)	27%	(200)	751
Age: 65+	32%	(141)	38%	(168)	29%	(127)	436
GenZers: 1997-2012	65%	(218)	12%	(39)	23%	(77)	335
Millennials: 1981-1996	45%	(231)	22%	(114)	33%	(170)	516
GenXers: 1965-1980	38%	(200)	34%	(179)	29%	(152)	530
Baby Boomers: 1946-1964	35%	(253)	39%	(288)	26%	(191)	731
PID: Dem (no lean)	59%	(488)	18%	(149)	22%	(185)	822
PID: Ind (no lean)	39%	(287)	26%	(193)	35%	(253)	733
PID: Rep (no lean)	23%	(151)	49%	(316)	28%	(178)	645
PID/Gender: Dem Men	61%	(228)	19%	(73)	20%	(75)	376
PID/Gender: Dem Women	58%	(260)	17%	(77)	25%	(110)	446
PID/Gender: Ind Men	31%	(108)	36%	(125)	33%	(117)	350
PID/Gender: Ind Women	47%	(178)	18%	(68)	36%	(136)	382
PID/Gender: Rep Men	23%	(77)	53%	(178)	24%	(81)	335
PID/Gender: Rep Women	24%	(75)	45%	(138)	31%	(97)	310
Ideo: Liberal (1-3)	68%	(417)	18%	(108)	14%	(88)	613
Ideo: Moderate (4)	44%	(256)	27%	(156)	29%	(172)	583
Ideo: Conservative (5-7)	24%	(170)	50%	(362)	27%	(192)	724
Educ: < College	39%	(590)	28%	(426)	33%	(496)	1512
Educ: Bachelors degree	48%	(214)	34%	(153)	17%	(77)	444
Educ: Post-grad	50%	(122)	33%	(80)	17%	(42)	244
Income: Under 50k	41%	(470)	25%	(286)	35%	(399)	1155
Income: 50k-100k	43%	(297)	36%	(248)	22%	(151)	695
Income: 100k+	45%	(159)	36%	(125)	19%	(66)	350
Ethnicity: White	37%	(636)	34%	(591)	29%	(495)	1722
Ethnicity: Hispanic	49%	(170)	15%	(52)	37%	(128)	349

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
Adults	42%	(926)	30%	(659)	28%	(616)	2200
Ethnicity: Afr. Am.	65%	(178)	13%	(36)	22%	(60)	274
Ethnicity: Other	54%	(111)	16%	(32)	30%	(61)	204
All Christian	34%	(352)	38%	(392)	27%	(277)	1020
All Non-Christian	48%	(45)	32%	(29)	20%	(19)	93
Atheist	61%	(53)	26%	(23)	13%	(12)	88
Agnostic/Nothing in particular	48%	(280)	23%	(135)	28%	(164)	579
Something Else	47%	(196)	19%	(79)	34%	(144)	420
Religious Non-Protestant/Catholic	45%	(54)	35%	(42)	20%	(24)	120
Evangelical	38%	(224)	28%	(162)	34%	(199)	585
Non-Evangelical	38%	(306)	36%	(291)	26%	(214)	812
Community: Urban	48%	(264)	26%	(143)	27%	(147)	554
Community: Suburban	43%	(445)	31%	(322)	26%	(264)	1031
Community: Rural	35%	(217)	32%	(194)	33%	(205)	616
Employ: Private Sector	44%	(292)	36%	(241)	20%	(137)	671
Employ: Government	49%	(65)	25%	(33)	26%	(35)	134
Employ: Self-Employed	42%	(80)	37%	(70)	22%	(42)	192
Employ: Homemaker	30%	(46)	30%	(46)	40%	(61)	152
Employ: Retired	31%	(152)	38%	(190)	31%	(153)	495
Employ: Unemployed	53%	(135)	14%	(34)	33%	(85)	254
Employ: Other	41%	(70)	15%	(25)	44%	(74)	169
Military HH: Yes	30%	(96)	41%	(131)	29%	(94)	322
Military HH: No	44%	(829)	28%	(527)	28%	(521)	1878
RD/WT: Right Direction	26%	(145)	45%	(250)	30%	(166)	561
RD/WT: Wrong Track	48%	(780)	25%	(409)	27%	(450)	1639
Trump Job Approve	20%	(171)	51%	(422)	29%	(243)	836
Trump Job Disapprove	58%	(729)	18%	(224)	24%	(301)	1254
Trump Job Strongly Approve	18%	(80)	55%	(240)	27%	(120)	440
Trump Job Somewhat Approve	23%	(91)	46%	(183)	31%	(123)	397
Trump Job Somewhat Disapprove	48%	(128)	26%	(69)	26%	(70)	266
Trump Job Strongly Disapprove	61%	(601)	16%	(156)	23%	(232)	988

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
Adults	42%	(926)	30%	(659)	28%	(616)	2200
Favorable of Trump	20%	(166)	51%	(424)	29%	(246)	836
Unfavorable of Trump	59%	(739)	18%	(220)	23%	(285)	1244
Very Favorable of Trump	17%	(76)	56%	(253)	27%	(125)	454
Somewhat Favorable of Trump	23%	(90)	45%	(171)	32%	(122)	382
Somewhat Unfavorable of Trump	50%	(106)	26%	(54)	24%	(52)	212
Very Unfavorable of Trump	61%	(633)	16%	(165)	23%	(233)	1032
#1 Issue: Economy	40%	(296)	35%	(259)	24%	(180)	735
#1 Issue: Security	18%	(51)	47%	(134)	36%	(103)	288
#1 Issue: Health Care	55%	(230)	22%	(92)	24%	(100)	422
#1 Issue: Medicare / Social Security	29%	(76)	30%	(79)	41%	(106)	261
#1 Issue: Women's Issues	73%	(72)	11%	(11)	16%	(15)	99
#1 Issue: Education	52%	(65)	20%	(24)	28%	(35)	123
#1 Issue: Energy	57%	(49)	25%	(21)	19%	(16)	86
#1 Issue: Other	47%	(87)	21%	(39)	32%	(60)	186
2018 House Vote: Democrat	59%	(471)	20%	(162)	20%	(162)	794
2018 House Vote: Republican	21%	(137)	52%	(339)	26%	(170)	646
2018 House Vote: Someone else	21%	(13)	34%	(21)	46%	(29)	63
2016 Vote: Hillary Clinton	61%	(416)	18%	(124)	21%	(145)	685
2016 Vote: Donald Trump	20%	(142)	53%	(371)	27%	(192)	705
2016 Vote: Other	40%	(62)	34%	(54)	26%	(40)	156
2016 Vote: Didn't Vote	47%	(304)	17%	(110)	36%	(238)	651
Voted in 2014: Yes	40%	(542)	35%	(474)	25%	(342)	1358
Voted in 2014: No	46%	(383)	22%	(185)	32%	(273)	842
2012 Vote: Barack Obama	54%	(441)	23%	(187)	23%	(189)	817
2012 Vote: Mitt Romney	21%	(109)	52%	(275)	27%	(145)	528
2012 Vote: Other	19%	(17)	59%	(55)	22%	(21)	93
2012 Vote: Didn't Vote	47%	(358)	19%	(142)	34%	(260)	761

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
Adults	42% (926)	30% (659)	28% (616)	2200
4-Region: Northeast	41% (163)	31% (122)	28% (109)	394
4-Region: Midwest	40% (186)	34% (158)	26% (118)	462
4-Region: South	42% (346)	27% (223)	31% (255)	824
4-Region: West	44% (230)	30% (156)	26% (134)	520
Generation Z, Democrat	75% (92)	7% (8)	18% (22)	122
Generation Z, Independent	63% (102)	11% (18)	26% (43)	162
Generation Z, Republican	49% (25)	26% (13)	25% (13)	50
Favorable BLM	63% (790)	15% (192)	21% (268)	1250
Unfavorable BLM	12% (77)	62% (411)	27% (176)	664
Favorable Antifa	77% (160)	13% (27)	9% (20)	207
Unfavorable Antifa	32% (321)	45% (454)	22% (223)	998
Favorable WS	34% (23)	39% (27)	27% (18)	68
Unfavorable WS	47% (819)	32% (555)	22% (386)	1761
Favorable WN	37% (64)	37% (64)	26% (46)	174
Unfavorable WN	48% (677)	32% (449)	20% (290)	1417
Favorable police	34% (447)	39% (511)	28% (364)	1322
Unfavorable police	63% (437)	18% (122)	19% (133)	692

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
Adults	31% (675)	22% (494)	38% (835)	3% (70)	6% (125)	2200
Gender: Male	27% (288)	25% (261)	37% (394)	4% (45)	7% (74)	1062
Gender: Female	34% (388)	20% (233)	39% (441)	2% (25)	5% (51)	1138
Age: 18-34	40% (265)	24% (158)	26% (173)	3% (20)	6% (39)	655
Age: 35-44	35% (125)	18% (63)	37% (131)	2% (8)	9% (31)	358
Age: 45-64	24% (184)	20% (150)	47% (351)	4% (29)	5% (38)	751
Age: 65+	23% (102)	28% (123)	41% (180)	3% (13)	4% (18)	436
GenZers: 1997-2012	47% (157)	24% (80)	21% (70)	3% (11)	5% (16)	335
Millennials: 1981-1996	35% (182)	21% (110)	34% (174)	3% (15)	7% (34)	516
GenXers: 1965-1980	26% (136)	21% (109)	44% (232)	3% (17)	7% (36)	530
Baby Boomers: 1946-1964	25% (182)	24% (172)	44% (320)	3% (23)	5% (33)	731
PID: Dem (no lean)	44% (363)	25% (207)	26% (215)	1% (11)	3% (25)	822
PID: Ind (no lean)	30% (218)	22% (159)	37% (273)	4% (32)	7% (50)	733
PID: Rep (no lean)	14% (93)	20% (128)	54% (347)	4% (27)	8% (50)	645
PID/Gender: Dem Men	40% (152)	29% (110)	24% (91)	2% (7)	4% (15)	376
PID/Gender: Dem Women	47% (211)	22% (98)	28% (124)	1% (4)	2% (10)	446
PID/Gender: Ind Men	23% (81)	24% (86)	38% (131)	6% (21)	9% (32)	350
PID/Gender: Ind Women	36% (137)	19% (74)	37% (142)	3% (11)	5% (19)	382
PID/Gender: Rep Men	16% (54)	20% (66)	51% (171)	5% (17)	8% (27)	335
PID/Gender: Rep Women	13% (39)	20% (62)	57% (175)	3% (10)	7% (23)	310
Ideo: Liberal (1-3)	54% (329)	26% (159)	18% (111)	1% (8)	1% (6)	613
Ideo: Moderate (4)	25% (143)	26% (150)	43% (248)	4% (20)	4% (22)	583
Ideo: Conservative (5-7)	16% (113)	21% (149)	49% (358)	4% (27)	11% (77)	724
Educ: < College	30% (450)	20% (307)	40% (610)	3% (52)	6% (93)	1512
Educ: Bachelors degree	32% (142)	26% (115)	35% (154)	3% (13)	4% (20)	444
Educ: Post-grad	34% (84)	30% (72)	29% (71)	2% (5)	5% (12)	244
Income: Under 50k	33% (377)	21% (237)	38% (440)	3% (40)	5% (61)	1155
Income: 50k-100k	28% (195)	25% (175)	38% (262)	3% (24)	6% (39)	695
Income: 100k+	29% (103)	24% (83)	38% (133)	2% (7)	7% (25)	350
Ethnicity: White	25% (430)	23% (397)	42% (731)	3% (58)	6% (105)	1722
Ethnicity: Hispanic	35% (122)	24% (85)	32% (111)	3% (10)	6% (21)	349

