



National Tracking Poll #201047  
October 12-19, 2020

*Crosstabulation Results*

*Methodology:*

This poll was conducted between October 12-October 19, 2020 among a national sample of 1000 Asian Adults. The interviews were conducted online and the data were weighted to approximate a target sample of Asian 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.

# Table Index

1	<b>Table MCFE1:</b> <i>Have you ever used the term Asian American to describe yourself?</i> . . . . .	13
2	<b>Table MCFE2_1:</b> <i>Do you think the term Asian American should be used to describe the following groups of people? People of Chinese descent born in the U.S.</i> . . . . .	17
3	<b>Table MCFE2_2:</b> <i>Do you think the term Asian American should be used to describe the following groups of people? People of Filipino descent born in the U.S.</i> . . . . .	21
4	<b>Table MCFE2_3:</b> <i>Do you think the term Asian American should be used to describe the following groups of people? People of Indian descent born in the U.S.</i> . . . . .	25
5	<b>Table MCFE2_4:</b> <i>Do you think the term Asian American should be used to describe the following groups of people? People of Vietnamese descent born in the U.S.</i> . . . . .	29
6	<b>Table MCFE2_5:</b> <i>Do you think the term Asian American should be used to describe the following groups of people? People of Korean descent born in the U.S.</i> . . . . .	33
7	<b>Table MCFE2_6:</b> <i>Do you think the term Asian American should be used to describe the following groups of people? People of Japanese descent born in the U.S.</i> . . . . .	37
8	<b>Table MCFE3_1:</b> <i>How important are the following traits when considering who is an American? Born in the United States</i> . . . . .	41
9	<b>Table MCFE3_2:</b> <i>How important are the following traits when considering who is an American? Speaks English</i> . . . . .	45
10	<b>Table MCFE3_3:</b> <i>How important are the following traits when considering who is an American? Lived most of their life in the United States</i> . . . . .	49
11	<b>Table MCFE3_4:</b> <i>How important are the following traits when considering who is an American? Is an American citizen</i> . . . . .	53
12	<b>Table MCFE5:</b> <i>Now on another topic...About how often do you watch live sporting events?</i> .	57
13	<b>Table MCFE6_1:</b> <i>In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following? Sports</i> . . . . .	61
14	<b>Table MCFE6_2:</b> <i>In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following? ATP Tour</i> . . . . .	65
15	<b>Table MCFE6_3:</b> <i>In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following? Bundesliga</i> . . . . .	69
16	<b>Table MCFE6_4:</b> <i>In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following? College basketball</i> . . . . .	73
17	<b>Table MCFE6_5:</b> <i>In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following? College football</i> . . . . .	77

18	<b>Table MCFE6_6:</b> <i>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)</i> . . . . .	81
19	<b>Table MCFE6_7:</b> <i>In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following? Esports</i> . . . . .	85
20	<b>Table MCFE6_8:</b> <i>In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following? Formula 1</i> . . . . .	89
21	<b>Table MCFE6_9:</b> <i>In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following? IndyCar</i> . . . . .	93
22	<b>Table MCFE6_10:</b> <i>In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following? PGA Tour</i> . . . . .	97
23	<b>Table MCFE6_11:</b> <i>In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following? La Liga</i> . . . . .	101
24	<b>Table MCFE6_12:</b> <i>In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following? Liga MX</i> . . . . .	105
25	<b>Table MCFE6_13:</b> <i>In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following? Ligue 1</i> . . . . .	109
26	<b>Table MCFE6_14:</b> <i>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)</i> . . . . .	113
27	<b>Table MCFE6_15:</b> <i>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)</i> . . . . .	117
28	<b>Table MCFE6_16:</b> <i>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)</i> . . . . .	121
29	<b>Table MCFE6_17:</b> <i>In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following? MotoGP</i> . . . . .	125
30	<b>Table MCFE6_18:</b> <i>In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following? NASCAR</i> . . . . .	129
31	<b>Table MCFE6_19:</b> <i>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)</i> . . . . .	133
32	<b>Table MCFE6_20:</b> <i>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)</i> . . . . .	137
33	<b>Table MCFE6_21:</b> <i>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)</i> . . . . .	141
34	<b>Table MCFE6_22:</b> <i>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)</i> . . . . .	145
35	<b>Table MCFE6_23:</b> <i>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)</i> . . . . .	149

36	<b>Table MCFE6_24:</b> <i>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)</i> . . . . .	153
37	<b>Table MCFE6_25:</b> <i>In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following? PGA Tour</i> . . . . .	157
38	<b>Table MCFE6_26:</b> <i>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)</i> . . . . .	161
39	<b>Table MCFE6_27:</b> <i>In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following? Serie A</i> . . . . .	165
40	<b>Table MCFE6_28:</b> <i>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)</i> . . . . .	169
41	<b>Table MCFE6_29:</b> <i>In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following? WTA Tour</i> . . . . .	173
42	<b>Table MCFE6_30:</b> <i>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)</i> . . . . .	177
43	<b>Table MCFE7_1:</b> <i>How interested are you in each of the following soccer leagues? Bundesliga (Germany)</i> . . . . .	181
44	<b>Table MCFE7_2:</b> <i>How interested are you in each of the following soccer leagues? English Premier League (United Kingdom)</i> . . . . .	185
45	<b>Table MCFE7_3:</b> <i>How interested are you in each of the following soccer leagues? La Liga (Spain)</i> . . . . .	189
46	<b>Table MCFE7_4:</b> <i>How interested are you in each of the following soccer leagues? Liga MX (Mexico)</i> . . . . .	193
47	<b>Table MCFE7_5:</b> <i>How interested are you in each of the following soccer leagues? Ligue 1 (France)</i> . . . . .	197
48	<b>Table MCFE7_6:</b> <i>How interested are you in each of the following soccer leagues? Major League Soccer (U.S.)</i> . . . . .	201
49	<b>Table MCFE7_7:</b> <i>How interested are you in each of the following soccer leagues? Serie A (Italy)</i>	205
50	<b>Table MCFE10:</b> <i>Now on another topic...Have you seen any new films recently that depict Asian culture in some way?</i> . . . . .	209
51	<b>Table MCFE11:</b> <i>Which of the following is closest to your opinion, even if neither is exactly right?</i> . . . . .	213
52	<b>Table MCFE12_1:</b> <i>Do you agree or disagree with the following statements? Movie studios should include racially and ethnically diverse individuals on writing and directing teams</i> . .	217
53	<b>Table MCFE12_2:</b> <i>Do you agree or disagree with the following statements? Movie studios should prioritize telling stories about racially and ethnically diverse individuals</i> . . . . .	221

