



National Tracking Poll #2009127
September 25-27, 2020

Crosstabulation Results

Methodology:

This poll was conducted between September 25-September 27, 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 MCBR1_1: *Would you have a more or less favorable view of a company if you knew it sold merchandise associated with the following people or groups?*

Donald Trump

| Demographic | Much more favorable view | Somewhat more favorable view | No impact either way | Somewhat less favorable view | Much less favorable view | Don't know / No opinion | Total N |
|--------------------------|--------------------------------|---------------------------------------|-------------------------|------------------------------------|--------------------------------|----------------------------|---------|
| Adults | 15% (333) | 10% (224) | 22% (491) | 8% (179) | 37% (811) | 7% (163) | 2200 |
| Gender: Male | 19% (198) | 12% (132) | 22% (234) | 10% (106) | 32% (335) | 5% (58) | 1062 |
| Gender: Female | 12% (135) | 8% (92) | 23% (258) | 6% (73) | 42% (475) | 9% (105) | 1138 |
| Age: 18-34 | 15% (100) | 12% (79) | 16% (104) | 8% (50) | 37% (242) | 12% (80) | 655 |
| Age: 35-44 | 18% (65) | 11% (40) | 23% (81) | 11% (38) | 32% (114) | 5% (19) | 358 |
| Age: 45-64 | 14% (104) | 9% (65) | 26% (193) | 7% (53) | 39% (292) | 6% (44) | 751 |
| Age: 65+ | 14% (63) | 9% (40) | 26% (114) | 8% (37) | 37% (163) | 5% (20) | 436 |
| GenZers: 1997-2012 | 10% (25) | 8% (22) | 15% (40) | 7% (18) | 43% (112) | 16% (42) | 260 |
| Millennials: 1981-1996 | 18% (102) | 12% (71) | 18% (106) | 9% (54) | 34% (194) | 8% (48) | 576 |
| GenXers: 1965-1980 | 18% (92) | 11% (58) | 26% (134) | 8% (42) | 33% (172) | 5% (25) | 523 |
| Baby Boomers: 1946-1964 | 13% (97) | 8% (60) | 25% (181) | 7% (51) | 41% (301) | 6% (46) | 736 |
| PID: Dem (no lean) | 2% (17) | 4% (29) | 13% (104) | 12% (95) | 66% (531) | 3% (27) | 804 |
| PID: Ind (no lean) | 6% (43) | 10% (74) | 30% (214) | 8% (59) | 32% (230) | 14% (101) | 720 |
| PID: Rep (no lean) | 40% (272) | 18% (120) | 26% (173) | 4% (25) | 7% (50) | 5% (36) | 676 |
| PID/Gender: Dem Men | 3% (11) | 6% (22) | 13% (47) | 15% (54) | 61% (220) | 2% (6) | 361 |
| PID/Gender: Dem Women | 1% (6) | 2% (7) | 13% (57) | 9% (41) | 70% (311) | 5% (21) | 443 |
| PID/Gender: Ind Men | 9% (29) | 12% (38) | 30% (94) | 11% (34) | 29% (91) | 10% (32) | 318 |
| PID/Gender: Ind Women | 3% (14) | 9% (36) | 30% (120) | 6% (25) | 35% (139) | 17% (69) | 402 |
| PID/Gender: Rep Men | 41% (157) | 19% (72) | 24% (92) | 5% (18) | 6% (25) | 5% (20) | 383 |
| PID/Gender: Rep Women | 39% (115) | 17% (49) | 28% (81) | 2% (7) | 9% (25) | 5% (16) | 293 |
| Ideo: Liberal (1-3) | 9% (51) | 5% (28) | 11% (64) | 11% (64) | 62% (375) | 3% (20) | 601 |
| Ideo: Moderate (4) | 9% (67) | 7% (49) | 28% (207) | 9% (69) | 40% (294) | 6% (45) | 731 |
| Ideo: Conservative (5-7) | 30% (206) | 18% (126) | 27% (188) | 6% (39) | 12% (83) | 7% (45) | 687 |

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Table MCBR1_1: Would you have a more or less favorable view of a company if you knew it sold merchandise associated with the following people or groups?
Donald Trump

| Demographic | Much more favorable view | Somewhat more favorable view | No impact either way | Somewhat less favorable view | Much less favorable view | Don't know / No opinion | Total N |
|-----------------------------------|--------------------------|------------------------------|----------------------|------------------------------|--------------------------|-------------------------|---------|
| Adults | 15% (333) | 10% (224) | 22% (491) | 8% (179) | 37% (811) | 7% (163) | 2200 |
| Educ: < College | 14% (213) | 10% (153) | 24% (361) | 7% (107) | 36% (546) | 9% (131) | 1512 |
| Educ: Bachelors degree | 15% (67) | 10% (43) | 18% (80) | 11% (49) | 41% (182) | 5% (22) | 444 |
| Educ: Post-grad | 21% (52) | 11% (27) | 21% (50) | 9% (23) | 34% (82) | 4% (10) | 244 |
| Income: Under 50k | 14% (158) | 10% (112) | 22% (248) | 7% (82) | 37% (420) | 10% (108) | 1128 |
| Income: 50k-100k | 15% (102) | 10% (67) | 24% (166) | 9% (58) | 37% (256) | 5% (37) | 686 |
| Income: 100k+ | 19% (72) | 12% (45) | 20% (77) | 10% (38) | 35% (134) | 5% (19) | 386 |
| Ethnicity: White | 17% (300) | 11% (188) | 24% (416) | 7% (129) | 34% (581) | 6% (107) | 1722 |
| Ethnicity: Hispanic | 14% (49) | 11% (40) | 13% (44) | 9% (32) | 41% (143) | 12% (42) | 349 |
| Ethnicity: Black | 4% (12) | 9% (24) | 16% (44) | 8% (23) | 54% (148) | 9% (24) | 274 |
| Ethnicity: Other | 10% (21) | 5% (11) | 15% (31) | 13% (27) | 40% (82) | 16% (32) | 204 |
| All Christian | 20% (210) | 12% (123) | 25% (256) | 9% (97) | 29% (303) | 5% (54) | 1044 |
| All Non-Christian | 14% (21) | 11% (16) | 18% (26) | 9% (13) | 44% (63) | 4% (6) | 144 |
| Atheist | 8% (8) | 11% (11) | 22% (21) | 7% (7) | 51% (49) | 1% (1) | 98 |
| Agnostic/Nothing in particular | 7% (40) | 7% (38) | 23% (130) | 7% (37) | 45% (247) | 11% (60) | 552 |
| Something Else | 15% (54) | 10% (36) | 16% (59) | 7% (24) | 41% (147) | 12% (42) | 362 |
| Religious Non-Protestant/Catholic | 15% (25) | 10% (17) | 21% (35) | 8% (14) | 42% (69) | 4% (6) | 165 |
| Evangelical | 26% (150) | 15% (86) | 19% (110) | 8% (47) | 25% (139) | 6% (34) | 567 |
| Non-Evangelical | 13% (103) | 8% (67) | 24% (189) | 9% (73) | 38% (298) | 8% (62) | 792 |
| Community: Urban | 16% (106) | 9% (63) | 14% (96) | 11% (75) | 41% (269) | 8% (54) | 663 |
| Community: Suburban | 14% (144) | 10% (97) | 24% (242) | 6% (62) | 39% (385) | 7% (66) | 995 |
| Community: Rural | 15% (83) | 12% (64) | 28% (153) | 8% (42) | 29% (157) | 8% (43) | 543 |

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Table MCBR1_1: *Would you have a more or less favorable view of a company if you knew it sold merchandise associated with the following people or groups?*
 Donald Trump

| Demographic | Much more favorable view | Somewhat more favorable view | No impact either way | Somewhat less favorable view | Much less favorable view | Don't know / No opinion | Total N |
|-------------------------------|--------------------------|------------------------------|----------------------|------------------------------|--------------------------|-------------------------|---------|
| Adults | 15% (333) | 10% (224) | 22% (491) | 8% (179) | 37% (811) | 7% (163) | 2200 |
| Employ: Private Sector | 19% (126) | 12% (79) | 21% (143) | 8% (52) | 34% (229) | 6% (41) | 671 |
| Employ: Government | 15% (16) | 19% (20) | 14% (15) | 10% (10) | 35% (37) | 7% (8) | 106 |
| Employ: Self-Employed | 13% (27) | 14% (28) | 19% (41) | 9% (19) | 41% (85) | 4% (9) | 208 |
| Employ: Homemaker | 17% (28) | 7% (11) | 26% (43) | 8% (14) | 34% (57) | 8% (13) | 167 |
| Employ: Retired | 14% (72) | 7% (36) | 26% (136) | 9% (49) | 39% (208) | 5% (28) | 529 |
| Employ: Unemployed | 14% (40) | 9% (27) | 23% (68) | 7% (21) | 35% (101) | 11% (32) | 290 |
| Employ: Other | 15% (21) | 12% (16) | 22% (30) | 7% (10) | 32% (44) | 12% (17) | 138 |
| Military HH: Yes | 17% (64) | 9% (34) | 25% (93) | 8% (29) | 36% (132) | 5% (17) | 369 |
| Military HH: No | 15% (268) | 10% (190) | 22% (398) | 8% (149) | 37% (679) | 8% (146) | 1831 |
| RD/WT: Right Direction | 39% (258) | 21% (138) | 24% (158) | 4% (26) | 5% (33) | 7% (46) | 658 |
| RD/WT: Wrong Track | 5% (75) | 6% (86) | 22% (333) | 10% (153) | 50% (778) | 8% (117) | 1542 |
| Trump Job Approve | 36% (313) | 22% (187) | 31% (271) | 4% (31) | 3% (23) | 5% (42) | 868 |
| Trump Job Disapprove | 1% (17) | 2% (30) | 17% (207) | 12% (145) | 63% (776) | 5% (63) | 1239 |
| Trump Job Strongly Approve | 54% (267) | 15% (76) | 22% (111) | 1% (4) | 3% (15) | 5% (23) | 496 |
| Trump Job Somewhat Approve | 12% (46) | 30% (111) | 43% (160) | 7% (27) | 2% (9) | 5% (19) | 372 |
| Trump Job Somewhat Disapprove | 3% (8) | 9% (25) | 34% (94) | 21% (59) | 21% (58) | 11% (30) | 273 |
| Trump Job Strongly Disapprove | 1% (9) | 1% (5) | 12% (114) | 9% (86) | 74% (718) | 3% (33) | 966 |
| Favorable of Trump | 36% (322) | 23% (203) | 30% (269) | 3% (27) | 2% (20) | 5% (47) | 890 |
| Unfavorable of Trump | 1% (10) | 1% (18) | 17% (205) | 12% (149) | 64% (778) | 5% (56) | 1216 |
| Very Favorable of Trump | 57% (311) | 13% (71) | 22% (119) | 1% (4) | 2% (12) | 5% (26) | 543 |
| Somewhat Favorable of Trump | 3% (12) | 38% (132) | 43% (151) | 7% (23) | 2% (8) | 6% (21) | 347 |
| Somewhat Unfavorable of Trump | 3% (7) | 5% (12) | 41% (88) | 29% (63) | 13% (28) | 8% (17) | 215 |
| Very Unfavorable of Trump | — (3) | 1% (6) | 12% (117) | 9% (85) | 75% (751) | 4% (39) | 1000 |

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Table MCBR1_1: Would you have a more or less favorable view of a company if you knew it sold merchandise associated with the following people or groups?
Donald Trump

| Demographic | Much more favorable view | Somewhat more favorable view | No impact either way | Somewhat less favorable view | Much less favorable view | Don't know / No opinion | Total N |
|--------------------------------------|--------------------------|------------------------------|----------------------|------------------------------|--------------------------|-------------------------|---------|
| Adults | 15% (333) | 10% (224) | 22% (491) | 8% (179) | 37% (811) | 7% (163) | 2200 |
| #1 Issue: Economy | 19% (147) | 12% (94) | 25% (201) | 8% (64) | 29% (228) | 7% (55) | 789 |
| #1 Issue: Security | 24% (53) | 18% (40) | 30% (66) | 6% (12) | 14% (31) | 8% (18) | 220 |
| #1 Issue: Health Care | 9% (41) | 6% (29) | 18% (83) | 10% (49) | 52% (243) | 5% (26) | 471 |
| #1 Issue: Medicare / Social Security | 18% (54) | 7% (20) | 20% (61) | 8% (25) | 40% (122) | 7% (22) | 304 |
| #1 Issue: Women's Issues | 4% (5) | 3% (3) | 14% (16) | 6% (6) | 56% (60) | 17% (18) | 108 |
| #1 Issue: Education | 19% (15) | 18% (14) | 16% (12) | 13% (10) | 28% (22) | 6% (5) | 79 |
| #1 Issue: Energy | 13% (12) | 12% (11) | 13% (12) | 7% (6) | 47% (43) | 8% (8) | 91 |
| #1 Issue: Other | 5% (6) | 9% (12) | 29% (40) | 4% (6) | 45% (62) | 9% (12) | 138 |
| 2018 House Vote: Democrat | 2% (13) | 5% (34) | 15% (115) | 12% (86) | 65% (480) | 2% (16) | 744 |
| 2018 House Vote: Republican | 38% (236) | 19% (118) | 27% (173) | 5% (28) | 8% (51) | 4% (23) | 630 |
| 2018 House Vote: Someone else | 4% (2) | 7% (4) | 28% (16) | 17% (10) | 28% (17) | 17% (10) | 59 |
| 2016 Vote: Hillary Clinton | 1% (9) | 2% (16) | 14% (96) | 13% (87) | 66% (452) | 3% (20) | 680 |
| 2016 Vote: Donald Trump | 38% (259) | 19% (133) | 29% (198) | 5% (33) | 6% (43) | 4% (25) | 691 |
| 2016 Vote: Other | 4% (4) | 7% (7) | 24% (24) | 8% (8) | 41% (42) | 16% (16) | 100 |
| 2016 Vote: Didn't Vote | 8% (60) | 9% (62) | 24% (173) | 7% (50) | 38% (275) | 14% (101) | 722 |
| Voted in 2014: Yes | 17% (212) | 10% (128) | 22% (272) | 8% (104) | 39% (474) | 3% (37) | 1227 |
| Voted in 2014: No | 12% (121) | 10% (95) | 23% (219) | 8% (75) | 35% (337) | 13% (127) | 973 |
| 2012 Vote: Barack Obama | 6% (56) | 7% (57) | 17% (146) | 11% (92) | 56% (485) | 3% (28) | 865 |
| 2012 Vote: Mitt Romney | 36% (160) | 16% (71) | 31% (137) | 5% (22) | 10% (46) | 2% (11) | 447 |
| 2012 Vote: Other | 18% (10) | 5% (3) | 40% (22) | 8% (4) | 23% (13) | 6% (3) | 55 |
| 2012 Vote: Didn't Vote | 12% (104) | 11% (93) | 22% (186) | 7% (60) | 32% (267) | 15% (121) | 830 |
| 4-Region: Northeast | 16% (64) | 11% (43) | 19% (74) | 10% (41) | 37% (145) | 7% (27) | 394 |
| 4-Region: Midwest | 13% (59) | 8% (37) | 25% (114) | 10% (48) | 37% (171) | 7% (33) | 462 |
| 4-Region: South | 16% (132) | 12% (98) | 21% (174) | 6% (50) | 36% (294) | 9% (76) | 824 |
| 4-Region: West | 15% (77) | 9% (46) | 25% (129) | 8% (39) | 39% (200) | 5% (28) | 520 |
| Favorable of Biden | 5% (55) | 4% (41) | 16% (187) | 11% (125) | 60% (681) | 4% (45) | 1134 |
| Unfavorable of Biden | 29% (260) | 19% (168) | 30% (272) | 6% (51) | 11% (101) | 6% (55) | 906 |

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Table MCBR1_1: *Would you have a more or less favorable view of a company if you knew it sold merchandise associated with the following people or groups?**Donald Trump*

| Demographic | Much more favorable view | Somewhat more favorable view | No impact either way | Somewhat less favorable view | Much less favorable view | Don't know / No opinion | Total N |
|-------------------------------|---|---|---------------------------------|---|---|------------------------------------|----------------|
| Adults | 15% (333) | 10% (224) | 22% (491) | 8% (179) | 37% (811) | 7% (163) | 2200 |
| Very favorable of Biden | 5% (31) | 3% (22) | 11% (69) | 10% (63) | 68% (428) | 3% (20) | 634 |
| Somewhat favorable of Biden | 5% (24) | 4% (19) | 24% (118) | 12% (62) | 50% (252) | 5% (25) | 500 |
| Somewhat unfavorable of Biden | 9% (19) | 15% (32) | 36% (79) | 12% (27) | 21% (46) | 7% (16) | 220 |
| Very unfavorable of Biden | 35% (241) | 20% (136) | 28% (192) | 3% (23) | 8% (55) | 6% (38) | 686 |

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

Table MCBR1_2: Would you have a more or less favorable view of a company if you knew it sold merchandise associated with the following people or groups?
Joe Biden

| Demographic | Much more favorable view | Somewhat more favorable view | No impact either way | Somewhat less favorable view | Much less favorable view | Don't know / No opinion | Total N |
|--------------------------|--------------------------|------------------------------|----------------------|------------------------------|--------------------------|-------------------------|---------|
| Adults | 18% (394) | 12% (264) | 28% (616) | 9% (195) | 24% (531) | 9% (199) | 2200 |
| Gender: Male | 19% (197) | 11% (120) | 29% (309) | 10% (110) | 25% (261) | 6% (64) | 1062 |
| Gender: Female | 17% (197) | 13% (144) | 27% (307) | 8% (85) | 24% (270) | 12% (135) | 1138 |
| Age: 18-34 | 20% (128) | 15% (101) | 20% (133) | 9% (59) | 21% (137) | 15% (97) | 655 |
| Age: 35-44 | 26% (93) | 14% (49) | 25% (91) | 9% (31) | 18% (66) | 8% (28) | 358 |
| Age: 45-64 | 17% (125) | 9% (66) | 33% (245) | 8% (62) | 26% (198) | 7% (55) | 751 |
| Age: 65+ | 11% (48) | 11% (48) | 34% (148) | 10% (44) | 30% (130) | 4% (19) | 436 |
| GenZers: 1997-2012 | 19% (49) | 16% (41) | 22% (58) | 10% (26) | 14% (38) | 19% (49) | 260 |
| Millennials: 1981-1996 | 22% (129) | 15% (87) | 19% (110) | 9% (51) | 23% (131) | 12% (68) | 576 |
| GenXers: 1965-1980 | 20% (104) | 10% (53) | 31% (160) | 8% (41) | 25% (130) | 7% (34) | 523 |
| Baby Boomers: 1946-1964 | 14% (104) | 10% (71) | 34% (249) | 9% (67) | 27% (198) | 6% (47) | 736 |
| PID: Dem (no lean) | 38% (309) | 21% (168) | 28% (226) | 4% (34) | 5% (38) | 4% (29) | 804 |
| PID: Ind (no lean) | 7% (49) | 9% (63) | 34% (247) | 9% (66) | 22% (161) | 19% (134) | 720 |
| PID: Rep (no lean) | 5% (36) | 5% (34) | 21% (143) | 14% (95) | 49% (332) | 5% (36) | 676 |
| PID/Gender: Dem Men | 43% (155) | 19% (67) | 28% (99) | 6% (21) | 3% (12) | 2% (6) | 361 |
| PID/Gender: Dem Women | 35% (153) | 23% (101) | 29% (127) | 3% (13) | 6% (25) | 5% (24) | 443 |
| PID/Gender: Ind Men | 4% (14) | 9% (30) | 42% (133) | 9% (29) | 23% (73) | 12% (39) | 318 |
| PID/Gender: Ind Women | 9% (35) | 8% (33) | 28% (114) | 9% (37) | 22% (88) | 24% (95) | 402 |
| PID/Gender: Rep Men | 7% (28) | 6% (23) | 20% (77) | 16% (60) | 46% (175) | 5% (20) | 383 |
| PID/Gender: Rep Women | 3% (8) | 4% (11) | 22% (66) | 12% (35) | 54% (157) | 5% (16) | 293 |
| Ideo: Liberal (1-3) | 33% (201) | 20% (118) | 29% (173) | 6% (34) | 9% (52) | 4% (23) | 601 |
| Ideo: Moderate (4) | 19% (136) | 12% (90) | 37% (273) | 8% (58) | 16% (120) | 7% (54) | 731 |
| Ideo: Conservative (5-7) | 6% (43) | 6% (40) | 21% (142) | 14% (94) | 47% (325) | 6% (41) | 687 |
| Educ: < College | 15% (233) | 11% (163) | 29% (434) | 9% (133) | 26% (395) | 10% (155) | 1512 |
| Educ: Bachelors degree | 22% (98) | 14% (61) | 26% (117) | 9% (41) | 22% (96) | 7% (31) | 444 |
| Educ: Post-grad | 26% (63) | 17% (40) | 27% (65) | 9% (21) | 17% (40) | 6% (14) | 244 |

Continued on next page

Table MCBR1_2: *Would you have a more or less favorable view of a company if you knew it sold merchandise associated with the following people or groups?*
 Joe Biden

| Demographic | Much more favorable view | Somewhat more favorable view | No impact either way | Somewhat less favorable view | Much less favorable view | Don't know / No opinion | Total N |
|-----------------------------------|--------------------------|------------------------------|----------------------|------------------------------|--------------------------|-------------------------|---------|
| Adults | 18% (394) | 12% (264) | 28% (616) | 9% (195) | 24% (531) | 9% (199) | 2200 |
| Income: Under 50k | 18% (200) | 11% (128) | 26% (289) | 7% (79) | 27% (301) | 12% (132) | 1128 |
| Income: 50k-100k | 15% (100) | 12% (81) | 32% (218) | 12% (84) | 23% (155) | 7% (47) | 686 |
| Income: 100k+ | 24% (94) | 14% (56) | 28% (108) | 8% (32) | 19% (75) | 5% (20) | 386 |
| Ethnicity: White | 16% (281) | 11% (188) | 29% (492) | 9% (158) | 28% (477) | 7% (126) | 1722 |
| Ethnicity: Hispanic | 20% (71) | 12% (42) | 28% (97) | 9% (33) | 15% (51) | 15% (54) | 349 |
| Ethnicity: Black | 31% (84) | 15% (41) | 24% (66) | 7% (20) | 11% (31) | 11% (31) | 274 |
| Ethnicity: Other | 14% (29) | 17% (35) | 28% (57) | 8% (17) | 11% (23) | 21% (43) | 204 |
| All Christian | 18% (184) | 11% (114) | 28% (289) | 9% (90) | 30% (310) | 6% (58) | 1044 |
| All Non-Christian | 26% (38) | 18% (26) | 28% (41) | 6% (9) | 17% (24) | 5% (7) | 144 |
| Atheist | 26% (26) | 9% (8) | 37% (37) | 8% (7) | 17% (16) | 3% (3) | 98 |
| Agnostic/Nothing in particular | 14% (77) | 13% (72) | 35% (192) | 8% (42) | 16% (88) | 15% (80) | 552 |
| Something Else | 19% (70) | 12% (44) | 16% (58) | 13% (47) | 26% (93) | 14% (51) | 362 |
| Religious Non-Protestant/Catholic | 24% (39) | 16% (27) | 29% (48) | 7% (11) | 20% (33) | 4% (7) | 165 |
| Evangelical | 21% (119) | 11% (62) | 17% (97) | 9% (54) | 34% (195) | 7% (40) | 567 |
| Non-Evangelical | 16% (126) | 11% (90) | 30% (238) | 10% (79) | 24% (189) | 9% (69) | 792 |
| Community: Urban | 28% (187) | 15% (99) | 25% (166) | 7% (48) | 15% (98) | 10% (64) | 663 |
| Community: Suburban | 14% (136) | 11% (110) | 30% (301) | 10% (98) | 27% (271) | 8% (78) | 995 |
| Community: Rural | 13% (71) | 10% (55) | 27% (149) | 9% (49) | 30% (162) | 10% (56) | 543 |
| Employ: Private Sector | 23% (152) | 12% (81) | 24% (163) | 11% (72) | 23% (155) | 7% (48) | 671 |
| Employ: Government | 24% (25) | 16% (17) | 25% (27) | 5% (5) | 22% (23) | 8% (8) | 106 |
| Employ: Self-Employed | 28% (59) | 12% (26) | 27% (57) | 6% (12) | 21% (43) | 6% (12) | 208 |
| Employ: Homemaker | 12% (21) | 8% (14) | 30% (50) | 12% (21) | 28% (47) | 8% (14) | 167 |
| Employ: Retired | 13% (68) | 11% (57) | 33% (177) | 9% (46) | 29% (151) | 6% (30) | 529 |
| Employ: Unemployed | 10% (30) | 13% (37) | 28% (81) | 8% (24) | 25% (71) | 16% (46) | 290 |
| Employ: Other | 16% (22) | 12% (17) | 28% (38) | 6% (8) | 22% (30) | 16% (22) | 138 |
| Military HH: Yes | 15% (56) | 12% (44) | 31% (115) | 7% (27) | 31% (113) | 4% (14) | 369 |
| Military HH: No | 18% (338) | 12% (220) | 27% (501) | 9% (169) | 23% (418) | 10% (185) | 1831 |

Continued on next page

Table MCBR1_2: Would you have a more or less favorable view of a company if you knew it sold merchandise associated with the following people or groups?
Joe Biden

| Demographic | Much more favorable view | Somewhat more favorable view | No impact either way | Somewhat less favorable view | Much less favorable view | Don't know / No opinion | Total N |
|--------------------------------------|--------------------------|------------------------------|----------------------|------------------------------|--------------------------|-------------------------|---------|
| Adults | 18% (394) | 12% (264) | 28% (616) | 9% (195) | 24% (531) | 9% (199) | 2200 |
| RD/WT: Right Direction | 11% (69) | 7% (49) | 20% (131) | 12% (79) | 43% (281) | 7% (49) | 658 |
| RD/WT: Wrong Track | 21% (325) | 14% (216) | 31% (485) | 8% (116) | 16% (249) | 10% (150) | 1542 |
| Trump Job Approve | 5% (45) | 6% (49) | 21% (185) | 14% (122) | 48% (418) | 6% (49) | 868 |
| Trump Job Disapprove | 28% (346) | 17% (215) | 34% (421) | 6% (71) | 9% (107) | 6% (78) | 1239 |
| Trump Job Strongly Approve | 6% (30) | 5% (25) | 14% (70) | 10% (49) | 59% (292) | 6% (29) | 496 |
| Trump Job Somewhat Approve | 4% (14) | 6% (24) | 31% (115) | 20% (73) | 34% (126) | 5% (20) | 372 |
| Trump Job Somewhat Disapprove | 17% (46) | 16% (43) | 29% (80) | 13% (36) | 16% (43) | 9% (25) | 273 |
| Trump Job Strongly Disapprove | 31% (301) | 18% (172) | 35% (341) | 4% (35) | 7% (63) | 6% (53) | 966 |
| Favorable of Trump | 6% (50) | 6% (50) | 21% (183) | 14% (122) | 48% (431) | 6% (55) | 890 |
| Unfavorable of Trump | 28% (337) | 17% (211) | 35% (422) | 6% (71) | 8% (93) | 7% (82) | 1216 |
| Very Favorable of Trump | 6% (32) | 5% (27) | 16% (86) | 12% (64) | 56% (303) | 6% (31) | 543 |
| Somewhat Favorable of Trump | 5% (18) | 7% (23) | 28% (97) | 17% (58) | 37% (127) | 7% (24) | 347 |
| Somewhat Unfavorable of Trump | 12% (26) | 15% (32) | 32% (70) | 16% (34) | 14% (30) | 10% (22) | 215 |
| Very Unfavorable of Trump | 31% (311) | 18% (179) | 35% (352) | 4% (37) | 6% (63) | 6% (59) | 1000 |
| #1 Issue: Economy | 15% (117) | 9% (74) | 30% (237) | 10% (77) | 26% (205) | 10% (78) | 789 |
| #1 Issue: Security | 10% (21) | 8% (17) | 21% (47) | 7% (16) | 47% (104) | 7% (15) | 220 |
| #1 Issue: Health Care | 27% (126) | 18% (83) | 26% (122) | 10% (45) | 15% (71) | 5% (25) | 471 |
| #1 Issue: Medicare / Social Security | 18% (54) | 8% (26) | 31% (95) | 6% (19) | 27% (82) | 10% (29) | 304 |
| #1 Issue: Women's Issues | 25% (27) | 13% (14) | 33% (35) | 5% (6) | 9% (10) | 15% (16) | 108 |
| #1 Issue: Education | 15% (12) | 18% (14) | 15% (12) | 9% (7) | 31% (24) | 13% (10) | 79 |
| #1 Issue: Energy | 18% (17) | 17% (15) | 28% (25) | 12% (11) | 11% (10) | 14% (13) | 91 |
| #1 Issue: Other | 15% (21) | 16% (22) | 31% (43) | 11% (15) | 18% (25) | 9% (12) | 138 |
| 2018 House Vote: Democrat | 35% (262) | 20% (149) | 30% (222) | 6% (41) | 5% (39) | 4% (30) | 744 |
| 2018 House Vote: Republican | 6% (39) | 5% (33) | 22% (138) | 14% (90) | 49% (307) | 3% (22) | 630 |
| 2018 House Vote: Someone else | 5% (3) | 6% (3) | 52% (30) | 4% (3) | 15% (9) | 19% (11) | 59 |

Continued on next page

Table MCBR1_2: Would you have a more or less favorable view of a company if you knew it sold merchandise associated with the following people or groups?
Joe Biden

| Demographic | Much more favorable view | Somewhat more favorable view | No impact either way | Somewhat less favorable view | Much less favorable view | Don't know / No opinion | Total N |
|-------------------------------|--------------------------|------------------------------|----------------------|------------------------------|--------------------------|-------------------------|---------|
| Adults | 18% (394) | 12% (264) | 28% (616) | 9% (195) | 24% (531) | 9% (199) | 2200 |
| 2016 Vote: Hillary Clinton | 38% (255) | 20% (133) | 30% (205) | 4% (31) | 4% (30) | 4% (26) | 680 |
| 2016 Vote: Donald Trump | 6% (39) | 6% (38) | 21% (146) | 13% (93) | 51% (350) | 3% (24) | 691 |
| 2016 Vote: Other | 9% (9) | 6% (6) | 33% (33) | 12% (12) | 27% (28) | 13% (13) | 100 |
| 2016 Vote: Didn't Vote | 13% (91) | 12% (86) | 32% (231) | 8% (55) | 17% (123) | 19% (135) | 722 |
| Voted in 2014: Yes | 22% (266) | 12% (149) | 28% (341) | 8% (102) | 26% (321) | 4% (48) | 1227 |
| Voted in 2014: No | 13% (129) | 12% (116) | 28% (275) | 10% (93) | 22% (210) | 16% (151) | 973 |
| 2012 Vote: Barack Obama | 31% (272) | 17% (147) | 31% (270) | 6% (56) | 10% (88) | 4% (33) | 865 |
| 2012 Vote: Mitt Romney | 3% (13) | 4% (18) | 26% (115) | 12% (52) | 52% (232) | 4% (16) | 447 |
| 2012 Vote: Other | — (0) | 7% (4) | 14% (8) | 14% (8) | 60% (33) | 5% (3) | 55 |
| 2012 Vote: Didn't Vote | 13% (109) | 11% (95) | 27% (223) | 10% (80) | 21% (175) | 18% (148) | 830 |
| 4-Region: Northeast | 22% (85) | 18% (72) | 26% (103) | 7% (29) | 18% (70) | 9% (35) | 394 |
| 4-Region: Midwest | 17% (79) | 9% (43) | 32% (146) | 11% (50) | 24% (113) | 7% (32) | 462 |
| 4-Region: South | 16% (134) | 10% (84) | 26% (212) | 7% (56) | 30% (244) | 11% (94) | 824 |
| 4-Region: West | 19% (97) | 13% (65) | 30% (155) | 12% (60) | 20% (105) | 7% (39) | 520 |
| Favorable of Biden | 34% (388) | 22% (248) | 34% (389) | 2% (25) | 4% (42) | 4% (42) | 1134 |
| Unfavorable of Biden | 1% (6) | 1% (13) | 21% (189) | 18% (160) | 53% (482) | 6% (56) | 906 |
| Very favorable of Biden | 56% (356) | 19% (122) | 20% (127) | — (2) | 2% (11) | 3% (16) | 634 |
| Somewhat favorable of Biden | 6% (32) | 25% (126) | 52% (262) | 5% (23) | 6% (31) | 5% (26) | 500 |
| Somewhat unfavorable of Biden | 1% (2) | 3% (7) | 44% (97) | 30% (67) | 10% (22) | 11% (25) | 220 |
| Very unfavorable of Biden | 1% (4) | 1% (5) | 13% (92) | 14% (93) | 67% (460) | 5% (31) | 686 |

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

Table MCBR1_3: Would you have a more or less favorable view of a company if you knew it sold merchandise associated with the following people or groups?
Mike Pence

| Demographic | Much more favorable view | Somewhat more favorable view | No impact either way | Somewhat less favorable view | Much less favorable view | Don't know / No opinion | Total N |
|--------------------------|--------------------------|------------------------------|----------------------|------------------------------|--------------------------|-------------------------|---------|
| Adults | 11% (245) | 11% (233) | 28% (626) | 8% (177) | 27% (585) | 15% (335) | 2200 |
| Gender: Male | 13% (138) | 14% (144) | 29% (304) | 9% (90) | 24% (254) | 12% (132) | 1062 |
| Gender: Female | 9% (107) | 8% (90) | 28% (322) | 8% (86) | 29% (330) | 18% (203) | 1138 |
| Age: 18-34 | 8% (50) | 10% (67) | 24% (155) | 8% (53) | 21% (138) | 29% (192) | 655 |
| Age: 35-44 | 11% (41) | 14% (50) | 29% (105) | 11% (39) | 20% (71) | 14% (51) | 358 |
| Age: 45-64 | 12% (93) | 10% (75) | 30% (228) | 7% (50) | 32% (237) | 9% (67) | 751 |
| Age: 65+ | 14% (61) | 9% (41) | 31% (137) | 8% (35) | 32% (139) | 6% (24) | 436 |
| GenZers: 1997-2012 | 4% (11) | 7% (18) | 23% (61) | 8% (21) | 23% (59) | 35% (90) | 260 |
| Millennials: 1981-1996 | 10% (58) | 13% (75) | 24% (141) | 10% (57) | 21% (121) | 22% (124) | 576 |
| GenXers: 1965-1980 | 14% (72) | 11% (58) | 33% (175) | 7% (37) | 25% (129) | 10% (54) | 523 |
| Baby Boomers: 1946-1964 | 12% (90) | 10% (74) | 29% (210) | 7% (50) | 34% (248) | 9% (65) | 736 |
| PID: Dem (no lean) | 3% (27) | 7% (57) | 19% (154) | 11% (86) | 50% (403) | 10% (77) | 804 |
| PID: Ind (no lean) | 4% (31) | 7% (51) | 35% (250) | 8% (58) | 21% (151) | 25% (181) | 720 |
| PID: Rep (no lean) | 28% (187) | 19% (126) | 33% (222) | 5% (33) | 5% (31) | 11% (77) | 676 |
| PID/Gender: Dem Men | 5% (19) | 11% (41) | 19% (67) | 11% (41) | 47% (168) | 7% (24) | 361 |
| PID/Gender: Dem Women | 2% (8) | 3% (15) | 20% (87) | 10% (45) | 53% (235) | 12% (53) | 443 |
| PID/Gender: Ind Men | 5% (17) | 8% (24) | 37% (119) | 9% (30) | 22% (69) | 18% (58) | 318 |
| PID/Gender: Ind Women | 3% (13) | 7% (26) | 32% (130) | 7% (28) | 20% (81) | 31% (123) | 402 |
| PID/Gender: Rep Men | 27% (102) | 20% (78) | 31% (117) | 5% (19) | 4% (17) | 13% (50) | 383 |
| PID/Gender: Rep Women | 29% (86) | 16% (48) | 36% (105) | 5% (14) | 5% (14) | 9% (27) | 293 |
| Ideo: Liberal (1-3) | 5% (28) | 8% (51) | 16% (96) | 12% (70) | 52% (314) | 7% (44) | 601 |
| Ideo: Moderate (4) | 5% (40) | 7% (53) | 36% (267) | 9% (66) | 26% (188) | 16% (117) | 731 |
| Ideo: Conservative (5-7) | 25% (171) | 18% (124) | 34% (232) | 6% (39) | 8% (55) | 10% (66) | 687 |
| Educ: < College | 10% (152) | 9% (137) | 30% (448) | 7% (102) | 26% (392) | 19% (281) | 1512 |
| Educ: Bachelors degree | 12% (52) | 12% (55) | 25% (111) | 11% (50) | 31% (139) | 8% (37) | 444 |
| Educ: Post-grad | 17% (41) | 17% (41) | 28% (67) | 10% (24) | 22% (54) | 7% (17) | 244 |

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Table MCBR1_3: *Would you have a more or less favorable view of a company if you knew it sold merchandise associated with the following people or groups?*
Mike Pence

| Demographic | Much more favorable view | Somewhat more favorable view | No impact either way | Somewhat less favorable view | Much less favorable view | Don't know / No opinion | Total N |
|-----------------------------------|--------------------------|------------------------------|----------------------|------------------------------|--------------------------|-------------------------|---------|
| Adults | 11% (245) | 11% (233) | 28% (626) | 8% (177) | 27% (585) | 15% (335) | 2200 |
| Income: Under 50k | 10% (107) | 8% (91) | 27% (308) | 7% (75) | 26% (297) | 22% (250) | 1128 |
| Income: 50k-100k | 11% (76) | 12% (81) | 31% (209) | 10% (67) | 28% (194) | 8% (58) | 686 |
| Income: 100k+ | 16% (61) | 16% (61) | 28% (109) | 9% (35) | 24% (94) | 7% (27) | 386 |
| Ethnicity: White | 13% (220) | 12% (205) | 30% (520) | 7% (128) | 26% (441) | 12% (208) | 1722 |
| Ethnicity: Hispanic | 5% (19) | 13% (44) | 21% (73) | 8% (30) | 23% (79) | 30% (104) | 349 |
| Ethnicity: Black | 4% (10) | 4% (11) | 20% (54) | 11% (31) | 33% (91) | 28% (77) | 274 |
| Ethnicity: Other | 7% (15) | 9% (17) | 26% (52) | 8% (17) | 26% (53) | 24% (49) | 204 |
| All Christian | 17% (174) | 14% (146) | 30% (316) | 9% (90) | 21% (222) | 9% (96) | 1044 |
| All Non-Christian | 10% (15) | 10% (15) | 26% (37) | 10% (15) | 36% (52) | 8% (11) | 144 |
| Atheist | 5% (5) | 16% (15) | 25% (25) | 4% (4) | 44% (43) | 6% (6) | 98 |
| Agnostic/Nothing in particular | 5% (27) | 5% (30) | 29% (162) | 9% (47) | 29% (162) | 23% (125) | 552 |
| Something Else | 7% (24) | 8% (28) | 24% (87) | 6% (21) | 29% (106) | 27% (97) | 362 |
| Religious Non-Protestant/Catholic | 10% (17) | 9% (15) | 30% (49) | 9% (15) | 36% (59) | 7% (11) | 165 |
| Evangelical | 19% (109) | 18% (102) | 25% (144) | 6% (37) | 17% (94) | 14% (82) | 567 |
| Non-Evangelical | 11% (84) | 8% (67) | 30% (239) | 9% (72) | 28% (218) | 14% (110) | 792 |
| Community: Urban | 11% (76) | 12% (79) | 23% (155) | 10% (64) | 27% (178) | 17% (112) | 663 |
| Community: Suburban | 10% (100) | 10% (96) | 29% (292) | 7% (73) | 29% (286) | 15% (147) | 995 |
| Community: Rural | 13% (69) | 11% (58) | 33% (179) | 7% (39) | 22% (121) | 14% (75) | 543 |
| Employ: Private Sector | 15% (98) | 14% (91) | 29% (192) | 11% (71) | 24% (160) | 9% (58) | 671 |
| Employ: Government | 11% (12) | 20% (22) | 27% (29) | 8% (9) | 18% (19) | 15% (15) | 106 |
| Employ: Self-Employed | 8% (16) | 11% (23) | 27% (57) | 4% (9) | 28% (59) | 21% (45) | 208 |
| Employ: Homemaker | 12% (20) | 7% (12) | 32% (53) | 10% (16) | 26% (43) | 13% (22) | 167 |
| Employ: Retired | 13% (69) | 8% (43) | 31% (162) | 8% (45) | 33% (174) | 7% (37) | 529 |
| Employ: Unemployed | 6% (18) | 8% (24) | 24% (71) | 5% (13) | 27% (77) | 30% (87) | 290 |
| Employ: Other | 8% (11) | 9% (12) | 29% (40) | 5% (7) | 18% (24) | 31% (43) | 138 |
| Military HH: Yes | 14% (52) | 9% (34) | 35% (128) | 8% (29) | 25% (91) | 10% (35) | 369 |
| Military HH: No | 11% (193) | 11% (199) | 27% (498) | 8% (147) | 27% (494) | 16% (299) | 1831 |

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Table MCBR1_3: Would you have a more or less favorable view of a company if you knew it sold merchandise associated with the following people or groups?
Mike Pence

| Demographic | Much more favorable view | Somewhat more favorable view | No impact either way | Somewhat less favorable view | Much less favorable view | Don't know / No opinion | Total N |
|--------------------------------------|--------------------------|------------------------------|----------------------|------------------------------|--------------------------|-------------------------|---------|
| Adults | 11% (245) | 11% (233) | 28% (626) | 8% (177) | 27% (585) | 15% (335) | 2200 |
| RD/WT: Right Direction | 27% (181) | 21% (136) | 29% (191) | 4% (27) | 5% (31) | 14% (92) | 658 |
| RD/WT: Wrong Track | 4% (64) | 6% (97) | 28% (435) | 10% (150) | 36% (554) | 16% (243) | 1542 |
| Trump Job Approve | 25% (218) | 19% (166) | 35% (302) | 5% (40) | 5% (40) | 12% (102) | 868 |
| Trump Job Disapprove | 2% (27) | 5% (65) | 25% (314) | 11% (135) | 44% (540) | 13% (157) | 1239 |
| Trump Job Strongly Approve | 35% (173) | 18% (91) | 28% (137) | 3% (14) | 6% (30) | 10% (51) | 496 |
| Trump Job Somewhat Approve | 12% (44) | 20% (74) | 44% (165) | 7% (26) | 3% (10) | 14% (51) | 372 |
| Trump Job Somewhat Disapprove | 5% (14) | 12% (32) | 39% (105) | 15% (40) | 14% (37) | 16% (45) | 273 |
| Trump Job Strongly Disapprove | 1% (13) | 3% (33) | 22% (209) | 10% (96) | 52% (503) | 12% (113) | 966 |
| Favorable of Trump | 25% (219) | 21% (188) | 34% (304) | 4% (35) | 4% (34) | 12% (109) | 890 |
| Unfavorable of Trump | 2% (24) | 3% (42) | 26% (312) | 11% (137) | 45% (543) | 13% (158) | 1216 |
| Very Favorable of Trump | 36% (194) | 19% (101) | 27% (149) | 3% (15) | 5% (25) | 11% (59) | 543 |
| Somewhat Favorable of Trump | 7% (25) | 25% (88) | 45% (155) | 6% (21) | 3% (9) | 14% (50) | 347 |
| Somewhat Unfavorable of Trump | 7% (14) | 6% (13) | 44% (96) | 17% (36) | 10% (22) | 16% (35) | 215 |
| Very Unfavorable of Trump | 1% (10) | 3% (29) | 22% (216) | 10% (101) | 52% (521) | 12% (123) | 1000 |
| #1 Issue: Economy | 13% (101) | 12% (94) | 33% (258) | 8% (65) | 18% (145) | 16% (125) | 789 |
| #1 Issue: Security | 25% (54) | 16% (35) | 34% (75) | 3% (6) | 10% (22) | 12% (27) | 220 |
| #1 Issue: Health Care | 7% (31) | 8% (36) | 24% (115) | 10% (46) | 38% (180) | 13% (62) | 471 |
| #1 Issue: Medicare / Social Security | 13% (39) | 11% (32) | 27% (81) | 7% (20) | 32% (97) | 11% (34) | 304 |
| #1 Issue: Women's Issues | 3% (4) | 8% (8) | 14% (15) | 12% (13) | 38% (41) | 26% (28) | 108 |
| #1 Issue: Education | 8% (6) | 10% (8) | 21% (17) | 13% (10) | 20% (16) | 28% (22) | 79 |
| #1 Issue: Energy | 7% (6) | 14% (12) | 28% (26) | 7% (6) | 28% (25) | 18% (16) | 91 |
| #1 Issue: Other | 3% (4) | 5% (6) | 28% (38) | 7% (10) | 43% (59) | 15% (20) | 138 |
| 2018 House Vote: Democrat | 4% (28) | 6% (47) | 21% (157) | 13% (96) | 49% (362) | 7% (53) | 744 |
| 2018 House Vote: Republican | 26% (165) | 19% (120) | 33% (210) | 5% (29) | 7% (44) | 10% (62) | 630 |
| 2018 House Vote: Someone else | 3% (2) | 14% (8) | 34% (20) | 7% (4) | 7% (4) | 34% (20) | 59 |

Continued on next page

Table MCBR1_3: Would you have a more or less favorable view of a company if you knew it sold merchandise associated with the following people or groups?
Mike Pence

| Demographic | Much more favorable view | Somewhat more favorable view | No impact either way | Somewhat less favorable view | Much less favorable view | Don't know / No opinion | Total N |
|-------------------------------|--------------------------|------------------------------|----------------------|------------------------------|--------------------------|-------------------------|---------|
| Adults | 11% (245) | 11% (233) | 28% (626) | 8% (177) | 27% (585) | 15% (335) | 2200 |
| 2016 Vote: Hillary Clinton | 3% (21) | 6% (39) | 21% (141) | 12% (81) | 51% (347) | 8% (52) | 680 |
| 2016 Vote: Donald Trump | 27% (184) | 21% (146) | 33% (226) | 6% (38) | 6% (42) | 8% (54) | 691 |
| 2016 Vote: Other | 3% (3) | 2% (2) | 33% (33) | 12% (12) | 25% (25) | 24% (25) | 100 |
| 2016 Vote: Didn't Vote | 4% (31) | 6% (47) | 31% (225) | 6% (45) | 24% (170) | 28% (203) | 722 |
| Voted in 2014: Yes | 14% (176) | 12% (151) | 28% (341) | 8% (103) | 29% (359) | 8% (96) | 1227 |
| Voted in 2014: No | 7% (69) | 8% (82) | 29% (285) | 8% (73) | 23% (225) | 25% (239) | 973 |
| 2012 Vote: Barack Obama | 6% (56) | 9% (74) | 24% (210) | 10% (87) | 43% (368) | 8% (69) | 865 |
| 2012 Vote: Mitt Romney | 30% (133) | 17% (78) | 35% (155) | 5% (24) | 7% (31) | 6% (26) | 447 |
| 2012 Vote: Other | 8% (4) | 2% (1) | 45% (25) | 9% (5) | 26% (14) | 10% (6) | 55 |
| 2012 Vote: Didn't Vote | 6% (50) | 10% (79) | 28% (236) | 7% (60) | 21% (172) | 28% (234) | 830 |
| 4-Region: Northeast | 14% (53) | 12% (48) | 25% (99) | 12% (46) | 25% (97) | 13% (51) | 394 |
| 4-Region: Midwest | 12% (55) | 7% (34) | 34% (157) | 7% (34) | 28% (128) | 12% (55) | 462 |
| 4-Region: South | 11% (88) | 11% (88) | 26% (218) | 6% (54) | 27% (221) | 19% (156) | 824 |
| 4-Region: West | 9% (49) | 12% (63) | 29% (152) | 8% (44) | 27% (139) | 14% (74) | 520 |
| Favorable of Biden | 4% (40) | 7% (78) | 25% (281) | 10% (114) | 43% (490) | 12% (131) | 1134 |
| Unfavorable of Biden | 22% (201) | 17% (150) | 34% (308) | 6% (58) | 9% (82) | 12% (107) | 906 |
| Very favorable of Biden | 5% (30) | 6% (41) | 18% (114) | 11% (67) | 49% (309) | 12% (73) | 634 |
| Somewhat favorable of Biden | 2% (10) | 7% (37) | 33% (167) | 9% (47) | 36% (181) | 11% (57) | 500 |
| Somewhat unfavorable of Biden | 8% (17) | 11% (24) | 44% (98) | 14% (31) | 11% (23) | 12% (27) | 220 |
| Very unfavorable of Biden | 27% (184) | 18% (126) | 31% (210) | 4% (27) | 9% (59) | 12% (80) | 686 |

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

Table MCBR1_4: Would you have a more or less favorable view of a company if you knew it sold merchandise associated with the following people or groups?
Kamala Harris

| Demographic | Much more favorable view | Somewhat more favorable view | No impact either way | Somewhat less favorable view | Much less favorable view | Don't know / No opinion | Total N |
|--------------------------|--------------------------|------------------------------|----------------------|------------------------------|--------------------------|-------------------------|---------|
| Adults | 12% (273) | 12% (273) | 29% (642) | 8% (184) | 21% (466) | 16% (361) | 2200 |
| Gender: Male | 12% (131) | 14% (150) | 29% (312) | 9% (96) | 21% (226) | 14% (148) | 1062 |
| Gender: Female | 12% (142) | 11% (123) | 29% (331) | 8% (89) | 21% (240) | 19% (213) | 1138 |
| Age: 18-34 | 11% (69) | 12% (78) | 24% (157) | 9% (56) | 13% (85) | 32% (209) | 655 |
| Age: 35-44 | 16% (56) | 17% (61) | 29% (103) | 6% (23) | 15% (55) | 17% (60) | 358 |
| Age: 45-64 | 14% (102) | 12% (87) | 31% (233) | 9% (65) | 26% (193) | 9% (71) | 751 |
| Age: 65+ | 10% (46) | 11% (47) | 34% (150) | 9% (40) | 30% (133) | 5% (22) | 436 |
| GenZers: 1997-2012 | 10% (25) | 9% (23) | 24% (61) | 9% (22) | 9% (24) | 40% (104) | 260 |
| Millennials: 1981-1996 | 13% (76) | 15% (86) | 25% (143) | 8% (48) | 16% (89) | 23% (134) | 576 |
| GenXers: 1965-1980 | 14% (71) | 14% (71) | 29% (153) | 6% (33) | 24% (123) | 14% (71) | 523 |
| Baby Boomers: 1946-1964 | 13% (94) | 10% (77) | 34% (248) | 10% (72) | 26% (195) | 7% (51) | 736 |
| PID: Dem (no lean) | 27% (221) | 20% (163) | 31% (247) | 8% (62) | 4% (35) | 9% (75) | 804 |
| PID: Ind (no lean) | 4% (28) | 9% (67) | 33% (241) | 7% (52) | 20% (143) | 26% (189) | 720 |
| PID: Rep (no lean) | 4% (25) | 6% (42) | 23% (154) | 10% (70) | 43% (288) | 14% (96) | 676 |
| PID/Gender: Dem Men | 28% (100) | 25% (90) | 29% (104) | 9% (33) | 3% (10) | 7% (24) | 361 |
| PID/Gender: Dem Women | 27% (121) | 17% (73) | 32% (144) | 7% (30) | 6% (25) | 11% (51) | 443 |
| PID/Gender: Ind Men | 4% (12) | 10% (32) | 38% (120) | 7% (23) | 22% (69) | 19% (61) | 318 |
| PID/Gender: Ind Women | 4% (15) | 9% (35) | 30% (120) | 7% (29) | 18% (74) | 32% (128) | 402 |
| PID/Gender: Rep Men | 5% (19) | 7% (28) | 23% (88) | 10% (40) | 38% (146) | 16% (62) | 383 |
| PID/Gender: Rep Women | 2% (6) | 5% (14) | 23% (67) | 10% (30) | 48% (142) | 12% (34) | 293 |
| Ideo: Liberal (1-3) | 25% (152) | 22% (135) | 31% (186) | 7% (44) | 6% (39) | 8% (45) | 601 |
| Ideo: Moderate (4) | 11% (78) | 13% (95) | 36% (265) | 8% (61) | 14% (101) | 18% (131) | 731 |
| Ideo: Conservative (5-7) | 5% (33) | 5% (37) | 24% (162) | 11% (72) | 44% (303) | 12% (80) | 687 |
| Educ: < College | 11% (168) | 10% (152) | 29% (443) | 8% (123) | 22% (330) | 20% (295) | 1512 |
| Educ: Bachelors degree | 15% (68) | 16% (72) | 29% (130) | 9% (38) | 21% (94) | 9% (41) | 444 |
| Educ: Post-grad | 15% (37) | 20% (49) | 28% (70) | 9% (23) | 17% (41) | 10% (24) | 244 |

Continued on next page

Table MCBR1_4: *Would you have a more or less favorable view of a company if you knew it sold merchandise associated with the following people or groups?*
Kamala Harris

| Demographic | Much more favorable view | Somewhat more favorable view | No impact either way | Somewhat less favorable view | Much less favorable view | Don't know / No opinion | Total N |
|-----------------------------------|--------------------------|------------------------------|----------------------|------------------------------|--------------------------|-------------------------|---------|
| Adults | 12% (273) | 12% (273) | 29% (642) | 8% (184) | 21% (466) | 16% (361) | 2200 |
| Income: Under 50k | 13% (143) | 10% (117) | 26% (290) | 7% (82) | 21% (240) | 23% (257) | 1128 |
| Income: 50k-100k | 10% (66) | 13% (89) | 35% (239) | 10% (70) | 22% (148) | 11% (74) | 686 |
| Income: 100k+ | 17% (64) | 17% (67) | 29% (114) | 9% (33) | 20% (79) | 8% (30) | 386 |
| Ethnicity: White | 11% (197) | 12% (203) | 30% (524) | 8% (145) | 25% (425) | 13% (227) | 1722 |
| Ethnicity: Hispanic | 11% (38) | 12% (43) | 26% (89) | 9% (31) | 12% (41) | 31% (107) | 349 |
| Ethnicity: Black | 21% (58) | 14% (40) | 25% (68) | 5% (14) | 8% (21) | 27% (73) | 274 |
| Ethnicity: Other | 9% (19) | 15% (30) | 24% (50) | 12% (25) | 10% (20) | 30% (61) | 204 |
| All Christian | 11% (115) | 13% (136) | 29% (301) | 9% (92) | 28% (294) | 10% (106) | 1044 |
| All Non-Christian | 20% (28) | 22% (31) | 26% (38) | 6% (8) | 11% (16) | 16% (23) | 144 |
| Atheist | 24% (23) | 13% (12) | 41% (40) | 6% (6) | 12% (12) | 4% (4) | 98 |
| Agnostic/Nothing in particular | 12% (64) | 8% (47) | 35% (195) | 8% (42) | 12% (68) | 25% (137) | 552 |
| Something Else | 12% (43) | 13% (47) | 19% (69) | 10% (36) | 21% (76) | 25% (92) | 362 |
| Religious Non-Protestant/Catholic | 18% (30) | 20% (32) | 27% (44) | 8% (13) | 14% (23) | 14% (23) | 165 |
| Evangelical | 12% (68) | 15% (87) | 19% (110) | 8% (43) | 31% (177) | 15% (82) | 567 |
| Non-Evangelical | 11% (85) | 12% (91) | 31% (248) | 10% (79) | 22% (178) | 14% (112) | 792 |
| Community: Urban | 17% (114) | 18% (119) | 27% (182) | 7% (44) | 12% (78) | 19% (126) | 663 |
| Community: Suburban | 10% (98) | 11% (108) | 30% (301) | 10% (103) | 23% (230) | 16% (155) | 995 |
| Community: Rural | 11% (62) | 9% (46) | 29% (159) | 7% (38) | 29% (158) | 15% (79) | 543 |
| Employ: Private Sector | 15% (101) | 16% (108) | 28% (189) | 10% (64) | 22% (145) | 10% (65) | 671 |
| Employ: Government | 14% (15) | 15% (16) | 28% (30) | 10% (11) | 20% (21) | 12% (13) | 106 |
| Employ: Self-Employed | 16% (34) | 13% (27) | 28% (59) | 6% (12) | 14% (29) | 23% (48) | 208 |
| Employ: Homemaker | 8% (13) | 9% (16) | 33% (55) | 9% (14) | 23% (38) | 18% (30) | 167 |
| Employ: Retired | 12% (64) | 11% (56) | 33% (175) | 9% (49) | 29% (153) | 6% (31) | 529 |
| Employ: Unemployed | 8% (22) | 12% (36) | 24% (71) | 4% (13) | 18% (53) | 33% (95) | 290 |
| Employ: Other | 12% (16) | 6% (9) | 28% (38) | 8% (11) | 14% (20) | 32% (44) | 138 |
| Military HH: Yes | 9% (33) | 12% (44) | 35% (128) | 7% (27) | 28% (103) | 9% (35) | 369 |
| Military HH: No | 13% (241) | 13% (229) | 28% (514) | 9% (157) | 20% (363) | 18% (326) | 1831 |

Continued on next page

Table MCBR1_4: Would you have a more or less favorable view of a company if you knew it sold merchandise associated with the following people or groups?
Kamala Harris

| Demographic | Much more favorable view | Somewhat more favorable view | No impact either way | Somewhat less favorable view | Much less favorable view | Don't know / No opinion | Total N |
|--------------------------------------|--------------------------|------------------------------|----------------------|------------------------------|--------------------------|-------------------------|---------|
| Adults | 12% (273) | 12% (273) | 29% (642) | 8% (184) | 21% (466) | 16% (361) | 2200 |
| RD/WT: Right Direction | 6% (42) | 9% (59) | 21% (141) | 8% (55) | 38% (252) | 17% (109) | 658 |
| RD/WT: Wrong Track | 15% (232) | 14% (214) | 33% (501) | 8% (130) | 14% (214) | 16% (252) | 1542 |
| Trump Job Approve | 3% (29) | 6% (56) | 22% (190) | 10% (91) | 43% (373) | 15% (128) | 868 |
| Trump Job Disapprove | 19% (237) | 17% (216) | 36% (442) | 8% (93) | 7% (86) | 13% (164) | 1239 |
| Trump Job Strongly Approve | 4% (18) | 6% (32) | 15% (75) | 7% (32) | 56% (276) | 13% (62) | 496 |
| Trump Job Somewhat Approve | 3% (12) | 6% (24) | 31% (114) | 16% (59) | 26% (98) | 18% (66) | 372 |
| Trump Job Somewhat Disapprove | 6% (16) | 20% (55) | 33% (89) | 13% (37) | 10% (26) | 18% (49) | 273 |
| Trump Job Strongly Disapprove | 23% (221) | 17% (160) | 37% (353) | 6% (56) | 6% (60) | 12% (115) | 966 |
| Favorable of Trump | 3% (30) | 7% (62) | 21% (191) | 11% (96) | 42% (374) | 16% (138) | 890 |
| Unfavorable of Trump | 19% (237) | 17% (209) | 36% (438) | 7% (85) | 7% (85) | 13% (163) | 1216 |
| Very Favorable of Trump | 4% (21) | 6% (33) | 16% (88) | 7% (40) | 52% (281) | 15% (80) | 543 |
| Somewhat Favorable of Trump | 2% (8) | 8% (29) | 30% (103) | 16% (56) | 27% (93) | 17% (58) | 347 |
| Somewhat Unfavorable of Trump | 6% (14) | 19% (41) | 36% (78) | 12% (25) | 12% (25) | 15% (32) | 215 |
| Very Unfavorable of Trump | 22% (223) | 17% (168) | 36% (359) | 6% (61) | 6% (59) | 13% (131) | 1000 |
| #1 Issue: Economy | 10% (82) | 12% (91) | 30% (239) | 8% (65) | 23% (183) | 16% (129) | 789 |
| #1 Issue: Security | 5% (10) | 6% (14) | 22% (48) | 8% (17) | 47% (104) | 12% (27) | 220 |
| #1 Issue: Health Care | 17% (79) | 18% (85) | 29% (136) | 10% (49) | 12% (55) | 14% (67) | 471 |
| #1 Issue: Medicare / Social Security | 15% (45) | 12% (36) | 30% (92) | 7% (21) | 24% (74) | 12% (37) | 304 |
| #1 Issue: Women's Issues | 15% (16) | 14% (15) | 29% (31) | 9% (10) | 6% (6) | 27% (29) | 108 |
| #1 Issue: Education | 13% (10) | 10% (8) | 22% (17) | 7% (6) | 15% (12) | 33% (26) | 79 |
| #1 Issue: Energy | 14% (13) | 14% (12) | 35% (32) | 5% (5) | 7% (6) | 25% (23) | 91 |
| #1 Issue: Other | 13% (18) | 8% (11) | 35% (48) | 9% (12) | 19% (27) | 16% (22) | 138 |
| 2018 House Vote: Democrat | 26% (190) | 22% (161) | 33% (244) | 7% (53) | 5% (41) | 7% (55) | 744 |
| 2018 House Vote: Republican | 4% (26) | 6% (37) | 24% (151) | 9% (56) | 45% (285) | 12% (75) | 630 |
| 2018 House Vote: Someone else | 2% (1) | 6% (3) | 36% (21) | 12% (7) | 11% (6) | 34% (20) | 59 |

Continued on next page

Table MCBR1_4: Would you have a more or less favorable view of a company if you knew it sold merchandise associated with the following people or groups?
Kamala Harris

| Demographic | Much more favorable view | Somewhat more favorable view | No impact either way | Somewhat less favorable view | Much less favorable view | Don't know / No opinion | Total N |
|-------------------------------|--------------------------|------------------------------|----------------------|------------------------------|--------------------------|-------------------------|---------|
| Adults | 12% (273) | 12% (273) | 29% (642) | 8% (184) | 21% (466) | 16% (361) | 2200 |
| 2016 Vote: Hillary Clinton | 27% (181) | 22% (148) | 34% (228) | 6% (40) | 5% (33) | 7% (50) | 680 |
| 2016 Vote: Donald Trump | 3% (22) | 6% (42) | 24% (165) | 12% (80) | 47% (322) | 9% (60) | 691 |
| 2016 Vote: Other | 6% (6) | 9% (9) | 30% (30) | 11% (11) | 17% (17) | 27% (27) | 100 |
| 2016 Vote: Didn't Vote | 9% (64) | 10% (74) | 30% (219) | 7% (53) | 13% (94) | 30% (219) | 722 |
| Voted in 2014: Yes | 16% (196) | 14% (168) | 29% (359) | 8% (102) | 24% (300) | 8% (101) | 1227 |
| Voted in 2014: No | 8% (77) | 11% (105) | 29% (283) | 8% (83) | 17% (166) | 27% (260) | 973 |
| 2012 Vote: Barack Obama | 23% (202) | 19% (165) | 33% (285) | 8% (65) | 10% (84) | 7% (65) | 865 |
| 2012 Vote: Mitt Romney | 3% (13) | 5% (21) | 26% (114) | 13% (57) | 48% (216) | 6% (26) | 447 |
| 2012 Vote: Other | — (0) | 3% (2) | 30% (17) | 2% (1) | 58% (32) | 7% (4) | 55 |
| 2012 Vote: Didn't Vote | 7% (59) | 10% (85) | 27% (227) | 7% (61) | 16% (132) | 32% (267) | 830 |
| 4-Region: Northeast | 15% (59) | 19% (76) | 28% (112) | 9% (34) | 16% (63) | 13% (51) | 394 |
| 4-Region: Midwest | 14% (63) | 11% (51) | 32% (147) | 9% (42) | 23% (107) | 11% (53) | 462 |
| 4-Region: South | 11% (95) | 9% (76) | 27% (221) | 7% (57) | 25% (208) | 20% (168) | 824 |
| 4-Region: West | 11% (57) | 14% (71) | 31% (164) | 10% (51) | 17% (88) | 17% (89) | 520 |
| Favorable of Biden | 23% (258) | 22% (248) | 35% (402) | 6% (63) | 3% (35) | 11% (128) | 1134 |
| Unfavorable of Biden | 1% (10) | 3% (23) | 23% (209) | 13% (120) | 46% (419) | 14% (126) | 906 |
| Very favorable of Biden | 37% (234) | 22% (139) | 23% (148) | 5% (29) | 2% (14) | 11% (70) | 634 |
| Somewhat favorable of Biden | 5% (24) | 22% (109) | 51% (254) | 7% (34) | 4% (22) | 12% (58) | 500 |
| Somewhat unfavorable of Biden | 1% (2) | 5% (12) | 41% (90) | 22% (48) | 12% (26) | 19% (42) | 220 |
| Very unfavorable of Biden | 1% (7) | 2% (11) | 17% (118) | 11% (72) | 57% (393) | 12% (84) | 686 |

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

Table MCBR1_5: Would you have a more or less favorable view of a company if you knew it sold merchandise associated with the following people or groups?
The Republican Party

| Demographic | Much more favorable view | Somewhat more favorable view | No impact either way | Somewhat less favorable view | Much less favorable view | Don't know / No opinion | Total N |
|--------------------------|--------------------------|------------------------------|----------------------|------------------------------|--------------------------|-------------------------|---------|
| Adults | 12% (265) | 10% (223) | 30% (669) | 10% (225) | 26% (570) | 11% (248) | 2200 |
| Gender: Male | 16% (169) | 11% (119) | 32% (336) | 11% (113) | 24% (251) | 7% (74) | 1062 |
| Gender: Female | 9% (97) | 9% (104) | 29% (333) | 10% (111) | 28% (319) | 15% (174) | 1138 |
| Age: 18-34 | 12% (80) | 13% (85) | 23% (149) | 10% (67) | 23% (150) | 19% (124) | 655 |
| Age: 35-44 | 16% (57) | 11% (40) | 31% (112) | 12% (42) | 21% (74) | 9% (32) | 358 |
| Age: 45-64 | 11% (81) | 8% (60) | 34% (253) | 8% (63) | 30% (228) | 9% (66) | 751 |
| Age: 65+ | 11% (48) | 9% (39) | 36% (155) | 12% (52) | 27% (118) | 6% (25) | 436 |
| GenZers: 1997-2012 | 8% (21) | 10% (25) | 19% (49) | 12% (30) | 29% (75) | 23% (60) | 260 |
| Millennials: 1981-1996 | 14% (83) | 14% (79) | 27% (157) | 11% (62) | 20% (117) | 13% (77) | 576 |
| GenXers: 1965-1980 | 15% (77) | 10% (53) | 34% (176) | 9% (45) | 23% (121) | 10% (52) | 523 |
| Baby Boomers: 1946-1964 | 10% (75) | 8% (57) | 32% (238) | 11% (79) | 32% (232) | 8% (56) | 736 |
| PID: Dem (no lean) | 2% (15) | 4% (30) | 20% (157) | 18% (141) | 51% (411) | 6% (49) | 804 |
| PID: Ind (no lean) | 5% (34) | 7% (52) | 39% (283) | 9% (63) | 18% (132) | 22% (157) | 720 |
| PID: Rep (no lean) | 32% (216) | 21% (141) | 34% (229) | 3% (21) | 4% (27) | 6% (41) | 676 |
| PID/Gender: Dem Men | 3% (11) | 4% (16) | 22% (80) | 18% (64) | 49% (178) | 3% (11) | 361 |
| PID/Gender: Dem Women | 1% (4) | 3% (14) | 17% (77) | 17% (77) | 53% (233) | 9% (39) | 443 |
| PID/Gender: Ind Men | 8% (24) | 8% (26) | 42% (132) | 11% (35) | 19% (59) | 13% (41) | 318 |
| PID/Gender: Ind Women | 2% (10) | 6% (26) | 38% (151) | 7% (28) | 18% (73) | 29% (115) | 402 |
| PID/Gender: Rep Men | 35% (133) | 20% (77) | 32% (123) | 4% (14) | 4% (14) | 6% (22) | 383 |
| PID/Gender: Rep Women | 28% (83) | 22% (64) | 36% (106) | 2% (7) | 4% (13) | 7% (20) | 293 |
| Ideo: Liberal (1-3) | 7% (42) | 6% (38) | 17% (102) | 16% (95) | 49% (294) | 5% (30) | 601 |
| Ideo: Moderate (4) | 7% (55) | 8% (55) | 39% (288) | 10% (71) | 25% (180) | 11% (82) | 731 |
| Ideo: Conservative (5-7) | 24% (162) | 18% (120) | 35% (242) | 7% (51) | 10% (66) | 7% (46) | 687 |
| Educ: < College | 11% (168) | 10% (145) | 32% (484) | 8% (127) | 25% (385) | 13% (203) | 1512 |
| Educ: Bachelors degree | 12% (54) | 10% (46) | 27% (120) | 14% (64) | 29% (127) | 7% (33) | 444 |
| Educ: Post-grad | 18% (44) | 13% (32) | 27% (65) | 14% (34) | 24% (58) | 5% (12) | 244 |