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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
Adults	31%	(675)	22%	(494)	38%	(835)	3%	(70)	6%	(125)	2200
Ethnicity: Afr. Am.	58%	(159)	19%	(52)	18%	(49)	2%	(6)	3%	(8)	274
Ethnicity: Other	42%	(86)	22%	(45)	27%	(55)	3%	(7)	6%	(13)	204
All Christian	25%	(251)	23%	(233)	44%	(447)	4%	(38)	5%	(50)	1020
All Non-Christian	38%	(35)	28%	(26)	25%	(23)	1%	(1)	9%	(9)	93
Atheist	54%	(47)	22%	(19)	18%	(15)	4%	(3)	3%	(3)	88
Agnostic/Nothing in particular	34%	(196)	24%	(141)	33%	(194)	2%	(13)	6%	(36)	579
Something Else	35%	(146)	18%	(75)	37%	(156)	4%	(15)	7%	(28)	420
Religious Non-Protestant/Catholic	34%	(41)	26%	(31)	31%	(37)	1%	(1)	9%	(10)	120
Evangelical	26%	(154)	20%	(119)	44%	(260)	3%	(15)	6%	(37)	585
Non-Evangelical	28%	(231)	22%	(182)	40%	(323)	4%	(36)	5%	(40)	812
Community: Urban	36%	(200)	21%	(116)	33%	(183)	4%	(21)	6%	(33)	554
Community: Suburban	29%	(298)	26%	(264)	39%	(398)	3%	(27)	4%	(43)	1031
Community: Rural	29%	(177)	18%	(113)	41%	(254)	4%	(22)	8%	(49)	616
Employ: Private Sector	28%	(188)	25%	(170)	36%	(240)	4%	(28)	7%	(45)	671
Employ: Government	40%	(54)	17%	(23)	31%	(41)	3%	(4)	8%	(11)	134
Employ: Self-Employed	33%	(63)	19%	(36)	40%	(77)	4%	(7)	5%	(9)	192
Employ: Homemaker	24%	(37)	12%	(18)	53%	(80)	5%	(7)	6%	(10)	152
Employ: Retired	23%	(115)	25%	(122)	45%	(222)	3%	(13)	5%	(23)	495
Employ: Unemployed	36%	(91)	17%	(43)	40%	(102)	2%	(6)	5%	(12)	254
Employ: Other	30%	(50)	28%	(48)	32%	(55)	3%	(5)	7%	(11)	169
Military HH: Yes	23%	(75)	28%	(89)	38%	(123)	3%	(11)	8%	(24)	322
Military HH: No	32%	(600)	22%	(405)	38%	(712)	3%	(59)	5%	(101)	1878
RD/WT: Right Direction	20%	(112)	23%	(129)	45%	(252)	4%	(24)	8%	(44)	561
RD/WT: Wrong Track	34%	(563)	22%	(365)	36%	(583)	3%	(46)	5%	(82)	1639
Trump Job Approve	15%	(122)	20%	(168)	51%	(427)	5%	(43)	9%	(76)	836
Trump Job Disapprove	43%	(533)	24%	(307)	28%	(352)	2%	(26)	3%	(37)	1254
Trump Job Strongly Approve	15%	(68)	17%	(75)	49%	(215)	6%	(26)	13%	(55)	440
Trump Job Somewhat Approve	14%	(54)	23%	(92)	54%	(212)	4%	(17)	5%	(21)	397
Trump Job Somewhat Disapprove	23%	(62)	27%	(72)	42%	(111)	3%	(7)	5%	(13)	266
Trump Job Strongly Disapprove	48%	(472)	24%	(235)	24%	(240)	2%	(18)	2%	(23)	988

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
Adults	31%	(675)	22%	(494)	38%	(835)	3%	(70)	6%	(125)	2200
Favorable of Trump	14%	(118)	20%	(169)	51%	(423)	5%	(46)	10%	(81)	836
Unfavorable of Trump	43%	(534)	25%	(312)	28%	(347)	1%	(18)	3%	(34)	1244
Very Favorable of Trump	14%	(66)	16%	(75)	51%	(230)	5%	(25)	13%	(58)	454
Somewhat Favorable of Trump	14%	(52)	25%	(94)	50%	(193)	5%	(21)	6%	(23)	382
Somewhat Unfavorable of Trump	24%	(52)	27%	(57)	43%	(92)	2%	(5)	3%	(7)	212
Very Unfavorable of Trump	47%	(482)	25%	(255)	25%	(255)	1%	(13)	3%	(26)	1032
#1 Issue: Economy	26%	(192)	25%	(187)	39%	(285)	3%	(19)	7%	(52)	735
#1 Issue: Security	16%	(46)	17%	(49)	52%	(149)	4%	(13)	11%	(31)	288
#1 Issue: Health Care	36%	(150)	24%	(103)	34%	(142)	3%	(12)	3%	(15)	422
#1 Issue: Medicare / Social Security	26%	(68)	24%	(63)	44%	(116)	3%	(7)	3%	(7)	261
#1 Issue: Women's Issues	71%	(70)	13%	(12)	13%	(13)	2%	(2)	1%	(1)	99
#1 Issue: Education	33%	(41)	22%	(27)	32%	(40)	4%	(5)	8%	(10)	123
#1 Issue: Energy	41%	(36)	20%	(17)	32%	(28)	7%	(6)	—	(0)	86
#1 Issue: Other	38%	(71)	19%	(36)	34%	(63)	3%	(6)	5%	(10)	186
2018 House Vote: Democrat	44%	(353)	26%	(203)	26%	(208)	1%	(11)	2%	(19)	794
2018 House Vote: Republican	13%	(81)	20%	(131)	53%	(343)	5%	(30)	9%	(61)	646
2018 House Vote: Someone else	15%	(9)	17%	(11)	55%	(35)	2%	(1)	10%	(7)	63
2016 Vote: Hillary Clinton	45%	(307)	26%	(175)	26%	(178)	1%	(6)	3%	(18)	685
2016 Vote: Donald Trump	14%	(99)	20%	(139)	52%	(368)	5%	(32)	9%	(67)	705
2016 Vote: Other	24%	(37)	29%	(45)	41%	(64)	3%	(4)	4%	(6)	156
2016 Vote: Didn't Vote	35%	(230)	21%	(135)	34%	(224)	4%	(28)	5%	(34)	651
Voted in 2014: Yes	29%	(396)	22%	(299)	40%	(544)	3%	(38)	6%	(82)	1358
Voted in 2014: No	33%	(280)	23%	(195)	35%	(291)	4%	(32)	5%	(43)	842
2012 Vote: Barack Obama	39%	(321)	26%	(216)	30%	(246)	2%	(17)	2%	(17)	817
2012 Vote: Mitt Romney	14%	(73)	20%	(106)	53%	(279)	3%	(18)	10%	(53)	528
2012 Vote: Other	13%	(12)	13%	(12)	57%	(53)	5%	(4)	12%	(12)	93
2012 Vote: Didn't Vote	35%	(269)	21%	(160)	34%	(258)	4%	(31)	6%	(43)	761

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
Adults	31%	(675)	22%	(494)	38%	(835)	3%	(70)	6%	(125)	2200
4-Region: Northeast	34%	(134)	19%	(75)	38%	(151)	4%	(14)	5%	(20)	394
4-Region: Midwest	27%	(126)	24%	(112)	41%	(188)	3%	(14)	4%	(21)	462
4-Region: South	31%	(257)	25%	(205)	35%	(284)	3%	(29)	6%	(49)	824
4-Region: West	30%	(158)	19%	(101)	41%	(211)	3%	(13)	7%	(36)	520
Generation Z, Democrat	51%	(62)	27%	(33)	17%	(20)	3%	(4)	2%	(3)	122
Generation Z, Independent	52%	(84)	19%	(30)	19%	(31)	4%	(6)	6%	(10)	162
Generation Z, Republican	21%	(11)	33%	(17)	39%	(19)	1%	(1)	6%	(3)	50
Favorable BLM	48%	(605)	28%	(347)	21%	(256)	2%	(22)	2%	(20)	1250
Unfavorable BLM	8%	(51)	17%	(110)	57%	(375)	6%	(40)	13%	(88)	664
Favorable Antifa	60%	(125)	22%	(46)	11%	(22)	2%	(5)	4%	(9)	207
Unfavorable Antifa	22%	(216)	23%	(228)	44%	(441)	3%	(35)	8%	(79)	998
Favorable WS	31%	(21)	16%	(11)	30%	(21)	9%	(6)	14%	(9)	68
Unfavorable WS	32%	(570)	25%	(441)	35%	(618)	2%	(43)	5%	(88)	1761
Favorable WN	28%	(49)	19%	(33)	39%	(68)	8%	(13)	6%	(11)	174
Unfavorable WN	35%	(490)	25%	(357)	32%	(460)	2%	(32)	5%	(76)	1417
Favorable police	22%	(285)	23%	(308)	45%	(600)	3%	(40)	7%	(89)	1322
Unfavorable police	51%	(355)	23%	(160)	20%	(135)	3%	(20)	3%	(21)	692

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
Adults	21%	(473)	17%	(379)	40%	(874)	9%	(205)	12%	(270)	2200
Gender: Male	18%	(195)	17%	(178)	40%	(426)	10%	(109)	15%	(154)	1062
Gender: Female	24%	(278)	18%	(201)	39%	(449)	8%	(95)	10%	(115)	1138
Age: 18-34	33%	(219)	21%	(139)	30%	(193)	7%	(47)	9%	(57)	655
Age: 35-44	26%	(92)	16%	(56)	39%	(140)	7%	(24)	13%	(46)	358
Age: 45-64	14%	(104)	14%	(105)	47%	(351)	10%	(77)	15%	(113)	751
Age: 65+	13%	(58)	18%	(78)	44%	(190)	13%	(57)	12%	(53)	436
GenZers: 1997-2012	39%	(132)	22%	(73)	25%	(84)	5%	(17)	9%	(29)	335
Millennials: 1981-1996	27%	(140)	19%	(97)	36%	(183)	9%	(45)	10%	(50)	516
GenXers: 1965-1980	17%	(92)	15%	(77)	45%	(237)	9%	(46)	15%	(78)	530
Baby Boomers: 1946-1964	14%	(103)	16%	(116)	45%	(326)	12%	(87)	14%	(100)	731
PID: Dem (no lean)	34%	(279)	24%	(197)	35%	(287)	3%	(26)	4%	(32)	822
PID: Ind (no lean)	20%	(145)	17%	(127)	42%	(311)	8%	(60)	12%	(90)	733
PID: Rep (no lean)	7%	(48)	8%	(55)	43%	(276)	18%	(119)	23%	(147)	645
PID/Gender: Dem Men	31%	(116)	26%	(99)	34%	(129)	3%	(13)	5%	(20)	376
PID/Gender: Dem Women	37%	(163)	22%	(98)	36%	(159)	3%	(14)	3%	(12)	446
PID/Gender: Ind Men	14%	(50)	14%	(51)	47%	(165)	9%	(30)	15%	(54)	350
PID/Gender: Ind Women	25%	(95)	20%	(76)	38%	(145)	8%	(30)	9%	(36)	382
PID/Gender: Rep Men	8%	(28)	8%	(28)	39%	(132)	20%	(67)	24%	(80)	335
PID/Gender: Rep Women	6%	(20)	9%	(27)	47%	(144)	17%	(52)	22%	(67)	310
Ideo: Liberal (1-3)	38%	(231)	26%	(161)	30%	(183)	3%	(20)	3%	(19)	613
Ideo: Moderate (4)	17%	(98)	20%	(116)	47%	(275)	8%	(48)	8%	(46)	583
Ideo: Conservative (5-7)	8%	(60)	8%	(61)	42%	(306)	17%	(122)	24%	(176)	724
Educ: < College	22%	(332)	16%	(240)	40%	(603)	10%	(150)	12%	(187)	1512
Educ: Bachelors degree	20%	(90)	19%	(85)	40%	(176)	8%	(37)	12%	(55)	444
Educ: Post-grad	21%	(51)	22%	(53)	39%	(96)	7%	(18)	11%	(27)	244
Income: Under 50k	24%	(278)	16%	(189)	39%	(448)	10%	(113)	11%	(127)	1155
Income: 50k-100k	20%	(139)	17%	(119)	41%	(284)	9%	(60)	13%	(93)	695
Income: 100k+	16%	(56)	20%	(71)	41%	(142)	9%	(31)	14%	(49)	350
Ethnicity: White	16%	(271)	17%	(288)	43%	(743)	11%	(182)	14%	(238)	1722
Ethnicity: Hispanic	30%	(105)	22%	(77)	33%	(115)	9%	(30)	6%	(23)	349

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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
Adults	21%	(473)	17%	(379)	40%	(874)	9%	(205)	12%	(270)	2200
Ethnicity: Afr. Am.	49%	(133)	19%	(51)	24%	(67)	4%	(12)	4%	(11)	274
Ethnicity: Other	34%	(69)	19%	(40)	31%	(64)	5%	(11)	10%	(21)	204
All Christian	15%	(153)	15%	(150)	43%	(440)	13%	(136)	14%	(141)	1020
All Non-Christian	28%	(26)	24%	(22)	31%	(29)	3%	(3)	14%	(13)	93
Atheist	33%	(29)	34%	(30)	25%	(22)	2%	(2)	6%	(5)	88
Agnostic/Nothing in particular	25%	(146)	19%	(108)	40%	(229)	6%	(37)	10%	(58)	579
Something Else	28%	(119)	16%	(69)	37%	(153)	6%	(27)	12%	(52)	420
Religious Non-Protestant/Catholic	22%	(26)	20%	(25)	40%	(48)	5%	(6)	13%	(16)	120
Evangelical	22%	(128)	13%	(73)	37%	(217)	13%	(74)	16%	(92)	585
Non-Evangelical	17%	(137)	17%	(142)	43%	(352)	10%	(83)	12%	(97)	812
Community: Urban	28%	(155)	16%	(90)	35%	(193)	11%	(60)	10%	(56)	554
Community: Suburban	20%	(204)	18%	(186)	44%	(452)	8%	(84)	10%	(105)	1031
Community: Rural	19%	(114)	17%	(103)	37%	(230)	10%	(60)	18%	(109)	616
Employ: Private Sector	19%	(127)	18%	(122)	39%	(262)	10%	(68)	14%	(92)	671
Employ: Government	26%	(34)	19%	(25)	36%	(48)	8%	(11)	12%	(16)	134
Employ: Self-Employed	23%	(45)	17%	(32)	39%	(74)	10%	(19)	11%	(21)	192
Employ: Homemaker	15%	(23)	12%	(18)	52%	(79)	7%	(11)	14%	(21)	152
Employ: Retired	13%	(64)	16%	(82)	44%	(216)	14%	(69)	13%	(64)	495
Employ: Unemployed	31%	(78)	16%	(40)	34%	(87)	6%	(15)	13%	(34)	254
Employ: Other	27%	(45)	14%	(24)	43%	(73)	6%	(11)	9%	(16)	169
Military HH: Yes	18%	(57)	12%	(40)	41%	(132)	12%	(40)	17%	(54)	322
Military HH: No	22%	(416)	18%	(339)	40%	(742)	9%	(165)	12%	(216)	1878
RD/WT: Right Direction	15%	(82)	12%	(67)	40%	(223)	14%	(81)	19%	(109)	561
RD/WT: Wrong Track	24%	(391)	19%	(312)	40%	(651)	8%	(124)	10%	(161)	1639
Trump Job Approve	9%	(76)	9%	(76)	41%	(341)	17%	(144)	24%	(199)	836
Trump Job Disapprove	30%	(376)	23%	(289)	38%	(477)	4%	(56)	5%	(57)	1254
Trump Job Strongly Approve	9%	(39)	6%	(28)	34%	(149)	19%	(85)	32%	(139)	440
Trump Job Somewhat Approve	9%	(37)	12%	(48)	48%	(192)	15%	(60)	15%	(60)	397
Trump Job Somewhat Disapprove	17%	(45)	22%	(57)	47%	(126)	8%	(21)	6%	(16)	266
Trump Job Strongly Disapprove	33%	(331)	23%	(232)	35%	(350)	3%	(34)	4%	(41)	988

