



National Tracking Poll #201046
October 14-19, 2020

Crosstabulation Results

Methodology:

This poll was conducted between October 14-October 19, 2020 among a national sample of 999 Hispanic Adults. The interviews were conducted online and the data were weighted to approximate a target sample of Hispanic Adults based on gender, age, and educational attainment. Results from the full survey have a margin of error of plus or minus 3 percentage points.

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Crosstabulation Results by Respondent Demographics

Table MCFE1: Have you heard the term Latinx?

Demographic	Yes	No	Total N
Hispanic Adults	66% (660)	34% (339)	999
Gender: Male	67% (334)	33% (166)	500
Gender: Female	65% (326)	35% (173)	499
Age: 18-34	68% (256)	32% (121)	378
Age: 35-44	68% (150)	32% (72)	222
Age: 45-64	64% (187)	36% (103)	290
Age: 65+	61% (67)	39% (43)	110
GenZers: 1997-2012	72% (98)	28% (38)	137
Millennials: 1981-1996	65% (234)	35% (128)	361
GenXers: 1965-1980	68% (195)	32% (94)	289
Baby Boomers: 1946-1964	63% (121)	37% (70)	191
PID: Dem (no lean)	68% (303)	32% (141)	444
PID: Ind (no lean)	67% (215)	33% (104)	319
PID: Rep (no lean)	60% (142)	40% (94)	236
PID/Gender: Dem Men	65% (130)	35% (69)	199
PID/Gender: Dem Women	71% (173)	29% (72)	245
PID/Gender: Ind Men	72% (113)	28% (43)	156
PID/Gender: Ind Women	63% (102)	37% (61)	162
PID/Gender: Rep Men	63% (90)	37% (53)	144
PID/Gender: Rep Women	56% (52)	44% (41)	92
Ideo: Liberal (1-3)	72% (245)	28% (96)	341
Ideo: Moderate (4)	70% (236)	30% (101)	337
Ideo: Conservative (5-7)	64% (146)	36% (81)	227
Educ: < College	61% (351)	39% (228)	579
Educ: Bachelors degree	73% (190)	27% (69)	260
Educ: Post-grad	74% (118)	26% (42)	160
Income: Under 50k	58% (297)	42% (218)	514
Income: 50k-100k	74% (232)	26% (81)	313
Income: 100k+	77% (131)	23% (40)	171
Ethnicity: White	67% (423)	33% (210)	633

Continued on next page

Table MCFE1: Have you heard the term Latinx?

Demographic	Yes		No		Total N
Hispanic Adults	66%	(660)	34%	(339)	999
Ethnicity: Hispanic	66%	(660)	34%	(339)	999
Ethnicity: Black	79%	(45)	21%	(12)	57
Ethnicity: Other	62%	(192)	38%	(117)	309
All Christian	69%	(381)	31%	(173)	553
Agnostic/Nothing in particular	63%	(147)	37%	(86)	233
Something Else	59%	(78)	41%	(55)	133
Evangelical	63%	(149)	37%	(89)	238
Non-Evangelical	69%	(300)	31%	(135)	435
Community: Urban	63%	(286)	37%	(168)	454
Community: Suburban	71%	(305)	29%	(126)	431
Community: Rural	60%	(69)	40%	(45)	114
Employ: Private Sector	74%	(275)	26%	(95)	370
Employ: Government	69%	(51)	31%	(24)	75
Employ: Self-Employed	71%	(67)	29%	(27)	95
Employ: Student	69%	(44)	31%	(20)	64
Employ: Retired	56%	(67)	44%	(52)	120
Employ: Unemployed	57%	(89)	43%	(67)	156
Employ: Other	45%	(32)	55%	(38)	70
Military HH: Yes	66%	(78)	34%	(39)	117
Military HH: No	66%	(582)	34%	(300)	882
RD/WT: Right Direction	63%	(169)	37%	(101)	270
RD/WT: Wrong Track	67%	(491)	33%	(238)	729
Trump Job Approve	64%	(205)	36%	(115)	320
Trump Job Disapprove	68%	(433)	32%	(200)	633
Trump Job Strongly Approve	62%	(105)	38%	(65)	170
Trump Job Somewhat Approve	67%	(100)	33%	(50)	150
Trump Job Somewhat Disapprove	61%	(81)	39%	(52)	134
Trump Job Strongly Disapprove	70%	(351)	30%	(148)	499
Favorable of Trump	64%	(204)	36%	(115)	318
Unfavorable of Trump	69%	(428)	31%	(193)	622

Continued on next page

Table MCFE1: Have you heard the term Latinx?

Demographic	Yes		No		Total N
Hispanic Adults	66%	(660)	34%	(339)	999
Very Favorable of Trump	61%	(110)	39%	(69)	180
Somewhat Favorable of Trump	67%	(93)	33%	(45)	138
Somewhat Unfavorable of Trump	65%	(70)	35%	(37)	106
Very Unfavorable of Trump	70%	(359)	30%	(157)	515
#1 Issue: Economy	66%	(257)	34%	(132)	388
#1 Issue: Security	65%	(50)	35%	(27)	77
#1 Issue: Health Care	71%	(150)	29%	(63)	213
#1 Issue: Medicare / Social Security	58%	(44)	42%	(32)	76
#1 Issue: Women's Issues	73%	(48)	27%	(17)	65
#1 Issue: Education	56%	(32)	44%	(25)	57
#1 Issue: Energy	74%	(41)	26%	(15)	56
#1 Issue: Other	57%	(38)	43%	(29)	67
2018 House Vote: Democrat	76%	(285)	24%	(88)	373
2018 House Vote: Republican	66%	(135)	34%	(70)	205
2016 Vote: Hillary Clinton	74%	(267)	26%	(96)	364
2016 Vote: Donald Trump	67%	(146)	33%	(71)	217
2016 Vote: Didn't Vote	58%	(223)	42%	(159)	382
Voted in 2014: Yes	71%	(355)	29%	(147)	502
Voted in 2014: No	61%	(306)	39%	(192)	497
2012 Vote: Barack Obama	74%	(281)	26%	(101)	382
2012 Vote: Mitt Romney	66%	(84)	34%	(43)	128
2012 Vote: Didn't Vote	60%	(281)	40%	(187)	468
4-Region: Northeast	61%	(105)	39%	(66)	170
4-Region: Midwest	72%	(70)	28%	(27)	97
4-Region: South	66%	(293)	34%	(152)	445
4-Region: West	67%	(192)	33%	(95)	286
Mexican	68%	(318)	32%	(147)	465
Puerto Rican	59%	(106)	41%	(74)	179
Cuban	63%	(51)	37%	(30)	81
Other South American	70%	(83)	30%	(36)	119

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Table MCFE1: Have you heard the term Latinx?

Demographic	Yes		No		Total N
Hispanic Adults	66%	(660)	34%	(339)	999
Speaks only English at home	57%	(153)	43%	(113)	265
Speaks mostly English at home	69%	(175)	31%	(79)	254
Speaks both English and Spanish at home	71%	(231)	29%	(92)	323
Speaks mostly Spanish at home	66%	(73)	34%	(38)	111
Trump supporter	63%	(172)	37%	(99)	272
Biden supporter	70%	(401)	30%	(172)	573
Sports fans	69%	(492)	31%	(225)	717
Avid sports fans	70%	(211)	30%	(88)	299
Sports fans, Age: 18-34	71%	(181)	29%	(73)	253
Sports fans, Age: 35-44	70%	(127)	30%	(55)	182
Sports fans, Age: 45-64	68%	(142)	32%	(68)	209
Sports fans, Age: 65+	59%	(43)	41%	(30)	73
Movie studios should diversify teams	70%	(483)	30%	(207)	691
Movie studios should diversify stories	70%	(415)	30%	(180)	595
Concerned about Covid	66%	(568)	34%	(287)	856
No experience with Covid	68%	(222)	32%	(104)	326
Health care major factor for election	67%	(440)	33%	(218)	658
Social media users	66%	(648)	34%	(327)	975
WhatsApp users	65%	(308)	35%	(166)	474
WeChat users	66%	(40)	34%	(21)	61
Social media news source at least once a week	67%	(453)	33%	(226)	679

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

Table MCFE2: *Have you ever used the term Latinx to describe yourself?*

Demographic	Yes		No		Total N
Hispanic Adults	18%	(183)	82%	(816)	999
Gender: Male	21%	(106)	79%	(394)	500
Gender: Female	16%	(78)	84%	(422)	499
Age: 18-34	29%	(110)	71%	(268)	378
Age: 35-44	21%	(47)	79%	(175)	222
Age: 45-64	8%	(22)	92%	(268)	290
Age: 65+	4%	(5)	96%	(105)	110
GenZers: 1997-2012	33%	(45)	67%	(92)	137
Millennials: 1981-1996	26%	(92)	74%	(269)	361
GenXers: 1965-1980	12%	(35)	88%	(253)	289
Baby Boomers: 1946-1964	6%	(11)	94%	(180)	191
PID: Dem (no lean)	21%	(93)	79%	(351)	444
PID: Ind (no lean)	18%	(56)	82%	(263)	319
PID: Rep (no lean)	15%	(34)	85%	(202)	236
PID/Gender: Dem Men	25%	(50)	75%	(149)	199
PID/Gender: Dem Women	18%	(43)	82%	(202)	245
PID/Gender: Ind Men	19%	(30)	81%	(126)	156
PID/Gender: Ind Women	16%	(26)	84%	(136)	162
PID/Gender: Rep Men	18%	(26)	82%	(118)	144
PID/Gender: Rep Women	9%	(9)	91%	(84)	92
Ideo: Liberal (1-3)	28%	(96)	72%	(245)	341
Ideo: Moderate (4)	15%	(51)	85%	(286)	337
Ideo: Conservative (5-7)	12%	(26)	88%	(201)	227
Educ: < College	15%	(87)	85%	(492)	579
Educ: Bachelors degree	23%	(60)	77%	(200)	260
Educ: Post-grad	23%	(36)	77%	(124)	160
Income: Under 50k	16%	(85)	84%	(430)	514
Income: 50k-100k	17%	(53)	83%	(260)	313
Income: 100k+	26%	(45)	74%	(126)	171
Ethnicity: White	17%	(110)	83%	(523)	633
Ethnicity: Hispanic	18%	(183)	82%	(816)	999
Ethnicity: Black	34%	(20)	66%	(38)	57
Ethnicity: Other	17%	(54)	83%	(255)	309

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Table MCFE2: *Have you ever used the term Latinx to describe yourself?*

Demographic	Yes		No		Total N
Hispanic Adults	18%	(183)	82%	(816)	999
All Christian	17%	(93)	83%	(460)	553
Agnostic/Nothing in particular	19%	(44)	81%	(189)	233
Something Else	15%	(20)	85%	(114)	133
Evangelical	13%	(31)	87%	(207)	238
Non-Evangelical	17%	(75)	83%	(360)	435
Community: Urban	21%	(97)	79%	(357)	454
Community: Suburban	17%	(72)	83%	(359)	431
Community: Rural	12%	(13)	88%	(100)	114
Employ: Private Sector	21%	(76)	79%	(294)	370
Employ: Government	18%	(14)	82%	(62)	75
Employ: Self-Employed	27%	(26)	73%	(69)	95
Employ: Student	35%	(22)	65%	(41)	64
Employ: Retired	4%	(4)	96%	(115)	120
Employ: Unemployed	17%	(27)	83%	(129)	156
Employ: Other	11%	(7)	89%	(63)	70
Military HH: Yes	19%	(22)	81%	(95)	117
Military HH: No	18%	(162)	82%	(720)	882
RD/WT: Right Direction	21%	(56)	79%	(214)	270
RD/WT: Wrong Track	17%	(127)	83%	(602)	729
Trump Job Approve	18%	(57)	82%	(263)	320
Trump Job Disapprove	19%	(117)	81%	(515)	633
Trump Job Strongly Approve	16%	(27)	84%	(143)	170
Trump Job Somewhat Approve	20%	(29)	80%	(120)	150
Trump Job Somewhat Disapprove	10%	(13)	90%	(120)	134
Trump Job Strongly Disapprove	21%	(104)	79%	(395)	499
Favorable of Trump	16%	(52)	84%	(266)	318
Unfavorable of Trump	19%	(119)	81%	(503)	622
Very Favorable of Trump	16%	(29)	84%	(151)	180
Somewhat Favorable of Trump	17%	(23)	83%	(115)	138
Somewhat Unfavorable of Trump	16%	(17)	84%	(90)	106
Very Unfavorable of Trump	20%	(102)	80%	(414)	515

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Table MCFE2: Have you ever used the term *Latinx* to describe yourself?

Demographic	Yes		No		Total N
Hispanic Adults	18%	(183)	82%	(816)	999
#1 Issue: Economy	14%	(53)	86%	(335)	388
#1 Issue: Security	19%	(15)	81%	(62)	77
#1 Issue: Health Care	25%	(52)	75%	(160)	213
#1 Issue: Medicare / Social Security	11%	(8)	89%	(68)	76
#1 Issue: Women's Issues	28%	(18)	72%	(47)	65
#1 Issue: Education	28%	(16)	72%	(41)	57
#1 Issue: Energy	26%	(14)	74%	(42)	56
#1 Issue: Other	10%	(7)	90%	(60)	67
2018 House Vote: Democrat	22%	(82)	78%	(291)	373
2018 House Vote: Republican	15%	(31)	85%	(174)	205
2016 Vote: Hillary Clinton	19%	(70)	81%	(293)	364
2016 Vote: Donald Trump	17%	(36)	83%	(181)	217
2016 Vote: Didn't Vote	19%	(74)	81%	(308)	382
Voted in 2014: Yes	18%	(92)	82%	(410)	502
Voted in 2014: No	18%	(92)	82%	(406)	497
2012 Vote: Barack Obama	21%	(79)	79%	(302)	382
2012 Vote: Mitt Romney	14%	(18)	86%	(109)	128
2012 Vote: Didn't Vote	18%	(86)	82%	(382)	468
4-Region: Northeast	19%	(33)	81%	(138)	170
4-Region: Midwest	23%	(23)	77%	(74)	97
4-Region: South	16%	(71)	84%	(374)	445
4-Region: West	20%	(56)	80%	(230)	286
Mexican	22%	(102)	78%	(364)	465
Puerto Rican	14%	(25)	86%	(154)	179
Cuban	11%	(9)	89%	(72)	81
Other South American	19%	(23)	81%	(97)	119
Speaks only English at home	13%	(34)	87%	(231)	265
Speaks mostly English at home	13%	(34)	87%	(220)	254
Speaks both English and Spanish at home	27%	(87)	73%	(236)	323
Speaks mostly Spanish at home	18%	(20)	82%	(91)	111
Trump supporter	15%	(42)	85%	(230)	272
Biden supporter	21%	(118)	79%	(456)	573

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Table MCFE2: Have you ever used the term Latinx to describe yourself?

Demographic	Yes		No		Total N
Hispanic Adults	18%	(183)	82%	(816)	999
Sports fans	19%	(137)	81%	(580)	717
Avid sports fans	23%	(70)	77%	(229)	299
Sports fans, Age: 18-34	30%	(76)	70%	(177)	253
Sports fans, Age: 35-44	22%	(39)	78%	(143)	182
Sports fans, Age: 45-64	8%	(17)	92%	(193)	209
Sports fans, Age: 65+	7%	(5)	93%	(68)	73
Movie studios should diversify teams	21%	(144)	79%	(547)	691
Movie studios should diversify stories	24%	(142)	76%	(453)	595
Concerned about Covid	19%	(162)	81%	(694)	856
No experience with Covid	17%	(57)	83%	(269)	326
Health care major factor for election	19%	(128)	81%	(530)	658
Social media users	18%	(180)	82%	(795)	975
WhatsApp users	20%	(94)	80%	(380)	474
WeChat users	29%	(18)	71%	(43)	61
Social media news source at least once a week	21%	(142)	79%	(537)	679

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

Table MCFE3: *Do you think the term Latinx should be used to describe the Hispanic or Latino population, or not?*

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know / No opinion		Total N
Hispanic Adults	11%	(114)	17%	(173)	19%	(191)	24%	(236)	29%	(286)	999
Gender: Male	14%	(68)	17%	(87)	17%	(87)	26%	(128)	26%	(129)	500
Gender: Female	9%	(45)	17%	(86)	21%	(104)	21%	(107)	31%	(157)	499
Age: 18-34	17%	(65)	21%	(81)	17%	(64)	14%	(53)	30%	(115)	378
Age: 35-44	13%	(28)	19%	(43)	22%	(50)	20%	(45)	25%	(56)	222
Age: 45-64	5%	(15)	11%	(33)	20%	(57)	33%	(96)	31%	(88)	290
Age: 65+	5%	(5)	14%	(16)	19%	(20)	39%	(42)	24%	(26)	110
GenZers: 1997-2012	16%	(22)	20%	(27)	16%	(21)	14%	(19)	35%	(47)	137
Millennials: 1981-1996	18%	(65)	22%	(80)	18%	(65)	15%	(55)	27%	(96)	361
GenXers: 1965-1980	6%	(18)	13%	(39)	22%	(64)	29%	(84)	29%	(84)	289
Baby Boomers: 1946-1964	5%	(10)	13%	(24)	19%	(37)	34%	(65)	29%	(55)	191
PID: Dem (no lean)	13%	(57)	20%	(87)	20%	(90)	18%	(81)	29%	(130)	444
PID: Ind (no lean)	10%	(33)	16%	(52)	17%	(54)	22%	(70)	35%	(110)	319
PID: Rep (no lean)	10%	(24)	14%	(34)	20%	(47)	36%	(85)	19%	(46)	236
PID/Gender: Dem Men	13%	(25)	19%	(38)	19%	(37)	20%	(40)	30%	(59)	199
PID/Gender: Dem Women	13%	(32)	20%	(49)	21%	(53)	17%	(41)	29%	(70)	245
PID/Gender: Ind Men	15%	(24)	16%	(25)	14%	(21)	26%	(41)	29%	(46)	156
PID/Gender: Ind Women	6%	(9)	17%	(27)	20%	(33)	18%	(29)	40%	(64)	162
PID/Gender: Rep Men	14%	(20)	17%	(24)	20%	(28)	33%	(48)	17%	(24)	144
PID/Gender: Rep Women	4%	(4)	11%	(10)	20%	(19)	41%	(38)	24%	(22)	92
Ideo: Liberal (1-3)	19%	(65)	21%	(72)	17%	(58)	16%	(56)	26%	(90)	341
Ideo: Moderate (4)	9%	(29)	16%	(55)	21%	(72)	22%	(73)	32%	(108)	337
Ideo: Conservative (5-7)	7%	(16)	15%	(34)	21%	(47)	40%	(92)	17%	(39)	227
Educ: < College	8%	(47)	18%	(104)	18%	(104)	23%	(136)	33%	(188)	579
Educ: Bachelors degree	15%	(40)	17%	(45)	20%	(53)	25%	(66)	21%	(55)	260
Educ: Post-grad	17%	(26)	15%	(24)	21%	(33)	21%	(34)	26%	(42)	160
Income: Under 50k	10%	(50)	18%	(93)	18%	(91)	23%	(118)	32%	(162)	514
Income: 50k-100k	11%	(35)	16%	(50)	21%	(67)	26%	(81)	26%	(80)	313
Income: 100k+	17%	(29)	18%	(30)	19%	(33)	21%	(36)	25%	(43)	171
Ethnicity: White	11%	(72)	16%	(99)	21%	(135)	26%	(166)	25%	(161)	633
Ethnicity: Hispanic	11%	(114)	17%	(173)	19%	(191)	24%	(236)	29%	(286)	999
Ethnicity: Black	28%	(16)	12%	(7)	16%	(9)	20%	(11)	24%	(14)	57

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Table MCFE3: Do you think the term *Latinx* should be used to describe the Hispanic or Latino population, or not?

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know / No opinion		Total N
Hispanic Adults	11%	(114)	17%	(173)	19%	(191)	24%	(236)	29%	(286)	999
Ethnicity: Other	9%	(26)	22%	(67)	15%	(47)	19%	(58)	36%	(111)	309
All Christian	12%	(65)	17%	(93)	21%	(117)	26%	(144)	24%	(133)	553
Agnostic/Nothing in particular	12%	(27)	15%	(35)	16%	(38)	21%	(50)	36%	(83)	233
Something Else	8%	(10)	19%	(26)	17%	(22)	21%	(28)	35%	(46)	133
Evangelical	13%	(32)	16%	(38)	22%	(51)	27%	(66)	22%	(52)	238
Non-Evangelical	9%	(40)	17%	(76)	20%	(87)	24%	(105)	29%	(127)	435
Community: Urban	13%	(59)	19%	(86)	22%	(100)	20%	(90)	26%	(119)	454
Community: Suburban	10%	(44)	17%	(73)	17%	(72)	28%	(120)	28%	(123)	431
Community: Rural	9%	(10)	12%	(14)	17%	(19)	23%	(26)	39%	(45)	114
Employ: Private Sector	14%	(53)	18%	(67)	19%	(71)	25%	(92)	24%	(88)	370
Employ: Government	8%	(6)	21%	(16)	26%	(19)	19%	(14)	26%	(20)	75
Employ: Self-Employed	16%	(15)	16%	(15)	17%	(16)	23%	(22)	29%	(28)	95
Employ: Student	21%	(13)	22%	(14)	13%	(8)	9%	(6)	36%	(23)	64
Employ: Retired	5%	(6)	12%	(15)	13%	(16)	41%	(49)	28%	(34)	120
Employ: Unemployed	7%	(11)	18%	(27)	19%	(29)	24%	(37)	33%	(52)	156
Employ: Other	10%	(7)	18%	(12)	22%	(15)	15%	(11)	36%	(25)	70
Military HH: Yes	13%	(15)	15%	(18)	17%	(20)	29%	(34)	26%	(30)	117
Military HH: No	11%	(99)	18%	(155)	19%	(171)	23%	(202)	29%	(256)	882
RD/WT: Right Direction	15%	(41)	15%	(40)	19%	(53)	32%	(87)	18%	(49)	270
RD/WT: Wrong Track	10%	(73)	18%	(132)	19%	(138)	20%	(149)	32%	(237)	729
Trump Job Approve	13%	(42)	13%	(43)	21%	(66)	33%	(105)	20%	(63)	320
Trump Job Disapprove	11%	(68)	19%	(123)	19%	(120)	20%	(126)	31%	(196)	633
Trump Job Strongly Approve	16%	(27)	10%	(17)	17%	(30)	41%	(70)	16%	(27)	170
Trump Job Somewhat Approve	10%	(15)	17%	(26)	25%	(37)	24%	(36)	24%	(36)	150
Trump Job Somewhat Disapprove	4%	(5)	25%	(33)	21%	(28)	23%	(31)	27%	(36)	134
Trump Job Strongly Disapprove	13%	(63)	18%	(89)	18%	(92)	19%	(94)	32%	(160)	499
Favorable of Trump	12%	(40)	15%	(48)	20%	(64)	35%	(111)	18%	(56)	318
Unfavorable of Trump	11%	(71)	18%	(115)	19%	(120)	19%	(117)	32%	(200)	622

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Table MCFE3: Do you think the term *Latinx* should be used to describe the Hispanic or Latino population, or not?

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know / No opinion		Total N
Hispanic Adults	11%	(114)	17%	(173)	19%	(191)	24%	(236)	29%	(286)	999
Very Favorable of Trump	13%	(22)	14%	(25)	18%	(32)	40%	(72)	16%	(28)	180
Somewhat Favorable of Trump	12%	(17)	17%	(23)	23%	(32)	28%	(38)	20%	(28)	138
Somewhat Unfavorable of Trump	7%	(7)	21%	(22)	21%	(23)	22%	(23)	30%	(32)	106
Very Unfavorable of Trump	12%	(63)	18%	(93)	19%	(97)	18%	(94)	33%	(168)	515
#1 Issue: Economy	8%	(32)	13%	(50)	23%	(90)	29%	(112)	27%	(104)	388
#1 Issue: Security	15%	(12)	13%	(10)	21%	(16)	22%	(17)	29%	(22)	77
#1 Issue: Health Care	12%	(26)	23%	(50)	16%	(34)	23%	(48)	26%	(54)	213
#1 Issue: Medicare / Social Security	8%	(6)	17%	(13)	19%	(14)	28%	(21)	28%	(22)	76
#1 Issue: Women's Issues	21%	(14)	16%	(10)	17%	(11)	17%	(11)	29%	(19)	65
#1 Issue: Education	19%	(11)	27%	(16)	12%	(7)	12%	(7)	30%	(17)	57
#1 Issue: Energy	16%	(9)	17%	(9)	22%	(12)	13%	(8)	32%	(18)	56
#1 Issue: Other	6%	(4)	23%	(15)	10%	(7)	18%	(12)	44%	(29)	67
2018 House Vote: Democrat	16%	(60)	19%	(72)	20%	(76)	18%	(69)	26%	(96)	373
2018 House Vote: Republican	10%	(20)	14%	(28)	20%	(41)	39%	(80)	18%	(36)	205
2016 Vote: Hillary Clinton	14%	(51)	19%	(70)	18%	(66)	19%	(71)	29%	(106)	364
2016 Vote: Donald Trump	14%	(30)	12%	(26)	21%	(45)	36%	(79)	17%	(38)	217
2016 Vote: Didn't Vote	8%	(31)	18%	(67)	19%	(74)	21%	(79)	34%	(130)	382
Voted in 2014: Yes	13%	(66)	17%	(86)	19%	(97)	26%	(128)	25%	(124)	502
Voted in 2014: No	10%	(48)	17%	(86)	19%	(94)	22%	(108)	33%	(162)	497
2012 Vote: Barack Obama	15%	(59)	18%	(69)	20%	(78)	20%	(75)	27%	(101)	382
2012 Vote: Mitt Romney	7%	(9)	13%	(17)	21%	(27)	40%	(51)	19%	(24)	128
2012 Vote: Didn't Vote	10%	(46)	18%	(85)	18%	(84)	21%	(99)	33%	(154)	468
4-Region: Northeast	11%	(18)	18%	(31)	21%	(37)	22%	(38)	27%	(47)	170
4-Region: Midwest	23%	(23)	12%	(11)	15%	(15)	16%	(16)	33%	(32)	97
4-Region: South	8%	(37)	18%	(79)	21%	(95)	26%	(116)	26%	(117)	445
4-Region: West	12%	(35)	18%	(51)	15%	(44)	23%	(66)	31%	(90)	286
Mexican	12%	(55)	20%	(92)	20%	(91)	21%	(98)	28%	(129)	465
Puerto Rican	14%	(25)	12%	(22)	17%	(30)	22%	(39)	35%	(62)	179
Cuban	8%	(7)	10%	(8)	21%	(17)	38%	(30)	23%	(19)	81
Other South American	14%	(17)	17%	(20)	18%	(22)	27%	(32)	24%	(28)	119

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Table MCFE3: Do you think the term *Latinx* should be used to describe the Hispanic or Latino population, or not?

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know / No opinion		Total N
Hispanic Adults	11%	(114)	17%	(173)	19%	(191)	24%	(236)	29%	(286)	999
Speaks only English at home	9%	(23)	13%	(34)	20%	(52)	26%	(69)	33%	(86)	265
Speaks mostly English at home	7%	(16)	17%	(43)	18%	(46)	22%	(56)	37%	(93)	254
Speaks both English and Spanish at home	15%	(49)	21%	(66)	21%	(67)	22%	(70)	22%	(71)	323
Speaks mostly Spanish at home	19%	(21)	17%	(19)	17%	(19)	26%	(29)	20%	(22)	111
Trump supporter	11%	(30)	13%	(35)	20%	(53)	37%	(100)	20%	(53)	272
Biden supporter	13%	(76)	20%	(114)	19%	(110)	19%	(107)	29%	(166)	573
Sports fans	11%	(82)	18%	(131)	20%	(143)	25%	(178)	25%	(183)	717
Avid sports fans	16%	(48)	20%	(60)	19%	(58)	24%	(72)	20%	(61)	299
Sports fans, Age: 18-34	18%	(46)	23%	(58)	20%	(51)	13%	(34)	25%	(64)	253
Sports fans, Age: 35-44	12%	(21)	22%	(40)	20%	(37)	22%	(40)	24%	(44)	182
Sports fans, Age: 45-64	5%	(11)	11%	(23)	20%	(42)	35%	(73)	29%	(61)	209
Sports fans, Age: 65+	6%	(4)	15%	(11)	18%	(13)	43%	(31)	19%	(14)	73
Movie studios should diversify teams	14%	(98)	21%	(142)	20%	(136)	21%	(147)	24%	(168)	691
Movie studios should diversify stories	16%	(93)	23%	(138)	20%	(118)	17%	(98)	25%	(148)	595
Concerned about Covid	12%	(105)	19%	(160)	19%	(166)	21%	(180)	29%	(245)	856
No experience with Covid	11%	(35)	13%	(42)	22%	(73)	24%	(79)	30%	(97)	326
Health care major factor for election	12%	(82)	18%	(119)	19%	(124)	23%	(149)	28%	(184)	658
Social media users	12%	(113)	18%	(171)	19%	(189)	24%	(230)	28%	(273)	975
WhatsApp users	14%	(67)	18%	(86)	21%	(100)	22%	(103)	25%	(119)	474
WeChat users	27%	(16)	23%	(14)	24%	(14)	17%	(10)	9%	(6)	61
Social media news source at least once a week	14%	(93)	19%	(127)	20%	(137)	21%	(145)	26%	(177)	679

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

Table MCFE4: Which term do you prefer to describe the Hispanic population overall?

Demographic	Hispanic		Latino		Latinx		Something else		Total N
Hispanic Adults	58%	(581)	32%	(317)	7%	(67)	3%	(33)	999
Gender: Male	55%	(277)	33%	(167)	8%	(37)	4%	(19)	500
Gender: Female	61%	(304)	30%	(151)	6%	(30)	3%	(15)	499
Age: 18-34	50%	(190)	35%	(134)	10%	(37)	4%	(16)	378
Age: 35-44	51%	(113)	38%	(84)	8%	(18)	3%	(8)	222
Age: 45-64	68%	(196)	26%	(76)	4%	(12)	2%	(6)	290
Age: 65+	74%	(82)	21%	(23)	1%	(1)	3%	(4)	110
GenZers: 1997-2012	57%	(78)	32%	(44)	6%	(8)	5%	(7)	137
Millennials: 1981-1996	48%	(174)	37%	(133)	11%	(39)	4%	(14)	361
GenXers: 1965-1980	63%	(182)	30%	(86)	4%	(12)	3%	(8)	289
Baby Boomers: 1946-1964	69%	(131)	26%	(50)	4%	(7)	1%	(2)	191
PID: Dem (no lean)	55%	(244)	33%	(148)	8%	(36)	4%	(17)	444
PID: Ind (no lean)	58%	(185)	32%	(101)	6%	(20)	4%	(13)	319
PID: Rep (no lean)	65%	(153)	29%	(68)	5%	(12)	1%	(3)	236
PID/Gender: Dem Men	51%	(102)	35%	(69)	10%	(19)	4%	(9)	199
PID/Gender: Dem Women	58%	(141)	32%	(79)	7%	(16)	3%	(8)	245
PID/Gender: Ind Men	54%	(84)	36%	(56)	5%	(8)	6%	(9)	156
PID/Gender: Ind Women	62%	(101)	28%	(45)	7%	(11)	3%	(5)	162
PID/Gender: Rep Men	63%	(91)	29%	(42)	7%	(10)	1%	(1)	144
PID/Gender: Rep Women	67%	(62)	29%	(26)	3%	(2)	2%	(2)	92
Ideo: Liberal (1-3)	49%	(166)	37%	(127)	10%	(35)	4%	(13)	341
Ideo: Moderate (4)	59%	(200)	32%	(107)	6%	(21)	3%	(10)	337
Ideo: Conservative (5-7)	69%	(157)	26%	(58)	3%	(7)	2%	(5)	227
Educ: < College	63%	(367)	28%	(165)	5%	(28)	3%	(19)	579
Educ: Bachelors degree	51%	(132)	37%	(97)	9%	(24)	3%	(7)	260
Educ: Post-grad	51%	(82)	35%	(56)	9%	(15)	5%	(8)	160
Income: Under 50k	60%	(310)	30%	(153)	7%	(34)	3%	(17)	514
Income: 50k-100k	57%	(180)	33%	(104)	6%	(19)	3%	(10)	313
Income: 100k+	53%	(91)	35%	(60)	8%	(14)	4%	(6)	171
Ethnicity: White	61%	(384)	30%	(190)	6%	(41)	3%	(19)	633
Ethnicity: Hispanic	58%	(581)	32%	(317)	7%	(67)	3%	(33)	999
Ethnicity: Black	56%	(32)	32%	(18)	10%	(6)	1%	(1)	57
Ethnicity: Other	53%	(165)	35%	(109)	7%	(21)	4%	(14)	309

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Table MCFE4: Which term do you prefer to describe the Hispanic population overall?

Demographic	Hispanic		Latino		Latinx		Something else		Total N
Hispanic Adults	58%	(581)	32%	(317)	7%	(67)	3%	(33)	999
All Christian	59%	(325)	34%	(188)	6%	(31)	2%	(9)	553
Agnostic/Nothing in particular	56%	(131)	30%	(70)	8%	(19)	6%	(13)	233
Something Else	65%	(87)	24%	(33)	5%	(7)	5%	(7)	133
Evangelical	62%	(148)	31%	(74)	4%	(11)	2%	(6)	238
Non-Evangelical	59%	(257)	33%	(142)	6%	(26)	2%	(9)	435
Community: Urban	52%	(238)	37%	(168)	7%	(33)	3%	(15)	454
Community: Suburban	62%	(269)	28%	(119)	7%	(30)	3%	(13)	431
Community: Rural	65%	(74)	26%	(30)	4%	(5)	4%	(5)	114
Employ: Private Sector	54%	(198)	35%	(131)	8%	(31)	3%	(10)	370
Employ: Government	53%	(40)	42%	(32)	5%	(4)	—	(0)	75
Employ: Self-Employed	53%	(50)	29%	(27)	11%	(10)	7%	(7)	95
Employ: Student	52%	(33)	37%	(24)	9%	(6)	2%	(2)	64
Employ: Retired	76%	(91)	21%	(25)	3%	(4)	—	(0)	120
Employ: Unemployed	63%	(99)	25%	(39)	4%	(7)	8%	(12)	156
Employ: Other	54%	(38)	35%	(25)	7%	(5)	4%	(3)	70
Military HH: Yes	60%	(70)	29%	(34)	9%	(10)	3%	(3)	117
Military HH: No	58%	(511)	32%	(283)	7%	(57)	3%	(30)	882
RD/WT: Right Direction	58%	(156)	33%	(88)	6%	(17)	3%	(8)	270
RD/WT: Wrong Track	58%	(424)	31%	(229)	7%	(50)	3%	(25)	729
Trump Job Approve	64%	(206)	29%	(91)	5%	(16)	2%	(7)	320
Trump Job Disapprove	55%	(348)	34%	(214)	7%	(47)	4%	(24)	633
Trump Job Strongly Approve	62%	(105)	29%	(49)	6%	(9)	4%	(7)	170
Trump Job Somewhat Approve	67%	(101)	28%	(42)	4%	(6)	—	(0)	150
Trump Job Somewhat Disapprove	57%	(76)	35%	(47)	3%	(4)	5%	(7)	134
Trump Job Strongly Disapprove	55%	(272)	33%	(167)	9%	(43)	4%	(18)	499
Favorable of Trump	64%	(204)	29%	(92)	5%	(16)	2%	(6)	318
Unfavorable of Trump	55%	(342)	33%	(207)	8%	(49)	4%	(24)	622
Very Favorable of Trump	65%	(116)	27%	(49)	5%	(9)	3%	(6)	180
Somewhat Favorable of Trump	63%	(88)	32%	(44)	5%	(7)	—	(0)	138
Somewhat Unfavorable of Trump	58%	(62)	33%	(35)	5%	(5)	4%	(4)	106
Very Unfavorable of Trump	54%	(280)	33%	(171)	9%	(44)	4%	(20)	515

Continued on next page

Table MCFE4: Which term do you prefer to describe the Hispanic population overall?

Demographic	Hispanic		Latino		Latinx		Something else		Total N
Hispanic Adults	58%	(581)	32%	(317)	7%	(67)	3%	(33)	999
#1 Issue: Economy	60%	(232)	33%	(129)	3%	(13)	4%	(14)	388
#1 Issue: Security	59%	(45)	28%	(21)	11%	(8)	3%	(2)	77
#1 Issue: Health Care	51%	(109)	39%	(82)	9%	(19)	1%	(2)	213
#1 Issue: Medicare / Social Security	81%	(62)	14%	(10)	5%	(4)	—	(0)	76
#1 Issue: Women's Issues	52%	(34)	33%	(21)	12%	(8)	2%	(2)	65
#1 Issue: Education	55%	(31)	30%	(17)	10%	(6)	5%	(3)	57
#1 Issue: Energy	52%	(29)	37%	(20)	9%	(5)	2%	(1)	56
#1 Issue: Other	58%	(39)	23%	(15)	6%	(4)	13%	(9)	67
2018 House Vote: Democrat	54%	(200)	34%	(127)	9%	(35)	3%	(10)	373
2018 House Vote: Republican	63%	(129)	28%	(57)	6%	(12)	3%	(7)	205
2016 Vote: Hillary Clinton	54%	(195)	34%	(122)	10%	(35)	3%	(11)	364
2016 Vote: Donald Trump	62%	(135)	28%	(60)	6%	(14)	4%	(8)	217
2016 Vote: Didn't Vote	60%	(231)	32%	(122)	4%	(16)	3%	(13)	382
Voted in 2014: Yes	58%	(292)	30%	(151)	7%	(38)	4%	(20)	502
Voted in 2014: No	58%	(289)	33%	(166)	6%	(30)	3%	(13)	497
2012 Vote: Barack Obama	56%	(213)	32%	(121)	9%	(36)	3%	(13)	382
2012 Vote: Mitt Romney	69%	(88)	25%	(31)	3%	(3)	4%	(5)	128
2012 Vote: Didn't Vote	57%	(265)	34%	(161)	6%	(28)	3%	(14)	468
4-Region: Northeast	53%	(90)	39%	(66)	7%	(12)	1%	(2)	170
4-Region: Midwest	57%	(55)	28%	(27)	8%	(7)	8%	(8)	97
4-Region: South	63%	(279)	30%	(134)	5%	(24)	2%	(9)	445
4-Region: West	55%	(157)	32%	(91)	8%	(24)	5%	(14)	286
Mexican	60%	(279)	29%	(136)	7%	(33)	4%	(17)	465
Puerto Rican	55%	(99)	34%	(62)	10%	(18)	—	(1)	179
Cuban	65%	(53)	26%	(21)	4%	(3)	5%	(4)	81
Other South American	45%	(53)	48%	(57)	7%	(9)	—	(0)	119
Speaks only English at home	67%	(178)	24%	(64)	5%	(13)	4%	(11)	265
Speaks mostly English at home	61%	(156)	28%	(71)	5%	(12)	6%	(16)	254
Speaks both English and Spanish at home	52%	(169)	37%	(119)	9%	(29)	2%	(5)	323
Speaks mostly Spanish at home	47%	(52)	44%	(49)	9%	(10)	1%	(1)	111
Trump supporter	65%	(176)	29%	(79)	4%	(10)	2%	(7)	272
Biden supporter	53%	(303)	35%	(200)	9%	(50)	3%	(20)	573

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Table MCFE4: Which term do you prefer to describe the Hispanic population overall?

Demographic	Hispanic		Latino		Latinx		Something else		Total N
Hispanic Adults	58%	(581)	32%	(317)	7%	(67)	3%	(33)	999
Sports fans	58%	(413)	32%	(233)	6%	(46)	3%	(25)	717
Avid sports fans	53%	(158)	38%	(114)	7%	(20)	2%	(7)	299
Sports fans, Age: 18-34	50%	(126)	36%	(92)	9%	(22)	5%	(13)	253
Sports fans, Age: 35-44	52%	(94)	37%	(68)	8%	(14)	3%	(6)	182
Sports fans, Age: 45-64	67%	(141)	27%	(56)	4%	(8)	2%	(4)	209
Sports fans, Age: 65+	71%	(51)	24%	(18)	2%	(1)	3%	(2)	73
Movie studios should diversify teams	55%	(383)	34%	(234)	8%	(55)	3%	(19)	691
Movie studios should diversify stories	53%	(317)	35%	(209)	9%	(54)	3%	(15)	595
Concerned about Covid	57%	(490)	32%	(275)	8%	(64)	3%	(26)	856
No experience with Covid	59%	(194)	31%	(101)	6%	(21)	3%	(10)	326
Health care major factor for election	55%	(362)	34%	(222)	8%	(53)	3%	(21)	658
Social media users	58%	(566)	32%	(312)	7%	(66)	3%	(30)	975
WhatsApp users	50%	(236)	41%	(195)	7%	(34)	2%	(8)	474
WeChat users	58%	(35)	27%	(17)	12%	(7)	2%	(1)	61
Social media news source at least once a week	55%	(374)	34%	(233)	7%	(50)	3%	(22)	679

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

**Table MCFE5_1: How important are the following traits when considering who is an American?
Born in the United States**

Demographic	Very important		Somewhat important		Not very important		Not important at all		Don't know / No opinion		Total N
Hispanic Adults	41%	(406)	23%	(225)	18%	(178)	15%	(154)	3%	(35)	999
Gender: Male	40%	(199)	24%	(120)	18%	(88)	16%	(79)	3%	(13)	500
Gender: Female	41%	(207)	21%	(105)	18%	(90)	15%	(75)	4%	(22)	499
Age: 18-34	36%	(137)	25%	(93)	16%	(60)	18%	(67)	6%	(21)	378
Age: 35-44	49%	(109)	19%	(42)	18%	(40)	13%	(28)	1%	(3)	222
Age: 45-64	41%	(119)	21%	(60)	20%	(58)	15%	(43)	3%	(10)	290
Age: 65+	38%	(42)	27%	(29)	19%	(21)	15%	(17)	1%	(1)	110
GenZers: 1997-2012	30%	(41)	26%	(35)	17%	(24)	21%	(28)	7%	(9)	137
Millennials: 1981-1996	41%	(148)	22%	(81)	17%	(61)	16%	(59)	4%	(13)	361
GenXers: 1965-1980	44%	(126)	21%	(61)	18%	(53)	14%	(41)	3%	(8)	289
Baby Boomers: 1946-1964	45%	(87)	22%	(42)	19%	(36)	11%	(22)	3%	(5)	191
PID: Dem (no lean)	41%	(183)	21%	(94)	18%	(82)	18%	(81)	1%	(5)	444
PID: Ind (no lean)	37%	(118)	21%	(65)	20%	(64)	15%	(49)	7%	(22)	319
PID: Rep (no lean)	45%	(106)	28%	(65)	14%	(33)	11%	(25)	3%	(7)	236
PID/Gender: Dem Men	42%	(84)	22%	(43)	18%	(36)	18%	(36)	—	(0)	199
PID/Gender: Dem Women	40%	(98)	21%	(51)	18%	(45)	18%	(45)	2%	(5)	245
PID/Gender: Ind Men	34%	(53)	24%	(37)	21%	(32)	16%	(26)	6%	(9)	156
PID/Gender: Ind Women	40%	(65)	18%	(29)	20%	(32)	14%	(23)	8%	(13)	162
PID/Gender: Rep Men	43%	(62)	28%	(40)	14%	(20)	12%	(18)	3%	(4)	144
PID/Gender: Rep Women	47%	(43)	27%	(25)	14%	(13)	8%	(7)	4%	(4)	92
Ideo: Liberal (1-3)	37%	(126)	19%	(63)	20%	(67)	25%	(84)	—	(1)	341
Ideo: Moderate (4)	42%	(141)	23%	(77)	19%	(64)	13%	(43)	4%	(12)	337
Ideo: Conservative (5-7)	47%	(106)	27%	(60)	16%	(36)	9%	(20)	2%	(5)	227
Educ: < College	41%	(240)	24%	(138)	17%	(99)	13%	(76)	4%	(26)	579
Educ: Bachelors degree	38%	(99)	22%	(56)	19%	(49)	18%	(47)	3%	(9)	260
Educ: Post-grad	42%	(67)	19%	(31)	19%	(31)	19%	(31)	—	(0)	160
Income: Under 50k	41%	(211)	23%	(116)	16%	(84)	15%	(78)	5%	(25)	514
Income: 50k-100k	38%	(120)	22%	(70)	21%	(66)	16%	(51)	2%	(6)	313
Income: 100k+	44%	(76)	22%	(38)	16%	(28)	15%	(25)	2%	(4)	171
Ethnicity: White	42%	(267)	21%	(133)	19%	(120)	15%	(98)	2%	(15)	633
Ethnicity: Hispanic	41%	(406)	23%	(225)	18%	(178)	15%	(154)	3%	(35)	999

Continued on next page

Table MCFE5_1: How important are the following traits when considering who is an American?
Born in the United States

Demographic	Very important		Somewhat important		Not very important		Not important at all		Don't know / No opinion		Total N
Hispanic Adults	41%	(406)	23%	(225)	18%	(178)	15%	(154)	3%	(35)	999
Ethnicity: Black	43%	(25)	27%	(15)	10%	(6)	18%	(11)	2%	(1)	57
Ethnicity: Other	37%	(115)	25%	(76)	17%	(53)	15%	(46)	6%	(18)	309
All Christian	47%	(261)	22%	(122)	17%	(94)	11%	(61)	3%	(16)	553
Agnostic/Nothing in particular	34%	(80)	20%	(46)	20%	(46)	23%	(53)	3%	(8)	233
Something Else	35%	(47)	28%	(37)	15%	(20)	15%	(19)	8%	(10)	133
Evangelical	47%	(113)	23%	(55)	14%	(33)	11%	(27)	4%	(10)	238
Non-Evangelical	43%	(187)	23%	(99)	18%	(80)	12%	(53)	4%	(16)	435
Community: Urban	47%	(214)	20%	(90)	16%	(73)	14%	(64)	3%	(12)	454
Community: Suburban	34%	(147)	25%	(107)	20%	(88)	17%	(74)	4%	(16)	431
Community: Rural	40%	(45)	25%	(28)	16%	(18)	14%	(16)	6%	(7)	114
Employ: Private Sector	43%	(158)	19%	(70)	20%	(73)	17%	(63)	2%	(7)	370
Employ: Government	40%	(30)	27%	(20)	20%	(15)	10%	(8)	3%	(2)	75
Employ: Self-Employed	38%	(36)	22%	(21)	18%	(17)	20%	(19)	2%	(2)	95
Employ: Student	29%	(18)	29%	(18)	19%	(12)	13%	(9)	10%	(7)	64
Employ: Retired	42%	(50)	23%	(27)	18%	(21)	15%	(18)	3%	(4)	120
Employ: Unemployed	39%	(61)	23%	(35)	20%	(32)	13%	(21)	5%	(7)	156
Employ: Other	42%	(30)	30%	(21)	7%	(5)	15%	(11)	5%	(4)	70
Military HH: Yes	34%	(40)	21%	(25)	19%	(22)	23%	(27)	3%	(4)	117
Military HH: No	42%	(367)	23%	(200)	18%	(157)	14%	(127)	4%	(31)	882
RD/WT: Right Direction	53%	(142)	22%	(61)	13%	(34)	10%	(26)	3%	(7)	270
RD/WT: Wrong Track	36%	(264)	23%	(164)	20%	(144)	18%	(128)	4%	(28)	729
Trump Job Approve	51%	(163)	24%	(75)	13%	(42)	10%	(31)	3%	(9)	320
Trump Job Disapprove	36%	(229)	22%	(137)	21%	(130)	19%	(120)	2%	(16)	633
Trump Job Strongly Approve	56%	(96)	22%	(37)	10%	(17)	10%	(17)	2%	(4)	170
Trump Job Somewhat Approve	44%	(66)	26%	(39)	17%	(25)	10%	(15)	3%	(5)	150
Trump Job Somewhat Disapprove	36%	(48)	26%	(34)	20%	(26)	15%	(20)	3%	(5)	134
Trump Job Strongly Disapprove	36%	(181)	21%	(103)	21%	(104)	20%	(100)	2%	(11)	499
Favorable of Trump	52%	(167)	22%	(69)	14%	(45)	9%	(27)	3%	(10)	318
Unfavorable of Trump	36%	(225)	22%	(137)	20%	(125)	19%	(120)	2%	(15)	622

Continued on next page

**Table MCFE5_1: How important are the following traits when considering who is an American?
Born in the United States**

Demographic	Very important		Somewhat important		Not very important		Not important at all		Don't know / No opinion		Total N
Hispanic Adults	41%	(406)	23%	(225)	18%	(178)	15%	(154)	3%	(35)	999
Very Favorable of Trump	59%	(106)	21%	(37)	10%	(19)	8%	(15)	2%	(4)	180
Somewhat Favorable of Trump	44%	(61)	23%	(32)	19%	(26)	9%	(13)	4%	(6)	138
Somewhat Unfavorable of Trump	38%	(41)	25%	(26)	19%	(20)	17%	(18)	2%	(2)	106
Very Unfavorable of Trump	36%	(185)	21%	(110)	20%	(105)	20%	(102)	2%	(13)	515
#1 Issue: Economy	42%	(162)	25%	(96)	16%	(60)	14%	(53)	4%	(17)	388
#1 Issue: Security	57%	(44)	16%	(13)	18%	(14)	8%	(6)	1%	(1)	77
#1 Issue: Health Care	37%	(79)	24%	(50)	19%	(41)	17%	(36)	3%	(6)	213
#1 Issue: Medicare / Social Security	42%	(32)	25%	(19)	13%	(10)	17%	(13)	3%	(2)	76
#1 Issue: Women's Issues	41%	(27)	18%	(12)	14%	(9)	24%	(15)	3%	(2)	65
#1 Issue: Education	38%	(22)	24%	(14)	23%	(13)	14%	(8)	1%	(1)	57
#1 Issue: Energy	44%	(24)	18%	(10)	25%	(14)	9%	(5)	4%	(2)	56
#1 Issue: Other	27%	(18)	16%	(11)	25%	(17)	26%	(18)	6%	(4)	67
2018 House Vote: Democrat	39%	(145)	21%	(77)	20%	(73)	20%	(73)	1%	(4)	373
2018 House Vote: Republican	48%	(99)	25%	(50)	15%	(30)	11%	(22)	2%	(4)	205
2016 Vote: Hillary Clinton	40%	(147)	21%	(76)	20%	(73)	18%	(64)	1%	(3)	364
2016 Vote: Donald Trump	48%	(105)	23%	(50)	14%	(30)	12%	(26)	3%	(6)	217
2016 Vote: Didn't Vote	38%	(146)	24%	(92)	17%	(66)	15%	(56)	6%	(22)	382
Voted in 2014: Yes	43%	(213)	21%	(107)	19%	(96)	16%	(78)	1%	(7)	502
Voted in 2014: No	39%	(193)	24%	(118)	17%	(82)	15%	(76)	6%	(28)	497
2012 Vote: Barack Obama	42%	(159)	20%	(75)	19%	(72)	19%	(72)	1%	(3)	382
2012 Vote: Mitt Romney	39%	(49)	30%	(39)	19%	(25)	9%	(11)	3%	(4)	128
2012 Vote: Didn't Vote	40%	(189)	22%	(105)	17%	(78)	15%	(69)	6%	(27)	468
4-Region: Northeast	42%	(72)	20%	(35)	18%	(31)	15%	(26)	4%	(7)	170
4-Region: Midwest	33%	(32)	23%	(22)	21%	(20)	22%	(21)	1%	(1)	97
4-Region: South	42%	(189)	24%	(109)	16%	(71)	15%	(65)	3%	(12)	445
4-Region: West	40%	(113)	21%	(59)	20%	(57)	15%	(42)	5%	(15)	286
Mexican	42%	(194)	22%	(102)	17%	(77)	16%	(72)	4%	(20)	465
Puerto Rican	43%	(76)	25%	(45)	16%	(29)	14%	(25)	2%	(4)	179
Cuban	33%	(27)	17%	(14)	19%	(16)	27%	(22)	3%	(2)	81
Other South American	45%	(53)	25%	(30)	23%	(27)	5%	(6)	2%	(3)	119

Continued on next page

**Table MCFE5_1: How important are the following traits when considering who is an American?
Born in the United States**

Demographic	Very important		Somewhat important		Not very important		Not important at all		Don't know / No opinion		Total N
Hispanic Adults	41%	(406)	23%	(225)	18%	(178)	15%	(154)	3%	(35)	999
Speaks only English at home	42%	(112)	23%	(62)	17%	(44)	15%	(41)	2%	(6)	265
Speaks mostly English at home	38%	(97)	20%	(51)	20%	(51)	18%	(46)	4%	(9)	254
Speaks both English and Spanish at home	42%	(136)	25%	(82)	16%	(53)	13%	(41)	4%	(11)	323
Speaks mostly Spanish at home	43%	(48)	19%	(21)	18%	(20)	17%	(18)	3%	(4)	111
Trump supporter	52%	(141)	24%	(65)	13%	(35)	9%	(23)	3%	(7)	272
Biden supporter	37%	(215)	22%	(125)	19%	(111)	19%	(110)	2%	(12)	573
Sports fans	44%	(313)	23%	(164)	16%	(118)	15%	(106)	2%	(16)	717
Avid sports fans	51%	(154)	18%	(54)	13%	(40)	13%	(40)	3%	(10)	299
Sports fans, Age: 18-34	42%	(106)	24%	(61)	13%	(34)	17%	(43)	4%	(9)	253
Sports fans, Age: 35-44	50%	(91)	20%	(35)	18%	(32)	11%	(20)	1%	(3)	182
Sports fans, Age: 45-64	42%	(88)	22%	(46)	19%	(39)	15%	(32)	2%	(4)	209
Sports fans, Age: 65+	38%	(28)	30%	(22)	17%	(12)	15%	(11)	—	(0)	73
Movie studios should diversify teams	40%	(277)	21%	(145)	18%	(127)	18%	(127)	2%	(15)	691
Movie studios should diversify stories	41%	(246)	22%	(131)	16%	(96)	18%	(105)	3%	(16)	595
Concerned about Covid	41%	(352)	22%	(192)	18%	(155)	15%	(133)	3%	(25)	856
No experience with Covid	41%	(132)	22%	(72)	19%	(61)	13%	(43)	5%	(18)	326
Health care major factor for election	40%	(262)	22%	(145)	18%	(115)	18%	(119)	3%	(17)	658
Social media users	41%	(399)	23%	(219)	18%	(175)	16%	(152)	3%	(29)	975
WhatsApp users	40%	(192)	24%	(114)	19%	(89)	14%	(68)	2%	(12)	474
WeChat users	54%	(33)	13%	(8)	18%	(11)	14%	(9)	1%	(1)	61
Social media news source at least once a week	46%	(310)	20%	(135)	17%	(118)	15%	(101)	2%	(15)	679

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

Table MCFE5_2: How important are the following traits when considering who is an American?
Speaks English

Demographic	Very important		Somewhat important		Not very important		Not important at all		Don't know / No opinion		Total N
Hispanic Adults	42%	(418)	28%	(275)	16%	(155)	12%	(123)	3%	(28)	999
Gender: Male	44%	(220)	30%	(150)	13%	(65)	11%	(54)	2%	(10)	500
Gender: Female	40%	(198)	25%	(125)	18%	(90)	14%	(69)	4%	(18)	499
Age: 18-34	34%	(127)	28%	(107)	16%	(59)	18%	(67)	5%	(18)	378
Age: 35-44	41%	(92)	31%	(68)	18%	(40)	9%	(21)	—	(1)	222
Age: 45-64	47%	(135)	25%	(71)	16%	(47)	10%	(29)	2%	(7)	290
Age: 65+	58%	(64)	26%	(29)	7%	(8)	6%	(6)	3%	(3)	110
GenZers: 1997-2012	23%	(32)	27%	(37)	21%	(28)	22%	(31)	6%	(9)	137
Millennials: 1981-1996	39%	(143)	29%	(105)	15%	(54)	14%	(50)	3%	(9)	361
GenXers: 1965-1980	43%	(124)	28%	(79)	19%	(53)	10%	(28)	1%	(4)	289
Baby Boomers: 1946-1964	57%	(110)	24%	(45)	8%	(16)	7%	(14)	3%	(6)	191
PID: Dem (no lean)	39%	(173)	27%	(122)	17%	(73)	17%	(75)	—	(2)	444
PID: Ind (no lean)	40%	(126)	28%	(88)	17%	(53)	11%	(34)	5%	(17)	319
PID: Rep (no lean)	51%	(120)	28%	(66)	12%	(28)	6%	(14)	3%	(8)	236
PID/Gender: Dem Men	39%	(78)	33%	(66)	14%	(27)	14%	(28)	—	(0)	199
PID/Gender: Dem Women	38%	(94)	23%	(56)	19%	(47)	19%	(46)	1%	(2)	245
PID/Gender: Ind Men	39%	(62)	31%	(48)	15%	(23)	11%	(18)	4%	(6)	156
PID/Gender: Ind Women	40%	(65)	25%	(40)	19%	(30)	10%	(16)	7%	(12)	162
PID/Gender: Rep Men	56%	(80)	25%	(36)	11%	(15)	5%	(8)	3%	(4)	144
PID/Gender: Rep Women	43%	(39)	32%	(29)	14%	(13)	7%	(6)	4%	(4)	92
Ideo: Liberal (1-3)	34%	(117)	25%	(87)	19%	(64)	21%	(71)	1%	(2)	341
Ideo: Moderate (4)	43%	(146)	30%	(103)	17%	(57)	6%	(22)	3%	(9)	337
Ideo: Conservative (5-7)	54%	(122)	27%	(62)	10%	(22)	7%	(16)	2%	(4)	227
Educ: < College	43%	(249)	27%	(157)	14%	(83)	12%	(70)	4%	(21)	579
Educ: Bachelors degree	42%	(109)	27%	(70)	16%	(41)	13%	(33)	2%	(6)	260
Educ: Post-grad	37%	(60)	31%	(49)	20%	(31)	12%	(19)	1%	(1)	160
Income: Under 50k	42%	(216)	25%	(131)	15%	(80)	13%	(67)	4%	(21)	514
Income: 50k-100k	42%	(131)	30%	(95)	15%	(46)	12%	(39)	1%	(3)	313
Income: 100k+	41%	(71)	29%	(50)	17%	(30)	10%	(16)	3%	(5)	171
Ethnicity: White	42%	(264)	28%	(178)	16%	(102)	12%	(73)	3%	(16)	633
Ethnicity: Hispanic	42%	(418)	28%	(275)	16%	(155)	12%	(123)	3%	(28)	999

Continued on next page

Table MCFE5_2: How important are the following traits when considering who is an American?
Speaks English

Demographic	Very important		Somewhat important		Not very important		Not important at all		Don't know / No opinion		Total N
Hispanic Adults	42%	(418)	28%	(275)	16%	(155)	12%	(123)	3%	(28)	999
Ethnicity: Black	53%	(31)	23%	(13)	13%	(8)	10%	(6)	—	(0)	57
Ethnicity: Other	40%	(124)	27%	(84)	15%	(45)	14%	(44)	4%	(11)	309
All Christian	47%	(262)	27%	(150)	14%	(75)	10%	(54)	2%	(12)	553
Agnostic/Nothing in particular	32%	(74)	28%	(65)	19%	(44)	18%	(42)	4%	(8)	233
Something Else	40%	(54)	32%	(43)	14%	(19)	9%	(12)	4%	(6)	133
Evangelical	52%	(123)	25%	(59)	13%	(30)	9%	(21)	2%	(6)	238
Non-Evangelical	43%	(187)	30%	(131)	14%	(62)	10%	(44)	3%	(12)	435
Community: Urban	45%	(205)	26%	(120)	16%	(71)	10%	(46)	3%	(12)	454
Community: Suburban	37%	(160)	30%	(130)	15%	(64)	15%	(64)	3%	(14)	431
Community: Rural	47%	(53)	22%	(25)	17%	(20)	11%	(13)	2%	(2)	114
Employ: Private Sector	45%	(168)	26%	(95)	16%	(58)	11%	(41)	2%	(8)	370
Employ: Government	38%	(28)	36%	(27)	22%	(16)	5%	(4)	—	(0)	75
Employ: Self-Employed	38%	(36)	36%	(34)	14%	(13)	13%	(12)	—	(0)	95
Employ: Student	29%	(18)	23%	(15)	21%	(13)	20%	(13)	7%	(5)	64
Employ: Retired	56%	(68)	24%	(28)	7%	(9)	8%	(10)	4%	(5)	120
Employ: Unemployed	38%	(59)	28%	(44)	19%	(29)	12%	(19)	3%	(5)	156
Employ: Other	33%	(23)	30%	(21)	11%	(7)	20%	(14)	5%	(4)	70
Military HH: Yes	42%	(49)	31%	(36)	13%	(15)	12%	(14)	3%	(3)	117
Military HH: No	42%	(370)	27%	(239)	16%	(140)	12%	(108)	3%	(25)	882
RD/WT: Right Direction	57%	(155)	24%	(65)	12%	(33)	5%	(14)	1%	(4)	270
RD/WT: Wrong Track	36%	(263)	29%	(211)	17%	(122)	15%	(109)	3%	(24)	729
Trump Job Approve	57%	(182)	26%	(83)	10%	(33)	4%	(13)	3%	(9)	320
Trump Job Disapprove	35%	(222)	29%	(181)	18%	(117)	16%	(102)	2%	(11)	633
Trump Job Strongly Approve	65%	(111)	19%	(33)	8%	(14)	5%	(8)	2%	(4)	170
Trump Job Somewhat Approve	48%	(71)	33%	(50)	12%	(19)	3%	(5)	4%	(5)	150
Trump Job Somewhat Disapprove	35%	(47)	36%	(48)	19%	(25)	10%	(13)	1%	(1)	134
Trump Job Strongly Disapprove	35%	(175)	27%	(133)	18%	(92)	18%	(89)	2%	(10)	499
Favorable of Trump	56%	(180)	27%	(84)	10%	(33)	5%	(14)	2%	(7)	318
Unfavorable of Trump	36%	(221)	28%	(175)	18%	(114)	16%	(102)	2%	(10)	622

Continued on next page

Table MCFE5_2: How important are the following traits when considering who is an American?
Speaks English

Demographic	Very important		Somewhat important		Not very important		Not important at all		Don't know / No opinion		Total N
Hispanic Adults	42%	(418)	28%	(275)	16%	(155)	12%	(123)	3%	(28)	999
Very Favorable of Trump	65%	(117)	20%	(37)	8%	(14)	5%	(9)	2%	(3)	180
Somewhat Favorable of Trump	45%	(63)	34%	(48)	13%	(18)	4%	(5)	3%	(5)	138
Somewhat Unfavorable of Trump	37%	(40)	41%	(43)	14%	(14)	8%	(9)	—	(0)	106
Very Unfavorable of Trump	35%	(182)	26%	(132)	19%	(99)	18%	(93)	2%	(10)	515
#1 Issue: Economy	44%	(170)	30%	(115)	14%	(54)	9%	(37)	3%	(12)	388
#1 Issue: Security	61%	(47)	16%	(12)	17%	(13)	4%	(3)	2%	(2)	77
#1 Issue: Health Care	39%	(82)	32%	(69)	13%	(28)	14%	(29)	2%	(5)	213
#1 Issue: Medicare / Social Security	53%	(40)	25%	(19)	11%	(8)	9%	(7)	2%	(2)	76
#1 Issue: Women's Issues	37%	(24)	22%	(14)	21%	(14)	20%	(13)	—	(0)	65
#1 Issue: Education	32%	(18)	22%	(13)	26%	(15)	19%	(11)	—	(0)	57
#1 Issue: Energy	33%	(19)	28%	(16)	25%	(14)	14%	(8)	—	(0)	56
#1 Issue: Other	28%	(18)	26%	(18)	14%	(9)	22%	(15)	10%	(7)	67
2018 House Vote: Democrat	41%	(153)	24%	(89)	17%	(64)	17%	(63)	1%	(3)	373
2018 House Vote: Republican	57%	(116)	29%	(59)	10%	(20)	4%	(7)	1%	(2)	205
2016 Vote: Hillary Clinton	39%	(142)	26%	(96)	18%	(64)	16%	(58)	1%	(3)	364
2016 Vote: Donald Trump	56%	(122)	28%	(61)	9%	(21)	5%	(10)	2%	(4)	217
2016 Vote: Didn't Vote	37%	(142)	29%	(109)	16%	(62)	13%	(51)	5%	(18)	382
Voted in 2014: Yes	45%	(227)	27%	(135)	15%	(75)	12%	(59)	1%	(5)	502
Voted in 2014: No	39%	(192)	28%	(140)	16%	(80)	13%	(63)	5%	(23)	497
2012 Vote: Barack Obama	40%	(154)	27%	(103)	17%	(64)	15%	(56)	1%	(4)	382
2012 Vote: Mitt Romney	57%	(72)	30%	(39)	11%	(14)	2%	(2)	—	(1)	128
2012 Vote: Didn't Vote	39%	(181)	28%	(130)	16%	(74)	13%	(60)	5%	(23)	468
4-Region: Northeast	42%	(71)	27%	(45)	19%	(32)	8%	(14)	5%	(8)	170
4-Region: Midwest	34%	(33)	31%	(30)	20%	(19)	16%	(15)	—	(0)	97
4-Region: South	46%	(205)	26%	(118)	13%	(59)	12%	(53)	2%	(10)	445
4-Region: West	38%	(109)	29%	(82)	16%	(45)	14%	(40)	4%	(10)	286
Mexican	37%	(171)	28%	(130)	16%	(77)	16%	(74)	3%	(13)	465
Puerto Rican	44%	(78)	25%	(45)	19%	(34)	10%	(17)	2%	(4)	179
Cuban	49%	(40)	26%	(21)	11%	(9)	11%	(9)	2%	(2)	81
Other South American	52%	(62)	24%	(29)	13%	(16)	9%	(10)	2%	(3)	119

Continued on next page

Table MCFE5_2: How important are the following traits when considering who is an American?
Speaks English

Demographic	Very important		Somewhat important		Not very important		Not important at all		Don't know / No opinion		Total N
Hispanic Adults	42%	(418)	28%	(275)	16%	(155)	12%	(123)	3%	(28)	999
Speaks only English at home	45%	(120)	27%	(72)	13%	(36)	11%	(30)	3%	(8)	265
Speaks mostly English at home	41%	(105)	28%	(71)	17%	(42)	11%	(29)	3%	(7)	254
Speaks both English and Spanish at home	43%	(139)	27%	(88)	17%	(55)	11%	(35)	2%	(7)	323
Speaks mostly Spanish at home	32%	(36)	31%	(34)	14%	(16)	19%	(21)	3%	(4)	111
Trump supporter	59%	(160)	26%	(70)	9%	(23)	4%	(11)	2%	(7)	272
Biden supporter	35%	(203)	28%	(160)	18%	(106)	17%	(96)	1%	(8)	573
Sports fans	42%	(304)	31%	(223)	16%	(111)	9%	(67)	2%	(12)	717
Avid sports fans	49%	(146)	24%	(73)	14%	(42)	10%	(30)	3%	(8)	299
Sports fans, Age: 18-34	35%	(89)	34%	(87)	16%	(40)	12%	(31)	2%	(6)	253
Sports fans, Age: 35-44	44%	(80)	31%	(57)	17%	(32)	7%	(13)	—	(1)	182
Sports fans, Age: 45-64	46%	(97)	27%	(57)	16%	(33)	9%	(18)	2%	(3)	209
Sports fans, Age: 65+	53%	(38)	29%	(21)	9%	(7)	8%	(5)	2%	(1)	73
Movie studios should diversify teams	40%	(279)	27%	(187)	17%	(119)	14%	(98)	1%	(8)	691
Movie studios should diversify stories	39%	(232)	28%	(165)	16%	(94)	16%	(97)	1%	(6)	595
Concerned about Covid	41%	(349)	29%	(245)	15%	(132)	13%	(110)	2%	(20)	856
No experience with Covid	44%	(142)	28%	(90)	15%	(48)	9%	(30)	5%	(16)	326
Health care major factor for election	41%	(269)	27%	(180)	15%	(96)	15%	(98)	2%	(15)	658
Social media users	42%	(408)	28%	(270)	16%	(153)	12%	(119)	2%	(24)	975
WhatsApp users	42%	(201)	27%	(128)	15%	(72)	14%	(65)	2%	(8)	474
WeChat users	59%	(36)	24%	(15)	10%	(6)	7%	(5)	—	(0)	61
Social media news source at least once a week	43%	(291)	27%	(184)	15%	(103)	13%	(89)	2%	(12)	679

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

**Table MCFE5_3: How important are the following traits when considering who is an American?
Lived most of their life in the United States**

Demographic	Very important		Somewhat important		Not very important		Not important at all		Don't know / No opinion		Total N
Hispanic Adults	36%	(361)	30%	(304)	20%	(198)	10%	(96)	4%	(41)	999
Gender: Male	36%	(182)	32%	(158)	21%	(104)	8%	(42)	3%	(14)	500
Gender: Female	36%	(179)	29%	(146)	19%	(95)	11%	(54)	5%	(26)	499
Age: 18-34	33%	(124)	31%	(118)	19%	(72)	10%	(39)	7%	(25)	378
Age: 35-44	39%	(87)	31%	(69)	20%	(44)	8%	(19)	1%	(3)	222
Age: 45-64	36%	(104)	29%	(85)	22%	(65)	10%	(28)	3%	(9)	290
Age: 65+	41%	(45)	29%	(32)	17%	(18)	9%	(10)	4%	(4)	110
GenZers: 1997-2012	29%	(40)	28%	(38)	22%	(29)	14%	(19)	7%	(10)	137
Millennials: 1981-1996	36%	(131)	29%	(105)	20%	(73)	10%	(36)	4%	(16)	361
GenXers: 1965-1980	35%	(100)	35%	(100)	20%	(58)	8%	(24)	2%	(6)	289
Baby Boomers: 1946-1964	45%	(86)	28%	(53)	16%	(31)	7%	(13)	4%	(8)	191
PID: Dem (no lean)	35%	(156)	31%	(136)	22%	(98)	10%	(44)	2%	(10)	444
PID: Ind (no lean)	31%	(100)	31%	(98)	20%	(64)	11%	(35)	7%	(22)	319
PID: Rep (no lean)	45%	(105)	29%	(69)	15%	(36)	7%	(16)	4%	(9)	236
PID/Gender: Dem Men	32%	(65)	32%	(65)	25%	(49)	9%	(19)	1%	(2)	199
PID/Gender: Dem Women	37%	(91)	29%	(71)	20%	(49)	11%	(26)	3%	(8)	245
PID/Gender: Ind Men	30%	(47)	37%	(57)	20%	(32)	8%	(13)	5%	(7)	156
PID/Gender: Ind Women	33%	(53)	25%	(41)	20%	(32)	13%	(21)	9%	(14)	162
PID/Gender: Rep Men	49%	(70)	25%	(36)	16%	(23)	7%	(10)	3%	(5)	144
PID/Gender: Rep Women	38%	(35)	36%	(33)	15%	(13)	7%	(7)	5%	(4)	92
Ideo: Liberal (1-3)	31%	(105)	29%	(99)	24%	(80)	15%	(52)	1%	(4)	341
Ideo: Moderate (4)	39%	(130)	32%	(106)	19%	(64)	7%	(22)	5%	(15)	337
Ideo: Conservative (5-7)	43%	(98)	32%	(73)	16%	(37)	6%	(13)	3%	(6)	227
Educ: < College	38%	(221)	30%	(172)	19%	(109)	8%	(49)	5%	(29)	579
Educ: Bachelors degree	36%	(93)	29%	(77)	21%	(56)	10%	(26)	3%	(8)	260
Educ: Post-grad	29%	(47)	34%	(55)	21%	(34)	13%	(21)	2%	(3)	160
Income: Under 50k	37%	(190)	28%	(147)	20%	(103)	9%	(46)	6%	(29)	514
Income: 50k-100k	35%	(110)	33%	(104)	20%	(62)	10%	(31)	2%	(8)	313
Income: 100k+	36%	(62)	31%	(53)	20%	(34)	11%	(19)	2%	(4)	171
Ethnicity: White	37%	(233)	30%	(191)	20%	(128)	9%	(55)	4%	(25)	633
Ethnicity: Hispanic	36%	(361)	30%	(304)	20%	(198)	10%	(96)	4%	(41)	999

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Table MCFE5_3: How important are the following traits when considering who is an American?
Lived most of their life in the United States

Demographic	Very important		Somewhat important		Not very important		Not important at all		Don't know / No opinion		Total N
Hispanic Adults	36%	(361)	30%	(304)	20%	(198)	10%	(96)	4%	(41)	999
Ethnicity: Black	32%	(18)	32%	(18)	16%	(9)	17%	(10)	4%	(2)	57
Ethnicity: Other	35%	(109)	30%	(94)	20%	(61)	10%	(31)	4%	(13)	309
All Christian	42%	(233)	29%	(160)	18%	(102)	7%	(41)	3%	(17)	553
Agnostic/Nothing in particular	31%	(72)	27%	(62)	24%	(56)	13%	(30)	6%	(14)	233
Something Else	32%	(43)	38%	(51)	18%	(24)	6%	(7)	6%	(8)	133
Evangelical	45%	(107)	29%	(69)	14%	(34)	7%	(17)	5%	(11)	238
Non-Evangelical	37%	(159)	32%	(140)	21%	(90)	7%	(31)	3%	(15)	435
Community: Urban	41%	(185)	30%	(137)	17%	(78)	9%	(41)	3%	(13)	454
Community: Suburban	31%	(133)	31%	(136)	22%	(95)	11%	(47)	5%	(21)	431
Community: Rural	38%	(43)	27%	(30)	22%	(25)	7%	(8)	7%	(8)	114
Employ: Private Sector	35%	(130)	32%	(119)	19%	(70)	12%	(44)	2%	(7)	370
Employ: Government	40%	(30)	33%	(25)	21%	(15)	3%	(2)	3%	(2)	75
Employ: Self-Employed	29%	(27)	33%	(31)	21%	(20)	11%	(10)	6%	(6)	95
Employ: Student	35%	(22)	25%	(16)	22%	(14)	11%	(7)	7%	(5)	64
Employ: Retired	46%	(55)	24%	(29)	17%	(21)	9%	(10)	4%	(5)	120
Employ: Unemployed	34%	(53)	32%	(50)	24%	(37)	5%	(8)	6%	(9)	156
Employ: Other	38%	(26)	22%	(16)	21%	(15)	14%	(10)	5%	(3)	70
Military HH: Yes	32%	(37)	26%	(31)	24%	(28)	15%	(17)	3%	(4)	117
Military HH: No	37%	(324)	31%	(273)	19%	(170)	9%	(78)	4%	(37)	882
RD/WT: Right Direction	46%	(123)	29%	(79)	17%	(45)	6%	(17)	2%	(6)	270
RD/WT: Wrong Track	33%	(238)	31%	(225)	21%	(153)	11%	(79)	5%	(35)	729
Trump Job Approve	46%	(149)	29%	(94)	15%	(49)	5%	(17)	4%	(11)	320
Trump Job Disapprove	32%	(203)	31%	(196)	22%	(142)	12%	(75)	3%	(18)	633
Trump Job Strongly Approve	56%	(95)	24%	(41)	14%	(23)	4%	(8)	2%	(4)	170
Trump Job Somewhat Approve	36%	(54)	35%	(53)	17%	(26)	6%	(10)	5%	(8)	150
Trump Job Somewhat Disapprove	31%	(41)	38%	(50)	18%	(25)	10%	(14)	3%	(4)	134
Trump Job Strongly Disapprove	32%	(162)	29%	(145)	24%	(117)	12%	(61)	3%	(14)	499
Favorable of Trump	47%	(149)	29%	(93)	15%	(48)	5%	(16)	4%	(11)	318
Unfavorable of Trump	33%	(203)	31%	(194)	22%	(136)	12%	(73)	3%	(16)	622

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Table MCFE5_3: How important are the following traits when considering who is an American?
Lived most of their life in the United States

Demographic	Very important		Somewhat important		Not very important		Not important at all		Don't know / No opinion		Total N
Hispanic Adults	36%	(361)	30%	(304)	20%	(198)	10%	(96)	4%	(41)	999
Very Favorable of Trump	56%	(101)	25%	(45)	13%	(23)	5%	(9)	2%	(3)	180
Somewhat Favorable of Trump	35%	(48)	35%	(49)	19%	(26)	5%	(8)	6%	(9)	138
Somewhat Unfavorable of Trump	34%	(36)	39%	(42)	14%	(15)	11%	(11)	2%	(2)	106
Very Unfavorable of Trump	32%	(167)	30%	(152)	23%	(121)	12%	(61)	3%	(14)	515
#1 Issue: Economy	36%	(140)	31%	(121)	20%	(76)	9%	(36)	4%	(15)	388
#1 Issue: Security	45%	(34)	27%	(21)	21%	(16)	5%	(4)	3%	(3)	77
#1 Issue: Health Care	37%	(78)	33%	(70)	18%	(38)	8%	(18)	4%	(8)	213
#1 Issue: Medicare / Social Security	47%	(36)	25%	(19)	17%	(13)	9%	(7)	3%	(2)	76
#1 Issue: Women's Issues	36%	(23)	26%	(17)	14%	(9)	20%	(13)	5%	(3)	65
#1 Issue: Education	28%	(16)	40%	(23)	19%	(11)	13%	(7)	—	(0)	57
#1 Issue: Energy	24%	(14)	35%	(20)	31%	(17)	4%	(2)	5%	(3)	56
#1 Issue: Other	30%	(20)	20%	(13)	27%	(18)	12%	(8)	10%	(7)	67
2018 House Vote: Democrat	34%	(126)	28%	(105)	24%	(91)	12%	(45)	2%	(7)	373
2018 House Vote: Republican	49%	(100)	29%	(60)	12%	(25)	6%	(13)	3%	(5)	205
2016 Vote: Hillary Clinton	34%	(125)	29%	(107)	22%	(81)	12%	(42)	2%	(9)	364
2016 Vote: Donald Trump	49%	(106)	28%	(61)	13%	(28)	7%	(15)	3%	(6)	217
2016 Vote: Didn't Vote	32%	(123)	33%	(126)	20%	(77)	9%	(35)	6%	(22)	382
Voted in 2014: Yes	39%	(196)	29%	(144)	20%	(101)	10%	(50)	2%	(10)	502
Voted in 2014: No	33%	(165)	32%	(159)	20%	(98)	9%	(45)	6%	(31)	497
2012 Vote: Barack Obama	37%	(142)	28%	(107)	21%	(81)	12%	(45)	2%	(7)	382
2012 Vote: Mitt Romney	41%	(53)	33%	(42)	19%	(24)	4%	(5)	2%	(3)	128
2012 Vote: Didn't Vote	34%	(160)	31%	(147)	19%	(88)	9%	(44)	6%	(30)	468
4-Region: Northeast	39%	(67)	28%	(48)	19%	(32)	11%	(18)	3%	(5)	170
4-Region: Midwest	28%	(27)	29%	(28)	25%	(25)	16%	(16)	2%	(2)	97
4-Region: South	38%	(171)	32%	(143)	17%	(77)	8%	(37)	4%	(17)	445
4-Region: West	34%	(96)	29%	(84)	23%	(65)	9%	(24)	6%	(17)	286
Mexican	36%	(169)	30%	(139)	18%	(86)	11%	(52)	4%	(18)	465
Puerto Rican	38%	(69)	26%	(47)	22%	(39)	10%	(17)	4%	(7)	179
Cuban	39%	(31)	28%	(23)	15%	(12)	11%	(9)	6%	(5)	81
Other South American	37%	(44)	35%	(41)	24%	(29)	3%	(3)	2%	(2)	119

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Table MCFE5_3: How important are the following traits when considering who is an American?
Lived most of their life in the United States

Demographic	Very important		Somewhat important		Not very important		Not important at all		Don't know / No opinion		Total N
Hispanic Adults	36%	(361)	30%	(304)	20%	(198)	10%	(96)	4%	(41)	999
Speaks only English at home	41%	(108)	28%	(74)	20%	(52)	9%	(23)	3%	(8)	265
Speaks mostly English at home	33%	(84)	28%	(72)	23%	(58)	11%	(29)	5%	(12)	254
Speaks both English and Spanish at home	38%	(122)	32%	(105)	19%	(62)	7%	(22)	4%	(12)	323
Speaks mostly Spanish at home	28%	(31)	38%	(42)	16%	(17)	13%	(14)	5%	(6)	111
Trump supporter	48%	(131)	28%	(76)	15%	(41)	6%	(16)	3%	(9)	272
Biden supporter	32%	(184)	31%	(179)	22%	(125)	12%	(71)	2%	(14)	573
Sports fans	38%	(273)	31%	(223)	20%	(141)	9%	(67)	2%	(14)	717
Avid sports fans	42%	(125)	26%	(78)	18%	(53)	11%	(34)	3%	(9)	299
Sports fans, Age: 18-34	37%	(93)	33%	(83)	19%	(48)	8%	(21)	3%	(8)	253
Sports fans, Age: 35-44	40%	(73)	32%	(58)	19%	(34)	7%	(13)	1%	(2)	182
Sports fans, Age: 45-64	35%	(74)	30%	(62)	22%	(46)	12%	(26)	1%	(2)	209
Sports fans, Age: 65+	45%	(32)	27%	(20)	16%	(12)	10%	(7)	2%	(1)	73
Movie studios should diversify teams	36%	(250)	31%	(211)	20%	(135)	11%	(75)	3%	(19)	691
Movie studios should diversify stories	37%	(222)	30%	(178)	19%	(114)	11%	(65)	3%	(17)	595
Concerned about Covid	36%	(309)	31%	(265)	20%	(168)	10%	(83)	4%	(30)	856
No experience with Covid	35%	(114)	31%	(101)	20%	(65)	7%	(23)	7%	(23)	326
Health care major factor for election	37%	(243)	31%	(204)	18%	(119)	11%	(75)	3%	(18)	658
Social media users	36%	(355)	31%	(298)	20%	(192)	10%	(93)	4%	(36)	975
WhatsApp users	35%	(165)	33%	(155)	21%	(100)	8%	(40)	3%	(15)	474
WeChat users	47%	(28)	23%	(14)	20%	(12)	10%	(6)	—	(0)	61
Social media news source at least once a week	39%	(267)	30%	(202)	19%	(127)	9%	(60)	3%	(23)	679

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

Table MCFE5_4: How important are the following traits when considering who is an American?
Is an American citizen

Demographic	Very important		Somewhat important		Not very important		Not important at all		Don't know / No opinion		Total N
Hispanic Adults	60%	(595)	24%	(241)	8%	(77)	5%	(52)	3%	(34)	999
Gender: Male	63%	(315)	23%	(115)	7%	(34)	5%	(23)	2%	(12)	500
Gender: Female	56%	(280)	25%	(126)	9%	(43)	6%	(29)	4%	(21)	499
Age: 18-34	48%	(182)	28%	(107)	9%	(36)	7%	(28)	7%	(25)	378
Age: 35-44	65%	(144)	25%	(55)	6%	(13)	4%	(10)	—	(0)	222
Age: 45-64	65%	(188)	21%	(62)	8%	(22)	4%	(11)	2%	(7)	290
Age: 65+	74%	(82)	15%	(17)	6%	(7)	3%	(4)	1%	(1)	110
GenZers: 1997-2012	47%	(64)	21%	(29)	13%	(17)	10%	(13)	9%	(13)	137
Millennials: 1981-1996	54%	(195)	29%	(105)	8%	(29)	5%	(20)	3%	(13)	361
GenXers: 1965-1980	62%	(177)	25%	(72)	7%	(20)	5%	(14)	2%	(5)	289
Baby Boomers: 1946-1964	75%	(143)	16%	(31)	5%	(9)	2%	(5)	2%	(4)	191
PID: Dem (no lean)	57%	(253)	27%	(118)	9%	(41)	6%	(28)	1%	(4)	444
PID: Ind (no lean)	56%	(177)	24%	(78)	7%	(22)	6%	(19)	7%	(22)	319
PID: Rep (no lean)	70%	(166)	19%	(45)	6%	(13)	2%	(5)	3%	(7)	236
PID/Gender: Dem Men	58%	(115)	27%	(55)	9%	(18)	5%	(11)	1%	(1)	199
PID/Gender: Dem Women	56%	(137)	26%	(64)	10%	(24)	7%	(17)	1%	(3)	245
PID/Gender: Ind Men	63%	(99)	20%	(32)	5%	(9)	6%	(9)	5%	(8)	156
PID/Gender: Ind Women	48%	(78)	28%	(46)	9%	(14)	7%	(11)	8%	(14)	162
PID/Gender: Rep Men	71%	(102)	20%	(28)	5%	(8)	3%	(4)	2%	(3)	144
PID/Gender: Rep Women	69%	(64)	18%	(17)	6%	(6)	1%	(1)	5%	(5)	92
Ideo: Liberal (1-3)	52%	(179)	27%	(91)	10%	(33)	10%	(33)	2%	(5)	341
Ideo: Moderate (4)	61%	(205)	26%	(89)	6%	(21)	4%	(14)	2%	(7)	337
Ideo: Conservative (5-7)	75%	(169)	17%	(39)	4%	(10)	1%	(3)	2%	(5)	227
Educ: < College	60%	(345)	23%	(133)	8%	(46)	5%	(27)	5%	(29)	579
Educ: Bachelors degree	60%	(156)	26%	(67)	7%	(18)	5%	(14)	2%	(4)	260
Educ: Post-grad	59%	(94)	25%	(40)	9%	(14)	7%	(11)	1%	(1)	160
Income: Under 50k	55%	(282)	25%	(131)	9%	(48)	5%	(28)	5%	(26)	514
Income: 50k-100k	66%	(207)	22%	(70)	5%	(17)	5%	(15)	1%	(4)	313
Income: 100k+	62%	(107)	23%	(39)	7%	(12)	5%	(9)	2%	(4)	171
Ethnicity: White	62%	(394)	25%	(157)	6%	(41)	5%	(30)	2%	(12)	633
Ethnicity: Hispanic	60%	(595)	24%	(241)	8%	(77)	5%	(52)	3%	(34)	999

Continued on next page

Table MCFE5_4: How important are the following traits when considering who is an American?
Is an American citizen

Demographic	Very important		Somewhat important		Not very important		Not important at all		Don't know / No opinion		Total N
Hispanic Adults	60%	(595)	24%	(241)	8%	(77)	5%	(52)	3%	(34)	999
Ethnicity: Black	65%	(37)	22%	(12)	5%	(3)	8%	(4)	—	(0)	57
Ethnicity: Other	53%	(164)	23%	(71)	11%	(34)	6%	(18)	7%	(22)	309
All Christian	66%	(367)	23%	(125)	6%	(31)	4%	(20)	2%	(11)	553
Agnostic/Nothing in particular	53%	(123)	24%	(56)	11%	(26)	7%	(17)	5%	(11)	233
Something Else	57%	(76)	25%	(33)	7%	(10)	3%	(5)	8%	(10)	133
Evangelical	69%	(164)	19%	(44)	6%	(14)	4%	(9)	3%	(8)	238
Non-Evangelical	63%	(274)	25%	(107)	6%	(27)	3%	(14)	3%	(13)	435
Community: Urban	62%	(280)	24%	(108)	8%	(35)	4%	(19)	2%	(11)	454
Community: Suburban	57%	(248)	24%	(106)	8%	(33)	6%	(28)	4%	(18)	431
Community: Rural	59%	(67)	24%	(27)	8%	(9)	4%	(5)	5%	(5)	114
Employ: Private Sector	61%	(225)	26%	(96)	7%	(27)	4%	(17)	1%	(6)	370
Employ: Government	65%	(49)	21%	(16)	5%	(4)	7%	(5)	2%	(1)	75
Employ: Self-Employed	54%	(52)	24%	(23)	11%	(10)	9%	(8)	2%	(2)	95
Employ: Student	44%	(28)	24%	(15)	15%	(9)	8%	(5)	10%	(6)	64
Employ: Retired	74%	(89)	13%	(16)	6%	(8)	3%	(3)	3%	(4)	120
Employ: Unemployed	57%	(88)	25%	(39)	9%	(14)	4%	(6)	5%	(9)	156
Employ: Other	46%	(32)	34%	(24)	7%	(5)	6%	(4)	6%	(4)	70
Military HH: Yes	61%	(71)	21%	(25)	9%	(11)	6%	(8)	3%	(3)	117
Military HH: No	59%	(524)	24%	(216)	8%	(67)	5%	(44)	4%	(31)	882
RD/WT: Right Direction	67%	(182)	23%	(63)	6%	(16)	1%	(4)	2%	(5)	270
RD/WT: Wrong Track	57%	(413)	24%	(178)	8%	(61)	7%	(48)	4%	(29)	729
Trump Job Approve	71%	(227)	20%	(65)	5%	(16)	2%	(6)	2%	(6)	320
Trump Job Disapprove	55%	(349)	26%	(165)	9%	(56)	7%	(44)	3%	(18)	633
Trump Job Strongly Approve	79%	(134)	15%	(25)	3%	(6)	1%	(2)	2%	(3)	170
Trump Job Somewhat Approve	62%	(93)	26%	(39)	7%	(11)	3%	(4)	2%	(3)	150
Trump Job Somewhat Disapprove	59%	(78)	28%	(37)	8%	(11)	4%	(5)	2%	(2)	134
Trump Job Strongly Disapprove	54%	(270)	26%	(128)	9%	(45)	8%	(39)	3%	(16)	499
Favorable of Trump	72%	(230)	20%	(62)	5%	(15)	2%	(5)	2%	(6)	318
Unfavorable of Trump	55%	(344)	26%	(161)	9%	(57)	7%	(43)	3%	(17)	622

Continued on next page

Table MCFE5_4: How important are the following traits when considering who is an American?
Is an American citizen

Demographic	Very important		Somewhat important		Not very important		Not important at all		Don't know / No opinion		Total N
Hispanic Adults	60%	(595)	24%	(241)	8%	(77)	5%	(52)	3%	(34)	999
Very Favorable of Trump	80%	(144)	15%	(27)	3%	(6)	1%	(1)	1%	(2)	180
Somewhat Favorable of Trump	63%	(87)	25%	(35)	6%	(9)	3%	(4)	3%	(4)	138
Somewhat Unfavorable of Trump	64%	(68)	22%	(24)	9%	(10)	4%	(4)	1%	(1)	106
Very Unfavorable of Trump	53%	(276)	27%	(137)	9%	(47)	8%	(39)	3%	(16)	515
#1 Issue: Economy	64%	(247)	25%	(96)	6%	(22)	4%	(14)	2%	(10)	388
#1 Issue: Security	71%	(55)	19%	(15)	3%	(2)	4%	(3)	3%	(3)	77
#1 Issue: Health Care	57%	(120)	25%	(53)	9%	(20)	6%	(13)	3%	(6)	213
#1 Issue: Medicare / Social Security	65%	(50)	21%	(16)	6%	(5)	4%	(3)	4%	(3)	76
#1 Issue: Women's Issues	55%	(36)	28%	(18)	6%	(4)	8%	(5)	3%	(2)	65
#1 Issue: Education	45%	(26)	34%	(20)	14%	(8)	5%	(3)	1%	(1)	57
#1 Issue: Energy	55%	(31)	22%	(12)	17%	(9)	6%	(3)	—	(0)	56
#1 Issue: Other	46%	(31)	16%	(10)	12%	(8)	13%	(8)	14%	(9)	67
2018 House Vote: Democrat	57%	(212)	27%	(99)	9%	(34)	6%	(23)	1%	(5)	373
2018 House Vote: Republican	77%	(158)	16%	(34)	4%	(8)	2%	(4)	1%	(2)	205
2016 Vote: Hillary Clinton	60%	(219)	26%	(94)	8%	(28)	5%	(18)	1%	(4)	364
2016 Vote: Donald Trump	76%	(164)	17%	(36)	5%	(10)	2%	(4)	1%	(2)	217
2016 Vote: Didn't Vote	51%	(194)	26%	(99)	10%	(37)	7%	(27)	7%	(25)	382
Voted in 2014: Yes	64%	(323)	24%	(119)	7%	(36)	4%	(20)	1%	(3)	502
Voted in 2014: No	55%	(272)	24%	(121)	8%	(41)	6%	(32)	6%	(31)	497
2012 Vote: Barack Obama	60%	(227)	26%	(100)	8%	(32)	5%	(20)	1%	(3)	382
2012 Vote: Mitt Romney	79%	(101)	17%	(21)	3%	(4)	1%	(1)	1%	(1)	128
2012 Vote: Didn't Vote	54%	(252)	25%	(116)	9%	(42)	6%	(28)	6%	(30)	468
4-Region: Northeast	63%	(108)	23%	(40)	4%	(7)	5%	(8)	4%	(8)	170
4-Region: Midwest	48%	(47)	29%	(28)	14%	(13)	9%	(8)	1%	(1)	97
4-Region: South	64%	(284)	23%	(101)	6%	(28)	5%	(23)	2%	(9)	445
4-Region: West	55%	(157)	25%	(72)	10%	(28)	4%	(13)	6%	(17)	286
Mexican	54%	(252)	26%	(121)	9%	(42)	7%	(32)	4%	(18)	465
Puerto Rican	63%	(113)	22%	(39)	8%	(15)	3%	(6)	3%	(6)	179
Cuban	72%	(58)	14%	(11)	6%	(5)	8%	(6)	1%	(1)	81
Other South American	68%	(81)	24%	(28)	4%	(5)	2%	(2)	2%	(2)	119

Continued on next page

Table MCFE5_4: How important are the following traits when considering who is an American?
Is an American citizen

Demographic	Very important		Somewhat important		Not very important		Not important at all		Don't know / No opinion		Total N
Hispanic Adults	60%	(595)	24%	(241)	8%	(77)	5%	(52)	3%	(34)	999
Speaks only English at home	66%	(176)	22%	(57)	6%	(16)	4%	(11)	2%	(6)	265
Speaks mostly English at home	61%	(154)	23%	(57)	7%	(19)	6%	(14)	4%	(9)	254
Speaks both English and Spanish at home	55%	(178)	27%	(88)	9%	(31)	5%	(17)	3%	(10)	323
Speaks mostly Spanish at home	55%	(61)	26%	(29)	7%	(7)	7%	(8)	5%	(6)	111
Trump supporter	75%	(205)	18%	(48)	4%	(12)	1%	(2)	2%	(5)	272
Biden supporter	54%	(311)	27%	(157)	8%	(48)	8%	(43)	2%	(14)	573
Sports fans	62%	(446)	25%	(179)	6%	(46)	5%	(34)	2%	(13)	717
Avid sports fans	66%	(197)	24%	(72)	6%	(17)	2%	(7)	2%	(6)	299
Sports fans, Age: 18-34	53%	(135)	30%	(75)	7%	(18)	6%	(16)	4%	(9)	253
Sports fans, Age: 35-44	68%	(124)	23%	(42)	6%	(10)	3%	(6)	—	(0)	182
Sports fans, Age: 45-64	65%	(136)	24%	(49)	6%	(13)	4%	(8)	2%	(4)	209
Sports fans, Age: 65+	71%	(51)	17%	(12)	7%	(5)	5%	(4)	—	(0)	73
Movie studios should diversify teams	58%	(404)	26%	(179)	8%	(53)	6%	(42)	2%	(13)	691
Movie studios should diversify stories	57%	(339)	27%	(161)	8%	(46)	6%	(38)	2%	(11)	595
Concerned about Covid	59%	(504)	25%	(211)	8%	(68)	5%	(47)	3%	(26)	856
No experience with Covid	60%	(196)	24%	(79)	5%	(16)	5%	(17)	5%	(17)	326
Health care major factor for election	59%	(386)	24%	(156)	9%	(56)	6%	(42)	3%	(17)	658
Social media users	60%	(583)	24%	(236)	8%	(76)	5%	(51)	3%	(29)	975
WhatsApp users	58%	(276)	27%	(127)	8%	(39)	5%	(23)	2%	(9)	474
WeChat users	71%	(43)	20%	(12)	6%	(4)	3%	(2)	—	(0)	61
Social media news source at least once a week	60%	(406)	24%	(162)	8%	(56)	5%	(36)	3%	(19)	679

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

Table MCFE7: Now on another topic...About how often do you watch live sporting events?

Demographic	Almost every day		At least once a week		At least once a month		Once every few months		Never		Total N
Hispanic Adults	16%	(158)	31%	(313)	13%	(129)	15%	(148)	25%	(252)	999
Gender: Male	25%	(126)	41%	(204)	11%	(54)	9%	(42)	15%	(73)	500
Gender: Female	7%	(33)	22%	(109)	15%	(75)	21%	(105)	36%	(178)	499
Age: 18-34	13%	(50)	32%	(119)	15%	(58)	13%	(49)	27%	(102)	378
Age: 35-44	27%	(60)	28%	(63)	13%	(29)	14%	(30)	18%	(41)	222
Age: 45-64	14%	(42)	35%	(102)	9%	(27)	15%	(44)	26%	(75)	290
Age: 65+	6%	(7)	26%	(29)	14%	(15)	23%	(25)	31%	(34)	110
GenZers: 1997-2012	8%	(10)	22%	(30)	18%	(24)	16%	(22)	37%	(50)	137
Millennials: 1981-1996	21%	(75)	33%	(118)	14%	(50)	12%	(44)	21%	(75)	361
GenXers: 1965-1980	18%	(53)	36%	(103)	10%	(28)	16%	(45)	21%	(59)	289
Baby Boomers: 1946-1964	9%	(18)	29%	(56)	13%	(25)	18%	(34)	31%	(59)	191
PID: Dem (no lean)	16%	(71)	30%	(134)	14%	(61)	15%	(67)	25%	(112)	444
PID: Ind (no lean)	9%	(30)	31%	(99)	14%	(43)	16%	(50)	30%	(97)	319
PID: Rep (no lean)	25%	(58)	34%	(79)	10%	(25)	13%	(31)	18%	(43)	236
PID/Gender: Dem Men	27%	(53)	39%	(78)	12%	(23)	8%	(15)	15%	(30)	199
PID/Gender: Dem Women	7%	(18)	23%	(56)	15%	(37)	21%	(51)	33%	(82)	245
PID/Gender: Ind Men	15%	(23)	43%	(67)	12%	(18)	13%	(21)	18%	(28)	156
PID/Gender: Ind Women	4%	(7)	20%	(32)	15%	(25)	18%	(29)	43%	(69)	162
PID/Gender: Rep Men	35%	(50)	41%	(59)	9%	(12)	5%	(6)	11%	(16)	144
PID/Gender: Rep Women	9%	(8)	22%	(20)	14%	(13)	27%	(25)	29%	(27)	92
Ideo: Liberal (1-3)	17%	(60)	30%	(104)	13%	(44)	15%	(51)	24%	(82)	341
Ideo: Moderate (4)	13%	(45)	37%	(125)	12%	(40)	15%	(50)	23%	(77)	337
Ideo: Conservative (5-7)	21%	(48)	30%	(69)	15%	(35)	13%	(30)	20%	(46)	227
Educ: < College	11%	(61)	27%	(157)	13%	(77)	17%	(98)	32%	(187)	579
Educ: Bachelors degree	26%	(66)	39%	(101)	10%	(25)	11%	(28)	15%	(39)	260
Educ: Post-grad	20%	(31)	34%	(55)	16%	(26)	14%	(22)	16%	(26)	160
Income: Under 50k	10%	(51)	26%	(136)	16%	(81)	15%	(79)	33%	(168)	514
Income: 50k-100k	18%	(56)	39%	(121)	10%	(31)	14%	(42)	20%	(64)	313
Income: 100k+	31%	(52)	33%	(56)	10%	(17)	15%	(26)	12%	(20)	171
Ethnicity: White	16%	(104)	32%	(205)	11%	(71)	16%	(101)	24%	(151)	633
Ethnicity: Hispanic	16%	(158)	31%	(313)	13%	(129)	15%	(148)	25%	(252)	999
Ethnicity: Black	30%	(17)	27%	(16)	14%	(8)	18%	(10)	11%	(6)	57

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Table MCFE7: Now on another topic...About how often do you watch live sporting events?

Demographic	Almost every day		At least once a week		At least once a month		Once every few months		Never		Total N
Hispanic Adults	16%	(158)	31%	(313)	13%	(129)	15%	(148)	25%	(252)	999
Ethnicity: Other	12%	(37)	30%	(92)	16%	(49)	12%	(36)	31%	(94)	309
All Christian	18%	(102)	34%	(188)	14%	(76)	13%	(71)	21%	(116)	553
Agnostic/Nothing in particular	11%	(25)	29%	(66)	9%	(22)	17%	(40)	34%	(80)	233
Something Else	11%	(14)	31%	(41)	14%	(19)	20%	(27)	24%	(32)	133
Evangelical	24%	(56)	29%	(69)	14%	(33)	13%	(31)	20%	(49)	238
Non-Evangelical	13%	(56)	36%	(155)	14%	(60)	15%	(67)	22%	(96)	435
Community: Urban	20%	(90)	30%	(136)	13%	(58)	14%	(64)	23%	(105)	454
Community: Suburban	14%	(60)	34%	(146)	13%	(55)	15%	(63)	25%	(107)	431
Community: Rural	8%	(9)	26%	(30)	14%	(16)	18%	(20)	34%	(39)	114
Employ: Private Sector	24%	(91)	37%	(135)	11%	(41)	13%	(49)	15%	(55)	370
Employ: Government	15%	(11)	43%	(33)	5%	(4)	18%	(14)	19%	(14)	75
Employ: Self-Employed	17%	(16)	30%	(29)	13%	(12)	21%	(19)	19%	(18)	95
Employ: Student	8%	(5)	24%	(15)	23%	(15)	9%	(6)	36%	(23)	64
Employ: Retired	5%	(6)	30%	(36)	15%	(18)	15%	(18)	35%	(42)	120
Employ: Unemployed	9%	(14)	23%	(36)	17%	(26)	13%	(21)	38%	(60)	156
Employ: Other	16%	(11)	26%	(18)	7%	(5)	15%	(11)	36%	(25)	70
Military HH: Yes	14%	(17)	39%	(46)	11%	(13)	10%	(12)	25%	(30)	117
Military HH: No	16%	(142)	30%	(267)	13%	(116)	15%	(136)	25%	(222)	882
RD/WT: Right Direction	29%	(77)	31%	(85)	14%	(38)	12%	(33)	14%	(37)	270
RD/WT: Wrong Track	11%	(81)	31%	(228)	12%	(90)	16%	(115)	29%	(214)	729
Trump Job Approve	24%	(78)	32%	(104)	13%	(43)	13%	(40)	17%	(55)	320
Trump Job Disapprove	13%	(80)	33%	(206)	13%	(80)	15%	(97)	27%	(169)	633
Trump Job Strongly Approve	29%	(49)	32%	(55)	9%	(16)	13%	(22)	17%	(28)	170
Trump Job Somewhat Approve	19%	(29)	33%	(49)	18%	(27)	12%	(18)	18%	(26)	150
Trump Job Somewhat Disapprove	12%	(16)	41%	(54)	11%	(14)	17%	(23)	19%	(25)	134
Trump Job Strongly Disapprove	13%	(64)	30%	(152)	13%	(65)	15%	(74)	29%	(144)	499
Favorable of Trump	25%	(81)	32%	(102)	13%	(42)	13%	(41)	17%	(53)	318
Unfavorable of Trump	12%	(72)	33%	(206)	13%	(80)	15%	(94)	27%	(170)	622

Continued on next page

Table MCFE7: *Now on another topic...About how often do you watch live sporting events?*

Demographic	Almost every day		At least once a week		At least once a month		Once every few months		Never		Total N
Hispanic Adults	16%	(158)	31%	(313)	13%	(129)	15%	(148)	25%	(252)	999
Very Favorable of Trump	29%	(51)	33%	(59)	11%	(21)	12%	(22)	15%	(28)	180
Somewhat Favorable of Trump	21%	(29)	31%	(44)	15%	(21)	14%	(19)	18%	(25)	138
Somewhat Unfavorable of Trump	11%	(11)	40%	(43)	11%	(12)	17%	(18)	21%	(22)	106
Very Unfavorable of Trump	12%	(60)	32%	(163)	13%	(68)	15%	(76)	29%	(148)	515
#1 Issue: Economy	19%	(73)	36%	(139)	14%	(54)	14%	(54)	18%	(68)	388
#1 Issue: Security	26%	(20)	31%	(24)	10%	(7)	14%	(11)	20%	(16)	77
#1 Issue: Health Care	17%	(36)	32%	(67)	12%	(25)	17%	(37)	23%	(48)	213
#1 Issue: Medicare / Social Security	7%	(5)	27%	(20)	9%	(7)	20%	(15)	37%	(28)	76
#1 Issue: Women's Issues	6%	(4)	22%	(14)	16%	(11)	16%	(10)	40%	(26)	65
#1 Issue: Education	18%	(10)	28%	(16)	15%	(9)	7%	(4)	32%	(18)	57
#1 Issue: Energy	15%	(8)	23%	(13)	16%	(9)	16%	(9)	29%	(16)	56
#1 Issue: Other	3%	(2)	28%	(19)	10%	(7)	11%	(7)	47%	(31)	67
2018 House Vote: Democrat	18%	(68)	35%	(130)	11%	(41)	15%	(56)	21%	(79)	373
2018 House Vote: Republican	26%	(53)	37%	(76)	13%	(27)	11%	(22)	13%	(27)	205
2016 Vote: Hillary Clinton	19%	(69)	32%	(118)	12%	(43)	13%	(47)	24%	(86)	364
2016 Vote: Donald Trump	26%	(57)	41%	(88)	11%	(23)	10%	(23)	12%	(26)	217
2016 Vote: Didn't Vote	7%	(26)	25%	(96)	15%	(58)	19%	(72)	34%	(130)	382
Voted in 2014: Yes	21%	(108)	35%	(177)	12%	(59)	12%	(63)	19%	(95)	502
Voted in 2014: No	10%	(51)	27%	(136)	14%	(69)	17%	(85)	31%	(157)	497
2012 Vote: Barack Obama	20%	(78)	35%	(134)	11%	(41)	13%	(48)	21%	(81)	382
2012 Vote: Mitt Romney	25%	(32)	35%	(45)	13%	(16)	16%	(21)	11%	(14)	128
2012 Vote: Didn't Vote	10%	(47)	27%	(125)	14%	(68)	17%	(78)	32%	(151)	468
4-Region: Northeast	26%	(45)	23%	(40)	11%	(19)	13%	(22)	26%	(45)	170
4-Region: Midwest	10%	(10)	43%	(41)	11%	(11)	13%	(12)	23%	(23)	97
4-Region: South	12%	(54)	34%	(149)	14%	(61)	18%	(79)	23%	(101)	445
4-Region: West	17%	(49)	29%	(83)	13%	(37)	12%	(35)	29%	(83)	286
Mexican	15%	(69)	32%	(150)	11%	(50)	14%	(65)	28%	(131)	465
Puerto Rican	19%	(34)	27%	(49)	13%	(23)	14%	(24)	27%	(49)	179
Cuban	20%	(16)	31%	(25)	12%	(9)	21%	(17)	17%	(14)	81
Other South American	21%	(25)	29%	(34)	17%	(20)	16%	(19)	17%	(20)	119

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Table MCFE7: Now on another topic...About how often do you watch live sporting events?

Demographic	Almost every day		At least once a week		At least once a month		Once every few months		Never		Total N
Hispanic Adults	16%	(158)	31%	(313)	13%	(129)	15%	(148)	25%	(252)	999
Speaks only English at home	12%	(31)	30%	(78)	12%	(31)	14%	(38)	33%	(87)	265
Speaks mostly English at home	13%	(33)	32%	(81)	15%	(37)	17%	(43)	23%	(59)	254
Speaks both English and Spanish at home	23%	(74)	32%	(104)	12%	(40)	13%	(43)	20%	(63)	323
Speaks mostly Spanish at home	10%	(11)	36%	(40)	13%	(14)	16%	(18)	25%	(28)	111
Trump supporter	25%	(68)	35%	(95)	11%	(29)	13%	(37)	16%	(43)	272
Biden supporter	15%	(86)	32%	(181)	13%	(76)	15%	(86)	25%	(145)	573
Sports fans	22%	(155)	43%	(306)	15%	(111)	14%	(101)	6%	(44)	717
Avid sports fans	43%	(129)	46%	(137)	7%	(20)	3%	(8)	2%	(5)	299
Sports fans, Age: 18-34	19%	(49)	45%	(114)	17%	(44)	12%	(29)	7%	(17)	253
Sports fans, Age: 35-44	32%	(58)	35%	(63)	15%	(27)	13%	(23)	6%	(10)	182
Sports fans, Age: 45-64	19%	(41)	48%	(100)	12%	(26)	14%	(30)	6%	(12)	209
Sports fans, Age: 65+	10%	(7)	39%	(29)	20%	(14)	25%	(18)	6%	(4)	73
Movie studios should diversify teams	19%	(130)	33%	(228)	12%	(85)	14%	(98)	22%	(150)	691
Movie studios should diversify stories	21%	(125)	31%	(185)	12%	(70)	15%	(87)	21%	(128)	595
Concerned about Covid	17%	(145)	31%	(268)	13%	(113)	14%	(121)	24%	(209)	856
No experience with Covid	13%	(41)	32%	(104)	12%	(41)	11%	(37)	31%	(103)	326
Health care major factor for election	17%	(110)	29%	(192)	12%	(80)	16%	(107)	26%	(170)	658
Social media users	16%	(158)	32%	(308)	13%	(129)	15%	(147)	24%	(233)	975
WhatsApp users	20%	(97)	33%	(155)	13%	(63)	17%	(82)	16%	(77)	474
WeChat users	37%	(23)	48%	(29)	5%	(3)	4%	(3)	6%	(4)	61
Social media news source at least once a week	20%	(134)	31%	(212)	14%	(93)	14%	(98)	21%	(143)	679

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

Table MCFE8_1: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following?*
Sports

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Hispanic Adults	30%	(299)	42%	(418)	28%	(282)	999
Gender: Male	44%	(221)	39%	(197)	16%	(82)	500
Gender: Female	16%	(78)	44%	(221)	40%	(200)	499
Age: 18-34	29%	(108)	39%	(146)	33%	(124)	378
Age: 35-44	40%	(89)	42%	(92)	18%	(40)	222
Age: 45-64	27%	(78)	46%	(132)	28%	(80)	290
Age: 65+	22%	(24)	44%	(48)	34%	(37)	110
GenZers: 1997-2012	18%	(24)	42%	(57)	41%	(55)	137
Millennials: 1981-1996	37%	(135)	38%	(137)	25%	(89)	361
GenXers: 1965-1980	32%	(94)	45%	(128)	23%	(67)	289
Baby Boomers: 1946-1964	20%	(39)	47%	(90)	33%	(63)	191
PID: Dem (no lean)	32%	(140)	41%	(182)	27%	(122)	444
PID: Ind (no lean)	22%	(71)	43%	(137)	35%	(110)	319
PID: Rep (no lean)	37%	(87)	42%	(99)	21%	(50)	236
PID/Gender: Dem Men	47%	(94)	38%	(75)	15%	(31)	199
PID/Gender: Dem Women	19%	(47)	44%	(107)	37%	(91)	245
PID/Gender: Ind Men	34%	(54)	44%	(69)	21%	(33)	156
PID/Gender: Ind Women	11%	(18)	42%	(68)	47%	(77)	162
PID/Gender: Rep Men	51%	(74)	37%	(52)	12%	(18)	144
PID/Gender: Rep Women	15%	(14)	50%	(46)	35%	(32)	92
Ideo: Liberal (1-3)	32%	(109)	40%	(135)	28%	(96)	341
Ideo: Moderate (4)	30%	(99)	48%	(162)	23%	(76)	337
Ideo: Conservative (5-7)	34%	(76)	41%	(93)	25%	(58)	227
Educ: < College	23%	(136)	42%	(245)	34%	(199)	579
Educ: Bachelors degree	41%	(107)	40%	(103)	19%	(50)	260
Educ: Post-grad	35%	(56)	44%	(70)	21%	(34)	160
Income: Under 50k	22%	(114)	42%	(217)	36%	(183)	514
Income: 50k-100k	35%	(109)	42%	(133)	23%	(72)	313
Income: 100k+	45%	(76)	40%	(69)	15%	(26)	171
Ethnicity: White	33%	(208)	41%	(259)	26%	(166)	633
Ethnicity: Hispanic	30%	(299)	42%	(418)	28%	(282)	999
Ethnicity: Black	33%	(19)	46%	(27)	21%	(12)	57

Continued on next page

Table MCFE8_1: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following?*
Sports

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Hispanic Adults	30%	(299)	42%	(418)	28%	(282)	999
Ethnicity: Other	23%	(72)	43%	(132)	34%	(104)	309
All Christian	35%	(195)	43%	(236)	22%	(122)	553
Agnostic/Nothing in particular	21%	(49)	41%	(95)	39%	(90)	233
Something Else	20%	(27)	49%	(66)	30%	(40)	133
Evangelical	31%	(74)	44%	(105)	25%	(59)	238
Non-Evangelical	32%	(141)	45%	(194)	23%	(100)	435
Community: Urban	33%	(151)	40%	(183)	26%	(120)	454
Community: Suburban	29%	(123)	45%	(193)	27%	(115)	431
Community: Rural	22%	(25)	37%	(42)	41%	(46)	114
Employ: Private Sector	42%	(156)	41%	(150)	17%	(64)	370
Employ: Government	37%	(28)	40%	(30)	23%	(17)	75
Employ: Self-Employed	26%	(24)	49%	(47)	25%	(24)	95
Employ: Student	15%	(10)	43%	(27)	42%	(27)	64
Employ: Retired	20%	(24)	45%	(54)	35%	(42)	120
Employ: Unemployed	18%	(29)	41%	(65)	40%	(63)	156
Employ: Other	26%	(18)	35%	(25)	38%	(27)	70
Military HH: Yes	25%	(29)	50%	(59)	25%	(29)	117
Military HH: No	31%	(270)	41%	(359)	29%	(252)	882
RD/WT: Right Direction	41%	(110)	41%	(111)	18%	(50)	270
RD/WT: Wrong Track	26%	(189)	42%	(307)	32%	(232)	729
Trump Job Approve	38%	(121)	43%	(138)	19%	(61)	320
Trump Job Disapprove	28%	(176)	42%	(268)	30%	(189)	633
Trump Job Strongly Approve	42%	(72)	39%	(66)	19%	(33)	170
Trump Job Somewhat Approve	33%	(49)	48%	(72)	19%	(28)	150
Trump Job Somewhat Disapprove	29%	(39)	45%	(60)	26%	(34)	134
Trump Job Strongly Disapprove	27%	(137)	42%	(207)	31%	(155)	499
Favorable of Trump	39%	(125)	42%	(133)	19%	(60)	318
Unfavorable of Trump	27%	(167)	43%	(266)	30%	(189)	622

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Table MCFE8_1: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following?*

Sports

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Hispanic Adults	30%	(299)	42%	(418)	28%	(282)	999
Very Favorable of Trump	44%	(78)	39%	(71)	17%	(31)	180
Somewhat Favorable of Trump	34%	(47)	45%	(62)	21%	(29)	138
Somewhat Unfavorable of Trump	30%	(32)	43%	(46)	26%	(28)	106
Very Unfavorable of Trump	26%	(135)	43%	(220)	31%	(161)	515
#1 Issue: Economy	36%	(139)	43%	(167)	21%	(83)	388
#1 Issue: Security	41%	(32)	36%	(28)	23%	(18)	77
#1 Issue: Health Care	32%	(69)	42%	(88)	26%	(55)	213
#1 Issue: Medicare / Social Security	22%	(17)	44%	(33)	34%	(26)	76
#1 Issue: Women's Issues	16%	(11)	41%	(26)	43%	(28)	65
#1 Issue: Education	19%	(11)	44%	(25)	37%	(21)	57
#1 Issue: Energy	20%	(11)	39%	(22)	41%	(23)	56
#1 Issue: Other	15%	(10)	43%	(29)	41%	(28)	67
2018 House Vote: Democrat	34%	(126)	42%	(155)	25%	(92)	373
2018 House Vote: Republican	44%	(90)	40%	(82)	16%	(32)	205
2016 Vote: Hillary Clinton	33%	(120)	42%	(152)	25%	(92)	364
2016 Vote: Donald Trump	44%	(95)	41%	(89)	15%	(33)	217
2016 Vote: Didn't Vote	19%	(74)	43%	(165)	38%	(144)	382
Voted in 2014: Yes	36%	(179)	43%	(214)	22%	(108)	502
Voted in 2014: No	24%	(120)	41%	(204)	35%	(174)	497
2012 Vote: Barack Obama	34%	(131)	43%	(162)	23%	(88)	382
2012 Vote: Mitt Romney	45%	(58)	40%	(51)	15%	(19)	128
2012 Vote: Didn't Vote	22%	(105)	42%	(195)	36%	(168)	468
4-Region: Northeast	37%	(63)	36%	(62)	27%	(46)	170
4-Region: Midwest	29%	(28)	41%	(40)	30%	(29)	97
4-Region: South	30%	(131)	42%	(188)	28%	(126)	445
4-Region: West	27%	(77)	45%	(128)	28%	(81)	286
Mexican	30%	(139)	42%	(198)	28%	(129)	465
Puerto Rican	32%	(58)	35%	(63)	32%	(58)	179
Cuban	32%	(26)	43%	(35)	25%	(20)	81
Other South American	34%	(41)	40%	(48)	25%	(30)	119

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Table MCFE8_1: In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following?

Sports

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Hispanic Adults	30%	(299)	42%	(418)	28%	(282)	999
Speaks only English at home	23%	(62)	43%	(115)	33%	(89)	265
Speaks mostly English at home	28%	(71)	45%	(115)	27%	(68)	254
Speaks both English and Spanish at home	37%	(119)	39%	(126)	24%	(78)	323
Speaks mostly Spanish at home	27%	(30)	41%	(45)	32%	(35)	111
Trump supporter	39%	(107)	41%	(112)	19%	(52)	272
Biden supporter	30%	(172)	43%	(247)	27%	(154)	573
Sports fans	42%	(299)	58%	(418)	—	(0)	717
Avid sports fans	100%	(299)	—	(0)	—	(0)	299
Sports fans, Age: 18-34	43%	(108)	57%	(146)	—	(0)	253
Sports fans, Age: 35-44	49%	(89)	51%	(92)	—	(0)	182
Sports fans, Age: 45-64	37%	(78)	63%	(132)	—	(0)	209
Sports fans, Age: 65+	34%	(24)	66%	(48)	—	(0)	73
Movie studios should diversify teams	33%	(226)	41%	(284)	26%	(180)	691
Movie studios should diversify stories	34%	(203)	41%	(241)	25%	(151)	595
Concerned about Covid	30%	(255)	43%	(364)	28%	(237)	856
No experience with Covid	31%	(101)	38%	(123)	31%	(101)	326
Health care major factor for election	29%	(188)	42%	(279)	29%	(191)	658
Social media users	30%	(294)	42%	(414)	27%	(267)	975
WhatsApp users	35%	(164)	42%	(201)	23%	(109)	474
WeChat users	53%	(32)	39%	(23)	9%	(5)	61
Social media news source at least once a week	33%	(225)	42%	(283)	25%	(170)	679

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

Table MCFE8_2: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following?*

ATP Tour

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Hispanic Adults	5%	(25)	14%	(70)	81%	(411)	506
Gender: Male	7%	(16)	18%	(45)	75%	(187)	248
Gender: Female	3%	(8)	10%	(25)	87%	(224)	258
Age: 18-34	6%	(13)	17%	(33)	77%	(155)	201
Age: 35-44	6%	(7)	17%	(20)	77%	(90)	117
Age: 45-64	3%	(5)	12%	(15)	85%	(112)	132
Age: 65+	—	(0)	2%	(1)	98%	(55)	56
GenZers: 1997-2012	4%	(3)	15%	(12)	81%	(64)	79
Millennials: 1981-1996	8%	(15)	17%	(32)	74%	(138)	186
GenXers: 1965-1980	4%	(6)	15%	(21)	81%	(118)	144
Baby Boomers: 1946-1964	1%	(1)	5%	(5)	94%	(82)	87
PID: Dem (no lean)	4%	(10)	14%	(31)	82%	(186)	226
PID: Ind (no lean)	3%	(5)	11%	(18)	86%	(137)	160
PID: Rep (no lean)	8%	(10)	18%	(21)	74%	(89)	120
PID/Gender: Dem Men	4%	(4)	20%	(19)	76%	(75)	98
PID/Gender: Dem Women	4%	(5)	9%	(11)	87%	(111)	128
PID/Gender: Ind Men	4%	(3)	15%	(10)	81%	(57)	70
PID/Gender: Ind Women	2%	(2)	8%	(8)	89%	(80)	89
PID/Gender: Rep Men	11%	(9)	19%	(15)	69%	(55)	80
Ideo: Liberal (1-3)	6%	(11)	14%	(26)	81%	(153)	189
Ideo: Moderate (4)	5%	(8)	14%	(22)	81%	(128)	158
Ideo: Conservative (5-7)	3%	(3)	20%	(21)	77%	(81)	105
Educ: < College	2%	(6)	11%	(34)	87%	(267)	307
Educ: Bachelors degree	9%	(11)	18%	(22)	73%	(93)	127
Educ: Post-grad	10%	(7)	20%	(14)	70%	(51)	72
Income: Under 50k	3%	(9)	13%	(34)	84%	(223)	266
Income: 50k-100k	5%	(8)	13%	(20)	82%	(129)	157
Income: 100k+	9%	(7)	20%	(16)	72%	(59)	83
Ethnicity: White	5%	(16)	15%	(45)	79%	(234)	295
Ethnicity: Hispanic	5%	(25)	14%	(70)	81%	(411)	506
Ethnicity: Other	3%	(5)	11%	(19)	86%	(154)	179

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Table MCFE8_2: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following?*
ATP Tour

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Hispanic Adults	5%	(25)	14%	(70)	81%	(411)	506
All Christian	5%	(13)	16%	(43)	79%	(210)	266
Agnostic/Nothing in particular	4%	(5)	9%	(13)	87%	(115)	133
Something Else	—	(0)	14%	(9)	86%	(56)	66
Evangelical	5%	(6)	23%	(28)	72%	(90)	124
Non-Evangelical	3%	(6)	12%	(24)	85%	(174)	204
Community: Urban	6%	(13)	19%	(42)	76%	(171)	227
Community: Suburban	4%	(9)	11%	(25)	85%	(186)	219
Community: Rural	4%	(3)	5%	(3)	91%	(54)	60
Employ: Private Sector	6%	(10)	18%	(33)	76%	(139)	183
Employ: Retired	1%	(1)	—	(0)	99%	(57)	58
Employ: Unemployed	4%	(3)	11%	(8)	85%	(62)	72
Military HH: Yes	4%	(2)	15%	(9)	81%	(51)	63
Military HH: No	5%	(22)	14%	(61)	81%	(360)	443
RD/WT: Right Direction	9%	(12)	19%	(25)	72%	(95)	133
RD/WT: Wrong Track	3%	(12)	12%	(45)	85%	(316)	373
Trump Job Approve	8%	(13)	17%	(27)	74%	(116)	157
Trump Job Disapprove	4%	(12)	13%	(43)	83%	(271)	325
Trump Job Strongly Approve	11%	(9)	20%	(16)	69%	(57)	82
Trump Job Somewhat Approve	6%	(4)	15%	(11)	80%	(60)	75
Trump Job Somewhat Disapprove	7%	(5)	21%	(14)	73%	(49)	68
Trump Job Strongly Disapprove	3%	(7)	11%	(29)	86%	(221)	257
Favorable of Trump	8%	(13)	19%	(31)	74%	(120)	164
Unfavorable of Trump	3%	(11)	12%	(36)	85%	(268)	315
Very Favorable of Trump	10%	(9)	22%	(20)	68%	(61)	90
Somewhat Favorable of Trump	5%	(4)	14%	(11)	81%	(59)	74
Somewhat Unfavorable of Trump	5%	(3)	28%	(16)	68%	(38)	57
Very Unfavorable of Trump	3%	(8)	8%	(21)	89%	(230)	258
#1 Issue: Economy	3%	(6)	15%	(29)	82%	(160)	195
#1 Issue: Health Care	2%	(2)	17%	(19)	81%	(88)	109
2018 House Vote: Democrat	5%	(9)	19%	(38)	76%	(150)	197
2018 House Vote: Republican	10%	(9)	15%	(14)	75%	(70)	93

Continued on next page

Table MCFE8_2: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following?*

ATP Tour

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Hispanic Adults	5%	(25)	14%	(70)	81%	(411)	506
2016 Vote: Hillary Clinton	4%	(8)	17%	(32)	78%	(144)	184
2016 Vote: Donald Trump	9%	(9)	18%	(18)	73%	(74)	101
2016 Vote: Didn't Vote	4%	(7)	10%	(19)	87%	(172)	198
Voted in 2014: Yes	5%	(13)	17%	(42)	77%	(189)	244
Voted in 2014: No	4%	(11)	11%	(28)	85%	(222)	262
2012 Vote: Barack Obama	7%	(13)	16%	(30)	78%	(147)	189
2012 Vote: Mitt Romney	2%	(1)	16%	(9)	82%	(47)	57
2012 Vote: Didn't Vote	4%	(9)	13%	(32)	83%	(206)	247
4-Region: Northeast	6%	(5)	23%	(19)	72%	(60)	84
4-Region: Midwest	3%	(2)	8%	(4)	89%	(50)	56
4-Region: South	3%	(7)	14%	(29)	83%	(180)	216
4-Region: West	7%	(11)	12%	(17)	81%	(121)	149
Mexican	5%	(12)	11%	(26)	84%	(197)	234
Puerto Rican	6%	(6)	13%	(13)	80%	(79)	98
Other South American	3%	(2)	17%	(11)	80%	(51)	64
Speaks only English at home	1%	(1)	10%	(14)	89%	(122)	137
Speaks mostly English at home	4%	(5)	11%	(13)	85%	(103)	121
Speaks both English and Spanish at home	7%	(12)	16%	(28)	77%	(136)	177
Trump supporter	8%	(10)	18%	(23)	74%	(97)	130
Biden supporter	5%	(14)	14%	(40)	81%	(238)	293
Sports fans	6%	(22)	19%	(66)	75%	(262)	351
Avid sports fans	11%	(17)	26%	(39)	63%	(96)	153
Sports fans, Age: 18-34	9%	(12)	24%	(30)	67%	(84)	126
Sports fans, Age: 35-44	6%	(6)	21%	(20)	72%	(67)	93
Sports fans, Age: 45-64	5%	(5)	15%	(15)	80%	(78)	98
Movie studios should diversify teams	7%	(24)	16%	(57)	78%	(277)	357
Movie studios should diversify stories	8%	(24)	18%	(53)	75%	(227)	304
Concerned about Covid	5%	(20)	14%	(60)	81%	(344)	424
No experience with Covid	5%	(7)	11%	(17)	85%	(133)	157
Health care major factor for election	5%	(18)	15%	(52)	79%	(272)	342
Social media users	5%	(25)	14%	(69)	81%	(398)	492

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Table MCFE8_2: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following?*
ATP Tour

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Hispanic Adults	5%	(25)	14%	(70)	81%	(411)	506
WhatsApp users	5%	(12)	20%	(48)	75%	(181)	242
Social media news source at least once a week	5%	(17)	16%	(58)	79%	(276)	351

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

Table MCFE8_3: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following?*
Bundesliga

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Hispanic Adults	8%	(37)	12%	(58)	81%	(399)	494
Gender: Male	11%	(28)	17%	(41)	72%	(179)	248
Gender: Female	4%	(9)	7%	(17)	89%	(220)	247
Age: 18-34	8%	(15)	12%	(23)	80%	(150)	188
Age: 35-44	14%	(16)	15%	(19)	71%	(85)	120
Age: 45-64	3%	(4)	11%	(15)	85%	(113)	133
Age: 65+	3%	(1)	3%	(2)	94%	(50)	53
GenZers: 1997-2012	8%	(5)	12%	(8)	81%	(57)	71
Millennials: 1981-1996	11%	(20)	16%	(29)	73%	(130)	179
GenXers: 1965-1980	7%	(10)	10%	(13)	83%	(116)	140
Baby Boomers: 1946-1964	3%	(2)	8%	(7)	89%	(85)	95
PID: Dem (no lean)	8%	(17)	11%	(23)	82%	(177)	217
PID: Ind (no lean)	4%	(7)	14%	(24)	81%	(137)	168
PID: Rep (no lean)	12%	(13)	10%	(11)	78%	(85)	109
PID/Gender: Dem Men	14%	(13)	14%	(14)	72%	(70)	97
PID/Gender: Dem Women	3%	(4)	8%	(10)	89%	(107)	121
PID/Gender: Ind Men	5%	(4)	24%	(19)	72%	(59)	82
PID/Gender: Ind Women	4%	(3)	5%	(5)	91%	(78)	86
PID/Gender: Rep Men	16%	(11)	12%	(8)	73%	(50)	69
Ideo: Liberal (1-3)	11%	(20)	13%	(24)	75%	(135)	179
Ideo: Moderate (4)	5%	(8)	14%	(22)	81%	(125)	155
Ideo: Conservative (5-7)	9%	(10)	8%	(9)	84%	(95)	114
Educ: < College	3%	(10)	7%	(19)	90%	(259)	288
Educ: Bachelors degree	13%	(17)	17%	(23)	69%	(90)	129
Educ: Post-grad	14%	(10)	22%	(17)	65%	(50)	77
Income: Under 50k	2%	(6)	8%	(19)	90%	(226)	251
Income: 50k-100k	10%	(16)	14%	(23)	76%	(122)	161
Income: 100k+	19%	(16)	19%	(16)	62%	(51)	82
Ethnicity: White	11%	(35)	12%	(37)	78%	(249)	321
Ethnicity: Hispanic	8%	(37)	12%	(58)	81%	(399)	494
Ethnicity: Other	1%	(1)	11%	(16)	88%	(132)	150

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Table MCFE8_3: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following?*
Bundesliga

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Hispanic Adults	8%	(37)	12%	(58)	81%	(399)	494
All Christian	11%	(31)	13%	(36)	76%	(214)	282
Agnostic/Nothing in particular	4%	(5)	9%	(10)	87%	(97)	112
Something Else	—	(0)	5%	(3)	95%	(60)	63
Evangelical	12%	(14)	9%	(11)	79%	(97)	122
Non-Evangelical	7%	(15)	12%	(26)	81%	(173)	214
Community: Urban	10%	(23)	16%	(37)	74%	(168)	228
Community: Suburban	7%	(14)	8%	(18)	85%	(180)	212
Community: Rural	—	(0)	6%	(3)	94%	(51)	54
Employ: Private Sector	13%	(24)	16%	(30)	71%	(136)	191
Employ: Retired	—	(0)	1%	(1)	99%	(53)	53
Employ: Unemployed	3%	(3)	12%	(9)	85%	(68)	80
Military HH: No	8%	(34)	13%	(56)	80%	(356)	447
RD/WT: Right Direction	12%	(16)	11%	(14)	77%	(99)	128
RD/WT: Wrong Track	6%	(22)	12%	(45)	82%	(300)	366
Trump Job Approve	13%	(20)	12%	(18)	75%	(113)	150
Trump Job Disapprove	6%	(18)	13%	(41)	82%	(260)	318
Trump Job Strongly Approve	16%	(13)	10%	(9)	74%	(61)	83
Trump Job Somewhat Approve	9%	(6)	13%	(9)	77%	(52)	67
Trump Job Somewhat Disapprove	8%	(6)	22%	(15)	70%	(47)	67
Trump Job Strongly Disapprove	5%	(12)	10%	(26)	85%	(213)	251
Favorable of Trump	15%	(22)	11%	(16)	74%	(107)	145
Unfavorable of Trump	5%	(15)	13%	(41)	82%	(260)	316
Very Favorable of Trump	17%	(14)	14%	(11)	69%	(57)	83
Somewhat Favorable of Trump	12%	(8)	7%	(5)	80%	(50)	62
Somewhat Unfavorable of Trump	9%	(5)	27%	(13)	64%	(33)	51
Very Unfavorable of Trump	4%	(11)	10%	(27)	86%	(228)	266
#1 Issue: Economy	9%	(17)	12%	(22)	79%	(151)	191
#1 Issue: Health Care	7%	(7)	13%	(13)	80%	(80)	101
2018 House Vote: Democrat	11%	(20)	13%	(23)	77%	(142)	186
2018 House Vote: Republican	14%	(15)	16%	(16)	70%	(72)	103

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Table MCFE8_3: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following?*
Bundesliga

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Hispanic Adults	8%	(37)	12%	(58)	81%	(399)	494
2016 Vote: Hillary Clinton	10%	(17)	12%	(22)	78%	(140)	180
2016 Vote: Donald Trump	14%	(15)	13%	(14)	73%	(77)	107
2016 Vote: Didn't Vote	3%	(5)	11%	(20)	87%	(165)	191
Voted in 2014: Yes	11%	(27)	14%	(35)	74%	(182)	245
Voted in 2014: No	4%	(10)	9%	(23)	87%	(217)	250
2012 Vote: Barack Obama	10%	(19)	13%	(24)	77%	(146)	189
2012 Vote: Mitt Romney	13%	(8)	19%	(12)	68%	(43)	63
2012 Vote: Didn't Vote	5%	(11)	10%	(22)	86%	(199)	232
4-Region: Northeast	6%	(5)	10%	(9)	83%	(74)	88
4-Region: South	8%	(17)	13%	(29)	79%	(170)	215
4-Region: West	10%	(15)	11%	(17)	79%	(119)	150
Mexican	9%	(20)	11%	(26)	81%	(190)	236
Puerto Rican	2%	(2)	8%	(7)	90%	(82)	91
Other South American	16%	(10)	20%	(12)	64%	(39)	62
Speaks only English at home	3%	(4)	4%	(5)	94%	(119)	127
Speaks mostly English at home	3%	(4)	10%	(12)	87%	(109)	125
Speaks both English and Spanish at home	14%	(23)	19%	(32)	68%	(116)	171
Trump supporter	13%	(17)	11%	(14)	76%	(95)	125
Biden supporter	7%	(19)	12%	(35)	81%	(230)	285
Sports fans	11%	(37)	15%	(52)	75%	(264)	354
Avid sports fans	21%	(31)	21%	(32)	58%	(87)	150
Sports fans, Age: 18-34	12%	(15)	16%	(21)	72%	(93)	129
Sports fans, Age: 35-44	17%	(16)	16%	(15)	67%	(64)	96
Sports fans, Age: 45-64	5%	(4)	15%	(14)	80%	(74)	93
Movie studios should diversify teams	9%	(30)	15%	(49)	76%	(253)	332
Movie studios should diversify stories	10%	(30)	15%	(45)	75%	(220)	294
Concerned about Covid	8%	(35)	12%	(52)	79%	(333)	419
No experience with Covid	9%	(15)	13%	(22)	77%	(124)	160
Health care major factor for election	9%	(28)	12%	(40)	79%	(258)	326
Social media users	8%	(37)	12%	(57)	80%	(389)	483
WhatsApp users	14%	(32)	15%	(36)	71%	(170)	238

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Table MCFE8_3: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following?*
Bundesliga

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Hispanic Adults	8%	(37)	12%	(58)	81%	(399)	494
Social media news source at least once a week	10%	(35)	13%	(43)	77%	(265)	343

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

Table MCFE8_4: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following?*
College basketball

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Hispanic Adults	12%	(64)	32%	(168)	55%	(286)	517
Gender: Male	17%	(46)	38%	(101)	45%	(118)	265
Gender: Female	7%	(18)	26%	(67)	67%	(168)	253
Age: 18-34	13%	(27)	32%	(67)	55%	(113)	207
Age: 35-44	14%	(14)	42%	(43)	44%	(46)	104
Age: 45-64	12%	(19)	31%	(48)	57%	(90)	157
Age: 65+	8%	(4)	18%	(9)	74%	(37)	50
GenZers: 1997-2012	10%	(7)	25%	(17)	65%	(44)	68
Millennials: 1981-1996	14%	(28)	38%	(73)	48%	(91)	192
GenXers: 1965-1980	12%	(18)	36%	(53)	52%	(77)	148
Baby Boomers: 1946-1964	9%	(9)	23%	(24)	68%	(69)	101
PID: Dem (no lean)	12%	(28)	35%	(81)	53%	(122)	232
PID: Ind (no lean)	9%	(15)	31%	(51)	60%	(97)	163
PID: Rep (no lean)	16%	(20)	29%	(35)	55%	(67)	122
PID/Gender: Dem Men	18%	(20)	39%	(42)	43%	(46)	108
PID/Gender: Dem Women	7%	(9)	32%	(39)	61%	(75)	123
PID/Gender: Ind Men	13%	(11)	36%	(30)	51%	(42)	83
PID/Gender: Ind Women	6%	(5)	26%	(21)	68%	(55)	80
PID/Gender: Rep Men	21%	(16)	39%	(29)	40%	(29)	73
Ideo: Liberal (1-3)	15%	(27)	36%	(64)	49%	(87)	177
Ideo: Moderate (4)	14%	(24)	31%	(55)	55%	(95)	173
Ideo: Conservative (5-7)	9%	(10)	36%	(43)	55%	(65)	118
Educ: < College	7%	(22)	30%	(88)	63%	(187)	297
Educ: Bachelors degree	16%	(24)	40%	(58)	44%	(64)	145
Educ: Post-grad	23%	(18)	29%	(22)	48%	(36)	75
Income: Under 50k	8%	(22)	28%	(75)	64%	(170)	267
Income: 50k-100k	14%	(22)	38%	(59)	48%	(75)	156
Income: 100k+	21%	(20)	35%	(33)	44%	(42)	95
Ethnicity: White	14%	(47)	31%	(103)	55%	(186)	335
Ethnicity: Hispanic	12%	(64)	32%	(168)	55%	(286)	517
Ethnicity: Other	8%	(12)	34%	(52)	58%	(89)	154

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Table MCFE8_4: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following?*
College basketball

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Hispanic Adults	12%	(64)	32%	(168)	55%	(286)	517
All Christian	15%	(43)	35%	(101)	50%	(145)	289
Agnostic/Nothing in particular	6%	(7)	26%	(31)	68%	(80)	119
Something Else	3%	(2)	37%	(25)	60%	(41)	68
Evangelical	10%	(12)	38%	(43)	52%	(58)	113
Non-Evangelical	13%	(32)	34%	(79)	53%	(124)	235
Community: Urban	13%	(29)	35%	(81)	53%	(123)	233
Community: Suburban	11%	(25)	33%	(72)	56%	(124)	220
Community: Rural	15%	(10)	24%	(15)	62%	(39)	64
Employ: Private Sector	18%	(35)	38%	(75)	45%	(88)	198
Employ: Self-Employed	14%	(7)	39%	(21)	48%	(25)	53
Employ: Retired	5%	(3)	22%	(13)	72%	(42)	59
Employ: Unemployed	6%	(4)	26%	(18)	68%	(48)	70
Military HH: Yes	18%	(12)	23%	(16)	58%	(40)	69
Military HH: No	11%	(51)	34%	(151)	55%	(246)	449
RD/WT: Right Direction	16%	(22)	40%	(55)	45%	(62)	138
RD/WT: Wrong Track	11%	(42)	30%	(112)	59%	(225)	379
Trump Job Approve	14%	(24)	35%	(59)	50%	(84)	167
Trump Job Disapprove	12%	(38)	32%	(105)	56%	(181)	324
Trump Job Strongly Approve	16%	(14)	29%	(26)	54%	(48)	88
Trump Job Somewhat Approve	12%	(9)	42%	(33)	46%	(36)	79
Trump Job Somewhat Disapprove	12%	(8)	32%	(22)	56%	(39)	69
Trump Job Strongly Disapprove	12%	(30)	33%	(83)	56%	(142)	255
Favorable of Trump	16%	(26)	35%	(57)	49%	(80)	164
Unfavorable of Trump	11%	(34)	33%	(104)	56%	(179)	317
Very Favorable of Trump	20%	(19)	33%	(33)	47%	(46)	98
Somewhat Favorable of Trump	11%	(7)	37%	(25)	52%	(34)	66
Somewhat Unfavorable of Trump	10%	(6)	35%	(20)	55%	(31)	57
Very Unfavorable of Trump	11%	(28)	32%	(84)	57%	(148)	260
#1 Issue: Economy	13%	(26)	40%	(83)	47%	(96)	205
#1 Issue: Health Care	14%	(13)	36%	(36)	51%	(50)	99

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Table MCFE8_4: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following?*
College basketball

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Hispanic Adults	12%	(64)	32%	(168)	55%	(286)	517
2018 House Vote: Democrat	17%	(30)	37%	(65)	46%	(82)	177
2018 House Vote: Republican	18%	(20)	33%	(35)	48%	(52)	106
2016 Vote: Hillary Clinton	15%	(27)	41%	(71)	44%	(76)	174
2016 Vote: Donald Trump	18%	(21)	32%	(37)	49%	(56)	113
2016 Vote: Didn't Vote	7%	(14)	26%	(54)	67%	(140)	208
Voted in 2014: Yes	17%	(41)	35%	(86)	49%	(121)	248
Voted in 2014: No	8%	(22)	30%	(82)	61%	(165)	269
2012 Vote: Barack Obama	18%	(32)	39%	(69)	44%	(78)	178
2012 Vote: Mitt Romney	12%	(8)	31%	(21)	57%	(38)	67
2012 Vote: Didn't Vote	8%	(21)	30%	(77)	62%	(162)	260
4-Region: Northeast	20%	(17)	25%	(22)	56%	(49)	88
4-Region: South	8%	(19)	34%	(81)	58%	(136)	235
4-Region: West	14%	(20)	34%	(50)	52%	(77)	146
Mexican	12%	(31)	30%	(74)	57%	(142)	246
Puerto Rican	16%	(15)	36%	(32)	48%	(43)	90
Other South American	9%	(5)	33%	(20)	58%	(36)	61
Speaks only English at home	9%	(12)	25%	(31)	65%	(79)	122
Speaks mostly English at home	14%	(19)	33%	(44)	53%	(71)	134
Speaks both English and Spanish at home	10%	(18)	38%	(67)	52%	(92)	177
Speaks mostly Spanish at home	17%	(10)	33%	(19)	50%	(29)	57
Trump supporter	16%	(23)	32%	(46)	52%	(73)	142
Biden supporter	13%	(36)	36%	(104)	51%	(147)	288
Sports fans	17%	(64)	41%	(156)	42%	(160)	380
Avid sports fans	30%	(45)	47%	(71)	22%	(34)	150
Sports fans, Age: 18-34	18%	(27)	42%	(62)	40%	(59)	148
Sports fans, Age: 35-44	16%	(14)	48%	(42)	36%	(32)	88
Sports fans, Age: 45-64	17%	(19)	37%	(42)	46%	(51)	112
Movie studios should diversify teams	15%	(54)	35%	(124)	49%	(171)	349
Movie studios should diversify stories	16%	(51)	36%	(111)	47%	(146)	308
Concerned about Covid	12%	(53)	34%	(150)	54%	(235)	439
No experience with Covid	11%	(18)	26%	(42)	63%	(102)	163

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Table MCFE8_4: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following?*
College basketball

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Hispanic Adults	12%	(64)	32%	(168)	55%	(286)	517
Health care major factor for election	13%	(45)	34%	(119)	53%	(185)	349
Social media users	12%	(62)	33%	(168)	55%	(275)	504
WhatsApp users	15%	(38)	38%	(97)	47%	(119)	254
Social media news source at least once a week	14%	(49)	36%	(130)	50%	(179)	358

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

Table MCFE8_5: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following?*
College football

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Hispanic Adults	16%	(85)	28%	(147)	56%	(292)	524
Gender: Male	24%	(64)	33%	(88)	43%	(115)	266
Gender: Female	8%	(21)	23%	(59)	69%	(177)	258
Age: 18-34	16%	(31)	27%	(54)	58%	(117)	202
Age: 35-44	21%	(24)	32%	(36)	47%	(52)	112
Age: 45-64	17%	(25)	27%	(40)	56%	(83)	148
Age: 65+	8%	(5)	29%	(18)	63%	(39)	62
GenZers: 1997-2012	7%	(5)	25%	(18)	69%	(50)	72
Millennials: 1981-1996	22%	(42)	27%	(52)	51%	(96)	189
GenXers: 1965-1980	17%	(25)	33%	(48)	50%	(74)	147
Baby Boomers: 1946-1964	10%	(11)	27%	(29)	62%	(67)	107
PID: Dem (no lean)	13%	(31)	29%	(66)	58%	(134)	230
PID: Ind (no lean)	15%	(25)	21%	(35)	64%	(106)	166
PID: Rep (no lean)	23%	(29)	36%	(46)	41%	(53)	128
PID/Gender: Dem Men	22%	(23)	34%	(36)	44%	(48)	107
PID/Gender: Dem Women	6%	(8)	24%	(29)	70%	(86)	123
PID/Gender: Ind Men	19%	(16)	27%	(23)	54%	(47)	86
PID/Gender: Ind Women	11%	(9)	15%	(12)	74%	(59)	79
PID/Gender: Rep Men	33%	(24)	39%	(28)	28%	(20)	73
PID/Gender: Rep Women	9%	(5)	32%	(18)	58%	(32)	55
Ideo: Liberal (1-3)	18%	(31)	26%	(45)	56%	(96)	171
Ideo: Moderate (4)	17%	(30)	32%	(56)	51%	(90)	176
Ideo: Conservative (5-7)	15%	(19)	32%	(41)	52%	(66)	126
Educ: < College	10%	(31)	24%	(74)	66%	(206)	311
Educ: Bachelors degree	26%	(34)	36%	(47)	38%	(50)	131
Educ: Post-grad	25%	(20)	31%	(26)	44%	(36)	82
Income: Under 50k	11%	(28)	22%	(56)	66%	(166)	250
Income: 50k-100k	18%	(32)	34%	(60)	48%	(85)	177
Income: 100k+	26%	(25)	32%	(31)	42%	(41)	97
Ethnicity: White	17%	(56)	29%	(94)	54%	(179)	329
Ethnicity: Hispanic	16%	(85)	28%	(147)	56%	(292)	524
Ethnicity: Other	13%	(22)	25%	(41)	62%	(102)	165

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Table MCFE8_5: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following?*
College football

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Hispanic Adults	16%	(85)	28%	(147)	56%	(292)	524
All Christian	20%	(57)	32%	(90)	48%	(137)	284
Agnostic/Nothing in particular	11%	(15)	22%	(28)	67%	(89)	132
Something Else	6%	(3)	31%	(19)	63%	(40)	62
Evangelical	12%	(14)	38%	(44)	50%	(58)	117
Non-Evangelical	19%	(44)	29%	(66)	51%	(115)	225
Community: Urban	14%	(34)	27%	(66)	59%	(141)	242
Community: Suburban	18%	(41)	30%	(72)	52%	(123)	236
Employ: Private Sector	23%	(46)	37%	(76)	40%	(80)	202
Employ: Self-Employed	23%	(12)	28%	(14)	49%	(24)	50
Employ: Retired	8%	(5)	27%	(17)	65%	(40)	62
Employ: Unemployed	8%	(6)	16%	(13)	76%	(61)	80
Military HH: Yes	22%	(14)	29%	(18)	49%	(31)	64
Military HH: No	15%	(71)	28%	(129)	57%	(260)	460
RD/WT: Right Direction	20%	(32)	39%	(60)	41%	(63)	155
RD/WT: Wrong Track	14%	(54)	24%	(87)	62%	(229)	369
Trump Job Approve	20%	(36)	36%	(65)	44%	(81)	183
Trump Job Disapprove	15%	(49)	26%	(82)	59%	(188)	318
Trump Job Strongly Approve	22%	(22)	35%	(35)	43%	(43)	99
Trump Job Somewhat Approve	17%	(15)	37%	(31)	46%	(38)	84
Trump Job Somewhat Disapprove	15%	(10)	28%	(19)	56%	(38)	68
Trump Job Strongly Disapprove	15%	(39)	25%	(63)	60%	(150)	251
Favorable of Trump	19%	(34)	37%	(65)	45%	(80)	178
Unfavorable of Trump	15%	(48)	25%	(79)	60%	(192)	319
Very Favorable of Trump	21%	(21)	38%	(38)	41%	(41)	100
Somewhat Favorable of Trump	16%	(12)	35%	(28)	49%	(39)	79
Somewhat Unfavorable of Trump	18%	(9)	25%	(13)	57%	(28)	50
Very Unfavorable of Trump	15%	(39)	25%	(66)	61%	(163)	269
#1 Issue: Economy	17%	(32)	34%	(65)	49%	(94)	192
#1 Issue: Security	15%	(7)	25%	(12)	61%	(30)	50
#1 Issue: Health Care	19%	(24)	26%	(33)	55%	(69)	127

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Table MCFE8_5: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following?*
College football

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Hispanic Adults	16%	(85)	28%	(147)	56%	(292)	524
2018 House Vote: Democrat	20%	(37)	29%	(54)	51%	(96)	188
2018 House Vote: Republican	26%	(28)	39%	(42)	35%	(37)	108
2016 Vote: Hillary Clinton	19%	(34)	28%	(50)	54%	(97)	180
2016 Vote: Donald Trump	21%	(25)	41%	(48)	38%	(45)	118
2016 Vote: Didn't Vote	9%	(18)	23%	(45)	68%	(138)	201
Voted in 2014: Yes	22%	(55)	30%	(75)	47%	(116)	246
Voted in 2014: No	11%	(30)	26%	(72)	63%	(175)	277
2012 Vote: Barack Obama	19%	(36)	30%	(55)	51%	(95)	185
2012 Vote: Mitt Romney	30%	(19)	36%	(23)	35%	(22)	65
2012 Vote: Didn't Vote	11%	(28)	25%	(65)	64%	(168)	260
4-Region: Northeast	12%	(12)	25%	(25)	62%	(61)	99
4-Region: South	16%	(37)	31%	(71)	53%	(122)	230
4-Region: West	20%	(29)	25%	(37)	55%	(81)	146
Mexican	18%	(43)	27%	(65)	55%	(135)	244
Puerto Rican	21%	(20)	17%	(16)	62%	(57)	92
Other South American	10%	(6)	36%	(22)	54%	(33)	61
Speaks only English at home	16%	(23)	28%	(41)	56%	(81)	145
Speaks mostly English at home	18%	(22)	26%	(31)	56%	(66)	119
Speaks both English and Spanish at home	14%	(25)	29%	(51)	57%	(101)	177
Speaks mostly Spanish at home	20%	(11)	28%	(16)	52%	(30)	58
Trump supporter	19%	(31)	38%	(61)	43%	(69)	160
Biden supporter	17%	(47)	28%	(79)	55%	(155)	280
Sports fans	22%	(82)	37%	(138)	41%	(155)	375
Avid sports fans	41%	(64)	36%	(56)	23%	(35)	155
Sports fans, Age: 18-34	22%	(30)	37%	(50)	41%	(55)	134
Sports fans, Age: 35-44	26%	(24)	37%	(33)	37%	(33)	90
Sports fans, Age: 45-64	22%	(24)	34%	(37)	44%	(48)	109
Movie studios should diversify teams	19%	(68)	28%	(101)	52%	(188)	358
Movie studios should diversify stories	20%	(62)	28%	(89)	52%	(163)	315
Concerned about Covid	17%	(75)	28%	(126)	55%	(246)	448
No experience with Covid	11%	(20)	24%	(43)	65%	(116)	179

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Table MCFE8_5: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following?*
College football

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Hispanic Adults	16%	(85)	28%	(147)	56%	(292)	524
Health care major factor for election	16%	(55)	30%	(104)	55%	(193)	352
Social media users	16%	(83)	28%	(146)	55%	(283)	512
WhatsApp users	18%	(46)	30%	(75)	52%	(129)	251
Social media news source at least once a week	17%	(59)	29%	(104)	54%	(190)	353

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

Table MCFE8_6: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following?*
English Premier League (EPL)

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Hispanic Adults	11%	(53)	14%	(68)	75%	(362)	484
Gender: Male	16%	(37)	20%	(47)	64%	(147)	231
Gender: Female	7%	(17)	8%	(21)	85%	(215)	253
Age: 18-34	11%	(21)	14%	(27)	75%	(148)	197
Age: 35-44	19%	(17)	19%	(18)	62%	(57)	93
Age: 45-64	9%	(13)	13%	(18)	78%	(110)	142
Age: 65+	3%	(1)	10%	(5)	88%	(46)	52
GenZers: 1997-2012	7%	(5)	13%	(9)	80%	(55)	69
Millennials: 1981-1996	13%	(24)	16%	(29)	70%	(125)	178
GenXers: 1965-1980	15%	(20)	16%	(21)	69%	(91)	132
Baby Boomers: 1946-1964	5%	(4)	10%	(9)	85%	(77)	91
PID: Dem (no lean)	8%	(16)	15%	(30)	77%	(156)	202
PID: Ind (no lean)	8%	(12)	12%	(19)	80%	(119)	150
PID: Rep (no lean)	19%	(26)	15%	(20)	65%	(86)	132
PID/Gender: Dem Men	10%	(8)	22%	(17)	68%	(53)	78
PID/Gender: Dem Women	7%	(8)	10%	(13)	83%	(103)	124
PID/Gender: Ind Men	9%	(7)	20%	(15)	71%	(52)	74
PID/Gender: Ind Women	7%	(5)	5%	(3)	89%	(67)	76
PID/Gender: Rep Men	28%	(22)	19%	(15)	53%	(42)	79
PID/Gender: Rep Women	6%	(3)	9%	(5)	84%	(45)	53
Ideo: Liberal (1-3)	11%	(17)	17%	(26)	72%	(113)	156
Ideo: Moderate (4)	13%	(22)	14%	(22)	73%	(118)	162
Ideo: Conservative (5-7)	9%	(11)	15%	(17)	76%	(89)	118
Educ: < College	5%	(14)	11%	(32)	84%	(243)	290
Educ: Bachelors degree	22%	(24)	15%	(17)	63%	(69)	110
Educ: Post-grad	18%	(15)	23%	(19)	59%	(50)	84
Income: Under 50k	4%	(10)	13%	(32)	83%	(209)	251
Income: 50k-100k	13%	(18)	12%	(17)	75%	(105)	140
Income: 100k+	27%	(25)	20%	(19)	52%	(48)	92
Ethnicity: White	13%	(40)	14%	(42)	73%	(223)	304
Ethnicity: Hispanic	11%	(53)	14%	(68)	75%	(362)	484
Ethnicity: Other	7%	(10)	15%	(22)	78%	(113)	145

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Table MCFE8_6: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following?*
English Premier League (EPL)

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Hispanic Adults	11%	(53)	14%	(68)	75%	(362)	484
All Christian	14%	(37)	16%	(43)	70%	(183)	264
Agnostic/Nothing in particular	5%	(6)	13%	(15)	82%	(99)	120
Something Else	6%	(4)	11%	(6)	83%	(49)	59
Evangelical	16%	(17)	19%	(20)	66%	(70)	107
Non-Evangelical	10%	(20)	14%	(28)	77%	(159)	207
Community: Urban	15%	(34)	13%	(30)	71%	(159)	222
Community: Suburban	7%	(15)	16%	(33)	77%	(161)	209
Community: Rural	9%	(5)	11%	(6)	80%	(42)	52
Employ: Private Sector	18%	(32)	18%	(31)	64%	(109)	172
Employ: Self-Employed	11%	(6)	18%	(10)	70%	(37)	53
Employ: Retired	—	(0)	7%	(5)	93%	(58)	63
Employ: Unemployed	4%	(3)	15%	(10)	81%	(54)	66
Military HH: Yes	14%	(8)	17%	(9)	70%	(38)	54
Military HH: No	11%	(46)	14%	(59)	76%	(324)	429
RD/WT: Right Direction	21%	(29)	12%	(16)	67%	(92)	137
RD/WT: Wrong Track	7%	(24)	15%	(52)	78%	(270)	347
Trump Job Approve	16%	(27)	17%	(28)	67%	(113)	167
Trump Job Disapprove	9%	(26)	14%	(39)	78%	(225)	290
Trump Job Strongly Approve	19%	(17)	14%	(12)	67%	(60)	89
Trump Job Somewhat Approve	12%	(10)	20%	(16)	68%	(53)	78
Trump Job Somewhat Disapprove	10%	(8)	14%	(11)	76%	(59)	77
Trump Job Strongly Disapprove	8%	(18)	13%	(29)	78%	(166)	213
Favorable of Trump	18%	(29)	16%	(27)	66%	(108)	164
Unfavorable of Trump	7%	(20)	15%	(42)	78%	(220)	282
Very Favorable of Trump	21%	(21)	15%	(15)	63%	(62)	97
Somewhat Favorable of Trump	13%	(9)	17%	(12)	70%	(47)	67
Somewhat Unfavorable of Trump	8%	(5)	21%	(13)	71%	(44)	62
Very Unfavorable of Trump	7%	(15)	13%	(29)	80%	(176)	221
#1 Issue: Economy	12%	(24)	17%	(33)	71%	(141)	199
#1 Issue: Health Care	10%	(10)	14%	(14)	75%	(72)	96

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Table MCFE8_6: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following?*
English Premier League (EPL)

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Hispanic Adults	11%	(53)	14%	(68)	75%	(362)	484
2018 House Vote: Democrat	14%	(24)	16%	(27)	70%	(120)	171
2018 House Vote: Republican	22%	(25)	16%	(18)	62%	(69)	112
2016 Vote: Hillary Clinton	12%	(20)	15%	(24)	73%	(116)	159
2016 Vote: Donald Trump	22%	(27)	19%	(23)	59%	(72)	122
2016 Vote: Didn't Vote	4%	(7)	10%	(19)	86%	(158)	183
Voted in 2014: Yes	17%	(40)	18%	(41)	65%	(153)	235
Voted in 2014: No	5%	(13)	11%	(27)	84%	(209)	248
2012 Vote: Barack Obama	14%	(24)	17%	(28)	69%	(115)	167
2012 Vote: Mitt Romney	20%	(15)	19%	(14)	61%	(43)	72
2012 Vote: Didn't Vote	6%	(14)	11%	(25)	83%	(195)	234
4-Region: Northeast	13%	(9)	9%	(7)	78%	(58)	74
4-Region: South	10%	(23)	14%	(32)	76%	(178)	232
4-Region: West	12%	(17)	13%	(18)	74%	(100)	135
Mexican	12%	(25)	15%	(33)	74%	(161)	219
Puerto Rican	8%	(7)	15%	(12)	77%	(64)	84
Speaks only English at home	5%	(7)	10%	(14)	85%	(121)	142
Speaks mostly English at home	13%	(16)	11%	(14)	77%	(99)	129
Speaks both English and Spanish at home	18%	(26)	15%	(22)	67%	(99)	147
Trump supporter	19%	(28)	15%	(22)	67%	(99)	149
Biden supporter	9%	(24)	14%	(37)	76%	(198)	259
Sports fans	16%	(52)	20%	(68)	64%	(214)	334
Avid sports fans	30%	(41)	23%	(31)	47%	(65)	136
Sports fans, Age: 18-34	16%	(20)	22%	(27)	62%	(76)	124
Sports fans, Age: 35-44	24%	(17)	24%	(18)	52%	(38)	73
Sports fans, Age: 45-64	13%	(13)	17%	(18)	70%	(71)	102
Movie studios should diversify teams	13%	(41)	17%	(54)	70%	(221)	316
Movie studios should diversify stories	15%	(42)	17%	(47)	68%	(188)	277
Concerned about Covid	11%	(45)	16%	(66)	73%	(299)	410
No experience with Covid	6%	(10)	12%	(19)	82%	(130)	160
Health care major factor for election	12%	(36)	15%	(46)	73%	(224)	305
Social media users	11%	(53)	14%	(66)	75%	(353)	473

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Table MCFE8_6: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following?*
English Premier League (EPL)

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Hispanic Adults	11%	(53)	14%	(68)	75%	(362)	484
WhatsApp users	17%	(38)	18%	(40)	65%	(145)	223
Social media news source at least once a week	14%	(44)	15%	(49)	71%	(225)	318

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

Table MCFE8_7: In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following?

Esports

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Hispanic Adults	14%	(70)	20%	(102)	66%	(335)	507
Gender: Male	20%	(53)	24%	(64)	56%	(146)	263
Gender: Female	7%	(17)	16%	(39)	77%	(189)	244
Age: 18-34	22%	(42)	24%	(45)	54%	(102)	189
Age: 35-44	16%	(19)	30%	(37)	54%	(65)	121
Age: 45-64	4%	(6)	13%	(18)	83%	(116)	140
Age: 65+	5%	(3)	4%	(3)	90%	(51)	57
GenZers: 1997-2012	20%	(12)	25%	(15)	55%	(33)	60
Millennials: 1981-1996	21%	(42)	30%	(58)	49%	(96)	195
GenXers: 1965-1980	9%	(12)	16%	(22)	75%	(106)	141
Baby Boomers: 1946-1964	4%	(4)	7%	(7)	89%	(87)	98
PID: Dem (no lean)	13%	(28)	22%	(48)	65%	(142)	219
PID: Ind (no lean)	12%	(18)	18%	(28)	70%	(111)	157
PID: Rep (no lean)	18%	(23)	19%	(26)	63%	(82)	131
PID/Gender: Dem Men	18%	(20)	25%	(28)	58%	(65)	112
PID/Gender: Dem Women	8%	(9)	19%	(21)	73%	(78)	107
PID/Gender: Ind Men	18%	(13)	22%	(16)	60%	(44)	73
PID/Gender: Ind Women	6%	(5)	14%	(12)	80%	(67)	84
PID/Gender: Rep Men	26%	(20)	25%	(20)	49%	(38)	78
PID/Gender: Rep Women	6%	(3)	11%	(6)	83%	(44)	53
Ideo: Liberal (1-3)	13%	(21)	22%	(36)	65%	(108)	165
Ideo: Moderate (4)	13%	(22)	22%	(38)	65%	(115)	175
Ideo: Conservative (5-7)	16%	(18)	20%	(23)	65%	(76)	118
Educ: < College	9%	(26)	20%	(57)	71%	(202)	285
Educ: Bachelors degree	21%	(28)	19%	(27)	60%	(83)	138
Educ: Post-grad	18%	(15)	22%	(18)	60%	(50)	84
Income: Under 50k	11%	(27)	21%	(53)	69%	(178)	258
Income: 50k-100k	17%	(26)	16%	(26)	67%	(105)	157
Income: 100k+	18%	(17)	26%	(24)	56%	(52)	92
Ethnicity: White	13%	(41)	20%	(62)	66%	(202)	305
Ethnicity: Hispanic	14%	(70)	20%	(102)	66%	(335)	507
Ethnicity: Other	13%	(22)	20%	(34)	67%	(116)	172

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Table MCFE8_7: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following?*
Esports

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Hispanic Adults	14%	(70)	20%	(102)	66%	(335)	507
All Christian	13%	(35)	20%	(55)	67%	(188)	278
Agnostic/Nothing in particular	16%	(18)	18%	(21)	67%	(76)	115
Something Else	9%	(6)	22%	(16)	69%	(49)	71
Evangelical	20%	(23)	22%	(26)	58%	(70)	119
Non-Evangelical	7%	(17)	20%	(45)	73%	(165)	226
Community: Urban	17%	(38)	23%	(54)	60%	(138)	229
Community: Suburban	11%	(25)	21%	(47)	68%	(152)	224
Community: Rural	12%	(7)	3%	(2)	85%	(46)	54
Employ: Private Sector	19%	(33)	23%	(41)	59%	(105)	178
Employ: Retired	4%	(2)	3%	(2)	93%	(62)	66
Employ: Unemployed	10%	(8)	22%	(17)	68%	(55)	81
Military HH: Yes	27%	(15)	11%	(6)	62%	(34)	55
Military HH: No	12%	(55)	21%	(96)	67%	(301)	452
RD/WT: Right Direction	22%	(32)	23%	(34)	55%	(81)	147
RD/WT: Wrong Track	11%	(38)	19%	(68)	71%	(254)	360
Trump Job Approve	21%	(35)	21%	(35)	58%	(99)	170
Trump Job Disapprove	10%	(32)	21%	(64)	69%	(214)	309
Trump Job Strongly Approve	21%	(18)	17%	(15)	62%	(54)	87
Trump Job Somewhat Approve	21%	(17)	25%	(21)	54%	(45)	83
Trump Job Somewhat Disapprove	10%	(6)	36%	(22)	53%	(32)	60
Trump Job Strongly Disapprove	10%	(25)	17%	(42)	73%	(182)	249
Favorable of Trump	20%	(34)	22%	(38)	58%	(99)	171
Unfavorable of Trump	9%	(29)	20%	(61)	70%	(212)	302
Very Favorable of Trump	21%	(20)	21%	(20)	58%	(55)	95
Somewhat Favorable of Trump	19%	(15)	23%	(18)	58%	(44)	76
Somewhat Unfavorable of Trump	13%	(7)	36%	(18)	51%	(25)	50
Very Unfavorable of Trump	9%	(22)	17%	(43)	74%	(187)	252
#1 Issue: Economy	12%	(25)	27%	(55)	61%	(123)	203
#1 Issue: Health Care	15%	(14)	14%	(13)	71%	(66)	93
2018 House Vote: Democrat	15%	(29)	22%	(42)	63%	(120)	190
2018 House Vote: Republican	18%	(19)	19%	(20)	63%	(68)	107

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Table MCFE8_7: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following?*
Esports

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Hispanic Adults	14%	(70)	20%	(102)	66%	(335)	507
2016 Vote: Hillary Clinton	12%	(22)	20%	(35)	68%	(122)	179
2016 Vote: Donald Trump	18%	(21)	19%	(22)	62%	(71)	113
2016 Vote: Didn't Vote	13%	(26)	21%	(42)	66%	(130)	198
Voted in 2014: Yes	14%	(36)	19%	(51)	67%	(174)	262
Voted in 2014: No	14%	(34)	21%	(51)	65%	(161)	246
2012 Vote: Barack Obama	12%	(23)	22%	(42)	67%	(130)	195
2012 Vote: Mitt Romney	16%	(10)	18%	(11)	67%	(41)	62
2012 Vote: Didn't Vote	15%	(37)	20%	(49)	64%	(155)	242
4-Region: Northeast	7%	(5)	23%	(18)	70%	(55)	78
4-Region: Midwest	10%	(5)	22%	(12)	68%	(36)	53
4-Region: South	11%	(25)	21%	(46)	68%	(151)	222
4-Region: West	22%	(34)	18%	(27)	60%	(92)	154
Mexican	15%	(36)	19%	(47)	66%	(161)	244
Puerto Rican	9%	(8)	24%	(21)	67%	(58)	87
Other South American	9%	(5)	21%	(12)	70%	(40)	57
Speaks only English at home	8%	(11)	21%	(28)	71%	(94)	132
Speaks mostly English at home	12%	(15)	16%	(20)	72%	(90)	125
Speaks both English and Spanish at home	17%	(27)	22%	(36)	61%	(98)	161
Speaks mostly Spanish at home	15%	(9)	20%	(13)	65%	(41)	63
Trump supporter	18%	(26)	21%	(30)	61%	(87)	143
Biden supporter	12%	(36)	20%	(59)	67%	(193)	288
Sports fans	17%	(63)	24%	(87)	59%	(217)	366
Avid sports fans	30%	(46)	25%	(38)	45%	(69)	153
Sports fans, Age: 18-34	28%	(35)	29%	(36)	43%	(54)	126
Sports fans, Age: 35-44	18%	(18)	32%	(32)	51%	(51)	101
Sports fans, Age: 45-64	6%	(6)	16%	(16)	78%	(80)	102
Movie studios should diversify teams	16%	(55)	23%	(78)	61%	(210)	343
Movie studios should diversify stories	19%	(55)	23%	(68)	58%	(172)	296
Concerned about Covid	14%	(63)	21%	(91)	65%	(284)	438
No experience with Covid	12%	(19)	19%	(30)	69%	(108)	157
Health care major factor for election	13%	(44)	21%	(69)	66%	(223)	336

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Table MCFE8_7: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following?*
Esports

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Hispanic Adults	14%	(70)	20%	(102)	66%	(335)	507
Social media users	14%	(69)	21%	(101)	66%	(325)	495
WhatsApp users	20%	(47)	23%	(55)	57%	(136)	238
Social media news source at least once a week	18%	(63)	23%	(82)	59%	(207)	352

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

Table MCFE8_8: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following?*

Formula 1

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Hispanic Adults	8%	(41)	20%	(103)	72%	(374)	518
Gender: Male	10%	(27)	25%	(66)	64%	(166)	258
Gender: Female	5%	(14)	14%	(37)	80%	(208)	259
Age: 18-34	10%	(18)	13%	(24)	78%	(146)	188
Age: 35-44	17%	(19)	27%	(31)	57%	(65)	114
Age: 45-64	2%	(4)	25%	(39)	72%	(112)	155
Age: 65+	—	(0)	15%	(9)	85%	(51)	60
GenZers: 1997-2012	5%	(4)	17%	(12)	78%	(57)	73
Millennials: 1981-1996	16%	(28)	16%	(28)	68%	(122)	179
GenXers: 1965-1980	5%	(7)	25%	(36)	70%	(101)	145
Baby Boomers: 1946-1964	2%	(2)	23%	(26)	75%	(83)	111
PID: Dem (no lean)	6%	(14)	18%	(42)	76%	(177)	233
PID: Ind (no lean)	6%	(10)	19%	(30)	75%	(121)	161
PID: Rep (no lean)	14%	(18)	25%	(31)	61%	(75)	124
PID/Gender: Dem Men	7%	(7)	21%	(21)	72%	(72)	100
PID/Gender: Dem Women	5%	(7)	15%	(21)	79%	(105)	133
PID/Gender: Ind Men	6%	(5)	27%	(23)	67%	(57)	86
PID/Gender: Ind Women	6%	(4)	9%	(7)	85%	(64)	75
PID/Gender: Rep Men	21%	(15)	30%	(21)	50%	(36)	73
PID/Gender: Rep Women	5%	(3)	18%	(9)	76%	(39)	51
Ideo: Liberal (1-3)	9%	(15)	19%	(33)	73%	(130)	179
Ideo: Moderate (4)	8%	(15)	18%	(32)	73%	(126)	173
Ideo: Conservative (5-7)	7%	(9)	28%	(34)	64%	(77)	120
Educ: < College	3%	(10)	15%	(44)	82%	(240)	294
Educ: Bachelors degree	14%	(20)	31%	(44)	55%	(77)	141
Educ: Post-grad	14%	(11)	17%	(14)	69%	(57)	83
Income: Under 50k	4%	(11)	16%	(44)	80%	(222)	277
Income: 50k-100k	11%	(17)	20%	(31)	69%	(106)	154
Income: 100k+	15%	(13)	32%	(28)	53%	(46)	87
Ethnicity: White	11%	(35)	21%	(70)	68%	(230)	336
Ethnicity: Hispanic	8%	(41)	20%	(103)	72%	(374)	518
Ethnicity: Other	2%	(3)	18%	(27)	80%	(123)	153

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Table MCFE8_8: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following?*
Formula 1

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Hispanic Adults	8%	(41)	20%	(103)	72%	(374)	518
All Christian	10%	(29)	21%	(61)	69%	(204)	294
Agnostic/Nothing in particular	4%	(4)	12%	(12)	85%	(88)	104
Something Else	5%	(4)	27%	(20)	68%	(50)	74
Evangelical	12%	(16)	26%	(33)	62%	(79)	128
Non-Evangelical	6%	(14)	21%	(48)	73%	(172)	234
Community: Urban	13%	(31)	21%	(50)	66%	(157)	239
Community: Suburban	3%	(6)	19%	(42)	78%	(169)	217
Community: Rural	6%	(3)	17%	(11)	77%	(48)	62
Employ: Private Sector	13%	(27)	24%	(49)	63%	(132)	208
Employ: Self-Employed	6%	(3)	26%	(13)	68%	(35)	52
Employ: Retired	1%	(1)	15%	(9)	84%	(51)	61
Employ: Unemployed	—	(0)	15%	(11)	85%	(63)	75
Military HH: Yes	1%	(1)	21%	(11)	77%	(40)	52
Military HH: No	9%	(40)	20%	(91)	72%	(334)	466
RD/WT: Right Direction	16%	(22)	32%	(45)	52%	(74)	141
RD/WT: Wrong Track	5%	(19)	15%	(58)	80%	(300)	377
Trump Job Approve	16%	(25)	28%	(45)	56%	(91)	161
Trump Job Disapprove	5%	(16)	16%	(54)	79%	(264)	334
Trump Job Strongly Approve	21%	(18)	21%	(18)	58%	(50)	87
Trump Job Somewhat Approve	9%	(7)	36%	(26)	55%	(40)	73
Trump Job Somewhat Disapprove	7%	(5)	24%	(16)	69%	(48)	69
Trump Job Strongly Disapprove	4%	(11)	14%	(38)	82%	(216)	265
Favorable of Trump	16%	(26)	28%	(46)	56%	(92)	164
Unfavorable of Trump	4%	(14)	17%	(53)	79%	(253)	321
Very Favorable of Trump	19%	(18)	19%	(17)	61%	(56)	91
Somewhat Favorable of Trump	11%	(8)	40%	(29)	50%	(36)	73
Very Unfavorable of Trump	3%	(9)	15%	(42)	81%	(221)	272
#1 Issue: Economy	7%	(13)	19%	(37)	74%	(142)	191
#1 Issue: Health Care	11%	(12)	20%	(22)	69%	(76)	110
2018 House Vote: Democrat	9%	(19)	21%	(42)	69%	(139)	200
2018 House Vote: Republican	15%	(16)	30%	(31)	55%	(56)	103

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Table MCFE8_8: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following?*

Formula 1

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Hispanic Adults	8%	(41)	20%	(103)	72%	(374)	518
2016 Vote: Hillary Clinton	9%	(17)	19%	(37)	72%	(137)	191
2016 Vote: Donald Trump	15%	(17)	28%	(31)	56%	(62)	109
2016 Vote: Didn't Vote	4%	(7)	14%	(28)	83%	(165)	200
Voted in 2014: Yes	11%	(29)	25%	(65)	64%	(169)	264
Voted in 2014: No	5%	(12)	15%	(37)	81%	(205)	254
2012 Vote: Barack Obama	8%	(17)	22%	(46)	70%	(146)	209
2012 Vote: Mitt Romney	18%	(12)	29%	(19)	54%	(35)	65
2012 Vote: Didn't Vote	5%	(12)	15%	(35)	80%	(187)	234
4-Region: Northeast	8%	(8)	17%	(17)	75%	(73)	99
4-Region: Midwest	4%	(2)	26%	(13)	70%	(36)	51
4-Region: South	7%	(16)	19%	(43)	74%	(169)	228
4-Region: West	10%	(14)	21%	(30)	69%	(96)	141
Mexican	10%	(23)	16%	(38)	74%	(177)	239
Puerto Rican	7%	(7)	20%	(21)	73%	(77)	105
Other South American	6%	(3)	26%	(15)	67%	(37)	55
Speaks only English at home	2%	(3)	17%	(23)	81%	(106)	131
Speaks mostly English at home	6%	(9)	20%	(27)	74%	(103)	139
Speaks both English and Spanish at home	11%	(18)	21%	(34)	67%	(108)	161
Speaks mostly Spanish at home	17%	(10)	25%	(15)	58%	(35)	59
Trump supporter	12%	(17)	25%	(34)	63%	(88)	139
Biden supporter	7%	(21)	18%	(53)	76%	(228)	302
Sports fans	11%	(39)	26%	(94)	63%	(231)	364
Avid sports fans	20%	(30)	28%	(43)	53%	(81)	154
Sports fans, Age: 18-34	14%	(17)	16%	(19)	69%	(83)	120
Sports fans, Age: 35-44	19%	(18)	33%	(31)	48%	(45)	94
Sports fans, Age: 45-64	3%	(4)	32%	(35)	65%	(72)	111
Movie studios should diversify teams	9%	(33)	21%	(75)	69%	(245)	353
Movie studios should diversify stories	11%	(33)	19%	(58)	69%	(207)	299
Concerned about Covid	7%	(31)	20%	(91)	73%	(321)	442
No experience with Covid	9%	(16)	16%	(29)	75%	(136)	181
Health care major factor for election	7%	(23)	19%	(62)	74%	(244)	329

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Table MCFE8_8: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following?*
Formula 1

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Hispanic Adults	8%	(41)	20%	(103)	72%	(374)	518
Social media users	8%	(41)	20%	(102)	72%	(365)	507
WhatsApp users	12%	(29)	21%	(51)	67%	(161)	242
Social media news source at least once a week	11%	(36)	23%	(79)	67%	(229)	344

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

Table MCFE8_9: In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following?
IndyCar

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Hispanic Adults	7%	(34)	20%	(100)	74%	(375)	509
Gender: Male	10%	(25)	28%	(70)	62%	(157)	252
Gender: Female	3%	(8)	12%	(30)	85%	(218)	257
Age: 18-34	8%	(15)	17%	(33)	76%	(152)	200
Age: 35-44	7%	(8)	26%	(30)	67%	(79)	117
Age: 45-64	7%	(11)	22%	(32)	70%	(100)	142
GenZers: 1997-2012	7%	(5)	19%	(13)	75%	(52)	70
Millennials: 1981-1996	8%	(16)	18%	(34)	74%	(139)	189
GenXers: 1965-1980	6%	(9)	26%	(39)	68%	(102)	149
Baby Boomers: 1946-1964	6%	(5)	14%	(12)	80%	(70)	87
PID: Dem (no lean)	8%	(17)	16%	(36)	76%	(167)	220
PID: Ind (no lean)	5%	(8)	19%	(33)	76%	(130)	171
PID: Rep (no lean)	8%	(9)	26%	(30)	66%	(78)	117
PID/Gender: Dem Men	13%	(14)	23%	(23)	64%	(65)	102
PID/Gender: Dem Women	3%	(3)	11%	(13)	86%	(102)	118
PID/Gender: Ind Men	4%	(4)	32%	(26)	63%	(51)	81
PID/Gender: Ind Women	5%	(4)	8%	(7)	87%	(79)	91
PID/Gender: Rep Men	12%	(8)	29%	(20)	59%	(41)	70
Ideo: Liberal (1-3)	9%	(17)	17%	(30)	74%	(131)	177
Ideo: Moderate (4)	5%	(9)	20%	(34)	75%	(127)	169
Ideo: Conservative (5-7)	7%	(8)	32%	(34)	61%	(66)	108
Educ: < College	5%	(15)	16%	(46)	79%	(227)	288
Educ: Bachelors degree	7%	(9)	28%	(36)	65%	(85)	130
Educ: Post-grad	10%	(9)	20%	(18)	70%	(63)	90
Income: Under 50k	5%	(13)	16%	(40)	78%	(194)	248
Income: 50k-100k	4%	(7)	24%	(38)	72%	(116)	161
Income: 100k+	13%	(13)	22%	(21)	65%	(65)	99
Ethnicity: White	7%	(23)	22%	(71)	71%	(236)	330
Ethnicity: Hispanic	7%	(34)	20%	(100)	74%	(375)	509
Ethnicity: Other	6%	(9)	17%	(26)	77%	(115)	150

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Table MCFE8_9: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following?*
IndyCar

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Hispanic Adults	7%	(34)	20%	(100)	74%	(375)	509
All Christian	8%	(23)	23%	(64)	69%	(194)	281
Agnostic/Nothing in particular	4%	(5)	12%	(15)	84%	(99)	118
Something Else	7%	(5)	22%	(16)	71%	(51)	71
Evangelical	10%	(12)	24%	(28)	65%	(75)	115
Non-Evangelical	7%	(16)	22%	(50)	71%	(165)	231
Community: Urban	7%	(18)	23%	(54)	70%	(168)	240
Community: Suburban	7%	(16)	18%	(38)	75%	(161)	214
Community: Rural	—	(0)	15%	(8)	85%	(46)	54
Employ: Private Sector	10%	(21)	26%	(53)	64%	(130)	203
Employ: Retired	1%	(1)	15%	(9)	83%	(48)	58
Employ: Unemployed	4%	(4)	12%	(9)	84%	(66)	79
Military HH: Yes	11%	(6)	22%	(13)	67%	(38)	57
Military HH: No	6%	(28)	19%	(87)	75%	(337)	452
RD/WT: Right Direction	9%	(13)	29%	(43)	62%	(90)	146
RD/WT: Wrong Track	6%	(21)	16%	(57)	79%	(285)	363
Trump Job Approve	8%	(13)	33%	(57)	60%	(103)	173
Trump Job Disapprove	7%	(21)	14%	(43)	79%	(248)	312
Trump Job Strongly Approve	11%	(9)	29%	(26)	61%	(55)	90
Trump Job Somewhat Approve	4%	(4)	37%	(31)	58%	(48)	82
Trump Job Somewhat Disapprove	4%	(2)	16%	(10)	80%	(49)	61
Trump Job Strongly Disapprove	7%	(18)	13%	(34)	79%	(200)	252
Favorable of Trump	8%	(13)	33%	(55)	60%	(101)	168
Unfavorable of Trump	6%	(19)	14%	(42)	80%	(246)	307
Very Favorable of Trump	8%	(7)	33%	(31)	59%	(56)	94
Somewhat Favorable of Trump	7%	(5)	32%	(24)	61%	(45)	74
Somewhat Unfavorable of Trump	5%	(3)	24%	(13)	71%	(40)	56
Very Unfavorable of Trump	7%	(16)	11%	(28)	82%	(207)	252
#1 Issue: Economy	8%	(15)	22%	(41)	70%	(128)	183
#1 Issue: Health Care	4%	(5)	20%	(25)	75%	(92)	122
2018 House Vote: Democrat	9%	(16)	22%	(40)	70%	(129)	185
2018 House Vote: Republican	7%	(7)	29%	(32)	64%	(70)	109

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Table MCFE8_9: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following?*
IndyCar

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Hispanic Adults	7%	(34)	20%	(100)	74%	(375)	509
2016 Vote: Hillary Clinton	9%	(15)	18%	(32)	73%	(129)	177
2016 Vote: Donald Trump	7%	(8)	32%	(36)	61%	(70)	113
2016 Vote: Didn't Vote	5%	(9)	13%	(25)	83%	(165)	199
Voted in 2014: Yes	8%	(21)	24%	(62)	67%	(172)	256
Voted in 2014: No	5%	(13)	15%	(37)	80%	(203)	253
2012 Vote: Barack Obama	9%	(17)	19%	(36)	72%	(139)	192
2012 Vote: Mitt Romney	5%	(3)	38%	(22)	57%	(34)	59
2012 Vote: Didn't Vote	5%	(12)	15%	(36)	80%	(194)	242
4-Region: Northeast	7%	(7)	15%	(13)	78%	(69)	88
4-Region: South	6%	(12)	19%	(41)	76%	(169)	223
4-Region: West	7%	(11)	21%	(32)	72%	(110)	154
Mexican	7%	(16)	16%	(38)	77%	(179)	233
Puerto Rican	9%	(9)	15%	(15)	76%	(72)	96
Other South American	10%	(5)	27%	(15)	64%	(36)	56
Speaks only English at home	6%	(7)	19%	(25)	76%	(101)	134
Speaks mostly English at home	5%	(6)	18%	(25)	78%	(107)	138
Speaks both English and Spanish at home	9%	(14)	17%	(28)	74%	(118)	160
Speaks mostly Spanish at home	8%	(4)	33%	(19)	59%	(35)	59
Trump supporter	7%	(10)	30%	(45)	63%	(94)	149
Biden supporter	8%	(22)	15%	(43)	77%	(218)	283
Sports fans	8%	(31)	24%	(92)	67%	(252)	374
Avid sports fans	14%	(23)	29%	(47)	57%	(93)	162
Sports fans, Age: 18-34	10%	(14)	22%	(31)	67%	(92)	137
Sports fans, Age: 35-44	8%	(8)	29%	(28)	63%	(61)	98
Sports fans, Age: 45-64	8%	(9)	26%	(27)	66%	(71)	107
Movie studios should diversify teams	8%	(28)	20%	(69)	72%	(257)	355
Movie studios should diversify stories	9%	(26)	20%	(63)	71%	(220)	310
Concerned about Covid	7%	(32)	19%	(84)	73%	(316)	431
No experience with Covid	6%	(10)	19%	(31)	76%	(125)	166
Health care major factor for election	6%	(20)	16%	(52)	78%	(258)	330
Social media users	7%	(34)	20%	(99)	73%	(366)	498

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Table MCFE8_9: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following?*
IndyCar

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Hispanic Adults	7%	(34)	20%	(100)	74%	(375)	509
WhatsApp users	9%	(23)	25%	(61)	65%	(158)	242
Social media news source at least once a week	8%	(28)	20%	(70)	72%	(251)	349

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

Table MCFE8_10: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following?*
LPGA Tour

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Hispanic Adults	5%	(27)	14%	(78)	81%	(436)	541
Gender: Male	7%	(18)	19%	(51)	75%	(201)	270
Gender: Female	3%	(9)	10%	(28)	86%	(234)	271
Age: 18-34	9%	(20)	9%	(20)	81%	(171)	211
Age: 35-44	5%	(6)	22%	(26)	73%	(85)	116
Age: 45-64	1%	(2)	16%	(24)	83%	(127)	152
Age: 65+	—	(0)	14%	(9)	86%	(53)	62
GenZers: 1997-2012	4%	(3)	9%	(7)	87%	(68)	79
Millennials: 1981-1996	10%	(20)	15%	(30)	74%	(147)	198
GenXers: 1965-1980	2%	(3)	18%	(26)	80%	(114)	144
Baby Boomers: 1946-1964	—	(0)	12%	(13)	88%	(98)	111
PID: Dem (no lean)	4%	(10)	16%	(40)	80%	(195)	245
PID: Ind (no lean)	5%	(9)	11%	(20)	83%	(148)	178
PID: Rep (no lean)	7%	(8)	15%	(18)	78%	(93)	118
PID/Gender: Dem Men	4%	(4)	22%	(25)	75%	(86)	116
PID/Gender: Dem Women	4%	(6)	12%	(15)	84%	(109)	130
PID/Gender: Ind Men	7%	(6)	15%	(12)	78%	(64)	82
PID/Gender: Ind Women	3%	(3)	9%	(8)	88%	(84)	96
PID/Gender: Rep Men	11%	(8)	19%	(13)	71%	(51)	73
Ideo: Liberal (1-3)	4%	(8)	14%	(26)	82%	(154)	189
Ideo: Moderate (4)	4%	(9)	18%	(35)	77%	(147)	190
Ideo: Conservative (5-7)	7%	(8)	13%	(15)	79%	(88)	110
Educ: < College	4%	(13)	9%	(27)	87%	(271)	311
Educ: Bachelors degree	4%	(6)	24%	(35)	72%	(102)	142
Educ: Post-grad	9%	(8)	19%	(16)	72%	(64)	88
Income: Under 50k	4%	(11)	10%	(28)	86%	(241)	280
Income: 50k-100k	4%	(7)	16%	(28)	80%	(137)	172
Income: 100k+	10%	(9)	25%	(22)	65%	(58)	89
Ethnicity: White	6%	(21)	17%	(59)	77%	(264)	344
Ethnicity: Hispanic	5%	(27)	14%	(78)	81%	(436)	541
Ethnicity: Other	2%	(4)	9%	(14)	89%	(148)	166

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Table MCFE8_10: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following?*
LPGA Tour

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Hispanic Adults	5%	(27)	14%	(78)	81%	(436)	541
All Christian	5%	(14)	18%	(55)	77%	(229)	298
Agnostic/Nothing in particular	5%	(6)	6%	(8)	89%	(118)	132
Something Else	3%	(2)	13%	(8)	84%	(55)	65
Evangelical	9%	(12)	23%	(30)	68%	(89)	132
Non-Evangelical	2%	(3)	14%	(32)	84%	(188)	224
Community: Urban	6%	(15)	18%	(43)	76%	(184)	242
Community: Suburban	3%	(7)	13%	(30)	84%	(196)	233
Community: Rural	7%	(5)	8%	(5)	85%	(55)	66
Employ: Private Sector	8%	(15)	20%	(39)	72%	(140)	194
Employ: Retired	—	(0)	13%	(9)	87%	(62)	71
Employ: Unemployed	5%	(4)	6%	(5)	89%	(78)	87
Military HH: Yes	7%	(5)	14%	(10)	79%	(57)	72
Military HH: No	5%	(22)	15%	(68)	81%	(379)	469
RD/WT: Right Direction	9%	(13)	19%	(27)	72%	(103)	143
RD/WT: Wrong Track	3%	(14)	13%	(51)	84%	(333)	398
Trump Job Approve	8%	(12)	16%	(26)	76%	(124)	163
Trump Job Disapprove	4%	(14)	14%	(51)	82%	(293)	359
Trump Job Strongly Approve	7%	(6)	17%	(15)	76%	(65)	85
Trump Job Somewhat Approve	9%	(7)	15%	(12)	76%	(59)	78
Trump Job Somewhat Disapprove	6%	(5)	15%	(13)	79%	(70)	89
Trump Job Strongly Disapprove	3%	(9)	14%	(38)	83%	(223)	270
Favorable of Trump	8%	(12)	17%	(26)	75%	(117)	155
Unfavorable of Trump	3%	(10)	15%	(52)	83%	(292)	354
Very Favorable of Trump	6%	(6)	17%	(16)	76%	(70)	91
Somewhat Favorable of Trump	10%	(7)	16%	(10)	74%	(48)	64
Somewhat Unfavorable of Trump	4%	(3)	20%	(15)	77%	(57)	74
Very Unfavorable of Trump	3%	(8)	13%	(37)	84%	(235)	280
#1 Issue: Economy	4%	(9)	17%	(35)	79%	(167)	211
#1 Issue: Health Care	6%	(7)	16%	(19)	77%	(89)	115
2018 House Vote: Democrat	6%	(12)	23%	(46)	71%	(147)	205
2018 House Vote: Republican	10%	(10)	16%	(17)	74%	(76)	102

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Table MCFE8_10: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following?*

LPGA Tour

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Hispanic Adults	5%	(27)	14%	(78)	81%	(436)	541
2016 Vote: Hillary Clinton	5%	(10)	19%	(38)	76%	(151)	199
2016 Vote: Donald Trump	8%	(9)	20%	(23)	72%	(83)	115
2016 Vote: Didn't Vote	3%	(7)	7%	(16)	89%	(190)	213
Voted in 2014: Yes	6%	(16)	19%	(51)	75%	(204)	271
Voted in 2014: No	4%	(11)	10%	(28)	86%	(232)	270
2012 Vote: Barack Obama	5%	(10)	18%	(37)	77%	(158)	206
2012 Vote: Mitt Romney	4%	(2)	21%	(14)	75%	(50)	67
2012 Vote: Didn't Vote	5%	(14)	10%	(26)	85%	(219)	259
4-Region: Northeast	2%	(2)	16%	(13)	81%	(66)	82
4-Region: Midwest	9%	(5)	13%	(7)	78%	(41)	53
4-Region: South	3%	(9)	14%	(35)	83%	(206)	250
4-Region: West	8%	(12)	15%	(23)	78%	(122)	157
Mexican	4%	(11)	12%	(32)	84%	(220)	263
Puerto Rican	7%	(6)	14%	(12)	79%	(72)	90
Other South American	6%	(4)	20%	(14)	73%	(49)	67
Speaks only English at home	4%	(6)	10%	(14)	87%	(131)	151
Speaks mostly English at home	6%	(8)	10%	(14)	84%	(116)	138
Speaks both English and Spanish at home	6%	(11)	19%	(34)	75%	(137)	181
Trump supporter	6%	(9)	16%	(23)	77%	(108)	140
Biden supporter	5%	(16)	15%	(47)	80%	(251)	315
Sports fans	7%	(26)	19%	(75)	74%	(286)	386
Avid sports fans	13%	(21)	29%	(48)	58%	(94)	163
Sports fans, Age: 18-34	14%	(20)	12%	(18)	74%	(105)	143
Sports fans, Age: 35-44	5%	(5)	27%	(26)	68%	(64)	94
Sports fans, Age: 45-64	1%	(2)	21%	(22)	78%	(84)	107
Movie studios should diversify teams	6%	(23)	17%	(66)	77%	(293)	382
Movie studios should diversify stories	7%	(24)	18%	(59)	74%	(238)	320
Concerned about Covid	5%	(22)	16%	(74)	79%	(370)	466
No experience with Covid	4%	(6)	8%	(14)	88%	(146)	167
Health care major factor for election	4%	(13)	17%	(59)	80%	(283)	355
Social media users	5%	(27)	15%	(77)	80%	(425)	529

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Table MCFE8_10: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following?*
LPGA Tour

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Hispanic Adults	5%	(27)	14%	(78)	81%	(436)	541
WhatsApp users	7%	(18)	21%	(52)	72%	(183)	252
Social media news source at least once a week	7%	(26)	16%	(56)	77%	(277)	359

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

Table MCFE8_11: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following?*
La Liga

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Hispanic Adults	16%	(90)	19%	(102)	65%	(355)	547
Gender: Male	24%	(69)	24%	(67)	52%	(146)	281
Gender: Female	8%	(21)	13%	(35)	79%	(209)	266
Age: 18-34	16%	(33)	24%	(49)	61%	(126)	208
Age: 35-44	30%	(38)	16%	(20)	54%	(68)	126
Age: 45-64	11%	(17)	16%	(24)	73%	(115)	157
Age: 65+	3%	(1)	14%	(8)	83%	(46)	55
GenZers: 1997-2012	15%	(12)	18%	(14)	67%	(51)	77
Millennials: 1981-1996	22%	(45)	24%	(49)	53%	(108)	202
GenXers: 1965-1980	17%	(27)	15%	(23)	68%	(107)	157
Baby Boomers: 1946-1964	4%	(4)	16%	(16)	80%	(82)	102
PID: Dem (no lean)	17%	(42)	17%	(42)	66%	(165)	249
PID: Ind (no lean)	11%	(18)	17%	(29)	72%	(119)	166
PID: Rep (no lean)	22%	(29)	24%	(32)	54%	(71)	132
PID/Gender: Dem Men	23%	(27)	20%	(24)	57%	(65)	116
PID/Gender: Dem Women	12%	(16)	14%	(18)	75%	(100)	134
PID/Gender: Ind Men	19%	(15)	24%	(19)	57%	(45)	80
PID/Gender: Ind Women	3%	(3)	11%	(9)	86%	(73)	86
PID/Gender: Rep Men	32%	(27)	27%	(23)	41%	(35)	86
Ideo: Liberal (1-3)	18%	(34)	18%	(33)	64%	(117)	183
Ideo: Moderate (4)	13%	(24)	25%	(47)	62%	(117)	188
Ideo: Conservative (5-7)	22%	(28)	14%	(18)	63%	(79)	125
Educ: < College	7%	(23)	14%	(45)	79%	(253)	321
Educ: Bachelors degree	29%	(40)	29%	(41)	42%	(60)	141
Educ: Post-grad	30%	(26)	19%	(16)	50%	(43)	85
Income: Under 50k	8%	(23)	18%	(52)	73%	(207)	282
Income: 50k-100k	21%	(36)	19%	(31)	60%	(100)	167
Income: 100k+	31%	(31)	19%	(18)	50%	(49)	98
Ethnicity: White	20%	(67)	18%	(58)	62%	(207)	333
Ethnicity: Hispanic	16%	(90)	19%	(102)	65%	(355)	547
Ethnicity: Other	11%	(20)	20%	(35)	69%	(122)	177

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Table MCFE8_11: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following?*
La Liga

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Hispanic Adults	16%	(90)	19%	(102)	65%	(355)	547
All Christian	22%	(70)	23%	(73)	54%	(169)	312
Agnostic/Nothing in particular	8%	(10)	11%	(13)	81%	(98)	121
Something Else	6%	(4)	14%	(10)	80%	(58)	72
Evangelical	24%	(34)	15%	(21)	61%	(86)	141
Non-Evangelical	15%	(36)	26%	(60)	59%	(139)	235
Community: Urban	21%	(52)	16%	(40)	63%	(156)	248
Community: Suburban	15%	(34)	23%	(53)	63%	(146)	233
Community: Rural	5%	(3)	13%	(9)	81%	(54)	66
Employ: Private Sector	28%	(57)	19%	(39)	53%	(107)	203
Employ: Self-Employed	11%	(6)	30%	(15)	59%	(30)	51
Employ: Retired	2%	(1)	16%	(11)	82%	(54)	67
Employ: Unemployed	8%	(7)	14%	(12)	78%	(67)	86
Military HH: Yes	11%	(8)	23%	(15)	66%	(45)	68
Military HH: No	17%	(82)	18%	(86)	65%	(310)	478
RD/WT: Right Direction	24%	(39)	25%	(41)	51%	(83)	163
RD/WT: Wrong Track	13%	(51)	16%	(61)	71%	(272)	384
Trump Job Approve	23%	(40)	23%	(40)	54%	(95)	175
Trump Job Disapprove	14%	(50)	17%	(60)	69%	(239)	348
Trump Job Strongly Approve	24%	(22)	23%	(21)	53%	(49)	91
Trump Job Somewhat Approve	22%	(19)	22%	(18)	56%	(47)	84
Trump Job Somewhat Disapprove	21%	(16)	21%	(16)	58%	(45)	77
Trump Job Strongly Disapprove	12%	(34)	16%	(44)	72%	(194)	272
Favorable of Trump	23%	(40)	22%	(38)	55%	(93)	171
Unfavorable of Trump	13%	(45)	18%	(61)	69%	(235)	341
Very Favorable of Trump	30%	(30)	21%	(22)	49%	(50)	101
Somewhat Favorable of Trump	14%	(10)	24%	(16)	63%	(43)	69
Somewhat Unfavorable of Trump	31%	(17)	18%	(10)	51%	(28)	56
Very Unfavorable of Trump	10%	(28)	18%	(51)	73%	(207)	285
#1 Issue: Economy	14%	(30)	18%	(38)	67%	(141)	209
#1 Issue: Health Care	20%	(23)	24%	(28)	56%	(66)	118

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Table MCFE8_11: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following?*
La Liga

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Hispanic Adults	16%	(90)	19%	(102)	65%	(355)	547
2018 House Vote: Democrat	22%	(45)	22%	(47)	56%	(116)	208
2018 House Vote: Republican	27%	(32)	18%	(21)	55%	(64)	117
2016 Vote: Hillary Clinton	19%	(39)	19%	(38)	62%	(125)	202
2016 Vote: Donald Trump	25%	(30)	21%	(24)	54%	(63)	117
2016 Vote: Didn't Vote	10%	(21)	16%	(33)	74%	(151)	205
Voted in 2014: Yes	21%	(59)	19%	(52)	60%	(164)	275
Voted in 2014: No	11%	(31)	18%	(50)	70%	(191)	272
2012 Vote: Barack Obama	19%	(40)	21%	(46)	60%	(127)	213
2012 Vote: Mitt Romney	25%	(18)	15%	(11)	60%	(43)	71
2012 Vote: Didn't Vote	12%	(29)	17%	(43)	71%	(178)	250
4-Region: Northeast	22%	(22)	14%	(14)	63%	(61)	96
4-Region: Midwest	8%	(4)	30%	(16)	62%	(32)	51
4-Region: South	15%	(35)	21%	(51)	64%	(154)	241
4-Region: West	18%	(29)	13%	(21)	68%	(108)	158
Mexican	16%	(39)	18%	(45)	66%	(165)	249
Puerto Rican	9%	(9)	19%	(19)	73%	(75)	103
Other South American	39%	(27)	19%	(14)	42%	(29)	70
Speaks only English at home	7%	(9)	11%	(14)	82%	(109)	132
Speaks mostly English at home	10%	(13)	13%	(18)	78%	(106)	137
Speaks both English and Spanish at home	24%	(47)	23%	(45)	54%	(106)	199
Speaks mostly Spanish at home	27%	(15)	35%	(19)	37%	(20)	53
Trump supporter	23%	(32)	23%	(32)	55%	(79)	143
Biden supporter	16%	(52)	20%	(63)	64%	(203)	319
Sports fans	21%	(86)	24%	(96)	55%	(219)	401
Avid sports fans	37%	(65)	22%	(39)	41%	(71)	176
Sports fans, Age: 18-34	21%	(30)	32%	(46)	46%	(66)	142
Sports fans, Age: 35-44	34%	(37)	18%	(19)	48%	(53)	109
Sports fans, Age: 45-64	15%	(17)	20%	(23)	65%	(75)	115
Movie studios should diversify teams	19%	(74)	22%	(84)	59%	(227)	385
Movie studios should diversify stories	21%	(69)	24%	(78)	55%	(181)	328
Concerned about Covid	16%	(77)	19%	(91)	64%	(304)	472

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Table MCFE8_11: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following?*
La Liga

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Hispanic Adults	16%	(90)	19%	(102)	65%	(355)	547
No experience with Covid	18%	(33)	15%	(27)	67%	(123)	183
Health care major factor for election	15%	(54)	18%	(64)	67%	(236)	354
Social media users	17%	(90)	19%	(101)	64%	(346)	538
WhatsApp users	26%	(68)	25%	(63)	49%	(127)	258
Social media news source at least once a week	20%	(77)	20%	(76)	61%	(237)	390

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

Table MCFE8_12: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following?*

Liga MX

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Hispanic Adults	9%	(49)	16%	(81)	75%	(387)	517
Gender: Male	14%	(35)	20%	(51)	66%	(168)	253
Gender: Female	5%	(14)	12%	(30)	83%	(219)	264
Age: 18-34	8%	(17)	18%	(36)	73%	(145)	198
Age: 35-44	19%	(22)	16%	(19)	65%	(74)	115
Age: 45-64	7%	(10)	15%	(22)	78%	(115)	147
Age: 65+	—	(0)	7%	(4)	93%	(52)	56
GenZers: 1997-2012	6%	(4)	21%	(14)	73%	(49)	67
Millennials: 1981-1996	16%	(30)	17%	(33)	67%	(130)	193
GenXers: 1965-1980	9%	(13)	17%	(25)	73%	(106)	144
Baby Boomers: 1946-1964	2%	(2)	9%	(9)	89%	(92)	103
PID: Dem (no lean)	8%	(20)	17%	(43)	74%	(183)	246
PID: Ind (no lean)	7%	(11)	13%	(21)	79%	(122)	154
PID: Rep (no lean)	15%	(18)	15%	(18)	70%	(82)	118
PID/Gender: Dem Men	10%	(11)	24%	(27)	65%	(72)	110
PID/Gender: Dem Women	6%	(9)	12%	(16)	82%	(111)	136
PID/Gender: Ind Men	11%	(8)	18%	(14)	71%	(53)	75
PID/Gender: Ind Women	4%	(3)	9%	(7)	87%	(69)	79
PID/Gender: Rep Men	23%	(15)	15%	(10)	62%	(43)	69
Ideo: Liberal (1-3)	12%	(20)	20%	(32)	68%	(110)	161
Ideo: Moderate (4)	8%	(15)	14%	(28)	78%	(151)	193
Ideo: Conservative (5-7)	8%	(9)	16%	(18)	77%	(88)	115
Educ: < College	6%	(19)	11%	(34)	83%	(251)	304
Educ: Bachelors degree	15%	(19)	24%	(32)	61%	(82)	133
Educ: Post-grad	13%	(10)	19%	(15)	68%	(54)	80
Income: Under 50k	8%	(20)	13%	(34)	79%	(207)	260
Income: 50k-100k	9%	(15)	21%	(34)	70%	(114)	163
Income: 100k+	15%	(14)	14%	(13)	71%	(66)	93
Ethnicity: White	10%	(33)	14%	(46)	76%	(254)	333
Ethnicity: Hispanic	9%	(49)	16%	(81)	75%	(387)	517
Ethnicity: Other	9%	(15)	21%	(33)	70%	(111)	158

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Table MCFE8_12: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following?*
Liga MX

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Hispanic Adults	9%	(49)	16%	(81)	75%	(387)	517
All Christian	12%	(33)	17%	(48)	71%	(202)	283
Agnostic/Nothing in particular	6%	(7)	17%	(20)	77%	(91)	117
Something Else	8%	(6)	8%	(6)	84%	(61)	73
Evangelical	13%	(16)	19%	(23)	68%	(83)	123
Non-Evangelical	9%	(19)	14%	(31)	78%	(175)	225
Community: Urban	11%	(27)	17%	(41)	72%	(171)	239
Community: Suburban	8%	(17)	16%	(34)	76%	(165)	216
Community: Rural	8%	(5)	10%	(6)	82%	(51)	62
Employ: Private Sector	16%	(29)	22%	(40)	62%	(112)	182
Employ: Retired	—	(0)	5%	(4)	95%	(68)	71
Employ: Unemployed	8%	(7)	7%	(7)	85%	(78)	91
Military HH: Yes	4%	(2)	21%	(13)	76%	(46)	61
Military HH: No	10%	(47)	15%	(69)	75%	(341)	456
RD/WT: Right Direction	18%	(23)	15%	(20)	67%	(88)	131
RD/WT: Wrong Track	7%	(26)	16%	(61)	77%	(299)	386
Trump Job Approve	15%	(24)	16%	(25)	69%	(109)	158
Trump Job Disapprove	7%	(25)	16%	(55)	76%	(258)	338
Trump Job Strongly Approve	18%	(16)	13%	(11)	69%	(59)	86
Trump Job Somewhat Approve	11%	(8)	19%	(14)	70%	(50)	72
Trump Job Somewhat Disapprove	14%	(10)	21%	(15)	66%	(48)	73
Trump Job Strongly Disapprove	6%	(15)	15%	(40)	79%	(210)	265
Favorable of Trump	14%	(23)	17%	(27)	69%	(109)	159
Unfavorable of Trump	7%	(23)	16%	(52)	77%	(255)	330
Very Favorable of Trump	20%	(18)	15%	(13)	65%	(59)	91
Somewhat Favorable of Trump	7%	(4)	20%	(14)	73%	(50)	68
Somewhat Unfavorable of Trump	14%	(8)	25%	(15)	61%	(36)	59
Very Unfavorable of Trump	6%	(15)	14%	(37)	81%	(219)	271
#1 Issue: Economy	9%	(18)	19%	(38)	71%	(140)	196
#1 Issue: Health Care	11%	(13)	19%	(22)	70%	(83)	118
2018 House Vote: Democrat	11%	(21)	23%	(45)	67%	(135)	202
2018 House Vote: Republican	15%	(17)	12%	(13)	74%	(84)	114

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Table MCFE8_12: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following?*

Liga MX

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Hispanic Adults	9%	(49)	16%	(81)	75%	(387)	517
2016 Vote: Hillary Clinton	10%	(20)	19%	(39)	71%	(141)	200
2016 Vote: Donald Trump	14%	(16)	16%	(19)	69%	(80)	115
2016 Vote: Didn't Vote	7%	(12)	12%	(23)	81%	(150)	185
Voted in 2014: Yes	13%	(35)	16%	(42)	71%	(192)	269
Voted in 2014: No	6%	(14)	16%	(39)	78%	(195)	248
2012 Vote: Barack Obama	11%	(23)	18%	(35)	71%	(143)	202
2012 Vote: Mitt Romney	14%	(10)	12%	(8)	75%	(54)	73
2012 Vote: Didn't Vote	7%	(15)	15%	(36)	78%	(181)	232
4-Region: Northeast	5%	(4)	19%	(15)	76%	(61)	81
4-Region: South	11%	(26)	13%	(30)	76%	(180)	236
4-Region: West	10%	(15)	17%	(26)	74%	(113)	153
Mexican	12%	(29)	16%	(39)	72%	(171)	239
Puerto Rican	6%	(6)	13%	(13)	81%	(80)	98
Other South American	12%	(8)	18%	(13)	71%	(51)	72
Speaks only English at home	3%	(4)	10%	(14)	87%	(123)	140
Speaks mostly English at home	6%	(8)	9%	(11)	85%	(107)	126
Speaks both English and Spanish at home	14%	(23)	21%	(34)	65%	(106)	163
Speaks mostly Spanish at home	9%	(6)	26%	(16)	65%	(39)	61
Trump supporter	14%	(19)	13%	(18)	73%	(100)	137
Biden supporter	8%	(26)	18%	(57)	73%	(227)	310
Sports fans	13%	(48)	20%	(74)	67%	(244)	365
Avid sports fans	24%	(38)	23%	(35)	53%	(82)	155
Sports fans, Age: 18-34	12%	(16)	24%	(32)	65%	(87)	134
Sports fans, Age: 35-44	24%	(22)	20%	(18)	56%	(52)	91
Sports fans, Age: 45-64	10%	(10)	20%	(20)	70%	(70)	100
Movie studios should diversify teams	12%	(42)	17%	(60)	72%	(259)	361
Movie studios should diversify stories	13%	(42)	20%	(63)	67%	(216)	321
Concerned about Covid	9%	(42)	16%	(75)	74%	(336)	452
No experience with Covid	12%	(19)	14%	(24)	74%	(124)	167
Health care major factor for election	8%	(30)	15%	(55)	76%	(273)	357
Social media users	10%	(49)	16%	(80)	75%	(378)	506

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Table MCFE8_12: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following?*
Liga MX

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Hispanic Adults	9%	(49)	16%	(81)	75%	(387)	517
WhatsApp users	14%	(36)	19%	(49)	67%	(172)	257
Social media news source at least once a week	12%	(42)	17%	(61)	71%	(252)	355

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

Table MCFE8_13: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following?*

Ligue 1

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Hispanic Adults	8%	(39)	12%	(62)	80%	(400)	501
Gender: Male	11%	(29)	15%	(40)	74%	(192)	261
Gender: Female	4%	(11)	9%	(21)	87%	(208)	240
Age: 18-34	7%	(14)	11%	(20)	81%	(148)	182
Age: 35-44	17%	(19)	13%	(15)	70%	(79)	113
Age: 45-64	5%	(7)	13%	(20)	82%	(127)	153
Age: 65+	—	(0)	12%	(6)	88%	(46)	52
GenZers: 1997-2012	5%	(3)	18%	(11)	77%	(48)	62
Millennials: 1981-1996	13%	(24)	9%	(16)	78%	(141)	181
GenXers: 1965-1980	7%	(11)	15%	(23)	78%	(119)	152
Baby Boomers: 1946-1964	2%	(2)	13%	(12)	85%	(78)	92
PID: Dem (no lean)	6%	(14)	12%	(27)	81%	(179)	221
PID: Ind (no lean)	8%	(12)	11%	(17)	81%	(126)	155
PID: Rep (no lean)	10%	(13)	14%	(18)	76%	(95)	125
PID/Gender: Dem Men	9%	(9)	14%	(14)	77%	(78)	100
PID/Gender: Dem Women	4%	(5)	11%	(14)	84%	(102)	121
PID/Gender: Ind Men	10%	(8)	15%	(12)	75%	(60)	79
PID/Gender: Ind Women	6%	(4)	6%	(5)	88%	(66)	75
PID/Gender: Rep Men	15%	(12)	18%	(15)	67%	(55)	82
Ideo: Liberal (1-3)	9%	(15)	15%	(26)	77%	(135)	176
Ideo: Moderate (4)	5%	(8)	14%	(24)	81%	(137)	169
Ideo: Conservative (5-7)	12%	(14)	9%	(11)	78%	(92)	117
Educ: < College	5%	(14)	9%	(27)	86%	(244)	285
Educ: Bachelors degree	10%	(14)	17%	(25)	73%	(104)	142
Educ: Post-grad	16%	(11)	14%	(11)	70%	(52)	74
Income: Under 50k	4%	(9)	10%	(24)	87%	(220)	254
Income: 50k-100k	10%	(16)	10%	(17)	81%	(136)	169
Income: 100k+	18%	(14)	27%	(21)	55%	(43)	78
Ethnicity: White	10%	(31)	13%	(40)	78%	(247)	319
Ethnicity: Hispanic	8%	(39)	12%	(62)	80%	(400)	501
Ethnicity: Other	5%	(7)	11%	(16)	84%	(123)	146

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Table MCFE8_13: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following?*
Ligue 1

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Hispanic Adults	8%	(39)	12%	(62)	80%	(400)	501
All Christian	11%	(30)	16%	(44)	73%	(206)	280
Agnostic/Nothing in particular	5%	(6)	10%	(12)	85%	(101)	118
Something Else	3%	(2)	4%	(2)	94%	(59)	63
Evangelical	15%	(18)	12%	(14)	73%	(84)	116
Non-Evangelical	6%	(13)	14%	(31)	80%	(176)	220
Community: Urban	9%	(21)	10%	(22)	80%	(175)	218
Community: Suburban	7%	(15)	17%	(38)	77%	(175)	227
Community: Rural	7%	(4)	3%	(2)	90%	(50)	56
Employ: Private Sector	11%	(21)	16%	(31)	73%	(141)	192
Employ: Retired	—	(0)	10%	(6)	90%	(55)	61
Employ: Unemployed	5%	(4)	5%	(3)	90%	(64)	71
Military HH: Yes	10%	(6)	7%	(4)	84%	(53)	63
Military HH: No	8%	(33)	13%	(58)	79%	(347)	438
RD/WT: Right Direction	14%	(20)	15%	(20)	71%	(97)	137
RD/WT: Wrong Track	5%	(20)	11%	(41)	83%	(303)	364
Trump Job Approve	12%	(21)	13%	(22)	75%	(128)	171
Trump Job Disapprove	6%	(19)	13%	(40)	81%	(250)	308
Trump Job Strongly Approve	16%	(15)	14%	(13)	70%	(64)	91
Trump Job Somewhat Approve	8%	(6)	11%	(9)	81%	(65)	79
Trump Job Somewhat Disapprove	10%	(7)	12%	(8)	78%	(50)	65
Trump Job Strongly Disapprove	5%	(12)	13%	(32)	82%	(200)	244
Favorable of Trump	10%	(17)	13%	(22)	77%	(130)	169
Unfavorable of Trump	6%	(20)	12%	(38)	81%	(249)	308
Very Favorable of Trump	13%	(12)	17%	(16)	70%	(65)	93
Somewhat Favorable of Trump	6%	(5)	8%	(6)	86%	(65)	76
Somewhat Unfavorable of Trump	15%	(8)	7%	(4)	79%	(42)	53
Very Unfavorable of Trump	5%	(12)	14%	(35)	82%	(207)	254
#1 Issue: Economy	8%	(18)	12%	(26)	80%	(171)	215
#1 Issue: Health Care	8%	(8)	19%	(19)	73%	(71)	97
2018 House Vote: Democrat	11%	(20)	17%	(32)	72%	(136)	187
2018 House Vote: Republican	11%	(13)	13%	(15)	76%	(86)	113

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Table MCFE8_13: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following?*

Ligue 1

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Hispanic Adults	8%	(39)	12%	(62)	80%	(400)	501
2016 Vote: Hillary Clinton	9%	(18)	15%	(29)	76%	(144)	190
2016 Vote: Donald Trump	11%	(12)	17%	(19)	72%	(80)	112
2016 Vote: Didn't Vote	5%	(9)	8%	(14)	87%	(161)	184
Voted in 2014: Yes	10%	(29)	14%	(40)	75%	(208)	277
Voted in 2014: No	5%	(10)	10%	(22)	86%	(191)	223
2012 Vote: Barack Obama	9%	(19)	15%	(30)	76%	(155)	203
2012 Vote: Mitt Romney	12%	(9)	12%	(8)	76%	(56)	73
2012 Vote: Didn't Vote	5%	(10)	10%	(22)	85%	(179)	211
4-Region: Northeast	10%	(9)	15%	(13)	75%	(66)	87
4-Region: Midwest	7%	(4)	16%	(8)	78%	(42)	54
4-Region: South	7%	(14)	10%	(22)	83%	(177)	213
4-Region: West	9%	(13)	13%	(19)	78%	(115)	147
Mexican	9%	(20)	10%	(23)	81%	(182)	224
Puerto Rican	5%	(5)	14%	(13)	81%	(76)	93
Other South American	12%	(7)	27%	(16)	62%	(36)	58
Speaks only English at home	4%	(5)	8%	(11)	88%	(117)	133
Speaks mostly English at home	7%	(9)	10%	(14)	83%	(117)	140
Speaks both English and Spanish at home	12%	(18)	16%	(24)	71%	(105)	147
Speaks mostly Spanish at home	10%	(6)	16%	(9)	74%	(40)	54
Trump supporter	10%	(14)	13%	(19)	77%	(109)	142
Biden supporter	7%	(20)	14%	(39)	80%	(230)	289
Sports fans	10%	(37)	16%	(61)	73%	(272)	370
Avid sports fans	18%	(28)	21%	(33)	61%	(94)	155
Sports fans, Age: 18-34	10%	(13)	16%	(20)	73%	(92)	125
Sports fans, Age: 35-44	19%	(19)	14%	(14)	66%	(65)	98
Sports fans, Age: 45-64	5%	(6)	17%	(20)	77%	(89)	115
Movie studios should diversify teams	10%	(35)	13%	(46)	77%	(266)	347
Movie studios should diversify stories	11%	(35)	14%	(44)	75%	(234)	313
Concerned about Covid	7%	(32)	13%	(55)	80%	(338)	424
No experience with Covid	9%	(16)	9%	(15)	82%	(139)	169
Health care major factor for election	6%	(20)	15%	(50)	79%	(255)	325

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Table MCFE8_13: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following?*
Ligue 1

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Hispanic Adults	8%	(39)	12%	(62)	80%	(400)	501
Social media users	8%	(39)	13%	(62)	79%	(388)	490
WhatsApp users	11%	(27)	16%	(40)	73%	(179)	246
Social media news source at least once a week	9%	(32)	13%	(43)	78%	(262)	338

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

Table MCFE8_14: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following?*
Major League Baseball (MLB)

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Hispanic Adults	23%	(113)	39%	(195)	38%	(187)	495
Gender: Male	32%	(81)	38%	(94)	30%	(76)	251
Gender: Female	13%	(32)	41%	(100)	46%	(112)	245
Age: 18-34	18%	(34)	34%	(63)	47%	(86)	183
Age: 35-44	31%	(35)	37%	(43)	32%	(37)	115
Age: 45-64	22%	(31)	44%	(62)	33%	(47)	140
Age: 65+	22%	(13)	47%	(27)	30%	(17)	57
GenZers: 1997-2012	8%	(5)	31%	(19)	61%	(38)	63
Millennials: 1981-1996	28%	(53)	36%	(70)	36%	(69)	191
GenXers: 1965-1980	23%	(32)	45%	(62)	31%	(43)	137
Baby Boomers: 1946-1964	24%	(22)	39%	(36)	38%	(35)	94
PID: Dem (no lean)	25%	(55)	38%	(82)	37%	(80)	218
PID: Ind (no lean)	15%	(24)	44%	(70)	41%	(65)	160
PID: Rep (no lean)	29%	(34)	36%	(42)	35%	(42)	118
PID/Gender: Dem Men	34%	(34)	38%	(37)	28%	(27)	98
PID/Gender: Dem Women	18%	(21)	38%	(45)	44%	(53)	120
PID/Gender: Ind Men	25%	(20)	45%	(36)	29%	(23)	79
PID/Gender: Ind Women	5%	(4)	42%	(34)	52%	(42)	81
PID/Gender: Rep Men	37%	(27)	29%	(22)	34%	(25)	74
Ideo: Liberal (1-3)	25%	(41)	39%	(65)	36%	(59)	165
Ideo: Moderate (4)	20%	(35)	46%	(79)	34%	(60)	174
Ideo: Conservative (5-7)	27%	(31)	36%	(42)	37%	(43)	117
Educ: < College	17%	(50)	41%	(118)	41%	(118)	286
Educ: Bachelors degree	30%	(41)	41%	(56)	29%	(40)	137
Educ: Post-grad	30%	(22)	29%	(21)	41%	(29)	73
Income: Under 50k	16%	(42)	40%	(104)	43%	(112)	258
Income: 50k-100k	29%	(46)	39%	(62)	33%	(53)	161
Income: 100k+	32%	(24)	38%	(28)	30%	(23)	75
Ethnicity: White	26%	(83)	40%	(128)	34%	(110)	321
Ethnicity: Hispanic	23%	(113)	39%	(195)	38%	(187)	495
Ethnicity: Other	16%	(24)	40%	(62)	44%	(67)	153

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Table MCFE8_14: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following?*
Major League Baseball (MLB)

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Hispanic Adults	23%	(113)	39%	(195)	38%	(187)	495
All Christian	26%	(70)	41%	(112)	33%	(88)	270
Agnostic/Nothing in particular	23%	(28)	31%	(37)	46%	(57)	122
Something Else	13%	(9)	52%	(36)	35%	(24)	69
Evangelical	21%	(24)	41%	(47)	38%	(44)	116
Non-Evangelical	24%	(53)	45%	(99)	30%	(66)	217
Community: Urban	27%	(64)	35%	(81)	38%	(88)	233
Community: Suburban	21%	(42)	45%	(92)	34%	(69)	202
Community: Rural	13%	(8)	36%	(22)	51%	(31)	60
Employ: Private Sector	33%	(60)	40%	(73)	28%	(51)	185
Employ: Self-Employed	15%	(8)	46%	(24)	38%	(19)	51
Employ: Retired	21%	(12)	48%	(29)	31%	(19)	59
Employ: Unemployed	14%	(10)	32%	(23)	53%	(38)	72
Military HH: Yes	19%	(12)	46%	(28)	35%	(21)	61
Military HH: No	23%	(101)	38%	(167)	38%	(166)	434
RD/WT: Right Direction	30%	(41)	40%	(54)	30%	(41)	136
RD/WT: Wrong Track	20%	(72)	39%	(141)	41%	(147)	360
Trump Job Approve	27%	(44)	42%	(68)	31%	(51)	164
Trump Job Disapprove	22%	(68)	39%	(122)	39%	(123)	312
Trump Job Strongly Approve	28%	(27)	37%	(35)	34%	(32)	93
Trump Job Somewhat Approve	25%	(18)	48%	(34)	27%	(19)	71
Trump Job Somewhat Disapprove	24%	(15)	47%	(29)	29%	(18)	61
Trump Job Strongly Disapprove	21%	(53)	37%	(93)	42%	(105)	251
Favorable of Trump	30%	(48)	40%	(64)	30%	(48)	160
Unfavorable of Trump	20%	(63)	40%	(125)	39%	(122)	311
Very Favorable of Trump	30%	(28)	36%	(34)	33%	(31)	93
Somewhat Favorable of Trump	29%	(19)	45%	(30)	26%	(18)	67
Somewhat Unfavorable of Trump	22%	(13)	48%	(27)	30%	(17)	57
Very Unfavorable of Trump	20%	(51)	39%	(98)	41%	(105)	254
#1 Issue: Economy	26%	(52)	41%	(82)	33%	(65)	200
#1 Issue: Health Care	28%	(28)	42%	(43)	30%	(31)	102

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Table MCFE8_14: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following?*
Major League Baseball (MLB)

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Hispanic Adults	23%	(113)	39%	(195)	38%	(187)	495
2018 House Vote: Democrat	29%	(52)	38%	(69)	33%	(60)	182
2018 House Vote: Republican	28%	(30)	43%	(44)	29%	(30)	104
2016 Vote: Hillary Clinton	27%	(49)	39%	(70)	34%	(62)	182
2016 Vote: Donald Trump	31%	(36)	45%	(52)	23%	(27)	115
2016 Vote: Didn't Vote	13%	(24)	37%	(67)	50%	(90)	181
Voted in 2014: Yes	30%	(75)	41%	(103)	29%	(75)	253
Voted in 2014: No	16%	(38)	38%	(92)	47%	(113)	242
2012 Vote: Barack Obama	29%	(54)	40%	(76)	31%	(58)	189
2012 Vote: Mitt Romney	35%	(23)	43%	(28)	22%	(14)	66
2012 Vote: Didn't Vote	15%	(35)	36%	(83)	49%	(111)	229
4-Region: Northeast	30%	(26)	27%	(23)	42%	(36)	84
4-Region: South	23%	(50)	43%	(94)	35%	(76)	220
4-Region: West	24%	(34)	38%	(55)	38%	(54)	143
Mexican	23%	(53)	39%	(90)	38%	(88)	232
Puerto Rican	21%	(19)	35%	(31)	43%	(38)	88
Other South American	25%	(15)	24%	(14)	51%	(30)	58
Speaks only English at home	20%	(26)	38%	(48)	42%	(54)	128
Speaks mostly English at home	22%	(27)	41%	(51)	37%	(45)	124
Speaks both English and Spanish at home	26%	(41)	40%	(64)	35%	(56)	161
Speaks mostly Spanish at home	19%	(11)	43%	(24)	37%	(21)	56
Trump supporter	28%	(38)	42%	(58)	30%	(41)	137
Biden supporter	24%	(69)	39%	(112)	37%	(106)	288
Sports fans	31%	(111)	47%	(168)	22%	(78)	357
Avid sports fans	53%	(82)	33%	(51)	14%	(22)	155
Sports fans, Age: 18-34	26%	(33)	42%	(53)	33%	(42)	128
Sports fans, Age: 35-44	38%	(35)	42%	(39)	20%	(19)	94
Sports fans, Age: 45-64	31%	(31)	55%	(55)	14%	(14)	100
Movie studios should diversify teams	25%	(89)	40%	(146)	35%	(127)	363
Movie studios should diversify stories	27%	(82)	38%	(117)	35%	(109)	309
Concerned about Covid	24%	(101)	40%	(168)	37%	(155)	424
No experience with Covid	23%	(39)	35%	(58)	42%	(70)	167

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Table MCFE8_14: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following?*
Major League Baseball (MLB)

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Hispanic Adults	23%	(113)	39%	(195)	38%	(187)	495
Health care major factor for election	25%	(80)	39%	(125)	36%	(117)	322
Social media users	23%	(111)	40%	(191)	37%	(180)	482
WhatsApp users	25%	(59)	39%	(92)	36%	(85)	236
Social media news source at least once a week	25%	(84)	40%	(136)	35%	(120)	340

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

Table MCFE8_15: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following?*
Major League Lacrosse (MLL)

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Hispanic Adults	7%	(37)	11%	(59)	82%	(436)	533
Gender: Male	12%	(31)	11%	(29)	77%	(195)	255
Gender: Female	3%	(7)	11%	(29)	87%	(241)	278
Age: 18-34	10%	(20)	10%	(19)	80%	(153)	192
Age: 35-44	13%	(15)	16%	(18)	71%	(80)	113
Age: 45-64	1%	(2)	10%	(15)	89%	(143)	160
Age: 65+	1%	(1)	8%	(6)	90%	(61)	68
GenZers: 1997-2012	7%	(5)	10%	(7)	83%	(61)	73
Millennials: 1981-1996	12%	(22)	14%	(26)	74%	(135)	184
GenXers: 1965-1980	5%	(8)	11%	(17)	84%	(128)	153
Baby Boomers: 1946-1964	2%	(2)	7%	(8)	91%	(99)	109
PID: Dem (no lean)	6%	(15)	12%	(28)	82%	(190)	233
PID: Ind (no lean)	7%	(11)	7%	(12)	86%	(147)	170
PID: Rep (no lean)	9%	(11)	14%	(19)	77%	(100)	130
PID/Gender: Dem Men	10%	(10)	16%	(16)	74%	(75)	100
PID/Gender: Dem Women	4%	(5)	9%	(12)	87%	(115)	132
PID/Gender: Ind Men	13%	(10)	5%	(4)	83%	(65)	79
PID/Gender: Ind Women	1%	(1)	9%	(8)	90%	(81)	91
PID/Gender: Rep Men	14%	(11)	12%	(9)	73%	(55)	75
PID/Gender: Rep Women	2%	(1)	17%	(9)	82%	(45)	55
Ideo: Liberal (1-3)	9%	(16)	13%	(25)	78%	(147)	188
Ideo: Moderate (4)	7%	(12)	12%	(22)	81%	(146)	180
Ideo: Conservative (5-7)	6%	(7)	9%	(11)	85%	(101)	119
Educ: < College	5%	(14)	8%	(26)	87%	(266)	306
Educ: Bachelors degree	11%	(15)	15%	(20)	74%	(98)	133
Educ: Post-grad	9%	(8)	14%	(13)	78%	(73)	94
Income: Under 50k	5%	(12)	7%	(18)	89%	(238)	268
Income: 50k-100k	9%	(15)	13%	(22)	79%	(136)	173
Income: 100k+	11%	(10)	20%	(19)	69%	(63)	91
Ethnicity: White	8%	(28)	12%	(41)	80%	(282)	352
Ethnicity: Hispanic	7%	(37)	11%	(59)	82%	(436)	533
Ethnicity: Other	5%	(7)	7%	(11)	88%	(135)	153

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Table MCFE8_15: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following?*
Major League Lacrosse (MLL)

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Hispanic Adults	7%	(37)	11%	(59)	82%	(436)	533
All Christian	7%	(20)	14%	(43)	79%	(242)	305
Agnostic/Nothing in particular	4%	(5)	6%	(7)	90%	(109)	121
Something Else	5%	(3)	11%	(8)	84%	(58)	69
Evangelical	8%	(9)	18%	(21)	74%	(87)	117
Non-Evangelical	5%	(11)	12%	(30)	83%	(205)	246
Community: Urban	9%	(22)	12%	(30)	79%	(192)	244
Community: Suburban	6%	(15)	12%	(27)	82%	(187)	229
Community: Rural	1%	(1)	2%	(1)	96%	(58)	60
Employ: Private Sector	13%	(24)	14%	(26)	73%	(136)	186
Employ: Retired	1%	(1)	9%	(7)	89%	(68)	76
Employ: Unemployed	4%	(4)	3%	(3)	93%	(86)	92
Military HH: Yes	10%	(7)	11%	(7)	79%	(52)	66
Military HH: No	7%	(31)	11%	(51)	82%	(384)	466
RD/WT: Right Direction	15%	(21)	15%	(20)	70%	(97)	138
RD/WT: Wrong Track	4%	(17)	10%	(39)	86%	(339)	394
Trump Job Approve	12%	(20)	13%	(23)	75%	(128)	171
Trump Job Disapprove	5%	(16)	10%	(36)	85%	(288)	340
Trump Job Strongly Approve	15%	(15)	13%	(13)	73%	(73)	100
Trump Job Somewhat Approve	8%	(6)	14%	(10)	78%	(55)	71
Trump Job Somewhat Disapprove	3%	(2)	13%	(9)	84%	(57)	68
Trump Job Strongly Disapprove	5%	(14)	10%	(27)	85%	(231)	272
Favorable of Trump	12%	(20)	14%	(24)	74%	(129)	173
Unfavorable of Trump	5%	(16)	10%	(35)	85%	(285)	336
Very Favorable of Trump	15%	(15)	17%	(18)	68%	(72)	105
Somewhat Favorable of Trump	8%	(5)	9%	(6)	84%	(57)	68
Somewhat Unfavorable of Trump	6%	(4)	11%	(7)	83%	(49)	60
Very Unfavorable of Trump	4%	(12)	10%	(28)	85%	(236)	276
#1 Issue: Economy	7%	(14)	9%	(18)	84%	(168)	201
#1 Issue: Health Care	7%	(7)	16%	(17)	78%	(84)	108
2018 House Vote: Democrat	8%	(16)	15%	(32)	77%	(158)	207
2018 House Vote: Republican	13%	(16)	11%	(13)	76%	(90)	119

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Table MCFE8_15: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following?*
Major League Lacrosse (MLL)

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Hispanic Adults	7%	(37)	11%	(59)	82%	(436)	533
2016 Vote: Hillary Clinton	7%	(15)	13%	(27)	79%	(161)	203
2016 Vote: Donald Trump	12%	(16)	13%	(17)	74%	(93)	126
2016 Vote: Didn't Vote	4%	(7)	8%	(14)	89%	(167)	188
Voted in 2014: Yes	8%	(21)	14%	(39)	78%	(221)	281
Voted in 2014: No	6%	(16)	8%	(20)	86%	(216)	251
2012 Vote: Barack Obama	8%	(17)	14%	(31)	78%	(168)	216
2012 Vote: Mitt Romney	7%	(5)	13%	(10)	80%	(58)	72
2012 Vote: Didn't Vote	6%	(15)	7%	(17)	86%	(203)	235
4-Region: Northeast	7%	(6)	16%	(15)	77%	(70)	91
4-Region: South	5%	(12)	10%	(23)	85%	(202)	237
4-Region: West	10%	(15)	10%	(17)	80%	(127)	159
Mexican	8%	(21)	10%	(26)	81%	(206)	254
Puerto Rican	9%	(9)	11%	(11)	79%	(76)	96
Other South American	7%	(4)	13%	(7)	80%	(43)	53
Speaks only English at home	8%	(12)	6%	(9)	87%	(137)	158
Speaks mostly English at home	2%	(2)	13%	(17)	85%	(106)	125
Speaks both English and Spanish at home	8%	(13)	15%	(25)	77%	(129)	166
Speaks mostly Spanish at home	11%	(6)	13%	(7)	76%	(43)	56
Trump supporter	10%	(16)	14%	(21)	76%	(118)	156
Biden supporter	6%	(18)	11%	(34)	83%	(257)	310
Sports fans	9%	(36)	14%	(55)	76%	(289)	379
Avid sports fans	17%	(26)	19%	(28)	64%	(96)	150
Sports fans, Age: 18-34	15%	(19)	14%	(18)	71%	(91)	127
Sports fans, Age: 35-44	14%	(14)	19%	(18)	67%	(65)	97
Sports fans, Age: 45-64	2%	(2)	12%	(14)	86%	(96)	112
Movie studios should diversify teams	8%	(31)	12%	(45)	80%	(300)	375
Movie studios should diversify stories	10%	(31)	13%	(43)	77%	(245)	319
Concerned about Covid	7%	(34)	12%	(56)	80%	(367)	457
No experience with Covid	4%	(6)	8%	(13)	89%	(155)	175
Health care major factor for election	5%	(20)	11%	(40)	83%	(298)	358
Social media users	7%	(36)	11%	(59)	82%	(425)	520

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Table MCFE8_15: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following?*
Major League Lacrosse (MLL)

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Hispanic Adults	7%	(37)	11%	(59)	82%	(436)	533
WhatsApp users	11%	(28)	15%	(38)	74%	(187)	253
Social media news source at least once a week	9%	(32)	13%	(47)	78%	(286)	365

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

Table MCFE8_16: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following?*
Major League Soccer (MLS)

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Hispanic Adults	14%	(73)	30%	(151)	56%	(284)	507
Gender: Male	21%	(54)	32%	(83)	47%	(123)	260
Gender: Female	8%	(19)	27%	(68)	65%	(160)	247
Age: 18-34	17%	(32)	30%	(58)	53%	(101)	191
Age: 35-44	21%	(26)	32%	(39)	47%	(57)	122
Age: 45-64	8%	(12)	30%	(41)	62%	(86)	139
Age: 65+	5%	(3)	23%	(12)	72%	(40)	55
GenZers: 1997-2012	13%	(10)	37%	(28)	51%	(39)	77
Millennials: 1981-1996	23%	(43)	26%	(48)	51%	(95)	185
GenXers: 1965-1980	9%	(12)	39%	(53)	53%	(72)	137
Baby Boomers: 1946-1964	7%	(7)	19%	(18)	74%	(73)	98
PID: Dem (no lean)	13%	(33)	28%	(69)	59%	(145)	246
PID: Ind (no lean)	12%	(18)	33%	(48)	55%	(81)	146
PID: Rep (no lean)	19%	(22)	30%	(35)	50%	(58)	115
PID/Gender: Dem Men	20%	(22)	35%	(38)	45%	(49)	109
PID/Gender: Dem Women	8%	(11)	22%	(31)	70%	(96)	137
PID/Gender: Ind Men	19%	(14)	32%	(25)	49%	(38)	77
PID/Gender: Ind Women	5%	(3)	33%	(23)	63%	(43)	69
PID/Gender: Rep Men	24%	(17)	28%	(20)	49%	(36)	74
Ideo: Liberal (1-3)	16%	(29)	31%	(57)	54%	(100)	185
Ideo: Moderate (4)	14%	(23)	34%	(57)	53%	(90)	170
Ideo: Conservative (5-7)	15%	(17)	28%	(31)	56%	(61)	109
Educ: < College	8%	(24)	28%	(85)	64%	(195)	304
Educ: Bachelors degree	20%	(24)	32%	(39)	48%	(58)	122
Educ: Post-grad	30%	(25)	33%	(27)	37%	(30)	82
Income: Under 50k	10%	(27)	27%	(71)	63%	(169)	266
Income: 50k-100k	15%	(24)	34%	(54)	52%	(82)	160
Income: 100k+	27%	(22)	33%	(27)	40%	(33)	82
Ethnicity: White	15%	(50)	27%	(89)	57%	(186)	326
Ethnicity: Hispanic	14%	(73)	30%	(151)	56%	(284)	507
Ethnicity: Other	11%	(16)	34%	(49)	55%	(80)	145

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Table MCFE8_16: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following?*
Major League Soccer (MLS)

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Hispanic Adults	14%	(73)	30%	(151)	56%	(284)	507
All Christian	19%	(54)	29%	(84)	52%	(148)	286
Agnostic/Nothing in particular	10%	(11)	28%	(33)	63%	(74)	118
Something Else	6%	(4)	39%	(24)	55%	(33)	61
Evangelical	16%	(20)	38%	(47)	45%	(56)	123
Non-Evangelical	15%	(34)	27%	(59)	57%	(125)	218
Community: Urban	18%	(42)	28%	(66)	55%	(130)	238
Community: Suburban	12%	(25)	32%	(67)	56%	(120)	212
Community: Rural	9%	(5)	32%	(18)	59%	(34)	57
Employ: Private Sector	22%	(43)	32%	(62)	45%	(87)	192
Employ: Retired	6%	(4)	18%	(11)	76%	(46)	60
Employ: Unemployed	7%	(6)	23%	(18)	70%	(55)	79
Military HH: Yes	11%	(7)	35%	(21)	54%	(32)	60
Military HH: No	15%	(66)	29%	(130)	56%	(251)	447
RD/WT: Right Direction	20%	(30)	38%	(55)	42%	(61)	146
RD/WT: Wrong Track	12%	(43)	26%	(95)	62%	(223)	361
Trump Job Approve	21%	(36)	34%	(56)	45%	(74)	166
Trump Job Disapprove	11%	(35)	29%	(94)	60%	(192)	321
Trump Job Strongly Approve	21%	(18)	33%	(29)	46%	(41)	88
Trump Job Somewhat Approve	22%	(17)	35%	(27)	43%	(33)	78
Trump Job Somewhat Disapprove	12%	(9)	28%	(21)	59%	(44)	74
Trump Job Strongly Disapprove	11%	(26)	29%	(73)	60%	(148)	248
Favorable of Trump	20%	(32)	37%	(58)	43%	(69)	158
Unfavorable of Trump	11%	(36)	28%	(90)	61%	(196)	322
Very Favorable of Trump	23%	(21)	31%	(29)	45%	(42)	92
Somewhat Favorable of Trump	15%	(10)	44%	(29)	41%	(27)	66
Somewhat Unfavorable of Trump	19%	(11)	22%	(13)	58%	(34)	59
Very Unfavorable of Trump	9%	(25)	29%	(77)	61%	(161)	263
#1 Issue: Economy	16%	(32)	33%	(66)	51%	(101)	198
#1 Issue: Health Care	16%	(17)	37%	(40)	48%	(53)	110
2018 House Vote: Democrat	18%	(37)	32%	(65)	51%	(104)	205
2018 House Vote: Republican	20%	(19)	30%	(29)	50%	(49)	97

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Table MCFE8_16: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following?*
Major League Soccer (MLS)

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Hispanic Adults	14%	(73)	30%	(151)	56%	(284)	507
2016 Vote: Hillary Clinton	13%	(26)	28%	(55)	59%	(115)	197
2016 Vote: Donald Trump	25%	(26)	35%	(36)	40%	(42)	104
2016 Vote: Didn't Vote	11%	(21)	28%	(53)	62%	(118)	191
Voted in 2014: Yes	17%	(44)	32%	(83)	51%	(132)	259
Voted in 2014: No	11%	(28)	27%	(68)	61%	(151)	248
2012 Vote: Barack Obama	15%	(30)	32%	(64)	54%	(110)	204
2012 Vote: Mitt Romney	20%	(12)	28%	(17)	51%	(31)	60
2012 Vote: Didn't Vote	13%	(29)	28%	(66)	59%	(137)	232
4-Region: Northeast	12%	(11)	25%	(22)	63%	(55)	87
4-Region: Midwest	5%	(3)	39%	(20)	56%	(29)	51
4-Region: South	15%	(32)	33%	(72)	53%	(115)	219
4-Region: West	18%	(27)	25%	(37)	57%	(85)	150
Mexican	17%	(39)	29%	(67)	54%	(126)	232
Puerto Rican	8%	(7)	24%	(20)	68%	(57)	84
Other South American	21%	(15)	37%	(25)	41%	(28)	68
Speaks only English at home	6%	(9)	27%	(37)	66%	(90)	136
Speaks mostly English at home	6%	(8)	26%	(31)	68%	(82)	121
Speaks both English and Spanish at home	23%	(37)	34%	(55)	43%	(68)	159
Speaks mostly Spanish at home	22%	(14)	35%	(23)	43%	(29)	66
Trump supporter	20%	(27)	35%	(47)	45%	(60)	133
Biden supporter	13%	(39)	29%	(88)	58%	(177)	304
Sports fans	19%	(69)	37%	(135)	44%	(160)	365
Avid sports fans	33%	(50)	35%	(54)	32%	(50)	154
Sports fans, Age: 18-34	23%	(29)	38%	(49)	39%	(51)	129
Sports fans, Age: 35-44	25%	(26)	36%	(37)	39%	(40)	104
Sports fans, Age: 45-64	11%	(11)	39%	(38)	50%	(49)	98
Movie studios should diversify teams	18%	(63)	32%	(116)	50%	(180)	359
Movie studios should diversify stories	19%	(59)	31%	(96)	49%	(151)	305
Concerned about Covid	15%	(64)	31%	(133)	55%	(235)	431
No experience with Covid	14%	(23)	22%	(37)	64%	(108)	169
Health care major factor for election	14%	(48)	31%	(106)	54%	(183)	338

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Table MCFE8_16: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following?*
Major League Soccer (MLS)

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Hispanic Adults	14%	(73)	30%	(151)	56%	(284)	507
Social media users	14%	(72)	30%	(150)	56%	(277)	499
WhatsApp users	22%	(53)	35%	(84)	43%	(103)	240
Social media news source at least once a week	18%	(62)	33%	(114)	50%	(173)	350

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

Table MCFE8_17: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following?*
MotoGP

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Hispanic Adults	6%	(30)	13%	(69)	81%	(426)	525
Gender: Male	9%	(26)	18%	(49)	73%	(206)	281
Gender: Female	1%	(4)	8%	(19)	91%	(220)	243
Age: 18-34	8%	(16)	14%	(30)	78%	(167)	213
Age: 35-44	10%	(11)	19%	(21)	71%	(77)	108
Age: 45-64	2%	(3)	10%	(16)	88%	(141)	160
GenZers: 1997-2012	6%	(5)	8%	(6)	86%	(65)	76
Millennials: 1981-1996	9%	(18)	17%	(33)	74%	(143)	194
GenXers: 1965-1980	4%	(7)	14%	(23)	81%	(129)	158
Baby Boomers: 1946-1964	—	(0)	8%	(7)	92%	(79)	86
PID: Dem (no lean)	4%	(10)	13%	(31)	83%	(201)	242
PID: Ind (no lean)	4%	(6)	14%	(25)	82%	(140)	171
PID: Rep (no lean)	12%	(14)	12%	(13)	76%	(85)	112
PID/Gender: Dem Men	7%	(8)	18%	(21)	75%	(86)	116
PID/Gender: Dem Women	2%	(2)	7%	(9)	91%	(115)	126
PID/Gender: Ind Men	7%	(6)	20%	(19)	73%	(68)	92
PID/Gender: Ind Women	—	(0)	8%	(6)	92%	(73)	79
PID/Gender: Rep Men	16%	(12)	13%	(10)	71%	(52)	74
Ideo: Liberal (1-3)	6%	(12)	12%	(23)	82%	(157)	192
Ideo: Moderate (4)	5%	(9)	15%	(26)	80%	(139)	174
Ideo: Conservative (5-7)	6%	(6)	16%	(17)	78%	(81)	104
Educ: < College	2%	(6)	11%	(35)	87%	(267)	308
Educ: Bachelors degree	9%	(12)	15%	(20)	76%	(101)	133
Educ: Post-grad	15%	(12)	16%	(14)	69%	(58)	84
Income: Under 50k	2%	(6)	12%	(33)	86%	(240)	279
Income: 50k-100k	7%	(11)	12%	(19)	81%	(127)	157
Income: 100k+	14%	(13)	19%	(17)	67%	(59)	89
Ethnicity: White	8%	(25)	13%	(44)	79%	(258)	327
Ethnicity: Hispanic	6%	(30)	13%	(69)	81%	(426)	525
Ethnicity: Other	2%	(3)	13%	(22)	85%	(143)	168

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Table MCFE8_17: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following?*
MotoGP

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Hispanic Adults	6%	(30)	13%	(69)	81%	(426)	525
All Christian	7%	(18)	16%	(43)	78%	(214)	275
Agnostic/Nothing in particular	2%	(3)	8%	(11)	90%	(121)	135
Something Else	3%	(2)	9%	(6)	88%	(57)	65
Evangelical	8%	(9)	14%	(15)	79%	(90)	114
Non-Evangelical	4%	(9)	15%	(33)	81%	(176)	218
Community: Urban	8%	(20)	16%	(39)	76%	(190)	250
Community: Suburban	3%	(6)	12%	(28)	85%	(191)	224
Community: Rural	7%	(4)	3%	(2)	90%	(45)	51
Employ: Private Sector	8%	(15)	19%	(36)	74%	(141)	192
Employ: Retired	—	(0)	2%	(1)	98%	(54)	55
Employ: Unemployed	2%	(1)	11%	(9)	87%	(73)	84
Military HH: Yes	9%	(6)	15%	(10)	76%	(47)	62
Military HH: No	5%	(24)	13%	(59)	82%	(379)	463
RD/WT: Right Direction	15%	(20)	19%	(25)	66%	(86)	131
RD/WT: Wrong Track	2%	(10)	11%	(44)	86%	(340)	394
Trump Job Approve	14%	(22)	14%	(22)	72%	(114)	158
Trump Job Disapprove	2%	(7)	13%	(45)	84%	(283)	336
Trump Job Strongly Approve	18%	(15)	13%	(11)	69%	(58)	83
Trump Job Somewhat Approve	10%	(7)	15%	(11)	75%	(56)	75
Trump Job Somewhat Disapprove	1%	(1)	28%	(18)	71%	(47)	66
Trump Job Strongly Disapprove	2%	(7)	10%	(27)	88%	(237)	270
Favorable of Trump	12%	(19)	17%	(27)	71%	(112)	158
Unfavorable of Trump	3%	(9)	12%	(40)	85%	(278)	327
Very Favorable of Trump	14%	(13)	14%	(13)	73%	(68)	94
Somewhat Favorable of Trump	10%	(6)	22%	(14)	68%	(44)	64
Somewhat Unfavorable of Trump	3%	(1)	27%	(14)	70%	(37)	53
Very Unfavorable of Trump	3%	(8)	9%	(26)	88%	(241)	274
#1 Issue: Economy	5%	(10)	13%	(24)	82%	(158)	192
#1 Issue: Health Care	8%	(10)	13%	(15)	79%	(92)	117
2018 House Vote: Democrat	5%	(10)	18%	(37)	78%	(161)	208
2018 House Vote: Republican	17%	(16)	14%	(13)	69%	(65)	95

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Table MCFE8_17: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following?*
MotoGP

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Hispanic Adults	6%	(30)	13%	(69)	81%	(426)	525
2016 Vote: Hillary Clinton	4%	(8)	16%	(32)	80%	(159)	199
2016 Vote: Donald Trump	16%	(16)	15%	(16)	69%	(73)	105
2016 Vote: Didn't Vote	2%	(5)	9%	(19)	88%	(179)	203
Voted in 2014: Yes	7%	(17)	17%	(43)	77%	(198)	258
Voted in 2014: No	5%	(12)	10%	(26)	86%	(229)	267
2012 Vote: Barack Obama	4%	(9)	15%	(31)	81%	(171)	211
2012 Vote: Mitt Romney	14%	(7)	13%	(7)	73%	(38)	53
2012 Vote: Didn't Vote	5%	(13)	12%	(30)	83%	(211)	254
4-Region: Northeast	4%	(3)	11%	(10)	85%	(75)	88
4-Region: Midwest	3%	(1)	26%	(14)	72%	(39)	54
4-Region: South	6%	(13)	12%	(28)	82%	(187)	228
4-Region: West	8%	(12)	11%	(17)	81%	(125)	154
Mexican	5%	(11)	11%	(28)	84%	(205)	245
Puerto Rican	5%	(5)	10%	(9)	85%	(76)	90
Other South American	7%	(5)	19%	(14)	74%	(54)	73
Speaks only English at home	5%	(7)	12%	(16)	82%	(108)	131
Speaks mostly English at home	5%	(8)	9%	(12)	86%	(123)	143
Speaks both English and Spanish at home	7%	(13)	14%	(24)	79%	(134)	170
Speaks mostly Spanish at home	1%	(1)	25%	(14)	73%	(41)	56
Trump supporter	12%	(15)	13%	(17)	74%	(92)	124
Biden supporter	4%	(13)	15%	(45)	81%	(252)	311
Sports fans	7%	(28)	17%	(62)	76%	(282)	371
Avid sports fans	15%	(24)	22%	(35)	62%	(97)	156
Sports fans, Age: 18-34	11%	(15)	18%	(25)	72%	(102)	142
Sports fans, Age: 35-44	13%	(11)	24%	(20)	63%	(52)	82
Sports fans, Age: 45-64	2%	(2)	13%	(15)	86%	(101)	118
Movie studios should diversify teams	8%	(27)	15%	(56)	77%	(278)	361
Movie studios should diversify stories	9%	(28)	16%	(51)	75%	(232)	312
Concerned about Covid	6%	(25)	13%	(57)	81%	(360)	443
No experience with Covid	4%	(7)	13%	(22)	82%	(138)	167
Health care major factor for election	6%	(22)	12%	(42)	82%	(285)	348

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Table MCFE8_17: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following?*
MotoGP

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Hispanic Adults	6%	(30)	13%	(69)	81%	(426)	525
Social media users	6%	(30)	13%	(68)	81%	(412)	509
WhatsApp users	9%	(23)	18%	(45)	72%	(177)	244
Social media news source at least once a week	7%	(25)	16%	(54)	77%	(272)	351

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

Table MCFE8_18: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following?*
NASCAR

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Hispanic Adults	10%	(54)	26%	(138)	64%	(343)	535
Gender: Male	16%	(46)	31%	(87)	53%	(149)	281
Gender: Female	3%	(9)	20%	(50)	77%	(195)	254
Age: 18-34	14%	(29)	22%	(45)	65%	(136)	210
Age: 35-44	14%	(16)	32%	(35)	54%	(59)	110
Age: 45-64	6%	(9)	29%	(46)	65%	(105)	160
Age: 65+	—	(0)	21%	(11)	79%	(43)	55
GenZers: 1997-2012	13%	(11)	16%	(13)	70%	(56)	80
Millennials: 1981-1996	15%	(28)	27%	(51)	59%	(111)	190
GenXers: 1965-1980	8%	(13)	30%	(48)	62%	(99)	160
Baby Boomers: 1946-1964	3%	(3)	26%	(26)	71%	(71)	100
PID: Dem (no lean)	10%	(23)	25%	(59)	65%	(154)	236
PID: Ind (no lean)	7%	(13)	22%	(40)	71%	(128)	181
PID: Rep (no lean)	15%	(18)	32%	(38)	52%	(62)	118
PID/Gender: Dem Men	14%	(16)	30%	(33)	56%	(62)	111
PID/Gender: Dem Women	6%	(7)	21%	(26)	73%	(91)	125
PID/Gender: Ind Men	13%	(13)	29%	(28)	58%	(56)	98
PID/Gender: Ind Women	—	(0)	14%	(12)	86%	(72)	84
PID/Gender: Rep Men	23%	(17)	36%	(26)	42%	(30)	72
Ideo: Liberal (1-3)	12%	(22)	25%	(45)	63%	(115)	182
Ideo: Moderate (4)	8%	(16)	24%	(46)	68%	(134)	196
Ideo: Conservative (5-7)	10%	(11)	36%	(40)	54%	(59)	109
Educ: < College	7%	(24)	22%	(70)	70%	(225)	319
Educ: Bachelors degree	12%	(15)	35%	(45)	53%	(69)	128
Educ: Post-grad	18%	(15)	26%	(22)	57%	(50)	88
Income: Under 50k	8%	(23)	26%	(73)	66%	(190)	286
Income: 50k-100k	9%	(16)	26%	(45)	64%	(109)	170
Income: 100k+	20%	(16)	25%	(19)	56%	(44)	79
Ethnicity: White	11%	(36)	26%	(89)	63%	(215)	340
Ethnicity: Hispanic	10%	(54)	26%	(138)	64%	(343)	535
Ethnicity: Other	7%	(12)	26%	(44)	66%	(111)	167

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Table MCFE8_18: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following?*
NASCAR

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Hispanic Adults	10%	(54)	26%	(138)	64%	(343)	535
All Christian	11%	(34)	28%	(81)	61%	(180)	294
Agnostic/Nothing in particular	11%	(13)	22%	(27)	67%	(82)	123
Something Else	5%	(4)	26%	(19)	69%	(51)	75
Evangelical	10%	(13)	27%	(34)	63%	(80)	128
Non-Evangelical	9%	(20)	28%	(66)	63%	(147)	234
Community: Urban	11%	(27)	27%	(65)	62%	(147)	238
Community: Suburban	9%	(21)	25%	(59)	66%	(158)	238
Community: Rural	11%	(6)	24%	(14)	65%	(38)	59
Employ: Private Sector	17%	(32)	29%	(56)	54%	(104)	192
Employ: Self-Employed	9%	(5)	30%	(15)	61%	(31)	51
Employ: Retired	1%	(1)	20%	(11)	79%	(44)	55
Employ: Unemployed	3%	(2)	27%	(26)	71%	(67)	95
Military HH: Yes	8%	(5)	27%	(18)	65%	(42)	65
Military HH: No	11%	(49)	25%	(120)	64%	(301)	470
RD/WT: Right Direction	18%	(25)	35%	(49)	47%	(65)	138
RD/WT: Wrong Track	7%	(30)	22%	(89)	70%	(278)	397
Trump Job Approve	17%	(29)	34%	(59)	49%	(84)	173
Trump Job Disapprove	7%	(25)	22%	(74)	71%	(242)	341
Trump Job Strongly Approve	19%	(16)	32%	(29)	49%	(43)	89
Trump Job Somewhat Approve	15%	(12)	36%	(31)	49%	(41)	84
Trump Job Somewhat Disapprove	6%	(5)	21%	(16)	72%	(53)	73
Trump Job Strongly Disapprove	8%	(21)	22%	(59)	70%	(189)	268
Favorable of Trump	15%	(26)	34%	(62)	51%	(91)	179
Unfavorable of Trump	8%	(27)	21%	(70)	70%	(229)	326
Very Favorable of Trump	18%	(17)	32%	(31)	50%	(50)	98
Somewhat Favorable of Trump	11%	(9)	38%	(30)	52%	(42)	80
Somewhat Unfavorable of Trump	12%	(6)	22%	(11)	65%	(32)	50
Very Unfavorable of Trump	8%	(21)	21%	(58)	71%	(197)	276
#1 Issue: Economy	13%	(27)	25%	(51)	63%	(130)	207
#1 Issue: Health Care	10%	(13)	29%	(37)	60%	(76)	127

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Table MCFE8_18: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following?*
NASCAR

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Hispanic Adults	10%	(54)	26%	(138)	64%	(343)	535
2018 House Vote: Democrat	11%	(22)	27%	(53)	62%	(125)	200
2018 House Vote: Republican	20%	(21)	33%	(34)	47%	(50)	105
2016 Vote: Hillary Clinton	10%	(19)	26%	(51)	64%	(126)	196
2016 Vote: Donald Trump	20%	(22)	32%	(34)	47%	(51)	106
2016 Vote: Didn't Vote	6%	(14)	23%	(48)	71%	(152)	214
Voted in 2014: Yes	14%	(35)	29%	(76)	57%	(147)	257
Voted in 2014: No	7%	(20)	22%	(62)	71%	(196)	278
2012 Vote: Barack Obama	13%	(26)	26%	(53)	61%	(124)	203
2012 Vote: Mitt Romney	12%	(8)	28%	(17)	59%	(36)	61
2012 Vote: Didn't Vote	8%	(20)	24%	(64)	68%	(177)	261
4-Region: Northeast	8%	(8)	24%	(24)	67%	(67)	100
4-Region: Midwest	7%	(4)	23%	(14)	70%	(42)	60
4-Region: South	10%	(24)	27%	(63)	63%	(146)	233
4-Region: West	12%	(18)	26%	(36)	62%	(88)	142
Mexican	12%	(28)	22%	(54)	66%	(160)	242
Puerto Rican	9%	(9)	21%	(20)	69%	(65)	94
Other South American	10%	(7)	29%	(22)	61%	(46)	76
Speaks only English at home	4%	(6)	24%	(34)	72%	(101)	142
Speaks mostly English at home	11%	(16)	23%	(33)	65%	(93)	143
Speaks both English and Spanish at home	14%	(23)	27%	(43)	59%	(96)	162
Speaks mostly Spanish at home	8%	(6)	30%	(21)	62%	(43)	69
Trump supporter	15%	(21)	34%	(49)	51%	(74)	144
Biden supporter	11%	(33)	23%	(70)	67%	(207)	310
Sports fans	14%	(52)	31%	(120)	55%	(213)	385
Avid sports fans	26%	(45)	32%	(54)	42%	(70)	169
Sports fans, Age: 18-34	19%	(27)	25%	(35)	56%	(77)	139
Sports fans, Age: 35-44	18%	(16)	36%	(32)	46%	(41)	89
Sports fans, Age: 45-64	8%	(9)	36%	(42)	56%	(66)	117
Movie studios should diversify teams	12%	(45)	27%	(102)	61%	(234)	380
Movie studios should diversify stories	14%	(47)	28%	(90)	58%	(188)	325
Concerned about Covid	11%	(49)	26%	(116)	63%	(287)	452

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Table MCFE8_18: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following?*
NASCAR

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Hispanic Adults	10%	(54)	26%	(138)	64%	(343)	535
No experience with Covid	10%	(16)	21%	(34)	69%	(111)	160
Health care major factor for election	10%	(34)	24%	(85)	66%	(229)	347
Social media users	10%	(54)	26%	(136)	64%	(332)	522
WhatsApp users	13%	(32)	30%	(76)	57%	(145)	253
Social media news source at least once a week	13%	(48)	26%	(94)	61%	(225)	368

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

Table MCFE8_19: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following?*
National Basketball Association (NBA)

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Hispanic Adults	23%	(121)	34%	(178)	43%	(221)	520
Gender: Male	33%	(83)	34%	(85)	34%	(86)	254
Gender: Female	14%	(38)	35%	(92)	51%	(135)	266
Age: 18-34	22%	(38)	29%	(52)	49%	(87)	176
Age: 35-44	33%	(40)	40%	(49)	27%	(34)	123
Age: 45-64	19%	(30)	35%	(56)	47%	(75)	161
Age: 65+	21%	(13)	36%	(22)	43%	(26)	60
GenZers: 1997-2012	15%	(11)	26%	(18)	59%	(40)	69
Millennials: 1981-1996	30%	(52)	33%	(58)	37%	(64)	174
GenXers: 1965-1980	24%	(39)	39%	(63)	37%	(59)	160
Baby Boomers: 1946-1964	17%	(18)	32%	(35)	51%	(56)	108
PID: Dem (no lean)	28%	(62)	33%	(75)	39%	(88)	224
PID: Ind (no lean)	19%	(33)	33%	(56)	47%	(80)	169
PID: Rep (no lean)	21%	(26)	37%	(47)	42%	(53)	126
PID/Gender: Dem Men	41%	(39)	30%	(29)	30%	(28)	96
PID/Gender: Dem Women	18%	(23)	36%	(46)	46%	(59)	129
PID/Gender: Ind Men	27%	(22)	34%	(28)	38%	(32)	82
PID/Gender: Ind Women	12%	(11)	32%	(28)	56%	(49)	87
PID/Gender: Rep Men	28%	(22)	37%	(29)	34%	(26)	76
PID/Gender: Rep Women	8%	(4)	37%	(18)	55%	(27)	50
Ideo: Liberal (1-3)	26%	(45)	36%	(62)	38%	(66)	173
Ideo: Moderate (4)	24%	(38)	41%	(67)	35%	(57)	162
Ideo: Conservative (5-7)	23%	(30)	31%	(40)	46%	(58)	129
Educ: < College	20%	(61)	32%	(97)	48%	(147)	305
Educ: Bachelors degree	33%	(44)	35%	(46)	32%	(42)	132
Educ: Post-grad	19%	(15)	42%	(35)	39%	(32)	83
Income: Under 50k	20%	(53)	31%	(85)	49%	(132)	270
Income: 50k-100k	27%	(43)	37%	(60)	36%	(58)	161
Income: 100k+	28%	(25)	37%	(33)	36%	(32)	89
Ethnicity: White	22%	(72)	36%	(116)	42%	(137)	324
Ethnicity: Hispanic	23%	(121)	34%	(178)	43%	(221)	520
Ethnicity: Other	21%	(36)	34%	(56)	45%	(75)	166

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Table MCFE8_19: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following?*
National Basketball Association (NBA)

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Hispanic Adults	23%	(121)	34%	(178)	43%	(221)	520
All Christian	25%	(73)	37%	(110)	38%	(114)	297
Agnostic/Nothing in particular	22%	(27)	20%	(25)	58%	(70)	121
Something Else	18%	(12)	44%	(29)	38%	(25)	65
Evangelical	24%	(31)	40%	(51)	36%	(45)	127
Non-Evangelical	24%	(54)	37%	(85)	40%	(91)	230
Community: Urban	31%	(72)	32%	(75)	38%	(88)	235
Community: Suburban	18%	(41)	39%	(87)	43%	(96)	223
Community: Rural	13%	(8)	26%	(16)	60%	(37)	62
Employ: Private Sector	31%	(58)	35%	(66)	34%	(63)	188
Employ: Retired	14%	(9)	33%	(21)	53%	(34)	64
Employ: Unemployed	19%	(16)	34%	(29)	47%	(40)	85
Military HH: Yes	22%	(13)	25%	(16)	52%	(32)	61
Military HH: No	23%	(107)	35%	(162)	41%	(190)	459
RD/WT: Right Direction	29%	(37)	38%	(49)	33%	(43)	129
RD/WT: Wrong Track	22%	(84)	33%	(129)	46%	(178)	391
Trump Job Approve	23%	(35)	37%	(58)	40%	(63)	157
Trump Job Disapprove	24%	(81)	35%	(117)	41%	(138)	336
Trump Job Strongly Approve	21%	(19)	34%	(31)	45%	(41)	91
Trump Job Somewhat Approve	25%	(17)	40%	(27)	34%	(23)	66
Trump Job Somewhat Disapprove	26%	(17)	35%	(23)	39%	(26)	66
Trump Job Strongly Disapprove	24%	(64)	35%	(93)	42%	(112)	269
Favorable of Trump	23%	(35)	37%	(57)	40%	(61)	153
Unfavorable of Trump	24%	(79)	34%	(114)	42%	(140)	333
Very Favorable of Trump	21%	(20)	36%	(34)	42%	(40)	94
Somewhat Favorable of Trump	25%	(15)	39%	(23)	36%	(21)	59
Somewhat Unfavorable of Trump	23%	(13)	30%	(16)	47%	(26)	55
Very Unfavorable of Trump	24%	(66)	35%	(98)	41%	(114)	278
#1 Issue: Economy	24%	(48)	39%	(77)	37%	(75)	200
#1 Issue: Health Care	26%	(29)	35%	(40)	39%	(45)	114
2018 House Vote: Democrat	32%	(61)	32%	(61)	36%	(67)	190
2018 House Vote: Republican	23%	(24)	38%	(40)	39%	(40)	104

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Table MCFE8_19: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following?*
National Basketball Association (NBA)

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Hispanic Adults	23%	(121)	34%	(178)	43%	(221)	520
2016 Vote: Hillary Clinton	32%	(60)	34%	(64)	34%	(65)	189
2016 Vote: Donald Trump	24%	(26)	37%	(41)	40%	(44)	111
2016 Vote: Didn't Vote	15%	(31)	34%	(68)	50%	(101)	200
Voted in 2014: Yes	30%	(78)	34%	(89)	36%	(94)	261
Voted in 2014: No	17%	(43)	34%	(89)	49%	(127)	259
2012 Vote: Barack Obama	32%	(64)	36%	(73)	32%	(64)	201
2012 Vote: Mitt Romney	20%	(15)	40%	(30)	39%	(29)	74
2012 Vote: Didn't Vote	17%	(40)	31%	(72)	51%	(119)	231
4-Region: Northeast	27%	(25)	33%	(30)	39%	(35)	89
4-Region: South	24%	(57)	33%	(80)	43%	(103)	240
4-Region: West	21%	(30)	36%	(51)	43%	(61)	142
Mexican	23%	(53)	32%	(75)	45%	(104)	232
Puerto Rican	28%	(25)	30%	(27)	42%	(37)	89
Cuban	31%	(15)	26%	(13)	44%	(22)	50
Other South American	25%	(15)	44%	(27)	31%	(18)	60
Speaks only English at home	13%	(17)	40%	(53)	47%	(62)	132
Speaks mostly English at home	22%	(31)	30%	(42)	48%	(68)	141
Speaks both English and Spanish at home	30%	(49)	33%	(54)	37%	(62)	165
Speaks mostly Spanish at home	28%	(16)	39%	(22)	33%	(19)	57
Trump supporter	22%	(30)	36%	(48)	42%	(57)	135
Biden supporter	27%	(82)	35%	(104)	38%	(114)	300
Sports fans	33%	(119)	44%	(157)	23%	(84)	360
Avid sports fans	56%	(77)	31%	(42)	14%	(19)	139
Sports fans, Age: 18-34	35%	(36)	44%	(46)	21%	(21)	103
Sports fans, Age: 35-44	40%	(40)	44%	(45)	15%	(16)	101
Sports fans, Age: 45-64	26%	(30)	42%	(48)	32%	(37)	115
Movie studios should diversify teams	28%	(98)	36%	(126)	35%	(123)	347
Movie studios should diversify stories	32%	(96)	36%	(106)	32%	(96)	299
Concerned about Covid	25%	(111)	35%	(159)	40%	(179)	450
No experience with Covid	19%	(32)	32%	(55)	49%	(84)	172
Health care major factor for election	25%	(86)	34%	(118)	41%	(140)	344

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Table MCFE8_19: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following?*
National Basketball Association (NBA)

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Hispanic Adults	23%	(121)	34%	(178)	43%	(221)	520
Social media users	24%	(120)	34%	(174)	42%	(214)	507
WhatsApp users	30%	(72)	35%	(84)	35%	(83)	239
Social media news source at least once a week	29%	(101)	35%	(123)	37%	(129)	353

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

Table MCFE8_20: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following?*
National Football League (NFL)

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Hispanic Adults	31%	(164)	30%	(162)	39%	(206)	532
Gender: Male	42%	(106)	32%	(81)	27%	(68)	255
Gender: Female	21%	(58)	29%	(81)	50%	(138)	277
Age: 18-34	30%	(56)	28%	(53)	41%	(77)	187
Age: 35-44	36%	(45)	32%	(39)	32%	(39)	123
Age: 45-64	32%	(50)	30%	(47)	38%	(59)	156
Age: 65+	19%	(13)	35%	(23)	46%	(30)	66
GenZers: 1997-2012	16%	(12)	23%	(16)	61%	(44)	72
Millennials: 1981-1996	38%	(71)	29%	(54)	32%	(60)	184
GenXers: 1965-1980	36%	(56)	33%	(52)	31%	(47)	155
Baby Boomers: 1946-1964	21%	(23)	33%	(35)	46%	(50)	108
PID: Dem (no lean)	33%	(82)	32%	(78)	35%	(85)	244
PID: Ind (no lean)	25%	(42)	28%	(46)	47%	(79)	167
PID: Rep (no lean)	33%	(40)	32%	(38)	35%	(42)	120
PID/Gender: Dem Men	45%	(47)	33%	(34)	23%	(24)	105
PID/Gender: Dem Women	25%	(34)	31%	(43)	44%	(61)	139
PID/Gender: Ind Men	35%	(28)	33%	(26)	32%	(26)	80
PID/Gender: Ind Women	17%	(14)	22%	(19)	61%	(53)	87
PID/Gender: Rep Men	45%	(31)	28%	(20)	27%	(19)	69
PID/Gender: Rep Women	17%	(9)	36%	(18)	47%	(24)	51
Ideo: Liberal (1-3)	31%	(56)	29%	(52)	40%	(72)	180
Ideo: Moderate (4)	33%	(58)	34%	(59)	33%	(58)	175
Ideo: Conservative (5-7)	35%	(43)	30%	(37)	35%	(43)	123
Educ: < College	25%	(77)	32%	(99)	43%	(132)	308
Educ: Bachelors degree	46%	(59)	22%	(28)	33%	(43)	131
Educ: Post-grad	29%	(27)	37%	(34)	34%	(31)	93
Income: Under 50k	23%	(66)	32%	(90)	45%	(128)	284
Income: 50k-100k	40%	(61)	27%	(41)	33%	(51)	152
Income: 100k+	39%	(37)	33%	(31)	28%	(27)	96
Ethnicity: White	32%	(109)	30%	(103)	38%	(131)	344
Ethnicity: Hispanic	31%	(164)	30%	(162)	39%	(206)	532
Ethnicity: Other	29%	(48)	30%	(50)	41%	(67)	165

Continued on next page

Table MCFE8_20: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following?*
National Football League (NFL)

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Hispanic Adults	31%	(164)	30%	(162)	39%	(206)	532
All Christian	34%	(103)	32%	(95)	34%	(101)	299
Agnostic/Nothing in particular	23%	(27)	24%	(29)	53%	(63)	119
Something Else	33%	(24)	34%	(25)	32%	(24)	73
Evangelical	31%	(42)	34%	(46)	36%	(49)	136
Non-Evangelical	35%	(79)	32%	(72)	33%	(74)	225
Community: Urban	29%	(71)	32%	(78)	39%	(95)	243
Community: Suburban	36%	(83)	26%	(61)	38%	(87)	231
Community: Rural	17%	(10)	41%	(23)	42%	(24)	58
Employ: Private Sector	41%	(80)	30%	(58)	29%	(57)	194
Employ: Self-Employed	31%	(17)	39%	(22)	30%	(17)	57
Employ: Retired	23%	(16)	38%	(27)	39%	(27)	69
Employ: Unemployed	18%	(14)	32%	(26)	50%	(41)	81
Military HH: No	31%	(148)	30%	(146)	39%	(188)	482
RD/WT: Right Direction	37%	(51)	32%	(44)	31%	(43)	138
RD/WT: Wrong Track	29%	(113)	30%	(118)	41%	(163)	394
Trump Job Approve	32%	(50)	36%	(57)	33%	(52)	159
Trump Job Disapprove	32%	(111)	29%	(100)	39%	(134)	345
Trump Job Strongly Approve	37%	(30)	30%	(24)	34%	(28)	81
Trump Job Somewhat Approve	26%	(20)	42%	(32)	32%	(25)	77
Trump Job Somewhat Disapprove	37%	(24)	25%	(17)	38%	(25)	66
Trump Job Strongly Disapprove	31%	(87)	30%	(83)	39%	(109)	279
Favorable of Trump	34%	(56)	35%	(58)	31%	(52)	166
Unfavorable of Trump	32%	(105)	29%	(97)	39%	(131)	333
Very Favorable of Trump	40%	(35)	33%	(29)	28%	(24)	88
Somewhat Favorable of Trump	27%	(21)	37%	(29)	35%	(27)	78
Very Unfavorable of Trump	32%	(91)	29%	(82)	40%	(114)	287
#1 Issue: Economy	36%	(75)	28%	(58)	36%	(76)	208
#1 Issue: Health Care	34%	(38)	33%	(37)	34%	(38)	112
2018 House Vote: Democrat	38%	(76)	29%	(59)	33%	(66)	202
2018 House Vote: Republican	43%	(44)	32%	(33)	25%	(26)	103

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Table MCFE8_20: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following?*
National Football League (NFL)

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Hispanic Adults	31%	(164)	30%	(162)	39%	(206)	532
2016 Vote: Hillary Clinton	37%	(73)	28%	(56)	35%	(70)	199
2016 Vote: Donald Trump	44%	(50)	31%	(35)	24%	(28)	113
2016 Vote: Didn't Vote	19%	(38)	32%	(66)	49%	(99)	203
Voted in 2014: Yes	39%	(106)	29%	(80)	32%	(86)	273
Voted in 2014: No	22%	(58)	32%	(82)	46%	(120)	259
2012 Vote: Barack Obama	37%	(79)	30%	(65)	33%	(70)	214
2012 Vote: Mitt Romney	45%	(29)	27%	(17)	27%	(18)	64
2012 Vote: Didn't Vote	22%	(53)	31%	(76)	47%	(115)	244
4-Region: Northeast	30%	(28)	31%	(29)	39%	(37)	94
4-Region: Midwest	28%	(15)	37%	(19)	35%	(18)	52
4-Region: South	32%	(78)	29%	(70)	39%	(94)	242
4-Region: West	30%	(43)	30%	(44)	40%	(57)	144
Mexican	34%	(81)	31%	(74)	34%	(81)	237
Puerto Rican	30%	(31)	31%	(33)	39%	(41)	105
Other South American	29%	(15)	26%	(14)	45%	(24)	54
Speaks only English at home	26%	(33)	35%	(45)	39%	(51)	129
Speaks mostly English at home	35%	(46)	32%	(42)	34%	(45)	133
Speaks both English and Spanish at home	34%	(64)	27%	(51)	38%	(71)	186
Speaks mostly Spanish at home	20%	(12)	28%	(17)	52%	(32)	61
Trump supporter	34%	(46)	34%	(46)	32%	(43)	135
Biden supporter	33%	(104)	31%	(97)	36%	(113)	315
Sports fans	43%	(162)	39%	(146)	18%	(70)	378
Avid sports fans	73%	(115)	18%	(28)	9%	(15)	157
Sports fans, Age: 18-34	44%	(56)	36%	(46)	20%	(26)	128
Sports fans, Age: 35-44	44%	(44)	38%	(38)	18%	(18)	100
Sports fans, Age: 45-64	46%	(49)	37%	(40)	18%	(19)	108
Movie studios should diversify teams	34%	(123)	32%	(114)	34%	(125)	362
Movie studios should diversify stories	35%	(110)	31%	(97)	34%	(105)	312
Concerned about Covid	31%	(142)	32%	(148)	37%	(168)	458
No experience with Covid	28%	(49)	31%	(54)	42%	(73)	176
Health care major factor for election	28%	(100)	33%	(118)	39%	(139)	357