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Table MCBR1_5: *Would you have a more or less favorable view of a company if you knew it sold merchandise associated with the following people or groups?*
The Republican Party

| Demographic | Much more favorable view | Somewhat more favorable view | No impact either way | Somewhat less favorable view | Much less favorable view | Don't know / No opinion | Total N |
|-----------------------------------|--------------------------|------------------------------|----------------------|------------------------------|--------------------------|-------------------------|---------|
| Adults | 12% (265) | 10% (223) | 30% (669) | 10% (225) | 26% (570) | 11% (248) | 2200 |
| Income: Under 50k | 11% (126) | 10% (111) | 29% (329) | 9% (101) | 26% (290) | 15% (172) | 1128 |
| Income: 50k-100k | 12% (79) | 10% (68) | 34% (233) | 11% (74) | 26% (181) | 7% (51) | 686 |
| Income: 100k+ | 15% (60) | 11% (44) | 28% (108) | 13% (50) | 26% (100) | 6% (25) | 386 |
| Ethnicity: White | 13% (232) | 11% (187) | 32% (556) | 9% (162) | 24% (418) | 10% (166) | 1722 |
| Ethnicity: Hispanic | 13% (46) | 7% (26) | 23% (79) | 11% (39) | 27% (95) | 18% (64) | 349 |
| Ethnicity: Black | 7% (19) | 6% (17) | 24% (67) | 12% (33) | 36% (99) | 14% (39) | 274 |
| Ethnicity: Other | 7% (14) | 10% (20) | 22% (46) | 15% (30) | 26% (53) | 21% (42) | 204 |
| All Christian | 16% (163) | 12% (123) | 35% (366) | 11% (116) | 19% (200) | 7% (75) | 1044 |
| All Non-Christian | 14% (20) | 14% (21) | 22% (32) | 13% (19) | 33% (48) | 4% (6) | 144 |
| Atheist | 7% (7) | 10% (10) | 26% (26) | 10% (9) | 44% (43) | 3% (3) | 98 |
| Agnostic/Nothing in particular | 7% (39) | 6% (33) | 30% (165) | 10% (54) | 31% (174) | 16% (88) | 552 |
| Something Else | 10% (37) | 10% (37) | 22% (80) | 7% (27) | 29% (106) | 21% (75) | 362 |
| Religious Non-Protestant/Catholic | 12% (20) | 15% (25) | 27% (45) | 12% (20) | 30% (50) | 4% (6) | 165 |
| Evangelical | 22% (125) | 16% (89) | 26% (150) | 9% (53) | 16% (90) | 11% (60) | 567 |
| Non-Evangelical | 9% (70) | 8% (62) | 34% (269) | 11% (88) | 27% (212) | 11% (90) | 792 |
| Community: Urban | 15% (97) | 11% (70) | 24% (157) | 12% (80) | 29% (189) | 10% (68) | 663 |
| Community: Suburban | 11% (108) | 9% (91) | 32% (316) | 9% (94) | 27% (269) | 12% (116) | 995 |
| Community: Rural | 11% (60) | 11% (62) | 36% (195) | 9% (50) | 21% (112) | 12% (63) | 543 |
| Employ: Private Sector | 15% (98) | 12% (81) | 31% (205) | 12% (78) | 24% (162) | 7% (46) | 671 |
| Employ: Government | 12% (13) | 17% (18) | 24% (26) | 14% (15) | 24% (25) | 9% (9) | 106 |
| Employ: Self-Employed | 12% (26) | 14% (28) | 32% (67) | 8% (16) | 29% (61) | 5% (11) | 208 |
| Employ: Homemaker | 15% (25) | 8% (14) | 32% (53) | 10% (17) | 23% (39) | 12% (19) | 167 |
| Employ: Retired | 10% (55) | 8% (42) | 34% (180) | 12% (62) | 29% (152) | 7% (38) | 529 |
| Employ: Unemployed | 10% (30) | 7% (20) | 28% (82) | 7% (20) | 27% (77) | 21% (60) | 290 |
| Employ: Other | 11% (15) | 9% (12) | 30% (42) | 5% (7) | 18% (25) | 26% (36) | 138 |
| Military HH: Yes | 13% (46) | 11% (42) | 36% (134) | 9% (33) | 26% (96) | 5% (18) | 369 |
| Military HH: No | 12% (219) | 10% (181) | 29% (535) | 10% (192) | 26% (474) | 13% (230) | 1831 |

Continued on next page

Table MCBR1_5: Would you have a more or less favorable view of a company if you knew it sold merchandise associated with the following people or groups?
The Republican Party

| Demographic | Much more favorable view | Somewhat more favorable view | No impact either way | Somewhat less favorable view | Much less favorable view | Don't know / No opinion | Total N |
|--------------------------------------|--------------------------|------------------------------|----------------------|------------------------------|--------------------------|-------------------------|---------|
| Adults | 12% (265) | 10% (223) | 30% (669) | 10% (225) | 26% (570) | 11% (248) | 2200 |
| RD/WT: Right Direction | 31% (204) | 18% (122) | 33% (219) | 3% (22) | 5% (34) | 9% (58) | 658 |
| RD/WT: Wrong Track | 4% (61) | 7% (102) | 29% (450) | 13% (203) | 35% (536) | 12% (189) | 1542 |
| Trump Job Approve | 27% (235) | 19% (164) | 38% (327) | 5% (39) | 5% (39) | 7% (63) | 868 |
| Trump Job Disapprove | 2% (30) | 4% (53) | 27% (330) | 15% (185) | 43% (528) | 9% (113) | 1239 |
| Trump Job Strongly Approve | 39% (195) | 18% (89) | 30% (150) | 2% (10) | 5% (22) | 6% (29) | 496 |
| Trump Job Somewhat Approve | 11% (40) | 20% (75) | 47% (177) | 8% (30) | 5% (17) | 9% (34) | 372 |
| Trump Job Somewhat Disapprove | 4% (10) | 11% (31) | 40% (109) | 20% (54) | 13% (35) | 13% (34) | 273 |
| Trump Job Strongly Disapprove | 2% (20) | 2% (22) | 23% (221) | 13% (130) | 51% (493) | 8% (79) | 966 |
| Favorable of Trump | 27% (241) | 21% (185) | 38% (334) | 4% (31) | 4% (33) | 7% (66) | 890 |
| Unfavorable of Trump | 2% (24) | 3% (35) | 26% (316) | 16% (193) | 44% (531) | 10% (117) | 1216 |
| Very Favorable of Trump | 42% (227) | 19% (101) | 29% (155) | 2% (11) | 4% (20) | 5% (28) | 543 |
| Somewhat Favorable of Trump | 4% (14) | 24% (84) | 52% (179) | 6% (20) | 4% (13) | 11% (37) | 347 |
| Somewhat Unfavorable of Trump | 5% (10) | 6% (13) | 45% (97) | 21% (45) | 11% (23) | 13% (28) | 215 |
| Very Unfavorable of Trump | 1% (14) | 2% (22) | 22% (219) | 15% (148) | 51% (508) | 9% (89) | 1000 |
| #1 Issue: Economy | 14% (114) | 12% (96) | 34% (270) | 10% (78) | 18% (146) | 11% (85) | 789 |
| #1 Issue: Security | 20% (44) | 15% (34) | 40% (88) | 6% (13) | 10% (22) | 8% (18) | 220 |
| #1 Issue: Health Care | 7% (34) | 10% (47) | 22% (106) | 12% (59) | 38% (178) | 10% (48) | 471 |
| #1 Issue: Medicare / Social Security | 15% (45) | 6% (17) | 28% (85) | 9% (27) | 30% (91) | 13% (39) | 304 |
| #1 Issue: Women's Issues | 4% (4) | 9% (9) | 15% (16) | 9% (9) | 46% (50) | 18% (19) | 108 |
| #1 Issue: Education | 11% (9) | 11% (8) | 33% (26) | 15% (12) | 13% (10) | 18% (14) | 79 |
| #1 Issue: Energy | 13% (11) | 3% (3) | 24% (22) | 15% (13) | 33% (30) | 13% (12) | 91 |
| #1 Issue: Other | 2% (3) | 7% (9) | 40% (56) | 9% (13) | 31% (43) | 10% (14) | 138 |
| 2018 House Vote: Democrat | 2% (18) | 4% (32) | 23% (170) | 17% (129) | 48% (357) | 5% (37) | 744 |
| 2018 House Vote: Republican | 30% (190) | 19% (122) | 37% (234) | 4% (24) | 6% (35) | 4% (25) | 630 |
| 2018 House Vote: Someone else | 6% (4) | 11% (6) | 35% (21) | 11% (7) | 13% (8) | 24% (14) | 59 |

Continued on next page

Table MCBR1_5: Would you have a more or less favorable view of a company if you knew it sold merchandise associated with the following people or groups?
The Republican Party

| Demographic | Much more favorable view | Somewhat more favorable view | No impact either way | Somewhat less favorable view | Much less favorable view | Don't know / No opinion | Total N |
|-------------------------------|--------------------------|------------------------------|----------------------|------------------------------|--------------------------|-------------------------|---------|
| Adults | 12% (265) | 10% (223) | 30% (669) | 10% (225) | 26% (570) | 11% (248) | 2200 |
| 2016 Vote: Hillary Clinton | 2% (13) | 3% (23) | 23% (156) | 16% (108) | 50% (341) | 6% (39) | 680 |
| 2016 Vote: Donald Trump | 30% (204) | 20% (142) | 36% (249) | 5% (35) | 5% (37) | 3% (24) | 691 |
| 2016 Vote: Other | 2% (2) | 5% (5) | 38% (38) | 14% (14) | 27% (27) | 14% (14) | 100 |
| 2016 Vote: Didn't Vote | 6% (46) | 7% (52) | 31% (222) | 9% (67) | 23% (164) | 24% (171) | 722 |
| Voted in 2014: Yes | 14% (166) | 11% (133) | 31% (383) | 11% (132) | 29% (350) | 5% (63) | 1227 |
| Voted in 2014: No | 10% (99) | 9% (91) | 29% (286) | 10% (93) | 23% (220) | 19% (185) | 973 |
| 2012 Vote: Barack Obama | 5% (47) | 7% (61) | 27% (234) | 13% (116) | 41% (357) | 6% (50) | 865 |
| 2012 Vote: Mitt Romney | 29% (128) | 16% (70) | 40% (177) | 7% (32) | 6% (27) | 3% (13) | 447 |
| 2012 Vote: Other | 11% (6) | 9% (5) | 44% (24) | 12% (7) | 18% (10) | 6% (3) | 55 |
| 2012 Vote: Didn't Vote | 10% (82) | 11% (88) | 28% (234) | 9% (71) | 21% (175) | 22% (181) | 830 |
| 4-Region: Northeast | 13% (52) | 10% (39) | 28% (110) | 13% (52) | 26% (102) | 9% (37) | 394 |
| 4-Region: Midwest | 11% (50) | 8% (37) | 33% (154) | 10% (47) | 27% (126) | 10% (48) | 462 |
| 4-Region: South | 11% (91) | 12% (102) | 29% (236) | 8% (68) | 25% (208) | 14% (119) | 824 |
| 4-Region: West | 14% (72) | 9% (45) | 32% (168) | 11% (58) | 26% (134) | 8% (43) | 520 |
| Favorable of Biden | 4% (47) | 6% (72) | 26% (295) | 15% (168) | 41% (466) | 8% (86) | 1134 |
| Unfavorable of Biden | 23% (207) | 16% (148) | 37% (334) | 6% (54) | 10% (90) | 8% (74) | 906 |
| Very favorable of Biden | 5% (29) | 6% (40) | 18% (113) | 14% (92) | 50% (315) | 7% (45) | 634 |
| Somewhat favorable of Biden | 4% (18) | 6% (32) | 36% (182) | 15% (76) | 30% (150) | 8% (42) | 500 |
| Somewhat unfavorable of Biden | 8% (19) | 11% (24) | 45% (98) | 12% (27) | 13% (29) | 10% (23) | 220 |
| Very unfavorable of Biden | 28% (189) | 18% (123) | 34% (235) | 4% (27) | 9% (60) | 7% (51) | 686 |

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

Table MCBR1_6: Would you have a more or less favorable view of a company if you knew it sold merchandise associated with the following people or groups?
The Democratic Party

| Demographic | Much more favorable view | Somewhat more favorable view | No impact either way | Somewhat less favorable view | Much less favorable view | Don't know / No opinion | Total N |
|--------------------------|--------------------------|------------------------------|----------------------|------------------------------|--------------------------|-------------------------|---------|
| Adults | 14% (315) | 12% (272) | 32% (703) | 9% (198) | 20% (450) | 12% (263) | 2200 |
| Gender: Male | 14% (150) | 12% (127) | 33% (348) | 10% (103) | 22% (237) | 9% (97) | 1062 |
| Gender: Female | 14% (165) | 13% (145) | 31% (355) | 8% (95) | 19% (213) | 15% (166) | 1138 |
| Age: 18-34 | 15% (97) | 16% (104) | 24% (160) | 8% (55) | 15% (98) | 22% (142) | 655 |
| Age: 35-44 | 21% (75) | 14% (51) | 32% (113) | 9% (34) | 14% (51) | 9% (34) | 358 |
| Age: 45-64 | 14% (105) | 10% (74) | 35% (264) | 8% (61) | 24% (183) | 9% (64) | 751 |
| Age: 65+ | 9% (39) | 10% (43) | 38% (165) | 11% (48) | 27% (119) | 5% (23) | 436 |
| GenZers: 1997-2012 | 17% (43) | 17% (43) | 25% (64) | 8% (21) | 10% (26) | 24% (62) | 260 |
| Millennials: 1981-1996 | 16% (93) | 15% (87) | 26% (149) | 9% (52) | 17% (98) | 17% (97) | 576 |
| GenXers: 1965-1980 | 17% (88) | 10% (55) | 34% (180) | 8% (43) | 21% (111) | 9% (46) | 523 |
| Baby Boomers: 1946-1964 | 12% (85) | 10% (75) | 36% (267) | 9% (69) | 25% (184) | 8% (56) | 736 |
| PID: Dem (no lean) | 35% (279) | 24% (194) | 28% (226) | 3% (28) | 5% (38) | 5% (39) | 804 |
| PID: Ind (no lean) | 3% (21) | 7% (51) | 40% (289) | 10% (69) | 17% (125) | 23% (165) | 720 |
| PID: Rep (no lean) | 2% (16) | 4% (27) | 28% (188) | 15% (101) | 42% (287) | 9% (59) | 676 |
| PID/Gender: Dem Men | 37% (132) | 25% (89) | 28% (102) | 3% (12) | 5% (17) | 2% (8) | 361 |
| PID/Gender: Dem Women | 33% (147) | 24% (105) | 28% (124) | 4% (16) | 5% (21) | 7% (31) | 443 |
| PID/Gender: Ind Men | 2% (7) | 6% (19) | 43% (137) | 11% (34) | 22% (69) | 16% (52) | 318 |
| PID/Gender: Ind Women | 3% (13) | 8% (32) | 38% (152) | 9% (35) | 14% (56) | 28% (113) | 402 |
| PID/Gender: Rep Men | 3% (11) | 5% (19) | 28% (109) | 15% (56) | 39% (151) | 10% (37) | 383 |
| PID/Gender: Rep Women | 2% (4) | 3% (8) | 27% (79) | 15% (44) | 46% (136) | 8% (22) | 293 |
| Ideo: Liberal (1-3) | 29% (172) | 22% (132) | 31% (186) | 6% (38) | 7% (43) | 5% (30) | 601 |
| Ideo: Moderate (4) | 13% (93) | 12% (91) | 42% (305) | 7% (52) | 13% (94) | 13% (97) | 731 |
| Ideo: Conservative (5-7) | 5% (32) | 6% (41) | 26% (180) | 14% (99) | 42% (289) | 7% (46) | 687 |
| Educ: < College | 13% (195) | 10% (157) | 32% (487) | 9% (137) | 21% (322) | 14% (215) | 1512 |
| Educ: Bachelors degree | 16% (69) | 16% (72) | 32% (141) | 8% (38) | 20% (90) | 8% (34) | 444 |
| Educ: Post-grad | 21% (51) | 17% (42) | 30% (74) | 10% (24) | 16% (38) | 6% (15) | 244 |

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Table MCBR1_6: Would you have a more or less favorable view of a company if you knew it sold merchandise associated with the following people or groups?
The Democratic Party

| Demographic | Much more favorable view | Somewhat more favorable view | No impact either way | Somewhat less favorable view | Much less favorable view | Don't know / No opinion | Total N |
|-----------------------------------|--------------------------|------------------------------|----------------------|------------------------------|--------------------------|-------------------------|---------|
| Adults | 14% (315) | 12% (272) | 32% (703) | 9% (198) | 20% (450) | 12% (263) | 2200 |
| Income: Under 50k | 14% (158) | 11% (126) | 29% (330) | 9% (102) | 20% (224) | 17% (188) | 1128 |
| Income: 50k-100k | 12% (80) | 14% (98) | 35% (238) | 10% (66) | 22% (154) | 7% (49) | 686 |
| Income: 100k+ | 20% (77) | 12% (48) | 35% (135) | 8% (30) | 18% (71) | 6% (25) | 386 |
| Ethnicity: White | 12% (212) | 12% (205) | 33% (576) | 10% (164) | 22% (385) | 10% (179) | 1722 |
| Ethnicity: Hispanic | 14% (49) | 18% (64) | 24% (85) | 9% (33) | 13% (45) | 21% (74) | 349 |
| Ethnicity: Black | 29% (79) | 12% (32) | 25% (68) | 5% (13) | 15% (42) | 15% (40) | 274 |
| Ethnicity: Other | 12% (24) | 17% (35) | 29% (58) | 10% (21) | 11% (23) | 21% (43) | 204 |
| All Christian | 13% (131) | 12% (125) | 32% (338) | 10% (103) | 26% (272) | 7% (75) | 1044 |
| All Non-Christian | 23% (33) | 19% (27) | 32% (47) | 4% (5) | 15% (21) | 8% (12) | 144 |
| Atheist | 22% (21) | 15% (14) | 39% (38) | 6% (6) | 15% (15) | 3% (3) | 98 |
| Agnostic/Nothing in particular | 15% (80) | 10% (56) | 37% (202) | 7% (40) | 15% (81) | 17% (92) | 552 |
| Something Else | 14% (49) | 14% (50) | 22% (78) | 12% (44) | 17% (61) | 22% (80) | 362 |
| Religious Non-Protestant/Catholic | 21% (34) | 17% (28) | 35% (58) | 4% (6) | 16% (27) | 7% (12) | 165 |
| Evangelical | 15% (85) | 11% (63) | 23% (131) | 11% (63) | 28% (160) | 12% (66) | 567 |
| Non-Evangelical | 11% (89) | 13% (106) | 34% (267) | 10% (82) | 20% (158) | 11% (90) | 792 |
| Community: Urban | 23% (155) | 15% (97) | 28% (183) | 8% (53) | 14% (91) | 13% (83) | 663 |
| Community: Suburban | 10% (100) | 11% (114) | 34% (343) | 9% (94) | 23% (227) | 12% (118) | 995 |
| Community: Rural | 11% (59) | 11% (61) | 33% (177) | 9% (51) | 24% (132) | 11% (62) | 543 |
| Employ: Private Sector | 19% (127) | 13% (90) | 29% (197) | 9% (57) | 23% (154) | 7% (46) | 671 |
| Employ: Government | 25% (26) | 15% (16) | 30% (32) | 6% (6) | 17% (18) | 7% (7) | 106 |
| Employ: Self-Employed | 17% (35) | 13% (28) | 37% (76) | 8% (17) | 16% (34) | 9% (18) | 208 |
| Employ: Homemaker | 12% (19) | 10% (17) | 34% (56) | 14% (23) | 17% (29) | 13% (22) | 167 |
| Employ: Retired | 9% (50) | 10% (52) | 37% (193) | 10% (55) | 27% (142) | 7% (37) | 529 |
| Employ: Unemployed | 10% (29) | 14% (39) | 28% (82) | 9% (27) | 14% (42) | 24% (70) | 290 |
| Employ: Other | 14% (20) | 14% (19) | 29% (40) | 6% (8) | 16% (21) | 22% (30) | 138 |
| Military HH: Yes | 12% (43) | 13% (48) | 33% (122) | 8% (31) | 28% (103) | 6% (22) | 369 |
| Military HH: No | 15% (272) | 12% (224) | 32% (580) | 9% (167) | 19% (347) | 13% (241) | 1831 |

Continued on next page

Table MCBR1_6: Would you have a more or less favorable view of a company if you knew it sold merchandise associated with the following people or groups?
The Democratic Party

| Demographic | Much more favorable view | Somewhat more favorable view | No impact either way | Somewhat less favorable view | Much less favorable view | Don't know / No opinion | Total N |
|--------------------------------------|--------------------------|------------------------------|----------------------|------------------------------|--------------------------|-------------------------|---------|
| Adults | 14% (315) | 12% (272) | 32% (703) | 9% (198) | 20% (450) | 12% (263) | 2200 |
| RD/WT: Right Direction | 7% (47) | 8% (52) | 26% (170) | 11% (74) | 37% (245) | 11% (70) | 658 |
| RD/WT: Wrong Track | 17% (267) | 14% (220) | 35% (533) | 8% (124) | 13% (205) | 12% (193) | 1542 |
| Trump Job Approve | 3% (30) | 5% (46) | 27% (236) | 14% (120) | 40% (351) | 10% (84) | 868 |
| Trump Job Disapprove | 23% (281) | 18% (224) | 37% (453) | 6% (75) | 8% (95) | 9% (110) | 1239 |
| Trump Job Strongly Approve | 4% (20) | 5% (24) | 18% (90) | 13% (64) | 51% (255) | 9% (43) | 496 |
| Trump Job Somewhat Approve | 3% (10) | 6% (22) | 39% (146) | 15% (57) | 26% (97) | 11% (41) | 372 |
| Trump Job Somewhat Disapprove | 10% (26) | 16% (44) | 37% (102) | 11% (31) | 13% (37) | 12% (33) | 273 |
| Trump Job Strongly Disapprove | 26% (255) | 19% (180) | 36% (351) | 4% (43) | 6% (59) | 8% (77) | 966 |
| Favorable of Trump | 4% (36) | 5% (47) | 28% (248) | 14% (124) | 39% (343) | 10% (92) | 890 |
| Unfavorable of Trump | 22% (273) | 18% (224) | 36% (438) | 6% (71) | 8% (100) | 9% (110) | 1216 |
| Very Favorable of Trump | 4% (24) | 5% (25) | 20% (109) | 12% (67) | 49% (265) | 10% (54) | 543 |
| Somewhat Favorable of Trump | 4% (12) | 6% (22) | 40% (139) | 16% (57) | 23% (78) | 11% (38) | 347 |
| Somewhat Unfavorable of Trump | 8% (17) | 17% (37) | 36% (77) | 12% (25) | 16% (35) | 12% (25) | 215 |
| Very Unfavorable of Trump | 26% (256) | 19% (187) | 36% (361) | 5% (46) | 6% (65) | 9% (85) | 1000 |
| #1 Issue: Economy | 13% (104) | 8% (67) | 34% (271) | 10% (77) | 22% (170) | 13% (100) | 789 |
| #1 Issue: Security | 8% (17) | 6% (13) | 28% (62) | 12% (25) | 39% (86) | 8% (17) | 220 |
| #1 Issue: Health Care | 19% (90) | 20% (93) | 32% (152) | 8% (36) | 11% (54) | 10% (47) | 471 |
| #1 Issue: Medicare / Social Security | 14% (42) | 10% (32) | 32% (98) | 7% (21) | 24% (73) | 13% (39) | 304 |
| #1 Issue: Women's Issues | 17% (18) | 21% (23) | 25% (27) | 8% (9) | 10% (11) | 19% (20) | 108 |
| #1 Issue: Education | 11% (9) | 13% (11) | 23% (18) | 22% (17) | 13% (10) | 18% (14) | 79 |
| #1 Issue: Energy | 21% (20) | 15% (14) | 28% (25) | 4% (3) | 17% (16) | 15% (14) | 91 |
| #1 Issue: Other | 11% (16) | 14% (20) | 37% (51) | 7% (9) | 22% (30) | 9% (12) | 138 |
| 2018 House Vote: Democrat | 32% (238) | 22% (164) | 31% (231) | 5% (37) | 5% (37) | 5% (35) | 744 |
| 2018 House Vote: Republican | 3% (17) | 5% (29) | 29% (180) | 13% (79) | 44% (280) | 7% (44) | 630 |
| 2018 House Vote: Someone else | — (0) | 6% (3) | 48% (29) | 15% (9) | 12% (7) | 19% (11) | 59 |

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Table MCBR1_6: Would you have a more or less favorable view of a company if you knew it sold merchandise associated with the following people or groups?
The Democratic Party

| Demographic | Much more favorable view | Somewhat more favorable view | No impact either way | Somewhat less favorable view | Much less favorable view | Don't know / No opinion | Total N |
|-------------------------------|--------------------------|------------------------------|----------------------|------------------------------|--------------------------|-------------------------|---------|
| Adults | 14% (315) | 12% (272) | 32% (703) | 9% (198) | 20% (450) | 12% (263) | 2200 |
| 2016 Vote: Hillary Clinton | 33% (226) | 20% (134) | 32% (219) | 5% (31) | 5% (36) | 5% (34) | 680 |
| 2016 Vote: Donald Trump | 3% (19) | 6% (40) | 27% (187) | 14% (96) | 44% (301) | 7% (47) | 691 |
| 2016 Vote: Other | 3% (3) | 11% (11) | 41% (41) | 16% (16) | 18% (18) | 11% (11) | 100 |
| 2016 Vote: Didn't Vote | 9% (66) | 12% (86) | 35% (254) | 8% (55) | 12% (90) | 24% (171) | 722 |
| Voted in 2014: Yes | 19% (229) | 13% (157) | 31% (383) | 9% (104) | 23% (284) | 6% (69) | 1227 |
| Voted in 2014: No | 9% (86) | 12% (114) | 33% (320) | 10% (93) | 17% (166) | 20% (194) | 973 |
| 2012 Vote: Barack Obama | 27% (235) | 18% (152) | 34% (296) | 6% (51) | 9% (80) | 6% (52) | 865 |
| 2012 Vote: Mitt Romney | 2% (10) | 4% (16) | 29% (129) | 16% (72) | 45% (202) | 4% (17) | 447 |
| 2012 Vote: Other | — (0) | 7% (4) | 31% (17) | 5% (3) | 53% (29) | 5% (3) | 55 |
| 2012 Vote: Didn't Vote | 8% (69) | 12% (100) | 31% (261) | 9% (72) | 16% (137) | 23% (192) | 830 |
| 4-Region: Northeast | 18% (69) | 15% (61) | 32% (125) | 9% (34) | 16% (64) | 10% (40) | 394 |
| 4-Region: Midwest | 14% (65) | 10% (45) | 36% (167) | 10% (44) | 21% (95) | 10% (46) | 462 |
| 4-Region: South | 14% (113) | 10% (86) | 28% (231) | 11% (89) | 23% (192) | 14% (113) | 824 |
| 4-Region: West | 13% (68) | 15% (80) | 34% (179) | 6% (31) | 19% (99) | 12% (63) | 520 |
| Favorable of Biden | 27% (301) | 21% (240) | 37% (416) | 4% (47) | 4% (41) | 8% (88) | 1134 |
| Unfavorable of Biden | 1% (5) | 3% (28) | 27% (248) | 16% (146) | 44% (396) | 9% (83) | 906 |
| Very favorable of Biden | 42% (265) | 21% (133) | 24% (153) | 3% (20) | 3% (16) | 7% (45) | 634 |
| Somewhat favorable of Biden | 7% (35) | 21% (107) | 53% (263) | 5% (27) | 5% (25) | 9% (43) | 500 |
| Somewhat unfavorable of Biden | — (0) | 6% (12) | 49% (107) | 22% (48) | 13% (28) | 11% (25) | 220 |
| Very unfavorable of Biden | 1% (5) | 2% (16) | 21% (141) | 14% (97) | 54% (368) | 8% (58) | 686 |

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

**Table MCBR2_1: Are you more or less likely to purchase from a company that sells merchandise associated with the following people or groups?
Donald Trump**

| Demographic | More likely to purchase | | No impact either way | | Less likely to purchase | | Don't know / No opinion | | Total N |
|--------------------------|-------------------------|-------|----------------------|-------|-------------------------|-------|-------------------------|-------|---------|
| Adults | 20% | (433) | 29% | (630) | 42% | (931) | 9% | (205) | 2200 |
| Gender: Male | 24% | (257) | 30% | (318) | 39% | (410) | 7% | (77) | 1062 |
| Gender: Female | 15% | (176) | 27% | (312) | 46% | (522) | 11% | (129) | 1138 |
| Age: 18-34 | 20% | (133) | 22% | (141) | 42% | (276) | 16% | (104) | 655 |
| Age: 35-44 | 22% | (78) | 28% | (100) | 42% | (151) | 8% | (29) | 358 |
| Age: 45-64 | 18% | (133) | 32% | (239) | 44% | (327) | 7% | (51) | 751 |
| Age: 65+ | 20% | (89) | 34% | (150) | 40% | (177) | 5% | (21) | 436 |
| GenZers: 1997-2012 | 12% | (31) | 22% | (56) | 46% | (120) | 21% | (53) | 260 |
| Millennials: 1981-1996 | 23% | (130) | 23% | (135) | 42% | (242) | 12% | (70) | 576 |
| GenXers: 1965-1980 | 23% | (121) | 33% | (172) | 38% | (196) | 6% | (34) | 523 |
| Baby Boomers: 1946-1964 | 18% | (133) | 30% | (221) | 46% | (336) | 6% | (46) | 736 |
| PID: Dem (no lean) | 4% | (35) | 17% | (139) | 74% | (593) | 5% | (37) | 804 |
| PID: Ind (no lean) | 10% | (70) | 33% | (241) | 38% | (274) | 19% | (135) | 720 |
| PID: Rep (no lean) | 48% | (328) | 37% | (250) | 10% | (65) | 5% | (33) | 676 |
| PID/Gender: Dem Men | 6% | (23) | 18% | (65) | 71% | (256) | 5% | (17) | 361 |
| PID/Gender: Dem Women | 3% | (12) | 17% | (74) | 76% | (337) | 5% | (20) | 443 |
| PID/Gender: Ind Men | 14% | (46) | 36% | (114) | 36% | (115) | 14% | (44) | 318 |
| PID/Gender: Ind Women | 6% | (24) | 32% | (128) | 39% | (159) | 23% | (92) | 402 |
| PID/Gender: Rep Men | 49% | (188) | 37% | (140) | 10% | (39) | 4% | (16) | 383 |
| PID/Gender: Rep Women | 48% | (139) | 38% | (111) | 9% | (26) | 6% | (17) | 293 |
| Ideo: Liberal (1-3) | 11% | (65) | 15% | (90) | 70% | (420) | 4% | (26) | 601 |
| Ideo: Moderate (4) | 13% | (92) | 33% | (242) | 46% | (340) | 8% | (58) | 731 |
| Ideo: Conservative (5-7) | 39% | (265) | 39% | (268) | 15% | (106) | 7% | (47) | 687 |
| Educ: < College | 19% | (283) | 29% | (444) | 40% | (612) | 11% | (173) | 1512 |
| Educ: Bachelors degree | 19% | (84) | 28% | (122) | 49% | (217) | 5% | (21) | 444 |
| Educ: Post-grad | 27% | (66) | 26% | (64) | 42% | (103) | 5% | (12) | 244 |
| Income: Under 50k | 19% | (209) | 28% | (318) | 41% | (465) | 12% | (137) | 1128 |
| Income: 50k-100k | 20% | (138) | 29% | (197) | 44% | (301) | 7% | (50) | 686 |
| Income: 100k+ | 22% | (86) | 30% | (116) | 43% | (165) | 5% | (19) | 386 |
| Ethnicity: White | 23% | (388) | 31% | (531) | 39% | (677) | 7% | (126) | 1722 |
| Ethnicity: Hispanic | 17% | (61) | 18% | (62) | 48% | (168) | 17% | (59) | 349 |

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Table MCBR2_1: Are you more or less likely to purchase from a company that sells merchandise associated with the following people or groups?
Donald Trump

| Demographic | More likely to purchase | | No impact either way | | Less likely to purchase | | Don't know / No opinion | | Total N |
|-----------------------------------|-------------------------|-------|----------------------|-------|-------------------------|-------|-------------------------|-------|---------|
| Adults | 20% | (433) | 29% | (630) | 42% | (931) | 9% | (205) | 2200 |
| Ethnicity: Black | 7% | (19) | 24% | (64) | 54% | (148) | 15% | (42) | 274 |
| Ethnicity: Other | 12% | (25) | 17% | (35) | 52% | (106) | 18% | (37) | 204 |
| All Christian | 24% | (255) | 33% | (347) | 36% | (377) | 6% | (64) | 1044 |
| All Non-Christian | 21% | (30) | 21% | (31) | 52% | (75) | 6% | (9) | 144 |
| Atheist | 11% | (11) | 30% | (29) | 56% | (55) | 3% | (3) | 98 |
| Agnostic/Nothing in particular | 12% | (65) | 26% | (145) | 49% | (271) | 13% | (72) | 552 |
| Something Else | 20% | (72) | 22% | (78) | 42% | (154) | 16% | (58) | 362 |
| Religious Non-Protestant/Catholic | 22% | (36) | 24% | (40) | 48% | (80) | 6% | (10) | 165 |
| Evangelical | 30% | (168) | 32% | (181) | 31% | (174) | 8% | (44) | 567 |
| Non-Evangelical | 18% | (143) | 28% | (224) | 44% | (347) | 10% | (77) | 792 |
| Community: Urban | 21% | (138) | 20% | (134) | 49% | (325) | 10% | (66) | 663 |
| Community: Suburban | 19% | (185) | 31% | (305) | 42% | (418) | 9% | (87) | 995 |
| Community: Rural | 20% | (109) | 35% | (192) | 35% | (189) | 10% | (53) | 543 |
| Employ: Private Sector | 24% | (158) | 28% | (188) | 42% | (281) | 7% | (44) | 671 |
| Employ: Government | 21% | (22) | 34% | (36) | 41% | (43) | 5% | (6) | 106 |
| Employ: Self-Employed | 19% | (40) | 21% | (44) | 50% | (104) | 10% | (21) | 208 |
| Employ: Homemaker | 17% | (29) | 33% | (55) | 41% | (69) | 8% | (14) | 167 |
| Employ: Retired | 18% | (96) | 32% | (172) | 44% | (235) | 5% | (26) | 529 |
| Employ: Unemployed | 18% | (53) | 31% | (89) | 38% | (109) | 13% | (38) | 290 |
| Employ: Other | 16% | (22) | 26% | (36) | 34% | (47) | 23% | (32) | 138 |
| Military HH: Yes | 24% | (88) | 33% | (122) | 39% | (143) | 4% | (16) | 369 |
| Military HH: No | 19% | (345) | 28% | (508) | 43% | (788) | 10% | (190) | 1831 |
| RD/WT: Right Direction | 48% | (316) | 36% | (234) | 9% | (60) | 7% | (49) | 658 |
| RD/WT: Wrong Track | 8% | (117) | 26% | (396) | 57% | (872) | 10% | (156) | 1542 |
| Trump Job Approve | 45% | (394) | 43% | (369) | 6% | (49) | 6% | (56) | 868 |
| Trump Job Disapprove | 3% | (37) | 20% | (246) | 70% | (871) | 7% | (85) | 1239 |
| Trump Job Strongly Approve | 60% | (297) | 32% | (157) | 4% | (18) | 5% | (22) | 496 |
| Trump Job Somewhat Approve | 26% | (97) | 57% | (212) | 8% | (31) | 9% | (33) | 372 |
| Trump Job Somewhat Disapprove | 8% | (21) | 37% | (102) | 42% | (113) | 13% | (37) | 273 |
| Trump Job Strongly Disapprove | 2% | (16) | 15% | (144) | 78% | (757) | 5% | (48) | 966 |

Continued on next page

Table MCBR2_1: Are you more or less likely to purchase from a company that sells merchandise associated with the following people or groups?
Donald Trump

| Demographic | More likely to purchase | | No impact either way | | Less likely to purchase | | Don't know / No opinion | | Total N |
|--------------------------------------|-------------------------|-------|----------------------|-------|-------------------------|-------|-------------------------|-------|---------|
| Adults | 20% | (433) | 29% | (630) | 42% | (931) | 9% | (205) | 2200 |
| Favorable of Trump | 46% | (409) | 41% | (369) | 6% | (55) | 6% | (57) | 890 |
| Unfavorable of Trump | 2% | (20) | 20% | (246) | 71% | (867) | 7% | (84) | 1216 |
| Very Favorable of Trump | 61% | (329) | 31% | (168) | 4% | (23) | 4% | (22) | 543 |
| Somewhat Favorable of Trump | 23% | (80) | 58% | (201) | 9% | (32) | 10% | (35) | 347 |
| Somewhat Unfavorable of Trump | 3% | (8) | 49% | (106) | 35% | (76) | 12% | (26) | 215 |
| Very Unfavorable of Trump | 1% | (12) | 14% | (140) | 79% | (791) | 6% | (57) | 1000 |
| #1 Issue: Economy | 23% | (183) | 33% | (257) | 34% | (269) | 10% | (79) | 789 |
| #1 Issue: Security | 36% | (79) | 37% | (81) | 21% | (45) | 7% | (15) | 220 |
| #1 Issue: Health Care | 12% | (59) | 23% | (109) | 58% | (272) | 7% | (31) | 471 |
| #1 Issue: Medicare / Social Security | 19% | (56) | 27% | (82) | 44% | (134) | 10% | (32) | 304 |
| #1 Issue: Women's Issues | 6% | (7) | 16% | (17) | 60% | (65) | 18% | (19) | 108 |
| #1 Issue: Education | 32% | (26) | 21% | (17) | 39% | (31) | 7% | (6) | 79 |
| #1 Issue: Energy | 11% | (10) | 25% | (23) | 51% | (47) | 13% | (12) | 91 |
| #1 Issue: Other | 10% | (14) | 32% | (44) | 50% | (69) | 9% | (12) | 138 |
| 2018 House Vote: Democrat | 5% | (39) | 19% | (138) | 73% | (543) | 3% | (24) | 744 |
| 2018 House Vote: Republican | 47% | (293) | 40% | (251) | 10% | (61) | 4% | (25) | 630 |
| 2018 House Vote: Someone else | 9% | (5) | 30% | (18) | 43% | (25) | 19% | (11) | 59 |
| 2016 Vote: Hillary Clinton | 4% | (24) | 17% | (118) | 76% | (514) | 4% | (24) | 680 |
| 2016 Vote: Donald Trump | 46% | (319) | 41% | (283) | 9% | (63) | 4% | (26) | 691 |
| 2016 Vote: Other | 14% | (14) | 27% | (27) | 47% | (47) | 12% | (12) | 100 |
| 2016 Vote: Didn't Vote | 10% | (75) | 28% | (202) | 42% | (306) | 19% | (139) | 722 |
| Voted in 2014: Yes | 23% | (288) | 29% | (350) | 44% | (543) | 4% | (46) | 1227 |
| Voted in 2014: No | 15% | (145) | 29% | (280) | 40% | (389) | 16% | (159) | 973 |
| 2012 Vote: Barack Obama | 10% | (84) | 22% | (191) | 64% | (556) | 4% | (34) | 865 |
| 2012 Vote: Mitt Romney | 44% | (195) | 41% | (181) | 13% | (57) | 3% | (14) | 447 |
| 2012 Vote: Other | 25% | (14) | 31% | (17) | 35% | (19) | 9% | (5) | 55 |
| 2012 Vote: Didn't Vote | 17% | (138) | 29% | (241) | 36% | (298) | 18% | (153) | 830 |

Continued on next page

Table MCBR2_1: Are you more or less likely to purchase from a company that sells merchandise associated with the following people or groups?
 Donald Trump

| Demographic | More likely to purchase | | No impact either way | | Less likely to purchase | | Don't know / No opinion | | Total N |
|-------------------------------|-------------------------|-------|----------------------|-------|-------------------------|-------|-------------------------|-------|---------|
| Adults | 20% | (433) | 29% | (630) | 42% | (931) | 9% | (205) | 2200 |
| 4-Region: Northeast | 22% | (88) | 22% | (87) | 46% | (183) | 9% | (36) | 394 |
| 4-Region: Midwest | 17% | (78) | 32% | (146) | 43% | (198) | 9% | (41) | 462 |
| 4-Region: South | 20% | (167) | 28% | (234) | 39% | (321) | 12% | (102) | 824 |
| 4-Region: West | 19% | (100) | 31% | (163) | 44% | (229) | 5% | (27) | 520 |
| Favorable of Biden | 6% | (67) | 20% | (230) | 68% | (776) | 5% | (61) | 1134 |
| Unfavorable of Biden | 38% | (348) | 40% | (359) | 15% | (132) | 7% | (67) | 906 |
| Very favorable of Biden | 6% | (39) | 12% | (76) | 76% | (484) | 5% | (34) | 634 |
| Somewhat favorable of Biden | 5% | (27) | 31% | (154) | 58% | (292) | 5% | (27) | 500 |
| Somewhat unfavorable of Biden | 19% | (41) | 44% | (96) | 29% | (64) | 8% | (19) | 220 |
| Very unfavorable of Biden | 45% | (306) | 38% | (264) | 10% | (67) | 7% | (49) | 686 |

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

Table MCBR2_2: Are you more or less likely to purchase from a company that sells merchandise associated with the following people or groups?

Joe Biden

| Demographic | More likely to purchase | | No impact either way | | Less likely to purchase | | Don't know / No opinion | | Total N |
|--------------------------|-------------------------|-------|----------------------|-------|-------------------------|-------|-------------------------|-------|---------|
| Adults | 24% | (517) | 37% | (816) | 30% | (653) | 10% | (214) | 2200 |
| Gender: Male | 24% | (251) | 37% | (394) | 33% | (346) | 7% | (71) | 1062 |
| Gender: Female | 23% | (266) | 37% | (422) | 27% | (307) | 13% | (143) | 1138 |
| Age: 18-34 | 27% | (180) | 29% | (192) | 28% | (186) | 15% | (98) | 655 |
| Age: 35-44 | 31% | (109) | 37% | (133) | 21% | (76) | 11% | (39) | 358 |
| Age: 45-64 | 20% | (148) | 42% | (315) | 30% | (228) | 8% | (60) | 751 |
| Age: 65+ | 18% | (80) | 40% | (176) | 38% | (164) | 4% | (16) | 436 |
| GenZers: 1997-2012 | 23% | (61) | 36% | (95) | 22% | (57) | 18% | (47) | 260 |
| Millennials: 1981-1996 | 31% | (179) | 28% | (160) | 28% | (161) | 13% | (75) | 576 |
| GenXers: 1965-1980 | 23% | (120) | 40% | (209) | 29% | (152) | 8% | (42) | 523 |
| Baby Boomers: 1946-1964 | 19% | (138) | 42% | (311) | 33% | (240) | 6% | (47) | 736 |
| PID: Dem (no lean) | 49% | (390) | 40% | (323) | 7% | (59) | 4% | (31) | 804 |
| PID: Ind (no lean) | 11% | (77) | 42% | (304) | 29% | (208) | 18% | (132) | 720 |
| PID: Rep (no lean) | 7% | (50) | 28% | (189) | 57% | (386) | 8% | (51) | 676 |
| PID/Gender: Dem Men | 53% | (189) | 37% | (135) | 8% | (29) | 2% | (7) | 361 |
| PID/Gender: Dem Women | 45% | (201) | 42% | (188) | 7% | (30) | 6% | (24) | 443 |
| PID/Gender: Ind Men | 9% | (28) | 47% | (151) | 32% | (101) | 12% | (38) | 318 |
| PID/Gender: Ind Women | 12% | (49) | 38% | (153) | 27% | (107) | 23% | (94) | 402 |
| PID/Gender: Rep Men | 9% | (33) | 28% | (108) | 56% | (216) | 7% | (26) | 383 |
| PID/Gender: Rep Women | 6% | (17) | 28% | (81) | 58% | (170) | 8% | (25) | 293 |
| Ideo: Liberal (1-3) | 43% | (260) | 40% | (239) | 13% | (76) | 4% | (27) | 601 |
| Ideo: Moderate (4) | 25% | (180) | 46% | (337) | 21% | (152) | 8% | (62) | 731 |
| Ideo: Conservative (5-7) | 8% | (54) | 29% | (198) | 57% | (388) | 7% | (47) | 687 |
| Educ: < College | 21% | (311) | 37% | (558) | 31% | (468) | 12% | (175) | 1512 |
| Educ: Bachelors degree | 28% | (124) | 39% | (175) | 27% | (120) | 5% | (24) | 444 |
| Educ: Post-grad | 34% | (82) | 34% | (83) | 27% | (65) | 6% | (14) | 244 |
| Income: Under 50k | 22% | (253) | 35% | (390) | 30% | (337) | 13% | (148) | 1128 |
| Income: 50k-100k | 20% | (140) | 41% | (284) | 31% | (211) | 7% | (50) | 686 |
| Income: 100k+ | 32% | (124) | 37% | (141) | 27% | (105) | 4% | (15) | 386 |
| Ethnicity: White | 22% | (372) | 37% | (638) | 33% | (569) | 8% | (143) | 1722 |
| Ethnicity: Hispanic | 26% | (90) | 37% | (130) | 23% | (82) | 13% | (47) | 349 |

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Table MCBR2_2: Are you more or less likely to purchase from a company that sells merchandise associated with the following people or groups?
Joe Biden

| Demographic | More likely to purchase | | No impact either way | | Less likely to purchase | | Don't know / No opinion | | Total N |
|-----------------------------------|-------------------------|-------|----------------------|-------|-------------------------|-------|-------------------------|-------|---------|
| Adults | 24% | (517) | 37% | (816) | 30% | (653) | 10% | (214) | 2200 |
| Ethnicity: Black | 37% | (101) | 37% | (101) | 14% | (39) | 12% | (34) | 274 |
| Ethnicity: Other | 22% | (45) | 38% | (77) | 22% | (45) | 18% | (37) | 204 |
| All Christian | 22% | (233) | 36% | (375) | 35% | (362) | 7% | (74) | 1044 |
| All Non-Christian | 37% | (54) | 41% | (59) | 16% | (23) | 5% | (8) | 144 |
| Atheist | 26% | (26) | 50% | (49) | 21% | (21) | 2% | (2) | 98 |
| Agnostic/Nothing in particular | 21% | (114) | 43% | (238) | 22% | (122) | 14% | (78) | 552 |
| Something Else | 25% | (91) | 26% | (94) | 35% | (125) | 14% | (52) | 362 |
| Religious Non-Protestant/Catholic | 35% | (57) | 42% | (70) | 18% | (30) | 5% | (8) | 165 |
| Evangelical | 26% | (149) | 25% | (143) | 40% | (225) | 9% | (51) | 567 |
| Non-Evangelical | 21% | (167) | 39% | (306) | 31% | (244) | 9% | (75) | 792 |
| Community: Urban | 35% | (234) | 34% | (224) | 21% | (139) | 10% | (66) | 663 |
| Community: Suburban | 18% | (182) | 41% | (408) | 32% | (319) | 9% | (86) | 995 |
| Community: Rural | 19% | (102) | 34% | (184) | 36% | (195) | 11% | (62) | 543 |
| Employ: Private Sector | 29% | (196) | 34% | (227) | 30% | (203) | 7% | (45) | 671 |
| Employ: Government | 25% | (26) | 39% | (42) | 29% | (31) | 7% | (8) | 106 |
| Employ: Self-Employed | 33% | (68) | 33% | (69) | 25% | (51) | 9% | (19) | 208 |
| Employ: Homemaker | 14% | (23) | 45% | (75) | 31% | (52) | 10% | (17) | 167 |
| Employ: Retired | 20% | (104) | 40% | (213) | 35% | (184) | 5% | (29) | 529 |
| Employ: Unemployed | 19% | (56) | 37% | (108) | 30% | (86) | 14% | (40) | 290 |
| Employ: Other | 21% | (29) | 35% | (48) | 20% | (27) | 25% | (34) | 138 |
| Military HH: Yes | 20% | (73) | 42% | (156) | 35% | (130) | 2% | (9) | 369 |
| Military HH: No | 24% | (444) | 36% | (659) | 29% | (523) | 11% | (204) | 1831 |
| RD/WT: Right Direction | 12% | (78) | 27% | (179) | 52% | (343) | 9% | (58) | 658 |
| RD/WT: Wrong Track | 28% | (439) | 41% | (636) | 20% | (310) | 10% | (156) | 1542 |
| Trump Job Approve | 7% | (63) | 27% | (232) | 58% | (506) | 8% | (67) | 868 |
| Trump Job Disapprove | 36% | (452) | 46% | (564) | 12% | (143) | 7% | (81) | 1239 |
| Trump Job Strongly Approve | 6% | (31) | 21% | (103) | 66% | (328) | 7% | (33) | 496 |
| Trump Job Somewhat Approve | 8% | (32) | 35% | (129) | 48% | (177) | 9% | (35) | 372 |
| Trump Job Somewhat Disapprove | 28% | (76) | 40% | (109) | 21% | (57) | 11% | (31) | 273 |
| Trump Job Strongly Disapprove | 39% | (376) | 47% | (454) | 9% | (85) | 5% | (50) | 966 |

Continued on next page

Table MCBR2_2: Are you more or less likely to purchase from a company that sells merchandise associated with the following people or groups?
Joe Biden

| Demographic | More likely to purchase | | No impact either way | | Less likely to purchase | | Don't know / No opinion | | Total N |
|--------------------------------------|-------------------------|-------|----------------------|-------|-------------------------|-------|-------------------------|-------|---------|
| Adults | 24% | (517) | 37% | (816) | 30% | (653) | 10% | (214) | 2200 |
| Favorable of Trump | 8% | (69) | 26% | (235) | 58% | (516) | 8% | (71) | 890 |
| Unfavorable of Trump | 36% | (442) | 46% | (561) | 11% | (130) | 7% | (84) | 1216 |
| Very Favorable of Trump | 6% | (34) | 22% | (121) | 65% | (354) | 6% | (35) | 543 |
| Somewhat Favorable of Trump | 10% | (35) | 33% | (114) | 47% | (162) | 10% | (36) | 347 |
| Somewhat Unfavorable of Trump | 22% | (47) | 49% | (105) | 19% | (42) | 10% | (22) | 215 |
| Very Unfavorable of Trump | 39% | (395) | 46% | (456) | 9% | (88) | 6% | (62) | 1000 |
| #1 Issue: Economy | 19% | (151) | 37% | (292) | 34% | (268) | 10% | (77) | 789 |
| #1 Issue: Security | 16% | (34) | 27% | (60) | 52% | (114) | 5% | (12) | 220 |
| #1 Issue: Health Care | 32% | (151) | 40% | (191) | 18% | (86) | 9% | (43) | 471 |
| #1 Issue: Medicare / Social Security | 22% | (68) | 38% | (117) | 28% | (84) | 12% | (35) | 304 |
| #1 Issue: Women's Issues | 29% | (32) | 37% | (40) | 17% | (18) | 17% | (19) | 108 |
| #1 Issue: Education | 25% | (20) | 26% | (21) | 38% | (30) | 10% | (8) | 79 |
| #1 Issue: Energy | 25% | (23) | 49% | (45) | 17% | (15) | 9% | (8) | 91 |
| #1 Issue: Other | 27% | (38) | 38% | (52) | 27% | (37) | 8% | (11) | 138 |
| 2018 House Vote: Democrat | 46% | (340) | 41% | (304) | 9% | (64) | 5% | (35) | 744 |
| 2018 House Vote: Republican | 8% | (53) | 28% | (177) | 58% | (367) | 5% | (32) | 630 |
| 2018 House Vote: Someone else | 1% | (1) | 58% | (34) | 29% | (17) | 12% | (7) | 59 |
| 2016 Vote: Hillary Clinton | 48% | (323) | 41% | (280) | 8% | (53) | 3% | (23) | 680 |
| 2016 Vote: Donald Trump | 7% | (49) | 29% | (201) | 59% | (410) | 4% | (31) | 691 |
| 2016 Vote: Other | 13% | (13) | 41% | (42) | 34% | (34) | 11% | (11) | 100 |
| 2016 Vote: Didn't Vote | 18% | (131) | 40% | (288) | 21% | (154) | 20% | (148) | 722 |
| Voted in 2014: Yes | 27% | (335) | 36% | (440) | 32% | (395) | 5% | (57) | 1227 |
| Voted in 2014: No | 19% | (182) | 39% | (376) | 27% | (258) | 16% | (157) | 973 |
| 2012 Vote: Barack Obama | 41% | (351) | 42% | (363) | 14% | (122) | 3% | (29) | 865 |
| 2012 Vote: Mitt Romney | 4% | (17) | 31% | (140) | 60% | (269) | 5% | (20) | 447 |
| 2012 Vote: Other | 6% | (3) | 18% | (10) | 69% | (38) | 7% | (4) | 55 |
| 2012 Vote: Didn't Vote | 18% | (146) | 36% | (303) | 27% | (221) | 19% | (160) | 830 |

Continued on next page

Table MCBR2_2: Are you more or less likely to purchase from a company that sells merchandise associated with the following people or groups?
 Joe Biden

| Demographic | More likely to purchase | | No impact either way | | Less likely to purchase | | Don't know / No opinion | | Total N |
|-------------------------------|-------------------------|-------|----------------------|-------|-------------------------|-------|-------------------------|-------|---------|
| Adults | 24% | (517) | 37% | (816) | 30% | (653) | 10% | (214) | 2200 |
| 4-Region: Northeast | 30% | (118) | 39% | (155) | 22% | (86) | 9% | (34) | 394 |
| 4-Region: Midwest | 23% | (106) | 39% | (179) | 32% | (146) | 7% | (31) | 462 |
| 4-Region: South | 21% | (173) | 33% | (275) | 32% | (265) | 14% | (112) | 824 |
| 4-Region: West | 23% | (121) | 40% | (207) | 30% | (156) | 7% | (37) | 520 |
| Favorable of Biden | 44% | (495) | 45% | (515) | 6% | (63) | 5% | (61) | 1134 |
| Unfavorable of Biden | 2% | (17) | 28% | (253) | 64% | (581) | 6% | (55) | 906 |
| Very favorable of Biden | 63% | (402) | 29% | (182) | 4% | (28) | 3% | (21) | 634 |
| Somewhat favorable of Biden | 19% | (93) | 67% | (333) | 7% | (34) | 8% | (40) | 500 |
| Somewhat unfavorable of Biden | 4% | (9) | 57% | (126) | 28% | (62) | 10% | (22) | 220 |
| Very unfavorable of Biden | 1% | (7) | 19% | (127) | 76% | (518) | 5% | (34) | 686 |

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

Table MCBR2_3: Are you more or less likely to purchase from a company that sells merchandise associated with the following people or groups?

Mike Pence

| Demographic | More likely to purchase | | No impact either way | | Less likely to purchase | | Don't know / No opinion | | Total N |
|--------------------------|-------------------------|-------|----------------------|-------|-------------------------|-------|-------------------------|-------|---------|
| Adults | 16% | (346) | 37% | (814) | 34% | (744) | 13% | (296) | 2200 |
| Gender: Male | 18% | (192) | 40% | (424) | 33% | (354) | 9% | (92) | 1062 |
| Gender: Female | 14% | (154) | 34% | (390) | 34% | (390) | 18% | (204) | 1138 |
| Age: 18-34 | 14% | (91) | 30% | (195) | 33% | (217) | 23% | (152) | 655 |
| Age: 35-44 | 17% | (60) | 42% | (149) | 26% | (94) | 15% | (54) | 358 |
| Age: 45-64 | 15% | (110) | 39% | (293) | 37% | (282) | 9% | (66) | 751 |
| Age: 65+ | 19% | (85) | 41% | (177) | 35% | (151) | 5% | (23) | 436 |
| GenZers: 1997-2012 | 9% | (23) | 27% | (71) | 32% | (82) | 32% | (84) | 260 |
| Millennials: 1981-1996 | 16% | (90) | 34% | (195) | 33% | (192) | 17% | (99) | 576 |
| GenXers: 1965-1980 | 19% | (100) | 41% | (214) | 28% | (149) | 12% | (60) | 523 |
| Baby Boomers: 1946-1964 | 15% | (112) | 39% | (287) | 39% | (289) | 7% | (48) | 736 |
| PID: Dem (no lean) | 6% | (46) | 28% | (227) | 58% | (465) | 8% | (66) | 804 |
| PID: Ind (no lean) | 7% | (47) | 42% | (303) | 29% | (206) | 23% | (164) | 720 |
| PID: Rep (no lean) | 38% | (253) | 42% | (284) | 11% | (72) | 10% | (66) | 676 |
| PID/Gender: Dem Men | 9% | (31) | 29% | (104) | 59% | (215) | 3% | (11) | 361 |
| PID/Gender: Dem Women | 3% | (15) | 28% | (124) | 57% | (251) | 12% | (54) | 443 |
| PID/Gender: Ind Men | 10% | (30) | 46% | (146) | 30% | (95) | 14% | (46) | 318 |
| PID/Gender: Ind Women | 4% | (17) | 39% | (157) | 27% | (111) | 29% | (118) | 402 |
| PID/Gender: Rep Men | 34% | (131) | 45% | (174) | 11% | (44) | 9% | (34) | 383 |
| PID/Gender: Rep Women | 42% | (123) | 38% | (110) | 10% | (29) | 11% | (32) | 293 |
| Ideo: Liberal (1-3) | 10% | (58) | 22% | (134) | 61% | (367) | 7% | (42) | 601 |
| Ideo: Moderate (4) | 8% | (61) | 43% | (318) | 35% | (255) | 13% | (97) | 731 |
| Ideo: Conservative (5-7) | 32% | (221) | 47% | (321) | 13% | (89) | 8% | (56) | 687 |
| Educ: < College | 14% | (210) | 37% | (560) | 33% | (497) | 16% | (244) | 1512 |
| Educ: Bachelors degree | 19% | (84) | 37% | (163) | 37% | (165) | 7% | (31) | 444 |
| Educ: Post-grad | 21% | (52) | 37% | (91) | 33% | (81) | 8% | (21) | 244 |
| Income: Under 50k | 13% | (143) | 37% | (421) | 31% | (354) | 19% | (210) | 1128 |
| Income: 50k-100k | 18% | (122) | 36% | (247) | 37% | (254) | 9% | (63) | 686 |
| Income: 100k+ | 21% | (82) | 38% | (146) | 35% | (135) | 6% | (23) | 386 |
| Ethnicity: White | 18% | (308) | 39% | (676) | 32% | (558) | 10% | (179) | 1722 |
| Ethnicity: Hispanic | 8% | (29) | 29% | (101) | 40% | (141) | 23% | (79) | 349 |

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Table MCBR2_3: Are you more or less likely to purchase from a company that sells merchandise associated with the following people or groups?
Mike Pence

| Demographic | More likely to purchase | | No impact either way | | Less likely to purchase | | Don't know / No opinion | | Total N |
|-----------------------------------|-------------------------|-------|----------------------|-------|-------------------------|-------|-------------------------|-------|---------|
| Adults | 16% | (346) | 37% | (814) | 34% | (744) | 13% | (296) | 2200 |
| Ethnicity: Black | 7% | (18) | 30% | (83) | 38% | (104) | 25% | (69) | 274 |
| Ethnicity: Other | 10% | (20) | 27% | (55) | 40% | (81) | 23% | (47) | 204 |
| All Christian | 23% | (237) | 41% | (428) | 28% | (292) | 8% | (87) | 1044 |
| All Non-Christian | 10% | (15) | 34% | (49) | 47% | (68) | 8% | (12) | 144 |
| Atheist | 10% | (10) | 39% | (38) | 47% | (46) | 4% | (4) | 98 |
| Agnostic/Nothing in particular | 7% | (41) | 35% | (195) | 37% | (203) | 20% | (113) | 552 |
| Something Else | 12% | (43) | 29% | (104) | 37% | (134) | 22% | (80) | 362 |
| Religious Non-Protestant/Catholic | 11% | (19) | 36% | (60) | 45% | (74) | 8% | (13) | 165 |
| Evangelical | 27% | (151) | 38% | (214) | 24% | (136) | 12% | (66) | 567 |
| Non-Evangelical | 15% | (121) | 37% | (290) | 36% | (281) | 13% | (99) | 792 |
| Community: Urban | 16% | (105) | 32% | (210) | 37% | (248) | 15% | (100) | 663 |
| Community: Suburban | 14% | (138) | 39% | (387) | 36% | (356) | 11% | (114) | 995 |
| Community: Rural | 19% | (104) | 40% | (218) | 26% | (139) | 15% | (82) | 543 |
| Employ: Private Sector | 21% | (143) | 37% | (246) | 34% | (231) | 8% | (52) | 671 |
| Employ: Government | 19% | (21) | 40% | (43) | 27% | (29) | 13% | (14) | 106 |
| Employ: Self-Employed | 12% | (25) | 35% | (74) | 36% | (74) | 17% | (36) | 208 |
| Employ: Homemaker | 15% | (25) | 36% | (60) | 33% | (56) | 16% | (26) | 167 |
| Employ: Retired | 16% | (85) | 40% | (211) | 37% | (196) | 7% | (37) | 529 |
| Employ: Unemployed | 8% | (22) | 39% | (114) | 33% | (97) | 20% | (57) | 290 |
| Employ: Other | 12% | (16) | 37% | (51) | 18% | (25) | 33% | (46) | 138 |
| Military HH: Yes | 19% | (70) | 40% | (149) | 35% | (129) | 5% | (20) | 369 |
| Military HH: No | 15% | (276) | 36% | (665) | 34% | (614) | 15% | (276) | 1831 |
| RD/WT: Right Direction | 37% | (242) | 42% | (277) | 11% | (70) | 11% | (70) | 658 |
| RD/WT: Wrong Track | 7% | (105) | 35% | (537) | 44% | (674) | 15% | (226) | 1542 |
| Trump Job Approve | 34% | (295) | 47% | (408) | 9% | (82) | 10% | (83) | 868 |
| Trump Job Disapprove | 4% | (51) | 32% | (392) | 53% | (661) | 11% | (135) | 1239 |
| Trump Job Strongly Approve | 46% | (228) | 39% | (196) | 7% | (34) | 8% | (38) | 496 |
| Trump Job Somewhat Approve | 18% | (67) | 57% | (213) | 13% | (48) | 12% | (45) | 372 |
| Trump Job Somewhat Disapprove | 8% | (23) | 49% | (135) | 28% | (77) | 14% | (38) | 273 |
| Trump Job Strongly Disapprove | 3% | (28) | 27% | (257) | 60% | (584) | 10% | (97) | 966 |

Continued on next page

Table MCBR2_3: Are you more or less likely to purchase from a company that sells merchandise associated with the following people or groups?
Mike Pence

| Demographic | More likely to purchase | | No impact either way | | Less likely to purchase | | Don't know / No opinion | | Total N |
|--------------------------------------|-------------------------|-------|----------------------|-------|-------------------------|-------|-------------------------|-------|---------|
| Adults | 16% | (346) | 37% | (814) | 34% | (744) | 13% | (296) | 2200 |
| Favorable of Trump | 34% | (298) | 47% | (419) | 9% | (79) | 11% | (94) | 890 |
| Unfavorable of Trump | 4% | (45) | 31% | (377) | 54% | (655) | 11% | (139) | 1216 |
| Very Favorable of Trump | 46% | (252) | 38% | (204) | 8% | (42) | 8% | (45) | 543 |
| Somewhat Favorable of Trump | 13% | (46) | 62% | (215) | 11% | (37) | 14% | (49) | 347 |
| Somewhat Unfavorable of Trump | 6% | (13) | 55% | (119) | 28% | (60) | 11% | (24) | 215 |
| Very Unfavorable of Trump | 3% | (32) | 26% | (258) | 59% | (595) | 12% | (115) | 1000 |
| #1 Issue: Economy | 17% | (137) | 40% | (312) | 29% | (230) | 14% | (110) | 789 |
| #1 Issue: Security | 34% | (74) | 43% | (94) | 14% | (30) | 10% | (22) | 220 |
| #1 Issue: Health Care | 11% | (51) | 31% | (146) | 44% | (209) | 14% | (66) | 471 |
| #1 Issue: Medicare / Social Security | 15% | (45) | 38% | (116) | 37% | (113) | 10% | (30) | 304 |
| #1 Issue: Women's Issues | 8% | (9) | 23% | (25) | 48% | (52) | 21% | (22) | 108 |
| #1 Issue: Education | 18% | (14) | 43% | (34) | 27% | (21) | 11% | (9) | 79 |
| #1 Issue: Energy | 10% | (10) | 40% | (36) | 36% | (33) | 14% | (12) | 91 |
| #1 Issue: Other | 5% | (7) | 37% | (51) | 41% | (56) | 17% | (24) | 138 |
| 2018 House Vote: Democrat | 6% | (45) | 28% | (211) | 59% | (437) | 7% | (50) | 744 |
| 2018 House Vote: Republican | 36% | (227) | 44% | (276) | 13% | (84) | 7% | (43) | 630 |
| 2018 House Vote: Someone else | 8% | (5) | 41% | (24) | 24% | (14) | 27% | (16) | 59 |
| 2016 Vote: Hillary Clinton | 5% | (35) | 28% | (191) | 61% | (412) | 6% | (42) | 680 |
| 2016 Vote: Donald Trump | 36% | (249) | 47% | (323) | 11% | (75) | 6% | (44) | 691 |
| 2016 Vote: Other | 5% | (5) | 37% | (37) | 46% | (46) | 12% | (12) | 100 |
| 2016 Vote: Didn't Vote | 8% | (55) | 36% | (263) | 29% | (207) | 27% | (197) | 722 |
| Voted in 2014: Yes | 20% | (242) | 37% | (458) | 37% | (454) | 6% | (72) | 1227 |
| Voted in 2014: No | 11% | (104) | 37% | (356) | 30% | (289) | 23% | (223) | 973 |
| 2012 Vote: Barack Obama | 9% | (75) | 34% | (291) | 52% | (451) | 6% | (48) | 865 |
| 2012 Vote: Mitt Romney | 37% | (167) | 48% | (212) | 11% | (48) | 5% | (20) | 447 |
| 2012 Vote: Other | 16% | (9) | 42% | (23) | 29% | (16) | 13% | (7) | 55 |
| 2012 Vote: Didn't Vote | 11% | (94) | 35% | (287) | 28% | (228) | 27% | (221) | 830 |

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Table MCBR2_3: Are you more or less likely to purchase from a company that sells merchandise associated with the following people or groups?
 Mike Pence

| Demographic | More likely to purchase | | No impact either way | | Less likely to purchase | | Don't know / No opinion | | Total N |
|-------------------------------|-------------------------|-------|----------------------|-------|-------------------------|-------|-------------------------|-------|---------|
| Adults | 16% | (346) | 37% | (814) | 34% | (744) | 13% | (296) | 2200 |
| 4-Region: Northeast | 19% | (76) | 36% | (141) | 33% | (131) | 12% | (46) | 394 |
| 4-Region: Midwest | 16% | (74) | 36% | (168) | 33% | (153) | 14% | (66) | 462 |
| 4-Region: South | 15% | (122) | 37% | (307) | 32% | (260) | 17% | (136) | 824 |
| 4-Region: West | 14% | (75) | 38% | (198) | 38% | (200) | 9% | (47) | 520 |
| Favorable of Biden | 6% | (70) | 32% | (359) | 52% | (592) | 10% | (113) | 1134 |
| Unfavorable of Biden | 30% | (267) | 45% | (410) | 15% | (140) | 10% | (89) | 906 |
| Very favorable of Biden | 8% | (48) | 24% | (153) | 58% | (370) | 10% | (62) | 634 |
| Somewhat favorable of Biden | 4% | (22) | 41% | (206) | 44% | (222) | 10% | (51) | 500 |
| Somewhat unfavorable of Biden | 11% | (25) | 47% | (104) | 28% | (61) | 13% | (29) | 220 |
| Very unfavorable of Biden | 35% | (242) | 45% | (305) | 12% | (79) | 9% | (59) | 686 |

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

Table MCBR2_4: Are you more or less likely to purchase from a company that sells merchandise associated with the following people or groups?