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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
Adults	21%	(473)	17%	(379)	40%	(874)	9%	(205)	12%	(270)	2200
Favorable of Trump	8%	(70)	8%	(66)	41%	(345)	18%	(152)	24%	(203)	836
Unfavorable of Trump	30%	(378)	24%	(299)	38%	(468)	4%	(44)	4%	(54)	1244
Very Favorable of Trump	8%	(38)	5%	(23)	36%	(161)	18%	(82)	33%	(149)	454
Somewhat Favorable of Trump	8%	(32)	11%	(43)	48%	(184)	18%	(69)	14%	(53)	382
Somewhat Unfavorable of Trump	18%	(38)	23%	(49)	45%	(96)	8%	(17)	6%	(12)	212
Very Unfavorable of Trump	33%	(340)	24%	(250)	36%	(373)	3%	(27)	4%	(43)	1032
#1 Issue: Economy	17%	(123)	18%	(135)	39%	(288)	11%	(84)	14%	(105)	735
#1 Issue: Security	12%	(34)	8%	(24)	34%	(98)	20%	(58)	25%	(73)	288
#1 Issue: Health Care	26%	(111)	17%	(73)	43%	(182)	7%	(28)	6%	(27)	422
#1 Issue: Medicare / Social Security	17%	(44)	16%	(43)	53%	(138)	4%	(11)	10%	(25)	261
#1 Issue: Women's Issues	63%	(62)	15%	(15)	14%	(14)	3%	(3)	5%	(5)	99
#1 Issue: Education	20%	(24)	28%	(35)	39%	(48)	4%	(5)	9%	(11)	123
#1 Issue: Energy	27%	(24)	23%	(20)	35%	(30)	11%	(9)	5%	(4)	86
#1 Issue: Other	27%	(50)	18%	(33)	41%	(75)	4%	(7)	11%	(20)	186
2018 House Vote: Democrat	31%	(242)	25%	(201)	37%	(291)	4%	(35)	3%	(26)	794
2018 House Vote: Republican	6%	(41)	8%	(53)	43%	(275)	17%	(113)	25%	(164)	646
2018 House Vote: Someone else	9%	(6)	9%	(6)	41%	(26)	18%	(11)	23%	(14)	63
2016 Vote: Hillary Clinton	33%	(227)	24%	(163)	36%	(249)	4%	(25)	3%	(21)	685
2016 Vote: Donald Trump	7%	(50)	9%	(65)	43%	(300)	18%	(126)	23%	(165)	705
2016 Vote: Other	12%	(19)	24%	(38)	43%	(68)	7%	(11)	13%	(21)	156
2016 Vote: Didn't Vote	27%	(176)	17%	(113)	39%	(257)	7%	(43)	10%	(62)	651
Voted in 2014: Yes	19%	(256)	17%	(225)	40%	(542)	11%	(143)	14%	(192)	1358
Voted in 2014: No	26%	(217)	18%	(153)	39%	(332)	7%	(61)	9%	(78)	842
2012 Vote: Barack Obama	28%	(226)	22%	(176)	40%	(328)	6%	(45)	5%	(41)	817
2012 Vote: Mitt Romney	6%	(31)	10%	(54)	42%	(224)	17%	(89)	25%	(131)	528
2012 Vote: Other	4%	(4)	4%	(3)	50%	(47)	15%	(14)	27%	(25)	93
2012 Vote: Didn't Vote	28%	(212)	19%	(145)	36%	(275)	7%	(56)	10%	(72)	761

Continued on next page

**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
Adults	21%	(473)	17%	(379)	40%	(874)	9%	(205)	12%	(270)	2200
4-Region: Northeast	24%	(94)	18%	(71)	35%	(139)	10%	(41)	12%	(49)	394
4-Region: Midwest	19%	(86)	18%	(85)	42%	(194)	10%	(47)	11%	(50)	462
4-Region: South	22%	(184)	17%	(140)	39%	(320)	9%	(71)	13%	(109)	824
4-Region: West	21%	(108)	16%	(83)	43%	(221)	9%	(46)	12%	(61)	520
Generation Z, Democrat	46%	(56)	31%	(39)	19%	(23)	2%	(2)	2%	(3)	122
Generation Z, Independent	42%	(68)	20%	(33)	23%	(38)	2%	(3)	12%	(20)	162
Generation Z, Republican	14%	(7)	4%	(2)	46%	(23)	22%	(11)	14%	(7)	50
Favorable BLM	36%	(453)	27%	(343)	32%	(404)	2%	(22)	2%	(27)	1250
Unfavorable BLM	2%	(10)	3%	(19)	40%	(262)	24%	(159)	32%	(213)	664
Favorable Antifa	44%	(92)	24%	(50)	23%	(48)	4%	(8)	5%	(10)	207
Unfavorable Antifa	12%	(122)	12%	(122)	41%	(405)	15%	(154)	20%	(195)	998
Favorable WS	31%	(21)	14%	(9)	25%	(17)	13%	(9)	17%	(12)	68
Unfavorable WS	21%	(371)	18%	(322)	39%	(694)	10%	(171)	12%	(203)	1761
Favorable WN	27%	(47)	16%	(28)	30%	(52)	12%	(20)	16%	(27)	174
Unfavorable WN	22%	(312)	19%	(275)	38%	(533)	10%	(135)	11%	(160)	1417
Favorable police	13%	(166)	15%	(199)	45%	(592)	13%	(168)	15%	(197)	1322
Unfavorable police	38%	(266)	23%	(160)	27%	(186)	4%	(30)	7%	(50)	692

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
Adults	24% (519)	15% (328)	38% (833)	8% (185)	15% (336)	2200
Gender: Male	20% (218)	15% (158)	37% (389)	9% (99)	19% (199)	1062
Gender: Female	26% (301)	15% (170)	39% (444)	8% (86)	12% (137)	1138
Age: 18-34	40% (259)	19% (122)	27% (177)	6% (41)	8% (55)	655
Age: 35-44	25% (91)	12% (42)	38% (137)	7% (26)	17% (62)	358
Age: 45-64	15% (112)	13% (100)	45% (337)	9% (65)	18% (137)	751
Age: 65+	13% (57)	14% (63)	42% (182)	12% (53)	18% (81)	436
GenZers: 1997-2012	48% (161)	20% (65)	22% (73)	4% (13)	7% (23)	335
Millennials: 1981-1996	30% (154)	16% (81)	35% (180)	8% (42)	11% (59)	516
GenXers: 1965-1980	18% (94)	13% (67)	42% (225)	7% (38)	20% (106)	530
Baby Boomers: 1946-1964	14% (104)	14% (102)	43% (312)	11% (84)	18% (129)	731
PID: Dem (no lean)	38% (310)	20% (162)	35% (287)	3% (21)	5% (42)	822
PID: Ind (no lean)	21% (157)	15% (111)	39% (286)	10% (75)	14% (104)	733
PID: Rep (no lean)	8% (52)	8% (55)	40% (260)	14% (89)	29% (189)	645
PID/Gender: Dem Men	36% (136)	20% (77)	34% (128)	2% (8)	7% (27)	376
PID/Gender: Dem Women	39% (175)	19% (85)	36% (159)	3% (13)	3% (15)	446
PID/Gender: Ind Men	15% (52)	16% (55)	39% (135)	12% (43)	19% (66)	350
PID/Gender: Ind Women	28% (105)	15% (56)	39% (150)	8% (32)	10% (38)	382
PID/Gender: Rep Men	9% (30)	8% (26)	37% (125)	14% (48)	32% (106)	335
PID/Gender: Rep Women	7% (21)	9% (29)	44% (135)	13% (41)	27% (83)	310
Ideo: Liberal (1-3)	43% (265)	25% (152)	27% (164)	3% (16)	3% (16)	613
Ideo: Moderate (4)	18% (105)	16% (94)	47% (273)	10% (58)	9% (54)	583
Ideo: Conservative (5-7)	9% (65)	8% (58)	38% (275)	12% (90)	33% (236)	724
Educ: < College	24% (366)	13% (202)	39% (588)	9% (129)	15% (227)	1512
Educ: Bachelors degree	22% (97)	17% (75)	37% (164)	8% (35)	16% (72)	444
Educ: Post-grad	23% (56)	21% (51)	33% (81)	9% (21)	15% (36)	244
Income: Under 50k	26% (300)	15% (171)	37% (428)	8% (97)	14% (159)	1155
Income: 50k-100k	22% (153)	14% (100)	38% (267)	10% (67)	16% (109)	695
Income: 100k+	19% (66)	16% (57)	40% (138)	6% (21)	19% (68)	350
Ethnicity: White	18% (302)	15% (250)	40% (696)	10% (168)	18% (305)	1722
Ethnicity: Hispanic	35% (124)	18% (61)	32% (112)	8% (27)	7% (25)	349

Continued on next page

**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
Adults	24%	(519)	15%	(328)	38%	(833)	8%	(185)	15%	(336)	2200
Ethnicity: Afr. Am.	53%	(145)	16%	(43)	24%	(65)	3%	(8)	5%	(13)	274
Ethnicity: Other	35%	(71)	17%	(35)	35%	(72)	4%	(9)	8%	(17)	204
All Christian	16%	(160)	13%	(131)	43%	(439)	10%	(99)	19%	(192)	1020
All Non-Christian	24%	(22)	25%	(24)	27%	(25)	6%	(6)	18%	(17)	93
Atheist	47%	(42)	27%	(23)	17%	(15)	4%	(3)	5%	(5)	88
Agnostic/Nothing in particular	30%	(173)	15%	(89)	36%	(209)	8%	(44)	11%	(64)	579
Something Else	29%	(122)	14%	(60)	35%	(146)	8%	(34)	14%	(58)	420
Religious Non-Protestant/Catholic	20%	(24)	22%	(26)	33%	(40)	7%	(8)	18%	(22)	120
Evangelical	21%	(122)	13%	(74)	38%	(222)	9%	(55)	19%	(112)	585
Non-Evangelical	19%	(153)	14%	(113)	42%	(343)	9%	(72)	16%	(131)	812
Community: Urban	30%	(168)	17%	(93)	33%	(180)	9%	(51)	11%	(61)	554
Community: Suburban	22%	(222)	17%	(171)	40%	(408)	8%	(85)	14%	(146)	1031
Community: Rural	21%	(129)	10%	(64)	40%	(245)	8%	(49)	21%	(128)	616
Employ: Private Sector	23%	(152)	16%	(110)	35%	(233)	8%	(55)	18%	(120)	671
Employ: Government	29%	(39)	18%	(24)	36%	(49)	6%	(8)	10%	(14)	134
Employ: Self-Employed	24%	(47)	10%	(20)	41%	(78)	11%	(21)	13%	(26)	192
Employ: Homemaker	18%	(27)	13%	(19)	47%	(72)	7%	(10)	16%	(25)	152
Employ: Retired	12%	(61)	13%	(65)	44%	(219)	12%	(57)	19%	(92)	495
Employ: Unemployed	33%	(84)	15%	(38)	31%	(78)	8%	(19)	14%	(35)	254
Employ: Other	28%	(47)	12%	(20)	43%	(73)	6%	(10)	12%	(20)	169
Military HH: Yes	18%	(58)	12%	(39)	38%	(123)	11%	(36)	21%	(67)	322
Military HH: No	25%	(461)	15%	(288)	38%	(710)	8%	(149)	14%	(268)	1878
RD/WT: Right Direction	15%	(83)	11%	(61)	39%	(219)	12%	(69)	23%	(129)	561
RD/WT: Wrong Track	27%	(436)	16%	(267)	37%	(614)	7%	(116)	13%	(206)	1639
Trump Job Approve	9%	(74)	8%	(69)	38%	(320)	14%	(119)	30%	(253)	836
Trump Job Disapprove	34%	(421)	20%	(248)	37%	(458)	5%	(59)	5%	(69)	1254
Trump Job Strongly Approve	8%	(33)	8%	(35)	32%	(142)	14%	(63)	38%	(166)	440
Trump Job Somewhat Approve	10%	(41)	9%	(34)	45%	(178)	14%	(56)	22%	(87)	397
Trump Job Somewhat Disapprove	17%	(45)	20%	(52)	50%	(132)	4%	(12)	10%	(25)	266
Trump Job Strongly Disapprove	38%	(376)	20%	(195)	33%	(326)	5%	(47)	4%	(43)	988