54	<b>Table MCFE13_1:</b> Should action movies feature more or fewer leading characters from the following groups, or do they include about the right amount? White people . . . . .	225
55	<b>Table MCFE13_2:</b> Should action movies feature more or fewer leading characters from the following groups, or do they include about the right amount? Black people . . . . .	229
56	<b>Table MCFE13_3:</b> Should action movies feature more or fewer leading characters from the following groups, or do they include about the right amount? Asian people . . . . .	233
57	<b>Table MCFE13_4:</b> Should action movies feature more or fewer leading characters from the following groups, or do they include about the right amount? Hispanic/Latinx people . . . .	237
58	<b>Table MCFE13_5:</b> Should action movies feature more or fewer leading characters from the following groups, or do they include about the right amount? Minorities . . . . .	241
59	<b>Table MCFE13_6:</b> Should action movies feature more or fewer leading characters from the following groups, or do they include about the right amount? Women . . . . .	245
60	<b>Table MCFE13_7:</b> Should action movies feature more or fewer leading characters from the following groups, or do they include about the right amount? Men . . . . .	249
61	<b>Table MCFE13_8:</b> Should action movies feature more or fewer leading characters from the following groups, or do they include about the right amount? Minority women . . . . .	253
62	<b>Table MCFE14_1:</b> Should comedic movies feature more or fewer leading characters from the following groups, or do they include about the right amount? White people . . . . .	257
63	<b>Table MCFE14_2:</b> Should comedic movies feature more or fewer leading characters from the following groups, or do they include about the right amount? Black people . . . . .	261
64	<b>Table MCFE14_3:</b> Should comedic movies feature more or fewer leading characters from the following groups, or do they include about the right amount? Asian people . . . . .	265
65	<b>Table MCFE14_4:</b> Should comedic movies feature more or fewer leading characters from the following groups, or do they include about the right amount? Hispanic/Latinx people . . . .	269
66	<b>Table MCFE14_5:</b> Should comedic movies feature more or fewer leading characters from the following groups, or do they include about the right amount? Minorities . . . . .	273
67	<b>Table MCFE14_6:</b> Should comedic movies feature more or fewer leading characters from the following groups, or do they include about the right amount? Women . . . . .	277
68	<b>Table MCFE14_7:</b> Should comedic movies feature more or fewer leading characters from the following groups, or do they include about the right amount? Men . . . . .	281
69	<b>Table MCFE14_8:</b> Should comedic movies feature more or fewer leading characters from the following groups, or do they include about the right amount? Minority women . . . . .	285
70	<b>Table MCFE15_1:</b> Should dramatic movies feature more or fewer leading characters from the following groups, or do they include about the right amount? White people . . . . .	289
71	<b>Table MCFE15_2:</b> Should dramatic movies feature more or fewer leading characters from the following groups, or do they include about the right amount? Black people . . . . .	293

72	<b>Table MCFE15_3:</b> <i>Should dramatic movies feature more or fewer leading characters from the following groups, or do they include about the right amount? Asian people . . . . .</i>	297
73	<b>Table MCFE15_4:</b> <i>Should dramatic movies feature more or fewer leading characters from the following groups, or do they include about the right amount? Hispanic/Latinx people . . . .</i>	301
74	<b>Table MCFE15_5:</b> <i>Should dramatic movies feature more or fewer leading characters from the following groups, or do they include about the right amount? Minorities . . . . .</i>	305
75	<b>Table MCFE15_6:</b> <i>Should dramatic movies feature more or fewer leading characters from the following groups, or do they include about the right amount? Women . . . . .</i>	309
76	<b>Table MCFE15_7:</b> <i>Should dramatic movies feature more or fewer leading characters from the following groups, or do they include about the right amount? Men . . . . .</i>	313
77	<b>Table MCFE15_8:</b> <i>Should dramatic movies feature more or fewer leading characters from the following groups, or do they include about the right amount? Minority women . . . . .</i>	317
78	<b>Table MCFE16_1:</b> <i>Should romantic comedy movies feature more or fewer leading characters from the following groups, or do they include about the right amount? White people . . . . .</i>	321
79	<b>Table MCFE16_2:</b> <i>Should romantic comedy movies feature more or fewer leading characters from the following groups, or do they include about the right amount? Black people . . . . .</i>	325
80	<b>Table MCFE16_3:</b> <i>Should romantic comedy movies feature more or fewer leading characters from the following groups, or do they include about the right amount? Asian people . . . . .</i>	329
81	<b>Table MCFE16_4:</b> <i>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 . . . . .</i>	333
82	<b>Table MCFE16_5:</b> <i>Should romantic comedy movies feature more or fewer leading characters from the following groups, or do they include about the right amount? Minorities . . . . .</i>	337
83	<b>Table MCFE16_6:</b> <i>Should romantic comedy movies feature more or fewer leading characters from the following groups, or do they include about the right amount? Women . . . . .</i>	341
84	<b>Table MCFE16_7:</b> <i>Should romantic comedy movies feature more or fewer leading characters from the following groups, or do they include about the right amount? Men . . . . .</i>	345
85	<b>Table MCFE16_8:</b> <i>Should romantic comedy movies feature more or fewer leading characters from the following groups, or do they include about the right amount? Minority women . . . .</i>	349
86	<b>Table MCFE17_1:</b> <i>Should superhero movies feature more or fewer leading characters from the following groups, or do they include about the right amount? White people . . . . .</i>	353
87	<b>Table MCFE17_2:</b> <i>Should superhero movies feature more or fewer leading characters from the following groups, or do they include about the right amount? Black people . . . . .</i>	357
88	<b>Table MCFE17_3:</b> <i>Should superhero movies feature more or fewer leading characters from the following groups, or do they include about the right amount? Asian people . . . . .</i>	361
89	<b>Table MCFE17_4:</b> <i>Should superhero movies feature more or fewer leading characters from the following groups, or do they include about the right amount? Hispanic/Latinx people . .</i>	365

90	<b>Table MCFE17_5:</b> Should superhero movies feature more or fewer leading characters from the following groups, or do they include about the right amount? Minorities . . . . .	369
91	<b>Table MCFE17_6:</b> Should superhero movies feature more or fewer leading characters from the following groups, or do they include about the right amount? Women . . . . .	373
92	<b>Table MCFE17_7:</b> Should superhero movies feature more or fewer leading characters from the following groups, or do they include about the right amount? Men . . . . .	377
93	<b>Table MCFE17_8:</b> Should superhero movies feature more or fewer leading characters from the following groups, or do they include about the right amount? Minority women . . . . .	381
94	<b>Table MCFE21_1:</b> 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 . . . . .	385
95	<b>Table MCFE21_2:</b> 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 . . . . .	389
96	<b>Table MCFE22:</b> How often do you compare yourself to people you see in advertising materials, such as TV commercials or sponsored posts on social media? . . . . .	393
97	<b>Table MCFE23:</b> Which of the following comes closest to your opinion even if neither is exactly right? . . . . .	397
98	<b>Table MCFE24:</b> Which of the following comes closest to your opinion even if neither is exactly right? . . . . .	402
99	<b>Table MCFE25:</b> Which of the following comes closest to your opinion even if neither is exactly right? . . . . .	406
100	<b>Table MCFE26_1NET:</b> 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 . . . . .	410
101	<b>Table MCFE26_2NET:</b> 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 . . . . .	414
102	<b>Table MCFE26_3NET:</b> This holiday season, where will you be shopping for gifts? Please select all that apply. Small businesses that I frequently purchase from . . . . .	418
103	<b>Table MCFE26_4NET:</b> 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 . . . . .	422
104	<b>Table MCFE26_5NET:</b> This holiday season, where will you be shopping for gifts? Please select all that apply. Latinx-owned businesses . . . . .	426
105	<b>Table MCFE26_6NET:</b> This holiday season, where will you be shopping for gifts? Please select all that apply. Minority-owned businesses . . . . .	430
106	<b>Table MCFE26_7NET:</b> This holiday season, where will you be shopping for gifts? Please select all that apply. Businesses owned by Asians in America . . . . .	434