Kamala Harris

| Demographic | More likely to purchase | | No impact either way | | Less likely to purchase | | Don't know / No opinion | | Total N |
|--------------------------|-------------------------|-------|----------------------|-------|-------------------------|-------|-------------------------|-------|---------|
| Adults | 19% | (417) | 38% | (840) | 28% | (611) | 15% | (332) | 2200 |
| Gender: Male | 19% | (202) | 39% | (412) | 32% | (336) | 11% | (112) | 1062 |
| Gender: Female | 19% | (215) | 38% | (428) | 24% | (275) | 19% | (220) | 1138 |
| Age: 18-34 | 16% | (105) | 35% | (227) | 22% | (147) | 27% | (176) | 655 |
| Age: 35-44 | 26% | (93) | 40% | (142) | 18% | (64) | 17% | (59) | 358 |
| Age: 45-64 | 20% | (147) | 39% | (295) | 31% | (233) | 10% | (77) | 751 |
| Age: 65+ | 17% | (72) | 40% | (176) | 38% | (168) | 5% | (20) | 436 |
| GenZers: 1997-2012 | 15% | (39) | 35% | (92) | 14% | (35) | 36% | (94) | 260 |
| Millennials: 1981-1996 | 20% | (118) | 34% | (197) | 25% | (146) | 20% | (115) | 576 |
| GenXers: 1965-1980 | 20% | (104) | 41% | (215) | 26% | (134) | 13% | (69) | 523 |
| Baby Boomers: 1946-1964 | 19% | (139) | 40% | (294) | 34% | (253) | 7% | (49) | 736 |
| PID: Dem (no lean) | 38% | (309) | 43% | (343) | 10% | (82) | 9% | (71) | 804 |
| PID: Ind (no lean) | 9% | (63) | 42% | (300) | 25% | (179) | 25% | (178) | 720 |
| PID: Rep (no lean) | 7% | (45) | 29% | (197) | 52% | (350) | 12% | (83) | 676 |
| PID/Gender: Dem Men | 41% | (148) | 39% | (142) | 13% | (46) | 7% | (25) | 361 |
| PID/Gender: Dem Women | 36% | (161) | 45% | (201) | 8% | (36) | 10% | (46) | 443 |
| PID/Gender: Ind Men | 8% | (24) | 47% | (150) | 31% | (98) | 15% | (46) | 318 |
| PID/Gender: Ind Women | 10% | (39) | 37% | (150) | 20% | (82) | 33% | (132) | 402 |
| PID/Gender: Rep Men | 8% | (30) | 31% | (119) | 50% | (192) | 11% | (41) | 383 |
| PID/Gender: Rep Women | 5% | (15) | 27% | (78) | 54% | (158) | 14% | (42) | 293 |
| Ideo: Liberal (1-3) | 38% | (229) | 43% | (258) | 11% | (65) | 8% | (49) | 601 |
| Ideo: Moderate (4) | 17% | (127) | 45% | (333) | 22% | (162) | 15% | (110) | 731 |
| Ideo: Conservative (5-7) | 7% | (48) | 30% | (206) | 53% | (361) | 10% | (71) | 687 |
| Educ: < College | 17% | (258) | 37% | (552) | 29% | (432) | 18% | (269) | 1512 |
| Educ: Bachelors degree | 23% | (100) | 43% | (189) | 26% | (116) | 9% | (38) | 444 |
| Educ: Post-grad | 24% | (58) | 40% | (99) | 26% | (63) | 10% | (25) | 244 |
| Income: Under 50k | 18% | (201) | 35% | (396) | 27% | (302) | 20% | (230) | 1128 |
| Income: 50k-100k | 18% | (122) | 41% | (281) | 30% | (203) | 12% | (80) | 686 |
| Income: 100k+ | 24% | (94) | 42% | (164) | 27% | (106) | 6% | (23) | 386 |
| Ethnicity: White | 17% | (298) | 39% | (678) | 31% | (540) | 12% | (206) | 1722 |
| Ethnicity: Hispanic | 19% | (68) | 36% | (127) | 20% | (70) | 24% | (84) | 349 |

Continued on next page

Table MCBR2_4: Are you more or less likely to purchase from a company that sells merchandise associated with the following people or groups?
Kamala Harris

| Demographic | More likely to purchase | | No impact either way | | Less likely to purchase | | Don't know / No opinion | | Total N |
|-----------------------------------|-------------------------|-------|----------------------|-------|-------------------------|-------|-------------------------|-------|---------|
| Adults | 19% | (417) | 38% | (840) | 28% | (611) | 15% | (332) | 2200 |
| Ethnicity: Black | 31% | (86) | 33% | (90) | 10% | (28) | 26% | (71) | 274 |
| Ethnicity: Other | 16% | (32) | 36% | (73) | 21% | (44) | 27% | (55) | 204 |
| All Christian | 18% | (186) | 37% | (390) | 35% | (363) | 10% | (106) | 1044 |
| All Non-Christian | 31% | (45) | 42% | (61) | 13% | (19) | 14% | (20) | 144 |
| Atheist | 23% | (22) | 54% | (53) | 20% | (20) | 3% | (3) | 98 |
| Agnostic/Nothing in particular | 17% | (92) | 44% | (241) | 19% | (103) | 21% | (116) | 552 |
| Something Else | 20% | (72) | 26% | (96) | 30% | (107) | 24% | (87) | 362 |
| Religious Non-Protestant/Catholic | 29% | (48) | 41% | (67) | 18% | (29) | 13% | (21) | 165 |
| Evangelical | 20% | (115) | 27% | (153) | 37% | (210) | 16% | (89) | 567 |
| Non-Evangelical | 17% | (134) | 40% | (316) | 30% | (240) | 13% | (100) | 792 |
| Community: Urban | 25% | (167) | 38% | (251) | 19% | (124) | 18% | (121) | 663 |
| Community: Suburban | 16% | (160) | 39% | (392) | 31% | (312) | 13% | (131) | 995 |
| Community: Rural | 17% | (90) | 36% | (198) | 32% | (175) | 15% | (80) | 543 |
| Employ: Private Sector | 24% | (163) | 37% | (245) | 29% | (192) | 11% | (71) | 671 |
| Employ: Government | 19% | (20) | 41% | (43) | 28% | (30) | 12% | (13) | 106 |
| Employ: Self-Employed | 21% | (43) | 34% | (70) | 27% | (56) | 18% | (38) | 208 |
| Employ: Homemaker | 11% | (19) | 44% | (74) | 23% | (38) | 22% | (36) | 167 |
| Employ: Retired | 18% | (96) | 40% | (212) | 36% | (192) | 6% | (29) | 529 |
| Employ: Unemployed | 16% | (45) | 39% | (114) | 24% | (70) | 21% | (61) | 290 |
| Employ: Other | 15% | (20) | 36% | (50) | 16% | (22) | 33% | (46) | 138 |
| Military HH: Yes | 14% | (51) | 44% | (162) | 37% | (135) | 6% | (21) | 369 |
| Military HH: No | 20% | (365) | 37% | (679) | 26% | (476) | 17% | (311) | 1831 |
| RD/WT: Right Direction | 9% | (61) | 31% | (202) | 47% | (307) | 13% | (88) | 658 |
| RD/WT: Wrong Track | 23% | (355) | 41% | (638) | 20% | (304) | 16% | (244) | 1542 |
| Trump Job Approve | 6% | (54) | 29% | (253) | 53% | (457) | 12% | (104) | 868 |
| Trump Job Disapprove | 29% | (359) | 46% | (573) | 12% | (152) | 12% | (154) | 1239 |
| Trump Job Strongly Approve | 6% | (28) | 23% | (115) | 62% | (309) | 9% | (44) | 496 |
| Trump Job Somewhat Approve | 7% | (26) | 37% | (138) | 40% | (149) | 16% | (60) | 372 |
| Trump Job Somewhat Disapprove | 19% | (52) | 45% | (122) | 18% | (50) | 18% | (49) | 273 |
| Trump Job Strongly Disapprove | 32% | (308) | 47% | (451) | 11% | (102) | 11% | (105) | 966 |

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Table MCBR2_4: Are you more or less likely to purchase from a company that sells merchandise associated with the following people or groups?
Kamala Harris

| Demographic | More likely to purchase | | No impact either way | | Less likely to purchase | | Don't know / No opinion | | Total N |
|--------------------------------------|-------------------------|-------|----------------------|-------|-------------------------|-------|-------------------------|-------|---------|
| Adults | 19% | (417) | 38% | (840) | 28% | (611) | 15% | (332) | 2200 |
| Favorable of Trump | 6% | (55) | 29% | (255) | 52% | (462) | 13% | (118) | 890 |
| Unfavorable of Trump | 29% | (352) | 46% | (564) | 12% | (145) | 13% | (155) | 1216 |
| Very Favorable of Trump | 5% | (28) | 24% | (128) | 61% | (332) | 10% | (56) | 543 |
| Somewhat Favorable of Trump | 8% | (28) | 37% | (127) | 37% | (130) | 18% | (62) | 347 |
| Somewhat Unfavorable of Trump | 16% | (35) | 49% | (106) | 21% | (45) | 14% | (29) | 215 |
| Very Unfavorable of Trump | 32% | (317) | 46% | (458) | 10% | (100) | 13% | (125) | 1000 |
| #1 Issue: Economy | 15% | (122) | 38% | (299) | 32% | (249) | 15% | (118) | 789 |
| #1 Issue: Security | 11% | (24) | 28% | (61) | 51% | (112) | 10% | (23) | 220 |
| #1 Issue: Health Care | 26% | (121) | 43% | (203) | 18% | (86) | 13% | (61) | 471 |
| #1 Issue: Medicare / Social Security | 22% | (66) | 37% | (111) | 27% | (84) | 14% | (43) | 304 |
| #1 Issue: Women's Issues | 25% | (27) | 40% | (43) | 15% | (16) | 21% | (22) | 108 |
| #1 Issue: Education | 16% | (13) | 42% | (33) | 25% | (19) | 17% | (14) | 79 |
| #1 Issue: Energy | 17% | (16) | 47% | (43) | 12% | (11) | 24% | (22) | 91 |
| #1 Issue: Other | 20% | (28) | 35% | (48) | 24% | (33) | 21% | (29) | 138 |
| 2018 House Vote: Democrat | 39% | (289) | 43% | (323) | 10% | (76) | 7% | (55) | 744 |
| 2018 House Vote: Republican | 6% | (40) | 30% | (190) | 55% | (344) | 9% | (55) | 630 |
| 2018 House Vote: Someone else | 3% | (2) | 47% | (28) | 23% | (14) | 27% | (16) | 59 |
| 2016 Vote: Hillary Clinton | 40% | (271) | 44% | (299) | 10% | (65) | 7% | (44) | 680 |
| 2016 Vote: Donald Trump | 5% | (38) | 31% | (211) | 57% | (391) | 7% | (51) | 691 |
| 2016 Vote: Other | 12% | (12) | 43% | (43) | 31% | (32) | 14% | (14) | 100 |
| 2016 Vote: Didn't Vote | 13% | (94) | 40% | (287) | 17% | (123) | 30% | (218) | 722 |
| Voted in 2014: Yes | 23% | (284) | 38% | (469) | 32% | (389) | 7% | (85) | 1227 |
| Voted in 2014: No | 14% | (133) | 38% | (371) | 23% | (222) | 25% | (247) | 973 |
| 2012 Vote: Barack Obama | 34% | (294) | 45% | (387) | 16% | (137) | 5% | (47) | 865 |
| 2012 Vote: Mitt Romney | 4% | (19) | 32% | (142) | 58% | (258) | 6% | (27) | 447 |
| 2012 Vote: Other | 7% | (4) | 26% | (14) | 60% | (33) | 8% | (4) | 55 |
| 2012 Vote: Didn't Vote | 12% | (99) | 36% | (298) | 22% | (180) | 31% | (253) | 830 |

Continued on next page

Table MCBR2_4: Are you more or less likely to purchase from a company that sells merchandise associated with the following people or groups?
 Kamala Harris

| Demographic | More likely to purchase | | No impact either way | | Less likely to purchase | | Don't know / No opinion | | Total N |
|-------------------------------|-------------------------|-------|----------------------|-------|-------------------------|-------|-------------------------|-------|---------|
| Adults | 19% | (417) | 38% | (840) | 28% | (611) | 15% | (332) | 2200 |
| 4-Region: Northeast | 26% | (102) | 40% | (158) | 22% | (86) | 12% | (47) | 394 |
| 4-Region: Midwest | 19% | (86) | 39% | (182) | 29% | (136) | 13% | (59) | 462 |
| 4-Region: South | 17% | (137) | 34% | (282) | 28% | (234) | 21% | (171) | 824 |
| 4-Region: West | 18% | (91) | 42% | (218) | 30% | (155) | 11% | (55) | 520 |
| Favorable of Biden | 33% | (379) | 48% | (540) | 9% | (97) | 10% | (118) | 1134 |
| Unfavorable of Biden | 3% | (28) | 29% | (260) | 56% | (506) | 12% | (112) | 906 |
| Very favorable of Biden | 48% | (307) | 34% | (215) | 9% | (55) | 9% | (57) | 634 |
| Somewhat favorable of Biden | 14% | (72) | 65% | (325) | 8% | (42) | 12% | (61) | 500 |
| Somewhat unfavorable of Biden | 6% | (13) | 48% | (105) | 27% | (60) | 19% | (42) | 220 |
| Very unfavorable of Biden | 2% | (15) | 23% | (155) | 65% | (446) | 10% | (70) | 686 |

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

**Table MCBR2_5: Are you more or less likely to purchase from a company that sells merchandise associated with the following people or groups?
The Republican Party**

| Demographic | More likely to purchase | | No impact either way | | Less likely to purchase | | Don't know / No opinion | | Total N |
|--------------------------|-------------------------|-------|----------------------|-------|-------------------------|-------|-------------------------|-------|---------|
| Adults | 18% | (395) | 36% | (797) | 35% | (760) | 11% | (249) | 2200 |
| Gender: Male | 22% | (238) | 37% | (392) | 33% | (349) | 8% | (82) | 1062 |
| Gender: Female | 14% | (157) | 36% | (405) | 36% | (410) | 15% | (167) | 1138 |
| Age: 18-34 | 20% | (130) | 27% | (179) | 33% | (218) | 20% | (128) | 655 |
| Age: 35-44 | 20% | (70) | 36% | (128) | 33% | (118) | 12% | (42) | 358 |
| Age: 45-64 | 16% | (122) | 40% | (302) | 37% | (275) | 7% | (53) | 751 |
| Age: 65+ | 17% | (74) | 43% | (188) | 34% | (148) | 6% | (26) | 436 |
| GenZers: 1997-2012 | 12% | (32) | 22% | (57) | 39% | (101) | 27% | (70) | 260 |
| Millennials: 1981-1996 | 22% | (125) | 32% | (183) | 32% | (185) | 14% | (82) | 576 |
| GenXers: 1965-1980 | 20% | (106) | 41% | (215) | 31% | (161) | 8% | (41) | 523 |
| Baby Boomers: 1946-1964 | 15% | (113) | 39% | (288) | 38% | (281) | 7% | (53) | 736 |
| PID: Dem (no lean) | 4% | (30) | 25% | (199) | 66% | (532) | 5% | (43) | 804 |
| PID: Ind (no lean) | 8% | (55) | 44% | (320) | 26% | (186) | 22% | (160) | 720 |
| PID: Rep (no lean) | 46% | (310) | 41% | (278) | 6% | (42) | 7% | (45) | 676 |
| PID/Gender: Dem Men | 5% | (18) | 24% | (86) | 68% | (246) | 3% | (11) | 361 |
| PID/Gender: Dem Women | 3% | (11) | 26% | (114) | 64% | (286) | 7% | (33) | 443 |
| PID/Gender: Ind Men | 12% | (39) | 47% | (149) | 25% | (80) | 16% | (50) | 318 |
| PID/Gender: Ind Women | 4% | (16) | 42% | (171) | 26% | (105) | 27% | (110) | 402 |
| PID/Gender: Rep Men | 47% | (181) | 41% | (157) | 6% | (23) | 6% | (21) | 383 |
| PID/Gender: Rep Women | 44% | (129) | 41% | (121) | 7% | (19) | 8% | (24) | 293 |
| Ideo: Liberal (1-3) | 11% | (64) | 22% | (132) | 63% | (376) | 5% | (29) | 601 |
| Ideo: Moderate (4) | 12% | (89) | 43% | (314) | 34% | (249) | 11% | (79) | 731 |
| Ideo: Conservative (5-7) | 34% | (234) | 46% | (312) | 14% | (94) | 7% | (46) | 687 |
| Educ: < College | 17% | (253) | 37% | (559) | 33% | (497) | 13% | (203) | 1512 |
| Educ: Bachelors degree | 18% | (79) | 35% | (157) | 40% | (177) | 7% | (31) | 444 |
| Educ: Post-grad | 26% | (62) | 33% | (81) | 35% | (85) | 6% | (15) | 244 |
| Income: Under 50k | 17% | (187) | 35% | (399) | 33% | (368) | 15% | (174) | 1128 |
| Income: 50k-100k | 18% | (125) | 38% | (258) | 36% | (248) | 8% | (55) | 686 |
| Income: 100k+ | 21% | (82) | 36% | (140) | 37% | (143) | 5% | (20) | 386 |
| Ethnicity: White | 20% | (341) | 39% | (676) | 32% | (551) | 9% | (154) | 1722 |
| Ethnicity: Hispanic | 16% | (57) | 25% | (86) | 40% | (141) | 19% | (65) | 349 |

Continued on next page

Table MCBR2_5: Are you more or less likely to purchase from a company that sells merchandise associated with the following people or groups?
The Republican Party

| Demographic | More likely to purchase | | No impact either way | | Less likely to purchase | | Don't know / No opinion | | Total N |
|-----------------------------------|-------------------------|-------|----------------------|-------|-------------------------|-------|-------------------------|-------|---------|
| Adults | 18% | (395) | 36% | (797) | 35% | (760) | 11% | (249) | 2200 |
| Ethnicity: Black | 9% | (25) | 27% | (73) | 45% | (123) | 19% | (53) | 274 |
| Ethnicity: Other | 14% | (29) | 23% | (48) | 42% | (86) | 21% | (42) | 204 |
| All Christian | 23% | (235) | 41% | (428) | 29% | (304) | 7% | (77) | 1044 |
| All Non-Christian | 20% | (30) | 29% | (42) | 47% | (67) | 4% | (6) | 144 |
| Atheist | 13% | (13) | 31% | (31) | 51% | (50) | 5% | (5) | 98 |
| Agnostic/Nothing in particular | 9% | (49) | 37% | (206) | 37% | (207) | 16% | (91) | 552 |
| Something Else | 19% | (68) | 25% | (90) | 37% | (133) | 20% | (71) | 362 |
| Religious Non-Protestant/Catholic | 20% | (33) | 32% | (54) | 44% | (72) | 4% | (7) | 165 |
| Evangelical | 30% | (170) | 34% | (191) | 26% | (147) | 11% | (60) | 567 |
| Non-Evangelical | 16% | (123) | 38% | (300) | 36% | (281) | 11% | (87) | 792 |
| Community: Urban | 19% | (128) | 30% | (198) | 40% | (264) | 11% | (73) | 663 |
| Community: Suburban | 17% | (170) | 38% | (375) | 34% | (342) | 11% | (108) | 995 |
| Community: Rural | 18% | (97) | 41% | (224) | 28% | (154) | 13% | (68) | 543 |
| Employ: Private Sector | 23% | (151) | 35% | (234) | 35% | (237) | 7% | (48) | 671 |
| Employ: Government | 21% | (22) | 37% | (39) | 34% | (36) | 9% | (9) | 106 |
| Employ: Self-Employed | 18% | (38) | 33% | (70) | 36% | (75) | 12% | (26) | 208 |
| Employ: Homemaker | 17% | (28) | 40% | (67) | 34% | (56) | 9% | (15) | 167 |
| Employ: Retired | 16% | (82) | 42% | (223) | 36% | (191) | 6% | (33) | 529 |
| Employ: Unemployed | 14% | (40) | 37% | (107) | 32% | (91) | 18% | (51) | 290 |
| Employ: Other | 15% | (21) | 35% | (49) | 23% | (32) | 26% | (36) | 138 |
| Military HH: Yes | 21% | (79) | 42% | (154) | 33% | (121) | 4% | (15) | 369 |
| Military HH: No | 17% | (316) | 35% | (642) | 35% | (639) | 13% | (234) | 1831 |
| RD/WT: Right Direction | 42% | (274) | 40% | (260) | 9% | (62) | 9% | (62) | 658 |
| RD/WT: Wrong Track | 8% | (120) | 35% | (536) | 45% | (697) | 12% | (187) | 1542 |
| Trump Job Approve | 39% | (342) | 45% | (387) | 8% | (69) | 8% | (70) | 868 |
| Trump Job Disapprove | 4% | (53) | 32% | (396) | 55% | (687) | 8% | (103) | 1239 |
| Trump Job Strongly Approve | 53% | (261) | 36% | (179) | 6% | (28) | 6% | (29) | 496 |
| Trump Job Somewhat Approve | 22% | (81) | 56% | (208) | 11% | (42) | 11% | (42) | 372 |
| Trump Job Somewhat Disapprove | 7% | (20) | 51% | (140) | 27% | (74) | 14% | (39) | 273 |
| Trump Job Strongly Disapprove | 3% | (32) | 27% | (256) | 63% | (613) | 7% | (64) | 966 |

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Table MCBR2_5: Are you more or less likely to purchase from a company that sells merchandise associated with the following people or groups?
The Republican Party

| Demographic | More likely to purchase | | No impact either way | | Less likely to purchase | | Don't know / No opinion | | Total N |
|--------------------------------------|-------------------------|-------|----------------------|-------|-------------------------|-------|-------------------------|-------|---------|
| Adults | 18% | (395) | 36% | (797) | 35% | (760) | 11% | (249) | 2200 |
| Favorable of Trump | 39% | (349) | 45% | (400) | 7% | (62) | 9% | (79) | 890 |
| Unfavorable of Trump | 3% | (42) | 31% | (382) | 56% | (686) | 9% | (106) | 1216 |
| Very Favorable of Trump | 54% | (292) | 35% | (191) | 5% | (27) | 6% | (33) | 543 |
| Somewhat Favorable of Trump | 17% | (58) | 60% | (208) | 10% | (35) | 13% | (46) | 347 |
| Somewhat Unfavorable of Trump | 4% | (9) | 58% | (126) | 27% | (58) | 10% | (22) | 215 |
| Very Unfavorable of Trump | 3% | (33) | 26% | (256) | 63% | (627) | 8% | (84) | 1000 |
| #1 Issue: Economy | 22% | (173) | 38% | (303) | 28% | (218) | 12% | (95) | 789 |
| #1 Issue: Security | 30% | (66) | 48% | (106) | 15% | (33) | 7% | (16) | 220 |
| #1 Issue: Health Care | 12% | (58) | 31% | (146) | 46% | (217) | 11% | (50) | 471 |
| #1 Issue: Medicare / Social Security | 17% | (52) | 33% | (100) | 38% | (115) | 12% | (37) | 304 |
| #1 Issue: Women's Issues | 7% | (7) | 23% | (25) | 52% | (56) | 18% | (20) | 108 |
| #1 Issue: Education | 20% | (16) | 43% | (34) | 31% | (24) | 7% | (5) | 79 |
| #1 Issue: Energy | 13% | (12) | 26% | (23) | 51% | (46) | 11% | (10) | 91 |
| #1 Issue: Other | 8% | (11) | 43% | (60) | 37% | (51) | 12% | (16) | 138 |
| 2018 House Vote: Democrat | 4% | (29) | 29% | (213) | 62% | (459) | 6% | (42) | 744 |
| 2018 House Vote: Republican | 44% | (275) | 43% | (270) | 9% | (55) | 5% | (29) | 630 |
| 2018 House Vote: Someone else | 3% | (2) | 48% | (29) | 31% | (18) | 17% | (10) | 59 |
| 2016 Vote: Hillary Clinton | 4% | (30) | 26% | (177) | 64% | (438) | 5% | (35) | 680 |
| 2016 Vote: Donald Trump | 43% | (296) | 45% | (312) | 8% | (54) | 4% | (29) | 691 |
| 2016 Vote: Other | 7% | (7) | 43% | (44) | 38% | (38) | 11% | (11) | 100 |
| 2016 Vote: Didn't Vote | 9% | (62) | 36% | (262) | 31% | (224) | 24% | (174) | 722 |
| Voted in 2014: Yes | 21% | (257) | 36% | (437) | 38% | (467) | 5% | (66) | 1227 |
| Voted in 2014: No | 14% | (138) | 37% | (359) | 30% | (292) | 19% | (183) | 973 |
| 2012 Vote: Barack Obama | 9% | (80) | 33% | (281) | 54% | (464) | 5% | (39) | 865 |
| 2012 Vote: Mitt Romney | 40% | (179) | 45% | (201) | 11% | (48) | 4% | (19) | 447 |
| 2012 Vote: Other | 22% | (12) | 40% | (22) | 29% | (16) | 9% | (5) | 55 |
| 2012 Vote: Didn't Vote | 15% | (121) | 35% | (292) | 28% | (231) | 22% | (186) | 830 |

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Table MCBR2_5: Are you more or less likely to purchase from a company that sells merchandise associated with the following people or groups?
 The Republican Party

| Demographic | More likely to purchase | | No impact either way | | Less likely to purchase | | Don't know / No opinion | | Total N |
|-------------------------------|-------------------------|-------|----------------------|-------|-------------------------|-------|-------------------------|-------|---------|
| Adults | 18% | (395) | 36% | (797) | 35% | (760) | 11% | (249) | 2200 |
| 4-Region: Northeast | 20% | (80) | 32% | (126) | 38% | (150) | 9% | (37) | 394 |
| 4-Region: Midwest | 15% | (71) | 38% | (174) | 36% | (168) | 11% | (49) | 462 |
| 4-Region: South | 18% | (149) | 35% | (290) | 32% | (264) | 15% | (121) | 824 |
| 4-Region: West | 18% | (95) | 40% | (206) | 34% | (178) | 8% | (42) | 520 |
| Favorable of Biden | 7% | (82) | 32% | (359) | 54% | (614) | 7% | (80) | 1134 |
| Unfavorable of Biden | 33% | (301) | 44% | (402) | 14% | (128) | 8% | (75) | 906 |
| Very favorable of Biden | 8% | (48) | 22% | (139) | 64% | (404) | 7% | (42) | 634 |
| Somewhat favorable of Biden | 7% | (33) | 44% | (221) | 42% | (209) | 7% | (37) | 500 |
| Somewhat unfavorable of Biden | 19% | (42) | 46% | (101) | 25% | (55) | 10% | (22) | 220 |
| Very unfavorable of Biden | 38% | (259) | 44% | (301) | 11% | (73) | 8% | (53) | 686 |

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

Table MCBR2_6: Are you more or less likely to purchase from a company that sells merchandise associated with the following people or groups?
The Democratic Party

| Demographic | More likely to purchase | | No impact either way | | Less likely to purchase | | Don't know / No opinion | | Total N |
|--------------------------|-------------------------|-------|----------------------|-------|-------------------------|-------|-------------------------|-------|---------|
| Adults | 22% | (492) | 40% | (869) | 27% | (591) | 11% | (247) | 2200 |
| Gender: Male | 22% | (232) | 39% | (417) | 31% | (327) | 8% | (86) | 1062 |
| Gender: Female | 23% | (260) | 40% | (453) | 23% | (264) | 14% | (162) | 1138 |
| Age: 18-34 | 27% | (179) | 30% | (196) | 24% | (160) | 18% | (120) | 655 |
| Age: 35-44 | 29% | (104) | 42% | (149) | 18% | (63) | 12% | (41) | 358 |
| Age: 45-64 | 18% | (135) | 45% | (338) | 28% | (213) | 9% | (65) | 751 |
| Age: 65+ | 17% | (74) | 43% | (186) | 36% | (156) | 5% | (21) | 436 |
| GenZers: 1997-2012 | 33% | (87) | 30% | (78) | 14% | (35) | 23% | (59) | 260 |
| Millennials: 1981-1996 | 26% | (148) | 34% | (194) | 26% | (149) | 15% | (84) | 576 |
| GenXers: 1965-1980 | 21% | (110) | 44% | (228) | 26% | (136) | 9% | (48) | 523 |
| Baby Boomers: 1946-1964 | 18% | (129) | 44% | (326) | 31% | (226) | 7% | (54) | 736 |
| PID: Dem (no lean) | 49% | (394) | 39% | (315) | 7% | (58) | 5% | (37) | 804 |
| PID: Ind (no lean) | 9% | (67) | 48% | (345) | 22% | (158) | 21% | (150) | 720 |
| PID: Rep (no lean) | 5% | (31) | 31% | (209) | 55% | (375) | 9% | (61) | 676 |
| PID/Gender: Dem Men | 53% | (191) | 36% | (129) | 9% | (33) | 2% | (8) | 361 |
| PID/Gender: Dem Women | 46% | (203) | 42% | (186) | 6% | (25) | 6% | (29) | 443 |
| PID/Gender: Ind Men | 7% | (21) | 52% | (165) | 28% | (89) | 14% | (43) | 318 |
| PID/Gender: Ind Women | 11% | (46) | 45% | (180) | 17% | (69) | 27% | (107) | 402 |
| PID/Gender: Rep Men | 5% | (20) | 32% | (123) | 54% | (205) | 9% | (34) | 383 |
| PID/Gender: Rep Women | 4% | (11) | 29% | (86) | 58% | (169) | 9% | (26) | 293 |
| Ideo: Liberal (1-3) | 43% | (261) | 40% | (238) | 12% | (73) | 5% | (29) | 601 |
| Ideo: Moderate (4) | 22% | (158) | 49% | (356) | 19% | (137) | 11% | (81) | 731 |
| Ideo: Conservative (5-7) | 7% | (48) | 33% | (227) | 53% | (361) | 7% | (50) | 687 |
| Educ: < College | 20% | (303) | 39% | (595) | 27% | (414) | 13% | (200) | 1512 |
| Educ: Bachelors degree | 25% | (112) | 42% | (187) | 26% | (113) | 7% | (31) | 444 |
| Educ: Post-grad | 31% | (77) | 36% | (87) | 26% | (64) | 7% | (17) | 244 |
| Income: Under 50k | 21% | (232) | 38% | (433) | 26% | (293) | 15% | (170) | 1128 |
| Income: 50k-100k | 21% | (143) | 42% | (289) | 29% | (197) | 8% | (57) | 686 |
| Income: 100k+ | 30% | (117) | 38% | (147) | 26% | (101) | 5% | (21) | 386 |
| Ethnicity: White | 19% | (334) | 41% | (703) | 30% | (520) | 10% | (165) | 1722 |
| Ethnicity: Hispanic | 25% | (87) | 39% | (137) | 19% | (67) | 17% | (58) | 349 |

Continued on next page

Table MCBR2_6: Are you more or less likely to purchase from a company that sells merchandise associated with the following people or groups?
The Democratic Party

| Demographic | More likely to purchase | | No impact either way | | Less likely to purchase | | Don't know / No opinion | | Total N |
|-----------------------------------|-------------------------|-------|----------------------|-------|-------------------------|-------|-------------------------|-------|---------|
| Adults | 22% | (492) | 40% | (869) | 27% | (591) | 11% | (247) | 2200 |
| Ethnicity: Black | 40% | (108) | 34% | (94) | 11% | (30) | 15% | (42) | 274 |
| Ethnicity: Other | 24% | (49) | 36% | (73) | 20% | (41) | 20% | (41) | 204 |
| All Christian | 20% | (208) | 39% | (410) | 33% | (342) | 8% | (84) | 1044 |
| All Non-Christian | 34% | (48) | 45% | (64) | 15% | (22) | 6% | (9) | 144 |
| Atheist | 28% | (28) | 47% | (46) | 20% | (20) | 4% | (4) | 98 |
| Agnostic/Nothing in particular | 22% | (120) | 42% | (234) | 20% | (109) | 16% | (88) | 552 |
| Something Else | 24% | (87) | 32% | (115) | 27% | (98) | 17% | (62) | 362 |
| Religious Non-Protestant/Catholic | 32% | (52) | 45% | (75) | 18% | (29) | 6% | (9) | 165 |
| Evangelical | 23% | (129) | 28% | (159) | 38% | (218) | 11% | (61) | 567 |
| Non-Evangelical | 20% | (159) | 43% | (344) | 26% | (204) | 11% | (85) | 792 |
| Community: Urban | 33% | (216) | 35% | (231) | 21% | (139) | 12% | (77) | 663 |
| Community: Suburban | 18% | (176) | 44% | (434) | 29% | (286) | 10% | (99) | 995 |
| Community: Rural | 19% | (101) | 38% | (204) | 31% | (166) | 13% | (71) | 543 |
| Employ: Private Sector | 27% | (179) | 37% | (248) | 29% | (195) | 7% | (49) | 671 |
| Employ: Government | 24% | (26) | 43% | (45) | 23% | (25) | 10% | (11) | 106 |
| Employ: Self-Employed | 27% | (57) | 39% | (82) | 23% | (48) | 10% | (21) | 208 |
| Employ: Homemaker | 13% | (22) | 50% | (83) | 25% | (42) | 12% | (20) | 167 |
| Employ: Retired | 17% | (92) | 43% | (225) | 34% | (177) | 7% | (35) | 529 |
| Employ: Unemployed | 20% | (58) | 40% | (116) | 22% | (65) | 17% | (50) | 290 |
| Employ: Other | 23% | (32) | 34% | (46) | 18% | (24) | 26% | (35) | 138 |
| Military HH: Yes | 18% | (65) | 43% | (160) | 34% | (126) | 5% | (18) | 369 |
| Military HH: No | 23% | (427) | 39% | (709) | 25% | (465) | 13% | (229) | 1831 |
| RD/WT: Right Direction | 12% | (81) | 31% | (205) | 47% | (310) | 10% | (63) | 658 |
| RD/WT: Wrong Track | 27% | (411) | 43% | (665) | 18% | (282) | 12% | (185) | 1542 |
| Trump Job Approve | 7% | (60) | 32% | (281) | 53% | (457) | 8% | (70) | 868 |
| Trump Job Disapprove | 34% | (427) | 46% | (575) | 11% | (134) | 8% | (103) | 1239 |
| Trump Job Strongly Approve | 4% | (20) | 23% | (116) | 65% | (322) | 8% | (38) | 496 |
| Trump Job Somewhat Approve | 11% | (40) | 44% | (165) | 36% | (135) | 9% | (32) | 372 |
| Trump Job Somewhat Disapprove | 22% | (60) | 49% | (135) | 16% | (43) | 13% | (36) | 273 |
| Trump Job Strongly Disapprove | 38% | (367) | 46% | (440) | 9% | (91) | 7% | (67) | 966 |

Continued on next page

Table MCBR2_6: Are you more or less likely to purchase from a company that sells merchandise associated with the following people or groups?
The Democratic Party

| Demographic | More likely to purchase | | No impact either way | | Less likely to purchase | | Don't know / No opinion | | Total N |
|--------------------------------------|-------------------------|-------|----------------------|-------|-------------------------|-------|-------------------------|-------|---------|
| Adults | 22% | (492) | 40% | (869) | 27% | (591) | 11% | (247) | 2200 |
| Favorable of Trump | 7% | (60) | 33% | (292) | 51% | (458) | 9% | (80) | 890 |
| Unfavorable of Trump | 35% | (426) | 46% | (556) | 11% | (130) | 9% | (104) | 1216 |
| Very Favorable of Trump | 4% | (23) | 24% | (130) | 64% | (346) | 8% | (44) | 543 |
| Somewhat Favorable of Trump | 11% | (37) | 47% | (162) | 32% | (111) | 11% | (37) | 347 |
| Somewhat Unfavorable of Trump | 21% | (44) | 52% | (113) | 17% | (36) | 10% | (22) | 215 |
| Very Unfavorable of Trump | 38% | (382) | 44% | (443) | 9% | (94) | 8% | (81) | 1000 |
| #1 Issue: Economy | 17% | (138) | 40% | (317) | 31% | (246) | 11% | (88) | 789 |
| #1 Issue: Security | 11% | (24) | 32% | (70) | 49% | (108) | 9% | (19) | 220 |
| #1 Issue: Health Care | 31% | (148) | 44% | (206) | 15% | (70) | 10% | (47) | 471 |
| #1 Issue: Medicare / Social Security | 23% | (70) | 38% | (116) | 26% | (79) | 13% | (40) | 304 |
| #1 Issue: Women's Issues | 36% | (38) | 35% | (38) | 11% | (12) | 18% | (19) | 108 |
| #1 Issue: Education | 25% | (20) | 40% | (32) | 25% | (19) | 10% | (8) | 79 |
| #1 Issue: Energy | 25% | (23) | 44% | (40) | 22% | (20) | 9% | (8) | 91 |
| #1 Issue: Other | 23% | (31) | 37% | (51) | 27% | (37) | 14% | (19) | 138 |
| 2018 House Vote: Democrat | 44% | (325) | 44% | (324) | 8% | (59) | 5% | (36) | 744 |
| 2018 House Vote: Republican | 5% | (33) | 33% | (208) | 56% | (354) | 6% | (35) | 630 |
| 2018 House Vote: Someone else | 14% | (8) | 46% | (27) | 17% | (10) | 23% | (13) | 59 |
| 2016 Vote: Hillary Clinton | 44% | (301) | 43% | (289) | 9% | (61) | 4% | (29) | 680 |
| 2016 Vote: Donald Trump | 5% | (32) | 35% | (241) | 55% | (383) | 5% | (35) | 691 |
| 2016 Vote: Other | 17% | (17) | 43% | (44) | 27% | (27) | 13% | (13) | 100 |
| 2016 Vote: Didn't Vote | 19% | (139) | 40% | (291) | 17% | (121) | 24% | (171) | 722 |
| Voted in 2014: Yes | 26% | (314) | 40% | (486) | 30% | (362) | 5% | (65) | 1227 |
| Voted in 2014: No | 18% | (178) | 39% | (384) | 24% | (229) | 19% | (183) | 973 |
| 2012 Vote: Barack Obama | 37% | (320) | 46% | (398) | 13% | (110) | 4% | (37) | 865 |
| 2012 Vote: Mitt Romney | 4% | (17) | 35% | (156) | 56% | (249) | 5% | (24) | 447 |
| 2012 Vote: Other | 6% | (3) | 24% | (13) | 61% | (34) | 8% | (5) | 55 |
| 2012 Vote: Didn't Vote | 18% | (151) | 36% | (302) | 24% | (196) | 22% | (181) | 830 |

Continued on next page

Table MCBR2_6: Are you more or less likely to purchase from a company that sells merchandise associated with the following people or groups?
 The Democratic Party

| Demographic | More likely to purchase | | No impact either way | | Less likely to purchase | | Don't know / No opinion | | Total N |
|-------------------------------|-------------------------|-------|----------------------|-------|-------------------------|-------|-------------------------|-------|---------|
| Adults | 22% | (492) | 40% | (869) | 27% | (591) | 11% | (247) | 2200 |
| 4-Region: Northeast | 27% | (106) | 40% | (159) | 22% | (88) | 10% | (40) | 394 |
| 4-Region: Midwest | 23% | (105) | 41% | (188) | 27% | (126) | 9% | (43) | 462 |
| 4-Region: South | 19% | (160) | 37% | (308) | 28% | (231) | 15% | (125) | 824 |
| 4-Region: West | 23% | (121) | 41% | (214) | 28% | (145) | 8% | (40) | 520 |
| Favorable of Biden | 39% | (445) | 46% | (522) | 8% | (88) | 7% | (79) | 1134 |
| Unfavorable of Biden | 4% | (35) | 34% | (306) | 54% | (491) | 8% | (74) | 906 |
| Very favorable of Biden | 56% | (357) | 32% | (202) | 7% | (43) | 5% | (32) | 634 |
| Somewhat favorable of Biden | 18% | (88) | 64% | (320) | 9% | (45) | 9% | (47) | 500 |
| Somewhat unfavorable of Biden | 9% | (20) | 53% | (117) | 25% | (54) | 13% | (29) | 220 |
| Very unfavorable of Biden | 2% | (16) | 27% | (188) | 64% | (437) | 7% | (45) | 686 |

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

Table MCBR3_1: Would you have a more or less favorable view of a company if its CEO or other executive leaders publicly supported the following people or groups?
Donald Trump

| Demographic | Much more favorable view | Somewhat more favorable view | No impact either way | Somewhat less favorable view | Much less favorable view | Don't know / No opinion | Total N |
|--------------------------|--------------------------|------------------------------|----------------------|------------------------------|--------------------------|-------------------------|---------|
| Adults | 16% (347) | 10% (228) | 22% (482) | 7% (147) | 37% (817) | 8% (179) | 2200 |
| Gender: Male | 19% (199) | 14% (146) | 23% (249) | 8% (82) | 31% (334) | 5% (52) | 1062 |
| Gender: Female | 13% (147) | 7% (82) | 21% (233) | 6% (66) | 42% (483) | 11% (127) | 1138 |
| Age: 18-34 | 15% (95) | 13% (87) | 17% (108) | 6% (40) | 37% (241) | 13% (83) | 655 |
| Age: 35-44 | 17% (61) | 10% (34) | 25% (91) | 9% (32) | 31% (110) | 8% (29) | 358 |
| Age: 45-64 | 16% (119) | 8% (60) | 25% (186) | 5% (40) | 40% (299) | 6% (48) | 751 |
| Age: 65+ | 16% (71) | 11% (47) | 22% (97) | 8% (36) | 38% (166) | 5% (20) | 436 |
| GenZers: 1997-2012 | 8% (20) | 12% (30) | 15% (40) | 4% (10) | 47% (122) | 15% (39) | 260 |
| Millennials: 1981-1996 | 17% (100) | 12% (67) | 19% (112) | 8% (45) | 32% (186) | 12% (66) | 576 |
| GenXers: 1965-1980 | 20% (106) | 10% (52) | 25% (131) | 7% (34) | 32% (170) | 6% (31) | 523 |
| Baby Boomers: 1946-1964 | 14% (101) | 10% (72) | 23% (173) | 6% (47) | 41% (305) | 5% (37) | 736 |
| PID: Dem (no lean) | 2% (15) | 4% (32) | 14% (110) | 9% (69) | 68% (549) | 4% (28) | 804 |
| PID: Ind (no lean) | 8% (58) | 9% (63) | 29% (207) | 7% (53) | 31% (224) | 16% (116) | 720 |
| PID: Rep (no lean) | 40% (274) | 20% (133) | 24% (165) | 4% (25) | 6% (43) | 5% (35) | 676 |
| PID/Gender: Dem Men | 3% (9) | 6% (22) | 17% (61) | 11% (41) | 62% (224) | 1% (3) | 361 |
| PID/Gender: Dem Women | 1% (6) | 2% (10) | 11% (50) | 6% (28) | 73% (325) | 6% (25) | 443 |
| PID/Gender: Ind Men | 12% (38) | 10% (33) | 32% (101) | 8% (26) | 28% (89) | 10% (31) | 318 |
| PID/Gender: Ind Women | 5% (19) | 7% (30) | 26% (106) | 7% (27) | 34% (135) | 21% (85) | 402 |
| PID/Gender: Rep Men | 40% (152) | 24% (91) | 23% (87) | 4% (15) | 5% (20) | 5% (18) | 383 |
| PID/Gender: Rep Women | 42% (122) | 14% (42) | 26% (78) | 4% (11) | 8% (23) | 6% (17) | 293 |
| Ideo: Liberal (1-3) | 8% (51) | 5% (33) | 10% (60) | 9% (54) | 64% (386) | 3% (17) | 601 |
| Ideo: Moderate (4) | 10% (75) | 7% (52) | 28% (205) | 8% (56) | 40% (294) | 7% (48) | 731 |
| Ideo: Conservative (5-7) | 31% (212) | 19% (127) | 27% (186) | 5% (32) | 13% (87) | 6% (43) | 687 |
| Educ: < College | 15% (220) | 11% (161) | 22% (335) | 5% (73) | 37% (566) | 10% (157) | 1512 |
| Educ: Bachelors degree | 16% (73) | 10% (42) | 21% (94) | 11% (50) | 39% (172) | 3% (13) | 444 |
| Educ: Post-grad | 22% (54) | 10% (25) | 22% (54) | 10% (24) | 32% (79) | 4% (9) | 244 |

Continued on next page

Table MCBR3_1: Would you have a more or less favorable view of a company if its CEO or other executive leaders publicly supported the following people or groups?
Donald Trump

| Demographic | Much more favorable view | Somewhat more favorable view | No impact either way | Somewhat less favorable view | Much less favorable view | Don't know / No opinion | Total N |
|-----------------------------------|--------------------------|------------------------------|----------------------|------------------------------|--------------------------|-------------------------|---------|
| Adults | 16% (347) | 10% (228) | 22% (482) | 7% (147) | 37% (817) | 8% (179) | 2200 |
| Income: Under 50k | 15% (168) | 10% (111) | 21% (242) | 5% (53) | 38% (430) | 11% (124) | 1128 |
| Income: 50k-100k | 15% (101) | 11% (77) | 23% (161) | 7% (49) | 37% (256) | 6% (42) | 686 |
| Income: 100k+ | 20% (78) | 10% (40) | 21% (79) | 12% (45) | 34% (131) | 3% (13) | 386 |
| Ethnicity: White | 18% (312) | 11% (189) | 24% (406) | 6% (106) | 35% (594) | 7% (113) | 1722 |
| Ethnicity: Hispanic | 15% (53) | 13% (45) | 12% (41) | 5% (19) | 43% (151) | 12% (42) | 349 |
| Ethnicity: Black | 5% (14) | 8% (23) | 17% (47) | 6% (16) | 52% (142) | 11% (31) | 274 |
| Ethnicity: Other | 10% (20) | 8% (16) | 14% (29) | 12% (25) | 39% (80) | 17% (34) | 204 |
| All Christian | 21% (217) | 12% (130) | 24% (254) | 8% (84) | 29% (304) | 5% (54) | 1044 |
| All Non-Christian | 16% (23) | 7% (10) | 15% (22) | 10% (14) | 48% (69) | 4% (6) | 144 |
| Atheist | 9% (9) | 11% (11) | 22% (22) | 5% (5) | 52% (51) | 1% (1) | 98 |
| Agnostic/Nothing in particular | 9% (48) | 7% (39) | 21% (114) | 6% (36) | 45% (251) | 12% (64) | 552 |
| Something Else | 14% (49) | 11% (38) | 19% (70) | 2% (8) | 39% (142) | 15% (54) | 362 |
| Religious Non-Protestant/Catholic | 16% (27) | 6% (10) | 20% (34) | 9% (14) | 44% (73) | 4% (7) | 165 |
| Evangelical | 25% (143) | 14% (82) | 22% (126) | 6% (31) | 25% (140) | 8% (46) | 567 |
| Non-Evangelical | 14% (110) | 11% (86) | 22% (175) | 8% (61) | 38% (297) | 8% (62) | 792 |
| Community: Urban | 17% (111) | 9% (61) | 16% (103) | 7% (44) | 43% (286) | 9% (57) | 663 |
| Community: Suburban | 14% (135) | 11% (110) | 24% (238) | 7% (70) | 36% (360) | 8% (82) | 995 |
| Community: Rural | 19% (101) | 10% (57) | 26% (141) | 6% (33) | 32% (171) | 7% (40) | 543 |
| Employ: Private Sector | 19% (130) | 11% (74) | 22% (150) | 8% (55) | 34% (226) | 5% (36) | 671 |
| Employ: Government | 9% (10) | 23% (24) | 20% (22) | 4% (4) | 36% (38) | 8% (8) | 106 |
| Employ: Self-Employed | 15% (31) | 11% (24) | 21% (43) | 7% (15) | 42% (87) | 4% (8) | 208 |
| Employ: Homemaker | 20% (34) | 2% (3) | 26% (44) | 5% (8) | 34% (57) | 12% (21) | 167 |
| Employ: Retired | 15% (78) | 9% (46) | 23% (122) | 8% (42) | 41% (216) | 5% (25) | 529 |
| Employ: Unemployed | 15% (44) | 11% (33) | 20% (58) | 4% (12) | 35% (102) | 14% (41) | 290 |
| Employ: Other | 12% (17) | 12% (17) | 25% (34) | 4% (5) | 30% (41) | 17% (24) | 138 |
| Military HH: Yes | 20% (73) | 10% (36) | 25% (91) | 5% (18) | 37% (135) | 4% (16) | 369 |
| Military HH: No | 15% (274) | 11% (193) | 21% (391) | 7% (129) | 37% (682) | 9% (163) | 1831 |

Continued on next page

Table MCBR3_1: Would you have a more or less favorable view of a company if its CEO or other executive leaders publicly supported the following people or groups?
Donald Trump

| Demographic | Much more favorable view | Somewhat more favorable view | No impact either way | Somewhat less favorable view | Much less favorable view | Don't know / No opinion | Total N |
|--------------------------------------|--------------------------|------------------------------|----------------------|------------------------------|--------------------------|-------------------------|---------|
| Adults | 16% (347) | 10% (228) | 22% (482) | 7% (147) | 37% (817) | 8% (179) | 2200 |
| RD/WT: Right Direction | 41% (269) | 19% (122) | 25% (164) | 3% (20) | 6% (40) | 7% (43) | 658 |
| RD/WT: Wrong Track | 5% (78) | 7% (107) | 21% (318) | 8% (127) | 50% (777) | 9% (136) | 1542 |
| Trump Job Approve | 38% (326) | 22% (189) | 29% (253) | 3% (27) | 3% (25) | 6% (48) | 868 |
| Trump Job Disapprove | 2% (19) | 3% (34) | 17% (213) | 9% (117) | 63% (786) | 6% (69) | 1239 |
| Trump Job Strongly Approve | 57% (281) | 15% (75) | 20% (98) | 1% (3) | 2% (12) | 5% (27) | 496 |
| Trump Job Somewhat Approve | 12% (45) | 31% (115) | 42% (155) | 6% (24) | 4% (13) | 6% (21) | 372 |
| Trump Job Somewhat Disapprove | 2% (5) | 9% (26) | 36% (98) | 17% (47) | 23% (64) | 12% (34) | 273 |
| Trump Job Strongly Disapprove | 1% (14) | 1% (8) | 12% (116) | 7% (71) | 75% (722) | 4% (35) | 966 |
| Favorable of Trump | 37% (334) | 23% (204) | 29% (259) | 2% (18) | 2% (21) | 6% (54) | 890 |
| Unfavorable of Trump | 1% (12) | 2% (21) | 17% (206) | 10% (126) | 65% (787) | 5% (64) | 1216 |
| Very Favorable of Trump | 58% (315) | 15% (79) | 19% (103) | 1% (3) | 2% (11) | 6% (32) | 543 |
| Somewhat Favorable of Trump | 5% (19) | 36% (125) | 45% (156) | 5% (16) | 3% (11) | 6% (22) | 347 |
| Somewhat Unfavorable of Trump | 4% (8) | 6% (13) | 42% (90) | 21% (45) | 17% (36) | 11% (23) | 215 |
| Very Unfavorable of Trump | — (4) | 1% (8) | 12% (116) | 8% (81) | 75% (751) | 4% (41) | 1000 |
| #1 Issue: Economy | 18% (143) | 12% (93) | 25% (199) | 9% (70) | 27% (212) | 9% (71) | 789 |
| #1 Issue: Security | 35% (77) | 17% (37) | 28% (61) | 5% (11) | 11% (25) | 4% (9) | 220 |
| #1 Issue: Health Care | 9% (40) | 8% (38) | 18% (86) | 5% (23) | 56% (265) | 4% (19) | 471 |
| #1 Issue: Medicare / Social Security | 15% (47) | 6% (19) | 22% (68) | 4% (12) | 40% (123) | 12% (36) | 304 |
| #1 Issue: Women's Issues | 5% (5) | 7% (7) | 9% (10) | 10% (11) | 53% (57) | 17% (18) | 108 |
| #1 Issue: Education | 16% (12) | 19% (15) | 20% (16) | 8% (7) | 29% (23) | 8% (6) | 79 |
| #1 Issue: Energy | 13% (12) | 6% (6) | 13% (12) | 8% (8) | 51% (47) | 9% (8) | 91 |
| #1 Issue: Other | 7% (10) | 10% (14) | 22% (30) | 5% (7) | 47% (65) | 9% (12) | 138 |
| 2018 House Vote: Democrat | 2% (13) | 4% (32) | 17% (124) | 10% (73) | 65% (486) | 2% (16) | 744 |
| 2018 House Vote: Republican | 39% (246) | 20% (125) | 27% (168) | 4% (23) | 7% (45) | 4% (23) | 630 |
| 2018 House Vote: Someone else | 11% (7) | 4% (2) | 24% (14) | 14% (8) | 27% (16) | 20% (12) | 59 |

Continued on next page

Table MCBR3_1: Would you have a more or less favorable view of a company if its CEO or other executive leaders publicly supported the following people or groups?
Donald Trump

| Demographic | Much more favorable view | Somewhat more favorable view | No impact either way | Somewhat less favorable view | Much less favorable view | Don't know / No opinion | Total N |
|-------------------------------|--------------------------|------------------------------|----------------------|------------------------------|--------------------------|-------------------------|---------|
| Adults | 16% (347) | 10% (228) | 22% (482) | 7% (147) | 37% (817) | 8% (179) | 2200 |
| 2016 Vote: Hillary Clinton | 1% (9) | 4% (25) | 15% (99) | 10% (70) | 68% (463) | 2% (15) | 680 |
| 2016 Vote: Donald Trump | 40% (274) | 18% (127) | 28% (194) | 4% (27) | 5% (37) | 5% (32) | 691 |
| 2016 Vote: Other | 2% (2) | 12% (12) | 32% (32) | 11% (12) | 35% (35) | 8% (8) | 100 |
| 2016 Vote: Didn't Vote | 9% (61) | 9% (63) | 22% (156) | 5% (39) | 38% (277) | 17% (125) | 722 |
| Voted in 2014: Yes | 18% (227) | 11% (131) | 22% (267) | 8% (95) | 38% (469) | 3% (37) | 1227 |
| Voted in 2014: No | 12% (120) | 10% (97) | 22% (215) | 5% (52) | 36% (348) | 15% (142) | 973 |
| 2012 Vote: Barack Obama | 7% (60) | 7% (58) | 18% (153) | 9% (81) | 56% (485) | 3% (29) | 865 |
| 2012 Vote: Mitt Romney | 37% (166) | 16% (70) | 29% (128) | 5% (23) | 10% (44) | 4% (16) | 447 |
| 2012 Vote: Other | 15% (8) | 21% (11) | 23% (13) | 6% (3) | 27% (15) | 8% (4) | 55 |
| 2012 Vote: Didn't Vote | 13% (111) | 11% (89) | 23% (188) | 5% (40) | 33% (272) | 16% (130) | 830 |
| 4-Region: Northeast | 17% (69) | 9% (37) | 19% (75) | 9% (37) | 38% (149) | 7% (27) | 394 |
| 4-Region: Midwest | 14% (63) | 7% (32) | 25% (118) | 6% (29) | 41% (189) | 7% (32) | 462 |
| 4-Region: South | 16% (131) | 13% (107) | 21% (172) | 5% (42) | 34% (282) | 11% (90) | 824 |
| 4-Region: West | 16% (84) | 10% (53) | 23% (117) | 8% (39) | 38% (198) | 6% (29) | 520 |
| Favorable of Biden | 4% (49) | 4% (49) | 16% (187) | 9% (103) | 61% (697) | 4% (50) | 1134 |
| Unfavorable of Biden | 31% (282) | 19% (170) | 28% (258) | 4% (40) | 11% (100) | 6% (55) | 906 |
| Very favorable of Biden | 4% (24) | 5% (30) | 10% (61) | 8% (49) | 71% (452) | 3% (18) | 634 |
| Somewhat favorable of Biden | 5% (26) | 4% (19) | 25% (126) | 11% (55) | 49% (244) | 6% (31) | 500 |
| Somewhat unfavorable of Biden | 10% (22) | 10% (22) | 43% (94) | 10% (22) | 21% (47) | 6% (14) | 220 |
| Very unfavorable of Biden | 38% (260) | 22% (149) | 24% (164) | 3% (18) | 8% (54) | 6% (41) | 686 |

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

Table MCBR3_2: Would you have a more or less favorable view of a company if its CEO or other executive leaders publicly supported the following people or groups?
Joe Biden

| Demographic | Much more favorable view | Somewhat more favorable view | No impact either way | Somewhat less favorable view | Much less favorable view | Don't know / No opinion | Total N |
|--------------------------|--------------------------|------------------------------|----------------------|------------------------------|--------------------------|-------------------------|---------|
| Adults | 20% (444) | 12% (271) | 28% (617) | 8% (168) | 23% (503) | 9% (199) | 2200 |
| Gender: Male | 20% (213) | 12% (127) | 30% (322) | 8% (84) | 24% (256) | 6% (60) | 1062 |
| Gender: Female | 20% (231) | 13% (143) | 26% (294) | 7% (84) | 22% (247) | 12% (139) | 1138 |
| Age: 18-34 | 22% (147) | 16% (104) | 20% (132) | 8% (52) | 19% (127) | 14% (95) | 655 |
| Age: 35-44 | 26% (94) | 12% (42) | 30% (106) | 6% (22) | 17% (61) | 9% (33) | 358 |
| Age: 45-64 | 18% (133) | 10% (72) | 35% (259) | 6% (46) | 25% (188) | 7% (53) | 751 |
| Age: 65+ | 16% (71) | 12% (53) | 27% (120) | 11% (47) | 29% (128) | 4% (17) | 436 |
| GenZers: 1997-2012 | 24% (63) | 19% (48) | 20% (51) | 8% (22) | 13% (34) | 16% (42) | 260 |
| Millennials: 1981-1996 | 23% (133) | 13% (77) | 22% (124) | 8% (45) | 21% (119) | 14% (79) | 576 |
| GenXers: 1965-1980 | 21% (111) | 9% (47) | 34% (177) | 6% (31) | 23% (122) | 7% (35) | 523 |
| Baby Boomers: 1946-1964 | 17% (122) | 11% (84) | 32% (236) | 7% (55) | 27% (198) | 5% (40) | 736 |
| PID: Dem (no lean) | 44% (353) | 22% (179) | 24% (191) | 3% (21) | 4% (35) | 3% (26) | 804 |
| PID: Ind (no lean) | 9% (64) | 8% (56) | 36% (260) | 9% (65) | 20% (147) | 18% (128) | 720 |
| PID: Rep (no lean) | 4% (27) | 5% (36) | 24% (165) | 12% (82) | 47% (321) | 7% (44) | 676 |
| PID/Gender: Dem Men | 48% (174) | 21% (76) | 24% (88) | 2% (7) | 3% (11) | 1% (4) | 361 |
| PID/Gender: Dem Women | 40% (178) | 23% (103) | 23% (103) | 3% (14) | 5% (24) | 5% (21) | 443 |
| PID/Gender: Ind Men | 5% (17) | 9% (28) | 43% (136) | 11% (34) | 21% (68) | 11% (36) | 318 |
| PID/Gender: Ind Women | 12% (47) | 7% (27) | 31% (125) | 8% (31) | 20% (79) | 23% (93) | 402 |
| PID/Gender: Rep Men | 6% (22) | 6% (23) | 26% (99) | 11% (43) | 46% (177) | 5% (20) | 383 |
| PID/Gender: Rep Women | 2% (5) | 5% (13) | 23% (67) | 13% (39) | 49% (144) | 8% (25) | 293 |
| Ideo: Liberal (1-3) | 40% (242) | 22% (132) | 21% (129) | 4% (22) | 9% (56) | 3% (20) | 601 |
| Ideo: Moderate (4) | 21% (151) | 12% (84) | 39% (288) | 7% (53) | 14% (99) | 8% (55) | 731 |
| Ideo: Conservative (5-7) | 5% (35) | 6% (44) | 22% (152) | 13% (89) | 47% (322) | 6% (44) | 687 |
| Educ: < College | 18% (276) | 11% (162) | 28% (426) | 8% (118) | 24% (362) | 11% (168) | 1512 |
| Educ: Bachelors degree | 22% (98) | 16% (70) | 28% (126) | 7% (32) | 23% (100) | 4% (17) | 444 |
| Educ: Post-grad | 29% (70) | 16% (39) | 27% (65) | 7% (18) | 16% (40) | 5% (13) | 244 |

Continued on next page

Table MCBR3_2: Would you have a more or less favorable view of a company if its CEO or other executive leaders publicly supported the following people or groups?
Joe Biden

| Demographic | Much more favorable view | Somewhat more favorable view | No impact either way | Somewhat less favorable view | Much less favorable view | Don't know / No opinion | Total N |
|-----------------------------------|--------------------------|------------------------------|----------------------|------------------------------|--------------------------|-------------------------|---------|
| Adults | 20% (444) | 12% (271) | 28% (617) | 8% (168) | 23% (503) | 9% (199) | 2200 |
| Income: Under 50k | 19% (220) | 11% (124) | 27% (305) | 7% (78) | 23% (265) | 12% (136) | 1128 |
| Income: 50k-100k | 17% (118) | 12% (83) | 31% (211) | 9% (63) | 24% (162) | 7% (49) | 686 |
| Income: 100k+ | 27% (106) | 16% (63) | 26% (101) | 7% (27) | 20% (76) | 3% (13) | 386 |
| Ethnicity: White | 19% (319) | 11% (192) | 29% (498) | 8% (133) | 26% (452) | 7% (129) | 1722 |
| Ethnicity: Hispanic | 25% (88) | 14% (49) | 22% (76) | 12% (44) | 13% (46) | 13% (46) | 349 |
| Ethnicity: Black | 32% (88) | 15% (42) | 25% (68) | 6% (16) | 11% (29) | 11% (30) | 274 |
| Ethnicity: Other | 18% (37) | 18% (36) | 25% (50) | 9% (19) | 11% (21) | 19% (40) | 204 |
| All Christian | 18% (193) | 12% (123) | 28% (290) | 8% (83) | 28% (294) | 6% (61) | 1044 |
| All Non-Christian | 33% (47) | 21% (30) | 26% (37) | 3% (5) | 12% (17) | 5% (8) | 144 |
| Atheist | 30% (29) | 9% (9) | 40% (40) | 7% (7) | 12% (12) | 1% (1) | 98 |
| Agnostic/Nothing in particular | 18% (98) | 13% (70) | 32% (175) | 9% (48) | 16% (89) | 13% (72) | 552 |
| Something Else | 21% (76) | 11% (39) | 21% (74) | 7% (25) | 25% (90) | 16% (58) | 362 |
| Religious Non-Protestant/Catholic | 30% (49) | 21% (34) | 28% (46) | 3% (5) | 14% (23) | 5% (9) | 165 |
| Evangelical | 21% (121) | 10% (57) | 20% (111) | 8% (48) | 33% (185) | 8% (46) | 567 |
| Non-Evangelical | 18% (140) | 13% (100) | 30% (239) | 7% (58) | 23% (185) | 9% (70) | 792 |
| Community: Urban | 32% (210) | 14% (90) | 25% (166) | 4% (25) | 16% (107) | 10% (64) | 663 |
| Community: Suburban | 16% (158) | 13% (124) | 30% (294) | 11% (105) | 23% (231) | 8% (82) | 995 |
| Community: Rural | 14% (76) | 10% (56) | 29% (156) | 7% (37) | 30% (164) | 10% (53) | 543 |
| Employ: Private Sector | 24% (163) | 13% (85) | 26% (172) | 8% (57) | 22% (150) | 7% (45) | 671 |
| Employ: Government | 29% (30) | 17% (18) | 20% (21) | 7% (8) | 21% (22) | 7% (7) | 106 |
| Employ: Self-Employed | 32% (67) | 9% (20) | 28% (59) | 3% (7) | 20% (41) | 7% (15) | 208 |
| Employ: Homemaker | 13% (21) | 8% (13) | 36% (60) | 8% (13) | 24% (41) | 11% (18) | 167 |
| Employ: Retired | 17% (90) | 12% (61) | 29% (152) | 9% (46) | 29% (154) | 5% (26) | 529 |
| Employ: Unemployed | 12% (35) | 12% (34) | 31% (90) | 7% (20) | 23% (65) | 15% (45) | 290 |
| Employ: Other | 14% (19) | 15% (20) | 29% (40) | 9% (13) | 14% (20) | 18% (25) | 138 |
| Military HH: Yes | 17% (62) | 12% (46) | 32% (117) | 7% (28) | 29% (105) | 3% (11) | 369 |
| Military HH: No | 21% (381) | 12% (224) | 27% (500) | 8% (140) | 22% (397) | 10% (188) | 1831 |

Continued on next page

**Table MCBR3_2: Would you have a more or less favorable view of a company if its CEO or other executive leaders publicly supported the following people or groups?
Joe Biden**

| Demographic | Much more favorable view | Somewhat more favorable view | No impact either way | Somewhat less favorable view | Much less favorable view | Don't know / No opinion | Total N |
|--------------------------------------|--------------------------|------------------------------|----------------------|------------------------------|--------------------------|-------------------------|---------|
| Adults | 20% (444) | 12% (271) | 28% (617) | 8% (168) | 23% (503) | 9% (199) | 2200 |
| RD/WT: Right Direction | 10% (66) | 7% (48) | 24% (156) | 10% (68) | 42% (279) | 6% (42) | 658 |
| RD/WT: Wrong Track | 24% (378) | 14% (222) | 30% (461) | 6% (100) | 15% (224) | 10% (157) | 1542 |
| Trump Job Approve | 5% (46) | 4% (39) | 23% (202) | 13% (110) | 48% (412) | 7% (58) | 868 |
| Trump Job Disapprove | 32% (397) | 18% (227) | 32% (398) | 5% (57) | 7% (89) | 6% (71) | 1239 |
| Trump Job Strongly Approve | 6% (28) | 4% (21) | 16% (82) | 10% (48) | 58% (285) | 6% (31) | 496 |
| Trump Job Somewhat Approve | 5% (17) | 5% (18) | 32% (120) | 17% (62) | 34% (127) | 7% (27) | 372 |
| Trump Job Somewhat Disapprove | 16% (44) | 18% (49) | 33% (90) | 9% (25) | 13% (37) | 10% (27) | 273 |
| Trump Job Strongly Disapprove | 37% (353) | 18% (178) | 32% (308) | 3% (32) | 5% (52) | 5% (44) | 966 |
| Favorable of Trump | 5% (46) | 5% (46) | 23% (203) | 13% (112) | 47% (416) | 8% (67) | 890 |
| Unfavorable of Trump | 32% (391) | 18% (221) | 33% (396) | 5% (55) | 7% (83) | 6% (71) | 1216 |
| Very Favorable of Trump | 6% (31) | 5% (25) | 18% (97) | 11% (57) | 54% (293) | 7% (40) | 543 |
| Somewhat Favorable of Trump | 4% (16) | 6% (21) | 30% (105) | 16% (55) | 35% (122) | 8% (27) | 347 |
| Somewhat Unfavorable of Trump | 11% (25) | 17% (37) | 38% (81) | 9% (20) | 13% (29) | 11% (23) | 215 |
| Very Unfavorable of Trump | 37% (367) | 18% (183) | 31% (314) | 3% (34) | 5% (54) | 5% (48) | 1000 |
| #1 Issue: Economy | 15% (122) | 10% (77) | 28% (223) | 10% (75) | 27% (209) | 10% (83) | 789 |
| #1 Issue: Security | 13% (28) | 4% (9) | 25% (55) | 11% (23) | 43% (95) | 5% (10) | 220 |
| #1 Issue: Health Care | 30% (139) | 19% (87) | 30% (139) | 4% (18) | 14% (66) | 4% (21) | 471 |
| #1 Issue: Medicare / Social Security | 18% (56) | 11% (34) | 31% (95) | 8% (23) | 20% (61) | 12% (35) | 304 |
| #1 Issue: Women's Issues | 26% (28) | 17% (19) | 26% (28) | 6% (6) | 9% (10) | 17% (18) | 108 |
| #1 Issue: Education | 16% (12) | 12% (9) | 27% (21) | 8% (6) | 26% (20) | 12% (10) | 79 |
| #1 Issue: Energy | 31% (28) | 17% (15) | 22% (20) | 6% (6) | 12% (11) | 11% (10) | 91 |
| #1 Issue: Other | 23% (31) | 14% (20) | 26% (35) | 8% (10) | 21% (29) | 9% (12) | 138 |
| 2018 House Vote: Democrat | 41% (304) | 20% (149) | 27% (203) | 4% (29) | 5% (36) | 3% (23) | 744 |
| 2018 House Vote: Republican | 5% (29) | 7% (42) | 23% (144) | 13% (80) | 48% (305) | 5% (30) | 630 |
| 2018 House Vote: Someone else | 5% (3) | 12% (7) | 44% (26) | 10% (6) | 14% (9) | 14% (8) | 59 |

Continued on next page

Table MCBR3_2: Would you have a more or less favorable view of a company if its CEO or other executive leaders publicly supported the following people or groups?
Joe Biden

| Demographic | Much more favorable view | Somewhat more favorable view | No impact either way | Somewhat less favorable view | Much less favorable view | Don't know / No opinion | Total N |
|-------------------------------|--------------------------|------------------------------|----------------------|------------------------------|--------------------------|-------------------------|---------|
| Adults | 20% (444) | 12% (271) | 28% (617) | 8% (168) | 23% (503) | 9% (199) | 2200 |
| 2016 Vote: Hillary Clinton | 41% (282) | 21% (142) | 28% (188) | 4% (27) | 4% (25) | 2% (17) | 680 |
| 2016 Vote: Donald Trump | 5% (32) | 5% (34) | 22% (155) | 14% (97) | 49% (340) | 5% (32) | 691 |
| 2016 Vote: Other | 10% (10) | 13% (14) | 37% (37) | 6% (6) | 25% (25) | 8% (8) | 100 |
| 2016 Vote: Didn't Vote | 17% (120) | 10% (75) | 33% (236) | 5% (38) | 15% (112) | 20% (141) | 722 |
| Voted in 2014: Yes | 24% (290) | 13% (157) | 27% (331) | 8% (94) | 25% (312) | 4% (43) | 1227 |
| Voted in 2014: No | 16% (154) | 12% (113) | 29% (285) | 8% (74) | 20% (191) | 16% (155) | 973 |
| 2012 Vote: Barack Obama | 35% (302) | 18% (153) | 30% (259) | 6% (50) | 8% (72) | 3% (28) | 865 |
| 2012 Vote: Mitt Romney | 2% (10) | 5% (23) | 25% (112) | 14% (61) | 50% (225) | 4% (17) | 447 |
| 2012 Vote: Other | — (0) | 7% (4) | 26% (14) | 8% (4) | 51% (28) | 8% (4) | 55 |
| 2012 Vote: Didn't Vote | 16% (131) | 11% (90) | 28% (231) | 6% (52) | 21% (175) | 18% (149) | 830 |
| 4-Region: Northeast | 25% (97) | 15% (60) | 29% (113) | 7% (28) | 16% (64) | 8% (31) | 394 |
| 4-Region: Midwest | 18% (83) | 11% (53) | 32% (146) | 7% (32) | 24% (112) | 8% (36) | 462 |
| 4-Region: South | 18% (152) | 11% (88) | 26% (211) | 7% (60) | 26% (217) | 12% (96) | 824 |
| 4-Region: West | 21% (112) | 13% (70) | 28% (145) | 9% (48) | 21% (110) | 7% (35) | 520 |
| Favorable of Biden | 39% (438) | 22% (249) | 30% (340) | 2% (27) | 2% (28) | 5% (52) | 1134 |
| Unfavorable of Biden | 1% (6) | 2% (19) | 24% (219) | 15% (135) | 52% (467) | 7% (60) | 906 |
| Very favorable of Biden | 62% (393) | 15% (95) | 17% (106) | 2% (13) | 2% (13) | 2% (13) | 634 |
| Somewhat favorable of Biden | 9% (44) | 31% (154) | 47% (234) | 3% (14) | 3% (14) | 8% (39) | 500 |
| Somewhat unfavorable of Biden | 1% (2) | 8% (17) | 52% (114) | 18% (39) | 10% (22) | 11% (25) | 220 |
| Very unfavorable of Biden | 1% (4) | — (2) | 15% (105) | 14% (95) | 65% (445) | 5% (35) | 686 |

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

Table MCBR3_3: Would you have a more or less favorable view of a company if its CEO or other executive leaders publicly supported the following people or groups?
Mike Pence

| Demographic | Much more favorable view | Somewhat more favorable view | No impact either way | Somewhat less favorable view | Much less favorable view | Don't know / No opinion | Total N |
|--------------------------|--------------------------|------------------------------|----------------------|------------------------------|--------------------------|-------------------------|---------|
| Adults | 12% (269) | 10% (212) | 29% (633) | 8% (177) | 27% (602) | 14% (306) | 2200 |
| Gender: Male | 13% (140) | 13% (136) | 31% (330) | 9% (91) | 25% (262) | 10% (103) | 1062 |
| Gender: Female | 11% (129) | 7% (76) | 27% (302) | 8% (86) | 30% (341) | 18% (204) | 1138 |
| Age: 18-34 | 9% (60) | 9% (58) | 25% (166) | 7% (45) | 23% (149) | 27% (176) | 655 |
| Age: 35-44 | 13% (46) | 10% (37) | 34% (120) | 10% (35) | 21% (74) | 13% (46) | 358 |
| Age: 45-64 | 13% (99) | 10% (72) | 29% (220) | 8% (61) | 31% (237) | 8% (63) | 751 |
| Age: 65+ | 15% (65) | 10% (44) | 29% (126) | 8% (36) | 33% (143) | 5% (22) | 436 |
| GenZers: 1997-2012 | 7% (18) | 5% (13) | 22% (58) | 6% (15) | 26% (68) | 34% (88) | 260 |
| Millennials: 1981-1996 | 10% (59) | 11% (65) | 28% (160) | 9% (51) | 21% (123) | 20% (118) | 576 |
| GenXers: 1965-1980 | 17% (88) | 9% (47) | 31% (164) | 7% (38) | 25% (132) | 10% (54) | 523 |
| Baby Boomers: 1946-1964 | 12% (88) | 11% (78) | 29% (211) | 9% (68) | 34% (251) | 6% (41) | 736 |
| PID: Dem (no lean) | 3% (26) | 5% (39) | 19% (151) | 13% (108) | 51% (409) | 9% (72) | 804 |
| PID: Ind (no lean) | 5% (37) | 6% (45) | 37% (266) | 7% (51) | 22% (156) | 23% (165) | 720 |
| PID: Rep (no lean) | 31% (207) | 19% (128) | 32% (215) | 3% (19) | 6% (38) | 10% (69) | 676 |
| PID/Gender: Dem Men | 3% (12) | 9% (31) | 19% (68) | 16% (56) | 49% (177) | 5% (17) | 361 |
| PID/Gender: Dem Women | 3% (14) | 2% (8) | 19% (83) | 12% (51) | 52% (232) | 12% (55) | 443 |
| PID/Gender: Ind Men | 7% (23) | 6% (19) | 42% (133) | 8% (26) | 21% (66) | 16% (52) | 318 |
| PID/Gender: Ind Women | 3% (13) | 7% (26) | 33% (134) | 6% (25) | 22% (90) | 28% (114) | 402 |
| PID/Gender: Rep Men | 27% (105) | 22% (86) | 34% (130) | 3% (10) | 5% (19) | 9% (34) | 383 |
| PID/Gender: Rep Women | 35% (102) | 14% (42) | 29% (85) | 3% (9) | 7% (20) | 12% (35) | 293 |
| Ideo: Liberal (1-3) | 6% (37) | 7% (39) | 15% (93) | 13% (79) | 53% (317) | 6% (36) | 601 |
| Ideo: Moderate (4) | 7% (51) | 6% (46) | 36% (261) | 9% (67) | 26% (193) | 15% (113) | 731 |
| Ideo: Conservative (5-7) | 25% (174) | 18% (124) | 35% (237) | 3% (23) | 10% (68) | 9% (60) | 687 |
| Educ: < College | 11% (168) | 8% (124) | 29% (443) | 7% (105) | 27% (406) | 18% (266) | 1512 |
| Educ: Bachelors degree | 14% (63) | 10% (46) | 27% (121) | 12% (54) | 30% (134) | 6% (25) | 444 |
| Educ: Post-grad | 16% (38) | 17% (42) | 28% (69) | 7% (18) | 26% (63) | 6% (15) | 244 |