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Table MCFE8_20: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following?*
National Football League (NFL)

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Hispanic Adults	31%	(164)	30%	(162)	39%	(206)	532
Social media users	31%	(160)	31%	(160)	38%	(195)	516
WhatsApp users	32%	(80)	30%	(75)	38%	(96)	251
Social media news source at least once a week	33%	(115)	32%	(112)	35%	(120)	347

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

Table MCFE8_21: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following?*
National Hockey League (NHL)

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Hispanic Adults	10%	(51)	24%	(125)	66%	(342)	518
Gender: Male	16%	(43)	32%	(84)	53%	(140)	266
Gender: Female	3%	(9)	16%	(41)	80%	(202)	251
Age: 18-34	10%	(20)	22%	(45)	68%	(136)	201
Age: 35-44	13%	(15)	29%	(33)	59%	(68)	115
Age: 45-64	9%	(13)	26%	(37)	65%	(93)	143
Age: 65+	6%	(3)	17%	(10)	77%	(45)	58
GenZers: 1997-2012	2%	(2)	18%	(14)	80%	(59)	74
Millennials: 1981-1996	14%	(27)	26%	(50)	60%	(116)	193
GenXers: 1965-1980	11%	(16)	33%	(46)	56%	(79)	140
Baby Boomers: 1946-1964	6%	(6)	15%	(15)	79%	(81)	102
PID: Dem (no lean)	8%	(20)	22%	(53)	69%	(163)	236
PID: Ind (no lean)	7%	(11)	24%	(39)	70%	(115)	165
PID: Rep (no lean)	17%	(20)	28%	(33)	55%	(64)	117
PID/Gender: Dem Men	12%	(14)	31%	(34)	57%	(63)	111
PID/Gender: Dem Women	5%	(6)	15%	(19)	80%	(100)	125
PID/Gender: Ind Men	11%	(9)	29%	(24)	60%	(50)	83
PID/Gender: Ind Women	2%	(2)	18%	(15)	79%	(65)	82
PID/Gender: Rep Men	27%	(20)	36%	(26)	37%	(27)	73
Ideo: Liberal (1-3)	10%	(17)	23%	(39)	68%	(116)	172
Ideo: Moderate (4)	7%	(12)	27%	(46)	67%	(114)	172
Ideo: Conservative (5-7)	17%	(20)	26%	(32)	57%	(70)	122
Educ: < College	5%	(15)	20%	(59)	75%	(219)	293
Educ: Bachelors degree	16%	(24)	31%	(46)	53%	(80)	151
Educ: Post-grad	16%	(12)	27%	(20)	57%	(42)	74
Income: Under 50k	4%	(10)	22%	(61)	74%	(203)	273
Income: 50k-100k	13%	(23)	24%	(40)	63%	(106)	169
Income: 100k+	25%	(19)	31%	(24)	43%	(33)	76
Ethnicity: White	13%	(41)	24%	(79)	63%	(205)	325
Ethnicity: Hispanic	10%	(51)	24%	(125)	66%	(342)	518
Ethnicity: Other	5%	(8)	25%	(40)	70%	(114)	163

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Table MCFE8_21: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following?*
National Hockey League (NHL)

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Hispanic Adults	10%	(51)	24%	(125)	66%	(342)	518
All Christian	12%	(35)	29%	(83)	59%	(167)	285
Agnostic/Nothing in particular	9%	(11)	16%	(20)	74%	(91)	122
Something Else	3%	(2)	19%	(14)	79%	(59)	75
Evangelical	11%	(13)	28%	(34)	61%	(74)	122
Non-Evangelical	10%	(23)	26%	(62)	64%	(149)	233
Community: Urban	9%	(21)	22%	(54)	69%	(164)	239
Community: Suburban	13%	(28)	28%	(62)	59%	(128)	218
Community: Rural	3%	(2)	15%	(9)	82%	(49)	60
Employ: Private Sector	15%	(27)	33%	(59)	52%	(92)	179
Employ: Self-Employed	9%	(5)	23%	(13)	68%	(39)	57
Employ: Retired	8%	(5)	17%	(11)	75%	(50)	66
Employ: Unemployed	7%	(6)	21%	(17)	72%	(59)	82
Military HH: Yes	15%	(9)	30%	(18)	55%	(34)	62
Military HH: No	9%	(42)	23%	(106)	67%	(307)	456
RD/WT: Right Direction	15%	(22)	35%	(51)	50%	(73)	146
RD/WT: Wrong Track	8%	(29)	20%	(73)	72%	(269)	372
Trump Job Approve	16%	(26)	33%	(52)	51%	(83)	161
Trump Job Disapprove	7%	(24)	21%	(69)	71%	(234)	328
Trump Job Strongly Approve	22%	(18)	30%	(25)	48%	(40)	83
Trump Job Somewhat Approve	10%	(8)	35%	(27)	55%	(43)	78
Trump Job Somewhat Disapprove	6%	(5)	23%	(18)	71%	(55)	77
Trump Job Strongly Disapprove	8%	(20)	21%	(52)	72%	(180)	251
Favorable of Trump	17%	(28)	32%	(53)	52%	(86)	166
Unfavorable of Trump	7%	(23)	21%	(66)	72%	(227)	316
Very Favorable of Trump	20%	(18)	37%	(34)	42%	(38)	90
Somewhat Favorable of Trump	12%	(9)	25%	(19)	63%	(48)	76
Somewhat Unfavorable of Trump	7%	(4)	22%	(13)	72%	(44)	61
Very Unfavorable of Trump	7%	(19)	21%	(53)	72%	(183)	255
#1 Issue: Economy	13%	(25)	25%	(50)	63%	(127)	203
#1 Issue: Health Care	13%	(13)	25%	(26)	62%	(63)	103

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Table MCFE8_21: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following?*
National Hockey League (NHL)

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Hispanic Adults	10%	(51)	24%	(125)	66%	(342)	518
2018 House Vote: Democrat	11%	(19)	27%	(46)	62%	(106)	171
2018 House Vote: Republican	23%	(24)	32%	(33)	45%	(47)	104
2016 Vote: Hillary Clinton	11%	(20)	24%	(44)	65%	(117)	180
2016 Vote: Donald Trump	23%	(25)	33%	(36)	44%	(47)	107
2016 Vote: Didn't Vote	2%	(3)	20%	(42)	78%	(163)	209
Voted in 2014: Yes	17%	(41)	28%	(68)	56%	(139)	248
Voted in 2014: No	4%	(10)	21%	(56)	75%	(203)	270
2012 Vote: Barack Obama	12%	(22)	29%	(53)	59%	(107)	182
2012 Vote: Mitt Romney	26%	(17)	31%	(20)	44%	(29)	66
2012 Vote: Didn't Vote	5%	(12)	19%	(49)	77%	(197)	258
4-Region: Northeast	16%	(13)	19%	(16)	64%	(52)	82
4-Region: Midwest	19%	(10)	27%	(14)	54%	(27)	51
4-Region: South	7%	(16)	23%	(55)	70%	(164)	234
4-Region: West	8%	(12)	27%	(40)	65%	(98)	151
Mexican	10%	(25)	23%	(59)	67%	(169)	253
Puerto Rican	3%	(2)	28%	(22)	69%	(56)	81
Other South American	13%	(9)	21%	(13)	66%	(42)	64
Speaks only English at home	9%	(12)	27%	(36)	64%	(85)	133
Speaks mostly English at home	9%	(11)	23%	(27)	68%	(80)	118
Speaks both English and Spanish at home	13%	(23)	24%	(42)	63%	(110)	175
Speaks mostly Spanish at home	8%	(5)	24%	(16)	68%	(46)	67
Trump supporter	16%	(22)	32%	(44)	51%	(70)	136
Biden supporter	8%	(24)	22%	(66)	70%	(215)	305
Sports fans	14%	(50)	31%	(116)	55%	(205)	371
Avid sports fans	25%	(38)	36%	(54)	39%	(57)	149
Sports fans, Age: 18-34	15%	(20)	32%	(42)	53%	(70)	132
Sports fans, Age: 35-44	15%	(15)	32%	(31)	53%	(52)	98
Sports fans, Age: 45-64	12%	(12)	32%	(34)	56%	(59)	106
Movie studios should diversify teams	11%	(42)	26%	(94)	63%	(233)	369
Movie studios should diversify stories	12%	(38)	24%	(74)	64%	(195)	306
Concerned about Covid	10%	(45)	23%	(102)	67%	(301)	449

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Table MCFE8_21: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following?*
National Hockey League (NHL)

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Hispanic Adults	10%	(51)	24%	(125)	66%	(342)	518
No experience with Covid	8%	(13)	25%	(41)	68%	(113)	167
Health care major factor for election	7%	(25)	25%	(84)	68%	(229)	338
Social media users	10%	(50)	24%	(123)	66%	(331)	505
WhatsApp users	11%	(29)	25%	(65)	63%	(164)	257
Social media news source at least once a week	11%	(38)	23%	(80)	66%	(234)	352

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

Table MCFE8_22: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following?*
National Hot Rod Association (NHRA)

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Hispanic Adults	5%	(26)	15%	(81)	80%	(426)	533
Gender: Male	8%	(20)	19%	(50)	73%	(187)	257
Gender: Female	2%	(6)	11%	(31)	87%	(239)	276
Age: 18-34	5%	(11)	11%	(22)	83%	(163)	196
Age: 35-44	7%	(9)	24%	(30)	69%	(88)	128
Age: 45-64	4%	(6)	15%	(21)	81%	(117)	144
Age: 65+	—	(0)	11%	(7)	89%	(58)	65
GenZers: 1997-2012	2%	(2)	14%	(9)	84%	(55)	66
Millennials: 1981-1996	7%	(14)	15%	(31)	78%	(157)	202
GenXers: 1965-1980	3%	(5)	19%	(28)	78%	(118)	151
Baby Boomers: 1946-1964	5%	(5)	11%	(11)	83%	(81)	98
PID: Dem (no lean)	4%	(9)	13%	(31)	83%	(191)	231
PID: Ind (no lean)	3%	(5)	16%	(28)	81%	(147)	180
PID: Rep (no lean)	9%	(11)	18%	(22)	73%	(88)	121
PID/Gender: Dem Men	5%	(5)	18%	(18)	77%	(81)	104
PID/Gender: Dem Women	3%	(4)	10%	(12)	87%	(111)	127
PID/Gender: Ind Men	6%	(5)	20%	(17)	73%	(61)	83
PID/Gender: Ind Women	—	(0)	12%	(12)	88%	(86)	97
PID/Gender: Rep Men	14%	(10)	21%	(15)	65%	(45)	69
PID/Gender: Rep Women	3%	(2)	13%	(7)	84%	(43)	52
Ideo: Liberal (1-3)	5%	(8)	11%	(20)	84%	(152)	181
Ideo: Moderate (4)	5%	(9)	15%	(26)	80%	(139)	174
Ideo: Conservative (5-7)	6%	(7)	24%	(30)	70%	(88)	125
Educ: < College	3%	(10)	14%	(42)	83%	(256)	308
Educ: Bachelors degree	6%	(8)	19%	(27)	75%	(105)	140
Educ: Post-grad	9%	(8)	14%	(11)	77%	(66)	85
Income: Under 50k	3%	(8)	13%	(36)	84%	(233)	277
Income: 50k-100k	6%	(10)	18%	(29)	76%	(125)	164
Income: 100k+	8%	(7)	17%	(15)	75%	(69)	91
Ethnicity: White	6%	(19)	17%	(56)	77%	(254)	330
Ethnicity: Hispanic	5%	(26)	15%	(81)	80%	(426)	533
Ethnicity: Other	3%	(5)	12%	(21)	85%	(149)	175

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Table MCFE8_22: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following?*
National Hot Rod Association (NHRA)

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Hispanic Adults	5%	(26)	15%	(81)	80%	(426)	533
All Christian	4%	(12)	18%	(53)	78%	(227)	292
Agnostic/Nothing in particular	3%	(4)	9%	(11)	88%	(109)	124
Something Else	9%	(6)	17%	(12)	73%	(52)	71
Evangelical	4%	(6)	20%	(26)	76%	(98)	129
Non-Evangelical	5%	(11)	17%	(38)	78%	(178)	228
Community: Urban	6%	(16)	15%	(37)	79%	(195)	248
Community: Suburban	3%	(7)	17%	(37)	80%	(177)	221
Community: Rural	5%	(3)	11%	(7)	84%	(54)	64
Employ: Private Sector	8%	(15)	24%	(47)	68%	(131)	193
Employ: Retired	3%	(2)	8%	(5)	89%	(58)	65
Employ: Unemployed	3%	(2)	7%	(6)	90%	(73)	80
Military HH: Yes	4%	(2)	13%	(8)	83%	(51)	61
Military HH: No	5%	(24)	15%	(73)	80%	(375)	471
RD/WT: Right Direction	12%	(17)	18%	(24)	70%	(96)	137
RD/WT: Wrong Track	2%	(9)	14%	(56)	84%	(330)	395
Trump Job Approve	11%	(19)	20%	(32)	69%	(112)	163
Trump Job Disapprove	2%	(7)	14%	(47)	84%	(289)	343
Trump Job Strongly Approve	14%	(12)	20%	(17)	67%	(57)	85
Trump Job Somewhat Approve	9%	(7)	20%	(16)	71%	(56)	78
Trump Job Somewhat Disapprove	—	(0)	28%	(18)	72%	(46)	64
Trump Job Strongly Disapprove	3%	(7)	10%	(29)	87%	(242)	279
Favorable of Trump	10%	(17)	21%	(36)	68%	(115)	168
Unfavorable of Trump	2%	(7)	13%	(41)	85%	(283)	331
Very Favorable of Trump	12%	(11)	25%	(23)	63%	(57)	91
Somewhat Favorable of Trump	8%	(6)	17%	(13)	75%	(58)	77
Very Unfavorable of Trump	3%	(7)	9%	(26)	88%	(252)	285
#1 Issue: Economy	3%	(6)	18%	(36)	78%	(152)	194
#1 Issue: Health Care	6%	(7)	12%	(14)	82%	(96)	117
2018 House Vote: Democrat	5%	(10)	17%	(36)	78%	(161)	207
2018 House Vote: Republican	11%	(12)	22%	(23)	67%	(70)	105

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Table MCFE8_22: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following?*
National Hot Rod Association (NHRA)

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Hispanic Adults	5%	(26)	15%	(81)	80%	(426)	533
2016 Vote: Hillary Clinton	4%	(7)	16%	(30)	81%	(156)	194
2016 Vote: Donald Trump	11%	(13)	25%	(28)	64%	(71)	111
2016 Vote: Didn't Vote	3%	(6)	9%	(18)	89%	(186)	210
Voted in 2014: Yes	7%	(18)	20%	(53)	73%	(193)	264
Voted in 2014: No	3%	(8)	10%	(27)	87%	(233)	269
2012 Vote: Barack Obama	6%	(11)	15%	(31)	79%	(162)	204
2012 Vote: Mitt Romney	9%	(6)	30%	(21)	61%	(44)	71
2012 Vote: Didn't Vote	3%	(7)	11%	(26)	87%	(213)	245
4-Region: Northeast	9%	(8)	13%	(11)	78%	(67)	86
4-Region: Midwest	1%	(1)	23%	(12)	76%	(40)	53
4-Region: South	5%	(11)	15%	(37)	80%	(197)	245
4-Region: West	4%	(6)	14%	(20)	82%	(122)	148
Mexican	4%	(11)	13%	(34)	82%	(208)	253
Puerto Rican	4%	(4)	16%	(15)	80%	(74)	93
Other South American	10%	(6)	20%	(12)	71%	(44)	62
Speaks only English at home	4%	(7)	13%	(20)	83%	(125)	151
Speaks mostly English at home	3%	(3)	14%	(18)	84%	(107)	128
Speaks both English and Spanish at home	8%	(14)	17%	(29)	76%	(135)	178
Speaks mostly Spanish at home	2%	(1)	24%	(13)	74%	(39)	53
Trump supporter	10%	(14)	22%	(31)	68%	(95)	140
Biden supporter	4%	(11)	13%	(40)	84%	(263)	314
Sports fans	7%	(26)	19%	(75)	74%	(293)	393
Avid sports fans	11%	(18)	24%	(38)	65%	(104)	161
Sports fans, Age: 18-34	8%	(11)	16%	(21)	76%	(102)	134
Sports fans, Age: 35-44	9%	(9)	25%	(26)	66%	(68)	103
Sports fans, Age: 45-64	6%	(6)	19%	(20)	75%	(78)	105
Sports fans, Age: 65+	—	(0)	14%	(7)	86%	(44)	52
Movie studios should diversify teams	6%	(20)	16%	(57)	79%	(290)	367
Movie studios should diversify stories	6%	(18)	16%	(51)	78%	(247)	316
Concerned about Covid	5%	(22)	15%	(70)	80%	(371)	463
No experience with Covid	4%	(7)	16%	(27)	80%	(137)	171

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Table MCFE8_22: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following?*
National Hot Rod Association (NHRA)

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Hispanic Adults	5%	(26)	15%	(81)	80%	(426)	533
Health care major factor for election	4%	(13)	14%	(48)	82%	(282)	343
Social media users	5%	(26)	15%	(81)	80%	(414)	521
WhatsApp users	8%	(21)	16%	(40)	76%	(191)	252
Social media news source at least once a week	6%	(23)	15%	(58)	78%	(292)	373

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

Table MCFE8_23: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following?*
National Lacrosse League (NLL)

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Hispanic Adults	6%	(31)	11%	(60)	83%	(443)	534
Gender: Male	9%	(25)	13%	(36)	78%	(220)	281
Gender: Female	2%	(5)	9%	(24)	88%	(223)	253
Age: 18-34	8%	(16)	12%	(25)	80%	(163)	203
Age: 35-44	7%	(9)	17%	(22)	75%	(93)	124
Age: 45-64	4%	(6)	7%	(10)	89%	(130)	147
Age: 65+	—	(0)	6%	(4)	94%	(57)	61
GenZers: 1997-2012	2%	(1)	9%	(5)	90%	(56)	63
Millennials: 1981-1996	10%	(21)	16%	(34)	74%	(155)	209
GenXers: 1965-1980	5%	(9)	11%	(17)	84%	(137)	163
Baby Boomers: 1946-1964	—	(0)	3%	(2)	97%	(89)	91
PID: Dem (no lean)	5%	(11)	11%	(27)	84%	(198)	236
PID: Ind (no lean)	5%	(8)	8%	(14)	87%	(150)	172
PID: Rep (no lean)	9%	(12)	15%	(19)	75%	(95)	126
PID/Gender: Dem Men	8%	(8)	14%	(16)	78%	(88)	112
PID/Gender: Dem Women	2%	(3)	9%	(11)	89%	(111)	124
PID/Gender: Ind Men	7%	(6)	8%	(7)	85%	(78)	91
PID/Gender: Ind Women	2%	(2)	9%	(7)	89%	(72)	81
PID/Gender: Rep Men	14%	(11)	17%	(13)	69%	(54)	78
Ideo: Liberal (1-3)	7%	(13)	11%	(19)	82%	(144)	176
Ideo: Moderate (4)	4%	(7)	13%	(25)	83%	(159)	191
Ideo: Conservative (5-7)	8%	(9)	13%	(14)	79%	(90)	114
Educ: < College	4%	(11)	7%	(23)	89%	(274)	309
Educ: Bachelors degree	9%	(12)	14%	(19)	77%	(100)	131
Educ: Post-grad	8%	(7)	19%	(18)	73%	(68)	94
Income: Under 50k	3%	(8)	9%	(26)	88%	(243)	277
Income: 50k-100k	6%	(11)	9%	(16)	84%	(141)	167
Income: 100k+	13%	(12)	20%	(18)	66%	(60)	90
Ethnicity: White	6%	(21)	12%	(41)	81%	(273)	335
Ethnicity: Hispanic	6%	(31)	11%	(60)	83%	(443)	534
Ethnicity: Other	5%	(8)	8%	(14)	87%	(145)	167

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Table MCFE8_23: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following?*
National Lacrosse League (NLL)

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Hispanic Adults	6%	(31)	11%	(60)	83%	(443)	534
All Christian	7%	(20)	14%	(42)	79%	(230)	292
Agnostic/Nothing in particular	4%	(5)	6%	(7)	91%	(112)	124
Something Else	3%	(2)	8%	(6)	89%	(65)	73
Evangelical	9%	(11)	11%	(13)	81%	(98)	121
Non-Evangelical	4%	(11)	15%	(35)	81%	(191)	236
Community: Urban	8%	(19)	13%	(31)	79%	(188)	238
Community: Suburban	3%	(8)	11%	(25)	86%	(202)	235
Community: Rural	5%	(3)	5%	(3)	89%	(54)	60
Employ: Private Sector	9%	(18)	16%	(32)	75%	(151)	201
Employ: Self-Employed	4%	(2)	14%	(8)	81%	(44)	54
Employ: Retired	2%	(2)	6%	(4)	92%	(57)	62
Employ: Unemployed	5%	(5)	2%	(2)	92%	(81)	87
Military HH: Yes	7%	(5)	15%	(11)	78%	(56)	72
Military HH: No	6%	(26)	11%	(49)	84%	(387)	462
RD/WT: Right Direction	10%	(15)	17%	(26)	72%	(106)	147
RD/WT: Wrong Track	4%	(16)	9%	(34)	87%	(337)	387
Trump Job Approve	9%	(16)	16%	(28)	75%	(129)	173
Trump Job Disapprove	4%	(14)	9%	(31)	87%	(292)	337
Trump Job Strongly Approve	10%	(9)	17%	(16)	73%	(66)	91
Trump Job Somewhat Approve	8%	(7)	15%	(12)	77%	(63)	82
Trump Job Somewhat Disapprove	5%	(3)	11%	(8)	84%	(62)	73
Trump Job Strongly Disapprove	4%	(10)	9%	(23)	87%	(231)	264
Favorable of Trump	9%	(15)	17%	(30)	74%	(125)	170
Unfavorable of Trump	4%	(14)	8%	(28)	87%	(292)	334
Very Favorable of Trump	8%	(8)	17%	(16)	75%	(68)	92
Somewhat Favorable of Trump	10%	(8)	18%	(14)	72%	(57)	78
Somewhat Unfavorable of Trump	10%	(5)	12%	(6)	78%	(40)	52
Very Unfavorable of Trump	3%	(9)	8%	(22)	89%	(252)	282
#1 Issue: Economy	4%	(9)	13%	(28)	83%	(177)	213
#1 Issue: Health Care	10%	(11)	9%	(10)	80%	(85)	106

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Table MCFE8_23: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following?*
National Lacrosse League (NLL)

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Hispanic Adults	6%	(31)	11%	(60)	83%	(443)	534
2018 House Vote: Democrat	7%	(14)	16%	(33)	77%	(157)	204
2018 House Vote: Republican	9%	(10)	14%	(15)	77%	(84)	109
2016 Vote: Hillary Clinton	7%	(13)	15%	(29)	79%	(156)	198
2016 Vote: Donald Trump	10%	(11)	16%	(19)	75%	(89)	119
2016 Vote: Didn't Vote	3%	(6)	6%	(12)	91%	(179)	196
Voted in 2014: Yes	7%	(20)	15%	(40)	78%	(212)	272
Voted in 2014: No	4%	(11)	7%	(20)	89%	(232)	262
2012 Vote: Barack Obama	7%	(15)	16%	(32)	77%	(158)	205
2012 Vote: Mitt Romney	9%	(6)	11%	(8)	80%	(56)	70
2012 Vote: Didn't Vote	4%	(10)	7%	(18)	89%	(221)	248
4-Region: Northeast	3%	(3)	13%	(12)	84%	(76)	90
4-Region: Midwest	4%	(3)	15%	(9)	81%	(50)	62
4-Region: South	4%	(10)	11%	(26)	85%	(206)	241
4-Region: West	11%	(16)	9%	(13)	79%	(112)	141
Mexican	7%	(18)	11%	(30)	82%	(219)	267
Puerto Rican	5%	(5)	16%	(15)	79%	(75)	95
Other South American	6%	(3)	7%	(4)	87%	(52)	59
Speaks only English at home	4%	(5)	11%	(17)	85%	(124)	146
Speaks mostly English at home	2%	(3)	7%	(10)	91%	(120)	132
Speaks both English and Spanish at home	9%	(16)	14%	(23)	77%	(128)	167
Speaks mostly Spanish at home	5%	(3)	16%	(10)	79%	(50)	64
Trump supporter	7%	(10)	13%	(18)	80%	(114)	142
Biden supporter	6%	(17)	11%	(34)	83%	(252)	304
Sports fans	8%	(30)	14%	(55)	78%	(308)	393
Avid sports fans	16%	(25)	16%	(26)	67%	(104)	155
Sports fans, Age: 18-34	11%	(16)	16%	(23)	73%	(104)	142
Sports fans, Age: 35-44	9%	(9)	22%	(22)	69%	(69)	99
Sports fans, Age: 45-64	5%	(5)	8%	(9)	87%	(96)	110
Movie studios should diversify teams	7%	(27)	14%	(53)	78%	(290)	370
Movie studios should diversify stories	9%	(27)	14%	(44)	77%	(241)	312
Concerned about Covid	6%	(28)	12%	(52)	82%	(375)	456

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Table MCFE8_23: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following?*
National Lacrosse League (NLL)

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Hispanic Adults	6%	(31)	11%	(60)	83%	(443)	534
No experience with Covid	4%	(7)	7%	(13)	89%	(157)	176
Health care major factor for election	5%	(16)	9%	(32)	86%	(299)	347
Social media users	6%	(30)	12%	(60)	83%	(427)	516
WhatsApp users	9%	(22)	15%	(38)	76%	(189)	248
Social media news source at least once a week	8%	(26)	12%	(41)	81%	(285)	352

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

Table MCFE8_24: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following?*
National Women's Soccer League (NWSL)

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Hispanic Adults	7%	(37)	22%	(115)	70%	(361)	513
Gender: Male	8%	(20)	24%	(66)	68%	(184)	270
Gender: Female	7%	(17)	20%	(49)	73%	(177)	243
Age: 18-34	9%	(18)	21%	(42)	70%	(136)	196
Age: 35-44	10%	(12)	28%	(31)	62%	(69)	111
Age: 45-64	5%	(8)	20%	(30)	75%	(109)	147
Age: 65+	—	(0)	22%	(13)	78%	(46)	59
GenZers: 1997-2012	7%	(5)	30%	(22)	63%	(45)	72
Millennials: 1981-1996	12%	(22)	19%	(35)	69%	(125)	182
GenXers: 1965-1980	5%	(8)	27%	(40)	68%	(100)	148
Baby Boomers: 1946-1964	2%	(2)	16%	(16)	82%	(81)	99
PID: Dem (no lean)	7%	(17)	22%	(51)	70%	(159)	227
PID: Ind (no lean)	6%	(11)	20%	(34)	73%	(122)	167
PID: Rep (no lean)	8%	(9)	26%	(30)	66%	(79)	119
PID/Gender: Dem Men	6%	(6)	19%	(20)	75%	(76)	102
PID/Gender: Dem Women	9%	(11)	25%	(31)	66%	(83)	125
PID/Gender: Ind Men	9%	(8)	26%	(24)	65%	(60)	92
PID/Gender: Ind Women	4%	(3)	13%	(10)	83%	(62)	75
PID/Gender: Rep Men	8%	(6)	29%	(22)	62%	(47)	76
Ideo: Liberal (1-3)	9%	(15)	26%	(44)	66%	(114)	174
Ideo: Moderate (4)	6%	(10)	24%	(41)	70%	(120)	171
Ideo: Conservative (5-7)	7%	(8)	20%	(23)	74%	(87)	119
Educ: < College	4%	(13)	20%	(58)	76%	(226)	297
Educ: Bachelors degree	12%	(15)	25%	(32)	63%	(82)	130
Educ: Post-grad	11%	(9)	29%	(25)	60%	(52)	86
Income: Under 50k	5%	(13)	21%	(53)	74%	(190)	256
Income: 50k-100k	9%	(15)	25%	(42)	67%	(113)	169
Income: 100k+	10%	(9)	24%	(21)	66%	(58)	88
Ethnicity: White	8%	(26)	23%	(76)	69%	(224)	326
Ethnicity: Hispanic	7%	(37)	22%	(115)	70%	(361)	513
Ethnicity: Other	6%	(9)	22%	(34)	73%	(115)	158

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Table MCFE8_24: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following?*
National Women's Soccer League (NWSL)

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Hispanic Adults	7%	(37)	22%	(115)	70%	(361)	513
All Christian	8%	(22)	25%	(69)	67%	(189)	280
Agnostic/Nothing in particular	6%	(8)	16%	(20)	78%	(101)	129
Something Else	7%	(5)	26%	(17)	67%	(44)	66
Evangelical	10%	(12)	26%	(31)	63%	(75)	119
Non-Evangelical	6%	(12)	24%	(51)	71%	(155)	219
Community: Urban	8%	(19)	23%	(53)	69%	(164)	236
Community: Suburban	8%	(16)	23%	(49)	69%	(149)	214
Community: Rural	3%	(2)	20%	(12)	77%	(48)	63
Employ: Private Sector	8%	(15)	24%	(45)	68%	(126)	186
Employ: Retired	1%	(1)	13%	(8)	86%	(53)	62
Employ: Unemployed	5%	(4)	23%	(18)	72%	(56)	78
Military HH: Yes	5%	(3)	23%	(15)	72%	(47)	65
Military HH: No	8%	(34)	22%	(100)	70%	(314)	448
RD/WT: Right Direction	11%	(13)	27%	(35)	62%	(78)	126
RD/WT: Wrong Track	6%	(24)	21%	(81)	73%	(283)	387
Trump Job Approve	10%	(16)	25%	(41)	65%	(109)	167
Trump Job Disapprove	6%	(19)	22%	(72)	72%	(234)	325
Trump Job Strongly Approve	8%	(7)	25%	(23)	67%	(61)	90
Trump Job Somewhat Approve	13%	(10)	24%	(19)	63%	(48)	76
Trump Job Somewhat Disapprove	8%	(6)	25%	(17)	67%	(45)	68
Trump Job Strongly Disapprove	5%	(13)	22%	(55)	73%	(189)	257
Favorable of Trump	11%	(18)	26%	(43)	64%	(108)	169
Unfavorable of Trump	6%	(18)	22%	(69)	73%	(232)	319
Very Favorable of Trump	9%	(8)	28%	(27)	63%	(61)	96
Somewhat Favorable of Trump	13%	(10)	22%	(16)	65%	(48)	73
Somewhat Unfavorable of Trump	8%	(4)	26%	(14)	66%	(36)	55
Very Unfavorable of Trump	5%	(14)	21%	(54)	74%	(196)	264
#1 Issue: Economy	6%	(13)	23%	(46)	71%	(145)	205
#1 Issue: Health Care	10%	(10)	21%	(21)	69%	(69)	100
2018 House Vote: Democrat	8%	(16)	27%	(51)	65%	(124)	192
2018 House Vote: Republican	9%	(10)	21%	(22)	70%	(72)	104

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Table MCFE8_24: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following?*
National Women's Soccer League (NWSL)

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Hispanic Adults	7%	(37)	22%	(115)	70%	(361)	513
2016 Vote: Hillary Clinton	7%	(12)	22%	(43)	71%	(135)	190
2016 Vote: Donald Trump	12%	(15)	24%	(28)	64%	(76)	118
2016 Vote: Didn't Vote	5%	(10)	22%	(42)	72%	(138)	190
Voted in 2014: Yes	9%	(24)	24%	(64)	66%	(173)	260
Voted in 2014: No	5%	(13)	20%	(52)	74%	(188)	253
2012 Vote: Barack Obama	11%	(20)	25%	(49)	64%	(122)	190
2012 Vote: Mitt Romney	6%	(4)	21%	(16)	73%	(54)	74
2012 Vote: Didn't Vote	5%	(11)	21%	(50)	74%	(176)	238
4-Region: Northeast	9%	(8)	21%	(19)	70%	(63)	90
4-Region: Midwest	6%	(3)	25%	(13)	70%	(38)	54
4-Region: South	5%	(12)	23%	(52)	71%	(159)	223
4-Region: West	9%	(14)	21%	(31)	69%	(102)	147
Mexican	8%	(19)	23%	(58)	69%	(173)	249
Puerto Rican	5%	(4)	19%	(16)	76%	(63)	84
Speaks only English at home	2%	(3)	18%	(25)	79%	(105)	133
Speaks mostly English at home	8%	(12)	20%	(28)	72%	(101)	141
Speaks both English and Spanish at home	10%	(17)	26%	(42)	64%	(104)	162
Speaks mostly Spanish at home	6%	(3)	31%	(17)	63%	(34)	55
Trump supporter	8%	(12)	23%	(33)	69%	(98)	143
Biden supporter	7%	(20)	24%	(69)	69%	(199)	287
Sports fans	10%	(35)	27%	(98)	63%	(229)	362
Avid sports fans	16%	(24)	31%	(46)	53%	(78)	148
Sports fans, Age: 18-34	12%	(17)	26%	(35)	62%	(84)	135
Sports fans, Age: 35-44	12%	(11)	30%	(26)	58%	(51)	88
Sports fans, Age: 45-64	7%	(8)	27%	(28)	66%	(68)	104
Movie studios should diversify teams	9%	(32)	25%	(90)	66%	(240)	362
Movie studios should diversify stories	10%	(33)	26%	(82)	63%	(199)	314
Concerned about Covid	8%	(34)	24%	(105)	69%	(308)	447
No experience with Covid	8%	(15)	17%	(30)	74%	(132)	177
Health care major factor for election	8%	(27)	23%	(80)	69%	(235)	341
Social media users	7%	(36)	23%	(113)	70%	(348)	498

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Table MCFE8_24: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following?*
National Women's Soccer League (NWSL)

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Hispanic Adults	7%	(37)	22%	(115)	70%	(361)	513
WhatsApp users	9%	(22)	28%	(66)	63%	(152)	240
Social media news source at least once a week	9%	(29)	23%	(77)	68%	(226)	332

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

Table MCFE8_25: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following?*

PGA Tour

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Hispanic Adults	8%	(42)	18%	(95)	74%	(378)	515
Gender: Male	12%	(29)	27%	(64)	61%	(147)	240
Gender: Female	5%	(12)	11%	(31)	84%	(231)	275
Age: 18-34	9%	(16)	15%	(27)	76%	(138)	181
Age: 35-44	13%	(14)	17%	(19)	70%	(78)	111
Age: 45-64	5%	(8)	23%	(38)	72%	(117)	163
Age: 65+	5%	(3)	18%	(11)	77%	(45)	59
GenZers: 1997-2012	8%	(5)	10%	(7)	82%	(56)	69
Millennials: 1981-1996	12%	(21)	18%	(32)	70%	(122)	174
GenXers: 1965-1980	6%	(10)	20%	(31)	73%	(112)	153
Baby Boomers: 1946-1964	4%	(4)	22%	(24)	75%	(81)	108
PID: Dem (no lean)	4%	(9)	19%	(45)	77%	(178)	232
PID: Ind (no lean)	9%	(15)	18%	(31)	73%	(121)	167
PID: Rep (no lean)	14%	(17)	17%	(20)	69%	(79)	116
PID/Gender: Dem Men	5%	(5)	27%	(25)	68%	(63)	93
PID/Gender: Dem Women	3%	(4)	14%	(20)	82%	(114)	138
PID/Gender: Ind Men	14%	(11)	31%	(24)	55%	(43)	78
PID/Gender: Ind Women	5%	(5)	7%	(7)	88%	(78)	89
PID/Gender: Rep Men	19%	(13)	22%	(15)	59%	(40)	69
Ideo: Liberal (1-3)	5%	(9)	17%	(30)	77%	(132)	172
Ideo: Moderate (4)	9%	(16)	21%	(39)	70%	(128)	183
Ideo: Conservative (5-7)	14%	(16)	19%	(21)	68%	(76)	112
Educ: < College	4%	(12)	16%	(47)	80%	(242)	301
Educ: Bachelors degree	12%	(15)	26%	(33)	63%	(81)	130
Educ: Post-grad	17%	(14)	17%	(14)	66%	(55)	84
Income: Under 50k	2%	(6)	17%	(45)	81%	(219)	270
Income: 50k-100k	11%	(18)	20%	(32)	68%	(109)	159
Income: 100k+	21%	(18)	20%	(17)	59%	(50)	86
Ethnicity: White	11%	(35)	21%	(67)	68%	(221)	323
Ethnicity: Hispanic	8%	(42)	18%	(95)	74%	(378)	515
Ethnicity: Other	3%	(4)	14%	(23)	83%	(134)	161

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Table MCFE8_25: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following?*

PGA Tour

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Hispanic Adults	8%	(42)	18%	(95)	74%	(378)	515
All Christian	11%	(30)	20%	(55)	69%	(192)	278
Agnostic/Nothing in particular	4%	(5)	11%	(13)	85%	(101)	119
Something Else	3%	(3)	25%	(21)	72%	(61)	84
Evangelical	10%	(13)	24%	(30)	66%	(82)	125
Non-Evangelical	9%	(20)	19%	(45)	72%	(167)	232
Community: Urban	10%	(21)	17%	(38)	73%	(163)	223
Community: Suburban	8%	(18)	19%	(43)	73%	(164)	225
Community: Rural	4%	(3)	20%	(13)	76%	(51)	67
Employ: Private Sector	12%	(22)	20%	(38)	69%	(133)	193
Employ: Retired	8%	(5)	15%	(9)	77%	(45)	59
Employ: Unemployed	2%	(1)	18%	(15)	81%	(69)	86
Military HH: Yes	4%	(2)	23%	(14)	73%	(45)	62
Military HH: No	9%	(39)	18%	(80)	74%	(334)	453
RD/WT: Right Direction	20%	(25)	25%	(32)	55%	(70)	126
RD/WT: Wrong Track	4%	(17)	16%	(63)	79%	(308)	388
Trump Job Approve	16%	(24)	23%	(35)	61%	(94)	153
Trump Job Disapprove	5%	(18)	17%	(58)	77%	(261)	337
Trump Job Strongly Approve	19%	(15)	22%	(18)	60%	(49)	82
Trump Job Somewhat Approve	12%	(8)	25%	(18)	64%	(45)	71
Trump Job Somewhat Disapprove	9%	(7)	13%	(9)	78%	(57)	73
Trump Job Strongly Disapprove	4%	(11)	18%	(49)	77%	(204)	264
Favorable of Trump	16%	(25)	23%	(34)	61%	(92)	151
Unfavorable of Trump	5%	(17)	17%	(55)	78%	(260)	331
Very Favorable of Trump	19%	(17)	24%	(20)	57%	(48)	85
Somewhat Favorable of Trump	12%	(8)	21%	(14)	66%	(44)	66
Somewhat Unfavorable of Trump	11%	(6)	13%	(7)	76%	(41)	54
Very Unfavorable of Trump	4%	(11)	17%	(48)	79%	(219)	278
#1 Issue: Economy	9%	(19)	22%	(49)	69%	(151)	219
#1 Issue: Health Care	8%	(9)	18%	(21)	74%	(84)	113
2018 House Vote: Democrat	8%	(15)	24%	(45)	68%	(128)	188
2018 House Vote: Republican	20%	(19)	23%	(22)	57%	(55)	96

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Table MCFE8_25: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following?*
PGA Tour

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Hispanic Adults	8%	(42)	18%	(95)	74%	(378)	515
2016 Vote: Hillary Clinton	6%	(11)	20%	(36)	74%	(134)	181
2016 Vote: Donald Trump	20%	(21)	31%	(33)	50%	(54)	108
2016 Vote: Didn't Vote	3%	(7)	11%	(23)	85%	(171)	200
Voted in 2014: Yes	11%	(29)	24%	(62)	65%	(169)	260
Voted in 2014: No	5%	(13)	13%	(33)	82%	(209)	254
2012 Vote: Barack Obama	8%	(16)	24%	(48)	68%	(135)	199
2012 Vote: Mitt Romney	14%	(10)	28%	(19)	58%	(40)	70
2012 Vote: Didn't Vote	6%	(14)	11%	(26)	83%	(195)	234
4-Region: Northeast	11%	(9)	13%	(11)	76%	(66)	87
4-Region: South	7%	(16)	19%	(42)	74%	(166)	224
4-Region: West	9%	(14)	16%	(26)	74%	(116)	156
Mexican	7%	(15)	16%	(37)	77%	(176)	228
Puerto Rican	6%	(6)	22%	(22)	72%	(71)	98
Other South American	18%	(10)	15%	(8)	66%	(37)	55
Speaks only English at home	2%	(3)	20%	(29)	78%	(117)	149
Speaks mostly English at home	8%	(10)	15%	(20)	77%	(100)	130
Speaks both English and Spanish at home	12%	(19)	21%	(34)	67%	(109)	162
Speaks mostly Spanish at home	12%	(6)	19%	(10)	69%	(37)	53
Trump supporter	16%	(21)	24%	(32)	60%	(82)	135
Biden supporter	5%	(16)	19%	(56)	76%	(226)	298
Sports fans	11%	(39)	23%	(84)	66%	(240)	364
Avid sports fans	19%	(29)	32%	(48)	48%	(72)	149
Sports fans, Age: 18-34	12%	(15)	21%	(25)	67%	(80)	119
Sports fans, Age: 35-44	15%	(14)	20%	(18)	65%	(59)	91
Sports fans, Age: 45-64	6%	(7)	30%	(34)	64%	(73)	115
Movie studios should diversify teams	9%	(32)	20%	(70)	71%	(248)	351
Movie studios should diversify stories	10%	(30)	18%	(52)	72%	(216)	299
Concerned about Covid	7%	(33)	19%	(87)	73%	(328)	448
No experience with Covid	10%	(18)	16%	(27)	74%	(128)	173
Health care major factor for election	6%	(22)	20%	(69)	74%	(251)	342
Social media users	8%	(42)	19%	(93)	73%	(368)	503

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Table MCFE8_25: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following?*
PGA Tour

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Hispanic Adults	8%	(42)	18%	(95)	74%	(378)	515
WhatsApp users	12%	(28)	19%	(44)	69%	(158)	229
Social media news source at least once a week	10%	(37)	19%	(67)	70%	(248)	352

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

Table MCFE8_26: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following?*
Premier Lacrosse League (PLL)

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Hispanic Adults	6%	(30)	13%	(65)	81%	(412)	506
Gender: Male	9%	(21)	15%	(38)	76%	(184)	243
Gender: Female	3%	(9)	10%	(27)	86%	(227)	263
Age: 18-34	7%	(13)	11%	(19)	82%	(148)	180
Age: 35-44	10%	(11)	21%	(24)	69%	(78)	113
Age: 45-64	4%	(6)	10%	(16)	86%	(133)	155
Age: 65+	—	(0)	11%	(6)	89%	(52)	58
GenZers: 1997-2012	4%	(3)	12%	(7)	84%	(54)	64
Millennials: 1981-1996	10%	(16)	14%	(24)	77%	(133)	173
GenXers: 1965-1980	6%	(10)	15%	(23)	79%	(124)	158
Baby Boomers: 1946-1964	1%	(1)	10%	(10)	89%	(86)	96
PID: Dem (no lean)	5%	(12)	12%	(27)	83%	(190)	228
PID: Ind (no lean)	5%	(8)	9%	(13)	86%	(129)	151
PID: Rep (no lean)	8%	(10)	20%	(25)	72%	(92)	127
PID/Gender: Dem Men	7%	(7)	15%	(16)	78%	(81)	104
PID/Gender: Dem Women	4%	(4)	9%	(11)	88%	(109)	124
PID/Gender: Ind Men	8%	(5)	14%	(9)	78%	(50)	64
PID/Gender: Ind Women	3%	(3)	5%	(4)	92%	(79)	86
PID/Gender: Rep Men	11%	(9)	17%	(13)	71%	(53)	74
PID/Gender: Rep Women	3%	(2)	23%	(12)	74%	(39)	53
Ideo: Liberal (1-3)	6%	(10)	14%	(24)	80%	(142)	176
Ideo: Moderate (4)	6%	(10)	10%	(17)	84%	(142)	169
Ideo: Conservative (5-7)	7%	(8)	18%	(22)	75%	(91)	121
Educ: < College	4%	(11)	10%	(30)	86%	(252)	293
Educ: Bachelors degree	9%	(12)	17%	(23)	74%	(97)	132
Educ: Post-grad	8%	(6)	16%	(13)	77%	(62)	81
Income: Under 50k	4%	(11)	10%	(28)	85%	(226)	264
Income: 50k-100k	7%	(12)	13%	(20)	80%	(128)	160
Income: 100k+	9%	(7)	21%	(17)	71%	(58)	82
Ethnicity: White	7%	(22)	13%	(42)	81%	(267)	330
Ethnicity: Hispanic	6%	(30)	13%	(65)	81%	(412)	506
Ethnicity: Other	5%	(7)	13%	(19)	82%	(121)	147

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Table MCFE8_26: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following?*
Premier Lacrosse League (PLL)

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Hispanic Adults	6%	(30)	13%	(65)	81%	(412)	506
All Christian	7%	(21)	16%	(45)	77%	(221)	288
Agnostic/Nothing in particular	3%	(3)	11%	(12)	86%	(98)	114
Something Else	6%	(4)	11%	(8)	84%	(60)	71
Evangelical	13%	(16)	15%	(19)	72%	(90)	126
Non-Evangelical	3%	(8)	14%	(31)	83%	(185)	224
Community: Urban	7%	(16)	16%	(34)	77%	(172)	222
Community: Suburban	4%	(10)	13%	(29)	83%	(192)	231
Community: Rural	8%	(4)	2%	(1)	90%	(48)	54
Employ: Private Sector	9%	(17)	18%	(34)	72%	(135)	187
Employ: Retired	—	(0)	13%	(8)	87%	(52)	60
Employ: Unemployed	5%	(5)	5%	(4)	89%	(76)	85
Military HH: Yes	8%	(4)	17%	(9)	76%	(40)	52
Military HH: No	6%	(26)	12%	(56)	82%	(372)	454
RD/WT: Right Direction	11%	(14)	20%	(25)	69%	(87)	127
RD/WT: Wrong Track	4%	(16)	10%	(39)	85%	(324)	379
Trump Job Approve	10%	(16)	19%	(30)	72%	(117)	163
Trump Job Disapprove	4%	(14)	10%	(33)	85%	(271)	319
Trump Job Strongly Approve	13%	(11)	22%	(18)	65%	(54)	83
Trump Job Somewhat Approve	6%	(5)	15%	(12)	79%	(63)	80
Trump Job Somewhat Disapprove	8%	(5)	14%	(9)	78%	(52)	66
Trump Job Strongly Disapprove	4%	(9)	9%	(24)	87%	(220)	253
Favorable of Trump	10%	(15)	19%	(30)	71%	(110)	155
Unfavorable of Trump	5%	(15)	11%	(34)	85%	(271)	319
Very Favorable of Trump	13%	(11)	27%	(23)	61%	(53)	87
Somewhat Favorable of Trump	6%	(4)	10%	(7)	84%	(57)	68
Somewhat Unfavorable of Trump	10%	(6)	16%	(9)	74%	(42)	56
Very Unfavorable of Trump	3%	(9)	9%	(25)	87%	(230)	263
#1 Issue: Economy	7%	(14)	11%	(22)	82%	(169)	206
#1 Issue: Health Care	7%	(8)	12%	(13)	81%	(87)	108
2018 House Vote: Democrat	8%	(14)	15%	(29)	77%	(146)	189
2018 House Vote: Republican	10%	(11)	16%	(17)	73%	(77)	105

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Table MCFE8_26: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following?*
Premier Lacrosse League (PLL)

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Hispanic Adults	6%	(30)	13%	(65)	81%	(412)	506
2016 Vote: Hillary Clinton	7%	(14)	14%	(27)	79%	(154)	195
2016 Vote: Donald Trump	10%	(11)	16%	(17)	74%	(80)	108
2016 Vote: Didn't Vote	3%	(5)	9%	(17)	88%	(167)	190
Voted in 2014: Yes	9%	(22)	16%	(41)	76%	(195)	258
Voted in 2014: No	3%	(8)	10%	(24)	87%	(217)	248
2012 Vote: Barack Obama	7%	(14)	13%	(26)	79%	(152)	192
2012 Vote: Mitt Romney	12%	(8)	21%	(14)	68%	(45)	66
2012 Vote: Didn't Vote	3%	(8)	9%	(21)	88%	(210)	239
4-Region: Northeast	3%	(2)	19%	(18)	78%	(73)	94
4-Region: Midwest	6%	(3)	15%	(7)	79%	(39)	50
4-Region: South	7%	(15)	11%	(25)	82%	(188)	228
4-Region: West	7%	(9)	10%	(14)	83%	(111)	134
Mexican	7%	(16)	13%	(30)	81%	(189)	234
Puerto Rican	5%	(4)	12%	(11)	83%	(78)	94
Other South American	8%	(5)	21%	(13)	72%	(45)	63
Speaks only English at home	4%	(5)	8%	(11)	88%	(126)	143
Speaks mostly English at home	3%	(4)	8%	(9)	89%	(108)	122
Speaks both English and Spanish at home	11%	(17)	16%	(24)	73%	(113)	154
Speaks mostly Spanish at home	2%	(1)	24%	(14)	74%	(45)	60
Trump supporter	9%	(12)	19%	(26)	72%	(98)	136
Biden supporter	6%	(16)	11%	(34)	83%	(246)	296
Sports fans	8%	(29)	16%	(60)	76%	(282)	370
Avid sports fans	13%	(20)	23%	(36)	64%	(101)	157
Sports fans, Age: 18-34	10%	(13)	13%	(16)	76%	(93)	122
Sports fans, Age: 35-44	12%	(11)	24%	(23)	64%	(60)	95
Sports fans, Age: 45-64	4%	(5)	14%	(16)	82%	(94)	115
Movie studios should diversify teams	7%	(25)	14%	(49)	78%	(271)	346
Movie studios should diversify stories	9%	(26)	15%	(43)	76%	(221)	290
Concerned about Covid	6%	(27)	13%	(56)	81%	(356)	439
No experience with Covid	5%	(7)	10%	(15)	86%	(134)	156
Health care major factor for election	6%	(19)	13%	(45)	81%	(276)	340

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Table MCFE8_26: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following?*
Premier Lacrosse League (PLL)

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Hispanic Adults	6%	(30)	13%	(65)	81%	(412)	506
Social media users	6%	(30)	13%	(65)	81%	(401)	495
WhatsApp users	9%	(21)	19%	(46)	73%	(179)	246
Social media news source at least once a week	7%	(24)	15%	(51)	78%	(260)	334

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

Table MCFE8_27: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following?*

Serie A

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Hispanic Adults	7%	(37)	17%	(86)	76%	(392)	515
Gender: Male	11%	(27)	24%	(62)	65%	(164)	253
Gender: Female	4%	(10)	9%	(24)	87%	(228)	262
Age: 18-34	10%	(19)	20%	(37)	70%	(133)	190
Age: 35-44	9%	(11)	20%	(23)	71%	(84)	118
Age: 45-64	3%	(4)	14%	(21)	83%	(126)	152
Age: 65+	5%	(3)	8%	(4)	87%	(48)	55
GenZers: 1997-2012	5%	(4)	14%	(9)	81%	(55)	69
Millennials: 1981-1996	13%	(22)	22%	(39)	66%	(117)	178
GenXers: 1965-1980	4%	(6)	18%	(29)	78%	(123)	159
Baby Boomers: 1946-1964	5%	(4)	6%	(6)	90%	(87)	97
PID: Dem (no lean)	6%	(13)	15%	(33)	79%	(169)	215
PID: Ind (no lean)	4%	(7)	17%	(29)	79%	(135)	170
PID: Rep (no lean)	13%	(17)	19%	(25)	68%	(88)	130
PID/Gender: Dem Men	10%	(8)	22%	(19)	68%	(58)	85
PID/Gender: Dem Women	4%	(5)	11%	(14)	86%	(111)	130
PID/Gender: Ind Men	3%	(3)	28%	(25)	69%	(62)	90
PID/Gender: Ind Women	5%	(4)	5%	(4)	90%	(73)	81
PID/Gender: Rep Men	20%	(16)	23%	(18)	57%	(45)	78
PID/Gender: Rep Women	2%	(1)	13%	(7)	85%	(44)	52
Ideo: Liberal (1-3)	8%	(14)	20%	(36)	72%	(126)	176
Ideo: Moderate (4)	6%	(10)	15%	(26)	79%	(138)	174
Ideo: Conservative (5-7)	9%	(12)	19%	(24)	72%	(92)	128
Educ: < College	3%	(8)	10%	(31)	87%	(259)	298
Educ: Bachelors degree	12%	(16)	25%	(32)	62%	(80)	128
Educ: Post-grad	15%	(13)	26%	(23)	60%	(53)	89
Income: Under 50k	2%	(6)	13%	(32)	85%	(221)	260
Income: 50k-100k	10%	(17)	18%	(30)	71%	(118)	165
Income: 100k+	15%	(13)	26%	(24)	59%	(53)	90
Ethnicity: White	10%	(31)	19%	(60)	72%	(233)	325
Ethnicity: Hispanic	7%	(37)	17%	(86)	76%	(392)	515
Ethnicity: Other	3%	(5)	15%	(24)	82%	(129)	158

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Table MCFE8_27: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following?*
Serie A

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Hispanic Adults	7%	(37)	17%	(86)	76%	(392)	515
All Christian	9%	(27)	19%	(57)	72%	(218)	302
Agnostic/Nothing in particular	4%	(4)	13%	(14)	83%	(87)	105
Something Else	2%	(1)	10%	(6)	88%	(56)	63
Evangelical	9%	(13)	21%	(29)	70%	(99)	142
Non-Evangelical	7%	(14)	15%	(32)	79%	(171)	217
Community: Urban	10%	(23)	18%	(42)	73%	(173)	238
Community: Suburban	6%	(14)	18%	(42)	76%	(178)	234
Employ: Private Sector	13%	(26)	22%	(45)	65%	(132)	203
Employ: Self-Employed	8%	(4)	27%	(14)	65%	(33)	50
Employ: Retired	1%	(1)	9%	(5)	90%	(53)	59
Employ: Unemployed	2%	(1)	5%	(4)	93%	(74)	80
Military HH: Yes	8%	(5)	7%	(4)	85%	(50)	59
Military HH: No	7%	(32)	18%	(82)	75%	(342)	456
RD/WT: Right Direction	14%	(21)	22%	(34)	64%	(98)	153
RD/WT: Wrong Track	4%	(16)	14%	(52)	81%	(294)	362
Trump Job Approve	13%	(22)	18%	(32)	69%	(121)	175
Trump Job Disapprove	5%	(15)	16%	(53)	79%	(252)	320
Trump Job Strongly Approve	15%	(14)	20%	(19)	64%	(60)	93
Trump Job Somewhat Approve	9%	(8)	16%	(13)	75%	(61)	81
Trump Job Somewhat Disapprove	3%	(2)	32%	(23)	65%	(47)	72
Trump Job Strongly Disapprove	5%	(13)	12%	(30)	83%	(206)	248
Favorable of Trump	13%	(23)	17%	(30)	69%	(121)	174
Unfavorable of Trump	4%	(13)	17%	(53)	79%	(252)	318
Very Favorable of Trump	15%	(14)	25%	(24)	61%	(59)	98
Somewhat Favorable of Trump	12%	(9)	7%	(6)	81%	(62)	76
Somewhat Unfavorable of Trump	6%	(3)	33%	(19)	61%	(36)	59
Very Unfavorable of Trump	4%	(10)	13%	(34)	83%	(215)	259
#1 Issue: Economy	7%	(15)	15%	(30)	78%	(157)	202
#1 Issue: Health Care	8%	(8)	17%	(19)	75%	(83)	111
2018 House Vote: Democrat	9%	(18)	19%	(36)	71%	(133)	187
2018 House Vote: Republican	12%	(15)	23%	(27)	65%	(77)	119

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Table MCFE8_27: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following?*

Serie A

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Hispanic Adults	7%	(37)	17%	(86)	76%	(392)	515
2016 Vote: Hillary Clinton	9%	(17)	18%	(33)	73%	(133)	184
2016 Vote: Donald Trump	12%	(14)	23%	(27)	65%	(77)	118
2016 Vote: Didn't Vote	3%	(5)	12%	(23)	86%	(169)	198
Voted in 2014: Yes	10%	(26)	21%	(54)	69%	(179)	259
Voted in 2014: No	4%	(11)	13%	(33)	83%	(213)	256
2012 Vote: Barack Obama	7%	(14)	19%	(38)	74%	(143)	195
2012 Vote: Mitt Romney	14%	(10)	18%	(12)	69%	(48)	70
2012 Vote: Didn't Vote	5%	(12)	14%	(33)	81%	(193)	238
4-Region: Northeast	13%	(12)	24%	(23)	63%	(58)	93
4-Region: South	4%	(10)	15%	(34)	81%	(187)	230
4-Region: West	10%	(14)	15%	(22)	75%	(108)	144
Mexican	8%	(19)	15%	(35)	78%	(187)	241
Puerto Rican	4%	(4)	16%	(15)	80%	(72)	90
Other South American	11%	(7)	26%	(15)	62%	(36)	57
Speaks only English at home	4%	(5)	9%	(13)	87%	(122)	140
Speaks mostly English at home	5%	(6)	9%	(12)	86%	(112)	130
Speaks both English and Spanish at home	9%	(15)	23%	(40)	68%	(115)	170
Speaks mostly Spanish at home	14%	(8)	25%	(14)	61%	(33)	55
Trump supporter	11%	(16)	20%	(31)	69%	(106)	153
Biden supporter	6%	(17)	17%	(47)	77%	(217)	282
Sports fans	9%	(35)	21%	(81)	70%	(276)	392
Avid sports fans	17%	(27)	31%	(50)	52%	(84)	162
Sports fans, Age: 18-34	13%	(18)	24%	(34)	63%	(89)	141
Sports fans, Age: 35-44	11%	(11)	22%	(22)	67%	(66)	100
Sports fans, Age: 45-64	3%	(3)	18%	(21)	79%	(90)	113
Movie studios should diversify teams	8%	(30)	21%	(74)	71%	(251)	355
Movie studios should diversify stories	9%	(28)	21%	(65)	70%	(216)	310
Concerned about Covid	7%	(30)	18%	(79)	76%	(335)	444
No experience with Covid	8%	(13)	17%	(28)	75%	(124)	166
Health care major factor for election	6%	(18)	18%	(56)	77%	(243)	317
Social media users	7%	(37)	17%	(86)	75%	(379)	502

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Table MCFE8_27: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following?*
Serie A

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Hispanic Adults	7%	(37)	17%	(86)	76%	(392)	515
WhatsApp users	11%	(27)	25%	(60)	64%	(152)	239
Social media news source at least once a week	9%	(31)	21%	(72)	71%	(248)	351

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

Table MCFE8_28: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following?*
Ultimate Fighting Championship (UFC)

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Hispanic Adults	14%	(72)	26%	(132)	59%	(296)	500
Gender: Male	22%	(54)	36%	(88)	42%	(104)	246
Gender: Female	7%	(17)	18%	(45)	75%	(192)	254
Age: 18-34	16%	(31)	25%	(46)	59%	(110)	187
Age: 35-44	21%	(23)	37%	(41)	42%	(46)	110
Age: 45-64	12%	(19)	26%	(43)	62%	(100)	161
GenZers: 1997-2012	11%	(7)	19%	(12)	70%	(46)	65
Millennials: 1981-1996	19%	(33)	32%	(56)	49%	(87)	176
GenXers: 1965-1980	19%	(30)	32%	(52)	49%	(80)	163
Baby Boomers: 1946-1964	2%	(1)	13%	(11)	85%	(69)	81
PID: Dem (no lean)	12%	(24)	29%	(61)	59%	(124)	210
PID: Ind (no lean)	14%	(23)	26%	(43)	60%	(100)	166
PID: Rep (no lean)	20%	(25)	23%	(28)	57%	(71)	125
PID/Gender: Dem Men	16%	(15)	43%	(39)	40%	(36)	89
PID/Gender: Dem Women	8%	(10)	19%	(22)	73%	(88)	120
PID/Gender: Ind Men	24%	(19)	37%	(29)	39%	(31)	79
PID/Gender: Ind Women	5%	(4)	15%	(13)	80%	(69)	87
PID/Gender: Rep Men	27%	(21)	25%	(19)	48%	(37)	78
Ideo: Liberal (1-3)	13%	(22)	26%	(44)	61%	(105)	171
Ideo: Moderate (4)	14%	(24)	31%	(52)	55%	(94)	169
Ideo: Conservative (5-7)	19%	(21)	21%	(24)	60%	(68)	113
Educ: < College	15%	(42)	26%	(73)	59%	(167)	282
Educ: Bachelors degree	13%	(18)	28%	(38)	59%	(82)	139
Educ: Post-grad	15%	(12)	26%	(21)	58%	(46)	79
Income: Under 50k	11%	(29)	28%	(71)	60%	(152)	251
Income: 50k-100k	16%	(25)	24%	(38)	60%	(92)	155
Income: 100k+	20%	(19)	25%	(23)	55%	(51)	94
Ethnicity: White	15%	(48)	23%	(74)	62%	(200)	321
Ethnicity: Hispanic	14%	(72)	26%	(132)	59%	(296)	500
Ethnicity: Other	13%	(20)	32%	(50)	54%	(83)	153

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Table MCFE8_28: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following?*
Ultimate Fighting Championship (UFC)

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Hispanic Adults	14%	(72)	26%	(132)	59%	(296)	500
All Christian	14%	(37)	28%	(76)	59%	(162)	276
Agnostic/Nothing in particular	13%	(15)	25%	(29)	63%	(74)	118
Something Else	19%	(13)	32%	(22)	49%	(34)	69
Evangelical	22%	(26)	28%	(33)	50%	(58)	117
Non-Evangelical	11%	(24)	28%	(61)	61%	(136)	222
Community: Urban	18%	(38)	32%	(67)	51%	(108)	213
Community: Suburban	11%	(26)	25%	(57)	63%	(143)	226
Community: Rural	14%	(9)	13%	(8)	73%	(44)	61
Employ: Private Sector	17%	(33)	31%	(60)	51%	(97)	191
Employ: Self-Employed	21%	(11)	36%	(19)	43%	(24)	54
Employ: Unemployed	10%	(7)	26%	(18)	64%	(44)	70
Military HH: Yes	14%	(7)	18%	(9)	68%	(34)	50
Military HH: No	14%	(65)	27%	(123)	58%	(261)	450
RD/WT: Right Direction	24%	(34)	30%	(42)	47%	(66)	141
RD/WT: Wrong Track	11%	(38)	25%	(91)	64%	(230)	359
Trump Job Approve	21%	(33)	29%	(46)	49%	(77)	157
Trump Job Disapprove	12%	(38)	26%	(82)	62%	(198)	318
Trump Job Strongly Approve	24%	(20)	25%	(21)	51%	(43)	85
Trump Job Somewhat Approve	18%	(13)	34%	(25)	47%	(34)	73
Trump Job Somewhat Disapprove	18%	(11)	23%	(14)	59%	(36)	60
Trump Job Strongly Disapprove	11%	(28)	27%	(69)	63%	(162)	259
Favorable of Trump	20%	(31)	29%	(45)	51%	(78)	155
Unfavorable of Trump	13%	(41)	25%	(80)	62%	(196)	316
Very Favorable of Trump	23%	(19)	29%	(24)	48%	(40)	83
Somewhat Favorable of Trump	17%	(12)	29%	(21)	54%	(39)	72
Very Unfavorable of Trump	12%	(32)	26%	(69)	62%	(166)	268
#1 Issue: Economy	19%	(37)	29%	(57)	52%	(103)	197
#1 Issue: Health Care	13%	(14)	28%	(32)	60%	(69)	115
2018 House Vote: Democrat	12%	(23)	30%	(54)	57%	(104)	180
2018 House Vote: Republican	25%	(29)	26%	(30)	50%	(59)	117

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Table MCFE8_28: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following?*
Ultimate Fighting Championship (UFC)

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Hispanic Adults	14%	(72)	26%	(132)	59%	(296)	500
2016 Vote: Hillary Clinton	11%	(19)	29%	(51)	61%	(108)	178
2016 Vote: Donald Trump	27%	(33)	24%	(29)	48%	(59)	121
2016 Vote: Didn't Vote	8%	(14)	26%	(47)	66%	(118)	178
Voted in 2014: Yes	16%	(41)	26%	(66)	58%	(150)	257
Voted in 2014: No	13%	(31)	27%	(67)	60%	(146)	243
2012 Vote: Barack Obama	18%	(36)	27%	(52)	55%	(106)	194
2012 Vote: Mitt Romney	17%	(11)	27%	(18)	56%	(37)	66
2012 Vote: Didn't Vote	11%	(24)	26%	(60)	63%	(143)	227
4-Region: Northeast	19%	(16)	28%	(23)	53%	(44)	83
4-Region: South	13%	(28)	27%	(59)	60%	(131)	218
4-Region: West	14%	(21)	24%	(36)	62%	(94)	151
Mexican	17%	(38)	27%	(60)	56%	(124)	222
Puerto Rican	17%	(16)	28%	(26)	54%	(50)	93
Other South American	8%	(5)	24%	(16)	68%	(44)	65
Speaks only English at home	9%	(12)	24%	(33)	67%	(90)	134
Speaks mostly English at home	15%	(20)	28%	(37)	56%	(74)	132
Speaks both English and Spanish at home	20%	(32)	25%	(40)	55%	(89)	161
Speaks mostly Spanish at home	8%	(4)	28%	(15)	64%	(34)	53
Trump supporter	23%	(33)	25%	(35)	52%	(74)	141
Biden supporter	12%	(32)	29%	(81)	59%	(163)	277
Sports fans	19%	(68)	33%	(122)	48%	(174)	365
Avid sports fans	31%	(49)	37%	(59)	31%	(49)	157
Sports fans, Age: 18-34	23%	(29)	33%	(40)	44%	(53)	122
Sports fans, Age: 35-44	25%	(23)	44%	(39)	31%	(28)	90
Sports fans, Age: 45-64	14%	(17)	32%	(41)	54%	(69)	126
Movie studios should diversify teams	15%	(51)	27%	(93)	58%	(199)	343
Movie studios should diversify stories	17%	(49)	29%	(85)	55%	(163)	297
Concerned about Covid	15%	(62)	27%	(116)	58%	(244)	422
No experience with Covid	15%	(25)	22%	(36)	63%	(103)	164
Health care major factor for election	14%	(45)	26%	(85)	61%	(201)	331
Social media users	15%	(72)	27%	(132)	58%	(286)	490

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Table MCFE8_28: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following?*
Ultimate Fighting Championship (UFC)

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Hispanic Adults	14%	(72)	26%	(132)	59%	(296)	500
WhatsApp users	16%	(37)	29%	(70)	55%	(131)	239
Social media news source at least once a week	17%	(59)	29%	(100)	53%	(182)	341

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

Table MCFE8_29: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following?*

WTA Tour

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Hispanic Adults	5%	(28)	11%	(61)	84%	(455)	544
Gender: Male	7%	(18)	14%	(36)	79%	(202)	256
Gender: Female	3%	(10)	9%	(25)	88%	(252)	288
Age: 18-34	7%	(15)	12%	(24)	81%	(165)	203
Age: 35-44	4%	(4)	16%	(18)	80%	(89)	111
Age: 45-64	4%	(6)	9%	(16)	87%	(144)	166
Age: 65+	4%	(3)	6%	(4)	90%	(56)	63
GenZers: 1997-2012	6%	(5)	10%	(8)	84%	(66)	79
Millennials: 1981-1996	7%	(14)	13%	(25)	79%	(148)	187
GenXers: 1965-1980	3%	(4)	12%	(18)	85%	(131)	153
Baby Boomers: 1946-1964	3%	(4)	8%	(9)	89%	(102)	116
PID: Dem (no lean)	4%	(11)	12%	(30)	84%	(211)	252
PID: Ind (no lean)	5%	(9)	9%	(15)	86%	(152)	176
PID: Rep (no lean)	7%	(8)	14%	(16)	80%	(92)	116
PID/Gender: Dem Men	6%	(7)	14%	(16)	81%	(93)	115
PID/Gender: Dem Women	3%	(5)	10%	(14)	86%	(118)	137
PID/Gender: Ind Men	6%	(4)	15%	(11)	80%	(61)	76
PID/Gender: Ind Women	5%	(5)	4%	(4)	91%	(91)	100
PID/Gender: Rep Men	11%	(7)	14%	(9)	75%	(49)	65
PID/Gender: Rep Women	2%	(1)	13%	(7)	85%	(43)	51
Ideo: Liberal (1-3)	3%	(6)	11%	(20)	86%	(155)	181
Ideo: Moderate (4)	5%	(9)	10%	(19)	86%	(163)	191
Ideo: Conservative (5-7)	9%	(11)	18%	(21)	73%	(87)	119
Educ: < College	4%	(13)	8%	(26)	87%	(271)	310
Educ: Bachelors degree	6%	(10)	15%	(23)	78%	(120)	153
Educ: Post-grad	6%	(5)	14%	(11)	79%	(64)	80
Income: Under 50k	5%	(14)	9%	(23)	86%	(235)	273
Income: 50k-100k	5%	(8)	14%	(23)	82%	(137)	168
Income: 100k+	6%	(6)	14%	(14)	80%	(82)	102
Ethnicity: White	5%	(18)	11%	(39)	84%	(290)	347
Ethnicity: Hispanic	5%	(28)	11%	(61)	84%	(455)	544
Ethnicity: Other	5%	(7)	9%	(15)	86%	(142)	165

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Table MCFE8_29: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following?*

WTA Tour

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Hispanic Adults	5%	(28)	11%	(61)	84%	(455)	544
All Christian	7%	(21)	11%	(33)	82%	(242)	296
Agnostic/Nothing in particular	2%	(3)	9%	(12)	88%	(118)	133
Something Else	—	(0)	12%	(9)	88%	(63)	71
Evangelical	10%	(13)	12%	(15)	78%	(102)	130
Non-Evangelical	3%	(8)	11%	(27)	85%	(199)	233
Community: Urban	6%	(16)	15%	(38)	78%	(197)	252
Community: Suburban	4%	(9)	8%	(19)	87%	(195)	223
Community: Rural	3%	(2)	6%	(4)	91%	(63)	69
Employ: Private Sector	6%	(13)	16%	(33)	77%	(159)	205
Employ: Retired	3%	(2)	2%	(1)	95%	(60)	64
Employ: Unemployed	4%	(4)	2%	(2)	94%	(90)	96
Military HH: Yes	2%	(1)	14%	(7)	84%	(43)	51
Military HH: No	5%	(27)	11%	(54)	84%	(412)	493
RD/WT: Right Direction	9%	(14)	15%	(22)	76%	(115)	151
RD/WT: Wrong Track	3%	(13)	10%	(39)	87%	(340)	392
Trump Job Approve	7%	(13)	15%	(26)	78%	(135)	173
Trump Job Disapprove	4%	(15)	9%	(32)	86%	(296)	343
Trump Job Strongly Approve	10%	(9)	12%	(10)	78%	(65)	84
Trump Job Somewhat Approve	5%	(4)	17%	(16)	78%	(70)	90
Trump Job Somewhat Disapprove	4%	(2)	16%	(11)	80%	(56)	69
Trump Job Strongly Disapprove	5%	(13)	8%	(21)	88%	(240)	273
Favorable of Trump	8%	(14)	14%	(24)	77%	(131)	169
Unfavorable of Trump	3%	(12)	10%	(34)	87%	(301)	346
Very Favorable of Trump	10%	(9)	15%	(13)	75%	(66)	88
Somewhat Favorable of Trump	6%	(5)	14%	(11)	80%	(65)	82
Somewhat Unfavorable of Trump	4%	(3)	22%	(13)	74%	(45)	61
Very Unfavorable of Trump	3%	(9)	7%	(20)	90%	(256)	285
#1 Issue: Economy	4%	(8)	12%	(24)	84%	(166)	199
#1 Issue: Health Care	6%	(8)	10%	(12)	83%	(97)	117
2018 House Vote: Democrat	6%	(12)	13%	(26)	82%	(168)	205
2018 House Vote: Republican	9%	(9)	16%	(16)	75%	(75)	100

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Table MCFE8_29: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following?*
WTA Tour

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Hispanic Adults	5%	(28)	11%	(61)	84%	(455)	544
2016 Vote: Hillary Clinton	3%	(6)	13%	(26)	84%	(169)	201
2016 Vote: Donald Trump	11%	(11)	15%	(16)	74%	(77)	104
2016 Vote: Didn't Vote	5%	(10)	8%	(18)	87%	(191)	219
Voted in 2014: Yes	4%	(12)	13%	(34)	83%	(219)	264
Voted in 2014: No	6%	(16)	10%	(27)	85%	(236)	280
2012 Vote: Barack Obama	4%	(7)	11%	(23)	85%	(178)	208
2012 Vote: Mitt Romney	6%	(3)	16%	(9)	78%	(43)	55
2012 Vote: Didn't Vote	6%	(16)	10%	(28)	84%	(226)	270
4-Region: Northeast	6%	(6)	17%	(16)	78%	(76)	98
4-Region: South	4%	(10)	11%	(27)	85%	(214)	251
4-Region: West	6%	(9)	8%	(12)	86%	(128)	149
Mexican	4%	(9)	9%	(24)	87%	(223)	256
Puerto Rican	7%	(6)	9%	(8)	84%	(79)	94
Other South American	9%	(7)	14%	(11)	78%	(62)	81
Speaks only English at home	2%	(2)	3%	(4)	95%	(125)	131
Speaks mostly English at home	4%	(7)	10%	(15)	86%	(129)	151
Speaks both English and Spanish at home	7%	(13)	15%	(25)	78%	(134)	172
Speaks mostly Spanish at home	5%	(4)	19%	(13)	76%	(52)	69
Trump supporter	7%	(9)	13%	(18)	80%	(111)	138
Biden supporter	5%	(16)	11%	(37)	84%	(270)	322
Sports fans	7%	(27)	15%	(56)	78%	(298)	380
Avid sports fans	13%	(20)	23%	(36)	65%	(103)	160
Sports fans, Age: 18-34	11%	(15)	15%	(20)	74%	(99)	133
Sports fans, Age: 35-44	4%	(4)	20%	(18)	75%	(67)	89
Sports fans, Age: 45-64	5%	(5)	13%	(15)	83%	(95)	115
Movie studios should diversify teams	6%	(23)	13%	(50)	81%	(310)	383
Movie studios should diversify stories	6%	(21)	13%	(43)	80%	(259)	323
Concerned about Covid	5%	(24)	10%	(49)	84%	(394)	467
No experience with Covid	3%	(6)	10%	(18)	86%	(156)	181
Health care major factor for election	5%	(17)	11%	(40)	85%	(314)	371
Social media users	5%	(28)	11%	(60)	83%	(441)	528

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Table MCFE8_29: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following?*
WTA Tour

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Hispanic Adults	5%	(28)	11%	(61)	84%	(455)	544
WhatsApp users	7%	(18)	15%	(40)	78%	(200)	258
Social media news source at least once a week	6%	(22)	13%	(49)	81%	(305)	376

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

Table MCFE8_30: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following?*
Women's National Basketball Association (WNBA)

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Hispanic Adults	9%	(45)	21%	(106)	69%	(345)	497
Gender: Male	8%	(20)	25%	(62)	67%	(165)	246
Gender: Female	10%	(26)	18%	(45)	72%	(180)	251
Age: 18-34	10%	(21)	20%	(40)	70%	(142)	203
Age: 35-44	10%	(11)	18%	(18)	72%	(73)	102
Age: 45-64	8%	(11)	23%	(31)	69%	(93)	134
Age: 65+	6%	(4)	29%	(17)	64%	(37)	58
GenZers: 1997-2012	8%	(6)	13%	(10)	79%	(58)	74
Millennials: 1981-1996	11%	(20)	22%	(40)	67%	(123)	183
GenXers: 1965-1980	10%	(14)	23%	(31)	67%	(92)	137
Baby Boomers: 1946-1964	4%	(4)	26%	(24)	70%	(65)	93
PID: Dem (no lean)	12%	(27)	25%	(55)	62%	(134)	216
PID: Ind (no lean)	7%	(11)	18%	(27)	75%	(114)	153
PID: Rep (no lean)	6%	(8)	19%	(24)	75%	(96)	128
PID/Gender: Dem Men	11%	(11)	30%	(30)	59%	(57)	98
PID/Gender: Dem Women	13%	(16)	21%	(25)	65%	(77)	118
PID/Gender: Ind Men	5%	(4)	21%	(15)	74%	(53)	72
PID/Gender: Ind Women	9%	(7)	15%	(12)	76%	(61)	81
PID/Gender: Rep Men	7%	(5)	22%	(17)	72%	(55)	76
PID/Gender: Rep Women	5%	(3)	14%	(7)	80%	(42)	52
Ideo: Liberal (1-3)	11%	(18)	26%	(45)	63%	(108)	171
Ideo: Moderate (4)	8%	(12)	22%	(32)	70%	(105)	150
Ideo: Conservative (5-7)	11%	(13)	21%	(27)	69%	(88)	128
Educ: < College	7%	(20)	17%	(48)	76%	(215)	283
Educ: Bachelors degree	11%	(16)	24%	(33)	65%	(90)	138
Educ: Post-grad	13%	(10)	34%	(26)	53%	(40)	75
Income: Under 50k	9%	(22)	18%	(47)	73%	(190)	259
Income: 50k-100k	7%	(11)	23%	(36)	69%	(107)	154
Income: 100k+	14%	(12)	28%	(23)	58%	(49)	84
Ethnicity: White	8%	(27)	23%	(74)	68%	(217)	318
Ethnicity: Hispanic	9%	(45)	21%	(106)	69%	(345)	497
Ethnicity: Other	9%	(14)	16%	(24)	75%	(113)	151

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Table MCFE8_30: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following?*
Women's National Basketball Association (WNBA)

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Hispanic Adults	9%	(45)	21%	(106)	69%	(345)	497
All Christian	13%	(34)	25%	(67)	63%	(171)	273
Agnostic/Nothing in particular	4%	(4)	12%	(14)	84%	(93)	111
Something Else	5%	(3)	26%	(19)	70%	(51)	73
Evangelical	17%	(22)	24%	(30)	59%	(75)	127
Non-Evangelical	7%	(14)	25%	(53)	69%	(145)	212
Community: Urban	12%	(26)	24%	(52)	64%	(136)	213
Community: Suburban	7%	(17)	20%	(45)	73%	(162)	224
Community: Rural	5%	(3)	16%	(9)	79%	(47)	60
Employ: Private Sector	11%	(20)	27%	(50)	62%	(114)	185
Employ: Self-Employed	17%	(8)	16%	(8)	67%	(34)	50
Employ: Retired	5%	(3)	24%	(15)	71%	(44)	62
Employ: Unemployed	6%	(4)	12%	(9)	82%	(58)	71
Military HH: Yes	11%	(8)	24%	(17)	65%	(46)	72
Military HH: No	9%	(37)	21%	(89)	70%	(299)	425
RD/WT: Right Direction	13%	(19)	22%	(32)	65%	(94)	145
RD/WT: Wrong Track	8%	(27)	21%	(75)	71%	(251)	352
Trump Job Approve	10%	(17)	22%	(38)	68%	(119)	173
Trump Job Disapprove	10%	(29)	22%	(66)	69%	(209)	304
Trump Job Strongly Approve	7%	(7)	25%	(23)	68%	(64)	94
Trump Job Somewhat Approve	12%	(10)	19%	(15)	69%	(55)	79
Trump Job Somewhat Disapprove	7%	(5)	19%	(13)	74%	(49)	66
Trump Job Strongly Disapprove	10%	(24)	22%	(53)	67%	(160)	237
Favorable of Trump	11%	(19)	21%	(37)	68%	(121)	177
Unfavorable of Trump	8%	(24)	22%	(64)	70%	(210)	298
Very Favorable of Trump	10%	(10)	23%	(23)	66%	(67)	100
Somewhat Favorable of Trump	12%	(9)	18%	(14)	70%	(54)	77
Somewhat Unfavorable of Trump	9%	(5)	17%	(9)	74%	(40)	53
Very Unfavorable of Trump	8%	(19)	23%	(55)	69%	(170)	245
#1 Issue: Economy	8%	(16)	21%	(41)	71%	(136)	192
#1 Issue: Health Care	14%	(14)	24%	(26)	62%	(66)	106

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Table MCFE8_30: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following?*
Women's National Basketball Association (WNBA)

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Hispanic Adults	9%	(45)	21%	(106)	69%	(345)	497
2018 House Vote: Democrat	15%	(27)	28%	(51)	57%	(103)	180
2018 House Vote: Republican	6%	(6)	20%	(20)	74%	(75)	101
2016 Vote: Hillary Clinton	13%	(23)	27%	(48)	60%	(104)	174
2016 Vote: Donald Trump	8%	(8)	24%	(25)	69%	(74)	107
2016 Vote: Didn't Vote	7%	(15)	16%	(32)	76%	(149)	195
Voted in 2014: Yes	9%	(22)	26%	(64)	65%	(159)	245
Voted in 2014: No	9%	(24)	17%	(42)	74%	(186)	252
2012 Vote: Barack Obama	11%	(21)	30%	(56)	59%	(111)	188
2012 Vote: Mitt Romney	3%	(2)	24%	(15)	72%	(44)	61
2012 Vote: Didn't Vote	10%	(23)	15%	(34)	76%	(179)	235
4-Region: Northeast	12%	(9)	21%	(16)	68%	(52)	77
4-Region: Midwest	13%	(6)	19%	(9)	69%	(34)	50
4-Region: South	7%	(15)	23%	(50)	71%	(155)	220
4-Region: West	10%	(16)	21%	(31)	69%	(104)	151
Mexican	8%	(18)	22%	(51)	70%	(162)	232
Puerto Rican	11%	(10)	20%	(18)	69%	(65)	93
Other South American	16%	(9)	16%	(9)	68%	(39)	57
Speaks only English at home	6%	(9)	19%	(25)	75%	(100)	134
Speaks mostly English at home	4%	(4)	18%	(22)	79%	(98)	124
Speaks both English and Spanish at home	13%	(20)	27%	(42)	60%	(95)	157
Speaks mostly Spanish at home	15%	(8)	22%	(12)	64%	(36)	57
Trump supporter	7%	(10)	21%	(31)	72%	(105)	146
Biden supporter	12%	(32)	25%	(66)	64%	(170)	268
Sports fans	12%	(41)	28%	(99)	60%	(211)	350
Avid sports fans	23%	(33)	32%	(48)	45%	(67)	148
Sports fans, Age: 18-34	14%	(20)	26%	(36)	59%	(82)	137
Sports fans, Age: 35-44	11%	(9)	22%	(18)	67%	(53)	80
Sports fans, Age: 45-64	9%	(9)	32%	(30)	58%	(55)	94
Movie studios should diversify teams	12%	(40)	24%	(78)	64%	(215)	333
Movie studios should diversify stories	13%	(40)	27%	(79)	60%	(177)	296
Concerned about Covid	10%	(44)	23%	(95)	67%	(281)	420

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Table MCFE8_30: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following?*
Women's National Basketball Association (WNBA)

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Hispanic Adults	9%	(45)	21%	(106)	69%	(345)	497
No experience with Covid	6%	(10)	20%	(32)	74%	(122)	165
Health care major factor for election	11%	(36)	22%	(73)	67%	(218)	326
Social media users	9%	(45)	22%	(105)	69%	(336)	487
WhatsApp users	12%	(29)	24%	(58)	64%	(154)	241
Social media news source at least once a week	12%	(41)	25%	(85)	63%	(214)	339

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

Table MCFE9_1: How interested are you in each of the following soccer leagues?
Bundesliga (Germany)

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Total N
Hispanic Adults	9%	(91)	16%	(157)	14%	(137)	61%	(614)	999
Gender: Male	15%	(73)	20%	(101)	15%	(73)	50%	(251)	500
Gender: Female	3%	(17)	11%	(56)	13%	(63)	73%	(363)	499
Age: 18-34	11%	(40)	15%	(56)	15%	(56)	60%	(226)	378
Age: 35-44	15%	(33)	21%	(47)	9%	(21)	54%	(120)	222
Age: 45-64	6%	(17)	16%	(45)	14%	(42)	64%	(186)	290
Age: 65+	—	(0)	8%	(9)	17%	(19)	75%	(82)	110
GenZers: 1997-2012	7%	(9)	13%	(18)	16%	(21)	64%	(88)	137
Millennials: 1981-1996	15%	(55)	18%	(65)	12%	(44)	54%	(197)	361
GenXers: 1965-1980	7%	(20)	18%	(53)	13%	(37)	62%	(178)	289
Baby Boomers: 1946-1964	3%	(5)	11%	(21)	15%	(29)	71%	(135)	191
PID: Dem (no lean)	9%	(41)	15%	(65)	12%	(55)	64%	(283)	444
PID: Ind (no lean)	7%	(22)	14%	(46)	16%	(50)	63%	(200)	319
PID: Rep (no lean)	12%	(27)	20%	(46)	13%	(32)	55%	(131)	236
PID/Gender: Dem Men	16%	(31)	19%	(39)	11%	(22)	54%	(107)	199
PID/Gender: Dem Women	4%	(10)	11%	(26)	13%	(33)	72%	(176)	245
PID/Gender: Ind Men	13%	(20)	16%	(25)	19%	(30)	52%	(82)	156
PID/Gender: Ind Women	1%	(2)	13%	(21)	12%	(20)	73%	(119)	162
PID/Gender: Rep Men	16%	(23)	26%	(38)	15%	(21)	43%	(62)	144
PID/Gender: Rep Women	5%	(5)	9%	(9)	11%	(11)	74%	(68)	92
Ideo: Liberal (1-3)	12%	(43)	15%	(52)	13%	(45)	59%	(201)	341
Ideo: Moderate (4)	7%	(24)	17%	(58)	14%	(47)	62%	(208)	337
Ideo: Conservative (5-7)	9%	(21)	18%	(41)	15%	(33)	58%	(131)	227
Educ: < College	4%	(22)	11%	(65)	14%	(80)	71%	(412)	579
Educ: Bachelors degree	15%	(38)	24%	(63)	13%	(34)	48%	(125)	260
Educ: Post-grad	19%	(30)	18%	(29)	14%	(22)	49%	(78)	160
Income: Under 50k	3%	(18)	12%	(63)	15%	(75)	70%	(358)	514
Income: 50k-100k	10%	(33)	19%	(58)	15%	(47)	56%	(175)	313
Income: 100k+	24%	(40)	21%	(35)	8%	(14)	47%	(81)	171
Ethnicity: White	12%	(76)	16%	(103)	12%	(74)	60%	(380)	633
Ethnicity: Hispanic	9%	(91)	16%	(157)	14%	(137)	61%	(614)	999

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Table MCFE9_1: How interested are you in each of the following soccer leagues?
Bundesliga (Germany)

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Total N
Hispanic Adults	9%	(91)	16%	(157)	14%	(137)	61%	(614)	999
Ethnicity: Black	8%	(4)	13%	(7)	11%	(6)	68%	(39)	57
Ethnicity: Other	3%	(11)	15%	(46)	18%	(57)	63%	(195)	309
All Christian	12%	(69)	19%	(106)	13%	(73)	55%	(305)	553
Agnostic/Nothing in particular	4%	(9)	11%	(27)	13%	(31)	72%	(167)	233
Something Else	4%	(5)	12%	(16)	18%	(24)	66%	(88)	133
Evangelical	16%	(37)	14%	(34)	14%	(34)	55%	(132)	238
Non-Evangelical	7%	(32)	20%	(85)	14%	(62)	59%	(256)	435
Community: Urban	11%	(51)	17%	(78)	13%	(61)	58%	(264)	454
Community: Suburban	8%	(36)	16%	(70)	14%	(62)	61%	(263)	431
Community: Rural	3%	(4)	8%	(9)	12%	(14)	77%	(87)	114
Employ: Private Sector	16%	(59)	22%	(80)	15%	(54)	48%	(177)	370
Employ: Government	15%	(11)	16%	(12)	18%	(13)	51%	(38)	75
Employ: Self-Employed	8%	(8)	23%	(22)	18%	(17)	51%	(48)	95
Employ: Student	2%	(2)	11%	(7)	16%	(10)	71%	(45)	64
Employ: Retired	—	(0)	8%	(9)	15%	(18)	77%	(92)	120
Employ: Unemployed	4%	(6)	10%	(15)	11%	(17)	75%	(117)	156
Employ: Other	3%	(2)	10%	(7)	5%	(3)	82%	(57)	70
Military HH: Yes	4%	(5)	19%	(22)	14%	(16)	63%	(74)	117
Military HH: No	10%	(86)	15%	(135)	14%	(121)	61%	(541)	882
RD/WT: Right Direction	14%	(37)	21%	(58)	15%	(40)	51%	(137)	270
RD/WT: Wrong Track	7%	(54)	14%	(100)	13%	(97)	66%	(478)	729
Trump Job Approve	13%	(42)	20%	(64)	13%	(41)	54%	(173)	320
Trump Job Disapprove	8%	(49)	14%	(89)	14%	(89)	64%	(405)	633
Trump Job Strongly Approve	17%	(29)	16%	(27)	10%	(16)	58%	(98)	170
Trump Job Somewhat Approve	9%	(13)	25%	(37)	17%	(25)	50%	(75)	150
Trump Job Somewhat Disapprove	6%	(8)	24%	(32)	16%	(22)	54%	(72)	134
Trump Job Strongly Disapprove	8%	(41)	12%	(57)	14%	(68)	67%	(333)	499
Favorable of Trump	13%	(42)	20%	(64)	15%	(46)	52%	(165)	318
Unfavorable of Trump	7%	(46)	14%	(86)	13%	(82)	66%	(408)	622

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Table MCFE9_1: How interested are you in each of the following soccer leagues?
Bundesliga (Germany)

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Total N
Hispanic Adults	9%	(91)	16%	(157)	14%	(137)	61%	(614)	999
Very Favorable of Trump	18%	(33)	20%	(36)	10%	(19)	51%	(92)	180
Somewhat Favorable of Trump	7%	(10)	20%	(28)	20%	(28)	52%	(73)	138
Somewhat Unfavorable of Trump	9%	(9)	27%	(28)	11%	(12)	54%	(57)	106
Very Unfavorable of Trump	7%	(36)	11%	(58)	14%	(71)	68%	(351)	515
#1 Issue: Economy	9%	(34)	18%	(70)	13%	(51)	60%	(234)	388
#1 Issue: Security	15%	(11)	16%	(12)	16%	(13)	53%	(41)	77
#1 Issue: Health Care	11%	(24)	17%	(37)	15%	(33)	56%	(119)	213
#1 Issue: Medicare / Social Security	5%	(4)	7%	(6)	12%	(9)	76%	(58)	76
#1 Issue: Women's Issues	9%	(6)	6%	(4)	14%	(9)	71%	(46)	65
#1 Issue: Education	15%	(9)	23%	(13)	8%	(5)	54%	(31)	57
#1 Issue: Energy	5%	(3)	22%	(13)	20%	(11)	53%	(29)	56
#1 Issue: Other	1%	(1)	5%	(3)	9%	(6)	85%	(57)	67
2018 House Vote: Democrat	14%	(52)	18%	(66)	11%	(43)	57%	(212)	373
2018 House Vote: Republican	13%	(27)	19%	(40)	13%	(27)	54%	(111)	205
2016 Vote: Hillary Clinton	13%	(47)	15%	(54)	11%	(39)	62%	(224)	364
2016 Vote: Donald Trump	13%	(29)	22%	(47)	14%	(30)	51%	(111)	217
2016 Vote: Didn't Vote	4%	(15)	13%	(50)	17%	(63)	66%	(254)	382
Voted in 2014: Yes	12%	(60)	20%	(101)	12%	(59)	56%	(281)	502
Voted in 2014: No	6%	(31)	11%	(56)	16%	(77)	67%	(333)	497
2012 Vote: Barack Obama	12%	(45)	18%	(69)	12%	(46)	58%	(223)	382
2012 Vote: Mitt Romney	12%	(16)	20%	(26)	12%	(16)	55%	(71)	128
2012 Vote: Didn't Vote	6%	(30)	13%	(60)	15%	(71)	66%	(307)	468
4-Region: Northeast	12%	(20)	15%	(26)	12%	(21)	61%	(103)	170
4-Region: Midwest	8%	(8)	16%	(16)	18%	(17)	58%	(56)	97
4-Region: South	6%	(25)	18%	(78)	14%	(62)	63%	(280)	445
4-Region: West	13%	(37)	13%	(38)	13%	(37)	61%	(174)	286
Mexican	10%	(47)	15%	(70)	12%	(57)	63%	(291)	465
Puerto Rican	6%	(11)	10%	(18)	10%	(17)	74%	(133)	179
Cuban	7%	(5)	18%	(14)	14%	(11)	62%	(50)	81
Other South American	16%	(19)	29%	(35)	21%	(25)	34%	(40)	119

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Table MCFE9_1: How interested are you in each of the following soccer leagues?
Bundesliga (Germany)

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Total N
Hispanic Adults	9%	(91)	16%	(157)	14%	(137)	61%	(614)	999
Speaks only English at home	5%	(12)	10%	(27)	6%	(16)	79%	(210)	265
Speaks mostly English at home	6%	(14)	10%	(25)	17%	(43)	67%	(171)	254
Speaks both English and Spanish at home	13%	(42)	23%	(73)	13%	(44)	51%	(164)	323
Speaks mostly Spanish at home	13%	(14)	20%	(22)	24%	(26)	43%	(48)	111
Trump supporter	12%	(33)	19%	(53)	14%	(39)	54%	(148)	272
Biden supporter	10%	(57)	14%	(78)	14%	(79)	63%	(360)	573
Sports fans	13%	(90)	20%	(145)	15%	(110)	52%	(372)	717
Avid sports fans	24%	(73)	25%	(75)	13%	(40)	37%	(110)	299
Sports fans, Age: 18-34	15%	(39)	20%	(51)	17%	(42)	48%	(121)	253
Sports fans, Age: 35-44	18%	(33)	25%	(45)	9%	(16)	48%	(87)	182
Sports fans, Age: 45-64	8%	(17)	19%	(41)	17%	(36)	55%	(115)	209
Sports fans, Age: 65+	—	(0)	11%	(8)	20%	(15)	68%	(50)	73
Movie studios should diversify teams	11%	(79)	18%	(127)	14%	(96)	56%	(388)	691
Movie studios should diversify stories	13%	(78)	20%	(120)	13%	(77)	54%	(320)	595
Concerned about Covid	9%	(80)	16%	(138)	14%	(121)	60%	(516)	856
No experience with Covid	10%	(31)	13%	(41)	13%	(44)	64%	(209)	326
Health care major factor for election	9%	(61)	16%	(102)	13%	(88)	62%	(407)	658
Social media users	9%	(91)	16%	(154)	14%	(136)	61%	(595)	975
WhatsApp users	15%	(70)	22%	(103)	14%	(68)	49%	(233)	474
WeChat users	38%	(23)	22%	(13)	17%	(10)	24%	(15)	61
Social media news source at least once a week	12%	(81)	17%	(117)	14%	(95)	57%	(385)	679

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

Table MCFE9_2: How interested are you in each of the following soccer leagues?
English Premier League (United Kingdom)

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Total N
Hispanic Adults	14%	(136)	17%	(171)	14%	(145)	55%	(548)	999
Gender: Male	20%	(101)	22%	(108)	16%	(79)	42%	(211)	500
Gender: Female	7%	(35)	12%	(62)	13%	(66)	67%	(336)	499
Age: 18-34	14%	(53)	17%	(65)	16%	(59)	53%	(200)	378
Age: 35-44	22%	(48)	18%	(41)	14%	(31)	46%	(101)	222
Age: 45-64	12%	(33)	16%	(46)	14%	(42)	58%	(169)	290
Age: 65+	1%	(1)	17%	(19)	12%	(13)	70%	(77)	110
GenZers: 1997-2012	9%	(12)	16%	(22)	19%	(25)	57%	(78)	137
Millennials: 1981-1996	20%	(74)	18%	(67)	13%	(47)	48%	(174)	361
GenXers: 1965-1980	14%	(39)	19%	(54)	15%	(43)	53%	(152)	289
Baby Boomers: 1946-1964	6%	(11)	13%	(25)	14%	(26)	67%	(129)	191
PID: Dem (no lean)	14%	(63)	14%	(64)	15%	(65)	57%	(253)	444
PID: Ind (no lean)	11%	(36)	19%	(59)	14%	(44)	56%	(180)	319
PID: Rep (no lean)	16%	(37)	20%	(48)	15%	(36)	49%	(115)	236
PID/Gender: Dem Men	19%	(39)	20%	(40)	17%	(34)	43%	(87)	199
PID/Gender: Dem Women	10%	(24)	10%	(24)	13%	(31)	68%	(166)	245
PID/Gender: Ind Men	19%	(30)	21%	(33)	14%	(22)	46%	(71)	156
PID/Gender: Ind Women	4%	(6)	16%	(26)	13%	(22)	67%	(108)	162
PID/Gender: Rep Men	22%	(32)	25%	(36)	16%	(23)	37%	(53)	144
PID/Gender: Rep Women	6%	(5)	13%	(12)	14%	(13)	67%	(62)	92
Ideo: Liberal (1-3)	15%	(53)	19%	(66)	12%	(42)	53%	(181)	341
Ideo: Moderate (4)	15%	(51)	16%	(52)	18%	(59)	52%	(174)	337
Ideo: Conservative (5-7)	12%	(28)	19%	(44)	16%	(37)	52%	(118)	227
Educ: < College	6%	(35)	15%	(85)	15%	(86)	65%	(374)	579
Educ: Bachelors degree	23%	(60)	21%	(54)	16%	(41)	40%	(104)	260
Educ: Post-grad	26%	(41)	20%	(32)	11%	(18)	44%	(70)	160
Income: Under 50k	6%	(29)	15%	(76)	16%	(81)	64%	(329)	514
Income: 50k-100k	17%	(54)	22%	(68)	12%	(38)	49%	(154)	313
Income: 100k+	31%	(53)	16%	(27)	15%	(26)	38%	(65)	171
Ethnicity: White	17%	(106)	16%	(100)	13%	(85)	54%	(342)	633
Ethnicity: Hispanic	14%	(136)	17%	(171)	14%	(145)	55%	(548)	999

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Table MCFE9_2: How interested are you in each of the following soccer leagues?
English Premier League (United Kingdom)

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Total N
Hispanic Adults	14%	(136)	17%	(171)	14%	(145)	55%	(548)	999
Ethnicity: Black	14%	(8)	23%	(13)	14%	(8)	49%	(28)	57
Ethnicity: Other	7%	(22)	19%	(58)	17%	(52)	58%	(177)	309
All Christian	18%	(100)	19%	(103)	14%	(75)	50%	(275)	553
Agnostic/Nothing in particular	7%	(16)	14%	(33)	15%	(34)	64%	(150)	233
Something Else	11%	(14)	16%	(22)	16%	(21)	57%	(77)	133
Evangelical	21%	(49)	16%	(39)	14%	(34)	49%	(117)	238
Non-Evangelical	14%	(60)	19%	(82)	14%	(61)	53%	(232)	435
Community: Urban	18%	(80)	16%	(71)	15%	(70)	51%	(233)	454
Community: Suburban	12%	(51)	19%	(84)	13%	(57)	55%	(239)	431
Community: Rural	4%	(5)	14%	(16)	15%	(17)	66%	(75)	114
Employ: Private Sector	24%	(88)	21%	(77)	15%	(56)	40%	(150)	370
Employ: Government	19%	(14)	20%	(15)	19%	(14)	42%	(31)	75
Employ: Self-Employed	15%	(15)	16%	(15)	19%	(18)	49%	(47)	95
Employ: Student	6%	(4)	18%	(12)	18%	(12)	57%	(36)	64
Employ: Retired	—	(0)	13%	(16)	13%	(15)	74%	(89)	120
Employ: Unemployed	6%	(9)	14%	(22)	11%	(17)	69%	(107)	156
Employ: Other	4%	(3)	9%	(7)	9%	(7)	77%	(54)	70
Military HH: Yes	12%	(14)	15%	(17)	15%	(18)	58%	(68)	117
Military HH: No	14%	(122)	17%	(154)	14%	(127)	54%	(479)	882
RD/WT: Right Direction	18%	(49)	20%	(53)	19%	(52)	43%	(116)	270
RD/WT: Wrong Track	12%	(87)	16%	(117)	13%	(93)	59%	(432)	729
Trump Job Approve	17%	(55)	21%	(67)	15%	(49)	46%	(148)	320
Trump Job Disapprove	12%	(77)	16%	(101)	15%	(93)	57%	(361)	633
Trump Job Strongly Approve	19%	(32)	21%	(35)	10%	(17)	50%	(85)	170
Trump Job Somewhat Approve	15%	(23)	21%	(32)	21%	(32)	42%	(63)	150
Trump Job Somewhat Disapprove	12%	(16)	21%	(28)	18%	(24)	48%	(65)	134
Trump Job Strongly Disapprove	12%	(61)	15%	(72)	14%	(69)	59%	(297)	499
Favorable of Trump	17%	(54)	21%	(67)	17%	(55)	45%	(143)	318
Unfavorable of Trump	12%	(76)	16%	(99)	13%	(82)	59%	(365)	622

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Table MCFE9_2: How interested are you in each of the following soccer leagues?
English Premier League (United Kingdom)

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Total N
Hispanic Adults	14%	(136)	17%	(171)	14%	(145)	55%	(548)	999
Very Favorable of Trump	21%	(38)	20%	(36)	11%	(19)	48%	(86)	180
Somewhat Favorable of Trump	11%	(16)	22%	(30)	25%	(35)	41%	(57)	138
Somewhat Unfavorable of Trump	16%	(17)	22%	(23)	16%	(17)	46%	(49)	106
Very Unfavorable of Trump	11%	(58)	15%	(76)	13%	(66)	61%	(315)	515
#1 Issue: Economy	16%	(63)	18%	(71)	13%	(51)	52%	(202)	388
#1 Issue: Security	12%	(9)	21%	(16)	16%	(12)	51%	(40)	77
#1 Issue: Health Care	16%	(35)	18%	(39)	16%	(33)	49%	(105)	213
#1 Issue: Medicare / Social Security	9%	(7)	11%	(8)	11%	(8)	70%	(53)	76
#1 Issue: Women's Issues	7%	(5)	13%	(9)	10%	(7)	69%	(45)	65
#1 Issue: Education	11%	(7)	23%	(13)	18%	(10)	48%	(27)	57
#1 Issue: Energy	14%	(8)	18%	(10)	23%	(13)	45%	(25)	56
#1 Issue: Other	4%	(3)	6%	(4)	15%	(10)	75%	(50)	67
2018 House Vote: Democrat	21%	(78)	18%	(67)	11%	(42)	50%	(186)	373
2018 House Vote: Republican	19%	(38)	20%	(40)	13%	(26)	49%	(100)	205
2016 Vote: Hillary Clinton	18%	(65)	15%	(55)	12%	(43)	55%	(201)	364
2016 Vote: Donald Trump	19%	(41)	24%	(52)	12%	(27)	45%	(97)	217
2016 Vote: Didn't Vote	6%	(24)	16%	(61)	18%	(70)	59%	(227)	382
Voted in 2014: Yes	20%	(100)	18%	(90)	12%	(60)	50%	(251)	502
Voted in 2014: No	7%	(36)	16%	(81)	17%	(84)	60%	(296)	497
2012 Vote: Barack Obama	20%	(77)	16%	(59)	13%	(49)	51%	(196)	382
2012 Vote: Mitt Romney	18%	(22)	25%	(32)	8%	(10)	49%	(63)	128
2012 Vote: Didn't Vote	7%	(34)	16%	(76)	17%	(80)	59%	(277)	468
4-Region: Northeast	19%	(32)	14%	(24)	10%	(17)	57%	(98)	170
4-Region: Midwest	11%	(11)	22%	(21)	20%	(20)	47%	(46)	97
4-Region: South	12%	(54)	17%	(76)	16%	(70)	55%	(246)	445
4-Region: West	14%	(40)	18%	(50)	13%	(38)	55%	(158)	286
Mexican	12%	(58)	17%	(79)	14%	(65)	57%	(264)	465
Puerto Rican	8%	(15)	13%	(24)	15%	(26)	63%	(114)	179
Cuban	17%	(14)	15%	(12)	16%	(13)	51%	(41)	81
Other South American	30%	(36)	23%	(27)	13%	(15)	35%	(41)	119

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Table MCFE9_2: How interested are you in each of the following soccer leagues?
English Premier League (United Kingdom)

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Total N
Hispanic Adults	14%	(136)	17%	(171)	14%	(145)	55%	(548)	999
Speaks only English at home	7%	(20)	12%	(32)	9%	(23)	72%	(191)	265
Speaks mostly English at home	11%	(28)	14%	(35)	17%	(42)	59%	(149)	254
Speaks both English and Spanish at home	19%	(62)	22%	(70)	13%	(42)	46%	(150)	323
Speaks mostly Spanish at home	17%	(19)	22%	(25)	26%	(29)	35%	(38)	111
Trump supporter	16%	(43)	21%	(57)	15%	(42)	48%	(130)	272
Biden supporter	15%	(85)	15%	(88)	15%	(85)	55%	(315)	573
Sports fans	19%	(133)	22%	(157)	16%	(117)	43%	(310)	717
Avid sports fans	33%	(98)	26%	(76)	13%	(39)	29%	(85)	299
Sports fans, Age: 18-34	20%	(52)	23%	(58)	19%	(47)	38%	(97)	253
Sports fans, Age: 35-44	27%	(48)	22%	(39)	15%	(28)	36%	(66)	182
Sports fans, Age: 45-64	15%	(32)	21%	(44)	16%	(33)	48%	(101)	209
Sports fans, Age: 65+	2%	(1)	22%	(16)	12%	(9)	65%	(47)	73
Movie studios should diversify teams	17%	(118)	19%	(133)	14%	(96)	50%	(345)	691
Movie studios should diversify stories	18%	(107)	20%	(119)	15%	(90)	47%	(279)	595
Concerned about Covid	14%	(116)	18%	(151)	15%	(130)	54%	(458)	856
No experience with Covid	16%	(51)	14%	(45)	12%	(39)	59%	(192)	326
Health care major factor for election	14%	(91)	19%	(124)	13%	(83)	55%	(360)	658
Social media users	14%	(135)	17%	(167)	15%	(145)	54%	(528)	975
WhatsApp users	21%	(100)	20%	(96)	17%	(80)	42%	(198)	474
WeChat users	37%	(22)	23%	(14)	24%	(15)	15%	(9)	61
Social media news source at least once a week	17%	(113)	18%	(121)	16%	(110)	49%	(334)	679

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

Table MCFE9_3: How interested are you in each of the following soccer leagues?
La Liga (Spain)

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Total N
Hispanic Adults	17%	(170)	18%	(176)	12%	(116)	54%	(537)	999
Gender: Male	24%	(120)	22%	(109)	13%	(65)	41%	(206)	500
Gender: Female	10%	(50)	13%	(67)	10%	(51)	66%	(332)	499
Age: 18-34	18%	(70)	20%	(74)	11%	(40)	51%	(194)	378
Age: 35-44	24%	(54)	21%	(46)	9%	(19)	46%	(103)	222
Age: 45-64	13%	(37)	12%	(36)	15%	(44)	60%	(173)	290
Age: 65+	9%	(10)	18%	(19)	12%	(13)	61%	(68)	110
GenZers: 1997-2012	17%	(23)	18%	(25)	11%	(14)	55%	(74)	137
Millennials: 1981-1996	22%	(80)	21%	(78)	9%	(33)	47%	(170)	361
GenXers: 1965-1980	16%	(45)	16%	(45)	15%	(42)	54%	(156)	289
Baby Boomers: 1946-1964	11%	(21)	13%	(25)	11%	(22)	65%	(124)	191
PID: Dem (no lean)	16%	(72)	16%	(73)	13%	(57)	55%	(243)	444
PID: Ind (no lean)	12%	(38)	18%	(59)	11%	(36)	58%	(186)	319
PID: Rep (no lean)	25%	(60)	19%	(44)	10%	(23)	46%	(109)	236
PID/Gender: Dem Men	22%	(43)	21%	(41)	16%	(33)	41%	(83)	199
PID/Gender: Dem Women	12%	(29)	13%	(32)	10%	(24)	65%	(160)	245
PID/Gender: Ind Men	19%	(30)	22%	(35)	12%	(19)	47%	(73)	156
PID/Gender: Ind Women	5%	(9)	15%	(24)	11%	(17)	69%	(113)	162
PID/Gender: Rep Men	33%	(47)	23%	(33)	10%	(14)	35%	(50)	144
PID/Gender: Rep Women	13%	(12)	12%	(11)	11%	(10)	64%	(59)	92
Ideo: Liberal (1-3)	18%	(62)	19%	(65)	10%	(36)	52%	(178)	341
Ideo: Moderate (4)	16%	(53)	18%	(62)	13%	(43)	53%	(179)	337
Ideo: Conservative (5-7)	21%	(49)	15%	(33)	15%	(34)	49%	(111)	227
Educ: < College	9%	(51)	14%	(83)	13%	(73)	64%	(372)	579
Educ: Bachelors degree	28%	(72)	25%	(64)	10%	(27)	37%	(97)	260
Educ: Post-grad	29%	(46)	18%	(28)	10%	(16)	43%	(69)	160
Income: Under 50k	11%	(55)	14%	(74)	14%	(72)	61%	(314)	514
Income: 50k-100k	20%	(62)	20%	(63)	10%	(33)	50%	(156)	313
Income: 100k+	31%	(53)	23%	(39)	7%	(12)	40%	(68)	171
Ethnicity: White	20%	(130)	16%	(100)	11%	(68)	53%	(336)	633
Ethnicity: Hispanic	17%	(170)	18%	(176)	12%	(116)	54%	(537)	999

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Table MCFE9_3: How interested are you in each of the following soccer leagues?
La Liga (Spain)

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Total N
Hispanic Adults	17%	(170)	18%	(176)	12%	(116)	54%	(537)	999
Ethnicity: Black	11%	(6)	22%	(13)	12%	(7)	55%	(32)	57
Ethnicity: Other	11%	(34)	20%	(63)	13%	(41)	55%	(170)	309
All Christian	23%	(129)	18%	(99)	13%	(74)	46%	(252)	553
Agnostic/Nothing in particular	9%	(21)	15%	(34)	9%	(22)	67%	(156)	233
Something Else	9%	(11)	21%	(28)	12%	(16)	59%	(78)	133
Evangelical	25%	(59)	17%	(42)	12%	(30)	45%	(108)	238
Non-Evangelical	18%	(79)	18%	(80)	14%	(59)	50%	(218)	435
Community: Urban	20%	(90)	18%	(80)	13%	(57)	50%	(227)	454
Community: Suburban	16%	(70)	19%	(83)	10%	(43)	54%	(235)	431
Community: Rural	9%	(10)	11%	(12)	14%	(16)	67%	(76)	114
Employ: Private Sector	28%	(104)	22%	(80)	9%	(32)	42%	(155)	370
Employ: Government	18%	(14)	19%	(14)	18%	(14)	45%	(34)	75
Employ: Self-Employed	18%	(17)	22%	(21)	14%	(14)	45%	(43)	95
Employ: Student	12%	(8)	13%	(8)	14%	(9)	61%	(39)	64
Employ: Retired	4%	(5)	15%	(17)	15%	(18)	66%	(79)	120
Employ: Unemployed	7%	(11)	12%	(19)	14%	(22)	67%	(104)	156
Employ: Other	9%	(6)	13%	(9)	7%	(5)	71%	(49)	70
Military HH: Yes	11%	(13)	20%	(24)	15%	(18)	53%	(62)	117
Military HH: No	18%	(156)	17%	(152)	11%	(98)	54%	(475)	882
RD/WT: Right Direction	28%	(76)	19%	(52)	13%	(34)	40%	(108)	270
RD/WT: Wrong Track	13%	(94)	17%	(123)	11%	(82)	59%	(430)	729
Trump Job Approve	23%	(72)	20%	(64)	11%	(36)	46%	(147)	320
Trump Job Disapprove	15%	(95)	17%	(105)	12%	(77)	56%	(356)	633
Trump Job Strongly Approve	27%	(45)	17%	(29)	10%	(17)	46%	(79)	170
Trump Job Somewhat Approve	18%	(27)	23%	(35)	13%	(19)	46%	(68)	150
Trump Job Somewhat Disapprove	19%	(25)	23%	(30)	14%	(19)	44%	(59)	134
Trump Job Strongly Disapprove	14%	(69)	15%	(75)	12%	(58)	60%	(297)	499
Favorable of Trump	22%	(71)	22%	(70)	12%	(37)	44%	(141)	318
Unfavorable of Trump	14%	(90)	16%	(100)	12%	(72)	58%	(361)	622

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Table MCFE9_3: How interested are you in each of the following soccer leagues?
La Liga (Spain)

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Total N
Hispanic Adults	17%	(170)	18%	(176)	12%	(116)	54%	(537)	999
Very Favorable of Trump	29%	(53)	18%	(33)	8%	(15)	44%	(79)	180
Somewhat Favorable of Trump	13%	(18)	26%	(36)	16%	(23)	44%	(62)	138
Somewhat Unfavorable of Trump	24%	(26)	15%	(16)	12%	(12)	49%	(52)	106
Very Unfavorable of Trump	12%	(64)	16%	(83)	12%	(60)	60%	(309)	515
#1 Issue: Economy	19%	(73)	17%	(66)	13%	(50)	51%	(200)	388
#1 Issue: Security	26%	(20)	10%	(8)	12%	(9)	52%	(40)	77
#1 Issue: Health Care	21%	(45)	20%	(42)	12%	(25)	47%	(100)	213
#1 Issue: Medicare / Social Security	10%	(8)	9%	(7)	10%	(8)	70%	(53)	76
#1 Issue: Women's Issues	10%	(6)	18%	(12)	11%	(7)	62%	(40)	65
#1 Issue: Education	15%	(8)	25%	(14)	13%	(7)	48%	(27)	57
#1 Issue: Energy	13%	(7)	31%	(17)	7%	(4)	49%	(27)	56
#1 Issue: Other	3%	(2)	13%	(9)	9%	(6)	74%	(49)	67
2018 House Vote: Democrat	22%	(83)	17%	(63)	12%	(45)	49%	(183)	373
2018 House Vote: Republican	25%	(51)	17%	(35)	11%	(23)	47%	(96)	205
2016 Vote: Hillary Clinton	18%	(67)	15%	(56)	12%	(43)	55%	(199)	364
2016 Vote: Donald Trump	25%	(55)	19%	(41)	12%	(25)	45%	(97)	217
2016 Vote: Didn't Vote	12%	(45)	19%	(74)	12%	(44)	57%	(218)	382
Voted in 2014: Yes	21%	(107)	16%	(81)	13%	(66)	49%	(248)	502
Voted in 2014: No	13%	(63)	19%	(94)	10%	(50)	58%	(290)	497
2012 Vote: Barack Obama	19%	(73)	16%	(60)	14%	(53)	51%	(195)	382
2012 Vote: Mitt Romney	24%	(31)	18%	(23)	9%	(12)	49%	(62)	128
2012 Vote: Didn't Vote	14%	(64)	19%	(91)	10%	(47)	57%	(267)	468
4-Region: Northeast	20%	(34)	14%	(24)	10%	(17)	56%	(95)	170
4-Region: Midwest	13%	(12)	23%	(23)	15%	(14)	49%	(48)	97
4-Region: South	18%	(80)	18%	(81)	11%	(50)	53%	(234)	445
4-Region: West	15%	(44)	17%	(48)	12%	(34)	56%	(161)	286
Mexican	16%	(76)	15%	(71)	13%	(59)	56%	(259)	465
Puerto Rican	11%	(20)	14%	(26)	10%	(19)	64%	(115)	179
Cuban	25%	(20)	16%	(13)	14%	(12)	44%	(36)	81
Other South American	33%	(40)	27%	(32)	6%	(7)	34%	(41)	119

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Table MCFE9_3: How interested are you in each of the following soccer leagues?
La Liga (Spain)

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Total N
Hispanic Adults	17%	(170)	18%	(176)	12%	(116)	54%	(537)	999
Speaks only English at home	5%	(14)	11%	(28)	8%	(22)	76%	(201)	265
Speaks mostly English at home	10%	(26)	18%	(44)	14%	(35)	58%	(148)	254
Speaks both English and Spanish at home	28%	(89)	18%	(60)	13%	(40)	41%	(134)	323
Speaks mostly Spanish at home	24%	(27)	27%	(30)	13%	(14)	36%	(40)	111
Trump supporter	23%	(62)	20%	(53)	10%	(28)	47%	(128)	272
Biden supporter	17%	(96)	17%	(100)	12%	(70)	54%	(307)	573
Sports fans	22%	(161)	22%	(155)	14%	(98)	42%	(302)	717
Avid sports fans	38%	(113)	22%	(66)	10%	(31)	30%	(89)	299
Sports fans, Age: 18-34	25%	(63)	26%	(65)	12%	(31)	37%	(95)	253
Sports fans, Age: 35-44	29%	(53)	24%	(43)	10%	(18)	37%	(68)	182
Sports fans, Age: 45-64	17%	(36)	15%	(32)	19%	(41)	49%	(102)	209
Sports fans, Age: 65+	13%	(10)	22%	(16)	13%	(9)	52%	(38)	73
Movie studios should diversify teams	20%	(139)	20%	(135)	12%	(80)	49%	(337)	691
Movie studios should diversify stories	22%	(130)	21%	(124)	11%	(65)	46%	(276)	595
Concerned about Covid	18%	(151)	18%	(157)	12%	(102)	52%	(445)	856
No experience with Covid	16%	(53)	15%	(48)	11%	(37)	58%	(189)	326
Health care major factor for election	16%	(106)	20%	(129)	10%	(66)	54%	(357)	658
Social media users	17%	(168)	18%	(174)	12%	(114)	53%	(519)	975
WhatsApp users	28%	(131)	22%	(105)	10%	(47)	40%	(192)	474
WeChat users	43%	(26)	30%	(18)	9%	(5)	19%	(11)	61
Social media news source at least once a week	20%	(138)	20%	(135)	12%	(81)	48%	(325)	679

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

Table MCFE9_4: *How interested are you in each of the following soccer leagues?*

Liga MX (Mexico)

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Total N
Hispanic Adults	14%	(138)	18%	(182)	13%	(132)	55%	(546)	999
Gender: Male	18%	(88)	20%	(101)	17%	(83)	46%	(229)	500
Gender: Female	10%	(51)	16%	(82)	10%	(50)	64%	(318)	499
Age: 18-34	17%	(63)	23%	(85)	10%	(38)	51%	(192)	378
Age: 35-44	18%	(40)	21%	(46)	15%	(32)	47%	(104)	222
Age: 45-64	10%	(28)	15%	(43)	15%	(44)	60%	(174)	290
Age: 65+	7%	(7)	8%	(9)	16%	(18)	69%	(76)	110
GenZers: 1997-2012	15%	(21)	24%	(32)	8%	(10)	54%	(73)	137
Millennials: 1981-1996	19%	(69)	21%	(77)	13%	(46)	47%	(169)	361
GenXers: 1965-1980	12%	(34)	18%	(52)	15%	(43)	55%	(159)	289
Baby Boomers: 1946-1964	6%	(12)	11%	(22)	14%	(28)	68%	(130)	191
PID: Dem (no lean)	15%	(68)	18%	(79)	12%	(55)	55%	(243)	444
PID: Ind (no lean)	12%	(38)	18%	(56)	13%	(42)	57%	(183)	319
PID: Rep (no lean)	14%	(32)	20%	(47)	15%	(35)	51%	(121)	236
PID/Gender: Dem Men	18%	(35)	21%	(42)	17%	(33)	45%	(89)	199
PID/Gender: Dem Women	13%	(33)	15%	(37)	9%	(22)	63%	(153)	245
PID/Gender: Ind Men	17%	(26)	17%	(27)	18%	(27)	48%	(76)	156
PID/Gender: Ind Women	7%	(12)	18%	(29)	9%	(15)	66%	(107)	162
PID/Gender: Rep Men	18%	(26)	22%	(32)	15%	(22)	44%	(64)	144
PID/Gender: Rep Women	7%	(6)	17%	(15)	14%	(13)	62%	(57)	92
Ideo: Liberal (1-3)	17%	(57)	19%	(64)	12%	(41)	52%	(179)	341
Ideo: Moderate (4)	11%	(38)	20%	(68)	16%	(53)	53%	(179)	337
Ideo: Conservative (5-7)	16%	(36)	16%	(36)	14%	(31)	54%	(123)	227
Educ: < College	11%	(61)	16%	(92)	12%	(68)	62%	(359)	579
Educ: Bachelors degree	19%	(49)	24%	(63)	14%	(37)	43%	(111)	260
Educ: Post-grad	18%	(28)	17%	(28)	17%	(27)	48%	(77)	160
Income: Under 50k	11%	(57)	16%	(82)	12%	(62)	61%	(313)	514
Income: 50k-100k	15%	(46)	19%	(60)	15%	(46)	52%	(162)	313
Income: 100k+	20%	(35)	24%	(41)	14%	(24)	42%	(71)	171
Ethnicity: White	15%	(95)	17%	(107)	13%	(82)	55%	(348)	633
Ethnicity: Hispanic	14%	(138)	18%	(182)	13%	(132)	55%	(546)	999

Continued on next page

Table MCFE9_4: How interested are you in each of the following soccer leagues?

Liga MX (Mexico)

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Total N
Hispanic Adults	14%	(138)	18%	(182)	13%	(132)	55%	(546)	999
Ethnicity: Black	12%	(7)	18%	(11)	11%	(6)	59%	(34)	57
Ethnicity: Other	12%	(36)	21%	(64)	14%	(44)	53%	(165)	309
All Christian	18%	(100)	19%	(107)	13%	(73)	49%	(273)	553
Agnostic/Nothing in particular	8%	(19)	15%	(35)	12%	(29)	64%	(150)	233
Something Else	7%	(10)	22%	(30)	14%	(19)	56%	(74)	133
Evangelical	19%	(46)	18%	(42)	16%	(37)	47%	(113)	238
Non-Evangelical	13%	(58)	21%	(93)	12%	(53)	53%	(230)	435
Community: Urban	17%	(75)	19%	(88)	15%	(66)	49%	(225)	454
Community: Suburban	12%	(53)	18%	(77)	12%	(53)	58%	(249)	431
Community: Rural	9%	(10)	15%	(17)	12%	(13)	64%	(73)	114
Employ: Private Sector	18%	(67)	24%	(89)	15%	(55)	43%	(159)	370
Employ: Government	19%	(14)	18%	(13)	20%	(15)	43%	(33)	75
Employ: Self-Employed	16%	(15)	16%	(16)	18%	(17)	50%	(48)	95
Employ: Student	13%	(8)	19%	(12)	9%	(6)	60%	(38)	64
Employ: Retired	5%	(6)	11%	(13)	13%	(16)	71%	(85)	120
Employ: Unemployed	10%	(15)	14%	(21)	11%	(18)	65%	(102)	156
Employ: Other	11%	(8)	15%	(11)	5%	(4)	68%	(48)	70
Military HH: Yes	15%	(18)	19%	(22)	12%	(14)	54%	(64)	117
Military HH: No	14%	(120)	18%	(161)	13%	(118)	55%	(483)	882
RD/WT: Right Direction	17%	(47)	22%	(59)	15%	(41)	46%	(123)	270
RD/WT: Wrong Track	12%	(91)	17%	(123)	13%	(91)	58%	(423)	729
Trump Job Approve	16%	(50)	22%	(70)	13%	(43)	49%	(157)	320
Trump Job Disapprove	14%	(86)	17%	(107)	14%	(86)	56%	(353)	633
Trump Job Strongly Approve	20%	(34)	18%	(31)	10%	(17)	52%	(88)	170
Trump Job Somewhat Approve	10%	(16)	26%	(39)	17%	(26)	46%	(69)	150
Trump Job Somewhat Disapprove	14%	(19)	23%	(31)	17%	(22)	46%	(62)	134
Trump Job Strongly Disapprove	13%	(67)	15%	(76)	13%	(64)	58%	(292)	499
Favorable of Trump	17%	(54)	21%	(66)	14%	(44)	48%	(154)	318
Unfavorable of Trump	13%	(78)	17%	(109)	13%	(82)	57%	(354)	622

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Table MCFE9_4: How interested are you in each of the following soccer leagues?

Liga MX (Mexico)

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Total N
Hispanic Adults	14%	(138)	18%	(182)	13%	(132)	55%	(546)	999
Very Favorable of Trump	21%	(38)	17%	(30)	12%	(21)	50%	(90)	180
Somewhat Favorable of Trump	12%	(16)	26%	(36)	16%	(23)	46%	(64)	138
Somewhat Unfavorable of Trump	14%	(15)	25%	(27)	14%	(15)	47%	(50)	106
Very Unfavorable of Trump	12%	(63)	16%	(82)	13%	(67)	59%	(304)	515
#1 Issue: Economy	14%	(53)	20%	(77)	13%	(50)	54%	(209)	388
#1 Issue: Security	16%	(13)	10%	(8)	18%	(14)	56%	(43)	77
#1 Issue: Health Care	19%	(41)	19%	(40)	13%	(28)	49%	(104)	213
#1 Issue: Medicare / Social Security	10%	(7)	11%	(9)	10%	(8)	69%	(53)	76
#1 Issue: Women's Issues	9%	(6)	22%	(14)	11%	(7)	59%	(38)	65
#1 Issue: Education	14%	(8)	16%	(9)	23%	(13)	47%	(27)	57
#1 Issue: Energy	4%	(2)	28%	(16)	16%	(9)	52%	(29)	56
#1 Issue: Other	13%	(8)	14%	(9)	7%	(5)	66%	(44)	67
2018 House Vote: Democrat	19%	(70)	20%	(75)	12%	(43)	50%	(185)	373
2018 House Vote: Republican	15%	(31)	17%	(34)	16%	(32)	52%	(107)	205
2016 Vote: Hillary Clinton	15%	(54)	18%	(64)	13%	(46)	55%	(199)	364
2016 Vote: Donald Trump	18%	(39)	19%	(42)	16%	(36)	46%	(101)	217
2016 Vote: Didn't Vote	11%	(41)	18%	(69)	12%	(46)	59%	(226)	382
Voted in 2014: Yes	16%	(81)	19%	(95)	14%	(69)	51%	(256)	502
Voted in 2014: No	11%	(57)	18%	(87)	13%	(63)	58%	(290)	497
2012 Vote: Barack Obama	17%	(65)	18%	(68)	14%	(54)	51%	(196)	382
2012 Vote: Mitt Romney	11%	(14)	20%	(26)	16%	(21)	53%	(67)	128
2012 Vote: Didn't Vote	12%	(56)	19%	(87)	12%	(54)	58%	(270)	468
4-Region: Northeast	12%	(21)	18%	(31)	11%	(19)	59%	(100)	170
4-Region: Midwest	18%	(17)	19%	(19)	16%	(15)	47%	(46)	97
4-Region: South	11%	(51)	19%	(85)	14%	(62)	55%	(247)	445
4-Region: West	17%	(49)	17%	(48)	12%	(36)	54%	(154)	286
Mexican	21%	(96)	21%	(100)	9%	(44)	49%	(226)	465
Puerto Rican	8%	(15)	12%	(21)	11%	(20)	69%	(124)	179
Cuban	7%	(6)	16%	(13)	17%	(14)	60%	(48)	81
Other South American	8%	(10)	24%	(28)	22%	(27)	45%	(54)	119

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Table MCFE9_4: How interested are you in each of the following soccer leagues?
Liga MX (Mexico)

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Total N
Hispanic Adults	14%	(138)	18%	(182)	13%	(132)	55%	(546)	999
Speaks only English at home	3%	(7)	11%	(30)	10%	(27)	76%	(202)	265
Speaks mostly English at home	7%	(17)	19%	(48)	13%	(33)	61%	(155)	254
Speaks both English and Spanish at home	24%	(77)	21%	(69)	15%	(47)	40%	(131)	323
Speaks mostly Spanish at home	21%	(23)	22%	(25)	19%	(21)	37%	(41)	111
Trump supporter	15%	(42)	19%	(52)	14%	(39)	51%	(139)	272
Biden supporter	15%	(87)	18%	(104)	13%	(74)	54%	(309)	573
Sports fans	18%	(131)	22%	(155)	15%	(110)	45%	(321)	717
Avid sports fans	30%	(90)	23%	(70)	14%	(41)	33%	(98)	299
Sports fans, Age: 18-34	23%	(58)	27%	(67)	12%	(31)	38%	(97)	253
Sports fans, Age: 35-44	21%	(39)	23%	(42)	16%	(29)	40%	(72)	182
Sports fans, Age: 45-64	13%	(27)	19%	(39)	17%	(36)	51%	(107)	209
Sports fans, Age: 65+	10%	(7)	9%	(7)	19%	(14)	62%	(45)	73
Movie studios should diversify teams	16%	(114)	21%	(144)	13%	(87)	50%	(346)	691
Movie studios should diversify stories	18%	(109)	22%	(133)	13%	(78)	46%	(276)	595
Concerned about Covid	14%	(117)	19%	(166)	14%	(116)	53%	(456)	856
No experience with Covid	16%	(51)	15%	(49)	11%	(36)	58%	(189)	326
Health care major factor for election	14%	(95)	19%	(124)	12%	(79)	55%	(361)	658
Social media users	14%	(135)	19%	(182)	14%	(132)	54%	(526)	975
WhatsApp users	19%	(89)	23%	(110)	14%	(67)	44%	(207)	474
WeChat users	39%	(24)	23%	(14)	14%	(9)	24%	(14)	61
Social media news source at least once a week	17%	(112)	20%	(138)	13%	(91)	50%	(338)	679

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

Table MCFE9_5: How interested are you in each of the following soccer leagues?

Ligue 1 (France)

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Total N
Hispanic Adults	7%	(72)	17%	(166)	16%	(159)	60%	(603)	999
Gender: Male	11%	(53)	22%	(108)	19%	(95)	49%	(244)	500
Gender: Female	4%	(19)	12%	(58)	13%	(64)	72%	(359)	499
Age: 18-34	9%	(33)	16%	(60)	16%	(59)	59%	(225)	378
Age: 35-44	13%	(28)	23%	(51)	14%	(32)	50%	(111)	222
Age: 45-64	4%	(10)	14%	(40)	18%	(51)	65%	(188)	290
Age: 65+	—	(0)	13%	(14)	15%	(17)	72%	(79)	110
GenZers: 1997-2012	8%	(10)	13%	(18)	16%	(22)	63%	(87)	137
Millennials: 1981-1996	12%	(43)	20%	(74)	15%	(53)	53%	(192)	361
GenXers: 1965-1980	5%	(16)	17%	(50)	16%	(46)	61%	(177)	289
Baby Boomers: 1946-1964	2%	(3)	11%	(21)	18%	(34)	69%	(133)	191
PID: Dem (no lean)	7%	(33)	17%	(75)	12%	(54)	63%	(282)	444
PID: Ind (no lean)	4%	(14)	15%	(47)	20%	(64)	61%	(194)	319
PID: Rep (no lean)	11%	(25)	19%	(44)	17%	(41)	53%	(126)	236
PID/Gender: Dem Men	11%	(21)	23%	(47)	12%	(25)	54%	(107)	199
PID/Gender: Dem Women	5%	(12)	12%	(28)	12%	(30)	71%	(175)	245
PID/Gender: Ind Men	7%	(11)	17%	(27)	25%	(39)	50%	(79)	156
PID/Gender: Ind Women	1%	(2)	12%	(20)	15%	(24)	71%	(116)	162
PID/Gender: Rep Men	14%	(20)	24%	(34)	21%	(31)	41%	(58)	144
PID/Gender: Rep Women	5%	(5)	10%	(9)	11%	(10)	73%	(68)	92
Ideo: Liberal (1-3)	9%	(31)	19%	(65)	14%	(47)	58%	(199)	341
Ideo: Moderate (4)	5%	(18)	16%	(54)	20%	(66)	59%	(199)	337
Ideo: Conservative (5-7)	9%	(21)	17%	(38)	17%	(38)	57%	(129)	227
Educ: < College	3%	(18)	11%	(65)	16%	(93)	70%	(404)	579
Educ: Bachelors degree	13%	(34)	23%	(60)	18%	(47)	46%	(119)	260
Educ: Post-grad	12%	(20)	25%	(40)	12%	(20)	50%	(80)	160
Income: Under 50k	3%	(17)	12%	(64)	17%	(87)	68%	(347)	514
Income: 50k-100k	9%	(28)	19%	(60)	16%	(49)	56%	(176)	313
Income: 100k+	16%	(27)	24%	(42)	13%	(23)	47%	(80)	171
Ethnicity: White	10%	(60)	17%	(109)	13%	(84)	60%	(380)	633
Ethnicity: Hispanic	7%	(72)	17%	(166)	16%	(159)	60%	(603)	999

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Table MCFE9_5: How interested are you in each of the following soccer leagues?
Ligue 1 (France)

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Total N
Hispanic Adults	7%	(72)	17%	(166)	16%	(159)	60%	(603)	999
Ethnicity: Black	4%	(2)	22%	(12)	15%	(9)	59%	(34)	57
Ethnicity: Other	3%	(9)	14%	(44)	21%	(66)	61%	(189)	309
All Christian	9%	(50)	21%	(114)	17%	(92)	54%	(297)	553
Agnostic/Nothing in particular	3%	(8)	12%	(29)	14%	(34)	70%	(163)	233
Something Else	4%	(5)	12%	(17)	17%	(22)	67%	(89)	133
Evangelical	12%	(29)	19%	(46)	15%	(36)	53%	(127)	238
Non-Evangelical	5%	(23)	19%	(81)	17%	(76)	59%	(255)	435
Community: Urban	10%	(47)	18%	(80)	16%	(72)	56%	(255)	454
Community: Suburban	6%	(25)	17%	(72)	17%	(74)	61%	(261)	431
Community: Rural	—	(0)	12%	(14)	12%	(13)	76%	(87)	114
Employ: Private Sector	13%	(48)	24%	(89)	15%	(56)	48%	(177)	370
Employ: Government	10%	(7)	18%	(14)	22%	(17)	50%	(37)	75
Employ: Self-Employed	6%	(6)	22%	(21)	21%	(20)	51%	(48)	95
Employ: Student	2%	(2)	10%	(6)	19%	(12)	69%	(44)	64
Employ: Retired	—	(0)	8%	(10)	18%	(21)	74%	(88)	120
Employ: Unemployed	3%	(5)	10%	(15)	12%	(19)	75%	(117)	156
Employ: Other	4%	(3)	7%	(5)	10%	(7)	79%	(55)	70
Military HH: Yes	6%	(7)	18%	(21)	14%	(17)	62%	(72)	117
Military HH: No	7%	(64)	16%	(145)	16%	(142)	60%	(530)	882
RD/WT: Right Direction	13%	(35)	21%	(56)	20%	(54)	46%	(125)	270
RD/WT: Wrong Track	5%	(37)	15%	(109)	14%	(105)	66%	(478)	729
Trump Job Approve	12%	(39)	19%	(61)	18%	(57)	51%	(164)	320
Trump Job Disapprove	5%	(33)	16%	(101)	15%	(97)	64%	(402)	633
Trump Job Strongly Approve	15%	(25)	18%	(31)	12%	(21)	55%	(94)	170
Trump Job Somewhat Approve	9%	(13)	20%	(30)	24%	(36)	47%	(70)	150
Trump Job Somewhat Disapprove	4%	(5)	24%	(32)	19%	(25)	54%	(72)	134
Trump Job Strongly Disapprove	6%	(28)	14%	(69)	14%	(72)	66%	(330)	499
Favorable of Trump	13%	(40)	20%	(64)	17%	(54)	50%	(160)	318
Unfavorable of Trump	5%	(30)	15%	(93)	15%	(94)	65%	(405)	622

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Table MCFE9_5: How interested are you in each of the following soccer leagues?

Ligue 1 (France)

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Total N
Hispanic Adults	7%	(72)	17%	(166)	16%	(159)	60%	(603)	999
Very Favorable of Trump	16%	(29)	21%	(37)	11%	(21)	51%	(92)	180
Somewhat Favorable of Trump	8%	(11)	19%	(27)	24%	(34)	49%	(67)	138
Somewhat Unfavorable of Trump	6%	(6)	27%	(29)	15%	(16)	52%	(55)	106
Very Unfavorable of Trump	5%	(24)	12%	(64)	15%	(78)	68%	(350)	515
#1 Issue: Economy	6%	(24)	18%	(68)	16%	(64)	60%	(232)	388
#1 Issue: Security	12%	(9)	13%	(10)	23%	(18)	52%	(40)	77
#1 Issue: Health Care	10%	(21)	19%	(40)	16%	(34)	55%	(117)	213
#1 Issue: Medicare / Social Security	5%	(4)	11%	(8)	12%	(9)	72%	(55)	76
#1 Issue: Women's Issues	6%	(4)	15%	(10)	9%	(6)	70%	(45)	65
#1 Issue: Education	9%	(5)	19%	(11)	15%	(9)	56%	(32)	57
#1 Issue: Energy	5%	(3)	23%	(13)	22%	(12)	50%	(28)	56
#1 Issue: Other	3%	(2)	8%	(5)	10%	(7)	79%	(53)	67
2018 House Vote: Democrat	11%	(40)	20%	(73)	14%	(51)	56%	(209)	373
2018 House Vote: Republican	13%	(27)	19%	(38)	15%	(31)	53%	(108)	205
2016 Vote: Hillary Clinton	9%	(33)	18%	(65)	12%	(43)	61%	(222)	364
2016 Vote: Donald Trump	14%	(30)	18%	(39)	19%	(42)	49%	(106)	217
2016 Vote: Didn't Vote	2%	(9)	15%	(57)	17%	(66)	65%	(249)	382
Voted in 2014: Yes	10%	(51)	19%	(96)	15%	(77)	55%	(277)	502
Voted in 2014: No	4%	(21)	14%	(70)	16%	(81)	65%	(326)	497
2012 Vote: Barack Obama	9%	(36)	19%	(73)	15%	(57)	56%	(216)	382
2012 Vote: Mitt Romney	9%	(12)	20%	(26)	15%	(19)	56%	(71)	128
2012 Vote: Didn't Vote	5%	(23)	14%	(64)	17%	(77)	65%	(304)	468
4-Region: Northeast	10%	(17)	18%	(30)	13%	(22)	60%	(102)	170
4-Region: Midwest	5%	(5)	18%	(17)	24%	(24)	53%	(52)	97
4-Region: South	4%	(18)	18%	(82)	16%	(72)	61%	(274)	445
4-Region: West	11%	(32)	13%	(37)	14%	(41)	61%	(176)	286
Mexican	9%	(42)	15%	(72)	14%	(64)	62%	(287)	465
Puerto Rican	5%	(9)	12%	(21)	14%	(25)	70%	(125)	179
Cuban	3%	(3)	18%	(14)	20%	(16)	59%	(48)	81
Other South American	10%	(11)	29%	(35)	24%	(29)	37%	(44)	119

Continued on next page

Table MCFE9_5: How interested are you in each of the following soccer leagues?
Ligue 1 (France)

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Total N
Hispanic Adults	7%	(72)	17%	(166)	16%	(159)	60%	(603)	999
Speaks only English at home	3%	(8)	10%	(26)	10%	(26)	78%	(206)	265
Speaks mostly English at home	3%	(8)	14%	(36)	15%	(37)	68%	(172)	254
Speaks both English and Spanish at home	12%	(40)	19%	(61)	19%	(62)	49%	(160)	323
Speaks mostly Spanish at home	8%	(9)	28%	(31)	23%	(25)	41%	(45)	111
Trump supporter	11%	(30)	18%	(50)	18%	(50)	52%	(141)	272
Biden supporter	7%	(41)	16%	(94)	14%	(82)	62%	(356)	573
Sports fans	10%	(71)	21%	(153)	19%	(134)	50%	(359)	717
Avid sports fans	18%	(55)	30%	(88)	18%	(54)	34%	(102)	299
Sports fans, Age: 18-34	13%	(33)	20%	(51)	20%	(50)	47%	(120)	253
Sports fans, Age: 35-44	15%	(28)	28%	(51)	14%	(26)	42%	(76)	182
Sports fans, Age: 45-64	5%	(10)	18%	(38)	21%	(45)	55%	(116)	209
Sports fans, Age: 65+	—	(0)	18%	(13)	17%	(13)	64%	(47)	73
Movie studios should diversify teams	10%	(68)	18%	(125)	16%	(113)	56%	(384)	691
Movie studios should diversify stories	11%	(63)	21%	(127)	16%	(93)	52%	(312)	595
Concerned about Covid	7%	(64)	17%	(147)	16%	(138)	59%	(506)	856
No experience with Covid	10%	(32)	12%	(38)	16%	(54)	62%	(202)	326
Health care major factor for election	7%	(47)	18%	(115)	15%	(97)	61%	(400)	658
Social media users	7%	(72)	17%	(163)	16%	(158)	60%	(583)	975
WhatsApp users	11%	(54)	23%	(111)	17%	(82)	48%	(227)	474
WeChat users	30%	(18)	33%	(20)	15%	(9)	22%	(14)	61
Social media news source at least once a week	10%	(65)	18%	(125)	17%	(115)	55%	(373)	679

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

Table MCFE9_6: How interested are you in each of the following soccer leagues?
Major League Soccer (U.S.)

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Total N
Hispanic Adults	15%	(150)	26%	(258)	12%	(118)	47%	(473)	999
Gender: Male	20%	(99)	29%	(147)	12%	(60)	39%	(193)	500
Gender: Female	10%	(52)	22%	(111)	12%	(58)	56%	(279)	499
Age: 18-34	15%	(58)	24%	(91)	13%	(50)	47%	(178)	378
Age: 35-44	23%	(51)	31%	(69)	10%	(22)	36%	(80)	222
Age: 45-64	12%	(35)	24%	(71)	13%	(37)	51%	(147)	290
Age: 65+	6%	(6)	25%	(27)	7%	(8)	62%	(68)	110
GenZers: 1997-2012	13%	(18)	22%	(31)	15%	(20)	50%	(68)	137
Millennials: 1981-1996	22%	(78)	26%	(93)	10%	(37)	42%	(153)	361
GenXers: 1965-1980	14%	(40)	30%	(87)	14%	(40)	42%	(121)	289
Baby Boomers: 1946-1964	7%	(13)	22%	(43)	8%	(16)	63%	(120)	191
PID: Dem (no lean)	16%	(70)	25%	(111)	12%	(52)	48%	(212)	444
PID: Ind (no lean)	11%	(34)	25%	(81)	14%	(45)	50%	(158)	319
PID: Rep (no lean)	20%	(46)	28%	(67)	9%	(21)	43%	(102)	236
PID/Gender: Dem Men	19%	(39)	32%	(64)	10%	(20)	39%	(77)	199
PID/Gender: Dem Women	13%	(31)	19%	(47)	13%	(32)	55%	(135)	245
PID/Gender: Ind Men	14%	(22)	25%	(40)	18%	(28)	43%	(67)	156
PID/Gender: Ind Women	8%	(13)	25%	(41)	11%	(18)	56%	(91)	162
PID/Gender: Rep Men	27%	(38)	30%	(44)	9%	(13)	34%	(49)	144
PID/Gender: Rep Women	9%	(8)	25%	(23)	9%	(8)	58%	(53)	92
Ideo: Liberal (1-3)	18%	(61)	26%	(88)	11%	(37)	45%	(154)	341
Ideo: Moderate (4)	15%	(50)	27%	(91)	13%	(45)	45%	(152)	337
Ideo: Conservative (5-7)	15%	(35)	29%	(66)	10%	(23)	46%	(103)	227
Educ: < College	10%	(59)	23%	(133)	11%	(66)	55%	(321)	579
Educ: Bachelors degree	22%	(57)	30%	(78)	14%	(37)	34%	(88)	260
Educ: Post-grad	22%	(35)	29%	(47)	9%	(15)	40%	(64)	160
Income: Under 50k	10%	(53)	22%	(112)	14%	(70)	54%	(279)	514
Income: 50k-100k	16%	(51)	30%	(95)	11%	(34)	42%	(133)	313
Income: 100k+	27%	(46)	30%	(51)	8%	(14)	35%	(61)	171
Ethnicity: White	17%	(104)	25%	(155)	11%	(69)	48%	(304)	633
Ethnicity: Hispanic	15%	(150)	26%	(258)	12%	(118)	47%	(473)	999

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Table MCFE9_6: How interested are you in each of the following soccer leagues?
Major League Soccer (U.S.)

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Total N
Hispanic Adults	15%	(150)	26%	(258)	12%	(118)	47%	(473)	999
Ethnicity: Black	16%	(9)	25%	(15)	16%	(9)	43%	(25)	57
Ethnicity: Other	12%	(37)	29%	(88)	13%	(40)	46%	(143)	309
All Christian	19%	(104)	27%	(151)	12%	(69)	41%	(229)	553
Agnostic/Nothing in particular	11%	(25)	21%	(49)	9%	(20)	59%	(139)	233
Something Else	10%	(13)	29%	(39)	16%	(21)	46%	(61)	133
Evangelical	22%	(52)	27%	(64)	13%	(30)	38%	(91)	238
Non-Evangelical	14%	(59)	28%	(121)	13%	(58)	45%	(196)	435
Community: Urban	19%	(84)	27%	(124)	12%	(53)	42%	(193)	454
Community: Suburban	13%	(55)	27%	(115)	11%	(48)	49%	(213)	431
Community: Rural	10%	(11)	17%	(20)	14%	(16)	59%	(67)	114
Employ: Private Sector	22%	(83)	32%	(119)	11%	(41)	34%	(127)	370
Employ: Government	22%	(16)	29%	(22)	17%	(13)	32%	(24)	75
Employ: Self-Employed	16%	(15)	33%	(32)	10%	(9)	41%	(39)	95
Employ: Student	4%	(3)	17%	(11)	18%	(12)	60%	(38)	64
Employ: Retired	5%	(6)	18%	(21)	11%	(14)	66%	(79)	120
Employ: Unemployed	8%	(12)	17%	(27)	13%	(20)	62%	(97)	156
Employ: Other	11%	(8)	16%	(11)	10%	(7)	63%	(44)	70
Military HH: Yes	12%	(14)	27%	(32)	9%	(10)	52%	(61)	117
Military HH: No	15%	(137)	26%	(226)	12%	(107)	47%	(412)	882
RD/WT: Right Direction	21%	(58)	31%	(85)	9%	(24)	38%	(104)	270
RD/WT: Wrong Track	13%	(93)	24%	(174)	13%	(93)	51%	(369)	729
Trump Job Approve	21%	(67)	29%	(92)	8%	(27)	42%	(134)	320
Trump Job Disapprove	13%	(81)	25%	(159)	13%	(85)	49%	(307)	633
Trump Job Strongly Approve	24%	(40)	26%	(45)	4%	(6)	46%	(79)	170
Trump Job Somewhat Approve	18%	(27)	32%	(47)	14%	(21)	37%	(55)	150
Trump Job Somewhat Disapprove	13%	(17)	29%	(38)	17%	(23)	42%	(55)	134
Trump Job Strongly Disapprove	13%	(64)	24%	(121)	13%	(62)	50%	(252)	499
Favorable of Trump	21%	(66)	30%	(94)	9%	(30)	40%	(129)	318
Unfavorable of Trump	13%	(81)	24%	(152)	12%	(77)	50%	(311)	622

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Table MCFE9_6: How interested are you in each of the following soccer leagues?
Major League Soccer (U.S.)

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Total N
Hispanic Adults	15%	(150)	26%	(258)	12%	(118)	47%	(473)	999
Very Favorable of Trump	22%	(40)	27%	(49)	7%	(12)	43%	(78)	180
Somewhat Favorable of Trump	18%	(26)	33%	(45)	13%	(17)	36%	(50)	138
Somewhat Unfavorable of Trump	18%	(19)	24%	(26)	13%	(14)	45%	(48)	106
Very Unfavorable of Trump	12%	(62)	25%	(127)	12%	(63)	51%	(263)	515
#1 Issue: Economy	16%	(63)	29%	(111)	10%	(37)	46%	(177)	388
#1 Issue: Security	16%	(12)	26%	(20)	7%	(5)	51%	(40)	77
#1 Issue: Health Care	19%	(41)	27%	(57)	15%	(33)	38%	(82)	213
#1 Issue: Medicare / Social Security	10%	(8)	16%	(12)	11%	(9)	62%	(47)	76
#1 Issue: Women's Issues	6%	(4)	23%	(15)	18%	(12)	53%	(34)	65
#1 Issue: Education	21%	(12)	27%	(15)	13%	(8)	40%	(23)	57
#1 Issue: Energy	11%	(6)	24%	(14)	13%	(7)	51%	(29)	56
#1 Issue: Other	6%	(4)	22%	(14)	11%	(7)	62%	(42)	67
2018 House Vote: Democrat	20%	(73)	28%	(105)	10%	(38)	42%	(157)	373
2018 House Vote: Republican	22%	(45)	28%	(57)	8%	(16)	42%	(86)	205
2016 Vote: Hillary Clinton	18%	(67)	24%	(87)	11%	(39)	47%	(170)	364
2016 Vote: Donald Trump	20%	(44)	30%	(65)	8%	(17)	42%	(91)	217
2016 Vote: Didn't Vote	10%	(38)	24%	(91)	15%	(59)	51%	(194)	382
Voted in 2014: Yes	19%	(94)	28%	(142)	10%	(51)	43%	(215)	502
Voted in 2014: No	11%	(57)	23%	(117)	13%	(67)	52%	(258)	497
2012 Vote: Barack Obama	17%	(67)	28%	(108)	11%	(41)	44%	(166)	382
2012 Vote: Mitt Romney	18%	(23)	31%	(40)	6%	(8)	44%	(56)	128
2012 Vote: Didn't Vote	12%	(57)	23%	(106)	14%	(65)	51%	(240)	468
4-Region: Northeast	16%	(27)	26%	(44)	8%	(13)	50%	(86)	170
4-Region: Midwest	11%	(10)	23%	(23)	22%	(21)	44%	(43)	97
4-Region: South	14%	(61)	26%	(118)	14%	(64)	45%	(202)	445
4-Region: West	18%	(52)	26%	(73)	7%	(19)	50%	(142)	286
Mexican	17%	(78)	24%	(113)	10%	(44)	49%	(230)	465
Puerto Rican	10%	(18)	26%	(47)	11%	(19)	53%	(95)	179
Cuban	16%	(13)	28%	(23)	10%	(8)	46%	(37)	81
Other South American	24%	(29)	31%	(37)	16%	(19)	29%	(34)	119

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Table MCFE9_6: How interested are you in each of the following soccer leagues?
Major League Soccer (U.S.)

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Total N
Hispanic Adults	15%	(150)	26%	(258)	12%	(118)	47%	(473)	999
Speaks only English at home	9%	(25)	23%	(61)	5%	(14)	62%	(166)	265
Speaks mostly English at home	11%	(28)	24%	(62)	11%	(29)	53%	(135)	254
Speaks both English and Spanish at home	22%	(70)	27%	(87)	13%	(43)	38%	(123)	323
Speaks mostly Spanish at home	16%	(17)	34%	(38)	23%	(25)	28%	(31)	111
Trump supporter	19%	(52)	28%	(76)	9%	(25)	44%	(118)	272
Biden supporter	15%	(86)	26%	(150)	13%	(72)	46%	(265)	573
Sports fans	20%	(145)	32%	(232)	12%	(86)	35%	(254)	717
Avid sports fans	32%	(96)	35%	(105)	9%	(26)	24%	(73)	299
Sports fans, Age: 18-34	22%	(55)	31%	(79)	14%	(36)	33%	(83)	253
Sports fans, Age: 35-44	28%	(50)	35%	(64)	9%	(16)	28%	(51)	182
Sports fans, Age: 45-64	16%	(33)	31%	(66)	14%	(29)	39%	(82)	209
Sports fans, Age: 65+	9%	(6)	31%	(23)	8%	(6)	52%	(38)	73
Movie studios should diversify teams	18%	(125)	28%	(192)	13%	(91)	41%	(282)	691
Movie studios should diversify stories	21%	(123)	29%	(172)	12%	(73)	38%	(227)	595
Concerned about Covid	16%	(136)	27%	(231)	12%	(100)	45%	(389)	856
No experience with Covid	13%	(43)	22%	(71)	12%	(40)	53%	(172)	326
Health care major factor for election	16%	(108)	25%	(166)	10%	(68)	48%	(315)	658
Social media users	15%	(148)	26%	(256)	12%	(117)	47%	(454)	975
WhatsApp users	22%	(102)	30%	(142)	13%	(63)	35%	(167)	474
WeChat users	39%	(24)	36%	(22)	10%	(6)	14%	(9)	61
Social media news source at least once a week	18%	(122)	29%	(196)	12%	(82)	41%	(279)	679

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

Table MCFE9_7: How interested are you in each of the following soccer leagues?

Serie A (Italy)

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Total N
Hispanic Adults	9%	(88)	18%	(180)	15%	(153)	58%	(579)	999
Gender: Male	14%	(69)	23%	(117)	17%	(83)	46%	(231)	500
Gender: Female	4%	(18)	13%	(63)	14%	(70)	70%	(348)	499
Age: 18-34	10%	(36)	19%	(70)	15%	(58)	56%	(213)	378
Age: 35-44	15%	(34)	23%	(51)	13%	(29)	49%	(108)	222
Age: 45-64	5%	(13)	16%	(47)	17%	(48)	62%	(181)	290
Age: 65+	4%	(4)	11%	(12)	16%	(17)	70%	(77)	110
GenZers: 1997-2012	7%	(9)	14%	(20)	18%	(25)	61%	(83)	137
Millennials: 1981-1996	14%	(52)	22%	(78)	13%	(47)	51%	(185)	361
GenXers: 1965-1980	7%	(20)	19%	(56)	17%	(48)	57%	(165)	289
Baby Boomers: 1946-1964	4%	(7)	13%	(24)	16%	(30)	68%	(130)	191
PID: Dem (no lean)	8%	(34)	18%	(78)	14%	(64)	60%	(269)	444
PID: Ind (no lean)	6%	(21)	17%	(55)	17%	(55)	59%	(188)	319
PID: Rep (no lean)	14%	(33)	20%	(47)	15%	(34)	52%	(122)	236
PID/Gender: Dem Men	13%	(27)	22%	(43)	16%	(31)	49%	(99)	199
PID/Gender: Dem Women	3%	(7)	14%	(35)	13%	(32)	69%	(170)	245
PID/Gender: Ind Men	11%	(18)	22%	(34)	20%	(31)	48%	(74)	156
PID/Gender: Ind Women	2%	(3)	13%	(21)	15%	(25)	70%	(114)	162
PID/Gender: Rep Men	18%	(25)	28%	(40)	15%	(21)	40%	(58)	144
PID/Gender: Rep Women	9%	(8)	8%	(7)	14%	(13)	69%	(64)	92
Ideo: Liberal (1-3)	10%	(33)	20%	(69)	13%	(45)	57%	(193)	341
Ideo: Moderate (4)	7%	(24)	18%	(62)	19%	(64)	55%	(186)	337
Ideo: Conservative (5-7)	12%	(27)	18%	(40)	15%	(33)	56%	(127)	227
Educ: < College	4%	(25)	14%	(80)	15%	(86)	67%	(388)	579
Educ: Bachelors degree	16%	(41)	25%	(64)	16%	(43)	43%	(112)	260
Educ: Post-grad	14%	(22)	22%	(35)	15%	(24)	49%	(78)	160
Income: Under 50k	4%	(22)	14%	(74)	17%	(86)	65%	(333)	514
Income: 50k-100k	9%	(30)	20%	(62)	16%	(49)	55%	(173)	313
Income: 100k+	21%	(37)	25%	(43)	11%	(18)	43%	(73)	171
Ethnicity: White	11%	(73)	19%	(117)	13%	(79)	57%	(364)	633
Ethnicity: Hispanic	9%	(88)	18%	(180)	15%	(153)	58%	(579)	999

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Table MCFE9_7: How interested are you in each of the following soccer leagues?
Serie A (Italy)

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Total N
Hispanic Adults	9%	(88)	18%	(180)	15%	(153)	58%	(579)	999
Ethnicity: Black	8%	(5)	14%	(8)	18%	(10)	60%	(34)	57
Ethnicity: Other	3%	(10)	18%	(55)	20%	(63)	59%	(181)	309
All Christian	12%	(65)	22%	(119)	15%	(83)	52%	(286)	553
Agnostic/Nothing in particular	5%	(11)	13%	(31)	14%	(34)	68%	(158)	233
Something Else	2%	(2)	15%	(20)	20%	(27)	63%	(84)	133
Evangelical	15%	(35)	17%	(41)	16%	(39)	52%	(124)	238
Non-Evangelical	6%	(26)	22%	(97)	16%	(69)	56%	(242)	435
Community: Urban	10%	(47)	18%	(83)	17%	(75)	55%	(250)	454
Community: Suburban	9%	(39)	19%	(83)	15%	(63)	57%	(247)	431
Community: Rural	2%	(2)	13%	(14)	13%	(15)	72%	(82)	114
Employ: Private Sector	14%	(52)	25%	(92)	16%	(59)	45%	(168)	370
Employ: Government	10%	(8)	23%	(18)	20%	(15)	47%	(35)	75
Employ: Self-Employed	12%	(12)	20%	(19)	20%	(19)	48%	(46)	95
Employ: Student	4%	(3)	14%	(9)	14%	(9)	68%	(43)	64
Employ: Retired	1%	(1)	9%	(11)	16%	(19)	74%	(88)	120
Employ: Unemployed	4%	(7)	12%	(19)	12%	(19)	71%	(111)	156
Employ: Other	6%	(4)	9%	(6)	10%	(7)	75%	(53)	70
Military HH: Yes	8%	(10)	15%	(17)	18%	(21)	59%	(69)	117
Military HH: No	9%	(78)	18%	(163)	15%	(132)	58%	(509)	882
RD/WT: Right Direction	14%	(39)	22%	(59)	18%	(49)	45%	(123)	270
RD/WT: Wrong Track	7%	(49)	17%	(121)	14%	(104)	63%	(456)	729
Trump Job Approve	15%	(48)	20%	(63)	15%	(48)	50%	(161)	320
Trump Job Disapprove	6%	(39)	18%	(111)	16%	(99)	61%	(383)	633
Trump Job Strongly Approve	18%	(31)	16%	(27)	11%	(19)	55%	(93)	170
Trump Job Somewhat Approve	11%	(17)	24%	(37)	19%	(28)	45%	(68)	150
Trump Job Somewhat Disapprove	7%	(10)	25%	(34)	17%	(22)	51%	(68)	134
Trump Job Strongly Disapprove	6%	(30)	16%	(78)	15%	(76)	63%	(315)	499
Favorable of Trump	15%	(47)	20%	(64)	17%	(53)	49%	(155)	318
Unfavorable of Trump	6%	(40)	17%	(104)	15%	(91)	62%	(387)	622

Continued on next page

Table MCFE9_7: How interested are you in each of the following soccer leagues?

Serie A (Italy)

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Total N
Hispanic Adults	9%	(88)	18%	(180)	15%	(153)	58%	(579)	999
Very Favorable of Trump	20%	(37)	19%	(34)	10%	(18)	50%	(91)	180
Somewhat Favorable of Trump	7%	(10)	22%	(30)	25%	(34)	46%	(64)	138
Somewhat Unfavorable of Trump	12%	(12)	25%	(27)	13%	(14)	50%	(54)	106
Very Unfavorable of Trump	5%	(27)	15%	(78)	15%	(78)	65%	(333)	515
#1 Issue: Economy	8%	(32)	20%	(77)	17%	(65)	55%	(215)	388
#1 Issue: Security	16%	(13)	16%	(12)	16%	(12)	52%	(40)	77
#1 Issue: Health Care	10%	(21)	23%	(49)	15%	(31)	52%	(111)	213
#1 Issue: Medicare / Social Security	6%	(5)	5%	(4)	16%	(12)	73%	(55)	76
#1 Issue: Women's Issues	2%	(2)	16%	(10)	12%	(8)	70%	(45)	65
#1 Issue: Education	16%	(9)	18%	(10)	12%	(7)	53%	(31)	57
#1 Issue: Energy	8%	(5)	21%	(12)	20%	(11)	51%	(29)	56
#1 Issue: Other	2%	(1)	8%	(5)	11%	(7)	79%	(53)	67
2018 House Vote: Democrat	10%	(39)	23%	(84)	14%	(52)	53%	(197)	373
2018 House Vote: Republican	16%	(34)	18%	(36)	13%	(26)	53%	(110)	205
2016 Vote: Hillary Clinton	9%	(33)	19%	(68)	14%	(50)	59%	(213)	364
2016 Vote: Donald Trump	16%	(36)	20%	(43)	14%	(31)	49%	(107)	217
2016 Vote: Didn't Vote	4%	(16)	17%	(64)	18%	(68)	61%	(234)	382
Voted in 2014: Yes	12%	(59)	20%	(100)	14%	(72)	54%	(270)	502
Voted in 2014: No	6%	(28)	16%	(79)	16%	(81)	62%	(308)	497
2012 Vote: Barack Obama	10%	(37)	21%	(81)	14%	(55)	55%	(209)	382
2012 Vote: Mitt Romney	12%	(15)	20%	(25)	12%	(16)	56%	(72)	128
2012 Vote: Didn't Vote	7%	(33)	15%	(72)	17%	(78)	61%	(286)	468
4-Region: Northeast	11%	(18)	19%	(32)	11%	(19)	59%	(101)	170
4-Region: Midwest	7%	(7)	18%	(17)	23%	(23)	52%	(50)	97
4-Region: South	6%	(25)	20%	(89)	16%	(70)	59%	(262)	445
4-Region: West	13%	(38)	14%	(41)	15%	(42)	58%	(166)	286
Mexican	9%	(42)	17%	(78)	15%	(69)	60%	(277)	465
Puerto Rican	6%	(10)	11%	(19)	15%	(27)	69%	(123)	179
Cuban	10%	(8)	19%	(15)	15%	(12)	56%	(45)	81
Other South American	14%	(17)	34%	(40)	20%	(24)	31%	(37)	119

Continued on next page

Table MCFE9_7: How interested are you in each of the following soccer leagues?
Serie A (Italy)

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Total N
Hispanic Adults	9%	(88)	18%	(180)	15%	(153)	58%	(579)	999
Speaks only English at home	6%	(15)	9%	(24)	8%	(22)	77%	(205)	265
Speaks mostly English at home	5%	(13)	16%	(40)	14%	(36)	65%	(165)	254
Speaks both English and Spanish at home	12%	(39)	23%	(74)	19%	(61)	46%	(149)	323
Speaks mostly Spanish at home	10%	(12)	28%	(31)	25%	(28)	36%	(40)	111
Trump supporter	14%	(38)	18%	(50)	16%	(42)	52%	(141)	272
Biden supporter	8%	(44)	18%	(104)	15%	(89)	59%	(337)	573
Sports fans	12%	(88)	23%	(164)	17%	(123)	48%	(342)	717
Avid sports fans	24%	(71)	29%	(88)	14%	(41)	33%	(99)	299
Sports fans, Age: 18-34	14%	(36)	25%	(62)	17%	(44)	44%	(111)	253
Sports fans, Age: 35-44	19%	(34)	27%	(48)	14%	(25)	41%	(74)	182
Sports fans, Age: 45-64	6%	(13)	21%	(44)	20%	(41)	53%	(111)	209
Sports fans, Age: 65+	5%	(4)	13%	(10)	18%	(13)	63%	(46)	73
Movie studios should diversify teams	12%	(81)	21%	(142)	15%	(103)	53%	(365)	691
Movie studios should diversify stories	12%	(74)	23%	(137)	14%	(84)	50%	(300)	595
Concerned about Covid	9%	(77)	19%	(159)	16%	(135)	57%	(485)	856
No experience with Covid	9%	(30)	16%	(52)	14%	(46)	61%	(198)	326
Health care major factor for election	9%	(62)	18%	(116)	15%	(97)	58%	(382)	658
Social media users	9%	(88)	18%	(177)	15%	(150)	57%	(560)	975
WhatsApp users	14%	(67)	23%	(110)	17%	(80)	46%	(217)	474
WeChat users	36%	(22)	27%	(16)	19%	(11)	19%	(11)	61
Social media news source at least once a week	11%	(76)	20%	(136)	15%	(105)	53%	(362)	679

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

Table MCFE10: Which of the following is closest to your opinion, even if none is exactly correct?

Demographic	I prefer to watch live sports with English-language commentary	I prefer to watch live sports with Spanish-language commentary	I am equally interested in watching live sports with English and Spanish-language commentary	Total N
Hispanic Adults	48% (479)	16% (161)	36% (359)	999
Gender: Male	47% (236)	16% (81)	37% (183)	500
Gender: Female	49% (244)	16% (80)	35% (176)	499
Age: 18-34	37% (142)	21% (80)	41% (156)	378
Age: 35-44	50% (111)	15% (34)	35% (77)	222
Age: 45-64	56% (163)	11% (33)	32% (94)	290
Age: 65+	58% (64)	12% (14)	29% (32)	110
GenZers: 1997-2012	43% (59)	22% (31)	34% (47)	137
Millennials: 1981-1996	39% (142)	20% (71)	41% (149)	361
GenXers: 1965-1980	53% (153)	11% (30)	37% (106)	289
Baby Boomers: 1946-1964	59% (113)	15% (29)	26% (49)	191
PID: Dem (no lean)	48% (213)	19% (86)	33% (145)	444
PID: Ind (no lean)	48% (152)	12% (37)	41% (129)	319
PID: Rep (no lean)	49% (115)	16% (37)	36% (84)	236
PID/Gender: Dem Men	47% (93)	24% (48)	29% (59)	199
PID/Gender: Dem Women	49% (120)	16% (39)	35% (86)	245
PID/Gender: Ind Men	47% (73)	6% (9)	47% (74)	156
PID/Gender: Ind Women	48% (78)	17% (28)	34% (56)	162
PID/Gender: Rep Men	48% (69)	17% (24)	35% (50)	144
PID/Gender: Rep Women	49% (45)	14% (13)	37% (34)	92
Ideo: Liberal (1-3)	46% (158)	20% (67)	34% (116)	341
Ideo: Moderate (4)	49% (166)	13% (44)	38% (128)	337
Ideo: Conservative (5-7)	48% (109)	15% (34)	37% (84)	227
Educ: < College	54% (314)	14% (79)	32% (186)	579
Educ: Bachelors degree	40% (104)	21% (54)	39% (102)	260
Educ: Post-grad	38% (61)	18% (28)	44% (71)	160
Income: Under 50k	49% (250)	17% (89)	34% (176)	514
Income: 50k-100k	48% (150)	17% (53)	35% (110)	313
Income: 100k+	46% (79)	11% (19)	43% (73)	171

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Table MCFE10: Which of the following is closest to your opinion, even if none is exactly correct?

Demographic	I prefer to watch live sports with English-language commentary		I prefer to watch live sports with Spanish-language commentary		I am equally interested in watching live sports with English and Spanish-language commentary		Total N
Hispanic Adults	48%	(479)	16%	(161)	36%	(359)	999
Ethnicity: White	48%	(305)	16%	(99)	36%	(229)	633
Ethnicity: Hispanic	48%	(479)	16%	(161)	36%	(359)	999
Ethnicity: Black	46%	(26)	15%	(9)	39%	(23)	57
Ethnicity: Other	48%	(148)	17%	(53)	35%	(107)	309
All Christian	46%	(253)	18%	(99)	36%	(201)	553
Agnostic/Nothing in particular	52%	(122)	14%	(34)	33%	(78)	233
Something Else	51%	(68)	16%	(22)	33%	(44)	133
Evangelical	48%	(114)	12%	(30)	40%	(94)	238
Non-Evangelical	47%	(202)	21%	(89)	33%	(143)	435
Community: Urban	42%	(192)	18%	(83)	39%	(179)	454
Community: Suburban	50%	(214)	14%	(62)	36%	(155)	431
Community: Rural	65%	(74)	14%	(16)	21%	(24)	114
Employ: Private Sector	41%	(152)	17%	(64)	42%	(154)	370
Employ: Government	53%	(40)	15%	(11)	32%	(24)	75
Employ: Self-Employed	43%	(41)	12%	(12)	44%	(42)	95
Employ: Student	38%	(24)	23%	(15)	39%	(25)	64
Employ: Retired	65%	(78)	14%	(17)	21%	(25)	120
Employ: Unemployed	53%	(83)	18%	(27)	29%	(45)	156
Employ: Other	51%	(36)	14%	(10)	35%	(25)	70
Military HH: Yes	56%	(65)	11%	(13)	33%	(39)	117
Military HH: No	47%	(414)	17%	(148)	36%	(320)	882
RD/WT: Right Direction	41%	(112)	18%	(49)	40%	(109)	270
RD/WT: Wrong Track	50%	(368)	15%	(112)	34%	(249)	729
Trump Job Approve	47%	(151)	15%	(48)	38%	(121)	320
Trump Job Disapprove	48%	(301)	17%	(107)	35%	(224)	633

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Table MCFE10: Which of the following is closest to your opinion, even if none is exactly correct?

Demographic	I prefer to watch live sports with English-language commentary		I prefer to watch live sports with Spanish-language commentary		I am equally interested in watching live sports with English and Spanish-language commentary		Total N
Hispanic Adults	48%	(479)	16%	(161)	36%	(359)	999
Trump Job Strongly Approve	49%	(84)	14%	(23)	37%	(63)	170
Trump Job Somewhat Approve	45%	(67)	17%	(25)	39%	(58)	150
Trump Job Somewhat Disapprove	36%	(48)	23%	(30)	42%	(55)	134
Trump Job Strongly Disapprove	51%	(253)	15%	(77)	34%	(168)	499
Favorable of Trump	48%	(152)	15%	(49)	37%	(118)	318
Unfavorable of Trump	49%	(302)	16%	(102)	35%	(219)	622
Very Favorable of Trump	49%	(88)	13%	(23)	38%	(68)	180
Somewhat Favorable of Trump	46%	(64)	18%	(25)	36%	(50)	138
Somewhat Unfavorable of Trump	41%	(43)	21%	(23)	38%	(41)	106
Very Unfavorable of Trump	50%	(258)	15%	(79)	35%	(178)	515
#1 Issue: Economy	50%	(194)	16%	(64)	34%	(130)	388
#1 Issue: Security	44%	(34)	15%	(12)	40%	(31)	77
#1 Issue: Health Care	44%	(94)	15%	(32)	41%	(87)	213
#1 Issue: Medicare / Social Security	58%	(44)	17%	(13)	25%	(19)	76
#1 Issue: Women's Issues	51%	(33)	11%	(7)	38%	(25)	65
#1 Issue: Education	38%	(22)	19%	(11)	43%	(25)	57
#1 Issue: Energy	37%	(21)	20%	(11)	43%	(24)	56
#1 Issue: Other	56%	(38)	18%	(12)	26%	(17)	67
2018 House Vote: Democrat	46%	(172)	18%	(65)	36%	(135)	373
2018 House Vote: Republican	52%	(108)	11%	(22)	37%	(75)	205
2016 Vote: Hillary Clinton	49%	(178)	17%	(61)	34%	(124)	364
2016 Vote: Donald Trump	50%	(108)	11%	(25)	39%	(84)	217
2016 Vote: Didn't Vote	45%	(172)	19%	(71)	36%	(139)	382
Voted in 2014: Yes	50%	(250)	14%	(72)	36%	(179)	502
Voted in 2014: No	46%	(229)	18%	(88)	36%	(180)	497
2012 Vote: Barack Obama	50%	(191)	15%	(57)	35%	(134)	382
2012 Vote: Mitt Romney	59%	(75)	9%	(12)	32%	(40)	128
2012 Vote: Didn't Vote	43%	(202)	19%	(89)	38%	(177)	468

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Table MCFE10: Which of the following is closest to your opinion, even if none is exactly correct?

Demographic	I prefer to watch live sports with English-language commentary		I prefer to watch live sports with Spanish-language commentary		I am equally interested in watching live sports with English and Spanish-language commentary		Total N
Hispanic Adults	48%	(479)	16%	(161)	36%	(359)	999
4-Region: Northeast	47%	(81)	13%	(23)	39%	(67)	170
4-Region: Midwest	50%	(48)	16%	(16)	34%	(33)	97
4-Region: South	45%	(200)	17%	(75)	38%	(170)	445
4-Region: West	52%	(150)	17%	(48)	31%	(89)	286
Mexican	50%	(234)	17%	(79)	33%	(152)	465
Puerto Rican	50%	(90)	11%	(20)	38%	(68)	179
Cuban	53%	(43)	20%	(16)	27%	(22)	81
Other South American	23%	(27)	23%	(28)	54%	(64)	119
Speaks only English at home	82%	(218)	3%	(8)	15%	(40)	265
Speaks mostly English at home	64%	(162)	8%	(19)	29%	(73)	254
Speaks both English and Spanish at home	28%	(90)	19%	(61)	53%	(173)	323
Speaks mostly Spanish at home	6%	(7)	47%	(52)	47%	(52)	111
Trump supporter	50%	(135)	14%	(38)	36%	(99)	272
Biden supporter	47%	(270)	17%	(99)	36%	(204)	573
Sports fans	48%	(343)	16%	(111)	37%	(263)	717
Avid sports fans	41%	(124)	20%	(60)	39%	(116)	299
Sports fans, Age: 18-34	36%	(91)	21%	(53)	43%	(109)	253
Sports fans, Age: 35-44	49%	(88)	16%	(28)	36%	(65)	182
Sports fans, Age: 45-64	57%	(120)	10%	(21)	33%	(68)	209
Sports fans, Age: 65+	62%	(45)	11%	(8)	27%	(20)	73
Movie studios should diversify teams	44%	(304)	18%	(125)	38%	(262)	691
Movie studios should diversify stories	42%	(249)	19%	(113)	39%	(234)	595
Concerned about Covid	47%	(399)	16%	(139)	37%	(318)	856
No experience with Covid	48%	(156)	16%	(51)	36%	(119)	326
Health care major factor for election	49%	(320)	15%	(101)	36%	(237)	658
Social media users	48%	(467)	16%	(158)	36%	(351)	975
WhatsApp users	34%	(161)	23%	(110)	43%	(203)	474
WeChat users	47%	(29)	9%	(5)	44%	(27)	61

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Table MCFE10: Which of the following is closest to your opinion, even if none is exactly correct?

Demographic	I prefer to watch live sports with English-language commentary		I prefer to watch live sports with Spanish-language commentary		I am equally interested in watching live sports with English and Spanish-language commentary		Total N
Hispanic Adults	48%	(479)	16%	(161)	36%	(359)	999
Social media news source at least once a week	44%	(298)	17%	(114)	39%	(267)	679

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

Table MCFE13_1: Now on another topic...Do you agree or disagree with the following statements?
Movie studios should include racially and ethnically diverse individuals on writing and directing teams

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Hispanic Adults	37%	(369)	32%	(322)	8%	(84)	8%	(82)	14%	(143)	999
Gender: Male	35%	(177)	35%	(175)	9%	(47)	10%	(50)	10%	(51)	500
Gender: Female	38%	(191)	29%	(147)	7%	(37)	6%	(32)	18%	(92)	499
Age: 18-34	39%	(149)	29%	(110)	7%	(27)	10%	(36)	15%	(55)	378
Age: 35-44	37%	(82)	36%	(80)	10%	(23)	6%	(12)	11%	(25)	222
Age: 45-64	36%	(103)	33%	(94)	7%	(22)	9%	(25)	16%	(45)	290
Age: 65+	31%	(34)	34%	(37)	12%	(13)	7%	(8)	16%	(17)	110
GenZers: 1997-2012	35%	(47)	31%	(42)	6%	(8)	11%	(15)	18%	(24)	137
Millennials: 1981-1996	42%	(153)	31%	(113)	8%	(29)	7%	(25)	12%	(42)	361
GenXers: 1965-1980	36%	(103)	32%	(92)	10%	(29)	9%	(27)	13%	(39)	289
Baby Boomers: 1946-1964	30%	(57)	36%	(69)	9%	(17)	8%	(15)	18%	(34)	191
PID: Dem (no lean)	46%	(205)	34%	(152)	6%	(27)	4%	(19)	9%	(42)	444
PID: Ind (no lean)	29%	(92)	30%	(95)	10%	(32)	9%	(29)	22%	(71)	319
PID: Rep (no lean)	30%	(72)	32%	(75)	11%	(25)	14%	(34)	13%	(30)	236
PID/Gender: Dem Men	43%	(86)	39%	(77)	7%	(14)	4%	(7)	8%	(15)	199
PID/Gender: Dem Women	48%	(118)	31%	(75)	5%	(13)	5%	(12)	11%	(27)	245
PID/Gender: Ind Men	27%	(42)	35%	(55)	10%	(15)	13%	(20)	16%	(24)	156
PID/Gender: Ind Women	31%	(50)	24%	(40)	10%	(17)	5%	(8)	29%	(47)	162
PID/Gender: Rep Men	34%	(49)	30%	(43)	13%	(18)	16%	(22)	8%	(12)	144
PID/Gender: Rep Women	25%	(23)	35%	(33)	8%	(7)	12%	(12)	20%	(18)	92
Ideo: Liberal (1-3)	54%	(185)	29%	(100)	6%	(20)	5%	(18)	5%	(18)	341
Ideo: Moderate (4)	32%	(109)	38%	(128)	8%	(27)	7%	(22)	15%	(51)	337
Ideo: Conservative (5-7)	24%	(55)	33%	(74)	14%	(32)	14%	(33)	14%	(32)	227
Educ: < College	32%	(186)	31%	(179)	9%	(49)	9%	(54)	19%	(111)	579
Educ: Bachelors degree	40%	(104)	38%	(98)	8%	(20)	7%	(19)	7%	(18)	260
Educ: Post-grad	49%	(79)	29%	(46)	9%	(14)	5%	(8)	8%	(13)	160
Income: Under 50k	35%	(181)	31%	(161)	7%	(36)	8%	(42)	18%	(94)	514
Income: 50k-100k	37%	(117)	33%	(102)	11%	(36)	9%	(27)	10%	(32)	313
Income: 100k+	41%	(71)	34%	(59)	7%	(13)	7%	(12)	10%	(17)	171
Ethnicity: White	35%	(223)	34%	(218)	9%	(56)	8%	(52)	13%	(85)	633
Ethnicity: Hispanic	37%	(369)	32%	(322)	8%	(84)	8%	(82)	14%	(143)	999

Continued on next page

Table MCFE13_1: Now on another topic...Do you agree or disagree with the following statements?
Movie studios should include racially and ethnically diverse individuals on writing and directing teams

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Hispanic Adults	37%	(369)	32%	(322)	8%	(84)	8%	(82)	14%	(143)	999
Ethnicity: Black	59%	(34)	22%	(13)	5%	(3)	6%	(3)	7%	(4)	57
Ethnicity: Other	36%	(112)	30%	(92)	8%	(25)	8%	(26)	17%	(53)	309
All Christian	38%	(210)	35%	(191)	8%	(47)	7%	(41)	12%	(65)	553
Agnostic/Nothing in particular	36%	(83)	30%	(69)	6%	(14)	11%	(25)	18%	(41)	233
Something Else	34%	(45)	27%	(36)	9%	(12)	6%	(9)	24%	(32)	133
Evangelical	37%	(88)	29%	(69)	8%	(20)	9%	(21)	17%	(41)	238
Non-Evangelical	37%	(162)	35%	(154)	8%	(36)	6%	(28)	13%	(55)	435
Community: Urban	39%	(178)	31%	(139)	7%	(31)	8%	(34)	16%	(72)	454
Community: Suburban	36%	(156)	34%	(145)	10%	(44)	9%	(37)	11%	(50)	431
Community: Rural	31%	(35)	33%	(38)	8%	(9)	9%	(11)	19%	(21)	114
Employ: Private Sector	36%	(134)	35%	(130)	10%	(37)	9%	(35)	10%	(35)	370
Employ: Government	39%	(30)	30%	(23)	11%	(8)	5%	(4)	14%	(11)	75
Employ: Self-Employed	52%	(49)	26%	(25)	5%	(5)	8%	(7)	9%	(9)	95
Employ: Student	25%	(16)	33%	(21)	11%	(7)	13%	(8)	18%	(12)	64
Employ: Retired	31%	(37)	34%	(41)	6%	(7)	9%	(11)	20%	(24)	120
Employ: Unemployed	34%	(52)	33%	(51)	7%	(12)	7%	(10)	20%	(31)	156
Employ: Other	40%	(28)	28%	(19)	4%	(3)	7%	(5)	22%	(15)	70
Military HH: Yes	39%	(45)	35%	(41)	7%	(8)	9%	(11)	10%	(12)	117
Military HH: No	37%	(323)	32%	(281)	9%	(76)	8%	(71)	15%	(131)	882
RD/WT: Right Direction	32%	(86)	31%	(85)	10%	(27)	14%	(38)	12%	(34)	270
RD/WT: Wrong Track	39%	(282)	33%	(237)	8%	(57)	6%	(44)	15%	(109)	729
Trump Job Approve	28%	(90)	32%	(101)	12%	(40)	13%	(43)	14%	(46)	320
Trump Job Disapprove	43%	(270)	33%	(208)	7%	(42)	6%	(38)	12%	(75)	633
Trump Job Strongly Approve	30%	(52)	24%	(41)	12%	(20)	18%	(31)	15%	(26)	170
Trump Job Somewhat Approve	26%	(38)	40%	(60)	13%	(19)	8%	(12)	13%	(20)	150
Trump Job Somewhat Disapprove	32%	(43)	44%	(58)	12%	(16)	5%	(6)	8%	(10)	134
Trump Job Strongly Disapprove	45%	(227)	30%	(150)	5%	(26)	6%	(31)	13%	(65)	499
Favorable of Trump	29%	(92)	33%	(104)	12%	(37)	14%	(45)	13%	(40)	318
Unfavorable of Trump	43%	(267)	33%	(202)	7%	(43)	6%	(35)	12%	(76)	622

Continued on next page

Table MCFE13_1: Now on another topic...Do you agree or disagree with the following statements?
Movie studios should include racially and ethnically diverse individuals on writing and directing teams

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Hispanic Adults	37%	(369)	32%	(322)	8%	(84)	8%	(82)	14%	(143)	999
Very Favorable of Trump	27%	(49)	29%	(53)	11%	(19)	18%	(32)	15%	(27)	180
Somewhat Favorable of Trump	31%	(43)	37%	(51)	13%	(18)	9%	(13)	10%	(14)	138
Somewhat Unfavorable of Trump	34%	(36)	41%	(43)	10%	(11)	5%	(5)	10%	(11)	106
Very Unfavorable of Trump	45%	(231)	31%	(159)	6%	(31)	6%	(30)	13%	(65)	515
#1 Issue: Economy	30%	(118)	36%	(139)	11%	(42)	6%	(24)	17%	(65)	388
#1 Issue: Security	28%	(22)	31%	(24)	9%	(7)	19%	(15)	13%	(10)	77
#1 Issue: Health Care	45%	(97)	32%	(67)	7%	(15)	7%	(16)	8%	(18)	213
#1 Issue: Medicare / Social Security	37%	(29)	31%	(23)	4%	(3)	7%	(6)	21%	(16)	76
#1 Issue: Women's Issues	46%	(30)	29%	(19)	3%	(2)	7%	(5)	14%	(9)	65
#1 Issue: Education	41%	(23)	27%	(15)	10%	(6)	14%	(8)	9%	(5)	57
#1 Issue: Energy	39%	(22)	41%	(23)	6%	(3)	6%	(3)	8%	(4)	56
#1 Issue: Other	44%	(29)	17%	(12)	8%	(6)	8%	(5)	23%	(15)	67
2018 House Vote: Democrat	48%	(181)	33%	(124)	7%	(26)	4%	(16)	7%	(25)	373
2018 House Vote: Republican	28%	(57)	33%	(69)	11%	(23)	16%	(33)	11%	(23)	205
2016 Vote: Hillary Clinton	47%	(172)	33%	(121)	7%	(25)	4%	(16)	8%	(29)	364
2016 Vote: Donald Trump	28%	(60)	34%	(73)	11%	(25)	16%	(35)	11%	(24)	217
2016 Vote: Didn't Vote	32%	(121)	31%	(118)	8%	(30)	8%	(30)	22%	(83)	382
Voted in 2014: Yes	43%	(216)	31%	(154)	9%	(46)	8%	(39)	9%	(47)	502
Voted in 2014: No	31%	(153)	34%	(168)	8%	(38)	9%	(43)	19%	(96)	497
2012 Vote: Barack Obama	47%	(180)	34%	(129)	7%	(27)	3%	(13)	9%	(32)	382
2012 Vote: Mitt Romney	24%	(31)	31%	(40)	15%	(19)	18%	(22)	12%	(16)	128
2012 Vote: Didn't Vote	33%	(154)	32%	(150)	7%	(33)	9%	(41)	19%	(90)	468
4-Region: Northeast	41%	(70)	33%	(57)	7%	(13)	7%	(13)	11%	(19)	170
4-Region: Midwest	39%	(38)	25%	(24)	12%	(12)	8%	(8)	16%	(15)	97
4-Region: South	34%	(149)	36%	(159)	8%	(36)	9%	(40)	14%	(61)	445
4-Region: West	39%	(112)	29%	(82)	8%	(23)	7%	(21)	17%	(47)	286
Mexican	37%	(171)	30%	(141)	9%	(42)	8%	(37)	16%	(74)	465
Puerto Rican	41%	(73)	29%	(52)	8%	(14)	5%	(8)	17%	(31)	179
Cuban	34%	(28)	33%	(27)	7%	(5)	10%	(8)	16%	(13)	81
Other South American	33%	(39)	43%	(51)	7%	(8)	11%	(13)	6%	(7)	119

Continued on next page

Table MCFE13_1: Now on another topic...Do you agree or disagree with the following statements?
Movie studios should include racially and ethnically diverse individuals on writing and directing teams

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Hispanic Adults	37%	(369)	32%	(322)	8%	(84)	8%	(82)	14%	(143)	999
Speaks only English at home	34%	(89)	34%	(89)	8%	(22)	10%	(25)	15%	(39)	265
Speaks mostly English at home	35%	(88)	29%	(75)	11%	(29)	10%	(24)	15%	(38)	254
Speaks both English and Spanish at home	38%	(124)	33%	(105)	6%	(20)	7%	(23)	16%	(51)	323
Speaks mostly Spanish at home	45%	(50)	32%	(36)	8%	(8)	6%	(6)	9%	(10)	111
Trump supporter	26%	(71)	32%	(87)	11%	(30)	16%	(44)	15%	(40)	272
Biden supporter	46%	(266)	32%	(183)	7%	(38)	5%	(27)	10%	(60)	573
Sports fans	37%	(262)	35%	(249)	9%	(66)	9%	(61)	11%	(78)	717
Avid sports fans	42%	(125)	34%	(102)	9%	(26)	10%	(31)	5%	(16)	299
Sports fans, Age: 18-34	38%	(96)	34%	(87)	8%	(20)	10%	(26)	9%	(24)	253
Sports fans, Age: 35-44	37%	(68)	37%	(67)	12%	(22)	5%	(9)	9%	(16)	182
Sports fans, Age: 45-64	35%	(74)	36%	(75)	6%	(13)	9%	(20)	13%	(27)	209
Sports fans, Age: 65+	33%	(24)	27%	(20)	15%	(11)	9%	(6)	16%	(12)	73
Movie studios should diversify teams	53%	(369)	47%	(322)	—	(0)	—	(0)	—	(0)	691
Movie studios should diversify stories	55%	(330)	37%	(222)	4%	(23)	2%	(10)	2%	(10)	595
Concerned about Covid	40%	(341)	32%	(274)	8%	(68)	6%	(55)	14%	(117)	856
No experience with Covid	29%	(93)	34%	(109)	9%	(28)	7%	(24)	22%	(71)	326
Health care major factor for election	43%	(281)	33%	(217)	7%	(44)	7%	(45)	11%	(70)	658
Social media users	37%	(361)	32%	(316)	9%	(84)	8%	(80)	14%	(134)	975
WhatsApp users	40%	(191)	35%	(167)	9%	(42)	6%	(31)	9%	(44)	474
WeChat users	49%	(30)	27%	(17)	10%	(6)	4%	(2)	10%	(6)	61
Social media news source at least once a week	39%	(267)	33%	(222)	8%	(54)	7%	(48)	13%	(87)	679

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

Table MCFE13_2: Now on another topic...Do you agree or disagree with the following statements?
Movie studios should prioritize telling stories about racially and ethnically diverse individuals

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Hispanic Adults	29%	(287)	31%	(309)	13%	(130)	10%	(98)	18%	(176)	999
Gender: Male	29%	(144)	30%	(148)	14%	(68)	13%	(67)	15%	(73)	500
Gender: Female	29%	(143)	32%	(160)	12%	(62)	6%	(31)	21%	(103)	499
Age: 18-34	33%	(123)	30%	(115)	11%	(40)	8%	(29)	19%	(71)	378
Age: 35-44	33%	(72)	33%	(74)	14%	(30)	9%	(19)	12%	(26)	222
Age: 45-64	24%	(70)	31%	(89)	14%	(41)	11%	(32)	20%	(58)	290
Age: 65+	19%	(21)	28%	(31)	17%	(18)	17%	(18)	19%	(21)	110
GenZers: 1997-2012	28%	(39)	27%	(36)	14%	(19)	8%	(11)	23%	(31)	137
Millennials: 1981-1996	35%	(125)	34%	(122)	11%	(38)	7%	(27)	14%	(50)	361
GenXers: 1965-1980	27%	(78)	29%	(84)	15%	(43)	11%	(31)	18%	(53)	289
Baby Boomers: 1946-1964	22%	(43)	31%	(59)	14%	(26)	14%	(26)	20%	(37)	191
PID: Dem (no lean)	36%	(161)	37%	(163)	11%	(47)	3%	(15)	13%	(59)	444
PID: Ind (no lean)	20%	(63)	28%	(89)	16%	(52)	9%	(29)	27%	(86)	319
PID: Rep (no lean)	27%	(63)	24%	(56)	13%	(31)	23%	(55)	13%	(31)	236
PID/Gender: Dem Men	34%	(69)	36%	(72)	12%	(25)	4%	(8)	13%	(25)	199
PID/Gender: Dem Women	38%	(92)	37%	(91)	9%	(23)	3%	(6)	14%	(33)	245
PID/Gender: Ind Men	17%	(27)	28%	(43)	18%	(28)	15%	(23)	22%	(35)	156
PID/Gender: Ind Women	22%	(36)	28%	(46)	14%	(23)	3%	(5)	32%	(52)	162
PID/Gender: Rep Men	34%	(49)	23%	(33)	10%	(15)	24%	(35)	9%	(13)	144
PID/Gender: Rep Women	16%	(15)	25%	(23)	18%	(16)	22%	(20)	20%	(18)	92
Ideo: Liberal (1-3)	44%	(149)	33%	(113)	12%	(41)	3%	(11)	8%	(27)	341
Ideo: Moderate (4)	21%	(71)	36%	(123)	13%	(45)	8%	(29)	21%	(70)	337
Ideo: Conservative (5-7)	21%	(47)	24%	(55)	16%	(37)	24%	(53)	15%	(35)	227
Educ: < College	26%	(150)	27%	(158)	14%	(82)	10%	(57)	23%	(133)	579
Educ: Bachelors degree	32%	(84)	36%	(94)	10%	(27)	12%	(30)	9%	(24)	260
Educ: Post-grad	33%	(53)	35%	(56)	13%	(21)	7%	(10)	12%	(19)	160
Income: Under 50k	29%	(151)	28%	(146)	13%	(67)	8%	(43)	21%	(107)	514
Income: 50k-100k	29%	(89)	31%	(96)	14%	(44)	11%	(35)	16%	(49)	313
Income: 100k+	27%	(47)	39%	(67)	11%	(19)	11%	(20)	11%	(19)	171
Ethnicity: White	27%	(168)	33%	(209)	13%	(82)	11%	(72)	16%	(102)	633
Ethnicity: Hispanic	29%	(287)	31%	(309)	13%	(130)	10%	(98)	18%	(176)	999

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Table MCFE13_2: Now on another topic...Do you agree or disagree with the following statements?
Movie studios should prioritize telling stories about racially and ethnically diverse individuals

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Hispanic Adults	29%	(287)	31%	(309)	13%	(130)	10%	(98)	18%	(176)	999
Ethnicity: Black	46%	(27)	33%	(19)	8%	(5)	5%	(3)	8%	(5)	57
Ethnicity: Other	30%	(92)	26%	(81)	14%	(43)	8%	(24)	22%	(69)	309
All Christian	29%	(162)	35%	(194)	13%	(74)	9%	(50)	13%	(73)	553
Agnostic/Nothing in particular	28%	(64)	24%	(57)	10%	(24)	13%	(30)	25%	(58)	233
Something Else	22%	(29)	28%	(38)	18%	(23)	7%	(9)	25%	(33)	133
Evangelical	29%	(69)	32%	(76)	11%	(26)	9%	(22)	19%	(45)	238
Non-Evangelical	27%	(116)	35%	(152)	16%	(71)	8%	(37)	14%	(60)	435
Community: Urban	31%	(139)	33%	(152)	13%	(60)	6%	(29)	16%	(74)	454
Community: Suburban	27%	(116)	29%	(125)	13%	(57)	14%	(58)	18%	(76)	431
Community: Rural	28%	(32)	28%	(32)	12%	(13)	9%	(11)	23%	(26)	114
Employ: Private Sector	28%	(104)	37%	(136)	13%	(49)	11%	(40)	11%	(41)	370
Employ: Government	26%	(19)	32%	(24)	16%	(12)	8%	(6)	18%	(14)	75
Employ: Self-Employed	38%	(36)	24%	(23)	9%	(8)	12%	(11)	17%	(16)	95
Employ: Student	21%	(13)	29%	(18)	16%	(10)	14%	(9)	20%	(12)	64
Employ: Retired	22%	(27)	27%	(33)	13%	(15)	15%	(18)	23%	(27)	120
Employ: Unemployed	28%	(43)	29%	(45)	14%	(22)	7%	(10)	22%	(35)	156
Employ: Other	39%	(27)	24%	(17)	4%	(3)	2%	(1)	30%	(21)	70
Military HH: Yes	28%	(33)	29%	(34)	13%	(16)	17%	(20)	12%	(14)	117
Military HH: No	29%	(254)	31%	(275)	13%	(114)	9%	(78)	18%	(161)	882
RD/WT: Right Direction	28%	(76)	24%	(65)	15%	(42)	17%	(46)	15%	(41)	270
RD/WT: Wrong Track	29%	(211)	33%	(243)	12%	(88)	7%	(52)	18%	(134)	729
Trump Job Approve	23%	(74)	24%	(78)	16%	(52)	19%	(62)	17%	(54)	320
Trump Job Disapprove	32%	(202)	35%	(224)	12%	(74)	5%	(35)	15%	(97)	633
Trump Job Strongly Approve	25%	(43)	19%	(33)	13%	(23)	28%	(47)	15%	(25)	170
Trump Job Somewhat Approve	21%	(32)	30%	(45)	19%	(29)	10%	(14)	20%	(29)	150
Trump Job Somewhat Disapprove	22%	(29)	43%	(57)	21%	(29)	4%	(5)	11%	(14)	134
Trump Job Strongly Disapprove	35%	(174)	33%	(167)	9%	(45)	6%	(30)	17%	(83)	499
Favorable of Trump	25%	(79)	24%	(77)	16%	(50)	19%	(60)	16%	(51)	318
Unfavorable of Trump	32%	(197)	35%	(221)	12%	(74)	6%	(35)	15%	(95)	622

Continued on next page

Table MCFE13_2: Now on another topic...Do you agree or disagree with the following statements?
Movie studios should prioritize telling stories about racially and ethnically diverse individuals

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Hispanic Adults	29%	(287)	31%	(309)	13%	(130)	10%	(98)	18%	(176)	999
Very Favorable of Trump	27%	(48)	19%	(34)	13%	(23)	27%	(49)	14%	(26)	180
Somewhat Favorable of Trump	23%	(31)	31%	(43)	20%	(27)	8%	(12)	18%	(26)	138
Somewhat Unfavorable of Trump	21%	(23)	37%	(40)	21%	(22)	7%	(7)	14%	(15)	106
Very Unfavorable of Trump	34%	(174)	35%	(181)	10%	(52)	5%	(28)	16%	(80)	515
#1 Issue: Economy	22%	(84)	32%	(125)	16%	(61)	11%	(43)	19%	(75)	388
#1 Issue: Security	25%	(19)	25%	(19)	8%	(6)	24%	(18)	19%	(14)	77
#1 Issue: Health Care	34%	(73)	36%	(77)	12%	(25)	6%	(13)	11%	(24)	213
#1 Issue: Medicare / Social Security	25%	(19)	34%	(26)	7%	(5)	10%	(8)	24%	(18)	76
#1 Issue: Women's Issues	41%	(27)	28%	(18)	10%	(7)	4%	(3)	17%	(11)	65
#1 Issue: Education	33%	(19)	31%	(18)	16%	(9)	10%	(6)	10%	(6)	57
#1 Issue: Energy	40%	(22)	26%	(15)	20%	(11)	4%	(2)	10%	(6)	56
#1 Issue: Other	34%	(23)	17%	(11)	8%	(5)	8%	(5)	32%	(21)	67
2018 House Vote: Democrat	37%	(139)	37%	(137)	11%	(41)	4%	(15)	11%	(40)	373
2018 House Vote: Republican	23%	(47)	26%	(54)	13%	(27)	25%	(50)	13%	(27)	205
2016 Vote: Hillary Clinton	36%	(129)	38%	(137)	12%	(43)	4%	(15)	11%	(40)	364
2016 Vote: Donald Trump	24%	(53)	23%	(51)	13%	(27)	26%	(56)	14%	(30)	217
2016 Vote: Didn't Vote	25%	(97)	29%	(111)	14%	(52)	6%	(25)	26%	(98)	382
Voted in 2014: Yes	33%	(165)	31%	(157)	13%	(65)	11%	(54)	12%	(61)	502
Voted in 2014: No	24%	(121)	30%	(151)	13%	(66)	9%	(44)	23%	(115)	497
2012 Vote: Barack Obama	37%	(140)	37%	(142)	11%	(43)	3%	(13)	11%	(44)	382
2012 Vote: Mitt Romney	18%	(23)	24%	(31)	13%	(17)	30%	(38)	14%	(18)	128
2012 Vote: Didn't Vote	26%	(121)	29%	(135)	14%	(64)	9%	(42)	23%	(107)	468
4-Region: Northeast	34%	(58)	31%	(52)	13%	(22)	6%	(11)	16%	(27)	170
4-Region: Midwest	32%	(31)	16%	(16)	17%	(16)	13%	(13)	21%	(21)	97
4-Region: South	26%	(118)	31%	(139)	15%	(68)	11%	(50)	16%	(70)	445
4-Region: West	28%	(79)	35%	(102)	8%	(23)	9%	(25)	20%	(58)	286
Mexican	29%	(133)	32%	(147)	9%	(43)	10%	(47)	20%	(94)	465
Puerto Rican	35%	(62)	27%	(48)	15%	(27)	5%	(9)	19%	(33)	179
Cuban	28%	(22)	23%	(19)	17%	(14)	14%	(12)	17%	(14)	81
Other South American	21%	(25)	39%	(46)	19%	(23)	13%	(15)	8%	(10)	119

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Table MCFE13_2: Now on another topic...Do you agree or disagree with the following statements?
Movie studios should prioritize telling stories about racially and ethnically diverse individuals

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Hispanic Adults	29%	(287)	31%	(309)	13%	(130)	10%	(98)	18%	(176)	999
Speaks only English at home	25%	(66)	27%	(72)	16%	(43)	13%	(36)	18%	(48)	265
Speaks mostly English at home	24%	(61)	32%	(81)	13%	(34)	9%	(24)	21%	(54)	254
Speaks both English and Spanish at home	31%	(100)	32%	(103)	10%	(32)	10%	(31)	18%	(58)	323
Speaks mostly Spanish at home	39%	(43)	33%	(37)	14%	(16)	5%	(5)	9%	(10)	111
Trump supporter	23%	(62)	23%	(62)	14%	(39)	23%	(63)	16%	(45)	272
Biden supporter	35%	(199)	37%	(212)	11%	(62)	4%	(25)	13%	(77)	573
Sports fans	29%	(206)	33%	(238)	13%	(97)	11%	(77)	14%	(99)	717
Avid sports fans	36%	(107)	32%	(96)	12%	(35)	13%	(37)	8%	(24)	299
Sports fans, Age: 18-34	32%	(81)	34%	(87)	12%	(31)	8%	(21)	13%	(33)	253
Sports fans, Age: 35-44	33%	(60)	35%	(64)	15%	(27)	9%	(16)	8%	(15)	182
Sports fans, Age: 45-64	24%	(50)	33%	(68)	14%	(29)	13%	(27)	17%	(36)	209
Sports fans, Age: 65+	21%	(15)	26%	(19)	15%	(11)	18%	(13)	21%	(15)	73
Movie studios should diversify teams	41%	(281)	39%	(272)	10%	(69)	4%	(26)	6%	(43)	691
Movie studios should diversify stories	48%	(287)	52%	(309)	—	(0)	—	(0)	—	(0)	595
Concerned about Covid	32%	(270)	32%	(274)	12%	(105)	8%	(65)	17%	(142)	856
No experience with Covid	23%	(74)	28%	(91)	15%	(50)	10%	(32)	24%	(79)	326
Health care major factor for election	33%	(214)	34%	(221)	12%	(79)	8%	(53)	14%	(91)	658
Social media users	29%	(280)	31%	(304)	13%	(129)	9%	(93)	17%	(168)	975
WhatsApp users	33%	(158)	36%	(171)	12%	(57)	7%	(34)	11%	(54)	474
WeChat users	46%	(28)	30%	(18)	8%	(5)	5%	(3)	11%	(7)	61
Social media news source at least once a week	32%	(219)	33%	(221)	13%	(88)	8%	(53)	14%	(98)	679

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

Table MCFE14_1: *Should action movies feature more or fewer leading characters from the following groups, or do they include about the right amount?*
White people

Demographic	More characters from this group		Less characters from this group		About the right amount		Total N
Hispanic Adults	10%	(102)	31%	(308)	59%	(589)	999
Gender: Male	14%	(68)	26%	(131)	60%	(300)	500
Gender: Female	7%	(34)	35%	(177)	58%	(289)	499
Age: 18-34	12%	(45)	36%	(135)	52%	(198)	378
Age: 35-44	14%	(31)	31%	(68)	55%	(123)	222
Age: 45-64	6%	(19)	28%	(81)	65%	(190)	290
Age: 65+	7%	(7)	22%	(24)	71%	(78)	110
GenZers: 1997-2012	12%	(16)	35%	(47)	53%	(73)	137
Millennials: 1981-1996	13%	(46)	34%	(122)	53%	(193)	361
GenXers: 1965-1980	9%	(27)	29%	(83)	62%	(179)	289
Baby Boomers: 1946-1964	5%	(10)	28%	(53)	67%	(128)	191
PID: Dem (no lean)	8%	(38)	39%	(174)	52%	(233)	444
PID: Ind (no lean)	10%	(32)	30%	(94)	61%	(193)	319
PID: Rep (no lean)	14%	(33)	17%	(40)	69%	(163)	236
PID/Gender: Dem Men	10%	(20)	34%	(68)	56%	(112)	199
PID/Gender: Dem Women	7%	(18)	43%	(106)	49%	(121)	245
PID/Gender: Ind Men	14%	(22)	24%	(38)	62%	(96)	156
PID/Gender: Ind Women	6%	(10)	34%	(56)	60%	(97)	162
PID/Gender: Rep Men	18%	(26)	18%	(25)	64%	(92)	144
PID/Gender: Rep Women	7%	(6)	16%	(15)	77%	(71)	92
Ideo: Liberal (1-3)	9%	(29)	44%	(152)	47%	(160)	341
Ideo: Moderate (4)	10%	(34)	26%	(89)	64%	(214)	337
Ideo: Conservative (5-7)	12%	(28)	20%	(45)	68%	(154)	227
Educ: < College	10%	(57)	29%	(169)	61%	(353)	579
Educ: Bachelors degree	11%	(29)	34%	(88)	55%	(143)	260
Educ: Post-grad	10%	(16)	32%	(51)	58%	(93)	160
Income: Under 50k	10%	(53)	30%	(154)	60%	(307)	514
Income: 50k-100k	8%	(24)	30%	(94)	62%	(195)	313
Income: 100k+	15%	(25)	35%	(60)	51%	(87)	171
Ethnicity: White	9%	(59)	28%	(177)	63%	(398)	633
Ethnicity: Hispanic	10%	(102)	31%	(308)	59%	(589)	999

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Table MCFE14_1: *Should action movies feature more or fewer leading characters from the following groups, or do they include about the right amount?*
White people

Demographic	More characters from this group		Less characters from this group		About the right amount		Total N
Hispanic Adults	10%	(102)	31%	(308)	59%	(589)	999
Ethnicity: Black	25%	(14)	43%	(25)	32%	(19)	57
Ethnicity: Other	9%	(29)	35%	(107)	56%	(173)	309
All Christian	10%	(57)	29%	(162)	60%	(334)	553
Agnostic/Nothing in particular	8%	(18)	35%	(81)	58%	(134)	233
Something Else	10%	(14)	26%	(35)	64%	(85)	133
Evangelical	17%	(40)	24%	(57)	59%	(141)	238
Non-Evangelical	6%	(28)	31%	(137)	62%	(270)	435
Community: Urban	10%	(45)	31%	(139)	59%	(270)	454
Community: Suburban	9%	(40)	32%	(139)	59%	(252)	431
Community: Rural	15%	(17)	26%	(30)	59%	(67)	114
Employ: Private Sector	12%	(45)	28%	(104)	60%	(222)	370
Employ: Government	16%	(12)	29%	(22)	54%	(41)	75
Employ: Self-Employed	10%	(10)	39%	(37)	51%	(48)	95
Employ: Student	11%	(7)	43%	(28)	46%	(29)	64
Employ: Retired	6%	(7)	23%	(28)	71%	(85)	120
Employ: Unemployed	8%	(13)	27%	(42)	65%	(101)	156
Employ: Other	7%	(5)	46%	(32)	47%	(33)	70
Military HH: Yes	12%	(15)	32%	(37)	56%	(66)	117
Military HH: No	10%	(87)	31%	(271)	59%	(523)	882
RD/WT: Right Direction	16%	(43)	18%	(47)	67%	(180)	270
RD/WT: Wrong Track	8%	(59)	36%	(260)	56%	(409)	729
Trump Job Approve	14%	(46)	16%	(52)	70%	(222)	320
Trump Job Disapprove	8%	(51)	39%	(246)	53%	(336)	633
Trump Job Strongly Approve	19%	(32)	13%	(22)	69%	(117)	170
Trump Job Somewhat Approve	10%	(14)	20%	(30)	70%	(106)	150
Trump Job Somewhat Disapprove	10%	(14)	27%	(36)	62%	(83)	134
Trump Job Strongly Disapprove	7%	(37)	42%	(209)	51%	(253)	499
Favorable of Trump	13%	(42)	17%	(54)	70%	(222)	318
Unfavorable of Trump	8%	(51)	38%	(238)	53%	(333)	622

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Table MCFE14_1: *Should action movies feature more or fewer leading characters from the following groups, or do they include about the right amount?*
White people

Demographic	More characters from this group		Less characters from this group		About the right amount		Total N
Hispanic Adults	10%	(102)	31%	(308)	59%	(589)	999
Very Favorable of Trump	19%	(35)	12%	(21)	69%	(124)	180
Somewhat Favorable of Trump	5%	(7)	24%	(33)	71%	(98)	138
Somewhat Unfavorable of Trump	12%	(13)	26%	(28)	62%	(66)	106
Very Unfavorable of Trump	8%	(39)	41%	(210)	52%	(267)	515
#1 Issue: Economy	9%	(36)	25%	(96)	66%	(256)	388
#1 Issue: Security	13%	(10)	27%	(21)	61%	(47)	77
#1 Issue: Health Care	9%	(20)	40%	(85)	51%	(108)	213
#1 Issue: Medicare / Social Security	10%	(8)	26%	(20)	64%	(48)	76
#1 Issue: Women's Issues	7%	(5)	36%	(24)	57%	(37)	65
#1 Issue: Education	23%	(13)	32%	(18)	46%	(26)	57
#1 Issue: Energy	10%	(5)	24%	(13)	66%	(37)	56
#1 Issue: Other	8%	(6)	47%	(32)	44%	(30)	67
2018 House Vote: Democrat	8%	(31)	40%	(149)	52%	(192)	373
2018 House Vote: Republican	14%	(28)	16%	(32)	70%	(144)	205
2016 Vote: Hillary Clinton	6%	(21)	41%	(148)	54%	(195)	364
2016 Vote: Donald Trump	15%	(33)	15%	(33)	70%	(152)	217
2016 Vote: Didn't Vote	12%	(44)	30%	(116)	58%	(222)	382
Voted in 2014: Yes	10%	(48)	33%	(163)	58%	(290)	502
Voted in 2014: No	11%	(54)	29%	(145)	60%	(299)	497
2012 Vote: Barack Obama	7%	(26)	40%	(154)	53%	(201)	382
2012 Vote: Mitt Romney	11%	(14)	11%	(15)	77%	(99)	128
2012 Vote: Didn't Vote	12%	(57)	29%	(136)	59%	(275)	468
4-Region: Northeast	12%	(20)	28%	(47)	60%	(103)	170
4-Region: Midwest	16%	(15)	33%	(32)	52%	(50)	97
4-Region: South	8%	(34)	28%	(123)	65%	(288)	445
4-Region: West	11%	(32)	37%	(106)	52%	(148)	286
Mexican	9%	(42)	35%	(165)	56%	(259)	465
Puerto Rican	13%	(23)	28%	(50)	59%	(106)	179
Cuban	7%	(6)	16%	(13)	78%	(63)	81
Other South American	11%	(13)	26%	(30)	64%	(76)	119

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Table MCFE14_1: *Should action movies feature more or fewer leading characters from the following groups, or do they include about the right amount?*
White people

Demographic	More characters from this group		Less characters from this group		About the right amount		Total N
Hispanic Adults	10%	(102)	31%	(308)	59%	(589)	999
Speaks only English at home	8%	(22)	33%	(87)	59%	(156)	265
Speaks mostly English at home	10%	(27)	31%	(79)	58%	(148)	254
Speaks both English and Spanish at home	12%	(40)	29%	(95)	58%	(189)	323
Speaks mostly Spanish at home	11%	(12)	30%	(33)	59%	(66)	111
Trump supporter	15%	(41)	12%	(33)	73%	(198)	272
Biden supporter	8%	(48)	41%	(234)	51%	(292)	573
Sports fans	11%	(80)	29%	(211)	59%	(426)	717
Avid sports fans	16%	(47)	27%	(79)	58%	(173)	299
Sports fans, Age: 18-34	14%	(34)	34%	(87)	52%	(133)	253
Sports fans, Age: 35-44	15%	(28)	29%	(53)	55%	(101)	182
Sports fans, Age: 45-64	6%	(12)	26%	(55)	68%	(143)	209
Sports fans, Age: 65+	9%	(6)	22%	(16)	69%	(50)	73
Movie studios should diversify teams	9%	(65)	35%	(243)	55%	(383)	691
Movie studios should diversify stories	11%	(63)	38%	(227)	51%	(304)	595
Concerned about Covid	9%	(80)	34%	(287)	57%	(488)	856
No experience with Covid	8%	(26)	22%	(73)	70%	(227)	326
Health care major factor for election	9%	(59)	35%	(233)	56%	(366)	658
Social media users	10%	(101)	31%	(307)	58%	(567)	975
WhatsApp users	14%	(64)	28%	(134)	58%	(275)	474
WeChat users	36%	(22)	17%	(11)	46%	(28)	61
Social media news source at least once a week	12%	(79)	33%	(226)	55%	(374)	679

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

Table MCFE14_2: *Should action movies feature more or fewer leading characters from the following groups, or do they include about the right amount?*
Black people

Demographic	More characters from this group		Less characters from this group		About the right amount	Total N
Hispanic Adults	39%	(386)	11%	(114)	50% (499)	999
Gender: Male	33%	(167)	15%	(74)	52% (258)	500
Gender: Female	44%	(219)	8%	(40)	48% (241)	499
Age: 18-34	41%	(156)	11%	(42)	47% (179)	378
Age: 35-44	39%	(86)	17%	(37)	45% (99)	222
Age: 45-64	37%	(106)	8%	(23)	55% (160)	290
Age: 65+	35%	(38)	10%	(11)	56% (61)	110
GenZers: 1997-2012	43%	(58)	13%	(18)	44% (60)	137
Millennials: 1981-1996	42%	(153)	12%	(42)	46% (167)	361
GenXers: 1965-1980	37%	(106)	12%	(33)	52% (149)	289
Baby Boomers: 1946-1964	32%	(62)	11%	(21)	57% (109)	191
PID: Dem (no lean)	52%	(229)	9%	(41)	39% (175)	444
PID: Ind (no lean)	34%	(108)	11%	(35)	55% (176)	319
PID: Rep (no lean)	21%	(49)	16%	(38)	63% (149)	236
PID/Gender: Dem Men	44%	(88)	12%	(23)	44% (88)	199
PID/Gender: Dem Women	57%	(141)	7%	(17)	36% (87)	245
PID/Gender: Ind Men	30%	(47)	14%	(22)	56% (88)	156
PID/Gender: Ind Women	38%	(61)	8%	(13)	54% (88)	162
PID/Gender: Rep Men	22%	(32)	20%	(29)	58% (83)	144
PID/Gender: Rep Women	19%	(17)	10%	(9)	71% (66)	92
Ideo: Liberal (1-3)	55%	(188)	7%	(24)	38% (129)	341
Ideo: Moderate (4)	35%	(118)	11%	(36)	54% (183)	337
Ideo: Conservative (5-7)	23%	(53)	18%	(41)	59% (133)	227
Educ: < College	36%	(210)	12%	(67)	52% (302)	579
Educ: Bachelors degree	39%	(102)	15%	(38)	46% (119)	260
Educ: Post-grad	46%	(74)	5%	(8)	49% (78)	160
Income: Under 50k	39%	(200)	11%	(59)	50% (256)	514
Income: 50k-100k	37%	(117)	11%	(33)	52% (163)	313
Income: 100k+	40%	(69)	12%	(21)	47% (81)	171
Ethnicity: White	34%	(216)	11%	(71)	55% (345)	633
Ethnicity: Hispanic	39%	(386)	11%	(114)	50% (499)	999

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Table MCFE14_2: *Should action movies feature more or fewer leading characters from the following groups, or do they include about the right amount?*
Black people

Demographic	More characters from this group		Less characters from this group		About the right amount		Total N
Hispanic Adults	39%	(386)	11%	(114)	50%	(499)	999
Ethnicity: Black	76%	(44)	7%	(4)	17%	(10)	57
Ethnicity: Other	41%	(126)	13%	(39)	47%	(144)	309
All Christian	37%	(205)	12%	(65)	51%	(283)	553
Agnostic/Nothing in particular	40%	(93)	10%	(24)	50%	(116)	233
Something Else	42%	(56)	8%	(11)	50%	(66)	133
Evangelical	37%	(89)	11%	(25)	52%	(124)	238
Non-Evangelical	39%	(169)	11%	(50)	50%	(216)	435
Community: Urban	39%	(176)	10%	(47)	51%	(231)	454
Community: Suburban	39%	(167)	12%	(52)	49%	(212)	431
Community: Rural	38%	(43)	12%	(14)	50%	(56)	114
Employ: Private Sector	36%	(133)	14%	(54)	50%	(184)	370
Employ: Government	40%	(30)	8%	(6)	52%	(39)	75
Employ: Self-Employed	48%	(46)	11%	(11)	40%	(38)	95
Employ: Student	46%	(29)	15%	(10)	38%	(24)	64
Employ: Retired	33%	(39)	9%	(11)	58%	(70)	120
Employ: Unemployed	39%	(60)	8%	(13)	53%	(83)	156
Employ: Other	43%	(30)	10%	(7)	46%	(33)	70
Military HH: Yes	40%	(47)	15%	(18)	45%	(52)	117
Military HH: No	38%	(339)	11%	(96)	51%	(447)	882
RD/WT: Right Direction	19%	(50)	16%	(42)	66%	(178)	270
RD/WT: Wrong Track	46%	(336)	10%	(72)	44%	(321)	729
Trump Job Approve	19%	(61)	16%	(53)	64%	(206)	320
Trump Job Disapprove	49%	(309)	9%	(56)	42%	(267)	633
Trump Job Strongly Approve	20%	(34)	16%	(27)	64%	(110)	170
Trump Job Somewhat Approve	18%	(28)	17%	(26)	64%	(96)	150
Trump Job Somewhat Disapprove	31%	(41)	14%	(19)	55%	(73)	134
Trump Job Strongly Disapprove	54%	(268)	7%	(37)	39%	(194)	499
Favorable of Trump	19%	(62)	15%	(48)	66%	(209)	318
Unfavorable of Trump	49%	(305)	9%	(59)	42%	(259)	622

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Table MCFE14_2: *Should action movies feature more or fewer leading characters from the following groups, or do they include about the right amount?*
Black people

Demographic	More characters from this group		Less characters from this group		About the right amount		Total N
Hispanic Adults	39%	(386)	11%	(114)	50%	(499)	999
Very Favorable of Trump	17%	(31)	18%	(32)	65%	(116)	180
Somewhat Favorable of Trump	22%	(31)	11%	(15)	67%	(92)	138
Somewhat Unfavorable of Trump	33%	(35)	17%	(18)	50%	(53)	106
Very Unfavorable of Trump	52%	(270)	8%	(40)	40%	(205)	515
#1 Issue: Economy	34%	(131)	13%	(50)	53%	(207)	388
#1 Issue: Security	14%	(11)	21%	(16)	66%	(51)	77
#1 Issue: Health Care	48%	(103)	9%	(20)	42%	(90)	213
#1 Issue: Medicare / Social Security	37%	(28)	8%	(6)	56%	(42)	76
#1 Issue: Women's Issues	54%	(35)	—	(0)	46%	(30)	65
#1 Issue: Education	45%	(26)	13%	(8)	42%	(24)	57
#1 Issue: Energy	35%	(20)	18%	(10)	47%	(26)	56
#1 Issue: Other	50%	(33)	6%	(4)	45%	(30)	67
2018 House Vote: Democrat	54%	(200)	9%	(32)	38%	(140)	373
2018 House Vote: Republican	17%	(35)	19%	(40)	64%	(131)	205
2016 Vote: Hillary Clinton	51%	(186)	8%	(28)	41%	(149)	364
2016 Vote: Donald Trump	18%	(40)	17%	(38)	64%	(140)	217
2016 Vote: Didn't Vote	38%	(146)	11%	(42)	51%	(195)	382
Voted in 2014: Yes	43%	(217)	10%	(51)	47%	(234)	502
Voted in 2014: No	34%	(169)	13%	(62)	53%	(266)	497
2012 Vote: Barack Obama	52%	(197)	8%	(30)	41%	(155)	382
2012 Vote: Mitt Romney	15%	(19)	17%	(22)	68%	(87)	128
2012 Vote: Didn't Vote	36%	(167)	12%	(57)	52%	(244)	468
4-Region: Northeast	41%	(71)	9%	(16)	49%	(84)	170
4-Region: Midwest	41%	(40)	12%	(11)	48%	(46)	97
4-Region: South	33%	(147)	11%	(49)	56%	(249)	445
4-Region: West	45%	(128)	13%	(38)	42%	(120)	286
Mexican	41%	(190)	12%	(56)	47%	(220)	465
Puerto Rican	41%	(74)	9%	(16)	50%	(90)	179
Cuban	28%	(23)	9%	(8)	63%	(51)	81
Other South American	34%	(41)	8%	(9)	58%	(69)	119

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Table MCFE14_2: Should action movies feature more or fewer leading characters from the following groups, or do they include about the right amount?
Black people

Demographic	More characters from this group		Less characters from this group		About the right amount		Total N
Hispanic Adults	39%	(386)	11%	(114)	50%	(499)	999
Speaks only English at home	40%	(106)	12%	(33)	47%	(126)	265
Speaks mostly English at home	44%	(113)	8%	(20)	48%	(121)	254
Speaks both English and Spanish at home	38%	(122)	15%	(47)	47%	(154)	323
Speaks mostly Spanish at home	32%	(35)	9%	(10)	59%	(66)	111
Trump supporter	17%	(47)	16%	(43)	67%	(182)	272
Biden supporter	52%	(297)	9%	(53)	39%	(224)	573
Sports fans	38%	(269)	13%	(92)	50%	(356)	717
Avid sports fans	38%	(115)	16%	(47)	46%	(138)	299
Sports fans, Age: 18-34	39%	(100)	13%	(33)	48%	(121)	253
Sports fans, Age: 35-44	38%	(70)	17%	(31)	44%	(81)	182
Sports fans, Age: 45-64	35%	(74)	9%	(20)	55%	(116)	209
Sports fans, Age: 65+	36%	(26)	11%	(8)	53%	(38)	73
Movie studios should diversify teams	47%	(328)	9%	(62)	44%	(301)	691
Movie studios should diversify stories	52%	(308)	10%	(59)	38%	(228)	595
Concerned about Covid	42%	(360)	11%	(96)	47%	(399)	856
No experience with Covid	30%	(99)	10%	(33)	59%	(194)	326
Health care major factor for election	45%	(299)	9%	(58)	46%	(301)	658
Social media users	39%	(381)	11%	(112)	49%	(482)	975
WhatsApp users	38%	(179)	11%	(52)	51%	(243)	474
WeChat users	34%	(21)	20%	(12)	46%	(28)	61
Social media news source at least once a week	43%	(291)	9%	(62)	48%	(326)	679

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

Table MCFE14_3: Should action movies feature more or fewer leading characters from the following groups, or do they include about the right amount?
Asian people

Demographic	More characters from this group		Less characters from this group		About the right amount	Total N
Hispanic Adults	40%	(399)	12%	(117)	48% (483)	999
Gender: Male	39%	(196)	12%	(58)	49% (246)	500
Gender: Female	41%	(204)	12%	(59)	47% (237)	499
Age: 18-34	41%	(155)	13%	(48)	46% (175)	378
Age: 35-44	33%	(74)	19%	(42)	48% (106)	222
Age: 45-64	43%	(125)	7%	(21)	50% (144)	290
Age: 65+	42%	(46)	6%	(6)	53% (58)	110
GenZers: 1997-2012	44%	(60)	10%	(13)	47% (64)	137
Millennials: 1981-1996	39%	(142)	16%	(56)	45% (163)	361
GenXers: 1965-1980	40%	(116)	11%	(33)	48% (140)	289
Baby Boomers: 1946-1964	37%	(71)	7%	(13)	56% (107)	191
PID: Dem (no lean)	47%	(208)	12%	(53)	41% (183)	444
PID: Ind (no lean)	41%	(131)	10%	(31)	49% (157)	319
PID: Rep (no lean)	26%	(61)	14%	(32)	61% (143)	236
PID/Gender: Dem Men	44%	(87)	11%	(22)	45% (90)	199
PID/Gender: Dem Women	49%	(121)	13%	(31)	38% (93)	245
PID/Gender: Ind Men	46%	(72)	9%	(14)	45% (70)	156
PID/Gender: Ind Women	36%	(58)	11%	(17)	53% (87)	162
PID/Gender: Rep Men	25%	(36)	15%	(22)	59% (85)	144
PID/Gender: Rep Women	27%	(25)	11%	(10)	62% (58)	92
Ideo: Liberal (1-3)	55%	(189)	9%	(32)	35% (120)	341
Ideo: Moderate (4)	34%	(116)	12%	(40)	54% (182)	337
Ideo: Conservative (5-7)	28%	(64)	15%	(34)	57% (129)	227
Educ: < College	37%	(215)	12%	(72)	50% (292)	579
Educ: Bachelors degree	41%	(106)	11%	(30)	48% (124)	260
Educ: Post-grad	49%	(78)	10%	(16)	42% (67)	160
Income: Under 50k	40%	(204)	11%	(59)	49% (251)	514
Income: 50k-100k	41%	(129)	12%	(38)	47% (147)	313
Income: 100k+	39%	(67)	12%	(20)	49% (85)	171
Ethnicity: White	37%	(232)	12%	(73)	52% (328)	633
Ethnicity: Hispanic	40%	(399)	12%	(117)	48% (483)	999

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Table MCFE14_3: *Should action movies feature more or fewer leading characters from the following groups, or do they include about the right amount?*
Asian people

Demographic	More characters from this group		Less characters from this group		About the right amount		Total N
Hispanic Adults	40%	(399)	12%	(117)	48%	(483)	999
Ethnicity: Black	63%	(36)	16%	(9)	21%	(12)	57
Ethnicity: Other	42%	(131)	11%	(35)	46%	(143)	309
All Christian	37%	(203)	14%	(78)	49%	(272)	553
Agnostic/Nothing in particular	44%	(102)	6%	(14)	50%	(116)	233
Something Else	37%	(50)	14%	(18)	49%	(66)	133
Evangelical	32%	(77)	19%	(44)	49%	(116)	238
Non-Evangelical	40%	(172)	11%	(49)	49%	(214)	435
Community: Urban	37%	(167)	14%	(64)	49%	(223)	454
Community: Suburban	43%	(187)	9%	(40)	48%	(205)	431
Community: Rural	40%	(46)	12%	(14)	48%	(54)	114
Employ: Private Sector	38%	(141)	14%	(50)	48%	(179)	370
Employ: Government	38%	(29)	10%	(8)	51%	(39)	75
Employ: Self-Employed	48%	(46)	8%	(7)	44%	(42)	95
Employ: Student	43%	(27)	15%	(10)	42%	(27)	64
Employ: Retired	36%	(43)	7%	(8)	57%	(69)	120
Employ: Unemployed	36%	(57)	16%	(25)	48%	(75)	156
Employ: Other	51%	(36)	4%	(3)	45%	(31)	70
Military HH: Yes	50%	(59)	11%	(13)	38%	(45)	117
Military HH: No	39%	(340)	12%	(104)	50%	(438)	882
RD/WT: Right Direction	21%	(58)	17%	(47)	61%	(166)	270
RD/WT: Wrong Track	47%	(341)	10%	(70)	44%	(317)	729
Trump Job Approve	24%	(76)	15%	(49)	61%	(195)	320
Trump Job Disapprove	49%	(307)	10%	(61)	42%	(264)	633
Trump Job Strongly Approve	24%	(41)	13%	(22)	63%	(107)	170
Trump Job Somewhat Approve	23%	(34)	18%	(27)	59%	(89)	150
Trump Job Somewhat Disapprove	37%	(50)	13%	(18)	49%	(66)	134
Trump Job Strongly Disapprove	52%	(257)	9%	(43)	40%	(198)	499
Favorable of Trump	24%	(77)	16%	(51)	60%	(190)	318
Unfavorable of Trump	48%	(301)	10%	(60)	42%	(261)	622

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Table MCFE14_3: *Should action movies feature more or fewer leading characters from the following groups, or do they include about the right amount?*
Asian people

Demographic	More characters from this group		Less characters from this group		About the right amount		Total N
Hispanic Adults	40%	(399)	12%	(117)	48%	(483)	999
Very Favorable of Trump	25%	(44)	13%	(23)	62%	(112)	180
Somewhat Favorable of Trump	24%	(33)	20%	(28)	56%	(77)	138
Somewhat Unfavorable of Trump	40%	(42)	13%	(14)	47%	(50)	106
Very Unfavorable of Trump	50%	(259)	9%	(46)	41%	(210)	515
#1 Issue: Economy	34%	(132)	13%	(51)	53%	(205)	388
#1 Issue: Security	24%	(19)	9%	(7)	67%	(52)	77
#1 Issue: Health Care	50%	(106)	13%	(28)	37%	(79)	213
#1 Issue: Medicare / Social Security	37%	(28)	5%	(4)	58%	(44)	76
#1 Issue: Women's Issues	48%	(31)	10%	(7)	41%	(27)	65
#1 Issue: Education	41%	(24)	15%	(8)	44%	(25)	57
#1 Issue: Energy	39%	(22)	13%	(7)	47%	(26)	56
#1 Issue: Other	57%	(38)	7%	(5)	36%	(24)	67
2018 House Vote: Democrat	52%	(195)	12%	(43)	36%	(135)	373
2018 House Vote: Republican	26%	(54)	15%	(30)	59%	(121)	205
2016 Vote: Hillary Clinton	49%	(178)	10%	(37)	41%	(149)	364
2016 Vote: Donald Trump	29%	(62)	13%	(29)	58%	(126)	217
2016 Vote: Didn't Vote	37%	(142)	13%	(48)	50%	(192)	382
Voted in 2014: Yes	46%	(230)	10%	(51)	44%	(221)	502
Voted in 2014: No	34%	(170)	13%	(66)	53%	(262)	497
2012 Vote: Barack Obama	51%	(193)	11%	(43)	38%	(145)	382
2012 Vote: Mitt Romney	31%	(40)	10%	(12)	59%	(76)	128
2012 Vote: Didn't Vote	34%	(159)	13%	(60)	53%	(249)	468
4-Region: Northeast	42%	(71)	11%	(19)	47%	(80)	170
4-Region: Midwest	40%	(39)	14%	(13)	47%	(45)	97
4-Region: South	36%	(158)	12%	(53)	53%	(234)	445
4-Region: West	46%	(132)	11%	(31)	43%	(123)	286
Mexican	43%	(198)	11%	(51)	46%	(216)	465
Puerto Rican	42%	(76)	10%	(18)	48%	(85)	179
Cuban	27%	(22)	14%	(12)	59%	(48)	81
Other South American	33%	(40)	12%	(14)	54%	(65)	119

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Table MCFE14_3: *Should action movies feature more or fewer leading characters from the following groups, or do they include about the right amount?*
Asian people

Demographic	More characters from this group		Less characters from this group		About the right amount		Total N
Hispanic Adults	40%	(399)	12%	(117)	48%	(483)	999
Speaks only English at home	44%	(116)	12%	(32)	44%	(118)	265
Speaks mostly English at home	44%	(111)	10%	(25)	46%	(118)	254
Speaks both English and Spanish at home	39%	(126)	13%	(41)	48%	(156)	323
Speaks mostly Spanish at home	32%	(35)	14%	(16)	54%	(60)	111
Trump supporter	23%	(62)	14%	(38)	63%	(172)	272
Biden supporter	49%	(279)	11%	(63)	40%	(231)	573
Sports fans	41%	(292)	12%	(83)	48%	(342)	717
Avid sports fans	39%	(116)	15%	(46)	46%	(137)	299
Sports fans, Age: 18-34	41%	(103)	13%	(34)	46%	(116)	253
Sports fans, Age: 35-44	35%	(63)	19%	(34)	47%	(85)	182
Sports fans, Age: 45-64	45%	(93)	6%	(12)	50%	(104)	209
Sports fans, Age: 65+	45%	(33)	5%	(4)	50%	(36)	73
Movie studios should diversify teams	47%	(325)	11%	(78)	42%	(288)	691
Movie studios should diversify stories	48%	(288)	13%	(80)	38%	(227)	595
Concerned about Covid	43%	(365)	12%	(104)	45%	(387)	856
No experience with Covid	35%	(114)	7%	(22)	58%	(190)	326
Health care major factor for election	46%	(301)	11%	(71)	43%	(286)	658
Social media users	40%	(389)	12%	(116)	48%	(470)	975
WhatsApp users	36%	(169)	14%	(64)	51%	(241)	474
WeChat users	32%	(19)	29%	(18)	39%	(24)	61
Social media news source at least once a week	39%	(267)	13%	(87)	48%	(325)	679

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

Table MCFE14_4: *Should action movies feature more or fewer leading characters from the following groups, or do they include about the right amount?*
Hispanic/Latinx people

Demographic	More characters from this group		Less characters from this group		About the right amount	Total N
Hispanic Adults	50%	(500)	6%	(62)	44% (437)	999
Gender: Male	46%	(231)	9%	(43)	45% (226)	500
Gender: Female	54%	(269)	4%	(19)	42% (211)	499
Age: 18-34	50%	(189)	8%	(30)	42% (159)	378
Age: 35-44	54%	(120)	8%	(19)	38% (84)	222
Age: 45-64	48%	(139)	4%	(10)	49% (141)	290
Age: 65+	48%	(53)	3%	(4)	48% (53)	110
GenZers: 1997-2012	52%	(70)	6%	(9)	42% (57)	137
Millennials: 1981-1996	53%	(193)	8%	(30)	38% (138)	361
GenXers: 1965-1980	49%	(142)	5%	(13)	46% (133)	289
Baby Boomers: 1946-1964	45%	(86)	5%	(10)	49% (95)	191
PID: Dem (no lean)	60%	(268)	5%	(21)	35% (155)	444
PID: Ind (no lean)	47%	(148)	8%	(25)	46% (145)	319
PID: Rep (no lean)	35%	(83)	7%	(16)	58% (136)	236
PID/Gender: Dem Men	53%	(107)	6%	(12)	41% (81)	199
PID/Gender: Dem Women	66%	(162)	4%	(9)	30% (74)	245
PID/Gender: Ind Men	45%	(71)	12%	(18)	43% (67)	156
PID/Gender: Ind Women	48%	(77)	4%	(7)	48% (78)	162
PID/Gender: Rep Men	37%	(53)	9%	(13)	54% (77)	144
PID/Gender: Rep Women	33%	(31)	3%	(3)	64% (59)	92
Ideo: Liberal (1-3)	65%	(220)	3%	(9)	33% (112)	341
Ideo: Moderate (4)	47%	(158)	7%	(22)	46% (156)	337
Ideo: Conservative (5-7)	36%	(82)	10%	(24)	54% (122)	227
Educ: < College	48%	(277)	7%	(41)	45% (261)	579
Educ: Bachelors degree	50%	(129)	6%	(15)	45% (116)	260
Educ: Post-grad	59%	(94)	4%	(6)	37% (59)	160
Income: Under 50k	51%	(261)	6%	(31)	43% (222)	514
Income: 50k-100k	49%	(154)	5%	(16)	46% (144)	313
Income: 100k+	50%	(85)	9%	(15)	41% (71)	171
Ethnicity: White	46%	(294)	6%	(36)	48% (304)	633
Ethnicity: Hispanic	50%	(500)	6%	(62)	44% (437)	999

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Table MCFE14_4: *Should action movies feature more or fewer leading characters from the following groups, or do they include about the right amount?*
Hispanic/Latinx people

Demographic	More characters from this group		Less characters from this group		About the right amount		Total N
Hispanic Adults	50%	(500)	6%	(62)	44%	(437)	999
Ethnicity: Black	73%	(42)	8%	(4)	20%	(11)	57
Ethnicity: Other	53%	(164)	7%	(22)	40%	(122)	309
All Christian	49%	(272)	6%	(35)	45%	(247)	553
Agnostic/Nothing in particular	50%	(117)	5%	(11)	45%	(105)	233
Something Else	50%	(67)	6%	(9)	43%	(58)	133
Evangelical	47%	(112)	9%	(21)	44%	(106)	238
Non-Evangelical	51%	(224)	5%	(20)	44%	(191)	435
Community: Urban	50%	(226)	8%	(36)	42%	(192)	454
Community: Suburban	51%	(218)	5%	(23)	44%	(191)	431
Community: Rural	50%	(56)	3%	(4)	47%	(54)	114
Employ: Private Sector	47%	(173)	7%	(25)	46%	(172)	370
Employ: Government	55%	(41)	4%	(3)	42%	(31)	75
Employ: Self-Employed	60%	(57)	9%	(8)	31%	(30)	95
Employ: Student	51%	(32)	7%	(5)	42%	(26)	64
Employ: Retired	46%	(55)	4%	(4)	51%	(61)	120
Employ: Unemployed	46%	(72)	8%	(12)	47%	(73)	156
Employ: Other	63%	(44)	5%	(4)	31%	(22)	70
Military HH: Yes	53%	(62)	4%	(5)	43%	(50)	117
Military HH: No	50%	(438)	7%	(57)	44%	(387)	882
RD/WT: Right Direction	31%	(85)	9%	(24)	60%	(161)	270
RD/WT: Wrong Track	57%	(415)	5%	(38)	38%	(276)	729
Trump Job Approve	33%	(107)	9%	(30)	57%	(183)	320
Trump Job Disapprove	59%	(375)	5%	(29)	36%	(229)	633
Trump Job Strongly Approve	31%	(53)	9%	(15)	60%	(102)	170
Trump Job Somewhat Approve	36%	(54)	10%	(15)	54%	(81)	150
Trump Job Somewhat Disapprove	52%	(69)	5%	(6)	44%	(58)	134
Trump Job Strongly Disapprove	61%	(306)	5%	(23)	34%	(171)	499
Favorable of Trump	32%	(102)	9%	(28)	59%	(189)	318
Unfavorable of Trump	60%	(376)	5%	(30)	35%	(216)	622

Continued on next page

Table MCFE14_4: *Should action movies feature more or fewer leading characters from the following groups, or do they include about the right amount?*
Hispanic/Latinx people

Demographic	More characters from this group		Less characters from this group		About the right amount		Total N
Hispanic Adults	50%	(500)	6%	(62)	44%	(437)	999
Very Favorable of Trump	28%	(51)	7%	(13)	65%	(116)	180
Somewhat Favorable of Trump	37%	(52)	11%	(15)	52%	(72)	138
Somewhat Unfavorable of Trump	56%	(60)	6%	(7)	38%	(40)	106
Very Unfavorable of Trump	61%	(316)	5%	(24)	34%	(176)	515
#1 Issue: Economy	43%	(168)	7%	(29)	49%	(191)	388
#1 Issue: Security	27%	(21)	15%	(12)	57%	(44)	77
#1 Issue: Health Care	63%	(134)	6%	(13)	31%	(66)	213
#1 Issue: Medicare / Social Security	52%	(39)	1%	(1)	47%	(36)	76
#1 Issue: Women's Issues	58%	(38)	2%	(1)	40%	(26)	65
#1 Issue: Education	56%	(32)	5%	(3)	39%	(23)	57
#1 Issue: Energy	46%	(26)	4%	(2)	49%	(27)	56
#1 Issue: Other	62%	(41)	3%	(2)	35%	(23)	67
2018 House Vote: Democrat	64%	(237)	5%	(20)	31%	(115)	373
2018 House Vote: Republican	32%	(66)	8%	(17)	60%	(122)	205
2016 Vote: Hillary Clinton	61%	(224)	5%	(18)	34%	(123)	364
2016 Vote: Donald Trump	34%	(74)	7%	(15)	59%	(128)	217
2016 Vote: Didn't Vote	48%	(182)	7%	(28)	45%	(172)	382
Voted in 2014: Yes	55%	(277)	6%	(28)	39%	(196)	502
Voted in 2014: No	45%	(223)	7%	(34)	48%	(241)	497
2012 Vote: Barack Obama	61%	(232)	6%	(21)	34%	(129)	382
2012 Vote: Mitt Romney	34%	(44)	6%	(8)	60%	(76)	128
2012 Vote: Didn't Vote	46%	(216)	7%	(32)	47%	(220)	468
4-Region: Northeast	53%	(90)	6%	(9)	42%	(71)	170
4-Region: Midwest	51%	(50)	10%	(10)	39%	(38)	97
4-Region: South	46%	(206)	6%	(25)	48%	(215)	445
4-Region: West	54%	(155)	6%	(19)	39%	(113)	286
Mexican	51%	(237)	6%	(29)	43%	(199)	465
Puerto Rican	51%	(91)	7%	(13)	42%	(75)	179
Cuban	43%	(35)	7%	(6)	50%	(40)	81
Other South American	43%	(51)	4%	(5)	54%	(64)	119

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Table MCFE14_4: Should action movies feature more or fewer leading characters from the following groups, or do they include about the right amount?
Hispanic/Latinx people

Demographic	More characters from this group		Less characters from this group		About the right amount		Total N
Hispanic Adults	50%	(500)	6%	(62)	44%	(437)	999
Speaks only English at home	48%	(128)	6%	(15)	46%	(122)	265
Speaks mostly English at home	54%	(137)	7%	(18)	39%	(99)	254
Speaks both English and Spanish at home	51%	(164)	6%	(19)	43%	(140)	323
Speaks mostly Spanish at home	48%	(53)	7%	(8)	45%	(49)	111
Trump supporter	31%	(84)	8%	(21)	62%	(167)	272
Biden supporter	61%	(352)	5%	(30)	33%	(191)	573
Sports fans	50%	(359)	7%	(48)	43%	(310)	717
Avid sports fans	51%	(152)	9%	(28)	40%	(119)	299
Sports fans, Age: 18-34	49%	(124)	9%	(22)	42%	(107)	253
Sports fans, Age: 35-44	55%	(99)	8%	(15)	37%	(67)	182
Sports fans, Age: 45-64	47%	(98)	4%	(8)	49%	(103)	209
Sports fans, Age: 65+	52%	(38)	4%	(3)	45%	(32)	73
Movie studios should diversify teams	58%	(403)	6%	(40)	36%	(248)	691
Movie studios should diversify stories	60%	(358)	7%	(41)	33%	(196)	595
Concerned about Covid	54%	(459)	6%	(52)	40%	(344)	856
No experience with Covid	42%	(137)	5%	(15)	53%	(174)	326
Health care major factor for election	57%	(378)	5%	(31)	38%	(249)	658
Social media users	50%	(492)	6%	(62)	43%	(420)	975
WhatsApp users	49%	(230)	7%	(36)	44%	(208)	474
WeChat users	47%	(28)	12%	(8)	41%	(25)	61
Social media news source at least once a week	51%	(349)	6%	(39)	43%	(291)	679

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

Table MCFE14_5: *Should action movies feature more or fewer leading characters from the following groups, or do they include about the right amount?*
Minorities

Demographic	More characters from this group	Less characters from this group	About the right amount	Total N
Hispanic Adults	44% (436)	10% (102)	46% (461)	999
Gender: Male	40% (198)	12% (59)	49% (243)	500
Gender: Female	48% (238)	9% (43)	44% (218)	499
Age: 18-34	41% (156)	12% (47)	46% (175)	378
Age: 35-44	46% (102)	14% (31)	40% (89)	222
Age: 45-64	44% (127)	6% (17)	50% (145)	290
Age: 65+	46% (51)	6% (7)	47% (52)	110
GenZers: 1997-2012	36% (50)	14% (19)	50% (68)	137
Millennials: 1981-1996	47% (169)	13% (47)	40% (145)	361
GenXers: 1965-1980	43% (123)	8% (22)	50% (143)	289
Baby Boomers: 1946-1964	46% (87)	7% (13)	48% (91)	191
PID: Dem (no lean)	56% (251)	8% (34)	36% (160)	444
PID: Ind (no lean)	41% (129)	10% (33)	49% (157)	319
PID: Rep (no lean)	24% (56)	15% (36)	61% (145)	236
PID/Gender: Dem Men	49% (98)	8% (15)	43% (86)	199
PID/Gender: Dem Women	62% (153)	7% (18)	30% (74)	245
PID/Gender: Ind Men	43% (67)	11% (17)	47% (73)	156
PID/Gender: Ind Women	39% (63)	10% (16)	52% (84)	162
PID/Gender: Rep Men	23% (33)	19% (27)	58% (84)	144
PID/Gender: Rep Women	24% (23)	10% (9)	66% (61)	92
Ideo: Liberal (1-3)	61% (209)	5% (18)	33% (114)	341
Ideo: Moderate (4)	40% (135)	11% (36)	49% (167)	337
Ideo: Conservative (5-7)	26% (60)	17% (38)	57% (130)	227
Educ: < College	41% (235)	11% (62)	49% (283)	579
Educ: Bachelors degree	44% (114)	11% (29)	45% (116)	260
Educ: Post-grad	54% (87)	7% (11)	39% (62)	160
Income: Under 50k	44% (225)	10% (52)	46% (237)	514
Income: 50k-100k	41% (128)	13% (39)	47% (146)	313
Income: 100k+	48% (83)	6% (10)	46% (78)	171
Ethnicity: White	40% (254)	9% (55)	51% (324)	633
Ethnicity: Hispanic	44% (436)	10% (102)	46% (461)	999

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Table MCFE14_5: *Should action movies feature more or fewer leading characters from the following groups, or do they include about the right amount?*
Minorities

Demographic	More characters from this group		Less characters from this group		About the right amount		Total N
Hispanic Adults	44%	(436)	10%	(102)	46%	(461)	999
Ethnicity: Black	66%	(38)	19%	(11)	15%	(9)	57
Ethnicity: Other	47%	(144)	12%	(36)	42%	(129)	309
All Christian	43%	(239)	9%	(52)	47%	(262)	553
Agnostic/Nothing in particular	44%	(101)	9%	(22)	47%	(110)	233
Something Else	43%	(58)	12%	(16)	45%	(60)	133
Evangelical	39%	(93)	12%	(30)	48%	(116)	238
Non-Evangelical	46%	(202)	8%	(37)	45%	(197)	435
Community: Urban	43%	(196)	10%	(44)	47%	(214)	454
Community: Suburban	45%	(193)	10%	(44)	45%	(194)	431
Community: Rural	41%	(47)	12%	(14)	47%	(53)	114
Employ: Private Sector	41%	(151)	13%	(47)	47%	(173)	370
Employ: Government	44%	(33)	8%	(6)	47%	(36)	75
Employ: Self-Employed	53%	(50)	13%	(12)	34%	(32)	95
Employ: Student	50%	(32)	15%	(9)	35%	(22)	64
Employ: Retired	45%	(54)	4%	(5)	50%	(60)	120
Employ: Unemployed	39%	(61)	7%	(11)	54%	(84)	156
Employ: Other	50%	(35)	9%	(6)	41%	(29)	70
Military HH: Yes	49%	(58)	11%	(13)	40%	(47)	117
Military HH: No	43%	(378)	10%	(89)	47%	(414)	882
RD/WT: Right Direction	22%	(59)	15%	(41)	63%	(171)	270
RD/WT: Wrong Track	52%	(377)	8%	(61)	40%	(290)	729
Trump Job Approve	20%	(65)	17%	(55)	63%	(200)	320
Trump Job Disapprove	56%	(353)	7%	(43)	37%	(236)	633
Trump Job Strongly Approve	19%	(33)	16%	(28)	64%	(110)	170
Trump Job Somewhat Approve	21%	(32)	18%	(27)	61%	(91)	150
Trump Job Somewhat Disapprove	41%	(55)	10%	(13)	49%	(66)	134
Trump Job Strongly Disapprove	60%	(299)	6%	(30)	34%	(170)	499
Favorable of Trump	21%	(68)	16%	(51)	63%	(200)	318
Unfavorable of Trump	56%	(346)	7%	(44)	37%	(232)	622

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Table MCFE14_5: *Should action movies feature more or fewer leading characters from the following groups, or do they include about the right amount?*
Minorities

Demographic	More characters from this group		Less characters from this group		About the right amount		Total N
Hispanic Adults	44%	(436)	10%	(102)	46%	(461)	999
Very Favorable of Trump	17%	(31)	16%	(29)	67%	(120)	180
Somewhat Favorable of Trump	27%	(37)	16%	(22)	58%	(80)	138
Somewhat Unfavorable of Trump	39%	(42)	9%	(10)	51%	(54)	106
Very Unfavorable of Trump	59%	(304)	7%	(34)	34%	(177)	515
#1 Issue: Economy	37%	(145)	10%	(39)	53%	(204)	388
#1 Issue: Security	23%	(18)	17%	(13)	60%	(46)	77
#1 Issue: Health Care	57%	(121)	11%	(23)	32%	(69)	213
#1 Issue: Medicare / Social Security	46%	(35)	6%	(5)	48%	(37)	76
#1 Issue: Women's Issues	51%	(33)	5%	(3)	45%	(29)	65
#1 Issue: Education	45%	(26)	14%	(8)	41%	(23)	57
#1 Issue: Energy	41%	(23)	15%	(8)	44%	(25)	56
#1 Issue: Other	53%	(36)	5%	(3)	42%	(28)	67
2018 House Vote: Democrat	61%	(226)	7%	(26)	33%	(121)	373
2018 House Vote: Republican	23%	(48)	15%	(30)	62%	(127)	205
2016 Vote: Hillary Clinton	60%	(219)	5%	(19)	35%	(126)	364
2016 Vote: Donald Trump	24%	(53)	13%	(28)	63%	(136)	217
2016 Vote: Didn't Vote	39%	(148)	13%	(49)	48%	(185)	382
Voted in 2014: Yes	52%	(259)	8%	(41)	40%	(201)	502
Voted in 2014: No	36%	(177)	12%	(61)	52%	(260)	497
2012 Vote: Barack Obama	59%	(224)	8%	(30)	34%	(128)	382
2012 Vote: Mitt Romney	27%	(35)	12%	(15)	61%	(78)	128
2012 Vote: Didn't Vote	37%	(172)	11%	(54)	52%	(242)	468
4-Region: Northeast	43%	(73)	11%	(18)	46%	(79)	170
4-Region: Midwest	41%	(40)	16%	(16)	42%	(41)	97
4-Region: South	41%	(181)	9%	(42)	50%	(222)	445
4-Region: West	50%	(142)	9%	(26)	41%	(118)	286
Mexican	47%	(220)	8%	(37)	45%	(209)	465
Puerto Rican	43%	(77)	13%	(23)	44%	(79)	179
Cuban	34%	(27)	11%	(9)	55%	(45)	81
Other South American	34%	(40)	11%	(13)	56%	(66)	119

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Table MCFE14_5: Should action movies feature more or fewer leading characters from the following groups, or do they include about the right amount?
Minorities

Demographic	More characters from this group		Less characters from this group		About the right amount		Total N
Hispanic Adults	44%	(436)	10%	(102)	46%	(461)	999
Speaks only English at home	43%	(115)	9%	(24)	48%	(126)	265
Speaks mostly English at home	48%	(123)	8%	(21)	43%	(110)	254
Speaks both English and Spanish at home	43%	(138)	11%	(35)	46%	(150)	323
Speaks mostly Spanish at home	40%	(45)	13%	(15)	46%	(51)	111
Trump supporter	20%	(53)	16%	(43)	65%	(176)	272
Biden supporter	58%	(330)	8%	(43)	35%	(200)	573
Sports fans	44%	(316)	10%	(74)	46%	(328)	717
Avid sports fans	43%	(130)	13%	(38)	44%	(131)	299
Sports fans, Age: 18-34	41%	(104)	13%	(32)	46%	(118)	253
Sports fans, Age: 35-44	47%	(85)	14%	(25)	40%	(72)	182
Sports fans, Age: 45-64	43%	(91)	6%	(12)	51%	(106)	209
Sports fans, Age: 65+	50%	(36)	6%	(4)	44%	(32)	73
Movie studios should diversify teams	53%	(363)	8%	(58)	39%	(270)	691
Movie studios should diversify stories	55%	(327)	10%	(57)	35%	(211)	595
Concerned about Covid	48%	(407)	9%	(81)	43%	(367)	856
No experience with Covid	35%	(115)	8%	(27)	56%	(184)	326
Health care major factor for election	51%	(334)	8%	(54)	41%	(269)	658
Social media users	44%	(428)	10%	(101)	46%	(446)	975
WhatsApp users	43%	(205)	11%	(50)	46%	(219)	474
WeChat users	31%	(19)	21%	(13)	48%	(29)	61
Social media news source at least once a week	45%	(306)	10%	(69)	45%	(304)	679

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

Table MCFE14_6: *Should action movies feature more or fewer leading characters from the following groups, or do they include about the right amount?*
Women

Demographic	More characters from this group		Less characters from this group		About the right amount	Total N
Hispanic Adults	39%	(394)	8%	(79)	53% (526)	999
Gender: Male	35%	(174)	11%	(55)	54% (270)	500
Gender: Female	44%	(220)	5%	(23)	51% (256)	499
Age: 18-34	38%	(145)	9%	(36)	52% (197)	378
Age: 35-44	41%	(92)	11%	(24)	48% (106)	222
Age: 45-64	38%	(111)	5%	(14)	57% (165)	290
Age: 65+	43%	(47)	5%	(5)	53% (58)	110
GenZers: 1997-2012	36%	(49)	10%	(14)	54% (74)	137
Millennials: 1981-1996	42%	(153)	10%	(35)	48% (173)	361
GenXers: 1965-1980	40%	(116)	6%	(17)	54% (156)	289
Baby Boomers: 1946-1964	36%	(68)	6%	(12)	58% (111)	191
PID: Dem (no lean)	49%	(216)	6%	(26)	45% (202)	444
PID: Ind (no lean)	36%	(116)	8%	(25)	56% (177)	319
PID: Rep (no lean)	26%	(62)	12%	(27)	62% (147)	236
PID/Gender: Dem Men	41%	(82)	8%	(16)	51% (102)	199
PID/Gender: Dem Women	55%	(134)	4%	(10)	41% (100)	245
PID/Gender: Ind Men	37%	(58)	12%	(19)	51% (80)	156
PID/Gender: Ind Women	36%	(59)	4%	(6)	60% (98)	162
PID/Gender: Rep Men	24%	(35)	14%	(21)	62% (88)	144
PID/Gender: Rep Women	30%	(27)	7%	(7)	63% (58)	92
Ideo: Liberal (1-3)	56%	(191)	7%	(23)	37% (127)	341
Ideo: Moderate (4)	35%	(120)	8%	(27)	57% (191)	337
Ideo: Conservative (5-7)	23%	(52)	11%	(25)	66% (150)	227
Educ: < College	38%	(218)	9%	(53)	53% (308)	579
Educ: Bachelors degree	39%	(101)	5%	(14)	56% (145)	260
Educ: Post-grad	47%	(75)	7%	(11)	46% (73)	160
Income: Under 50k	39%	(201)	9%	(47)	52% (266)	514
Income: 50k-100k	38%	(120)	5%	(16)	57% (178)	313
Income: 100k+	42%	(73)	9%	(16)	48% (83)	171
Ethnicity: White	38%	(237)	7%	(46)	55% (350)	633
Ethnicity: Hispanic	39%	(394)	8%	(79)	53% (526)	999

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Table MCFE14_6: *Should action movies feature more or fewer leading characters from the following groups, or do they include about the right amount?*

Women

Demographic	More characters from this group		Less characters from this group		About the right amount		Total N
Hispanic Adults	39%	(394)	8%	(79)	53%	(526)	999
Ethnicity: Black	51%	(29)	12%	(7)	38%	(22)	57
Ethnicity: Other	41%	(128)	9%	(26)	50%	(155)	309
All Christian	39%	(213)	7%	(39)	54%	(301)	553
Agnostic/Nothing in particular	42%	(99)	8%	(18)	50%	(117)	233
Something Else	34%	(45)	10%	(13)	56%	(75)	133
Evangelical	37%	(87)	11%	(26)	52%	(125)	238
Non-Evangelical	39%	(170)	5%	(24)	55%	(241)	435
Community: Urban	38%	(171)	9%	(39)	54%	(244)	454
Community: Suburban	41%	(179)	9%	(37)	50%	(216)	431
Community: Rural	39%	(44)	3%	(3)	58%	(66)	114
Employ: Private Sector	35%	(131)	10%	(36)	55%	(203)	370
Employ: Government	43%	(32)	7%	(5)	50%	(38)	75
Employ: Self-Employed	48%	(45)	7%	(7)	45%	(43)	95
Employ: Student	41%	(26)	10%	(6)	48%	(31)	64
Employ: Retired	38%	(46)	4%	(5)	58%	(69)	120
Employ: Unemployed	38%	(59)	6%	(9)	56%	(88)	156
Employ: Other	50%	(35)	9%	(7)	41%	(28)	70
Military HH: Yes	46%	(54)	9%	(11)	45%	(52)	117
Military HH: No	39%	(340)	8%	(68)	54%	(474)	882
RD/WT: Right Direction	21%	(57)	12%	(32)	67%	(181)	270
RD/WT: Wrong Track	46%	(337)	6%	(46)	47%	(345)	729
Trump Job Approve	21%	(68)	13%	(42)	65%	(209)	320
Trump Job Disapprove	49%	(310)	5%	(35)	45%	(288)	633
Trump Job Strongly Approve	20%	(35)	12%	(21)	67%	(114)	170
Trump Job Somewhat Approve	22%	(34)	14%	(21)	63%	(95)	150
Trump Job Somewhat Disapprove	36%	(48)	7%	(9)	57%	(77)	134
Trump Job Strongly Disapprove	53%	(262)	5%	(26)	42%	(211)	499
Favorable of Trump	20%	(65)	12%	(39)	67%	(214)	318
Unfavorable of Trump	50%	(310)	6%	(37)	44%	(275)	622

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Table MCFE14_6: *Should action movies feature more or fewer leading characters from the following groups, or do they include about the right amount?*
Women

Demographic	More characters from this group		Less characters from this group		About the right amount		Total N
Hispanic Adults	39%	(394)	8%	(79)	53%	(526)	999
Very Favorable of Trump	19%	(35)	13%	(23)	68%	(122)	180
Somewhat Favorable of Trump	22%	(31)	12%	(16)	66%	(92)	138
Somewhat Unfavorable of Trump	36%	(38)	12%	(12)	52%	(56)	106
Very Unfavorable of Trump	53%	(272)	5%	(25)	43%	(219)	515
#1 Issue: Economy	34%	(132)	10%	(37)	56%	(219)	388
#1 Issue: Security	20%	(15)	14%	(11)	66%	(51)	77
#1 Issue: Health Care	49%	(104)	5%	(11)	46%	(98)	213
#1 Issue: Medicare / Social Security	46%	(35)	4%	(3)	50%	(38)	76
#1 Issue: Women's Issues	51%	(33)	2%	(1)	48%	(31)	65
#1 Issue: Education	44%	(25)	10%	(6)	46%	(27)	57
#1 Issue: Energy	34%	(19)	5%	(3)	60%	(34)	56
#1 Issue: Other	46%	(31)	10%	(7)	43%	(29)	67
2018 House Vote: Democrat	53%	(197)	6%	(24)	41%	(152)	373
2018 House Vote: Republican	25%	(51)	11%	(23)	64%	(131)	205
2016 Vote: Hillary Clinton	52%	(188)	6%	(22)	42%	(153)	364
2016 Vote: Donald Trump	27%	(59)	8%	(17)	65%	(142)	217
2016 Vote: Didn't Vote	35%	(135)	9%	(36)	55%	(211)	382
Voted in 2014: Yes	47%	(234)	6%	(32)	47%	(235)	502
Voted in 2014: No	32%	(160)	9%	(46)	59%	(292)	497
2012 Vote: Barack Obama	52%	(199)	7%	(28)	41%	(155)	382
2012 Vote: Mitt Romney	27%	(35)	5%	(6)	68%	(87)	128
2012 Vote: Didn't Vote	33%	(154)	9%	(42)	58%	(272)	468
4-Region: Northeast	39%	(66)	8%	(13)	53%	(91)	170
4-Region: Midwest	43%	(42)	13%	(13)	44%	(43)	97
4-Region: South	35%	(156)	7%	(31)	58%	(258)	445
4-Region: West	46%	(130)	8%	(22)	47%	(134)	286
Mexican	43%	(202)	7%	(33)	50%	(231)	465
Puerto Rican	39%	(69)	10%	(17)	52%	(93)	179
Cuban	26%	(21)	9%	(7)	65%	(52)	81
Other South American	32%	(38)	2%	(3)	65%	(78)	119

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Table MCFE14_6: Should action movies feature more or fewer leading characters from the following groups, or do they include about the right amount?

Women

Demographic	More characters from this group		Less characters from this group		About the right amount		Total N
Hispanic Adults	39%	(394)	8%	(79)	53%	(526)	999
Speaks only English at home	41%	(108)	9%	(23)	50%	(134)	265
Speaks mostly English at home	43%	(109)	5%	(14)	52%	(131)	254
Speaks both English and Spanish at home	38%	(123)	10%	(31)	52%	(169)	323
Speaks mostly Spanish at home	38%	(42)	8%	(9)	54%	(60)	111
Trump supporter	22%	(59)	10%	(28)	68%	(185)	272
Biden supporter	50%	(286)	7%	(38)	43%	(249)	573
Sports fans	39%	(279)	9%	(65)	52%	(373)	717
Avid sports fans	37%	(111)	12%	(37)	50%	(150)	299
Sports fans, Age: 18-34	38%	(96)	12%	(29)	51%	(129)	253
Sports fans, Age: 35-44	40%	(73)	11%	(20)	49%	(89)	182
Sports fans, Age: 45-64	38%	(80)	5%	(11)	57%	(118)	209
Sports fans, Age: 65+	42%	(31)	7%	(5)	51%	(37)	73
Movie studios should diversify teams	48%	(330)	6%	(44)	46%	(316)	691
Movie studios should diversify stories	50%	(297)	7%	(42)	43%	(257)	595
Concerned about Covid	42%	(364)	8%	(66)	50%	(426)	856
No experience with Covid	30%	(96)	7%	(24)	63%	(206)	326
Health care major factor for election	47%	(308)	6%	(37)	48%	(313)	658
Social media users	40%	(387)	8%	(79)	52%	(510)	975
WhatsApp users	39%	(186)	8%	(36)	53%	(252)	474
WeChat users	35%	(21)	19%	(12)	46%	(28)	61
Social media news source at least once a week	41%	(276)	7%	(47)	52%	(356)	679

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

Table MCFE14_7: *Should action movies feature more or fewer leading characters from the following groups, or do they include about the right amount?*
Men

Demographic	More characters from this group		Less characters from this group		About the right amount	Total N
Hispanic Adults	13%	(129)	22%	(221)	65% (650)	999
Gender: Male	18%	(88)	18%	(89)	65% (322)	500
Gender: Female	8%	(41)	26%	(132)	66% (327)	499
Age: 18-34	14%	(53)	26%	(98)	60% (227)	378
Age: 35-44	15%	(33)	23%	(50)	62% (138)	222
Age: 45-64	12%	(35)	18%	(52)	70% (203)	290
Age: 65+	6%	(7)	19%	(21)	75% (82)	110
GenZers: 1997-2012	14%	(19)	26%	(35)	60% (82)	137
Millennials: 1981-1996	15%	(56)	25%	(89)	60% (217)	361
GenXers: 1965-1980	13%	(39)	19%	(55)	67% (194)	289
Baby Boomers: 1946-1964	7%	(13)	21%	(39)	73% (139)	191
PID: Dem (no lean)	11%	(51)	28%	(123)	61% (271)	444
PID: Ind (no lean)	14%	(44)	20%	(63)	67% (212)	319
PID: Rep (no lean)	14%	(34)	15%	(35)	71% (167)	236
PID/Gender: Dem Men	15%	(31)	21%	(42)	64% (127)	199
PID/Gender: Dem Women	8%	(20)	33%	(81)	59% (143)	245
PID/Gender: Ind Men	18%	(29)	17%	(27)	64% (100)	156
PID/Gender: Ind Women	9%	(15)	22%	(36)	69% (112)	162
PID/Gender: Rep Men	20%	(28)	14%	(21)	66% (95)	144
PID/Gender: Rep Women	6%	(6)	16%	(14)	78% (72)	92
Ideo: Liberal (1-3)	11%	(36)	34%	(116)	55% (189)	341
Ideo: Moderate (4)	15%	(52)	17%	(56)	68% (229)	337
Ideo: Conservative (5-7)	13%	(30)	14%	(31)	73% (166)	227
Educ: < College	14%	(81)	21%	(120)	65% (379)	579
Educ: Bachelors degree	11%	(28)	21%	(54)	68% (177)	260
Educ: Post-grad	12%	(20)	29%	(47)	59% (94)	160
Income: Under 50k	14%	(73)	22%	(111)	64% (331)	514
Income: 50k-100k	11%	(34)	22%	(69)	67% (210)	313
Income: 100k+	13%	(22)	24%	(42)	63% (108)	171
Ethnicity: White	11%	(67)	21%	(134)	68% (432)	633
Ethnicity: Hispanic	13%	(129)	22%	(221)	65% (650)	999

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Table MCFE14_7: *Should action movies feature more or fewer leading characters from the following groups, or do they include about the right amount?*
Men

Demographic	More characters from this group		Less characters from this group		About the right amount		Total N
Hispanic Adults	13%	(129)	22%	(221)	65%	(650)	999
Ethnicity: Black	23%	(13)	31%	(18)	45%	(26)	57
Ethnicity: Other	16%	(48)	22%	(69)	62%	(191)	309
All Christian	12%	(66)	21%	(114)	67%	(373)	553
Agnostic/Nothing in particular	15%	(35)	26%	(60)	59%	(138)	233
Something Else	12%	(17)	15%	(21)	72%	(96)	133
Evangelical	18%	(43)	15%	(36)	67%	(159)	238
Non-Evangelical	8%	(37)	22%	(95)	70%	(303)	435
Community: Urban	13%	(61)	22%	(98)	65%	(295)	454
Community: Suburban	13%	(58)	24%	(105)	62%	(269)	431
Community: Rural	9%	(10)	16%	(18)	75%	(86)	114
Employ: Private Sector	15%	(55)	21%	(79)	64%	(237)	370
Employ: Government	17%	(13)	16%	(12)	67%	(50)	75
Employ: Self-Employed	9%	(9)	29%	(27)	62%	(59)	95
Employ: Student	20%	(13)	28%	(18)	52%	(33)	64
Employ: Retired	7%	(8)	21%	(25)	73%	(87)	120
Employ: Unemployed	10%	(15)	19%	(30)	71%	(111)	156
Employ: Other	17%	(12)	30%	(21)	54%	(38)	70
Military HH: Yes	13%	(15)	26%	(31)	60%	(71)	117
Military HH: No	13%	(113)	22%	(190)	66%	(579)	882
RD/WT: Right Direction	14%	(39)	15%	(41)	70%	(190)	270
RD/WT: Wrong Track	12%	(89)	25%	(180)	63%	(460)	729
Trump Job Approve	14%	(46)	14%	(45)	72%	(229)	320
Trump Job Disapprove	12%	(77)	27%	(171)	61%	(385)	633
Trump Job Strongly Approve	18%	(30)	12%	(21)	70%	(119)	170
Trump Job Somewhat Approve	11%	(16)	16%	(24)	73%	(110)	150
Trump Job Somewhat Disapprove	17%	(23)	18%	(24)	65%	(87)	134
Trump Job Strongly Disapprove	11%	(54)	29%	(147)	60%	(298)	499
Favorable of Trump	15%	(46)	14%	(45)	71%	(227)	318
Unfavorable of Trump	12%	(74)	27%	(168)	61%	(380)	622

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Table MCFE14_7: *Should action movies feature more or fewer leading characters from the following groups, or do they include about the right amount?*
Men

Demographic	More characters from this group		Less characters from this group		About the right amount		Total N
Hispanic Adults	13%	(129)	22%	(221)	65%	(650)	999
Very Favorable of Trump	18%	(32)	14%	(24)	69%	(124)	180
Somewhat Favorable of Trump	10%	(15)	15%	(20)	75%	(104)	138
Somewhat Unfavorable of Trump	20%	(22)	16%	(17)	64%	(68)	106
Very Unfavorable of Trump	10%	(52)	29%	(152)	61%	(312)	515
#1 Issue: Economy	15%	(57)	14%	(54)	71%	(277)	388
#1 Issue: Security	10%	(8)	23%	(18)	67%	(52)	77
#1 Issue: Health Care	12%	(26)	29%	(62)	58%	(124)	213
#1 Issue: Medicare / Social Security	13%	(10)	22%	(17)	65%	(50)	76
#1 Issue: Women's Issues	11%	(7)	31%	(20)	59%	(38)	65
#1 Issue: Education	18%	(10)	32%	(18)	50%	(29)	57
#1 Issue: Energy	6%	(3)	26%	(14)	68%	(38)	56
#1 Issue: Other	10%	(7)	26%	(17)	63%	(42)	67
2018 House Vote: Democrat	11%	(40)	31%	(115)	59%	(219)	373
2018 House Vote: Republican	14%	(30)	15%	(31)	70%	(144)	205
2016 Vote: Hillary Clinton	9%	(33)	28%	(100)	63%	(230)	364
2016 Vote: Donald Trump	14%	(30)	14%	(29)	73%	(158)	217
2016 Vote: Didn't Vote	16%	(60)	22%	(82)	63%	(239)	382
Voted in 2014: Yes	12%	(60)	25%	(123)	64%	(319)	502
Voted in 2014: No	14%	(69)	20%	(98)	66%	(331)	497
2012 Vote: Barack Obama	10%	(40)	28%	(106)	62%	(236)	382
2012 Vote: Mitt Romney	11%	(14)	14%	(18)	75%	(95)	128
2012 Vote: Didn't Vote	15%	(68)	20%	(95)	65%	(304)	468
4-Region: Northeast	18%	(30)	16%	(28)	66%	(112)	170
4-Region: Midwest	16%	(16)	29%	(28)	55%	(54)	97
4-Region: South	9%	(40)	20%	(87)	71%	(318)	445
4-Region: West	15%	(43)	27%	(78)	58%	(166)	286
Mexican	13%	(58)	27%	(127)	60%	(280)	465
Puerto Rican	13%	(24)	17%	(31)	69%	(124)	179
Cuban	11%	(9)	12%	(9)	78%	(63)	81
Other South American	11%	(13)	17%	(20)	73%	(86)	119

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Table MCFE14_7: Should action movies feature more or fewer leading characters from the following groups, or do they include about the right amount?
Men

Demographic	More characters from this group		Less characters from this group		About the right amount		Total N
Hispanic Adults	13%	(129)	22%	(221)	65%	(650)	999
Speaks only English at home	13%	(35)	22%	(58)	65%	(172)	265
Speaks mostly English at home	14%	(34)	20%	(51)	66%	(168)	254
Speaks both English and Spanish at home	13%	(41)	23%	(75)	64%	(207)	323
Speaks mostly Spanish at home	12%	(13)	26%	(29)	63%	(69)	111
Trump supporter	15%	(41)	12%	(32)	73%	(199)	272
Biden supporter	12%	(70)	29%	(164)	59%	(339)	573
Sports fans	14%	(102)	20%	(144)	66%	(470)	717
Avid sports fans	20%	(60)	18%	(53)	62%	(187)	299
Sports fans, Age: 18-34	16%	(40)	23%	(58)	61%	(155)	253
Sports fans, Age: 35-44	17%	(31)	21%	(37)	62%	(113)	182
Sports fans, Age: 45-64	12%	(25)	17%	(35)	72%	(150)	209
Sports fans, Age: 65+	9%	(6)	18%	(13)	73%	(53)	73
Movie studios should diversify teams	11%	(79)	27%	(189)	61%	(423)	691
Movie studios should diversify stories	13%	(74)	29%	(175)	58%	(346)	595
Concerned about Covid	12%	(106)	24%	(208)	63%	(541)	856
No experience with Covid	11%	(36)	16%	(53)	72%	(236)	326
Health care major factor for election	12%	(80)	26%	(168)	62%	(410)	658
Social media users	13%	(129)	23%	(220)	64%	(627)	975
WhatsApp users	16%	(75)	21%	(100)	63%	(299)	474
WeChat users	37%	(22)	8%	(5)	55%	(34)	61
Social media news source at least once a week	14%	(97)	22%	(152)	63%	(430)	679

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

Table MCFE14_8: *Should action movies feature more or fewer leading characters from the following groups, or do they include about the right amount?*
Minority women

Demographic	More characters from this group		Less characters from this group		About the right amount	Total N
Hispanic Adults	44%	(439)	11%	(106)	46% (455)	999
Gender: Male	38%	(191)	14%	(69)	48% (240)	500
Gender: Female	50%	(248)	7%	(37)	43% (215)	499
Age: 18-34	43%	(162)	11%	(40)	46% (175)	378
Age: 35-44	43%	(95)	18%	(40)	39% (87)	222
Age: 45-64	45%	(131)	7%	(19)	48% (140)	290
Age: 65+	46%	(51)	6%	(6)	48% (53)	110
GenZers: 1997-2012	39%	(54)	12%	(16)	49% (67)	137
Millennials: 1981-1996	46%	(165)	12%	(43)	42% (153)	361
GenXers: 1965-1980	44%	(127)	12%	(33)	45% (128)	289
Baby Boomers: 1946-1964	44%	(85)	7%	(13)	49% (93)	191
PID: Dem (no lean)	56%	(250)	8%	(34)	36% (161)	444
PID: Ind (no lean)	40%	(129)	12%	(37)	48% (153)	319
PID: Rep (no lean)	25%	(60)	15%	(35)	60% (141)	236
PID/Gender: Dem Men	46%	(91)	9%	(18)	45% (90)	199
PID/Gender: Dem Women	65%	(159)	6%	(16)	29% (71)	245
PID/Gender: Ind Men	40%	(63)	16%	(25)	44% (68)	156
PID/Gender: Ind Women	40%	(66)	7%	(12)	52% (85)	162
PID/Gender: Rep Men	25%	(36)	18%	(25)	57% (82)	144
PID/Gender: Rep Women	26%	(24)	10%	(10)	64% (59)	92
Ideo: Liberal (1-3)	62%	(212)	7%	(25)	31% (104)	341
Ideo: Moderate (4)	40%	(134)	10%	(33)	50% (170)	337
Ideo: Conservative (5-7)	26%	(59)	17%	(38)	57% (129)	227
Educ: < College	43%	(249)	11%	(65)	46% (266)	579
Educ: Bachelors degree	40%	(105)	13%	(33)	47% (122)	260
Educ: Post-grad	53%	(85)	5%	(7)	42% (67)	160
Income: Under 50k	44%	(224)	10%	(52)	46% (237)	514
Income: 50k-100k	44%	(137)	11%	(33)	46% (144)	313
Income: 100k+	45%	(78)	12%	(20)	43% (73)	171
Ethnicity: White	41%	(258)	10%	(64)	49% (312)	633
Ethnicity: Hispanic	44%	(439)	11%	(106)	46% (455)	999

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Table MCFE14_8: *Should action movies feature more or fewer leading characters from the following groups, or do they include about the right amount?*
Minority women

Demographic	More characters from this group		Less characters from this group		About the right amount		Total N
Hispanic Adults	44%	(439)	11%	(106)	46%	(455)	999
Ethnicity: Black	60%	(34)	14%	(8)	26%	(15)	57
Ethnicity: Other	47%	(146)	11%	(34)	42%	(128)	309
All Christian	42%	(234)	11%	(63)	46%	(256)	553
Agnostic/Nothing in particular	45%	(105)	9%	(21)	46%	(106)	233
Something Else	45%	(60)	9%	(12)	46%	(61)	133
Evangelical	40%	(96)	14%	(32)	46%	(110)	238
Non-Evangelical	45%	(196)	9%	(40)	46%	(199)	435
Community: Urban	41%	(185)	13%	(61)	46%	(208)	454
Community: Suburban	48%	(205)	8%	(35)	44%	(191)	431
Community: Rural	42%	(48)	9%	(10)	49%	(55)	114
Employ: Private Sector	39%	(145)	13%	(49)	48%	(176)	370
Employ: Government	44%	(33)	15%	(12)	40%	(30)	75
Employ: Self-Employed	55%	(53)	7%	(7)	37%	(35)	95
Employ: Student	45%	(29)	17%	(11)	37%	(24)	64
Employ: Retired	43%	(51)	6%	(7)	51%	(61)	120
Employ: Unemployed	43%	(67)	7%	(11)	50%	(78)	156
Employ: Other	54%	(38)	8%	(6)	38%	(26)	70
Military HH: Yes	49%	(58)	12%	(14)	39%	(46)	117
Military HH: No	43%	(381)	10%	(92)	46%	(409)	882
RD/WT: Right Direction	21%	(58)	17%	(47)	61%	(166)	270
RD/WT: Wrong Track	52%	(381)	8%	(59)	40%	(289)	729
Trump Job Approve	22%	(70)	18%	(58)	60%	(192)	320
Trump Job Disapprove	55%	(351)	7%	(46)	37%	(236)	633
Trump Job Strongly Approve	20%	(34)	20%	(34)	60%	(103)	170
Trump Job Somewhat Approve	24%	(36)	16%	(24)	60%	(90)	150
Trump Job Somewhat Disapprove	39%	(52)	13%	(17)	48%	(65)	134
Trump Job Strongly Disapprove	60%	(299)	6%	(29)	34%	(171)	499
Favorable of Trump	21%	(67)	18%	(56)	61%	(195)	318
Unfavorable of Trump	56%	(348)	7%	(46)	37%	(228)	622

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Table MCFE14_8: *Should action movies feature more or fewer leading characters from the following groups, or do they include about the right amount?*
Minority women

Demographic	More characters from this group		Less characters from this group		About the right amount		Total N
Hispanic Adults	44%	(439)	11%	(106)	46%	(455)	999
Very Favorable of Trump	19%	(34)	17%	(30)	64%	(116)	180
Somewhat Favorable of Trump	24%	(34)	19%	(26)	57%	(79)	138
Somewhat Unfavorable of Trump	35%	(37)	14%	(15)	51%	(54)	106
Very Unfavorable of Trump	60%	(311)	6%	(32)	34%	(173)	515
#1 Issue: Economy	36%	(139)	13%	(51)	51%	(198)	388
#1 Issue: Security	25%	(19)	17%	(13)	58%	(45)	77
#1 Issue: Health Care	58%	(124)	9%	(19)	33%	(70)	213
#1 Issue: Medicare / Social Security	49%	(37)	6%	(5)	45%	(34)	76
#1 Issue: Women's Issues	55%	(36)	1%	(1)	44%	(29)	65
#1 Issue: Education	46%	(27)	13%	(8)	40%	(23)	57
#1 Issue: Energy	35%	(19)	7%	(4)	58%	(32)	56
#1 Issue: Other	58%	(38)	7%	(5)	35%	(23)	67
2018 House Vote: Democrat	61%	(226)	10%	(37)	29%	(109)	373
2018 House Vote: Republican	24%	(50)	16%	(33)	60%	(122)	205
2016 Vote: Hillary Clinton	59%	(215)	8%	(29)	33%	(119)	364
2016 Vote: Donald Trump	25%	(55)	15%	(33)	59%	(129)	217
2016 Vote: Didn't Vote	39%	(149)	10%	(40)	50%	(193)	382
Voted in 2014: Yes	51%	(254)	10%	(49)	40%	(199)	502
Voted in 2014: No	37%	(185)	11%	(57)	51%	(256)	497
2012 Vote: Barack Obama	59%	(224)	10%	(38)	31%	(119)	382
2012 Vote: Mitt Romney	27%	(35)	9%	(11)	64%	(81)	128
2012 Vote: Didn't Vote	37%	(174)	11%	(53)	51%	(240)	468
4-Region: Northeast	43%	(74)	11%	(18)	46%	(79)	170
4-Region: Midwest	44%	(43)	15%	(14)	41%	(40)	97
4-Region: South	38%	(171)	11%	(49)	51%	(225)	445
4-Region: West	53%	(151)	8%	(24)	39%	(111)	286
Mexican	47%	(220)	10%	(49)	42%	(196)	465
Puerto Rican	43%	(77)	12%	(21)	45%	(81)	179
Cuban	25%	(20)	14%	(12)	61%	(49)	81
Other South American	35%	(42)	8%	(10)	57%	(68)	119

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Table MCFE14_8: *Should action movies feature more or fewer leading characters from the following groups, or do they include about the right amount?*
Minority women

Demographic	More characters from this group		Less characters from this group		About the right amount		Total N
Hispanic Adults	44%	(439)	11%	(106)	46%	(455)	999
Speaks only English at home	47%	(124)	9%	(24)	44%	(118)	265
Speaks mostly English at home	49%	(124)	6%	(15)	45%	(115)	254
Speaks both English and Spanish at home	41%	(131)	13%	(43)	46%	(149)	323
Speaks mostly Spanish at home	41%	(45)	17%	(19)	42%	(47)	111
Trump supporter	20%	(55)	16%	(44)	64%	(173)	272
Biden supporter	57%	(326)	9%	(51)	34%	(197)	573
Sports fans	44%	(313)	12%	(86)	44%	(318)	717
Avid sports fans	40%	(120)	17%	(51)	43%	(129)	299
Sports fans, Age: 18-34	42%	(106)	12%	(31)	46%	(116)	253
Sports fans, Age: 35-44	43%	(78)	20%	(36)	38%	(68)	182
Sports fans, Age: 45-64	45%	(95)	6%	(13)	48%	(101)	209
Sports fans, Age: 65+	47%	(34)	8%	(6)	45%	(33)	73
Movie studios should diversify teams	53%	(369)	9%	(60)	38%	(262)	691
Movie studios should diversify stories	56%	(332)	10%	(57)	35%	(206)	595
Concerned about Covid	47%	(400)	10%	(89)	43%	(367)	856
No experience with Covid	36%	(116)	9%	(30)	55%	(180)	326
Health care major factor for election	51%	(334)	9%	(59)	40%	(265)	658
Social media users	44%	(433)	11%	(106)	45%	(437)	975
WhatsApp users	41%	(197)	14%	(65)	45%	(213)	474
WeChat users	24%	(15)	35%	(21)	41%	(25)	61
Social media news source at least once a week	45%	(306)	11%	(72)	44%	(301)	679

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

Table MCFE15_1: Should comedic movies feature more or fewer leading characters from the following groups, or do they include about the right amount?