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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
Adults	24%	(519)	15%	(328)	38%	(833)	8%	(185)	15%	(336)	2200
Favorable of Trump	8%	(68)	8%	(66)	38%	(317)	15%	(128)	31%	(258)	836
Unfavorable of Trump	34%	(425)	20%	(252)	37%	(454)	4%	(49)	5%	(64)	1244
Very Favorable of Trump	7%	(33)	5%	(23)	33%	(149)	16%	(71)	39%	(178)	454
Somewhat Favorable of Trump	9%	(35)	11%	(43)	44%	(167)	15%	(57)	21%	(80)	382
Somewhat Unfavorable of Trump	20%	(43)	19%	(40)	48%	(101)	5%	(10)	8%	(18)	212
Very Unfavorable of Trump	37%	(382)	21%	(212)	34%	(353)	4%	(38)	4%	(46)	1032
#1 Issue: Economy	18%	(131)	16%	(116)	38%	(281)	9%	(65)	19%	(142)	735
#1 Issue: Security	12%	(35)	9%	(27)	29%	(82)	17%	(48)	34%	(97)	288
#1 Issue: Health Care	27%	(116)	19%	(80)	41%	(172)	6%	(27)	7%	(28)	422
#1 Issue: Medicare / Social Security	17%	(45)	13%	(33)	54%	(142)	6%	(15)	10%	(26)	261
#1 Issue: Women's Issues	67%	(66)	11%	(11)	14%	(14)	3%	(3)	4%	(4)	99
#1 Issue: Education	34%	(42)	13%	(16)	37%	(46)	7%	(8)	9%	(11)	123
#1 Issue: Energy	36%	(31)	21%	(18)	31%	(27)	7%	(6)	5%	(4)	86
#1 Issue: Other	29%	(54)	14%	(26)	38%	(70)	7%	(14)	12%	(22)	186
2018 House Vote: Democrat	35%	(275)	22%	(172)	35%	(278)	4%	(35)	4%	(34)	794
2018 House Vote: Republican	7%	(43)	7%	(47)	39%	(249)	14%	(90)	34%	(217)	646
2018 House Vote: Someone else	6%	(4)	7%	(4)	61%	(38)	6%	(4)	21%	(13)	63
2016 Vote: Hillary Clinton	35%	(243)	23%	(157)	33%	(229)	4%	(27)	4%	(30)	685
2016 Vote: Donald Trump	8%	(53)	7%	(47)	41%	(290)	14%	(97)	31%	(218)	705
2016 Vote: Other	12%	(19)	17%	(27)	45%	(71)	7%	(11)	18%	(29)	156
2016 Vote: Didn't Vote	31%	(203)	15%	(97)	37%	(243)	8%	(50)	9%	(58)	651
Voted in 2014: Yes	20%	(269)	15%	(201)	38%	(518)	9%	(126)	18%	(246)	1358
Voted in 2014: No	30%	(250)	15%	(127)	37%	(315)	7%	(59)	11%	(90)	842
2012 Vote: Barack Obama	29%	(241)	20%	(167)	37%	(305)	6%	(51)	6%	(53)	817
2012 Vote: Mitt Romney	5%	(26)	7%	(39)	42%	(222)	13%	(66)	33%	(175)	528
2012 Vote: Other	3%	(2)	4%	(4)	50%	(47)	16%	(14)	28%	(26)	93
2012 Vote: Didn't Vote	33%	(250)	15%	(117)	34%	(259)	7%	(53)	11%	(82)	761

Continued on next page

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
Adults	24%	(519)	15%	(328)	38%	(833)	8%	(185)	15%	(336)	2200
4-Region: Northeast	27%	(108)	15%	(59)	32%	(126)	10%	(37)	16%	(63)	394
4-Region: Midwest	22%	(102)	13%	(59)	40%	(184)	11%	(49)	15%	(67)	462
4-Region: South	25%	(202)	15%	(126)	37%	(305)	7%	(59)	16%	(132)	824
4-Region: West	20%	(106)	16%	(84)	42%	(217)	8%	(39)	14%	(73)	520
Generation Z, Democrat	58%	(71)	19%	(23)	19%	(24)	—	(0)	4%	(5)	122
Generation Z, Independent	50%	(81)	15%	(24)	22%	(35)	5%	(8)	9%	(15)	162
Generation Z, Republican	20%	(10)	37%	(18)	28%	(14)	10%	(5)	6%	(3)	50
Favorable BLM	40%	(501)	23%	(288)	32%	(405)	2%	(28)	2%	(28)	1250
Unfavorable BLM	1%	(8)	4%	(23)	34%	(225)	19%	(128)	42%	(280)	664
Favorable Antifa	54%	(111)	23%	(48)	17%	(34)	2%	(3)	5%	(10)	207
Unfavorable Antifa	13%	(131)	11%	(113)	36%	(360)	13%	(126)	27%	(268)	998
Favorable WS	27%	(19)	15%	(10)	27%	(19)	5%	(4)	25%	(17)	68
Unfavorable WS	24%	(417)	16%	(283)	36%	(641)	9%	(156)	15%	(264)	1761
Favorable WN	23%	(40)	16%	(27)	33%	(57)	7%	(12)	22%	(38)	174
Unfavorable WN	26%	(364)	17%	(237)	33%	(474)	9%	(125)	15%	(216)	1417
Favorable police	13%	(178)	12%	(160)	43%	(573)	11%	(141)	20%	(271)	1322
Unfavorable police	44%	(305)	20%	(142)	25%	(172)	4%	(28)	7%	(46)	692

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
Adults	10%	(217)	7%	(151)	50%	(1107)	14%	(318)	18%	(407)	2200
Gender: Male	12%	(126)	8%	(83)	50%	(535)	13%	(141)	17%	(177)	1062
Gender: Female	8%	(91)	6%	(68)	50%	(573)	16%	(177)	20%	(229)	1138
Age: 18-34	7%	(49)	6%	(41)	41%	(271)	16%	(106)	29%	(188)	655
Age: 35-44	14%	(49)	7%	(26)	47%	(170)	13%	(45)	19%	(68)	358
Age: 45-64	10%	(73)	6%	(47)	57%	(425)	14%	(108)	13%	(98)	751
Age: 65+	11%	(46)	9%	(37)	55%	(242)	13%	(58)	12%	(53)	436
GenZers: 1997-2012	8%	(26)	3%	(10)	40%	(134)	17%	(58)	32%	(108)	335
Millennials: 1981-1996	10%	(49)	9%	(47)	44%	(226)	15%	(78)	22%	(116)	516
GenXers: 1965-1980	11%	(58)	7%	(36)	54%	(287)	12%	(62)	16%	(87)	530
Baby Boomers: 1946-1964	10%	(75)	7%	(54)	55%	(405)	15%	(109)	12%	(88)	731
PID: Dem (no lean)	5%	(43)	5%	(41)	42%	(345)	22%	(178)	26%	(216)	822
PID: Ind (no lean)	9%	(63)	5%	(38)	54%	(398)	13%	(97)	19%	(136)	733
PID: Rep (no lean)	17%	(111)	11%	(72)	57%	(365)	7%	(43)	8%	(54)	645
PID/Gender: Dem Men	8%	(31)	6%	(24)	39%	(145)	22%	(84)	24%	(92)	376
PID/Gender: Dem Women	3%	(12)	4%	(17)	45%	(199)	21%	(94)	28%	(124)	446
PID/Gender: Ind Men	9%	(31)	5%	(17)	59%	(208)	11%	(40)	16%	(55)	350
PID/Gender: Ind Women	8%	(31)	6%	(22)	50%	(190)	15%	(57)	21%	(82)	382
PID/Gender: Rep Men	19%	(64)	13%	(42)	54%	(182)	5%	(18)	9%	(30)	335
PID/Gender: Rep Women	15%	(48)	10%	(30)	59%	(183)	8%	(25)	8%	(24)	310
Ideo: Liberal (1-3)	5%	(29)	5%	(33)	38%	(232)	23%	(142)	29%	(177)	613
Ideo: Moderate (4)	8%	(44)	5%	(32)	56%	(327)	16%	(96)	15%	(85)	583
Ideo: Conservative (5-7)	18%	(130)	10%	(73)	56%	(409)	6%	(43)	10%	(70)	724
Educ: < College	10%	(154)	6%	(91)	51%	(773)	13%	(198)	20%	(296)	1512
Educ: Bachelors degree	9%	(38)	8%	(37)	48%	(213)	18%	(80)	17%	(76)	444
Educ: Post-grad	10%	(25)	9%	(23)	50%	(121)	17%	(40)	14%	(35)	244
Income: Under 50k	9%	(109)	6%	(72)	49%	(563)	12%	(142)	23%	(269)	1155
Income: 50k-100k	10%	(67)	8%	(55)	52%	(361)	17%	(120)	13%	(92)	695
Income: 100k+	11%	(40)	7%	(25)	52%	(184)	16%	(56)	13%	(46)	350
Ethnicity: White	10%	(175)	7%	(123)	54%	(932)	15%	(254)	14%	(239)	1722
Ethnicity: Hispanic	9%	(33)	7%	(23)	45%	(157)	11%	(38)	28%	(98)	349

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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
Adults	10%	(217)	7%	(151)	50%	(1107)	14%	(318)	18%	(407)	2200
Ethnicity: Afr. Am.	9%	(24)	6%	(16)	36%	(98)	13%	(37)	36%	(100)	274
Ethnicity: Other	9%	(18)	6%	(13)	38%	(78)	13%	(27)	33%	(68)	204
All Christian	11%	(114)	10%	(97)	54%	(553)	11%	(117)	14%	(140)	1020
All Non-Christian	8%	(7)	11%	(10)	40%	(37)	19%	(18)	23%	(21)	93
Atheist	10%	(9)	—	(0)	28%	(24)	30%	(26)	32%	(28)	88
Agnostic/Nothing in particular	7%	(41)	5%	(28)	48%	(276)	18%	(104)	22%	(130)	579
Something Else	11%	(45)	4%	(16)	52%	(217)	13%	(53)	21%	(88)	420
Religious Non-Protestant/Catholic	7%	(9)	9%	(11)	48%	(57)	16%	(19)	20%	(24)	120
Evangelical	13%	(76)	8%	(49)	51%	(297)	11%	(62)	17%	(101)	585
Non-Evangelical	10%	(80)	7%	(61)	55%	(448)	13%	(104)	15%	(119)	812
Community: Urban	9%	(51)	9%	(49)	45%	(249)	16%	(86)	22%	(119)	554
Community: Suburban	9%	(94)	6%	(63)	54%	(553)	16%	(163)	15%	(158)	1031
Community: Rural	12%	(71)	6%	(40)	50%	(306)	11%	(70)	21%	(129)	616
Employ: Private Sector	12%	(79)	10%	(70)	50%	(335)	13%	(90)	14%	(97)	671
Employ: Government	15%	(20)	5%	(7)	44%	(59)	18%	(23)	18%	(24)	134
Employ: Self-Employed	10%	(19)	6%	(11)	50%	(96)	17%	(32)	18%	(34)	192
Employ: Homemaker	11%	(17)	3%	(5)	60%	(92)	13%	(19)	12%	(19)	152
Employ: Retired	11%	(56)	8%	(41)	55%	(273)	13%	(66)	12%	(58)	495
Employ: Unemployed	4%	(10)	2%	(5)	49%	(123)	14%	(37)	31%	(79)	254
Employ: Other	6%	(10)	5%	(9)	50%	(84)	11%	(18)	28%	(48)	169
Military HH: Yes	14%	(46)	10%	(31)	50%	(162)	11%	(35)	15%	(48)	322
Military HH: No	9%	(171)	6%	(120)	50%	(945)	15%	(283)	19%	(359)	1878
RD/WT: Right Direction	18%	(103)	12%	(67)	51%	(285)	8%	(47)	11%	(60)	561
RD/WT: Wrong Track	7%	(113)	5%	(85)	50%	(822)	17%	(271)	21%	(347)	1639
Trump Job Approve	18%	(152)	11%	(95)	55%	(460)	7%	(57)	9%	(72)	836
Trump Job Disapprove	5%	(59)	4%	(51)	47%	(585)	20%	(254)	24%	(305)	1254
Trump Job Strongly Approve	24%	(103)	12%	(54)	48%	(210)	6%	(26)	11%	(46)	440
Trump Job Somewhat Approve	12%	(49)	10%	(41)	63%	(250)	8%	(31)	6%	(25)	397
Trump Job Somewhat Disapprove	7%	(18)	7%	(18)	63%	(166)	12%	(33)	12%	(32)	266
Trump Job Strongly Disapprove	4%	(42)	3%	(33)	42%	(419)	22%	(221)	28%	(274)	988