Continued on next page

Table MCBR3_3: Would you have a more or less favorable view of a company if its CEO or other executive leaders publicly supported the following people or groups?
 Mike Pence

| Demographic | Much more favorable view | Somewhat more favorable view | No impact either way | Somewhat less favorable view | Much less favorable view | Don't know / No opinion | Total N |
|-----------------------------------|--------------------------|------------------------------|----------------------|------------------------------|--------------------------|-------------------------|---------|
| Adults | 12% (269) | 10% (212) | 29% (633) | 8% (177) | 27% (602) | 14% (306) | 2200 |
| Income: Under 50k | 11% (125) | 8% (88) | 29% (324) | 7% (75) | 26% (296) | 20% (221) | 1128 |
| Income: 50k-100k | 12% (79) | 11% (74) | 30% (204) | 9% (60) | 29% (202) | 10% (66) | 686 |
| Income: 100k+ | 17% (65) | 13% (50) | 27% (105) | 11% (43) | 27% (105) | 5% (20) | 386 |
| Ethnicity: White | 14% (234) | 11% (194) | 30% (520) | 7% (125) | 26% (451) | 11% (197) | 1722 |
| Ethnicity: Hispanic | 7% (26) | 8% (28) | 22% (77) | 7% (24) | 26% (91) | 30% (104) | 349 |
| Ethnicity: Black | 6% (15) | 3% (7) | 25% (68) | 11% (29) | 35% (95) | 22% (60) | 274 |
| Ethnicity: Other | 10% (20) | 5% (10) | 22% (45) | 11% (23) | 28% (56) | 24% (50) | 204 |
| All Christian | 17% (179) | 14% (142) | 32% (334) | 8% (84) | 22% (229) | 7% (76) | 1044 |
| All Non-Christian | 12% (18) | 9% (13) | 18% (26) | 11% (17) | 37% (53) | 12% (17) | 144 |
| Atheist | 8% (8) | 8% (8) | 32% (31) | 5% (5) | 45% (44) | 2% (2) | 98 |
| Agnostic/Nothing in particular | 6% (33) | 5% (25) | 28% (157) | 9% (51) | 31% (172) | 21% (114) | 552 |
| Something Else | 9% (32) | 6% (23) | 23% (85) | 6% (21) | 29% (103) | 27% (98) | 362 |
| Religious Non-Protestant/Catholic | 13% (21) | 8% (13) | 23% (37) | 10% (17) | 35% (57) | 11% (19) | 165 |
| Evangelical | 20% (111) | 17% (94) | 26% (147) | 7% (38) | 18% (99) | 14% (78) | 567 |
| Non-Evangelical | 12% (92) | 8% (65) | 32% (250) | 8% (66) | 28% (224) | 12% (94) | 792 |
| Community: Urban | 13% (87) | 10% (67) | 23% (153) | 8% (56) | 29% (195) | 16% (104) | 663 |
| Community: Suburban | 10% (96) | 9% (94) | 31% (306) | 8% (81) | 29% (290) | 13% (129) | 995 |
| Community: Rural | 16% (87) | 9% (51) | 32% (174) | 8% (41) | 22% (118) | 13% (73) | 543 |
| Employ: Private Sector | 15% (103) | 12% (82) | 28% (187) | 10% (70) | 26% (173) | 8% (57) | 671 |
| Employ: Government | 13% (13) | 22% (23) | 26% (27) | 6% (6) | 21% (23) | 13% (14) | 106 |
| Employ: Self-Employed | 11% (22) | 11% (23) | 30% (62) | 4% (8) | 29% (61) | 16% (33) | 208 |
| Employ: Homemaker | 15% (25) | 5% (8) | 35% (59) | 6% (10) | 24% (39) | 16% (26) | 167 |
| Employ: Retired | 14% (72) | 8% (44) | 30% (157) | 10% (51) | 33% (173) | 6% (33) | 529 |
| Employ: Unemployed | 7% (20) | 8% (23) | 28% (80) | 6% (18) | 27% (77) | 25% (72) | 290 |
| Employ: Other | 8% (11) | 5% (7) | 31% (43) | 4% (6) | 21% (29) | 30% (42) | 138 |
| Military HH: Yes | 17% (64) | 9% (34) | 31% (116) | 8% (28) | 24% (90) | 10% (37) | 369 |
| Military HH: No | 11% (205) | 10% (178) | 28% (517) | 8% (150) | 28% (513) | 15% (269) | 1831 |

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Table MCBR3_3: Would you have a more or less favorable view of a company if its CEO or other executive leaders publicly supported the following people or groups?
Mike Pence

| Demographic | Much more favorable view | Somewhat more favorable view | No impact either way | Somewhat less favorable view | Much less favorable view | Don't know / No opinion | Total N |
|--------------------------------------|--------------------------|------------------------------|----------------------|------------------------------|--------------------------|-------------------------|---------|
| Adults | 12% (269) | 10% (212) | 29% (633) | 8% (177) | 27% (602) | 14% (306) | 2200 |
| RD/WT: Right Direction | 32% (208) | 17% (110) | 31% (207) | 4% (28) | 5% (33) | 11% (73) | 658 |
| RD/WT: Wrong Track | 4% (62) | 7% (102) | 28% (426) | 10% (150) | 37% (569) | 15% (233) | 1542 |
| Trump Job Approve | 27% (238) | 18% (159) | 34% (298) | 4% (34) | 4% (36) | 12% (102) | 868 |
| Trump Job Disapprove | 2% (31) | 4% (52) | 26% (321) | 11% (142) | 45% (560) | 11% (132) | 1239 |
| Trump Job Strongly Approve | 41% (204) | 18% (91) | 25% (124) | 2% (9) | 4% (21) | 9% (46) | 496 |
| Trump Job Somewhat Approve | 9% (35) | 18% (68) | 47% (174) | 7% (25) | 4% (15) | 15% (55) | 372 |
| Trump Job Somewhat Disapprove | 4% (12) | 12% (33) | 43% (117) | 10% (27) | 15% (41) | 16% (44) | 273 |
| Trump Job Strongly Disapprove | 2% (19) | 2% (20) | 21% (205) | 12% (115) | 54% (519) | 9% (88) | 966 |
| Favorable of Trump | 28% (246) | 20% (175) | 33% (297) | 3% (28) | 4% (32) | 13% (112) | 890 |
| Unfavorable of Trump | 2% (20) | 3% (36) | 26% (319) | 12% (145) | 46% (563) | 11% (133) | 1216 |
| Very Favorable of Trump | 41% (222) | 18% (97) | 25% (135) | 2% (9) | 3% (16) | 12% (64) | 543 |
| Somewhat Favorable of Trump | 7% (24) | 22% (78) | 47% (162) | 6% (19) | 5% (16) | 14% (48) | 347 |
| Somewhat Unfavorable of Trump | 3% (7) | 8% (17) | 49% (105) | 10% (23) | 14% (30) | 15% (33) | 215 |
| Very Unfavorable of Trump | 1% (12) | 2% (19) | 21% (213) | 12% (122) | 53% (533) | 10% (100) | 1000 |
| #1 Issue: Economy | 13% (104) | 9% (74) | 33% (261) | 9% (71) | 19% (151) | 16% (127) | 789 |
| #1 Issue: Security | 29% (63) | 20% (43) | 33% (73) | 1% (3) | 10% (22) | 7% (16) | 220 |
| #1 Issue: Health Care | 9% (42) | 9% (43) | 22% (103) | 10% (46) | 40% (189) | 10% (47) | 471 |
| #1 Issue: Medicare / Social Security | 10% (31) | 10% (30) | 29% (88) | 6% (19) | 34% (103) | 11% (34) | 304 |
| #1 Issue: Women's Issues | 10% (11) | 2% (2) | 13% (14) | 14% (15) | 42% (45) | 20% (22) | 108 |
| #1 Issue: Education | 10% (8) | 7% (6) | 40% (31) | 5% (4) | 21% (16) | 18% (14) | 79 |
| #1 Issue: Energy | 7% (7) | 6% (6) | 26% (24) | 10% (9) | 27% (25) | 23% (21) | 91 |
| #1 Issue: Other | 4% (5) | 5% (7) | 28% (39) | 7% (10) | 38% (52) | 18% (25) | 138 |
| 2018 House Vote: Democrat | 2% (17) | 5% (37) | 21% (159) | 14% (104) | 52% (386) | 5% (40) | 744 |
| 2018 House Vote: Republican | 30% (189) | 20% (127) | 31% (198) | 3% (19) | 6% (37) | 9% (59) | 630 |
| 2018 House Vote: Someone else | 8% (5) | 5% (3) | 41% (24) | 18% (11) | 12% (7) | 16% (10) | 59 |

Continued on next page

Table MCBR3_3: Would you have a more or less favorable view of a company if its CEO or other executive leaders publicly supported the following people or groups?
Mike Pence

| Demographic | Much more favorable view | Somewhat more favorable view | No impact either way | Somewhat less favorable view | Much less favorable view | Don't know / No opinion | Total N |
|-------------------------------|--------------------------|------------------------------|----------------------|------------------------------|--------------------------|-------------------------|---------|
| Adults | 12% (269) | 10% (212) | 29% (633) | 8% (177) | 27% (602) | 14% (306) | 2200 |
| 2016 Vote: Hillary Clinton | 2% (12) | 5% (36) | 19% (129) | 15% (99) | 54% (370) | 5% (33) | 680 |
| 2016 Vote: Donald Trump | 30% (206) | 20% (141) | 33% (229) | 4% (26) | 5% (32) | 8% (57) | 691 |
| 2016 Vote: Other | 5% (5) | 5% (5) | 41% (42) | 11% (11) | 30% (30) | 8% (8) | 100 |
| 2016 Vote: Didn't Vote | 6% (46) | 4% (30) | 32% (233) | 6% (41) | 23% (169) | 28% (203) | 722 |
| Voted in 2014: Yes | 15% (182) | 12% (149) | 27% (328) | 10% (119) | 31% (375) | 6% (74) | 1227 |
| Voted in 2014: No | 9% (87) | 7% (63) | 31% (305) | 6% (58) | 23% (228) | 24% (232) | 973 |
| 2012 Vote: Barack Obama | 5% (47) | 8% (73) | 23% (203) | 13% (111) | 43% (373) | 7% (58) | 865 |
| 2012 Vote: Mitt Romney | 31% (138) | 17% (75) | 37% (164) | 5% (21) | 7% (32) | 4% (16) | 447 |
| 2012 Vote: Other | 11% (6) | 13% (7) | 40% (22) | 5% (3) | 23% (12) | 9% (5) | 55 |
| 2012 Vote: Didn't Vote | 9% (76) | 7% (57) | 29% (243) | 5% (42) | 22% (185) | 27% (227) | 830 |
| 4-Region: Northeast | 13% (52) | 11% (45) | 25% (99) | 12% (46) | 27% (106) | 12% (45) | 394 |
| 4-Region: Midwest | 12% (55) | 8% (37) | 31% (145) | 7% (32) | 29% (133) | 13% (62) | 462 |
| 4-Region: South | 13% (104) | 9% (75) | 30% (243) | 6% (52) | 26% (217) | 16% (132) | 824 |
| 4-Region: West | 11% (58) | 11% (55) | 28% (146) | 9% (48) | 28% (146) | 13% (67) | 520 |
| Favorable of Biden | 3% (37) | 6% (63) | 25% (279) | 12% (140) | 44% (500) | 10% (115) | 1134 |
| Unfavorable of Biden | 25% (226) | 16% (147) | 34% (308) | 4% (35) | 10% (91) | 11% (99) | 906 |
| Very favorable of Biden | 4% (26) | 5% (35) | 15% (93) | 13% (82) | 52% (331) | 11% (67) | 634 |
| Somewhat favorable of Biden | 2% (11) | 6% (29) | 37% (186) | 11% (57) | 34% (169) | 10% (49) | 500 |
| Somewhat unfavorable of Biden | 5% (12) | 9% (21) | 49% (108) | 8% (18) | 13% (30) | 14% (31) | 220 |
| Very unfavorable of Biden | 31% (214) | 18% (127) | 29% (199) | 2% (17) | 9% (61) | 10% (68) | 686 |

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

Table MCBR3_4: Would you have a more or less favorable view of a company if its CEO or other executive leaders publicly supported the following people or groups?
Kamala Harris

| Demographic | Much more favorable view | Somewhat more favorable view | No impact either way | Somewhat less favorable view | Much less favorable view | Don't know / No opinion | Total N |
|--------------------------|--------------------------|------------------------------|----------------------|------------------------------|--------------------------|-------------------------|---------|
| Adults | 15% (334) | 11% (245) | 31% (684) | 6% (137) | 22% (486) | 14% (314) | 2200 |
| Gender: Male | 15% (162) | 11% (121) | 33% (345) | 8% (81) | 23% (247) | 10% (106) | 1062 |
| Gender: Female | 15% (172) | 11% (124) | 30% (339) | 5% (56) | 21% (239) | 18% (208) | 1138 |
| Age: 18-34 | 12% (76) | 11% (72) | 28% (185) | 6% (42) | 16% (102) | 27% (178) | 655 |
| Age: 35-44 | 17% (62) | 14% (52) | 35% (127) | 4% (15) | 14% (50) | 15% (53) | 358 |
| Age: 45-64 | 17% (129) | 9% (70) | 33% (248) | 6% (48) | 26% (193) | 8% (64) | 751 |
| Age: 65+ | 15% (68) | 12% (51) | 29% (125) | 8% (33) | 32% (140) | 4% (19) | 436 |
| GenZers: 1997-2012 | 11% (27) | 8% (21) | 30% (77) | 4% (11) | 13% (34) | 35% (90) | 260 |
| Millennials: 1981-1996 | 14% (83) | 13% (75) | 29% (165) | 7% (42) | 16% (92) | 21% (119) | 576 |
| GenXers: 1965-1980 | 15% (81) | 12% (61) | 35% (182) | 5% (25) | 22% (115) | 12% (61) | 523 |
| Baby Boomers: 1946-1964 | 18% (131) | 10% (73) | 31% (230) | 7% (51) | 29% (212) | 5% (39) | 736 |
| PID: Dem (no lean) | 34% (272) | 19% (149) | 30% (245) | 2% (19) | 7% (60) | 7% (59) | 804 |
| PID: Ind (no lean) | 6% (41) | 8% (57) | 37% (263) | 7% (51) | 19% (137) | 24% (172) | 720 |
| PID: Rep (no lean) | 3% (21) | 6% (39) | 26% (176) | 10% (68) | 43% (289) | 12% (83) | 676 |
| PID/Gender: Dem Men | 35% (128) | 20% (73) | 30% (110) | 2% (6) | 9% (31) | 4% (14) | 361 |
| PID/Gender: Dem Women | 32% (144) | 17% (77) | 30% (135) | 3% (13) | 7% (29) | 10% (45) | 443 |
| PID/Gender: Ind Men | 6% (19) | 7% (21) | 42% (134) | 10% (32) | 21% (67) | 14% (45) | 318 |
| PID/Gender: Ind Women | 6% (22) | 9% (35) | 32% (129) | 5% (19) | 17% (70) | 31% (127) | 402 |
| PID/Gender: Rep Men | 4% (16) | 7% (27) | 27% (102) | 11% (43) | 39% (149) | 12% (47) | 383 |
| PID/Gender: Rep Women | 2% (6) | 4% (12) | 26% (75) | 8% (25) | 48% (140) | 12% (36) | 293 |
| Ideo: Liberal (1-3) | 33% (199) | 20% (121) | 28% (168) | 4% (23) | 9% (55) | 6% (36) | 601 |
| Ideo: Moderate (4) | 12% (91) | 12% (86) | 39% (287) | 6% (42) | 14% (105) | 16% (119) | 731 |
| Ideo: Conservative (5-7) | 5% (33) | 5% (32) | 26% (182) | 10% (72) | 45% (311) | 8% (57) | 687 |
| Educ: < College | 14% (216) | 8% (128) | 31% (470) | 6% (90) | 23% (341) | 18% (266) | 1512 |
| Educ: Bachelors degree | 17% (76) | 15% (67) | 32% (143) | 7% (30) | 23% (102) | 6% (27) | 444 |
| Educ: Post-grad | 17% (42) | 20% (50) | 29% (72) | 7% (17) | 18% (43) | 8% (21) | 244 |

Continued on next page

Table MCBR3_4: Would you have a more or less favorable view of a company if its CEO or other executive leaders publicly supported the following people or groups?
Kamala Harris

| Demographic | Much more favorable view | Somewhat more favorable view | No impact either way | Somewhat less favorable view | Much less favorable view | Don't know / No opinion | Total N |
|-----------------------------------|--------------------------|------------------------------|----------------------|------------------------------|--------------------------|-------------------------|---------|
| Adults | 15% (334) | 11% (245) | 31% (684) | 6% (137) | 22% (486) | 14% (314) | 2200 |
| Income: Under 50k | 15% (170) | 8% (91) | 29% (332) | 6% (62) | 22% (248) | 20% (224) | 1128 |
| Income: 50k-100k | 13% (91) | 12% (85) | 34% (231) | 8% (52) | 22% (154) | 11% (73) | 686 |
| Income: 100k+ | 19% (73) | 18% (69) | 31% (121) | 6% (23) | 22% (84) | 4% (16) | 386 |
| Ethnicity: White | 14% (242) | 11% (191) | 32% (546) | 7% (117) | 25% (432) | 11% (194) | 1722 |
| Ethnicity: Hispanic | 15% (51) | 11% (38) | 28% (98) | 6% (20) | 14% (50) | 26% (92) | 349 |
| Ethnicity: Black | 23% (64) | 11% (31) | 28% (78) | 4% (10) | 11% (30) | 23% (62) | 274 |
| Ethnicity: Other | 14% (29) | 11% (23) | 29% (60) | 5% (10) | 12% (24) | 28% (57) | 204 |
| All Christian | 13% (131) | 12% (129) | 31% (329) | 7% (69) | 29% (301) | 8% (86) | 1044 |
| All Non-Christian | 25% (36) | 18% (26) | 26% (38) | 6% (9) | 14% (20) | 10% (15) | 144 |
| Atheist | 26% (26) | 14% (14) | 42% (41) | 2% (2) | 12% (12) | 3% (3) | 98 |
| Agnostic/Nothing in particular | 14% (77) | 9% (52) | 35% (193) | 8% (41) | 14% (76) | 20% (113) | 552 |
| Something Else | 18% (65) | 7% (24) | 23% (84) | 4% (15) | 21% (78) | 27% (97) | 362 |
| Religious Non-Protestant/Catholic | 23% (38) | 16% (27) | 27% (44) | 8% (13) | 16% (26) | 10% (16) | 165 |
| Evangelical | 15% (86) | 10% (56) | 23% (132) | 6% (34) | 31% (178) | 14% (82) | 567 |
| Non-Evangelical | 13% (106) | 11% (90) | 34% (267) | 6% (44) | 23% (185) | 13% (99) | 792 |
| Community: Urban | 20% (133) | 14% (94) | 31% (207) | 4% (23) | 14% (91) | 17% (114) | 663 |
| Community: Suburban | 13% (128) | 11% (107) | 31% (304) | 9% (92) | 24% (234) | 13% (129) | 995 |
| Community: Rural | 13% (73) | 8% (43) | 32% (173) | 4% (22) | 30% (161) | 13% (71) | 543 |
| Employ: Private Sector | 18% (119) | 12% (83) | 31% (208) | 6% (40) | 23% (157) | 9% (63) | 671 |
| Employ: Government | 12% (13) | 17% (19) | 31% (33) | 8% (9) | 21% (22) | 11% (12) | 106 |
| Employ: Self-Employed | 18% (37) | 9% (18) | 34% (70) | 3% (7) | 17% (35) | 19% (41) | 208 |
| Employ: Homemaker | 8% (14) | 14% (23) | 36% (60) | 3% (5) | 18% (30) | 21% (35) | 167 |
| Employ: Retired | 17% (89) | 11% (57) | 29% (155) | 8% (44) | 30% (158) | 5% (26) | 529 |
| Employ: Unemployed | 11% (33) | 10% (29) | 31% (89) | 6% (17) | 21% (62) | 21% (60) | 290 |
| Employ: Other | 15% (20) | 4% (5) | 33% (45) | 8% (11) | 9% (12) | 32% (44) | 138 |
| Military HH: Yes | 11% (42) | 11% (40) | 36% (131) | 6% (24) | 30% (109) | 6% (23) | 369 |
| Military HH: No | 16% (292) | 11% (205) | 30% (553) | 6% (114) | 21% (377) | 16% (291) | 1831 |

Continued on next page

Table MCBR3_4: Would you have a more or less favorable view of a company if its CEO or other executive leaders publicly supported the following people or groups?
Kamala Harris

| Demographic | Much more favorable view | Somewhat more favorable view | No impact either way | Somewhat less favorable view | Much less favorable view | Don't know / No opinion | Total N |
|--------------------------------------|--------------------------|------------------------------|----------------------|------------------------------|--------------------------|-------------------------|---------|
| Adults | 15% (334) | 11% (245) | 31% (684) | 6% (137) | 22% (486) | 14% (314) | 2200 |
| RD/WT: Right Direction | 6% (36) | 7% (47) | 27% (176) | 8% (53) | 41% (271) | 11% (75) | 658 |
| RD/WT: Wrong Track | 19% (298) | 13% (198) | 33% (508) | 5% (84) | 14% (215) | 15% (238) | 1542 |
| Trump Job Approve | 3% (26) | 5% (45) | 25% (216) | 11% (96) | 44% (380) | 12% (105) | 868 |
| Trump Job Disapprove | 25% (305) | 16% (199) | 36% (451) | 3% (40) | 8% (104) | 11% (139) | 1239 |
| Trump Job Strongly Approve | 2% (12) | 5% (24) | 19% (94) | 8% (41) | 55% (272) | 11% (52) | 496 |
| Trump Job Somewhat Approve | 4% (14) | 6% (21) | 33% (123) | 15% (55) | 29% (107) | 14% (52) | 372 |
| Trump Job Somewhat Disapprove | 10% (27) | 14% (39) | 38% (104) | 7% (19) | 14% (39) | 17% (46) | 273 |
| Trump Job Strongly Disapprove | 29% (278) | 17% (160) | 36% (347) | 2% (21) | 7% (66) | 10% (93) | 966 |
| Favorable of Trump | 3% (28) | 6% (50) | 24% (218) | 10% (93) | 43% (385) | 13% (116) | 890 |
| Unfavorable of Trump | 25% (302) | 16% (192) | 37% (445) | 3% (42) | 8% (97) | 11% (137) | 1216 |
| Very Favorable of Trump | 3% (19) | 5% (26) | 18% (100) | 9% (51) | 53% (287) | 11% (60) | 543 |
| Somewhat Favorable of Trump | 3% (9) | 7% (25) | 34% (118) | 12% (42) | 28% (98) | 16% (56) | 347 |
| Somewhat Unfavorable of Trump | 9% (20) | 13% (28) | 43% (92) | 8% (16) | 13% (28) | 14% (30) | 215 |
| Very Unfavorable of Trump | 28% (281) | 16% (165) | 35% (353) | 3% (26) | 7% (69) | 11% (107) | 1000 |
| #1 Issue: Economy | 12% (93) | 9% (71) | 31% (245) | 8% (63) | 24% (192) | 16% (125) | 789 |
| #1 Issue: Security | 8% (17) | 4% (10) | 25% (56) | 7% (15) | 47% (104) | 8% (19) | 220 |
| #1 Issue: Health Care | 22% (103) | 15% (73) | 34% (163) | 4% (20) | 13% (61) | 11% (51) | 471 |
| #1 Issue: Medicare / Social Security | 18% (55) | 12% (38) | 31% (96) | 5% (15) | 21% (64) | 12% (37) | 304 |
| #1 Issue: Women's Issues | 19% (20) | 13% (15) | 28% (31) | 5% (6) | 15% (17) | 19% (20) | 108 |
| #1 Issue: Education | 10% (8) | 15% (12) | 35% (28) | 4% (4) | 14% (11) | 21% (17) | 79 |
| #1 Issue: Energy | 18% (16) | 10% (9) | 34% (31) | 4% (4) | 14% (13) | 20% (19) | 91 |
| #1 Issue: Other | 16% (22) | 13% (18) | 27% (37) | 8% (11) | 18% (25) | 19% (26) | 138 |
| 2018 House Vote: Democrat | 33% (246) | 19% (139) | 32% (242) | 3% (26) | 7% (55) | 5% (36) | 744 |
| 2018 House Vote: Republican | 2% (16) | 6% (37) | 25% (158) | 12% (74) | 46% (287) | 9% (58) | 630 |
| 2018 House Vote: Someone else | 2% (1) | 12% (7) | 36% (21) | 11% (7) | 16% (10) | 23% (13) | 59 |

Continued on next page

Table MCBR3_4: Would you have a more or less favorable view of a company if its CEO or other executive leaders publicly supported the following people or groups?
Kamala Harris

| Demographic | Much more favorable view | Somewhat more favorable view | No impact either way | Somewhat less favorable view | Much less favorable view | Don't know / No opinion | Total N |
|-------------------------------|--------------------------|------------------------------|----------------------|------------------------------|--------------------------|-------------------------|---------|
| Adults | 15% (334) | 11% (245) | 31% (684) | 6% (137) | 22% (486) | 14% (314) | 2200 |
| 2016 Vote: Hillary Clinton | 34% (233) | 19% (128) | 32% (216) | 4% (27) | 7% (45) | 5% (32) | 680 |
| 2016 Vote: Donald Trump | 3% (19) | 5% (35) | 25% (171) | 11% (79) | 48% (329) | 8% (57) | 691 |
| 2016 Vote: Other | 4% (4) | 12% (12) | 45% (45) | 10% (10) | 19% (19) | 10% (10) | 100 |
| 2016 Vote: Didn't Vote | 11% (79) | 9% (68) | 35% (252) | 3% (21) | 12% (89) | 30% (214) | 722 |
| Voted in 2014: Yes | 19% (234) | 13% (154) | 29% (361) | 8% (98) | 25% (313) | 5% (67) | 1227 |
| Voted in 2014: No | 10% (100) | 9% (91) | 33% (324) | 4% (39) | 18% (173) | 25% (247) | 973 |
| 2012 Vote: Barack Obama | 28% (244) | 17% (150) | 32% (281) | 5% (44) | 12% (104) | 5% (42) | 865 |
| 2012 Vote: Mitt Romney | 2% (8) | 6% (25) | 26% (117) | 13% (56) | 49% (220) | 4% (20) | 447 |
| 2012 Vote: Other | 7% (4) | 1% (1) | 32% (18) | 7% (4) | 44% (24) | 10% (5) | 55 |
| 2012 Vote: Didn't Vote | 10% (79) | 8% (69) | 32% (268) | 4% (33) | 16% (135) | 30% (246) | 830 |
| 4-Region: Northeast | 18% (72) | 16% (64) | 31% (122) | 6% (25) | 17% (66) | 11% (44) | 394 |
| 4-Region: Midwest | 16% (73) | 10% (44) | 33% (150) | 6% (26) | 25% (115) | 11% (53) | 462 |
| 4-Region: South | 14% (118) | 9% (73) | 29% (242) | 6% (46) | 23% (192) | 19% (153) | 824 |
| 4-Region: West | 14% (71) | 12% (63) | 33% (170) | 8% (40) | 22% (112) | 12% (64) | 520 |
| Favorable of Biden | 28% (316) | 20% (225) | 35% (397) | 3% (33) | 5% (52) | 10% (111) | 1134 |
| Unfavorable of Biden | 1% (13) | 2% (20) | 27% (242) | 11% (103) | 47% (425) | 11% (104) | 906 |
| Very favorable of Biden | 43% (274) | 17% (110) | 22% (141) | 3% (16) | 5% (33) | 9% (60) | 634 |
| Somewhat favorable of Biden | 9% (43) | 23% (114) | 51% (256) | 3% (16) | 4% (19) | 10% (52) | 500 |
| Somewhat unfavorable of Biden | 1% (3) | 7% (16) | 48% (105) | 10% (22) | 17% (38) | 17% (37) | 220 |
| Very unfavorable of Biden | 1% (10) | 1% (5) | 20% (137) | 12% (80) | 56% (387) | 10% (67) | 686 |

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

Table MCBR3_5: Would you have a more or less favorable view of a company if its CEO or other executive leaders publicly supported the following people or groups?
The Republican Party

| Demographic | Much more favorable view | Somewhat more favorable view | No impact either way | Somewhat less favorable view | Much less favorable view | Don't know / No opinion | Total N |
|--------------------------|--------------------------|------------------------------|----------------------|------------------------------|--------------------------|-------------------------|---------|
| Adults | 14% (300) | 10% (225) | 29% (646) | 9% (201) | 27% (593) | 11% (234) | 2200 |
| Gender: Male | 17% (183) | 11% (122) | 31% (329) | 9% (93) | 25% (265) | 7% (70) | 1062 |
| Gender: Female | 10% (117) | 9% (103) | 28% (317) | 10% (108) | 29% (328) | 14% (164) | 1138 |
| Age: 18-34 | 15% (95) | 11% (71) | 24% (157) | 8% (52) | 25% (165) | 17% (115) | 655 |
| Age: 35-44 | 14% (49) | 8% (30) | 32% (115) | 12% (43) | 22% (78) | 12% (42) | 358 |
| Age: 45-64 | 13% (98) | 10% (72) | 31% (236) | 9% (67) | 29% (221) | 7% (55) | 751 |
| Age: 65+ | 13% (57) | 12% (52) | 32% (137) | 9% (39) | 30% (129) | 5% (22) | 436 |
| GenZers: 1997-2012 | 8% (20) | 9% (24) | 22% (57) | 8% (22) | 30% (79) | 22% (58) | 260 |
| Millennials: 1981-1996 | 16% (90) | 11% (65) | 27% (153) | 9% (54) | 23% (132) | 14% (82) | 576 |
| GenXers: 1965-1980 | 18% (96) | 8% (44) | 32% (166) | 10% (51) | 23% (119) | 9% (47) | 523 |
| Baby Boomers: 1946-1964 | 11% (80) | 11% (79) | 31% (228) | 9% (67) | 32% (239) | 6% (43) | 736 |
| PID: Dem (no lean) | 3% (24) | 4% (33) | 19% (155) | 16% (125) | 53% (428) | 5% (40) | 804 |
| PID: Ind (no lean) | 5% (39) | 8% (57) | 39% (281) | 8% (55) | 20% (143) | 20% (145) | 720 |
| PID: Rep (no lean) | 35% (238) | 20% (135) | 31% (210) | 3% (22) | 3% (22) | 7% (49) | 676 |
| PID/Gender: Dem Men | 5% (18) | 6% (20) | 20% (71) | 15% (55) | 53% (192) | 2% (6) | 361 |
| PID/Gender: Dem Women | 1% (6) | 3% (13) | 19% (83) | 16% (71) | 53% (236) | 8% (34) | 443 |
| PID/Gender: Ind Men | 9% (28) | 8% (27) | 43% (135) | 9% (27) | 19% (61) | 13% (40) | 318 |
| PID/Gender: Ind Women | 3% (11) | 8% (31) | 36% (146) | 7% (28) | 20% (82) | 26% (105) | 402 |
| PID/Gender: Rep Men | 36% (137) | 20% (75) | 32% (122) | 3% (11) | 3% (12) | 6% (24) | 383 |
| PID/Gender: Rep Women | 34% (100) | 21% (60) | 30% (88) | 3% (10) | 3% (10) | 8% (25) | 293 |
| Ideo: Liberal (1-3) | 7% (42) | 6% (38) | 15% (88) | 15% (92) | 52% (315) | 4% (25) | 601 |
| Ideo: Moderate (4) | 9% (63) | 7% (50) | 38% (281) | 10% (71) | 25% (183) | 11% (83) | 731 |
| Ideo: Conservative (5-7) | 27% (188) | 19% (127) | 34% (231) | 5% (33) | 9% (64) | 6% (44) | 687 |
| Educ: < College | 13% (196) | 10% (145) | 30% (452) | 7% (113) | 27% (404) | 13% (203) | 1512 |
| Educ: Bachelors degree | 12% (55) | 12% (51) | 29% (127) | 14% (61) | 29% (130) | 4% (19) | 444 |
| Educ: Post-grad | 20% (49) | 12% (29) | 28% (67) | 12% (28) | 24% (59) | 5% (12) | 244 |

Continued on next page

Table MCBR3_5: Would you have a more or less favorable view of a company if its CEO or other executive leaders publicly supported the following people or groups?
The Republican Party

| Demographic | Much more favorable view | Somewhat more favorable view | No impact either way | Somewhat less favorable view | Much less favorable view | Don't know / No opinion | Total N |
|-----------------------------------|--------------------------|------------------------------|----------------------|------------------------------|--------------------------|-------------------------|---------|
| Adults | 14% (300) | 10% (225) | 29% (646) | 9% (201) | 27% (593) | 11% (234) | 2200 |
| Income: Under 50k | 13% (141) | 10% (113) | 29% (322) | 7% (83) | 27% (302) | 15% (166) | 1128 |
| Income: 50k-100k | 12% (84) | 10% (69) | 32% (222) | 10% (67) | 28% (191) | 8% (53) | 686 |
| Income: 100k+ | 19% (74) | 11% (43) | 26% (102) | 13% (52) | 26% (100) | 4% (15) | 386 |
| Ethnicity: White | 15% (264) | 11% (193) | 31% (532) | 8% (144) | 25% (435) | 9% (154) | 1722 |
| Ethnicity: Hispanic | 16% (55) | 7% (26) | 20% (68) | 9% (33) | 31% (108) | 17% (59) | 349 |
| Ethnicity: Black | 4% (12) | 7% (19) | 26% (72) | 11% (31) | 36% (99) | 15% (40) | 274 |
| Ethnicity: Other | 12% (24) | 6% (13) | 21% (42) | 13% (27) | 29% (59) | 19% (40) | 204 |
| All Christian | 18% (185) | 12% (129) | 33% (340) | 9% (97) | 21% (217) | 7% (76) | 1044 |
| All Non-Christian | 16% (23) | 10% (15) | 19% (28) | 13% (18) | 37% (53) | 6% (8) | 144 |
| Atheist | 7% (7) | 9% (9) | 30% (29) | 9% (8) | 44% (43) | 2% (2) | 98 |
| Agnostic/Nothing in particular | 8% (45) | 8% (42) | 28% (157) | 10% (55) | 31% (172) | 15% (82) | 552 |
| Something Else | 11% (40) | 9% (31) | 26% (93) | 6% (22) | 30% (108) | 19% (67) | 362 |
| Religious Non-Protestant/Catholic | 14% (23) | 10% (16) | 25% (41) | 11% (18) | 35% (58) | 6% (9) | 165 |
| Evangelical | 22% (125) | 14% (82) | 26% (150) | 9% (49) | 18% (99) | 11% (62) | 567 |
| Non-Evangelical | 12% (94) | 9% (72) | 32% (257) | 9% (70) | 28% (219) | 10% (79) | 792 |
| Community: Urban | 17% (114) | 8% (53) | 22% (148) | 12% (76) | 30% (197) | 11% (75) | 663 |
| Community: Suburban | 11% (110) | 10% (97) | 32% (320) | 8% (84) | 28% (280) | 10% (103) | 995 |
| Community: Rural | 14% (75) | 14% (75) | 33% (178) | 8% (41) | 21% (116) | 10% (57) | 543 |
| Employ: Private Sector | 16% (108) | 12% (83) | 29% (196) | 11% (75) | 24% (164) | 7% (44) | 671 |
| Employ: Government | 17% (18) | 11% (12) | 26% (27) | 11% (11) | 26% (28) | 10% (10) | 106 |
| Employ: Self-Employed | 12% (24) | 12% (24) | 34% (70) | 9% (18) | 28% (58) | 7% (14) | 208 |
| Employ: Homemaker | 13% (22) | 7% (12) | 32% (53) | 8% (13) | 25% (41) | 15% (24) | 167 |
| Employ: Retired | 13% (67) | 10% (51) | 31% (166) | 9% (49) | 31% (166) | 6% (30) | 529 |
| Employ: Unemployed | 14% (41) | 7% (19) | 27% (77) | 7% (19) | 27% (80) | 18% (53) | 290 |
| Employ: Other | 10% (14) | 8% (11) | 33% (46) | 7% (10) | 18% (25) | 23% (32) | 138 |
| Military HH: Yes | 17% (65) | 10% (38) | 32% (117) | 9% (34) | 26% (97) | 5% (18) | 369 |
| Military HH: No | 13% (235) | 10% (188) | 29% (529) | 9% (167) | 27% (496) | 12% (216) | 1831 |

Continued on next page

**Table MCBR3_5: Would you have a more or less favorable view of a company if its CEO or other executive leaders publicly supported the following people or groups?
The Republican Party**

| Demographic | Much more favorable view | Somewhat more favorable view | No impact either way | Somewhat less favorable view | Much less favorable view | Don't know / No opinion | Total N |
|--------------------------------------|--------------------------|------------------------------|----------------------|------------------------------|--------------------------|-------------------------|---------|
| Adults | 14% (300) | 10% (225) | 29% (646) | 9% (201) | 27% (593) | 11% (234) | 2200 |
| RD/WT: Right Direction | 36% (239) | 18% (116) | 30% (195) | 5% (31) | 4% (26) | 8% (51) | 658 |
| RD/WT: Wrong Track | 4% (61) | 7% (109) | 29% (451) | 11% (171) | 37% (567) | 12% (183) | 1542 |
| Trump Job Approve | 31% (268) | 20% (173) | 34% (297) | 4% (37) | 4% (30) | 7% (63) | 868 |
| Trump Job Disapprove | 3% (32) | 4% (48) | 27% (333) | 13% (164) | 45% (555) | 9% (106) | 1239 |
| Trump Job Strongly Approve | 46% (226) | 19% (95) | 24% (118) | 2% (10) | 3% (14) | 7% (33) | 496 |
| Trump Job Somewhat Approve | 11% (42) | 21% (78) | 48% (179) | 7% (27) | 4% (16) | 8% (30) | 372 |
| Trump Job Somewhat Disapprove | 5% (14) | 9% (24) | 40% (110) | 17% (45) | 13% (36) | 16% (43) | 273 |
| Trump Job Strongly Disapprove | 2% (17) | 3% (25) | 23% (223) | 12% (119) | 54% (519) | 7% (63) | 966 |
| Favorable of Trump | 31% (274) | 21% (191) | 33% (295) | 4% (34) | 3% (24) | 8% (72) | 890 |
| Unfavorable of Trump | 2% (22) | 3% (34) | 27% (328) | 14% (168) | 46% (560) | 9% (104) | 1216 |
| Very Favorable of Trump | 47% (257) | 19% (105) | 23% (124) | 1% (8) | 2% (12) | 7% (37) | 543 |
| Somewhat Favorable of Trump | 5% (17) | 25% (86) | 49% (172) | 8% (26) | 3% (12) | 10% (35) | 347 |
| Somewhat Unfavorable of Trump | 6% (13) | 5% (11) | 47% (101) | 17% (36) | 12% (27) | 13% (29) | 215 |
| Very Unfavorable of Trump | 1% (9) | 2% (24) | 23% (228) | 13% (132) | 53% (533) | 7% (75) | 1000 |
| #1 Issue: Economy | 15% (121) | 12% (95) | 33% (259) | 9% (73) | 20% (154) | 11% (87) | 789 |
| #1 Issue: Security | 26% (58) | 21% (46) | 32% (71) | 5% (11) | 8% (17) | 8% (18) | 220 |
| #1 Issue: Health Care | 8% (39) | 7% (31) | 25% (118) | 11% (51) | 42% (198) | 7% (35) | 471 |
| #1 Issue: Medicare / Social Security | 13% (41) | 6% (18) | 29% (89) | 8% (25) | 30% (92) | 13% (40) | 304 |
| #1 Issue: Women's Issues | 8% (8) | 7% (7) | 15% (16) | 12% (12) | 42% (46) | 17% (19) | 108 |
| #1 Issue: Education | 14% (11) | 14% (11) | 34% (27) | 7% (6) | 18% (15) | 12% (10) | 79 |
| #1 Issue: Energy | 18% (17) | 5% (5) | 22% (20) | 14% (13) | 32% (29) | 9% (8) | 91 |
| #1 Issue: Other | 4% (6) | 9% (13) | 34% (47) | 8% (11) | 31% (42) | 13% (18) | 138 |
| 2018 House Vote: Democrat | 2% (15) | 4% (28) | 24% (179) | 16% (118) | 50% (374) | 4% (29) | 744 |
| 2018 House Vote: Republican | 34% (216) | 21% (131) | 32% (202) | 3% (22) | 5% (28) | 5% (29) | 630 |
| 2018 House Vote: Someone else | 1% (1) | 10% (6) | 31% (18) | 12% (7) | 19% (11) | 27% (16) | 59 |

Continued on next page

Table MCBR3_5: Would you have a more or less favorable view of a company if its CEO or other executive leaders publicly supported the following people or groups?
The Republican Party

| Demographic | Much more favorable view | Somewhat more favorable view | No impact either way | Somewhat less favorable view | Much less favorable view | Don't know / No opinion | Total N |
|-------------------------------|--------------------------|------------------------------|----------------------|------------------------------|--------------------------|-------------------------|---------|
| Adults | 14% (300) | 10% (225) | 29% (646) | 9% (201) | 27% (593) | 11% (234) | 2200 |
| 2016 Vote: Hillary Clinton | 2% (12) | 4% (27) | 22% (147) | 16% (110) | 52% (357) | 4% (27) | 680 |
| 2016 Vote: Donald Trump | 33% (229) | 22% (151) | 33% (225) | 4% (27) | 4% (28) | 4% (30) | 691 |
| 2016 Vote: Other | 3% (3) | 3% (3) | 45% (46) | 13% (13) | 28% (28) | 8% (8) | 100 |
| 2016 Vote: Didn't Vote | 7% (52) | 6% (44) | 31% (226) | 7% (51) | 25% (181) | 23% (168) | 722 |
| Voted in 2014: Yes | 16% (200) | 11% (141) | 28% (349) | 10% (127) | 29% (357) | 4% (53) | 1227 |
| Voted in 2014: No | 10% (100) | 9% (84) | 31% (297) | 8% (74) | 24% (236) | 19% (181) | 973 |
| 2012 Vote: Barack Obama | 7% (58) | 8% (69) | 26% (222) | 13% (112) | 42% (366) | 4% (38) | 865 |
| 2012 Vote: Mitt Romney | 32% (141) | 17% (76) | 36% (161) | 5% (24) | 6% (29) | 4% (16) | 447 |
| 2012 Vote: Other | 11% (6) | 11% (6) | 44% (25) | 8% (4) | 18% (10) | 8% (4) | 55 |
| 2012 Vote: Didn't Vote | 11% (93) | 9% (73) | 29% (239) | 7% (62) | 23% (188) | 21% (175) | 830 |
| 4-Region: Northeast | 17% (68) | 10% (39) | 26% (101) | 11% (44) | 28% (109) | 8% (32) | 394 |
| 4-Region: Midwest | 12% (56) | 10% (45) | 31% (144) | 8% (38) | 29% (133) | 10% (46) | 462 |
| 4-Region: South | 12% (97) | 12% (96) | 30% (246) | 9% (70) | 24% (201) | 14% (113) | 824 |
| 4-Region: West | 15% (78) | 9% (46) | 30% (155) | 10% (49) | 29% (149) | 8% (42) | 520 |
| Favorable of Biden | 4% (49) | 5% (57) | 26% (295) | 13% (150) | 44% (499) | 7% (83) | 1134 |
| Unfavorable of Biden | 27% (242) | 18% (164) | 34% (305) | 5% (46) | 9% (83) | 7% (67) | 906 |
| Very favorable of Biden | 5% (29) | 5% (33) | 16% (101) | 14% (87) | 56% (352) | 5% (31) | 634 |
| Somewhat favorable of Biden | 4% (20) | 5% (24) | 39% (195) | 13% (64) | 29% (147) | 10% (52) | 500 |
| Somewhat unfavorable of Biden | 9% (21) | 15% (32) | 45% (99) | 12% (27) | 11% (24) | 8% (17) | 220 |
| Very unfavorable of Biden | 32% (222) | 19% (131) | 30% (206) | 3% (19) | 9% (59) | 7% (49) | 686 |

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

Table MCBR3_6: Would you have a more or less favorable view of a company if its CEO or other executive leaders publicly supported the following people or groups?
The Democratic Party

| Demographic | Much more favorable view | Somewhat more favorable view | No impact either way | Somewhat less favorable view | Much less favorable view | Don't know / No opinion | Total N |
|--------------------------|--------------------------|------------------------------|----------------------|------------------------------|--------------------------|-------------------------|---------|
| Adults | 18% (396) | 12% (260) | 32% (712) | 7% (161) | 20% (440) | 10% (230) | 2200 |
| Gender: Male | 18% (196) | 12% (123) | 32% (342) | 8% (83) | 23% (239) | 7% (79) | 1062 |
| Gender: Female | 18% (201) | 12% (137) | 33% (371) | 7% (78) | 18% (201) | 13% (151) | 1138 |
| Age: 18-34 | 18% (120) | 16% (106) | 24% (160) | 7% (44) | 17% (112) | 17% (113) | 655 |
| Age: 35-44 | 24% (85) | 15% (54) | 34% (120) | 5% (19) | 12% (43) | 10% (36) | 358 |
| Age: 45-64 | 17% (126) | 8% (58) | 38% (284) | 7% (54) | 23% (170) | 8% (59) | 751 |
| Age: 65+ | 15% (65) | 10% (42) | 34% (148) | 10% (44) | 26% (115) | 5% (22) | 436 |
| GenZers: 1997-2012 | 20% (51) | 20% (52) | 23% (60) | 6% (15) | 11% (28) | 20% (53) | 260 |
| Millennials: 1981-1996 | 20% (113) | 14% (82) | 27% (154) | 7% (38) | 18% (105) | 15% (84) | 576 |
| GenXers: 1965-1980 | 19% (101) | 8% (44) | 38% (200) | 7% (34) | 19% (101) | 8% (43) | 523 |
| Baby Boomers: 1946-1964 | 16% (119) | 10% (71) | 36% (261) | 8% (61) | 24% (180) | 6% (43) | 736 |
| PID: Dem (no lean) | 42% (338) | 21% (171) | 28% (223) | 2% (15) | 3% (28) | 4% (30) | 804 |
| PID: Ind (no lean) | 6% (45) | 8% (55) | 42% (303) | 6% (46) | 19% (136) | 19% (135) | 720 |
| PID: Rep (no lean) | 2% (14) | 5% (35) | 28% (186) | 15% (100) | 41% (276) | 10% (65) | 676 |
| PID/Gender: Dem Men | 47% (168) | 21% (74) | 27% (97) | 1% (3) | 3% (12) | 2% (6) | 361 |
| PID/Gender: Dem Women | 38% (170) | 22% (97) | 28% (126) | 3% (11) | 4% (16) | 5% (24) | 443 |
| PID/Gender: Ind Men | 6% (19) | 7% (21) | 44% (141) | 7% (22) | 25% (78) | 11% (36) | 318 |
| PID/Gender: Ind Women | 6% (26) | 8% (33) | 40% (163) | 6% (24) | 14% (58) | 25% (99) | 402 |
| PID/Gender: Rep Men | 2% (8) | 7% (28) | 27% (104) | 15% (57) | 39% (149) | 10% (37) | 383 |
| PID/Gender: Rep Women | 2% (5) | 2% (7) | 28% (82) | 15% (43) | 43% (127) | 10% (28) | 293 |
| Ideo: Liberal (1-3) | 37% (222) | 21% (124) | 27% (165) | 4% (26) | 7% (44) | 3% (20) | 601 |
| Ideo: Moderate (4) | 15% (109) | 12% (87) | 44% (324) | 5% (35) | 13% (94) | 11% (81) | 731 |
| Ideo: Conservative (5-7) | 6% (40) | 6% (39) | 27% (182) | 14% (96) | 41% (280) | 7% (50) | 687 |
| Educ: < College | 16% (245) | 11% (159) | 33% (493) | 7% (107) | 20% (310) | 13% (197) | 1512 |
| Educ: Bachelors degree | 20% (91) | 14% (61) | 33% (145) | 8% (35) | 21% (94) | 4% (18) | 444 |
| Educ: Post-grad | 25% (61) | 16% (40) | 30% (74) | 8% (19) | 15% (36) | 6% (14) | 244 |

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Table MCBR3_6: Would you have a more or less favorable view of a company if its CEO or other executive leaders publicly supported the following people or groups?
The Democratic Party

| Demographic | Much more favorable view | Somewhat more favorable view | No impact either way | Somewhat less favorable view | Much less favorable view | Don't know / No opinion | Total N |
|-----------------------------------|--------------------------|------------------------------|----------------------|------------------------------|--------------------------|-------------------------|---------|
| Adults | 18% (396) | 12% (260) | 32% (712) | 7% (161) | 20% (440) | 10% (230) | 2200 |
| Income: Under 50k | 16% (185) | 12% (132) | 32% (360) | 6% (65) | 20% (222) | 14% (164) | 1128 |
| Income: 50k-100k | 16% (110) | 11% (73) | 35% (238) | 10% (67) | 21% (146) | 8% (52) | 686 |
| Income: 100k+ | 26% (102) | 14% (55) | 30% (114) | 8% (30) | 18% (71) | 4% (14) | 386 |
| Ethnicity: White | 16% (278) | 10% (180) | 34% (577) | 8% (139) | 22% (384) | 9% (164) | 1722 |
| Ethnicity: Hispanic | 18% (62) | 15% (53) | 32% (112) | 4% (14) | 14% (49) | 17% (59) | 349 |
| Ethnicity: Black | 30% (82) | 18% (50) | 27% (73) | 3% (9) | 12% (33) | 10% (27) | 274 |
| Ethnicity: Other | 18% (36) | 15% (30) | 30% (62) | 7% (13) | 11% (23) | 19% (39) | 204 |
| All Christian | 15% (161) | 11% (117) | 33% (349) | 8% (84) | 25% (258) | 7% (75) | 1044 |
| All Non-Christian | 25% (36) | 22% (32) | 30% (43) | 4% (6) | 11% (16) | 7% (11) | 144 |
| Atheist | 29% (28) | 10% (10) | 42% (42) | 3% (3) | 14% (14) | 2% (2) | 98 |
| Agnostic/Nothing in particular | 18% (98) | 12% (66) | 35% (191) | 7% (41) | 16% (86) | 13% (71) | 552 |
| Something Else | 20% (72) | 10% (35) | 24% (88) | 7% (27) | 18% (67) | 20% (72) | 362 |
| Religious Non-Protestant/Catholic | 23% (38) | 19% (32) | 35% (58) | 4% (6) | 12% (19) | 7% (12) | 165 |
| Evangelical | 20% (111) | 8% (47) | 23% (131) | 10% (55) | 27% (153) | 12% (70) | 567 |
| Non-Evangelical | 15% (116) | 13% (103) | 36% (282) | 7% (54) | 20% (160) | 10% (76) | 792 |
| Community: Urban | 28% (188) | 12% (82) | 29% (194) | 5% (33) | 14% (91) | 11% (75) | 663 |
| Community: Suburban | 14% (135) | 13% (124) | 33% (330) | 9% (89) | 22% (216) | 10% (101) | 995 |
| Community: Rural | 14% (74) | 10% (54) | 35% (189) | 7% (39) | 25% (134) | 10% (54) | 543 |
| Employ: Private Sector | 23% (152) | 12% (83) | 30% (202) | 8% (52) | 20% (134) | 7% (48) | 671 |
| Employ: Government | 20% (22) | 15% (16) | 32% (34) | 10% (10) | 16% (17) | 8% (8) | 106 |
| Employ: Self-Employed | 21% (43) | 12% (25) | 36% (76) | 5% (9) | 17% (36) | 9% (19) | 208 |
| Employ: Homemaker | 11% (18) | 10% (16) | 43% (72) | 6% (9) | 17% (29) | 14% (23) | 167 |
| Employ: Retired | 16% (84) | 9% (47) | 33% (174) | 10% (54) | 26% (138) | 6% (32) | 529 |
| Employ: Unemployed | 16% (46) | 13% (38) | 30% (88) | 4% (12) | 19% (56) | 17% (50) | 290 |
| Employ: Other | 14% (19) | 13% (18) | 34% (46) | 7% (9) | 15% (21) | 18% (24) | 138 |
| Military HH: Yes | 14% (50) | 12% (44) | 34% (127) | 7% (27) | 26% (95) | 7% (27) | 369 |
| Military HH: No | 19% (346) | 12% (216) | 32% (586) | 7% (135) | 19% (345) | 11% (203) | 1831 |

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Table MCBR3_6: Would you have a more or less favorable view of a company if its CEO or other executive leaders publicly supported the following people or groups?
The Democratic Party

| Demographic | Much more favorable view | Somewhat more favorable view | No impact either way | Somewhat less favorable view | Much less favorable view | Don't know / No opinion | Total N |
|--------------------------------------|--------------------------|------------------------------|----------------------|------------------------------|--------------------------|-------------------------|---------|
| Adults | 18% (396) | 12% (260) | 32% (712) | 7% (161) | 20% (440) | 10% (230) | 2200 |
| RD/WT: Right Direction | 8% (56) | 10% (64) | 27% (179) | 10% (66) | 36% (235) | 9% (59) | 658 |
| RD/WT: Wrong Track | 22% (341) | 13% (196) | 35% (533) | 6% (96) | 13% (205) | 11% (171) | 1542 |
| Trump Job Approve | 4% (38) | 5% (45) | 28% (241) | 13% (112) | 41% (357) | 9% (75) | 868 |
| Trump Job Disapprove | 29% (356) | 17% (208) | 37% (459) | 4% (47) | 7% (81) | 7% (88) | 1239 |
| Trump Job Strongly Approve | 4% (21) | 6% (27) | 18% (90) | 12% (61) | 51% (251) | 9% (45) | 496 |
| Trump Job Somewhat Approve | 5% (17) | 5% (18) | 40% (150) | 14% (50) | 29% (106) | 8% (30) | 372 |
| Trump Job Somewhat Disapprove | 13% (37) | 17% (47) | 39% (106) | 9% (24) | 9% (23) | 13% (37) | 273 |
| Trump Job Strongly Disapprove | 33% (319) | 17% (162) | 37% (353) | 2% (22) | 6% (58) | 5% (52) | 966 |
| Favorable of Trump | 5% (41) | 5% (47) | 28% (247) | 13% (116) | 40% (356) | 9% (84) | 890 |
| Unfavorable of Trump | 29% (350) | 17% (209) | 37% (446) | 4% (45) | 7% (81) | 7% (86) | 1216 |
| Very Favorable of Trump | 4% (23) | 5% (27) | 20% (109) | 12% (66) | 49% (267) | 10% (52) | 543 |
| Somewhat Favorable of Trump | 5% (18) | 6% (20) | 40% (138) | 14% (50) | 26% (89) | 9% (32) | 347 |
| Somewhat Unfavorable of Trump | 12% (27) | 16% (34) | 43% (92) | 7% (16) | 12% (25) | 10% (22) | 215 |
| Very Unfavorable of Trump | 32% (323) | 17% (175) | 35% (354) | 3% (29) | 6% (56) | 6% (64) | 1000 |
| #1 Issue: Economy | 14% (112) | 9% (68) | 32% (255) | 9% (74) | 24% (187) | 12% (92) | 789 |
| #1 Issue: Security | 11% (23) | 4% (8) | 33% (73) | 8% (17) | 38% (84) | 7% (15) | 220 |
| #1 Issue: Health Care | 25% (116) | 18% (85) | 34% (162) | 4% (21) | 11% (50) | 8% (37) | 471 |
| #1 Issue: Medicare / Social Security | 19% (57) | 10% (32) | 33% (100) | 6% (19) | 19% (57) | 13% (40) | 304 |
| #1 Issue: Women's Issues | 25% (27) | 23% (25) | 22% (24) | 5% (5) | 10% (11) | 15% (16) | 108 |
| #1 Issue: Education | 21% (16) | 20% (16) | 27% (21) | 8% (6) | 17% (14) | 8% (6) | 79 |
| #1 Issue: Energy | 26% (23) | 10% (9) | 38% (35) | 4% (3) | 13% (12) | 9% (8) | 91 |
| #1 Issue: Other | 16% (22) | 12% (17) | 31% (42) | 11% (16) | 19% (26) | 11% (15) | 138 |
| 2018 House Vote: Democrat | 38% (283) | 20% (146) | 33% (242) | 2% (16) | 5% (35) | 3% (21) | 744 |
| 2018 House Vote: Republican | 3% (19) | 7% (41) | 26% (162) | 15% (97) | 43% (270) | 7% (42) | 630 |
| 2018 House Vote: Someone else | 4% (2) | 14% (8) | 47% (27) | 12% (7) | 13% (8) | 11% (6) | 59 |

Continued on next page

Table MCBR3_6: Would you have a more or less favorable view of a company if its CEO or other executive leaders publicly supported the following people or groups?
The Democratic Party

| Demographic | Much more favorable view | Somewhat more favorable view | No impact either way | Somewhat less favorable view | Much less favorable view | Don't know / No opinion | Total N |
|-------------------------------|--------------------------|------------------------------|----------------------|------------------------------|--------------------------|-------------------------|---------|
| Adults | 18% (396) | 12% (260) | 32% (712) | 7% (161) | 20% (440) | 10% (230) | 2200 |
| 2016 Vote: Hillary Clinton | 40% (271) | 18% (124) | 32% (217) | 2% (16) | 5% (33) | 3% (18) | 680 |
| 2016 Vote: Donald Trump | 3% (20) | 6% (40) | 27% (189) | 14% (98) | 43% (300) | 6% (43) | 691 |
| 2016 Vote: Other | 5% (5) | 21% (21) | 42% (42) | 7% (7) | 17% (17) | 7% (7) | 100 |
| 2016 Vote: Didn't Vote | 14% (99) | 10% (75) | 36% (259) | 6% (40) | 12% (89) | 22% (160) | 722 |
| Voted in 2014: Yes | 22% (272) | 13% (158) | 30% (370) | 8% (101) | 22% (275) | 4% (51) | 1227 |
| Voted in 2014: No | 13% (124) | 10% (102) | 35% (343) | 6% (60) | 17% (165) | 18% (179) | 973 |
| 2012 Vote: Barack Obama | 33% (283) | 16% (143) | 35% (304) | 4% (33) | 8% (72) | 4% (31) | 865 |
| 2012 Vote: Mitt Romney | 2% (7) | 6% (26) | 29% (130) | 15% (67) | 45% (199) | 4% (18) | 447 |
| 2012 Vote: Other | 1% (0) | 7% (4) | 32% (18) | 5% (3) | 48% (27) | 8% (4) | 55 |
| 2012 Vote: Didn't Vote | 13% (106) | 11% (88) | 31% (261) | 7% (59) | 17% (141) | 21% (177) | 830 |
| 4-Region: Northeast | 23% (91) | 13% (50) | 33% (131) | 7% (26) | 15% (61) | 9% (34) | 394 |
| 4-Region: Midwest | 18% (85) | 9% (41) | 36% (167) | 7% (34) | 20% (95) | 9% (41) | 462 |
| 4-Region: South | 16% (133) | 11% (94) | 29% (239) | 8% (65) | 23% (187) | 13% (106) | 824 |
| 4-Region: West | 17% (88) | 14% (75) | 34% (176) | 7% (35) | 19% (97) | 10% (50) | 520 |
| Favorable of Biden | 33% (376) | 19% (213) | 36% (403) | 3% (36) | 3% (33) | 7% (74) | 1134 |
| Unfavorable of Biden | 1% (12) | 5% (43) | 29% (262) | 14% (122) | 44% (401) | 7% (66) | 906 |
| Very favorable of Biden | 52% (327) | 17% (110) | 21% (132) | 2% (15) | 2% (15) | 5% (34) | 634 |
| Somewhat favorable of Biden | 10% (48) | 21% (103) | 54% (271) | 4% (20) | 4% (18) | 8% (40) | 500 |
| Somewhat unfavorable of Biden | 1% (2) | 9% (21) | 54% (119) | 14% (30) | 14% (31) | 8% (17) | 220 |
| Very unfavorable of Biden | 2% (10) | 3% (22) | 21% (143) | 13% (92) | 54% (371) | 7% (48) | 686 |

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

Table MCBR4_1: Are you more or less likely to purchase from a company if its CEO or other executive leaders publicly supported the following people or groups?
Donald Trump

| Demographic | More likely to purchase | | No impact either way | | Less likely to purchase | | Don't know / No opinion | | Total N |
|--------------------------|-------------------------|-------|----------------------|-------|-------------------------|-------|-------------------------|-------|---------|
| Adults | 21% | (468) | 29% | (645) | 41% | (907) | 8% | (180) | 2200 |
| Gender: Male | 26% | (273) | 33% | (345) | 37% | (389) | 5% | (55) | 1062 |
| Gender: Female | 17% | (195) | 26% | (300) | 46% | (519) | 11% | (125) | 1138 |
| Age: 18-34 | 22% | (147) | 23% | (150) | 40% | (265) | 14% | (93) | 655 |
| Age: 35-44 | 21% | (77) | 32% | (115) | 40% | (142) | 7% | (24) | 358 |
| Age: 45-64 | 19% | (145) | 32% | (242) | 42% | (318) | 6% | (45) | 751 |
| Age: 65+ | 23% | (99) | 32% | (138) | 42% | (182) | 4% | (18) | 436 |
| GenZers: 1997-2012 | 15% | (40) | 22% | (58) | 46% | (120) | 16% | (43) | 260 |
| Millennials: 1981-1996 | 24% | (138) | 25% | (145) | 39% | (225) | 12% | (68) | 576 |
| GenXers: 1965-1980 | 24% | (124) | 33% | (174) | 37% | (193) | 6% | (32) | 523 |
| Baby Boomers: 1946-1964 | 19% | (142) | 31% | (229) | 45% | (332) | 5% | (34) | 736 |
| PID: Dem (no lean) | 4% | (33) | 19% | (154) | 72% | (583) | 4% | (34) | 804 |
| PID: Ind (no lean) | 12% | (87) | 36% | (257) | 37% | (265) | 16% | (112) | 720 |
| PID: Rep (no lean) | 51% | (348) | 35% | (235) | 9% | (60) | 5% | (33) | 676 |
| PID/Gender: Dem Men | 5% | (18) | 24% | (88) | 68% | (245) | 3% | (10) | 361 |
| PID/Gender: Dem Women | 4% | (16) | 15% | (66) | 76% | (338) | 5% | (24) | 443 |
| PID/Gender: Ind Men | 17% | (54) | 39% | (124) | 35% | (111) | 9% | (29) | 318 |
| PID/Gender: Ind Women | 8% | (33) | 33% | (132) | 38% | (154) | 21% | (83) | 402 |
| PID/Gender: Rep Men | 53% | (202) | 35% | (133) | 9% | (33) | 4% | (15) | 383 |
| PID/Gender: Rep Women | 50% | (146) | 35% | (102) | 9% | (27) | 6% | (18) | 293 |
| Ideo: Liberal (1-3) | 10% | (63) | 16% | (98) | 70% | (421) | 3% | (20) | 601 |
| Ideo: Moderate (4) | 14% | (101) | 34% | (246) | 45% | (328) | 8% | (56) | 731 |
| Ideo: Conservative (5-7) | 41% | (281) | 39% | (266) | 15% | (105) | 5% | (35) | 687 |
| Educ: < College | 21% | (311) | 30% | (452) | 39% | (595) | 10% | (154) | 1512 |
| Educ: Bachelors degree | 20% | (91) | 28% | (124) | 48% | (214) | 3% | (15) | 444 |
| Educ: Post-grad | 27% | (66) | 28% | (69) | 40% | (99) | 4% | (11) | 244 |
| Income: Under 50k | 20% | (229) | 29% | (324) | 40% | (451) | 11% | (124) | 1128 |
| Income: 50k-100k | 20% | (140) | 31% | (216) | 42% | (291) | 6% | (39) | 686 |
| Income: 100k+ | 25% | (98) | 27% | (106) | 43% | (165) | 5% | (17) | 386 |
| Ethnicity: White | 24% | (408) | 31% | (542) | 38% | (657) | 7% | (114) | 1722 |

Continued on next page

Table MCBR4_1: Are you more or less likely to purchase from a company if its CEO or other executive leaders publicly supported the following people or groups?
 Donald Trump

| Demographic | More likely to purchase | | No impact either way | | Less likely to purchase | | Don't know / No opinion | | Total N |
|-----------------------------------|-------------------------|-------|----------------------|-------|-------------------------|-------|-------------------------|-------|---------|
| Adults | 21% | (468) | 29% | (645) | 41% | (907) | 8% | (180) | 2200 |
| Ethnicity: Hispanic | 20% | (70) | 21% | (75) | 44% | (154) | 14% | (50) | 349 |
| Ethnicity: Black | 12% | (32) | 24% | (67) | 54% | (149) | 10% | (26) | 274 |
| Ethnicity: Other | 14% | (28) | 18% | (36) | 49% | (101) | 19% | (39) | 204 |
| All Christian | 26% | (272) | 34% | (358) | 34% | (354) | 6% | (61) | 1044 |
| All Non-Christian | 20% | (29) | 23% | (33) | 53% | (77) | 4% | (6) | 144 |
| Atheist | 15% | (14) | 31% | (31) | 53% | (52) | 1% | (1) | 98 |
| Agnostic/Nothing in particular | 13% | (70) | 27% | (147) | 49% | (272) | 12% | (64) | 552 |
| Something Else | 23% | (83) | 21% | (77) | 42% | (152) | 14% | (49) | 362 |
| Religious Non-Protestant/Catholic | 20% | (32) | 27% | (44) | 49% | (82) | 4% | (7) | 165 |
| Evangelical | 34% | (193) | 29% | (165) | 29% | (166) | 8% | (43) | 567 |
| Non-Evangelical | 19% | (148) | 31% | (246) | 42% | (331) | 8% | (65) | 792 |
| Community: Urban | 21% | (141) | 21% | (141) | 49% | (325) | 8% | (55) | 663 |
| Community: Suburban | 20% | (202) | 32% | (316) | 40% | (395) | 8% | (82) | 995 |
| Community: Rural | 23% | (125) | 35% | (188) | 34% | (187) | 8% | (43) | 543 |
| Employ: Private Sector | 24% | (164) | 29% | (195) | 40% | (269) | 6% | (43) | 671 |
| Employ: Government | 25% | (27) | 29% | (31) | 38% | (40) | 8% | (8) | 106 |
| Employ: Self-Employed | 22% | (47) | 22% | (46) | 49% | (103) | 6% | (13) | 208 |
| Employ: Homemaker | 23% | (38) | 33% | (55) | 34% | (57) | 10% | (17) | 167 |
| Employ: Retired | 20% | (104) | 32% | (167) | 45% | (238) | 4% | (19) | 529 |
| Employ: Unemployed | 19% | (54) | 32% | (91) | 36% | (103) | 14% | (40) | 290 |
| Employ: Other | 16% | (22) | 32% | (44) | 38% | (52) | 15% | (20) | 138 |
| Military HH: Yes | 24% | (90) | 36% | (132) | 37% | (135) | 3% | (12) | 369 |
| Military HH: No | 21% | (378) | 28% | (514) | 42% | (772) | 9% | (168) | 1831 |
| RD/WT: Right Direction | 50% | (327) | 36% | (238) | 9% | (56) | 6% | (38) | 658 |
| RD/WT: Wrong Track | 9% | (141) | 26% | (407) | 55% | (851) | 9% | (142) | 1542 |
| Trump Job Approve | 49% | (423) | 41% | (353) | 5% | (45) | 5% | (46) | 868 |
| Trump Job Disapprove | 3% | (43) | 22% | (269) | 69% | (851) | 6% | (76) | 1239 |

Continued on next page

Table MCBR4_1: Are you more or less likely to purchase from a company if its CEO or other executive leaders publicly supported the following people or groups?
Donald Trump

| Demographic | More likely to purchase | | No impact either way | | Less likely to purchase | | Don't know / No opinion | | Total N |
|--------------------------------------|-------------------------|-------|----------------------|-------|-------------------------|-------|-------------------------|-------|---------|
| Adults | 21% | (468) | 29% | (645) | 41% | (907) | 8% | (180) | 2200 |
| Trump Job Strongly Approve | 64% | (318) | 27% | (132) | 4% | (20) | 5% | (25) | 496 |
| Trump Job Somewhat Approve | 28% | (105) | 59% | (221) | 7% | (25) | 6% | (21) | 372 |
| Trump Job Somewhat Disapprove | 10% | (28) | 43% | (116) | 35% | (96) | 12% | (33) | 273 |
| Trump Job Strongly Disapprove | 2% | (15) | 16% | (152) | 78% | (755) | 4% | (43) | 966 |
| Favorable of Trump | 50% | (449) | 39% | (350) | 5% | (45) | 5% | (46) | 890 |
| Unfavorable of Trump | 1% | (15) | 23% | (274) | 70% | (855) | 6% | (72) | 1216 |
| Very Favorable of Trump | 66% | (360) | 25% | (136) | 4% | (22) | 5% | (25) | 543 |
| Somewhat Favorable of Trump | 25% | (88) | 62% | (214) | 7% | (23) | 6% | (21) | 347 |
| Somewhat Unfavorable of Trump | 5% | (10) | 55% | (118) | 29% | (62) | 12% | (25) | 215 |
| Very Unfavorable of Trump | — | (5) | 16% | (157) | 79% | (792) | 5% | (47) | 1000 |
| #1 Issue: Economy | 25% | (199) | 34% | (268) | 31% | (248) | 9% | (73) | 789 |
| #1 Issue: Security | 42% | (93) | 34% | (75) | 18% | (39) | 6% | (13) | 220 |
| #1 Issue: Health Care | 12% | (58) | 24% | (112) | 58% | (274) | 6% | (28) | 471 |
| #1 Issue: Medicare / Social Security | 20% | (60) | 27% | (82) | 44% | (135) | 9% | (27) | 304 |
| #1 Issue: Women's Issues | 7% | (8) | 19% | (21) | 60% | (65) | 13% | (14) | 108 |
| #1 Issue: Education | 26% | (21) | 29% | (23) | 36% | (29) | 9% | (7) | 79 |
| #1 Issue: Energy | 14% | (13) | 28% | (26) | 49% | (45) | 9% | (8) | 91 |
| #1 Issue: Other | 12% | (17) | 29% | (40) | 52% | (72) | 7% | (10) | 138 |
| 2018 House Vote: Democrat | 3% | (24) | 23% | (171) | 71% | (531) | 2% | (18) | 744 |
| 2018 House Vote: Republican | 50% | (313) | 37% | (230) | 10% | (63) | 4% | (23) | 630 |
| 2018 House Vote: Someone else | 8% | (5) | 37% | (22) | 41% | (24) | 14% | (8) | 59 |
| 2016 Vote: Hillary Clinton | 3% | (17) | 20% | (135) | 75% | (507) | 3% | (21) | 680 |
| 2016 Vote: Donald Trump | 50% | (347) | 37% | (253) | 8% | (58) | 5% | (32) | 691 |
| 2016 Vote: Other | 8% | (8) | 41% | (42) | 43% | (43) | 7% | (7) | 100 |
| 2016 Vote: Didn't Vote | 13% | (93) | 29% | (211) | 41% | (298) | 17% | (119) | 722 |
| Voted in 2014: Yes | 23% | (288) | 30% | (372) | 43% | (528) | 3% | (39) | 1227 |
| Voted in 2014: No | 18% | (180) | 28% | (273) | 39% | (380) | 14% | (140) | 973 |