White people

Demographic	More characters from this group		Less characters from this group		About the right amount		Total N
Hispanic Adults	10%	(104)	25%	(253)	64%	(641)	999
Gender: Male	13%	(66)	23%	(117)	63%	(317)	500
Gender: Female	8%	(38)	27%	(136)	65%	(325)	499
Age: 18-34	12%	(44)	32%	(120)	56%	(213)	378
Age: 35-44	12%	(27)	27%	(60)	61%	(135)	222
Age: 45-64	10%	(28)	19%	(56)	71%	(206)	290
Age: 65+	5%	(6)	16%	(18)	79%	(87)	110
GenZers: 1997-2012	15%	(21)	32%	(44)	52%	(72)	137
Millennials: 1981-1996	11%	(38)	31%	(111)	59%	(212)	361
GenXers: 1965-1980	9%	(25)	22%	(63)	70%	(201)	289
Baby Boomers: 1946-1964	11%	(20)	18%	(35)	71%	(136)	191
PID: Dem (no lean)	10%	(42)	32%	(141)	59%	(261)	444
PID: Ind (no lean)	10%	(32)	24%	(77)	66%	(210)	319
PID: Rep (no lean)	13%	(30)	15%	(35)	72%	(171)	236
PID/Gender: Dem Men	12%	(24)	28%	(55)	60%	(121)	199
PID/Gender: Dem Women	8%	(19)	35%	(86)	57%	(140)	245
PID/Gender: Ind Men	12%	(19)	23%	(36)	65%	(102)	156
PID/Gender: Ind Women	8%	(13)	26%	(42)	66%	(108)	162
PID/Gender: Rep Men	16%	(23)	18%	(26)	65%	(94)	144
PID/Gender: Rep Women	7%	(7)	10%	(9)	83%	(77)	92
Ideo: Liberal (1-3)	12%	(40)	36%	(123)	52%	(178)	341
Ideo: Moderate (4)	8%	(26)	20%	(66)	72%	(244)	337
Ideo: Conservative (5-7)	12%	(27)	16%	(36)	72%	(164)	227
Educ: < College	11%	(67)	25%	(144)	64%	(369)	579
Educ: Bachelors degree	10%	(25)	29%	(75)	62%	(160)	260
Educ: Post-grad	8%	(12)	22%	(35)	70%	(112)	160
Income: Under 50k	12%	(59)	26%	(136)	62%	(319)	514
Income: 50k-100k	7%	(23)	23%	(73)	69%	(217)	313
Income: 100k+	13%	(22)	26%	(45)	61%	(105)	171
Ethnicity: White	9%	(59)	21%	(135)	69%	(439)	633

Continued on next page

Table MCFE15_1: *Should comedic movies feature more or fewer leading characters from the following groups, or do they include about the right amount?*
White people

Demographic	More characters from this group		Less characters from this group		About the right amount		Total N
Hispanic Adults	10%	(104)	25%	(253)	64%	(641)	999
Ethnicity: Hispanic	10%	(104)	25%	(253)	64%	(641)	999
Ethnicity: Black	18%	(11)	43%	(25)	39%	(22)	57
Ethnicity: Other	11%	(35)	30%	(94)	58%	(180)	309
All Christian	10%	(54)	23%	(125)	68%	(374)	553
Agnostic/Nothing in particular	10%	(23)	29%	(68)	61%	(142)	233
Something Else	11%	(15)	25%	(34)	64%	(85)	133
Evangelical	13%	(31)	21%	(50)	66%	(158)	238
Non-Evangelical	9%	(38)	24%	(104)	67%	(293)	435
Community: Urban	11%	(48)	25%	(112)	65%	(294)	454
Community: Suburban	9%	(41)	26%	(110)	65%	(281)	431
Community: Rural	13%	(15)	27%	(31)	59%	(67)	114
Employ: Private Sector	12%	(44)	25%	(92)	63%	(234)	370
Employ: Government	10%	(8)	21%	(16)	69%	(52)	75
Employ: Self-Employed	12%	(11)	32%	(30)	56%	(53)	95
Employ: Student	17%	(11)	37%	(23)	46%	(29)	64
Employ: Retired	5%	(6)	17%	(21)	77%	(93)	120
Employ: Unemployed	10%	(15)	21%	(33)	69%	(107)	156
Employ: Other	9%	(7)	39%	(27)	52%	(36)	70
Military HH: Yes	12%	(14)	26%	(31)	62%	(73)	117
Military HH: No	10%	(90)	25%	(223)	65%	(569)	882
RD/WT: Right Direction	13%	(35)	15%	(42)	71%	(193)	270
RD/WT: Wrong Track	9%	(69)	29%	(212)	62%	(448)	729
Trump Job Approve	13%	(41)	14%	(45)	73%	(234)	320
Trump Job Disapprove	9%	(60)	31%	(199)	59%	(374)	633
Trump Job Strongly Approve	14%	(24)	14%	(23)	72%	(123)	170
Trump Job Somewhat Approve	11%	(16)	14%	(21)	75%	(112)	150
Trump Job Somewhat Disapprove	13%	(17)	19%	(26)	68%	(91)	134
Trump Job Strongly Disapprove	9%	(43)	35%	(173)	57%	(283)	499

Continued on next page

Table MCFE15_1: Should comedic movies feature more or fewer leading characters from the following groups, or do they include about the right amount?

White people

Demographic	More characters from this group		Less characters from this group		About the right amount		Total N
Hispanic Adults	10%	(104)	25%	(253)	64%	(641)	999
Favorable of Trump	13%	(41)	14%	(43)	74%	(234)	318
Unfavorable of Trump	9%	(58)	31%	(193)	60%	(371)	622
Very Favorable of Trump	13%	(24)	14%	(25)	73%	(131)	180
Somewhat Favorable of Trump	12%	(16)	13%	(18)	75%	(104)	138
Somewhat Unfavorable of Trump	14%	(14)	19%	(20)	67%	(72)	106
Very Unfavorable of Trump	8%	(44)	33%	(172)	58%	(299)	515
#1 Issue: Economy	12%	(45)	21%	(80)	68%	(264)	388
#1 Issue: Security	9%	(7)	21%	(16)	70%	(54)	77
#1 Issue: Health Care	8%	(17)	32%	(69)	59%	(126)	213
#1 Issue: Medicare / Social Security	12%	(9)	22%	(17)	66%	(50)	76
#1 Issue: Women's Issues	10%	(7)	29%	(19)	61%	(40)	65
#1 Issue: Education	10%	(5)	30%	(17)	60%	(35)	57
#1 Issue: Energy	10%	(6)	18%	(10)	72%	(40)	56
#1 Issue: Other	12%	(8)	38%	(26)	50%	(33)	67
2018 House Vote: Democrat	10%	(36)	34%	(126)	57%	(211)	373
2018 House Vote: Republican	11%	(23)	13%	(28)	75%	(154)	205
2016 Vote: Hillary Clinton	8%	(28)	31%	(114)	61%	(221)	364
2016 Vote: Donald Trump	12%	(27)	14%	(30)	74%	(161)	217
2016 Vote: Didn't Vote	12%	(44)	26%	(99)	62%	(239)	382
Voted in 2014: Yes	10%	(52)	27%	(134)	63%	(315)	502
Voted in 2014: No	10%	(52)	24%	(119)	66%	(327)	497
2012 Vote: Barack Obama	9%	(35)	32%	(121)	59%	(226)	382
2012 Vote: Mitt Romney	9%	(11)	10%	(13)	81%	(103)	128
2012 Vote: Didn't Vote	12%	(54)	25%	(118)	63%	(296)	468
4-Region: Northeast	12%	(21)	24%	(41)	64%	(109)	170
4-Region: Midwest	12%	(12)	32%	(31)	56%	(54)	97
4-Region: South	8%	(37)	21%	(94)	71%	(314)	445
4-Region: West	12%	(34)	30%	(87)	58%	(165)	286

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Table MCFE15_1: *Should comedic movies feature more or fewer leading characters from the following groups, or do they include about the right amount?*
White people

Demographic	More characters from this group		Less characters from this group		About the right amount		Total N
Hispanic Adults	10%	(104)	25%	(253)	64%	(641)	999
Mexican	10%	(48)	30%	(139)	60%	(278)	465
Puerto Rican	11%	(19)	23%	(42)	66%	(118)	179
Cuban	7%	(6)	12%	(10)	81%	(66)	81
Other South American	10%	(12)	17%	(21)	73%	(87)	119
Speaks only English at home	9%	(24)	27%	(72)	64%	(170)	265
Speaks mostly English at home	10%	(26)	25%	(63)	65%	(164)	254
Speaks both English and Spanish at home	13%	(41)	26%	(83)	62%	(200)	323
Speaks mostly Spanish at home	9%	(10)	23%	(26)	68%	(75)	111
Trump supporter	13%	(35)	12%	(33)	75%	(204)	272
Biden supporter	10%	(57)	33%	(188)	57%	(329)	573
Sports fans	12%	(85)	25%	(179)	63%	(453)	717
Avid sports fans	14%	(43)	22%	(66)	64%	(191)	299
Sports fans, Age: 18-34	14%	(36)	32%	(81)	54%	(136)	253
Sports fans, Age: 35-44	14%	(25)	26%	(48)	60%	(109)	182
Sports fans, Age: 45-64	8%	(18)	19%	(39)	73%	(153)	209
Sports fans, Age: 65+	8%	(6)	16%	(12)	76%	(55)	73
Movie studios should diversify teams	10%	(71)	29%	(201)	61%	(419)	691
Movie studios should diversify stories	12%	(71)	32%	(192)	56%	(332)	595
Concerned about Covid	10%	(87)	28%	(236)	62%	(533)	856
No experience with Covid	9%	(29)	20%	(64)	71%	(233)	326
Health care major factor for election	10%	(65)	29%	(190)	61%	(404)	658
Social media users	11%	(103)	26%	(253)	63%	(618)	975
WhatsApp users	11%	(52)	25%	(117)	64%	(305)	474
WeChat users	20%	(12)	21%	(13)	60%	(36)	61
Social media news source at least once a week	11%	(72)	28%	(189)	61%	(417)	679

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

Table MCFE15_2: *Should comedic movies feature more or fewer leading characters from the following groups, or do they include about the right amount?*
Black people

Demographic	More characters from this group		Less characters from this group		About the right amount		Total N
Hispanic Adults	36%	(363)	12%	(125)	51%	(511)	999
Gender: Male	33%	(163)	16%	(78)	52%	(259)	500
Gender: Female	40%	(200)	9%	(47)	51%	(252)	499
Age: 18-34	39%	(148)	14%	(52)	47%	(177)	378
Age: 35-44	36%	(80)	17%	(37)	47%	(105)	222
Age: 45-64	34%	(100)	8%	(24)	57%	(166)	290
Age: 65+	32%	(35)	11%	(12)	57%	(63)	110
GenZers: 1997-2012	41%	(56)	14%	(18)	46%	(62)	137
Millennials: 1981-1996	38%	(139)	15%	(53)	47%	(169)	361
GenXers: 1965-1980	35%	(102)	10%	(30)	54%	(157)	289
Baby Boomers: 1946-1964	32%	(61)	11%	(21)	57%	(109)	191
PID: Dem (no lean)	48%	(212)	12%	(52)	41%	(180)	444
PID: Ind (no lean)	33%	(106)	11%	(35)	56%	(177)	319
PID: Rep (no lean)	19%	(45)	16%	(37)	65%	(154)	236
PID/Gender: Dem Men	42%	(83)	14%	(28)	44%	(88)	199
PID/Gender: Dem Women	53%	(129)	10%	(24)	38%	(92)	245
PID/Gender: Ind Men	32%	(50)	13%	(21)	55%	(86)	156
PID/Gender: Ind Women	34%	(56)	9%	(15)	56%	(91)	162
PID/Gender: Rep Men	21%	(30)	20%	(29)	59%	(85)	144
PID/Gender: Rep Women	17%	(16)	8%	(8)	75%	(69)	92
Ideo: Liberal (1-3)	54%	(183)	9%	(31)	37%	(127)	341
Ideo: Moderate (4)	32%	(106)	11%	(36)	58%	(195)	337
Ideo: Conservative (5-7)	20%	(45)	20%	(45)	60%	(137)	227
Educ: < College	35%	(205)	12%	(67)	53%	(307)	579
Educ: Bachelors degree	36%	(95)	16%	(43)	47%	(122)	260
Educ: Post-grad	40%	(63)	9%	(15)	51%	(81)	160
Income: Under 50k	36%	(183)	13%	(65)	52%	(267)	514
Income: 50k-100k	37%	(115)	13%	(39)	51%	(159)	313
Income: 100k+	38%	(65)	12%	(21)	50%	(86)	171
Ethnicity: White	32%	(202)	13%	(79)	56%	(352)	633

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Table MCFE15_2: *Should comedic movies feature more or fewer leading characters from the following groups, or do they include about the right amount?*
Black people

Demographic	More characters from this group		Less characters from this group		About the right amount		Total N
Hispanic Adults	36%	(363)	12%	(125)	51%	(511)	999
Ethnicity: Hispanic	36%	(363)	12%	(125)	51%	(511)	999
Ethnicity: Black	73%	(42)	7%	(4)	20%	(12)	57
Ethnicity: Other	39%	(120)	13%	(41)	48%	(147)	309
All Christian	34%	(189)	13%	(70)	53%	(294)	553
Agnostic/Nothing in particular	41%	(95)	9%	(21)	50%	(117)	233
Something Else	33%	(45)	13%	(17)	54%	(72)	133
Evangelical	35%	(83)	14%	(33)	51%	(122)	238
Non-Evangelical	34%	(146)	12%	(54)	54%	(234)	435
Community: Urban	36%	(165)	12%	(56)	51%	(233)	454
Community: Suburban	36%	(154)	12%	(52)	52%	(225)	431
Community: Rural	39%	(44)	15%	(17)	47%	(53)	114
Employ: Private Sector	35%	(128)	15%	(55)	50%	(187)	370
Employ: Government	35%	(26)	8%	(6)	57%	(43)	75
Employ: Self-Employed	46%	(43)	16%	(15)	39%	(37)	95
Employ: Student	44%	(28)	11%	(7)	45%	(28)	64
Employ: Retired	33%	(40)	10%	(12)	57%	(68)	120
Employ: Unemployed	33%	(51)	10%	(15)	58%	(90)	156
Employ: Other	40%	(28)	18%	(13)	41%	(29)	70
Military HH: Yes	43%	(50)	15%	(17)	42%	(50)	117
Military HH: No	35%	(313)	12%	(107)	52%	(461)	882
RD/WT: Right Direction	17%	(46)	16%	(44)	66%	(180)	270
RD/WT: Wrong Track	43%	(317)	11%	(81)	45%	(331)	729
Trump Job Approve	15%	(49)	18%	(59)	66%	(212)	320
Trump Job Disapprove	47%	(300)	9%	(60)	43%	(273)	633
Trump Job Strongly Approve	16%	(27)	16%	(27)	69%	(117)	170
Trump Job Somewhat Approve	15%	(22)	21%	(32)	64%	(95)	150
Trump Job Somewhat Disapprove	34%	(45)	14%	(18)	52%	(70)	134
Trump Job Strongly Disapprove	51%	(255)	8%	(42)	41%	(203)	499

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Table MCFE15_2: Should comedic movies feature more or fewer leading characters from the following groups, or do they include about the right amount?

Black people

Demographic	More characters from this group		Less characters from this group		About the right amount		Total N
Hispanic Adults	36%	(363)	12%	(125)	51%	(511)	999
Favorable of Trump	17%	(53)	18%	(57)	65%	(208)	318
Unfavorable of Trump	46%	(288)	10%	(62)	44%	(273)	622
Very Favorable of Trump	15%	(27)	18%	(33)	67%	(120)	180
Somewhat Favorable of Trump	19%	(26)	18%	(25)	64%	(88)	138
Somewhat Unfavorable of Trump	29%	(31)	16%	(17)	55%	(59)	106
Very Unfavorable of Trump	50%	(257)	9%	(45)	42%	(214)	515
#1 Issue: Economy	31%	(121)	12%	(46)	57%	(222)	388
#1 Issue: Security	17%	(13)	19%	(15)	63%	(49)	77
#1 Issue: Health Care	39%	(83)	14%	(29)	47%	(100)	213
#1 Issue: Medicare / Social Security	42%	(32)	9%	(6)	50%	(38)	76
#1 Issue: Women's Issues	51%	(33)	6%	(4)	43%	(28)	65
#1 Issue: Education	47%	(27)	9%	(5)	43%	(25)	57
#1 Issue: Energy	38%	(21)	20%	(11)	42%	(23)	56
#1 Issue: Other	48%	(32)	12%	(8)	40%	(27)	67
2018 House Vote: Democrat	50%	(186)	11%	(40)	39%	(147)	373
2018 House Vote: Republican	21%	(43)	17%	(35)	62%	(128)	205
2016 Vote: Hillary Clinton	50%	(180)	8%	(30)	42%	(153)	364
2016 Vote: Donald Trump	18%	(40)	18%	(39)	64%	(138)	217
2016 Vote: Didn't Vote	34%	(130)	13%	(48)	53%	(204)	382
Voted in 2014: Yes	42%	(211)	11%	(55)	47%	(235)	502
Voted in 2014: No	30%	(152)	14%	(70)	56%	(276)	497
2012 Vote: Barack Obama	49%	(187)	10%	(39)	41%	(156)	382
2012 Vote: Mitt Romney	16%	(20)	15%	(20)	68%	(87)	128
2012 Vote: Didn't Vote	32%	(151)	13%	(61)	55%	(256)	468
4-Region: Northeast	43%	(73)	11%	(19)	46%	(79)	170
4-Region: Midwest	39%	(38)	13%	(13)	48%	(47)	97
4-Region: South	30%	(131)	14%	(61)	57%	(253)	445
4-Region: West	42%	(121)	11%	(33)	46%	(133)	286

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Table MCFE15_2: Should comedic movies feature more or fewer leading characters from the following groups, or do they include about the right amount?
Black people

Demographic	More characters from this group		Less characters from this group		About the right amount		Total N
Hispanic Adults	36%	(363)	12%	(125)	51%	(511)	999
Mexican	38%	(179)	12%	(58)	49%	(228)	465
Puerto Rican	41%	(73)	11%	(20)	48%	(86)	179
Cuban	28%	(23)	7%	(6)	64%	(52)	81
Other South American	28%	(33)	11%	(13)	62%	(73)	119
Speaks only English at home	39%	(104)	10%	(27)	50%	(134)	265
Speaks mostly English at home	41%	(105)	11%	(29)	47%	(121)	254
Speaks both English and Spanish at home	34%	(109)	17%	(55)	49%	(159)	323
Speaks mostly Spanish at home	33%	(37)	11%	(12)	56%	(62)	111
Trump supporter	16%	(43)	15%	(42)	69%	(186)	272
Biden supporter	48%	(274)	11%	(61)	41%	(238)	573
Sports fans	35%	(254)	14%	(98)	51%	(365)	717
Avid sports fans	33%	(98)	17%	(50)	50%	(151)	299
Sports fans, Age: 18-34	39%	(98)	16%	(41)	45%	(115)	253
Sports fans, Age: 35-44	35%	(63)	17%	(31)	48%	(87)	182
Sports fans, Age: 45-64	34%	(70)	9%	(18)	58%	(121)	209
Sports fans, Age: 65+	32%	(23)	11%	(8)	57%	(41)	73
Movie studios should diversify teams	44%	(303)	12%	(80)	45%	(308)	691
Movie studios should diversify stories	48%	(288)	12%	(74)	39%	(233)	595
Concerned about Covid	40%	(341)	12%	(101)	48%	(413)	856
No experience with Covid	28%	(92)	11%	(34)	61%	(200)	326
Health care major factor for election	42%	(278)	10%	(67)	47%	(313)	658
Social media users	37%	(357)	13%	(122)	51%	(496)	975
WhatsApp users	35%	(165)	13%	(63)	52%	(247)	474
WeChat users	37%	(22)	17%	(10)	47%	(29)	61
Social media news source at least once a week	39%	(264)	12%	(78)	50%	(336)	679

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

Table MCFE15_3: *Should comedic movies feature more or fewer leading characters from the following groups, or do they include about the right amount?*

Asian people

Demographic	More characters from this group		Less characters from this group		About the right amount	Total N
Hispanic Adults	40%	(400)	11%	(113)	49% (486)	999
Gender: Male	37%	(184)	12%	(62)	51% (253)	500
Gender: Female	43%	(216)	10%	(51)	47% (233)	499
Age: 18-34	40%	(153)	12%	(45)	48% (180)	378
Age: 35-44	36%	(80)	14%	(31)	50% (111)	222
Age: 45-64	42%	(120)	9%	(26)	49% (143)	290
Age: 65+	43%	(48)	10%	(11)	47% (52)	110
GenZers: 1997-2012	44%	(60)	12%	(17)	43% (59)	137
Millennials: 1981-1996	40%	(145)	12%	(42)	48% (175)	361
GenXers: 1965-1980	39%	(113)	11%	(32)	50% (143)	289
Baby Boomers: 1946-1964	38%	(73)	11%	(20)	51% (97)	191
PID: Dem (no lean)	50%	(222)	12%	(54)	38% (169)	444
PID: Ind (no lean)	37%	(119)	9%	(27)	54% (172)	319
PID: Rep (no lean)	25%	(60)	13%	(31)	61% (145)	236
PID/Gender: Dem Men	45%	(89)	13%	(26)	42% (84)	199
PID/Gender: Dem Women	54%	(133)	11%	(28)	34% (84)	245
PID/Gender: Ind Men	40%	(62)	9%	(13)	52% (81)	156
PID/Gender: Ind Women	35%	(57)	9%	(14)	56% (92)	162
PID/Gender: Rep Men	23%	(33)	16%	(22)	61% (88)	144
PID/Gender: Rep Women	29%	(27)	9%	(9)	61% (57)	92
Ideo: Liberal (1-3)	57%	(194)	10%	(34)	33% (113)	341
Ideo: Moderate (4)	36%	(122)	10%	(35)	54% (181)	337
Ideo: Conservative (5-7)	24%	(54)	13%	(29)	63% (144)	227
Educ: < College	39%	(225)	12%	(69)	49% (286)	579
Educ: Bachelors degree	39%	(101)	10%	(25)	51% (133)	260
Educ: Post-grad	47%	(75)	11%	(18)	42% (67)	160
Income: Under 50k	39%	(202)	11%	(57)	50% (255)	514
Income: 50k-100k	41%	(129)	11%	(36)	47% (148)	313
Income: 100k+	40%	(69)	11%	(19)	48% (83)	171
Ethnicity: White	36%	(226)	11%	(70)	53% (337)	633

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Table MCFE15_3: *Should comedic movies feature more or fewer leading characters from the following groups, or do they include about the right amount?*
Asian people

Demographic	More characters from this group		Less characters from this group		About the right amount		Total N
Hispanic Adults	40%	(400)	11%	(113)	49%	(486)	999
Ethnicity: Hispanic	40%	(400)	11%	(113)	49%	(486)	999
Ethnicity: Black	68%	(39)	14%	(8)	18%	(10)	57
Ethnicity: Other	44%	(135)	11%	(35)	45%	(138)	309
All Christian	36%	(201)	13%	(70)	51%	(283)	553
Agnostic/Nothing in particular	45%	(105)	6%	(15)	49%	(114)	233
Something Else	42%	(57)	10%	(14)	47%	(63)	133
Evangelical	33%	(78)	15%	(35)	53%	(125)	238
Non-Evangelical	41%	(177)	11%	(48)	48%	(210)	435
Community: Urban	36%	(163)	14%	(63)	50%	(228)	454
Community: Suburban	45%	(193)	9%	(39)	46%	(199)	431
Community: Rural	39%	(44)	9%	(11)	52%	(59)	114
Employ: Private Sector	38%	(142)	14%	(50)	48%	(179)	370
Employ: Government	33%	(25)	9%	(7)	58%	(44)	75
Employ: Self-Employed	50%	(48)	9%	(9)	40%	(38)	95
Employ: Student	44%	(28)	11%	(7)	45%	(29)	64
Employ: Retired	37%	(45)	9%	(10)	54%	(65)	120
Employ: Unemployed	38%	(60)	9%	(14)	53%	(82)	156
Employ: Other	48%	(33)	17%	(12)	35%	(25)	70
Military HH: Yes	43%	(50)	12%	(14)	45%	(52)	117
Military HH: No	40%	(350)	11%	(98)	49%	(434)	882
RD/WT: Right Direction	21%	(56)	15%	(40)	64%	(174)	270
RD/WT: Wrong Track	47%	(344)	10%	(73)	43%	(312)	729
Trump Job Approve	21%	(67)	13%	(40)	66%	(213)	320
Trump Job Disapprove	50%	(316)	10%	(66)	40%	(251)	633
Trump Job Strongly Approve	21%	(36)	13%	(21)	67%	(113)	170
Trump Job Somewhat Approve	21%	(32)	13%	(19)	66%	(99)	150
Trump Job Somewhat Disapprove	38%	(50)	12%	(16)	50%	(67)	134
Trump Job Strongly Disapprove	53%	(266)	10%	(50)	37%	(183)	499

Continued on next page

Table MCFE15_3: *Should comedic movies feature more or fewer leading characters from the following groups, or do they include about the right amount?*
Asian people

Demographic	More characters from this group		Less characters from this group		About the right amount		Total N
Hispanic Adults	40%	(400)	11%	(113)	49%	(486)	999
Favorable of Trump	22%	(69)	13%	(43)	65%	(207)	318
Unfavorable of Trump	50%	(312)	10%	(60)	40%	(249)	622
Very Favorable of Trump	18%	(32)	15%	(27)	67%	(121)	180
Somewhat Favorable of Trump	26%	(37)	12%	(16)	62%	(86)	138
Somewhat Unfavorable of Trump	35%	(37)	12%	(13)	53%	(57)	106
Very Unfavorable of Trump	53%	(276)	9%	(47)	37%	(193)	515
#1 Issue: Economy	34%	(132)	11%	(42)	55%	(214)	388
#1 Issue: Security	23%	(18)	15%	(11)	62%	(48)	77
#1 Issue: Health Care	48%	(103)	13%	(27)	39%	(82)	213
#1 Issue: Medicare / Social Security	43%	(33)	10%	(8)	46%	(35)	76
#1 Issue: Women's Issues	46%	(30)	6%	(4)	48%	(31)	65
#1 Issue: Education	38%	(22)	20%	(11)	42%	(24)	57
#1 Issue: Energy	40%	(22)	7%	(4)	53%	(30)	56
#1 Issue: Other	61%	(41)	7%	(4)	32%	(22)	67
2018 House Vote: Democrat	53%	(197)	12%	(46)	35%	(130)	373
2018 House Vote: Republican	23%	(47)	12%	(26)	65%	(132)	205
2016 Vote: Hillary Clinton	52%	(191)	9%	(33)	39%	(140)	364
2016 Vote: Donald Trump	22%	(47)	15%	(32)	64%	(138)	217
2016 Vote: Didn't Vote	38%	(143)	12%	(44)	51%	(194)	382
Voted in 2014: Yes	45%	(227)	10%	(48)	45%	(226)	502
Voted in 2014: No	35%	(173)	13%	(65)	52%	(260)	497
2012 Vote: Barack Obama	53%	(202)	10%	(40)	37%	(139)	382
2012 Vote: Mitt Romney	21%	(27)	11%	(14)	68%	(86)	128
2012 Vote: Didn't Vote	35%	(166)	12%	(57)	52%	(245)	468
4-Region: Northeast	45%	(76)	10%	(17)	45%	(77)	170
4-Region: Midwest	47%	(46)	7%	(7)	45%	(44)	97
4-Region: South	33%	(148)	13%	(56)	54%	(241)	445
4-Region: West	46%	(130)	11%	(33)	43%	(123)	286

Continued on next page

Table MCFE15_3: *Should comedic movies feature more or fewer leading characters from the following groups, or do they include about the right amount?*
Asian people

Demographic	More characters from this group		Less characters from this group		About the right amount		Total N
Hispanic Adults	40%	(400)	11%	(113)	49%	(486)	999
Mexican	43%	(202)	11%	(50)	46%	(213)	465
Puerto Rican	42%	(75)	10%	(18)	48%	(86)	179
Cuban	26%	(21)	8%	(7)	66%	(53)	81
Other South American	34%	(40)	11%	(13)	55%	(66)	119
Speaks only English at home	43%	(115)	10%	(27)	46%	(123)	265
Speaks mostly English at home	49%	(124)	6%	(16)	45%	(114)	254
Speaks both English and Spanish at home	36%	(115)	17%	(54)	48%	(155)	323
Speaks mostly Spanish at home	32%	(35)	12%	(14)	56%	(62)	111
Trump supporter	20%	(55)	12%	(32)	68%	(185)	272
Biden supporter	52%	(296)	10%	(57)	38%	(221)	573
Sports fans	39%	(282)	11%	(80)	49%	(354)	717
Avid sports fans	36%	(108)	13%	(38)	51%	(153)	299
Sports fans, Age: 18-34	38%	(97)	13%	(32)	49%	(124)	253
Sports fans, Age: 35-44	34%	(62)	15%	(27)	51%	(93)	182
Sports fans, Age: 45-64	41%	(87)	9%	(19)	50%	(104)	209
Sports fans, Age: 65+	50%	(36)	4%	(3)	46%	(33)	73
Movie studios should diversify teams	48%	(329)	11%	(74)	42%	(288)	691
Movie studios should diversify stories	49%	(291)	12%	(72)	39%	(233)	595
Concerned about Covid	43%	(368)	11%	(92)	46%	(395)	856
No experience with Covid	34%	(111)	8%	(24)	59%	(191)	326
Health care major factor for election	45%	(299)	12%	(76)	43%	(282)	658
Social media users	40%	(394)	11%	(112)	48%	(470)	975
WhatsApp users	34%	(161)	15%	(71)	51%	(242)	474
WeChat users	32%	(19)	22%	(13)	46%	(28)	61
Social media news source at least once a week	40%	(273)	12%	(82)	48%	(324)	679

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

Table MCFE15_4: *Should comedic movies feature more or fewer leading characters from the following groups, or do they include about the right amount?*

Hispanic/Latinx people

Demographic	More characters from this group		Less characters from this group		About the right amount	Total N
Hispanic Adults	47%	(471)	8%	(80)	45% (449)	999
Gender: Male	43%	(215)	10%	(50)	47% (235)	500
Gender: Female	51%	(255)	6%	(30)	43% (214)	499
Age: 18-34	46%	(173)	11%	(41)	43% (163)	378
Age: 35-44	46%	(103)	11%	(25)	43% (94)	222
Age: 45-64	47%	(137)	4%	(11)	49% (142)	290
Age: 65+	53%	(58)	3%	(3)	45% (49)	110
GenZers: 1997-2012	45%	(61)	14%	(20)	41% (56)	137
Millennials: 1981-1996	49%	(176)	9%	(31)	43% (154)	361
GenXers: 1965-1980	46%	(133)	6%	(19)	48% (137)	289
Baby Boomers: 1946-1964	49%	(93)	5%	(10)	46% (88)	191
PID: Dem (no lean)	58%	(258)	8%	(34)	34% (153)	444
PID: Ind (no lean)	44%	(139)	6%	(21)	50% (159)	319
PID: Rep (no lean)	31%	(73)	11%	(25)	58% (137)	236
PID/Gender: Dem Men	52%	(104)	8%	(17)	40% (79)	199
PID/Gender: Dem Women	63%	(154)	7%	(17)	30% (73)	245
PID/Gender: Ind Men	43%	(67)	10%	(15)	47% (74)	156
PID/Gender: Ind Women	44%	(72)	3%	(5)	52% (85)	162
PID/Gender: Rep Men	31%	(44)	12%	(18)	57% (82)	144
PID/Gender: Rep Women	32%	(29)	8%	(8)	60% (56)	92
Ideo: Liberal (1-3)	61%	(207)	6%	(21)	33% (113)	341
Ideo: Moderate (4)	46%	(156)	7%	(22)	47% (159)	337
Ideo: Conservative (5-7)	32%	(74)	11%	(24)	57% (129)	227
Educ: < College	45%	(259)	8%	(48)	47% (272)	579
Educ: Bachelors degree	48%	(124)	9%	(22)	44% (113)	260
Educ: Post-grad	55%	(87)	6%	(9)	40% (63)	160
Income: Under 50k	45%	(231)	8%	(39)	47% (244)	514
Income: 50k-100k	50%	(157)	9%	(27)	41% (129)	313
Income: 100k+	48%	(82)	8%	(14)	44% (75)	171
Ethnicity: White	44%	(278)	7%	(46)	49% (310)	633

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Table MCFE15_4: *Should comedic movies feature more or fewer leading characters from the following groups, or do they include about the right amount?*
Hispanic/Latinx people

Demographic	More characters from this group		Less characters from this group		About the right amount	Total N
Hispanic Adults	47%	(471)	8%	(80)	45% (449)	999
Ethnicity: Hispanic	47%	(471)	8%	(80)	45% (449)	999
Ethnicity: Black	72%	(42)	17%	(10)	11% (6)	57
Ethnicity: Other	49%	(151)	8%	(25)	43% (133)	309
All Christian	45%	(250)	7%	(41)	47% (262)	553
Agnostic/Nothing in particular	48%	(113)	7%	(15)	45% (105)	233
Something Else	47%	(63)	10%	(14)	42% (56)	133
Evangelical	44%	(104)	10%	(23)	47% (112)	238
Non-Evangelical	47%	(206)	7%	(31)	45% (198)	435
Community: Urban	44%	(202)	9%	(40)	47% (213)	454
Community: Suburban	49%	(212)	7%	(30)	44% (190)	431
Community: Rural	50%	(57)	9%	(10)	41% (46)	114
Employ: Private Sector	46%	(169)	10%	(36)	45% (166)	370
Employ: Government	39%	(29)	9%	(7)	52% (39)	75
Employ: Self-Employed	58%	(55)	7%	(7)	35% (33)	95
Employ: Student	50%	(32)	13%	(8)	37% (24)	64
Employ: Retired	48%	(58)	3%	(3)	49% (59)	120
Employ: Unemployed	40%	(62)	6%	(10)	54% (84)	156
Employ: Other	59%	(42)	8%	(6)	33% (23)	70
Military HH: Yes	56%	(65)	13%	(16)	31% (36)	117
Military HH: No	46%	(405)	7%	(64)	47% (412)	882
RD/WT: Right Direction	28%	(77)	10%	(28)	61% (166)	270
RD/WT: Wrong Track	54%	(394)	7%	(52)	39% (283)	729
Trump Job Approve	27%	(87)	11%	(36)	62% (197)	320
Trump Job Disapprove	58%	(367)	6%	(40)	36% (226)	633
Trump Job Strongly Approve	27%	(46)	8%	(14)	64% (110)	170
Trump Job Somewhat Approve	27%	(41)	14%	(22)	58% (87)	150
Trump Job Somewhat Disapprove	49%	(65)	7%	(9)	45% (60)	134
Trump Job Strongly Disapprove	60%	(302)	6%	(31)	33% (166)	499

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Table MCFE15_4: Should comedic movies feature more or fewer leading characters from the following groups, or do they include about the right amount?

Hispanic/Latinx people

Demographic	More characters from this group		Less characters from this group		About the right amount		Total N
Hispanic Adults	47%	(471)	8%	(80)	45%	(449)	999
Favorable of Trump	29%	(92)	9%	(29)	62%	(198)	318
Unfavorable of Trump	58%	(358)	7%	(43)	35%	(221)	622
Very Favorable of Trump	25%	(45)	9%	(17)	66%	(118)	180
Somewhat Favorable of Trump	34%	(47)	9%	(12)	58%	(80)	138
Somewhat Unfavorable of Trump	48%	(51)	10%	(10)	43%	(45)	106
Very Unfavorable of Trump	60%	(308)	6%	(32)	34%	(175)	515
#1 Issue: Economy	43%	(165)	8%	(32)	49%	(191)	388
#1 Issue: Security	37%	(28)	8%	(6)	56%	(43)	77
#1 Issue: Health Care	52%	(111)	9%	(18)	39%	(83)	213
#1 Issue: Medicare / Social Security	49%	(37)	7%	(5)	44%	(33)	76
#1 Issue: Women's Issues	48%	(31)	5%	(3)	47%	(31)	65
#1 Issue: Education	46%	(26)	12%	(7)	42%	(24)	57
#1 Issue: Energy	43%	(24)	10%	(6)	47%	(26)	56
#1 Issue: Other	70%	(46)	4%	(3)	26%	(17)	67
2018 House Vote: Democrat	62%	(230)	8%	(29)	30%	(114)	373
2018 House Vote: Republican	29%	(60)	10%	(21)	60%	(124)	205
2016 Vote: Hillary Clinton	61%	(222)	6%	(20)	33%	(122)	364
2016 Vote: Donald Trump	29%	(64)	10%	(21)	61%	(132)	217
2016 Vote: Didn't Vote	44%	(167)	9%	(34)	47%	(180)	382
Voted in 2014: Yes	53%	(266)	7%	(33)	41%	(203)	502
Voted in 2014: No	41%	(205)	9%	(47)	49%	(245)	497
2012 Vote: Barack Obama	59%	(224)	7%	(27)	34%	(130)	382
2012 Vote: Mitt Romney	33%	(42)	6%	(8)	61%	(77)	128
2012 Vote: Didn't Vote	42%	(198)	9%	(44)	48%	(227)	468
4-Region: Northeast	49%	(84)	8%	(13)	43%	(73)	170
4-Region: Midwest	52%	(51)	6%	(6)	42%	(41)	97
4-Region: South	45%	(199)	6%	(27)	49%	(219)	445
4-Region: West	48%	(136)	12%	(34)	41%	(116)	286

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Table MCFE15_4: Should comedic movies feature more or fewer leading characters from the following groups, or do they include about the right amount?

Hispanic/Latinx people

Demographic	More characters from this group		Less characters from this group		About the right amount		Total N
Hispanic Adults	47%	(471)	8%	(80)	45%	(449)	999
Mexican	49%	(227)	7%	(33)	44%	(206)	465
Puerto Rican	51%	(91)	7%	(13)	42%	(75)	179
Cuban	35%	(29)	7%	(5)	58%	(47)	81
Other South American	40%	(48)	9%	(10)	51%	(61)	119
Speaks only English at home	50%	(133)	7%	(18)	43%	(115)	265
Speaks mostly English at home	52%	(132)	8%	(20)	40%	(101)	254
Speaks both English and Spanish at home	45%	(145)	10%	(33)	45%	(146)	323
Speaks mostly Spanish at home	44%	(49)	8%	(8)	48%	(54)	111
Trump supporter	28%	(76)	10%	(27)	62%	(168)	272
Biden supporter	59%	(336)	7%	(39)	35%	(198)	573
Sports fans	47%	(338)	8%	(57)	45%	(322)	717
Avid sports fans	43%	(129)	10%	(30)	47%	(140)	299
Sports fans, Age: 18-34	45%	(115)	11%	(28)	44%	(111)	253
Sports fans, Age: 35-44	46%	(83)	12%	(21)	43%	(77)	182
Sports fans, Age: 45-64	47%	(97)	3%	(7)	50%	(105)	209
Sports fans, Age: 65+	58%	(42)	1%	(1)	41%	(30)	73
Movie studios should diversify teams	55%	(380)	7%	(49)	38%	(262)	691
Movie studios should diversify stories	58%	(343)	8%	(47)	34%	(205)	595
Concerned about Covid	50%	(431)	8%	(68)	42%	(356)	856
No experience with Covid	38%	(122)	6%	(18)	57%	(185)	326
Health care major factor for election	53%	(349)	7%	(45)	40%	(265)	658
Social media users	47%	(463)	8%	(80)	44%	(432)	975
WhatsApp users	45%	(214)	9%	(44)	45%	(216)	474
WeChat users	44%	(27)	11%	(7)	45%	(27)	61
Social media news source at least once a week	48%	(326)	8%	(52)	44%	(301)	679

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

Table MCFE15_5: *Should comedic movies feature more or fewer leading characters from the following groups, or do they include about the right amount?*

Minorities

Demographic	More characters from this group		Less characters from this group		About the right amount		Total N
Hispanic Adults	43%	(431)	10%	(105)	46%	(464)	999
Gender: Male	40%	(198)	13%	(64)	48%	(237)	500
Gender: Female	47%	(233)	8%	(41)	45%	(226)	499
Age: 18-34	40%	(152)	14%	(53)	46%	(173)	378
Age: 35-44	44%	(98)	12%	(27)	44%	(97)	222
Age: 45-64	44%	(126)	7%	(21)	49%	(143)	290
Age: 65+	49%	(54)	4%	(5)	46%	(51)	110
GenZers: 1997-2012	39%	(54)	18%	(24)	43%	(59)	137
Millennials: 1981-1996	43%	(156)	12%	(43)	45%	(163)	361
GenXers: 1965-1980	44%	(126)	8%	(23)	49%	(140)	289
Baby Boomers: 1946-1964	47%	(90)	7%	(14)	46%	(87)	191
PID: Dem (no lean)	56%	(250)	9%	(39)	35%	(156)	444
PID: Ind (no lean)	38%	(122)	9%	(30)	52%	(167)	319
PID: Rep (no lean)	25%	(59)	15%	(36)	60%	(141)	236
PID/Gender: Dem Men	50%	(100)	10%	(19)	40%	(80)	199
PID/Gender: Dem Women	61%	(150)	8%	(20)	31%	(76)	245
PID/Gender: Ind Men	38%	(60)	11%	(17)	51%	(79)	156
PID/Gender: Ind Women	38%	(62)	8%	(12)	54%	(88)	162
PID/Gender: Rep Men	27%	(38)	19%	(28)	54%	(78)	144
PID/Gender: Rep Women	23%	(21)	9%	(9)	68%	(63)	92
Ideo: Liberal (1-3)	62%	(213)	6%	(20)	32%	(108)	341
Ideo: Moderate (4)	40%	(135)	10%	(35)	50%	(167)	337
Ideo: Conservative (5-7)	26%	(58)	15%	(33)	60%	(135)	227
Educ: < College	41%	(236)	11%	(65)	48%	(278)	579
Educ: Bachelors degree	45%	(116)	10%	(26)	46%	(118)	260
Educ: Post-grad	50%	(79)	9%	(14)	42%	(67)	160
Income: Under 50k	42%	(217)	10%	(53)	48%	(244)	514
Income: 50k-100k	43%	(135)	13%	(40)	44%	(139)	313
Income: 100k+	46%	(78)	7%	(12)	47%	(81)	171
Ethnicity: White	40%	(252)	9%	(59)	51%	(322)	633

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Table MCFE15_5: *Should comedic movies feature more or fewer leading characters from the following groups, or do they include about the right amount?*
Minorities

Demographic	More characters from this group		Less characters from this group		About the right amount		Total N
Hispanic Adults	43%	(431)	10%	(105)	46%	(464)	999
Ethnicity: Hispanic	43%	(431)	10%	(105)	46%	(464)	999
Ethnicity: Black	70%	(40)	13%	(7)	17%	(10)	57
Ethnicity: Other	45%	(138)	12%	(38)	43%	(132)	309
All Christian	42%	(234)	11%	(62)	47%	(257)	553
Agnostic/Nothing in particular	47%	(108)	6%	(13)	48%	(111)	233
Something Else	38%	(51)	12%	(16)	50%	(67)	133
Evangelical	37%	(89)	15%	(36)	47%	(113)	238
Non-Evangelical	44%	(192)	9%	(41)	47%	(202)	435
Community: Urban	40%	(183)	11%	(52)	48%	(219)	454
Community: Suburban	46%	(197)	9%	(39)	45%	(196)	431
Community: Rural	44%	(50)	13%	(14)	43%	(49)	114
Employ: Private Sector	39%	(146)	13%	(49)	47%	(175)	370
Employ: Government	35%	(26)	7%	(5)	58%	(44)	75
Employ: Self-Employed	56%	(53)	12%	(11)	32%	(31)	95
Employ: Student	50%	(32)	17%	(11)	33%	(21)	64
Employ: Retired	46%	(55)	6%	(7)	48%	(58)	120
Employ: Unemployed	41%	(63)	8%	(12)	51%	(80)	156
Employ: Other	48%	(34)	11%	(7)	41%	(29)	70
Military HH: Yes	49%	(58)	13%	(16)	38%	(44)	117
Military HH: No	42%	(373)	10%	(89)	48%	(420)	882
RD/WT: Right Direction	21%	(56)	16%	(43)	63%	(171)	270
RD/WT: Wrong Track	51%	(375)	8%	(61)	40%	(293)	729
Trump Job Approve	22%	(69)	15%	(48)	63%	(203)	320
Trump Job Disapprove	55%	(346)	8%	(53)	37%	(234)	633
Trump Job Strongly Approve	19%	(32)	16%	(27)	66%	(112)	170
Trump Job Somewhat Approve	25%	(37)	14%	(22)	61%	(91)	150
Trump Job Somewhat Disapprove	43%	(57)	9%	(11)	49%	(65)	134
Trump Job Strongly Disapprove	58%	(289)	8%	(41)	34%	(169)	499

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Table MCFE15_5: Should comedic movies feature more or fewer leading characters from the following groups, or do they include about the right amount?
Minorities

Demographic	More characters from this group		Less characters from this group		About the right amount		Total N
Hispanic Adults	43%	(431)	10%	(105)	46%	(464)	999
Favorable of Trump	20%	(65)	15%	(48)	65%	(205)	318
Unfavorable of Trump	56%	(345)	8%	(51)	36%	(226)	622
Very Favorable of Trump	16%	(29)	16%	(30)	67%	(121)	180
Somewhat Favorable of Trump	26%	(36)	13%	(18)	61%	(84)	138
Somewhat Unfavorable of Trump	42%	(45)	9%	(10)	48%	(51)	106
Very Unfavorable of Trump	58%	(300)	8%	(41)	34%	(175)	515
#1 Issue: Economy	37%	(142)	11%	(43)	52%	(203)	388
#1 Issue: Security	20%	(16)	20%	(15)	60%	(46)	77
#1 Issue: Health Care	50%	(107)	10%	(21)	40%	(84)	213
#1 Issue: Medicare / Social Security	54%	(41)	6%	(4)	41%	(31)	76
#1 Issue: Women's Issues	51%	(33)	3%	(2)	46%	(30)	65
#1 Issue: Education	52%	(30)	12%	(7)	36%	(21)	57
#1 Issue: Energy	45%	(25)	8%	(4)	47%	(26)	56
#1 Issue: Other	55%	(36)	11%	(8)	34%	(23)	67
2018 House Vote: Democrat	60%	(222)	8%	(31)	32%	(119)	373
2018 House Vote: Republican	27%	(55)	15%	(31)	58%	(119)	205
2016 Vote: Hillary Clinton	59%	(213)	7%	(25)	34%	(125)	364
2016 Vote: Donald Trump	25%	(55)	13%	(29)	61%	(133)	217
2016 Vote: Didn't Vote	37%	(143)	12%	(47)	50%	(192)	382
Voted in 2014: Yes	52%	(261)	7%	(36)	41%	(204)	502
Voted in 2014: No	34%	(169)	14%	(69)	52%	(259)	497
2012 Vote: Barack Obama	59%	(227)	7%	(27)	33%	(127)	382
2012 Vote: Mitt Romney	27%	(34)	9%	(12)	64%	(81)	128
2012 Vote: Didn't Vote	35%	(163)	13%	(63)	52%	(242)	468
4-Region: Northeast	39%	(66)	10%	(18)	51%	(86)	170
4-Region: Midwest	43%	(42)	15%	(15)	42%	(41)	97
4-Region: South	39%	(175)	10%	(45)	51%	(225)	445
4-Region: West	52%	(148)	9%	(27)	39%	(111)	286

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Table MCFE15_5: *Should comedic movies feature more or fewer leading characters from the following groups, or do they include about the right amount?*
Minorities

Demographic	More characters from this group		Less characters from this group		About the right amount		Total N
Hispanic Adults	43%	(431)	10%	(105)	46%	(464)	999
Mexican	48%	(223)	10%	(46)	42%	(196)	465
Puerto Rican	42%	(75)	10%	(17)	48%	(86)	179
Cuban	29%	(23)	12%	(9)	60%	(48)	81
Other South American	35%	(42)	9%	(11)	56%	(67)	119
Speaks only English at home	47%	(126)	10%	(26)	43%	(114)	265
Speaks mostly English at home	48%	(121)	9%	(23)	43%	(109)	254
Speaks both English and Spanish at home	39%	(127)	12%	(38)	49%	(159)	323
Speaks mostly Spanish at home	40%	(44)	14%	(15)	47%	(52)	111
Trump supporter	20%	(55)	14%	(38)	66%	(179)	272
Biden supporter	56%	(322)	9%	(51)	35%	(200)	573
Sports fans	43%	(308)	12%	(82)	46%	(327)	717
Avid sports fans	39%	(116)	16%	(47)	45%	(135)	299
Sports fans, Age: 18-34	39%	(99)	17%	(43)	44%	(112)	253
Sports fans, Age: 35-44	44%	(80)	12%	(22)	44%	(80)	182
Sports fans, Age: 45-64	44%	(91)	7%	(15)	49%	(103)	209
Sports fans, Age: 65+	52%	(38)	4%	(3)	44%	(32)	73
Movie studios should diversify teams	52%	(361)	9%	(63)	39%	(267)	691
Movie studios should diversify stories	54%	(321)	10%	(62)	36%	(212)	595
Concerned about Covid	47%	(402)	9%	(78)	44%	(375)	856
No experience with Covid	34%	(110)	9%	(28)	58%	(188)	326
Health care major factor for election	50%	(330)	9%	(58)	41%	(270)	658
Social media users	43%	(423)	11%	(104)	46%	(448)	975
WhatsApp users	39%	(186)	12%	(57)	49%	(231)	474
WeChat users	27%	(17)	31%	(19)	42%	(25)	61
Social media news source at least once a week	44%	(295)	11%	(75)	45%	(309)	679

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

Table MCFE15_6: *Should comedic movies feature more or fewer leading characters from the following groups, or do they include about the right amount?*

Women

Demographic	More characters from this group		Less characters from this group		About the right amount		Total N
Hispanic Adults	38%	(382)	9%	(93)	52%	(524)	999
Gender: Male	35%	(176)	13%	(66)	52%	(258)	500
Gender: Female	41%	(205)	6%	(28)	53%	(266)	499
Age: 18-34	39%	(146)	12%	(43)	50%	(189)	378
Age: 35-44	39%	(86)	13%	(28)	49%	(108)	222
Age: 45-64	37%	(108)	6%	(19)	56%	(163)	290
Age: 65+	39%	(43)	3%	(3)	59%	(64)	110
GenZers: 1997-2012	39%	(53)	15%	(21)	46%	(63)	137
Millennials: 1981-1996	40%	(145)	10%	(36)	50%	(180)	361
GenXers: 1965-1980	36%	(104)	8%	(24)	55%	(160)	289
Baby Boomers: 1946-1964	38%	(74)	6%	(12)	55%	(106)	191
PID: Dem (no lean)	50%	(222)	7%	(32)	43%	(190)	444
PID: Ind (no lean)	33%	(105)	10%	(30)	58%	(183)	319
PID: Rep (no lean)	23%	(54)	13%	(31)	64%	(151)	236
PID/Gender: Dem Men	43%	(86)	9%	(18)	48%	(96)	199
PID/Gender: Dem Women	56%	(136)	6%	(14)	39%	(94)	245
PID/Gender: Ind Men	34%	(54)	14%	(21)	52%	(81)	156
PID/Gender: Ind Women	32%	(51)	6%	(9)	63%	(102)	162
PID/Gender: Rep Men	25%	(36)	18%	(27)	56%	(81)	144
PID/Gender: Rep Women	19%	(18)	5%	(4)	76%	(70)	92
Ideo: Liberal (1-3)	56%	(192)	7%	(23)	37%	(126)	341
Ideo: Moderate (4)	32%	(109)	9%	(31)	58%	(197)	337
Ideo: Conservative (5-7)	25%	(58)	11%	(26)	63%	(143)	227
Educ: < College	35%	(205)	10%	(56)	55%	(319)	579
Educ: Bachelors degree	40%	(104)	10%	(27)	50%	(129)	260
Educ: Post-grad	45%	(73)	7%	(11)	48%	(77)	160
Income: Under 50k	37%	(191)	9%	(46)	54%	(277)	514
Income: 50k-100k	37%	(115)	9%	(29)	54%	(169)	313
Income: 100k+	44%	(75)	11%	(19)	45%	(77)	171
Ethnicity: White	36%	(227)	9%	(56)	55%	(349)	633

Continued on next page

Table MCFE15_6: *Should comedic movies feature more or fewer leading characters from the following groups, or do they include about the right amount?*

Women

Demographic	More characters from this group		Less characters from this group		About the right amount		Total N
Hispanic Adults	38%	(382)	9%	(93)	52%	(524)	999
Ethnicity: Hispanic	38%	(382)	9%	(93)	52%	(524)	999
Ethnicity: Black	63%	(36)	11%	(6)	26%	(15)	57
Ethnicity: Other	38%	(118)	10%	(30)	52%	(160)	309
All Christian	37%	(205)	10%	(54)	53%	(294)	553
Agnostic/Nothing in particular	42%	(98)	6%	(14)	52%	(121)	233
Something Else	35%	(46)	9%	(11)	57%	(76)	133
Evangelical	36%	(86)	10%	(23)	54%	(130)	238
Non-Evangelical	37%	(161)	9%	(40)	54%	(233)	435
Community: Urban	38%	(173)	10%	(43)	52%	(238)	454
Community: Suburban	38%	(162)	10%	(41)	53%	(228)	431
Community: Rural	41%	(47)	8%	(9)	51%	(58)	114
Employ: Private Sector	35%	(129)	12%	(45)	53%	(196)	370
Employ: Government	34%	(26)	9%	(6)	57%	(43)	75
Employ: Self-Employed	51%	(48)	9%	(9)	40%	(38)	95
Employ: Student	47%	(30)	15%	(10)	39%	(25)	64
Employ: Retired	37%	(45)	3%	(4)	60%	(71)	120
Employ: Unemployed	32%	(49)	7%	(11)	61%	(96)	156
Employ: Other	47%	(33)	12%	(8)	41%	(29)	70
Military HH: Yes	40%	(47)	15%	(17)	45%	(53)	117
Military HH: No	38%	(335)	9%	(76)	53%	(471)	882
RD/WT: Right Direction	21%	(57)	14%	(39)	65%	(174)	270
RD/WT: Wrong Track	45%	(325)	8%	(55)	48%	(350)	729
Trump Job Approve	19%	(60)	15%	(47)	67%	(213)	320
Trump Job Disapprove	49%	(311)	7%	(43)	44%	(279)	633
Trump Job Strongly Approve	18%	(31)	15%	(25)	67%	(115)	170
Trump Job Somewhat Approve	20%	(30)	14%	(22)	66%	(98)	150
Trump Job Somewhat Disapprove	37%	(49)	7%	(9)	57%	(76)	134
Trump Job Strongly Disapprove	53%	(262)	7%	(34)	41%	(203)	499

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Table MCFE15_6: *Should comedic movies feature more or fewer leading characters from the following groups, or do they include about the right amount?*

Women

Demographic	More characters from this group		Less characters from this group		About the right amount		Total N
Hispanic Adults	38%	(382)	9%	(93)	52%	(524)	999
Favorable of Trump	19%	(60)	13%	(41)	68%	(217)	318
Unfavorable of Trump	50%	(309)	7%	(43)	43%	(270)	622
Very Favorable of Trump	17%	(30)	14%	(26)	69%	(124)	180
Somewhat Favorable of Trump	22%	(30)	11%	(16)	67%	(93)	138
Somewhat Unfavorable of Trump	35%	(37)	12%	(13)	53%	(57)	106
Very Unfavorable of Trump	53%	(272)	6%	(30)	41%	(214)	515
#1 Issue: Economy	32%	(126)	10%	(37)	58%	(225)	388
#1 Issue: Security	22%	(17)	11%	(8)	67%	(52)	77
#1 Issue: Health Care	48%	(101)	10%	(22)	42%	(90)	213
#1 Issue: Medicare / Social Security	42%	(32)	8%	(6)	50%	(38)	76
#1 Issue: Women's Issues	44%	(28)	1%	(1)	55%	(36)	65
#1 Issue: Education	41%	(24)	11%	(6)	48%	(27)	57
#1 Issue: Energy	40%	(22)	13%	(7)	47%	(26)	56
#1 Issue: Other	47%	(32)	7%	(5)	45%	(30)	67
2018 House Vote: Democrat	53%	(197)	9%	(35)	38%	(141)	373
2018 House Vote: Republican	23%	(47)	13%	(28)	64%	(131)	205
2016 Vote: Hillary Clinton	51%	(187)	7%	(25)	42%	(152)	364
2016 Vote: Donald Trump	23%	(51)	11%	(24)	65%	(142)	217
2016 Vote: Didn't Vote	34%	(129)	11%	(41)	55%	(212)	382
Voted in 2014: Yes	45%	(225)	8%	(38)	48%	(239)	502
Voted in 2014: No	32%	(157)	11%	(56)	57%	(285)	497
2012 Vote: Barack Obama	51%	(195)	7%	(28)	42%	(159)	382
2012 Vote: Mitt Romney	23%	(29)	8%	(11)	69%	(88)	128
2012 Vote: Didn't Vote	33%	(153)	11%	(54)	56%	(262)	468
4-Region: Northeast	41%	(70)	8%	(13)	51%	(87)	170
4-Region: Midwest	42%	(40)	14%	(14)	44%	(43)	97
4-Region: South	34%	(152)	8%	(34)	58%	(259)	445
4-Region: West	42%	(119)	11%	(32)	47%	(135)	286

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Table MCFE15_6: Should comedic movies feature more or fewer leading characters from the following groups, or do they include about the right amount?

Women

Demographic	More characters from this group		Less characters from this group		About the right amount		Total N
Hispanic Adults	38%	(382)	9%	(93)	52%	(524)	999
Mexican	41%	(189)	10%	(45)	50%	(231)	465
Puerto Rican	39%	(69)	8%	(14)	53%	(96)	179
Cuban	22%	(18)	9%	(8)	69%	(56)	81
Other South American	32%	(38)	9%	(11)	59%	(70)	119
Speaks only English at home	41%	(110)	9%	(23)	50%	(133)	265
Speaks mostly English at home	41%	(104)	8%	(19)	51%	(130)	254
Speaks both English and Spanish at home	36%	(118)	11%	(35)	53%	(170)	323
Speaks mostly Spanish at home	32%	(36)	13%	(15)	54%	(60)	111
Trump supporter	18%	(49)	13%	(35)	69%	(188)	272
Biden supporter	51%	(291)	8%	(45)	41%	(237)	573
Sports fans	38%	(274)	11%	(77)	51%	(366)	717
Avid sports fans	36%	(109)	13%	(38)	51%	(153)	299
Sports fans, Age: 18-34	40%	(102)	14%	(35)	46%	(116)	253
Sports fans, Age: 35-44	38%	(69)	13%	(24)	49%	(89)	182
Sports fans, Age: 45-64	34%	(72)	7%	(16)	58%	(122)	209
Sports fans, Age: 65+	43%	(31)	3%	(2)	54%	(39)	73
Movie studios should diversify teams	46%	(318)	8%	(58)	46%	(315)	691
Movie studios should diversify stories	48%	(286)	10%	(58)	42%	(251)	595
Concerned about Covid	42%	(358)	9%	(75)	49%	(422)	856
No experience with Covid	30%	(98)	7%	(22)	63%	(206)	326
Health care major factor for election	46%	(303)	6%	(42)	48%	(313)	658
Social media users	39%	(375)	10%	(93)	52%	(506)	975
WhatsApp users	39%	(183)	11%	(51)	51%	(240)	474
WeChat users	28%	(17)	23%	(14)	48%	(29)	61
Social media news source at least once a week	39%	(268)	10%	(67)	51%	(345)	679

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

Table MCFE15_7: *Should comedic movies feature more or fewer leading characters from the following groups, or do they include about the right amount?*

Men

Demographic	More characters from this group		Less characters from this group		About the right amount		Total N
Hispanic Adults	13%	(132)	20%	(196)	67%	(671)	999
Gender: Male	18%	(88)	18%	(89)	65%	(322)	500
Gender: Female	9%	(44)	21%	(107)	70%	(348)	499
Age: 18-34	17%	(62)	21%	(80)	62%	(235)	378
Age: 35-44	13%	(29)	24%	(54)	63%	(139)	222
Age: 45-64	12%	(35)	15%	(43)	73%	(212)	290
Age: 65+	6%	(6)	17%	(19)	77%	(85)	110
GenZers: 1997-2012	18%	(25)	25%	(34)	57%	(77)	137
Millennials: 1981-1996	15%	(53)	21%	(76)	64%	(232)	361
GenXers: 1965-1980	12%	(36)	17%	(49)	70%	(203)	289
Baby Boomers: 1946-1964	9%	(17)	18%	(35)	72%	(139)	191
PID: Dem (no lean)	13%	(56)	25%	(109)	63%	(279)	444
PID: Ind (no lean)	14%	(43)	17%	(55)	69%	(220)	319
PID: Rep (no lean)	14%	(32)	13%	(32)	73%	(172)	236
PID/Gender: Dem Men	18%	(36)	20%	(40)	62%	(124)	199
PID/Gender: Dem Women	9%	(21)	28%	(69)	63%	(155)	245
PID/Gender: Ind Men	16%	(25)	18%	(28)	67%	(104)	156
PID/Gender: Ind Women	12%	(19)	17%	(28)	71%	(116)	162
PID/Gender: Rep Men	19%	(28)	15%	(22)	66%	(94)	144
PID/Gender: Rep Women	5%	(5)	11%	(10)	84%	(78)	92
Ideo: Liberal (1-3)	13%	(43)	27%	(92)	61%	(207)	341
Ideo: Moderate (4)	13%	(43)	15%	(52)	72%	(242)	337
Ideo: Conservative (5-7)	14%	(31)	17%	(39)	69%	(157)	227
Educ: < College	15%	(85)	19%	(108)	67%	(386)	579
Educ: Bachelors degree	11%	(29)	22%	(56)	67%	(175)	260
Educ: Post-grad	12%	(19)	20%	(32)	69%	(109)	160
Income: Under 50k	14%	(72)	19%	(99)	67%	(344)	514
Income: 50k-100k	11%	(36)	19%	(59)	70%	(218)	313
Income: 100k+	14%	(24)	22%	(38)	63%	(109)	171
Ethnicity: White	11%	(67)	18%	(116)	71%	(450)	633

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Table MCFE15_7: *Should comedic movies feature more or fewer leading characters from the following groups, or do they include about the right amount?*

Men

Demographic	More characters from this group		Less characters from this group		About the right amount		Total N
Hispanic Adults	13%	(132)	20%	(196)	67%	(671)	999
Ethnicity: Hispanic	13%	(132)	20%	(196)	67%	(671)	999
Ethnicity: Black	26%	(15)	27%	(16)	47%	(27)	57
Ethnicity: Other	16%	(50)	21%	(65)	63%	(194)	309
All Christian	12%	(65)	19%	(104)	69%	(384)	553
Agnostic/Nothing in particular	15%	(35)	21%	(49)	64%	(149)	233
Something Else	14%	(18)	18%	(24)	69%	(91)	133
Evangelical	17%	(40)	18%	(43)	65%	(155)	238
Non-Evangelical	9%	(41)	19%	(82)	72%	(311)	435
Community: Urban	14%	(65)	19%	(87)	66%	(301)	454
Community: Suburban	12%	(52)	21%	(92)	67%	(288)	431
Community: Rural	13%	(15)	16%	(18)	71%	(81)	114
Employ: Private Sector	12%	(45)	19%	(71)	69%	(255)	370
Employ: Government	14%	(10)	14%	(11)	72%	(54)	75
Employ: Self-Employed	16%	(15)	25%	(24)	59%	(56)	95
Employ: Student	19%	(12)	25%	(16)	55%	(35)	64
Employ: Retired	7%	(9)	17%	(20)	76%	(91)	120
Employ: Unemployed	14%	(21)	18%	(28)	68%	(107)	156
Employ: Other	22%	(15)	23%	(16)	55%	(38)	70
Military HH: Yes	15%	(18)	25%	(29)	60%	(70)	117
Military HH: No	13%	(114)	19%	(167)	68%	(601)	882
RD/WT: Right Direction	14%	(38)	14%	(38)	72%	(194)	270
RD/WT: Wrong Track	13%	(94)	22%	(158)	65%	(477)	729
Trump Job Approve	13%	(43)	13%	(42)	73%	(235)	320
Trump Job Disapprove	13%	(83)	23%	(147)	64%	(402)	633
Trump Job Strongly Approve	13%	(23)	14%	(23)	73%	(124)	170
Trump Job Somewhat Approve	14%	(20)	12%	(19)	74%	(111)	150
Trump Job Somewhat Disapprove	18%	(25)	16%	(22)	65%	(87)	134
Trump Job Strongly Disapprove	12%	(59)	25%	(125)	63%	(315)	499

Continued on next page

Table MCFE15_7: *Should comedic movies feature more or fewer leading characters from the following groups, or do they include about the right amount?*

Men

Demographic	More characters from this group		Less characters from this group		About the right amount		Total N
Hispanic Adults	13%	(132)	20%	(196)	67%	(671)	999
Favorable of Trump	12%	(38)	14%	(44)	74%	(236)	318
Unfavorable of Trump	13%	(84)	23%	(145)	63%	(393)	622
Very Favorable of Trump	12%	(22)	16%	(29)	72%	(129)	180
Somewhat Favorable of Trump	12%	(17)	11%	(15)	77%	(107)	138
Somewhat Unfavorable of Trump	21%	(23)	16%	(17)	63%	(67)	106
Very Unfavorable of Trump	12%	(61)	25%	(128)	63%	(326)	515
#1 Issue: Economy	14%	(55)	16%	(62)	70%	(272)	388
#1 Issue: Security	10%	(8)	19%	(15)	71%	(55)	77
#1 Issue: Health Care	11%	(24)	24%	(51)	64%	(137)	213
#1 Issue: Medicare / Social Security	16%	(12)	16%	(12)	67%	(51)	76
#1 Issue: Women's Issues	11%	(7)	24%	(15)	65%	(42)	65
#1 Issue: Education	17%	(10)	28%	(16)	56%	(32)	57
#1 Issue: Energy	9%	(5)	18%	(10)	73%	(41)	56
#1 Issue: Other	17%	(12)	22%	(15)	61%	(41)	67
2018 House Vote: Democrat	12%	(46)	25%	(94)	63%	(233)	373
2018 House Vote: Republican	11%	(22)	17%	(35)	72%	(148)	205
2016 Vote: Hillary Clinton	10%	(37)	25%	(91)	65%	(235)	364
2016 Vote: Donald Trump	11%	(25)	15%	(34)	73%	(159)	217
2016 Vote: Didn't Vote	17%	(66)	17%	(65)	66%	(251)	382
Voted in 2014: Yes	12%	(61)	22%	(112)	66%	(329)	502
Voted in 2014: No	14%	(71)	17%	(84)	69%	(342)	497
2012 Vote: Barack Obama	11%	(43)	25%	(97)	63%	(241)	382
2012 Vote: Mitt Romney	8%	(10)	13%	(17)	78%	(100)	128
2012 Vote: Didn't Vote	16%	(74)	17%	(80)	67%	(314)	468
4-Region: Northeast	17%	(28)	20%	(34)	63%	(108)	170
4-Region: Midwest	18%	(17)	22%	(21)	61%	(59)	97
4-Region: South	10%	(46)	16%	(73)	73%	(325)	445
4-Region: West	14%	(40)	24%	(68)	62%	(178)	286

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Table MCFE15_7: Should comedic movies feature more or fewer leading characters from the following groups, or do they include about the right amount?

Men

Demographic	More characters from this group		Less characters from this group		About the right amount		Total N
Hispanic Adults	13%	(132)	20%	(196)	67%	(671)	999
Mexican	14%	(67)	21%	(99)	64%	(299)	465
Puerto Rican	12%	(21)	16%	(29)	72%	(129)	179
Cuban	8%	(6)	14%	(12)	78%	(63)	81
Other South American	10%	(12)	16%	(19)	74%	(88)	119
Speaks only English at home	10%	(27)	24%	(64)	65%	(173)	265
Speaks mostly English at home	16%	(41)	17%	(42)	67%	(171)	254
Speaks both English and Spanish at home	12%	(39)	22%	(73)	65%	(211)	323
Speaks mostly Spanish at home	16%	(17)	14%	(16)	70%	(78)	111
Trump supporter	14%	(38)	12%	(32)	75%	(202)	272
Biden supporter	13%	(75)	25%	(141)	62%	(358)	573
Sports fans	15%	(106)	19%	(134)	66%	(477)	717
Avid sports fans	17%	(51)	15%	(45)	68%	(203)	299
Sports fans, Age: 18-34	20%	(50)	19%	(49)	61%	(155)	253
Sports fans, Age: 35-44	14%	(25)	23%	(43)	63%	(114)	182
Sports fans, Age: 45-64	12%	(24)	14%	(30)	74%	(155)	209
Sports fans, Age: 65+	9%	(6)	18%	(13)	74%	(54)	73
Movie studios should diversify teams	13%	(87)	25%	(169)	63%	(434)	691
Movie studios should diversify stories	14%	(84)	26%	(152)	60%	(359)	595
Concerned about Covid	13%	(108)	21%	(179)	66%	(569)	856
No experience with Covid	11%	(34)	16%	(52)	73%	(239)	326
Health care major factor for election	13%	(85)	21%	(140)	66%	(433)	658
Social media users	13%	(131)	20%	(196)	66%	(648)	975
WhatsApp users	14%	(68)	22%	(102)	64%	(304)	474
WeChat users	23%	(14)	21%	(13)	56%	(34)	61
Social media news source at least once a week	15%	(104)	19%	(131)	65%	(444)	679

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

Table MCFE15_8: *Should comedic movies feature more or fewer leading characters from the following groups, or do they include about the right amount?*

Minority women

Demographic	More characters from this group		Less characters from this group		About the right amount	Total N
Hispanic Adults	42%	(423)	10%	(96)	48% (480)	999
Gender: Male	38%	(192)	11%	(53)	51% (254)	500
Gender: Female	46%	(230)	9%	(43)	45% (226)	499
Age: 18-34	41%	(154)	11%	(41)	49% (183)	378
Age: 35-44	41%	(90)	13%	(29)	46% (102)	222
Age: 45-64	45%	(129)	7%	(21)	48% (140)	290
Age: 65+	45%	(50)	5%	(6)	50% (55)	110
GenZers: 1997-2012	38%	(52)	13%	(18)	49% (67)	137
Millennials: 1981-1996	44%	(159)	10%	(37)	46% (166)	361
GenXers: 1965-1980	42%	(121)	9%	(25)	49% (142)	289
Baby Boomers: 1946-1964	44%	(84)	8%	(15)	48% (92)	191
PID: Dem (no lean)	56%	(247)	9%	(38)	36% (159)	444
PID: Ind (no lean)	37%	(118)	9%	(28)	54% (173)	319
PID: Rep (no lean)	25%	(58)	13%	(30)	63% (148)	236
PID/Gender: Dem Men	49%	(97)	9%	(17)	43% (85)	199
PID/Gender: Dem Women	61%	(150)	9%	(21)	30% (74)	245
PID/Gender: Ind Men	37%	(58)	9%	(14)	54% (84)	156
PID/Gender: Ind Women	37%	(60)	8%	(13)	55% (89)	162
PID/Gender: Rep Men	26%	(37)	15%	(22)	59% (84)	144
PID/Gender: Rep Women	23%	(21)	9%	(8)	69% (63)	92
Ideo: Liberal (1-3)	62%	(210)	6%	(20)	33% (111)	341
Ideo: Moderate (4)	38%	(129)	11%	(36)	51% (172)	337
Ideo: Conservative (5-7)	24%	(55)	12%	(27)	64% (145)	227
Educ: < College	40%	(233)	11%	(62)	49% (285)	579
Educ: Bachelors degree	41%	(107)	10%	(27)	48% (125)	260
Educ: Post-grad	52%	(83)	5%	(7)	44% (70)	160
Income: Under 50k	42%	(214)	10%	(54)	48% (247)	514
Income: 50k-100k	41%	(129)	9%	(27)	50% (157)	313
Income: 100k+	47%	(80)	9%	(15)	44% (76)	171
Ethnicity: White	38%	(238)	10%	(61)	53% (334)	633

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Table MCFE15_8: Should comedic movies feature more or fewer leading characters from the following groups, or do they include about the right amount?

Minority women

Demographic	More characters from this group		Less characters from this group		About the right amount		Total N
Hispanic Adults	42%	(423)	10%	(96)	48%	(480)	999
Ethnicity: Hispanic	42%	(423)	10%	(96)	48%	(480)	999
Ethnicity: Black	70%	(40)	13%	(7)	17%	(10)	57
Ethnicity: Other	47%	(145)	9%	(28)	44%	(136)	309
All Christian	40%	(224)	11%	(59)	49%	(271)	553
Agnostic/Nothing in particular	47%	(109)	6%	(15)	47%	(109)	233
Something Else	37%	(50)	12%	(16)	51%	(68)	133
Evangelical	37%	(88)	14%	(34)	49%	(116)	238
Non-Evangelical	42%	(183)	9%	(39)	49%	(213)	435
Community: Urban	42%	(189)	10%	(45)	48%	(220)	454
Community: Suburban	43%	(185)	8%	(36)	49%	(211)	431
Community: Rural	42%	(48)	14%	(16)	44%	(50)	114
Employ: Private Sector	39%	(143)	13%	(49)	48%	(178)	370
Employ: Government	40%	(30)	6%	(5)	54%	(41)	75
Employ: Self-Employed	54%	(52)	6%	(6)	39%	(37)	95
Employ: Student	51%	(32)	8%	(5)	41%	(26)	64
Employ: Retired	42%	(50)	7%	(9)	51%	(61)	120
Employ: Unemployed	39%	(61)	9%	(15)	51%	(80)	156
Employ: Other	49%	(34)	9%	(6)	43%	(30)	70
Military HH: Yes	48%	(56)	10%	(12)	42%	(49)	117
Military HH: No	42%	(366)	10%	(84)	49%	(431)	882
RD/WT: Right Direction	21%	(55)	15%	(39)	65%	(176)	270
RD/WT: Wrong Track	50%	(367)	8%	(57)	42%	(305)	729
Trump Job Approve	20%	(64)	15%	(48)	65%	(208)	320
Trump Job Disapprove	54%	(344)	7%	(45)	39%	(244)	633
Trump Job Strongly Approve	18%	(31)	15%	(26)	67%	(113)	170
Trump Job Somewhat Approve	22%	(33)	15%	(22)	63%	(95)	150
Trump Job Somewhat Disapprove	37%	(50)	10%	(13)	53%	(71)	134
Trump Job Strongly Disapprove	59%	(294)	6%	(32)	35%	(173)	499

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Table MCFE15_8: Should comedic movies feature more or fewer leading characters from the following groups, or do they include about the right amount?

Minority women

Demographic	More characters from this group		Less characters from this group		About the right amount		Total N
Hispanic Adults	42%	(423)	10%	(96)	48%	(480)	999
Favorable of Trump	21%	(65)	14%	(44)	66%	(209)	318
Unfavorable of Trump	55%	(339)	7%	(45)	38%	(238)	622
Very Favorable of Trump	18%	(33)	14%	(26)	67%	(121)	180
Somewhat Favorable of Trump	23%	(32)	13%	(19)	63%	(87)	138
Somewhat Unfavorable of Trump	36%	(38)	7%	(8)	57%	(61)	106
Very Unfavorable of Trump	58%	(301)	7%	(37)	34%	(177)	515
#1 Issue: Economy	37%	(145)	9%	(36)	53%	(207)	388
#1 Issue: Security	15%	(11)	16%	(12)	69%	(54)	77
#1 Issue: Health Care	53%	(114)	10%	(21)	37%	(78)	213
#1 Issue: Medicare / Social Security	49%	(37)	7%	(6)	44%	(34)	76
#1 Issue: Women's Issues	43%	(28)	10%	(6)	47%	(31)	65
#1 Issue: Education	49%	(28)	9%	(5)	42%	(24)	57
#1 Issue: Energy	39%	(22)	9%	(5)	52%	(29)	56
#1 Issue: Other	57%	(38)	7%	(5)	36%	(24)	67
2018 House Vote: Democrat	58%	(215)	10%	(37)	32%	(121)	373
2018 House Vote: Republican	25%	(51)	13%	(26)	63%	(128)	205
2016 Vote: Hillary Clinton	57%	(208)	9%	(34)	33%	(121)	364
2016 Vote: Donald Trump	26%	(57)	9%	(20)	64%	(140)	217
2016 Vote: Didn't Vote	36%	(138)	10%	(38)	54%	(205)	382
Voted in 2014: Yes	49%	(246)	9%	(46)	42%	(210)	502
Voted in 2014: No	35%	(176)	10%	(50)	54%	(271)	497
2012 Vote: Barack Obama	57%	(217)	8%	(32)	35%	(133)	382
2012 Vote: Mitt Romney	26%	(34)	11%	(14)	63%	(80)	128
2012 Vote: Didn't Vote	35%	(166)	10%	(48)	54%	(254)	468
4-Region: Northeast	43%	(73)	11%	(19)	46%	(78)	170
4-Region: Midwest	46%	(44)	11%	(11)	43%	(42)	97
4-Region: South	36%	(160)	11%	(47)	54%	(238)	445
4-Region: West	51%	(146)	7%	(19)	42%	(121)	286

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Table MCFE15_8: Should comedic movies feature more or fewer leading characters from the following groups, or do they include about the right amount?

Minority women

Demographic	More characters from this group		Less characters from this group		About the right amount		Total N
Hispanic Adults	42%	(423)	10%	(96)	48%	(480)	999
Mexican	46%	(214)	8%	(39)	46%	(212)	465
Puerto Rican	44%	(80)	9%	(17)	46%	(83)	179
Cuban	25%	(20)	5%	(4)	70%	(57)	81
Other South American	33%	(39)	13%	(15)	55%	(65)	119
Speaks only English at home	47%	(124)	8%	(21)	45%	(120)	265
Speaks mostly English at home	49%	(124)	8%	(20)	43%	(109)	254
Speaks both English and Spanish at home	38%	(124)	12%	(39)	50%	(161)	323
Speaks mostly Spanish at home	34%	(37)	12%	(14)	54%	(60)	111
Trump supporter	20%	(54)	12%	(34)	68%	(184)	272
Biden supporter	56%	(322)	9%	(49)	35%	(203)	573
Sports fans	42%	(303)	10%	(69)	48%	(344)	717
Avid sports fans	39%	(117)	10%	(31)	50%	(151)	299
Sports fans, Age: 18-34	41%	(104)	11%	(28)	48%	(121)	253
Sports fans, Age: 35-44	40%	(74)	13%	(23)	47%	(85)	182
Sports fans, Age: 45-64	43%	(91)	7%	(14)	50%	(105)	209
Sports fans, Age: 65+	49%	(35)	5%	(4)	46%	(33)	73
Movie studios should diversify teams	50%	(349)	8%	(57)	41%	(286)	691
Movie studios should diversify stories	54%	(320)	8%	(50)	38%	(225)	595
Concerned about Covid	46%	(395)	9%	(78)	45%	(383)	856
No experience with Covid	31%	(102)	8%	(25)	61%	(199)	326
Health care major factor for election	50%	(329)	7%	(49)	43%	(280)	658
Social media users	43%	(415)	10%	(95)	48%	(465)	975
WhatsApp users	40%	(190)	10%	(48)	50%	(236)	474
WeChat users	29%	(18)	21%	(12)	50%	(30)	61
Social media news source at least once a week	43%	(291)	9%	(60)	48%	(328)	679

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

Table MCFE16_1: Should dramatic movies feature more or fewer leading characters from the following groups, or do they include about the right amount?

White people

Demographic	More characters from this group		Less characters from this group		About the right amount	Total N
Hispanic Adults	11%	(107)	26%	(259)	63% (633)	999
Gender: Male	13%	(63)	24%	(121)	63% (315)	500
Gender: Female	9%	(44)	28%	(138)	63% (317)	499
Age: 18-34	11%	(43)	34%	(128)	55% (207)	378
Age: 35-44	13%	(29)	27%	(60)	60% (132)	222
Age: 45-64	10%	(28)	19%	(54)	72% (208)	290
Age: 65+	6%	(7)	16%	(17)	78% (86)	110
GenZers: 1997-2012	18%	(24)	34%	(46)	49% (67)	137
Millennials: 1981-1996	11%	(38)	31%	(113)	58% (210)	361
GenXers: 1965-1980	10%	(28)	21%	(61)	69% (200)	289
Baby Boomers: 1946-1964	9%	(16)	20%	(39)	71% (136)	191
PID: Dem (no lean)	11%	(48)	32%	(140)	58% (256)	444
PID: Ind (no lean)	10%	(32)	24%	(77)	66% (210)	319
PID: Rep (no lean)	12%	(28)	18%	(42)	70% (166)	236
PID/Gender: Dem Men	13%	(25)	28%	(57)	59% (118)	199
PID/Gender: Dem Women	9%	(22)	34%	(84)	57% (139)	245
PID/Gender: Ind Men	10%	(15)	22%	(34)	68% (107)	156
PID/Gender: Ind Women	10%	(17)	26%	(42)	64% (103)	162
PID/Gender: Rep Men	16%	(22)	21%	(30)	63% (91)	144
PID/Gender: Rep Women	6%	(5)	13%	(12)	81% (75)	92
Ideo: Liberal (1-3)	10%	(34)	37%	(128)	53% (179)	341
Ideo: Moderate (4)	10%	(33)	19%	(64)	71% (240)	337
Ideo: Conservative (5-7)	13%	(31)	18%	(41)	69% (156)	227
Educ: < College	12%	(67)	24%	(142)	64% (370)	579
Educ: Bachelors degree	10%	(25)	31%	(80)	60% (155)	260
Educ: Post-grad	10%	(15)	24%	(38)	67% (107)	160
Income: Under 50k	12%	(62)	27%	(136)	61% (316)	514
Income: 50k-100k	9%	(30)	22%	(68)	69% (215)	313
Income: 100k+	9%	(15)	32%	(54)	59% (102)	171
Ethnicity: White	10%	(62)	22%	(141)	68% (431)	633

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Table MCFE16_1: *Should dramatic movies feature more or fewer leading characters from the following groups, or do they include about the right amount?*

White people

Demographic	More characters from this group		Less characters from this group		About the right amount	Total N
Hispanic Adults	11%	(107)	26%	(259)	63% (633)	999
Ethnicity: Hispanic	11%	(107)	26%	(259)	63% (633)	999
Ethnicity: Black	13%	(8)	47%	(27)	40% (23)	57
Ethnicity: Other	12%	(38)	30%	(92)	58% (179)	309
All Christian	11%	(59)	22%	(123)	67% (371)	553
Agnostic/Nothing in particular	10%	(24)	32%	(74)	58% (135)	233
Something Else	11%	(15)	26%	(35)	63% (84)	133
Evangelical	15%	(35)	21%	(49)	65% (154)	238
Non-Evangelical	8%	(36)	25%	(108)	67% (290)	435
Community: Urban	8%	(39)	27%	(123)	64% (292)	454
Community: Suburban	12%	(52)	25%	(109)	63% (271)	431
Community: Rural	15%	(17)	24%	(27)	61% (69)	114
Employ: Private Sector	12%	(45)	26%	(95)	62% (230)	370
Employ: Government	14%	(10)	21%	(16)	65% (49)	75
Employ: Self-Employed	12%	(11)	34%	(32)	55% (52)	95
Employ: Student	20%	(13)	31%	(20)	49% (31)	64
Employ: Retired	7%	(8)	17%	(21)	76% (91)	120
Employ: Unemployed	7%	(12)	22%	(34)	71% (110)	156
Employ: Other	5%	(3)	41%	(29)	54% (38)	70
Military HH: Yes	12%	(14)	34%	(39)	55% (64)	117
Military HH: No	11%	(94)	25%	(220)	64% (568)	882
RD/WT: Right Direction	11%	(30)	19%	(50)	70% (190)	270
RD/WT: Wrong Track	11%	(77)	29%	(209)	61% (443)	729
Trump Job Approve	12%	(38)	16%	(51)	72% (231)	320
Trump Job Disapprove	10%	(66)	31%	(198)	58% (368)	633
Trump Job Strongly Approve	12%	(21)	17%	(29)	71% (121)	170
Trump Job Somewhat Approve	11%	(17)	15%	(23)	74% (110)	150
Trump Job Somewhat Disapprove	9%	(12)	26%	(34)	65% (87)	134
Trump Job Strongly Disapprove	11%	(54)	33%	(164)	56% (281)	499

Continued on next page

Table MCFE16_1: Should dramatic movies feature more or fewer leading characters from the following groups, or do they include about the right amount?

White people

Demographic	More characters from this group		Less characters from this group		About the right amount	Total N
Hispanic Adults	11%	(107)	26%	(259)	63% (633)	999
Favorable of Trump	12%	(37)	15%	(48)	73% (233)	318
Unfavorable of Trump	11%	(65)	32%	(196)	58% (361)	622
Very Favorable of Trump	14%	(26)	13%	(24)	72% (130)	180
Somewhat Favorable of Trump	8%	(11)	17%	(24)	74% (103)	138
Somewhat Unfavorable of Trump	13%	(14)	25%	(27)	62% (66)	106
Very Unfavorable of Trump	10%	(52)	33%	(169)	57% (295)	515
#1 Issue: Economy	11%	(45)	21%	(81)	68% (263)	388
#1 Issue: Security	9%	(7)	19%	(15)	72% (56)	77
#1 Issue: Health Care	10%	(22)	33%	(71)	56% (120)	213
#1 Issue: Medicare / Social Security	9%	(7)	21%	(16)	70% (53)	76
#1 Issue: Women's Issues	11%	(7)	28%	(18)	61% (40)	65
#1 Issue: Education	10%	(6)	36%	(21)	54% (31)	57
#1 Issue: Energy	7%	(4)	23%	(13)	70% (39)	56
#1 Issue: Other	16%	(11)	36%	(24)	48% (32)	67
2018 House Vote: Democrat	11%	(41)	33%	(124)	56% (208)	373
2018 House Vote: Republican	11%	(23)	13%	(27)	76% (155)	205
2016 Vote: Hillary Clinton	10%	(36)	31%	(114)	59% (214)	364
2016 Vote: Donald Trump	10%	(22)	15%	(33)	75% (163)	217
2016 Vote: Didn't Vote	12%	(45)	27%	(105)	61% (232)	382
Voted in 2014: Yes	11%	(56)	27%	(133)	62% (312)	502
Voted in 2014: No	10%	(51)	25%	(126)	64% (320)	497
2012 Vote: Barack Obama	9%	(35)	32%	(123)	59% (223)	382
2012 Vote: Mitt Romney	10%	(13)	12%	(15)	78% (100)	128
2012 Vote: Didn't Vote	12%	(55)	25%	(118)	63% (294)	468
4-Region: Northeast	13%	(23)	23%	(40)	63% (108)	170
4-Region: Midwest	8%	(8)	32%	(31)	60% (58)	97
4-Region: South	9%	(41)	24%	(106)	67% (298)	445
4-Region: West	13%	(36)	29%	(82)	59% (168)	286

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Table MCFE16_1: *Should dramatic movies feature more or fewer leading characters from the following groups, or do they include about the right amount?*
White people

Demographic	More characters from this group		Less characters from this group		About the right amount		Total N
Hispanic Adults	11%	(107)	26%	(259)	63%	(633)	999
Mexican	12%	(55)	29%	(137)	59%	(273)	465
Puerto Rican	9%	(16)	26%	(47)	65%	(116)	179
Cuban	9%	(7)	11%	(9)	80%	(64)	81
Other South American	8%	(10)	18%	(21)	74%	(88)	119
Speaks only English at home	9%	(23)	28%	(75)	63%	(167)	265
Speaks mostly English at home	11%	(28)	26%	(65)	63%	(160)	254
Speaks both English and Spanish at home	13%	(41)	26%	(85)	61%	(198)	323
Speaks mostly Spanish at home	8%	(9)	23%	(25)	69%	(77)	111
Trump supporter	12%	(31)	13%	(36)	75%	(205)	272
Biden supporter	11%	(61)	33%	(190)	56%	(323)	573
Sports fans	12%	(83)	25%	(182)	63%	(452)	717
Avid sports fans	12%	(37)	24%	(70)	64%	(192)	299
Sports fans, Age: 18-34	14%	(35)	32%	(82)	54%	(136)	253
Sports fans, Age: 35-44	14%	(26)	26%	(47)	60%	(109)	182
Sports fans, Age: 45-64	9%	(18)	18%	(38)	73%	(153)	209
Sports fans, Age: 65+	5%	(4)	21%	(15)	74%	(54)	73
Movie studios should diversify teams	10%	(69)	30%	(205)	60%	(417)	691
Movie studios should diversify stories	11%	(68)	33%	(197)	56%	(331)	595
Concerned about Covid	11%	(91)	28%	(238)	62%	(527)	856
No experience with Covid	9%	(31)	20%	(64)	71%	(232)	326
Health care major factor for election	10%	(68)	28%	(184)	62%	(406)	658
Social media users	11%	(106)	26%	(258)	63%	(611)	975
WhatsApp users	12%	(59)	24%	(112)	64%	(303)	474
WeChat users	22%	(14)	19%	(12)	58%	(35)	61
Social media news source at least once a week	12%	(78)	28%	(190)	61%	(411)	679

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

Table MCFE16_2: *Should dramatic movies feature more or fewer leading characters from the following groups, or do they include about the right amount?*
Black people

Demographic	More characters from this group		Less characters from this group		About the right amount		Total N
Hispanic Adults	37%	(374)	13%	(126)	50%	(499)	999
Gender: Male	34%	(168)	16%	(82)	50%	(250)	500
Gender: Female	41%	(207)	9%	(44)	50%	(249)	499
Age: 18-34	39%	(146)	15%	(55)	47%	(177)	378
Age: 35-44	35%	(77)	17%	(38)	48%	(106)	222
Age: 45-64	39%	(112)	8%	(23)	54%	(155)	290
Age: 65+	36%	(39)	9%	(10)	55%	(60)	110
GenZers: 1997-2012	42%	(58)	15%	(20)	43%	(59)	137
Millennials: 1981-1996	37%	(135)	16%	(56)	47%	(170)	361
GenXers: 1965-1980	37%	(107)	10%	(29)	53%	(153)	289
Baby Boomers: 1946-1964	36%	(70)	10%	(20)	53%	(102)	191
PID: Dem (no lean)	50%	(223)	10%	(45)	40%	(177)	444
PID: Ind (no lean)	33%	(107)	11%	(35)	56%	(177)	319
PID: Rep (no lean)	19%	(45)	20%	(47)	61%	(144)	236
PID/Gender: Dem Men	44%	(88)	12%	(25)	43%	(87)	199
PID/Gender: Dem Women	55%	(135)	8%	(20)	37%	(90)	245
PID/Gender: Ind Men	32%	(50)	14%	(21)	55%	(85)	156
PID/Gender: Ind Women	35%	(57)	8%	(14)	57%	(92)	162
PID/Gender: Rep Men	20%	(29)	25%	(36)	54%	(78)	144
PID/Gender: Rep Women	17%	(16)	11%	(10)	72%	(66)	92
Ideo: Liberal (1-3)	56%	(190)	9%	(30)	35%	(121)	341
Ideo: Moderate (4)	32%	(108)	10%	(34)	58%	(195)	337
Ideo: Conservative (5-7)	24%	(54)	20%	(44)	57%	(129)	227
Educ: < College	36%	(207)	14%	(79)	51%	(293)	579
Educ: Bachelors degree	39%	(102)	12%	(32)	49%	(126)	260
Educ: Post-grad	41%	(65)	10%	(15)	50%	(79)	160
Income: Under 50k	37%	(190)	13%	(67)	50%	(258)	514
Income: 50k-100k	39%	(121)	13%	(41)	48%	(152)	313
Income: 100k+	37%	(64)	11%	(19)	52%	(89)	171
Ethnicity: White	34%	(213)	13%	(80)	54%	(341)	633

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Table MCFE16_2: *Should dramatic movies feature more or fewer leading characters from the following groups, or do they include about the right amount?*
Black people

Demographic	More characters from this group		Less characters from this group		About the right amount		Total N
Hispanic Adults	37%	(374)	13%	(126)	50%	(499)	999
Ethnicity: Hispanic	37%	(374)	13%	(126)	50%	(499)	999
Ethnicity: Black	72%	(41)	11%	(6)	17%	(10)	57
Ethnicity: Other	39%	(120)	13%	(40)	48%	(148)	309
All Christian	35%	(194)	13%	(71)	52%	(288)	553
Agnostic/Nothing in particular	43%	(100)	9%	(20)	48%	(113)	233
Something Else	34%	(45)	15%	(20)	51%	(69)	133
Evangelical	35%	(82)	15%	(35)	51%	(121)	238
Non-Evangelical	35%	(154)	13%	(55)	52%	(226)	435
Community: Urban	36%	(162)	13%	(57)	52%	(234)	454
Community: Suburban	39%	(168)	12%	(52)	49%	(211)	431
Community: Rural	38%	(44)	14%	(16)	47%	(53)	114
Employ: Private Sector	36%	(132)	15%	(56)	49%	(182)	370
Employ: Government	32%	(24)	13%	(10)	55%	(41)	75
Employ: Self-Employed	46%	(44)	19%	(18)	35%	(33)	95
Employ: Student	40%	(26)	15%	(10)	45%	(28)	64
Employ: Retired	37%	(44)	7%	(8)	56%	(67)	120
Employ: Unemployed	33%	(51)	8%	(13)	59%	(92)	156
Employ: Other	49%	(34)	14%	(10)	37%	(26)	70
Military HH: Yes	45%	(53)	15%	(18)	39%	(46)	117
Military HH: No	36%	(321)	12%	(108)	51%	(453)	882
RD/WT: Right Direction	17%	(45)	17%	(47)	66%	(178)	270
RD/WT: Wrong Track	45%	(329)	11%	(79)	44%	(321)	729
Trump Job Approve	18%	(57)	18%	(57)	64%	(206)	320
Trump Job Disapprove	48%	(303)	10%	(64)	42%	(266)	633
Trump Job Strongly Approve	17%	(28)	17%	(30)	66%	(112)	170
Trump Job Somewhat Approve	19%	(28)	18%	(28)	63%	(94)	150
Trump Job Somewhat Disapprove	30%	(40)	15%	(20)	55%	(74)	134
Trump Job Strongly Disapprove	53%	(263)	9%	(44)	39%	(192)	499

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Table MCFE16_2: Should dramatic movies feature more or fewer leading characters from the following groups, or do they include about the right amount?

Black people

Demographic	More characters from this group		Less characters from this group		About the right amount		Total N
Hispanic Adults	37%	(374)	13%	(126)	50%	(499)	999
Favorable of Trump	18%	(58)	17%	(55)	64%	(205)	318
Unfavorable of Trump	48%	(297)	10%	(64)	42%	(261)	622
Very Favorable of Trump	15%	(28)	18%	(32)	67%	(120)	180
Somewhat Favorable of Trump	22%	(30)	17%	(23)	62%	(85)	138
Somewhat Unfavorable of Trump	29%	(31)	17%	(18)	54%	(57)	106
Very Unfavorable of Trump	52%	(266)	9%	(46)	40%	(204)	515
#1 Issue: Economy	32%	(125)	13%	(50)	55%	(213)	388
#1 Issue: Security	17%	(13)	25%	(20)	57%	(44)	77
#1 Issue: Health Care	44%	(93)	11%	(24)	45%	(95)	213
#1 Issue: Medicare / Social Security	37%	(28)	14%	(11)	49%	(37)	76
#1 Issue: Women's Issues	53%	(34)	2%	(1)	45%	(29)	65
#1 Issue: Education	37%	(21)	11%	(7)	52%	(30)	57
#1 Issue: Energy	43%	(24)	13%	(7)	44%	(25)	56
#1 Issue: Other	52%	(35)	11%	(7)	37%	(25)	67
2018 House Vote: Democrat	52%	(192)	11%	(40)	38%	(140)	373
2018 House Vote: Republican	20%	(42)	18%	(36)	62%	(127)	205
2016 Vote: Hillary Clinton	50%	(184)	9%	(32)	41%	(148)	364
2016 Vote: Donald Trump	20%	(44)	17%	(37)	63%	(136)	217
2016 Vote: Didn't Vote	34%	(131)	14%	(52)	52%	(198)	382
Voted in 2014: Yes	44%	(218)	11%	(57)	45%	(226)	502
Voted in 2014: No	31%	(156)	14%	(69)	55%	(273)	497
2012 Vote: Barack Obama	51%	(194)	10%	(40)	39%	(148)	382
2012 Vote: Mitt Romney	20%	(26)	14%	(18)	65%	(83)	128
2012 Vote: Didn't Vote	32%	(150)	14%	(64)	54%	(254)	468
4-Region: Northeast	44%	(74)	8%	(14)	48%	(82)	170
4-Region: Midwest	38%	(37)	20%	(19)	42%	(41)	97
4-Region: South	31%	(139)	13%	(59)	56%	(248)	445
4-Region: West	43%	(124)	12%	(35)	45%	(128)	286

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Table MCFE16_2: *Should dramatic movies feature more or fewer leading characters from the following groups, or do they include about the right amount?*
Black people

Demographic	More characters from this group		Less characters from this group		About the right amount		Total N
Hispanic Adults	37%	(374)	13%	(126)	50%	(499)	999
Mexican	40%	(184)	13%	(62)	47%	(219)	465
Puerto Rican	41%	(74)	12%	(22)	46%	(83)	179
Cuban	25%	(20)	11%	(9)	64%	(52)	81
Other South American	29%	(34)	6%	(7)	66%	(78)	119
Speaks only English at home	43%	(113)	11%	(29)	46%	(123)	265
Speaks mostly English at home	44%	(112)	12%	(31)	44%	(111)	254
Speaks both English and Spanish at home	34%	(109)	16%	(51)	51%	(163)	323
Speaks mostly Spanish at home	28%	(31)	11%	(12)	61%	(67)	111
Trump supporter	16%	(44)	18%	(48)	66%	(180)	272
Biden supporter	50%	(284)	10%	(60)	40%	(229)	573
Sports fans	37%	(266)	14%	(99)	49%	(352)	717
Avid sports fans	32%	(96)	18%	(53)	50%	(150)	299
Sports fans, Age: 18-34	38%	(97)	16%	(41)	46%	(116)	253
Sports fans, Age: 35-44	34%	(62)	18%	(32)	48%	(87)	182
Sports fans, Age: 45-64	39%	(81)	9%	(18)	53%	(110)	209
Sports fans, Age: 65+	36%	(26)	11%	(8)	53%	(39)	73
Movie studios should diversify teams	46%	(318)	10%	(69)	44%	(304)	691
Movie studios should diversify stories	48%	(288)	11%	(65)	41%	(242)	595
Concerned about Covid	41%	(349)	12%	(100)	47%	(406)	856
No experience with Covid	29%	(94)	12%	(39)	59%	(193)	326
Health care major factor for election	44%	(293)	10%	(65)	46%	(300)	658
Social media users	38%	(368)	13%	(125)	49%	(482)	975
WhatsApp users	35%	(165)	13%	(61)	52%	(248)	474
WeChat users	29%	(17)	28%	(17)	43%	(26)	61
Social media news source at least once a week	39%	(268)	13%	(87)	48%	(325)	679

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

Table MCFE16_3: Should dramatic movies feature more or fewer leading characters from the following groups, or do they include about the right amount?

Asian people

Demographic	More characters from this group		Less characters from this group		About the right amount	Total N
Hispanic Adults	40%	(395)	12%	(124)	48% (480)	999
Gender: Male	37%	(184)	12%	(62)	51% (254)	500
Gender: Female	42%	(211)	12%	(62)	45% (227)	499
Age: 18-34	39%	(146)	13%	(49)	48% (182)	378
Age: 35-44	37%	(82)	16%	(36)	47% (104)	222
Age: 45-64	42%	(123)	9%	(27)	48% (140)	290
Age: 65+	40%	(44)	11%	(12)	50% (55)	110
GenZers: 1997-2012	42%	(57)	16%	(21)	43% (58)	137
Millennials: 1981-1996	39%	(142)	12%	(43)	49% (177)	361
GenXers: 1965-1980	38%	(111)	13%	(37)	49% (140)	289
Baby Boomers: 1946-1964	40%	(76)	11%	(22)	49% (94)	191
PID: Dem (no lean)	48%	(213)	12%	(54)	40% (178)	444
PID: Ind (no lean)	35%	(113)	13%	(42)	51% (164)	319
PID: Rep (no lean)	30%	(70)	12%	(27)	59% (139)	236
PID/Gender: Dem Men	42%	(84)	11%	(22)	47% (94)	199
PID/Gender: Dem Women	52%	(128)	13%	(33)	34% (84)	245
PID/Gender: Ind Men	36%	(57)	13%	(21)	50% (79)	156
PID/Gender: Ind Women	34%	(56)	13%	(22)	52% (85)	162
PID/Gender: Rep Men	30%	(43)	13%	(19)	57% (81)	144
PID/Gender: Rep Women	29%	(27)	9%	(8)	63% (58)	92
Ideo: Liberal (1-3)	56%	(192)	10%	(35)	33% (114)	341
Ideo: Moderate (4)	35%	(119)	11%	(38)	53% (180)	337
Ideo: Conservative (5-7)	26%	(58)	17%	(38)	58% (131)	227
Educ: < College	38%	(219)	13%	(78)	49% (283)	579
Educ: Bachelors degree	40%	(104)	11%	(29)	49% (126)	260
Educ: Post-grad	45%	(72)	11%	(17)	45% (71)	160
Income: Under 50k	38%	(195)	13%	(65)	49% (254)	514
Income: 50k-100k	42%	(131)	12%	(39)	46% (143)	313
Income: 100k+	40%	(69)	12%	(20)	48% (83)	171
Ethnicity: White	36%	(228)	12%	(75)	52% (330)	633

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Table MCFE16_3: *Should dramatic movies feature more or fewer leading characters from the following groups, or do they include about the right amount?*
Asian people

Demographic	More characters from this group		Less characters from this group		About the right amount		Total N
Hispanic Adults	40%	(395)	12%	(124)	48%	(480)	999
Ethnicity: Hispanic	40%	(395)	12%	(124)	48%	(480)	999
Ethnicity: Black	59%	(34)	20%	(12)	21%	(12)	57
Ethnicity: Other	43%	(133)	12%	(37)	45%	(139)	309
All Christian	37%	(207)	13%	(70)	50%	(276)	553
Agnostic/Nothing in particular	41%	(96)	9%	(20)	50%	(117)	233
Something Else	36%	(48)	19%	(26)	45%	(59)	133
Evangelical	33%	(77)	18%	(44)	49%	(117)	238
Non-Evangelical	40%	(175)	12%	(51)	48%	(209)	435
Community: Urban	37%	(166)	14%	(64)	49%	(224)	454
Community: Suburban	43%	(184)	11%	(46)	47%	(202)	431
Community: Rural	39%	(44)	13%	(14)	48%	(55)	114
Employ: Private Sector	40%	(150)	13%	(47)	47%	(174)	370
Employ: Government	36%	(27)	8%	(6)	56%	(42)	75
Employ: Self-Employed	49%	(46)	14%	(13)	37%	(36)	95
Employ: Student	37%	(23)	15%	(10)	48%	(31)	64
Employ: Retired	35%	(42)	8%	(10)	57%	(68)	120
Employ: Unemployed	34%	(54)	15%	(24)	50%	(78)	156
Employ: Other	47%	(33)	10%	(7)	42%	(30)	70
Military HH: Yes	49%	(57)	13%	(15)	38%	(45)	117
Military HH: No	38%	(338)	12%	(109)	49%	(436)	882
RD/WT: Right Direction	22%	(59)	15%	(41)	63%	(171)	270
RD/WT: Wrong Track	46%	(336)	11%	(83)	42%	(310)	729
Trump Job Approve	23%	(74)	15%	(48)	62%	(198)	320
Trump Job Disapprove	48%	(306)	11%	(71)	40%	(256)	633
Trump Job Strongly Approve	24%	(40)	14%	(24)	62%	(106)	170
Trump Job Somewhat Approve	22%	(33)	16%	(24)	62%	(92)	150
Trump Job Somewhat Disapprove	37%	(49)	13%	(18)	50%	(67)	134
Trump Job Strongly Disapprove	51%	(257)	11%	(53)	38%	(189)	499

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Table MCFE16_3: Should dramatic movies feature more or fewer leading characters from the following groups, or do they include about the right amount?

Asian people

Demographic	More characters from this group		Less characters from this group		About the right amount		Total N
Hispanic Adults	40%	(395)	12%	(124)	48%	(480)	999
Favorable of Trump	24%	(75)	14%	(46)	62%	(198)	318
Unfavorable of Trump	48%	(301)	12%	(72)	40%	(249)	622
Very Favorable of Trump	21%	(38)	13%	(24)	66%	(118)	180
Somewhat Favorable of Trump	26%	(36)	16%	(22)	58%	(80)	138
Somewhat Unfavorable of Trump	34%	(36)	16%	(17)	51%	(54)	106
Very Unfavorable of Trump	51%	(265)	11%	(55)	38%	(195)	515
#1 Issue: Economy	34%	(130)	14%	(53)	53%	(205)	388
#1 Issue: Security	24%	(19)	13%	(10)	62%	(48)	77
#1 Issue: Health Care	45%	(97)	14%	(29)	41%	(87)	213
#1 Issue: Medicare / Social Security	45%	(34)	7%	(6)	47%	(36)	76
#1 Issue: Women's Issues	47%	(31)	7%	(5)	45%	(29)	65
#1 Issue: Education	36%	(21)	16%	(9)	48%	(27)	57
#1 Issue: Energy	40%	(22)	10%	(6)	49%	(27)	56
#1 Issue: Other	61%	(41)	9%	(6)	30%	(20)	67
2018 House Vote: Democrat	52%	(196)	13%	(47)	35%	(130)	373
2018 House Vote: Republican	29%	(59)	12%	(25)	59%	(121)	205
2016 Vote: Hillary Clinton	50%	(183)	12%	(42)	38%	(139)	364
2016 Vote: Donald Trump	28%	(61)	11%	(25)	60%	(131)	217
2016 Vote: Didn't Vote	35%	(134)	14%	(54)	51%	(194)	382
Voted in 2014: Yes	46%	(231)	12%	(59)	42%	(212)	502
Voted in 2014: No	33%	(164)	13%	(65)	54%	(268)	497
2012 Vote: Barack Obama	53%	(201)	10%	(40)	37%	(141)	382
2012 Vote: Mitt Romney	28%	(35)	15%	(19)	58%	(73)	128
2012 Vote: Didn't Vote	32%	(152)	14%	(64)	54%	(252)	468
4-Region: Northeast	44%	(74)	12%	(20)	45%	(76)	170
4-Region: Midwest	39%	(38)	18%	(18)	43%	(42)	97
4-Region: South	34%	(150)	12%	(53)	54%	(242)	445
4-Region: West	46%	(133)	11%	(32)	42%	(121)	286

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Table MCFE16_3: *Should dramatic movies feature more or fewer leading characters from the following groups, or do they include about the right amount?*
Asian people

Demographic	More characters from this group		Less characters from this group		About the right amount		Total N
Hispanic Adults	40%	(395)	12%	(124)	48%	(480)	999
Mexican	42%	(198)	12%	(56)	46%	(212)	465
Puerto Rican	42%	(75)	12%	(21)	46%	(82)	179
Cuban	24%	(19)	13%	(11)	63%	(51)	81
Other South American	31%	(37)	12%	(14)	57%	(68)	119
Speaks only English at home	44%	(117)	10%	(28)	46%	(121)	265
Speaks mostly English at home	46%	(116)	11%	(27)	44%	(111)	254
Speaks both English and Spanish at home	38%	(123)	15%	(48)	47%	(152)	323
Speaks mostly Spanish at home	29%	(32)	16%	(18)	55%	(61)	111
Trump supporter	23%	(62)	13%	(35)	64%	(175)	272
Biden supporter	50%	(285)	12%	(68)	39%	(221)	573
Sports fans	40%	(285)	12%	(87)	48%	(346)	717
Avid sports fans	36%	(109)	13%	(38)	51%	(152)	299
Sports fans, Age: 18-34	37%	(95)	13%	(32)	50%	(127)	253
Sports fans, Age: 35-44	37%	(67)	17%	(30)	47%	(85)	182
Sports fans, Age: 45-64	44%	(92)	9%	(19)	47%	(98)	209
Sports fans, Age: 65+	44%	(32)	7%	(5)	49%	(36)	73
Movie studios should diversify teams	47%	(325)	12%	(81)	41%	(285)	691
Movie studios should diversify stories	48%	(288)	14%	(81)	38%	(226)	595
Concerned about Covid	42%	(362)	13%	(109)	45%	(385)	856
No experience with Covid	32%	(105)	10%	(33)	58%	(188)	326
Health care major factor for election	45%	(298)	11%	(76)	43%	(284)	658
Social media users	40%	(388)	12%	(121)	48%	(466)	975
WhatsApp users	35%	(165)	14%	(65)	51%	(244)	474
WeChat users	39%	(24)	15%	(9)	46%	(28)	61
Social media news source at least once a week	39%	(266)	13%	(92)	47%	(321)	679

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

Table MCFE16_4: Should dramatic movies feature more or fewer leading characters from the following groups, or do they include about the right amount?

Hispanic/Latinx people

Demographic	More characters from this group		Less characters from this group		About the right amount		Total N
Hispanic Adults	46%	(458)	9%	(94)	45%	(447)	999
Gender: Male	41%	(203)	11%	(55)	48%	(241)	500
Gender: Female	51%	(255)	8%	(38)	41%	(206)	499
Age: 18-34	42%	(160)	11%	(42)	46%	(175)	378
Age: 35-44	46%	(102)	15%	(32)	39%	(87)	222
Age: 45-64	48%	(140)	5%	(14)	47%	(136)	290
Age: 65+	51%	(56)	5%	(6)	44%	(49)	110
GenZers: 1997-2012	45%	(61)	8%	(11)	47%	(64)	137
Millennials: 1981-1996	43%	(156)	14%	(51)	43%	(154)	361
GenXers: 1965-1980	49%	(142)	6%	(17)	45%	(130)	289
Baby Boomers: 1946-1964	48%	(91)	8%	(15)	45%	(86)	191
PID: Dem (no lean)	57%	(253)	9%	(39)	34%	(152)	444
PID: Ind (no lean)	41%	(130)	9%	(28)	50%	(161)	319
PID: Rep (no lean)	31%	(74)	12%	(28)	57%	(134)	236
PID/Gender: Dem Men	49%	(98)	9%	(18)	42%	(84)	199
PID/Gender: Dem Women	63%	(155)	8%	(21)	28%	(69)	245
PID/Gender: Ind Men	38%	(60)	10%	(15)	52%	(81)	156
PID/Gender: Ind Women	44%	(71)	7%	(12)	49%	(79)	162
PID/Gender: Rep Men	32%	(45)	15%	(22)	53%	(76)	144
PID/Gender: Rep Women	31%	(29)	6%	(6)	63%	(58)	92
Ideo: Liberal (1-3)	59%	(202)	8%	(26)	33%	(114)	341
Ideo: Moderate (4)	45%	(153)	7%	(25)	47%	(160)	337
Ideo: Conservative (5-7)	34%	(78)	13%	(30)	52%	(119)	227
Educ: < College	44%	(253)	9%	(53)	47%	(274)	579
Educ: Bachelors degree	46%	(120)	12%	(32)	42%	(108)	260
Educ: Post-grad	54%	(86)	6%	(9)	41%	(65)	160
Income: Under 50k	45%	(232)	8%	(42)	47%	(241)	514
Income: 50k-100k	47%	(147)	10%	(33)	43%	(134)	313
Income: 100k+	46%	(79)	11%	(19)	42%	(73)	171
Ethnicity: White	43%	(270)	10%	(61)	48%	(302)	633

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Table MCFE16_4: *Should dramatic movies feature more or fewer leading characters from the following groups, or do they include about the right amount?*
Hispanic/Latinx people

Demographic	More characters from this group		Less characters from this group		About the right amount	Total N
Hispanic Adults	46%	(458)	9%	(94)	45% (447)	999
Ethnicity: Hispanic	46%	(458)	9%	(94)	45% (447)	999
Ethnicity: Black	64%	(37)	14%	(8)	21% (12)	57
Ethnicity: Other	49%	(151)	8%	(25)	43% (133)	309
All Christian	45%	(247)	10%	(57)	45% (249)	553
Agnostic/Nothing in particular	47%	(110)	5%	(12)	48% (111)	233
Something Else	46%	(61)	9%	(13)	45% (59)	133
Evangelical	44%	(105)	12%	(29)	44% (104)	238
Non-Evangelical	46%	(201)	9%	(37)	45% (196)	435
Community: Urban	44%	(202)	12%	(53)	44% (199)	454
Community: Suburban	47%	(203)	7%	(30)	46% (199)	431
Community: Rural	47%	(54)	10%	(11)	43% (49)	114
Employ: Private Sector	44%	(165)	11%	(41)	44% (164)	370
Employ: Government	34%	(25)	16%	(12)	51% (38)	75
Employ: Self-Employed	55%	(52)	8%	(7)	37% (35)	95
Employ: Student	50%	(32)	7%	(4)	43% (28)	64
Employ: Retired	47%	(56)	4%	(5)	49% (59)	120
Employ: Unemployed	43%	(68)	6%	(9)	51% (79)	156
Employ: Other	50%	(35)	17%	(12)	33% (23)	70
Military HH: Yes	56%	(66)	11%	(13)	32% (38)	117
Military HH: No	44%	(392)	9%	(80)	46% (409)	882
RD/WT: Right Direction	26%	(71)	16%	(43)	58% (156)	270
RD/WT: Wrong Track	53%	(387)	7%	(51)	40% (291)	729
Trump Job Approve	28%	(91)	14%	(44)	58% (185)	320
Trump Job Disapprove	56%	(353)	7%	(46)	37% (234)	633
Trump Job Strongly Approve	26%	(44)	13%	(22)	61% (103)	170
Trump Job Somewhat Approve	31%	(47)	14%	(21)	55% (82)	150
Trump Job Somewhat Disapprove	45%	(60)	10%	(14)	45% (59)	134
Trump Job Strongly Disapprove	59%	(293)	6%	(32)	35% (174)	499

Continued on next page

Table MCFE16_4: Should dramatic movies feature more or fewer leading characters from the following groups, or do they include about the right amount?

Hispanic/Latinx people

Demographic	More characters from this group		Less characters from this group		About the right amount		Total N
Hispanic Adults	46%	(458)	9%	(94)	45%	(447)	999
Favorable of Trump	29%	(93)	13%	(40)	58%	(185)	318
Unfavorable of Trump	56%	(348)	8%	(48)	36%	(227)	622
Very Favorable of Trump	24%	(44)	12%	(21)	64%	(115)	180
Somewhat Favorable of Trump	35%	(49)	14%	(19)	51%	(70)	138
Somewhat Unfavorable of Trump	46%	(49)	11%	(12)	43%	(46)	106
Very Unfavorable of Trump	58%	(299)	7%	(36)	35%	(181)	515
#1 Issue: Economy	43%	(168)	9%	(33)	48%	(187)	388
#1 Issue: Security	28%	(21)	14%	(11)	58%	(45)	77
#1 Issue: Health Care	52%	(110)	11%	(24)	37%	(79)	213
#1 Issue: Medicare / Social Security	47%	(36)	10%	(7)	43%	(33)	76
#1 Issue: Women's Issues	48%	(31)	5%	(3)	47%	(31)	65
#1 Issue: Education	43%	(24)	13%	(8)	44%	(25)	57
#1 Issue: Energy	48%	(27)	2%	(1)	50%	(28)	56
#1 Issue: Other	62%	(42)	10%	(6)	28%	(19)	67
2018 House Vote: Democrat	59%	(220)	11%	(39)	30%	(113)	373
2018 House Vote: Republican	31%	(63)	11%	(23)	58%	(119)	205
2016 Vote: Hillary Clinton	59%	(214)	9%	(31)	33%	(118)	364
2016 Vote: Donald Trump	29%	(63)	13%	(27)	58%	(126)	217
2016 Vote: Didn't Vote	43%	(164)	9%	(33)	48%	(185)	382
Voted in 2014: Yes	51%	(255)	9%	(46)	40%	(201)	502
Voted in 2014: No	41%	(203)	10%	(48)	49%	(246)	497
2012 Vote: Barack Obama	59%	(224)	9%	(34)	32%	(124)	382
2012 Vote: Mitt Romney	28%	(36)	9%	(11)	63%	(81)	128
2012 Vote: Didn't Vote	41%	(191)	10%	(48)	49%	(229)	468
4-Region: Northeast	48%	(82)	6%	(11)	45%	(77)	170
4-Region: Midwest	49%	(48)	13%	(12)	38%	(37)	97
4-Region: South	43%	(190)	8%	(35)	50%	(221)	445
4-Region: West	48%	(138)	13%	(36)	39%	(112)	286

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Table MCFE16_4: Should dramatic movies feature more or fewer leading characters from the following groups, or do they include about the right amount?
Hispanic/Latinx people

Demographic	More characters from this group		Less characters from this group		About the right amount		Total N
Hispanic Adults	46%	(458)	9%	(94)	45%	(447)	999
Mexican	48%	(223)	9%	(41)	43%	(201)	465
Puerto Rican	47%	(84)	10%	(19)	43%	(77)	179
Cuban	34%	(28)	11%	(9)	55%	(44)	81
Other South American	40%	(48)	5%	(6)	54%	(65)	119
Speaks only English at home	49%	(130)	9%	(24)	42%	(112)	265
Speaks mostly English at home	50%	(128)	7%	(18)	42%	(108)	254
Speaks both English and Spanish at home	43%	(140)	12%	(38)	45%	(145)	323
Speaks mostly Spanish at home	43%	(47)	8%	(9)	49%	(54)	111
Trump supporter	29%	(79)	10%	(26)	61%	(166)	272
Biden supporter	57%	(325)	9%	(51)	34%	(198)	573
Sports fans	47%	(334)	10%	(71)	43%	(311)	717
Avid sports fans	44%	(130)	12%	(37)	44%	(132)	299
Sports fans, Age: 18-34	42%	(106)	13%	(33)	45%	(114)	253
Sports fans, Age: 35-44	47%	(86)	14%	(26)	38%	(69)	182
Sports fans, Age: 45-64	49%	(102)	5%	(10)	46%	(97)	209
Sports fans, Age: 65+	55%	(40)	3%	(2)	42%	(31)	73
Movie studios should diversify teams	55%	(378)	8%	(58)	37%	(254)	691
Movie studios should diversify stories	57%	(337)	10%	(59)	33%	(199)	595
Concerned about Covid	49%	(422)	10%	(82)	41%	(352)	856
No experience with Covid	37%	(119)	6%	(21)	57%	(186)	326
Health care major factor for election	52%	(342)	7%	(48)	41%	(268)	658
Social media users	46%	(451)	10%	(94)	44%	(431)	975
WhatsApp users	43%	(206)	12%	(57)	44%	(211)	474
WeChat users	37%	(23)	24%	(15)	39%	(24)	61
Social media news source at least once a week	47%	(319)	11%	(71)	43%	(289)	679

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

Table MCFE16_5: Should dramatic movies feature more or fewer leading characters from the following groups, or do they include about the right amount?

Minorities

Demographic	More characters from this group		Less characters from this group		About the right amount	Total N
Hispanic Adults	42%	(419)	11%	(107)	47% (472)	999
Gender: Male	37%	(185)	12%	(60)	51% (254)	500
Gender: Female	47%	(234)	9%	(47)	44% (219)	499
Age: 18-34	40%	(150)	13%	(48)	48% (180)	378
Age: 35-44	43%	(95)	14%	(31)	44% (97)	222
Age: 45-64	43%	(124)	6%	(19)	51% (148)	290
Age: 65+	46%	(51)	10%	(10)	44% (49)	110
GenZers: 1997-2012	38%	(52)	16%	(22)	46% (63)	137
Millennials: 1981-1996	43%	(156)	11%	(41)	45% (164)	361
GenXers: 1965-1980	42%	(120)	8%	(24)	50% (144)	289
Baby Boomers: 1946-1964	44%	(84)	9%	(18)	47% (89)	191
PID: Dem (no lean)	55%	(244)	9%	(40)	36% (160)	444
PID: Ind (no lean)	36%	(116)	11%	(35)	53% (168)	319
PID: Rep (no lean)	25%	(59)	14%	(32)	61% (144)	236
PID/Gender: Dem Men	48%	(96)	7%	(15)	44% (88)	199
PID/Gender: Dem Women	60%	(148)	10%	(25)	29% (71)	245
PID/Gender: Ind Men	34%	(54)	14%	(21)	52% (82)	156
PID/Gender: Ind Women	38%	(62)	8%	(14)	53% (86)	162
PID/Gender: Rep Men	25%	(36)	17%	(24)	58% (84)	144
PID/Gender: Rep Women	26%	(24)	9%	(8)	66% (61)	92
Ideo: Liberal (1-3)	62%	(211)	7%	(25)	31% (105)	341
Ideo: Moderate (4)	37%	(126)	10%	(34)	53% (178)	337
Ideo: Conservative (5-7)	26%	(58)	15%	(33)	60% (136)	227
Educ: < College	39%	(226)	13%	(73)	48% (281)	579
Educ: Bachelors degree	44%	(113)	9%	(24)	47% (122)	260
Educ: Post-grad	50%	(80)	6%	(10)	43% (69)	160
Income: Under 50k	41%	(211)	11%	(56)	48% (247)	514
Income: 50k-100k	43%	(136)	10%	(32)	46% (146)	313
Income: 100k+	42%	(72)	11%	(19)	47% (80)	171
Ethnicity: White	39%	(246)	10%	(63)	51% (324)	633

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Table MCFE16_5: *Should dramatic movies feature more or fewer leading characters from the following groups, or do they include about the right amount?*
Minorities

Demographic	More characters from this group		Less characters from this group		About the right amount		Total N
Hispanic Adults	42%	(419)	11%	(107)	47%	(472)	999
Ethnicity: Hispanic	42%	(419)	11%	(107)	47%	(472)	999
Ethnicity: Black	66%	(38)	15%	(9)	19%	(11)	57
Ethnicity: Other	44%	(135)	12%	(36)	45%	(138)	309
All Christian	39%	(218)	12%	(64)	49%	(271)	553
Agnostic/Nothing in particular	45%	(104)	7%	(16)	49%	(113)	233
Something Else	41%	(55)	13%	(18)	46%	(61)	133
Evangelical	39%	(94)	14%	(32)	47%	(112)	238
Non-Evangelical	41%	(177)	11%	(48)	48%	(210)	435
Community: Urban	40%	(181)	11%	(49)	49%	(224)	454
Community: Suburban	44%	(191)	10%	(44)	46%	(197)	431
Community: Rural	42%	(47)	13%	(15)	45%	(52)	114
Employ: Private Sector	40%	(147)	13%	(48)	48%	(176)	370
Employ: Government	36%	(27)	9%	(6)	56%	(42)	75
Employ: Self-Employed	51%	(48)	9%	(9)	40%	(38)	95
Employ: Student	43%	(27)	15%	(9)	43%	(27)	64
Employ: Retired	44%	(52)	7%	(9)	49%	(59)	120
Employ: Unemployed	37%	(57)	12%	(18)	52%	(81)	156
Employ: Other	52%	(36)	11%	(7)	38%	(26)	70
Military HH: Yes	55%	(64)	10%	(12)	35%	(41)	117
Military HH: No	40%	(355)	11%	(95)	49%	(432)	882
RD/WT: Right Direction	19%	(52)	15%	(40)	66%	(178)	270
RD/WT: Wrong Track	50%	(367)	9%	(67)	40%	(294)	729
Trump Job Approve	20%	(63)	16%	(52)	64%	(205)	320
Trump Job Disapprove	54%	(341)	8%	(51)	38%	(241)	633
Trump Job Strongly Approve	19%	(32)	15%	(26)	66%	(113)	170
Trump Job Somewhat Approve	21%	(32)	17%	(26)	62%	(92)	150
Trump Job Somewhat Disapprove	40%	(53)	9%	(12)	51%	(69)	134
Trump Job Strongly Disapprove	58%	(288)	8%	(39)	35%	(172)	499

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Table MCFE16_5: Should dramatic movies feature more or fewer leading characters from the following groups, or do they include about the right amount?
Minorities

Demographic	More characters from this group		Less characters from this group		About the right amount		Total N
Hispanic Adults	42%	(419)	11%	(107)	47%	(472)	999
Favorable of Trump	20%	(65)	13%	(43)	66%	(211)	318
Unfavorable of Trump	54%	(335)	9%	(57)	37%	(230)	622
Very Favorable of Trump	17%	(30)	14%	(25)	69%	(125)	180
Somewhat Favorable of Trump	25%	(35)	13%	(18)	62%	(86)	138
Somewhat Unfavorable of Trump	40%	(43)	11%	(12)	48%	(51)	106
Very Unfavorable of Trump	57%	(292)	9%	(45)	35%	(178)	515
#1 Issue: Economy	36%	(142)	12%	(46)	52%	(201)	388
#1 Issue: Security	25%	(19)	12%	(9)	63%	(49)	77
#1 Issue: Health Care	51%	(109)	9%	(20)	39%	(84)	213
#1 Issue: Medicare / Social Security	46%	(35)	12%	(9)	42%	(32)	76
#1 Issue: Women's Issues	47%	(30)	8%	(5)	46%	(30)	65
#1 Issue: Education	40%	(23)	14%	(8)	46%	(27)	57
#1 Issue: Energy	38%	(21)	7%	(4)	55%	(31)	56
#1 Issue: Other	60%	(40)	9%	(6)	31%	(21)	67
2018 House Vote: Democrat	58%	(217)	9%	(35)	32%	(120)	373
2018 House Vote: Republican	24%	(49)	13%	(28)	62%	(128)	205
2016 Vote: Hillary Clinton	59%	(214)	7%	(27)	34%	(123)	364
2016 Vote: Donald Trump	23%	(50)	12%	(27)	65%	(141)	217
2016 Vote: Didn't Vote	37%	(140)	13%	(48)	51%	(194)	382
Voted in 2014: Yes	50%	(250)	9%	(47)	41%	(205)	502
Voted in 2014: No	34%	(170)	12%	(60)	54%	(268)	497
2012 Vote: Barack Obama	57%	(218)	9%	(35)	34%	(129)	382
2012 Vote: Mitt Romney	24%	(30)	12%	(15)	64%	(82)	128
2012 Vote: Didn't Vote	35%	(164)	12%	(55)	53%	(249)	468
4-Region: Northeast	40%	(68)	12%	(21)	48%	(81)	170
4-Region: Midwest	42%	(41)	18%	(17)	40%	(39)	97
4-Region: South	38%	(170)	10%	(44)	52%	(231)	445
4-Region: West	49%	(141)	9%	(25)	42%	(121)	286

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Table MCFE16_5: *Should dramatic movies feature more or fewer leading characters from the following groups, or do they include about the right amount?*
Minorities

Demographic	More characters from this group		Less characters from this group		About the right amount		Total N
Hispanic Adults	42%	(419)	11%	(107)	47%	(472)	999
Mexican	45%	(211)	10%	(46)	45%	(208)	465
Puerto Rican	44%	(79)	12%	(22)	44%	(79)	179
Cuban	28%	(23)	11%	(9)	61%	(49)	81
Other South American	33%	(39)	8%	(10)	59%	(70)	119
Speaks only English at home	45%	(120)	10%	(27)	45%	(118)	265
Speaks mostly English at home	46%	(117)	8%	(21)	46%	(116)	254
Speaks both English and Spanish at home	41%	(133)	11%	(37)	47%	(153)	323
Speaks mostly Spanish at home	32%	(35)	19%	(21)	49%	(55)	111
Trump supporter	19%	(50)	14%	(38)	67%	(183)	272
Biden supporter	56%	(320)	9%	(51)	35%	(203)	573
Sports fans	42%	(302)	10%	(73)	48%	(342)	717
Avid sports fans	41%	(122)	11%	(34)	48%	(143)	299
Sports fans, Age: 18-34	39%	(99)	12%	(32)	48%	(123)	253
Sports fans, Age: 35-44	44%	(80)	12%	(23)	43%	(79)	182
Sports fans, Age: 45-64	42%	(88)	6%	(12)	52%	(110)	209
Sports fans, Age: 65+	48%	(35)	10%	(7)	42%	(31)	73
Movie studios should diversify teams	52%	(356)	8%	(54)	41%	(281)	691
Movie studios should diversify stories	53%	(318)	9%	(53)	38%	(224)	595
Concerned about Covid	46%	(390)	10%	(85)	44%	(380)	856
No experience with Covid	33%	(107)	9%	(30)	58%	(188)	326
Health care major factor for election	49%	(325)	8%	(55)	42%	(278)	658
Social media users	42%	(412)	11%	(106)	47%	(457)	975
WhatsApp users	40%	(188)	10%	(49)	50%	(237)	474
WeChat users	30%	(18)	24%	(14)	47%	(28)	61
Social media news source at least once a week	42%	(283)	12%	(81)	46%	(315)	679

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

Table MCFE16_6: Should dramatic movies feature more or fewer leading characters from the following groups, or do they include about the right amount?

Women

Demographic	More characters from this group		Less characters from this group		About the right amount		Total N
Hispanic Adults	35%	(347)	11%	(107)	55%	(545)	999
Gender: Male	30%	(151)	14%	(71)	56%	(277)	500
Gender: Female	39%	(196)	7%	(36)	53%	(267)	499
Age: 18-34	35%	(131)	13%	(50)	52%	(197)	378
Age: 35-44	32%	(71)	16%	(36)	52%	(115)	222
Age: 45-64	36%	(104)	5%	(15)	59%	(171)	290
Age: 65+	38%	(41)	5%	(6)	57%	(63)	110
GenZers: 1997-2012	38%	(52)	14%	(19)	48%	(66)	137
Millennials: 1981-1996	34%	(121)	15%	(55)	51%	(186)	361
GenXers: 1965-1980	35%	(100)	7%	(20)	58%	(168)	289
Baby Boomers: 1946-1964	36%	(70)	7%	(13)	57%	(108)	191
PID: Dem (no lean)	45%	(198)	11%	(50)	44%	(197)	444
PID: Ind (no lean)	31%	(99)	8%	(25)	61%	(194)	319
PID: Rep (no lean)	21%	(50)	14%	(32)	65%	(154)	236
PID/Gender: Dem Men	36%	(73)	14%	(27)	50%	(100)	199
PID/Gender: Dem Women	51%	(125)	9%	(23)	40%	(97)	245
PID/Gender: Ind Men	30%	(46)	11%	(18)	59%	(92)	156
PID/Gender: Ind Women	32%	(52)	5%	(7)	63%	(102)	162
PID/Gender: Rep Men	22%	(32)	18%	(26)	60%	(86)	144
PID/Gender: Rep Women	20%	(18)	7%	(6)	73%	(68)	92
Ideo: Liberal (1-3)	52%	(178)	7%	(24)	41%	(139)	341
Ideo: Moderate (4)	29%	(97)	10%	(35)	61%	(205)	337
Ideo: Conservative (5-7)	23%	(52)	15%	(34)	62%	(141)	227
Educ: < College	33%	(191)	12%	(67)	55%	(321)	579
Educ: Bachelors degree	33%	(86)	12%	(31)	55%	(143)	260
Educ: Post-grad	43%	(69)	6%	(9)	51%	(81)	160
Income: Under 50k	35%	(182)	11%	(56)	54%	(277)	514
Income: 50k-100k	31%	(97)	11%	(34)	58%	(182)	313
Income: 100k+	40%	(68)	10%	(17)	50%	(86)	171
Ethnicity: White	32%	(206)	10%	(62)	58%	(365)	633

Continued on next page

Table MCFE16_6: *Should dramatic movies feature more or fewer leading characters from the following groups, or do they include about the right amount?*

Women

Demographic	More characters from this group		Less characters from this group		About the right amount		Total N
Hispanic Adults	35%	(347)	11%	(107)	55%	(545)	999
Ethnicity: Hispanic	35%	(347)	11%	(107)	55%	(545)	999
Ethnicity: Black	50%	(28)	18%	(10)	32%	(19)	57
Ethnicity: Other	37%	(113)	11%	(34)	52%	(161)	309
All Christian	33%	(184)	11%	(60)	56%	(309)	553
Agnostic/Nothing in particular	38%	(89)	10%	(22)	52%	(122)	233
Something Else	34%	(45)	9%	(12)	57%	(76)	133
Evangelical	33%	(79)	13%	(31)	54%	(129)	238
Non-Evangelical	34%	(149)	9%	(37)	57%	(248)	435
Community: Urban	34%	(152)	12%	(53)	55%	(249)	454
Community: Suburban	35%	(152)	10%	(45)	54%	(234)	431
Community: Rural	38%	(43)	8%	(9)	54%	(61)	114
Employ: Private Sector	31%	(115)	14%	(51)	55%	(204)	370
Employ: Government	35%	(26)	9%	(7)	56%	(42)	75
Employ: Self-Employed	52%	(50)	7%	(7)	40%	(38)	95
Employ: Student	39%	(25)	14%	(9)	48%	(30)	64
Employ: Retired	34%	(40)	4%	(4)	63%	(75)	120
Employ: Unemployed	29%	(45)	10%	(15)	62%	(96)	156
Employ: Other	38%	(27)	17%	(12)	45%	(32)	70
Military HH: Yes	39%	(46)	14%	(16)	47%	(55)	117
Military HH: No	34%	(301)	10%	(91)	56%	(490)	882
RD/WT: Right Direction	16%	(44)	17%	(46)	66%	(180)	270
RD/WT: Wrong Track	42%	(303)	8%	(61)	50%	(365)	729
Trump Job Approve	17%	(55)	14%	(46)	68%	(218)	320
Trump Job Disapprove	44%	(279)	9%	(56)	47%	(297)	633
Trump Job Strongly Approve	17%	(29)	14%	(24)	69%	(117)	170
Trump Job Somewhat Approve	17%	(26)	15%	(22)	68%	(102)	150
Trump Job Somewhat Disapprove	31%	(42)	9%	(13)	59%	(79)	134
Trump Job Strongly Disapprove	47%	(237)	9%	(44)	44%	(218)	499

Continued on next page

Table MCFE16_6: Should dramatic movies feature more or fewer leading characters from the following groups, or do they include about the right amount?

Women

Demographic	More characters from this group		Less characters from this group		About the right amount		Total N
Hispanic Adults	35%	(347)	11%	(107)	55%	(545)	999
Favorable of Trump	18%	(58)	14%	(46)	67%	(214)	318
Unfavorable of Trump	44%	(276)	9%	(54)	47%	(292)	622
Very Favorable of Trump	16%	(29)	17%	(30)	67%	(121)	180
Somewhat Favorable of Trump	21%	(30)	11%	(16)	67%	(93)	138
Somewhat Unfavorable of Trump	36%	(38)	6%	(6)	58%	(62)	106
Very Unfavorable of Trump	46%	(238)	9%	(48)	45%	(230)	515
#1 Issue: Economy	30%	(116)	11%	(42)	59%	(230)	388
#1 Issue: Security	14%	(11)	18%	(14)	67%	(52)	77
#1 Issue: Health Care	43%	(91)	12%	(26)	45%	(95)	213
#1 Issue: Medicare / Social Security	40%	(31)	6%	(4)	54%	(41)	76
#1 Issue: Women's Issues	48%	(31)	6%	(4)	46%	(30)	65
#1 Issue: Education	33%	(19)	13%	(8)	53%	(31)	57
#1 Issue: Energy	37%	(20)	7%	(4)	56%	(31)	56
#1 Issue: Other	40%	(27)	7%	(4)	53%	(35)	67
2018 House Vote: Democrat	46%	(173)	11%	(40)	43%	(160)	373
2018 House Vote: Republican	20%	(41)	13%	(27)	67%	(137)	205
2016 Vote: Hillary Clinton	46%	(167)	8%	(30)	46%	(166)	364
2016 Vote: Donald Trump	20%	(44)	13%	(29)	66%	(144)	217
2016 Vote: Didn't Vote	33%	(125)	12%	(46)	55%	(211)	382
Voted in 2014: Yes	40%	(202)	9%	(45)	51%	(255)	502
Voted in 2014: No	29%	(145)	12%	(62)	58%	(290)	497
2012 Vote: Barack Obama	46%	(177)	9%	(36)	44%	(169)	382
2012 Vote: Mitt Romney	17%	(22)	11%	(14)	72%	(92)	128
2012 Vote: Didn't Vote	30%	(142)	12%	(56)	58%	(269)	468
4-Region: Northeast	36%	(61)	11%	(19)	53%	(90)	170
4-Region: Midwest	40%	(39)	10%	(10)	50%	(49)	97
4-Region: South	30%	(135)	9%	(41)	60%	(268)	445
4-Region: West	39%	(113)	13%	(36)	48%	(137)	286

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Table MCFE16_6: Should dramatic movies feature more or fewer leading characters from the following groups, or do they include about the right amount?

Women

Demographic	More characters from this group		Less characters from this group		About the right amount		Total N
Hispanic Adults	35%	(347)	11%	(107)	55%	(545)	999
Mexican	37%	(172)	10%	(49)	53%	(245)	465
Puerto Rican	34%	(61)	11%	(20)	55%	(98)	179
Cuban	19%	(16)	9%	(7)	72%	(58)	81
Other South American	30%	(36)	7%	(9)	63%	(75)	119
Speaks only English at home	38%	(100)	9%	(25)	53%	(141)	265
Speaks mostly English at home	37%	(94)	9%	(24)	54%	(136)	254
Speaks both English and Spanish at home	33%	(106)	14%	(47)	53%	(171)	323
Speaks mostly Spanish at home	31%	(35)	10%	(11)	59%	(65)	111
Trump supporter	17%	(46)	13%	(37)	70%	(189)	272
Biden supporter	46%	(262)	9%	(53)	45%	(258)	573
Sports fans	35%	(249)	12%	(83)	54%	(386)	717
Avid sports fans	31%	(91)	14%	(43)	55%	(165)	299
Sports fans, Age: 18-34	35%	(89)	14%	(36)	50%	(128)	253
Sports fans, Age: 35-44	31%	(56)	17%	(30)	52%	(95)	182
Sports fans, Age: 45-64	35%	(74)	5%	(12)	59%	(124)	209
Sports fans, Age: 65+	41%	(30)	6%	(4)	53%	(39)	73
Movie studios should diversify teams	41%	(286)	10%	(67)	49%	(338)	691
Movie studios should diversify stories	45%	(266)	11%	(63)	45%	(267)	595
Concerned about Covid	38%	(322)	10%	(90)	52%	(444)	856
No experience with Covid	28%	(90)	8%	(24)	65%	(212)	326
Health care major factor for election	42%	(275)	9%	(58)	49%	(326)	658
Social media users	35%	(339)	11%	(107)	54%	(528)	975
WhatsApp users	35%	(164)	12%	(57)	53%	(253)	474
WeChat users	32%	(19)	24%	(15)	44%	(27)	61
Social media news source at least once a week	35%	(237)	11%	(77)	54%	(365)	679

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

Table MCFE16_7: Should dramatic movies feature more or fewer leading characters from the following groups, or do they include about the right amount?

Men

Demographic	More characters from this group		Less characters from this group		About the right amount		Total N
Hispanic Adults	14%	(145)	20%	(201)	65%	(653)	999
Gender: Male	17%	(83)	19%	(96)	64%	(321)	500
Gender: Female	12%	(62)	21%	(105)	67%	(332)	499
Age: 18-34	17%	(62)	25%	(96)	58%	(219)	378
Age: 35-44	18%	(40)	19%	(41)	63%	(140)	222
Age: 45-64	12%	(35)	16%	(47)	72%	(208)	290
Age: 65+	7%	(7)	15%	(17)	78%	(86)	110
GenZers: 1997-2012	17%	(24)	26%	(36)	56%	(77)	137
Millennials: 1981-1996	17%	(62)	22%	(80)	61%	(219)	361
GenXers: 1965-1980	15%	(43)	17%	(50)	68%	(196)	289
Baby Boomers: 1946-1964	8%	(16)	17%	(33)	74%	(142)	191
PID: Dem (no lean)	16%	(70)	23%	(102)	61%	(273)	444
PID: Ind (no lean)	14%	(46)	19%	(61)	66%	(212)	319
PID: Rep (no lean)	12%	(29)	16%	(39)	72%	(169)	236
PID/Gender: Dem Men	19%	(38)	18%	(37)	62%	(124)	199
PID/Gender: Dem Women	13%	(32)	26%	(65)	61%	(148)	245
PID/Gender: Ind Men	12%	(19)	20%	(31)	68%	(106)	156
PID/Gender: Ind Women	17%	(27)	18%	(30)	65%	(105)	162
PID/Gender: Rep Men	18%	(26)	19%	(28)	63%	(90)	144
PID/Gender: Rep Women	3%	(3)	12%	(11)	85%	(79)	92
Ideo: Liberal (1-3)	17%	(58)	27%	(91)	56%	(192)	341
Ideo: Moderate (4)	12%	(40)	17%	(57)	71%	(240)	337
Ideo: Conservative (5-7)	16%	(36)	16%	(36)	68%	(155)	227
Educ: < College	15%	(86)	20%	(116)	65%	(377)	579
Educ: Bachelors degree	13%	(34)	21%	(55)	66%	(171)	260
Educ: Post-grad	16%	(25)	19%	(30)	66%	(105)	160
Income: Under 50k	16%	(81)	21%	(108)	63%	(325)	514
Income: 50k-100k	11%	(36)	17%	(52)	72%	(225)	313
Income: 100k+	16%	(28)	24%	(41)	60%	(102)	171
Ethnicity: White	12%	(76)	19%	(117)	69%	(440)	633

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Table MCFE16_7: *Should dramatic movies feature more or fewer leading characters from the following groups, or do they include about the right amount?*

Men

Demographic	More characters from this group		Less characters from this group		About the right amount		Total N
Hispanic Adults	14%	(145)	20%	(201)	65%	(653)	999
Ethnicity: Hispanic	14%	(145)	20%	(201)	65%	(653)	999
Ethnicity: Black	32%	(18)	32%	(18)	36%	(21)	57
Ethnicity: Other	16%	(50)	21%	(66)	62%	(193)	309
All Christian	12%	(69)	18%	(99)	70%	(385)	553
Agnostic/Nothing in particular	16%	(38)	23%	(53)	61%	(142)	233
Something Else	18%	(24)	18%	(24)	64%	(85)	133
Evangelical	19%	(45)	18%	(44)	63%	(150)	238
Non-Evangelical	11%	(46)	18%	(77)	72%	(312)	435
Community: Urban	14%	(65)	19%	(88)	66%	(301)	454
Community: Suburban	14%	(62)	20%	(88)	65%	(282)	431
Community: Rural	16%	(18)	23%	(26)	62%	(70)	114
Employ: Private Sector	16%	(59)	17%	(63)	67%	(248)	370
Employ: Government	17%	(13)	14%	(11)	68%	(51)	75
Employ: Self-Employed	18%	(17)	28%	(27)	54%	(51)	95
Employ: Student	13%	(8)	32%	(20)	55%	(35)	64
Employ: Retired	5%	(7)	17%	(20)	78%	(93)	120
Employ: Unemployed	14%	(21)	22%	(34)	65%	(101)	156
Employ: Other	20%	(14)	23%	(16)	57%	(40)	70
Military HH: Yes	19%	(22)	23%	(27)	59%	(69)	117
Military HH: No	14%	(123)	20%	(175)	66%	(584)	882
RD/WT: Right Direction	13%	(34)	16%	(43)	72%	(194)	270
RD/WT: Wrong Track	15%	(111)	22%	(158)	63%	(459)	729
Trump Job Approve	14%	(45)	14%	(44)	72%	(231)	320
Trump Job Disapprove	15%	(95)	24%	(150)	61%	(388)	633
Trump Job Strongly Approve	14%	(23)	14%	(23)	73%	(124)	170
Trump Job Somewhat Approve	14%	(22)	14%	(21)	71%	(107)	150
Trump Job Somewhat Disapprove	17%	(22)	17%	(23)	66%	(89)	134
Trump Job Strongly Disapprove	14%	(72)	25%	(127)	60%	(300)	499

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Table MCFE16_7: Should dramatic movies feature more or fewer leading characters from the following groups, or do they include about the right amount?

Men

Demographic	More characters from this group		Less characters from this group		About the right amount		Total N
Hispanic Adults	14%	(145)	20%	(201)	65%	(653)	999
Favorable of Trump	13%	(40)	13%	(41)	74%	(237)	318
Unfavorable of Trump	15%	(93)	24%	(150)	61%	(379)	622
Very Favorable of Trump	12%	(22)	12%	(22)	76%	(136)	180
Somewhat Favorable of Trump	13%	(19)	14%	(19)	73%	(101)	138
Somewhat Unfavorable of Trump	19%	(21)	16%	(17)	64%	(68)	106
Very Unfavorable of Trump	14%	(72)	26%	(132)	60%	(311)	515
#1 Issue: Economy	17%	(64)	16%	(64)	67%	(260)	388
#1 Issue: Security	8%	(6)	24%	(19)	68%	(53)	77
#1 Issue: Health Care	13%	(28)	24%	(52)	63%	(133)	213
#1 Issue: Medicare / Social Security	14%	(11)	15%	(11)	71%	(54)	76
#1 Issue: Women's Issues	15%	(10)	26%	(17)	59%	(38)	65
#1 Issue: Education	22%	(12)	27%	(16)	51%	(29)	57
#1 Issue: Energy	12%	(6)	12%	(7)	77%	(43)	56
#1 Issue: Other	12%	(8)	24%	(16)	64%	(43)	67
2018 House Vote: Democrat	15%	(57)	25%	(92)	60%	(225)	373
2018 House Vote: Republican	11%	(23)	16%	(33)	73%	(149)	205
2016 Vote: Hillary Clinton	14%	(49)	25%	(90)	62%	(224)	364
2016 Vote: Donald Trump	12%	(25)	13%	(27)	76%	(165)	217
2016 Vote: Didn't Vote	18%	(67)	21%	(79)	62%	(236)	382
Voted in 2014: Yes	14%	(70)	21%	(106)	65%	(325)	502
Voted in 2014: No	15%	(75)	19%	(95)	66%	(328)	497
2012 Vote: Barack Obama	15%	(56)	23%	(88)	62%	(237)	382
2012 Vote: Mitt Romney	10%	(13)	12%	(15)	78%	(100)	128
2012 Vote: Didn't Vote	15%	(72)	20%	(96)	64%	(300)	468
4-Region: Northeast	21%	(36)	16%	(27)	63%	(108)	170
4-Region: Midwest	15%	(14)	28%	(27)	57%	(56)	97
4-Region: South	10%	(46)	18%	(80)	72%	(319)	445
4-Region: West	17%	(49)	23%	(67)	59%	(170)	286

Continued on next page

Table MCFE16_7: Should dramatic movies feature more or fewer leading characters from the following groups, or do they include about the right amount?

Men

Demographic	More characters from this group		Less characters from this group		About the right amount		Total N
Hispanic Adults	14%	(145)	20%	(201)	65%	(653)	999
Mexican	13%	(62)	25%	(116)	62%	(288)	465
Puerto Rican	14%	(26)	19%	(34)	67%	(120)	179
Cuban	9%	(7)	13%	(10)	78%	(63)	81
Other South American	14%	(16)	10%	(12)	76%	(91)	119
Speaks only English at home	14%	(37)	21%	(56)	65%	(173)	265
Speaks mostly English at home	15%	(37)	21%	(53)	65%	(164)	254
Speaks both English and Spanish at home	15%	(47)	22%	(72)	63%	(204)	323
Speaks mostly Spanish at home	18%	(20)	14%	(16)	68%	(75)	111
Trump supporter	13%	(34)	12%	(34)	75%	(204)	272
Biden supporter	15%	(87)	25%	(144)	60%	(343)	573
Sports fans	15%	(107)	19%	(137)	66%	(472)	717
Avid sports fans	18%	(54)	18%	(53)	64%	(191)	299
Sports fans, Age: 18-34	18%	(44)	24%	(61)	59%	(148)	253
Sports fans, Age: 35-44	18%	(33)	17%	(32)	65%	(117)	182
Sports fans, Age: 45-64	11%	(24)	16%	(34)	73%	(152)	209
Sports fans, Age: 65+	9%	(6)	16%	(11)	76%	(55)	73
Movie studios should diversify teams	15%	(105)	22%	(153)	63%	(433)	691
Movie studios should diversify stories	15%	(92)	26%	(152)	59%	(351)	595
Concerned about Covid	14%	(123)	22%	(188)	64%	(544)	856
No experience with Covid	12%	(39)	15%	(50)	73%	(237)	326
Health care major factor for election	15%	(97)	22%	(142)	64%	(419)	658
Social media users	15%	(144)	21%	(201)	65%	(630)	975
WhatsApp users	15%	(73)	20%	(93)	65%	(308)	474
WeChat users	29%	(17)	18%	(11)	53%	(32)	61
Social media news source at least once a week	17%	(118)	20%	(135)	63%	(426)	679

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

Table MCFE16_8: Should dramatic movies feature more or fewer leading characters from the following groups, or do they include about the right amount?

Minority women

Demographic	More characters from this group		Less characters from this group		About the right amount	Total N
Hispanic Adults	41%	(410)	11%	(111)	48% (478)	999
Gender: Male	35%	(175)	14%	(69)	51% (256)	500
Gender: Female	47%	(235)	8%	(42)	45% (222)	499
Age: 18-34	38%	(145)	14%	(52)	48% (181)	378
Age: 35-44	39%	(86)	13%	(30)	48% (106)	222
Age: 45-64	44%	(129)	7%	(21)	48% (140)	290
Age: 65+	46%	(50)	9%	(9)	46% (50)	110
GenZers: 1997-2012	40%	(55)	16%	(22)	43% (59)	137
Millennials: 1981-1996	39%	(140)	13%	(47)	48% (174)	361
GenXers: 1965-1980	42%	(123)	7%	(21)	50% (145)	289
Baby Boomers: 1946-1964	43%	(82)	11%	(20)	47% (89)	191
PID: Dem (no lean)	52%	(231)	11%	(49)	37% (165)	444
PID: Ind (no lean)	39%	(124)	9%	(30)	52% (165)	319
PID: Rep (no lean)	23%	(55)	14%	(32)	63% (149)	236
PID/Gender: Dem Men	42%	(85)	12%	(24)	46% (91)	199
PID/Gender: Dem Women	60%	(146)	10%	(25)	30% (74)	245
PID/Gender: Ind Men	36%	(56)	13%	(20)	51% (80)	156
PID/Gender: Ind Women	42%	(68)	6%	(10)	52% (84)	162
PID/Gender: Rep Men	24%	(34)	17%	(25)	59% (84)	144
PID/Gender: Rep Women	22%	(20)	8%	(7)	70% (64)	92
Ideo: Liberal (1-3)	60%	(204)	6%	(21)	34% (116)	341
Ideo: Moderate (4)	36%	(120)	12%	(41)	52% (176)	337
Ideo: Conservative (5-7)	26%	(60)	17%	(38)	57% (129)	227
Educ: < College	39%	(225)	12%	(69)	49% (285)	579
Educ: Bachelors degree	41%	(106)	12%	(32)	47% (122)	260
Educ: Post-grad	49%	(78)	7%	(11)	44% (71)	160
Income: Under 50k	39%	(203)	12%	(61)	49% (251)	514
Income: 50k-100k	42%	(131)	12%	(37)	46% (145)	313
Income: 100k+	44%	(76)	8%	(13)	48% (82)	171
Ethnicity: White	38%	(241)	10%	(64)	52% (328)	633

Continued on next page

Table MCFE16_8: *Should dramatic movies feature more or fewer leading characters from the following groups, or do they include about the right amount?*

Minority women

Demographic	More characters from this group		Less characters from this group		About the right amount		Total N
Hispanic Adults	41%	(410)	11%	(111)	48%	(478)	999
Ethnicity: Hispanic	41%	(410)	11%	(111)	48%	(478)	999
Ethnicity: Black	62%	(36)	18%	(10)	19%	(11)	57
Ethnicity: Other	43%	(133)	12%	(37)	45%	(139)	309
All Christian	39%	(218)	12%	(66)	48%	(268)	553
Agnostic/Nothing in particular	44%	(103)	7%	(15)	49%	(115)	233
Something Else	41%	(55)	12%	(16)	47%	(63)	133
Evangelical	39%	(92)	15%	(35)	47%	(111)	238
Non-Evangelical	41%	(179)	10%	(45)	49%	(211)	435
Community: Urban	39%	(176)	13%	(57)	49%	(221)	454
Community: Suburban	44%	(189)	10%	(43)	46%	(199)	431
Community: Rural	39%	(45)	10%	(11)	51%	(58)	114
Employ: Private Sector	37%	(139)	13%	(47)	50%	(185)	370
Employ: Government	40%	(30)	9%	(7)	51%	(38)	75
Employ: Self-Employed	52%	(49)	10%	(9)	38%	(36)	95
Employ: Student	45%	(29)	14%	(9)	40%	(26)	64
Employ: Retired	43%	(52)	6%	(8)	50%	(60)	120
Employ: Unemployed	39%	(60)	11%	(18)	50%	(78)	156
Employ: Other	42%	(29)	17%	(12)	41%	(29)	70
Military HH: Yes	52%	(61)	12%	(14)	36%	(42)	117
Military HH: No	39%	(348)	11%	(97)	49%	(436)	882
RD/WT: Right Direction	19%	(51)	17%	(46)	64%	(173)	270
RD/WT: Wrong Track	49%	(359)	9%	(65)	42%	(305)	729
Trump Job Approve	20%	(64)	16%	(51)	64%	(204)	320
Trump Job Disapprove	52%	(329)	9%	(60)	39%	(244)	633
Trump Job Strongly Approve	18%	(31)	15%	(25)	67%	(114)	170
Trump Job Somewhat Approve	22%	(33)	17%	(26)	60%	(91)	150
Trump Job Somewhat Disapprove	39%	(52)	7%	(10)	54%	(72)	134
Trump Job Strongly Disapprove	55%	(277)	10%	(50)	34%	(172)	499

Continued on next page

Table MCFE16_8: Should dramatic movies feature more or fewer leading characters from the following groups, or do they include about the right amount?

Minority women

Demographic	More characters from this group		Less characters from this group		About the right amount	Total N
Hispanic Adults	41%	(410)	11%	(111)	48% (478)	999
Favorable of Trump	20%	(65)	15%	(47)	65% (207)	318
Unfavorable of Trump	52%	(325)	9%	(58)	38% (238)	622
Very Favorable of Trump	18%	(32)	13%	(24)	69% (124)	180
Somewhat Favorable of Trump	24%	(33)	16%	(23)	60% (83)	138
Somewhat Unfavorable of Trump	42%	(45)	8%	(8)	50% (53)	106
Very Unfavorable of Trump	54%	(280)	10%	(50)	36% (185)	515
#1 Issue: Economy	33%	(128)	13%	(49)	54% (211)	388
#1 Issue: Security	18%	(14)	15%	(12)	67% (52)	77
#1 Issue: Health Care	52%	(110)	11%	(24)	37% (79)	213
#1 Issue: Medicare / Social Security	48%	(36)	9%	(7)	44% (33)	76
#1 Issue: Women's Issues	48%	(31)	5%	(3)	46% (30)	65
#1 Issue: Education	49%	(28)	9%	(5)	42% (24)	57
#1 Issue: Energy	39%	(22)	11%	(6)	50% (28)	56
#1 Issue: Other	61%	(41)	8%	(5)	31% (21)	67
2018 House Vote: Democrat	56%	(209)	11%	(42)	33% (122)	373
2018 House Vote: Republican	23%	(48)	14%	(28)	63% (129)	205
2016 Vote: Hillary Clinton	56%	(203)	8%	(30)	36% (131)	364
2016 Vote: Donald Trump	25%	(54)	11%	(25)	64% (139)	217
2016 Vote: Didn't Vote	36%	(138)	14%	(52)	50% (192)	382
Voted in 2014: Yes	48%	(238)	10%	(49)	43% (214)	502
Voted in 2014: No	34%	(171)	13%	(62)	53% (264)	497
2012 Vote: Barack Obama	54%	(207)	9%	(34)	37% (141)	382
2012 Vote: Mitt Romney	26%	(33)	9%	(11)	66% (84)	128
2012 Vote: Didn't Vote	35%	(164)	13%	(62)	52% (241)	468
4-Region: Northeast	40%	(68)	11%	(18)	50% (85)	170
4-Region: Midwest	45%	(43)	14%	(14)	41% (40)	97
4-Region: South	36%	(161)	11%	(49)	53% (234)	445
4-Region: West	48%	(137)	11%	(30)	41% (119)	286

Continued on next page

Table MCFE16_8: *Should dramatic movies feature more or fewer leading characters from the following groups, or do they include about the right amount?*

Minority women

Demographic	More characters from this group		Less characters from this group		About the right amount		Total N
Hispanic Adults	41%	(410)	11%	(111)	48%	(478)	999
Mexican	43%	(202)	11%	(51)	46%	(213)	465
Puerto Rican	41%	(74)	11%	(20)	47%	(85)	179
Cuban	29%	(23)	11%	(9)	61%	(49)	81
Other South American	34%	(41)	8%	(10)	57%	(68)	119
Speaks only English at home	47%	(126)	11%	(28)	42%	(112)	265
Speaks mostly English at home	44%	(111)	10%	(25)	46%	(118)	254
Speaks both English and Spanish at home	38%	(124)	13%	(43)	48%	(156)	323
Speaks mostly Spanish at home	34%	(38)	11%	(13)	54%	(60)	111
Trump supporter	19%	(52)	14%	(38)	67%	(182)	272
Biden supporter	53%	(305)	11%	(63)	36%	(205)	573
Sports fans	41%	(292)	12%	(87)	47%	(339)	717
Avid sports fans	34%	(103)	14%	(43)	51%	(153)	299
Sports fans, Age: 18-34	37%	(95)	16%	(41)	46%	(117)	253
Sports fans, Age: 35-44	39%	(70)	13%	(24)	48%	(87)	182
Sports fans, Age: 45-64	43%	(91)	7%	(15)	50%	(104)	209
Sports fans, Age: 65+	50%	(36)	8%	(6)	42%	(30)	73
Movie studios should diversify teams	50%	(343)	8%	(58)	42%	(290)	691
Movie studios should diversify stories	52%	(310)	10%	(59)	38%	(226)	595
Concerned about Covid	45%	(382)	11%	(92)	45%	(382)	856
No experience with Covid	32%	(105)	9%	(28)	59%	(193)	326
Health care major factor for election	48%	(316)	9%	(61)	43%	(281)	658
Social media users	41%	(404)	11%	(111)	47%	(461)	975
WhatsApp users	38%	(179)	12%	(58)	50%	(237)	474
WeChat users	35%	(21)	25%	(15)	40%	(24)	61
Social media news source at least once a week	42%	(287)	11%	(72)	47%	(320)	679

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

Table MCFE17_1: *Should romantic comedy movies feature more or fewer leading characters from the following groups, or do they include about the right amount?*
White people

Demographic	More characters from this group		Less characters from this group		About the right amount		Total N
Hispanic Adults	12%	(123)	25%	(250)	63%	(626)	999
Gender: Male	14%	(70)	24%	(120)	62%	(310)	500
Gender: Female	11%	(53)	26%	(130)	63%	(317)	499
Age: 18-34	14%	(52)	33%	(123)	54%	(202)	378
Age: 35-44	17%	(38)	20%	(45)	62%	(139)	222
Age: 45-64	10%	(28)	20%	(59)	70%	(203)	290
Age: 65+	4%	(4)	21%	(23)	75%	(83)	110
GenZers: 1997-2012	13%	(18)	40%	(55)	47%	(64)	137
Millennials: 1981-1996	16%	(57)	26%	(94)	58%	(211)	361
GenXers: 1965-1980	12%	(34)	20%	(59)	68%	(196)	289
Baby Boomers: 1946-1964	8%	(15)	21%	(41)	71%	(136)	191
PID: Dem (no lean)	14%	(61)	30%	(135)	56%	(248)	444
PID: Ind (no lean)	11%	(36)	24%	(75)	65%	(208)	319
PID: Rep (no lean)	11%	(26)	17%	(40)	72%	(170)	236
PID/Gender: Dem Men	17%	(34)	26%	(52)	57%	(114)	199
PID/Gender: Dem Women	11%	(27)	34%	(83)	55%	(135)	245
PID/Gender: Ind Men	10%	(16)	25%	(39)	65%	(102)	156
PID/Gender: Ind Women	12%	(20)	23%	(37)	65%	(106)	162
PID/Gender: Rep Men	14%	(21)	21%	(29)	65%	(94)	144
PID/Gender: Rep Women	6%	(6)	11%	(10)	83%	(77)	92
Ideo: Liberal (1-3)	14%	(47)	36%	(124)	50%	(170)	341
Ideo: Moderate (4)	10%	(35)	20%	(66)	70%	(236)	337
Ideo: Conservative (5-7)	11%	(25)	17%	(39)	72%	(163)	227
Educ: < College	13%	(76)	26%	(150)	61%	(353)	579
Educ: Bachelors degree	10%	(25)	24%	(63)	66%	(172)	260
Educ: Post-grad	13%	(21)	23%	(37)	64%	(102)	160
Income: Under 50k	13%	(67)	29%	(147)	58%	(300)	514
Income: 50k-100k	10%	(32)	19%	(59)	71%	(222)	313
Income: 100k+	14%	(23)	26%	(44)	61%	(104)	171
Ethnicity: White	11%	(67)	21%	(132)	69%	(434)	633

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Table MCFE17_1: *Should romantic comedy movies feature more or fewer leading characters from the following groups, or do they include about the right amount?*
White people

Demographic	More characters from this group		Less characters from this group		About the right amount		Total N
Hispanic Adults	12%	(123)	25%	(250)	63%	(626)	999
Ethnicity: Hispanic	12%	(123)	25%	(250)	63%	(626)	999
Ethnicity: Black	25%	(15)	37%	(21)	38%	(22)	57
Ethnicity: Other	13%	(41)	31%	(97)	55%	(171)	309
All Christian	12%	(65)	20%	(112)	68%	(375)	553
Agnostic/Nothing in particular	11%	(26)	33%	(78)	56%	(129)	233
Something Else	14%	(19)	25%	(33)	61%	(82)	133
Evangelical	15%	(36)	20%	(48)	65%	(155)	238
Non-Evangelical	11%	(46)	22%	(96)	67%	(292)	435
Community: Urban	13%	(57)	25%	(114)	62%	(282)	454
Community: Suburban	10%	(43)	26%	(113)	64%	(275)	431
Community: Rural	19%	(22)	20%	(23)	61%	(69)	114
Employ: Private Sector	13%	(50)	23%	(85)	64%	(236)	370
Employ: Government	17%	(13)	17%	(13)	65%	(49)	75
Employ: Self-Employed	19%	(18)	32%	(31)	48%	(46)	95
Employ: Student	5%	(3)	47%	(30)	49%	(31)	64
Employ: Retired	3%	(4)	22%	(26)	75%	(89)	120
Employ: Unemployed	11%	(18)	19%	(30)	69%	(108)	156
Employ: Other	17%	(12)	36%	(25)	47%	(33)	70
Military HH: Yes	13%	(15)	28%	(33)	59%	(69)	117
Military HH: No	12%	(108)	25%	(217)	63%	(557)	882
RD/WT: Right Direction	14%	(37)	18%	(48)	68%	(185)	270
RD/WT: Wrong Track	12%	(85)	28%	(202)	61%	(442)	729
Trump Job Approve	11%	(36)	18%	(57)	71%	(227)	320
Trump Job Disapprove	13%	(82)	29%	(182)	58%	(369)	633
Trump Job Strongly Approve	11%	(18)	20%	(33)	70%	(119)	170
Trump Job Somewhat Approve	12%	(17)	16%	(23)	73%	(109)	150
Trump Job Somewhat Disapprove	17%	(23)	18%	(24)	65%	(87)	134
Trump Job Strongly Disapprove	12%	(59)	32%	(157)	57%	(282)	499

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Table MCFE17_1: *Should romantic comedy movies feature more or fewer leading characters from the following groups, or do they include about the right amount?*
White people

Demographic	More characters from this group		Less characters from this group		About the right amount	Total N
Hispanic Adults	12%	(123)	25%	(250)	63% (626)	999
Favorable of Trump	11%	(36)	17%	(53)	72% (229)	318
Unfavorable of Trump	12%	(76)	30%	(184)	58% (361)	622
Very Favorable of Trump	13%	(23)	17%	(31)	70% (126)	180
Somewhat Favorable of Trump	9%	(13)	17%	(23)	74% (103)	138
Somewhat Unfavorable of Trump	14%	(15)	23%	(25)	63% (67)	106
Very Unfavorable of Trump	12%	(61)	31%	(160)	57% (294)	515
#1 Issue: Economy	13%	(51)	19%	(75)	68% (262)	388
#1 Issue: Security	4%	(3)	23%	(18)	73% (56)	77
#1 Issue: Health Care	13%	(28)	28%	(60)	58% (124)	213
#1 Issue: Medicare / Social Security	12%	(9)	22%	(17)	66% (50)	76
#1 Issue: Women's Issues	8%	(5)	31%	(20)	61% (40)	65
#1 Issue: Education	19%	(11)	34%	(20)	47% (27)	57
#1 Issue: Energy	7%	(4)	26%	(15)	67% (37)	56
#1 Issue: Other	17%	(11)	39%	(26)	44% (29)	67
2018 House Vote: Democrat	14%	(51)	31%	(115)	56% (207)	373
2018 House Vote: Republican	10%	(20)	15%	(31)	75% (154)	205
2016 Vote: Hillary Clinton	11%	(41)	30%	(107)	59% (215)	364
2016 Vote: Donald Trump	13%	(28)	14%	(30)	73% (159)	217
2016 Vote: Didn't Vote	13%	(51)	28%	(106)	59% (226)	382
Voted in 2014: Yes	12%	(60)	25%	(126)	63% (316)	502
Voted in 2014: No	13%	(62)	25%	(124)	62% (311)	497
2012 Vote: Barack Obama	12%	(44)	30%	(114)	58% (223)	382
2012 Vote: Mitt Romney	8%	(11)	10%	(13)	81% (104)	128
2012 Vote: Didn't Vote	14%	(65)	26%	(119)	61% (284)	468
4-Region: Northeast	12%	(21)	23%	(39)	65% (110)	170
4-Region: Midwest	17%	(16)	25%	(24)	59% (57)	97
4-Region: South	10%	(44)	23%	(104)	67% (296)	445
4-Region: West	14%	(41)	29%	(83)	57% (162)	286

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Table MCFE17_1: *Should romantic comedy movies feature more or fewer leading characters from the following groups, or do they include about the right amount?*
White people

Demographic	More characters from this group		Less characters from this group		About the right amount		Total N
Hispanic Adults	12%	(123)	25%	(250)	63%	(626)	999
Mexican	12%	(56)	30%	(138)	58%	(271)	465
Puerto Rican	14%	(25)	23%	(41)	63%	(114)	179
Cuban	8%	(6)	12%	(9)	80%	(65)	81
Other South American	10%	(12)	19%	(22)	71%	(85)	119
Speaks only English at home	10%	(26)	28%	(74)	63%	(166)	265
Speaks mostly English at home	11%	(28)	25%	(65)	63%	(161)	254
Speaks both English and Spanish at home	14%	(46)	27%	(86)	59%	(191)	323
Speaks mostly Spanish at home	13%	(15)	15%	(16)	72%	(80)	111
Trump supporter	9%	(26)	15%	(40)	76%	(206)	272
Biden supporter	13%	(75)	31%	(176)	56%	(322)	573
Sports fans	13%	(95)	24%	(174)	63%	(449)	717
Avid sports fans	16%	(48)	21%	(63)	63%	(188)	299
Sports fans, Age: 18-34	16%	(40)	31%	(79)	53%	(134)	253
Sports fans, Age: 35-44	18%	(33)	18%	(33)	64%	(115)	182
Sports fans, Age: 45-64	8%	(18)	20%	(42)	71%	(149)	209
Sports fans, Age: 65+	5%	(3)	26%	(19)	69%	(50)	73
Movie studios should diversify teams	13%	(89)	28%	(191)	59%	(411)	691
Movie studios should diversify stories	14%	(84)	30%	(181)	56%	(331)	595
Concerned about Covid	12%	(104)	26%	(227)	61%	(525)	856
No experience with Covid	9%	(31)	20%	(65)	71%	(230)	326
Health care major factor for election	13%	(86)	27%	(180)	60%	(393)	658
Social media users	12%	(120)	26%	(250)	62%	(605)	975
WhatsApp users	15%	(70)	21%	(99)	64%	(304)	474
WeChat users	29%	(18)	17%	(10)	54%	(33)	61
Social media news source at least once a week	14%	(92)	27%	(182)	60%	(405)	679

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

Table MCFE17_2: *Should romantic comedy movies feature more or fewer leading characters from the following groups, or do they include about the right amount?*
Black people

Demographic	More characters from this group		Less characters from this group		About the right amount	Total N
Hispanic Adults	39%	(388)	13%	(132)	48% (478)	999
Gender: Male	34%	(172)	17%	(84)	49% (244)	500
Gender: Female	43%	(216)	10%	(49)	47% (234)	499
Age: 18-34	41%	(156)	13%	(50)	45% (172)	378
Age: 35-44	35%	(77)	18%	(40)	47% (104)	222
Age: 45-64	39%	(112)	10%	(28)	51% (149)	290
Age: 65+	38%	(42)	13%	(14)	49% (53)	110
GenZers: 1997-2012	48%	(65)	17%	(23)	36% (49)	137
Millennials: 1981-1996	37%	(135)	14%	(49)	49% (177)	361
GenXers: 1965-1980	38%	(111)	12%	(35)	50% (143)	289
Baby Boomers: 1946-1964	38%	(72)	13%	(25)	49% (94)	191
PID: Dem (no lean)	51%	(225)	12%	(55)	37% (164)	444
PID: Ind (no lean)	36%	(114)	10%	(32)	54% (173)	319
PID: Rep (no lean)	21%	(50)	19%	(45)	60% (141)	236
PID/Gender: Dem Men	45%	(90)	15%	(30)	40% (79)	199
PID/Gender: Dem Women	55%	(135)	10%	(25)	35% (85)	245
PID/Gender: Ind Men	31%	(49)	13%	(20)	56% (87)	156
PID/Gender: Ind Women	40%	(65)	7%	(12)	52% (85)	162
PID/Gender: Rep Men	23%	(33)	23%	(33)	54% (77)	144
PID/Gender: Rep Women	18%	(17)	13%	(12)	69% (64)	92
Ideo: Liberal (1-3)	55%	(188)	11%	(36)	34% (117)	341
Ideo: Moderate (4)	33%	(111)	12%	(41)	55% (185)	337
Ideo: Conservative (5-7)	25%	(58)	19%	(43)	56% (126)	227
Educ: < College	39%	(224)	13%	(77)	48% (279)	579
Educ: Bachelors degree	37%	(95)	16%	(41)	48% (123)	260
Educ: Post-grad	43%	(69)	9%	(15)	47% (76)	160
Income: Under 50k	39%	(199)	13%	(68)	48% (247)	514
Income: 50k-100k	38%	(118)	14%	(45)	48% (150)	313
Income: 100k+	41%	(71)	11%	(20)	47% (81)	171
Ethnicity: White	36%	(227)	13%	(81)	51% (325)	633

Continued on next page

Table MCFE17_2: *Should romantic comedy movies feature more or fewer leading characters from the following groups, or do they include about the right amount?*
Black people

Demographic	More characters from this group		Less characters from this group		About the right amount		Total N
Hispanic Adults	39%	(388)	13%	(132)	48%	(478)	999
Ethnicity: Hispanic	39%	(388)	13%	(132)	48%	(478)	999
Ethnicity: Black	66%	(38)	17%	(10)	17%	(10)	57
Ethnicity: Other	40%	(123)	14%	(42)	46%	(143)	309
All Christian	36%	(201)	14%	(80)	49%	(273)	553
Agnostic/Nothing in particular	45%	(105)	10%	(24)	45%	(104)	233
Something Else	37%	(50)	10%	(14)	52%	(70)	133
Evangelical	34%	(81)	15%	(35)	51%	(122)	238
Non-Evangelical	39%	(168)	13%	(56)	49%	(211)	435
Community: Urban	37%	(166)	13%	(61)	50%	(228)	454
Community: Suburban	40%	(171)	12%	(54)	48%	(206)	431
Community: Rural	45%	(51)	16%	(18)	39%	(44)	114
Employ: Private Sector	36%	(133)	17%	(61)	47%	(176)	370
Employ: Government	38%	(28)	10%	(8)	52%	(39)	75
Employ: Self-Employed	50%	(48)	15%	(14)	35%	(33)	95
Employ: Student	46%	(30)	15%	(9)	39%	(25)	64
Employ: Retired	33%	(39)	13%	(15)	55%	(65)	120
Employ: Unemployed	36%	(56)	9%	(15)	55%	(85)	156
Employ: Other	49%	(34)	11%	(8)	40%	(28)	70
Military HH: Yes	45%	(53)	20%	(23)	35%	(40)	117
Military HH: No	38%	(335)	12%	(109)	50%	(438)	882
RD/WT: Right Direction	19%	(52)	19%	(52)	61%	(166)	270
RD/WT: Wrong Track	46%	(336)	11%	(80)	43%	(312)	729
Trump Job Approve	21%	(66)	18%	(57)	62%	(197)	320
Trump Job Disapprove	48%	(305)	11%	(71)	41%	(257)	633
Trump Job Strongly Approve	19%	(32)	19%	(33)	62%	(105)	170
Trump Job Somewhat Approve	22%	(34)	16%	(24)	61%	(92)	150
Trump Job Somewhat Disapprove	33%	(44)	14%	(19)	53%	(71)	134
Trump Job Strongly Disapprove	52%	(261)	10%	(52)	37%	(186)	499

Continued on next page

Table MCFE17_2: *Should romantic comedy movies feature more or fewer leading characters from the following groups, or do they include about the right amount?*
Black people

Demographic	More characters from this group		Less characters from this group		About the right amount		Total N
Hispanic Adults	39%	(388)	13%	(132)	48%	(478)	999
Favorable of Trump	20%	(64)	17%	(54)	63%	(199)	318
Unfavorable of Trump	49%	(303)	11%	(70)	40%	(248)	622
Very Favorable of Trump	17%	(30)	20%	(37)	63%	(113)	180
Somewhat Favorable of Trump	25%	(34)	13%	(18)	62%	(87)	138
Somewhat Unfavorable of Trump	31%	(33)	21%	(22)	49%	(52)	106
Very Unfavorable of Trump	52%	(270)	9%	(48)	38%	(197)	515
#1 Issue: Economy	34%	(131)	13%	(52)	53%	(206)	388
#1 Issue: Security	15%	(12)	22%	(17)	63%	(49)	77
#1 Issue: Health Care	46%	(97)	11%	(23)	43%	(92)	213
#1 Issue: Medicare / Social Security	45%	(34)	11%	(9)	43%	(33)	76
#1 Issue: Women's Issues	49%	(32)	8%	(5)	43%	(28)	65
#1 Issue: Education	39%	(22)	21%	(12)	40%	(23)	57
#1 Issue: Energy	42%	(23)	19%	(10)	39%	(22)	56
#1 Issue: Other	55%	(36)	7%	(5)	39%	(26)	67
2018 House Vote: Democrat	51%	(192)	12%	(45)	36%	(136)	373
2018 House Vote: Republican	21%	(42)	17%	(35)	62%	(127)	205
2016 Vote: Hillary Clinton	51%	(185)	9%	(34)	40%	(144)	364
2016 Vote: Donald Trump	20%	(44)	18%	(40)	61%	(133)	217
2016 Vote: Didn't Vote	38%	(145)	14%	(53)	48%	(185)	382
Voted in 2014: Yes	42%	(212)	13%	(64)	45%	(226)	502
Voted in 2014: No	35%	(176)	14%	(68)	51%	(253)	497
2012 Vote: Barack Obama	51%	(197)	11%	(41)	38%	(145)	382
2012 Vote: Mitt Romney	20%	(25)	18%	(23)	63%	(80)	128
2012 Vote: Didn't Vote	35%	(162)	14%	(65)	51%	(241)	468
4-Region: Northeast	44%	(74)	11%	(19)	45%	(78)	170
4-Region: Midwest	39%	(38)	14%	(14)	47%	(46)	97
4-Region: South	33%	(147)	14%	(63)	53%	(235)	445
4-Region: West	45%	(129)	13%	(37)	42%	(120)	286

Continued on next page

Table MCFE17_2: *Should romantic comedy movies feature more or fewer leading characters from the following groups, or do they include about the right amount?*
Black people

Demographic	More characters from this group		Less characters from this group		About the right amount		Total N
Hispanic Adults	39%	(388)	13%	(132)	48%	(478)	999
Mexican	42%	(196)	14%	(64)	44%	(205)	465
Puerto Rican	43%	(77)	11%	(19)	47%	(83)	179
Cuban	23%	(18)	13%	(11)	64%	(52)	81
Other South American	32%	(38)	8%	(9)	61%	(72)	119
Speaks only English at home	42%	(112)	13%	(35)	45%	(119)	265
Speaks mostly English at home	46%	(117)	13%	(32)	41%	(105)	254
Speaks both English and Spanish at home	36%	(118)	16%	(50)	48%	(155)	323
Speaks mostly Spanish at home	27%	(30)	11%	(12)	61%	(68)	111
Trump supporter	19%	(51)	16%	(44)	65%	(177)	272
Biden supporter	50%	(287)	12%	(70)	38%	(216)	573
Sports fans	39%	(278)	14%	(97)	48%	(342)	717
Avid sports fans	35%	(104)	17%	(50)	49%	(146)	299
Sports fans, Age: 18-34	41%	(105)	13%	(32)	46%	(116)	253
Sports fans, Age: 35-44	35%	(63)	19%	(34)	46%	(84)	182
Sports fans, Age: 45-64	38%	(80)	11%	(22)	51%	(107)	209
Sports fans, Age: 65+	40%	(29)	12%	(9)	48%	(35)	73
Movie studios should diversify teams	46%	(320)	12%	(83)	42%	(288)	691
Movie studios should diversify stories	50%	(296)	12%	(74)	38%	(225)	595
Concerned about Covid	42%	(355)	13%	(109)	46%	(391)	856
No experience with Covid	31%	(100)	12%	(39)	57%	(187)	326
Health care major factor for election	46%	(304)	11%	(71)	43%	(283)	658
Social media users	39%	(382)	13%	(130)	47%	(463)	975
WhatsApp users	36%	(170)	14%	(68)	50%	(236)	474
WeChat users	32%	(20)	31%	(19)	37%	(23)	61
Social media news source at least once a week	40%	(270)	13%	(88)	47%	(320)	679

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

Table MCFE17_3: *Should romantic comedy movies feature more or fewer leading characters from the following groups, or do they include about the right amount?*
Asian people

Demographic	More characters from this group		Less characters from this group		About the right amount	Total N
Hispanic Adults	41%	(413)	12%	(117)	47% (470)	999
Gender: Male	38%	(192)	13%	(64)	49% (244)	500
Gender: Female	44%	(221)	11%	(53)	45% (226)	499
Age: 18-34	41%	(156)	12%	(46)	47% (176)	378
Age: 35-44	38%	(85)	17%	(37)	45% (100)	222
Age: 45-64	42%	(123)	8%	(23)	50% (144)	290
Age: 65+	45%	(49)	10%	(11)	45% (50)	110
GenZers: 1997-2012	46%	(63)	14%	(18)	41% (55)	137
Millennials: 1981-1996	41%	(148)	11%	(40)	48% (173)	361
GenXers: 1965-1980	39%	(111)	13%	(38)	48% (140)	289
Baby Boomers: 1946-1964	42%	(81)	10%	(19)	48% (91)	191
PID: Dem (no lean)	50%	(221)	12%	(54)	38% (169)	444
PID: Ind (no lean)	38%	(120)	10%	(32)	52% (166)	319
PID: Rep (no lean)	30%	(71)	13%	(30)	57% (135)	236
PID/Gender: Dem Men	45%	(89)	14%	(28)	41% (83)	199
PID/Gender: Dem Women	54%	(132)	11%	(26)	35% (86)	245
PID/Gender: Ind Men	37%	(59)	10%	(15)	53% (83)	156
PID/Gender: Ind Women	38%	(62)	11%	(17)	51% (83)	162
PID/Gender: Rep Men	31%	(44)	15%	(21)	55% (79)	144
PID/Gender: Rep Women	29%	(27)	10%	(9)	61% (56)	92
Ideo: Liberal (1-3)	57%	(193)	9%	(32)	34% (116)	341
Ideo: Moderate (4)	37%	(125)	11%	(37)	52% (175)	337
Ideo: Conservative (5-7)	29%	(66)	14%	(31)	57% (130)	227
Educ: < College	40%	(229)	12%	(68)	49% (282)	579
Educ: Bachelors degree	39%	(102)	14%	(35)	47% (122)	260
Educ: Post-grad	51%	(82)	8%	(13)	41% (65)	160
Income: Under 50k	41%	(212)	11%	(57)	48% (245)	514
Income: 50k-100k	41%	(130)	11%	(34)	48% (149)	313
Income: 100k+	41%	(70)	15%	(25)	44% (75)	171
Ethnicity: White	39%	(244)	11%	(69)	50% (319)	633

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Table MCFE17_3: *Should romantic comedy movies feature more or fewer leading characters from the following groups, or do they include about the right amount?*
Asian people

Demographic	More characters from this group		Less characters from this group		About the right amount	Total N
Hispanic Adults	41%	(413)	12%	(117)	47% (470)	999
Ethnicity: Hispanic	41%	(413)	12%	(117)	47% (470)	999
Ethnicity: Black	66%	(38)	14%	(8)	20% (11)	57
Ethnicity: Other	42%	(130)	13%	(39)	45% (139)	309
All Christian	39%	(213)	13%	(72)	48% (268)	553
Agnostic/Nothing in particular	44%	(103)	9%	(21)	47% (109)	233
Something Else	41%	(54)	10%	(14)	49% (65)	133
Evangelical	36%	(86)	13%	(30)	51% (122)	238
Non-Evangelical	41%	(179)	13%	(55)	46% (201)	435
Community: Urban	36%	(165)	15%	(66)	49% (223)	454
Community: Suburban	46%	(200)	9%	(39)	45% (193)	431
Community: Rural	42%	(47)	10%	(12)	48% (54)	114
Employ: Private Sector	42%	(157)	12%	(43)	46% (170)	370
Employ: Government	35%	(27)	8%	(6)	56% (42)	75
Employ: Self-Employed	48%	(46)	14%	(13)	38% (36)	95
Employ: Student	38%	(24)	20%	(13)	42% (27)	64
Employ: Retired	38%	(45)	9%	(10)	53% (64)	120
Employ: Unemployed	36%	(57)	12%	(19)	52% (80)	156
Employ: Other	51%	(36)	14%	(10)	35% (25)	70
Military HH: Yes	51%	(60)	10%	(12)	39% (45)	117
Military HH: No	40%	(353)	12%	(105)	48% (424)	882
RD/WT: Right Direction	25%	(66)	13%	(36)	62% (168)	270
RD/WT: Wrong Track	47%	(346)	11%	(80)	41% (302)	729
Trump Job Approve	26%	(84)	11%	(36)	62% (199)	320
Trump Job Disapprove	49%	(311)	12%	(73)	39% (249)	633
Trump Job Strongly Approve	28%	(48)	11%	(18)	61% (104)	170
Trump Job Somewhat Approve	24%	(36)	12%	(18)	64% (95)	150
Trump Job Somewhat Disapprove	34%	(46)	14%	(19)	52% (69)	134
Trump Job Strongly Disapprove	53%	(265)	11%	(54)	36% (180)	499

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Table MCFE17_3: *Should romantic comedy movies feature more or fewer leading characters from the following groups, or do they include about the right amount?*
Asian people

Demographic	More characters from this group		Less characters from this group		About the right amount		Total N
Hispanic Adults	41%	(413)	12%	(117)	47%	(470)	999
Favorable of Trump	26%	(83)	12%	(37)	62%	(198)	318
Unfavorable of Trump	50%	(309)	11%	(71)	39%	(241)	622
Very Favorable of Trump	24%	(43)	12%	(22)	64%	(114)	180
Somewhat Favorable of Trump	29%	(40)	11%	(15)	60%	(84)	138
Somewhat Unfavorable of Trump	32%	(34)	15%	(16)	53%	(56)	106
Very Unfavorable of Trump	53%	(275)	11%	(55)	36%	(185)	515
#1 Issue: Economy	36%	(139)	13%	(50)	51%	(199)	388
#1 Issue: Security	30%	(23)	11%	(8)	60%	(46)	77
#1 Issue: Health Care	44%	(93)	12%	(27)	44%	(93)	213
#1 Issue: Medicare / Social Security	43%	(33)	13%	(10)	44%	(34)	76
#1 Issue: Women's Issues	49%	(32)	5%	(3)	46%	(30)	65
#1 Issue: Education	40%	(23)	15%	(9)	45%	(26)	57
#1 Issue: Energy	45%	(25)	11%	(6)	44%	(25)	56
#1 Issue: Other	68%	(45)	6%	(4)	26%	(18)	67
2018 House Vote: Democrat	55%	(206)	12%	(43)	33%	(124)	373
2018 House Vote: Republican	29%	(58)	12%	(25)	59%	(121)	205
2016 Vote: Hillary Clinton	53%	(191)	11%	(40)	36%	(132)	364
2016 Vote: Donald Trump	28%	(61)	11%	(25)	60%	(131)	217
2016 Vote: Didn't Vote	37%	(140)	12%	(48)	51%	(194)	382
Voted in 2014: Yes	47%	(237)	11%	(57)	41%	(207)	502
Voted in 2014: No	35%	(175)	12%	(59)	53%	(263)	497
2012 Vote: Barack Obama	53%	(202)	12%	(48)	35%	(132)	382
2012 Vote: Mitt Romney	28%	(36)	11%	(15)	60%	(77)	128
2012 Vote: Didn't Vote	36%	(167)	11%	(53)	53%	(247)	468
4-Region: Northeast	41%	(71)	15%	(25)	44%	(75)	170
4-Region: Midwest	45%	(44)	12%	(12)	43%	(42)	97
4-Region: South	36%	(159)	11%	(47)	54%	(239)	445
4-Region: West	49%	(139)	12%	(33)	40%	(114)	286

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Table MCFE17_3: *Should romantic comedy movies feature more or fewer leading characters from the following groups, or do they include about the right amount?*
Asian people

Demographic	More characters from this group		Less characters from this group		About the right amount	Total N
Hispanic Adults	41%	(413)	12%	(117)	47% (470)	999
Mexican	44%	(205)	12%	(56)	44% (204)	465
Puerto Rican	44%	(80)	9%	(16)	47% (84)	179
Cuban	31%	(25)	6%	(5)	63% (51)	81
Other South American	35%	(41)	11%	(13)	55% (65)	119
Speaks only English at home	47%	(125)	10%	(27)	43% (113)	265
Speaks mostly English at home	44%	(112)	13%	(33)	43% (108)	254
Speaks both English and Spanish at home	39%	(126)	13%	(42)	48% (155)	323
Speaks mostly Spanish at home	34%	(38)	12%	(14)	53% (59)	111
Trump supporter	25%	(68)	11%	(30)	64% (174)	272
Biden supporter	51%	(290)	12%	(68)	38% (216)	573
Sports fans	42%	(299)	12%	(86)	46% (332)	717
Avid sports fans	37%	(112)	13%	(39)	50% (149)	299
Sports fans, Age: 18-34	39%	(100)	15%	(37)	46% (117)	253
Sports fans, Age: 35-44	39%	(71)	16%	(29)	45% (82)	182
Sports fans, Age: 45-64	43%	(90)	8%	(16)	49% (103)	209
Sports fans, Age: 65+	51%	(37)	6%	(4)	43% (31)	73
Movie studios should diversify teams	49%	(337)	12%	(80)	40% (274)	691
Movie studios should diversify stories	50%	(300)	12%	(72)	37% (223)	595
Concerned about Covid	44%	(376)	11%	(97)	45% (382)	856
No experience with Covid	36%	(118)	8%	(27)	56% (182)	326
Health care major factor for election	46%	(302)	11%	(70)	43% (286)	658
Social media users	41%	(404)	12%	(116)	47% (455)	975
WhatsApp users	35%	(168)	13%	(62)	52% (244)	474
WeChat users	42%	(25)	17%	(10)	41% (25)	61
Social media news source at least once a week	41%	(280)	12%	(81)	47% (318)	679

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

Table MCFE17_4: Should romantic comedy movies feature more or fewer leading characters from the following groups, or do they include about the right amount?

Hispanic/Latinx people

Demographic	More characters from this group		Less characters from this group		About the right amount	Total N
Hispanic Adults	49%	(486)	7%	(70)	44% (443)	999
Gender: Male	46%	(229)	8%	(38)	46% (232)	500
Gender: Female	51%	(257)	6%	(32)	42% (211)	499
Age: 18-34	47%	(177)	7%	(28)	46% (173)	378
Age: 35-44	49%	(109)	9%	(19)	42% (93)	222
Age: 45-64	51%	(146)	5%	(13)	45% (130)	290
Age: 65+	49%	(54)	9%	(10)	42% (46)	110
GenZers: 1997-2012	51%	(69)	7%	(9)	43% (58)	137
Millennials: 1981-1996	48%	(175)	8%	(29)	44% (158)	361
GenXers: 1965-1980	50%	(144)	5%	(13)	45% (131)	289
Baby Boomers: 1946-1964	48%	(92)	10%	(18)	42% (81)	191
PID: Dem (no lean)	60%	(268)	7%	(29)	33% (147)	444
PID: Ind (no lean)	44%	(141)	7%	(21)	49% (156)	319
PID: Rep (no lean)	33%	(77)	8%	(19)	59% (140)	236
PID/Gender: Dem Men	56%	(112)	5%	(11)	39% (77)	199
PID/Gender: Dem Women	64%	(156)	8%	(19)	28% (70)	245
PID/Gender: Ind Men	43%	(68)	8%	(13)	48% (75)	156
PID/Gender: Ind Women	45%	(74)	5%	(8)	50% (81)	162
PID/Gender: Rep Men	35%	(50)	10%	(14)	55% (79)	144
PID/Gender: Rep Women	29%	(27)	6%	(5)	65% (60)	92
Ideo: Liberal (1-3)	64%	(220)	5%	(16)	31% (105)	341
Ideo: Moderate (4)	45%	(151)	6%	(22)	49% (165)	337
Ideo: Conservative (5-7)	34%	(77)	11%	(25)	55% (125)	227
Educ: < College	47%	(269)	6%	(37)	47% (273)	579
Educ: Bachelors degree	47%	(123)	11%	(29)	41% (108)	260
Educ: Post-grad	59%	(94)	2%	(4)	39% (62)	160
Income: Under 50k	49%	(254)	6%	(30)	45% (231)	514
Income: 50k-100k	46%	(146)	8%	(24)	46% (143)	313
Income: 100k+	51%	(87)	9%	(16)	40% (68)	171
Ethnicity: White	46%	(292)	7%	(46)	47% (295)	633

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Table MCFE17_4: *Should romantic comedy movies feature more or fewer leading characters from the following groups, or do they include about the right amount?*
Hispanic/Latinx people

Demographic	More characters from this group		Less characters from this group		About the right amount	Total N
Hispanic Adults	49%	(486)	7%	(70)	44% (443)	999
Ethnicity: Hispanic	49%	(486)	7%	(70)	44% (443)	999
Ethnicity: Black	65%	(37)	13%	(7)	23% (13)	57
Ethnicity: Other	51%	(157)	5%	(17)	44% (134)	309
All Christian	46%	(254)	8%	(45)	46% (254)	553
Agnostic/Nothing in particular	52%	(122)	4%	(9)	44% (102)	233
Something Else	50%	(67)	5%	(6)	45% (60)	133
Evangelical	46%	(110)	8%	(18)	46% (110)	238
Non-Evangelical	48%	(209)	7%	(31)	45% (195)	435
Community: Urban	48%	(217)	7%	(30)	46% (207)	454
Community: Suburban	49%	(212)	7%	(32)	44% (188)	431
Community: Rural	51%	(58)	7%	(8)	42% (47)	114
Employ: Private Sector	48%	(178)	10%	(36)	42% (156)	370
Employ: Government	41%	(31)	6%	(5)	52% (39)	75
Employ: Self-Employed	57%	(54)	5%	(5)	37% (36)	95
Employ: Student	53%	(34)	7%	(4)	40% (25)	64
Employ: Retired	44%	(52)	9%	(10)	48% (57)	120
Employ: Unemployed	47%	(73)	3%	(5)	50% (78)	156
Employ: Other	60%	(42)	5%	(4)	35% (24)	70
Military HH: Yes	60%	(70)	8%	(10)	32% (37)	117
Military HH: No	47%	(416)	7%	(60)	46% (406)	882
RD/WT: Right Direction	28%	(75)	10%	(27)	62% (169)	270
RD/WT: Wrong Track	56%	(412)	6%	(43)	38% (274)	729
Trump Job Approve	28%	(91)	10%	(32)	62% (197)	320
Trump Job Disapprove	59%	(375)	6%	(36)	35% (222)	633
Trump Job Strongly Approve	24%	(41)	10%	(16)	66% (113)	170
Trump Job Somewhat Approve	33%	(50)	10%	(15)	56% (84)	150
Trump Job Somewhat Disapprove	53%	(71)	4%	(6)	43% (57)	134
Trump Job Strongly Disapprove	61%	(304)	6%	(31)	33% (165)	499

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Table MCFE17_4: *Should romantic comedy movies feature more or fewer leading characters from the following groups, or do they include about the right amount?*
Hispanic/Latinx people

Demographic	More characters from this group		Less characters from this group		About the right amount		Total N
Hispanic Adults	49%	(486)	7%	(70)	44%	(443)	999
Favorable of Trump	29%	(92)	9%	(30)	62%	(196)	318
Unfavorable of Trump	60%	(373)	5%	(34)	35%	(215)	622
Very Favorable of Trump	26%	(47)	10%	(18)	64%	(115)	180
Somewhat Favorable of Trump	33%	(45)	9%	(12)	58%	(81)	138
Somewhat Unfavorable of Trump	56%	(59)	6%	(6)	39%	(41)	106
Very Unfavorable of Trump	61%	(314)	5%	(28)	34%	(174)	515
#1 Issue: Economy	46%	(177)	5%	(20)	49%	(191)	388
#1 Issue: Security	26%	(20)	15%	(12)	59%	(46)	77
#1 Issue: Health Care	52%	(112)	10%	(22)	37%	(79)	213
#1 Issue: Medicare / Social Security	53%	(40)	8%	(6)	39%	(30)	76
#1 Issue: Women's Issues	51%	(33)	5%	(3)	44%	(29)	65
#1 Issue: Education	41%	(24)	9%	(5)	49%	(28)	57
#1 Issue: Energy	57%	(32)	2%	(1)	41%	(23)	56
#1 Issue: Other	74%	(49)	1%	(1)	25%	(17)	67
2018 House Vote: Democrat	61%	(227)	9%	(32)	31%	(114)	373
2018 House Vote: Republican	34%	(70)	6%	(13)	59%	(122)	205
2016 Vote: Hillary Clinton	61%	(224)	7%	(26)	31%	(114)	364
2016 Vote: Donald Trump	33%	(71)	7%	(15)	60%	(131)	217
2016 Vote: Didn't Vote	45%	(173)	7%	(27)	48%	(182)	382
Voted in 2014: Yes	54%	(268)	7%	(36)	39%	(197)	502
Voted in 2014: No	44%	(218)	7%	(34)	49%	(245)	497
2012 Vote: Barack Obama	61%	(234)	6%	(25)	32%	(123)	382
2012 Vote: Mitt Romney	30%	(39)	8%	(10)	62%	(79)	128
2012 Vote: Didn't Vote	44%	(206)	7%	(34)	49%	(228)	468
4-Region: Northeast	51%	(87)	6%	(11)	43%	(73)	170
4-Region: Midwest	49%	(48)	8%	(8)	42%	(41)	97
4-Region: South	44%	(194)	7%	(30)	50%	(221)	445
4-Region: West	55%	(157)	8%	(22)	38%	(108)	286

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Table MCFE17_4: *Should romantic comedy movies feature more or fewer leading characters from the following groups, or do they include about the right amount?*
Hispanic/Latinx people

Demographic	More characters from this group		Less characters from this group		About the right amount		Total N
Hispanic Adults	49%	(486)	7%	(70)	44%	(443)	999
Mexican	52%	(241)	6%	(28)	42%	(196)	465
Puerto Rican	48%	(87)	8%	(14)	44%	(78)	179
Cuban	32%	(26)	9%	(7)	59%	(48)	81
Other South American	41%	(49)	4%	(5)	55%	(65)	119
Speaks only English at home	49%	(130)	8%	(20)	44%	(116)	265
Speaks mostly English at home	54%	(137)	6%	(14)	40%	(102)	254
Speaks both English and Spanish at home	48%	(156)	8%	(25)	44%	(142)	323
Speaks mostly Spanish at home	42%	(46)	9%	(10)	49%	(54)	111
Trump supporter	28%	(77)	8%	(22)	64%	(173)	272
Biden supporter	60%	(345)	7%	(38)	33%	(190)	573
Sports fans	49%	(351)	7%	(51)	44%	(315)	717
Avid sports fans	45%	(135)	9%	(27)	46%	(137)	299
Sports fans, Age: 18-34	46%	(116)	9%	(22)	46%	(116)	253
Sports fans, Age: 35-44	51%	(92)	7%	(13)	42%	(76)	182
Sports fans, Age: 45-64	50%	(105)	5%	(10)	45%	(95)	209
Sports fans, Age: 65+	52%	(38)	9%	(7)	39%	(28)	73
Movie studios should diversify teams	57%	(396)	7%	(46)	36%	(249)	691
Movie studios should diversify stories	59%	(350)	7%	(43)	34%	(202)	595
Concerned about Covid	52%	(443)	6%	(55)	42%	(358)	856
No experience with Covid	40%	(132)	5%	(17)	54%	(177)	326
Health care major factor for election	54%	(358)	6%	(37)	40%	(263)	658
Social media users	49%	(479)	7%	(70)	44%	(426)	975
WhatsApp users	48%	(225)	8%	(38)	44%	(210)	474
WeChat users	51%	(31)	11%	(6)	39%	(24)	61
Social media news source at least once a week	49%	(333)	7%	(47)	44%	(300)	679

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

Table MCFE17_5: *Should romantic comedy movies feature more or fewer leading characters from the following groups, or do they include about the right amount?*
Minorities

Demographic	More characters from this group		Less characters from this group		About the right amount	Total N
Hispanic Adults	43%	(434)	12%	(118)	45% (448)	999
Gender: Male	40%	(199)	15%	(73)	46% (228)	500
Gender: Female	47%	(235)	9%	(45)	44% (219)	499
Age: 18-34	43%	(161)	13%	(51)	44% (167)	378
Age: 35-44	42%	(93)	18%	(41)	40% (88)	222
Age: 45-64	45%	(130)	6%	(18)	49% (142)	290
Age: 65+	45%	(50)	8%	(8)	47% (51)	110
GenZers: 1997-2012	45%	(61)	16%	(22)	39% (53)	137
Millennials: 1981-1996	44%	(160)	13%	(45)	43% (156)	361
GenXers: 1965-1980	42%	(120)	12%	(33)	47% (135)	289
Baby Boomers: 1946-1964	46%	(87)	8%	(16)	46% (89)	191
PID: Dem (no lean)	55%	(244)	10%	(43)	35% (157)	444
PID: Ind (no lean)	39%	(124)	11%	(36)	50% (159)	319
PID: Rep (no lean)	28%	(65)	16%	(39)	56% (132)	236
PID/Gender: Dem Men	47%	(93)	13%	(25)	41% (81)	199
PID/Gender: Dem Women	62%	(151)	7%	(18)	31% (76)	245
PID/Gender: Ind Men	39%	(62)	13%	(21)	47% (74)	156
PID/Gender: Ind Women	38%	(62)	9%	(15)	53% (85)	162
PID/Gender: Rep Men	30%	(44)	18%	(26)	51% (74)	144
PID/Gender: Rep Women	24%	(22)	13%	(12)	63% (58)	92
Ideo: Liberal (1-3)	60%	(206)	9%	(32)	30% (103)	341
Ideo: Moderate (4)	39%	(132)	11%	(36)	50% (169)	337
Ideo: Conservative (5-7)	28%	(64)	16%	(36)	56% (126)	227
Educ: < College	42%	(242)	11%	(65)	47% (273)	579
Educ: Bachelors degree	44%	(114)	15%	(38)	41% (108)	260
Educ: Post-grad	48%	(78)	10%	(15)	42% (67)	160
Income: Under 50k	44%	(227)	10%	(52)	46% (235)	514
Income: 50k-100k	41%	(129)	13%	(41)	46% (143)	313
Income: 100k+	45%	(77)	14%	(25)	40% (69)	171
Ethnicity: White	40%	(252)	12%	(77)	48% (305)	633

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Table MCFE17_5: *Should romantic comedy movies feature more or fewer leading characters from the following groups, or do they include about the right amount?*
Minorities

Demographic	More characters from this group		Less characters from this group		About the right amount		Total N
Hispanic Adults	43%	(434)	12%	(118)	45%	(448)	999
Ethnicity: Hispanic	43%	(434)	12%	(118)	45%	(448)	999
Ethnicity: Black	64%	(37)	16%	(9)	20%	(11)	57
Ethnicity: Other	47%	(145)	10%	(32)	43%	(131)	309
All Christian	41%	(228)	13%	(74)	45%	(251)	553
Agnostic/Nothing in particular	48%	(111)	8%	(18)	45%	(104)	233
Something Else	42%	(56)	11%	(15)	46%	(62)	133
Evangelical	39%	(94)	14%	(34)	46%	(110)	238
Non-Evangelical	43%	(188)	12%	(52)	45%	(195)	435
Community: Urban	41%	(184)	13%	(59)	46%	(211)	454
Community: Suburban	45%	(194)	12%	(50)	43%	(187)	431
Community: Rural	49%	(55)	8%	(9)	43%	(49)	114
Employ: Private Sector	41%	(152)	14%	(52)	45%	(166)	370
Employ: Government	35%	(26)	14%	(10)	51%	(38)	75
Employ: Self-Employed	49%	(46)	14%	(14)	37%	(35)	95
Employ: Student	50%	(32)	9%	(6)	41%	(26)	64
Employ: Retired	43%	(52)	8%	(9)	49%	(59)	120
Employ: Unemployed	40%	(63)	12%	(18)	48%	(75)	156
Employ: Other	54%	(38)	11%	(7)	35%	(25)	70
Military HH: Yes	51%	(60)	14%	(17)	34%	(40)	117
Military HH: No	42%	(374)	11%	(101)	46%	(407)	882
RD/WT: Right Direction	22%	(60)	18%	(49)	60%	(162)	270
RD/WT: Wrong Track	51%	(374)	9%	(69)	39%	(286)	729
Trump Job Approve	22%	(72)	18%	(56)	60%	(192)	320
Trump Job Disapprove	55%	(345)	9%	(58)	36%	(230)	633
Trump Job Strongly Approve	21%	(35)	16%	(28)	63%	(107)	170
Trump Job Somewhat Approve	24%	(36)	19%	(29)	57%	(85)	150
Trump Job Somewhat Disapprove	44%	(59)	10%	(14)	46%	(61)	134
Trump Job Strongly Disapprove	57%	(286)	9%	(44)	34%	(169)	499

Continued on next page

Table MCFE17_5: *Should romantic comedy movies feature more or fewer leading characters from the following groups, or do they include about the right amount?*
Minorities

Demographic	More characters from this group		Less characters from this group		About the right amount		Total N
Hispanic Adults	43%	(434)	12%	(118)	45%	(448)	999
Favorable of Trump	22%	(69)	18%	(56)	61%	(193)	318
Unfavorable of Trump	55%	(345)	9%	(58)	35%	(219)	622
Very Favorable of Trump	18%	(33)	19%	(35)	62%	(112)	180
Somewhat Favorable of Trump	26%	(36)	15%	(21)	59%	(81)	138
Somewhat Unfavorable of Trump	46%	(49)	9%	(9)	46%	(49)	106
Very Unfavorable of Trump	57%	(296)	9%	(48)	33%	(171)	515
#1 Issue: Economy	38%	(146)	13%	(51)	49%	(191)	388
#1 Issue: Security	16%	(12)	14%	(11)	70%	(54)	77
#1 Issue: Health Care	54%	(114)	13%	(27)	34%	(72)	213
#1 Issue: Medicare / Social Security	49%	(37)	9%	(7)	42%	(32)	76
#1 Issue: Women's Issues	48%	(31)	6%	(4)	46%	(30)	65
#1 Issue: Education	41%	(23)	18%	(10)	41%	(24)	57
#1 Issue: Energy	47%	(26)	10%	(6)	43%	(24)	56
#1 Issue: Other	65%	(43)	3%	(2)	32%	(21)	67
2018 House Vote: Democrat	58%	(218)	11%	(41)	31%	(114)	373
2018 House Vote: Republican	25%	(52)	20%	(40)	55%	(113)	205
2016 Vote: Hillary Clinton	58%	(212)	9%	(33)	33%	(119)	364
2016 Vote: Donald Trump	25%	(54)	17%	(38)	58%	(125)	217
2016 Vote: Didn't Vote	39%	(149)	11%	(42)	50%	(191)	382
Voted in 2014: Yes	49%	(246)	12%	(61)	39%	(194)	502
Voted in 2014: No	38%	(187)	11%	(57)	51%	(254)	497
2012 Vote: Barack Obama	57%	(217)	11%	(42)	32%	(123)	382
2012 Vote: Mitt Romney	26%	(33)	19%	(24)	56%	(71)	128
2012 Vote: Didn't Vote	38%	(178)	11%	(50)	51%	(240)	468
4-Region: Northeast	44%	(76)	13%	(23)	42%	(72)	170
4-Region: Midwest	44%	(43)	14%	(14)	41%	(40)	97
4-Region: South	38%	(170)	11%	(47)	51%	(228)	445
4-Region: West	51%	(145)	12%	(34)	37%	(107)	286

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Table MCFE17_5: *Should romantic comedy movies feature more or fewer leading characters from the following groups, or do they include about the right amount?*
Minorities

Demographic	More characters from this group		Less characters from this group		About the right amount		Total N
Hispanic Adults	43%	(434)	12%	(118)	45%	(448)	999
Mexican	46%	(214)	13%	(62)	41%	(189)	465
Puerto Rican	46%	(82)	10%	(17)	45%	(80)	179
Cuban	33%	(26)	8%	(7)	59%	(48)	81
Other South American	33%	(40)	8%	(9)	59%	(70)	119
Speaks only English at home	50%	(132)	8%	(22)	42%	(111)	265
Speaks mostly English at home	48%	(123)	11%	(28)	41%	(103)	254
Speaks both English and Spanish at home	38%	(124)	16%	(53)	45%	(147)	323
Speaks mostly Spanish at home	35%	(39)	14%	(15)	51%	(57)	111
Trump supporter	22%	(59)	16%	(44)	62%	(169)	272
Biden supporter	56%	(321)	10%	(59)	34%	(194)	573
Sports fans	42%	(303)	13%	(97)	44%	(317)	717
Avid sports fans	37%	(111)	17%	(51)	46%	(137)	299
Sports fans, Age: 18-34	40%	(101)	16%	(40)	44%	(112)	253
Sports fans, Age: 35-44	42%	(76)	21%	(37)	37%	(68)	182
Sports fans, Age: 45-64	44%	(91)	6%	(13)	50%	(105)	209
Sports fans, Age: 65+	47%	(34)	8%	(6)	45%	(32)	73
Movie studios should diversify teams	52%	(356)	10%	(70)	38%	(265)	691
Movie studios should diversify stories	54%	(321)	12%	(71)	34%	(204)	595
Concerned about Covid	47%	(403)	11%	(94)	42%	(358)	856
No experience with Covid	36%	(117)	8%	(27)	56%	(182)	326
Health care major factor for election	50%	(332)	10%	(65)	40%	(261)	658
Social media users	44%	(426)	12%	(118)	44%	(431)	975
WhatsApp users	41%	(192)	14%	(65)	46%	(216)	474
WeChat users	22%	(13)	40%	(24)	38%	(23)	61
Social media news source at least once a week	44%	(297)	12%	(83)	44%	(299)	679

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

Table MCFE17_6: *Should romantic comedy movies feature more or fewer leading characters from the following groups, or do they include about the right amount?*

Women

Demographic	More characters from this group		Less characters from this group		About the right amount		Total N
Hispanic Adults	35%	(348)	10%	(100)	55%	(551)	999
Gender: Male	32%	(161)	14%	(70)	54%	(268)	500
Gender: Female	37%	(187)	6%	(30)	57%	(282)	499
Age: 18-34	34%	(129)	11%	(43)	55%	(206)	378
Age: 35-44	35%	(77)	17%	(37)	48%	(107)	222
Age: 45-64	35%	(103)	6%	(18)	59%	(169)	290
Age: 65+	36%	(39)	2%	(3)	62%	(68)	110
GenZers: 1997-2012	36%	(49)	14%	(19)	50%	(69)	137
Millennials: 1981-1996	36%	(129)	12%	(44)	52%	(188)	361
GenXers: 1965-1980	35%	(100)	9%	(25)	57%	(163)	289
Baby Boomers: 1946-1964	36%	(68)	6%	(12)	58%	(111)	191
PID: Dem (no lean)	46%	(206)	8%	(37)	45%	(202)	444
PID: Ind (no lean)	28%	(90)	8%	(26)	63%	(202)	319
PID: Rep (no lean)	22%	(52)	16%	(37)	62%	(147)	236
PID/Gender: Dem Men	42%	(84)	9%	(19)	48%	(97)	199
PID/Gender: Dem Women	49%	(121)	8%	(18)	43%	(105)	245
PID/Gender: Ind Men	27%	(42)	13%	(20)	60%	(95)	156
PID/Gender: Ind Women	30%	(49)	4%	(6)	66%	(108)	162
PID/Gender: Rep Men	24%	(35)	22%	(31)	54%	(77)	144
PID/Gender: Rep Women	19%	(17)	6%	(6)	75%	(70)	92
Ideo: Liberal (1-3)	50%	(171)	9%	(31)	41%	(139)	341
Ideo: Moderate (4)	29%	(97)	9%	(31)	62%	(209)	337
Ideo: Conservative (5-7)	23%	(53)	14%	(32)	63%	(142)	227
Educ: < College	34%	(195)	9%	(52)	57%	(332)	579
Educ: Bachelors degree	34%	(89)	11%	(29)	54%	(141)	260
Educ: Post-grad	40%	(64)	12%	(19)	48%	(77)	160
Income: Under 50k	36%	(187)	8%	(42)	55%	(285)	514
Income: 50k-100k	29%	(92)	13%	(40)	58%	(182)	313
Income: 100k+	41%	(69)	11%	(18)	49%	(83)	171
Ethnicity: White	32%	(205)	10%	(61)	58%	(367)	633

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Table MCFE17_6: *Should romantic comedy movies feature more or fewer leading characters from the following groups, or do they include about the right amount?*
Women

Demographic	More characters from this group		Less characters from this group		About the right amount		Total N
Hispanic Adults	35%	(348)	10%	(100)	55%	(551)	999
Ethnicity: Hispanic	35%	(348)	10%	(100)	55%	(551)	999
Ethnicity: Black	48%	(28)	22%	(13)	30%	(17)	57
Ethnicity: Other	37%	(116)	9%	(27)	54%	(166)	309
All Christian	34%	(186)	11%	(60)	56%	(307)	553
Agnostic/Nothing in particular	37%	(87)	8%	(20)	54%	(126)	233
Something Else	33%	(44)	7%	(10)	59%	(79)	133
Evangelical	34%	(81)	12%	(29)	54%	(129)	238
Non-Evangelical	34%	(149)	8%	(36)	57%	(250)	435
Community: Urban	34%	(156)	9%	(41)	57%	(257)	454
Community: Suburban	35%	(150)	11%	(50)	54%	(232)	431
Community: Rural	37%	(42)	8%	(9)	55%	(62)	114
Employ: Private Sector	33%	(123)	16%	(60)	51%	(188)	370
Employ: Government	30%	(23)	8%	(6)	62%	(46)	75
Employ: Self-Employed	48%	(46)	9%	(9)	43%	(41)	95
Employ: Student	33%	(21)	12%	(8)	55%	(35)	64
Employ: Retired	33%	(40)	2%	(3)	64%	(77)	120
Employ: Unemployed	26%	(41)	8%	(12)	66%	(103)	156
Employ: Other	57%	(40)	3%	(2)	40%	(28)	70
Military HH: Yes	42%	(49)	13%	(15)	45%	(53)	117
Military HH: No	34%	(299)	10%	(85)	56%	(498)	882
RD/WT: Right Direction	18%	(48)	16%	(43)	67%	(180)	270
RD/WT: Wrong Track	41%	(300)	8%	(57)	51%	(371)	729
Trump Job Approve	19%	(61)	15%	(49)	66%	(211)	320
Trump Job Disapprove	43%	(274)	8%	(49)	49%	(310)	633
Trump Job Strongly Approve	19%	(33)	16%	(27)	65%	(111)	170
Trump Job Somewhat Approve	19%	(28)	15%	(22)	67%	(100)	150
Trump Job Somewhat Disapprove	28%	(37)	13%	(17)	59%	(79)	134
Trump Job Strongly Disapprove	47%	(236)	6%	(32)	46%	(231)	499

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Table MCFE17_6: *Should romantic comedy movies feature more or fewer leading characters from the following groups, or do they include about the right amount?*

Women

Demographic	More characters from this group		Less characters from this group		About the right amount		Total N
Hispanic Adults	35%	(348)	10%	(100)	55%	(551)	999
Favorable of Trump	19%	(60)	14%	(45)	67%	(214)	318
Unfavorable of Trump	44%	(274)	8%	(49)	48%	(299)	622
Very Favorable of Trump	18%	(33)	17%	(30)	65%	(117)	180
Somewhat Favorable of Trump	20%	(27)	11%	(15)	70%	(97)	138
Somewhat Unfavorable of Trump	30%	(31)	14%	(15)	57%	(60)	106
Very Unfavorable of Trump	47%	(242)	7%	(34)	46%	(239)	515
#1 Issue: Economy	30%	(117)	12%	(47)	58%	(225)	388
#1 Issue: Security	16%	(12)	14%	(11)	70%	(54)	77
#1 Issue: Health Care	41%	(87)	9%	(18)	51%	(108)	213
#1 Issue: Medicare / Social Security	46%	(35)	3%	(3)	51%	(39)	76
#1 Issue: Women's Issues	48%	(31)	7%	(5)	45%	(29)	65
#1 Issue: Education	24%	(14)	19%	(11)	58%	(33)	57
#1 Issue: Energy	40%	(22)	8%	(4)	53%	(29)	56
#1 Issue: Other	46%	(31)	3%	(2)	51%	(34)	67
2018 House Vote: Democrat	48%	(179)	9%	(34)	43%	(160)	373
2018 House Vote: Republican	20%	(42)	17%	(35)	63%	(128)	205
2016 Vote: Hillary Clinton	47%	(171)	7%	(26)	46%	(166)	364
2016 Vote: Donald Trump	22%	(48)	14%	(30)	64%	(139)	217
2016 Vote: Didn't Vote	31%	(118)	11%	(42)	58%	(222)	382
Voted in 2014: Yes	41%	(203)	9%	(44)	51%	(255)	502
Voted in 2014: No	29%	(145)	11%	(56)	60%	(296)	497
2012 Vote: Barack Obama	48%	(184)	7%	(27)	44%	(170)	382
2012 Vote: Mitt Romney	16%	(20)	13%	(17)	71%	(91)	128
2012 Vote: Didn't Vote	29%	(138)	12%	(55)	59%	(275)	468
4-Region: Northeast	32%	(55)	12%	(20)	56%	(95)	170
4-Region: Midwest	33%	(32)	16%	(16)	51%	(49)	97
4-Region: South	31%	(139)	8%	(35)	61%	(270)	445
4-Region: West	43%	(122)	10%	(28)	47%	(136)	286

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Table MCFE17_6: *Should romantic comedy movies feature more or fewer leading characters from the following groups, or do they include about the right amount?*
Women

Demographic	More characters from this group		Less characters from this group		About the right amount		Total N
Hispanic Adults	35%	(348)	10%	(100)	55%	(551)	999
Mexican	38%	(177)	11%	(51)	51%	(237)	465
Puerto Rican	34%	(60)	10%	(18)	56%	(101)	179
Cuban	23%	(19)	9%	(7)	68%	(55)	81
Other South American	28%	(33)	4%	(5)	68%	(81)	119
Speaks only English at home	36%	(96)	10%	(25)	54%	(144)	265
Speaks mostly English at home	39%	(100)	8%	(20)	53%	(135)	254
Speaks both English and Spanish at home	32%	(105)	14%	(45)	54%	(174)	323
Speaks mostly Spanish at home	31%	(35)	9%	(10)	60%	(66)	111
Trump supporter	16%	(44)	16%	(44)	68%	(184)	272
Biden supporter	47%	(268)	8%	(44)	46%	(262)	573
Sports fans	35%	(250)	11%	(80)	54%	(387)	717
Avid sports fans	32%	(96)	14%	(41)	54%	(162)	299
Sports fans, Age: 18-34	34%	(86)	13%	(33)	53%	(135)	253
Sports fans, Age: 35-44	36%	(65)	17%	(31)	47%	(86)	182
Sports fans, Age: 45-64	34%	(71)	7%	(14)	60%	(125)	209
Sports fans, Age: 65+	39%	(28)	4%	(3)	57%	(42)	73
Movie studios should diversify teams	41%	(282)	10%	(67)	49%	(342)	691
Movie studios should diversify stories	44%	(264)	11%	(64)	45%	(268)	595
Concerned about Covid	37%	(319)	10%	(85)	53%	(451)	856
No experience with Covid	28%	(90)	8%	(27)	64%	(209)	326
Health care major factor for election	41%	(269)	8%	(53)	51%	(336)	658
Social media users	35%	(341)	10%	(100)	55%	(534)	975
WhatsApp users	34%	(163)	11%	(54)	54%	(257)	474
WeChat users	33%	(20)	29%	(18)	38%	(23)	61
Social media news source at least once a week	36%	(243)	9%	(64)	55%	(372)	679

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

Table MCFE17_7: *Should romantic comedy movies feature more or fewer leading characters from the following groups, or do they include about the right amount?*

Men

Demographic	More characters from this group		Less characters from this group		About the right amount		Total N
Hispanic Adults	16%	(163)	17%	(174)	66%	(662)	999
Gender: Male	18%	(91)	16%	(78)	66%	(331)	500
Gender: Female	14%	(72)	19%	(97)	66%	(331)	499
Age: 18-34	20%	(77)	19%	(72)	61%	(229)	378
Age: 35-44	17%	(38)	19%	(42)	64%	(142)	222
Age: 45-64	14%	(41)	15%	(44)	71%	(205)	290
Age: 65+	7%	(7)	15%	(17)	78%	(86)	110
GenZers: 1997-2012	22%	(30)	23%	(32)	55%	(75)	137
Millennials: 1981-1996	20%	(71)	17%	(62)	63%	(229)	361
GenXers: 1965-1980	15%	(42)	16%	(47)	69%	(199)	289
Baby Boomers: 1946-1964	10%	(19)	18%	(34)	72%	(138)	191
PID: Dem (no lean)	18%	(82)	21%	(95)	60%	(268)	444
PID: Ind (no lean)	14%	(46)	16%	(51)	70%	(222)	319
PID: Rep (no lean)	15%	(35)	12%	(29)	73%	(172)	236
PID/Gender: Dem Men	19%	(38)	18%	(36)	63%	(125)	199
PID/Gender: Dem Women	18%	(44)	24%	(58)	58%	(143)	245
PID/Gender: Ind Men	15%	(24)	14%	(22)	71%	(111)	156
PID/Gender: Ind Women	13%	(22)	18%	(29)	69%	(112)	162
PID/Gender: Rep Men	20%	(29)	14%	(20)	66%	(95)	144
PID/Gender: Rep Women	7%	(6)	10%	(9)	83%	(77)	92
Ideo: Liberal (1-3)	18%	(60)	25%	(85)	57%	(196)	341
Ideo: Moderate (4)	15%	(50)	14%	(49)	71%	(238)	337
Ideo: Conservative (5-7)	16%	(37)	12%	(27)	72%	(164)	227
Educ: < College	17%	(99)	16%	(95)	66%	(385)	579
Educ: Bachelors degree	15%	(39)	19%	(49)	66%	(172)	260
Educ: Post-grad	15%	(24)	19%	(30)	66%	(105)	160
Income: Under 50k	17%	(90)	18%	(93)	65%	(332)	514
Income: 50k-100k	14%	(45)	15%	(46)	71%	(223)	313
Income: 100k+	17%	(29)	21%	(36)	63%	(107)	171
Ethnicity: White	14%	(87)	16%	(101)	70%	(444)	633

Continued on next page

Table MCFE17_7: *Should romantic comedy movies feature more or fewer leading characters from the following groups, or do they include about the right amount?*
Men

Demographic	More characters from this group		Less characters from this group		About the right amount		Total N
Hispanic Adults	16%	(163)	17%	(174)	66%	(662)	999
Ethnicity: Hispanic	16%	(163)	17%	(174)	66%	(662)	999
Ethnicity: Black	31%	(18)	35%	(20)	34%	(19)	57
Ethnicity: Other	19%	(57)	17%	(53)	64%	(198)	309
All Christian	14%	(76)	17%	(93)	69%	(384)	553
Agnostic/Nothing in particular	18%	(41)	21%	(50)	61%	(142)	233
Something Else	23%	(31)	9%	(13)	68%	(90)	133
Evangelical	17%	(40)	16%	(37)	68%	(161)	238
Non-Evangelical	15%	(64)	16%	(68)	70%	(303)	435
Community: Urban	16%	(73)	18%	(83)	66%	(298)	454
Community: Suburban	14%	(62)	18%	(77)	68%	(292)	431
Community: Rural	24%	(27)	13%	(15)	63%	(71)	114
Employ: Private Sector	18%	(67)	16%	(58)	66%	(246)	370
Employ: Government	22%	(16)	12%	(9)	67%	(50)	75
Employ: Self-Employed	17%	(17)	24%	(22)	59%	(56)	95
Employ: Student	25%	(16)	19%	(12)	56%	(36)	64
Employ: Retired	5%	(6)	19%	(22)	76%	(91)	120
Employ: Unemployed	15%	(23)	18%	(28)	67%	(104)	156
Employ: Other	23%	(16)	20%	(14)	57%	(40)	70
Military HH: Yes	18%	(22)	26%	(30)	56%	(66)	117
Military HH: No	16%	(141)	16%	(144)	68%	(596)	882
RD/WT: Right Direction	16%	(43)	13%	(35)	71%	(192)	270
RD/WT: Wrong Track	16%	(120)	19%	(139)	64%	(470)	729
Trump Job Approve	15%	(47)	11%	(35)	74%	(238)	320
Trump Job Disapprove	17%	(107)	21%	(133)	62%	(392)	633
Trump Job Strongly Approve	16%	(28)	10%	(18)	73%	(125)	170
Trump Job Somewhat Approve	13%	(19)	12%	(17)	76%	(113)	150
Trump Job Somewhat Disapprove	23%	(30)	14%	(19)	63%	(84)	134
Trump Job Strongly Disapprove	15%	(77)	23%	(114)	62%	(308)	499

Continued on next page

Table MCFE17_7: *Should romantic comedy movies feature more or fewer leading characters from the following groups, or do they include about the right amount?*

Men

Demographic	More characters from this group		Less characters from this group		About the right amount	Total N
Hispanic Adults	16%	(163)	17%	(174)	66% (662)	999
Favorable of Trump	13%	(43)	10%	(33)	76% (242)	318
Unfavorable of Trump	17%	(108)	21%	(131)	62% (383)	622
Very Favorable of Trump	15%	(26)	11%	(20)	74% (134)	180
Somewhat Favorable of Trump	12%	(16)	10%	(14)	78% (108)	138
Somewhat Unfavorable of Trump	20%	(22)	18%	(19)	62% (66)	106
Very Unfavorable of Trump	17%	(86)	22%	(112)	62% (317)	515
#1 Issue: Economy	17%	(66)	14%	(55)	69% (267)	388
#1 Issue: Security	8%	(6)	12%	(10)	80% (62)	77
#1 Issue: Health Care	16%	(33)	22%	(46)	63% (134)	213
#1 Issue: Medicare / Social Security	14%	(10)	19%	(15)	67% (51)	76
#1 Issue: Women's Issues	24%	(15)	15%	(10)	61% (39)	65
#1 Issue: Education	15%	(8)	27%	(15)	59% (34)	57
#1 Issue: Energy	17%	(10)	18%	(10)	65% (36)	56
#1 Issue: Other	21%	(14)	20%	(13)	59% (39)	67
2018 House Vote: Democrat	16%	(60)	25%	(95)	59% (218)	373
2018 House Vote: Republican	12%	(25)	13%	(27)	75% (153)	205
2016 Vote: Hillary Clinton	15%	(54)	24%	(88)	61% (221)	364
2016 Vote: Donald Trump	14%	(31)	10%	(22)	76% (164)	217
2016 Vote: Didn't Vote	19%	(72)	15%	(58)	66% (252)	382
Voted in 2014: Yes	16%	(80)	20%	(99)	64% (322)	502
Voted in 2014: No	17%	(83)	15%	(75)	68% (340)	497
2012 Vote: Barack Obama	16%	(61)	24%	(93)	60% (228)	382
2012 Vote: Mitt Romney	13%	(17)	6%	(8)	81% (103)	128
2012 Vote: Didn't Vote	17%	(80)	15%	(71)	68% (317)	468
4-Region: Northeast	22%	(38)	14%	(25)	64% (108)	170
4-Region: Midwest	21%	(20)	20%	(20)	59% (57)	97
4-Region: South	13%	(59)	15%	(67)	72% (319)	445
4-Region: West	16%	(46)	22%	(63)	62% (177)	286

Continued on next page

Table MCFE17_7: *Should romantic comedy movies feature more or fewer leading characters from the following groups, or do they include about the right amount?*
Men

Demographic	More characters from this group		Less characters from this group		About the right amount		Total N
Hispanic Adults	16%	(163)	17%	(174)	66%	(662)	999
Mexican	18%	(82)	20%	(91)	63%	(292)	465
Puerto Rican	17%	(31)	14%	(25)	69%	(124)	179
Cuban	7%	(6)	18%	(15)	74%	(60)	81
Other South American	12%	(14)	13%	(15)	75%	(90)	119
Speaks only English at home	15%	(39)	20%	(54)	65%	(172)	265
Speaks mostly English at home	16%	(41)	16%	(42)	67%	(171)	254
Speaks both English and Spanish at home	16%	(52)	21%	(68)	63%	(204)	323
Speaks mostly Spanish at home	19%	(21)	8%	(9)	73%	(81)	111
Trump supporter	13%	(36)	9%	(26)	77%	(210)	272
Biden supporter	18%	(105)	22%	(129)	59%	(340)	573
Sports fans	17%	(120)	16%	(114)	67%	(483)	717
Avid sports fans	21%	(62)	14%	(40)	66%	(197)	299
Sports fans, Age: 18-34	21%	(53)	17%	(43)	62%	(157)	253
Sports fans, Age: 35-44	17%	(32)	18%	(32)	65%	(117)	182
Sports fans, Age: 45-64	14%	(29)	12%	(26)	74%	(154)	209
Sports fans, Age: 65+	8%	(6)	17%	(12)	75%	(55)	73
Movie studios should diversify teams	17%	(116)	20%	(137)	63%	(438)	691
Movie studios should diversify stories	19%	(110)	22%	(129)	60%	(355)	595
Concerned about Covid	16%	(138)	18%	(158)	65%	(560)	856
No experience with Covid	13%	(44)	13%	(44)	73%	(239)	326
Health care major factor for election	16%	(105)	19%	(122)	66%	(431)	658
Social media users	16%	(160)	18%	(174)	66%	(640)	975
WhatsApp users	18%	(84)	17%	(79)	66%	(311)	474
WeChat users	23%	(14)	22%	(14)	55%	(33)	61
Social media news source at least once a week	18%	(124)	17%	(115)	65%	(440)	679

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

Table MCFE17_8: *Should romantic comedy movies feature more or fewer leading characters from the following groups, or do they include about the right amount?*

Minority women

Demographic	More characters from this group		Less characters from this group		About the right amount	Total N
Hispanic Adults	43%	(433)	11%	(111)	46% (455)	999
Gender: Male	40%	(199)	12%	(60)	48% (240)	500
Gender: Female	47%	(234)	10%	(51)	43% (214)	499
Age: 18-34	43%	(164)	11%	(42)	46% (172)	378
Age: 35-44	41%	(91)	17%	(38)	42% (93)	222
Age: 45-64	46%	(133)	7%	(20)	47% (137)	290
Age: 65+	41%	(45)	11%	(12)	48% (53)	110
GenZers: 1997-2012	45%	(61)	15%	(21)	40% (54)	137
Millennials: 1981-1996	43%	(157)	11%	(40)	46% (165)	361
GenXers: 1965-1980	44%	(126)	10%	(29)	46% (133)	289
Baby Boomers: 1946-1964	44%	(84)	11%	(20)	46% (87)	191
PID: Dem (no lean)	56%	(249)	10%	(46)	34% (149)	444
PID: Ind (no lean)	38%	(122)	9%	(30)	52% (167)	319
PID: Rep (no lean)	26%	(62)	15%	(35)	59% (139)	236
PID/Gender: Dem Men	50%	(99)	11%	(21)	40% (79)	199
PID/Gender: Dem Women	61%	(150)	10%	(25)	29% (70)	245
PID/Gender: Ind Men	37%	(57)	10%	(16)	53% (83)	156
PID/Gender: Ind Women	40%	(65)	8%	(14)	52% (84)	162
PID/Gender: Rep Men	30%	(43)	16%	(23)	54% (78)	144
PID/Gender: Rep Women	21%	(20)	13%	(12)	65% (60)	92
Ideo: Liberal (1-3)	60%	(206)	9%	(32)	30% (103)	341
Ideo: Moderate (4)	39%	(130)	10%	(32)	52% (175)	337
Ideo: Conservative (5-7)	30%	(68)	16%	(36)	54% (123)	227
Educ: < College	42%	(242)	12%	(71)	46% (267)	579
Educ: Bachelors degree	43%	(111)	13%	(33)	45% (116)	260
Educ: Post-grad	50%	(81)	5%	(8)	45% (72)	160
Income: Under 50k	43%	(221)	11%	(57)	46% (236)	514
Income: 50k-100k	42%	(132)	11%	(36)	46% (145)	313
Income: 100k+	47%	(80)	11%	(19)	43% (73)	171
Ethnicity: White	41%	(257)	10%	(63)	49% (313)	633

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Table MCFE17_8: *Should romantic comedy movies feature more or fewer leading characters from the following groups, or do they include about the right amount?*
Minority women

Demographic	More characters from this group		Less characters from this group		About the right amount		Total N
Hispanic Adults	43%	(433)	11%	(111)	46%	(455)	999
Ethnicity: Hispanic	43%	(433)	11%	(111)	46%	(455)	999
Ethnicity: Black	67%	(39)	17%	(10)	16%	(9)	57
Ethnicity: Other	44%	(137)	12%	(38)	43%	(133)	309
All Christian	42%	(233)	11%	(59)	47%	(261)	553
Agnostic/Nothing in particular	46%	(107)	9%	(22)	45%	(104)	233
Something Else	42%	(56)	12%	(16)	46%	(62)	133
Evangelical	43%	(102)	13%	(30)	45%	(107)	238
Non-Evangelical	43%	(185)	10%	(42)	48%	(208)	435
Community: Urban	42%	(190)	13%	(57)	46%	(207)	454
Community: Suburban	45%	(194)	10%	(44)	45%	(194)	431
Community: Rural	44%	(50)	9%	(10)	47%	(54)	114
Employ: Private Sector	42%	(157)	12%	(46)	45%	(168)	370
Employ: Government	32%	(24)	15%	(11)	53%	(40)	75
Employ: Self-Employed	55%	(52)	9%	(9)	36%	(34)	95
Employ: Student	51%	(32)	13%	(8)	36%	(23)	64
Employ: Retired	38%	(45)	11%	(13)	51%	(62)	120
Employ: Unemployed	41%	(65)	7%	(10)	52%	(81)	156
Employ: Other	53%	(37)	14%	(10)	32%	(23)	70
Military HH: Yes	51%	(60)	13%	(15)	35%	(42)	117
Military HH: No	42%	(373)	11%	(96)	47%	(413)	882
RD/WT: Right Direction	22%	(61)	16%	(44)	61%	(165)	270
RD/WT: Wrong Track	51%	(372)	9%	(67)	40%	(289)	729
Trump Job Approve	22%	(71)	16%	(50)	62%	(199)	320
Trump Job Disapprove	54%	(344)	9%	(60)	36%	(229)	633
Trump Job Strongly Approve	21%	(35)	14%	(25)	65%	(110)	170
Trump Job Somewhat Approve	24%	(36)	17%	(26)	59%	(88)	150
Trump Job Somewhat Disapprove	39%	(52)	10%	(13)	52%	(69)	134
Trump Job Strongly Disapprove	59%	(292)	9%	(47)	32%	(160)	499

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Table MCFE17_8: *Should romantic comedy movies feature more or fewer leading characters from the following groups, or do they include about the right amount?*

Minority women

Demographic	More characters from this group		Less characters from this group		About the right amount		Total N
Hispanic Adults	43%	(433)	11%	(111)	46%	(455)	999
Favorable of Trump	22%	(71)	16%	(50)	62%	(197)	318
Unfavorable of Trump	55%	(341)	9%	(55)	36%	(225)	622
Very Favorable of Trump	19%	(34)	16%	(29)	65%	(117)	180
Somewhat Favorable of Trump	27%	(37)	16%	(22)	57%	(80)	138
Somewhat Unfavorable of Trump	41%	(43)	8%	(8)	52%	(55)	106
Very Unfavorable of Trump	58%	(298)	9%	(47)	33%	(170)	515
#1 Issue: Economy	38%	(148)	10%	(39)	52%	(201)	388
#1 Issue: Security	20%	(16)	15%	(11)	65%	(50)	77
#1 Issue: Health Care	54%	(116)	10%	(21)	36%	(76)	213
#1 Issue: Medicare / Social Security	46%	(35)	12%	(9)	42%	(32)	76
#1 Issue: Women's Issues	48%	(31)	6%	(4)	46%	(30)	65
#1 Issue: Education	37%	(21)	23%	(13)	39%	(23)	57
#1 Issue: Energy	40%	(23)	19%	(11)	41%	(23)	56
#1 Issue: Other	65%	(44)	4%	(3)	30%	(20)	67
2018 House Vote: Democrat	59%	(220)	10%	(38)	31%	(115)	373
2018 House Vote: Republican	26%	(53)	16%	(33)	58%	(119)	205
2016 Vote: Hillary Clinton	59%	(215)	8%	(28)	33%	(120)	364
2016 Vote: Donald Trump	25%	(54)	15%	(33)	60%	(131)	217
2016 Vote: Didn't Vote	39%	(148)	12%	(44)	50%	(190)	382
Voted in 2014: Yes	48%	(243)	10%	(51)	41%	(207)	502
Voted in 2014: No	38%	(190)	12%	(60)	50%	(248)	497
2012 Vote: Barack Obama	57%	(217)	10%	(38)	33%	(127)	382
2012 Vote: Mitt Romney	23%	(30)	11%	(14)	65%	(83)	128
2012 Vote: Didn't Vote	39%	(181)	12%	(56)	49%	(231)	468
4-Region: Northeast	43%	(73)	13%	(22)	45%	(76)	170
4-Region: Midwest	49%	(47)	10%	(10)	41%	(40)	97
4-Region: South	38%	(168)	11%	(48)	51%	(229)	445
4-Region: West	51%	(146)	11%	(31)	38%	(110)	286

Continued on next page

Table MCFE17_8: *Should romantic comedy movies feature more or fewer leading characters from the following groups, or do they include about the right amount?*
Minority women

Demographic	More characters from this group		Less characters from this group		About the right amount		Total N
Hispanic Adults	43%	(433)	11%	(111)	46%	(455)	999
Mexican	47%	(217)	12%	(54)	42%	(194)	465
Puerto Rican	46%	(82)	10%	(18)	44%	(79)	179
Cuban	26%	(21)	10%	(8)	64%	(52)	81
Other South American	36%	(43)	7%	(8)	57%	(68)	119
Speaks only English at home	48%	(128)	11%	(29)	41%	(108)	265
Speaks mostly English at home	47%	(120)	8%	(21)	44%	(112)	254
Speaks both English and Spanish at home	41%	(133)	12%	(38)	47%	(152)	323
Speaks mostly Spanish at home	34%	(37)	19%	(21)	47%	(52)	111
Trump supporter	21%	(58)	15%	(40)	64%	(174)	272
Biden supporter	56%	(320)	11%	(60)	34%	(193)	573
Sports fans	43%	(306)	12%	(89)	45%	(322)	717
Avid sports fans	38%	(115)	15%	(44)	47%	(140)	299
Sports fans, Age: 18-34	42%	(105)	14%	(35)	44%	(113)	253
Sports fans, Age: 35-44	42%	(77)	17%	(31)	41%	(74)	182
Sports fans, Age: 45-64	45%	(94)	7%	(14)	48%	(101)	209
Sports fans, Age: 65+	42%	(30)	12%	(8)	47%	(34)	73
Movie studios should diversify teams	52%	(361)	10%	(66)	38%	(263)	691
Movie studios should diversify stories	55%	(325)	10%	(59)	36%	(212)	595
Concerned about Covid	47%	(399)	11%	(90)	43%	(366)	856
No experience with Covid	35%	(113)	7%	(24)	58%	(189)	326
Health care major factor for election	50%	(330)	10%	(66)	40%	(262)	658
Social media users	44%	(427)	11%	(110)	45%	(437)	975
WhatsApp users	42%	(198)	12%	(58)	46%	(218)	474
WeChat users	33%	(20)	24%	(14)	43%	(26)	61
Social media news source at least once a week	45%	(303)	11%	(77)	44%	(299)	679

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

Table MCFE18_1: Should superhero movies feature more or fewer leading characters from the following groups, or do they include about the right amount?

White people

Demographic	More characters from this group		Less characters from this group		About the right amount	Total N
Hispanic Adults	12%	(123)	28%	(278)	60% (598)	999
Gender: Male	14%	(71)	26%	(132)	59% (297)	500
Gender: Female	10%	(52)	29%	(146)	60% (301)	499
Age: 18-34	16%	(59)	34%	(127)	51% (192)	378
Age: 35-44	12%	(27)	29%	(63)	59% (131)	222
Age: 45-64	11%	(31)	21%	(61)	68% (198)	290
Age: 65+	6%	(6)	24%	(27)	70% (77)	110
GenZers: 1997-2012	16%	(22)	34%	(46)	50% (68)	137
Millennials: 1981-1996	15%	(55)	31%	(112)	54% (194)	361
GenXers: 1965-1980	10%	(29)	25%	(73)	65% (186)	289
Baby Boomers: 1946-1964	8%	(16)	22%	(41)	70% (134)	191
PID: Dem (no lean)	11%	(51)	36%	(159)	53% (234)	444
PID: Ind (no lean)	12%	(39)	23%	(74)	65% (206)	319
PID: Rep (no lean)	14%	(34)	19%	(45)	67% (158)	236
PID/Gender: Dem Men	12%	(24)	32%	(64)	56% (111)	199
PID/Gender: Dem Women	11%	(27)	39%	(95)	50% (123)	245
PID/Gender: Ind Men	13%	(21)	22%	(34)	65% (102)	156
PID/Gender: Ind Women	11%	(18)	24%	(39)	65% (105)	162
PID/Gender: Rep Men	18%	(26)	23%	(33)	59% (84)	144
PID/Gender: Rep Women	8%	(7)	13%	(12)	79% (73)	92
Ideo: Liberal (1-3)	12%	(40)	39%	(134)	49% (167)	341
Ideo: Moderate (4)	12%	(39)	23%	(77)	66% (221)	337
Ideo: Conservative (5-7)	14%	(32)	18%	(42)	68% (154)	227
Educ: < College	12%	(72)	27%	(156)	61% (351)	579
Educ: Bachelors degree	12%	(32)	28%	(73)	59% (154)	260
Educ: Post-grad	12%	(19)	30%	(48)	58% (93)	160
Income: Under 50k	12%	(62)	28%	(146)	59% (306)	514
Income: 50k-100k	10%	(31)	27%	(85)	63% (198)	313
Income: 100k+	17%	(30)	27%	(47)	55% (95)	171
Ethnicity: White	13%	(79)	25%	(156)	63% (397)	633

Continued on next page

Table MCFE18_1: *Should superhero movies feature more or fewer leading characters from the following groups, or do they include about the right amount?*

White people

Demographic	More characters from this group		Less characters from this group		About the right amount		Total N
Hispanic Adults	12%	(123)	28%	(278)	60%	(598)	999
Ethnicity: Hispanic	12%	(123)	28%	(278)	60%	(598)	999
Ethnicity: Black	20%	(12)	42%	(24)	38%	(22)	57
Ethnicity: Other	10%	(32)	32%	(97)	58%	(179)	309
All Christian	13%	(70)	24%	(135)	63%	(348)	553
Agnostic/Nothing in particular	9%	(22)	34%	(80)	56%	(131)	233
Something Else	11%	(15)	28%	(37)	61%	(82)	133
Evangelical	14%	(33)	23%	(56)	63%	(150)	238
Non-Evangelical	12%	(50)	26%	(113)	62%	(272)	435
Community: Urban	12%	(54)	27%	(123)	61%	(277)	454
Community: Suburban	11%	(46)	30%	(128)	60%	(258)	431
Community: Rural	20%	(23)	24%	(27)	56%	(63)	114
Employ: Private Sector	15%	(54)	26%	(97)	59%	(219)	370
Employ: Government	19%	(14)	24%	(18)	58%	(43)	75
Employ: Self-Employed	14%	(13)	34%	(32)	52%	(49)	95
Employ: Student	12%	(8)	38%	(24)	50%	(32)	64
Employ: Retired	7%	(8)	21%	(26)	72%	(86)	120
Employ: Unemployed	7%	(11)	27%	(41)	66%	(104)	156
Employ: Other	17%	(12)	38%	(27)	45%	(31)	70
Military HH: Yes	19%	(22)	32%	(38)	49%	(57)	117
Military HH: No	12%	(102)	27%	(240)	61%	(541)	882
RD/WT: Right Direction	15%	(41)	18%	(49)	67%	(180)	270
RD/WT: Wrong Track	11%	(82)	31%	(228)	57%	(418)	729
Trump Job Approve	15%	(47)	19%	(60)	66%	(212)	320
Trump Job Disapprove	11%	(71)	33%	(210)	56%	(352)	633
Trump Job Strongly Approve	16%	(27)	19%	(32)	65%	(111)	170
Trump Job Somewhat Approve	14%	(21)	19%	(28)	67%	(101)	150
Trump Job Somewhat Disapprove	12%	(17)	26%	(34)	62%	(83)	134
Trump Job Strongly Disapprove	11%	(54)	35%	(175)	54%	(270)	499

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Table MCFE18_1: *Should superhero movies feature more or fewer leading characters from the following groups, or do they include about the right amount?*

White people

Demographic	More characters from this group		Less characters from this group		About the right amount		Total N
Hispanic Adults	12%	(123)	28%	(278)	60%	(598)	999
Favorable of Trump	15%	(48)	18%	(58)	67%	(213)	318
Unfavorable of Trump	11%	(66)	34%	(212)	55%	(344)	622
Very Favorable of Trump	17%	(31)	18%	(33)	64%	(116)	180
Somewhat Favorable of Trump	12%	(16)	18%	(25)	70%	(97)	138
Somewhat Unfavorable of Trump	14%	(15)	26%	(28)	59%	(63)	106
Very Unfavorable of Trump	10%	(51)	36%	(184)	54%	(280)	515
#1 Issue: Economy	13%	(51)	22%	(87)	64%	(250)	388
#1 Issue: Security	15%	(12)	21%	(16)	64%	(49)	77
#1 Issue: Health Care	10%	(22)	36%	(77)	53%	(113)	213
#1 Issue: Medicare / Social Security	13%	(10)	23%	(17)	64%	(49)	76
#1 Issue: Women's Issues	10%	(7)	33%	(21)	56%	(37)	65
#1 Issue: Education	15%	(9)	29%	(17)	56%	(32)	57
#1 Issue: Energy	8%	(5)	30%	(17)	62%	(35)	56
#1 Issue: Other	12%	(8)	38%	(25)	50%	(34)	67
2018 House Vote: Democrat	13%	(50)	34%	(126)	53%	(197)	373
2018 House Vote: Republican	15%	(31)	19%	(39)	66%	(134)	205
2016 Vote: Hillary Clinton	11%	(39)	34%	(122)	56%	(202)	364
2016 Vote: Donald Trump	17%	(37)	16%	(35)	67%	(145)	217
2016 Vote: Didn't Vote	11%	(43)	28%	(107)	61%	(232)	382
Voted in 2014: Yes	13%	(64)	30%	(148)	58%	(289)	502
Voted in 2014: No	12%	(59)	26%	(129)	62%	(309)	497
2012 Vote: Barack Obama	11%	(42)	35%	(133)	54%	(207)	382
2012 Vote: Mitt Romney	11%	(14)	15%	(19)	74%	(94)	128
2012 Vote: Didn't Vote	13%	(61)	26%	(123)	61%	(284)	468
4-Region: Northeast	14%	(24)	24%	(41)	62%	(105)	170
4-Region: Midwest	11%	(11)	35%	(34)	54%	(53)	97
4-Region: South	11%	(49)	24%	(109)	65%	(287)	445
4-Region: West	14%	(40)	33%	(94)	53%	(153)	286

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Table MCFE18_1: *Should superhero movies feature more or fewer leading characters from the following groups, or do they include about the right amount?*
White people

Demographic	More characters from this group		Less characters from this group		About the right amount		Total N
Hispanic Adults	12%	(123)	28%	(278)	60%	(598)	999
Mexican	11%	(52)	34%	(156)	55%	(257)	465
Puerto Rican	14%	(26)	25%	(44)	61%	(109)	179
Cuban	13%	(10)	18%	(14)	69%	(56)	81
Other South American	9%	(11)	18%	(22)	72%	(86)	119
Speaks only English at home	8%	(20)	32%	(85)	60%	(160)	265
Speaks mostly English at home	14%	(37)	27%	(68)	59%	(149)	254
Speaks both English and Spanish at home	17%	(56)	28%	(90)	55%	(178)	323
Speaks mostly Spanish at home	5%	(6)	26%	(28)	69%	(77)	111
Trump supporter	15%	(39)	16%	(43)	70%	(189)	272
Biden supporter	11%	(65)	36%	(205)	53%	(304)	573
Sports fans	13%	(95)	28%	(200)	59%	(422)	717
Avid sports fans	15%	(46)	28%	(84)	56%	(168)	299
Sports fans, Age: 18-34	19%	(47)	33%	(84)	48%	(123)	253
Sports fans, Age: 35-44	14%	(26)	27%	(50)	58%	(106)	182
Sports fans, Age: 45-64	10%	(21)	21%	(44)	69%	(145)	209
Sports fans, Age: 65+	2%	(2)	31%	(22)	67%	(48)	73
Movie studios should diversify teams	11%	(79)	33%	(227)	56%	(385)	691
Movie studios should diversify stories	13%	(76)	36%	(211)	52%	(308)	595
Concerned about Covid	12%	(99)	30%	(259)	58%	(498)	856
No experience with Covid	11%	(35)	22%	(71)	68%	(220)	326
Health care major factor for election	11%	(74)	30%	(200)	58%	(384)	658
Social media users	12%	(121)	28%	(276)	59%	(578)	975
WhatsApp users	14%	(68)	24%	(115)	61%	(291)	474
WeChat users	29%	(18)	24%	(15)	47%	(28)	61
Social media news source at least once a week	13%	(90)	29%	(199)	57%	(390)	679

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

Table MCFE18_2: *Should superhero movies feature more or fewer leading characters from the following groups, or do they include about the right amount?*
Black people

Demographic	More characters from this group		Less characters from this group		About the right amount	Total N
Hispanic Adults	44%	(443)	12%	(119)	44% (437)	999
Gender: Male	40%	(201)	14%	(71)	46% (227)	500
Gender: Female	48%	(242)	10%	(48)	42% (210)	499
Age: 18-34	45%	(171)	14%	(52)	41% (155)	378
Age: 35-44	41%	(91)	16%	(35)	43% (96)	222
Age: 45-64	46%	(132)	6%	(18)	48% (139)	290
Age: 65+	44%	(49)	12%	(14)	43% (48)	110
GenZers: 1997-2012	46%	(62)	14%	(19)	40% (55)	137
Millennials: 1981-1996	44%	(160)	15%	(53)	41% (148)	361
GenXers: 1965-1980	46%	(134)	8%	(23)	46% (132)	289
Baby Boomers: 1946-1964	40%	(77)	12%	(22)	48% (92)	191
PID: Dem (no lean)	57%	(253)	11%	(49)	32% (142)	444
PID: Ind (no lean)	40%	(128)	11%	(35)	49% (156)	319
PID: Rep (no lean)	26%	(62)	15%	(35)	59% (139)	236
PID/Gender: Dem Men	51%	(101)	13%	(25)	37% (73)	199
PID/Gender: Dem Women	62%	(152)	10%	(24)	28% (69)	245
PID/Gender: Ind Men	39%	(62)	11%	(18)	49% (77)	156
PID/Gender: Ind Women	41%	(66)	11%	(17)	49% (79)	162
PID/Gender: Rep Men	27%	(39)	19%	(28)	54% (77)	144
PID/Gender: Rep Women	26%	(24)	8%	(7)	67% (62)	92
Ideo: Liberal (1-3)	61%	(208)	7%	(23)	32% (110)	341
Ideo: Moderate (4)	41%	(138)	14%	(47)	45% (152)	337
Ideo: Conservative (5-7)	29%	(65)	15%	(34)	56% (128)	227
Educ: < College	44%	(256)	12%	(67)	44% (257)	579
Educ: Bachelors degree	43%	(111)	15%	(40)	42% (109)	260
Educ: Post-grad	48%	(76)	8%	(12)	45% (72)	160
Income: Under 50k	45%	(232)	11%	(55)	44% (227)	514
Income: 50k-100k	44%	(137)	14%	(43)	43% (134)	313
Income: 100k+	43%	(74)	12%	(21)	45% (77)	171
Ethnicity: White	40%	(253)	12%	(78)	48% (302)	633

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Table MCFE18_2: *Should superhero movies feature more or fewer leading characters from the following groups, or do they include about the right amount?*
Black people

Demographic	More characters from this group		Less characters from this group		About the right amount		Total N
Hispanic Adults	44%	(443)	12%	(119)	44%	(437)	999
Ethnicity: Hispanic	44%	(443)	12%	(119)	44%	(437)	999
Ethnicity: Black	73%	(42)	13%	(8)	13%	(8)	57
Ethnicity: Other	48%	(148)	11%	(33)	41%	(128)	309
All Christian	42%	(232)	12%	(69)	46%	(252)	553
Agnostic/Nothing in particular	47%	(110)	10%	(22)	43%	(101)	233
Something Else	47%	(63)	10%	(14)	42%	(56)	133
Evangelical	43%	(104)	10%	(24)	47%	(111)	238
Non-Evangelical	43%	(189)	14%	(59)	43%	(187)	435
Community: Urban	43%	(195)	12%	(52)	45%	(206)	454
Community: Suburban	45%	(195)	11%	(48)	44%	(188)	431
Community: Rural	47%	(53)	16%	(18)	37%	(42)	114
Employ: Private Sector	39%	(145)	15%	(55)	46%	(171)	370
Employ: Government	40%	(30)	11%	(8)	49%	(37)	75
Employ: Self-Employed	56%	(53)	12%	(11)	32%	(30)	95
Employ: Student	58%	(37)	10%	(6)	32%	(20)	64
Employ: Retired	42%	(50)	13%	(15)	45%	(54)	120
Employ: Unemployed	41%	(65)	9%	(14)	50%	(78)	156
Employ: Other	53%	(37)	11%	(8)	36%	(25)	70
Military HH: Yes	50%	(59)	16%	(19)	34%	(39)	117
Military HH: No	44%	(384)	11%	(100)	45%	(398)	882
RD/WT: Right Direction	22%	(60)	16%	(44)	62%	(166)	270
RD/WT: Wrong Track	53%	(383)	10%	(75)	37%	(271)	729
Trump Job Approve	25%	(81)	17%	(56)	57%	(183)	320
Trump Job Disapprove	54%	(345)	10%	(60)	36%	(228)	633
Trump Job Strongly Approve	21%	(36)	17%	(28)	62%	(106)	170
Trump Job Somewhat Approve	30%	(44)	18%	(27)	52%	(78)	150
Trump Job Somewhat Disapprove	40%	(54)	10%	(13)	50%	(66)	134
Trump Job Strongly Disapprove	58%	(290)	9%	(47)	32%	(162)	499

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Table MCFE18_2: *Should superhero movies feature more or fewer leading characters from the following groups, or do they include about the right amount?*

Black people

Demographic	More characters from this group		Less characters from this group		About the right amount		Total N
Hispanic Adults	44%	(443)	12%	(119)	44%	(437)	999
Favorable of Trump	26%	(82)	15%	(48)	59%	(188)	318
Unfavorable of Trump	55%	(341)	10%	(62)	35%	(218)	622
Very Favorable of Trump	22%	(39)	16%	(28)	62%	(112)	180
Somewhat Favorable of Trump	31%	(43)	14%	(19)	55%	(76)	138
Somewhat Unfavorable of Trump	40%	(43)	14%	(15)	45%	(48)	106
Very Unfavorable of Trump	58%	(298)	9%	(47)	33%	(170)	515
#1 Issue: Economy	38%	(148)	12%	(47)	50%	(193)	388
#1 Issue: Security	25%	(20)	18%	(14)	56%	(43)	77
#1 Issue: Health Care	54%	(115)	12%	(25)	34%	(73)	213
#1 Issue: Medicare / Social Security	49%	(37)	12%	(9)	39%	(30)	76
#1 Issue: Women's Issues	52%	(34)	7%	(4)	41%	(27)	65
#1 Issue: Education	47%	(27)	12%	(7)	41%	(24)	57
#1 Issue: Energy	44%	(24)	14%	(8)	43%	(24)	56
#1 Issue: Other	57%	(38)	7%	(5)	35%	(24)	67
2018 House Vote: Democrat	57%	(214)	11%	(40)	32%	(119)	373
2018 House Vote: Republican	25%	(52)	15%	(31)	60%	(123)	205
2016 Vote: Hillary Clinton	57%	(208)	8%	(30)	35%	(126)	364
2016 Vote: Donald Trump	25%	(55)	17%	(37)	58%	(126)	217
2016 Vote: Didn't Vote	42%	(162)	12%	(45)	46%	(175)	382
Voted in 2014: Yes	48%	(243)	12%	(58)	40%	(201)	502
Voted in 2014: No	40%	(200)	12%	(61)	48%	(237)	497
2012 Vote: Barack Obama	57%	(218)	10%	(38)	33%	(125)	382
2012 Vote: Mitt Romney	24%	(31)	15%	(19)	61%	(78)	128
2012 Vote: Didn't Vote	40%	(188)	12%	(57)	48%	(223)	468
4-Region: Northeast	47%	(81)	12%	(20)	41%	(69)	170
4-Region: Midwest	47%	(45)	16%	(15)	38%	(37)	97
4-Region: South	39%	(175)	13%	(56)	48%	(213)	445
4-Region: West	49%	(142)	9%	(27)	41%	(118)	286

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Table MCFE18_2: *Should superhero movies feature more or fewer leading characters from the following groups, or do they include about the right amount?*
Black people

Demographic	More characters from this group		Less characters from this group		About the right amount		Total N
Hispanic Adults	44%	(443)	12%	(119)	44%	(437)	999
Mexican	46%	(213)	11%	(52)	43%	(200)	465
Puerto Rican	49%	(88)	13%	(23)	38%	(68)	179
Cuban	30%	(25)	12%	(10)	58%	(47)	81
Other South American	37%	(44)	6%	(8)	57%	(68)	119
Speaks only English at home	48%	(127)	10%	(28)	42%	(111)	265
Speaks mostly English at home	50%	(127)	13%	(33)	37%	(94)	254
Speaks both English and Spanish at home	42%	(134)	14%	(46)	44%	(143)	323
Speaks mostly Spanish at home	37%	(42)	9%	(10)	53%	(59)	111
Trump supporter	23%	(63)	15%	(41)	62%	(167)	272
Biden supporter	56%	(322)	11%	(62)	33%	(189)	573
Sports fans	45%	(321)	13%	(91)	43%	(305)	717
Avid sports fans	42%	(127)	15%	(44)	43%	(128)	299
Sports fans, Age: 18-34	45%	(115)	16%	(40)	39%	(99)	253
Sports fans, Age: 35-44	41%	(75)	16%	(28)	43%	(79)	182
Sports fans, Age: 45-64	46%	(97)	7%	(14)	47%	(98)	209
Sports fans, Age: 65+	48%	(35)	12%	(9)	40%	(29)	73
Movie studios should diversify teams	53%	(367)	10%	(70)	37%	(254)	691
Movie studios should diversify stories	55%	(328)	11%	(68)	34%	(200)	595
Concerned about Covid	48%	(411)	11%	(97)	41%	(348)	856
No experience with Covid	37%	(119)	11%	(35)	53%	(172)	326
Health care major factor for election	53%	(346)	10%	(64)	38%	(248)	658
Social media users	45%	(436)	12%	(116)	43%	(423)	975
WhatsApp users	42%	(197)	12%	(55)	47%	(222)	474
WeChat users	30%	(18)	24%	(15)	46%	(28)	61
Social media news source at least once a week	46%	(309)	11%	(74)	44%	(296)	679

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

Table MCFE18_3: *Should superhero movies feature more or fewer leading characters from the following groups, or do they include about the right amount?*

Asian people

Demographic	More characters from this group		Less characters from this group		About the right amount	Total N
Hispanic Adults	43%	(434)	12%	(121)	44% (444)	999
Gender: Male	41%	(206)	13%	(64)	46% (230)	500
Gender: Female	46%	(229)	11%	(56)	43% (214)	499
Age: 18-34	44%	(165)	14%	(53)	42% (160)	378
Age: 35-44	40%	(89)	16%	(35)	44% (98)	222
Age: 45-64	46%	(134)	8%	(22)	46% (133)	290
Age: 65+	42%	(47)	9%	(10)	49% (53)	110
GenZers: 1997-2012	44%	(61)	18%	(24)	38% (52)	137
Millennials: 1981-1996	45%	(163)	11%	(41)	44% (158)	361
GenXers: 1965-1980	42%	(120)	14%	(40)	45% (129)	289
Baby Boomers: 1946-1964	42%	(80)	8%	(15)	50% (96)	191
PID: Dem (no lean)	52%	(231)	12%	(54)	36% (159)	444
PID: Ind (no lean)	41%	(129)	12%	(37)	48% (153)	319
PID: Rep (no lean)	31%	(74)	12%	(29)	56% (133)	236
PID/Gender: Dem Men	47%	(94)	12%	(23)	41% (83)	199
PID/Gender: Dem Women	56%	(138)	13%	(31)	31% (76)	245
PID/Gender: Ind Men	42%	(66)	12%	(19)	46% (71)	156
PID/Gender: Ind Women	39%	(63)	11%	(18)	50% (81)	162
PID/Gender: Rep Men	32%	(46)	16%	(22)	53% (76)	144
PID/Gender: Rep Women	30%	(28)	8%	(7)	62% (57)	92
Ideo: Liberal (1-3)	59%	(201)	10%	(33)	31% (107)	341
Ideo: Moderate (4)	40%	(136)	11%	(37)	49% (164)	337
Ideo: Conservative (5-7)	30%	(67)	16%	(35)	55% (125)	227
Educ: < College	42%	(242)	13%	(75)	45% (262)	579
Educ: Bachelors degree	42%	(110)	12%	(32)	46% (119)	260
Educ: Post-grad	52%	(82)	9%	(14)	40% (63)	160
Income: Under 50k	43%	(221)	11%	(58)	46% (236)	514
Income: 50k-100k	45%	(140)	13%	(41)	42% (133)	313
Income: 100k+	43%	(74)	13%	(22)	44% (75)	171
Ethnicity: White	40%	(254)	11%	(71)	49% (308)	633

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Table MCFE18_3: *Should superhero movies feature more or fewer leading characters from the following groups, or do they include about the right amount?*
Asian people

Demographic	More characters from this group		Less characters from this group		About the right amount	Total N
Hispanic Adults	43%	(434)	12%	(121)	44% (444)	999
Ethnicity: Hispanic	43%	(434)	12%	(121)	44% (444)	999
Ethnicity: Black	61%	(35)	20%	(12)	19% (11)	57
Ethnicity: Other	47%	(145)	12%	(38)	41% (125)	309
All Christian	41%	(226)	14%	(75)	46% (252)	553
Agnostic/Nothing in particular	46%	(108)	9%	(20)	45% (105)	233
Something Else	45%	(60)	10%	(13)	45% (61)	133
Evangelical	38%	(91)	13%	(31)	49% (117)	238
Non-Evangelical	44%	(192)	13%	(57)	43% (186)	435
Community: Urban	40%	(180)	15%	(66)	46% (208)	454
Community: Suburban	47%	(202)	9%	(40)	44% (189)	431
Community: Rural	46%	(52)	12%	(14)	42% (48)	114
Employ: Private Sector	42%	(157)	12%	(45)	45% (168)	370
Employ: Government	41%	(31)	10%	(8)	49% (37)	75
Employ: Self-Employed	56%	(53)	13%	(12)	31% (29)	95
Employ: Student	46%	(30)	18%	(12)	35% (22)	64
Employ: Retired	39%	(46)	9%	(10)	53% (63)	120
Employ: Unemployed	37%	(57)	15%	(23)	49% (76)	156
Employ: Other	53%	(37)	9%	(7)	38% (27)	70
Military HH: Yes	52%	(61)	10%	(12)	37% (43)	117
Military HH: No	42%	(373)	12%	(108)	45% (400)	882
RD/WT: Right Direction	25%	(68)	16%	(44)	58% (157)	270
RD/WT: Wrong Track	50%	(366)	10%	(76)	39% (286)	729
Trump Job Approve	27%	(88)	14%	(46)	58% (186)	320
Trump Job Disapprove	52%	(328)	11%	(73)	37% (232)	633
Trump Job Strongly Approve	29%	(49)	13%	(22)	58% (99)	170
Trump Job Somewhat Approve	26%	(39)	16%	(24)	58% (87)	150
Trump Job Somewhat Disapprove	40%	(54)	13%	(18)	46% (62)	134
Trump Job Strongly Disapprove	55%	(274)	11%	(55)	34% (170)	499

Continued on next page

Table MCFE18_3: *Should superhero movies feature more or fewer leading characters from the following groups, or do they include about the right amount?*

Asian people

Demographic	More characters from this group		Less characters from this group		About the right amount		Total N
Hispanic Adults	43%	(434)	12%	(121)	44%	(444)	999
Favorable of Trump	27%	(87)	14%	(45)	59%	(186)	318
Unfavorable of Trump	53%	(327)	11%	(69)	36%	(226)	622
Very Favorable of Trump	25%	(44)	14%	(25)	61%	(111)	180
Somewhat Favorable of Trump	31%	(42)	15%	(20)	55%	(76)	138
Somewhat Unfavorable of Trump	43%	(45)	12%	(12)	46%	(49)	106
Very Unfavorable of Trump	55%	(281)	11%	(57)	34%	(177)	515
#1 Issue: Economy	38%	(149)	11%	(42)	51%	(198)	388
#1 Issue: Security	29%	(23)	14%	(10)	57%	(44)	77
#1 Issue: Health Care	50%	(107)	16%	(35)	33%	(71)	213
#1 Issue: Medicare / Social Security	46%	(35)	10%	(8)	43%	(33)	76
#1 Issue: Women's Issues	46%	(30)	8%	(5)	46%	(30)	65
#1 Issue: Education	42%	(24)	16%	(9)	42%	(24)	57
#1 Issue: Energy	48%	(27)	12%	(7)	40%	(22)	56
#1 Issue: Other	59%	(40)	7%	(5)	34%	(23)	67
2018 House Vote: Democrat	56%	(210)	13%	(47)	31%	(116)	373
2018 House Vote: Republican	31%	(63)	15%	(30)	55%	(112)	205
2016 Vote: Hillary Clinton	55%	(200)	11%	(38)	34%	(125)	364
2016 Vote: Donald Trump	31%	(68)	13%	(28)	56%	(122)	217
2016 Vote: Didn't Vote	39%	(149)	13%	(49)	48%	(184)	382
Voted in 2014: Yes	50%	(251)	11%	(55)	39%	(195)	502
Voted in 2014: No	37%	(183)	13%	(66)	50%	(249)	497
2012 Vote: Barack Obama	56%	(213)	11%	(43)	33%	(126)	382
2012 Vote: Mitt Romney	32%	(41)	11%	(14)	56%	(72)	128
2012 Vote: Didn't Vote	37%	(172)	13%	(62)	50%	(235)	468
4-Region: Northeast	44%	(75)	15%	(26)	41%	(69)	170
4-Region: Midwest	43%	(42)	16%	(16)	40%	(39)	97
4-Region: South	40%	(176)	12%	(54)	48%	(215)	445
4-Region: West	49%	(141)	9%	(25)	42%	(120)	286

Continued on next page

Table MCFE18_3: *Should superhero movies feature more or fewer leading characters from the following groups, or do they include about the right amount?*
Asian people

Demographic	More characters from this group		Less characters from this group		About the right amount		Total N
Hispanic Adults	43%	(434)	12%	(121)	44%	(444)	999
Mexican	46%	(215)	13%	(60)	41%	(190)	465
Puerto Rican	46%	(82)	12%	(21)	42%	(76)	179
Cuban	34%	(27)	10%	(8)	57%	(46)	81
Other South American	35%	(42)	9%	(10)	56%	(67)	119
Speaks only English at home	47%	(125)	12%	(31)	41%	(109)	265
Speaks mostly English at home	47%	(120)	13%	(34)	39%	(100)	254
Speaks both English and Spanish at home	44%	(143)	12%	(40)	43%	(140)	323
Speaks mostly Spanish at home	32%	(36)	14%	(15)	54%	(60)	111
Trump supporter	26%	(72)	13%	(37)	60%	(163)	272
Biden supporter	53%	(305)	12%	(69)	35%	(199)	573
Sports fans	43%	(311)	14%	(98)	43%	(308)	717
Avid sports fans	40%	(120)	15%	(46)	45%	(133)	299
Sports fans, Age: 18-34	40%	(103)	19%	(48)	41%	(103)	253
Sports fans, Age: 35-44	41%	(74)	15%	(28)	44%	(80)	182
Sports fans, Age: 45-64	48%	(100)	7%	(15)	45%	(94)	209
Sports fans, Age: 65+	47%	(34)	9%	(7)	44%	(32)	73
Movie studios should diversify teams	51%	(350)	12%	(80)	38%	(261)	691
Movie studios should diversify stories	52%	(310)	13%	(78)	35%	(207)	595
Concerned about Covid	47%	(399)	12%	(99)	42%	(358)	856
No experience with Covid	38%	(124)	9%	(30)	53%	(172)	326
Health care major factor for election	50%	(328)	10%	(69)	40%	(261)	658
Social media users	44%	(425)	12%	(119)	44%	(431)	975
WhatsApp users	40%	(187)	12%	(59)	48%	(228)	474
WeChat users	35%	(21)	23%	(14)	42%	(25)	61
Social media news source at least once a week	44%	(298)	12%	(83)	44%	(298)	679

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

Table MCFE18_4: Should superhero movies feature more or fewer leading characters from the following groups, or do they include about the right amount?