107	<b>Table MCFE26_8NET:</b> <i>This holiday season, where will you be shopping for gifts? Please select all that apply. None of the above</i> . . . . .	438
108	<b>Table MCFE26_9NET:</b> <i>This holiday season, where will you be shopping for gifts? Please select all that apply. I am not shopping for gifts this year</i> . . . . .	442
109	<b>Table MCFE27_1:</b> <i>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</i> . . . . .	446
110	<b>Table MCFE27_2:</b> <i>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</i> . . . . .	452
111	<b>Table MCFE27_3:</b> <i>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</i> . . . . .	458
112	<b>Table MCFE27_4:</b> <i>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</i> . . . . .	464
113	<b>Table MCFE27_5:</b> <i>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</i> . . . . .	470
114	<b>Table MCFE27_6:</b> <i>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</i> . . . . .	476
115	<b>Table MCFE27_7:</b> <i>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</i> . . . . .	482
116	<b>Table MCFE27_8:</b> <i>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</i> . . . . .	488
117	<b>Table MCFE27_9:</b> <i>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</i> . . . . .	494
118	<b>Table MCFE27_10:</b> <i>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</i> . . . . .	500
119	<b>Table MCFE27_11:</b> <i>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</i> . . . . .	506



120	<b>Table MCFE27_12:</b> 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 . . . . .	512
121	<b>Table MCFE28:</b> Now on another topic..How concerned are you about the COVID-19 pandemic (coronavirus)? . . . . .	518
122	<b>Table MCFE29_1NET:</b> Which of these applies to you? Please select all that apply I have or previously had COVID-19 (coronavirus) . . . . .	522
123	<b>Table MCFE29_2NET:</b> Which of these applies to you? Please select all that apply A family member or close friend has or previously had COVID-19 (coronavirus) . . . . .	526
124	<b>Table MCFE29_3NET:</b> Which of these applies to you? Please select all that apply I know someone personally who has died from COVID-19 (coronavirus) . . . . .	530
125	<b>Table MCFE29_4NET:</b> Which of these applies to you? Please select all that apply I am experiencing symptoms of COVID-19 (coronavirus) but have not been diagnosed . . . . .	534
126	<b>Table MCFE29_5NET:</b> Which of these applies to you? Please select all that apply I am currently attempting to be tested for COVID-19 (coronavirus) . . . . .	538
127	<b>Table MCFE29_6NET:</b> Which of these applies to you? Please select all that apply I have been exposed to COVID-19 (coronavirus) . . . . .	542
128	<b>Table MCFE29_7NET:</b> 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) . . . . .	546
129	<b>Table MCFE29_8NET:</b> 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) . . . . .	550
130	<b>Table MCFE29_9NET:</b> Which of these applies to you? Please select all that apply My local community has been badly affected by the COVID-19 pandemic (coronavirus) . . . . .	554
131	<b>Table MCFE29_10NET:</b> Which of these applies to you? Please select all that apply I have been tested for COVID-19 (coronavirus) . . . . .	558
132	<b>Table MCFE29_11NET:</b> Which of these applies to you? Please select all that apply None of the above . . . . .	562
133	<b>Table MCFE30_1:</b> 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 . . . . .	566
134	<b>Table MCFE30_2:</b> 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 . . . . .	571
135	<b>Table MCFE30_3:</b> 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 . . . . .	576

136	<b>Table MCFE30_4:</b> 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	581
137	<b>Table MCFE30_5:</b> 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 . . . . .	586
138	<b>Table MCFE30_6:</b> 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	591
139	<b>Table MCFE30_7:</b> 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	596
140	<b>Table MCFE30_8:</b> 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 . . . . .	601
141	<b>Table MCFE30_9:</b> 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 . . . . .	606
142	<b>Table MCFE31:</b> Have you lost health insurance during the COVID-19 pandemic (coronavirus)?	611
143	<b>Table MCFE32:</b> 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)? . . . . .	615
144	<b>Table MCFE33_1:</b> 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) . . . . .	619
145	<b>Table MCFE33_2:</b> 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 . . . . .	623
146	<b>Table MCFE33_3:</b> 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	627
147	<b>Table MCFE33_4:</b> 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 . . . . .	631
148	<b>Table MCFE33_5:</b> 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 . . . . .	635
149	<b>Table MCFE34_1:</b> Now on another topic...Do you currently have an account on the following social media platforms? Facebook . . . . .	639
150	<b>Table MCFE34_2:</b> Now on another topic...Do you currently have an account on the following social media platforms? Twitter . . . . .	643
151	<b>Table MCFE34_3:</b> Now on another topic...Do you currently have an account on the following social media platforms? Reddit . . . . .	647

152	<b>Table MCFE34_4:</b> <i>Now on another topic...Do you currently have an account on the following social media platforms? LinkedIn . . . . .</i>	651
153	<b>Table MCFE34_5:</b> <i>Now on another topic...Do you currently have an account on the following social media platforms? Instagram . . . . .</i>	655
154	<b>Table MCFE34_6:</b> <i>Now on another topic...Do you currently have an account on the following social media platforms? Snapchat . . . . .</i>	659
155	<b>Table MCFE34_7:</b> <i>Now on another topic...Do you currently have an account on the following social media platforms? YouTube . . . . .</i>	663
156	<b>Table MCFE34_8:</b> <i>Now on another topic...Do you currently have an account on the following social media platforms? TikTok . . . . .</i>	667
157	<b>Table MCFE34_9:</b> <i>Now on another topic...Do you currently have an account on the following social media platforms? WhatsApp . . . . .</i>	671
158	<b>Table MCFE34_10:</b> <i>Now on another topic...Do you currently have an account on the following social media platforms? Pinterest . . . . .</i>	675
159	<b>Table MCFE34_11:</b> <i>Now on another topic...Do you currently have an account on the following social media platforms? Kakao . . . . .</i>	679
160	<b>Table MCFE34_12:</b> <i>Now on another topic...Do you currently have an account on the following social media platforms? Line . . . . .</i>	683
161	<b>Table MCFE34_13:</b> <i>Now on another topic...Do you currently have an account on the following social media platforms? WeChat . . . . .</i>	687
162	<b>Table MCFE35_1:</b> <i>How often do you turn to the following sources for news? Newspapers . .</i>	691
163	<b>Table MCFE35_2:</b> <i>How often do you turn to the following sources for news? Radio . . . . .</i>	695
164	<b>Table MCFE35_3:</b> <i>How often do you turn to the following sources for news? Cable news networks . . . . .</i>	699
165	<b>Table MCFE35_4:</b> <i>How often do you turn to the following sources for news? Network news .</i>	703
166	<b>Table MCFE35_5:</b> <i>How often do you turn to the following sources for news? Online-only news sites . . . . .</i>	707
167	<b>Table MCFE35_6:</b> <i>How often do you turn to the following sources for news? Social media .</i>	711
168	<b>Table MCFE35_7:</b> <i>How often do you turn to the following sources for news? Podcasts . . . .</i>	715
169	<b>Table MCFE36_1:</b> <i>In general, how much do you trust the following sources? Newspapers . .</i>	719
170	<b>Table MCFE36_2:</b> <i>In general, how much do you trust the following sources? Radio . . . . .</i>	723
171	<b>Table MCFE36_3:</b> <i>In general, how much do you trust the following sources? Cable news networks . . . . .</i>	727