Continued on next page

Table MCBR4_1: Are you more or less likely to purchase from a company if its CEO or other executive leaders publicly supported the following people or groups?
 Donald Trump

| Demographic | More likely to purchase | | No impact either way | | Less likely to purchase | | Don't know / No opinion | | Total N |
|-------------------------------|-------------------------|-------|----------------------|-------|-------------------------|-------|-------------------------|-------|---------|
| Adults | 21% | (468) | 29% | (645) | 41% | (907) | 8% | (180) | 2200 |
| 2012 Vote: Barack Obama | 10% | (88) | 24% | (210) | 62% | (534) | 4% | (34) | 865 |
| 2012 Vote: Mitt Romney | 45% | (199) | 39% | (174) | 13% | (59) | 3% | (15) | 447 |
| 2012 Vote: Other | 33% | (18) | 40% | (22) | 22% | (12) | 5% | (3) | 55 |
| 2012 Vote: Didn't Vote | 19% | (160) | 29% | (239) | 36% | (303) | 15% | (128) | 830 |
| 4-Region: Northeast | 23% | (89) | 27% | (106) | 43% | (170) | 7% | (29) | 394 |
| 4-Region: Midwest | 19% | (87) | 31% | (144) | 43% | (198) | 7% | (34) | 462 |
| 4-Region: South | 23% | (190) | 28% | (230) | 39% | (318) | 10% | (87) | 824 |
| 4-Region: West | 20% | (102) | 32% | (166) | 43% | (222) | 6% | (30) | 520 |
| Favorable of Biden | 6% | (66) | 22% | (250) | 67% | (765) | 5% | (52) | 1134 |
| Unfavorable of Biden | 43% | (386) | 38% | (343) | 13% | (122) | 6% | (56) | 906 |
| Very favorable of Biden | 5% | (33) | 16% | (99) | 75% | (478) | 4% | (24) | 634 |
| Somewhat favorable of Biden | 7% | (33) | 30% | (151) | 58% | (288) | 6% | (29) | 500 |
| Somewhat unfavorable of Biden | 17% | (38) | 48% | (105) | 27% | (59) | 8% | (18) | 220 |
| Very unfavorable of Biden | 51% | (348) | 35% | (238) | 9% | (62) | 6% | (38) | 686 |

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

Table MCBR4_2: Are you more or less likely to purchase from a company if its CEO or other executive leaders publicly supported the following people or groups?
Joe Biden

| Demographic | More likely to purchase | | No impact either way | | Less likely to purchase | | Don't know / No opinion | | Total N |
|--------------------------|-------------------------|-------|----------------------|-------|-------------------------|-------|-------------------------|-------|---------|
| Adults | 26% | (568) | 36% | (783) | 29% | (645) | 9% | (204) | 2200 |
| Gender: Male | 26% | (275) | 36% | (386) | 31% | (333) | 6% | (68) | 1062 |
| Gender: Female | 26% | (294) | 35% | (397) | 27% | (312) | 12% | (136) | 1138 |
| Age: 18-34 | 29% | (191) | 29% | (190) | 27% | (178) | 15% | (96) | 655 |
| Age: 35-44 | 34% | (123) | 35% | (126) | 22% | (79) | 8% | (29) | 358 |
| Age: 45-64 | 21% | (159) | 40% | (302) | 30% | (228) | 8% | (62) | 751 |
| Age: 65+ | 22% | (95) | 38% | (164) | 37% | (160) | 4% | (16) | 436 |
| GenZers: 1997-2012 | 30% | (77) | 32% | (84) | 20% | (53) | 17% | (45) | 260 |
| Millennials: 1981-1996 | 31% | (177) | 29% | (165) | 28% | (161) | 13% | (73) | 576 |
| GenXers: 1965-1980 | 26% | (135) | 38% | (198) | 28% | (146) | 9% | (44) | 523 |
| Baby Boomers: 1946-1964 | 21% | (156) | 40% | (298) | 33% | (243) | 5% | (39) | 736 |
| PID: Dem (no lean) | 56% | (448) | 33% | (266) | 6% | (49) | 5% | (41) | 804 |
| PID: Ind (no lean) | 11% | (77) | 44% | (316) | 29% | (208) | 17% | (120) | 720 |
| PID: Rep (no lean) | 6% | (43) | 30% | (201) | 57% | (388) | 6% | (44) | 676 |
| PID/Gender: Dem Men | 60% | (217) | 32% | (114) | 4% | (16) | 4% | (15) | 361 |
| PID/Gender: Dem Women | 52% | (231) | 34% | (152) | 8% | (33) | 6% | (26) | 443 |
| PID/Gender: Ind Men | 8% | (26) | 50% | (159) | 31% | (100) | 10% | (33) | 318 |
| PID/Gender: Ind Women | 12% | (50) | 39% | (158) | 27% | (108) | 22% | (87) | 402 |
| PID/Gender: Rep Men | 8% | (31) | 30% | (114) | 57% | (217) | 5% | (21) | 383 |
| PID/Gender: Rep Women | 4% | (12) | 30% | (87) | 58% | (171) | 8% | (23) | 293 |
| Ideo: Liberal (1-3) | 48% | (291) | 36% | (218) | 12% | (72) | 3% | (20) | 601 |
| Ideo: Moderate (4) | 27% | (197) | 44% | (325) | 20% | (150) | 8% | (60) | 731 |
| Ideo: Conservative (5-7) | 9% | (61) | 28% | (190) | 56% | (383) | 8% | (53) | 687 |
| Educ: < College | 23% | (341) | 35% | (527) | 31% | (470) | 12% | (175) | 1512 |
| Educ: Bachelors degree | 31% | (136) | 39% | (173) | 27% | (120) | 3% | (15) | 444 |
| Educ: Post-grad | 38% | (92) | 34% | (83) | 22% | (55) | 6% | (15) | 244 |
| Income: Under 50k | 24% | (267) | 34% | (380) | 31% | (346) | 12% | (135) | 1128 |
| Income: 50k-100k | 23% | (158) | 39% | (270) | 30% | (206) | 8% | (52) | 686 |
| Income: 100k+ | 37% | (143) | 35% | (133) | 24% | (92) | 5% | (18) | 386 |
| Ethnicity: White | 24% | (406) | 36% | (622) | 33% | (560) | 8% | (133) | 1722 |

Continued on next page

Table MCBR4_2: Are you more or less likely to purchase from a company if its CEO or other executive leaders publicly supported the following people or groups?
Joe Biden

| Demographic | More likely to purchase | | No impact either way | | Less likely to purchase | | Don't know / No opinion | | Total N |
|-----------------------------------|-------------------------|-------|----------------------|-------|-------------------------|-------|-------------------------|-------|---------|
| Adults | 26% | (568) | 36% | (783) | 29% | (645) | 9% | (204) | 2200 |
| Ethnicity: Hispanic | 29% | (103) | 32% | (110) | 24% | (82) | 15% | (54) | 349 |
| Ethnicity: Black | 40% | (110) | 32% | (87) | 16% | (44) | 12% | (34) | 274 |
| Ethnicity: Other | 26% | (52) | 36% | (74) | 20% | (40) | 19% | (38) | 204 |
| All Christian | 24% | (249) | 35% | (367) | 34% | (357) | 7% | (72) | 1044 |
| All Non-Christian | 40% | (58) | 36% | (52) | 16% | (23) | 7% | (11) | 144 |
| Atheist | 28% | (28) | 58% | (56) | 13% | (13) | 1% | (1) | 98 |
| Agnostic/Nothing in particular | 24% | (133) | 42% | (232) | 22% | (121) | 12% | (67) | 552 |
| Something Else | 28% | (101) | 21% | (76) | 36% | (130) | 15% | (55) | 362 |
| Religious Non-Protestant/Catholic | 37% | (61) | 38% | (63) | 18% | (30) | 7% | (11) | 165 |
| Evangelical | 26% | (149) | 23% | (130) | 42% | (240) | 9% | (49) | 567 |
| Non-Evangelical | 24% | (190) | 37% | (295) | 29% | (229) | 10% | (77) | 792 |
| Community: Urban | 37% | (244) | 33% | (219) | 20% | (135) | 10% | (65) | 663 |
| Community: Suburban | 22% | (215) | 38% | (381) | 31% | (308) | 9% | (91) | 995 |
| Community: Rural | 20% | (109) | 34% | (183) | 37% | (202) | 9% | (48) | 543 |
| Employ: Private Sector | 31% | (210) | 30% | (205) | 31% | (206) | 7% | (50) | 671 |
| Employ: Government | 30% | (32) | 38% | (40) | 25% | (26) | 8% | (8) | 106 |
| Employ: Self-Employed | 36% | (74) | 33% | (69) | 24% | (51) | 7% | (14) | 208 |
| Employ: Homemaker | 15% | (26) | 46% | (77) | 29% | (48) | 10% | (16) | 167 |
| Employ: Retired | 22% | (117) | 39% | (207) | 35% | (184) | 4% | (21) | 529 |
| Employ: Unemployed | 19% | (54) | 36% | (105) | 30% | (86) | 16% | (45) | 290 |
| Employ: Other | 24% | (34) | 35% | (48) | 21% | (29) | 20% | (27) | 138 |
| Military HH: Yes | 21% | (76) | 40% | (149) | 34% | (125) | 5% | (19) | 369 |
| Military HH: No | 27% | (492) | 35% | (634) | 28% | (520) | 10% | (186) | 1831 |
| RD/WT: Right Direction | 12% | (79) | 29% | (190) | 52% | (339) | 8% | (49) | 658 |
| RD/WT: Wrong Track | 32% | (489) | 38% | (593) | 20% | (305) | 10% | (155) | 1542 |
| Trump Job Approve | 7% | (57) | 28% | (246) | 58% | (507) | 7% | (58) | 868 |
| Trump Job Disapprove | 41% | (508) | 42% | (516) | 10% | (130) | 7% | (85) | 1239 |

Continued on next page

Table MCBR4_2: Are you more or less likely to purchase from a company if its CEO or other executive leaders publicly supported the following people or groups?
Joe Biden

| Demographic | More likely to purchase | | No impact either way | | Less likely to purchase | | Don't know / No opinion | | Total N |
|--------------------------------------|-------------------------|-------|----------------------|-------|-------------------------|-------|-------------------------|-------|---------|
| Adults | 26% | (568) | 36% | (783) | 29% | (645) | 9% | (204) | 2200 |
| Trump Job Strongly Approve | 5% | (26) | 21% | (102) | 68% | (338) | 6% | (29) | 496 |
| Trump Job Somewhat Approve | 8% | (31) | 39% | (143) | 45% | (169) | 8% | (29) | 372 |
| Trump Job Somewhat Disapprove | 27% | (74) | 40% | (110) | 21% | (58) | 12% | (32) | 273 |
| Trump Job Strongly Disapprove | 45% | (434) | 42% | (407) | 7% | (72) | 5% | (53) | 966 |
| Favorable of Trump | 7% | (61) | 28% | (253) | 58% | (518) | 7% | (58) | 890 |
| Unfavorable of Trump | 41% | (500) | 42% | (510) | 10% | (117) | 7% | (89) | 1216 |
| Very Favorable of Trump | 6% | (32) | 22% | (119) | 66% | (357) | 6% | (34) | 543 |
| Somewhat Favorable of Trump | 8% | (29) | 38% | (134) | 46% | (161) | 7% | (24) | 347 |
| Somewhat Unfavorable of Trump | 22% | (47) | 43% | (92) | 20% | (43) | 16% | (34) | 215 |
| Very Unfavorable of Trump | 45% | (453) | 42% | (418) | 7% | (74) | 6% | (56) | 1000 |
| #1 Issue: Economy | 20% | (157) | 36% | (285) | 34% | (268) | 10% | (79) | 789 |
| #1 Issue: Security | 13% | (29) | 28% | (61) | 54% | (120) | 5% | (10) | 220 |
| #1 Issue: Health Care | 36% | (171) | 40% | (188) | 18% | (84) | 6% | (28) | 471 |
| #1 Issue: Medicare / Social Security | 25% | (77) | 38% | (116) | 26% | (79) | 11% | (33) | 304 |
| #1 Issue: Women's Issues | 36% | (39) | 31% | (33) | 16% | (17) | 17% | (19) | 108 |
| #1 Issue: Education | 24% | (19) | 28% | (22) | 34% | (27) | 14% | (11) | 79 |
| #1 Issue: Energy | 36% | (33) | 37% | (34) | 14% | (13) | 13% | (12) | 91 |
| #1 Issue: Other | 32% | (44) | 32% | (44) | 26% | (36) | 10% | (13) | 138 |
| 2018 House Vote: Democrat | 51% | (382) | 38% | (280) | 8% | (57) | 3% | (23) | 744 |
| 2018 House Vote: Republican | 7% | (46) | 28% | (179) | 60% | (375) | 5% | (30) | 630 |
| 2018 House Vote: Someone else | 6% | (3) | 56% | (33) | 24% | (14) | 14% | (8) | 59 |
| 2016 Vote: Hillary Clinton | 53% | (359) | 37% | (251) | 7% | (49) | 3% | (21) | 680 |
| 2016 Vote: Donald Trump | 7% | (45) | 29% | (200) | 60% | (413) | 5% | (33) | 691 |
| 2016 Vote: Other | 17% | (17) | 45% | (45) | 30% | (31) | 8% | (8) | 100 |
| 2016 Vote: Didn't Vote | 20% | (145) | 40% | (287) | 21% | (152) | 19% | (138) | 722 |
| Voted in 2014: Yes | 30% | (365) | 34% | (420) | 32% | (391) | 4% | (51) | 1227 |
| Voted in 2014: No | 21% | (203) | 37% | (363) | 26% | (253) | 16% | (153) | 973 |

Continued on next page

Table MCBR4_2: Are you more or less likely to purchase from a company if its CEO or other executive leaders publicly supported the following people or groups?
Joe Biden

| Demographic | More likely to purchase | | No impact either way | | Less likely to purchase | | Don't know / No opinion | | Total N |
|-------------------------------|-------------------------|-------|----------------------|-------|-------------------------|-------|-------------------------|-------|---------|
| Adults | 26% | (568) | 36% | (783) | 29% | (645) | 9% | (204) | 2200 |
| 2012 Vote: Barack Obama | 44% | (378) | 38% | (325) | 14% | (121) | 5% | (42) | 865 |
| 2012 Vote: Mitt Romney | 4% | (17) | 34% | (150) | 59% | (261) | 4% | (18) | 447 |
| 2012 Vote: Other | 6% | (3) | 32% | (18) | 57% | (32) | 5% | (3) | 55 |
| 2012 Vote: Didn't Vote | 20% | (169) | 35% | (290) | 28% | (229) | 17% | (142) | 830 |
| 4-Region: Northeast | 32% | (127) | 37% | (144) | 21% | (81) | 10% | (41) | 394 |
| 4-Region: Midwest | 25% | (117) | 38% | (175) | 31% | (144) | 6% | (27) | 462 |
| 4-Region: South | 23% | (191) | 33% | (268) | 32% | (262) | 13% | (103) | 824 |
| 4-Region: West | 26% | (133) | 38% | (196) | 30% | (158) | 6% | (33) | 520 |
| Favorable of Biden | 48% | (550) | 42% | (473) | 4% | (49) | 5% | (62) | 1134 |
| Unfavorable of Biden | 2% | (16) | 28% | (255) | 63% | (573) | 7% | (62) | 906 |
| Very favorable of Biden | 69% | (439) | 24% | (151) | 3% | (21) | 4% | (22) | 634 |
| Somewhat favorable of Biden | 22% | (111) | 64% | (322) | 5% | (27) | 8% | (40) | 500 |
| Somewhat unfavorable of Biden | 6% | (13) | 59% | (130) | 24% | (53) | 11% | (25) | 220 |
| Very unfavorable of Biden | — | (3) | 18% | (125) | 76% | (521) | 5% | (37) | 686 |

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

Table MCBR4_3: Are you more or less likely to purchase from a company if its CEO or other executive leaders publicly supported the following people or groups?
Mike Pence

| Demographic | More likely to purchase | | No impact either way | | Less likely to purchase | | Don't know / No opinion | | Total N |
|--------------------------|-------------------------|-------|----------------------|-------|-------------------------|-------|-------------------------|-------|---------|
| Adults | 16% | (360) | 37% | (816) | 33% | (724) | 14% | (300) | 2200 |
| Gender: Male | 18% | (187) | 40% | (427) | 32% | (337) | 10% | (111) | 1062 |
| Gender: Female | 15% | (173) | 34% | (389) | 34% | (386) | 17% | (190) | 1138 |
| Age: 18-34 | 13% | (87) | 33% | (219) | 28% | (181) | 26% | (168) | 655 |
| Age: 35-44 | 17% | (60) | 41% | (147) | 27% | (98) | 15% | (53) | 358 |
| Age: 45-64 | 16% | (122) | 38% | (283) | 38% | (287) | 8% | (58) | 751 |
| Age: 65+ | 21% | (91) | 38% | (166) | 36% | (158) | 5% | (21) | 436 |
| GenZers: 1997-2012 | 9% | (23) | 27% | (70) | 30% | (78) | 34% | (88) | 260 |
| Millennials: 1981-1996 | 15% | (87) | 39% | (223) | 28% | (161) | 18% | (104) | 576 |
| GenXers: 1965-1980 | 19% | (101) | 38% | (200) | 30% | (158) | 12% | (63) | 523 |
| Baby Boomers: 1946-1964 | 17% | (127) | 37% | (274) | 40% | (296) | 5% | (39) | 736 |
| PID: Dem (no lean) | 6% | (45) | 26% | (213) | 59% | (474) | 9% | (72) | 804 |
| PID: Ind (no lean) | 7% | (52) | 44% | (316) | 27% | (197) | 21% | (155) | 720 |
| PID: Rep (no lean) | 39% | (263) | 42% | (287) | 8% | (52) | 11% | (74) | 676 |
| PID/Gender: Dem Men | 7% | (25) | 28% | (102) | 59% | (213) | 6% | (20) | 361 |
| PID/Gender: Dem Women | 5% | (20) | 25% | (110) | 59% | (261) | 12% | (52) | 443 |
| PID/Gender: Ind Men | 7% | (23) | 49% | (154) | 30% | (94) | 15% | (46) | 318 |
| PID/Gender: Ind Women | 7% | (29) | 40% | (162) | 26% | (104) | 27% | (108) | 402 |
| PID/Gender: Rep Men | 36% | (139) | 44% | (170) | 8% | (30) | 12% | (44) | 383 |
| PID/Gender: Rep Women | 42% | (124) | 40% | (117) | 8% | (22) | 10% | (30) | 293 |
| Ideo: Liberal (1-3) | 10% | (59) | 21% | (126) | 63% | (379) | 6% | (37) | 601 |
| Ideo: Moderate (4) | 10% | (70) | 44% | (318) | 32% | (234) | 15% | (109) | 731 |
| Ideo: Conservative (5-7) | 32% | (223) | 47% | (325) | 12% | (81) | 8% | (57) | 687 |
| Educ: < College | 14% | (217) | 37% | (566) | 31% | (475) | 17% | (255) | 1512 |
| Educ: Bachelors degree | 20% | (91) | 35% | (154) | 39% | (173) | 6% | (26) | 444 |
| Educ: Post-grad | 22% | (53) | 39% | (96) | 31% | (76) | 8% | (20) | 244 |
| Income: Under 50k | 14% | (154) | 36% | (409) | 31% | (352) | 19% | (212) | 1128 |
| Income: 50k-100k | 18% | (121) | 39% | (268) | 34% | (235) | 9% | (63) | 686 |
| Income: 100k+ | 22% | (85) | 36% | (139) | 35% | (137) | 7% | (26) | 386 |
| Ethnicity: White | 19% | (320) | 39% | (676) | 31% | (537) | 11% | (188) | 1722 |

Continued on next page

Table MCBR4_3: Are you more or less likely to purchase from a company if its CEO or other executive leaders publicly supported the following people or groups?

Mike Pence

| Demographic | More likely to purchase | | No impact either way | | Less likely to purchase | | Don't know / No opinion | | Total N |
|-----------------------------------|-------------------------|-------|----------------------|-------|-------------------------|-------|-------------------------|-------|---------|
| Adults | 16% | (360) | 37% | (816) | 33% | (724) | 14% | (300) | 2200 |
| Ethnicity: Hispanic | 9% | (32) | 29% | (101) | 32% | (110) | 30% | (106) | 349 |
| Ethnicity: Black | 7% | (20) | 30% | (82) | 38% | (105) | 24% | (66) | 274 |
| Ethnicity: Other | 10% | (20) | 28% | (57) | 40% | (82) | 22% | (46) | 204 |
| All Christian | 23% | (241) | 40% | (422) | 28% | (290) | 9% | (92) | 1044 |
| All Non-Christian | 13% | (19) | 27% | (39) | 49% | (71) | 11% | (15) | 144 |
| Atheist | 10% | (10) | 41% | (41) | 47% | (46) | 2% | (2) | 98 |
| Agnostic/Nothing in particular | 8% | (41) | 37% | (205) | 35% | (193) | 20% | (113) | 552 |
| Something Else | 13% | (48) | 30% | (110) | 34% | (125) | 22% | (79) | 362 |
| Religious Non-Protestant/Catholic | 13% | (22) | 32% | (53) | 44% | (73) | 11% | (17) | 165 |
| Evangelical | 29% | (165) | 35% | (196) | 24% | (137) | 12% | (70) | 567 |
| Non-Evangelical | 15% | (119) | 39% | (305) | 34% | (270) | 12% | (98) | 792 |
| Community: Urban | 16% | (105) | 31% | (202) | 37% | (244) | 17% | (111) | 663 |
| Community: Suburban | 15% | (146) | 39% | (393) | 34% | (337) | 12% | (119) | 995 |
| Community: Rural | 20% | (109) | 41% | (221) | 26% | (142) | 13% | (71) | 543 |
| Employ: Private Sector | 20% | (136) | 38% | (255) | 33% | (221) | 9% | (60) | 671 |
| Employ: Government | 17% | (18) | 42% | (45) | 27% | (29) | 14% | (15) | 106 |
| Employ: Self-Employed | 12% | (25) | 33% | (69) | 35% | (73) | 20% | (42) | 208 |
| Employ: Homemaker | 17% | (28) | 42% | (71) | 28% | (47) | 13% | (21) | 167 |
| Employ: Retired | 18% | (94) | 37% | (197) | 40% | (212) | 5% | (25) | 529 |
| Employ: Unemployed | 11% | (32) | 36% | (105) | 27% | (78) | 26% | (76) | 290 |
| Employ: Other | 13% | (18) | 39% | (53) | 23% | (31) | 25% | (35) | 138 |
| Military HH: Yes | 19% | (72) | 41% | (153) | 30% | (112) | 9% | (33) | 369 |
| Military HH: No | 16% | (289) | 36% | (663) | 33% | (612) | 15% | (267) | 1831 |
| RD/WT: Right Direction | 36% | (240) | 43% | (285) | 7% | (49) | 13% | (85) | 658 |
| RD/WT: Wrong Track | 8% | (121) | 34% | (531) | 44% | (675) | 14% | (215) | 1542 |
| Trump Job Approve | 35% | (306) | 47% | (405) | 7% | (60) | 11% | (96) | 868 |
| Trump Job Disapprove | 4% | (54) | 32% | (393) | 53% | (658) | 11% | (134) | 1239 |

Continued on next page

Table MCBR4_3: Are you more or less likely to purchase from a company if its CEO or other executive leaders publicly supported the following people or groups?
Mike Pence

| Demographic | More likely to purchase | | No impact either way | | Less likely to purchase | | Don't know / No opinion | | Total N |
|--------------------------------------|-------------------------|-------|----------------------|-------|-------------------------|-------|-------------------------|-------|---------|
| Adults | 16% | (360) | 37% | (816) | 33% | (724) | 14% | (300) | 2200 |
| Trump Job Strongly Approve | 49% | (241) | 36% | (177) | 6% | (28) | 10% | (51) | 496 |
| Trump Job Somewhat Approve | 18% | (66) | 61% | (228) | 9% | (33) | 12% | (46) | 372 |
| Trump Job Somewhat Disapprove | 8% | (22) | 50% | (137) | 24% | (67) | 17% | (47) | 273 |
| Trump Job Strongly Disapprove | 3% | (32) | 26% | (256) | 61% | (592) | 9% | (87) | 966 |
| Favorable of Trump | 35% | (314) | 46% | (413) | 7% | (60) | 12% | (103) | 890 |
| Unfavorable of Trump | 3% | (42) | 32% | (385) | 54% | (655) | 11% | (134) | 1216 |
| Very Favorable of Trump | 48% | (262) | 36% | (193) | 5% | (28) | 11% | (60) | 543 |
| Somewhat Favorable of Trump | 15% | (53) | 63% | (219) | 9% | (32) | 12% | (43) | 347 |
| Somewhat Unfavorable of Trump | 6% | (13) | 59% | (127) | 19% | (42) | 16% | (33) | 215 |
| Very Unfavorable of Trump | 3% | (29) | 26% | (257) | 61% | (613) | 10% | (100) | 1000 |
| #1 Issue: Economy | 18% | (140) | 43% | (338) | 24% | (190) | 15% | (121) | 789 |
| #1 Issue: Security | 38% | (84) | 41% | (90) | 12% | (26) | 9% | (20) | 220 |
| #1 Issue: Health Care | 12% | (55) | 32% | (152) | 46% | (218) | 10% | (47) | 471 |
| #1 Issue: Medicare / Social Security | 16% | (48) | 35% | (106) | 39% | (117) | 11% | (34) | 304 |
| #1 Issue: Women's Issues | 10% | (11) | 18% | (19) | 52% | (56) | 21% | (22) | 108 |
| #1 Issue: Education | 13% | (10) | 40% | (32) | 24% | (19) | 24% | (19) | 79 |
| #1 Issue: Energy | 7% | (7) | 38% | (35) | 38% | (35) | 16% | (15) | 91 |
| #1 Issue: Other | 5% | (6) | 32% | (45) | 47% | (64) | 16% | (22) | 138 |
| 2018 House Vote: Democrat | 5% | (40) | 30% | (223) | 60% | (443) | 5% | (37) | 744 |
| 2018 House Vote: Republican | 37% | (234) | 43% | (274) | 9% | (57) | 10% | (65) | 630 |
| 2018 House Vote: Someone else | 8% | (5) | 43% | (25) | 21% | (13) | 28% | (16) | 59 |
| 2016 Vote: Hillary Clinton | 5% | (32) | 27% | (186) | 63% | (428) | 5% | (35) | 680 |
| 2016 Vote: Donald Trump | 38% | (261) | 47% | (325) | 8% | (53) | 7% | (52) | 691 |
| 2016 Vote: Other | 7% | (7) | 38% | (38) | 41% | (41) | 14% | (14) | 100 |
| 2016 Vote: Didn't Vote | 8% | (60) | 37% | (267) | 28% | (200) | 27% | (194) | 722 |
| Voted in 2014: Yes | 19% | (238) | 38% | (465) | 36% | (443) | 7% | (81) | 1227 |
| Voted in 2014: No | 13% | (122) | 36% | (351) | 29% | (281) | 23% | (219) | 973 |

Continued on next page

Table MCBR4_3: Are you more or less likely to purchase from a company if its CEO or other executive leaders publicly supported the following people or groups?
Mike Pence

| Demographic | More likely to purchase | | No impact either way | | Less likely to purchase | | Don't know / No opinion | | Total N |
|-------------------------------|-------------------------|-------|----------------------|-------|-------------------------|-------|-------------------------|-------|---------|
| Adults | 16% | (360) | 37% | (816) | 33% | (724) | 14% | (300) | 2200 |
| 2012 Vote: Barack Obama | 9% | (78) | 33% | (285) | 51% | (442) | 7% | (61) | 865 |
| 2012 Vote: Mitt Romney | 39% | (173) | 45% | (202) | 11% | (48) | 5% | (24) | 447 |
| 2012 Vote: Other | 11% | (6) | 52% | (29) | 31% | (17) | 6% | (3) | 55 |
| 2012 Vote: Didn't Vote | 12% | (101) | 36% | (300) | 26% | (217) | 26% | (212) | 830 |
| 4-Region: Northeast | 19% | (74) | 36% | (141) | 33% | (130) | 12% | (48) | 394 |
| 4-Region: Midwest | 16% | (72) | 40% | (184) | 33% | (153) | 11% | (53) | 462 |
| 4-Region: South | 17% | (137) | 36% | (295) | 31% | (258) | 16% | (134) | 824 |
| 4-Region: West | 15% | (77) | 38% | (196) | 35% | (182) | 13% | (65) | 520 |
| Favorable of Biden | 6% | (64) | 32% | (358) | 52% | (595) | 10% | (118) | 1134 |
| Unfavorable of Biden | 32% | (288) | 45% | (407) | 13% | (120) | 10% | (92) | 906 |
| Very favorable of Biden | 6% | (40) | 22% | (142) | 61% | (386) | 10% | (66) | 634 |
| Somewhat favorable of Biden | 5% | (24) | 43% | (216) | 42% | (209) | 10% | (51) | 500 |
| Somewhat unfavorable of Biden | 10% | (21) | 57% | (126) | 21% | (45) | 12% | (27) | 220 |
| Very unfavorable of Biden | 39% | (266) | 41% | (281) | 11% | (75) | 9% | (64) | 686 |

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

Table MCBR4_4: Are you more or less likely to purchase from a company if its CEO or other executive leaders publicly supported the following people or groups?

Kamala Harris

| Demographic | More likely to purchase | | No impact either way | | Less likely to purchase | | Don't know / No opinion | | Total N |
|--------------------------|-------------------------|-------|----------------------|-------|-------------------------|-------|-------------------------|-------|---------|
| Adults | 20% | (437) | 38% | (846) | 27% | (602) | 14% | (315) | 2200 |
| Gender: Male | 20% | (212) | 39% | (418) | 30% | (314) | 11% | (118) | 1062 |
| Gender: Female | 20% | (226) | 38% | (428) | 25% | (288) | 17% | (197) | 1138 |
| Age: 18-34 | 16% | (106) | 36% | (233) | 20% | (130) | 28% | (187) | 655 |
| Age: 35-44 | 23% | (83) | 44% | (157) | 21% | (75) | 12% | (42) | 358 |
| Age: 45-64 | 22% | (162) | 39% | (290) | 31% | (234) | 9% | (65) | 751 |
| Age: 65+ | 20% | (87) | 38% | (166) | 37% | (163) | 5% | (20) | 436 |
| GenZers: 1997-2012 | 15% | (38) | 34% | (88) | 15% | (38) | 37% | (96) | 260 |
| Millennials: 1981-1996 | 19% | (112) | 38% | (218) | 23% | (133) | 19% | (112) | 576 |
| GenXers: 1965-1980 | 21% | (109) | 42% | (219) | 26% | (138) | 11% | (58) | 523 |
| Baby Boomers: 1946-1964 | 22% | (159) | 38% | (283) | 34% | (252) | 6% | (42) | 736 |
| PID: Dem (no lean) | 43% | (348) | 39% | (310) | 10% | (82) | 8% | (64) | 804 |
| PID: Ind (no lean) | 8% | (55) | 45% | (326) | 25% | (177) | 23% | (162) | 720 |
| PID: Rep (no lean) | 5% | (35) | 31% | (209) | 51% | (343) | 13% | (88) | 676 |
| PID/Gender: Dem Men | 45% | (163) | 38% | (138) | 13% | (45) | 4% | (15) | 361 |
| PID/Gender: Dem Women | 42% | (185) | 39% | (173) | 8% | (37) | 11% | (49) | 443 |
| PID/Gender: Ind Men | 7% | (22) | 50% | (159) | 27% | (86) | 16% | (51) | 318 |
| PID/Gender: Ind Women | 8% | (33) | 42% | (167) | 23% | (91) | 28% | (111) | 402 |
| PID/Gender: Rep Men | 7% | (27) | 32% | (122) | 48% | (183) | 14% | (52) | 383 |
| PID/Gender: Rep Women | 3% | (8) | 30% | (88) | 55% | (160) | 12% | (36) | 293 |
| Ideo: Liberal (1-3) | 41% | (245) | 40% | (238) | 14% | (83) | 6% | (35) | 601 |
| Ideo: Moderate (4) | 18% | (133) | 47% | (346) | 18% | (133) | 16% | (120) | 731 |
| Ideo: Conservative (5-7) | 7% | (46) | 31% | (210) | 53% | (367) | 9% | (63) | 687 |
| Educ: < College | 18% | (266) | 37% | (564) | 28% | (418) | 17% | (265) | 1512 |
| Educ: Bachelors degree | 25% | (109) | 42% | (187) | 27% | (119) | 7% | (30) | 444 |
| Educ: Post-grad | 25% | (62) | 39% | (96) | 27% | (66) | 8% | (20) | 244 |
| Income: Under 50k | 18% | (199) | 36% | (410) | 26% | (296) | 20% | (224) | 1128 |
| Income: 50k-100k | 20% | (134) | 42% | (286) | 29% | (197) | 10% | (68) | 686 |
| Income: 100k+ | 27% | (104) | 39% | (150) | 28% | (109) | 6% | (22) | 386 |
| Ethnicity: White | 19% | (326) | 39% | (677) | 30% | (524) | 11% | (194) | 1722 |

Continued on next page

Table MCBR4_4: Are you more or less likely to purchase from a company if its CEO or other executive leaders publicly supported the following people or groups?
 Kamala Harris

| Demographic | More likely to purchase | | No impact either way | | Less likely to purchase | | Don't know / No opinion | | Total N |
|-----------------------------------|-------------------------|-------|----------------------|-------|-------------------------|-------|-------------------------|-------|---------|
| Adults | 20% | (437) | 38% | (846) | 27% | (602) | 14% | (315) | 2200 |
| Ethnicity: Hispanic | 18% | (62) | 36% | (127) | 18% | (63) | 28% | (97) | 349 |
| Ethnicity: Black | 28% | (77) | 33% | (92) | 15% | (42) | 23% | (63) | 274 |
| Ethnicity: Other | 17% | (34) | 38% | (77) | 17% | (35) | 28% | (57) | 204 |
| All Christian | 18% | (191) | 38% | (393) | 35% | (362) | 9% | (98) | 1044 |
| All Non-Christian | 34% | (48) | 40% | (57) | 18% | (26) | 9% | (13) | 144 |
| Atheist | 26% | (26) | 59% | (58) | 11% | (11) | 3% | (3) | 98 |
| Agnostic/Nothing in particular | 17% | (97) | 45% | (247) | 18% | (97) | 20% | (111) | 552 |
| Something Else | 21% | (76) | 25% | (90) | 29% | (106) | 25% | (90) | 362 |
| Religious Non-Protestant/Catholic | 31% | (52) | 41% | (67) | 20% | (33) | 8% | (14) | 165 |
| Evangelical | 18% | (104) | 27% | (151) | 39% | (224) | 16% | (89) | 567 |
| Non-Evangelical | 20% | (155) | 40% | (313) | 29% | (227) | 12% | (96) | 792 |
| Community: Urban | 26% | (173) | 38% | (251) | 18% | (118) | 18% | (120) | 663 |
| Community: Suburban | 17% | (167) | 41% | (405) | 30% | (294) | 13% | (129) | 995 |
| Community: Rural | 18% | (97) | 35% | (190) | 35% | (190) | 12% | (66) | 543 |
| Employ: Private Sector | 24% | (159) | 36% | (245) | 30% | (203) | 10% | (65) | 671 |
| Employ: Government | 23% | (25) | 39% | (42) | 24% | (25) | 14% | (14) | 106 |
| Employ: Self-Employed | 22% | (46) | 35% | (74) | 22% | (45) | 21% | (43) | 208 |
| Employ: Homemaker | 13% | (21) | 51% | (85) | 22% | (37) | 14% | (24) | 167 |
| Employ: Retired | 21% | (112) | 38% | (199) | 36% | (189) | 5% | (29) | 529 |
| Employ: Unemployed | 15% | (42) | 40% | (116) | 23% | (67) | 22% | (64) | 290 |
| Employ: Other | 14% | (20) | 40% | (55) | 18% | (24) | 28% | (39) | 138 |
| Military HH: Yes | 16% | (58) | 41% | (153) | 34% | (126) | 9% | (32) | 369 |
| Military HH: No | 21% | (380) | 38% | (693) | 26% | (476) | 15% | (282) | 1831 |
| RD/WT: Right Direction | 7% | (48) | 33% | (218) | 46% | (305) | 13% | (87) | 658 |
| RD/WT: Wrong Track | 25% | (389) | 41% | (628) | 19% | (297) | 15% | (228) | 1542 |
| Trump Job Approve | 4% | (38) | 31% | (267) | 52% | (448) | 13% | (114) | 868 |
| Trump Job Disapprove | 32% | (394) | 45% | (563) | 12% | (148) | 11% | (134) | 1239 |

Continued on next page

Table MCBR4_4: Are you more or less likely to purchase from a company if its CEO or other executive leaders publicly supported the following people or groups?
Kamala Harris

| Demographic | More likely to purchase | | No impact either way | | Less likely to purchase | | Don't know / No opinion | | Total N |
|--------------------------------------|-------------------------|-------|----------------------|-------|-------------------------|-------|-------------------------|-------|---------|
| Adults | 20% | (437) | 38% | (846) | 27% | (602) | 14% | (315) | 2200 |
| Trump Job Strongly Approve | 4% | (21) | 23% | (112) | 63% | (310) | 11% | (53) | 496 |
| Trump Job Somewhat Approve | 5% | (17) | 42% | (156) | 37% | (138) | 16% | (61) | 372 |
| Trump Job Somewhat Disapprove | 17% | (45) | 49% | (134) | 21% | (56) | 14% | (37) | 273 |
| Trump Job Strongly Disapprove | 36% | (348) | 44% | (429) | 10% | (92) | 10% | (96) | 966 |
| Favorable of Trump | 5% | (42) | 31% | (274) | 51% | (454) | 14% | (120) | 890 |
| Unfavorable of Trump | 32% | (387) | 46% | (555) | 12% | (142) | 11% | (132) | 1216 |
| Very Favorable of Trump | 5% | (25) | 22% | (117) | 61% | (331) | 13% | (70) | 543 |
| Somewhat Favorable of Trump | 5% | (17) | 45% | (156) | 36% | (124) | 15% | (51) | 347 |
| Somewhat Unfavorable of Trump | 15% | (33) | 54% | (116) | 19% | (41) | 12% | (25) | 215 |
| Very Unfavorable of Trump | 35% | (354) | 44% | (439) | 10% | (100) | 11% | (107) | 1000 |
| #1 Issue: Economy | 15% | (118) | 39% | (311) | 30% | (234) | 16% | (126) | 789 |
| #1 Issue: Security | 9% | (19) | 26% | (58) | 56% | (122) | 9% | (20) | 220 |
| #1 Issue: Health Care | 28% | (133) | 45% | (210) | 17% | (81) | 10% | (47) | 471 |
| #1 Issue: Medicare / Social Security | 24% | (72) | 36% | (109) | 26% | (80) | 14% | (43) | 304 |
| #1 Issue: Women's Issues | 28% | (30) | 35% | (37) | 19% | (20) | 19% | (21) | 108 |
| #1 Issue: Education | 13% | (10) | 44% | (35) | 23% | (18) | 20% | (16) | 79 |
| #1 Issue: Energy | 24% | (22) | 45% | (41) | 16% | (15) | 15% | (14) | 91 |
| #1 Issue: Other | 24% | (33) | 32% | (44) | 24% | (32) | 20% | (28) | 138 |
| 2018 House Vote: Democrat | 43% | (317) | 42% | (313) | 10% | (75) | 5% | (39) | 744 |
| 2018 House Vote: Republican | 6% | (35) | 31% | (192) | 53% | (333) | 11% | (69) | 630 |
| 2018 House Vote: Someone else | 1% | (1) | 50% | (29) | 26% | (15) | 23% | (13) | 59 |
| 2016 Vote: Hillary Clinton | 44% | (300) | 41% | (282) | 9% | (64) | 5% | (34) | 680 |
| 2016 Vote: Donald Trump | 4% | (31) | 31% | (217) | 54% | (376) | 10% | (66) | 691 |
| 2016 Vote: Other | 10% | (10) | 53% | (53) | 29% | (29) | 8% | (8) | 100 |
| 2016 Vote: Didn't Vote | 13% | (96) | 41% | (293) | 18% | (128) | 28% | (204) | 722 |
| Voted in 2014: Yes | 25% | (311) | 37% | (457) | 31% | (380) | 7% | (80) | 1227 |
| Voted in 2014: No | 13% | (127) | 40% | (389) | 23% | (222) | 24% | (234) | 973 |

Continued on next page

Table MCBR4_4: Are you more or less likely to purchase from a company if its CEO or other executive leaders publicly supported the following people or groups?
Kamala Harris

| Demographic | More likely to purchase | | No impact either way | | Less likely to purchase | | Don't know / No opinion | | Total N |
|-------------------------------|-------------------------|-------|----------------------|-------|-------------------------|-------|-------------------------|-------|---------|
| Adults | 20% | (437) | 38% | (846) | 27% | (602) | 14% | (315) | 2200 |
| 2012 Vote: Barack Obama | 36% | (314) | 42% | (364) | 16% | (137) | 6% | (50) | 865 |
| 2012 Vote: Mitt Romney | 5% | (21) | 33% | (148) | 57% | (254) | 5% | (24) | 447 |
| 2012 Vote: Other | 7% | (4) | 33% | (18) | 54% | (30) | 7% | (4) | 55 |
| 2012 Vote: Didn't Vote | 12% | (99) | 38% | (316) | 22% | (179) | 28% | (237) | 830 |
| 4-Region: Northeast | 24% | (94) | 42% | (164) | 23% | (90) | 12% | (46) | 394 |
| 4-Region: Midwest | 20% | (91) | 39% | (180) | 31% | (143) | 10% | (48) | 462 |
| 4-Region: South | 18% | (150) | 35% | (287) | 29% | (238) | 18% | (150) | 824 |
| 4-Region: West | 20% | (102) | 41% | (215) | 25% | (132) | 14% | (70) | 520 |
| Favorable of Biden | 37% | (415) | 45% | (516) | 8% | (92) | 10% | (112) | 1134 |
| Unfavorable of Biden | 2% | (17) | 31% | (284) | 55% | (494) | 12% | (111) | 906 |
| Very favorable of Biden | 51% | (321) | 30% | (193) | 10% | (60) | 9% | (59) | 634 |
| Somewhat favorable of Biden | 19% | (94) | 65% | (323) | 6% | (31) | 10% | (52) | 500 |
| Somewhat unfavorable of Biden | 3% | (7) | 58% | (127) | 25% | (54) | 15% | (32) | 220 |
| Very unfavorable of Biden | 2% | (10) | 23% | (157) | 64% | (440) | 11% | (79) | 686 |

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

Table MCBR4_5: Are you more or less likely to purchase from a company if its CEO or other executive leaders publicly supported the following people or groups?
The Republican Party

| Demographic | More likely to purchase | | No impact either way | | Less likely to purchase | | Don't know / No opinion | | Total N |
|--------------------------|-------------------------|-------|----------------------|-------|-------------------------|-------|-------------------------|-------|---------|
| Adults | 19% | (414) | 36% | (800) | 34% | (759) | 10% | (227) | 2200 |
| Gender: Male | 23% | (239) | 38% | (401) | 32% | (338) | 8% | (84) | 1062 |
| Gender: Female | 15% | (175) | 35% | (399) | 37% | (421) | 13% | (143) | 1138 |
| Age: 18-34 | 20% | (133) | 29% | (192) | 34% | (220) | 17% | (110) | 655 |
| Age: 35-44 | 18% | (63) | 40% | (142) | 32% | (115) | 10% | (37) | 358 |
| Age: 45-64 | 18% | (132) | 39% | (291) | 36% | (269) | 8% | (59) | 751 |
| Age: 65+ | 20% | (86) | 40% | (175) | 36% | (155) | 5% | (21) | 436 |
| GenZers: 1997-2012 | 15% | (39) | 24% | (62) | 40% | (104) | 21% | (55) | 260 |
| Millennials: 1981-1996 | 21% | (119) | 34% | (196) | 32% | (186) | 13% | (75) | 576 |
| GenXers: 1965-1980 | 20% | (106) | 40% | (209) | 30% | (159) | 9% | (49) | 523 |
| Baby Boomers: 1946-1964 | 17% | (127) | 38% | (282) | 38% | (283) | 6% | (44) | 736 |
| PID: Dem (no lean) | 4% | (32) | 24% | (197) | 66% | (532) | 5% | (44) | 804 |
| PID: Ind (no lean) | 8% | (57) | 47% | (338) | 26% | (190) | 19% | (135) | 720 |
| PID: Rep (no lean) | 48% | (325) | 39% | (265) | 6% | (37) | 7% | (48) | 676 |
| PID/Gender: Dem Men | 5% | (18) | 25% | (89) | 66% | (237) | 5% | (17) | 361 |
| PID/Gender: Dem Women | 3% | (14) | 24% | (107) | 67% | (295) | 6% | (27) | 443 |
| PID/Gender: Ind Men | 12% | (38) | 51% | (163) | 25% | (78) | 12% | (39) | 318 |
| PID/Gender: Ind Women | 5% | (20) | 44% | (175) | 28% | (112) | 24% | (96) | 402 |
| PID/Gender: Rep Men | 48% | (184) | 39% | (149) | 6% | (23) | 7% | (28) | 383 |
| PID/Gender: Rep Women | 48% | (141) | 40% | (117) | 5% | (14) | 7% | (21) | 293 |
| Ideo: Liberal (1-3) | 10% | (62) | 21% | (128) | 64% | (385) | 4% | (25) | 601 |
| Ideo: Moderate (4) | 12% | (91) | 44% | (324) | 33% | (239) | 10% | (76) | 731 |
| Ideo: Conservative (5-7) | 36% | (251) | 43% | (299) | 13% | (92) | 7% | (45) | 687 |
| Educ: < College | 18% | (271) | 37% | (558) | 33% | (492) | 13% | (192) | 1512 |
| Educ: Bachelors degree | 18% | (82) | 36% | (158) | 41% | (182) | 5% | (21) | 444 |
| Educ: Post-grad | 25% | (61) | 35% | (85) | 35% | (85) | 5% | (13) | 244 |
| Income: Under 50k | 17% | (189) | 36% | (410) | 33% | (375) | 14% | (154) | 1128 |
| Income: 50k-100k | 19% | (132) | 38% | (259) | 35% | (243) | 7% | (51) | 686 |
| Income: 100k+ | 24% | (93) | 34% | (131) | 36% | (140) | 6% | (22) | 386 |
| Ethnicity: White | 21% | (362) | 38% | (661) | 32% | (545) | 9% | (153) | 1722 |

Continued on next page

Table MCBR4_5: Are you more or less likely to purchase from a company if its CEO or other executive leaders publicly supported the following people or groups?
The Republican Party

| Demographic | More likely to purchase | | No impact either way | | Less likely to purchase | | Don't know / No opinion | | Total N |
|-----------------------------------|-------------------------|-------|----------------------|-------|-------------------------|-------|-------------------------|-------|---------|
| Adults | 19% | (414) | 36% | (800) | 34% | (759) | 10% | (227) | 2200 |
| Ethnicity: Hispanic | 19% | (66) | 26% | (91) | 39% | (136) | 16% | (56) | 349 |
| Ethnicity: Black | 8% | (23) | 31% | (86) | 47% | (129) | 13% | (36) | 274 |
| Ethnicity: Other | 14% | (28) | 26% | (53) | 41% | (85) | 19% | (38) | 204 |
| All Christian | 24% | (250) | 40% | (422) | 28% | (297) | 7% | (75) | 1044 |
| All Non-Christian | 16% | (23) | 29% | (41) | 45% | (65) | 10% | (14) | 144 |
| Atheist | 14% | (14) | 38% | (37) | 44% | (43) | 4% | (4) | 98 |
| Agnostic/Nothing in particular | 12% | (64) | 37% | (205) | 38% | (211) | 13% | (72) | 552 |
| Something Else | 17% | (63) | 26% | (96) | 39% | (142) | 17% | (61) | 362 |
| Religious Non-Protestant/Catholic | 15% | (25) | 32% | (53) | 44% | (72) | 9% | (16) | 165 |
| Evangelical | 31% | (178) | 31% | (176) | 27% | (151) | 11% | (62) | 567 |
| Non-Evangelical | 16% | (127) | 40% | (316) | 35% | (276) | 9% | (73) | 792 |
| Community: Urban | 19% | (126) | 28% | (187) | 41% | (271) | 12% | (78) | 663 |
| Community: Suburban | 18% | (176) | 39% | (387) | 34% | (335) | 10% | (96) | 995 |
| Community: Rural | 21% | (112) | 42% | (226) | 28% | (152) | 10% | (53) | 543 |
| Employ: Private Sector | 23% | (157) | 34% | (230) | 34% | (229) | 8% | (55) | 671 |
| Employ: Government | 23% | (24) | 37% | (39) | 32% | (34) | 8% | (9) | 106 |
| Employ: Self-Employed | 13% | (27) | 34% | (70) | 42% | (88) | 11% | (23) | 208 |
| Employ: Homemaker | 19% | (32) | 43% | (72) | 29% | (48) | 10% | (16) | 167 |
| Employ: Retired | 18% | (94) | 40% | (212) | 37% | (197) | 5% | (26) | 529 |
| Employ: Unemployed | 17% | (49) | 35% | (103) | 29% | (83) | 19% | (55) | 290 |
| Employ: Other | 12% | (16) | 41% | (57) | 29% | (40) | 17% | (24) | 138 |
| Military HH: Yes | 21% | (79) | 41% | (152) | 31% | (114) | 7% | (24) | 369 |
| Military HH: No | 18% | (335) | 35% | (649) | 35% | (644) | 11% | (203) | 1831 |
| RD/WT: Right Direction | 44% | (289) | 39% | (254) | 9% | (59) | 9% | (56) | 658 |
| RD/WT: Wrong Track | 8% | (125) | 35% | (546) | 45% | (700) | 11% | (171) | 1542 |
| Trump Job Approve | 41% | (356) | 45% | (387) | 8% | (68) | 7% | (58) | 868 |
| Trump Job Disapprove | 5% | (58) | 32% | (396) | 55% | (679) | 9% | (105) | 1239 |

Continued on next page

Table MCBR4_5: Are you more or less likely to purchase from a company if its CEO or other executive leaders publicly supported the following people or groups?
The Republican Party

| Demographic | More likely to purchase | | No impact either way | | Less likely to purchase | | Don't know / No opinion | | Total N |
|--------------------------------------|-------------------------|-------|----------------------|-------|-------------------------|-------|-------------------------|-------|---------|
| Adults | 19% | (414) | 36% | (800) | 34% | (759) | 10% | (227) | 2200 |
| Trump Job Strongly Approve | 56% | (277) | 33% | (162) | 6% | (27) | 6% | (29) | 496 |
| Trump Job Somewhat Approve | 21% | (79) | 60% | (224) | 11% | (40) | 8% | (29) | 372 |
| Trump Job Somewhat Disapprove | 10% | (27) | 51% | (140) | 26% | (71) | 13% | (36) | 273 |
| Trump Job Strongly Disapprove | 3% | (31) | 27% | (257) | 63% | (609) | 7% | (69) | 966 |
| Favorable of Trump | 42% | (371) | 44% | (388) | 7% | (65) | 7% | (66) | 890 |
| Unfavorable of Trump | 3% | (39) | 32% | (391) | 56% | (685) | 8% | (101) | 1216 |
| Very Favorable of Trump | 58% | (315) | 31% | (168) | 5% | (28) | 6% | (32) | 543 |
| Somewhat Favorable of Trump | 16% | (56) | 63% | (220) | 11% | (37) | 10% | (34) | 347 |
| Somewhat Unfavorable of Trump | 6% | (14) | 57% | (124) | 23% | (50) | 13% | (28) | 215 |
| Very Unfavorable of Trump | 2% | (25) | 27% | (267) | 63% | (635) | 7% | (73) | 1000 |
| #1 Issue: Economy | 23% | (182) | 41% | (322) | 25% | (200) | 11% | (84) | 789 |
| #1 Issue: Security | 37% | (81) | 40% | (89) | 15% | (33) | 8% | (17) | 220 |
| #1 Issue: Health Care | 11% | (54) | 31% | (145) | 50% | (234) | 8% | (39) | 471 |
| #1 Issue: Medicare / Social Security | 16% | (48) | 36% | (109) | 37% | (111) | 12% | (36) | 304 |
| #1 Issue: Women's Issues | 10% | (11) | 24% | (25) | 53% | (57) | 14% | (15) | 108 |
| #1 Issue: Education | 19% | (15) | 39% | (31) | 29% | (23) | 12% | (10) | 79 |
| #1 Issue: Energy | 14% | (12) | 31% | (29) | 44% | (41) | 11% | (10) | 91 |
| #1 Issue: Other | 7% | (10) | 37% | (51) | 44% | (61) | 11% | (16) | 138 |
| 2018 House Vote: Democrat | 4% | (28) | 30% | (226) | 62% | (462) | 4% | (28) | 744 |
| 2018 House Vote: Republican | 46% | (287) | 41% | (258) | 7% | (47) | 6% | (38) | 630 |
| 2018 House Vote: Someone else | 3% | (2) | 48% | (28) | 29% | (17) | 20% | (12) | 59 |
| 2016 Vote: Hillary Clinton | 4% | (25) | 26% | (178) | 66% | (451) | 4% | (25) | 680 |
| 2016 Vote: Donald Trump | 46% | (316) | 43% | (297) | 7% | (47) | 4% | (31) | 691 |
| 2016 Vote: Other | 5% | (5) | 51% | (51) | 33% | (33) | 11% | (11) | 100 |
| 2016 Vote: Didn't Vote | 9% | (67) | 38% | (272) | 32% | (228) | 21% | (155) | 722 |
| Voted in 2014: Yes | 22% | (266) | 36% | (439) | 38% | (462) | 5% | (60) | 1227 |
| Voted in 2014: No | 15% | (147) | 37% | (361) | 31% | (297) | 17% | (168) | 973 |

Continued on next page

Table MCBR4_5: Are you more or less likely to purchase from a company if its CEO or other executive leaders publicly supported the following people or groups?
The Republican Party

| Demographic | More likely to purchase | | No impact either way | | Less likely to purchase | | Don't know / No opinion | | Total N |
|-------------------------------|-------------------------|-------|----------------------|-------|-------------------------|-------|-------------------------|-------|---------|
| Adults | 19% | (414) | 36% | (800) | 34% | (759) | 10% | (227) | 2200 |
| 2012 Vote: Barack Obama | 10% | (87) | 32% | (280) | 53% | (458) | 5% | (40) | 865 |
| 2012 Vote: Mitt Romney | 42% | (187) | 45% | (201) | 9% | (41) | 4% | (18) | 447 |
| 2012 Vote: Other | 15% | (8) | 51% | (28) | 29% | (16) | 5% | (3) | 55 |
| 2012 Vote: Didn't Vote | 16% | (130) | 35% | (291) | 29% | (244) | 20% | (165) | 830 |
| 4-Region: Northeast | 21% | (84) | 31% | (124) | 36% | (141) | 11% | (45) | 394 |
| 4-Region: Midwest | 17% | (78) | 39% | (181) | 36% | (165) | 8% | (39) | 462 |
| 4-Region: South | 18% | (144) | 37% | (306) | 32% | (265) | 13% | (109) | 824 |
| 4-Region: West | 21% | (108) | 37% | (190) | 36% | (188) | 7% | (34) | 520 |
| Favorable of Biden | 6% | (67) | 32% | (365) | 55% | (622) | 7% | (80) | 1134 |
| Unfavorable of Biden | 37% | (334) | 42% | (384) | 13% | (121) | 8% | (68) | 906 |
| Very favorable of Biden | 7% | (42) | 22% | (137) | 66% | (420) | 5% | (35) | 634 |
| Somewhat favorable of Biden | 5% | (25) | 46% | (228) | 40% | (202) | 9% | (45) | 500 |
| Somewhat unfavorable of Biden | 14% | (32) | 54% | (118) | 20% | (45) | 11% | (25) | 220 |
| Very unfavorable of Biden | 44% | (302) | 39% | (266) | 11% | (76) | 6% | (43) | 686 |

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

Table MCBR4_6: Are you more or less likely to purchase from a company if its CEO or other executive leaders publicly supported the following people or groups?

The Democratic Party

| Demographic | More likely to purchase | | No impact either way | | Less likely to purchase | | Don't know / No opinion | | Total N |
|--------------------------|-------------------------|-------|----------------------|-------|-------------------------|-------|-------------------------|-------|---------|
| Adults | 23% | (497) | 40% | (871) | 26% | (570) | 12% | (262) | 2200 |
| Gender: Male | 22% | (233) | 40% | (424) | 29% | (303) | 10% | (102) | 1062 |
| Gender: Female | 23% | (264) | 39% | (447) | 23% | (267) | 14% | (161) | 1138 |
| Age: 18-34 | 26% | (168) | 34% | (223) | 20% | (131) | 20% | (133) | 655 |
| Age: 35-44 | 29% | (102) | 42% | (152) | 17% | (62) | 12% | (42) | 358 |
| Age: 45-64 | 19% | (140) | 43% | (322) | 29% | (219) | 9% | (70) | 751 |
| Age: 65+ | 20% | (87) | 40% | (175) | 36% | (157) | 4% | (17) | 436 |
| GenZers: 1997-2012 | 30% | (78) | 30% | (79) | 14% | (37) | 25% | (65) | 260 |
| Millennials: 1981-1996 | 25% | (144) | 39% | (223) | 21% | (121) | 15% | (87) | 576 |
| GenXers: 1965-1980 | 21% | (112) | 42% | (221) | 25% | (130) | 11% | (60) | 523 |
| Baby Boomers: 1946-1964 | 19% | (143) | 42% | (309) | 32% | (237) | 6% | (47) | 736 |
| PID: Dem (no lean) | 52% | (419) | 37% | (299) | 5% | (40) | 6% | (45) | 804 |
| PID: Ind (no lean) | 8% | (57) | 50% | (360) | 22% | (156) | 21% | (148) | 720 |
| PID: Rep (no lean) | 3% | (21) | 31% | (212) | 55% | (374) | 10% | (68) | 676 |
| PID/Gender: Dem Men | 55% | (197) | 36% | (130) | 5% | (19) | 4% | (14) | 361 |
| PID/Gender: Dem Women | 50% | (222) | 38% | (169) | 5% | (21) | 7% | (31) | 443 |
| PID/Gender: Ind Men | 7% | (21) | 54% | (173) | 26% | (83) | 13% | (42) | 318 |
| PID/Gender: Ind Women | 9% | (36) | 47% | (187) | 18% | (73) | 27% | (107) | 402 |
| PID/Gender: Rep Men | 4% | (15) | 32% | (121) | 53% | (201) | 12% | (46) | 383 |
| PID/Gender: Rep Women | 2% | (6) | 31% | (91) | 59% | (173) | 8% | (23) | 293 |
| Ideo: Liberal (1-3) | 45% | (271) | 40% | (240) | 11% | (65) | 4% | (24) | 601 |
| Ideo: Moderate (4) | 21% | (155) | 50% | (368) | 15% | (110) | 13% | (98) | 731 |
| Ideo: Conservative (5-7) | 7% | (49) | 30% | (208) | 54% | (374) | 8% | (56) | 687 |
| Educ: < College | 20% | (303) | 39% | (584) | 26% | (400) | 15% | (225) | 1512 |
| Educ: Bachelors degree | 27% | (121) | 42% | (186) | 26% | (115) | 5% | (21) | 444 |
| Educ: Post-grad | 30% | (73) | 41% | (100) | 22% | (55) | 6% | (16) | 244 |
| Income: Under 50k | 20% | (225) | 39% | (436) | 25% | (280) | 17% | (187) | 1128 |
| Income: 50k-100k | 22% | (150) | 41% | (282) | 29% | (197) | 8% | (56) | 686 |
| Income: 100k+ | 32% | (122) | 40% | (153) | 24% | (93) | 5% | (19) | 386 |
| Ethnicity: White | 20% | (347) | 41% | (698) | 29% | (505) | 10% | (171) | 1722 |

Continued on next page

Table MCBR4_6: Are you more or less likely to purchase from a company if its CEO or other executive leaders publicly supported the following people or groups?