Hispanic/Latinx people

Demographic	More characters from this group		Less characters from this group		About the right amount	Total N
Hispanic Adults	50%	(498)	8%	(85)	42% (416)	999
Gender: Male	46%	(231)	9%	(47)	44% (222)	500
Gender: Female	54%	(268)	8%	(38)	39% (194)	499
Age: 18-34	47%	(179)	11%	(40)	42% (158)	378
Age: 35-44	50%	(110)	11%	(24)	39% (87)	222
Age: 45-64	52%	(151)	5%	(14)	43% (126)	290
Age: 65+	53%	(58)	6%	(7)	41% (45)	110
GenZers: 1997-2012	47%	(64)	11%	(14)	42% (58)	137
Millennials: 1981-1996	51%	(183)	10%	(37)	39% (141)	361
GenXers: 1965-1980	51%	(148)	6%	(17)	43% (124)	289
Baby Boomers: 1946-1964	49%	(93)	8%	(16)	43% (82)	191
PID: Dem (no lean)	62%	(274)	8%	(37)	30% (133)	444
PID: Ind (no lean)	45%	(143)	7%	(23)	48% (153)	319
PID: Rep (no lean)	35%	(81)	10%	(24)	55% (130)	236
PID/Gender: Dem Men	57%	(113)	8%	(16)	35% (70)	199
PID/Gender: Dem Women	66%	(161)	9%	(21)	26% (63)	245
PID/Gender: Ind Men	43%	(68)	8%	(12)	49% (76)	156
PID/Gender: Ind Women	46%	(75)	7%	(11)	47% (76)	162
PID/Gender: Rep Men	35%	(50)	13%	(19)	52% (75)	144
PID/Gender: Rep Women	34%	(32)	6%	(5)	60% (55)	92
Ideo: Liberal (1-3)	64%	(217)	7%	(23)	30% (101)	341
Ideo: Moderate (4)	48%	(163)	9%	(31)	42% (143)	337
Ideo: Conservative (5-7)	37%	(84)	10%	(22)	53% (121)	227
Educ: < College	48%	(281)	9%	(50)	43% (249)	579
Educ: Bachelors degree	49%	(128)	10%	(26)	41% (106)	260
Educ: Post-grad	56%	(90)	5%	(9)	38% (61)	160
Income: Under 50k	50%	(257)	7%	(38)	42% (219)	514
Income: 50k-100k	51%	(161)	8%	(27)	40% (126)	313
Income: 100k+	47%	(80)	12%	(20)	42% (72)	171
Ethnicity: White	47%	(297)	9%	(58)	44% (278)	633

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Table MCFE18_4: *Should superhero movies feature more or fewer leading characters from the following groups, or do they include about the right amount?*

Hispanic/Latinx people

Demographic	More characters from this group		Less characters from this group		About the right amount		Total N
Hispanic Adults	50%	(498)	8%	(85)	42%	(416)	999
Ethnicity: Hispanic	50%	(498)	8%	(85)	42%	(416)	999
Ethnicity: Black	72%	(41)	11%	(6)	17%	(10)	57
Ethnicity: Other	52%	(160)	7%	(21)	41%	(128)	309
All Christian	49%	(271)	10%	(54)	41%	(229)	553
Agnostic/Nothing in particular	50%	(117)	6%	(14)	44%	(102)	233
Something Else	52%	(69)	6%	(8)	42%	(56)	133
Evangelical	47%	(113)	10%	(23)	43%	(102)	238
Non-Evangelical	52%	(226)	8%	(36)	40%	(173)	435
Community: Urban	47%	(214)	11%	(48)	42%	(192)	454
Community: Suburban	52%	(223)	7%	(29)	42%	(180)	431
Community: Rural	54%	(62)	7%	(7)	39%	(44)	114
Employ: Private Sector	48%	(177)	10%	(36)	43%	(158)	370
Employ: Government	45%	(34)	10%	(7)	45%	(34)	75
Employ: Self-Employed	62%	(59)	7%	(6)	32%	(30)	95
Employ: Student	52%	(33)	12%	(7)	37%	(23)	64
Employ: Retired	50%	(60)	6%	(8)	44%	(52)	120
Employ: Unemployed	45%	(71)	7%	(12)	47%	(74)	156
Employ: Other	58%	(41)	9%	(7)	33%	(23)	70
Military HH: Yes	58%	(69)	13%	(15)	29%	(34)	117
Military HH: No	49%	(430)	8%	(70)	43%	(383)	882
RD/WT: Right Direction	28%	(76)	13%	(35)	59%	(160)	270
RD/WT: Wrong Track	58%	(423)	7%	(50)	35%	(256)	729
Trump Job Approve	31%	(99)	10%	(32)	59%	(188)	320
Trump Job Disapprove	60%	(379)	8%	(53)	32%	(201)	633
Trump Job Strongly Approve	27%	(46)	11%	(20)	61%	(104)	170
Trump Job Somewhat Approve	35%	(53)	8%	(13)	56%	(84)	150
Trump Job Somewhat Disapprove	51%	(68)	12%	(16)	37%	(50)	134
Trump Job Strongly Disapprove	62%	(311)	7%	(37)	30%	(151)	499

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Table MCFE18_4: *Should superhero movies feature more or fewer leading characters from the following groups, or do they include about the right amount?*
Hispanic/Latinx people

Demographic	More characters from this group		Less characters from this group		About the right amount		Total N
Hispanic Adults	50%	(498)	8%	(85)	42%	(416)	999
Favorable of Trump	32%	(101)	10%	(32)	58%	(185)	318
Unfavorable of Trump	60%	(376)	8%	(47)	32%	(198)	622
Very Favorable of Trump	27%	(49)	11%	(20)	62%	(111)	180
Somewhat Favorable of Trump	38%	(53)	9%	(12)	53%	(74)	138
Somewhat Unfavorable of Trump	54%	(57)	8%	(8)	39%	(41)	106
Very Unfavorable of Trump	62%	(319)	8%	(39)	30%	(157)	515
#1 Issue: Economy	44%	(172)	7%	(26)	49%	(190)	388
#1 Issue: Security	35%	(27)	10%	(8)	55%	(42)	77
#1 Issue: Health Care	61%	(129)	9%	(20)	30%	(63)	213
#1 Issue: Medicare / Social Security	54%	(41)	5%	(4)	41%	(31)	76
#1 Issue: Women's Issues	50%	(32)	8%	(5)	42%	(27)	65
#1 Issue: Education	45%	(26)	15%	(9)	39%	(23)	57
#1 Issue: Energy	50%	(28)	12%	(7)	38%	(21)	56
#1 Issue: Other	64%	(43)	8%	(5)	28%	(19)	67
2018 House Vote: Democrat	63%	(235)	8%	(30)	29%	(108)	373
2018 House Vote: Republican	35%	(71)	10%	(21)	55%	(113)	205
2016 Vote: Hillary Clinton	63%	(230)	7%	(25)	30%	(108)	364
2016 Vote: Donald Trump	34%	(73)	11%	(24)	55%	(120)	217
2016 Vote: Didn't Vote	46%	(175)	8%	(31)	46%	(176)	382
Voted in 2014: Yes	56%	(281)	8%	(40)	36%	(181)	502
Voted in 2014: No	44%	(218)	9%	(45)	47%	(235)	497
2012 Vote: Barack Obama	62%	(238)	8%	(31)	29%	(112)	382
2012 Vote: Mitt Romney	37%	(47)	9%	(11)	54%	(69)	128
2012 Vote: Didn't Vote	43%	(203)	9%	(42)	48%	(223)	468
4-Region: Northeast	51%	(86)	9%	(16)	40%	(68)	170
4-Region: Midwest	52%	(51)	12%	(11)	36%	(35)	97
4-Region: South	47%	(207)	8%	(36)	45%	(201)	445
4-Region: West	54%	(154)	7%	(21)	39%	(112)	286

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Table MCFE18_4: *Should superhero movies feature more or fewer leading characters from the following groups, or do they include about the right amount?*
Hispanic/Latinx people

Demographic	More characters from this group		Less characters from this group		About the right amount		Total N
Hispanic Adults	50%	(498)	8%	(85)	42%	(416)	999
Mexican	52%	(241)	9%	(41)	39%	(183)	465
Puerto Rican	57%	(101)	6%	(11)	37%	(67)	179
Cuban	35%	(29)	8%	(7)	56%	(45)	81
Other South American	38%	(46)	6%	(7)	56%	(66)	119
Speaks only English at home	51%	(135)	8%	(20)	41%	(110)	265
Speaks mostly English at home	56%	(142)	12%	(29)	32%	(82)	254
Speaks both English and Spanish at home	50%	(161)	8%	(25)	43%	(137)	323
Speaks mostly Spanish at home	41%	(45)	9%	(10)	50%	(56)	111
Trump supporter	31%	(85)	10%	(27)	59%	(159)	272
Biden supporter	61%	(350)	8%	(45)	31%	(177)	573
Sports fans	51%	(365)	9%	(63)	40%	(289)	717
Avid sports fans	49%	(146)	9%	(28)	42%	(125)	299
Sports fans, Age: 18-34	47%	(119)	12%	(32)	41%	(103)	253
Sports fans, Age: 35-44	51%	(92)	10%	(19)	39%	(71)	182
Sports fans, Age: 45-64	54%	(112)	4%	(9)	42%	(88)	209
Sports fans, Age: 65+	58%	(42)	5%	(4)	37%	(27)	73
Movie studios should diversify teams	58%	(402)	8%	(53)	34%	(236)	691
Movie studios should diversify stories	60%	(357)	9%	(54)	31%	(185)	595
Concerned about Covid	54%	(459)	8%	(68)	38%	(329)	856
No experience with Covid	43%	(139)	5%	(17)	52%	(171)	326
Health care major factor for election	56%	(366)	8%	(52)	36%	(239)	658
Social media users	50%	(490)	9%	(84)	41%	(401)	975
WhatsApp users	46%	(220)	9%	(42)	45%	(212)	474
WeChat users	41%	(25)	13%	(8)	46%	(28)	61
Social media news source at least once a week	50%	(341)	8%	(53)	42%	(285)	679

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

Table MCFE18_5: *Should superhero movies feature more or fewer leading characters from the following groups, or do they include about the right amount?*

Minorities

Demographic	More characters from this group		Less characters from this group		About the right amount		Total N
Hispanic Adults	46%	(457)	12%	(119)	42%	(423)	999
Gender: Male	42%	(208)	15%	(73)	44%	(218)	500
Gender: Female	50%	(249)	9%	(45)	41%	(206)	499
Age: 18-34	42%	(160)	14%	(54)	43%	(164)	378
Age: 35-44	44%	(98)	17%	(37)	39%	(87)	222
Age: 45-64	50%	(144)	6%	(18)	44%	(127)	290
Age: 65+	50%	(55)	9%	(10)	41%	(45)	110
GenZers: 1997-2012	38%	(51)	16%	(22)	46%	(63)	137
Millennials: 1981-1996	47%	(169)	14%	(50)	39%	(142)	361
GenXers: 1965-1980	47%	(135)	9%	(26)	44%	(128)	289
Baby Boomers: 1946-1964	48%	(92)	10%	(20)	42%	(80)	191
PID: Dem (no lean)	60%	(265)	10%	(45)	30%	(135)	444
PID: Ind (no lean)	41%	(130)	11%	(36)	48%	(153)	319
PID: Rep (no lean)	26%	(62)	16%	(38)	58%	(136)	236
PID/Gender: Dem Men	54%	(108)	11%	(21)	35%	(70)	199
PID/Gender: Dem Women	64%	(157)	10%	(24)	26%	(65)	245
PID/Gender: Ind Men	40%	(63)	15%	(23)	45%	(70)	156
PID/Gender: Ind Women	41%	(66)	8%	(13)	51%	(82)	162
PID/Gender: Rep Men	26%	(37)	21%	(29)	54%	(77)	144
PID/Gender: Rep Women	27%	(25)	9%	(8)	64%	(59)	92
Ideo: Liberal (1-3)	63%	(216)	9%	(29)	28%	(96)	341
Ideo: Moderate (4)	44%	(149)	10%	(35)	46%	(154)	337
Ideo: Conservative (5-7)	27%	(61)	19%	(43)	54%	(123)	227
Educ: < College	43%	(251)	12%	(68)	45%	(260)	579
Educ: Bachelors degree	47%	(122)	14%	(36)	39%	(101)	260
Educ: Post-grad	52%	(84)	9%	(14)	39%	(62)	160
Income: Under 50k	45%	(231)	10%	(53)	45%	(230)	514
Income: 50k-100k	47%	(148)	15%	(46)	38%	(120)	313
Income: 100k+	45%	(78)	12%	(20)	43%	(73)	171
Ethnicity: White	42%	(264)	12%	(75)	46%	(294)	633

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Table MCFE18_5: *Should superhero movies feature more or fewer leading characters from the following groups, or do they include about the right amount?*
Minorities

Demographic	More characters from this group		Less characters from this group		About the right amount		Total N
Hispanic Adults	46%	(457)	12%	(119)	42%	(423)	999
Ethnicity: Hispanic	46%	(457)	12%	(119)	42%	(423)	999
Ethnicity: Black	72%	(41)	13%	(7)	16%	(9)	57
Ethnicity: Other	49%	(152)	12%	(36)	39%	(121)	309
All Christian	44%	(243)	14%	(76)	42%	(234)	553
Agnostic/Nothing in particular	46%	(108)	7%	(16)	47%	(109)	233
Something Else	49%	(65)	13%	(17)	38%	(51)	133
Evangelical	44%	(104)	15%	(36)	42%	(99)	238
Non-Evangelical	47%	(204)	12%	(52)	41%	(179)	435
Community: Urban	44%	(202)	12%	(54)	44%	(199)	454
Community: Suburban	47%	(203)	11%	(48)	42%	(180)	431
Community: Rural	46%	(52)	15%	(17)	40%	(45)	114
Employ: Private Sector	41%	(152)	15%	(57)	44%	(161)	370
Employ: Government	42%	(32)	12%	(9)	46%	(34)	75
Employ: Self-Employed	58%	(55)	15%	(14)	27%	(26)	95
Employ: Student	46%	(30)	9%	(6)	45%	(29)	64
Employ: Retired	48%	(57)	10%	(12)	42%	(51)	120
Employ: Unemployed	43%	(67)	9%	(13)	49%	(76)	156
Employ: Other	56%	(39)	8%	(6)	36%	(25)	70
Military HH: Yes	55%	(65)	17%	(20)	27%	(32)	117
Military HH: No	44%	(392)	11%	(99)	44%	(391)	882
RD/WT: Right Direction	22%	(61)	20%	(53)	58%	(157)	270
RD/WT: Wrong Track	54%	(396)	9%	(66)	37%	(266)	729
Trump Job Approve	25%	(79)	18%	(57)	57%	(184)	320
Trump Job Disapprove	57%	(360)	10%	(62)	33%	(211)	633
Trump Job Strongly Approve	23%	(39)	18%	(31)	59%	(101)	170
Trump Job Somewhat Approve	27%	(40)	18%	(27)	55%	(83)	150
Trump Job Somewhat Disapprove	45%	(60)	11%	(15)	43%	(58)	134
Trump Job Strongly Disapprove	60%	(300)	9%	(46)	31%	(153)	499

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Table MCFE18_5: *Should superhero movies feature more or fewer leading characters from the following groups, or do they include about the right amount?*
Minorities

Demographic	More characters from this group		Less characters from this group		About the right amount		Total N
Hispanic Adults	46%	(457)	12%	(119)	42%	(423)	999
Favorable of Trump	25%	(79)	17%	(54)	58%	(185)	318
Unfavorable of Trump	57%	(355)	10%	(62)	33%	(205)	622
Very Favorable of Trump	20%	(35)	20%	(36)	61%	(109)	180
Somewhat Favorable of Trump	32%	(44)	13%	(19)	55%	(76)	138
Somewhat Unfavorable of Trump	42%	(44)	15%	(16)	43%	(46)	106
Very Unfavorable of Trump	60%	(311)	9%	(46)	31%	(159)	515
#1 Issue: Economy	42%	(164)	11%	(43)	47%	(181)	388
#1 Issue: Security	22%	(17)	16%	(12)	62%	(48)	77
#1 Issue: Health Care	56%	(118)	12%	(26)	32%	(68)	213
#1 Issue: Medicare / Social Security	52%	(40)	9%	(7)	39%	(29)	76
#1 Issue: Women's Issues	48%	(31)	7%	(4)	46%	(30)	65
#1 Issue: Education	40%	(23)	23%	(13)	36%	(21)	57
#1 Issue: Energy	45%	(25)	11%	(6)	44%	(25)	56
#1 Issue: Other	59%	(40)	9%	(6)	32%	(21)	67
2018 House Vote: Democrat	62%	(229)	11%	(41)	28%	(103)	373
2018 House Vote: Republican	27%	(55)	19%	(38)	55%	(112)	205
2016 Vote: Hillary Clinton	62%	(225)	8%	(30)	30%	(109)	364
2016 Vote: Donald Trump	29%	(63)	17%	(38)	54%	(117)	217
2016 Vote: Didn't Vote	40%	(151)	12%	(44)	49%	(187)	382
Voted in 2014: Yes	52%	(262)	12%	(59)	36%	(180)	502
Voted in 2014: No	39%	(194)	12%	(60)	49%	(243)	497
2012 Vote: Barack Obama	61%	(233)	9%	(36)	30%	(113)	382
2012 Vote: Mitt Romney	27%	(34)	19%	(24)	54%	(69)	128
2012 Vote: Didn't Vote	39%	(183)	12%	(56)	49%	(229)	468
4-Region: Northeast	45%	(76)	15%	(25)	41%	(69)	170
4-Region: Midwest	46%	(44)	18%	(17)	37%	(36)	97
4-Region: South	43%	(190)	10%	(45)	47%	(210)	445
4-Region: West	51%	(146)	11%	(31)	38%	(109)	286

Continued on next page

Table MCFE18_5: *Should superhero movies feature more or fewer leading characters from the following groups, or do they include about the right amount?*
Minorities

Demographic	More characters from this group		Less characters from this group		About the right amount		Total N
Hispanic Adults	46%	(457)	12%	(119)	42%	(423)	999
Mexican	47%	(218)	13%	(61)	40%	(186)	465
Puerto Rican	51%	(91)	10%	(18)	39%	(70)	179
Cuban	35%	(28)	14%	(12)	51%	(41)	81
Other South American	37%	(44)	7%	(8)	56%	(67)	119
Speaks only English at home	50%	(132)	9%	(23)	42%	(110)	265
Speaks mostly English at home	51%	(128)	10%	(26)	39%	(99)	254
Speaks both English and Spanish at home	44%	(143)	15%	(49)	40%	(131)	323
Speaks mostly Spanish at home	36%	(40)	17%	(19)	47%	(52)	111
Trump supporter	23%	(63)	18%	(49)	59%	(160)	272
Biden supporter	59%	(337)	9%	(54)	32%	(182)	573
Sports fans	46%	(330)	13%	(92)	41%	(295)	717
Avid sports fans	42%	(126)	15%	(44)	43%	(129)	299
Sports fans, Age: 18-34	41%	(104)	16%	(41)	43%	(109)	253
Sports fans, Age: 35-44	44%	(81)	18%	(33)	37%	(68)	182
Sports fans, Age: 45-64	51%	(106)	6%	(12)	44%	(91)	209
Sports fans, Age: 65+	55%	(40)	8%	(6)	37%	(27)	73
Movie studios should diversify teams	56%	(385)	10%	(70)	34%	(236)	691
Movie studios should diversify stories	56%	(336)	12%	(72)	31%	(187)	595
Concerned about Covid	49%	(422)	11%	(97)	39%	(336)	856
No experience with Covid	36%	(117)	9%	(28)	56%	(181)	326
Health care major factor for election	54%	(354)	9%	(58)	37%	(246)	658
Social media users	46%	(448)	12%	(117)	42%	(410)	975
WhatsApp users	43%	(204)	12%	(59)	45%	(212)	474
WeChat users	32%	(19)	37%	(22)	32%	(19)	61
Social media news source at least once a week	46%	(314)	13%	(86)	41%	(279)	679

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

Table MCFE18_6: Should superhero movies feature more or fewer leading characters from the following groups, or do they include about the right amount?

Women

Demographic	More characters from this group		Less characters from this group		About the right amount	Total N
Hispanic Adults	41%	(409)	11%	(108)	48% (482)	999
Gender: Male	35%	(176)	15%	(75)	50% (249)	500
Gender: Female	47%	(233)	7%	(33)	47% (233)	499
Age: 18-34	37%	(140)	14%	(52)	49% (186)	378
Age: 35-44	42%	(92)	15%	(33)	44% (97)	222
Age: 45-64	44%	(127)	6%	(17)	50% (146)	290
Age: 65+	46%	(50)	6%	(6)	49% (54)	110
GenZers: 1997-2012	37%	(51)	15%	(20)	48% (66)	137
Millennials: 1981-1996	40%	(145)	14%	(49)	46% (167)	361
GenXers: 1965-1980	43%	(125)	7%	(21)	49% (142)	289
Baby Boomers: 1946-1964	41%	(79)	9%	(17)	49% (95)	191
PID: Dem (no lean)	50%	(222)	10%	(43)	40% (179)	444
PID: Ind (no lean)	38%	(121)	9%	(30)	53% (168)	319
PID: Rep (no lean)	28%	(66)	15%	(35)	57% (135)	236
PID/Gender: Dem Men	42%	(85)	12%	(25)	45% (90)	199
PID/Gender: Dem Women	56%	(138)	8%	(19)	36% (89)	245
PID/Gender: Ind Men	34%	(53)	13%	(21)	53% (83)	156
PID/Gender: Ind Women	42%	(68)	5%	(9)	53% (85)	162
PID/Gender: Rep Men	27%	(39)	20%	(29)	53% (76)	144
PID/Gender: Rep Women	29%	(27)	7%	(6)	64% (59)	92
Ideo: Liberal (1-3)	58%	(199)	8%	(29)	33% (113)	341
Ideo: Moderate (4)	37%	(124)	10%	(33)	54% (181)	337
Ideo: Conservative (5-7)	26%	(60)	16%	(37)	57% (130)	227
Educ: < College	39%	(227)	11%	(61)	50% (291)	579
Educ: Bachelors degree	40%	(103)	14%	(37)	46% (120)	260
Educ: Post-grad	49%	(78)	6%	(10)	45% (72)	160
Income: Under 50k	39%	(202)	10%	(53)	51% (260)	514
Income: 50k-100k	41%	(127)	12%	(38)	47% (149)	313
Income: 100k+	47%	(80)	11%	(18)	43% (73)	171
Ethnicity: White	38%	(243)	10%	(62)	52% (327)	633

Continued on next page

Table MCFE18_6: *Should superhero movies feature more or fewer leading characters from the following groups, or do they include about the right amount?*

Women

Demographic	More characters from this group		Less characters from this group		About the right amount		Total N
Hispanic Adults	41%	(409)	11%	(108)	48%	(482)	999
Ethnicity: Hispanic	41%	(409)	11%	(108)	48%	(482)	999
Ethnicity: Black	65%	(38)	12%	(7)	22%	(13)	57
Ethnicity: Other	41%	(128)	13%	(39)	46%	(142)	309
All Christian	39%	(218)	11%	(58)	50%	(277)	553
Agnostic/Nothing in particular	42%	(99)	10%	(24)	47%	(110)	233
Something Else	42%	(56)	11%	(14)	47%	(63)	133
Evangelical	39%	(93)	12%	(28)	49%	(117)	238
Non-Evangelical	41%	(179)	10%	(43)	49%	(213)	435
Community: Urban	39%	(178)	12%	(54)	49%	(221)	454
Community: Suburban	42%	(183)	10%	(44)	47%	(205)	431
Community: Rural	42%	(47)	9%	(10)	49%	(56)	114
Employ: Private Sector	37%	(136)	14%	(52)	49%	(182)	370
Employ: Government	40%	(30)	12%	(9)	49%	(37)	75
Employ: Self-Employed	52%	(50)	9%	(9)	39%	(37)	95
Employ: Student	39%	(25)	12%	(7)	49%	(31)	64
Employ: Retired	43%	(51)	7%	(8)	51%	(60)	120
Employ: Unemployed	39%	(60)	9%	(15)	52%	(81)	156
Employ: Other	51%	(35)	8%	(6)	41%	(29)	70
Military HH: Yes	51%	(59)	16%	(19)	33%	(39)	117
Military HH: No	40%	(349)	10%	(89)	50%	(443)	882
RD/WT: Right Direction	22%	(59)	17%	(47)	61%	(164)	270
RD/WT: Wrong Track	48%	(349)	8%	(61)	44%	(318)	729
Trump Job Approve	25%	(81)	15%	(49)	59%	(190)	320
Trump Job Disapprove	50%	(314)	9%	(55)	42%	(263)	633
Trump Job Strongly Approve	22%	(38)	16%	(27)	62%	(106)	170
Trump Job Somewhat Approve	29%	(43)	15%	(22)	56%	(84)	150
Trump Job Somewhat Disapprove	36%	(49)	11%	(15)	52%	(70)	134
Trump Job Strongly Disapprove	53%	(265)	8%	(40)	39%	(193)	499

Continued on next page

Table MCFE18_6: *Should superhero movies feature more or fewer leading characters from the following groups, or do they include about the right amount?*

Women

Demographic	More characters from this group		Less characters from this group		About the right amount		Total N
Hispanic Adults	41%	(409)	11%	(108)	48%	(482)	999
Favorable of Trump	25%	(78)	15%	(47)	61%	(194)	318
Unfavorable of Trump	50%	(313)	9%	(55)	41%	(254)	622
Very Favorable of Trump	22%	(39)	17%	(30)	62%	(111)	180
Somewhat Favorable of Trump	28%	(39)	12%	(17)	60%	(83)	138
Somewhat Unfavorable of Trump	36%	(38)	12%	(13)	52%	(56)	106
Very Unfavorable of Trump	53%	(275)	8%	(42)	38%	(198)	515
#1 Issue: Economy	35%	(136)	13%	(51)	52%	(202)	388
#1 Issue: Security	23%	(18)	15%	(12)	62%	(48)	77
#1 Issue: Health Care	51%	(109)	11%	(24)	37%	(80)	213
#1 Issue: Medicare / Social Security	49%	(37)	4%	(3)	47%	(36)	76
#1 Issue: Women's Issues	51%	(33)	3%	(2)	46%	(30)	65
#1 Issue: Education	47%	(27)	11%	(6)	42%	(24)	57
#1 Issue: Energy	32%	(18)	10%	(6)	58%	(32)	56
#1 Issue: Other	46%	(31)	7%	(5)	47%	(31)	67
2018 House Vote: Democrat	53%	(196)	10%	(36)	38%	(141)	373
2018 House Vote: Republican	27%	(55)	17%	(34)	57%	(116)	205
2016 Vote: Hillary Clinton	53%	(191)	7%	(26)	40%	(146)	364
2016 Vote: Donald Trump	26%	(57)	15%	(32)	59%	(128)	217
2016 Vote: Didn't Vote	38%	(144)	12%	(46)	50%	(192)	382
Voted in 2014: Yes	47%	(235)	9%	(45)	44%	(222)	502
Voted in 2014: No	35%	(174)	13%	(63)	52%	(261)	497
2012 Vote: Barack Obama	55%	(208)	7%	(28)	38%	(145)	382
2012 Vote: Mitt Romney	27%	(34)	12%	(16)	61%	(78)	128
2012 Vote: Didn't Vote	34%	(160)	13%	(62)	53%	(246)	468
4-Region: Northeast	41%	(71)	12%	(20)	47%	(80)	170
4-Region: Midwest	46%	(44)	11%	(11)	43%	(42)	97
4-Region: South	37%	(166)	10%	(42)	53%	(237)	445
4-Region: West	45%	(128)	12%	(35)	43%	(123)	286

Continued on next page

Table MCFE18_6: *Should superhero movies feature more or fewer leading characters from the following groups, or do they include about the right amount?*

Women

Demographic	More characters from this group		Less characters from this group		About the right amount		Total N
Hispanic Adults	41%	(409)	11%	(108)	48%	(482)	999
Mexican	42%	(197)	12%	(54)	46%	(215)	465
Puerto Rican	45%	(81)	10%	(17)	45%	(81)	179
Cuban	30%	(24)	9%	(7)	61%	(49)	81
Other South American	36%	(43)	5%	(6)	58%	(69)	119
Speaks only English at home	44%	(116)	8%	(22)	48%	(127)	265
Speaks mostly English at home	47%	(118)	10%	(24)	44%	(112)	254
Speaks both English and Spanish at home	37%	(121)	14%	(47)	48%	(156)	323
Speaks mostly Spanish at home	37%	(41)	12%	(14)	51%	(56)	111
Trump supporter	24%	(66)	15%	(41)	61%	(165)	272
Biden supporter	51%	(295)	9%	(51)	40%	(227)	573
Sports fans	41%	(291)	12%	(86)	47%	(340)	717
Avid sports fans	37%	(111)	15%	(46)	47%	(142)	299
Sports fans, Age: 18-34	35%	(90)	15%	(39)	49%	(125)	253
Sports fans, Age: 35-44	41%	(75)	15%	(27)	44%	(79)	182
Sports fans, Age: 45-64	43%	(90)	7%	(15)	50%	(104)	209
Sports fans, Age: 65+	49%	(36)	6%	(4)	44%	(32)	73
Movie studios should diversify teams	49%	(336)	10%	(71)	41%	(284)	691
Movie studios should diversify stories	51%	(305)	10%	(60)	39%	(230)	595
Concerned about Covid	44%	(378)	10%	(88)	46%	(390)	856
No experience with Covid	34%	(112)	8%	(25)	58%	(189)	326
Health care major factor for election	48%	(318)	9%	(57)	43%	(283)	658
Social media users	41%	(400)	11%	(108)	48%	(467)	975
WhatsApp users	40%	(190)	12%	(57)	48%	(227)	474
WeChat users	30%	(18)	28%	(17)	42%	(26)	61
Social media news source at least once a week	41%	(279)	11%	(75)	48%	(324)	679

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

Table MCFE18_7: *Should superhero movies feature more or fewer leading characters from the following groups, or do they include about the right amount?*

Men

Demographic	More characters from this group		Less characters from this group		About the right amount		Total N
Hispanic Adults	16%	(156)	23%	(225)	62%	(618)	999
Gender: Male	16%	(82)	19%	(97)	64%	(320)	500
Gender: Female	15%	(74)	26%	(128)	60%	(297)	499
Age: 18-34	18%	(66)	26%	(97)	57%	(214)	378
Age: 35-44	18%	(41)	22%	(50)	59%	(132)	222
Age: 45-64	13%	(39)	18%	(52)	69%	(199)	290
Age: 65+	9%	(10)	24%	(26)	67%	(73)	110
GenZers: 1997-2012	19%	(25)	27%	(37)	54%	(74)	137
Millennials: 1981-1996	18%	(64)	23%	(85)	59%	(213)	361
GenXers: 1965-1980	16%	(46)	19%	(54)	65%	(188)	289
Baby Boomers: 1946-1964	10%	(20)	24%	(47)	65%	(125)	191
PID: Dem (no lean)	15%	(68)	28%	(124)	57%	(252)	444
PID: Ind (no lean)	16%	(51)	21%	(66)	63%	(201)	319
PID: Rep (no lean)	15%	(36)	15%	(35)	70%	(165)	236
PID/Gender: Dem Men	17%	(34)	22%	(44)	61%	(122)	199
PID/Gender: Dem Women	14%	(35)	33%	(80)	53%	(130)	245
PID/Gender: Ind Men	14%	(22)	20%	(31)	66%	(103)	156
PID/Gender: Ind Women	18%	(29)	22%	(35)	60%	(97)	162
PID/Gender: Rep Men	18%	(26)	16%	(23)	66%	(95)	144
PID/Gender: Rep Women	11%	(10)	13%	(12)	76%	(70)	92
Ideo: Liberal (1-3)	13%	(43)	37%	(125)	51%	(173)	341
Ideo: Moderate (4)	15%	(51)	17%	(57)	68%	(229)	337
Ideo: Conservative (5-7)	20%	(45)	14%	(31)	66%	(151)	227
Educ: < College	15%	(89)	21%	(124)	63%	(366)	579
Educ: Bachelors degree	15%	(40)	23%	(59)	62%	(161)	260
Educ: Post-grad	17%	(27)	26%	(42)	57%	(91)	160
Income: Under 50k	17%	(89)	22%	(113)	61%	(312)	514
Income: 50k-100k	12%	(37)	23%	(73)	65%	(204)	313
Income: 100k+	18%	(30)	23%	(40)	59%	(101)	171
Ethnicity: White	14%	(87)	22%	(137)	65%	(409)	633

Continued on next page

Table MCFE18_7: *Should superhero movies feature more or fewer leading characters from the following groups, or do they include about the right amount?*

Men

Demographic	More characters from this group		Less characters from this group		About the right amount		Total N
Hispanic Adults	16%	(156)	23%	(225)	62%	(618)	999
Ethnicity: Hispanic	16%	(156)	23%	(225)	62%	(618)	999
Ethnicity: Black	34%	(19)	31%	(18)	35%	(20)	57
Ethnicity: Other	16%	(50)	23%	(71)	61%	(188)	309
All Christian	15%	(81)	21%	(115)	65%	(358)	553
Agnostic/Nothing in particular	16%	(38)	26%	(61)	58%	(135)	233
Something Else	18%	(25)	19%	(25)	63%	(84)	133
Evangelical	20%	(48)	17%	(40)	63%	(150)	238
Non-Evangelical	13%	(56)	22%	(96)	65%	(282)	435
Community: Urban	16%	(74)	22%	(98)	62%	(282)	454
Community: Suburban	14%	(62)	24%	(105)	61%	(264)	431
Community: Rural	18%	(20)	20%	(22)	63%	(71)	114
Employ: Private Sector	17%	(64)	20%	(74)	63%	(232)	370
Employ: Government	20%	(15)	18%	(13)	62%	(46)	75
Employ: Self-Employed	16%	(15)	31%	(29)	53%	(50)	95
Employ: Student	22%	(14)	33%	(21)	46%	(29)	64
Employ: Retired	9%	(10)	22%	(26)	69%	(83)	120
Employ: Unemployed	12%	(19)	21%	(33)	66%	(104)	156
Employ: Other	20%	(14)	22%	(16)	58%	(41)	70
Military HH: Yes	19%	(23)	29%	(33)	52%	(61)	117
Military HH: No	15%	(133)	22%	(192)	63%	(557)	882
RD/WT: Right Direction	16%	(44)	16%	(42)	68%	(183)	270
RD/WT: Wrong Track	15%	(112)	25%	(183)	60%	(434)	729
Trump Job Approve	17%	(53)	14%	(45)	69%	(222)	320
Trump Job Disapprove	15%	(95)	28%	(174)	57%	(363)	633
Trump Job Strongly Approve	18%	(31)	14%	(24)	68%	(115)	170
Trump Job Somewhat Approve	15%	(22)	13%	(20)	72%	(107)	150
Trump Job Somewhat Disapprove	20%	(26)	17%	(23)	63%	(84)	134
Trump Job Strongly Disapprove	14%	(69)	30%	(151)	56%	(279)	499

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Table MCFE18_7: Should superhero movies feature more or fewer leading characters from the following groups, or do they include about the right amount?

Men

Demographic	More characters from this group		Less characters from this group		About the right amount		Total N
Hispanic Adults	16%	(156)	23%	(225)	62%	(618)	999
Favorable of Trump	16%	(52)	14%	(46)	69%	(221)	318
Unfavorable of Trump	15%	(92)	28%	(172)	57%	(358)	622
Very Favorable of Trump	18%	(32)	15%	(26)	68%	(122)	180
Somewhat Favorable of Trump	15%	(20)	14%	(19)	71%	(99)	138
Somewhat Unfavorable of Trump	18%	(19)	16%	(17)	66%	(71)	106
Very Unfavorable of Trump	14%	(73)	30%	(156)	56%	(287)	515
#1 Issue: Economy	19%	(73)	16%	(63)	65%	(252)	388
#1 Issue: Security	10%	(8)	17%	(13)	73%	(56)	77
#1 Issue: Health Care	16%	(34)	28%	(60)	56%	(118)	213
#1 Issue: Medicare / Social Security	13%	(10)	25%	(19)	62%	(47)	76
#1 Issue: Women's Issues	13%	(8)	28%	(18)	59%	(38)	65
#1 Issue: Education	16%	(9)	34%	(20)	50%	(29)	57
#1 Issue: Energy	7%	(4)	19%	(11)	74%	(41)	56
#1 Issue: Other	15%	(10)	31%	(21)	54%	(36)	67
2018 House Vote: Democrat	16%	(58)	30%	(114)	54%	(201)	373
2018 House Vote: Republican	15%	(31)	16%	(33)	68%	(140)	205
2016 Vote: Hillary Clinton	14%	(50)	29%	(106)	57%	(208)	364
2016 Vote: Donald Trump	16%	(34)	14%	(31)	70%	(152)	217
2016 Vote: Didn't Vote	17%	(66)	20%	(78)	62%	(238)	382
Voted in 2014: Yes	15%	(77)	25%	(124)	60%	(301)	502
Voted in 2014: No	16%	(79)	20%	(102)	64%	(317)	497
2012 Vote: Barack Obama	14%	(53)	28%	(108)	58%	(220)	382
2012 Vote: Mitt Romney	12%	(15)	14%	(18)	74%	(95)	128
2012 Vote: Didn't Vote	17%	(79)	21%	(96)	62%	(292)	468
4-Region: Northeast	20%	(33)	19%	(32)	62%	(105)	170
4-Region: Midwest	20%	(19)	27%	(26)	53%	(52)	97
4-Region: South	13%	(57)	19%	(86)	68%	(302)	445
4-Region: West	16%	(46)	28%	(81)	56%	(159)	286

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Table MCFE18_7: *Should superhero movies feature more or fewer leading characters from the following groups, or do they include about the right amount?*

Men

Demographic	More characters from this group		Less characters from this group		About the right amount		Total N
Hispanic Adults	16%	(156)	23%	(225)	62%	(618)	999
Mexican	15%	(71)	26%	(122)	59%	(272)	465
Puerto Rican	17%	(30)	19%	(35)	64%	(114)	179
Cuban	12%	(9)	12%	(10)	76%	(62)	81
Other South American	14%	(16)	17%	(20)	69%	(82)	119
Speaks only English at home	13%	(33)	26%	(70)	61%	(163)	265
Speaks mostly English at home	18%	(47)	21%	(52)	61%	(155)	254
Speaks both English and Spanish at home	18%	(57)	25%	(80)	57%	(186)	323
Speaks mostly Spanish at home	13%	(14)	19%	(21)	69%	(76)	111
Trump supporter	16%	(45)	11%	(31)	72%	(196)	272
Biden supporter	14%	(83)	29%	(168)	56%	(322)	573
Sports fans	16%	(115)	21%	(154)	62%	(448)	717
Avid sports fans	20%	(59)	18%	(54)	62%	(186)	299
Sports fans, Age: 18-34	19%	(49)	24%	(61)	57%	(143)	253
Sports fans, Age: 35-44	19%	(34)	21%	(39)	60%	(109)	182
Sports fans, Age: 45-64	12%	(26)	16%	(34)	71%	(149)	209
Sports fans, Age: 65+	9%	(7)	27%	(19)	64%	(47)	73
Movie studios should diversify teams	16%	(107)	26%	(182)	58%	(402)	691
Movie studios should diversify stories	16%	(96)	28%	(166)	56%	(333)	595
Concerned about Covid	15%	(129)	24%	(206)	61%	(520)	856
No experience with Covid	13%	(42)	18%	(60)	69%	(224)	326
Health care major factor for election	16%	(103)	24%	(157)	61%	(398)	658
Social media users	16%	(155)	23%	(225)	61%	(596)	975
WhatsApp users	19%	(90)	19%	(89)	62%	(295)	474
WeChat users	34%	(20)	18%	(11)	48%	(29)	61
Social media news source at least once a week	18%	(119)	22%	(152)	60%	(408)	679

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

Table MCFE18_8: Should superhero movies feature more or fewer leading characters from the following groups, or do they include about the right amount?

Minority women

Demographic	More characters from this group		Less characters from this group		About the right amount		Total N
Hispanic Adults	44%	(443)	13%	(126)	43%	(430)	999
Gender: Male	40%	(198)	15%	(77)	45%	(224)	500
Gender: Female	49%	(245)	10%	(49)	41%	(206)	499
Age: 18-34	42%	(160)	12%	(45)	46%	(172)	378
Age: 35-44	41%	(90)	20%	(45)	39%	(86)	222
Age: 45-64	49%	(141)	8%	(24)	43%	(125)	290
Age: 65+	47%	(52)	11%	(12)	42%	(46)	110
GenZers: 1997-2012	41%	(57)	16%	(22)	42%	(58)	137
Millennials: 1981-1996	44%	(160)	12%	(44)	43%	(157)	361
GenXers: 1965-1980	45%	(131)	12%	(36)	42%	(121)	289
Baby Boomers: 1946-1964	44%	(85)	12%	(23)	44%	(84)	191
PID: Dem (no lean)	56%	(249)	10%	(46)	34%	(149)	444
PID: Ind (no lean)	41%	(130)	14%	(44)	46%	(145)	319
PID: Rep (no lean)	27%	(64)	16%	(37)	57%	(135)	236
PID/Gender: Dem Men	49%	(98)	11%	(22)	40%	(80)	199
PID/Gender: Dem Women	62%	(152)	10%	(24)	28%	(69)	245
PID/Gender: Ind Men	39%	(62)	17%	(27)	43%	(68)	156
PID/Gender: Ind Women	42%	(68)	10%	(16)	48%	(78)	162
PID/Gender: Rep Men	27%	(39)	19%	(28)	53%	(76)	144
PID/Gender: Rep Women	26%	(24)	10%	(9)	64%	(59)	92
Ideo: Liberal (1-3)	61%	(207)	10%	(35)	29%	(99)	341
Ideo: Moderate (4)	41%	(140)	12%	(41)	46%	(156)	337
Ideo: Conservative (5-7)	27%	(62)	17%	(39)	55%	(125)	227
Educ: < College	43%	(249)	11%	(66)	46%	(264)	579
Educ: Bachelors degree	43%	(113)	17%	(44)	40%	(103)	260
Educ: Post-grad	51%	(81)	10%	(17)	39%	(62)	160
Income: Under 50k	44%	(227)	11%	(57)	45%	(230)	514
Income: 50k-100k	43%	(136)	16%	(49)	41%	(129)	313
Income: 100k+	47%	(80)	12%	(20)	41%	(71)	171
Ethnicity: White	40%	(253)	14%	(86)	47%	(295)	633

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Table MCFE18_8: *Should superhero movies feature more or fewer leading characters from the following groups, or do they include about the right amount?*

Minority women

Demographic	More characters from this group		Less characters from this group		About the right amount		Total N
Hispanic Adults	44%	(443)	13%	(126)	43%	(430)	999
Ethnicity: Hispanic	44%	(443)	13%	(126)	43%	(430)	999
Ethnicity: Black	67%	(39)	16%	(9)	16%	(9)	57
Ethnicity: Other	49%	(152)	10%	(31)	41%	(126)	309
All Christian	43%	(236)	14%	(77)	43%	(241)	553
Agnostic/Nothing in particular	46%	(106)	11%	(25)	44%	(101)	233
Something Else	46%	(62)	12%	(15)	42%	(56)	133
Evangelical	41%	(98)	16%	(38)	43%	(103)	238
Non-Evangelical	45%	(197)	12%	(53)	42%	(184)	435
Community: Urban	40%	(184)	14%	(64)	46%	(207)	454
Community: Suburban	46%	(200)	12%	(53)	41%	(179)	431
Community: Rural	52%	(59)	9%	(10)	39%	(44)	114
Employ: Private Sector	40%	(148)	17%	(63)	43%	(159)	370
Employ: Government	37%	(28)	9%	(7)	54%	(41)	75
Employ: Self-Employed	58%	(55)	10%	(10)	32%	(31)	95
Employ: Student	48%	(31)	12%	(7)	40%	(25)	64
Employ: Retired	44%	(53)	11%	(14)	44%	(53)	120
Employ: Unemployed	43%	(67)	10%	(16)	47%	(73)	156
Employ: Other	56%	(39)	11%	(8)	33%	(23)	70
Military HH: Yes	53%	(62)	17%	(20)	31%	(36)	117
Military HH: No	43%	(381)	12%	(107)	45%	(394)	882
RD/WT: Right Direction	21%	(58)	20%	(54)	59%	(158)	270
RD/WT: Wrong Track	53%	(385)	10%	(72)	37%	(271)	729
Trump Job Approve	24%	(77)	18%	(57)	58%	(186)	320
Trump Job Disapprove	55%	(347)	10%	(66)	35%	(219)	633
Trump Job Strongly Approve	24%	(41)	19%	(32)	57%	(98)	170
Trump Job Somewhat Approve	24%	(36)	17%	(25)	59%	(88)	150
Trump Job Somewhat Disapprove	39%	(52)	18%	(24)	42%	(57)	134
Trump Job Strongly Disapprove	59%	(295)	8%	(42)	32%	(162)	499

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Table MCFE18_8: *Should superhero movies feature more or fewer leading characters from the following groups, or do they include about the right amount?*

Minority women

Demographic	More characters from this group		Less characters from this group		About the right amount		Total N
Hispanic Adults	44%	(443)	13%	(126)	43%	(430)	999
Favorable of Trump	24%	(77)	17%	(56)	58%	(186)	318
Unfavorable of Trump	55%	(344)	10%	(63)	34%	(214)	622
Very Favorable of Trump	22%	(40)	19%	(34)	59%	(106)	180
Somewhat Favorable of Trump	27%	(37)	16%	(22)	57%	(79)	138
Somewhat Unfavorable of Trump	35%	(37)	18%	(19)	47%	(50)	106
Very Unfavorable of Trump	60%	(307)	9%	(44)	32%	(164)	515
#1 Issue: Economy	39%	(153)	14%	(53)	47%	(182)	388
#1 Issue: Security	25%	(19)	19%	(15)	56%	(43)	77
#1 Issue: Health Care	56%	(118)	14%	(29)	31%	(66)	213
#1 Issue: Medicare / Social Security	50%	(38)	11%	(9)	39%	(30)	76
#1 Issue: Women's Issues	51%	(33)	3%	(2)	46%	(30)	65
#1 Issue: Education	42%	(24)	16%	(9)	42%	(24)	57
#1 Issue: Energy	32%	(18)	12%	(7)	56%	(31)	56
#1 Issue: Other	60%	(40)	4%	(3)	35%	(24)	67
2018 House Vote: Democrat	58%	(216)	12%	(43)	30%	(114)	373
2018 House Vote: Republican	27%	(56)	19%	(39)	54%	(110)	205
2016 Vote: Hillary Clinton	59%	(214)	9%	(34)	32%	(115)	364
2016 Vote: Donald Trump	28%	(61)	18%	(39)	54%	(117)	217
2016 Vote: Didn't Vote	39%	(151)	12%	(47)	48%	(184)	382
Voted in 2014: Yes	50%	(252)	13%	(64)	37%	(185)	502
Voted in 2014: No	38%	(191)	13%	(63)	49%	(244)	497
2012 Vote: Barack Obama	60%	(228)	11%	(42)	29%	(111)	382
2012 Vote: Mitt Romney	26%	(34)	17%	(22)	56%	(72)	128
2012 Vote: Didn't Vote	37%	(174)	13%	(59)	50%	(235)	468
4-Region: Northeast	47%	(80)	15%	(25)	39%	(66)	170
4-Region: Midwest	39%	(38)	20%	(20)	41%	(40)	97
4-Region: South	40%	(179)	12%	(55)	47%	(211)	445
4-Region: West	51%	(146)	10%	(28)	39%	(113)	286

Continued on next page

Table MCFE18_8: *Should superhero movies feature more or fewer leading characters from the following groups, or do they include about the right amount?*

Minority women

Demographic	More characters from this group		Less characters from this group		About the right amount		Total N
Hispanic Adults	44%	(443)	13%	(126)	43%	(430)	999
Mexican	47%	(221)	13%	(60)	40%	(184)	465
Puerto Rican	46%	(82)	12%	(22)	42%	(75)	179
Cuban	32%	(26)	14%	(11)	55%	(44)	81
Other South American	34%	(41)	13%	(16)	52%	(62)	119
Speaks only English at home	49%	(130)	9%	(24)	42%	(112)	265
Speaks mostly English at home	51%	(130)	14%	(35)	35%	(89)	254
Speaks both English and Spanish at home	41%	(134)	13%	(43)	45%	(146)	323
Speaks mostly Spanish at home	34%	(38)	17%	(19)	49%	(54)	111
Trump supporter	23%	(63)	17%	(47)	60%	(162)	272
Biden supporter	56%	(322)	10%	(60)	33%	(191)	573
Sports fans	44%	(319)	14%	(100)	42%	(298)	717
Avid sports fans	39%	(117)	17%	(49)	44%	(133)	299
Sports fans, Age: 18-34	40%	(101)	15%	(37)	46%	(116)	253
Sports fans, Age: 35-44	41%	(74)	22%	(39)	38%	(68)	182
Sports fans, Age: 45-64	51%	(106)	8%	(16)	42%	(87)	209
Sports fans, Age: 65+	52%	(38)	11%	(8)	37%	(27)	73
Movie studios should diversify teams	53%	(363)	11%	(79)	36%	(249)	691
Movie studios should diversify stories	54%	(323)	12%	(72)	34%	(201)	595
Concerned about Covid	48%	(407)	12%	(105)	40%	(344)	856
No experience with Covid	35%	(115)	9%	(29)	56%	(182)	326
Health care major factor for election	52%	(343)	10%	(69)	37%	(246)	658
Social media users	45%	(435)	13%	(125)	43%	(415)	975
WhatsApp users	39%	(186)	15%	(70)	46%	(218)	474
WeChat users	26%	(16)	35%	(21)	39%	(24)	61
Social media news source at least once a week	44%	(302)	13%	(91)	42%	(286)	679

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

Table MCFE22_1: Do you have a favorable or unfavorable opinion of each of the following Spanish-language television networks?

Azteca America

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Hispanic Adults	12% (122)	22% (219)	6% (58)	4% (38)	23% (227)	34% (336)	999
Gender: Male	13% (63)	25% (127)	7% (33)	5% (25)	22% (111)	28% (140)	500
Gender: Female	12% (59)	18% (92)	5% (25)	2% (12)	23% (116)	39% (196)	499
Age: 18-34	13% (49)	21% (79)	6% (24)	5% (19)	21% (79)	34% (129)	378
Age: 35-44	17% (37)	25% (55)	9% (20)	4% (8)	17% (37)	29% (65)	222
Age: 45-64	9% (26)	23% (68)	4% (11)	2% (6)	28% (80)	34% (99)	290
Age: 65+	10% (11)	16% (18)	2% (2)	4% (5)	28% (31)	39% (43)	110
GenZers: 1997-2012	6% (8)	20% (27)	8% (11)	2% (3)	20% (27)	44% (61)	137
Millennials: 1981-1996	17% (61)	22% (80)	6% (23)	5% (18)	20% (73)	29% (106)	361
GenXers: 1965-1980	11% (33)	26% (74)	5% (16)	3% (9)	23% (67)	31% (89)	289
Baby Boomers: 1946-1964	9% (18)	19% (36)	4% (8)	4% (7)	26% (50)	37% (71)	191
PID: Dem (no lean)	14% (61)	23% (102)	5% (23)	2% (8)	21% (93)	35% (157)	444
PID: Ind (no lean)	11% (34)	21% (67)	6% (19)	4% (12)	27% (87)	31% (99)	319
PID: Rep (no lean)	11% (27)	21% (50)	6% (15)	8% (18)	20% (47)	34% (80)	236
PID/Gender: Dem Men	15% (29)	28% (55)	7% (15)	2% (4)	20% (40)	28% (57)	199
PID/Gender: Dem Women	13% (32)	19% (47)	3% (8)	2% (5)	22% (53)	41% (100)	245
PID/Gender: Ind Men	10% (16)	23% (37)	7% (10)	5% (8)	29% (45)	26% (40)	156
PID/Gender: Ind Women	11% (18)	19% (30)	5% (9)	2% (3)	26% (42)	36% (59)	162
PID/Gender: Rep Men	13% (18)	25% (35)	5% (8)	9% (13)	18% (26)	30% (43)	144
PID/Gender: Rep Women	9% (8)	16% (14)	8% (8)	5% (4)	22% (21)	40% (37)	92
Ideo: Liberal (1-3)	15% (51)	23% (80)	6% (20)	3% (9)	19% (66)	34% (115)	341
Ideo: Moderate (4)	11% (39)	24% (80)	6% (19)	3% (10)	26% (87)	30% (103)	337
Ideo: Conservative (5-7)	11% (26)	20% (46)	6% (14)	7% (15)	20% (45)	36% (82)	227
Educ: < College	10% (61)	20% (114)	5% (28)	4% (23)	24% (137)	37% (217)	579
Educ: Bachelors degree	14% (36)	24% (63)	9% (23)	4% (11)	21% (56)	27% (70)	260
Educ: Post-grad	16% (25)	26% (42)	4% (7)	2% (4)	21% (34)	30% (48)	160
Income: Under 50k	11% (55)	20% (105)	5% (27)	4% (21)	24% (124)	36% (183)	514
Income: 50k-100k	12% (38)	22% (70)	7% (21)	4% (12)	22% (69)	33% (104)	313
Income: 100k+	17% (30)	26% (44)	6% (10)	3% (5)	20% (34)	29% (49)	171
Ethnicity: White	13% (84)	23% (144)	6% (36)	4% (24)	21% (136)	33% (209)	633
Ethnicity: Hispanic	12% (122)	22% (219)	6% (58)	4% (38)	23% (227)	34% (336)	999

Continued on next page

Table MCFE22_1: Do you have a favorable or unfavorable opinion of each of the following Spanish-language television networks?

Azteca America

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Hispanic Adults	12%	(122)	22%	(219)	6%	(58)	4%	(38)	23%	(227)	34%	(336)	999
Ethnicity: Black	14%	(8)	18%	(10)	10%	(6)	1%	(1)	19%	(11)	38%	(22)	57
Ethnicity: Other	10%	(30)	21%	(65)	5%	(16)	4%	(13)	26%	(80)	34%	(105)	309
All Christian	14%	(79)	24%	(133)	7%	(37)	4%	(25)	23%	(127)	28%	(153)	553
Agnostic/Nothing in particular	8%	(18)	20%	(46)	4%	(8)	3%	(6)	21%	(48)	46%	(106)	233
Something Else	13%	(17)	16%	(21)	4%	(5)	3%	(4)	30%	(39)	36%	(47)	133
Evangelical	14%	(34)	24%	(56)	6%	(13)	4%	(10)	23%	(55)	29%	(70)	238
Non-Evangelical	13%	(56)	21%	(93)	6%	(28)	4%	(18)	25%	(110)	30%	(130)	435
Community: Urban	16%	(74)	23%	(104)	6%	(25)	3%	(14)	24%	(110)	28%	(126)	454
Community: Suburban	10%	(42)	22%	(93)	6%	(27)	5%	(21)	21%	(91)	37%	(158)	431
Community: Rural	5%	(6)	19%	(21)	5%	(5)	3%	(3)	23%	(26)	45%	(52)	114
Employ: Private Sector	14%	(52)	29%	(108)	7%	(24)	4%	(15)	17%	(65)	29%	(106)	370
Employ: Government	21%	(16)	17%	(13)	6%	(5)	4%	(3)	28%	(21)	24%	(18)	75
Employ: Self-Employed	15%	(14)	19%	(18)	5%	(5)	2%	(2)	22%	(21)	37%	(35)	95
Employ: Student	4%	(2)	27%	(17)	15%	(9)	1%	(1)	19%	(12)	34%	(21)	64
Employ: Retired	9%	(11)	13%	(16)	2%	(2)	4%	(5)	32%	(39)	39%	(46)	120
Employ: Unemployed	6%	(10)	20%	(31)	6%	(10)	6%	(9)	24%	(38)	37%	(58)	156
Employ: Other	12%	(9)	13%	(9)	1%	(1)	4%	(3)	26%	(18)	44%	(31)	70
Military HH: Yes	7%	(9)	20%	(23)	4%	(5)	8%	(9)	20%	(24)	41%	(48)	117
Military HH: No	13%	(113)	22%	(196)	6%	(53)	3%	(29)	23%	(203)	33%	(288)	882
RD/WT: Right Direction	17%	(47)	25%	(68)	6%	(18)	7%	(18)	19%	(52)	25%	(68)	270
RD/WT: Wrong Track	10%	(75)	21%	(151)	5%	(40)	3%	(20)	24%	(175)	37%	(268)	729
Trump Job Approve	15%	(48)	20%	(66)	7%	(22)	7%	(21)	21%	(68)	30%	(95)	320
Trump Job Disapprove	11%	(69)	23%	(145)	5%	(34)	2%	(15)	23%	(143)	36%	(227)	633
Trump Job Strongly Approve	15%	(25)	21%	(36)	5%	(9)	8%	(13)	19%	(32)	32%	(54)	170
Trump Job Somewhat Approve	15%	(23)	20%	(30)	9%	(13)	6%	(8)	24%	(36)	27%	(40)	150
Trump Job Somewhat Disapprove	11%	(14)	26%	(35)	5%	(7)	4%	(5)	23%	(30)	32%	(42)	134
Trump Job Strongly Disapprove	11%	(55)	22%	(110)	5%	(27)	2%	(11)	23%	(113)	37%	(184)	499
Favorable of Trump	15%	(48)	23%	(72)	7%	(23)	7%	(21)	21%	(68)	27%	(87)	318
Unfavorable of Trump	11%	(69)	22%	(137)	5%	(29)	3%	(17)	22%	(139)	37%	(231)	622

Continued on next page

Table MCFE22_1: Do you have a favorable or unfavorable opinion of each of the following Spanish-language television networks?

Azteca America

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Hispanic Adults	12%	(122)	22%	(219)	6%	(58)	4%	(38)	23%	(227)	34%	(336)	999
Very Favorable of Trump	14%	(24)	21%	(39)	6%	(11)	9%	(17)	19%	(34)	31%	(55)	180
Somewhat Favorable of Trump	17%	(23)	24%	(33)	9%	(12)	3%	(5)	25%	(34)	23%	(31)	138
Somewhat Unfavorable of Trump	14%	(15)	21%	(22)	6%	(6)	6%	(6)	18%	(19)	36%	(38)	106
Very Unfavorable of Trump	11%	(54)	22%	(115)	4%	(23)	2%	(11)	23%	(119)	37%	(193)	515
#1 Issue: Economy	12%	(46)	21%	(81)	6%	(23)	5%	(20)	23%	(90)	33%	(129)	388
#1 Issue: Security	10%	(8)	25%	(19)	9%	(7)	3%	(3)	23%	(18)	29%	(22)	77
#1 Issue: Health Care	14%	(30)	26%	(55)	5%	(10)	2%	(5)	23%	(48)	30%	(64)	213
#1 Issue: Medicare / Social Security	17%	(13)	22%	(17)	2%	(1)	1%	(1)	26%	(20)	32%	(25)	76
#1 Issue: Women's Issues	9%	(6)	17%	(11)	4%	(3)	5%	(3)	28%	(18)	37%	(24)	65
#1 Issue: Education	9%	(5)	24%	(14)	13%	(7)	7%	(4)	17%	(10)	30%	(17)	57
#1 Issue: Energy	8%	(4)	18%	(10)	10%	(6)	4%	(2)	19%	(10)	41%	(23)	56
#1 Issue: Other	16%	(10)	18%	(12)	1%	(1)	—	(0)	19%	(13)	46%	(31)	67
2018 House Vote: Democrat	17%	(62)	25%	(93)	6%	(21)	2%	(6)	21%	(78)	31%	(114)	373
2018 House Vote: Republican	13%	(27)	22%	(46)	7%	(15)	9%	(18)	17%	(36)	31%	(64)	205
2016 Vote: Hillary Clinton	16%	(56)	25%	(90)	5%	(16)	2%	(7)	21%	(77)	32%	(116)	364
2016 Vote: Donald Trump	13%	(29)	23%	(50)	8%	(17)	6%	(13)	20%	(44)	30%	(65)	217
2016 Vote: Didn't Vote	9%	(35)	19%	(72)	6%	(24)	4%	(15)	26%	(99)	36%	(137)	382
Voted in 2014: Yes	15%	(76)	24%	(119)	6%	(29)	4%	(19)	20%	(101)	31%	(158)	502
Voted in 2014: No	9%	(46)	20%	(100)	6%	(29)	4%	(19)	25%	(126)	36%	(178)	497
2012 Vote: Barack Obama	15%	(58)	24%	(93)	5%	(21)	2%	(8)	21%	(81)	32%	(121)	382
2012 Vote: Mitt Romney	13%	(17)	22%	(28)	5%	(7)	6%	(8)	17%	(22)	36%	(46)	128
2012 Vote: Didn't Vote	10%	(47)	20%	(93)	6%	(29)	4%	(20)	25%	(115)	35%	(164)	468
4-Region: Northeast	10%	(17)	19%	(32)	5%	(8)	2%	(4)	29%	(50)	35%	(60)	170
4-Region: Midwest	9%	(9)	26%	(25)	5%	(5)	8%	(7)	18%	(18)	34%	(33)	97
4-Region: South	13%	(57)	22%	(98)	7%	(30)	5%	(21)	23%	(102)	31%	(138)	445
4-Region: West	14%	(39)	22%	(63)	5%	(15)	2%	(6)	20%	(58)	37%	(105)	286
Mexican	13%	(63)	25%	(116)	7%	(32)	4%	(18)	19%	(87)	32%	(149)	465
Puerto Rican	8%	(15)	17%	(31)	6%	(10)	3%	(5)	26%	(47)	39%	(71)	179
Cuban	11%	(9)	11%	(9)	5%	(4)	7%	(6)	34%	(27)	32%	(26)	81
Other South American	13%	(15)	32%	(38)	4%	(5)	3%	(3)	26%	(31)	22%	(26)	119

Continued on next page

Table MCFE22_1: Do you have a favorable or unfavorable opinion of each of the following Spanish-language television networks?

Azteca America

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Hispanic Adults	12%	(122)	22%	(219)	6%	(58)	4%	(38)	23%	(227)	34%	(336)	999
Speaks only English at home	5%	(15)	9%	(25)	2%	(6)	3%	(7)	21%	(56)	59%	(157)	265
Speaks mostly English at home	10%	(25)	17%	(44)	6%	(15)	3%	(9)	24%	(62)	39%	(100)	254
Speaks both English and Spanish at home	17%	(54)	29%	(95)	7%	(22)	5%	(15)	22%	(72)	20%	(65)	323
Speaks mostly Spanish at home	16%	(18)	36%	(39)	9%	(10)	5%	(6)	21%	(23)	13%	(14)	111
Trump supporter	13%	(35)	20%	(55)	7%	(18)	7%	(19)	22%	(60)	31%	(84)	272
Biden supporter	13%	(73)	24%	(136)	6%	(32)	3%	(14)	22%	(125)	34%	(194)	573
Sports fans	14%	(101)	25%	(179)	7%	(51)	4%	(31)	20%	(143)	30%	(212)	717
Avid sports fans	21%	(63)	30%	(90)	6%	(17)	4%	(11)	18%	(54)	21%	(63)	299
Sports fans, Age: 18-34	17%	(42)	24%	(61)	8%	(21)	6%	(15)	17%	(42)	28%	(72)	253
Sports fans, Age: 35-44	18%	(32)	28%	(52)	10%	(18)	4%	(8)	14%	(26)	26%	(46)	182
Sports fans, Age: 45-64	9%	(20)	25%	(53)	5%	(10)	2%	(4)	27%	(57)	31%	(66)	209
Sports fans, Age: 65+	9%	(7)	19%	(14)	3%	(2)	7%	(5)	24%	(18)	38%	(28)	73
Movie studios should diversify teams	15%	(103)	23%	(160)	6%	(42)	3%	(23)	20%	(141)	32%	(222)	691
Movie studios should diversify stories	18%	(105)	26%	(154)	7%	(41)	3%	(19)	18%	(109)	28%	(168)	595
Concerned about Covid	13%	(111)	22%	(192)	6%	(51)	3%	(27)	23%	(193)	33%	(281)	856
No experience with Covid	11%	(37)	20%	(67)	6%	(21)	2%	(8)	22%	(73)	37%	(121)	326
Health care major factor for election	13%	(84)	24%	(156)	5%	(34)	3%	(17)	22%	(143)	34%	(224)	658
Social media users	12%	(121)	22%	(215)	6%	(57)	4%	(37)	23%	(221)	33%	(324)	975
WhatsApp users	16%	(77)	27%	(130)	7%	(35)	5%	(21)	21%	(100)	23%	(110)	474
WeChat users	29%	(17)	27%	(16)	5%	(3)	10%	(6)	9%	(6)	20%	(12)	61
Social media news source at least once a week	15%	(104)	25%	(169)	5%	(36)	4%	(27)	20%	(136)	31%	(207)	679

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

Table MCFE22_2: Do you have a favorable or unfavorable opinion of each of the following Spanish-language television networks?
beIN SPORTS en Español

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Hispanic Adults	11% (114)	16% (162)	4% (42)	4% (35)	21% (205)	44% (441)	999
Gender: Male	14% (70)	21% (105)	5% (25)	5% (25)	20% (101)	35% (174)	500
Gender: Female	9% (44)	12% (58)	3% (16)	2% (10)	21% (104)	53% (267)	499
Age: 18-34	11% (41)	19% (73)	5% (17)	5% (18)	18% (68)	43% (161)	378
Age: 35-44	19% (41)	17% (37)	6% (12)	4% (9)	20% (45)	35% (77)	222
Age: 45-64	8% (24)	15% (44)	3% (9)	1% (4)	25% (74)	46% (134)	290
Age: 65+	7% (8)	8% (9)	2% (2)	3% (3)	17% (19)	63% (69)	110
GenZers: 1997-2012	8% (12)	13% (18)	4% (5)	5% (7)	16% (22)	54% (73)	137
Millennials: 1981-1996	15% (54)	21% (75)	5% (17)	4% (16)	20% (71)	36% (129)	361
GenXers: 1965-1980	12% (34)	16% (47)	5% (14)	3% (9)	25% (72)	39% (113)	289
Baby Boomers: 1946-1964	8% (15)	10% (20)	3% (6)	1% (2)	21% (40)	57% (110)	191
PID: Dem (no lean)	11% (51)	16% (70)	4% (19)	1% (6)	21% (92)	46% (206)	444
PID: Ind (no lean)	9% (28)	16% (50)	4% (12)	5% (15)	21% (68)	46% (146)	319
PID: Rep (no lean)	15% (36)	18% (42)	5% (11)	6% (14)	19% (45)	38% (89)	236
PID/Gender: Dem Men	14% (28)	19% (38)	6% (11)	2% (4)	24% (47)	36% (71)	199
PID/Gender: Dem Women	9% (23)	13% (32)	3% (8)	1% (3)	18% (44)	55% (135)	245
PID/Gender: Ind Men	8% (13)	22% (35)	5% (8)	6% (10)	19% (30)	39% (60)	156
PID/Gender: Ind Women	9% (14)	9% (15)	3% (4)	3% (5)	23% (37)	53% (86)	162
PID/Gender: Rep Men	20% (29)	22% (32)	4% (6)	8% (12)	16% (23)	30% (43)	144
PID/Gender: Rep Women	7% (7)	11% (10)	5% (5)	2% (2)	24% (23)	50% (46)	92
Ideo: Liberal (1-3)	16% (53)	15% (52)	4% (15)	2% (7)	19% (64)	44% (149)	341
Ideo: Moderate (4)	9% (30)	17% (59)	3% (9)	3% (12)	24% (81)	43% (146)	337
Ideo: Conservative (5-7)	11% (25)	19% (42)	6% (14)	4% (10)	17% (39)	43% (97)	227
Educ: < College	8% (48)	12% (68)	5% (26)	4% (22)	20% (119)	51% (296)	579
Educ: Bachelors degree	17% (43)	25% (66)	4% (9)	3% (9)	20% (52)	31% (81)	260
Educ: Post-grad	14% (23)	18% (29)	4% (6)	2% (4)	22% (34)	40% (64)	160
Income: Under 50k	9% (47)	13% (69)	4% (20)	3% (16)	20% (103)	51% (260)	514
Income: 50k-100k	12% (38)	19% (58)	4% (13)	5% (15)	21% (67)	39% (123)	313
Income: 100k+	17% (30)	20% (35)	5% (8)	3% (5)	21% (36)	34% (58)	171
Ethnicity: White	12% (75)	17% (107)	4% (24)	3% (19)	20% (128)	44% (280)	633
Ethnicity: Hispanic	11% (114)	16% (162)	4% (42)	4% (35)	21% (205)	44% (441)	999

Continued on next page

Table MCFE22_2: Do you have a favorable or unfavorable opinion of each of the following Spanish-language television networks?
beIN SPORTS en Español

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Hispanic Adults	11% (114)	16% (162)	4% (42)	4% (35)	21% (205)	44% (441)	999
Ethnicity: Black	15% (9)	16% (9)	7% (4)	1% (1)	15% (8)	46% (27)	57
Ethnicity: Other	10% (30)	15% (46)	4% (14)	5% (16)	22% (69)	44% (134)	309
All Christian	14% (80)	19% (103)	5% (26)	3% (17)	20% (112)	39% (215)	553
Agnostic/Nothing in particular	8% (19)	13% (30)	2% (4)	4% (9)	23% (53)	50% (117)	233
Something Else	5% (7)	10% (14)	5% (7)	2% (3)	22% (29)	55% (74)	133
Evangelical	15% (35)	20% (47)	3% (7)	2% (5)	20% (46)	41% (98)	238
Non-Evangelical	11% (49)	15% (65)	6% (25)	3% (15)	21% (93)	43% (189)	435
Community: Urban	13% (60)	19% (85)	5% (21)	4% (17)	23% (104)	37% (168)	454
Community: Suburban	11% (48)	15% (64)	4% (17)	4% (15)	19% (83)	47% (204)	431
Community: Rural	6% (6)	12% (13)	3% (4)	2% (3)	17% (19)	61% (69)	114
Employ: Private Sector	16% (60)	22% (81)	6% (21)	4% (15)	19% (71)	33% (122)	370
Employ: Government	14% (11)	22% (17)	4% (3)	5% (4)	24% (18)	30% (22)	75
Employ: Self-Employed	14% (13)	16% (15)	5% (5)	3% (3)	23% (22)	39% (37)	95
Employ: Student	8% (5)	13% (8)	7% (5)	1% (1)	20% (12)	51% (32)	64
Employ: Retired	4% (4)	10% (12)	2% (2)	3% (4)	19% (22)	63% (76)	120
Employ: Unemployed	7% (11)	12% (19)	2% (4)	3% (5)	21% (33)	54% (84)	156
Employ: Other	4% (3)	9% (6)	3% (2)	3% (2)	21% (15)	60% (42)	70
Military HH: Yes	7% (8)	14% (16)	3% (4)	10% (11)	18% (21)	49% (57)	117
Military HH: No	12% (106)	17% (146)	4% (38)	3% (24)	21% (184)	44% (384)	882
RD/WT: Right Direction	17% (47)	21% (57)	5% (14)	5% (15)	18% (47)	33% (90)	270
RD/WT: Wrong Track	9% (67)	14% (105)	4% (27)	3% (20)	22% (158)	48% (351)	729
Trump Job Approve	15% (48)	16% (51)	6% (19)	6% (19)	18% (57)	39% (126)	320
Trump Job Disapprove	10% (64)	16% (103)	3% (21)	2% (14)	21% (134)	47% (297)	633
Trump Job Strongly Approve	18% (31)	15% (26)	4% (7)	7% (11)	16% (28)	40% (67)	170
Trump Job Somewhat Approve	11% (17)	17% (26)	8% (12)	5% (8)	20% (29)	39% (58)	150
Trump Job Somewhat Disapprove	9% (12)	23% (31)	3% (5)	3% (4)	18% (25)	43% (58)	134
Trump Job Strongly Disapprove	10% (52)	15% (73)	3% (16)	2% (10)	22% (109)	48% (239)	499
Favorable of Trump	15% (46)	18% (58)	5% (16)	7% (22)	18% (58)	37% (117)	318
Unfavorable of Trump	10% (62)	16% (97)	4% (22)	2% (12)	21% (131)	48% (298)	622

Continued on next page

Table MCFE22_2: Do you have a favorable or unfavorable opinion of each of the following Spanish-language television networks?
beIN SPORTS en Español

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Hispanic Adults	11% (114)	16% (162)	4% (42)	4% (35)	21% (205)	44% (441)	999
Very Favorable of Trump	19% (34)	19% (34)	4% (7)	7% (13)	14% (26)	37% (66)	180
Somewhat Favorable of Trump	9% (13)	17% (24)	6% (8)	7% (9)	23% (32)	37% (51)	138
Somewhat Unfavorable of Trump	9% (9)	23% (24)	6% (6)	4% (4)	15% (16)	44% (47)	106
Very Unfavorable of Trump	10% (53)	14% (72)	3% (17)	1% (8)	22% (114)	49% (252)	515
#1 Issue: Economy	11% (42)	16% (63)	4% (17)	3% (11)	23% (90)	42% (165)	388
#1 Issue: Security	14% (11)	27% (21)	6% (4)	2% (2)	20% (15)	31% (24)	77
#1 Issue: Health Care	13% (27)	17% (37)	2% (5)	5% (10)	20% (42)	43% (91)	213
#1 Issue: Medicare / Social Security	14% (11)	9% (7)	3% (2)	1% (1)	19% (14)	53% (41)	76
#1 Issue: Women's Issues	7% (4)	16% (10)	2% (1)	4% (3)	18% (11)	54% (35)	65
#1 Issue: Education	10% (5)	17% (10)	7% (4)	10% (6)	22% (13)	34% (19)	57
#1 Issue: Energy	15% (8)	16% (9)	10% (6)	2% (1)	17% (10)	40% (22)	56
#1 Issue: Other	8% (6)	8% (5)	2% (2)	2% (1)	15% (10)	65% (43)	67
2018 House Vote: Democrat	14% (51)	18% (69)	5% (18)	2% (7)	19% (71)	42% (157)	373
2018 House Vote: Republican	15% (31)	18% (36)	5% (11)	7% (14)	18% (36)	38% (77)	205
2016 Vote: Hillary Clinton	12% (44)	18% (64)	4% (14)	2% (6)	20% (72)	45% (164)	364
2016 Vote: Donald Trump	15% (32)	21% (45)	5% (11)	6% (13)	17% (38)	36% (78)	217
2016 Vote: Didn't Vote	10% (38)	12% (47)	4% (16)	4% (15)	23% (86)	47% (180)	382
Voted in 2014: Yes	14% (71)	18% (88)	4% (22)	3% (16)	19% (94)	42% (210)	502
Voted in 2014: No	9% (43)	15% (74)	4% (19)	4% (19)	22% (111)	46% (231)	497
2012 Vote: Barack Obama	13% (51)	18% (68)	4% (16)	2% (8)	19% (74)	43% (164)	382
2012 Vote: Mitt Romney	15% (19)	17% (22)	5% (6)	4% (5)	20% (26)	40% (51)	128
2012 Vote: Didn't Vote	9% (43)	15% (68)	4% (18)	4% (20)	22% (102)	46% (217)	468
4-Region: Northeast	11% (19)	19% (32)	2% (4)	7% (11)	23% (39)	38% (65)	170
4-Region: Midwest	8% (8)	18% (18)	7% (7)	4% (4)	21% (21)	41% (40)	97
4-Region: South	12% (54)	15% (67)	5% (22)	3% (13)	21% (93)	44% (196)	445
4-Region: West	12% (33)	16% (46)	3% (9)	3% (7)	18% (52)	49% (140)	286
Mexican	11% (49)	16% (76)	5% (24)	3% (15)	20% (93)	45% (209)	465
Puerto Rican	7% (12)	17% (31)	3% (6)	5% (9)	19% (33)	49% (88)	179
Cuban	9% (7)	20% (16)	1% (1)	3% (3)	30% (24)	38% (30)	81
Other South American	23% (27)	23% (27)	1% (2)	3% (4)	19% (22)	31% (37)	119

Continued on next page

Table MCFE22_2: Do you have a favorable or unfavorable opinion of each of the following Spanish-language television networks?
beIN SPORTS en Español

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Hispanic Adults	11% (114)	16% (162)	4% (42)	4% (35)	21% (205)	44% (441)	999
Speaks only English at home	2% (6)	8% (22)	2% (6)	4% (9)	18% (47)	66% (176)	265
Speaks mostly English at home	11% (28)	12% (30)	5% (12)	5% (12)	21% (53)	47% (119)	254
Speaks both English and Spanish at home	15% (48)	20% (65)	5% (17)	4% (13)	24% (77)	32% (104)	323
Speaks mostly Spanish at home	22% (24)	26% (29)	3% (4)	1% (1)	18% (20)	30% (33)	111
Trump supporter	14% (37)	17% (47)	4% (12)	6% (17)	21% (57)	38% (102)	272
Biden supporter	12% (68)	16% (90)	4% (24)	2% (11)	21% (121)	45% (259)	573
Sports fans	14% (104)	20% (146)	5% (36)	4% (26)	21% (148)	36% (258)	717
Avid sports fans	23% (67)	26% (76)	6% (17)	5% (15)	17% (51)	24% (72)	299
Sports fans, Age: 18-34	15% (37)	26% (65)	6% (16)	5% (12)	19% (47)	30% (76)	253
Sports fans, Age: 35-44	21% (39)	20% (36)	5% (9)	5% (8)	19% (34)	30% (55)	182
Sports fans, Age: 45-64	10% (21)	18% (38)	4% (8)	2% (4)	26% (55)	40% (83)	209
Sports fans, Age: 65+	10% (7)	9% (7)	3% (2)	2% (2)	15% (11)	60% (44)	73
Movie studios should diversify teams	14% (96)	18% (125)	4% (27)	3% (18)	19% (131)	42% (293)	691
Movie studios should diversify stories	16% (95)	21% (123)	4% (25)	2% (14)	19% (111)	38% (227)	595
Concerned about Covid	12% (104)	17% (143)	4% (34)	3% (24)	21% (177)	44% (374)	856
No experience with Covid	8% (27)	16% (51)	4% (13)	1% (4)	21% (69)	49% (161)	326
Health care major factor for election	13% (84)	16% (103)	3% (21)	3% (18)	19% (126)	47% (307)	658
Social media users	12% (114)	17% (161)	4% (41)	3% (33)	21% (202)	43% (424)	975
WhatsApp users	17% (82)	23% (108)	4% (18)	3% (15)	20% (96)	33% (155)	474
WeChat users	31% (19)	31% (19)	6% (4)	7% (4)	8% (5)	17% (11)	61
Social media news source at least once a week	14% (96)	20% (135)	4% (24)	4% (24)	19% (131)	39% (268)	679

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

Table MCFE22_3: Do you have a favorable or unfavorable opinion of each of the following Spanish-language television networks?

Estrella TV

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Hispanic Adults	12% (120)	19% (186)	6% (56)	3% (35)	25% (248)	36% (355)	999
Gender: Male	12% (61)	21% (103)	8% (38)	5% (26)	24% (122)	30% (150)	500
Gender: Female	12% (59)	17% (83)	4% (18)	2% (9)	25% (126)	41% (205)	499
Age: 18-34	12% (44)	19% (73)	8% (30)	5% (18)	19% (73)	37% (139)	378
Age: 35-44	15% (34)	22% (50)	6% (14)	3% (7)	26% (57)	27% (60)	222
Age: 45-64	11% (33)	18% (53)	3% (9)	2% (7)	29% (85)	36% (103)	290
Age: 65+	7% (8)	9% (10)	3% (3)	3% (3)	30% (33)	48% (53)	110
GenZers: 1997-2012	5% (6)	23% (32)	3% (4)	7% (10)	19% (25)	43% (59)	137
Millennials: 1981-1996	17% (62)	18% (64)	9% (34)	3% (11)	21% (76)	32% (114)	361
GenXers: 1965-1980	11% (32)	22% (63)	4% (12)	3% (8)	27% (78)	33% (96)	289
Baby Boomers: 1946-1964	10% (20)	13% (25)	3% (7)	3% (5)	31% (60)	39% (75)	191
PID: Dem (no lean)	15% (68)	19% (84)	4% (18)	2% (9)	26% (115)	34% (151)	444
PID: Ind (no lean)	8% (25)	18% (57)	8% (25)	3% (9)	27% (85)	37% (119)	319
PID: Rep (no lean)	11% (27)	19% (45)	6% (13)	7% (17)	20% (48)	36% (86)	236
PID/Gender: Dem Men	15% (31)	20% (40)	5% (10)	2% (5)	27% (54)	30% (61)	199
PID/Gender: Dem Women	15% (38)	18% (44)	3% (8)	2% (4)	25% (61)	37% (90)	245
PID/Gender: Ind Men	8% (13)	21% (33)	12% (18)	4% (7)	26% (40)	29% (45)	156
PID/Gender: Ind Women	7% (12)	15% (24)	4% (7)	1% (2)	28% (45)	45% (73)	162
PID/Gender: Rep Men	12% (18)	21% (30)	7% (10)	10% (14)	19% (28)	31% (44)	144
PID/Gender: Rep Women	10% (9)	16% (15)	4% (3)	3% (3)	22% (21)	45% (42)	92
Ideo: Liberal (1-3)	15% (51)	18% (63)	5% (18)	3% (9)	25% (87)	33% (112)	341
Ideo: Moderate (4)	12% (39)	19% (64)	5% (16)	3% (9)	27% (92)	35% (117)	337
Ideo: Conservative (5-7)	10% (23)	21% (49)	7% (16)	6% (13)	19% (43)	37% (83)	227
Educ: < College	11% (61)	16% (94)	5% (32)	4% (21)	24% (141)	40% (230)	579
Educ: Bachelors degree	15% (39)	24% (62)	5% (14)	3% (8)	26% (66)	27% (70)	260
Educ: Post-grad	12% (20)	18% (29)	7% (11)	4% (6)	25% (40)	34% (54)	160
Income: Under 50k	11% (54)	17% (90)	5% (27)	4% (19)	25% (127)	38% (197)	514
Income: 50k-100k	14% (45)	17% (52)	6% (20)	4% (13)	23% (73)	35% (110)	313
Income: 100k+	12% (21)	26% (44)	5% (9)	2% (3)	27% (47)	28% (48)	171
Ethnicity: White	13% (80)	19% (121)	5% (32)	3% (19)	25% (156)	36% (225)	633
Ethnicity: Hispanic	12% (120)	19% (186)	6% (56)	3% (35)	25% (248)	36% (355)	999

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Table MCFE22_3: Do you have a favorable or unfavorable opinion of each of the following Spanish-language television networks?
Estrella TV

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Hispanic Adults	12%	(120)	19%	(186)	6%	(56)	3%	(35)	25%	(248)	36%	(355)	999
Ethnicity: Black	13%	(7)	24%	(14)	8%	(5)	3%	(2)	19%	(11)	33%	(19)	57
Ethnicity: Other	11%	(33)	17%	(51)	6%	(19)	5%	(14)	26%	(81)	36%	(111)	309
All Christian	14%	(79)	19%	(106)	7%	(36)	3%	(18)	28%	(153)	29%	(161)	553
Agnostic/Nothing in particular	8%	(20)	17%	(39)	3%	(7)	5%	(11)	23%	(53)	45%	(105)	233
Something Else	9%	(13)	16%	(22)	5%	(6)	2%	(2)	24%	(32)	44%	(59)	133
Evangelical	16%	(37)	20%	(47)	6%	(14)	2%	(5)	23%	(55)	34%	(81)	238
Non-Evangelical	12%	(52)	18%	(76)	6%	(27)	4%	(15)	29%	(127)	32%	(138)	435
Community: Urban	15%	(69)	21%	(97)	5%	(25)	3%	(13)	25%	(114)	30%	(136)	454
Community: Suburban	9%	(41)	17%	(73)	6%	(28)	5%	(19)	25%	(106)	38%	(164)	431
Community: Rural	9%	(10)	14%	(16)	3%	(3)	2%	(2)	24%	(28)	48%	(54)	114
Employ: Private Sector	16%	(58)	20%	(75)	9%	(32)	4%	(15)	23%	(85)	28%	(105)	370
Employ: Government	15%	(11)	20%	(15)	5%	(4)	2%	(2)	33%	(25)	25%	(19)	75
Employ: Self-Employed	12%	(11)	23%	(22)	2%	(2)	4%	(4)	24%	(23)	35%	(33)	95
Employ: Student	3%	(2)	24%	(15)	9%	(6)	2%	(2)	21%	(13)	40%	(25)	64
Employ: Retired	8%	(10)	9%	(10)	1%	(1)	3%	(4)	33%	(40)	46%	(55)	120
Employ: Unemployed	8%	(12)	19%	(29)	4%	(6)	4%	(7)	23%	(36)	43%	(66)	156
Employ: Other	11%	(8)	16%	(11)	6%	(4)	2%	(2)	21%	(15)	44%	(31)	70
Military HH: Yes	2%	(2)	20%	(24)	2%	(2)	6%	(7)	27%	(32)	43%	(50)	117
Military HH: No	13%	(117)	18%	(162)	6%	(54)	3%	(28)	25%	(216)	35%	(304)	882
RD/WT: Right Direction	17%	(45)	22%	(59)	7%	(18)	5%	(14)	21%	(56)	29%	(78)	270
RD/WT: Wrong Track	10%	(75)	17%	(127)	5%	(38)	3%	(21)	26%	(192)	38%	(277)	729
Trump Job Approve	14%	(44)	19%	(62)	8%	(26)	5%	(17)	22%	(69)	32%	(102)	320
Trump Job Disapprove	12%	(74)	18%	(117)	4%	(27)	3%	(18)	25%	(158)	38%	(239)	633
Trump Job Strongly Approve	13%	(22)	19%	(32)	9%	(15)	4%	(8)	21%	(36)	33%	(57)	170
Trump Job Somewhat Approve	15%	(22)	20%	(30)	7%	(10)	6%	(9)	22%	(33)	30%	(45)	150
Trump Job Somewhat Disapprove	7%	(9)	24%	(33)	5%	(7)	3%	(4)	21%	(29)	39%	(52)	134
Trump Job Strongly Disapprove	13%	(65)	17%	(84)	4%	(20)	3%	(14)	26%	(129)	38%	(187)	499
Favorable of Trump	13%	(43)	20%	(64)	8%	(26)	5%	(16)	23%	(72)	31%	(98)	318
Unfavorable of Trump	11%	(71)	18%	(115)	4%	(28)	3%	(17)	24%	(152)	39%	(240)	622

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Table MCFE22_3: Do you have a favorable or unfavorable opinion of each of the following Spanish-language television networks?

Estrella TV

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Hispanic Adults	12%	(120)	19%	(186)	6%	(56)	3%	(35)	25%	(248)	36%	(355)	999
Very Favorable of Trump	12%	(22)	20%	(36)	8%	(14)	6%	(11)	21%	(38)	33%	(59)	180
Somewhat Favorable of Trump	15%	(21)	20%	(28)	9%	(12)	4%	(5)	25%	(35)	28%	(39)	138
Somewhat Unfavorable of Trump	9%	(9)	23%	(25)	7%	(7)	4%	(4)	19%	(20)	39%	(42)	106
Very Unfavorable of Trump	12%	(62)	17%	(90)	4%	(21)	2%	(13)	26%	(132)	39%	(199)	515
#1 Issue: Economy	10%	(38)	18%	(72)	6%	(23)	3%	(11)	28%	(108)	35%	(137)	388
#1 Issue: Security	17%	(13)	19%	(15)	9%	(7)	5%	(4)	19%	(14)	31%	(24)	77
#1 Issue: Health Care	17%	(36)	22%	(47)	4%	(9)	3%	(7)	22%	(47)	31%	(67)	213
#1 Issue: Medicare / Social Security	18%	(14)	12%	(9)	5%	(4)	1%	(1)	30%	(23)	33%	(25)	76
#1 Issue: Women's Issues	13%	(8)	19%	(13)	3%	(2)	6%	(4)	17%	(11)	41%	(27)	65
#1 Issue: Education	2%	(1)	23%	(13)	6%	(3)	7%	(4)	30%	(17)	33%	(19)	57
#1 Issue: Energy	8%	(5)	15%	(9)	9%	(5)	6%	(3)	25%	(14)	37%	(21)	56
#1 Issue: Other	7%	(5)	12%	(8)	4%	(3)	1%	(1)	21%	(14)	54%	(36)	67
2018 House Vote: Democrat	18%	(67)	18%	(69)	4%	(16)	2%	(7)	28%	(103)	30%	(111)	373
2018 House Vote: Republican	10%	(21)	21%	(42)	7%	(15)	7%	(13)	24%	(49)	31%	(64)	205
2016 Vote: Hillary Clinton	16%	(59)	19%	(68)	4%	(16)	1%	(3)	28%	(103)	32%	(115)	364
2016 Vote: Donald Trump	11%	(25)	22%	(48)	7%	(15)	5%	(10)	25%	(54)	30%	(64)	217
2016 Vote: Didn't Vote	9%	(35)	17%	(66)	5%	(20)	5%	(18)	22%	(84)	42%	(159)	382
Voted in 2014: Yes	15%	(74)	20%	(99)	6%	(29)	3%	(14)	26%	(129)	31%	(156)	502
Voted in 2014: No	9%	(45)	18%	(87)	5%	(27)	4%	(21)	24%	(119)	40%	(199)	497
2012 Vote: Barack Obama	15%	(59)	20%	(77)	5%	(18)	2%	(7)	27%	(103)	31%	(117)	382
2012 Vote: Mitt Romney	10%	(13)	18%	(23)	8%	(10)	6%	(8)	22%	(28)	37%	(47)	128
2012 Vote: Didn't Vote	10%	(48)	17%	(82)	5%	(26)	4%	(20)	23%	(108)	40%	(185)	468
4-Region: Northeast	14%	(24)	19%	(32)	4%	(7)	3%	(5)	27%	(46)	33%	(57)	170
4-Region: Midwest	6%	(6)	16%	(16)	14%	(14)	6%	(5)	22%	(21)	37%	(36)	97
4-Region: South	13%	(57)	18%	(82)	5%	(24)	4%	(18)	25%	(110)	35%	(154)	445
4-Region: West	11%	(33)	20%	(56)	4%	(12)	2%	(5)	25%	(71)	38%	(108)	286
Mexican	12%	(55)	19%	(89)	6%	(30)	3%	(15)	25%	(116)	34%	(160)	465
Puerto Rican	13%	(24)	15%	(27)	7%	(13)	4%	(7)	21%	(38)	40%	(71)	179
Cuban	13%	(10)	16%	(13)	2%	(2)	3%	(3)	32%	(26)	33%	(27)	81
Other South American	14%	(16)	25%	(29)	4%	(5)	3%	(4)	25%	(30)	29%	(34)	119

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Table MCFE22_3: Do you have a favorable or unfavorable opinion of each of the following Spanish-language television networks?
Estrella TV

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Hispanic Adults	12%	(120)	19%	(186)	6%	(56)	3%	(35)	25%	(248)	36%	(355)	999
Speaks only English at home	3%	(7)	11%	(28)	2%	(7)	3%	(7)	24%	(65)	57%	(151)	265
Speaks mostly English at home	9%	(22)	14%	(36)	6%	(16)	5%	(14)	27%	(70)	38%	(96)	254
Speaks both English and Spanish at home	18%	(57)	26%	(84)	7%	(21)	3%	(10)	24%	(77)	23%	(75)	323
Speaks mostly Spanish at home	17%	(19)	25%	(27)	8%	(8)	3%	(3)	25%	(27)	23%	(26)	111
Trump supporter	11%	(30)	19%	(53)	7%	(19)	6%	(17)	24%	(65)	32%	(88)	272
Biden supporter	14%	(83)	18%	(105)	5%	(29)	2%	(12)	25%	(145)	35%	(200)	573
Sports fans	14%	(97)	20%	(146)	7%	(51)	4%	(28)	25%	(177)	30%	(218)	717
Avid sports fans	21%	(62)	24%	(73)	9%	(27)	5%	(14)	20%	(61)	20%	(61)	299
Sports fans, Age: 18-34	14%	(36)	20%	(51)	11%	(28)	6%	(14)	19%	(48)	30%	(77)	253
Sports fans, Age: 35-44	18%	(32)	24%	(44)	6%	(11)	3%	(6)	26%	(46)	22%	(41)	182
Sports fans, Age: 45-64	12%	(24)	20%	(42)	4%	(8)	2%	(4)	29%	(61)	33%	(69)	209
Sports fans, Age: 65+	7%	(5)	11%	(8)	4%	(3)	4%	(3)	31%	(22)	43%	(31)	73
Movie studios should diversify teams	14%	(100)	20%	(138)	6%	(40)	3%	(19)	23%	(161)	34%	(233)	691
Movie studios should diversify stories	17%	(101)	21%	(125)	7%	(39)	2%	(15)	23%	(136)	30%	(180)	595
Concerned about Covid	13%	(111)	19%	(166)	5%	(42)	3%	(24)	25%	(212)	35%	(300)	856
No experience with Covid	11%	(37)	16%	(53)	7%	(22)	2%	(7)	24%	(79)	39%	(128)	326
Health care major factor for election	13%	(84)	19%	(124)	4%	(26)	3%	(17)	24%	(159)	38%	(249)	658
Social media users	12%	(120)	19%	(183)	6%	(55)	3%	(33)	25%	(241)	35%	(344)	975
WhatsApp users	16%	(74)	24%	(112)	6%	(28)	4%	(17)	24%	(114)	27%	(129)	474
WeChat users	22%	(13)	27%	(16)	10%	(6)	6%	(4)	17%	(10)	18%	(11)	61
Social media news source at least once a week	15%	(103)	21%	(141)	6%	(41)	3%	(23)	22%	(148)	33%	(223)	679

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

Table MCFE22_4: Do you have a favorable or unfavorable opinion of each of the following Spanish-language television networks?
ESPN Deportes

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Hispanic Adults	17% (172)	26% (258)	5% (48)	4% (36)	25% (255)	23% (230)	999
Gender: Male	22% (109)	32% (160)	6% (29)	5% (24)	20% (100)	16% (78)	500
Gender: Female	13% (63)	20% (98)	4% (19)	3% (12)	31% (154)	30% (152)	499
Age: 18-34	17% (62)	26% (97)	6% (23)	4% (13)	20% (77)	28% (106)	378
Age: 35-44	25% (56)	25% (56)	7% (16)	3% (6)	22% (48)	18% (40)	222
Age: 45-64	15% (44)	27% (79)	3% (8)	3% (9)	31% (90)	21% (60)	290
Age: 65+	9% (10)	24% (27)	1% (1)	7% (8)	36% (40)	22% (25)	110
GenZers: 1997-2012	12% (17)	23% (31)	4% (6)	3% (4)	20% (27)	37% (51)	137
Millennials: 1981-1996	23% (82)	26% (92)	7% (25)	3% (10)	21% (75)	21% (77)	361
GenXers: 1965-1980	18% (52)	28% (81)	4% (11)	4% (12)	27% (77)	19% (56)	289
Baby Boomers: 1946-1964	10% (19)	25% (48)	3% (6)	5% (9)	35% (67)	22% (42)	191
PID: Dem (no lean)	19% (86)	27% (119)	4% (16)	3% (13)	26% (113)	22% (98)	444
PID: Ind (no lean)	12% (37)	26% (82)	6% (20)	3% (8)	30% (95)	24% (76)	319
PID: Rep (no lean)	21% (48)	24% (58)	5% (13)	7% (15)	19% (46)	24% (56)	236
PID/Gender: Dem Men	27% (53)	32% (63)	5% (10)	3% (5)	20% (39)	15% (29)	199
PID/Gender: Dem Women	14% (33)	23% (56)	2% (6)	3% (8)	30% (74)	28% (68)	245
PID/Gender: Ind Men	13% (20)	36% (56)	7% (11)	4% (7)	26% (41)	13% (21)	156
PID/Gender: Ind Women	11% (17)	16% (25)	5% (9)	1% (2)	33% (54)	34% (56)	162
PID/Gender: Rep Men	25% (36)	28% (40)	6% (8)	9% (12)	14% (19)	19% (28)	144
PID/Gender: Rep Women	14% (13)	19% (17)	4% (4)	3% (3)	28% (26)	31% (29)	92
Ideo: Liberal (1-3)	21% (71)	24% (83)	5% (16)	2% (6)	27% (91)	21% (73)	341
Ideo: Moderate (4)	17% (58)	27% (92)	4% (15)	4% (12)	26% (89)	21% (71)	337
Ideo: Conservative (5-7)	17% (38)	28% (63)	5% (12)	7% (15)	22% (51)	21% (49)	227
Educ: < College	12% (68)	23% (130)	4% (21)	4% (24)	29% (168)	29% (169)	579
Educ: Bachelors degree	27% (69)	32% (82)	7% (19)	4% (9)	17% (44)	14% (35)	260
Educ: Post-grad	22% (35)	28% (45)	5% (8)	2% (3)	27% (42)	16% (26)	160
Income: Under 50k	12% (62)	24% (125)	4% (21)	4% (18)	28% (142)	29% (147)	514
Income: 50k-100k	20% (63)	27% (85)	6% (18)	4% (12)	25% (77)	19% (59)	313
Income: 100k+	27% (47)	28% (48)	6% (9)	4% (7)	21% (36)	14% (24)	171
Ethnicity: White	17% (107)	29% (180)	5% (29)	3% (22)	24% (155)	22% (139)	633
Ethnicity: Hispanic	17% (172)	26% (258)	5% (48)	4% (36)	25% (255)	23% (230)	999

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Table MCFE22_4: Do you have a favorable or unfavorable opinion of each of the following Spanish-language television networks?
ESPN Deportes

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Hispanic Adults	17%	(172)	26%	(258)	5%	(48)	4%	(36)	25%	(255)	23%	(230)	999
Ethnicity: Black	25%	(14)	18%	(10)	6%	(4)	5%	(3)	25%	(14)	21%	(12)	57
Ethnicity: Other	16%	(50)	22%	(67)	5%	(15)	4%	(12)	28%	(85)	26%	(79)	309
All Christian	22%	(122)	28%	(154)	5%	(28)	4%	(24)	24%	(133)	17%	(94)	553
Agnostic/Nothing in particular	11%	(26)	23%	(52)	4%	(9)	2%	(4)	29%	(68)	32%	(74)	233
Something Else	11%	(14)	22%	(29)	2%	(3)	3%	(4)	29%	(38)	33%	(44)	133
Evangelical	18%	(42)	27%	(65)	7%	(16)	2%	(5)	23%	(56)	23%	(54)	238
Non-Evangelical	21%	(91)	25%	(110)	3%	(13)	5%	(22)	26%	(115)	19%	(83)	435
Community: Urban	22%	(98)	25%	(115)	5%	(24)	3%	(14)	24%	(107)	21%	(96)	454
Community: Suburban	15%	(64)	27%	(116)	5%	(20)	5%	(20)	26%	(113)	23%	(99)	431
Community: Rural	9%	(10)	23%	(27)	4%	(4)	3%	(3)	30%	(34)	31%	(36)	114
Employ: Private Sector	26%	(95)	30%	(112)	8%	(30)	4%	(13)	17%	(64)	15%	(56)	370
Employ: Government	21%	(16)	27%	(20)	3%	(2)	4%	(3)	30%	(23)	14%	(11)	75
Employ: Self-Employed	17%	(16)	26%	(24)	4%	(4)	3%	(3)	26%	(25)	24%	(22)	95
Employ: Student	9%	(6)	28%	(18)	6%	(4)	4%	(2)	24%	(15)	29%	(18)	64
Employ: Retired	8%	(10)	17%	(21)	1%	(1)	5%	(7)	41%	(49)	28%	(33)	120
Employ: Unemployed	8%	(13)	24%	(38)	4%	(6)	4%	(6)	27%	(42)	33%	(52)	156
Employ: Other	12%	(9)	20%	(14)	—	(0)	4%	(2)	32%	(23)	32%	(22)	70
Military HH: Yes	12%	(14)	27%	(32)	4%	(4)	7%	(8)	21%	(25)	30%	(35)	117
Military HH: No	18%	(158)	26%	(226)	5%	(44)	3%	(29)	26%	(230)	22%	(195)	882
RD/WT: Right Direction	26%	(69)	28%	(75)	7%	(19)	6%	(16)	18%	(49)	16%	(42)	270
RD/WT: Wrong Track	14%	(103)	25%	(183)	4%	(29)	3%	(20)	28%	(206)	26%	(188)	729
Trump Job Approve	21%	(69)	26%	(83)	6%	(20)	6%	(21)	22%	(70)	18%	(58)	320
Trump Job Disapprove	16%	(101)	26%	(165)	4%	(26)	2%	(14)	27%	(171)	25%	(155)	633
Trump Job Strongly Approve	23%	(39)	22%	(38)	5%	(9)	9%	(16)	21%	(35)	19%	(32)	170
Trump Job Somewhat Approve	19%	(29)	30%	(44)	7%	(11)	3%	(5)	23%	(35)	17%	(26)	150
Trump Job Somewhat Disapprove	16%	(22)	32%	(42)	7%	(9)	1%	(1)	21%	(28)	24%	(32)	134
Trump Job Strongly Disapprove	16%	(79)	25%	(123)	3%	(17)	3%	(13)	29%	(143)	25%	(123)	499
Favorable of Trump	21%	(67)	28%	(89)	7%	(22)	6%	(19)	22%	(69)	17%	(53)	318
Unfavorable of Trump	16%	(100)	26%	(159)	3%	(20)	2%	(15)	27%	(168)	25%	(158)	622

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Table MCFE22_4: Do you have a favorable or unfavorable opinion of each of the following Spanish-language television networks?

ESPN Deportes

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Hispanic Adults	17%	(172)	26%	(258)	5%	(48)	4%	(36)	25%	(255)	23%	(230)	999
Very Favorable of Trump	23%	(41)	24%	(43)	7%	(12)	9%	(17)	18%	(33)	19%	(34)	180
Somewhat Favorable of Trump	19%	(26)	33%	(46)	7%	(10)	1%	(2)	26%	(36)	14%	(19)	138
Somewhat Unfavorable of Trump	20%	(22)	29%	(31)	6%	(6)	2%	(2)	20%	(21)	23%	(24)	106
Very Unfavorable of Trump	15%	(79)	25%	(129)	3%	(14)	3%	(13)	29%	(147)	26%	(134)	515
#1 Issue: Economy	19%	(75)	27%	(104)	4%	(16)	4%	(17)	24%	(95)	21%	(82)	388
#1 Issue: Security	20%	(15)	30%	(23)	8%	(6)	4%	(3)	16%	(12)	22%	(17)	77
#1 Issue: Health Care	18%	(38)	28%	(61)	5%	(11)	2%	(4)	27%	(58)	19%	(41)	213
#1 Issue: Medicare / Social Security	11%	(8)	25%	(19)	2%	(1)	3%	(2)	40%	(31)	20%	(15)	76
#1 Issue: Women's Issues	14%	(9)	19%	(12)	2%	(1)	7%	(5)	23%	(15)	35%	(23)	65
#1 Issue: Education	16%	(9)	24%	(14)	11%	(6)	4%	(2)	22%	(12)	24%	(13)	57
#1 Issue: Energy	18%	(10)	21%	(12)	8%	(5)	4%	(2)	25%	(14)	23%	(13)	56
#1 Issue: Other	11%	(7)	20%	(14)	2%	(1)	2%	(1)	26%	(17)	39%	(26)	67
2018 House Vote: Democrat	23%	(87)	29%	(107)	5%	(18)	2%	(9)	24%	(88)	17%	(64)	373
2018 House Vote: Republican	19%	(39)	25%	(51)	8%	(16)	9%	(18)	19%	(39)	20%	(41)	205
2016 Vote: Hillary Clinton	21%	(78)	29%	(104)	4%	(16)	2%	(6)	26%	(94)	18%	(66)	364
2016 Vote: Donald Trump	20%	(43)	26%	(57)	7%	(15)	8%	(16)	22%	(48)	18%	(39)	217
2016 Vote: Didn't Vote	13%	(49)	23%	(88)	4%	(16)	3%	(12)	26%	(100)	31%	(117)	382
Voted in 2014: Yes	21%	(106)	27%	(133)	5%	(26)	4%	(22)	25%	(124)	18%	(90)	502
Voted in 2014: No	13%	(66)	25%	(125)	4%	(22)	3%	(15)	26%	(130)	28%	(140)	497
2012 Vote: Barack Obama	22%	(83)	28%	(108)	5%	(17)	2%	(9)	26%	(99)	17%	(65)	382
2012 Vote: Mitt Romney	19%	(25)	22%	(28)	6%	(8)	8%	(10)	23%	(30)	21%	(27)	128
2012 Vote: Didn't Vote	14%	(64)	25%	(116)	5%	(22)	3%	(16)	25%	(117)	29%	(134)	468
4-Region: Northeast	21%	(36)	24%	(40)	3%	(5)	4%	(7)	29%	(49)	19%	(32)	170
4-Region: Midwest	14%	(14)	32%	(31)	6%	(6)	6%	(6)	21%	(20)	22%	(21)	97
4-Region: South	17%	(77)	25%	(113)	6%	(27)	4%	(19)	25%	(109)	23%	(100)	445
4-Region: West	16%	(45)	26%	(74)	3%	(10)	2%	(4)	27%	(77)	27%	(76)	286
Mexican	16%	(74)	24%	(112)	6%	(26)	4%	(17)	25%	(114)	26%	(122)	465
Puerto Rican	16%	(28)	26%	(46)	6%	(11)	2%	(4)	29%	(52)	21%	(37)	179
Cuban	19%	(15)	31%	(25)	1%	(1)	6%	(5)	25%	(20)	18%	(14)	81
Other South American	33%	(40)	28%	(33)	2%	(3)	4%	(5)	19%	(22)	14%	(16)	119

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Table MCFE22_4: Do you have a favorable or unfavorable opinion of each of the following Spanish-language television networks?
ESPN Deportes

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Hispanic Adults	17%	(172)	26%	(258)	5%	(48)	4%	(36)	25%	(255)	23%	(230)	999
Speaks only English at home	7%	(20)	17%	(44)	4%	(10)	2%	(5)	28%	(73)	43%	(114)	265
Speaks mostly English at home	13%	(32)	27%	(67)	3%	(7)	6%	(16)	32%	(81)	20%	(51)	254
Speaks both English and Spanish at home	24%	(78)	29%	(95)	6%	(20)	3%	(11)	23%	(73)	14%	(46)	323
Speaks mostly Spanish at home	28%	(31)	28%	(31)	8%	(9)	4%	(5)	18%	(20)	14%	(15)	111
Trump supporter	21%	(56)	25%	(68)	6%	(17)	7%	(18)	23%	(62)	19%	(50)	272
Biden supporter	18%	(104)	27%	(154)	4%	(23)	2%	(13)	26%	(148)	23%	(131)	573
Sports fans	22%	(159)	31%	(222)	6%	(42)	4%	(27)	21%	(153)	16%	(114)	717
Avid sports fans	35%	(105)	34%	(103)	5%	(15)	4%	(11)	12%	(36)	10%	(29)	299
Sports fans, Age: 18-34	22%	(55)	33%	(84)	8%	(21)	3%	(7)	17%	(42)	17%	(44)	253
Sports fans, Age: 35-44	30%	(54)	29%	(53)	7%	(13)	3%	(6)	18%	(32)	13%	(24)	182
Sports fans, Age: 45-64	19%	(40)	31%	(65)	3%	(7)	3%	(7)	26%	(55)	16%	(34)	209
Sports fans, Age: 65+	13%	(9)	28%	(20)	1%	(1)	9%	(7)	32%	(24)	16%	(12)	73
Movie studios should diversify teams	20%	(141)	30%	(207)	4%	(30)	2%	(17)	22%	(155)	21%	(143)	691
Movie studios should diversify stories	22%	(132)	31%	(183)	5%	(31)	2%	(13)	21%	(126)	18%	(110)	595
Concerned about Covid	18%	(158)	26%	(225)	5%	(43)	3%	(24)	25%	(217)	22%	(189)	856
No experience with Covid	15%	(48)	25%	(80)	3%	(10)	3%	(9)	29%	(93)	26%	(86)	326
Health care major factor for election	18%	(121)	27%	(175)	3%	(19)	3%	(21)	26%	(171)	23%	(151)	658
Social media users	18%	(172)	26%	(253)	5%	(47)	4%	(36)	26%	(250)	22%	(218)	975
WhatsApp users	24%	(115)	32%	(153)	6%	(30)	3%	(14)	20%	(95)	14%	(66)	474
WeChat users	20%	(12)	37%	(22)	14%	(9)	6%	(3)	11%	(7)	13%	(8)	61
Social media news source at least once a week	22%	(149)	28%	(191)	5%	(37)	3%	(21)	22%	(146)	20%	(135)	679

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

Table MCFE22_5: Do you have a favorable or unfavorable opinion of each of the following Spanish-language television networks?

Fox Deportes

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Hispanic Adults	15% (150)	25% (246)	6% (63)	4% (41)	26% (261)	24% (238)	999
Gender: Male	19% (96)	29% (147)	6% (30)	5% (25)	23% (112)	18% (89)	500
Gender: Female	11% (53)	20% (99)	7% (33)	3% (16)	30% (149)	30% (150)	499
Age: 18-34	15% (55)	23% (88)	8% (29)	6% (21)	24% (89)	25% (95)	378
Age: 35-44	21% (47)	26% (57)	9% (21)	3% (6)	22% (49)	19% (42)	222
Age: 45-64	14% (40)	26% (74)	2% (7)	4% (10)	31% (89)	24% (69)	290
Age: 65+	7% (8)	24% (26)	6% (6)	3% (3)	31% (35)	29% (32)	110
GenZers: 1997-2012	11% (15)	18% (25)	10% (13)	5% (7)	26% (35)	31% (42)	137
Millennials: 1981-1996	19% (69)	26% (93)	7% (25)	5% (17)	22% (79)	22% (78)	361
GenXers: 1965-1980	16% (47)	27% (79)	5% (15)	4% (13)	26% (75)	21% (60)	289
Baby Boomers: 1946-1964	9% (17)	22% (43)	5% (9)	2% (4)	35% (66)	28% (53)	191
PID: Dem (no lean)	16% (69)	26% (115)	6% (26)	3% (15)	26% (114)	24% (105)	444
PID: Ind (no lean)	11% (34)	24% (78)	7% (22)	4% (13)	31% (98)	23% (74)	319
PID: Rep (no lean)	20% (47)	23% (53)	7% (15)	5% (13)	21% (49)	25% (59)	236
PID/Gender: Dem Men	21% (42)	30% (60)	6% (12)	4% (7)	21% (42)	18% (37)	199
PID/Gender: Dem Women	11% (27)	22% (55)	5% (13)	3% (8)	30% (72)	28% (69)	245
PID/Gender: Ind Men	12% (18)	34% (53)	5% (8)	5% (8)	29% (45)	15% (24)	156
PID/Gender: Ind Women	10% (16)	15% (24)	8% (14)	3% (5)	33% (54)	31% (51)	162
PID/Gender: Rep Men	25% (36)	23% (33)	7% (9)	7% (10)	18% (26)	20% (29)	144
PID/Gender: Rep Women	11% (10)	21% (20)	7% (6)	3% (3)	25% (23)	33% (30)	92
Ideo: Liberal (1-3)	18% (60)	25% (87)	6% (21)	5% (16)	24% (82)	22% (74)	341
Ideo: Moderate (4)	15% (50)	24% (81)	6% (21)	4% (12)	28% (94)	23% (78)	337
Ideo: Conservative (5-7)	15% (35)	27% (62)	8% (17)	4% (9)	24% (54)	22% (50)	227
Educ: < College	10% (57)	21% (122)	6% (34)	4% (25)	30% (174)	29% (169)	579
Educ: Bachelors degree	22% (58)	32% (82)	8% (20)	3% (9)	20% (51)	15% (39)	260
Educ: Post-grad	22% (35)	26% (42)	6% (9)	4% (7)	23% (37)	19% (30)	160
Income: Under 50k	11% (55)	24% (123)	6% (31)	4% (21)	27% (137)	29% (149)	514
Income: 50k-100k	19% (59)	24% (76)	6% (18)	4% (12)	26% (82)	22% (67)	313
Income: 100k+	21% (36)	28% (47)	8% (14)	5% (8)	25% (43)	13% (22)	171
Ethnicity: White	16% (98)	26% (162)	6% (41)	3% (22)	26% (168)	22% (142)	633
Ethnicity: Hispanic	15% (150)	25% (246)	6% (63)	4% (41)	26% (261)	24% (238)	999

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Table MCFE22_5: Do you have a favorable or unfavorable opinion of each of the following Spanish-language television networks?

Fox Deportes

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Hispanic Adults	15%	(150)	25%	(246)	6%	(63)	4%	(41)	26%	(261)	24%	(238)	999
Ethnicity: Black	21%	(12)	22%	(12)	5%	(3)	6%	(3)	20%	(11)	27%	(15)	57
Ethnicity: Other	13%	(39)	23%	(71)	6%	(19)	5%	(16)	27%	(82)	26%	(81)	309
All Christian	19%	(108)	25%	(139)	7%	(39)	4%	(21)	26%	(142)	19%	(104)	553
Agnostic/Nothing in particular	8%	(19)	24%	(55)	4%	(9)	3%	(8)	29%	(68)	32%	(75)	233
Something Else	10%	(13)	21%	(28)	5%	(7)	4%	(5)	31%	(41)	30%	(40)	133
Evangelical	18%	(42)	24%	(58)	4%	(10)	5%	(11)	23%	(56)	26%	(62)	238
Non-Evangelical	17%	(76)	23%	(102)	8%	(34)	4%	(16)	29%	(126)	19%	(81)	435
Community: Urban	21%	(94)	23%	(107)	7%	(33)	4%	(16)	24%	(109)	21%	(97)	454
Community: Suburban	11%	(49)	26%	(112)	5%	(23)	5%	(20)	27%	(118)	26%	(111)	431
Community: Rural	6%	(7)	24%	(27)	7%	(8)	4%	(4)	31%	(35)	27%	(31)	114
Employ: Private Sector	22%	(83)	30%	(113)	7%	(26)	4%	(17)	18%	(67)	17%	(64)	370
Employ: Government	13%	(10)	34%	(25)	7%	(6)	2%	(2)	28%	(21)	16%	(12)	75
Employ: Self-Employed	18%	(17)	22%	(21)	7%	(7)	5%	(5)	25%	(24)	22%	(21)	95
Employ: Student	8%	(5)	23%	(15)	8%	(5)	7%	(4)	31%	(20)	23%	(15)	64
Employ: Retired	4%	(5)	19%	(22)	3%	(4)	3%	(4)	38%	(46)	32%	(39)	120
Employ: Unemployed	8%	(12)	21%	(33)	6%	(10)	5%	(9)	29%	(46)	30%	(47)	156
Employ: Other	13%	(9)	13%	(9)	6%	(4)	—	(0)	31%	(22)	37%	(26)	70
Military HH: Yes	7%	(8)	23%	(27)	10%	(12)	7%	(8)	20%	(24)	32%	(38)	117
Military HH: No	16%	(141)	25%	(219)	6%	(51)	4%	(33)	27%	(238)	23%	(200)	882
RD/WT: Right Direction	24%	(66)	26%	(70)	9%	(25)	5%	(14)	20%	(54)	15%	(42)	270
RD/WT: Wrong Track	12%	(84)	24%	(176)	5%	(38)	4%	(27)	28%	(207)	27%	(197)	729
Trump Job Approve	21%	(68)	23%	(74)	9%	(29)	5%	(14)	23%	(74)	19%	(61)	320
Trump Job Disapprove	12%	(78)	26%	(163)	5%	(32)	4%	(26)	27%	(170)	26%	(162)	633
Trump Job Strongly Approve	23%	(40)	20%	(35)	8%	(13)	7%	(11)	21%	(35)	21%	(35)	170
Trump Job Somewhat Approve	19%	(28)	26%	(39)	10%	(15)	2%	(3)	26%	(39)	17%	(25)	150
Trump Job Somewhat Disapprove	15%	(21)	27%	(36)	7%	(9)	3%	(4)	29%	(39)	19%	(25)	134
Trump Job Strongly Disapprove	12%	(58)	26%	(128)	5%	(23)	4%	(22)	26%	(131)	27%	(137)	499
Favorable of Trump	21%	(66)	26%	(82)	9%	(27)	5%	(17)	23%	(72)	17%	(54)	318
Unfavorable of Trump	13%	(78)	25%	(154)	5%	(33)	3%	(21)	27%	(170)	27%	(166)	622

Continued on next page

Table MCFE22_5: Do you have a favorable or unfavorable opinion of each of the following Spanish-language television networks?

Fox Deportes

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Hispanic Adults	15%	(150)	25%	(246)	6%	(63)	4%	(41)	26%	(261)	24%	(238)	999
Very Favorable of Trump	24%	(44)	21%	(38)	8%	(14)	8%	(14)	18%	(33)	21%	(37)	180
Somewhat Favorable of Trump	16%	(22)	31%	(44)	10%	(13)	2%	(3)	29%	(40)	12%	(17)	138
Somewhat Unfavorable of Trump	20%	(21)	24%	(26)	7%	(8)	2%	(2)	26%	(28)	21%	(22)	106
Very Unfavorable of Trump	11%	(57)	25%	(128)	5%	(25)	4%	(19)	28%	(142)	28%	(144)	515
#1 Issue: Economy	17%	(68)	25%	(97)	6%	(22)	3%	(10)	26%	(101)	23%	(90)	388
#1 Issue: Security	28%	(21)	21%	(17)	9%	(7)	5%	(4)	21%	(16)	16%	(12)	77
#1 Issue: Health Care	14%	(30)	29%	(62)	7%	(14)	4%	(9)	25%	(54)	21%	(44)	213
#1 Issue: Medicare / Social Security	11%	(8)	19%	(14)	8%	(6)	3%	(2)	34%	(26)	26%	(20)	76
#1 Issue: Women's Issues	11%	(7)	25%	(16)	5%	(3)	5%	(3)	29%	(19)	26%	(17)	65
#1 Issue: Education	12%	(7)	18%	(11)	2%	(1)	13%	(8)	35%	(20)	19%	(11)	57
#1 Issue: Energy	10%	(6)	23%	(13)	18%	(10)	4%	(2)	20%	(11)	25%	(14)	56
#1 Issue: Other	6%	(4)	24%	(16)	—	(0)	4%	(3)	20%	(13)	46%	(31)	67
2018 House Vote: Democrat	17%	(63)	28%	(105)	6%	(21)	5%	(17)	24%	(90)	21%	(77)	373
2018 House Vote: Republican	21%	(44)	23%	(48)	8%	(17)	5%	(11)	20%	(41)	22%	(45)	205
2016 Vote: Hillary Clinton	17%	(63)	27%	(99)	5%	(17)	4%	(14)	26%	(94)	21%	(77)	364
2016 Vote: Donald Trump	19%	(41)	25%	(54)	8%	(17)	5%	(12)	22%	(49)	21%	(46)	217
2016 Vote: Didn't Vote	12%	(45)	22%	(82)	7%	(26)	4%	(15)	28%	(108)	28%	(106)	382
Voted in 2014: Yes	17%	(84)	27%	(134)	7%	(33)	5%	(24)	25%	(125)	20%	(101)	502
Voted in 2014: No	13%	(66)	22%	(111)	6%	(30)	3%	(17)	27%	(137)	28%	(137)	497
2012 Vote: Barack Obama	16%	(63)	28%	(108)	6%	(23)	4%	(17)	26%	(99)	19%	(72)	382
2012 Vote: Mitt Romney	19%	(24)	22%	(28)	6%	(8)	3%	(4)	23%	(29)	26%	(33)	128
2012 Vote: Didn't Vote	13%	(61)	22%	(103)	6%	(30)	4%	(18)	27%	(127)	27%	(128)	468
4-Region: Northeast	19%	(32)	19%	(33)	7%	(12)	5%	(9)	27%	(47)	22%	(38)	170
4-Region: Midwest	9%	(8)	27%	(26)	10%	(9)	6%	(5)	28%	(27)	21%	(20)	97
4-Region: South	16%	(70)	26%	(117)	7%	(31)	4%	(18)	26%	(117)	21%	(92)	445
4-Region: West	14%	(39)	24%	(69)	4%	(11)	3%	(8)	25%	(71)	31%	(88)	286
Mexican	12%	(56)	24%	(111)	6%	(29)	4%	(17)	28%	(131)	26%	(121)	465
Puerto Rican	15%	(27)	27%	(49)	6%	(10)	4%	(8)	21%	(38)	27%	(48)	179
Cuban	16%	(13)	24%	(20)	5%	(4)	6%	(5)	31%	(25)	17%	(14)	81
Other South American	31%	(37)	22%	(27)	6%	(8)	5%	(6)	22%	(27)	13%	(15)	119

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Table MCFE22_5: Do you have a favorable or unfavorable opinion of each of the following Spanish-language television networks?

Fox Deportes

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Hispanic Adults	15%	(150)	25%	(246)	6%	(63)	4%	(41)	26%	(261)	24%	(238)	999
Speaks only English at home	6%	(17)	12%	(33)	4%	(12)	4%	(12)	29%	(78)	43%	(114)	265
Speaks mostly English at home	11%	(29)	26%	(65)	6%	(15)	5%	(12)	30%	(77)	22%	(56)	254
Speaks both English and Spanish at home	20%	(64)	31%	(100)	8%	(27)	3%	(11)	22%	(71)	16%	(51)	323
Speaks mostly Spanish at home	27%	(30)	25%	(28)	7%	(8)	5%	(5)	24%	(26)	12%	(14)	111
Trump supporter	21%	(56)	23%	(63)	9%	(23)	5%	(15)	24%	(64)	19%	(51)	272
Biden supporter	14%	(82)	27%	(155)	5%	(30)	4%	(23)	26%	(147)	24%	(137)	573
Sports fans	19%	(140)	30%	(214)	7%	(49)	4%	(31)	23%	(163)	17%	(121)	717
Avid sports fans	32%	(95)	35%	(105)	5%	(14)	4%	(13)	14%	(42)	10%	(30)	299
Sports fans, Age: 18-34	20%	(50)	30%	(77)	8%	(21)	6%	(16)	20%	(50)	15%	(39)	253
Sports fans, Age: 35-44	25%	(46)	29%	(52)	9%	(17)	3%	(5)	19%	(34)	15%	(27)	182
Sports fans, Age: 45-64	17%	(37)	30%	(63)	3%	(6)	3%	(7)	27%	(57)	19%	(40)	209
Sports fans, Age: 65+	9%	(7)	30%	(22)	7%	(5)	4%	(3)	30%	(22)	20%	(14)	73
Movie studios should diversify teams	18%	(126)	27%	(187)	6%	(41)	4%	(27)	23%	(159)	22%	(150)	691
Movie studios should diversify stories	19%	(114)	29%	(174)	7%	(39)	4%	(22)	22%	(129)	20%	(117)	595
Concerned about Covid	15%	(131)	26%	(221)	6%	(48)	4%	(33)	26%	(221)	24%	(202)	856
No experience with Covid	13%	(41)	25%	(81)	6%	(19)	2%	(7)	29%	(94)	26%	(84)	326
Health care major factor for election	14%	(90)	27%	(175)	6%	(37)	4%	(25)	25%	(164)	25%	(167)	658
Social media users	15%	(150)	25%	(242)	6%	(62)	4%	(40)	26%	(254)	23%	(228)	975
WhatsApp users	23%	(108)	30%	(142)	7%	(34)	4%	(20)	21%	(100)	15%	(72)	474
WeChat users	35%	(21)	27%	(17)	8%	(5)	8%	(5)	8%	(5)	13%	(8)	61
Social media news source at least once a week	19%	(130)	28%	(189)	6%	(38)	5%	(32)	23%	(156)	20%	(134)	679

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

Table MCFE22_6: Do you have a favorable or unfavorable opinion of each of the following Spanish-language television networks?
Galavision

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Hispanic Adults	17% (168)	24% (236)	5% (51)	4% (35)	28% (281)	23% (227)	999
Gender: Male	17% (86)	25% (127)	4% (21)	5% (24)	28% (139)	21% (103)	500
Gender: Female	16% (82)	22% (109)	6% (30)	2% (11)	29% (142)	25% (124)	499
Age: 18-34	15% (56)	20% (74)	4% (17)	4% (17)	25% (93)	32% (122)	378
Age: 35-44	19% (42)	25% (54)	9% (20)	2% (5)	28% (61)	18% (39)	222
Age: 45-64	17% (50)	28% (82)	3% (10)	3% (9)	30% (87)	18% (52)	290
Age: 65+	18% (20)	23% (25)	4% (5)	5% (5)	37% (40)	13% (15)	110
GenZers: 1997-2012	6% (9)	16% (22)	5% (7)	4% (5)	28% (38)	41% (56)	137
Millennials: 1981-1996	20% (71)	22% (79)	4% (16)	3% (13)	24% (88)	26% (94)	361
GenXers: 1965-1980	17% (50)	29% (83)	7% (19)	3% (8)	28% (81)	16% (47)	289
Baby Boomers: 1946-1964	19% (36)	23% (44)	4% (8)	4% (8)	36% (69)	14% (27)	191
PID: Dem (no lean)	19% (83)	29% (131)	4% (20)	1% (6)	24% (107)	22% (98)	444
PID: Ind (no lean)	12% (38)	20% (63)	6% (18)	3% (10)	36% (114)	23% (75)	319
PID: Rep (no lean)	20% (47)	18% (42)	6% (13)	8% (18)	26% (61)	23% (55)	236
PID/Gender: Dem Men	17% (34)	33% (65)	4% (8)	2% (4)	23% (47)	21% (41)	199
PID/Gender: Dem Women	20% (49)	27% (66)	5% (11)	1% (2)	25% (60)	23% (57)	245
PID/Gender: Ind Men	11% (18)	23% (37)	3% (5)	5% (8)	38% (60)	19% (30)	156
PID/Gender: Ind Women	12% (20)	16% (26)	9% (14)	2% (3)	33% (54)	28% (45)	162
PID/Gender: Rep Men	24% (34)	17% (25)	6% (8)	8% (12)	23% (32)	22% (32)	144
PID/Gender: Rep Women	14% (13)	19% (17)	5% (5)	7% (6)	31% (28)	25% (23)	92
Ideo: Liberal (1-3)	20% (67)	25% (86)	4% (14)	2% (7)	25% (85)	24% (82)	341
Ideo: Moderate (4)	15% (52)	25% (86)	5% (18)	3% (9)	32% (108)	19% (65)	337
Ideo: Conservative (5-7)	18% (41)	22% (49)	7% (16)	8% (17)	25% (57)	20% (46)	227
Educ: < College	15% (87)	22% (128)	5% (28)	4% (22)	29% (170)	25% (144)	579
Educ: Bachelors degree	21% (54)	23% (59)	6% (16)	4% (11)	26% (68)	20% (52)	260
Educ: Post-grad	17% (27)	30% (49)	4% (7)	1% (2)	27% (43)	20% (32)	160
Income: Under 50k	15% (77)	21% (108)	4% (20)	4% (19)	28% (146)	28% (144)	514
Income: 50k-100k	18% (55)	23% (73)	7% (21)	4% (12)	30% (95)	18% (57)	313
Income: 100k+	21% (36)	32% (55)	6% (10)	3% (5)	23% (40)	15% (26)	171
Ethnicity: White	18% (111)	25% (157)	5% (32)	4% (22)	28% (178)	21% (132)	633
Ethnicity: Hispanic	17% (168)	24% (236)	5% (51)	4% (35)	28% (281)	23% (227)	999

Continued on next page

Table MCFE22_6: Do you have a favorable or unfavorable opinion of each of the following Spanish-language television networks?
Galavision

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Hispanic Adults	17%	(168)	24%	(236)	5%	(51)	4%	(35)	28%	(281)	23%	(227)	999
Ethnicity: Black	18%	(10)	21%	(12)	7%	(4)	3%	(2)	24%	(14)	28%	(16)	57
Ethnicity: Other	15%	(47)	22%	(67)	5%	(15)	4%	(11)	29%	(90)	26%	(79)	309
All Christian	21%	(115)	26%	(145)	6%	(33)	3%	(15)	28%	(155)	16%	(91)	553
Agnostic/Nothing in particular	9%	(21)	21%	(48)	3%	(8)	5%	(11)	30%	(71)	32%	(74)	233
Something Else	12%	(16)	19%	(25)	6%	(8)	2%	(3)	31%	(41)	29%	(39)	133
Evangelical	20%	(48)	24%	(57)	8%	(18)	3%	(6)	26%	(63)	19%	(46)	238
Non-Evangelical	18%	(80)	25%	(107)	5%	(23)	3%	(12)	30%	(132)	19%	(81)	435
Community: Urban	20%	(91)	24%	(110)	7%	(30)	2%	(9)	27%	(124)	20%	(90)	454
Community: Suburban	14%	(59)	24%	(105)	4%	(19)	5%	(22)	30%	(128)	23%	(98)	431
Community: Rural	16%	(18)	19%	(21)	2%	(2)	3%	(4)	26%	(29)	34%	(39)	114
Employ: Private Sector	19%	(70)	28%	(105)	6%	(23)	4%	(15)	23%	(84)	20%	(73)	370
Employ: Government	21%	(16)	21%	(16)	8%	(6)	2%	(1)	33%	(24)	15%	(11)	75
Employ: Self-Employed	18%	(17)	22%	(21)	3%	(3)	2%	(1)	33%	(31)	23%	(22)	95
Employ: Student	7%	(4)	17%	(11)	5%	(3)	7%	(4)	24%	(15)	40%	(25)	64
Employ: Retired	18%	(22)	22%	(26)	3%	(3)	5%	(6)	38%	(46)	15%	(18)	120
Employ: Unemployed	13%	(20)	22%	(35)	6%	(9)	3%	(5)	29%	(45)	27%	(42)	156
Employ: Other	16%	(11)	17%	(12)	1%	(1)	1%	(1)	33%	(23)	31%	(22)	70
Military HH: Yes	13%	(15)	21%	(25)	6%	(7)	6%	(7)	25%	(29)	29%	(34)	117
Military HH: No	17%	(153)	24%	(211)	5%	(44)	3%	(28)	29%	(253)	22%	(193)	882
RD/WT: Right Direction	21%	(58)	22%	(60)	7%	(19)	6%	(17)	26%	(70)	17%	(47)	270
RD/WT: Wrong Track	15%	(110)	24%	(176)	4%	(32)	3%	(18)	29%	(211)	25%	(180)	729
Trump Job Approve	19%	(59)	22%	(69)	6%	(18)	7%	(21)	27%	(85)	21%	(67)	320
Trump Job Disapprove	17%	(105)	26%	(162)	5%	(31)	2%	(14)	28%	(174)	23%	(146)	633
Trump Job Strongly Approve	24%	(41)	17%	(28)	5%	(8)	8%	(13)	29%	(49)	18%	(31)	170
Trump Job Somewhat Approve	12%	(19)	27%	(41)	6%	(10)	5%	(8)	24%	(36)	24%	(37)	150
Trump Job Somewhat Disapprove	14%	(19)	28%	(37)	7%	(9)	3%	(4)	26%	(35)	23%	(30)	134
Trump Job Strongly Disapprove	17%	(86)	25%	(125)	4%	(22)	2%	(10)	28%	(139)	23%	(116)	499
Favorable of Trump	19%	(59)	22%	(69)	6%	(19)	7%	(21)	28%	(90)	19%	(60)	318
Unfavorable of Trump	17%	(104)	26%	(159)	4%	(27)	2%	(11)	27%	(167)	25%	(154)	622

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Table MCFE22_6: Do you have a favorable or unfavorable opinion of each of the following Spanish-language television networks?
Galavision

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Hispanic Adults	17%	(168)	24%	(236)	5%	(51)	4%	(35)	28%	(281)	23%	(227)	999
Very Favorable of Trump	23%	(42)	19%	(33)	5%	(8)	10%	(17)	25%	(45)	19%	(34)	180
Somewhat Favorable of Trump	13%	(18)	26%	(35)	8%	(11)	3%	(4)	32%	(45)	19%	(26)	138
Somewhat Unfavorable of Trump	15%	(16)	31%	(33)	6%	(6)	2%	(2)	17%	(18)	29%	(31)	106
Very Unfavorable of Trump	17%	(88)	24%	(125)	4%	(21)	2%	(9)	29%	(149)	24%	(123)	515
#1 Issue: Economy	15%	(57)	23%	(91)	6%	(22)	5%	(20)	29%	(111)	23%	(87)	388
#1 Issue: Security	27%	(21)	18%	(14)	4%	(3)	3%	(2)	31%	(24)	17%	(13)	77
#1 Issue: Health Care	19%	(41)	30%	(63)	5%	(10)	2%	(5)	25%	(54)	19%	(40)	213
#1 Issue: Medicare / Social Security	23%	(18)	28%	(21)	2%	(2)	—	(0)	32%	(24)	15%	(11)	76
#1 Issue: Women's Issues	11%	(7)	22%	(14)	3%	(2)	3%	(2)	25%	(16)	36%	(23)	65
#1 Issue: Education	8%	(5)	24%	(14)	8%	(5)	9%	(5)	28%	(16)	22%	(13)	57
#1 Issue: Energy	10%	(5)	15%	(8)	10%	(6)	2%	(1)	33%	(18)	30%	(17)	56
#1 Issue: Other	21%	(14)	15%	(10)	1%	(1)	—	(0)	27%	(18)	35%	(24)	67
2018 House Vote: Democrat	22%	(83)	29%	(108)	5%	(19)	1%	(5)	26%	(96)	17%	(62)	373
2018 House Vote: Republican	21%	(42)	20%	(41)	6%	(13)	9%	(18)	25%	(51)	19%	(40)	205
2016 Vote: Hillary Clinton	22%	(80)	30%	(108)	4%	(14)	1%	(3)	27%	(99)	16%	(60)	364
2016 Vote: Donald Trump	22%	(47)	20%	(44)	7%	(14)	8%	(17)	26%	(57)	17%	(38)	217
2016 Vote: Didn't Vote	10%	(39)	20%	(77)	5%	(21)	3%	(13)	29%	(112)	31%	(120)	382
Voted in 2014: Yes	21%	(107)	26%	(130)	6%	(29)	3%	(16)	26%	(129)	18%	(90)	502
Voted in 2014: No	12%	(61)	21%	(106)	4%	(22)	4%	(20)	31%	(152)	28%	(137)	497
2012 Vote: Barack Obama	23%	(86)	28%	(106)	4%	(16)	1%	(6)	26%	(99)	18%	(68)	382
2012 Vote: Mitt Romney	19%	(24)	22%	(28)	8%	(10)	5%	(7)	29%	(37)	18%	(24)	128
2012 Vote: Didn't Vote	12%	(56)	21%	(97)	5%	(23)	4%	(19)	30%	(139)	29%	(134)	468
4-Region: Northeast	17%	(29)	22%	(37)	3%	(5)	5%	(9)	33%	(56)	20%	(34)	170
4-Region: Midwest	9%	(8)	26%	(25)	7%	(6)	4%	(4)	26%	(25)	29%	(28)	97
4-Region: South	17%	(74)	24%	(109)	7%	(30)	5%	(20)	28%	(125)	19%	(87)	445
4-Region: West	20%	(57)	23%	(64)	3%	(9)	1%	(2)	26%	(75)	27%	(79)	286
Mexican	19%	(88)	24%	(111)	6%	(26)	4%	(16)	26%	(119)	23%	(105)	465
Puerto Rican	16%	(28)	24%	(43)	4%	(7)	5%	(8)	26%	(47)	26%	(46)	179
Cuban	13%	(11)	26%	(21)	2%	(2)	2%	(2)	41%	(33)	16%	(13)	81
Other South American	17%	(20)	27%	(32)	8%	(10)	4%	(4)	29%	(35)	16%	(19)	119

Continued on next page

Table MCFE22_6: Do you have a favorable or unfavorable opinion of each of the following Spanish-language television networks?
Galavision

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Hispanic Adults	17% (168)	24% (236)	5% (51)	4% (35)	28% (281)	23% (227)	999
Speaks only English at home	7% (20)	14% (38)	2% (4)	3% (7)	31% (83)	43% (113)	265
Speaks mostly English at home	15% (37)	24% (61)	5% (13)	4% (10)	30% (76)	22% (57)	254
Speaks both English and Spanish at home	24% (76)	27% (88)	7% (24)	4% (13)	24% (79)	13% (43)	323
Speaks mostly Spanish at home	19% (21)	33% (37)	9% (10)	3% (3)	24% (26)	12% (14)	111
Trump supporter	19% (51)	18% (49)	7% (19)	8% (20)	27% (74)	21% (58)	272
Biden supporter	18% (104)	27% (155)	4% (25)	2% (10)	26% (151)	22% (128)	573
Sports fans	19% (136)	27% (193)	6% (41)	3% (24)	27% (193)	18% (129)	717
Avid sports fans	26% (78)	31% (94)	5% (15)	4% (13)	21% (64)	12% (35)	299
Sports fans, Age: 18-34	19% (48)	23% (58)	6% (14)	6% (14)	24% (60)	24% (60)	253
Sports fans, Age: 35-44	21% (38)	27% (49)	9% (16)	1% (3)	25% (45)	17% (30)	182
Sports fans, Age: 45-64	17% (35)	32% (68)	3% (7)	2% (5)	31% (64)	15% (31)	209
Sports fans, Age: 65+	21% (15)	26% (19)	5% (4)	4% (3)	33% (24)	11% (8)	73
Movie studios should diversify teams	20% (138)	27% (184)	5% (32)	3% (20)	24% (168)	21% (148)	691
Movie studios should diversify stories	23% (135)	27% (163)	6% (34)	2% (12)	22% (130)	20% (121)	595
Concerned about Covid	18% (151)	25% (212)	5% (44)	3% (25)	28% (236)	22% (188)	856
No experience with Covid	15% (49)	23% (74)	3% (10)	2% (5)	31% (101)	26% (86)	326
Health care major factor for election	17% (113)	26% (173)	5% (32)	2% (14)	27% (177)	23% (149)	658
Social media users	17% (167)	24% (231)	5% (50)	4% (34)	28% (274)	22% (219)	975
WhatsApp users	19% (92)	29% (135)	7% (32)	4% (17)	25% (121)	16% (77)	474
WeChat users	26% (16)	29% (18)	11% (7)	5% (3)	11% (7)	17% (10)	61
Social media news source at least once a week	20% (133)	24% (166)	5% (34)	4% (24)	25% (167)	23% (155)	679

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

Table MCFE22_7: Do you have a favorable or unfavorable opinion of each of the following Spanish-language television networks?
Telemundo

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Hispanic Adults	31% (314)	32% (321)	5% (48)	4% (41)	21% (207)	7% (68)	999
Gender: Male	29% (147)	31% (155)	7% (33)	6% (30)	20% (101)	7% (34)	500
Gender: Female	33% (167)	33% (166)	3% (15)	2% (12)	21% (106)	7% (33)	499
Age: 18-34	31% (116)	30% (111)	7% (27)	4% (15)	16% (62)	12% (46)	378
Age: 35-44	34% (76)	34% (76)	4% (8)	5% (12)	18% (40)	4% (10)	222
Age: 45-64	31% (89)	33% (96)	3% (7)	3% (8)	26% (76)	4% (12)	290
Age: 65+	29% (32)	34% (37)	5% (5)	6% (6)	26% (29)	— (0)	110
GenZers: 1997-2012	22% (31)	38% (52)	5% (7)	3% (4)	12% (17)	19% (25)	137
Millennials: 1981-1996	36% (130)	27% (97)	7% (24)	5% (17)	18% (66)	8% (28)	361
GenXers: 1965-1980	33% (95)	35% (102)	3% (9)	4% (11)	22% (64)	3% (8)	289
Baby Boomers: 1946-1964	27% (52)	32% (62)	4% (9)	4% (8)	28% (54)	3% (6)	191
PID: Dem (no lean)	38% (167)	35% (158)	2% (11)	3% (13)	16% (71)	5% (24)	444
PID: Ind (no lean)	25% (78)	33% (106)	6% (18)	3% (10)	27% (86)	7% (21)	319
PID: Rep (no lean)	29% (69)	24% (58)	8% (19)	8% (19)	21% (50)	10% (22)	236
PID/Gender: Dem Men	35% (70)	36% (71)	5% (9)	4% (7)	15% (30)	6% (13)	199
PID/Gender: Dem Women	40% (97)	35% (87)	1% (2)	2% (6)	17% (42)	5% (12)	245
PID/Gender: Ind Men	24% (37)	33% (52)	7% (10)	6% (9)	28% (44)	3% (4)	156
PID/Gender: Ind Women	25% (41)	33% (54)	5% (8)	1% (1)	26% (42)	10% (17)	162
PID/Gender: Rep Men	28% (40)	22% (32)	9% (13)	10% (14)	19% (27)	12% (17)	144
PID/Gender: Rep Women	31% (29)	28% (26)	6% (6)	5% (5)	24% (22)	6% (5)	92
Ideo: Liberal (1-3)	35% (120)	34% (116)	5% (18)	3% (10)	17% (58)	5% (19)	341
Ideo: Moderate (4)	30% (102)	34% (113)	3% (11)	4% (14)	23% (76)	6% (21)	337
Ideo: Conservative (5-7)	30% (69)	30% (67)	6% (14)	7% (16)	20% (45)	7% (16)	227
Educ: < College	30% (173)	29% (169)	5% (28)	4% (21)	25% (144)	8% (44)	579
Educ: Bachelors degree	34% (89)	37% (96)	3% (9)	6% (17)	13% (35)	6% (15)	260
Educ: Post-grad	32% (52)	35% (56)	7% (11)	2% (4)	17% (28)	6% (9)	160
Income: Under 50k	31% (161)	29% (150)	5% (25)	4% (21)	21% (109)	9% (48)	514
Income: 50k-100k	31% (96)	37% (115)	5% (15)	5% (17)	20% (64)	2% (7)	313
Income: 100k+	34% (57)	33% (56)	4% (8)	2% (3)	20% (34)	7% (13)	171
Ethnicity: White	30% (190)	35% (219)	5% (33)	5% (29)	21% (132)	5% (30)	633
Ethnicity: Hispanic	31% (314)	32% (321)	5% (48)	4% (41)	21% (207)	7% (68)	999

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Table MCFE22_7: Do you have a favorable or unfavorable opinion of each of the following Spanish-language television networks?
Telemundo

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Hispanic Adults	31% (314)	32% (321)	5% (48)	4% (41)	21% (207)	7% (68)	999
Ethnicity: Black	38% (22)	21% (12)	7% (4)	— (0)	23% (13)	12% (7)	57
Ethnicity: Other	33% (102)	29% (90)	4% (11)	4% (13)	20% (61)	10% (31)	309
All Christian	33% (184)	36% (198)	5% (25)	4% (24)	18% (101)	4% (20)	553
Agnostic/Nothing in particular	27% (62)	25% (58)	5% (11)	4% (9)	27% (63)	13% (30)	233
Something Else	34% (45)	28% (37)	4% (5)	3% (4)	24% (32)	8% (10)	133
Evangelical	34% (81)	35% (83)	4% (10)	4% (10)	19% (45)	4% (10)	238
Non-Evangelical	33% (145)	34% (148)	4% (19)	4% (18)	20% (85)	5% (20)	435
Community: Urban	38% (172)	30% (135)	5% (22)	3% (16)	18% (79)	7% (30)	454
Community: Suburban	25% (110)	34% (149)	5% (21)	5% (23)	24% (103)	6% (26)	431
Community: Rural	29% (33)	33% (38)	4% (5)	2% (2)	22% (25)	10% (11)	114
Employ: Private Sector	34% (125)	34% (127)	4% (14)	5% (20)	16% (58)	7% (26)	370
Employ: Government	32% (24)	30% (23)	9% (7)	1% (1)	25% (18)	2% (2)	75
Employ: Self-Employed	36% (35)	32% (30)	9% (8)	2% (2)	15% (14)	6% (5)	95
Employ: Student	24% (15)	38% (24)	9% (6)	4% (2)	15% (10)	9% (6)	64
Employ: Retired	32% (38)	28% (34)	3% (4)	5% (6)	30% (36)	1% (2)	120
Employ: Unemployed	24% (37)	33% (52)	5% (8)	4% (6)	24% (37)	11% (17)	156
Employ: Other	29% (20)	29% (20)	2% (1)	4% (3)	25% (18)	11% (8)	70
Military HH: Yes	24% (28)	33% (38)	10% (11)	4% (5)	21% (24)	9% (11)	117
Military HH: No	32% (286)	32% (283)	4% (37)	4% (37)	21% (183)	6% (57)	882
RD/WT: Right Direction	32% (88)	30% (80)	8% (21)	6% (15)	18% (49)	6% (17)	270
RD/WT: Wrong Track	31% (226)	33% (241)	4% (28)	4% (26)	22% (157)	7% (51)	729
Trump Job Approve	31% (98)	28% (91)	7% (22)	7% (23)	19% (62)	7% (24)	320
Trump Job Disapprove	33% (208)	34% (217)	4% (25)	3% (19)	20% (126)	6% (38)	633
Trump Job Strongly Approve	27% (46)	26% (45)	8% (13)	8% (14)	22% (38)	8% (14)	170
Trump Job Somewhat Approve	35% (52)	31% (46)	6% (9)	5% (8)	16% (24)	7% (10)	150
Trump Job Somewhat Disapprove	36% (48)	31% (42)	7% (9)	4% (5)	17% (23)	5% (7)	134
Trump Job Strongly Disapprove	32% (160)	35% (175)	3% (16)	3% (14)	21% (103)	6% (31)	499
Favorable of Trump	30% (96)	31% (98)	6% (20)	7% (23)	20% (64)	6% (18)	318
Unfavorable of Trump	33% (203)	34% (212)	4% (24)	3% (18)	19% (121)	7% (43)	622

Continued on next page

Table MCFE22_7: Do you have a favorable or unfavorable opinion of each of the following Spanish-language television networks?
Telemundo

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Hispanic Adults	31%	(314)	32%	(321)	5%	(48)	4%	(41)	21%	(207)	7%	(68)	999
Very Favorable of Trump	26%	(46)	28%	(50)	9%	(15)	11%	(19)	19%	(35)	8%	(15)	180
Somewhat Favorable of Trump	36%	(50)	35%	(48)	3%	(4)	3%	(4)	21%	(29)	2%	(3)	138
Somewhat Unfavorable of Trump	33%	(35)	33%	(35)	6%	(7)	5%	(5)	13%	(13)	10%	(11)	106
Very Unfavorable of Trump	33%	(168)	34%	(178)	3%	(17)	3%	(13)	21%	(108)	6%	(32)	515
#1 Issue: Economy	31%	(119)	32%	(125)	3%	(10)	6%	(23)	21%	(83)	7%	(27)	388
#1 Issue: Security	33%	(25)	35%	(27)	7%	(6)	2%	(2)	19%	(14)	5%	(4)	77
#1 Issue: Health Care	36%	(76)	36%	(77)	4%	(8)	3%	(6)	18%	(38)	3%	(7)	213
#1 Issue: Medicare / Social Security	42%	(32)	22%	(17)	3%	(2)	1%	(1)	31%	(23)	1%	(1)	76
#1 Issue: Women's Issues	24%	(16)	30%	(20)	6%	(4)	6%	(4)	12%	(8)	21%	(14)	65
#1 Issue: Education	21%	(12)	34%	(19)	17%	(10)	3%	(2)	22%	(13)	4%	(2)	57
#1 Issue: Energy	32%	(18)	18%	(10)	11%	(6)	6%	(3)	21%	(12)	12%	(7)	56
#1 Issue: Other	25%	(17)	38%	(26)	2%	(1)	2%	(1)	24%	(16)	9%	(6)	67
2018 House Vote: Democrat	39%	(146)	35%	(129)	4%	(14)	2%	(8)	16%	(61)	4%	(14)	373
2018 House Vote: Republican	26%	(53)	28%	(58)	7%	(14)	10%	(21)	22%	(44)	7%	(15)	205
2016 Vote: Hillary Clinton	38%	(138)	37%	(133)	4%	(13)	2%	(6)	18%	(66)	2%	(8)	364
2016 Vote: Donald Trump	29%	(62)	26%	(56)	7%	(15)	9%	(20)	22%	(48)	7%	(16)	217
2016 Vote: Didn't Vote	28%	(107)	31%	(120)	5%	(19)	3%	(13)	22%	(82)	10%	(40)	382
Voted in 2014: Yes	35%	(174)	33%	(166)	5%	(25)	4%	(22)	19%	(94)	4%	(20)	502
Voted in 2014: No	28%	(140)	31%	(154)	5%	(24)	4%	(20)	23%	(113)	9%	(47)	497
2012 Vote: Barack Obama	38%	(147)	34%	(129)	4%	(16)	3%	(10)	18%	(69)	3%	(10)	382
2012 Vote: Mitt Romney	23%	(30)	31%	(39)	6%	(8)	8%	(10)	24%	(30)	8%	(10)	128
2012 Vote: Didn't Vote	29%	(134)	31%	(145)	5%	(23)	4%	(19)	22%	(101)	10%	(45)	468
4-Region: Northeast	37%	(64)	34%	(58)	2%	(4)	4%	(7)	15%	(26)	7%	(12)	170
4-Region: Midwest	17%	(16)	36%	(35)	10%	(9)	5%	(5)	22%	(21)	10%	(10)	97
4-Region: South	35%	(158)	31%	(139)	5%	(23)	5%	(23)	17%	(76)	6%	(26)	445
4-Region: West	27%	(76)	31%	(89)	4%	(12)	2%	(6)	29%	(84)	7%	(19)	286
Mexican	29%	(136)	31%	(146)	6%	(27)	4%	(18)	23%	(106)	7%	(32)	465
Puerto Rican	37%	(67)	35%	(63)	3%	(6)	3%	(6)	15%	(26)	6%	(11)	179
Cuban	36%	(29)	23%	(18)	7%	(5)	6%	(5)	22%	(18)	7%	(6)	81
Other South American	41%	(48)	39%	(46)	3%	(3)	5%	(6)	10%	(12)	3%	(4)	119

Continued on next page

Table MCFE22_7: Do you have a favorable or unfavorable opinion of each of the following Spanish-language television networks?
Telemundo

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Hispanic Adults	31% (314)	32% (321)	5% (48)	4% (41)	21% (207)	7% (68)	999
Speaks only English at home	12% (32)	25% (67)	4% (12)	4% (10)	40% (107)	14% (38)	265
Speaks mostly English at home	28% (72)	33% (84)	4% (9)	7% (17)	23% (57)	6% (15)	254
Speaks both English and Spanish at home	42% (137)	35% (113)	5% (16)	4% (12)	11% (34)	3% (11)	323
Speaks mostly Spanish at home	46% (50)	38% (42)	7% (7)	2% (2)	4% (5)	4% (5)	111
Trump supporter	27% (73)	30% (81)	7% (18)	8% (21)	22% (59)	7% (20)	272
Biden supporter	36% (204)	34% (194)	4% (22)	3% (17)	18% (105)	6% (32)	573
Sports fans	34% (243)	34% (241)	5% (39)	4% (32)	19% (133)	4% (29)	717
Avid sports fans	43% (128)	31% (93)	5% (14)	5% (15)	12% (37)	4% (12)	299
Sports fans, Age: 18-34	35% (89)	29% (73)	8% (21)	6% (14)	15% (38)	7% (17)	253
Sports fans, Age: 35-44	37% (68)	36% (65)	3% (6)	5% (9)	15% (27)	4% (7)	182
Sports fans, Age: 45-64	31% (65)	36% (76)	3% (7)	2% (5)	25% (52)	2% (5)	209
Sports fans, Age: 65+	29% (21)	37% (27)	7% (5)	5% (4)	21% (15)	— (0)	73
Movie studios should diversify teams	37% (252)	35% (241)	4% (29)	3% (23)	16% (109)	5% (36)	691
Movie studios should diversify stories	39% (234)	36% (213)	5% (27)	3% (17)	12% (73)	5% (31)	595
Concerned about Covid	34% (289)	33% (286)	5% (39)	4% (31)	20% (168)	5% (44)	856
No experience with Covid	27% (88)	31% (102)	3% (10)	3% (10)	26% (84)	10% (32)	326
Health care major factor for election	35% (230)	34% (223)	4% (25)	3% (21)	18% (119)	6% (41)	658
Social media users	32% (312)	32% (313)	5% (47)	4% (41)	20% (196)	7% (67)	975
WhatsApp users	39% (183)	36% (172)	6% (30)	4% (17)	11% (53)	4% (19)	474
WeChat users	37% (22)	28% (17)	6% (4)	6% (4)	16% (10)	6% (4)	61
Social media news source at least once a week	36% (244)	33% (222)	5% (33)	4% (24)	16% (110)	7% (46)	679

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

Table MCFE22_8: Do you have a favorable or unfavorable opinion of each of the following Spanish-language television networks?

TUDN

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Hispanic Adults	8%	(81)	11%	(107)	5%	(51)	3%	(33)	21%	(209)	52%	(518)	999
Gender: Male	11%	(55)	13%	(62)	7%	(33)	5%	(23)	22%	(108)	44%	(218)	500
Gender: Female	5%	(26)	9%	(45)	4%	(19)	2%	(10)	20%	(101)	60%	(299)	499
Age: 18-34	10%	(38)	12%	(44)	6%	(22)	5%	(20)	19%	(72)	48%	(181)	378
Age: 35-44	12%	(26)	12%	(27)	8%	(17)	2%	(5)	20%	(45)	45%	(100)	222
Age: 45-64	5%	(14)	11%	(33)	3%	(9)	2%	(4)	21%	(61)	58%	(168)	290
Age: 65+	2%	(2)	3%	(4)	2%	(2)	3%	(3)	28%	(31)	62%	(68)	110
GenZers: 1997-2012	6%	(9)	9%	(12)	4%	(6)	4%	(6)	24%	(33)	53%	(72)	137
Millennials: 1981-1996	13%	(48)	13%	(49)	7%	(24)	5%	(18)	17%	(61)	45%	(161)	361
GenXers: 1965-1980	6%	(18)	12%	(36)	5%	(13)	2%	(6)	22%	(63)	53%	(153)	289
Baby Boomers: 1946-1964	3%	(6)	5%	(9)	4%	(8)	1%	(3)	26%	(50)	60%	(116)	191
PID: Dem (no lean)	9%	(41)	12%	(52)	5%	(21)	2%	(8)	20%	(89)	53%	(234)	444
PID: Ind (no lean)	4%	(14)	10%	(32)	4%	(13)	3%	(10)	25%	(79)	54%	(171)	319
PID: Rep (no lean)	11%	(25)	10%	(24)	8%	(18)	7%	(16)	17%	(40)	48%	(113)	236
PID/Gender: Dem Men	12%	(24)	14%	(28)	6%	(12)	1%	(2)	22%	(43)	45%	(89)	199
PID/Gender: Dem Women	7%	(17)	10%	(24)	3%	(8)	2%	(5)	19%	(46)	59%	(144)	245
PID/Gender: Ind Men	5%	(8)	14%	(22)	5%	(8)	4%	(7)	27%	(43)	44%	(69)	156
PID/Gender: Ind Women	4%	(6)	6%	(10)	3%	(5)	2%	(3)	22%	(36)	63%	(102)	162
PID/Gender: Rep Men	16%	(23)	9%	(12)	9%	(13)	10%	(14)	15%	(21)	42%	(60)	144
PID/Gender: Rep Women	3%	(3)	12%	(11)	6%	(5)	2%	(1)	20%	(19)	57%	(53)	92
Ideo: Liberal (1-3)	10%	(33)	11%	(37)	5%	(18)	3%	(9)	19%	(65)	53%	(180)	341
Ideo: Moderate (4)	7%	(25)	11%	(38)	3%	(12)	4%	(12)	26%	(86)	49%	(164)	337
Ideo: Conservative (5-7)	9%	(21)	12%	(27)	8%	(18)	4%	(9)	15%	(34)	52%	(118)	227
Educ: < College	5%	(31)	9%	(52)	5%	(27)	4%	(22)	20%	(116)	57%	(332)	579
Educ: Bachelors degree	13%	(35)	11%	(29)	5%	(14)	4%	(10)	24%	(62)	42%	(109)	260
Educ: Post-grad	9%	(15)	16%	(26)	7%	(10)	1%	(1)	19%	(31)	48%	(76)	160
Income: Under 50k	6%	(29)	9%	(48)	5%	(24)	3%	(17)	20%	(100)	58%	(296)	514
Income: 50k-100k	9%	(30)	11%	(33)	6%	(18)	4%	(11)	21%	(67)	49%	(154)	313
Income: 100k+	13%	(22)	15%	(26)	5%	(9)	3%	(5)	24%	(41)	40%	(68)	171
Ethnicity: White	9%	(59)	11%	(71)	5%	(31)	2%	(16)	20%	(129)	52%	(328)	633
Ethnicity: Hispanic	8%	(81)	11%	(107)	5%	(51)	3%	(33)	21%	(209)	52%	(518)	999

Continued on next page

Table MCFE22_8: Do you have a favorable or unfavorable opinion of each of the following Spanish-language television networks?

TUDN

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Hispanic Adults	8% (81)	11% (107)	5% (51)	3% (33)	21% (209)	52% (518)	999
Ethnicity: Black	11% (6)	7% (4)	5% (3)	2% (1)	20% (12)	55% (32)	57
Ethnicity: Other	5% (15)	11% (33)	6% (18)	5% (17)	22% (68)	51% (158)	309
All Christian	10% (56)	12% (66)	6% (35)	3% (15)	22% (123)	47% (257)	553
Agnostic/Nothing in particular	5% (12)	8% (19)	4% (10)	5% (11)	21% (48)	57% (132)	233
Something Else	2% (3)	7% (10)	3% (5)	2% (2)	22% (30)	63% (84)	133
Evangelical	12% (28)	11% (26)	5% (12)	1% (2)	21% (50)	51% (121)	238
Non-Evangelical	7% (29)	11% (48)	6% (26)	3% (14)	23% (100)	50% (219)	435
Community: Urban	10% (45)	11% (52)	5% (23)	3% (12)	23% (103)	49% (220)	454
Community: Suburban	8% (33)	11% (45)	6% (26)	4% (16)	20% (86)	52% (225)	431
Community: Rural	3% (3)	9% (11)	3% (3)	5% (5)	17% (19)	64% (72)	114
Employ: Private Sector	11% (41)	14% (53)	6% (21)	4% (14)	22% (82)	43% (159)	370
Employ: Government	14% (10)	12% (9)	8% (6)	4% (3)	28% (21)	34% (26)	75
Employ: Self-Employed	10% (9)	10% (10)	5% (5)	3% (2)	20% (19)	52% (49)	95
Employ: Student	4% (2)	12% (7)	8% (5)	4% (3)	21% (13)	52% (33)	64
Employ: Retired	1% (2)	3% (4)	3% (4)	4% (5)	24% (28)	65% (78)	120
Employ: Unemployed	3% (4)	13% (21)	4% (7)	3% (5)	19% (29)	58% (90)	156
Employ: Other	8% (5)	3% (2)	5% (4)	1% (1)	14% (10)	69% (48)	70
Military HH: Yes	8% (10)	8% (10)	5% (5)	6% (7)	15% (18)	57% (67)	117
Military HH: No	8% (71)	11% (98)	5% (46)	3% (26)	22% (191)	51% (451)	882
RD/WT: Right Direction	16% (42)	14% (37)	7% (18)	4% (11)	17% (47)	43% (115)	270
RD/WT: Wrong Track	5% (39)	10% (71)	5% (33)	3% (22)	22% (162)	55% (402)	729
Trump Job Approve	12% (40)	10% (31)	7% (24)	4% (14)	18% (59)	48% (152)	320
Trump Job Disapprove	6% (40)	11% (72)	4% (25)	3% (19)	21% (134)	54% (343)	633
Trump Job Strongly Approve	15% (25)	10% (16)	8% (13)	7% (11)	16% (28)	45% (77)	170
Trump Job Somewhat Approve	10% (15)	10% (15)	7% (10)	2% (3)	21% (31)	50% (75)	150
Trump Job Somewhat Disapprove	4% (6)	13% (17)	3% (4)	4% (5)	23% (30)	53% (71)	134
Trump Job Strongly Disapprove	7% (35)	11% (54)	4% (21)	3% (13)	21% (103)	55% (273)	499
Favorable of Trump	13% (40)	11% (34)	7% (21)	4% (13)	20% (64)	46% (146)	318
Unfavorable of Trump	6% (37)	11% (68)	4% (28)	3% (18)	21% (129)	55% (342)	622

Continued on next page

Table MCFE22_8: Do you have a favorable or unfavorable opinion of each of the following Spanish-language television networks?

TUDN

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Hispanic Adults	8% (81)	11% (107)	5% (51)	3% (33)	21% (209)	52% (518)	999
Very Favorable of Trump	16% (28)	11% (19)	9% (15)	6% (11)	14% (26)	44% (80)	180
Somewhat Favorable of Trump	8% (12)	11% (15)	4% (6)	1% (2)	27% (38)	48% (66)	138
Somewhat Unfavorable of Trump	6% (6)	12% (13)	6% (6)	4% (4)	15% (16)	57% (60)	106
Very Unfavorable of Trump	6% (31)	11% (56)	4% (21)	3% (13)	22% (113)	55% (282)	515
#1 Issue: Economy	7% (27)	10% (39)	5% (18)	4% (14)	24% (92)	51% (198)	388
#1 Issue: Security	16% (12)	15% (11)	3% (2)	5% (4)	17% (13)	44% (34)	77
#1 Issue: Health Care	11% (23)	14% (30)	6% (13)	4% (8)	18% (38)	47% (101)	213
#1 Issue: Medicare / Social Security	5% (4)	6% (4)	4% (3)	— (0)	19% (14)	67% (51)	76
#1 Issue: Women's Issues	10% (6)	13% (8)	2% (1)	1% (1)	15% (10)	59% (38)	65
#1 Issue: Education	5% (3)	9% (5)	14% (8)	5% (3)	20% (11)	48% (28)	57
#1 Issue: Energy	4% (2)	9% (5)	8% (4)	6% (3)	33% (19)	41% (23)	56
#1 Issue: Other	6% (4)	7% (5)	3% (2)	— (0)	17% (11)	68% (45)	67
2018 House Vote: Democrat	11% (39)	14% (52)	5% (17)	2% (7)	20% (74)	49% (184)	373
2018 House Vote: Republican	14% (29)	9% (19)	8% (16)	6% (13)	16% (33)	47% (96)	205
2016 Vote: Hillary Clinton	9% (33)	13% (46)	4% (15)	1% (5)	20% (73)	53% (192)	364
2016 Vote: Donald Trump	14% (31)	10% (21)	8% (17)	7% (15)	17% (37)	45% (97)	217
2016 Vote: Didn't Vote	4% (16)	10% (37)	5% (19)	3% (13)	23% (89)	54% (208)	382
Voted in 2014: Yes	11% (54)	12% (62)	6% (28)	3% (16)	18% (88)	51% (254)	502
Voted in 2014: No	5% (27)	9% (46)	5% (24)	4% (17)	24% (121)	53% (264)	497
2012 Vote: Barack Obama	11% (41)	12% (46)	5% (20)	1% (6)	19% (74)	51% (195)	382
2012 Vote: Mitt Romney	10% (12)	11% (14)	7% (8)	5% (7)	18% (23)	49% (63)	128
2012 Vote: Didn't Vote	6% (27)	10% (45)	4% (21)	4% (18)	23% (107)	53% (249)	468
4-Region: Northeast	6% (10)	10% (18)	4% (7)	4% (8)	22% (38)	53% (91)	170
4-Region: Midwest	8% (8)	13% (13)	8% (7)	7% (7)	23% (23)	41% (40)	97
4-Region: South	8% (35)	12% (54)	4% (19)	3% (12)	22% (99)	51% (225)	445
4-Region: West	10% (28)	8% (23)	6% (18)	2% (6)	17% (49)	57% (162)	286
Mexican	8% (37)	12% (57)	6% (30)	3% (15)	20% (95)	50% (232)	465
Puerto Rican	9% (17)	10% (18)	4% (7)	2% (4)	16% (28)	59% (106)	179
Cuban	5% (4)	11% (9)	— (0)	6% (4)	20% (16)	58% (47)	81
Other South American	9% (11)	13% (15)	3% (3)	3% (3)	30% (35)	43% (51)	119

Continued on next page

Table MCFE22_8: Do you have a favorable or unfavorable opinion of each of the following Spanish-language television networks?

TUDN

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Hispanic Adults	8% (81)	11% (107)	5% (51)	3% (33)	21% (209)	52% (518)	999
Speaks only English at home	4% (10)	3% (9)	4% (11)	3% (7)	18% (49)	68% (180)	265
Speaks mostly English at home	5% (14)	10% (25)	3% (8)	5% (12)	24% (60)	53% (135)	254
Speaks both English and Spanish at home	12% (39)	13% (42)	7% (22)	4% (12)	19% (62)	45% (146)	323
Speaks mostly Spanish at home	7% (7)	20% (22)	7% (8)	1% (1)	25% (27)	41% (45)	111
Trump supporter	12% (32)	10% (26)	7% (18)	5% (15)	20% (53)	47% (127)	272
Biden supporter	8% (47)	12% (67)	5% (26)	2% (14)	21% (118)	52% (301)	573
Sports fans	11% (76)	13% (94)	6% (42)	4% (26)	21% (150)	46% (330)	717
Avid sports fans	17% (50)	19% (57)	6% (18)	5% (16)	19% (58)	34% (101)	299
Sports fans, Age: 18-34	14% (37)	15% (38)	8% (20)	7% (17)	19% (47)	37% (95)	253
Sports fans, Age: 35-44	14% (26)	14% (25)	7% (14)	2% (3)	20% (36)	43% (78)	182
Sports fans, Age: 45-64	6% (12)	13% (28)	3% (6)	2% (4)	23% (48)	53% (111)	209
Sports fans, Age: 65+	2% (1)	4% (3)	3% (2)	2% (2)	26% (19)	63% (46)	73
Movie studios should diversify teams	10% (70)	11% (79)	5% (34)	3% (20)	19% (131)	52% (357)	691
Movie studios should diversify stories	12% (70)	13% (78)	6% (34)	3% (15)	18% (108)	49% (289)	595
Concerned about Covid	8% (72)	11% (94)	5% (41)	3% (22)	21% (183)	52% (443)	856
No experience with Covid	7% (23)	14% (44)	5% (17)	2% (5)	17% (57)	55% (180)	326
Health care major factor for election	8% (51)	10% (66)	5% (31)	3% (17)	20% (129)	55% (363)	658
Social media users	8% (81)	11% (106)	5% (50)	3% (32)	21% (206)	51% (500)	975
WhatsApp users	13% (62)	14% (64)	5% (26)	3% (13)	22% (104)	43% (204)	474
WeChat users	35% (21)	15% (9)	3% (2)	7% (4)	15% (9)	25% (15)	61
Social media news source at least once a week	11% (72)	12% (85)	5% (32)	3% (19)	20% (135)	50% (336)	679

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

Table MCFE22_9: Do you have a favorable or unfavorable opinion of each of the following Spanish-language television networks?

UniMas

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Hispanic Adults	16% (163)	23% (226)	5% (47)	4% (36)	22% (221)	31% (306)	999
Gender: Male	16% (78)	26% (131)	6% (29)	6% (28)	21% (102)	26% (131)	500
Gender: Female	17% (84)	19% (95)	4% (19)	2% (9)	24% (119)	35% (175)	499
Age: 18-34	19% (72)	24% (89)	6% (22)	5% (19)	20% (74)	27% (102)	378
Age: 35-44	17% (39)	24% (53)	8% (17)	4% (9)	22% (49)	25% (55)	222
Age: 45-64	14% (40)	23% (68)	2% (6)	1% (4)	26% (75)	33% (96)	290
Age: 65+	11% (12)	14% (16)	3% (3)	3% (4)	21% (23)	48% (52)	110
GenZers: 1997-2012	15% (20)	21% (28)	6% (9)	3% (4)	22% (29)	34% (46)	137
Millennials: 1981-1996	21% (76)	25% (89)	6% (20)	5% (18)	20% (72)	24% (87)	361
GenXers: 1965-1980	14% (42)	24% (70)	5% (13)	3% (10)	25% (71)	29% (83)	289
Baby Boomers: 1946-1964	13% (24)	19% (35)	3% (5)	3% (5)	23% (44)	40% (77)	191
PID: Dem (no lean)	19% (85)	24% (105)	3% (15)	2% (11)	21% (93)	31% (136)	444
PID: Ind (no lean)	14% (45)	22% (71)	5% (17)	3% (11)	26% (83)	29% (92)	319
PID: Rep (no lean)	14% (33)	21% (50)	7% (15)	6% (15)	19% (45)	33% (78)	236
PID/Gender: Dem Men	19% (38)	29% (58)	4% (9)	2% (4)	21% (43)	24% (48)	199
PID/Gender: Dem Women	19% (46)	19% (47)	3% (6)	3% (7)	21% (50)	36% (88)	245
PID/Gender: Ind Men	15% (24)	25% (39)	5% (8)	6% (10)	25% (39)	24% (37)	156
PID/Gender: Ind Women	13% (21)	19% (31)	6% (9)	1% (1)	27% (44)	34% (55)	162
PID/Gender: Rep Men	11% (16)	24% (34)	9% (12)	10% (14)	15% (21)	32% (46)	144
PID/Gender: Rep Women	18% (17)	18% (16)	3% (3)	1% (1)	26% (24)	34% (32)	92
Ideo: Liberal (1-3)	20% (69)	22% (74)	4% (14)	2% (7)	20% (69)	32% (108)	341
Ideo: Moderate (4)	15% (50)	25% (83)	3% (9)	5% (16)	27% (92)	26% (89)	337
Ideo: Conservative (5-7)	14% (32)	23% (52)	8% (18)	5% (11)	15% (35)	35% (79)	227
Educ: < College	16% (93)	20% (114)	4% (26)	3% (18)	23% (135)	33% (193)	579
Educ: Bachelors degree	17% (43)	29% (75)	5% (14)	5% (12)	21% (54)	24% (62)	260
Educ: Post-grad	17% (27)	23% (36)	5% (8)	3% (5)	20% (32)	32% (51)	160
Income: Under 50k	18% (94)	22% (115)	4% (20)	2% (13)	22% (115)	31% (157)	514
Income: 50k-100k	14% (44)	22% (68)	6% (18)	5% (15)	22% (69)	32% (99)	313
Income: 100k+	14% (24)	25% (43)	5% (9)	5% (8)	21% (37)	29% (50)	171
Ethnicity: White	16% (101)	23% (146)	5% (30)	3% (22)	22% (138)	31% (197)	633
Ethnicity: Hispanic	16% (163)	23% (226)	5% (47)	4% (36)	22% (221)	31% (306)	999

Continued on next page

Table MCFE22_9: Do you have a favorable or unfavorable opinion of each of the following Spanish-language television networks?

UniMas

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Hispanic Adults	16%	(163)	23%	(226)	5%	(47)	4%	(36)	22%	(221)	31%	(306)	999
Ethnicity: Black	20%	(11)	20%	(11)	4%	(3)	4%	(2)	20%	(11)	32%	(18)	57
Ethnicity: Other	16%	(50)	22%	(68)	5%	(15)	4%	(12)	23%	(72)	29%	(91)	309
All Christian	17%	(93)	26%	(146)	5%	(30)	3%	(17)	22%	(121)	26%	(146)	553
Agnostic/Nothing in particular	14%	(33)	17%	(41)	5%	(11)	4%	(10)	24%	(55)	35%	(82)	233
Something Else	17%	(23)	17%	(23)	3%	(3)	2%	(3)	26%	(34)	35%	(46)	133
Evangelical	20%	(48)	24%	(58)	6%	(14)	2%	(6)	19%	(46)	28%	(66)	238
Non-Evangelical	15%	(65)	25%	(107)	4%	(17)	3%	(14)	25%	(109)	28%	(123)	435
Community: Urban	22%	(98)	24%	(109)	4%	(18)	2%	(10)	21%	(97)	27%	(122)	454
Community: Suburban	12%	(50)	23%	(97)	6%	(24)	5%	(22)	23%	(99)	32%	(139)	431
Community: Rural	13%	(14)	17%	(20)	5%	(6)	3%	(4)	22%	(25)	40%	(45)	114
Employ: Private Sector	16%	(61)	26%	(96)	6%	(23)	5%	(18)	19%	(69)	28%	(103)	370
Employ: Government	23%	(17)	27%	(20)	5%	(4)	3%	(2)	25%	(19)	17%	(13)	75
Employ: Self-Employed	21%	(20)	23%	(22)	5%	(5)	4%	(3)	22%	(21)	26%	(24)	95
Employ: Student	9%	(6)	25%	(16)	6%	(4)	4%	(2)	26%	(16)	31%	(19)	64
Employ: Retired	12%	(15)	16%	(19)	2%	(2)	3%	(4)	23%	(27)	44%	(53)	120
Employ: Unemployed	12%	(19)	23%	(36)	4%	(6)	3%	(5)	27%	(42)	31%	(48)	156
Employ: Other	23%	(16)	17%	(12)	1%	(1)	—	(0)	17%	(12)	41%	(29)	70
Military HH: Yes	7%	(8)	24%	(28)	6%	(7)	6%	(7)	21%	(25)	37%	(43)	117
Military HH: No	18%	(155)	22%	(198)	5%	(40)	3%	(30)	22%	(196)	30%	(263)	882
RD/WT: Right Direction	19%	(52)	21%	(58)	7%	(20)	6%	(15)	21%	(57)	25%	(69)	270
RD/WT: Wrong Track	15%	(111)	23%	(168)	4%	(27)	3%	(21)	23%	(164)	33%	(237)	729
Trump Job Approve	16%	(53)	21%	(68)	7%	(22)	6%	(20)	21%	(68)	28%	(90)	320
Trump Job Disapprove	17%	(105)	23%	(147)	4%	(24)	3%	(17)	21%	(136)	32%	(203)	633
Trump Job Strongly Approve	17%	(29)	19%	(32)	8%	(13)	6%	(11)	19%	(32)	31%	(54)	170
Trump Job Somewhat Approve	16%	(24)	24%	(36)	6%	(9)	6%	(9)	24%	(36)	24%	(36)	150
Trump Job Somewhat Disapprove	13%	(18)	27%	(36)	7%	(9)	3%	(4)	20%	(27)	30%	(40)	134
Trump Job Strongly Disapprove	18%	(88)	22%	(111)	3%	(15)	3%	(13)	22%	(108)	33%	(164)	499
Favorable of Trump	17%	(54)	23%	(73)	6%	(21)	6%	(18)	21%	(66)	27%	(86)	318
Unfavorable of Trump	16%	(98)	24%	(147)	4%	(22)	3%	(18)	21%	(133)	33%	(204)	622

Continued on next page

Table MCFE22_9: Do you have a favorable or unfavorable opinion of each of the following Spanish-language television networks?

UniMas

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Hispanic Adults	16%	(163)	23%	(226)	5%	(47)	4%	(36)	22%	(221)	31%	(306)	999
Very Favorable of Trump	17%	(31)	20%	(36)	9%	(16)	6%	(11)	16%	(29)	32%	(57)	180
Somewhat Favorable of Trump	17%	(23)	27%	(37)	3%	(5)	5%	(7)	27%	(37)	21%	(29)	138
Somewhat Unfavorable of Trump	12%	(13)	24%	(26)	9%	(10)	4%	(4)	19%	(20)	32%	(34)	106
Very Unfavorable of Trump	17%	(85)	23%	(121)	2%	(13)	3%	(14)	22%	(112)	33%	(170)	515
#1 Issue: Economy	14%	(54)	25%	(97)	4%	(14)	5%	(19)	22%	(87)	30%	(117)	388
#1 Issue: Security	21%	(17)	23%	(18)	7%	(6)	4%	(3)	18%	(14)	26%	(20)	77
#1 Issue: Health Care	24%	(51)	20%	(42)	5%	(10)	3%	(6)	21%	(44)	28%	(59)	213
#1 Issue: Medicare / Social Security	21%	(16)	21%	(16)	2%	(1)	3%	(2)	19%	(15)	34%	(26)	76
#1 Issue: Women's Issues	12%	(7)	21%	(14)	5%	(3)	1%	(1)	22%	(15)	39%	(25)	65
#1 Issue: Education	8%	(5)	23%	(13)	13%	(8)	5%	(3)	27%	(15)	24%	(14)	57
#1 Issue: Energy	11%	(6)	18%	(10)	7%	(4)	4%	(2)	30%	(17)	30%	(17)	56
#1 Issue: Other	10%	(7)	24%	(16)	2%	(1)	—	(0)	21%	(14)	43%	(29)	67
2018 House Vote: Democrat	22%	(82)	25%	(93)	4%	(14)	2%	(9)	18%	(68)	29%	(107)	373
2018 House Vote: Republican	14%	(30)	21%	(43)	9%	(18)	7%	(14)	19%	(39)	30%	(62)	205
2016 Vote: Hillary Clinton	20%	(72)	26%	(94)	3%	(12)	2%	(7)	19%	(69)	30%	(109)	364
2016 Vote: Donald Trump	16%	(35)	21%	(46)	8%	(18)	6%	(13)	19%	(42)	29%	(63)	217
2016 Vote: Didn't Vote	14%	(52)	21%	(82)	4%	(14)	4%	(15)	26%	(98)	32%	(121)	382
Voted in 2014: Yes	18%	(90)	23%	(117)	6%	(30)	3%	(17)	19%	(94)	31%	(154)	502
Voted in 2014: No	15%	(72)	22%	(109)	3%	(17)	4%	(20)	26%	(127)	31%	(152)	497
2012 Vote: Barack Obama	21%	(79)	24%	(91)	4%	(14)	3%	(10)	20%	(75)	30%	(113)	382
2012 Vote: Mitt Romney	10%	(12)	22%	(28)	9%	(11)	5%	(6)	20%	(26)	34%	(44)	128
2012 Vote: Didn't Vote	15%	(70)	22%	(103)	4%	(20)	4%	(19)	24%	(111)	31%	(144)	468
4-Region: Northeast	19%	(33)	23%	(40)	4%	(8)	4%	(6)	20%	(35)	29%	(49)	170
4-Region: Midwest	12%	(12)	27%	(26)	6%	(6)	4%	(4)	20%	(19)	31%	(30)	97
4-Region: South	18%	(81)	21%	(94)	5%	(20)	5%	(20)	24%	(108)	27%	(122)	445
4-Region: West	13%	(37)	23%	(65)	5%	(14)	2%	(5)	21%	(59)	37%	(105)	286
Mexican	15%	(70)	26%	(120)	6%	(26)	4%	(18)	21%	(97)	29%	(134)	465
Puerto Rican	17%	(30)	22%	(39)	4%	(7)	2%	(4)	21%	(37)	35%	(62)	179
Cuban	18%	(14)	16%	(13)	—	(0)	7%	(6)	27%	(22)	33%	(27)	81
Other South American	18%	(22)	26%	(31)	6%	(7)	3%	(4)	24%	(28)	23%	(28)	119

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Table MCFE22_9: Do you have a favorable or unfavorable opinion of each of the following Spanish-language television networks?

UniMas

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Hispanic Adults	16% (163)	23% (226)	5% (47)	4% (36)	22% (221)	31% (306)	999
Speaks only English at home	6% (15)	9% (24)	2% (6)	5% (12)	22% (59)	56% (149)	265
Speaks mostly English at home	13% (32)	20% (51)	4% (9)	4% (11)	27% (68)	32% (82)	254
Speaks both English and Spanish at home	24% (77)	29% (94)	7% (23)	3% (10)	19% (60)	18% (60)	323
Speaks mostly Spanish at home	19% (21)	34% (38)	8% (9)	2% (2)	23% (25)	14% (15)	111
Trump supporter	15% (41)	22% (59)	8% (21)	5% (13)	21% (56)	30% (81)	272
Biden supporter	18% (103)	25% (140)	3% (20)	3% (17)	21% (123)	30% (170)	573
Sports fans	18% (128)	26% (189)	5% (38)	4% (32)	20% (146)	26% (185)	717
Avid sports fans	25% (76)	28% (82)	7% (20)	5% (15)	15% (43)	21% (62)	299
Sports fans, Age: 18-34	23% (57)	27% (69)	7% (18)	6% (16)	17% (43)	20% (51)	253
Sports fans, Age: 35-44	19% (35)	28% (50)	7% (13)	5% (8)	19% (35)	22% (40)	182
Sports fans, Age: 45-64	14% (30)	27% (57)	2% (5)	2% (3)	25% (53)	29% (61)	209
Sports fans, Age: 65+	7% (5)	17% (12)	4% (3)	5% (4)	21% (15)	46% (33)	73
Movie studios should diversify teams	19% (132)	25% (173)	4% (29)	3% (20)	20% (135)	29% (202)	691
Movie studios should diversify stories	22% (129)	28% (164)	5% (27)	3% (18)	17% (103)	26% (153)	595
Concerned about Covid	17% (144)	24% (202)	5% (40)	3% (25)	22% (188)	30% (258)	856
No experience with Covid	17% (54)	21% (69)	4% (14)	2% (6)	23% (75)	33% (108)	326
Health care major factor for election	17% (113)	24% (156)	3% (22)	3% (17)	22% (144)	31% (205)	658
Social media users	17% (161)	23% (221)	5% (46)	4% (35)	22% (217)	30% (294)	975
WhatsApp users	21% (100)	28% (135)	6% (30)	3% (15)	19% (92)	21% (102)	474
WeChat users	21% (13)	29% (18)	19% (12)	8% (5)	10% (6)	13% (8)	61
Social media news source at least once a week	19% (132)	24% (165)	6% (39)	3% (21)	20% (136)	27% (187)	679

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

Table MCFE22_10: Do you have a favorable or unfavorable opinion of each of the following Spanish-language television networks?

Univision

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Hispanic Adults	28% (280)	32% (321)	6% (60)	4% (41)	23% (226)	7% (70)	999
Gender: Male	26% (129)	34% (168)	8% (38)	6% (30)	21% (107)	6% (28)	500
Gender: Female	30% (151)	31% (153)	4% (22)	2% (11)	24% (120)	8% (42)	499
Age: 18-34	27% (101)	30% (115)	8% (29)	6% (22)	18% (69)	11% (42)	378
Age: 35-44	30% (67)	34% (76)	7% (15)	2% (4)	21% (48)	6% (13)	222
Age: 45-64	29% (84)	33% (95)	4% (11)	3% (8)	27% (78)	5% (13)	290
Age: 65+	25% (28)	33% (36)	5% (5)	7% (7)	29% (32)	2% (2)	110
GenZers: 1997-2012	18% (24)	38% (51)	8% (11)	5% (7)	16% (21)	16% (22)	137
Millennials: 1981-1996	34% (121)	27% (97)	6% (23)	5% (17)	20% (74)	8% (29)	361
GenXers: 1965-1980	29% (83)	35% (101)	6% (16)	2% (7)	24% (69)	4% (13)	289
Baby Boomers: 1946-1964	25% (49)	33% (63)	5% (9)	5% (9)	29% (56)	3% (6)	191
PID: Dem (no lean)	34% (150)	34% (150)	5% (21)	2% (11)	19% (85)	6% (28)	444
PID: Ind (no lean)	24% (77)	34% (107)	5% (16)	3% (11)	28% (90)	6% (18)	319
PID: Rep (no lean)	23% (53)	27% (64)	10% (23)	8% (20)	22% (52)	10% (24)	236
PID/Gender: Dem Men	32% (63)	35% (70)	8% (16)	3% (6)	17% (34)	5% (11)	199
PID/Gender: Dem Women	35% (86)	33% (80)	2% (5)	2% (5)	21% (51)	7% (18)	245
PID/Gender: Ind Men	22% (35)	36% (56)	6% (9)	6% (10)	30% (47)	— (0)	156
PID/Gender: Ind Women	26% (42)	32% (52)	4% (7)	1% (1)	27% (43)	11% (18)	162
PID/Gender: Rep Men	21% (30)	29% (42)	9% (13)	10% (15)	18% (26)	12% (18)	144
PID/Gender: Rep Women	25% (23)	24% (22)	11% (10)	6% (5)	28% (26)	7% (7)	92
Ideo: Liberal (1-3)	31% (104)	35% (121)	5% (17)	3% (10)	18% (62)	8% (27)	341
Ideo: Moderate (4)	31% (103)	32% (109)	4% (13)	3% (10)	25% (84)	5% (18)	337
Ideo: Conservative (5-7)	24% (54)	29% (66)	9% (21)	9% (20)	22% (51)	6% (15)	227
Educ: < College	26% (149)	28% (163)	6% (35)	4% (23)	27% (155)	9% (54)	579
Educ: Bachelors degree	32% (83)	37% (95)	5% (12)	6% (16)	16% (42)	5% (12)	260
Educ: Post-grad	30% (48)	40% (64)	8% (13)	1% (2)	18% (29)	2% (4)	160
Income: Under 50k	27% (137)	30% (153)	6% (32)	4% (22)	23% (118)	10% (52)	514
Income: 50k-100k	29% (90)	33% (104)	6% (20)	5% (14)	24% (75)	3% (11)	313
Income: 100k+	31% (53)	38% (65)	5% (8)	3% (5)	20% (34)	4% (7)	171
Ethnicity: White	28% (174)	34% (213)	6% (40)	4% (28)	22% (140)	6% (38)	633
Ethnicity: Hispanic	28% (280)	32% (321)	6% (60)	4% (41)	23% (226)	7% (70)	999

Continued on next page

Table MCFE22_10: Do you have a favorable or unfavorable opinion of each of the following Spanish-language television networks?

Univision

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Hispanic Adults	28% (280)	32% (321)	6% (60)	4% (41)	23% (226)	7% (70)	999
Ethnicity: Black	29% (16)	28% (16)	8% (4)	4% (2)	29% (17)	3% (2)	57
Ethnicity: Other	29% (89)	30% (92)	5% (16)	4% (11)	23% (70)	10% (31)	309
All Christian	31% (173)	33% (184)	6% (35)	4% (24)	20% (113)	4% (24)	553
Agnostic/Nothing in particular	22% (50)	28% (66)	6% (14)	5% (11)	27% (63)	13% (30)	233
Something Else	30% (39)	33% (44)	3% (4)	2% (3)	26% (34)	7% (9)	133
Evangelical	31% (73)	33% (78)	8% (20)	4% (8)	19% (46)	6% (14)	238
Non-Evangelical	31% (135)	33% (146)	4% (19)	4% (19)	23% (98)	4% (19)	435
Community: Urban	35% (157)	31% (141)	6% (26)	3% (14)	20% (89)	6% (28)	454
Community: Suburban	24% (103)	31% (136)	6% (28)	6% (26)	25% (110)	7% (29)	431
Community: Rural	18% (20)	40% (45)	5% (6)	1% (1)	25% (28)	11% (13)	114
Employ: Private Sector	32% (117)	34% (125)	5% (18)	5% (19)	17% (62)	8% (30)	370
Employ: Government	27% (20)	35% (26)	10% (8)	1% (1)	25% (19)	2% (2)	75
Employ: Self-Employed	33% (32)	34% (33)	9% (9)	2% (2)	18% (17)	3% (2)	95
Employ: Student	12% (8)	42% (27)	13% (9)	3% (2)	23% (14)	7% (4)	64
Employ: Retired	28% (34)	27% (33)	3% (4)	6% (7)	33% (39)	2% (2)	120
Employ: Unemployed	19% (30)	33% (51)	5% (7)	5% (8)	25% (39)	13% (20)	156
Employ: Other	34% (24)	21% (15)	5% (4)	3% (2)	29% (21)	8% (6)	70
Military HH: Yes	23% (27)	34% (39)	8% (10)	4% (5)	23% (27)	8% (9)	117
Military HH: No	29% (253)	32% (282)	6% (50)	4% (36)	23% (199)	7% (61)	882
RD/WT: Right Direction	29% (80)	29% (77)	10% (26)	6% (16)	20% (55)	6% (17)	270
RD/WT: Wrong Track	27% (200)	34% (244)	5% (34)	4% (26)	23% (171)	7% (53)	729
Trump Job Approve	27% (87)	28% (91)	9% (29)	6% (20)	21% (67)	8% (26)	320
Trump Job Disapprove	30% (189)	34% (217)	5% (29)	3% (21)	22% (138)	6% (39)	633
Trump Job Strongly Approve	24% (41)	24% (41)	11% (19)	8% (14)	24% (41)	8% (14)	170
Trump Job Somewhat Approve	31% (46)	33% (50)	7% (10)	4% (6)	17% (26)	8% (12)	150
Trump Job Somewhat Disapprove	30% (40)	37% (50)	5% (7)	6% (8)	19% (25)	3% (4)	134
Trump Job Strongly Disapprove	30% (149)	33% (167)	4% (22)	3% (13)	23% (113)	7% (35)	499
Favorable of Trump	27% (86)	29% (91)	9% (28)	7% (22)	21% (67)	7% (23)	318
Unfavorable of Trump	29% (182)	35% (217)	4% (27)	3% (18)	22% (136)	7% (42)	622

Continued on next page

Table MCFE22_10: Do you have a favorable or unfavorable opinion of each of the following Spanish-language television networks?

Univision

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Hispanic Adults	28% (280)	32% (321)	6% (60)	4% (41)	23% (226)	7% (70)	999
Very Favorable of Trump	25% (46)	23% (42)	12% (21)	10% (18)	21% (38)	8% (15)	180
Somewhat Favorable of Trump	29% (40)	35% (49)	5% (7)	4% (5)	21% (29)	6% (8)	138
Somewhat Unfavorable of Trump	29% (31)	40% (42)	4% (4)	6% (6)	17% (18)	5% (6)	106
Very Unfavorable of Trump	29% (152)	34% (175)	4% (23)	2% (12)	23% (118)	7% (37)	515
#1 Issue: Economy	27% (104)	35% (135)	4% (17)	4% (15)	23% (89)	7% (28)	388
#1 Issue: Security	30% (23)	22% (17)	14% (11)	6% (4)	25% (19)	3% (3)	77
#1 Issue: Health Care	35% (74)	35% (75)	5% (11)	3% (7)	19% (39)	3% (7)	213
#1 Issue: Medicare / Social Security	40% (31)	22% (17)	2% (2)	3% (2)	30% (23)	2% (2)	76
#1 Issue: Women's Issues	24% (16)	30% (19)	3% (2)	5% (3)	20% (13)	18% (12)	65
#1 Issue: Education	11% (6)	36% (21)	20% (12)	7% (4)	18% (10)	7% (4)	57
#1 Issue: Energy	22% (12)	27% (15)	7% (4)	9% (5)	23% (13)	11% (6)	56
#1 Issue: Other	21% (14)	34% (22)	2% (2)	2% (1)	29% (19)	12% (8)	67
2018 House Vote: Democrat	37% (138)	32% (119)	4% (16)	3% (11)	19% (73)	4% (16)	373
2018 House Vote: Republican	23% (48)	30% (61)	9% (18)	10% (20)	22% (45)	6% (13)	205
2016 Vote: Hillary Clinton	34% (124)	35% (126)	5% (17)	2% (8)	21% (75)	4% (13)	364
2016 Vote: Donald Trump	26% (58)	28% (61)	8% (17)	9% (19)	22% (48)	6% (14)	217
2016 Vote: Didn't Vote	24% (92)	33% (124)	7% (25)	3% (11)	23% (90)	10% (39)	382
Voted in 2014: Yes	32% (160)	33% (164)	5% (27)	5% (23)	21% (105)	4% (22)	502
Voted in 2014: No	24% (120)	32% (158)	7% (33)	4% (18)	24% (121)	10% (48)	497
2012 Vote: Barack Obama	36% (136)	33% (125)	4% (15)	3% (11)	22% (86)	2% (9)	382
2012 Vote: Mitt Romney	21% (27)	32% (41)	7% (9)	6% (8)	24% (31)	9% (11)	128
2012 Vote: Didn't Vote	25% (115)	32% (149)	7% (34)	4% (18)	22% (105)	10% (48)	468
4-Region: Northeast	31% (52)	35% (59)	5% (9)	3% (5)	19% (33)	7% (11)	170
4-Region: Midwest	20% (19)	35% (34)	8% (7)	4% (4)	21% (21)	13% (12)	97
4-Region: South	32% (142)	31% (139)	6% (27)	5% (24)	20% (88)	5% (24)	445
4-Region: West	23% (67)	31% (88)	6% (16)	3% (8)	30% (85)	8% (23)	286
Mexican	27% (124)	32% (148)	7% (31)	4% (18)	23% (106)	8% (39)	465
Puerto Rican	30% (53)	33% (60)	7% (12)	1% (3)	22% (40)	6% (11)	179
Cuban	28% (22)	31% (25)	7% (6)	7% (6)	25% (20)	2% (2)	81
Other South American	38% (46)	40% (48)	5% (6)	4% (4)	9% (11)	3% (4)	119

Continued on next page

Table MCFE22_10: Do you have a favorable or unfavorable opinion of each of the following Spanish-language television networks?

Univision

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Hispanic Adults	28% (280)	32% (321)	6% (60)	4% (41)	23% (226)	7% (70)	999
Speaks only English at home	12% (31)	21% (56)	5% (14)	2% (6)	41% (110)	18% (47)	265
Speaks mostly English at home	23% (60)	35% (89)	7% (17)	6% (15)	26% (65)	3% (9)	254
Speaks both English and Spanish at home	41% (131)	32% (104)	7% (23)	5% (15)	12% (40)	3% (10)	323
Speaks mostly Spanish at home	36% (39)	45% (50)	3% (3)	4% (5)	8% (9)	4% (4)	111
Trump supporter	24% (64)	29% (78)	9% (23)	9% (23)	24% (64)	7% (19)	272
Biden supporter	32% (181)	35% (200)	5% (28)	3% (16)	20% (113)	6% (35)	573
Sports fans	31% (220)	34% (246)	7% (49)	5% (35)	19% (134)	5% (34)	717
Avid sports fans	38% (113)	32% (97)	7% (22)	4% (13)	14% (42)	4% (12)	299
Sports fans, Age: 18-34	31% (78)	32% (80)	9% (24)	8% (20)	14% (35)	7% (17)	253
Sports fans, Age: 35-44	33% (60)	36% (65)	6% (12)	2% (3)	17% (31)	6% (11)	182
Sports fans, Age: 45-64	30% (62)	35% (73)	4% (8)	3% (6)	26% (54)	3% (6)	209
Sports fans, Age: 65+	26% (19)	39% (29)	7% (5)	8% (6)	19% (14)	— (0)	73
Movie studios should diversify teams	32% (223)	36% (249)	5% (38)	3% (20)	17% (120)	6% (40)	691
Movie studios should diversify stories	36% (214)	36% (214)	6% (36)	3% (16)	14% (86)	5% (29)	595
Concerned about Covid	30% (254)	34% (287)	6% (51)	3% (30)	22% (186)	6% (48)	856
No experience with Covid	25% (81)	28% (93)	5% (15)	3% (9)	29% (93)	11% (35)	326
Health care major factor for election	31% (206)	33% (217)	5% (36)	3% (17)	21% (139)	7% (44)	658
Social media users	29% (279)	32% (314)	6% (59)	4% (40)	22% (214)	7% (68)	975
WhatsApp users	34% (162)	38% (180)	8% (38)	4% (17)	13% (62)	3% (14)	474
WeChat users	41% (25)	21% (13)	14% (8)	7% (4)	11% (7)	7% (4)	61
Social media news source at least once a week	33% (226)	32% (219)	6% (40)	4% (24)	18% (123)	7% (46)	679

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

Table MCFE22_11: Do you have a favorable or unfavorable opinion of each of the following Spanish-language television networks?

Univervo

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Hispanic Adults	13% (131)	24% (235)	5% (47)	3% (31)	25% (247)	31% (309)	999
Gender: Male	13% (65)	29% (143)	6% (29)	5% (25)	24% (117)	24% (120)	500
Gender: Female	13% (66)	18% (92)	4% (18)	1% (6)	26% (129)	38% (188)	499
Age: 18-34	16% (61)	26% (97)	6% (21)	3% (13)	22% (83)	27% (102)	378
Age: 35-44	14% (32)	26% (57)	6% (13)	3% (7)	25% (55)	26% (57)	222
Age: 45-64	11% (33)	23% (67)	3% (10)	2% (5)	25% (73)	35% (101)	290
Age: 65+	4% (5)	12% (14)	3% (3)	5% (6)	32% (35)	44% (48)	110
GenZers: 1997-2012	14% (19)	26% (36)	5% (7)	3% (3)	24% (33)	29% (39)	137
Millennials: 1981-1996	18% (64)	24% (87)	6% (21)	4% (13)	22% (80)	27% (96)	361
GenXers: 1965-1980	11% (31)	26% (75)	4% (11)	2% (7)	25% (73)	31% (91)	289
Baby Boomers: 1946-1964	8% (16)	17% (32)	4% (7)	4% (8)	29% (56)	38% (73)	191
PID: Dem (no lean)	15% (66)	24% (109)	4% (16)	1% (6)	24% (107)	32% (141)	444
PID: Ind (no lean)	12% (39)	21% (68)	5% (16)	3% (10)	29% (91)	30% (94)	319
PID: Rep (no lean)	11% (26)	25% (58)	6% (14)	7% (15)	21% (49)	31% (73)	236
PID/Gender: Dem Men	15% (31)	29% (59)	5% (11)	2% (3)	24% (47)	24% (49)	199
PID/Gender: Dem Women	14% (35)	20% (50)	2% (6)	1% (3)	24% (59)	38% (93)	245
PID/Gender: Ind Men	12% (18)	28% (44)	6% (9)	5% (9)	29% (45)	19% (30)	156
PID/Gender: Ind Women	13% (21)	15% (24)	4% (7)	1% (1)	28% (46)	39% (64)	162
PID/Gender: Rep Men	11% (16)	28% (40)	6% (9)	9% (13)	17% (25)	29% (41)	144
PID/Gender: Rep Women	11% (10)	20% (19)	6% (5)	2% (2)	26% (24)	35% (32)	92
Ideo: Liberal (1-3)	15% (51)	22% (76)	6% (21)	1% (4)	22% (75)	33% (114)	341
Ideo: Moderate (4)	13% (45)	23% (76)	4% (14)	3% (9)	30% (100)	28% (94)	337
Ideo: Conservative (5-7)	12% (27)	27% (62)	5% (11)	7% (15)	20% (46)	29% (65)	227
Educ: < College	11% (66)	21% (121)	4% (26)	3% (19)	27% (154)	33% (193)	579
Educ: Bachelors degree	18% (47)	29% (74)	4% (10)	5% (13)	23% (60)	21% (55)	260
Educ: Post-grad	11% (17)	25% (39)	7% (11)	— (0)	20% (32)	38% (60)	160
Income: Under 50k	13% (67)	21% (106)	4% (21)	2% (11)	26% (135)	34% (174)	514
Income: 50k-100k	12% (37)	25% (77)	6% (18)	4% (13)	24% (76)	29% (92)	313
Income: 100k+	15% (27)	30% (51)	4% (8)	4% (7)	21% (35)	25% (43)	171
Ethnicity: White	13% (80)	25% (156)	4% (28)	3% (21)	24% (152)	31% (197)	633
Ethnicity: Hispanic	13% (131)	24% (235)	5% (47)	3% (31)	25% (247)	31% (309)	999

Continued on next page

Table MCFE22_11: Do you have a favorable or unfavorable opinion of each of the following Spanish-language television networks?

Univervo

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Hispanic Adults	13% (131)	24% (235)	5% (47)	3% (31)	25% (247)	31% (309)	999
Ethnicity: Black	21% (12)	20% (11)	8% (5)	— (0)	26% (15)	25% (14)	57
Ethnicity: Other	13% (39)	22% (68)	5% (14)	3% (10)	26% (80)	32% (97)	309
All Christian	14% (78)	26% (144)	4% (24)	3% (17)	24% (135)	28% (155)	553
Agnostic/Nothing in particular	12% (29)	20% (46)	5% (11)	4% (8)	26% (60)	34% (78)	233
Something Else	13% (17)	17% (23)	4% (6)	2% (3)	29% (38)	35% (46)	133
Evangelical	17% (41)	22% (54)	6% (13)	2% (5)	25% (60)	28% (66)	238
Non-Evangelical	12% (51)	25% (108)	4% (17)	3% (15)	25% (111)	31% (134)	435
Community: Urban	17% (78)	25% (115)	3% (15)	3% (12)	25% (114)	26% (119)	454
Community: Suburban	9% (41)	22% (95)	7% (28)	4% (17)	24% (105)	34% (146)	431
Community: Rural	10% (12)	22% (24)	3% (4)	2% (2)	24% (28)	39% (44)	114
Employ: Private Sector	14% (52)	29% (107)	6% (23)	5% (18)	20% (73)	26% (98)	370
Employ: Government	21% (16)	26% (20)	4% (3)	1% (1)	26% (20)	22% (16)	75
Employ: Self-Employed	18% (17)	23% (21)	8% (7)	2% (1)	24% (23)	26% (25)	95
Employ: Student	8% (5)	32% (20)	4% (3)	— (0)	27% (17)	29% (18)	64
Employ: Retired	6% (8)	18% (21)	2% (2)	5% (6)	29% (35)	40% (48)	120
Employ: Unemployed	12% (18)	19% (29)	4% (7)	3% (4)	30% (47)	32% (50)	156
Employ: Other	11% (8)	15% (11)	1% (1)	1% (1)	26% (18)	45% (32)	70
Military HH: Yes	9% (11)	20% (24)	5% (6)	6% (7)	26% (31)	33% (39)	117
Military HH: No	14% (120)	24% (211)	5% (41)	3% (25)	24% (216)	31% (269)	882
RD/WT: Right Direction	19% (50)	27% (73)	5% (13)	5% (15)	21% (57)	23% (62)	270
RD/WT: Wrong Track	11% (80)	22% (162)	5% (34)	2% (16)	26% (190)	34% (246)	729
Trump Job Approve	14% (44)	23% (75)	7% (21)	5% (17)	23% (74)	28% (89)	320
Trump Job Disapprove	13% (84)	24% (150)	4% (25)	2% (14)	25% (156)	32% (203)	633
Trump Job Strongly Approve	15% (26)	21% (35)	5% (9)	6% (10)	25% (43)	28% (47)	170
Trump Job Somewhat Approve	12% (18)	27% (40)	8% (12)	5% (7)	21% (31)	28% (42)	150
Trump Job Somewhat Disapprove	14% (18)	28% (38)	6% (8)	3% (4)	20% (27)	29% (39)	134
Trump Job Strongly Disapprove	13% (66)	23% (113)	3% (16)	2% (10)	26% (129)	33% (164)	499
Favorable of Trump	14% (46)	26% (84)	6% (18)	5% (17)	23% (74)	25% (80)	318
Unfavorable of Trump	12% (77)	23% (142)	4% (26)	2% (12)	25% (156)	34% (209)	622

Continued on next page

Table MCFE22_11: Do you have a favorable or unfavorable opinion of each of the following Spanish-language television networks?

Universo

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Hispanic Adults	13% (131)	24% (235)	5% (47)	3% (31)	25% (247)	31% (309)	999
Very Favorable of Trump	15% (27)	25% (45)	7% (13)	6% (11)	22% (40)	25% (45)	180
Somewhat Favorable of Trump	14% (19)	28% (39)	4% (5)	5% (6)	25% (34)	25% (35)	138
Somewhat Unfavorable of Trump	15% (16)	25% (27)	8% (9)	3% (3)	18% (19)	31% (33)	106
Very Unfavorable of Trump	12% (61)	22% (115)	3% (17)	2% (9)	27% (137)	34% (175)	515
#1 Issue: Economy	11% (43)	23% (91)	6% (24)	3% (12)	25% (95)	32% (123)	388
#1 Issue: Security	19% (15)	32% (25)	6% (5)	2% (2)	20% (16)	20% (16)	77
#1 Issue: Health Care	18% (38)	25% (52)	2% (5)	3% (5)	26% (55)	27% (58)	213
#1 Issue: Medicare / Social Security	13% (10)	22% (17)	5% (3)	3% (2)	22% (16)	35% (27)	76
#1 Issue: Women's Issues	12% (8)	22% (14)	3% (2)	5% (3)	21% (14)	38% (25)	65
#1 Issue: Education	7% (4)	23% (13)	7% (4)	7% (4)	31% (18)	25% (14)	57
#1 Issue: Energy	13% (7)	22% (12)	8% (4)	6% (4)	22% (12)	28% (16)	56
#1 Issue: Other	8% (5)	15% (10)	1% (1)	— (0)	30% (20)	45% (30)	67
2018 House Vote: Democrat	16% (61)	24% (88)	4% (13)	3% (9)	25% (91)	29% (109)	373
2018 House Vote: Republican	10% (21)	25% (52)	8% (16)	7% (14)	21% (43)	29% (59)	205
2016 Vote: Hillary Clinton	15% (53)	25% (92)	3% (12)	1% (5)	25% (92)	30% (109)	364
2016 Vote: Donald Trump	13% (29)	27% (59)	5% (10)	7% (16)	22% (48)	26% (57)	217
2016 Vote: Didn't Vote	12% (47)	21% (81)	6% (23)	2% (7)	25% (96)	34% (129)	382
Voted in 2014: Yes	15% (74)	24% (122)	4% (20)	4% (18)	23% (114)	30% (152)	502
Voted in 2014: No	11% (57)	23% (112)	5% (27)	3% (13)	27% (132)	31% (156)	497
2012 Vote: Barack Obama	15% (59)	24% (93)	4% (16)	3% (12)	24% (91)	29% (112)	382
2012 Vote: Mitt Romney	10% (12)	26% (34)	4% (5)	6% (7)	20% (26)	34% (43)	128
2012 Vote: Didn't Vote	12% (58)	22% (105)	5% (23)	2% (11)	26% (123)	32% (148)	468
4-Region: Northeast	14% (24)	20% (35)	5% (8)	5% (8)	27% (46)	29% (49)	170
4-Region: Midwest	9% (8)	21% (21)	9% (8)	5% (5)	28% (27)	29% (28)	97
4-Region: South	16% (70)	24% (108)	5% (22)	3% (15)	24% (105)	28% (126)	445
4-Region: West	10% (29)	25% (71)	3% (9)	1% (4)	24% (68)	37% (105)	286
Mexican	11% (52)	26% (123)	5% (24)	2% (12)	24% (113)	30% (142)	465
Puerto Rican	16% (28)	20% (35)	4% (7)	3% (6)	24% (43)	34% (60)	179
Cuban	11% (9)	15% (12)	7% (6)	3% (3)	34% (27)	30% (24)	81
Other South American	22% (26)	27% (32)	3% (3)	4% (4)	21% (25)	24% (29)	119

Continued on next page

Table MCFE22_11: Do you have a favorable or unfavorable opinion of each of the following Spanish-language television networks?

Univervo

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Hispanic Adults	13% (131)	24% (235)	5% (47)	3% (31)	25% (247)	31% (309)	999
Speaks only English at home	5% (13)	12% (31)	3% (7)	3% (9)	26% (70)	51% (136)	265
Speaks mostly English at home	10% (25)	23% (58)	6% (15)	4% (10)	28% (71)	29% (74)	254
Speaks both English and Spanish at home	18% (59)	29% (95)	5% (17)	3% (9)	21% (68)	23% (76)	323
Speaks mostly Spanish at home	21% (24)	33% (36)	4% (5)	3% (4)	23% (25)	16% (18)	111
Trump supporter	12% (33)	25% (69)	7% (18)	6% (16)	23% (62)	27% (75)	272
Biden supporter	15% (86)	23% (135)	4% (24)	2% (10)	25% (142)	31% (176)	573
Sports fans	14% (103)	28% (198)	6% (41)	4% (26)	23% (163)	26% (185)	717
Avid sports fans	21% (63)	35% (104)	8% (23)	4% (13)	16% (47)	16% (48)	299
Sports fans, Age: 18-34	19% (48)	31% (79)	7% (18)	5% (11)	19% (49)	19% (49)	253
Sports fans, Age: 35-44	17% (30)	29% (54)	7% (12)	3% (5)	24% (43)	21% (38)	182
Sports fans, Age: 45-64	10% (22)	26% (55)	4% (9)	2% (4)	25% (52)	32% (68)	209
Sports fans, Age: 65+	4% (3)	14% (11)	4% (3)	8% (6)	27% (19)	43% (31)	73
Movie studios should diversify teams	15% (106)	27% (185)	4% (28)	3% (20)	21% (147)	30% (206)	691
Movie studios should diversify stories	18% (107)	29% (170)	5% (29)	2% (14)	19% (115)	27% (160)	595
Concerned about Covid	14% (117)	24% (204)	5% (39)	2% (21)	25% (218)	30% (256)	856
No experience with Covid	13% (42)	24% (79)	3% (11)	2% (6)	26% (85)	32% (104)	326
Health care major factor for election	13% (88)	25% (163)	3% (20)	2% (14)	24% (159)	32% (214)	658
Social media users	13% (131)	23% (229)	5% (46)	3% (30)	25% (241)	31% (298)	975
WhatsApp users	17% (81)	29% (138)	5% (24)	3% (15)	21% (99)	25% (117)	474
WeChat users	21% (13)	37% (22)	7% (4)	7% (4)	16% (10)	13% (8)	61
Social media news source at least once a week	16% (110)	26% (176)	5% (34)	3% (20)	21% (145)	29% (194)	679

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

Table MCFE23_1: Now on another topic...How often do you see each of the following portrayed in advertising materials, such as TV commercials and sponsored posts on social media?
People who look like you

Demographic	Often		Sometimes		Rarely		Never		Total N
Hispanic Adults	17%	(173)	42%	(416)	30%	(297)	11%	(114)	999
Gender: Male	20%	(101)	42%	(208)	26%	(132)	12%	(59)	500
Gender: Female	14%	(72)	42%	(207)	33%	(165)	11%	(55)	499
Age: 18-34	17%	(65)	39%	(147)	30%	(114)	14%	(52)	378
Age: 35-44	21%	(46)	47%	(103)	25%	(56)	7%	(16)	222
Age: 45-64	14%	(42)	39%	(114)	34%	(98)	12%	(36)	290
Age: 65+	18%	(20)	47%	(51)	26%	(29)	9%	(10)	110
GenZers: 1997-2012	13%	(17)	39%	(54)	30%	(41)	18%	(24)	137
Millennials: 1981-1996	22%	(79)	41%	(147)	27%	(99)	10%	(37)	361
GenXers: 1965-1980	14%	(41)	42%	(121)	33%	(96)	11%	(30)	289
Baby Boomers: 1946-1964	17%	(32)	45%	(85)	29%	(56)	9%	(18)	191
PID: Dem (no lean)	14%	(61)	43%	(189)	32%	(140)	12%	(54)	444
PID: Ind (no lean)	18%	(56)	33%	(106)	37%	(118)	12%	(39)	319
PID: Rep (no lean)	24%	(56)	51%	(120)	17%	(39)	9%	(21)	236
PID/Gender: Dem Men	15%	(31)	44%	(88)	27%	(53)	14%	(28)	199
PID/Gender: Dem Women	12%	(30)	41%	(102)	36%	(87)	11%	(26)	245
PID/Gender: Ind Men	21%	(33)	31%	(48)	36%	(56)	13%	(20)	156
PID/Gender: Ind Women	14%	(23)	36%	(58)	38%	(62)	12%	(19)	162
PID/Gender: Rep Men	26%	(37)	50%	(72)	16%	(23)	8%	(11)	144
PID/Gender: Rep Women	20%	(19)	52%	(48)	18%	(16)	10%	(10)	92
Ideo: Liberal (1-3)	17%	(57)	42%	(145)	32%	(109)	9%	(30)	341
Ideo: Moderate (4)	18%	(62)	41%	(137)	30%	(100)	11%	(38)	337
Ideo: Conservative (5-7)	19%	(44)	47%	(106)	25%	(58)	9%	(20)	227
Educ: < College	14%	(79)	39%	(224)	33%	(190)	15%	(87)	579
Educ: Bachelors degree	20%	(53)	49%	(128)	25%	(66)	5%	(14)	260
Educ: Post-grad	26%	(41)	40%	(64)	26%	(42)	8%	(13)	160
Income: Under 50k	13%	(67)	39%	(199)	33%	(169)	15%	(80)	514
Income: 50k-100k	18%	(57)	48%	(151)	27%	(84)	7%	(21)	313
Income: 100k+	28%	(48)	38%	(66)	26%	(44)	8%	(13)	171
Ethnicity: White	20%	(128)	45%	(287)	26%	(165)	8%	(53)	633
Ethnicity: Hispanic	17%	(173)	42%	(416)	30%	(297)	11%	(114)	999

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Table MCFE23_1: Now on another topic...How often do you see each of the following portrayed in advertising materials, such as TV commercials and sponsored posts on social media?
People who look like you

Demographic	Often		Sometimes		Rarely		Never		Total N
Hispanic Adults	17%	(173)	42%	(416)	30%	(297)	11%	(114)	999
Ethnicity: Black	16%	(9)	43%	(25)	34%	(20)	7%	(4)	57
Ethnicity: Other	12%	(36)	34%	(104)	36%	(112)	18%	(57)	309
All Christian	19%	(105)	45%	(247)	27%	(147)	10%	(54)	553
Agnostic/Nothing in particular	16%	(36)	32%	(74)	39%	(90)	14%	(32)	233
Something Else	12%	(16)	40%	(54)	31%	(41)	17%	(23)	133
Evangelical	22%	(52)	40%	(96)	23%	(56)	14%	(34)	238
Non-Evangelical	15%	(66)	46%	(198)	30%	(129)	10%	(42)	435
Community: Urban	18%	(83)	42%	(190)	26%	(119)	13%	(61)	454
Community: Suburban	17%	(74)	42%	(182)	32%	(138)	9%	(38)	431
Community: Rural	14%	(16)	38%	(43)	35%	(40)	13%	(15)	114
Employ: Private Sector	19%	(70)	48%	(179)	26%	(97)	7%	(24)	370
Employ: Government	20%	(15)	49%	(37)	22%	(16)	9%	(7)	75
Employ: Self-Employed	24%	(23)	34%	(32)	35%	(33)	7%	(7)	95
Employ: Student	17%	(11)	35%	(22)	32%	(21)	15%	(10)	64
Employ: Retired	15%	(18)	42%	(50)	32%	(38)	11%	(14)	120
Employ: Unemployed	11%	(18)	33%	(51)	30%	(46)	26%	(41)	156
Employ: Other	12%	(9)	32%	(23)	44%	(31)	12%	(8)	70
Military HH: Yes	9%	(11)	44%	(51)	35%	(41)	12%	(14)	117
Military HH: No	18%	(162)	41%	(364)	29%	(256)	11%	(100)	882
RD/WT: Right Direction	26%	(69)	46%	(125)	19%	(51)	9%	(26)	270
RD/WT: Wrong Track	14%	(104)	40%	(291)	34%	(246)	12%	(88)	729
Trump Job Approve	24%	(76)	46%	(147)	22%	(72)	8%	(26)	320
Trump Job Disapprove	14%	(90)	40%	(255)	33%	(210)	12%	(77)	633
Trump Job Strongly Approve	28%	(47)	48%	(81)	17%	(29)	8%	(13)	170
Trump Job Somewhat Approve	19%	(29)	44%	(66)	28%	(43)	9%	(13)	150
Trump Job Somewhat Disapprove	15%	(20)	49%	(65)	28%	(37)	8%	(11)	134
Trump Job Strongly Disapprove	14%	(70)	38%	(190)	35%	(173)	13%	(66)	499
Favorable of Trump	26%	(84)	47%	(150)	19%	(60)	8%	(24)	318
Unfavorable of Trump	13%	(83)	40%	(247)	34%	(212)	13%	(80)	622

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Table MCFE23_1: Now on another topic...How often do you see each of the following portrayed in advertising materials, such as TV commercials and sponsored posts on social media?
People who look like you

Demographic	Often		Sometimes		Rarely		Never		Total N
Hispanic Adults	17%	(173)	42%	(416)	30%	(297)	11%	(114)	999
Very Favorable of Trump	26%	(47)	49%	(89)	17%	(31)	8%	(14)	180
Somewhat Favorable of Trump	27%	(37)	44%	(61)	21%	(29)	8%	(11)	138
Somewhat Unfavorable of Trump	16%	(17)	46%	(49)	30%	(32)	8%	(9)	106
Very Unfavorable of Trump	13%	(66)	39%	(199)	35%	(180)	14%	(71)	515
#1 Issue: Economy	18%	(69)	41%	(160)	29%	(112)	12%	(48)	388
#1 Issue: Security	22%	(17)	51%	(39)	24%	(18)	4%	(3)	77
#1 Issue: Health Care	22%	(47)	43%	(91)	29%	(62)	6%	(13)	213
#1 Issue: Medicare / Social Security	14%	(11)	42%	(32)	32%	(24)	12%	(9)	76
#1 Issue: Women's Issues	11%	(7)	37%	(24)	36%	(24)	16%	(10)	65
#1 Issue: Education	17%	(10)	48%	(28)	23%	(13)	12%	(7)	57
#1 Issue: Energy	14%	(8)	39%	(22)	39%	(21)	8%	(5)	56
#1 Issue: Other	8%	(5)	30%	(20)	33%	(22)	29%	(19)	67
2018 House Vote: Democrat	16%	(61)	44%	(163)	32%	(119)	8%	(29)	373
2018 House Vote: Republican	25%	(51)	52%	(107)	15%	(32)	7%	(15)	205
2016 Vote: Hillary Clinton	15%	(55)	43%	(158)	32%	(116)	10%	(35)	364
2016 Vote: Donald Trump	26%	(57)	53%	(116)	13%	(29)	7%	(16)	217
2016 Vote: Didn't Vote	14%	(53)	34%	(128)	37%	(142)	15%	(59)	382
Voted in 2014: Yes	20%	(98)	46%	(231)	27%	(134)	8%	(39)	502
Voted in 2014: No	15%	(75)	37%	(185)	33%	(163)	15%	(75)	497
2012 Vote: Barack Obama	18%	(68)	44%	(167)	31%	(118)	8%	(30)	382
2012 Vote: Mitt Romney	26%	(33)	48%	(61)	17%	(22)	9%	(11)	128
2012 Vote: Didn't Vote	15%	(68)	38%	(178)	32%	(150)	15%	(72)	468
4-Region: Northeast	18%	(30)	42%	(72)	28%	(48)	12%	(21)	170
4-Region: Midwest	11%	(11)	41%	(40)	30%	(29)	17%	(17)	97
4-Region: South	18%	(81)	44%	(197)	29%	(127)	9%	(40)	445
4-Region: West	18%	(50)	37%	(107)	32%	(93)	13%	(36)	286
Mexican	16%	(76)	39%	(183)	32%	(149)	12%	(57)	465
Puerto Rican	15%	(27)	43%	(77)	31%	(55)	12%	(21)	179
Cuban	17%	(14)	56%	(45)	21%	(17)	6%	(5)	81
Other South American	26%	(31)	40%	(48)	26%	(31)	7%	(9)	119

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Table MCFE23_1: Now on another topic...How often do you see each of the following portrayed in advertising materials, such as TV commercials and sponsored posts on social media?
People who look like you

Demographic	Often		Sometimes		Rarely		Never		Total N
Hispanic Adults	17%	(173)	42%	(416)	30%	(297)	11%	(114)	999
Speaks only English at home	16%	(43)	41%	(108)	29%	(78)	14%	(36)	265
Speaks mostly English at home	14%	(36)	38%	(97)	37%	(93)	11%	(28)	254
Speaks both English and Spanish at home	19%	(62)	46%	(147)	26%	(83)	10%	(32)	323
Speaks mostly Spanish at home	23%	(25)	40%	(44)	27%	(30)	10%	(12)	111
Trump supporter	25%	(69)	49%	(133)	18%	(50)	7%	(19)	272
Biden supporter	14%	(80)	40%	(230)	33%	(191)	13%	(72)	573
Sports fans	19%	(140)	43%	(311)	28%	(200)	9%	(67)	717
Avid sports fans	27%	(79)	45%	(135)	22%	(65)	6%	(19)	299
Sports fans, Age: 18-34	20%	(50)	41%	(104)	28%	(71)	11%	(28)	253
Sports fans, Age: 35-44	24%	(44)	48%	(87)	23%	(43)	5%	(8)	182
Sports fans, Age: 45-64	15%	(32)	41%	(87)	31%	(66)	12%	(26)	209
Sports fans, Age: 65+	19%	(14)	47%	(34)	28%	(20)	6%	(5)	73
Movie studios should diversify teams	19%	(131)	43%	(295)	30%	(207)	8%	(57)	691
Movie studios should diversify stories	19%	(110)	42%	(253)	31%	(184)	8%	(49)	595
Concerned about Covid	17%	(141)	42%	(360)	31%	(268)	10%	(87)	856
No experience with Covid	19%	(63)	40%	(130)	26%	(85)	15%	(48)	326
Health care major factor for election	19%	(126)	40%	(261)	30%	(198)	11%	(73)	658
Social media users	17%	(170)	42%	(408)	30%	(292)	11%	(105)	975
WhatsApp users	21%	(99)	44%	(208)	27%	(128)	8%	(39)	474
WeChat users	30%	(18)	44%	(27)	18%	(11)	7%	(4)	61
Social media news source at least once a week	19%	(131)	42%	(285)	29%	(200)	9%	(63)	679

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

Table MCFE23_2: Now on another topic...How often do you see each of the following portrayed in advertising materials, such as TV commercials and sponsored posts on social media?
Communities that look like yours

Demographic	Often		Sometimes		Rarely		Never		Total N
Hispanic Adults	16%	(157)	44%	(439)	30%	(297)	11%	(106)	999
Gender: Male	16%	(81)	46%	(229)	28%	(138)	10%	(51)	500
Gender: Female	15%	(76)	42%	(210)	32%	(159)	11%	(55)	499
Age: 18-34	17%	(62)	40%	(151)	31%	(115)	13%	(49)	378
Age: 35-44	18%	(40)	47%	(103)	27%	(60)	8%	(18)	222
Age: 45-64	13%	(39)	43%	(124)	34%	(98)	10%	(29)	290
Age: 65+	14%	(16)	55%	(61)	21%	(24)	9%	(10)	110
GenZers: 1997-2012	12%	(17)	39%	(53)	31%	(43)	17%	(24)	137
Millennials: 1981-1996	20%	(73)	42%	(151)	29%	(104)	9%	(34)	361
GenXers: 1965-1980	14%	(41)	43%	(125)	33%	(96)	9%	(26)	289
Baby Boomers: 1946-1964	11%	(21)	52%	(99)	26%	(50)	11%	(21)	191
PID: Dem (no lean)	13%	(59)	43%	(191)	33%	(148)	10%	(46)	444
PID: Ind (no lean)	17%	(54)	39%	(125)	31%	(98)	13%	(42)	319
PID: Rep (no lean)	19%	(45)	52%	(122)	21%	(51)	8%	(19)	236
PID/Gender: Dem Men	13%	(25)	46%	(93)	32%	(63)	9%	(18)	199
PID/Gender: Dem Women	14%	(33)	40%	(99)	35%	(85)	11%	(28)	245
PID/Gender: Ind Men	16%	(25)	41%	(65)	27%	(43)	15%	(23)	156
PID/Gender: Ind Women	17%	(28)	37%	(61)	34%	(55)	11%	(19)	162
PID/Gender: Rep Men	21%	(30)	50%	(72)	22%	(32)	7%	(10)	144
PID/Gender: Rep Women	16%	(15)	54%	(50)	20%	(19)	9%	(9)	92
Ideo: Liberal (1-3)	17%	(57)	42%	(144)	34%	(114)	7%	(26)	341
Ideo: Moderate (4)	15%	(51)	46%	(156)	28%	(96)	10%	(34)	337
Ideo: Conservative (5-7)	17%	(39)	50%	(113)	24%	(54)	9%	(20)	227
Educ: < College	13%	(75)	41%	(238)	32%	(184)	14%	(83)	579
Educ: Bachelors degree	18%	(48)	49%	(128)	28%	(72)	5%	(13)	260
Educ: Post-grad	22%	(35)	46%	(73)	26%	(41)	7%	(11)	160
Income: Under 50k	13%	(64)	39%	(202)	34%	(173)	15%	(75)	514
Income: 50k-100k	19%	(59)	46%	(145)	27%	(86)	7%	(23)	313
Income: 100k+	19%	(33)	54%	(92)	22%	(38)	5%	(8)	171
Ethnicity: White	18%	(116)	47%	(300)	26%	(168)	8%	(49)	633
Ethnicity: Hispanic	16%	(157)	44%	(439)	30%	(297)	11%	(106)	999

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Table MCFE23_2: Now on another topic...How often do you see each of the following portrayed in advertising materials, such as TV commercials and sponsored posts on social media?
Communities that look like yours

Demographic	Often		Sometimes		Rarely		Never		Total N
Hispanic Adults	16%	(157)	44%	(439)	30%	(297)	11%	(106)	999
Ethnicity: Black	12%	(7)	32%	(18)	46%	(26)	10%	(6)	57
Ethnicity: Other	11%	(34)	39%	(121)	33%	(102)	17%	(51)	309
All Christian	16%	(88)	50%	(278)	27%	(147)	7%	(40)	553
Agnostic/Nothing in particular	12%	(29)	33%	(78)	36%	(83)	19%	(43)	233
Something Else	18%	(24)	38%	(51)	30%	(40)	14%	(18)	133
Evangelical	21%	(50)	42%	(100)	27%	(63)	11%	(25)	238
Non-Evangelical	14%	(60)	51%	(223)	27%	(119)	8%	(33)	435
Community: Urban	18%	(80)	44%	(200)	27%	(123)	11%	(51)	454
Community: Suburban	14%	(60)	47%	(202)	30%	(129)	9%	(40)	431
Community: Rural	14%	(16)	33%	(37)	40%	(45)	13%	(15)	114
Employ: Private Sector	18%	(65)	50%	(186)	26%	(96)	6%	(24)	370
Employ: Government	19%	(14)	50%	(38)	26%	(19)	6%	(4)	75
Employ: Self-Employed	25%	(24)	30%	(28)	33%	(32)	11%	(11)	95
Employ: Student	8%	(5)	48%	(31)	25%	(16)	18%	(12)	64
Employ: Retired	10%	(11)	51%	(61)	30%	(36)	10%	(11)	120
Employ: Unemployed	13%	(21)	37%	(57)	32%	(49)	18%	(29)	156
Employ: Other	11%	(8)	28%	(20)	44%	(31)	17%	(12)	70
Military HH: Yes	14%	(17)	39%	(46)	34%	(40)	12%	(14)	117
Military HH: No	16%	(140)	45%	(393)	29%	(256)	10%	(92)	882
RD/WT: Right Direction	22%	(60)	49%	(134)	21%	(55)	8%	(21)	270
RD/WT: Wrong Track	13%	(97)	42%	(305)	33%	(241)	12%	(85)	729
Trump Job Approve	20%	(64)	49%	(156)	26%	(82)	6%	(18)	320
Trump Job Disapprove	14%	(87)	42%	(267)	32%	(204)	12%	(75)	633
Trump Job Strongly Approve	25%	(43)	46%	(79)	23%	(39)	6%	(10)	170
Trump Job Somewhat Approve	14%	(21)	51%	(77)	29%	(44)	5%	(8)	150
Trump Job Somewhat Disapprove	15%	(20)	49%	(65)	29%	(38)	7%	(10)	134
Trump Job Strongly Disapprove	13%	(67)	40%	(202)	33%	(165)	13%	(65)	499
Favorable of Trump	21%	(66)	53%	(168)	21%	(68)	5%	(17)	318
Unfavorable of Trump	14%	(85)	41%	(256)	33%	(205)	12%	(76)	622

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Table MCFE23_2: Now on another topic...How often do you see each of the following portrayed in advertising materials, such as TV commercials and sponsored posts on social media?
Communities that look like yours

Demographic	Often		Sometimes		Rarely		Never		Total N
Hispanic Adults	16%	(157)	44%	(439)	30%	(297)	11%	(106)	999
Very Favorable of Trump	24%	(42)	49%	(89)	21%	(37)	6%	(11)	180
Somewhat Favorable of Trump	17%	(23)	57%	(79)	22%	(31)	4%	(6)	138
Somewhat Unfavorable of Trump	19%	(21)	40%	(43)	32%	(34)	8%	(9)	106
Very Unfavorable of Trump	13%	(65)	41%	(213)	33%	(170)	13%	(67)	515
#1 Issue: Economy	16%	(63)	44%	(172)	30%	(118)	9%	(35)	388
#1 Issue: Security	20%	(15)	54%	(42)	18%	(14)	8%	(6)	77
#1 Issue: Health Care	18%	(38)	46%	(97)	29%	(62)	7%	(16)	213
#1 Issue: Medicare / Social Security	11%	(9)	38%	(29)	39%	(29)	13%	(10)	76
#1 Issue: Women's Issues	14%	(9)	40%	(26)	34%	(22)	13%	(8)	65
#1 Issue: Education	14%	(8)	45%	(26)	30%	(17)	11%	(6)	57
#1 Issue: Energy	12%	(7)	47%	(26)	32%	(18)	9%	(5)	56
#1 Issue: Other	14%	(9)	32%	(22)	23%	(16)	30%	(20)	67
2018 House Vote: Democrat	13%	(49)	46%	(172)	34%	(125)	7%	(26)	373
2018 House Vote: Republican	21%	(43)	54%	(110)	19%	(38)	7%	(14)	205
2016 Vote: Hillary Clinton	11%	(42)	46%	(168)	35%	(127)	8%	(27)	364
2016 Vote: Donald Trump	22%	(49)	52%	(113)	18%	(39)	8%	(17)	217
2016 Vote: Didn't Vote	15%	(59)	38%	(144)	32%	(122)	15%	(56)	382
Voted in 2014: Yes	15%	(77)	49%	(247)	27%	(137)	8%	(41)	502
Voted in 2014: No	16%	(80)	39%	(192)	32%	(160)	13%	(66)	497
2012 Vote: Barack Obama	14%	(52)	49%	(188)	30%	(115)	7%	(26)	382
2012 Vote: Mitt Romney	22%	(28)	53%	(68)	16%	(21)	9%	(12)	128
2012 Vote: Didn't Vote	16%	(73)	37%	(173)	33%	(155)	14%	(67)	468
4-Region: Northeast	16%	(27)	42%	(71)	33%	(57)	10%	(16)	170
4-Region: Midwest	11%	(11)	45%	(44)	27%	(27)	17%	(17)	97
4-Region: South	17%	(78)	47%	(208)	28%	(124)	8%	(35)	445
4-Region: West	15%	(42)	41%	(117)	31%	(89)	14%	(39)	286
Mexican	15%	(69)	46%	(212)	29%	(133)	11%	(50)	465
Puerto Rican	13%	(23)	41%	(74)	34%	(60)	12%	(22)	179
Cuban	18%	(15)	47%	(38)	22%	(18)	12%	(10)	81
Other South American	19%	(22)	51%	(61)	26%	(31)	4%	(5)	119

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Table MCFE23_2: Now on another topic...How often do you see each of the following portrayed in advertising materials, such as TV commercials and sponsored posts on social media?
Communities that look like yours

Demographic	Often		Sometimes		Rarely		Never		Total N
Hispanic Adults	16%	(157)	44%	(439)	30%	(297)	11%	(106)	999
Speaks only English at home	15%	(40)	40%	(107)	29%	(78)	15%	(41)	265
Speaks mostly English at home	11%	(29)	42%	(105)	38%	(96)	9%	(23)	254
Speaks both English and Spanish at home	19%	(60)	46%	(150)	25%	(81)	10%	(32)	323
Speaks mostly Spanish at home	19%	(21)	54%	(60)	25%	(27)	2%	(2)	111
Trump supporter	21%	(58)	53%	(143)	20%	(54)	6%	(16)	272
Biden supporter	13%	(76)	42%	(241)	34%	(195)	11%	(61)	573
Sports fans	16%	(116)	47%	(334)	29%	(206)	9%	(62)	717
Avid sports fans	19%	(58)	50%	(149)	25%	(74)	6%	(19)	299
Sports fans, Age: 18-34	16%	(41)	44%	(111)	29%	(75)	11%	(27)	253
Sports fans, Age: 35-44	20%	(36)	47%	(86)	26%	(48)	7%	(12)	182
Sports fans, Age: 45-64	13%	(28)	46%	(96)	33%	(69)	8%	(17)	209
Sports fans, Age: 65+	15%	(11)	57%	(42)	20%	(15)	7%	(5)	73
Movie studios should diversify teams	18%	(121)	44%	(302)	31%	(215)	8%	(52)	691
Movie studios should diversify stories	17%	(100)	44%	(265)	31%	(187)	7%	(43)	595
Concerned about Covid	15%	(129)	44%	(380)	31%	(265)	10%	(82)	856
No experience with Covid	16%	(52)	46%	(150)	24%	(80)	13%	(44)	326
Health care major factor for election	16%	(105)	43%	(281)	31%	(206)	10%	(67)	658
Social media users	16%	(155)	44%	(432)	30%	(288)	10%	(100)	975
WhatsApp users	19%	(89)	47%	(222)	28%	(131)	7%	(32)	474
WeChat users	33%	(20)	42%	(25)	17%	(10)	9%	(5)	61
Social media news source at least once a week	17%	(115)	45%	(304)	30%	(205)	8%	(55)	679

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

Table MCFE24: *How often do you compare yourself to people you see in advertising materials, such as TV commercials or sponsored posts on social media?*

Demographic	Often		Sometimes		Rarely		Never		Total N
Hispanic Adults	11%	(107)	32%	(321)	29%	(286)	29%	(285)	999
Gender: Male	12%	(62)	36%	(181)	25%	(123)	27%	(134)	500
Gender: Female	9%	(45)	28%	(140)	33%	(163)	30%	(151)	499
Age: 18-34	12%	(47)	35%	(134)	30%	(113)	22%	(83)	378
Age: 35-44	17%	(37)	33%	(74)	28%	(62)	22%	(49)	222
Age: 45-64	6%	(18)	28%	(81)	29%	(84)	37%	(108)	290
Age: 65+	5%	(5)	30%	(33)	25%	(27)	41%	(45)	110
GenZers: 1997-2012	13%	(18)	34%	(46)	31%	(42)	22%	(31)	137
Millennials: 1981-1996	15%	(53)	36%	(130)	28%	(101)	22%	(78)	361
GenXers: 1965-1980	9%	(25)	29%	(84)	30%	(85)	33%	(95)	289
Baby Boomers: 1946-1964	5%	(9)	32%	(60)	27%	(51)	37%	(70)	191
PID: Dem (no lean)	9%	(42)	35%	(155)	29%	(131)	26%	(117)	444
PID: Ind (no lean)	8%	(27)	31%	(100)	31%	(98)	29%	(94)	319
PID: Rep (no lean)	16%	(38)	28%	(66)	24%	(57)	31%	(74)	236
PID/Gender: Dem Men	12%	(23)	39%	(79)	25%	(50)	24%	(47)	199
PID/Gender: Dem Women	8%	(19)	31%	(77)	33%	(80)	28%	(69)	245
PID/Gender: Ind Men	6%	(9)	36%	(56)	28%	(44)	31%	(48)	156
PID/Gender: Ind Women	11%	(18)	27%	(44)	34%	(54)	28%	(46)	162
PID/Gender: Rep Men	21%	(30)	32%	(47)	20%	(29)	26%	(38)	144
PID/Gender: Rep Women	9%	(8)	21%	(20)	31%	(28)	39%	(36)	92
Ideo: Liberal (1-3)	13%	(46)	33%	(113)	32%	(111)	21%	(72)	341
Ideo: Moderate (4)	7%	(25)	34%	(114)	30%	(101)	29%	(97)	337
Ideo: Conservative (5-7)	13%	(30)	28%	(63)	24%	(54)	35%	(80)	227
Educ: < College	9%	(50)	30%	(172)	28%	(163)	34%	(195)	579
Educ: Bachelors degree	15%	(39)	32%	(84)	32%	(84)	20%	(52)	260
Educ: Post-grad	11%	(18)	41%	(65)	25%	(40)	23%	(37)	160
Income: Under 50k	10%	(52)	30%	(155)	30%	(154)	30%	(154)	514
Income: 50k-100k	11%	(36)	34%	(108)	28%	(86)	27%	(83)	313
Income: 100k+	11%	(19)	34%	(59)	27%	(45)	28%	(48)	171
Ethnicity: White	12%	(77)	31%	(195)	29%	(183)	28%	(178)	633
Ethnicity: Hispanic	11%	(107)	32%	(321)	29%	(286)	29%	(285)	999
Ethnicity: Black	9%	(5)	36%	(21)	35%	(20)	20%	(12)	57

Continued on next page

Table MCFE24: *How often do you compare yourself to people you see in advertising materials, such as TV commercials or sponsored posts on social media?*

Demographic	Often		Sometimes		Rarely		Never		Total N
Hispanic Adults	11%	(107)	32%	(321)	29%	(286)	29%	(285)	999
Ethnicity: Other	8%	(24)	34%	(106)	27%	(84)	31%	(95)	309
All Christian	11%	(60)	33%	(185)	29%	(161)	27%	(147)	553
Agnostic/Nothing in particular	11%	(25)	25%	(58)	30%	(70)	34%	(80)	233
Something Else	6%	(8)	44%	(59)	21%	(28)	29%	(38)	133
Evangelical	15%	(35)	35%	(82)	25%	(59)	26%	(62)	238
Non-Evangelical	7%	(29)	36%	(156)	29%	(126)	28%	(123)	435
Community: Urban	13%	(60)	31%	(139)	27%	(123)	29%	(132)	454
Community: Suburban	9%	(38)	34%	(146)	29%	(125)	28%	(121)	431
Community: Rural	7%	(8)	32%	(36)	33%	(38)	28%	(32)	114
Employ: Private Sector	15%	(55)	37%	(138)	26%	(97)	22%	(80)	370
Employ: Government	9%	(7)	41%	(31)	24%	(18)	26%	(20)	75
Employ: Self-Employed	8%	(8)	28%	(26)	28%	(27)	36%	(34)	95
Employ: Student	3%	(2)	32%	(20)	35%	(22)	31%	(20)	64
Employ: Retired	4%	(5)	27%	(33)	31%	(37)	38%	(45)	120
Employ: Unemployed	11%	(16)	28%	(43)	32%	(49)	30%	(47)	156
Employ: Other	13%	(9)	25%	(17)	31%	(21)	32%	(22)	70
Military HH: Yes	15%	(17)	33%	(39)	29%	(33)	24%	(28)	117
Military HH: No	10%	(89)	32%	(283)	29%	(253)	29%	(257)	882
RD/WT: Right Direction	18%	(47)	31%	(84)	22%	(60)	29%	(79)	270
RD/WT: Wrong Track	8%	(59)	33%	(238)	31%	(226)	28%	(206)	729
Trump Job Approve	15%	(49)	30%	(97)	23%	(75)	31%	(99)	320
Trump Job Disapprove	9%	(55)	33%	(212)	31%	(197)	27%	(169)	633
Trump Job Strongly Approve	20%	(34)	26%	(44)	20%	(34)	34%	(58)	170
Trump Job Somewhat Approve	10%	(15)	36%	(53)	27%	(41)	27%	(41)	150
Trump Job Somewhat Disapprove	5%	(7)	42%	(56)	29%	(38)	24%	(32)	134
Trump Job Strongly Disapprove	10%	(48)	31%	(155)	32%	(158)	28%	(137)	499
Favorable of Trump	16%	(52)	31%	(99)	23%	(74)	29%	(93)	318
Unfavorable of Trump	8%	(49)	34%	(212)	31%	(193)	27%	(168)	622

Continued on next page

Table MCFE24: How often do you compare yourself to people you see in advertising materials, such as TV commercials or sponsored posts on social media?

Demographic	Often		Sometimes		Rarely		Never		Total N
Hispanic Adults	11%	(107)	32%	(321)	29%	(286)	29%	(285)	999
Very Favorable of Trump	19%	(35)	29%	(53)	19%	(35)	32%	(57)	180
Somewhat Favorable of Trump	13%	(18)	33%	(46)	28%	(39)	26%	(35)	138
Somewhat Unfavorable of Trump	7%	(7)	40%	(42)	28%	(30)	26%	(27)	106
Very Unfavorable of Trump	8%	(42)	33%	(169)	32%	(163)	27%	(141)	515
#1 Issue: Economy	11%	(41)	33%	(127)	28%	(109)	28%	(111)	388
#1 Issue: Security	19%	(14)	34%	(26)	18%	(14)	30%	(23)	77
#1 Issue: Health Care	10%	(22)	33%	(70)	31%	(65)	26%	(56)	213
#1 Issue: Medicare / Social Security	2%	(2)	31%	(24)	24%	(18)	43%	(32)	76
#1 Issue: Women's Issues	17%	(11)	43%	(28)	29%	(19)	11%	(7)	65
#1 Issue: Education	8%	(5)	24%	(14)	45%	(26)	23%	(13)	57
#1 Issue: Energy	14%	(8)	30%	(17)	26%	(15)	30%	(17)	56
#1 Issue: Other	6%	(4)	24%	(16)	30%	(20)	40%	(27)	67
2018 House Vote: Democrat	11%	(42)	36%	(134)	30%	(111)	23%	(86)	373
2018 House Vote: Republican	18%	(36)	31%	(63)	22%	(45)	30%	(61)	205
2016 Vote: Hillary Clinton	10%	(36)	34%	(122)	31%	(113)	25%	(91)	364
2016 Vote: Donald Trump	17%	(36)	30%	(64)	23%	(50)	31%	(67)	217
2016 Vote: Didn't Vote	9%	(33)	32%	(122)	30%	(114)	30%	(113)	382
Voted in 2014: Yes	12%	(58)	34%	(172)	28%	(139)	26%	(132)	502
Voted in 2014: No	10%	(48)	30%	(150)	29%	(147)	31%	(153)	497
2012 Vote: Barack Obama	10%	(39)	36%	(136)	30%	(113)	24%	(93)	382
2012 Vote: Mitt Romney	16%	(21)	30%	(39)	22%	(28)	31%	(40)	128
2012 Vote: Didn't Vote	10%	(45)	29%	(138)	30%	(142)	31%	(143)	468
4-Region: Northeast	12%	(20)	30%	(51)	27%	(47)	31%	(53)	170
4-Region: Midwest	6%	(6)	40%	(39)	31%	(30)	24%	(23)	97
4-Region: South	11%	(48)	33%	(146)	29%	(128)	28%	(123)	445
4-Region: West	11%	(33)	30%	(85)	29%	(82)	30%	(86)	286
Mexican	9%	(44)	35%	(164)	29%	(135)	26%	(122)	465
Puerto Rican	13%	(23)	30%	(54)	27%	(48)	30%	(55)	179
Cuban	15%	(12)	27%	(22)	18%	(15)	39%	(32)	81
Other South American	9%	(11)	36%	(42)	33%	(39)	22%	(27)	119

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Table MCFE24: *How often do you compare yourself to people you see in advertising materials, such as TV commercials or sponsored posts on social media?*

Demographic	Often		Sometimes		Rarely		Never		Total N
Hispanic Adults	11%	(107)	32%	(321)	29%	(286)	29%	(285)	999
Speaks only English at home	10%	(28)	28%	(74)	29%	(77)	33%	(87)	265
Speaks mostly English at home	10%	(26)	29%	(74)	30%	(76)	30%	(77)	254
Speaks both English and Spanish at home	12%	(39)	35%	(114)	28%	(89)	25%	(82)	323
Speaks mostly Spanish at home	7%	(8)	41%	(45)	34%	(38)	18%	(20)	111
Trump supporter	15%	(42)	31%	(84)	22%	(61)	31%	(85)	272
Biden supporter	9%	(54)	34%	(194)	32%	(182)	25%	(143)	573
Sports fans	12%	(84)	34%	(245)	29%	(206)	25%	(181)	717
Avid sports fans	16%	(48)	37%	(110)	24%	(72)	23%	(69)	299
Sports fans, Age: 18-34	12%	(31)	38%	(95)	30%	(77)	20%	(50)	253
Sports fans, Age: 35-44	20%	(36)	33%	(61)	27%	(49)	20%	(36)	182
Sports fans, Age: 45-64	8%	(16)	30%	(63)	30%	(63)	32%	(67)	209
Sports fans, Age: 65+	1%	(1)	36%	(26)	24%	(17)	39%	(29)	73
Movie studios should diversify teams	13%	(87)	34%	(235)	31%	(215)	22%	(154)	691
Movie studios should diversify stories	13%	(79)	36%	(216)	32%	(190)	18%	(109)	595
Concerned about Covid	11%	(91)	33%	(286)	29%	(250)	27%	(228)	856
No experience with Covid	10%	(31)	31%	(102)	24%	(77)	36%	(116)	326
Health care major factor for election	11%	(71)	31%	(205)	31%	(204)	27%	(178)	658
Social media users	11%	(103)	33%	(318)	29%	(282)	28%	(273)	975
WhatsApp users	12%	(58)	35%	(167)	28%	(134)	24%	(116)	474
WeChat users	25%	(15)	45%	(27)	12%	(7)	18%	(11)	61
Social media news source at least once a week	13%	(88)	35%	(240)	29%	(197)	23%	(154)	679

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

Table MCFE25: Which of the following comes closest to your opinion even if neither is exactly right?

Demographic	Brands cast actors who look like me in their advertising materials, such as TV commercials and sponsored posts on social media		Brands do not cast actors who look like me in their advertising materials, such as TV commercials and sponsored posts on social media		Total N
Hispanic Adults	43%	(431)	57%	(568)	999
Gender: Male	47%	(234)	53%	(266)	500
Gender: Female	40%	(197)	60%	(302)	499
Age: 18-34	40%	(151)	60%	(227)	378
Age: 35-44	49%	(109)	51%	(113)	222
Age: 45-64	41%	(118)	59%	(172)	290
Age: 65+	49%	(54)	51%	(56)	110
GenZers: 1997-2012	38%	(52)	62%	(85)	137
Millennials: 1981-1996	44%	(161)	56%	(201)	361
GenXers: 1965-1980	41%	(119)	59%	(169)	289
Baby Boomers: 1946-1964	47%	(90)	53%	(102)	191
PID: Dem (no lean)	38%	(171)	62%	(274)	444
PID: Ind (no lean)	40%	(127)	60%	(192)	319
PID: Rep (no lean)	57%	(134)	43%	(102)	236
PID/Gender: Dem Men	44%	(87)	56%	(112)	199
PID/Gender: Dem Women	34%	(83)	66%	(162)	245
PID/Gender: Ind Men	38%	(59)	62%	(97)	156
PID/Gender: Ind Women	41%	(67)	59%	(95)	162
PID/Gender: Rep Men	60%	(87)	40%	(57)	144
PID/Gender: Rep Women	51%	(47)	49%	(45)	92
Ideo: Liberal (1-3)	38%	(130)	62%	(211)	341
Ideo: Moderate (4)	47%	(159)	53%	(178)	337
Ideo: Conservative (5-7)	50%	(113)	50%	(114)	227
Educ: < College	42%	(241)	58%	(338)	579
Educ: Bachelors degree	45%	(117)	55%	(142)	260
Educ: Post-grad	46%	(73)	54%	(87)	160
Income: Under 50k	37%	(189)	63%	(325)	514
Income: 50k-100k	48%	(152)	52%	(162)	313
Income: 100k+	53%	(90)	47%	(81)	171

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Table MCFE25: Which of the following comes closest to your opinion even if neither is exactly right?

Demographic	Brands cast actors who look like me in their advertising materials, such as TV commercials and sponsored posts on social media		Brands do not cast actors who look like me in their advertising materials, such as TV commercials and sponsored posts on social media		Total N
Hispanic Adults	43%	(431)	57%	(568)	999
Ethnicity: White	48%	(307)	52%	(326)	633
Ethnicity: Hispanic	43%	(431)	57%	(568)	999
Ethnicity: Black	35%	(20)	65%	(37)	57
Ethnicity: Other	34%	(105)	66%	(204)	309
All Christian	45%	(247)	55%	(306)	553
Agnostic/Nothing in particular	40%	(93)	60%	(140)	233
Something Else	41%	(55)	59%	(78)	133
Evangelical	46%	(109)	54%	(130)	238
Non-Evangelical	42%	(184)	58%	(251)	435
Community: Urban	43%	(196)	57%	(258)	454
Community: Suburban	43%	(187)	57%	(244)	431
Community: Rural	42%	(48)	58%	(66)	114
Employ: Private Sector	48%	(178)	52%	(192)	370
Employ: Government	44%	(33)	56%	(42)	75
Employ: Self-Employed	42%	(40)	58%	(55)	95
Employ: Student	28%	(18)	72%	(46)	64
Employ: Retired	47%	(57)	53%	(63)	120
Employ: Unemployed	37%	(57)	63%	(99)	156
Employ: Other	38%	(26)	62%	(44)	70
Military HH: Yes	42%	(49)	58%	(68)	117
Military HH: No	43%	(382)	57%	(500)	882
RD/WT: Right Direction	60%	(162)	40%	(108)	270
RD/WT: Wrong Track	37%	(269)	63%	(460)	729
Trump Job Approve	55%	(175)	45%	(145)	320
Trump Job Disapprove	38%	(241)	62%	(392)	633

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Table MCFE25: Which of the following comes closest to your opinion even if neither is exactly right?

Demographic	Brands cast actors who look like me in their advertising materials, such as TV commercials and sponsored posts on social media		Brands do not cast actors who look like me in their advertising materials, such as TV commercials and sponsored posts on social media		Total N
Hispanic Adults	43%	(431)	57%	(568)	999
Trump Job Strongly Approve	57%	(98)	43%	(73)	170
Trump Job Somewhat Approve	52%	(78)	48%	(72)	150
Trump Job Somewhat Disapprove	48%	(64)	52%	(70)	134
Trump Job Strongly Disapprove	35%	(177)	65%	(322)	499
Favorable of Trump	57%	(180)	43%	(138)	318
Unfavorable of Trump	37%	(231)	63%	(391)	622
Very Favorable of Trump	55%	(99)	45%	(81)	180
Somewhat Favorable of Trump	59%	(81)	41%	(57)	138
Somewhat Unfavorable of Trump	42%	(45)	58%	(62)	106
Very Unfavorable of Trump	36%	(186)	64%	(329)	515
#1 Issue: Economy	44%	(170)	56%	(218)	388
#1 Issue: Security	59%	(46)	41%	(32)	77
#1 Issue: Health Care	46%	(99)	54%	(114)	213
#1 Issue: Medicare / Social Security	41%	(31)	59%	(45)	76
#1 Issue: Women's Issues	46%	(30)	54%	(35)	65
#1 Issue: Education	42%	(24)	58%	(33)	57
#1 Issue: Energy	33%	(19)	67%	(37)	56
#1 Issue: Other	19%	(13)	81%	(54)	67
2018 House Vote: Democrat	41%	(153)	59%	(219)	373
2018 House Vote: Republican	58%	(118)	42%	(86)	205
2016 Vote: Hillary Clinton	38%	(139)	62%	(225)	364
2016 Vote: Donald Trump	59%	(128)	41%	(89)	217
2016 Vote: Didn't Vote	38%	(144)	62%	(238)	382
Voted in 2014: Yes	47%	(237)	53%	(265)	502
Voted in 2014: No	39%	(195)	61%	(303)	497
2012 Vote: Barack Obama	44%	(168)	56%	(213)	382
2012 Vote: Mitt Romney	59%	(76)	41%	(52)	128
2012 Vote: Didn't Vote	38%	(178)	62%	(291)	468

Continued on next page

Table MCFE25: Which of the following comes closest to your opinion even if neither is exactly right?

Demographic	Brands cast actors who look like me in their advertising materials, such as TV commercials and sponsored posts on social media		Brands do not cast actors who look like me in their advertising materials, such as TV commercials and sponsored posts on social media		Total N
Hispanic Adults	43%	(431)	57%	(568)	999
4-Region: Northeast	41%	(70)	59%	(101)	170
4-Region: Midwest	41%	(40)	59%	(58)	97
4-Region: South	46%	(203)	54%	(242)	445
4-Region: West	41%	(119)	59%	(168)	286
Mexican	40%	(188)	60%	(277)	465
Puerto Rican	43%	(77)	57%	(102)	179
Cuban	53%	(42)	47%	(38)	81
Other South American	49%	(58)	51%	(61)	119
Speaks only English at home	43%	(115)	57%	(150)	265
Speaks mostly English at home	39%	(98)	61%	(156)	254
Speaks both English and Spanish at home	44%	(142)	56%	(181)	323
Speaks mostly Spanish at home	49%	(54)	51%	(57)	111
Trump supporter	58%	(159)	42%	(113)	272
Biden supporter	38%	(218)	62%	(355)	573
Sports fans	46%	(331)	54%	(386)	717
Avid sports fans	49%	(148)	51%	(151)	299
Sports fans, Age: 18-34	46%	(118)	54%	(136)	253
Sports fans, Age: 35-44	51%	(93)	49%	(89)	182
Sports fans, Age: 45-64	40%	(84)	60%	(126)	209
Sports fans, Age: 65+	51%	(37)	49%	(36)	73
Movie studios should diversify teams	42%	(289)	58%	(402)	691
Movie studios should diversify stories	42%	(251)	58%	(344)	595
Concerned about Covid	42%	(362)	58%	(494)	856
No experience with Covid	51%	(165)	49%	(161)	326
Health care major factor for election	39%	(258)	61%	(400)	658
Social media users	44%	(424)	56%	(551)	975
WhatsApp users	47%	(222)	53%	(252)	474
WeChat users	62%	(38)	38%	(23)	61

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Table MCFE25: Which of the following comes closest to your opinion even if neither is exactly right?

Demographic	Brands cast actors who look like me in their advertising materials, such as TV commercials and sponsored posts on social media		Brands do not cast actors who look like me in their advertising materials, such as TV commercials and sponsored posts on social media		Total N
Hispanic Adults	43%	(431)	57%	(568)	999
Social media news source at least once a week	45%	(304)	55%	(375)	679

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

Table MCFE26: Which of the following comes closest to your opinion even if neither is exactly right?

Demographic	Brands' advertising materials tell stories that represent my experiences		Brands' advertising materials do not tell stories that represent my experiences		Total N
Hispanic Adults	38%	(375)	62%	(624)	999
Gender: Male	40%	(201)	60%	(298)	500
Gender: Female	35%	(174)	65%	(326)	499
Age: 18-34	35%	(134)	65%	(244)	378
Age: 35-44	47%	(105)	53%	(117)	222
Age: 45-64	34%	(98)	66%	(192)	290
Age: 65+	35%	(39)	65%	(71)	110
GenZers: 1997-2012	35%	(47)	65%	(89)	137
Millennials: 1981-1996	39%	(142)	61%	(220)	361
GenXers: 1965-1980	40%	(116)	60%	(173)	289
Baby Boomers: 1946-1964	32%	(61)	68%	(131)	191
PID: Dem (no lean)	33%	(148)	67%	(296)	444
PID: Ind (no lean)	34%	(107)	66%	(212)	319
PID: Rep (no lean)	51%	(120)	49%	(116)	236
PID/Gender: Dem Men	37%	(74)	63%	(126)	199
PID/Gender: Dem Women	30%	(74)	70%	(171)	245
PID/Gender: Ind Men	31%	(49)	69%	(107)	156
PID/Gender: Ind Women	36%	(58)	64%	(105)	162
PID/Gender: Rep Men	54%	(78)	46%	(65)	144
PID/Gender: Rep Women	46%	(42)	54%	(50)	92
Ideo: Liberal (1-3)	32%	(109)	68%	(232)	341
Ideo: Moderate (4)	38%	(129)	62%	(208)	337
Ideo: Conservative (5-7)	50%	(112)	50%	(115)	227
Educ: < College	35%	(204)	65%	(376)	579
Educ: Bachelors degree	43%	(112)	57%	(147)	260
Educ: Post-grad	37%	(59)	63%	(101)	160
Income: Under 50k	34%	(177)	66%	(337)	514
Income: 50k-100k	39%	(123)	61%	(190)	313
Income: 100k+	44%	(75)	56%	(96)	171
Ethnicity: White	44%	(278)	56%	(355)	633
Ethnicity: Hispanic	38%	(375)	62%	(624)	999

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Table MCFE26: Which of the following comes closest to your opinion even if neither is exactly right?

Demographic	Brands' advertising materials tell stories that represent my experiences		Brands' advertising materials do not tell stories that represent my experiences		Total N
Hispanic Adults	38%	(375)	62%	(624)	999
Ethnicity: Black	28%	(16)	72%	(42)	57
Ethnicity: Other	26%	(82)	74%	(227)	309
All Christian	39%	(216)	61%	(337)	553
Agnostic/Nothing in particular	34%	(79)	66%	(154)	233
Something Else	34%	(45)	66%	(88)	133
Evangelical	38%	(91)	62%	(147)	238
Non-Evangelical	37%	(163)	63%	(272)	435
Community: Urban	40%	(180)	60%	(274)	454
Community: Suburban	36%	(154)	64%	(277)	431
Community: Rural	36%	(41)	64%	(72)	114
Employ: Private Sector	43%	(157)	57%	(213)	370
Employ: Government	43%	(32)	57%	(43)	75
Employ: Self-Employed	35%	(33)	65%	(62)	95
Employ: Student	28%	(18)	72%	(46)	64
Employ: Retired	34%	(40)	66%	(79)	120
Employ: Unemployed	37%	(58)	63%	(98)	156
Employ: Other	26%	(18)	74%	(52)	70
Military HH: Yes	37%	(43)	63%	(74)	117
Military HH: No	38%	(332)	62%	(550)	882
RD/WT: Right Direction	54%	(147)	46%	(123)	270
RD/WT: Wrong Track	31%	(228)	69%	(500)	729
Trump Job Approve	50%	(160)	50%	(160)	320
Trump Job Disapprove	32%	(201)	68%	(432)	633
Trump Job Strongly Approve	53%	(91)	47%	(79)	170
Trump Job Somewhat Approve	46%	(69)	54%	(81)	150
Trump Job Somewhat Disapprove	37%	(50)	63%	(84)	134
Trump Job Strongly Disapprove	30%	(151)	70%	(348)	499
Favorable of Trump	53%	(169)	47%	(149)	318
Unfavorable of Trump	30%	(189)	70%	(433)	622

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Table MCFE26: Which of the following comes closest to your opinion even if neither is exactly right?

Demographic	Brands' advertising materials tell stories that represent my experiences		Brands' advertising materials do not tell stories that represent my experiences		Total N
Hispanic Adults	38%	(375)	62%	(624)	999
Very Favorable of Trump	52%	(94)	48%	(86)	180
Somewhat Favorable of Trump	54%	(75)	46%	(63)	138
Somewhat Unfavorable of Trump	35%	(37)	65%	(70)	106
Very Unfavorable of Trump	30%	(152)	70%	(363)	515
#1 Issue: Economy	40%	(157)	60%	(232)	388
#1 Issue: Security	50%	(39)	50%	(39)	77
#1 Issue: Health Care	35%	(74)	65%	(139)	213
#1 Issue: Medicare / Social Security	25%	(19)	75%	(57)	76
#1 Issue: Women's Issues	42%	(27)	58%	(38)	65
#1 Issue: Education	36%	(21)	64%	(37)	57
#1 Issue: Energy	33%	(19)	67%	(37)	56
#1 Issue: Other	30%	(20)	70%	(47)	67
2018 House Vote: Democrat	33%	(125)	67%	(248)	373
2018 House Vote: Republican	55%	(112)	45%	(93)	205
2016 Vote: Hillary Clinton	34%	(122)	66%	(242)	364
2016 Vote: Donald Trump	53%	(116)	47%	(101)	217
2016 Vote: Didn't Vote	32%	(122)	68%	(260)	382
Voted in 2014: Yes	41%	(207)	59%	(294)	502
Voted in 2014: No	34%	(168)	66%	(330)	497
2012 Vote: Barack Obama	37%	(140)	63%	(242)	382
2012 Vote: Mitt Romney	54%	(69)	46%	(59)	128
2012 Vote: Didn't Vote	34%	(159)	66%	(309)	468
4-Region: Northeast	34%	(57)	66%	(113)	170
4-Region: Midwest	35%	(34)	65%	(63)	97
4-Region: South	41%	(184)	59%	(261)	445
4-Region: West	35%	(100)	65%	(186)	286
Mexican	37%	(171)	63%	(294)	465
Puerto Rican	31%	(56)	69%	(123)	179
Cuban	51%	(41)	49%	(40)	81
Other South American	40%	(48)	60%	(71)	119

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Table MCFE26: Which of the following comes closest to your opinion even if neither is exactly right?

Demographic	Brands' advertising materials tell stories that represent my experiences		Brands' advertising materials do not tell stories that represent my experiences		Total N
Hispanic Adults	38%	(375)	62%	(624)	999
Speaks only English at home	36%	(94)	64%	(171)	265
Speaks mostly English at home	34%	(85)	66%	(168)	254
Speaks both English and Spanish at home	39%	(126)	61%	(198)	323
Speaks mostly Spanish at home	48%	(53)	52%	(57)	111
Trump supporter	53%	(144)	47%	(128)	272
Biden supporter	32%	(186)	68%	(387)	573
Sports fans	41%	(291)	59%	(426)	717
Avid sports fans	46%	(136)	54%	(163)	299
Sports fans, Age: 18-34	41%	(104)	59%	(150)	253
Sports fans, Age: 35-44	48%	(88)	52%	(94)	182
Sports fans, Age: 45-64	34%	(72)	66%	(138)	209
Sports fans, Age: 65+	38%	(27)	62%	(45)	73
Movie studios should diversify teams	36%	(249)	64%	(442)	691
Movie studios should diversify stories	37%	(218)	63%	(377)	595
Concerned about Covid	36%	(309)	64%	(547)	856
No experience with Covid	41%	(133)	59%	(193)	326
Health care major factor for election	34%	(223)	66%	(435)	658
Social media users	38%	(372)	62%	(603)	975
WhatsApp users	42%	(200)	58%	(274)	474
WeChat users	58%	(36)	42%	(25)	61
Social media news source at least once a week	39%	(265)	61%	(414)	679

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

Table MCFE27: Which of the following comes closest to your opinion even if neither is exactly right?

Demographic	I follow the same traditions as older generations in my family		I follow modern versions of traditions passed down from older generations in my family		I do not follow traditions from older generations in my family		Total N
Hispanic Adults	24%	(242)	56%	(555)	20%	(202)	999
Gender: Male	26%	(129)	50%	(250)	24%	(121)	500
Gender: Female	23%	(113)	61%	(306)	16%	(81)	499
Age: 18-34	19%	(72)	56%	(212)	25%	(94)	378
Age: 35-44	24%	(54)	59%	(130)	17%	(38)	222
Age: 45-64	27%	(79)	53%	(155)	19%	(56)	290
Age: 65+	34%	(37)	53%	(58)	13%	(15)	110
GenZers: 1997-2012	18%	(24)	55%	(76)	27%	(37)	137
Millennials: 1981-1996	22%	(79)	56%	(202)	22%	(81)	361
GenXers: 1965-1980	25%	(71)	58%	(168)	17%	(50)	289
Baby Boomers: 1946-1964	31%	(59)	52%	(100)	17%	(32)	191
PID: Dem (no lean)	22%	(99)	59%	(263)	19%	(83)	444
PID: Ind (no lean)	22%	(70)	53%	(169)	25%	(80)	319
PID: Rep (no lean)	31%	(74)	52%	(123)	17%	(39)	236
PID/Gender: Dem Men	23%	(45)	53%	(106)	25%	(49)	199
PID/Gender: Dem Women	22%	(54)	64%	(158)	14%	(34)	245
PID/Gender: Ind Men	25%	(39)	46%	(72)	29%	(46)	156
PID/Gender: Ind Women	19%	(31)	60%	(97)	21%	(34)	162
PID/Gender: Rep Men	31%	(45)	50%	(72)	18%	(26)	144
PID/Gender: Rep Women	31%	(29)	55%	(51)	14%	(13)	92
Ideo: Liberal (1-3)	18%	(62)	60%	(205)	22%	(74)	341
Ideo: Moderate (4)	23%	(79)	58%	(196)	19%	(63)	337
Ideo: Conservative (5-7)	32%	(74)	48%	(110)	19%	(43)	227
Educ: < College	24%	(141)	54%	(311)	22%	(128)	579
Educ: Bachelors degree	21%	(54)	59%	(155)	20%	(51)	260
Educ: Post-grad	30%	(47)	56%	(89)	14%	(23)	160
Income: Under 50k	22%	(114)	55%	(283)	23%	(117)	514
Income: 50k-100k	27%	(86)	55%	(174)	17%	(54)	313
Income: 100k+	24%	(42)	58%	(99)	18%	(31)	171
Ethnicity: White	25%	(157)	57%	(361)	18%	(115)	633

Continued on next page

Table MCFE27: Which of the following comes closest to your opinion even if neither is exactly right?

Demographic	I follow the same traditions as older generations in my family		I follow modern versions of traditions passed down from older generations in my family		I do not follow traditions from older generations in my family		Total N
Hispanic Adults	24%	(242)	56%	(555)	20%	(202)	999
Ethnicity: Hispanic	24%	(242)	56%	(555)	20%	(202)	999
Ethnicity: Black	21%	(12)	45%	(26)	34%	(19)	57
Ethnicity: Other	23%	(72)	55%	(169)	22%	(67)	309
All Christian	27%	(149)	60%	(332)	13%	(72)	553
Agnostic/Nothing in particular	18%	(41)	48%	(112)	34%	(79)	233
Something Else	28%	(38)	50%	(67)	22%	(29)	133
Evangelical	28%	(68)	55%	(132)	16%	(39)	238
Non-Evangelical	26%	(114)	60%	(259)	14%	(62)	435
Community: Urban	26%	(120)	58%	(263)	16%	(71)	454
Community: Suburban	22%	(94)	54%	(232)	24%	(105)	431
Community: Rural	24%	(28)	53%	(60)	23%	(26)	114
Employ: Private Sector	28%	(106)	54%	(201)	17%	(64)	370
Employ: Government	24%	(18)	63%	(47)	13%	(10)	75
Employ: Self-Employed	18%	(17)	49%	(47)	33%	(31)	95
Employ: Student	17%	(11)	62%	(40)	21%	(13)	64
Employ: Retired	31%	(37)	50%	(60)	19%	(23)	120
Employ: Unemployed	17%	(26)	59%	(93)	24%	(37)	156
Employ: Other	24%	(16)	52%	(37)	24%	(17)	70
Military HH: Yes	21%	(25)	52%	(60)	27%	(32)	117
Military HH: No	25%	(217)	56%	(495)	19%	(170)	882
RD/WT: Right Direction	28%	(76)	57%	(155)	14%	(39)	270
RD/WT: Wrong Track	23%	(166)	55%	(400)	22%	(163)	729
Trump Job Approve	31%	(99)	53%	(171)	16%	(50)	320
Trump Job Disapprove	21%	(133)	57%	(363)	22%	(136)	633
Trump Job Strongly Approve	39%	(67)	44%	(75)	17%	(29)	170
Trump Job Somewhat Approve	22%	(33)	64%	(96)	14%	(21)	150
Trump Job Somewhat Disapprove	22%	(30)	60%	(80)	18%	(24)	134
Trump Job Strongly Disapprove	21%	(104)	57%	(283)	23%	(112)	499

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Table MCFE27: Which of the following comes closest to your opinion even if neither is exactly right?

Demographic	I follow the same traditions as older generations in my family		I follow modern versions of traditions passed down from older generations in my family		I do not follow traditions from older generations in my family		Total N
Hispanic Adults	24%	(242)	56%	(555)	20%	(202)	999
Favorable of Trump	32%	(101)	53%	(169)	15%	(48)	318
Unfavorable of Trump	21%	(130)	58%	(358)	22%	(134)	622
Very Favorable of Trump	38%	(69)	45%	(82)	16%	(29)	180
Somewhat Favorable of Trump	23%	(32)	63%	(87)	14%	(19)	138
Somewhat Unfavorable of Trump	27%	(29)	53%	(57)	20%	(21)	106
Very Unfavorable of Trump	20%	(101)	58%	(301)	22%	(113)	515
#1 Issue: Economy	25%	(96)	55%	(214)	20%	(78)	388
#1 Issue: Security	35%	(27)	48%	(37)	17%	(13)	77
#1 Issue: Health Care	20%	(42)	62%	(131)	19%	(40)	213
#1 Issue: Medicare / Social Security	25%	(19)	60%	(46)	15%	(11)	76
#1 Issue: Women's Issues	22%	(14)	49%	(32)	29%	(19)	65
#1 Issue: Education	19%	(11)	62%	(35)	19%	(11)	57
#1 Issue: Energy	21%	(12)	53%	(30)	25%	(14)	56
#1 Issue: Other	31%	(21)	46%	(31)	23%	(15)	67
2018 House Vote: Democrat	19%	(71)	62%	(230)	19%	(72)	373
2018 House Vote: Republican	35%	(71)	50%	(103)	15%	(30)	205
2016 Vote: Hillary Clinton	20%	(74)	61%	(221)	19%	(69)	364
2016 Vote: Donald Trump	31%	(68)	53%	(116)	15%	(34)	217
2016 Vote: Didn't Vote	24%	(91)	53%	(202)	23%	(88)	382
Voted in 2014: Yes	26%	(133)	56%	(281)	17%	(88)	502
Voted in 2014: No	22%	(109)	55%	(274)	23%	(114)	497
2012 Vote: Barack Obama	23%	(86)	58%	(223)	19%	(73)	382
2012 Vote: Mitt Romney	35%	(45)	50%	(64)	15%	(19)	128
2012 Vote: Didn't Vote	22%	(102)	55%	(259)	23%	(107)	468
4-Region: Northeast	25%	(43)	59%	(101)	16%	(27)	170
4-Region: Midwest	25%	(24)	49%	(48)	26%	(25)	97
4-Region: South	25%	(109)	56%	(248)	20%	(88)	445
4-Region: West	23%	(65)	55%	(159)	22%	(62)	286

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Table MCFE27: Which of the following comes closest to your opinion even if neither is exactly right?