172	<b>Table MCFE36_4:</b> <i>In general, how much do you trust the following sources? Network news</i> .	731
173	<b>Table MCFE36_5:</b> <i>In general, how much do you trust the following sources? Online-only news sites</i> . . . . .	735
174	<b>Table MCFE36_6:</b> <i>In general, how much do you trust the following sources? Social media</i> .	739
175	<b>Table MCFE36_7:</b> <i>In general, how much do you trust the following sources? Podcasts</i> . . . .	743
176	<b>Table MCFE37:</b> <i>How often do you encounter false or misleading information on social media platforms and messaging apps?</i> . . . . .	747
177	<b>Table MCFE38:</b> <i>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?</i>	751
178	<b>Table MCFE39_1:</b> <i>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</i> . . . . .	755
179	<b>Table MCFE39_2:</b> <i>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</i> . . . . .	759
180	<b>Table MCFE39_3:</b> <i>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</i>	763
181	<b>Table MCFE39_4:</b> <i>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</i> . . . . .	767
182	<b>Table MCFE39_5:</b> <i>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</i>	771
183	<b>Table MCFE40:</b> <i>Specifically, who do you think is most responsible for controlling the spread of conspiracy theories on social media platforms?</i> . . . . .	775
184	<b>Table MCFE41_1:</b> <i>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</i> .	780
185	<b>Table MCFE41_2:</b> <i>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)</i> . . . . .	785
186	<b>Table MCFE41_3:</b> <i>And specifically, who do you think is most responsible for controlling the following on social media platforms? The spread of false information in general</i> . . . . .	790
187	<b>Table MCFEdem1:</b> <i>I would describe my background as primarily...</i> . . . . .	795
188	<b>Table MCFEdem2:</b> <i>Thinking about the language you speak at home, would you say you speak...?</i> . . . . .	799
189	<b>Summary Statistics of Survey Respondent Demographics</b> . . . . .	803

## Crosstabulation Results by Respondent Demographics

**Table MCFE1:** Have you ever used the term Asian American to describe yourself?

Demographic	Yes	No	Total N
Asian Adults	77% (769)	23% (231)	1000
Gender: Male	76% (357)	24% (113)	470
Gender: Female	78% (412)	22% (118)	530
Age: 18-34	82% (261)	18% (59)	320
Age: 35-44	76% (142)	24% (44)	186
Age: 45-64	74% (249)	26% (86)	335
Age: 65+	73% (116)	27% (43)	158
GenZers: 1997-2012	82% (117)	18% (25)	142
Millennials: 1981-1996	82% (234)	18% (51)	286
GenXers: 1965-1980	73% (210)	27% (80)	289
Baby Boomers: 1946-1964	76% (193)	24% (61)	255
PID: Dem (no lean)	80% (323)	20% (79)	402
PID: Ind (no lean)	75% (278)	25% (91)	368
PID: Rep (no lean)	73% (168)	27% (62)	230
PID/Gender: Dem Men	83% (138)	17% (28)	167
PID/Gender: Dem Women	78% (185)	22% (51)	235
PID/Gender: Ind Men	72% (126)	28% (49)	176
PID/Gender: Ind Women	79% (151)	21% (41)	193
PID/Gender: Rep Men	72% (93)	28% (35)	128
PID/Gender: Rep Women	74% (75)	26% (27)	102
Ideo: Liberal (1-3)	83% (253)	17% (51)	304
Ideo: Moderate (4)	76% (282)	24% (90)	372
Ideo: Conservative (5-7)	72% (175)	28% (67)	241
Educ: < College	73% (306)	27% (114)	420
Educ: Bachelors degree	82% (272)	18% (58)	330
Educ: Post-grad	76% (191)	24% (59)	250
Income: Under 50k	75% (310)	25% (103)	412
Income: 50k-100k	76% (231)	24% (73)	303
Income: 100k+	80% (228)	20% (56)	284
Ethnicity: Other	77% (769)	23% (231)	1000

Continued on next page

**Table MCFE1:** Have you ever used the term Asian American to describe yourself?

Demographic	Yes		No		Total N
Asian Adults	77%	(769)	23%	(231)	1000
All Christian	77%	(243)	23%	(74)	317
All Non-Christian	79%	(188)	21%	(51)	239
Atheist	79%	(53)	21%	(14)	67
Agnostic/Nothing in particular	76%	(219)	24%	(69)	288
Something Else	73%	(66)	27%	(24)	90
Religious Non-Protestant/Catholic	78%	(190)	22%	(54)	244
Evangelical	77%	(113)	23%	(35)	148
Non-Evangelical	76%	(193)	24%	(59)	252
Community: Urban	82%	(269)	18%	(60)	329
Community: Suburban	75%	(442)	25%	(150)	591
Community: Rural	73%	(58)	27%	(21)	79
Employ: Private Sector	82%	(311)	18%	(69)	380
Employ: Government	72%	(41)	28%	(16)	57
Employ: Self-Employed	88%	(70)	12%	(10)	80
Employ: Homemaker	77%	(62)	23%	(19)	80
Employ: Student	76%	(71)	24%	(22)	93
Employ: Retired	69%	(110)	31%	(49)	159
Employ: Unemployed	69%	(91)	31%	(40)	131
Military HH: Yes	82%	(56)	18%	(12)	68
Military HH: No	76%	(713)	24%	(219)	932
RD/WT: Right Direction	84%	(183)	16%	(35)	218
RD/WT: Wrong Track	75%	(586)	25%	(196)	782
Trump Job Approve	78%	(189)	22%	(53)	241
Trump Job Disapprove	78%	(549)	22%	(155)	705
Trump Job Strongly Approve	89%	(99)	11%	(12)	112
Trump Job Somewhat Approve	69%	(89)	31%	(41)	130
Trump Job Somewhat Disapprove	80%	(156)	20%	(40)	196
Trump Job Strongly Disapprove	77%	(393)	23%	(116)	509
Favorable of Trump	76%	(194)	24%	(61)	256
Unfavorable of Trump	77%	(532)	23%	(155)	687

Continued on next page

**Table MCFE1:** Have you ever used the term Asian American to describe yourself?

Demographic	Yes		No		Total N
Asian Adults	77%	(769)	23%	(231)	1000
Very Favorable of Trump	87%	(98)	13%	(15)	113
Somewhat Favorable of Trump	67%	(96)	33%	(46)	142
Somewhat Unfavorable of Trump	76%	(111)	24%	(35)	146
Very Unfavorable of Trump	78%	(421)	22%	(119)	540
#1 Issue: Economy	80%	(324)	20%	(79)	404
#1 Issue: Security	73%	(48)	27%	(18)	66
#1 Issue: Health Care	73%	(192)	27%	(72)	264
#1 Issue: Medicare / Social Security	71%	(56)	29%	(23)	80
#1 Issue: Women's Issues	89%	(45)	11%	(6)	51
#1 Issue: Other	76%	(48)	24%	(15)	63
2018 House Vote: Democrat	81%	(270)	19%	(63)	333
2018 House Vote: Republican	79%	(120)	21%	(32)	152
2016 Vote: Hillary Clinton	81%	(271)	19%	(65)	337
2016 Vote: Donald Trump	78%	(137)	22%	(39)	176
2016 Vote: Didn't Vote	74%	(335)	26%	(119)	454
Voted in 2014: Yes	79%	(329)	21%	(86)	415
Voted in 2014: No	75%	(440)	25%	(145)	585
2012 Vote: Barack Obama	83%	(278)	17%	(58)	335
2012 Vote: Mitt Romney	74%	(88)	26%	(30)	118
2012 Vote: Didn't Vote	74%	(388)	26%	(137)	525
4-Region: Northeast	79%	(157)	21%	(42)	199
4-Region: Midwest	73%	(93)	27%	(35)	128
4-Region: South	76%	(174)	24%	(55)	229
4-Region: West	78%	(345)	22%	(100)	445
Chinese	81%	(276)	19%	(65)	341
Filipino	77%	(106)	23%	(32)	138
Indian	69%	(72)	31%	(32)	104
Vietnamese	84%	(63)	16%	(12)	75
Korean	80%	(74)	20%	(18)	92
Japanese	68%	(91)	32%	(43)	135
Other Asian	76%	(85)	24%	(27)	112