The Democratic Party

| Demographic | More likely to purchase | | No impact either way | | Less likely to purchase | | Don't know / No opinion | | Total N |
|-----------------------------------|-------------------------|-------|----------------------|-------|-------------------------|-------|-------------------------|-------|---------|
| Adults | 23% | (497) | 40% | (871) | 26% | (570) | 12% | (262) | 2200 |
| Ethnicity: Hispanic | 25% | (89) | 37% | (130) | 13% | (44) | 25% | (86) | 349 |
| Ethnicity: Black | 36% | (100) | 35% | (96) | 13% | (35) | 16% | (43) | 274 |
| Ethnicity: Other | 24% | (50) | 38% | (77) | 15% | (30) | 23% | (47) | 204 |
| All Christian | 20% | (209) | 38% | (398) | 33% | (347) | 9% | (89) | 1044 |
| All Non-Christian | 31% | (44) | 43% | (62) | 18% | (26) | 8% | (12) | 144 |
| Atheist | 29% | (28) | 56% | (55) | 13% | (13) | 2% | (2) | 98 |
| Agnostic/Nothing in particular | 22% | (122) | 46% | (253) | 17% | (95) | 15% | (83) | 552 |
| Something Else | 26% | (94) | 29% | (103) | 24% | (88) | 21% | (76) | 362 |
| Religious Non-Protestant/Catholic | 29% | (49) | 46% | (75) | 18% | (29) | 7% | (12) | 165 |
| Evangelical | 23% | (129) | 27% | (152) | 39% | (219) | 12% | (68) | 567 |
| Non-Evangelical | 21% | (167) | 41% | (324) | 26% | (204) | 12% | (97) | 792 |
| Community: Urban | 33% | (216) | 37% | (245) | 17% | (110) | 14% | (91) | 663 |
| Community: Suburban | 18% | (182) | 43% | (425) | 28% | (278) | 11% | (110) | 995 |
| Community: Rural | 18% | (99) | 37% | (202) | 33% | (181) | 11% | (61) | 543 |
| Employ: Private Sector | 28% | (185) | 36% | (241) | 29% | (192) | 8% | (55) | 671 |
| Employ: Government | 31% | (33) | 39% | (42) | 22% | (23) | 8% | (9) | 106 |
| Employ: Self-Employed | 24% | (50) | 40% | (84) | 20% | (42) | 16% | (32) | 208 |
| Employ: Homemaker | 15% | (24) | 52% | (87) | 21% | (35) | 12% | (21) | 167 |
| Employ: Retired | 20% | (107) | 40% | (211) | 35% | (183) | 5% | (27) | 529 |
| Employ: Unemployed | 18% | (52) | 42% | (121) | 20% | (57) | 21% | (60) | 290 |
| Employ: Other | 23% | (32) | 38% | (53) | 20% | (27) | 19% | (26) | 138 |
| Military HH: Yes | 21% | (77) | 40% | (146) | 32% | (118) | 8% | (28) | 369 |
| Military HH: No | 23% | (421) | 40% | (725) | 25% | (452) | 13% | (234) | 1831 |
| RD/WT: Right Direction | 9% | (59) | 33% | (219) | 47% | (308) | 11% | (72) | 658 |
| RD/WT: Wrong Track | 28% | (438) | 42% | (652) | 17% | (262) | 12% | (190) | 1542 |
| Trump Job Approve | 5% | (42) | 33% | (289) | 52% | (448) | 10% | (88) | 868 |
| Trump Job Disapprove | 36% | (450) | 45% | (561) | 10% | (118) | 9% | (110) | 1239 |

Continued on next page

Table MCBR4_6: Are you more or less likely to purchase from a company if its CEO or other executive leaders publicly supported the following people or groups?
The Democratic Party

| Demographic | More likely to purchase | | No impact either way | | Less likely to purchase | | Don't know / No opinion | | Total N |
|--------------------------------------|-------------------------|-------|----------------------|-------|-------------------------|-------|-------------------------|-------|---------|
| Adults | 23% | (497) | 40% | (871) | 26% | (570) | 12% | (262) | 2200 |
| Trump Job Strongly Approve | 4% | (19) | 21% | (105) | 65% | (322) | 10% | (49) | 496 |
| Trump Job Somewhat Approve | 6% | (23) | 50% | (184) | 34% | (126) | 10% | (39) | 372 |
| Trump Job Somewhat Disapprove | 21% | (57) | 46% | (125) | 18% | (48) | 16% | (44) | 273 |
| Trump Job Strongly Disapprove | 41% | (393) | 45% | (436) | 7% | (70) | 7% | (67) | 966 |
| Favorable of Trump | 5% | (43) | 34% | (305) | 51% | (454) | 10% | (89) | 890 |
| Unfavorable of Trump | 37% | (449) | 45% | (544) | 9% | (114) | 9% | (110) | 1216 |
| Very Favorable of Trump | 5% | (25) | 25% | (134) | 62% | (339) | 8% | (45) | 543 |
| Somewhat Favorable of Trump | 5% | (17) | 49% | (171) | 33% | (115) | 13% | (44) | 347 |
| Somewhat Unfavorable of Trump | 21% | (46) | 48% | (103) | 16% | (35) | 15% | (32) | 215 |
| Very Unfavorable of Trump | 40% | (403) | 44% | (441) | 8% | (79) | 8% | (78) | 1000 |
| #1 Issue: Economy | 16% | (128) | 41% | (321) | 30% | (239) | 13% | (101) | 789 |
| #1 Issue: Security | 12% | (27) | 28% | (62) | 52% | (114) | 8% | (18) | 220 |
| #1 Issue: Health Care | 33% | (155) | 45% | (214) | 15% | (69) | 7% | (34) | 471 |
| #1 Issue: Medicare / Social Security | 23% | (70) | 39% | (117) | 24% | (74) | 14% | (43) | 304 |
| #1 Issue: Women's Issues | 34% | (36) | 37% | (40) | 9% | (9) | 21% | (23) | 108 |
| #1 Issue: Education | 22% | (18) | 39% | (31) | 19% | (15) | 19% | (15) | 79 |
| #1 Issue: Energy | 30% | (28) | 43% | (39) | 14% | (12) | 14% | (12) | 91 |
| #1 Issue: Other | 26% | (36) | 35% | (48) | 27% | (38) | 12% | (16) | 138 |
| 2018 House Vote: Democrat | 47% | (353) | 43% | (316) | 7% | (49) | 3% | (26) | 744 |
| 2018 House Vote: Republican | 4% | (24) | 33% | (206) | 55% | (347) | 8% | (53) | 630 |
| 2018 House Vote: Someone else | 9% | (5) | 47% | (28) | 18% | (11) | 26% | (15) | 59 |
| 2016 Vote: Hillary Clinton | 49% | (332) | 41% | (278) | 6% | (44) | 4% | (27) | 680 |
| 2016 Vote: Donald Trump | 4% | (26) | 35% | (239) | 56% | (384) | 6% | (42) | 691 |
| 2016 Vote: Other | 15% | (15) | 48% | (49) | 23% | (23) | 14% | (14) | 100 |
| 2016 Vote: Didn't Vote | 17% | (123) | 42% | (305) | 16% | (118) | 24% | (175) | 722 |
| Voted in 2014: Yes | 27% | (333) | 38% | (472) | 29% | (354) | 6% | (69) | 1227 |
| Voted in 2014: No | 17% | (164) | 41% | (399) | 22% | (216) | 20% | (193) | 973 |

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Table MCBR4_6: Are you more or less likely to purchase from a company if its CEO or other executive leaders publicly supported the following people or groups?
 The Democratic Party

| Demographic | More likely to purchase | | No impact either way | | Less likely to purchase | | Don't know / No opinion | | Total N |
|-------------------------------|-------------------------|-------|----------------------|-------|-------------------------|-------|-------------------------|-------|---------|
| Adults | 23% | (497) | 40% | (871) | 26% | (570) | 12% | (262) | 2200 |
| 2012 Vote: Barack Obama | 40% | (343) | 43% | (373) | 12% | (100) | 6% | (49) | 865 |
| 2012 Vote: Mitt Romney | 3% | (13) | 35% | (157) | 56% | (251) | 6% | (25) | 447 |
| 2012 Vote: Other | 6% | (3) | 34% | (19) | 56% | (31) | 5% | (3) | 55 |
| 2012 Vote: Didn't Vote | 17% | (138) | 39% | (322) | 22% | (185) | 22% | (186) | 830 |
| 4-Region: Northeast | 28% | (112) | 40% | (159) | 20% | (79) | 11% | (44) | 394 |
| 4-Region: Midwest | 21% | (97) | 41% | (191) | 29% | (132) | 9% | (42) | 462 |
| 4-Region: South | 20% | (161) | 36% | (301) | 29% | (243) | 14% | (119) | 824 |
| 4-Region: West | 24% | (127) | 42% | (220) | 22% | (115) | 11% | (57) | 520 |
| Favorable of Biden | 41% | (466) | 45% | (516) | 6% | (63) | 8% | (90) | 1134 |
| Unfavorable of Biden | 3% | (25) | 33% | (298) | 55% | (497) | 9% | (86) | 906 |
| Very favorable of Biden | 58% | (367) | 30% | (193) | 5% | (35) | 6% | (40) | 634 |
| Somewhat favorable of Biden | 20% | (99) | 65% | (323) | 6% | (28) | 10% | (50) | 500 |
| Somewhat unfavorable of Biden | 4% | (9) | 60% | (133) | 22% | (49) | 13% | (29) | 220 |
| Very unfavorable of Biden | 2% | (16) | 24% | (165) | 65% | (448) | 8% | (56) | 686 |

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

Table MCBR5: *And specifically, do you think brands have become more political since the 2016 election?*

| Demographic | More political | | No change either way | | Less political | | Don't know / No opinion | | Total N |
|--------------------------|----------------|--------|----------------------|-------|----------------|------|-------------------------|-------|---------|
| Adults | 60% | (1322) | 19% | (421) | 3% | (56) | 18% | (401) | 2200 |
| Gender: Male | 63% | (665) | 21% | (221) | 2% | (23) | 14% | (153) | 1062 |
| Gender: Female | 58% | (657) | 18% | (200) | 3% | (33) | 22% | (248) | 1138 |
| Age: 18-34 | 52% | (344) | 19% | (127) | 4% | (28) | 24% | (156) | 655 |
| Age: 35-44 | 59% | (212) | 23% | (81) | 3% | (11) | 15% | (54) | 358 |
| Age: 45-64 | 64% | (480) | 18% | (136) | 2% | (14) | 16% | (121) | 751 |
| Age: 65+ | 66% | (286) | 18% | (77) | 1% | (3) | 16% | (70) | 436 |
| GenZers: 1997-2012 | 50% | (131) | 13% | (33) | 7% | (18) | 30% | (78) | 260 |
| Millennials: 1981-1996 | 56% | (325) | 21% | (124) | 3% | (16) | 19% | (111) | 576 |
| GenXers: 1965-1980 | 59% | (307) | 24% | (125) | 3% | (14) | 15% | (77) | 523 |
| Baby Boomers: 1946-1964 | 67% | (491) | 17% | (126) | 1% | (8) | 15% | (111) | 736 |
| PID: Dem (no lean) | 62% | (497) | 22% | (177) | 3% | (20) | 14% | (110) | 804 |
| PID: Ind (no lean) | 50% | (363) | 17% | (123) | 3% | (22) | 29% | (212) | 720 |
| PID: Rep (no lean) | 68% | (461) | 18% | (121) | 2% | (14) | 12% | (80) | 676 |
| PID/Gender: Dem Men | 64% | (231) | 25% | (90) | 2% | (6) | 9% | (34) | 361 |
| PID/Gender: Dem Women | 60% | (266) | 19% | (86) | 3% | (15) | 17% | (76) | 443 |
| PID/Gender: Ind Men | 54% | (172) | 17% | (55) | 2% | (7) | 26% | (84) | 318 |
| PID/Gender: Ind Women | 48% | (192) | 17% | (68) | 4% | (15) | 32% | (128) | 402 |
| PID/Gender: Rep Men | 69% | (262) | 20% | (75) | 3% | (10) | 9% | (35) | 383 |
| PID/Gender: Rep Women | 68% | (199) | 16% | (46) | 1% | (4) | 15% | (44) | 293 |
| Ideo: Liberal (1-3) | 62% | (374) | 22% | (130) | 2% | (12) | 14% | (85) | 601 |
| Ideo: Moderate (4) | 52% | (379) | 24% | (177) | 4% | (27) | 20% | (148) | 731 |
| Ideo: Conservative (5-7) | 75% | (516) | 14% | (95) | 1% | (9) | 10% | (66) | 687 |
| Educ: < College | 57% | (862) | 18% | (280) | 3% | (44) | 22% | (326) | 1512 |
| Educ: Bachelors degree | 68% | (301) | 20% | (90) | 1% | (6) | 11% | (48) | 444 |
| Educ: Post-grad | 65% | (159) | 21% | (52) | 3% | (6) | 11% | (27) | 244 |
| Income: Under 50k | 54% | (611) | 18% | (206) | 3% | (39) | 24% | (272) | 1128 |
| Income: 50k-100k | 66% | (454) | 20% | (135) | 1% | (8) | 13% | (89) | 686 |
| Income: 100k+ | 67% | (257) | 21% | (81) | 2% | (9) | 10% | (40) | 386 |
| Ethnicity: White | 64% | (1099) | 19% | (325) | 2% | (35) | 15% | (263) | 1722 |
| Ethnicity: Hispanic | 55% | (194) | 16% | (58) | 3% | (11) | 25% | (88) | 349 |
| Ethnicity: Black | 44% | (122) | 20% | (54) | 7% | (18) | 29% | (81) | 274 |

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Table MCBR5: *And specifically, do you think brands have become more political since the 2016 election?*

| Demographic | More political | | No change either way | | Less political | | Don't know / No opinion | | Total N |
|-----------------------------------|----------------|--------|----------------------|-------|----------------|------|-------------------------|-------|---------|
| | % | (N) | % | (N) | % | (N) | % | (N) | |
| Adults | 60% | (1322) | 19% | (421) | 3% | (56) | 18% | (401) | 2200 |
| Ethnicity: Other | 49% | (101) | 21% | (43) | 2% | (3) | 28% | (57) | 204 |
| All Christian | 65% | (681) | 18% | (189) | 2% | (24) | 14% | (150) | 1044 |
| All Non-Christian | 53% | (77) | 25% | (37) | 7% | (11) | 14% | (20) | 144 |
| Atheist | 56% | (55) | 29% | (29) | 1% | (1) | 14% | (14) | 98 |
| Agnostic/Nothing in particular | 54% | (300) | 18% | (98) | 2% | (12) | 26% | (143) | 552 |
| Something Else | 58% | (209) | 19% | (69) | 2% | (9) | 21% | (75) | 362 |
| Religious Non-Protestant/Catholic | 58% | (96) | 23% | (38) | 6% | (11) | 13% | (21) | 165 |
| Evangelical | 66% | (373) | 17% | (98) | 1% | (8) | 16% | (88) | 567 |
| Non-Evangelical | 62% | (488) | 19% | (154) | 3% | (21) | 16% | (129) | 792 |
| Community: Urban | 57% | (380) | 22% | (148) | 3% | (19) | 17% | (115) | 663 |
| Community: Suburban | 62% | (615) | 19% | (185) | 2% | (19) | 18% | (176) | 995 |
| Community: Rural | 60% | (327) | 16% | (89) | 3% | (17) | 20% | (110) | 543 |
| Employ: Private Sector | 63% | (425) | 22% | (150) | 2% | (13) | 12% | (84) | 671 |
| Employ: Government | 64% | (69) | 16% | (18) | 3% | (3) | 16% | (17) | 106 |
| Employ: Self-Employed | 64% | (133) | 18% | (37) | 3% | (6) | 16% | (32) | 208 |
| Employ: Homemaker | 50% | (84) | 24% | (40) | 3% | (5) | 22% | (37) | 167 |
| Employ: Retired | 67% | (352) | 15% | (82) | 2% | (9) | 16% | (86) | 529 |
| Employ: Unemployed | 56% | (161) | 19% | (56) | 2% | (6) | 23% | (66) | 290 |
| Employ: Other | 37% | (51) | 22% | (30) | 4% | (6) | 37% | (51) | 138 |
| Military HH: Yes | 69% | (255) | 16% | (58) | 3% | (12) | 12% | (43) | 369 |
| Military HH: No | 58% | (1066) | 20% | (363) | 2% | (44) | 20% | (358) | 1831 |
| RD/WT: Right Direction | 65% | (425) | 20% | (130) | 2% | (11) | 14% | (92) | 658 |
| RD/WT: Wrong Track | 58% | (897) | 19% | (291) | 3% | (45) | 20% | (308) | 1542 |
| Trump Job Approve | 68% | (594) | 17% | (149) | 1% | (10) | 13% | (115) | 868 |
| Trump Job Disapprove | 58% | (714) | 22% | (269) | 3% | (43) | 17% | (212) | 1239 |
| Trump Job Strongly Approve | 72% | (359) | 16% | (77) | 1% | (4) | 11% | (56) | 496 |
| Trump Job Somewhat Approve | 63% | (235) | 19% | (72) | 2% | (6) | 16% | (59) | 372 |
| Trump Job Somewhat Disapprove | 57% | (156) | 23% | (63) | 3% | (7) | 17% | (47) | 273 |
| Trump Job Strongly Disapprove | 58% | (558) | 21% | (206) | 4% | (36) | 17% | (165) | 966 |
| Favorable of Trump | 67% | (601) | 17% | (149) | 2% | (14) | 14% | (127) | 890 |
| Unfavorable of Trump | 58% | (703) | 22% | (263) | 3% | (36) | 18% | (214) | 1216 |

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Table MCBR5: *And specifically, do you think brands have become more political since the 2016 election?*

| Demographic | More political | | No change either way | | Less political | | Don't know / No opinion | | Total N |
|--------------------------------------|----------------|--------|----------------------|-------|----------------|------|-------------------------|-------|---------|
| | % | (N) | % | (N) | % | (N) | % | (N) | |
| Adults | 60% | (1322) | 19% | (421) | 3% | (56) | 18% | (401) | 2200 |
| Very Favorable of Trump | 69% | (372) | 16% | (87) | 1% | (5) | 15% | (79) | 543 |
| Somewhat Favorable of Trump | 66% | (229) | 18% | (62) | 3% | (9) | 14% | (48) | 347 |
| Somewhat Unfavorable of Trump | 58% | (124) | 27% | (58) | 2% | (4) | 13% | (29) | 215 |
| Very Unfavorable of Trump | 58% | (579) | 20% | (205) | 3% | (32) | 19% | (185) | 1000 |
| #1 Issue: Economy | 59% | (469) | 22% | (172) | 1% | (11) | 17% | (136) | 789 |
| #1 Issue: Security | 67% | (148) | 14% | (32) | 1% | (3) | 17% | (38) | 220 |
| #1 Issue: Health Care | 60% | (284) | 22% | (103) | 3% | (15) | 15% | (69) | 471 |
| #1 Issue: Medicare / Social Security | 58% | (177) | 16% | (48) | 3% | (9) | 23% | (70) | 304 |
| #1 Issue: Women's Issues | 54% | (58) | 15% | (16) | 5% | (5) | 26% | (29) | 108 |
| #1 Issue: Education | 64% | (51) | 19% | (15) | 4% | (4) | 12% | (10) | 79 |
| #1 Issue: Energy | 62% | (57) | 19% | (17) | 3% | (3) | 16% | (14) | 91 |
| #1 Issue: Other | 57% | (79) | 13% | (17) | 4% | (6) | 26% | (36) | 138 |
| 2018 House Vote: Democrat | 63% | (467) | 23% | (171) | 2% | (17) | 12% | (87) | 744 |
| 2018 House Vote: Republican | 72% | (451) | 16% | (102) | 2% | (14) | 10% | (63) | 630 |
| 2018 House Vote: Someone else | 40% | (23) | 15% | (9) | 1% | (1) | 44% | (26) | 59 |
| 2016 Vote: Hillary Clinton | 61% | (416) | 23% | (156) | 3% | (20) | 13% | (89) | 680 |
| 2016 Vote: Donald Trump | 71% | (488) | 17% | (119) | 1% | (9) | 11% | (75) | 691 |
| 2016 Vote: Other | 69% | (69) | 14% | (14) | 5% | (5) | 13% | (13) | 100 |
| 2016 Vote: Didn't Vote | 47% | (342) | 18% | (133) | 3% | (22) | 31% | (224) | 722 |
| Voted in 2014: Yes | 66% | (806) | 21% | (253) | 2% | (24) | 12% | (143) | 1227 |
| Voted in 2014: No | 53% | (516) | 17% | (168) | 3% | (32) | 26% | (258) | 973 |
| 2012 Vote: Barack Obama | 60% | (522) | 24% | (211) | 2% | (21) | 13% | (110) | 865 |
| 2012 Vote: Mitt Romney | 74% | (332) | 15% | (68) | 1% | (4) | 10% | (43) | 447 |
| 2012 Vote: Other | 63% | (35) | 14% | (8) | — | (0) | 23% | (13) | 55 |
| 2012 Vote: Didn't Vote | 52% | (431) | 16% | (133) | 4% | (31) | 28% | (235) | 830 |
| 4-Region: Northeast | 60% | (236) | 21% | (83) | 3% | (10) | 16% | (64) | 394 |
| 4-Region: Midwest | 59% | (272) | 17% | (80) | 1% | (3) | 23% | (108) | 462 |
| 4-Region: South | 61% | (506) | 16% | (134) | 4% | (34) | 18% | (150) | 824 |
| 4-Region: West | 59% | (308) | 24% | (125) | 2% | (9) | 15% | (79) | 520 |
| Favorable of Biden | 58% | (658) | 23% | (260) | 3% | (30) | 16% | (185) | 1134 |
| Unfavorable of Biden | 70% | (637) | 14% | (129) | 3% | (23) | 13% | (117) | 906 |

Continued on next page

Table MCBR5: *And specifically, do you think brands have become more political since the 2016 election?*

| Demographic | More political | | No change either way | | Less political | | Don't know / No opinion | | Total N |
|-------------------------------|-----------------------|--------|-----------------------------|-------|-----------------------|------|--------------------------------|-------|----------------|
| Adults | 60% | (1322) | 19% | (421) | 3% | (56) | 18% | (401) | 2200 |
| Very favorable of Biden | 62% | (390) | 22% | (139) | 3% | (17) | 14% | (88) | 634 |
| Somewhat favorable of Biden | 54% | (268) | 24% | (121) | 3% | (13) | 20% | (98) | 500 |
| Somewhat unfavorable of Biden | 62% | (137) | 20% | (45) | 5% | (10) | 13% | (29) | 220 |
| Very unfavorable of Biden | 73% | (500) | 12% | (85) | 2% | (12) | 13% | (89) | 686 |

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

Table MCBR6: *Do you think brands should be more or less involved in political issues than they are now?*

| Demographic | Brands should be more politically involved | | Brands are involved enough in politics | | Brands should be less involved in politics | | Don't know / No opinion | | Total N |
|--------------------------|--|-------|--|-------|--|--------|-------------------------|-------|---------|
| Adults | 12% | (254) | 19% | (424) | 53% | (1172) | 16% | (351) | 2200 |
| Gender: Male | 14% | (146) | 21% | (219) | 54% | (578) | 11% | (118) | 1062 |
| Gender: Female | 9% | (108) | 18% | (205) | 52% | (594) | 20% | (232) | 1138 |
| Age: 18-34 | 16% | (106) | 21% | (137) | 39% | (256) | 24% | (156) | 655 |
| Age: 35-44 | 16% | (57) | 27% | (97) | 44% | (156) | 14% | (49) | 358 |
| Age: 45-64 | 9% | (70) | 17% | (126) | 61% | (456) | 13% | (99) | 751 |
| Age: 65+ | 5% | (21) | 15% | (64) | 70% | (304) | 11% | (47) | 436 |
| GenZers: 1997-2012 | 14% | (37) | 18% | (46) | 36% | (93) | 32% | (83) | 260 |
| Millennials: 1981-1996 | 18% | (101) | 23% | (132) | 41% | (238) | 18% | (105) | 576 |
| GenXers: 1965-1980 | 13% | (66) | 22% | (115) | 51% | (268) | 14% | (74) | 523 |
| Baby Boomers: 1946-1964 | 6% | (46) | 16% | (114) | 68% | (498) | 11% | (78) | 736 |
| PID: Dem (no lean) | 20% | (161) | 29% | (230) | 40% | (323) | 11% | (89) | 804 |
| PID: Ind (no lean) | 5% | (35) | 14% | (101) | 56% | (402) | 25% | (183) | 720 |
| PID: Rep (no lean) | 8% | (57) | 14% | (93) | 66% | (447) | 12% | (79) | 676 |
| PID/Gender: Dem Men | 26% | (95) | 32% | (114) | 35% | (128) | 7% | (24) | 361 |
| PID/Gender: Dem Women | 15% | (67) | 26% | (115) | 44% | (195) | 15% | (66) | 443 |
| PID/Gender: Ind Men | 4% | (12) | 15% | (46) | 63% | (201) | 19% | (59) | 318 |
| PID/Gender: Ind Women | 6% | (23) | 14% | (55) | 50% | (201) | 31% | (123) | 402 |
| PID/Gender: Rep Men | 10% | (40) | 15% | (59) | 65% | (250) | 9% | (35) | 383 |
| PID/Gender: Rep Women | 6% | (18) | 12% | (34) | 67% | (197) | 15% | (44) | 293 |
| Ideo: Liberal (1-3) | 24% | (143) | 27% | (162) | 39% | (237) | 10% | (59) | 601 |
| Ideo: Moderate (4) | 9% | (63) | 23% | (168) | 51% | (372) | 18% | (128) | 731 |
| Ideo: Conservative (5-7) | 5% | (35) | 12% | (79) | 73% | (504) | 10% | (68) | 687 |
| Educ: < College | 9% | (134) | 17% | (263) | 55% | (826) | 19% | (289) | 1512 |
| Educ: Bachelors degree | 15% | (66) | 26% | (114) | 52% | (230) | 8% | (34) | 444 |
| Educ: Post-grad | 22% | (53) | 19% | (47) | 48% | (116) | 11% | (28) | 244 |
| Income: Under 50k | 10% | (117) | 18% | (200) | 51% | (574) | 21% | (237) | 1128 |
| Income: 50k-100k | 11% | (74) | 20% | (139) | 58% | (398) | 11% | (76) | 686 |
| Income: 100k+ | 16% | (63) | 22% | (85) | 52% | (199) | 10% | (38) | 386 |
| Ethnicity: White | 11% | (183) | 19% | (327) | 57% | (976) | 14% | (235) | 1722 |
| Ethnicity: Hispanic | 15% | (54) | 20% | (71) | 42% | (148) | 22% | (77) | 349 |

Continued on next page

Table MCBR6: Do you think brands should be more or less involved in political issues than they are now?

| Demographic | Brands should be more politically involved | | Brands are involved enough in politics | | Brands should be less involved in politics | | Don't know / No opinion | | Total N |
|-----------------------------------|--|-------|--|-------|--|--------|-------------------------|-------|---------|
| Adults | 12% | (254) | 19% | (424) | 53% | (1172) | 16% | (351) | 2200 |
| Ethnicity: Black | 16% | (43) | 18% | (49) | 42% | (115) | 25% | (68) | 274 |
| Ethnicity: Other | 14% | (28) | 23% | (48) | 40% | (81) | 23% | (47) | 204 |
| All Christian | 10% | (110) | 21% | (220) | 58% | (601) | 11% | (113) | 1044 |
| All Non-Christian | 21% | (30) | 25% | (36) | 42% | (61) | 12% | (17) | 144 |
| Atheist | 14% | (14) | 22% | (21) | 42% | (41) | 22% | (21) | 98 |
| Agnostic/Nothing in particular | 10% | (53) | 16% | (86) | 51% | (280) | 24% | (132) | 552 |
| Something Else | 13% | (46) | 17% | (61) | 52% | (187) | 19% | (67) | 362 |
| Religious Non-Protestant/Catholic | 18% | (30) | 23% | (38) | 47% | (77) | 12% | (20) | 165 |
| Evangelical | 15% | (86) | 20% | (112) | 51% | (291) | 14% | (79) | 567 |
| Non-Evangelical | 8% | (66) | 20% | (161) | 59% | (468) | 12% | (96) | 792 |
| Community: Urban | 20% | (133) | 23% | (150) | 41% | (272) | 16% | (107) | 663 |
| Community: Suburban | 8% | (77) | 19% | (190) | 58% | (579) | 15% | (150) | 995 |
| Community: Rural | 8% | (44) | 15% | (84) | 59% | (320) | 17% | (94) | 543 |
| Employ: Private Sector | 14% | (93) | 23% | (157) | 51% | (341) | 12% | (80) | 671 |
| Employ: Government | 23% | (25) | 15% | (16) | 50% | (53) | 12% | (13) | 106 |
| Employ: Self-Employed | 20% | (42) | 18% | (38) | 49% | (102) | 13% | (26) | 208 |
| Employ: Homemaker | 7% | (11) | 20% | (34) | 54% | (90) | 19% | (32) | 167 |
| Employ: Retired | 6% | (32) | 13% | (69) | 69% | (364) | 12% | (64) | 529 |
| Employ: Unemployed | 9% | (26) | 21% | (61) | 48% | (138) | 22% | (65) | 290 |
| Employ: Other | 8% | (11) | 24% | (33) | 35% | (48) | 33% | (45) | 138 |
| Military HH: Yes | 13% | (47) | 13% | (48) | 67% | (246) | 8% | (29) | 369 |
| Military HH: No | 11% | (207) | 21% | (376) | 51% | (926) | 18% | (322) | 1831 |
| RD/WT: Right Direction | 12% | (80) | 17% | (114) | 58% | (381) | 13% | (83) | 658 |
| RD/WT: Wrong Track | 11% | (174) | 20% | (309) | 51% | (791) | 17% | (268) | 1542 |
| Trump Job Approve | 9% | (75) | 14% | (121) | 65% | (567) | 12% | (105) | 868 |
| Trump Job Disapprove | 14% | (176) | 24% | (298) | 48% | (594) | 14% | (170) | 1239 |
| Trump Job Strongly Approve | 10% | (50) | 13% | (64) | 66% | (329) | 11% | (53) | 496 |
| Trump Job Somewhat Approve | 7% | (26) | 15% | (56) | 64% | (238) | 14% | (52) | 372 |
| Trump Job Somewhat Disapprove | 14% | (38) | 22% | (61) | 49% | (134) | 15% | (40) | 273 |
| Trump Job Strongly Disapprove | 14% | (138) | 24% | (237) | 48% | (460) | 14% | (131) | 966 |

Continued on next page

Table MCBR6: Do you think brands should be more or less involved in political issues than they are now?

| Demographic | Brands should be more politically involved | | Brands are involved enough in politics | | Brands should be less involved in politics | | Don't know / No opinion | | Total N |
|--------------------------------------|--|-------|--|-------|--|--------|-------------------------|-------|---------|
| Adults | 12% | (254) | 19% | (424) | 53% | (1172) | 16% | (351) | 2200 |
| Favorable of Trump | 8% | (74) | 14% | (128) | 64% | (571) | 13% | (117) | 890 |
| Unfavorable of Trump | 14% | (175) | 24% | (287) | 48% | (583) | 14% | (172) | 1216 |
| Very Favorable of Trump | 9% | (51) | 12% | (66) | 66% | (358) | 13% | (69) | 543 |
| Somewhat Favorable of Trump | 7% | (23) | 18% | (62) | 62% | (214) | 14% | (48) | 347 |
| Somewhat Unfavorable of Trump | 14% | (31) | 25% | (55) | 47% | (102) | 13% | (28) | 215 |
| Very Unfavorable of Trump | 14% | (144) | 23% | (232) | 48% | (481) | 14% | (144) | 1000 |
| #1 Issue: Economy | 9% | (70) | 19% | (151) | 55% | (436) | 17% | (132) | 789 |
| #1 Issue: Security | 10% | (23) | 15% | (33) | 66% | (144) | 9% | (20) | 220 |
| #1 Issue: Health Care | 18% | (83) | 21% | (97) | 50% | (234) | 12% | (58) | 471 |
| #1 Issue: Medicare / Social Security | 6% | (20) | 19% | (58) | 56% | (169) | 19% | (57) | 304 |
| #1 Issue: Women's Issues | 19% | (20) | 19% | (21) | 36% | (38) | 26% | (28) | 108 |
| #1 Issue: Education | 12% | (9) | 36% | (28) | 34% | (27) | 19% | (15) | 79 |
| #1 Issue: Energy | 16% | (15) | 23% | (21) | 47% | (43) | 13% | (12) | 91 |
| #1 Issue: Other | 10% | (14) | 10% | (14) | 58% | (80) | 22% | (30) | 138 |
| 2018 House Vote: Democrat | 20% | (145) | 26% | (191) | 46% | (339) | 9% | (68) | 744 |
| 2018 House Vote: Republican | 8% | (51) | 15% | (93) | 69% | (433) | 8% | (53) | 630 |
| 2018 House Vote: Someone else | 3% | (2) | 16% | (9) | 42% | (25) | 39% | (23) | 59 |
| 2016 Vote: Hillary Clinton | 17% | (112) | 27% | (186) | 45% | (304) | 11% | (77) | 680 |
| 2016 Vote: Donald Trump | 9% | (60) | 13% | (93) | 70% | (481) | 8% | (56) | 691 |
| 2016 Vote: Other | 8% | (8) | 24% | (24) | 55% | (55) | 13% | (13) | 100 |
| 2016 Vote: Didn't Vote | 10% | (71) | 17% | (120) | 45% | (327) | 28% | (204) | 722 |
| Voted in 2014: Yes | 12% | (151) | 21% | (252) | 58% | (714) | 9% | (110) | 1227 |
| Voted in 2014: No | 11% | (103) | 18% | (171) | 47% | (458) | 25% | (241) | 973 |
| 2012 Vote: Barack Obama | 15% | (130) | 26% | (226) | 49% | (422) | 10% | (87) | 865 |
| 2012 Vote: Mitt Romney | 5% | (23) | 14% | (61) | 74% | (330) | 7% | (33) | 447 |
| 2012 Vote: Other | 5% | (3) | 3% | (1) | 70% | (38) | 23% | (13) | 55 |
| 2012 Vote: Didn't Vote | 12% | (99) | 16% | (134) | 46% | (380) | 26% | (218) | 830 |

Continued on next page

Table MCBR6: Do you think brands should be more or less involved in political issues than they are now?

| Demographic | Brands should be more politically involved | | Brands are involved enough in politics | | Brands should be less involved in politics | | Don't know / No opinion | | Total N |
|-------------------------------|--|-------|--|-------|--|--------|-------------------------|-------|---------|
| Adults | 12% | (254) | 19% | (424) | 53% | (1172) | 16% | (351) | 2200 |
| 4-Region: Northeast | 14% | (57) | 20% | (78) | 50% | (197) | 16% | (62) | 394 |
| 4-Region: Midwest | 8% | (37) | 20% | (91) | 56% | (260) | 16% | (75) | 462 |
| 4-Region: South | 9% | (71) | 18% | (151) | 56% | (458) | 17% | (144) | 824 |
| 4-Region: West | 17% | (89) | 20% | (104) | 50% | (257) | 14% | (70) | 520 |
| Favorable of Biden | 17% | (193) | 26% | (297) | 43% | (488) | 14% | (157) | 1134 |
| Unfavorable of Biden | 6% | (52) | 12% | (108) | 72% | (650) | 11% | (96) | 906 |
| Very favorable of Biden | 22% | (142) | 26% | (163) | 40% | (251) | 12% | (78) | 634 |
| Somewhat favorable of Biden | 10% | (51) | 27% | (134) | 47% | (237) | 16% | (79) | 500 |
| Somewhat unfavorable of Biden | 9% | (19) | 18% | (39) | 58% | (128) | 15% | (33) | 220 |
| Very unfavorable of Biden | 5% | (33) | 10% | (69) | 76% | (521) | 9% | (63) | 686 |

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

Table MCBR7_1: Given the following potential 2020 presidential election outcomes, do you want brands to become more or less political in the future than they have been in the past four years?
President Donald Trump is re-elected president

| Demographic | More political in the future | | No change either way | | Less political in the future | | Don't know / No opinion | | Total N |
|--------------------------|------------------------------|-------|----------------------|-------|------------------------------|--------|-------------------------|-------|---------|
| Adults | 16% | (353) | 24% | (520) | 48% | (1045) | 13% | (282) | 2200 |
| Gender: Male | 18% | (187) | 26% | (281) | 47% | (500) | 9% | (94) | 1062 |
| Gender: Female | 15% | (166) | 21% | (238) | 48% | (545) | 17% | (188) | 1138 |
| Age: 18-34 | 25% | (163) | 23% | (151) | 34% | (223) | 18% | (118) | 655 |
| Age: 35-44 | 19% | (68) | 27% | (98) | 39% | (139) | 15% | (53) | 358 |
| Age: 45-64 | 12% | (90) | 24% | (178) | 54% | (408) | 10% | (75) | 751 |
| Age: 65+ | 7% | (32) | 21% | (93) | 63% | (275) | 8% | (36) | 436 |
| GenZers: 1997-2012 | 20% | (51) | 18% | (46) | 41% | (108) | 21% | (55) | 260 |
| Millennials: 1981-1996 | 24% | (139) | 27% | (154) | 33% | (188) | 16% | (94) | 576 |
| GenXers: 1965-1980 | 17% | (91) | 27% | (143) | 44% | (228) | 12% | (62) | 523 |
| Baby Boomers: 1946-1964 | 9% | (64) | 20% | (150) | 62% | (458) | 9% | (63) | 736 |
| PID: Dem (no lean) | 15% | (118) | 26% | (207) | 49% | (394) | 11% | (86) | 804 |
| PID: Ind (no lean) | 11% | (77) | 21% | (154) | 48% | (347) | 20% | (143) | 720 |
| PID: Rep (no lean) | 23% | (159) | 24% | (159) | 45% | (305) | 8% | (54) | 676 |
| PID/Gender: Dem Men | 15% | (52) | 32% | (114) | 45% | (163) | 9% | (31) | 361 |
| PID/Gender: Dem Women | 15% | (65) | 21% | (92) | 52% | (231) | 12% | (55) | 443 |
| PID/Gender: Ind Men | 12% | (39) | 24% | (77) | 50% | (159) | 14% | (43) | 318 |
| PID/Gender: Ind Women | 9% | (38) | 19% | (77) | 47% | (188) | 25% | (100) | 402 |
| PID/Gender: Rep Men | 25% | (95) | 24% | (90) | 46% | (178) | 5% | (20) | 383 |
| PID/Gender: Rep Women | 22% | (63) | 23% | (69) | 43% | (127) | 12% | (34) | 293 |
| Ideo: Liberal (1-3) | 21% | (127) | 23% | (140) | 46% | (274) | 10% | (60) | 601 |
| Ideo: Moderate (4) | 13% | (92) | 26% | (189) | 47% | (341) | 15% | (109) | 731 |
| Ideo: Conservative (5-7) | 16% | (110) | 23% | (161) | 54% | (367) | 7% | (48) | 687 |
| Educ: < College | 15% | (229) | 22% | (340) | 47% | (715) | 15% | (228) | 1512 |
| Educ: Bachelors degree | 15% | (67) | 27% | (121) | 50% | (221) | 8% | (35) | 444 |
| Educ: Post-grad | 23% | (57) | 24% | (59) | 45% | (109) | 8% | (19) | 244 |
| Income: Under 50k | 16% | (181) | 22% | (244) | 46% | (516) | 17% | (187) | 1128 |
| Income: 50k-100k | 15% | (106) | 26% | (177) | 50% | (345) | 8% | (58) | 686 |
| Income: 100k+ | 17% | (66) | 26% | (99) | 48% | (184) | 10% | (37) | 386 |
| Ethnicity: White | 16% | (281) | 24% | (411) | 49% | (845) | 11% | (184) | 1722 |

Continued on next page

Table MCBR7_1: Given the following potential 2020 presidential election outcomes, do you want brands to become more or less political in the future than they have been in the past four years?
President Donald Trump is re-elected president

| Demographic | More political in the future | | No change either way | | Less political in the future | | Don't know / No opinion | | Total N |
|-----------------------------------|------------------------------|-------|----------------------|-------|------------------------------|--------|-------------------------|-------|---------|
| Adults | 16% | (353) | 24% | (520) | 48% | (1045) | 13% | (282) | 2200 |
| Ethnicity: Hispanic | 19% | (67) | 26% | (89) | 40% | (140) | 15% | (52) | 349 |
| Ethnicity: Black | 14% | (39) | 19% | (53) | 42% | (116) | 24% | (66) | 274 |
| Ethnicity: Other | 16% | (32) | 27% | (55) | 41% | (84) | 16% | (32) | 204 |
| All Christian | 16% | (163) | 26% | (268) | 50% | (523) | 9% | (91) | 1044 |
| All Non-Christian | 24% | (34) | 28% | (40) | 39% | (56) | 9% | (13) | 144 |
| Atheist | 15% | (15) | 24% | (23) | 44% | (43) | 17% | (16) | 98 |
| Agnostic/Nothing in particular | 13% | (73) | 22% | (120) | 49% | (271) | 16% | (88) | 552 |
| Something Else | 19% | (68) | 19% | (69) | 42% | (152) | 20% | (74) | 362 |
| Religious Non-Protestant/Catholic | 27% | (44) | 28% | (46) | 37% | (62) | 8% | (14) | 165 |
| Evangelical | 21% | (118) | 22% | (123) | 44% | (250) | 13% | (76) | 567 |
| Non-Evangelical | 12% | (98) | 26% | (203) | 51% | (403) | 11% | (87) | 792 |
| Community: Urban | 20% | (134) | 24% | (161) | 41% | (269) | 15% | (99) | 663 |
| Community: Suburban | 14% | (136) | 25% | (253) | 49% | (488) | 12% | (118) | 995 |
| Community: Rural | 15% | (83) | 19% | (106) | 53% | (289) | 12% | (65) | 543 |
| Employ: Private Sector | 20% | (131) | 27% | (182) | 43% | (291) | 10% | (66) | 671 |
| Employ: Government | 23% | (24) | 22% | (23) | 43% | (46) | 12% | (13) | 106 |
| Employ: Self-Employed | 21% | (44) | 21% | (43) | 47% | (98) | 11% | (24) | 208 |
| Employ: Homemaker | 13% | (22) | 26% | (43) | 42% | (69) | 19% | (32) | 167 |
| Employ: Retired | 8% | (42) | 22% | (115) | 63% | (333) | 7% | (38) | 529 |
| Employ: Unemployed | 14% | (42) | 22% | (63) | 46% | (134) | 18% | (51) | 290 |
| Employ: Other | 19% | (26) | 25% | (35) | 29% | (40) | 27% | (37) | 138 |
| Military HH: Yes | 16% | (59) | 17% | (64) | 59% | (219) | 7% | (27) | 369 |
| Military HH: No | 16% | (294) | 25% | (455) | 45% | (827) | 14% | (255) | 1831 |
| RD/WT: Right Direction | 24% | (159) | 26% | (173) | 38% | (253) | 11% | (73) | 658 |
| RD/WT: Wrong Track | 13% | (194) | 22% | (347) | 51% | (792) | 14% | (209) | 1542 |
| Trump Job Approve | 22% | (189) | 26% | (224) | 44% | (378) | 9% | (78) | 868 |
| Trump Job Disapprove | 13% | (160) | 23% | (282) | 53% | (653) | 12% | (144) | 1239 |

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Table MCBR7_1: Given the following potential 2020 presidential election outcomes, do you want brands to become more or less political in the future than they have been in the past four years?
President Donald Trump is re-elected president

| Demographic | More political in the future | | No change either way | | Less political in the future | | Don't know / No opinion | | Total N |
|--------------------------------------|------------------------------|-------|----------------------|-------|------------------------------|--------|-------------------------|-------|---------|
| Adults | 16% | (353) | 24% | (520) | 48% | (1045) | 13% | (282) | 2200 |
| Trump Job Strongly Approve | 29% | (143) | 21% | (102) | 43% | (213) | 7% | (37) | 496 |
| Trump Job Somewhat Approve | 12% | (45) | 33% | (121) | 44% | (165) | 11% | (41) | 372 |
| Trump Job Somewhat Disapprove | 11% | (31) | 31% | (85) | 44% | (119) | 14% | (38) | 273 |
| Trump Job Strongly Disapprove | 13% | (129) | 20% | (197) | 55% | (534) | 11% | (106) | 966 |
| Favorable of Trump | 22% | (197) | 25% | (223) | 42% | (375) | 11% | (94) | 890 |
| Unfavorable of Trump | 12% | (149) | 23% | (280) | 54% | (653) | 11% | (134) | 1216 |
| Very Favorable of Trump | 29% | (160) | 21% | (115) | 40% | (218) | 9% | (51) | 543 |
| Somewhat Favorable of Trump | 11% | (37) | 31% | (109) | 45% | (157) | 13% | (44) | 347 |
| Somewhat Unfavorable of Trump | 6% | (14) | 40% | (85) | 43% | (93) | 11% | (23) | 215 |
| Very Unfavorable of Trump | 14% | (135) | 19% | (195) | 56% | (560) | 11% | (111) | 1000 |
| #1 Issue: Economy | 17% | (132) | 24% | (192) | 47% | (368) | 12% | (97) | 789 |
| #1 Issue: Security | 13% | (29) | 16% | (36) | 54% | (120) | 16% | (35) | 220 |
| #1 Issue: Health Care | 19% | (88) | 26% | (122) | 46% | (216) | 10% | (45) | 471 |
| #1 Issue: Medicare / Social Security | 11% | (33) | 24% | (73) | 52% | (157) | 14% | (42) | 304 |
| #1 Issue: Women's Issues | 22% | (24) | 16% | (17) | 38% | (41) | 24% | (26) | 108 |
| #1 Issue: Education | 19% | (15) | 33% | (26) | 39% | (30) | 9% | (7) | 79 |
| #1 Issue: Energy | 14% | (13) | 29% | (26) | 37% | (34) | 20% | (18) | 91 |
| #1 Issue: Other | 14% | (19) | 20% | (27) | 57% | (79) | 9% | (12) | 138 |
| 2018 House Vote: Democrat | 14% | (106) | 25% | (189) | 52% | (384) | 9% | (66) | 744 |
| 2018 House Vote: Republican | 21% | (135) | 24% | (150) | 48% | (303) | 6% | (41) | 630 |
| 2018 House Vote: Someone else | 14% | (8) | 23% | (14) | 44% | (26) | 19% | (11) | 59 |
| 2016 Vote: Hillary Clinton | 13% | (89) | 25% | (168) | 52% | (356) | 10% | (67) | 680 |
| 2016 Vote: Donald Trump | 21% | (147) | 23% | (162) | 48% | (331) | 7% | (51) | 691 |
| 2016 Vote: Other | 8% | (8) | 21% | (21) | 56% | (56) | 15% | (16) | 100 |
| 2016 Vote: Didn't Vote | 15% | (109) | 23% | (163) | 42% | (302) | 20% | (148) | 722 |
| Voted in 2014: Yes | 16% | (199) | 25% | (304) | 51% | (629) | 8% | (95) | 1227 |
| Voted in 2014: No | 16% | (154) | 22% | (216) | 43% | (416) | 19% | (187) | 973 |

Continued on next page

Table MCBR7_1: Given the following potential 2020 presidential election outcomes, do you want brands to become more or less political in the future than they have been in the past four years?
President Donald Trump is re-elected president

| Demographic | More political in the future | | No change either way | | Less political in the future | | Don't know / No opinion | | Total N |
|-------------------------------|------------------------------|-------|----------------------|-------|------------------------------|--------|-------------------------|-------|---------|
| Adults | 16% | (353) | 24% | (520) | 48% | (1045) | 13% | (282) | 2200 |
| 2012 Vote: Barack Obama | 14% | (119) | 25% | (213) | 51% | (445) | 10% | (88) | 865 |
| 2012 Vote: Mitt Romney | 19% | (84) | 24% | (105) | 51% | (229) | 6% | (28) | 447 |
| 2012 Vote: Other | 3% | (1) | 20% | (11) | 66% | (37) | 11% | (6) | 55 |
| 2012 Vote: Didn't Vote | 18% | (147) | 23% | (191) | 40% | (333) | 19% | (160) | 830 |
| 4-Region: Northeast | 16% | (64) | 28% | (111) | 42% | (167) | 13% | (52) | 394 |
| 4-Region: Midwest | 13% | (58) | 20% | (91) | 55% | (255) | 12% | (57) | 462 |
| 4-Region: South | 16% | (130) | 21% | (172) | 50% | (411) | 13% | (111) | 824 |
| 4-Region: West | 19% | (101) | 28% | (146) | 41% | (212) | 12% | (62) | 520 |
| Favorable of Biden | 16% | (178) | 25% | (280) | 48% | (546) | 11% | (130) | 1134 |
| Unfavorable of Biden | 18% | (160) | 22% | (203) | 52% | (467) | 8% | (75) | 906 |
| Very favorable of Biden | 17% | (106) | 22% | (139) | 50% | (319) | 11% | (69) | 634 |
| Somewhat favorable of Biden | 14% | (71) | 28% | (141) | 45% | (227) | 12% | (61) | 500 |
| Somewhat unfavorable of Biden | 13% | (29) | 28% | (61) | 52% | (114) | 8% | (17) | 220 |
| Very unfavorable of Biden | 19% | (132) | 21% | (143) | 51% | (353) | 9% | (59) | 686 |

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

Table MCBR7_2: Given the following potential 2020 presidential election outcomes, do you want brands to become more or less political in the future than they have been in the past four years?

Democratic nominee Joe Biden is elected president

| Demographic | More political in the future | | No change either way | | Less political in the future | | Don't know / No opinion | | Total N |
|--------------------------|------------------------------|-------|----------------------|-------|------------------------------|-------|-------------------------|-------|---------|
| Adults | 16% | (348) | 27% | (604) | 43% | (949) | 14% | (299) | 2200 |
| Gender: Male | 17% | (178) | 29% | (303) | 45% | (477) | 10% | (105) | 1062 |
| Gender: Female | 15% | (170) | 26% | (301) | 42% | (473) | 17% | (195) | 1138 |
| Age: 18-34 | 25% | (166) | 29% | (187) | 25% | (165) | 21% | (137) | 655 |
| Age: 35-44 | 21% | (75) | 31% | (112) | 34% | (120) | 14% | (50) | 358 |
| Age: 45-64 | 11% | (81) | 28% | (207) | 52% | (390) | 10% | (74) | 751 |
| Age: 65+ | 6% | (27) | 22% | (97) | 63% | (274) | 9% | (38) | 436 |
| GenZers: 1997-2012 | 28% | (73) | 31% | (80) | 19% | (49) | 22% | (58) | 260 |
| Millennials: 1981-1996 | 23% | (135) | 29% | (166) | 30% | (171) | 18% | (104) | 576 |
| GenXers: 1965-1980 | 14% | (73) | 29% | (152) | 45% | (233) | 12% | (65) | 523 |
| Baby Boomers: 1946-1964 | 8% | (60) | 25% | (183) | 59% | (433) | 8% | (60) | 736 |
| PID: Dem (no lean) | 30% | (238) | 34% | (272) | 28% | (224) | 9% | (70) | 804 |
| PID: Ind (no lean) | 9% | (65) | 25% | (179) | 45% | (322) | 22% | (155) | 720 |
| PID: Rep (no lean) | 7% | (45) | 23% | (153) | 60% | (403) | 11% | (74) | 676 |
| PID/Gender: Dem Men | 35% | (125) | 35% | (124) | 26% | (93) | 5% | (18) | 361 |
| PID/Gender: Dem Women | 26% | (113) | 33% | (147) | 30% | (131) | 12% | (51) | 443 |
| PID/Gender: Ind Men | 8% | (25) | 27% | (86) | 47% | (150) | 18% | (56) | 318 |
| PID/Gender: Ind Women | 10% | (40) | 23% | (92) | 43% | (172) | 25% | (99) | 402 |
| PID/Gender: Rep Men | 7% | (28) | 24% | (92) | 61% | (233) | 8% | (30) | 383 |
| PID/Gender: Rep Women | 6% | (18) | 21% | (61) | 58% | (170) | 15% | (44) | 293 |
| Ideo: Liberal (1-3) | 28% | (167) | 33% | (200) | 29% | (177) | 9% | (57) | 601 |
| Ideo: Moderate (4) | 15% | (107) | 32% | (233) | 40% | (291) | 14% | (100) | 731 |
| Ideo: Conservative (5-7) | 8% | (53) | 19% | (134) | 64% | (437) | 9% | (63) | 687 |
| Educ: < College | 14% | (210) | 26% | (396) | 44% | (665) | 16% | (241) | 1512 |
| Educ: Bachelors degree | 19% | (83) | 29% | (131) | 44% | (193) | 8% | (37) | 444 |
| Educ: Post-grad | 23% | (55) | 31% | (77) | 37% | (91) | 9% | (21) | 244 |
| Income: Under 50k | 15% | (167) | 26% | (299) | 41% | (467) | 17% | (196) | 1128 |
| Income: 50k-100k | 14% | (94) | 28% | (193) | 49% | (334) | 9% | (65) | 686 |
| Income: 100k+ | 23% | (88) | 29% | (112) | 38% | (148) | 10% | (38) | 386 |
| Ethnicity: White | 14% | (240) | 26% | (449) | 48% | (828) | 12% | (205) | 1722 |

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Table MCBR7_2: Given the following potential 2020 presidential election outcomes, do you want brands to become more or less political in the future than they have been in the past four years?

Democratic nominee Joe Biden is elected president

| Demographic | More political in the future | | No change either way | | Less political in the future | | Don't know / No opinion | | Total N |
|-----------------------------------|------------------------------|-------|----------------------|-------|------------------------------|-------|-------------------------|-------|---------|
| Adults | 16% | (348) | 27% | (604) | 43% | (949) | 14% | (299) | 2200 |
| Ethnicity: Hispanic | 23% | (80) | 22% | (78) | 34% | (117) | 21% | (74) | 349 |
| Ethnicity: Black | 23% | (63) | 33% | (90) | 22% | (61) | 22% | (61) | 274 |
| Ethnicity: Other | 22% | (46) | 32% | (64) | 30% | (60) | 16% | (33) | 204 |
| All Christian | 14% | (147) | 29% | (298) | 48% | (506) | 9% | (93) | 1044 |
| All Non-Christian | 23% | (33) | 34% | (49) | 33% | (48) | 10% | (15) | 144 |
| Atheist | 20% | (19) | 35% | (34) | 32% | (31) | 14% | (13) | 98 |
| Agnostic/Nothing in particular | 14% | (78) | 29% | (161) | 38% | (208) | 19% | (106) | 552 |
| Something Else | 20% | (71) | 17% | (62) | 43% | (157) | 20% | (72) | 362 |
| Religious Non-Protestant/Catholic | 20% | (33) | 36% | (60) | 34% | (56) | 10% | (16) | 165 |
| Evangelical | 19% | (105) | 23% | (129) | 45% | (257) | 13% | (76) | 567 |
| Non-Evangelical | 13% | (106) | 27% | (214) | 49% | (384) | 11% | (87) | 792 |
| Community: Urban | 23% | (154) | 28% | (186) | 34% | (226) | 15% | (97) | 663 |
| Community: Suburban | 13% | (132) | 29% | (292) | 45% | (444) | 13% | (127) | 995 |
| Community: Rural | 11% | (62) | 23% | (126) | 52% | (280) | 14% | (75) | 543 |
| Employ: Private Sector | 22% | (146) | 30% | (203) | 38% | (256) | 10% | (66) | 671 |
| Employ: Government | 21% | (23) | 31% | (33) | 34% | (36) | 14% | (15) | 106 |
| Employ: Self-Employed | 18% | (37) | 32% | (68) | 39% | (82) | 10% | (22) | 208 |
| Employ: Homemaker | 9% | (15) | 26% | (43) | 44% | (74) | 21% | (35) | 167 |
| Employ: Retired | 7% | (37) | 21% | (113) | 62% | (329) | 9% | (49) | 529 |
| Employ: Unemployed | 13% | (37) | 31% | (89) | 38% | (109) | 19% | (55) | 290 |
| Employ: Other | 18% | (25) | 23% | (32) | 33% | (45) | 26% | (36) | 138 |
| Military HH: Yes | 10% | (35) | 25% | (91) | 59% | (217) | 7% | (26) | 369 |
| Military HH: No | 17% | (313) | 28% | (513) | 40% | (732) | 15% | (273) | 1831 |
| RD/WT: Right Direction | 13% | (88) | 24% | (155) | 50% | (332) | 13% | (83) | 658 |
| RD/WT: Wrong Track | 17% | (260) | 29% | (448) | 40% | (617) | 14% | (216) | 1542 |
| Trump Job Approve | 8% | (72) | 22% | (190) | 57% | (497) | 13% | (109) | 868 |
| Trump Job Disapprove | 22% | (269) | 32% | (402) | 36% | (445) | 10% | (124) | 1239 |

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Table MCBR7_2: Given the following potential 2020 presidential election outcomes, do you want brands to become more or less political in the future than they have been in the past four years?
Democratic nominee Joe Biden is elected president

| Demographic | More political in the future | | No change either way | | Less political in the future | | Don't know / No opinion | | Total N |
|--------------------------------------|------------------------------|-------|----------------------|-------|------------------------------|-------|-------------------------|-------|---------|
| Adults | 16% | (348) | 27% | (604) | 43% | (949) | 14% | (299) | 2200 |
| Trump Job Strongly Approve | 8% | (40) | 17% | (84) | 65% | (324) | 10% | (48) | 496 |
| Trump Job Somewhat Approve | 8% | (31) | 29% | (106) | 47% | (174) | 16% | (61) | 372 |
| Trump Job Somewhat Disapprove | 18% | (48) | 33% | (90) | 36% | (98) | 14% | (38) | 273 |
| Trump Job Strongly Disapprove | 23% | (220) | 32% | (312) | 36% | (347) | 9% | (86) | 966 |
| Favorable of Trump | 9% | (80) | 21% | (189) | 56% | (502) | 13% | (119) | 890 |
| Unfavorable of Trump | 21% | (254) | 33% | (401) | 36% | (436) | 10% | (124) | 1216 |
| Very Favorable of Trump | 9% | (47) | 19% | (105) | 59% | (322) | 13% | (69) | 543 |
| Somewhat Favorable of Trump | 9% | (32) | 24% | (84) | 52% | (181) | 15% | (51) | 347 |
| Somewhat Unfavorable of Trump | 16% | (34) | 35% | (76) | 38% | (82) | 11% | (24) | 215 |
| Very Unfavorable of Trump | 22% | (220) | 33% | (325) | 35% | (354) | 10% | (100) | 1000 |
| #1 Issue: Economy | 14% | (110) | 27% | (213) | 44% | (347) | 15% | (118) | 789 |
| #1 Issue: Security | 13% | (29) | 20% | (44) | 52% | (115) | 14% | (32) | 220 |
| #1 Issue: Health Care | 18% | (83) | 36% | (170) | 37% | (176) | 9% | (43) | 471 |
| #1 Issue: Medicare / Social Security | 12% | (38) | 22% | (68) | 50% | (152) | 15% | (47) | 304 |
| #1 Issue: Women's Issues | 22% | (23) | 29% | (31) | 29% | (31) | 21% | (23) | 108 |
| #1 Issue: Education | 21% | (16) | 27% | (22) | 46% | (36) | 6% | (5) | 79 |
| #1 Issue: Energy | 26% | (23) | 28% | (26) | 30% | (27) | 17% | (15) | 91 |
| #1 Issue: Other | 19% | (26) | 22% | (30) | 47% | (65) | 12% | (17) | 138 |
| 2018 House Vote: Democrat | 24% | (182) | 33% | (246) | 34% | (254) | 8% | (61) | 744 |
| 2018 House Vote: Republican | 8% | (48) | 20% | (124) | 63% | (395) | 10% | (63) | 630 |
| 2018 House Vote: Someone else | 6% | (4) | 37% | (22) | 37% | (22) | 20% | (12) | 59 |
| 2016 Vote: Hillary Clinton | 25% | (171) | 34% | (232) | 33% | (223) | 8% | (55) | 680 |
| 2016 Vote: Donald Trump | 7% | (51) | 20% | (141) | 62% | (429) | 10% | (70) | 691 |
| 2016 Vote: Other | 3% | (3) | 27% | (27) | 56% | (57) | 13% | (13) | 100 |
| 2016 Vote: Didn't Vote | 17% | (122) | 28% | (204) | 33% | (235) | 22% | (161) | 722 |
| Voted in 2014: Yes | 16% | (195) | 27% | (329) | 49% | (596) | 9% | (106) | 1227 |
| Voted in 2014: No | 16% | (153) | 28% | (274) | 36% | (353) | 20% | (193) | 973 |

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Table MCBR7_2: Given the following potential 2020 presidential election outcomes, do you want brands to become more or less political in the future than they have been in the past four years?

Democratic nominee Joe Biden is elected president

| Demographic | More political in the future | | No change either way | | Less political in the future | | Don't know / No opinion | | Total N |
|-------------------------------|------------------------------|-------|----------------------|-------|------------------------------|-------|-------------------------|-------|---------|
| Adults | 16% | (348) | 27% | (604) | 43% | (949) | 14% | (299) | 2200 |
| 2012 Vote: Barack Obama | 21% | (178) | 31% | (269) | 38% | (331) | 10% | (87) | 865 |
| 2012 Vote: Mitt Romney | 6% | (25) | 21% | (92) | 66% | (293) | 8% | (36) | 447 |
| 2012 Vote: Other | 3% | (2) | 20% | (11) | 65% | (36) | 11% | (6) | 55 |
| 2012 Vote: Didn't Vote | 17% | (143) | 28% | (231) | 35% | (287) | 20% | (170) | 830 |
| 4-Region: Northeast | 18% | (70) | 29% | (115) | 40% | (156) | 13% | (52) | 394 |
| 4-Region: Midwest | 12% | (56) | 26% | (122) | 49% | (229) | 12% | (56) | 462 |
| 4-Region: South | 15% | (124) | 26% | (213) | 44% | (366) | 15% | (120) | 824 |
| 4-Region: West | 19% | (97) | 30% | (153) | 38% | (198) | 14% | (71) | 520 |
| Favorable of Biden | 24% | (272) | 34% | (391) | 32% | (359) | 10% | (113) | 1134 |
| Unfavorable of Biden | 7% | (67) | 20% | (178) | 62% | (562) | 11% | (99) | 906 |
| Very favorable of Biden | 33% | (211) | 32% | (202) | 27% | (172) | 8% | (48) | 634 |
| Somewhat favorable of Biden | 12% | (60) | 38% | (189) | 37% | (186) | 13% | (64) | 500 |
| Somewhat unfavorable of Biden | 8% | (18) | 28% | (62) | 56% | (123) | 8% | (17) | 220 |
| Very unfavorable of Biden | 7% | (49) | 17% | (115) | 64% | (439) | 12% | (83) | 686 |

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

Table MCBR8_1: And given the following potential 2020 presidential election outcomes, do you think brands will become more or less political in the future than they have been in the past four years?
President Donald Trump is re-elected president

| Demographic | More political in the future | | No change either way | | Less political in the future | | Don't know / No opinion | | Total N |
|--------------------------|------------------------------|-------|----------------------|-------|------------------------------|-------|-------------------------|-------|---------|
| Adults | 38% | (825) | 24% | (529) | 21% | (461) | 18% | (385) | 2200 |
| Gender: Male | 40% | (421) | 27% | (282) | 20% | (209) | 14% | (150) | 1062 |
| Gender: Female | 36% | (405) | 22% | (247) | 22% | (252) | 21% | (235) | 1138 |
| Age: 18-34 | 33% | (215) | 22% | (145) | 24% | (156) | 21% | (139) | 655 |
| Age: 35-44 | 42% | (149) | 24% | (85) | 19% | (69) | 15% | (54) | 358 |
| Age: 45-64 | 40% | (298) | 24% | (182) | 20% | (151) | 16% | (120) | 751 |
| Age: 65+ | 38% | (164) | 27% | (116) | 19% | (85) | 17% | (72) | 436 |
| GenZers: 1997-2012 | 30% | (79) | 15% | (40) | 27% | (69) | 28% | (72) | 260 |
| Millennials: 1981-1996 | 35% | (201) | 26% | (147) | 23% | (130) | 17% | (97) | 576 |
| GenXers: 1965-1980 | 39% | (205) | 26% | (137) | 19% | (100) | 16% | (81) | 523 |
| Baby Boomers: 1946-1964 | 42% | (312) | 23% | (167) | 19% | (142) | 15% | (114) | 736 |
| PID: Dem (no lean) | 35% | (285) | 22% | (181) | 29% | (230) | 13% | (108) | 804 |
| PID: Ind (no lean) | 35% | (249) | 24% | (171) | 15% | (111) | 26% | (189) | 720 |
| PID: Rep (no lean) | 43% | (291) | 26% | (177) | 18% | (120) | 13% | (88) | 676 |
| PID/Gender: Dem Men | 33% | (119) | 30% | (106) | 26% | (95) | 11% | (40) | 361 |
| PID/Gender: Dem Women | 37% | (165) | 17% | (74) | 31% | (135) | 15% | (68) | 443 |
| PID/Gender: Ind Men | 39% | (125) | 26% | (83) | 12% | (37) | 23% | (73) | 318 |
| PID/Gender: Ind Women | 31% | (125) | 22% | (87) | 18% | (74) | 29% | (116) | 402 |
| PID/Gender: Rep Men | 46% | (176) | 24% | (92) | 20% | (77) | 10% | (37) | 383 |
| PID/Gender: Rep Women | 39% | (115) | 29% | (85) | 14% | (42) | 17% | (51) | 293 |
| Ideo: Liberal (1-3) | 44% | (265) | 22% | (131) | 22% | (132) | 12% | (72) | 601 |
| Ideo: Moderate (4) | 32% | (237) | 28% | (203) | 22% | (158) | 18% | (133) | 731 |
| Ideo: Conservative (5-7) | 41% | (281) | 24% | (165) | 20% | (138) | 15% | (102) | 687 |
| Educ: < College | 37% | (559) | 23% | (343) | 20% | (309) | 20% | (301) | 1512 |
| Educ: Bachelors degree | 37% | (163) | 28% | (124) | 22% | (96) | 14% | (60) | 444 |
| Educ: Post-grad | 42% | (104) | 25% | (61) | 23% | (55) | 10% | (24) | 244 |
| Income: Under 50k | 37% | (416) | 22% | (252) | 20% | (228) | 21% | (232) | 1128 |
| Income: 50k-100k | 39% | (265) | 26% | (175) | 20% | (139) | 16% | (107) | 686 |
| Income: 100k+ | 37% | (145) | 26% | (101) | 24% | (94) | 12% | (46) | 386 |
| Ethnicity: White | 39% | (676) | 25% | (430) | 20% | (348) | 16% | (268) | 1722 |

Continued on next page

Table MCBR8_1: And given the following potential 2020 presidential election outcomes, do you think brands will become more or less political in the future than they have been in the past four years?
President Donald Trump is re-elected president

| Demographic | More political in the future | | No change either way | | Less political in the future | | Don't know / No opinion | | Total N |
|-----------------------------------|------------------------------|-------|----------------------|-------|------------------------------|-------|-------------------------|-------|---------|
| Adults | 38% | (825) | 24% | (529) | 21% | (461) | 18% | (385) | 2200 |
| Ethnicity: Hispanic | 39% | (138) | 19% | (66) | 22% | (77) | 20% | (68) | 349 |
| Ethnicity: Black | 26% | (70) | 20% | (55) | 27% | (73) | 27% | (75) | 274 |
| Ethnicity: Other | 39% | (80) | 21% | (43) | 19% | (40) | 20% | (42) | 204 |
| All Christian | 37% | (385) | 28% | (290) | 20% | (213) | 15% | (156) | 1044 |
| All Non-Christian | 39% | (57) | 21% | (31) | 28% | (40) | 12% | (17) | 144 |
| Atheist | 40% | (39) | 25% | (25) | 20% | (19) | 15% | (15) | 98 |
| Agnostic/Nothing in particular | 36% | (198) | 21% | (116) | 22% | (119) | 22% | (120) | 552 |
| Something Else | 41% | (147) | 18% | (67) | 19% | (70) | 22% | (79) | 362 |
| Religious Non-Protestant/Catholic | 40% | (67) | 23% | (38) | 26% | (44) | 11% | (17) | 165 |
| Evangelical | 40% | (225) | 23% | (133) | 21% | (117) | 16% | (92) | 567 |
| Non-Evangelical | 36% | (284) | 27% | (210) | 20% | (160) | 17% | (138) | 792 |
| Community: Urban | 37% | (248) | 23% | (151) | 23% | (151) | 17% | (113) | 663 |
| Community: Suburban | 37% | (365) | 26% | (254) | 20% | (197) | 18% | (180) | 995 |
| Community: Rural | 39% | (213) | 23% | (123) | 21% | (113) | 17% | (93) | 543 |
| Employ: Private Sector | 36% | (238) | 28% | (191) | 24% | (161) | 12% | (81) | 671 |
| Employ: Government | 35% | (38) | 21% | (22) | 25% | (27) | 18% | (19) | 106 |
| Employ: Self-Employed | 46% | (95) | 24% | (51) | 17% | (36) | 13% | (27) | 208 |
| Employ: Homemaker | 38% | (63) | 24% | (39) | 16% | (26) | 23% | (38) | 167 |
| Employ: Retired | 39% | (207) | 25% | (130) | 19% | (102) | 17% | (90) | 529 |
| Employ: Unemployed | 35% | (102) | 22% | (63) | 22% | (63) | 21% | (61) | 290 |
| Employ: Other | 32% | (44) | 17% | (23) | 21% | (29) | 30% | (42) | 138 |
| Military HH: Yes | 43% | (158) | 24% | (89) | 19% | (70) | 14% | (52) | 369 |
| Military HH: No | 36% | (668) | 24% | (439) | 21% | (391) | 18% | (333) | 1831 |
| RD/WT: Right Direction | 40% | (261) | 25% | (167) | 18% | (118) | 17% | (112) | 658 |
| RD/WT: Wrong Track | 37% | (564) | 23% | (362) | 22% | (343) | 18% | (273) | 1542 |
| Trump Job Approve | 44% | (383) | 27% | (231) | 15% | (131) | 14% | (122) | 868 |
| Trump Job Disapprove | 35% | (436) | 23% | (286) | 26% | (322) | 16% | (194) | 1239 |

Continued on next page

Table MCBR8_1: And given the following potential 2020 presidential election outcomes, do you think brands will become more or less political in the future than they have been in the past four years?
President Donald Trump is re-elected president

| Demographic | More political in the future | | No change either way | | Less political in the future | | Don't know / No opinion | | Total N |
|--------------------------------------|------------------------------|-------|----------------------|-------|------------------------------|-------|-------------------------|-------|---------|
| Adults | 38% | (825) | 24% | (529) | 21% | (461) | 18% | (385) | 2200 |
| Trump Job Strongly Approve | 48% | (240) | 23% | (116) | 15% | (73) | 13% | (66) | 496 |
| Trump Job Somewhat Approve | 39% | (143) | 31% | (115) | 16% | (58) | 15% | (56) | 372 |
| Trump Job Somewhat Disapprove | 30% | (81) | 33% | (89) | 22% | (59) | 16% | (44) | 273 |
| Trump Job Strongly Disapprove | 37% | (355) | 20% | (197) | 27% | (263) | 16% | (150) | 966 |
| Favorable of Trump | 42% | (375) | 27% | (240) | 15% | (135) | 16% | (140) | 890 |
| Unfavorable of Trump | 36% | (434) | 23% | (277) | 26% | (318) | 15% | (187) | 1216 |
| Very Favorable of Trump | 44% | (239) | 26% | (139) | 15% | (83) | 15% | (82) | 543 |
| Somewhat Favorable of Trump | 39% | (136) | 29% | (101) | 15% | (52) | 17% | (58) | 347 |
| Somewhat Unfavorable of Trump | 28% | (61) | 34% | (73) | 23% | (50) | 15% | (31) | 215 |
| Very Unfavorable of Trump | 37% | (373) | 20% | (204) | 27% | (268) | 16% | (156) | 1000 |
| #1 Issue: Economy | 38% | (296) | 24% | (193) | 22% | (175) | 16% | (124) | 789 |
| #1 Issue: Security | 37% | (81) | 25% | (54) | 19% | (41) | 20% | (44) | 220 |
| #1 Issue: Health Care | 38% | (179) | 27% | (128) | 20% | (94) | 15% | (70) | 471 |
| #1 Issue: Medicare / Social Security | 36% | (109) | 24% | (72) | 21% | (64) | 19% | (59) | 304 |
| #1 Issue: Women's Issues | 41% | (44) | 13% | (14) | 17% | (18) | 29% | (32) | 108 |
| #1 Issue: Education | 41% | (33) | 21% | (17) | 29% | (23) | 9% | (7) | 79 |
| #1 Issue: Energy | 38% | (35) | 23% | (21) | 16% | (14) | 23% | (21) | 91 |
| #1 Issue: Other | 35% | (49) | 21% | (30) | 23% | (31) | 21% | (28) | 138 |
| 2018 House Vote: Democrat | 36% | (269) | 26% | (197) | 26% | (190) | 12% | (88) | 744 |
| 2018 House Vote: Republican | 43% | (269) | 27% | (170) | 18% | (112) | 13% | (79) | 630 |
| 2018 House Vote: Someone else | 37% | (22) | 23% | (13) | 15% | (9) | 25% | (15) | 59 |
| 2016 Vote: Hillary Clinton | 37% | (251) | 25% | (168) | 26% | (175) | 13% | (87) | 680 |
| 2016 Vote: Donald Trump | 42% | (292) | 26% | (183) | 17% | (120) | 14% | (95) | 691 |
| 2016 Vote: Other | 43% | (44) | 22% | (22) | 17% | (17) | 18% | (18) | 100 |
| 2016 Vote: Didn't Vote | 33% | (239) | 21% | (155) | 20% | (144) | 25% | (184) | 722 |
| Voted in 2014: Yes | 40% | (488) | 26% | (323) | 21% | (259) | 13% | (157) | 1227 |
| Voted in 2014: No | 35% | (338) | 21% | (205) | 21% | (201) | 24% | (229) | 973 |

Continued on next page

Table MCBR8_1: And given the following potential 2020 presidential election outcomes, do you think brands will become more or less political in the future than they have been in the past four years?
President Donald Trump is re-elected president

| Demographic | More political in the future | | No change either way | | Less political in the future | | Don't know / No opinion | | Total N |
|-------------------------------|------------------------------|-------|----------------------|-------|------------------------------|-------|-------------------------|-------|---------|
| Adults | 38% | (825) | 24% | (529) | 21% | (461) | 18% | (385) | 2200 |
| 2012 Vote: Barack Obama | 39% | (337) | 25% | (217) | 23% | (200) | 13% | (111) | 865 |
| 2012 Vote: Mitt Romney | 43% | (194) | 27% | (119) | 17% | (76) | 13% | (58) | 447 |
| 2012 Vote: Other | 33% | (18) | 32% | (17) | 19% | (11) | 16% | (9) | 55 |
| 2012 Vote: Didn't Vote | 33% | (274) | 21% | (176) | 21% | (173) | 25% | (207) | 830 |
| 4-Region: Northeast | 36% | (141) | 25% | (98) | 22% | (88) | 17% | (66) | 394 |
| 4-Region: Midwest | 35% | (161) | 20% | (94) | 21% | (99) | 23% | (108) | 462 |
| 4-Region: South | 38% | (314) | 24% | (195) | 20% | (165) | 18% | (150) | 824 |
| 4-Region: West | 40% | (209) | 27% | (141) | 21% | (108) | 12% | (62) | 520 |
| Favorable of Biden | 37% | (421) | 25% | (281) | 23% | (265) | 15% | (166) | 1134 |
| Unfavorable of Biden | 41% | (375) | 24% | (218) | 19% | (175) | 15% | (138) | 906 |
| Very favorable of Biden | 34% | (213) | 25% | (157) | 28% | (174) | 14% | (89) | 634 |
| Somewhat favorable of Biden | 42% | (208) | 25% | (124) | 18% | (91) | 15% | (77) | 500 |
| Somewhat unfavorable of Biden | 37% | (82) | 25% | (55) | 22% | (48) | 16% | (34) | 220 |
| Very unfavorable of Biden | 43% | (293) | 24% | (163) | 19% | (127) | 15% | (104) | 686 |

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

Table MCBR8_2: And given the following potential 2020 presidential election outcomes, do you think brands will become more or less political in the future than they have been in the past four years?
Democratic nominee Joe Biden is elected president

| Demographic | More political in the future | | No change either way | | Less political in the future | | Don't know / No opinion | | Total N |
|--------------------------|------------------------------|-------|----------------------|-------|------------------------------|-------|-------------------------|-------|---------|
| Adults | 30% | (654) | 30% | (657) | 22% | (479) | 19% | (410) | 2200 |
| Gender: Male | 30% | (319) | 32% | (337) | 23% | (240) | 16% | (165) | 1062 |
| Gender: Female | 29% | (335) | 28% | (319) | 21% | (239) | 22% | (245) | 1138 |
| Age: 18-34 | 31% | (204) | 28% | (186) | 20% | (129) | 21% | (136) | 655 |
| Age: 35-44 | 33% | (119) | 32% | (116) | 17% | (61) | 17% | (61) | 358 |
| Age: 45-64 | 29% | (218) | 28% | (210) | 25% | (187) | 18% | (136) | 751 |
| Age: 65+ | 26% | (113) | 33% | (144) | 24% | (103) | 18% | (77) | 436 |
| GenZers: 1997-2012 | 36% | (94) | 27% | (69) | 17% | (43) | 21% | (53) | 260 |
| Millennials: 1981-1996 | 31% | (177) | 29% | (166) | 20% | (115) | 21% | (118) | 576 |
| GenXers: 1965-1980 | 29% | (151) | 32% | (169) | 22% | (116) | 17% | (87) | 523 |
| Baby Boomers: 1946-1964 | 28% | (210) | 29% | (217) | 24% | (179) | 18% | (130) | 736 |
| PID: Dem (no lean) | 35% | (283) | 33% | (268) | 19% | (155) | 12% | (98) | 804 |
| PID: Ind (no lean) | 24% | (175) | 30% | (214) | 18% | (127) | 28% | (204) | 720 |
| PID: Rep (no lean) | 29% | (195) | 26% | (174) | 29% | (197) | 16% | (109) | 676 |
| PID/Gender: Dem Men | 34% | (122) | 37% | (133) | 21% | (74) | 9% | (32) | 361 |
| PID/Gender: Dem Women | 36% | (162) | 30% | (135) | 18% | (81) | 15% | (66) | 443 |
| PID/Gender: Ind Men | 28% | (88) | 31% | (97) | 16% | (51) | 26% | (82) | 318 |
| PID/Gender: Ind Women | 22% | (88) | 29% | (117) | 19% | (76) | 30% | (121) | 402 |
| PID/Gender: Rep Men | 29% | (110) | 28% | (107) | 30% | (114) | 14% | (52) | 383 |
| PID/Gender: Rep Women | 29% | (86) | 23% | (67) | 28% | (83) | 20% | (57) | 293 |
| Ideo: Liberal (1-3) | 34% | (202) | 33% | (196) | 20% | (121) | 14% | (82) | 601 |
| Ideo: Moderate (4) | 27% | (197) | 36% | (262) | 18% | (131) | 19% | (141) | 731 |
| Ideo: Conservative (5-7) | 33% | (228) | 24% | (164) | 28% | (189) | 15% | (105) | 687 |
| Educ: < College | 28% | (429) | 28% | (426) | 22% | (337) | 21% | (319) | 1512 |
| Educ: Bachelors degree | 32% | (141) | 33% | (146) | 20% | (91) | 15% | (66) | 444 |
| Educ: Post-grad | 34% | (84) | 35% | (85) | 21% | (51) | 10% | (24) | 244 |
| Income: Under 50k | 29% | (322) | 28% | (319) | 21% | (235) | 22% | (251) | 1128 |
| Income: 50k-100k | 29% | (199) | 31% | (216) | 23% | (157) | 17% | (114) | 686 |
| Income: 100k+ | 34% | (133) | 32% | (122) | 22% | (87) | 12% | (45) | 386 |
| Ethnicity: White | 29% | (505) | 30% | (522) | 23% | (397) | 17% | (298) | 1722 |