Demographic	I follow the same traditions as older generations in my family		I follow modern versions of traditions passed down from older generations in my family		I do not follow traditions from older generations in my family		Total N
Hispanic Adults	24%	(242)	56%	(555)	20%	(202)	999
Mexican	26%	(120)	54%	(253)	20%	(93)	465
Puerto Rican	25%	(45)	55%	(99)	20%	(35)	179
Cuban	25%	(20)	51%	(41)	25%	(20)	81
Other South American	23%	(28)	57%	(68)	20%	(24)	119
Speaks only English at home	17%	(44)	56%	(148)	28%	(74)	265
Speaks mostly English at home	22%	(56)	57%	(144)	21%	(54)	254
Speaks both English and Spanish at home	31%	(101)	53%	(170)	16%	(53)	323
Speaks mostly Spanish at home	26%	(29)	58%	(64)	16%	(18)	111
Trump supporter	32%	(88)	51%	(139)	16%	(44)	272
Biden supporter	21%	(121)	59%	(338)	20%	(114)	573
Sports fans	25%	(182)	57%	(410)	18%	(126)	717
Avid sports fans	30%	(89)	56%	(166)	15%	(43)	299
Sports fans, Age: 18-34	20%	(51)	60%	(152)	20%	(51)	253
Sports fans, Age: 35-44	24%	(43)	59%	(107)	17%	(31)	182
Sports fans, Age: 45-64	31%	(64)	51%	(107)	18%	(38)	209
Sports fans, Age: 65+	31%	(23)	60%	(44)	9%	(6)	73
Movie studios should diversify teams	21%	(143)	60%	(411)	20%	(137)	691
Movie studios should diversify stories	22%	(129)	62%	(368)	17%	(99)	595
Concerned about Covid	24%	(207)	58%	(492)	18%	(157)	856
No experience with Covid	30%	(98)	48%	(158)	22%	(71)	326
Health care major factor for election	23%	(151)	57%	(374)	20%	(133)	658
Social media users	24%	(236)	56%	(545)	20%	(194)	975
WhatsApp users	25%	(117)	58%	(273)	18%	(84)	474
WeChat users	39%	(24)	56%	(34)	5%	(3)	61
Social media news source at least once a week	25%	(166)	57%	(385)	19%	(128)	679

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

Table MCFE28_1NET: *This holiday season, where will you be shopping for gifts? Please select all that apply.*
The same major brands that I have traditionally purchased from

Demographic	Selected		Not Selected		Total N
Hispanic Adults	50%	(502)	50%	(497)	999
Gender: Male	48%	(238)	52%	(261)	500
Gender: Female	53%	(263)	47%	(236)	499
Age: 18-34	46%	(174)	54%	(204)	378
Age: 35-44	50%	(112)	50%	(110)	222
Age: 45-64	52%	(150)	48%	(140)	290
Age: 65+	61%	(67)	39%	(43)	110
GenZers: 1997-2012	49%	(67)	51%	(69)	137
Millennials: 1981-1996	47%	(169)	53%	(192)	361
GenXers: 1965-1980	51%	(148)	49%	(141)	289
Baby Boomers: 1946-1964	54%	(104)	46%	(87)	191
PID: Dem (no lean)	50%	(224)	50%	(221)	444
PID: Ind (no lean)	44%	(142)	56%	(177)	319
PID: Rep (no lean)	58%	(136)	42%	(100)	236
PID/Gender: Dem Men	45%	(91)	55%	(109)	199
PID/Gender: Dem Women	54%	(133)	46%	(112)	245
PID/Gender: Ind Men	45%	(71)	55%	(86)	156
PID/Gender: Ind Women	44%	(71)	56%	(91)	162
PID/Gender: Rep Men	54%	(77)	46%	(67)	144
PID/Gender: Rep Women	64%	(59)	36%	(33)	92
Ideo: Liberal (1-3)	50%	(170)	50%	(171)	341
Ideo: Moderate (4)	49%	(164)	51%	(173)	337
Ideo: Conservative (5-7)	60%	(135)	40%	(92)	227
Educ: < College	48%	(277)	52%	(303)	579
Educ: Bachelors degree	52%	(136)	48%	(124)	260
Educ: Post-grad	56%	(89)	44%	(71)	160
Income: Under 50k	45%	(229)	55%	(285)	514
Income: 50k-100k	56%	(175)	44%	(138)	313
Income: 100k+	57%	(98)	43%	(74)	171
Ethnicity: White	55%	(346)	45%	(287)	633
Ethnicity: Hispanic	50%	(502)	50%	(497)	999
Ethnicity: Black	38%	(22)	62%	(35)	57

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Table MCFE28_INET: *This holiday season, where will you be shopping for gifts? Please select all that apply.
The same major brands that I have traditionally purchased from*

Demographic	Selected		Not Selected		Total N
Hispanic Adults	50%	(502)	50%	(497)	999
Ethnicity: Other	43%	(133)	57%	(175)	309
All Christian	54%	(301)	46%	(252)	553
Agnostic/Nothing in particular	47%	(110)	53%	(123)	233
Something Else	44%	(59)	56%	(74)	133
Evangelical	52%	(123)	48%	(115)	238
Non-Evangelical	53%	(230)	47%	(205)	435
Community: Urban	47%	(213)	53%	(241)	454
Community: Suburban	53%	(228)	47%	(203)	431
Community: Rural	53%	(61)	47%	(53)	114
Employ: Private Sector	53%	(196)	47%	(174)	370
Employ: Government	53%	(40)	47%	(35)	75
Employ: Self-Employed	46%	(44)	54%	(51)	95
Employ: Student	48%	(31)	52%	(33)	64
Employ: Retired	59%	(71)	41%	(49)	120
Employ: Unemployed	39%	(61)	61%	(95)	156
Employ: Other	41%	(28)	59%	(42)	70
Military HH: Yes	56%	(65)	44%	(52)	117
Military HH: No	50%	(437)	50%	(445)	882
RD/WT: Right Direction	57%	(154)	43%	(116)	270
RD/WT: Wrong Track	48%	(347)	52%	(381)	729
Trump Job Approve	60%	(191)	40%	(129)	320
Trump Job Disapprove	47%	(297)	53%	(336)	633
Trump Job Strongly Approve	59%	(101)	41%	(69)	170
Trump Job Somewhat Approve	60%	(90)	40%	(60)	150
Trump Job Somewhat Disapprove	46%	(62)	54%	(72)	134
Trump Job Strongly Disapprove	47%	(235)	53%	(264)	499
Favorable of Trump	61%	(193)	39%	(125)	318
Unfavorable of Trump	47%	(294)	53%	(328)	622

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Table MCFE28_1NET: *This holiday season, where will you be shopping for gifts? Please select all that apply.*
The same major brands that I have traditionally purchased from

Demographic	Selected		Not Selected		Total N
Hispanic Adults	50%	(502)	50%	(497)	999
Very Favorable of Trump	59%	(106)	41%	(74)	180
Somewhat Favorable of Trump	63%	(87)	37%	(51)	138
Somewhat Unfavorable of Trump	46%	(49)	54%	(58)	106
Very Unfavorable of Trump	48%	(246)	52%	(270)	515
#1 Issue: Economy	55%	(212)	45%	(176)	388
#1 Issue: Security	45%	(34)	55%	(43)	77
#1 Issue: Health Care	51%	(108)	49%	(104)	213
#1 Issue: Medicare / Social Security	55%	(42)	45%	(34)	76
#1 Issue: Women's Issues	37%	(24)	63%	(41)	65
#1 Issue: Education	53%	(30)	47%	(27)	57
#1 Issue: Energy	43%	(24)	57%	(32)	56
#1 Issue: Other	40%	(27)	60%	(40)	67
2018 House Vote: Democrat	47%	(176)	53%	(197)	373
2018 House Vote: Republican	60%	(123)	40%	(82)	205
2016 Vote: Hillary Clinton	51%	(186)	49%	(177)	364
2016 Vote: Donald Trump	58%	(127)	42%	(91)	217
2016 Vote: Didn't Vote	46%	(175)	54%	(207)	382
Voted in 2014: Yes	53%	(267)	47%	(234)	502
Voted in 2014: No	47%	(234)	53%	(263)	497
2012 Vote: Barack Obama	49%	(185)	51%	(196)	382
2012 Vote: Mitt Romney	60%	(77)	40%	(51)	128
2012 Vote: Didn't Vote	49%	(229)	51%	(239)	468
4-Region: Northeast	48%	(82)	52%	(89)	170
4-Region: Midwest	48%	(47)	52%	(50)	97
4-Region: South	51%	(228)	49%	(217)	445
4-Region: West	51%	(145)	49%	(141)	286
Mexican	50%	(231)	50%	(234)	465
Puerto Rican	46%	(83)	54%	(96)	179
Cuban	65%	(53)	35%	(28)	81
Other South American	56%	(67)	44%	(53)	119

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Table MCFE28_INET: *This holiday season, where will you be shopping for gifts? Please select all that apply.
The same major brands that I have traditionally purchased from*

Demographic	Selected		Not Selected		Total N
Hispanic Adults	50%	(502)	50%	(497)	999
Speaks only English at home	49%	(129)	51%	(136)	265
Speaks mostly English at home	51%	(130)	49%	(124)	254
Speaks both English and Spanish at home	50%	(162)	50%	(161)	323
Speaks mostly Spanish at home	53%	(59)	47%	(52)	111
Trump supporter	59%	(159)	41%	(112)	272
Biden supporter	50%	(287)	50%	(286)	573
Sports fans	52%	(376)	48%	(341)	717
Avid sports fans	52%	(156)	48%	(143)	299
Sports fans, Age: 18-34	48%	(121)	52%	(132)	253
Sports fans, Age: 35-44	55%	(99)	45%	(82)	182
Sports fans, Age: 45-64	53%	(111)	47%	(98)	209
Sports fans, Age: 65+	61%	(45)	39%	(28)	73
Movie studios should diversify teams	54%	(375)	46%	(316)	691
Movie studios should diversify stories	52%	(307)	48%	(289)	595
Concerned about Covid	50%	(428)	50%	(427)	856
No experience with Covid	50%	(164)	50%	(162)	326
Health care major factor for election	52%	(345)	48%	(313)	658
Social media users	50%	(492)	50%	(483)	975
WhatsApp users	51%	(244)	49%	(230)	474
WeChat users	38%	(23)	62%	(38)	61
Social media news source at least once a week	51%	(348)	49%	(331)	679

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

Table MCFE28_2NET: *This holiday season, where will you be shopping for gifts? Please select all that apply.*
Major brands, but ones that I have not purchased from much before

Demographic	Selected		Not Selected		Total N
Hispanic Adults	14%	(136)	86%	(863)	999
Gender: Male	18%	(88)	82%	(411)	500
Gender: Female	10%	(48)	90%	(452)	499
Age: 18-34	17%	(62)	83%	(315)	378
Age: 35-44	18%	(39)	82%	(183)	222
Age: 45-64	9%	(25)	91%	(265)	290
Age: 65+	9%	(9)	91%	(101)	110
GenZers: 1997-2012	12%	(16)	88%	(120)	137
Millennials: 1981-1996	20%	(72)	80%	(289)	361
GenXers: 1965-1980	9%	(27)	91%	(261)	289
Baby Boomers: 1946-1964	10%	(19)	90%	(172)	191
PID: Dem (no lean)	13%	(60)	87%	(385)	444
PID: Ind (no lean)	13%	(40)	87%	(278)	319
PID: Rep (no lean)	15%	(36)	85%	(200)	236
PID/Gender: Dem Men	18%	(36)	82%	(163)	199
PID/Gender: Dem Women	10%	(23)	90%	(222)	245
PID/Gender: Ind Men	16%	(25)	84%	(132)	156
PID/Gender: Ind Women	9%	(15)	91%	(147)	162
PID/Gender: Rep Men	19%	(27)	81%	(117)	144
PID/Gender: Rep Women	10%	(9)	90%	(83)	92
Ideo: Liberal (1-3)	15%	(50)	85%	(291)	341
Ideo: Moderate (4)	15%	(50)	85%	(287)	337
Ideo: Conservative (5-7)	13%	(30)	87%	(197)	227
Educ: < College	10%	(58)	90%	(522)	579
Educ: Bachelors degree	18%	(46)	82%	(214)	260
Educ: Post-grad	20%	(33)	80%	(127)	160
Income: Under 50k	10%	(53)	90%	(462)	514
Income: 50k-100k	17%	(53)	83%	(261)	313
Income: 100k+	18%	(31)	82%	(141)	171
Ethnicity: White	15%	(97)	85%	(536)	633
Ethnicity: Hispanic	14%	(136)	86%	(863)	999
Ethnicity: Black	9%	(5)	91%	(52)	57

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Table MCFE28_2NET: *This holiday season, where will you be shopping for gifts? Please select all that apply.
Major brands, but ones that I have not purchased from much before*

Demographic	Selected		Not Selected		Total N
Hispanic Adults	14%	(136)	86%	(863)	999
Ethnicity: Other	11%	(34)	89%	(275)	309
All Christian	17%	(93)	83%	(460)	553
Agnostic/Nothing in particular	8%	(19)	92%	(215)	233
Something Else	11%	(15)	89%	(118)	133
Evangelical	18%	(43)	82%	(196)	238
Non-Evangelical	14%	(62)	86%	(373)	435
Community: Urban	15%	(67)	85%	(387)	454
Community: Suburban	13%	(55)	87%	(377)	431
Community: Rural	13%	(14)	87%	(99)	114
Employ: Private Sector	16%	(59)	84%	(311)	370
Employ: Government	27%	(20)	73%	(55)	75
Employ: Self-Employed	15%	(14)	85%	(81)	95
Employ: Student	22%	(14)	78%	(50)	64
Employ: Retired	7%	(8)	93%	(112)	120
Employ: Unemployed	8%	(13)	92%	(143)	156
Employ: Other	2%	(1)	98%	(69)	70
Military HH: Yes	15%	(18)	85%	(99)	117
Military HH: No	13%	(118)	87%	(764)	882
RD/WT: Right Direction	20%	(55)	80%	(216)	270
RD/WT: Wrong Track	11%	(81)	89%	(647)	729
Trump Job Approve	18%	(57)	82%	(263)	320
Trump Job Disapprove	12%	(78)	88%	(554)	633
Trump Job Strongly Approve	20%	(34)	80%	(137)	170
Trump Job Somewhat Approve	15%	(23)	85%	(127)	150
Trump Job Somewhat Disapprove	11%	(15)	89%	(119)	134
Trump Job Strongly Disapprove	13%	(64)	87%	(435)	499
Favorable of Trump	18%	(58)	82%	(261)	318
Unfavorable of Trump	12%	(76)	88%	(546)	622

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Table MCFE28_2NET: *This holiday season, where will you be shopping for gifts? Please select all that apply.*
Major brands, but ones that I have not purchased from much before

Demographic	Selected		Not Selected		Total N
Hispanic Adults	14%	(136)	86%	(863)	999
Very Favorable of Trump	21%	(37)	79%	(143)	180
Somewhat Favorable of Trump	15%	(21)	85%	(118)	138
Somewhat Unfavorable of Trump	13%	(14)	87%	(93)	106
Very Unfavorable of Trump	12%	(63)	88%	(453)	515
#1 Issue: Economy	17%	(65)	83%	(323)	388
#1 Issue: Security	19%	(15)	81%	(62)	77
#1 Issue: Health Care	12%	(26)	88%	(187)	213
#1 Issue: Medicare / Social Security	9%	(7)	91%	(69)	76
#1 Issue: Women's Issues	9%	(6)	91%	(59)	65
#1 Issue: Education	14%	(8)	86%	(49)	57
#1 Issue: Energy	14%	(8)	86%	(48)	56
#1 Issue: Other	2%	(1)	98%	(65)	67
2018 House Vote: Democrat	16%	(58)	84%	(315)	373
2018 House Vote: Republican	18%	(38)	82%	(167)	205
2016 Vote: Hillary Clinton	13%	(49)	87%	(315)	364
2016 Vote: Donald Trump	20%	(44)	80%	(173)	217
2016 Vote: Didn't Vote	10%	(38)	90%	(344)	382
Voted in 2014: Yes	16%	(79)	84%	(423)	502
Voted in 2014: No	12%	(57)	88%	(440)	497
2012 Vote: Barack Obama	14%	(54)	86%	(327)	382
2012 Vote: Mitt Romney	17%	(22)	83%	(105)	128
2012 Vote: Didn't Vote	12%	(55)	88%	(413)	468
4-Region: Northeast	16%	(27)	84%	(144)	170
4-Region: Midwest	12%	(12)	88%	(86)	97
4-Region: South	15%	(67)	85%	(378)	445
4-Region: West	11%	(31)	89%	(255)	286
Mexican	16%	(74)	84%	(392)	465
Puerto Rican	12%	(21)	88%	(158)	179
Cuban	7%	(5)	93%	(76)	81
Other South American	17%	(20)	83%	(99)	119

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Table MCFE28_2NET: *This holiday season, where will you be shopping for gifts? Please select all that apply.*
Major brands, but ones that I have not purchased from much before

Demographic	Selected		Not Selected		Total N
Hispanic Adults	14%	(136)	86%	(863)	999
Speaks only English at home	11%	(30)	89%	(235)	265
Speaks mostly English at home	11%	(28)	89%	(226)	254
Speaks both English and Spanish at home	20%	(64)	80%	(259)	323
Speaks mostly Spanish at home	8%	(9)	92%	(102)	111
Trump supporter	17%	(47)	83%	(225)	272
Biden supporter	13%	(73)	87%	(500)	573
Sports fans	16%	(114)	84%	(603)	717
Avid sports fans	22%	(66)	78%	(233)	299
Sports fans, Age: 18-34	20%	(51)	80%	(202)	253
Sports fans, Age: 35-44	20%	(35)	80%	(146)	182
Sports fans, Age: 45-64	10%	(21)	90%	(188)	209
Sports fans, Age: 65+	9%	(6)	91%	(66)	73
Movie studios should diversify teams	15%	(103)	85%	(587)	691
Movie studios should diversify stories	14%	(85)	86%	(511)	595
Concerned about Covid	14%	(121)	86%	(735)	856
No experience with Covid	17%	(56)	83%	(270)	326
Health care major factor for election	14%	(94)	86%	(564)	658
Social media users	14%	(133)	86%	(842)	975
WhatsApp users	16%	(78)	84%	(396)	474
WeChat users	39%	(23)	61%	(37)	61
Social media news source at least once a week	14%	(96)	86%	(583)	679

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

Table MCFE28_3NET: *This holiday season, where will you be shopping for gifts? Please select all that apply.*
Small businesses that I frequently purchase from

Demographic	Selected		Not Selected		Total N
Hispanic Adults	22%	(217)	78%	(782)	999
Gender: Male	22%	(111)	78%	(389)	500
Gender: Female	21%	(106)	79%	(394)	499
Age: 18-34	21%	(79)	79%	(298)	378
Age: 35-44	25%	(56)	75%	(166)	222
Age: 45-64	20%	(57)	80%	(233)	290
Age: 65+	23%	(25)	77%	(85)	110
GenZers: 1997-2012	15%	(21)	85%	(116)	137
Millennials: 1981-1996	26%	(94)	74%	(268)	361
GenXers: 1965-1980	20%	(58)	80%	(230)	289
Baby Boomers: 1946-1964	20%	(39)	80%	(153)	191
PID: Dem (no lean)	23%	(101)	77%	(344)	444
PID: Ind (no lean)	22%	(70)	78%	(249)	319
PID: Rep (no lean)	19%	(46)	81%	(190)	236
PID/Gender: Dem Men	22%	(45)	78%	(155)	199
PID/Gender: Dem Women	23%	(56)	77%	(189)	245
PID/Gender: Ind Men	23%	(36)	77%	(120)	156
PID/Gender: Ind Women	21%	(34)	79%	(129)	162
PID/Gender: Rep Men	21%	(30)	79%	(114)	144
PID/Gender: Rep Women	17%	(16)	83%	(76)	92
Ideo: Liberal (1-3)	26%	(89)	74%	(252)	341
Ideo: Moderate (4)	22%	(74)	78%	(263)	337
Ideo: Conservative (5-7)	20%	(46)	80%	(181)	227
Educ: < College	16%	(96)	84%	(484)	579
Educ: Bachelors degree	30%	(78)	70%	(182)	260
Educ: Post-grad	27%	(44)	73%	(116)	160
Income: Under 50k	17%	(89)	83%	(426)	514
Income: 50k-100k	26%	(82)	74%	(231)	313
Income: 100k+	27%	(46)	73%	(126)	171
Ethnicity: White	22%	(139)	78%	(494)	633
Ethnicity: Hispanic	22%	(217)	78%	(782)	999
Ethnicity: Black	30%	(17)	70%	(40)	57

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Table MCFE28_3NET: *This holiday season, where will you be shopping for gifts? Please select all that apply.*
Small businesses that I frequently purchase from

Demographic	Selected		Not Selected		Total N
Hispanic Adults	22%	(217)	78%	(782)	999
Ethnicity: Other	19%	(60)	81%	(249)	309
All Christian	24%	(130)	76%	(423)	553
Agnostic/Nothing in particular	18%	(43)	82%	(190)	233
Something Else	18%	(24)	82%	(109)	133
Evangelical	23%	(54)	77%	(184)	238
Non-Evangelical	23%	(98)	77%	(337)	435
Community: Urban	23%	(105)	77%	(349)	454
Community: Suburban	22%	(97)	78%	(334)	431
Community: Rural	13%	(15)	87%	(99)	114
Employ: Private Sector	24%	(89)	76%	(281)	370
Employ: Government	22%	(16)	78%	(59)	75
Employ: Self-Employed	29%	(27)	71%	(68)	95
Employ: Student	18%	(11)	82%	(52)	64
Employ: Retired	22%	(26)	78%	(94)	120
Employ: Unemployed	12%	(19)	88%	(137)	156
Employ: Other	22%	(15)	78%	(55)	70
Military HH: Yes	23%	(27)	77%	(90)	117
Military HH: No	22%	(190)	78%	(692)	882
RD/WT: Right Direction	23%	(64)	77%	(207)	270
RD/WT: Wrong Track	21%	(153)	79%	(575)	729
Trump Job Approve	24%	(75)	76%	(244)	320
Trump Job Disapprove	22%	(138)	78%	(495)	633
Trump Job Strongly Approve	22%	(38)	78%	(132)	170
Trump Job Somewhat Approve	25%	(37)	75%	(112)	150
Trump Job Somewhat Disapprove	17%	(22)	83%	(111)	134
Trump Job Strongly Disapprove	23%	(115)	77%	(384)	499
Favorable of Trump	23%	(73)	77%	(245)	318
Unfavorable of Trump	22%	(138)	78%	(484)	622

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Table MCFE28_3NET: *This holiday season, where will you be shopping for gifts? Please select all that apply.*
Small businesses that I frequently purchase from

Demographic	Selected		Not Selected		Total N
Hispanic Adults	22%	(217)	78%	(782)	999
Very Favorable of Trump	22%	(40)	78%	(139)	180
Somewhat Favorable of Trump	24%	(33)	76%	(106)	138
Somewhat Unfavorable of Trump	19%	(20)	81%	(86)	106
Very Unfavorable of Trump	23%	(117)	77%	(398)	515
#1 Issue: Economy	21%	(83)	79%	(306)	388
#1 Issue: Security	19%	(15)	81%	(62)	77
#1 Issue: Health Care	25%	(54)	75%	(159)	213
#1 Issue: Medicare / Social Security	13%	(10)	87%	(66)	76
#1 Issue: Women's Issues	23%	(15)	77%	(50)	65
#1 Issue: Education	11%	(6)	89%	(51)	57
#1 Issue: Energy	35%	(20)	65%	(36)	56
#1 Issue: Other	23%	(15)	77%	(52)	67
2018 House Vote: Democrat	27%	(99)	73%	(273)	373
2018 House Vote: Republican	24%	(48)	76%	(157)	205
2016 Vote: Hillary Clinton	26%	(93)	74%	(271)	364
2016 Vote: Donald Trump	24%	(52)	76%	(165)	217
2016 Vote: Didn't Vote	17%	(63)	83%	(319)	382
Voted in 2014: Yes	26%	(130)	74%	(372)	502
Voted in 2014: No	17%	(87)	83%	(411)	497
2012 Vote: Barack Obama	27%	(102)	73%	(279)	382
2012 Vote: Mitt Romney	23%	(29)	77%	(98)	128
2012 Vote: Didn't Vote	17%	(79)	83%	(389)	468
4-Region: Northeast	30%	(52)	70%	(119)	170
4-Region: Midwest	25%	(24)	75%	(73)	97
4-Region: South	18%	(80)	82%	(365)	445
4-Region: West	21%	(61)	79%	(226)	286
Mexican	22%	(101)	78%	(364)	465
Puerto Rican	21%	(38)	79%	(142)	179
Cuban	20%	(16)	80%	(65)	81
Other South American	25%	(30)	75%	(89)	119

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Table MCFE28_3NET: *This holiday season, where will you be shopping for gifts? Please select all that apply.*
Small businesses that I frequently purchase from

Demographic	Selected		Not Selected		Total N
Hispanic Adults	22%	(217)	78%	(782)	999
Speaks only English at home	18%	(49)	82%	(217)	265
Speaks mostly English at home	22%	(56)	78%	(198)	254
Speaks both English and Spanish at home	23%	(74)	77%	(250)	323
Speaks mostly Spanish at home	27%	(30)	73%	(81)	111
Trump supporter	21%	(57)	79%	(215)	272
Biden supporter	23%	(135)	77%	(439)	573
Sports fans	24%	(173)	76%	(544)	717
Avid sports fans	27%	(81)	73%	(218)	299
Sports fans, Age: 18-34	22%	(55)	78%	(199)	253
Sports fans, Age: 35-44	28%	(52)	72%	(130)	182
Sports fans, Age: 45-64	22%	(47)	78%	(162)	209
Sports fans, Age: 65+	28%	(20)	72%	(52)	73
Movie studios should diversify teams	25%	(175)	75%	(516)	691
Movie studios should diversify stories	26%	(153)	74%	(442)	595
Concerned about Covid	23%	(193)	77%	(663)	856
No experience with Covid	21%	(68)	79%	(258)	326
Health care major factor for election	24%	(157)	76%	(501)	658
Social media users	22%	(215)	78%	(760)	975
WhatsApp users	25%	(117)	75%	(357)	474
WeChat users	33%	(20)	67%	(41)	61
Social media news source at least once a week	23%	(158)	77%	(521)	679

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

Table MCFE28_4NET: *This holiday season, where will you be shopping for gifts? Please select all that apply.*
Small businesses that I have not purchased from much before

Demographic	Selected		Not Selected		Total N
Hispanic Adults	16%	(158)	84%	(841)	999
Gender: Male	16%	(82)	84%	(417)	500
Gender: Female	15%	(76)	85%	(423)	499
Age: 18-34	19%	(72)	81%	(306)	378
Age: 35-44	19%	(42)	81%	(180)	222
Age: 45-64	13%	(38)	87%	(252)	290
Age: 65+	7%	(7)	93%	(103)	110
GenZers: 1997-2012	17%	(24)	83%	(113)	137
Millennials: 1981-1996	21%	(76)	79%	(285)	361
GenXers: 1965-1980	14%	(39)	86%	(250)	289
Baby Boomers: 1946-1964	10%	(20)	90%	(172)	191
PID: Dem (no lean)	16%	(73)	84%	(372)	444
PID: Ind (no lean)	15%	(47)	85%	(272)	319
PID: Rep (no lean)	16%	(39)	84%	(197)	236
PID/Gender: Dem Men	14%	(28)	86%	(172)	199
PID/Gender: Dem Women	18%	(45)	82%	(200)	245
PID/Gender: Ind Men	16%	(25)	84%	(132)	156
PID/Gender: Ind Women	14%	(22)	86%	(140)	162
PID/Gender: Rep Men	21%	(30)	79%	(113)	144
PID/Gender: Rep Women	9%	(9)	91%	(84)	92
Ideo: Liberal (1-3)	21%	(72)	79%	(269)	341
Ideo: Moderate (4)	15%	(52)	85%	(285)	337
Ideo: Conservative (5-7)	12%	(28)	88%	(199)	227
Educ: < College	12%	(71)	88%	(508)	579
Educ: Bachelors degree	22%	(56)	78%	(204)	260
Educ: Post-grad	19%	(31)	81%	(129)	160
Income: Under 50k	12%	(62)	88%	(452)	514
Income: 50k-100k	19%	(60)	81%	(254)	313
Income: 100k+	21%	(37)	79%	(135)	171
Ethnicity: White	17%	(109)	83%	(524)	633
Ethnicity: Hispanic	16%	(158)	84%	(841)	999
Ethnicity: Black	18%	(10)	82%	(47)	57

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Table MCFE28_4NET: *This holiday season, where will you be shopping for gifts? Please select all that apply.*
Small businesses that I have not purchased from much before

Demographic	Selected		Not Selected		Total N
Hispanic Adults	16%	(158)	84%	(841)	999
Ethnicity: Other	13%	(39)	87%	(269)	309
All Christian	15%	(85)	85%	(468)	553
Agnostic/Nothing in particular	17%	(39)	83%	(194)	233
Something Else	15%	(20)	85%	(113)	133
Evangelical	15%	(35)	85%	(203)	238
Non-Evangelical	15%	(66)	85%	(369)	435
Community: Urban	15%	(69)	85%	(385)	454
Community: Suburban	18%	(77)	82%	(355)	431
Community: Rural	11%	(13)	89%	(101)	114
Employ: Private Sector	20%	(75)	80%	(296)	370
Employ: Government	20%	(15)	80%	(60)	75
Employ: Self-Employed	22%	(21)	78%	(74)	95
Employ: Student	13%	(8)	87%	(55)	64
Employ: Retired	6%	(7)	94%	(112)	120
Employ: Unemployed	9%	(15)	91%	(141)	156
Employ: Other	15%	(10)	85%	(60)	70
Military HH: Yes	19%	(22)	81%	(95)	117
Military HH: No	15%	(136)	85%	(746)	882
RD/WT: Right Direction	21%	(56)	79%	(215)	270
RD/WT: Wrong Track	14%	(103)	86%	(626)	729
Trump Job Approve	17%	(56)	83%	(264)	320
Trump Job Disapprove	16%	(101)	84%	(532)	633
Trump Job Strongly Approve	18%	(31)	82%	(139)	170
Trump Job Somewhat Approve	17%	(25)	83%	(125)	150
Trump Job Somewhat Disapprove	13%	(17)	87%	(116)	134
Trump Job Strongly Disapprove	17%	(83)	83%	(416)	499
Favorable of Trump	17%	(54)	83%	(264)	318
Unfavorable of Trump	16%	(100)	84%	(522)	622

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Table MCFE28_4NET: *This holiday season, where will you be shopping for gifts? Please select all that apply.*
Small businesses that I have not purchased from much before

Demographic	Selected		Not Selected		Total N
Hispanic Adults	16%	(158)	84%	(841)	999
Very Favorable of Trump	19%	(34)	81%	(145)	180
Somewhat Favorable of Trump	14%	(20)	86%	(119)	138
Somewhat Unfavorable of Trump	14%	(15)	86%	(92)	106
Very Unfavorable of Trump	17%	(86)	83%	(430)	515
#1 Issue: Economy	13%	(51)	87%	(337)	388
#1 Issue: Security	12%	(9)	88%	(68)	77
#1 Issue: Health Care	22%	(47)	78%	(165)	213
#1 Issue: Medicare / Social Security	8%	(6)	92%	(70)	76
#1 Issue: Women's Issues	15%	(10)	85%	(55)	65
#1 Issue: Education	17%	(10)	83%	(47)	57
#1 Issue: Energy	33%	(18)	67%	(37)	56
#1 Issue: Other	9%	(6)	91%	(61)	67
2018 House Vote: Democrat	19%	(70)	81%	(303)	373
2018 House Vote: Republican	20%	(41)	80%	(164)	205
2016 Vote: Hillary Clinton	18%	(67)	82%	(296)	364
2016 Vote: Donald Trump	19%	(42)	81%	(176)	217
2016 Vote: Didn't Vote	11%	(41)	89%	(341)	382
Voted in 2014: Yes	19%	(93)	81%	(409)	502
Voted in 2014: No	13%	(66)	87%	(432)	497
2012 Vote: Barack Obama	18%	(69)	82%	(313)	382
2012 Vote: Mitt Romney	14%	(18)	86%	(110)	128
2012 Vote: Didn't Vote	14%	(67)	86%	(401)	468
4-Region: Northeast	16%	(28)	84%	(143)	170
4-Region: Midwest	16%	(16)	84%	(82)	97
4-Region: South	15%	(69)	85%	(376)	445
4-Region: West	16%	(47)	84%	(239)	286
Mexican	16%	(77)	84%	(389)	465
Puerto Rican	19%	(34)	81%	(145)	179
Cuban	14%	(11)	86%	(70)	81
Other South American	14%	(16)	86%	(103)	119

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Table MCFE28_4NET: *This holiday season, where will you be shopping for gifts? Please select all that apply.*
Small businesses that I have not purchased from much before

Demographic	Selected		Not Selected		Total N
Hispanic Adults	16%	(158)	84%	(841)	999
Speaks only English at home	15%	(40)	85%	(225)	265
Speaks mostly English at home	15%	(38)	85%	(216)	254
Speaks both English and Spanish at home	20%	(63)	80%	(260)	323
Speaks mostly Spanish at home	12%	(13)	88%	(97)	111
Trump supporter	16%	(44)	84%	(228)	272
Biden supporter	17%	(96)	83%	(477)	573
Sports fans	18%	(130)	82%	(587)	717
Avid sports fans	26%	(77)	74%	(222)	299
Sports fans, Age: 18-34	20%	(51)	80%	(202)	253
Sports fans, Age: 35-44	22%	(41)	78%	(141)	182
Sports fans, Age: 45-64	15%	(31)	85%	(178)	209
Sports fans, Age: 65+	10%	(7)	90%	(65)	73
Movie studios should diversify teams	19%	(129)	81%	(562)	691
Movie studios should diversify stories	20%	(122)	80%	(473)	595
Concerned about Covid	16%	(139)	84%	(717)	856
No experience with Covid	12%	(39)	88%	(287)	326
Health care major factor for election	17%	(113)	83%	(545)	658
Social media users	16%	(157)	84%	(818)	975
WhatsApp users	19%	(92)	81%	(382)	474
WeChat users	35%	(21)	65%	(40)	61
Social media news source at least once a week	18%	(123)	82%	(556)	679

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

Table MCFE28_5NET: *This holiday season, where will you be shopping for gifts? Please select all that apply.*
Latinx-owned businesses

Demographic	Selected		Not Selected		Total N
Hispanic Adults	16%	(164)	84%	(835)	999
Gender: Male	20%	(98)	80%	(401)	500
Gender: Female	13%	(66)	87%	(433)	499
Age: 18-34	19%	(73)	81%	(304)	378
Age: 35-44	22%	(49)	78%	(173)	222
Age: 45-64	10%	(29)	90%	(260)	290
Age: 65+	11%	(13)	89%	(97)	110
GenZers: 1997-2012	17%	(24)	83%	(113)	137
Millennials: 1981-1996	23%	(82)	77%	(279)	361
GenXers: 1965-1980	13%	(37)	87%	(251)	289
Baby Boomers: 1946-1964	10%	(20)	90%	(172)	191
PID: Dem (no lean)	18%	(82)	82%	(362)	444
PID: Ind (no lean)	14%	(44)	86%	(274)	319
PID: Rep (no lean)	16%	(38)	84%	(198)	236
PID/Gender: Dem Men	22%	(44)	78%	(156)	199
PID/Gender: Dem Women	16%	(38)	84%	(207)	245
PID/Gender: Ind Men	15%	(24)	85%	(132)	156
PID/Gender: Ind Women	12%	(20)	88%	(142)	162
PID/Gender: Rep Men	21%	(30)	79%	(113)	144
PID/Gender: Rep Women	8%	(8)	92%	(85)	92
Ideo: Liberal (1-3)	21%	(70)	79%	(271)	341
Ideo: Moderate (4)	16%	(52)	84%	(285)	337
Ideo: Conservative (5-7)	16%	(35)	84%	(191)	227
Educ: < College	12%	(67)	88%	(512)	579
Educ: Bachelors degree	24%	(61)	76%	(198)	260
Educ: Post-grad	22%	(36)	78%	(124)	160
Income: Under 50k	12%	(64)	88%	(451)	514
Income: 50k-100k	19%	(58)	81%	(255)	313
Income: 100k+	25%	(42)	75%	(129)	171
Ethnicity: White	16%	(102)	84%	(531)	633
Ethnicity: Hispanic	16%	(164)	84%	(835)	999
Ethnicity: Black	26%	(15)	74%	(42)	57

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Table MCFE28_5NET: *This holiday season, where will you be shopping for gifts? Please select all that apply.*
Latinx-owned businesses

Demographic	Selected		Not Selected		Total N
Hispanic Adults	16%	(164)	84%	(835)	999
Ethnicity: Other	15%	(48)	85%	(261)	309
All Christian	19%	(103)	81%	(450)	553
Agnostic/Nothing in particular	15%	(34)	85%	(199)	233
Something Else	11%	(15)	89%	(118)	133
Evangelical	19%	(45)	81%	(193)	238
Non-Evangelical	16%	(70)	84%	(365)	435
Community: Urban	18%	(80)	82%	(374)	454
Community: Suburban	17%	(73)	83%	(358)	431
Community: Rural	9%	(10)	91%	(103)	114
Employ: Private Sector	23%	(83)	77%	(287)	370
Employ: Government	13%	(10)	87%	(65)	75
Employ: Self-Employed	18%	(17)	82%	(78)	95
Employ: Student	17%	(11)	83%	(53)	64
Employ: Retired	9%	(11)	91%	(109)	120
Employ: Unemployed	10%	(16)	90%	(140)	156
Employ: Other	12%	(8)	88%	(62)	70
Military HH: Yes	18%	(21)	82%	(96)	117
Military HH: No	16%	(143)	84%	(739)	882
RD/WT: Right Direction	19%	(50)	81%	(220)	270
RD/WT: Wrong Track	16%	(114)	84%	(615)	729
Trump Job Approve	15%	(48)	85%	(272)	320
Trump Job Disapprove	18%	(113)	82%	(519)	633
Trump Job Strongly Approve	18%	(30)	82%	(140)	170
Trump Job Somewhat Approve	12%	(18)	88%	(132)	150
Trump Job Somewhat Disapprove	18%	(24)	82%	(109)	134
Trump Job Strongly Disapprove	18%	(89)	82%	(410)	499
Favorable of Trump	15%	(48)	85%	(271)	318
Unfavorable of Trump	18%	(110)	82%	(512)	622

Continued on next page

Table MCFE28_5NET: *This holiday season, where will you be shopping for gifts? Please select all that apply.*
Latinx-owned businesses

Demographic	Selected		Not Selected		Total N
Hispanic Adults	16%	(164)	84%	(835)	999
Very Favorable of Trump	17%	(31)	83%	(149)	180
Somewhat Favorable of Trump	12%	(17)	88%	(122)	138
Somewhat Unfavorable of Trump	22%	(23)	78%	(83)	106
Very Unfavorable of Trump	17%	(87)	83%	(429)	515
#1 Issue: Economy	13%	(52)	87%	(336)	388
#1 Issue: Security	12%	(9)	88%	(68)	77
#1 Issue: Health Care	21%	(44)	79%	(168)	213
#1 Issue: Medicare / Social Security	11%	(8)	89%	(68)	76
#1 Issue: Women's Issues	17%	(11)	83%	(54)	65
#1 Issue: Education	20%	(11)	80%	(46)	57
#1 Issue: Energy	36%	(20)	64%	(36)	56
#1 Issue: Other	13%	(9)	87%	(58)	67
2018 House Vote: Democrat	21%	(78)	79%	(295)	373
2018 House Vote: Republican	18%	(37)	82%	(168)	205
2016 Vote: Hillary Clinton	18%	(66)	82%	(297)	364
2016 Vote: Donald Trump	20%	(44)	80%	(173)	217
2016 Vote: Didn't Vote	12%	(45)	88%	(337)	382
Voted in 2014: Yes	20%	(100)	80%	(401)	502
Voted in 2014: No	13%	(64)	87%	(434)	497
2012 Vote: Barack Obama	19%	(73)	81%	(308)	382
2012 Vote: Mitt Romney	17%	(22)	83%	(106)	128
2012 Vote: Didn't Vote	14%	(64)	86%	(404)	468
4-Region: Northeast	19%	(33)	81%	(138)	170
4-Region: Midwest	20%	(19)	80%	(78)	97
4-Region: South	15%	(69)	85%	(376)	445
4-Region: West	15%	(44)	85%	(243)	286
Mexican	17%	(80)	83%	(385)	465
Puerto Rican	18%	(33)	82%	(146)	179
Cuban	13%	(10)	87%	(70)	81
Other South American	15%	(18)	85%	(101)	119

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Table MCFE28_5NET: *This holiday season, where will you be shopping for gifts? Please select all that apply.*
Latinx-owned businesses

Demographic	Selected		Not Selected		Total N
Hispanic Adults	16%	(164)	84%	(835)	999
Speaks only English at home	10%	(26)	90%	(239)	265
Speaks mostly English at home	15%	(37)	85%	(217)	254
Speaks both English and Spanish at home	22%	(73)	78%	(251)	323
Speaks mostly Spanish at home	21%	(23)	79%	(88)	111
Trump supporter	15%	(41)	85%	(230)	272
Biden supporter	19%	(111)	81%	(462)	573
Sports fans	19%	(134)	81%	(583)	717
Avid sports fans	27%	(81)	73%	(219)	299
Sports fans, Age: 18-34	20%	(50)	80%	(204)	253
Sports fans, Age: 35-44	26%	(47)	74%	(134)	182
Sports fans, Age: 45-64	12%	(26)	88%	(184)	209
Sports fans, Age: 65+	15%	(11)	85%	(61)	73
Movie studios should diversify teams	20%	(137)	80%	(554)	691
Movie studios should diversify stories	22%	(133)	78%	(462)	595
Concerned about Covid	18%	(150)	82%	(705)	856
No experience with Covid	14%	(46)	86%	(280)	326
Health care major factor for election	18%	(116)	82%	(542)	658
Social media users	17%	(162)	83%	(813)	975
WhatsApp users	19%	(92)	81%	(382)	474
WeChat users	40%	(25)	60%	(36)	61
Social media news source at least once a week	19%	(131)	81%	(548)	679

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

Table MCFE28_6NET: *This holiday season, where will you be shopping for gifts? Please select all that apply.*
Minority-owned businesses

Demographic	Selected		Not Selected		Total N
Hispanic Adults	18%	(183)	82%	(816)	999
Gender: Male	18%	(89)	82%	(410)	500
Gender: Female	19%	(93)	81%	(406)	499
Age: 18-34	20%	(77)	80%	(301)	378
Age: 35-44	22%	(48)	78%	(174)	222
Age: 45-64	16%	(45)	84%	(245)	290
Age: 65+	11%	(12)	89%	(98)	110
GenZers: 1997-2012	16%	(21)	84%	(115)	137
Millennials: 1981-1996	25%	(89)	75%	(273)	361
GenXers: 1965-1980	17%	(50)	83%	(239)	289
Baby Boomers: 1946-1964	11%	(22)	89%	(169)	191
PID: Dem (no lean)	24%	(105)	76%	(340)	444
PID: Ind (no lean)	13%	(42)	87%	(276)	319
PID: Rep (no lean)	15%	(36)	85%	(200)	236
PID/Gender: Dem Men	22%	(44)	78%	(156)	199
PID/Gender: Dem Women	25%	(61)	75%	(184)	245
PID/Gender: Ind Men	13%	(20)	87%	(136)	156
PID/Gender: Ind Women	14%	(22)	86%	(140)	162
PID/Gender: Rep Men	17%	(25)	83%	(119)	144
PID/Gender: Rep Women	11%	(11)	89%	(82)	92
Ideo: Liberal (1-3)	26%	(89)	74%	(252)	341
Ideo: Moderate (4)	15%	(51)	85%	(286)	337
Ideo: Conservative (5-7)	15%	(34)	85%	(193)	227
Educ: < College	14%	(83)	86%	(496)	579
Educ: Bachelors degree	25%	(64)	75%	(196)	260
Educ: Post-grad	22%	(36)	78%	(124)	160
Income: Under 50k	16%	(83)	84%	(431)	514
Income: 50k-100k	19%	(60)	81%	(253)	313
Income: 100k+	23%	(39)	77%	(132)	171
Ethnicity: White	18%	(112)	82%	(521)	633
Ethnicity: Hispanic	18%	(183)	82%	(816)	999
Ethnicity: Black	21%	(12)	79%	(45)	57

Continued on next page

Table MCFE28_6NET: *This holiday season, where will you be shopping for gifts? Please select all that apply.*
Minority-owned businesses

Demographic	Selected		Not Selected		Total N
Hispanic Adults	18%	(183)	82%	(816)	999
Ethnicity: Other	19%	(58)	81%	(250)	309
All Christian	19%	(104)	81%	(449)	553
Agnostic/Nothing in particular	18%	(41)	82%	(192)	233
Something Else	19%	(25)	81%	(108)	133
Evangelical	22%	(53)	78%	(185)	238
Non-Evangelical	17%	(75)	83%	(360)	435
Community: Urban	20%	(89)	80%	(365)	454
Community: Suburban	20%	(85)	80%	(347)	431
Community: Rural	8%	(9)	92%	(105)	114
Employ: Private Sector	23%	(87)	77%	(284)	370
Employ: Government	18%	(14)	82%	(61)	75
Employ: Self-Employed	24%	(23)	76%	(72)	95
Employ: Student	17%	(11)	83%	(53)	64
Employ: Retired	9%	(10)	91%	(109)	120
Employ: Unemployed	9%	(14)	91%	(142)	156
Employ: Other	21%	(15)	79%	(56)	70
Military HH: Yes	21%	(24)	79%	(93)	117
Military HH: No	18%	(158)	82%	(723)	882
RD/WT: Right Direction	15%	(42)	85%	(229)	270
RD/WT: Wrong Track	19%	(141)	81%	(588)	729
Trump Job Approve	15%	(47)	85%	(273)	320
Trump Job Disapprove	21%	(134)	79%	(499)	633
Trump Job Strongly Approve	13%	(22)	87%	(149)	170
Trump Job Somewhat Approve	17%	(25)	83%	(125)	150
Trump Job Somewhat Disapprove	18%	(23)	82%	(110)	134
Trump Job Strongly Disapprove	22%	(110)	78%	(389)	499
Favorable of Trump	15%	(48)	85%	(270)	318
Unfavorable of Trump	21%	(131)	79%	(491)	622

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Table MCFE28_6NET: *This holiday season, where will you be shopping for gifts? Please select all that apply.*
Minority-owned businesses

Demographic	Selected		Not Selected		Total N
Hispanic Adults	18%	(183)	82%	(816)	999
Very Favorable of Trump	15%	(27)	85%	(153)	180
Somewhat Favorable of Trump	16%	(22)	84%	(117)	138
Somewhat Unfavorable of Trump	20%	(22)	80%	(85)	106
Very Unfavorable of Trump	21%	(109)	79%	(406)	515
#1 Issue: Economy	16%	(62)	84%	(326)	388
#1 Issue: Security	11%	(9)	89%	(68)	77
#1 Issue: Health Care	25%	(54)	75%	(159)	213
#1 Issue: Medicare / Social Security	12%	(9)	88%	(67)	76
#1 Issue: Women's Issues	23%	(15)	77%	(50)	65
#1 Issue: Education	10%	(6)	90%	(52)	57
#1 Issue: Energy	28%	(16)	72%	(40)	56
#1 Issue: Other	19%	(13)	81%	(54)	67
2018 House Vote: Democrat	25%	(95)	75%	(278)	373
2018 House Vote: Republican	15%	(31)	85%	(174)	205
2016 Vote: Hillary Clinton	23%	(84)	77%	(280)	364
2016 Vote: Donald Trump	17%	(36)	83%	(181)	217
2016 Vote: Didn't Vote	14%	(54)	86%	(328)	382
Voted in 2014: Yes	21%	(107)	79%	(395)	502
Voted in 2014: No	15%	(76)	85%	(422)	497
2012 Vote: Barack Obama	23%	(88)	77%	(294)	382
2012 Vote: Mitt Romney	14%	(18)	86%	(110)	128
2012 Vote: Didn't Vote	16%	(74)	84%	(394)	468
4-Region: Northeast	18%	(31)	82%	(139)	170
4-Region: Midwest	23%	(22)	77%	(75)	97
4-Region: South	18%	(80)	82%	(365)	445
4-Region: West	17%	(50)	83%	(237)	286
Mexican	19%	(87)	81%	(378)	465
Puerto Rican	18%	(33)	82%	(146)	179
Cuban	15%	(12)	85%	(69)	81
Other South American	19%	(23)	81%	(96)	119

Continued on next page

Table MCFE28_6NET: *This holiday season, where will you be shopping for gifts? Please select all that apply.*
Minority-owned businesses

Demographic	Selected		Not Selected		Total N
Hispanic Adults	18%	(183)	82%	(816)	999
Speaks only English at home	14%	(37)	86%	(229)	265
Speaks mostly English at home	18%	(45)	82%	(209)	254
Speaks both English and Spanish at home	25%	(80)	75%	(244)	323
Speaks mostly Spanish at home	16%	(18)	84%	(93)	111
Trump supporter	13%	(36)	87%	(236)	272
Biden supporter	23%	(130)	77%	(443)	573
Sports fans	20%	(145)	80%	(572)	717
Avid sports fans	25%	(76)	75%	(223)	299
Sports fans, Age: 18-34	22%	(55)	78%	(199)	253
Sports fans, Age: 35-44	24%	(43)	76%	(139)	182
Sports fans, Age: 45-64	17%	(36)	83%	(173)	209
Sports fans, Age: 65+	16%	(11)	84%	(61)	73
Movie studios should diversify teams	22%	(150)	78%	(541)	691
Movie studios should diversify stories	24%	(144)	76%	(451)	595
Concerned about Covid	20%	(168)	80%	(687)	856
No experience with Covid	15%	(49)	85%	(277)	326
Health care major factor for election	22%	(143)	78%	(515)	658
Social media users	19%	(181)	81%	(794)	975
WhatsApp users	20%	(95)	80%	(379)	474
WeChat users	24%	(14)	76%	(46)	61
Social media news source at least once a week	20%	(138)	80%	(541)	679

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

Table MCFE28_7NET: *This holiday season, where will you be shopping for gifts? Please select all that apply.*
Businesses owned by Asians in America

Demographic	Selected		Not Selected		Total N
Hispanic Adults	8%	(76)	92%	(923)	999
Gender: Male	9%	(46)	91%	(453)	500
Gender: Female	6%	(30)	94%	(470)	499
Age: 18-34	9%	(36)	91%	(342)	378
Age: 35-44	10%	(23)	90%	(199)	222
Age: 45-64	4%	(13)	96%	(277)	290
Age: 65+	4%	(4)	96%	(106)	110
GenZers: 1997-2012	11%	(16)	89%	(121)	137
Millennials: 1981-1996	11%	(39)	89%	(322)	361
GenXers: 1965-1980	5%	(15)	95%	(273)	289
Baby Boomers: 1946-1964	3%	(6)	97%	(185)	191
PID: Dem (no lean)	8%	(34)	92%	(411)	444
PID: Ind (no lean)	7%	(22)	93%	(296)	319
PID: Rep (no lean)	9%	(20)	91%	(216)	236
PID/Gender: Dem Men	7%	(15)	93%	(185)	199
PID/Gender: Dem Women	8%	(19)	92%	(226)	245
PID/Gender: Ind Men	9%	(14)	91%	(143)	156
PID/Gender: Ind Women	5%	(9)	95%	(153)	162
PID/Gender: Rep Men	12%	(18)	88%	(126)	144
PID/Gender: Rep Women	3%	(2)	97%	(90)	92
Ideo: Liberal (1-3)	11%	(37)	89%	(305)	341
Ideo: Moderate (4)	5%	(17)	95%	(320)	337
Ideo: Conservative (5-7)	8%	(19)	92%	(208)	227
Educ: < College	7%	(39)	93%	(541)	579
Educ: Bachelors degree	9%	(22)	91%	(237)	260
Educ: Post-grad	9%	(15)	91%	(145)	160
Income: Under 50k	5%	(28)	95%	(487)	514
Income: 50k-100k	10%	(32)	90%	(282)	313
Income: 100k+	10%	(16)	90%	(155)	171
Ethnicity: White	7%	(47)	93%	(586)	633
Ethnicity: Hispanic	8%	(76)	92%	(923)	999
Ethnicity: Black	12%	(7)	88%	(50)	57

Continued on next page

Table MCFE28_7NET: *This holiday season, where will you be shopping for gifts? Please select all that apply.*
Businesses owned by Asians in America

Demographic	Selected		Not Selected		Total N
Hispanic Adults	8%	(76)	92%	(923)	999
Ethnicity: Other	7%	(22)	93%	(287)	309
All Christian	8%	(46)	92%	(507)	553
Agnostic/Nothing in particular	7%	(17)	93%	(216)	233
Something Else	7%	(9)	93%	(124)	133
Evangelical	12%	(28)	88%	(210)	238
Non-Evangelical	6%	(26)	94%	(409)	435
Community: Urban	9%	(40)	91%	(414)	454
Community: Suburban	8%	(33)	92%	(399)	431
Community: Rural	3%	(3)	97%	(110)	114
Employ: Private Sector	9%	(33)	91%	(338)	370
Employ: Government	12%	(9)	88%	(66)	75
Employ: Self-Employed	13%	(13)	87%	(82)	95
Employ: Student	12%	(7)	88%	(56)	64
Employ: Retired	2%	(2)	98%	(118)	120
Employ: Unemployed	4%	(6)	96%	(150)	156
Employ: Other	4%	(3)	96%	(67)	70
Military HH: Yes	11%	(12)	89%	(105)	117
Military HH: No	7%	(64)	93%	(818)	882
RD/WT: Right Direction	12%	(32)	88%	(238)	270
RD/WT: Wrong Track	6%	(44)	94%	(685)	729
Trump Job Approve	9%	(30)	91%	(290)	320
Trump Job Disapprove	7%	(45)	93%	(588)	633
Trump Job Strongly Approve	9%	(16)	91%	(154)	170
Trump Job Somewhat Approve	9%	(14)	91%	(136)	150
Trump Job Somewhat Disapprove	4%	(6)	96%	(128)	134
Trump Job Strongly Disapprove	8%	(39)	92%	(460)	499
Favorable of Trump	10%	(31)	90%	(287)	318
Unfavorable of Trump	7%	(44)	93%	(578)	622

Continued on next page

Table MCFE28_7NET: *This holiday season, where will you be shopping for gifts? Please select all that apply.*
Businesses owned by Asians in America

Demographic	Selected		Not Selected		Total N
Hispanic Adults	8%	(76)	92%	(923)	999
Very Favorable of Trump	9%	(16)	91%	(164)	180
Somewhat Favorable of Trump	11%	(15)	89%	(124)	138
Somewhat Unfavorable of Trump	6%	(6)	94%	(100)	106
Very Unfavorable of Trump	7%	(38)	93%	(478)	515
#1 Issue: Economy	7%	(26)	93%	(363)	388
#1 Issue: Security	6%	(4)	94%	(73)	77
#1 Issue: Health Care	8%	(18)	92%	(195)	213
#1 Issue: Medicare / Social Security	—	(0)	100%	(76)	76
#1 Issue: Women's Issues	12%	(8)	88%	(57)	65
#1 Issue: Education	14%	(8)	86%	(49)	57
#1 Issue: Energy	17%	(10)	83%	(46)	56
#1 Issue: Other	4%	(3)	96%	(64)	67
2018 House Vote: Democrat	9%	(34)	91%	(339)	373
2018 House Vote: Republican	8%	(16)	92%	(189)	205
2016 Vote: Hillary Clinton	8%	(29)	92%	(335)	364
2016 Vote: Donald Trump	8%	(18)	92%	(199)	217
2016 Vote: Didn't Vote	6%	(23)	94%	(359)	382
Voted in 2014: Yes	9%	(45)	91%	(457)	502
Voted in 2014: No	6%	(31)	94%	(466)	497
2012 Vote: Barack Obama	9%	(36)	91%	(346)	382
2012 Vote: Mitt Romney	5%	(6)	95%	(121)	128
2012 Vote: Didn't Vote	7%	(31)	93%	(437)	468
4-Region: Northeast	8%	(14)	92%	(156)	170
4-Region: Midwest	12%	(12)	88%	(86)	97
4-Region: South	5%	(24)	95%	(421)	445
4-Region: West	9%	(27)	91%	(260)	286
Mexican	8%	(38)	92%	(427)	465
Puerto Rican	10%	(18)	90%	(161)	179
Cuban	2%	(2)	98%	(79)	81
Other South American	8%	(9)	92%	(110)	119

Continued on next page

Table MCFE28_7NET: *This holiday season, where will you be shopping for gifts? Please select all that apply.*
Businesses owned by Asians in America

Demographic	Selected		Not Selected		Total N
Hispanic Adults	8%	(76)	92%	(923)	999
Speaks only English at home	6%	(15)	94%	(250)	265
Speaks mostly English at home	6%	(15)	94%	(239)	254
Speaks both English and Spanish at home	11%	(34)	89%	(289)	323
Speaks mostly Spanish at home	10%	(11)	90%	(100)	111
Trump supporter	9%	(23)	91%	(249)	272
Biden supporter	8%	(45)	92%	(528)	573
Sports fans	8%	(59)	92%	(658)	717
Avid sports fans	12%	(36)	88%	(263)	299
Sports fans, Age: 18-34	9%	(22)	91%	(232)	253
Sports fans, Age: 35-44	12%	(22)	88%	(159)	182
Sports fans, Age: 45-64	5%	(10)	95%	(199)	209
Sports fans, Age: 65+	6%	(4)	94%	(69)	73
Movie studios should diversify teams	8%	(53)	92%	(638)	691
Movie studios should diversify stories	9%	(52)	91%	(543)	595
Concerned about Covid	8%	(68)	92%	(787)	856
No experience with Covid	6%	(20)	94%	(306)	326
Health care major factor for election	8%	(55)	92%	(603)	658
Social media users	8%	(74)	92%	(901)	975
WhatsApp users	8%	(39)	92%	(435)	474
WeChat users	25%	(15)	75%	(46)	61
Social media news source at least once a week	8%	(54)	92%	(625)	679

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

Table MCFE28_8NET: *This holiday season, where will you be shopping for gifts? Please select all that apply.*
None of the above

Demographic	Selected		Not Selected		Total N
Hispanic Adults	9%	(92)	91%	(907)	999
Gender: Male	10%	(49)	90%	(450)	500
Gender: Female	9%	(43)	91%	(457)	499
Age: 18-34	7%	(27)	93%	(351)	378
Age: 35-44	12%	(27)	88%	(195)	222
Age: 45-64	11%	(32)	89%	(258)	290
Age: 65+	6%	(6)	94%	(104)	110
GenZers: 1997-2012	10%	(13)	90%	(123)	137
Millennials: 1981-1996	7%	(27)	93%	(334)	361
GenXers: 1965-1980	11%	(31)	89%	(258)	289
Baby Boomers: 1946-1964	10%	(20)	90%	(172)	191
PID: Dem (no lean)	8%	(37)	92%	(407)	444
PID: Ind (no lean)	13%	(43)	87%	(276)	319
PID: Rep (no lean)	5%	(12)	95%	(224)	236
PID/Gender: Dem Men	11%	(23)	89%	(177)	199
PID/Gender: Dem Women	6%	(14)	94%	(230)	245
PID/Gender: Ind Men	13%	(20)	87%	(136)	156
PID/Gender: Ind Women	14%	(22)	86%	(140)	162
PID/Gender: Rep Men	5%	(7)	95%	(137)	144
PID/Gender: Rep Women	6%	(6)	94%	(87)	92
Ideo: Liberal (1-3)	4%	(15)	96%	(326)	341
Ideo: Moderate (4)	12%	(42)	88%	(295)	337
Ideo: Conservative (5-7)	7%	(15)	93%	(212)	227
Educ: < College	11%	(62)	89%	(518)	579
Educ: Bachelors degree	7%	(19)	93%	(241)	260
Educ: Post-grad	7%	(11)	93%	(149)	160
Income: Under 50k	11%	(56)	89%	(458)	514
Income: 50k-100k	8%	(24)	92%	(290)	313
Income: 100k+	7%	(13)	93%	(159)	171
Ethnicity: White	8%	(50)	92%	(583)	633
Ethnicity: Hispanic	9%	(92)	91%	(907)	999
Ethnicity: Black	3%	(2)	97%	(56)	57

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Table MCFE28_8NET: *This holiday season, where will you be shopping for gifts? Please select all that apply.*
None of the above

Demographic	Selected		Not Selected		Total N
Hispanic Adults	9%	(92)	91%	(907)	999
Ethnicity: Other	13%	(41)	87%	(268)	309
All Christian	8%	(42)	92%	(511)	553
Agnostic/Nothing in particular	13%	(31)	87%	(202)	233
Something Else	10%	(13)	90%	(120)	133
Evangelical	7%	(17)	93%	(221)	238
Non-Evangelical	9%	(39)	91%	(396)	435
Community: Urban	11%	(49)	89%	(405)	454
Community: Suburban	9%	(38)	91%	(394)	431
Community: Rural	4%	(5)	96%	(108)	114
Employ: Private Sector	8%	(30)	92%	(340)	370
Employ: Government	14%	(10)	86%	(65)	75
Employ: Self-Employed	3%	(3)	97%	(92)	95
Employ: Student	4%	(2)	96%	(61)	64
Employ: Retired	7%	(8)	93%	(112)	120
Employ: Unemployed	16%	(25)	84%	(131)	156
Employ: Other	18%	(12)	82%	(58)	70
Military HH: Yes	8%	(9)	92%	(108)	117
Military HH: No	9%	(83)	91%	(799)	882
RD/WT: Right Direction	7%	(19)	93%	(251)	270
RD/WT: Wrong Track	10%	(73)	90%	(656)	729
Trump Job Approve	8%	(25)	92%	(295)	320
Trump Job Disapprove	9%	(58)	91%	(574)	633
Trump Job Strongly Approve	7%	(12)	93%	(158)	170
Trump Job Somewhat Approve	9%	(13)	91%	(137)	150
Trump Job Somewhat Disapprove	12%	(16)	88%	(118)	134
Trump Job Strongly Disapprove	9%	(43)	91%	(456)	499
Favorable of Trump	6%	(20)	94%	(298)	318
Unfavorable of Trump	10%	(60)	90%	(562)	622

Continued on next page

Table MCFE28_8NET: *This holiday season, where will you be shopping for gifts? Please select all that apply.*

None of the above

Demographic	Selected		Not Selected		Total N
Hispanic Adults	9%	(92)	91%	(907)	999
Very Favorable of Trump	7%	(12)	93%	(168)	180
Somewhat Favorable of Trump	6%	(8)	94%	(131)	138
Somewhat Unfavorable of Trump	11%	(12)	89%	(95)	106
Very Unfavorable of Trump	9%	(48)	91%	(467)	515
#1 Issue: Economy	9%	(36)	91%	(352)	388
#1 Issue: Security	8%	(6)	92%	(71)	77
#1 Issue: Health Care	7%	(14)	93%	(198)	213
#1 Issue: Medicare / Social Security	7%	(5)	93%	(71)	76
#1 Issue: Women's Issues	9%	(6)	91%	(59)	65
#1 Issue: Education	15%	(8)	85%	(49)	57
#1 Issue: Energy	11%	(6)	89%	(50)	56
#1 Issue: Other	15%	(10)	85%	(57)	67
2018 House Vote: Democrat	7%	(27)	93%	(346)	373
2018 House Vote: Republican	6%	(11)	94%	(194)	205
2016 Vote: Hillary Clinton	7%	(26)	93%	(338)	364
2016 Vote: Donald Trump	8%	(16)	92%	(201)	217
2016 Vote: Didn't Vote	12%	(47)	88%	(335)	382
Voted in 2014: Yes	8%	(39)	92%	(463)	502
Voted in 2014: No	11%	(53)	89%	(444)	497
2012 Vote: Barack Obama	8%	(29)	92%	(353)	382
2012 Vote: Mitt Romney	10%	(12)	90%	(115)	128
2012 Vote: Didn't Vote	10%	(48)	90%	(420)	468
4-Region: Northeast	7%	(12)	93%	(159)	170
4-Region: Midwest	10%	(9)	90%	(88)	97
4-Region: South	9%	(41)	91%	(404)	445
4-Region: West	10%	(30)	90%	(256)	286
Mexican	9%	(40)	91%	(425)	465
Puerto Rican	12%	(22)	88%	(158)	179
Cuban	6%	(5)	94%	(76)	81
Other South American	4%	(4)	96%	(115)	119

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Table MCFE28_8NET: *This holiday season, where will you be shopping for gifts? Please select all that apply.*
None of the above

Demographic	Selected		Not Selected		Total N
Hispanic Adults	9%	(92)	91%	(907)	999
Speaks only English at home	14%	(36)	86%	(229)	265
Speaks mostly English at home	8%	(19)	92%	(234)	254
Speaks both English and Spanish at home	7%	(23)	93%	(300)	323
Speaks mostly Spanish at home	7%	(7)	93%	(103)	111
Trump supporter	6%	(18)	94%	(254)	272
Biden supporter	8%	(44)	92%	(530)	573
Sports fans	8%	(54)	92%	(663)	717
Avid sports fans	4%	(13)	96%	(286)	299
Sports fans, Age: 18-34	5%	(12)	95%	(242)	253
Sports fans, Age: 35-44	11%	(20)	89%	(162)	182
Sports fans, Age: 45-64	10%	(21)	90%	(188)	209
Sports fans, Age: 65+	2%	(1)	98%	(71)	73
Movie studios should diversify teams	7%	(45)	93%	(646)	691
Movie studios should diversify stories	6%	(35)	94%	(560)	595
Concerned about Covid	9%	(75)	91%	(780)	856
No experience with Covid	13%	(42)	87%	(284)	326
Health care major factor for election	8%	(49)	92%	(609)	658
Social media users	9%	(86)	91%	(889)	975
WhatsApp users	6%	(28)	94%	(446)	474
WeChat users	6%	(4)	94%	(57)	61
Social media news source at least once a week	7%	(49)	93%	(630)	679

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

Table MCFE28_9NET: *This holiday season, where will you be shopping for gifts? Please select all that apply.*
I am not shopping for gifts this year

Demographic	Selected		Not Selected		Total N
Hispanic Adults	14%	(140)	86%	(859)	999
Gender: Male	12%	(59)	88%	(441)	500
Gender: Female	16%	(81)	84%	(418)	499
Age: 18-34	14%	(53)	86%	(325)	378
Age: 35-44	12%	(26)	88%	(195)	222
Age: 45-64	15%	(43)	85%	(247)	290
Age: 65+	16%	(18)	84%	(92)	110
GenZers: 1997-2012	15%	(20)	85%	(116)	137
Millennials: 1981-1996	12%	(43)	88%	(318)	361
GenXers: 1965-1980	14%	(40)	86%	(248)	289
Baby Boomers: 1946-1964	16%	(30)	84%	(161)	191
PID: Dem (no lean)	13%	(59)	87%	(386)	444
PID: Ind (no lean)	18%	(59)	82%	(260)	319
PID: Rep (no lean)	10%	(23)	90%	(213)	236
PID/Gender: Dem Men	11%	(22)	89%	(178)	199
PID/Gender: Dem Women	15%	(37)	85%	(208)	245
PID/Gender: Ind Men	17%	(26)	83%	(130)	156
PID/Gender: Ind Women	20%	(32)	80%	(130)	162
PID/Gender: Rep Men	7%	(10)	93%	(133)	144
PID/Gender: Rep Women	13%	(12)	87%	(80)	92
Ideo: Liberal (1-3)	14%	(48)	86%	(293)	341
Ideo: Moderate (4)	11%	(39)	89%	(298)	337
Ideo: Conservative (5-7)	12%	(27)	88%	(200)	227
Educ: < College	17%	(99)	83%	(481)	579
Educ: Bachelors degree	9%	(23)	91%	(237)	260
Educ: Post-grad	11%	(18)	89%	(142)	160
Income: Under 50k	19%	(99)	81%	(416)	514
Income: 50k-100k	8%	(26)	92%	(287)	313
Income: 100k+	8%	(15)	92%	(157)	171
Ethnicity: White	13%	(81)	87%	(552)	633
Ethnicity: Hispanic	14%	(140)	86%	(859)	999
Ethnicity: Black	21%	(12)	79%	(45)	57

Continued on next page

Table MCFE28_9NET: *This holiday season, where will you be shopping for gifts? Please select all that apply.*
I am not shopping for gifts this year

Demographic	Selected		Not Selected		Total N
Hispanic Adults	14%	(140)	86%	(859)	999
Ethnicity: Other	15%	(47)	85%	(262)	309
All Christian	11%	(60)	89%	(494)	553
Agnostic/Nothing in particular	18%	(42)	82%	(191)	233
Something Else	20%	(26)	80%	(107)	133
Evangelical	13%	(32)	87%	(206)	238
Non-Evangelical	12%	(54)	88%	(381)	435
Community: Urban	13%	(60)	87%	(394)	454
Community: Suburban	12%	(52)	88%	(379)	431
Community: Rural	24%	(27)	76%	(86)	114
Employ: Private Sector	6%	(24)	94%	(346)	370
Employ: Government	5%	(4)	95%	(71)	75
Employ: Self-Employed	20%	(19)	80%	(76)	95
Employ: Student	24%	(15)	76%	(48)	64
Employ: Retired	18%	(21)	82%	(99)	120
Employ: Unemployed	22%	(35)	78%	(121)	156
Employ: Other	19%	(13)	81%	(57)	70
Military HH: Yes	9%	(11)	91%	(106)	117
Military HH: No	15%	(129)	85%	(753)	882
RD/WT: Right Direction	8%	(21)	92%	(249)	270
RD/WT: Wrong Track	16%	(118)	84%	(610)	729
Trump Job Approve	7%	(23)	93%	(296)	320
Trump Job Disapprove	15%	(97)	85%	(536)	633
Trump Job Strongly Approve	6%	(10)	94%	(161)	170
Trump Job Somewhat Approve	9%	(14)	91%	(136)	150
Trump Job Somewhat Disapprove	12%	(16)	88%	(117)	134
Trump Job Strongly Disapprove	16%	(80)	84%	(419)	499
Favorable of Trump	8%	(26)	92%	(292)	318
Unfavorable of Trump	15%	(91)	85%	(531)	622

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Table MCFE28_9NET: *This holiday season, where will you be shopping for gifts? Please select all that apply.*
I am not shopping for gifts this year

Demographic	Selected		Not Selected		Total N
Hispanic Adults	14%	(140)	86%	(859)	999
Very Favorable of Trump	6%	(10)	94%	(169)	180
Somewhat Favorable of Trump	12%	(16)	88%	(122)	138
Somewhat Unfavorable of Trump	11%	(11)	89%	(95)	106
Very Unfavorable of Trump	15%	(79)	85%	(436)	515
#1 Issue: Economy	12%	(46)	88%	(342)	388
#1 Issue: Security	11%	(9)	89%	(69)	77
#1 Issue: Health Care	12%	(26)	88%	(187)	213
#1 Issue: Medicare / Social Security	21%	(16)	79%	(60)	76
#1 Issue: Women's Issues	21%	(14)	79%	(51)	65
#1 Issue: Education	10%	(6)	90%	(52)	57
#1 Issue: Energy	12%	(7)	88%	(49)	56
#1 Issue: Other	25%	(17)	75%	(50)	67
2018 House Vote: Democrat	14%	(51)	86%	(322)	373
2018 House Vote: Republican	6%	(12)	94%	(193)	205
2016 Vote: Hillary Clinton	13%	(48)	87%	(315)	364
2016 Vote: Donald Trump	6%	(13)	94%	(204)	217
2016 Vote: Didn't Vote	18%	(69)	82%	(313)	382
Voted in 2014: Yes	11%	(55)	89%	(447)	502
Voted in 2014: No	17%	(85)	83%	(413)	497
2012 Vote: Barack Obama	12%	(47)	88%	(334)	382
2012 Vote: Mitt Romney	8%	(11)	92%	(117)	128
2012 Vote: Didn't Vote	17%	(78)	83%	(390)	468
4-Region: Northeast	12%	(20)	88%	(151)	170
4-Region: Midwest	12%	(12)	88%	(85)	97
4-Region: South	14%	(64)	86%	(381)	445
4-Region: West	15%	(44)	85%	(243)	286
Mexican	15%	(70)	85%	(395)	465
Puerto Rican	11%	(20)	89%	(159)	179
Cuban	10%	(8)	90%	(73)	81
Other South American	11%	(14)	89%	(105)	119

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Table MCFE28_9NET: *This holiday season, where will you be shopping for gifts? Please select all that apply.*
I am not shopping for gifts this year

Demographic	Selected		Not Selected		Total N
Hispanic Adults	14%	(140)	86%	(859)	999
Speaks only English at home	14%	(38)	86%	(227)	265
Speaks mostly English at home	17%	(44)	83%	(210)	254
Speaks both English and Spanish at home	13%	(42)	87%	(281)	323
Speaks mostly Spanish at home	9%	(10)	91%	(101)	111
Trump supporter	8%	(23)	92%	(249)	272
Biden supporter	14%	(80)	86%	(494)	573
Sports fans	10%	(70)	90%	(647)	717
Avid sports fans	8%	(23)	92%	(276)	299
Sports fans, Age: 18-34	10%	(24)	90%	(229)	253
Sports fans, Age: 35-44	7%	(13)	93%	(169)	182
Sports fans, Age: 45-64	11%	(22)	89%	(187)	209
Sports fans, Age: 65+	14%	(10)	86%	(62)	73
Movie studios should diversify teams	12%	(84)	88%	(607)	691
Movie studios should diversify stories	12%	(70)	88%	(525)	595
Concerned about Covid	13%	(114)	87%	(742)	856
No experience with Covid	15%	(48)	85%	(278)	326
Health care major factor for election	14%	(94)	86%	(564)	658
Social media users	14%	(134)	86%	(841)	975
WhatsApp users	12%	(57)	88%	(417)	474
WeChat users	5%	(3)	95%	(58)	61
Social media news source at least once a week	12%	(82)	88%	(597)	679

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

Table MCFE29_1: Consider your favorite brands for the following types of products. For each type of product, which of the following is the closest to how you first became aware of the brand that is your favorite?
Cereal

Demographic	It's the same product used by my parent/guardian	It was recommended by a friend or a different family member	I saw it in a show or movie	My own research	A celebrity or social media influencer used or recommended it	I saw it in an advertisement	Another way	Total N
Hispanic Adults	25% (248)	12% (123)	6% (56)	36% (358)	2% (18)	13% (130)	7% (66)	999
Gender: Male	25% (124)	15% (76)	7% (33)	34% (171)	2% (10)	10% (52)	7% (33)	500
Gender: Female	25% (124)	9% (47)	4% (22)	37% (186)	2% (8)	16% (79)	7% (34)	499
Age: 18-34	29% (108)	16% (59)	6% (21)	30% (115)	3% (11)	10% (38)	7% (27)	378
Age: 35-44	25% (55)	13% (30)	9% (20)	32% (71)	2% (5)	13% (29)	5% (12)	222
Age: 45-64	20% (59)	9% (26)	4% (11)	43% (126)	1% (2)	16% (47)	7% (19)	290
Age: 65+	25% (27)	8% (9)	3% (3)	42% (46)	— (0)	15% (17)	7% (8)	110
GenZers: 1997-2012	33% (45)	18% (24)	2% (3)	29% (40)	4% (5)	11% (15)	4% (5)	137
Millennials: 1981-1996	27% (98)	15% (53)	8% (29)	31% (110)	3% (9)	10% (37)	7% (25)	361
GenXers: 1965-1980	21% (61)	8% (24)	5% (14)	39% (113)	1% (3)	17% (50)	8% (23)	289
Baby Boomers: 1946-1964	19% (36)	10% (20)	5% (9)	46% (89)	1% (1)	13% (25)	6% (11)	191
PID: Dem (no lean)	27% (121)	13% (58)	5% (24)	33% (148)	1% (4)	16% (70)	4% (19)	444
PID: Ind (no lean)	23% (75)	11% (36)	4% (12)	39% (123)	3% (9)	10% (32)	10% (33)	319
PID: Rep (no lean)	23% (53)	12% (29)	8% (19)	37% (86)	2% (5)	12% (28)	6% (15)	236
PID/Gender: Dem Men	27% (54)	15% (31)	7% (15)	32% (63)	1% (2)	14% (27)	3% (7)	199
PID/Gender: Dem Women	27% (66)	11% (27)	4% (10)	35% (85)	1% (2)	17% (43)	5% (12)	245
PID/Gender: Ind Men	25% (39)	14% (22)	6% (9)	38% (60)	3% (4)	5% (8)	9% (15)	156
PID/Gender: Ind Women	22% (35)	8% (14)	2% (4)	39% (63)	3% (4)	15% (24)	11% (18)	162
PID/Gender: Rep Men	22% (31)	16% (23)	7% (10)	33% (48)	3% (4)	12% (17)	8% (11)	144
PID/Gender: Rep Women	24% (22)	7% (6)	10% (9)	41% (38)	1% (1)	12% (12)	4% (4)	92
Ideo: Liberal (1-3)	27% (92)	14% (49)	6% (22)	35% (119)	1% (3)	12% (42)	4% (14)	341
Ideo: Moderate (4)	26% (87)	13% (42)	5% (16)	33% (112)	1% (4)	14% (46)	9% (30)	337
Ideo: Conservative (5-7)	19% (43)	12% (26)	5% (12)	45% (101)	3% (6)	12% (28)	5% (10)	227

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Table MCFE29_1: Consider your favorite brands for the following types of products. For each type of product, which of the following is the closest to how you first became aware of the brand that is your favorite?

Cereal

Demographic	It's the same product used by my parent/guardian	It was recommended by a friend or a different family member	I saw it in a show or movie	My own research	A celebrity or social media influencer used or recommended it	I saw it in an advertisement	Another way	Total N
Hispanic Adults	25% (248)	12% (123)	6% (56)	36% (358)	2% (18)	13% (130)	7% (66)	999
Educ: < College	26% (151)	11% (63)	5% (28)	34% (198)	2% (11)	15% (86)	7% (43)	579
Educ: Bachelors degree	23% (60)	14% (36)	5% (12)	40% (103)	2% (4)	13% (33)	4% (11)	260
Educ: Post-grad	23% (37)	15% (24)	10% (15)	36% (57)	2% (3)	7% (11)	8% (12)	160
Income: Under 50k	26% (136)	12% (60)	5% (26)	33% (168)	2% (10)	15% (75)	8% (39)	514
Income: 50k-100k	24% (75)	10% (32)	5% (17)	42% (132)	1% (4)	13% (41)	4% (14)	313
Income: 100k+	22% (37)	18% (30)	8% (13)	34% (58)	3% (5)	8% (14)	8% (14)	171
Ethnicity: White	23% (143)	13% (81)	6% (37)	38% (240)	2% (11)	13% (85)	6% (36)	633
Ethnicity: Hispanic	25% (248)	12% (123)	6% (56)	36% (358)	2% (18)	13% (130)	7% (66)	999
Ethnicity: Black	35% (20)	8% (4)	8% (5)	36% (21)	— (0)	10% (6)	3% (2)	57
Ethnicity: Other	27% (85)	12% (37)	5% (14)	31% (97)	2% (7)	13% (40)	9% (29)	309
All Christian	25% (141)	13% (74)	6% (34)	34% (189)	2% (11)	13% (71)	6% (34)	553
Agnostic/Nothing in particular	25% (58)	13% (30)	4% (8)	39% (91)	1% (3)	10% (22)	9% (22)	233
Something Else	24% (32)	5% (7)	6% (8)	40% (53)	3% (4)	17% (23)	5% (7)	133
Evangelical	25% (60)	11% (26)	7% (17)	35% (83)	2% (6)	14% (34)	5% (12)	238
Non-Evangelical	25% (110)	12% (51)	6% (25)	35% (153)	2% (8)	14% (59)	6% (28)	435
Community: Urban	26% (119)	15% (69)	7% (33)	30% (137)	2% (9)	14% (62)	6% (25)	454
Community: Suburban	22% (95)	11% (46)	4% (17)	43% (184)	2% (8)	12% (51)	7% (32)	431
Community: Rural	30% (34)	7% (8)	5% (6)	32% (37)	1% (1)	16% (18)	8% (9)	114

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Table MCFE29_1: Consider your favorite brands for the following types of products. For each type of product, which of the following is the closest to how you first became aware of the brand that is your favorite?
Cereal

Demographic	It's the same product used by my parent/guardian	It was recommended by a friend or a different family member	I saw it in a show or movie	My own research	A celebrity or social media influencer used or recommended it	I saw it in an advertisement	Another way	Total N
Hispanic Adults	25% (248)	12% (123)	6% (56)	36% (358)	2% (18)	13% (130)	7% (66)	999
Employ: Private Sector	28% (105)	15% (54)	6% (22)	35% (128)	2% (9)	9% (35)	4% (17)	370
Employ: Government	14% (11)	17% (13)	8% (6)	43% (32)	5% (4)	13% (10)	— (0)	75
Employ: Self-Employed	26% (24)	10% (9)	11% (10)	32% (30)	— (0)	12% (12)	10% (9)	95
Employ: Student	29% (19)	18% (11)	1% (1)	32% (20)	4% (2)	10% (6)	6% (4)	64
Employ: Retired	22% (27)	7% (9)	3% (4)	42% (51)	1% (1)	16% (19)	8% (9)	120
Employ: Unemployed	28% (43)	8% (13)	6% (10)	33% (51)	1% (2)	16% (25)	8% (13)	156
Employ: Other	19% (13)	15% (10)	3% (2)	31% (21)	— (0)	21% (15)	12% (9)	70
Military HH: Yes	23% (27)	15% (18)	7% (8)	37% (44)	— (0)	13% (15)	5% (6)	117
Military HH: No	25% (221)	12% (105)	5% (48)	36% (314)	2% (18)	13% (115)	7% (60)	882
RD/WT: Right Direction	24% (64)	16% (44)	7% (18)	32% (86)	4% (10)	12% (32)	6% (17)	270
RD/WT: Wrong Track	25% (184)	11% (79)	5% (38)	37% (271)	1% (9)	13% (98)	7% (50)	729
Trump Job Approve	24% (76)	14% (46)	7% (22)	36% (114)	3% (9)	10% (33)	6% (19)	320
Trump Job Disapprove	25% (159)	12% (73)	5% (34)	36% (227)	1% (8)	14% (89)	7% (43)	633
Trump Job Strongly Approve	23% (40)	17% (28)	4% (6)	36% (61)	4% (6)	10% (17)	7% (12)	170
Trump Job Somewhat Approve	24% (36)	12% (18)	11% (16)	36% (54)	2% (2)	11% (16)	5% (7)	150
Trump Job Somewhat Disapprove	22% (30)	12% (16)	7% (9)	34% (46)	2% (2)	16% (22)	7% (9)	134
Trump Job Strongly Disapprove	26% (130)	11% (57)	5% (25)	36% (181)	1% (6)	13% (67)	7% (34)	499
Favorable of Trump	23% (73)	16% (51)	6% (19)	35% (111)	3% (9)	10% (33)	7% (23)	318
Unfavorable of Trump	25% (155)	11% (70)	5% (34)	37% (227)	1% (8)	15% (91)	6% (37)	622
Very Favorable of Trump	22% (40)	19% (34)	6% (11)	32% (58)	3% (5)	11% (19)	7% (12)	180
Somewhat Favorable of Trump	24% (33)	12% (16)	6% (8)	38% (53)	2% (3)	10% (15)	8% (11)	138
Somewhat Unfavorable of Trump	20% (22)	14% (15)	5% (5)	39% (42)	2% (2)	16% (17)	4% (4)	106
Very Unfavorable of Trump	26% (133)	11% (56)	6% (29)	36% (185)	1% (6)	14% (73)	6% (32)	515

Continued on next page

Table MCFE29_1: Consider your favorite brands for the following types of products. For each type of product, which of the following is the closest to how you first became aware of the brand that is your favorite?
Cereal

Demographic	It's the same product used by my parent/guardian	It was recommended by a friend or a different family member	I saw it in a show or movie	My own research	A celebrity or social media influencer used or recommended it	I saw it in an advertisement	Another way	Total N
Hispanic Adults	25% (248)	12% (123)	6% (56)	36% (358)	2% (18)	13% (130)	7% (66)	999
#1 Issue: Economy	25% (98)	13% (49)	5% (21)	36% (141)	1% (5)	14% (53)	5% (21)	388
#1 Issue: Security	28% (22)	15% (11)	1% (1)	28% (22)	4% (3)	13% (10)	11% (8)	77
#1 Issue: Health Care	23% (49)	13% (28)	7% (14)	36% (77)	3% (6)	12% (27)	6% (12)	213
#1 Issue: Medicare / Social Security	27% (20)	8% (6)	6% (4)	29% (22)	— (0)	17% (13)	13% (10)	76
#1 Issue: Women's Issues	25% (17)	9% (6)	5% (3)	34% (22)	— (0)	18% (12)	9% (6)	65
#1 Issue: Education	28% (16)	18% (10)	13% (7)	30% (17)	1% (1)	8% (5)	1% (1)	57
#1 Issue: Energy	21% (12)	15% (9)	7% (4)	41% (23)	5% (3)	8% (5)	2% (1)	56
#1 Issue: Other	22% (15)	4% (3)	1% (1)	50% (34)	2% (1)	8% (6)	12% (8)	67
2018 House Vote: Democrat	24% (89)	12% (43)	7% (25)	38% (140)	2% (6)	14% (51)	5% (19)	373
2018 House Vote: Republican	23% (47)	15% (30)	8% (16)	33% (68)	3% (5)	12% (24)	7% (14)	205
2016 Vote: Hillary Clinton	26% (93)	12% (44)	6% (21)	35% (128)	1% (5)	15% (55)	5% (16)	364
2016 Vote: Donald Trump	23% (51)	14% (30)	6% (13)	37% (80)	2% (5)	9% (21)	8% (17)	217
2016 Vote: Didn't Vote	25% (97)	12% (46)	5% (20)	34% (131)	2% (8)	13% (51)	8% (29)	382
Voted in 2014: Yes	23% (116)	13% (65)	5% (27)	39% (193)	1% (7)	12% (62)	6% (31)	502
Voted in 2014: No	27% (132)	12% (58)	6% (28)	33% (164)	2% (12)	14% (68)	7% (35)	497
2012 Vote: Barack Obama	23% (89)	12% (45)	7% (28)	37% (139)	2% (7)	14% (53)	5% (19)	382
2012 Vote: Mitt Romney	20% (25)	15% (20)	4% (5)	42% (54)	— (0)	10% (12)	9% (11)	128
2012 Vote: Didn't Vote	27% (125)	12% (56)	5% (23)	33% (156)	2% (12)	13% (62)	7% (34)	468
4-Region: Northeast	26% (44)	13% (22)	7% (12)	33% (57)	2% (3)	13% (23)	5% (9)	170
4-Region: Midwest	24% (24)	11% (11)	11% (11)	34% (33)	2% (2)	14% (14)	3% (3)	97
4-Region: South	24% (105)	11% (51)	4% (20)	39% (175)	1% (3)	14% (61)	7% (30)	445
4-Region: West	26% (75)	14% (39)	4% (13)	32% (93)	3% (9)	12% (33)	9% (24)	286

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Table MCFE29_1: Consider your favorite brands for the following types of products. For each type of product, which of the following is the closest to how you first became aware of the brand that is your favorite?
Cereal

Demographic	It's the same product used by my parent/guardian	It was recommended by a friend or a different family member	I saw it in a show or movie	My own research	A celebrity or social media influencer used or recommended it	I saw it in an advertisement	Another way	Total N
Hispanic Adults	25% (248)	12% (123)	6% (56)	36% (358)	2% (18)	13% (130)	7% (66)	999
Mexican	29% (133)	13% (60)	5% (25)	33% (153)	2% (11)	11% (50)	7% (34)	465
Puerto Rican	26% (47)	8% (15)	6% (11)	35% (62)	2% (4)	19% (34)	3% (6)	179
Cuban	11% (9)	17% (14)	4% (3)	42% (34)	1% (1)	19% (16)	5% (4)	81
Other South American	19% (23)	15% (18)	6% (7)	43% (51)	1% (1)	10% (12)	7% (8)	119
Speaks only English at home	24% (63)	8% (21)	6% (15)	39% (105)	2% (5)	11% (29)	10% (28)	265
Speaks mostly English at home	24% (61)	13% (32)	4% (10)	36% (92)	1% (3)	13% (33)	9% (22)	254
Speaks both English and Spanish at home	26% (85)	14% (44)	5% (17)	35% (112)	2% (7)	14% (46)	4% (13)	323
Speaks mostly Spanish at home	27% (29)	17% (19)	5% (6)	36% (40)	2% (2)	12% (13)	2% (2)	111
Trump supporter	22% (60)	14% (37)	7% (18)	37% (102)	2% (6)	10% (28)	8% (20)	272
Biden supporter	26% (147)	13% (77)	5% (30)	35% (199)	1% (8)	14% (83)	5% (28)	573
Sports fans	25% (182)	13% (96)	6% (41)	35% (252)	2% (13)	13% (90)	6% (43)	717
Avid sports fans	26% (77)	19% (56)	6% (17)	30% (89)	3% (9)	13% (39)	4% (11)	299
Sports fans, Age: 18-34	28% (71)	18% (46)	6% (16)	30% (77)	3% (8)	9% (24)	5% (12)	253
Sports fans, Age: 35-44	26% (47)	15% (27)	9% (16)	28% (51)	3% (5)	14% (26)	5% (9)	182
Sports fans, Age: 45-64	21% (44)	8% (18)	4% (9)	45% (94)	— (0)	14% (30)	7% (16)	209
Sports fans, Age: 65+	28% (21)	8% (6)	— (0)	41% (30)	— (0)	14% (10)	9% (7)	73
Movie studios should diversify teams	26% (177)	13% (91)	6% (38)	36% (249)	1% (9)	13% (90)	5% (37)	691
Movie studios should diversify stories	28% (165)	14% (83)	6% (39)	33% (196)	2% (10)	12% (72)	5% (31)	595
Concerned about Covid	26% (221)	12% (100)	6% (50)	35% (298)	2% (18)	14% (116)	6% (53)	856
No experience with Covid	27% (89)	12% (38)	4% (13)	35% (116)	1% (5)	12% (39)	8% (27)	326
Health care major factor for election	26% (174)	13% (82)	5% (35)	36% (235)	1% (8)	13% (86)	6% (38)	658
Social media users	25% (242)	13% (122)	6% (56)	36% (348)	2% (17)	13% (126)	7% (65)	975
WhatsApp users	22% (105)	14% (68)	8% (37)	36% (171)	1% (7)	13% (62)	5% (24)	474
WeChat users	22% (13)	15% (9)	13% (8)	26% (16)	9% (5)	13% (8)	3% (2)	61

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Table MCFE29_1: Consider your favorite brands for the following types of products. For each type of product, which of the following is the closest to how you first became aware of the brand that is your favorite?

Cereal

Demographic	It's the same product used by my parent/guardian	It was recommended by a friend or a different family member	I saw it in a show or movie	My own research	A celebrity or social media influencer used or recommended it	I saw it in an advertisement	Another way	Total N
Hispanic Adults	25% (248)	12% (123)	6% (56)	36% (358)	2% (18)	13% (130)	7% (66)	999
Social media news source at least once a week	27% (185)	12% (84)	7% (46)	33% (226)	2% (12)	13% (89)	5% (37)	679

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

Table MCFE29_2: Consider your favorite brands for the following types of products. For each type of product, which of the following is the closest to how you first became aware of the brand that is your favorite?
Potato chips

Demographic	It's the same product used by my parent/guardian	It was recommended by a friend or a different family member	I saw it in a show or movie	My own research	A celebrity or social media influencer used or recommended it	I saw it in an advertisement	Another way	Total N
Hispanic Adults	22% (220)	13% (130)	6% (59)	36% (359)	2% (19)	13% (132)	8% (80)	999
Gender: Male	23% (115)	15% (77)	6% (28)	37% (185)	2% (9)	11% (56)	6% (30)	500
Gender: Female	21% (106)	11% (53)	6% (31)	35% (173)	2% (10)	15% (75)	10% (51)	499
Age: 18-34	28% (104)	13% (50)	8% (30)	30% (115)	2% (9)	11% (42)	7% (28)	378
Age: 35-44	20% (45)	14% (31)	7% (16)	37% (82)	1% (3)	13% (30)	7% (15)	222
Age: 45-64	16% (47)	14% (40)	2% (7)	41% (118)	1% (4)	16% (47)	9% (27)	290
Age: 65+	22% (24)	9% (10)	5% (5)	40% (44)	3% (3)	13% (14)	9% (10)	110
GenZers: 1997-2012	34% (47)	13% (17)	9% (12)	25% (34)	2% (3)	12% (16)	5% (7)	137
Millennials: 1981-1996	21% (78)	15% (56)	7% (25)	34% (124)	2% (7)	12% (42)	8% (29)	361
GenXers: 1965-1980	20% (58)	13% (37)	4% (13)	39% (112)	1% (2)	14% (40)	9% (26)	289
Baby Boomers: 1946-1964	16% (31)	9% (18)	4% (9)	44% (84)	3% (5)	16% (30)	8% (15)	191
PID: Dem (no lean)	22% (99)	14% (61)	6% (25)	34% (149)	2% (9)	17% (75)	6% (26)	444
PID: Ind (no lean)	23% (73)	12% (37)	3% (10)	38% (122)	3% (8)	10% (31)	12% (37)	319
PID: Rep (no lean)	20% (48)	14% (32)	10% (23)	37% (87)	1% (2)	11% (27)	7% (16)	236
PID/Gender: Dem Men	21% (42)	17% (34)	6% (11)	34% (68)	1% (3)	17% (34)	4% (8)	199
PID/Gender: Dem Women	23% (57)	11% (27)	6% (14)	33% (81)	2% (6)	17% (41)	8% (19)	245
PID/Gender: Ind Men	28% (43)	13% (20)	1% (1)	40% (63)	3% (5)	6% (9)	10% (15)	156
PID/Gender: Ind Women	18% (30)	11% (17)	6% (9)	36% (59)	2% (3)	13% (22)	14% (22)	162
PID/Gender: Rep Men	20% (29)	16% (23)	11% (15)	37% (54)	1% (1)	10% (14)	5% (7)	144
PID/Gender: Rep Women	20% (18)	10% (9)	8% (8)	36% (34)	1% (1)	14% (13)	11% (10)	92
Ideo: Liberal (1-3)	24% (82)	17% (59)	5% (17)	33% (113)	1% (4)	13% (43)	6% (22)	341
Ideo: Moderate (4)	25% (83)	11% (36)	5% (17)	37% (123)	2% (6)	12% (39)	10% (32)	337
Ideo: Conservative (5-7)	15% (33)	11% (26)	8% (17)	43% (98)	3% (7)	15% (33)	6% (13)	227

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Table MCFE29_2: Consider your favorite brands for the following types of products. For each type of product, which of the following is the closest to how you first became aware of the brand that is your favorite?

Potato chips

Demographic	It's the same product used by my parent/guardian	It was recommended by a friend or a different family member	I saw it in a show or movie	My own research	A celebrity or social media influencer used or recommended it	I saw it in an advertisement	Another way	Total N
Hispanic Adults	22% (220)	13% (130)	6% (59)	36% (359)	2% (19)	13% (132)	8% (80)	999
Educ: < College	24% (136)	12% (72)	6% (34)	34% (198)	2% (11)	13% (77)	9% (51)	579
Educ: Bachelors degree	20% (53)	14% (35)	6% (14)	38% (99)	2% (4)	15% (40)	5% (14)	260
Educ: Post-grad	20% (31)	14% (23)	6% (10)	38% (61)	2% (4)	9% (14)	10% (15)	160
Income: Under 50k	23% (120)	13% (64)	7% (35)	33% (170)	2% (9)	14% (74)	8% (43)	514
Income: 50k-100k	22% (70)	12% (37)	4% (12)	41% (129)	3% (9)	12% (37)	6% (20)	313
Income: 100k+	18% (31)	17% (29)	7% (11)	35% (60)	1% (1)	12% (21)	10% (18)	171
Ethnicity: White	22% (141)	12% (76)	6% (40)	37% (234)	2% (12)	13% (85)	7% (45)	633
Ethnicity: Hispanic	22% (220)	13% (130)	6% (59)	36% (359)	2% (19)	13% (132)	8% (80)	999
Ethnicity: Black	22% (13)	10% (6)	4% (3)	40% (23)	— (0)	15% (8)	9% (5)	57
Ethnicity: Other	22% (67)	16% (49)	5% (16)	33% (102)	2% (7)	12% (38)	10% (30)	309
All Christian	22% (123)	13% (72)	6% (33)	35% (193)	3% (14)	14% (76)	8% (42)	553
Agnostic/Nothing in particular	18% (43)	14% (31)	7% (17)	40% (94)	— (0)	9% (22)	11% (26)	233
Something Else	24% (32)	13% (17)	4% (6)	37% (49)	1% (1)	15% (20)	6% (8)	133
Evangelical	27% (63)	15% (35)	5% (12)	29% (70)	3% (7)	12% (29)	9% (21)	238
Non-Evangelical	20% (87)	12% (53)	6% (25)	39% (168)	2% (8)	15% (66)	7% (28)	435
Community: Urban	22% (98)	15% (69)	8% (35)	32% (145)	2% (11)	14% (64)	7% (33)	454
Community: Suburban	21% (91)	11% (48)	4% (17)	40% (174)	2% (8)	13% (55)	9% (39)	431
Community: Rural	28% (32)	12% (13)	6% (7)	35% (39)	— (0)	12% (13)	8% (9)	114

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Table MCFE29_2: Consider your favorite brands for the following types of products. For each type of product, which of the following is the closest to how you first became aware of the brand that is your favorite?
Potato chips

Demographic	It's the same product used by my parent/guardian	It was recommended by a friend or a different family member	I saw it in a show or movie	My own research	A celebrity or social media influencer used or recommended it	I saw it in an advertisement	Another way	Total N
Hispanic Adults	22% (220)	13% (130)	6% (59)	36% (359)	2% (19)	13% (132)	8% (80)	999
Employ: Private Sector	22% (81)	14% (53)	6% (23)	40% (150)	2% (8)	11% (41)	4% (16)	370
Employ: Government	21% (16)	17% (12)	8% (6)	31% (23)	3% (3)	13% (9)	8% (6)	75
Employ: Self-Employed	21% (20)	13% (12)	8% (8)	34% (32)	2% (2)	13% (12)	9% (9)	95
Employ: Student	32% (20)	11% (7)	6% (4)	26% (16)	2% (1)	12% (8)	11% (7)	64
Employ: Retired	20% (24)	7% (8)	4% (5)	44% (53)	1% (1)	16% (20)	8% (9)	120
Employ: Unemployed	22% (34)	15% (24)	3% (4)	32% (51)	2% (2)	15% (23)	11% (17)	156
Employ: Other	16% (11)	19% (13)	8% (6)	25% (18)	1% (1)	18% (13)	13% (9)	70
Military HH: Yes	25% (30)	14% (17)	4% (5)	36% (42)	2% (2)	15% (17)	4% (4)	117
Military HH: No	22% (191)	13% (114)	6% (54)	36% (316)	2% (16)	13% (115)	9% (76)	882
RD/WT: Right Direction	20% (54)	19% (50)	8% (23)	34% (93)	3% (7)	12% (31)	4% (12)	270
RD/WT: Wrong Track	23% (166)	11% (80)	5% (36)	36% (266)	2% (12)	14% (100)	9% (68)	729
Trump Job Approve	22% (69)	16% (52)	8% (24)	38% (122)	1% (4)	10% (31)	6% (19)	320
Trump Job Disapprove	22% (141)	12% (74)	5% (33)	35% (223)	2% (13)	15% (95)	9% (54)	633
Trump Job Strongly Approve	17% (29)	19% (32)	9% (15)	37% (63)	2% (3)	11% (18)	6% (11)	170
Trump Job Somewhat Approve	27% (40)	13% (20)	6% (9)	39% (58)	1% (1)	9% (13)	6% (8)	150
Trump Job Somewhat Disapprove	23% (31)	11% (14)	7% (10)	31% (41)	3% (4)	16% (22)	9% (12)	134
Trump Job Strongly Disapprove	22% (110)	12% (60)	5% (23)	36% (182)	2% (9)	15% (73)	9% (43)	499
Favorable of Trump	21% (65)	17% (53)	7% (22)	36% (115)	1% (5)	11% (36)	7% (23)	318
Unfavorable of Trump	22% (139)	12% (72)	5% (33)	36% (227)	2% (12)	14% (89)	8% (50)	622
Very Favorable of Trump	22% (39)	19% (34)	8% (14)	34% (60)	2% (4)	10% (17)	7% (12)	180
Somewhat Favorable of Trump	19% (27)	14% (19)	5% (8)	40% (55)	1% (1)	13% (18)	8% (11)	138
Somewhat Unfavorable of Trump	19% (20)	12% (13)	10% (11)	35% (37)	3% (3)	16% (17)	4% (5)	106
Very Unfavorable of Trump	23% (119)	11% (59)	4% (22)	37% (189)	2% (8)	14% (72)	9% (45)	515

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Table MCFE29_2: Consider your favorite brands for the following types of products. For each type of product, which of the following is the closest to how you first became aware of the brand that is your favorite?

Potato chips

Demographic	It's the same product used by my parent/guardian	It was recommended by a friend or a different family member	I saw it in a show or movie	My own research	A celebrity or social media influencer used or recommended it	I saw it in an advertisement	Another way	Total N
Hispanic Adults	22% (220)	13% (130)	6% (59)	36% (359)	2% (19)	13% (132)	8% (80)	999
#1 Issue: Economy	23% (91)	12% (47)	5% (21)	38% (146)	1% (3)	13% (51)	8% (29)	388
#1 Issue: Security	17% (13)	16% (12)	8% (7)	32% (25)	2% (1)	15% (11)	10% (7)	77
#1 Issue: Health Care	18% (39)	18% (37)	6% (12)	34% (73)	2% (5)	14% (31)	7% (15)	213
#1 Issue: Medicare / Social Security	16% (12)	10% (8)	2% (2)	44% (33)	2% (1)	15% (12)	11% (8)	76
#1 Issue: Women's Issues	33% (21)	11% (7)	2% (1)	29% (19)	2% (1)	18% (12)	6% (4)	65
#1 Issue: Education	30% (17)	10% (6)	12% (7)	29% (17)	6% (3)	9% (5)	4% (2)	57
#1 Issue: Energy	20% (11)	19% (10)	12% (7)	32% (18)	6% (3)	9% (5)	2% (1)	56
#1 Issue: Other	24% (16)	5% (3)	4% (2)	41% (27)	— (0)	8% (5)	19% (13)	67
2018 House Vote: Democrat	20% (76)	12% (45)	5% (20)	37% (138)	2% (8)	16% (58)	7% (26)	373
2018 House Vote: Republican	18% (36)	16% (32)	7% (15)	37% (77)	3% (5)	12% (25)	7% (14)	205
2016 Vote: Hillary Clinton	22% (80)	12% (43)	5% (20)	34% (125)	2% (9)	17% (62)	7% (24)	364
2016 Vote: Donald Trump	18% (39)	17% (37)	7% (16)	40% (86)	1% (3)	10% (21)	7% (16)	217
2016 Vote: Didn't Vote	25% (97)	12% (46)	5% (21)	35% (132)	2% (7)	12% (46)	9% (33)	382
Voted in 2014: Yes	18% (92)	14% (71)	6% (29)	38% (191)	2% (9)	13% (68)	8% (41)	502
Voted in 2014: No	26% (128)	12% (59)	6% (30)	34% (167)	2% (10)	13% (64)	8% (39)	497
2012 Vote: Barack Obama	21% (78)	13% (50)	6% (25)	37% (140)	2% (8)	14% (52)	7% (28)	382
2012 Vote: Mitt Romney	17% (22)	15% (20)	4% (5)	44% (56)	— (0)	11% (13)	9% (12)	128
2012 Vote: Didn't Vote	24% (114)	12% (58)	6% (29)	34% (157)	2% (11)	13% (63)	8% (37)	468
4-Region: Northeast	25% (43)	14% (24)	7% (13)	32% (55)	3% (6)	12% (21)	6% (10)	170
4-Region: Midwest	27% (26)	13% (12)	4% (4)	37% (36)	1% (1)	11% (11)	7% (7)	97
4-Region: South	22% (96)	12% (53)	6% (25)	39% (172)	1% (3)	14% (64)	7% (32)	445
4-Region: West	19% (55)	14% (41)	6% (17)	33% (96)	3% (9)	13% (37)	11% (32)	286

Continued on next page

Table MCFE29_2: Consider your favorite brands for the following types of products. For each type of product, which of the following is the closest to how you first became aware of the brand that is your favorite?
Potato chips

Demographic	It's the same product used by my parent/guardian	It was recommended by a friend or a different family member	I saw it in a show or movie	My own research	A celebrity or social media influencer used or recommended it	I saw it in an advertisement	Another way	Total N
Hispanic Adults	22% (220)	13% (130)	6% (59)	36% (359)	2% (19)	13% (132)	8% (80)	999
Mexican	26% (121)	14% (64)	5% (22)	35% (161)	2% (9)	11% (50)	8% (38)	465
Puerto Rican	19% (35)	12% (21)	7% (13)	34% (61)	2% (4)	21% (38)	4% (7)	179
Cuban	12% (10)	14% (11)	5% (4)	40% (32)	1% (1)	21% (17)	6% (5)	81
Other South American	19% (22)	14% (17)	7% (9)	42% (50)	1% (1)	10% (12)	6% (7)	119
Speaks only English at home	21% (55)	8% (20)	6% (15)	42% (111)	1% (4)	9% (25)	14% (36)	265
Speaks mostly English at home	27% (67)	12% (31)	4% (10)	33% (83)	1% (3)	14% (35)	10% (25)	254
Speaks both English and Spanish at home	20% (66)	19% (62)	7% (22)	34% (110)	2% (7)	13% (43)	5% (15)	323
Speaks mostly Spanish at home	21% (24)	11% (12)	6% (6)	41% (46)	3% (3)	15% (17)	2% (3)	111
Trump supporter	20% (54)	16% (42)	8% (21)	38% (103)	1% (4)	9% (25)	9% (23)	272
Biden supporter	23% (130)	13% (74)	5% (27)	35% (200)	2% (12)	16% (91)	7% (39)	573
Sports fans	22% (160)	14% (100)	5% (39)	36% (259)	2% (15)	13% (92)	7% (51)	717
Avid sports fans	23% (69)	18% (55)	7% (21)	31% (92)	2% (7)	12% (37)	6% (18)	299
Sports fans, Age: 18-34	27% (68)	14% (36)	8% (21)	32% (81)	3% (6)	11% (28)	6% (14)	253
Sports fans, Age: 35-44	22% (41)	15% (28)	6% (12)	34% (61)	2% (3)	14% (25)	6% (11)	182
Sports fans, Age: 45-64	17% (35)	15% (31)	2% (4)	41% (86)	1% (3)	14% (30)	10% (20)	209
Sports fans, Age: 65+	23% (17)	8% (6)	3% (2)	43% (31)	4% (3)	13% (9)	7% (5)	73
Movie studios should diversify teams	23% (158)	14% (99)	6% (39)	34% (238)	2% (10)	14% (98)	7% (48)	691
Movie studios should diversify stories	23% (138)	15% (88)	6% (38)	32% (192)	2% (11)	15% (88)	7% (40)	595
Concerned about Covid	22% (191)	13% (112)	6% (50)	35% (300)	2% (19)	14% (119)	8% (65)	856
No experience with Covid	22% (72)	11% (37)	6% (19)	38% (125)	1% (2)	11% (35)	11% (36)	326
Health care major factor for election	25% (161)	13% (88)	5% (30)	36% (235)	2% (11)	13% (87)	7% (46)	658
Social media users	22% (215)	13% (129)	6% (59)	36% (348)	2% (19)	13% (127)	8% (79)	975
WhatsApp users	20% (96)	15% (69)	6% (29)	37% (173)	1% (7)	15% (73)	6% (26)	474
WeChat users	22% (14)	21% (13)	7% (4)	27% (16)	7% (4)	11% (7)	5% (3)	61

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Table MCFE29_2: Consider your favorite brands for the following types of products. For each type of product, which of the following is the closest to how you first became aware of the brand that is your favorite?

Potato chips

Demographic	It's the same product used by my parent/guardian	It was recommended by a friend or a different family member	I saw it in a show or movie	My own research	A celebrity or social media influencer used or recommended it	I saw it in an advertisement	Another way	Total N
Hispanic Adults	22% (220)	13% (130)	6% (59)	36% (359)	2% (19)	13% (132)	8% (80)	999
Social media news source at least once a week	23% (154)	14% (94)	6% (44)	34% (233)	2% (16)	13% (91)	7% (46)	679

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

Table MCFE29_3: Consider your favorite brands for the following types of products. For each type of product, which of the following is the closest to how you first became aware of the brand that is your favorite?
Coffee

Demographic	It's the same product used by my parent/guardian	It was recommended by a friend or a different family member	I saw it in a show or movie	My own research	A celebrity or social media influencer used or recommended it	I saw it in an advertisement	Another way	Total N
Hispanic Adults	30% (299)	14% (144)	4% (36)	33% (328)	3% (26)	8% (80)	9% (86)	999
Gender: Male	28% (141)	15% (74)	4% (18)	34% (169)	3% (14)	8% (38)	9% (46)	500
Gender: Female	32% (159)	14% (70)	4% (18)	32% (159)	2% (11)	8% (42)	8% (40)	499
Age: 18-34	31% (119)	17% (63)	3% (11)	29% (109)	4% (16)	5% (20)	11% (40)	378
Age: 35-44	31% (70)	14% (32)	6% (14)	31% (69)	3% (7)	8% (17)	6% (13)	222
Age: 45-64	26% (74)	12% (34)	2% (5)	41% (118)	1% (3)	10% (29)	10% (28)	290
Age: 65+	34% (37)	14% (15)	5% (6)	30% (33)	— (0)	13% (14)	4% (5)	110
GenZers: 1997-2012	38% (52)	15% (21)	4% (5)	21% (29)	5% (7)	6% (9)	10% (14)	137
Millennials: 1981-1996	29% (106)	17% (60)	3% (12)	33% (118)	4% (15)	5% (19)	9% (33)	361
GenXers: 1965-1980	29% (83)	12% (35)	3% (9)	36% (105)	1% (3)	10% (30)	8% (24)	289
Baby Boomers: 1946-1964	27% (52)	13% (25)	5% (10)	37% (71)	1% (1)	10% (18)	7% (13)	191
PID: Dem (no lean)	29% (128)	14% (63)	4% (18)	34% (152)	2% (9)	10% (43)	7% (32)	444
PID: Ind (no lean)	33% (106)	13% (42)	2% (6)	33% (105)	4% (11)	5% (15)	10% (33)	319
PID: Rep (no lean)	28% (65)	17% (39)	5% (11)	30% (71)	3% (6)	9% (22)	9% (21)	236
PID/Gender: Dem Men	25% (49)	15% (31)	4% (8)	38% (77)	1% (3)	10% (20)	6% (12)	199
PID/Gender: Dem Women	32% (79)	13% (32)	4% (10)	31% (76)	2% (6)	9% (22)	8% (19)	245
PID/Gender: Ind Men	32% (50)	13% (20)	1% (2)	34% (53)	5% (8)	3% (4)	12% (19)	156
PID/Gender: Ind Women	34% (56)	14% (22)	2% (4)	32% (52)	2% (4)	7% (11)	9% (14)	162
PID/Gender: Rep Men	29% (41)	16% (23)	5% (7)	28% (39)	3% (4)	9% (13)	10% (15)	144
PID/Gender: Rep Women	26% (24)	17% (16)	4% (4)	34% (32)	2% (2)	10% (9)	7% (7)	92
Ideo: Liberal (1-3)	31% (106)	17% (57)	2% (6)	36% (122)	1% (5)	6% (21)	7% (24)	341
Ideo: Moderate (4)	33% (110)	11% (38)	3% (10)	33% (111)	2% (5)	8% (27)	10% (35)	337
Ideo: Conservative (5-7)	23% (51)	15% (34)	6% (14)	33% (75)	5% (11)	11% (25)	7% (17)	227

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Table MCFE29_3: Consider your favorite brands for the following types of products. For each type of product, which of the following is the closest to how you first became aware of the brand that is your favorite?
Coffee

Demographic	It's the same product used by my parent/guardian	It was recommended by a friend or a different family member	I saw it in a show or movie	My own research	A celebrity or social media influencer used or recommended it	I saw it in an advertisement	Another way	Total N
Hispanic Adults	30% (299)	14% (144)	4% (36)	33% (328)	3% (26)	8% (80)	9% (86)	999
Educ: < College	33% (193)	13% (73)	4% (22)	28% (164)	2% (13)	9% (52)	11% (63)	579
Educ: Bachelors degree	24% (63)	17% (44)	3% (8)	41% (106)	2% (5)	9% (22)	4% (11)	260
Educ: Post-grad	27% (43)	17% (27)	3% (6)	37% (58)	5% (8)	3% (5)	8% (12)	160
Income: Under 50k	32% (165)	13% (66)	4% (19)	29% (149)	2% (10)	9% (46)	12% (60)	514
Income: 50k-100k	29% (92)	16% (52)	2% (7)	37% (115)	4% (12)	7% (20)	5% (15)	313
Income: 100k+	25% (43)	15% (27)	6% (10)	37% (64)	2% (4)	8% (13)	7% (11)	171
Ethnicity: White	29% (183)	15% (94)	4% (24)	34% (218)	2% (13)	9% (58)	7% (42)	633
Ethnicity: Hispanic	30% (299)	14% (144)	4% (36)	33% (328)	3% (26)	8% (80)	9% (86)	999
Ethnicity: Black	33% (19)	15% (9)	1% (1)	36% (20)	2% (1)	4% (2)	9% (5)	57
Ethnicity: Other	32% (98)	13% (41)	4% (11)	29% (90)	4% (12)	6% (19)	12% (38)	309
All Christian	30% (165)	15% (86)	4% (22)	33% (182)	2% (13)	8% (45)	7% (41)	553
Agnostic/Nothing in particular	29% (68)	13% (31)	2% (5)	34% (80)	1% (2)	7% (17)	13% (30)	233
Something Else	33% (44)	12% (16)	5% (6)	34% (45)	1% (2)	9% (12)	6% (8)	133
Evangelical	32% (76)	16% (39)	4% (11)	30% (72)	2% (5)	7% (17)	8% (19)	238
Non-Evangelical	30% (129)	14% (61)	4% (16)	35% (150)	2% (9)	9% (39)	7% (30)	435
Community: Urban	31% (140)	15% (68)	5% (21)	31% (140)	3% (13)	6% (29)	10% (44)	454
Community: Suburban	28% (120)	15% (64)	3% (12)	37% (158)	2% (9)	9% (39)	7% (29)	431
Community: Rural	35% (40)	11% (13)	2% (2)	27% (31)	3% (4)	10% (11)	12% (13)	114

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Table MCFE29_3: Consider your favorite brands for the following types of products. For each type of product, which of the following is the closest to how you first became aware of the brand that is your favorite?
Coffee

Demographic	It's the same product used by my parent/guardian	It was recommended by a friend or a different family member	I saw it in a show or movie	My own research	A celebrity or social media influencer used or recommended it	I saw it in an advertisement	Another way	Total N
Hispanic Adults	30% (299)	14% (144)	4% (36)	33% (328)	3% (26)	8% (80)	9% (86)	999
Employ: Private Sector	31% (114)	14% (53)	3% (12)	36% (134)	4% (14)	6% (24)	5% (20)	370
Employ: Government	25% (19)	11% (9)	4% (3)	43% (32)	6% (4)	8% (6)	4% (3)	75
Employ: Self-Employed	19% (18)	19% (18)	6% (6)	39% (37)	1% (1)	5% (5)	12% (12)	95
Employ: Student	31% (20)	22% (14)	1% (1)	20% (13)	3% (2)	6% (4)	16% (10)	64
Employ: Retired	32% (38)	15% (18)	3% (4)	30% (36)	— (0)	14% (17)	6% (7)	120
Employ: Unemployed	35% (54)	11% (17)	5% (7)	28% (44)	1% (2)	8% (13)	12% (19)	156
Employ: Other	30% (21)	12% (9)	2% (1)	24% (17)	3% (2)	13% (9)	16% (12)	70
Military HH: Yes	38% (45)	15% (18)	2% (3)	24% (29)	4% (5)	9% (10)	7% (9)	117
Military HH: No	29% (255)	14% (126)	4% (33)	34% (300)	2% (21)	8% (69)	9% (78)	882
RD/WT: Right Direction	31% (83)	21% (56)	6% (17)	25% (69)	3% (7)	7% (19)	7% (20)	270
RD/WT: Wrong Track	30% (216)	12% (88)	3% (19)	36% (260)	3% (18)	8% (61)	9% (67)	729
Trump Job Approve	29% (92)	18% (59)	5% (17)	31% (99)	2% (7)	7% (22)	8% (24)	320
Trump Job Disapprove	30% (190)	13% (80)	2% (15)	35% (220)	3% (17)	9% (54)	9% (57)	633
Trump Job Strongly Approve	31% (53)	17% (29)	5% (8)	28% (47)	2% (4)	10% (17)	7% (12)	170
Trump Job Somewhat Approve	26% (39)	20% (29)	6% (9)	35% (52)	2% (3)	4% (6)	8% (12)	150
Trump Job Somewhat Disapprove	30% (40)	13% (18)	1% (1)	35% (47)	3% (4)	7% (10)	11% (15)	134
Trump Job Strongly Disapprove	30% (151)	13% (62)	3% (14)	35% (173)	3% (13)	9% (44)	9% (43)	499
Favorable of Trump	29% (94)	18% (59)	5% (16)	31% (98)	2% (8)	6% (20)	8% (25)	318
Unfavorable of Trump	30% (184)	12% (77)	3% (17)	35% (218)	2% (15)	9% (56)	9% (55)	622
Very Favorable of Trump	32% (58)	19% (34)	5% (9)	27% (48)	2% (4)	8% (14)	7% (12)	180
Somewhat Favorable of Trump	26% (35)	18% (25)	4% (6)	36% (50)	3% (3)	4% (6)	9% (13)	138
Somewhat Unfavorable of Trump	24% (25)	17% (19)	3% (3)	36% (38)	3% (3)	6% (7)	10% (11)	106
Very Unfavorable of Trump	31% (158)	11% (59)	3% (15)	35% (179)	2% (12)	10% (49)	8% (44)	515

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Table MCFE29_3: Consider your favorite brands for the following types of products. For each type of product, which of the following is the closest to how you first became aware of the brand that is your favorite?
Coffee

Demographic	It's the same product used by my parent/guardian	It was recommended by a friend or a different family member	I saw it in a show or movie	My own research	A celebrity or social media influencer used or recommended it	I saw it in an advertisement	Another way	Total N
Hispanic Adults	30% (299)	14% (144)	4% (36)	33% (328)	3% (26)	8% (80)	9% (86)	999
#1 Issue: Economy	29% (114)	16% (62)	4% (14)	33% (127)	3% (11)	7% (28)	8% (31)	388
#1 Issue: Security	29% (23)	13% (10)	4% (3)	25% (19)	4% (3)	12% (9)	12% (9)	77
#1 Issue: Health Care	26% (56)	16% (35)	3% (7)	37% (79)	2% (5)	9% (19)	5% (11)	213
#1 Issue: Medicare / Social Security	31% (23)	9% (7)	2% (2)	36% (28)	— (0)	12% (9)	10% (7)	76
#1 Issue: Women's Issues	47% (31)	1% (1)	4% (3)	27% (17)	2% (1)	5% (3)	15% (10)	65
#1 Issue: Education	30% (17)	23% (13)	5% (3)	28% (16)	4% (2)	5% (3)	7% (4)	57
#1 Issue: Energy	22% (13)	17% (10)	6% (4)	42% (23)	— (0)	5% (3)	7% (4)	56
#1 Issue: Other	35% (23)	10% (7)	1% (1)	27% (18)	4% (3)	8% (5)	14% (9)	67
2018 House Vote: Democrat	26% (97)	15% (54)	5% (18)	38% (143)	2% (7)	9% (33)	5% (21)	373
2018 House Vote: Republican	27% (56)	15% (30)	4% (8)	31% (64)	4% (7)	11% (22)	8% (17)	205
2016 Vote: Hillary Clinton	29% (107)	14% (49)	4% (15)	37% (136)	2% (6)	9% (33)	5% (18)	364
2016 Vote: Donald Trump	26% (56)	16% (34)	4% (9)	32% (70)	2% (4)	11% (24)	9% (20)	217
2016 Vote: Didn't Vote	33% (125)	15% (58)	3% (11)	29% (109)	4% (14)	5% (21)	12% (44)	382
Voted in 2014: Yes	27% (134)	14% (69)	5% (23)	36% (183)	2% (9)	10% (51)	7% (33)	502
Voted in 2014: No	33% (166)	15% (75)	3% (13)	29% (145)	3% (17)	6% (29)	11% (53)	497
2012 Vote: Barack Obama	26% (101)	14% (53)	5% (18)	38% (146)	2% (9)	9% (34)	5% (21)	382
2012 Vote: Mitt Romney	29% (36)	12% (15)	4% (5)	31% (40)	1% (1)	12% (16)	11% (14)	128
2012 Vote: Didn't Vote	34% (158)	16% (75)	3% (12)	28% (133)	3% (15)	5% (25)	11% (51)	468
4-Region: Northeast	39% (66)	10% (16)	2% (3)	35% (59)	6% (10)	3% (6)	6% (10)	170
4-Region: Midwest	29% (28)	10% (9)	3% (3)	39% (37)	1% (1)	11% (11)	8% (8)	97
4-Region: South	27% (119)	16% (72)	4% (20)	34% (152)	2% (7)	10% (43)	7% (32)	445
4-Region: West	30% (86)	16% (46)	4% (10)	28% (80)	3% (7)	7% (21)	13% (37)	286

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Table MCFE29_3: Consider your favorite brands for the following types of products. For each type of product, which of the following is the closest to how you first became aware of the brand that is your favorite?
Coffee

Demographic	It's the same product used by my parent/guardian	It was recommended by a friend or a different family member	I saw it in a show or movie	My own research	A celebrity or social media influencer used or recommended it	I saw it in an advertisement	Another way	Total N
Hispanic Adults	30% (299)	14% (144)	4% (36)	33% (328)	3% (26)	8% (80)	9% (86)	999
Mexican	31% (145)	14% (64)	3% (13)	31% (145)	3% (13)	7% (35)	11% (49)	465
Puerto Rican	30% (54)	11% (20)	3% (5)	34% (60)	5% (9)	11% (20)	6% (11)	179
Cuban	25% (20)	19% (15)	4% (3)	34% (27)	— (0)	11% (9)	8% (6)	81
Other South American	25% (30)	20% (24)	6% (7)	39% (46)	1% (1)	3% (4)	5% (6)	119
Speaks only English at home	25% (67)	11% (28)	5% (14)	37% (98)	1% (4)	8% (20)	13% (34)	265
Speaks mostly English at home	33% (83)	14% (36)	1% (2)	30% (77)	2% (5)	10% (24)	11% (27)	254
Speaks both English and Spanish at home	31% (100)	16% (52)	3% (9)	32% (104)	4% (13)	7% (24)	6% (21)	323
Speaks mostly Spanish at home	33% (37)	18% (19)	6% (7)	34% (38)	2% (2)	5% (5)	2% (3)	111
Trump supporter	29% (79)	17% (47)	4% (11)	31% (84)	3% (7)	7% (20)	9% (24)	272
Biden supporter	29% (169)	14% (80)	3% (19)	35% (201)	2% (14)	9% (52)	7% (39)	573
Sports fans	31% (223)	15% (107)	4% (26)	33% (239)	2% (17)	8% (56)	7% (49)	717
Avid sports fans	28% (84)	20% (58)	3% (10)	31% (94)	4% (11)	10% (30)	4% (12)	299
Sports fans, Age: 18-34	30% (76)	19% (49)	3% (7)	32% (82)	4% (9)	5% (13)	7% (17)	253
Sports fans, Age: 35-44	35% (63)	13% (24)	7% (12)	28% (51)	4% (6)	9% (16)	5% (9)	182
Sports fans, Age: 45-64	27% (57)	12% (25)	2% (3)	39% (83)	1% (1)	9% (19)	10% (21)	209
Sports fans, Age: 65+	36% (26)	13% (9)	4% (3)	32% (23)	— (0)	12% (9)	3% (2)	73
Movie studios should diversify teams	31% (216)	15% (105)	3% (22)	33% (230)	2% (17)	8% (53)	7% (47)	691
Movie studios should diversify stories	31% (186)	17% (100)	3% (17)	32% (188)	2% (14)	7% (44)	8% (45)	595
Concerned about Covid	32% (270)	14% (116)	3% (27)	32% (275)	3% (22)	9% (73)	9% (73)	856
No experience with Covid	29% (93)	12% (40)	5% (15)	35% (113)	2% (5)	6% (21)	12% (38)	326
Health care major factor for election	31% (203)	15% (98)	3% (17)	33% (218)	2% (13)	8% (55)	8% (54)	658
Social media users	30% (295)	14% (141)	4% (36)	33% (319)	3% (26)	8% (74)	9% (84)	975
WhatsApp users	29% (137)	17% (79)	4% (19)	34% (163)	3% (15)	7% (34)	6% (28)	474
WeChat users	27% (17)	17% (10)	5% (3)	28% (17)	10% (6)	11% (7)	1% (1)	61

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Table MCFE29_3: Consider your favorite brands for the following types of products. For each type of product, which of the following is the closest to how you first became aware of the brand that is your favorite?
Coffee

Demographic	It's the same product used by my parent/guardian	It was recommended by a friend or a different family member	I saw it in a show or movie	My own research	A celebrity or social media influencer used or recommended it	I saw it in an advertisement	Another way	Total N
Hispanic Adults	30% (299)	14% (144)	4% (36)	33% (328)	3% (26)	8% (80)	9% (86)	999
Social media news source at least once a week	31% (213)	16% (108)	4% (25)	31% (208)	3% (21)	7% (49)	8% (54)	679

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

Table MCFE29_4: Consider your favorite brands for the following types of products. For each type of product, which of the following is the closest to how you first became aware of the brand that is your favorite?
Soda

Demographic	It's the same product used by my parent/guardian	It was recommended by a friend or a different family member	I saw it in a show or movie	My own research	A celebrity or social media influencer used or recommended it	I saw it in an advertisement	Another way	Total N
Hispanic Adults	29% (286)	12% (122)	4% (37)	34% (339)	3% (26)	10% (104)	9% (85)	999
Gender: Male	29% (143)	15% (73)	4% (22)	34% (170)	3% (14)	9% (47)	6% (30)	500
Gender: Female	29% (143)	10% (49)	3% (15)	34% (169)	2% (12)	11% (57)	11% (55)	499
Age: 18-34	33% (125)	14% (52)	4% (13)	30% (114)	3% (12)	8% (29)	9% (33)	378
Age: 35-44	25% (56)	14% (31)	4% (9)	36% (80)	4% (9)	9% (20)	7% (16)	222
Age: 45-64	26% (75)	10% (29)	3% (8)	38% (110)	1% (3)	14% (41)	8% (23)	290
Age: 65+	26% (29)	9% (10)	6% (6)	33% (36)	2% (2)	13% (14)	12% (13)	110
GenZers: 1997-2012	38% (52)	11% (15)	6% (8)	25% (34)	6% (8)	7% (10)	7% (10)	137
Millennials: 1981-1996	29% (104)	16% (58)	2% (8)	34% (122)	3% (10)	8% (27)	9% (33)	361
GenXers: 1965-1980	28% (80)	11% (30)	5% (14)	35% (102)	2% (6)	13% (37)	6% (18)	289
Baby Boomers: 1946-1964	20% (38)	10% (19)	4% (7)	40% (77)	2% (3)	15% (28)	10% (19)	191
PID: Dem (no lean)	29% (129)	14% (60)	4% (16)	31% (140)	3% (13)	13% (58)	6% (28)	444
PID: Ind (no lean)	28% (90)	10% (32)	2% (7)	36% (114)	3% (11)	8% (26)	12% (39)	319
PID: Rep (no lean)	28% (66)	13% (30)	6% (14)	36% (85)	1% (2)	9% (21)	8% (18)	236
PID/Gender: Dem Men	26% (52)	16% (32)	6% (12)	31% (62)	4% (7)	14% (27)	4% (8)	199
PID/Gender: Dem Women	32% (78)	12% (28)	2% (5)	32% (78)	2% (6)	12% (30)	8% (21)	245
PID/Gender: Ind Men	31% (49)	11% (17)	1% (2)	36% (57)	4% (6)	7% (11)	10% (16)	156
PID/Gender: Ind Women	26% (42)	10% (15)	3% (5)	35% (58)	3% (5)	9% (15)	14% (23)	162
PID/Gender: Rep Men	30% (43)	17% (24)	6% (8)	36% (52)	1% (1)	6% (9)	5% (7)	144
PID/Gender: Rep Women	25% (23)	6% (6)	6% (6)	36% (33)	1% (1)	13% (12)	13% (12)	92
Ideo: Liberal (1-3)	30% (103)	15% (50)	3% (10)	32% (110)	3% (9)	11% (36)	7% (23)	341
Ideo: Moderate (4)	29% (97)	11% (38)	4% (12)	35% (117)	1% (3)	11% (38)	9% (31)	337
Ideo: Conservative (5-7)	25% (58)	12% (27)	6% (13)	38% (87)	3% (6)	9% (21)	6% (14)	227

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Table MCFE29_4: Consider your favorite brands for the following types of products. For each type of product, which of the following is the closest to how you first became aware of the brand that is your favorite?

Soda

Demographic	It's the same product used by my parent/guardian	It was recommended by a friend or a different family member	I saw it in a show or movie	My own research	A celebrity or social media influencer used or recommended it	I saw it in an advertisement	Another way	Total N
Hispanic Adults	29% (286)	12% (122)	4% (37)	34% (339)	3% (26)	10% (104)	9% (85)	999
Educ: < College	29% (165)	11% (61)	4% (25)	33% (189)	3% (19)	11% (63)	10% (57)	579
Educ: Bachelors degree	29% (75)	15% (38)	2% (5)	37% (97)	1% (2)	10% (25)	6% (17)	260
Educ: Post-grad	28% (45)	14% (23)	4% (7)	33% (53)	3% (5)	10% (16)	7% (11)	160
Income: Under 50k	30% (155)	10% (53)	4% (19)	33% (167)	3% (15)	11% (55)	10% (49)	514
Income: 50k-100k	27% (86)	12% (38)	3% (9)	38% (119)	2% (8)	10% (32)	7% (22)	313
Income: 100k+	26% (44)	18% (32)	5% (8)	31% (53)	2% (3)	10% (17)	8% (14)	171
Ethnicity: White	27% (170)	12% (79)	5% (29)	35% (222)	2% (14)	11% (68)	8% (51)	633
Ethnicity: Hispanic	29% (286)	12% (122)	4% (37)	34% (339)	3% (26)	10% (104)	9% (85)	999
Ethnicity: Black	32% (18)	9% (5)	2% (1)	39% (22)	2% (1)	7% (4)	9% (5)	57
Ethnicity: Other	32% (98)	12% (38)	2% (7)	31% (95)	3% (10)	10% (32)	9% (29)	309
All Christian	29% (163)	13% (74)	5% (25)	32% (175)	3% (16)	10% (58)	8% (43)	553
Agnostic/Nothing in particular	25% (57)	12% (27)	2% (6)	40% (94)	2% (5)	9% (21)	10% (24)	233
Something Else	33% (44)	6% (8)	3% (4)	36% (48)	3% (4)	11% (15)	8% (10)	133
Evangelical	35% (83)	12% (28)	4% (10)	29% (70)	3% (8)	7% (18)	9% (22)	238
Non-Evangelical	28% (120)	12% (54)	4% (16)	34% (149)	3% (11)	12% (53)	7% (32)	435
Community: Urban	29% (131)	14% (62)	5% (21)	30% (138)	4% (16)	12% (53)	7% (32)	454
Community: Suburban	28% (120)	11% (49)	3% (13)	38% (165)	1% (5)	9% (40)	9% (40)	431
Community: Rural	31% (35)	10% (11)	3% (3)	32% (36)	4% (5)	10% (11)	11% (13)	114

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Table MCFE29_4: Consider your favorite brands for the following types of products. For each type of product, which of the following is the closest to how you first became aware of the brand that is your favorite?
Soda

Demographic	It's the same product used by my parent/guardian	It was recommended by a friend or a different family member	I saw it in a show or movie	My own research	A celebrity or social media influencer used or recommended it	I saw it in an advertisement	Another way	Total N
Hispanic Adults	29% (286)	12% (122)	4% (37)	34% (339)	3% (26)	10% (104)	9% (85)	999
Employ: Private Sector	29% (108)	17% (63)	4% (14)	35% (129)	2% (8)	8% (29)	6% (21)	370
Employ: Government	23% (17)	12% (9)	6% (4)	35% (27)	8% (6)	14% (10)	3% (2)	75
Employ: Self-Employed	33% (31)	6% (5)	4% (4)	36% (34)	— (0)	9% (9)	12% (11)	95
Employ: Student	40% (25)	18% (12)	3% (2)	19% (12)	3% (2)	8% (5)	9% (6)	64
Employ: Retired	26% (31)	8% (10)	5% (6)	33% (40)	— (0)	16% (20)	12% (14)	120
Employ: Unemployed	30% (47)	9% (14)	2% (3)	37% (57)	3% (5)	11% (17)	9% (13)	156
Employ: Other	17% (12)	11% (8)	3% (2)	30% (21)	7% (5)	15% (10)	17% (12)	70
Military HH: Yes	27% (32)	7% (8)	7% (8)	37% (43)	6% (7)	9% (10)	7% (8)	117
Military HH: No	29% (254)	13% (114)	3% (29)	34% (296)	2% (19)	11% (93)	9% (77)	882
RD/WT: Right Direction	25% (68)	17% (45)	6% (16)	35% (94)	3% (7)	9% (23)	6% (17)	270
RD/WT: Wrong Track	30% (218)	11% (77)	3% (21)	34% (245)	3% (19)	11% (81)	9% (68)	729
Trump Job Approve	26% (84)	14% (46)	5% (17)	35% (113)	2% (5)	9% (28)	8% (26)	320
Trump Job Disapprove	30% (188)	12% (74)	3% (20)	34% (214)	3% (18)	11% (70)	8% (48)	633
Trump Job Strongly Approve	28% (48)	16% (28)	6% (10)	33% (57)	2% (3)	7% (12)	7% (12)	170
Trump Job Somewhat Approve	24% (36)	12% (18)	4% (6)	38% (56)	2% (3)	11% (16)	9% (14)	150
Trump Job Somewhat Disapprove	30% (40)	15% (20)	3% (4)	33% (44)	4% (5)	9% (12)	6% (8)	134
Trump Job Strongly Disapprove	30% (149)	11% (54)	3% (17)	34% (170)	2% (12)	12% (58)	8% (39)	499
Favorable of Trump	27% (86)	15% (48)	5% (17)	33% (103)	2% (7)	9% (29)	9% (28)	318
Unfavorable of Trump	29% (182)	11% (70)	3% (20)	35% (215)	3% (17)	11% (71)	8% (47)	622
Very Favorable of Trump	28% (50)	17% (30)	6% (11)	31% (55)	3% (5)	7% (13)	8% (15)	180
Somewhat Favorable of Trump	26% (36)	13% (18)	4% (5)	35% (48)	2% (2)	11% (15)	10% (14)	138
Somewhat Unfavorable of Trump	25% (27)	15% (16)	4% (5)	40% (42)	3% (4)	9% (9)	4% (4)	106
Very Unfavorable of Trump	30% (155)	10% (54)	3% (16)	33% (172)	3% (13)	12% (62)	8% (44)	515

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Table MCFE29_4: Consider your favorite brands for the following types of products. For each type of product, which of the following is the closest to how you first became aware of the brand that is your favorite?

Soda

Demographic	It's the same product used by my parent/guardian	It was recommended by a friend or a different family member	I saw it in a show or movie	My own research	A celebrity or social media influencer used or recommended it	I saw it in an advertisement	Another way	Total N
Hispanic Adults	29% (286)	12% (122)	4% (37)	34% (339)	3% (26)	10% (104)	9% (85)	999
#1 Issue: Economy	30% (115)	12% (47)	4% (15)	34% (131)	2% (8)	11% (44)	7% (28)	388
#1 Issue: Security	25% (19)	15% (11)	1% (1)	33% (25)	1% (1)	16% (12)	10% (8)	77
#1 Issue: Health Care	31% (65)	14% (30)	5% (10)	34% (72)	2% (4)	8% (16)	6% (14)	213
#1 Issue: Medicare / Social Security	19% (15)	9% (7)	2% (1)	38% (29)	3% (3)	14% (11)	13% (10)	76
#1 Issue: Women's Issues	35% (23)	6% (4)	7% (4)	25% (16)	5% (3)	10% (7)	11% (7)	65
#1 Issue: Education	25% (14)	16% (9)	2% (1)	34% (20)	6% (3)	10% (6)	7% (4)	57
#1 Issue: Energy	28% (16)	17% (9)	5% (3)	34% (19)	4% (2)	4% (2)	8% (4)	56
#1 Issue: Other	27% (18)	5% (3)	1% (1)	41% (27)	2% (2)	8% (6)	15% (10)	67
2018 House Vote: Democrat	26% (98)	12% (46)	5% (19)	35% (131)	3% (10)	13% (48)	6% (21)	373
2018 House Vote: Republican	25% (52)	15% (30)	4% (9)	34% (69)	3% (7)	9% (19)	9% (18)	205
2016 Vote: Hillary Clinton	28% (102)	12% (45)	5% (17)	34% (122)	3% (10)	13% (49)	5% (20)	364
2016 Vote: Donald Trump	27% (58)	15% (32)	3% (7)	37% (80)	3% (6)	9% (19)	7% (15)	217
2016 Vote: Didn't Vote	32% (121)	11% (43)	3% (11)	32% (123)	3% (10)	8% (32)	11% (43)	382
Voted in 2014: Yes	24% (119)	12% (62)	4% (20)	37% (187)	3% (14)	12% (60)	8% (38)	502
Voted in 2014: No	33% (166)	12% (60)	3% (17)	31% (152)	2% (12)	9% (43)	9% (47)	497
2012 Vote: Barack Obama	26% (101)	12% (44)	4% (15)	35% (134)	4% (15)	13% (48)	6% (25)	382
2012 Vote: Mitt Romney	24% (31)	13% (17)	7% (8)	33% (42)	1% (1)	11% (14)	11% (14)	128
2012 Vote: Didn't Vote	31% (147)	13% (60)	3% (14)	33% (155)	2% (11)	8% (37)	10% (45)	468
4-Region: Northeast	30% (52)	12% (21)	6% (11)	32% (54)	4% (7)	9% (15)	6% (10)	170
4-Region: Midwest	28% (28)	10% (10)	2% (2)	37% (36)	4% (4)	13% (13)	6% (6)	97
4-Region: South	27% (120)	12% (53)	3% (12)	37% (166)	1% (6)	11% (51)	8% (36)	445
4-Region: West	30% (87)	13% (38)	4% (12)	29% (83)	3% (9)	9% (25)	11% (32)	286

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Table MCFE29_4: Consider your favorite brands for the following types of products. For each type of product, which of the following is the closest to how you first became aware of the brand that is your favorite?
Soda

Demographic	It's the same product used by my parent/guardian	It was recommended by a friend or a different family member	I saw it in a show or movie	My own research	A celebrity or social media influencer used or recommended it	I saw it in an advertisement	Another way	Total N
Hispanic Adults	29% (286)	12% (122)	4% (37)	34% (339)	3% (26)	10% (104)	9% (85)	999
Mexican	34% (157)	10% (47)	4% (19)	33% (153)	3% (15)	8% (38)	8% (36)	465
Puerto Rican	26% (47)	12% (22)	3% (6)	31% (56)	1% (2)	18% (33)	8% (15)	179
Cuban	14% (11)	16% (13)	1% (1)	43% (35)	2% (2)	11% (9)	12% (10)	81
Other South American	27% (32)	17% (20)	3% (4)	33% (40)	3% (4)	8% (10)	8% (9)	119
Speaks only English at home	27% (73)	8% (22)	4% (10)	39% (102)	2% (6)	7% (19)	13% (34)	265
Speaks mostly English at home	28% (72)	13% (34)	— (0)	35% (89)	2% (5)	11% (27)	11% (27)	254
Speaks both English and Spanish at home	31% (101)	12% (40)	5% (16)	32% (103)	4% (13)	10% (32)	6% (18)	323
Speaks mostly Spanish at home	28% (31)	18% (20)	5% (6)	32% (35)	2% (2)	13% (14)	2% (3)	111
Trump supporter	28% (75)	14% (37)	5% (14)	36% (97)	1% (4)	8% (22)	8% (23)	272
Biden supporter	29% (166)	13% (74)	4% (20)	33% (190)	3% (16)	12% (68)	7% (40)	573
Sports fans	30% (216)	13% (93)	4% (29)	33% (236)	3% (20)	10% (74)	7% (49)	717
Avid sports fans	31% (92)	16% (48)	7% (20)	28% (84)	3% (8)	11% (32)	5% (16)	299
Sports fans, Age: 18-34	34% (86)	16% (42)	4% (10)	31% (79)	3% (7)	8% (19)	4% (11)	253
Sports fans, Age: 35-44	29% (52)	13% (24)	5% (9)	32% (58)	4% (8)	9% (16)	8% (14)	182
Sports fans, Age: 45-64	27% (57)	10% (21)	3% (6)	37% (77)	2% (3)	15% (31)	7% (15)	209
Sports fans, Age: 65+	30% (22)	9% (6)	5% (3)	30% (22)	3% (2)	11% (8)	12% (9)	73
Movie studios should diversify teams	30% (210)	13% (89)	4% (30)	33% (225)	3% (19)	10% (70)	7% (48)	691
Movie studios should diversify stories	31% (184)	15% (89)	4% (25)	30% (180)	3% (17)	10% (59)	7% (41)	595
Concerned about Covid	30% (254)	12% (103)	4% (31)	33% (284)	2% (19)	11% (93)	8% (72)	856
No experience with Covid	27% (87)	11% (36)	4% (14)	34% (111)	2% (6)	10% (33)	11% (37)	326
Health care major factor for election	29% (193)	13% (86)	4% (25)	34% (226)	2% (12)	9% (61)	8% (54)	658
Social media users	29% (279)	12% (120)	4% (37)	34% (330)	3% (26)	10% (99)	9% (83)	975
WhatsApp users	29% (136)	15% (70)	5% (23)	31% (149)	2% (10)	12% (55)	6% (30)	474
WeChat users	25% (15)	21% (13)	6% (4)	27% (16)	7% (4)	9% (6)	5% (3)	61

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Table MCFE29_4: Consider your favorite brands for the following types of products. For each type of product, which of the following is the closest to how you first became aware of the brand that is your favorite?
Soda

Demographic	It's the same product used by my parent/guardian	It was recommended by a friend or a different family member	I saw it in a show or movie	My own research	A celebrity or social media influencer used or recommended it	I saw it in an advertisement	Another way	Total N
Hispanic Adults	29% (286)	12% (122)	4% (37)	34% (339)	3% (26)	10% (104)	9% (85)	999
Social media news source at least once a week	31% (209)	14% (93)	4% (26)	31% (213)	3% (21)	10% (68)	7% (49)	679

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

Table MCFE29_5: Consider your favorite brands for the following types of products. For each type of product, which of the following is the closest to how you first became aware of the brand that is your favorite?
Laundry detergent

Demographic	It's the same product used by my parent/guardian	It was recommended by a friend or a different family member	I saw it in a show or movie	My own research	A celebrity or social media influencer used or recommended it	I saw it in an advertisement	Another way	Total N
Hispanic Adults	26% (262)	15% (149)	5% (45)	33% (332)	3% (28)	12% (118)	7% (65)	999
Gender: Male	26% (128)	17% (86)	5% (27)	31% (153)	4% (21)	12% (58)	5% (26)	500
Gender: Female	27% (134)	12% (62)	4% (18)	36% (179)	1% (7)	12% (60)	8% (39)	499
Age: 18-34	37% (141)	16% (59)	5% (18)	23% (89)	4% (17)	9% (33)	6% (22)	378
Age: 35-44	24% (53)	17% (37)	7% (16)	32% (72)	4% (9)	10% (23)	6% (13)	222
Age: 45-64	19% (54)	11% (31)	3% (9)	44% (127)	— (1)	15% (43)	8% (24)	290
Age: 65+	12% (14)	20% (22)	2% (3)	41% (45)	1% (1)	16% (18)	7% (7)	110
GenZers: 1997-2012	54% (74)	11% (15)	3% (5)	17% (23)	7% (9)	6% (9)	1% (2)	137
Millennials: 1981-1996	28% (101)	19% (68)	5% (20)	27% (99)	3% (12)	10% (36)	7% (25)	361
GenXers: 1965-1980	21% (60)	12% (36)	5% (15)	40% (116)	2% (4)	12% (34)	8% (24)	289
Baby Boomers: 1946-1964	13% (25)	14% (26)	3% (6)	44% (84)	1% (2)	18% (34)	7% (14)	191
PID: Dem (no lean)	28% (125)	16% (70)	3% (13)	33% (144)	2% (10)	14% (62)	4% (19)	444
PID: Ind (no lean)	28% (88)	11% (35)	6% (20)	33% (106)	4% (14)	8% (26)	9% (30)	319
PID: Rep (no lean)	21% (49)	19% (44)	5% (11)	35% (82)	2% (5)	13% (30)	7% (16)	236
PID/Gender: Dem Men	27% (54)	18% (37)	4% (9)	30% (60)	3% (6)	15% (30)	2% (4)	199
PID/Gender: Dem Women	29% (71)	13% (33)	2% (5)	35% (85)	2% (4)	13% (32)	6% (15)	245
PID/Gender: Ind Men	29% (46)	12% (18)	6% (10)	32% (50)	7% (11)	5% (8)	9% (14)	156
PID/Gender: Ind Women	26% (42)	10% (17)	7% (11)	35% (56)	1% (2)	11% (17)	10% (17)	162
PID/Gender: Rep Men	20% (28)	22% (31)	6% (9)	31% (44)	3% (4)	13% (19)	6% (9)	144
PID/Gender: Rep Women	22% (21)	14% (13)	3% (2)	41% (38)	1% (1)	11% (11)	8% (7)	92
Ideo: Liberal (1-3)	26% (90)	18% (62)	3% (11)	33% (111)	3% (9)	12% (40)	5% (18)	341
Ideo: Moderate (4)	26% (88)	13% (43)	5% (16)	34% (115)	4% (13)	10% (35)	8% (27)	337
Ideo: Conservative (5-7)	20% (46)	16% (36)	7% (16)	36% (82)	3% (7)	13% (30)	5% (10)	227

Continued on next page

Table MCFE29_5: Consider your favorite brands for the following types of products. For each type of product, which of the following is the closest to how you first became aware of the brand that is your favorite?

Laundry detergent

Demographic	It's the same product used by my parent/guardian	It was recommended by a friend or a different family member	I saw it in a show or movie	My own research	A celebrity or social media influencer used or recommended it	I saw it in an advertisement	Another way	Total N
Hispanic Adults	26% (262)	15% (149)	5% (45)	33% (332)	3% (28)	12% (118)	7% (65)	999
Educ: < College	29% (168)	13% (74)	4% (21)	32% (188)	3% (15)	12% (67)	8% (45)	579
Educ: Bachelors degree	22% (57)	16% (41)	5% (12)	36% (94)	3% (8)	14% (37)	4% (11)	260
Educ: Post-grad	23% (36)	21% (33)	7% (12)	32% (51)	3% (5)	8% (13)	6% (9)	160
Income: Under 50k	29% (149)	15% (75)	4% (21)	29% (150)	3% (16)	13% (66)	7% (37)	514
Income: 50k-100k	26% (81)	11% (35)	5% (15)	40% (125)	2% (7)	11% (35)	5% (16)	313
Income: 100k+	19% (32)	23% (39)	5% (9)	33% (57)	3% (5)	10% (17)	7% (13)	171
Ethnicity: White	22% (140)	15% (95)	4% (28)	38% (241)	2% (15)	12% (76)	6% (38)	633
Ethnicity: Hispanic	26% (262)	15% (149)	5% (45)	33% (332)	3% (28)	12% (118)	7% (65)	999
Ethnicity: Black	36% (21)	10% (6)	2% (1)	30% (17)	11% (6)	5% (3)	5% (3)	57
Ethnicity: Other	33% (101)	16% (48)	5% (15)	24% (73)	2% (7)	12% (38)	8% (25)	309
All Christian	26% (142)	16% (89)	4% (25)	33% (181)	3% (16)	12% (65)	6% (34)	553
Agnostic/Nothing in particular	28% (64)	16% (37)	4% (9)	32% (75)	2% (5)	10% (23)	9% (21)	233
Something Else	25% (33)	10% (14)	3% (4)	40% (53)	1% (1)	18% (24)	4% (5)	133
Evangelical	27% (65)	13% (31)	5% (12)	33% (78)	3% (8)	13% (30)	6% (14)	238
Non-Evangelical	24% (106)	16% (70)	3% (15)	35% (152)	2% (9)	13% (57)	6% (26)	435
Community: Urban	27% (124)	17% (75)	5% (21)	29% (131)	4% (17)	13% (57)	6% (29)	454
Community: Suburban	23% (100)	14% (61)	5% (21)	39% (167)	2% (8)	11% (46)	7% (29)	431
Community: Rural	34% (38)	11% (13)	3% (3)	30% (34)	3% (3)	13% (15)	7% (8)	114

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Table MCFE29_5: Consider your favorite brands for the following types of products. For each type of product, which of the following is the closest to how you first became aware of the brand that is your favorite?
Laundry detergent

Demographic	It's the same product used by my parent/guardian	It was recommended by a friend or a different family member	I saw it in a show or movie	My own research	A celebrity or social media influencer used or recommended it	I saw it in an advertisement	Another way	Total N
Hispanic Adults	26% (262)	15% (149)	5% (45)	33% (332)	3% (28)	12% (118)	7% (65)	999
Employ: Private Sector	24% (90)	17% (63)	5% (17)	37% (136)	2% (8)	11% (40)	5% (17)	370
Employ: Government	20% (15)	21% (16)	3% (3)	39% (29)	5% (4)	12% (9)	— (0)	75
Employ: Self-Employed	22% (21)	15% (14)	5% (4)	34% (32)	5% (4)	11% (10)	9% (9)	95
Employ: Student	56% (36)	11% (7)	4% (3)	12% (8)	6% (4)	4% (2)	6% (4)	64
Employ: Retired	17% (20)	15% (18)	4% (5)	42% (50)	— (0)	18% (21)	5% (6)	120
Employ: Unemployed	32% (50)	12% (19)	4% (6)	27% (42)	4% (7)	13% (20)	9% (13)	156
Employ: Other	25% (18)	13% (9)	7% (5)	26% (18)	2% (1)	16% (11)	12% (8)	70
Military HH: Yes	27% (32)	17% (20)	2% (2)	32% (38)	6% (7)	12% (14)	4% (5)	117
Military HH: No	26% (230)	15% (129)	5% (43)	33% (294)	2% (22)	12% (104)	7% (60)	882
RD/WT: Right Direction	26% (70)	18% (49)	8% (21)	29% (78)	4% (10)	11% (31)	5% (13)	270
RD/WT: Wrong Track	26% (192)	14% (100)	3% (24)	35% (255)	3% (19)	12% (87)	7% (52)	729
Trump Job Approve	23% (73)	17% (55)	7% (24)	33% (106)	4% (11)	11% (34)	5% (17)	320
Trump Job Disapprove	27% (173)	14% (90)	3% (21)	33% (209)	3% (17)	12% (78)	7% (44)	633
Trump Job Strongly Approve	24% (41)	16% (26)	6% (11)	33% (57)	3% (5)	12% (21)	5% (9)	170
Trump Job Somewhat Approve	21% (32)	19% (29)	9% (13)	33% (49)	4% (7)	8% (12)	5% (8)	150
Trump Job Somewhat Disapprove	29% (39)	17% (23)	3% (4)	30% (40)	2% (2)	13% (17)	6% (9)	134
Trump Job Strongly Disapprove	27% (134)	13% (67)	4% (18)	34% (168)	3% (14)	12% (61)	7% (36)	499
Favorable of Trump	23% (72)	17% (54)	6% (20)	34% (108)	3% (9)	11% (35)	7% (21)	318
Unfavorable of Trump	27% (170)	15% (93)	4% (23)	32% (202)	3% (18)	13% (78)	6% (39)	622
Very Favorable of Trump	22% (40)	18% (33)	6% (10)	34% (61)	4% (6)	12% (21)	5% (9)	180
Somewhat Favorable of Trump	23% (32)	15% (21)	7% (9)	34% (47)	2% (3)	10% (14)	9% (13)	138
Somewhat Unfavorable of Trump	29% (31)	21% (22)	1% (1)	28% (30)	4% (4)	13% (14)	4% (4)	106
Very Unfavorable of Trump	27% (139)	14% (70)	4% (22)	33% (172)	3% (14)	12% (64)	7% (35)	515

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Table MCFE29_5: Consider your favorite brands for the following types of products. For each type of product, which of the following is the closest to how you first became aware of the brand that is your favorite?
Laundry detergent

Demographic	It's the same product used by my parent/guardian	It was recommended by a friend or a different family member	I saw it in a show or movie	My own research	A celebrity or social media influencer used or recommended it	I saw it in an advertisement	Another way	Total N
Hispanic Adults	26% (262)	15% (149)	5% (45)	33% (332)	3% (28)	12% (118)	7% (65)	999
#1 Issue: Economy	25% (99)	15% (58)	5% (19)	37% (142)	3% (12)	11% (41)	4% (17)	388
#1 Issue: Security	30% (23)	17% (13)	4% (3)	22% (17)	3% (2)	16% (12)	8% (6)	77
#1 Issue: Health Care	24% (51)	18% (38)	5% (10)	33% (71)	2% (5)	11% (24)	7% (14)	213
#1 Issue: Medicare / Social Security	15% (12)	13% (10)	3% (2)	39% (30)	2% (1)	16% (12)	12% (9)	76
#1 Issue: Women's Issues	40% (26)	7% (5)	2% (1)	32% (21)	2% (1)	13% (9)	4% (3)	65
#1 Issue: Education	31% (18)	18% (11)	4% (2)	28% (16)	6% (3)	8% (5)	5% (3)	57
#1 Issue: Energy	28% (16)	18% (10)	11% (6)	24% (14)	2% (1)	11% (6)	6% (3)	56
#1 Issue: Other	27% (18)	6% (4)	2% (1)	33% (22)	2% (1)	14% (9)	15% (10)	67
2018 House Vote: Democrat	23% (84)	15% (55)	6% (21)	37% (139)	3% (10)	14% (51)	3% (13)	373
2018 House Vote: Republican	19% (38)	16% (33)	6% (11)	35% (73)	4% (8)	12% (25)	8% (16)	205
2016 Vote: Hillary Clinton	25% (89)	15% (54)	5% (17)	36% (130)	2% (7)	15% (53)	4% (14)	364
2016 Vote: Donald Trump	21% (45)	14% (29)	6% (13)	37% (80)	4% (9)	11% (25)	7% (15)	217
2016 Vote: Didn't Vote	33% (125)	15% (57)	4% (14)	28% (106)	3% (12)	10% (39)	8% (30)	382
Voted in 2014: Yes	20% (103)	15% (77)	5% (23)	38% (189)	3% (14)	13% (67)	6% (29)	502
Voted in 2014: No	32% (159)	14% (72)	4% (22)	29% (143)	3% (14)	10% (51)	7% (37)	497
2012 Vote: Barack Obama	21% (79)	17% (64)	5% (17)	36% (138)	4% (14)	14% (53)	4% (17)	382
2012 Vote: Mitt Romney	19% (25)	16% (20)	5% (6)	40% (51)	— (0)	10% (12)	11% (14)	128
2012 Vote: Didn't Vote	33% (154)	14% (64)	4% (20)	29% (137)	3% (14)	10% (46)	7% (32)	468
4-Region: Northeast	31% (53)	16% (27)	5% (8)	29% (49)	4% (7)	10% (16)	6% (10)	170
4-Region: Midwest	28% (27)	10% (10)	5% (5)	34% (33)	5% (5)	13% (12)	5% (5)	97
4-Region: South	22% (99)	16% (69)	4% (16)	37% (166)	2% (8)	14% (62)	6% (25)	445
4-Region: West	29% (82)	15% (42)	5% (16)	30% (85)	3% (8)	10% (27)	9% (26)	286

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Table MCFE29_5: Consider your favorite brands for the following types of products. For each type of product, which of the following is the closest to how you first became aware of the brand that is your favorite?
Laundry detergent

Demographic	It's the same product used by my parent/guardian	It was recommended by a friend or a different family member	I saw it in a show or movie	My own research	A celebrity or social media influencer used or recommended it	I saw it in an advertisement	Another way	Total N
Hispanic Adults	26% (262)	15% (149)	5% (45)	33% (332)	3% (28)	12% (118)	7% (65)	999
Mexican	33% (155)	14% (63)	5% (22)	30% (139)	3% (12)	9% (44)	6% (29)	465
Puerto Rican	24% (43)	12% (22)	4% (7)	32% (57)	4% (8)	17% (31)	6% (12)	179
Cuban	12% (10)	16% (13)	3% (2)	43% (35)	3% (2)	19% (15)	5% (4)	81
Other South American	17% (20)	24% (29)	4% (5)	36% (43)	1% (1)	12% (14)	5% (6)	119
Speaks only English at home	23% (62)	8% (22)	4% (11)	40% (107)	3% (7)	11% (30)	10% (27)	265
Speaks mostly English at home	27% (67)	17% (44)	2% (6)	31% (79)	3% (8)	11% (27)	9% (22)	254
Speaks both English and Spanish at home	29% (93)	17% (55)	5% (16)	30% (97)	3% (11)	12% (38)	4% (14)	323
Speaks mostly Spanish at home	27% (30)	17% (19)	5% (5)	37% (41)	1% (1)	12% (13)	2% (2)	111
Trump supporter	22% (59)	18% (49)	6% (16)	35% (96)	2% (6)	9% (26)	7% (19)	272
Biden supporter	28% (163)	14% (83)	4% (24)	32% (183)	3% (17)	13% (75)	5% (29)	573
Sports fans	26% (188)	16% (114)	5% (36)	32% (232)	3% (25)	12% (83)	5% (39)	717
Avid sports fans	27% (80)	19% (58)	6% (17)	27% (81)	4% (13)	12% (36)	5% (14)	299
Sports fans, Age: 18-34	33% (84)	18% (45)	6% (16)	26% (67)	5% (13)	8% (21)	3% (8)	253
Sports fans, Age: 35-44	27% (48)	16% (28)	8% (15)	29% (52)	5% (9)	12% (21)	4% (8)	182
Sports fans, Age: 45-64	21% (43)	13% (27)	2% (5)	40% (84)	1% (1)	14% (30)	9% (20)	209
Sports fans, Age: 65+	18% (13)	20% (14)	1% (1)	39% (29)	2% (1)	15% (11)	5% (3)	73
Movie studios should diversify teams	27% (185)	16% (113)	4% (26)	32% (224)	3% (19)	12% (86)	5% (37)	691
Movie studios should diversify stories	28% (169)	18% (104)	4% (25)	30% (177)	3% (19)	12% (72)	5% (29)	595
Concerned about Covid	27% (229)	15% (124)	4% (36)	32% (277)	3% (28)	13% (107)	6% (54)	856
No experience with Covid	27% (89)	14% (44)	5% (15)	32% (105)	— (1)	12% (38)	10% (33)	326
Health care major factor for election	28% (186)	16% (107)	3% (19)	32% (213)	3% (17)	12% (76)	6% (41)	658
Social media users	27% (259)	15% (146)	5% (44)	33% (324)	3% (28)	11% (111)	6% (63)	975
WhatsApp users	25% (120)	17% (81)	6% (27)	33% (157)	4% (18)	11% (54)	4% (17)	474
WeChat users	22% (13)	20% (12)	7% (5)	21% (13)	12% (7)	12% (7)	6% (3)	61

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Table MCFE29_5: Consider your favorite brands for the following types of products. For each type of product, which of the following is the closest to how you first became aware of the brand that is your favorite?

Laundry detergent

Demographic	It's the same product used by my parent/guardian	It was recommended by a friend or a different family member	I saw it in a show or movie	My own research	A celebrity or social media influencer used or recommended it	I saw it in an advertisement	Another way	Total N
Hispanic Adults	26% (262)	15% (149)	5% (45)	33% (332)	3% (28)	12% (118)	7% (65)	999
Social media news source at least once a week	29% (196)	17% (114)	5% (34)	30% (203)	3% (20)	11% (76)	5% (36)	679

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

Table MCFE29_6: Consider your favorite brands for the following types of products. For each type of product, which of the following is the closest to how you first became aware of the brand that is your favorite?
Cleaning supplies

Demographic	It's the same product used by my parent/guardian	It was recommended by a friend or a different family member	I saw it in a show or movie	My own research	A celebrity or social media influencer used or recommended it	I saw it in an advertisement	Another way	Total N
Hispanic Adults	29% (287)	13% (134)	4% (43)	32% (323)	3% (27)	12% (124)	6% (61)	999
Gender: Male	27% (136)	17% (87)	5% (25)	30% (151)	3% (14)	11% (57)	6% (29)	500
Gender: Female	30% (151)	9% (47)	4% (18)	34% (171)	3% (13)	13% (67)	6% (32)	499
Age: 18-34	38% (143)	14% (51)	4% (17)	25% (94)	3% (12)	9% (34)	7% (26)	378
Age: 35-44	27% (59)	17% (37)	7% (15)	32% (71)	3% (7)	10% (22)	5% (10)	222
Age: 45-64	25% (71)	11% (31)	3% (8)	40% (115)	2% (7)	14% (41)	6% (17)	290
Age: 65+	12% (14)	14% (15)	2% (3)	39% (43)	1% (1)	24% (27)	7% (7)	110
GenZers: 1997-2012	49% (67)	14% (20)	3% (5)	17% (23)	4% (5)	7% (10)	5% (7)	137
Millennials: 1981-1996	31% (111)	16% (57)	5% (19)	29% (106)	3% (10)	10% (34)	7% (24)	361
GenXers: 1965-1980	27% (77)	11% (31)	4% (13)	36% (103)	2% (6)	14% (41)	6% (18)	289
Baby Boomers: 1946-1964	16% (31)	12% (23)	4% (7)	42% (80)	3% (6)	18% (34)	6% (11)	191
PID: Dem (no lean)	28% (127)	14% (60)	4% (20)	31% (138)	3% (13)	16% (70)	3% (16)	444
PID: Ind (no lean)	31% (97)	13% (42)	3% (9)	33% (106)	2% (8)	8% (26)	10% (30)	319
PID: Rep (no lean)	27% (64)	13% (32)	6% (14)	33% (79)	3% (6)	12% (27)	6% (15)	236
PID/Gender: Dem Men	26% (52)	16% (32)	7% (14)	30% (59)	2% (4)	18% (37)	2% (3)	199
PID/Gender: Dem Women	31% (75)	12% (28)	3% (6)	32% (80)	4% (9)	14% (34)	5% (12)	245
PID/Gender: Ind Men	29% (45)	19% (30)	2% (3)	32% (49)	4% (6)	4% (7)	10% (15)	156
PID/Gender: Ind Women	32% (52)	8% (12)	4% (6)	35% (56)	1% (2)	12% (19)	9% (15)	162
PID/Gender: Rep Men	27% (39)	17% (25)	5% (8)	30% (43)	4% (5)	9% (13)	7% (11)	144
PID/Gender: Rep Women	27% (25)	7% (7)	6% (6)	39% (36)	1% (1)	15% (14)	4% (4)	92
Ideo: Liberal (1-3)	32% (109)	15% (50)	4% (12)	31% (105)	2% (6)	12% (41)	5% (17)	341
Ideo: Moderate (4)	27% (89)	14% (47)	3% (10)	34% (114)	4% (14)	12% (39)	7% (23)	337
Ideo: Conservative (5-7)	23% (53)	12% (27)	7% (17)	37% (83)	3% (6)	14% (31)	4% (10)	227

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Table MCFE29_6: Consider your favorite brands for the following types of products. For each type of product, which of the following is the closest to how you first became aware of the brand that is your favorite?

Cleaning supplies

Demographic	It's the same product used by my parent/guardian	It was recommended by a friend or a different family member	I saw it in a show or movie	My own research	A celebrity or social media influencer used or recommended it	I saw it in an advertisement	Another way	Total N
Hispanic Adults	29% (287)	13% (134)	4% (43)	32% (323)	3% (27)	12% (124)	6% (61)	999
Educ: < College	32% (186)	12% (70)	3% (20)	30% (174)	3% (15)	13% (74)	7% (41)	579
Educ: Bachelors degree	26% (67)	14% (36)	6% (14)	34% (90)	3% (9)	13% (34)	4% (10)	260
Educ: Post-grad	22% (35)	17% (28)	6% (9)	37% (59)	2% (4)	10% (16)	6% (10)	160
Income: Under 50k	31% (161)	13% (68)	3% (17)	29% (148)	3% (14)	13% (68)	7% (39)	514
Income: 50k-100k	28% (89)	11% (34)	5% (14)	37% (115)	3% (8)	13% (42)	3% (10)	313
Income: 100k+	22% (38)	19% (32)	7% (12)	35% (60)	3% (5)	8% (13)	7% (12)	171
Ethnicity: White	25% (161)	13% (85)	5% (31)	35% (224)	3% (18)	13% (84)	5% (29)	633
Ethnicity: Hispanic	29% (287)	13% (134)	4% (43)	32% (323)	3% (27)	12% (124)	6% (61)	999
Ethnicity: Black	39% (22)	15% (9)	2% (1)	25% (14)	2% (1)	9% (5)	9% (5)	57
Ethnicity: Other	34% (104)	13% (40)	3% (10)	27% (84)	3% (8)	11% (35)	9% (27)	309
All Christian	30% (166)	13% (70)	6% (33)	31% (173)	2% (11)	13% (71)	5% (30)	553
Agnostic/Nothing in particular	29% (67)	17% (39)	2% (4)	33% (78)	2% (5)	9% (21)	9% (20)	233
Something Else	28% (37)	9% (12)	3% (4)	37% (49)	3% (4)	18% (24)	3% (4)	133
Evangelical	29% (70)	14% (33)	7% (16)	31% (75)	2% (4)	13% (30)	4% (10)	238
Non-Evangelical	30% (129)	11% (46)	5% (21)	33% (142)	2% (10)	15% (64)	5% (24)	435
Community: Urban	31% (140)	15% (67)	6% (25)	28% (128)	3% (16)	11% (52)	6% (26)	454
Community: Suburban	24% (105)	12% (54)	4% (16)	38% (165)	2% (8)	13% (58)	6% (26)	431
Community: Rural	37% (42)	12% (13)	2% (2)	26% (30)	3% (3)	13% (15)	7% (8)	114

Continued on next page

Table MCFE29_6: Consider your favorite brands for the following types of products. For each type of product, which of the following is the closest to how you first became aware of the brand that is your favorite?
Cleaning supplies

Demographic	It's the same product used by my parent/guardian	It was recommended by a friend or a different family member	I saw it in a show or movie	My own research	A celebrity or social media influencer used or recommended it	I saw it in an advertisement	Another way	Total N
Hispanic Adults	29% (287)	13% (134)	4% (43)	32% (323)	3% (27)	12% (124)	6% (61)	999
Employ: Private Sector	27% (101)	14% (52)	5% (20)	35% (131)	3% (13)	11% (40)	4% (14)	370
Employ: Government	27% (20)	19% (14)	6% (5)	32% (24)	5% (4)	7% (5)	3% (2)	75
Employ: Self-Employed	19% (18)	17% (16)	6% (6)	38% (36)	1% (1)	7% (6)	12% (12)	95
Employ: Student	54% (34)	17% (11)	2% (2)	10% (6)	4% (2)	5% (3)	8% (5)	64
Employ: Retired	17% (20)	10% (12)	4% (5)	40% (48)	1% (1)	24% (29)	4% (5)	120
Employ: Unemployed	35% (55)	12% (18)	— (1)	27% (42)	3% (5)	15% (23)	8% (12)	156
Employ: Other	28% (20)	10% (7)	6% (4)	29% (20)	2% (1)	15% (10)	11% (7)	70
Military HH: Yes	24% (28)	17% (20)	5% (6)	32% (37)	4% (5)	14% (16)	4% (4)	117
Military HH: No	29% (260)	13% (114)	4% (37)	32% (286)	3% (22)	12% (108)	6% (57)	882
RD/WT: Right Direction	28% (77)	13% (35)	7% (19)	32% (86)	4% (12)	10% (27)	5% (13)	270
RD/WT: Wrong Track	29% (211)	14% (99)	3% (24)	32% (236)	2% (15)	13% (97)	7% (48)	729
Trump Job Approve	28% (90)	12% (38)	7% (21)	35% (113)	3% (9)	10% (33)	5% (16)	320
Trump Job Disapprove	29% (182)	15% (93)	3% (19)	31% (197)	3% (18)	13% (85)	6% (38)	633
Trump Job Strongly Approve	27% (47)	12% (21)	6% (10)	36% (61)	4% (7)	10% (18)	4% (7)	170
Trump Job Somewhat Approve	29% (43)	11% (17)	8% (12)	35% (52)	2% (2)	10% (15)	6% (8)	150
Trump Job Somewhat Disapprove	31% (42)	15% (20)	3% (3)	28% (37)	3% (4)	15% (19)	7% (9)	134
Trump Job Strongly Disapprove	28% (141)	15% (73)	3% (16)	32% (160)	3% (15)	13% (65)	6% (29)	499
Favorable of Trump	28% (89)	13% (41)	7% (22)	33% (106)	3% (10)	10% (31)	6% (20)	318
Unfavorable of Trump	29% (178)	14% (86)	3% (19)	32% (200)	3% (16)	14% (86)	6% (36)	622
Very Favorable of Trump	26% (47)	14% (25)	9% (16)	33% (59)	4% (8)	9% (16)	5% (9)	180
Somewhat Favorable of Trump	30% (42)	11% (16)	4% (6)	34% (47)	1% (2)	11% (15)	8% (11)	138
Somewhat Unfavorable of Trump	30% (32)	15% (15)	4% (4)	32% (34)	1% (1)	15% (16)	4% (4)	106
Very Unfavorable of Trump	28% (146)	14% (70)	3% (15)	32% (167)	3% (15)	14% (70)	6% (32)	515

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Table MCFE29_6: Consider your favorite brands for the following types of products. For each type of product, which of the following is the closest to how you first became aware of the brand that is your favorite?

Cleaning supplies

Demographic	It's the same product used by my parent/guardian	It was recommended by a friend or a different family member	I saw it in a show or movie	My own research	A celebrity or social media influencer used or recommended it	I saw it in an advertisement	Another way	Total N
Hispanic Adults	29% (287)	13% (134)	4% (43)	32% (323)	3% (27)	12% (124)	6% (61)	999
#1 Issue: Economy	29% (112)	14% (56)	3% (13)	34% (133)	2% (8)	13% (52)	4% (15)	388
#1 Issue: Security	28% (21)	8% (6)	9% (7)	27% (21)	5% (4)	14% (11)	10% (7)	77
#1 Issue: Health Care	26% (55)	16% (34)	7% (16)	31% (66)	2% (5)	12% (25)	6% (12)	213
#1 Issue: Medicare / Social Security	20% (15)	10% (8)	1% (1)	41% (31)	2% (2)	14% (11)	11% (8)	76
#1 Issue: Women's Issues	35% (23)	10% (7)	— (0)	30% (20)	6% (4)	14% (9)	5% (3)	65
#1 Issue: Education	33% (19)	21% (12)	5% (3)	25% (15)	6% (3)	5% (3)	4% (3)	57
#1 Issue: Energy	38% (21)	12% (7)	4% (2)	26% (15)	2% (1)	14% (8)	3% (2)	56
#1 Issue: Other	32% (21)	6% (4)	2% (1)	35% (23)	1% (1)	9% (6)	14% (10)	67
2018 House Vote: Democrat	25% (94)	16% (61)	5% (19)	31% (117)	2% (9)	17% (63)	3% (10)	373
2018 House Vote: Republican	25% (52)	12% (25)	6% (12)	33% (67)	5% (10)	13% (26)	7% (13)	205
2016 Vote: Hillary Clinton	26% (94)	15% (54)	4% (16)	31% (112)	3% (9)	18% (64)	4% (15)	364
2016 Vote: Donald Trump	25% (54)	12% (27)	6% (12)	36% (78)	4% (8)	12% (27)	6% (12)	217
2016 Vote: Didn't Vote	34% (130)	12% (47)	4% (14)	32% (121)	2% (9)	8% (32)	8% (29)	382
Voted in 2014: Yes	23% (117)	14% (72)	4% (20)	34% (171)	3% (15)	16% (80)	5% (27)	502
Voted in 2014: No	34% (171)	13% (62)	5% (23)	31% (152)	2% (12)	9% (44)	7% (34)	497
2012 Vote: Barack Obama	25% (95)	15% (57)	4% (17)	32% (124)	4% (14)	16% (60)	4% (15)	382
2012 Vote: Mitt Romney	16% (21)	13% (17)	6% (7)	40% (51)	2% (3)	14% (17)	9% (12)	128
2012 Vote: Didn't Vote	35% (164)	12% (58)	4% (19)	30% (141)	2% (10)	9% (43)	7% (32)	468
4-Region: Northeast	35% (60)	14% (23)	6% (10)	27% (47)	3% (5)	8% (14)	6% (11)	170
4-Region: Midwest	34% (33)	16% (16)	4% (4)	26% (26)	3% (3)	11% (11)	5% (5)	97
4-Region: South	25% (113)	12% (53)	4% (16)	37% (165)	2% (8)	16% (71)	4% (20)	445
4-Region: West	28% (81)	15% (42)	5% (13)	30% (86)	4% (11)	10% (28)	9% (25)	286

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Table MCFE29_6: Consider your favorite brands for the following types of products. For each type of product, which of the following is the closest to how you first became aware of the brand that is your favorite?
Cleaning supplies

Demographic	It's the same product used by my parent/guardian	It was recommended by a friend or a different family member	I saw it in a show or movie	My own research	A celebrity or social media influencer used or recommended it	I saw it in an advertisement	Another way	Total N
Hispanic Adults	29% (287)	13% (134)	4% (43)	32% (323)	3% (27)	12% (124)	6% (61)	999
Mexican	33% (154)	13% (58)	4% (19)	30% (142)	3% (13)	11% (50)	6% (28)	465
Puerto Rican	27% (48)	13% (23)	3% (5)	33% (59)	4% (8)	16% (29)	4% (8)	179
Cuban	18% (15)	21% (17)	1% (1)	39% (32)	— (0)	15% (12)	5% (4)	81
Other South American	25% (30)	15% (18)	8% (10)	34% (40)	1% (2)	11% (13)	5% (6)	119
Speaks only English at home	25% (67)	11% (28)	4% (10)	38% (100)	2% (7)	11% (29)	9% (25)	265
Speaks mostly English at home	30% (75)	14% (36)	3% (7)	31% (79)	2% (5)	14% (35)	7% (18)	254
Speaks both English and Spanish at home	31% (100)	15% (48)	4% (14)	32% (103)	3% (10)	11% (34)	4% (14)	323
Speaks mostly Spanish at home	29% (32)	12% (13)	6% (6)	32% (35)	2% (2)	16% (18)	4% (4)	111
Trump supporter	27% (74)	12% (33)	6% (17)	35% (95)	3% (8)	10% (26)	7% (18)	272
Biden supporter	29% (166)	15% (89)	3% (20)	30% (173)	3% (16)	14% (83)	5% (27)	573
Sports fans	29% (207)	16% (113)	5% (37)	31% (225)	3% (20)	12% (84)	5% (33)	717
Avid sports fans	27% (82)	22% (67)	5% (14)	28% (83)	4% (12)	10% (31)	4% (12)	299
Sports fans, Age: 18-34	35% (89)	17% (44)	6% (15)	27% (67)	3% (8)	8% (19)	4% (10)	253
Sports fans, Age: 35-44	28% (52)	17% (32)	8% (14)	29% (52)	3% (6)	11% (20)	3% (6)	182
Sports fans, Age: 45-64	26% (55)	11% (24)	3% (7)	37% (78)	2% (5)	13% (27)	6% (13)	209
Sports fans, Age: 65+	14% (10)	18% (13)	— (0)	38% (27)	1% (1)	24% (17)	5% (3)	73
Movie studios should diversify teams	29% (200)	15% (106)	4% (31)	31% (214)	2% (16)	13% (92)	5% (33)	691
Movie studios should diversify stories	31% (187)	16% (95)	4% (25)	28% (165)	3% (18)	13% (76)	5% (29)	595
Concerned about Covid	30% (256)	13% (110)	5% (40)	31% (268)	3% (23)	13% (113)	5% (47)	856
No experience with Covid	28% (92)	11% (35)	4% (12)	33% (109)	2% (5)	13% (43)	9% (31)	326
Health care major factor for election	31% (202)	14% (93)	4% (25)	32% (212)	2% (15)	12% (79)	5% (34)	658
Social media users	29% (284)	13% (132)	4% (43)	32% (313)	3% (27)	12% (119)	6% (57)	975
WhatsApp users	28% (132)	16% (75)	6% (29)	31% (149)	3% (15)	12% (57)	4% (17)	474
WeChat users	27% (16)	16% (10)	12% (7)	18% (11)	9% (5)	15% (9)	4% (2)	61

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Table MCFE29_6: Consider your favorite brands for the following types of products. For each type of product, which of the following is the closest to how you first became aware of the brand that is your favorite?

Cleaning supplies

Demographic	It's the same product used by my parent/guardian	It was recommended by a friend or a different family member	I saw it in a show or movie	My own research	A celebrity or social media influencer used or recommended it	I saw it in an advertisement	Another way	Total N
Hispanic Adults	29% (287)	13% (134)	4% (43)	32% (323)	3% (27)	12% (124)	6% (61)	999
Social media news source at least once a week	33% (225)	14% (92)	5% (36)	29% (198)	3% (20)	11% (77)	5% (31)	679

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

Table MCFE29_7: Consider your favorite brands for the following types of products. For each type of product, which of the following is the closest to how you first became aware of the brand that is your favorite?
Soap

Demographic	It's the same product used by my parent/guardian	It was recommended by a friend or a different family member	I saw it in a show or movie	My own research	A celebrity or social media influencer used or recommended it	I saw it in an advertisement	Another way	Total N
Hispanic Adults	23% (228)	13% (129)	3% (31)	42% (415)	2% (21)	10% (100)	8% (75)	999
Gender: Male	22% (110)	16% (79)	3% (16)	39% (196)	2% (11)	11% (55)	7% (32)	500
Gender: Female	24% (118)	10% (50)	3% (14)	44% (219)	2% (10)	9% (45)	9% (43)	499
Age: 18-34	29% (111)	15% (55)	4% (14)	34% (129)	3% (10)	7% (26)	8% (32)	378
Age: 35-44	21% (47)	13% (30)	6% (13)	39% (87)	4% (9)	12% (26)	5% (11)	222
Age: 45-64	19% (54)	11% (31)	1% (2)	49% (142)	1% (2)	12% (36)	8% (24)	290
Age: 65+	15% (16)	13% (14)	2% (3)	52% (57)	— (0)	11% (12)	8% (9)	110
GenZers: 1997-2012	40% (55)	10% (14)	4% (6)	30% (42)	3% (5)	5% (7)	7% (9)	137
Millennials: 1981-1996	24% (86)	15% (55)	4% (14)	38% (136)	3% (12)	9% (32)	7% (26)	361
GenXers: 1965-1980	21% (60)	12% (35)	3% (9)	44% (126)	1% (4)	11% (33)	7% (21)	289
Baby Boomers: 1946-1964	12% (23)	12% (23)	1% (3)	53% (101)	— (0)	13% (26)	8% (15)	191
PID: Dem (no lean)	23% (102)	14% (62)	3% (12)	42% (185)	2% (7)	12% (53)	5% (24)	444
PID: Ind (no lean)	24% (78)	10% (32)	2% (5)	44% (139)	3% (9)	6% (20)	11% (35)	319
PID: Rep (no lean)	20% (48)	15% (36)	6% (13)	38% (90)	2% (5)	11% (27)	7% (17)	236
PID/Gender: Dem Men	21% (42)	16% (31)	4% (7)	39% (79)	1% (2)	15% (30)	4% (7)	199
PID/Gender: Dem Women	24% (59)	12% (30)	2% (5)	44% (107)	2% (5)	9% (23)	7% (17)	245
PID/Gender: Ind Men	23% (37)	16% (25)	1% (2)	42% (66)	3% (4)	4% (6)	11% (16)	156
PID/Gender: Ind Women	25% (41)	5% (8)	2% (3)	45% (73)	3% (4)	9% (14)	11% (18)	162
PID/Gender: Rep Men	22% (31)	16% (23)	5% (7)	36% (51)	3% (4)	13% (18)	6% (9)	144
PID/Gender: Rep Women	18% (17)	13% (12)	7% (6)	43% (39)	1% (1)	9% (8)	8% (8)	92
Ideo: Liberal (1-3)	26% (88)	14% (48)	1% (4)	42% (145)	2% (6)	9% (31)	6% (20)	341
Ideo: Moderate (4)	22% (76)	12% (40)	4% (12)	39% (132)	3% (11)	11% (37)	8% (28)	337
Ideo: Conservative (5-7)	14% (33)	14% (32)	6% (12)	49% (110)	1% (1)	10% (23)	7% (15)	227

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Table MCFE29_7: Consider your favorite brands for the following types of products. For each type of product, which of the following is the closest to how you first became aware of the brand that is your favorite?
Soap

Demographic	It's the same product used by my parent/guardian	It was recommended by a friend or a different family member	I saw it in a show or movie	My own research	A celebrity or social media influencer used or recommended it	I saw it in an advertisement	Another way	Total N
Hispanic Adults	23% (228)	13% (129)	3% (31)	42% (415)	2% (21)	10% (100)	8% (75)	999
Educ: < College	24% (136)	11% (65)	3% (17)	41% (239)	2% (12)	10% (60)	9% (50)	579
Educ: Bachelors degree	21% (54)	17% (43)	3% (8)	41% (107)	2% (5)	11% (29)	5% (13)	260
Educ: Post-grad	23% (37)	13% (22)	3% (6)	43% (69)	2% (4)	7% (11)	8% (12)	160
Income: Under 50k	26% (132)	10% (54)	3% (18)	39% (201)	3% (14)	11% (55)	8% (41)	514
Income: 50k-100k	22% (70)	11% (36)	3% (8)	45% (142)	2% (5)	10% (32)	6% (20)	313
Income: 100k+	15% (25)	24% (40)	3% (5)	42% (72)	1% (2)	8% (13)	8% (14)	171
Ethnicity: White	18% (116)	13% (83)	3% (20)	46% (291)	2% (11)	11% (70)	7% (42)	633
Ethnicity: Hispanic	23% (228)	13% (129)	3% (31)	42% (415)	2% (21)	10% (100)	8% (75)	999
Ethnicity: Black	32% (19)	13% (8)	— (0)	36% (21)	4% (2)	6% (3)	9% (5)	57
Ethnicity: Other	30% (93)	13% (39)	3% (10)	34% (103)	3% (8)	8% (26)	9% (28)	309
All Christian	23% (127)	14% (76)	4% (20)	42% (230)	1% (7)	10% (57)	7% (36)	553
Agnostic/Nothing in particular	23% (53)	12% (28)	3% (8)	41% (96)	1% (2)	9% (21)	11% (26)	233
Something Else	21% (27)	10% (14)	2% (3)	43% (58)	5% (6)	14% (18)	5% (7)	133
Evangelical	25% (60)	17% (41)	4% (8)	36% (86)	2% (6)	9% (21)	7% (16)	238
Non-Evangelical	21% (89)	11% (47)	3% (15)	45% (198)	1% (6)	12% (53)	6% (27)	435
Community: Urban	25% (112)	15% (70)	3% (15)	38% (171)	3% (13)	11% (48)	6% (26)	454
Community: Suburban	18% (79)	11% (48)	3% (14)	47% (203)	1% (6)	10% (43)	9% (38)	431
Community: Rural	32% (37)	11% (12)	2% (2)	36% (41)	2% (2)	8% (9)	10% (11)	114

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Table MCFE29_7: Consider your favorite brands for the following types of products. For each type of product, which of the following is the closest to how you first became aware of the brand that is your favorite?
Soap

Demographic	It's the same product used by my parent/guardian	It was recommended by a friend or a different family member	I saw it in a show or movie	My own research	A celebrity or social media influencer used or recommended it	I saw it in an advertisement	Another way	Total N
Hispanic Adults	23% (228)	13% (129)	3% (31)	42% (415)	2% (21)	10% (100)	8% (75)	999
Employ: Private Sector	22% (81)	17% (64)	3% (13)	41% (150)	3% (11)	9% (35)	4% (16)	370
Employ: Government	22% (17)	13% (10)	7% (5)	44% (33)	3% (3)	6% (4)	4% (3)	75
Employ: Self-Employed	19% (18)	13% (12)	4% (4)	41% (39)	2% (2)	11% (11)	10% (9)	95
Employ: Student	39% (25)	12% (8)	— (0)	32% (20)	2% (1)	2% (2)	13% (8)	64
Employ: Retired	18% (21)	13% (15)	1% (2)	50% (60)	— (0)	13% (15)	5% (6)	120
Employ: Unemployed	27% (42)	7% (10)	3% (4)	40% (63)	1% (2)	13% (20)	10% (15)	156
Employ: Other	27% (19)	10% (7)	1% (1)	33% (23)	2% (1)	15% (11)	12% (9)	70
Military HH: Yes	21% (24)	17% (20)	2% (3)	39% (45)	3% (4)	12% (15)	5% (6)	117
Military HH: No	23% (204)	12% (109)	3% (28)	42% (370)	2% (17)	10% (85)	8% (69)	882
RD/WT: Right Direction	23% (63)	17% (47)	4% (11)	39% (105)	3% (8)	8% (22)	5% (14)	270
RD/WT: Wrong Track	23% (164)	11% (83)	3% (20)	43% (310)	2% (12)	11% (77)	8% (62)	729
Trump Job Approve	20% (64)	15% (46)	5% (15)	41% (132)	3% (10)	10% (31)	6% (20)	320
Trump Job Disapprove	24% (150)	13% (81)	2% (15)	42% (268)	1% (8)	10% (62)	8% (49)	633
Trump Job Strongly Approve	22% (37)	15% (26)	4% (7)	40% (68)	4% (6)	10% (17)	5% (9)	170
Trump Job Somewhat Approve	18% (27)	13% (20)	6% (8)	43% (65)	3% (4)	9% (14)	7% (11)	150
Trump Job Somewhat Disapprove	22% (29)	15% (20)	2% (3)	43% (58)	1% (1)	10% (13)	7% (9)	134
Trump Job Strongly Disapprove	24% (120)	12% (61)	2% (12)	42% (210)	1% (7)	10% (49)	8% (40)	499
Favorable of Trump	19% (61)	18% (56)	4% (13)	40% (127)	2% (7)	9% (30)	7% (24)	318
Unfavorable of Trump	24% (148)	11% (68)	3% (18)	43% (268)	2% (10)	10% (63)	7% (46)	622
Very Favorable of Trump	21% (38)	18% (33)	3% (6)	39% (70)	4% (6)	9% (15)	6% (11)	180
Somewhat Favorable of Trump	16% (23)	17% (24)	5% (7)	41% (57)	1% (1)	11% (15)	9% (13)	138
Somewhat Unfavorable of Trump	21% (22)	11% (12)	5% (5)	48% (51)	— (0)	9% (9)	7% (7)	106
Very Unfavorable of Trump	24% (126)	11% (55)	3% (13)	42% (217)	2% (10)	10% (54)	8% (39)	515

Continued on next page

Table MCFE29_7: Consider your favorite brands for the following types of products. For each type of product, which of the following is the closest to how you first became aware of the brand that is your favorite?
Soap

Demographic	It's the same product used by my parent/guardian	It was recommended by a friend or a different family member	I saw it in a show or movie	My own research	A celebrity or social media influencer used or recommended it	I saw it in an advertisement	Another way	Total N
Hispanic Adults	23% (228)	13% (129)	3% (31)	42% (415)	2% (21)	10% (100)	8% (75)	999
#1 Issue: Economy	21% (83)	14% (56)	2% (9)	45% (174)	1% (4)	10% (38)	6% (24)	388
#1 Issue: Security	27% (20)	15% (12)	1% (1)	31% (24)	3% (2)	18% (14)	5% (4)	77
#1 Issue: Health Care	20% (43)	13% (28)	4% (9)	43% (91)	3% (5)	10% (22)	7% (14)	213
#1 Issue: Medicare / Social Security	20% (15)	11% (9)	3% (2)	44% (33)	— (0)	11% (8)	11% (8)	76
#1 Issue: Women's Issues	40% (26)	— (0)	6% (4)	38% (25)	2% (1)	6% (4)	9% (6)	65
#1 Issue: Education	29% (17)	23% (13)	4% (2)	32% (18)	2% (1)	6% (3)	4% (3)	57
#1 Issue: Energy	14% (8)	17% (9)	5% (3)	37% (21)	9% (5)	10% (6)	8% (5)	56
#1 Issue: Other	23% (15)	3% (2)	2% (1)	44% (29)	2% (2)	7% (5)	19% (13)	67
2018 House Vote: Democrat	18% (69)	15% (55)	3% (11)	44% (165)	2% (8)	12% (46)	5% (19)	373
2018 House Vote: Republican	17% (34)	16% (34)	5% (9)	40% (83)	3% (6)	11% (23)	8% (16)	205
2016 Vote: Hillary Clinton	20% (72)	13% (48)	3% (11)	45% (163)	1% (4)	13% (47)	5% (19)	364
2016 Vote: Donald Trump	17% (37)	17% (37)	4% (8)	41% (89)	3% (7)	10% (22)	8% (16)	217
2016 Vote: Didn't Vote	30% (116)	10% (38)	3% (11)	38% (146)	2% (9)	7% (28)	9% (34)	382
Voted in 2014: Yes	16% (80)	15% (75)	3% (16)	44% (222)	2% (11)	12% (61)	7% (36)	502
Voted in 2014: No	30% (147)	11% (54)	3% (15)	39% (193)	2% (10)	8% (39)	8% (40)	497
2012 Vote: Barack Obama	17% (65)	15% (58)	3% (11)	44% (167)	3% (10)	12% (47)	6% (23)	382
2012 Vote: Mitt Romney	15% (19)	15% (19)	3% (3)	46% (58)	1% (1)	10% (13)	11% (14)	128
2012 Vote: Didn't Vote	29% (137)	11% (51)	3% (16)	39% (182)	2% (10)	8% (37)	8% (35)	468
4-Region: Northeast	28% (48)	12% (21)	4% (8)	39% (66)	3% (5)	8% (14)	6% (10)	170
4-Region: Midwest	25% (25)	15% (15)	2% (2)	39% (38)	1% (1)	9% (9)	8% (8)	97
4-Region: South	19% (84)	13% (59)	3% (13)	46% (202)	1% (6)	11% (51)	7% (29)	445
4-Region: West	25% (70)	12% (34)	3% (9)	38% (109)	3% (9)	9% (27)	10% (28)	286

Continued on next page

Table MCFE29_7: Consider your favorite brands for the following types of products. For each type of product, which of the following is the closest to how you first became aware of the brand that is your favorite?
Soap

Demographic	It's the same product used by my parent/guardian	It was recommended by a friend or a different family member	I saw it in a show or movie	My own research	A celebrity or social media influencer used or recommended it	I saw it in an advertisement	Another way	Total N
Hispanic Adults	23% (228)	13% (129)	3% (31)	42% (415)	2% (21)	10% (100)	8% (75)	999
Mexican	28% (129)	12% (56)	3% (15)	40% (186)	2% (11)	8% (37)	7% (31)	465
Puerto Rican	23% (41)	11% (21)	1% (1)	41% (73)	3% (6)	13% (24)	8% (14)	179
Cuban	7% (6)	15% (12)	4% (3)	50% (41)	— (0)	16% (13)	7% (6)	81
Other South American	15% (18)	17% (20)	2% (2)	47% (56)	1% (1)	12% (14)	6% (8)	119
Speaks only English at home	23% (60)	8% (21)	3% (7)	47% (124)	1% (4)	7% (20)	11% (30)	265
Speaks mostly English at home	22% (56)	15% (38)	1% (3)	39% (100)	1% (3)	11% (28)	10% (25)	254
Speaks both English and Spanish at home	24% (77)	16% (53)	4% (13)	39% (128)	3% (8)	9% (29)	5% (17)	323
Speaks mostly Spanish at home	23% (26)	11% (12)	3% (4)	45% (49)	3% (4)	14% (16)	1% (1)	111
Trump supporter	20% (54)	16% (43)	5% (12)	41% (112)	2% (6)	9% (26)	7% (18)	272
Biden supporter	23% (133)	13% (76)	2% (12)	42% (240)	2% (12)	11% (62)	7% (38)	573
Sports fans	23% (165)	15% (105)	3% (21)	40% (287)	3% (19)	11% (77)	6% (44)	717
Avid sports fans	24% (71)	17% (50)	4% (11)	36% (107)	2% (6)	12% (37)	6% (17)	299
Sports fans, Age: 18-34	27% (68)	19% (47)	3% (7)	36% (91)	4% (10)	8% (19)	5% (12)	253
Sports fans, Age: 35-44	23% (42)	13% (24)	7% (12)	35% (64)	4% (8)	13% (23)	5% (9)	182
Sports fans, Age: 45-64	20% (42)	11% (22)	1% (2)	46% (97)	1% (1)	12% (26)	9% (18)	209
Sports fans, Age: 65+	17% (13)	15% (11)	1% (1)	49% (35)	— (0)	11% (8)	7% (5)	73
Movie studios should diversify teams	23% (162)	14% (94)	3% (20)	41% (284)	2% (15)	10% (70)	7% (46)	691
Movie studios should diversify stories	25% (148)	14% (85)	3% (17)	39% (234)	3% (15)	10% (57)	7% (39)	595
Concerned about Covid	23% (198)	13% (113)	3% (29)	40% (342)	2% (19)	11% (93)	7% (61)	856
No experience with Covid	24% (79)	10% (31)	4% (12)	40% (130)	2% (6)	11% (35)	10% (33)	326
Health care major factor for election	24% (157)	13% (88)	3% (20)	43% (281)	1% (9)	9% (58)	7% (45)	658
Social media users	23% (223)	13% (127)	3% (31)	42% (405)	2% (21)	10% (96)	7% (73)	975
WhatsApp users	22% (106)	15% (72)	3% (16)	42% (197)	2% (10)	10% (49)	5% (24)	474
WeChat users	22% (13)	22% (13)	6% (4)	26% (16)	10% (6)	9% (6)	4% (2)	61

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Table MCFE29_7: Consider your favorite brands for the following types of products. For each type of product, which of the following is the closest to how you first became aware of the brand that is your favorite?

Soap

Demographic	It's the same product used by my parent/guardian	It was recommended by a friend or a different family member	I saw it in a show or movie	My own research	A celebrity or social media influencer used or recommended it	I saw it in an advertisement	Another way	Total N
Hispanic Adults	23% (228)	13% (129)	3% (31)	42% (415)	2% (21)	10% (100)	8% (75)	999
Social media news source at least once a week	26% (175)	14% (98)	4% (25)	38% (261)	2% (14)	9% (63)	6% (42)	679

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

Table MCFE29_8: Consider your favorite brands for the following types of products. For each type of product, which of the following is the closest to how you first became aware of the brand that is your favorite?
Skincare

Demographic	It's the same product used by my parent/guardian	It was recommended by a friend or a different family member	I saw it in a show or movie	My own research	A celebrity or social media influencer used or recommended it	I saw it in an advertisement	Another way	Total N
Hispanic Adults	14% (138)	16% (160)	5% (49)	41% (407)	4% (40)	13% (127)	8% (78)	999
Gender: Male	16% (78)	19% (95)	6% (30)	36% (179)	4% (19)	11% (53)	9% (46)	500
Gender: Female	12% (60)	13% (65)	4% (19)	46% (228)	4% (21)	15% (73)	7% (33)	499
Age: 18-34	16% (60)	16% (62)	6% (21)	39% (148)	6% (23)	8% (30)	9% (34)	378
Age: 35-44	16% (36)	17% (39)	7% (16)	37% (82)	4% (9)	13% (28)	5% (11)	222
Age: 45-64	11% (31)	13% (39)	1% (4)	48% (139)	2% (7)	16% (46)	8% (24)	290
Age: 65+	10% (11)	19% (21)	6% (7)	35% (38)	1% (1)	21% (23)	9% (9)	110
GenZers: 1997-2012	18% (25)	18% (24)	4% (5)	34% (47)	10% (13)	9% (13)	7% (9)	137
Millennials: 1981-1996	17% (60)	17% (61)	6% (21)	39% (140)	5% (18)	8% (31)	8% (30)	361
GenXers: 1965-1980	12% (34)	14% (40)	5% (13)	46% (134)	2% (6)	15% (42)	7% (20)	289
Baby Boomers: 1946-1964	9% (18)	16% (31)	5% (9)	42% (80)	2% (3)	18% (34)	8% (16)	191
PID: Dem (no lean)	15% (67)	15% (64)	6% (27)	39% (173)	4% (18)	16% (70)	6% (25)	444
PID: Ind (no lean)	11% (36)	15% (49)	2% (7)	46% (147)	5% (17)	8% (26)	11% (36)	319
PID: Rep (no lean)	15% (34)	20% (46)	6% (14)	37% (86)	2% (5)	13% (31)	8% (18)	236
PID/Gender: Dem Men	15% (31)	17% (35)	9% (17)	34% (68)	4% (9)	14% (29)	6% (12)	199
PID/Gender: Dem Women	15% (37)	12% (30)	4% (10)	43% (105)	4% (9)	17% (41)	5% (13)	245
PID/Gender: Ind Men	12% (19)	16% (25)	2% (3)	44% (69)	6% (10)	6% (10)	13% (20)	156
PID/Gender: Ind Women	10% (17)	15% (24)	3% (4)	48% (78)	5% (8)	10% (16)	10% (16)	162
PID/Gender: Rep Men	19% (28)	24% (35)	7% (10)	29% (42)	1% (1)	10% (14)	10% (14)	144
PID/Gender: Rep Women	7% (7)	12% (11)	5% (5)	48% (45)	4% (4)	18% (17)	4% (4)	92
Ideo: Liberal (1-3)	15% (52)	15% (51)	5% (17)	43% (146)	5% (17)	12% (41)	5% (17)	341
Ideo: Moderate (4)	15% (51)	16% (53)	5% (16)	39% (131)	3% (12)	13% (42)	9% (31)	337
Ideo: Conservative (5-7)	10% (22)	18% (41)	7% (16)	42% (94)	4% (10)	14% (31)	6% (13)	227

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Table MCFE29_8: Consider your favorite brands for the following types of products. For each type of product, which of the following is the closest to how you first became aware of the brand that is your favorite?
Skincare

Demographic	It's the same product used by my parent/guardian	It was recommended by a friend or a different family member	I saw it in a show or movie	My own research	A celebrity or social media influencer used or recommended it	I saw it in an advertisement	Another way	Total N
Hispanic Adults	14% (138)	16% (160)	5% (49)	41% (407)	4% (40)	13% (127)	8% (78)	999
Educ: < College	15% (85)	14% (84)	4% (25)	40% (233)	4% (25)	13% (76)	9% (52)	579
Educ: Bachelors degree	12% (31)	16% (41)	6% (16)	44% (115)	4% (10)	12% (31)	6% (17)	260
Educ: Post-grad	14% (22)	22% (35)	5% (8)	37% (59)	4% (6)	13% (20)	6% (9)	160
Income: Under 50k	14% (74)	16% (83)	5% (24)	37% (188)	5% (24)	14% (72)	10% (49)	514
Income: 50k-100k	12% (37)	13% (42)	5% (15)	49% (155)	4% (13)	12% (37)	5% (14)	313
Income: 100k+	15% (26)	21% (35)	6% (10)	37% (64)	2% (3)	10% (17)	9% (15)	171
Ethnicity: White	11% (70)	18% (111)	5% (32)	43% (273)	4% (24)	12% (76)	7% (46)	633
Ethnicity: Hispanic	14% (138)	16% (160)	5% (49)	41% (407)	4% (40)	13% (127)	8% (78)	999
Ethnicity: Black	19% (11)	8% (4)	6% (3)	45% (26)	6% (3)	9% (5)	7% (4)	57
Ethnicity: Other	18% (57)	14% (44)	4% (13)	35% (108)	4% (13)	15% (45)	9% (29)	309
All Christian	14% (80)	16% (88)	6% (36)	39% (217)	4% (22)	14% (75)	6% (35)	553
Agnostic/Nothing in particular	13% (30)	16% (36)	4% (8)	42% (97)	3% (8)	11% (26)	12% (27)	233
Something Else	13% (18)	15% (20)	2% (3)	46% (61)	4% (5)	14% (18)	6% (8)	133
Evangelical	19% (46)	16% (39)	6% (14)	36% (85)	4% (11)	12% (28)	7% (17)	238
Non-Evangelical	11% (48)	16% (69)	5% (23)	43% (187)	4% (17)	15% (65)	6% (26)	435
Community: Urban	15% (67)	17% (79)	6% (28)	36% (164)	5% (22)	13% (59)	8% (35)	454
Community: Suburban	12% (53)	13% (56)	4% (18)	47% (203)	3% (12)	13% (55)	8% (35)	431
Community: Rural	15% (17)	22% (25)	2% (3)	36% (41)	5% (6)	11% (12)	8% (9)	114

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Table MCFE29_8: Consider your favorite brands for the following types of products. For each type of product, which of the following is the closest to how you first became aware of the brand that is your favorite?
Skincare

Demographic	It's the same product used by my parent/guardian	It was recommended by a friend or a different family member	I saw it in a show or movie	My own research	A celebrity or social media influencer used or recommended it	I saw it in an advertisement	Another way	Total N
Hispanic Adults	14% (138)	16% (160)	5% (49)	41% (407)	4% (40)	13% (127)	8% (78)	999
Employ: Private Sector	14% (54)	17% (64)	7% (28)	42% (156)	4% (13)	10% (37)	5% (20)	370
Employ: Government	11% (8)	11% (8)	3% (3)	53% (40)	5% (3)	14% (10)	3% (2)	75
Employ: Self-Employed	8% (7)	18% (17)	2% (2)	43% (41)	5% (5)	12% (12)	11% (11)	95
Employ: Student	29% (18)	12% (8)	2% (1)	31% (20)	11% (7)	6% (4)	9% (6)	64
Employ: Retired	10% (12)	20% (24)	5% (6)	37% (44)	— (0)	21% (25)	7% (9)	120
Employ: Unemployed	16% (25)	17% (26)	4% (6)	38% (59)	4% (6)	12% (18)	11% (17)	156
Employ: Other	13% (9)	15% (11)	3% (2)	32% (22)	5% (3)	19% (13)	13% (9)	70
Military HH: Yes	11% (13)	18% (21)	4% (5)	38% (45)	4% (5)	16% (18)	9% (10)	117
Military HH: No	14% (125)	16% (139)	5% (44)	41% (362)	4% (36)	12% (108)	8% (68)	882
RD/WT: Right Direction	15% (39)	20% (54)	6% (15)	38% (103)	4% (12)	11% (29)	7% (18)	270
RD/WT: Wrong Track	14% (98)	15% (106)	5% (34)	42% (304)	4% (28)	13% (97)	8% (61)	729
Trump Job Approve	15% (49)	18% (56)	6% (18)	40% (128)	4% (12)	10% (32)	8% (24)	320
Trump Job Disapprove	13% (85)	16% (99)	5% (31)	40% (254)	4% (27)	14% (89)	8% (48)	633
Trump Job Strongly Approve	16% (28)	17% (28)	6% (10)	39% (66)	2% (4)	13% (23)	7% (12)	170
Trump Job Somewhat Approve	14% (21)	19% (28)	5% (8)	42% (62)	6% (9)	6% (9)	8% (12)	150
Trump Job Somewhat Disapprove	12% (16)	19% (25)	4% (5)	36% (49)	6% (9)	14% (19)	8% (11)	134
Trump Job Strongly Disapprove	14% (69)	15% (74)	5% (26)	41% (205)	4% (18)	14% (70)	7% (37)	499
Favorable of Trump	14% (44)	18% (58)	6% (20)	40% (127)	4% (12)	10% (32)	8% (26)	318
Unfavorable of Trump	13% (83)	16% (98)	4% (28)	41% (252)	4% (26)	15% (90)	7% (44)	622
Very Favorable of Trump	16% (28)	18% (31)	5% (10)	38% (68)	4% (8)	13% (23)	7% (12)	180
Somewhat Favorable of Trump	12% (16)	19% (26)	8% (10)	43% (59)	3% (4)	6% (9)	10% (14)	138
Somewhat Unfavorable of Trump	12% (12)	22% (23)	4% (4)	40% (43)	7% (7)	11% (12)	5% (5)	106
Very Unfavorable of Trump	14% (71)	14% (74)	5% (24)	41% (209)	4% (19)	15% (78)	8% (39)	515

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Table MCFE29_8: Consider your favorite brands for the following types of products. For each type of product, which of the following is the closest to how you first became aware of the brand that is your favorite?
Skincare

Demographic	It's the same product used by my parent/guardian	It was recommended by a friend or a different family member	I saw it in a show or movie	My own research	A celebrity or social media influencer used or recommended it	I saw it in an advertisement	Another way	Total N
Hispanic Adults	14% (138)	16% (160)	5% (49)	41% (407)	4% (40)	13% (127)	8% (78)	999
#1 Issue: Economy	15% (59)	16% (63)	4% (17)	44% (170)	3% (13)	11% (43)	6% (24)	388
#1 Issue: Security	23% (17)	16% (12)	3% (2)	33% (25)	1% (1)	18% (14)	7% (5)	77
#1 Issue: Health Care	9% (19)	21% (45)	7% (15)	39% (82)	5% (11)	13% (27)	7% (14)	213
#1 Issue: Medicare / Social Security	14% (11)	5% (4)	5% (4)	42% (32)	3% (2)	17% (13)	14% (10)	76
#1 Issue: Women's Issues	15% (10)	10% (7)	9% (6)	32% (20)	9% (6)	16% (11)	9% (6)	65
#1 Issue: Education	13% (8)	21% (12)	3% (2)	40% (23)	9% (5)	8% (4)	6% (3)	57
#1 Issue: Energy	12% (7)	17% (9)	4% (2)	43% (24)	5% (3)	8% (4)	10% (6)	56
#1 Issue: Other	12% (8)	11% (8)	— (0)	46% (31)	— (0)	17% (11)	14% (9)	67
2018 House Vote: Democrat	13% (49)	16% (61)	7% (26)	41% (153)	4% (14)	15% (55)	4% (15)	373
2018 House Vote: Republican	13% (27)	17% (35)	5% (11)	41% (83)	4% (9)	11% (22)	9% (18)	205
2016 Vote: Hillary Clinton	14% (50)	16% (57)	6% (23)	42% (152)	4% (13)	16% (57)	3% (12)	364
2016 Vote: Donald Trump	14% (29)	18% (39)	4% (10)	42% (92)	4% (8)	10% (21)	8% (18)	217
2016 Vote: Didn't Vote	15% (57)	15% (59)	4% (14)	38% (147)	5% (18)	12% (45)	11% (41)	382
Voted in 2014: Yes	12% (61)	17% (85)	6% (30)	43% (214)	4% (21)	13% (63)	6% (28)	502
Voted in 2014: No	15% (77)	15% (75)	4% (19)	39% (193)	4% (19)	13% (64)	10% (50)	497
2012 Vote: Barack Obama	13% (49)	16% (59)	7% (26)	41% (156)	4% (17)	15% (57)	5% (18)	382
2012 Vote: Mitt Romney	14% (18)	13% (17)	6% (7)	45% (58)	2% (3)	10% (13)	9% (12)	128
2012 Vote: Didn't Vote	15% (70)	17% (80)	3% (16)	39% (182)	4% (21)	12% (54)	10% (46)	468
4-Region: Northeast	16% (27)	17% (30)	6% (11)	39% (66)	2% (4)	13% (22)	7% (12)	170
4-Region: Midwest	14% (14)	17% (16)	7% (7)	37% (36)	7% (7)	11% (11)	7% (6)	97
4-Region: South	14% (61)	15% (68)	4% (16)	43% (189)	4% (20)	13% (57)	8% (34)	445
4-Region: West	13% (37)	16% (46)	5% (15)	40% (115)	4% (10)	13% (37)	9% (26)	286

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Table MCFE29_8: Consider your favorite brands for the following types of products. For each type of product, which of the following is the closest to how you first became aware of the brand that is your favorite?
Skincare

Demographic	It's the same product used by my parent/guardian	It was recommended by a friend or a different family member	I saw it in a show or movie	My own research	A celebrity or social media influencer used or recommended it	I saw it in an advertisement	Another way	Total N
Hispanic Adults	14% (138)	16% (160)	5% (49)	41% (407)	4% (40)	13% (127)	8% (78)	999
Mexican	17% (79)	15% (70)	6% (27)	38% (178)	5% (26)	10% (46)	8% (39)	465
Puerto Rican	16% (28)	13% (23)	3% (6)	42% (74)	3% (5)	18% (31)	7% (12)	179
Cuban	3% (3)	21% (17)	3% (3)	44% (36)	4% (3)	16% (13)	8% (7)	81
Other South American	9% (11)	19% (23)	4% (4)	50% (59)	3% (4)	9% (11)	6% (7)	119
Speaks only English at home	11% (30)	12% (32)	4% (11)	46% (122)	2% (6)	11% (29)	14% (36)	265
Speaks mostly English at home	14% (36)	18% (46)	2% (6)	37% (94)	4% (10)	15% (37)	9% (23)	254
Speaks both English and Spanish at home	16% (51)	15% (48)	7% (22)	42% (135)	4% (14)	11% (35)	5% (18)	323
Speaks mostly Spanish at home	8% (9)	24% (26)	4% (4)	41% (46)	6% (6)	16% (18)	2% (2)	111
Trump supporter	14% (37)	18% (50)	6% (16)	40% (108)	2% (6)	11% (29)	9% (25)	272
Biden supporter	14% (83)	15% (88)	5% (31)	40% (228)	5% (29)	14% (83)	6% (32)	573
Sports fans	15% (110)	17% (120)	6% (42)	38% (275)	4% (31)	13% (91)	7% (47)	717
Avid sports fans	19% (55)	19% (57)	8% (23)	33% (99)	5% (14)	12% (35)	5% (16)	299
Sports fans, Age: 18-34	17% (42)	17% (43)	7% (18)	39% (99)	7% (17)	8% (19)	6% (16)	253
Sports fans, Age: 35-44	18% (33)	18% (33)	9% (15)	35% (63)	4% (8)	13% (24)	3% (6)	182
Sports fans, Age: 45-64	13% (26)	14% (30)	2% (4)	43% (91)	3% (5)	16% (34)	9% (19)	209
Sports fans, Age: 65+	13% (10)	20% (14)	6% (4)	32% (23)	2% (1)	20% (14)	8% (6)	73
Movie studios should diversify teams	14% (98)	17% (116)	5% (35)	40% (278)	4% (31)	13% (93)	6% (41)	691
Movie studios should diversify stories	15% (89)	17% (102)	5% (32)	39% (234)	5% (28)	13% (78)	5% (32)	595
Concerned about Covid	14% (118)	16% (134)	5% (41)	40% (342)	5% (40)	13% (113)	8% (67)	856
No experience with Covid	14% (47)	15% (48)	5% (17)	41% (134)	2% (7)	13% (43)	9% (28)	326
Health care major factor for election	14% (92)	16% (104)	5% (31)	42% (273)	5% (31)	13% (85)	6% (41)	658
Social media users	14% (136)	16% (157)	5% (48)	41% (397)	4% (40)	13% (122)	8% (74)	975
WhatsApp users	15% (69)	18% (85)	5% (24)	40% (187)	5% (23)	13% (62)	5% (23)	474
WeChat users	18% (11)	20% (12)	13% (8)	22% (13)	12% (7)	11% (7)	4% (2)	61

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Table MCFE29_8: Consider your favorite brands for the following types of products. For each type of product, which of the following is the closest to how you first became aware of the brand that is your favorite?
Skincare

Demographic	It's the same product used by my parent/guardian	It was recommended by a friend or a different family member	I saw it in a show or movie	My own research	A celebrity or social media influencer used or recommended it	I saw it in an advertisement	Another way	Total N
Hispanic Adults	14% (138)	16% (160)	5% (49)	41% (407)	4% (40)	13% (127)	8% (78)	999
Social media news source at least once a week	15% (102)	17% (118)	5% (37)	39% (267)	5% (32)	12% (80)	6% (42)	679

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

Table MCFE29_9: Consider your favorite brands for the following types of products. For each type of product, which of the following is the closest to how you first became aware of the brand that is your favorite?
Beauty product

Demographic	It's the same product used by my parent/guardian	It was recommended by a friend or a different family member	I saw it in a show or movie	My own research	A celebrity or social media influencer used or recommended it	I saw it in an advertisement	Another way	Total N
Hispanic Adults	13% (125)	16% (157)	4% (41)	42% (423)	5% (48)	12% (116)	9% (89)	999
Gender: Male	14% (68)	17% (84)	5% (23)	38% (189)	4% (22)	12% (62)	10% (52)	500
Gender: Female	12% (58)	15% (73)	4% (19)	47% (233)	5% (26)	11% (54)	7% (37)	499
Age: 18-34	16% (59)	18% (69)	5% (19)	36% (136)	6% (21)	9% (34)	11% (40)	378
Age: 35-44	14% (30)	17% (38)	6% (12)	41% (92)	6% (14)	9% (21)	6% (14)	222
Age: 45-64	8% (22)	11% (32)	3% (8)	51% (149)	3% (8)	15% (45)	9% (27)	290
Age: 65+	13% (14)	16% (18)	2% (3)	42% (46)	4% (4)	15% (16)	7% (8)	110
GenZers: 1997-2012	19% (26)	20% (27)	3% (4)	32% (43)	9% (12)	10% (14)	8% (11)	137
Millennials: 1981-1996	15% (53)	17% (61)	6% (20)	39% (142)	6% (21)	8% (29)	10% (35)	361
GenXers: 1965-1980	9% (27)	13% (37)	4% (11)	47% (136)	2% (6)	15% (43)	10% (29)	289
Baby Boomers: 1946-1964	9% (18)	14% (27)	3% (6)	49% (94)	4% (7)	15% (28)	6% (11)	191
PID: Dem (no lean)	13% (56)	15% (68)	4% (19)	42% (186)	5% (23)	15% (65)	6% (28)	444
PID: Ind (no lean)	12% (39)	15% (48)	4% (12)	45% (144)	4% (13)	7% (22)	13% (41)	319
PID: Rep (no lean)	13% (30)	17% (41)	5% (11)	39% (93)	5% (12)	12% (29)	8% (20)	236
PID/Gender: Dem Men	13% (25)	17% (34)	4% (8)	36% (72)	5% (10)	18% (37)	7% (13)	199
PID/Gender: Dem Women	12% (30)	14% (33)	5% (11)	46% (114)	5% (13)	12% (28)	6% (15)	245
PID/Gender: Ind Men	14% (22)	13% (20)	5% (7)	45% (70)	5% (7)	5% (8)	15% (23)	156
PID/Gender: Ind Women	11% (17)	18% (29)	3% (5)	46% (74)	4% (6)	9% (14)	11% (18)	162
PID/Gender: Rep Men	14% (20)	21% (30)	6% (8)	33% (47)	3% (5)	12% (17)	11% (16)	144
PID/Gender: Rep Women	11% (10)	12% (11)	3% (3)	49% (45)	8% (7)	13% (12)	4% (4)	92
Ideo: Liberal (1-3)	14% (47)	18% (60)	4% (12)	45% (155)	5% (16)	9% (31)	6% (20)	341
Ideo: Moderate (4)	13% (43)	16% (55)	4% (12)	40% (135)	5% (16)	12% (40)	11% (36)	337
Ideo: Conservative (5-7)	9% (20)	12% (28)	6% (13)	44% (100)	7% (15)	15% (34)	7% (16)	227

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Table MCFE29_9: Consider your favorite brands for the following types of products. For each type of product, which of the following is the closest to how you first became aware of the brand that is your favorite?
Beauty product

Demographic	It's the same product used by my parent/guardian	It was recommended by a friend or a different family member	I saw it in a show or movie	My own research	A celebrity or social media influencer used or recommended it	I saw it in an advertisement	Another way	Total N
Hispanic Adults	13% (125)	16% (157)	4% (41)	42% (423)	5% (48)	12% (116)	9% (89)	999
Educ: < College	13% (76)	14% (82)	4% (22)	41% (235)	4% (24)	13% (77)	11% (63)	579
Educ: Bachelors degree	11% (29)	17% (45)	3% (9)	46% (119)	5% (14)	11% (29)	6% (14)	260
Educ: Post-grad	13% (21)	19% (30)	6% (10)	43% (68)	6% (10)	6% (9)	7% (11)	160
Income: Under 50k	15% (76)	16% (82)	3% (18)	39% (200)	5% (26)	12% (61)	10% (52)	514
Income: 50k-100k	11% (34)	12% (37)	5% (17)	48% (151)	5% (15)	11% (35)	7% (23)	313
Income: 100k+	9% (15)	23% (39)	4% (6)	42% (72)	4% (6)	11% (19)	8% (14)	171
Ethnicity: White	10% (61)	17% (111)	4% (28)	44% (280)	5% (34)	11% (72)	8% (48)	633
Ethnicity: Hispanic	13% (125)	16% (157)	4% (41)	42% (423)	5% (48)	12% (116)	9% (89)	999
Ethnicity: Black	17% (10)	9% (5)	5% (3)	39% (23)	9% (5)	11% (6)	10% (6)	57
Ethnicity: Other	18% (55)	13% (41)	4% (11)	39% (120)	3% (8)	12% (38)	11% (35)	309
All Christian	13% (71)	16% (86)	5% (25)	42% (232)	4% (24)	13% (70)	8% (46)	553
Agnostic/Nothing in particular	12% (28)	16% (37)	4% (9)	44% (103)	4% (10)	8% (18)	12% (28)	233
Something Else	13% (18)	14% (18)	3% (4)	44% (59)	5% (7)	14% (19)	6% (8)	133
Evangelical	18% (42)	16% (37)	6% (13)	37% (87)	6% (13)	12% (29)	7% (16)	238
Non-Evangelical	10% (45)	15% (65)	4% (15)	46% (198)	4% (18)	13% (56)	9% (37)	435
Community: Urban	14% (63)	17% (78)	5% (22)	38% (173)	7% (30)	10% (47)	9% (41)	454
Community: Suburban	10% (44)	14% (58)	4% (16)	48% (205)	4% (16)	13% (56)	8% (37)	431
Community: Rural	16% (19)	19% (21)	3% (4)	39% (44)	1% (1)	12% (14)	10% (11)	114

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Table MCFE29_9: Consider your favorite brands for the following types of products. For each type of product, which of the following is the closest to how you first became aware of the brand that is your favorite?
Beauty product

Demographic	It's the same product used by my parent/guardian	It was recommended by a friend or a different family member	I saw it in a show or movie	My own research	A celebrity or social media influencer used or recommended it	I saw it in an advertisement	Another way	Total N
Hispanic Adults	13% (125)	16% (157)	4% (41)	42% (423)	5% (48)	12% (116)	9% (89)	999
Employ: Private Sector	14% (51)	18% (68)	5% (17)	41% (151)	6% (22)	11% (41)	5% (20)	370
Employ: Government	11% (8)	11% (9)	4% (3)	51% (38)	8% (6)	8% (6)	6% (5)	75
Employ: Self-Employed	7% (7)	8% (7)	4% (4)	58% (55)	3% (2)	11% (10)	10% (10)	95
Employ: Student	15% (10)	28% (18)	3% (2)	24% (15)	4% (3)	7% (5)	19% (12)	64
Employ: Retired	13% (15)	15% (17)	3% (4)	43% (52)	3% (3)	16% (19)	8% (9)	120
Employ: Unemployed	15% (23)	14% (23)	3% (5)	41% (64)	4% (6)	12% (18)	11% (17)	156
Employ: Other	12% (8)	17% (12)	8% (6)	32% (22)	4% (3)	12% (9)	15% (11)	70
Military HH: Yes	13% (16)	19% (22)	4% (4)	39% (46)	5% (6)	11% (13)	8% (9)	117
Military HH: No	12% (110)	15% (135)	4% (37)	43% (377)	5% (41)	12% (102)	9% (80)	882
RD/WT: Right Direction	12% (34)	18% (48)	5% (13)	41% (110)	7% (18)	10% (28)	8% (22)	270
RD/WT: Wrong Track	13% (92)	15% (110)	4% (29)	43% (313)	4% (30)	12% (88)	9% (67)	729
Trump Job Approve	13% (41)	15% (49)	5% (15)	43% (138)	5% (16)	11% (34)	8% (26)	320
Trump Job Disapprove	13% (82)	16% (99)	4% (26)	41% (262)	5% (31)	12% (78)	9% (55)	633
Trump Job Strongly Approve	15% (26)	13% (23)	4% (6)	39% (67)	7% (11)	14% (23)	8% (14)	170
Trump Job Somewhat Approve	10% (15)	17% (26)	6% (9)	47% (71)	4% (5)	7% (11)	8% (13)	150
Trump Job Somewhat Disapprove	13% (17)	22% (29)	2% (2)	38% (51)	7% (9)	9% (12)	9% (12)	134
Trump Job Strongly Disapprove	13% (64)	14% (71)	5% (24)	42% (210)	4% (22)	13% (65)	8% (42)	499
Favorable of Trump	14% (45)	18% (57)	3% (11)	41% (129)	5% (15)	10% (33)	9% (28)	318
Unfavorable of Trump	12% (73)	15% (93)	5% (29)	42% (264)	5% (30)	13% (80)	8% (52)	622
Very Favorable of Trump	16% (29)	14% (25)	4% (7)	38% (68)	7% (13)	13% (23)	8% (14)	180
Somewhat Favorable of Trump	11% (16)	23% (32)	3% (4)	44% (61)	2% (3)	7% (9)	10% (13)	138
Somewhat Unfavorable of Trump	11% (12)	16% (17)	5% (5)	44% (47)	5% (5)	12% (12)	7% (8)	106
Very Unfavorable of Trump	12% (61)	15% (76)	5% (24)	42% (217)	5% (25)	13% (68)	9% (44)	515

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Table MCFE29_9: Consider your favorite brands for the following types of products. For each type of product, which of the following is the closest to how you first became aware of the brand that is your favorite?
Beauty product

Demographic	It's the same product used by my parent/guardian	It was recommended by a friend or a different family member	I saw it in a show or movie	My own research	A celebrity or social media influencer used or recommended it	I saw it in an advertisement	Another way	Total N
Hispanic Adults	13% (125)	16% (157)	4% (41)	42% (423)	5% (48)	12% (116)	9% (89)	999
#1 Issue: Economy	12% (46)	16% (61)	3% (12)	44% (172)	4% (17)	12% (45)	9% (35)	388
#1 Issue: Security	12% (9)	9% (7)	5% (4)	40% (31)	8% (6)	18% (14)	7% (5)	77
#1 Issue: Health Care	11% (24)	18% (38)	4% (9)	42% (89)	6% (12)	12% (25)	7% (15)	213
#1 Issue: Medicare / Social Security	10% (8)	18% (14)	7% (5)	42% (32)	4% (3)	9% (7)	9% (7)	76
#1 Issue: Women's Issues	21% (14)	17% (11)	2% (1)	36% (23)	9% (6)	10% (7)	6% (4)	65
#1 Issue: Education	20% (11)	19% (11)	5% (3)	43% (24)	— (0)	7% (4)	7% (4)	57
#1 Issue: Energy	8% (4)	19% (11)	9% (5)	35% (19)	6% (4)	13% (7)	10% (5)	56
#1 Issue: Other	14% (9)	7% (5)	3% (2)	48% (32)	— (0)	9% (6)	20% (13)	67
2018 House Vote: Democrat	11% (40)	17% (62)	6% (22)	44% (165)	6% (22)	12% (45)	4% (17)	373
2018 House Vote: Republican	12% (26)	16% (33)	4% (9)	41% (84)	5% (11)	11% (23)	9% (19)	205
2016 Vote: Hillary Clinton	10% (37)	16% (56)	6% (21)	44% (160)	5% (20)	14% (51)	5% (18)	364
2016 Vote: Donald Trump	14% (29)	12% (27)	4% (8)	47% (101)	5% (11)	10% (22)	9% (19)	217
2016 Vote: Didn't Vote	15% (58)	17% (63)	3% (13)	38% (144)	4% (16)	11% (42)	12% (45)	382
Voted in 2014: Yes	10% (49)	16% (82)	4% (21)	47% (234)	5% (24)	11% (56)	7% (36)	502
Voted in 2014: No	15% (77)	15% (76)	4% (21)	38% (189)	5% (23)	12% (60)	11% (53)	497
2012 Vote: Barack Obama	8% (30)	18% (68)	4% (15)	47% (178)	5% (20)	12% (46)	6% (24)	382
2012 Vote: Mitt Romney	13% (17)	12% (15)	4% (5)	46% (59)	4% (5)	10% (12)	11% (14)	128
2012 Vote: Didn't Vote	16% (75)	15% (72)	5% (21)	37% (175)	5% (22)	12% (55)	10% (48)	468
4-Region: Northeast	15% (25)	14% (24)	6% (10)	40% (69)	7% (12)	11% (18)	7% (12)	170
4-Region: Midwest	18% (18)	14% (14)	7% (7)	41% (40)	3% (3)	11% (11)	5% (4)	97
4-Region: South	10% (46)	15% (68)	3% (15)	45% (202)	5% (21)	12% (55)	9% (39)	445
4-Region: West	13% (36)	18% (51)	3% (9)	39% (112)	4% (12)	11% (31)	12% (34)	286

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Table MCFE29_9: Consider your favorite brands for the following types of products. For each type of product, which of the following is the closest to how you first became aware of the brand that is your favorite?
Beauty product

Demographic	It's the same product used by my parent/guardian	It was recommended by a friend or a different family member	I saw it in a show or movie	My own research	A celebrity or social media influencer used or recommended it	I saw it in an advertisement	Another way	Total N
Hispanic Adults	13% (125)	16% (157)	4% (41)	42% (423)	5% (48)	12% (116)	9% (89)	999
Mexican	14% (66)	16% (72)	5% (22)	40% (188)	5% (22)	11% (51)	10% (44)	465
Puerto Rican	15% (26)	12% (22)	3% (5)	43% (77)	7% (13)	12% (22)	8% (14)	179
Cuban	6% (5)	15% (12)	6% (5)	47% (38)	6% (5)	14% (11)	7% (5)	81
Other South American	10% (12)	23% (27)	2% (3)	44% (53)	4% (5)	11% (13)	5% (6)	119
Speaks only English at home	11% (28)	12% (33)	4% (9)	46% (123)	4% (12)	10% (26)	13% (34)	265
Speaks mostly English at home	12% (31)	17% (43)	3% (7)	41% (105)	2% (6)	14% (35)	11% (28)	254
Speaks both English and Spanish at home	13% (43)	16% (52)	5% (15)	44% (144)	6% (18)	10% (31)	6% (20)	323
Speaks mostly Spanish at home	15% (16)	21% (23)	4% (4)	38% (42)	6% (7)	12% (13)	5% (5)	111
Trump supporter	14% (39)	13% (36)	4% (11)	42% (115)	5% (13)	11% (31)	10% (27)	272
Biden supporter	11% (66)	17% (99)	5% (26)	41% (235)	6% (32)	14% (79)	6% (36)	573
Sports fans	13% (96)	16% (117)	4% (32)	41% (294)	5% (38)	11% (80)	8% (60)	717
Avid sports fans	14% (43)	18% (53)	6% (17)	36% (108)	7% (21)	13% (38)	6% (19)	299
Sports fans, Age: 18-34	16% (41)	19% (49)	6% (15)	36% (91)	6% (14)	9% (22)	9% (22)	253
Sports fans, Age: 35-44	15% (28)	16% (30)	6% (10)	41% (74)	7% (13)	10% (17)	5% (9)	182
Sports fans, Age: 45-64	8% (17)	12% (25)	3% (6)	48% (100)	3% (7)	16% (33)	11% (22)	209
Sports fans, Age: 65+	15% (11)	19% (14)	1% (1)	40% (29)	6% (4)	11% (8)	8% (6)	73
Movie studios should diversify teams	13% (89)	17% (120)	4% (29)	42% (290)	5% (37)	11% (77)	7% (49)	691
Movie studios should diversify stories	14% (83)	18% (110)	5% (31)	39% (234)	6% (33)	11% (63)	7% (40)	595
Concerned about Covid	13% (111)	16% (134)	4% (38)	41% (348)	5% (45)	12% (106)	9% (73)	856
No experience with Covid	15% (48)	12% (38)	5% (17)	40% (132)	3% (11)	12% (40)	12% (41)	326
Health care major factor for election	13% (86)	16% (108)	4% (25)	42% (274)	6% (37)	12% (81)	7% (47)	658
Social media users	13% (123)	16% (156)	4% (41)	42% (413)	5% (48)	11% (109)	9% (84)	975
WhatsApp users	13% (60)	17% (80)	5% (24)	41% (192)	6% (30)	11% (54)	7% (34)	474
WeChat users	19% (12)	19% (12)	8% (5)	23% (14)	18% (11)	8% (5)	4% (3)	61

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Table MCFE29_9: Consider your favorite brands for the following types of products. For each type of product, which of the following is the closest to how you first became aware of the brand that is your favorite?

Beauty product

Demographic	It's the same product used by my parent/guardian	It was recommended by a friend or a different family member	I saw it in a show or movie	My own research	A celebrity or social media influencer used or recommended it	I saw it in an advertisement	Another way	Total N
Hispanic Adults	13% (125)	16% (157)	4% (41)	42% (423)	5% (48)	12% (116)	9% (89)	999
Social media news source at least once a week	14% (97)	17% (114)	5% (32)	41% (277)	5% (33)	11% (74)	8% (52)	679

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

Table MCFE29_10: Consider your favorite brands for the following types of products. For each type of product, which of the following is the closest to how you first became aware of the brand that is your favorite?
Personal computer

Demographic	It's the same product used by my parent/guardian	It was recommended by a friend or a different family member	I saw it in a show or movie	My own research	A celebrity or social media influencer used or recommended it	I saw it in an advertisement	Another way	Total N
Hispanic Adults	11% (108)	16% (158)	4% (39)	50% (497)	3% (31)	9% (86)	8% (80)	999
Gender: Male	12% (62)	15% (75)	4% (20)	50% (251)	4% (18)	8% (42)	6% (32)	500
Gender: Female	9% (46)	17% (83)	4% (19)	49% (247)	3% (12)	9% (44)	10% (48)	499
Age: 18-34	18% (67)	14% (53)	4% (17)	41% (155)	5% (17)	10% (39)	8% (29)	378
Age: 35-44	12% (26)	13% (29)	7% (16)	51% (113)	4% (8)	5% (12)	8% (17)	222
Age: 45-64	4% (11)	15% (44)	2% (4)	60% (174)	1% (4)	9% (27)	9% (25)	290
Age: 65+	3% (4)	29% (31)	2% (2)	50% (55)	1% (1)	7% (8)	8% (9)	110
GenZers: 1997-2012	19% (26)	17% (24)	6% (8)	35% (48)	7% (10)	10% (13)	7% (9)	137
Millennials: 1981-1996	16% (57)	13% (46)	5% (18)	47% (170)	3% (11)	8% (30)	8% (28)	361
GenXers: 1965-1980	6% (16)	15% (44)	4% (11)	56% (161)	2% (6)	9% (25)	9% (25)	289
Baby Boomers: 1946-1964	4% (7)	20% (39)	2% (3)	55% (106)	2% (4)	9% (17)	8% (16)	191
PID: Dem (no lean)	10% (45)	16% (69)	4% (20)	51% (228)	2% (10)	10% (43)	7% (30)	444
PID: Ind (no lean)	10% (33)	14% (44)	2% (8)	51% (162)	3% (10)	8% (25)	12% (37)	319
PID: Rep (no lean)	13% (30)	19% (44)	5% (12)	46% (108)	5% (11)	8% (18)	6% (14)	236
PID/Gender: Dem Men	11% (22)	15% (30)	6% (11)	51% (102)	2% (5)	10% (19)	6% (11)	199
PID/Gender: Dem Women	10% (23)	16% (39)	4% (9)	52% (126)	2% (5)	10% (24)	7% (18)	245
PID/Gender: Ind Men	9% (15)	14% (23)	2% (2)	54% (84)	4% (6)	7% (11)	10% (15)	156
PID/Gender: Ind Women	11% (18)	13% (22)	3% (5)	48% (77)	2% (4)	9% (15)	13% (21)	162
PID/Gender: Rep Men	18% (26)	16% (22)	4% (6)	45% (64)	5% (7)	8% (12)	4% (5)	144
PID/Gender: Rep Women	4% (4)	24% (22)	6% (6)	47% (43)	4% (3)	6% (6)	9% (8)	92
Ideo: Liberal (1-3)	10% (36)	17% (58)	3% (10)	52% (179)	3% (10)	8% (28)	6% (21)	341
Ideo: Moderate (4)	12% (41)	15% (52)	3% (10)	51% (173)	1% (5)	7% (25)	9% (31)	337
Ideo: Conservative (5-7)	8% (17)	17% (38)	7% (16)	52% (117)	4% (9)	8% (17)	5% (11)	227

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Table MCFE29_10: Consider your favorite brands for the following types of products. For each type of product, which of the following is the closest to how you first became aware of the brand that is your favorite?

Personal computer

Demographic	It's the same product used by my parent/guardian	It was recommended by a friend or a different family member	I saw it in a show or movie	My own research	A celebrity or social media influencer used or recommended it	I saw it in an advertisement	Another way	Total N
Hispanic Adults	11% (108)	16% (158)	4% (39)	50% (497)	3% (31)	9% (86)	8% (80)	999
Educ: < College	11% (63)	16% (93)	3% (20)	46% (265)	4% (21)	10% (56)	11% (62)	579
Educ: Bachelors degree	11% (29)	13% (35)	5% (12)	58% (150)	2% (6)	6% (16)	5% (12)	260
Educ: Post-grad	10% (15)	19% (30)	5% (7)	52% (82)	3% (4)	9% (14)	4% (6)	160
Income: Under 50k	13% (65)	16% (84)	4% (19)	45% (230)	3% (16)	10% (50)	10% (52)	514
Income: 50k-100k	9% (28)	14% (45)	3% (10)	58% (182)	3% (9)	7% (21)	6% (17)	313
Income: 100k+	9% (15)	17% (29)	6% (10)	50% (85)	4% (6)	9% (15)	6% (11)	171
Ethnicity: White	11% (67)	16% (104)	4% (24)	52% (329)	3% (18)	8% (51)	6% (40)	633
Ethnicity: Hispanic	11% (108)	16% (158)	4% (39)	50% (497)	3% (31)	9% (86)	8% (80)	999
Ethnicity: Black	12% (7)	6% (3)	7% (4)	53% (30)	4% (2)	7% (4)	11% (7)	57
Ethnicity: Other	11% (34)	16% (51)	4% (11)	45% (138)	4% (11)	10% (31)	11% (33)	309
All Christian	11% (63)	17% (92)	5% (27)	49% (271)	3% (19)	7% (39)	8% (43)	553
Agnostic/Nothing in particular	11% (25)	15% (35)	2% (6)	51% (119)	2% (4)	8% (18)	11% (27)	233
Something Else	8% (10)	17% (23)	3% (4)	49% (65)	3% (5)	14% (18)	7% (9)	133
Evangelical	15% (36)	15% (35)	6% (15)	44% (106)	3% (8)	9% (22)	7% (16)	238
Non-Evangelical	8% (33)	18% (78)	3% (14)	52% (226)	4% (15)	7% (32)	8% (36)	435
Community: Urban	13% (61)	17% (79)	5% (21)	43% (196)	3% (15)	10% (46)	8% (36)	454
Community: Suburban	8% (36)	15% (66)	4% (16)	57% (245)	3% (12)	7% (31)	6% (25)	431
Community: Rural	10% (12)	11% (13)	1% (1)	49% (56)	3% (3)	8% (9)	17% (19)	114

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Table MCFE29_10: Consider your favorite brands for the following types of products. For each type of product, which of the following is the closest to how you first became aware of the brand that is your favorite?
Personal computer

Demographic	It's the same product used by my parent/guardian	It was recommended by a friend or a different family member	I saw it in a show or movie	My own research	A celebrity or social media influencer used or recommended it	I saw it in an advertisement	Another way	Total N
Hispanic Adults	11% (108)	16% (158)	4% (39)	50% (497)	3% (31)	9% (86)	8% (80)	999
Employ: Private Sector	13% (46)	16% (58)	5% (17)	51% (188)	3% (12)	9% (33)	4% (15)	370
Employ: Government	14% (10)	16% (12)	7% (5)	49% (37)	4% (3)	7% (6)	3% (2)	75
Employ: Self-Employed	8% (8)	8% (7)	5% (5)	61% (58)	2% (2)	5% (5)	11% (10)	95
Employ: Student	17% (11)	18% (12)	2% (1)	38% (24)	9% (6)	6% (4)	10% (6)	64
Employ: Retired	2% (2)	25% (30)	2% (2)	52% (62)	2% (3)	9% (10)	8% (10)	120
Employ: Unemployed	11% (18)	17% (26)	3% (4)	46% (72)	1% (1)	9% (13)	13% (21)	156
Employ: Other	13% (9)	9% (7)	5% (4)	40% (28)	4% (3)	14% (10)	14% (10)	70
Military HH: Yes	13% (15)	14% (17)	6% (8)	51% (60)	3% (3)	9% (11)	3% (4)	117
Military HH: No	10% (93)	16% (141)	4% (32)	50% (437)	3% (27)	9% (76)	9% (76)	882
RD/WT: Right Direction	13% (36)	17% (47)	7% (18)	43% (116)	5% (14)	9% (24)	6% (15)	270
RD/WT: Wrong Track	10% (71)	15% (111)	3% (21)	52% (381)	2% (17)	9% (63)	9% (64)	729
Trump Job Approve	12% (39)	16% (51)	6% (21)	46% (148)	4% (13)	8% (25)	7% (24)	320
Trump Job Disapprove	10% (65)	16% (99)	3% (19)	52% (329)	2% (15)	9% (56)	8% (49)	633
Trump Job Strongly Approve	13% (22)	18% (31)	5% (9)	43% (73)	4% (7)	11% (19)	6% (9)	170
Trump Job Somewhat Approve	11% (17)	13% (20)	8% (12)	50% (75)	4% (6)	4% (6)	9% (14)	150
Trump Job Somewhat Disapprove	12% (16)	17% (22)	1% (1)	56% (74)	3% (4)	7% (9)	5% (7)	134
Trump Job Strongly Disapprove	10% (49)	15% (77)	4% (18)	51% (255)	2% (11)	9% (47)	8% (42)	499
Favorable of Trump	11% (36)	16% (52)	6% (19)	47% (148)	4% (14)	8% (26)	7% (24)	318
Unfavorable of Trump	10% (62)	16% (97)	3% (19)	52% (324)	2% (14)	9% (56)	8% (50)	622
Very Favorable of Trump	13% (23)	17% (30)	7% (13)	43% (77)	4% (8)	10% (18)	5% (10)	180
Somewhat Favorable of Trump	10% (13)	15% (21)	4% (6)	51% (71)	4% (6)	5% (7)	10% (14)	138
Somewhat Unfavorable of Trump	9% (9)	16% (17)	5% (5)	54% (58)	4% (4)	8% (9)	4% (5)	106
Very Unfavorable of Trump	10% (53)	16% (80)	3% (14)	52% (266)	2% (10)	9% (47)	9% (46)	515

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Table MCFE29_10: Consider your favorite brands for the following types of products. For each type of product, which of the following is the closest to how you first became aware of the brand that is your favorite?
Personal computer

Demographic	It's the same product used by my parent/guardian	It was recommended by a friend or a different family member	I saw it in a show or movie	My own research	A celebrity or social media influencer used or recommended it	I saw it in an advertisement	Another way	Total N
Hispanic Adults	11% (108)	16% (158)	4% (39)	50% (497)	3% (31)	9% (86)	8% (80)	999
#1 Issue: Economy	11% (43)	15% (58)	4% (15)	53% (207)	3% (10)	6% (25)	8% (30)	388
#1 Issue: Security	16% (12)	16% (12)	3% (2)	46% (35)	2% (2)	11% (8)	6% (5)	77
#1 Issue: Health Care	8% (17)	17% (36)	6% (12)	49% (104)	4% (8)	9% (19)	8% (18)	213
#1 Issue: Medicare / Social Security	5% (4)	18% (14)	1% (1)	56% (42)	3% (2)	8% (6)	9% (7)	76
#1 Issue: Women's Issues	20% (13)	8% (5)	3% (2)	36% (24)	2% (1)	19% (12)	11% (7)	65
#1 Issue: Education	12% (7)	14% (8)	9% (5)	45% (26)	8% (5)	5% (3)	6% (3)	57
#1 Issue: Energy	13% (7)	20% (11)	3% (2)	56% (31)	3% (2)	2% (1)	2% (1)	56
#1 Issue: Other	6% (4)	20% (13)	— (0)	42% (28)	2% (1)	17% (11)	13% (8)	67
2018 House Vote: Democrat	10% (37)	15% (56)	4% (16)	55% (205)	2% (8)	8% (29)	6% (22)	373
2018 House Vote: Republican	12% (24)	15% (32)	4% (8)	50% (103)	5% (10)	7% (15)	6% (13)	205
2016 Vote: Hillary Clinton	9% (32)	16% (57)	3% (12)	56% (202)	3% (10)	8% (29)	6% (21)	364
2016 Vote: Donald Trump	11% (25)	15% (32)	4% (9)	52% (113)	3% (7)	7% (16)	7% (15)	217
2016 Vote: Didn't Vote	13% (50)	17% (64)	4% (17)	42% (162)	3% (12)	10% (39)	10% (39)	382
Voted in 2014: Yes	9% (45)	15% (75)	3% (15)	56% (282)	3% (15)	7% (36)	7% (33)	502
Voted in 2014: No	13% (63)	17% (83)	5% (24)	43% (215)	3% (16)	10% (51)	9% (47)	497
2012 Vote: Barack Obama	9% (32)	16% (62)	3% (13)	55% (209)	3% (12)	8% (30)	6% (24)	382
2012 Vote: Mitt Romney	10% (13)	15% (19)	3% (3)	56% (72)	3% (4)	6% (7)	7% (9)	128
2012 Vote: Didn't Vote	13% (63)	16% (75)	5% (23)	43% (201)	3% (14)	10% (47)	10% (46)	468
4-Region: Northeast	12% (20)	11% (18)	8% (13)	50% (85)	2% (4)	9% (16)	8% (13)	170
4-Region: Midwest	11% (11)	18% (17)	5% (4)	42% (41)	7% (6)	10% (10)	7% (7)	97
4-Region: South	10% (45)	15% (66)	3% (12)	55% (246)	1% (5)	9% (41)	7% (31)	445
4-Region: West	11% (31)	20% (56)	3% (10)	44% (125)	5% (16)	7% (19)	10% (29)	286

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Table MCFE29_10: Consider your favorite brands for the following types of products. For each type of product, which of the following is the closest to how you first became aware of the brand that is your favorite?
Personal computer

Demographic	It's the same product used by my parent/guardian	It was recommended by a friend or a different family member	I saw it in a show or movie	My own research	A celebrity or social media influencer used or recommended it	I saw it in an advertisement	Another way	Total N
Hispanic Adults	11% (108)	16% (158)	4% (39)	50% (497)	3% (31)	9% (86)	8% (80)	999
Mexican	12% (57)	17% (77)	3% (13)	50% (231)	3% (13)	8% (36)	8% (38)	465
Puerto Rican	10% (18)	13% (23)	4% (7)	48% (86)	4% (7)	12% (21)	9% (16)	179
Cuban	6% (5)	20% (17)	4% (4)	47% (38)	5% (4)	8% (6)	9% (7)	81
Other South American	12% (15)	18% (21)	5% (6)	53% (63)	2% (3)	5% (6)	5% (6)	119
Speaks only English at home	10% (27)	12% (31)	4% (10)	56% (149)	3% (9)	7% (18)	8% (21)	265
Speaks mostly English at home	9% (23)	15% (38)	2% (4)	49% (124)	3% (8)	10% (25)	12% (31)	254
Speaks both English and Spanish at home	12% (38)	18% (57)	6% (19)	49% (157)	3% (11)	7% (24)	5% (18)	323
Speaks mostly Spanish at home	9% (10)	19% (21)	3% (3)	49% (55)	2% (2)	11% (12)	6% (7)	111
Trump supporter	11% (30)	18% (50)	5% (15)	47% (126)	4% (12)	8% (21)	7% (18)	272
Biden supporter	11% (62)	16% (91)	4% (21)	52% (295)	2% (14)	9% (51)	7% (39)	573
Sports fans	12% (88)	15% (107)	5% (33)	49% (352)	3% (24)	8% (59)	8% (54)	717
Avid sports fans	15% (46)	14% (41)	7% (19)	45% (135)	4% (13)	10% (29)	5% (16)	299
Sports fans, Age: 18-34	21% (52)	12% (31)	5% (14)	42% (106)	5% (13)	9% (23)	6% (14)	253
Sports fans, Age: 35-44	13% (24)	14% (26)	8% (14)	49% (88)	4% (7)	6% (10)	7% (12)	182
Sports fans, Age: 45-64	4% (8)	15% (32)	2% (4)	58% (122)	2% (4)	10% (20)	10% (20)	209
Sports fans, Age: 65+	4% (3)	25% (18)	3% (2)	49% (36)	2% (1)	6% (4)	10% (8)	73
Movie studios should diversify teams	11% (75)	17% (120)	4% (30)	50% (347)	2% (14)	8% (57)	7% (47)	691
Movie studios should diversify stories	12% (71)	17% (103)	5% (28)	47% (282)	3% (16)	9% (54)	7% (40)	595
Concerned about Covid	11% (97)	15% (129)	4% (35)	50% (425)	3% (30)	8% (71)	8% (69)	856
No experience with Covid	11% (36)	15% (49)	4% (13)	47% (153)	3% (8)	7% (24)	13% (42)	326
Health care major factor for election	12% (76)	15% (101)	3% (23)	51% (335)	2% (14)	9% (56)	8% (53)	658
Social media users	11% (106)	16% (156)	4% (39)	50% (485)	3% (31)	8% (83)	8% (76)	975
WhatsApp users	12% (59)	17% (81)	5% (25)	48% (226)	3% (13)	9% (44)	6% (26)	474
WeChat users	28% (17)	16% (10)	8% (5)	31% (19)	7% (5)	8% (5)	2% (1)	61

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Table MCFE29_10: Consider your favorite brands for the following types of products. For each type of product, which of the following is the closest to how you first became aware of the brand that is your favorite?
Personal computer

Demographic	It's the same product used by my parent/guardian	It was recommended by a friend or a different family member	I saw it in a show or movie	My own research	A celebrity or social media influencer used or recommended it	I saw it in an advertisement	Another way	Total N
Hispanic Adults	11% (108)	16% (158)	4% (39)	50% (497)	3% (31)	9% (86)	8% (80)	999
Social media news source at least once a week	13% (88)	17% (118)	4% (30)	46% (316)	3% (20)	9% (63)	6% (44)	679

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

Table MCFE29_11: Consider your favorite brands for the following types of products. For each type of product, which of the following is the closest to how you first became aware of the brand that is your favorite?
Beer

Demographic	It's the same product used by my parent/guardian	It was recommended by a friend or a different family member	I saw it in a show or movie	My own research	A celebrity or social media influencer used or recommended it	I saw it in an advertisement	Another way	Total N
Hispanic Adults	19% (187)	18% (181)	3% (33)	31% (307)	3% (32)	10% (104)	15% (155)	999
Gender: Male	22% (111)	19% (92)	4% (21)	33% (166)	3% (14)	8% (41)	11% (54)	500
Gender: Female	15% (76)	18% (89)	2% (12)	28% (141)	4% (18)	13% (63)	20% (100)	499
Age: 18-34	23% (86)	18% (68)	5% (18)	26% (96)	5% (18)	6% (24)	17% (66)	378
Age: 35-44	21% (47)	21% (46)	3% (7)	29% (64)	4% (8)	10% (23)	13% (28)	222
Age: 45-64	15% (42)	17% (48)	2% (6)	38% (110)	1% (2)	14% (40)	14% (42)	290
Age: 65+	11% (12)	17% (19)	2% (3)	33% (37)	3% (4)	16% (18)	17% (18)	110
GenZers: 1997-2012	30% (41)	18% (24)	3% (4)	19% (25)	6% (8)	4% (6)	20% (27)	137
Millennials: 1981-1996	21% (75)	19% (68)	5% (16)	30% (107)	5% (17)	8% (27)	14% (51)	361
GenXers: 1965-1980	17% (48)	18% (53)	3% (7)	33% (94)	1% (2)	13% (38)	16% (46)	289
Baby Boomers: 1946-1964	11% (21)	17% (33)	3% (5)	38% (73)	2% (5)	15% (28)	13% (26)	191
PID: Dem (no lean)	21% (91)	19% (86)	3% (14)	30% (132)	3% (13)	12% (52)	12% (56)	444
PID: Ind (no lean)	18% (59)	14% (43)	3% (9)	32% (102)	3% (10)	8% (27)	21% (68)	319
PID: Rep (no lean)	16% (37)	22% (52)	5% (11)	31% (73)	3% (8)	11% (25)	13% (31)	236
PID/Gender: Dem Men	24% (48)	18% (37)	5% (9)	33% (66)	2% (4)	11% (22)	7% (14)	199
PID/Gender: Dem Women	18% (44)	20% (49)	2% (4)	27% (67)	4% (9)	13% (31)	17% (41)	245
PID/Gender: Ind Men	22% (35)	14% (22)	2% (3)	38% (59)	3% (5)	5% (7)	16% (26)	156
PID/Gender: Ind Women	15% (24)	13% (22)	3% (6)	27% (43)	3% (6)	12% (19)	26% (43)	162
PID/Gender: Rep Men	20% (29)	24% (34)	6% (9)	28% (41)	3% (5)	9% (13)	10% (14)	144
PID/Gender: Rep Women	9% (8)	19% (18)	3% (2)	34% (32)	4% (3)	14% (12)	18% (17)	92
Ideo: Liberal (1-3)	19% (65)	19% (65)	4% (15)	32% (108)	3% (12)	10% (33)	13% (45)	341
Ideo: Moderate (4)	21% (70)	16% (54)	3% (10)	31% (104)	2% (6)	11% (36)	17% (56)	337
Ideo: Conservative (5-7)	14% (32)	22% (50)	2% (6)	33% (75)	4% (8)	11% (25)	14% (31)	227

Continued on next page

Table MCFE29_11: Consider your favorite brands for the following types of products. For each type of product, which of the following is the closest to how you first became aware of the brand that is your favorite?
Beer

Demographic	It's the same product used by my parent/guardian	It was recommended by a friend or a different family member	I saw it in a show or movie	My own research	A celebrity or social media influencer used or recommended it	I saw it in an advertisement	Another way	Total N
Hispanic Adults	19% (187)	18% (181)	3% (33)	31% (307)	3% (32)	10% (104)	15% (155)	999
Educ: < College	19% (109)	16% (92)	3% (19)	29% (168)	3% (19)	11% (64)	19% (108)	579
Educ: Bachelors degree	20% (51)	21% (55)	3% (7)	35% (91)	3% (7)	9% (24)	9% (23)	260
Educ: Post-grad	17% (27)	21% (34)	4% (7)	30% (47)	3% (5)	10% (16)	14% (23)	160
Income: Under 50k	18% (94)	16% (84)	3% (17)	28% (146)	3% (17)	11% (58)	19% (99)	514
Income: 50k-100k	20% (62)	18% (58)	2% (7)	35% (110)	4% (12)	9% (28)	12% (38)	313
Income: 100k+	18% (31)	23% (39)	6% (10)	30% (51)	2% (3)	11% (19)	10% (17)	171
Ethnicity: White	17% (109)	18% (117)	3% (20)	32% (202)	2% (15)	12% (76)	15% (94)	633
Ethnicity: Hispanic	19% (187)	18% (181)	3% (33)	31% (307)	3% (32)	10% (104)	15% (155)	999
Ethnicity: Black	21% (12)	19% (11)	5% (3)	31% (18)	4% (3)	12% (7)	7% (4)	57
Ethnicity: Other	21% (66)	17% (53)	3% (11)	28% (87)	4% (14)	7% (22)	18% (56)	309
All Christian	20% (112)	18% (102)	3% (18)	31% (173)	3% (18)	10% (56)	13% (74)	553
Agnostic/Nothing in particular	17% (40)	19% (43)	2% (4)	33% (77)	3% (8)	9% (20)	17% (40)	233
Something Else	22% (29)	12% (17)	4% (5)	26% (35)	2% (2)	15% (20)	18% (24)	133
Evangelical	22% (53)	18% (44)	2% (5)	25% (60)	4% (10)	11% (27)	17% (40)	238
Non-Evangelical	19% (83)	17% (74)	4% (16)	33% (145)	2% (11)	11% (47)	13% (58)	435
Community: Urban	22% (101)	18% (82)	4% (18)	28% (127)	5% (23)	9% (43)	13% (61)	454
Community: Suburban	16% (70)	20% (87)	2% (9)	34% (145)	1% (5)	11% (46)	16% (69)	431
Community: Rural	15% (17)	11% (12)	6% (6)	30% (34)	3% (3)	14% (16)	22% (25)	114

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Table MCFE29_11: Consider your favorite brands for the following types of products. For each type of product, which of the following is the closest to how you first became aware of the brand that is your favorite?
Beer

Demographic	It's the same product used by my parent/guardian	It was recommended by a friend or a different family member	I saw it in a show or movie	My own research	A celebrity or social media influencer used or recommended it	I saw it in an advertisement	Another way	Total N
Hispanic Adults	19% (187)	18% (181)	3% (33)	31% (307)	3% (32)	10% (104)	15% (155)	999
Employ: Private Sector	22% (80)	20% (75)	5% (18)	32% (118)	3% (11)	8% (30)	10% (38)	370
Employ: Government	23% (17)	13% (10)	4% (3)	41% (31)	8% (6)	7% (6)	4% (3)	75
Employ: Self-Employed	15% (14)	24% (23)	2% (2)	28% (26)	1% (1)	11% (10)	19% (18)	95
Employ: Student	22% (14)	23% (15)	5% (3)	18% (11)	9% (6)	3% (2)	20% (13)	64
Employ: Retired	13% (15)	17% (20)	3% (3)	37% (44)	— (0)	15% (18)	16% (19)	120
Employ: Unemployed	18% (28)	15% (24)	1% (1)	27% (43)	3% (4)	12% (19)	23% (37)	156
Employ: Other	15% (10)	15% (11)	3% (2)	26% (18)	6% (4)	14% (10)	21% (15)	70
Military HH: Yes	13% (16)	21% (25)	3% (4)	37% (43)	2% (2)	14% (16)	10% (11)	117
Military HH: No	19% (172)	18% (156)	3% (30)	30% (264)	3% (29)	10% (88)	16% (143)	882
RD/WT: Right Direction	19% (52)	21% (57)	5% (12)	29% (80)	5% (12)	9% (23)	12% (33)	270
RD/WT: Wrong Track	19% (135)	17% (124)	3% (21)	31% (227)	3% (19)	11% (81)	17% (122)	729
Trump Job Approve	17% (55)	21% (66)	4% (12)	31% (98)	3% (10)	10% (32)	15% (47)	320
Trump Job Disapprove	20% (125)	17% (107)	3% (21)	31% (196)	3% (20)	11% (67)	15% (97)	633
Trump Job Strongly Approve	18% (31)	19% (32)	3% (5)	33% (55)	4% (6)	12% (20)	12% (20)	170
Trump Job Somewhat Approve	16% (24)	23% (34)	5% (7)	28% (42)	2% (4)	8% (12)	18% (27)	150
Trump Job Somewhat Disapprove	22% (29)	16% (22)	2% (3)	33% (44)	3% (5)	9% (12)	14% (19)	134
Trump Job Strongly Disapprove	19% (95)	17% (85)	4% (18)	30% (152)	3% (16)	11% (55)	16% (78)	499
Favorable of Trump	17% (55)	22% (69)	3% (10)	31% (98)	3% (9)	9% (30)	15% (47)	318
Unfavorable of Trump	19% (119)	17% (105)	3% (22)	31% (193)	3% (19)	11% (68)	15% (96)	622
Very Favorable of Trump	20% (35)	20% (36)	4% (7)	31% (55)	3% (5)	12% (21)	11% (20)	180
Somewhat Favorable of Trump	14% (20)	24% (33)	2% (3)	31% (43)	3% (4)	7% (9)	19% (26)	138
Somewhat Unfavorable of Trump	23% (24)	17% (18)	2% (2)	33% (35)	5% (5)	8% (8)	12% (13)	106
Very Unfavorable of Trump	18% (95)	17% (86)	4% (19)	31% (158)	3% (14)	12% (60)	16% (83)	515

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Table MCFE29_11: Consider your favorite brands for the following types of products. For each type of product, which of the following is the closest to how you first became aware of the brand that is your favorite?
Beer

Demographic	It's the same product used by my parent/guardian	It was recommended by a friend or a different family member	I saw it in a show or movie	My own research	A celebrity or social media influencer used or recommended it	I saw it in an advertisement	Another way	Total N
Hispanic Adults	19% (187)	18% (181)	3% (33)	31% (307)	3% (32)	10% (104)	15% (155)	999
#1 Issue: Economy	22% (84)	19% (72)	3% (12)	32% (125)	3% (10)	8% (33)	14% (54)	388
#1 Issue: Security	23% (18)	21% (16)	4% (3)	21% (16)	3% (2)	15% (12)	12% (10)	77
#1 Issue: Health Care	17% (35)	20% (42)	3% (7)	36% (76)	2% (4)	12% (25)	11% (23)	213
#1 Issue: Medicare / Social Security	7% (6)	14% (11)	4% (3)	31% (24)	3% (2)	18% (13)	23% (17)	76
#1 Issue: Women's Issues	24% (16)	15% (10)	2% (1)	28% (18)	5% (3)	5% (3)	22% (14)	65
#1 Issue: Education	16% (9)	17% (10)	5% (3)	25% (14)	8% (4)	10% (6)	19% (11)	57
#1 Issue: Energy	18% (10)	19% (11)	3% (2)	27% (15)	9% (5)	10% (5)	14% (8)	56
#1 Issue: Other	15% (10)	15% (10)	2% (2)	29% (20)	2% (1)	10% (7)	27% (18)	67
2018 House Vote: Democrat	18% (66)	19% (70)	4% (14)	34% (125)	3% (11)	12% (46)	11% (41)	373
2018 House Vote: Republican	18% (36)	17% (35)	4% (8)	32% (66)	4% (8)	11% (23)	13% (28)	205
2016 Vote: Hillary Clinton	18% (67)	19% (70)	4% (13)	33% (119)	2% (8)	14% (49)	10% (37)	364
2016 Vote: Donald Trump	17% (37)	19% (41)	4% (8)	34% (74)	5% (10)	10% (23)	12% (26)	217
2016 Vote: Didn't Vote	21% (81)	17% (65)	3% (12)	26% (100)	4% (13)	8% (30)	21% (80)	382
Voted in 2014: Yes	16% (80)	18% (88)	3% (16)	35% (175)	4% (18)	12% (61)	13% (63)	502
Voted in 2014: No	22% (107)	19% (93)	3% (17)	27% (132)	3% (13)	9% (43)	18% (92)	497
2012 Vote: Barack Obama	15% (58)	20% (76)	4% (14)	34% (129)	3% (12)	12% (47)	12% (45)	382
2012 Vote: Mitt Romney	20% (26)	14% (18)	3% (3)	34% (44)	1% (1)	12% (16)	16% (20)	128
2012 Vote: Didn't Vote	22% (103)	18% (85)	4% (16)	27% (125)	4% (17)	7% (35)	19% (87)	468
4-Region: Northeast	24% (40)	13% (21)	7% (11)	29% (50)	4% (8)	9% (16)	14% (24)	170
4-Region: Midwest	32% (31)	17% (16)	1% (1)	26% (25)	1% (1)	8% (7)	16% (16)	97
4-Region: South	14% (64)	20% (91)	3% (11)	34% (151)	2% (7)	12% (53)	15% (67)	445
4-Region: West	18% (52)	18% (52)	3% (10)	28% (82)	5% (15)	10% (28)	17% (48)	286

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Table MCFE29_11: Consider your favorite brands for the following types of products. For each type of product, which of the following is the closest to how you first became aware of the brand that is your favorite?
Beer

Demographic	It's the same product used by my parent/guardian	It was recommended by a friend or a different family member	I saw it in a show or movie	My own research	A celebrity or social media influencer used or recommended it	I saw it in an advertisement	Another way	Total N
Hispanic Adults	19% (187)	18% (181)	3% (33)	31% (307)	3% (32)	10% (104)	15% (155)	999
Mexican	21% (97)	20% (91)	3% (12)	30% (137)	3% (13)	9% (40)	16% (75)	465
Puerto Rican	16% (28)	15% (28)	5% (10)	32% (57)	4% (7)	16% (29)	11% (20)	179
Cuban	12% (9)	16% (13)	1% (1)	40% (33)	2% (1)	15% (12)	15% (12)	81
Other South American	24% (29)	20% (23)	4% (4)	28% (33)	3% (4)	8% (10)	13% (16)	119
Speaks only English at home	15% (39)	18% (47)	4% (10)	34% (91)	1% (3)	8% (22)	20% (53)	265
Speaks mostly English at home	18% (46)	16% (41)	2% (6)	28% (72)	4% (9)	11% (27)	21% (53)	254
Speaks both English and Spanish at home	21% (67)	21% (69)	3% (11)	29% (95)	5% (15)	11% (35)	10% (32)	323
Speaks mostly Spanish at home	24% (26)	18% (20)	3% (4)	33% (37)	3% (3)	10% (12)	9% (9)	111
Trump supporter	18% (48)	19% (52)	3% (9)	32% (86)	3% (8)	11% (30)	14% (39)	272
Biden supporter	20% (115)	19% (107)	4% (23)	30% (170)	3% (18)	11% (63)	14% (78)	573
Sports fans	21% (148)	19% (137)	4% (27)	31% (221)	3% (22)	10% (70)	13% (91)	717
Avid sports fans	27% (80)	21% (64)	5% (14)	28% (83)	2% (7)	9% (26)	8% (25)	299
Sports fans, Age: 18-34	24% (62)	20% (50)	6% (16)	28% (72)	5% (13)	6% (15)	11% (27)	253
Sports fans, Age: 35-44	23% (42)	22% (40)	3% (6)	26% (47)	3% (5)	10% (19)	12% (22)	182
Sports fans, Age: 45-64	16% (35)	15% (32)	2% (5)	39% (82)	— (1)	13% (26)	13% (28)	209
Sports fans, Age: 65+	14% (10)	21% (15)	— (0)	27% (20)	5% (4)	14% (10)	20% (14)	73
Movie studios should diversify teams	21% (142)	18% (125)	4% (27)	30% (207)	3% (18)	11% (73)	14% (99)	691
Movie studios should diversify stories	19% (116)	20% (121)	4% (23)	29% (170)	3% (19)	11% (63)	14% (83)	595
Concerned about Covid	20% (167)	18% (150)	3% (27)	30% (259)	4% (31)	11% (93)	15% (129)	856
No experience with Covid	21% (68)	14% (45)	3% (10)	30% (99)	2% (7)	12% (38)	18% (59)	326
Health care major factor for election	20% (129)	18% (119)	3% (23)	31% (204)	3% (18)	10% (66)	15% (99)	658
Social media users	19% (185)	18% (177)	3% (33)	31% (299)	3% (32)	10% (98)	15% (151)	975
WhatsApp users	22% (103)	20% (93)	4% (21)	30% (142)	3% (13)	10% (48)	11% (54)	474
WeChat users	21% (13)	30% (18)	2% (1)	22% (13)	12% (7)	9% (5)	4% (3)	61

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Table MCFE29_11: Consider your favorite brands for the following types of products. For each type of product, which of the following is the closest to how you first became aware of the brand that is your favorite?
Beer

Demographic	It's the same product used by my parent/guardian	It was recommended by a friend or a different family member	I saw it in a show or movie	My own research	A celebrity or social media influencer used or recommended it	I saw it in an advertisement	Another way	Total N
Hispanic Adults	19% (187)	18% (181)	3% (33)	31% (307)	3% (32)	10% (104)	15% (155)	999
Social media news source at least once a week	22% (151)	19% (128)	4% (28)	29% (195)	3% (22)	10% (69)	13% (86)	679

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

Table MCFE29_12: Consider your favorite brands for the following types of products. For each type of product, which of the following is the closest to how you first became aware of the brand that is your favorite?
Liquor

Demographic	It's the same product used by my parent/guardian	It was recommended by a friend or a different family member	I saw it in a show or movie	My own research	A celebrity or social media influencer used or recommended it	I saw it in an advertisement	Another way	Total N
Hispanic Adults	16% (158)	18% (184)	5% (50)	34% (338)	3% (27)	10% (103)	14% (139)	999
Gender: Male	19% (97)	18% (91)	5% (27)	34% (171)	3% (15)	8% (41)	11% (57)	500
Gender: Female	12% (61)	19% (92)	5% (23)	33% (166)	2% (12)	12% (62)	16% (82)	499
Age: 18-34	21% (78)	17% (63)	7% (25)	26% (99)	4% (15)	7% (28)	18% (69)	378
Age: 35-44	13% (29)	21% (47)	6% (14)	36% (80)	3% (8)	10% (22)	10% (23)	222
Age: 45-64	12% (35)	18% (52)	3% (8)	42% (121)	2% (5)	12% (34)	12% (36)	290
Age: 65+	14% (16)	19% (21)	3% (4)	34% (38)	— (0)	18% (20)	11% (12)	110
GenZers: 1997-2012	23% (31)	16% (22)	8% (11)	19% (25)	5% (7)	5% (7)	24% (33)	137
Millennials: 1981-1996	18% (66)	19% (68)	6% (23)	31% (112)	3% (11)	9% (32)	14% (49)	361
GenXers: 1965-1980	11% (31)	20% (58)	4% (11)	41% (117)	2% (7)	10% (29)	12% (35)	289
Baby Boomers: 1946-1964	14% (26)	18% (34)	3% (5)	39% (75)	1% (2)	15% (29)	11% (21)	191
PID: Dem (no lean)	17% (76)	19% (86)	5% (23)	32% (142)	3% (13)	12% (55)	11% (50)	444
PID: Ind (no lean)	15% (47)	14% (44)	4% (13)	36% (115)	3% (10)	8% (26)	20% (64)	319
PID: Rep (no lean)	15% (35)	22% (53)	6% (14)	34% (81)	2% (4)	10% (23)	11% (26)	236
PID/Gender: Dem Men	20% (40)	21% (41)	5% (11)	32% (64)	3% (6)	11% (21)	8% (16)	199
PID/Gender: Dem Women	14% (35)	18% (45)	5% (12)	32% (78)	3% (7)	14% (33)	14% (34)	245
PID/Gender: Ind Men	17% (26)	14% (22)	5% (8)	39% (60)	5% (8)	3% (5)	17% (27)	156
PID/Gender: Ind Women	13% (20)	14% (23)	3% (5)	34% (54)	1% (2)	13% (21)	22% (36)	162
PID/Gender: Rep Men	21% (30)	20% (28)	6% (9)	33% (47)	1% (1)	11% (15)	10% (14)	144
PID/Gender: Rep Women	6% (5)	27% (25)	6% (6)	37% (34)	3% (3)	8% (8)	12% (11)	92
Ideo: Liberal (1-3)	17% (59)	20% (69)	5% (16)	34% (118)	2% (7)	9% (32)	12% (40)	341
Ideo: Moderate (4)	17% (58)	18% (61)	4% (12)	34% (115)	3% (10)	10% (35)	14% (47)	337
Ideo: Conservative (5-7)	11% (25)	19% (43)	8% (18)	37% (83)	2% (6)	11% (24)	13% (29)	227

Continued on next page

Table MCFE29_12: Consider your favorite brands for the following types of products. For each type of product, which of the following is the closest to how you first became aware of the brand that is your favorite?
Liquor

Demographic	It's the same product used by my parent/guardian	It was recommended by a friend or a different family member	I saw it in a show or movie	My own research	A celebrity or social media influencer used or recommended it	I saw it in an advertisement	Another way	Total N
Hispanic Adults	16% (158)	18% (184)	5% (50)	34% (338)	3% (27)	10% (103)	14% (139)	999
Educ: < College	16% (93)	15% (87)	5% (31)	31% (181)	3% (17)	12% (70)	17% (101)	579
Educ: Bachelors degree	16% (42)	27% (70)	4% (11)	34% (89)	2% (5)	8% (21)	8% (21)	260
Educ: Post-grad	14% (23)	17% (27)	5% (8)	42% (68)	3% (5)	8% (12)	11% (17)	160
Income: Under 50k	16% (82)	16% (84)	6% (29)	30% (154)	3% (14)	12% (64)	17% (88)	514
Income: 50k-100k	17% (54)	18% (57)	4% (11)	39% (122)	2% (6)	9% (28)	11% (34)	313
Income: 100k+	13% (22)	25% (43)	6% (10)	36% (62)	4% (6)	7% (11)	10% (16)	171
Ethnicity: White	14% (89)	20% (126)	5% (32)	36% (226)	3% (18)	11% (68)	12% (74)	633
Ethnicity: Hispanic	16% (158)	18% (184)	5% (50)	34% (338)	3% (27)	10% (103)	14% (139)	999
Ethnicity: Black	21% (12)	25% (14)	9% (5)	26% (15)	— (0)	9% (5)	11% (6)	57
Ethnicity: Other	18% (56)	14% (43)	4% (14)	32% (97)	3% (9)	10% (31)	19% (59)	309
All Christian	17% (92)	20% (109)	6% (33)	33% (185)	3% (14)	10% (54)	12% (66)	553
Agnostic/Nothing in particular	12% (27)	18% (42)	4% (10)	36% (84)	2% (6)	10% (24)	17% (41)	233
Something Else	16% (21)	15% (20)	4% (5)	33% (45)	2% (3)	15% (20)	15% (19)	133
Evangelical	18% (42)	21% (51)	4% (10)	27% (64)	4% (9)	10% (25)	15% (36)	238
Non-Evangelical	15% (67)	18% (76)	6% (27)	37% (161)	2% (7)	11% (48)	11% (49)	435
Community: Urban	19% (85)	17% (75)	7% (34)	29% (133)	4% (18)	10% (45)	14% (65)	454
Community: Suburban	13% (58)	21% (92)	3% (14)	38% (165)	1% (6)	11% (47)	11% (49)	431
Community: Rural	14% (15)	14% (16)	2% (3)	35% (40)	2% (3)	10% (12)	22% (25)	114

Continued on next page

Table MCFE29_12: Consider your favorite brands for the following types of products. For each type of product, which of the following is the closest to how you first became aware of the brand that is your favorite?
Liquor

Demographic	It's the same product used by my parent/guardian	It was recommended by a friend or a different family member	I saw it in a show or movie	My own research	A celebrity or social media influencer used or recommended it	I saw it in an advertisement	Another way	Total N
Hispanic Adults	16% (158)	18% (184)	5% (50)	34% (338)	3% (27)	10% (103)	14% (139)	999
Employ: Private Sector	17% (64)	22% (81)	5% (19)	36% (135)	3% (11)	8% (30)	8% (30)	370
Employ: Government	11% (8)	19% (15)	9% (7)	42% (31)	4% (3)	9% (7)	5% (4)	75
Employ: Self-Employed	15% (15)	11% (11)	8% (7)	30% (29)	3% (3)	13% (12)	20% (19)	95
Employ: Student	18% (12)	20% (13)	11% (7)	20% (13)	4% (3)	2% (1)	24% (15)	64
Employ: Retired	13% (16)	17% (21)	2% (3)	37% (45)	— (1)	17% (21)	12% (14)	120
Employ: Unemployed	14% (21)	15% (24)	1% (2)	31% (48)	4% (6)	13% (21)	22% (34)	156
Employ: Other	16% (11)	17% (12)	4% (3)	34% (24)	2% (1)	8% (6)	20% (14)	70
Military HH: Yes	14% (16)	19% (22)	5% (5)	33% (39)	7% (8)	11% (13)	12% (14)	117
Military HH: No	16% (142)	18% (161)	5% (45)	34% (299)	2% (19)	10% (90)	14% (125)	882
RD/WT: Right Direction	18% (48)	21% (57)	7% (20)	31% (83)	4% (11)	9% (24)	10% (28)	270
RD/WT: Wrong Track	15% (109)	17% (127)	4% (31)	35% (255)	2% (16)	11% (80)	15% (111)	729
Trump Job Approve	16% (53)	20% (65)	6% (21)	33% (106)	3% (9)	9% (29)	12% (38)	320
Trump Job Disapprove	16% (99)	18% (115)	4% (27)	34% (215)	3% (18)	11% (68)	14% (91)	633
Trump Job Strongly Approve	17% (29)	19% (32)	7% (11)	33% (56)	3% (6)	11% (19)	10% (16)	170
Trump Job Somewhat Approve	16% (23)	22% (33)	6% (9)	33% (49)	2% (3)	6% (10)	15% (22)	150
Trump Job Somewhat Disapprove	16% (22)	17% (23)	4% (6)	33% (44)	3% (4)	11% (15)	15% (20)	134
Trump Job Strongly Disapprove	16% (77)	18% (92)	4% (21)	34% (171)	3% (13)	11% (53)	14% (71)	499
Favorable of Trump	16% (51)	23% (73)	6% (19)	31% (100)	2% (7)	8% (26)	13% (42)	318
Unfavorable of Trump	15% (93)	17% (106)	5% (28)	35% (216)	3% (20)	11% (70)	14% (88)	622
Very Favorable of Trump	20% (36)	19% (35)	8% (15)	31% (56)	2% (4)	10% (17)	10% (17)	180
Somewhat Favorable of Trump	11% (16)	28% (39)	3% (4)	32% (44)	2% (3)	6% (9)	18% (24)	138
Somewhat Unfavorable of Trump	12% (13)	18% (19)	8% (8)	33% (35)	5% (5)	11% (12)	13% (14)	106
Very Unfavorable of Trump	16% (80)	17% (87)	4% (20)	35% (181)	3% (15)	11% (58)	14% (74)	515

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Table MCFE29_12: Consider your favorite brands for the following types of products. For each type of product, which of the following is the closest to how you first became aware of the brand that is your favorite?
Liquor

Demographic	It's the same product used by my parent/guardian	It was recommended by a friend or a different family member	I saw it in a show or movie	My own research	A celebrity or social media influencer used or recommended it	I saw it in an advertisement	Another way	Total N
Hispanic Adults	16% (158)	18% (184)	5% (50)	34% (338)	3% (27)	10% (103)	14% (139)	999
#1 Issue: Economy	16% (61)	19% (76)	4% (17)	36% (140)	3% (10)	10% (39)	12% (45)	388
#1 Issue: Security	26% (20)	21% (16)	5% (4)	24% (18)	— (0)	11% (8)	13% (10)	77
#1 Issue: Health Care	14% (29)	23% (48)	5% (11)	34% (73)	3% (7)	9% (20)	11% (24)	213
#1 Issue: Medicare / Social Security	11% (8)	12% (9)	3% (2)	33% (25)	— (0)	20% (15)	21% (16)	76
#1 Issue: Women's Issues	20% (13)	13% (8)	3% (2)	25% (16)	7% (5)	11% (7)	21% (14)	65
#1 Issue: Education	15% (9)	15% (8)	10% (5)	32% (18)	7% (4)	9% (5)	13% (7)	57
#1 Issue: Energy	11% (6)	16% (9)	12% (7)	34% (19)	2% (1)	9% (5)	16% (9)	56
#1 Issue: Other	17% (11)	13% (9)	3% (2)	41% (27)	— (0)	5% (4)	21% (14)	67
2018 House Vote: Democrat	14% (53)	19% (72)	5% (20)	36% (136)	3% (11)	12% (44)	10% (37)	373
2018 House Vote: Republican	18% (37)	18% (36)	5% (10)	36% (73)	3% (6)	10% (20)	11% (22)	205
2016 Vote: Hillary Clinton	14% (50)	20% (74)	5% (17)	36% (132)	3% (11)	14% (49)	9% (31)	364
2016 Vote: Donald Trump	17% (37)	19% (41)	4% (8)	39% (86)	2% (5)	7% (16)	11% (24)	217
2016 Vote: Didn't Vote	18% (68)	16% (61)	6% (25)	28% (105)	3% (10)	9% (36)	20% (77)	382
Voted in 2014: Yes	14% (70)	20% (99)	4% (22)	39% (193)	3% (15)	11% (53)	10% (50)	502
Voted in 2014: No	18% (88)	17% (84)	6% (29)	29% (145)	2% (12)	10% (51)	18% (89)	497
2012 Vote: Barack Obama	14% (55)	21% (78)	5% (17)	36% (139)	3% (13)	11% (42)	10% (36)	382
2012 Vote: Mitt Romney	15% (19)	15% (19)	2% (2)	39% (49)	2% (3)	15% (19)	14% (17)	128
2012 Vote: Didn't Vote	18% (84)	18% (82)	6% (30)	29% (135)	2% (11)	9% (41)	18% (84)	468
4-Region: Northeast	20% (34)	16% (27)	7% (12)	32% (55)	2% (4)	8% (13)	15% (26)	170
4-Region: Midwest	18% (18)	16% (15)	5% (5)	35% (34)	3% (3)	12% (11)	12% (11)	97
4-Region: South	14% (62)	20% (91)	4% (19)	37% (163)	2% (7)	10% (43)	14% (60)	445
4-Region: West	15% (44)	18% (51)	5% (14)	30% (86)	5% (13)	12% (35)	15% (42)	286

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Table MCFE29_12: Consider your favorite brands for the following types of products. For each type of product, which of the following is the closest to how you first became aware of the brand that is your favorite?
Liquor

Demographic	It's the same product used by my parent/guardian	It was recommended by a friend or a different family member	I saw it in a show or movie	My own research	A celebrity or social media influencer used or recommended it	I saw it in an advertisement	Another way	Total N
Hispanic Adults	16% (158)	18% (184)	5% (50)	34% (338)	3% (27)	10% (103)	14% (139)	999
Mexican	17% (78)	19% (89)	4% (19)	33% (153)	3% (15)	9% (41)	15% (70)	465
Puerto Rican	18% (31)	16% (29)	4% (8)	31% (56)	2% (4)	15% (28)	13% (23)	179
Cuban	4% (3)	25% (20)	3% (2)	41% (33)	4% (3)	16% (13)	8% (6)	81
Other South American	21% (25)	18% (22)	6% (8)	36% (43)	2% (2)	6% (8)	10% (12)	119
Speaks only English at home	11% (29)	16% (43)	6% (15)	41% (109)	3% (7)	8% (21)	16% (42)	265
Speaks mostly English at home	15% (37)	17% (43)	3% (8)	32% (81)	2% (6)	13% (32)	18% (47)	254
Speaks both English and Spanish at home	19% (63)	21% (69)	5% (15)	32% (104)	2% (7)	10% (31)	11% (35)	323
Speaks mostly Spanish at home	18% (20)	18% (20)	8% (9)	34% (38)	5% (5)	8% (9)	9% (10)	111
Trump supporter	16% (45)	22% (59)	6% (16)	33% (90)	1% (4)	10% (27)	12% (31)	272
Biden supporter	16% (92)	19% (107)	5% (29)	34% (193)	4% (20)	11% (65)	12% (67)	573
Sports fans	18% (126)	19% (139)	6% (42)	33% (239)	3% (19)	9% (68)	12% (85)	717
Avid sports fans	21% (64)	22% (66)	5% (15)	30% (91)	4% (12)	9% (27)	8% (24)	299
Sports fans, Age: 18-34	23% (59)	18% (46)	9% (24)	27% (68)	3% (8)	6% (16)	13% (33)	253
Sports fans, Age: 35-44	15% (27)	25% (45)	5% (9)	32% (59)	4% (8)	10% (18)	9% (16)	182
Sports fans, Age: 45-64	13% (26)	17% (35)	3% (7)	43% (90)	1% (3)	10% (22)	13% (27)	209
Sports fans, Age: 65+	18% (13)	18% (13)	3% (2)	30% (22)	— (0)	17% (13)	13% (9)	73
Movie studios should diversify teams	17% (117)	19% (132)	5% (33)	34% (235)	3% (18)	10% (69)	13% (87)	691
Movie studios should diversify stories	18% (109)	20% (118)	5% (27)	31% (186)	3% (20)	10% (61)	12% (73)	595
Concerned about Covid	17% (141)	19% (163)	4% (37)	33% (281)	3% (23)	11% (93)	14% (118)	856
No experience with Covid	18% (57)	13% (44)	6% (18)	37% (122)	— (1)	11% (35)	15% (48)	326
Health care major factor for election	17% (111)	20% (131)	5% (30)	33% (214)	3% (17)	10% (69)	13% (86)	658
Social media users	16% (155)	19% (183)	5% (49)	34% (328)	3% (27)	10% (97)	14% (136)	975
WhatsApp users	18% (83)	22% (102)	6% (27)	32% (151)	3% (14)	10% (48)	10% (49)	474
WeChat users	31% (19)	21% (13)	6% (4)	18% (11)	9% (5)	16% (10)	— (0)	61

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Table MCFE29_12: Consider your favorite brands for the following types of products. For each type of product, which of the following is the closest to how you first became aware of the brand that is your favorite?
Liquor

Demographic	It's the same product used by my parent/guardian	It was recommended by a friend or a different family member	I saw it in a show or movie	My own research	A celebrity or social media influencer used or recommended it	I saw it in an advertisement	Another way	Total N
Hispanic Adults	16% (158)	18% (184)	5% (50)	34% (338)	3% (27)	10% (103)	14% (139)	999
Social media news source at least once a week	18% (123)	21% (142)	6% (38)	30% (206)	3% (19)	10% (67)	12% (83)	679

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

Table MCFE30: *Now on another topic..How concerned are you about the COVID-19 pandemic (coronavirus)?*

Demographic	Very concerned		Somewhat concerned		Not very concerned		Not concerned at all		Don't know / No opinion	Total N
Hispanic Adults	56%	(556)	30%	(299)	8%	(81)	5%	(49)	1% (13)	999
Gender: Male	50%	(249)	34%	(169)	8%	(40)	7%	(37)	1% (5)	500
Gender: Female	62%	(307)	26%	(131)	8%	(41)	2%	(12)	2% (9)	499
Age: 18-34	46%	(175)	35%	(133)	9%	(35)	7%	(26)	2% (8)	378
Age: 35-44	59%	(131)	32%	(70)	6%	(12)	4%	(8)	— (0)	222
Age: 45-64	60%	(175)	25%	(72)	9%	(25)	4%	(13)	2% (5)	290
Age: 65+	68%	(75)	22%	(24)	8%	(9)	2%	(2)	— (0)	110
GenZers: 1997-2012	41%	(56)	37%	(51)	10%	(14)	8%	(11)	3% (4)	137
Millennials: 1981-1996	52%	(187)	34%	(122)	7%	(26)	6%	(21)	1% (4)	361
GenXers: 1965-1980	61%	(175)	27%	(78)	8%	(22)	4%	(10)	1% (3)	289
Baby Boomers: 1946-1964	66%	(126)	21%	(41)	9%	(16)	3%	(6)	1% (2)	191
PID: Dem (no lean)	70%	(312)	24%	(107)	4%	(18)	1%	(5)	— (1)	444
PID: Ind (no lean)	49%	(156)	31%	(100)	11%	(34)	6%	(20)	3% (9)	319
PID: Rep (no lean)	37%	(88)	39%	(92)	12%	(29)	10%	(24)	1% (3)	236
PID/Gender: Dem Men	64%	(128)	30%	(59)	4%	(7)	2%	(5)	— (0)	199
PID/Gender: Dem Women	75%	(184)	20%	(48)	4%	(10)	— (1)	1% (1)	1% (1)	245
PID/Gender: Ind Men	44%	(69)	35%	(55)	9%	(14)	10%	(15)	2% (4)	156
PID/Gender: Ind Women	54%	(87)	28%	(45)	12%	(20)	3%	(5)	3% (5)	162
PID/Gender: Rep Men	36%	(52)	38%	(55)	13%	(19)	12%	(17)	1% (1)	144
PID/Gender: Rep Women	39%	(36)	40%	(37)	12%	(11)	7%	(6)	2% (2)	92
Ideo: Liberal (1-3)	67%	(230)	24%	(83)	5%	(18)	3%	(9)	— (1)	341
Ideo: Moderate (4)	56%	(189)	34%	(113)	7%	(25)	3%	(10)	— (1)	337
Ideo: Conservative (5-7)	43%	(96)	34%	(77)	13%	(28)	10%	(23)	1% (2)	227
Educ: < College	53%	(308)	31%	(178)	8%	(48)	6%	(33)	2% (12)	579
Educ: Bachelors degree	56%	(145)	32%	(83)	9%	(22)	3%	(9)	— (1)	260
Educ: Post-grad	65%	(104)	24%	(38)	7%	(11)	4%	(6)	— (0)	160
Income: Under 50k	54%	(278)	30%	(156)	8%	(43)	5%	(26)	2% (12)	514
Income: 50k-100k	57%	(178)	32%	(99)	7%	(22)	4%	(12)	1% (2)	313
Income: 100k+	58%	(100)	25%	(44)	10%	(16)	7%	(11)	— (0)	171
Ethnicity: White	55%	(348)	30%	(191)	10%	(60)	5%	(29)	1% (5)	633
Ethnicity: Hispanic	56%	(556)	30%	(299)	8%	(81)	5%	(49)	1% (13)	999
Ethnicity: Black	66%	(38)	29%	(17)	2%	(1)	4%	(2)	— (0)	57

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Table MCFE30: Now on another topic...How concerned are you about the COVID-19 pandemic (coronavirus)?