Continued on next page

**Table MCFE1:** Have you ever used the term Asian American to describe yourself?

Demographic	Yes	No	Total N
Asian Adults	77% (769)	23% (231)	1000
Speaks only English at home	75% (416)	25% (142)	558
Speaks mostly English at home	83% (210)	17% (42)	253
Speaks both English and other language at home	78% (77)	22% (21)	98
Speaks mostly other language at home	73% (56)	27% (21)	77
Trump supporter	79% (181)	21% (49)	229
Biden supporter	78% (465)	22% (130)	595
Sports fans	78% (531)	22% (148)	679
Avid sports fans	84% (159)	16% (31)	190
Sports fans, Age: 18-34	85% (159)	15% (27)	187
Sports fans, Age: 35-44	75% (113)	25% (37)	150
Sports fans, Age: 45-64	73% (172)	27% (64)	236
Sports fans, Age: 65+	81% (87)	19% (20)	107
Movie studios should diversify teams	80% (571)	20% (142)	713
Movie studios should diversify stories	82% (517)	18% (117)	635
Concerned about Covid	77% (702)	23% (211)	913
No experience with Covid	74% (386)	26% (132)	518
Health care major factor for election	77% (548)	23% (160)	708
Social media users	78% (741)	22% (210)	951
WhatsApp users	80% (281)	20% (71)	352
WeChat users	85% (146)	15% (27)	173
Social media news source at least once a week	82% (537)	18% (120)	657

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



**Table MCFE2\_1:** Do you think the term Asian American should be used to describe the following groups of people?  
People of Chinese descent born in the U.S.

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know / No opinion		Total N
Asian Adults	56%	(565)	24%	(236)	7%	(66)	5%	(48)	9%	(85)	1000
Gender: Male	57%	(268)	22%	(105)	8%	(38)	6%	(30)	6%	(29)	470
Gender: Female	56%	(296)	25%	(132)	5%	(28)	3%	(19)	10%	(56)	530
Age: 18-34	62%	(200)	19%	(61)	6%	(20)	3%	(9)	9%	(30)	320
Age: 35-44	47%	(87)	36%	(67)	3%	(5)	3%	(6)	11%	(21)	186
Age: 45-64	58%	(196)	21%	(69)	7%	(25)	6%	(21)	7%	(25)	335
Age: 65+	52%	(82)	25%	(39)	10%	(16)	8%	(13)	6%	(9)	158
GenZers: 1997-2012	70%	(99)	15%	(22)	6%	(9)	3%	(4)	6%	(8)	142
Millennials: 1981-1996	52%	(150)	27%	(76)	5%	(13)	4%	(11)	12%	(36)	286
GenXers: 1965-1980	56%	(163)	27%	(77)	5%	(13)	5%	(14)	7%	(21)	289
Baby Boomers: 1946-1964	55%	(141)	21%	(54)	11%	(27)	5%	(14)	8%	(19)	255
PID: Dem (no lean)	60%	(243)	24%	(95)	7%	(28)	3%	(10)	6%	(26)	402
PID: Ind (no lean)	54%	(199)	23%	(83)	6%	(21)	6%	(23)	11%	(42)	368
PID: Rep (no lean)	53%	(122)	26%	(59)	7%	(16)	7%	(15)	8%	(17)	230
PID/Gender: Dem Men	65%	(108)	21%	(35)	9%	(14)	2%	(3)	3%	(5)	167
PID/Gender: Dem Women	57%	(134)	25%	(59)	6%	(14)	3%	(7)	9%	(20)	235
PID/Gender: Ind Men	53%	(92)	18%	(32)	8%	(15)	9%	(16)	11%	(20)	176
PID/Gender: Ind Women	56%	(107)	26%	(51)	3%	(6)	3%	(6)	12%	(22)	193
PID/Gender: Rep Men	53%	(68)	29%	(37)	7%	(9)	8%	(10)	3%	(4)	128
PID/Gender: Rep Women	54%	(55)	21%	(22)	8%	(8)	5%	(5)	13%	(13)	102
Ideo: Liberal (1-3)	65%	(197)	24%	(73)	4%	(11)	3%	(9)	5%	(15)	304
Ideo: Moderate (4)	50%	(187)	24%	(91)	9%	(34)	5%	(20)	11%	(39)	372
Ideo: Conservative (5-7)	59%	(142)	22%	(53)	8%	(19)	6%	(14)	6%	(14)	241
Educ: < College	50%	(208)	25%	(107)	9%	(36)	4%	(15)	13%	(53)	420
Educ: Bachelors degree	61%	(200)	24%	(78)	5%	(18)	5%	(17)	5%	(17)	330
Educ: Post-grad	63%	(157)	21%	(52)	5%	(12)	6%	(15)	6%	(15)	250
Income: Under 50k	52%	(213)	24%	(100)	6%	(25)	5%	(21)	13%	(53)	412
Income: 50k-100k	59%	(180)	25%	(75)	8%	(23)	3%	(9)	5%	(16)	303
Income: 100k+	60%	(171)	22%	(61)	6%	(17)	7%	(19)	6%	(16)	284
Ethnicity: Other	56%	(565)	24%	(236)	7%	(66)	5%	(48)	9%	(85)	1000

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**Table MCFE2\_1:** Do you think the term Asian American should be used to describe the following groups of people?  
People of Chinese descent born in the U.S.

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know / No opinion		Total N
Asian Adults	56%	(565)	24%	(236)	7%	(66)	5%	(48)	9%	(85)	1000
All Christian	60%	(191)	20%	(62)	5%	(15)	5%	(17)	10%	(32)	317
All Non-Christian	55%	(131)	23%	(55)	8%	(18)	6%	(14)	8%	(20)	239
Atheist	67%	(44)	19%	(13)	12%	(8)	1%	(1)	2%	(1)	67
Agnostic/Nothing in particular	57%	(164)	23%	(67)	7%	(19)	4%	(13)	9%	(25)	288
Something Else	38%	(34)	44%	(39)	6%	(6)	5%	(4)	8%	(7)	90
Religious Non-Protestant/Catholic	55%	(133)	23%	(56)	8%	(20)	6%	(14)	9%	(21)	244
Evangelical	62%	(91)	26%	(39)	1%	(1)	6%	(9)	5%	(8)	148
Non-Evangelical	52%	(131)	24%	(61)	7%	(18)	5%	(11)	12%	(31)	252
Community: Urban	53%	(173)	25%	(83)	7%	(23)	7%	(23)	8%	(26)	329
Community: Suburban	60%	(354)	22%	(130)	6%	(35)	4%	(23)	8%	(50)	591
Community: Rural	48%	(38)	29%	(23)	9%	(7)	3%	(2)	11%	(9)	79
Employ: Private Sector	60%	(229)	27%	(103)	6%	(22)	3%	(11)	4%	(15)	380
Employ: Government	58%	(33)	19%	(11)	9%	(5)	10%	(6)	4%	(2)	57
Employ: Self-Employed	56%	(44)	19%	(15)	4%	(3)	17%	(13)	5%	(4)	80
Employ: Homemaker	44%	(36)	24%	(19)	5%	(4)	2%	(2)	25%	(20)	80
Employ: Student	69%	(65)	15%	(14)	5%	(5)	2%	(2)	8%	(8)	93
Employ: Retired	52%	(83)	21%	(34)	11%	(17)	7%	(11)	9%	(14)	159
Employ: Unemployed	49%	(65)	28%	(37)	5%	(6)	2%	(3)	16%	(21)	131
Military HH: Yes	63%	(43)	22%	(15)	6%	(4)	7%	(5)	2%	(1)	68
Military HH: No	56%	(522)	24%	(222)	7%	(62)	5%	(43)	9%	(84)	932
RD/WT: Right Direction	56%	(122)	22%	(47)	4%	(9)	11%	(24)	7%	(16)	218
RD/WT: Wrong Track	57%	(443)	24%	(189)	7%	(56)	3%	(24)	9%	(69)	782
Trump Job Approve	57%	(137)	24%	(58)	6%	(13)	9%	(22)	5%	(11)	241
Trump Job Disapprove	59%	(413)	23%	(164)	7%	(51)	4%	(26)	7%	(51)	705
Trump Job Strongly Approve	62%	(69)	18%	(20)	1%	(1)	11%	(13)	8%	(9)	112
Trump Job Somewhat Approve	52%	(68)	29%	(37)	10%	(13)	7%	(10)	2%	(2)	130
Trump Job Somewhat Disapprove	49%	(96)	28%	(54)	11%	(23)	5%	(11)	6%	(12)	196
Trump Job Strongly Disapprove	62%	(317)	22%	(110)	6%	(28)	3%	(15)	8%	(39)	509
Favorable of Trump	56%	(143)	24%	(63)	4%	(11)	9%	(23)	7%	(17)	256
Unfavorable of Trump	58%	(400)	24%	(164)	7%	(51)	4%	(26)	7%	(45)	687