Continued on next page

Table MCBR8_2: And given the following potential 2020 presidential election outcomes, do you think brands will become more or less political in the future than they have been in the past four years?
Democratic nominee Joe Biden is elected president

| Demographic | More political in the future | | No change either way | | Less political in the future | | Don't know / No opinion | | Total N |
|-----------------------------------|------------------------------|-------|----------------------|-------|------------------------------|-------|-------------------------|-------|---------|
| Adults | 30% | (654) | 30% | (657) | 22% | (479) | 19% | (410) | 2200 |
| Ethnicity: Hispanic | 33% | (116) | 30% | (105) | 16% | (55) | 21% | (73) | 349 |
| Ethnicity: Black | 31% | (86) | 26% | (73) | 18% | (49) | 24% | (67) | 274 |
| Ethnicity: Other | 31% | (63) | 30% | (62) | 16% | (33) | 22% | (46) | 204 |
| All Christian | 29% | (305) | 32% | (333) | 23% | (242) | 16% | (163) | 1044 |
| All Non-Christian | 32% | (46) | 33% | (47) | 18% | (26) | 17% | (25) | 144 |
| Atheist | 35% | (34) | 40% | (39) | 14% | (14) | 11% | (11) | 98 |
| Agnostic/Nothing in particular | 30% | (165) | 29% | (162) | 17% | (96) | 23% | (129) | 552 |
| Something Else | 29% | (103) | 21% | (74) | 28% | (101) | 23% | (83) | 362 |
| Religious Non-Protestant/Catholic | 32% | (53) | 34% | (57) | 17% | (28) | 17% | (27) | 165 |
| Evangelical | 35% | (196) | 22% | (127) | 25% | (144) | 18% | (100) | 567 |
| Non-Evangelical | 25% | (202) | 33% | (259) | 24% | (193) | 17% | (138) | 792 |
| Community: Urban | 33% | (220) | 32% | (213) | 17% | (110) | 18% | (120) | 663 |
| Community: Suburban | 28% | (277) | 29% | (290) | 24% | (236) | 19% | (191) | 995 |
| Community: Rural | 29% | (157) | 28% | (154) | 25% | (133) | 18% | (98) | 543 |
| Employ: Private Sector | 32% | (214) | 33% | (224) | 22% | (145) | 13% | (88) | 671 |
| Employ: Government | 34% | (36) | 29% | (31) | 19% | (20) | 18% | (19) | 106 |
| Employ: Self-Employed | 37% | (78) | 29% | (61) | 20% | (41) | 14% | (29) | 208 |
| Employ: Homemaker | 29% | (48) | 28% | (46) | 21% | (34) | 23% | (39) | 167 |
| Employ: Retired | 27% | (140) | 30% | (157) | 24% | (126) | 20% | (105) | 529 |
| Employ: Unemployed | 26% | (75) | 28% | (80) | 22% | (64) | 24% | (70) | 290 |
| Employ: Other | 25% | (34) | 20% | (27) | 24% | (33) | 31% | (42) | 138 |
| Military HH: Yes | 36% | (134) | 27% | (100) | 23% | (85) | 14% | (50) | 369 |
| Military HH: No | 28% | (520) | 30% | (557) | 22% | (394) | 20% | (360) | 1831 |
| RD/WT: Right Direction | 32% | (208) | 27% | (176) | 24% | (161) | 17% | (113) | 658 |
| RD/WT: Wrong Track | 29% | (446) | 31% | (480) | 21% | (318) | 19% | (297) | 1542 |
| Trump Job Approve | 32% | (275) | 25% | (221) | 26% | (225) | 17% | (146) | 868 |
| Trump Job Disapprove | 30% | (371) | 34% | (422) | 20% | (252) | 16% | (193) | 1239 |

Continued on next page

Table MCBR8_2: And given the following potential 2020 presidential election outcomes, do you think brands will become more or less political in the future than they have been in the past four years?
Democratic nominee Joe Biden is elected president

| Demographic | More political in the future | | No change either way | | Less political in the future | | Don't know / No opinion | | Total N |
|--------------------------------------|------------------------------|-------|----------------------|-------|------------------------------|-------|-------------------------|-------|---------|
| Adults | 30% | (654) | 30% | (657) | 22% | (479) | 19% | (410) | 2200 |
| Trump Job Strongly Approve | 32% | (160) | 22% | (110) | 30% | (147) | 16% | (78) | 496 |
| Trump Job Somewhat Approve | 31% | (115) | 30% | (111) | 21% | (78) | 18% | (68) | 372 |
| Trump Job Somewhat Disapprove | 34% | (93) | 30% | (83) | 18% | (48) | 18% | (49) | 273 |
| Trump Job Strongly Disapprove | 29% | (278) | 35% | (339) | 21% | (204) | 15% | (144) | 966 |
| Favorable of Trump | 32% | (282) | 24% | (216) | 25% | (226) | 19% | (167) | 890 |
| Unfavorable of Trump | 30% | (359) | 35% | (424) | 20% | (249) | 15% | (185) | 1216 |
| Very Favorable of Trump | 29% | (159) | 23% | (125) | 29% | (157) | 19% | (102) | 543 |
| Somewhat Favorable of Trump | 35% | (123) | 26% | (91) | 20% | (68) | 19% | (65) | 347 |
| Somewhat Unfavorable of Trump | 30% | (65) | 36% | (77) | 19% | (42) | 14% | (31) | 215 |
| Very Unfavorable of Trump | 29% | (294) | 35% | (346) | 21% | (207) | 15% | (154) | 1000 |
| #1 Issue: Economy | 31% | (245) | 27% | (209) | 25% | (197) | 18% | (139) | 789 |
| #1 Issue: Security | 38% | (83) | 21% | (46) | 20% | (45) | 21% | (46) | 220 |
| #1 Issue: Health Care | 26% | (122) | 39% | (183) | 20% | (94) | 15% | (71) | 471 |
| #1 Issue: Medicare / Social Security | 26% | (79) | 27% | (82) | 24% | (72) | 23% | (71) | 304 |
| #1 Issue: Women's Issues | 34% | (36) | 30% | (32) | 13% | (14) | 24% | (25) | 108 |
| #1 Issue: Education | 29% | (23) | 35% | (28) | 31% | (24) | 5% | (4) | 79 |
| #1 Issue: Energy | 24% | (21) | 42% | (38) | 14% | (13) | 21% | (19) | 91 |
| #1 Issue: Other | 31% | (43) | 28% | (38) | 15% | (21) | 26% | (35) | 138 |
| 2018 House Vote: Democrat | 31% | (228) | 36% | (270) | 20% | (148) | 13% | (99) | 744 |
| 2018 House Vote: Republican | 32% | (199) | 25% | (157) | 28% | (175) | 16% | (100) | 630 |
| 2018 House Vote: Someone else | 32% | (19) | 40% | (24) | 8% | (4) | 21% | (12) | 59 |
| 2016 Vote: Hillary Clinton | 31% | (213) | 36% | (246) | 19% | (128) | 14% | (94) | 680 |
| 2016 Vote: Donald Trump | 31% | (213) | 23% | (160) | 28% | (194) | 18% | (124) | 691 |
| 2016 Vote: Other | 34% | (35) | 33% | (33) | 17% | (17) | 16% | (16) | 100 |
| 2016 Vote: Didn't Vote | 27% | (192) | 29% | (212) | 19% | (140) | 25% | (177) | 722 |
| Voted in 2014: Yes | 30% | (372) | 31% | (384) | 23% | (288) | 15% | (184) | 1227 |
| Voted in 2014: No | 29% | (282) | 28% | (272) | 20% | (192) | 23% | (227) | 973 |

Continued on next page

Table MCBR8_2: And given the following potential 2020 presidential election outcomes, do you think brands will become more or less political in the future than they have been in the past four years?
Democratic nominee Joe Biden is elected president

| Demographic | More political in the future | | No change either way | | Less political in the future | | Don't know / No opinion | | Total N |
|-------------------------------|------------------------------|-------|----------------------|-------|------------------------------|-------|-------------------------|-------|---------|
| Adults | 30% | (654) | 30% | (657) | 22% | (479) | 19% | (410) | 2200 |
| 2012 Vote: Barack Obama | 30% | (260) | 34% | (295) | 21% | (182) | 15% | (129) | 865 |
| 2012 Vote: Mitt Romney | 32% | (145) | 26% | (117) | 25% | (114) | 16% | (72) | 447 |
| 2012 Vote: Other | 24% | (13) | 34% | (19) | 25% | (14) | 18% | (10) | 55 |
| 2012 Vote: Didn't Vote | 28% | (235) | 27% | (227) | 20% | (169) | 24% | (200) | 830 |
| 4-Region: Northeast | 30% | (118) | 32% | (128) | 20% | (79) | 17% | (69) | 394 |
| 4-Region: Midwest | 26% | (122) | 27% | (124) | 22% | (102) | 25% | (114) | 462 |
| 4-Region: South | 29% | (241) | 28% | (230) | 25% | (203) | 18% | (150) | 824 |
| 4-Region: West | 33% | (173) | 34% | (175) | 18% | (95) | 15% | (77) | 520 |
| Favorable of Biden | 31% | (351) | 36% | (411) | 19% | (210) | 14% | (162) | 1134 |
| Unfavorable of Biden | 31% | (280) | 23% | (210) | 28% | (256) | 18% | (160) | 906 |
| Very favorable of Biden | 38% | (242) | 33% | (207) | 17% | (106) | 13% | (80) | 634 |
| Somewhat favorable of Biden | 22% | (109) | 41% | (204) | 21% | (105) | 16% | (82) | 500 |
| Somewhat unfavorable of Biden | 27% | (59) | 38% | (83) | 19% | (41) | 17% | (37) | 220 |
| Very unfavorable of Biden | 32% | (220) | 19% | (127) | 31% | (215) | 18% | (123) | 686 |

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

Table MCBR9: How much have you seen, read or heard about brands launching initiatives to encourage employees and/or consumers to register to vote or volunteer at polls in the months leading up to the election?

| Demographic | A lot | | Some | | Not much | | Nothing at all | | Total N |
|--------------------------|-------|-------|------|-------|----------|-------|----------------|-------|---------|
| Adults | 21% | (464) | 37% | (816) | 22% | (473) | 20% | (448) | 2200 |
| Gender: Male | 23% | (244) | 42% | (441) | 21% | (220) | 15% | (157) | 1062 |
| Gender: Female | 19% | (220) | 33% | (375) | 22% | (253) | 26% | (291) | 1138 |
| Age: 18-34 | 26% | (168) | 35% | (227) | 20% | (131) | 20% | (129) | 655 |
| Age: 35-44 | 27% | (96) | 40% | (143) | 16% | (58) | 17% | (59) | 358 |
| Age: 45-64 | 17% | (131) | 37% | (276) | 23% | (175) | 23% | (170) | 751 |
| Age: 65+ | 16% | (68) | 39% | (170) | 25% | (109) | 21% | (90) | 436 |
| GenZers: 1997-2012 | 29% | (75) | 32% | (84) | 20% | (51) | 19% | (49) | 260 |
| Millennials: 1981-1996 | 25% | (145) | 36% | (209) | 20% | (113) | 19% | (109) | 576 |
| GenXers: 1965-1980 | 23% | (118) | 41% | (217) | 17% | (91) | 19% | (97) | 523 |
| Baby Boomers: 1946-1964 | 15% | (113) | 37% | (273) | 25% | (184) | 23% | (166) | 736 |
| PID: Dem (no lean) | 25% | (200) | 38% | (308) | 21% | (165) | 16% | (130) | 804 |
| PID: Ind (no lean) | 14% | (104) | 35% | (253) | 24% | (169) | 27% | (194) | 720 |
| PID: Rep (no lean) | 24% | (159) | 38% | (255) | 21% | (139) | 18% | (123) | 676 |
| PID/Gender: Dem Men | 26% | (93) | 45% | (164) | 18% | (67) | 10% | (37) | 361 |
| PID/Gender: Dem Women | 24% | (107) | 33% | (144) | 22% | (99) | 21% | (93) | 443 |
| PID/Gender: Ind Men | 15% | (47) | 36% | (115) | 27% | (87) | 22% | (70) | 318 |
| PID/Gender: Ind Women | 14% | (58) | 34% | (138) | 21% | (83) | 31% | (124) | 402 |
| PID/Gender: Rep Men | 27% | (105) | 42% | (162) | 17% | (67) | 13% | (49) | 383 |
| PID/Gender: Rep Women | 19% | (55) | 32% | (93) | 24% | (72) | 25% | (74) | 293 |
| Ideo: Liberal (1-3) | 25% | (149) | 42% | (251) | 18% | (108) | 15% | (93) | 601 |
| Ideo: Moderate (4) | 20% | (144) | 38% | (277) | 20% | (146) | 22% | (164) | 731 |
| Ideo: Conservative (5-7) | 21% | (147) | 38% | (264) | 23% | (155) | 18% | (121) | 687 |
| Educ: < College | 20% | (300) | 34% | (514) | 22% | (336) | 24% | (362) | 1512 |
| Educ: Bachelors degree | 21% | (95) | 45% | (198) | 20% | (88) | 14% | (63) | 444 |
| Educ: Post-grad | 28% | (68) | 42% | (104) | 20% | (50) | 9% | (22) | 244 |
| Income: Under 50k | 21% | (237) | 32% | (360) | 22% | (245) | 25% | (285) | 1128 |
| Income: 50k-100k | 18% | (126) | 42% | (289) | 21% | (147) | 18% | (123) | 686 |
| Income: 100k+ | 26% | (100) | 43% | (167) | 21% | (81) | 10% | (39) | 386 |
| Ethnicity: White | 20% | (352) | 38% | (656) | 21% | (357) | 21% | (357) | 1722 |
| Ethnicity: Hispanic | 27% | (93) | 32% | (113) | 21% | (73) | 20% | (70) | 349 |
| Ethnicity: Black | 22% | (61) | 35% | (95) | 23% | (62) | 20% | (56) | 274 |

Continued on next page

Table MCBR9: How much have you seen, read or heard about brands launching initiatives to encourage employees and/or consumers to register to vote or volunteer at polls in the months leading up to the election?

| Demographic | A lot | | Some | | Not much | | Nothing at all | | Total N |
|-----------------------------------|-------|-------|------|-------|----------|-------|----------------|-------|---------|
| Adults | 21% | (464) | 37% | (816) | 22% | (473) | 20% | (448) | 2200 |
| Ethnicity: Other | 24% | (50) | 32% | (64) | 27% | (55) | 17% | (35) | 204 |
| All Christian | 21% | (222) | 38% | (393) | 22% | (225) | 20% | (204) | 1044 |
| All Non-Christian | 30% | (43) | 36% | (52) | 17% | (24) | 17% | (25) | 144 |
| Atheist | 14% | (14) | 56% | (54) | 21% | (21) | 9% | (8) | 98 |
| Agnostic/Nothing in particular | 18% | (98) | 36% | (197) | 23% | (129) | 23% | (128) | 552 |
| Something Else | 24% | (85) | 33% | (120) | 20% | (74) | 23% | (82) | 362 |
| Religious Non-Protestant/Catholic | 32% | (53) | 34% | (57) | 18% | (29) | 16% | (27) | 165 |
| Evangelical | 26% | (148) | 36% | (206) | 18% | (101) | 20% | (113) | 567 |
| Non-Evangelical | 18% | (143) | 37% | (292) | 24% | (187) | 21% | (169) | 792 |
| Community: Urban | 29% | (192) | 36% | (238) | 16% | (108) | 19% | (125) | 663 |
| Community: Suburban | 18% | (181) | 39% | (390) | 23% | (226) | 20% | (197) | 995 |
| Community: Rural | 17% | (90) | 35% | (188) | 26% | (139) | 23% | (126) | 543 |
| Employ: Private Sector | 25% | (167) | 42% | (281) | 19% | (128) | 14% | (95) | 671 |
| Employ: Government | 25% | (26) | 42% | (45) | 14% | (15) | 19% | (21) | 106 |
| Employ: Self-Employed | 23% | (47) | 36% | (74) | 26% | (54) | 16% | (33) | 208 |
| Employ: Homemaker | 21% | (36) | 27% | (46) | 17% | (29) | 34% | (56) | 167 |
| Employ: Retired | 13% | (67) | 37% | (197) | 28% | (148) | 22% | (116) | 529 |
| Employ: Unemployed | 22% | (65) | 32% | (93) | 18% | (51) | 28% | (80) | 290 |
| Employ: Other | 20% | (28) | 34% | (47) | 23% | (32) | 23% | (31) | 138 |
| Military HH: Yes | 20% | (73) | 43% | (160) | 18% | (65) | 19% | (72) | 369 |
| Military HH: No | 21% | (391) | 36% | (656) | 22% | (408) | 21% | (376) | 1831 |
| RD/WT: Right Direction | 26% | (172) | 40% | (265) | 15% | (102) | 18% | (119) | 658 |
| RD/WT: Wrong Track | 19% | (291) | 36% | (551) | 24% | (371) | 21% | (329) | 1542 |
| Trump Job Approve | 22% | (195) | 39% | (340) | 20% | (170) | 19% | (163) | 868 |
| Trump Job Disapprove | 21% | (265) | 38% | (468) | 22% | (275) | 19% | (231) | 1239 |
| Trump Job Strongly Approve | 29% | (144) | 34% | (167) | 20% | (101) | 17% | (83) | 496 |
| Trump Job Somewhat Approve | 14% | (51) | 46% | (173) | 19% | (69) | 21% | (80) | 372 |
| Trump Job Somewhat Disapprove | 14% | (38) | 42% | (114) | 28% | (75) | 17% | (46) | 273 |
| Trump Job Strongly Disapprove | 24% | (227) | 37% | (354) | 21% | (199) | 19% | (185) | 966 |
| Favorable of Trump | 22% | (197) | 39% | (348) | 20% | (174) | 19% | (171) | 890 |
| Unfavorable of Trump | 21% | (258) | 37% | (455) | 22% | (274) | 19% | (230) | 1216 |

Continued on next page

Table MCBR9: How much have you seen, read or heard about brands launching initiatives to encourage employees and/or consumers to register to vote or volunteer at polls in the months leading up to the election?

| Demographic | A lot | | Some | | Not much | | Nothing at all | | Total N |
|--------------------------------------|-------|-------|------|-------|----------|-------|----------------|-------|---------|
| Adults | 21% | (464) | 37% | (816) | 22% | (473) | 20% | (448) | 2200 |
| Very Favorable of Trump | 27% | (147) | 35% | (188) | 19% | (103) | 19% | (105) | 543 |
| Somewhat Favorable of Trump | 14% | (50) | 46% | (160) | 20% | (71) | 19% | (66) | 347 |
| Somewhat Unfavorable of Trump | 16% | (34) | 36% | (78) | 31% | (67) | 17% | (37) | 215 |
| Very Unfavorable of Trump | 22% | (224) | 38% | (377) | 21% | (206) | 19% | (193) | 1000 |
| #1 Issue: Economy | 21% | (164) | 40% | (313) | 18% | (139) | 22% | (172) | 789 |
| #1 Issue: Security | 17% | (38) | 32% | (70) | 30% | (66) | 21% | (46) | 220 |
| #1 Issue: Health Care | 23% | (108) | 42% | (197) | 18% | (87) | 17% | (80) | 471 |
| #1 Issue: Medicare / Social Security | 17% | (53) | 27% | (81) | 29% | (88) | 27% | (83) | 304 |
| #1 Issue: Women's Issues | 27% | (30) | 37% | (40) | 22% | (23) | 14% | (15) | 108 |
| #1 Issue: Education | 29% | (23) | 34% | (27) | 30% | (24) | 7% | (6) | 79 |
| #1 Issue: Energy | 19% | (17) | 44% | (40) | 15% | (14) | 22% | (20) | 91 |
| #1 Issue: Other | 22% | (31) | 35% | (49) | 24% | (33) | 19% | (26) | 138 |
| 2018 House Vote: Democrat | 24% | (176) | 42% | (313) | 19% | (138) | 16% | (116) | 744 |
| 2018 House Vote: Republican | 23% | (145) | 41% | (261) | 19% | (118) | 17% | (106) | 630 |
| 2018 House Vote: Someone else | 11% | (7) | 36% | (21) | 34% | (20) | 18% | (11) | 59 |
| 2016 Vote: Hillary Clinton | 23% | (159) | 41% | (281) | 19% | (131) | 16% | (109) | 680 |
| 2016 Vote: Donald Trump | 22% | (154) | 40% | (276) | 20% | (140) | 18% | (121) | 691 |
| 2016 Vote: Other | 25% | (25) | 40% | (40) | 18% | (18) | 17% | (17) | 100 |
| 2016 Vote: Didn't Vote | 17% | (124) | 30% | (214) | 26% | (185) | 28% | (199) | 722 |
| Voted in 2014: Yes | 22% | (270) | 43% | (528) | 19% | (238) | 16% | (192) | 1227 |
| Voted in 2014: No | 20% | (194) | 30% | (288) | 24% | (235) | 26% | (256) | 973 |
| 2012 Vote: Barack Obama | 22% | (193) | 40% | (348) | 20% | (174) | 17% | (151) | 865 |
| 2012 Vote: Mitt Romney | 22% | (97) | 40% | (179) | 21% | (93) | 18% | (78) | 447 |
| 2012 Vote: Other | 20% | (11) | 50% | (28) | 18% | (10) | 12% | (7) | 55 |
| 2012 Vote: Didn't Vote | 20% | (163) | 31% | (261) | 23% | (195) | 25% | (211) | 830 |
| 4-Region: Northeast | 21% | (84) | 38% | (148) | 21% | (83) | 20% | (79) | 394 |
| 4-Region: Midwest | 19% | (90) | 37% | (171) | 21% | (96) | 23% | (106) | 462 |
| 4-Region: South | 20% | (162) | 36% | (294) | 23% | (189) | 22% | (179) | 824 |
| 4-Region: West | 25% | (128) | 39% | (203) | 20% | (105) | 16% | (84) | 520 |
| Favorable of Biden | 24% | (274) | 38% | (429) | 21% | (243) | 17% | (188) | 1134 |
| Unfavorable of Biden | 19% | (171) | 39% | (354) | 20% | (185) | 22% | (197) | 906 |

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Table MCBR9: How much have you seen, read or heard about brands launching initiatives to encourage employees and/or consumers to register to vote or volunteer at polls in the months leading up to the election?

| Demographic | A lot | | Some | | Not much | | Nothing at all | | Total N |
|-------------------------------|-------|-------|------|-------|----------|-------|----------------|-------|---------|
| Adults | 21% | (464) | 37% | (816) | 22% | (473) | 20% | (448) | 2200 |
| Very favorable of Biden | 27% | (169) | 40% | (252) | 19% | (117) | 15% | (95) | 634 |
| Somewhat favorable of Biden | 21% | (104) | 35% | (177) | 25% | (126) | 19% | (93) | 500 |
| Somewhat unfavorable of Biden | 19% | (42) | 38% | (84) | 22% | (49) | 21% | (45) | 220 |
| Very unfavorable of Biden | 19% | (129) | 39% | (270) | 20% | (136) | 22% | (151) | 686 |

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

**Table MCBR10_1: Would you have a more or less favorable view of a company that does the following?
Gives its employees the day off on election day**

| Demographic | Much more favorable view | | Somewhat more favorable view | | No impact either way | | Somewhat less favorable view | | Much less favorable view | | Don't know / No opinion | Total N | |
|--------------------------|--------------------------|-------|------------------------------|-------|----------------------|-------|------------------------------|------|--------------------------|------|-------------------------|---------|------|
| | | | | | | | | | | | | | |
| Adults | 35% | (764) | 23% | (511) | 27% | (602) | 2% | (49) | 3% | (74) | 9% | (200) | 2200 |
| Gender: Male | 36% | (381) | 25% | (263) | 28% | (298) | 2% | (23) | 3% | (35) | 6% | (63) | 1062 |
| Gender: Female | 34% | (383) | 22% | (249) | 27% | (304) | 2% | (26) | 3% | (39) | 12% | (137) | 1138 |
| Age: 18-34 | 36% | (234) | 20% | (132) | 20% | (132) | 3% | (18) | 5% | (36) | 16% | (104) | 655 |
| Age: 35-44 | 39% | (139) | 26% | (92) | 25% | (88) | 1% | (4) | 1% | (4) | 8% | (30) | 358 |
| Age: 45-64 | 33% | (250) | 24% | (180) | 31% | (236) | 2% | (17) | 3% | (22) | 6% | (47) | 751 |
| Age: 65+ | 32% | (142) | 25% | (108) | 33% | (146) | 2% | (9) | 3% | (12) | 4% | (19) | 436 |
| GenZers: 1997-2012 | 37% | (96) | 16% | (42) | 21% | (53) | 2% | (6) | 6% | (15) | 18% | (47) | 260 |
| Millennials: 1981-1996 | 35% | (200) | 24% | (139) | 21% | (119) | 3% | (16) | 4% | (24) | 13% | (77) | 576 |
| GenXers: 1965-1980 | 38% | (198) | 23% | (119) | 29% | (151) | 2% | (8) | 2% | (10) | 7% | (37) | 523 |
| Baby Boomers: 1946-1964 | 33% | (243) | 25% | (182) | 32% | (237) | 2% | (17) | 3% | (21) | 5% | (35) | 736 |
| PID: Dem (no lean) | 50% | (398) | 25% | (199) | 18% | (145) | 2% | (13) | 2% | (14) | 4% | (35) | 804 |
| PID: Ind (no lean) | 26% | (190) | 19% | (137) | 32% | (228) | 2% | (14) | 3% | (24) | 18% | (127) | 720 |
| PID: Rep (no lean) | 26% | (176) | 26% | (176) | 34% | (229) | 3% | (21) | 5% | (36) | 6% | (38) | 676 |
| PID/Gender: Dem Men | 52% | (188) | 27% | (97) | 17% | (62) | 2% | (6) | 1% | (4) | 1% | (4) | 361 |
| PID/Gender: Dem Women | 47% | (210) | 23% | (101) | 19% | (83) | 2% | (7) | 2% | (10) | 7% | (31) | 443 |
| PID/Gender: Ind Men | 26% | (84) | 20% | (64) | 34% | (109) | 1% | (4) | 3% | (11) | 14% | (46) | 318 |
| PID/Gender: Ind Women | 26% | (106) | 18% | (73) | 29% | (119) | 3% | (10) | 3% | (13) | 20% | (81) | 402 |
| PID/Gender: Rep Men | 28% | (108) | 26% | (101) | 33% | (126) | 3% | (13) | 5% | (20) | 4% | (14) | 383 |
| PID/Gender: Rep Women | 23% | (68) | 25% | (75) | 35% | (102) | 3% | (8) | 5% | (15) | 8% | (25) | 293 |
| Ideo: Liberal (1-3) | 54% | (327) | 24% | (145) | 14% | (84) | 1% | (9) | 1% | (8) | 5% | (28) | 601 |
| Ideo: Moderate (4) | 29% | (214) | 24% | (174) | 32% | (233) | 3% | (19) | 4% | (29) | 8% | (60) | 731 |
| Ideo: Conservative (5-7) | 26% | (179) | 26% | (179) | 36% | (247) | 3% | (19) | 4% | (28) | 5% | (35) | 687 |
| Educ: < College | 34% | (511) | 20% | (308) | 29% | (442) | 2% | (27) | 3% | (50) | 12% | (175) | 1512 |
| Educ: Bachelors degree | 34% | (149) | 30% | (133) | 25% | (112) | 3% | (15) | 4% | (19) | 4% | (16) | 444 |
| Educ: Post-grad | 42% | (103) | 29% | (71) | 20% | (48) | 3% | (7) | 2% | (5) | 4% | (10) | 244 |
| Income: Under 50k | 34% | (381) | 20% | (222) | 28% | (311) | 3% | (29) | 4% | (46) | 12% | (140) | 1128 |
| Income: 50k-100k | 35% | (239) | 25% | (174) | 29% | (198) | 2% | (13) | 2% | (17) | 6% | (44) | 686 |
| Income: 100k+ | 37% | (144) | 30% | (115) | 24% | (93) | 2% | (7) | 3% | (11) | 4% | (16) | 386 |

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Table MCBR10_1: *Would you have a more or less favorable view of a company that does the following?
 Gives its employees the day off on election day*

| Demographic | Much more favorable view | Somewhat more favorable view | No impact either way | Somewhat less favorable view | Much less favorable view | Don't know / No opinion | Total N |
|-----------------------------------|---------------------------------|-------------------------------------|-----------------------------|-------------------------------------|---------------------------------|--------------------------------|----------------|
| Adults | 35% (764) | 23% (511) | 27% (602) | 2% (49) | 3% (74) | 9% (200) | 2200 |
| Ethnicity: White | 34% (578) | 25% (426) | 29% (497) | 2% (42) | 3% (54) | 7% (125) | 1722 |
| Ethnicity: Hispanic | 38% (132) | 20% (70) | 20% (70) | 1% (2) | 4% (15) | 17% (59) | 349 |
| Ethnicity: Black | 41% (114) | 18% (51) | 21% (59) | 2% (6) | 4% (11) | 13% (35) | 274 |
| Ethnicity: Other | 35% (72) | 17% (35) | 22% (46) | 1% (2) | 4% (9) | 20% (40) | 204 |
| All Christian | 33% (349) | 26% (274) | 29% (303) | 3% (29) | 3% (32) | 5% (57) | 1044 |
| All Non-Christian | 51% (73) | 23% (33) | 16% (23) | 1% (2) | 3% (4) | 7% (10) | 144 |
| Atheist | 37% (36) | 26% (25) | 32% (32) | 1% (1) | 1% (1) | 2% (2) | 98 |
| Agnostic/Nothing in particular | 29% (158) | 20% (111) | 31% (169) | 2% (11) | 4% (24) | 14% (79) | 552 |
| Something Else | 41% (148) | 19% (68) | 21% (75) | 1% (5) | 4% (13) | 14% (52) | 362 |
| Religious Non-Protestant/Catholic | 52% (85) | 23% (38) | 14% (24) | 1% (2) | 3% (5) | 6% (11) | 165 |
| Evangelical | 35% (199) | 24% (137) | 26% (145) | 2% (9) | 4% (25) | 9% (53) | 567 |
| Non-Evangelical | 35% (274) | 24% (191) | 29% (228) | 3% (24) | 2% (18) | 7% (55) | 792 |
| Community: Urban | 40% (267) | 21% (142) | 23% (153) | 2% (12) | 4% (26) | 9% (62) | 663 |
| Community: Suburban | 32% (322) | 25% (251) | 29% (289) | 3% (26) | 2% (23) | 8% (84) | 995 |
| Community: Rural | 32% (175) | 22% (118) | 29% (159) | 2% (10) | 5% (25) | 10% (55) | 543 |
| Employ: Private Sector | 38% (258) | 25% (168) | 25% (168) | 3% (20) | 3% (17) | 6% (40) | 671 |
| Employ: Government | 36% (38) | 29% (30) | 19% (20) | 2% (2) | 5% (5) | 10% (10) | 106 |
| Employ: Self-Employed | 35% (73) | 22% (47) | 27% (57) | 1% (2) | 9% (18) | 5% (11) | 208 |
| Employ: Homemaker | 29% (49) | 25% (42) | 30% (50) | — (1) | 2% (3) | 14% (23) | 167 |
| Employ: Retired | 32% (170) | 23% (123) | 35% (183) | 2% (13) | 3% (17) | 5% (24) | 529 |
| Employ: Unemployed | 34% (98) | 19% (56) | 25% (72) | 2% (6) | 2% (5) | 18% (52) | 290 |
| Employ: Other | 30% (41) | 24% (33) | 27% (37) | 1% (1) | 3% (5) | 15% (21) | 138 |
| Military HH: Yes | 32% (119) | 24% (90) | 34% (126) | 1% (4) | 6% (22) | 2% (9) | 369 |
| Military HH: No | 35% (645) | 23% (422) | 26% (475) | 2% (45) | 3% (52) | 10% (192) | 1831 |
| RD/WT: Right Direction | 30% (200) | 23% (150) | 31% (202) | 3% (23) | 7% (44) | 6% (39) | 658 |
| RD/WT: Wrong Track | 37% (564) | 23% (361) | 26% (400) | 2% (26) | 2% (30) | 10% (161) | 1542 |
| Trump Job Approve | 27% (234) | 23% (197) | 35% (300) | 3% (29) | 6% (49) | 7% (58) | 868 |
| Trump Job Disapprove | 42% (525) | 25% (307) | 24% (294) | 2% (19) | 2% (20) | 6% (75) | 1239 |

Continued on next page

Table MCBR10_1: Would you have a more or less favorable view of a company that does the following?
Gives its employees the day off on election day

| Demographic | Much more favorable view | Somewhat more favorable view | No impact either way | Somewhat less favorable view | Much less favorable view | Don't know / No opinion | Total N |
|--------------------------------------|--------------------------|------------------------------|----------------------|------------------------------|--------------------------|-------------------------|---------|
| Adults | 35% (764) | 23% (511) | 27% (602) | 2% (49) | 3% (74) | 9% (200) | 2200 |
| Trump Job Strongly Approve | 31% (153) | 21% (104) | 33% (163) | 2% (11) | 6% (32) | 7% (32) | 496 |
| Trump Job Somewhat Approve | 22% (80) | 25% (93) | 37% (138) | 5% (18) | 5% (18) | 7% (26) | 372 |
| Trump Job Somewhat Disapprove | 29% (78) | 31% (84) | 24% (66) | 4% (11) | 3% (8) | 9% (25) | 273 |
| Trump Job Strongly Disapprove | 46% (446) | 23% (222) | 24% (227) | 1% (8) | 1% (12) | 5% (50) | 966 |
| Favorable of Trump | 27% (242) | 23% (208) | 33% (295) | 3% (26) | 5% (49) | 8% (70) | 890 |
| Unfavorable of Trump | 42% (509) | 24% (295) | 24% (296) | 2% (22) | 1% (17) | 6% (77) | 1216 |
| Very Favorable of Trump | 29% (159) | 20% (110) | 33% (182) | 2% (13) | 6% (33) | 9% (46) | 543 |
| Somewhat Favorable of Trump | 24% (83) | 28% (98) | 33% (114) | 4% (13) | 4% (15) | 7% (24) | 347 |
| Somewhat Unfavorable of Trump | 28% (59) | 29% (62) | 29% (62) | 5% (10) | 1% (3) | 9% (19) | 215 |
| Very Unfavorable of Trump | 45% (449) | 23% (232) | 23% (234) | 1% (12) | 1% (15) | 6% (58) | 1000 |
| #1 Issue: Economy | 30% (237) | 23% (179) | 30% (238) | 2% (17) | 4% (29) | 11% (89) | 789 |
| #1 Issue: Security | 23% (51) | 26% (57) | 38% (82) | 2% (5) | 4% (9) | 7% (15) | 220 |
| #1 Issue: Health Care | 42% (196) | 25% (116) | 22% (104) | 2% (11) | 3% (13) | 7% (31) | 471 |
| #1 Issue: Medicare / Social Security | 36% (109) | 23% (69) | 30% (91) | 1% (3) | 2% (6) | 9% (27) | 304 |
| #1 Issue: Women's Issues | 39% (42) | 23% (25) | 11% (12) | 7% (8) | 5% (6) | 15% (16) | 108 |
| #1 Issue: Education | 54% (43) | 25% (19) | 12% (10) | 2% (1) | 3% (3) | 4% (3) | 79 |
| #1 Issue: Energy | 45% (41) | 18% (17) | 25% (23) | — (0) | 2% (2) | 10% (9) | 91 |
| #1 Issue: Other | 34% (47) | 22% (30) | 31% (42) | 1% (2) | 5% (6) | 8% (10) | 138 |
| 2018 House Vote: Democrat | 49% (363) | 26% (193) | 19% (142) | 1% (11) | 1% (9) | 3% (26) | 744 |
| 2018 House Vote: Republican | 24% (152) | 26% (162) | 37% (231) | 3% (18) | 6% (41) | 4% (26) | 630 |
| 2018 House Vote: Someone else | 22% (13) | 23% (14) | 25% (15) | 8% (5) | 2% (1) | 20% (12) | 59 |
| 2016 Vote: Hillary Clinton | 49% (333) | 27% (186) | 17% (116) | 1% (7) | 1% (5) | 5% (33) | 680 |
| 2016 Vote: Donald Trump | 24% (166) | 25% (176) | 37% (253) | 3% (22) | 6% (40) | 5% (34) | 691 |
| 2016 Vote: Other | 37% (37) | 23% (23) | 27% (27) | 3% (3) | 5% (5) | 6% (6) | 100 |
| 2016 Vote: Didn't Vote | 31% (223) | 18% (127) | 28% (206) | 2% (16) | 3% (23) | 18% (126) | 722 |
| Voted in 2014: Yes | 38% (461) | 26% (318) | 28% (340) | 2% (27) | 2% (28) | 4% (53) | 1227 |
| Voted in 2014: No | 31% (303) | 20% (194) | 27% (261) | 2% (22) | 5% (45) | 15% (147) | 973 |

Continued on next page

Table MCBR10_1: *Would you have a more or less favorable view of a company that does the following?
 Gives its employees the day off on election day*

| Demographic | Much more favorable view | Somewhat more favorable view | No impact either way | Somewhat less favorable view | Much less favorable view | Don't know / No opinion | Total N |
|-------------------------------|--------------------------|------------------------------|----------------------|------------------------------|--------------------------|-------------------------|---------|
| Adults | 35% (764) | 23% (511) | 27% (602) | 2% (49) | 3% (74) | 9% (200) | 2200 |
| 2012 Vote: Barack Obama | 47% (405) | 25% (217) | 20% (174) | 1% (10) | 1% (13) | 5% (46) | 865 |
| 2012 Vote: Mitt Romney | 23% (101) | 27% (122) | 40% (177) | 3% (13) | 4% (17) | 4% (16) | 447 |
| 2012 Vote: Other | 14% (8) | 16% (9) | 55% (31) | 6% (3) | 3% (2) | 5% (3) | 55 |
| 2012 Vote: Didn't Vote | 30% (249) | 20% (163) | 26% (217) | 3% (23) | 5% (42) | 16% (135) | 830 |
| 4-Region: Northeast | 38% (151) | 23% (92) | 27% (108) | 1% (5) | 2% (9) | 8% (30) | 394 |
| 4-Region: Midwest | 32% (146) | 26% (122) | 28% (130) | 3% (14) | 3% (15) | 8% (36) | 462 |
| 4-Region: South | 34% (282) | 20% (168) | 29% (237) | 2% (14) | 4% (29) | 11% (94) | 824 |
| 4-Region: West | 36% (186) | 25% (128) | 24% (127) | 3% (16) | 4% (21) | 8% (41) | 520 |
| Favorable of Biden | 45% (514) | 25% (282) | 21% (240) | 2% (19) | 2% (22) | 5% (58) | 1134 |
| Unfavorable of Biden | 26% (235) | 22% (203) | 36% (325) | 3% (29) | 5% (47) | 7% (67) | 906 |
| Very favorable of Biden | 55% (349) | 20% (125) | 17% (105) | 2% (13) | 2% (12) | 5% (29) | 634 |
| Somewhat favorable of Biden | 33% (164) | 31% (157) | 27% (135) | 1% (6) | 2% (9) | 6% (28) | 500 |
| Somewhat unfavorable of Biden | 23% (51) | 29% (64) | 35% (77) | 5% (10) | 3% (7) | 5% (10) | 220 |
| Very unfavorable of Biden | 27% (184) | 20% (139) | 36% (247) | 3% (19) | 6% (40) | 8% (57) | 686 |

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

Table MCBR10_2: Would you have a more or less favorable view of a company that does the following?
Is involved with voter registration efforts, including branded website pages where you can register to vote and get information about polling locations

| Demographic | Much more favorable view | | Somewhat more favorable view | | No impact either way | | Somewhat less favorable view | | Much less favorable view | | Don't know / No opinion | | Total N |
|--------------------------|--------------------------|-------|------------------------------|-------|----------------------|-------|------------------------------|-------|--------------------------|-------|-------------------------|-------|---------|
| | % | (N) | % | (N) | % | (N) | % | (N) | % | (N) | % | (N) | |
| Adults | 23% | (503) | 23% | (496) | 32% | (700) | 6% | (135) | 6% | (129) | 11% | (237) | 2200 |
| Gender: Male | 24% | (254) | 25% | (261) | 33% | (351) | 7% | (73) | 5% | (55) | 6% | (68) | 1062 |
| Gender: Female | 22% | (248) | 21% | (236) | 31% | (349) | 5% | (62) | 6% | (73) | 15% | (170) | 1138 |
| Age: 18-34 | 23% | (148) | 25% | (165) | 26% | (172) | 6% | (40) | 3% | (20) | 17% | (110) | 655 |
| Age: 35-44 | 25% | (90) | 23% | (83) | 32% | (116) | 6% | (20) | 2% | (7) | 12% | (42) | 358 |
| Age: 45-64 | 22% | (167) | 20% | (151) | 35% | (260) | 7% | (49) | 8% | (63) | 8% | (61) | 751 |
| Age: 65+ | 22% | (97) | 22% | (98) | 35% | (153) | 6% | (26) | 9% | (38) | 6% | (25) | 436 |
| GenZers: 1997-2012 | 21% | (53) | 22% | (58) | 27% | (71) | 4% | (9) | 2% | (6) | 24% | (62) | 260 |
| Millennials: 1981-1996 | 24% | (139) | 26% | (151) | 27% | (156) | 7% | (41) | 3% | (18) | 12% | (71) | 576 |
| GenXers: 1965-1980 | 26% | (139) | 21% | (110) | 33% | (171) | 5% | (24) | 6% | (29) | 10% | (51) | 523 |
| Baby Boomers: 1946-1964 | 21% | (158) | 20% | (150) | 36% | (262) | 7% | (54) | 9% | (64) | 6% | (47) | 736 |
| PID: Dem (no lean) | 36% | (286) | 28% | (223) | 24% | (192) | 4% | (28) | 3% | (23) | 6% | (52) | 804 |
| PID: Ind (no lean) | 14% | (104) | 18% | (131) | 34% | (246) | 8% | (56) | 7% | (51) | 18% | (133) | 720 |
| PID: Rep (no lean) | 17% | (113) | 21% | (142) | 39% | (263) | 7% | (51) | 8% | (54) | 8% | (53) | 676 |
| PID/Gender: Dem Men | 37% | (132) | 31% | (113) | 25% | (90) | 3% | (12) | 2% | (6) | 2% | (7) | 361 |
| PID/Gender: Dem Women | 35% | (154) | 25% | (110) | 23% | (101) | 4% | (16) | 4% | (17) | 10% | (45) | 443 |
| PID/Gender: Ind Men | 15% | (48) | 19% | (59) | 36% | (114) | 10% | (31) | 8% | (25) | 13% | (40) | 318 |
| PID/Gender: Ind Women | 14% | (56) | 18% | (72) | 33% | (132) | 6% | (25) | 6% | (26) | 23% | (93) | 402 |
| PID/Gender: Rep Men | 19% | (74) | 23% | (88) | 38% | (147) | 8% | (30) | 6% | (24) | 5% | (20) | 383 |
| PID/Gender: Rep Women | 13% | (39) | 18% | (54) | 40% | (116) | 7% | (21) | 10% | (31) | 11% | (32) | 293 |
| Ideo: Liberal (1-3) | 42% | (255) | 28% | (165) | 19% | (113) | 3% | (20) | 2% | (11) | 6% | (36) | 601 |
| Ideo: Moderate (4) | 19% | (140) | 25% | (179) | 35% | (258) | 5% | (40) | 6% | (41) | 10% | (73) | 731 |
| Ideo: Conservative (5-7) | 13% | (92) | 19% | (132) | 41% | (279) | 10% | (67) | 10% | (69) | 7% | (47) | 687 |
| Educ: < College | 21% | (312) | 20% | (296) | 34% | (508) | 6% | (97) | 6% | (91) | 14% | (209) | 1512 |
| Educ: Bachelors degree | 25% | (113) | 28% | (125) | 30% | (133) | 6% | (26) | 6% | (28) | 4% | (18) | 444 |
| Educ: Post-grad | 32% | (78) | 31% | (76) | 24% | (59) | 5% | (12) | 4% | (9) | 4% | (10) | 244 |
| Income: Under 50k | 21% | (238) | 19% | (211) | 33% | (369) | 6% | (69) | 6% | (71) | 15% | (171) | 1128 |
| Income: 50k-100k | 22% | (153) | 25% | (174) | 33% | (227) | 7% | (46) | 5% | (35) | 7% | (50) | 686 |
| Income: 100k+ | 29% | (112) | 29% | (111) | 27% | (104) | 5% | (20) | 6% | (22) | 4% | (17) | 386 |

Continued on next page

Table MCBR10_2: *Would you have a more or less favorable view of a company that does the following?
 Is involved with voter registration efforts, including branded website pages where you can register to vote and get information about polling locations*

| Demographic | Somewhat more favorable view | | No impact either way | Somewhat less favorable view | | Much less favorable view | | Don't know / No opinion | Total N |
|-----------------------------------|------------------------------|------------------------------|----------------------|------------------------------|--------------------------|--------------------------|------|-------------------------|---------|
| | Much more favorable view | Somewhat more favorable view | | Somewhat less favorable view | Much less favorable view | | | | |
| Adults | 23% (503) | 23% (496) | 32% (700) | 6% (135) | 6% (129) | 11% (237) | 2200 | | |
| Ethnicity: White | 23% (393) | 23% (389) | 33% (569) | 6% (107) | 6% (108) | 9% (156) | 1722 | | |
| Ethnicity: Hispanic | 23% (81) | 27% (93) | 24% (85) | 8% (29) | 2% (7) | 16% (55) | 349 | | |
| Ethnicity: Black | 23% (64) | 22% (60) | 29% (78) | 5% (13) | 5% (13) | 17% (47) | 274 | | |
| Ethnicity: Other | 22% (46) | 23% (47) | 26% (53) | 7% (15) | 4% (8) | 17% (35) | 204 | | |
| All Christian | 21% (219) | 25% (261) | 33% (344) | 6% (65) | 7% (78) | 7% (77) | 1044 | | |
| All Non-Christian | 31% (45) | 29% (42) | 23% (33) | 3% (5) | 2% (3) | 11% (16) | 144 | | |
| Atheist | 31% (30) | 22% (21) | 38% (38) | 1% (1) | 5% (5) | 4% (4) | 98 | | |
| Agnostic/Nothing in particular | 19% (106) | 19% (105) | 32% (175) | 9% (47) | 5% (30) | 16% (88) | 552 | | |
| Something Else | 28% (102) | 18% (67) | 30% (110) | 5% (17) | 3% (13) | 15% (54) | 362 | | |
| Religious Non-Protestant/Catholic | 30% (50) | 31% (50) | 22% (37) | 3% (5) | 4% (6) | 10% (17) | 165 | | |
| Evangelical | 25% (144) | 24% (134) | 29% (167) | 5% (28) | 6% (36) | 10% (58) | 567 | | |
| Non-Evangelical | 21% (169) | 22% (177) | 35% (277) | 7% (52) | 6% (47) | 9% (69) | 792 | | |
| Community: Urban | 31% (207) | 24% (159) | 26% (171) | 6% (38) | 3% (18) | 10% (68) | 663 | | |
| Community: Suburban | 20% (196) | 23% (227) | 35% (348) | 6% (57) | 6% (62) | 10% (104) | 995 | | |
| Community: Rural | 18% (99) | 20% (110) | 33% (181) | 7% (40) | 9% (48) | 12% (65) | 543 | | |
| Employ: Private Sector | 27% (180) | 27% (183) | 30% (203) | 5% (36) | 5% (30) | 6% (39) | 671 | | |
| Employ: Government | 26% (27) | 23% (25) | 29% (31) | 7% (7) | 3% (3) | 12% (13) | 106 | | |
| Employ: Self-Employed | 28% (58) | 23% (48) | 34% (71) | 2% (5) | 4% (9) | 9% (18) | 208 | | |
| Employ: Homemaker | 21% (35) | 15% (26) | 39% (65) | 2% (3) | 7% (11) | 16% (27) | 167 | | |
| Employ: Retired | 20% (107) | 21% (109) | 36% (191) | 7% (38) | 9% (50) | 6% (33) | 529 | | |
| Employ: Unemployed | 15% (43) | 24% (68) | 30% (85) | 10% (28) | 7% (19) | 16% (47) | 290 | | |
| Employ: Other | 21% (29) | 16% (23) | 26% (36) | 7% (10) | 2% (3) | 27% (37) | 138 | | |
| Military HH: Yes | 23% (83) | 23% (85) | 37% (137) | 5% (18) | 9% (34) | 3% (12) | 369 | | |
| Military HH: No | 23% (419) | 22% (412) | 31% (564) | 6% (116) | 5% (94) | 12% (226) | 1831 | | |
| RD/WT: Right Direction | 20% (135) | 23% (149) | 34% (223) | 7% (47) | 9% (59) | 7% (46) | 658 | | |
| RD/WT: Wrong Track | 24% (368) | 23% (347) | 31% (477) | 6% (88) | 5% (70) | 12% (192) | 1542 | | |
| Trump Job Approve | 17% (152) | 17% (145) | 39% (337) | 9% (81) | 10% (84) | 8% (69) | 868 | | |
| Trump Job Disapprove | 28% (346) | 28% (347) | 28% (350) | 4% (50) | 3% (38) | 9% (108) | 1239 | | |

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Table MCBR10_2: *Would you have a more or less favorable view of a company that does the following?
Is involved with voter registration efforts, including branded website pages where you can register to vote and get information about polling locations*

| Demographic | Much more favorable view | | Somewhat more favorable view | | No impact either way | | Somewhat less favorable view | | Much less favorable view | | Don't know / No opinion | | Total N |
|--------------------------------------|--------------------------|-------|------------------------------|-------|----------------------|-------|------------------------------|-------|--------------------------|-------|-------------------------|-------|---------|
| | % | (N) | % | (N) | % | (N) | % | (N) | % | (N) | % | (N) | |
| Adults | 23% | (503) | 23% | (496) | 32% | (700) | 6% | (135) | 6% | (129) | 11% | (237) | 2200 |
| Trump Job Strongly Approve | 22% | (110) | 14% | (70) | 36% | (178) | 6% | (31) | 13% | (63) | 9% | (43) | 496 |
| Trump Job Somewhat Approve | 11% | (42) | 20% | (75) | 43% | (159) | 13% | (50) | 6% | (21) | 7% | (25) | 372 |
| Trump Job Somewhat Disapprove | 11% | (31) | 36% | (99) | 35% | (96) | 6% | (16) | 3% | (8) | 9% | (24) | 273 |
| Trump Job Strongly Disapprove | 33% | (315) | 26% | (249) | 26% | (254) | 4% | (35) | 3% | (30) | 9% | (83) | 966 |
| Favorable of Trump | 17% | (151) | 18% | (160) | 38% | (335) | 9% | (79) | 9% | (84) | 9% | (80) | 890 |
| Unfavorable of Trump | 28% | (339) | 27% | (333) | 29% | (351) | 4% | (48) | 3% | (37) | 9% | (109) | 1216 |
| Very Favorable of Trump | 23% | (123) | 14% | (77) | 34% | (185) | 8% | (46) | 12% | (65) | 9% | (47) | 543 |
| Somewhat Favorable of Trump | 8% | (28) | 24% | (83) | 43% | (149) | 10% | (33) | 6% | (19) | 10% | (34) | 347 |
| Somewhat Unfavorable of Trump | 13% | (27) | 33% | (71) | 37% | (80) | 6% | (14) | 3% | (7) | 8% | (17) | 215 |
| Very Unfavorable of Trump | 31% | (311) | 26% | (262) | 27% | (271) | 3% | (34) | 3% | (29) | 9% | (92) | 1000 |
| #1 Issue: Economy | 21% | (164) | 19% | (147) | 37% | (293) | 6% | (51) | 6% | (46) | 11% | (87) | 789 |
| #1 Issue: Security | 17% | (38) | 13% | (30) | 38% | (84) | 10% | (22) | 13% | (28) | 8% | (18) | 220 |
| #1 Issue: Health Care | 26% | (124) | 30% | (139) | 26% | (121) | 5% | (23) | 3% | (16) | 10% | (47) | 471 |
| #1 Issue: Medicare / Social Security | 23% | (70) | 24% | (74) | 30% | (92) | 5% | (15) | 4% | (13) | 13% | (39) | 304 |
| #1 Issue: Women's Issues | 30% | (33) | 26% | (28) | 18% | (20) | 11% | (12) | 2% | (2) | 12% | (13) | 108 |
| #1 Issue: Education | 29% | (23) | 29% | (23) | 22% | (17) | 8% | (6) | 3% | (3) | 9% | (7) | 79 |
| #1 Issue: Energy | 27% | (25) | 37% | (34) | 18% | (17) | — | (0) | 8% | (8) | 10% | (9) | 91 |
| #1 Issue: Other | 18% | (25) | 15% | (21) | 41% | (56) | 4% | (6) | 10% | (13) | 12% | (17) | 138 |
| 2018 House Vote: Democrat | 36% | (267) | 29% | (217) | 24% | (175) | 3% | (23) | 3% | (20) | 6% | (41) | 744 |
| 2018 House Vote: Republican | 16% | (100) | 22% | (135) | 39% | (248) | 9% | (55) | 11% | (66) | 4% | (25) | 630 |
| 2018 House Vote: Someone else | 12% | (7) | 19% | (11) | 24% | (14) | 10% | (6) | 8% | (5) | 26% | (15) | 59 |
| 2016 Vote: Hillary Clinton | 37% | (250) | 27% | (186) | 22% | (151) | 4% | (25) | 3% | (18) | 7% | (50) | 680 |
| 2016 Vote: Donald Trump | 15% | (107) | 21% | (143) | 39% | (272) | 9% | (60) | 11% | (75) | 5% | (35) | 691 |
| 2016 Vote: Other | 16% | (16) | 26% | (26) | 40% | (40) | 4% | (4) | 7% | (7) | 7% | (7) | 100 |
| 2016 Vote: Didn't Vote | 18% | (131) | 19% | (135) | 33% | (236) | 6% | (46) | 4% | (29) | 20% | (145) | 722 |
| Voted in 2014: Yes | 26% | (319) | 26% | (313) | 31% | (384) | 6% | (69) | 6% | (77) | 5% | (64) | 1227 |
| Voted in 2014: No | 19% | (184) | 19% | (183) | 32% | (316) | 7% | (66) | 5% | (51) | 18% | (173) | 973 |

Continued on next page

Table MCBR10_2: *Would you have a more or less favorable view of a company that does the following?
Is involved with voter registration efforts, including branded website pages where you can register to vote and get information about polling locations*

| Demographic | Much more favorable view | Somewhat more favorable view | No impact either way | Somewhat less favorable view | Much less favorable view | Don't know / No opinion | Total N |
|-------------------------------|--------------------------|------------------------------|----------------------|------------------------------|--------------------------|-------------------------|---------|
| Adults | 23% (503) | 23% (496) | 32% (700) | 6% (135) | 6% (129) | 11% (237) | 2200 |
| 2012 Vote: Barack Obama | 33% (284) | 28% (246) | 26% (225) | 4% (32) | 3% (27) | 6% (50) | 865 |
| 2012 Vote: Mitt Romney | 13% (59) | 19% (87) | 43% (193) | 9% (42) | 10% (46) | 5% (20) | 447 |
| 2012 Vote: Other | 8% (5) | 12% (7) | 43% (24) | 6% (4) | 25% (14) | 6% (3) | 55 |
| 2012 Vote: Didn't Vote | 19% (156) | 19% (157) | 31% (257) | 7% (57) | 5% (40) | 20% (164) | 830 |
| 4-Region: Northeast | 23% (91) | 27% (108) | 28% (112) | 7% (27) | 4% (17) | 10% (40) | 394 |
| 4-Region: Midwest | 23% (107) | 20% (94) | 34% (155) | 6% (27) | 8% (37) | 9% (42) | 462 |
| 4-Region: South | 22% (179) | 19% (156) | 34% (282) | 5% (41) | 6% (49) | 14% (117) | 824 |
| 4-Region: West | 24% (127) | 27% (138) | 29% (151) | 8% (39) | 5% (26) | 8% (39) | 520 |
| Favorable of Biden | 32% (368) | 29% (328) | 26% (296) | 3% (38) | 2% (21) | 7% (83) | 1134 |
| Unfavorable of Biden | 13% (122) | 16% (148) | 40% (364) | 10% (92) | 11% (101) | 9% (80) | 906 |
| Very favorable of Biden | 43% (269) | 25% (158) | 22% (140) | 2% (13) | 2% (12) | 6% (41) | 634 |
| Somewhat favorable of Biden | 20% (99) | 34% (170) | 31% (156) | 5% (25) | 2% (9) | 8% (42) | 500 |
| Somewhat unfavorable of Biden | 10% (23) | 29% (65) | 39% (86) | 10% (22) | 4% (10) | 6% (14) | 220 |
| Very unfavorable of Biden | 14% (99) | 12% (84) | 40% (278) | 10% (69) | 13% (91) | 10% (66) | 686 |

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

**Table MCBR11_1: Are you more or less likely to purchase from a company that does the following?
Gives its employees the day off on election day**

| Demographic | More likely to purchase | | No impact either way | | Less likely to purchase | | Don't know / No opinion | | Total N |
|--------------------------|-------------------------|-------|----------------------|--------|-------------------------|------|-------------------------|-------|---------|
| Adults | 38% | (829) | 47% | (1041) | 4% | (97) | 11% | (233) | 2200 |
| Gender: Male | 38% | (404) | 50% | (532) | 4% | (45) | 8% | (81) | 1062 |
| Gender: Female | 37% | (426) | 45% | (510) | 5% | (52) | 13% | (151) | 1138 |
| Age: 18-34 | 38% | (250) | 37% | (241) | 7% | (45) | 18% | (118) | 655 |
| Age: 35-44 | 45% | (160) | 43% | (154) | 3% | (9) | 10% | (35) | 358 |
| Age: 45-64 | 35% | (264) | 53% | (396) | 4% | (29) | 8% | (61) | 751 |
| Age: 65+ | 35% | (155) | 57% | (249) | 3% | (13) | 4% | (19) | 436 |
| GenZers: 1997-2012 | 33% | (85) | 37% | (97) | 7% | (17) | 23% | (60) | 260 |
| Millennials: 1981-1996 | 43% | (248) | 37% | (214) | 6% | (34) | 14% | (80) | 576 |
| GenXers: 1965-1980 | 39% | (206) | 49% | (256) | 3% | (16) | 9% | (45) | 523 |
| Baby Boomers: 1946-1964 | 35% | (258) | 55% | (407) | 4% | (26) | 6% | (45) | 736 |
| PID: Dem (no lean) | 53% | (425) | 37% | (298) | 3% | (22) | 7% | (58) | 804 |
| PID: Ind (no lean) | 27% | (196) | 49% | (354) | 6% | (44) | 18% | (127) | 720 |
| PID: Rep (no lean) | 31% | (208) | 58% | (389) | 5% | (31) | 7% | (49) | 676 |
| PID/Gender: Dem Men | 56% | (201) | 37% | (134) | 2% | (7) | 5% | (18) | 361 |
| PID/Gender: Dem Women | 51% | (224) | 37% | (164) | 3% | (15) | 9% | (40) | 443 |
| PID/Gender: Ind Men | 26% | (82) | 55% | (176) | 6% | (20) | 12% | (40) | 318 |
| PID/Gender: Ind Women | 28% | (114) | 44% | (178) | 6% | (23) | 22% | (87) | 402 |
| PID/Gender: Rep Men | 31% | (120) | 58% | (221) | 5% | (17) | 6% | (24) | 383 |
| PID/Gender: Rep Women | 30% | (88) | 57% | (167) | 5% | (13) | 8% | (24) | 293 |
| Ideo: Liberal (1-3) | 57% | (342) | 34% | (207) | 2% | (13) | 6% | (39) | 601 |
| Ideo: Moderate (4) | 32% | (237) | 54% | (393) | 4% | (31) | 10% | (70) | 731 |
| Ideo: Conservative (5-7) | 31% | (214) | 57% | (392) | 6% | (40) | 6% | (41) | 687 |
| Educ: < College | 35% | (523) | 48% | (728) | 4% | (60) | 13% | (202) | 1512 |
| Educ: Bachelors degree | 41% | (184) | 48% | (215) | 6% | (25) | 4% | (20) | 444 |
| Educ: Post-grad | 50% | (123) | 40% | (99) | 5% | (12) | 5% | (11) | 244 |
| Income: Under 50k | 35% | (391) | 46% | (516) | 6% | (62) | 14% | (159) | 1128 |
| Income: 50k-100k | 39% | (271) | 50% | (343) | 3% | (22) | 7% | (50) | 686 |
| Income: 100k+ | 43% | (167) | 47% | (183) | 3% | (12) | 6% | (24) | 386 |
| Ethnicity: White | 37% | (640) | 51% | (870) | 4% | (73) | 8% | (138) | 1722 |
| Ethnicity: Hispanic | 38% | (133) | 40% | (139) | 6% | (21) | 16% | (57) | 349 |

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Table MCBR11_1: Are you more or less likely to purchase from a company that does the following?
Gives its employees the day off on election day

| Demographic | More likely to purchase | | No impact either way | | Less likely to purchase | | Don't know / No opinion | | Total N |
|-----------------------------------|-------------------------|-------|----------------------|--------|-------------------------|------|-------------------------|-------|---------|
| Adults | 38% | (829) | 47% | (1041) | 4% | (97) | 11% | (233) | 2200 |
| Ethnicity: Black | 39% | (106) | 37% | (103) | 5% | (14) | 19% | (51) | 274 |
| Ethnicity: Other | 41% | (83) | 34% | (69) | 4% | (9) | 21% | (43) | 204 |
| All Christian | 39% | (404) | 51% | (530) | 4% | (38) | 7% | (72) | 1044 |
| All Non-Christian | 54% | (78) | 31% | (44) | 6% | (8) | 10% | (14) | 144 |
| Atheist | 43% | (42) | 54% | (53) | 2% | (2) | 2% | (2) | 98 |
| Agnostic/Nothing in particular | 30% | (168) | 47% | (259) | 6% | (33) | 17% | (92) | 552 |
| Something Else | 38% | (138) | 43% | (156) | 4% | (15) | 14% | (52) | 362 |
| Religious Non-Protestant/Catholic | 55% | (90) | 31% | (51) | 6% | (10) | 9% | (14) | 165 |
| Evangelical | 41% | (234) | 45% | (256) | 4% | (24) | 9% | (53) | 567 |
| Non-Evangelical | 36% | (283) | 52% | (412) | 3% | (26) | 9% | (71) | 792 |
| Community: Urban | 45% | (300) | 39% | (261) | 4% | (28) | 11% | (74) | 663 |
| Community: Suburban | 33% | (329) | 54% | (533) | 4% | (43) | 9% | (90) | 995 |
| Community: Rural | 37% | (201) | 46% | (247) | 5% | (26) | 13% | (69) | 543 |
| Employ: Private Sector | 46% | (307) | 43% | (288) | 4% | (26) | 7% | (50) | 671 |
| Employ: Government | 44% | (46) | 37% | (40) | 7% | (7) | 12% | (13) | 106 |
| Employ: Self-Employed | 33% | (69) | 53% | (110) | 6% | (13) | 8% | (16) | 208 |
| Employ: Homemaker | 33% | (55) | 52% | (86) | 2% | (3) | 13% | (22) | 167 |
| Employ: Retired | 34% | (180) | 57% | (300) | 3% | (18) | 6% | (31) | 529 |
| Employ: Unemployed | 29% | (83) | 49% | (141) | 6% | (17) | 17% | (49) | 290 |
| Employ: Other | 36% | (49) | 36% | (50) | 6% | (8) | 23% | (31) | 138 |
| Military HH: Yes | 33% | (122) | 58% | (215) | 4% | (14) | 5% | (18) | 369 |
| Military HH: No | 39% | (707) | 45% | (826) | 5% | (83) | 12% | (215) | 1831 |
| RD/WT: Right Direction | 34% | (227) | 50% | (330) | 8% | (51) | 8% | (50) | 658 |
| RD/WT: Wrong Track | 39% | (602) | 46% | (711) | 3% | (46) | 12% | (182) | 1542 |
| Trump Job Approve | 32% | (274) | 54% | (469) | 7% | (60) | 7% | (65) | 868 |
| Trump Job Disapprove | 44% | (549) | 45% | (558) | 3% | (34) | 8% | (98) | 1239 |
| Trump Job Strongly Approve | 35% | (175) | 50% | (250) | 6% | (31) | 8% | (39) | 496 |
| Trump Job Somewhat Approve | 26% | (99) | 59% | (219) | 8% | (29) | 7% | (26) | 372 |
| Trump Job Somewhat Disapprove | 34% | (94) | 52% | (142) | 3% | (9) | 11% | (29) | 273 |
| Trump Job Strongly Disapprove | 47% | (455) | 43% | (416) | 3% | (25) | 7% | (69) | 966 |

Continued on next page

**Table MCBR11_1: Are you more or less likely to purchase from a company that does the following?
Gives its employees the day off on election day**

| Demographic | More likely to purchase | | No impact either way | | Less likely to purchase | | Don't know / No opinion | | Total N |
|--------------------------------------|-------------------------|-------|----------------------|--------|-------------------------|------|-------------------------|-------|---------|
| Adults | 38% | (829) | 47% | (1041) | 4% | (97) | 11% | (233) | 2200 |
| Favorable of Trump | 32% | (287) | 52% | (467) | 7% | (58) | 9% | (78) | 890 |
| Unfavorable of Trump | 44% | (530) | 46% | (557) | 3% | (32) | 8% | (97) | 1216 |
| Very Favorable of Trump | 34% | (185) | 50% | (271) | 8% | (44) | 8% | (43) | 543 |
| Somewhat Favorable of Trump | 29% | (102) | 56% | (196) | 4% | (14) | 10% | (35) | 347 |
| Somewhat Unfavorable of Trump | 30% | (65) | 56% | (120) | 5% | (10) | 10% | (21) | 215 |
| Very Unfavorable of Trump | 46% | (465) | 44% | (437) | 2% | (22) | 8% | (77) | 1000 |
| #1 Issue: Economy | 34% | (271) | 49% | (383) | 6% | (46) | 11% | (88) | 789 |
| #1 Issue: Security | 28% | (62) | 58% | (129) | 5% | (10) | 9% | (19) | 220 |
| #1 Issue: Health Care | 43% | (203) | 44% | (206) | 4% | (17) | 10% | (45) | 471 |
| #1 Issue: Medicare / Social Security | 38% | (115) | 51% | (156) | 2% | (6) | 9% | (27) | 304 |
| #1 Issue: Women's Issues | 40% | (44) | 31% | (34) | 8% | (9) | 20% | (22) | 108 |
| #1 Issue: Education | 59% | (47) | 31% | (25) | 4% | (3) | 5% | (4) | 79 |
| #1 Issue: Energy | 47% | (43) | 40% | (36) | 2% | (2) | 12% | (11) | 91 |
| #1 Issue: Other | 32% | (44) | 53% | (73) | 2% | (3) | 12% | (17) | 138 |
| 2018 House Vote: Democrat | 54% | (401) | 38% | (284) | 2% | (17) | 6% | (41) | 744 |
| 2018 House Vote: Republican | 30% | (188) | 59% | (369) | 8% | (50) | 4% | (24) | 630 |
| 2018 House Vote: Someone else | 21% | (12) | 53% | (31) | 6% | (4) | 21% | (12) | 59 |
| 2016 Vote: Hillary Clinton | 54% | (364) | 38% | (257) | 2% | (10) | 7% | (49) | 680 |
| 2016 Vote: Donald Trump | 29% | (199) | 58% | (404) | 8% | (53) | 5% | (35) | 691 |
| 2016 Vote: Other | 39% | (40) | 49% | (49) | 2% | (2) | 10% | (10) | 100 |
| 2016 Vote: Didn't Vote | 31% | (221) | 46% | (331) | 4% | (31) | 19% | (139) | 722 |
| Voted in 2014: Yes | 42% | (515) | 50% | (608) | 4% | (46) | 5% | (59) | 1227 |
| Voted in 2014: No | 32% | (314) | 45% | (434) | 5% | (51) | 18% | (174) | 973 |
| 2012 Vote: Barack Obama | 49% | (424) | 42% | (364) | 3% | (28) | 6% | (49) | 865 |
| 2012 Vote: Mitt Romney | 30% | (132) | 61% | (271) | 4% | (20) | 5% | (23) | 447 |
| 2012 Vote: Other | 25% | (14) | 67% | (37) | 3% | (2) | 5% | (3) | 55 |
| 2012 Vote: Didn't Vote | 31% | (259) | 44% | (366) | 6% | (47) | 19% | (158) | 830 |

Continued on next page

Table MCBR11_1: Are you more or less likely to purchase from a company that does the following?
 Gives its employees the day off on election day

| Demographic | More likely to purchase | | No impact either way | | Less likely to purchase | | Don't know / No opinion | | Total N |
|-------------------------------|-------------------------|-------|----------------------|--------|-------------------------|------|-------------------------|-------|---------|
| Adults | 38% | (829) | 47% | (1041) | 4% | (97) | 11% | (233) | 2200 |
| 4-Region: Northeast | 43% | (168) | 46% | (182) | 4% | (15) | 7% | (29) | 394 |
| 4-Region: Midwest | 38% | (176) | 46% | (212) | 4% | (17) | 12% | (57) | 462 |
| 4-Region: South | 36% | (294) | 48% | (392) | 4% | (32) | 13% | (106) | 824 |
| 4-Region: West | 37% | (192) | 49% | (255) | 6% | (34) | 8% | (40) | 520 |
| Favorable of Biden | 48% | (549) | 43% | (483) | 2% | (20) | 7% | (81) | 1134 |
| Unfavorable of Biden | 29% | (261) | 55% | (499) | 7% | (68) | 9% | (79) | 906 |
| Very favorable of Biden | 56% | (357) | 36% | (229) | 2% | (10) | 6% | (38) | 634 |
| Somewhat favorable of Biden | 39% | (193) | 51% | (254) | 2% | (10) | 9% | (43) | 500 |
| Somewhat unfavorable of Biden | 27% | (59) | 58% | (128) | 6% | (13) | 9% | (20) | 220 |
| Very unfavorable of Biden | 29% | (202) | 54% | (371) | 8% | (55) | 9% | (59) | 686 |

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

**Table MCBR11_2: Are you more or less likely to purchase from a company that does the following?
Is involved with voter registration efforts, including branded website pages where you can register to vote and get information about polling locations**

| Demographic | More likely to purchase | | No impact either way | | Less likely to purchase | | Don't know / No opinion | | Total N |
|--------------------------|-------------------------|-------|----------------------|--------|-------------------------|-------|-------------------------|-------|---------|
| Adults | 29% | (646) | 49% | (1076) | 10% | (214) | 12% | (264) | 2200 |
| Gender: Male | 30% | (314) | 52% | (553) | 9% | (99) | 9% | (96) | 1062 |
| Gender: Female | 29% | (332) | 46% | (523) | 10% | (115) | 15% | (168) | 1138 |
| Age: 18-34 | 31% | (205) | 38% | (249) | 10% | (63) | 21% | (139) | 655 |
| Age: 35-44 | 33% | (118) | 50% | (179) | 6% | (20) | 11% | (41) | 358 |
| Age: 45-64 | 27% | (206) | 53% | (399) | 12% | (89) | 8% | (57) | 751 |
| Age: 65+ | 27% | (117) | 57% | (249) | 10% | (42) | 6% | (28) | 436 |
| GenZers: 1997-2012 | 27% | (70) | 36% | (93) | 9% | (24) | 28% | (73) | 260 |
| Millennials: 1981-1996 | 33% | (192) | 42% | (243) | 9% | (52) | 15% | (89) | 576 |
| GenXers: 1965-1980 | 33% | (171) | 50% | (261) | 9% | (49) | 8% | (43) | 523 |
| Baby Boomers: 1946-1964 | 26% | (191) | 56% | (412) | 11% | (80) | 7% | (54) | 736 |
| PID: Dem (no lean) | 45% | (365) | 41% | (329) | 6% | (46) | 8% | (64) | 804 |
| PID: Ind (no lean) | 20% | (142) | 49% | (353) | 11% | (81) | 20% | (144) | 720 |
| PID: Rep (no lean) | 21% | (139) | 58% | (393) | 13% | (88) | 8% | (56) | 676 |
| PID/Gender: Dem Men | 46% | (167) | 43% | (157) | 6% | (21) | 5% | (16) | 361 |
| PID/Gender: Dem Women | 45% | (198) | 39% | (172) | 6% | (25) | 11% | (48) | 443 |
| PID/Gender: Ind Men | 19% | (60) | 52% | (165) | 12% | (38) | 17% | (55) | 318 |
| PID/Gender: Ind Women | 20% | (82) | 47% | (188) | 11% | (43) | 22% | (90) | 402 |
| PID/Gender: Rep Men | 23% | (87) | 60% | (231) | 10% | (40) | 7% | (25) | 383 |
| PID/Gender: Rep Women | 18% | (52) | 55% | (162) | 16% | (48) | 11% | (31) | 293 |
| Ideo: Liberal (1-3) | 51% | (307) | 35% | (210) | 7% | (43) | 7% | (41) | 601 |
| Ideo: Moderate (4) | 27% | (197) | 54% | (394) | 8% | (60) | 11% | (81) | 731 |
| Ideo: Conservative (5-7) | 18% | (121) | 60% | (414) | 14% | (99) | 8% | (53) | 687 |
| Educ: < College | 25% | (381) | 50% | (755) | 9% | (143) | 15% | (234) | 1512 |
| Educ: Bachelors degree | 35% | (156) | 49% | (218) | 11% | (49) | 5% | (21) | 444 |
| Educ: Post-grad | 45% | (109) | 42% | (103) | 9% | (22) | 4% | (10) | 244 |
| Income: Under 50k | 24% | (275) | 49% | (554) | 10% | (107) | 17% | (192) | 1128 |
| Income: 50k-100k | 32% | (216) | 51% | (350) | 10% | (68) | 8% | (52) | 686 |
| Income: 100k+ | 40% | (155) | 45% | (172) | 10% | (39) | 5% | (20) | 386 |
| Ethnicity: White | 30% | (514) | 51% | (882) | 10% | (172) | 9% | (154) | 1722 |
| Ethnicity: Hispanic | 30% | (106) | 37% | (129) | 12% | (41) | 21% | (73) | 349 |

Continued on next page

Table MCBR11_2: Are you more or less likely to purchase from a company that does the following?