Demographic	Very concerned		Somewhat concerned		Not very concerned		Not concerned at all		Don't know / No opinion		Total N
Hispanic Adults	56%	(556)	30%	(299)	8%	(81)	5%	(49)	1%	(13)	999
Ethnicity: Other	55%	(170)	30%	(92)	6%	(20)	6%	(18)	3%	(9)	309
All Christian	60%	(335)	28%	(155)	8%	(43)	3%	(18)	1%	(3)	553
Agnostic/Nothing in particular	44%	(102)	39%	(90)	8%	(19)	6%	(14)	4%	(9)	233
Something Else	56%	(75)	28%	(38)	5%	(7)	9%	(12)	1%	(1)	133
Evangelical	57%	(137)	29%	(68)	8%	(19)	5%	(11)	1%	(3)	238
Non-Evangelical	60%	(261)	28%	(123)	7%	(30)	4%	(19)	—	(2)	435
Community: Urban	58%	(263)	28%	(129)	7%	(32)	5%	(24)	1%	(7)	454
Community: Suburban	53%	(228)	32%	(139)	9%	(39)	5%	(21)	1%	(4)	431
Community: Rural	57%	(65)	28%	(32)	9%	(10)	3%	(4)	2%	(3)	114
Employ: Private Sector	56%	(206)	31%	(117)	7%	(26)	6%	(21)	—	(2)	370
Employ: Government	49%	(37)	36%	(27)	12%	(9)	4%	(3)	—	(0)	75
Employ: Self-Employed	56%	(53)	27%	(25)	8%	(8)	8%	(8)	1%	(1)	95
Employ: Student	47%	(30)	39%	(25)	6%	(4)	6%	(4)	2%	(1)	64
Employ: Retired	65%	(78)	24%	(28)	9%	(10)	2%	(3)	—	(0)	120
Employ: Unemployed	54%	(84)	31%	(48)	8%	(13)	5%	(7)	3%	(5)	156
Employ: Other	61%	(43)	21%	(15)	11%	(8)	2%	(1)	5%	(4)	70
Military HH: Yes	49%	(58)	29%	(35)	11%	(13)	9%	(10)	1%	(1)	117
Military HH: No	57%	(498)	30%	(265)	8%	(68)	4%	(39)	1%	(12)	882
RD/WT: Right Direction	41%	(111)	35%	(94)	14%	(37)	10%	(26)	1%	(3)	270
RD/WT: Wrong Track	61%	(445)	28%	(206)	6%	(44)	3%	(22)	1%	(11)	729
Trump Job Approve	42%	(134)	32%	(104)	15%	(47)	10%	(31)	1%	(4)	320
Trump Job Disapprove	64%	(402)	29%	(184)	5%	(29)	2%	(14)	1%	(4)	633
Trump Job Strongly Approve	45%	(76)	25%	(42)	16%	(27)	13%	(21)	2%	(3)	170
Trump Job Somewhat Approve	39%	(58)	41%	(61)	13%	(20)	7%	(10)	—	(1)	150
Trump Job Somewhat Disapprove	49%	(65)	38%	(51)	11%	(14)	2%	(3)	—	(0)	134
Trump Job Strongly Disapprove	67%	(336)	27%	(134)	3%	(15)	2%	(11)	1%	(4)	499
Favorable of Trump	43%	(135)	31%	(100)	16%	(49)	9%	(29)	1%	(4)	318
Unfavorable of Trump	64%	(395)	30%	(184)	4%	(27)	2%	(13)	—	(2)	622

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Table MCFE30: *Now on another topic...How concerned are you about the COVID-19 pandemic (coronavirus)?*

Demographic	Very concerned		Somewhat concerned		Not very concerned		Not concerned at all		Don't know / No opinion		Total N
Hispanic Adults	56%	(556)	30%	(299)	8%	(81)	5%	(49)	1%	(13)	999
Very Favorable of Trump	45%	(82)	24%	(44)	16%	(29)	13%	(23)	1%	(3)	180
Somewhat Favorable of Trump	39%	(54)	41%	(56)	15%	(20)	5%	(6)	1%	(2)	138
Somewhat Unfavorable of Trump	52%	(55)	37%	(40)	7%	(7)	5%	(5)	—	(0)	106
Very Unfavorable of Trump	66%	(340)	28%	(145)	4%	(20)	2%	(9)	—	(2)	515
#1 Issue: Economy	48%	(187)	34%	(134)	9%	(36)	6%	(25)	2%	(7)	388
#1 Issue: Security	56%	(44)	24%	(18)	9%	(7)	11%	(9)	—	(0)	77
#1 Issue: Health Care	65%	(138)	27%	(58)	5%	(12)	1%	(2)	1%	(2)	213
#1 Issue: Medicare / Social Security	65%	(50)	20%	(15)	10%	(8)	4%	(3)	—	(0)	76
#1 Issue: Women's Issues	58%	(38)	29%	(19)	9%	(6)	4%	(2)	1%	(1)	65
#1 Issue: Education	43%	(25)	47%	(27)	6%	(3)	4%	(2)	—	(0)	57
#1 Issue: Energy	60%	(34)	25%	(14)	8%	(5)	5%	(3)	2%	(1)	56
#1 Issue: Other	62%	(42)	21%	(14)	9%	(6)	4%	(3)	4%	(3)	67
2018 House Vote: Democrat	73%	(270)	21%	(78)	4%	(14)	3%	(10)	—	(0)	373
2018 House Vote: Republican	41%	(85)	36%	(73)	14%	(29)	9%	(18)	—	(1)	205
2016 Vote: Hillary Clinton	69%	(252)	26%	(93)	3%	(10)	2%	(9)	—	(0)	364
2016 Vote: Donald Trump	44%	(96)	32%	(71)	13%	(29)	9%	(20)	1%	(2)	217
2016 Vote: Didn't Vote	50%	(191)	32%	(124)	10%	(40)	5%	(17)	3%	(11)	382
Voted in 2014: Yes	62%	(312)	26%	(133)	7%	(36)	4%	(18)	1%	(3)	502
Voted in 2014: No	49%	(244)	34%	(167)	9%	(45)	6%	(31)	2%	(11)	497
2012 Vote: Barack Obama	71%	(272)	23%	(89)	3%	(12)	2%	(7)	—	(2)	382
2012 Vote: Mitt Romney	35%	(45)	38%	(49)	17%	(21)	9%	(12)	1%	(1)	128
2012 Vote: Didn't Vote	49%	(230)	33%	(156)	10%	(45)	6%	(27)	2%	(10)	468
4-Region: Northeast	67%	(114)	21%	(36)	8%	(13)	4%	(7)	—	(0)	170
4-Region: Midwest	46%	(45)	37%	(36)	12%	(12)	3%	(3)	1%	(1)	97
4-Region: South	56%	(249)	29%	(131)	8%	(34)	5%	(24)	1%	(6)	445
4-Region: West	52%	(148)	33%	(96)	8%	(22)	5%	(14)	2%	(6)	286
Mexican	53%	(247)	32%	(151)	8%	(36)	5%	(23)	2%	(8)	465
Puerto Rican	66%	(119)	23%	(41)	5%	(10)	4%	(7)	1%	(2)	179
Cuban	58%	(47)	34%	(28)	4%	(3)	3%	(3)	—	(0)	81
Other South American	52%	(62)	30%	(36)	13%	(16)	4%	(5)	—	(1)	119

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Table MCFE30: Now on another topic...How concerned are you about the COVID-19 pandemic (coronavirus)?

Demographic	Very concerned		Somewhat concerned		Not very concerned		Not concerned at all		Don't know / No opinion		Total N
Hispanic Adults	56%	(556)	30%	(299)	8%	(81)	5%	(49)	1%	(13)	999
Speaks only English at home	54%	(143)	29%	(77)	10%	(26)	6%	(15)	2%	(4)	265
Speaks mostly English at home	54%	(137)	31%	(80)	9%	(22)	6%	(14)	1%	(1)	254
Speaks both English and Spanish at home	55%	(179)	31%	(101)	7%	(23)	5%	(16)	1%	(5)	323
Speaks mostly Spanish at home	62%	(68)	25%	(28)	10%	(11)	3%	(4)	—	(0)	111
Trump supporter	38%	(102)	35%	(94)	16%	(44)	10%	(27)	1%	(3)	272
Biden supporter	67%	(386)	27%	(154)	3%	(20)	2%	(12)	—	(2)	573
Sports fans	54%	(390)	32%	(229)	8%	(57)	5%	(38)	1%	(4)	717
Avid sports fans	57%	(172)	28%	(83)	7%	(20)	8%	(24)	—	(1)	299
Sports fans, Age: 18-34	45%	(114)	39%	(99)	8%	(21)	7%	(17)	1%	(2)	253
Sports fans, Age: 35-44	58%	(106)	32%	(58)	6%	(11)	4%	(7)	—	(0)	182
Sports fans, Age: 45-64	60%	(125)	25%	(53)	8%	(17)	6%	(12)	1%	(3)	209
Sports fans, Age: 65+	61%	(44)	26%	(19)	11%	(8)	2%	(2)	—	(0)	73
Movie studios should diversify teams	60%	(414)	29%	(201)	7%	(46)	4%	(25)	1%	(4)	691
Movie studios should diversify stories	64%	(379)	28%	(165)	6%	(34)	2%	(13)	1%	(4)	595
Concerned about Covid	65%	(556)	35%	(299)	—	(0)	—	(0)	—	(0)	856
No experience with Covid	47%	(154)	31%	(102)	10%	(33)	7%	(24)	4%	(13)	326
Health care major factor for election	64%	(423)	27%	(178)	6%	(37)	3%	(17)	1%	(3)	658
Social media users	56%	(542)	30%	(295)	8%	(80)	5%	(47)	1%	(11)	975
WhatsApp users	60%	(284)	27%	(129)	8%	(38)	4%	(19)	1%	(5)	474
WeChat users	58%	(35)	31%	(19)	4%	(2)	5%	(3)	1%	(1)	61
Social media news source at least once a week	56%	(382)	32%	(214)	7%	(48)	4%	(27)	1%	(8)	679

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

Table MCFE31_1NET: Which of these applies to you? Please select all that apply
I have or previously had COVID-19 (coronavirus)

Demographic	Selected		Not Selected		Total N
Hispanic Adults	3%	(33)	97%	(966)	999
Gender: Male	4%	(21)	96%	(479)	500
Gender: Female	2%	(12)	98%	(487)	499
Age: 18-34	5%	(18)	95%	(360)	378
Age: 35-44	2%	(5)	98%	(217)	222
Age: 45-64	3%	(8)	97%	(281)	290
Age: 65+	2%	(2)	98%	(108)	110
GenZers: 1997-2012	4%	(6)	96%	(131)	137
Millennials: 1981-1996	4%	(16)	96%	(345)	361
GenXers: 1965-1980	2%	(7)	98%	(282)	289
Baby Boomers: 1946-1964	3%	(5)	97%	(186)	191
PID: Dem (no lean)	3%	(14)	97%	(430)	444
PID: Ind (no lean)	2%	(7)	98%	(311)	319
PID: Rep (no lean)	5%	(12)	95%	(224)	236
PID/Gender: Dem Men	4%	(8)	96%	(192)	199
PID/Gender: Dem Women	3%	(6)	97%	(238)	245
PID/Gender: Ind Men	2%	(3)	98%	(153)	156
PID/Gender: Ind Women	3%	(4)	97%	(158)	162
PID/Gender: Rep Men	7%	(10)	93%	(134)	144
PID/Gender: Rep Women	2%	(2)	98%	(90)	92
Ideo: Liberal (1-3)	3%	(11)	97%	(330)	341
Ideo: Moderate (4)	4%	(13)	96%	(325)	337
Ideo: Conservative (5-7)	4%	(8)	96%	(219)	227
Educ: < College	2%	(12)	98%	(567)	579
Educ: Bachelors degree	4%	(12)	96%	(248)	260
Educ: Post-grad	6%	(9)	94%	(150)	160
Income: Under 50k	2%	(8)	98%	(507)	514
Income: 50k-100k	6%	(18)	94%	(296)	313
Income: 100k+	4%	(8)	96%	(164)	171
Ethnicity: White	3%	(20)	97%	(613)	633
Ethnicity: Hispanic	3%	(33)	97%	(966)	999
Ethnicity: Black	4%	(2)	96%	(55)	57

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Table MCFE31_INET: Which of these applies to you? Please select all that apply
I have or previously had COVID-19 (coronavirus)

Demographic	Selected		Not Selected		Total N
Hispanic Adults	3%	(33)	97%	(966)	999
Ethnicity: Other	4%	(11)	96%	(298)	309
All Christian	3%	(14)	97%	(539)	553
Agnostic/Nothing in particular	3%	(6)	97%	(227)	233
Something Else	4%	(6)	96%	(128)	133
Evangelical	3%	(8)	97%	(231)	238
Non-Evangelical	2%	(10)	98%	(425)	435
Community: Urban	4%	(17)	96%	(437)	454
Community: Suburban	3%	(15)	97%	(417)	431
Community: Rural	2%	(2)	98%	(112)	114
Employ: Private Sector	4%	(15)	96%	(356)	370
Employ: Government	4%	(3)	96%	(72)	75
Employ: Self-Employed	5%	(4)	95%	(91)	95
Employ: Student	3%	(2)	97%	(61)	64
Employ: Retired	2%	(3)	98%	(117)	120
Employ: Unemployed	1%	(1)	99%	(155)	156
Employ: Other	4%	(3)	96%	(67)	70
Military HH: Yes	3%	(4)	97%	(113)	117
Military HH: No	3%	(30)	97%	(852)	882
RD/WT: Right Direction	4%	(12)	96%	(258)	270
RD/WT: Wrong Track	3%	(21)	97%	(707)	729
Trump Job Approve	4%	(13)	96%	(307)	320
Trump Job Disapprove	3%	(21)	97%	(612)	633
Trump Job Strongly Approve	5%	(9)	95%	(161)	170
Trump Job Somewhat Approve	2%	(3)	98%	(146)	150
Trump Job Somewhat Disapprove	3%	(4)	97%	(130)	134
Trump Job Strongly Disapprove	3%	(17)	97%	(482)	499
Favorable of Trump	4%	(14)	96%	(305)	318
Unfavorable of Trump	3%	(20)	97%	(602)	622

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Table MCFE31_1NET: Which of these applies to you? Please select all that apply
I have or previously had COVID-19 (coronavirus)

Demographic	Selected		Not Selected		Total N
Hispanic Adults	3%	(33)	97%	(966)	999
Very Favorable of Trump	6%	(10)	94%	(170)	180
Somewhat Favorable of Trump	2%	(3)	98%	(135)	138
Somewhat Unfavorable of Trump	4%	(4)	96%	(102)	106
Very Unfavorable of Trump	3%	(16)	97%	(500)	515
#1 Issue: Economy	3%	(11)	97%	(377)	388
#1 Issue: Security	5%	(4)	95%	(73)	77
#1 Issue: Health Care	4%	(8)	96%	(205)	213
#1 Issue: Medicare / Social Security	1%	(1)	99%	(75)	76
#1 Issue: Women's Issues	3%	(2)	97%	(63)	65
#1 Issue: Education	5%	(3)	95%	(55)	57
#1 Issue: Energy	3%	(2)	97%	(54)	56
#1 Issue: Other	4%	(3)	96%	(64)	67
2018 House Vote: Democrat	4%	(14)	96%	(359)	373
2018 House Vote: Republican	5%	(9)	95%	(195)	205
2016 Vote: Hillary Clinton	3%	(10)	97%	(354)	364
2016 Vote: Donald Trump	6%	(13)	94%	(204)	217
2016 Vote: Didn't Vote	2%	(9)	98%	(373)	382
Voted in 2014: Yes	3%	(13)	97%	(488)	502
Voted in 2014: No	4%	(20)	96%	(477)	497
2012 Vote: Barack Obama	2%	(9)	98%	(372)	382
2012 Vote: Mitt Romney	5%	(6)	95%	(121)	128
2012 Vote: Didn't Vote	4%	(17)	96%	(451)	468
4-Region: Northeast	3%	(5)	97%	(166)	170
4-Region: Midwest	6%	(5)	94%	(92)	97
4-Region: South	3%	(14)	97%	(430)	445
4-Region: West	3%	(9)	97%	(277)	286
Mexican	4%	(17)	96%	(449)	465
Puerto Rican	3%	(5)	97%	(174)	179
Cuban	5%	(4)	95%	(77)	81
Other South American	2%	(2)	98%	(117)	119

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Table MCFE31_INET: Which of these applies to you? Please select all that apply
I have or previously had COVID-19 (coronavirus)

Demographic	Selected		Not Selected		Total N
Hispanic Adults	3%	(33)	97%	(966)	999
Speaks only English at home	4%	(11)	96%	(254)	265
Speaks mostly English at home	2%	(5)	98%	(249)	254
Speaks both English and Spanish at home	4%	(12)	96%	(311)	323
Speaks mostly Spanish at home	4%	(5)	96%	(106)	111
Trump supporter	5%	(14)	95%	(258)	272
Biden supporter	3%	(16)	97%	(558)	573
Sports fans	3%	(24)	97%	(693)	717
Avid sports fans	3%	(10)	97%	(289)	299
Sports fans, Age: 18-34	5%	(13)	95%	(240)	253
Sports fans, Age: 35-44	3%	(5)	97%	(177)	182
Sports fans, Age: 45-64	3%	(6)	97%	(204)	209
Sports fans, Age: 65+	—	(0)	100%	(73)	73
Movie studios should diversify teams	3%	(20)	97%	(670)	691
Movie studios should diversify stories	3%	(18)	97%	(577)	595
Concerned about Covid	3%	(25)	97%	(830)	856
No experience with Covid	—	(0)	100%	(326)	326
Health care major factor for election	3%	(20)	97%	(638)	658
Social media users	3%	(33)	97%	(942)	975
WhatsApp users	4%	(19)	96%	(455)	474
WeChat users	7%	(4)	93%	(57)	61
Social media news source at least once a week	4%	(24)	96%	(655)	679

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

Table MCFE31_2NET: Which of these applies to you? Please select all that apply
A family member or close friend has or previously had COVID-19 (coronavirus)

Demographic	Selected		Not Selected		Total N
Hispanic Adults	27%	(269)	73%	(730)	999
Gender: Male	26%	(128)	74%	(372)	500
Gender: Female	28%	(142)	72%	(358)	499
Age: 18-34	25%	(94)	75%	(284)	378
Age: 35-44	18%	(40)	82%	(182)	222
Age: 45-64	35%	(102)	65%	(188)	290
Age: 65+	31%	(34)	69%	(76)	110
GenZers: 1997-2012	26%	(36)	74%	(101)	137
Millennials: 1981-1996	21%	(77)	79%	(284)	361
GenXers: 1965-1980	31%	(90)	69%	(199)	289
Baby Boomers: 1946-1964	31%	(60)	69%	(132)	191
PID: Dem (no lean)	30%	(133)	70%	(311)	444
PID: Ind (no lean)	27%	(86)	73%	(232)	319
PID: Rep (no lean)	21%	(50)	79%	(186)	236
PID/Gender: Dem Men	28%	(55)	72%	(145)	199
PID/Gender: Dem Women	32%	(78)	68%	(167)	245
PID/Gender: Ind Men	29%	(46)	71%	(110)	156
PID/Gender: Ind Women	25%	(40)	75%	(122)	162
PID/Gender: Rep Men	19%	(27)	81%	(117)	144
PID/Gender: Rep Women	25%	(23)	75%	(69)	92
Ideo: Liberal (1-3)	28%	(94)	72%	(247)	341
Ideo: Moderate (4)	29%	(99)	71%	(238)	337
Ideo: Conservative (5-7)	21%	(48)	79%	(179)	227
Educ: < College	26%	(148)	74%	(431)	579
Educ: Bachelors degree	31%	(82)	69%	(178)	260
Educ: Post-grad	25%	(40)	75%	(120)	160
Income: Under 50k	26%	(136)	74%	(378)	514
Income: 50k-100k	28%	(86)	72%	(227)	313
Income: 100k+	27%	(47)	73%	(124)	171
Ethnicity: White	25%	(160)	75%	(473)	633
Ethnicity: Hispanic	27%	(269)	73%	(730)	999
Ethnicity: Black	33%	(19)	67%	(38)	57

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Table MCFE31_2NET: Which of these applies to you? Please select all that apply
A family member or close friend has or previously had COVID-19 (coronavirus)

Demographic	Selected		Not Selected		Total N
Hispanic Adults	27%	(269)	73%	(730)	999
Ethnicity: Other	29%	(91)	71%	(218)	309
All Christian	28%	(156)	72%	(397)	553
Agnostic/Nothing in particular	23%	(53)	77%	(180)	233
Something Else	30%	(40)	70%	(94)	133
Evangelical	27%	(64)	73%	(174)	238
Non-Evangelical	29%	(128)	71%	(307)	435
Community: Urban	26%	(118)	74%	(336)	454
Community: Suburban	28%	(120)	72%	(312)	431
Community: Rural	27%	(31)	73%	(82)	114
Employ: Private Sector	26%	(97)	74%	(274)	370
Employ: Government	28%	(21)	72%	(54)	75
Employ: Self-Employed	33%	(31)	67%	(64)	95
Employ: Student	20%	(13)	80%	(51)	64
Employ: Retired	26%	(31)	74%	(89)	120
Employ: Unemployed	28%	(44)	72%	(112)	156
Employ: Other	28%	(19)	72%	(51)	70
Military HH: Yes	32%	(37)	68%	(80)	117
Military HH: No	26%	(232)	74%	(649)	882
RD/WT: Right Direction	24%	(64)	76%	(206)	270
RD/WT: Wrong Track	28%	(205)	72%	(524)	729
Trump Job Approve	23%	(75)	77%	(245)	320
Trump Job Disapprove	29%	(183)	71%	(450)	633
Trump Job Strongly Approve	20%	(35)	80%	(135)	170
Trump Job Somewhat Approve	27%	(40)	73%	(109)	150
Trump Job Somewhat Disapprove	29%	(38)	71%	(95)	134
Trump Job Strongly Disapprove	29%	(145)	71%	(354)	499
Favorable of Trump	22%	(71)	78%	(247)	318
Unfavorable of Trump	29%	(182)	71%	(440)	622

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Table MCFE31_2NET: Which of these applies to you? Please select all that apply
A family member or close friend has or previously had COVID-19 (coronavirus)

Demographic	Selected		Not Selected		Total N
Hispanic Adults	27%	(269)	73%	(730)	999
Very Favorable of Trump	19%	(33)	81%	(146)	180
Somewhat Favorable of Trump	27%	(38)	73%	(101)	138
Somewhat Unfavorable of Trump	25%	(26)	75%	(80)	106
Very Unfavorable of Trump	30%	(155)	70%	(360)	515
#1 Issue: Economy	24%	(94)	76%	(294)	388
#1 Issue: Security	24%	(19)	76%	(58)	77
#1 Issue: Health Care	26%	(55)	74%	(158)	213
#1 Issue: Medicare / Social Security	30%	(22)	70%	(54)	76
#1 Issue: Women's Issues	26%	(17)	74%	(48)	65
#1 Issue: Education	33%	(19)	67%	(39)	57
#1 Issue: Energy	43%	(24)	57%	(32)	56
#1 Issue: Other	30%	(20)	70%	(47)	67
2018 House Vote: Democrat	29%	(107)	71%	(266)	373
2018 House Vote: Republican	22%	(46)	78%	(159)	205
2016 Vote: Hillary Clinton	30%	(110)	70%	(253)	364
2016 Vote: Donald Trump	19%	(42)	81%	(176)	217
2016 Vote: Didn't Vote	28%	(108)	72%	(274)	382
Voted in 2014: Yes	25%	(127)	75%	(374)	502
Voted in 2014: No	29%	(142)	71%	(355)	497
2012 Vote: Barack Obama	29%	(110)	71%	(272)	382
2012 Vote: Mitt Romney	19%	(24)	81%	(104)	128
2012 Vote: Didn't Vote	28%	(130)	72%	(338)	468
4-Region: Northeast	28%	(47)	72%	(123)	170
4-Region: Midwest	23%	(23)	77%	(75)	97
4-Region: South	31%	(138)	69%	(307)	445
4-Region: West	22%	(62)	78%	(225)	286
Mexican	24%	(113)	76%	(352)	465
Puerto Rican	27%	(48)	73%	(131)	179
Cuban	26%	(21)	74%	(60)	81
Other South American	41%	(49)	59%	(70)	119

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Table MCFE31_2NET: Which of these applies to you? Please select all that apply
A family member or close friend has or previously had COVID-19 (coronavirus)

Demographic	Selected		Not Selected		Total N
Hispanic Adults	27%	(269)	73%	(730)	999
Speaks only English at home	22%	(60)	78%	(206)	265
Speaks mostly English at home	34%	(87)	66%	(167)	254
Speaks both English and Spanish at home	23%	(76)	77%	(248)	323
Speaks mostly Spanish at home	32%	(35)	68%	(76)	111
Trump supporter	20%	(56)	80%	(216)	272
Biden supporter	30%	(173)	70%	(400)	573
Sports fans	25%	(182)	75%	(535)	717
Avid sports fans	25%	(74)	75%	(225)	299
Sports fans, Age: 18-34	22%	(56)	78%	(198)	253
Sports fans, Age: 35-44	18%	(33)	82%	(148)	182
Sports fans, Age: 45-64	33%	(69)	67%	(140)	209
Sports fans, Age: 65+	33%	(24)	67%	(49)	73
Movie studios should diversify teams	31%	(213)	69%	(478)	691
Movie studios should diversify stories	31%	(184)	69%	(412)	595
Concerned about Covid	28%	(244)	72%	(612)	856
No experience with Covid	—	(0)	100%	(326)	326
Health care major factor for election	30%	(198)	70%	(460)	658
Social media users	27%	(266)	73%	(709)	975
WhatsApp users	30%	(143)	70%	(331)	474
WeChat users	13%	(8)	87%	(53)	61
Social media news source at least once a week	27%	(186)	73%	(493)	679

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

Table MCFE31_3NET: Which of these applies to you? Please select all that apply
I know someone personally who has died from COVID-19 (coronavirus)

Demographic	Selected		Not Selected		Total N
Hispanic Adults	18%	(183)	82%	(816)	999
Gender: Male	18%	(88)	82%	(412)	500
Gender: Female	19%	(95)	81%	(405)	499
Age: 18-34	17%	(65)	83%	(312)	378
Age: 35-44	16%	(36)	84%	(186)	222
Age: 45-64	19%	(56)	81%	(234)	290
Age: 65+	24%	(26)	76%	(84)	110
GenZers: 1997-2012	13%	(18)	87%	(119)	137
Millennials: 1981-1996	19%	(68)	81%	(294)	361
GenXers: 1965-1980	17%	(50)	83%	(239)	289
Baby Boomers: 1946-1964	22%	(42)	78%	(149)	191
PID: Dem (no lean)	21%	(92)	79%	(352)	444
PID: Ind (no lean)	18%	(56)	82%	(262)	319
PID: Rep (no lean)	14%	(34)	86%	(202)	236
PID/Gender: Dem Men	21%	(41)	79%	(158)	199
PID/Gender: Dem Women	21%	(51)	79%	(194)	245
PID/Gender: Ind Men	18%	(28)	82%	(128)	156
PID/Gender: Ind Women	17%	(28)	83%	(134)	162
PID/Gender: Rep Men	13%	(19)	87%	(125)	144
PID/Gender: Rep Women	17%	(15)	83%	(77)	92
Ideo: Liberal (1-3)	23%	(79)	77%	(262)	341
Ideo: Moderate (4)	19%	(64)	81%	(274)	337
Ideo: Conservative (5-7)	13%	(30)	87%	(197)	227
Educ: < College	17%	(100)	83%	(480)	579
Educ: Bachelors degree	19%	(50)	81%	(210)	260
Educ: Post-grad	20%	(33)	80%	(127)	160
Income: Under 50k	16%	(84)	84%	(430)	514
Income: 50k-100k	18%	(57)	82%	(256)	313
Income: 100k+	24%	(42)	76%	(130)	171
Ethnicity: White	17%	(105)	83%	(528)	633
Ethnicity: Hispanic	18%	(183)	82%	(816)	999
Ethnicity: Black	26%	(15)	74%	(43)	57

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Table MCFE31_3NET: Which of these applies to you? Please select all that apply
I know someone personally who has died from COVID-19 (coronavirus)

Demographic	Selected		Not Selected		Total N
Hispanic Adults	18%	(183)	82%	(816)	999
Ethnicity: Other	20%	(63)	80%	(246)	309
All Christian	20%	(109)	80%	(445)	553
Agnostic/Nothing in particular	14%	(33)	86%	(200)	233
Something Else	21%	(28)	79%	(105)	133
Evangelical	22%	(52)	78%	(187)	238
Non-Evangelical	19%	(81)	81%	(354)	435
Community: Urban	20%	(91)	80%	(363)	454
Community: Suburban	17%	(73)	83%	(359)	431
Community: Rural	16%	(18)	84%	(95)	114
Employ: Private Sector	17%	(62)	83%	(309)	370
Employ: Government	28%	(21)	72%	(54)	75
Employ: Self-Employed	26%	(24)	74%	(71)	95
Employ: Student	9%	(6)	91%	(58)	64
Employ: Retired	22%	(26)	78%	(94)	120
Employ: Unemployed	14%	(23)	86%	(134)	156
Employ: Other	20%	(14)	80%	(56)	70
Military HH: Yes	26%	(30)	74%	(87)	117
Military HH: No	17%	(152)	83%	(730)	882
RD/WT: Right Direction	15%	(39)	85%	(231)	270
RD/WT: Wrong Track	20%	(143)	80%	(585)	729
Trump Job Approve	15%	(48)	85%	(272)	320
Trump Job Disapprove	21%	(130)	79%	(503)	633
Trump Job Strongly Approve	14%	(24)	86%	(146)	170
Trump Job Somewhat Approve	16%	(24)	84%	(125)	150
Trump Job Somewhat Disapprove	17%	(23)	83%	(111)	134
Trump Job Strongly Disapprove	21%	(107)	79%	(392)	499
Favorable of Trump	16%	(50)	84%	(269)	318
Unfavorable of Trump	20%	(122)	80%	(499)	622

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Table MCFE31_3NET: Which of these applies to you? Please select all that apply
I know someone personally who has died from COVID-19 (coronavirus)

Demographic	Selected		Not Selected		Total N
Hispanic Adults	18%	(183)	82%	(816)	999
Very Favorable of Trump	14%	(25)	86%	(155)	180
Somewhat Favorable of Trump	18%	(25)	82%	(114)	138
Somewhat Unfavorable of Trump	16%	(17)	84%	(89)	106
Very Unfavorable of Trump	20%	(105)	80%	(410)	515
#1 Issue: Economy	14%	(56)	86%	(332)	388
#1 Issue: Security	12%	(10)	88%	(68)	77
#1 Issue: Health Care	22%	(47)	78%	(166)	213
#1 Issue: Medicare / Social Security	19%	(15)	81%	(61)	76
#1 Issue: Women's Issues	24%	(15)	76%	(49)	65
#1 Issue: Education	17%	(10)	83%	(48)	57
#1 Issue: Energy	21%	(11)	79%	(44)	56
#1 Issue: Other	28%	(19)	72%	(48)	67
2018 House Vote: Democrat	23%	(86)	77%	(286)	373
2018 House Vote: Republican	15%	(30)	85%	(175)	205
2016 Vote: Hillary Clinton	22%	(81)	78%	(283)	364
2016 Vote: Donald Trump	17%	(37)	83%	(181)	217
2016 Vote: Didn't Vote	16%	(61)	84%	(321)	382
Voted in 2014: Yes	21%	(103)	79%	(398)	502
Voted in 2014: No	16%	(80)	84%	(418)	497
2012 Vote: Barack Obama	22%	(86)	78%	(296)	382
2012 Vote: Mitt Romney	13%	(16)	87%	(111)	128
2012 Vote: Didn't Vote	16%	(77)	84%	(391)	468
4-Region: Northeast	18%	(30)	82%	(140)	170
4-Region: Midwest	13%	(13)	87%	(85)	97
4-Region: South	19%	(85)	81%	(360)	445
4-Region: West	19%	(55)	81%	(231)	286
Mexican	17%	(78)	83%	(387)	465
Puerto Rican	19%	(34)	81%	(146)	179
Cuban	17%	(14)	83%	(67)	81
Other South American	24%	(29)	76%	(90)	119

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Table MCFE31_3NET: Which of these applies to you? Please select all that apply
I know someone personally who has died from COVID-19 (coronavirus)

Demographic	Selected		Not Selected		Total N
Hispanic Adults	18%	(183)	82%	(816)	999
Speaks only English at home	14%	(36)	86%	(229)	265
Speaks mostly English at home	21%	(53)	79%	(201)	254
Speaks both English and Spanish at home	19%	(61)	81%	(263)	323
Speaks mostly Spanish at home	26%	(29)	74%	(81)	111
Trump supporter	16%	(43)	84%	(229)	272
Biden supporter	20%	(115)	80%	(458)	573
Sports fans	19%	(134)	81%	(583)	717
Avid sports fans	16%	(46)	84%	(253)	299
Sports fans, Age: 18-34	18%	(45)	82%	(208)	253
Sports fans, Age: 35-44	15%	(28)	85%	(154)	182
Sports fans, Age: 45-64	20%	(42)	80%	(167)	209
Sports fans, Age: 65+	26%	(19)	74%	(54)	73
Movie studios should diversify teams	20%	(137)	80%	(554)	691
Movie studios should diversify stories	20%	(118)	80%	(477)	595
Concerned about Covid	20%	(174)	80%	(682)	856
No experience with Covid	—	(0)	100%	(326)	326
Health care major factor for election	21%	(141)	79%	(517)	658
Social media users	18%	(180)	82%	(795)	975
WhatsApp users	20%	(96)	80%	(378)	474
WeChat users	25%	(15)	75%	(46)	61
Social media news source at least once a week	19%	(129)	81%	(550)	679

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

Table MCFE31_4NET: Which of these applies to you? Please select all that apply
I am experiencing symptoms of COVID-19 (coronavirus) but have not been diagnosed

Demographic	Selected		Not Selected		Total N
Hispanic Adults	2%	(23)	98%	(976)	999
Gender: Male	3%	(16)	97%	(484)	500
Gender: Female	1%	(7)	99%	(492)	499
Age: 18-34	2%	(9)	98%	(369)	378
Age: 35-44	4%	(8)	96%	(214)	222
Age: 45-64	2%	(5)	98%	(285)	290
Age: 65+	2%	(2)	98%	(108)	110
GenZers: 1997-2012	3%	(4)	97%	(133)	137
Millennials: 1981-1996	2%	(7)	98%	(354)	361
GenXers: 1965-1980	3%	(10)	97%	(279)	289
Baby Boomers: 1946-1964	1%	(2)	99%	(189)	191
PID: Dem (no lean)	2%	(11)	98%	(434)	444
PID: Ind (no lean)	3%	(9)	97%	(309)	319
PID: Rep (no lean)	1%	(3)	99%	(233)	236
PID/Gender: Dem Men	3%	(6)	97%	(193)	199
PID/Gender: Dem Women	2%	(4)	98%	(241)	245
PID/Gender: Ind Men	4%	(6)	96%	(150)	156
PID/Gender: Ind Women	2%	(3)	98%	(159)	162
PID/Gender: Rep Men	2%	(3)	98%	(141)	144
PID/Gender: Rep Women	—	(0)	100%	(92)	92
Ideo: Liberal (1-3)	3%	(10)	97%	(332)	341
Ideo: Moderate (4)	3%	(9)	97%	(329)	337
Ideo: Conservative (5-7)	2%	(4)	98%	(223)	227
Educ: < College	2%	(13)	98%	(566)	579
Educ: Bachelors degree	2%	(6)	98%	(254)	260
Educ: Post-grad	2%	(4)	98%	(156)	160
Income: Under 50k	2%	(10)	98%	(504)	514
Income: 50k-100k	1%	(5)	99%	(309)	313
Income: 100k+	5%	(8)	95%	(163)	171
Ethnicity: White	2%	(13)	98%	(620)	633
Ethnicity: Hispanic	2%	(23)	98%	(976)	999
Ethnicity: Black	4%	(2)	96%	(55)	57

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Table MCFE31_4NET: Which of these applies to you? Please select all that apply
I am experiencing symptoms of COVID-19 (coronavirus) but have not been diagnosed

Demographic	Selected		Not Selected		Total N
Hispanic Adults	2%	(23)	98%	(976)	999
Ethnicity: Other	2%	(7)	98%	(301)	309
All Christian	2%	(13)	98%	(540)	553
Agnostic/Nothing in particular	2%	(5)	98%	(228)	233
Something Else	1%	(1)	99%	(133)	133
Evangelical	3%	(6)	97%	(232)	238
Non-Evangelical	2%	(8)	98%	(427)	435
Community: Urban	3%	(13)	97%	(441)	454
Community: Suburban	2%	(9)	98%	(422)	431
Community: Rural	1%	(1)	99%	(113)	114
Employ: Private Sector	4%	(13)	96%	(357)	370
Employ: Government	2%	(2)	98%	(74)	75
Employ: Self-Employed	2%	(2)	98%	(93)	95
Employ: Student	5%	(3)	95%	(60)	64
Employ: Retired	—	(1)	100%	(119)	120
Employ: Unemployed	1%	(1)	99%	(155)	156
Employ: Other	2%	(1)	98%	(69)	70
Military HH: Yes	1%	(1)	99%	(116)	117
Military HH: No	2%	(22)	98%	(860)	882
RD/WT: Right Direction	3%	(9)	97%	(262)	270
RD/WT: Wrong Track	2%	(14)	98%	(714)	729
Trump Job Approve	2%	(8)	98%	(312)	320
Trump Job Disapprove	2%	(14)	98%	(618)	633
Trump Job Strongly Approve	3%	(5)	97%	(165)	170
Trump Job Somewhat Approve	2%	(3)	98%	(147)	150
Trump Job Somewhat Disapprove	1%	(2)	99%	(132)	134
Trump Job Strongly Disapprove	3%	(13)	97%	(486)	499
Favorable of Trump	3%	(10)	97%	(308)	318
Unfavorable of Trump	2%	(12)	98%	(610)	622

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Table MCFE31_4NET: Which of these applies to you? Please select all that apply
I am experiencing symptoms of COVID-19 (coronavirus) but have not been diagnosed

Demographic	Selected		Not Selected		Total N
Hispanic Adults	2%	(23)	98%	(976)	999
Very Favorable of Trump	4%	(6)	96%	(173)	180
Somewhat Favorable of Trump	3%	(4)	97%	(135)	138
Somewhat Unfavorable of Trump	—	(0)	100%	(106)	106
Very Unfavorable of Trump	2%	(12)	98%	(503)	515
#1 Issue: Economy	3%	(10)	97%	(378)	388
#1 Issue: Security	3%	(2)	97%	(75)	77
#1 Issue: Health Care	3%	(6)	97%	(207)	213
#1 Issue: Medicare / Social Security	—	(0)	100%	(76)	76
#1 Issue: Women's Issues	2%	(1)	98%	(64)	65
#1 Issue: Education	2%	(1)	98%	(56)	57
#1 Issue: Energy	2%	(1)	98%	(55)	56
#1 Issue: Other	3%	(2)	97%	(65)	67
2018 House Vote: Democrat	3%	(11)	97%	(362)	373
2018 House Vote: Republican	2%	(4)	98%	(201)	205
2016 Vote: Hillary Clinton	3%	(10)	97%	(354)	364
2016 Vote: Donald Trump	3%	(6)	97%	(211)	217
2016 Vote: Didn't Vote	2%	(7)	98%	(375)	382
Voted in 2014: Yes	2%	(10)	98%	(491)	502
Voted in 2014: No	3%	(13)	97%	(485)	497
2012 Vote: Barack Obama	2%	(9)	98%	(372)	382
2012 Vote: Mitt Romney	2%	(2)	98%	(125)	128
2012 Vote: Didn't Vote	2%	(10)	98%	(458)	468
4-Region: Northeast	4%	(6)	96%	(164)	170
4-Region: Midwest	1%	(1)	99%	(96)	97
4-Region: South	2%	(9)	98%	(436)	445
4-Region: West	2%	(6)	98%	(280)	286
Mexican	2%	(11)	98%	(454)	465
Puerto Rican	4%	(8)	96%	(171)	179
Cuban	—	(0)	100%	(81)	81
Other South American	1%	(1)	99%	(118)	119

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Table MCFE31_4NET: Which of these applies to you? Please select all that apply
I am experiencing symptoms of COVID-19 (coronavirus) but have not been diagnosed

Demographic	Selected		Not Selected		Total N
Hispanic Adults	2%	(23)	98%	(976)	999
Speaks only English at home	2%	(5)	98%	(260)	265
Speaks mostly English at home	2%	(5)	98%	(249)	254
Speaks both English and Spanish at home	3%	(10)	97%	(314)	323
Speaks mostly Spanish at home	3%	(3)	97%	(107)	111
Trump supporter	2%	(5)	98%	(266)	272
Biden supporter	3%	(15)	97%	(558)	573
Sports fans	3%	(19)	97%	(698)	717
Avid sports fans	4%	(12)	96%	(287)	299
Sports fans, Age: 18-34	3%	(7)	97%	(246)	253
Sports fans, Age: 35-44	4%	(7)	96%	(174)	182
Sports fans, Age: 45-64	2%	(4)	98%	(205)	209
Sports fans, Age: 65+	—	(0)	100%	(73)	73
Movie studios should diversify teams	2%	(17)	98%	(674)	691
Movie studios should diversify stories	3%	(16)	97%	(579)	595
Concerned about Covid	2%	(20)	98%	(836)	856
No experience with Covid	—	(0)	100%	(326)	326
Health care major factor for election	3%	(17)	97%	(641)	658
Social media users	2%	(23)	98%	(952)	975
WhatsApp users	3%	(16)	97%	(458)	474
WeChat users	6%	(4)	94%	(57)	61
Social media news source at least once a week	2%	(16)	98%	(663)	679

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

Table MCFE31_5NET: Which of these applies to you? Please select all that apply
I am currently attempting to be tested for COVID-19 (coronavirus)

Demographic	Selected		Not Selected		Total N
Hispanic Adults	4%	(44)	96%	(955)	999
Gender: Male	5%	(26)	95%	(474)	500
Gender: Female	4%	(18)	96%	(482)	499
Age: 18-34	5%	(20)	95%	(357)	378
Age: 35-44	6%	(13)	94%	(209)	222
Age: 45-64	3%	(8)	97%	(282)	290
Age: 65+	3%	(3)	97%	(107)	110
GenZers: 1997-2012	3%	(5)	97%	(132)	137
Millennials: 1981-1996	7%	(25)	93%	(336)	361
GenXers: 1965-1980	3%	(9)	97%	(279)	289
Baby Boomers: 1946-1964	2%	(5)	98%	(187)	191
PID: Dem (no lean)	5%	(21)	95%	(424)	444
PID: Ind (no lean)	4%	(12)	96%	(306)	319
PID: Rep (no lean)	4%	(10)	96%	(226)	236
PID/Gender: Dem Men	6%	(13)	94%	(187)	199
PID/Gender: Dem Women	3%	(8)	97%	(237)	245
PID/Gender: Ind Men	4%	(6)	96%	(151)	156
PID/Gender: Ind Women	4%	(7)	96%	(156)	162
PID/Gender: Rep Men	5%	(7)	95%	(136)	144
PID/Gender: Rep Women	3%	(3)	97%	(89)	92
Ideo: Liberal (1-3)	5%	(18)	95%	(323)	341
Ideo: Moderate (4)	3%	(9)	97%	(328)	337
Ideo: Conservative (5-7)	5%	(12)	95%	(215)	227
Educ: < College	4%	(21)	96%	(559)	579
Educ: Bachelors degree	5%	(12)	95%	(247)	260
Educ: Post-grad	6%	(10)	94%	(150)	160
Income: Under 50k	3%	(17)	97%	(498)	514
Income: 50k-100k	5%	(17)	95%	(297)	313
Income: 100k+	6%	(10)	94%	(161)	171
Ethnicity: White	4%	(28)	96%	(605)	633
Ethnicity: Hispanic	4%	(44)	96%	(955)	999
Ethnicity: Black	2%	(1)	98%	(57)	57

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Table MCFE31_5NET: Which of these applies to you? Please select all that apply
I am currently attempting to be tested for COVID-19 (coronavirus)

Demographic	Selected		Not Selected		Total N
Hispanic Adults	4%	(44)	96%	(955)	999
Ethnicity: Other	5%	(15)	95%	(294)	309
All Christian	4%	(22)	96%	(532)	553
Agnostic/Nothing in particular	4%	(9)	96%	(225)	233
Something Else	5%	(7)	95%	(127)	133
Evangelical	5%	(12)	95%	(226)	238
Non-Evangelical	4%	(16)	96%	(419)	435
Community: Urban	5%	(25)	95%	(429)	454
Community: Suburban	3%	(15)	97%	(417)	431
Community: Rural	3%	(4)	97%	(110)	114
Employ: Private Sector	7%	(24)	93%	(346)	370
Employ: Government	4%	(3)	96%	(72)	75
Employ: Self-Employed	5%	(5)	95%	(90)	95
Employ: Student	4%	(3)	96%	(61)	64
Employ: Retired	4%	(4)	96%	(115)	120
Employ: Unemployed	2%	(2)	98%	(154)	156
Employ: Other	—	(0)	100%	(70)	70
Military HH: Yes	7%	(8)	93%	(109)	117
Military HH: No	4%	(36)	96%	(846)	882
RD/WT: Right Direction	5%	(15)	95%	(255)	270
RD/WT: Wrong Track	4%	(29)	96%	(700)	729
Trump Job Approve	5%	(16)	95%	(304)	320
Trump Job Disapprove	4%	(27)	96%	(605)	633
Trump Job Strongly Approve	3%	(6)	97%	(164)	170
Trump Job Somewhat Approve	7%	(10)	93%	(140)	150
Trump Job Somewhat Disapprove	4%	(5)	96%	(129)	134
Trump Job Strongly Disapprove	4%	(22)	96%	(477)	499
Favorable of Trump	4%	(14)	96%	(305)	318
Unfavorable of Trump	4%	(27)	96%	(595)	622

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Table MCFE31_5NET: Which of these applies to you? Please select all that apply
I am currently attempting to be tested for COVID-19 (coronavirus)

Demographic	Selected		Not Selected		Total N
Hispanic Adults	4%	(44)	96%	(955)	999
Very Favorable of Trump	3%	(6)	97%	(174)	180
Somewhat Favorable of Trump	6%	(8)	94%	(131)	138
Somewhat Unfavorable of Trump	6%	(6)	94%	(100)	106
Very Unfavorable of Trump	4%	(21)	96%	(494)	515
#1 Issue: Economy	4%	(14)	96%	(374)	388
#1 Issue: Security	9%	(7)	91%	(70)	77
#1 Issue: Health Care	3%	(7)	97%	(206)	213
#1 Issue: Medicare / Social Security	2%	(2)	98%	(74)	76
#1 Issue: Women's Issues	4%	(3)	96%	(62)	65
#1 Issue: Education	8%	(5)	92%	(53)	57
#1 Issue: Energy	5%	(3)	95%	(53)	56
#1 Issue: Other	4%	(2)	96%	(64)	67
2018 House Vote: Democrat	6%	(21)	94%	(352)	373
2018 House Vote: Republican	4%	(9)	96%	(196)	205
2016 Vote: Hillary Clinton	5%	(17)	95%	(347)	364
2016 Vote: Donald Trump	5%	(11)	95%	(207)	217
2016 Vote: Didn't Vote	4%	(14)	96%	(368)	382
Voted in 2014: Yes	5%	(24)	95%	(478)	502
Voted in 2014: No	4%	(20)	96%	(478)	497
2012 Vote: Barack Obama	4%	(16)	96%	(365)	382
2012 Vote: Mitt Romney	5%	(7)	95%	(121)	128
2012 Vote: Didn't Vote	4%	(19)	96%	(449)	468
4-Region: Northeast	3%	(5)	97%	(166)	170
4-Region: Midwest	6%	(6)	94%	(91)	97
4-Region: South	3%	(15)	97%	(430)	445
4-Region: West	6%	(17)	94%	(269)	286
Mexican	4%	(19)	96%	(446)	465
Puerto Rican	7%	(13)	93%	(166)	179
Cuban	3%	(2)	97%	(79)	81
Other South American	4%	(4)	96%	(115)	119

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Table MCFE31_5NET: Which of these applies to you? Please select all that apply
I am currently attempting to be tested for COVID-19 (coronavirus)

Demographic	Selected		Not Selected		Total N
Hispanic Adults	4%	(44)	96%	(955)	999
Speaks only English at home	3%	(7)	97%	(258)	265
Speaks mostly English at home	5%	(11)	95%	(242)	254
Speaks both English and Spanish at home	5%	(16)	95%	(307)	323
Speaks mostly Spanish at home	6%	(6)	94%	(105)	111
Trump supporter	4%	(12)	96%	(260)	272
Biden supporter	4%	(25)	96%	(548)	573
Sports fans	5%	(35)	95%	(682)	717
Avid sports fans	7%	(21)	93%	(278)	299
Sports fans, Age: 18-34	6%	(16)	94%	(238)	253
Sports fans, Age: 35-44	6%	(10)	94%	(171)	182
Sports fans, Age: 45-64	3%	(6)	97%	(203)	209
Sports fans, Age: 65+	4%	(3)	96%	(70)	73
Movie studios should diversify teams	4%	(27)	96%	(664)	691
Movie studios should diversify stories	5%	(32)	95%	(563)	595
Concerned about Covid	5%	(40)	95%	(815)	856
No experience with Covid	—	(0)	100%	(326)	326
Health care major factor for election	4%	(25)	96%	(633)	658
Social media users	4%	(44)	96%	(931)	975
WhatsApp users	6%	(27)	94%	(447)	474
WeChat users	17%	(11)	83%	(50)	61
Social media news source at least once a week	5%	(37)	95%	(642)	679

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

Table MCFE31_6NET: Which of these applies to you? Please select all that apply
I have been exposed to COVID-19 (coronavirus)

Demographic	Selected		Not Selected		Total N
Hispanic Adults	7%	(66)	93%	(933)	999
Gender: Male	9%	(44)	91%	(456)	500
Gender: Female	5%	(23)	95%	(477)	499
Age: 18-34	7%	(27)	93%	(350)	378
Age: 35-44	8%	(19)	92%	(203)	222
Age: 45-64	6%	(17)	94%	(273)	290
Age: 65+	3%	(3)	97%	(107)	110
GenZers: 1997-2012	9%	(12)	91%	(125)	137
Millennials: 1981-1996	7%	(26)	93%	(335)	361
GenXers: 1965-1980	8%	(22)	92%	(267)	289
Baby Boomers: 1946-1964	3%	(6)	97%	(185)	191
PID: Dem (no lean)	6%	(26)	94%	(419)	444
PID: Ind (no lean)	7%	(22)	93%	(296)	319
PID: Rep (no lean)	8%	(18)	92%	(218)	236
PID/Gender: Dem Men	8%	(16)	92%	(184)	199
PID/Gender: Dem Women	4%	(10)	96%	(235)	245
PID/Gender: Ind Men	9%	(13)	91%	(143)	156
PID/Gender: Ind Women	6%	(9)	94%	(153)	162
PID/Gender: Rep Men	10%	(14)	90%	(129)	144
PID/Gender: Rep Women	4%	(3)	96%	(89)	92
Ideo: Liberal (1-3)	9%	(30)	91%	(311)	341
Ideo: Moderate (4)	7%	(24)	93%	(313)	337
Ideo: Conservative (5-7)	4%	(8)	96%	(219)	227
Educ: < College	6%	(33)	94%	(546)	579
Educ: Bachelors degree	7%	(17)	93%	(242)	260
Educ: Post-grad	10%	(16)	90%	(144)	160
Income: Under 50k	7%	(38)	93%	(476)	514
Income: 50k-100k	5%	(16)	95%	(297)	313
Income: 100k+	7%	(12)	93%	(159)	171
Ethnicity: White	5%	(33)	95%	(600)	633
Ethnicity: Hispanic	7%	(66)	93%	(933)	999
Ethnicity: Black	7%	(4)	93%	(53)	57

Continued on next page

Table MCFE31_6NET: Which of these applies to you? Please select all that apply
I have been exposed to COVID-19 (coronavirus)

Demographic	Selected		Not Selected		Total N
Hispanic Adults	7%	(66)	93%	(933)	999
Ethnicity: Other	9%	(29)	91%	(280)	309
All Christian	6%	(32)	94%	(521)	553
Agnostic/Nothing in particular	6%	(13)	94%	(220)	233
Something Else	9%	(13)	91%	(121)	133
Evangelical	7%	(17)	93%	(221)	238
Non-Evangelical	6%	(26)	94%	(409)	435
Community: Urban	6%	(28)	94%	(426)	454
Community: Suburban	7%	(30)	93%	(401)	431
Community: Rural	7%	(8)	93%	(106)	114
Employ: Private Sector	7%	(27)	93%	(343)	370
Employ: Government	6%	(5)	94%	(71)	75
Employ: Self-Employed	9%	(9)	91%	(86)	95
Employ: Student	3%	(2)	97%	(62)	64
Employ: Retired	3%	(3)	97%	(117)	120
Employ: Unemployed	7%	(11)	93%	(145)	156
Employ: Other	10%	(7)	90%	(63)	70
Military HH: Yes	8%	(9)	92%	(108)	117
Military HH: No	6%	(57)	94%	(825)	882
RD/WT: Right Direction	7%	(20)	93%	(250)	270
RD/WT: Wrong Track	6%	(46)	94%	(683)	729
Trump Job Approve	8%	(24)	92%	(296)	320
Trump Job Disapprove	6%	(40)	94%	(592)	633
Trump Job Strongly Approve	5%	(9)	95%	(161)	170
Trump Job Somewhat Approve	10%	(15)	90%	(135)	150
Trump Job Somewhat Disapprove	3%	(5)	97%	(129)	134
Trump Job Strongly Disapprove	7%	(36)	93%	(463)	499
Favorable of Trump	7%	(21)	93%	(297)	318
Unfavorable of Trump	7%	(44)	93%	(578)	622

Continued on next page

Table MCFE31_6NET: Which of these applies to you? Please select all that apply
I have been exposed to COVID-19 (coronavirus)

Demographic	Selected		Not Selected		Total N
Hispanic Adults	7%	(66)	93%	(933)	999
Very Favorable of Trump	6%	(11)	94%	(168)	180
Somewhat Favorable of Trump	7%	(10)	93%	(129)	138
Somewhat Unfavorable of Trump	7%	(7)	93%	(100)	106
Very Unfavorable of Trump	7%	(37)	93%	(479)	515
#1 Issue: Economy	8%	(31)	92%	(357)	388
#1 Issue: Security	2%	(2)	98%	(76)	77
#1 Issue: Health Care	7%	(15)	93%	(197)	213
#1 Issue: Medicare / Social Security	3%	(2)	97%	(74)	76
#1 Issue: Women's Issues	4%	(2)	96%	(62)	65
#1 Issue: Education	4%	(2)	96%	(55)	57
#1 Issue: Energy	12%	(7)	88%	(49)	56
#1 Issue: Other	7%	(4)	93%	(62)	67
2018 House Vote: Democrat	7%	(25)	93%	(348)	373
2018 House Vote: Republican	7%	(15)	93%	(190)	205
2016 Vote: Hillary Clinton	5%	(18)	95%	(345)	364
2016 Vote: Donald Trump	9%	(20)	91%	(197)	217
2016 Vote: Didn't Vote	7%	(26)	93%	(356)	382
Voted in 2014: Yes	5%	(27)	95%	(474)	502
Voted in 2014: No	8%	(39)	92%	(458)	497
2012 Vote: Barack Obama	5%	(20)	95%	(362)	382
2012 Vote: Mitt Romney	7%	(8)	93%	(119)	128
2012 Vote: Didn't Vote	8%	(38)	92%	(430)	468
4-Region: Northeast	6%	(11)	94%	(159)	170
4-Region: Midwest	9%	(9)	91%	(88)	97
4-Region: South	6%	(25)	94%	(420)	445
4-Region: West	7%	(21)	93%	(265)	286
Mexican	6%	(30)	94%	(435)	465
Puerto Rican	6%	(11)	94%	(168)	179
Cuban	7%	(6)	93%	(75)	81
Other South American	7%	(8)	93%	(111)	119

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Table MCFE31_6NET: Which of these applies to you? Please select all that apply
I have been exposed to COVID-19 (coronavirus)

Demographic	Selected		Not Selected		Total N
Hispanic Adults	7%	(66)	93%	(933)	999
Speaks only English at home	7%	(20)	93%	(246)	265
Speaks mostly English at home	7%	(18)	93%	(236)	254
Speaks both English and Spanish at home	6%	(21)	94%	(303)	323
Speaks mostly Spanish at home	4%	(5)	96%	(106)	111
Trump supporter	8%	(22)	92%	(249)	272
Biden supporter	6%	(35)	94%	(538)	573
Sports fans	7%	(53)	93%	(664)	717
Avid sports fans	10%	(29)	90%	(270)	299
Sports fans, Age: 18-34	7%	(18)	93%	(235)	253
Sports fans, Age: 35-44	10%	(18)	90%	(164)	182
Sports fans, Age: 45-64	7%	(14)	93%	(196)	209
Sports fans, Age: 65+	4%	(3)	96%	(69)	73
Movie studios should diversify teams	8%	(55)	92%	(636)	691
Movie studios should diversify stories	8%	(46)	92%	(549)	595
Concerned about Covid	6%	(56)	94%	(800)	856
No experience with Covid	—	(0)	100%	(326)	326
Health care major factor for election	7%	(46)	93%	(612)	658
Social media users	7%	(66)	93%	(909)	975
WhatsApp users	8%	(38)	92%	(436)	474
WeChat users	8%	(5)	92%	(56)	61
Social media news source at least once a week	7%	(46)	93%	(633)	679

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

Table MCFE31_7NET: Which of these applies to you? Please select all that apply
Someone in my household has lost a job because of the COVID-19 pandemic (coronavirus)

Demographic	Selected		Not Selected		Total N
Hispanic Adults	13%	(129)	87%	(870)	999
Gender: Male	12%	(60)	88%	(440)	500
Gender: Female	14%	(70)	86%	(430)	499
Age: 18-34	15%	(55)	85%	(323)	378
Age: 35-44	15%	(34)	85%	(187)	222
Age: 45-64	12%	(36)	88%	(254)	290
Age: 65+	3%	(4)	97%	(106)	110
GenZers: 1997-2012	15%	(20)	85%	(117)	137
Millennials: 1981-1996	17%	(61)	83%	(301)	361
GenXers: 1965-1980	13%	(38)	87%	(251)	289
Baby Boomers: 1946-1964	5%	(11)	95%	(181)	191
PID: Dem (no lean)	13%	(56)	87%	(389)	444
PID: Ind (no lean)	14%	(43)	86%	(275)	319
PID: Rep (no lean)	13%	(30)	87%	(206)	236
PID/Gender: Dem Men	12%	(25)	88%	(175)	199
PID/Gender: Dem Women	13%	(31)	87%	(214)	245
PID/Gender: Ind Men	10%	(16)	90%	(141)	156
PID/Gender: Ind Women	17%	(28)	83%	(135)	162
PID/Gender: Rep Men	13%	(19)	87%	(124)	144
PID/Gender: Rep Women	12%	(11)	88%	(82)	92
Ideo: Liberal (1-3)	13%	(46)	87%	(295)	341
Ideo: Moderate (4)	14%	(47)	86%	(291)	337
Ideo: Conservative (5-7)	10%	(24)	90%	(203)	227
Educ: < College	14%	(80)	86%	(500)	579
Educ: Bachelors degree	14%	(38)	86%	(222)	260
Educ: Post-grad	7%	(11)	93%	(148)	160
Income: Under 50k	15%	(75)	85%	(440)	514
Income: 50k-100k	11%	(34)	89%	(279)	313
Income: 100k+	12%	(20)	88%	(151)	171
Ethnicity: White	12%	(73)	88%	(560)	633
Ethnicity: Hispanic	13%	(129)	87%	(870)	999
Ethnicity: Black	11%	(6)	89%	(51)	57

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Table MCFE31_7NET: Which of these applies to you? Please select all that apply
Someone in my household has lost a job because of the COVID-19 pandemic (coronavirus)

Demographic	Selected		Not Selected		Total N
Hispanic Adults	13%	(129)	87%	(870)	999
Ethnicity: Other	16%	(50)	84%	(258)	309
All Christian	12%	(65)	88%	(488)	553
Agnostic/Nothing in particular	13%	(30)	87%	(204)	233
Something Else	21%	(27)	79%	(106)	133
Evangelical	17%	(39)	83%	(199)	238
Non-Evangelical	12%	(51)	88%	(384)	435
Community: Urban	16%	(72)	84%	(382)	454
Community: Suburban	11%	(47)	89%	(385)	431
Community: Rural	10%	(11)	90%	(103)	114
Employ: Private Sector	10%	(38)	90%	(332)	370
Employ: Government	12%	(9)	88%	(66)	75
Employ: Self-Employed	19%	(18)	81%	(77)	95
Employ: Student	8%	(5)	92%	(58)	64
Employ: Retired	2%	(3)	98%	(117)	120
Employ: Unemployed	25%	(39)	75%	(117)	156
Employ: Other	13%	(9)	87%	(61)	70
Military HH: Yes	13%	(15)	87%	(102)	117
Military HH: No	13%	(114)	87%	(768)	882
RD/WT: Right Direction	12%	(33)	88%	(237)	270
RD/WT: Wrong Track	13%	(96)	87%	(633)	729
Trump Job Approve	12%	(40)	88%	(280)	320
Trump Job Disapprove	13%	(84)	87%	(549)	633
Trump Job Strongly Approve	10%	(17)	90%	(153)	170
Trump Job Somewhat Approve	15%	(23)	85%	(127)	150
Trump Job Somewhat Disapprove	12%	(16)	88%	(117)	134
Trump Job Strongly Disapprove	14%	(68)	86%	(431)	499
Favorable of Trump	13%	(40)	87%	(278)	318
Unfavorable of Trump	13%	(80)	87%	(541)	622

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Table MCFE31_7NET: Which of these applies to you? Please select all that apply
Someone in my household has lost a job because of the COVID-19 pandemic (coronavirus)

Demographic	Selected		Not Selected		Total N
Hispanic Adults	13%	(129)	87%	(870)	999
Very Favorable of Trump	11%	(20)	89%	(160)	180
Somewhat Favorable of Trump	15%	(20)	85%	(118)	138
Somewhat Unfavorable of Trump	13%	(14)	87%	(93)	106
Very Unfavorable of Trump	13%	(67)	87%	(449)	515
#1 Issue: Economy	14%	(55)	86%	(334)	388
#1 Issue: Security	5%	(4)	95%	(73)	77
#1 Issue: Health Care	11%	(24)	89%	(188)	213
#1 Issue: Medicare / Social Security	6%	(4)	94%	(72)	76
#1 Issue: Women's Issues	13%	(9)	87%	(56)	65
#1 Issue: Education	22%	(13)	78%	(45)	57
#1 Issue: Energy	23%	(13)	77%	(43)	56
#1 Issue: Other	12%	(8)	88%	(59)	67
2018 House Vote: Democrat	13%	(50)	87%	(323)	373
2018 House Vote: Republican	13%	(26)	87%	(179)	205
2016 Vote: Hillary Clinton	14%	(52)	86%	(312)	364
2016 Vote: Donald Trump	11%	(24)	89%	(193)	217
2016 Vote: Didn't Vote	13%	(51)	87%	(331)	382
Voted in 2014: Yes	12%	(60)	88%	(441)	502
Voted in 2014: No	14%	(69)	86%	(429)	497
2012 Vote: Barack Obama	11%	(43)	89%	(338)	382
2012 Vote: Mitt Romney	11%	(14)	89%	(114)	128
2012 Vote: Didn't Vote	15%	(70)	85%	(398)	468
4-Region: Northeast	14%	(23)	86%	(147)	170
4-Region: Midwest	12%	(11)	88%	(86)	97
4-Region: South	12%	(54)	88%	(391)	445
4-Region: West	14%	(41)	86%	(246)	286
Mexican	13%	(62)	87%	(403)	465
Puerto Rican	10%	(18)	90%	(161)	179
Cuban	14%	(11)	86%	(69)	81
Other South American	15%	(18)	85%	(101)	119

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Table MCFE31_7NET: Which of these applies to you? Please select all that apply
Someone in my household has lost a job because of the COVID-19 pandemic (coronavirus)

Demographic	Selected		Not Selected		Total N
Hispanic Adults	13%	(129)	87%	(870)	999
Speaks only English at home	13%	(33)	87%	(232)	265
Speaks mostly English at home	14%	(37)	86%	(217)	254
Speaks both English and Spanish at home	11%	(36)	89%	(288)	323
Speaks mostly Spanish at home	17%	(19)	83%	(92)	111
Trump supporter	9%	(24)	91%	(248)	272
Biden supporter	14%	(79)	86%	(495)	573
Sports fans	14%	(99)	86%	(618)	717
Avid sports fans	14%	(43)	86%	(256)	299
Sports fans, Age: 18-34	15%	(37)	85%	(216)	253
Sports fans, Age: 35-44	17%	(30)	83%	(151)	182
Sports fans, Age: 45-64	14%	(29)	86%	(180)	209
Sports fans, Age: 65+	3%	(2)	97%	(70)	73
Movie studios should diversify teams	14%	(98)	86%	(593)	691
Movie studios should diversify stories	14%	(86)	86%	(510)	595
Concerned about Covid	13%	(110)	87%	(745)	856
No experience with Covid	—	(0)	100%	(326)	326
Health care major factor for election	14%	(90)	86%	(569)	658
Social media users	13%	(128)	87%	(847)	975
WhatsApp users	13%	(63)	87%	(411)	474
WeChat users	19%	(11)	81%	(49)	61
Social media news source at least once a week	14%	(95)	86%	(584)	679

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

Table MCFE31_8NET: Which of these applies to you? Please select all that apply
A family member or friend lost their job because of the COVID-19 pandemic (coronavirus)

Demographic	Selected		Not Selected		Total N
Hispanic Adults	19%	(186)	81%	(813)	999
Gender: Male	17%	(86)	83%	(413)	500
Gender: Female	20%	(100)	80%	(400)	499
Age: 18-34	20%	(75)	80%	(303)	378
Age: 35-44	18%	(40)	82%	(182)	222
Age: 45-64	20%	(57)	80%	(233)	290
Age: 65+	13%	(14)	87%	(96)	110
GenZers: 1997-2012	20%	(27)	80%	(110)	137
Millennials: 1981-1996	19%	(70)	81%	(291)	361
GenXers: 1965-1980	22%	(63)	78%	(226)	289
Baby Boomers: 1946-1964	13%	(25)	87%	(166)	191
PID: Dem (no lean)	20%	(91)	80%	(354)	444
PID: Ind (no lean)	18%	(59)	82%	(260)	319
PID: Rep (no lean)	16%	(37)	84%	(199)	236
PID/Gender: Dem Men	20%	(39)	80%	(161)	199
PID/Gender: Dem Women	21%	(52)	79%	(193)	245
PID/Gender: Ind Men	17%	(26)	83%	(130)	156
PID/Gender: Ind Women	20%	(33)	80%	(130)	162
PID/Gender: Rep Men	15%	(21)	85%	(122)	144
PID/Gender: Rep Women	17%	(16)	83%	(77)	92
Ideo: Liberal (1-3)	23%	(80)	77%	(261)	341
Ideo: Moderate (4)	18%	(60)	82%	(277)	337
Ideo: Conservative (5-7)	16%	(36)	84%	(191)	227
Educ: < College	18%	(106)	82%	(473)	579
Educ: Bachelors degree	21%	(54)	79%	(205)	260
Educ: Post-grad	16%	(26)	84%	(134)	160
Income: Under 50k	19%	(98)	81%	(416)	514
Income: 50k-100k	17%	(54)	83%	(259)	313
Income: 100k+	20%	(34)	80%	(138)	171
Ethnicity: White	17%	(111)	83%	(522)	633
Ethnicity: Hispanic	19%	(186)	81%	(813)	999
Ethnicity: Black	20%	(11)	80%	(46)	57

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Table MCFE31_8NET: Which of these applies to you? Please select all that apply
A family member or friend lost their job because of the COVID-19 pandemic (coronavirus)

Demographic	Selected		Not Selected		Total N
Hispanic Adults	19%	(186)	81%	(813)	999
Ethnicity: Other	21%	(64)	79%	(244)	309
All Christian	17%	(96)	83%	(457)	553
Agnostic/Nothing in particular	17%	(39)	83%	(194)	233
Something Else	24%	(32)	76%	(101)	133
Evangelical	27%	(65)	73%	(174)	238
Non-Evangelical	14%	(61)	86%	(374)	435
Community: Urban	19%	(85)	81%	(369)	454
Community: Suburban	19%	(81)	81%	(350)	431
Community: Rural	18%	(20)	82%	(93)	114
Employ: Private Sector	17%	(64)	83%	(307)	370
Employ: Government	17%	(13)	83%	(62)	75
Employ: Self-Employed	27%	(26)	73%	(69)	95
Employ: Student	10%	(6)	90%	(57)	64
Employ: Retired	12%	(14)	88%	(105)	120
Employ: Unemployed	25%	(39)	75%	(117)	156
Employ: Other	25%	(17)	75%	(53)	70
Military HH: Yes	24%	(28)	76%	(90)	117
Military HH: No	18%	(159)	82%	(723)	882
RD/WT: Right Direction	16%	(44)	84%	(226)	270
RD/WT: Wrong Track	20%	(142)	80%	(587)	729
Trump Job Approve	17%	(54)	83%	(266)	320
Trump Job Disapprove	20%	(129)	80%	(504)	633
Trump Job Strongly Approve	13%	(22)	87%	(149)	170
Trump Job Somewhat Approve	21%	(32)	79%	(118)	150
Trump Job Somewhat Disapprove	21%	(28)	79%	(106)	134
Trump Job Strongly Disapprove	20%	(101)	80%	(398)	499
Favorable of Trump	17%	(55)	83%	(263)	318
Unfavorable of Trump	20%	(124)	80%	(498)	622

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Table MCFE31_8NET: Which of these applies to you? Please select all that apply
A family member or friend lost their job because of the COVID-19 pandemic (coronavirus)

Demographic	Selected		Not Selected		Total N
Hispanic Adults	19%	(186)	81%	(813)	999
Very Favorable of Trump	16%	(28)	84%	(152)	180
Somewhat Favorable of Trump	19%	(27)	81%	(112)	138
Somewhat Unfavorable of Trump	21%	(22)	79%	(84)	106
Very Unfavorable of Trump	20%	(102)	80%	(413)	515
#1 Issue: Economy	20%	(79)	80%	(310)	388
#1 Issue: Security	15%	(11)	85%	(66)	77
#1 Issue: Health Care	15%	(32)	85%	(181)	213
#1 Issue: Medicare / Social Security	15%	(11)	85%	(65)	76
#1 Issue: Women's Issues	23%	(15)	77%	(50)	65
#1 Issue: Education	22%	(13)	78%	(45)	57
#1 Issue: Energy	31%	(18)	69%	(38)	56
#1 Issue: Other	12%	(8)	88%	(59)	67
2018 House Vote: Democrat	21%	(77)	79%	(296)	373
2018 House Vote: Republican	15%	(31)	85%	(174)	205
2016 Vote: Hillary Clinton	20%	(74)	80%	(289)	364
2016 Vote: Donald Trump	16%	(34)	84%	(183)	217
2016 Vote: Didn't Vote	18%	(69)	82%	(313)	382
Voted in 2014: Yes	17%	(88)	83%	(414)	502
Voted in 2014: No	20%	(99)	80%	(399)	497
2012 Vote: Barack Obama	19%	(72)	81%	(310)	382
2012 Vote: Mitt Romney	12%	(16)	88%	(112)	128
2012 Vote: Didn't Vote	20%	(95)	80%	(373)	468
4-Region: Northeast	19%	(33)	81%	(138)	170
4-Region: Midwest	24%	(24)	76%	(74)	97
4-Region: South	18%	(78)	82%	(367)	445
4-Region: West	18%	(52)	82%	(234)	286
Mexican	19%	(89)	81%	(376)	465
Puerto Rican	14%	(24)	86%	(155)	179
Cuban	17%	(14)	83%	(67)	81
Other South American	20%	(24)	80%	(95)	119

Continued on next page

Table MCFE31_8NET: Which of these applies to you? Please select all that apply
A family member or friend lost their job because of the COVID-19 pandemic (coronavirus)

Demographic	Selected		Not Selected		Total N
Hispanic Adults	19%	(186)	81%	(813)	999
Speaks only English at home	19%	(49)	81%	(216)	265
Speaks mostly English at home	21%	(53)	79%	(201)	254
Speaks both English and Spanish at home	15%	(49)	85%	(274)	323
Speaks mostly Spanish at home	29%	(32)	71%	(79)	111
Trump supporter	15%	(40)	85%	(231)	272
Biden supporter	21%	(122)	79%	(451)	573
Sports fans	19%	(138)	81%	(579)	717
Avid sports fans	20%	(59)	80%	(240)	299
Sports fans, Age: 18-34	19%	(49)	81%	(205)	253
Sports fans, Age: 35-44	20%	(37)	80%	(144)	182
Sports fans, Age: 45-64	20%	(42)	80%	(168)	209
Sports fans, Age: 65+	15%	(11)	85%	(62)	73
Movie studios should diversify teams	21%	(144)	79%	(547)	691
Movie studios should diversify stories	21%	(124)	79%	(472)	595
Concerned about Covid	20%	(167)	80%	(689)	856
No experience with Covid	—	(0)	100%	(326)	326
Health care major factor for election	21%	(139)	79%	(519)	658
Social media users	19%	(183)	81%	(792)	975
WhatsApp users	22%	(103)	78%	(371)	474
WeChat users	26%	(16)	74%	(45)	61
Social media news source at least once a week	22%	(148)	78%	(531)	679

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

Table MCFE31_9NET: Which of these applies to you? Please select all that apply
My local community has been badly affected by the COVID-19 pandemic (coronavirus)

Demographic	Selected		Not Selected		Total N
Hispanic Adults	18%	(180)	82%	(819)	999
Gender: Male	17%	(83)	83%	(417)	500
Gender: Female	20%	(98)	80%	(402)	499
Age: 18-34	15%	(57)	85%	(321)	378
Age: 35-44	22%	(49)	78%	(173)	222
Age: 45-64	20%	(57)	80%	(233)	290
Age: 65+	16%	(17)	84%	(92)	110
GenZers: 1997-2012	19%	(26)	81%	(111)	137
Millennials: 1981-1996	16%	(57)	84%	(304)	361
GenXers: 1965-1980	21%	(59)	79%	(229)	289
Baby Boomers: 1946-1964	19%	(35)	81%	(156)	191
PID: Dem (no lean)	21%	(95)	79%	(349)	444
PID: Ind (no lean)	15%	(47)	85%	(272)	319
PID: Rep (no lean)	16%	(38)	84%	(198)	236
PID/Gender: Dem Men	19%	(37)	81%	(162)	199
PID/Gender: Dem Women	24%	(58)	76%	(187)	245
PID/Gender: Ind Men	14%	(21)	86%	(135)	156
PID/Gender: Ind Women	16%	(26)	84%	(136)	162
PID/Gender: Rep Men	17%	(24)	83%	(120)	144
PID/Gender: Rep Women	15%	(14)	85%	(78)	92
Ideo: Liberal (1-3)	24%	(81)	76%	(260)	341
Ideo: Moderate (4)	14%	(47)	86%	(290)	337
Ideo: Conservative (5-7)	16%	(36)	84%	(191)	227
Educ: < College	16%	(94)	84%	(485)	579
Educ: Bachelors degree	21%	(55)	79%	(205)	260
Educ: Post-grad	19%	(31)	81%	(129)	160
Income: Under 50k	18%	(93)	82%	(422)	514
Income: 50k-100k	18%	(55)	82%	(258)	313
Income: 100k+	19%	(32)	81%	(139)	171
Ethnicity: White	17%	(110)	83%	(523)	633
Ethnicity: Hispanic	18%	(180)	82%	(819)	999
Ethnicity: Black	30%	(17)	70%	(40)	57

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Table MCFE31_9NET: Which of these applies to you? Please select all that apply
My local community has been badly affected by the COVID-19 pandemic (coronavirus)

Demographic	Selected		Not Selected		Total N
Hispanic Adults	18%	(180)	82%	(819)	999
Ethnicity: Other	17%	(53)	83%	(256)	309
All Christian	18%	(97)	82%	(456)	553
Agnostic/Nothing in particular	17%	(40)	83%	(193)	233
Something Else	18%	(24)	82%	(109)	133
Evangelical	20%	(48)	80%	(190)	238
Non-Evangelical	16%	(70)	84%	(365)	435
Community: Urban	21%	(95)	79%	(359)	454
Community: Suburban	16%	(68)	84%	(363)	431
Community: Rural	15%	(17)	85%	(97)	114
Employ: Private Sector	17%	(64)	83%	(306)	370
Employ: Government	24%	(18)	76%	(57)	75
Employ: Self-Employed	21%	(20)	79%	(75)	95
Employ: Student	10%	(7)	90%	(57)	64
Employ: Retired	19%	(23)	81%	(97)	120
Employ: Unemployed	16%	(25)	84%	(131)	156
Employ: Other	17%	(12)	83%	(58)	70
Military HH: Yes	25%	(29)	75%	(88)	117
Military HH: No	17%	(151)	83%	(731)	882
RD/WT: Right Direction	14%	(37)	86%	(233)	270
RD/WT: Wrong Track	20%	(143)	80%	(586)	729
Trump Job Approve	15%	(50)	85%	(270)	320
Trump Job Disapprove	20%	(125)	80%	(508)	633
Trump Job Strongly Approve	18%	(30)	82%	(140)	170
Trump Job Somewhat Approve	13%	(19)	87%	(130)	150
Trump Job Somewhat Disapprove	15%	(20)	85%	(113)	134
Trump Job Strongly Disapprove	21%	(104)	79%	(395)	499
Favorable of Trump	17%	(55)	83%	(263)	318
Unfavorable of Trump	19%	(118)	81%	(504)	622

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Table MCFE31_9NET: Which of these applies to you? Please select all that apply
My local community has been badly affected by the COVID-19 pandemic (coronavirus)

Demographic	Selected		Not Selected		Total N
Hispanic Adults	18%	(180)	82%	(819)	999
Very Favorable of Trump	21%	(38)	79%	(142)	180
Somewhat Favorable of Trump	13%	(17)	87%	(121)	138
Somewhat Unfavorable of Trump	14%	(15)	86%	(92)	106
Very Unfavorable of Trump	20%	(104)	80%	(412)	515
#1 Issue: Economy	17%	(64)	83%	(324)	388
#1 Issue: Security	8%	(6)	92%	(71)	77
#1 Issue: Health Care	21%	(46)	79%	(167)	213
#1 Issue: Medicare / Social Security	14%	(11)	86%	(65)	76
#1 Issue: Women's Issues	18%	(12)	82%	(53)	65
#1 Issue: Education	16%	(9)	84%	(48)	57
#1 Issue: Energy	28%	(15)	72%	(40)	56
#1 Issue: Other	25%	(17)	75%	(50)	67
2018 House Vote: Democrat	22%	(83)	78%	(290)	373
2018 House Vote: Republican	14%	(29)	86%	(176)	205
2016 Vote: Hillary Clinton	22%	(78)	78%	(285)	364
2016 Vote: Donald Trump	16%	(36)	84%	(181)	217
2016 Vote: Didn't Vote	17%	(64)	83%	(318)	382
Voted in 2014: Yes	19%	(97)	81%	(404)	502
Voted in 2014: No	17%	(83)	83%	(414)	497
2012 Vote: Barack Obama	21%	(78)	79%	(303)	382
2012 Vote: Mitt Romney	14%	(18)	86%	(110)	128
2012 Vote: Didn't Vote	18%	(82)	82%	(386)	468
4-Region: Northeast	23%	(39)	77%	(132)	170
4-Region: Midwest	17%	(17)	83%	(81)	97
4-Region: South	18%	(82)	82%	(363)	445
4-Region: West	15%	(43)	85%	(244)	286
Mexican	17%	(80)	83%	(385)	465
Puerto Rican	18%	(32)	82%	(147)	179
Cuban	19%	(15)	81%	(66)	81
Other South American	23%	(27)	77%	(92)	119

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Table MCFE31_9NET: Which of these applies to you? Please select all that apply
My local community has been badly affected by the COVID-19 pandemic (coronavirus)

Demographic	Selected		Not Selected		Total N
Hispanic Adults	18%	(180)	82%	(819)	999
Speaks only English at home	18%	(48)	82%	(218)	265
Speaks mostly English at home	19%	(48)	81%	(206)	254
Speaks both English and Spanish at home	18%	(58)	82%	(265)	323
Speaks mostly Spanish at home	18%	(20)	82%	(91)	111
Trump supporter	15%	(41)	85%	(231)	272
Biden supporter	20%	(117)	80%	(457)	573
Sports fans	18%	(129)	82%	(588)	717
Avid sports fans	15%	(45)	85%	(254)	299
Sports fans, Age: 18-34	13%	(34)	87%	(220)	253
Sports fans, Age: 35-44	23%	(41)	77%	(140)	182
Sports fans, Age: 45-64	19%	(39)	81%	(170)	209
Sports fans, Age: 65+	20%	(14)	80%	(58)	73
Movie studios should diversify teams	20%	(137)	80%	(554)	691
Movie studios should diversify stories	20%	(119)	80%	(477)	595
Concerned about Covid	20%	(169)	80%	(686)	856
No experience with Covid	—	(0)	100%	(326)	326
Health care major factor for election	21%	(138)	79%	(521)	658
Social media users	18%	(178)	82%	(797)	975
WhatsApp users	21%	(102)	79%	(372)	474
WeChat users	27%	(17)	73%	(44)	61
Social media news source at least once a week	19%	(131)	81%	(548)	679

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

Table MCFE31_10NET: Which of these applies to you? Please select all that apply
I have previously been tested for COVID-19 (coronavirus)

Demographic	Selected		Not Selected		Total N
Hispanic Adults	18%	(177)	82%	(822)	999
Gender: Male	18%	(90)	82%	(410)	500
Gender: Female	18%	(87)	82%	(412)	499
Age: 18-34	16%	(60)	84%	(317)	378
Age: 35-44	17%	(37)	83%	(184)	222
Age: 45-64	17%	(50)	83%	(239)	290
Age: 65+	27%	(29)	73%	(80)	110
GenZers: 1997-2012	10%	(13)	90%	(123)	137
Millennials: 1981-1996	19%	(69)	81%	(292)	361
GenXers: 1965-1980	17%	(48)	83%	(240)	289
Baby Boomers: 1946-1964	21%	(39)	79%	(152)	191
PID: Dem (no lean)	19%	(87)	81%	(358)	444
PID: Ind (no lean)	17%	(53)	83%	(266)	319
PID: Rep (no lean)	16%	(38)	84%	(198)	236
PID/Gender: Dem Men	22%	(44)	78%	(156)	199
PID/Gender: Dem Women	18%	(43)	82%	(202)	245
PID/Gender: Ind Men	12%	(19)	88%	(137)	156
PID/Gender: Ind Women	21%	(33)	79%	(129)	162
PID/Gender: Rep Men	19%	(27)	81%	(117)	144
PID/Gender: Rep Women	12%	(11)	88%	(81)	92
Ideo: Liberal (1-3)	18%	(63)	82%	(278)	341
Ideo: Moderate (4)	21%	(69)	79%	(268)	337
Ideo: Conservative (5-7)	15%	(35)	85%	(192)	227
Educ: < College	16%	(91)	84%	(488)	579
Educ: Bachelors degree	22%	(56)	78%	(204)	260
Educ: Post-grad	19%	(30)	81%	(130)	160
Income: Under 50k	17%	(88)	83%	(426)	514
Income: 50k-100k	18%	(55)	82%	(258)	313
Income: 100k+	20%	(34)	80%	(137)	171
Ethnicity: White	18%	(112)	82%	(521)	633
Ethnicity: Hispanic	18%	(177)	82%	(822)	999
Ethnicity: Black	9%	(5)	91%	(52)	57

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Table MCFE31_10NET: Which of these applies to you? Please select all that apply
I have previously been tested for COVID-19 (coronavirus)

Demographic	Selected		Not Selected		Total N
Hispanic Adults	18%	(177)	82%	(822)	999
Ethnicity: Other	19%	(60)	81%	(248)	309
All Christian	18%	(97)	82%	(456)	553
Agnostic/Nothing in particular	20%	(47)	80%	(186)	233
Something Else	16%	(21)	84%	(112)	133
Evangelical	18%	(43)	82%	(195)	238
Non-Evangelical	17%	(75)	83%	(360)	435
Community: Urban	18%	(83)	82%	(371)	454
Community: Suburban	19%	(82)	81%	(349)	431
Community: Rural	11%	(12)	89%	(101)	114
Employ: Private Sector	19%	(71)	81%	(299)	370
Employ: Government	7%	(5)	93%	(70)	75
Employ: Self-Employed	16%	(16)	84%	(79)	95
Employ: Student	13%	(8)	87%	(55)	64
Employ: Retired	21%	(25)	79%	(95)	120
Employ: Unemployed	18%	(29)	82%	(127)	156
Employ: Other	26%	(18)	74%	(52)	70
Military HH: Yes	17%	(20)	83%	(97)	117
Military HH: No	18%	(157)	82%	(725)	882
RD/WT: Right Direction	14%	(38)	86%	(232)	270
RD/WT: Wrong Track	19%	(139)	81%	(589)	729
Trump Job Approve	13%	(42)	87%	(278)	320
Trump Job Disapprove	20%	(130)	80%	(503)	633
Trump Job Strongly Approve	15%	(25)	85%	(145)	170
Trump Job Somewhat Approve	11%	(17)	89%	(133)	150
Trump Job Somewhat Disapprove	17%	(23)	83%	(111)	134
Trump Job Strongly Disapprove	21%	(107)	79%	(392)	499
Favorable of Trump	14%	(45)	86%	(273)	318
Unfavorable of Trump	20%	(125)	80%	(497)	622

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Table MCFE31_10NET: Which of these applies to you? Please select all that apply
I have previously been tested for COVID-19 (coronavirus)

Demographic	Selected		Not Selected		Total N
Hispanic Adults	18%	(177)	82%	(822)	999
Very Favorable of Trump	18%	(32)	82%	(148)	180
Somewhat Favorable of Trump	10%	(14)	90%	(125)	138
Somewhat Unfavorable of Trump	18%	(19)	82%	(88)	106
Very Unfavorable of Trump	21%	(106)	79%	(409)	515
#1 Issue: Economy	16%	(61)	84%	(327)	388
#1 Issue: Security	13%	(10)	87%	(67)	77
#1 Issue: Health Care	21%	(44)	79%	(169)	213
#1 Issue: Medicare / Social Security	30%	(22)	70%	(54)	76
#1 Issue: Women's Issues	7%	(5)	93%	(60)	65
#1 Issue: Education	14%	(8)	86%	(49)	57
#1 Issue: Energy	33%	(18)	67%	(38)	56
#1 Issue: Other	13%	(9)	87%	(58)	67
2018 House Vote: Democrat	21%	(80)	79%	(293)	373
2018 House Vote: Republican	16%	(34)	84%	(171)	205
2016 Vote: Hillary Clinton	22%	(79)	78%	(285)	364
2016 Vote: Donald Trump	18%	(39)	82%	(178)	217
2016 Vote: Didn't Vote	15%	(56)	85%	(326)	382
Voted in 2014: Yes	19%	(95)	81%	(406)	502
Voted in 2014: No	17%	(82)	83%	(415)	497
2012 Vote: Barack Obama	20%	(76)	80%	(306)	382
2012 Vote: Mitt Romney	17%	(22)	83%	(105)	128
2012 Vote: Didn't Vote	16%	(77)	84%	(391)	468
4-Region: Northeast	21%	(35)	79%	(135)	170
4-Region: Midwest	17%	(17)	83%	(80)	97
4-Region: South	16%	(73)	84%	(372)	445
4-Region: West	18%	(52)	82%	(234)	286
Mexican	17%	(80)	83%	(385)	465
Puerto Rican	19%	(34)	81%	(146)	179
Cuban	16%	(13)	84%	(68)	81
Other South American	22%	(26)	78%	(93)	119

Continued on next page

Table MCFE31_10NET: Which of these applies to you? Please select all that apply
I have previously been tested for COVID-19 (coronavirus)

Demographic	Selected		Not Selected		Total N
Hispanic Adults	18%	(177)	82%	(822)	999
Speaks only English at home	18%	(47)	82%	(218)	265
Speaks mostly English at home	22%	(56)	78%	(198)	254
Speaks both English and Spanish at home	15%	(48)	85%	(275)	323
Speaks mostly Spanish at home	17%	(19)	83%	(92)	111
Trump supporter	12%	(33)	88%	(239)	272
Biden supporter	20%	(115)	80%	(458)	573
Sports fans	18%	(130)	82%	(587)	717
Avid sports fans	18%	(53)	82%	(246)	299
Sports fans, Age: 18-34	18%	(44)	82%	(209)	253
Sports fans, Age: 35-44	16%	(29)	84%	(152)	182
Sports fans, Age: 45-64	18%	(37)	82%	(172)	209
Sports fans, Age: 65+	26%	(19)	74%	(54)	73
Movie studios should diversify teams	20%	(139)	80%	(552)	691
Movie studios should diversify stories	19%	(114)	81%	(481)	595
Concerned about Covid	20%	(167)	80%	(688)	856
No experience with Covid	—	(0)	100%	(326)	326
Health care major factor for election	21%	(138)	79%	(520)	658
Social media users	17%	(170)	83%	(805)	975
WhatsApp users	20%	(96)	80%	(378)	474
WeChat users	24%	(14)	76%	(47)	61
Social media news source at least once a week	19%	(127)	81%	(552)	679

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

Table MCFE31_11NET: Which of these applies to you? Please select all that apply
None of the above

Demographic	Selected		Not Selected		Total N
Hispanic Adults	33%	(326)	67%	(673)	999
Gender: Male	34%	(171)	66%	(329)	500
Gender: Female	31%	(155)	69%	(344)	499
Age: 18-34	31%	(117)	69%	(261)	378
Age: 35-44	37%	(82)	63%	(140)	222
Age: 45-64	30%	(87)	70%	(203)	290
Age: 65+	37%	(40)	63%	(70)	110
GenZers: 1997-2012	33%	(45)	67%	(91)	137
Millennials: 1981-1996	33%	(119)	67%	(243)	361
GenXers: 1965-1980	30%	(87)	70%	(202)	289
Baby Boomers: 1946-1964	34%	(66)	66%	(126)	191
PID: Dem (no lean)	32%	(143)	68%	(301)	444
PID: Ind (no lean)	32%	(101)	68%	(217)	319
PID: Rep (no lean)	34%	(81)	66%	(155)	236
PID/Gender: Dem Men	35%	(70)	65%	(130)	199
PID/Gender: Dem Women	30%	(74)	70%	(171)	245
PID/Gender: Ind Men	36%	(57)	64%	(100)	156
PID/Gender: Ind Women	28%	(45)	72%	(117)	162
PID/Gender: Rep Men	31%	(45)	69%	(99)	144
PID/Gender: Rep Women	40%	(37)	60%	(56)	92
Ideo: Liberal (1-3)	27%	(94)	73%	(247)	341
Ideo: Moderate (4)	31%	(106)	69%	(232)	337
Ideo: Conservative (5-7)	41%	(94)	59%	(133)	227
Educ: < College	35%	(205)	65%	(374)	579
Educ: Bachelors degree	24%	(63)	76%	(197)	260
Educ: Post-grad	36%	(58)	64%	(102)	160
Income: Under 50k	33%	(169)	67%	(345)	514
Income: 50k-100k	32%	(102)	68%	(212)	313
Income: 100k+	32%	(55)	68%	(116)	171
Ethnicity: White	35%	(219)	65%	(414)	633
Ethnicity: Hispanic	33%	(326)	67%	(673)	999
Ethnicity: Black	22%	(12)	78%	(45)	57

Continued on next page

Table MCFE31_11NET: Which of these applies to you? Please select all that apply
None of the above

Demographic	Selected		Not Selected		Total N
Hispanic Adults	33%	(326)	67%	(673)	999
Ethnicity: Other	31%	(94)	69%	(214)	309
All Christian	34%	(187)	66%	(366)	553
Agnostic/Nothing in particular	36%	(84)	64%	(149)	233
Something Else	27%	(36)	73%	(98)	133
Evangelical	27%	(65)	73%	(173)	238
Non-Evangelical	35%	(153)	65%	(282)	435
Community: Urban	32%	(144)	68%	(310)	454
Community: Suburban	33%	(143)	67%	(289)	431
Community: Rural	34%	(39)	66%	(75)	114
Employ: Private Sector	31%	(113)	69%	(257)	370
Employ: Government	31%	(23)	69%	(52)	75
Employ: Self-Employed	24%	(23)	76%	(72)	95
Employ: Student	42%	(27)	58%	(37)	64
Employ: Retired	42%	(50)	58%	(70)	120
Employ: Unemployed	34%	(53)	66%	(103)	156
Employ: Other	30%	(21)	70%	(49)	70
Military HH: Yes	23%	(26)	77%	(91)	117
Military HH: No	34%	(300)	66%	(582)	882
RD/WT: Right Direction	36%	(97)	64%	(173)	270
RD/WT: Wrong Track	31%	(228)	69%	(500)	729
Trump Job Approve	39%	(124)	61%	(196)	320
Trump Job Disapprove	29%	(182)	71%	(451)	633
Trump Job Strongly Approve	38%	(65)	62%	(106)	170
Trump Job Somewhat Approve	39%	(59)	61%	(91)	150
Trump Job Somewhat Disapprove	28%	(37)	72%	(96)	134
Trump Job Strongly Disapprove	29%	(145)	71%	(354)	499
Favorable of Trump	36%	(115)	64%	(203)	318
Unfavorable of Trump	30%	(187)	70%	(435)	622

Continued on next page

Table MCFE31_11NET: Which of these applies to you? Please select all that apply
None of the above

Demographic	Selected		Not Selected		Total N
Hispanic Adults	33%	(326)	67%	(673)	999
Very Favorable of Trump	34%	(61)	66%	(119)	180
Somewhat Favorable of Trump	39%	(54)	61%	(85)	138
Somewhat Unfavorable of Trump	34%	(36)	66%	(71)	106
Very Unfavorable of Trump	29%	(151)	71%	(365)	515
#1 Issue: Economy	34%	(132)	66%	(256)	388
#1 Issue: Security	37%	(29)	63%	(49)	77
#1 Issue: Health Care	32%	(68)	68%	(144)	213
#1 Issue: Medicare / Social Security	35%	(27)	65%	(49)	76
#1 Issue: Women's Issues	28%	(18)	72%	(47)	65
#1 Issue: Education	24%	(14)	76%	(43)	57
#1 Issue: Energy	31%	(17)	69%	(38)	56
#1 Issue: Other	30%	(20)	70%	(47)	67
2018 House Vote: Democrat	29%	(107)	71%	(266)	373
2018 House Vote: Republican	34%	(69)	66%	(136)	205
2016 Vote: Hillary Clinton	29%	(106)	71%	(258)	364
2016 Vote: Donald Trump	33%	(72)	67%	(145)	217
2016 Vote: Didn't Vote	35%	(134)	65%	(248)	382
Voted in 2014: Yes	32%	(160)	68%	(342)	502
Voted in 2014: No	33%	(166)	67%	(331)	497
2012 Vote: Barack Obama	31%	(117)	69%	(264)	382
2012 Vote: Mitt Romney	41%	(52)	59%	(75)	128
2012 Vote: Didn't Vote	32%	(149)	68%	(319)	468
4-Region: Northeast	25%	(43)	75%	(127)	170
4-Region: Midwest	29%	(28)	71%	(70)	97
4-Region: South	33%	(145)	67%	(300)	445
4-Region: West	39%	(110)	61%	(176)	286
Mexican	35%	(163)	65%	(303)	465
Puerto Rican	31%	(56)	69%	(123)	179
Cuban	36%	(29)	64%	(52)	81
Other South American	23%	(27)	77%	(92)	119

Continued on next page

Table MCFE31_11NET: Which of these applies to you? Please select all that apply
None of the above

Demographic	Selected		Not Selected		Total N
Hispanic Adults	33%	(326)	67%	(673)	999
Speaks only English at home	36%	(97)	64%	(169)	265
Speaks mostly English at home	25%	(63)	75%	(191)	254
Speaks both English and Spanish at home	35%	(114)	65%	(209)	323
Speaks mostly Spanish at home	27%	(29)	73%	(81)	111
Trump supporter	39%	(107)	61%	(165)	272
Biden supporter	29%	(168)	71%	(406)	573
Sports fans	31%	(224)	69%	(493)	717
Avid sports fans	34%	(101)	66%	(198)	299
Sports fans, Age: 18-34	28%	(70)	72%	(183)	253
Sports fans, Age: 35-44	37%	(66)	63%	(115)	182
Sports fans, Age: 45-64	30%	(64)	70%	(146)	209
Sports fans, Age: 65+	34%	(25)	66%	(48)	73
Movie studios should diversify teams	29%	(202)	71%	(488)	691
Movie studios should diversify stories	28%	(165)	72%	(430)	595
Concerned about Covid	30%	(256)	70%	(600)	856
No experience with Covid	100%	(326)	—	(0)	326
Health care major factor for election	28%	(182)	72%	(477)	658
Social media users	32%	(314)	68%	(661)	975
WhatsApp users	26%	(126)	74%	(348)	474
WeChat users	22%	(13)	78%	(47)	61
Social media news source at least once a week	29%	(200)	71%	(479)	679

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

Table MCFE32_1: Have the following gotten better or worse for you since the COVID-19 pandemic (coronavirus) spread to the U.S., or have they stayed the same?
Your relationships with friends

Demographic	Gotten much better		Gotten somewhat better		Gotten somewhat worse		Gotten much worse		Stayed the same		Don't Know / No Opinion		Total N
Hispanic Adults	9%	(89)	14%	(136)	20%	(201)	8%	(84)	42%	(416)	7%	(72)	999
Gender: Male	10%	(51)	15%	(74)	19%	(94)	9%	(45)	39%	(197)	8%	(38)	500
Gender: Female	8%	(38)	12%	(62)	21%	(107)	8%	(39)	44%	(220)	7%	(34)	499
Age: 18-34	8%	(30)	15%	(56)	23%	(87)	11%	(40)	33%	(123)	11%	(40)	378
Age: 35-44	13%	(28)	15%	(34)	20%	(45)	7%	(16)	38%	(85)	6%	(13)	222
Age: 45-64	8%	(22)	11%	(33)	17%	(49)	8%	(24)	51%	(147)	5%	(15)	290
Age: 65+	7%	(8)	12%	(13)	18%	(20)	4%	(4)	56%	(61)	4%	(4)	110
GenZers: 1997-2012	9%	(12)	13%	(18)	25%	(34)	14%	(19)	27%	(37)	12%	(16)	137
Millennials: 1981-1996	10%	(37)	15%	(55)	22%	(80)	8%	(30)	35%	(126)	9%	(33)	361
GenXers: 1965-1980	8%	(24)	14%	(39)	16%	(47)	8%	(23)	48%	(137)	6%	(17)	289
Baby Boomers: 1946-1964	7%	(13)	11%	(21)	19%	(37)	6%	(12)	54%	(102)	3%	(6)	191
PID: Dem (no lean)	6%	(26)	14%	(63)	19%	(83)	9%	(42)	45%	(198)	7%	(32)	444
PID: Ind (no lean)	9%	(28)	11%	(35)	23%	(73)	8%	(25)	40%	(127)	10%	(31)	319
PID: Rep (no lean)	15%	(34)	16%	(38)	19%	(45)	7%	(18)	39%	(92)	4%	(9)	236
PID/Gender: Dem Men	6%	(12)	15%	(30)	14%	(27)	10%	(21)	48%	(95)	7%	(14)	199
PID/Gender: Dem Women	6%	(14)	13%	(33)	23%	(56)	9%	(21)	42%	(103)	7%	(18)	245
PID/Gender: Ind Men	11%	(17)	11%	(17)	23%	(36)	7%	(11)	36%	(56)	12%	(19)	156
PID/Gender: Ind Women	7%	(11)	11%	(18)	23%	(37)	8%	(13)	44%	(71)	8%	(13)	162
PID/Gender: Rep Men	15%	(22)	18%	(26)	22%	(31)	9%	(13)	32%	(46)	4%	(5)	144
PID/Gender: Rep Women	14%	(13)	13%	(12)	15%	(14)	5%	(5)	50%	(46)	3%	(3)	92
Ideo: Liberal (1-3)	10%	(34)	13%	(45)	23%	(79)	11%	(37)	38%	(130)	5%	(16)	341
Ideo: Moderate (4)	7%	(23)	12%	(41)	17%	(56)	8%	(26)	50%	(169)	7%	(22)	337
Ideo: Conservative (5-7)	10%	(23)	18%	(42)	20%	(46)	7%	(16)	39%	(89)	5%	(12)	227
Educ: < College	8%	(45)	12%	(72)	18%	(104)	10%	(56)	42%	(242)	11%	(61)	579
Educ: Bachelors degree	12%	(30)	12%	(31)	25%	(66)	8%	(21)	41%	(106)	2%	(5)	260
Educ: Post-grad	9%	(14)	20%	(33)	20%	(31)	5%	(8)	43%	(68)	4%	(6)	160
Income: Under 50k	8%	(41)	12%	(64)	17%	(89)	10%	(50)	42%	(217)	10%	(53)	514
Income: 50k-100k	9%	(29)	14%	(44)	24%	(76)	7%	(22)	41%	(129)	5%	(14)	313
Income: 100k+	11%	(19)	16%	(28)	21%	(36)	7%	(12)	41%	(71)	3%	(5)	171

Continued on next page

Table MCFE32_1: Have the following gotten better or worse for you since the COVID-19 pandemic (coronavirus) spread to the U.S., or have they stayed the same?
Your relationships with friends

Demographic	Gotten much better		Gotten somewhat better		Gotten somewhat worse		Gotten much worse		Stayed the same		Don't Know / No Opinion	Total N
Hispanic Adults	9%	(89)	14%	(136)	20%	(201)	8%	(84)	42%	(416)	7% (72)	999
Ethnicity: White	9%	(55)	15%	(97)	21%	(135)	7%	(43)	43%	(272)	5% (31)	633
Ethnicity: Hispanic	9%	(89)	14%	(136)	20%	(201)	8%	(84)	42%	(416)	7% (72)	999
Ethnicity: Black	16%	(9)	4%	(2)	26%	(15)	4%	(2)	45%	(26)	5% (3)	57
Ethnicity: Other	8%	(25)	12%	(36)	17%	(52)	13%	(39)	38%	(118)	12% (38)	309
All Christian	10%	(54)	16%	(89)	19%	(103)	7%	(36)	43%	(239)	6% (32)	553
Agnostic/Nothing in particular	8%	(18)	10%	(24)	21%	(48)	10%	(22)	41%	(95)	11% (25)	233
Something Else	9%	(12)	9%	(12)	27%	(36)	10%	(14)	38%	(50)	7% (9)	133
Evangelical	13%	(32)	16%	(38)	22%	(53)	7%	(17)	36%	(85)	6% (14)	238
Non-Evangelical	7%	(32)	14%	(63)	19%	(83)	7%	(32)	46%	(198)	6% (27)	435
Community: Urban	11%	(50)	14%	(64)	19%	(88)	9%	(41)	40%	(183)	6% (28)	454
Community: Suburban	7%	(32)	13%	(55)	23%	(99)	8%	(34)	41%	(179)	8% (33)	431
Community: Rural	6%	(7)	15%	(17)	13%	(15)	8%	(9)	48%	(54)	10% (12)	114
Employ: Private Sector	12%	(45)	16%	(59)	22%	(80)	8%	(30)	37%	(135)	5% (20)	370
Employ: Government	15%	(12)	13%	(10)	20%	(15)	5%	(4)	42%	(31)	5% (3)	75
Employ: Self-Employed	6%	(6)	10%	(10)	21%	(20)	10%	(10)	47%	(45)	4% (4)	95
Employ: Student	8%	(5)	11%	(7)	25%	(16)	16%	(10)	28%	(18)	13% (8)	64
Employ: Retired	5%	(7)	14%	(17)	12%	(14)	6%	(7)	60%	(72)	3% (4)	120
Employ: Unemployed	4%	(6)	13%	(20)	21%	(32)	9%	(14)	40%	(62)	15% (23)	156
Employ: Other	7%	(5)	12%	(8)	16%	(11)	12%	(9)	42%	(29)	11% (8)	70
Military HH: Yes	9%	(11)	19%	(22)	18%	(21)	9%	(11)	40%	(46)	6% (7)	117
Military HH: No	9%	(78)	13%	(114)	20%	(181)	8%	(73)	42%	(370)	7% (66)	882
RD/WT: Right Direction	15%	(39)	17%	(45)	18%	(50)	7%	(19)	37%	(101)	6% (16)	270
RD/WT: Wrong Track	7%	(49)	12%	(91)	21%	(151)	9%	(65)	43%	(315)	8% (56)	729
Trump Job Approve	15%	(49)	15%	(48)	19%	(60)	7%	(21)	39%	(125)	5% (16)	320
Trump Job Disapprove	6%	(36)	13%	(80)	21%	(131)	10%	(61)	44%	(281)	7% (45)	633

Continued on next page

Table MCFE32_1: Have the following gotten better or worse for you since the COVID-19 pandemic (coronavirus) spread to the U.S., or have they stayed the same?
Your relationships with friends

Demographic	Gotten much better		Gotten somewhat better		Gotten somewhat worse		Gotten much worse		Stayed the same		Don't Know / No Opinion		Total N
Hispanic Adults	9%	(89)	14%	(136)	20%	(201)	8%	(84)	42%	(416)	7%	(72)	999
Trump Job Strongly Approve	20%	(34)	14%	(23)	15%	(25)	8%	(14)	38%	(64)	6%	(10)	170
Trump Job Somewhat Approve	10%	(16)	17%	(25)	23%	(35)	5%	(7)	41%	(61)	4%	(6)	150
Trump Job Somewhat Disapprove	8%	(11)	13%	(18)	22%	(30)	5%	(7)	43%	(58)	8%	(10)	134
Trump Job Strongly Disapprove	5%	(25)	12%	(62)	20%	(101)	11%	(54)	45%	(224)	7%	(34)	499
Favorable of Trump	14%	(46)	17%	(55)	20%	(62)	7%	(22)	38%	(120)	4%	(14)	318
Unfavorable of Trump	6%	(37)	12%	(73)	21%	(130)	10%	(61)	44%	(274)	8%	(47)	622
Very Favorable of Trump	19%	(33)	15%	(27)	18%	(32)	7%	(13)	36%	(64)	6%	(10)	180
Somewhat Favorable of Trump	9%	(13)	20%	(27)	22%	(31)	6%	(9)	40%	(55)	3%	(3)	138
Somewhat Unfavorable of Trump	11%	(12)	14%	(15)	19%	(21)	7%	(7)	42%	(45)	7%	(7)	106
Very Unfavorable of Trump	5%	(25)	11%	(58)	21%	(109)	11%	(54)	44%	(229)	8%	(39)	515
#1 Issue: Economy	10%	(39)	11%	(44)	22%	(86)	9%	(33)	41%	(159)	7%	(27)	388
#1 Issue: Security	6%	(4)	16%	(13)	17%	(13)	10%	(7)	42%	(32)	10%	(8)	77
#1 Issue: Health Care	9%	(19)	15%	(31)	21%	(45)	7%	(16)	43%	(92)	5%	(10)	213
#1 Issue: Medicare / Social Security	7%	(5)	15%	(12)	11%	(9)	7%	(5)	56%	(42)	4%	(3)	76
#1 Issue: Women's Issues	9%	(6)	18%	(12)	24%	(16)	15%	(10)	29%	(19)	5%	(3)	65
#1 Issue: Education	13%	(7)	14%	(8)	18%	(10)	5%	(3)	43%	(25)	6%	(4)	57
#1 Issue: Energy	15%	(8)	16%	(9)	23%	(13)	4%	(2)	32%	(18)	10%	(5)	56
#1 Issue: Other	2%	(1)	11%	(7)	15%	(10)	11%	(8)	43%	(29)	18%	(12)	67
2018 House Vote: Democrat	8%	(30)	14%	(54)	18%	(66)	7%	(27)	47%	(177)	5%	(19)	373
2018 House Vote: Republican	16%	(32)	17%	(36)	19%	(39)	9%	(18)	34%	(69)	5%	(11)	205
2016 Vote: Hillary Clinton	7%	(25)	12%	(45)	19%	(70)	7%	(26)	49%	(179)	5%	(19)	364
2016 Vote: Donald Trump	14%	(31)	18%	(38)	17%	(36)	9%	(19)	38%	(82)	5%	(11)	217
2016 Vote: Didn't Vote	8%	(32)	12%	(47)	23%	(88)	9%	(35)	37%	(141)	10%	(39)	382
Voted in 2014: Yes	10%	(50)	14%	(72)	18%	(88)	8%	(39)	46%	(229)	5%	(23)	502
Voted in 2014: No	8%	(39)	13%	(64)	23%	(113)	9%	(45)	38%	(187)	10%	(49)	497
2012 Vote: Barack Obama	9%	(36)	14%	(52)	17%	(64)	9%	(34)	48%	(183)	4%	(13)	382
2012 Vote: Mitt Romney	15%	(19)	21%	(27)	17%	(22)	6%	(8)	36%	(47)	4%	(5)	128
2012 Vote: Didn't Vote	7%	(33)	12%	(56)	24%	(113)	9%	(40)	37%	(175)	11%	(50)	468

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Table MCFE32_1: Have the following gotten better or worse for you since the COVID-19 pandemic (coronavirus) spread to the U.S., or have they stayed the same?
Your relationships with friends

Demographic	Gotten much better		Gotten somewhat better		Gotten somewhat worse		Gotten much worse		Stayed the same		Don't Know / No Opinion		Total N
Hispanic Adults	9%	(89)	14%	(136)	20%	(201)	8%	(84)	42%	(416)	7%	(72)	999
4-Region: Northeast	7%	(12)	13%	(23)	22%	(38)	10%	(16)	42%	(71)	6%	(10)	170
4-Region: Midwest	5%	(5)	13%	(12)	21%	(21)	12%	(12)	41%	(40)	8%	(8)	97
4-Region: South	10%	(43)	16%	(72)	20%	(87)	6%	(28)	43%	(193)	5%	(23)	445
4-Region: West	10%	(29)	10%	(29)	19%	(55)	10%	(29)	39%	(113)	11%	(32)	286
Mexican	11%	(52)	12%	(58)	18%	(82)	8%	(38)	43%	(199)	8%	(37)	465
Puerto Rican	6%	(11)	17%	(30)	19%	(33)	9%	(16)	44%	(78)	6%	(11)	179
Cuban	6%	(5)	15%	(12)	21%	(17)	9%	(7)	42%	(34)	6%	(5)	81
Other South American	7%	(9)	16%	(20)	28%	(33)	7%	(8)	40%	(48)	2%	(2)	119
Speaks only English at home	9%	(23)	15%	(39)	19%	(49)	9%	(24)	41%	(108)	8%	(22)	265
Speaks mostly English at home	8%	(19)	12%	(29)	21%	(53)	8%	(20)	46%	(117)	6%	(16)	254
Speaks both English and Spanish at home	11%	(35)	15%	(49)	19%	(60)	9%	(28)	40%	(128)	8%	(24)	323
Speaks mostly Spanish at home	7%	(7)	14%	(16)	28%	(31)	8%	(9)	37%	(41)	5%	(6)	111
Trump supporter	17%	(46)	15%	(40)	18%	(49)	8%	(20)	38%	(104)	4%	(12)	272
Biden supporter	6%	(33)	13%	(73)	21%	(123)	9%	(50)	44%	(254)	7%	(40)	573
Sports fans	10%	(71)	15%	(107)	21%	(147)	8%	(57)	41%	(296)	6%	(40)	717
Avid sports fans	13%	(38)	16%	(48)	22%	(66)	8%	(24)	38%	(114)	3%	(10)	299
Sports fans, Age: 18-34	9%	(23)	17%	(43)	24%	(60)	11%	(28)	32%	(81)	7%	(18)	253
Sports fans, Age: 35-44	14%	(25)	16%	(30)	21%	(38)	6%	(10)	38%	(68)	5%	(9)	182
Sports fans, Age: 45-64	8%	(17)	12%	(24)	18%	(37)	8%	(16)	50%	(105)	5%	(10)	209
Sports fans, Age: 65+	7%	(5)	14%	(10)	16%	(11)	3%	(2)	57%	(42)	3%	(2)	73
Movie studios should diversify teams	9%	(61)	15%	(101)	23%	(158)	8%	(56)	41%	(283)	5%	(31)	691
Movie studios should diversify stories	10%	(60)	16%	(96)	22%	(131)	8%	(49)	39%	(234)	4%	(25)	595
Concerned about Covid	9%	(76)	14%	(121)	20%	(171)	9%	(73)	42%	(358)	7%	(57)	856
No experience with Covid	8%	(25)	12%	(39)	16%	(51)	5%	(16)	45%	(148)	14%	(47)	326
Health care major factor for election	8%	(54)	13%	(89)	20%	(133)	8%	(55)	44%	(287)	6%	(40)	658
Social media users	9%	(86)	14%	(134)	21%	(200)	9%	(83)	42%	(405)	7%	(67)	975
WhatsApp users	9%	(45)	16%	(75)	22%	(106)	9%	(43)	38%	(179)	6%	(26)	474
WeChat users	22%	(14)	23%	(14)	14%	(8)	14%	(8)	27%	(16)	—	(0)	61

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Table MCFE32_1: *Have the following gotten better or worse for you since the COVID-19 pandemic (coronavirus) spread to the U.S., or have they stayed the same?*
Your relationships with friends

Demographic	Gotten much better	Gotten somewhat better	Gotten somewhat worse	Gotten much worse	Stayed the same	Don't Know / No Opinion	Total N
Hispanic Adults	9% (89)	14% (136)	20% (201)	8% (84)	42% (416)	7% (72)	999
Social media news source at least once a week	9% (64)	14% (97)	22% (151)	9% (59)	40% (269)	6% (40)	679

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

Table MCFE32_2: Have the following gotten better or worse for you since the COVID-19 pandemic (coronavirus) spread to the U.S., or have they stayed the same?
Your relationship with your romantic partner

Demographic	Gotten much better	Gotten somewhat better	Gotten somewhat worse	Gotten much worse	Stayed the same	Don't Know / No Opinion	Total N
Hispanic Adults	14% (138)	13% (131)	9% (86)	8% (78)	33% (332)	23% (234)	999
Gender: Male	15% (75)	13% (65)	10% (49)	9% (43)	33% (164)	21% (103)	500
Gender: Female	13% (63)	13% (66)	7% (37)	7% (35)	34% (168)	26% (131)	499
Age: 18-34	15% (55)	16% (61)	12% (44)	11% (40)	23% (89)	24% (89)	378
Age: 35-44	18% (41)	14% (32)	7% (14)	7% (15)	36% (80)	18% (39)	222
Age: 45-64	12% (34)	10% (29)	8% (23)	8% (22)	38% (109)	25% (73)	290
Age: 65+	7% (8)	8% (9)	5% (5)	1% (1)	49% (54)	30% (33)	110
GenZers: 1997-2012	10% (13)	11% (15)	14% (19)	16% (21)	16% (22)	34% (46)	137
Millennials: 1981-1996	18% (63)	18% (64)	9% (33)	7% (27)	30% (107)	19% (67)	361
GenXers: 1965-1980	15% (42)	13% (37)	7% (21)	8% (22)	36% (104)	22% (63)	289
Baby Boomers: 1946-1964	10% (19)	7% (13)	7% (13)	4% (8)	46% (88)	26% (50)	191
PID: Dem (no lean)	13% (60)	11% (50)	7% (32)	8% (36)	32% (144)	28% (123)	444
PID: Ind (no lean)	12% (38)	14% (45)	10% (30)	8% (26)	33% (104)	23% (74)	319
PID: Rep (no lean)	17% (40)	15% (35)	10% (23)	7% (16)	36% (84)	16% (38)	236
PID/Gender: Dem Men	14% (29)	12% (24)	7% (14)	8% (16)	35% (69)	24% (48)	199
PID/Gender: Dem Women	13% (31)	11% (26)	8% (19)	8% (20)	30% (75)	31% (75)	245
PID/Gender: Ind Men	11% (18)	14% (21)	11% (18)	9% (15)	30% (46)	25% (39)	156
PID/Gender: Ind Women	13% (21)	15% (24)	8% (13)	7% (12)	36% (58)	22% (35)	162
PID/Gender: Rep Men	20% (28)	13% (19)	12% (18)	9% (13)	34% (49)	12% (17)	144
PID/Gender: Rep Women	12% (11)	17% (16)	6% (6)	4% (3)	38% (35)	22% (21)	92
Ideo: Liberal (1-3)	14% (48)	13% (44)	10% (35)	8% (27)	30% (102)	25% (84)	341
Ideo: Moderate (4)	13% (43)	14% (46)	6% (22)	6% (21)	37% (125)	24% (80)	337
Ideo: Conservative (5-7)	16% (35)	13% (30)	10% (22)	8% (18)	36% (81)	18% (40)	227
Educ: < College	11% (64)	11% (61)	9% (50)	10% (57)	31% (179)	29% (169)	579
Educ: Bachelors degree	17% (45)	18% (46)	9% (22)	7% (18)	34% (89)	15% (40)	260
Educ: Post-grad	18% (28)	15% (24)	9% (14)	2% (4)	40% (64)	16% (26)	160
Income: Under 50k	9% (44)	12% (63)	9% (46)	10% (50)	30% (157)	30% (154)	514
Income: 50k-100k	18% (58)	12% (38)	8% (26)	7% (22)	37% (115)	17% (54)	313
Income: 100k+	21% (35)	17% (29)	9% (15)	3% (6)	35% (60)	15% (26)	171

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Table MCFE32_2: Have the following gotten better or worse for you since the COVID-19 pandemic (coronavirus) spread to the U.S., or have they stayed the same?
Your relationship with your romantic partner

Demographic	Gotten much better	Gotten somewhat better	Gotten somewhat worse	Gotten much worse	Stayed the same	Don't Know / No Opinion	Total N
Hispanic Adults	14% (138)	13% (131)	9% (86)	8% (78)	33% (332)	23% (234)	999
Ethnicity: White	15% (96)	13% (83)	9% (57)	5% (35)	37% (233)	21% (131)	633
Ethnicity: Hispanic	14% (138)	13% (131)	9% (86)	8% (78)	33% (332)	23% (234)	999
Ethnicity: Black	12% (7)	15% (8)	9% (5)	19% (11)	25% (14)	21% (12)	57
Ethnicity: Other	11% (35)	13% (40)	8% (24)	11% (33)	27% (85)	30% (91)	309
All Christian	15% (86)	14% (78)	9% (47)	5% (29)	35% (196)	21% (117)	553
Agnostic/Nothing in particular	11% (26)	11% (25)	9% (22)	10% (23)	31% (73)	28% (65)	233
Something Else	16% (21)	13% (17)	6% (8)	12% (16)	30% (40)	23% (31)	133
Evangelical	21% (50)	15% (35)	8% (18)	6% (14)	29% (68)	22% (53)	238
Non-Evangelical	12% (53)	14% (59)	8% (34)	7% (29)	38% (166)	21% (93)	435
Community: Urban	16% (74)	12% (56)	9% (42)	8% (35)	32% (145)	22% (102)	454
Community: Suburban	13% (55)	12% (52)	9% (40)	7% (32)	34% (145)	25% (108)	431
Community: Rural	8% (9)	20% (22)	4% (5)	10% (12)	37% (42)	21% (24)	114
Employ: Private Sector	17% (63)	16% (61)	9% (33)	7% (25)	34% (125)	17% (64)	370
Employ: Government	22% (17)	17% (13)	9% (7)	3% (2)	35% (26)	13% (10)	75
Employ: Self-Employed	18% (17)	12% (11)	4% (4)	11% (10)	31% (29)	25% (24)	95
Employ: Student	9% (6)	5% (3)	15% (10)	11% (7)	16% (10)	44% (28)	64
Employ: Retired	6% (7)	9% (10)	5% (6)	2% (2)	51% (61)	28% (33)	120
Employ: Unemployed	7% (10)	9% (13)	12% (19)	10% (16)	28% (43)	35% (55)	156
Employ: Other	8% (6)	14% (10)	5% (4)	12% (9)	33% (23)	27% (19)	70
Military HH: Yes	14% (17)	13% (15)	10% (11)	8% (9)	35% (41)	20% (23)	117
Military HH: No	14% (121)	13% (116)	8% (75)	8% (69)	33% (290)	24% (211)	882
RD/WT: Right Direction	20% (54)	17% (45)	8% (21)	6% (16)	34% (92)	15% (41)	270
RD/WT: Wrong Track	11% (83)	12% (85)	9% (65)	8% (62)	33% (240)	26% (193)	729
Trump Job Approve	20% (64)	14% (45)	9% (28)	6% (20)	35% (110)	16% (52)	320
Trump Job Disapprove	10% (65)	13% (81)	8% (53)	9% (54)	33% (211)	27% (168)	633

Continued on next page

Table MCFE32_2: Have the following gotten better or worse for you since the COVID-19 pandemic (coronavirus) spread to the U.S., or have they stayed the same?
Your relationship with your romantic partner

Demographic	Gotten much better	Gotten somewhat better	Gotten somewhat worse	Gotten much worse	Stayed the same	Don't Know / No Opinion	Total N
Hispanic Adults	14% (138)	13% (131)	9% (86)	8% (78)	33% (332)	23% (234)	999
Trump Job Strongly Approve	26% (45)	12% (20)	9% (16)	4% (8)	32% (54)	16% (28)	170
Trump Job Somewhat Approve	13% (19)	17% (25)	9% (13)	8% (12)	37% (56)	16% (25)	150
Trump Job Somewhat Disapprove	10% (14)	21% (29)	8% (11)	7% (9)	33% (45)	20% (27)	134
Trump Job Strongly Disapprove	10% (51)	10% (52)	8% (42)	9% (46)	33% (166)	28% (142)	499
Favorable of Trump	21% (66)	15% (47)	9% (29)	5% (17)	34% (108)	16% (51)	318
Unfavorable of Trump	10% (63)	13% (79)	8% (53)	9% (56)	33% (208)	26% (164)	622
Very Favorable of Trump	25% (45)	13% (23)	10% (17)	4% (7)	34% (61)	15% (27)	180
Somewhat Favorable of Trump	15% (21)	17% (24)	8% (12)	8% (11)	35% (48)	17% (23)	138
Somewhat Unfavorable of Trump	11% (11)	21% (23)	11% (11)	10% (11)	33% (36)	14% (15)	106
Very Unfavorable of Trump	10% (52)	11% (57)	8% (41)	9% (45)	33% (172)	29% (149)	515
#1 Issue: Economy	15% (59)	16% (61)	7% (26)	8% (31)	35% (134)	20% (78)	388
#1 Issue: Security	13% (10)	12% (9)	12% (10)	6% (5)	30% (23)	26% (20)	77
#1 Issue: Health Care	13% (29)	12% (26)	9% (19)	5% (10)	38% (81)	23% (48)	213
#1 Issue: Medicare / Social Security	10% (7)	8% (6)	6% (4)	8% (6)	40% (30)	29% (22)	76
#1 Issue: Women's Issues	14% (9)	17% (11)	16% (10)	9% (6)	15% (10)	29% (19)	65
#1 Issue: Education	20% (12)	3% (2)	5% (3)	12% (7)	33% (19)	26% (15)	57
#1 Issue: Energy	11% (6)	16% (9)	15% (8)	8% (4)	28% (16)	23% (13)	56
#1 Issue: Other	9% (6)	11% (8)	8% (5)	15% (10)	28% (19)	29% (19)	67
2018 House Vote: Democrat	15% (57)	13% (50)	7% (26)	5% (20)	37% (139)	22% (80)	373
2018 House Vote: Republican	19% (40)	16% (34)	11% (22)	6% (13)	31% (64)	16% (33)	205
2016 Vote: Hillary Clinton	12% (45)	14% (51)	8% (28)	5% (18)	38% (139)	23% (83)	364
2016 Vote: Donald Trump	21% (46)	15% (32)	8% (18)	6% (14)	34% (74)	16% (34)	217
2016 Vote: Didn't Vote	11% (43)	11% (44)	9% (35)	11% (43)	28% (107)	29% (111)	382
Voted in 2014: Yes	15% (73)	14% (72)	8% (39)	5% (25)	39% (196)	19% (97)	502
Voted in 2014: No	13% (65)	12% (59)	9% (47)	11% (53)	27% (136)	28% (138)	497
2012 Vote: Barack Obama	15% (58)	13% (49)	7% (26)	6% (22)	36% (139)	23% (88)	382
2012 Vote: Mitt Romney	14% (18)	16% (20)	7% (9)	3% (4)	40% (50)	20% (25)	128
2012 Vote: Didn't Vote	13% (60)	13% (60)	10% (47)	10% (47)	29% (135)	25% (119)	468

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Table MCFE32_2: Have the following gotten better or worse for you since the COVID-19 pandemic (coronavirus) spread to the U.S., or have they stayed the same?
Your relationship with your romantic partner

Demographic	Gotten much better	Gotten somewhat better	Gotten somewhat worse	Gotten much worse	Stayed the same	Don't Know / No Opinion	Total N
Hispanic Adults	14% (138)	13% (131)	9% (86)	8% (78)	33% (332)	23% (234)	999
4-Region: Northeast	19% (32)	11% (19)	8% (14)	8% (13)	28% (48)	25% (43)	170
4-Region: Midwest	7% (6)	19% (19)	13% (13)	10% (9)	34% (33)	17% (17)	97
4-Region: South	14% (60)	15% (65)	6% (27)	8% (36)	36% (162)	21% (95)	445
4-Region: West	13% (38)	10% (27)	11% (32)	7% (20)	31% (88)	28% (80)	286
Mexican	15% (69)	13% (62)	9% (41)	7% (34)	31% (144)	25% (114)	465
Puerto Rican	12% (21)	12% (21)	12% (21)	8% (13)	33% (59)	24% (44)	179
Cuban	15% (12)	16% (13)	6% (5)	6% (5)	44% (36)	13% (11)	81
Other South American	17% (20)	13% (16)	7% (8)	8% (9)	37% (44)	19% (22)	119
Speaks only English at home	13% (35)	10% (27)	11% (30)	8% (20)	32% (86)	25% (67)	265
Speaks mostly English at home	13% (32)	13% (34)	8% (20)	8% (20)	37% (93)	22% (55)	254
Speaks both English and Spanish at home	16% (50)	16% (50)	6% (20)	8% (25)	30% (97)	25% (81)	323
Speaks mostly Spanish at home	16% (18)	12% (13)	9% (10)	9% (10)	36% (40)	18% (20)	111
Trump supporter	21% (58)	13% (35)	8% (22)	6% (17)	34% (93)	17% (47)	272
Biden supporter	11% (62)	13% (72)	9% (50)	8% (47)	34% (195)	25% (146)	573
Sports fans	16% (113)	14% (101)	9% (63)	8% (57)	33% (239)	20% (144)	717
Avid sports fans	22% (66)	16% (47)	10% (29)	6% (19)	33% (97)	14% (41)	299
Sports fans, Age: 18-34	17% (44)	17% (44)	13% (33)	11% (29)	23% (57)	19% (48)	253
Sports fans, Age: 35-44	21% (38)	15% (27)	6% (10)	7% (13)	36% (66)	15% (28)	182
Sports fans, Age: 45-64	13% (26)	12% (24)	8% (17)	7% (14)	36% (76)	25% (52)	209
Sports fans, Age: 65+	7% (5)	9% (6)	4% (3)	1% (1)	56% (41)	23% (16)	73
Movie studios should diversify teams	15% (107)	16% (107)	9% (59)	7% (48)	31% (216)	22% (154)	691
Movie studios should diversify stories	17% (99)	15% (91)	9% (51)	7% (40)	31% (186)	22% (128)	595
Concerned about Covid	15% (126)	13% (112)	9% (74)	8% (68)	33% (279)	23% (197)	856
No experience with Covid	10% (32)	8% (28)	7% (24)	5% (18)	40% (130)	29% (94)	326
Health care major factor for election	16% (104)	13% (85)	7% (49)	7% (48)	32% (214)	24% (158)	658
Social media users	14% (133)	13% (129)	9% (86)	8% (78)	33% (326)	23% (222)	975
WhatsApp users	18% (86)	17% (80)	9% (44)	8% (36)	29% (138)	19% (90)	474
WeChat users	36% (22)	19% (11)	13% (8)	5% (3)	21% (13)	6% (4)	61

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Table MCFE32_2: Have the following gotten better or worse for you since the COVID-19 pandemic (coronavirus) spread to the U.S., or have they stayed the same?

Your relationship with your romantic partner

Demographic	Gotten much better	Gotten somewhat better	Gotten somewhat worse	Gotten much worse	Stayed the same	Don't Know / No Opinion	Total N
Hispanic Adults	14% (138)	13% (131)	9% (86)	8% (78)	33% (332)	23% (234)	999
Social media news source at least once a week	16% (110)	14% (96)	8% (57)	8% (53)	32% (216)	22% (147)	679

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

Table MCFE32_3: Have the following gotten better or worse for you since the COVID-19 pandemic (coronavirus) spread to the U.S., or have they stayed the same?

Your relationship with your children

Demographic	Gotten much better	Gotten somewhat better	Gotten somewhat worse	Gotten much worse	Stayed the same	Don't Know / No Opinion	Total N
Hispanic Adults	16% (156)	11% (110)	6% (62)	4% (41)	32% (325)	31% (306)	999
Gender: Male	16% (80)	12% (58)	6% (28)	6% (31)	29% (144)	32% (158)	500
Gender: Female	15% (75)	10% (52)	7% (34)	2% (10)	36% (181)	30% (148)	499
Age: 18-34	13% (49)	12% (44)	6% (24)	7% (26)	19% (72)	43% (164)	378
Age: 35-44	22% (49)	13% (29)	5% (10)	3% (6)	33% (74)	24% (54)	222
Age: 45-64	16% (46)	11% (33)	6% (18)	3% (9)	38% (109)	26% (74)	290
Age: 65+	11% (12)	4% (4)	9% (9)	— (0)	63% (70)	13% (14)	110
GenZers: 1997-2012	6% (8)	9% (12)	7% (10)	4% (5)	9% (12)	65% (89)	137
Millennials: 1981-1996	19% (68)	12% (42)	6% (22)	7% (25)	26% (94)	30% (110)	361
GenXers: 1965-1980	17% (48)	14% (40)	5% (14)	3% (8)	36% (105)	26% (74)	289
Baby Boomers: 1946-1964	16% (31)	8% (15)	9% (16)	2% (3)	49% (94)	16% (31)	191
PID: Dem (no lean)	15% (66)	11% (47)	6% (25)	4% (19)	32% (143)	32% (144)	444
PID: Ind (no lean)	14% (46)	11% (35)	6% (20)	3% (9)	31% (99)	34% (109)	319
PID: Rep (no lean)	18% (43)	12% (27)	7% (17)	5% (13)	35% (83)	23% (53)	236
PID/Gender: Dem Men	15% (31)	14% (28)	3% (7)	5% (10)	30% (60)	32% (64)	199
PID/Gender: Dem Women	14% (35)	8% (19)	8% (18)	4% (9)	34% (83)	33% (80)	245
PID/Gender: Ind Men	12% (18)	10% (16)	6% (10)	6% (9)	27% (43)	38% (60)	156
PID/Gender: Ind Women	17% (27)	12% (20)	6% (10)	— (0)	35% (56)	30% (49)	162
PID/Gender: Rep Men	22% (31)	9% (14)	8% (11)	8% (12)	29% (42)	24% (34)	144
PID/Gender: Rep Women	13% (12)	15% (14)	6% (6)	1% (1)	44% (41)	20% (19)	92
Ideo: Liberal (1-3)	17% (57)	13% (43)	6% (19)	5% (15)	26% (88)	35% (119)	341
Ideo: Moderate (4)	12% (40)	12% (41)	5% (18)	5% (16)	38% (128)	28% (93)	337
Ideo: Conservative (5-7)	17% (39)	8% (19)	9% (21)	3% (6)	37% (84)	25% (57)	227
Educ: < College	13% (74)	11% (62)	6% (36)	3% (17)	33% (189)	35% (201)	579
Educ: Bachelors degree	21% (55)	10% (27)	6% (15)	7% (17)	29% (74)	27% (71)	260
Educ: Post-grad	16% (26)	13% (21)	6% (10)	5% (7)	38% (61)	21% (34)	160
Income: Under 50k	13% (68)	9% (48)	6% (32)	4% (20)	31% (158)	37% (188)	514
Income: 50k-100k	18% (56)	10% (32)	6% (19)	4% (13)	35% (111)	26% (81)	313
Income: 100k+	18% (31)	17% (29)	6% (11)	5% (8)	33% (56)	21% (37)	171

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Table MCFE32_3: Have the following gotten better or worse for you since the COVID-19 pandemic (coronavirus) spread to the U.S., or have they stayed the same?

Your relationship with your children

Demographic	Gotten much better	Gotten somewhat better	Gotten somewhat worse	Gotten much worse	Stayed the same	Don't Know / No Opinion	Total N
Hispanic Adults	16% (156)	11% (110)	6% (62)	4% (41)	32% (325)	31% (306)	999
Ethnicity: White	16% (103)	12% (79)	6% (39)	3% (19)	37% (235)	25% (158)	633
Ethnicity: Hispanic	16% (156)	11% (110)	6% (62)	4% (41)	32% (325)	31% (306)	999
Ethnicity: Black	18% (11)	8% (5)	10% (6)	7% (4)	27% (16)	29% (17)	57
Ethnicity: Other	14% (42)	8% (26)	6% (17)	6% (18)	24% (74)	43% (131)	309
All Christian	16% (90)	13% (70)	5% (29)	3% (17)	36% (198)	27% (150)	553
Agnostic/Nothing in particular	13% (30)	6% (14)	7% (16)	5% (11)	29% (67)	41% (94)	233
Something Else	19% (26)	11% (14)	9% (12)	4% (5)	32% (43)	25% (34)	133
Evangelical	21% (51)	12% (29)	7% (18)	4% (9)	31% (74)	24% (58)	238
Non-Evangelical	15% (64)	12% (54)	5% (21)	3% (12)	37% (161)	28% (122)	435
Community: Urban	18% (81)	11% (50)	6% (27)	5% (23)	33% (149)	27% (123)	454
Community: Suburban	14% (61)	11% (48)	7% (28)	3% (14)	31% (132)	34% (148)	431
Community: Rural	12% (13)	10% (11)	5% (6)	4% (5)	38% (43)	31% (35)	114
Employ: Private Sector	19% (69)	14% (50)	8% (28)	5% (18)	30% (112)	25% (93)	370
Employ: Government	20% (15)	15% (11)	3% (2)	4% (3)	35% (26)	24% (18)	75
Employ: Self-Employed	8% (8)	15% (15)	4% (4)	6% (6)	33% (31)	34% (32)	95
Employ: Student	2% (2)	5% (3)	9% (6)	9% (6)	4% (2)	70% (45)	64
Employ: Retired	10% (12)	5% (6)	6% (8)	1% (1)	62% (74)	15% (18)	120
Employ: Unemployed	15% (23)	3% (5)	6% (9)	4% (5)	28% (43)	45% (71)	156
Employ: Other	16% (11)	14% (10)	5% (3)	1% (1)	28% (20)	35% (25)	70
Military HH: Yes	17% (20)	17% (20)	6% (7)	6% (7)	34% (40)	19% (22)	117
Military HH: No	15% (135)	10% (90)	6% (54)	4% (34)	32% (285)	32% (284)	882
RD/WT: Right Direction	20% (53)	17% (45)	6% (17)	4% (12)	34% (91)	19% (52)	270
RD/WT: Wrong Track	14% (102)	9% (65)	6% (44)	4% (29)	32% (234)	35% (254)	729
Trump Job Approve	19% (61)	13% (43)	8% (25)	3% (10)	35% (113)	21% (68)	320
Trump Job Disapprove	13% (85)	10% (62)	6% (36)	5% (31)	32% (201)	34% (216)	633

Continued on next page

Table MCFE32_3: Have the following gotten better or worse for you since the COVID-19 pandemic (coronavirus) spread to the U.S., or have they stayed the same?
Your relationship with your children

Demographic	Gotten much better		Gotten somewhat better		Gotten somewhat worse		Gotten much worse		Stayed the same		Don't Know / No Opinion		Total N
Hispanic Adults	16%	(156)	11%	(110)	6%	(62)	4%	(41)	32%	(325)	31%	(306)	999
Trump Job Strongly Approve	20%	(35)	11%	(19)	8%	(13)	6%	(10)	38%	(64)	17%	(29)	170
Trump Job Somewhat Approve	17%	(26)	16%	(24)	7%	(11)	—	(0)	33%	(49)	26%	(39)	150
Trump Job Somewhat Disapprove	16%	(22)	13%	(17)	3%	(4)	2%	(3)	35%	(47)	31%	(41)	134
Trump Job Strongly Disapprove	13%	(64)	9%	(45)	7%	(32)	6%	(28)	31%	(154)	35%	(176)	499
Favorable of Trump	21%	(68)	14%	(44)	6%	(20)	4%	(11)	35%	(110)	21%	(66)	318
Unfavorable of Trump	12%	(78)	10%	(63)	6%	(36)	5%	(30)	32%	(197)	35%	(218)	622
Very Favorable of Trump	23%	(41)	12%	(21)	8%	(14)	3%	(6)	36%	(64)	19%	(34)	180
Somewhat Favorable of Trump	19%	(27)	16%	(23)	4%	(6)	4%	(5)	33%	(46)	23%	(32)	138
Somewhat Unfavorable of Trump	15%	(16)	13%	(14)	4%	(4)	5%	(5)	37%	(40)	26%	(28)	106
Very Unfavorable of Trump	12%	(62)	9%	(49)	6%	(32)	5%	(25)	31%	(158)	37%	(190)	515
#1 Issue: Economy	15%	(60)	10%	(37)	5%	(21)	4%	(16)	32%	(123)	34%	(131)	388
#1 Issue: Security	19%	(15)	10%	(8)	12%	(10)	6%	(5)	32%	(25)	20%	(15)	77
#1 Issue: Health Care	16%	(34)	11%	(23)	6%	(12)	4%	(9)	36%	(77)	27%	(58)	213
#1 Issue: Medicare / Social Security	11%	(9)	14%	(11)	8%	(6)	1%	(1)	48%	(36)	17%	(13)	76
#1 Issue: Women's Issues	16%	(11)	10%	(7)	2%	(1)	9%	(6)	25%	(16)	39%	(25)	65
#1 Issue: Education	20%	(12)	11%	(6)	3%	(2)	5%	(3)	28%	(16)	33%	(19)	57
#1 Issue: Energy	12%	(7)	19%	(10)	10%	(5)	—	(0)	20%	(11)	40%	(22)	56
#1 Issue: Other	14%	(10)	12%	(8)	6%	(4)	3%	(2)	31%	(21)	33%	(22)	67
2018 House Vote: Democrat	15%	(56)	12%	(47)	7%	(26)	3%	(12)	36%	(134)	27%	(99)	373
2018 House Vote: Republican	22%	(44)	14%	(29)	8%	(16)	5%	(11)	31%	(64)	20%	(41)	205
2016 Vote: Hillary Clinton	15%	(53)	12%	(45)	6%	(23)	3%	(9)	38%	(137)	26%	(96)	364
2016 Vote: Donald Trump	20%	(43)	13%	(27)	6%	(14)	6%	(12)	36%	(78)	20%	(44)	217
2016 Vote: Didn't Vote	14%	(55)	8%	(32)	6%	(23)	5%	(19)	25%	(97)	41%	(157)	382
Voted in 2014: Yes	18%	(88)	12%	(62)	7%	(33)	3%	(13)	38%	(190)	23%	(116)	502
Voted in 2014: No	14%	(68)	10%	(48)	6%	(29)	6%	(28)	27%	(135)	38%	(190)	497
2012 Vote: Barack Obama	17%	(64)	12%	(45)	7%	(25)	3%	(13)	37%	(141)	24%	(93)	382
2012 Vote: Mitt Romney	22%	(28)	9%	(12)	7%	(9)	2%	(3)	39%	(50)	21%	(26)	128
2012 Vote: Didn't Vote	14%	(63)	11%	(52)	5%	(26)	5%	(25)	27%	(126)	38%	(176)	468

Continued on next page

Table MCFE32_3: Have the following gotten better or worse for you since the COVID-19 pandemic (coronavirus) spread to the U.S., or have they stayed the same?
Your relationship with your children

Demographic	Gotten much better	Gotten somewhat better	Gotten somewhat worse	Gotten much worse	Stayed the same	Don't Know / No Opinion	Total N
Hispanic Adults	16% (156)	11% (110)	6% (62)	4% (41)	32% (325)	31% (306)	999
4-Region: Northeast	18% (30)	12% (21)	8% (14)	2% (3)	29% (49)	32% (54)	170
4-Region: Midwest	12% (11)	17% (17)	7% (7)	3% (3)	32% (31)	29% (28)	97
4-Region: South	17% (74)	10% (46)	6% (25)	4% (20)	35% (158)	27% (121)	445
4-Region: West	14% (40)	9% (26)	5% (15)	6% (16)	30% (87)	36% (103)	286
Mexican	17% (78)	10% (46)	6% (26)	5% (21)	29% (136)	34% (158)	465
Puerto Rican	16% (28)	11% (19)	10% (18)	5% (9)	37% (67)	21% (38)	179
Cuban	14% (12)	17% (14)	7% (6)	3% (2)	35% (28)	23% (19)	81
Other South American	12% (15)	13% (16)	5% (6)	2% (3)	39% (46)	28% (33)	119
Speaks only English at home	14% (36)	11% (30)	5% (14)	2% (6)	31% (83)	36% (96)	265
Speaks mostly English at home	17% (44)	9% (24)	7% (18)	4% (9)	35% (90)	27% (69)	254
Speaks both English and Spanish at home	16% (53)	11% (37)	7% (21)	5% (17)	28% (91)	33% (106)	323
Speaks mostly Spanish at home	15% (17)	16% (18)	6% (6)	4% (4)	39% (43)	21% (23)	111
Trump supporter	20% (54)	13% (35)	6% (16)	4% (12)	36% (97)	21% (58)	272
Biden supporter	14% (79)	10% (56)	7% (41)	4% (22)	32% (182)	34% (193)	573
Sports fans	18% (128)	12% (87)	7% (50)	4% (28)	32% (230)	27% (194)	717
Avid sports fans	20% (60)	14% (41)	8% (24)	6% (17)	33% (98)	20% (60)	299
Sports fans, Age: 18-34	15% (39)	14% (34)	8% (21)	7% (17)	19% (49)	37% (93)	253
Sports fans, Age: 35-44	24% (44)	13% (24)	5% (10)	3% (5)	32% (59)	22% (39)	182
Sports fans, Age: 45-64	18% (37)	12% (24)	6% (12)	3% (7)	36% (75)	26% (55)	209
Sports fans, Age: 65+	11% (8)	6% (4)	9% (6)	— (0)	65% (47)	9% (6)	73
Movie studios should diversify teams	17% (117)	13% (87)	6% (42)	4% (25)	31% (214)	30% (206)	691
Movie studios should diversify stories	18% (109)	12% (74)	7% (41)	5% (29)	30% (180)	27% (162)	595
Concerned about Covid	17% (144)	10% (89)	6% (54)	4% (37)	32% (275)	30% (257)	856
No experience with Covid	11% (36)	9% (28)	6% (19)	2% (8)	34% (112)	38% (123)	326
Health care major factor for election	17% (109)	10% (64)	5% (30)	4% (28)	33% (216)	32% (211)	658
Social media users	16% (153)	11% (110)	6% (62)	4% (41)	32% (314)	30% (295)	975
WhatsApp users	17% (80)	13% (62)	7% (34)	5% (25)	32% (151)	26% (122)	474
WeChat users	26% (16)	18% (11)	10% (6)	14% (9)	21% (13)	11% (7)	61

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Table MCFE32_3: *Have the following gotten better or worse for you since the COVID-19 pandemic (coronavirus) spread to the U.S., or have they stayed the same?*
Your relationship with your children

Demographic	Gotten much better	Gotten somewhat better	Gotten somewhat worse	Gotten much worse	Stayed the same	Don't Know / No Opinion	Total N
Hispanic Adults	16% (156)	11% (110)	6% (62)	4% (41)	32% (325)	31% (306)	999
Social media news source at least once a week	18% (121)	12% (83)	6% (41)	5% (31)	29% (200)	30% (203)	679

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

Table MCFE32_4: Have the following gotten better or worse for you since the COVID-19 pandemic (coronavirus) spread to the U.S., or have they stayed the same?
Your day to day life

Demographic	Gotten much better	Gotten somewhat better	Gotten somewhat worse	Gotten much worse	Stayed the same	Don't Know / No Opinion	Total N
Hispanic Adults	9% (86)	12% (122)	28% (280)	14% (137)	32% (324)	5% (51)	999
Gender: Male	10% (51)	12% (62)	28% (141)	13% (64)	31% (157)	5% (25)	500
Gender: Female	7% (36)	12% (60)	28% (139)	15% (73)	33% (167)	5% (26)	499
Age: 18-34	9% (33)	14% (54)	26% (98)	15% (58)	27% (104)	8% (31)	378
Age: 35-44	11% (24)	14% (31)	28% (61)	16% (35)	27% (61)	4% (10)	222
Age: 45-64	8% (24)	11% (33)	29% (83)	12% (35)	37% (108)	3% (7)	290
Age: 65+	4% (5)	4% (5)	34% (38)	8% (8)	46% (51)	3% (4)	110
GenZers: 1997-2012	10% (14)	12% (16)	31% (43)	18% (25)	20% (27)	8% (11)	137
Millennials: 1981-1996	10% (36)	13% (48)	25% (92)	16% (57)	29% (105)	6% (23)	361
GenXers: 1965-1980	8% (22)	15% (43)	29% (83)	11% (32)	33% (96)	4% (11)	289
Baby Boomers: 1946-1964	7% (14)	8% (15)	29% (56)	11% (22)	43% (82)	1% (3)	191
PID: Dem (no lean)	8% (34)	11% (48)	30% (135)	16% (70)	31% (136)	5% (21)	444
PID: Ind (no lean)	7% (21)	12% (37)	24% (78)	14% (44)	36% (114)	8% (25)	319
PID: Rep (no lean)	13% (31)	16% (37)	28% (67)	9% (22)	31% (73)	2% (6)	236
PID/Gender: Dem Men	8% (17)	13% (26)	28% (56)	13% (27)	33% (65)	5% (9)	199
PID/Gender: Dem Women	7% (17)	9% (22)	32% (79)	18% (44)	29% (72)	5% (11)	245
PID/Gender: Ind Men	7% (12)	9% (15)	25% (40)	16% (25)	34% (53)	8% (12)	156
PID/Gender: Ind Women	6% (10)	14% (22)	23% (38)	12% (19)	38% (61)	8% (12)	162
PID/Gender: Rep Men	15% (22)	15% (22)	32% (45)	9% (13)	27% (38)	2% (3)	144
PID/Gender: Rep Women	9% (9)	17% (15)	24% (22)	10% (10)	37% (35)	3% (2)	92
Ideo: Liberal (1-3)	11% (39)	12% (40)	31% (106)	18% (61)	25% (86)	3% (10)	341
Ideo: Moderate (4)	5% (18)	12% (41)	25% (86)	12% (39)	40% (136)	5% (17)	337
Ideo: Conservative (5-7)	11% (25)	11% (26)	29% (66)	12% (26)	35% (79)	2% (5)	227
Educ: < College	6% (37)	11% (65)	29% (170)	15% (86)	31% (181)	7% (40)	579
Educ: Bachelors degree	11% (29)	13% (33)	28% (72)	14% (35)	32% (84)	2% (6)	260
Educ: Post-grad	12% (19)	15% (24)	23% (37)	9% (15)	36% (58)	4% (6)	160
Income: Under 50k	6% (29)	12% (61)	26% (136)	16% (83)	33% (168)	7% (37)	514
Income: 50k-100k	13% (39)	11% (34)	31% (96)	12% (37)	32% (100)	2% (7)	313
Income: 100k+	11% (18)	16% (27)	28% (47)	10% (17)	33% (56)	4% (6)	171

Continued on next page

Table MCFE32_4: Have the following gotten better or worse for you since the COVID-19 pandemic (coronavirus) spread to the U.S., or have they stayed the same?
Your day to day life

Demographic	Gotten much better	Gotten somewhat better	Gotten somewhat worse	Gotten much worse	Stayed the same	Don't Know / No Opinion	Total N
Hispanic Adults	9% (86)	12% (122)	28% (280)	14% (137)	32% (324)	5% (51)	999
Ethnicity: White	8% (52)	12% (76)	28% (179)	13% (80)	35% (221)	4% (25)	633
Ethnicity: Hispanic	9% (86)	12% (122)	28% (280)	14% (137)	32% (324)	5% (51)	999
Ethnicity: Black	10% (6)	6% (3)	23% (13)	22% (13)	38% (22)	1% (1)	57
Ethnicity: Other	9% (28)	14% (43)	29% (88)	14% (44)	26% (80)	8% (25)	309
All Christian	9% (52)	13% (74)	28% (155)	11% (64)	34% (186)	4% (22)	553
Agnostic/Nothing in particular	6% (14)	11% (25)	28% (64)	16% (38)	32% (74)	8% (19)	233
Something Else	11% (15)	10% (13)	25% (34)	20% (27)	29% (38)	5% (6)	133
Evangelical	16% (39)	12% (29)	24% (56)	15% (35)	29% (68)	5% (11)	238
Non-Evangelical	6% (27)	13% (57)	30% (128)	12% (52)	35% (153)	4% (17)	435
Community: Urban	12% (56)	10% (47)	27% (123)	17% (77)	29% (133)	4% (19)	454
Community: Suburban	5% (23)	14% (62)	29% (125)	12% (51)	34% (145)	6% (25)	431
Community: Rural	7% (8)	12% (14)	28% (32)	7% (8)	40% (45)	6% (7)	114
Employ: Private Sector	12% (43)	15% (56)	23% (85)	13% (48)	34% (128)	3% (11)	370
Employ: Government	13% (10)	17% (12)	33% (25)	8% (6)	27% (21)	2% (1)	75
Employ: Self-Employed	10% (9)	6% (6)	28% (27)	16% (15)	37% (35)	4% (4)	95
Employ: Student	10% (6)	14% (9)	32% (20)	19% (12)	15% (10)	11% (7)	64
Employ: Retired	4% (5)	4% (5)	34% (40)	7% (9)	50% (60)	1% (1)	120
Employ: Unemployed	4% (7)	11% (18)	29% (46)	18% (28)	26% (40)	12% (18)	156
Employ: Other	6% (4)	12% (8)	36% (25)	13% (9)	23% (16)	10% (7)	70
Military HH: Yes	8% (9)	9% (10)	31% (37)	9% (11)	38% (45)	5% (5)	117
Military HH: No	9% (77)	13% (112)	28% (243)	14% (126)	32% (279)	5% (46)	882
RD/WT: Right Direction	14% (37)	14% (37)	26% (71)	8% (22)	35% (96)	3% (8)	270
RD/WT: Wrong Track	7% (49)	12% (85)	29% (209)	16% (114)	31% (228)	6% (43)	729
Trump Job Approve	12% (38)	14% (45)	25% (79)	11% (34)	36% (114)	3% (9)	320
Trump Job Disapprove	7% (46)	11% (70)	30% (189)	16% (100)	31% (199)	4% (28)	633

Continued on next page

Table MCFE32_4: Have the following gotten better or worse for you since the COVID-19 pandemic (coronavirus) spread to the U.S., or have they stayed the same?
Your day to day life

Demographic	Gotten much better		Gotten somewhat better		Gotten somewhat worse		Gotten much worse		Stayed the same		Don't Know / No Opinion		Total N
Hispanic Adults	9%	(86)	12%	(122)	28%	(280)	14%	(137)	32%	(324)	5%	(51)	999
Trump Job Strongly Approve	18%	(31)	10%	(17)	21%	(35)	13%	(22)	36%	(61)	3%	(5)	170
Trump Job Somewhat Approve	5%	(8)	19%	(28)	29%	(44)	8%	(12)	35%	(53)	3%	(5)	150
Trump Job Somewhat Disapprove	11%	(14)	13%	(17)	34%	(46)	10%	(14)	29%	(39)	3%	(4)	134
Trump Job Strongly Disapprove	6%	(32)	11%	(53)	29%	(144)	17%	(86)	32%	(159)	5%	(25)	499
Favorable of Trump	13%	(42)	15%	(47)	25%	(80)	12%	(38)	33%	(104)	2%	(7)	318
Unfavorable of Trump	7%	(43)	11%	(68)	30%	(187)	15%	(95)	32%	(199)	5%	(29)	622
Very Favorable of Trump	17%	(30)	11%	(19)	23%	(41)	13%	(23)	33%	(60)	3%	(6)	180
Somewhat Favorable of Trump	8%	(12)	20%	(28)	28%	(39)	11%	(15)	32%	(44)	1%	(1)	138
Somewhat Unfavorable of Trump	11%	(12)	12%	(13)	35%	(38)	9%	(9)	30%	(32)	2%	(2)	106
Very Unfavorable of Trump	6%	(31)	11%	(54)	29%	(150)	17%	(85)	32%	(167)	5%	(27)	515
#1 Issue: Economy	9%	(34)	12%	(46)	27%	(106)	15%	(57)	32%	(124)	6%	(22)	388
#1 Issue: Security	6%	(5)	15%	(12)	17%	(13)	15%	(12)	43%	(33)	4%	(3)	77
#1 Issue: Health Care	11%	(23)	13%	(27)	30%	(64)	11%	(24)	33%	(70)	3%	(6)	213
#1 Issue: Medicare / Social Security	4%	(3)	8%	(6)	24%	(18)	11%	(8)	46%	(35)	7%	(5)	76
#1 Issue: Women's Issues	11%	(7)	11%	(7)	34%	(22)	17%	(11)	25%	(16)	2%	(1)	65
#1 Issue: Education	12%	(7)	16%	(9)	30%	(17)	11%	(6)	24%	(14)	6%	(4)	57
#1 Issue: Energy	7%	(4)	14%	(8)	31%	(17)	17%	(9)	29%	(16)	2%	(1)	56
#1 Issue: Other	5%	(3)	11%	(7)	33%	(22)	13%	(9)	23%	(16)	15%	(10)	67
2018 House Vote: Democrat	9%	(34)	10%	(37)	29%	(109)	14%	(52)	34%	(127)	4%	(14)	373
2018 House Vote: Republican	13%	(26)	14%	(29)	27%	(55)	11%	(22)	31%	(64)	4%	(8)	205
2016 Vote: Hillary Clinton	8%	(28)	10%	(36)	29%	(104)	15%	(53)	35%	(128)	4%	(14)	364
2016 Vote: Donald Trump	13%	(28)	12%	(25)	25%	(55)	12%	(26)	36%	(78)	2%	(5)	217
2016 Vote: Didn't Vote	8%	(29)	14%	(55)	28%	(106)	15%	(56)	28%	(107)	8%	(29)	382
Voted in 2014: Yes	9%	(44)	11%	(54)	30%	(151)	12%	(61)	34%	(171)	4%	(20)	502
Voted in 2014: No	8%	(42)	14%	(68)	26%	(129)	15%	(76)	31%	(152)	6%	(31)	497
2012 Vote: Barack Obama	8%	(31)	12%	(46)	29%	(110)	13%	(51)	34%	(129)	4%	(15)	382
2012 Vote: Mitt Romney	12%	(15)	11%	(14)	27%	(34)	10%	(12)	38%	(49)	2%	(2)	128
2012 Vote: Didn't Vote	8%	(39)	13%	(60)	28%	(129)	15%	(70)	29%	(138)	7%	(32)	468

Continued on next page

Table MCFE32_4: Have the following gotten better or worse for you since the COVID-19 pandemic (coronavirus) spread to the U.S., or have they stayed the same?
Your day to day life

Demographic	Gotten much better	Gotten somewhat better	Gotten somewhat worse	Gotten much worse	Stayed the same	Don't Know / No Opinion	Total N
Hispanic Adults	9% (86)	12% (122)	28% (280)	14% (137)	32% (324)	5% (51)	999
4-Region: Northeast	10% (16)	11% (18)	32% (54)	13% (22)	30% (51)	5% (8)	170
4-Region: Midwest	9% (9)	16% (16)	27% (26)	15% (15)	28% (27)	4% (4)	97
4-Region: South	8% (36)	13% (60)	29% (127)	12% (52)	34% (153)	4% (18)	445
4-Region: West	8% (24)	10% (29)	25% (73)	17% (47)	32% (92)	7% (21)	286
Mexican	9% (43)	14% (67)	26% (120)	13% (59)	33% (152)	5% (25)	465
Puerto Rican	9% (16)	11% (19)	31% (56)	12% (22)	31% (56)	5% (10)	179
Cuban	3% (2)	8% (6)	36% (29)	17% (13)	32% (26)	4% (4)	81
Other South American	13% (15)	10% (12)	32% (38)	12% (14)	30% (36)	4% (4)	119
Speaks only English at home	6% (17)	14% (37)	27% (71)	15% (40)	33% (87)	5% (13)	265
Speaks mostly English at home	6% (15)	14% (35)	31% (78)	11% (27)	37% (94)	2% (5)	254
Speaks both English and Spanish at home	13% (43)	11% (35)	25% (82)	12% (39)	30% (99)	8% (26)	323
Speaks mostly Spanish at home	9% (10)	10% (11)	30% (33)	21% (23)	25% (28)	6% (6)	111
Trump supporter	13% (36)	14% (37)	24% (65)	12% (32)	35% (95)	3% (7)	272
Biden supporter	7% (40)	11% (65)	29% (168)	15% (89)	32% (183)	5% (29)	573
Sports fans	10% (74)	13% (93)	27% (194)	14% (97)	33% (236)	3% (22)	717
Avid sports fans	13% (38)	12% (36)	28% (83)	12% (36)	33% (99)	2% (6)	299
Sports fans, Age: 18-34	11% (27)	17% (43)	24% (60)	16% (40)	29% (73)	4% (11)	253
Sports fans, Age: 35-44	13% (24)	14% (25)	27% (50)	14% (26)	27% (49)	4% (7)	182
Sports fans, Age: 45-64	8% (18)	11% (24)	28% (59)	12% (26)	37% (78)	2% (5)	209
Sports fans, Age: 65+	7% (5)	1% (1)	36% (26)	6% (5)	50% (36)	— (0)	73
Movie studios should diversify teams	9% (64)	14% (95)	31% (213)	12% (84)	32% (218)	2% (16)	691
Movie studios should diversify stories	9% (54)	15% (87)	29% (173)	14% (85)	31% (183)	2% (14)	595
Concerned about Covid	9% (73)	13% (113)	29% (245)	14% (122)	31% (264)	4% (38)	856
No experience with Covid	8% (27)	10% (33)	21% (68)	7% (23)	43% (142)	10% (33)	326
Health care major factor for election	8% (56)	13% (88)	29% (189)	14% (93)	31% (207)	4% (25)	658
Social media users	9% (84)	12% (120)	28% (275)	14% (136)	32% (315)	5% (45)	975
WhatsApp users	10% (47)	12% (59)	29% (139)	15% (73)	29% (136)	4% (21)	474
WeChat users	22% (13)	17% (10)	19% (12)	17% (10)	23% (14)	2% (1)	61

Continued on next page

Table MCFE32_4: Have the following gotten better or worse for you since the COVID-19 pandemic (coronavirus) spread to the U.S., or have they stayed the same?
Your day to day life

Demographic	Gotten much better	Gotten somewhat better	Gotten somewhat worse	Gotten much worse	Stayed the same	Don't Know / No Opinion	Total N
Hispanic Adults	9% (86)	12% (122)	28% (280)	14% (137)	32% (324)	5% (51)	999
Social media news source at least once a week	10% (66)	13% (90)	28% (190)	14% (98)	30% (206)	4% (28)	679

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

Table MCFE32_5: Have the following gotten better or worse for you since the COVID-19 pandemic (coronavirus) spread to the U.S., or have they stayed the same?

Your personal financial situation

Demographic	Gotten much better		Gotten somewhat better		Gotten somewhat worse		Gotten much worse		Stayed the same		Don't Know / No Opinion		Total N
Hispanic Adults	8%	(85)	9%	(94)	22%	(220)	19%	(186)	36%	(365)	5%	(50)	999
Gender: Male	11%	(57)	11%	(57)	20%	(100)	17%	(86)	36%	(180)	4%	(20)	500
Gender: Female	6%	(28)	7%	(37)	24%	(120)	20%	(100)	37%	(185)	6%	(30)	499
Age: 18-34	9%	(32)	14%	(51)	20%	(76)	21%	(78)	27%	(103)	10%	(37)	378
Age: 35-44	13%	(30)	6%	(14)	24%	(54)	18%	(39)	37%	(82)	2%	(3)	222
Age: 45-64	7%	(20)	8%	(23)	25%	(71)	21%	(61)	36%	(106)	3%	(9)	290
Age: 65+	2%	(3)	4%	(5)	18%	(19)	7%	(8)	68%	(74)	1%	(1)	110
GenZers: 1997-2012	8%	(11)	14%	(19)	24%	(33)	16%	(22)	25%	(34)	13%	(18)	137
Millennials: 1981-1996	11%	(40)	11%	(39)	20%	(72)	22%	(78)	31%	(110)	6%	(22)	361
GenXers: 1965-1980	8%	(22)	8%	(22)	26%	(75)	22%	(63)	34%	(99)	3%	(8)	289
Baby Boomers: 1946-1964	6%	(11)	7%	(14)	20%	(38)	12%	(23)	53%	(102)	2%	(3)	191
PID: Dem (no lean)	8%	(34)	10%	(42)	25%	(112)	19%	(86)	34%	(152)	4%	(17)	444
PID: Ind (no lean)	5%	(16)	8%	(25)	19%	(61)	21%	(66)	38%	(121)	9%	(29)	319
PID: Rep (no lean)	14%	(34)	11%	(26)	20%	(47)	14%	(33)	39%	(91)	2%	(4)	236
PID/Gender: Dem Men	9%	(19)	13%	(25)	25%	(50)	17%	(34)	34%	(68)	2%	(3)	199
PID/Gender: Dem Women	6%	(16)	7%	(17)	26%	(63)	21%	(51)	34%	(84)	6%	(14)	245
PID/Gender: Ind Men	7%	(11)	8%	(12)	18%	(28)	20%	(31)	38%	(59)	9%	(14)	156
PID/Gender: Ind Women	3%	(5)	8%	(12)	20%	(33)	22%	(35)	38%	(62)	10%	(15)	162
PID/Gender: Rep Men	19%	(27)	13%	(19)	15%	(22)	14%	(20)	37%	(53)	2%	(3)	144
PID/Gender: Rep Women	8%	(7)	8%	(7)	27%	(25)	14%	(13)	42%	(39)	1%	(1)	92
Ideo: Liberal (1-3)	10%	(34)	10%	(35)	25%	(85)	19%	(66)	34%	(116)	2%	(6)	341
Ideo: Moderate (4)	7%	(23)	7%	(25)	22%	(73)	19%	(64)	41%	(137)	4%	(14)	337
Ideo: Conservative (5-7)	10%	(23)	11%	(25)	19%	(44)	16%	(36)	40%	(92)	3%	(8)	227
Educ: < College	7%	(38)	9%	(53)	23%	(132)	21%	(121)	33%	(193)	7%	(42)	579
Educ: Bachelors degree	12%	(32)	10%	(27)	23%	(61)	15%	(40)	37%	(96)	2%	(5)	260
Educ: Post-grad	9%	(15)	9%	(14)	17%	(27)	16%	(25)	47%	(75)	3%	(4)	160
Income: Under 50k	6%	(33)	8%	(39)	24%	(123)	24%	(124)	30%	(152)	8%	(43)	514
Income: 50k-100k	8%	(26)	11%	(35)	24%	(76)	14%	(43)	42%	(130)	1%	(3)	313
Income: 100k+	15%	(26)	11%	(20)	12%	(21)	10%	(18)	48%	(82)	2%	(4)	171

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Table MCFE32_5: Have the following gotten better or worse for you since the COVID-19 pandemic (coronavirus) spread to the U.S., or have they stayed the same?
Your personal financial situation

Demographic	Gotten much better	Gotten somewhat better	Gotten somewhat worse	Gotten much worse	Stayed the same	Don't Know / No Opinion	Total N
Hispanic Adults	8% (85)	9% (94)	22% (220)	19% (186)	36% (365)	5% (50)	999
Ethnicity: White	9% (58)	9% (56)	23% (143)	17% (106)	40% (252)	3% (18)	633
Ethnicity: Hispanic	8% (85)	9% (94)	22% (220)	19% (186)	36% (365)	5% (50)	999
Ethnicity: Black	9% (5)	11% (6)	16% (9)	17% (10)	45% (26)	2% (1)	57
Ethnicity: Other	7% (22)	10% (31)	22% (68)	23% (70)	28% (87)	10% (31)	309
All Christian	9% (52)	11% (59)	22% (121)	14% (78)	40% (224)	3% (19)	553
Agnostic/Nothing in particular	6% (15)	9% (20)	19% (45)	20% (46)	37% (86)	9% (22)	233
Something Else	7% (9)	6% (7)	25% (34)	35% (47)	22% (30)	5% (7)	133
Evangelical	12% (28)	10% (24)	21% (50)	18% (43)	35% (82)	4% (10)	238
Non-Evangelical	7% (29)	9% (40)	24% (104)	18% (77)	39% (169)	4% (16)	435
Community: Urban	11% (49)	10% (46)	21% (95)	21% (94)	33% (149)	5% (23)	454
Community: Suburban	6% (26)	8% (35)	24% (103)	16% (68)	41% (177)	5% (22)	431
Community: Rural	9% (10)	11% (13)	20% (22)	21% (23)	34% (39)	5% (6)	114
Employ: Private Sector	12% (44)	11% (42)	25% (92)	15% (56)	35% (130)	2% (6)	370
Employ: Government	17% (13)	9% (7)	20% (15)	13% (10)	38% (29)	2% (2)	75
Employ: Self-Employed	11% (11)	10% (9)	24% (23)	21% (20)	28% (27)	5% (5)	95
Employ: Student	5% (3)	18% (11)	17% (11)	13% (8)	30% (19)	17% (11)	64
Employ: Retired	4% (5)	4% (5)	16% (19)	8% (10)	67% (80)	1% (1)	120
Employ: Unemployed	2% (3)	7% (10)	20% (32)	33% (52)	27% (42)	11% (17)	156
Employ: Other	4% (3)	10% (7)	22% (15)	19% (14)	34% (23)	12% (8)	70
Military HH: Yes	11% (12)	7% (9)	19% (22)	18% (21)	44% (51)	1% (2)	117
Military HH: No	8% (72)	10% (85)	22% (198)	19% (164)	36% (313)	6% (49)	882
RD/WT: Right Direction	17% (46)	12% (32)	19% (52)	11% (30)	39% (105)	2% (6)	270
RD/WT: Wrong Track	5% (39)	9% (62)	23% (168)	21% (156)	36% (260)	6% (44)	729
Trump Job Approve	15% (49)	11% (35)	20% (63)	15% (49)	36% (115)	3% (8)	320
Trump Job Disapprove	5% (33)	8% (54)	24% (149)	20% (128)	37% (237)	5% (31)	633

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Table MCFE32_5: Have the following gotten better or worse for you since the COVID-19 pandemic (coronavirus) spread to the U.S., or have they stayed the same?
Your personal financial situation

Demographic	Gotten much better		Gotten somewhat better		Gotten somewhat worse		Gotten much worse		Stayed the same		Don't Know / No Opinion		Total N
Hispanic Adults	8%	(85)	9%	(94)	22%	(220)	19%	(186)	36%	(365)	5%	(50)	999
Trump Job Strongly Approve	20%	(34)	12%	(21)	17%	(29)	12%	(21)	37%	(63)	2%	(4)	170
Trump Job Somewhat Approve	11%	(16)	10%	(15)	23%	(34)	19%	(28)	35%	(52)	3%	(4)	150
Trump Job Somewhat Disapprove	9%	(12)	9%	(12)	30%	(40)	16%	(22)	32%	(42)	4%	(5)	134
Trump Job Strongly Disapprove	4%	(21)	8%	(42)	22%	(109)	21%	(106)	39%	(195)	5%	(26)	499
Favorable of Trump	16%	(51)	12%	(38)	18%	(59)	17%	(53)	36%	(113)	2%	(5)	318
Unfavorable of Trump	5%	(32)	8%	(50)	24%	(152)	20%	(123)	37%	(233)	5%	(33)	622
Very Favorable of Trump	21%	(37)	10%	(19)	17%	(30)	16%	(29)	35%	(62)	1%	(3)	180
Somewhat Favorable of Trump	10%	(14)	14%	(19)	20%	(28)	18%	(24)	37%	(51)	2%	(2)	138
Somewhat Unfavorable of Trump	8%	(9)	8%	(9)	35%	(37)	14%	(15)	31%	(33)	4%	(4)	106
Very Unfavorable of Trump	5%	(23)	8%	(41)	22%	(115)	21%	(107)	39%	(200)	6%	(29)	515
#1 Issue: Economy	8%	(29)	9%	(36)	23%	(90)	21%	(81)	34%	(130)	6%	(22)	388
#1 Issue: Security	14%	(11)	8%	(6)	25%	(19)	9%	(7)	38%	(29)	7%	(5)	77
#1 Issue: Health Care	9%	(20)	10%	(21)	20%	(43)	15%	(32)	43%	(92)	2%	(5)	213
#1 Issue: Medicare / Social Security	4%	(3)	10%	(8)	18%	(14)	16%	(12)	48%	(37)	3%	(2)	76
#1 Issue: Women's Issues	5%	(4)	17%	(11)	16%	(10)	31%	(20)	27%	(18)	3%	(2)	65
#1 Issue: Education	19%	(11)	11%	(6)	16%	(9)	12%	(7)	34%	(19)	9%	(5)	57
#1 Issue: Energy	11%	(6)	7%	(4)	31%	(17)	23%	(13)	25%	(14)	2%	(1)	56
#1 Issue: Other	1%	(1)	3%	(2)	26%	(17)	20%	(14)	37%	(24)	13%	(9)	67
2018 House Vote: Democrat	9%	(32)	9%	(35)	23%	(85)	15%	(55)	42%	(156)	3%	(9)	373
2018 House Vote: Republican	16%	(32)	9%	(19)	19%	(40)	17%	(34)	36%	(75)	2%	(5)	205
2016 Vote: Hillary Clinton	6%	(23)	9%	(31)	23%	(82)	18%	(64)	43%	(157)	2%	(7)	364
2016 Vote: Donald Trump	16%	(34)	8%	(17)	20%	(44)	15%	(32)	40%	(86)	2%	(4)	217
2016 Vote: Didn't Vote	7%	(27)	11%	(41)	22%	(85)	22%	(83)	29%	(109)	10%	(36)	382
Voted in 2014: Yes	10%	(48)	8%	(42)	22%	(109)	15%	(77)	43%	(214)	2%	(11)	502
Voted in 2014: No	7%	(37)	10%	(52)	22%	(111)	22%	(108)	30%	(150)	8%	(40)	497
2012 Vote: Barack Obama	9%	(33)	8%	(30)	23%	(87)	17%	(65)	42%	(161)	2%	(6)	382
2012 Vote: Mitt Romney	14%	(17)	11%	(14)	18%	(23)	13%	(17)	41%	(52)	3%	(4)	128
2012 Vote: Didn't Vote	7%	(34)	10%	(48)	22%	(103)	21%	(100)	31%	(143)	8%	(40)	468

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Table MCFE32_5: Have the following gotten better or worse for you since the COVID-19 pandemic (coronavirus) spread to the U.S., or have they stayed the same?
Your personal financial situation

Demographic	Gotten much better	Gotten somewhat better	Gotten somewhat worse	Gotten much worse	Stayed the same	Don't Know / No Opinion	Total N
Hispanic Adults	8% (85)	9% (94)	22% (220)	19% (186)	36% (365)	5% (50)	999
4-Region: Northeast	7% (12)	10% (17)	23% (40)	21% (36)	35% (60)	3% (6)	170
4-Region: Midwest	14% (14)	9% (9)	21% (20)	14% (13)	37% (36)	5% (5)	97
4-Region: South	9% (41)	11% (47)	21% (93)	18% (80)	37% (166)	4% (18)	445
4-Region: West	6% (18)	7% (20)	23% (67)	20% (56)	36% (103)	8% (22)	286
Mexican	11% (49)	9% (42)	21% (99)	19% (90)	34% (160)	5% (25)	465
Puerto Rican	6% (10)	13% (23)	23% (41)	20% (35)	35% (62)	4% (8)	179
Cuban	3% (3)	7% (5)	20% (17)	18% (15)	47% (38)	4% (3)	81
Other South American	10% (12)	9% (11)	25% (29)	12% (15)	40% (48)	4% (4)	119
Speaks only English at home	9% (25)	9% (25)	22% (57)	15% (40)	38% (102)	6% (17)	265
Speaks mostly English at home	8% (20)	7% (19)	22% (57)	22% (57)	38% (96)	2% (5)	254
Speaks both English and Spanish at home	9% (30)	11% (34)	19% (61)	18% (59)	36% (115)	8% (24)	323
Speaks mostly Spanish at home	6% (7)	10% (11)	29% (33)	20% (22)	31% (34)	3% (4)	111
Trump supporter	15% (41)	10% (27)	22% (60)	15% (41)	36% (98)	2% (5)	272
Biden supporter	6% (36)	10% (55)	23% (131)	19% (111)	38% (216)	4% (24)	573
Sports fans	10% (70)	11% (76)	22% (158)	18% (131)	36% (261)	3% (21)	717
Avid sports fans	15% (46)	9% (26)	22% (67)	18% (53)	35% (104)	1% (4)	299
Sports fans, Age: 18-34	11% (27)	15% (39)	20% (50)	21% (53)	28% (70)	6% (14)	253
Sports fans, Age: 35-44	13% (23)	7% (14)	24% (44)	16% (29)	38% (70)	1% (2)	182
Sports fans, Age: 45-64	8% (17)	9% (19)	26% (54)	21% (44)	34% (71)	2% (4)	209
Sports fans, Age: 65+	4% (3)	6% (5)	13% (10)	7% (5)	70% (51)	— (0)	73
Movie studios should diversify teams	9% (61)	10% (69)	24% (169)	18% (127)	37% (254)	2% (12)	691
Movie studios should diversify stories	9% (54)	11% (64)	25% (147)	19% (112)	35% (206)	2% (11)	595
Concerned about Covid	8% (66)	9% (75)	23% (195)	20% (168)	37% (318)	4% (35)	856
No experience with Covid	8% (27)	8% (26)	18% (60)	11% (36)	43% (142)	11% (35)	326
Health care major factor for election	9% (57)	8% (55)	23% (154)	19% (124)	37% (247)	3% (21)	658
Social media users	8% (80)	10% (94)	22% (217)	19% (185)	36% (354)	5% (45)	975
WhatsApp users	11% (52)	10% (48)	23% (107)	19% (91)	33% (156)	4% (20)	474
WeChat users	25% (15)	13% (8)	15% (9)	12% (7)	31% (19)	4% (2)	61

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Table MCFE32_5: *Have the following gotten better or worse for you since the COVID-19 pandemic (coronavirus) spread to the U.S., or have they stayed the same?*
Your personal financial situation

Demographic	Gotten much better	Gotten somewhat better	Gotten somewhat worse	Gotten much worse	Stayed the same	Don't Know / No Opinion	Total N
Hispanic Adults	8% (85)	9% (94)	22% (220)	19% (186)	36% (365)	5% (50)	999
Social media news source at least once a week	9% (63)	10% (70)	24% (165)	19% (130)	32% (218)	5% (33)	679

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

Table MCFE32_6: Have the following gotten better or worse for you since the COVID-19 pandemic (coronavirus) spread to the U.S., or have they stayed the same?
Your mental health

Demographic	Gotten much better		Gotten somewhat better		Gotten somewhat worse		Gotten much worse		Stayed the same		Don't Know / No Opinion		Total N
Hispanic Adults	8%	(84)	9%	(90)	24%	(239)	12%	(125)	41%	(414)	5%	(47)	999
Gender: Male	11%	(53)	9%	(45)	22%	(111)	13%	(63)	40%	(201)	5%	(26)	500
Gender: Female	6%	(30)	9%	(45)	26%	(128)	12%	(62)	43%	(213)	4%	(21)	499
Age: 18-34	9%	(35)	12%	(47)	24%	(90)	17%	(65)	30%	(113)	8%	(29)	378
Age: 35-44	11%	(24)	10%	(23)	24%	(53)	12%	(27)	41%	(90)	2%	(4)	222
Age: 45-64	7%	(19)	7%	(19)	25%	(72)	10%	(30)	47%	(136)	5%	(13)	290
Age: 65+	5%	(5)	1%	(1)	22%	(25)	2%	(3)	69%	(75)	1%	(1)	110
GenZers: 1997-2012	10%	(14)	15%	(20)	19%	(25)	20%	(28)	29%	(40)	7%	(9)	137
Millennials: 1981-1996	11%	(38)	10%	(36)	26%	(95)	15%	(54)	32%	(117)	6%	(21)	361
GenXers: 1965-1980	6%	(17)	9%	(27)	28%	(80)	11%	(30)	42%	(122)	4%	(12)	289
Baby Boomers: 1946-1964	7%	(14)	4%	(7)	20%	(38)	7%	(13)	60%	(115)	2%	(5)	191
PID: Dem (no lean)	7%	(32)	7%	(31)	28%	(123)	14%	(62)	41%	(182)	3%	(15)	444
PID: Ind (no lean)	7%	(22)	11%	(34)	21%	(66)	14%	(45)	40%	(127)	8%	(24)	319
PID: Rep (no lean)	12%	(29)	11%	(26)	21%	(50)	7%	(17)	45%	(106)	3%	(8)	236
PID/Gender: Dem Men	8%	(16)	7%	(14)	25%	(50)	12%	(23)	45%	(90)	3%	(6)	199
PID/Gender: Dem Women	7%	(16)	7%	(17)	30%	(73)	16%	(38)	37%	(92)	4%	(9)	245
PID/Gender: Ind Men	8%	(13)	8%	(13)	20%	(31)	19%	(29)	37%	(58)	8%	(12)	156
PID/Gender: Ind Women	6%	(9)	13%	(21)	22%	(35)	10%	(16)	42%	(68)	7%	(12)	162
PID/Gender: Rep Men	17%	(25)	13%	(19)	21%	(30)	7%	(10)	37%	(53)	5%	(7)	144
PID/Gender: Rep Women	5%	(5)	8%	(7)	22%	(20)	8%	(7)	57%	(53)	1%	(1)	92
Ideo: Liberal (1-3)	12%	(40)	9%	(30)	30%	(101)	16%	(53)	32%	(110)	2%	(7)	341
Ideo: Moderate (4)	5%	(17)	10%	(34)	23%	(76)	9%	(30)	49%	(166)	4%	(14)	337
Ideo: Conservative (5-7)	9%	(21)	7%	(16)	23%	(52)	12%	(26)	47%	(106)	2%	(6)	227
Educ: < College	7%	(41)	9%	(52)	23%	(131)	14%	(83)	41%	(236)	6%	(37)	579
Educ: Bachelors degree	11%	(28)	9%	(23)	27%	(70)	9%	(23)	42%	(108)	3%	(8)	260
Educ: Post-grad	9%	(15)	10%	(16)	24%	(38)	11%	(18)	44%	(70)	2%	(3)	160
Income: Under 50k	7%	(36)	10%	(54)	23%	(116)	14%	(71)	39%	(201)	7%	(37)	514
Income: 50k-100k	9%	(27)	7%	(21)	26%	(82)	12%	(37)	45%	(142)	1%	(4)	313
Income: 100k+	12%	(20)	9%	(15)	24%	(41)	10%	(17)	42%	(72)	4%	(6)	171

Continued on next page

Table MCFE32_6: Have the following gotten better or worse for you since the COVID-19 pandemic (coronavirus) spread to the U.S., or have they stayed the same?
Your mental health

Demographic	Gotten much better		Gotten somewhat better		Gotten somewhat worse		Gotten much worse		Stayed the same		Don't Know / No Opinion		Total N
Hispanic Adults	8%	(84)	9%	(90)	24%	(239)	12%	(125)	41%	(414)	5%	(47)	999
Ethnicity: White	8%	(51)	8%	(50)	25%	(155)	10%	(64)	46%	(291)	3%	(21)	633
Ethnicity: Hispanic	8%	(84)	9%	(90)	24%	(239)	12%	(125)	41%	(414)	5%	(47)	999
Ethnicity: Black	19%	(11)	11%	(6)	28%	(16)	12%	(7)	30%	(17)	1%	(1)	57
Ethnicity: Other	7%	(21)	11%	(34)	22%	(68)	18%	(54)	34%	(106)	8%	(25)	309
All Christian	9%	(51)	8%	(45)	23%	(128)	10%	(56)	45%	(251)	4%	(22)	553
Agnostic/Nothing in particular	6%	(15)	8%	(19)	22%	(52)	16%	(37)	40%	(93)	7%	(17)	233
Something Else	10%	(13)	13%	(18)	25%	(34)	16%	(21)	32%	(43)	4%	(5)	133
Evangelical	15%	(36)	10%	(24)	24%	(57)	11%	(25)	36%	(87)	4%	(9)	238
Non-Evangelical	6%	(25)	9%	(37)	24%	(102)	11%	(48)	47%	(205)	4%	(18)	435
Community: Urban	10%	(45)	10%	(45)	24%	(108)	12%	(53)	40%	(182)	5%	(21)	454
Community: Suburban	7%	(28)	9%	(38)	25%	(107)	14%	(60)	41%	(178)	5%	(20)	431
Community: Rural	9%	(10)	6%	(7)	21%	(24)	10%	(12)	48%	(54)	5%	(6)	114
Employ: Private Sector	11%	(39)	10%	(38)	23%	(85)	10%	(39)	42%	(157)	3%	(12)	370
Employ: Government	18%	(13)	15%	(11)	25%	(19)	10%	(7)	32%	(24)	—	(0)	75
Employ: Self-Employed	9%	(9)	5%	(4)	22%	(21)	18%	(17)	43%	(41)	4%	(3)	95
Employ: Student	7%	(4)	11%	(7)	21%	(13)	25%	(16)	27%	(17)	10%	(6)	64
Employ: Retired	3%	(3)	2%	(3)	21%	(25)	5%	(5)	67%	(80)	2%	(3)	120
Employ: Unemployed	4%	(5)	10%	(15)	26%	(41)	15%	(24)	35%	(55)	11%	(17)	156
Employ: Other	6%	(4)	10%	(7)	33%	(23)	12%	(8)	31%	(22)	9%	(6)	70
Military HH: Yes	7%	(9)	10%	(12)	23%	(27)	14%	(16)	40%	(46)	6%	(7)	117
Military HH: No	9%	(75)	9%	(78)	24%	(212)	12%	(109)	42%	(368)	5%	(41)	882
RD/WT: Right Direction	15%	(40)	11%	(31)	17%	(47)	7%	(20)	47%	(126)	3%	(7)	270
RD/WT: Wrong Track	6%	(44)	8%	(59)	26%	(192)	14%	(105)	40%	(288)	5%	(40)	729
Trump Job Approve	14%	(43)	11%	(36)	20%	(62)	6%	(20)	46%	(149)	3%	(9)	320
Trump Job Disapprove	6%	(39)	7%	(47)	27%	(170)	16%	(102)	39%	(248)	4%	(27)	633

Continued on next page

Table MCFE32_6: Have the following gotten better or worse for you since the COVID-19 pandemic (coronavirus) spread to the U.S., or have they stayed the same?
Your mental health

Demographic	Gotten much better		Gotten somewhat better		Gotten somewhat worse		Gotten much worse		Stayed the same		Don't Know / No Opinion		Total N
Hispanic Adults	8%	(84)	9%	(90)	24%	(239)	12%	(125)	41%	(414)	5%	(47)	999
Trump Job Strongly Approve	19%	(32)	10%	(17)	18%	(31)	5%	(9)	47%	(79)	2%	(3)	170
Trump Job Somewhat Approve	8%	(12)	13%	(19)	21%	(32)	7%	(11)	46%	(69)	4%	(7)	150
Trump Job Somewhat Disapprove	11%	(14)	7%	(9)	27%	(36)	12%	(16)	40%	(54)	3%	(5)	134
Trump Job Strongly Disapprove	5%	(25)	8%	(38)	27%	(134)	17%	(86)	39%	(194)	4%	(22)	499
Favorable of Trump	13%	(41)	10%	(33)	20%	(62)	9%	(28)	46%	(146)	2%	(7)	318
Unfavorable of Trump	6%	(36)	8%	(50)	27%	(168)	15%	(93)	39%	(245)	5%	(29)	622
Very Favorable of Trump	18%	(32)	11%	(19)	15%	(28)	7%	(13)	46%	(83)	2%	(4)	180
Somewhat Favorable of Trump	6%	(9)	10%	(14)	25%	(34)	11%	(15)	45%	(63)	2%	(3)	138
Somewhat Unfavorable of Trump	12%	(13)	9%	(10)	26%	(28)	7%	(7)	43%	(46)	3%	(3)	106
Very Unfavorable of Trump	5%	(23)	8%	(40)	27%	(140)	17%	(86)	39%	(200)	5%	(26)	515
#1 Issue: Economy	7%	(28)	9%	(36)	23%	(91)	13%	(50)	42%	(165)	5%	(19)	388
#1 Issue: Security	9%	(7)	3%	(3)	27%	(21)	6%	(5)	49%	(38)	5%	(4)	77
#1 Issue: Health Care	12%	(25)	11%	(24)	22%	(48)	12%	(27)	39%	(83)	3%	(6)	213
#1 Issue: Medicare / Social Security	5%	(4)	2%	(1)	21%	(16)	7%	(5)	58%	(44)	7%	(5)	76
#1 Issue: Women's Issues	10%	(6)	8%	(5)	23%	(15)	22%	(14)	35%	(23)	1%	(1)	65
#1 Issue: Education	13%	(8)	18%	(10)	27%	(16)	16%	(9)	22%	(12)	5%	(3)	57
#1 Issue: Energy	7%	(4)	8%	(5)	31%	(18)	11%	(6)	42%	(23)	—	(0)	56
#1 Issue: Other	3%	(2)	8%	(5)	24%	(16)	14%	(9)	39%	(26)	13%	(9)	67
2018 House Vote: Democrat	8%	(28)	8%	(31)	28%	(104)	11%	(41)	43%	(162)	2%	(7)	373
2018 House Vote: Republican	14%	(28)	13%	(26)	19%	(39)	9%	(18)	43%	(89)	3%	(5)	205
2016 Vote: Hillary Clinton	6%	(21)	8%	(28)	29%	(104)	12%	(44)	43%	(157)	2%	(9)	364
2016 Vote: Donald Trump	13%	(28)	11%	(23)	19%	(41)	7%	(16)	47%	(103)	3%	(6)	217
2016 Vote: Didn't Vote	9%	(33)	9%	(35)	22%	(83)	16%	(62)	36%	(139)	8%	(30)	382
Voted in 2014: Yes	9%	(43)	8%	(41)	26%	(132)	11%	(55)	43%	(215)	3%	(15)	502
Voted in 2014: No	8%	(40)	10%	(49)	21%	(106)	14%	(70)	40%	(200)	6%	(32)	497
2012 Vote: Barack Obama	8%	(31)	9%	(33)	27%	(103)	12%	(47)	41%	(156)	3%	(13)	382
2012 Vote: Mitt Romney	12%	(16)	8%	(11)	22%	(28)	8%	(10)	48%	(61)	2%	(2)	128
2012 Vote: Didn't Vote	8%	(37)	10%	(46)	22%	(101)	14%	(65)	40%	(188)	7%	(31)	468

Continued on next page

Table MCFE32_6: Have the following gotten better or worse for you since the COVID-19 pandemic (coronavirus) spread to the U.S., or have they stayed the same?
Your mental health

Demographic	Gotten much better	Gotten somewhat better	Gotten somewhat worse	Gotten much worse	Stayed the same	Don't Know / No Opinion	Total N
Hispanic Adults	8% (84)	9% (90)	24% (239)	12% (125)	41% (414)	5% (47)	999
4-Region: Northeast	8% (14)	10% (17)	31% (53)	11% (19)	33% (56)	6% (10)	170
4-Region: Midwest	13% (12)	9% (9)	26% (25)	15% (15)	35% (34)	1% (1)	97
4-Region: South	8% (36)	8% (37)	21% (96)	11% (48)	48% (215)	3% (14)	445
4-Region: West	7% (21)	9% (27)	23% (65)	15% (43)	38% (109)	8% (22)	286
Mexican	8% (38)	11% (51)	22% (102)	14% (64)	40% (188)	5% (22)	465
Puerto Rican	12% (21)	9% (17)	28% (50)	10% (18)	36% (64)	5% (10)	179
Cuban	3% (2)	4% (3)	29% (23)	13% (10)	48% (39)	3% (3)	81
Other South American	8% (10)	7% (8)	25% (30)	12% (14)	46% (54)	2% (3)	119
Speaks only English at home	8% (22)	11% (29)	25% (66)	12% (31)	39% (103)	5% (14)	265
Speaks mostly English at home	7% (17)	7% (18)	22% (56)	14% (36)	47% (119)	2% (6)	254
Speaks both English and Spanish at home	11% (37)	11% (34)	25% (80)	11% (35)	36% (117)	6% (20)	323
Speaks mostly Spanish at home	5% (5)	6% (7)	24% (26)	14% (15)	46% (50)	6% (7)	111
Trump supporter	15% (41)	11% (29)	19% (50)	8% (22)	45% (123)	2% (6)	272
Biden supporter	6% (36)	8% (46)	28% (159)	14% (82)	40% (227)	4% (23)	573
Sports fans	10% (72)	10% (73)	24% (174)	11% (80)	41% (295)	3% (22)	717
Avid sports fans	14% (42)	9% (27)	25% (74)	12% (35)	37% (111)	3% (10)	299
Sports fans, Age: 18-34	11% (28)	15% (39)	23% (59)	16% (41)	29% (74)	5% (12)	253
Sports fans, Age: 35-44	12% (22)	11% (20)	23% (41)	11% (19)	42% (76)	2% (3)	182
Sports fans, Age: 45-64	8% (17)	6% (13)	27% (56)	9% (19)	46% (97)	4% (8)	209
Sports fans, Age: 65+	6% (4)	1% (1)	24% (18)	1% (1)	67% (49)	— (0)	73
Movie studios should diversify teams	10% (68)	10% (66)	26% (180)	12% (85)	40% (276)	2% (16)	691
Movie studios should diversify stories	10% (61)	10% (60)	25% (148)	14% (82)	38% (225)	3% (19)	595
Concerned about Covid	8% (69)	9% (76)	26% (219)	13% (114)	40% (344)	4% (34)	856
No experience with Covid	8% (24)	7% (24)	17% (55)	9% (28)	50% (162)	10% (32)	326
Health care major factor for election	8% (54)	8% (53)	25% (165)	13% (88)	41% (273)	4% (26)	658
Social media users	8% (82)	9% (90)	24% (234)	13% (125)	41% (404)	4% (40)	975
WhatsApp users	9% (45)	10% (47)	24% (114)	13% (62)	40% (188)	4% (18)	474
WeChat users	23% (14)	8% (5)	24% (15)	16% (9)	27% (17)	2% (1)	61

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Table MCFE32_6: Have the following gotten better or worse for you since the COVID-19 pandemic (coronavirus) spread to the U.S., or have they stayed the same?
Your mental health

Demographic	Gotten much better	Gotten somewhat better	Gotten somewhat worse	Gotten much worse	Stayed the same	Don't Know / No Opinion	Total N
Hispanic Adults	8% (84)	9% (90)	24% (239)	12% (125)	41% (414)	5% (47)	999
Social media news source at least once a week	9% (64)	10% (70)	25% (169)	14% (92)	38% (259)	4% (25)	679

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

Table MCFE32_7: Have the following gotten better or worse for you since the COVID-19 pandemic (coronavirus) spread to the U.S., or have they stayed the same?
Your physical health

Demographic	Gotten much better	Gotten somewhat better	Gotten somewhat worse	Gotten much worse	Stayed the same	Don't Know / No Opinion	Total N
Hispanic Adults	10% (101)	13% (134)	21% (205)	9% (94)	42% (423)	4% (42)	999
Gender: Male	12% (62)	13% (64)	19% (97)	11% (53)	40% (198)	5% (25)	500
Gender: Female	8% (38)	14% (69)	22% (109)	8% (42)	45% (224)	3% (17)	499
Age: 18-34	10% (39)	14% (53)	24% (90)	13% (50)	30% (115)	8% (31)	378
Age: 35-44	12% (26)	12% (27)	19% (43)	10% (23)	45% (100)	1% (3)	222
Age: 45-64	10% (28)	14% (41)	19% (56)	7% (20)	48% (138)	2% (7)	290
Age: 65+	7% (8)	12% (13)	15% (17)	2% (2)	63% (69)	2% (2)	110
GenZers: 1997-2012	10% (14)	19% (26)	26% (36)	11% (15)	26% (36)	8% (11)	137
Millennials: 1981-1996	12% (43)	11% (39)	21% (77)	14% (50)	36% (130)	6% (22)	361
GenXers: 1965-1980	9% (25)	14% (41)	20% (58)	8% (22)	47% (135)	3% (7)	289
Baby Boomers: 1946-1964	9% (17)	12% (23)	18% (35)	4% (7)	56% (107)	1% (2)	191
PID: Dem (no lean)	9% (38)	13% (57)	21% (91)	12% (52)	42% (189)	4% (17)	444
PID: Ind (no lean)	9% (27)	12% (39)	21% (68)	10% (33)	41% (132)	6% (20)	319
PID: Rep (no lean)	15% (35)	16% (37)	20% (46)	4% (10)	43% (102)	2% (6)	236
PID/Gender: Dem Men	9% (19)	11% (21)	21% (41)	11% (23)	44% (87)	4% (8)	199
PID/Gender: Dem Women	8% (19)	15% (36)	21% (50)	12% (29)	41% (101)	4% (9)	245
PID/Gender: Ind Men	11% (17)	12% (19)	18% (28)	14% (21)	37% (58)	8% (12)	156
PID/Gender: Ind Women	6% (10)	13% (21)	24% (40)	7% (11)	45% (73)	4% (7)	162
PID/Gender: Rep Men	18% (26)	17% (24)	19% (27)	6% (9)	36% (52)	3% (5)	144
PID/Gender: Rep Women	10% (9)	14% (13)	20% (19)	2% (1)	54% (50)	1% (1)	92
Ideo: Liberal (1-3)	12% (40)	13% (46)	25% (86)	11% (37)	37% (128)	1% (5)	341
Ideo: Moderate (4)	7% (25)	14% (47)	17% (56)	9% (32)	48% (161)	5% (16)	337
Ideo: Conservative (5-7)	13% (30)	14% (31)	19% (42)	6% (14)	47% (107)	1% (3)	227
Educ: < College	7% (43)	12% (70)	21% (123)	10% (57)	43% (250)	6% (37)	579
Educ: Bachelors degree	14% (37)	16% (40)	19% (50)	9% (24)	40% (104)	1% (3)	260
Educ: Post-grad	13% (21)	14% (23)	20% (32)	8% (13)	43% (68)	1% (2)	160
Income: Under 50k	6% (33)	13% (69)	20% (104)	10% (49)	44% (224)	7% (36)	514
Income: 50k-100k	12% (37)	13% (42)	21% (66)	10% (31)	43% (135)	1% (3)	313
Income: 100k+	18% (30)	14% (23)	21% (36)	8% (14)	37% (64)	2% (3)	171

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Table MCFE32_7: Have the following gotten better or worse for you since the COVID-19 pandemic (coronavirus) spread to the U.S., or have they stayed the same?
Your physical health

Demographic	Gotten much better	Gotten somewhat better	Gotten somewhat worse	Gotten much worse	Stayed the same	Don't Know / No Opinion	Total N
Hispanic Adults	10% (101)	13% (134)	21% (205)	9% (94)	42% (423)	4% (42)	999
Ethnicity: White	10% (61)	13% (83)	20% (124)	7% (47)	48% (302)	2% (15)	633
Ethnicity: Hispanic	10% (101)	13% (134)	21% (205)	9% (94)	42% (423)	4% (42)	999
Ethnicity: Black	18% (10)	16% (9)	25% (14)	11% (6)	29% (16)	2% (1)	57
Ethnicity: Other	9% (29)	13% (41)	22% (68)	13% (41)	34% (104)	8% (26)	309
All Christian	12% (65)	14% (79)	19% (104)	7% (40)	45% (248)	3% (17)	553
Agnostic/Nothing in particular	7% (17)	12% (28)	20% (46)	11% (26)	43% (100)	7% (17)	233
Something Else	8% (11)	10% (14)	29% (39)	14% (18)	36% (48)	3% (5)	133
Evangelical	19% (44)	11% (26)	17% (40)	9% (22)	39% (93)	5% (12)	238
Non-Evangelical	7% (32)	15% (65)	22% (97)	8% (35)	45% (197)	2% (9)	435
Community: Urban	13% (58)	13% (58)	20% (89)	9% (43)	42% (189)	4% (17)	454
Community: Suburban	8% (35)	14% (61)	21% (91)	10% (45)	41% (178)	5% (21)	431
Community: Rural	7% (8)	13% (15)	22% (25)	6% (6)	49% (55)	4% (5)	114
Employ: Private Sector	14% (53)	15% (55)	17% (63)	10% (39)	41% (152)	2% (9)	370
Employ: Government	18% (13)	11% (8)	26% (20)	5% (4)	38% (29)	2% (2)	75
Employ: Self-Employed	12% (12)	14% (13)	18% (17)	12% (11)	42% (40)	2% (2)	95
Employ: Student	10% (6)	26% (17)	27% (17)	8% (5)	18% (12)	11% (7)	64
Employ: Retired	4% (4)	9% (11)	19% (22)	2% (3)	65% (77)	2% (2)	120
Employ: Unemployed	4% (6)	12% (18)	21% (32)	14% (22)	40% (62)	10% (16)	156
Employ: Other	6% (4)	13% (9)	27% (19)	8% (6)	40% (28)	7% (5)	70
Military HH: Yes	9% (11)	11% (13)	23% (27)	8% (9)	47% (54)	3% (3)	117
Military HH: No	10% (90)	14% (121)	20% (179)	10% (85)	42% (368)	4% (39)	882
RD/WT: Right Direction	16% (44)	16% (43)	17% (46)	6% (16)	43% (116)	2% (6)	270
RD/WT: Wrong Track	8% (56)	12% (91)	22% (160)	11% (78)	42% (307)	5% (36)	729
Trump Job Approve	15% (49)	15% (48)	16% (50)	7% (22)	44% (142)	3% (8)	320
Trump Job Disapprove	8% (50)	13% (83)	22% (139)	11% (71)	42% (263)	4% (26)	633

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Table MCFE32_7: Have the following gotten better or worse for you since the COVID-19 pandemic (coronavirus) spread to the U.S., or have they stayed the same?
Your physical health

Demographic	Gotten much better	Gotten somewhat better	Gotten somewhat worse	Gotten much worse	Stayed the same	Don't Know / No Opinion	Total N
Hispanic Adults	10% (101)	13% (134)	21% (205)	9% (94)	42% (423)	4% (42)	999
Trump Job Strongly Approve	18% (31)	18% (30)	13% (21)	7% (13)	42% (72)	2% (4)	170
Trump Job Somewhat Approve	12% (18)	12% (18)	19% (29)	7% (10)	47% (71)	3% (5)	150
Trump Job Somewhat Disapprove	7% (10)	17% (23)	22% (29)	9% (12)	42% (55)	3% (4)	134
Trump Job Strongly Disapprove	8% (41)	12% (60)	22% (110)	12% (59)	42% (207)	4% (22)	499
Favorable of Trump	16% (51)	16% (51)	17% (55)	6% (19)	43% (137)	2% (6)	318
Unfavorable of Trump	7% (46)	12% (76)	22% (139)	12% (73)	42% (260)	4% (27)	622
Very Favorable of Trump	18% (33)	20% (35)	13% (24)	6% (11)	41% (73)	2% (4)	180
Somewhat Favorable of Trump	13% (18)	11% (15)	22% (31)	6% (8)	46% (64)	2% (2)	138
Somewhat Unfavorable of Trump	7% (7)	15% (16)	20% (22)	10% (11)	44% (47)	4% (5)	106
Very Unfavorable of Trump	8% (39)	12% (61)	23% (117)	12% (62)	41% (213)	4% (23)	515
#1 Issue: Economy	12% (46)	13% (52)	18% (68)	10% (38)	43% (168)	4% (16)	388
#1 Issue: Security	10% (8)	11% (9)	22% (17)	8% (6)	44% (34)	5% (4)	77
#1 Issue: Health Care	12% (25)	13% (28)	21% (44)	8% (18)	43% (90)	3% (7)	213
#1 Issue: Medicare / Social Security	4% (3)	10% (8)	19% (14)	3% (2)	61% (47)	3% (2)	76
#1 Issue: Women's Issues	10% (7)	16% (10)	27% (17)	20% (13)	24% (16)	3% (2)	65
#1 Issue: Education	7% (4)	20% (11)	24% (14)	14% (8)	31% (18)	4% (3)	57
#1 Issue: Energy	13% (7)	18% (10)	22% (12)	5% (3)	41% (23)	2% (1)	56
#1 Issue: Other	1% (1)	8% (5)	27% (18)	10% (7)	42% (28)	12% (8)	67
2018 House Vote: Democrat	11% (43)	10% (39)	22% (80)	10% (36)	45% (166)	2% (8)	373
2018 House Vote: Republican	16% (32)	18% (36)	17% (34)	5% (10)	43% (89)	1% (3)	205
2016 Vote: Hillary Clinton	9% (33)	10% (36)	22% (80)	10% (37)	48% (173)	1% (4)	364
2016 Vote: Donald Trump	16% (35)	15% (32)	16% (36)	5% (11)	46% (101)	2% (3)	217
2016 Vote: Didn't Vote	8% (32)	16% (62)	21% (81)	11% (44)	35% (134)	8% (30)	382
Voted in 2014: Yes	10% (51)	13% (65)	21% (106)	8% (39)	46% (230)	2% (10)	502
Voted in 2014: No	10% (50)	14% (68)	20% (100)	11% (55)	39% (193)	6% (32)	497
2012 Vote: Barack Obama	12% (44)	12% (44)	23% (89)	8% (31)	44% (168)	1% (6)	382
2012 Vote: Mitt Romney	12% (16)	18% (23)	12% (15)	4% (5)	52% (66)	2% (2)	128
2012 Vote: Didn't Vote	9% (41)	14% (63)	21% (97)	12% (58)	38% (176)	7% (33)	468

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Table MCFE32_7: Have the following gotten better or worse for you since the COVID-19 pandemic (coronavirus) spread to the U.S., or have they stayed the same?
Your physical health

Demographic	Gotten much better	Gotten somewhat better	Gotten somewhat worse	Gotten much worse	Stayed the same	Don't Know / No Opinion	Total N
Hispanic Adults	10% (101)	13% (134)	21% (205)	9% (94)	42% (423)	4% (42)	999
4-Region: Northeast	11% (18)	15% (25)	20% (35)	11% (18)	38% (65)	5% (9)	170
4-Region: Midwest	9% (8)	20% (20)	17% (17)	15% (14)	34% (33)	5% (5)	97
4-Region: South	10% (45)	14% (62)	20% (89)	7% (32)	45% (202)	3% (15)	445
4-Region: West	10% (29)	9% (27)	23% (65)	10% (30)	43% (123)	5% (14)	286
Mexican	11% (49)	14% (65)	20% (92)	11% (51)	41% (188)	4% (20)	465
Puerto Rican	6% (11)	14% (26)	21% (38)	11% (19)	44% (78)	4% (7)	179
Cuban	5% (4)	13% (11)	14% (12)	7% (6)	57% (46)	3% (3)	81
Other South American	17% (21)	9% (11)	24% (29)	7% (8)	40% (47)	3% (3)	119
Speaks only English at home	9% (23)	15% (40)	22% (59)	10% (27)	40% (107)	4% (10)	265
Speaks mostly English at home	8% (19)	15% (37)	18% (46)	12% (29)	45% (115)	3% (7)	254
Speaks both English and Spanish at home	14% (46)	11% (35)	21% (68)	7% (21)	41% (134)	6% (19)	323
Speaks mostly Spanish at home	11% (12)	14% (15)	21% (24)	12% (13)	39% (44)	4% (4)	111
Trump supporter	15% (39)	15% (42)	15% (42)	6% (17)	46% (125)	2% (7)	272
Biden supporter	9% (49)	12% (71)	23% (132)	11% (65)	41% (234)	4% (23)	573
Sports fans	12% (88)	14% (103)	20% (144)	10% (69)	41% (294)	3% (19)	717
Avid sports fans	17% (52)	13% (39)	18% (53)	9% (26)	41% (122)	2% (7)	299
Sports fans, Age: 18-34	13% (34)	16% (40)	25% (62)	13% (34)	28% (71)	5% (13)	253
Sports fans, Age: 35-44	14% (25)	13% (24)	18% (32)	11% (20)	43% (79)	1% (2)	182
Sports fans, Age: 45-64	10% (21)	15% (32)	19% (39)	6% (13)	48% (101)	2% (3)	209
Sports fans, Age: 65+	10% (8)	11% (8)	15% (11)	3% (2)	60% (44)	2% (1)	73
Movie studios should diversify teams	11% (76)	15% (101)	21% (148)	9% (61)	42% (292)	2% (13)	691
Movie studios should diversify stories	12% (69)	13% (79)	23% (134)	9% (56)	41% (244)	2% (13)	595
Concerned about Covid	10% (84)	13% (108)	23% (193)	10% (86)	41% (354)	4% (31)	856
No experience with Covid	9% (31)	10% (34)	15% (48)	4% (12)	53% (173)	9% (29)	326
Health care major factor for election	10% (66)	13% (85)	22% (145)	10% (63)	42% (277)	3% (23)	658
Social media users	10% (100)	13% (132)	21% (204)	10% (94)	42% (409)	4% (37)	975
WhatsApp users	13% (62)	15% (69)	20% (95)	10% (49)	38% (182)	4% (17)	474
WeChat users	27% (17)	13% (8)	19% (11)	14% (8)	23% (14)	4% (2)	61

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Table MCFE32_7: Have the following gotten better or worse for you since the COVID-19 pandemic (coronavirus) spread to the U.S., or have they stayed the same?
Your physical health

Demographic	Gotten much better	Gotten somewhat better	Gotten somewhat worse	Gotten much worse	Stayed the same	Don't Know / No Opinion	Total N
Hispanic Adults	10% (101)	13% (134)	21% (205)	9% (94)	42% (423)	4% (42)	999
Social media news source at least once a week	11% (76)	14% (98)	20% (138)	11% (74)	40% (273)	3% (20)	679

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

Table MCFE32_8: Have the following gotten better or worse for you since the COVID-19 pandemic (coronavirus) spread to the U.S., or have they stayed the same?
Your career and work life

Demographic	Gotten much better		Gotten somewhat better		Gotten somewhat worse		Gotten much worse		Stayed the same		Don't Know / No Opinion		Total N
Hispanic Adults	8%	(78)	10%	(95)	16%	(163)	15%	(145)	38%	(383)	13%	(134)	999
Gender: Male	10%	(50)	11%	(55)	16%	(82)	16%	(78)	38%	(189)	9%	(46)	500
Gender: Female	6%	(28)	8%	(40)	16%	(82)	14%	(68)	39%	(194)	18%	(88)	499
Age: 18-34	8%	(32)	13%	(49)	19%	(72)	19%	(71)	29%	(108)	12%	(46)	378
Age: 35-44	11%	(24)	12%	(27)	15%	(34)	14%	(30)	41%	(92)	7%	(15)	222
Age: 45-64	6%	(18)	7%	(19)	18%	(53)	14%	(40)	43%	(126)	12%	(34)	290
Age: 65+	4%	(4)	1%	(1)	4%	(4)	4%	(4)	52%	(57)	36%	(40)	110
GenZers: 1997-2012	9%	(12)	11%	(15)	18%	(24)	19%	(25)	30%	(41)	14%	(19)	137
Millennials: 1981-1996	10%	(34)	13%	(46)	19%	(70)	18%	(64)	31%	(113)	9%	(34)	361
GenXers: 1965-1980	7%	(21)	9%	(26)	18%	(52)	14%	(40)	42%	(121)	10%	(28)	289
Baby Boomers: 1946-1964	6%	(11)	4%	(8)	9%	(17)	8%	(15)	49%	(93)	24%	(46)	191
PID: Dem (no lean)	7%	(32)	9%	(41)	17%	(75)	14%	(64)	39%	(175)	13%	(58)	444
PID: Ind (no lean)	4%	(14)	7%	(23)	17%	(53)	18%	(56)	37%	(117)	17%	(55)	319
PID: Rep (no lean)	14%	(33)	13%	(31)	15%	(35)	11%	(25)	38%	(90)	9%	(21)	236
PID/Gender: Dem Men	9%	(18)	10%	(19)	17%	(33)	16%	(31)	40%	(81)	9%	(17)	199
PID/Gender: Dem Women	6%	(14)	9%	(21)	17%	(42)	13%	(33)	38%	(94)	17%	(41)	245
PID/Gender: Ind Men	6%	(9)	8%	(12)	16%	(25)	19%	(29)	38%	(60)	13%	(20)	156
PID/Gender: Ind Women	3%	(5)	7%	(11)	17%	(28)	16%	(26)	35%	(57)	22%	(35)	162
PID/Gender: Rep Men	16%	(23)	16%	(23)	16%	(23)	12%	(17)	33%	(48)	7%	(10)	144
PID/Gender: Rep Women	10%	(9)	9%	(8)	13%	(12)	9%	(9)	46%	(42)	13%	(12)	92
Ideo: Liberal (1-3)	8%	(26)	11%	(36)	21%	(72)	16%	(55)	35%	(121)	9%	(32)	341
Ideo: Moderate (4)	6%	(20)	9%	(30)	14%	(49)	14%	(48)	43%	(144)	14%	(46)	337
Ideo: Conservative (5-7)	11%	(25)	10%	(23)	14%	(33)	12%	(26)	40%	(90)	13%	(30)	227
Educ: < College	6%	(36)	9%	(51)	15%	(86)	17%	(98)	34%	(199)	19%	(109)	579
Educ: Bachelors degree	9%	(22)	10%	(26)	22%	(58)	12%	(32)	41%	(106)	6%	(16)	260
Educ: Post-grad	12%	(20)	11%	(18)	12%	(19)	10%	(16)	48%	(77)	6%	(9)	160
Income: Under 50k	5%	(24)	9%	(48)	15%	(78)	19%	(99)	33%	(169)	19%	(96)	514
Income: 50k-100k	10%	(31)	8%	(26)	23%	(71)	9%	(28)	42%	(130)	8%	(26)	313
Income: 100k+	13%	(23)	12%	(21)	8%	(14)	11%	(18)	48%	(83)	7%	(12)	171

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Table MCFE32_8: Have the following gotten better or worse for you since the COVID-19 pandemic (coronavirus) spread to the U.S., or have they stayed the same?
Your career and work life

Demographic	Gotten much better	Gotten somewhat better	Gotten somewhat worse	Gotten much worse	Stayed the same	Don't Know / No Opinion	Total N
Hispanic Adults	8% (78)	10% (95)	16% (163)	15% (145)	38% (383)	13% (134)	999
Ethnicity: White	7% (47)	10% (60)	17% (109)	12% (75)	42% (264)	12% (78)	633
Ethnicity: Hispanic	8% (78)	10% (95)	16% (163)	15% (145)	38% (383)	13% (134)	999
Ethnicity: Black	17% (10)	6% (3)	9% (5)	18% (10)	36% (21)	14% (8)	57
Ethnicity: Other	7% (22)	10% (31)	16% (49)	19% (60)	32% (98)	16% (48)	309
All Christian	8% (45)	11% (59)	16% (91)	10% (55)	40% (220)	15% (82)	553
Agnostic/Nothing in particular	6% (14)	8% (19)	16% (37)	19% (45)	37% (87)	14% (32)	233
Something Else	8% (11)	7% (10)	17% (22)	22% (30)	35% (47)	11% (14)	133
Evangelical	14% (33)	12% (29)	15% (35)	13% (31)	34% (82)	12% (28)	238
Non-Evangelical	5% (22)	8% (37)	18% (77)	12% (51)	42% (181)	15% (67)	435
Community: Urban	10% (47)	9% (40)	18% (83)	17% (78)	32% (145)	13% (61)	454
Community: Suburban	5% (22)	11% (47)	16% (69)	12% (52)	44% (189)	12% (52)	431
Community: Rural	9% (10)	7% (8)	10% (11)	14% (16)	42% (48)	19% (21)	114
Employ: Private Sector	12% (46)	14% (53)	20% (72)	9% (32)	42% (154)	3% (13)	370
Employ: Government	14% (11)	15% (11)	20% (15)	10% (8)	37% (28)	3% (3)	75
Employ: Self-Employed	10% (10)	8% (7)	20% (19)	18% (17)	42% (39)	3% (3)	95
Employ: Student	1% (1)	21% (14)	18% (11)	15% (10)	24% (16)	19% (12)	64
Employ: Retired	5% (5)	1% (2)	3% (3)	3% (4)	48% (57)	41% (49)	120
Employ: Unemployed	1% (2)	3% (5)	16% (26)	35% (55)	26% (41)	18% (27)	156
Employ: Other	5% (3)	3% (2)	17% (12)	16% (12)	37% (26)	21% (15)	70
Military HH: Yes	10% (12)	8% (9)	11% (13)	17% (20)	36% (42)	18% (21)	117
Military HH: No	8% (66)	10% (86)	17% (150)	14% (125)	39% (340)	13% (114)	882
RD/WT: Right Direction	15% (42)	14% (38)	15% (41)	10% (28)	36% (98)	9% (25)	270
RD/WT: Wrong Track	5% (37)	8% (57)	17% (123)	16% (118)	39% (285)	15% (110)	729
Trump Job Approve	14% (44)	11% (36)	16% (50)	12% (38)	39% (124)	9% (28)	320
Trump Job Disapprove	5% (32)	9% (55)	17% (109)	16% (101)	39% (244)	14% (91)	633

Continued on next page

Table MCFE32_8: Have the following gotten better or worse for you since the COVID-19 pandemic (coronavirus) spread to the U.S., or have they stayed the same?
Your career and work life

Demographic	Gotten much better	Gotten somewhat better	Gotten somewhat worse	Gotten much worse	Stayed the same	Don't Know / No Opinion	Total N
Hispanic Adults	8% (78)	10% (95)	16% (163)	15% (145)	38% (383)	13% (134)	999
Trump Job Strongly Approve	19% (33)	14% (23)	14% (23)	10% (17)	34% (57)	10% (17)	170
Trump Job Somewhat Approve	7% (11)	9% (13)	18% (27)	14% (21)	44% (67)	8% (12)	150
Trump Job Somewhat Disapprove	6% (8)	14% (18)	23% (30)	10% (13)	35% (47)	13% (18)	134
Trump Job Strongly Disapprove	5% (25)	7% (36)	16% (79)	18% (88)	39% (197)	15% (74)	499
Favorable of Trump	15% (47)	13% (42)	15% (47)	13% (42)	36% (115)	8% (26)	318
Unfavorable of Trump	5% (28)	8% (49)	18% (113)	16% (98)	39% (242)	15% (92)	622
Very Favorable of Trump	21% (37)	14% (26)	13% (23)	12% (22)	31% (56)	9% (16)	180
Somewhat Favorable of Trump	7% (10)	12% (17)	17% (24)	14% (20)	43% (59)	7% (10)	138
Somewhat Unfavorable of Trump	6% (6)	9% (10)	26% (27)	11% (12)	36% (38)	12% (13)	106
Very Unfavorable of Trump	4% (22)	7% (39)	17% (85)	17% (86)	40% (204)	15% (79)	515
#1 Issue: Economy	8% (30)	8% (32)	17% (65)	18% (68)	39% (150)	11% (43)	388
#1 Issue: Security	12% (9)	11% (8)	13% (10)	11% (8)	46% (36)	8% (6)	77
#1 Issue: Health Care	8% (17)	11% (23)	17% (36)	10% (21)	43% (92)	11% (24)	213
#1 Issue: Medicare / Social Security	5% (3)	3% (2)	9% (6)	6% (5)	43% (33)	34% (26)	76
#1 Issue: Women's Issues	9% (6)	14% (9)	15% (10)	20% (13)	31% (20)	11% (7)	65
#1 Issue: Education	13% (7)	24% (14)	18% (10)	13% (7)	23% (13)	9% (5)	57
#1 Issue: Energy	6% (3)	11% (6)	22% (12)	18% (10)	31% (17)	12% (7)	56
#1 Issue: Other	3% (2)	1% (1)	20% (14)	20% (13)	31% (21)	25% (17)	67
2018 House Vote: Democrat	8% (30)	8% (30)	18% (66)	11% (40)	42% (156)	14% (51)	373
2018 House Vote: Republican	14% (29)	12% (24)	16% (32)	11% (22)	37% (75)	10% (21)	205
2016 Vote: Hillary Clinton	6% (21)	7% (27)	17% (63)	12% (45)	44% (160)	13% (47)	364
2016 Vote: Donald Trump	14% (31)	10% (21)	15% (33)	10% (22)	39% (84)	12% (26)	217
2016 Vote: Didn't Vote	7% (26)	11% (43)	15% (59)	19% (72)	33% (127)	15% (56)	382
Voted in 2014: Yes	8% (41)	9% (44)	17% (85)	11% (56)	42% (210)	13% (65)	502
Voted in 2014: No	7% (37)	10% (51)	16% (79)	18% (89)	35% (172)	14% (69)	497
2012 Vote: Barack Obama	7% (28)	7% (27)	18% (67)	12% (46)	42% (161)	14% (52)	382
2012 Vote: Mitt Romney	11% (14)	14% (17)	11% (15)	10% (12)	42% (54)	12% (16)	128
2012 Vote: Didn't Vote	8% (36)	10% (49)	16% (75)	18% (84)	34% (161)	14% (64)	468

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Table MCFE32_8: Have the following gotten better or worse for you since the COVID-19 pandemic (coronavirus) spread to the U.S., or have they stayed the same?
Your career and work life

Demographic	Gotten much better	Gotten somewhat better	Gotten somewhat worse	Gotten much worse	Stayed the same	Don't Know / No Opinion	Total N
Hispanic Adults	8% (78)	10% (95)	16% (163)	15% (145)	38% (383)	13% (134)	999
4-Region: Northeast	9% (16)	8% (14)	18% (31)	20% (33)	32% (55)	12% (21)	170
4-Region: Midwest	8% (7)	13% (13)	16% (16)	11% (11)	45% (44)	7% (6)	97
4-Region: South	8% (33)	10% (46)	15% (66)	14% (62)	39% (173)	14% (64)	445
4-Region: West	8% (22)	8% (22)	18% (50)	13% (38)	39% (111)	15% (43)	286
Mexican	9% (41)	12% (54)	15% (71)	14% (65)	36% (170)	14% (65)	465
Puerto Rican	9% (17)	6% (11)	15% (28)	13% (24)	39% (70)	16% (29)	179
Cuban	2% (2)	6% (5)	19% (16)	14% (11)	49% (40)	10% (8)	81
Other South American	6% (8)	7% (8)	24% (28)	15% (18)	37% (44)	12% (14)	119
Speaks only English at home	8% (20)	11% (28)	13% (33)	13% (36)	40% (107)	15% (41)	265
Speaks mostly English at home	7% (19)	8% (21)	17% (44)	18% (45)	36% (93)	13% (33)	254
Speaks both English and Spanish at home	10% (31)	10% (32)	15% (48)	13% (41)	39% (126)	14% (45)	323
Speaks mostly Spanish at home	7% (8)	6% (6)	28% (31)	16% (18)	35% (39)	8% (9)	111
Trump supporter	15% (41)	11% (30)	15% (40)	12% (31)	37% (101)	10% (27)	272
Biden supporter	6% (33)	9% (54)	18% (102)	15% (84)	39% (226)	13% (76)	573
Sports fans	10% (70)	11% (77)	17% (124)	14% (97)	39% (278)	10% (71)	717
Avid sports fans	14% (40)	11% (33)	19% (56)	13% (39)	36% (107)	8% (25)	299
Sports fans, Age: 18-34	11% (28)	15% (38)	22% (55)	17% (43)	27% (69)	8% (19)	253
Sports fans, Age: 35-44	12% (22)	12% (22)	16% (28)	12% (22)	41% (74)	7% (12)	182
Sports fans, Age: 45-64	8% (16)	7% (15)	18% (38)	14% (30)	42% (88)	11% (22)	209
Sports fans, Age: 65+	6% (4)	1% (1)	3% (3)	2% (1)	64% (46)	24% (17)	73
Movie studios should diversify teams	9% (63)	9% (65)	19% (128)	15% (100)	37% (257)	11% (76)	691
Movie studios should diversify stories	9% (56)	11% (65)	20% (117)	15% (88)	36% (213)	10% (57)	595
Concerned about Covid	7% (61)	9% (81)	17% (148)	15% (125)	38% (325)	14% (116)	856
No experience with Covid	7% (22)	8% (26)	12% (38)	6% (20)	49% (159)	19% (61)	326
Health care major factor for election	8% (50)	9% (58)	16% (106)	15% (97)	39% (260)	13% (87)	658
Social media users	8% (75)	10% (95)	17% (163)	15% (144)	38% (374)	13% (122)	975
WhatsApp users	11% (52)	11% (51)	17% (80)	17% (80)	36% (169)	9% (43)	474
WeChat users	29% (18)	17% (10)	16% (10)	9% (5)	22% (13)	7% (4)	61

Continued on next page

Table MCFE32_8: Have the following gotten better or worse for you since the COVID-19 pandemic (coronavirus) spread to the U.S., or have they stayed the same?

Your career and work life

Demographic	Gotten much better	Gotten somewhat better	Gotten somewhat worse	Gotten much worse	Stayed the same	Don't Know / No Opinion	Total N
Hispanic Adults	8% (78)	10% (95)	16% (163)	15% (145)	38% (383)	13% (134)	999
Social media news source at least once a week	9% (64)	11% (74)	17% (117)	16% (106)	36% (242)	11% (76)	679

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

Table MCFE32_9: Have the following gotten better or worse for you since the COVID-19 pandemic (coronavirus) spread to the U.S., or have they stayed the same?
Your diet

Demographic	Gotten much better	Gotten somewhat better	Gotten somewhat worse	Gotten much worse	Stayed the same	Don't Know / No Opinion	Total N
Hispanic Adults	13% (128)	14% (136)	21% (208)	14% (136)	33% (334)	6% (57)	999
Gender: Male	15% (75)	15% (74)	20% (99)	11% (55)	34% (169)	5% (27)	500
Gender: Female	11% (52)	13% (63)	22% (109)	16% (82)	33% (165)	6% (29)	499
Age: 18-34	12% (47)	15% (56)	21% (78)	17% (64)	25% (96)	10% (37)	378
Age: 35-44	14% (32)	14% (30)	18% (39)	14% (31)	36% (79)	5% (11)	222
Age: 45-64	12% (35)	15% (42)	23% (66)	12% (35)	36% (104)	2% (7)	290
Age: 65+	13% (14)	7% (8)	22% (24)	7% (7)	50% (54)	2% (2)	110
GenZers: 1997-2012	9% (12)	12% (17)	25% (34)	21% (29)	22% (30)	11% (15)	137
Millennials: 1981-1996	15% (53)	15% (53)	19% (68)	14% (51)	29% (106)	8% (31)	361
GenXers: 1965-1980	13% (39)	16% (46)	21% (62)	13% (36)	34% (98)	3% (7)	289
Baby Boomers: 1946-1964	11% (21)	10% (19)	20% (39)	11% (20)	47% (89)	1% (3)	191
PID: Dem (no lean)	12% (54)	13% (58)	21% (95)	14% (64)	34% (150)	5% (23)	444
PID: Ind (no lean)	9% (29)	16% (50)	20% (65)	14% (45)	34% (107)	7% (23)	319
PID: Rep (no lean)	19% (45)	12% (28)	20% (48)	12% (28)	33% (77)	4% (10)	236
PID/Gender: Dem Men	12% (23)	16% (31)	22% (44)	9% (18)	37% (73)	5% (9)	199
PID/Gender: Dem Women	12% (30)	11% (27)	21% (51)	19% (46)	31% (76)	6% (14)	245
PID/Gender: Ind Men	13% (20)	15% (24)	20% (31)	12% (19)	33% (51)	7% (11)	156
PID/Gender: Ind Women	5% (9)	16% (27)	21% (34)	16% (25)	34% (56)	7% (12)	162
PID/Gender: Rep Men	22% (32)	13% (19)	17% (24)	12% (18)	31% (44)	5% (7)	144
PID/Gender: Rep Women	14% (13)	9% (9)	26% (24)	11% (10)	36% (33)	4% (3)	92
Ideo: Liberal (1-3)	16% (53)	16% (54)	18% (62)	16% (55)	31% (107)	3% (10)	341
Ideo: Moderate (4)	9% (31)	15% (52)	23% (76)	12% (40)	36% (120)	5% (18)	337
Ideo: Conservative (5-7)	17% (38)	10% (23)	22% (50)	11% (26)	35% (80)	4% (9)	227
Educ: < College	9% (53)	12% (67)	23% (136)	16% (94)	31% (181)	8% (48)	579
Educ: Bachelors degree	18% (47)	16% (42)	20% (51)	10% (25)	34% (89)	2% (6)	260
Educ: Post-grad	17% (27)	17% (27)	13% (21)	11% (18)	40% (64)	2% (3)	160
Income: Under 50k	8% (43)	11% (57)	22% (115)	17% (89)	32% (165)	9% (44)	514
Income: 50k-100k	15% (47)	17% (54)	22% (68)	9% (28)	35% (110)	2% (6)	313
Income: 100k+	22% (37)	14% (25)	15% (26)	11% (19)	34% (58)	4% (7)	171

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Table MCFE32_9: Have the following gotten better or worse for you since the COVID-19 pandemic (coronavirus) spread to the U.S., or have they stayed the same?
Your diet

Demographic	Gotten much better	Gotten somewhat better	Gotten somewhat worse	Gotten much worse	Stayed the same	Don't Know / No Opinion	Total N
Hispanic Adults	13% (128)	14% (136)	21% (208)	14% (136)	33% (334)	6% (57)	999
Ethnicity: White	12% (78)	14% (89)	21% (130)	12% (78)	36% (229)	4% (28)	633
Ethnicity: Hispanic	13% (128)	14% (136)	21% (208)	14% (136)	33% (334)	6% (57)	999
Ethnicity: Black	16% (9)	10% (6)	27% (16)	15% (9)	26% (15)	6% (3)	57
Ethnicity: Other	13% (40)	14% (42)	20% (62)	16% (50)	29% (89)	8% (25)	309
All Christian	14% (79)	15% (83)	21% (115)	11% (61)	34% (189)	5% (26)	553
Agnostic/Nothing in particular	11% (25)	11% (25)	19% (43)	15% (35)	37% (87)	7% (17)	233
Something Else	9% (12)	13% (17)	26% (35)	23% (31)	24% (31)	6% (7)	133
Evangelical	18% (43)	14% (35)	21% (51)	14% (33)	27% (64)	5% (13)	238
Non-Evangelical	11% (46)	15% (65)	22% (95)	13% (56)	35% (151)	5% (20)	435
Community: Urban	16% (72)	14% (63)	20% (90)	13% (59)	31% (141)	6% (29)	454
Community: Suburban	11% (46)	15% (63)	22% (97)	14% (60)	34% (145)	5% (21)	431
Community: Rural	9% (10)	9% (11)	19% (21)	15% (17)	42% (48)	6% (7)	114
Employ: Private Sector	17% (62)	17% (64)	17% (65)	11% (39)	34% (128)	3% (12)	370
Employ: Government	18% (13)	17% (13)	28% (21)	10% (8)	24% (18)	3% (3)	75
Employ: Self-Employed	10% (10)	10% (10)	22% (21)	16% (15)	37% (35)	4% (4)	95
Employ: Student	5% (3)	19% (12)	28% (18)	19% (12)	20% (13)	9% (6)	64
Employ: Retired	7% (8)	8% (9)	21% (25)	9% (11)	53% (63)	3% (3)	120
Employ: Unemployed	11% (17)	10% (15)	22% (34)	16% (25)	29% (46)	12% (19)	156
Employ: Other	8% (6)	13% (9)	18% (13)	24% (17)	27% (19)	10% (7)	70
Military HH: Yes	11% (13)	13% (16)	19% (22)	13% (15)	38% (44)	6% (7)	117
Military HH: No	13% (114)	14% (121)	21% (186)	14% (121)	33% (289)	6% (50)	882
RD/WT: Right Direction	18% (50)	14% (39)	18% (50)	10% (26)	35% (95)	4% (11)	270
RD/WT: Wrong Track	11% (78)	13% (97)	22% (159)	15% (110)	33% (239)	6% (46)	729
Trump Job Approve	17% (54)	14% (45)	18% (59)	11% (34)	35% (113)	5% (15)	320
Trump Job Disapprove	11% (71)	14% (88)	22% (139)	15% (92)	33% (210)	5% (32)	633

Continued on next page

Table MCFE32_9: Have the following gotten better or worse for you since the COVID-19 pandemic (coronavirus) spread to the U.S., or have they stayed the same?
Your diet

Demographic	Gotten much better	Gotten somewhat better	Gotten somewhat worse	Gotten much worse	Stayed the same	Don't Know / No Opinion	Total N
Hispanic Adults	13% (128)	14% (136)	21% (208)	14% (136)	33% (334)	6% (57)	999
Trump Job Strongly Approve	20% (34)	11% (19)	18% (31)	11% (19)	35% (59)	4% (7)	170
Trump Job Somewhat Approve	13% (20)	17% (26)	18% (27)	10% (15)	36% (54)	5% (8)	150
Trump Job Somewhat Disapprove	10% (13)	18% (24)	26% (35)	10% (14)	34% (45)	3% (3)	134
Trump Job Strongly Disapprove	12% (58)	13% (64)	21% (104)	16% (79)	33% (165)	6% (29)	499
Favorable of Trump	17% (54)	14% (45)	18% (58)	11% (35)	35% (112)	4% (14)	318
Unfavorable of Trump	11% (69)	14% (88)	22% (137)	16% (97)	32% (201)	5% (31)	622
Very Favorable of Trump	21% (37)	12% (22)	17% (30)	12% (21)	36% (64)	3% (6)	180
Somewhat Favorable of Trump	13% (17)	17% (23)	20% (28)	10% (14)	35% (48)	6% (8)	138
Somewhat Unfavorable of Trump	14% (15)	19% (20)	27% (29)	9% (9)	31% (33)	1% (1)	106
Very Unfavorable of Trump	10% (54)	13% (68)	21% (108)	17% (87)	33% (168)	6% (30)	515
#1 Issue: Economy	12% (47)	15% (56)	22% (85)	11% (44)	34% (131)	6% (25)	388
#1 Issue: Security	9% (7)	15% (11)	23% (18)	16% (13)	30% (23)	7% (5)	77
#1 Issue: Health Care	16% (34)	12% (26)	18% (38)	15% (33)	33% (71)	5% (10)	213
#1 Issue: Medicare / Social Security	11% (8)	9% (7)	19% (15)	14% (11)	41% (31)	6% (4)	76
#1 Issue: Women's Issues	11% (7)	14% (9)	25% (16)	24% (16)	24% (16)	1% (1)	65
#1 Issue: Education	15% (9)	10% (6)	25% (14)	11% (6)	32% (19)	6% (4)	57
#1 Issue: Energy	17% (10)	21% (12)	29% (16)	6% (3)	27% (15)	— (0)	56
#1 Issue: Other	7% (5)	13% (8)	8% (6)	16% (11)	44% (29)	12% (8)	67
2018 House Vote: Democrat	13% (49)	13% (50)	21% (78)	12% (43)	37% (137)	4% (16)	373
2018 House Vote: Republican	21% (44)	14% (29)	20% (40)	10% (20)	32% (66)	3% (5)	205
2016 Vote: Hillary Clinton	11% (41)	13% (48)	23% (82)	13% (46)	36% (132)	4% (15)	364
2016 Vote: Donald Trump	23% (51)	12% (27)	17% (38)	9% (19)	35% (76)	3% (6)	217
2016 Vote: Didn't Vote	9% (35)	15% (56)	21% (80)	18% (68)	29% (111)	8% (32)	382
Voted in 2014: Yes	15% (74)	13% (67)	21% (106)	11% (57)	36% (178)	4% (19)	502
Voted in 2014: No	11% (53)	14% (69)	21% (103)	16% (80)	31% (155)	8% (38)	497
2012 Vote: Barack Obama	13% (51)	14% (53)	21% (80)	13% (50)	35% (134)	4% (14)	382
2012 Vote: Mitt Romney	20% (26)	11% (14)	18% (24)	6% (7)	40% (52)	4% (5)	128
2012 Vote: Didn't Vote	10% (49)	14% (67)	21% (97)	16% (76)	30% (143)	8% (37)	468

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Table MCFE32_9: Have the following gotten better or worse for you since the COVID-19 pandemic (coronavirus) spread to the U.S., or have they stayed the same?
Your diet

Demographic	Gotten much better	Gotten somewhat better	Gotten somewhat worse	Gotten much worse	Stayed the same	Don't Know / No Opinion	Total N
Hispanic Adults	13% (128)	14% (136)	21% (208)	14% (136)	33% (334)	6% (57)	999
4-Region: Northeast	14% (25)	13% (22)	20% (34)	17% (29)	31% (54)	4% (7)	170
4-Region: Midwest	9% (8)	24% (24)	20% (20)	17% (16)	25% (24)	5% (5)	97
4-Region: South	14% (61)	14% (64)	21% (92)	12% (53)	35% (155)	4% (20)	445
4-Region: West	12% (34)	9% (26)	22% (62)	13% (38)	35% (100)	9% (25)	286
Mexican	13% (59)	14% (64)	21% (96)	15% (68)	32% (148)	7% (31)	465
Puerto Rican	11% (20)	11% (20)	23% (40)	15% (27)	35% (63)	5% (9)	179
Cuban	11% (9)	13% (11)	22% (18)	10% (8)	40% (32)	4% (3)	81
Other South American	17% (20)	16% (20)	21% (25)	11% (13)	31% (37)	4% (5)	119
Speaks only English at home	11% (29)	14% (37)	19% (50)	17% (44)	34% (90)	6% (15)	265
Speaks mostly English at home	12% (31)	12% (30)	24% (60)	13% (34)	34% (87)	4% (11)	254
Speaks both English and Spanish at home	16% (51)	14% (46)	19% (62)	11% (35)	33% (105)	7% (23)	323
Speaks mostly Spanish at home	14% (15)	13% (15)	26% (29)	14% (15)	28% (31)	5% (6)	111
Trump supporter	20% (53)	14% (38)	18% (48)	10% (28)	35% (94)	4% (11)	272
Biden supporter	11% (62)	13% (74)	22% (129)	15% (86)	34% (192)	5% (31)	573
Sports fans	15% (106)	15% (108)	21% (148)	12% (89)	32% (232)	5% (35)	717
Avid sports fans	17% (50)	16% (48)	19% (56)	12% (34)	32% (96)	5% (14)	299
Sports fans, Age: 18-34	15% (39)	16% (41)	22% (55)	14% (35)	26% (65)	8% (19)	253
Sports fans, Age: 35-44	15% (28)	16% (28)	17% (32)	13% (24)	34% (61)	5% (9)	182
Sports fans, Age: 45-64	13% (28)	15% (32)	21% (45)	12% (24)	36% (76)	3% (5)	209
Sports fans, Age: 65+	16% (12)	9% (7)	23% (17)	8% (6)	41% (30)	2% (1)	73
Movie studios should diversify teams	14% (99)	15% (105)	23% (156)	13% (91)	31% (213)	4% (27)	691
Movie studios should diversify stories	16% (92)	14% (86)	20% (118)	15% (88)	32% (189)	4% (22)	595
Concerned about Covid	13% (113)	13% (115)	21% (179)	15% (129)	33% (278)	5% (42)	856
No experience with Covid	13% (42)	12% (39)	19% (61)	8% (25)	37% (121)	12% (38)	326
Health care major factor for election	13% (85)	12% (82)	22% (142)	16% (107)	32% (213)	4% (30)	658
Social media users	13% (126)	14% (135)	21% (206)	14% (135)	33% (322)	5% (52)	975
WhatsApp users	16% (76)	16% (76)	19% (90)	14% (64)	30% (144)	5% (23)	474
WeChat users	21% (13)	29% (17)	14% (8)	12% (7)	23% (14)	2% (1)	61

Continued on next page

Table MCFE32_9: *Have the following gotten better or worse for you since the COVID-19 pandemic (coronavirus) spread to the U.S., or have they stayed the same?*
Your diet

Demographic	Gotten much better	Gotten somewhat better	Gotten somewhat worse	Gotten much worse	Stayed the same	Don't Know / No Opinion	Total N
Hispanic Adults	13% (128)	14% (136)	21% (208)	14% (136)	33% (334)	6% (57)	999
Social media news source at least once a week	14% (98)	14% (97)	20% (138)	15% (101)	31% (209)	5% (36)	679

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

Table MCFE33: Have you lost health insurance during the COVID-19 pandemic (coronavirus)?

Demographic	Yes, because I lost my job		Yes, but not because I lost my job		No, I did not have insurance to lose		No, I have not lost my insurance		Total N
Hispanic Adults	7%	(72)	6%	(58)	15%	(153)	72%	(715)	999
Gender: Male	8%	(39)	7%	(36)	17%	(87)	68%	(338)	500
Gender: Female	7%	(33)	5%	(23)	13%	(67)	75%	(377)	499
Age: 18-34	8%	(32)	8%	(31)	21%	(78)	63%	(237)	378
Age: 35-44	11%	(25)	6%	(13)	15%	(32)	69%	(152)	222
Age: 45-64	5%	(14)	5%	(15)	14%	(39)	77%	(222)	290
Age: 65+	3%	(3)	—	(0)	3%	(4)	94%	(103)	110
GenZers: 1997-2012	8%	(11)	8%	(11)	16%	(22)	68%	(93)	137
Millennials: 1981-1996	10%	(37)	8%	(28)	19%	(70)	63%	(226)	361
GenXers: 1965-1980	6%	(19)	6%	(17)	16%	(46)	72%	(207)	289
Baby Boomers: 1946-1964	3%	(6)	1%	(3)	8%	(15)	87%	(167)	191
PID: Dem (no lean)	7%	(30)	6%	(26)	12%	(55)	75%	(334)	444
PID: Ind (no lean)	7%	(23)	3%	(11)	22%	(69)	68%	(216)	319
PID: Rep (no lean)	8%	(20)	9%	(22)	12%	(29)	70%	(165)	236
PID/Gender: Dem Men	6%	(12)	7%	(14)	14%	(28)	73%	(145)	199
PID/Gender: Dem Women	7%	(18)	5%	(11)	11%	(27)	77%	(188)	245
PID/Gender: Ind Men	7%	(11)	4%	(6)	25%	(39)	64%	(101)	156
PID/Gender: Ind Women	7%	(12)	3%	(5)	19%	(30)	71%	(115)	162
PID/Gender: Rep Men	11%	(16)	11%	(16)	14%	(20)	64%	(92)	144
PID/Gender: Rep Women	4%	(4)	6%	(6)	10%	(9)	79%	(73)	92
Ideo: Liberal (1-3)	8%	(28)	5%	(18)	14%	(49)	72%	(247)	341
Ideo: Moderate (4)	8%	(26)	6%	(19)	15%	(51)	72%	(242)	337
Ideo: Conservative (5-7)	6%	(13)	6%	(14)	13%	(29)	75%	(171)	227
Educ: < College	8%	(46)	5%	(29)	18%	(106)	69%	(398)	579
Educ: Bachelors degree	7%	(17)	8%	(21)	10%	(27)	75%	(195)	260
Educ: Post-grad	6%	(9)	5%	(8)	13%	(21)	76%	(121)	160
Income: Under 50k	9%	(47)	6%	(32)	20%	(103)	65%	(332)	514
Income: 50k-100k	5%	(16)	6%	(17)	10%	(30)	80%	(250)	313
Income: 100k+	5%	(9)	5%	(9)	12%	(20)	78%	(133)	171
Ethnicity: White	7%	(42)	5%	(31)	14%	(91)	74%	(469)	633
Ethnicity: Hispanic	7%	(72)	6%	(58)	15%	(153)	72%	(715)	999

Continued on next page

Table MCFE33: *Have you lost health insurance during the COVID-19 pandemic (coronavirus)?*

Demographic	Yes, because I lost my job		Yes, but not because I lost my job		No, I did not have insurance to lose		No, I have not lost my insurance		Total N
Hispanic Adults	7%	(72)	6%	(58)	15%	(153)	72%	(715)	999
Ethnicity: Black	7%	(4)	10%	(6)	14%	(8)	69%	(40)	57
Ethnicity: Other	8%	(26)	7%	(22)	18%	(55)	67%	(206)	309
All Christian	6%	(33)	5%	(30)	14%	(79)	75%	(412)	553
Agnostic/Nothing in particular	8%	(19)	5%	(11)	14%	(33)	73%	(170)	233
Something Else	13%	(17)	6%	(9)	20%	(26)	61%	(82)	133
Evangelical	8%	(20)	7%	(17)	16%	(38)	68%	(163)	238
Non-Evangelical	6%	(26)	5%	(20)	15%	(64)	75%	(325)	435
Community: Urban	8%	(36)	7%	(34)	16%	(72)	69%	(313)	454
Community: Suburban	6%	(27)	4%	(19)	14%	(62)	75%	(323)	431
Community: Rural	9%	(10)	5%	(6)	17%	(19)	70%	(79)	114
Employ: Private Sector	5%	(17)	8%	(30)	12%	(44)	75%	(279)	370
Employ: Government	3%	(3)	8%	(6)	15%	(11)	74%	(56)	75
Employ: Self-Employed	11%	(11)	5%	(5)	20%	(19)	64%	(61)	95
Employ: Student	7%	(4)	4%	(3)	17%	(11)	73%	(46)	64
Employ: Retired	1%	(1)	—	(0)	3%	(4)	96%	(115)	120
Employ: Unemployed	19%	(29)	7%	(11)	27%	(42)	47%	(74)	156
Employ: Other	7%	(5)	2%	(1)	22%	(15)	69%	(49)	70
Military HH: Yes	7%	(8)	10%	(12)	12%	(14)	71%	(83)	117
Military HH: No	7%	(64)	5%	(47)	16%	(139)	72%	(632)	882
RD/WT: Right Direction	8%	(22)	10%	(26)	16%	(43)	66%	(179)	270
RD/WT: Wrong Track	7%	(51)	4%	(32)	15%	(110)	73%	(535)	729
Trump Job Approve	7%	(22)	7%	(24)	16%	(53)	69%	(221)	320
Trump Job Disapprove	8%	(49)	5%	(33)	15%	(92)	72%	(458)	633
Trump Job Strongly Approve	7%	(13)	9%	(16)	14%	(23)	70%	(119)	170
Trump Job Somewhat Approve	6%	(10)	5%	(8)	20%	(29)	68%	(102)	150
Trump Job Somewhat Disapprove	8%	(11)	5%	(7)	20%	(27)	66%	(88)	134
Trump Job Strongly Disapprove	8%	(38)	5%	(26)	13%	(65)	74%	(370)	499
Favorable of Trump	7%	(23)	8%	(25)	16%	(51)	69%	(220)	318
Unfavorable of Trump	7%	(45)	5%	(30)	14%	(89)	74%	(458)	622

Continued on next page

Table MCFE33: Have you lost health insurance during the COVID-19 pandemic (coronavirus)?

Demographic	Yes, because I lost my job		Yes, but not because I lost my job		No, I did not have insurance to lose		No, I have not lost my insurance		Total N
Hispanic Adults	7%	(72)	6%	(58)	15%	(153)	72%	(715)	999
Very Favorable of Trump	7%	(12)	9%	(17)	16%	(29)	68%	(122)	180
Somewhat Favorable of Trump	8%	(11)	6%	(8)	16%	(22)	70%	(97)	138
Somewhat Unfavorable of Trump	5%	(5)	10%	(10)	18%	(19)	67%	(71)	106
Very Unfavorable of Trump	8%	(39)	4%	(20)	14%	(70)	75%	(386)	515
#1 Issue: Economy	7%	(28)	6%	(23)	16%	(64)	70%	(273)	388
#1 Issue: Security	11%	(9)	7%	(6)	14%	(11)	67%	(52)	77
#1 Issue: Health Care	7%	(14)	5%	(10)	19%	(40)	70%	(149)	213
#1 Issue: Medicare / Social Security	3%	(2)	—	(0)	6%	(5)	91%	(69)	76
#1 Issue: Women's Issues	6%	(4)	12%	(8)	10%	(6)	72%	(46)	65
#1 Issue: Education	8%	(5)	10%	(6)	18%	(10)	64%	(36)	57
#1 Issue: Energy	6%	(3)	8%	(5)	10%	(5)	76%	(42)	56
#1 Issue: Other	10%	(7)	2%	(1)	18%	(12)	70%	(47)	67
2018 House Vote: Democrat	7%	(25)	5%	(20)	12%	(43)	76%	(284)	373
2018 House Vote: Republican	7%	(15)	8%	(16)	11%	(22)	74%	(152)	205
2016 Vote: Hillary Clinton	7%	(25)	5%	(18)	11%	(41)	77%	(279)	364
2016 Vote: Donald Trump	7%	(16)	7%	(15)	12%	(26)	73%	(159)	217
2016 Vote: Didn't Vote	8%	(29)	6%	(24)	22%	(83)	64%	(245)	382
Voted in 2014: Yes	7%	(35)	5%	(27)	10%	(50)	78%	(390)	502
Voted in 2014: No	8%	(38)	6%	(32)	21%	(103)	65%	(325)	497
2012 Vote: Barack Obama	6%	(25)	5%	(21)	12%	(46)	76%	(290)	382
2012 Vote: Mitt Romney	8%	(10)	4%	(5)	8%	(10)	81%	(103)	128
2012 Vote: Didn't Vote	8%	(37)	7%	(32)	20%	(96)	65%	(303)	468
4-Region: Northeast	5%	(8)	6%	(10)	11%	(19)	79%	(134)	170
4-Region: Midwest	10%	(9)	7%	(6)	16%	(16)	67%	(66)	97
4-Region: South	7%	(32)	5%	(20)	17%	(78)	71%	(314)	445
4-Region: West	8%	(23)	8%	(22)	14%	(41)	70%	(201)	286
Mexican	8%	(36)	6%	(30)	18%	(83)	68%	(316)	465
Puerto Rican	6%	(11)	8%	(14)	8%	(15)	77%	(139)	179
Cuban	4%	(3)	8%	(6)	8%	(7)	80%	(65)	81
Other South American	8%	(9)	2%	(2)	18%	(22)	72%	(86)	119

Continued on next page

Table MCFE33: Have you lost health insurance during the COVID-19 pandemic (coronavirus)?

Demographic	Yes, because I lost my job		Yes, but not because I lost my job		No, I did not have insurance to lose		No, I have not lost my insurance		Total N
Hispanic Adults	7%	(72)	6%	(58)	15%	(153)	72%	(715)	999
Speaks only English at home	9%	(23)	5%	(13)	16%	(44)	70%	(186)	265
Speaks mostly English at home	6%	(15)	4%	(11)	14%	(35)	76%	(193)	254
Speaks both English and Spanish at home	8%	(26)	8%	(26)	15%	(50)	68%	(222)	323
Speaks mostly Spanish at home	5%	(5)	5%	(6)	15%	(17)	75%	(83)	111
Trump supporter	7%	(18)	7%	(20)	15%	(41)	71%	(193)	272
Biden supporter	8%	(47)	6%	(34)	13%	(75)	73%	(418)	573
Sports fans	7%	(53)	6%	(44)	15%	(107)	72%	(513)	717
Avid sports fans	8%	(25)	8%	(25)	13%	(39)	70%	(210)	299
Sports fans, Age: 18-34	10%	(26)	8%	(19)	20%	(52)	62%	(156)	253
Sports fans, Age: 35-44	10%	(17)	6%	(12)	14%	(25)	70%	(127)	182
Sports fans, Age: 45-64	4%	(9)	6%	(13)	13%	(27)	77%	(160)	209
Sports fans, Age: 65+	—	(0)	—	(0)	4%	(3)	96%	(70)	73
Movie studios should diversify teams	8%	(54)	6%	(41)	15%	(105)	71%	(491)	691
Movie studios should diversify stories	9%	(52)	6%	(38)	14%	(84)	71%	(420)	595
Concerned about Covid	8%	(67)	6%	(51)	13%	(115)	73%	(623)	856
No experience with Covid	5%	(15)	2%	(8)	14%	(45)	79%	(258)	326
Health care major factor for election	7%	(49)	5%	(33)	14%	(90)	74%	(487)	658
Social media users	7%	(72)	6%	(57)	15%	(148)	72%	(697)	975
WhatsApp users	8%	(40)	8%	(37)	15%	(71)	69%	(327)	474
WeChat users	14%	(8)	19%	(11)	14%	(9)	53%	(32)	61
Social media news source at least once a week	7%	(51)	6%	(39)	16%	(107)	71%	(482)	679

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

Table MCFE34: Have you put off any sort of medical treatment since March 2020 when stay-at-home orders went into place because of the COVID-19 pandemic (coronavirus)?

Demographic	Yes, because of the cost of the treatment		Yes, because of fear of getting COVID-19 (coronavirus)		Yes, because of another reason		No		Total N
Hispanic Adults	8%	(77)	22%	(223)	7%	(67)	63%	(632)	999
Gender: Male	10%	(51)	21%	(103)	8%	(38)	61%	(307)	500
Gender: Female	5%	(26)	24%	(120)	6%	(28)	65%	(325)	499
Age: 18-34	11%	(40)	20%	(77)	8%	(29)	61%	(232)	378
Age: 35-44	9%	(21)	24%	(54)	9%	(19)	58%	(128)	222
Age: 45-64	4%	(12)	26%	(76)	5%	(14)	64%	(187)	290
Age: 65+	3%	(4)	15%	(17)	4%	(4)	78%	(85)	110
GenZers: 1997-2012	8%	(11)	18%	(25)	9%	(13)	65%	(88)	137
Millennials: 1981-1996	12%	(43)	24%	(85)	7%	(25)	57%	(208)	361
GenXers: 1965-1980	5%	(16)	26%	(74)	6%	(18)	63%	(181)	289
Baby Boomers: 1946-1964	4%	(7)	21%	(40)	5%	(10)	70%	(134)	191
PID: Dem (no lean)	6%	(26)	25%	(109)	6%	(26)	64%	(283)	444
PID: Ind (no lean)	9%	(28)	22%	(69)	6%	(19)	64%	(203)	319
PID: Rep (no lean)	10%	(23)	19%	(45)	9%	(22)	62%	(146)	236
PID/Gender: Dem Men	8%	(15)	21%	(42)	5%	(11)	66%	(131)	199
PID/Gender: Dem Women	4%	(10)	27%	(67)	6%	(16)	62%	(152)	245
PID/Gender: Ind Men	12%	(18)	21%	(34)	8%	(13)	59%	(92)	156
PID/Gender: Ind Women	6%	(10)	22%	(35)	4%	(6)	69%	(111)	162
PID/Gender: Rep Men	12%	(17)	19%	(27)	10%	(15)	58%	(84)	144
PID/Gender: Rep Women	6%	(5)	20%	(18)	8%	(7)	67%	(62)	92
Ideo: Liberal (1-3)	10%	(34)	27%	(90)	6%	(20)	58%	(197)	341
Ideo: Moderate (4)	7%	(25)	21%	(70)	6%	(22)	65%	(220)	337
Ideo: Conservative (5-7)	5%	(12)	21%	(48)	9%	(20)	65%	(147)	227
Educ: < College	7%	(42)	20%	(117)	7%	(42)	65%	(378)	579
Educ: Bachelors degree	9%	(22)	26%	(67)	7%	(19)	58%	(152)	260
Educ: Post-grad	8%	(13)	25%	(39)	4%	(6)	64%	(102)	160
Income: Under 50k	7%	(34)	21%	(107)	7%	(35)	66%	(339)	514
Income: 50k-100k	10%	(30)	22%	(69)	7%	(22)	61%	(192)	313
Income: 100k+	7%	(13)	28%	(48)	6%	(10)	59%	(101)	171

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Table MCFE34: *Have you put off any sort of medical treatment since March 2020 when stay-at-home orders went into place because of the COVID-19 pandemic (coronavirus)?*

Demographic	Yes, because of the cost of the treatment		Yes, because of fear of getting COVID-19 (coronavirus)		Yes, because of another reason		No		Total N
Hispanic Adults	8%	(77)	22%	(223)	7%	(67)	63%	(632)	999
Ethnicity: White	7%	(45)	22%	(139)	6%	(40)	65%	(409)	633
Ethnicity: Hispanic	8%	(77)	22%	(223)	7%	(67)	63%	(632)	999
Ethnicity: Black	13%	(8)	25%	(15)	13%	(7)	49%	(28)	57
Ethnicity: Other	8%	(24)	23%	(70)	6%	(20)	63%	(195)	309
All Christian	7%	(38)	24%	(131)	6%	(33)	64%	(352)	553
Agnostic/Nothing in particular	8%	(18)	19%	(43)	7%	(16)	67%	(156)	233
Something Else	9%	(12)	25%	(33)	7%	(9)	60%	(80)	133
Evangelical	10%	(23)	27%	(64)	8%	(19)	55%	(132)	238
Non-Evangelical	5%	(22)	22%	(95)	5%	(22)	68%	(296)	435
Community: Urban	9%	(42)	21%	(94)	6%	(27)	64%	(291)	454
Community: Suburban	6%	(25)	24%	(103)	7%	(32)	63%	(271)	431
Community: Rural	8%	(10)	23%	(26)	7%	(8)	62%	(70)	114
Employ: Private Sector	9%	(34)	24%	(89)	6%	(21)	61%	(227)	370
Employ: Government	11%	(8)	27%	(21)	8%	(6)	54%	(40)	75
Employ: Self-Employed	10%	(9)	25%	(24)	7%	(6)	59%	(56)	95
Employ: Student	9%	(6)	10%	(6)	16%	(10)	65%	(42)	64
Employ: Retired	1%	(1)	18%	(21)	5%	(6)	76%	(91)	120
Employ: Unemployed	8%	(13)	23%	(36)	4%	(6)	65%	(101)	156
Employ: Other	1%	(1)	22%	(15)	10%	(7)	66%	(47)	70
Military HH: Yes	10%	(12)	23%	(27)	10%	(12)	57%	(67)	117
Military HH: No	7%	(65)	22%	(197)	6%	(55)	64%	(565)	882
RD/WT: Right Direction	9%	(25)	18%	(49)	9%	(24)	64%	(173)	270
RD/WT: Wrong Track	7%	(52)	24%	(175)	6%	(43)	63%	(460)	729
Trump Job Approve	7%	(24)	21%	(66)	9%	(28)	63%	(203)	320
Trump Job Disapprove	8%	(51)	24%	(150)	6%	(37)	62%	(395)	633

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Table MCFE34: Have you put off any sort of medical treatment since March 2020 when stay-at-home orders went into place because of the COVID-19 pandemic (coronavirus)?

Demographic	Yes, because of the cost of the treatment		Yes, because of fear of getting COVID-19 (coronavirus)		Yes, because of another reason		No		Total N
Hispanic Adults	8%	(77)	22%	(223)	7%	(67)	63%	(632)	999
Trump Job Strongly Approve	9%	(15)	22%	(37)	9%	(15)	61%	(104)	170
Trump Job Somewhat Approve	6%	(9)	19%	(29)	9%	(13)	66%	(99)	150
Trump Job Somewhat Disapprove	9%	(12)	22%	(30)	4%	(5)	65%	(87)	134
Trump Job Strongly Disapprove	8%	(38)	24%	(120)	6%	(32)	62%	(308)	499
Favorable of Trump	9%	(30)	20%	(65)	8%	(26)	62%	(198)	318
Unfavorable of Trump	7%	(43)	24%	(150)	6%	(36)	63%	(393)	622
Very Favorable of Trump	9%	(16)	23%	(42)	10%	(18)	58%	(105)	180
Somewhat Favorable of Trump	10%	(14)	17%	(23)	6%	(8)	67%	(93)	138
Somewhat Unfavorable of Trump	8%	(8)	24%	(25)	3%	(3)	65%	(69)	106
Very Unfavorable of Trump	7%	(35)	24%	(124)	6%	(32)	63%	(324)	515
#1 Issue: Economy	8%	(32)	20%	(77)	5%	(21)	66%	(258)	388
#1 Issue: Security	11%	(9)	16%	(13)	14%	(10)	59%	(46)	77
#1 Issue: Health Care	7%	(16)	27%	(57)	6%	(12)	60%	(127)	213
#1 Issue: Medicare / Social Security	1%	(1)	22%	(17)	11%	(8)	66%	(50)	76
#1 Issue: Women's Issues	9%	(6)	19%	(12)	3%	(2)	69%	(45)	65
#1 Issue: Education	10%	(6)	22%	(13)	5%	(3)	63%	(36)	57
#1 Issue: Energy	4%	(2)	30%	(17)	14%	(8)	52%	(29)	56
#1 Issue: Other	8%	(6)	27%	(18)	4%	(3)	61%	(41)	67
2018 House Vote: Democrat	8%	(30)	30%	(112)	6%	(22)	56%	(209)	373
2018 House Vote: Republican	9%	(19)	22%	(46)	8%	(16)	61%	(124)	205
2016 Vote: Hillary Clinton	7%	(27)	28%	(103)	5%	(17)	60%	(217)	364
2016 Vote: Donald Trump	10%	(21)	20%	(43)	7%	(15)	63%	(138)	217
2016 Vote: Didn't Vote	7%	(28)	18%	(68)	8%	(29)	67%	(258)	382
Voted in 2014: Yes	7%	(33)	27%	(136)	7%	(33)	60%	(299)	502
Voted in 2014: No	9%	(43)	18%	(87)	7%	(34)	67%	(333)	497
2012 Vote: Barack Obama	8%	(29)	29%	(111)	5%	(19)	58%	(223)	382
2012 Vote: Mitt Romney	5%	(7)	21%	(26)	8%	(10)	66%	(84)	128
2012 Vote: Didn't Vote	8%	(39)	17%	(82)	7%	(35)	67%	(312)	468

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Table MCFE34: Have you put off any sort of medical treatment since March 2020 when stay-at-home orders went into place because of the COVID-19 pandemic (coronavirus)?

Demographic	Yes, because of the cost of the treatment		Yes, because of fear of getting COVID-19 (coronavirus)		Yes, because of another reason		No		Total N
Hispanic Adults	8%	(77)	22%	(223)	7%	(67)	63%	(632)	999
4-Region: Northeast	6%	(10)	27%	(46)	4%	(6)	63%	(108)	170
4-Region: Midwest	12%	(11)	22%	(21)	8%	(7)	59%	(57)	97
4-Region: South	7%	(33)	21%	(92)	7%	(33)	64%	(287)	445
4-Region: West	8%	(23)	22%	(64)	7%	(20)	63%	(180)	286
Mexican	8%	(36)	20%	(91)	8%	(38)	65%	(301)	465
Puerto Rican	9%	(17)	28%	(51)	4%	(8)	58%	(104)	179
Cuban	5%	(4)	29%	(23)	2%	(2)	64%	(52)	81
Other South American	4%	(5)	21%	(25)	6%	(7)	70%	(83)	119
Speaks only English at home	7%	(19)	27%	(71)	7%	(17)	60%	(158)	265
Speaks mostly English at home	9%	(23)	21%	(54)	8%	(21)	61%	(156)	254
Speaks both English and Spanish at home	7%	(22)	22%	(70)	6%	(20)	65%	(211)	323
Speaks mostly Spanish at home	11%	(12)	17%	(18)	4%	(5)	69%	(76)	111
Trump supporter	9%	(25)	19%	(52)	9%	(23)	63%	(172)	272
Biden supporter	8%	(43)	25%	(144)	6%	(34)	62%	(353)	573
Sports fans	8%	(59)	24%	(169)	7%	(50)	61%	(439)	717
Avid sports fans	9%	(26)	23%	(70)	6%	(19)	61%	(184)	299
Sports fans, Age: 18-34	13%	(32)	22%	(56)	8%	(21)	57%	(144)	253
Sports fans, Age: 35-44	9%	(16)	28%	(50)	10%	(17)	54%	(98)	182
Sports fans, Age: 45-64	5%	(10)	27%	(56)	4%	(8)	64%	(135)	209
Sports fans, Age: 65+	1%	(1)	9%	(7)	4%	(3)	85%	(62)	73
Movie studios should diversify teams	8%	(56)	25%	(171)	7%	(48)	60%	(415)	691
Movie studios should diversify stories	9%	(51)	26%	(154)	7%	(41)	59%	(349)	595
Concerned about Covid	8%	(65)	25%	(215)	6%	(50)	61%	(526)	856
No experience with Covid	3%	(11)	14%	(45)	6%	(18)	77%	(251)	326
Health care major factor for election	8%	(50)	24%	(158)	6%	(39)	63%	(411)	658
Social media users	8%	(76)	23%	(220)	7%	(66)	63%	(613)	975
WhatsApp users	9%	(40)	25%	(117)	7%	(34)	60%	(283)	474
WeChat users	19%	(11)	32%	(19)	12%	(7)	37%	(23)	61

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Table MCFE34: Have you put off any sort of medical treatment since March 2020 when stay-at-home orders went into place because of the COVID-19 pandemic (coronavirus)?