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**Table MCFE2\_1:** Do you think the term Asian American should be used to describe the following groups of people?  
People of Chinese descent born in the U.S.

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know / No opinion		Total N
Asian Adults	56%	(565)	24%	(236)	7%	(66)	5%	(48)	9%	(85)	1000
Very Favorable of Trump	58%	(66)	22%	(25)	—	(0)	10%	(12)	9%	(11)	113
Somewhat Favorable of Trump	54%	(77)	26%	(38)	7%	(11)	8%	(11)	4%	(6)	142
Somewhat Unfavorable of Trump	43%	(63)	27%	(40)	16%	(24)	6%	(9)	7%	(11)	146
Very Unfavorable of Trump	62%	(337)	23%	(125)	5%	(28)	3%	(17)	6%	(34)	540
#1 Issue: Economy	62%	(248)	22%	(91)	7%	(27)	3%	(11)	7%	(27)	404
#1 Issue: Security	51%	(34)	21%	(14)	10%	(7)	14%	(9)	5%	(3)	66
#1 Issue: Health Care	54%	(144)	28%	(73)	5%	(14)	4%	(12)	8%	(21)	264
#1 Issue: Medicare / Social Security	42%	(34)	27%	(22)	7%	(6)	9%	(7)	13%	(11)	80
#1 Issue: Women's Issues	67%	(34)	22%	(11)	3%	(2)	1%	(1)	7%	(3)	51
#1 Issue: Other	47%	(30)	13%	(8)	10%	(6)	6%	(4)	24%	(15)	63
2018 House Vote: Democrat	62%	(205)	21%	(69)	8%	(27)	3%	(11)	6%	(20)	333
2018 House Vote: Republican	57%	(87)	24%	(36)	7%	(10)	7%	(11)	5%	(7)	152
2016 Vote: Hillary Clinton	59%	(198)	24%	(82)	7%	(22)	3%	(11)	7%	(23)	337
2016 Vote: Donald Trump	55%	(97)	24%	(42)	10%	(18)	6%	(11)	5%	(8)	176
2016 Vote: Didn't Vote	54%	(247)	24%	(107)	5%	(24)	5%	(23)	12%	(53)	454
Voted in 2014: Yes	60%	(249)	22%	(93)	8%	(33)	5%	(19)	5%	(21)	415
Voted in 2014: No	54%	(316)	25%	(144)	6%	(33)	5%	(29)	11%	(64)	585
2012 Vote: Barack Obama	59%	(198)	25%	(85)	6%	(21)	3%	(11)	6%	(20)	335
2012 Vote: Mitt Romney	59%	(70)	21%	(25)	8%	(10)	7%	(9)	5%	(5)	118
2012 Vote: Didn't Vote	54%	(281)	24%	(125)	6%	(33)	5%	(27)	11%	(58)	525
4-Region: Northeast	57%	(112)	22%	(44)	8%	(16)	5%	(9)	9%	(17)	199
4-Region: Midwest	53%	(68)	23%	(29)	10%	(13)	6%	(7)	9%	(11)	128
4-Region: South	53%	(120)	22%	(51)	5%	(12)	8%	(17)	12%	(28)	229
4-Region: West	59%	(265)	25%	(112)	6%	(25)	3%	(14)	6%	(29)	445

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**Table MCFE2\_1: Do you think the term Asian American should be used to describe the following groups of people?**  
People of Chinese descent born in the U.S.

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know / No opinion		Total N
Asian Adults	56%	(565)	24%	(236)	7%	(66)	5%	(48)	9%	(85)	1000
Chinese	63%	(213)	23%	(78)	5%	(18)	3%	(9)	7%	(23)	341
Filipino	50%	(69)	29%	(39)	6%	(8)	4%	(6)	12%	(16)	138
Indian	48%	(49)	23%	(24)	9%	(9)	9%	(10)	12%	(12)	104
Vietnamese	68%	(51)	17%	(12)	—	(0)	8%	(6)	7%	(6)	75
Korean	57%	(52)	22%	(20)	11%	(10)	4%	(4)	6%	(5)	92
Japanese	55%	(74)	26%	(35)	5%	(7)	6%	(8)	8%	(10)	135
Other Asian	49%	(55)	25%	(28)	11%	(12)	6%	(6)	10%	(11)	112
Speaks only English at home	55%	(306)	24%	(136)	9%	(48)	4%	(21)	9%	(48)	558
Speaks mostly English at home	58%	(146)	23%	(58)	4%	(10)	7%	(17)	9%	(22)	253
Speaks both English and other language at home	61%	(60)	18%	(18)	6%	(6)	7%	(7)	8%	(7)	98
Speaks mostly other language at home	58%	(44)	30%	(23)	2%	(2)	3%	(2)	8%	(6)	77
Trump supporter	60%	(137)	20%	(46)	3%	(6)	10%	(23)	7%	(17)	229
Biden supporter	58%	(344)	25%	(149)	7%	(44)	3%	(17)	7%	(42)	595
Sports fans	56%	(384)	24%	(165)	7%	(48)	5%	(37)	7%	(46)	679
Avid sports fans	58%	(111)	26%	(50)	5%	(10)	7%	(14)	3%	(5)	190
Sports fans, Age: 18-34	62%	(116)	23%	(44)	5%	(9)	3%	(5)	6%	(12)	187
Sports fans, Age: 35-44	47%	(70)	35%	(53)	3%	(5)	3%	(5)	12%	(17)	150
Sports fans, Age: 45-64	58%	(136)	21%	(49)	9%	(20)	7%	(16)	6%	(14)	236
Sports fans, Age: 65+	57%	(61)	18%	(19)	13%	(14)	10%	(10)	2%	(2)	107
Movie studios should diversify teams	62%	(443)	23%	(165)	6%	(41)	4%	(28)	5%	(36)	713
Movie studios should diversify stories	62%	(394)	22%	(140)	5%	(35)	4%	(28)	6%	(38)	635
Concerned about Covid	57%	(521)	24%	(220)	6%	(58)	4%	(40)	8%	(74)	913
No experience with Covid	52%	(268)	27%	(138)	7%	(34)	4%	(22)	11%	(56)	518
Health care major factor for election	59%	(420)	23%	(159)	7%	(47)	4%	(30)	7%	(52)	708
Social media users	58%	(547)	23%	(221)	6%	(59)	5%	(47)	8%	(77)	951
WhatsApp users	62%	(219)	22%	(76)	6%	(21)	4%	(14)	6%	(23)	352
WeChat users	59%	(102)	26%	(45)	6%	(10)	3%	(5)	6%	(11)	173
Social media news source at least once a week	60%	(392)	23%	(153)	6%	(36)	5%	(34)	6%	(42)	657

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

**Table MCFE2\_2:** Do you think the term Asian American should be used to describe the following groups of people?  
People of Filipino descent born in the U.S.