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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
Adults	10%	(217)	7%	(151)	50%	(1107)	14%	(318)	18%	(407)	2200
Favorable of Trump	19%	(163)	12%	(97)	55%	(460)	6%	(51)	8%	(64)	836
Unfavorable of Trump	3%	(44)	4%	(52)	47%	(580)	20%	(252)	25%	(317)	1244
Very Favorable of Trump	25%	(113)	13%	(58)	48%	(218)	5%	(22)	9%	(43)	454
Somewhat Favorable of Trump	13%	(49)	10%	(40)	64%	(243)	8%	(29)	6%	(21)	382
Somewhat Unfavorable of Trump	2%	(5)	7%	(16)	59%	(124)	15%	(33)	16%	(35)	212
Very Unfavorable of Trump	4%	(39)	4%	(37)	44%	(456)	21%	(219)	27%	(282)	1032
#1 Issue: Economy	10%	(74)	8%	(57)	53%	(392)	14%	(103)	15%	(108)	735
#1 Issue: Security	19%	(55)	11%	(31)	48%	(137)	10%	(28)	13%	(37)	288
#1 Issue: Health Care	6%	(25)	5%	(19)	51%	(215)	17%	(73)	21%	(90)	422
#1 Issue: Medicare / Social Security	9%	(24)	8%	(21)	56%	(145)	13%	(33)	15%	(38)	261
#1 Issue: Women's Issues	10%	(10)	6%	(6)	14%	(14)	17%	(17)	53%	(52)	99
#1 Issue: Education	5%	(6)	4%	(5)	54%	(66)	18%	(22)	20%	(24)	123
#1 Issue: Energy	8%	(7)	11%	(10)	47%	(41)	17%	(14)	17%	(15)	86
#1 Issue: Other	8%	(15)	2%	(3)	52%	(97)	15%	(28)	23%	(42)	186
2018 House Vote: Democrat	7%	(54)	4%	(34)	44%	(347)	22%	(177)	23%	(182)	794
2018 House Vote: Republican	18%	(116)	12%	(78)	56%	(359)	7%	(45)	8%	(50)	646
2018 House Vote: Someone else	5%	(3)	13%	(8)	67%	(42)	2%	(1)	14%	(9)	63
2016 Vote: Hillary Clinton	6%	(41)	4%	(25)	43%	(295)	22%	(149)	26%	(176)	685
2016 Vote: Donald Trump	17%	(120)	12%	(82)	56%	(398)	7%	(48)	8%	(57)	705
2016 Vote: Other	9%	(14)	14%	(21)	51%	(79)	17%	(27)	9%	(14)	156
2016 Vote: Didn't Vote	6%	(41)	3%	(22)	51%	(335)	14%	(94)	24%	(159)	651
Voted in 2014: Yes	11%	(156)	8%	(108)	50%	(679)	14%	(195)	16%	(221)	1358
Voted in 2014: No	7%	(61)	5%	(43)	51%	(428)	15%	(123)	22%	(186)	842
2012 Vote: Barack Obama	7%	(61)	6%	(49)	46%	(374)	20%	(165)	21%	(169)	817
2012 Vote: Mitt Romney	19%	(100)	10%	(51)	57%	(300)	7%	(39)	7%	(38)	528
2012 Vote: Other	11%	(10)	9%	(9)	67%	(63)	3%	(3)	9%	(9)	93
2012 Vote: Didn't Vote	6%	(46)	6%	(43)	49%	(370)	15%	(111)	25%	(191)	761

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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
Adults	10%	(217)	7%	(151)	50%	(1107)	14%	(318)	18%	(407)	2200
4-Region: Northeast	10%	(37)	7%	(28)	48%	(190)	14%	(55)	21%	(84)	394
4-Region: Midwest	8%	(35)	9%	(41)	49%	(226)	17%	(77)	18%	(83)	462
4-Region: South	11%	(94)	7%	(55)	51%	(424)	13%	(110)	17%	(141)	824
4-Region: West	10%	(50)	5%	(28)	52%	(268)	15%	(76)	19%	(98)	520
Generation Z, Democrat	3%	(3)	—	(0)	35%	(42)	23%	(29)	39%	(48)	122
Generation Z, Independent	9%	(15)	6%	(9)	36%	(58)	16%	(26)	34%	(54)	162
Generation Z, Republican	15%	(7)	2%	(1)	65%	(33)	6%	(3)	11%	(6)	50
Favorable BLM	5%	(57)	4%	(50)	42%	(530)	22%	(272)	27%	(340)	1250
Unfavorable BLM	22%	(149)	13%	(87)	54%	(358)	4%	(29)	6%	(40)	664
Favorable Antifa	7%	(15)	9%	(19)	22%	(45)	25%	(52)	37%	(76)	207
Unfavorable Antifa	15%	(153)	10%	(97)	52%	(522)	10%	(104)	12%	(122)	998
Favorable WS	31%	(21)	24%	(16)	32%	(22)	7%	(5)	7%	(5)	68
Unfavorable WS	9%	(160)	7%	(118)	50%	(880)	16%	(281)	18%	(321)	1761
Favorable WN	22%	(38)	17%	(30)	42%	(73)	6%	(10)	14%	(24)	174
Unfavorable WN	9%	(122)	6%	(91)	48%	(680)	17%	(243)	20%	(281)	1417
Favorable police	11%	(151)	8%	(110)	57%	(754)	11%	(149)	12%	(157)	1322
Unfavorable police	7%	(49)	4%	(29)	35%	(242)	23%	(159)	31%	(214)	692

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
Adults	15%	(340)	38%	(831)	29%	(646)	17%	(383)	2200
Gender: Male	16%	(166)	35%	(376)	35%	(377)	13%	(143)	1062
Gender: Female	15%	(174)	40%	(455)	24%	(270)	21%	(240)	1138
Age: 18-34	16%	(105)	40%	(261)	23%	(152)	21%	(137)	655
Age: 35-44	18%	(66)	34%	(121)	31%	(110)	17%	(61)	358
Age: 45-64	12%	(92)	38%	(283)	34%	(255)	16%	(121)	751
Age: 65+	18%	(77)	38%	(166)	30%	(129)	15%	(64)	436
GenZers: 1997-2012	16%	(55)	42%	(142)	20%	(68)	21%	(71)	335
Millennials: 1981-1996	16%	(82)	35%	(181)	29%	(147)	21%	(106)	516
GenXers: 1965-1980	16%	(83)	35%	(186)	30%	(158)	20%	(104)	530
Baby Boomers: 1946-1964	15%	(107)	39%	(284)	35%	(252)	12%	(88)	731
PID: Dem (no lean)	21%	(172)	48%	(395)	18%	(151)	13%	(104)	822
PID: Ind (no lean)	13%	(94)	35%	(255)	30%	(220)	22%	(165)	733
PID: Rep (no lean)	12%	(75)	28%	(181)	43%	(275)	18%	(114)	645
PID/Gender: Dem Men	23%	(87)	46%	(174)	22%	(83)	8%	(32)	376
PID/Gender: Dem Women	19%	(84)	49%	(221)	15%	(69)	16%	(72)	446
PID/Gender: Ind Men	12%	(42)	30%	(104)	40%	(140)	18%	(65)	350
PID/Gender: Ind Women	14%	(52)	39%	(151)	21%	(80)	26%	(100)	382
PID/Gender: Rep Men	11%	(37)	29%	(98)	46%	(154)	14%	(47)	335
PID/Gender: Rep Women	12%	(37)	27%	(83)	39%	(121)	22%	(68)	310
Ideo: Liberal (1-3)	18%	(108)	51%	(311)	24%	(145)	8%	(49)	613
Ideo: Moderate (4)	19%	(110)	40%	(235)	25%	(144)	16%	(94)	583
Ideo: Conservative (5-7)	11%	(83)	31%	(221)	44%	(316)	14%	(104)	724
Educ: < College	16%	(237)	35%	(533)	28%	(416)	22%	(326)	1512
Educ: Bachelors degree	14%	(63)	43%	(189)	35%	(157)	8%	(34)	444
Educ: Post-grad	16%	(40)	45%	(109)	30%	(73)	9%	(22)	244
Income: Under 50k	17%	(198)	35%	(400)	24%	(281)	24%	(277)	1155
Income: 50k-100k	13%	(93)	43%	(296)	33%	(227)	11%	(80)	695
Income: 100k+	14%	(50)	39%	(136)	39%	(138)	7%	(26)	350
Ethnicity: White	15%	(252)	38%	(647)	31%	(535)	17%	(288)	1722

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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
Adults	15%	(340)	38%	(831)	29%	(646)	17%	(383)	2200
Ethnicity: Hispanic	17%	(59)	41%	(143)	22%	(76)	20%	(71)	349
Ethnicity: Afr. Am.	19%	(53)	37%	(102)	22%	(61)	21%	(58)	274
Ethnicity: Other	17%	(36)	40%	(82)	24%	(49)	18%	(37)	204
All Christian	15%	(153)	40%	(410)	30%	(307)	15%	(152)	1020
All Non-Christian	18%	(17)	41%	(39)	28%	(26)	13%	(12)	93
Atheist	11%	(10)	44%	(38)	40%	(35)	5%	(4)	88
Agnostic/Nothing in particular	14%	(83)	34%	(199)	31%	(180)	20%	(116)	579
Something Else	18%	(77)	34%	(145)	24%	(99)	24%	(99)	420
Religious Non-Protestant/Catholic	22%	(26)	40%	(48)	27%	(32)	12%	(14)	120
Evangelical	18%	(104)	34%	(201)	30%	(176)	18%	(104)	585
Non-Evangelical	14%	(115)	41%	(335)	27%	(220)	18%	(142)	812
Community: Urban	18%	(102)	38%	(213)	25%	(141)	18%	(98)	554
Community: Suburban	14%	(141)	43%	(441)	29%	(297)	15%	(152)	1031
Community: Rural	16%	(98)	29%	(176)	34%	(209)	22%	(133)	616
Employ: Private Sector	15%	(102)	39%	(264)	34%	(227)	12%	(78)	671
Employ: Government	20%	(27)	40%	(53)	23%	(31)	16%	(22)	134
Employ: Self-Employed	18%	(35)	34%	(66)	35%	(68)	12%	(23)	192
Employ: Homemaker	10%	(15)	37%	(57)	24%	(37)	29%	(44)	152
Employ: Retired	14%	(69)	37%	(181)	33%	(164)	16%	(80)	495
Employ: Unemployed	19%	(49)	36%	(90)	22%	(57)	23%	(58)	254
Employ: Other	20%	(34)	31%	(52)	16%	(27)	33%	(56)	169
Military HH: Yes	15%	(47)	35%	(114)	36%	(116)	14%	(45)	322
Military HH: No	16%	(293)	38%	(717)	28%	(530)	18%	(338)	1878
RD/WT: Right Direction	16%	(88)	31%	(173)	36%	(203)	17%	(97)	561
RD/WT: Wrong Track	15%	(252)	40%	(658)	27%	(443)	17%	(286)	1639
Trump Job Approve	13%	(107)	27%	(222)	44%	(369)	17%	(138)	836
Trump Job Disapprove	18%	(220)	47%	(594)	21%	(263)	14%	(178)	1254

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
Adults	15%	(340)	38%	(831)	29%	(646)	17%	(383)	2200
Trump Job Strongly Approve	12%	(55)	24%	(107)	46%	(202)	17%	(75)	440
Trump Job Somewhat Approve	13%	(52)	29%	(115)	42%	(167)	16%	(63)	397
Trump Job Somewhat Disapprove	19%	(51)	45%	(120)	25%	(65)	11%	(30)	266
Trump Job Strongly Disapprove	17%	(169)	48%	(474)	20%	(197)	15%	(148)	988
Favorable of Trump	12%	(99)	27%	(225)	45%	(375)	17%	(138)	836
Unfavorable of Trump	18%	(227)	48%	(591)	21%	(257)	14%	(169)	1244
Very Favorable of Trump	12%	(53)	22%	(101)	47%	(215)	19%	(85)	454
Somewhat Favorable of Trump	12%	(46)	32%	(124)	42%	(160)	14%	(53)	382
Somewhat Unfavorable of Trump	22%	(47)	42%	(89)	21%	(44)	15%	(32)	212
Very Unfavorable of Trump	17%	(180)	49%	(502)	21%	(213)	13%	(137)	1032
#1 Issue: Economy	14%	(101)	39%	(285)	34%	(252)	13%	(97)	735
#1 Issue: Security	13%	(36)	24%	(70)	44%	(126)	19%	(56)	288
#1 Issue: Health Care	17%	(72)	42%	(178)	22%	(93)	19%	(79)	422
#1 Issue: Medicare / Social Security	18%	(48)	41%	(108)	20%	(53)	20%	(51)	261
#1 Issue: Women's Issues	19%	(19)	48%	(48)	21%	(21)	11%	(11)	99
#1 Issue: Education	18%	(22)	34%	(41)	27%	(33)	22%	(27)	123
#1 Issue: Energy	20%	(17)	38%	(33)	30%	(26)	13%	(11)	86
#1 Issue: Other	13%	(25)	37%	(68)	23%	(43)	27%	(50)	186
2018 House Vote: Democrat	21%	(165)	46%	(366)	21%	(166)	12%	(97)	794
2018 House Vote: Republican	11%	(73)	29%	(186)	45%	(290)	15%	(98)	646
2018 House Vote: Someone else	6%	(4)	16%	(10)	53%	(34)	25%	(16)	63
2016 Vote: Hillary Clinton	21%	(147)	48%	(329)	18%	(125)	12%	(84)	685
2016 Vote: Donald Trump	11%	(80)	29%	(201)	44%	(312)	16%	(112)	705
2016 Vote: Other	11%	(17)	35%	(55)	43%	(68)	11%	(17)	156
2016 Vote: Didn't Vote	15%	(96)	37%	(244)	22%	(141)	26%	(170)	651
Voted in 2014: Yes	16%	(219)	38%	(513)	32%	(437)	14%	(191)	1358
Voted in 2014: No	14%	(122)	38%	(318)	25%	(210)	23%	(192)	842