Demographic	Yes, because of the cost of the treatment		Yes, because of fear of getting COVID-19 (coronavirus)		Yes, because of another reason		No		Total N
Hispanic Adults	8%	(77)	22%	(223)	7%	(67)	63%	(632)	999
Social media news source at least once a week	9%	(59)	23%	(159)	6%	(43)	61%	(417)	679

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

Table MCFE35_1: *Considering how you will vote in the 2020 presidential election, how much of a factor are each of the following issues when deciding which candidate to vote for?*
The COVID-19 pandemic (coronavirus)

Demographic	Major factor	Minor factor	Not a factor at all	Total N
Hispanic Adults	66% (658)	20% (196)	15% (145)	999
Gender: Male	66% (329)	21% (103)	13% (67)	500
Gender: Female	66% (329)	19% (93)	16% (78)	499
Age: 18-34	63% (237)	21% (81)	16% (60)	378
Age: 35-44	66% (146)	23% (51)	11% (25)	222
Age: 45-64	67% (193)	17% (50)	16% (47)	290
Age: 65+	75% (82)	14% (15)	12% (13)	110
GenZers: 1997-2012	63% (86)	25% (34)	12% (16)	137
Millennials: 1981-1996	65% (233)	21% (76)	14% (52)	361
GenXers: 1965-1980	68% (195)	18% (52)	15% (42)	289
Baby Boomers: 1946-1964	66% (127)	16% (31)	18% (34)	191
PID: Dem (no lean)	81% (361)	12% (52)	7% (31)	444
PID: Ind (no lean)	56% (177)	23% (73)	22% (69)	319
PID: Rep (no lean)	51% (120)	30% (71)	19% (45)	236
PID/Gender: Dem Men	81% (162)	11% (23)	8% (15)	199
PID/Gender: Dem Women	82% (200)	12% (30)	6% (16)	245
PID/Gender: Ind Men	56% (88)	24% (38)	19% (30)	156
PID/Gender: Ind Women	55% (89)	21% (35)	24% (39)	162
PID/Gender: Rep Men	55% (80)	30% (43)	15% (21)	144
PID/Gender: Rep Women	43% (40)	31% (28)	26% (24)	92
Ideo: Liberal (1-3)	78% (267)	14% (48)	8% (27)	341
Ideo: Moderate (4)	66% (222)	21% (72)	13% (43)	337
Ideo: Conservative (5-7)	53% (121)	27% (60)	20% (45)	227
Educ: < College	64% (373)	19% (108)	17% (99)	579
Educ: Bachelors degree	65% (169)	22% (58)	12% (32)	260
Educ: Post-grad	73% (116)	19% (30)	8% (14)	160
Income: Under 50k	63% (326)	20% (103)	17% (85)	514
Income: 50k-100k	69% (217)	18% (58)	12% (39)	313
Income: 100k+	67% (115)	21% (35)	12% (21)	171
Ethnicity: White	65% (415)	20% (128)	14% (91)	633
Ethnicity: Hispanic	66% (658)	20% (196)	15% (145)	999

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Table MCFE35_1: *Considering how you will vote in the 2020 presidential election, how much of a factor are each of the following issues when deciding which candidate to vote for?*
The COVID-19 pandemic (coronavirus)

Demographic	Major factor		Minor factor		Not a factor at all		Total N
Hispanic Adults	66%	(658)	20%	(196)	15%	(145)	999
Ethnicity: Black	71%	(41)	23%	(13)	6%	(3)	57
Ethnicity: Other	66%	(202)	18%	(55)	16%	(51)	309
All Christian	67%	(369)	21%	(114)	13%	(70)	553
Agnostic/Nothing in particular	66%	(154)	20%	(47)	14%	(32)	233
Something Else	61%	(81)	16%	(21)	23%	(31)	133
Evangelical	61%	(146)	22%	(52)	17%	(40)	238
Non-Evangelical	68%	(295)	18%	(80)	14%	(60)	435
Community: Urban	64%	(293)	20%	(93)	15%	(69)	454
Community: Suburban	67%	(287)	20%	(85)	14%	(60)	431
Community: Rural	69%	(78)	17%	(19)	14%	(16)	114
Employ: Private Sector	64%	(236)	24%	(88)	13%	(47)	370
Employ: Government	73%	(55)	19%	(14)	7%	(5)	75
Employ: Self-Employed	76%	(72)	14%	(13)	10%	(9)	95
Employ: Student	62%	(39)	19%	(12)	19%	(12)	64
Employ: Retired	71%	(84)	12%	(14)	18%	(21)	120
Employ: Unemployed	59%	(93)	23%	(37)	17%	(27)	156
Employ: Other	72%	(50)	12%	(9)	16%	(11)	70
Military HH: Yes	64%	(75)	23%	(27)	12%	(14)	117
Military HH: No	66%	(583)	19%	(169)	15%	(131)	882
RD/WT: Right Direction	50%	(136)	29%	(78)	21%	(57)	270
RD/WT: Wrong Track	72%	(522)	16%	(118)	12%	(88)	729
Trump Job Approve	49%	(156)	30%	(97)	21%	(67)	320
Trump Job Disapprove	76%	(483)	14%	(91)	9%	(59)	633
Trump Job Strongly Approve	55%	(93)	25%	(42)	21%	(35)	170
Trump Job Somewhat Approve	42%	(63)	36%	(54)	22%	(32)	150
Trump Job Somewhat Disapprove	65%	(87)	24%	(33)	11%	(15)	134
Trump Job Strongly Disapprove	79%	(396)	12%	(59)	9%	(44)	499
Favorable of Trump	51%	(161)	29%	(93)	20%	(65)	318
Unfavorable of Trump	76%	(476)	14%	(86)	10%	(60)	622

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Table MCFE35_1: *Considering how you will vote in the 2020 presidential election, how much of a factor are each of the following issues when deciding which candidate to vote for?*
The COVID-19 pandemic (coronavirus)

Demographic	Major factor		Minor factor		Not a factor at all		Total N
Hispanic Adults	66%	(658)	20%	(196)	15%	(145)	999
Very Favorable of Trump	52%	(93)	26%	(47)	22%	(39)	180
Somewhat Favorable of Trump	49%	(68)	33%	(46)	18%	(25)	138
Somewhat Unfavorable of Trump	62%	(66)	24%	(26)	14%	(15)	106
Very Unfavorable of Trump	79%	(410)	12%	(61)	9%	(45)	515
#1 Issue: Economy	62%	(240)	24%	(92)	14%	(56)	388
#1 Issue: Security	58%	(45)	24%	(18)	18%	(14)	77
#1 Issue: Health Care	77%	(163)	12%	(25)	11%	(24)	213
#1 Issue: Medicare / Social Security	64%	(48)	17%	(13)	19%	(14)	76
#1 Issue: Women's Issues	68%	(44)	20%	(13)	12%	(8)	65
#1 Issue: Education	59%	(34)	27%	(16)	14%	(8)	57
#1 Issue: Energy	68%	(38)	19%	(11)	13%	(7)	56
#1 Issue: Other	69%	(46)	11%	(7)	20%	(13)	67
2018 House Vote: Democrat	80%	(299)	13%	(49)	6%	(24)	373
2018 House Vote: Republican	52%	(107)	28%	(58)	19%	(39)	205
2016 Vote: Hillary Clinton	78%	(284)	15%	(53)	7%	(26)	364
2016 Vote: Donald Trump	52%	(113)	28%	(61)	20%	(43)	217
2016 Vote: Didn't Vote	62%	(238)	20%	(75)	18%	(69)	382
Voted in 2014: Yes	72%	(359)	17%	(88)	11%	(55)	502
Voted in 2014: No	60%	(299)	22%	(109)	18%	(90)	497
2012 Vote: Barack Obama	79%	(301)	13%	(50)	8%	(31)	382
2012 Vote: Mitt Romney	53%	(68)	31%	(39)	16%	(20)	128
2012 Vote: Didn't Vote	60%	(282)	22%	(103)	18%	(83)	468
4-Region: Northeast	65%	(111)	19%	(32)	16%	(28)	170
4-Region: Midwest	71%	(69)	20%	(19)	9%	(9)	97
4-Region: South	66%	(292)	18%	(82)	16%	(71)	445
4-Region: West	65%	(186)	22%	(63)	13%	(37)	286
Mexican	65%	(302)	21%	(98)	14%	(66)	465
Puerto Rican	72%	(128)	14%	(24)	15%	(27)	179
Cuban	52%	(42)	33%	(27)	15%	(12)	81
Other South American	70%	(84)	15%	(18)	15%	(17)	119

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Table MCFE35_1: Considering how you will vote in the 2020 presidential election, how much of a factor are each of the following issues when deciding which candidate to vote for?

The COVID-19 pandemic (coronavirus)

Demographic	Major factor		Minor factor		Not a factor at all		Total N
Hispanic Adults	66%	(658)	20%	(196)	15%	(145)	999
Speaks only English at home	67%	(177)	19%	(51)	14%	(38)	265
Speaks mostly English at home	70%	(177)	16%	(40)	14%	(37)	254
Speaks both English and Spanish at home	64%	(207)	20%	(64)	16%	(53)	323
Speaks mostly Spanish at home	60%	(66)	27%	(30)	13%	(14)	111
Trump supporter	50%	(137)	28%	(76)	22%	(59)	272
Biden supporter	77%	(443)	15%	(89)	7%	(42)	573
Sports fans	66%	(471)	22%	(159)	12%	(88)	717
Avid sports fans	64%	(191)	23%	(68)	13%	(40)	299
Sports fans, Age: 18-34	65%	(164)	23%	(59)	12%	(31)	253
Sports fans, Age: 35-44	63%	(115)	26%	(48)	10%	(18)	182
Sports fans, Age: 45-64	67%	(141)	19%	(39)	14%	(29)	209
Sports fans, Age: 65+	70%	(51)	17%	(12)	13%	(9)	73
Movie studios should diversify teams	71%	(490)	19%	(132)	10%	(69)	691
Movie studios should diversify stories	73%	(432)	18%	(107)	9%	(56)	595
Concerned about Covid	71%	(604)	18%	(153)	11%	(98)	856
No experience with Covid	60%	(194)	21%	(69)	19%	(63)	326
Health care major factor for election	82%	(543)	13%	(84)	5%	(32)	658
Social media users	66%	(640)	20%	(192)	15%	(142)	975
WhatsApp users	67%	(316)	20%	(96)	13%	(62)	474
WeChat users	54%	(33)	36%	(22)	9%	(6)	61
Social media news source at least once a week	67%	(457)	19%	(130)	14%	(93)	679

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

Table MCFE35_2: *Considering how you will vote in the 2020 presidential election, how much of a factor are each of the following issues when deciding which candidate to vote for?*

Health care

Demographic	Major factor		Minor factor		Not a factor at all		Total N
Hispanic Adults	66%	(658)	21%	(214)	13%	(127)	999
Gender: Male	62%	(307)	26%	(128)	13%	(64)	500
Gender: Female	70%	(351)	17%	(85)	13%	(63)	499
Age: 18-34	60%	(228)	24%	(92)	15%	(58)	378
Age: 35-44	65%	(145)	25%	(54)	10%	(23)	222
Age: 45-64	69%	(200)	19%	(55)	12%	(34)	290
Age: 65+	77%	(85)	11%	(12)	12%	(13)	110
GenZers: 1997-2012	58%	(80)	30%	(41)	11%	(15)	137
Millennials: 1981-1996	64%	(232)	21%	(77)	14%	(52)	361
GenXers: 1965-1980	67%	(194)	21%	(60)	12%	(34)	289
Baby Boomers: 1946-1964	73%	(140)	15%	(29)	12%	(22)	191
PID: Dem (no lean)	77%	(343)	15%	(68)	7%	(33)	444
PID: Ind (no lean)	58%	(184)	24%	(77)	18%	(58)	319
PID: Rep (no lean)	56%	(131)	29%	(69)	15%	(36)	236
PID/Gender: Dem Men	74%	(149)	19%	(38)	6%	(13)	199
PID/Gender: Dem Women	80%	(195)	12%	(30)	8%	(20)	245
PID/Gender: Ind Men	56%	(87)	27%	(42)	17%	(27)	156
PID/Gender: Ind Women	59%	(96)	21%	(34)	20%	(32)	162
PID/Gender: Rep Men	50%	(72)	33%	(48)	17%	(24)	144
PID/Gender: Rep Women	64%	(59)	23%	(21)	12%	(12)	92
Ideo: Liberal (1-3)	80%	(272)	15%	(50)	6%	(19)	341
Ideo: Moderate (4)	67%	(227)	21%	(70)	12%	(40)	337
Ideo: Conservative (5-7)	51%	(116)	33%	(74)	16%	(37)	227
Educ: < College	65%	(374)	20%	(115)	16%	(90)	579
Educ: Bachelors degree	66%	(172)	24%	(61)	10%	(26)	260
Educ: Post-grad	70%	(112)	23%	(37)	7%	(11)	160
Income: Under 50k	66%	(338)	19%	(100)	15%	(77)	514
Income: 50k-100k	65%	(203)	25%	(79)	10%	(32)	313
Income: 100k+	68%	(117)	21%	(36)	11%	(19)	171
Ethnicity: White	66%	(420)	21%	(135)	12%	(78)	633
Ethnicity: Hispanic	66%	(658)	21%	(214)	13%	(127)	999

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Table MCFE35_2: Considering how you will vote in the 2020 presidential election, how much of a factor are each of the following issues when deciding which candidate to vote for?

Health care

Demographic	Major factor		Minor factor		Not a factor at all		Total N
Hispanic Adults	66%	(658)	21%	(214)	13%	(127)	999
Ethnicity: Black	73%	(42)	15%	(9)	12%	(7)	57
Ethnicity: Other	63%	(196)	23%	(70)	14%	(43)	309
All Christian	69%	(383)	20%	(111)	11%	(59)	553
Agnostic/Nothing in particular	64%	(150)	22%	(51)	14%	(33)	233
Something Else	57%	(76)	22%	(29)	21%	(28)	133
Evangelical	66%	(158)	21%	(51)	12%	(29)	238
Non-Evangelical	67%	(291)	20%	(86)	13%	(58)	435
Community: Urban	67%	(302)	21%	(95)	12%	(57)	454
Community: Suburban	67%	(289)	21%	(90)	12%	(53)	431
Community: Rural	59%	(67)	25%	(29)	16%	(18)	114
Employ: Private Sector	62%	(230)	26%	(98)	11%	(42)	370
Employ: Government	64%	(48)	24%	(18)	12%	(9)	75
Employ: Self-Employed	76%	(72)	19%	(18)	5%	(5)	95
Employ: Student	61%	(39)	22%	(14)	17%	(11)	64
Employ: Retired	76%	(91)	10%	(12)	14%	(17)	120
Employ: Unemployed	62%	(97)	22%	(34)	16%	(25)	156
Employ: Other	67%	(47)	19%	(14)	14%	(9)	70
Military HH: Yes	67%	(79)	23%	(27)	9%	(11)	117
Military HH: No	66%	(579)	21%	(186)	13%	(116)	882
RD/WT: Right Direction	52%	(140)	32%	(86)	16%	(44)	270
RD/WT: Wrong Track	71%	(518)	17%	(127)	11%	(83)	729
Trump Job Approve	53%	(171)	30%	(97)	16%	(52)	320
Trump Job Disapprove	74%	(468)	17%	(108)	9%	(56)	633
Trump Job Strongly Approve	52%	(89)	32%	(55)	16%	(27)	170
Trump Job Somewhat Approve	55%	(82)	28%	(42)	17%	(25)	150
Trump Job Somewhat Disapprove	69%	(92)	22%	(30)	9%	(12)	134
Trump Job Strongly Disapprove	75%	(376)	16%	(79)	9%	(44)	499
Favorable of Trump	57%	(180)	28%	(89)	15%	(49)	318
Unfavorable of Trump	74%	(458)	18%	(109)	9%	(55)	622

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Table MCFE35_2: *Considering how you will vote in the 2020 presidential election, how much of a factor are each of the following issues when deciding which candidate to vote for?*
Health care

Demographic	Major factor		Minor factor		Not a factor at all		Total N
Hispanic Adults	66%	(658)	21%	(214)	13%	(127)	999
Very Favorable of Trump	53%	(96)	32%	(57)	15%	(27)	180
Somewhat Favorable of Trump	61%	(84)	23%	(32)	16%	(22)	138
Somewhat Unfavorable of Trump	63%	(67)	29%	(31)	8%	(8)	106
Very Unfavorable of Trump	76%	(391)	15%	(79)	9%	(46)	515
#1 Issue: Economy	58%	(224)	30%	(116)	12%	(48)	388
#1 Issue: Security	53%	(41)	30%	(23)	17%	(13)	77
#1 Issue: Health Care	81%	(172)	10%	(22)	9%	(19)	213
#1 Issue: Medicare / Social Security	77%	(59)	8%	(6)	14%	(11)	76
#1 Issue: Women's Issues	75%	(49)	17%	(11)	9%	(6)	65
#1 Issue: Education	69%	(40)	19%	(11)	12%	(7)	57
#1 Issue: Energy	60%	(34)	27%	(15)	12%	(7)	56
#1 Issue: Other	61%	(41)	14%	(9)	25%	(17)	67
2018 House Vote: Democrat	78%	(291)	15%	(58)	7%	(25)	373
2018 House Vote: Republican	52%	(106)	35%	(71)	14%	(28)	205
2016 Vote: Hillary Clinton	77%	(279)	16%	(58)	7%	(27)	364
2016 Vote: Donald Trump	56%	(121)	32%	(69)	13%	(27)	217
2016 Vote: Didn't Vote	62%	(236)	21%	(79)	18%	(68)	382
Voted in 2014: Yes	70%	(351)	21%	(106)	9%	(44)	502
Voted in 2014: No	62%	(307)	22%	(108)	17%	(83)	497
2012 Vote: Barack Obama	75%	(288)	17%	(65)	7%	(28)	382
2012 Vote: Mitt Romney	55%	(70)	33%	(42)	12%	(15)	128
2012 Vote: Didn't Vote	63%	(293)	21%	(98)	16%	(77)	468
4-Region: Northeast	70%	(119)	20%	(34)	10%	(17)	170
4-Region: Midwest	63%	(61)	30%	(29)	7%	(6)	97
4-Region: South	66%	(295)	19%	(86)	14%	(64)	445
4-Region: West	64%	(183)	23%	(65)	14%	(39)	286
Mexican	66%	(308)	21%	(98)	13%	(59)	465
Puerto Rican	64%	(115)	23%	(40)	13%	(23)	179
Cuban	59%	(48)	23%	(18)	19%	(15)	81
Other South American	67%	(80)	23%	(27)	10%	(12)	119

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Table MCFE35_2: Considering how you will vote in the 2020 presidential election, how much of a factor are each of the following issues when deciding which candidate to vote for?

Health care

Demographic	Major factor		Minor factor		Not a factor at all		Total N
Hispanic Adults	66%	(658)	21%	(214)	13%	(127)	999
Speaks only English at home	65%	(173)	22%	(59)	13%	(33)	265
Speaks mostly English at home	68%	(173)	18%	(47)	13%	(34)	254
Speaks both English and Spanish at home	63%	(203)	23%	(73)	15%	(47)	323
Speaks mostly Spanish at home	67%	(74)	24%	(26)	9%	(10)	111
Trump supporter	52%	(140)	32%	(88)	16%	(44)	272
Biden supporter	76%	(438)	16%	(92)	8%	(44)	573
Sports fans	65%	(467)	23%	(167)	12%	(83)	717
Avid sports fans	63%	(188)	26%	(77)	12%	(35)	299
Sports fans, Age: 18-34	60%	(153)	27%	(68)	13%	(33)	253
Sports fans, Age: 35-44	63%	(114)	27%	(49)	10%	(18)	182
Sports fans, Age: 45-64	69%	(145)	20%	(42)	11%	(23)	209
Sports fans, Age: 65+	75%	(55)	13%	(9)	12%	(9)	73
Movie studios should diversify teams	72%	(498)	20%	(137)	8%	(56)	691
Movie studios should diversify stories	73%	(435)	19%	(111)	8%	(49)	595
Concerned about Covid	70%	(601)	19%	(163)	11%	(92)	856
No experience with Covid	56%	(182)	26%	(84)	18%	(60)	326
Health care major factor for election	100%	(658)	—	(0)	—	(0)	658
Social media users	66%	(643)	21%	(209)	13%	(124)	975
WhatsApp users	67%	(317)	23%	(111)	10%	(46)	474
WeChat users	54%	(33)	37%	(22)	9%	(5)	61
Social media news source at least once a week	66%	(450)	22%	(148)	12%	(80)	679

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

Table MCFE35_3: *Considering how you will vote in the 2020 presidential election, how much of a factor are each of the following issues when deciding which candidate to vote for?*

Economy

Demographic	Major factor		Minor factor		Not a factor at all		Total N
Hispanic Adults	73%	(727)	15%	(154)	12%	(118)	999
Gender: Male	72%	(358)	17%	(86)	11%	(56)	500
Gender: Female	74%	(369)	14%	(68)	13%	(63)	499
Age: 18-34	63%	(239)	20%	(76)	17%	(63)	378
Age: 35-44	79%	(175)	11%	(24)	10%	(23)	222
Age: 45-64	78%	(226)	13%	(38)	9%	(25)	290
Age: 65+	79%	(87)	14%	(15)	7%	(8)	110
GenZers: 1997-2012	60%	(82)	24%	(33)	16%	(21)	137
Millennials: 1981-1996	71%	(255)	15%	(55)	14%	(51)	361
GenXers: 1965-1980	80%	(232)	11%	(30)	9%	(26)	289
Baby Boomers: 1946-1964	74%	(141)	16%	(30)	11%	(21)	191
PID: Dem (no lean)	77%	(342)	16%	(71)	7%	(31)	444
PID: Ind (no lean)	67%	(213)	13%	(43)	20%	(63)	319
PID: Rep (no lean)	73%	(172)	17%	(40)	10%	(24)	236
PID/Gender: Dem Men	76%	(153)	17%	(34)	7%	(13)	199
PID/Gender: Dem Women	77%	(189)	15%	(37)	7%	(18)	245
PID/Gender: Ind Men	67%	(105)	15%	(24)	18%	(27)	156
PID/Gender: Ind Women	66%	(108)	12%	(19)	22%	(36)	162
PID/Gender: Rep Men	70%	(100)	20%	(28)	11%	(15)	144
PID/Gender: Rep Women	78%	(72)	13%	(12)	10%	(9)	92
Ideo: Liberal (1-3)	75%	(257)	17%	(58)	8%	(26)	341
Ideo: Moderate (4)	76%	(256)	15%	(51)	9%	(30)	337
Ideo: Conservative (5-7)	74%	(169)	14%	(32)	11%	(26)	227
Educ: < College	69%	(402)	15%	(88)	15%	(90)	579
Educ: Bachelors degree	80%	(207)	13%	(35)	7%	(18)	260
Educ: Post-grad	74%	(118)	19%	(31)	7%	(11)	160
Income: Under 50k	68%	(352)	17%	(89)	14%	(74)	514
Income: 50k-100k	78%	(246)	12%	(39)	9%	(29)	313
Income: 100k+	76%	(130)	15%	(26)	9%	(15)	171
Ethnicity: White	76%	(481)	14%	(87)	10%	(65)	633
Ethnicity: Hispanic	73%	(727)	15%	(154)	12%	(118)	999

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Table MCFE35_3: *Considering how you will vote in the 2020 presidential election, how much of a factor are each of the following issues when deciding which candidate to vote for?*

Economy

Demographic	Major factor		Minor factor		Not a factor at all		Total N
Hispanic Adults	73%	(727)	15%	(154)	12%	(118)	999
Ethnicity: Black	72%	(41)	23%	(13)	5%	(3)	57
Ethnicity: Other	66%	(204)	17%	(54)	16%	(50)	309
All Christian	76%	(422)	14%	(79)	9%	(52)	553
Agnostic/Nothing in particular	70%	(163)	14%	(33)	16%	(37)	233
Something Else	67%	(89)	14%	(18)	19%	(26)	133
Evangelical	71%	(170)	17%	(39)	12%	(29)	238
Non-Evangelical	76%	(330)	13%	(56)	11%	(49)	435
Community: Urban	70%	(319)	17%	(79)	12%	(55)	454
Community: Suburban	76%	(328)	13%	(57)	11%	(46)	431
Community: Rural	70%	(80)	15%	(17)	15%	(17)	114
Employ: Private Sector	73%	(269)	17%	(63)	10%	(39)	370
Employ: Government	70%	(53)	24%	(18)	6%	(4)	75
Employ: Self-Employed	77%	(73)	13%	(13)	9%	(9)	95
Employ: Student	55%	(35)	26%	(17)	19%	(12)	64
Employ: Retired	77%	(92)	13%	(15)	10%	(12)	120
Employ: Unemployed	70%	(109)	14%	(22)	16%	(25)	156
Employ: Other	80%	(56)	8%	(6)	12%	(8)	70
Military HH: Yes	69%	(81)	21%	(24)	10%	(12)	117
Military HH: No	73%	(646)	15%	(129)	12%	(107)	882
RD/WT: Right Direction	69%	(187)	18%	(48)	13%	(35)	270
RD/WT: Wrong Track	74%	(540)	15%	(106)	11%	(83)	729
Trump Job Approve	74%	(235)	15%	(49)	11%	(36)	320
Trump Job Disapprove	74%	(469)	16%	(101)	10%	(63)	633
Trump Job Strongly Approve	74%	(126)	17%	(29)	9%	(16)	170
Trump Job Somewhat Approve	73%	(110)	14%	(20)	13%	(20)	150
Trump Job Somewhat Disapprove	75%	(101)	15%	(20)	10%	(13)	134
Trump Job Strongly Disapprove	74%	(368)	16%	(81)	10%	(50)	499
Favorable of Trump	76%	(242)	14%	(44)	10%	(33)	318
Unfavorable of Trump	74%	(460)	16%	(98)	10%	(63)	622

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Table MCFE35_3: *Considering how you will vote in the 2020 presidential election, how much of a factor are each of the following issues when deciding which candidate to vote for?*

Economy

Demographic	Major factor		Minor factor		Not a factor at all		Total N
Hispanic Adults	73%	(727)	15%	(154)	12%	(118)	999
Very Favorable of Trump	74%	(133)	15%	(28)	11%	(19)	180
Somewhat Favorable of Trump	78%	(108)	12%	(16)	10%	(14)	138
Somewhat Unfavorable of Trump	74%	(78)	16%	(17)	10%	(11)	106
Very Unfavorable of Trump	74%	(382)	16%	(81)	10%	(53)	515
#1 Issue: Economy	82%	(317)	9%	(36)	9%	(35)	388
#1 Issue: Security	58%	(45)	26%	(20)	16%	(13)	77
#1 Issue: Health Care	71%	(150)	19%	(40)	11%	(23)	213
#1 Issue: Medicare / Social Security	74%	(57)	13%	(10)	13%	(10)	76
#1 Issue: Women's Issues	65%	(42)	20%	(13)	15%	(10)	65
#1 Issue: Education	64%	(37)	21%	(12)	15%	(9)	57
#1 Issue: Energy	65%	(36)	25%	(14)	10%	(5)	56
#1 Issue: Other	65%	(43)	12%	(8)	23%	(15)	67
2018 House Vote: Democrat	77%	(288)	18%	(66)	5%	(19)	373
2018 House Vote: Republican	76%	(156)	16%	(32)	8%	(17)	205
2016 Vote: Hillary Clinton	78%	(282)	16%	(58)	6%	(23)	364
2016 Vote: Donald Trump	78%	(170)	16%	(34)	6%	(14)	217
2016 Vote: Didn't Vote	66%	(252)	14%	(54)	20%	(76)	382
Voted in 2014: Yes	79%	(396)	15%	(75)	6%	(30)	502
Voted in 2014: No	67%	(331)	16%	(78)	18%	(88)	497
2012 Vote: Barack Obama	76%	(290)	18%	(69)	6%	(22)	382
2012 Vote: Mitt Romney	85%	(108)	9%	(11)	7%	(9)	128
2012 Vote: Didn't Vote	67%	(314)	15%	(71)	18%	(83)	468
4-Region: Northeast	76%	(130)	14%	(24)	10%	(16)	170
4-Region: Midwest	69%	(68)	20%	(20)	10%	(10)	97
4-Region: South	74%	(327)	14%	(63)	12%	(54)	445
4-Region: West	71%	(202)	16%	(46)	13%	(38)	286
Mexican	71%	(332)	16%	(74)	13%	(59)	465
Puerto Rican	71%	(126)	18%	(32)	12%	(21)	179
Cuban	80%	(64)	9%	(7)	12%	(9)	81
Other South American	75%	(90)	13%	(15)	12%	(14)	119

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Table MCFE35_3: Considering how you will vote in the 2020 presidential election, how much of a factor are each of the following issues when deciding which candidate to vote for?

Economy

Demographic	Major factor		Minor factor		Not a factor at all		Total N
Hispanic Adults	73%	(727)	15%	(154)	12%	(118)	999
Speaks only English at home	72%	(190)	16%	(43)	12%	(32)	265
Speaks mostly English at home	76%	(194)	11%	(29)	12%	(31)	254
Speaks both English and Spanish at home	68%	(221)	18%	(60)	13%	(43)	323
Speaks mostly Spanish at home	76%	(85)	15%	(17)	8%	(9)	111
Trump supporter	75%	(203)	15%	(42)	10%	(26)	272
Biden supporter	76%	(436)	16%	(91)	8%	(46)	573
Sports fans	75%	(536)	16%	(113)	10%	(68)	717
Avid sports fans	76%	(228)	14%	(43)	10%	(28)	299
Sports fans, Age: 18-34	66%	(167)	22%	(55)	13%	(32)	253
Sports fans, Age: 35-44	80%	(145)	11%	(20)	9%	(16)	182
Sports fans, Age: 45-64	80%	(168)	13%	(27)	7%	(14)	209
Sports fans, Age: 65+	77%	(56)	14%	(11)	9%	(6)	73
Movie studios should diversify teams	77%	(533)	15%	(100)	8%	(57)	691
Movie studios should diversify stories	75%	(444)	17%	(99)	9%	(52)	595
Concerned about Covid	74%	(631)	16%	(133)	11%	(91)	856
No experience with Covid	72%	(233)	13%	(43)	15%	(50)	326
Health care major factor for election	87%	(571)	11%	(75)	2%	(12)	658
Social media users	73%	(709)	15%	(151)	12%	(115)	975
WhatsApp users	73%	(346)	17%	(78)	10%	(49)	474
WeChat users	54%	(33)	35%	(21)	12%	(7)	61
Social media news source at least once a week	73%	(496)	15%	(104)	12%	(79)	679

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

Table MCFE35_4: *Considering how you will vote in the 2020 presidential election, how much of a factor are each of the following issues when deciding which candidate to vote for?*

Criminal justice

Demographic	Major factor		Minor factor		Not a factor at all		Total N
Hispanic Adults	54%	(542)	30%	(301)	16%	(156)	999
Gender: Male	52%	(260)	32%	(158)	16%	(81)	500
Gender: Female	56%	(281)	29%	(143)	15%	(75)	499
Age: 18-34	55%	(207)	28%	(106)	17%	(64)	378
Age: 35-44	51%	(113)	35%	(77)	14%	(32)	222
Age: 45-64	55%	(159)	30%	(88)	15%	(43)	290
Age: 65+	57%	(63)	27%	(30)	16%	(17)	110
GenZers: 1997-2012	57%	(78)	29%	(40)	14%	(19)	137
Millennials: 1981-1996	53%	(190)	31%	(112)	16%	(59)	361
GenXers: 1965-1980	54%	(154)	31%	(90)	15%	(44)	289
Baby Boomers: 1946-1964	56%	(107)	27%	(53)	17%	(32)	191
PID: Dem (no lean)	60%	(266)	30%	(133)	10%	(46)	444
PID: Ind (no lean)	52%	(165)	27%	(87)	21%	(67)	319
PID: Rep (no lean)	47%	(111)	34%	(81)	19%	(44)	236
PID/Gender: Dem Men	60%	(121)	31%	(63)	8%	(16)	199
PID/Gender: Dem Women	59%	(145)	29%	(70)	12%	(30)	245
PID/Gender: Ind Men	49%	(77)	28%	(44)	22%	(35)	156
PID/Gender: Ind Women	54%	(87)	27%	(43)	19%	(32)	162
PID/Gender: Rep Men	44%	(63)	36%	(51)	21%	(30)	144
PID/Gender: Rep Women	53%	(49)	32%	(29)	15%	(14)	92
Ideo: Liberal (1-3)	63%	(213)	28%	(96)	9%	(31)	341
Ideo: Moderate (4)	52%	(177)	32%	(107)	16%	(53)	337
Ideo: Conservative (5-7)	51%	(116)	32%	(72)	17%	(38)	227
Educ: < College	54%	(310)	28%	(164)	18%	(105)	579
Educ: Bachelors degree	53%	(138)	34%	(89)	13%	(33)	260
Educ: Post-grad	58%	(93)	30%	(48)	11%	(18)	160
Income: Under 50k	52%	(267)	30%	(156)	18%	(91)	514
Income: 50k-100k	53%	(167)	31%	(98)	15%	(48)	313
Income: 100k+	63%	(107)	27%	(47)	10%	(17)	171
Ethnicity: White	54%	(340)	31%	(196)	15%	(98)	633
Ethnicity: Hispanic	54%	(542)	30%	(301)	16%	(156)	999

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Table MCFE35_4: *Considering how you will vote in the 2020 presidential election, how much of a factor are each of the following issues when deciding which candidate to vote for?*

Criminal justice

Demographic	Major factor		Minor factor		Not a factor at all		Total N
Hispanic Adults	54%	(542)	30%	(301)	16%	(156)	999
Ethnicity: Black	71%	(41)	22%	(12)	7%	(4)	57
Ethnicity: Other	52%	(161)	30%	(93)	18%	(55)	309
All Christian	54%	(299)	32%	(176)	14%	(78)	553
Agnostic/Nothing in particular	54%	(126)	29%	(67)	17%	(41)	233
Something Else	53%	(71)	25%	(34)	22%	(29)	133
Evangelical	60%	(142)	26%	(61)	15%	(35)	238
Non-Evangelical	51%	(220)	33%	(143)	17%	(72)	435
Community: Urban	53%	(242)	31%	(142)	15%	(70)	454
Community: Suburban	58%	(249)	26%	(114)	16%	(69)	431
Community: Rural	45%	(51)	40%	(45)	15%	(17)	114
Employ: Private Sector	51%	(188)	34%	(126)	15%	(56)	370
Employ: Government	56%	(42)	29%	(22)	15%	(11)	75
Employ: Self-Employed	62%	(59)	31%	(29)	7%	(7)	95
Employ: Student	50%	(32)	36%	(23)	14%	(9)	64
Employ: Retired	59%	(71)	23%	(28)	17%	(21)	120
Employ: Unemployed	52%	(82)	27%	(42)	21%	(32)	156
Employ: Other	60%	(42)	26%	(18)	15%	(10)	70
Military HH: Yes	63%	(74)	24%	(28)	13%	(15)	117
Military HH: No	53%	(468)	31%	(272)	16%	(141)	882
RD/WT: Right Direction	49%	(133)	36%	(97)	15%	(40)	270
RD/WT: Wrong Track	56%	(408)	28%	(204)	16%	(116)	729
Trump Job Approve	49%	(157)	34%	(109)	17%	(54)	320
Trump Job Disapprove	58%	(367)	29%	(181)	13%	(85)	633
Trump Job Strongly Approve	56%	(96)	30%	(52)	13%	(23)	170
Trump Job Somewhat Approve	41%	(61)	38%	(57)	21%	(31)	150
Trump Job Somewhat Disapprove	49%	(66)	38%	(51)	12%	(16)	134
Trump Job Strongly Disapprove	60%	(301)	26%	(130)	14%	(68)	499
Favorable of Trump	53%	(168)	32%	(101)	16%	(50)	318
Unfavorable of Trump	58%	(358)	29%	(181)	13%	(83)	622

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Table MCFE35_4: *Considering how you will vote in the 2020 presidential election, how much of a factor are each of the following issues when deciding which candidate to vote for?*

Criminal justice

Demographic	Major factor		Minor factor		Not a factor at all		Total N
Hispanic Adults	54%	(542)	30%	(301)	16%	(156)	999
Very Favorable of Trump	53%	(95)	31%	(56)	16%	(28)	180
Somewhat Favorable of Trump	52%	(72)	33%	(45)	15%	(21)	138
Somewhat Unfavorable of Trump	48%	(51)	37%	(40)	15%	(16)	106
Very Unfavorable of Trump	60%	(307)	27%	(141)	13%	(67)	515
#1 Issue: Economy	53%	(207)	31%	(118)	16%	(63)	388
#1 Issue: Security	45%	(35)	36%	(28)	20%	(15)	77
#1 Issue: Health Care	59%	(124)	27%	(58)	14%	(31)	213
#1 Issue: Medicare / Social Security	51%	(39)	34%	(26)	15%	(11)	76
#1 Issue: Women's Issues	66%	(43)	23%	(15)	11%	(7)	65
#1 Issue: Education	47%	(27)	37%	(21)	15%	(9)	57
#1 Issue: Energy	57%	(32)	32%	(18)	11%	(6)	56
#1 Issue: Other	53%	(35)	26%	(17)	21%	(14)	67
2018 House Vote: Democrat	60%	(225)	30%	(113)	9%	(35)	373
2018 House Vote: Republican	48%	(99)	34%	(69)	18%	(37)	205
2016 Vote: Hillary Clinton	58%	(212)	30%	(110)	11%	(41)	364
2016 Vote: Donald Trump	50%	(109)	33%	(71)	17%	(37)	217
2016 Vote: Didn't Vote	52%	(200)	29%	(109)	19%	(73)	382
Voted in 2014: Yes	57%	(286)	31%	(155)	12%	(60)	502
Voted in 2014: No	51%	(256)	29%	(146)	19%	(96)	497
2012 Vote: Barack Obama	61%	(232)	30%	(114)	9%	(35)	382
2012 Vote: Mitt Romney	47%	(59)	33%	(42)	20%	(26)	128
2012 Vote: Didn't Vote	51%	(239)	30%	(139)	19%	(90)	468
4-Region: Northeast	57%	(97)	27%	(46)	16%	(27)	170
4-Region: Midwest	54%	(52)	31%	(30)	16%	(15)	97
4-Region: South	52%	(229)	32%	(143)	16%	(73)	445
4-Region: West	57%	(163)	29%	(82)	15%	(42)	286
Mexican	56%	(262)	28%	(132)	15%	(71)	465
Puerto Rican	48%	(86)	35%	(63)	17%	(30)	179
Cuban	50%	(41)	31%	(25)	19%	(16)	81
Other South American	51%	(61)	32%	(38)	17%	(20)	119

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Table MCFE35_4: Considering how you will vote in the 2020 presidential election, how much of a factor are each of the following issues when deciding which candidate to vote for?

Criminal justice

Demographic	Major factor		Minor factor		Not a factor at all		Total N
Hispanic Adults	54%	(542)	30%	(301)	16%	(156)	999
Speaks only English at home	60%	(158)	25%	(67)	15%	(40)	265
Speaks mostly English at home	55%	(139)	30%	(76)	15%	(39)	254
Speaks both English and Spanish at home	52%	(167)	31%	(100)	18%	(57)	323
Speaks mostly Spanish at home	47%	(52)	37%	(41)	16%	(18)	111
Trump supporter	50%	(135)	32%	(87)	18%	(49)	272
Biden supporter	59%	(338)	29%	(169)	12%	(66)	573
Sports fans	54%	(387)	32%	(229)	14%	(101)	717
Avid sports fans	52%	(155)	32%	(94)	17%	(50)	299
Sports fans, Age: 18-34	52%	(132)	33%	(84)	15%	(38)	253
Sports fans, Age: 35-44	50%	(91)	36%	(66)	14%	(25)	182
Sports fans, Age: 45-64	60%	(125)	28%	(58)	13%	(27)	209
Sports fans, Age: 65+	55%	(40)	28%	(21)	17%	(12)	73
Movie studios should diversify teams	59%	(405)	30%	(206)	11%	(79)	691
Movie studios should diversify stories	59%	(353)	30%	(177)	11%	(66)	595
Concerned about Covid	55%	(471)	31%	(262)	14%	(123)	856
No experience with Covid	48%	(155)	31%	(102)	21%	(68)	326
Health care major factor for election	68%	(450)	26%	(172)	6%	(36)	658
Social media users	54%	(529)	30%	(292)	16%	(154)	975
WhatsApp users	52%	(249)	34%	(161)	14%	(65)	474
WeChat users	41%	(25)	44%	(27)	15%	(9)	61
Social media news source at least once a week	55%	(371)	31%	(211)	14%	(98)	679

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

Table MCFE35_5: *Considering how you will vote in the 2020 presidential election, how much of a factor are each of the following issues when deciding which candidate to vote for?*

Immigration

Demographic	Major factor		Minor factor		Not a factor at all		Total N
Hispanic Adults	52%	(518)	30%	(296)	19%	(185)	999
Gender: Male	46%	(231)	34%	(168)	20%	(101)	500
Gender: Female	58%	(287)	26%	(128)	17%	(84)	499
Age: 18-34	54%	(204)	27%	(103)	19%	(71)	378
Age: 35-44	48%	(106)	33%	(72)	19%	(43)	222
Age: 45-64	49%	(143)	33%	(95)	18%	(53)	290
Age: 65+	60%	(65)	23%	(26)	17%	(19)	110
GenZers: 1997-2012	54%	(73)	26%	(35)	21%	(28)	137
Millennials: 1981-1996	53%	(193)	30%	(107)	17%	(62)	361
GenXers: 1965-1980	46%	(132)	33%	(96)	21%	(61)	289
Baby Boomers: 1946-1964	57%	(109)	25%	(48)	18%	(34)	191
PID: Dem (no lean)	58%	(258)	28%	(126)	13%	(60)	444
PID: Ind (no lean)	50%	(160)	27%	(85)	23%	(74)	319
PID: Rep (no lean)	43%	(101)	36%	(85)	22%	(51)	236
PID/Gender: Dem Men	50%	(100)	34%	(67)	16%	(32)	199
PID/Gender: Dem Women	64%	(158)	24%	(59)	11%	(28)	245
PID/Gender: Ind Men	47%	(74)	29%	(45)	24%	(38)	156
PID/Gender: Ind Women	53%	(86)	25%	(40)	23%	(37)	162
PID/Gender: Rep Men	39%	(56)	39%	(56)	22%	(31)	144
PID/Gender: Rep Women	48%	(44)	31%	(28)	21%	(20)	92
Ideo: Liberal (1-3)	65%	(221)	24%	(80)	12%	(40)	341
Ideo: Moderate (4)	46%	(156)	36%	(121)	18%	(60)	337
Ideo: Conservative (5-7)	46%	(105)	35%	(79)	19%	(43)	227
Educ: < College	51%	(294)	28%	(159)	22%	(126)	579
Educ: Bachelors degree	53%	(138)	32%	(83)	15%	(39)	260
Educ: Post-grad	54%	(87)	33%	(53)	13%	(20)	160
Income: Under 50k	50%	(256)	28%	(145)	22%	(113)	514
Income: 50k-100k	51%	(160)	34%	(106)	15%	(48)	313
Income: 100k+	60%	(103)	26%	(45)	14%	(24)	171
Ethnicity: White	51%	(324)	33%	(209)	16%	(100)	633
Ethnicity: Hispanic	52%	(518)	30%	(296)	19%	(185)	999

Continued on next page

Table MCFE35_5: *Considering how you will vote in the 2020 presidential election, how much of a factor are each of the following issues when deciding which candidate to vote for?*

Immigration

Demographic	Major factor		Minor factor		Not a factor at all		Total N
Hispanic Adults	52%	(518)	30%	(296)	19%	(185)	999
Ethnicity: Black	58%	(33)	23%	(13)	19%	(11)	57
Ethnicity: Other	52%	(161)	24%	(73)	24%	(74)	309
All Christian	54%	(301)	29%	(162)	16%	(90)	553
Agnostic/Nothing in particular	48%	(113)	30%	(70)	22%	(51)	233
Something Else	49%	(65)	28%	(37)	23%	(31)	133
Evangelical	53%	(127)	30%	(71)	17%	(40)	238
Non-Evangelical	53%	(230)	29%	(125)	18%	(80)	435
Community: Urban	52%	(236)	29%	(129)	20%	(89)	454
Community: Suburban	52%	(224)	32%	(137)	16%	(70)	431
Community: Rural	52%	(59)	26%	(29)	23%	(26)	114
Employ: Private Sector	51%	(189)	33%	(124)	16%	(58)	370
Employ: Government	49%	(37)	34%	(26)	16%	(12)	75
Employ: Self-Employed	50%	(47)	34%	(32)	16%	(16)	95
Employ: Student	53%	(33)	21%	(13)	26%	(17)	64
Employ: Retired	62%	(74)	23%	(27)	15%	(18)	120
Employ: Unemployed	47%	(73)	28%	(43)	25%	(39)	156
Employ: Other	60%	(42)	21%	(15)	19%	(14)	70
Military HH: Yes	56%	(66)	33%	(39)	11%	(13)	117
Military HH: No	51%	(453)	29%	(257)	20%	(173)	882
RD/WT: Right Direction	42%	(113)	37%	(99)	22%	(59)	270
RD/WT: Wrong Track	56%	(406)	27%	(197)	17%	(126)	729
Trump Job Approve	42%	(134)	37%	(118)	21%	(68)	320
Trump Job Disapprove	58%	(366)	27%	(173)	15%	(93)	633
Trump Job Strongly Approve	50%	(84)	32%	(55)	18%	(31)	170
Trump Job Somewhat Approve	33%	(50)	42%	(63)	25%	(38)	150
Trump Job Somewhat Disapprove	53%	(70)	34%	(45)	14%	(18)	134
Trump Job Strongly Disapprove	59%	(296)	26%	(128)	15%	(75)	499
Favorable of Trump	44%	(139)	36%	(113)	21%	(66)	318
Unfavorable of Trump	58%	(359)	27%	(170)	15%	(93)	622

Continued on next page

Table MCFE35_5: *Considering how you will vote in the 2020 presidential election, how much of a factor are each of the following issues when deciding which candidate to vote for?*

Immigration

Demographic	Major factor		Minor factor		Not a factor at all		Total N
Hispanic Adults	52%	(518)	30%	(296)	19%	(185)	999
Very Favorable of Trump	46%	(83)	32%	(58)	22%	(39)	180
Somewhat Favorable of Trump	40%	(56)	40%	(56)	19%	(27)	138
Somewhat Unfavorable of Trump	55%	(59)	30%	(31)	15%	(16)	106
Very Unfavorable of Trump	58%	(300)	27%	(138)	15%	(77)	515
#1 Issue: Economy	47%	(181)	34%	(133)	19%	(75)	388
#1 Issue: Security	50%	(39)	29%	(22)	21%	(16)	77
#1 Issue: Health Care	54%	(116)	30%	(65)	15%	(32)	213
#1 Issue: Medicare / Social Security	56%	(43)	26%	(20)	18%	(14)	76
#1 Issue: Women's Issues	59%	(38)	21%	(14)	20%	(13)	65
#1 Issue: Education	53%	(30)	30%	(17)	18%	(10)	57
#1 Issue: Energy	53%	(30)	34%	(19)	13%	(7)	56
#1 Issue: Other	63%	(42)	11%	(7)	26%	(17)	67
2018 House Vote: Democrat	61%	(227)	29%	(108)	10%	(38)	373
2018 House Vote: Republican	44%	(89)	39%	(79)	18%	(37)	205
2016 Vote: Hillary Clinton	58%	(212)	29%	(104)	13%	(48)	364
2016 Vote: Donald Trump	47%	(102)	37%	(80)	16%	(36)	217
2016 Vote: Didn't Vote	49%	(189)	26%	(98)	25%	(96)	382
Voted in 2014: Yes	54%	(269)	33%	(163)	14%	(69)	502
Voted in 2014: No	50%	(249)	27%	(132)	23%	(116)	497
2012 Vote: Barack Obama	55%	(208)	32%	(121)	14%	(52)	382
2012 Vote: Mitt Romney	43%	(54)	38%	(49)	19%	(25)	128
2012 Vote: Didn't Vote	52%	(244)	26%	(121)	22%	(103)	468
4-Region: Northeast	51%	(87)	31%	(53)	18%	(30)	170
4-Region: Midwest	54%	(53)	32%	(31)	14%	(13)	97
4-Region: South	51%	(227)	30%	(134)	19%	(84)	445
4-Region: West	53%	(151)	27%	(78)	20%	(58)	286
Mexican	54%	(253)	26%	(123)	19%	(89)	465
Puerto Rican	47%	(84)	33%	(59)	20%	(37)	179
Cuban	53%	(43)	33%	(26)	15%	(12)	81
Other South American	49%	(59)	36%	(43)	14%	(17)	119

Continued on next page

Table MCFE35_5: Considering how you will vote in the 2020 presidential election, how much of a factor are each of the following issues when deciding which candidate to vote for?

Immigration

Demographic	Major factor		Minor factor		Not a factor at all		Total N
Hispanic Adults	52%	(518)	30%	(296)	19%	(185)	999
Speaks only English at home	49%	(130)	33%	(88)	18%	(48)	265
Speaks mostly English at home	51%	(130)	28%	(72)	21%	(52)	254
Speaks both English and Spanish at home	51%	(164)	31%	(101)	18%	(58)	323
Speaks mostly Spanish at home	57%	(63)	24%	(26)	19%	(21)	111
Trump supporter	44%	(121)	36%	(98)	20%	(53)	272
Biden supporter	59%	(338)	27%	(156)	14%	(79)	573
Sports fans	50%	(357)	32%	(231)	18%	(129)	717
Avid sports fans	49%	(146)	31%	(93)	20%	(60)	299
Sports fans, Age: 18-34	50%	(127)	33%	(84)	17%	(43)	253
Sports fans, Age: 35-44	44%	(80)	36%	(65)	21%	(37)	182
Sports fans, Age: 45-64	50%	(105)	33%	(69)	17%	(35)	209
Sports fans, Age: 65+	62%	(45)	20%	(14)	18%	(13)	73
Movie studios should diversify teams	57%	(394)	29%	(202)	14%	(95)	691
Movie studios should diversify stories	59%	(351)	29%	(170)	12%	(74)	595
Concerned about Covid	53%	(454)	30%	(260)	17%	(142)	856
No experience with Covid	46%	(148)	29%	(94)	26%	(84)	326
Health care major factor for election	64%	(420)	26%	(172)	10%	(66)	658
Social media users	52%	(503)	30%	(290)	19%	(182)	975
WhatsApp users	54%	(258)	31%	(147)	15%	(69)	474
WeChat users	40%	(24)	44%	(27)	16%	(10)	61
Social media news source at least once a week	52%	(355)	31%	(209)	17%	(115)	679

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

Table MCFE36_1: Now on another topic...Do you currently have an account on the following social media platforms?

Facebook

Demographic	Yes		No		Total N
Hispanic Adults	82%	(820)	18%	(179)	999
Gender: Male	82%	(410)	18%	(90)	500
Gender: Female	82%	(410)	18%	(89)	499
Age: 18-34	80%	(303)	20%	(74)	378
Age: 35-44	85%	(188)	15%	(34)	222
Age: 45-64	87%	(251)	13%	(38)	290
Age: 65+	70%	(77)	30%	(33)	110
GenZers: 1997-2012	69%	(94)	31%	(42)	137
Millennials: 1981-1996	87%	(313)	13%	(49)	361
GenXers: 1965-1980	86%	(248)	14%	(40)	289
Baby Boomers: 1946-1964	81%	(154)	19%	(37)	191
PID: Dem (no lean)	82%	(362)	18%	(82)	444
PID: Ind (no lean)	80%	(255)	20%	(64)	319
PID: Rep (no lean)	86%	(202)	14%	(34)	236
PID/Gender: Dem Men	79%	(158)	21%	(42)	199
PID/Gender: Dem Women	83%	(204)	17%	(40)	245
PID/Gender: Ind Men	80%	(125)	20%	(31)	156
PID/Gender: Ind Women	80%	(130)	20%	(33)	162
PID/Gender: Rep Men	88%	(126)	12%	(17)	144
PID/Gender: Rep Women	82%	(76)	18%	(16)	92
Ideo: Liberal (1-3)	80%	(272)	20%	(69)	341
Ideo: Moderate (4)	87%	(293)	13%	(44)	337
Ideo: Conservative (5-7)	84%	(191)	16%	(36)	227
Educ: < College	81%	(469)	19%	(110)	579
Educ: Bachelors degree	87%	(226)	13%	(34)	260
Educ: Post-grad	78%	(125)	22%	(35)	160
Income: Under 50k	80%	(410)	20%	(105)	514
Income: 50k-100k	84%	(264)	16%	(49)	313
Income: 100k+	85%	(146)	15%	(25)	171
Ethnicity: White	84%	(530)	16%	(103)	633
Ethnicity: Hispanic	82%	(820)	18%	(179)	999
Ethnicity: Black	87%	(50)	13%	(8)	57

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Table MCFE36_1: Now on another topic...Do you currently have an account on the following social media platforms?
Facebook

Demographic	Yes	No	Total N
Hispanic Adults	82% (820)	18% (179)	999
Ethnicity: Other	78% (240)	22% (69)	309
All Christian	85% (470)	15% (83)	553
Agnostic/Nothing in particular	75% (174)	25% (59)	233
Something Else	80% (106)	20% (27)	133
Evangelical	90% (214)	10% (24)	238
Non-Evangelical	80% (348)	20% (87)	435
Community: Urban	85% (387)	15% (67)	454
Community: Suburban	79% (342)	21% (89)	431
Community: Rural	80% (91)	20% (23)	114
Employ: Private Sector	87% (321)	13% (49)	370
Employ: Government	89% (67)	11% (8)	75
Employ: Self-Employed	76% (72)	24% (23)	95
Employ: Student	74% (47)	26% (16)	64
Employ: Retired	73% (88)	27% (32)	120
Employ: Unemployed	78% (122)	22% (34)	156
Employ: Other	84% (59)	16% (11)	70
Military HH: Yes	78% (91)	22% (26)	117
Military HH: No	83% (729)	17% (153)	882
RD/WT: Right Direction	89% (242)	11% (29)	270
RD/WT: Wrong Track	79% (578)	21% (151)	729
Trump Job Approve	87% (278)	13% (42)	320
Trump Job Disapprove	81% (510)	19% (122)	633
Trump Job Strongly Approve	87% (148)	13% (22)	170
Trump Job Somewhat Approve	87% (130)	13% (20)	150
Trump Job Somewhat Disapprove	84% (113)	16% (21)	134
Trump Job Strongly Disapprove	80% (397)	20% (102)	499
Favorable of Trump	88% (281)	12% (37)	318
Unfavorable of Trump	80% (500)	20% (122)	622

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Table MCFE36_1: Now on another topic...Do you currently have an account on the following social media platforms?

Facebook

Demographic	Yes		No		Total N
Hispanic Adults	82%	(820)	18%	(179)	999
Very Favorable of Trump	89%	(160)	11%	(20)	180
Somewhat Favorable of Trump	88%	(122)	12%	(17)	138
Somewhat Unfavorable of Trump	82%	(87)	18%	(19)	106
Very Unfavorable of Trump	80%	(412)	20%	(103)	515
#1 Issue: Economy	84%	(327)	16%	(61)	388
#1 Issue: Security	83%	(64)	17%	(13)	77
#1 Issue: Health Care	81%	(173)	19%	(40)	213
#1 Issue: Medicare / Social Security	78%	(59)	22%	(17)	76
#1 Issue: Women's Issues	85%	(55)	15%	(10)	65
#1 Issue: Education	85%	(48)	15%	(9)	57
#1 Issue: Energy	72%	(40)	28%	(16)	56
#1 Issue: Other	78%	(52)	22%	(14)	67
2018 House Vote: Democrat	82%	(307)	18%	(66)	373
2018 House Vote: Republican	87%	(179)	13%	(26)	205
2016 Vote: Hillary Clinton	81%	(295)	19%	(68)	364
2016 Vote: Donald Trump	90%	(195)	10%	(23)	217
2016 Vote: Didn't Vote	78%	(300)	22%	(82)	382
Voted in 2014: Yes	85%	(424)	15%	(77)	502
Voted in 2014: No	80%	(396)	20%	(102)	497
2012 Vote: Barack Obama	82%	(312)	18%	(69)	382
2012 Vote: Mitt Romney	84%	(107)	16%	(21)	128
2012 Vote: Didn't Vote	81%	(381)	19%	(87)	468
4-Region: Northeast	85%	(146)	15%	(25)	170
4-Region: Midwest	87%	(85)	13%	(12)	97
4-Region: South	80%	(358)	20%	(87)	445
4-Region: West	81%	(231)	19%	(55)	286
Mexican	81%	(375)	19%	(90)	465
Puerto Rican	84%	(151)	16%	(28)	179
Cuban	80%	(65)	20%	(16)	81
Other South American	87%	(104)	13%	(15)	119

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Table MCFE36_1: Now on another topic...Do you currently have an account on the following social media platforms?
Facebook

Demographic	Yes	No	Total N
Hispanic Adults	82% (820)	18% (179)	999
Speaks only English at home	85% (226)	15% (39)	265
Speaks mostly English at home	78% (197)	22% (56)	254
Speaks both English and Spanish at home	83% (269)	17% (54)	323
Speaks mostly Spanish at home	80% (89)	20% (22)	111
Trump supporter	88% (238)	12% (34)	272
Biden supporter	81% (464)	19% (110)	573
Sports fans	84% (603)	16% (114)	717
Avid sports fans	87% (261)	13% (38)	299
Sports fans, Age: 18-34	84% (214)	16% (40)	253
Sports fans, Age: 35-44	86% (156)	14% (25)	182
Sports fans, Age: 45-64	86% (180)	14% (29)	209
Sports fans, Age: 65+	72% (52)	28% (20)	73
Movie studios should diversify teams	83% (572)	17% (119)	691
Movie studios should diversify stories	84% (499)	16% (96)	595
Concerned about Covid	82% (703)	18% (153)	856
No experience with Covid	79% (259)	21% (67)	326
Health care major factor for election	81% (535)	19% (123)	658
Social media users	84% (820)	16% (155)	975
WhatsApp users	88% (416)	12% (58)	474
WeChat users	92% (56)	8% (5)	61
Social media news source at least once a week	89% (605)	11% (74)	679

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

Table MCFE36_2: Now on another topic...Do you currently have an account on the following social media platforms?

Twitter

Demographic	Yes		No		Total N
Hispanic Adults	53%	(531)	47%	(468)	999
Gender: Male	62%	(309)	38%	(190)	500
Gender: Female	44%	(221)	56%	(278)	499
Age: 18-34	64%	(240)	36%	(138)	378
Age: 35-44	56%	(124)	44%	(98)	222
Age: 45-64	47%	(135)	53%	(155)	290
Age: 65+	29%	(32)	71%	(78)	110
GenZers: 1997-2012	69%	(95)	31%	(42)	137
Millennials: 1981-1996	61%	(219)	39%	(142)	361
GenXers: 1965-1980	48%	(139)	52%	(149)	289
Baby Boomers: 1946-1964	38%	(73)	62%	(118)	191
PID: Dem (no lean)	52%	(232)	48%	(212)	444
PID: Ind (no lean)	52%	(166)	48%	(153)	319
PID: Rep (no lean)	56%	(133)	44%	(103)	236
PID/Gender: Dem Men	62%	(123)	38%	(76)	199
PID/Gender: Dem Women	44%	(109)	56%	(136)	245
PID/Gender: Ind Men	56%	(88)	44%	(68)	156
PID/Gender: Ind Women	48%	(78)	52%	(84)	162
PID/Gender: Rep Men	68%	(98)	32%	(45)	144
PID/Gender: Rep Women	38%	(35)	62%	(58)	92
Ideo: Liberal (1-3)	57%	(193)	43%	(148)	341
Ideo: Moderate (4)	53%	(180)	47%	(158)	337
Ideo: Conservative (5-7)	55%	(126)	45%	(101)	227
Educ: < College	47%	(274)	53%	(306)	579
Educ: Bachelors degree	63%	(164)	37%	(96)	260
Educ: Post-grad	58%	(93)	42%	(67)	160
Income: Under 50k	45%	(231)	55%	(283)	514
Income: 50k-100k	60%	(188)	40%	(125)	313
Income: 100k+	65%	(111)	35%	(60)	171
Ethnicity: White	55%	(351)	45%	(282)	633
Ethnicity: Hispanic	53%	(531)	47%	(468)	999
Ethnicity: Black	57%	(33)	43%	(25)	57

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Table MCFE36_2: Now on another topic...Do you currently have an account on the following social media platforms?

Twitter

Demographic	Yes		No		Total N
Hispanic Adults	53%	(531)	47%	(468)	999
Ethnicity: Other	48%	(147)	52%	(161)	309
All Christian	54%	(299)	46%	(254)	553
Agnostic/Nothing in particular	53%	(123)	47%	(110)	233
Something Else	40%	(53)	60%	(81)	133
Evangelical	56%	(133)	44%	(105)	238
Non-Evangelical	48%	(211)	52%	(224)	435
Community: Urban	55%	(249)	45%	(205)	454
Community: Suburban	54%	(232)	46%	(199)	431
Community: Rural	44%	(50)	56%	(64)	114
Employ: Private Sector	61%	(227)	39%	(143)	370
Employ: Government	56%	(42)	44%	(33)	75
Employ: Self-Employed	55%	(53)	45%	(42)	95
Employ: Student	65%	(41)	35%	(22)	64
Employ: Retired	32%	(38)	68%	(82)	120
Employ: Unemployed	45%	(70)	55%	(86)	156
Employ: Other	54%	(38)	46%	(32)	70
Military HH: Yes	51%	(59)	49%	(58)	117
Military HH: No	53%	(471)	47%	(411)	882
RD/WT: Right Direction	64%	(173)	36%	(98)	270
RD/WT: Wrong Track	49%	(358)	51%	(371)	729
Trump Job Approve	59%	(188)	41%	(132)	320
Trump Job Disapprove	51%	(325)	49%	(308)	633
Trump Job Strongly Approve	59%	(100)	41%	(70)	170
Trump Job Somewhat Approve	59%	(88)	41%	(61)	150
Trump Job Somewhat Disapprove	56%	(75)	44%	(58)	134
Trump Job Strongly Disapprove	50%	(249)	50%	(250)	499
Favorable of Trump	62%	(196)	38%	(122)	318
Unfavorable of Trump	50%	(312)	50%	(310)	622

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Table MCFE36_2: Now on another topic...Do you currently have an account on the following social media platforms?

Twitter

Demographic	Yes		No		Total N
Hispanic Adults	53%	(531)	47%	(468)	999
Very Favorable of Trump	61%	(110)	39%	(70)	180
Somewhat Favorable of Trump	63%	(87)	37%	(52)	138
Somewhat Unfavorable of Trump	55%	(59)	45%	(48)	106
Very Unfavorable of Trump	49%	(254)	51%	(262)	515
#1 Issue: Economy	54%	(208)	46%	(180)	388
#1 Issue: Security	62%	(48)	38%	(30)	77
#1 Issue: Health Care	58%	(124)	42%	(89)	213
#1 Issue: Medicare / Social Security	29%	(22)	71%	(54)	76
#1 Issue: Women's Issues	54%	(35)	46%	(30)	65
#1 Issue: Education	58%	(33)	42%	(24)	57
#1 Issue: Energy	51%	(28)	49%	(28)	56
#1 Issue: Other	49%	(33)	51%	(34)	67
2018 House Vote: Democrat	55%	(203)	45%	(169)	373
2018 House Vote: Republican	62%	(128)	38%	(77)	205
2016 Vote: Hillary Clinton	52%	(188)	48%	(176)	364
2016 Vote: Donald Trump	66%	(143)	34%	(75)	217
2016 Vote: Didn't Vote	47%	(180)	53%	(202)	382
Voted in 2014: Yes	57%	(286)	43%	(216)	502
Voted in 2014: No	49%	(245)	51%	(252)	497
2012 Vote: Barack Obama	53%	(202)	47%	(180)	382
2012 Vote: Mitt Romney	63%	(80)	37%	(47)	128
2012 Vote: Didn't Vote	51%	(238)	49%	(230)	468
4-Region: Northeast	64%	(109)	36%	(62)	170
4-Region: Midwest	51%	(50)	49%	(47)	97
4-Region: South	50%	(220)	50%	(225)	445
4-Region: West	53%	(152)	47%	(135)	286
Mexican	49%	(230)	51%	(235)	465
Puerto Rican	56%	(100)	44%	(79)	179
Cuban	50%	(40)	50%	(41)	81
Other South American	65%	(77)	35%	(42)	119

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Table MCFE36_2: Now on another topic...Do you currently have an account on the following social media platforms?

Twitter

Demographic	Yes		No		Total N
Hispanic Adults	53%	(531)	47%	(468)	999
Speaks only English at home	50%	(132)	50%	(133)	265
Speaks mostly English at home	51%	(129)	49%	(125)	254
Speaks both English and Spanish at home	59%	(189)	41%	(134)	323
Speaks mostly Spanish at home	57%	(63)	43%	(48)	111
Trump supporter	60%	(162)	40%	(110)	272
Biden supporter	53%	(304)	47%	(270)	573
Sports fans	58%	(413)	42%	(305)	717
Avid sports fans	68%	(204)	32%	(95)	299
Sports fans, Age: 18-34	67%	(169)	33%	(84)	253
Sports fans, Age: 35-44	61%	(110)	39%	(71)	182
Sports fans, Age: 45-64	50%	(105)	50%	(104)	209
Sports fans, Age: 65+	38%	(28)	62%	(45)	73
Movie studios should diversify teams	57%	(394)	43%	(297)	691
Movie studios should diversify stories	56%	(335)	44%	(260)	595
Concerned about Covid	53%	(451)	47%	(404)	856
No experience with Covid	50%	(164)	50%	(162)	326
Health care major factor for election	52%	(345)	48%	(313)	658
Social media users	54%	(531)	46%	(444)	975
WhatsApp users	62%	(293)	38%	(181)	474
WeChat users	84%	(51)	16%	(10)	61
Social media news source at least once a week	60%	(410)	40%	(269)	679

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

Table MCFE36_3: Now on another topic...Do you currently have an account on the following social media platforms?

Reddit

Demographic	Yes		No		Total N
Hispanic Adults	23%	(230)	77%	(769)	999
Gender: Male	31%	(156)	69%	(344)	500
Gender: Female	15%	(74)	85%	(425)	499
Age: 18-34	32%	(120)	68%	(257)	378
Age: 35-44	28%	(61)	72%	(161)	222
Age: 45-64	16%	(47)	84%	(243)	290
Age: 65+	2%	(2)	98%	(108)	110
GenZers: 1997-2012	29%	(40)	71%	(97)	137
Millennials: 1981-1996	33%	(121)	67%	(241)	361
GenXers: 1965-1980	20%	(58)	80%	(231)	289
Baby Boomers: 1946-1964	6%	(11)	94%	(180)	191
PID: Dem (no lean)	22%	(99)	78%	(346)	444
PID: Ind (no lean)	22%	(70)	78%	(248)	319
PID: Rep (no lean)	26%	(61)	74%	(175)	236
PID/Gender: Dem Men	31%	(63)	69%	(137)	199
PID/Gender: Dem Women	15%	(36)	85%	(209)	245
PID/Gender: Ind Men	27%	(42)	73%	(114)	156
PID/Gender: Ind Women	17%	(28)	83%	(134)	162
PID/Gender: Rep Men	36%	(51)	64%	(92)	144
PID/Gender: Rep Women	11%	(10)	89%	(83)	92
Ideo: Liberal (1-3)	29%	(99)	71%	(242)	341
Ideo: Moderate (4)	22%	(76)	78%	(262)	337
Ideo: Conservative (5-7)	22%	(50)	78%	(177)	227
Educ: < College	19%	(109)	81%	(470)	579
Educ: Bachelors degree	29%	(76)	71%	(184)	260
Educ: Post-grad	28%	(44)	72%	(116)	160
Income: Under 50k	18%	(91)	82%	(423)	514
Income: 50k-100k	28%	(88)	72%	(225)	313
Income: 100k+	29%	(50)	71%	(121)	171
Ethnicity: White	23%	(144)	77%	(489)	633
Ethnicity: Hispanic	23%	(230)	77%	(769)	999
Ethnicity: Black	30%	(17)	70%	(40)	57

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Table MCFE36_3: Now on another topic...Do you currently have an account on the following social media platforms?
Reddit

Demographic	Yes		No		Total N
Hispanic Adults	23%	(230)	77%	(769)	999
Ethnicity: Other	22%	(69)	78%	(240)	309
All Christian	22%	(123)	78%	(431)	553
Agnostic/Nothing in particular	25%	(58)	75%	(175)	233
Something Else	15%	(21)	85%	(113)	133
Evangelical	24%	(57)	76%	(181)	238
Non-Evangelical	19%	(83)	81%	(352)	435
Community: Urban	24%	(107)	76%	(347)	454
Community: Suburban	23%	(101)	77%	(331)	431
Community: Rural	20%	(22)	80%	(91)	114
Employ: Private Sector	32%	(117)	68%	(254)	370
Employ: Government	23%	(18)	77%	(58)	75
Employ: Self-Employed	26%	(24)	74%	(70)	95
Employ: Student	32%	(20)	68%	(43)	64
Employ: Retired	5%	(6)	95%	(113)	120
Employ: Unemployed	17%	(27)	83%	(129)	156
Employ: Other	15%	(10)	85%	(60)	70
Military HH: Yes	24%	(28)	76%	(89)	117
Military HH: No	23%	(202)	77%	(680)	882
RD/WT: Right Direction	28%	(77)	72%	(194)	270
RD/WT: Wrong Track	21%	(153)	79%	(575)	729
Trump Job Approve	24%	(75)	76%	(245)	320
Trump Job Disapprove	24%	(149)	76%	(484)	633
Trump Job Strongly Approve	28%	(48)	72%	(122)	170
Trump Job Somewhat Approve	18%	(27)	82%	(123)	150
Trump Job Somewhat Disapprove	22%	(30)	78%	(104)	134
Trump Job Strongly Disapprove	24%	(119)	76%	(380)	499
Favorable of Trump	22%	(70)	78%	(248)	318
Unfavorable of Trump	24%	(150)	76%	(472)	622

Continued on next page

Table MCFE36_3: Now on another topic...Do you currently have an account on the following social media platforms?

Reddit

Demographic	Yes		No		Total N
Hispanic Adults	23%	(230)	77%	(769)	999
Very Favorable of Trump	29%	(52)	71%	(128)	180
Somewhat Favorable of Trump	14%	(19)	86%	(120)	138
Somewhat Unfavorable of Trump	28%	(30)	72%	(77)	106
Very Unfavorable of Trump	23%	(120)	77%	(395)	515
#1 Issue: Economy	25%	(96)	75%	(293)	388
#1 Issue: Security	24%	(18)	76%	(59)	77
#1 Issue: Health Care	24%	(51)	76%	(162)	213
#1 Issue: Medicare / Social Security	4%	(3)	96%	(73)	76
#1 Issue: Women's Issues	22%	(14)	78%	(50)	65
#1 Issue: Education	21%	(12)	79%	(45)	57
#1 Issue: Energy	33%	(18)	67%	(37)	56
#1 Issue: Other	25%	(17)	75%	(50)	67
2018 House Vote: Democrat	28%	(105)	72%	(268)	373
2018 House Vote: Republican	27%	(55)	73%	(150)	205
2016 Vote: Hillary Clinton	27%	(96)	73%	(267)	364
2016 Vote: Donald Trump	29%	(64)	71%	(154)	217
2016 Vote: Didn't Vote	17%	(64)	83%	(318)	382
Voted in 2014: Yes	26%	(131)	74%	(371)	502
Voted in 2014: No	20%	(99)	80%	(398)	497
2012 Vote: Barack Obama	25%	(95)	75%	(287)	382
2012 Vote: Mitt Romney	28%	(35)	72%	(92)	128
2012 Vote: Didn't Vote	21%	(96)	79%	(372)	468
4-Region: Northeast	26%	(44)	74%	(126)	170
4-Region: Midwest	22%	(21)	78%	(76)	97
4-Region: South	21%	(91)	79%	(354)	445
4-Region: West	26%	(73)	74%	(213)	286
Mexican	23%	(106)	77%	(359)	465
Puerto Rican	26%	(46)	74%	(133)	179
Cuban	20%	(16)	80%	(65)	81
Other South American	24%	(28)	76%	(91)	119

Continued on next page

Table MCFE36_3: Now on another topic...Do you currently have an account on the following social media platforms?
Reddit

Demographic	Yes		No		Total N
Hispanic Adults	23%	(230)	77%	(769)	999
Speaks only English at home	21%	(57)	79%	(208)	265
Speaks mostly English at home	23%	(59)	77%	(195)	254
Speaks both English and Spanish at home	27%	(87)	73%	(237)	323
Speaks mostly Spanish at home	18%	(20)	82%	(91)	111
Trump supporter	25%	(67)	75%	(204)	272
Biden supporter	24%	(135)	76%	(438)	573
Sports fans	25%	(179)	75%	(538)	717
Avid sports fans	31%	(92)	69%	(208)	299
Sports fans, Age: 18-34	34%	(85)	66%	(168)	253
Sports fans, Age: 35-44	30%	(55)	70%	(127)	182
Sports fans, Age: 45-64	18%	(37)	82%	(172)	209
Sports fans, Age: 65+	3%	(2)	97%	(71)	73
Movie studios should diversify teams	26%	(180)	74%	(510)	691
Movie studios should diversify stories	26%	(156)	74%	(439)	595
Concerned about Covid	23%	(197)	77%	(658)	856
No experience with Covid	20%	(66)	80%	(260)	326
Health care major factor for election	23%	(149)	77%	(509)	658
Social media users	24%	(230)	76%	(745)	975
WhatsApp users	31%	(149)	69%	(325)	474
WeChat users	60%	(36)	40%	(25)	61
Social media news source at least once a week	26%	(178)	74%	(501)	679

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

Table MCFE36_4: Now on another topic...Do you currently have an account on the following social media platforms?

LinkedIn

Demographic	Yes		No		Total N
Hispanic Adults	36%	(362)	64%	(637)	999
Gender: Male	42%	(208)	58%	(291)	500
Gender: Female	31%	(154)	69%	(346)	499
Age: 18-34	29%	(111)	71%	(267)	378
Age: 35-44	48%	(106)	52%	(116)	222
Age: 45-64	39%	(113)	61%	(177)	290
Age: 65+	30%	(33)	70%	(77)	110
GenZers: 1997-2012	17%	(23)	83%	(113)	137
Millennials: 1981-1996	41%	(147)	59%	(215)	361
GenXers: 1965-1980	41%	(118)	59%	(171)	289
Baby Boomers: 1946-1964	36%	(69)	64%	(122)	191
PID: Dem (no lean)	36%	(161)	64%	(284)	444
PID: Ind (no lean)	31%	(100)	69%	(219)	319
PID: Rep (no lean)	43%	(101)	57%	(135)	236
PID/Gender: Dem Men	40%	(80)	60%	(120)	199
PID/Gender: Dem Women	33%	(81)	67%	(164)	245
PID/Gender: Ind Men	35%	(55)	65%	(101)	156
PID/Gender: Ind Women	27%	(44)	73%	(118)	162
PID/Gender: Rep Men	51%	(73)	49%	(71)	144
PID/Gender: Rep Women	31%	(29)	69%	(64)	92
Ideo: Liberal (1-3)	40%	(137)	60%	(204)	341
Ideo: Moderate (4)	36%	(122)	64%	(216)	337
Ideo: Conservative (5-7)	39%	(90)	61%	(137)	227
Educ: < College	22%	(129)	78%	(451)	579
Educ: Bachelors degree	53%	(139)	47%	(121)	260
Educ: Post-grad	59%	(95)	41%	(65)	160
Income: Under 50k	24%	(122)	76%	(393)	514
Income: 50k-100k	46%	(144)	54%	(169)	313
Income: 100k+	56%	(97)	44%	(75)	171
Ethnicity: White	42%	(267)	58%	(366)	633
Ethnicity: Hispanic	36%	(362)	64%	(637)	999
Ethnicity: Black	46%	(27)	54%	(31)	57

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Table MCFE36_4: Now on another topic...Do you currently have an account on the following social media platforms?
LinkedIn

Demographic	Yes	No	Total N
Hispanic Adults	36% (362)	64% (637)	999
Ethnicity: Other	22% (68)	78% (240)	309
All Christian	39% (218)	61% (335)	553
Agnostic/Nothing in particular	33% (77)	67% (156)	233
Something Else	31% (41)	69% (92)	133
Evangelical	41% (98)	59% (141)	238
Non-Evangelical	35% (154)	65% (281)	435
Community: Urban	38% (171)	62% (283)	454
Community: Suburban	38% (162)	62% (269)	431
Community: Rural	25% (28)	75% (85)	114
Employ: Private Sector	51% (190)	49% (181)	370
Employ: Government	46% (35)	54% (40)	75
Employ: Self-Employed	33% (31)	67% (64)	95
Employ: Student	28% (18)	72% (46)	64
Employ: Retired	23% (28)	77% (92)	120
Employ: Unemployed	25% (39)	75% (117)	156
Employ: Other	20% (14)	80% (56)	70
Military HH: Yes	33% (38)	67% (79)	117
Military HH: No	37% (323)	63% (558)	882
RD/WT: Right Direction	45% (123)	55% (148)	270
RD/WT: Wrong Track	33% (239)	67% (489)	729
Trump Job Approve	41% (130)	59% (190)	320
Trump Job Disapprove	36% (225)	64% (408)	633
Trump Job Strongly Approve	45% (76)	55% (94)	170
Trump Job Somewhat Approve	36% (54)	64% (96)	150
Trump Job Somewhat Disapprove	38% (50)	62% (83)	134
Trump Job Strongly Disapprove	35% (174)	65% (325)	499
Favorable of Trump	44% (141)	56% (177)	318
Unfavorable of Trump	35% (215)	65% (407)	622

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Table MCFE36_4: Now on another topic...Do you currently have an account on the following social media platforms?

LinkedIn

Demographic	Yes		No		Total N
Hispanic Adults	36%	(362)	64%	(637)	999
Very Favorable of Trump	45%	(81)	55%	(99)	180
Somewhat Favorable of Trump	43%	(60)	57%	(79)	138
Somewhat Unfavorable of Trump	37%	(39)	63%	(67)	106
Very Unfavorable of Trump	34%	(176)	66%	(340)	515
#1 Issue: Economy	39%	(151)	61%	(237)	388
#1 Issue: Security	35%	(27)	65%	(50)	77
#1 Issue: Health Care	41%	(86)	59%	(126)	213
#1 Issue: Medicare / Social Security	21%	(16)	79%	(60)	76
#1 Issue: Women's Issues	33%	(21)	67%	(44)	65
#1 Issue: Education	37%	(21)	63%	(36)	57
#1 Issue: Energy	34%	(19)	66%	(37)	56
#1 Issue: Other	30%	(20)	70%	(47)	67
2018 House Vote: Democrat	40%	(147)	60%	(225)	373
2018 House Vote: Republican	53%	(109)	47%	(96)	205
2016 Vote: Hillary Clinton	41%	(149)	59%	(215)	364
2016 Vote: Donald Trump	49%	(106)	51%	(111)	217
2016 Vote: Didn't Vote	24%	(92)	76%	(290)	382
Voted in 2014: Yes	44%	(221)	56%	(280)	502
Voted in 2014: No	28%	(141)	72%	(357)	497
2012 Vote: Barack Obama	42%	(160)	58%	(221)	382
2012 Vote: Mitt Romney	49%	(63)	51%	(65)	128
2012 Vote: Didn't Vote	27%	(128)	73%	(341)	468
4-Region: Northeast	40%	(67)	60%	(103)	170
4-Region: Midwest	42%	(41)	58%	(56)	97
4-Region: South	36%	(162)	64%	(283)	445
4-Region: West	32%	(92)	68%	(195)	286
Mexican	30%	(142)	70%	(324)	465
Puerto Rican	39%	(70)	61%	(109)	179
Cuban	38%	(31)	62%	(50)	81
Other South American	54%	(64)	46%	(55)	119

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Table MCFE36_4: Now on another topic...Do you currently have an account on the following social media platforms?
LinkedIn

Demographic	Yes		No		Total N
Hispanic Adults	36%	(362)	64%	(637)	999
Speaks only English at home	35%	(93)	65%	(172)	265
Speaks mostly English at home	40%	(102)	60%	(152)	254
Speaks both English and Spanish at home	34%	(109)	66%	(215)	323
Speaks mostly Spanish at home	36%	(40)	64%	(71)	111
Trump supporter	45%	(122)	55%	(149)	272
Biden supporter	36%	(204)	64%	(370)	573
Sports fans	41%	(294)	59%	(423)	717
Avid sports fans	48%	(144)	52%	(155)	299
Sports fans, Age: 18-34	35%	(89)	65%	(164)	253
Sports fans, Age: 35-44	52%	(95)	48%	(86)	182
Sports fans, Age: 45-64	40%	(85)	60%	(125)	209
Sports fans, Age: 65+	34%	(25)	66%	(48)	73
Movie studios should diversify teams	41%	(281)	59%	(410)	691
Movie studios should diversify stories	40%	(238)	60%	(357)	595
Concerned about Covid	36%	(310)	64%	(545)	856
No experience with Covid	32%	(105)	68%	(221)	326
Health care major factor for election	37%	(246)	63%	(412)	658
Social media users	37%	(362)	63%	(613)	975
WhatsApp users	49%	(232)	51%	(242)	474
WeChat users	72%	(44)	28%	(17)	61
Social media news source at least once a week	40%	(272)	60%	(407)	679

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

Table MCFE36_5: Now on another topic...Do you currently have an account on the following social media platforms?

Instagram

Demographic	Yes		No		Total N
Hispanic Adults	67%	(674)	33%	(325)	999
Gender: Male	65%	(327)	35%	(173)	500
Gender: Female	70%	(347)	30%	(152)	499
Age: 18-34	81%	(307)	19%	(71)	378
Age: 35-44	77%	(171)	23%	(51)	222
Age: 45-64	57%	(164)	43%	(125)	290
Age: 65+	29%	(32)	71%	(78)	110
GenZers: 1997-2012	81%	(111)	19%	(26)	137
Millennials: 1981-1996	81%	(291)	19%	(70)	361
GenXers: 1965-1980	65%	(188)	35%	(100)	289
Baby Boomers: 1946-1964	41%	(78)	59%	(113)	191
PID: Dem (no lean)	69%	(307)	31%	(137)	444
PID: Ind (no lean)	67%	(212)	33%	(106)	319
PID: Rep (no lean)	66%	(155)	34%	(81)	236
PID/Gender: Dem Men	69%	(138)	31%	(62)	199
PID/Gender: Dem Women	69%	(169)	31%	(76)	245
PID/Gender: Ind Men	59%	(93)	41%	(63)	156
PID/Gender: Ind Women	74%	(119)	26%	(43)	162
PID/Gender: Rep Men	67%	(96)	33%	(47)	144
PID/Gender: Rep Women	63%	(58)	37%	(34)	92
Ideo: Liberal (1-3)	73%	(250)	27%	(91)	341
Ideo: Moderate (4)	66%	(222)	34%	(115)	337
Ideo: Conservative (5-7)	62%	(141)	38%	(86)	227
Educ: < College	64%	(372)	36%	(208)	579
Educ: Bachelors degree	74%	(193)	26%	(67)	260
Educ: Post-grad	69%	(110)	31%	(50)	160
Income: Under 50k	65%	(334)	35%	(181)	514
Income: 50k-100k	68%	(214)	32%	(99)	313
Income: 100k+	74%	(126)	26%	(45)	171
Ethnicity: White	68%	(429)	32%	(204)	633
Ethnicity: Hispanic	67%	(674)	33%	(325)	999
Ethnicity: Black	77%	(44)	23%	(13)	57

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Table MCFE36_5: Now on another topic...Do you currently have an account on the following social media platforms?
Instagram

Demographic	Yes	No	Total N
Hispanic Adults	67% (674)	33% (325)	999
Ethnicity: Other	65% (201)	35% (108)	309
All Christian	67% (369)	33% (184)	553
Agnostic/Nothing in particular	67% (156)	33% (77)	233
Something Else	66% (88)	34% (45)	133
Evangelical	67% (159)	33% (79)	238
Non-Evangelical	66% (286)	34% (149)	435
Community: Urban	75% (339)	25% (115)	454
Community: Suburban	63% (274)	37% (158)	431
Community: Rural	54% (61)	46% (52)	114
Employ: Private Sector	72% (268)	28% (102)	370
Employ: Government	80% (60)	20% (15)	75
Employ: Self-Employed	67% (64)	33% (31)	95
Employ: Student	81% (52)	19% (12)	64
Employ: Retired	37% (44)	63% (75)	120
Employ: Unemployed	68% (105)	32% (51)	156
Employ: Other	64% (45)	36% (26)	70
Military HH: Yes	51% (60)	49% (57)	117
Military HH: No	70% (614)	30% (268)	882
RD/WT: Right Direction	74% (201)	26% (70)	270
RD/WT: Wrong Track	65% (473)	35% (255)	729
Trump Job Approve	67% (214)	33% (105)	320
Trump Job Disapprove	68% (428)	32% (205)	633
Trump Job Strongly Approve	61% (104)	39% (66)	170
Trump Job Somewhat Approve	74% (111)	26% (39)	150
Trump Job Somewhat Disapprove	70% (94)	30% (40)	134
Trump Job Strongly Disapprove	67% (334)	33% (165)	499
Favorable of Trump	69% (218)	31% (100)	318
Unfavorable of Trump	67% (418)	33% (204)	622

Continued on next page

Table MCFE36_5: Now on another topic...Do you currently have an account on the following social media platforms?

Instagram

Demographic	Yes	No	Total N
Hispanic Adults	67% (674)	33% (325)	999
Very Favorable of Trump	64% (115)	36% (65)	180
Somewhat Favorable of Trump	75% (104)	25% (35)	138
Somewhat Unfavorable of Trump	72% (77)	28% (30)	106
Very Unfavorable of Trump	66% (341)	34% (174)	515
#1 Issue: Economy	68% (264)	32% (125)	388
#1 Issue: Security	74% (57)	26% (20)	77
#1 Issue: Health Care	66% (140)	34% (73)	213
#1 Issue: Medicare / Social Security	39% (30)	61% (46)	76
#1 Issue: Women's Issues	79% (51)	21% (14)	65
#1 Issue: Education	77% (44)	23% (13)	57
#1 Issue: Energy	75% (42)	25% (14)	56
#1 Issue: Other	69% (46)	31% (21)	67
2018 House Vote: Democrat	67% (251)	33% (122)	373
2018 House Vote: Republican	65% (134)	35% (71)	205
2016 Vote: Hillary Clinton	68% (246)	32% (118)	364
2016 Vote: Donald Trump	63% (137)	37% (80)	217
2016 Vote: Didn't Vote	71% (272)	29% (110)	382
Voted in 2014: Yes	65% (326)	35% (176)	502
Voted in 2014: No	70% (348)	30% (149)	497
2012 Vote: Barack Obama	66% (251)	34% (131)	382
2012 Vote: Mitt Romney	55% (71)	45% (57)	128
2012 Vote: Didn't Vote	73% (341)	27% (127)	468
4-Region: Northeast	78% (133)	22% (37)	170
4-Region: Midwest	67% (65)	33% (32)	97
4-Region: South	64% (286)	36% (159)	445
4-Region: West	66% (190)	34% (96)	286
Mexican	65% (301)	35% (164)	465
Puerto Rican	75% (134)	25% (45)	179
Cuban	59% (48)	41% (33)	81
Other South American	79% (94)	21% (25)	119

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Table MCFE36_5: Now on another topic...Do you currently have an account on the following social media platforms?
Instagram

Demographic	Yes	No	Total N
Hispanic Adults	67% (674)	33% (325)	999
Speaks only English at home	64% (168)	36% (97)	265
Speaks mostly English at home	64% (163)	36% (91)	254
Speaks both English and Spanish at home	72% (233)	28% (91)	323
Speaks mostly Spanish at home	74% (82)	26% (29)	111
Trump supporter	66% (179)	34% (92)	272
Biden supporter	69% (396)	31% (178)	573
Sports fans	70% (500)	30% (217)	717
Avid sports fans	74% (222)	26% (77)	299
Sports fans, Age: 18-34	84% (214)	16% (40)	253
Sports fans, Age: 35-44	78% (141)	22% (40)	182
Sports fans, Age: 45-64	59% (123)	41% (87)	209
Sports fans, Age: 65+	31% (23)	69% (50)	73
Movie studios should diversify teams	72% (498)	28% (193)	691
Movie studios should diversify stories	73% (435)	27% (160)	595
Concerned about Covid	68% (584)	32% (271)	856
No experience with Covid	62% (202)	38% (124)	326
Health care major factor for election	67% (443)	33% (215)	658
Social media users	69% (674)	31% (301)	975
WhatsApp users	81% (385)	19% (89)	474
WeChat users	96% (58)	4% (3)	61
Social media news source at least once a week	78% (531)	22% (148)	679

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

Table MCFE36_6: Now on another topic...Do you currently have an account on the following social media platforms?

Snapchat

Demographic	Yes		No		Total N
Hispanic Adults	43%	(426)	57%	(573)	999
Gender: Male	43%	(213)	57%	(287)	500
Gender: Female	43%	(214)	57%	(286)	499
Age: 18-34	66%	(251)	34%	(127)	378
Age: 35-44	45%	(100)	55%	(122)	222
Age: 45-64	25%	(72)	75%	(218)	290
Age: 65+	3%	(3)	97%	(107)	110
GenZers: 1997-2012	78%	(107)	22%	(30)	137
Millennials: 1981-1996	55%	(199)	45%	(163)	361
GenXers: 1965-1980	35%	(101)	65%	(188)	289
Baby Boomers: 1946-1964	11%	(20)	89%	(171)	191
PID: Dem (no lean)	43%	(192)	57%	(252)	444
PID: Ind (no lean)	42%	(135)	58%	(184)	319
PID: Rep (no lean)	42%	(99)	58%	(137)	236
PID/Gender: Dem Men	45%	(89)	55%	(110)	199
PID/Gender: Dem Women	42%	(103)	58%	(142)	245
PID/Gender: Ind Men	37%	(58)	63%	(99)	156
PID/Gender: Ind Women	47%	(77)	53%	(85)	162
PID/Gender: Rep Men	46%	(66)	54%	(78)	144
PID/Gender: Rep Women	36%	(34)	64%	(59)	92
Ideo: Liberal (1-3)	46%	(159)	54%	(183)	341
Ideo: Moderate (4)	37%	(126)	63%	(211)	337
Ideo: Conservative (5-7)	39%	(89)	61%	(138)	227
Educ: < College	43%	(247)	57%	(333)	579
Educ: Bachelors degree	44%	(114)	56%	(145)	260
Educ: Post-grad	41%	(66)	59%	(94)	160
Income: Under 50k	43%	(221)	57%	(294)	514
Income: 50k-100k	40%	(125)	60%	(189)	313
Income: 100k+	47%	(81)	53%	(90)	171
Ethnicity: White	41%	(260)	59%	(373)	633
Ethnicity: Hispanic	43%	(426)	57%	(573)	999
Ethnicity: Black	54%	(31)	46%	(26)	57

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Table MCFE36_6: Now on another topic...Do you currently have an account on the following social media platforms?
Snapchat

Demographic	Yes		No		Total N
Hispanic Adults	43%	(426)	57%	(573)	999
Ethnicity: Other	44%	(136)	56%	(173)	309
All Christian	38%	(210)	62%	(343)	553
Agnostic/Nothing in particular	48%	(112)	52%	(122)	233
Something Else	50%	(67)	50%	(67)	133
Evangelical	45%	(108)	55%	(130)	238
Non-Evangelical	37%	(161)	63%	(274)	435
Community: Urban	46%	(208)	54%	(246)	454
Community: Suburban	39%	(170)	61%	(261)	431
Community: Rural	43%	(49)	57%	(65)	114
Employ: Private Sector	46%	(170)	54%	(201)	370
Employ: Government	58%	(44)	42%	(31)	75
Employ: Self-Employed	43%	(41)	57%	(54)	95
Employ: Student	66%	(42)	34%	(22)	64
Employ: Retired	10%	(12)	90%	(108)	120
Employ: Unemployed	41%	(64)	59%	(92)	156
Employ: Other	45%	(32)	55%	(38)	70
Military HH: Yes	41%	(48)	59%	(69)	117
Military HH: No	43%	(379)	57%	(503)	882
RD/WT: Right Direction	48%	(130)	52%	(140)	270
RD/WT: Wrong Track	41%	(297)	59%	(432)	729
Trump Job Approve	44%	(139)	56%	(181)	320
Trump Job Disapprove	42%	(267)	58%	(366)	633
Trump Job Strongly Approve	40%	(67)	60%	(103)	170
Trump Job Somewhat Approve	48%	(72)	52%	(78)	150
Trump Job Somewhat Disapprove	44%	(58)	56%	(75)	134
Trump Job Strongly Disapprove	42%	(208)	58%	(291)	499
Favorable of Trump	45%	(143)	55%	(176)	318
Unfavorable of Trump	41%	(258)	59%	(364)	622

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Table MCFE36_6: Now on another topic...Do you currently have an account on the following social media platforms?
Snapchat

Demographic	Yes		No		Total N
Hispanic Adults	43%	(426)	57%	(573)	999
Very Favorable of Trump	45%	(81)	55%	(99)	180
Somewhat Favorable of Trump	45%	(62)	55%	(76)	138
Somewhat Unfavorable of Trump	42%	(44)	58%	(62)	106
Very Unfavorable of Trump	41%	(213)	59%	(302)	515
#1 Issue: Economy	43%	(168)	57%	(221)	388
#1 Issue: Security	43%	(33)	57%	(44)	77
#1 Issue: Health Care	41%	(86)	59%	(126)	213
#1 Issue: Medicare / Social Security	15%	(11)	85%	(65)	76
#1 Issue: Women's Issues	61%	(40)	39%	(25)	65
#1 Issue: Education	54%	(31)	46%	(26)	57
#1 Issue: Energy	55%	(31)	45%	(25)	56
#1 Issue: Other	39%	(26)	61%	(41)	67
2018 House Vote: Democrat	43%	(159)	57%	(214)	373
2018 House Vote: Republican	43%	(89)	57%	(116)	205
2016 Vote: Hillary Clinton	38%	(136)	62%	(227)	364
2016 Vote: Donald Trump	43%	(93)	57%	(124)	217
2016 Vote: Didn't Vote	48%	(183)	52%	(199)	382
Voted in 2014: Yes	38%	(193)	62%	(309)	502
Voted in 2014: No	47%	(234)	53%	(264)	497
2012 Vote: Barack Obama	37%	(141)	63%	(241)	382
2012 Vote: Mitt Romney	38%	(48)	62%	(79)	128
2012 Vote: Didn't Vote	50%	(234)	50%	(234)	468
4-Region: Northeast	44%	(75)	56%	(96)	170
4-Region: Midwest	51%	(50)	49%	(47)	97
4-Region: South	39%	(175)	61%	(270)	445
4-Region: West	44%	(127)	56%	(159)	286
Mexican	48%	(221)	52%	(244)	465
Puerto Rican	44%	(78)	56%	(101)	179
Cuban	27%	(22)	73%	(59)	81
Other South American	37%	(44)	63%	(75)	119

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Table MCFE36_6: Now on another topic...Do you currently have an account on the following social media platforms?
Snapchat

Demographic	Yes		No		Total N
Hispanic Adults	43%	(426)	57%	(573)	999
Speaks only English at home	40%	(105)	60%	(160)	265
Speaks mostly English at home	42%	(106)	58%	(148)	254
Speaks both English and Spanish at home	47%	(152)	53%	(171)	323
Speaks mostly Spanish at home	42%	(47)	58%	(64)	111
Trump supporter	42%	(115)	58%	(157)	272
Biden supporter	43%	(249)	57%	(325)	573
Sports fans	45%	(320)	55%	(397)	717
Avid sports fans	49%	(147)	51%	(152)	299
Sports fans, Age: 18-34	69%	(176)	31%	(77)	253
Sports fans, Age: 35-44	48%	(86)	52%	(95)	182
Sports fans, Age: 45-64	26%	(54)	74%	(155)	209
Sports fans, Age: 65+	4%	(3)	96%	(69)	73
Movie studios should diversify teams	46%	(317)	54%	(374)	691
Movie studios should diversify stories	48%	(286)	52%	(310)	595
Concerned about Covid	43%	(366)	57%	(490)	856
No experience with Covid	38%	(122)	62%	(204)	326
Health care major factor for election	41%	(273)	59%	(385)	658
Social media users	44%	(426)	56%	(549)	975
WhatsApp users	52%	(248)	48%	(226)	474
WeChat users	80%	(49)	20%	(12)	61
Social media news source at least once a week	52%	(353)	48%	(326)	679

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

Table MCFE36_7: Now on another topic...Do you currently have an account on the following social media platforms?

YouTube

Demographic	Yes		No		Total N
Hispanic Adults	82%	(817)	18%	(182)	999
Gender: Male	86%	(429)	14%	(71)	500
Gender: Female	78%	(389)	22%	(111)	499
Age: 18-34	94%	(354)	6%	(24)	378
Age: 35-44	85%	(189)	15%	(33)	222
Age: 45-64	74%	(213)	26%	(77)	290
Age: 65+	56%	(61)	44%	(48)	110
GenZers: 1997-2012	95%	(130)	5%	(7)	137
Millennials: 1981-1996	93%	(335)	7%	(27)	361
GenXers: 1965-1980	76%	(220)	24%	(69)	289
Baby Boomers: 1946-1964	64%	(122)	36%	(69)	191
PID: Dem (no lean)	82%	(362)	18%	(82)	444
PID: Ind (no lean)	81%	(259)	19%	(60)	319
PID: Rep (no lean)	83%	(196)	17%	(40)	236
PID/Gender: Dem Men	86%	(171)	14%	(29)	199
PID/Gender: Dem Women	78%	(192)	22%	(53)	245
PID/Gender: Ind Men	83%	(130)	17%	(26)	156
PID/Gender: Ind Women	79%	(129)	21%	(33)	162
PID/Gender: Rep Men	89%	(128)	11%	(16)	144
PID/Gender: Rep Women	74%	(69)	26%	(24)	92
Ideo: Liberal (1-3)	82%	(281)	18%	(60)	341
Ideo: Moderate (4)	80%	(271)	20%	(66)	337
Ideo: Conservative (5-7)	84%	(191)	16%	(36)	227
Educ: < College	82%	(478)	18%	(102)	579
Educ: Bachelors degree	84%	(218)	16%	(42)	260
Educ: Post-grad	76%	(122)	24%	(38)	160
Income: Under 50k	82%	(424)	18%	(90)	514
Income: 50k-100k	82%	(256)	18%	(57)	313
Income: 100k+	80%	(137)	20%	(34)	171
Ethnicity: White	79%	(503)	21%	(130)	633
Ethnicity: Hispanic	82%	(817)	18%	(182)	999
Ethnicity: Black	88%	(51)	12%	(7)	57

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Table MCFE36_7: Now on another topic...Do you currently have an account on the following social media platforms?
YouTube

Demographic	Yes		No		Total N
Hispanic Adults	82%	(817)	18%	(182)	999
Ethnicity: Other	85%	(264)	15%	(45)	309
All Christian	80%	(440)	20%	(113)	553
Agnostic/Nothing in particular	82%	(191)	18%	(42)	233
Something Else	87%	(116)	13%	(18)	133
Evangelical	85%	(204)	15%	(35)	238
Non-Evangelical	78%	(340)	22%	(95)	435
Community: Urban	86%	(388)	14%	(66)	454
Community: Suburban	77%	(332)	23%	(99)	431
Community: Rural	85%	(97)	15%	(17)	114
Employ: Private Sector	85%	(314)	15%	(56)	370
Employ: Government	86%	(65)	14%	(11)	75
Employ: Self-Employed	89%	(85)	11%	(10)	95
Employ: Student	93%	(59)	7%	(4)	64
Employ: Retired	60%	(71)	40%	(48)	120
Employ: Unemployed	83%	(129)	17%	(27)	156
Employ: Other	82%	(58)	18%	(13)	70
Military HH: Yes	76%	(89)	24%	(28)	117
Military HH: No	83%	(729)	17%	(153)	882
RD/WT: Right Direction	89%	(240)	11%	(31)	270
RD/WT: Wrong Track	79%	(578)	21%	(151)	729
Trump Job Approve	84%	(268)	16%	(52)	320
Trump Job Disapprove	82%	(520)	18%	(113)	633
Trump Job Strongly Approve	83%	(141)	17%	(29)	170
Trump Job Somewhat Approve	85%	(127)	15%	(23)	150
Trump Job Somewhat Disapprove	91%	(121)	9%	(13)	134
Trump Job Strongly Disapprove	80%	(399)	20%	(100)	499
Favorable of Trump	82%	(262)	18%	(56)	318
Unfavorable of Trump	82%	(512)	18%	(110)	622

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Table MCFE36_7: Now on another topic...Do you currently have an account on the following social media platforms?

YouTube

Demographic	Yes		No		Total N
Hispanic Adults	82%	(817)	18%	(182)	999
Very Favorable of Trump	83%	(149)	17%	(31)	180
Somewhat Favorable of Trump	82%	(113)	18%	(25)	138
Somewhat Unfavorable of Trump	92%	(98)	8%	(8)	106
Very Unfavorable of Trump	80%	(414)	20%	(102)	515
#1 Issue: Economy	85%	(332)	15%	(57)	388
#1 Issue: Security	83%	(64)	17%	(13)	77
#1 Issue: Health Care	83%	(176)	17%	(37)	213
#1 Issue: Medicare / Social Security	56%	(43)	44%	(33)	76
#1 Issue: Women's Issues	91%	(59)	9%	(6)	65
#1 Issue: Education	85%	(49)	15%	(9)	57
#1 Issue: Energy	83%	(46)	17%	(9)	56
#1 Issue: Other	73%	(49)	27%	(18)	67
2018 House Vote: Democrat	79%	(294)	21%	(79)	373
2018 House Vote: Republican	81%	(166)	19%	(39)	205
2016 Vote: Hillary Clinton	79%	(286)	21%	(78)	364
2016 Vote: Donald Trump	81%	(175)	19%	(42)	217
2016 Vote: Didn't Vote	87%	(333)	13%	(49)	382
Voted in 2014: Yes	77%	(385)	23%	(117)	502
Voted in 2014: No	87%	(433)	13%	(65)	497
2012 Vote: Barack Obama	77%	(295)	23%	(87)	382
2012 Vote: Mitt Romney	77%	(98)	23%	(30)	128
2012 Vote: Didn't Vote	88%	(411)	12%	(57)	468
4-Region: Northeast	82%	(140)	18%	(30)	170
4-Region: Midwest	84%	(81)	16%	(16)	97
4-Region: South	80%	(357)	20%	(88)	445
4-Region: West	84%	(239)	16%	(47)	286
Mexican	81%	(376)	19%	(89)	465
Puerto Rican	85%	(151)	15%	(28)	179
Cuban	76%	(62)	24%	(19)	81
Other South American	84%	(100)	16%	(19)	119

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Table MCFE36_7: Now on another topic...Do you currently have an account on the following social media platforms?
YouTube

Demographic	Yes		No		Total N
Hispanic Adults	82%	(817)	18%	(182)	999
Speaks only English at home	79%	(209)	21%	(56)	265
Speaks mostly English at home	78%	(199)	22%	(55)	254
Speaks both English and Spanish at home	86%	(279)	14%	(44)	323
Speaks mostly Spanish at home	82%	(91)	18%	(20)	111
Trump supporter	83%	(227)	17%	(45)	272
Biden supporter	82%	(470)	18%	(103)	573
Sports fans	84%	(603)	16%	(114)	717
Avid sports fans	86%	(257)	14%	(42)	299
Sports fans, Age: 18-34	95%	(241)	5%	(12)	253
Sports fans, Age: 35-44	88%	(161)	12%	(21)	182
Sports fans, Age: 45-64	76%	(158)	24%	(51)	209
Sports fans, Age: 65+	59%	(43)	41%	(29)	73
Movie studios should diversify teams	83%	(573)	17%	(118)	691
Movie studios should diversify stories	85%	(508)	15%	(87)	595
Concerned about Covid	82%	(705)	18%	(150)	856
No experience with Covid	82%	(268)	18%	(58)	326
Health care major factor for election	80%	(528)	20%	(130)	658
Social media users	84%	(817)	16%	(158)	975
WhatsApp users	88%	(417)	12%	(57)	474
WeChat users	96%	(58)	4%	(2)	61
Social media news source at least once a week	90%	(610)	10%	(69)	679

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

Table MCFE36_8: Now on another topic...Do you currently have an account on the following social media platforms?

TikTok

Demographic	Yes		No		Total N
Hispanic Adults	31%	(309)	69%	(690)	999
Gender: Male	30%	(149)	70%	(351)	500
Gender: Female	32%	(160)	68%	(339)	499
Age: 18-34	48%	(182)	52%	(195)	378
Age: 35-44	32%	(72)	68%	(150)	222
Age: 45-64	18%	(52)	82%	(237)	290
Age: 65+	3%	(3)	97%	(107)	110
GenZers: 1997-2012	58%	(79)	42%	(58)	137
Millennials: 1981-1996	40%	(145)	60%	(216)	361
GenXers: 1965-1980	24%	(70)	76%	(218)	289
Baby Boomers: 1946-1964	8%	(15)	92%	(176)	191
PID: Dem (no lean)	33%	(145)	67%	(299)	444
PID: Ind (no lean)	30%	(95)	70%	(224)	319
PID: Rep (no lean)	29%	(69)	71%	(167)	236
PID/Gender: Dem Men	36%	(71)	64%	(129)	199
PID/Gender: Dem Women	30%	(74)	70%	(171)	245
PID/Gender: Ind Men	23%	(37)	77%	(120)	156
PID/Gender: Ind Women	36%	(58)	64%	(104)	162
PID/Gender: Rep Men	29%	(41)	71%	(102)	144
PID/Gender: Rep Women	31%	(28)	69%	(64)	92
Ideo: Liberal (1-3)	34%	(116)	66%	(225)	341
Ideo: Moderate (4)	28%	(93)	72%	(244)	337
Ideo: Conservative (5-7)	31%	(71)	69%	(156)	227
Educ: < College	30%	(176)	70%	(403)	579
Educ: Bachelors degree	32%	(83)	68%	(176)	260
Educ: Post-grad	31%	(49)	69%	(110)	160
Income: Under 50k	31%	(158)	69%	(356)	514
Income: 50k-100k	32%	(102)	68%	(212)	313
Income: 100k+	29%	(49)	71%	(122)	171
Ethnicity: White	31%	(194)	69%	(439)	633
Ethnicity: Hispanic	31%	(309)	69%	(690)	999
Ethnicity: Black	41%	(24)	59%	(34)	57

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Table MCFE36_8: Now on another topic...Do you currently have an account on the following social media platforms?
TikTok

Demographic	Yes		No		Total N
Hispanic Adults	31%	(309)	69%	(690)	999
Ethnicity: Other	30%	(92)	70%	(217)	309
All Christian	29%	(159)	71%	(394)	553
Agnostic/Nothing in particular	33%	(77)	67%	(156)	233
Something Else	34%	(46)	66%	(88)	133
Evangelical	40%	(95)	60%	(144)	238
Non-Evangelical	25%	(108)	75%	(327)	435
Community: Urban	34%	(154)	66%	(300)	454
Community: Suburban	29%	(124)	71%	(308)	431
Community: Rural	27%	(31)	73%	(82)	114
Employ: Private Sector	34%	(124)	66%	(246)	370
Employ: Government	40%	(30)	60%	(45)	75
Employ: Self-Employed	30%	(29)	70%	(66)	95
Employ: Student	44%	(28)	56%	(35)	64
Employ: Retired	8%	(10)	92%	(110)	120
Employ: Unemployed	30%	(46)	70%	(110)	156
Employ: Other	36%	(25)	64%	(45)	70
Military HH: Yes	34%	(40)	66%	(77)	117
Military HH: No	30%	(269)	70%	(613)	882
RD/WT: Right Direction	33%	(88)	67%	(182)	270
RD/WT: Wrong Track	30%	(221)	70%	(508)	729
Trump Job Approve	30%	(96)	70%	(224)	320
Trump Job Disapprove	32%	(204)	68%	(428)	633
Trump Job Strongly Approve	30%	(50)	70%	(120)	170
Trump Job Somewhat Approve	31%	(46)	69%	(104)	150
Trump Job Somewhat Disapprove	35%	(47)	65%	(87)	134
Trump Job Strongly Disapprove	32%	(158)	68%	(341)	499
Favorable of Trump	31%	(100)	69%	(218)	318
Unfavorable of Trump	31%	(191)	69%	(431)	622

Continued on next page

Table MCFE36_8: Now on another topic...Do you currently have an account on the following social media platforms?
TikTok

Demographic	Yes		No		Total N
Hispanic Adults	31%	(309)	69%	(690)	999
Very Favorable of Trump	32%	(57)	68%	(123)	180
Somewhat Favorable of Trump	31%	(43)	69%	(95)	138
Somewhat Unfavorable of Trump	33%	(35)	67%	(72)	106
Very Unfavorable of Trump	30%	(156)	70%	(360)	515
#1 Issue: Economy	29%	(114)	71%	(274)	388
#1 Issue: Security	39%	(30)	61%	(47)	77
#1 Issue: Health Care	34%	(71)	66%	(141)	213
#1 Issue: Medicare / Social Security	9%	(7)	91%	(69)	76
#1 Issue: Women's Issues	57%	(37)	43%	(28)	65
#1 Issue: Education	31%	(18)	69%	(39)	57
#1 Issue: Energy	29%	(16)	71%	(40)	56
#1 Issue: Other	24%	(16)	76%	(51)	67
2018 House Vote: Democrat	32%	(118)	68%	(255)	373
2018 House Vote: Republican	27%	(56)	73%	(149)	205
2016 Vote: Hillary Clinton	31%	(113)	69%	(251)	364
2016 Vote: Donald Trump	28%	(61)	72%	(156)	217
2016 Vote: Didn't Vote	34%	(129)	66%	(253)	382
Voted in 2014: Yes	29%	(147)	71%	(355)	502
Voted in 2014: No	33%	(163)	67%	(335)	497
2012 Vote: Barack Obama	31%	(120)	69%	(262)	382
2012 Vote: Mitt Romney	22%	(28)	78%	(100)	128
2012 Vote: Didn't Vote	34%	(158)	66%	(310)	468
4-Region: Northeast	33%	(56)	67%	(115)	170
4-Region: Midwest	29%	(28)	71%	(69)	97
4-Region: South	30%	(133)	70%	(312)	445
4-Region: West	33%	(93)	67%	(193)	286
Mexican	32%	(151)	68%	(314)	465
Puerto Rican	37%	(67)	63%	(112)	179
Cuban	20%	(17)	80%	(64)	81
Other South American	27%	(32)	73%	(87)	119

Continued on next page

Table MCFE36_8: Now on another topic...Do you currently have an account on the following social media platforms?
TikTok

Demographic	Yes		No		Total N
Hispanic Adults	31%	(309)	69%	(690)	999
Speaks only English at home	27%	(73)	73%	(193)	265
Speaks mostly English at home	27%	(69)	73%	(185)	254
Speaks both English and Spanish at home	36%	(117)	64%	(207)	323
Speaks mostly Spanish at home	36%	(39)	64%	(71)	111
Trump supporter	28%	(77)	72%	(195)	272
Biden supporter	34%	(195)	66%	(379)	573
Sports fans	32%	(232)	68%	(485)	717
Avid sports fans	34%	(100)	66%	(199)	299
Sports fans, Age: 18-34	51%	(128)	49%	(125)	253
Sports fans, Age: 35-44	36%	(64)	64%	(117)	182
Sports fans, Age: 45-64	18%	(37)	82%	(172)	209
Sports fans, Age: 65+	4%	(3)	96%	(70)	73
Movie studios should diversify teams	33%	(228)	67%	(463)	691
Movie studios should diversify stories	35%	(208)	65%	(388)	595
Concerned about Covid	32%	(271)	68%	(585)	856
No experience with Covid	28%	(91)	72%	(235)	326
Health care major factor for election	29%	(189)	71%	(469)	658
Social media users	32%	(309)	68%	(666)	975
WhatsApp users	39%	(185)	61%	(289)	474
WeChat users	66%	(40)	34%	(21)	61
Social media news source at least once a week	39%	(262)	61%	(417)	679

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

Table MCFE36_9: Now on another topic...Do you currently have an account on the following social media platforms?

WhatsApp

Demographic	Yes		No		Total N
Hispanic Adults	47%	(474)	53%	(525)	999
Gender: Male	50%	(250)	50%	(249)	500
Gender: Female	45%	(224)	55%	(276)	499
Age: 18-34	51%	(194)	49%	(184)	378
Age: 35-44	55%	(121)	45%	(101)	222
Age: 45-64	40%	(116)	60%	(173)	290
Age: 65+	39%	(43)	61%	(67)	110
GenZers: 1997-2012	41%	(56)	59%	(80)	137
Millennials: 1981-1996	56%	(202)	44%	(159)	361
GenXers: 1965-1980	48%	(137)	52%	(151)	289
Baby Boomers: 1946-1964	38%	(72)	62%	(119)	191
PID: Dem (no lean)	49%	(220)	51%	(225)	444
PID: Ind (no lean)	44%	(139)	56%	(179)	319
PID: Rep (no lean)	49%	(115)	51%	(121)	236
PID/Gender: Dem Men	54%	(108)	46%	(92)	199
PID/Gender: Dem Women	46%	(112)	54%	(133)	245
PID/Gender: Ind Men	46%	(71)	54%	(85)	156
PID/Gender: Ind Women	42%	(68)	58%	(94)	162
PID/Gender: Rep Men	50%	(71)	50%	(72)	144
PID/Gender: Rep Women	47%	(44)	53%	(49)	92
Ideo: Liberal (1-3)	48%	(163)	52%	(178)	341
Ideo: Moderate (4)	49%	(164)	51%	(174)	337
Ideo: Conservative (5-7)	49%	(111)	51%	(116)	227
Educ: < College	34%	(200)	66%	(380)	579
Educ: Bachelors degree	65%	(169)	35%	(91)	260
Educ: Post-grad	66%	(105)	34%	(54)	160
Income: Under 50k	40%	(206)	60%	(308)	514
Income: 50k-100k	52%	(164)	48%	(149)	313
Income: 100k+	60%	(104)	40%	(68)	171
Ethnicity: White	51%	(326)	49%	(307)	633
Ethnicity: Hispanic	47%	(474)	53%	(525)	999
Ethnicity: Black	53%	(30)	47%	(27)	57

Continued on next page

Table MCFE36_9: Now on another topic...Do you currently have an account on the following social media platforms?
WhatsApp

Demographic	Yes		No		Total N
Hispanic Adults	47%	(474)	53%	(525)	999
Ethnicity: Other	38%	(118)	62%	(191)	309
All Christian	52%	(286)	48%	(268)	553
Agnostic/Nothing in particular	39%	(91)	61%	(142)	233
Something Else	41%	(55)	59%	(79)	133
Evangelical	54%	(128)	46%	(111)	238
Non-Evangelical	47%	(202)	53%	(232)	435
Community: Urban	56%	(254)	44%	(200)	454
Community: Suburban	42%	(181)	58%	(250)	431
Community: Rural	34%	(38)	66%	(75)	114
Employ: Private Sector	55%	(205)	45%	(165)	370
Employ: Government	60%	(45)	40%	(30)	75
Employ: Self-Employed	47%	(44)	53%	(50)	95
Employ: Student	46%	(29)	54%	(35)	64
Employ: Retired	39%	(46)	61%	(73)	120
Employ: Unemployed	38%	(59)	62%	(97)	156
Employ: Other	36%	(25)	64%	(45)	70
Military HH: Yes	42%	(50)	58%	(67)	117
Military HH: No	48%	(424)	52%	(458)	882
RD/WT: Right Direction	57%	(155)	43%	(115)	270
RD/WT: Wrong Track	44%	(319)	56%	(410)	729
Trump Job Approve	50%	(160)	50%	(160)	320
Trump Job Disapprove	47%	(295)	53%	(338)	633
Trump Job Strongly Approve	50%	(85)	50%	(85)	170
Trump Job Somewhat Approve	50%	(75)	50%	(75)	150
Trump Job Somewhat Disapprove	55%	(74)	45%	(60)	134
Trump Job Strongly Disapprove	44%	(221)	56%	(278)	499
Favorable of Trump	52%	(167)	48%	(152)	318
Unfavorable of Trump	45%	(280)	55%	(342)	622

Continued on next page

Table MCFE36_9: Now on another topic...Do you currently have an account on the following social media platforms?
WhatsApp

Demographic	Yes		No		Total N
Hispanic Adults	47%	(474)	53%	(525)	999
Very Favorable of Trump	55%	(99)	45%	(80)	180
Somewhat Favorable of Trump	49%	(67)	51%	(71)	138
Somewhat Unfavorable of Trump	52%	(55)	48%	(51)	106
Very Unfavorable of Trump	44%	(225)	56%	(291)	515
#1 Issue: Economy	50%	(193)	50%	(196)	388
#1 Issue: Security	52%	(40)	48%	(37)	77
#1 Issue: Health Care	51%	(109)	49%	(104)	213
#1 Issue: Medicare / Social Security	32%	(24)	68%	(52)	76
#1 Issue: Women's Issues	46%	(30)	54%	(35)	65
#1 Issue: Education	44%	(25)	56%	(32)	57
#1 Issue: Energy	53%	(30)	47%	(26)	56
#1 Issue: Other	35%	(23)	65%	(43)	67
2018 House Vote: Democrat	52%	(193)	48%	(180)	373
2018 House Vote: Republican	48%	(98)	52%	(107)	205
2016 Vote: Hillary Clinton	50%	(184)	50%	(180)	364
2016 Vote: Donald Trump	47%	(103)	53%	(115)	217
2016 Vote: Didn't Vote	45%	(171)	55%	(211)	382
Voted in 2014: Yes	48%	(239)	52%	(263)	502
Voted in 2014: No	47%	(235)	53%	(262)	497
2012 Vote: Barack Obama	48%	(184)	52%	(198)	382
2012 Vote: Mitt Romney	43%	(55)	57%	(73)	128
2012 Vote: Didn't Vote	48%	(226)	52%	(242)	468
4-Region: Northeast	56%	(95)	44%	(75)	170
4-Region: Midwest	37%	(36)	63%	(61)	97
4-Region: South	54%	(240)	46%	(204)	445
4-Region: West	36%	(102)	64%	(184)	286
Mexican	36%	(169)	64%	(296)	465
Puerto Rican	50%	(90)	50%	(89)	179
Cuban	60%	(48)	40%	(33)	81
Other South American	79%	(94)	21%	(25)	119

Continued on next page

Table MCFE36_9: Now on another topic...Do you currently have an account on the following social media platforms?
WhatsApp

Demographic	Yes		No		Total N
Hispanic Adults	47%	(474)	53%	(525)	999
Speaks only English at home	26%	(70)	74%	(195)	265
Speaks mostly English at home	39%	(100)	61%	(154)	254
Speaks both English and Spanish at home	58%	(188)	42%	(136)	323
Speaks mostly Spanish at home	73%	(81)	27%	(30)	111
Trump supporter	50%	(137)	50%	(135)	272
Biden supporter	48%	(276)	52%	(297)	573
Sports fans	51%	(365)	49%	(352)	717
Avid sports fans	55%	(164)	45%	(135)	299
Sports fans, Age: 18-34	57%	(143)	43%	(110)	253
Sports fans, Age: 35-44	60%	(109)	40%	(73)	182
Sports fans, Age: 45-64	39%	(82)	61%	(127)	209
Sports fans, Age: 65+	42%	(31)	58%	(42)	73
Movie studios should diversify teams	52%	(358)	48%	(333)	691
Movie studios should diversify stories	55%	(329)	45%	(266)	595
Concerned about Covid	48%	(412)	52%	(443)	856
No experience with Covid	39%	(126)	61%	(200)	326
Health care major factor for election	48%	(317)	52%	(341)	658
Social media users	49%	(474)	51%	(501)	975
WhatsApp users	100%	(474)	—	(0)	474
WeChat users	86%	(52)	14%	(9)	61
Social media news source at least once a week	54%	(364)	46%	(315)	679

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

Table MCFE36_10: Now on another topic...Do you currently have an account on the following social media platforms?

Pinterest

Demographic	Yes		No		Total N
Hispanic Adults	47%	(468)	53%	(531)	999
Gender: Male	35%	(173)	65%	(327)	500
Gender: Female	59%	(295)	41%	(204)	499
Age: 18-34	47%	(178)	53%	(199)	378
Age: 35-44	52%	(115)	48%	(107)	222
Age: 45-64	46%	(133)	54%	(157)	290
Age: 65+	38%	(42)	62%	(68)	110
GenZers: 1997-2012	49%	(66)	51%	(70)	137
Millennials: 1981-1996	47%	(171)	53%	(191)	361
GenXers: 1965-1980	52%	(149)	48%	(139)	289
Baby Boomers: 1946-1964	38%	(74)	62%	(118)	191
PID: Dem (no lean)	49%	(217)	51%	(228)	444
PID: Ind (no lean)	43%	(138)	57%	(181)	319
PID: Rep (no lean)	48%	(114)	52%	(122)	236
PID/Gender: Dem Men	37%	(74)	63%	(125)	199
PID/Gender: Dem Women	58%	(142)	42%	(102)	245
PID/Gender: Ind Men	28%	(44)	72%	(113)	156
PID/Gender: Ind Women	58%	(94)	42%	(68)	162
PID/Gender: Rep Men	38%	(55)	62%	(89)	144
PID/Gender: Rep Women	63%	(59)	37%	(34)	92
Ideo: Liberal (1-3)	48%	(165)	52%	(176)	341
Ideo: Moderate (4)	47%	(157)	53%	(180)	337
Ideo: Conservative (5-7)	49%	(111)	51%	(116)	227
Educ: < College	44%	(255)	56%	(324)	579
Educ: Bachelors degree	50%	(130)	50%	(130)	260
Educ: Post-grad	52%	(83)	48%	(77)	160
Income: Under 50k	42%	(217)	58%	(297)	514
Income: 50k-100k	50%	(158)	50%	(155)	313
Income: 100k+	54%	(93)	46%	(78)	171
Ethnicity: White	50%	(317)	50%	(316)	633
Ethnicity: Hispanic	47%	(468)	53%	(531)	999
Ethnicity: Black	44%	(25)	56%	(32)	57

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Table MCFE36_10: Now on another topic...Do you currently have an account on the following social media platforms?
Pinterest

Demographic	Yes		No		Total N
Hispanic Adults	47%	(468)	53%	(531)	999
Ethnicity: Other	41%	(126)	59%	(183)	309
All Christian	49%	(272)	51%	(281)	553
Agnostic/Nothing in particular	45%	(104)	55%	(129)	233
Something Else	46%	(61)	54%	(73)	133
Evangelical	47%	(113)	53%	(125)	238
Non-Evangelical	49%	(213)	51%	(222)	435
Community: Urban	47%	(215)	53%	(239)	454
Community: Suburban	46%	(197)	54%	(234)	431
Community: Rural	49%	(56)	51%	(57)	114
Employ: Private Sector	48%	(176)	52%	(194)	370
Employ: Government	58%	(44)	42%	(31)	75
Employ: Self-Employed	44%	(42)	56%	(53)	95
Employ: Student	41%	(26)	59%	(37)	64
Employ: Retired	44%	(53)	56%	(67)	120
Employ: Unemployed	41%	(64)	59%	(92)	156
Employ: Other	44%	(31)	56%	(39)	70
Military HH: Yes	44%	(51)	56%	(66)	117
Military HH: No	47%	(417)	53%	(465)	882
RD/WT: Right Direction	51%	(137)	49%	(133)	270
RD/WT: Wrong Track	45%	(331)	55%	(398)	729
Trump Job Approve	49%	(158)	51%	(162)	320
Trump Job Disapprove	47%	(297)	53%	(336)	633
Trump Job Strongly Approve	49%	(84)	51%	(87)	170
Trump Job Somewhat Approve	50%	(74)	50%	(75)	150
Trump Job Somewhat Disapprove	52%	(69)	48%	(64)	134
Trump Job Strongly Disapprove	46%	(227)	54%	(272)	499
Favorable of Trump	49%	(156)	51%	(162)	318
Unfavorable of Trump	47%	(291)	53%	(331)	622

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Table MCFE36_10: Now on another topic...Do you currently have an account on the following social media platforms?

Pinterest

Demographic	Yes		No		Total N
Hispanic Adults	47%	(468)	53%	(531)	999
Very Favorable of Trump	49%	(89)	51%	(91)	180
Somewhat Favorable of Trump	49%	(67)	51%	(71)	138
Somewhat Unfavorable of Trump	55%	(59)	45%	(48)	106
Very Unfavorable of Trump	45%	(232)	55%	(283)	515
#1 Issue: Economy	48%	(185)	52%	(203)	388
#1 Issue: Security	42%	(32)	58%	(45)	77
#1 Issue: Health Care	47%	(100)	53%	(113)	213
#1 Issue: Medicare / Social Security	37%	(28)	63%	(48)	76
#1 Issue: Women's Issues	54%	(35)	46%	(30)	65
#1 Issue: Education	43%	(25)	57%	(33)	57
#1 Issue: Energy	52%	(29)	48%	(27)	56
#1 Issue: Other	51%	(34)	49%	(32)	67
2018 House Vote: Democrat	50%	(185)	50%	(188)	373
2018 House Vote: Republican	51%	(105)	49%	(100)	205
2016 Vote: Hillary Clinton	49%	(178)	51%	(186)	364
2016 Vote: Donald Trump	51%	(111)	49%	(107)	217
2016 Vote: Didn't Vote	43%	(163)	57%	(219)	382
Voted in 2014: Yes	50%	(251)	50%	(251)	502
Voted in 2014: No	44%	(217)	56%	(280)	497
2012 Vote: Barack Obama	49%	(185)	51%	(196)	382
2012 Vote: Mitt Romney	49%	(62)	51%	(66)	128
2012 Vote: Didn't Vote	45%	(209)	55%	(259)	468
4-Region: Northeast	46%	(78)	54%	(92)	170
4-Region: Midwest	39%	(38)	61%	(60)	97
4-Region: South	49%	(217)	51%	(227)	445
4-Region: West	47%	(135)	53%	(151)	286
Mexican	45%	(210)	55%	(255)	465
Puerto Rican	52%	(93)	48%	(87)	179
Cuban	43%	(35)	57%	(46)	81
Other South American	49%	(59)	51%	(60)	119

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Table MCFE36_10: Now on another topic...Do you currently have an account on the following social media platforms?
Pinterest

Demographic	Yes	No	Total N
Hispanic Adults	47% (468)	53% (531)	999
Speaks only English at home	43% (115)	57% (151)	265
Speaks mostly English at home	47% (120)	53% (134)	254
Speaks both English and Spanish at home	53% (170)	47% (153)	323
Speaks mostly Spanish at home	44% (48)	56% (62)	111
Trump supporter	50% (136)	50% (136)	272
Biden supporter	47% (272)	53% (302)	573
Sports fans	48% (347)	52% (370)	717
Avid sports fans	48% (143)	52% (156)	299
Sports fans, Age: 18-34	51% (128)	49% (125)	253
Sports fans, Age: 35-44	53% (97)	47% (85)	182
Sports fans, Age: 45-64	45% (94)	55% (116)	209
Sports fans, Age: 65+	39% (28)	61% (44)	73
Movie studios should diversify teams	51% (355)	49% (336)	691
Movie studios should diversify stories	52% (307)	48% (288)	595
Concerned about Covid	47% (403)	53% (453)	856
No experience with Covid	44% (145)	56% (181)	326
Health care major factor for election	47% (308)	53% (350)	658
Social media users	48% (468)	52% (507)	975
WhatsApp users	54% (257)	46% (217)	474
WeChat users	73% (44)	27% (16)	61
Social media news source at least once a week	52% (353)	48% (326)	679

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

Table MCFE36_11: Now on another topic...Do you currently have an account on the following social media platforms?

Kakao

Demographic	Yes		No		Total N
Hispanic Adults	2%	(19)	98%	(980)	999
Gender: Male	1%	(7)	99%	(493)	500
Gender: Female	2%	(12)	98%	(488)	499
Age: 18-34	3%	(12)	97%	(366)	378
Age: 35-44	1%	(2)	99%	(220)	222
Age: 45-64	1%	(2)	99%	(287)	290
Age: 65+	2%	(2)	98%	(108)	110
GenZers: 1997-2012	4%	(6)	96%	(131)	137
Millennials: 1981-1996	2%	(6)	98%	(355)	361
GenXers: 1965-1980	2%	(4)	98%	(284)	289
Baby Boomers: 1946-1964	1%	(2)	99%	(189)	191
PID: Dem (no lean)	2%	(9)	98%	(436)	444
PID: Ind (no lean)	2%	(6)	98%	(313)	319
PID: Rep (no lean)	2%	(4)	98%	(232)	236
PID/Gender: Dem Men	1%	(2)	99%	(198)	199
PID/Gender: Dem Women	3%	(7)	97%	(238)	245
PID/Gender: Ind Men	1%	(1)	99%	(155)	156
PID/Gender: Ind Women	3%	(5)	97%	(158)	162
PID/Gender: Rep Men	3%	(4)	97%	(140)	144
PID/Gender: Rep Women	—	(0)	100%	(92)	92
Ideo: Liberal (1-3)	2%	(8)	98%	(333)	341
Ideo: Moderate (4)	1%	(5)	99%	(333)	337
Ideo: Conservative (5-7)	2%	(5)	98%	(222)	227
Educ: < College	2%	(13)	98%	(566)	579
Educ: Bachelors degree	1%	(3)	99%	(257)	260
Educ: Post-grad	2%	(2)	98%	(157)	160
Income: Under 50k	2%	(8)	98%	(506)	514
Income: 50k-100k	2%	(5)	98%	(308)	313
Income: 100k+	3%	(6)	97%	(166)	171
Ethnicity: White	3%	(17)	97%	(616)	633
Ethnicity: Hispanic	2%	(19)	98%	(980)	999
Ethnicity: Black	—	(0)	100%	(57)	57

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Table MCFE36_11: *Now on another topic...Do you currently have an account on the following social media platforms?*
Kakao

Demographic	Yes		No		Total N
Hispanic Adults	2%	(19)	98%	(980)	999
Ethnicity: Other	1%	(2)	99%	(307)	309
All Christian	1%	(7)	99%	(547)	553
Agnostic/Nothing in particular	2%	(5)	98%	(228)	233
Something Else	2%	(3)	98%	(131)	133
Evangelical	3%	(7)	97%	(232)	238
Non-Evangelical	1%	(3)	99%	(432)	435
Community: Urban	2%	(9)	98%	(445)	454
Community: Suburban	2%	(8)	98%	(424)	431
Community: Rural	1%	(1)	99%	(112)	114
Employ: Private Sector	2%	(6)	98%	(365)	370
Employ: Government	2%	(1)	98%	(74)	75
Employ: Self-Employed	2%	(2)	98%	(93)	95
Employ: Student	—	(0)	100%	(64)	64
Employ: Retired	1%	(1)	99%	(118)	120
Employ: Unemployed	3%	(4)	97%	(152)	156
Employ: Other	3%	(2)	97%	(68)	70
Military HH: Yes	2%	(2)	98%	(115)	117
Military HH: No	2%	(16)	98%	(865)	882
RD/WT: Right Direction	2%	(6)	98%	(264)	270
RD/WT: Wrong Track	2%	(12)	98%	(717)	729
Trump Job Approve	2%	(6)	98%	(314)	320
Trump Job Disapprove	2%	(13)	98%	(620)	633
Trump Job Strongly Approve	2%	(4)	98%	(167)	170
Trump Job Somewhat Approve	1%	(2)	99%	(148)	150
Trump Job Somewhat Disapprove	1%	(1)	99%	(132)	134
Trump Job Strongly Disapprove	2%	(12)	98%	(488)	499
Favorable of Trump	2%	(6)	98%	(313)	318
Unfavorable of Trump	2%	(12)	98%	(610)	622

Continued on next page

Table MCFE36_11: Now on another topic...Do you currently have an account on the following social media platforms?

Kakao

Demographic	Yes		No		Total N
Hispanic Adults	2%	(19)	98%	(980)	999
Very Favorable of Trump	3%	(5)	97%	(175)	180
Somewhat Favorable of Trump	1%	(1)	99%	(138)	138
Somewhat Unfavorable of Trump	1%	(2)	99%	(105)	106
Very Unfavorable of Trump	2%	(11)	98%	(505)	515
#1 Issue: Economy	2%	(6)	98%	(382)	388
#1 Issue: Security	3%	(2)	97%	(75)	77
#1 Issue: Health Care	2%	(3)	98%	(209)	213
#1 Issue: Medicare / Social Security	—	(0)	100%	(76)	76
#1 Issue: Women's Issues	3%	(2)	97%	(63)	65
#1 Issue: Education	6%	(3)	94%	(54)	57
#1 Issue: Energy	2%	(1)	98%	(55)	56
#1 Issue: Other	—	(0)	100%	(67)	67
2018 House Vote: Democrat	2%	(6)	98%	(366)	373
2018 House Vote: Republican	2%	(5)	98%	(200)	205
2016 Vote: Hillary Clinton	1%	(4)	99%	(360)	364
2016 Vote: Donald Trump	2%	(5)	98%	(212)	217
2016 Vote: Didn't Vote	2%	(8)	98%	(374)	382
Voted in 2014: Yes	1%	(7)	99%	(494)	502
Voted in 2014: No	2%	(11)	98%	(486)	497
2012 Vote: Barack Obama	2%	(6)	98%	(376)	382
2012 Vote: Mitt Romney	2%	(2)	98%	(125)	128
2012 Vote: Didn't Vote	2%	(10)	98%	(458)	468
4-Region: Northeast	—	(1)	100%	(170)	170
4-Region: Midwest	—	(0)	100%	(97)	97
4-Region: South	2%	(8)	98%	(437)	445
4-Region: West	3%	(10)	97%	(276)	286
Mexican	2%	(10)	98%	(455)	465
Puerto Rican	1%	(2)	99%	(177)	179
Cuban	—	(0)	100%	(81)	81
Other South American	2%	(3)	98%	(116)	119

Continued on next page

Table MCFE36_11: Now on another topic...Do you currently have an account on the following social media platforms?
Kakao

Demographic	Yes		No		Total N
Hispanic Adults	2%	(19)	98%	(980)	999
Speaks only English at home	2%	(4)	98%	(261)	265
Speaks mostly English at home	2%	(5)	98%	(249)	254
Speaks both English and Spanish at home	3%	(9)	97%	(314)	323
Speaks mostly Spanish at home	—	(0)	100%	(111)	111
Trump supporter	2%	(5)	98%	(267)	272
Biden supporter	2%	(12)	98%	(562)	573
Sports fans	2%	(15)	98%	(702)	717
Avid sports fans	2%	(5)	98%	(294)	299
Sports fans, Age: 18-34	3%	(9)	97%	(245)	253
Sports fans, Age: 35-44	1%	(2)	99%	(179)	182
Sports fans, Age: 45-64	1%	(2)	99%	(208)	209
Sports fans, Age: 65+	3%	(2)	97%	(71)	73
Movie studios should diversify teams	2%	(13)	98%	(678)	691
Movie studios should diversify stories	2%	(14)	98%	(581)	595
Concerned about Covid	2%	(16)	98%	(839)	856
No experience with Covid	2%	(5)	98%	(321)	326
Health care major factor for election	2%	(11)	98%	(647)	658
Social media users	2%	(19)	98%	(956)	975
WhatsApp users	2%	(10)	98%	(464)	474
WeChat users	11%	(6)	89%	(54)	61
Social media news source at least once a week	2%	(15)	98%	(664)	679

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

Table MCFE36_12: Now on another topic...Do you currently have an account on the following social media platforms?

Line

Demographic	Yes		No		Total N
Hispanic Adults	5%	(50)	95%	(949)	999
Gender: Male	6%	(28)	94%	(472)	500
Gender: Female	4%	(22)	96%	(477)	499
Age: 18-34	7%	(27)	93%	(351)	378
Age: 35-44	5%	(12)	95%	(210)	222
Age: 45-64	4%	(11)	96%	(279)	290
Age: 65+	—	(0)	100%	(110)	110
GenZers: 1997-2012	7%	(10)	93%	(127)	137
Millennials: 1981-1996	6%	(20)	94%	(341)	361
GenXers: 1965-1980	6%	(19)	94%	(270)	289
Baby Boomers: 1946-1964	1%	(1)	99%	(190)	191
PID: Dem (no lean)	4%	(17)	96%	(427)	444
PID: Ind (no lean)	5%	(16)	95%	(303)	319
PID: Rep (no lean)	7%	(17)	93%	(219)	236
PID/Gender: Dem Men	3%	(6)	97%	(193)	199
PID/Gender: Dem Women	5%	(11)	95%	(234)	245
PID/Gender: Ind Men	6%	(9)	94%	(147)	156
PID/Gender: Ind Women	4%	(7)	96%	(156)	162
PID/Gender: Rep Men	9%	(12)	91%	(131)	144
PID/Gender: Rep Women	5%	(4)	95%	(88)	92
Ideo: Liberal (1-3)	5%	(18)	95%	(324)	341
Ideo: Moderate (4)	5%	(16)	95%	(321)	337
Ideo: Conservative (5-7)	6%	(14)	94%	(213)	227
Educ: < College	4%	(24)	96%	(556)	579
Educ: Bachelors degree	6%	(15)	94%	(244)	260
Educ: Post-grad	7%	(11)	93%	(149)	160
Income: Under 50k	3%	(17)	97%	(497)	514
Income: 50k-100k	5%	(14)	95%	(299)	313
Income: 100k+	11%	(18)	89%	(153)	171
Ethnicity: White	5%	(32)	95%	(601)	633
Ethnicity: Hispanic	5%	(50)	95%	(949)	999
Ethnicity: Black	4%	(2)	96%	(55)	57

Continued on next page

Table MCFE36_12: Now on another topic...Do you currently have an account on the following social media platforms?

Line	Demographic	Yes	No	Total N
	Hispanic Adults	5% (50)	95% (949)	999
	Ethnicity: Other	5% (16)	95% (293)	309
	All Christian	5% (26)	95% (528)	553
	Agnostic/Nothing in particular	4% (10)	96% (223)	233
	Something Else	5% (7)	95% (127)	133
	Evangelical	8% (20)	92% (218)	238
	Non-Evangelical	3% (12)	97% (423)	435
	Community: Urban	7% (33)	93% (421)	454
	Community: Suburban	3% (14)	97% (418)	431
	Community: Rural	3% (3)	97% (110)	114
	Employ: Private Sector	6% (24)	94% (346)	370
	Employ: Government	6% (5)	94% (71)	75
	Employ: Self-Employed	4% (4)	96% (91)	95
	Employ: Student	7% (5)	93% (59)	64
	Employ: Retired	2% (2)	98% (118)	120
	Employ: Unemployed	4% (6)	96% (150)	156
	Employ: Other	1% (1)	99% (69)	70
	Military HH: Yes	10% (11)	90% (106)	117
	Military HH: No	4% (39)	96% (843)	882
	RD/WT: Right Direction	8% (22)	92% (248)	270
	RD/WT: Wrong Track	4% (28)	96% (701)	729
	Trump Job Approve	7% (22)	93% (298)	320
	Trump Job Disapprove	4% (28)	96% (605)	633
	Trump Job Strongly Approve	10% (17)	90% (153)	170
	Trump Job Somewhat Approve	3% (5)	97% (145)	150
	Trump Job Somewhat Disapprove	2% (3)	98% (131)	134
	Trump Job Strongly Disapprove	5% (25)	95% (474)	499
	Favorable of Trump	6% (20)	94% (298)	318
	Unfavorable of Trump	5% (29)	95% (593)	622

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Table MCFE36_12: Now on another topic...Do you currently have an account on the following social media platforms?

Line

Demographic	Yes		No		Total N
Hispanic Adults	5%	(50)	95%	(949)	999
Very Favorable of Trump	9%	(15)	91%	(164)	180
Somewhat Favorable of Trump	4%	(5)	96%	(134)	138
Somewhat Unfavorable of Trump	6%	(6)	94%	(100)	106
Very Unfavorable of Trump	4%	(23)	96%	(493)	515
#1 Issue: Economy	6%	(23)	94%	(366)	388
#1 Issue: Security	8%	(6)	92%	(71)	77
#1 Issue: Health Care	3%	(6)	97%	(206)	213
#1 Issue: Medicare / Social Security	2%	(2)	98%	(74)	76
#1 Issue: Women's Issues	4%	(2)	96%	(63)	65
#1 Issue: Education	8%	(5)	92%	(53)	57
#1 Issue: Energy	3%	(2)	97%	(54)	56
#1 Issue: Other	6%	(4)	94%	(63)	67
2018 House Vote: Democrat	5%	(19)	95%	(354)	373
2018 House Vote: Republican	8%	(16)	92%	(189)	205
2016 Vote: Hillary Clinton	5%	(18)	95%	(346)	364
2016 Vote: Donald Trump	7%	(15)	93%	(202)	217
2016 Vote: Didn't Vote	4%	(16)	96%	(366)	382
Voted in 2014: Yes	5%	(26)	95%	(476)	502
Voted in 2014: No	5%	(24)	95%	(473)	497
2012 Vote: Barack Obama	5%	(18)	95%	(364)	382
2012 Vote: Mitt Romney	4%	(6)	96%	(122)	128
2012 Vote: Didn't Vote	6%	(27)	94%	(442)	468
4-Region: Northeast	6%	(11)	94%	(160)	170
4-Region: Midwest	4%	(4)	96%	(93)	97
4-Region: South	4%	(19)	96%	(426)	445
4-Region: West	6%	(16)	94%	(270)	286
Mexican	5%	(23)	95%	(443)	465
Puerto Rican	4%	(7)	96%	(172)	179
Cuban	2%	(1)	98%	(80)	81
Other South American	6%	(7)	94%	(112)	119

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Table MCFE36_12: Now on another topic...Do you currently have an account on the following social media platforms?

Line	Demographic	Yes		No		Total N
	Hispanic Adults	5%	(50)	95%	(949)	999
	Speaks only English at home	4%	(10)	96%	(255)	265
	Speaks mostly English at home	4%	(10)	96%	(243)	254
	Speaks both English and Spanish at home	7%	(24)	93%	(299)	323
	Speaks mostly Spanish at home	3%	(3)	97%	(108)	111
	Trump supporter	7%	(19)	93%	(253)	272
	Biden supporter	4%	(25)	96%	(549)	573
	Sports fans	6%	(45)	94%	(672)	717
	Avid sports fans	7%	(20)	93%	(279)	299
	Sports fans, Age: 18-34	9%	(23)	91%	(230)	253
	Sports fans, Age: 35-44	7%	(12)	93%	(169)	182
	Sports fans, Age: 45-64	4%	(9)	96%	(200)	209
	Sports fans, Age: 65+	—	(0)	100%	(73)	73
	Movie studios should diversify teams	6%	(38)	94%	(652)	691
	Movie studios should diversify stories	6%	(35)	94%	(561)	595
	Concerned about Covid	5%	(46)	95%	(810)	856
	No experience with Covid	4%	(12)	96%	(314)	326
	Health care major factor for election	5%	(33)	95%	(625)	658
	Social media users	5%	(50)	95%	(925)	975
	WhatsApp users	8%	(36)	92%	(438)	474
	WeChat users	27%	(16)	73%	(44)	61
	Social media news source at least once a week	6%	(40)	94%	(639)	679

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

Table MCFE36_13: Now on another topic...Do you currently have an account on the following social media platforms?

WeChat

Demographic	Yes		No		Total N
Hispanic Adults	6%	(61)	94%	(938)	999
Gender: Male	9%	(43)	91%	(457)	500
Gender: Female	4%	(18)	96%	(481)	499
Age: 18-34	6%	(24)	94%	(353)	378
Age: 35-44	11%	(24)	89%	(198)	222
Age: 45-64	3%	(9)	97%	(281)	290
Age: 65+	3%	(4)	97%	(106)	110
GenZers: 1997-2012	5%	(7)	95%	(129)	137
Millennials: 1981-1996	9%	(33)	91%	(328)	361
GenXers: 1965-1980	5%	(15)	95%	(273)	289
Baby Boomers: 1946-1964	2%	(4)	98%	(187)	191
PID: Dem (no lean)	5%	(21)	95%	(424)	444
PID: Ind (no lean)	4%	(13)	96%	(306)	319
PID: Rep (no lean)	12%	(27)	88%	(208)	236
PID/Gender: Dem Men	7%	(14)	93%	(186)	199
PID/Gender: Dem Women	3%	(7)	97%	(238)	245
PID/Gender: Ind Men	5%	(8)	95%	(149)	156
PID/Gender: Ind Women	3%	(5)	97%	(157)	162
PID/Gender: Rep Men	15%	(21)	85%	(122)	144
PID/Gender: Rep Women	7%	(6)	93%	(86)	92
Ideo: Liberal (1-3)	5%	(17)	95%	(324)	341
Ideo: Moderate (4)	7%	(24)	93%	(314)	337
Ideo: Conservative (5-7)	8%	(19)	92%	(208)	227
Educ: < College	3%	(18)	97%	(561)	579
Educ: Bachelors degree	9%	(24)	91%	(235)	260
Educ: Post-grad	11%	(18)	89%	(141)	160
Income: Under 50k	3%	(17)	97%	(497)	514
Income: 50k-100k	9%	(28)	91%	(285)	313
Income: 100k+	9%	(15)	91%	(156)	171
Ethnicity: White	7%	(45)	93%	(588)	633
Ethnicity: Hispanic	6%	(61)	94%	(938)	999
Ethnicity: Black	6%	(3)	94%	(54)	57

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Table MCFE36_13: Now on another topic...Do you currently have an account on the following social media platforms?
WeChat

Demographic	Yes		No		Total N
Hispanic Adults	6%	(61)	94%	(938)	999
Ethnicity: Other	4%	(12)	96%	(296)	309
All Christian	8%	(43)	92%	(511)	553
Agnostic/Nothing in particular	3%	(7)	97%	(226)	233
Something Else	4%	(5)	96%	(129)	133
Evangelical	13%	(31)	87%	(207)	238
Non-Evangelical	3%	(14)	97%	(421)	435
Community: Urban	8%	(36)	92%	(418)	454
Community: Suburban	5%	(23)	95%	(409)	431
Community: Rural	2%	(2)	98%	(111)	114
Employ: Private Sector	9%	(33)	91%	(337)	370
Employ: Government	16%	(12)	84%	(63)	75
Employ: Self-Employed	5%	(5)	95%	(90)	95
Employ: Student	—	(0)	100%	(64)	64
Employ: Retired	4%	(5)	96%	(115)	120
Employ: Unemployed	2%	(3)	98%	(153)	156
Employ: Other	2%	(1)	98%	(69)	70
Military HH: Yes	10%	(12)	90%	(105)	117
Military HH: No	6%	(49)	94%	(833)	882
RD/WT: Right Direction	13%	(35)	87%	(235)	270
RD/WT: Wrong Track	4%	(26)	96%	(703)	729
Trump Job Approve	11%	(35)	89%	(285)	320
Trump Job Disapprove	4%	(26)	96%	(606)	633
Trump Job Strongly Approve	15%	(25)	85%	(145)	170
Trump Job Somewhat Approve	6%	(9)	94%	(141)	150
Trump Job Somewhat Disapprove	8%	(10)	92%	(123)	134
Trump Job Strongly Disapprove	3%	(16)	97%	(483)	499
Favorable of Trump	12%	(38)	88%	(280)	318
Unfavorable of Trump	3%	(22)	97%	(600)	622

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Table MCFE36_13: Now on another topic...Do you currently have an account on the following social media platforms?

WeChat

Demographic	Yes		No		Total N
Hispanic Adults	6%	(61)	94%	(938)	999
Very Favorable of Trump	17%	(30)	83%	(150)	180
Somewhat Favorable of Trump	6%	(8)	94%	(130)	138
Somewhat Unfavorable of Trump	6%	(6)	94%	(100)	106
Very Unfavorable of Trump	3%	(15)	97%	(500)	515
#1 Issue: Economy	7%	(25)	93%	(363)	388
#1 Issue: Security	10%	(7)	90%	(70)	77
#1 Issue: Health Care	5%	(11)	95%	(201)	213
#1 Issue: Medicare / Social Security	5%	(4)	95%	(73)	76
#1 Issue: Women's Issues	—	(0)	100%	(65)	65
#1 Issue: Education	10%	(6)	90%	(52)	57
#1 Issue: Energy	9%	(5)	91%	(51)	56
#1 Issue: Other	3%	(2)	97%	(65)	67
2018 House Vote: Democrat	7%	(27)	93%	(346)	373
2018 House Vote: Republican	13%	(27)	87%	(178)	205
2016 Vote: Hillary Clinton	6%	(21)	94%	(343)	364
2016 Vote: Donald Trump	12%	(27)	88%	(191)	217
2016 Vote: Didn't Vote	3%	(13)	97%	(369)	382
Voted in 2014: Yes	7%	(36)	93%	(466)	502
Voted in 2014: No	5%	(25)	95%	(472)	497
2012 Vote: Barack Obama	7%	(27)	93%	(355)	382
2012 Vote: Mitt Romney	8%	(10)	92%	(118)	128
2012 Vote: Didn't Vote	5%	(24)	95%	(444)	468
4-Region: Northeast	7%	(12)	93%	(159)	170
4-Region: Midwest	7%	(7)	93%	(90)	97
4-Region: South	5%	(21)	95%	(424)	445
4-Region: West	7%	(21)	93%	(265)	286
Mexican	7%	(30)	93%	(435)	465
Puerto Rican	7%	(12)	93%	(167)	179
Cuban	6%	(5)	94%	(76)	81
Other South American	3%	(3)	97%	(116)	119

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Table MCFE36_13: Now on another topic...Do you currently have an account on the following social media platforms?
WeChat

Demographic	Yes		No		Total N
Hispanic Adults	6%	(61)	94%	(938)	999
Speaks only English at home	6%	(15)	94%	(250)	265
Speaks mostly English at home	3%	(8)	97%	(246)	254
Speaks both English and Spanish at home	9%	(31)	91%	(293)	323
Speaks mostly Spanish at home	4%	(5)	96%	(106)	111
Trump supporter	12%	(32)	88%	(240)	272
Biden supporter	5%	(27)	95%	(547)	573
Sports fans	8%	(56)	92%	(662)	717
Avid sports fans	11%	(32)	89%	(267)	299
Sports fans, Age: 18-34	8%	(21)	92%	(232)	253
Sports fans, Age: 35-44	13%	(24)	87%	(157)	182
Sports fans, Age: 45-64	3%	(7)	97%	(203)	209
Sports fans, Age: 65+	5%	(4)	95%	(69)	73
Movie studios should diversify teams	7%	(46)	93%	(645)	691
Movie studios should diversify stories	8%	(47)	92%	(549)	595
Concerned about Covid	6%	(54)	94%	(801)	856
No experience with Covid	4%	(13)	96%	(312)	326
Health care major factor for election	5%	(33)	95%	(625)	658
Social media users	6%	(61)	94%	(914)	975
WhatsApp users	11%	(52)	89%	(422)	474
WeChat users	100%	(61)	—	(0)	61
Social media news source at least once a week	8%	(54)	92%	(625)	679

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

Table MCFE37_1: How often do you turn to the following sources for news?

Newspapers

Demographic	Daily	A few times per week	Once per week	A few times per month	Once per month	Less than once per month	Never	Total N
Hispanic Adults	13% (127)	15% (147)	10% (100)	7% (73)	5% (45)	11% (112)	40% (396)	999
Gender: Male	15% (77)	18% (89)	10% (48)	8% (38)	5% (24)	11% (56)	34% (167)	500
Gender: Female	10% (49)	12% (58)	10% (52)	7% (35)	4% (22)	11% (55)	46% (229)	499
Age: 18-34	10% (37)	13% (50)	10% (39)	7% (27)	5% (18)	12% (47)	42% (160)	378
Age: 35-44	14% (32)	21% (46)	11% (24)	7% (15)	6% (13)	10% (22)	32% (71)	222
Age: 45-64	14% (41)	13% (37)	10% (29)	8% (24)	4% (12)	10% (30)	41% (117)	290
Age: 65+	16% (17)	12% (13)	8% (9)	7% (8)	2% (2)	12% (14)	43% (48)	110
GenZers: 1997-2012	2% (3)	7% (9)	10% (14)	6% (8)	8% (11)	10% (13)	57% (77)	137
Millennials: 1981-1996	16% (57)	18% (65)	9% (34)	7% (24)	4% (13)	12% (44)	34% (124)	361
GenXers: 1965-1980	12% (33)	17% (48)	12% (36)	9% (25)	5% (13)	11% (32)	35% (101)	289
Baby Boomers: 1946-1964	16% (30)	11% (21)	8% (15)	7% (13)	4% (7)	10% (19)	45% (85)	191
PID: Dem (no lean)	12% (55)	13% (60)	11% (49)	9% (42)	3% (12)	12% (52)	39% (174)	444
PID: Ind (no lean)	10% (33)	13% (40)	9% (29)	6% (20)	6% (20)	13% (40)	43% (137)	319
PID: Rep (no lean)	16% (39)	20% (47)	9% (22)	4% (10)	6% (13)	9% (20)	36% (85)	236
PID/Gender: Dem Men	13% (27)	18% (36)	11% (22)	9% (18)	2% (4)	11% (22)	36% (71)	199
PID/Gender: Dem Women	11% (28)	10% (24)	11% (27)	10% (24)	4% (9)	12% (30)	42% (103)	245
PID/Gender: Ind Men	13% (20)	13% (21)	9% (14)	8% (13)	8% (12)	15% (23)	35% (55)	156
PID/Gender: Ind Women	9% (14)	12% (19)	9% (15)	5% (8)	5% (8)	10% (17)	51% (82)	162
PID/Gender: Rep Men	22% (31)	22% (32)	8% (12)	5% (7)	6% (8)	8% (12)	29% (42)	144
PID/Gender: Rep Women	8% (7)	16% (15)	11% (10)	4% (3)	6% (5)	9% (9)	46% (43)	92
Ideo: Liberal (1-3)	13% (46)	17% (58)	11% (37)	9% (30)	2% (8)	12% (42)	35% (120)	341
Ideo: Moderate (4)	12% (41)	18% (61)	8% (26)	8% (26)	4% (12)	12% (42)	38% (130)	337
Ideo: Conservative (5-7)	15% (35)	11% (26)	12% (28)	5% (12)	8% (18)	9% (21)	39% (88)	227
Educ: < College	8% (44)	10% (57)	9% (52)	7% (40)	5% (28)	12% (68)	50% (291)	579
Educ: Bachelors degree	17% (44)	20% (51)	12% (31)	9% (24)	4% (10)	12% (32)	26% (66)	260
Educ: Post-grad	24% (38)	24% (38)	11% (17)	5% (9)	4% (7)	7% (12)	24% (39)	160
Income: Under 50k	7% (36)	11% (58)	10% (50)	7% (37)	5% (26)	13% (64)	47% (243)	514
Income: 50k-100k	17% (52)	16% (50)	7% (23)	9% (28)	4% (14)	12% (37)	35% (109)	313
Income: 100k+	23% (39)	22% (38)	16% (27)	5% (8)	3% (5)	6% (10)	26% (44)	171
Ethnicity: White	15% (92)	17% (109)	10% (61)	7% (42)	4% (25)	11% (72)	37% (232)	633

Continued on next page

Table MCFE37_1: How often do you turn to the following sources for news?
Newspapers

Demographic	Daily	A few times per week	Once per week	A few times per month	Once per month	Less than once per month	Never	Total N
Hispanic Adults	13% (127)	15% (147)	10% (100)	7% (73)	5% (45)	11% (112)	40% (396)	999
Ethnicity: Hispanic	13% (127)	15% (147)	10% (100)	7% (73)	5% (45)	11% (112)	40% (396)	999
Ethnicity: Black	17% (10)	8% (5)	15% (9)	9% (5)	4% (2)	12% (7)	35% (20)	57
Ethnicity: Other	8% (25)	11% (33)	10% (30)	8% (26)	6% (18)	11% (33)	47% (144)	309
All Christian	15% (83)	17% (97)	10% (54)	9% (50)	5% (26)	10% (53)	34% (190)	553
Agnostic/Nothing in particular	8% (18)	10% (22)	10% (24)	7% (15)	3% (8)	11% (25)	52% (120)	233
Something Else	13% (17)	10% (13)	7% (9)	5% (7)	6% (8)	17% (22)	43% (58)	133
Evangelical	22% (51)	12% (28)	7% (17)	8% (20)	5% (12)	12% (29)	34% (81)	238
Non-Evangelical	11% (48)	17% (75)	10% (44)	8% (36)	5% (22)	11% (46)	38% (163)	435
Community: Urban	16% (72)	16% (71)	9% (40)	8% (35)	4% (18)	12% (53)	36% (165)	454
Community: Suburban	11% (46)	15% (63)	12% (50)	7% (28)	5% (21)	11% (45)	41% (178)	431
Community: Rural	7% (8)	12% (13)	8% (9)	8% (9)	5% (6)	12% (14)	47% (53)	114
Employ: Private Sector	17% (62)	18% (66)	13% (49)	7% (27)	5% (19)	11% (41)	29% (107)	370
Employ: Government	15% (11)	26% (20)	7% (6)	11% (9)	6% (5)	4% (3)	29% (22)	75
Employ: Self-Employed	14% (13)	11% (10)	10% (10)	5% (5)	9% (8)	15% (14)	36% (35)	95
Employ: Student	2% (1)	10% (6)	6% (4)	10% (6)	10% (6)	5% (3)	58% (37)	64
Employ: Retired	14% (16)	16% (19)	4% (5)	8% (10)	— (0)	13% (16)	45% (54)	120
Employ: Unemployed	7% (11)	10% (16)	9% (14)	7% (10)	2% (3)	12% (19)	53% (83)	156
Employ: Other	5% (4)	8% (6)	10% (7)	5% (4)	3% (2)	15% (11)	53% (37)	70
Military HH: Yes	14% (16)	17% (20)	12% (14)	7% (8)	4% (5)	13% (15)	34% (40)	117
Military HH: No	13% (111)	14% (127)	10% (86)	7% (65)	5% (41)	11% (97)	40% (356)	882
RD/WT: Right Direction	18% (49)	19% (52)	11% (30)	5% (14)	5% (15)	8% (22)	32% (88)	270
RD/WT: Wrong Track	11% (78)	13% (94)	10% (69)	8% (58)	4% (31)	12% (90)	42% (308)	729
Trump Job Approve	17% (54)	17% (55)	11% (35)	4% (14)	5% (16)	8% (26)	37% (120)	320
Trump Job Disapprove	11% (70)	14% (89)	10% (61)	9% (56)	4% (27)	12% (79)	40% (250)	633
Trump Job Strongly Approve	22% (38)	15% (26)	10% (16)	4% (7)	5% (8)	7% (11)	37% (64)	170
Trump Job Somewhat Approve	11% (17)	20% (29)	12% (18)	5% (7)	5% (8)	10% (15)	37% (56)	150
Trump Job Somewhat Disapprove	7% (10)	14% (18)	8% (11)	11% (15)	7% (9)	19% (26)	33% (45)	134
Trump Job Strongly Disapprove	12% (61)	14% (71)	10% (50)	8% (41)	4% (18)	11% (53)	41% (205)	499

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Table MCFE37_1: How often do you turn to the following sources for news?
Newspapers

Demographic	Daily	A few times per week	Once per week	A few times per month	Once per month	Less than once per month	Never	Total N
Hispanic Adults	13% (127)	15% (147)	10% (100)	7% (73)	5% (45)	11% (112)	40% (396)	999
Favorable of Trump	17% (54)	19% (60)	11% (35)	5% (15)	6% (18)	7% (22)	36% (115)	318
Unfavorable of Trump	11% (71)	13% (81)	10% (60)	9% (56)	4% (23)	13% (81)	40% (249)	622
Very Favorable of Trump	20% (37)	16% (29)	8% (15)	5% (8)	4% (8)	7% (12)	39% (71)	180
Somewhat Favorable of Trump	12% (17)	22% (31)	14% (20)	5% (7)	7% (10)	7% (10)	32% (45)	138
Somewhat Unfavorable of Trump	10% (11)	11% (12)	13% (14)	10% (10)	5% (5)	20% (22)	31% (33)	106
Very Unfavorable of Trump	12% (60)	13% (69)	9% (47)	9% (46)	3% (18)	11% (59)	42% (217)	515
#1 Issue: Economy	14% (54)	16% (63)	9% (34)	7% (27)	5% (19)	11% (42)	38% (149)	388
#1 Issue: Security	17% (13)	13% (10)	16% (12)	6% (5)	3% (2)	13% (10)	32% (24)	77
#1 Issue: Health Care	13% (27)	16% (33)	13% (27)	7% (15)	6% (14)	9% (20)	36% (77)	213
#1 Issue: Medicare / Social Security	14% (11)	6% (4)	6% (4)	11% (8)	1% (1)	10% (8)	52% (40)	76
#1 Issue: Women's Issues	8% (5)	13% (9)	8% (5)	3% (2)	3% (2)	13% (9)	51% (33)	65
#1 Issue: Education	4% (2)	23% (13)	11% (6)	8% (5)	3% (2)	11% (6)	40% (23)	57
#1 Issue: Energy	13% (7)	14% (8)	9% (5)	12% (7)	4% (2)	17% (9)	31% (17)	56
#1 Issue: Other	11% (7)	9% (6)	7% (5)	7% (5)	6% (4)	11% (8)	48% (32)	67
2018 House Vote: Democrat	15% (58)	16% (59)	13% (47)	10% (36)	3% (12)	11% (41)	32% (121)	373
2018 House Vote: Republican	21% (42)	21% (43)	7% (14)	7% (15)	5% (10)	8% (16)	31% (64)	205
2016 Vote: Hillary Clinton	16% (59)	15% (55)	12% (45)	9% (32)	3% (12)	12% (44)	32% (116)	364
2016 Vote: Donald Trump	18% (38)	22% (48)	9% (20)	5% (12)	4% (9)	8% (17)	34% (74)	217
2016 Vote: Didn't Vote	7% (25)	9% (36)	8% (31)	7% (25)	6% (23)	13% (49)	50% (193)	382
Voted in 2014: Yes	18% (92)	19% (93)	13% (64)	7% (35)	3% (13)	10% (49)	31% (155)	502
Voted in 2014: No	7% (34)	11% (54)	7% (36)	8% (37)	6% (32)	13% (63)	48% (241)	497
2012 Vote: Barack Obama	16% (60)	17% (66)	13% (51)	8% (32)	2% (7)	11% (43)	32% (123)	382
2012 Vote: Mitt Romney	21% (26)	19% (24)	7% (9)	5% (6)	4% (6)	11% (13)	34% (44)	128
2012 Vote: Didn't Vote	7% (35)	11% (53)	8% (39)	7% (33)	7% (32)	12% (55)	47% (221)	468
4-Region: Northeast	13% (22)	17% (30)	11% (19)	6% (11)	5% (9)	12% (20)	36% (61)	170
4-Region: Midwest	17% (17)	15% (14)	12% (12)	7% (7)	6% (5)	10% (10)	33% (32)	97
4-Region: South	11% (51)	16% (69)	9% (42)	7% (31)	4% (20)	12% (54)	40% (178)	445
4-Region: West	13% (37)	12% (33)	10% (27)	8% (24)	4% (11)	10% (28)	44% (126)	286

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Table MCFE37_1: How often do you turn to the following sources for news?
Newspapers

Demographic	Daily	A few times per week	Once per week	A few times per month	Once per month	Less than once per month	Never	Total N
Hispanic Adults	13% (127)	15% (147)	10% (100)	7% (73)	5% (45)	11% (112)	40% (396)	999
Mexican	11% (49)	13% (60)	10% (47)	7% (33)	6% (26)	11% (51)	43% (199)	465
Puerto Rican	11% (20)	18% (32)	13% (23)	8% (14)	2% (4)	9% (16)	39% (70)	179
Cuban	14% (11)	17% (13)	11% (9)	4% (4)	5% (4)	16% (13)	32% (26)	81
Other South American	18% (22)	17% (20)	8% (9)	10% (11)	3% (4)	10% (12)	35% (42)	119
Speaks only English at home	15% (41)	9% (24)	8% (21)	6% (15)	6% (16)	10% (26)	46% (123)	265
Speaks mostly English at home	8% (21)	15% (39)	10% (25)	6% (14)	4% (10)	13% (34)	44% (111)	254
Speaks both English and Spanish at home	12% (39)	19% (62)	13% (41)	8% (27)	4% (12)	10% (31)	34% (111)	323
Speaks mostly Spanish at home	17% (19)	15% (17)	10% (11)	11% (12)	2% (2)	16% (18)	27% (30)	111
Trump supporter	16% (42)	20% (54)	9% (24)	5% (13)	5% (13)	7% (20)	38% (104)	272
Biden supporter	13% (74)	13% (75)	11% (64)	9% (52)	4% (20)	13% (77)	37% (212)	573
Sports fans	14% (101)	18% (127)	11% (80)	9% (61)	5% (39)	10% (73)	33% (236)	717
Avid sports fans	20% (61)	22% (65)	10% (31)	8% (24)	6% (18)	10% (30)	24% (71)	299
Sports fans, Age: 18-34	12% (30)	17% (44)	12% (30)	9% (24)	7% (17)	11% (27)	32% (81)	253
Sports fans, Age: 35-44	16% (30)	23% (41)	12% (21)	6% (12)	6% (12)	8% (14)	28% (51)	182
Sports fans, Age: 45-64	14% (30)	14% (30)	11% (23)	10% (20)	4% (9)	11% (22)	36% (75)	209
Sports fans, Age: 65+	16% (11)	16% (12)	7% (5)	8% (6)	1% (1)	13% (10)	38% (28)	73
Movie studios should diversify teams	14% (97)	18% (124)	10% (68)	8% (57)	5% (31)	12% (80)	34% (233)	691
Movie studios should diversify stories	14% (82)	18% (109)	11% (66)	9% (51)	4% (23)	11% (65)	33% (199)	595
Concerned about Covid	13% (113)	16% (138)	11% (90)	8% (65)	4% (36)	11% (91)	38% (322)	856
No experience with Covid	11% (37)	12% (38)	7% (22)	6% (19)	6% (18)	10% (32)	49% (161)	326
Health care major factor for election	14% (93)	15% (99)	10% (63)	6% (42)	4% (28)	12% (80)	39% (254)	658
Social media users	13% (123)	15% (145)	10% (100)	7% (71)	5% (45)	11% (108)	39% (383)	975
WhatsApp users	15% (72)	18% (87)	12% (59)	8% (36)	5% (23)	10% (49)	31% (147)	474
WeChat users	35% (21)	30% (18)	11% (7)	6% (4)	5% (3)	6% (3)	7% (4)	61
Social media news source at least once a week	14% (92)	17% (118)	11% (76)	8% (53)	4% (28)	10% (68)	36% (243)	679

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

Table MCFE37_2: How often do you turn to the following sources for news?

Radio

Demographic	Daily	A few times per week	Once per week	A few times per month	Once per month	Less than once per month	Never	Total N
Hispanic Adults	22% (216)	22% (219)	10% (101)	8% (79)	4% (39)	9% (91)	25% (254)	999
Gender: Male	24% (118)	25% (126)	10% (51)	7% (35)	5% (24)	8% (40)	21% (105)	500
Gender: Female	20% (98)	19% (93)	10% (50)	9% (44)	3% (15)	10% (51)	30% (149)	499
Age: 18-34	18% (69)	18% (69)	12% (44)	7% (26)	5% (18)	10% (37)	31% (116)	378
Age: 35-44	25% (56)	22% (49)	11% (24)	8% (18)	3% (6)	11% (25)	20% (45)	222
Age: 45-64	25% (73)	24% (70)	9% (27)	10% (29)	5% (13)	7% (19)	20% (59)	290
Age: 65+	17% (19)	29% (32)	6% (7)	5% (6)	2% (2)	9% (10)	32% (35)	110
GenZers: 1997-2012	8% (10)	16% (22)	11% (15)	8% (11)	5% (7)	11% (16)	41% (56)	137
Millennials: 1981-1996	25% (89)	19% (70)	11% (39)	7% (25)	4% (15)	10% (37)	24% (86)	361
GenXers: 1965-1980	26% (74)	26% (74)	10% (28)	10% (28)	3% (9)	8% (22)	19% (54)	289
Baby Boomers: 1946-1964	22% (42)	22% (43)	9% (18)	8% (16)	4% (8)	6% (12)	27% (52)	191
PID: Dem (no lean)	21% (95)	21% (93)	10% (44)	9% (40)	3% (15)	10% (45)	25% (112)	444
PID: Ind (no lean)	19% (61)	21% (68)	9% (27)	8% (24)	6% (18)	10% (31)	28% (89)	319
PID: Rep (no lean)	26% (61)	25% (58)	12% (29)	6% (15)	2% (6)	6% (14)	22% (53)	236
PID/Gender: Dem Men	23% (46)	25% (49)	12% (24)	7% (13)	5% (10)	8% (17)	21% (41)	199
PID/Gender: Dem Women	20% (49)	18% (43)	8% (21)	11% (27)	2% (5)	12% (29)	29% (71)	245
PID/Gender: Ind Men	20% (32)	24% (37)	7% (11)	8% (13)	6% (9)	12% (19)	23% (36)	156
PID/Gender: Ind Women	18% (29)	19% (31)	10% (16)	7% (11)	5% (9)	8% (13)	33% (53)	162
PID/Gender: Rep Men	29% (41)	28% (40)	11% (16)	6% (9)	3% (5)	3% (4)	19% (28)	144
PID/Gender: Rep Women	21% (19)	20% (18)	14% (13)	6% (6)	1% (1)	11% (10)	27% (25)	92
Ideo: Liberal (1-3)	24% (83)	18% (60)	12% (40)	10% (33)	3% (11)	9% (32)	24% (82)	341
Ideo: Moderate (4)	18% (60)	27% (92)	9% (30)	10% (33)	4% (13)	9% (30)	23% (78)	337
Ideo: Conservative (5-7)	27% (61)	22% (50)	10% (24)	5% (11)	5% (10)	8% (19)	23% (52)	227
Educ: < College	15% (89)	21% (121)	9% (55)	7% (42)	5% (31)	9% (52)	33% (190)	579
Educ: Bachelors degree	31% (79)	25% (65)	12% (30)	9% (23)	2% (5)	8% (20)	14% (38)	260
Educ: Post-grad	30% (48)	21% (33)	10% (15)	9% (14)	2% (3)	12% (19)	17% (27)	160
Income: Under 50k	17% (89)	19% (99)	10% (51)	9% (44)	4% (22)	10% (50)	31% (160)	514
Income: 50k-100k	26% (81)	22% (70)	10% (31)	7% (22)	4% (11)	9% (27)	23% (71)	313
Income: 100k+	27% (47)	29% (51)	11% (19)	7% (12)	3% (6)	8% (14)	14% (24)	171
Ethnicity: White	23% (147)	24% (151)	10% (63)	8% (49)	3% (21)	9% (57)	23% (145)	633

Continued on next page

Table MCFE37_2: How often do you turn to the following sources for news?
Radio

Demographic	Daily	A few times per week	Once per week	A few times per month	Once per month	Less than once per month	Never	Total N
Hispanic Adults	22% (216)	22% (219)	10% (101)	8% (79)	4% (39)	9% (91)	25% (254)	999
Ethnicity: Hispanic	22% (216)	22% (219)	10% (101)	8% (79)	4% (39)	9% (91)	25% (254)	999
Ethnicity: Black	21% (12)	20% (12)	16% (9)	8% (5)	4% (2)	7% (4)	24% (14)	57
Ethnicity: Other	18% (57)	18% (57)	9% (28)	8% (25)	5% (16)	10% (29)	31% (96)	309
All Christian	24% (133)	24% (134)	10% (55)	8% (43)	3% (19)	9% (49)	22% (120)	553
Agnostic/Nothing in particular	17% (40)	16% (37)	12% (28)	7% (17)	4% (9)	9% (22)	34% (80)	233
Something Else	22% (29)	24% (32)	8% (11)	10% (13)	3% (4)	9% (12)	24% (32)	133
Evangelical	26% (62)	27% (64)	9% (21)	7% (16)	3% (6)	8% (18)	21% (50)	238
Non-Evangelical	22% (97)	22% (97)	10% (41)	9% (40)	4% (17)	10% (43)	23% (99)	435
Community: Urban	26% (120)	20% (92)	8% (38)	7% (31)	3% (16)	10% (44)	25% (113)	454
Community: Suburban	17% (73)	23% (98)	13% (56)	8% (36)	4% (17)	9% (38)	27% (114)	431
Community: Rural	20% (23)	26% (29)	6% (7)	10% (12)	5% (6)	8% (9)	24% (27)	114
Employ: Private Sector	28% (105)	23% (84)	12% (46)	7% (25)	3% (12)	7% (27)	19% (71)	370
Employ: Government	27% (20)	32% (24)	10% (7)	10% (8)	3% (2)	6% (5)	12% (9)	75
Employ: Self-Employed	26% (25)	24% (22)	6% (6)	12% (11)	5% (5)	7% (7)	20% (19)	95
Employ: Student	10% (6)	13% (8)	6% (4)	11% (7)	6% (4)	10% (6)	44% (28)	64
Employ: Retired	16% (19)	25% (30)	6% (7)	7% (8)	2% (2)	12% (14)	32% (38)	120
Employ: Unemployed	12% (19)	17% (27)	11% (17)	8% (13)	4% (7)	11% (18)	36% (56)	156
Employ: Other	20% (14)	19% (13)	7% (5)	7% (5)	7% (5)	12% (9)	28% (20)	70
Military HH: Yes	20% (24)	27% (31)	13% (15)	14% (16)	1% (1)	6% (8)	19% (23)	117
Military HH: No	22% (192)	21% (188)	10% (86)	7% (62)	4% (38)	9% (83)	26% (232)	882
RD/WT: Right Direction	29% (78)	24% (65)	10% (27)	6% (16)	4% (10)	7% (19)	21% (56)	270
RD/WT: Wrong Track	19% (138)	21% (154)	10% (74)	9% (63)	4% (29)	10% (72)	27% (198)	729
Trump Job Approve	27% (85)	26% (84)	10% (33)	6% (19)	3% (9)	7% (22)	21% (68)	320
Trump Job Disapprove	20% (124)	21% (131)	10% (61)	9% (59)	4% (28)	10% (65)	26% (165)	633
Trump Job Strongly Approve	34% (58)	21% (36)	9% (16)	5% (8)	2% (4)	8% (13)	21% (35)	170
Trump Job Somewhat Approve	18% (27)	32% (48)	11% (17)	7% (11)	4% (6)	6% (8)	22% (33)	150
Trump Job Somewhat Disapprove	19% (26)	20% (27)	11% (15)	9% (12)	7% (10)	9% (11)	24% (33)	134
Trump Job Strongly Disapprove	20% (98)	21% (104)	9% (46)	9% (47)	4% (18)	11% (53)	27% (132)	499

Continued on next page

Table MCFE37_2: How often do you turn to the following sources for news?

Radio

Demographic	Daily	A few times per week	Once per week	A few times per month	Once per month	Less than once per month	Never	Total N
Hispanic Adults	22% (216)	22% (219)	10% (101)	8% (79)	4% (39)	9% (91)	25% (254)	999
Favorable of Trump	29% (92)	25% (78)	11% (34)	5% (17)	4% (11)	7% (22)	20% (64)	318
Unfavorable of Trump	18% (114)	21% (134)	10% (59)	10% (60)	4% (23)	11% (66)	27% (166)	622
Very Favorable of Trump	31% (55)	24% (42)	9% (16)	5% (9)	2% (3)	8% (15)	22% (39)	180
Somewhat Favorable of Trump	26% (36)	26% (36)	13% (18)	6% (8)	6% (8)	5% (7)	18% (25)	138
Somewhat Unfavorable of Trump	19% (20)	24% (26)	9% (10)	10% (11)	5% (5)	10% (10)	23% (25)	106
Very Unfavorable of Trump	18% (94)	21% (108)	10% (49)	9% (49)	4% (18)	11% (56)	27% (142)	515
#1 Issue: Economy	23% (89)	26% (103)	9% (37)	8% (31)	3% (13)	10% (38)	20% (78)	388
#1 Issue: Security	25% (20)	24% (18)	8% (6)	3% (2)	6% (5)	8% (6)	25% (19)	77
#1 Issue: Health Care	20% (42)	18% (37)	14% (30)	8% (17)	6% (12)	7% (15)	28% (59)	213
#1 Issue: Medicare / Social Security	18% (14)	18% (14)	7% (5)	12% (9)	2% (2)	7% (5)	36% (27)	76
#1 Issue: Women's Issues	14% (9)	16% (10)	13% (9)	11% (7)	3% (2)	8% (5)	34% (22)	65
#1 Issue: Education	21% (12)	18% (10)	6% (3)	10% (6)	6% (3)	14% (8)	26% (15)	57
#1 Issue: Energy	24% (14)	19% (10)	13% (7)	3% (2)	4% (2)	16% (9)	21% (11)	56
#1 Issue: Other	26% (17)	25% (17)	5% (3)	6% (4)	— (0)	6% (4)	33% (22)	67
2018 House Vote: Democrat	27% (102)	20% (73)	12% (44)	10% (36)	3% (12)	9% (32)	20% (73)	373
2018 House Vote: Republican	24% (50)	30% (62)	10% (21)	7% (14)	2% (5)	8% (17)	17% (35)	205
2016 Vote: Hillary Clinton	25% (89)	21% (78)	12% (43)	9% (31)	3% (10)	10% (37)	21% (75)	364
2016 Vote: Donald Trump	28% (60)	30% (65)	9% (21)	6% (13)	3% (6)	8% (18)	16% (35)	217
2016 Vote: Didn't Vote	16% (60)	18% (68)	8% (32)	8% (30)	6% (22)	9% (33)	36% (137)	382
Voted in 2014: Yes	26% (132)	24% (121)	11% (57)	9% (45)	3% (13)	9% (44)	18% (89)	502
Voted in 2014: No	17% (84)	20% (98)	9% (43)	7% (34)	5% (26)	9% (47)	33% (166)	497
2012 Vote: Barack Obama	24% (92)	22% (85)	10% (40)	10% (38)	3% (10)	11% (42)	20% (76)	382
2012 Vote: Mitt Romney	25% (32)	29% (37)	13% (17)	8% (10)	1% (2)	7% (9)	17% (21)	128
2012 Vote: Didn't Vote	18% (84)	19% (91)	9% (41)	7% (31)	5% (26)	9% (40)	33% (154)	468
4-Region: Northeast	21% (37)	22% (37)	7% (13)	7% (13)	4% (7)	10% (17)	27% (47)	170
4-Region: Midwest	15% (15)	28% (27)	7% (7)	9% (9)	7% (7)	6% (6)	27% (27)	97
4-Region: South	25% (109)	23% (101)	10% (45)	8% (36)	3% (15)	9% (38)	22% (99)	445
4-Region: West	19% (56)	19% (54)	12% (35)	7% (20)	3% (9)	10% (30)	28% (81)	286

Continued on next page

Table MCFE37_2: How often do you turn to the following sources for news?
Radio

Demographic	Daily	A few times per week	Once per week	A few times per month	Once per month	Less than once per month	Never	Total N
Hispanic Adults	22% (216)	22% (219)	10% (101)	8% (79)	4% (39)	9% (91)	25% (254)	999
Mexican	20% (91)	21% (99)	9% (43)	8% (38)	5% (21)	10% (46)	27% (127)	465
Puerto Rican	19% (35)	21% (38)	12% (22)	7% (13)	5% (8)	7% (13)	28% (51)	179
Cuban	28% (23)	28% (23)	7% (6)	5% (4)	2% (2)	11% (9)	18% (15)	81
Other South American	27% (33)	20% (24)	13% (15)	9% (11)	3% (3)	13% (15)	15% (18)	119
Speaks only English at home	18% (48)	20% (54)	8% (21)	7% (18)	5% (13)	8% (22)	34% (90)	265
Speaks mostly English at home	17% (42)	26% (65)	11% (29)	7% (18)	3% (7)	10% (26)	26% (65)	254
Speaks both English and Spanish at home	24% (77)	22% (70)	12% (38)	10% (31)	4% (12)	8% (27)	21% (68)	323
Speaks mostly Spanish at home	30% (34)	22% (24)	8% (8)	7% (7)	6% (7)	10% (11)	17% (19)	111
Trump supporter	27% (74)	25% (67)	11% (31)	5% (14)	4% (10)	7% (19)	21% (57)	272
Biden supporter	20% (116)	21% (122)	10% (55)	9% (53)	4% (21)	11% (65)	25% (141)	573
Sports fans	23% (167)	25% (179)	11% (76)	9% (62)	3% (24)	9% (65)	20% (144)	717
Avid sports fans	29% (88)	27% (81)	9% (28)	9% (26)	3% (9)	8% (24)	15% (44)	299
Sports fans, Age: 18-34	21% (52)	22% (57)	12% (31)	8% (20)	5% (13)	10% (25)	22% (55)	253
Sports fans, Age: 35-44	29% (52)	23% (42)	11% (19)	7% (12)	1% (2)	11% (20)	18% (33)	182
Sports fans, Age: 45-64	25% (53)	28% (60)	10% (20)	12% (24)	4% (8)	5% (10)	17% (35)	209
Sports fans, Age: 65+	13% (10)	29% (21)	7% (5)	8% (6)	3% (2)	12% (9)	28% (21)	73
Movie studios should diversify teams	21% (149)	23% (157)	11% (77)	9% (61)	3% (23)	9% (64)	23% (160)	691
Movie studios should diversify stories	23% (136)	22% (133)	12% (69)	9% (51)	3% (18)	9% (55)	22% (134)	595
Concerned about Covid	22% (192)	23% (199)	10% (89)	8% (65)	4% (30)	9% (79)	24% (202)	856
No experience with Covid	20% (66)	18% (58)	10% (32)	6% (19)	3% (11)	8% (27)	34% (112)	326
Health care major factor for election	23% (154)	22% (143)	10% (64)	7% (46)	3% (23)	9% (60)	26% (168)	658
Social media users	22% (213)	22% (213)	10% (100)	8% (78)	4% (38)	9% (91)	25% (243)	975
WhatsApp users	28% (135)	22% (102)	11% (53)	8% (38)	3% (15)	10% (46)	18% (85)	474
WeChat users	33% (20)	28% (17)	14% (8)	9% (5)	4% (2)	4% (3)	8% (5)	61
Social media news source at least once a week	26% (176)	24% (166)	11% (72)	7% (46)	4% (26)	8% (55)	20% (139)	679

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

Table MCFE37_3: How often do you turn to the following sources for news?

Cable news networks

Demographic	Daily	A few times per week	Once per week	A few times per month	Once per month	Less than once per month	Never	Total N
Hispanic Adults	31% (314)	17% (174)	9% (93)	8% (77)	4% (35)	6% (59)	25% (246)	999
Gender: Male	34% (168)	21% (104)	9% (45)	6% (32)	3% (17)	5% (26)	21% (106)	500
Gender: Female	29% (146)	14% (70)	10% (48)	9% (45)	4% (18)	7% (33)	28% (140)	499
Age: 18-34	22% (82)	18% (69)	11% (40)	9% (34)	4% (14)	7% (27)	30% (113)	378
Age: 35-44	29% (65)	23% (51)	11% (25)	7% (16)	3% (6)	7% (15)	20% (44)	222
Age: 45-64	36% (105)	15% (44)	8% (24)	8% (23)	4% (12)	5% (15)	23% (68)	290
Age: 65+	56% (62)	10% (11)	4% (5)	4% (5)	3% (3)	2% (2)	20% (23)	110
GenZers: 1997-2012	17% (23)	15% (20)	9% (12)	10% (14)	5% (7)	10% (14)	34% (47)	137
Millennials: 1981-1996	26% (94)	20% (72)	12% (44)	7% (26)	3% (11)	6% (23)	26% (92)	361
GenXers: 1965-1980	35% (101)	20% (58)	9% (25)	8% (23)	3% (9)	5% (16)	20% (57)	289
Baby Boomers: 1946-1964	43% (82)	12% (23)	7% (13)	7% (13)	4% (8)	3% (5)	25% (47)	191
PID: Dem (no lean)	35% (155)	19% (84)	10% (44)	7% (33)	4% (17)	7% (29)	19% (82)	444
PID: Ind (no lean)	23% (74)	14% (45)	9% (28)	8% (24)	4% (12)	6% (18)	37% (117)	319
PID: Rep (no lean)	36% (85)	20% (46)	9% (21)	8% (19)	3% (6)	5% (12)	20% (47)	236
PID/Gender: Dem Men	38% (76)	25% (50)	8% (17)	6% (12)	3% (7)	5% (10)	14% (28)	199
PID/Gender: Dem Women	32% (79)	14% (33)	11% (27)	9% (21)	4% (10)	8% (19)	22% (55)	245
PID/Gender: Ind Men	25% (39)	14% (23)	10% (15)	8% (12)	5% (8)	7% (11)	31% (48)	156
PID/Gender: Ind Women	22% (35)	14% (22)	8% (13)	7% (12)	3% (4)	4% (7)	42% (69)	162
PID/Gender: Rep Men	37% (53)	22% (31)	9% (13)	5% (8)	2% (3)	3% (5)	22% (31)	144
PID/Gender: Rep Women	34% (32)	16% (15)	8% (8)	13% (12)	3% (3)	7% (7)	18% (16)	92
Ideo: Liberal (1-3)	33% (114)	17% (58)	11% (36)	9% (31)	4% (12)	7% (22)	20% (67)	341
Ideo: Moderate (4)	34% (113)	18% (62)	8% (27)	6% (20)	4% (13)	7% (23)	24% (80)	337
Ideo: Conservative (5-7)	32% (72)	19% (44)	11% (24)	7% (15)	3% (8)	4% (10)	24% (55)	227
Educ: < College	25% (145)	16% (94)	8% (47)	8% (44)	4% (24)	7% (43)	31% (181)	579
Educ: Bachelors degree	39% (101)	19% (49)	13% (33)	8% (20)	2% (4)	4% (11)	16% (42)	260
Educ: Post-grad	42% (68)	20% (32)	8% (12)	8% (13)	4% (7)	3% (5)	15% (23)	160
Income: Under 50k	23% (118)	16% (82)	9% (45)	9% (45)	4% (19)	7% (37)	33% (168)	514
Income: 50k-100k	39% (122)	18% (57)	10% (31)	5% (17)	3% (10)	5% (15)	19% (60)	313
Income: 100k+	43% (74)	20% (35)	10% (17)	9% (15)	4% (6)	4% (6)	10% (18)	171
Ethnicity: White	32% (201)	20% (126)	10% (63)	7% (46)	3% (18)	5% (34)	23% (145)	633

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Table MCFE37_3: How often do you turn to the following sources for news?

Cable news networks

Demographic	Daily	A few times per week	Once per week	A few times per month	Once per month	Less than once per month	Never	Total N
Hispanic Adults	31% (314)	17% (174)	9% (93)	8% (77)	4% (35)	6% (59)	25% (246)	999
Ethnicity: Hispanic	31% (314)	17% (174)	9% (93)	8% (77)	4% (35)	6% (59)	25% (246)	999
Ethnicity: Black	44% (25)	6% (4)	10% (6)	13% (7)	8% (4)	6% (4)	13% (8)	57
Ethnicity: Other	28% (88)	15% (45)	8% (25)	8% (23)	4% (13)	7% (22)	30% (94)	309
All Christian	35% (194)	20% (108)	10% (54)	8% (43)	4% (22)	4% (22)	20% (110)	553
Agnostic/Nothing in particular	24% (57)	17% (40)	8% (18)	7% (17)	2% (4)	7% (15)	35% (82)	233
Something Else	27% (36)	9% (13)	11% (14)	8% (10)	5% (6)	12% (16)	28% (38)	133
Evangelical	33% (78)	16% (38)	10% (25)	9% (22)	4% (10)	6% (15)	21% (50)	238
Non-Evangelical	34% (149)	18% (79)	10% (42)	7% (29)	4% (18)	5% (23)	22% (95)	435
Community: Urban	33% (150)	18% (80)	10% (45)	8% (34)	3% (14)	6% (28)	23% (103)	454
Community: Suburban	32% (138)	17% (73)	9% (38)	7% (30)	5% (20)	5% (23)	26% (110)	431
Community: Rural	23% (26)	19% (21)	9% (10)	12% (14)	1% (1)	7% (8)	29% (33)	114
Employ: Private Sector	35% (131)	20% (75)	13% (50)	8% (31)	3% (9)	3% (12)	17% (62)	370
Employ: Government	34% (26)	20% (15)	7% (5)	6% (5)	4% (3)	9% (7)	21% (15)	75
Employ: Self-Employed	29% (28)	20% (19)	9% (9)	9% (9)	5% (4)	13% (13)	15% (14)	95
Employ: Student	9% (6)	14% (9)	9% (6)	12% (8)	4% (3)	10% (6)	42% (27)	64
Employ: Retired	48% (57)	10% (13)	3% (4)	5% (6)	4% (5)	2% (3)	27% (32)	120
Employ: Unemployed	25% (39)	13% (20)	7% (11)	9% (14)	5% (8)	7% (11)	34% (53)	156
Employ: Other	25% (17)	18% (12)	9% (6)	3% (2)	— (0)	8% (5)	39% (27)	70
Military HH: Yes	30% (36)	15% (18)	8% (9)	12% (14)	3% (3)	6% (7)	26% (31)	117
Military HH: No	32% (279)	18% (157)	10% (84)	7% (63)	4% (32)	6% (52)	24% (216)	882
RD/WT: Right Direction	33% (88)	19% (51)	11% (29)	7% (18)	3% (7)	6% (16)	22% (61)	270
RD/WT: Wrong Track	31% (226)	17% (124)	9% (64)	8% (59)	4% (28)	6% (43)	26% (186)	729
Trump Job Approve	32% (103)	19% (61)	11% (34)	7% (23)	3% (8)	6% (19)	22% (71)	320
Trump Job Disapprove	32% (203)	18% (111)	9% (54)	8% (52)	4% (26)	6% (39)	23% (148)	633
Trump Job Strongly Approve	39% (67)	15% (26)	7% (13)	7% (13)	3% (5)	4% (8)	24% (40)	170
Trump Job Somewhat Approve	24% (36)	23% (35)	15% (22)	7% (10)	2% (3)	8% (12)	21% (31)	150
Trump Job Somewhat Disapprove	28% (37)	20% (26)	10% (13)	8% (11)	3% (5)	8% (11)	22% (30)	134
Trump Job Strongly Disapprove	33% (166)	17% (84)	8% (41)	8% (41)	4% (21)	6% (28)	24% (118)	499

Continued on next page

Table MCFE37_3: How often do you turn to the following sources for news?

Cable news networks

Demographic	Daily	A few times per week	Once per week	A few times per month	Once per month	Less than once per month	Never	Total N
Hispanic Adults	31% (314)	17% (174)	9% (93)	8% (77)	4% (35)	6% (59)	25% (246)	999
Favorable of Trump	34% (108)	21% (67)	9% (30)	8% (24)	3% (9)	4% (13)	21% (66)	318
Unfavorable of Trump	31% (193)	17% (104)	9% (56)	8% (47)	4% (25)	7% (43)	25% (154)	622
Very Favorable of Trump	37% (66)	17% (31)	9% (16)	7% (12)	3% (6)	4% (7)	23% (42)	180
Somewhat Favorable of Trump	30% (42)	26% (36)	10% (14)	9% (12)	3% (3)	4% (6)	17% (24)	138
Somewhat Unfavorable of Trump	27% (29)	19% (20)	11% (12)	8% (9)	2% (2)	10% (11)	23% (24)	106
Very Unfavorable of Trump	32% (165)	16% (83)	9% (44)	8% (39)	4% (23)	6% (32)	25% (130)	515
#1 Issue: Economy	33% (128)	18% (71)	9% (36)	8% (30)	3% (13)	6% (22)	23% (88)	388
#1 Issue: Security	29% (22)	23% (18)	10% (7)	8% (6)	2% (1)	9% (7)	20% (16)	77
#1 Issue: Health Care	38% (80)	20% (42)	11% (24)	8% (17)	4% (9)	4% (9)	15% (31)	213
#1 Issue: Medicare / Social Security	38% (29)	12% (9)	4% (3)	6% (5)	5% (4)	3% (2)	32% (25)	76
#1 Issue: Women's Issues	16% (10)	14% (9)	13% (8)	7% (5)	1% (1)	7% (5)	41% (27)	65
#1 Issue: Education	21% (12)	14% (8)	10% (6)	12% (7)	5% (3)	7% (4)	31% (18)	57
#1 Issue: Energy	26% (14)	18% (10)	9% (5)	9% (5)	5% (3)	14% (8)	20% (11)	56
#1 Issue: Other	27% (18)	11% (7)	6% (4)	4% (2)	3% (2)	2% (2)	47% (31)	67
2018 House Vote: Democrat	38% (142)	19% (70)	12% (46)	7% (26)	4% (14)	4% (14)	17% (62)	373
2018 House Vote: Republican	40% (83)	18% (37)	9% (18)	8% (16)	3% (6)	5% (11)	17% (34)	205
2016 Vote: Hillary Clinton	40% (145)	18% (66)	10% (36)	8% (28)	3% (11)	4% (15)	17% (62)	364
2016 Vote: Donald Trump	37% (80)	18% (40)	11% (24)	6% (13)	3% (7)	5% (11)	20% (43)	217
2016 Vote: Didn't Vote	22% (84)	16% (59)	8% (30)	9% (34)	4% (16)	8% (29)	34% (130)	382
Voted in 2014: Yes	37% (186)	19% (96)	11% (57)	8% (40)	3% (16)	4% (20)	17% (85)	502
Voted in 2014: No	26% (128)	16% (78)	7% (36)	7% (37)	4% (19)	8% (39)	32% (161)	497
2012 Vote: Barack Obama	38% (144)	18% (69)	11% (43)	8% (29)	4% (15)	4% (14)	18% (68)	382
2012 Vote: Mitt Romney	39% (49)	16% (20)	9% (12)	9% (11)	2% (3)	6% (7)	20% (26)	128
2012 Vote: Didn't Vote	24% (113)	17% (78)	8% (37)	8% (37)	4% (17)	8% (38)	32% (150)	468
4-Region: Northeast	34% (58)	22% (37)	7% (12)	9% (16)	3% (5)	6% (10)	19% (33)	170
4-Region: Midwest	21% (20)	21% (21)	11% (11)	9% (9)	5% (5)	8% (8)	24% (23)	97
4-Region: South	37% (163)	16% (69)	9% (39)	8% (34)	4% (16)	6% (26)	22% (98)	445
4-Region: West	25% (73)	17% (47)	11% (31)	7% (19)	3% (9)	5% (15)	32% (92)	286

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Table MCFE37_3: How often do you turn to the following sources for news?
Cable news networks

Demographic	Daily	A few times per week	Once per week	A few times per month	Once per month	Less than once per month	Never	Total N
Hispanic Adults	31% (314)	17% (174)	9% (93)	8% (77)	4% (35)	6% (59)	25% (246)	999
Mexican	25% (117)	18% (85)	9% (41)	8% (36)	3% (16)	4% (21)	32% (150)	465
Puerto Rican	31% (56)	19% (34)	9% (16)	10% (18)	4% (7)	6% (10)	21% (38)	179
Cuban	58% (47)	9% (7)	8% (7)	5% (4)	— (0)	9% (8)	10% (8)	81
Other South American	36% (43)	16% (19)	11% (13)	10% (12)	4% (4)	7% (9)	15% (18)	119
Speaks only English at home	26% (70)	14% (36)	7% (19)	9% (23)	5% (14)	8% (22)	31% (82)	265
Speaks mostly English at home	33% (84)	17% (42)	9% (22)	6% (16)	2% (6)	6% (14)	27% (69)	254
Speaks both English and Spanish at home	33% (105)	21% (66)	11% (35)	9% (28)	3% (9)	5% (15)	20% (64)	323
Speaks mostly Spanish at home	33% (36)	22% (25)	12% (14)	6% (7)	6% (6)	6% (6)	16% (17)	111
Trump supporter	34% (92)	20% (54)	9% (24)	7% (18)	3% (8)	6% (17)	22% (60)	272
Biden supporter	33% (191)	18% (104)	9% (52)	8% (45)	4% (22)	6% (37)	21% (121)	573
Sports fans	34% (247)	20% (145)	10% (73)	8% (56)	4% (28)	6% (40)	18% (129)	717
Avid sports fans	40% (119)	22% (67)	11% (34)	9% (26)	2% (5)	4% (12)	12% (36)	299
Sports fans, Age: 18-34	25% (64)	21% (54)	12% (31)	9% (24)	4% (11)	7% (17)	21% (53)	253
Sports fans, Age: 35-44	32% (58)	25% (46)	12% (22)	6% (11)	3% (5)	6% (11)	16% (28)	182
Sports fans, Age: 45-64	39% (82)	16% (34)	8% (16)	9% (19)	4% (9)	5% (11)	19% (39)	209
Sports fans, Age: 65+	59% (43)	15% (11)	6% (5)	3% (2)	4% (3)	2% (1)	11% (8)	73
Movie studios should diversify teams	32% (224)	19% (132)	10% (70)	9% (59)	3% (22)	5% (35)	21% (148)	691
Movie studios should diversify stories	33% (195)	20% (118)	11% (67)	8% (51)	3% (20)	5% (31)	19% (113)	595
Concerned about Covid	33% (281)	18% (157)	9% (79)	8% (65)	3% (30)	6% (52)	23% (193)	856
No experience with Covid	29% (93)	18% (57)	7% (23)	7% (21)	4% (13)	5% (17)	31% (101)	326
Health care major factor for election	34% (224)	18% (117)	9% (58)	7% (43)	4% (24)	7% (45)	22% (147)	658
Social media users	32% (308)	18% (173)	10% (93)	8% (75)	4% (34)	6% (58)	24% (233)	975
WhatsApp users	36% (172)	21% (100)	10% (49)	7% (32)	3% (16)	5% (25)	17% (79)	474
WeChat users	42% (26)	28% (17)	8% (5)	5% (3)	— (0)	6% (3)	11% (7)	61
Social media news source at least once a week	33% (222)	20% (139)	11% (72)	8% (52)	3% (22)	4% (26)	21% (146)	679

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

Table MCFE37_4: How often do you turn to the following sources for news?

Network news

Demographic	Daily	A few times per week	Once per week	A few times per month	Once per month	Less than once per month	Never	Total N
Hispanic Adults	35% (352)	19% (192)	9% (89)	8% (76)	3% (34)	5% (50)	21% (207)	999
Gender: Male	35% (173)	23% (112)	11% (57)	7% (35)	3% (13)	4% (21)	17% (87)	500
Gender: Female	36% (179)	16% (79)	6% (32)	8% (41)	4% (21)	6% (29)	24% (119)	499
Age: 18-34	23% (87)	20% (74)	11% (42)	7% (27)	5% (18)	6% (24)	28% (106)	378
Age: 35-44	34% (75)	21% (47)	10% (22)	12% (28)	5% (11)	4% (8)	14% (31)	222
Age: 45-64	42% (122)	20% (59)	6% (18)	7% (19)	1% (4)	4% (12)	19% (55)	290
Age: 65+	62% (68)	11% (12)	6% (7)	2% (2)	1% (1)	5% (6)	13% (14)	110
GenZers: 1997-2012	16% (22)	13% (17)	11% (16)	11% (15)	6% (9)	5% (7)	38% (51)	137
Millennials: 1981-1996	29% (106)	23% (84)	11% (39)	7% (26)	4% (14)	5% (20)	20% (73)	361
GenXers: 1965-1980	38% (109)	22% (64)	7% (19)	9% (27)	3% (9)	4% (11)	17% (49)	289
Baby Boomers: 1946-1964	54% (103)	13% (24)	7% (13)	4% (7)	1% (2)	6% (12)	15% (29)	191
PID: Dem (no lean)	40% (178)	22% (97)	8% (34)	8% (36)	3% (16)	4% (20)	14% (63)	444
PID: Ind (no lean)	29% (92)	13% (42)	10% (33)	8% (25)	4% (12)	5% (16)	31% (98)	319
PID: Rep (no lean)	35% (81)	22% (52)	9% (22)	6% (15)	3% (6)	6% (14)	19% (45)	236
PID/Gender: Dem Men	36% (72)	31% (61)	11% (21)	7% (13)	3% (6)	3% (5)	10% (21)	199
PID/Gender: Dem Women	43% (106)	15% (36)	5% (13)	9% (23)	4% (10)	6% (15)	17% (43)	245
PID/Gender: Ind Men	28% (44)	14% (22)	13% (20)	9% (14)	4% (6)	6% (9)	26% (41)	156
PID/Gender: Ind Women	30% (48)	12% (20)	8% (13)	7% (11)	4% (6)	4% (7)	35% (57)	162
PID/Gender: Rep Men	40% (57)	20% (29)	11% (16)	6% (9)	1% (1)	4% (6)	18% (26)	144
PID/Gender: Rep Women	26% (24)	26% (24)	7% (6)	7% (6)	5% (5)	8% (8)	21% (19)	92
Ideo: Liberal (1-3)	39% (134)	22% (75)	10% (36)	9% (29)	3% (9)	3% (10)	14% (48)	341
Ideo: Moderate (4)	36% (121)	18% (62)	7% (24)	7% (24)	4% (14)	6% (22)	21% (72)	337
Ideo: Conservative (5-7)	35% (80)	20% (46)	11% (25)	6% (14)	3% (6)	6% (14)	19% (43)	227
Educ: < College	31% (182)	17% (96)	8% (45)	8% (46)	4% (21)	5% (30)	28% (160)	579
Educ: Bachelors degree	37% (96)	24% (61)	13% (33)	5% (13)	3% (8)	7% (19)	11% (30)	260
Educ: Post-grad	46% (74)	22% (35)	7% (11)	10% (16)	3% (5)	1% (2)	11% (17)	160
Income: Under 50k	30% (156)	17% (88)	8% (43)	9% (47)	4% (18)	6% (29)	26% (133)	514
Income: 50k-100k	41% (128)	17% (52)	10% (32)	6% (18)	4% (12)	6% (19)	17% (54)	313
Income: 100k+	40% (68)	31% (53)	8% (13)	7% (12)	2% (4)	1% (2)	11% (19)	171
Ethnicity: White	38% (241)	20% (129)	9% (58)	7% (45)	3% (19)	4% (26)	18% (114)	633

Continued on next page

Table MCFE37_4: How often do you turn to the following sources for news?

Network news

Demographic	Daily	A few times per week	Once per week	A few times per month	Once per month	Less than once per month	Never	Total N
Hispanic Adults	35% (352)	19% (192)	9% (89)	8% (76)	3% (34)	5% (50)	21% (207)	999
Ethnicity: Hispanic	35% (352)	19% (192)	9% (89)	8% (76)	3% (34)	5% (50)	21% (207)	999
Ethnicity: Black	33% (19)	18% (11)	11% (6)	12% (7)	4% (3)	8% (5)	13% (7)	57
Ethnicity: Other	30% (92)	17% (52)	8% (24)	8% (24)	4% (12)	6% (19)	28% (85)	309
All Christian	39% (216)	21% (115)	11% (60)	6% (33)	4% (21)	4% (22)	16% (86)	553
Agnostic/Nothing in particular	29% (69)	16% (37)	6% (15)	9% (21)	3% (7)	5% (12)	31% (73)	233
Something Else	33% (45)	15% (20)	5% (6)	10% (13)	3% (4)	8% (11)	26% (35)	133
Evangelical	38% (92)	19% (45)	8% (18)	7% (16)	4% (10)	8% (18)	16% (39)	238
Non-Evangelical	38% (166)	20% (85)	11% (46)	6% (27)	3% (15)	3% (15)	19% (81)	435
Community: Urban	39% (177)	19% (88)	7% (33)	8% (38)	4% (18)	5% (22)	17% (78)	454
Community: Suburban	33% (141)	18% (77)	12% (51)	6% (27)	3% (13)	5% (23)	23% (100)	431
Community: Rural	30% (34)	23% (26)	4% (4)	10% (11)	2% (3)	5% (5)	26% (29)	114
Employ: Private Sector	35% (129)	24% (89)	10% (36)	8% (30)	4% (16)	4% (14)	15% (56)	370
Employ: Government	32% (24)	23% (17)	9% (7)	12% (9)	— (0)	4% (3)	21% (16)	75
Employ: Self-Employed	34% (33)	18% (17)	9% (9)	9% (9)	4% (3)	7% (6)	18% (17)	95
Employ: Student	13% (8)	8% (5)	15% (9)	9% (6)	9% (6)	7% (5)	39% (25)	64
Employ: Retired	60% (72)	12% (15)	5% (6)	4% (5)	— (1)	3% (4)	15% (18)	120
Employ: Unemployed	31% (49)	20% (31)	8% (13)	9% (13)	2% (3)	6% (10)	24% (38)	156
Employ: Other	29% (20)	10% (7)	9% (6)	5% (4)	5% (4)	4% (3)	37% (26)	70
Military HH: Yes	29% (33)	23% (27)	13% (16)	8% (10)	3% (4)	4% (4)	20% (24)	117
Military HH: No	36% (318)	19% (165)	8% (73)	8% (67)	3% (30)	5% (46)	21% (183)	882
RD/WT: Right Direction	35% (94)	19% (52)	12% (31)	7% (18)	2% (6)	6% (15)	20% (53)	270
RD/WT: Wrong Track	35% (257)	19% (140)	8% (58)	8% (58)	4% (28)	5% (35)	21% (153)	729
Trump Job Approve	32% (102)	22% (69)	10% (32)	6% (18)	2% (7)	5% (16)	23% (75)	320
Trump Job Disapprove	38% (239)	19% (117)	8% (51)	8% (54)	4% (27)	5% (34)	18% (111)	633
Trump Job Strongly Approve	35% (60)	20% (33)	8% (14)	6% (10)	2% (3)	3% (6)	26% (44)	170
Trump Job Somewhat Approve	28% (42)	24% (36)	12% (18)	6% (8)	3% (4)	7% (10)	21% (31)	150
Trump Job Somewhat Disapprove	35% (47)	21% (27)	6% (9)	9% (12)	8% (11)	5% (6)	17% (22)	134
Trump Job Strongly Disapprove	39% (192)	18% (90)	9% (43)	8% (42)	3% (15)	6% (28)	18% (89)	499

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Table MCFE37_4: How often do you turn to the following sources for news?

Network news

Demographic	Daily	A few times per week	Once per week	A few times per month	Once per month	Less than once per month	Never	Total N
Hispanic Adults	35% (352)	19% (192)	9% (89)	8% (76)	3% (34)	5% (50)	21% (207)	999
Favorable of Trump	33% (106)	23% (73)	10% (33)	6% (19)	2% (7)	5% (17)	20% (64)	318
Unfavorable of Trump	37% (229)	18% (112)	8% (49)	8% (52)	4% (26)	5% (32)	20% (122)	622
Very Favorable of Trump	32% (58)	20% (35)	12% (22)	7% (12)	3% (5)	3% (6)	23% (42)	180
Somewhat Favorable of Trump	34% (48)	27% (38)	8% (11)	5% (7)	2% (2)	8% (11)	16% (23)	138
Somewhat Unfavorable of Trump	34% (36)	19% (20)	6% (6)	7% (8)	9% (10)	3% (3)	23% (24)	106
Very Unfavorable of Trump	38% (193)	18% (92)	8% (43)	9% (45)	3% (17)	6% (28)	19% (97)	515
#1 Issue: Economy	36% (140)	20% (76)	10% (39)	7% (27)	3% (13)	5% (21)	19% (72)	388
#1 Issue: Security	28% (22)	23% (18)	9% (7)	8% (6)	2% (1)	7% (5)	23% (18)	77
#1 Issue: Health Care	40% (86)	21% (45)	8% (16)	8% (18)	3% (6)	4% (8)	16% (33)	213
#1 Issue: Medicare / Social Security	58% (44)	11% (8)	— (0)	7% (5)	1% (1)	4% (3)	19% (15)	76
#1 Issue: Women's Issues	26% (17)	13% (8)	10% (6)	8% (5)	7% (5)	5% (3)	32% (21)	65
#1 Issue: Education	21% (12)	23% (13)	7% (4)	11% (7)	10% (6)	10% (6)	17% (10)	57
#1 Issue: Energy	19% (11)	24% (13)	18% (10)	6% (4)	4% (2)	3% (2)	24% (14)	56
#1 Issue: Other	30% (20)	14% (10)	8% (6)	7% (5)	— (0)	3% (2)	37% (25)	67
2018 House Vote: Democrat	46% (170)	22% (83)	8% (31)	7% (28)	2% (8)	4% (14)	10% (39)	373
2018 House Vote: Republican	35% (72)	20% (42)	11% (22)	6% (13)	2% (5)	5% (11)	20% (41)	205
2016 Vote: Hillary Clinton	46% (168)	20% (72)	8% (31)	8% (30)	3% (11)	4% (13)	11% (39)	364
2016 Vote: Donald Trump	33% (71)	22% (49)	12% (26)	6% (13)	2% (4)	5% (11)	20% (44)	217
2016 Vote: Didn't Vote	27% (104)	17% (64)	8% (31)	8% (31)	5% (18)	6% (23)	29% (111)	382
Voted in 2014: Yes	41% (207)	22% (110)	9% (45)	8% (38)	2% (12)	4% (21)	14% (69)	502
Voted in 2014: No	29% (145)	17% (82)	9% (44)	8% (38)	4% (22)	6% (29)	28% (137)	497
2012 Vote: Barack Obama	45% (172)	22% (84)	7% (28)	8% (31)	2% (7)	4% (16)	12% (44)	382
2012 Vote: Mitt Romney	33% (42)	21% (27)	8% (11)	7% (9)	3% (4)	7% (9)	20% (26)	128
2012 Vote: Didn't Vote	28% (131)	16% (76)	10% (48)	8% (35)	5% (22)	5% (24)	28% (132)	468
4-Region: Northeast	31% (53)	22% (38)	7% (12)	9% (15)	4% (6)	3% (6)	24% (40)	170
4-Region: Midwest	22% (21)	19% (19)	18% (18)	6% (6)	6% (5)	6% (6)	23% (23)	97
4-Region: South	43% (190)	17% (76)	7% (31)	8% (35)	4% (19)	5% (21)	16% (73)	445
4-Region: West	31% (87)	21% (59)	10% (29)	7% (20)	1% (4)	6% (17)	25% (71)	286

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Table MCFE37_4: How often do you turn to the following sources for news?
Network news

Demographic	Daily	A few times per week	Once per week	A few times per month	Once per month	Less than once per month	Never	Total N
Hispanic Adults	35% (352)	19% (192)	9% (89)	8% (76)	3% (34)	5% (50)	21% (207)	999
Mexican	28% (129)	21% (97)	9% (44)	7% (34)	3% (13)	6% (28)	26% (119)	465
Puerto Rican	36% (65)	20% (36)	7% (13)	11% (20)	5% (8)	3% (6)	17% (31)	179
Cuban	46% (37)	17% (14)	8% (7)	7% (6)	4% (3)	5% (4)	12% (10)	81
Other South American	52% (62)	16% (19)	7% (8)	8% (10)	1% (2)	4% (5)	12% (14)	119
Speaks only English at home	28% (74)	17% (45)	9% (23)	9% (25)	4% (11)	6% (16)	27% (72)	265
Speaks mostly English at home	38% (96)	19% (49)	8% (21)	5% (11)	2% (5)	5% (14)	23% (58)	254
Speaks both English and Spanish at home	37% (120)	18% (59)	10% (31)	9% (28)	4% (12)	4% (14)	18% (59)	323
Speaks mostly Spanish at home	38% (42)	30% (33)	10% (11)	5% (6)	4% (4)	4% (5)	10% (11)	111
Trump supporter	31% (84)	23% (62)	11% (30)	6% (15)	3% (8)	5% (13)	23% (61)	272
Biden supporter	39% (226)	20% (112)	9% (50)	9% (49)	3% (17)	6% (32)	15% (87)	573
Sports fans	38% (271)	21% (153)	10% (68)	7% (52)	3% (21)	5% (36)	16% (116)	717
Avid sports fans	41% (121)	24% (73)	10% (29)	7% (20)	3% (8)	3% (10)	12% (37)	299
Sports fans, Age: 18-34	27% (67)	23% (58)	13% (34)	6% (16)	5% (12)	7% (18)	19% (48)	253
Sports fans, Age: 35-44	38% (69)	24% (43)	10% (17)	12% (21)	3% (5)	3% (6)	11% (21)	182
Sports fans, Age: 45-64	43% (89)	21% (43)	5% (11)	7% (15)	1% (3)	4% (8)	19% (40)	209
Sports fans, Age: 65+	64% (46)	11% (8)	8% (6)	— (0)	2% (1)	5% (4)	10% (7)	73
Movie studios should diversify teams	37% (253)	22% (152)	10% (70)	9% (60)	3% (18)	4% (28)	16% (111)	691
Movie studios should diversify stories	38% (224)	22% (133)	10% (62)	9% (52)	3% (16)	4% (23)	14% (85)	595
Concerned about Covid	37% (317)	20% (173)	9% (79)	7% (62)	4% (31)	5% (44)	18% (150)	856
No experience with Covid	30% (98)	19% (64)	6% (20)	9% (28)	4% (12)	3% (11)	29% (93)	326
Health care major factor for election	40% (266)	19% (127)	7% (47)	7% (47)	3% (22)	5% (32)	18% (117)	658
Social media users	35% (342)	19% (188)	9% (89)	8% (74)	3% (34)	5% (50)	20% (198)	975
WhatsApp users	40% (189)	21% (100)	10% (48)	9% (44)	4% (17)	4% (18)	12% (59)	474
WeChat users	37% (23)	29% (18)	10% (6)	8% (5)	2% (1)	3% (2)	11% (7)	61
Social media news source at least once a week	37% (251)	22% (148)	10% (67)	8% (52)	3% (20)	3% (20)	18% (121)	679

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

Table MCFE37_5: How often do you turn to the following sources for news?
Online-only news sites

Demographic	Daily	A few times per week	Once per week	A few times per month	Once per month	Less than once per month	Never	Total N
Hispanic Adults	26% (261)	21% (213)	11% (106)	9% (89)	4% (40)	7% (68)	22% (222)	999
Gender: Male	28% (139)	23% (116)	10% (52)	10% (52)	3% (17)	6% (29)	19% (95)	500
Gender: Female	24% (122)	19% (97)	11% (55)	8% (38)	5% (23)	8% (39)	25% (127)	499
Age: 18-34	21% (80)	19% (70)	14% (52)	11% (41)	6% (24)	7% (28)	22% (84)	378
Age: 35-44	28% (62)	25% (55)	13% (29)	7% (16)	4% (8)	8% (18)	15% (33)	222
Age: 45-64	29% (83)	23% (68)	7% (21)	8% (22)	3% (8)	7% (19)	24% (68)	290
Age: 65+	33% (36)	19% (20)	5% (5)	9% (10)	— (0)	2% (3)	32% (35)	110
GenZers: 1997-2012	13% (18)	16% (22)	17% (23)	9% (12)	10% (13)	9% (13)	26% (36)	137
Millennials: 1981-1996	27% (96)	21% (75)	13% (48)	9% (33)	4% (13)	8% (28)	19% (68)	361
GenXers: 1965-1980	27% (78)	24% (71)	9% (27)	9% (25)	4% (12)	7% (20)	19% (56)	289
Baby Boomers: 1946-1964	29% (56)	23% (43)	5% (9)	10% (18)	1% (1)	4% (7)	29% (56)	191
PID: Dem (no lean)	28% (125)	22% (98)	10% (44)	10% (45)	3% (13)	7% (29)	21% (91)	444
PID: Ind (no lean)	24% (76)	19% (60)	11% (35)	8% (27)	6% (19)	7% (24)	24% (77)	319
PID: Rep (no lean)	25% (60)	24% (56)	12% (27)	7% (17)	3% (8)	6% (15)	22% (53)	236
PID/Gender: Dem Men	30% (60)	28% (55)	10% (21)	10% (21)	1% (1)	4% (8)	17% (34)	199
PID/Gender: Dem Women	27% (65)	17% (43)	9% (23)	10% (25)	5% (11)	9% (21)	23% (57)	245
PID/Gender: Ind Men	27% (42)	17% (27)	9% (15)	12% (18)	7% (11)	8% (12)	20% (31)	156
PID/Gender: Ind Women	21% (35)	20% (33)	13% (21)	5% (8)	5% (8)	7% (11)	28% (46)	162
PID/Gender: Rep Men	26% (38)	24% (35)	11% (16)	9% (13)	3% (5)	6% (8)	21% (29)	144
PID/Gender: Rep Women	24% (22)	23% (21)	12% (11)	5% (5)	3% (3)	7% (7)	26% (24)	92
Ideo: Liberal (1-3)	30% (104)	25% (84)	11% (37)	12% (40)	3% (10)	5% (16)	15% (51)	341
Ideo: Moderate (4)	27% (91)	19% (64)	12% (41)	7% (25)	4% (12)	8% (27)	23% (78)	337
Ideo: Conservative (5-7)	25% (56)	26% (58)	9% (21)	7% (17)	4% (9)	7% (15)	22% (51)	227
Educ: < College	20% (115)	19% (113)	9% (51)	9% (55)	6% (32)	8% (45)	29% (168)	579
Educ: Bachelors degree	31% (80)	25% (64)	15% (38)	8% (21)	2% (6)	7% (17)	13% (34)	260
Educ: Post-grad	42% (67)	23% (36)	11% (17)	8% (13)	1% (2)	3% (5)	12% (19)	160
Income: Under 50k	20% (102)	20% (104)	11% (54)	8% (43)	5% (27)	8% (41)	28% (143)	514
Income: 50k-100k	31% (98)	20% (62)	12% (38)	9% (28)	4% (11)	6% (18)	19% (58)	313
Income: 100k+	36% (61)	28% (47)	8% (14)	10% (18)	1% (2)	5% (9)	12% (21)	171
Ethnicity: White	29% (182)	24% (150)	10% (60)	10% (60)	3% (18)	6% (37)	20% (125)	633

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Table MCFE37_5: How often do you turn to the following sources for news?
Online-only news sites

Demographic	Daily	A few times per week	Once per week	A few times per month	Once per month	Less than once per month	Never	Total N
Hispanic Adults	26% (261)	21% (213)	11% (106)	9% (89)	4% (40)	7% (68)	22% (222)	999
Ethnicity: Hispanic	26% (261)	21% (213)	11% (106)	9% (89)	4% (40)	7% (68)	22% (222)	999
Ethnicity: Black	20% (12)	15% (8)	13% (7)	16% (9)	5% (3)	8% (5)	23% (13)	57
Ethnicity: Other	22% (67)	18% (54)	13% (39)	6% (19)	6% (19)	9% (27)	27% (83)	309
All Christian	30% (164)	22% (121)	11% (58)	9% (49)	3% (15)	5% (29)	21% (116)	553
Agnostic/Nothing in particular	18% (41)	21% (48)	12% (28)	10% (24)	4% (10)	8% (19)	27% (62)	233
Something Else	26% (34)	21% (28)	7% (10)	7% (9)	5% (7)	10% (14)	24% (32)	133
Evangelical	33% (78)	23% (56)	10% (23)	5% (12)	3% (8)	6% (14)	20% (47)	238
Non-Evangelical	27% (118)	21% (90)	10% (42)	10% (44)	3% (14)	6% (28)	23% (98)	435
Community: Urban	29% (131)	20% (91)	12% (54)	7% (32)	5% (23)	7% (30)	20% (93)	454
Community: Suburban	26% (111)	23% (99)	10% (43)	10% (43)	3% (12)	6% (24)	23% (99)	431
Community: Rural	16% (18)	21% (24)	8% (10)	12% (14)	4% (5)	12% (14)	26% (30)	114
Employ: Private Sector	30% (111)	24% (90)	13% (48)	11% (39)	3% (9)	6% (21)	14% (51)	370
Employ: Government	26% (19)	18% (13)	15% (11)	15% (11)	1% (1)	5% (3)	21% (16)	75
Employ: Self-Employed	28% (26)	25% (23)	8% (8)	6% (6)	5% (5)	13% (12)	15% (15)	95
Employ: Student	5% (3)	12% (8)	17% (11)	14% (9)	15% (10)	5% (3)	31% (20)	64
Employ: Retired	30% (36)	21% (25)	3% (4)	6% (7)	— (0)	3% (3)	37% (44)	120
Employ: Unemployed	23% (36)	17% (27)	10% (15)	7% (11)	5% (8)	7% (11)	31% (49)	156
Employ: Other	20% (14)	22% (15)	8% (5)	4% (3)	7% (5)	11% (7)	30% (21)	70
Military HH: Yes	22% (25)	24% (28)	15% (17)	5% (6)	3% (3)	10% (12)	21% (25)	117
Military HH: No	27% (236)	21% (185)	10% (89)	9% (83)	4% (37)	6% (56)	22% (197)	882
RD/WT: Right Direction	29% (79)	23% (62)	14% (37)	5% (14)	3% (9)	5% (14)	21% (55)	270
RD/WT: Wrong Track	25% (182)	21% (151)	10% (70)	10% (75)	4% (31)	7% (53)	23% (166)	729
Trump Job Approve	26% (83)	24% (76)	13% (41)	5% (16)	4% (13)	6% (21)	22% (70)	320
Trump Job Disapprove	27% (170)	21% (132)	10% (61)	11% (68)	4% (24)	7% (44)	21% (134)	633
Trump Job Strongly Approve	27% (46)	22% (37)	11% (19)	6% (10)	2% (4)	6% (11)	26% (44)	170
Trump Job Somewhat Approve	25% (37)	26% (40)	15% (23)	4% (6)	6% (8)	7% (10)	18% (26)	150
Trump Job Somewhat Disapprove	21% (28)	22% (30)	11% (15)	12% (17)	6% (8)	11% (14)	16% (22)	134
Trump Job Strongly Disapprove	28% (141)	20% (102)	9% (46)	10% (52)	3% (17)	6% (30)	22% (112)	499

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Table MCFE37_5: How often do you turn to the following sources for news?

Online-only news sites

Demographic	Daily	A few times per week	Once per week	A few times per month	Once per month	Less than once per month	Never	Total N
Hispanic Adults	26% (261)	21% (213)	11% (106)	9% (89)	4% (40)	7% (68)	22% (222)	999
Favorable of Trump	29% (92)	24% (76)	12% (37)	6% (18)	3% (10)	5% (18)	22% (68)	318
Unfavorable of Trump	25% (157)	21% (131)	10% (64)	11% (66)	4% (23)	7% (45)	22% (137)	622
Very Favorable of Trump	28% (51)	22% (39)	13% (24)	6% (11)	2% (4)	5% (8)	24% (42)	180
Somewhat Favorable of Trump	29% (41)	27% (37)	10% (13)	5% (6)	4% (6)	7% (9)	19% (26)	138
Somewhat Unfavorable of Trump	20% (22)	23% (24)	14% (14)	12% (13)	5% (6)	11% (11)	15% (16)	106
Very Unfavorable of Trump	26% (135)	21% (107)	10% (49)	10% (53)	3% (17)	6% (33)	23% (121)	515
#1 Issue: Economy	31% (119)	21% (81)	12% (47)	7% (27)	3% (11)	8% (30)	19% (73)	388
#1 Issue: Security	22% (17)	25% (19)	7% (6)	7% (5)	4% (3)	14% (11)	21% (16)	77
#1 Issue: Health Care	27% (58)	23% (48)	13% (27)	11% (23)	4% (8)	4% (10)	18% (39)	213
#1 Issue: Medicare / Social Security	28% (21)	19% (15)	2% (2)	7% (6)	3% (2)	3% (2)	38% (29)	76
#1 Issue: Women's Issues	18% (12)	16% (10)	3% (2)	10% (7)	10% (7)	9% (6)	35% (23)	65
#1 Issue: Education	14% (8)	26% (15)	10% (6)	16% (9)	7% (4)	8% (5)	19% (11)	57
#1 Issue: Energy	20% (11)	19% (11)	20% (11)	14% (8)	2% (1)	6% (3)	19% (10)	56
#1 Issue: Other	24% (16)	22% (15)	8% (5)	7% (4)	5% (4)	3% (2)	31% (20)	67
2018 House Vote: Democrat	31% (115)	24% (90)	11% (40)	10% (38)	2% (8)	5% (18)	17% (64)	373
2018 House Vote: Republican	29% (59)	25% (51)	11% (23)	9% (18)	3% (7)	5% (10)	18% (37)	205
2016 Vote: Hillary Clinton	32% (116)	23% (83)	9% (32)	8% (29)	2% (8)	6% (21)	20% (74)	364
2016 Vote: Donald Trump	23% (50)	26% (56)	14% (30)	10% (22)	2% (4)	5% (11)	20% (43)	217
2016 Vote: Didn't Vote	23% (89)	16% (63)	11% (42)	8% (32)	7% (27)	9% (34)	25% (95)	382
Voted in 2014: Yes	28% (141)	25% (127)	11% (56)	9% (45)	2% (12)	6% (29)	18% (92)	502
Voted in 2014: No	24% (120)	17% (87)	10% (50)	9% (44)	6% (28)	8% (39)	26% (130)	497
2012 Vote: Barack Obama	29% (110)	26% (99)	9% (35)	10% (38)	2% (7)	5% (19)	19% (73)	382
2012 Vote: Mitt Romney	25% (32)	24% (30)	11% (14)	12% (15)	3% (3)	6% (8)	20% (25)	128
2012 Vote: Didn't Vote	24% (111)	17% (79)	12% (56)	7% (35)	6% (29)	8% (39)	26% (120)	468
4-Region: Northeast	31% (53)	20% (34)	11% (18)	8% (14)	5% (8)	4% (8)	21% (35)	170
4-Region: Midwest	18% (18)	22% (21)	19% (19)	6% (6)	6% (5)	6% (6)	23% (23)	97
4-Region: South	29% (129)	20% (89)	10% (42)	9% (41)	3% (15)	8% (34)	21% (94)	445
4-Region: West	21% (61)	24% (69)	9% (27)	10% (27)	4% (11)	7% (21)	24% (70)	286

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Table MCFE37_5: How often do you turn to the following sources for news?
Online-only news sites

Demographic	Daily	A few times per week	Once per week	A few times per month	Once per month	Less than once per month	Never	Total N
Hispanic Adults	26% (261)	21% (213)	11% (106)	9% (89)	4% (40)	7% (68)	22% (222)	999
Mexican	21% (96)	24% (110)	10% (46)	9% (44)	5% (21)	8% (36)	24% (112)	465
Puerto Rican	29% (52)	18% (33)	10% (17)	8% (15)	3% (5)	5% (10)	27% (48)	179
Cuban	35% (28)	18% (15)	10% (8)	6% (5)	6% (5)	4% (3)	21% (17)	81
Other South American	43% (51)	22% (26)	9% (11)	9% (10)	3% (4)	6% (7)	9% (10)	119
Speaks only English at home	21% (56)	23% (61)	9% (23)	9% (23)	4% (11)	6% (17)	28% (74)	265
Speaks mostly English at home	25% (63)	20% (52)	12% (29)	7% (18)	4% (10)	8% (22)	24% (60)	254
Speaks both English and Spanish at home	30% (96)	20% (63)	13% (41)	11% (37)	3% (11)	7% (21)	17% (55)	323
Speaks mostly Spanish at home	28% (31)	24% (27)	11% (12)	9% (10)	6% (7)	4% (4)	18% (19)	111
Trump supporter	26% (71)	27% (72)	12% (31)	6% (15)	3% (7)	6% (17)	21% (58)	272
Biden supporter	28% (161)	21% (118)	10% (59)	10% (60)	4% (21)	8% (43)	19% (110)	573
Sports fans	29% (207)	24% (172)	12% (85)	9% (62)	2% (16)	7% (47)	18% (127)	717
Avid sports fans	35% (105)	26% (79)	9% (28)	8% (25)	2% (7)	5% (15)	14% (41)	299
Sports fans, Age: 18-34	26% (66)	22% (55)	16% (40)	10% (26)	2% (6)	8% (21)	15% (39)	253
Sports fans, Age: 35-44	33% (59)	26% (47)	13% (24)	6% (11)	3% (5)	7% (12)	13% (24)	182
Sports fans, Age: 45-64	28% (59)	26% (55)	9% (18)	8% (18)	2% (5)	6% (12)	21% (43)	209
Sports fans, Age: 65+	32% (23)	22% (16)	5% (4)	10% (7)	— (0)	1% (1)	29% (21)	73
Movie studios should diversify teams	29% (202)	25% (169)	10% (70)	10% (70)	3% (24)	6% (43)	16% (113)	691
Movie studios should diversify stories	29% (172)	24% (145)	11% (65)	11% (63)	4% (22)	6% (34)	16% (93)	595
Concerned about Covid	27% (233)	22% (187)	11% (98)	9% (74)	4% (33)	6% (53)	21% (176)	856
No experience with Covid	24% (80)	21% (68)	6% (21)	9% (29)	5% (15)	6% (19)	29% (94)	326
Health care major factor for election	29% (188)	23% (149)	9% (60)	8% (55)	3% (20)	8% (51)	21% (135)	658
Social media users	26% (256)	21% (209)	11% (106)	9% (86)	4% (40)	7% (65)	22% (212)	975
WhatsApp users	33% (156)	21% (99)	12% (55)	8% (39)	3% (16)	6% (31)	17% (80)	474
WeChat users	37% (22)	20% (12)	18% (11)	11% (6)	1% (1)	3% (2)	11% (6)	61
Social media news source at least once a week	31% (208)	23% (158)	12% (83)	9% (61)	4% (28)	5% (32)	16% (108)	679

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

Table MCFE37_6: How often do you turn to the following sources for news?

Social media

Demographic	Daily	A few times per week	Once per week	A few times per month	Once per month	Less than once per month	Never	Total N
Hispanic Adults	46% (464)	17% (168)	5% (47)	6% (58)	2% (24)	3% (33)	21% (206)	999
Gender: Male	43% (215)	17% (83)	6% (30)	7% (36)	2% (12)	3% (16)	22% (107)	500
Gender: Female	50% (249)	17% (85)	3% (17)	4% (21)	2% (12)	3% (17)	20% (98)	499
Age: 18-34	57% (217)	16% (61)	5% (19)	6% (23)	1% (5)	2% (9)	11% (42)	378
Age: 35-44	44% (98)	23% (51)	5% (12)	6% (13)	4% (9)	2% (5)	16% (34)	222
Age: 45-64	39% (114)	16% (45)	4% (13)	6% (19)	2% (6)	6% (18)	26% (75)	290
Age: 65+	32% (35)	10% (11)	3% (4)	3% (3)	4% (4)	— (0)	49% (54)	110
GenZers: 1997-2012	59% (80)	17% (24)	4% (5)	7% (10)	1% (2)	1% (1)	11% (14)	137
Millennials: 1981-1996	52% (188)	18% (64)	5% (18)	6% (23)	2% (6)	4% (13)	14% (49)	361
GenXers: 1965-1980	42% (121)	20% (57)	5% (16)	6% (17)	3% (9)	4% (12)	19% (56)	289
Baby Boomers: 1946-1964	37% (71)	11% (21)	4% (8)	4% (8)	4% (7)	3% (7)	37% (71)	191
PID: Dem (no lean)	49% (217)	17% (76)	4% (16)	5% (24)	3% (13)	3% (14)	19% (84)	444
PID: Ind (no lean)	43% (137)	18% (58)	5% (17)	5% (17)	3% (8)	4% (13)	22% (69)	319
PID: Rep (no lean)	47% (110)	14% (34)	6% (14)	7% (16)	1% (3)	3% (6)	22% (52)	236
PID/Gender: Dem Men	48% (95)	18% (35)	4% (8)	6% (12)	3% (6)	3% (5)	19% (37)	199
PID/Gender: Dem Women	50% (122)	17% (41)	3% (8)	5% (13)	3% (7)	3% (8)	19% (47)	245
PID/Gender: Ind Men	36% (57)	19% (29)	6% (9)	7% (11)	2% (3)	6% (9)	24% (37)	156
PID/Gender: Ind Women	49% (80)	18% (29)	4% (7)	3% (5)	3% (5)	2% (3)	20% (32)	162
PID/Gender: Rep Men	44% (63)	13% (19)	8% (12)	9% (13)	2% (3)	1% (1)	23% (33)	144
PID/Gender: Rep Women	51% (47)	16% (15)	2% (2)	3% (3)	— (0)	6% (5)	21% (19)	92
Ideo: Liberal (1-3)	52% (177)	16% (54)	4% (14)	7% (24)	3% (9)	1% (5)	17% (58)	341
Ideo: Moderate (4)	42% (141)	17% (59)	6% (19)	5% (18)	3% (9)	6% (22)	21% (70)	337
Ideo: Conservative (5-7)	45% (102)	18% (41)	6% (13)	4% (10)	1% (2)	2% (4)	25% (56)	227
Educ: < College	47% (275)	16% (95)	5% (28)	5% (27)	2% (13)	2% (14)	22% (127)	579
Educ: Bachelors degree	48% (125)	17% (43)	4% (11)	6% (16)	4% (9)	4% (11)	17% (45)	260
Educ: Post-grad	40% (64)	19% (30)	5% (8)	9% (15)	1% (1)	5% (8)	21% (33)	160
Income: Under 50k	47% (240)	17% (87)	4% (22)	5% (28)	3% (14)	3% (17)	21% (107)	514
Income: 50k-100k	49% (153)	16% (49)	4% (13)	5% (15)	2% (6)	3% (9)	22% (68)	313
Income: 100k+	41% (71)	19% (32)	7% (12)	8% (15)	2% (4)	4% (7)	18% (31)	171
Ethnicity: White	45% (287)	18% (112)	5% (30)	6% (37)	2% (13)	3% (21)	21% (132)	633

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Table MCFE37_6: How often do you turn to the following sources for news?
Social media

Demographic	Daily	A few times per week	Once per week	A few times per month	Once per month	Less than once per month	Never	Total N
Hispanic Adults	46% (464)	17% (168)	5% (47)	6% (58)	2% (24)	3% (33)	21% (206)	999
Ethnicity: Hispanic	46% (464)	17% (168)	5% (47)	6% (58)	2% (24)	3% (33)	21% (206)	999
Ethnicity: Black	56% (32)	9% (5)	7% (4)	7% (4)	1% (1)	3% (2)	18% (10)	57
Ethnicity: Other	47% (144)	17% (51)	4% (13)	6% (17)	3% (10)	3% (10)	20% (63)	309
All Christian	47% (258)	17% (94)	5% (25)	6% (31)	3% (15)	3% (16)	21% (114)	553
Agnostic/Nothing in particular	45% (104)	16% (38)	5% (11)	4% (8)	2% (4)	4% (10)	24% (56)	233
Something Else	50% (67)	16% (22)	2% (3)	10% (13)	1% (2)	3% (4)	17% (22)	133
Evangelical	52% (124)	18% (43)	5% (12)	6% (15)	2% (4)	3% (7)	14% (32)	238
Non-Evangelical	44% (192)	16% (71)	3% (14)	7% (30)	3% (11)	3% (13)	24% (104)	435
Community: Urban	54% (243)	17% (76)	4% (20)	4% (20)	2% (10)	3% (14)	16% (71)	454
Community: Suburban	38% (166)	18% (76)	5% (20)	6% (28)	3% (11)	4% (16)	27% (115)	431
Community: Rural	48% (55)	14% (16)	6% (7)	9% (10)	2% (3)	3% (4)	17% (19)	114
Employ: Private Sector	50% (186)	19% (69)	5% (20)	5% (17)	3% (10)	3% (11)	15% (57)	370
Employ: Government	44% (33)	19% (14)	8% (6)	3% (3)	5% (4)	2% (2)	19% (14)	75
Employ: Self-Employed	46% (44)	17% (16)	6% (5)	6% (5)	— (0)	5% (5)	21% (20)	95
Employ: Student	44% (28)	20% (13)	8% (5)	9% (5)	2% (1)	— (0)	17% (11)	64
Employ: Retired	35% (42)	13% (15)	1% (2)	4% (5)	— (0)	2% (3)	45% (53)	120
Employ: Unemployed	45% (71)	13% (21)	4% (6)	7% (12)	2% (3)	5% (8)	23% (36)	156
Employ: Other	49% (35)	17% (12)	1% (1)	9% (6)	8% (5)	2% (2)	13% (9)	70
Military HH: Yes	28% (33)	18% (21)	10% (12)	12% (14)	3% (4)	5% (6)	24% (28)	117
Military HH: No	49% (431)	17% (147)	4% (35)	5% (43)	2% (20)	3% (27)	20% (178)	882
RD/WT: Right Direction	51% (137)	19% (51)	5% (14)	5% (13)	1% (2)	4% (10)	16% (44)	270
RD/WT: Wrong Track	45% (327)	16% (117)	5% (33)	6% (45)	3% (22)	3% (23)	22% (162)	729
Trump Job Approve	47% (150)	17% (55)	5% (16)	6% (19)	1% (4)	4% (13)	19% (62)	320
Trump Job Disapprove	46% (292)	17% (109)	5% (30)	6% (37)	3% (18)	3% (19)	20% (128)	633
Trump Job Strongly Approve	45% (77)	15% (25)	5% (9)	5% (9)	2% (3)	5% (9)	22% (38)	170
Trump Job Somewhat Approve	49% (74)	20% (30)	4% (7)	7% (10)	1% (1)	3% (4)	16% (24)	150
Trump Job Somewhat Disapprove	52% (70)	16% (22)	5% (6)	6% (8)	2% (2)	2% (3)	16% (22)	134
Trump Job Strongly Disapprove	45% (222)	17% (87)	5% (23)	6% (29)	3% (15)	3% (16)	21% (106)	499

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Table MCFE37_6: How often do you turn to the following sources for news?

Social media

Demographic	Daily	A few times per week	Once per week	A few times per month	Once per month	Less than once per month	Never	Total N
Hispanic Adults	46% (464)	17% (168)	5% (47)	6% (58)	2% (24)	3% (33)	21% (206)	999
Favorable of Trump	46% (146)	20% (63)	4% (14)	6% (20)	1% (3)	3% (11)	19% (61)	318
Unfavorable of Trump	46% (286)	16% (102)	5% (30)	6% (36)	3% (19)	3% (19)	21% (130)	622
Very Favorable of Trump	46% (83)	16% (29)	6% (11)	7% (12)	1% (2)	4% (7)	20% (36)	180
Somewhat Favorable of Trump	45% (63)	25% (34)	2% (3)	6% (8)	1% (1)	3% (4)	18% (26)	138
Somewhat Unfavorable of Trump	53% (57)	18% (19)	6% (6)	6% (7)	2% (2)	2% (2)	13% (13)	106
Very Unfavorable of Trump	44% (229)	16% (83)	5% (24)	6% (30)	3% (17)	3% (17)	23% (116)	515
#1 Issue: Economy	49% (191)	18% (71)	4% (14)	5% (19)	2% (9)	3% (11)	19% (74)	388
#1 Issue: Security	48% (37)	11% (9)	8% (6)	5% (4)	4% (3)	3% (2)	21% (16)	77
#1 Issue: Health Care	42% (89)	21% (46)	6% (12)	5% (10)	2% (3)	5% (12)	19% (40)	213
#1 Issue: Medicare / Social Security	34% (26)	11% (8)	1% (1)	6% (5)	2% (1)	3% (2)	42% (32)	76
#1 Issue: Women's Issues	64% (41)	12% (8)	5% (3)	9% (6)	— (0)	2% (2)	8% (5)	65
#1 Issue: Education	48% (27)	15% (9)	13% (8)	8% (4)	2% (1)	2% (1)	12% (7)	57
#1 Issue: Energy	40% (22)	22% (12)	1% (1)	5% (3)	8% (4)	4% (2)	20% (11)	56
#1 Issue: Other	45% (30)	9% (6)	3% (2)	9% (6)	4% (2)	1% (1)	30% (20)	67
2018 House Vote: Democrat	47% (175)	17% (63)	5% (19)	6% (23)	2% (8)	3% (11)	20% (73)	373
2018 House Vote: Republican	44% (91)	14% (28)	7% (15)	6% (12)	1% (2)	3% (6)	25% (51)	205
2016 Vote: Hillary Clinton	44% (161)	16% (58)	6% (20)	7% (25)	2% (9)	4% (13)	21% (77)	364
2016 Vote: Donald Trump	42% (92)	17% (38)	6% (14)	4% (9)	2% (5)	4% (9)	23% (50)	217
2016 Vote: Didn't Vote	52% (199)	17% (66)	3% (10)	6% (21)	2% (9)	2% (10)	17% (67)	382
Voted in 2014: Yes	44% (220)	16% (81)	6% (32)	6% (30)	2% (11)	3% (15)	22% (113)	502
Voted in 2014: No	49% (244)	18% (87)	3% (15)	5% (27)	3% (13)	4% (18)	19% (93)	497
2012 Vote: Barack Obama	45% (173)	16% (60)	6% (22)	6% (23)	2% (7)	3% (12)	22% (84)	382
2012 Vote: Mitt Romney	38% (48)	16% (21)	6% (8)	6% (7)	3% (4)	4% (5)	27% (35)	128
2012 Vote: Didn't Vote	50% (234)	18% (83)	3% (15)	6% (27)	3% (13)	3% (14)	17% (82)	468
4-Region: Northeast	52% (89)	16% (27)	4% (7)	4% (7)	3% (6)	4% (7)	16% (28)	170
4-Region: Midwest	44% (42)	13% (12)	8% (8)	7% (7)	3% (3)	6% (6)	19% (18)	97
4-Region: South	45% (202)	19% (85)	3% (14)	6% (26)	1% (6)	3% (13)	22% (99)	445
4-Region: West	46% (131)	15% (44)	6% (18)	6% (17)	3% (10)	2% (7)	21% (61)	286

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Table MCFE37_6: How often do you turn to the following sources for news?
Social media

Demographic	Daily	A few times per week	Once per week	A few times per month	Once per month	Less than once per month	Never	Total N
Hispanic Adults	46% (464)	17% (168)	5% (47)	6% (58)	2% (24)	3% (33)	21% (206)	999
Mexican	44% (204)	20% (91)	5% (22)	7% (32)	3% (15)	2% (11)	20% (91)	465
Puerto Rican	47% (84)	16% (28)	6% (11)	3% (6)	1% (2)	3% (5)	23% (42)	179
Cuban	43% (35)	13% (11)	6% (5)	7% (6)	— (0)	3% (2)	28% (23)	81
Other South American	58% (69)	12% (14)	4% (5)	4% (5)	1% (2)	5% (6)	16% (19)	119
Speaks only English at home	37% (99)	20% (52)	5% (13)	6% (16)	2% (5)	4% (11)	26% (68)	265
Speaks mostly English at home	42% (107)	15% (39)	5% (12)	7% (17)	2% (5)	3% (9)	26% (65)	254
Speaks both English and Spanish at home	52% (169)	16% (51)	5% (16)	5% (15)	3% (10)	3% (9)	17% (54)	323
Speaks mostly Spanish at home	54% (60)	20% (22)	5% (5)	8% (8)	2% (2)	1% (1)	11% (12)	111
Trump supporter	46% (126)	20% (54)	4% (12)	5% (15)	1% (3)	4% (10)	19% (52)	272
Biden supporter	47% (272)	16% (91)	4% (23)	6% (35)	3% (14)	3% (19)	21% (118)	573
Sports fans	48% (347)	18% (126)	5% (35)	6% (45)	2% (14)	3% (22)	18% (128)	717
Avid sports fans	54% (163)	16% (49)	5% (14)	8% (24)	3% (9)	1% (4)	12% (37)	299
Sports fans, Age: 18-34	61% (155)	15% (39)	5% (13)	8% (19)	2% (5)	2% (6)	7% (17)	253
Sports fans, Age: 35-44	50% (90)	24% (44)	5% (10)	4% (8)	2% (4)	1% (2)	14% (25)	182
Sports fans, Age: 45-64	37% (78)	18% (37)	5% (10)	7% (15)	1% (3)	7% (14)	25% (52)	209
Sports fans, Age: 65+	33% (24)	9% (6)	4% (3)	4% (3)	4% (3)	— (0)	47% (34)	73
Movie studios should diversify teams	48% (330)	18% (127)	5% (32)	6% (44)	2% (11)	3% (21)	18% (125)	691
Movie studios should diversify stories	51% (302)	19% (111)	4% (27)	6% (37)	2% (12)	3% (17)	15% (89)	595
Concerned about Covid	48% (413)	17% (146)	4% (38)	6% (49)	2% (19)	3% (27)	19% (165)	856
No experience with Covid	42% (135)	17% (56)	3% (9)	5% (15)	2% (7)	4% (12)	28% (92)	326
Health care major factor for election	47% (311)	17% (110)	5% (30)	6% (37)	3% (17)	3% (20)	20% (134)	658
Social media users	47% (462)	17% (168)	5% (47)	6% (56)	2% (23)	3% (33)	19% (185)	975
WhatsApp users	56% (264)	17% (79)	4% (21)	5% (26)	2% (9)	3% (16)	13% (59)	474
WeChat users	58% (35)	20% (12)	11% (7)	2% (1)	— (0)	3% (2)	6% (3)	61
Social media news source at least once a week	68% (464)	25% (168)	7% (47)	— (0)	— (0)	— (0)	— (0)	679

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

Table MCFE37_7: How often do you turn to the following sources for news?

Podcasts

Demographic	Daily	A few times per week	Once per week	A few times per month	Once per month	Less than once per month	Never	Total N
Hispanic Adults	10% (98)	13% (125)	8% (84)	9% (89)	5% (46)	8% (82)	47% (474)	999
Gender: Male	13% (65)	16% (80)	10% (52)	9% (45)	5% (27)	9% (45)	37% (186)	500
Gender: Female	7% (33)	9% (46)	7% (32)	9% (44)	4% (19)	7% (37)	58% (288)	499
Age: 18-34	12% (44)	14% (52)	9% (33)	11% (42)	5% (21)	8% (31)	41% (155)	378
Age: 35-44	16% (35)	13% (29)	13% (28)	7% (16)	6% (14)	8% (19)	36% (80)	222
Age: 45-64	5% (14)	11% (32)	6% (18)	10% (28)	3% (9)	10% (29)	55% (160)	290
Age: 65+	5% (5)	11% (12)	5% (5)	3% (4)	2% (3)	3% (3)	71% (78)	110
GenZers: 1997-2012	6% (8)	7% (10)	3% (5)	15% (21)	9% (12)	9% (12)	50% (69)	137
Millennials: 1981-1996	18% (64)	16% (57)	10% (37)	8% (30)	5% (20)	8% (31)	34% (122)	361
GenXers: 1965-1980	6% (16)	13% (39)	11% (31)	9% (26)	3% (8)	10% (29)	49% (141)	289
Baby Boomers: 1946-1964	5% (10)	9% (18)	6% (11)	7% (13)	4% (8)	4% (8)	64% (123)	191
PID: Dem (no lean)	10% (44)	12% (52)	6% (28)	10% (45)	5% (23)	8% (37)	48% (215)	444
PID: Ind (no lean)	9% (30)	12% (37)	9% (29)	8% (25)	4% (12)	9% (28)	50% (159)	319
PID: Rep (no lean)	10% (24)	15% (36)	11% (27)	8% (19)	5% (12)	7% (17)	43% (100)	236
PID/Gender: Dem Men	15% (29)	15% (30)	8% (15)	8% (16)	4% (8)	9% (19)	41% (82)	199
PID/Gender: Dem Women	6% (15)	9% (22)	5% (13)	12% (30)	6% (15)	7% (18)	54% (132)	245
PID/Gender: Ind Men	12% (18)	12% (20)	11% (17)	10% (16)	6% (9)	10% (16)	39% (61)	156
PID/Gender: Ind Women	7% (12)	11% (18)	7% (12)	5% (9)	1% (2)	7% (12)	61% (98)	162
PID/Gender: Rep Men	12% (18)	21% (30)	14% (20)	9% (14)	7% (10)	7% (10)	30% (43)	144
PID/Gender: Rep Women	7% (6)	7% (6)	8% (7)	6% (6)	2% (2)	8% (7)	62% (57)	92
Ideo: Liberal (1-3)	12% (42)	11% (39)	10% (35)	10% (36)	5% (16)	8% (26)	43% (148)	341
Ideo: Moderate (4)	8% (27)	15% (52)	8% (26)	8% (25)	4% (15)	9% (32)	48% (160)	337
Ideo: Conservative (5-7)	11% (24)	14% (32)	8% (19)	10% (22)	5% (11)	8% (18)	45% (101)	227
Educ: < College	6% (34)	10% (57)	7% (39)	8% (48)	5% (31)	8% (45)	56% (326)	579
Educ: Bachelors degree	15% (40)	17% (45)	11% (30)	10% (26)	4% (10)	9% (22)	34% (87)	260
Educ: Post-grad	15% (24)	15% (24)	10% (15)	9% (15)	4% (6)	9% (15)	38% (60)	160
Income: Under 50k	7% (35)	11% (57)	7% (35)	8% (43)	6% (30)	9% (44)	53% (272)	514
Income: 50k-100k	15% (47)	13% (39)	7% (22)	9% (29)	2% (7)	9% (28)	45% (140)	313
Income: 100k+	10% (17)	17% (29)	16% (27)	10% (17)	6% (10)	6% (10)	36% (62)	171
Ethnicity: White	11% (68)	14% (87)	9% (57)	9% (58)	4% (26)	8% (49)	45% (288)	633

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Table MCFE37_7: How often do you turn to the following sources for news?
Podcasts

Demographic	Daily	A few times per week	Once per week	A few times per month	Once per month	Less than once per month	Never	Total N
Hispanic Adults	10% (98)	13% (125)	8% (84)	9% (89)	5% (46)	8% (82)	47% (474)	999
Ethnicity: Hispanic	10% (98)	13% (125)	8% (84)	9% (89)	5% (46)	8% (82)	47% (474)	999
Ethnicity: Black	15% (8)	17% (10)	6% (3)	10% (6)	4% (2)	4% (2)	44% (25)	57
Ethnicity: Other	7% (22)	9% (28)	8% (23)	8% (25)	6% (18)	10% (31)	52% (161)	309
All Christian	10% (55)	13% (73)	9% (52)	9% (50)	4% (22)	9% (50)	45% (251)	553
Agnostic/Nothing in particular	10% (23)	11% (27)	7% (16)	9% (20)	6% (14)	6% (15)	51% (119)	233
Something Else	5% (7)	11% (14)	8% (11)	5% (7)	5% (7)	11% (15)	54% (72)	133
Evangelical	12% (29)	15% (35)	11% (26)	8% (19)	4% (9)	8% (18)	43% (102)	238
Non-Evangelical	7% (32)	12% (51)	8% (35)	8% (34)	4% (19)	11% (47)	50% (217)	435
Community: Urban	12% (53)	15% (67)	9% (42)	10% (43)	4% (17)	8% (37)	43% (195)	454
Community: Suburban	9% (37)	13% (55)	8% (37)	9% (39)	4% (17)	8% (33)	50% (215)	431
Community: Rural	7% (8)	3% (4)	5% (6)	6% (7)	11% (13)	11% (12)	57% (64)	114
Employ: Private Sector	14% (53)	16% (58)	13% (47)	10% (38)	5% (19)	8% (29)	34% (126)	370
Employ: Government	14% (11)	19% (14)	6% (4)	8% (6)	3% (3)	8% (6)	42% (31)	75
Employ: Self-Employed	10% (9)	16% (15)	7% (7)	6% (6)	11% (10)	8% (7)	43% (40)	95
Employ: Student	6% (4)	10% (7)	7% (4)	10% (6)	7% (5)	6% (4)	54% (35)	64
Employ: Retired	6% (8)	8% (10)	2% (2)	6% (8)	— (1)	7% (8)	69% (83)	120
Employ: Unemployed	3% (5)	10% (16)	8% (12)	8% (13)	4% (6)	8% (12)	59% (91)	156
Employ: Other	8% (6)	4% (3)	8% (5)	13% (9)	4% (3)	14% (10)	49% (35)	70
Military HH: Yes	8% (10)	13% (15)	8% (9)	11% (12)	4% (5)	11% (13)	45% (53)	117
Military HH: No	10% (88)	13% (110)	8% (75)	9% (77)	5% (41)	8% (69)	48% (421)	882
RD/WT: Right Direction	14% (37)	18% (49)	12% (32)	8% (22)	4% (11)	7% (18)	37% (101)	270
RD/WT: Wrong Track	8% (61)	10% (76)	7% (52)	9% (67)	5% (36)	9% (64)	51% (373)	729
Trump Job Approve	11% (37)	14% (45)	11% (37)	8% (26)	6% (19)	8% (25)	41% (132)	320
Trump Job Disapprove	9% (58)	12% (77)	7% (46)	10% (62)	4% (28)	9% (55)	48% (306)	633
Trump Job Strongly Approve	14% (24)	13% (21)	9% (15)	11% (18)	5% (8)	7% (12)	42% (72)	170
Trump Job Somewhat Approve	9% (13)	16% (24)	14% (21)	6% (8)	7% (10)	9% (13)	40% (60)	150
Trump Job Somewhat Disapprove	6% (8)	15% (20)	10% (14)	11% (14)	7% (10)	13% (18)	38% (50)	134
Trump Job Strongly Disapprove	10% (51)	11% (57)	7% (32)	10% (48)	4% (18)	7% (37)	51% (255)	499

Continued on next page

Table MCFE37_7: How often do you turn to the following sources for news?

Podcasts

Demographic	Daily	A few times per week	Once per week	A few times per month	Once per month	Less than once per month	Never	Total N
Hispanic Adults	10% (98)	13% (125)	8% (84)	9% (89)	5% (46)	8% (82)	47% (474)	999
Favorable of Trump	12% (38)	16% (50)	12% (39)	8% (25)	5% (14)	7% (22)	41% (131)	318
Unfavorable of Trump	9% (57)	11% (70)	7% (42)	10% (59)	5% (30)	9% (58)	49% (305)	622
Very Favorable of Trump	12% (21)	14% (26)	12% (22)	10% (19)	5% (9)	6% (11)	41% (73)	180
Somewhat Favorable of Trump	12% (17)	18% (24)	12% (16)	5% (6)	4% (6)	8% (11)	42% (58)	138
Somewhat Unfavorable of Trump	9% (10)	14% (14)	7% (8)	12% (12)	6% (7)	16% (17)	36% (38)	106
Very Unfavorable of Trump	9% (47)	11% (56)	7% (34)	9% (47)	4% (23)	8% (42)	52% (267)	515
#1 Issue: Economy	12% (46)	12% (48)	9% (36)	7% (28)	4% (14)	10% (38)	46% (178)	388
#1 Issue: Security	13% (10)	8% (6)	14% (11)	14% (11)	9% (7)	3% (2)	39% (30)	77
#1 Issue: Health Care	9% (19)	18% (39)	9% (18)	9% (19)	3% (7)	9% (19)	43% (92)	213
#1 Issue: Medicare / Social Security	5% (4)	7% (5)	7% (6)	4% (3)	2% (1)	6% (5)	68% (52)	76
#1 Issue: Women's Issues	11% (7)	4% (3)	5% (3)	10% (6)	6% (4)	8% (5)	56% (37)	65
#1 Issue: Education	3% (2)	14% (8)	10% (6)	8% (4)	9% (5)	12% (7)	43% (24)	57
#1 Issue: Energy	7% (4)	19% (11)	4% (2)	14% (8)	11% (6)	6% (3)	39% (22)	56
#1 Issue: Other	8% (6)	8% (5)	2% (1)	15% (10)	2% (2)	5% (3)	60% (40)	67
2018 House Vote: Democrat	13% (48)	15% (55)	8% (29)	10% (39)	4% (16)	7% (25)	43% (161)	373
2018 House Vote: Republican	12% (24)	17% (34)	12% (25)	9% (18)	4% (8)	9% (17)	38% (79)	205
2016 Vote: Hillary Clinton	12% (45)	12% (44)	8% (30)	10% (35)	4% (13)	6% (21)	48% (176)	364
2016 Vote: Donald Trump	13% (27)	14% (30)	13% (29)	8% (16)	5% (10)	8% (18)	40% (87)	217
2016 Vote: Didn't Vote	6% (22)	11% (40)	6% (24)	9% (35)	6% (23)	11% (40)	52% (197)	382
Voted in 2014: Yes	12% (59)	14% (69)	11% (55)	9% (46)	4% (20)	7% (37)	43% (216)	502
Voted in 2014: No	8% (39)	11% (56)	6% (29)	9% (43)	5% (27)	9% (45)	52% (258)	497
2012 Vote: Barack Obama	12% (44)	14% (53)	11% (41)	8% (31)	4% (16)	5% (21)	46% (176)	382
2012 Vote: Mitt Romney	9% (11)	15% (19)	10% (12)	11% (14)	5% (7)	10% (13)	40% (51)	128
2012 Vote: Didn't Vote	8% (40)	11% (51)	6% (28)	9% (43)	5% (23)	9% (44)	51% (239)	468
4-Region: Northeast	12% (20)	11% (19)	11% (18)	8% (13)	4% (6)	6% (11)	49% (84)	170
4-Region: Midwest	12% (11)	17% (17)	1% (1)	7% (7)	12% (12)	9% (9)	41% (40)	97
4-Region: South	9% (42)	13% (58)	9% (40)	10% (45)	5% (20)	8% (37)	46% (204)	445
4-Region: West	9% (25)	11% (32)	9% (24)	8% (24)	3% (8)	9% (26)	51% (147)	286

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Table MCFE37_7: How often do you turn to the following sources for news?
Podcasts

Demographic	Daily	A few times per week	Once per week	A few times per month	Once per month	Less than once per month	Never	Total N
Hispanic Adults	10% (98)	13% (125)	8% (84)	9% (89)	5% (46)	8% (82)	47% (474)	999
Mexican	8% (37)	11% (52)	10% (46)	10% (45)	5% (24)	8% (38)	48% (224)	465
Puerto Rican	15% (26)	14% (25)	3% (6)	7% (13)	6% (11)	7% (13)	47% (85)	179
Cuban	7% (5)	14% (11)	8% (6)	10% (8)	4% (3)	8% (6)	51% (41)	81
Other South American	13% (15)	15% (17)	11% (13)	8% (10)	3% (4)	10% (12)	41% (48)	119
Speaks only English at home	7% (17)	9% (24)	6% (17)	7% (19)	7% (17)	10% (26)	54% (144)	265
Speaks mostly English at home	9% (22)	14% (36)	7% (18)	7% (19)	3% (8)	7% (19)	52% (133)	254
Speaks both English and Spanish at home	13% (43)	13% (42)	10% (34)	10% (33)	5% (16)	7% (24)	41% (132)	323
Speaks mostly Spanish at home	10% (11)	16% (18)	11% (12)	12% (13)	3% (4)	7% (7)	41% (45)	111
Trump supporter	10% (28)	15% (40)	11% (31)	8% (22)	6% (16)	8% (23)	41% (112)	272
Biden supporter	11% (61)	13% (73)	7% (43)	10% (56)	4% (24)	9% (50)	47% (268)	573
Sports fans	12% (85)	14% (101)	10% (74)	9% (66)	4% (30)	9% (65)	41% (295)	717
Avid sports fans	19% (56)	15% (46)	11% (32)	11% (32)	5% (14)	8% (23)	32% (97)	299
Sports fans, Age: 18-34	14% (36)	17% (43)	10% (26)	12% (30)	5% (13)	9% (23)	32% (82)	253
Sports fans, Age: 35-44	19% (34)	15% (27)	15% (28)	7% (12)	6% (10)	8% (15)	31% (55)	182
Sports fans, Age: 45-64	5% (11)	11% (23)	7% (15)	10% (22)	3% (6)	11% (24)	52% (109)	209
Sports fans, Age: 65+	7% (5)	12% (9)	7% (5)	1% (1)	1% (1)	5% (3)	67% (48)	73
Movie studios should diversify teams	11% (79)	15% (100)	9% (61)	10% (67)	4% (26)	9% (61)	43% (296)	691
Movie studios should diversify stories	11% (66)	14% (86)	10% (62)	11% (64)	4% (25)	8% (50)	41% (242)	595
Concerned about Covid	10% (86)	13% (112)	9% (79)	9% (76)	4% (38)	8% (67)	47% (399)	856
No experience with Covid	11% (36)	11% (37)	6% (20)	9% (29)	4% (13)	6% (20)	52% (171)	326
Health care major factor for election	11% (72)	11% (75)	8% (55)	8% (50)	5% (30)	9% (59)	48% (317)	658
Social media users	10% (98)	13% (124)	9% (84)	9% (88)	5% (45)	8% (81)	47% (455)	975
WhatsApp users	14% (66)	15% (73)	11% (51)	11% (52)	4% (17)	10% (46)	36% (168)	474
WeChat users	28% (17)	20% (12)	20% (12)	5% (3)	3% (2)	8% (5)	16% (9)	61
Social media news source at least once a week	13% (87)	16% (106)	11% (73)	9% (64)	4% (29)	8% (55)	39% (265)	679

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

Table MCFE38_1: *In general, how much do you trust the following sources?*

Newspapers

Demographic	A lot		Some		Not much		Not at all		Don't know / No opinion		Total N
Hispanic Adults	20%	(200)	42%	(421)	15%	(155)	10%	(104)	12%	(119)	999
Gender: Male	21%	(103)	43%	(213)	17%	(85)	11%	(53)	9%	(45)	500
Gender: Female	19%	(97)	42%	(208)	14%	(70)	10%	(51)	15%	(74)	499
Age: 18-34	22%	(83)	36%	(134)	15%	(58)	11%	(42)	16%	(60)	378
Age: 35-44	21%	(47)	50%	(112)	9%	(21)	8%	(18)	11%	(24)	222
Age: 45-64	17%	(48)	45%	(130)	19%	(55)	11%	(33)	8%	(23)	290
Age: 65+	19%	(21)	41%	(45)	18%	(20)	10%	(11)	12%	(13)	110
GenZers: 1997-2012	16%	(21)	34%	(47)	13%	(18)	14%	(19)	23%	(32)	137
Millennials: 1981-1996	25%	(90)	40%	(145)	15%	(53)	9%	(31)	12%	(42)	361
GenXers: 1965-1980	18%	(53)	51%	(148)	12%	(35)	11%	(31)	7%	(21)	289
Baby Boomers: 1946-1964	18%	(34)	37%	(71)	24%	(46)	9%	(17)	12%	(23)	191
PID: Dem (no lean)	23%	(104)	46%	(203)	13%	(57)	5%	(24)	12%	(55)	444
PID: Ind (no lean)	14%	(46)	41%	(130)	18%	(57)	14%	(44)	13%	(42)	319
PID: Rep (no lean)	21%	(50)	37%	(88)	17%	(40)	15%	(36)	9%	(22)	236
PID/Gender: Dem Men	24%	(47)	46%	(91)	16%	(32)	6%	(12)	9%	(18)	199
PID/Gender: Dem Women	23%	(57)	46%	(112)	10%	(25)	5%	(13)	15%	(38)	245
PID/Gender: Ind Men	14%	(22)	41%	(64)	22%	(34)	14%	(21)	10%	(15)	156
PID/Gender: Ind Women	15%	(24)	40%	(66)	14%	(23)	14%	(23)	17%	(27)	162
PID/Gender: Rep Men	24%	(34)	41%	(58)	13%	(19)	14%	(19)	8%	(12)	144
PID/Gender: Rep Women	17%	(16)	32%	(30)	23%	(21)	17%	(16)	10%	(9)	92
Ideo: Liberal (1-3)	23%	(78)	47%	(160)	15%	(53)	5%	(18)	10%	(33)	341
Ideo: Moderate (4)	18%	(60)	44%	(148)	16%	(55)	10%	(34)	12%	(39)	337
Ideo: Conservative (5-7)	21%	(48)	38%	(85)	15%	(34)	17%	(38)	9%	(21)	227
Educ: < College	16%	(92)	39%	(223)	17%	(97)	13%	(74)	16%	(94)	579
Educ: Bachelors degree	21%	(54)	48%	(125)	17%	(43)	8%	(20)	7%	(18)	260
Educ: Post-grad	34%	(54)	46%	(73)	9%	(15)	6%	(10)	5%	(7)	160
Income: Under 50k	19%	(99)	38%	(194)	17%	(88)	10%	(53)	16%	(81)	514
Income: 50k-100k	18%	(57)	45%	(140)	16%	(49)	12%	(36)	10%	(31)	313
Income: 100k+	25%	(44)	51%	(88)	10%	(18)	9%	(15)	5%	(8)	171
Ethnicity: White	22%	(137)	41%	(262)	17%	(105)	10%	(62)	11%	(68)	633
Ethnicity: Hispanic	20%	(200)	42%	(421)	15%	(155)	10%	(104)	12%	(119)	999

Continued on next page

Table MCFE38_1: *In general, how much do you trust the following sources?*
Newspapers

Demographic	A lot		Some		Not much		Not at all		Don't know / No opinion		Total N
Hispanic Adults	20%	(200)	42%	(421)	15%	(155)	10%	(104)	12%	(119)	999
Ethnicity: Black	15%	(9)	49%	(28)	14%	(8)	12%	(7)	11%	(6)	57
Ethnicity: Other	18%	(55)	43%	(131)	14%	(42)	12%	(36)	15%	(45)	309
All Christian	24%	(131)	43%	(239)	14%	(75)	10%	(58)	9%	(50)	553
Agnostic/Nothing in particular	13%	(30)	38%	(89)	20%	(46)	11%	(26)	18%	(42)	233
Something Else	21%	(28)	42%	(56)	15%	(19)	10%	(13)	13%	(17)	133
Evangelical	25%	(60)	43%	(103)	14%	(32)	9%	(22)	9%	(22)	238
Non-Evangelical	22%	(96)	43%	(186)	14%	(60)	11%	(48)	10%	(44)	435
Community: Urban	23%	(103)	44%	(201)	13%	(58)	9%	(39)	12%	(52)	454
Community: Suburban	17%	(75)	42%	(182)	18%	(76)	12%	(54)	10%	(45)	431
Community: Rural	19%	(22)	34%	(39)	18%	(20)	10%	(11)	19%	(21)	114
Employ: Private Sector	23%	(85)	44%	(163)	17%	(62)	8%	(30)	8%	(30)	370
Employ: Government	21%	(16)	48%	(36)	13%	(10)	6%	(5)	12%	(9)	75
Employ: Self-Employed	23%	(22)	38%	(36)	10%	(10)	16%	(16)	12%	(12)	95
Employ: Student	13%	(8)	38%	(24)	13%	(8)	13%	(8)	23%	(15)	64
Employ: Retired	24%	(29)	35%	(42)	19%	(23)	8%	(10)	13%	(15)	120
Employ: Unemployed	14%	(22)	43%	(67)	16%	(25)	13%	(20)	14%	(21)	156
Employ: Other	11%	(8)	39%	(28)	17%	(12)	11%	(8)	21%	(15)	70
Military HH: Yes	17%	(20)	36%	(42)	23%	(26)	13%	(15)	12%	(14)	117
Military HH: No	20%	(180)	43%	(379)	15%	(128)	10%	(89)	12%	(105)	882
RD/WT: Right Direction	23%	(63)	39%	(107)	16%	(43)	13%	(34)	9%	(23)	270
RD/WT: Wrong Track	19%	(137)	43%	(315)	15%	(111)	10%	(70)	13%	(96)	729
Trump Job Approve	20%	(64)	38%	(122)	17%	(53)	16%	(51)	9%	(29)	320
Trump Job Disapprove	21%	(133)	45%	(285)	15%	(95)	8%	(49)	11%	(72)	633
Trump Job Strongly Approve	22%	(38)	30%	(51)	19%	(33)	20%	(35)	9%	(14)	170
Trump Job Somewhat Approve	18%	(27)	47%	(71)	14%	(20)	11%	(17)	10%	(15)	150
Trump Job Somewhat Disapprove	17%	(23)	48%	(64)	21%	(28)	5%	(6)	9%	(13)	134
Trump Job Strongly Disapprove	22%	(110)	44%	(220)	13%	(67)	9%	(43)	12%	(59)	499
Favorable of Trump	21%	(68)	37%	(118)	17%	(53)	16%	(52)	8%	(27)	318
Unfavorable of Trump	20%	(125)	46%	(286)	15%	(91)	7%	(46)	12%	(74)	622

Continued on next page

Table MCFE38_1: *In general, how much do you trust the following sources?*

Newspapers

Demographic	A lot		Some		Not much		Not at all		Don't know / No opinion		Total N
Hispanic Adults	20%	(200)	42%	(421)	15%	(155)	10%	(104)	12%	(119)	999
Very Favorable of Trump	25%	(44)	28%	(51)	19%	(34)	20%	(36)	8%	(15)	180
Somewhat Favorable of Trump	17%	(24)	48%	(67)	14%	(19)	12%	(16)	9%	(12)	138
Somewhat Unfavorable of Trump	16%	(18)	53%	(56)	14%	(15)	6%	(6)	11%	(11)	106
Very Unfavorable of Trump	21%	(108)	45%	(229)	15%	(76)	8%	(40)	12%	(63)	515
#1 Issue: Economy	19%	(73)	43%	(168)	17%	(65)	10%	(37)	12%	(45)	388
#1 Issue: Security	22%	(17)	36%	(28)	14%	(11)	17%	(13)	11%	(9)	77
#1 Issue: Health Care	23%	(50)	46%	(98)	10%	(21)	11%	(24)	10%	(21)	213
#1 Issue: Medicare / Social Security	19%	(14)	36%	(27)	23%	(17)	10%	(8)	12%	(9)	76
#1 Issue: Women's Issues	18%	(11)	41%	(26)	19%	(12)	7%	(5)	16%	(10)	65
#1 Issue: Education	10%	(6)	44%	(25)	18%	(10)	7%	(4)	21%	(12)	57
#1 Issue: Energy	23%	(13)	44%	(25)	22%	(12)	5%	(3)	5%	(3)	56
#1 Issue: Other	24%	(16)	36%	(24)	9%	(6)	15%	(10)	16%	(10)	67
2018 House Vote: Democrat	27%	(99)	46%	(172)	12%	(43)	7%	(24)	9%	(34)	373
2018 House Vote: Republican	19%	(38)	37%	(75)	20%	(41)	17%	(35)	7%	(15)	205
2016 Vote: Hillary Clinton	27%	(98)	47%	(170)	12%	(43)	5%	(19)	9%	(33)	364
2016 Vote: Donald Trump	17%	(36)	40%	(86)	20%	(44)	16%	(35)	7%	(16)	217
2016 Vote: Didn't Vote	16%	(62)	40%	(152)	15%	(59)	12%	(44)	17%	(66)	382
Voted in 2014: Yes	23%	(116)	44%	(223)	14%	(71)	10%	(51)	8%	(41)	502
Voted in 2014: No	17%	(84)	40%	(198)	17%	(84)	11%	(53)	16%	(78)	497
2012 Vote: Barack Obama	23%	(89)	50%	(190)	13%	(49)	6%	(23)	8%	(32)	382
2012 Vote: Mitt Romney	22%	(28)	34%	(43)	20%	(26)	17%	(22)	7%	(9)	128
2012 Vote: Didn't Vote	18%	(83)	38%	(179)	16%	(76)	11%	(52)	16%	(77)	468
4-Region: Northeast	17%	(30)	47%	(80)	15%	(26)	10%	(17)	10%	(17)	170
4-Region: Midwest	21%	(21)	43%	(42)	14%	(13)	12%	(12)	10%	(10)	97
4-Region: South	22%	(98)	40%	(178)	17%	(75)	11%	(48)	10%	(46)	445
4-Region: West	18%	(52)	42%	(121)	14%	(40)	9%	(26)	16%	(47)	286
Mexican	18%	(86)	41%	(192)	16%	(75)	12%	(54)	12%	(58)	465
Puerto Rican	16%	(29)	47%	(84)	15%	(27)	11%	(19)	11%	(21)	179
Cuban	15%	(12)	40%	(32)	26%	(21)	7%	(5)	12%	(10)	81
Other South American	27%	(32)	42%	(50)	16%	(19)	12%	(14)	3%	(4)	119

Continued on next page

Table MCFE38_1: *In general, how much do you trust the following sources?*
Newspapers

Demographic	A lot		Some		Not much		Not at all		Don't know / No opinion		Total N
Hispanic Adults	20%	(200)	42%	(421)	15%	(155)	10%	(104)	12%	(119)	999
Speaks only English at home	18%	(47)	40%	(107)	15%	(41)	12%	(32)	14%	(38)	265
Speaks mostly English at home	22%	(56)	39%	(99)	16%	(41)	10%	(26)	13%	(32)	254
Speaks both English and Spanish at home	20%	(64)	44%	(141)	15%	(49)	10%	(32)	12%	(38)	323
Speaks mostly Spanish at home	19%	(21)	50%	(55)	15%	(16)	11%	(12)	6%	(7)	111
Trump supporter	18%	(48)	38%	(102)	19%	(51)	17%	(47)	9%	(24)	272
Biden supporter	23%	(134)	46%	(261)	13%	(76)	6%	(35)	12%	(67)	573
Sports fans	21%	(154)	45%	(322)	14%	(104)	9%	(67)	10%	(70)	717
Avid sports fans	25%	(74)	47%	(141)	12%	(36)	8%	(24)	8%	(24)	299
Sports fans, Age: 18-34	25%	(62)	40%	(101)	15%	(37)	9%	(22)	12%	(30)	253
Sports fans, Age: 35-44	24%	(43)	51%	(93)	9%	(17)	7%	(12)	9%	(16)	182
Sports fans, Age: 45-64	16%	(33)	47%	(98)	17%	(35)	13%	(26)	8%	(16)	209
Sports fans, Age: 65+	21%	(15)	40%	(29)	20%	(14)	9%	(6)	10%	(7)	73
Movie studios should diversify teams	22%	(155)	48%	(332)	14%	(95)	7%	(50)	8%	(58)	691
Movie studios should diversify stories	23%	(135)	48%	(288)	14%	(81)	7%	(41)	8%	(50)	595
Concerned about Covid	22%	(188)	44%	(376)	14%	(122)	9%	(77)	11%	(93)	856
No experience with Covid	17%	(56)	40%	(130)	12%	(40)	13%	(43)	18%	(58)	326
Health care major factor for election	23%	(153)	43%	(282)	14%	(92)	9%	(58)	11%	(73)	658
Social media users	20%	(199)	43%	(415)	16%	(152)	10%	(100)	11%	(108)	975
WhatsApp users	26%	(124)	43%	(204)	14%	(65)	9%	(41)	9%	(41)	474
WeChat users	38%	(23)	42%	(25)	11%	(7)	6%	(4)	3%	(2)	61
Social media news source at least once a week	23%	(157)	43%	(294)	14%	(94)	9%	(60)	11%	(74)	679

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

Table MCFE38_2: In general, how much do you trust the following sources?