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know / No opinion		Total N
Asian Adults	48%	(481)	26%	(264)	8%	(78)	7%	(74)	10%	(103)	1000
Gender: Male	46%	(217)	27%	(126)	9%	(43)	10%	(46)	8%	(37)	470
Gender: Female	50%	(264)	26%	(138)	7%	(35)	5%	(27)	12%	(66)	530
Age: 18-34	50%	(161)	25%	(81)	8%	(26)	6%	(18)	11%	(34)	320
Age: 35-44	44%	(82)	34%	(64)	4%	(7)	6%	(11)	12%	(22)	186
Age: 45-64	52%	(174)	22%	(75)	8%	(26)	8%	(28)	9%	(32)	335
Age: 65+	41%	(65)	28%	(45)	12%	(18)	10%	(16)	9%	(15)	158
GenZers: 1997-2012	56%	(80)	24%	(34)	7%	(10)	7%	(10)	6%	(8)	142
Millennials: 1981-1996	45%	(127)	30%	(86)	7%	(20)	5%	(14)	13%	(38)	286
GenXers: 1965-1980	52%	(151)	25%	(72)	6%	(16)	8%	(24)	9%	(27)	289
Baby Boomers: 1946-1964	46%	(118)	23%	(59)	12%	(30)	8%	(21)	11%	(27)	255
PID: Dem (no lean)	51%	(207)	28%	(112)	8%	(31)	4%	(16)	9%	(37)	402
PID: Ind (no lean)	44%	(162)	27%	(101)	5%	(19)	9%	(35)	14%	(52)	368
PID: Rep (no lean)	49%	(113)	22%	(52)	12%	(28)	10%	(23)	6%	(14)	230
PID/Gender: Dem Men	54%	(90)	27%	(44)	8%	(14)	4%	(6)	7%	(12)	167
PID/Gender: Dem Women	49%	(116)	29%	(67)	7%	(17)	4%	(10)	11%	(26)	235
PID/Gender: Ind Men	41%	(72)	26%	(45)	6%	(10)	16%	(27)	12%	(21)	176
PID/Gender: Ind Women	47%	(90)	29%	(56)	5%	(9)	4%	(7)	16%	(30)	193
PID/Gender: Rep Men	43%	(55)	29%	(37)	15%	(19)	10%	(13)	3%	(4)	128
PID/Gender: Rep Women	57%	(58)	15%	(15)	9%	(9)	10%	(10)	10%	(10)	102
Ideo: Liberal (1-3)	57%	(173)	26%	(79)	6%	(18)	4%	(12)	7%	(22)	304
Ideo: Moderate (4)	42%	(156)	30%	(111)	9%	(34)	8%	(28)	11%	(43)	372
Ideo: Conservative (5-7)	52%	(126)	22%	(54)	9%	(21)	11%	(27)	5%	(13)	241
Educ: < College	41%	(171)	27%	(114)	11%	(47)	8%	(33)	13%	(56)	420
Educ: Bachelors degree	53%	(175)	27%	(88)	5%	(17)	7%	(22)	8%	(27)	330
Educ: Post-grad	54%	(136)	25%	(62)	6%	(14)	7%	(19)	8%	(19)	250
Income: Under 50k	41%	(168)	29%	(118)	6%	(24)	10%	(41)	15%	(62)	412
Income: 50k-100k	54%	(163)	23%	(70)	11%	(33)	4%	(14)	8%	(23)	303
Income: 100k+	53%	(150)	27%	(77)	7%	(20)	7%	(19)	6%	(18)	284
Ethnicity: Other	48%	(481)	26%	(264)	8%	(78)	7%	(74)	10%	(103)	1000

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**Table MCFE2\_2:** Do you think the term Asian American should be used to describe the following groups of people?  
People of Filipino descent born in the U.S.

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know / No opinion		Total N
Asian Adults	48%	(481)	26%	(264)	8%	(78)	7%	(74)	10%	(103)	1000
All Christian	56%	(178)	22%	(69)	5%	(16)	8%	(24)	10%	(30)	317
All Non-Christian	44%	(104)	27%	(64)	8%	(20)	11%	(26)	10%	(24)	239
Atheist	55%	(37)	27%	(18)	14%	(10)	1%	(1)	3%	(2)	67
Agnostic/Nothing in particular	46%	(133)	26%	(75)	8%	(24)	6%	(18)	13%	(38)	288
Something Else	33%	(29)	42%	(38)	9%	(8)	6%	(6)	10%	(9)	90
Religious Non-Protestant/Catholic	44%	(107)	27%	(65)	9%	(21)	11%	(26)	10%	(25)	244
Evangelical	54%	(80)	27%	(40)	3%	(4)	10%	(14)	7%	(10)	148
Non-Evangelical	49%	(125)	26%	(66)	8%	(19)	6%	(14)	11%	(28)	252
Community: Urban	46%	(151)	28%	(93)	7%	(24)	10%	(34)	8%	(26)	329
Community: Suburban	52%	(310)	25%	(147)	7%	(44)	5%	(27)	11%	(63)	591
Community: Rural	25%	(20)	30%	(24)	12%	(10)	15%	(12)	18%	(14)	79
Employ: Private Sector	53%	(202)	28%	(106)	8%	(30)	5%	(18)	6%	(24)	380
Employ: Government	50%	(29)	23%	(13)	4%	(2)	19%	(11)	4%	(2)	57
Employ: Self-Employed	38%	(30)	31%	(24)	2%	(2)	22%	(18)	7%	(6)	80
Employ: Homemaker	44%	(36)	21%	(17)	3%	(3)	7%	(6)	24%	(19)	80
Employ: Student	55%	(51)	24%	(22)	8%	(7)	4%	(4)	9%	(9)	93
Employ: Retired	43%	(69)	25%	(41)	14%	(22)	7%	(11)	11%	(17)	159
Employ: Unemployed	42%	(56)	29%	(38)	8%	(10)	4%	(5)	18%	(23)	131
Military HH: Yes	58%	(39)	28%	(19)	7%	(5)	5%	(4)	2%	(1)	68
Military HH: No	47%	(442)	26%	(245)	8%	(73)	8%	(70)	11%	(102)	932
RD/WT: Right Direction	48%	(104)	23%	(51)	4%	(8)	17%	(36)	8%	(18)	218
RD/WT: Wrong Track	48%	(377)	27%	(213)	9%	(70)	5%	(38)	11%	(85)	782
Trump Job Approve	54%	(130)	22%	(52)	6%	(14)	13%	(32)	6%	(13)	241
Trump Job Disapprove	49%	(344)	28%	(197)	9%	(61)	6%	(41)	9%	(62)	705
Trump Job Strongly Approve	60%	(67)	14%	(16)	—	(1)	17%	(18)	8%	(9)	112
Trump Job Somewhat Approve	48%	(62)	28%	(36)	10%	(13)	11%	(14)	3%	(4)	130
Trump Job Somewhat Disapprove	41%	(80)	34%	(66)	9%	(18)	9%	(18)	7%	(13)	196
Trump Job Strongly Disapprove	52%	(263)	26%	(131)	8%	(42)	5%	(23)	10%	(49)	509
Favorable of Trump	51%	(131)	24%	(62)	5%	(14)	14%	(35)	6%	(15)	256
Unfavorable of Trump	49%	(337)	28%	(193)	9%	(62)	5%	(37)	8%	(58)	687

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**Table MCFE2\_2:** Do you think the term Asian American should be used to describe the following groups of people?  
People of Filipino descent born in the U.S.