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
Adults	15%	(340)	38%	(831)	29%	(646)	17%	(383)	2200
2012 Vote: Barack Obama	20%	(162)	48%	(390)	20%	(167)	12%	(98)	817
2012 Vote: Mitt Romney	11%	(59)	30%	(158)	44%	(234)	15%	(77)	528
2012 Vote: Other	3%	(3)	15%	(13)	67%	(63)	15%	(14)	93
2012 Vote: Didn't Vote	15%	(116)	35%	(269)	24%	(182)	25%	(193)	761
4-Region: Northeast	16%	(62)	39%	(154)	27%	(106)	18%	(71)	394
4-Region: Midwest	16%	(75)	37%	(173)	30%	(137)	17%	(77)	462
4-Region: South	14%	(112)	38%	(309)	31%	(251)	18%	(151)	824
4-Region: West	17%	(91)	37%	(194)	29%	(152)	16%	(83)	520
Generation Z, Democrat	18%	(23)	52%	(63)	18%	(22)	12%	(14)	122
Generation Z, Independent	14%	(22)	37%	(60)	20%	(33)	29%	(47)	162
Generation Z, Republican	19%	(10)	36%	(18)	25%	(13)	19%	(10)	50
Favorable BLM	22%	(273)	49%	(610)	17%	(214)	12%	(153)	1250
Unfavorable BLM	5%	(31)	24%	(162)	57%	(379)	14%	(92)	664
Favorable Antifa	21%	(44)	47%	(97)	28%	(59)	3%	(7)	207
Unfavorable Antifa	12%	(115)	35%	(351)	41%	(408)	12%	(123)	998
Favorable WS	29%	(20)	30%	(21)	33%	(22)	7%	(5)	68
Unfavorable WS	15%	(260)	41%	(726)	32%	(565)	12%	(210)	1761
Favorable WN	20%	(35)	31%	(53)	36%	(62)	13%	(23)	174
Unfavorable WN	14%	(196)	42%	(601)	33%	(465)	11%	(154)	1417
Favorable police	16%	(215)	37%	(484)	32%	(427)	15%	(197)	1322
Unfavorable police	15%	(105)	45%	(312)	28%	(193)	12%	(81)	692

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
	%	N	%	N	%	N	
Adults	65%	(1423)	15%	(328)	20%	(448)	2200
Gender: Male	69%	(737)	12%	(133)	18%	(192)	1062
Gender: Female	60%	(686)	17%	(196)	23%	(256)	1138
Age: 18-34	59%	(384)	19%	(122)	23%	(149)	655
Age: 35-44	61%	(217)	17%	(61)	22%	(79)	358
Age: 45-64	69%	(521)	12%	(87)	19%	(142)	751
Age: 65+	69%	(300)	13%	(58)	18%	(78)	436
GenZers: 1997-2012	62%	(207)	15%	(49)	24%	(79)	335
Millennials: 1981-1996	57%	(292)	20%	(105)	23%	(119)	516
GenXers: 1965-1980	64%	(337)	13%	(67)	24%	(126)	530
Baby Boomers: 1946-1964	72%	(524)	14%	(101)	15%	(106)	731
PID: Dem (no lean)	62%	(507)	23%	(188)	15%	(127)	822
PID: Ind (no lean)	61%	(446)	11%	(80)	28%	(207)	733
PID: Rep (no lean)	73%	(471)	9%	(60)	18%	(114)	645
PID/Gender: Dem Men	64%	(242)	22%	(84)	13%	(50)	376
PID/Gender: Dem Women	59%	(265)	23%	(104)	17%	(77)	446
PID/Gender: Ind Men	69%	(240)	4%	(15)	27%	(96)	350
PID/Gender: Ind Women	54%	(206)	17%	(65)	29%	(111)	382
PID/Gender: Rep Men	76%	(255)	10%	(34)	14%	(47)	335
PID/Gender: Rep Women	70%	(216)	9%	(27)	22%	(67)	310
Ideo: Liberal (1-3)	66%	(402)	22%	(136)	12%	(75)	613
Ideo: Moderate (4)	64%	(372)	16%	(91)	21%	(120)	583
Ideo: Conservative (5-7)	75%	(541)	9%	(64)	17%	(120)	724
Educ: < College	62%	(938)	14%	(217)	24%	(357)	1512
Educ: Bachelors degree	73%	(323)	14%	(61)	14%	(60)	444
Educ: Post-grad	67%	(163)	21%	(50)	13%	(31)	244
Income: Under 50k	58%	(667)	17%	(195)	25%	(292)	1155
Income: 50k-100k	71%	(497)	12%	(86)	16%	(112)	695
Income: 100k+	74%	(259)	13%	(47)	12%	(44)	350

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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
	%	(N)	%	(N)	%	(N)	
Adults	65%	(1423)	15%	(328)	20%	(448)	2200
Ethnicity: White	65%	(1119)	14%	(247)	21%	(356)	1722
Ethnicity: Hispanic	64%	(224)	15%	(52)	21%	(74)	349
Ethnicity: Afr. Am.	62%	(171)	18%	(48)	20%	(55)	274
Ethnicity: Other	66%	(134)	16%	(33)	18%	(37)	204
All Christian	69%	(709)	14%	(140)	17%	(171)	1020
All Non-Christian	65%	(61)	18%	(17)	17%	(16)	93
Atheist	85%	(75)	11%	(10)	4%	(3)	88
Agnostic/Nothing in particular	58%	(336)	16%	(95)	26%	(148)	579
Something Else	58%	(243)	16%	(67)	26%	(110)	420
Religious Non-Protestant/Catholic	67%	(81)	18%	(21)	15%	(18)	120
Evangelical	63%	(368)	15%	(86)	22%	(131)	585
Non-Evangelical	69%	(557)	13%	(109)	18%	(146)	812
Community: Urban	62%	(345)	18%	(102)	19%	(107)	554
Community: Suburban	68%	(696)	14%	(149)	18%	(186)	1031
Community: Rural	62%	(382)	13%	(77)	25%	(156)	616
Employ: Private Sector	70%	(468)	15%	(100)	15%	(102)	671
Employ: Government	70%	(94)	19%	(25)	11%	(15)	134
Employ: Self-Employed	70%	(135)	15%	(28)	15%	(29)	192
Employ: Homemaker	52%	(80)	16%	(25)	32%	(48)	152
Employ: Retired	68%	(335)	13%	(63)	20%	(97)	495
Employ: Unemployed	51%	(131)	23%	(58)	26%	(66)	254
Employ: Other	50%	(85)	12%	(21)	37%	(63)	169
Military HH: Yes	69%	(223)	11%	(35)	20%	(65)	322
Military HH: No	64%	(1200)	16%	(294)	20%	(384)	1878
RD/WT: Right Direction	66%	(368)	14%	(78)	21%	(116)	561
RD/WT: Wrong Track	64%	(1055)	15%	(250)	20%	(333)	1639
Trump Job Approve	72%	(600)	9%	(75)	19%	(161)	836
Trump Job Disapprove	63%	(794)	20%	(246)	17%	(215)	1254

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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
	%	(N)	%	(N)	%	(N)	
Adults	65%	(1423)	15%	(328)	20%	(448)	2200
Trump Job Strongly Approve	74%	(323)	8%	(36)	18%	(80)	440
Trump Job Somewhat Approve	70%	(277)	10%	(39)	20%	(81)	397
Trump Job Somewhat Disapprove	65%	(172)	19%	(51)	16%	(44)	266
Trump Job Strongly Disapprove	63%	(622)	20%	(195)	17%	(171)	988
Favorable of Trump	72%	(603)	9%	(75)	19%	(158)	836
Unfavorable of Trump	64%	(797)	20%	(245)	16%	(202)	1244
Very Favorable of Trump	74%	(335)	8%	(36)	18%	(84)	454
Somewhat Favorable of Trump	70%	(268)	10%	(39)	20%	(75)	382
Somewhat Unfavorable of Trump	63%	(133)	22%	(46)	16%	(33)	212
Very Unfavorable of Trump	64%	(664)	19%	(199)	16%	(169)	1032
#1 Issue: Economy	71%	(520)	12%	(92)	17%	(124)	735
#1 Issue: Security	72%	(207)	5%	(15)	23%	(66)	288
#1 Issue: Health Care	61%	(258)	20%	(87)	18%	(78)	422
#1 Issue: Medicare / Social Security	61%	(158)	15%	(40)	24%	(62)	261
#1 Issue: Women's Issues	67%	(66)	29%	(28)	4%	(4)	99
#1 Issue: Education	52%	(64)	16%	(20)	32%	(39)	123
#1 Issue: Energy	59%	(51)	21%	(18)	20%	(17)	86
#1 Issue: Other	53%	(99)	15%	(28)	32%	(59)	186
2018 House Vote: Democrat	63%	(503)	22%	(175)	15%	(115)	794
2018 House Vote: Republican	74%	(476)	8%	(54)	18%	(116)	646
2018 House Vote: Someone else	69%	(43)	2%	(1)	29%	(19)	63
2016 Vote: Hillary Clinton	61%	(420)	24%	(161)	15%	(104)	685
2016 Vote: Donald Trump	74%	(524)	8%	(57)	18%	(125)	705
2016 Vote: Other	72%	(113)	13%	(21)	14%	(22)	156
2016 Vote: Didn't Vote	56%	(365)	14%	(89)	30%	(197)	651
Voted in 2014: Yes	68%	(925)	16%	(211)	16%	(223)	1358
Voted in 2014: No	59%	(499)	14%	(117)	27%	(226)	842

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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
Adults	65%	(1423)	15%	(328)	20%	(448)	2200
2012 Vote: Barack Obama	63%	(513)	21%	(171)	16%	(133)	817
2012 Vote: Mitt Romney	75%	(397)	8%	(44)	17%	(88)	528
2012 Vote: Other	87%	(81)	2%	(2)	11%	(11)	93
2012 Vote: Didn't Vote	57%	(432)	15%	(111)	29%	(217)	761
4-Region: Northeast	66%	(258)	14%	(54)	21%	(81)	394
4-Region: Midwest	60%	(276)	20%	(93)	20%	(93)	462
4-Region: South	65%	(538)	13%	(107)	22%	(179)	824
4-Region: West	67%	(351)	14%	(74)	18%	(95)	520
Generation Z, Democrat	65%	(79)	19%	(23)	17%	(21)	122
Generation Z, Independent	57%	(93)	12%	(20)	30%	(49)	162
Generation Z, Republican	70%	(35)	12%	(6)	18%	(9)	50
Favorable BLM	60%	(750)	24%	(296)	16%	(204)	1250
Unfavorable BLM	83%	(553)	2%	(14)	15%	(97)	664
Favorable Antifa	70%	(144)	23%	(48)	7%	(15)	207
Unfavorable Antifa	76%	(757)	11%	(107)	13%	(134)	998
Favorable WS	53%	(36)	37%	(25)	10%	(7)	68
Unfavorable WS	71%	(1251)	14%	(248)	15%	(262)	1761
Favorable WN	61%	(106)	25%	(44)	14%	(24)	174
Unfavorable WN	73%	(1028)	14%	(192)	14%	(196)	1417
Favorable police	68%	(899)	13%	(178)	19%	(245)	1322
Unfavorable police	67%	(466)	19%	(129)	14%	(97)	692

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
Adults	10%	(220)	53%	(1175)	24%	(521)	13%	(284)	2200
Gender: Male	9%	(93)	53%	(558)	23%	(246)	16%	(165)	1062
Gender: Female	11%	(126)	54%	(617)	24%	(275)	10%	(119)	1138
Age: 18-34	15%	(96)	54%	(357)	18%	(121)	12%	(81)	655
Age: 35-44	12%	(42)	51%	(182)	27%	(96)	11%	(38)	358
Age: 45-64	8%	(57)	52%	(390)	27%	(201)	14%	(103)	751
Age: 65+	5%	(24)	57%	(247)	24%	(104)	14%	(62)	436
GenZers: 1997-2012	17%	(57)	53%	(178)	17%	(56)	13%	(45)	335
Millennials: 1981-1996	11%	(58)	54%	(281)	23%	(117)	12%	(61)	516
GenXers: 1965-1980	10%	(53)	52%	(278)	26%	(140)	11%	(59)	530
Baby Boomers: 1946-1964	7%	(48)	54%	(396)	25%	(183)	14%	(103)	731
PID: Dem (no lean)	10%	(79)	55%	(454)	27%	(218)	9%	(71)	822
PID: Ind (no lean)	11%	(80)	50%	(363)	24%	(173)	16%	(116)	733
PID: Rep (no lean)	9%	(61)	55%	(358)	20%	(130)	15%	(97)	645
PID/Gender: Dem Men	8%	(32)	56%	(211)	25%	(95)	10%	(38)	376
PID/Gender: Dem Women	10%	(47)	54%	(243)	28%	(124)	7%	(33)	446
PID/Gender: Ind Men	10%	(34)	50%	(177)	22%	(76)	18%	(63)	350
PID/Gender: Ind Women	12%	(46)	49%	(187)	25%	(97)	14%	(53)	382
PID/Gender: Rep Men	8%	(27)	51%	(170)	22%	(75)	19%	(63)	335
PID/Gender: Rep Women	11%	(34)	61%	(188)	18%	(54)	11%	(34)	310
Ideo: Liberal (1-3)	9%	(58)	53%	(324)	30%	(182)	8%	(49)	613
Ideo: Moderate (4)	7%	(42)	58%	(336)	23%	(137)	12%	(68)	583
Ideo: Conservative (5-7)	10%	(71)	54%	(393)	21%	(150)	15%	(109)	724
Educ: < College	11%	(170)	52%	(780)	23%	(355)	14%	(208)	1512
Educ: Bachelors degree	6%	(26)	58%	(256)	25%	(111)	11%	(51)	444
Educ: Post-grad	10%	(24)	57%	(139)	23%	(55)	11%	(26)	244
Income: Under 50k	13%	(151)	49%	(571)	23%	(268)	14%	(165)	1155
Income: 50k-100k	6%	(44)	59%	(408)	24%	(170)	11%	(73)	695
Income: 100k+	7%	(25)	56%	(196)	24%	(82)	13%	(47)	350
Ethnicity: White	8%	(144)	55%	(955)	23%	(402)	13%	(221)	1722
Ethnicity: Hispanic	12%	(42)	53%	(187)	23%	(79)	12%	(41)	349
Ethnicity: Afr. Am.	19%	(53)	47%	(129)	23%	(63)	11%	(29)	274
Ethnicity: Other	11%	(23)	44%	(91)	27%	(56)	17%	(35)	204