Radio

Demographic	A lot		Some		Not much		Not at all		Don't know / No opinion		Total N
Hispanic Adults	17%	(170)	45%	(454)	16%	(159)	10%	(96)	12%	(120)	999
Gender: Male	19%	(96)	44%	(222)	16%	(80)	11%	(55)	9%	(47)	500
Gender: Female	15%	(74)	46%	(232)	16%	(79)	8%	(41)	15%	(74)	499
Age: 18-34	16%	(61)	39%	(149)	18%	(69)	13%	(47)	14%	(51)	378
Age: 35-44	23%	(52)	42%	(92)	15%	(34)	10%	(21)	10%	(22)	222
Age: 45-64	15%	(44)	54%	(157)	15%	(44)	7%	(19)	9%	(26)	290
Age: 65+	12%	(13)	51%	(56)	11%	(12)	8%	(8)	19%	(21)	110
GenZers: 1997-2012	11%	(15)	30%	(40)	21%	(29)	19%	(26)	20%	(27)	137
Millennials: 1981-1996	22%	(79)	43%	(156)	16%	(57)	9%	(34)	10%	(36)	361
GenXers: 1965-1980	18%	(52)	52%	(149)	14%	(42)	8%	(22)	8%	(23)	289
Baby Boomers: 1946-1964	13%	(24)	49%	(93)	16%	(30)	6%	(12)	17%	(32)	191
PID: Dem (no lean)	18%	(79)	49%	(219)	13%	(57)	8%	(36)	12%	(54)	444
PID: Ind (no lean)	13%	(40)	42%	(135)	19%	(60)	13%	(40)	14%	(43)	319
PID: Rep (no lean)	22%	(51)	42%	(100)	18%	(42)	9%	(20)	10%	(23)	236
PID/Gender: Dem Men	19%	(37)	52%	(104)	12%	(24)	9%	(18)	8%	(16)	199
PID/Gender: Dem Women	17%	(42)	47%	(115)	13%	(32)	7%	(18)	16%	(38)	245
PID/Gender: Ind Men	13%	(20)	37%	(58)	22%	(34)	17%	(26)	12%	(18)	156
PID/Gender: Ind Women	12%	(20)	47%	(77)	16%	(26)	9%	(14)	15%	(25)	162
PID/Gender: Rep Men	27%	(39)	42%	(60)	15%	(21)	8%	(11)	9%	(12)	144
PID/Gender: Rep Women	13%	(12)	43%	(40)	23%	(21)	9%	(9)	12%	(11)	92
Ideo: Liberal (1-3)	19%	(65)	46%	(157)	16%	(56)	9%	(32)	9%	(31)	341
Ideo: Moderate (4)	17%	(57)	49%	(166)	15%	(51)	9%	(29)	10%	(34)	337
Ideo: Conservative (5-7)	16%	(37)	44%	(101)	17%	(39)	11%	(25)	11%	(26)	227
Educ: < College	13%	(77)	43%	(247)	16%	(94)	13%	(76)	15%	(86)	579
Educ: Bachelors degree	22%	(58)	49%	(128)	17%	(43)	4%	(10)	8%	(21)	260
Educ: Post-grad	22%	(35)	50%	(79)	14%	(22)	6%	(10)	8%	(13)	160
Income: Under 50k	15%	(77)	44%	(226)	16%	(83)	11%	(55)	14%	(74)	514
Income: 50k-100k	16%	(49)	50%	(155)	17%	(52)	9%	(27)	10%	(30)	313
Income: 100k+	26%	(44)	43%	(73)	14%	(24)	8%	(14)	9%	(16)	171
Ethnicity: White	19%	(119)	46%	(292)	17%	(110)	7%	(47)	10%	(66)	633
Ethnicity: Hispanic	17%	(170)	45%	(454)	16%	(159)	10%	(96)	12%	(120)	999

Continued on next page

Table MCFE38_2: *In general, how much do you trust the following sources?*
Radio

Demographic	A lot		Some		Not much		Not at all		Don't know / No opinion		Total N
Hispanic Adults	17%	(170)	45%	(454)	16%	(159)	10%	(96)	12%	(120)	999
Ethnicity: Black	18%	(10)	55%	(31)	6%	(3)	10%	(6)	11%	(6)	57
Ethnicity: Other	13%	(41)	42%	(131)	15%	(45)	14%	(43)	16%	(49)	309
All Christian	21%	(115)	48%	(266)	13%	(74)	7%	(37)	11%	(61)	553
Agnostic/Nothing in particular	9%	(20)	41%	(96)	20%	(47)	14%	(34)	16%	(37)	233
Something Else	15%	(20)	47%	(62)	17%	(23)	9%	(12)	12%	(15)	133
Evangelical	23%	(55)	47%	(112)	12%	(30)	8%	(19)	9%	(23)	238
Non-Evangelical	17%	(75)	49%	(212)	15%	(64)	7%	(31)	12%	(54)	435
Community: Urban	23%	(103)	44%	(198)	13%	(57)	9%	(41)	12%	(54)	454
Community: Suburban	12%	(50)	47%	(204)	18%	(78)	11%	(48)	12%	(52)	431
Community: Rural	15%	(17)	46%	(52)	21%	(23)	6%	(7)	13%	(14)	114
Employ: Private Sector	21%	(76)	46%	(170)	16%	(58)	9%	(32)	9%	(34)	370
Employ: Government	20%	(15)	55%	(42)	15%	(11)	4%	(3)	6%	(4)	75
Employ: Self-Employed	17%	(16)	48%	(46)	12%	(11)	15%	(15)	8%	(7)	95
Employ: Student	5%	(3)	41%	(26)	12%	(8)	18%	(12)	23%	(15)	64
Employ: Retired	12%	(14)	48%	(58)	14%	(16)	6%	(7)	21%	(25)	120
Employ: Unemployed	16%	(26)	42%	(66)	17%	(27)	11%	(18)	13%	(20)	156
Employ: Other	17%	(12)	34%	(24)	20%	(14)	12%	(9)	17%	(12)	70
Military HH: Yes	16%	(19)	47%	(55)	17%	(20)	11%	(13)	10%	(11)	117
Military HH: No	17%	(152)	45%	(399)	16%	(139)	9%	(83)	12%	(109)	882
RD/WT: Right Direction	22%	(60)	43%	(118)	15%	(41)	10%	(27)	9%	(25)	270
RD/WT: Wrong Track	15%	(110)	46%	(336)	16%	(118)	9%	(69)	13%	(96)	729
Trump Job Approve	22%	(71)	42%	(135)	17%	(55)	10%	(33)	8%	(25)	320
Trump Job Disapprove	15%	(96)	47%	(299)	16%	(98)	9%	(58)	13%	(82)	633
Trump Job Strongly Approve	26%	(45)	37%	(62)	17%	(28)	11%	(18)	10%	(16)	170
Trump Job Somewhat Approve	18%	(27)	49%	(73)	18%	(26)	10%	(15)	6%	(8)	150
Trump Job Somewhat Disapprove	17%	(22)	47%	(63)	21%	(28)	5%	(7)	10%	(13)	134
Trump Job Strongly Disapprove	15%	(73)	47%	(236)	14%	(70)	10%	(51)	14%	(69)	499
Favorable of Trump	21%	(67)	44%	(141)	17%	(53)	10%	(31)	8%	(26)	318
Unfavorable of Trump	15%	(95)	47%	(292)	16%	(97)	9%	(57)	13%	(81)	622

Continued on next page

Table MCFE38_2: *In general, how much do you trust the following sources?*

Radio

Demographic	A lot		Some		Not much		Not at all		Don't know / No opinion		Total N
Hispanic Adults	17%	(170)	45%	(454)	16%	(159)	10%	(96)	12%	(120)	999
Very Favorable of Trump	27%	(49)	37%	(66)	16%	(28)	11%	(20)	9%	(17)	180
Somewhat Favorable of Trump	13%	(18)	54%	(75)	18%	(25)	7%	(10)	7%	(10)	138
Somewhat Unfavorable of Trump	20%	(21)	47%	(50)	15%	(16)	9%	(10)	9%	(9)	106
Very Unfavorable of Trump	14%	(74)	47%	(242)	16%	(80)	9%	(48)	14%	(72)	515
#1 Issue: Economy	17%	(67)	48%	(188)	18%	(69)	7%	(29)	9%	(35)	388
#1 Issue: Security	23%	(18)	37%	(28)	10%	(8)	16%	(12)	14%	(11)	77
#1 Issue: Health Care	15%	(32)	48%	(103)	14%	(29)	12%	(26)	11%	(22)	213
#1 Issue: Medicare / Social Security	13%	(10)	40%	(31)	21%	(16)	6%	(5)	19%	(14)	76
#1 Issue: Women's Issues	17%	(11)	43%	(28)	18%	(11)	9%	(6)	14%	(9)	65
#1 Issue: Education	17%	(10)	36%	(21)	15%	(9)	8%	(5)	23%	(13)	57
#1 Issue: Energy	24%	(13)	39%	(22)	17%	(10)	10%	(6)	10%	(6)	56
#1 Issue: Other	14%	(9)	50%	(34)	9%	(6)	12%	(8)	15%	(10)	67
2018 House Vote: Democrat	20%	(75)	48%	(180)	15%	(55)	8%	(28)	9%	(34)	373
2018 House Vote: Republican	23%	(46)	44%	(89)	18%	(37)	8%	(17)	8%	(16)	205
2016 Vote: Hillary Clinton	19%	(68)	51%	(184)	14%	(52)	6%	(21)	11%	(39)	364
2016 Vote: Donald Trump	23%	(49)	46%	(100)	16%	(34)	8%	(18)	7%	(16)	217
2016 Vote: Didn't Vote	13%	(51)	40%	(153)	17%	(64)	13%	(51)	17%	(64)	382
Voted in 2014: Yes	21%	(103)	48%	(241)	16%	(79)	7%	(35)	9%	(44)	502
Voted in 2014: No	13%	(67)	43%	(213)	16%	(79)	12%	(61)	15%	(77)	497
2012 Vote: Barack Obama	19%	(71)	52%	(198)	13%	(49)	7%	(28)	9%	(35)	382
2012 Vote: Mitt Romney	25%	(32)	38%	(48)	23%	(29)	7%	(10)	7%	(8)	128
2012 Vote: Didn't Vote	14%	(66)	42%	(195)	16%	(76)	12%	(57)	16%	(74)	468
4-Region: Northeast	18%	(30)	46%	(78)	13%	(22)	12%	(20)	11%	(19)	170
4-Region: Midwest	16%	(15)	39%	(38)	22%	(21)	12%	(12)	12%	(12)	97
4-Region: South	19%	(82)	46%	(205)	16%	(73)	8%	(35)	11%	(49)	445
4-Region: West	15%	(42)	46%	(133)	15%	(43)	10%	(28)	14%	(41)	286
Mexican	16%	(76)	42%	(194)	19%	(86)	10%	(47)	13%	(62)	465
Puerto Rican	13%	(24)	50%	(90)	13%	(24)	12%	(21)	12%	(21)	179
Cuban	19%	(15)	53%	(43)	12%	(10)	3%	(2)	14%	(11)	81
Other South American	22%	(26)	47%	(56)	14%	(16)	10%	(12)	7%	(8)	119

Continued on next page

Table MCFE38_2: In general, how much do you trust the following sources?

Radio

Demographic	A lot		Some		Not much		Not at all		Don't know / No opinion		Total N
Hispanic Adults	17%	(170)	45%	(454)	16%	(159)	10%	(96)	12%	(120)	999
Speaks only English at home	13%	(36)	47%	(124)	15%	(41)	11%	(29)	13%	(35)	265
Speaks mostly English at home	17%	(44)	44%	(111)	17%	(43)	8%	(21)	14%	(36)	254
Speaks both English and Spanish at home	19%	(61)	44%	(141)	15%	(49)	11%	(36)	11%	(37)	323
Speaks mostly Spanish at home	18%	(20)	50%	(55)	17%	(19)	7%	(8)	8%	(9)	111
Trump supporter	21%	(57)	41%	(113)	18%	(50)	10%	(28)	9%	(23)	272
Biden supporter	17%	(97)	48%	(275)	14%	(81)	8%	(44)	13%	(76)	573
Sports fans	19%	(138)	47%	(341)	16%	(111)	8%	(57)	10%	(71)	717
Avid sports fans	25%	(73)	46%	(138)	15%	(44)	7%	(21)	7%	(22)	299
Sports fans, Age: 18-34	19%	(49)	44%	(111)	18%	(45)	9%	(24)	9%	(24)	253
Sports fans, Age: 35-44	27%	(49)	40%	(73)	16%	(29)	8%	(15)	9%	(16)	182
Sports fans, Age: 45-64	16%	(33)	56%	(118)	13%	(27)	6%	(13)	9%	(18)	209
Sports fans, Age: 65+	9%	(7)	53%	(38)	14%	(10)	6%	(5)	17%	(13)	73
Movie studios should diversify teams	18%	(123)	51%	(354)	15%	(103)	7%	(46)	10%	(66)	691
Movie studios should diversify stories	20%	(121)	50%	(298)	15%	(87)	6%	(36)	9%	(52)	595
Concerned about Covid	18%	(154)	48%	(412)	15%	(127)	8%	(67)	11%	(96)	856
No experience with Covid	10%	(32)	43%	(141)	16%	(53)	13%	(41)	18%	(59)	326
Health care major factor for election	19%	(127)	47%	(308)	13%	(89)	9%	(57)	12%	(77)	658
Social media users	17%	(169)	46%	(445)	16%	(156)	10%	(95)	11%	(109)	975
WhatsApp users	22%	(106)	46%	(218)	15%	(72)	8%	(38)	8%	(40)	474
WeChat users	41%	(25)	39%	(24)	16%	(10)	2%	(1)	3%	(2)	61
Social media news source at least once a week	21%	(141)	45%	(304)	15%	(103)	9%	(61)	10%	(68)	679

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

Table MCFE38_3: In general, how much do you trust the following sources?

Cable news networks

Demographic	A lot		Some		Not much		Not at all		Don't know / No opinion		Total N
Hispanic Adults	20%	(202)	40%	(402)	17%	(174)	11%	(107)	11%	(114)	999
Gender: Male	23%	(114)	37%	(186)	19%	(94)	12%	(62)	9%	(44)	500
Gender: Female	18%	(88)	43%	(216)	16%	(80)	9%	(46)	14%	(70)	499
Age: 18-34	19%	(70)	36%	(136)	18%	(67)	12%	(44)	16%	(60)	378
Age: 35-44	23%	(50)	40%	(90)	16%	(36)	13%	(29)	8%	(17)	222
Age: 45-64	18%	(53)	47%	(135)	18%	(52)	9%	(27)	8%	(22)	290
Age: 65+	26%	(29)	37%	(41)	17%	(19)	7%	(8)	13%	(14)	110
GenZers: 1997-2012	14%	(19)	34%	(46)	14%	(19)	13%	(17)	26%	(35)	137
Millennials: 1981-1996	23%	(82)	37%	(134)	19%	(67)	12%	(43)	10%	(35)	361
GenXers: 1965-1980	19%	(54)	48%	(138)	16%	(47)	10%	(30)	7%	(20)	289
Baby Boomers: 1946-1964	22%	(41)	39%	(75)	21%	(39)	8%	(16)	11%	(20)	191
PID: Dem (no lean)	26%	(116)	44%	(194)	15%	(65)	5%	(24)	10%	(45)	444
PID: Ind (no lean)	13%	(41)	35%	(112)	21%	(66)	16%	(50)	16%	(50)	319
PID: Rep (no lean)	19%	(45)	41%	(96)	18%	(42)	14%	(34)	8%	(19)	236
PID/Gender: Dem Men	32%	(64)	41%	(82)	16%	(31)	5%	(11)	6%	(11)	199
PID/Gender: Dem Women	21%	(51)	46%	(113)	14%	(34)	5%	(13)	14%	(33)	245
PID/Gender: Ind Men	12%	(19)	32%	(50)	26%	(41)	17%	(26)	13%	(21)	156
PID/Gender: Ind Women	14%	(22)	38%	(62)	16%	(25)	14%	(23)	18%	(29)	162
PID/Gender: Rep Men	22%	(31)	38%	(55)	15%	(21)	17%	(25)	8%	(11)	144
PID/Gender: Rep Women	16%	(14)	44%	(41)	23%	(21)	10%	(9)	8%	(7)	92
Ideo: Liberal (1-3)	28%	(96)	39%	(133)	18%	(62)	7%	(24)	8%	(26)	341
Ideo: Moderate (4)	16%	(54)	48%	(160)	18%	(62)	8%	(28)	10%	(32)	337
Ideo: Conservative (5-7)	17%	(39)	37%	(84)	19%	(43)	18%	(42)	9%	(20)	227
Educ: < College	15%	(86)	40%	(232)	16%	(95)	13%	(76)	16%	(90)	579
Educ: Bachelors degree	27%	(71)	40%	(103)	19%	(50)	8%	(20)	6%	(15)	260
Educ: Post-grad	28%	(45)	42%	(67)	18%	(29)	7%	(11)	6%	(9)	160
Income: Under 50k	15%	(79)	38%	(194)	18%	(93)	12%	(61)	17%	(87)	514
Income: 50k-100k	24%	(76)	41%	(130)	18%	(58)	10%	(31)	6%	(18)	313
Income: 100k+	28%	(47)	45%	(78)	13%	(23)	9%	(15)	5%	(9)	171
Ethnicity: White	22%	(138)	41%	(261)	17%	(108)	10%	(65)	10%	(61)	633
Ethnicity: Hispanic	20%	(202)	40%	(402)	17%	(174)	11%	(107)	11%	(114)	999

Continued on next page

Table MCFE38_3: *In general, how much do you trust the following sources?*

Cable news networks

Demographic	A lot		Some		Not much		Not at all		Don't know / No opinion		Total N
Hispanic Adults	20%	(202)	40%	(402)	17%	(174)	11%	(107)	11%	(114)	999
Ethnicity: Black	26%	(15)	38%	(22)	23%	(13)	3%	(2)	10%	(6)	57
Ethnicity: Other	16%	(49)	39%	(119)	17%	(53)	13%	(40)	15%	(47)	309
All Christian	24%	(131)	40%	(222)	17%	(96)	9%	(49)	10%	(55)	553
Agnostic/Nothing in particular	15%	(35)	36%	(83)	17%	(39)	16%	(37)	16%	(38)	233
Something Else	17%	(23)	45%	(60)	18%	(24)	9%	(11)	11%	(15)	133
Evangelical	23%	(56)	41%	(98)	17%	(41)	10%	(25)	8%	(19)	238
Non-Evangelical	21%	(93)	42%	(181)	18%	(78)	8%	(34)	11%	(48)	435
Community: Urban	21%	(97)	42%	(190)	15%	(68)	9%	(43)	12%	(56)	454
Community: Suburban	19%	(82)	40%	(172)	19%	(84)	13%	(55)	9%	(39)	431
Community: Rural	21%	(23)	36%	(41)	20%	(22)	8%	(9)	16%	(18)	114
Employ: Private Sector	23%	(87)	41%	(151)	19%	(70)	10%	(39)	6%	(24)	370
Employ: Government	21%	(16)	41%	(31)	21%	(16)	8%	(6)	9%	(7)	75
Employ: Self-Employed	18%	(17)	40%	(38)	15%	(14)	17%	(16)	10%	(10)	95
Employ: Student	13%	(8)	37%	(23)	11%	(7)	15%	(10)	24%	(15)	64
Employ: Retired	25%	(29)	37%	(44)	16%	(19)	9%	(11)	14%	(17)	120
Employ: Unemployed	16%	(24)	40%	(63)	18%	(28)	11%	(17)	15%	(24)	156
Employ: Other	15%	(11)	39%	(28)	14%	(10)	8%	(6)	23%	(16)	70
Military HH: Yes	17%	(20)	34%	(39)	20%	(24)	17%	(20)	12%	(14)	117
Military HH: No	21%	(183)	41%	(362)	17%	(150)	10%	(87)	11%	(100)	882
RD/WT: Right Direction	22%	(58)	40%	(109)	17%	(45)	13%	(34)	9%	(24)	270
RD/WT: Wrong Track	20%	(144)	40%	(293)	18%	(129)	10%	(73)	12%	(90)	729
Trump Job Approve	18%	(56)	39%	(124)	18%	(56)	17%	(54)	9%	(29)	320
Trump Job Disapprove	22%	(141)	42%	(266)	18%	(112)	8%	(49)	10%	(64)	633
Trump Job Strongly Approve	22%	(37)	33%	(56)	17%	(29)	18%	(30)	11%	(18)	170
Trump Job Somewhat Approve	13%	(19)	45%	(68)	18%	(27)	16%	(24)	8%	(11)	150
Trump Job Somewhat Disapprove	17%	(23)	44%	(58)	28%	(38)	6%	(8)	5%	(7)	134
Trump Job Strongly Disapprove	24%	(119)	42%	(208)	15%	(74)	8%	(42)	11%	(57)	499
Favorable of Trump	18%	(57)	40%	(127)	18%	(57)	16%	(51)	8%	(27)	318
Unfavorable of Trump	22%	(135)	42%	(261)	18%	(109)	8%	(52)	10%	(65)	622

Continued on next page

Table MCFE38_3: *In general, how much do you trust the following sources?*

Cable news networks

Demographic	A lot		Some		Not much		Not at all		Don't know / No opinion		Total N
Hispanic Adults	20%	(202)	40%	(402)	17%	(174)	11%	(107)	11%	(114)	999
Very Favorable of Trump	21%	(37)	37%	(66)	16%	(28)	17%	(31)	10%	(18)	180
Somewhat Favorable of Trump	15%	(20)	44%	(60)	21%	(29)	15%	(20)	7%	(9)	138
Somewhat Unfavorable of Trump	13%	(14)	49%	(52)	23%	(24)	10%	(10)	6%	(7)	106
Very Unfavorable of Trump	24%	(121)	41%	(209)	16%	(85)	8%	(42)	11%	(59)	515
#1 Issue: Economy	19%	(73)	43%	(166)	18%	(70)	10%	(39)	10%	(41)	388
#1 Issue: Security	20%	(15)	40%	(31)	11%	(8)	15%	(12)	14%	(10)	77
#1 Issue: Health Care	23%	(49)	43%	(92)	19%	(40)	9%	(19)	6%	(12)	213
#1 Issue: Medicare / Social Security	21%	(16)	35%	(27)	18%	(14)	9%	(7)	17%	(13)	76
#1 Issue: Women's Issues	18%	(12)	32%	(21)	16%	(11)	12%	(8)	22%	(14)	65
#1 Issue: Education	21%	(12)	37%	(21)	20%	(11)	11%	(6)	12%	(7)	57
#1 Issue: Energy	18%	(10)	41%	(23)	22%	(12)	13%	(7)	5%	(3)	56
#1 Issue: Other	23%	(16)	32%	(21)	10%	(7)	13%	(9)	21%	(14)	67
2018 House Vote: Democrat	28%	(103)	43%	(159)	15%	(58)	6%	(23)	8%	(30)	373
2018 House Vote: Republican	21%	(43)	39%	(80)	18%	(36)	14%	(29)	8%	(16)	205
2016 Vote: Hillary Clinton	28%	(102)	45%	(165)	14%	(51)	5%	(18)	8%	(28)	364
2016 Vote: Donald Trump	20%	(43)	39%	(85)	18%	(40)	16%	(34)	7%	(15)	217
2016 Vote: Didn't Vote	14%	(55)	37%	(141)	19%	(73)	12%	(48)	17%	(66)	382
Voted in 2014: Yes	25%	(124)	42%	(210)	16%	(83)	9%	(45)	8%	(41)	502
Voted in 2014: No	16%	(78)	39%	(192)	18%	(91)	13%	(62)	15%	(73)	497
2012 Vote: Barack Obama	27%	(102)	44%	(167)	15%	(56)	6%	(23)	9%	(34)	382
2012 Vote: Mitt Romney	21%	(27)	36%	(46)	19%	(24)	16%	(21)	8%	(10)	128
2012 Vote: Didn't Vote	15%	(72)	39%	(182)	19%	(87)	12%	(57)	15%	(70)	468
4-Region: Northeast	19%	(33)	49%	(84)	14%	(23)	9%	(15)	9%	(15)	170
4-Region: Midwest	15%	(14)	32%	(32)	29%	(28)	15%	(14)	9%	(9)	97
4-Region: South	20%	(88)	42%	(187)	18%	(78)	10%	(44)	11%	(47)	445
4-Region: West	24%	(67)	35%	(99)	15%	(44)	12%	(33)	15%	(43)	286
Mexican	18%	(85)	36%	(168)	18%	(85)	13%	(59)	15%	(68)	465
Puerto Rican	21%	(39)	44%	(79)	15%	(26)	10%	(18)	9%	(16)	179
Cuban	18%	(15)	49%	(40)	21%	(17)	5%	(4)	7%	(6)	81
Other South American	29%	(35)	37%	(44)	18%	(21)	8%	(10)	7%	(9)	119

Continued on next page

Table MCFE38_3: In general, how much do you trust the following sources?
Cable news networks

Demographic	A lot		Some		Not much		Not at all		Don't know / No opinion		Total N
Hispanic Adults	20%	(202)	40%	(402)	17%	(174)	11%	(107)	11%	(114)	999
Speaks only English at home	16%	(44)	42%	(111)	18%	(47)	15%	(39)	9%	(25)	265
Speaks mostly English at home	23%	(58)	37%	(94)	17%	(43)	12%	(29)	11%	(29)	254
Speaks both English and Spanish at home	23%	(74)	38%	(123)	17%	(55)	9%	(28)	13%	(43)	323
Speaks mostly Spanish at home	17%	(19)	44%	(49)	23%	(25)	8%	(9)	8%	(9)	111
Trump supporter	17%	(45)	40%	(107)	19%	(51)	17%	(45)	8%	(23)	272
Biden supporter	25%	(143)	42%	(239)	16%	(91)	6%	(36)	11%	(64)	573
Sports fans	23%	(166)	43%	(312)	17%	(120)	9%	(65)	8%	(55)	717
Avid sports fans	28%	(83)	42%	(125)	16%	(48)	7%	(20)	7%	(22)	299
Sports fans, Age: 18-34	22%	(56)	44%	(110)	16%	(41)	7%	(18)	11%	(28)	253
Sports fans, Age: 35-44	25%	(46)	39%	(70)	18%	(32)	12%	(22)	6%	(11)	182
Sports fans, Age: 45-64	19%	(41)	49%	(103)	15%	(32)	10%	(21)	6%	(13)	209
Sports fans, Age: 65+	32%	(23)	39%	(29)	20%	(14)	5%	(4)	4%	(3)	73
Movie studios should diversify teams	22%	(153)	45%	(314)	17%	(118)	7%	(47)	9%	(59)	691
Movie studios should diversify stories	25%	(146)	44%	(263)	16%	(97)	6%	(36)	9%	(53)	595
Concerned about Covid	22%	(192)	43%	(365)	16%	(138)	8%	(71)	10%	(90)	856
No experience with Covid	17%	(56)	37%	(119)	15%	(50)	15%	(50)	16%	(51)	326
Health care major factor for election	22%	(147)	42%	(273)	16%	(107)	9%	(58)	11%	(72)	658
Social media users	20%	(199)	41%	(397)	18%	(173)	10%	(102)	11%	(104)	975
WhatsApp users	26%	(121)	42%	(201)	17%	(79)	7%	(35)	8%	(38)	474
WeChat users	34%	(20)	38%	(23)	18%	(11)	8%	(5)	1%	(1)	61
Social media news source at least once a week	23%	(154)	41%	(281)	16%	(112)	9%	(60)	10%	(71)	679

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

Table MCFE38_4: *In general, how much do you trust the following sources?*

Network news

Demographic	A lot		Some		Not much		Not at all		Don't know / No opinion		Total N
Hispanic Adults	20%	(200)	43%	(425)	17%	(169)	11%	(114)	9%	(91)	999
Gender: Male	22%	(112)	40%	(201)	18%	(90)	12%	(61)	7%	(36)	500
Gender: Female	18%	(89)	45%	(224)	16%	(79)	11%	(53)	11%	(55)	499
Age: 18-34	16%	(62)	42%	(158)	18%	(66)	10%	(38)	14%	(54)	378
Age: 35-44	26%	(57)	40%	(89)	17%	(37)	12%	(26)	6%	(13)	222
Age: 45-64	18%	(53)	47%	(138)	15%	(43)	14%	(40)	6%	(17)	290
Age: 65+	26%	(29)	37%	(40)	21%	(23)	10%	(11)	6%	(7)	110
GenZers: 1997-2012	7%	(9)	42%	(57)	17%	(23)	12%	(17)	22%	(30)	137
Millennials: 1981-1996	23%	(84)	40%	(146)	18%	(66)	10%	(35)	8%	(31)	361
GenXers: 1965-1980	21%	(60)	48%	(138)	13%	(38)	12%	(36)	6%	(16)	289
Baby Boomers: 1946-1964	21%	(41)	39%	(74)	19%	(37)	13%	(25)	7%	(14)	191
PID: Dem (no lean)	25%	(112)	49%	(218)	12%	(56)	5%	(23)	8%	(36)	444
PID: Ind (no lean)	13%	(40)	38%	(120)	21%	(66)	16%	(51)	13%	(41)	319
PID: Rep (no lean)	21%	(48)	37%	(87)	20%	(47)	17%	(39)	6%	(14)	236
PID/Gender: Dem Men	27%	(53)	49%	(99)	14%	(28)	4%	(9)	5%	(10)	199
PID/Gender: Dem Women	24%	(59)	49%	(119)	11%	(27)	6%	(15)	10%	(25)	245
PID/Gender: Ind Men	14%	(22)	32%	(50)	25%	(39)	18%	(28)	10%	(16)	156
PID/Gender: Ind Women	11%	(18)	43%	(70)	17%	(27)	14%	(23)	15%	(25)	162
PID/Gender: Rep Men	25%	(36)	36%	(52)	16%	(22)	17%	(24)	6%	(9)	144
PID/Gender: Rep Women	13%	(12)	38%	(35)	27%	(25)	17%	(15)	6%	(5)	92
Ideo: Liberal (1-3)	26%	(89)	49%	(167)	14%	(48)	5%	(18)	6%	(19)	341
Ideo: Moderate (4)	19%	(63)	46%	(156)	18%	(61)	10%	(33)	7%	(24)	337
Ideo: Conservative (5-7)	17%	(39)	33%	(75)	22%	(50)	22%	(49)	6%	(14)	227
Educ: < College	17%	(97)	41%	(237)	17%	(99)	12%	(71)	13%	(75)	579
Educ: Bachelors degree	23%	(60)	45%	(117)	18%	(47)	10%	(25)	4%	(10)	260
Educ: Post-grad	27%	(43)	44%	(70)	14%	(23)	11%	(18)	4%	(6)	160
Income: Under 50k	17%	(88)	41%	(213)	16%	(83)	12%	(60)	14%	(71)	514
Income: 50k-100k	21%	(64)	44%	(137)	20%	(64)	11%	(33)	5%	(15)	313
Income: 100k+	28%	(48)	44%	(75)	13%	(22)	12%	(21)	3%	(5)	171
Ethnicity: White	21%	(135)	43%	(274)	17%	(109)	11%	(68)	7%	(47)	633
Ethnicity: Hispanic	20%	(200)	43%	(425)	17%	(169)	11%	(114)	9%	(91)	999

Continued on next page

Table MCFE38_4: In general, how much do you trust the following sources?

Network news

Demographic	A lot		Some		Not much		Not at all		Don't know / No opinion	Total N
Hispanic Adults	20%	(200)	43%	(425)	17%	(169)	11%	(114)	9% (91)	999
Ethnicity: Black	20%	(11)	43%	(24)	24%	(14)	8%	(5)	6% (3)	57
Ethnicity: Other	17%	(54)	41%	(126)	15%	(46)	13%	(41)	13% (41)	309
All Christian	24%	(130)	42%	(235)	17%	(92)	10%	(56)	7% (39)	553
Agnostic/Nothing in particular	12%	(27)	43%	(101)	16%	(36)	16%	(37)	14% (32)	233
Something Else	19%	(26)	44%	(59)	14%	(19)	11%	(15)	11% (15)	133
Evangelical	29%	(69)	40%	(96)	14%	(33)	11%	(26)	6% (15)	238
Non-Evangelical	19%	(84)	44%	(193)	18%	(77)	10%	(43)	9% (37)	435
Community: Urban	23%	(106)	45%	(203)	13%	(58)	9%	(42)	10% (45)	454
Community: Suburban	17%	(74)	39%	(170)	21%	(91)	15%	(64)	7% (32)	431
Community: Rural	18%	(20)	46%	(52)	17%	(20)	6%	(7)	12% (14)	114
Employ: Private Sector	19%	(71)	45%	(165)	18%	(65)	13%	(47)	6% (21)	370
Employ: Government	25%	(19)	48%	(36)	16%	(12)	5%	(4)	6% (4)	75
Employ: Self-Employed	24%	(23)	36%	(34)	16%	(15)	15%	(14)	8% (8)	95
Employ: Student	6%	(4)	40%	(25)	19%	(12)	14%	(9)	22% (14)	64
Employ: Retired	25%	(30)	39%	(47)	22%	(27)	8%	(10)	5% (6)	120
Employ: Unemployed	19%	(30)	44%	(69)	14%	(21)	11%	(17)	13% (20)	156
Employ: Other	18%	(12)	38%	(26)	13%	(9)	10%	(7)	22% (15)	70
Military HH: Yes	18%	(22)	41%	(48)	21%	(24)	13%	(15)	7% (8)	117
Military HH: No	20%	(179)	43%	(377)	16%	(145)	11%	(99)	9% (83)	882
RD/WT: Right Direction	21%	(56)	39%	(105)	18%	(49)	16%	(44)	6% (17)	270
RD/WT: Wrong Track	20%	(144)	44%	(320)	16%	(120)	10%	(70)	10% (74)	729
Trump Job Approve	18%	(59)	35%	(112)	19%	(62)	20%	(64)	7% (23)	320
Trump Job Disapprove	22%	(139)	47%	(295)	16%	(102)	7%	(46)	8% (51)	633
Trump Job Strongly Approve	22%	(38)	26%	(45)	23%	(39)	23%	(39)	6% (10)	170
Trump Job Somewhat Approve	14%	(21)	45%	(67)	16%	(23)	16%	(24)	9% (14)	150
Trump Job Somewhat Disapprove	16%	(22)	47%	(63)	24%	(33)	7%	(9)	5% (7)	134
Trump Job Strongly Disapprove	23%	(117)	46%	(232)	14%	(69)	7%	(37)	9% (44)	499
Favorable of Trump	18%	(57)	38%	(120)	19%	(62)	18%	(58)	7% (22)	318
Unfavorable of Trump	22%	(135)	46%	(287)	16%	(98)	8%	(49)	8% (52)	622

Continued on next page

Table MCFE38_4: *In general, how much do you trust the following sources?*

Network news

Demographic	A lot		Some		Not much		Not at all		Don't know / No opinion	Total N
Hispanic Adults	20%	(200)	43%	(425)	17%	(169)	11%	(114)	9% (91)	999
Very Favorable of Trump	23%	(41)	28%	(50)	21%	(37)	22%	(39)	7% (13)	180
Somewhat Favorable of Trump	11%	(15)	51%	(70)	18%	(25)	14%	(19)	7% (10)	138
Somewhat Unfavorable of Trump	18%	(20)	41%	(44)	23%	(24)	12%	(13)	5% (6)	106
Very Unfavorable of Trump	22%	(116)	47%	(243)	14%	(74)	7%	(36)	9% (46)	515
#1 Issue: Economy	18%	(68)	46%	(179)	17%	(67)	10%	(39)	9% (36)	388
#1 Issue: Security	27%	(21)	27%	(21)	17%	(13)	23%	(18)	5% (4)	77
#1 Issue: Health Care	21%	(45)	46%	(98)	17%	(36)	9%	(20)	7% (14)	213
#1 Issue: Medicare / Social Security	26%	(20)	34%	(26)	20%	(15)	11%	(8)	9% (7)	76
#1 Issue: Women's Issues	14%	(9)	38%	(25)	21%	(14)	9%	(6)	18% (11)	65
#1 Issue: Education	21%	(12)	41%	(24)	15%	(9)	11%	(6)	12% (7)	57
#1 Issue: Energy	15%	(8)	48%	(27)	18%	(10)	15%	(8)	4% (2)	56
#1 Issue: Other	25%	(17)	38%	(25)	9%	(6)	14%	(9)	15% (10)	67
2018 House Vote: Democrat	28%	(104)	46%	(171)	14%	(53)	7%	(25)	6% (21)	373
2018 House Vote: Republican	20%	(42)	32%	(66)	22%	(46)	20%	(41)	5% (11)	205
2016 Vote: Hillary Clinton	28%	(100)	47%	(172)	15%	(53)	6%	(21)	5% (18)	364
2016 Vote: Donald Trump	21%	(45)	35%	(76)	19%	(41)	20%	(44)	5% (11)	217
2016 Vote: Didn't Vote	14%	(54)	43%	(166)	17%	(64)	11%	(42)	15% (57)	382
Voted in 2014: Yes	25%	(127)	41%	(204)	17%	(87)	11%	(56)	5% (27)	502
Voted in 2014: No	15%	(73)	44%	(220)	16%	(82)	12%	(58)	13% (64)	497
2012 Vote: Barack Obama	28%	(106)	47%	(178)	13%	(51)	7%	(26)	5% (21)	382
2012 Vote: Mitt Romney	20%	(26)	27%	(34)	26%	(33)	22%	(27)	6% (7)	128
2012 Vote: Didn't Vote	14%	(67)	44%	(206)	17%	(79)	11%	(53)	13% (62)	468
4-Region: Northeast	22%	(38)	42%	(71)	16%	(28)	13%	(22)	7% (12)	170
4-Region: Midwest	15%	(14)	44%	(43)	17%	(16)	16%	(16)	8% (8)	97
4-Region: South	21%	(92)	44%	(195)	17%	(77)	10%	(44)	8% (38)	445
4-Region: West	20%	(56)	41%	(116)	17%	(48)	11%	(32)	12% (34)	286
Mexican	19%	(90)	41%	(189)	16%	(75)	13%	(59)	11% (51)	465
Puerto Rican	21%	(38)	46%	(83)	17%	(31)	10%	(17)	6% (10)	179
Cuban	18%	(14)	39%	(31)	26%	(21)	10%	(8)	7% (6)	81
Other South American	19%	(23)	51%	(61)	15%	(18)	11%	(13)	3% (4)	119

Continued on next page

Table MCFE38_4: *In general, how much do you trust the following sources?*
Network news

Demographic	A lot		Some		Not much		Not at all		Don't know / No opinion	Total N
Hispanic Adults	20%	(200)	43%	(425)	17%	(169)	11%	(114)	9% (91)	999
Speaks only English at home	18%	(49)	40%	(107)	18%	(47)	14%	(37)	10% (25)	265
Speaks mostly English at home	22%	(56)	40%	(102)	17%	(44)	10%	(24)	11% (27)	254
Speaks both English and Spanish at home	21%	(68)	43%	(139)	16%	(50)	13%	(41)	8% (26)	323
Speaks mostly Spanish at home	17%	(19)	50%	(55)	19%	(21)	9%	(10)	5% (6)	111
Trump supporter	19%	(51)	33%	(91)	21%	(57)	21%	(56)	6% (17)	272
Biden supporter	24%	(139)	48%	(278)	13%	(74)	6%	(32)	9% (50)	573
Sports fans	23%	(168)	44%	(314)	16%	(114)	11%	(79)	6% (42)	717
Avid sports fans	29%	(88)	40%	(119)	16%	(46)	9%	(27)	6% (18)	299
Sports fans, Age: 18-34	19%	(49)	47%	(118)	16%	(40)	7%	(19)	11% (28)	253
Sports fans, Age: 35-44	28%	(51)	39%	(71)	18%	(33)	11%	(19)	4% (7)	182
Sports fans, Age: 45-64	20%	(43)	49%	(103)	11%	(23)	17%	(35)	3% (6)	209
Sports fans, Age: 65+	35%	(25)	31%	(22)	25%	(18)	8%	(6)	1% (1)	73
Movie studios should diversify teams	22%	(149)	49%	(338)	15%	(106)	8%	(56)	6% (42)	691
Movie studios should diversify stories	24%	(142)	50%	(295)	15%	(88)	6%	(37)	6% (34)	595
Concerned about Covid	22%	(190)	45%	(386)	16%	(134)	9%	(78)	8% (68)	856
No experience with Covid	15%	(48)	40%	(130)	15%	(47)	16%	(52)	15% (49)	326
Health care major factor for election	24%	(155)	44%	(288)	16%	(104)	9%	(56)	8% (55)	658
Social media users	20%	(199)	43%	(416)	17%	(167)	11%	(111)	8% (82)	975
WhatsApp users	24%	(112)	46%	(216)	18%	(83)	7%	(35)	6% (27)	474
WeChat users	46%	(28)	36%	(22)	8%	(5)	10%	(6)	— (0)	61
Social media news source at least once a week	22%	(147)	45%	(306)	16%	(106)	9%	(61)	9% (58)	679

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

Table MCFE38_5: *In general, how much do you trust the following sources?*
Online-only news sites

Demographic	A lot		Some		Not much		Not at all		Don't know / No opinion		Total N
Hispanic Adults	14%	(142)	44%	(444)	18%	(182)	12%	(122)	11%	(108)	999
Gender: Male	17%	(85)	44%	(219)	18%	(90)	14%	(68)	8%	(38)	500
Gender: Female	11%	(57)	45%	(225)	19%	(93)	11%	(54)	14%	(70)	499
Age: 18-34	15%	(55)	43%	(163)	17%	(64)	13%	(51)	12%	(44)	378
Age: 35-44	21%	(46)	43%	(95)	19%	(42)	10%	(23)	7%	(16)	222
Age: 45-64	11%	(32)	48%	(138)	19%	(56)	13%	(38)	9%	(26)	290
Age: 65+	8%	(9)	44%	(48)	19%	(20)	10%	(11)	19%	(21)	110
GenZers: 1997-2012	9%	(13)	37%	(51)	19%	(26)	18%	(24)	16%	(22)	137
Millennials: 1981-1996	19%	(70)	44%	(160)	16%	(59)	11%	(41)	8%	(31)	361
GenXers: 1965-1980	14%	(39)	50%	(143)	18%	(52)	12%	(34)	7%	(20)	289
Baby Boomers: 1946-1964	10%	(18)	40%	(76)	23%	(45)	10%	(19)	17%	(33)	191
PID: Dem (no lean)	16%	(70)	49%	(218)	16%	(70)	9%	(38)	11%	(48)	444
PID: Ind (no lean)	9%	(27)	42%	(134)	21%	(68)	15%	(48)	13%	(41)	319
PID: Rep (no lean)	19%	(45)	39%	(92)	18%	(44)	15%	(36)	8%	(19)	236
PID/Gender: Dem Men	20%	(40)	50%	(101)	15%	(30)	7%	(15)	7%	(15)	199
PID/Gender: Dem Women	12%	(30)	48%	(118)	17%	(41)	9%	(23)	14%	(33)	245
PID/Gender: Ind Men	7%	(11)	39%	(61)	25%	(40)	18%	(28)	11%	(17)	156
PID/Gender: Ind Women	10%	(16)	45%	(73)	18%	(29)	13%	(20)	15%	(24)	162
PID/Gender: Rep Men	24%	(34)	40%	(57)	14%	(20)	18%	(26)	5%	(7)	144
PID/Gender: Rep Women	12%	(11)	38%	(35)	25%	(23)	12%	(11)	13%	(12)	92
Ideo: Liberal (1-3)	20%	(68)	48%	(163)	17%	(56)	9%	(31)	7%	(23)	341
Ideo: Moderate (4)	13%	(45)	47%	(158)	18%	(62)	10%	(34)	12%	(39)	337
Ideo: Conservative (5-7)	11%	(26)	43%	(99)	20%	(46)	17%	(38)	8%	(18)	227
Educ: < College	11%	(66)	40%	(234)	20%	(116)	14%	(78)	15%	(85)	579
Educ: Bachelors degree	18%	(46)	50%	(130)	17%	(45)	9%	(24)	5%	(14)	260
Educ: Post-grad	19%	(30)	50%	(80)	13%	(21)	12%	(20)	5%	(8)	160
Income: Under 50k	13%	(65)	40%	(206)	20%	(103)	13%	(67)	14%	(74)	514
Income: 50k-100k	16%	(49)	46%	(144)	19%	(60)	12%	(38)	7%	(23)	313
Income: 100k+	16%	(28)	55%	(94)	12%	(20)	10%	(18)	6%	(11)	171
Ethnicity: White	15%	(97)	46%	(294)	19%	(120)	10%	(62)	9%	(60)	633
Ethnicity: Hispanic	14%	(142)	44%	(444)	18%	(182)	12%	(122)	11%	(108)	999

Continued on next page

Table MCFE38_5: *In general, how much do you trust the following sources?*

Online-only news sites

Demographic	A lot		Some		Not much		Not at all		Don't know / No opinion	Total N
Hispanic Adults	14%	(142)	44%	(444)	18%	(182)	12%	(122)	11% (108)	999
Ethnicity: Black	17%	(10)	39%	(22)	21%	(12)	14%	(8)	9% (5)	57
Ethnicity: Other	11%	(35)	41%	(127)	16%	(50)	17%	(53)	14% (43)	309
All Christian	17%	(97)	43%	(240)	18%	(99)	11%	(60)	10% (57)	553
Agnostic/Nothing in particular	8%	(19)	42%	(98)	20%	(47)	15%	(36)	14% (32)	233
Something Else	14%	(18)	46%	(62)	17%	(23)	12%	(15)	12% (16)	133
Evangelical	20%	(48)	46%	(110)	16%	(38)	10%	(24)	8% (19)	238
Non-Evangelical	14%	(62)	43%	(187)	19%	(83)	11%	(50)	12% (53)	435
Community: Urban	17%	(75)	46%	(207)	14%	(64)	13%	(60)	10% (47)	454
Community: Suburban	13%	(54)	43%	(187)	21%	(89)	13%	(55)	11% (47)	431
Community: Rural	12%	(13)	44%	(49)	26%	(29)	7%	(8)	12% (14)	114
Employ: Private Sector	18%	(65)	49%	(182)	18%	(66)	11%	(41)	5% (17)	370
Employ: Government	16%	(12)	42%	(31)	17%	(13)	14%	(10)	12% (9)	75
Employ: Self-Employed	16%	(15)	45%	(43)	18%	(17)	15%	(14)	6% (6)	95
Employ: Student	8%	(5)	36%	(23)	17%	(11)	17%	(11)	21% (13)	64
Employ: Retired	10%	(12)	41%	(48)	21%	(25)	10%	(12)	18% (22)	120
Employ: Unemployed	9%	(13)	44%	(69)	21%	(32)	12%	(18)	15% (23)	156
Employ: Other	16%	(11)	35%	(25)	11%	(8)	18%	(13)	19% (13)	70
Military HH: Yes	13%	(16)	39%	(46)	25%	(29)	15%	(17)	8% (9)	117
Military HH: No	14%	(127)	45%	(398)	17%	(153)	12%	(105)	11% (99)	882
RD/WT: Right Direction	20%	(53)	43%	(117)	19%	(51)	14%	(37)	5% (13)	270
RD/WT: Wrong Track	12%	(89)	45%	(327)	18%	(131)	12%	(86)	13% (95)	729
Trump Job Approve	17%	(55)	41%	(131)	20%	(64)	15%	(49)	7% (21)	320
Trump Job Disapprove	14%	(86)	47%	(299)	18%	(111)	11%	(67)	11% (69)	633
Trump Job Strongly Approve	22%	(37)	32%	(55)	21%	(36)	17%	(30)	8% (13)	170
Trump Job Somewhat Approve	12%	(18)	51%	(76)	19%	(28)	13%	(19)	5% (8)	150
Trump Job Somewhat Disapprove	12%	(16)	50%	(67)	24%	(31)	7%	(10)	7% (10)	134
Trump Job Strongly Disapprove	14%	(71)	47%	(232)	16%	(80)	12%	(57)	12% (59)	499
Favorable of Trump	17%	(53)	42%	(134)	21%	(67)	14%	(46)	6% (18)	318
Unfavorable of Trump	14%	(85)	47%	(293)	17%	(106)	11%	(69)	11% (69)	622

Continued on next page

Table MCFE38_5: *In general, how much do you trust the following sources?*

Online-only news sites

Demographic	A lot		Some		Not much		Not at all		Don't know / No opinion	Total N
Hispanic Adults	14%	(142)	44%	(444)	18%	(182)	12%	(122)	11% (108)	999
Very Favorable of Trump	21%	(37)	35%	(63)	21%	(38)	18%	(32)	5% (9)	180
Somewhat Favorable of Trump	11%	(16)	51%	(71)	21%	(29)	10%	(14)	6% (9)	138
Somewhat Unfavorable of Trump	15%	(15)	49%	(52)	17%	(18)	12%	(13)	8% (8)	106
Very Unfavorable of Trump	13%	(69)	47%	(241)	17%	(88)	11%	(56)	12% (61)	515
#1 Issue: Economy	14%	(54)	49%	(189)	18%	(69)	10%	(38)	10% (39)	388
#1 Issue: Security	13%	(10)	38%	(30)	19%	(15)	20%	(15)	10% (8)	77
#1 Issue: Health Care	16%	(33)	44%	(93)	21%	(44)	12%	(26)	8% (17)	213
#1 Issue: Medicare / Social Security	16%	(13)	32%	(24)	13%	(10)	14%	(11)	24% (19)	76
#1 Issue: Women's Issues	11%	(7)	42%	(27)	23%	(15)	16%	(10)	9% (6)	65
#1 Issue: Education	19%	(11)	38%	(22)	24%	(14)	6%	(3)	12% (7)	57
#1 Issue: Energy	15%	(8)	53%	(29)	14%	(8)	12%	(7)	6% (4)	56
#1 Issue: Other	9%	(6)	45%	(30)	14%	(9)	18%	(12)	15% (10)	67
2018 House Vote: Democrat	17%	(64)	48%	(180)	15%	(56)	10%	(39)	9% (34)	373
2018 House Vote: Republican	20%	(41)	40%	(82)	22%	(45)	14%	(29)	4% (9)	205
2016 Vote: Hillary Clinton	16%	(58)	48%	(174)	16%	(60)	9%	(33)	11% (39)	364
2016 Vote: Donald Trump	18%	(38)	40%	(86)	23%	(51)	15%	(32)	5% (10)	217
2016 Vote: Didn't Vote	11%	(44)	44%	(170)	16%	(61)	14%	(54)	14% (54)	382
Voted in 2014: Yes	16%	(82)	46%	(231)	18%	(92)	11%	(53)	9% (43)	502
Voted in 2014: No	12%	(60)	43%	(213)	18%	(90)	14%	(70)	13% (65)	497
2012 Vote: Barack Obama	17%	(65)	51%	(196)	13%	(50)	9%	(33)	10% (37)	382
2012 Vote: Mitt Romney	16%	(20)	35%	(45)	28%	(35)	14%	(18)	7% (9)	128
2012 Vote: Didn't Vote	12%	(57)	42%	(195)	19%	(89)	14%	(67)	13% (61)	468
4-Region: Northeast	16%	(27)	46%	(78)	16%	(28)	13%	(22)	9% (15)	170
4-Region: Midwest	9%	(9)	43%	(41)	23%	(22)	13%	(13)	12% (12)	97
4-Region: South	14%	(63)	44%	(198)	20%	(90)	12%	(52)	9% (42)	445
4-Region: West	15%	(43)	44%	(126)	15%	(42)	12%	(35)	14% (39)	286
Mexican	14%	(64)	41%	(191)	19%	(90)	12%	(57)	14% (63)	465
Puerto Rican	13%	(24)	48%	(86)	16%	(29)	13%	(22)	10% (17)	179
Cuban	15%	(12)	43%	(35)	20%	(16)	11%	(9)	11% (9)	81
Other South American	21%	(25)	48%	(57)	16%	(19)	11%	(13)	4% (5)	119

Continued on next page

Table MCFE38_5: In general, how much do you trust the following sources?

Online-only news sites

Demographic	A lot		Some		Not much		Not at all		Don't know / No opinion	Total N
Hispanic Adults	14%	(142)	44%	(444)	18%	(182)	12%	(122)	11% (108)	999
Speaks only English at home	13%	(34)	41%	(109)	22%	(58)	13%	(33)	12% (32)	265
Speaks mostly English at home	14%	(35)	44%	(110)	17%	(42)	15%	(37)	12% (29)	254
Speaks both English and Spanish at home	15%	(48)	45%	(146)	18%	(59)	11%	(37)	10% (33)	323
Speaks mostly Spanish at home	13%	(15)	55%	(61)	14%	(16)	11%	(12)	7% (7)	111
Trump supporter	18%	(49)	38%	(104)	22%	(60)	15%	(39)	7% (19)	272
Biden supporter	15%	(84)	49%	(282)	16%	(92)	9%	(50)	11% (65)	573
Sports fans	17%	(119)	47%	(334)	17%	(125)	12%	(83)	8% (56)	717
Avid sports fans	21%	(62)	47%	(142)	16%	(48)	10%	(31)	5% (16)	299
Sports fans, Age: 18-34	17%	(44)	47%	(119)	17%	(43)	12%	(30)	7% (18)	253
Sports fans, Age: 35-44	24%	(44)	42%	(76)	19%	(35)	10%	(18)	5% (9)	182
Sports fans, Age: 45-64	11%	(23)	51%	(106)	16%	(34)	14%	(29)	8% (17)	209
Sports fans, Age: 65+	11%	(8)	45%	(33)	18%	(13)	9%	(6)	17% (12)	73
Movie studios should diversify teams	16%	(113)	51%	(350)	17%	(118)	9%	(59)	7% (52)	691
Movie studios should diversify stories	18%	(107)	52%	(307)	16%	(97)	7%	(41)	7% (43)	595
Concerned about Covid	15%	(131)	47%	(399)	17%	(147)	10%	(88)	11% (91)	856
No experience with Covid	12%	(39)	42%	(137)	17%	(56)	13%	(42)	16% (52)	326
Health care major factor for election	16%	(103)	46%	(300)	18%	(120)	11%	(71)	10% (65)	658
Social media users	14%	(141)	45%	(440)	18%	(178)	12%	(119)	10% (98)	975
WhatsApp users	18%	(87)	48%	(228)	16%	(77)	11%	(52)	7% (31)	474
WeChat users	34%	(20)	41%	(25)	8%	(5)	12%	(8)	4% (3)	61
Social media news source at least once a week	17%	(116)	47%	(321)	17%	(113)	10%	(69)	9% (60)	679

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

Table MCFE38_6: *In general, how much do you trust the following sources?*

Social media

Demographic	A lot		Some		Not much		Not at all		Don't know / No opinion	Total N
Hispanic Adults	12%	(122)	31%	(312)	27%	(273)	22%	(215)	8% (77)	999
Gender: Male	13%	(66)	28%	(141)	28%	(142)	24%	(118)	6% (32)	500
Gender: Female	11%	(56)	34%	(171)	26%	(131)	19%	(97)	9% (45)	499
Age: 18-34	17%	(65)	36%	(134)	26%	(99)	13%	(48)	8% (31)	378
Age: 35-44	16%	(35)	36%	(81)	24%	(53)	20%	(44)	4% (9)	222
Age: 45-64	6%	(16)	27%	(77)	30%	(88)	29%	(85)	8% (24)	290
Age: 65+	5%	(5)	18%	(20)	30%	(33)	35%	(38)	12% (14)	110
GenZers: 1997-2012	18%	(24)	32%	(44)	28%	(39)	12%	(16)	10% (13)	137
Millennials: 1981-1996	18%	(65)	36%	(130)	23%	(84)	16%	(59)	6% (23)	361
GenXers: 1965-1980	7%	(21)	33%	(97)	29%	(83)	25%	(73)	5% (15)	289
Baby Boomers: 1946-1964	6%	(12)	20%	(38)	32%	(60)	30%	(57)	12% (24)	191
PID: Dem (no lean)	15%	(69)	34%	(150)	28%	(124)	16%	(71)	7% (31)	444
PID: Ind (no lean)	9%	(29)	27%	(86)	29%	(93)	26%	(82)	9% (29)	319
PID: Rep (no lean)	10%	(24)	32%	(76)	24%	(56)	26%	(62)	7% (17)	236
PID/Gender: Dem Men	20%	(39)	35%	(69)	27%	(54)	13%	(27)	5% (11)	199
PID/Gender: Dem Women	12%	(30)	33%	(81)	28%	(69)	18%	(44)	8% (21)	245
PID/Gender: Ind Men	6%	(10)	19%	(30)	34%	(53)	34%	(53)	7% (10)	156
PID/Gender: Ind Women	12%	(19)	34%	(55)	25%	(40)	18%	(28)	12% (19)	162
PID/Gender: Rep Men	12%	(18)	29%	(42)	24%	(35)	27%	(38)	8% (11)	144
PID/Gender: Rep Women	7%	(7)	38%	(35)	23%	(21)	26%	(24)	6% (6)	92
Ideo: Liberal (1-3)	15%	(52)	35%	(119)	28%	(94)	17%	(59)	5% (17)	341
Ideo: Moderate (4)	11%	(37)	29%	(99)	29%	(97)	23%	(77)	8% (27)	337
Ideo: Conservative (5-7)	10%	(22)	31%	(70)	28%	(64)	26%	(58)	6% (13)	227
Educ: < College	12%	(69)	31%	(180)	28%	(163)	19%	(111)	10% (57)	579
Educ: Bachelors degree	15%	(38)	31%	(81)	26%	(67)	25%	(64)	4% (11)	260
Educ: Post-grad	10%	(15)	32%	(51)	27%	(43)	25%	(41)	6% (10)	160
Income: Under 50k	13%	(65)	32%	(163)	28%	(145)	18%	(93)	9% (49)	514
Income: 50k-100k	12%	(36)	31%	(98)	27%	(86)	25%	(78)	5% (16)	313
Income: 100k+	12%	(21)	30%	(52)	24%	(42)	26%	(44)	8% (13)	171
Ethnicity: White	12%	(75)	31%	(197)	28%	(179)	22%	(141)	7% (41)	633
Ethnicity: Hispanic	12%	(122)	31%	(312)	27%	(273)	22%	(215)	8% (77)	999

Continued on next page

Table MCFE38_6: *In general, how much do you trust the following sources?*

Social media

Demographic	A lot		Some		Not much		Not at all		Don't know / No opinion	Total N
Hispanic Adults	12%	(122)	31%	(312)	27%	(273)	22%	(215)	8% (77)	999
Ethnicity: Black	15%	(9)	34%	(19)	21%	(12)	18%	(11)	11% (6)	57
Ethnicity: Other	12%	(38)	31%	(95)	26%	(81)	21%	(64)	10% (29)	309
All Christian	13%	(70)	32%	(178)	25%	(141)	23%	(128)	6% (36)	553
Agnostic/Nothing in particular	12%	(29)	26%	(61)	30%	(70)	20%	(46)	12% (27)	233
Something Else	11%	(14)	34%	(45)	29%	(39)	20%	(26)	7% (9)	133
Evangelical	12%	(30)	36%	(86)	30%	(70)	16%	(37)	6% (15)	238
Non-Evangelical	11%	(48)	30%	(131)	25%	(109)	27%	(116)	7% (30)	435
Community: Urban	16%	(72)	37%	(166)	25%	(112)	16%	(71)	7% (32)	454
Community: Suburban	8%	(35)	27%	(115)	29%	(127)	28%	(120)	8% (35)	431
Community: Rural	13%	(14)	27%	(31)	30%	(34)	21%	(24)	9% (10)	114
Employ: Private Sector	15%	(55)	31%	(114)	28%	(104)	20%	(76)	6% (22)	370
Employ: Government	14%	(11)	43%	(33)	18%	(13)	20%	(15)	5% (3)	75
Employ: Self-Employed	10%	(10)	37%	(35)	24%	(23)	24%	(22)	6% (5)	95
Employ: Student	9%	(6)	39%	(25)	27%	(17)	9%	(6)	16% (10)	64
Employ: Retired	5%	(6)	22%	(27)	33%	(40)	30%	(36)	10% (12)	120
Employ: Unemployed	13%	(20)	27%	(42)	30%	(47)	20%	(31)	11% (16)	156
Employ: Other	14%	(10)	34%	(24)	22%	(15)	22%	(16)	8% (5)	70
Military HH: Yes	7%	(8)	25%	(30)	29%	(34)	31%	(36)	8% (9)	117
Military HH: No	13%	(114)	32%	(282)	27%	(239)	20%	(179)	8% (68)	882
RD/WT: Right Direction	15%	(40)	36%	(96)	28%	(75)	18%	(48)	4% (11)	270
RD/WT: Wrong Track	11%	(82)	30%	(216)	27%	(198)	23%	(168)	9% (66)	729
Trump Job Approve	12%	(40)	31%	(99)	27%	(87)	23%	(75)	6% (20)	320
Trump Job Disapprove	12%	(78)	32%	(203)	28%	(176)	20%	(129)	7% (47)	633
Trump Job Strongly Approve	12%	(20)	30%	(52)	26%	(45)	25%	(43)	7% (11)	170
Trump Job Somewhat Approve	13%	(20)	31%	(47)	28%	(42)	22%	(33)	6% (8)	150
Trump Job Somewhat Disapprove	13%	(18)	41%	(55)	28%	(38)	14%	(19)	4% (5)	134
Trump Job Strongly Disapprove	12%	(61)	30%	(148)	28%	(138)	22%	(110)	8% (42)	499
Favorable of Trump	12%	(39)	30%	(95)	28%	(90)	24%	(76)	6% (18)	318
Unfavorable of Trump	12%	(74)	33%	(203)	27%	(168)	21%	(129)	8% (47)	622

Continued on next page

Table MCFE38_6: *In general, how much do you trust the following sources?*

Social media

Demographic	A lot		Some		Not much		Not at all		Don't know / No opinion	Total N
Hispanic Adults	12%	(122)	31%	(312)	27%	(273)	22%	(215)	8% (77)	999
Very Favorable of Trump	13%	(24)	29%	(52)	26%	(46)	26%	(47)	6% (10)	180
Somewhat Favorable of Trump	11%	(15)	31%	(43)	32%	(44)	21%	(29)	6% (8)	138
Somewhat Unfavorable of Trump	16%	(17)	41%	(44)	22%	(24)	16%	(17)	4% (4)	106
Very Unfavorable of Trump	11%	(57)	31%	(159)	28%	(145)	22%	(112)	8% (43)	515
#1 Issue: Economy	10%	(40)	34%	(132)	28%	(108)	22%	(84)	6% (24)	388
#1 Issue: Security	15%	(11)	35%	(27)	17%	(13)	25%	(19)	8% (7)	77
#1 Issue: Health Care	13%	(27)	32%	(67)	28%	(59)	21%	(45)	7% (14)	213
#1 Issue: Medicare / Social Security	11%	(9)	21%	(16)	21%	(16)	30%	(23)	17% (13)	76
#1 Issue: Women's Issues	17%	(11)	32%	(21)	35%	(23)	9%	(6)	7% (4)	65
#1 Issue: Education	21%	(12)	28%	(16)	30%	(17)	12%	(7)	9% (5)	57
#1 Issue: Energy	11%	(6)	26%	(14)	38%	(21)	21%	(12)	4% (2)	56
#1 Issue: Other	8%	(5)	28%	(19)	23%	(15)	29%	(19)	13% (8)	67
2018 House Vote: Democrat	17%	(62)	31%	(114)	27%	(100)	21%	(77)	5% (20)	373
2018 House Vote: Republican	11%	(23)	27%	(55)	29%	(60)	27%	(56)	5% (11)	205
2016 Vote: Hillary Clinton	14%	(50)	30%	(111)	27%	(99)	22%	(80)	7% (24)	364
2016 Vote: Donald Trump	13%	(27)	28%	(60)	28%	(61)	27%	(58)	5% (10)	217
2016 Vote: Didn't Vote	12%	(45)	35%	(133)	27%	(102)	16%	(62)	10% (39)	382
Voted in 2014: Yes	13%	(63)	28%	(139)	28%	(142)	26%	(129)	6% (28)	502
Voted in 2014: No	12%	(59)	35%	(173)	26%	(130)	17%	(86)	10% (49)	497
2012 Vote: Barack Obama	13%	(49)	32%	(121)	28%	(106)	21%	(82)	6% (23)	382
2012 Vote: Mitt Romney	11%	(14)	18%	(23)	31%	(40)	32%	(40)	7% (9)	128
2012 Vote: Didn't Vote	12%	(58)	35%	(162)	26%	(121)	18%	(84)	9% (43)	468
4-Region: Northeast	12%	(20)	39%	(67)	24%	(40)	18%	(31)	8% (13)	170
4-Region: Midwest	10%	(10)	30%	(29)	30%	(30)	25%	(24)	5% (5)	97
4-Region: South	12%	(55)	31%	(136)	27%	(118)	24%	(107)	6% (28)	445
4-Region: West	13%	(37)	28%	(80)	30%	(85)	19%	(53)	11% (32)	286
Mexican	13%	(60)	30%	(140)	28%	(130)	21%	(96)	8% (40)	465
Puerto Rican	11%	(19)	35%	(63)	24%	(43)	22%	(40)	8% (14)	179
Cuban	11%	(9)	34%	(27)	23%	(19)	27%	(22)	6% (5)	81
Other South American	14%	(16)	33%	(39)	30%	(36)	20%	(24)	3% (4)	119

Continued on next page

Table MCFE38_6: In general, how much do you trust the following sources?
Social media

Demographic	A lot		Some		Not much		Not at all		Don't know / No opinion	Total N
Hispanic Adults	12%	(122)	31%	(312)	27%	(273)	22%	(215)	8% (77)	999
Speaks only English at home	10%	(26)	27%	(71)	31%	(81)	26%	(68)	7% (19)	265
Speaks mostly English at home	9%	(24)	29%	(73)	25%	(62)	28%	(71)	9% (23)	254
Speaks both English and Spanish at home	16%	(53)	34%	(111)	26%	(86)	15%	(48)	8% (26)	323
Speaks mostly Spanish at home	8%	(9)	34%	(37)	31%	(35)	22%	(24)	5% (6)	111
Trump supporter	11%	(31)	30%	(81)	29%	(79)	24%	(65)	6% (16)	272
Biden supporter	14%	(78)	33%	(190)	26%	(148)	20%	(113)	8% (44)	573
Sports fans	14%	(97)	33%	(235)	28%	(199)	20%	(144)	6% (42)	717
Avid sports fans	16%	(47)	38%	(112)	26%	(77)	17%	(51)	4% (12)	299
Sports fans, Age: 18-34	20%	(51)	39%	(99)	26%	(65)	10%	(25)	6% (14)	253
Sports fans, Age: 35-44	17%	(31)	36%	(65)	26%	(47)	19%	(35)	2% (4)	182
Sports fans, Age: 45-64	6%	(12)	28%	(58)	29%	(61)	30%	(63)	8% (17)	209
Sports fans, Age: 65+	4%	(3)	20%	(14)	36%	(26)	29%	(21)	11% (8)	73
Movie studios should diversify teams	12%	(84)	36%	(248)	28%	(197)	19%	(135)	4% (28)	691
Movie studios should diversify stories	15%	(87)	38%	(225)	27%	(158)	17%	(100)	4% (25)	595
Concerned about Covid	13%	(111)	32%	(277)	27%	(232)	21%	(176)	7% (60)	856
No experience with Covid	10%	(33)	29%	(95)	26%	(85)	21%	(68)	14% (44)	326
Health care major factor for election	12%	(79)	32%	(211)	28%	(182)	21%	(141)	7% (45)	658
Social media users	12%	(122)	32%	(312)	28%	(272)	21%	(204)	7% (65)	975
WhatsApp users	15%	(73)	36%	(172)	26%	(121)	19%	(89)	4% (19)	474
WeChat users	30%	(18)	47%	(29)	8%	(5)	11%	(7)	3% (2)	61
Social media news source at least once a week	17%	(117)	40%	(274)	27%	(184)	12%	(78)	4% (25)	679

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

Table MCFE38_7: In general, how much do you trust the following sources?

Podcasts

Demographic	A lot		Some		Not much		Not at all		Don't know / No opinion		Total N
Hispanic Adults	13%	(128)	30%	(300)	18%	(182)	14%	(144)	25%	(245)	999
Gender: Male	16%	(81)	34%	(170)	16%	(82)	17%	(84)	17%	(83)	500
Gender: Female	10%	(48)	26%	(130)	20%	(100)	12%	(60)	32%	(162)	499
Age: 18-34	14%	(53)	34%	(130)	21%	(78)	12%	(45)	19%	(72)	378
Age: 35-44	19%	(41)	35%	(77)	15%	(33)	14%	(31)	18%	(40)	222
Age: 45-64	11%	(31)	26%	(76)	19%	(56)	17%	(48)	27%	(78)	290
Age: 65+	3%	(3)	15%	(16)	13%	(15)	18%	(20)	50%	(55)	110
GenZers: 1997-2012	7%	(10)	30%	(41)	21%	(29)	15%	(20)	27%	(37)	137
Millennials: 1981-1996	20%	(71)	37%	(132)	18%	(64)	11%	(40)	15%	(55)	361
GenXers: 1965-1980	12%	(35)	31%	(90)	18%	(52)	16%	(47)	23%	(65)	289
Baby Boomers: 1946-1964	7%	(13)	19%	(37)	17%	(33)	17%	(32)	40%	(76)	191
PID: Dem (no lean)	14%	(64)	29%	(130)	17%	(76)	13%	(58)	26%	(115)	444
PID: Ind (no lean)	9%	(28)	28%	(90)	21%	(66)	16%	(50)	27%	(85)	319
PID: Rep (no lean)	15%	(36)	34%	(79)	17%	(40)	15%	(36)	19%	(45)	236
PID/Gender: Dem Men	18%	(37)	34%	(67)	15%	(31)	17%	(35)	15%	(30)	199
PID/Gender: Dem Women	11%	(27)	26%	(63)	19%	(46)	10%	(24)	35%	(85)	245
PID/Gender: Ind Men	9%	(14)	31%	(49)	20%	(31)	18%	(28)	22%	(34)	156
PID/Gender: Ind Women	8%	(13)	25%	(41)	21%	(35)	13%	(22)	32%	(51)	162
PID/Gender: Rep Men	20%	(29)	37%	(53)	14%	(20)	15%	(22)	13%	(19)	144
PID/Gender: Rep Women	7%	(7)	29%	(26)	21%	(19)	15%	(14)	28%	(26)	92
Ideo: Liberal (1-3)	17%	(58)	31%	(107)	18%	(60)	13%	(46)	21%	(71)	341
Ideo: Moderate (4)	9%	(31)	33%	(110)	19%	(65)	13%	(45)	25%	(86)	337
Ideo: Conservative (5-7)	15%	(33)	30%	(69)	18%	(41)	17%	(38)	20%	(45)	227
Educ: < College	8%	(46)	27%	(156)	18%	(105)	16%	(90)	31%	(182)	579
Educ: Bachelors degree	19%	(50)	34%	(90)	20%	(53)	12%	(31)	14%	(36)	260
Educ: Post-grad	20%	(32)	34%	(54)	15%	(23)	15%	(23)	17%	(28)	160
Income: Under 50k	10%	(52)	27%	(140)	18%	(94)	14%	(73)	30%	(154)	514
Income: 50k-100k	15%	(47)	30%	(94)	20%	(62)	14%	(45)	21%	(64)	313
Income: 100k+	17%	(28)	38%	(65)	15%	(25)	15%	(25)	16%	(27)	171
Ethnicity: White	13%	(85)	31%	(198)	19%	(120)	13%	(80)	24%	(150)	633
Ethnicity: Hispanic	13%	(128)	30%	(300)	18%	(182)	14%	(144)	25%	(245)	999

Continued on next page

Table MCFE38_7: *In general, how much do you trust the following sources?*
Podcasts

Demographic	A lot		Some		Not much		Not at all		Don't know / No opinion		Total N
Hispanic Adults	13%	(128)	30%	(300)	18%	(182)	14%	(144)	25%	(245)	999
Ethnicity: Black	16%	(9)	31%	(18)	19%	(11)	17%	(10)	17%	(10)	57
Ethnicity: Other	11%	(34)	27%	(84)	17%	(51)	17%	(54)	28%	(85)	309
All Christian	13%	(73)	31%	(174)	19%	(103)	13%	(74)	23%	(129)	553
Agnostic/Nothing in particular	9%	(22)	30%	(69)	16%	(38)	16%	(38)	28%	(66)	233
Something Else	11%	(14)	24%	(32)	20%	(26)	18%	(24)	28%	(37)	133
Evangelical	19%	(45)	30%	(71)	15%	(37)	12%	(29)	24%	(56)	238
Non-Evangelical	9%	(39)	30%	(132)	21%	(90)	15%	(66)	25%	(108)	435
Community: Urban	17%	(79)	31%	(143)	14%	(64)	15%	(66)	23%	(103)	454
Community: Suburban	9%	(39)	31%	(133)	21%	(93)	14%	(62)	24%	(106)	431
Community: Rural	9%	(10)	21%	(24)	23%	(26)	14%	(16)	33%	(37)	114
Employ: Private Sector	19%	(69)	34%	(127)	19%	(71)	13%	(48)	15%	(55)	370
Employ: Government	16%	(12)	32%	(24)	20%	(15)	12%	(9)	20%	(15)	75
Employ: Self-Employed	14%	(13)	34%	(32)	21%	(20)	16%	(15)	15%	(14)	95
Employ: Student	5%	(3)	35%	(22)	14%	(9)	16%	(10)	31%	(20)	64
Employ: Retired	7%	(8)	17%	(20)	13%	(16)	18%	(22)	45%	(54)	120
Employ: Unemployed	7%	(12)	28%	(44)	20%	(31)	16%	(25)	28%	(44)	156
Employ: Other	8%	(5)	29%	(20)	11%	(8)	13%	(9)	40%	(28)	70
Military HH: Yes	14%	(16)	29%	(34)	18%	(22)	15%	(18)	23%	(27)	117
Military HH: No	13%	(112)	30%	(266)	18%	(160)	14%	(126)	25%	(218)	882
RD/WT: Right Direction	19%	(53)	31%	(83)	19%	(52)	15%	(40)	16%	(43)	270
RD/WT: Wrong Track	10%	(76)	30%	(216)	18%	(130)	14%	(104)	28%	(203)	729
Trump Job Approve	16%	(52)	31%	(100)	18%	(58)	16%	(52)	19%	(60)	320
Trump Job Disapprove	12%	(75)	30%	(193)	19%	(117)	14%	(86)	26%	(162)	633
Trump Job Strongly Approve	20%	(34)	24%	(41)	17%	(28)	20%	(34)	19%	(32)	170
Trump Job Somewhat Approve	12%	(17)	39%	(58)	19%	(29)	12%	(18)	18%	(27)	150
Trump Job Somewhat Disapprove	10%	(13)	37%	(49)	25%	(34)	10%	(13)	18%	(24)	134
Trump Job Strongly Disapprove	12%	(62)	29%	(143)	17%	(84)	15%	(73)	28%	(137)	499
Favorable of Trump	17%	(53)	31%	(97)	18%	(56)	17%	(53)	19%	(59)	318
Unfavorable of Trump	11%	(69)	31%	(193)	18%	(113)	13%	(82)	27%	(165)	622

Continued on next page

Table MCFE38_7: *In general, how much do you trust the following sources?*

Podcasts

Demographic	A lot		Some		Not much		Not at all		Don't know / No opinion		Total N
Hispanic Adults	13%	(128)	30%	(300)	18%	(182)	14%	(144)	25%	(245)	999
Very Favorable of Trump	21%	(39)	26%	(46)	16%	(28)	19%	(34)	18%	(33)	180
Somewhat Favorable of Trump	11%	(15)	37%	(51)	20%	(28)	14%	(19)	19%	(26)	138
Somewhat Unfavorable of Trump	11%	(12)	41%	(43)	19%	(20)	11%	(12)	18%	(20)	106
Very Unfavorable of Trump	11%	(57)	29%	(150)	18%	(93)	14%	(70)	28%	(146)	515
#1 Issue: Economy	12%	(46)	33%	(130)	18%	(70)	15%	(60)	21%	(83)	388
#1 Issue: Security	18%	(14)	29%	(23)	25%	(19)	11%	(8)	17%	(13)	77
#1 Issue: Health Care	16%	(33)	29%	(61)	18%	(38)	14%	(31)	24%	(50)	213
#1 Issue: Medicare / Social Security	8%	(6)	13%	(10)	11%	(8)	17%	(13)	51%	(39)	76
#1 Issue: Women's Issues	12%	(7)	21%	(14)	25%	(16)	13%	(9)	28%	(18)	65
#1 Issue: Education	20%	(12)	30%	(17)	15%	(8)	12%	(7)	23%	(13)	57
#1 Issue: Energy	5%	(3)	54%	(30)	20%	(11)	5%	(3)	17%	(10)	56
#1 Issue: Other	11%	(7)	22%	(15)	17%	(12)	21%	(14)	29%	(20)	67
2018 House Vote: Democrat	16%	(60)	33%	(121)	15%	(54)	13%	(50)	23%	(87)	373
2018 House Vote: Republican	18%	(37)	31%	(64)	19%	(39)	17%	(34)	15%	(30)	205
2016 Vote: Hillary Clinton	14%	(51)	31%	(112)	15%	(54)	13%	(49)	27%	(97)	364
2016 Vote: Donald Trump	18%	(39)	32%	(69)	19%	(41)	17%	(37)	14%	(31)	217
2016 Vote: Didn't Vote	9%	(34)	28%	(107)	20%	(78)	14%	(55)	28%	(108)	382
Voted in 2014: Yes	15%	(76)	32%	(158)	18%	(88)	15%	(77)	20%	(102)	502
Voted in 2014: No	11%	(53)	28%	(141)	19%	(94)	13%	(67)	29%	(143)	497
2012 Vote: Barack Obama	14%	(55)	33%	(125)	15%	(56)	14%	(52)	25%	(94)	382
2012 Vote: Mitt Romney	18%	(24)	32%	(40)	15%	(19)	19%	(24)	16%	(20)	128
2012 Vote: Didn't Vote	10%	(47)	28%	(130)	21%	(100)	14%	(64)	27%	(126)	468
4-Region: Northeast	13%	(22)	29%	(50)	19%	(33)	17%	(28)	22%	(37)	170
4-Region: Midwest	7%	(7)	38%	(37)	21%	(20)	16%	(16)	18%	(18)	97
4-Region: South	11%	(51)	31%	(136)	20%	(89)	13%	(59)	25%	(111)	445
4-Region: West	17%	(48)	27%	(77)	14%	(41)	14%	(40)	28%	(80)	286
Mexican	13%	(61)	28%	(129)	18%	(85)	15%	(72)	25%	(118)	465
Puerto Rican	11%	(21)	30%	(53)	20%	(35)	14%	(25)	25%	(45)	179
Cuban	11%	(9)	27%	(22)	14%	(11)	21%	(17)	27%	(22)	81
Other South American	18%	(21)	31%	(37)	18%	(21)	13%	(16)	20%	(24)	119

Continued on next page

Table MCFE38_7: *In general, how much do you trust the following sources?*
Podcasts

Demographic	A lot		Some		Not much		Not at all		Don't know / No opinion		Total N
Hispanic Adults	13%	(128)	30%	(300)	18%	(182)	14%	(144)	25%	(245)	999
Speaks only English at home	7%	(19)	33%	(86)	15%	(40)	15%	(40)	30%	(80)	265
Speaks mostly English at home	12%	(32)	27%	(70)	20%	(50)	13%	(33)	27%	(70)	254
Speaks both English and Spanish at home	19%	(61)	27%	(87)	20%	(63)	16%	(51)	19%	(61)	323
Speaks mostly Spanish at home	7%	(8)	41%	(45)	20%	(22)	12%	(13)	20%	(22)	111
Trump supporter	16%	(43)	32%	(86)	18%	(50)	15%	(42)	19%	(52)	272
Biden supporter	14%	(79)	30%	(173)	17%	(98)	13%	(76)	26%	(147)	573
Sports fans	16%	(113)	32%	(228)	17%	(125)	14%	(101)	21%	(150)	717
Avid sports fans	20%	(60)	34%	(103)	15%	(45)	13%	(38)	18%	(53)	299
Sports fans, Age: 18-34	17%	(43)	37%	(93)	22%	(56)	10%	(26)	14%	(36)	253
Sports fans, Age: 35-44	22%	(40)	36%	(66)	13%	(23)	13%	(23)	16%	(29)	182
Sports fans, Age: 45-64	13%	(26)	28%	(59)	17%	(36)	18%	(37)	24%	(50)	209
Sports fans, Age: 65+	4%	(3)	14%	(10)	14%	(10)	20%	(15)	47%	(34)	73
Movie studios should diversify teams	15%	(103)	35%	(242)	17%	(118)	11%	(75)	22%	(153)	691
Movie studios should diversify stories	16%	(95)	35%	(208)	18%	(108)	11%	(66)	20%	(118)	595
Concerned about Covid	13%	(112)	30%	(261)	18%	(153)	13%	(113)	25%	(217)	856
No experience with Covid	10%	(34)	32%	(105)	16%	(51)	14%	(46)	28%	(91)	326
Health care major factor for election	14%	(92)	30%	(196)	18%	(116)	13%	(88)	25%	(167)	658
Social media users	13%	(128)	30%	(295)	19%	(180)	14%	(141)	24%	(230)	975
WhatsApp users	17%	(81)	33%	(158)	19%	(89)	13%	(63)	18%	(84)	474
WeChat users	32%	(20)	40%	(24)	10%	(6)	8%	(5)	9%	(6)	61
Social media news source at least once a week	17%	(113)	34%	(231)	16%	(109)	12%	(84)	21%	(142)	679

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

Table MCFE39: *How often do you encounter false or misleading information on social media platforms and messaging apps?*

Demographic	Often		Sometimes		Rarely		Never		Total N
Hispanic Adults	35%	(350)	44%	(437)	15%	(150)	6%	(62)	999
Gender: Male	41%	(204)	41%	(202)	13%	(66)	6%	(28)	500
Gender: Female	29%	(146)	47%	(234)	17%	(85)	7%	(34)	499
Age: 18-34	37%	(140)	40%	(149)	17%	(63)	7%	(26)	378
Age: 35-44	34%	(76)	45%	(100)	18%	(41)	2%	(4)	222
Age: 45-64	37%	(106)	46%	(132)	11%	(32)	7%	(20)	290
Age: 65+	25%	(28)	50%	(55)	14%	(15)	11%	(12)	110
GenZers: 1997-2012	33%	(44)	36%	(50)	24%	(32)	8%	(10)	137
Millennials: 1981-1996	39%	(141)	40%	(146)	15%	(56)	5%	(18)	361
GenXers: 1965-1980	33%	(96)	48%	(140)	13%	(37)	6%	(16)	289
Baby Boomers: 1946-1964	34%	(64)	48%	(92)	12%	(23)	7%	(13)	191
PID: Dem (no lean)	31%	(136)	48%	(214)	15%	(67)	6%	(28)	444
PID: Ind (no lean)	39%	(123)	38%	(123)	16%	(52)	7%	(21)	319
PID: Rep (no lean)	39%	(91)	43%	(100)	13%	(32)	6%	(13)	236
PID/Gender: Dem Men	36%	(73)	45%	(91)	13%	(25)	5%	(11)	199
PID/Gender: Dem Women	26%	(64)	50%	(123)	17%	(42)	7%	(17)	245
PID/Gender: Ind Men	46%	(72)	37%	(58)	12%	(19)	5%	(7)	156
PID/Gender: Ind Women	31%	(51)	40%	(65)	20%	(32)	9%	(14)	162
PID/Gender: Rep Men	41%	(59)	38%	(54)	15%	(21)	7%	(10)	144
PID/Gender: Rep Women	34%	(32)	50%	(46)	12%	(11)	4%	(4)	92
Ideo: Liberal (1-3)	36%	(124)	44%	(148)	15%	(52)	5%	(17)	341
Ideo: Moderate (4)	30%	(102)	48%	(161)	15%	(51)	6%	(22)	337
Ideo: Conservative (5-7)	42%	(96)	38%	(86)	16%	(36)	4%	(9)	227
Educ: < College	32%	(185)	43%	(247)	18%	(103)	8%	(45)	579
Educ: Bachelors degree	43%	(113)	44%	(113)	10%	(25)	3%	(9)	260
Educ: Post-grad	33%	(53)	48%	(76)	14%	(23)	5%	(8)	160
Income: Under 50k	31%	(158)	44%	(229)	17%	(87)	8%	(41)	514
Income: 50k-100k	39%	(121)	43%	(135)	15%	(47)	3%	(11)	313
Income: 100k+	42%	(72)	43%	(73)	9%	(16)	6%	(10)	171
Ethnicity: White	36%	(227)	45%	(284)	14%	(89)	5%	(33)	633
Ethnicity: Hispanic	35%	(350)	44%	(437)	15%	(150)	6%	(62)	999
Ethnicity: Black	25%	(15)	56%	(32)	10%	(6)	8%	(5)	57
Ethnicity: Other	35%	(109)	39%	(121)	18%	(55)	8%	(24)	309

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Table MCFE39: *How often do you encounter false or misleading information on social media platforms and messaging apps?*

Demographic	Often		Sometimes		Rarely		Never		Total N
Hispanic Adults	35%	(350)	44%	(437)	15%	(150)	6%	(62)	999
All Christian	33%	(185)	45%	(248)	15%	(83)	7%	(37)	553
Agnostic/Nothing in particular	38%	(90)	42%	(97)	14%	(32)	6%	(15)	233
Something Else	34%	(46)	44%	(59)	16%	(21)	6%	(8)	133
Evangelical	37%	(87)	44%	(105)	12%	(30)	7%	(17)	238
Non-Evangelical	32%	(138)	46%	(198)	16%	(70)	6%	(28)	435
Community: Urban	32%	(147)	45%	(205)	16%	(74)	6%	(28)	454
Community: Suburban	39%	(169)	42%	(183)	13%	(55)	6%	(25)	431
Community: Rural	30%	(34)	43%	(49)	19%	(21)	8%	(9)	114
Employ: Private Sector	40%	(148)	43%	(160)	13%	(47)	4%	(16)	370
Employ: Government	37%	(28)	44%	(33)	17%	(13)	2%	(2)	75
Employ: Self-Employed	42%	(40)	39%	(37)	13%	(12)	6%	(5)	95
Employ: Student	22%	(14)	41%	(26)	27%	(17)	10%	(6)	64
Employ: Retired	26%	(31)	50%	(59)	13%	(16)	11%	(13)	120
Employ: Unemployed	31%	(48)	43%	(67)	18%	(28)	8%	(13)	156
Employ: Other	35%	(24)	41%	(29)	16%	(11)	9%	(6)	70
Military HH: Yes	38%	(45)	40%	(47)	13%	(16)	8%	(9)	117
Military HH: No	35%	(306)	44%	(389)	15%	(134)	6%	(53)	882
RD/WT: Right Direction	38%	(103)	40%	(108)	17%	(45)	5%	(15)	270
RD/WT: Wrong Track	34%	(247)	45%	(328)	14%	(105)	7%	(48)	729
Trump Job Approve	40%	(127)	42%	(134)	14%	(44)	5%	(15)	320
Trump Job Disapprove	33%	(208)	44%	(281)	16%	(99)	7%	(44)	633
Trump Job Strongly Approve	50%	(84)	32%	(55)	13%	(22)	5%	(9)	170
Trump Job Somewhat Approve	28%	(43)	53%	(79)	15%	(22)	4%	(6)	150
Trump Job Somewhat Disapprove	34%	(45)	48%	(64)	14%	(19)	5%	(6)	134
Trump Job Strongly Disapprove	33%	(163)	44%	(217)	16%	(81)	8%	(38)	499
Favorable of Trump	42%	(133)	42%	(133)	12%	(39)	4%	(14)	318
Unfavorable of Trump	33%	(202)	44%	(275)	17%	(104)	6%	(40)	622
Very Favorable of Trump	46%	(82)	38%	(68)	12%	(21)	4%	(8)	180
Somewhat Favorable of Trump	36%	(50)	47%	(64)	13%	(18)	4%	(6)	138
Somewhat Unfavorable of Trump	32%	(34)	51%	(55)	13%	(14)	4%	(4)	106
Very Unfavorable of Trump	33%	(168)	43%	(220)	18%	(91)	7%	(36)	515

Continued on next page

Table MCFE39: *How often do you encounter false or misleading information on social media platforms and messaging apps?*

Demographic	Often		Sometimes		Rarely		Never		Total N
Hispanic Adults	35%	(350)	44%	(437)	15%	(150)	6%	(62)	999
#1 Issue: Economy	39%	(151)	47%	(182)	12%	(45)	3%	(10)	388
#1 Issue: Security	39%	(30)	39%	(30)	16%	(12)	7%	(5)	77
#1 Issue: Health Care	33%	(69)	45%	(95)	17%	(36)	6%	(12)	213
#1 Issue: Medicare / Social Security	24%	(18)	41%	(32)	14%	(11)	20%	(16)	76
#1 Issue: Women's Issues	25%	(16)	48%	(31)	23%	(15)	4%	(3)	65
#1 Issue: Education	29%	(17)	41%	(24)	20%	(12)	10%	(6)	57
#1 Issue: Energy	41%	(23)	28%	(15)	26%	(15)	5%	(3)	56
#1 Issue: Other	39%	(26)	41%	(27)	8%	(5)	12%	(8)	67
2018 House Vote: Democrat	33%	(123)	46%	(173)	15%	(57)	5%	(20)	373
2018 House Vote: Republican	45%	(92)	38%	(77)	13%	(27)	4%	(8)	205
2016 Vote: Hillary Clinton	32%	(118)	48%	(176)	14%	(50)	5%	(20)	364
2016 Vote: Donald Trump	45%	(97)	38%	(82)	13%	(28)	5%	(10)	217
2016 Vote: Didn't Vote	32%	(120)	43%	(164)	18%	(68)	8%	(30)	382
Voted in 2014: Yes	38%	(192)	44%	(221)	12%	(61)	5%	(27)	502
Voted in 2014: No	32%	(158)	43%	(215)	18%	(89)	7%	(35)	497
2012 Vote: Barack Obama	33%	(126)	47%	(178)	14%	(52)	7%	(26)	382
2012 Vote: Mitt Romney	46%	(58)	38%	(49)	12%	(15)	4%	(5)	128
2012 Vote: Didn't Vote	33%	(155)	43%	(201)	18%	(82)	6%	(30)	468
4-Region: Northeast	33%	(56)	45%	(76)	15%	(26)	7%	(13)	170
4-Region: Midwest	41%	(40)	41%	(40)	13%	(13)	4%	(4)	97
4-Region: South	35%	(154)	46%	(203)	13%	(59)	6%	(28)	445
4-Region: West	35%	(100)	41%	(117)	18%	(52)	6%	(17)	286
Mexican	33%	(154)	43%	(201)	17%	(77)	7%	(33)	465
Puerto Rican	30%	(53)	48%	(87)	14%	(26)	8%	(14)	179
Cuban	39%	(31)	44%	(36)	14%	(12)	2%	(2)	81
Other South American	39%	(47)	43%	(51)	14%	(16)	4%	(5)	119
Speaks only English at home	38%	(100)	41%	(110)	14%	(37)	7%	(19)	265
Speaks mostly English at home	37%	(94)	42%	(106)	14%	(35)	7%	(18)	254
Speaks both English and Spanish at home	32%	(103)	46%	(148)	18%	(57)	5%	(16)	323
Speaks mostly Spanish at home	35%	(39)	50%	(55)	9%	(10)	7%	(7)	111
Trump supporter	42%	(113)	42%	(115)	11%	(31)	5%	(13)	272
Biden supporter	32%	(186)	44%	(254)	16%	(93)	7%	(40)	573

Continued on next page

Table MCFE39: *How often do you encounter false or misleading information on social media platforms and messaging apps?*

Demographic	Often		Sometimes		Rarely		Never		Total N
Hispanic Adults	35%	(350)	44%	(437)	15%	(150)	6%	(62)	999
Sports fans	36%	(261)	44%	(315)	14%	(103)	5%	(38)	717
Avid sports fans	39%	(116)	43%	(129)	12%	(35)	7%	(20)	299
Sports fans, Age: 18-34	38%	(97)	40%	(102)	16%	(41)	5%	(14)	253
Sports fans, Age: 35-44	36%	(64)	44%	(79)	18%	(33)	2%	(4)	182
Sports fans, Age: 45-64	38%	(79)	46%	(97)	10%	(20)	6%	(13)	209
Sports fans, Age: 65+	29%	(21)	50%	(37)	12%	(9)	8%	(6)	73
Movie studios should diversify teams	37%	(255)	44%	(307)	13%	(92)	5%	(37)	691
Movie studios should diversify stories	35%	(209)	45%	(270)	15%	(87)	5%	(29)	595
Concerned about Covid	33%	(283)	46%	(390)	15%	(132)	6%	(51)	856
No experience with Covid	29%	(93)	43%	(141)	20%	(64)	8%	(27)	326
Health care major factor for election	34%	(225)	45%	(294)	15%	(99)	6%	(40)	658
Social media users	35%	(346)	44%	(430)	15%	(149)	5%	(50)	975
WhatsApp users	36%	(170)	46%	(216)	14%	(65)	5%	(23)	474
WeChat users	35%	(21)	48%	(29)	9%	(5)	8%	(5)	61
Social media news source at least once a week	34%	(228)	47%	(320)	15%	(104)	4%	(27)	679

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

Table MCFE40: *Generally, how well do you think social media companies are doing when it comes to preventing the spread of false information regarding the U.S. election on their platforms?*

Demographic	Excellent		Good		Fair		Poor		Total N
Hispanic Adults	6%	(60)	23%	(225)	35%	(354)	36%	(359)	999
Gender: Male	8%	(40)	24%	(122)	29%	(143)	39%	(195)	500
Gender: Female	4%	(20)	21%	(103)	42%	(212)	33%	(164)	499
Age: 18-34	8%	(30)	26%	(97)	36%	(134)	31%	(116)	378
Age: 35-44	8%	(19)	28%	(62)	31%	(70)	32%	(71)	222
Age: 45-64	3%	(10)	15%	(42)	40%	(116)	42%	(122)	290
Age: 65+	1%	(1)	22%	(24)	31%	(34)	46%	(50)	110
GenZers: 1997-2012	9%	(12)	23%	(31)	42%	(57)	27%	(37)	137
Millennials: 1981-1996	8%	(30)	28%	(100)	30%	(109)	34%	(123)	361
GenXers: 1965-1980	4%	(11)	20%	(59)	39%	(113)	36%	(105)	289
Baby Boomers: 1946-1964	4%	(7)	18%	(35)	36%	(69)	42%	(81)	191
PID: Dem (no lean)	7%	(29)	26%	(114)	38%	(167)	30%	(134)	444
PID: Ind (no lean)	3%	(11)	17%	(54)	38%	(120)	42%	(133)	319
PID: Rep (no lean)	8%	(20)	24%	(57)	29%	(67)	39%	(92)	236
PID/Gender: Dem Men	9%	(17)	26%	(52)	32%	(64)	33%	(66)	199
PID/Gender: Dem Women	5%	(12)	26%	(63)	42%	(102)	28%	(68)	245
PID/Gender: Ind Men	4%	(6)	18%	(28)	29%	(45)	49%	(77)	156
PID/Gender: Ind Women	3%	(5)	16%	(26)	47%	(76)	34%	(56)	162
PID/Gender: Rep Men	11%	(16)	29%	(42)	23%	(34)	36%	(52)	144
PID/Gender: Rep Women	4%	(4)	16%	(15)	37%	(34)	43%	(40)	92
Ideo: Liberal (1-3)	8%	(26)	22%	(75)	32%	(110)	38%	(129)	341
Ideo: Moderate (4)	4%	(14)	24%	(82)	40%	(135)	31%	(105)	337
Ideo: Conservative (5-7)	7%	(15)	20%	(45)	32%	(74)	41%	(93)	227
Educ: < College	5%	(27)	22%	(126)	39%	(229)	34%	(198)	579
Educ: Bachelors degree	10%	(26)	21%	(56)	31%	(80)	38%	(97)	260
Educ: Post-grad	4%	(7)	27%	(43)	28%	(45)	40%	(64)	160
Income: Under 50k	6%	(29)	21%	(106)	40%	(207)	34%	(172)	514
Income: 50k-100k	5%	(16)	23%	(72)	31%	(98)	41%	(127)	313
Income: 100k+	9%	(15)	28%	(48)	29%	(49)	35%	(60)	171
Ethnicity: White	7%	(43)	22%	(142)	34%	(217)	36%	(231)	633
Ethnicity: Hispanic	6%	(60)	23%	(225)	35%	(354)	36%	(359)	999
Ethnicity: Black	8%	(4)	29%	(17)	35%	(20)	28%	(16)	57

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Table MCFE40: Generally, how well do you think social media companies are doing when it comes to preventing the spread of false information regarding the U.S. election on their platforms?

Demographic	Excellent		Good		Fair		Poor		Total N
Hispanic Adults	6%	(60)	23%	(225)	35%	(354)	36%	(359)	999
Ethnicity: Other	4%	(13)	21%	(66)	38%	(117)	37%	(113)	309
All Christian	7%	(40)	24%	(135)	33%	(183)	35%	(195)	553
Agnostic/Nothing in particular	5%	(11)	15%	(35)	38%	(89)	42%	(98)	233
Something Else	3%	(5)	26%	(35)	42%	(56)	28%	(38)	133
Evangelical	12%	(28)	24%	(58)	33%	(79)	31%	(73)	238
Non-Evangelical	3%	(13)	24%	(106)	37%	(160)	36%	(156)	435
Community: Urban	7%	(33)	26%	(119)	37%	(169)	29%	(133)	454
Community: Suburban	5%	(19)	20%	(85)	33%	(144)	42%	(183)	431
Community: Rural	7%	(8)	19%	(21)	36%	(41)	38%	(43)	114
Employ: Private Sector	7%	(27)	28%	(103)	31%	(113)	34%	(127)	370
Employ: Government	10%	(8)	28%	(21)	33%	(25)	29%	(22)	75
Employ: Self-Employed	6%	(6)	17%	(17)	36%	(34)	40%	(38)	95
Employ: Student	6%	(4)	25%	(16)	36%	(23)	33%	(21)	64
Employ: Retired	3%	(3)	14%	(16)	37%	(44)	47%	(56)	120
Employ: Unemployed	5%	(7)	18%	(27)	43%	(67)	35%	(55)	156
Employ: Other	6%	(4)	22%	(16)	35%	(25)	37%	(26)	70
Military HH: Yes	7%	(8)	21%	(24)	23%	(27)	49%	(58)	117
Military HH: No	6%	(52)	23%	(201)	37%	(327)	34%	(302)	882
RD/WT: Right Direction	11%	(30)	29%	(77)	31%	(83)	30%	(80)	270
RD/WT: Wrong Track	4%	(30)	20%	(148)	37%	(271)	38%	(280)	729
Trump Job Approve	9%	(30)	25%	(79)	30%	(97)	35%	(114)	320
Trump Job Disapprove	4%	(27)	22%	(137)	37%	(235)	37%	(234)	633
Trump Job Strongly Approve	15%	(25)	23%	(40)	19%	(32)	43%	(73)	170
Trump Job Somewhat Approve	3%	(5)	26%	(39)	43%	(65)	27%	(40)	150
Trump Job Somewhat Disapprove	4%	(5)	24%	(32)	38%	(51)	34%	(45)	134
Trump Job Strongly Disapprove	4%	(22)	21%	(104)	37%	(184)	38%	(189)	499
Favorable of Trump	11%	(34)	24%	(76)	30%	(95)	36%	(113)	318
Unfavorable of Trump	4%	(22)	22%	(138)	38%	(235)	36%	(227)	622

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Table MCFE40: *Generally, how well do you think social media companies are doing when it comes to preventing the spread of false information regarding the U.S. election on their platforms?*

Demographic	Excellent		Good		Fair		Poor		Total N
Hispanic Adults	6%	(60)	23%	(225)	35%	(354)	36%	(359)	999
Very Favorable of Trump	14%	(25)	26%	(47)	17%	(31)	43%	(77)	180
Somewhat Favorable of Trump	7%	(9)	21%	(29)	46%	(64)	26%	(36)	138
Somewhat Unfavorable of Trump	5%	(5)	24%	(26)	38%	(41)	32%	(34)	106
Very Unfavorable of Trump	3%	(17)	22%	(112)	38%	(194)	37%	(193)	515
#1 Issue: Economy	5%	(20)	21%	(82)	36%	(140)	38%	(146)	388
#1 Issue: Security	14%	(11)	28%	(22)	28%	(22)	30%	(23)	77
#1 Issue: Health Care	7%	(15)	24%	(51)	32%	(68)	37%	(79)	213
#1 Issue: Medicare / Social Security	4%	(3)	23%	(18)	35%	(27)	37%	(28)	76
#1 Issue: Women's Issues	6%	(4)	22%	(15)	49%	(32)	22%	(14)	65
#1 Issue: Education	10%	(6)	26%	(15)	35%	(20)	29%	(17)	57
#1 Issue: Energy	2%	(1)	28%	(16)	40%	(22)	29%	(16)	56
#1 Issue: Other	—	(0)	12%	(8)	35%	(23)	54%	(36)	67
2018 House Vote: Democrat	8%	(31)	23%	(88)	33%	(121)	36%	(133)	373
2018 House Vote: Republican	7%	(15)	25%	(50)	26%	(54)	42%	(86)	205
2016 Vote: Hillary Clinton	7%	(24)	24%	(88)	33%	(120)	36%	(132)	364
2016 Vote: Donald Trump	8%	(17)	23%	(50)	25%	(55)	44%	(95)	217
2016 Vote: Didn't Vote	5%	(19)	23%	(87)	42%	(160)	30%	(116)	382
Voted in 2014: Yes	7%	(36)	22%	(111)	32%	(160)	39%	(194)	502
Voted in 2014: No	5%	(24)	23%	(114)	39%	(194)	33%	(165)	497
2012 Vote: Barack Obama	6%	(22)	25%	(96)	33%	(128)	36%	(136)	382
2012 Vote: Mitt Romney	7%	(9)	18%	(22)	28%	(36)	47%	(60)	128
2012 Vote: Didn't Vote	6%	(30)	23%	(106)	39%	(184)	32%	(148)	468
4-Region: Northeast	5%	(8)	27%	(45)	37%	(63)	32%	(54)	170
4-Region: Midwest	5%	(5)	20%	(19)	31%	(30)	43%	(42)	97
4-Region: South	6%	(27)	23%	(102)	35%	(155)	36%	(161)	445
4-Region: West	7%	(20)	20%	(58)	37%	(106)	36%	(102)	286
Mexican	7%	(33)	23%	(108)	33%	(152)	37%	(172)	465
Puerto Rican	6%	(11)	25%	(45)	42%	(75)	27%	(48)	179
Cuban	3%	(3)	20%	(16)	34%	(27)	43%	(35)	81
Other South American	6%	(7)	21%	(25)	40%	(48)	33%	(39)	119

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Table MCFE40: Generally, how well do you think social media companies are doing when it comes to preventing the spread of false information regarding the U.S. election on their platforms?

Demographic	Excellent		Good		Fair		Poor		Total N
Hispanic Adults	6%	(60)	23%	(225)	35%	(354)	36%	(359)	999
Speaks only English at home	4%	(10)	16%	(42)	36%	(97)	44%	(117)	265
Speaks mostly English at home	5%	(12)	21%	(53)	36%	(92)	38%	(97)	254
Speaks both English and Spanish at home	8%	(27)	29%	(94)	33%	(107)	29%	(94)	323
Speaks mostly Spanish at home	6%	(7)	19%	(21)	38%	(42)	37%	(41)	111
Trump supporter	8%	(23)	25%	(68)	26%	(71)	41%	(111)	272
Biden supporter	6%	(34)	23%	(133)	36%	(206)	35%	(201)	573
Sports fans	7%	(47)	25%	(179)	33%	(240)	35%	(251)	717
Avid sports fans	11%	(33)	28%	(83)	30%	(90)	31%	(93)	299
Sports fans, Age: 18-34	8%	(20)	30%	(75)	35%	(88)	28%	(70)	253
Sports fans, Age: 35-44	10%	(19)	32%	(58)	27%	(49)	31%	(55)	182
Sports fans, Age: 45-64	4%	(8)	15%	(32)	36%	(76)	45%	(94)	209
Sports fans, Age: 65+	2%	(1)	18%	(13)	37%	(27)	43%	(32)	73
Movie studios should diversify teams	7%	(46)	22%	(153)	37%	(255)	34%	(237)	691
Movie studios should diversify stories	7%	(43)	27%	(158)	35%	(211)	31%	(184)	595
Concerned about Covid	6%	(49)	24%	(206)	37%	(314)	33%	(287)	856
No experience with Covid	7%	(21)	23%	(75)	36%	(119)	34%	(112)	326
Health care major factor for election	6%	(41)	22%	(144)	35%	(231)	37%	(242)	658
Social media users	6%	(60)	23%	(221)	36%	(348)	36%	(346)	975
WhatsApp users	9%	(44)	28%	(132)	32%	(151)	31%	(146)	474
WeChat users	26%	(16)	40%	(24)	15%	(9)	18%	(11)	61
Social media news source at least once a week	8%	(55)	25%	(171)	36%	(244)	31%	(209)	679

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

Table MCFE41_1: To what extent are the following responsible for controlling the spread of false information about the U.S. election on social media platforms?

The user who originally posts the false information

Demographic	Very responsible		Somewhat responsible		Not very responsible		Not responsible at all		Don't know / No opinion		Total N
Hispanic Adults	49%	(487)	22%	(221)	10%	(99)	6%	(63)	13%	(129)	999
Gender: Male	50%	(251)	23%	(114)	11%	(54)	7%	(34)	9%	(47)	500
Gender: Female	47%	(236)	21%	(107)	9%	(46)	6%	(29)	16%	(82)	499
Age: 18-34	42%	(158)	23%	(86)	12%	(46)	7%	(26)	16%	(61)	378
Age: 35-44	49%	(109)	27%	(59)	10%	(23)	5%	(11)	9%	(21)	222
Age: 45-64	54%	(157)	20%	(58)	8%	(24)	8%	(23)	10%	(28)	290
Age: 65+	58%	(63)	16%	(18)	6%	(7)	3%	(3)	17%	(19)	110
GenZers: 1997-2012	39%	(53)	22%	(30)	13%	(18)	6%	(9)	19%	(27)	137
Millennials: 1981-1996	46%	(164)	26%	(94)	9%	(33)	7%	(26)	12%	(44)	361
GenXers: 1965-1980	52%	(151)	20%	(59)	12%	(33)	5%	(16)	10%	(30)	289
Baby Boomers: 1946-1964	54%	(103)	18%	(35)	7%	(13)	7%	(13)	14%	(27)	191
PID: Dem (no lean)	53%	(235)	22%	(99)	8%	(36)	6%	(27)	11%	(48)	444
PID: Ind (no lean)	45%	(143)	21%	(68)	13%	(41)	5%	(16)	16%	(51)	319
PID: Rep (no lean)	46%	(109)	23%	(54)	10%	(23)	9%	(20)	12%	(29)	236
PID/Gender: Dem Men	54%	(108)	25%	(49)	8%	(16)	6%	(12)	7%	(15)	199
PID/Gender: Dem Women	52%	(127)	20%	(50)	8%	(20)	6%	(15)	14%	(34)	245
PID/Gender: Ind Men	51%	(80)	19%	(29)	15%	(23)	5%	(7)	10%	(16)	156
PID/Gender: Ind Women	38%	(62)	24%	(38)	11%	(18)	6%	(9)	21%	(35)	162
PID/Gender: Rep Men	43%	(62)	25%	(36)	10%	(15)	11%	(15)	11%	(16)	144
PID/Gender: Rep Women	51%	(47)	20%	(19)	9%	(8)	5%	(5)	15%	(14)	92
Ideo: Liberal (1-3)	57%	(195)	21%	(72)	9%	(32)	6%	(19)	7%	(22)	341
Ideo: Moderate (4)	47%	(157)	21%	(72)	11%	(37)	6%	(20)	15%	(52)	337
Ideo: Conservative (5-7)	48%	(109)	25%	(57)	11%	(25)	7%	(17)	8%	(19)	227
Educ: < College	43%	(252)	23%	(131)	12%	(69)	6%	(34)	16%	(93)	579
Educ: Bachelors degree	54%	(140)	23%	(60)	7%	(18)	7%	(17)	10%	(25)	260
Educ: Post-grad	60%	(95)	19%	(30)	8%	(13)	8%	(12)	6%	(10)	160
Income: Under 50k	43%	(221)	22%	(115)	11%	(59)	7%	(34)	17%	(85)	514
Income: 50k-100k	53%	(167)	21%	(67)	8%	(25)	7%	(21)	11%	(34)	313
Income: 100k+	58%	(99)	23%	(39)	9%	(16)	5%	(8)	6%	(10)	171
Ethnicity: White	54%	(340)	22%	(138)	8%	(51)	5%	(35)	11%	(69)	633

Continued on next page

Table MCFE41_1: To what extent are the following responsible for controlling the spread of false information about the U.S. election on social media platforms?

The user who originally posts the false information

Demographic	Very responsible		Somewhat responsible		Not very responsible		Not responsible at all		Don't know / No opinion		Total N
Hispanic Adults	49%	(487)	22%	(221)	10%	(99)	6%	(63)	13%	(129)	999
Ethnicity: Hispanic	49%	(487)	22%	(221)	10%	(99)	6%	(63)	13%	(129)	999
Ethnicity: Black	37%	(21)	26%	(15)	14%	(8)	10%	(6)	12%	(7)	57
Ethnicity: Other	41%	(125)	22%	(67)	13%	(40)	7%	(23)	17%	(53)	309
All Christian	49%	(272)	24%	(135)	10%	(57)	6%	(32)	10%	(57)	553
Agnostic/Nothing in particular	49%	(115)	17%	(40)	11%	(26)	6%	(15)	16%	(38)	233
Something Else	42%	(56)	21%	(28)	7%	(10)	9%	(12)	21%	(28)	133
Evangelical	52%	(123)	25%	(59)	8%	(19)	4%	(9)	12%	(28)	238
Non-Evangelical	46%	(199)	23%	(101)	10%	(43)	8%	(35)	13%	(57)	435
Community: Urban	47%	(212)	24%	(107)	10%	(43)	7%	(30)	14%	(63)	454
Community: Suburban	54%	(235)	19%	(83)	10%	(43)	6%	(24)	11%	(46)	431
Community: Rural	35%	(40)	27%	(30)	12%	(13)	9%	(10)	18%	(20)	114
Employ: Private Sector	49%	(182)	23%	(85)	11%	(40)	9%	(33)	8%	(30)	370
Employ: Government	45%	(34)	35%	(26)	7%	(5)	7%	(5)	7%	(5)	75
Employ: Self-Employed	60%	(57)	21%	(20)	7%	(6)	4%	(4)	8%	(8)	95
Employ: Student	35%	(22)	15%	(10)	16%	(10)	4%	(2)	30%	(19)	64
Employ: Retired	53%	(63)	20%	(23)	4%	(5)	5%	(6)	19%	(22)	120
Employ: Unemployed	46%	(72)	18%	(27)	13%	(20)	6%	(10)	17%	(27)	156
Employ: Other	40%	(28)	24%	(17)	14%	(10)	4%	(3)	18%	(13)	70
Military HH: Yes	54%	(64)	17%	(20)	8%	(9)	8%	(10)	13%	(15)	117
Military HH: No	48%	(423)	23%	(201)	10%	(90)	6%	(54)	13%	(114)	882
RD/WT: Right Direction	41%	(111)	28%	(75)	11%	(29)	8%	(22)	12%	(33)	270
RD/WT: Wrong Track	52%	(376)	20%	(145)	10%	(71)	6%	(41)	13%	(95)	729
Trump Job Approve	44%	(141)	25%	(80)	11%	(34)	7%	(22)	13%	(43)	320
Trump Job Disapprove	53%	(338)	19%	(123)	10%	(64)	6%	(39)	11%	(69)	633
Trump Job Strongly Approve	43%	(73)	27%	(46)	7%	(11)	11%	(18)	13%	(23)	170
Trump Job Somewhat Approve	46%	(68)	23%	(34)	15%	(23)	3%	(4)	14%	(21)	150
Trump Job Somewhat Disapprove	47%	(63)	25%	(33)	11%	(14)	8%	(11)	10%	(13)	134
Trump Job Strongly Disapprove	55%	(275)	18%	(91)	10%	(50)	6%	(28)	11%	(55)	499

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Table MCFE41_1: To what extent are the following responsible for controlling the spread of false information about the U.S. election on social media platforms?

The user who originally posts the false information

Demographic	Very responsible		Somewhat responsible		Not very responsible		Not responsible at all		Don't know / No opinion		Total N
Hispanic Adults	49%	(487)	22%	(221)	10%	(99)	6%	(63)	13%	(129)	999
Favorable of Trump	46%	(147)	27%	(86)	9%	(27)	6%	(19)	12%	(39)	318
Unfavorable of Trump	53%	(328)	20%	(123)	10%	(65)	7%	(41)	11%	(65)	622
Very Favorable of Trump	45%	(81)	26%	(47)	8%	(14)	9%	(17)	12%	(21)	180
Somewhat Favorable of Trump	47%	(66)	29%	(40)	10%	(13)	2%	(2)	13%	(18)	138
Somewhat Unfavorable of Trump	46%	(49)	25%	(27)	12%	(12)	11%	(11)	6%	(6)	106
Very Unfavorable of Trump	54%	(279)	19%	(96)	10%	(53)	6%	(29)	11%	(59)	515
#1 Issue: Economy	48%	(185)	25%	(96)	9%	(35)	7%	(28)	11%	(45)	388
#1 Issue: Security	47%	(36)	23%	(17)	13%	(10)	3%	(2)	14%	(11)	77
#1 Issue: Health Care	56%	(119)	19%	(41)	11%	(24)	4%	(7)	10%	(21)	213
#1 Issue: Medicare / Social Security	45%	(34)	21%	(16)	6%	(5)	7%	(5)	21%	(16)	76
#1 Issue: Women's Issues	35%	(23)	25%	(16)	18%	(12)	12%	(8)	10%	(6)	65
#1 Issue: Education	48%	(28)	20%	(12)	10%	(6)	4%	(2)	17%	(10)	57
#1 Issue: Energy	51%	(28)	22%	(12)	9%	(5)	7%	(4)	12%	(6)	56
#1 Issue: Other	50%	(33)	16%	(11)	4%	(2)	9%	(6)	21%	(14)	67
2018 House Vote: Democrat	54%	(203)	23%	(86)	7%	(25)	7%	(25)	9%	(34)	373
2018 House Vote: Republican	47%	(96)	25%	(51)	10%	(21)	8%	(17)	10%	(20)	205
2016 Vote: Hillary Clinton	56%	(205)	21%	(76)	7%	(27)	6%	(23)	9%	(33)	364
2016 Vote: Donald Trump	47%	(102)	28%	(61)	8%	(17)	8%	(16)	10%	(21)	217
2016 Vote: Didn't Vote	42%	(159)	21%	(80)	13%	(51)	6%	(23)	18%	(69)	382
Voted in 2014: Yes	52%	(260)	24%	(121)	8%	(40)	7%	(33)	10%	(48)	502
Voted in 2014: No	46%	(227)	20%	(100)	12%	(60)	6%	(30)	16%	(81)	497
2012 Vote: Barack Obama	57%	(217)	21%	(82)	8%	(32)	5%	(19)	8%	(31)	382
2012 Vote: Mitt Romney	46%	(59)	26%	(33)	10%	(13)	8%	(10)	10%	(12)	128
2012 Vote: Didn't Vote	43%	(203)	21%	(100)	11%	(52)	7%	(32)	17%	(82)	468
4-Region: Northeast	47%	(80)	22%	(38)	10%	(17)	6%	(11)	14%	(24)	170
4-Region: Midwest	54%	(53)	24%	(24)	9%	(9)	7%	(7)	6%	(6)	97
4-Region: South	51%	(226)	22%	(96)	10%	(44)	6%	(26)	12%	(52)	445
4-Region: West	45%	(128)	22%	(63)	10%	(29)	7%	(19)	16%	(47)	286

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Table MCFE41_1: To what extent are the following responsible for controlling the spread of false information about the U.S. election on social media platforms?

The user who originally posts the false information

Demographic	Very responsible		Somewhat responsible		Not very responsible		Not responsible at all		Don't know / No opinion		Total N
Hispanic Adults	49%	(487)	22%	(221)	10%	(99)	6%	(63)	13%	(129)	999
Mexican	48%	(221)	24%	(110)	11%	(53)	4%	(21)	13%	(60)	465
Puerto Rican	46%	(82)	23%	(42)	11%	(19)	7%	(12)	14%	(24)	179
Cuban	53%	(43)	18%	(15)	8%	(6)	7%	(5)	15%	(12)	81
Other South American	53%	(64)	20%	(24)	10%	(12)	8%	(9)	9%	(11)	119
Speaks only English at home	53%	(140)	21%	(56)	10%	(25)	4%	(11)	13%	(33)	265
Speaks mostly English at home	48%	(121)	21%	(53)	7%	(18)	7%	(19)	17%	(42)	254
Speaks both English and Spanish at home	47%	(151)	23%	(74)	11%	(37)	8%	(27)	10%	(34)	323
Speaks mostly Spanish at home	48%	(54)	23%	(25)	12%	(13)	4%	(5)	13%	(14)	111
Trump supporter	47%	(128)	25%	(67)	8%	(23)	7%	(20)	13%	(34)	272
Biden supporter	53%	(301)	21%	(121)	10%	(56)	6%	(35)	10%	(59)	573
Sports fans	50%	(359)	24%	(172)	10%	(70)	6%	(43)	10%	(73)	717
Avid sports fans	51%	(153)	24%	(73)	11%	(32)	7%	(22)	6%	(18)	299
Sports fans, Age: 18-34	42%	(108)	26%	(67)	12%	(31)	6%	(16)	12%	(32)	253
Sports fans, Age: 35-44	52%	(94)	27%	(49)	10%	(18)	6%	(10)	6%	(11)	182
Sports fans, Age: 45-64	56%	(118)	20%	(42)	7%	(15)	7%	(15)	10%	(20)	209
Sports fans, Age: 65+	54%	(39)	20%	(15)	8%	(6)	3%	(2)	15%	(11)	73
Movie studios should diversify teams	54%	(370)	23%	(162)	7%	(52)	6%	(45)	9%	(62)	691
Movie studios should diversify stories	52%	(311)	24%	(141)	9%	(52)	7%	(39)	9%	(53)	595
Concerned about Covid	51%	(439)	22%	(188)	10%	(82)	6%	(49)	11%	(97)	856
No experience with Covid	42%	(138)	21%	(69)	12%	(40)	5%	(18)	19%	(62)	326
Health care major factor for election	55%	(362)	21%	(141)	8%	(49)	6%	(38)	10%	(67)	658
Social media users	49%	(474)	22%	(218)	10%	(99)	6%	(62)	12%	(121)	975
WhatsApp users	48%	(227)	26%	(121)	10%	(49)	7%	(31)	10%	(46)	474
WeChat users	52%	(31)	28%	(17)	3%	(2)	9%	(5)	8%	(5)	61
Social media news source at least once a week	50%	(340)	24%	(160)	10%	(68)	7%	(45)	10%	(66)	679

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

Table MCFE41_2: To what extent are the following responsible for controlling the spread of false information about the U.S. election on social media platforms?

The users who share the original post

Demographic	Very responsible		Somewhat responsible		Not very responsible		Not responsible at all		Don't know / No opinion		Total N
Hispanic Adults	35%	(348)	31%	(312)	14%	(138)	8%	(76)	13%	(126)	999
Gender: Male	38%	(190)	31%	(157)	14%	(70)	8%	(40)	9%	(43)	500
Gender: Female	32%	(158)	31%	(155)	13%	(67)	7%	(37)	17%	(82)	499
Age: 18-34	28%	(105)	32%	(121)	15%	(57)	10%	(36)	16%	(59)	378
Age: 35-44	38%	(84)	31%	(69)	16%	(35)	7%	(16)	8%	(18)	222
Age: 45-64	40%	(115)	31%	(90)	12%	(34)	6%	(18)	12%	(33)	290
Age: 65+	41%	(45)	29%	(32)	11%	(12)	5%	(6)	13%	(15)	110
GenZers: 1997-2012	24%	(32)	23%	(31)	21%	(28)	10%	(13)	23%	(31)	137
Millennials: 1981-1996	35%	(125)	35%	(125)	11%	(41)	9%	(33)	10%	(37)	361
GenXers: 1965-1980	35%	(100)	34%	(97)	16%	(46)	6%	(18)	9%	(27)	289
Baby Boomers: 1946-1964	43%	(83)	26%	(50)	10%	(19)	6%	(11)	15%	(28)	191
PID: Dem (no lean)	38%	(167)	33%	(145)	13%	(59)	7%	(32)	9%	(42)	444
PID: Ind (no lean)	31%	(99)	30%	(94)	15%	(48)	8%	(24)	17%	(53)	319
PID: Rep (no lean)	35%	(82)	31%	(73)	13%	(31)	8%	(20)	13%	(31)	236
PID/Gender: Dem Men	42%	(85)	30%	(59)	14%	(27)	8%	(17)	6%	(12)	199
PID/Gender: Dem Women	34%	(82)	35%	(85)	13%	(32)	6%	(15)	12%	(30)	245
PID/Gender: Ind Men	34%	(54)	35%	(54)	15%	(23)	7%	(11)	9%	(15)	156
PID/Gender: Ind Women	28%	(46)	25%	(40)	15%	(25)	8%	(13)	24%	(38)	162
PID/Gender: Rep Men	36%	(51)	30%	(43)	14%	(20)	8%	(12)	12%	(17)	144
PID/Gender: Rep Women	33%	(30)	31%	(29)	12%	(11)	8%	(8)	15%	(14)	92
Ideo: Liberal (1-3)	44%	(151)	29%	(100)	13%	(46)	7%	(25)	6%	(20)	341
Ideo: Moderate (4)	32%	(110)	34%	(114)	13%	(45)	6%	(21)	14%	(48)	337
Ideo: Conservative (5-7)	33%	(74)	34%	(76)	13%	(30)	10%	(23)	10%	(23)	227
Educ: < College	29%	(167)	31%	(181)	16%	(91)	8%	(46)	16%	(95)	579
Educ: Bachelors degree	40%	(103)	32%	(84)	12%	(30)	8%	(20)	9%	(22)	260
Educ: Post-grad	49%	(78)	29%	(46)	10%	(16)	7%	(10)	5%	(9)	160
Income: Under 50k	28%	(146)	33%	(171)	14%	(72)	8%	(42)	16%	(84)	514
Income: 50k-100k	39%	(123)	28%	(87)	15%	(48)	7%	(22)	11%	(33)	313
Income: 100k+	46%	(79)	31%	(54)	10%	(17)	7%	(13)	5%	(9)	171
Ethnicity: White	40%	(251)	32%	(203)	11%	(71)	7%	(43)	10%	(66)	633

Continued on next page

Table MCFE41_2: To what extent are the following responsible for controlling the spread of false information about the U.S. election on social media platforms?

The users who share the original post

Demographic	Very responsible		Somewhat responsible		Not very responsible		Not responsible at all		Don't know / No opinion		Total N
Hispanic Adults	35%	(348)	31%	(312)	14%	(138)	8%	(76)	13%	(126)	999
Ethnicity: Hispanic	35%	(348)	31%	(312)	14%	(138)	8%	(76)	13%	(126)	999
Ethnicity: Black	27%	(15)	36%	(21)	17%	(10)	9%	(5)	11%	(6)	57
Ethnicity: Other	27%	(82)	29%	(88)	18%	(57)	9%	(28)	17%	(54)	309
All Christian	36%	(198)	33%	(184)	13%	(75)	8%	(44)	9%	(52)	553
Agnostic/Nothing in particular	33%	(77)	27%	(62)	15%	(35)	8%	(18)	17%	(40)	233
Something Else	28%	(37)	31%	(41)	14%	(18)	6%	(8)	22%	(29)	133
Evangelical	37%	(89)	32%	(75)	13%	(31)	8%	(20)	10%	(23)	238
Non-Evangelical	33%	(143)	33%	(143)	14%	(59)	8%	(33)	13%	(57)	435
Community: Urban	32%	(146)	31%	(143)	14%	(65)	9%	(43)	13%	(58)	454
Community: Suburban	39%	(168)	32%	(137)	13%	(54)	6%	(25)	11%	(47)	431
Community: Rural	30%	(34)	28%	(32)	16%	(18)	7%	(8)	18%	(20)	114
Employ: Private Sector	34%	(126)	34%	(125)	16%	(57)	9%	(34)	8%	(28)	370
Employ: Government	39%	(30)	40%	(30)	11%	(9)	2%	(2)	7%	(5)	75
Employ: Self-Employed	45%	(43)	22%	(21)	16%	(15)	6%	(6)	10%	(10)	95
Employ: Student	24%	(15)	22%	(14)	21%	(13)	5%	(3)	29%	(18)	64
Employ: Retired	37%	(44)	29%	(35)	9%	(11)	7%	(9)	18%	(21)	120
Employ: Unemployed	30%	(47)	30%	(48)	13%	(21)	8%	(12)	18%	(28)	156
Employ: Other	35%	(25)	30%	(21)	12%	(8)	7%	(5)	16%	(11)	70
Military HH: Yes	42%	(49)	21%	(25)	16%	(19)	9%	(11)	12%	(14)	117
Military HH: No	34%	(299)	33%	(287)	13%	(119)	7%	(66)	13%	(112)	882
RD/WT: Right Direction	31%	(84)	33%	(90)	13%	(35)	9%	(25)	13%	(36)	270
RD/WT: Wrong Track	36%	(264)	30%	(222)	14%	(103)	7%	(51)	12%	(90)	729
Trump Job Approve	30%	(98)	33%	(106)	12%	(39)	10%	(34)	14%	(44)	320
Trump Job Disapprove	38%	(243)	31%	(194)	15%	(93)	6%	(41)	10%	(62)	633
Trump Job Strongly Approve	34%	(57)	31%	(53)	10%	(17)	11%	(19)	14%	(23)	170
Trump Job Somewhat Approve	27%	(40)	35%	(53)	14%	(21)	10%	(15)	14%	(21)	150
Trump Job Somewhat Disapprove	28%	(37)	41%	(55)	18%	(24)	4%	(5)	9%	(12)	134
Trump Job Strongly Disapprove	41%	(206)	28%	(138)	14%	(69)	7%	(35)	10%	(50)	499

Continued on next page

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The users who share the original post

Demographic	Very responsible		Somewhat responsible		Not very responsible		Not responsible at all		Don't know / No opinion		Total N
Hispanic Adults	35%	(348)	31%	(312)	14%	(138)	8%	(76)	13%	(126)	999
Favorable of Trump	30%	(95)	36%	(114)	12%	(37)	10%	(33)	12%	(39)	318
Unfavorable of Trump	40%	(246)	30%	(185)	14%	(88)	7%	(42)	10%	(62)	622
Very Favorable of Trump	33%	(59)	32%	(57)	13%	(24)	11%	(19)	12%	(21)	180
Somewhat Favorable of Trump	26%	(36)	41%	(57)	10%	(14)	10%	(14)	13%	(18)	138
Somewhat Unfavorable of Trump	34%	(36)	31%	(33)	19%	(20)	7%	(7)	10%	(10)	106
Very Unfavorable of Trump	41%	(210)	30%	(152)	13%	(68)	7%	(34)	10%	(51)	515
#1 Issue: Economy	35%	(135)	32%	(123)	14%	(55)	8%	(32)	11%	(44)	388
#1 Issue: Security	33%	(25)	35%	(27)	13%	(10)	7%	(5)	12%	(10)	77
#1 Issue: Health Care	37%	(79)	33%	(70)	13%	(27)	8%	(17)	10%	(20)	213
#1 Issue: Medicare / Social Security	35%	(26)	30%	(23)	11%	(9)	8%	(6)	16%	(12)	76
#1 Issue: Women's Issues	25%	(16)	29%	(19)	20%	(13)	10%	(6)	16%	(10)	65
#1 Issue: Education	32%	(19)	32%	(18)	17%	(10)	6%	(3)	12%	(7)	57
#1 Issue: Energy	38%	(21)	30%	(17)	13%	(7)	6%	(3)	14%	(8)	56
#1 Issue: Other	39%	(26)	23%	(15)	11%	(8)	5%	(3)	22%	(15)	67
2018 House Vote: Democrat	43%	(160)	32%	(121)	10%	(39)	7%	(28)	7%	(26)	373
2018 House Vote: Republican	35%	(71)	32%	(66)	16%	(32)	8%	(16)	9%	(19)	205
2016 Vote: Hillary Clinton	45%	(164)	31%	(113)	10%	(36)	7%	(26)	7%	(26)	364
2016 Vote: Donald Trump	34%	(74)	36%	(79)	13%	(29)	7%	(15)	9%	(21)	217
2016 Vote: Didn't Vote	26%	(98)	29%	(109)	18%	(67)	8%	(32)	20%	(76)	382
Voted in 2014: Yes	42%	(209)	32%	(162)	11%	(56)	7%	(36)	8%	(39)	502
Voted in 2014: No	28%	(139)	30%	(150)	16%	(82)	8%	(40)	17%	(86)	497
2012 Vote: Barack Obama	45%	(172)	31%	(119)	11%	(41)	7%	(27)	6%	(23)	382
2012 Vote: Mitt Romney	35%	(44)	32%	(41)	15%	(19)	7%	(9)	11%	(14)	128
2012 Vote: Didn't Vote	27%	(127)	31%	(145)	16%	(74)	8%	(37)	18%	(86)	468
4-Region: Northeast	29%	(49)	37%	(64)	15%	(25)	9%	(15)	10%	(17)	170
4-Region: Midwest	40%	(39)	33%	(32)	9%	(8)	12%	(11)	6%	(6)	97
4-Region: South	35%	(158)	30%	(133)	15%	(67)	7%	(30)	13%	(57)	445
4-Region: West	36%	(102)	29%	(83)	13%	(37)	7%	(20)	16%	(45)	286

Continued on next page

Table MCFE41_2: To what extent are the following responsible for controlling the spread of false information about the U.S. election on social media platforms?

The users who share the original post

Demographic	Very responsible		Somewhat responsible		Not very responsible		Not responsible at all		Don't know / No opinion		Total N
Hispanic Adults	35%	(348)	31%	(312)	14%	(138)	8%	(76)	13%	(126)	999
Mexican	35%	(161)	32%	(147)	14%	(67)	6%	(29)	13%	(62)	465
Puerto Rican	34%	(61)	31%	(55)	16%	(28)	9%	(15)	11%	(20)	179
Cuban	35%	(28)	29%	(23)	9%	(7)	13%	(10)	15%	(12)	81
Other South American	38%	(45)	33%	(40)	11%	(13)	7%	(9)	10%	(12)	119
Speaks only English at home	41%	(109)	28%	(75)	12%	(33)	5%	(13)	13%	(36)	265
Speaks mostly English at home	34%	(86)	32%	(80)	12%	(31)	8%	(21)	14%	(36)	254
Speaks both English and Spanish at home	33%	(106)	32%	(105)	17%	(54)	9%	(29)	9%	(30)	323
Speaks mostly Spanish at home	29%	(32)	34%	(38)	12%	(14)	11%	(12)	14%	(15)	111
Trump supporter	33%	(91)	32%	(86)	13%	(36)	9%	(24)	13%	(34)	272
Biden supporter	38%	(219)	32%	(183)	13%	(74)	7%	(42)	10%	(55)	573
Sports fans	36%	(258)	33%	(236)	13%	(96)	8%	(56)	10%	(71)	717
Avid sports fans	39%	(116)	32%	(97)	15%	(45)	9%	(27)	5%	(15)	299
Sports fans, Age: 18-34	28%	(72)	34%	(86)	15%	(39)	11%	(27)	12%	(29)	253
Sports fans, Age: 35-44	40%	(73)	32%	(58)	15%	(27)	8%	(14)	5%	(10)	182
Sports fans, Age: 45-64	42%	(87)	32%	(68)	10%	(21)	5%	(11)	11%	(23)	209
Sports fans, Age: 65+	36%	(26)	34%	(24)	12%	(9)	5%	(4)	13%	(10)	73
Movie studios should diversify teams	38%	(265)	34%	(232)	12%	(85)	7%	(49)	9%	(60)	691
Movie studios should diversify stories	38%	(229)	33%	(196)	13%	(78)	7%	(43)	8%	(50)	595
Concerned about Covid	37%	(317)	32%	(272)	13%	(115)	7%	(60)	11%	(92)	856
No experience with Covid	34%	(110)	29%	(93)	12%	(38)	7%	(22)	19%	(63)	326
Health care major factor for election	40%	(266)	31%	(203)	12%	(81)	7%	(47)	9%	(61)	658
Social media users	35%	(337)	32%	(308)	14%	(137)	8%	(76)	12%	(117)	975
WhatsApp users	34%	(163)	35%	(168)	12%	(59)	10%	(46)	8%	(39)	474
WeChat users	36%	(22)	28%	(17)	19%	(12)	10%	(6)	7%	(4)	61
Social media news source at least once a week	35%	(239)	33%	(225)	13%	(91)	8%	(57)	10%	(67)	679

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

Table MCFE41_3: To what extent are the following responsible for controlling the spread of false information about the U.S. election on social media platforms?
The social media company

Demographic	Very responsible		Somewhat responsible		Not very responsible		Not responsible at all		Don't know / No opinion		Total N
Hispanic Adults	33%	(332)	33%	(326)	15%	(145)	8%	(78)	12%	(117)	999
Gender: Male	38%	(190)	31%	(152)	15%	(76)	8%	(41)	8%	(41)	500
Gender: Female	28%	(142)	35%	(174)	14%	(69)	8%	(38)	15%	(77)	499
Age: 18-34	29%	(110)	30%	(113)	17%	(63)	9%	(35)	15%	(57)	378
Age: 35-44	32%	(71)	33%	(73)	18%	(40)	7%	(15)	10%	(22)	222
Age: 45-64	38%	(110)	34%	(98)	11%	(32)	8%	(23)	9%	(26)	290
Age: 65+	36%	(40)	38%	(42)	8%	(9)	5%	(6)	12%	(13)	110
GenZers: 1997-2012	25%	(34)	26%	(36)	18%	(25)	11%	(15)	19%	(26)	137
Millennials: 1981-1996	33%	(121)	32%	(114)	17%	(61)	7%	(26)	11%	(39)	361
GenXers: 1965-1980	34%	(97)	35%	(102)	14%	(40)	7%	(21)	10%	(29)	289
Baby Boomers: 1946-1964	38%	(72)	33%	(64)	8%	(16)	8%	(16)	12%	(23)	191
PID: Dem (no lean)	36%	(160)	36%	(160)	13%	(59)	6%	(26)	9%	(40)	444
PID: Ind (no lean)	31%	(97)	30%	(95)	16%	(51)	8%	(24)	16%	(52)	319
PID: Rep (no lean)	32%	(75)	30%	(70)	15%	(36)	12%	(28)	11%	(26)	236
PID/Gender: Dem Men	38%	(76)	34%	(68)	15%	(30)	6%	(12)	6%	(13)	199
PID/Gender: Dem Women	34%	(83)	38%	(92)	12%	(28)	6%	(14)	11%	(27)	245
PID/Gender: Ind Men	39%	(61)	29%	(45)	16%	(25)	7%	(10)	10%	(15)	156
PID/Gender: Ind Women	22%	(36)	31%	(50)	16%	(25)	9%	(14)	23%	(37)	162
PID/Gender: Rep Men	37%	(53)	28%	(40)	14%	(20)	13%	(18)	9%	(13)	144
PID/Gender: Rep Women	24%	(22)	33%	(31)	17%	(16)	11%	(10)	14%	(13)	92
Ideo: Liberal (1-3)	38%	(131)	35%	(119)	15%	(50)	6%	(22)	5%	(19)	341
Ideo: Moderate (4)	32%	(109)	33%	(111)	15%	(49)	7%	(23)	14%	(46)	337
Ideo: Conservative (5-7)	33%	(74)	33%	(74)	14%	(33)	13%	(30)	7%	(16)	227
Educ: < College	29%	(167)	31%	(178)	16%	(94)	9%	(50)	15%	(90)	579
Educ: Bachelors degree	36%	(93)	36%	(95)	14%	(36)	6%	(16)	8%	(20)	260
Educ: Post-grad	45%	(72)	33%	(53)	9%	(15)	7%	(12)	5%	(8)	160
Income: Under 50k	29%	(147)	30%	(156)	16%	(84)	9%	(44)	16%	(83)	514
Income: 50k-100k	35%	(108)	35%	(111)	14%	(45)	7%	(23)	8%	(26)	313
Income: 100k+	45%	(77)	34%	(59)	9%	(15)	7%	(12)	5%	(9)	171
Ethnicity: White	36%	(230)	33%	(209)	14%	(87)	7%	(42)	10%	(65)	633

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Table MCFE41_3: To what extent are the following responsible for controlling the spread of false information about the U.S. election on social media platforms?

The social media company

Demographic	Very responsible		Somewhat responsible		Not very responsible		Not responsible at all		Don't know / No opinion		Total N
Hispanic Adults	33%	(332)	33%	(326)	15%	(145)	8%	(78)	12%	(117)	999
Ethnicity: Hispanic	33%	(332)	33%	(326)	15%	(145)	8%	(78)	12%	(117)	999
Ethnicity: Black	33%	(19)	36%	(21)	10%	(6)	12%	(7)	9%	(5)	57
Ethnicity: Other	27%	(83)	31%	(97)	17%	(53)	9%	(29)	15%	(47)	309
All Christian	36%	(199)	34%	(190)	13%	(70)	8%	(44)	9%	(50)	553
Agnostic/Nothing in particular	32%	(76)	25%	(59)	18%	(41)	8%	(19)	17%	(39)	233
Something Else	19%	(25)	39%	(52)	19%	(25)	6%	(8)	18%	(24)	133
Evangelical	41%	(97)	31%	(73)	12%	(29)	7%	(17)	9%	(21)	238
Non-Evangelical	28%	(124)	37%	(162)	14%	(62)	8%	(36)	12%	(51)	435
Community: Urban	32%	(145)	33%	(150)	14%	(64)	8%	(38)	12%	(56)	454
Community: Suburban	37%	(158)	32%	(137)	15%	(63)	7%	(30)	10%	(43)	431
Community: Rural	25%	(29)	35%	(39)	16%	(18)	9%	(10)	16%	(18)	114
Employ: Private Sector	35%	(131)	33%	(123)	16%	(59)	9%	(33)	6%	(24)	370
Employ: Government	34%	(25)	36%	(27)	20%	(15)	5%	(4)	6%	(4)	75
Employ: Self-Employed	46%	(43)	27%	(25)	11%	(11)	9%	(8)	8%	(8)	95
Employ: Student	25%	(16)	18%	(11)	18%	(11)	14%	(9)	25%	(16)	64
Employ: Retired	33%	(40)	38%	(45)	10%	(12)	5%	(6)	14%	(17)	120
Employ: Unemployed	25%	(40)	34%	(54)	17%	(26)	7%	(10)	17%	(27)	156
Employ: Other	32%	(23)	29%	(20)	11%	(8)	7%	(5)	21%	(15)	70
Military HH: Yes	34%	(40)	31%	(36)	15%	(18)	12%	(14)	7%	(9)	117
Military HH: No	33%	(292)	33%	(289)	14%	(128)	7%	(64)	12%	(109)	882
RD/WT: Right Direction	30%	(80)	34%	(92)	14%	(39)	11%	(29)	11%	(30)	270
RD/WT: Wrong Track	35%	(252)	32%	(234)	15%	(106)	7%	(49)	12%	(88)	729
Trump Job Approve	31%	(99)	31%	(99)	16%	(53)	10%	(32)	12%	(37)	320
Trump Job Disapprove	35%	(224)	34%	(216)	13%	(85)	7%	(46)	10%	(61)	633
Trump Job Strongly Approve	41%	(70)	24%	(41)	12%	(20)	12%	(21)	11%	(18)	170
Trump Job Somewhat Approve	20%	(29)	38%	(58)	22%	(33)	7%	(11)	13%	(19)	150
Trump Job Somewhat Disapprove	23%	(31)	42%	(56)	18%	(24)	9%	(12)	8%	(11)	134
Trump Job Strongly Disapprove	39%	(193)	32%	(160)	12%	(61)	7%	(35)	10%	(50)	499

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Table MCFE41_3: To what extent are the following responsible for controlling the spread of false information about the U.S. election on social media platforms?
The social media company

Demographic	Very responsible		Somewhat responsible		Not very responsible		Not responsible at all		Don't know / No opinion		Total N
Hispanic Adults	33%	(332)	33%	(326)	15%	(145)	8%	(78)	12%	(117)	999
Favorable of Trump	32%	(103)	31%	(98)	15%	(49)	11%	(36)	10%	(32)	318
Unfavorable of Trump	35%	(218)	35%	(219)	14%	(87)	7%	(41)	9%	(57)	622
Very Favorable of Trump	40%	(71)	26%	(46)	11%	(20)	15%	(28)	8%	(15)	180
Somewhat Favorable of Trump	23%	(32)	37%	(51)	21%	(29)	6%	(9)	13%	(17)	138
Somewhat Unfavorable of Trump	21%	(22)	41%	(43)	20%	(21)	11%	(12)	8%	(8)	106
Very Unfavorable of Trump	38%	(196)	34%	(175)	13%	(66)	6%	(29)	9%	(49)	515
#1 Issue: Economy	32%	(125)	33%	(127)	16%	(61)	8%	(32)	11%	(44)	388
#1 Issue: Security	37%	(29)	26%	(20)	18%	(14)	8%	(6)	10%	(8)	77
#1 Issue: Health Care	40%	(86)	34%	(72)	12%	(26)	6%	(13)	7%	(16)	213
#1 Issue: Medicare / Social Security	32%	(25)	35%	(27)	7%	(6)	8%	(6)	17%	(13)	76
#1 Issue: Women's Issues	28%	(18)	29%	(19)	23%	(15)	12%	(8)	8%	(5)	65
#1 Issue: Education	23%	(13)	34%	(19)	21%	(12)	6%	(3)	16%	(9)	57
#1 Issue: Energy	25%	(14)	40%	(22)	15%	(8)	9%	(5)	11%	(6)	56
#1 Issue: Other	34%	(22)	29%	(19)	4%	(3)	9%	(6)	24%	(16)	67
2018 House Vote: Democrat	39%	(146)	35%	(130)	14%	(51)	6%	(22)	6%	(24)	373
2018 House Vote: Republican	35%	(71)	35%	(71)	13%	(26)	11%	(23)	6%	(13)	205
2016 Vote: Hillary Clinton	39%	(140)	36%	(130)	13%	(47)	6%	(22)	7%	(26)	364
2016 Vote: Donald Trump	35%	(76)	34%	(73)	13%	(29)	11%	(25)	7%	(15)	217
2016 Vote: Didn't Vote	27%	(104)	29%	(112)	16%	(62)	8%	(30)	19%	(74)	382
Voted in 2014: Yes	37%	(187)	35%	(177)	13%	(67)	7%	(37)	7%	(33)	502
Voted in 2014: No	29%	(145)	30%	(148)	16%	(78)	8%	(42)	17%	(84)	497
2012 Vote: Barack Obama	41%	(158)	35%	(133)	13%	(50)	5%	(18)	6%	(22)	382
2012 Vote: Mitt Romney	35%	(45)	32%	(40)	14%	(18)	12%	(15)	8%	(10)	128
2012 Vote: Didn't Vote	27%	(125)	31%	(146)	15%	(72)	9%	(41)	18%	(84)	468
4-Region: Northeast	32%	(55)	34%	(59)	15%	(26)	9%	(15)	9%	(16)	170
4-Region: Midwest	38%	(37)	37%	(36)	14%	(14)	6%	(6)	5%	(5)	97
4-Region: South	32%	(140)	33%	(147)	16%	(71)	7%	(33)	12%	(54)	445
4-Region: West	35%	(100)	29%	(84)	12%	(35)	9%	(25)	15%	(43)	286

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Table MCFE41_3: To what extent are the following responsible for controlling the spread of false information about the U.S. election on social media platforms?

The social media company

Demographic	Very responsible		Somewhat responsible		Not very responsible		Not responsible at all		Don't know / No opinion		Total N
Hispanic Adults	33%	(332)	33%	(326)	15%	(145)	8%	(78)	12%	(117)	999
Mexican	32%	(151)	35%	(161)	14%	(65)	7%	(32)	12%	(57)	465
Puerto Rican	31%	(56)	32%	(58)	17%	(31)	8%	(15)	11%	(19)	179
Cuban	36%	(29)	34%	(28)	14%	(11)	5%	(4)	11%	(9)	81
Other South American	36%	(42)	31%	(37)	13%	(16)	8%	(10)	11%	(14)	119
Speaks only English at home	38%	(100)	30%	(80)	13%	(35)	9%	(23)	11%	(28)	265
Speaks mostly English at home	29%	(73)	36%	(91)	12%	(29)	10%	(24)	14%	(36)	254
Speaks both English and Spanish at home	33%	(108)	32%	(103)	17%	(55)	9%	(28)	9%	(30)	323
Speaks mostly Spanish at home	32%	(36)	35%	(39)	16%	(18)	3%	(3)	14%	(15)	111
Trump supporter	33%	(88)	30%	(82)	16%	(42)	11%	(30)	10%	(28)	272
Biden supporter	37%	(210)	35%	(202)	13%	(74)	7%	(39)	9%	(49)	573
Sports fans	35%	(254)	33%	(239)	15%	(105)	8%	(57)	9%	(62)	717
Avid sports fans	38%	(113)	34%	(100)	15%	(45)	8%	(23)	6%	(17)	299
Sports fans, Age: 18-34	33%	(83)	31%	(79)	16%	(42)	9%	(22)	11%	(28)	253
Sports fans, Age: 35-44	33%	(60)	33%	(60)	21%	(38)	8%	(14)	5%	(9)	182
Sports fans, Age: 45-64	41%	(87)	32%	(68)	10%	(22)	8%	(16)	8%	(17)	209
Sports fans, Age: 65+	33%	(24)	44%	(32)	6%	(5)	6%	(5)	11%	(8)	73
Movie studios should diversify teams	35%	(245)	37%	(256)	12%	(86)	7%	(47)	8%	(56)	691
Movie studios should diversify stories	37%	(217)	36%	(215)	13%	(77)	7%	(39)	8%	(47)	595
Concerned about Covid	35%	(300)	34%	(294)	14%	(121)	7%	(58)	10%	(83)	856
No experience with Covid	32%	(103)	30%	(99)	13%	(43)	6%	(19)	19%	(62)	326
Health care major factor for election	38%	(252)	34%	(227)	12%	(79)	7%	(43)	9%	(57)	658
Social media users	33%	(323)	33%	(320)	15%	(145)	8%	(78)	11%	(109)	975
WhatsApp users	34%	(160)	34%	(161)	17%	(79)	7%	(32)	9%	(43)	474
WeChat users	53%	(32)	22%	(14)	7%	(5)	12%	(7)	5%	(3)	61
Social media news source at least once a week	32%	(217)	36%	(245)	15%	(103)	8%	(52)	9%	(62)	679

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

Table MCFE41_4: To what extent are the following responsible for controlling the spread of false information about the U.S. election on social media platforms?

American government institutions

Demographic	Very responsible		Somewhat responsible		Not very responsible		Not responsible at all		Don't know / No opinion		Total N
Hispanic Adults	25%	(245)	33%	(335)	19%	(190)	8%	(84)	15%	(145)	999
Gender: Male	27%	(136)	32%	(158)	23%	(114)	9%	(47)	9%	(45)	500
Gender: Female	22%	(109)	35%	(177)	15%	(76)	7%	(37)	20%	(100)	499
Age: 18-34	19%	(72)	33%	(124)	20%	(75)	10%	(37)	18%	(70)	378
Age: 35-44	29%	(64)	36%	(79)	20%	(44)	6%	(12)	10%	(23)	222
Age: 45-64	28%	(80)	31%	(91)	18%	(52)	10%	(29)	13%	(37)	290
Age: 65+	27%	(30)	37%	(40)	17%	(19)	6%	(6)	14%	(15)	110
GenZers: 1997-2012	15%	(20)	33%	(44)	21%	(29)	7%	(9)	25%	(34)	137
Millennials: 1981-1996	26%	(95)	33%	(120)	20%	(71)	9%	(32)	12%	(44)	361
GenXers: 1965-1980	27%	(78)	32%	(93)	18%	(53)	10%	(28)	13%	(37)	289
Baby Boomers: 1946-1964	25%	(47)	35%	(68)	17%	(33)	8%	(15)	15%	(28)	191
PID: Dem (no lean)	29%	(129)	37%	(165)	17%	(74)	6%	(27)	11%	(50)	444
PID: Ind (no lean)	22%	(71)	29%	(93)	20%	(63)	8%	(27)	20%	(65)	319
PID: Rep (no lean)	19%	(45)	33%	(77)	22%	(53)	13%	(30)	13%	(31)	236
PID/Gender: Dem Men	32%	(63)	34%	(67)	22%	(43)	6%	(13)	7%	(13)	199
PID/Gender: Dem Women	27%	(66)	40%	(97)	12%	(30)	6%	(14)	15%	(36)	245
PID/Gender: Ind Men	27%	(42)	27%	(42)	25%	(39)	10%	(16)	11%	(17)	156
PID/Gender: Ind Women	18%	(29)	31%	(51)	15%	(24)	7%	(11)	29%	(47)	162
PID/Gender: Rep Men	22%	(31)	34%	(49)	22%	(31)	12%	(18)	10%	(15)	144
PID/Gender: Rep Women	15%	(14)	31%	(29)	24%	(22)	13%	(12)	18%	(16)	92
Ideo: Liberal (1-3)	33%	(113)	34%	(115)	19%	(64)	7%	(24)	7%	(25)	341
Ideo: Moderate (4)	19%	(64)	35%	(118)	20%	(69)	9%	(30)	17%	(56)	337
Ideo: Conservative (5-7)	22%	(50)	35%	(80)	21%	(47)	12%	(27)	10%	(24)	227
Educ: < College	21%	(122)	34%	(197)	18%	(105)	9%	(52)	18%	(104)	579
Educ: Bachelors degree	26%	(67)	37%	(96)	19%	(49)	7%	(19)	11%	(29)	260
Educ: Post-grad	35%	(56)	26%	(42)	23%	(36)	8%	(13)	8%	(12)	160
Income: Under 50k	22%	(114)	33%	(170)	18%	(93)	9%	(46)	18%	(92)	514
Income: 50k-100k	24%	(75)	34%	(106)	20%	(64)	9%	(27)	13%	(40)	313
Income: 100k+	33%	(56)	34%	(58)	19%	(33)	6%	(11)	8%	(13)	171
Ethnicity: White	25%	(159)	34%	(217)	19%	(121)	9%	(57)	13%	(79)	633

Continued on next page

Table MCFE41_4: To what extent are the following responsible for controlling the spread of false information about the U.S. election on social media platforms?
American government institutions

Demographic	Very responsible		Somewhat responsible		Not very responsible		Not responsible at all		Don't know / No opinion		Total N
Hispanic Adults	25%	(245)	33%	(335)	19%	(190)	8%	(84)	15%	(145)	999
Ethnicity: Hispanic	25%	(245)	33%	(335)	19%	(190)	8%	(84)	15%	(145)	999
Ethnicity: Black	32%	(18)	35%	(20)	10%	(6)	11%	(6)	13%	(8)	57
Ethnicity: Other	22%	(68)	32%	(98)	20%	(63)	7%	(21)	19%	(58)	309
All Christian	26%	(144)	37%	(203)	18%	(100)	7%	(41)	12%	(65)	553
Agnostic/Nothing in particular	25%	(59)	26%	(61)	21%	(49)	8%	(19)	20%	(46)	233
Something Else	19%	(26)	30%	(40)	19%	(26)	10%	(13)	21%	(28)	133
Evangelical	28%	(66)	37%	(89)	14%	(34)	9%	(22)	11%	(27)	238
Non-Evangelical	23%	(98)	34%	(148)	21%	(90)	7%	(32)	15%	(66)	435
Community: Urban	25%	(114)	37%	(167)	17%	(78)	8%	(38)	13%	(57)	454
Community: Suburban	25%	(108)	31%	(133)	20%	(88)	8%	(34)	16%	(68)	431
Community: Rural	21%	(23)	30%	(34)	21%	(24)	11%	(12)	18%	(20)	114
Employ: Private Sector	25%	(94)	34%	(126)	22%	(81)	10%	(35)	9%	(34)	370
Employ: Government	22%	(16)	44%	(33)	20%	(15)	6%	(4)	9%	(7)	75
Employ: Self-Employed	35%	(33)	26%	(25)	20%	(19)	8%	(7)	12%	(12)	95
Employ: Student	9%	(6)	36%	(23)	18%	(11)	8%	(5)	29%	(19)	64
Employ: Retired	28%	(34)	32%	(39)	16%	(20)	7%	(9)	16%	(19)	120
Employ: Unemployed	21%	(33)	31%	(48)	19%	(30)	11%	(18)	18%	(28)	156
Employ: Other	30%	(21)	32%	(22)	11%	(8)	4%	(3)	23%	(16)	70
Military HH: Yes	20%	(23)	29%	(34)	26%	(30)	11%	(12)	15%	(17)	117
Military HH: No	25%	(222)	34%	(301)	18%	(160)	8%	(72)	15%	(128)	882
RD/WT: Right Direction	22%	(60)	37%	(99)	18%	(48)	9%	(24)	15%	(39)	270
RD/WT: Wrong Track	25%	(185)	32%	(235)	20%	(142)	8%	(60)	15%	(106)	729
Trump Job Approve	19%	(61)	36%	(116)	20%	(63)	10%	(33)	15%	(47)	320
Trump Job Disapprove	27%	(174)	33%	(210)	20%	(124)	8%	(50)	12%	(76)	633
Trump Job Strongly Approve	23%	(38)	37%	(63)	15%	(26)	12%	(21)	13%	(23)	170
Trump Job Somewhat Approve	15%	(23)	35%	(53)	25%	(37)	8%	(13)	16%	(24)	150
Trump Job Somewhat Disapprove	17%	(23)	38%	(51)	26%	(35)	7%	(10)	11%	(15)	134
Trump Job Strongly Disapprove	30%	(151)	32%	(159)	18%	(88)	8%	(40)	12%	(61)	499

Continued on next page

Table MCFE41_4: To what extent are the following responsible for controlling the spread of false information about the U.S. election on social media platforms?
American government institutions

Demographic	Very responsible		Somewhat responsible		Not very responsible		Not responsible at all		Don't know / No opinion		Total N
Hispanic Adults	25%	(245)	33%	(335)	19%	(190)	8%	(84)	15%	(145)	999
Favorable of Trump	18%	(58)	38%	(122)	19%	(61)	11%	(34)	14%	(43)	318
Unfavorable of Trump	29%	(177)	33%	(205)	19%	(120)	8%	(47)	12%	(72)	622
Very Favorable of Trump	20%	(37)	37%	(67)	18%	(33)	12%	(22)	12%	(21)	180
Somewhat Favorable of Trump	15%	(21)	39%	(55)	20%	(28)	9%	(12)	16%	(22)	138
Somewhat Unfavorable of Trump	23%	(25)	34%	(36)	26%	(28)	7%	(8)	9%	(10)	106
Very Unfavorable of Trump	30%	(153)	33%	(169)	18%	(92)	8%	(39)	12%	(62)	515
#1 Issue: Economy	21%	(81)	35%	(137)	19%	(74)	10%	(40)	15%	(57)	388
#1 Issue: Security	19%	(15)	35%	(27)	21%	(16)	8%	(6)	17%	(13)	77
#1 Issue: Health Care	33%	(71)	34%	(72)	19%	(40)	4%	(8)	10%	(22)	213
#1 Issue: Medicare / Social Security	26%	(20)	37%	(28)	14%	(11)	6%	(5)	17%	(13)	76
#1 Issue: Women's Issues	20%	(13)	28%	(18)	18%	(12)	16%	(10)	19%	(12)	65
#1 Issue: Education	21%	(12)	33%	(19)	27%	(16)	8%	(4)	11%	(6)	57
#1 Issue: Energy	26%	(15)	34%	(19)	25%	(14)	3%	(2)	11%	(6)	56
#1 Issue: Other	29%	(20)	24%	(16)	11%	(7)	13%	(9)	23%	(15)	67
2018 House Vote: Democrat	31%	(117)	37%	(139)	16%	(59)	8%	(31)	7%	(27)	373
2018 House Vote: Republican	19%	(38)	36%	(73)	24%	(48)	13%	(26)	9%	(19)	205
2016 Vote: Hillary Clinton	35%	(127)	33%	(120)	15%	(55)	9%	(33)	8%	(28)	364
2016 Vote: Donald Trump	17%	(38)	39%	(85)	21%	(46)	11%	(24)	11%	(25)	217
2016 Vote: Didn't Vote	19%	(73)	31%	(117)	21%	(80)	6%	(22)	23%	(89)	382
Voted in 2014: Yes	29%	(145)	35%	(177)	18%	(92)	9%	(47)	8%	(41)	502
Voted in 2014: No	20%	(101)	32%	(157)	20%	(98)	7%	(37)	21%	(105)	497
2012 Vote: Barack Obama	34%	(129)	34%	(131)	17%	(67)	8%	(30)	7%	(25)	382
2012 Vote: Mitt Romney	18%	(22)	33%	(42)	24%	(31)	15%	(19)	11%	(13)	128
2012 Vote: Didn't Vote	19%	(91)	33%	(155)	19%	(87)	7%	(33)	22%	(102)	468
4-Region: Northeast	30%	(51)	34%	(57)	19%	(32)	6%	(9)	12%	(21)	170
4-Region: Midwest	20%	(19)	42%	(41)	23%	(23)	8%	(7)	8%	(8)	97
4-Region: South	24%	(107)	32%	(143)	18%	(78)	10%	(44)	17%	(74)	445
4-Region: West	24%	(68)	33%	(94)	20%	(57)	8%	(24)	15%	(43)	286

Continued on next page

Table MCFE41_4: To what extent are the following responsible for controlling the spread of false information about the U.S. election on social media platforms?
American government institutions

Demographic	Very responsible		Somewhat responsible		Not very responsible		Not responsible at all		Don't know / No opinion		Total N
Hispanic Adults	25%	(245)	33%	(335)	19%	(190)	8%	(84)	15%	(145)	999
Mexican	25%	(115)	34%	(159)	20%	(91)	6%	(30)	15%	(69)	465
Puerto Rican	27%	(48)	33%	(59)	19%	(34)	9%	(16)	12%	(22)	179
Cuban	23%	(19)	23%	(18)	13%	(11)	21%	(17)	20%	(16)	81
Other South American	22%	(27)	43%	(51)	20%	(24)	4%	(4)	11%	(13)	119
Speaks only English at home	28%	(74)	31%	(83)	17%	(44)	9%	(24)	15%	(40)	265
Speaks mostly English at home	22%	(55)	34%	(87)	19%	(49)	8%	(20)	17%	(43)	254
Speaks both English and Spanish at home	23%	(73)	35%	(112)	22%	(71)	9%	(30)	11%	(37)	323
Speaks mostly Spanish at home	27%	(30)	33%	(36)	20%	(23)	7%	(8)	13%	(15)	111
Trump supporter	18%	(49)	35%	(95)	23%	(63)	12%	(32)	13%	(34)	272
Biden supporter	29%	(167)	35%	(201)	17%	(97)	8%	(45)	11%	(64)	573
Sports fans	25%	(179)	35%	(253)	20%	(142)	9%	(63)	11%	(80)	717
Avid sports fans	28%	(83)	37%	(109)	17%	(51)	10%	(31)	8%	(25)	299
Sports fans, Age: 18-34	18%	(46)	36%	(90)	23%	(59)	9%	(23)	14%	(35)	253
Sports fans, Age: 35-44	28%	(52)	38%	(68)	22%	(40)	5%	(10)	7%	(12)	182
Sports fans, Age: 45-64	30%	(63)	31%	(65)	16%	(34)	12%	(24)	11%	(24)	209
Sports fans, Age: 65+	25%	(18)	41%	(29)	14%	(10)	7%	(5)	13%	(10)	73
Movie studios should diversify teams	28%	(191)	37%	(255)	18%	(123)	7%	(48)	11%	(74)	691
Movie studios should diversify stories	29%	(172)	37%	(220)	17%	(98)	7%	(41)	11%	(63)	595
Concerned about Covid	27%	(227)	35%	(300)	18%	(156)	8%	(65)	13%	(107)	856
No experience with Covid	23%	(73)	30%	(96)	19%	(62)	9%	(28)	20%	(66)	326
Health care major factor for election	30%	(194)	34%	(223)	18%	(121)	7%	(44)	12%	(76)	658
Social media users	24%	(237)	34%	(330)	19%	(188)	9%	(84)	14%	(136)	975
WhatsApp users	27%	(127)	34%	(161)	19%	(91)	9%	(41)	11%	(54)	474
WeChat users	24%	(15)	42%	(25)	17%	(11)	10%	(6)	7%	(4)	61
Social media news source at least once a week	25%	(167)	37%	(253)	19%	(131)	7%	(47)	12%	(81)	679

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

Table MCFE41_5: To what extent are the following responsible for controlling the spread of false information about the U.S. election on social media platforms?
Global governing bodies

Demographic	Very responsible		Somewhat responsible		Not very responsible		Not responsible at all		Don't know / No opinion		Total N
Hispanic Adults	25%	(254)	29%	(292)	19%	(192)	9%	(90)	17%	(171)	999
Gender: Male	29%	(143)	27%	(136)	22%	(112)	10%	(50)	12%	(58)	500
Gender: Female	22%	(111)	31%	(157)	16%	(79)	8%	(40)	23%	(112)	499
Age: 18-34	20%	(76)	28%	(106)	22%	(83)	8%	(32)	21%	(80)	378
Age: 35-44	30%	(66)	30%	(66)	21%	(47)	7%	(16)	12%	(26)	222
Age: 45-64	26%	(75)	34%	(98)	16%	(47)	11%	(31)	14%	(39)	290
Age: 65+	33%	(37)	21%	(23)	13%	(14)	11%	(12)	23%	(25)	110
GenZers: 1997-2012	15%	(21)	28%	(38)	21%	(29)	9%	(13)	27%	(36)	137
Millennials: 1981-1996	27%	(97)	29%	(104)	21%	(76)	7%	(26)	16%	(57)	361
GenXers: 1965-1980	26%	(74)	31%	(88)	21%	(60)	10%	(29)	13%	(36)	289
Baby Boomers: 1946-1964	29%	(55)	29%	(56)	10%	(20)	12%	(22)	20%	(37)	191
PID: Dem (no lean)	28%	(123)	32%	(143)	18%	(81)	7%	(31)	15%	(66)	444
PID: Ind (no lean)	24%	(76)	25%	(80)	21%	(66)	10%	(31)	21%	(66)	319
PID: Rep (no lean)	23%	(55)	29%	(69)	19%	(44)	12%	(29)	17%	(39)	236
PID/Gender: Dem Men	31%	(61)	29%	(58)	24%	(48)	7%	(15)	9%	(17)	199
PID/Gender: Dem Women	25%	(62)	35%	(86)	13%	(33)	6%	(16)	20%	(49)	245
PID/Gender: Ind Men	27%	(42)	23%	(36)	26%	(41)	10%	(15)	14%	(22)	156
PID/Gender: Ind Women	21%	(33)	27%	(44)	16%	(26)	9%	(15)	27%	(44)	162
PID/Gender: Rep Men	28%	(40)	29%	(41)	16%	(23)	14%	(20)	14%	(20)	144
PID/Gender: Rep Women	17%	(16)	30%	(27)	23%	(21)	10%	(9)	21%	(19)	92
Ideo: Liberal (1-3)	31%	(107)	32%	(110)	20%	(68)	7%	(25)	9%	(31)	341
Ideo: Moderate (4)	20%	(68)	31%	(104)	21%	(69)	9%	(31)	19%	(65)	337
Ideo: Conservative (5-7)	26%	(59)	27%	(62)	21%	(48)	13%	(28)	13%	(30)	227
Educ: < College	22%	(129)	29%	(170)	18%	(104)	9%	(54)	21%	(122)	579
Educ: Bachelors degree	27%	(71)	29%	(75)	20%	(52)	10%	(25)	14%	(37)	260
Educ: Post-grad	34%	(54)	29%	(47)	22%	(36)	7%	(11)	8%	(12)	160
Income: Under 50k	23%	(118)	29%	(150)	18%	(94)	9%	(48)	20%	(105)	514
Income: 50k-100k	24%	(76)	31%	(96)	19%	(59)	11%	(34)	16%	(49)	313
Income: 100k+	35%	(60)	27%	(47)	22%	(39)	5%	(9)	10%	(17)	171
Ethnicity: White	27%	(168)	30%	(187)	20%	(124)	9%	(56)	15%	(97)	633

Continued on next page

Table MCFE41_5: To what extent are the following responsible for controlling the spread of false information about the U.S. election on social media platforms?

Global governing bodies

Demographic	Very responsible		Somewhat responsible		Not very responsible		Not responsible at all		Don't know / No opinion		Total N
Hispanic Adults	25%	(254)	29%	(292)	19%	(192)	9%	(90)	17%	(171)	999
Ethnicity: Hispanic	25%	(254)	29%	(292)	19%	(192)	9%	(90)	17%	(171)	999
Ethnicity: Black	31%	(18)	33%	(19)	11%	(6)	10%	(6)	15%	(9)	57
Ethnicity: Other	22%	(68)	28%	(86)	20%	(61)	9%	(28)	21%	(65)	309
All Christian	27%	(151)	31%	(170)	19%	(104)	9%	(49)	14%	(79)	553
Agnostic/Nothing in particular	22%	(52)	27%	(63)	19%	(45)	10%	(24)	21%	(48)	233
Something Else	22%	(30)	25%	(33)	18%	(25)	7%	(10)	27%	(36)	133
Evangelical	30%	(70)	30%	(72)	16%	(39)	9%	(21)	15%	(36)	238
Non-Evangelical	24%	(104)	29%	(127)	20%	(87)	9%	(38)	18%	(79)	435
Community: Urban	26%	(119)	29%	(133)	19%	(84)	9%	(41)	17%	(77)	454
Community: Suburban	25%	(107)	31%	(134)	20%	(86)	9%	(37)	15%	(67)	431
Community: Rural	24%	(27)	22%	(25)	19%	(21)	11%	(12)	24%	(27)	114
Employ: Private Sector	25%	(94)	30%	(112)	23%	(85)	10%	(38)	11%	(42)	370
Employ: Government	28%	(21)	32%	(24)	22%	(17)	3%	(2)	14%	(11)	75
Employ: Self-Employed	34%	(33)	24%	(22)	23%	(22)	7%	(7)	12%	(11)	95
Employ: Student	13%	(8)	30%	(19)	17%	(11)	9%	(6)	30%	(19)	64
Employ: Retired	29%	(34)	25%	(30)	11%	(13)	11%	(13)	25%	(30)	120
Employ: Unemployed	22%	(35)	27%	(42)	21%	(33)	10%	(16)	20%	(31)	156
Employ: Other	29%	(20)	34%	(24)	7%	(5)	5%	(3)	26%	(18)	70
Military HH: Yes	21%	(25)	29%	(34)	23%	(27)	12%	(14)	15%	(18)	117
Military HH: No	26%	(229)	29%	(259)	19%	(164)	9%	(77)	17%	(153)	882
RD/WT: Right Direction	27%	(73)	25%	(68)	21%	(56)	10%	(28)	16%	(45)	270
RD/WT: Wrong Track	25%	(181)	31%	(224)	19%	(135)	9%	(62)	17%	(126)	729
Trump Job Approve	25%	(79)	27%	(87)	20%	(65)	11%	(35)	17%	(53)	320
Trump Job Disapprove	26%	(165)	31%	(195)	20%	(123)	8%	(53)	15%	(96)	633
Trump Job Strongly Approve	30%	(51)	22%	(38)	16%	(27)	16%	(27)	16%	(27)	170
Trump Job Somewhat Approve	19%	(28)	33%	(49)	25%	(38)	5%	(8)	17%	(26)	150
Trump Job Somewhat Disapprove	21%	(28)	33%	(44)	25%	(33)	8%	(11)	13%	(17)	134
Trump Job Strongly Disapprove	27%	(137)	30%	(151)	18%	(90)	9%	(43)	16%	(78)	499

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Table MCFE41_5: To what extent are the following responsible for controlling the spread of false information about the U.S. election on social media platforms?
Global governing bodies

Demographic	Very responsible		Somewhat responsible		Not very responsible		Not responsible at all		Don't know / No opinion		Total N
Hispanic Adults	25%	(254)	29%	(292)	19%	(192)	9%	(90)	17%	(171)	999
Favorable of Trump	24%	(78)	28%	(88)	21%	(66)	12%	(39)	15%	(48)	318
Unfavorable of Trump	27%	(166)	32%	(197)	18%	(115)	8%	(50)	15%	(94)	622
Very Favorable of Trump	31%	(55)	23%	(40)	18%	(32)	15%	(27)	14%	(25)	180
Somewhat Favorable of Trump	16%	(22)	34%	(48)	25%	(34)	9%	(12)	16%	(22)	138
Somewhat Unfavorable of Trump	27%	(29)	28%	(30)	23%	(24)	9%	(9)	13%	(14)	106
Very Unfavorable of Trump	27%	(137)	32%	(167)	18%	(90)	8%	(40)	16%	(80)	515
#1 Issue: Economy	23%	(88)	29%	(113)	22%	(86)	9%	(34)	17%	(67)	388
#1 Issue: Security	26%	(20)	25%	(19)	26%	(20)	6%	(4)	17%	(13)	77
#1 Issue: Health Care	27%	(58)	34%	(72)	15%	(32)	9%	(18)	15%	(33)	213
#1 Issue: Medicare / Social Security	28%	(21)	36%	(28)	5%	(4)	12%	(9)	18%	(14)	76
#1 Issue: Women's Issues	22%	(14)	26%	(17)	26%	(17)	9%	(6)	17%	(11)	65
#1 Issue: Education	25%	(14)	33%	(19)	23%	(13)	3%	(2)	15%	(9)	57
#1 Issue: Energy	32%	(18)	26%	(14)	21%	(12)	8%	(4)	14%	(8)	56
#1 Issue: Other	31%	(20)	14%	(9)	11%	(8)	18%	(12)	26%	(17)	67
2018 House Vote: Democrat	30%	(113)	32%	(121)	18%	(68)	7%	(27)	12%	(44)	373
2018 House Vote: Republican	27%	(55)	28%	(57)	20%	(42)	13%	(27)	11%	(23)	205
2016 Vote: Hillary Clinton	31%	(113)	33%	(120)	17%	(63)	7%	(27)	11%	(42)	364
2016 Vote: Donald Trump	25%	(55)	27%	(60)	21%	(46)	12%	(27)	14%	(30)	217
2016 Vote: Didn't Vote	21%	(79)	26%	(101)	20%	(75)	8%	(31)	25%	(96)	382
Voted in 2014: Yes	29%	(146)	30%	(152)	20%	(99)	9%	(46)	12%	(59)	502
Voted in 2014: No	22%	(107)	28%	(141)	19%	(93)	9%	(44)	23%	(112)	497
2012 Vote: Barack Obama	33%	(125)	33%	(127)	18%	(69)	7%	(25)	9%	(36)	382
2012 Vote: Mitt Romney	23%	(29)	22%	(28)	25%	(32)	16%	(20)	15%	(19)	128
2012 Vote: Didn't Vote	21%	(97)	28%	(131)	18%	(86)	9%	(41)	24%	(114)	468
4-Region: Northeast	32%	(55)	31%	(53)	17%	(29)	10%	(18)	9%	(16)	170
4-Region: Midwest	19%	(18)	32%	(31)	27%	(27)	8%	(8)	14%	(13)	97
4-Region: South	25%	(110)	28%	(123)	18%	(81)	10%	(42)	20%	(89)	445
4-Region: West	25%	(71)	30%	(85)	19%	(55)	8%	(22)	19%	(53)	286

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Table MCFE41_5: To what extent are the following responsible for controlling the spread of false information about the U.S. election on social media platforms?
Global governing bodies

Demographic	Very responsible		Somewhat responsible		Not very responsible		Not responsible at all		Don't know / No opinion		Total N
Hispanic Adults	25%	(254)	29%	(292)	19%	(192)	9%	(90)	17%	(171)	999
Mexican	24%	(112)	30%	(141)	18%	(86)	7%	(34)	20%	(92)	465
Puerto Rican	28%	(50)	32%	(58)	17%	(30)	8%	(14)	15%	(27)	179
Cuban	29%	(23)	17%	(14)	14%	(12)	18%	(15)	21%	(17)	81
Other South American	23%	(27)	36%	(43)	22%	(26)	9%	(11)	10%	(12)	119
Speaks only English at home	24%	(62)	35%	(92)	16%	(44)	7%	(20)	18%	(48)	265
Speaks mostly English at home	23%	(59)	25%	(64)	23%	(59)	9%	(22)	19%	(49)	254
Speaks both English and Spanish at home	26%	(85)	29%	(94)	18%	(59)	11%	(36)	15%	(50)	323
Speaks mostly Spanish at home	29%	(32)	27%	(30)	24%	(26)	8%	(9)	12%	(13)	111
Trump supporter	24%	(66)	26%	(70)	23%	(62)	11%	(31)	15%	(42)	272
Biden supporter	27%	(156)	32%	(184)	18%	(104)	8%	(45)	14%	(83)	573
Sports fans	26%	(185)	30%	(214)	20%	(147)	10%	(69)	14%	(102)	717
Avid sports fans	31%	(94)	29%	(88)	18%	(54)	11%	(32)	10%	(31)	299
Sports fans, Age: 18-34	20%	(50)	28%	(72)	26%	(66)	9%	(23)	17%	(43)	253
Sports fans, Age: 35-44	31%	(56)	30%	(54)	24%	(43)	7%	(13)	9%	(16)	182
Sports fans, Age: 45-64	28%	(58)	33%	(70)	16%	(33)	11%	(24)	12%	(25)	209
Sports fans, Age: 65+	28%	(20)	26%	(19)	8%	(6)	13%	(9)	25%	(18)	73
Movie studios should diversify teams	29%	(199)	31%	(217)	18%	(125)	9%	(60)	13%	(90)	691
Movie studios should diversify stories	30%	(176)	32%	(191)	17%	(102)	8%	(50)	13%	(76)	595
Concerned about Covid	27%	(233)	31%	(265)	18%	(156)	8%	(66)	16%	(135)	856
No experience with Covid	25%	(81)	24%	(78)	20%	(66)	9%	(28)	22%	(73)	326
Health care major factor for election	29%	(191)	33%	(214)	17%	(115)	8%	(51)	13%	(88)	658
Social media users	25%	(244)	30%	(290)	19%	(189)	9%	(90)	17%	(161)	975
WhatsApp users	28%	(131)	30%	(140)	20%	(95)	9%	(44)	13%	(64)	474
WeChat users	35%	(21)	27%	(16)	20%	(12)	11%	(7)	8%	(5)	61
Social media news source at least once a week	26%	(175)	31%	(210)	21%	(143)	8%	(53)	14%	(98)	679

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

Table MCFE42: Specifically, who do you think is most responsible for controlling the spread of conspiracy theories on social media platforms?

Demographic	The user who originally posts the false information	The users who share the original post	The social media company	American government institutions	Global governing bodies	Don't know / No opinion	Total N
Hispanic Adults	30% (298)	17% (169)	25% (253)	9% (89)	6% (59)	13% (131)	999
Gender: Male	29% (146)	16% (79)	29% (145)	11% (53)	6% (32)	9% (45)	500
Gender: Female	30% (151)	18% (90)	21% (107)	7% (37)	6% (28)	17% (86)	499
Age: 18-34	29% (109)	20% (75)	19% (74)	7% (28)	8% (29)	17% (64)	378
Age: 35-44	27% (59)	19% (42)	27% (59)	12% (27)	6% (13)	10% (22)	222
Age: 45-64	32% (92)	13% (36)	33% (95)	9% (25)	3% (8)	11% (32)	290
Age: 65+	34% (37)	15% (16)	23% (26)	9% (9)	8% (9)	12% (13)	110
GenZers: 1997-2012	35% (48)	20% (27)	15% (20)	8% (11)	3% (5)	19% (26)	137
Millennials: 1981-1996	26% (96)	18% (66)	23% (82)	9% (33)	9% (34)	14% (50)	361
GenXers: 1965-1980	29% (83)	17% (49)	31% (89)	10% (30)	2% (7)	10% (30)	289
Baby Boomers: 1946-1964	33% (63)	13% (25)	27% (52)	8% (14)	7% (13)	13% (25)	191
PID: Dem (no lean)	32% (143)	18% (82)	24% (107)	10% (43)	6% (27)	9% (42)	444
PID: Ind (no lean)	30% (96)	14% (46)	24% (76)	6% (18)	7% (23)	19% (61)	319
PID: Rep (no lean)	25% (59)	18% (41)	30% (70)	12% (28)	4% (9)	12% (28)	236
PID/Gender: Dem Men	36% (72)	18% (36)	26% (52)	9% (18)	5% (11)	5% (10)	199
PID/Gender: Dem Women	29% (71)	19% (46)	22% (55)	10% (25)	7% (17)	13% (32)	245
PID/Gender: Ind Men	28% (44)	13% (20)	29% (46)	8% (13)	9% (14)	12% (19)	156
PID/Gender: Ind Women	32% (51)	16% (25)	19% (30)	3% (5)	5% (8)	26% (42)	162
PID/Gender: Rep Men	21% (30)	16% (22)	34% (48)	15% (21)	5% (7)	11% (15)	144
PID/Gender: Rep Women	32% (29)	21% (19)	24% (22)	8% (7)	3% (2)	13% (12)	92
Ideo: Liberal (1-3)	29% (99)	20% (68)	27% (93)	10% (35)	7% (25)	6% (21)	341
Ideo: Moderate (4)	32% (108)	16% (56)	25% (83)	7% (23)	6% (22)	14% (46)	337
Ideo: Conservative (5-7)	32% (72)	16% (35)	26% (58)	11% (26)	3% (6)	13% (29)	227
Educ: < College	31% (182)	16% (91)	21% (124)	8% (47)	7% (38)	17% (97)	579
Educ: Bachelors degree	27% (70)	21% (55)	31% (81)	7% (18)	5% (12)	9% (25)	260
Educ: Post-grad	29% (46)	15% (23)	30% (48)	15% (24)	6% (9)	6% (9)	160
Income: Under 50k	31% (159)	16% (82)	21% (107)	8% (40)	6% (32)	18% (94)	514
Income: 50k-100k	29% (92)	18% (55)	28% (88)	12% (36)	6% (19)	8% (24)	313
Income: 100k+	27% (47)	19% (32)	34% (58)	8% (13)	5% (8)	8% (13)	171

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Table MCFE42: Specifically, who do you think is most responsible for controlling the spread of conspiracy theories on social media platforms?

Demographic	The user who originally posts the false information	The users who share the original post	The social media company	American government institutions	Global governing bodies	Don't know / No opinion	Total N
Hispanic Adults	30% (298)	17% (169)	25% (253)	9% (89)	6% (59)	13% (131)	999
Ethnicity: White	29% (184)	19% (120)	27% (174)	9% (56)	4% (27)	12% (73)	633
Ethnicity: Hispanic	30% (298)	17% (169)	25% (253)	9% (89)	6% (59)	13% (131)	999
Ethnicity: Black	31% (18)	20% (12)	24% (14)	5% (3)	10% (5)	10% (6)	57
Ethnicity: Other	31% (96)	12% (38)	21% (65)	10% (30)	9% (27)	17% (52)	309
All Christian	31% (170)	17% (91)	28% (154)	9% (52)	6% (36)	9% (51)	553
Agnostic/Nothing in particular	27% (64)	15% (35)	23% (55)	7% (15)	6% (13)	22% (51)	233
Something Else	28% (38)	19% (25)	15% (20)	13% (17)	6% (8)	19% (25)	133
Evangelical	30% (72)	17% (40)	24% (58)	11% (26)	7% (16)	11% (26)	238
Non-Evangelical	31% (133)	17% (76)	26% (111)	10% (41)	6% (26)	11% (48)	435
Community: Urban	31% (139)	17% (75)	26% (120)	9% (42)	7% (30)	10% (47)	454
Community: Suburban	29% (126)	17% (72)	26% (114)	8% (35)	6% (25)	14% (60)	431
Community: Rural	28% (32)	20% (23)	17% (19)	11% (12)	3% (4)	21% (24)	114
Employ: Private Sector	29% (107)	19% (71)	30% (111)	10% (37)	5% (18)	7% (25)	370
Employ: Government	26% (19)	22% (16)	17% (13)	19% (14)	7% (6)	9% (7)	75
Employ: Self-Employed	37% (35)	9% (9)	25% (23)	12% (11)	5% (5)	12% (11)	95
Employ: Student	23% (14)	20% (13)	20% (13)	4% (2)	6% (4)	27% (17)	64
Employ: Retired	29% (35)	16% (19)	27% (33)	8% (9)	7% (8)	13% (16)	120
Employ: Unemployed	33% (52)	15% (23)	21% (33)	4% (7)	6% (10)	20% (31)	156
Employ: Other	26% (18)	11% (8)	29% (20)	8% (5)	9% (6)	18% (12)	70
Military HH: Yes	30% (35)	15% (17)	29% (34)	12% (14)	6% (7)	8% (10)	117
Military HH: No	30% (263)	17% (152)	25% (218)	9% (76)	6% (53)	14% (121)	882
RD/WT: Right Direction	26% (69)	17% (47)	29% (79)	11% (29)	5% (13)	13% (34)	270
RD/WT: Wrong Track	31% (228)	17% (122)	24% (174)	8% (61)	6% (47)	13% (97)	729
Trump Job Approve	27% (86)	15% (49)	27% (86)	10% (33)	6% (20)	14% (46)	320
Trump Job Disapprove	32% (204)	19% (117)	25% (159)	9% (54)	6% (36)	10% (63)	633

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Table MCFE42: Specifically, who do you think is most responsible for controlling the spread of conspiracy theories on social media platforms?

Demographic	The user who originally posts the false information	The users who share the original post	The social media company	American government institutions	Global governing bodies	Don't know / No opinion	Total N
Hispanic Adults	30% (298)	17% (169)	25% (253)	9% (89)	6% (59)	13% (131)	999
Trump Job Strongly Approve	26% (44)	13% (23)	29% (49)	14% (24)	5% (9)	13% (22)	170
Trump Job Somewhat Approve	28% (42)	18% (26)	25% (37)	6% (10)	7% (11)	16% (24)	150
Trump Job Somewhat Disapprove	33% (44)	21% (29)	21% (29)	6% (8)	9% (11)	9% (12)	134
Trump Job Strongly Disapprove	32% (159)	18% (89)	26% (130)	9% (46)	5% (25)	10% (50)	499
Favorable of Trump	29% (93)	15% (49)	27% (88)	10% (33)	6% (19)	12% (38)	318
Unfavorable of Trump	31% (194)	19% (117)	25% (155)	9% (54)	6% (36)	11% (66)	622
Very Favorable of Trump	26% (46)	14% (25)	28% (51)	13% (23)	6% (12)	13% (24)	180
Somewhat Favorable of Trump	34% (47)	17% (24)	27% (37)	7% (10)	5% (7)	10% (14)	138
Somewhat Unfavorable of Trump	32% (34)	24% (25)	19% (21)	8% (9)	7% (8)	10% (11)	106
Very Unfavorable of Trump	31% (160)	18% (92)	26% (135)	9% (45)	5% (28)	11% (56)	515
#1 Issue: Economy	33% (128)	17% (66)	24% (95)	8% (30)	5% (19)	13% (51)	388
#1 Issue: Security	28% (21)	11% (9)	34% (26)	7% (5)	5% (4)	15% (12)	77
#1 Issue: Health Care	28% (60)	16% (33)	30% (63)	13% (27)	5% (11)	9% (19)	213
#1 Issue: Medicare / Social Security	37% (28)	19% (15)	16% (12)	8% (6)	8% (6)	13% (10)	76
#1 Issue: Women's Issues	24% (15)	20% (13)	22% (15)	12% (8)	4% (3)	18% (12)	65
#1 Issue: Education	25% (14)	26% (15)	27% (16)	5% (3)	8% (5)	8% (5)	57
#1 Issue: Energy	35% (19)	16% (9)	21% (12)	10% (5)	8% (4)	10% (6)	56
#1 Issue: Other	17% (12)	16% (10)	23% (15)	8% (5)	11% (8)	25% (17)	67
2018 House Vote: Democrat	32% (119)	18% (68)	26% (95)	10% (37)	8% (29)	7% (24)	373
2018 House Vote: Republican	29% (59)	16% (33)	30% (62)	11% (23)	3% (6)	10% (21)	205
2016 Vote: Hillary Clinton	31% (113)	18% (66)	26% (96)	10% (35)	7% (26)	8% (27)	364
2016 Vote: Donald Trump	27% (59)	16% (35)	32% (68)	10% (22)	4% (8)	12% (26)	217
2016 Vote: Didn't Vote	30% (113)	17% (65)	20% (77)	8% (30)	6% (23)	19% (74)	382
Voted in 2014: Yes	29% (143)	19% (95)	28% (142)	9% (44)	7% (33)	9% (44)	502
Voted in 2014: No	31% (155)	15% (74)	22% (111)	9% (45)	5% (27)	17% (86)	497
2012 Vote: Barack Obama	29% (109)	18% (68)	29% (109)	9% (34)	8% (30)	8% (32)	382
2012 Vote: Mitt Romney	27% (34)	13% (17)	32% (41)	12% (15)	3% (3)	13% (17)	128
2012 Vote: Didn't Vote	32% (148)	17% (80)	20% (94)	8% (40)	5% (25)	17% (80)	468

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Table MCFE42: Specifically, who do you think is most responsible for controlling the spread of conspiracy theories on social media platforms?

Demographic	The user who originally posts the false information	The users who share the original post	The social media company	American government institutions	Global governing bodies	Don't know / No opinion	Total N
Hispanic Adults	30% (298)	17% (169)	25% (253)	9% (89)	6% (59)	13% (131)	999
4-Region: Northeast	31% (53)	20% (34)	27% (46)	7% (12)	5% (9)	10% (17)	170
4-Region: Midwest	33% (32)	14% (14)	22% (21)	12% (12)	12% (11)	8% (7)	97
4-Region: South	31% (139)	19% (86)	24% (108)	8% (34)	5% (23)	12% (55)	445
4-Region: West	26% (75)	13% (36)	27% (77)	11% (31)	5% (16)	18% (52)	286
Mexican	33% (153)	17% (80)	22% (101)	9% (42)	6% (28)	13% (61)	465
Puerto Rican	28% (50)	14% (26)	27% (49)	8% (14)	9% (17)	14% (25)	179
Cuban	24% (20)	15% (12)	28% (23)	8% (6)	3% (2)	22% (18)	81
Other South American	28% (34)	19% (23)	36% (43)	7% (9)	5% (6)	5% (6)	119
Speaks only English at home	33% (87)	14% (38)	27% (72)	8% (21)	5% (14)	12% (32)	265
Speaks mostly English at home	31% (79)	18% (45)	25% (63)	8% (20)	5% (14)	13% (33)	254
Speaks both English and Spanish at home	28% (91)	19% (60)	24% (78)	10% (31)	6% (19)	14% (45)	323
Speaks mostly Spanish at home	25% (28)	20% (22)	26% (29)	10% (11)	7% (8)	12% (13)	111
Trump supporter	26% (70)	17% (46)	28% (77)	11% (30)	5% (14)	13% (34)	272
Biden supporter	32% (182)	18% (102)	25% (143)	9% (54)	6% (37)	10% (56)	573
Sports fans	30% (217)	17% (124)	26% (188)	10% (72)	6% (45)	10% (71)	717
Avid sports fans	31% (91)	17% (51)	30% (89)	11% (32)	4% (13)	7% (22)	299
Sports fans, Age: 18-34	28% (72)	20% (52)	22% (56)	8% (19)	10% (24)	12% (30)	253
Sports fans, Age: 35-44	27% (50)	19% (34)	27% (50)	14% (25)	5% (8)	8% (14)	182
Sports fans, Age: 45-64	34% (71)	12% (24)	31% (66)	10% (21)	3% (7)	10% (20)	209
Sports fans, Age: 65+	33% (24)	19% (14)	23% (17)	8% (6)	8% (6)	9% (6)	73
Movie studios should diversify teams	32% (224)	17% (117)	27% (185)	9% (63)	5% (36)	9% (65)	691
Movie studios should diversify stories	32% (190)	17% (100)	26% (155)	10% (59)	6% (36)	9% (55)	595
Concerned about Covid	31% (262)	17% (147)	25% (214)	10% (82)	6% (52)	12% (99)	856
No experience with Covid	25% (81)	14% (45)	23% (75)	10% (32)	5% (16)	23% (76)	326
Health care major factor for election	31% (202)	17% (109)	27% (175)	9% (62)	6% (39)	11% (72)	658
Social media users	30% (291)	17% (168)	25% (246)	9% (89)	6% (58)	13% (123)	975
WhatsApp users	29% (137)	18% (87)	26% (124)	9% (45)	6% (31)	11% (51)	474
WeChat users	30% (18)	14% (8)	19% (12)	20% (12)	11% (7)	6% (4)	61

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Table MCFE42: Specifically, who do you think is most responsible for controlling the spread of conspiracy theories on social media platforms?

Demographic	The user who originally posts the false information	The users who share the original post	The social media company	American government institutions	Global governing bodies	Don't know / No opinion	Total N
Hispanic Adults	30% (298)	17% (169)	25% (253)	9% (89)	6% (59)	13% (131)	999
Social media news source at least once a week	31% (208)	19% (126)	24% (162)	9% (64)	6% (42)	11% (77)	679

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

Table MCFE43_1: *And specifically, who do you think is most responsible for controlling the following on social media platforms?*
The spread of false information about the U.S. election

Demographic	The user who originally posts the false information	The users who share the original post	The social media company	American government institutions	Global governing bodies	Don't know / No opinion	Total N
Hispanic Adults	23% (228)	15% (153)	25% (251)	16% (155)	8% (78)	13% (134)	999
Gender: Male	22% (110)	16% (80)	29% (144)	15% (73)	9% (43)	10% (48)	500
Gender: Female	24% (118)	14% (72)	21% (106)	16% (82)	7% (34)	17% (86)	499
Age: 18-34	24% (89)	16% (60)	22% (83)	15% (55)	9% (34)	15% (56)	378
Age: 35-44	17% (38)	18% (39)	25% (56)	18% (40)	10% (21)	12% (27)	222
Age: 45-64	23% (68)	13% (36)	30% (86)	14% (39)	6% (19)	15% (42)	290
Age: 65+	30% (33)	15% (17)	23% (25)	19% (21)	3% (4)	9% (9)	110
GenZers: 1997-2012	25% (35)	17% (24)	17% (23)	14% (20)	8% (11)	17% (24)	137
Millennials: 1981-1996	19% (70)	17% (60)	26% (94)	16% (59)	10% (36)	12% (42)	361
GenXers: 1965-1980	23% (66)	13% (37)	26% (75)	16% (47)	8% (22)	15% (43)	289
Baby Boomers: 1946-1964	27% (52)	16% (31)	24% (47)	15% (30)	4% (8)	13% (24)	191
PID: Dem (no lean)	22% (97)	17% (77)	24% (106)	19% (86)	9% (38)	9% (39)	444
PID: Ind (no lean)	22% (70)	12% (38)	24% (78)	13% (42)	6% (20)	22% (71)	319
PID: Rep (no lean)	26% (61)	16% (37)	28% (67)	12% (27)	8% (19)	10% (25)	236
PID/Gender: Dem Men	21% (42)	21% (42)	26% (51)	16% (31)	9% (19)	7% (14)	199
PID/Gender: Dem Women	23% (55)	14% (35)	22% (55)	22% (55)	8% (20)	10% (25)	245
PID/Gender: Ind Men	21% (34)	10% (16)	30% (47)	16% (24)	8% (12)	15% (23)	156
PID/Gender: Ind Women	23% (37)	14% (22)	19% (31)	11% (17)	5% (8)	29% (47)	162
PID/Gender: Rep Men	24% (35)	15% (22)	32% (46)	12% (17)	9% (12)	8% (11)	144
PID/Gender: Rep Women	28% (26)	16% (15)	23% (21)	11% (10)	7% (7)	15% (13)	92
Ideo: Liberal (1-3)	21% (70)	17% (59)	25% (87)	22% (74)	9% (31)	6% (21)	341
Ideo: Moderate (4)	25% (85)	14% (49)	28% (93)	11% (38)	8% (27)	13% (45)	337
Ideo: Conservative (5-7)	25% (57)	16% (36)	26% (60)	15% (33)	4% (9)	14% (31)	227
Educ: < College	23% (134)	15% (88)	22% (127)	14% (84)	8% (45)	17% (101)	579
Educ: Bachelors degree	21% (55)	17% (45)	29% (75)	16% (41)	8% (21)	9% (23)	260
Educ: Post-grad	25% (40)	12% (19)	30% (48)	19% (31)	7% (11)	6% (10)	160

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Table MCFE43_1: And specifically, who do you think is most responsible for controlling the following on social media platforms?
The spread of false information about the U.S. election

Demographic	The user who originally posts the false information	The users who share the original post	The social media company	American government institutions	Global governing bodies	Don't know / No opinion	Total N
Hispanic Adults	23% (228)	15% (153)	25% (251)	16% (155)	8% (78)	13% (134)	999
Income: Under 50k	24% (124)	13% (65)	21% (107)	15% (79)	7% (37)	20% (103)	514
Income: 50k-100k	22% (70)	18% (56)	28% (87)	17% (52)	9% (29)	6% (20)	313
Income: 100k+	20% (35)	19% (32)	33% (56)	15% (25)	7% (12)	7% (11)	171
Ethnicity: White	23% (146)	14% (90)	26% (165)	16% (101)	9% (56)	12% (75)	633
Ethnicity: Hispanic	23% (228)	15% (153)	25% (251)	16% (155)	8% (78)	13% (134)	999
Ethnicity: Black	17% (10)	24% (14)	22% (13)	18% (10)	7% (4)	12% (7)	57
Ethnicity: Other	23% (72)	16% (49)	24% (73)	14% (44)	6% (18)	17% (52)	309
All Christian	22% (124)	15% (83)	29% (161)	17% (92)	6% (35)	11% (59)	553
Agnostic/Nothing in particular	20% (47)	17% (39)	22% (50)	14% (32)	8% (18)	20% (47)	233
Something Else	25% (34)	13% (17)	13% (18)	18% (24)	13% (17)	18% (24)	133
Evangelical	23% (54)	14% (34)	27% (64)	16% (38)	8% (20)	12% (29)	238
Non-Evangelical	24% (104)	14% (62)	26% (111)	17% (75)	7% (31)	12% (51)	435
Community: Urban	23% (102)	17% (76)	22% (101)	16% (71)	10% (44)	13% (60)	454
Community: Suburban	23% (101)	14% (59)	29% (126)	15% (64)	6% (25)	13% (56)	431
Community: Rural	22% (25)	15% (18)	20% (23)	18% (20)	8% (9)	16% (18)	114
Employ: Private Sector	22% (80)	16% (60)	29% (108)	17% (63)	8% (30)	8% (28)	370
Employ: Government	24% (18)	16% (12)	15% (11)	25% (19)	11% (8)	9% (7)	75
Employ: Self-Employed	22% (21)	16% (15)	28% (27)	13% (12)	11% (10)	11% (10)	95
Employ: Student	24% (15)	15% (9)	20% (13)	11% (7)	5% (3)	26% (16)	64
Employ: Retired	31% (37)	14% (17)	24% (29)	15% (18)	3% (3)	13% (16)	120
Employ: Unemployed	20% (31)	19% (29)	21% (32)	11% (17)	8% (13)	22% (34)	156
Employ: Other	14% (10)	12% (8)	25% (18)	16% (11)	12% (8)	22% (15)	70
Military HH: Yes	22% (26)	15% (17)	23% (27)	19% (22)	13% (15)	9% (11)	117
Military HH: No	23% (203)	15% (136)	25% (224)	15% (133)	7% (63)	14% (123)	882
RD/WT: Right Direction	25% (67)	17% (46)	24% (64)	13% (34)	8% (22)	13% (36)	270
RD/WT: Wrong Track	22% (161)	15% (106)	26% (186)	17% (121)	8% (55)	14% (98)	729

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Table MCFE43_1: And specifically, who do you think is most responsible for controlling the following on social media platforms?
The spread of false information about the U.S. election

Demographic	The user who originally posts the false information	The users who share the original post	The social media company	American government institutions	Global governing bodies	Don't know / No opinion	Total N
Hispanic Adults	23% (228)	15% (153)	25% (251)	16% (155)	8% (78)	13% (134)	999
Trump Job Approve	26% (83)	15% (47)	27% (87)	12% (39)	7% (22)	13% (42)	320
Trump Job Disapprove	23% (142)	16% (100)	25% (160)	18% (114)	8% (50)	10% (66)	633
Trump Job Strongly Approve	22% (38)	15% (25)	31% (52)	12% (21)	7% (12)	13% (22)	170
Trump Job Somewhat Approve	30% (45)	14% (22)	23% (35)	12% (18)	6% (10)	13% (20)	150
Trump Job Somewhat Disapprove	26% (34)	15% (20)	18% (24)	23% (30)	12% (16)	7% (9)	134
Trump Job Strongly Disapprove	22% (108)	16% (80)	27% (136)	17% (84)	7% (34)	11% (57)	499
Favorable of Trump	27% (85)	16% (50)	27% (86)	12% (37)	7% (23)	12% (38)	318
Unfavorable of Trump	22% (138)	16% (98)	25% (154)	19% (116)	8% (50)	10% (65)	622
Very Favorable of Trump	23% (41)	15% (28)	33% (59)	11% (19)	6% (11)	12% (22)	180
Somewhat Favorable of Trump	32% (44)	16% (22)	19% (27)	13% (18)	9% (13)	11% (16)	138
Somewhat Unfavorable of Trump	27% (29)	14% (15)	21% (23)	19% (21)	12% (13)	6% (7)	106
Very Unfavorable of Trump	21% (109)	16% (84)	26% (132)	18% (95)	7% (37)	11% (58)	515
#1 Issue: Economy	25% (97)	16% (63)	24% (91)	14% (56)	7% (29)	13% (52)	388
#1 Issue: Security	26% (20)	18% (14)	28% (22)	9% (7)	7% (5)	12% (9)	77
#1 Issue: Health Care	20% (42)	16% (34)	29% (63)	18% (39)	9% (18)	8% (17)	213
#1 Issue: Medicare / Social Security	29% (22)	11% (8)	25% (19)	20% (15)	2% (2)	14% (10)	76
#1 Issue: Women's Issues	25% (16)	10% (7)	18% (12)	19% (12)	10% (6)	19% (12)	65
#1 Issue: Education	24% (14)	18% (10)	21% (12)	13% (7)	10% (6)	14% (8)	57
#1 Issue: Energy	20% (11)	19% (11)	27% (15)	15% (8)	9% (5)	10% (6)	56
#1 Issue: Other	11% (7)	10% (7)	26% (17)	15% (10)	10% (6)	29% (19)	67
2018 House Vote: Democrat	23% (85)	16% (61)	27% (102)	19% (70)	8% (30)	7% (25)	373
2018 House Vote: Republican	24% (49)	15% (31)	29% (60)	12% (25)	9% (18)	10% (21)	205
2016 Vote: Hillary Clinton	23% (84)	16% (59)	26% (96)	20% (72)	8% (27)	7% (25)	364
2016 Vote: Donald Trump	25% (55)	15% (33)	31% (67)	11% (24)	8% (17)	10% (22)	217
2016 Vote: Didn't Vote	21% (80)	14% (55)	21% (82)	15% (58)	8% (30)	20% (77)	382
Voted in 2014: Yes	24% (119)	16% (81)	27% (137)	16% (82)	7% (37)	9% (46)	502
Voted in 2014: No	22% (109)	14% (72)	23% (114)	15% (74)	8% (40)	18% (88)	497

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Table MCFE43_1: And specifically, who do you think is most responsible for controlling the following on social media platforms?
The spread of false information about the U.S. election

Demographic	The user who originally posts the false information	The users who share the original post	The social media company	American government institutions	Global governing bodies	Don't know / No opinion	Total N
Hispanic Adults	23% (228)	15% (153)	25% (251)	16% (155)	8% (78)	13% (134)	999
2012 Vote: Barack Obama	22% (83)	17% (64)	26% (100)	19% (73)	8% (32)	7% (29)	382
2012 Vote: Mitt Romney	25% (32)	13% (16)	37% (47)	9% (11)	7% (9)	9% (12)	128
2012 Vote: Didn't Vote	23% (107)	15% (70)	21% (97)	15% (70)	8% (36)	19% (88)	468
4-Region: Northeast	21% (35)	15% (26)	28% (47)	14% (24)	7% (13)	15% (26)	170
4-Region: Midwest	17% (17)	18% (17)	28% (27)	20% (20)	8% (8)	9% (9)	97
4-Region: South	26% (114)	14% (63)	27% (120)	15% (66)	8% (34)	11% (48)	445
4-Region: West	22% (62)	16% (47)	20% (57)	16% (45)	8% (23)	18% (51)	286
Mexican	23% (106)	17% (77)	24% (111)	16% (73)	7% (34)	14% (64)	465
Puerto Rican	17% (30)	10% (18)	30% (54)	16% (29)	9% (16)	18% (32)	179
Cuban	23% (19)	9% (8)	21% (17)	21% (17)	10% (8)	14% (12)	81
Other South American	25% (30)	16% (20)	29% (34)	14% (17)	7% (8)	8% (10)	119
Speaks only English at home	24% (64)	14% (38)	28% (73)	14% (38)	8% (21)	12% (32)	265
Speaks mostly English at home	22% (57)	19% (48)	23% (58)	15% (38)	6% (16)	15% (38)	254
Speaks both English and Spanish at home	24% (77)	13% (43)	25% (79)	15% (49)	9% (28)	15% (47)	323
Speaks mostly Spanish at home	17% (19)	17% (18)	26% (29)	21% (23)	9% (10)	10% (11)	111
Trump supporter	27% (74)	15% (42)	27% (74)	14% (37)	6% (17)	10% (28)	272
Biden supporter	22% (125)	16% (91)	26% (148)	18% (105)	8% (48)	10% (56)	573
Sports fans	25% (176)	16% (116)	27% (191)	16% (114)	8% (54)	9% (67)	717
Avid sports fans	23% (70)	17% (50)	29% (88)	13% (39)	10% (30)	7% (22)	299
Sports fans, Age: 18-34	27% (69)	18% (45)	24% (60)	15% (38)	8% (21)	8% (21)	253
Sports fans, Age: 35-44	18% (33)	18% (32)	27% (50)	18% (33)	9% (17)	9% (17)	182
Sports fans, Age: 45-64	24% (51)	13% (28)	30% (63)	15% (32)	6% (13)	11% (24)	209
Sports fans, Age: 65+	31% (23)	16% (11)	26% (19)	17% (12)	3% (2)	7% (5)	73
Movie studios should diversify teams	24% (164)	15% (106)	27% (187)	16% (111)	9% (60)	9% (62)	691
Movie studios should diversify stories	23% (138)	15% (92)	26% (153)	18% (106)	9% (53)	9% (52)	595
Concerned about Covid	23% (193)	16% (138)	25% (213)	17% (142)	8% (69)	12% (100)	856
No experience with Covid	25% (83)	11% (36)	26% (84)	11% (36)	6% (18)	21% (70)	326

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Table MCFE43_1: *And specifically, who do you think is most responsible for controlling the following on social media platforms?*
The spread of false information about the U.S. election

Demographic	The user who originally posts the false information	The users who share the original post	The social media company	American government institutions	Global governing bodies	Don't know / No opinion	Total N
Hispanic Adults	23% (228)	15% (153)	25% (251)	16% (155)	8% (78)	13% (134)	999
Health care major factor for election	22% (142)	16% (107)	27% (181)	16% (107)	7% (48)	11% (73)	658
Social media users	23% (224)	16% (152)	25% (246)	16% (153)	8% (77)	13% (124)	975
WhatsApp users	22% (106)	17% (79)	25% (118)	17% (80)	9% (41)	10% (49)	474
WeChat users	21% (13)	17% (11)	21% (13)	24% (15)	13% (8)	4% (2)	61
Social media news source at least once a week	24% (161)	16% (111)	26% (174)	15% (104)	8% (55)	11% (74)	679

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

Table MCFE43_2: And specifically, who do you think is most responsible for controlling the following on social media platforms?
The spread of false information about the COVID-19 pandemic (coronavirus)

Demographic	The user who originally posts the false information	The users who share the original post	The social media company	American government institutions	Global governing bodies	Don't know / No opinion	Total N
Hispanic Adults	23% (228)	15% (152)	24% (244)	17% (170)	7% (70)	14% (137)	999
Gender: Male	23% (115)	16% (82)	30% (149)	15% (73)	6% (31)	10% (49)	500
Gender: Female	23% (112)	14% (70)	19% (95)	19% (96)	8% (39)	17% (87)	499
Age: 18-34	24% (89)	16% (59)	22% (83)	14% (53)	9% (32)	16% (60)	378
Age: 35-44	19% (42)	20% (45)	27% (60)	17% (37)	6% (14)	11% (24)	222
Age: 45-64	22% (62)	12% (35)	27% (78)	20% (58)	6% (18)	13% (38)	290
Age: 65+	31% (34)	11% (12)	20% (23)	19% (21)	5% (6)	13% (14)	110
GenZers: 1997-2012	26% (36)	13% (18)	15% (20)	16% (22)	10% (14)	20% (27)	137
Millennials: 1981-1996	21% (75)	18% (65)	27% (99)	14% (52)	8% (30)	11% (41)	361
GenXers: 1965-1980	21% (59)	16% (46)	25% (73)	19% (56)	5% (15)	14% (39)	289
Baby Boomers: 1946-1964	26% (50)	12% (23)	23% (45)	20% (38)	4% (7)	15% (28)	191
PID: Dem (no lean)	21% (94)	14% (64)	26% (117)	21% (93)	7% (33)	10% (42)	444
PID: Ind (no lean)	23% (73)	15% (48)	19% (62)	15% (48)	6% (19)	21% (68)	319
PID: Rep (no lean)	26% (61)	17% (39)	27% (65)	12% (28)	7% (17)	11% (26)	236
PID/Gender: Dem Men	21% (41)	19% (37)	30% (60)	15% (31)	7% (15)	7% (15)	199
PID/Gender: Dem Women	22% (53)	11% (27)	23% (56)	26% (63)	8% (18)	11% (28)	245
PID/Gender: Ind Men	23% (36)	13% (21)	26% (40)	17% (27)	7% (10)	14% (22)	156
PID/Gender: Ind Women	23% (37)	17% (27)	13% (22)	13% (22)	6% (9)	28% (46)	162
PID/Gender: Rep Men	26% (38)	17% (24)	33% (48)	11% (16)	4% (6)	9% (12)	144
PID/Gender: Rep Women	25% (23)	17% (15)	18% (17)	13% (12)	12% (11)	15% (14)	92
Ideo: Liberal (1-3)	23% (77)	13% (46)	27% (92)	21% (72)	9% (31)	7% (23)	341
Ideo: Moderate (4)	24% (80)	17% (56)	24% (81)	14% (46)	7% (24)	15% (50)	337
Ideo: Conservative (5-7)	24% (55)	15% (34)	26% (60)	17% (38)	4% (10)	13% (30)	227
Educ: < College	23% (133)	15% (87)	20% (113)	17% (97)	8% (47)	18% (104)	579
Educ: Bachelors degree	24% (61)	17% (43)	33% (86)	13% (33)	6% (15)	8% (21)	260
Educ: Post-grad	21% (34)	14% (22)	28% (45)	25% (40)	5% (8)	7% (12)	160

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Table MCFE43_2: And specifically, who do you think is most responsible for controlling the following on social media platforms?
The spread of false information about the COVID-19 pandemic (coronavirus)

Demographic	The user who originally posts the false information	The users who share the original post	The social media company	American government institutions	Global governing bodies	Don't know / No opinion	Total N
Hispanic Adults	23% (228)	15% (152)	24% (244)	17% (170)	7% (70)	14% (137)	999
Income: Under 50k	23% (120)	14% (70)	20% (103)	17% (88)	7% (35)	19% (98)	514
Income: 50k-100k	23% (71)	16% (51)	28% (86)	17% (54)	7% (22)	9% (29)	313
Income: 100k+	22% (37)	18% (30)	32% (55)	17% (28)	7% (12)	5% (9)	171
Ethnicity: White	24% (153)	15% (96)	26% (163)	16% (101)	7% (43)	12% (77)	633
Ethnicity: Hispanic	23% (228)	15% (152)	24% (244)	17% (170)	7% (70)	14% (137)	999
Ethnicity: Black	19% (11)	14% (8)	22% (13)	23% (13)	11% (7)	11% (6)	57
Ethnicity: Other	21% (64)	16% (48)	22% (68)	18% (56)	6% (20)	17% (53)	309
All Christian	24% (133)	16% (86)	27% (147)	16% (88)	6% (35)	11% (64)	553
Agnostic/Nothing in particular	21% (48)	12% (27)	24% (57)	16% (38)	6% (15)	21% (48)	233
Something Else	23% (31)	17% (23)	11% (15)	21% (29)	12% (16)	15% (20)	133
Evangelical	26% (63)	12% (30)	23% (56)	17% (41)	7% (16)	14% (33)	238
Non-Evangelical	23% (99)	18% (78)	24% (105)	16% (71)	8% (34)	11% (48)	435
Community: Urban	22% (101)	17% (76)	23% (102)	19% (86)	7% (34)	12% (55)	454
Community: Suburban	22% (95)	14% (62)	27% (116)	15% (67)	7% (31)	14% (61)	431
Community: Rural	28% (32)	11% (13)	22% (25)	15% (17)	5% (5)	18% (21)	114
Employ: Private Sector	22% (83)	16% (58)	32% (117)	16% (59)	8% (28)	7% (27)	370
Employ: Government	22% (16)	16% (12)	17% (13)	24% (18)	8% (6)	12% (9)	75
Employ: Self-Employed	21% (20)	15% (14)	27% (26)	21% (20)	6% (6)	10% (9)	95
Employ: Student	20% (13)	7% (4)	20% (13)	15% (9)	9% (6)	30% (19)	64
Employ: Retired	30% (36)	9% (11)	20% (24)	21% (25)	4% (5)	16% (19)	120
Employ: Unemployed	20% (31)	21% (32)	19% (29)	14% (22)	6% (10)	20% (31)	156
Employ: Other	17% (12)	20% (14)	21% (15)	11% (8)	9% (6)	21% (15)	70
Military HH: Yes	31% (36)	17% (20)	16% (19)	17% (20)	9% (11)	10% (11)	117
Military HH: No	22% (191)	15% (132)	26% (225)	17% (150)	7% (59)	14% (125)	882
RD/WT: Right Direction	24% (64)	17% (46)	25% (68)	16% (42)	7% (18)	12% (32)	270
RD/WT: Wrong Track	22% (163)	15% (106)	24% (175)	18% (128)	7% (52)	14% (105)	729

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Table MCFE43_2: And specifically, who do you think is most responsible for controlling the following on social media platforms?
The spread of false information about the COVID-19 pandemic (coronavirus)

Demographic	The user who originally posts the false information	The users who share the original post	The social media company	American government institutions	Global governing bodies	Don't know / No opinion	Total N
Hispanic Adults	23% (228)	15% (152)	24% (244)	17% (170)	7% (70)	14% (137)	999
Trump Job Approve	25% (80)	15% (48)	24% (77)	15% (48)	7% (23)	14% (44)	320
Trump Job Disapprove	23% (143)	15% (98)	26% (162)	19% (118)	7% (44)	11% (69)	633
Trump Job Strongly Approve	24% (41)	13% (23)	29% (49)	12% (21)	7% (13)	15% (25)	170
Trump Job Somewhat Approve	26% (39)	17% (25)	19% (28)	18% (27)	7% (10)	13% (19)	150
Trump Job Somewhat Disapprove	30% (40)	19% (26)	21% (28)	17% (23)	6% (8)	7% (9)	134
Trump Job Strongly Disapprove	21% (103)	14% (72)	27% (134)	19% (95)	7% (35)	12% (60)	499
Favorable of Trump	25% (80)	16% (51)	25% (80)	16% (51)	5% (17)	12% (39)	318
Unfavorable of Trump	22% (140)	15% (93)	25% (155)	18% (115)	8% (50)	11% (70)	622
Very Favorable of Trump	24% (43)	13% (23)	33% (58)	12% (21)	6% (11)	13% (23)	180
Somewhat Favorable of Trump	27% (37)	20% (28)	16% (21)	22% (30)	5% (7)	11% (16)	138
Somewhat Unfavorable of Trump	33% (35)	17% (18)	22% (24)	12% (13)	9% (10)	7% (7)	106
Very Unfavorable of Trump	20% (105)	14% (75)	25% (131)	20% (102)	8% (40)	12% (63)	515
#1 Issue: Economy	27% (104)	15% (58)	26% (99)	12% (48)	6% (25)	14% (54)	388
#1 Issue: Security	22% (17)	20% (16)	31% (24)	8% (6)	5% (4)	14% (11)	77
#1 Issue: Health Care	18% (37)	17% (35)	28% (60)	22% (46)	8% (18)	8% (17)	213
#1 Issue: Medicare / Social Security	27% (20)	7% (5)	18% (14)	26% (20)	7% (5)	15% (11)	76
#1 Issue: Women's Issues	19% (12)	17% (11)	15% (9)	21% (14)	8% (5)	20% (13)	65
#1 Issue: Education	25% (14)	23% (13)	11% (7)	23% (13)	8% (4)	11% (6)	57
#1 Issue: Energy	20% (11)	14% (8)	26% (14)	20% (11)	7% (4)	13% (7)	56
#1 Issue: Other	17% (11)	7% (5)	25% (17)	17% (11)	7% (4)	27% (18)	67
2018 House Vote: Democrat	22% (84)	14% (54)	29% (109)	18% (68)	8% (30)	8% (28)	373
2018 House Vote: Republican	27% (54)	15% (31)	28% (57)	12% (24)	8% (16)	11% (22)	205
2016 Vote: Hillary Clinton	23% (85)	15% (55)	29% (105)	18% (66)	7% (26)	7% (27)	364
2016 Vote: Donald Trump	26% (57)	16% (34)	29% (62)	13% (28)	6% (13)	11% (23)	217
2016 Vote: Didn't Vote	20% (78)	15% (57)	19% (71)	18% (71)	8% (30)	20% (75)	382
Voted in 2014: Yes	24% (123)	15% (76)	27% (137)	16% (82)	7% (33)	10% (52)	502
Voted in 2014: No	21% (105)	15% (75)	22% (107)	18% (88)	7% (37)	17% (85)	497

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Table MCFE43_2: And specifically, who do you think is most responsible for controlling the following on social media platforms?
The spread of false information about the COVID-19 pandemic (coronavirus)

Demographic	The user who originally posts the false information	The users who share the original post	The social media company	American government institutions	Global governing bodies	Don't know / No opinion	Total N
Hispanic Adults	23% (228)	15% (152)	24% (244)	17% (170)	7% (70)	14% (137)	999
2012 Vote: Barack Obama	21% (81)	15% (56)	29% (111)	19% (74)	7% (27)	9% (33)	382
2012 Vote: Mitt Romney	27% (34)	12% (15)	31% (40)	13% (16)	7% (9)	11% (14)	128
2012 Vote: Didn't Vote	23% (107)	17% (79)	18% (85)	17% (79)	7% (33)	18% (84)	468
4-Region: Northeast	19% (33)	17% (29)	25% (43)	16% (26)	8% (14)	14% (24)	170
4-Region: Midwest	25% (24)	20% (19)	25% (24)	12% (12)	8% (8)	11% (11)	97
4-Region: South	26% (115)	13% (56)	25% (112)	18% (80)	7% (29)	12% (52)	445
4-Region: West	19% (55)	17% (47)	22% (64)	18% (51)	7% (19)	17% (50)	286
Mexican	23% (107)	17% (80)	23% (107)	16% (74)	7% (31)	14% (67)	465
Puerto Rican	14% (26)	12% (22)	28% (50)	21% (37)	7% (13)	18% (32)	179
Cuban	23% (18)	13% (10)	20% (16)	18% (15)	13% (10)	13% (11)	81
Other South American	26% (31)	20% (24)	27% (32)	13% (16)	6% (7)	8% (10)	119
Speaks only English at home	22% (59)	14% (37)	28% (75)	16% (44)	7% (18)	12% (33)	265
Speaks mostly English at home	23% (58)	15% (38)	22% (55)	17% (44)	7% (18)	16% (42)	254
Speaks both English and Spanish at home	21% (67)	16% (51)	25% (81)	17% (54)	8% (26)	14% (45)	323
Speaks mostly Spanish at home	28% (31)	18% (20)	21% (24)	20% (22)	4% (4)	9% (10)	111
Trump supporter	25% (69)	17% (46)	25% (69)	14% (39)	6% (16)	12% (32)	272
Biden supporter	22% (127)	15% (83)	26% (152)	19% (108)	8% (45)	10% (58)	573
Sports fans	24% (175)	16% (116)	26% (184)	17% (125)	7% (48)	10% (70)	717
Avid sports fans	23% (68)	18% (53)	29% (87)	14% (43)	7% (20)	10% (29)	299
Sports fans, Age: 18-34	27% (68)	17% (43)	24% (61)	15% (38)	8% (20)	9% (23)	253
Sports fans, Age: 35-44	19% (35)	21% (38)	28% (51)	17% (30)	7% (12)	9% (15)	182
Sports fans, Age: 45-64	23% (48)	12% (25)	27% (57)	21% (44)	6% (13)	10% (22)	209
Sports fans, Age: 65+	32% (23)	13% (9)	20% (14)	17% (12)	5% (4)	14% (10)	73
Movie studios should diversify teams	24% (167)	15% (106)	27% (184)	18% (122)	7% (47)	10% (66)	691
Movie studios should diversify stories	23% (139)	16% (94)	26% (155)	19% (111)	7% (42)	9% (55)	595
Concerned about Covid	22% (188)	16% (135)	25% (210)	18% (158)	7% (63)	12% (102)	856
No experience with Covid	20% (67)	14% (46)	21% (68)	15% (51)	7% (24)	22% (71)	326

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Table MCFE43_2: And specifically, who do you think is most responsible for controlling the following on social media platforms?
The spread of false information about the COVID-19 pandemic (coronavirus)

Demographic	The user who originally posts the false information	The users who share the original post	The social media company	American government institutions	Global governing bodies	Don't know / No opinion	Total N
Hispanic Adults	23% (228)	15% (152)	24% (244)	17% (170)	7% (70)	14% (137)	999
Health care major factor for election	21% (138)	14% (93)	26% (172)	20% (129)	8% (51)	11% (76)	658
Social media users	23% (224)	15% (150)	25% (241)	17% (166)	7% (68)	13% (127)	975
WhatsApp users	25% (118)	16% (77)	26% (121)	16% (78)	6% (30)	11% (50)	474
WeChat users	20% (12)	13% (8)	38% (23)	15% (9)	8% (5)	7% (4)	61
Social media news source at least once a week	22% (151)	16% (112)	25% (172)	17% (118)	7% (50)	11% (76)	679

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

Table MCFE43_3: *And specifically, who do you think is most responsible for controlling the following on social media platforms?*
The spread of false information in general

Demographic	The user who originally posts the false information	The users who share the original post	The social media company	American government institutions	Global governing bodies	Don't know / No opinion	Total N
Hispanic Adults	24% (241)	16% (160)	27% (267)	12% (123)	6% (63)	15% (145)	999
Gender: Male	22% (111)	16% (81)	32% (157)	12% (62)	7% (37)	10% (52)	500
Gender: Female	26% (129)	16% (79)	22% (110)	12% (61)	5% (27)	19% (94)	499
Age: 18-34	23% (86)	17% (65)	24% (89)	12% (46)	8% (29)	17% (63)	378
Age: 35-44	24% (53)	18% (40)	26% (58)	15% (32)	7% (14)	11% (24)	222
Age: 45-64	25% (71)	13% (37)	33% (94)	9% (27)	6% (16)	15% (43)	290
Age: 65+	28% (31)	16% (17)	23% (26)	16% (17)	4% (4)	13% (14)	110
GenZers: 1997-2012	27% (36)	14% (19)	19% (26)	12% (17)	7% (9)	21% (29)	137
Millennials: 1981-1996	21% (78)	19% (69)	26% (94)	14% (51)	8% (28)	12% (42)	361
GenXers: 1965-1980	25% (71)	14% (40)	30% (86)	11% (32)	6% (16)	15% (42)	289
Baby Boomers: 1946-1964	27% (51)	14% (27)	27% (52)	10% (20)	5% (10)	16% (30)	191
PID: Dem (no lean)	23% (102)	18% (82)	27% (119)	14% (64)	7% (31)	11% (47)	444
PID: Ind (no lean)	24% (77)	14% (43)	24% (75)	11% (35)	5% (16)	23% (73)	319
PID: Rep (no lean)	26% (62)	15% (35)	31% (73)	10% (24)	7% (16)	11% (26)	236
PID/Gender: Dem Men	21% (42)	21% (42)	31% (61)	12% (24)	8% (16)	7% (15)	199
PID/Gender: Dem Women	25% (61)	16% (40)	24% (58)	16% (40)	6% (15)	13% (32)	245
PID/Gender: Ind Men	20% (32)	14% (22)	28% (44)	16% (25)	5% (8)	17% (26)	156
PID/Gender: Ind Women	28% (45)	13% (22)	19% (31)	6% (10)	5% (8)	29% (47)	162
PID/Gender: Rep Men	26% (38)	12% (18)	36% (52)	9% (13)	8% (12)	8% (11)	144
PID/Gender: Rep Women	26% (24)	19% (17)	23% (21)	12% (11)	4% (4)	16% (15)	92
Ideo: Liberal (1-3)	22% (76)	15% (53)	30% (101)	17% (57)	8% (27)	8% (27)	341
Ideo: Moderate (4)	28% (93)	18% (60)	25% (83)	10% (34)	5% (17)	15% (50)	337
Ideo: Conservative (5-7)	22% (50)	18% (41)	31% (69)	10% (23)	6% (13)	13% (30)	227
Educ: < College	23% (132)	16% (92)	24% (138)	12% (68)	7% (38)	19% (112)	579
Educ: Bachelors degree	26% (68)	17% (45)	31% (81)	12% (30)	6% (15)	7% (19)	260
Educ: Post-grad	26% (41)	14% (22)	30% (48)	15% (25)	6% (10)	9% (14)	160

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Table MCFE43_3: And specifically, who do you think is most responsible for controlling the following on social media platforms?
The spread of false information in general

Demographic	The user who originally posts the false information	The users who share the original post	The social media company	American government institutions	Global governing bodies	Don't know / No opinion	Total N
Hispanic Adults	24% (241)	16% (160)	27% (267)	12% (123)	6% (63)	15% (145)	999
Income: Under 50k	24% (123)	15% (77)	21% (106)	13% (65)	7% (34)	21% (110)	514
Income: 50k-100k	23% (73)	19% (61)	31% (97)	12% (38)	6% (18)	8% (26)	313
Income: 100k+	26% (44)	13% (22)	37% (64)	11% (20)	7% (12)	6% (10)	171
Ethnicity: White	26% (162)	15% (97)	29% (180)	12% (74)	6% (40)	13% (79)	633
Ethnicity: Hispanic	24% (241)	16% (160)	27% (267)	12% (123)	6% (63)	15% (145)	999
Ethnicity: Black	30% (17)	18% (10)	23% (13)	7% (4)	11% (6)	11% (6)	57
Ethnicity: Other	20% (61)	17% (52)	24% (74)	14% (45)	6% (17)	19% (60)	309
All Christian	24% (131)	16% (88)	30% (167)	12% (65)	7% (38)	12% (65)	553
Agnostic/Nothing in particular	22% (52)	16% (37)	23% (55)	12% (28)	6% (14)	20% (47)	233
Something Else	28% (37)	18% (24)	15% (21)	13% (17)	6% (8)	20% (27)	133
Evangelical	22% (53)	16% (39)	29% (69)	12% (28)	6% (15)	15% (35)	238
Non-Evangelical	26% (114)	17% (72)	27% (116)	12% (50)	7% (29)	13% (54)	435
Community: Urban	25% (113)	16% (75)	24% (107)	13% (59)	8% (37)	14% (63)	454
Community: Suburban	24% (102)	15% (65)	31% (134)	11% (47)	5% (22)	14% (60)	431
Community: Rural	22% (25)	18% (20)	23% (26)	14% (16)	4% (4)	20% (22)	114
Employ: Private Sector	24% (89)	17% (63)	31% (114)	14% (52)	7% (26)	7% (26)	370
Employ: Government	21% (16)	21% (16)	21% (15)	14% (10)	12% (9)	12% (9)	75
Employ: Self-Employed	16% (16)	19% (18)	33% (32)	11% (10)	6% (6)	15% (14)	95
Employ: Student	20% (12)	11% (7)	23% (15)	8% (5)	9% (6)	29% (18)	64
Employ: Retired	30% (36)	15% (17)	26% (31)	12% (15)	1% (2)	16% (19)	120
Employ: Unemployed	25% (39)	17% (27)	21% (32)	11% (17)	5% (8)	22% (34)	156
Employ: Other	21% (15)	8% (6)	28% (20)	10% (7)	10% (7)	23% (16)	70
Military HH: Yes	31% (36)	14% (16)	25% (29)	14% (16)	9% (10)	8% (10)	117
Military HH: No	23% (205)	16% (144)	27% (238)	12% (107)	6% (53)	15% (135)	882
RD/WT: Right Direction	25% (69)	15% (40)	30% (82)	9% (23)	8% (23)	12% (34)	270
RD/WT: Wrong Track	24% (172)	16% (119)	26% (186)	14% (99)	6% (41)	15% (111)	729

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Table MCFE43_3: And specifically, who do you think is most responsible for controlling the following on social media platforms?
The spread of false information in general

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Hispanic Adults	24% (241)	16% (160)	27% (267)	12% (123)	6% (63)	15% (145)	999
Trump Job Approve	26% (84)	15% (48)	28% (90)	10% (31)	7% (21)	15% (47)	320
Trump Job Disapprove	24% (151)	17% (110)	26% (167)	14% (91)	6% (40)	12% (74)	633
Trump Job Strongly Approve	24% (40)	15% (26)	32% (54)	7% (11)	10% (16)	13% (22)	170
Trump Job Somewhat Approve	29% (44)	14% (21)	24% (35)	13% (19)	3% (5)	17% (25)	150
Trump Job Somewhat Disapprove	27% (36)	19% (26)	24% (32)	13% (18)	7% (9)	10% (13)	134
Trump Job Strongly Disapprove	23% (115)	17% (84)	27% (135)	15% (73)	6% (31)	12% (61)	499
Favorable of Trump	25% (80)	15% (49)	30% (95)	10% (33)	7% (22)	13% (40)	318
Unfavorable of Trump	24% (151)	17% (107)	26% (161)	14% (87)	6% (40)	12% (76)	622
Very Favorable of Trump	24% (44)	14% (26)	35% (63)	8% (14)	7% (13)	11% (21)	180
Somewhat Favorable of Trump	26% (36)	17% (23)	23% (32)	13% (19)	7% (9)	14% (19)	138
Somewhat Unfavorable of Trump	24% (26)	19% (21)	25% (27)	13% (14)	8% (9)	9% (10)	106
Very Unfavorable of Trump	24% (125)	17% (86)	26% (134)	14% (73)	6% (31)	13% (66)	515
#1 Issue: Economy	25% (98)	19% (73)	27% (104)	10% (38)	6% (22)	14% (53)	388
#1 Issue: Security	24% (19)	12% (9)	30% (23)	14% (11)	6% (5)	14% (11)	77
#1 Issue: Health Care	20% (43)	16% (34)	29% (63)	14% (30)	9% (20)	11% (22)	213
#1 Issue: Medicare / Social Security	24% (18)	14% (11)	21% (16)	20% (15)	4% (3)	17% (13)	76
#1 Issue: Women's Issues	26% (17)	18% (12)	14% (9)	11% (7)	8% (5)	22% (15)	65
#1 Issue: Education	34% (20)	11% (6)	28% (16)	13% (8)	2% (1)	12% (7)	57
#1 Issue: Energy	22% (12)	15% (8)	36% (20)	9% (5)	8% (4)	11% (6)	56
#1 Issue: Other	21% (14)	10% (7)	26% (17)	14% (9)	3% (2)	27% (18)	67
2018 House Vote: Democrat	24% (88)	18% (67)	29% (107)	15% (55)	7% (25)	8% (31)	373
2018 House Vote: Republican	25% (51)	17% (36)	32% (66)	10% (20)	5% (11)	10% (21)	205
2016 Vote: Hillary Clinton	25% (91)	18% (64)	27% (100)	16% (57)	6% (23)	8% (28)	364
2016 Vote: Donald Trump	24% (53)	15% (32)	35% (76)	10% (21)	5% (10)	11% (24)	217
2016 Vote: Didn't Vote	23% (86)	14% (54)	23% (86)	12% (44)	7% (27)	22% (83)	382
Voted in 2014: Yes	25% (124)	17% (85)	29% (144)	13% (66)	6% (28)	11% (54)	502
Voted in 2014: No	23% (116)	15% (74)	25% (123)	11% (57)	7% (35)	18% (92)	497

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Table MCFE43_3: And specifically, who do you think is most responsible for controlling the following on social media platforms?
The spread of false information in general

Demographic	The user who originally posts the false information	The users who share the original post	The social media company	American government institutions	Global governing bodies	Don't know / No opinion	Total N
Hispanic Adults	24% (241)	16% (160)	27% (267)	12% (123)	6% (63)	15% (145)	999
2012 Vote: Barack Obama	23% (89)	16% (63)	28% (109)	15% (56)	8% (29)	10% (37)	382
2012 Vote: Mitt Romney	28% (35)	14% (18)	37% (47)	10% (12)	3% (4)	9% (11)	128
2012 Vote: Didn't Vote	24% (112)	16% (75)	22% (105)	11% (54)	7% (31)	20% (91)	468
4-Region: Northeast	22% (38)	18% (31)	29% (49)	9% (16)	6% (10)	16% (27)	170
4-Region: Midwest	20% (19)	23% (22)	19% (18)	16% (16)	11% (10)	12% (12)	97
4-Region: South	27% (120)	14% (61)	28% (123)	12% (55)	7% (30)	13% (56)	445
4-Region: West	22% (64)	16% (47)	27% (77)	13% (36)	4% (13)	17% (50)	286
Mexican	24% (111)	17% (79)	25% (114)	13% (63)	7% (31)	14% (67)	465
Puerto Rican	18% (33)	14% (25)	26% (46)	15% (27)	8% (14)	19% (34)	179
Cuban	20% (16)	16% (13)	32% (26)	13% (11)	5% (4)	15% (12)	81
Other South American	29% (34)	15% (18)	33% (39)	9% (11)	6% (7)	8% (10)	119
Speaks only English at home	26% (69)	15% (39)	30% (79)	11% (29)	4% (11)	14% (38)	265
Speaks mostly English at home	23% (59)	18% (45)	24% (60)	12% (31)	6% (14)	17% (44)	254
Speaks both English and Spanish at home	22% (72)	16% (50)	28% (89)	12% (40)	8% (25)	14% (46)	323
Speaks mostly Spanish at home	28% (31)	16% (18)	26% (29)	12% (14)	8% (9)	10% (11)	111
Trump supporter	26% (70)	17% (46)	29% (80)	11% (30)	6% (16)	11% (30)	272
Biden supporter	24% (137)	18% (102)	27% (152)	15% (84)	6% (36)	11% (63)	573
Sports fans	26% (183)	17% (123)	28% (202)	12% (88)	7% (48)	10% (73)	717
Avid sports fans	22% (65)	21% (61)	29% (87)	11% (34)	8% (25)	9% (26)	299
Sports fans, Age: 18-34	25% (64)	19% (47)	25% (63)	13% (32)	9% (23)	10% (24)	253
Sports fans, Age: 35-44	24% (44)	19% (35)	28% (51)	13% (24)	6% (12)	9% (16)	182
Sports fans, Age: 45-64	26% (54)	14% (30)	33% (70)	11% (23)	5% (10)	11% (22)	209
Sports fans, Age: 65+	29% (21)	15% (11)	26% (19)	13% (10)	4% (3)	13% (9)	73
Movie studios should diversify teams	26% (178)	16% (114)	28% (194)	12% (84)	7% (49)	10% (72)	691
Movie studios should diversify stories	26% (154)	16% (98)	27% (160)	13% (79)	7% (45)	10% (60)	595
Concerned about Covid	24% (203)	17% (145)	27% (230)	13% (114)	6% (54)	13% (110)	856
No experience with Covid	24% (79)	14% (44)	24% (79)	10% (33)	6% (20)	22% (71)	326

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Table MCFE43_3: *And specifically, who do you think is most responsible for controlling the following on social media platforms?*
The spread of false information in general

Demographic	The user who originally posts the false information	The users who share the original post	The social media company	American government institutions	Global governing bodies	Don't know / No opinion	Total N
Hispanic Adults	24% (241)	16% (160)	27% (267)	12% (123)	6% (63)	15% (145)	999
Health care major factor for election	23% (154)	15% (100)	29% (193)	13% (86)	6% (41)	13% (84)	658
Social media users	24% (238)	16% (157)	27% (262)	12% (119)	7% (63)	14% (136)	975
WhatsApp users	25% (117)	18% (83)	27% (126)	12% (58)	8% (37)	11% (52)	474
WeChat users	24% (15)	22% (13)	31% (19)	8% (5)	11% (6)	4% (2)	61
Social media news source at least once a week	23% (157)	18% (123)	27% (182)	12% (83)	8% (51)	12% (82)	679

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

Table MCFEdem1: *I would describe my background as primarily...*

Demographic	Mexican	Puerto Rican	Cuban	Dominican	Salvadoran	Other Central American	Other South American	Something else	Total N
Hispanic Adults	47%(465)	18% (179)	8% (81)	3% (28)	1% (10)	4% (40)	12% (119)	8% (77)	999
Gender: Male	47% (237)	16% (80)	9% (43)	3% (14)	1% (5)	4% (21)	13% (63)	7% (36)	500
Gender: Female	46%(228)	20% (99)	8% (38)	3% (14)	1% (5)	4% (18)	11% (56)	8% (41)	499
Age: 18-34	50% (187)	17% (64)	4% (15)	5% (19)	2% (6)	5% (20)	12% (44)	6% (22)	378
Age: 35-44	55% (121)	15% (33)	5% (12)	2% (4)	1% (3)	5% (11)	10% (22)	7% (15)	222
Age: 45-64	41% (118)	21% (61)	11% (33)	2% (5)	— (1)	2% (6)	13% (38)	10% (29)	290
Age: 65+	35% (39)	19% (21)	19% (21)	1% (1)	— (0)	2% (2)	14% (15)	10% (11)	110
GenZers: 1997-2012	55% (74)	12% (17)	2% (3)	5% (7)	2% (3)	4% (6)	12% (16)	8% (11)	137
Millennials: 1981-1996	49% (177)	19% (70)	5% (18)	4% (13)	1% (4)	5% (19)	11% (40)	5% (20)	361
GenXers: 1965-1980	48% (138)	17% (50)	9% (26)	2% (5)	1% (3)	3% (10)	12% (34)	8% (24)	289
Baby Boomers: 1946-1964	37% (71)	20% (39)	14% (27)	1% (2)	— (0)	2% (4)	15% (28)	11% (21)	191
PID: Dem (no lean)	48% (214)	22% (96)	6% (26)	4% (17)	1% (6)	2% (10)	9% (41)	8% (35)	444
PID: Ind (no lean)	46% (148)	17% (54)	7% (21)	2% (8)	1% (2)	4% (12)	14% (45)	9% (29)	319
PID: Rep (no lean)	44% (103)	13% (30)	14% (33)	2% (4)	1% (2)	8% (18)	14% (33)	6% (13)	236
PID/Gender: Dem Men	48% (96)	20% (41)	6% (12)	4% (8)	1% (1)	2% (5)	11% (22)	7% (15)	199
PID/Gender: Dem Women	48% (118)	22% (55)	6% (15)	4% (9)	2% (5)	2% (5)	8% (19)	8% (20)	245
PID/Gender: Ind Men	48% (76)	13% (20)	9% (13)	2% (4)	1% (2)	3% (4)	14% (22)	10% (15)	156
PID/Gender: Ind Women	45% (72)	21% (34)	5% (8)	2% (4)	— (0)	5% (8)	14% (23)	8% (14)	162
PID/Gender: Rep Men	45% (65)	14% (19)	13% (18)	2% (3)	1% (2)	9% (12)	13% (19)	4% (6)	144
PID/Gender: Rep Women	42% (38)	11% (10)	16% (15)	1% (1)	— (0)	6% (6)	15% (14)	8% (8)	92
Ideo: Liberal (1-3)	48% (162)	19% (65)	6% (21)	4% (14)	1% (4)	3% (9)	12% (41)	7% (24)	341
Ideo: Moderate (4)	45% (151)	20% (67)	8% (26)	2% (6)	1% (2)	4% (14)	14% (47)	7% (25)	337
Ideo: Conservative (5-7)	47% (106)	12% (26)	14% (32)	2% (3)	2% (4)	5% (12)	11% (24)	9% (19)	227
Educ: < College	50% (291)	20% (116)	6% (36)	3% (18)	1% (7)	4% (23)	7% (41)	8% (48)	579
Educ: Bachelors degree	41% (106)	17% (44)	11% (30)	3% (7)	1% (2)	5% (12)	18% (46)	5% (13)	260
Educ: Post-grad	43% (68)	12% (19)	10% (16)	2% (3)	1% (1)	3% (5)	20% (32)	10% (16)	160
Income: Under 50k	49%(250)	21%(108)	6% (33)	4% (18)	1% (4)	4% (22)	9% (44)	7% (34)	514
Income: 50k-100k	44% (139)	16% (50)	11% (36)	3% (8)	1% (4)	3% (10)	13% (40)	8% (27)	313
Income: 100k+	44% (76)	12% (21)	7% (12)	1% (2)	2% (3)	4% (7)	20% (34)	10% (16)	171
Ethnicity: White	45%(287)	15% (97)	11% (67)	1% (7)	1% (4)	4% (26)	14% (92)	8% (52)	633
Ethnicity: Hispanic	47%(465)	18% (179)	8% (81)	3% (28)	1% (10)	4% (40)	12% (119)	8% (77)	999

Continued on next page

Table MCFEdem1: *I would describe my background as primarily...*

Demographic	Mexican	Puerto Rican	Cuban	Dominican	Salvadoran	Other Central American	Other South American	Something else	Total N
Hispanic Adults	47%(465)	18% (179)	8% (81)	3% (28)	1% (10)	4% (40)	12% (119)	8% (77)	999
Ethnicity: Black	20% (12)	41% (24)	9% (5)	10% (6)	— (0)	12% (7)	6% (3)	1% (1)	57
Ethnicity: Other	54%(166)	19% (58)	3% (8)	5% (15)	2% (6)	2% (7)	8% (24)	8% (24)	309
All Christian	47%(261)	17% (94)	8% (46)	3% (16)	1% (3)	3% (19)	14% (75)	7% (38)	553
Agnostic/Nothing in particular	48% (112)	20% (47)	9% (22)	1% (2)	1% (2)	2% (4)	10% (24)	9% (21)	233
Something Else	45% (60)	15% (21)	7% (9)	4% (5)	2% (2)	8% (11)	12% (16)	7% (9)	133
Evangelical	47% (111)	18% (42)	7% (16)	2% (6)	1% (2)	9% (21)	10% (25)	6% (15)	238
Non-Evangelical	46%(200)	16% (71)	9% (39)	4% (16)	1% (3)	2% (8)	15% (65)	7% (32)	435
Community: Urban	40%(180)	20% (93)	9% (39)	4% (17)	2% (8)	4% (20)	15% (69)	6% (27)	454
Community: Suburban	50%(216)	15% (66)	9% (37)	2% (9)	— (2)	3% (14)	11% (49)	9% (39)	431
Community: Rural	61% (69)	18% (20)	4% (4)	2% (2)	1% (1)	4% (5)	1% (1)	10% (11)	114
Employ: Private Sector	45%(166)	17% (63)	8% (30)	3% (10)	1% (4)	4% (14)	16% (58)	7% (27)	370
Employ: Government	45% (34)	22% (17)	8% (6)	4% (3)	— (0)	7% (5)	7% (5)	7% (5)	75
Employ: Self-Employed	40% (38)	13% (12)	11% (11)	4% (4)	— (0)	4% (4)	12% (12)	16% (15)	95
Employ: Student	65% (41)	13% (8)	3% (2)	3% (2)	3% (2)	1% (1)	10% (7)	1% (1)	64
Employ: Retired	42% (50)	23% (27)	16% (20)	1% (1)	— (0)	1% (2)	8% (9)	8% (10)	120
Employ: Unemployed	51% (80)	17% (26)	3% (5)	4% (7)	2% (3)	5% (8)	11% (17)	6% (10)	156
Employ: Other	49% (34)	23% (16)	6% (4)	1% (1)	2% (1)	6% (4)	4% (3)	9% (7)	70
Military HH: Yes	52% (61)	20% (23)	9% (11)	2% (3)	— (0)	4% (5)	5% (6)	7% (9)	117
Military HH: No	46%(404)	18% (156)	8% (70)	3% (26)	1% (10)	4% (35)	13% (113)	8% (68)	882
RD/WT: Right Direction	42% (113)	13% (36)	12% (32)	1% (3)	1% (2)	7% (18)	18% (50)	6% (15)	270
RD/WT: Wrong Track	48%(352)	20% (143)	7% (49)	3% (25)	1% (8)	3% (22)	10% (70)	8% (62)	729
Trump Job Approve	44% (141)	13% (43)	12% (38)	2% (6)	— (2)	6% (18)	15% (49)	7% (23)	320
Trump Job Disapprove	48%(302)	20% (127)	6% (41)	3% (19)	1% (8)	3% (19)	10% (65)	8% (50)	633
Trump Job Strongly Approve	45% (77)	14% (24)	14% (23)	1% (2)	1% (2)	8% (14)	11% (19)	6% (10)	170
Trump Job Somewhat Approve	43% (64)	13% (19)	10% (15)	3% (4)	— (0)	3% (5)	21% (31)	8% (12)	150
Trump Job Somewhat Disapprove	43% (57)	16% (21)	11% (15)	4% (5)	1% (1)	4% (5)	14% (18)	8% (11)	134
Trump Job Strongly Disapprove	49%(245)	21% (106)	5% (26)	3% (14)	2% (8)	3% (15)	9% (47)	8% (39)	499
Favorable of Trump	45% (143)	12% (39)	12% (37)	2% (6)	1% (2)	6% (18)	16% (51)	7% (23)	318
Unfavorable of Trump	48%(297)	20% (125)	7% (42)	3% (20)	1% (8)	3% (20)	10% (62)	8% (49)	622

Continued on next page

Table MCFEdem1: *I would describe my background as primarily...*

Demographic	Mexican	Puerto Rican	Cuban	Dominican	Salvadoran	Other Central American	Other South American	Something else	Total N
Hispanic Adults	47%(465)	18% (179)	8% (81)	3% (28)	1% (10)	4% (40)	12% (119)	8% (77)	999
Very Favorable of Trump	46% (82)	12% (22)	13% (23)	1% (1)	1% (2)	7% (13)	13% (24)	7% (13)	180
Somewhat Favorable of Trump	44% (61)	13% (18)	10% (13)	3% (4)	— (0)	3% (5)	19% (27)	8% (11)	138
Somewhat Unfavorable of Trump	44% (47)	14% (15)	14% (15)	1% (2)	1% (1)	4% (4)	10% (10)	12% (13)	106
Very Unfavorable of Trump	49%(250)	21% (110)	5% (26)	4% (18)	1% (7)	3% (16)	10% (52)	7% (36)	515
#1 Issue: Economy	46% (177)	16% (61)	11% (43)	3% (11)	1% (5)	5% (18)	12% (47)	7% (26)	388
#1 Issue: Security	45% (35)	20% (16)	4% (3)	2% (2)	— (0)	2% (1)	18% (14)	9% (7)	77
#1 Issue: Health Care	45% (97)	19% (40)	7% (15)	3% (6)	— (0)	5% (11)	13% (28)	7% (16)	213
#1 Issue: Medicare / Social Security	53% (40)	26% (20)	7% (5)	— (0)	— (0)	2% (2)	6% (5)	6% (4)	76
#1 Issue: Women's Issues	46% (30)	23% (15)	7% (4)	5% (3)	— (0)	6% (4)	10% (6)	4% (3)	65
#1 Issue: Education	55% (32)	19% (11)	3% (2)	1% (1)	4% (2)	3% (2)	8% (5)	6% (4)	57
#1 Issue: Energy	38% (21)	9% (5)	8% (4)	5% (3)	4% (2)	2% (1)	23% (13)	12% (7)	56
#1 Issue: Other	50% (33)	18% (12)	6% (4)	4% (3)	1% (1)	1% (1)	4% (2)	17% (11)	67
2018 House Vote: Democrat	47% (173)	21% (77)	8% (28)	2% (9)	1% (2)	4% (15)	10% (37)	8% (31)	373
2018 House Vote: Republican	44% (91)	11% (22)	15% (30)	2% (3)	1% (2)	6% (12)	13% (27)	8% (17)	205
2016 Vote: Hillary Clinton	47% (171)	20% (74)	8% (27)	4% (13)	1% (3)	3% (11)	10% (36)	8% (28)	364
2016 Vote: Donald Trump	46% (99)	14% (30)	13% (28)	1% (2)	1% (2)	6% (14)	12% (25)	7% (16)	217
2016 Vote: Didn't Vote	49%(186)	16% (61)	5% (19)	3% (12)	1% (5)	3% (12)	15% (56)	8% (30)	382
Voted in 2014: Yes	46%(229)	18% (91)	11% (55)	2% (12)	1% (3)	3% (16)	10% (52)	9% (43)	502
Voted in 2014: No	47%(236)	18% (88)	5% (25)	3% (16)	1% (7)	5% (23)	14% (67)	7% (34)	497
2012 Vote: Barack Obama	46% (174)	24% (90)	8% (30)	3% (10)	1% (3)	2% (9)	9% (34)	9% (33)	382
2012 Vote: Mitt Romney	48% (61)	6% (7)	18% (23)	— (0)	— (0)	9% (11)	11% (15)	8% (11)	128
2012 Vote: Didn't Vote	48%(224)	16% (76)	6% (27)	4% (18)	1% (7)	4% (19)	14% (67)	7% (31)	468
4-Region: Northeast	15% (25)	42% (72)	5% (9)	8% (14)	1% (2)	5% (9)	19% (32)	5% (8)	170
4-Region: Midwest	56% (54)	20% (20)	8% (8)	2% (2)	— (0)	— (0)	7% (7)	7% (7)	97
4-Region: South	42%(189)	16% (72)	13% (57)	2% (10)	1% (6)	5% (20)	14% (61)	7% (29)	445
4-Region: West	69%(197)	5% (16)	3% (8)	1% (2)	1% (2)	4% (10)	7% (19)	11% (32)	286
Mexican	100%(465)	— (0)	— (0)	— (0)	— (0)	— (0)	— (0)	— (0)	465
Puerto Rican	— (0)	100% (179)	— (0)	— (0)	— (0)	— (0)	— (0)	— (0)	179
Cuban	— (0)	— (0)	100% (81)	— (0)	— (0)	— (0)	— (0)	— (0)	81
Other South American	— (0)	— (0)	— (0)	— (0)	— (0)	— (0)	100% (119)	— (0)	119

Continued on next page

Table MCFEdem1: *I would describe my background as primarily...*

Demographic	Mexican	Puerto Rican	Cuban	Dominican	Salvadoran	Other Central American	Other South American	Something else	Total N
Hispanic Adults	47% (465)	18% (179)	8% (81)	3% (28)	1% (10)	4% (40)	12% (119)	8% (77)	999
Speaks only English at home	49% (130)	17% (45)	5% (13)	2% (5)	1% (2)	4% (12)	5% (14)	17% (46)	265
Speaks mostly English at home	49% (125)	18% (45)	8% (20)	2% (4)	2% (4)	4% (10)	9% (22)	9% (24)	254
Speaks both English and Spanish at home	49% (158)	19% (61)	8% (26)	5% (15)	1% (3)	2% (7)	14% (47)	2% (6)	323
Speaks mostly Spanish at home	30% (34)	17% (19)	12% (13)	3% (4)	1% (1)	8% (9)	27% (30)	1% (1)	111
Trump supporter	45% (121)	12% (33)	12% (34)	1% (3)	1% (2)	6% (17)	15% (40)	8% (22)	272
Biden supporter	47% (272)	21% (118)	7% (39)	3% (19)	1% (5)	3% (18)	10% (58)	8% (44)	573
Sports fans	47% (337)	17% (121)	8% (61)	2% (17)	1% (8)	4% (27)	12% (89)	8% (58)	717
Avid sports fans	46% (139)	19% (58)	9% (26)	2% (5)	1% (2)	4% (12)	14% (41)	5% (16)	299
Sports fans, Age: 18-34	50% (127)	16% (40)	3% (9)	4% (10)	2% (6)	4% (10)	13% (34)	7% (18)	253
Sports fans, Age: 35-44	55% (99)	15% (27)	6% (11)	1% (2)	— (1)	6% (10)	9% (17)	8% (14)	182
Sports fans, Age: 45-64	41% (85)	19% (40)	12% (26)	2% (4)	— (1)	3% (6)	12% (26)	10% (21)	209
Sports fans, Age: 65+	34% (25)	19% (14)	21% (15)	1% (1)	— (0)	1% (1)	17% (12)	6% (5)	73
Movie studios should diversify teams	45% (313)	18% (126)	8% (54)	3% (18)	1% (5)	5% (32)	13% (90)	8% (52)	691
Movie studios should diversify stories	47% (280)	19% (111)	7% (41)	3% (21)	1% (6)	5% (30)	12% (71)	6% (35)	595
Concerned about Covid	47% (398)	19% (160)	9% (75)	3% (22)	1% (8)	4% (34)	11% (98)	7% (61)	856
No experience with Covid	50% (163)	17% (56)	9% (29)	3% (11)	1% (2)	3% (11)	8% (27)	8% (26)	326
Health care major factor for election	47% (308)	18% (115)	7% (48)	3% (20)	1% (7)	5% (31)	12% (80)	7% (49)	658
Social media users	46% (449)	18% (177)	8% (79)	3% (28)	1% (10)	4% (40)	12% (117)	8% (75)	975
WhatsApp users	36% (169)	19% (90)	10% (48)	3% (16)	1% (6)	6% (30)	20% (94)	4% (20)	474
WeChat users	50% (30)	20% (12)	8% (5)	3% (2)	3% (2)	6% (3)	5% (3)	7% (4)	61
Social media news source at least once a week	47% (316)	18% (124)	7% (50)	3% (20)	1% (4)	5% (31)	13% (87)	7% (48)	679

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

Table MCFEdem2: *Thinking about the language you speak at home, would you say you speak...?*

Demographic	Only English		Mostly English, some Spanish		Both English and some Spanish equally		Mostly Spanish, some English		Only Spanish		Total N
Hispanic Adults	27%	(265)	25%	(254)	32%	(323)	11%	(111)	5%	(46)	999
Gender: Male	25%	(125)	26%	(128)	34%	(171)	9%	(47)	6%	(28)	500
Gender: Female	28%	(140)	25%	(126)	30%	(152)	13%	(63)	4%	(18)	499
Age: 18-34	23%	(85)	23%	(87)	39%	(146)	12%	(44)	4%	(15)	378
Age: 35-44	30%	(67)	23%	(52)	29%	(65)	12%	(26)	5%	(12)	222
Age: 45-64	29%	(84)	28%	(82)	30%	(86)	9%	(27)	4%	(11)	290
Age: 65+	27%	(29)	30%	(33)	24%	(26)	13%	(15)	7%	(7)	110
GenZers: 1997-2012	28%	(38)	21%	(29)	35%	(48)	11%	(15)	5%	(6)	137
Millennials: 1981-1996	24%	(86)	23%	(83)	37%	(134)	11%	(40)	5%	(18)	361
GenXers: 1965-1980	29%	(83)	29%	(85)	28%	(81)	11%	(33)	3%	(8)	289
Baby Boomers: 1946-1964	27%	(52)	27%	(52)	28%	(53)	10%	(20)	7%	(14)	191
PID: Dem (no lean)	27%	(121)	25%	(113)	33%	(147)	10%	(45)	4%	(19)	444
PID: Ind (no lean)	23%	(75)	28%	(89)	32%	(101)	12%	(38)	5%	(17)	319
PID: Rep (no lean)	30%	(70)	22%	(52)	32%	(76)	12%	(29)	4%	(10)	236
PID/Gender: Dem Men	25%	(50)	23%	(47)	36%	(72)	9%	(18)	7%	(13)	199
PID/Gender: Dem Women	29%	(71)	27%	(67)	31%	(75)	11%	(27)	2%	(5)	245
PID/Gender: Ind Men	22%	(34)	29%	(46)	34%	(54)	9%	(14)	6%	(9)	156
PID/Gender: Ind Women	25%	(40)	26%	(43)	29%	(47)	15%	(24)	5%	(8)	162
PID/Gender: Rep Men	29%	(41)	25%	(35)	32%	(46)	11%	(16)	4%	(6)	144
PID/Gender: Rep Women	31%	(29)	18%	(17)	33%	(30)	14%	(13)	5%	(4)	92
Ideo: Liberal (1-3)	25%	(85)	26%	(89)	33%	(112)	12%	(41)	4%	(15)	341
Ideo: Moderate (4)	26%	(87)	26%	(88)	33%	(111)	10%	(34)	5%	(17)	337
Ideo: Conservative (5-7)	31%	(70)	20%	(46)	34%	(77)	11%	(25)	4%	(10)	227
Educ: < College	31%	(177)	26%	(152)	30%	(172)	9%	(53)	4%	(25)	579
Educ: Bachelors degree	19%	(50)	25%	(64)	38%	(98)	13%	(35)	5%	(12)	260
Educ: Post-grad	24%	(39)	23%	(37)	34%	(54)	14%	(22)	5%	(8)	160
Income: Under 50k	27%	(141)	26%	(133)	31%	(158)	10%	(52)	6%	(30)	514
Income: 50k-100k	26%	(81)	25%	(78)	32%	(100)	13%	(40)	4%	(13)	313
Income: 100k+	25%	(43)	25%	(43)	38%	(65)	11%	(18)	2%	(3)	171
Ethnicity: White	26%	(164)	26%	(163)	33%	(207)	12%	(73)	4%	(27)	633
Ethnicity: Hispanic	27%	(265)	25%	(254)	32%	(323)	11%	(111)	5%	(46)	999

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Table MCFEdem2: *Thinking about the language you speak at home, would you say you speak...?*

Demographic	Only English		Mostly English, some Spanish		Both English and some Spanish equally		Mostly Spanish, some English		Only Spanish		Total N
Hispanic Adults	27%	(265)	25%	(254)	32%	(323)	11%	(111)	5%	(46)	999
Ethnicity: Black	32%	(19)	35%	(20)	25%	(14)	8%	(5)	—	(0)	57
Ethnicity: Other	27%	(83)	23%	(71)	33%	(102)	11%	(33)	6%	(19)	309
All Christian	24%	(135)	25%	(136)	33%	(183)	13%	(73)	5%	(25)	553
Agnostic/Nothing in particular	31%	(72)	27%	(62)	29%	(69)	7%	(16)	6%	(14)	233
Something Else	30%	(40)	24%	(33)	32%	(43)	12%	(16)	1%	(2)	133
Evangelical	29%	(70)	21%	(51)	34%	(81)	13%	(31)	2%	(6)	238
Non-Evangelical	23%	(101)	27%	(117)	32%	(141)	13%	(58)	4%	(18)	435
Community: Urban	21%	(96)	21%	(96)	37%	(167)	15%	(68)	6%	(26)	454
Community: Suburban	30%	(129)	29%	(124)	29%	(124)	9%	(37)	4%	(16)	431
Community: Rural	35%	(40)	29%	(33)	28%	(32)	5%	(5)	3%	(3)	114
Employ: Private Sector	24%	(88)	23%	(85)	36%	(132)	12%	(45)	6%	(21)	370
Employ: Government	22%	(17)	26%	(20)	49%	(37)	3%	(2)	—	(0)	75
Employ: Self-Employed	23%	(22)	27%	(26)	36%	(34)	11%	(10)	3%	(3)	95
Employ: Student	19%	(12)	28%	(18)	36%	(23)	12%	(7)	5%	(3)	64
Employ: Retired	31%	(37)	30%	(36)	24%	(28)	9%	(10)	6%	(8)	120
Employ: Unemployed	29%	(46)	29%	(46)	24%	(37)	14%	(23)	3%	(5)	156
Employ: Other	37%	(26)	20%	(14)	28%	(20)	9%	(7)	6%	(4)	70
Military HH: Yes	35%	(41)	18%	(22)	38%	(45)	8%	(9)	—	(0)	117
Military HH: No	25%	(224)	26%	(232)	32%	(279)	11%	(101)	5%	(46)	882
RD/WT: Right Direction	21%	(57)	22%	(59)	39%	(104)	13%	(34)	6%	(15)	270
RD/WT: Wrong Track	29%	(208)	27%	(194)	30%	(219)	10%	(76)	4%	(31)	729
Trump Job Approve	28%	(91)	22%	(69)	33%	(106)	11%	(36)	6%	(18)	320
Trump Job Disapprove	26%	(166)	27%	(168)	32%	(202)	11%	(71)	4%	(26)	633
Trump Job Strongly Approve	31%	(52)	21%	(35)	36%	(61)	8%	(13)	5%	(9)	170
Trump Job Somewhat Approve	26%	(39)	23%	(34)	30%	(45)	15%	(23)	6%	(9)	150
Trump Job Somewhat Disapprove	23%	(31)	23%	(30)	33%	(44)	15%	(20)	6%	(9)	134
Trump Job Strongly Disapprove	27%	(135)	28%	(138)	32%	(158)	10%	(51)	3%	(17)	499
Favorable of Trump	26%	(84)	22%	(71)	34%	(109)	12%	(39)	5%	(15)	318
Unfavorable of Trump	27%	(171)	27%	(166)	31%	(194)	10%	(65)	4%	(26)	622

Continued on next page

Table MCFEdem2: *Thinking about the language you speak at home, would you say you speak...?*

Demographic	Only English		Mostly English, some Spanish		Both English and some Spanish equally		Mostly Spanish, some English		Only Spanish		Total N
Hispanic Adults	27%	(265)	25%	(254)	32%	(323)	11%	(111)	5%	(46)	999
Very Favorable of Trump	30%	(54)	21%	(38)	34%	(61)	9%	(15)	6%	(11)	180
Somewhat Favorable of Trump	22%	(30)	24%	(33)	34%	(47)	17%	(24)	3%	(4)	138
Somewhat Unfavorable of Trump	24%	(26)	20%	(21)	33%	(35)	17%	(18)	6%	(7)	106
Very Unfavorable of Trump	28%	(145)	28%	(144)	31%	(160)	9%	(47)	4%	(19)	515
#1 Issue: Economy	27%	(103)	26%	(101)	32%	(125)	12%	(47)	3%	(12)	388
#1 Issue: Security	24%	(18)	21%	(16)	38%	(30)	9%	(7)	8%	(6)	77
#1 Issue: Health Care	25%	(52)	23%	(48)	36%	(76)	10%	(21)	7%	(15)	213
#1 Issue: Medicare / Social Security	28%	(22)	31%	(24)	26%	(20)	8%	(6)	6%	(5)	76
#1 Issue: Women's Issues	31%	(20)	23%	(15)	29%	(19)	10%	(6)	7%	(4)	65
#1 Issue: Education	33%	(19)	18%	(10)	33%	(19)	15%	(9)	—	(0)	57
#1 Issue: Energy	20%	(11)	23%	(13)	34%	(19)	18%	(10)	5%	(3)	56
#1 Issue: Other	29%	(19)	41%	(27)	23%	(15)	8%	(5)	—	(0)	67
2018 House Vote: Democrat	26%	(95)	27%	(100)	35%	(129)	9%	(32)	4%	(16)	373
2018 House Vote: Republican	29%	(59)	24%	(49)	36%	(74)	7%	(15)	4%	(8)	205
2016 Vote: Hillary Clinton	27%	(97)	28%	(103)	31%	(113)	9%	(31)	5%	(19)	364
2016 Vote: Donald Trump	27%	(58)	22%	(48)	41%	(89)	7%	(16)	3%	(6)	217
2016 Vote: Didn't Vote	26%	(98)	23%	(89)	30%	(114)	16%	(61)	5%	(21)	382
Voted in 2014: Yes	27%	(137)	28%	(138)	34%	(170)	8%	(41)	3%	(15)	502
Voted in 2014: No	26%	(128)	23%	(116)	31%	(153)	14%	(69)	6%	(31)	497
2012 Vote: Barack Obama	28%	(105)	28%	(107)	33%	(127)	7%	(29)	3%	(13)	382
2012 Vote: Mitt Romney	29%	(38)	28%	(36)	33%	(42)	8%	(11)	2%	(2)	128
2012 Vote: Didn't Vote	25%	(117)	22%	(104)	31%	(147)	15%	(71)	6%	(30)	468
4-Region: Northeast	23%	(39)	29%	(49)	31%	(53)	13%	(22)	4%	(8)	170
4-Region: Midwest	36%	(35)	28%	(27)	22%	(22)	12%	(12)	2%	(2)	97
4-Region: South	21%	(95)	23%	(104)	36%	(162)	13%	(60)	5%	(24)	445
4-Region: West	34%	(97)	26%	(73)	30%	(86)	6%	(17)	4%	(13)	286
Mexican	28%	(130)	27%	(125)	34%	(158)	7%	(34)	4%	(19)	465
Puerto Rican	25%	(45)	25%	(45)	34%	(61)	11%	(19)	5%	(9)	179
Cuban	16%	(13)	25%	(20)	33%	(26)	16%	(13)	10%	(8)	81
Other South American	12%	(14)	19%	(22)	39%	(47)	25%	(30)	5%	(6)	119

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Table MCFEdem2: *Thinking about the language you speak at home, would you say you speak...?*

Demographic	Only English		Mostly English, some Spanish		Both English and some Spanish equally		Mostly Spanish, some English		Only Spanish		Total N
Hispanic Adults	27%	(265)	25%	(254)	32%	(323)	11%	(111)	5%	(46)	999
Speaks only English at home	100%	(265)	—	(0)	—	(0)	—	(0)	—	(0)	265
Speaks mostly English at home	—	(0)	100%	(254)	—	(0)	—	(0)	—	(0)	254
Speaks both English and Spanish at home	—	(0)	—	(0)	100%	(323)	—	(0)	—	(0)	323
Speaks mostly Spanish at home	—	(0)	—	(0)	—	(0)	100%	(111)	—	(0)	111
Trump supporter	29%	(79)	21%	(58)	35%	(95)	10%	(28)	4%	(12)	272
Biden supporter	26%	(152)	26%	(147)	31%	(180)	11%	(65)	5%	(29)	573
Sports fans	25%	(177)	26%	(186)	34%	(245)	11%	(76)	5%	(33)	717
Avid sports fans	21%	(62)	24%	(71)	40%	(119)	10%	(30)	5%	(16)	299
Sports fans, Age: 18-34	21%	(52)	23%	(59)	41%	(105)	10%	(25)	5%	(12)	253
Sports fans, Age: 35-44	26%	(47)	24%	(44)	32%	(58)	11%	(21)	7%	(12)	182
Sports fans, Age: 45-64	30%	(62)	27%	(57)	31%	(65)	9%	(18)	4%	(8)	209
Sports fans, Age: 65+	22%	(16)	35%	(26)	24%	(18)	16%	(12)	2%	(2)	73
Movie studios should diversify teams	26%	(179)	24%	(162)	33%	(230)	12%	(86)	5%	(33)	691
Movie studios should diversify stories	23%	(138)	24%	(142)	34%	(202)	13%	(79)	6%	(33)	595
Concerned about Covid	26%	(220)	25%	(216)	33%	(280)	11%	(96)	5%	(43)	856
No experience with Covid	30%	(97)	19%	(63)	35%	(114)	9%	(29)	7%	(22)	326
Health care major factor for election	26%	(173)	26%	(173)	31%	(203)	11%	(74)	5%	(35)	658
Social media users	27%	(260)	25%	(245)	32%	(315)	11%	(109)	5%	(46)	975
WhatsApp users	15%	(70)	21%	(100)	40%	(188)	17%	(81)	8%	(36)	474
WeChat users	25%	(15)	13%	(8)	50%	(31)	7%	(5)	4%	(3)	61
Social media news source at least once a week	24%	(164)	23%	(158)	35%	(235)	13%	(87)	5%	(34)	679

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

Respondent Demographics Summary

Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemAll	Hispanic Adults	999	100%
xdemGender	Gender: Male	500	50%
	Gender: Female	499	50%
	N	999	
age	Age: 18-34	378	38%
	Age: 35-44	222	22%
	Age: 45-64	290	29%
	Age: 65+	110	11%
	N	999	
demAgeGeneration	GenZers: 1997-2012	137	14%
	Millennials: 1981-1996	361	36%
	GenXers: 1965-1980	289	29%
	Baby Boomers: 1946-1964	191	19%
	N	978	
xpid3	PID: Dem (no lean)	444	44%
	PID: Ind (no lean)	319	32%
	PID: Rep (no lean)	236	24%
	N	999	
xpidGender	PID/Gender: Dem Men	199	20%
	PID/Gender: Dem Women	245	25%
	PID/Gender: Ind Men	156	16%
	PID/Gender: Ind Women	162	16%
	PID/Gender: Rep Men	144	14%
	PID/Gender: Rep Women	92	9%
	N	999	
xdemIdeo3	Ideo: Liberal (1-3)	341	34%
	Ideo: Moderate (4)	337	34%
	Ideo: Conservative (5-7)	227	23%
	N	905	
xeduc3	Educ: < College	579	58%
	Educ: Bachelors degree	260	26%
	Educ: Post-grad	160	16%
	N	999	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemInc3	Income: Under 50k	514	51%
	Income: 50k-100k	313	31%
	Income: 100k+	171	17%
	N	999	
xdemWhite	Ethnicity: White	633	63%
xdemHispBin	Ethnicity: Hispanic	999	100%
demBlackBin	Ethnicity: Black	57	6%
demRaceOther	Ethnicity: Other	309	31%
xdemReligion	All Christian	553	55%
	All Non-Christian	38	4%
	Atheist	41	4%
	Agnostic/Nothing in particular	233	23%
	Something Else	133	13%
	N	999	
xdemReligOther	Religious Non-Protestant/Catholic	46	5%
xdemEvang	Evangelical	238	24%
	Non-Evangelical	435	44%
	N	673	
xdemUsr	Community: Urban	454	45%
	Community: Suburban	431	43%
	Community: Rural	114	11%
	N	999	
xdemEmploy	Employ: Private Sector	370	37%
	Employ: Government	75	8%
	Employ: Self-Employed	95	10%
	Employ: Homemaker	49	5%
	Employ: Student	64	6%
	Employ: Retired	120	12%
	Employ: Unemployed	156	16%
	Employ: Other	70	7%
	N	999	
xdemMilHH1	Military HH: Yes	117	12%
	Military HH: No	882	88%
	N	999	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xnr1	RD/WT: Right Direction	270	27%
	RD/WT: Wrong Track	729	73%
	N	999	
Trump_Approve	Trump Job Approve	320	32%
	Trump Job Disapprove	633	63%
	N	953	
Trump_Approve2	Trump Job Strongly Approve	170	17%
	Trump Job Somewhat Approve	150	15%
	Trump Job Somewhat Disapprove	134	13%
	Trump Job Strongly Disapprove	499	50%
	N	953	
Trump_Fav	Favorable of Trump	318	32%
	Unfavorable of Trump	622	62%
	N	940	
Trump_Fav_FULL	Very Favorable of Trump	180	18%
	Somewhat Favorable of Trump	138	14%
	Somewhat Unfavorable of Trump	106	11%
	Very Unfavorable of Trump	515	52%
	N	940	
xnr3	#1 Issue: Economy	388	39%
	#1 Issue: Security	77	8%
	#1 Issue: Health Care	213	21%
	#1 Issue: Medicare / Social Security	76	8%
	#1 Issue: Women's Issues	65	7%
	#1 Issue: Education	57	6%
	#1 Issue: Energy	56	6%
	#1 Issue: Other	67	7%
	N	999	
xsubVote18O	2018 House Vote: Democrat	373	37%
	2018 House Vote: Republican	205	21%
	2018 House Vote: Someone else	23	2%
	N	601	
xsubVote16O	2016 Vote: Hillary Clinton	364	36%
	2016 Vote: Donald Trump	217	22%
	2016 Vote: Other	35	4%
	2016 Vote: Didn't Vote	382	38%
	N	998	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xsubVote14O	Voted in 2014: Yes	502	50%
	Voted in 2014: No	497	50%
	N	999	
xsubVote12O	2012 Vote: Barack Obama	382	38%
	2012 Vote: Mitt Romney	128	13%
	2012 Vote: Other	21	2%
	2012 Vote: Didn't Vote	468	47%
	N	998	
xreg4	4-Region: Northeast	170	17%
	4-Region: Midwest	97	10%
	4-Region: South	445	45%
	4-Region: West	286	29%
	N	999	
MCFExdem1	Mexican	465	47%
	Puerto Rican	179	18%
	Cuban	81	8%
	Dominican	28	3%
	Salvadoran	10	1%
	Other Central American	40	4%
	Other South American	119	12%
	N	922	
MCFExdem2	Speaks only English at home	265	27%
	Speaks mostly English at home	254	25%
	Speaks both English and Spanish at home	323	32%
	Speaks mostly Spanish at home	111	11%
	Speaks only Spanish at home	46	5%
	N	999	
MCFExdem3	Trump supporter	272	27%
	Biden supporter	573	57%
	N	845	
MCFExdem4	Sports fans	717	72%
MCFExdem5	Avid sports fans	299	30%
MCFExdem6	Sports fans, Age: 18-34	253	25%
	Sports fans, Age: 35-44	182	18%
	Sports fans, Age: 45-64	209	21%
	Sports fans, Age: 65+	73	7%
	N	717	
MCFExdem7	Movie studios should diversify teams	691	69%

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
MCFExdem8	Movie studios should diversify stories	595	60%
MCFExdem9	Concerned about Covid	856	86%
MCFExdem10	Covid survivor	33	3%
MCFExdem11	No experience with Covid	326	33%
MCFExdem12	Health care major factor for election	658	66%
MCFExdem13	Social media users	975	98%
MCFExdem14	WhatsApp users	474	47%
MCFExdem15	WeChat users	61	6%
MCFExdem16	Social media news source at least once a week	679	68%

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