Is involved with voter registration efforts, including branded website pages where you can register to vote and get information about polling locations

| Demographic | More likely to purchase | | No impact either way | | Less likely to purchase | | Don't know / No opinion | | Total N |
|-----------------------------------|-------------------------|-------|----------------------|--------|-------------------------|-------|-------------------------|-------|---------|
| Adults | 29% | (646) | 49% | (1076) | 10% | (214) | 12% | (264) | 2200 |
| Ethnicity: Black | 28% | (78) | 40% | (109) | 7% | (19) | 25% | (68) | 274 |
| Ethnicity: Other | 27% | (55) | 41% | (84) | 11% | (23) | 21% | (42) | 204 |
| All Christian | 29% | (307) | 52% | (541) | 11% | (115) | 8% | (81) | 1044 |
| All Non-Christian | 39% | (56) | 38% | (55) | 12% | (18) | 11% | (16) | 144 |
| Atheist | 35% | (34) | 58% | (56) | 4% | (4) | 4% | (3) | 98 |
| Agnostic/Nothing in particular | 24% | (133) | 47% | (259) | 10% | (57) | 19% | (104) | 552 |
| Something Else | 32% | (116) | 46% | (165) | 6% | (21) | 17% | (60) | 362 |
| Religious Non-Protestant/Catholic | 39% | (65) | 38% | (63) | 13% | (21) | 10% | (16) | 165 |
| Evangelical | 31% | (178) | 48% | (271) | 10% | (58) | 11% | (60) | 567 |
| Non-Evangelical | 29% | (230) | 52% | (411) | 9% | (69) | 10% | (81) | 792 |
| Community: Urban | 40% | (264) | 39% | (258) | 9% | (59) | 12% | (82) | 663 |
| Community: Suburban | 25% | (247) | 55% | (550) | 9% | (86) | 11% | (112) | 995 |
| Community: Rural | 25% | (136) | 49% | (267) | 13% | (69) | 13% | (70) | 543 |
| Employ: Private Sector | 37% | (250) | 46% | (310) | 10% | (68) | 6% | (43) | 671 |
| Employ: Government | 36% | (38) | 41% | (44) | 9% | (10) | 13% | (14) | 106 |
| Employ: Self-Employed | 30% | (63) | 46% | (95) | 9% | (20) | 14% | (30) | 208 |
| Employ: Homemaker | 25% | (41) | 54% | (91) | 6% | (11) | 15% | (24) | 167 |
| Employ: Retired | 25% | (132) | 57% | (302) | 10% | (55) | 7% | (39) | 529 |
| Employ: Unemployed | 19% | (54) | 52% | (150) | 10% | (30) | 19% | (55) | 290 |
| Employ: Other | 30% | (41) | 41% | (56) | 5% | (7) | 24% | (33) | 138 |
| Military HH: Yes | 29% | (107) | 55% | (203) | 12% | (44) | 4% | (15) | 369 |
| Military HH: No | 29% | (540) | 48% | (872) | 9% | (170) | 14% | (250) | 1831 |
| RD/WT: Right Direction | 26% | (172) | 51% | (335) | 14% | (93) | 9% | (58) | 658 |
| RD/WT: Wrong Track | 31% | (474) | 48% | (741) | 8% | (121) | 13% | (206) | 1542 |
| Trump Job Approve | 21% | (186) | 54% | (468) | 15% | (126) | 10% | (88) | 868 |
| Trump Job Disapprove | 37% | (454) | 48% | (594) | 7% | (81) | 9% | (110) | 1239 |
| Trump Job Strongly Approve | 24% | (118) | 52% | (257) | 15% | (76) | 9% | (45) | 496 |
| Trump Job Somewhat Approve | 18% | (68) | 57% | (211) | 13% | (50) | 12% | (43) | 372 |
| Trump Job Somewhat Disapprove | 26% | (71) | 56% | (154) | 8% | (21) | 10% | (27) | 273 |
| Trump Job Strongly Disapprove | 40% | (383) | 46% | (440) | 6% | (60) | 9% | (82) | 966 |

Continued on next page

Table MCBR11_2: Are you more or less likely to purchase from a company that does the following?

Is involved with voter registration efforts, including branded website pages where you can register to vote and get information about polling locations

| Demographic | More likely to purchase | | No impact either way | | Less likely to purchase | | Don't know / No opinion | | Total N |
|--------------------------------------|-------------------------|-------|----------------------|--------|-------------------------|-------|-------------------------|-------|---------|
| Adults | 29% | (646) | 49% | (1076) | 10% | (214) | 12% | (264) | 2200 |
| Favorable of Trump | 22% | (196) | 52% | (466) | 14% | (129) | 11% | (99) | 890 |
| Unfavorable of Trump | 36% | (439) | 49% | (592) | 6% | (77) | 9% | (108) | 1216 |
| Very Favorable of Trump | 24% | (130) | 49% | (267) | 16% | (89) | 11% | (58) | 543 |
| Somewhat Favorable of Trump | 19% | (66) | 57% | (199) | 12% | (40) | 12% | (42) | 347 |
| Somewhat Unfavorable of Trump | 22% | (47) | 61% | (131) | 9% | (19) | 8% | (18) | 215 |
| Very Unfavorable of Trump | 39% | (392) | 46% | (461) | 6% | (58) | 9% | (90) | 1000 |
| #1 Issue: Economy | 27% | (216) | 51% | (399) | 9% | (70) | 13% | (104) | 789 |
| #1 Issue: Security | 18% | (40) | 55% | (121) | 17% | (36) | 10% | (23) | 220 |
| #1 Issue: Health Care | 36% | (169) | 45% | (214) | 9% | (42) | 10% | (46) | 471 |
| #1 Issue: Medicare / Social Security | 29% | (88) | 52% | (159) | 8% | (23) | 11% | (34) | 304 |
| #1 Issue: Women's Issues | 31% | (33) | 39% | (42) | 10% | (10) | 21% | (22) | 108 |
| #1 Issue: Education | 39% | (31) | 45% | (36) | 5% | (4) | 11% | (9) | 79 |
| #1 Issue: Energy | 41% | (38) | 38% | (34) | 9% | (8) | 12% | (11) | 91 |
| #1 Issue: Other | 23% | (32) | 51% | (70) | 14% | (20) | 11% | (16) | 138 |
| 2018 House Vote: Democrat | 46% | (341) | 43% | (321) | 5% | (37) | 6% | (45) | 744 |
| 2018 House Vote: Republican | 21% | (130) | 57% | (361) | 16% | (102) | 6% | (36) | 630 |
| 2018 House Vote: Someone else | 8% | (5) | 59% | (35) | 4% | (2) | 30% | (18) | 59 |
| 2016 Vote: Hillary Clinton | 45% | (308) | 43% | (292) | 4% | (30) | 7% | (50) | 680 |
| 2016 Vote: Donald Trump | 20% | (138) | 58% | (400) | 15% | (104) | 7% | (47) | 691 |
| 2016 Vote: Other | 21% | (21) | 60% | (61) | 5% | (5) | 13% | (13) | 100 |
| 2016 Vote: Didn't Vote | 25% | (177) | 45% | (322) | 10% | (70) | 21% | (153) | 722 |
| Voted in 2014: Yes | 34% | (414) | 51% | (627) | 9% | (110) | 6% | (77) | 1227 |
| Voted in 2014: No | 24% | (232) | 46% | (449) | 11% | (104) | 19% | (188) | 973 |
| 2012 Vote: Barack Obama | 40% | (346) | 47% | (410) | 5% | (45) | 7% | (64) | 865 |
| 2012 Vote: Mitt Romney | 18% | (80) | 62% | (275) | 15% | (66) | 6% | (25) | 447 |
| 2012 Vote: Other | 16% | (9) | 60% | (33) | 19% | (11) | 5% | (3) | 55 |
| 2012 Vote: Didn't Vote | 25% | (211) | 43% | (356) | 11% | (91) | 21% | (173) | 830 |

Continued on next page

Table MCBR11_2: Are you more or less likely to purchase from a company that does the following?
 Is involved with voter registration efforts, including branded website pages where you can register to vote and get information about polling locations

| Demographic | More likely to purchase | | No impact either way | | Less likely to purchase | | Don't know / No opinion | | Total N |
|-------------------------------|-------------------------|-------|----------------------|--------|-------------------------|-------|-------------------------|-------|---------|
| Adults | 29% | (646) | 49% | (1076) | 10% | (214) | 12% | (264) | 2200 |
| 4-Region: Northeast | 32% | (125) | 50% | (196) | 8% | (31) | 11% | (42) | 394 |
| 4-Region: Midwest | 29% | (133) | 50% | (231) | 10% | (48) | 11% | (50) | 462 |
| 4-Region: South | 27% | (225) | 46% | (381) | 11% | (93) | 15% | (125) | 824 |
| 4-Region: West | 31% | (163) | 51% | (268) | 8% | (42) | 9% | (47) | 520 |
| Favorable of Biden | 42% | (479) | 44% | (503) | 5% | (60) | 8% | (92) | 1134 |
| Unfavorable of Biden | 17% | (154) | 56% | (510) | 16% | (146) | 11% | (97) | 906 |
| Very favorable of Biden | 53% | (335) | 35% | (222) | 5% | (32) | 7% | (45) | 634 |
| Somewhat favorable of Biden | 29% | (144) | 56% | (281) | 6% | (28) | 9% | (47) | 500 |
| Somewhat unfavorable of Biden | 16% | (36) | 63% | (138) | 10% | (23) | 11% | (24) | 220 |
| Very unfavorable of Biden | 17% | (119) | 54% | (372) | 18% | (123) | 11% | (73) | 686 |

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

Table MCBR12_1: How effective are the following types of messages from companies publicly encouraging their employees and customers to vote?
A message focused on the idea that voting is your civic duty to vote

| Demographic | Very effective | | Somewhat effective | | Not very effective | | Not effective at all | | Total N |
|--------------------------|----------------|-------|--------------------|-------|--------------------|-------|----------------------|-------|---------|
| Adults | 31% | (681) | 42% | (927) | 16% | (361) | 10% | (231) | 2200 |
| Gender: Male | 32% | (343) | 43% | (460) | 15% | (163) | 9% | (95) | 1062 |
| Gender: Female | 30% | (337) | 41% | (467) | 17% | (198) | 12% | (136) | 1138 |
| Age: 18-34 | 28% | (182) | 42% | (278) | 14% | (94) | 15% | (100) | 655 |
| Age: 35-44 | 35% | (124) | 39% | (140) | 16% | (58) | 10% | (36) | 358 |
| Age: 45-64 | 31% | (233) | 42% | (313) | 19% | (140) | 9% | (64) | 751 |
| Age: 65+ | 32% | (141) | 45% | (196) | 16% | (69) | 7% | (30) | 436 |
| GenZers: 1997-2012 | 26% | (68) | 41% | (106) | 19% | (48) | 14% | (37) | 260 |
| Millennials: 1981-1996 | 28% | (164) | 42% | (244) | 15% | (83) | 15% | (85) | 576 |
| GenXers: 1965-1980 | 35% | (184) | 42% | (220) | 14% | (73) | 9% | (46) | 523 |
| Baby Boomers: 1946-1964 | 32% | (234) | 41% | (305) | 19% | (139) | 8% | (59) | 736 |
| PID: Dem (no lean) | 42% | (334) | 38% | (308) | 15% | (121) | 5% | (41) | 804 |
| PID: Ind (no lean) | 19% | (135) | 46% | (331) | 18% | (129) | 17% | (126) | 720 |
| PID: Rep (no lean) | 31% | (211) | 43% | (289) | 16% | (111) | 10% | (64) | 676 |
| PID/Gender: Dem Men | 45% | (161) | 42% | (150) | 11% | (41) | 2% | (8) | 361 |
| PID/Gender: Dem Women | 39% | (174) | 36% | (158) | 18% | (79) | 7% | (33) | 443 |
| PID/Gender: Ind Men | 19% | (60) | 46% | (147) | 17% | (55) | 18% | (56) | 318 |
| PID/Gender: Ind Women | 19% | (75) | 46% | (184) | 19% | (75) | 17% | (69) | 402 |
| PID/Gender: Rep Men | 32% | (122) | 43% | (163) | 18% | (67) | 8% | (30) | 383 |
| PID/Gender: Rep Women | 30% | (89) | 43% | (126) | 15% | (44) | 12% | (34) | 293 |
| Ideo: Liberal (1-3) | 46% | (275) | 38% | (226) | 12% | (72) | 5% | (28) | 601 |
| Ideo: Moderate (4) | 29% | (212) | 45% | (328) | 15% | (111) | 11% | (80) | 731 |
| Ideo: Conservative (5-7) | 25% | (173) | 46% | (316) | 20% | (136) | 9% | (61) | 687 |
| Educ: < College | 29% | (434) | 41% | (626) | 17% | (264) | 12% | (188) | 1512 |
| Educ: Bachelors degree | 33% | (145) | 45% | (200) | 15% | (68) | 7% | (31) | 444 |
| Educ: Post-grad | 42% | (102) | 41% | (101) | 12% | (29) | 5% | (12) | 244 |
| Income: Under 50k | 28% | (313) | 42% | (477) | 18% | (198) | 12% | (140) | 1128 |
| Income: 50k-100k | 30% | (203) | 43% | (298) | 17% | (114) | 10% | (71) | 686 |
| Income: 100k+ | 43% | (165) | 40% | (153) | 13% | (49) | 5% | (19) | 386 |
| Ethnicity: White | 31% | (538) | 43% | (737) | 17% | (287) | 9% | (160) | 1722 |
| Ethnicity: Hispanic | 34% | (120) | 39% | (136) | 18% | (64) | 8% | (29) | 349 |

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Table MCBR12_1: How effective are the following types of messages from companies publicly encouraging their employees and customers to vote?
A message focused on the idea that voting is your civic duty to vote

| Demographic | Very effective | Somewhat effective | Not very effective | Not effective at all | Total N |
|-----------------------------------|----------------|--------------------|--------------------|----------------------|---------|
| Adults | 31% (681) | 42% (927) | 16% (361) | 10% (231) | 2200 |
| Ethnicity: Black | 33% (90) | 36% (100) | 17% (47) | 14% (38) | 274 |
| Ethnicity: Other | 26% (54) | 44% (91) | 13% (27) | 16% (32) | 204 |
| All Christian | 34% (353) | 43% (448) | 16% (169) | 7% (73) | 1044 |
| All Non-Christian | 43% (62) | 39% (56) | 14% (20) | 5% (7) | 144 |
| Atheist | 30% (29) | 43% (42) | 18% (18) | 10% (9) | 98 |
| Agnostic/Nothing in particular | 23% (125) | 41% (227) | 19% (104) | 17% (96) | 552 |
| Something Else | 31% (112) | 43% (154) | 14% (51) | 12% (45) | 362 |
| Religious Non-Protestant/Catholic | 43% (71) | 41% (67) | 12% (20) | 4% (7) | 165 |
| Evangelical | 36% (202) | 44% (248) | 13% (71) | 8% (46) | 567 |
| Non-Evangelical | 32% (250) | 42% (331) | 18% (140) | 9% (71) | 792 |
| Community: Urban | 37% (248) | 38% (252) | 14% (95) | 10% (67) | 663 |
| Community: Suburban | 27% (273) | 46% (455) | 18% (178) | 9% (89) | 995 |
| Community: Rural | 29% (160) | 41% (220) | 16% (89) | 14% (74) | 543 |
| Employ: Private Sector | 35% (236) | 40% (266) | 17% (116) | 8% (54) | 671 |
| Employ: Government | 27% (29) | 46% (49) | 14% (15) | 13% (13) | 106 |
| Employ: Self-Employed | 22% (45) | 47% (98) | 21% (45) | 10% (21) | 208 |
| Employ: Homemaker | 30% (50) | 46% (76) | 10% (16) | 15% (25) | 167 |
| Employ: Retired | 33% (174) | 43% (229) | 17% (90) | 7% (36) | 529 |
| Employ: Unemployed | 28% (82) | 39% (112) | 16% (46) | 17% (49) | 290 |
| Employ: Other | 30% (41) | 38% (53) | 14% (19) | 18% (25) | 138 |
| Military HH: Yes | 29% (107) | 45% (168) | 19% (71) | 6% (23) | 369 |
| Military HH: No | 31% (573) | 42% (760) | 16% (290) | 11% (208) | 1831 |
| RD/WT: Right Direction | 32% (213) | 43% (285) | 14% (90) | 11% (70) | 658 |
| RD/WT: Wrong Track | 30% (467) | 42% (642) | 18% (271) | 10% (161) | 1542 |
| Trump Job Approve | 29% (252) | 43% (376) | 18% (152) | 10% (88) | 868 |
| Trump Job Disapprove | 34% (425) | 43% (534) | 15% (190) | 7% (90) | 1239 |
| Trump Job Strongly Approve | 33% (161) | 40% (200) | 17% (85) | 10% (48) | 496 |
| Trump Job Somewhat Approve | 24% (91) | 47% (175) | 18% (67) | 11% (40) | 372 |
| Trump Job Somewhat Disapprove | 21% (57) | 54% (147) | 19% (53) | 6% (17) | 273 |
| Trump Job Strongly Disapprove | 38% (368) | 40% (387) | 14% (137) | 8% (73) | 966 |

Continued on next page

Table MCBR12_1: How effective are the following types of messages from companies publicly encouraging their employees and customers to vote?
A message focused on the idea that voting is your civic duty to vote

| Demographic | Very effective | Somewhat effective | Not very effective | Not effective at all | Total N |
|--------------------------------------|----------------|--------------------|--------------------|----------------------|---------|
| Adults | 31% (681) | 42% (927) | 16% (361) | 10% (231) | 2200 |
| Favorable of Trump | 29% (254) | 44% (391) | 17% (154) | 10% (91) | 890 |
| Unfavorable of Trump | 34% (418) | 42% (514) | 16% (190) | 8% (94) | 1216 |
| Very Favorable of Trump | 32% (176) | 41% (221) | 17% (92) | 10% (54) | 543 |
| Somewhat Favorable of Trump | 22% (78) | 49% (171) | 18% (62) | 11% (37) | 347 |
| Somewhat Unfavorable of Trump | 24% (51) | 50% (108) | 19% (41) | 7% (16) | 215 |
| Very Unfavorable of Trump | 37% (367) | 41% (406) | 15% (149) | 8% (78) | 1000 |
| #1 Issue: Economy | 30% (233) | 41% (327) | 17% (136) | 12% (93) | 789 |
| #1 Issue: Security | 27% (59) | 46% (102) | 17% (38) | 10% (21) | 220 |
| #1 Issue: Health Care | 35% (165) | 44% (209) | 14% (65) | 7% (31) | 471 |
| #1 Issue: Medicare / Social Security | 31% (95) | 42% (127) | 15% (46) | 12% (37) | 304 |
| #1 Issue: Women's Issues | 31% (34) | 39% (42) | 15% (16) | 14% (16) | 108 |
| #1 Issue: Education | 32% (25) | 54% (42) | 8% (6) | 7% (6) | 79 |
| #1 Issue: Energy | 36% (33) | 29% (27) | 24% (22) | 11% (10) | 91 |
| #1 Issue: Other | 27% (37) | 37% (51) | 23% (32) | 13% (17) | 138 |
| 2018 House Vote: Democrat | 43% (317) | 40% (295) | 13% (97) | 4% (33) | 744 |
| 2018 House Vote: Republican | 28% (175) | 46% (292) | 17% (106) | 9% (56) | 630 |
| 2018 House Vote: Someone else | 21% (13) | 46% (27) | 17% (10) | 16% (9) | 59 |
| 2016 Vote: Hillary Clinton | 43% (293) | 39% (263) | 13% (86) | 6% (37) | 680 |
| 2016 Vote: Donald Trump | 29% (197) | 45% (311) | 18% (124) | 9% (59) | 691 |
| 2016 Vote: Other | 17% (18) | 56% (56) | 20% (20) | 7% (7) | 100 |
| 2016 Vote: Didn't Vote | 24% (171) | 41% (297) | 18% (127) | 18% (126) | 722 |
| Voted in 2014: Yes | 36% (448) | 42% (516) | 15% (185) | 6% (78) | 1227 |
| Voted in 2014: No | 24% (233) | 42% (412) | 18% (176) | 16% (152) | 973 |
| 2012 Vote: Barack Obama | 42% (362) | 39% (340) | 14% (119) | 5% (45) | 865 |
| 2012 Vote: Mitt Romney | 25% (110) | 48% (216) | 19% (83) | 8% (37) | 447 |
| 2012 Vote: Other | 26% (14) | 45% (25) | 21% (12) | 7% (4) | 55 |
| 2012 Vote: Didn't Vote | 24% (195) | 41% (344) | 18% (147) | 17% (144) | 830 |

Continued on next page

Table MCBR12_1: How effective are the following types of messages from companies publicly encouraging their employees and customers to vote?
 A message focused on the idea that voting is your civic duty to vote

| Demographic | Very effective | | Somewhat effective | | Not very effective | | Not effective at all | | Total N |
|-------------------------------|----------------|-------|--------------------|-------|--------------------|-------|----------------------|-------|---------|
| Adults | 31% | (681) | 42% | (927) | 16% | (361) | 10% | (231) | 2200 |
| 4-Region: Northeast | 35% | (136) | 41% | (160) | 18% | (69) | 7% | (29) | 394 |
| 4-Region: Midwest | 31% | (142) | 43% | (201) | 16% | (72) | 10% | (47) | 462 |
| 4-Region: South | 28% | (228) | 42% | (344) | 18% | (145) | 13% | (108) | 824 |
| 4-Region: West | 34% | (175) | 43% | (223) | 14% | (75) | 9% | (47) | 520 |
| Favorable of Biden | 40% | (456) | 42% | (479) | 12% | (139) | 5% | (60) | 1134 |
| Unfavorable of Biden | 23% | (204) | 45% | (404) | 21% | (192) | 12% | (106) | 906 |
| Very favorable of Biden | 50% | (316) | 38% | (243) | 8% | (51) | 4% | (23) | 634 |
| Somewhat favorable of Biden | 28% | (140) | 47% | (236) | 18% | (88) | 7% | (37) | 500 |
| Somewhat unfavorable of Biden | 13% | (28) | 53% | (117) | 23% | (50) | 12% | (26) | 220 |
| Very unfavorable of Biden | 26% | (177) | 42% | (286) | 21% | (142) | 12% | (81) | 686 |

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

Table MCBR12_2: How effective are the following types of messages from companies publicly encouraging their employees and customers to vote?
A message focused on empowerment and the idea that your individual vote counts

| Demographic | Very effective | | Somewhat effective | | Not very effective | | Not effective at all | | Total N |
|--------------------------|----------------|-------|--------------------|-------|--------------------|-------|----------------------|-------|---------|
| Adults | 37% | (809) | 40% | (878) | 14% | (301) | 10% | (212) | 2200 |
| Gender: Male | 36% | (381) | 40% | (429) | 14% | (153) | 9% | (99) | 1062 |
| Gender: Female | 38% | (428) | 39% | (449) | 13% | (148) | 10% | (113) | 1138 |
| Age: 18-34 | 37% | (239) | 39% | (259) | 11% | (75) | 13% | (82) | 655 |
| Age: 35-44 | 43% | (154) | 37% | (133) | 10% | (35) | 10% | (36) | 358 |
| Age: 45-64 | 34% | (257) | 40% | (299) | 18% | (132) | 8% | (63) | 751 |
| Age: 65+ | 36% | (159) | 43% | (188) | 14% | (59) | 7% | (31) | 436 |
| GenZers: 1997-2012 | 36% | (92) | 36% | (93) | 19% | (48) | 10% | (27) | 260 |
| Millennials: 1981-1996 | 39% | (224) | 40% | (233) | 8% | (44) | 13% | (75) | 576 |
| GenXers: 1965-1980 | 37% | (195) | 40% | (209) | 13% | (66) | 10% | (53) | 523 |
| Baby Boomers: 1946-1964 | 36% | (267) | 40% | (296) | 16% | (121) | 7% | (52) | 736 |
| PID: Dem (no lean) | 50% | (400) | 37% | (300) | 8% | (66) | 5% | (39) | 804 |
| PID: Ind (no lean) | 25% | (182) | 42% | (300) | 17% | (122) | 16% | (116) | 720 |
| PID: Rep (no lean) | 34% | (227) | 41% | (278) | 17% | (113) | 9% | (57) | 676 |
| PID/Gender: Dem Men | 49% | (178) | 40% | (145) | 7% | (27) | 3% | (10) | 361 |
| PID/Gender: Dem Women | 50% | (222) | 35% | (154) | 9% | (39) | 6% | (28) | 443 |
| PID/Gender: Ind Men | 23% | (73) | 42% | (133) | 17% | (53) | 19% | (59) | 318 |
| PID/Gender: Ind Women | 27% | (109) | 42% | (167) | 17% | (70) | 14% | (57) | 402 |
| PID/Gender: Rep Men | 34% | (130) | 39% | (151) | 19% | (73) | 8% | (29) | 383 |
| PID/Gender: Rep Women | 33% | (97) | 44% | (127) | 14% | (40) | 10% | (28) | 293 |
| Ideo: Liberal (1-3) | 55% | (329) | 31% | (189) | 9% | (57) | 4% | (26) | 601 |
| Ideo: Moderate (4) | 35% | (258) | 42% | (308) | 13% | (91) | 10% | (74) | 731 |
| Ideo: Conservative (5-7) | 27% | (188) | 45% | (310) | 19% | (127) | 9% | (62) | 687 |
| Educ: < College | 34% | (519) | 40% | (607) | 14% | (214) | 11% | (172) | 1512 |
| Educ: Bachelors degree | 39% | (172) | 42% | (186) | 13% | (59) | 6% | (28) | 444 |
| Educ: Post-grad | 48% | (118) | 35% | (86) | 12% | (28) | 5% | (11) | 244 |
| Income: Under 50k | 34% | (385) | 39% | (443) | 15% | (173) | 11% | (127) | 1128 |
| Income: 50k-100k | 35% | (243) | 43% | (296) | 12% | (81) | 10% | (66) | 686 |
| Income: 100k+ | 47% | (181) | 36% | (139) | 12% | (47) | 5% | (19) | 386 |
| Ethnicity: White | 37% | (637) | 40% | (697) | 14% | (238) | 9% | (150) | 1722 |
| Ethnicity: Hispanic | 40% | (141) | 36% | (125) | 16% | (57) | 8% | (27) | 349 |

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Table MCBR12_2: How effective are the following types of messages from companies publicly encouraging their employees and customers to vote?
A message focused on empowerment and the idea that your individual vote counts

| Demographic | Very effective | Somewhat effective | Not very effective | Not effective at all | Total N |
|-----------------------------------|----------------|--------------------|--------------------|----------------------|---------|
| Adults | 37% (809) | 40% (878) | 14% (301) | 10% (212) | 2200 |
| Ethnicity: Black | 39% (108) | 37% (101) | 11% (30) | 13% (36) | 274 |
| Ethnicity: Other | 31% (64) | 39% (80) | 16% (33) | 13% (27) | 204 |
| All Christian | 38% (396) | 41% (429) | 15% (156) | 6% (63) | 1044 |
| All Non-Christian | 49% (71) | 29% (41) | 13% (19) | 9% (12) | 144 |
| Atheist | 31% (30) | 52% (51) | 10% (9) | 8% (8) | 98 |
| Agnostic/Nothing in particular | 32% (177) | 37% (205) | 14% (80) | 16% (90) | 552 |
| Something Else | 37% (134) | 42% (152) | 10% (37) | 11% (39) | 362 |
| Religious Non-Protestant/Catholic | 51% (85) | 29% (48) | 12% (20) | 8% (12) | 165 |
| Evangelical | 40% (225) | 42% (236) | 10% (58) | 9% (48) | 567 |
| Non-Evangelical | 36% (286) | 41% (325) | 16% (127) | 7% (53) | 792 |
| Community: Urban | 42% (280) | 35% (232) | 13% (87) | 10% (63) | 663 |
| Community: Suburban | 35% (345) | 43% (426) | 14% (136) | 9% (88) | 995 |
| Community: Rural | 34% (183) | 41% (221) | 14% (78) | 11% (60) | 543 |
| Employ: Private Sector | 41% (274) | 39% (264) | 12% (83) | 7% (50) | 671 |
| Employ: Government | 41% (43) | 31% (33) | 19% (20) | 9% (10) | 106 |
| Employ: Self-Employed | 32% (67) | 45% (95) | 16% (34) | 6% (13) | 208 |
| Employ: Homemaker | 36% (59) | 42% (71) | 9% (14) | 13% (22) | 167 |
| Employ: Retired | 35% (187) | 43% (226) | 15% (78) | 7% (37) | 529 |
| Employ: Unemployed | 35% (100) | 35% (101) | 14% (40) | 17% (48) | 290 |
| Employ: Other | 31% (43) | 39% (54) | 14% (19) | 16% (22) | 138 |
| Military HH: Yes | 31% (116) | 43% (158) | 18% (65) | 8% (30) | 369 |
| Military HH: No | 38% (693) | 39% (720) | 13% (236) | 10% (182) | 1831 |
| RD/WT: Right Direction | 35% (230) | 40% (263) | 14% (93) | 11% (73) | 658 |
| RD/WT: Wrong Track | 38% (579) | 40% (616) | 14% (208) | 9% (139) | 1542 |
| Trump Job Approve | 31% (269) | 43% (372) | 17% (144) | 10% (83) | 868 |
| Trump Job Disapprove | 43% (529) | 39% (487) | 11% (141) | 7% (82) | 1239 |
| Trump Job Strongly Approve | 35% (173) | 40% (199) | 16% (80) | 9% (43) | 496 |
| Trump Job Somewhat Approve | 26% (96) | 46% (173) | 17% (64) | 11% (40) | 372 |
| Trump Job Somewhat Disapprove | 32% (86) | 47% (129) | 14% (38) | 7% (20) | 273 |
| Trump Job Strongly Disapprove | 46% (443) | 37% (358) | 11% (103) | 6% (62) | 966 |

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Table MCBR12_2: How effective are the following types of messages from companies publicly encouraging their employees and customers to vote?
A message focused on empowerment and the idea that your individual vote counts

| Demographic | Very effective | Somewhat effective | Not very effective | Not effective at all | Total N |
|--------------------------------------|----------------|--------------------|--------------------|----------------------|---------|
| Adults | 37% (809) | 40% (878) | 14% (301) | 10% (212) | 2200 |
| Favorable of Trump | 31% (276) | 43% (381) | 17% (147) | 10% (87) | 890 |
| Unfavorable of Trump | 43% (520) | 39% (472) | 11% (140) | 7% (84) | 1216 |
| Very Favorable of Trump | 34% (186) | 39% (214) | 17% (94) | 9% (49) | 543 |
| Somewhat Favorable of Trump | 26% (89) | 48% (167) | 15% (54) | 11% (37) | 347 |
| Somewhat Unfavorable of Trump | 30% (66) | 47% (101) | 15% (33) | 7% (15) | 215 |
| Very Unfavorable of Trump | 45% (454) | 37% (370) | 11% (106) | 7% (69) | 1000 |
| #1 Issue: Economy | 35% (277) | 42% (332) | 13% (99) | 10% (80) | 789 |
| #1 Issue: Security | 34% (74) | 42% (93) | 15% (32) | 10% (21) | 220 |
| #1 Issue: Health Care | 40% (191) | 39% (184) | 13% (63) | 7% (33) | 471 |
| #1 Issue: Medicare / Social Security | 36% (109) | 39% (120) | 13% (40) | 12% (36) | 304 |
| #1 Issue: Women's Issues | 41% (45) | 30% (32) | 18% (19) | 11% (11) | 108 |
| #1 Issue: Education | 42% (33) | 50% (40) | 4% (3) | 5% (4) | 79 |
| #1 Issue: Energy | 43% (39) | 26% (24) | 14% (12) | 17% (16) | 91 |
| #1 Issue: Other | 30% (42) | 39% (53) | 23% (31) | 8% (11) | 138 |
| 2018 House Vote: Democrat | 49% (368) | 39% (287) | 8% (59) | 4% (29) | 744 |
| 2018 House Vote: Republican | 30% (190) | 44% (279) | 16% (99) | 10% (62) | 630 |
| 2018 House Vote: Someone else | 31% (18) | 49% (29) | 4% (2) | 15% (9) | 59 |
| 2016 Vote: Hillary Clinton | 50% (341) | 38% (262) | 7% (47) | 4% (30) | 680 |
| 2016 Vote: Donald Trump | 31% (216) | 43% (294) | 18% (122) | 8% (58) | 691 |
| 2016 Vote: Other | 26% (26) | 51% (51) | 15% (15) | 8% (8) | 100 |
| 2016 Vote: Didn't Vote | 31% (226) | 37% (269) | 16% (117) | 15% (110) | 722 |
| Voted in 2014: Yes | 40% (489) | 42% (513) | 12% (144) | 7% (82) | 1227 |
| Voted in 2014: No | 33% (320) | 38% (366) | 16% (157) | 13% (129) | 973 |
| 2012 Vote: Barack Obama | 47% (411) | 38% (329) | 9% (82) | 5% (43) | 865 |
| 2012 Vote: Mitt Romney | 26% (116) | 47% (210) | 18% (82) | 9% (39) | 447 |
| 2012 Vote: Other | 27% (15) | 42% (23) | 17% (10) | 13% (7) | 55 |
| 2012 Vote: Didn't Vote | 32% (266) | 38% (314) | 15% (128) | 15% (122) | 830 |

Continued on next page

Table MCBR12_2: How effective are the following types of messages from companies publicly encouraging their employees and customers to vote?
 A message focused on empowerment and the idea that your individual vote counts

| Demographic | Very effective | | Somewhat effective | | Not very effective | | Not effective at all | | Total N |
|-------------------------------|----------------|-------|--------------------|-------|--------------------|-------|----------------------|-------|---------|
| Adults | 37% | (809) | 40% | (878) | 14% | (301) | 10% | (212) | 2200 |
| 4-Region: Northeast | 41% | (160) | 39% | (154) | 14% | (54) | 6% | (25) | 394 |
| 4-Region: Midwest | 37% | (170) | 40% | (187) | 12% | (54) | 11% | (51) | 462 |
| 4-Region: South | 33% | (275) | 40% | (326) | 16% | (128) | 11% | (95) | 824 |
| 4-Region: West | 39% | (204) | 41% | (212) | 12% | (64) | 8% | (40) | 520 |
| Favorable of Biden | 48% | (539) | 38% | (433) | 10% | (109) | 5% | (53) | 1134 |
| Unfavorable of Biden | 26% | (240) | 43% | (392) | 19% | (170) | 11% | (104) | 906 |
| Very favorable of Biden | 56% | (354) | 35% | (220) | 6% | (35) | 4% | (24) | 634 |
| Somewhat favorable of Biden | 37% | (185) | 43% | (213) | 15% | (74) | 6% | (29) | 500 |
| Somewhat unfavorable of Biden | 16% | (34) | 53% | (118) | 18% | (39) | 13% | (29) | 220 |
| Very unfavorable of Biden | 30% | (205) | 40% | (275) | 19% | (132) | 11% | (75) | 686 |

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

Table MCBR12_3: How effective are the following types of messages from companies publicly encouraging their employees and customers to vote?
A message focused on the importance of voting in state and local elections

| Demographic | Very effective | | Somewhat effective | | Not very effective | | Not effective at all | | Total N |
|--------------------------|----------------|-------|--------------------|-------|--------------------|-------|----------------------|-------|---------|
| Adults | 35% | (765) | 42% | (927) | 14% | (303) | 9% | (205) | 2200 |
| Gender: Male | 34% | (362) | 44% | (469) | 14% | (143) | 8% | (87) | 1062 |
| Gender: Female | 35% | (403) | 40% | (458) | 14% | (159) | 10% | (118) | 1138 |
| Age: 18-34 | 34% | (225) | 38% | (249) | 14% | (95) | 13% | (86) | 655 |
| Age: 35-44 | 37% | (133) | 43% | (154) | 10% | (36) | 10% | (35) | 358 |
| Age: 45-64 | 35% | (261) | 42% | (318) | 15% | (116) | 7% | (56) | 751 |
| Age: 65+ | 34% | (147) | 47% | (205) | 13% | (56) | 6% | (28) | 436 |
| GenZers: 1997-2012 | 32% | (84) | 37% | (95) | 18% | (48) | 13% | (33) | 260 |
| Millennials: 1981-1996 | 36% | (208) | 40% | (232) | 11% | (62) | 13% | (73) | 576 |
| GenXers: 1965-1980 | 36% | (187) | 45% | (235) | 11% | (57) | 8% | (44) | 523 |
| Baby Boomers: 1946-1964 | 35% | (257) | 42% | (310) | 16% | (119) | 7% | (51) | 736 |
| PID: Dem (no lean) | 47% | (379) | 38% | (308) | 10% | (77) | 5% | (41) | 804 |
| PID: Ind (no lean) | 25% | (180) | 44% | (316) | 17% | (119) | 15% | (105) | 720 |
| PID: Rep (no lean) | 31% | (207) | 45% | (303) | 16% | (107) | 9% | (59) | 676 |
| PID/Gender: Dem Men | 49% | (175) | 41% | (149) | 8% | (30) | 2% | (7) | 361 |
| PID/Gender: Dem Women | 46% | (203) | 36% | (159) | 11% | (47) | 8% | (34) | 443 |
| PID/Gender: Ind Men | 23% | (74) | 46% | (148) | 15% | (48) | 15% | (49) | 318 |
| PID/Gender: Ind Women | 26% | (106) | 42% | (168) | 18% | (72) | 14% | (56) | 402 |
| PID/Gender: Rep Men | 30% | (113) | 45% | (173) | 17% | (66) | 8% | (31) | 383 |
| PID/Gender: Rep Women | 32% | (94) | 45% | (131) | 14% | (41) | 9% | (28) | 293 |
| Ideo: Liberal (1-3) | 54% | (322) | 34% | (206) | 8% | (48) | 4% | (25) | 601 |
| Ideo: Moderate (4) | 33% | (240) | 44% | (322) | 14% | (101) | 9% | (68) | 731 |
| Ideo: Conservative (5-7) | 25% | (172) | 48% | (332) | 18% | (124) | 9% | (59) | 687 |
| Educ: < College | 33% | (502) | 41% | (615) | 15% | (224) | 11% | (171) | 1512 |
| Educ: Bachelors degree | 36% | (161) | 47% | (208) | 12% | (52) | 5% | (23) | 444 |
| Educ: Post-grad | 42% | (102) | 43% | (104) | 11% | (27) | 4% | (10) | 244 |
| Income: Under 50k | 34% | (381) | 40% | (456) | 15% | (170) | 11% | (122) | 1128 |
| Income: 50k-100k | 33% | (228) | 45% | (310) | 12% | (82) | 10% | (66) | 686 |
| Income: 100k+ | 41% | (157) | 42% | (162) | 13% | (50) | 4% | (17) | 386 |
| Ethnicity: White | 35% | (601) | 43% | (738) | 14% | (242) | 8% | (141) | 1722 |
| Ethnicity: Hispanic | 40% | (141) | 34% | (120) | 18% | (63) | 7% | (25) | 349 |

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Table MCBR12_3: How effective are the following types of messages from companies publicly encouraging their employees and customers to vote?
A message focused on the importance of voting in state and local elections

| Demographic | Very effective | Somewhat effective | Not very effective | Not effective at all | Total N |
|-----------------------------------|----------------|--------------------|--------------------|----------------------|---------|
| Adults | 35% (765) | 42% (927) | 14% (303) | 9% (205) | 2200 |
| Ethnicity: Black | 38% (104) | 39% (108) | 9% (25) | 13% (37) | 274 |
| Ethnicity: Other | 30% (61) | 40% (81) | 17% (35) | 13% (27) | 204 |
| All Christian | 35% (368) | 43% (446) | 15% (158) | 7% (71) | 1044 |
| All Non-Christian | 46% (66) | 39% (57) | 10% (15) | 5% (7) | 144 |
| Atheist | 30% (29) | 50% (49) | 15% (14) | 5% (5) | 98 |
| Agnostic/Nothing in particular | 31% (169) | 40% (224) | 13% (73) | 16% (87) | 552 |
| Something Else | 37% (133) | 42% (152) | 12% (42) | 10% (35) | 362 |
| Religious Non-Protestant/Catholic | 47% (77) | 39% (65) | 10% (16) | 4% (7) | 165 |
| Evangelical | 38% (217) | 41% (235) | 13% (71) | 8% (44) | 567 |
| Non-Evangelical | 34% (269) | 43% (341) | 15% (121) | 8% (61) | 792 |
| Community: Urban | 40% (264) | 37% (247) | 14% (93) | 9% (58) | 663 |
| Community: Suburban | 32% (322) | 46% (461) | 13% (125) | 9% (86) | 995 |
| Community: Rural | 33% (179) | 40% (219) | 15% (84) | 11% (61) | 543 |
| Employ: Private Sector | 40% (265) | 41% (274) | 13% (88) | 7% (44) | 671 |
| Employ: Government | 30% (32) | 44% (47) | 13% (13) | 13% (14) | 106 |
| Employ: Self-Employed | 25% (53) | 53% (111) | 15% (31) | 7% (14) | 208 |
| Employ: Homemaker | 38% (63) | 36% (60) | 12% (20) | 14% (23) | 167 |
| Employ: Retired | 33% (175) | 46% (243) | 14% (76) | 7% (35) | 529 |
| Employ: Unemployed | 34% (99) | 37% (109) | 13% (38) | 15% (45) | 290 |
| Employ: Other | 36% (49) | 35% (48) | 15% (20) | 15% (21) | 138 |
| Military HH: Yes | 32% (118) | 45% (168) | 16% (60) | 6% (23) | 369 |
| Military HH: No | 35% (647) | 41% (759) | 13% (243) | 10% (181) | 1831 |
| RD/WT: Right Direction | 34% (222) | 42% (274) | 15% (100) | 9% (62) | 658 |
| RD/WT: Wrong Track | 35% (543) | 42% (653) | 13% (203) | 9% (142) | 1542 |
| Trump Job Approve | 30% (262) | 44% (382) | 17% (144) | 9% (80) | 868 |
| Trump Job Disapprove | 40% (496) | 42% (525) | 11% (141) | 6% (77) | 1239 |
| Trump Job Strongly Approve | 35% (171) | 39% (195) | 17% (86) | 9% (43) | 496 |
| Trump Job Somewhat Approve | 24% (91) | 50% (186) | 16% (58) | 10% (37) | 372 |
| Trump Job Somewhat Disapprove | 28% (76) | 55% (152) | 12% (33) | 5% (13) | 273 |
| Trump Job Strongly Disapprove | 44% (421) | 39% (373) | 11% (108) | 7% (64) | 966 |

Continued on next page

Table MCBR12_3: How effective are the following types of messages from companies publicly encouraging their employees and customers to vote?
A message focused on the importance of voting in state and local elections

| Demographic | Very effective | Somewhat effective | Not very effective | Not effective at all | Total N |
|--------------------------------------|----------------|--------------------|--------------------|----------------------|---------|
| Adults | 35% (765) | 42% (927) | 14% (303) | 9% (205) | 2200 |
| Favorable of Trump | 30% (265) | 45% (398) | 16% (146) | 9% (82) | 890 |
| Unfavorable of Trump | 40% (491) | 42% (505) | 11% (139) | 7% (81) | 1216 |
| Very Favorable of Trump | 35% (189) | 40% (217) | 16% (89) | 9% (48) | 543 |
| Somewhat Favorable of Trump | 22% (75) | 52% (181) | 16% (57) | 10% (34) | 347 |
| Somewhat Unfavorable of Trump | 29% (64) | 53% (115) | 11% (24) | 6% (13) | 215 |
| Very Unfavorable of Trump | 43% (427) | 39% (390) | 12% (116) | 7% (68) | 1000 |
| #1 Issue: Economy | 31% (243) | 45% (359) | 14% (108) | 10% (79) | 789 |
| #1 Issue: Security | 32% (71) | 45% (100) | 15% (33) | 8% (17) | 220 |
| #1 Issue: Health Care | 39% (185) | 42% (196) | 12% (58) | 7% (32) | 471 |
| #1 Issue: Medicare / Social Security | 35% (106) | 40% (120) | 14% (44) | 11% (34) | 304 |
| #1 Issue: Women's Issues | 43% (46) | 33% (35) | 12% (13) | 13% (14) | 108 |
| #1 Issue: Education | 41% (32) | 40% (32) | 14% (11) | 5% (4) | 79 |
| #1 Issue: Energy | 45% (41) | 36% (33) | 8% (8) | 11% (10) | 91 |
| #1 Issue: Other | 30% (42) | 38% (53) | 20% (28) | 11% (15) | 138 |
| 2018 House Vote: Democrat | 46% (343) | 40% (295) | 10% (75) | 4% (30) | 744 |
| 2018 House Vote: Republican | 29% (184) | 46% (288) | 17% (106) | 8% (52) | 630 |
| 2018 House Vote: Someone else | 35% (21) | 44% (26) | 8% (5) | 13% (8) | 59 |
| 2016 Vote: Hillary Clinton | 47% (318) | 40% (271) | 8% (55) | 5% (36) | 680 |
| 2016 Vote: Donald Trump | 32% (218) | 43% (298) | 17% (120) | 8% (55) | 691 |
| 2016 Vote: Other | 29% (29) | 49% (49) | 18% (19) | 4% (4) | 100 |
| 2016 Vote: Didn't Vote | 27% (198) | 42% (305) | 15% (110) | 15% (109) | 722 |
| Voted in 2014: Yes | 39% (476) | 43% (524) | 13% (156) | 6% (72) | 1227 |
| Voted in 2014: No | 30% (290) | 41% (404) | 15% (147) | 14% (133) | 973 |
| 2012 Vote: Barack Obama | 46% (396) | 40% (345) | 10% (83) | 5% (42) | 865 |
| 2012 Vote: Mitt Romney | 27% (121) | 49% (218) | 16% (72) | 8% (35) | 447 |
| 2012 Vote: Other | 27% (15) | 43% (24) | 24% (13) | 6% (3) | 55 |
| 2012 Vote: Didn't Vote | 28% (233) | 41% (338) | 16% (134) | 15% (125) | 830 |

Continued on next page

Table MCBR12_3: How effective are the following types of messages from companies publicly encouraging their employees and customers to vote?
 A message focused on the importance of voting in state and local elections

| Demographic | Very effective | | Somewhat effective | | Not very effective | | Not effective at all | | Total N |
|-------------------------------|----------------|-------|--------------------|-------|--------------------|-------|----------------------|-------|---------|
| Adults | 35% | (765) | 42% | (927) | 14% | (303) | 9% | (205) | 2200 |
| 4-Region: Northeast | 36% | (140) | 44% | (175) | 14% | (55) | 6% | (23) | 394 |
| 4-Region: Midwest | 34% | (159) | 42% | (196) | 12% | (56) | 11% | (52) | 462 |
| 4-Region: South | 30% | (251) | 42% | (348) | 16% | (129) | 12% | (96) | 824 |
| 4-Region: West | 41% | (215) | 40% | (209) | 12% | (62) | 7% | (34) | 520 |
| Favorable of Biden | 45% | (509) | 40% | (456) | 10% | (113) | 5% | (57) | 1134 |
| Unfavorable of Biden | 26% | (231) | 46% | (416) | 18% | (166) | 10% | (93) | 906 |
| Very favorable of Biden | 54% | (343) | 34% | (213) | 8% | (52) | 4% | (27) | 634 |
| Somewhat favorable of Biden | 33% | (166) | 49% | (244) | 12% | (61) | 6% | (30) | 500 |
| Somewhat unfavorable of Biden | 17% | (37) | 57% | (125) | 17% | (37) | 10% | (22) | 220 |
| Very unfavorable of Biden | 28% | (194) | 42% | (291) | 19% | (129) | 10% | (72) | 686 |

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

Table MCBR12_4: How effective are the following types of messages from companies publicly encouraging their employees and customers to vote?
A message focused on the ease of voting

| Demographic | Very effective | | Somewhat effective | | Not very effective | | Not effective at all | | Total N |
|--------------------------|----------------|-------|--------------------|-------|--------------------|-------|----------------------|-------|---------|
| Adults | 32% | (699) | 44% | (969) | 14% | (312) | 10% | (220) | 2200 |
| Gender: Male | 33% | (353) | 44% | (468) | 14% | (147) | 9% | (94) | 1062 |
| Gender: Female | 30% | (346) | 44% | (501) | 14% | (165) | 11% | (127) | 1138 |
| Age: 18-34 | 32% | (212) | 40% | (265) | 14% | (91) | 13% | (88) | 655 |
| Age: 35-44 | 36% | (127) | 45% | (162) | 9% | (34) | 10% | (35) | 358 |
| Age: 45-64 | 31% | (234) | 44% | (330) | 16% | (121) | 9% | (67) | 751 |
| Age: 65+ | 29% | (126) | 49% | (212) | 15% | (67) | 7% | (31) | 436 |
| GenZers: 1997-2012 | 29% | (74) | 38% | (98) | 19% | (48) | 15% | (39) | 260 |
| Millennials: 1981-1996 | 35% | (200) | 43% | (250) | 10% | (58) | 12% | (67) | 576 |
| GenXers: 1965-1980 | 35% | (184) | 43% | (223) | 12% | (62) | 10% | (54) | 523 |
| Baby Boomers: 1946-1964 | 29% | (215) | 47% | (348) | 16% | (118) | 8% | (55) | 736 |
| PID: Dem (no lean) | 42% | (340) | 41% | (327) | 12% | (93) | 5% | (44) | 804 |
| PID: Ind (no lean) | 22% | (156) | 46% | (333) | 16% | (116) | 16% | (115) | 720 |
| PID: Rep (no lean) | 30% | (203) | 46% | (309) | 15% | (103) | 9% | (61) | 676 |
| PID/Gender: Dem Men | 46% | (165) | 42% | (153) | 10% | (37) | 2% | (6) | 361 |
| PID/Gender: Dem Women | 40% | (175) | 39% | (174) | 13% | (56) | 9% | (38) | 443 |
| PID/Gender: Ind Men | 22% | (71) | 46% | (145) | 14% | (45) | 18% | (57) | 318 |
| PID/Gender: Ind Women | 21% | (85) | 47% | (188) | 18% | (71) | 14% | (58) | 402 |
| PID/Gender: Rep Men | 31% | (117) | 44% | (169) | 17% | (66) | 8% | (31) | 383 |
| PID/Gender: Rep Women | 29% | (86) | 48% | (139) | 13% | (37) | 10% | (31) | 293 |
| Ideo: Liberal (1-3) | 46% | (278) | 39% | (232) | 10% | (62) | 5% | (29) | 601 |
| Ideo: Moderate (4) | 30% | (221) | 47% | (343) | 13% | (96) | 10% | (72) | 731 |
| Ideo: Conservative (5-7) | 25% | (170) | 47% | (321) | 20% | (135) | 9% | (61) | 687 |
| Educ: < College | 31% | (471) | 43% | (643) | 14% | (215) | 12% | (182) | 1512 |
| Educ: Bachelors degree | 30% | (133) | 50% | (220) | 14% | (63) | 6% | (27) | 444 |
| Educ: Post-grad | 39% | (94) | 43% | (105) | 14% | (34) | 4% | (11) | 244 |
| Income: Under 50k | 30% | (341) | 43% | (488) | 15% | (164) | 12% | (134) | 1128 |
| Income: 50k-100k | 32% | (218) | 46% | (316) | 13% | (87) | 9% | (64) | 686 |
| Income: 100k+ | 36% | (139) | 42% | (164) | 16% | (61) | 6% | (22) | 386 |
| Ethnicity: White | 32% | (547) | 45% | (775) | 14% | (248) | 9% | (152) | 1722 |
| Ethnicity: Hispanic | 42% | (148) | 39% | (138) | 10% | (35) | 8% | (29) | 349 |

Continued on next page

Table MCBR12_4: How effective are the following types of messages from companies publicly encouraging their employees and customers to vote?
A message focused on the ease of voting

| Demographic | Very effective | Somewhat effective | Not very effective | Not effective at all | Total N |
|-----------------------------------|----------------|--------------------|--------------------|----------------------|---------|
| Adults | 32% (699) | 44% (969) | 14% (312) | 10% (220) | 2200 |
| Ethnicity: Black | 31% (86) | 41% (113) | 13% (37) | 14% (39) | 274 |
| Ethnicity: Other | 32% (66) | 40% (81) | 14% (28) | 15% (30) | 204 |
| All Christian | 32% (334) | 45% (474) | 16% (163) | 7% (73) | 1044 |
| All Non-Christian | 44% (63) | 36% (52) | 15% (21) | 6% (8) | 144 |
| Atheist | 25% (25) | 54% (53) | 15% (14) | 6% (6) | 98 |
| Agnostic/Nothing in particular | 26% (145) | 42% (231) | 15% (80) | 18% (97) | 552 |
| Something Else | 36% (132) | 44% (160) | 9% (33) | 10% (37) | 362 |
| Religious Non-Protestant/Catholic | 42% (70) | 39% (64) | 14% (23) | 5% (9) | 165 |
| Evangelical | 36% (204) | 44% (250) | 12% (66) | 9% (48) | 567 |
| Non-Evangelical | 32% (250) | 45% (357) | 16% (124) | 8% (60) | 792 |
| Community: Urban | 39% (261) | 38% (252) | 13% (86) | 10% (64) | 663 |
| Community: Suburban | 28% (281) | 47% (467) | 16% (155) | 9% (92) | 995 |
| Community: Rural | 29% (156) | 46% (250) | 13% (72) | 12% (65) | 543 |
| Employ: Private Sector | 36% (241) | 43% (288) | 15% (98) | 7% (44) | 671 |
| Employ: Government | 28% (29) | 40% (43) | 19% (21) | 13% (14) | 106 |
| Employ: Self-Employed | 30% (62) | 52% (108) | 12% (26) | 6% (13) | 208 |
| Employ: Homemaker | 33% (56) | 41% (68) | 13% (21) | 13% (22) | 167 |
| Employ: Retired | 29% (152) | 46% (245) | 17% (92) | 7% (39) | 529 |
| Employ: Unemployed | 31% (90) | 40% (117) | 9% (25) | 20% (57) | 290 |
| Employ: Other | 26% (36) | 49% (68) | 8% (11) | 17% (23) | 138 |
| Military HH: Yes | 35% (128) | 43% (157) | 16% (60) | 6% (23) | 369 |
| Military HH: No | 31% (571) | 44% (811) | 14% (252) | 11% (197) | 1831 |
| RD/WT: Right Direction | 32% (212) | 41% (267) | 17% (110) | 11% (70) | 658 |
| RD/WT: Wrong Track | 32% (487) | 46% (702) | 13% (203) | 10% (150) | 1542 |
| Trump Job Approve | 28% (241) | 46% (402) | 16% (140) | 10% (84) | 868 |
| Trump Job Disapprove | 36% (449) | 44% (545) | 13% (159) | 7% (85) | 1239 |
| Trump Job Strongly Approve | 31% (154) | 43% (215) | 17% (85) | 8% (41) | 496 |
| Trump Job Somewhat Approve | 23% (87) | 50% (187) | 15% (55) | 12% (43) | 372 |
| Trump Job Somewhat Disapprove | 28% (77) | 48% (132) | 18% (48) | 6% (17) | 273 |
| Trump Job Strongly Disapprove | 39% (372) | 43% (414) | 12% (111) | 7% (69) | 966 |

Continued on next page

Table MCBR12_4: How effective are the following types of messages from companies publicly encouraging their employees and customers to vote?
A message focused on the ease of voting

| Demographic | Very effective | Somewhat effective | Not very effective | Not effective at all | Total N |
|--------------------------------------|----------------|--------------------|--------------------|----------------------|---------|
| Adults | 32% (699) | 44% (969) | 14% (312) | 10% (220) | 2200 |
| Favorable of Trump | 28% (248) | 46% (410) | 16% (145) | 10% (87) | 890 |
| Unfavorable of Trump | 36% (439) | 44% (533) | 13% (154) | 7% (90) | 1216 |
| Very Favorable of Trump | 33% (178) | 41% (224) | 17% (90) | 9% (51) | 543 |
| Somewhat Favorable of Trump | 20% (70) | 54% (186) | 16% (55) | 10% (36) | 347 |
| Somewhat Unfavorable of Trump | 30% (64) | 47% (102) | 15% (32) | 8% (17) | 215 |
| Very Unfavorable of Trump | 37% (374) | 43% (431) | 12% (122) | 7% (73) | 1000 |
| #1 Issue: Economy | 30% (238) | 45% (358) | 14% (109) | 11% (84) | 789 |
| #1 Issue: Security | 27% (59) | 49% (107) | 16% (35) | 8% (18) | 220 |
| #1 Issue: Health Care | 38% (178) | 41% (192) | 15% (68) | 7% (33) | 471 |
| #1 Issue: Medicare / Social Security | 32% (97) | 41% (125) | 13% (39) | 14% (44) | 304 |
| #1 Issue: Women's Issues | 34% (36) | 36% (38) | 17% (18) | 14% (15) | 108 |
| #1 Issue: Education | 33% (26) | 53% (42) | 9% (7) | 5% (4) | 79 |
| #1 Issue: Energy | 36% (33) | 42% (38) | 12% (11) | 10% (9) | 91 |
| #1 Issue: Other | 23% (32) | 49% (68) | 18% (24) | 10% (13) | 138 |
| 2018 House Vote: Democrat | 42% (311) | 43% (322) | 11% (80) | 4% (31) | 744 |
| 2018 House Vote: Republican | 29% (180) | 45% (283) | 17% (106) | 10% (60) | 630 |
| 2018 House Vote: Someone else | 16% (9) | 56% (33) | 14% (8) | 14% (8) | 59 |
| 2016 Vote: Hillary Clinton | 43% (294) | 42% (288) | 9% (62) | 5% (35) | 680 |
| 2016 Vote: Donald Trump | 29% (198) | 45% (311) | 18% (122) | 9% (60) | 691 |
| 2016 Vote: Other | 23% (23) | 52% (52) | 17% (17) | 8% (8) | 100 |
| 2016 Vote: Didn't Vote | 25% (179) | 44% (316) | 15% (111) | 16% (116) | 722 |
| Voted in 2014: Yes | 35% (426) | 45% (552) | 14% (169) | 7% (80) | 1227 |
| Voted in 2014: No | 28% (273) | 43% (416) | 15% (143) | 14% (140) | 973 |
| 2012 Vote: Barack Obama | 42% (361) | 44% (378) | 10% (83) | 5% (42) | 865 |
| 2012 Vote: Mitt Romney | 25% (111) | 47% (208) | 20% (88) | 9% (40) | 447 |
| 2012 Vote: Other | 19% (10) | 48% (27) | 20% (11) | 13% (7) | 55 |
| 2012 Vote: Didn't Vote | 26% (216) | 43% (353) | 16% (130) | 16% (131) | 830 |

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Table MCBR12_4: How effective are the following types of messages from companies publicly encouraging their employees and customers to vote?
 A message focused on the ease of voting

| Demographic | Very effective | | Somewhat effective | | Not very effective | | Not effective at all | | Total N |
|-------------------------------|----------------|-------|--------------------|-------|--------------------|-------|----------------------|-------|---------|
| Adults | 32% | (699) | 44% | (969) | 14% | (312) | 10% | (220) | 2200 |
| 4-Region: Northeast | 36% | (141) | 44% | (174) | 14% | (53) | 6% | (25) | 394 |
| 4-Region: Midwest | 30% | (140) | 44% | (204) | 14% | (63) | 12% | (56) | 462 |
| 4-Region: South | 26% | (214) | 46% | (376) | 16% | (130) | 13% | (104) | 824 |
| 4-Region: West | 39% | (204) | 41% | (215) | 13% | (66) | 7% | (35) | 520 |
| Favorable of Biden | 41% | (467) | 43% | (483) | 11% | (125) | 5% | (60) | 1134 |
| Unfavorable of Biden | 23% | (213) | 47% | (424) | 19% | (168) | 11% | (101) | 906 |
| Very favorable of Biden | 52% | (332) | 35% | (222) | 8% | (54) | 4% | (26) | 634 |
| Somewhat favorable of Biden | 27% | (135) | 52% | (261) | 14% | (71) | 7% | (33) | 500 |
| Somewhat unfavorable of Biden | 16% | (35) | 55% | (120) | 19% | (42) | 10% | (23) | 220 |
| Very unfavorable of Biden | 26% | (177) | 44% | (304) | 18% | (126) | 11% | (78) | 686 |

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 | 260 | 12% |
| | Millennials: 1981-1996 | 576 | 26% |
| | GenXers: 1965-1980 | 523 | 24% |
| | Baby Boomers: 1946-1964 | 736 | 33% |
| | N | 2094 | |
| xpid3 | PID: Dem (no lean) | 804 | 37% |
| | PID: Ind (no lean) | 720 | 33% |
| | PID: Rep (no lean) | 676 | 31% |
| | N | 2200 | |
| xpidGender | PID/Gender: Dem Men | 361 | 16% |
| | PID/Gender: Dem Women | 443 | 20% |
| | PID/Gender: Ind Men | 318 | 14% |
| | PID/Gender: Ind Women | 402 | 18% |
| | PID/Gender: Rep Men | 383 | 17% |
| | PID/Gender: Rep Women | 293 | 13% |
| | N | 2200 | |
| xdemIdeo3 | Ideo: Liberal (1-3) | 601 | 27% |
| | Ideo: Moderate (4) | 731 | 33% |
| | Ideo: Conservative (5-7) | 687 | 31% |
| | N | 2019 | |
| 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 | 1128 | 51% |
| | Income: 50k-100k | 686 | 31% |
| | Income: 100k+ | 386 | 18% |
| | N | 2200 | |
| xdemWhite | Ethnicity: White | 1722 | 78% |
| xdemHispBin | Ethnicity: Hispanic | 349 | 16% |
| demBlackBin | Ethnicity: Black | 274 | 12% |
| demRaceOther | Ethnicity: Other | 204 | 9% |
| xdemReligion | All Christian | 1044 | 47% |
| | All Non-Christian | 144 | 7% |
| | Atheist | 98 | 4% |
| | Agnostic/Nothing in particular | 552 | 25% |
| | Something Else | 362 | 16% |
| | N | 2200 | |
| xdemReligOther | Religious Non-Protestant/Catholic | 165 | 8% |
| xdemEvang | Evangelical | 567 | 26% |
| | Non-Evangelical | 792 | 36% |
| | N | 1359 | |
| xdemUsr | Community: Urban | 663 | 30% |
| | Community: Suburban | 995 | 45% |
| | Community: Rural | 543 | 25% |
| | N | 2200 | |
| xdemEmploy | Employ: Private Sector | 671 | 31% |
| | Employ: Government | 106 | 5% |
| | Employ: Self-Employed | 208 | 9% |
| | Employ: Homemaker | 167 | 8% |
| | Employ: Retired | 529 | 24% |
| | Employ: Unemployed | 290 | 13% |
| | Employ: Other | 138 | 6% |
| | N | 2109 | |
| xdemMilHH1 | Military HH: Yes | 369 | 17% |
| | Military HH: No | 1831 | 83% |
| | N | 2200 | |
| xnrl | RD/WT: Right Direction | 658 | 30% |
| | RD/WT: Wrong Track | 1542 | 70% |
| | N | 2200 | |

Continued on next page

Summary Statistics of Survey Respondent Demographics

| Demographic | Group | Frequency | Percentage |
|----------------|--------------------------------------|-----------|------------|
| Trump_Approve | Trump Job Approve | 868 | 39% |
| | Trump Job Disapprove | 1239 | 56% |
| | N | 2107 | |
| Trump_Approve2 | Trump Job Strongly Approve | 496 | 23% |
| | Trump Job Somewhat Approve | 372 | 17% |
| | Trump Job Somewhat Disapprove | 273 | 12% |
| | Trump Job Strongly Disapprove | 966 | 44% |
| | N | 2107 | |
| Trump_Fav | Favorable of Trump | 890 | 40% |
| | Unfavorable of Trump | 1216 | 55% |
| | N | 2106 | |
| Trump_Fav_FULL | Very Favorable of Trump | 543 | 25% |
| | Somewhat Favorable of Trump | 347 | 16% |
| | Somewhat Unfavorable of Trump | 215 | 10% |
| | Very Unfavorable of Trump | 1000 | 45% |
| | N | 2106 | |
| xnr3 | #1 Issue: Economy | 789 | 36% |
| | #1 Issue: Security | 220 | 10% |
| | #1 Issue: Health Care | 471 | 21% |
| | #1 Issue: Medicare / Social Security | 304 | 14% |
| | #1 Issue: Women's Issues | 108 | 5% |
| | #1 Issue: Education | 79 | 4% |
| | #1 Issue: Energy | 91 | 4% |
| | #1 Issue: Other | 138 | 6% |
| | N | 2200 | |
| xsubVote18O | 2018 House Vote: Democrat | 744 | 34% |
| | 2018 House Vote: Republican | 630 | 29% |
| | 2018 House Vote: Someone else | 59 | 3% |
| | N | 1432 | |
| xsubVote16O | 2016 Vote: Hillary Clinton | 680 | 31% |
| | 2016 Vote: Donald Trump | 691 | 31% |
| | 2016 Vote: Other | 100 | 5% |
| | 2016 Vote: Didn't Vote | 722 | 33% |
| | N | 2193 | |
| xsubVote14O | Voted in 2014: Yes | 1227 | 56% |
| | Voted in 2014: No | 973 | 44% |
| | N | 2200 | |

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Summary Statistics of Survey Respondent Demographics

| Demographic | Group | Frequency | Percentage |
|-------------|-------------------------------|-----------|------------|
| xsubVote12O | 2012 Vote: Barack Obama | 865 | 39% |
| | 2012 Vote: Mitt Romney | 447 | 20% |
| | 2012 Vote: Other | 55 | 3% |
| | 2012 Vote: Didn't Vote | 830 | 38% |
| | N | 2198 | |
| xreg4 | 4-Region: Northeast | 394 | 18% |
| | 4-Region: Midwest | 462 | 21% |
| | 4-Region: South | 824 | 37% |
| | 4-Region: West | 520 | 24% |
| | N | 2200 | |
| MCBRdem1 | Favorable of Biden | 1134 | 52% |
| | Unfavorable of Biden | 906 | 41% |
| | N | 2040 | |
| MCBRdem2 | Very favorable of Biden | 634 | 29% |
| | Somewhat favorable of Biden | 500 | 23% |
| | Somewhat unfavorable of Biden | 220 | 10% |
| | Very unfavorable of Biden | 686 | 31% |
| | N | 2040 | |

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