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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
Adults	10%	(220)	53%	(1175)	24%	(521)	13%	(284)	2200
All Christian	9%	(89)	55%	(559)	25%	(256)	11%	(116)	1020
All Non-Christian	8%	(8)	58%	(54)	19%	(18)	15%	(14)	93
Atheist	2%	(2)	57%	(50)	31%	(27)	10%	(9)	88
Agnostic/Nothing in particular	13%	(76)	49%	(282)	24%	(138)	14%	(82)	579
Something Else	11%	(45)	55%	(230)	19%	(82)	15%	(63)	420
Religious Non-Protestant/Catholic	10%	(12)	57%	(69)	20%	(23)	13%	(16)	120
Evangelical	10%	(60)	56%	(325)	19%	(114)	15%	(86)	585
Non-Evangelical	8%	(68)	54%	(442)	26%	(211)	11%	(91)	812
Community: Urban	12%	(67)	52%	(288)	22%	(123)	14%	(76)	554
Community: Suburban	9%	(94)	55%	(567)	25%	(259)	11%	(111)	1031
Community: Rural	10%	(59)	52%	(320)	23%	(139)	16%	(97)	616
Employ: Private Sector	8%	(55)	59%	(395)	23%	(155)	10%	(66)	671
Employ: Government	14%	(19)	46%	(61)	22%	(30)	18%	(24)	134
Employ: Self-Employed	13%	(25)	46%	(87)	29%	(55)	13%	(25)	192
Employ: Homemaker	6%	(9)	52%	(79)	20%	(31)	22%	(33)	152
Employ: Retired	7%	(33)	53%	(265)	25%	(126)	14%	(72)	495
Employ: Unemployed	9%	(22)	53%	(136)	25%	(63)	13%	(33)	254
Employ: Other	16%	(28)	45%	(76)	24%	(41)	14%	(24)	169
Military HH: Yes	9%	(29)	47%	(152)	25%	(79)	19%	(63)	322
Military HH: No	10%	(191)	55%	(1023)	24%	(442)	12%	(221)	1878
RD/WT: Right Direction	11%	(64)	53%	(298)	19%	(105)	17%	(94)	561
RD/WT: Wrong Track	9%	(155)	54%	(877)	25%	(416)	12%	(190)	1639
Trump Job Approve	11%	(94)	54%	(450)	18%	(152)	17%	(140)	836
Trump Job Disapprove	9%	(108)	54%	(681)	28%	(350)	9%	(116)	1254
Trump Job Strongly Approve	12%	(54)	50%	(221)	17%	(76)	20%	(90)	440
Trump Job Somewhat Approve	10%	(41)	58%	(229)	19%	(76)	13%	(51)	397
Trump Job Somewhat Disapprove	8%	(20)	55%	(148)	27%	(72)	10%	(27)	266
Trump Job Strongly Disapprove	9%	(88)	54%	(533)	28%	(278)	9%	(89)	988
Favorable of Trump	11%	(93)	53%	(446)	19%	(157)	17%	(139)	836
Unfavorable of Trump	8%	(102)	55%	(682)	27%	(340)	10%	(119)	1244

Continued on next page

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
Adults	10%	(220)	53%	(1175)	24%	(521)	13%	(284)	2200
Very Favorable of Trump	11%	(48)	53%	(240)	16%	(74)	20%	(92)	454
Somewhat Favorable of Trump	12%	(45)	54%	(207)	22%	(84)	12%	(47)	382
Somewhat Unfavorable of Trump	9%	(18)	56%	(118)	22%	(48)	13%	(28)	212
Very Unfavorable of Trump	8%	(83)	55%	(564)	28%	(293)	9%	(92)	1032
#1 Issue: Economy	9%	(66)	56%	(414)	24%	(174)	11%	(82)	735
#1 Issue: Security	10%	(29)	51%	(148)	19%	(54)	20%	(57)	288
#1 Issue: Health Care	8%	(34)	55%	(231)	25%	(107)	12%	(51)	422
#1 Issue: Medicare / Social Security	6%	(17)	52%	(136)	26%	(67)	15%	(40)	261
#1 Issue: Women's Issues	13%	(13)	53%	(52)	21%	(21)	13%	(13)	99
#1 Issue: Education	20%	(24)	47%	(58)	18%	(22)	15%	(18)	123
#1 Issue: Energy	16%	(13)	52%	(45)	29%	(25)	3%	(3)	86
#1 Issue: Other	13%	(25)	49%	(91)	27%	(49)	11%	(21)	186
2018 House Vote: Democrat	8%	(64)	56%	(442)	27%	(214)	9%	(75)	794
2018 House Vote: Republican	10%	(65)	54%	(349)	20%	(127)	16%	(105)	646
2018 House Vote: Someone else	11%	(7)	57%	(36)	23%	(14)	10%	(6)	63
2016 Vote: Hillary Clinton	9%	(62)	55%	(377)	28%	(193)	8%	(53)	685
2016 Vote: Donald Trump	9%	(65)	55%	(389)	21%	(146)	15%	(105)	705
2016 Vote: Other	5%	(8)	50%	(78)	25%	(38)	20%	(32)	156
2016 Vote: Didn't Vote	13%	(83)	51%	(331)	22%	(143)	14%	(94)	651
Voted in 2014: Yes	9%	(119)	55%	(744)	24%	(333)	12%	(163)	1358
Voted in 2014: No	12%	(101)	51%	(431)	22%	(188)	14%	(122)	842
2012 Vote: Barack Obama	7%	(60)	56%	(461)	28%	(229)	8%	(68)	817
2012 Vote: Mitt Romney	11%	(58)	54%	(287)	21%	(109)	14%	(75)	528
2012 Vote: Other	10%	(9)	53%	(49)	9%	(8)	29%	(27)	93
2012 Vote: Didn't Vote	12%	(93)	50%	(378)	23%	(175)	15%	(115)	761
4-Region: Northeast	13%	(50)	50%	(199)	26%	(101)	11%	(44)	394
4-Region: Midwest	9%	(39)	57%	(262)	23%	(106)	12%	(54)	462
4-Region: South	10%	(84)	52%	(431)	25%	(206)	13%	(103)	824
4-Region: West	9%	(46)	54%	(283)	21%	(107)	16%	(83)	520
Generation Z, Democrat	16%	(20)	62%	(76)	13%	(16)	10%	(12)	122
Generation Z, Independent	20%	(33)	44%	(72)	19%	(31)	16%	(26)	162
Generation Z, Republican	8%	(4)	60%	(30)	18%	(9)	13%	(7)	50

Continued on next page

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
Adults	10%	(220)	53%	(1175)	24%	(521)	13%	(284)	2200
Favorable BLM	12%	(150)	55%	(686)	26%	(320)	7%	(93)	1250
Unfavorable BLM	8%	(54)	53%	(353)	20%	(132)	19%	(124)	664
Favorable Antifa	12%	(25)	54%	(111)	25%	(52)	9%	(19)	207
Unfavorable Antifa	8%	(80)	56%	(557)	22%	(219)	14%	(142)	998
Favorable WS	28%	(19)	39%	(27)	17%	(12)	16%	(11)	68
Unfavorable WS	8%	(146)	55%	(976)	25%	(436)	12%	(203)	1761
Favorable WN	23%	(41)	47%	(81)	18%	(31)	12%	(21)	174
Unfavorable WN	8%	(114)	54%	(759)	27%	(377)	12%	(167)	1417
Favorable police	10%	(128)	55%	(724)	22%	(294)	13%	(175)	1322
Unfavorable police	10%	(71)	52%	(359)	27%	(189)	11%	(74)	692

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
Adults	12% (255)	19% (425)	56% (1223)	3% (76)	10% (221)	2200
Gender: Male	10% (106)	20% (210)	55% (586)	4% (44)	11% (115)	1062
Gender: Female	13% (149)	19% (214)	56% (637)	3% (32)	9% (106)	1138
Age: 18-34	19% (123)	24% (157)	43% (279)	3% (21)	11% (75)	655
Age: 35-44	14% (51)	18% (65)	53% (190)	4% (14)	10% (37)	358
Age: 45-64	8% (59)	18% (137)	60% (454)	4% (28)	10% (73)	751
Age: 65+	5% (21)	15% (66)	69% (301)	3% (13)	8% (35)	436
GenZers: 1997-2012	20% (68)	23% (76)	42% (139)	4% (15)	11% (37)	335
Millennials: 1981-1996	15% (76)	23% (121)	48% (248)	3% (18)	10% (53)	516
GenXers: 1965-1980	12% (65)	17% (92)	58% (307)	3% (14)	10% (52)	530
Baby Boomers: 1946-1964	6% (43)	16% (118)	64% (470)	4% (28)	10% (71)	731
PID: Dem (no lean)	18% (147)	28% (229)	46% (379)	3% (22)	5% (45)	822
PID: Ind (no lean)	10% (70)	18% (131)	59% (432)	4% (28)	10% (72)	733
PID: Rep (no lean)	6% (38)	10% (64)	64% (412)	4% (26)	16% (105)	645
PID/Gender: Dem Men	16% (59)	32% (119)	44% (166)	2% (9)	6% (24)	376
PID/Gender: Dem Women	20% (88)	25% (110)	48% (214)	3% (13)	5% (21)	446
PID/Gender: Ind Men	6% (22)	17% (60)	60% (211)	5% (18)	11% (40)	350
PID/Gender: Ind Women	13% (48)	19% (72)	58% (221)	3% (10)	8% (32)	382
PID/Gender: Rep Men	8% (25)	9% (32)	63% (210)	5% (18)	15% (51)	335
PID/Gender: Rep Women	4% (13)	10% (32)	65% (202)	3% (8)	17% (54)	310
Ideo: Liberal (1-3)	20% (120)	34% (207)	40% (248)	3% (16)	4% (22)	613
Ideo: Moderate (4)	8% (46)	19% (109)	62% (363)	3% (20)	8% (46)	583
Ideo: Conservative (5-7)	6% (45)	10% (72)	64% (467)	4% (30)	15% (110)	724
Educ: < College	12% (174)	18% (275)	56% (843)	4% (59)	11% (161)	1512
Educ: Bachelors degree	12% (55)	20% (91)	57% (252)	2% (10)	8% (37)	444
Educ: Post-grad	11% (26)	24% (59)	53% (129)	3% (7)	10% (23)	244
Income: Under 50k	13% (147)	19% (217)	55% (636)	3% (38)	10% (117)	1155
Income: 50k-100k	10% (67)	19% (131)	58% (401)	5% (32)	9% (64)	695
Income: 100k+	12% (41)	22% (77)	53% (186)	2% (6)	11% (40)	350
Ethnicity: White	9% (154)	17% (297)	61% (1046)	3% (48)	10% (177)	1722
Ethnicity: Hispanic	13% (44)	27% (94)	48% (168)	3% (11)	9% (32)	349

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
Adults	12%	(255)	19%	(425)	56%	(1223)	3%	(76)	10%	(221)	2200
Ethnicity: Afr. Am.	29%	(79)	26%	(70)	33%	(91)	7%	(18)	6%	(16)	274
Ethnicity: Other	11%	(23)	28%	(58)	42%	(86)	4%	(9)	14%	(28)	204
All Christian	9%	(88)	15%	(158)	61%	(627)	4%	(39)	11%	(109)	1020
All Non-Christian	12%	(12)	27%	(26)	48%	(45)	5%	(4)	8%	(7)	93
Atheist	17%	(15)	38%	(33)	32%	(28)	3%	(2)	11%	(9)	88
Agnostic/Nothing in particular	14%	(83)	23%	(134)	53%	(305)	2%	(13)	8%	(44)	579
Something Else	14%	(58)	18%	(74)	52%	(219)	4%	(18)	12%	(51)	420
Religious Non-Protestant/Catholic	10%	(12)	23%	(28)	54%	(65)	4%	(4)	9%	(10)	120
Evangelical	11%	(62)	15%	(89)	58%	(340)	3%	(20)	13%	(74)	585
Non-Evangelical	10%	(80)	17%	(135)	59%	(479)	5%	(37)	10%	(81)	812
Community: Urban	16%	(87)	21%	(115)	50%	(279)	3%	(15)	10%	(57)	554
Community: Suburban	10%	(99)	21%	(217)	59%	(608)	3%	(29)	8%	(78)	1031
Community: Rural	11%	(70)	15%	(92)	55%	(336)	5%	(32)	14%	(86)	616
Employ: Private Sector	12%	(84)	20%	(136)	53%	(359)	4%	(25)	10%	(68)	671
Employ: Government	12%	(16)	23%	(31)	45%	(60)	3%	(5)	17%	(22)	134
Employ: Self-Employed	16%	(30)	15%	(29)	57%	(109)	5%	(9)	8%	(15)	192
Employ: Homemaker	5%	(7)	12%	(18)	69%	(104)	4%	(7)	10%	(16)	152
Employ: Retired	6%	(32)	15%	(75)	65%	(323)	3%	(17)	10%	(48)	495
Employ: Unemployed	16%	(41)	22%	(57)	49%	(124)	3%	(7)	9%	(24)	254
Employ: Other	13%	(22)	16%	(28)	56%	(94)	4%	(6)	12%	(20)	169
Military HH: Yes	10%	(31)	13%	(41)	61%	(196)	5%	(16)	12%	(38)	322
Military HH: No	12%	(224)	20%	(384)	55%	(1027)	3%	(60)	10%	(183)	1878
RD/WT: Right Direction	9%	(52)	15%	(84)	59%	(333)	3%	(18)	13%	(74)	561
RD/WT: Wrong Track	12%	(204)	21%	(340)	54%	(890)	4%	(58)	9%	(147)	1639
Trump Job Approve	6%	(54)	10%	(84)	63%	(530)	4%	(32)	16%	(136)	836
Trump Job Disapprove	16%	(195)	26%	(327)	50%	(623)	3%	(43)	5%	(65)	1254
Trump Job Strongly Approve	8%	(37)	8%	(35)	57%	(251)	3%	(15)	23%	(102)	440
Trump Job Somewhat Approve	4%	(17)	12%	(49)	70%	(279)	4%	(17)	9%	(34)	397
Trump Job Somewhat Disapprove	9%	(25)	20%	(52)	57%	(152)	5%	(14)	9%	(24)	266
Trump Job Strongly Disapprove	17%	(171)	28%	(275)	48%	(472)	3%	(30)	4%	(41)	988

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
Adults	12%	(255)	19%	(425)	56%	(1223)	3%	(76)	10%	(221)	2200
Favorable of Trump	5%	(46)	11%	(93)	63%	(526)	4%	(32)	17%	(139)	836
Unfavorable of Trump	16%	(195)	26%	(322)	50%	(620)	3%	(42)	5%	(65)	1244
Very Favorable of Trump	7%	(32)	10%	(44)	57%	(259)	4%	(16)	23%	(103)	454
Somewhat Favorable of Trump	4%	(14)	13%	(49)	70%	(267)	4%	(16)	9%	(36)	382
Somewhat Unfavorable of Trump	12%	(24)	18%	(39)	55%	(117)	5%	(10)	10%	(21)	212
Very Unfavorable of Trump	17%	(170)	27%	(283)	49%	(503)	3%	(32)	4%	(44)	1032
#1 Issue: Economy	10%	(70)	16%	(115)	59%	(433)	4%	(31)	12%	(86)	735
#1 Issue: Security	6%	(17)	15%	(42)	57%	(164)	2%	(6)	20%	(58)	288
#1 Issue: Health Care	15%	(61)	25%	(107)	52%	(220)	4%	(15)	4%	(19)	422
#1 Issue: Medicare / Social Security	6%	(15)	16%	(41)	65%	(170)	2%	(6)	11%	(29)	261
#1 Issue: Women's Issues	29%	(29)	28%	(28)	35%	(34)	3%	(3)	4%	(4)	99
#1 Issue: Education	14%	(17)	25%	(30)	50%	(61)	4%	(5)	8%	(10)	123
#1 Issue: Energy	25%	(21)	32%	(28)	32%	(27)	8%	(7)	4%	(3)	86
#1 Issue: Other	13%	(24)	18%	(34)	61%	(112)	1%	(2)	7%	(13)	186
2018 House Vote: Democrat	17%	(132)	29%	(227)	48%	(379)	3%	(25)	4%	(31)	794
2018 House Vote: Republican	6%	(38)	10%	(64)	64%	(414)	4%	(24)	16%	(106)	646
2018 House Vote: Someone else	7%	(4)	15%	(9)	62%	(39)	2%	(1)	14%	(9)	63
2016 Vote: Hillary Clinton	17%	(119)	27%	(188)	48%	(327)	3%	(19)	5%	(32)	685
2016 Vote: Donald Trump	6%	(43)	11%	(79)	65%	(458)	3%	(25)	14%	(101)	705
2016 Vote: Other	3%	(4)	24%	(38)	58%	(91)	5%	(7)	10%	(15)	156
2016 Vote: Didn't Vote	14%	(89)	18%	(119)	53%	(346)	4%	(25)	11%	(73)	651
Voted in 2014: Yes	11%	(150)	19%	(261)	56%	(767)	3%	(45)	10%	(137)	1358
Voted in 2014: No	13%	(106)	19%	(164)	54%	(456)	4%	(31)	10%	(84)	842
2012 Vote: Barack Obama	14%	(111)	26%	(215)	51%	(419)	3%	(26)	6%	(46)	817
2012 Vote: Mitt Romney	5%	(26)	9%	(50)	70%	(369)	3%	(14)	13%	(69)	528
2012 Vote: Other	7%	(7)	8%	(8)	60%	(56)	4%	(4)	21%	(20)	93
2012 Vote: Didn't Vote	15%	(111)	20%	(152)	50%	(379)	4%	(32)	11%	(86)	761

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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
Adults	12%	(255)	19%	(425)	56%	(1223)	3%	(76)	10%	(221)	2200
4-Region: Northeast	14%	(53)	19%	(76)	54%	(211)	3%	(12)	10%	(41)	394
4-Region: Midwest	13%	(59)	19%	(87)	57%	(262)	3%	(14)	9%	(40)	462
4-Region: South	12%	(100)	20%	(162)	54%	(446)	4%	(35)	10%	(80)	824
4-Region: West	8%	(43)	19%	(100)	58%	(304)	3%	(14)	11%	(60)	520
Generation Z, Democrat	22%	(27)	36%	(44)	35%	(43)	2%	(2)	5%	(6)	122
Generation Z, Independent	23%	(38)	19%	(30)	42%	(68)	5%	(8)	12%	(19)	162
Generation Z, Republican	6%	(3)	4%	(2)	58%	(29)	9%	(4)	24%	(12)	50
Favorable BLM	18%	(229)	29%	(359)	47%	(585)	3%	(32)	4%	(45)	1250
Unfavorable BLM	3%	(20)	6%	(39)	66%	(436)	5%	(36)	20%	(132)	664
Favorable Antifa	29%	(60)	37%	(76)	26%	(54)	2%	(3)	6%	(13)	207
Unfavorable Antifa	7%	(74)	14%	(142)	61%	(609)	4%	(44)	13%	(129)	998
Favorable WS	27%	(19)	16%	(11)	43%	(29)	3%	(2)	11%	(7)	68
Unfavorable WS	11%	(188)	21%	(375)	56%	(982)	4%	(66)	8%	(149)	1761
Favorable WN	19%	(32)	20%	(34)	46%	(80)	4%	(8)	11%	(19)	174
Unfavorable WN	12%	(170)	22%	(310)	54%	(770)	4%	(50)	8%	(118)	1417
Favorable police	8%	(106)	14%	(190)	63%	(835)	4%	(48)	11%	(144)	1322
Unfavorable police	19%	(132)	30%	(210)	40%	(280)	3%	(22)	7%	(49)	692

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

Respondent Demographics Summary

Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemAll	Adults	2200	100%
xdemGender	Gender: Male	1062	48%
	Gender: Female	1138	52%
	N	2200	
age	Age: 18-34	655	30%
	Age: 35-44	358	16%
	Age: 45-64	751	34%
	Age: 65+	436	20%
	N	2200	
demAgeGeneration	GenZers: 1997-2012	335	15%
	Millennials: 1981-1996	516	23%
	GenXers: 1965-1980	530	24%
	Baby Boomers: 1946-1964	731	33%
	N	2112	
xpid3	PID: Dem (no lean)	822	37%
	PID: Ind (no lean)	733	33%
	PID: Rep (no lean)	645	29%
	N	2200	
xpidGender	PID/Gender: Dem Men	376	17%
	PID/Gender: Dem Women	446	20%
	PID/Gender: Ind Men	350	16%
	PID/Gender: Ind Women	382	17%
	PID/Gender: Rep Men	335	15%
	PID/Gender: Rep Women	310	14%
	N	2200	
xdemIdeo3	Ideo: Liberal (1-3)	613	28%
	Ideo: Moderate (4)	583	27%
	Ideo: Conservative (5-7)	724	33%
	N	1921	
xeduc3	Educ: < College	1512	69%
	Educ: Bachelors degree	444	20%
	Educ: Post-grad	244	11%
	N	2200	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemInc3	Income: Under 50k	1155	52%
	Income: 50k-100k	695	32%
	Income: 100k+	350	16%
	N	2200	
xdemWhite	Ethnicity: White	1722	78%
xdemHispBin	Ethnicity: Hispanic	349	16%
demBlackBin	Ethnicity: Afr. Am.	274	12%
demRaceOther	Ethnicity: Other	204	9%
xdemReligion	All Christian	1020	46%
	All Non-Christian	93	4%
	Atheist	88	4%
	Agnostic/Nothing in particular	579	26%
	Something Else	420	19%
	N	2200	
xdemReligOther	Religious Non-Protestant/Catholic	120	5%
xdemEvang	Evangelical	585	27%
	Non-Evangelical	812	37%
	N	1397	
xdemUsr	Community: Urban	554	25%
	Community: Suburban	1031	47%
	Community: Rural	616	28%
	N	2200	
xdemEmploy	Employ: Private Sector	671	30%
	Employ: Government	134	6%
	Employ: Self-Employed	192	9%
	Employ: Homemaker	152	7%
	Employ: Retired	495	22%
	Employ: Unemployed	254	12%
	Employ: Other	169	8%
	N	2067	
xdemMilHH1	Military HH: Yes	322	15%
	Military HH: No	1878	85%
	N	2200	
xnrl	RD/WT: Right Direction	561	26%
	RD/WT: Wrong Track	1639	74%
	N	2200	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
Trump_Approve	Trump Job Approve	836	38%
	Trump Job Disapprove	1254	57%
	N	2090	
Trump_Approve2	Trump Job Strongly Approve	440	20%
	Trump Job Somewhat Approve	397	18%
	Trump Job Somewhat Disapprove	266	12%
	Trump Job Strongly Disapprove	988	45%
	N	2090	
Trump_Fav	Favorable of Trump	836	38%
	Unfavorable of Trump	1244	57%
	N	2080	
Trump_Fav_FULL	Very Favorable of Trump	454	21%
	Somewhat Favorable of Trump	382	17%
	Somewhat Unfavorable of Trump	212	10%
	Very Unfavorable of Trump	1032	47%
	N	2080	
xnr3	#1 Issue: Economy	735	33%
	#1 Issue: Security	288	13%
	#1 Issue: Health Care	422	19%
	#1 Issue: Medicare / Social Security	261	12%
	#1 Issue: Women's Issues	99	4%
	#1 Issue: Education	123	6%
	#1 Issue: Energy	86	4%
	#1 Issue: Other	186	8%
	N	2200	
xsubVote18O	2018 House Vote: Democrat	794	36%
	2018 House Vote: Republican	646	29%
	2018 House Vote: Someone else	63	3%
	N	1504	
xsubVote16O	2016 Vote: Hillary Clinton	685	31%
	2016 Vote: Donald Trump	705	32%
	2016 Vote: Other	156	7%
	2016 Vote: Didn't Vote	651	30%
	N	2199	
xsubVote14O	Voted in 2014: Yes	1358	62%
	Voted in 2014: No	842	38%
	N	2200	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xsubVote12O	2012 Vote: Barack Obama	817	37%
	2012 Vote: Mitt Romney	528	24%
	2012 Vote: Other	93	4%
	2012 Vote: Didn't Vote	761	35%
	N	2199	
xreg4	4-Region: Northeast	394	18%
	4-Region: Midwest	462	21%
	4-Region: South	824	37%
	4-Region: West	520	24%
	N	2200	
xdemGenzPID	Generation Z, Democrat	122	6%
	Generation Z, Independent	162	7%
	Generation Z, Republican	50	2%
	N	335	
MCBdem1	Favorable BLM	1250	57%
	Unfavorable BLM	664	30%
	N	1913	
MCBdem2	Favorable Antifa	207	9%
	Unfavorable Antifa	998	45%
	N	1205	
MCBdem3	Favorable WS	68	3%
	Unfavorable WS	1761	80%
	N	1829	
MCBdem4	Favorable WN	174	8%
	Unfavorable WN	1417	64%
	N	1590	
MCBdem5	Favorable police	1322	60%
	Unfavorable police	692	31%
	N	2015	

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