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know / No opinion		Total N
Asian Adults	48%	(481)	26%	(264)	8%	(78)	7%	(74)	10%	(103)	1000
Very Favorable of Trump	58%	(66)	17%	(19)	—	(1)	18%	(20)	7%	(7)	113
Somewhat Favorable of Trump	46%	(65)	30%	(42)	9%	(13)	11%	(15)	5%	(7)	142
Somewhat Unfavorable of Trump	40%	(58)	32%	(46)	14%	(20)	7%	(10)	8%	(12)	146
Very Unfavorable of Trump	52%	(279)	27%	(146)	8%	(42)	5%	(27)	9%	(46)	540
#1 Issue: Economy	52%	(208)	27%	(107)	9%	(37)	4%	(17)	8%	(34)	404
#1 Issue: Security	49%	(32)	24%	(16)	9%	(6)	15%	(10)	3%	(2)	66
#1 Issue: Health Care	48%	(127)	28%	(75)	7%	(17)	7%	(19)	10%	(26)	264
#1 Issue: Medicare / Social Security	27%	(22)	30%	(24)	12%	(9)	11%	(9)	20%	(16)	80
#1 Issue: Women's Issues	62%	(32)	27%	(14)	3%	(2)	1%	(1)	7%	(3)	51
#1 Issue: Other	42%	(27)	15%	(9)	5%	(3)	18%	(11)	20%	(13)	63
2018 House Vote: Democrat	54%	(179)	25%	(84)	9%	(29)	5%	(17)	7%	(24)	333
2018 House Vote: Republican	54%	(82)	22%	(33)	7%	(11)	11%	(16)	6%	(9)	152
2016 Vote: Hillary Clinton	50%	(169)	28%	(95)	7%	(23)	5%	(18)	9%	(31)	337
2016 Vote: Donald Trump	53%	(94)	22%	(39)	10%	(17)	12%	(20)	3%	(5)	176
2016 Vote: Didn't Vote	44%	(202)	27%	(121)	8%	(36)	7%	(31)	14%	(65)	454
Voted in 2014: Yes	52%	(217)	26%	(108)	8%	(34)	7%	(28)	7%	(28)	415
Voted in 2014: No	45%	(264)	27%	(157)	7%	(44)	8%	(46)	13%	(75)	585
2012 Vote: Barack Obama	51%	(172)	28%	(95)	7%	(25)	5%	(16)	8%	(26)	335
2012 Vote: Mitt Romney	58%	(69)	19%	(22)	7%	(8)	11%	(14)	5%	(5)	118
2012 Vote: Didn't Vote	44%	(231)	27%	(141)	8%	(43)	8%	(43)	13%	(68)	525
4-Region: Northeast	48%	(95)	24%	(49)	9%	(19)	8%	(16)	11%	(21)	199
4-Region: Midwest	40%	(52)	27%	(35)	10%	(13)	9%	(12)	13%	(16)	128
4-Region: South	50%	(114)	24%	(55)	5%	(11)	11%	(24)	11%	(24)	229
4-Region: West	50%	(221)	28%	(126)	8%	(35)	5%	(21)	9%	(42)	445

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**Table MCFE2\_2: Do you think the term Asian American should be used to describe the following groups of people?**  
People of Filipino descent born in the U.S.

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know / No opinion		Total N
Asian Adults	48%	(481)	26%	(264)	8%	(78)	7%	(74)	10%	(103)	1000
Chinese	52%	(178)	24%	(82)	8%	(28)	6%	(19)	10%	(34)	341
Filipino	55%	(76)	30%	(41)	3%	(4)	5%	(7)	7%	(9)	138
Indian	42%	(44)	27%	(28)	6%	(6)	13%	(14)	12%	(12)	104
Vietnamese	58%	(44)	22%	(16)	—	(0)	12%	(9)	8%	(6)	75
Korean	48%	(44)	25%	(23)	12%	(11)	5%	(4)	10%	(9)	92
Japanese	40%	(53)	29%	(39)	11%	(15)	8%	(11)	12%	(16)	135
Other Asian	36%	(40)	31%	(35)	11%	(12)	8%	(9)	14%	(15)	112
Speaks only English at home	47%	(262)	26%	(147)	9%	(53)	7%	(37)	11%	(60)	558
Speaks mostly English at home	50%	(127)	28%	(71)	4%	(10)	7%	(18)	11%	(27)	253
Speaks both English and other language at home	53%	(52)	20%	(20)	7%	(7)	11%	(11)	9%	(8)	98
Speaks mostly other language at home	47%	(36)	26%	(20)	11%	(9)	8%	(6)	8%	(6)	77
Trump supporter	56%	(128)	21%	(49)	3%	(7)	13%	(31)	7%	(15)	229
Biden supporter	49%	(289)	28%	(169)	10%	(57)	4%	(27)	9%	(54)	595
Sports fans	49%	(334)	27%	(181)	8%	(55)	8%	(53)	8%	(56)	679
Avid sports fans	49%	(93)	31%	(59)	6%	(12)	11%	(20)	3%	(6)	190
Sports fans, Age: 18-34	54%	(100)	26%	(48)	8%	(15)	5%	(10)	7%	(14)	187
Sports fans, Age: 35-44	44%	(66)	33%	(50)	4%	(6)	7%	(11)	12%	(18)	150
Sports fans, Age: 45-64	52%	(121)	22%	(52)	10%	(23)	8%	(19)	9%	(21)	236
Sports fans, Age: 65+	43%	(46)	29%	(31)	11%	(12)	13%	(13)	4%	(4)	107
Movie studios should diversify teams	55%	(390)	26%	(187)	7%	(50)	5%	(39)	7%	(47)	713
Movie studios should diversify stories	55%	(348)	25%	(160)	6%	(40)	6%	(38)	8%	(49)	635
Concerned about Covid	49%	(449)	27%	(245)	7%	(68)	7%	(60)	10%	(91)	913
No experience with Covid	44%	(226)	30%	(154)	7%	(38)	7%	(35)	13%	(65)	518
Health care major factor for election	49%	(349)	26%	(184)	9%	(62)	6%	(45)	10%	(68)	708
Social media users	49%	(466)	27%	(252)	7%	(67)	7%	(71)	10%	(95)	951
WhatsApp users	54%	(189)	26%	(91)	6%	(21)	7%	(25)	7%	(26)	352
WeChat users	47%	(82)	25%	(44)	10%	(18)	6%	(11)	11%	(18)	173
Social media news source at least once a week	53%	(349)	26%	(169)	6%	(38)	7%	(46)	8%	(55)	657

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



**Table MCFE2\_3:** Do you think the term Asian American should be used to describe the following groups of people?  
People of Indian descent born in the U.S.

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know / No opinion		Total N
Asian Adults	37%	(367)	23%	(229)	16%	(158)	11%	(109)	14%	(137)	1000
Gender: Male	37%	(172)	23%	(110)	17%	(82)	13%	(61)	10%	(45)	470
Gender: Female	37%	(195)	22%	(119)	14%	(76)	9%	(49)	17%	(91)	530
Age: 18-34	42%	(134)	20%	(65)	12%	(39)	12%	(37)	14%	(44)	320
Age: 35-44	35%	(65)	30%	(56)	14%	(25)	8%	(15)	13%	(24)	186
Age: 45-64	37%	(123)	22%	(75)	17%	(57)	9%	(30)	15%	(50)	335
Age: 65+	28%	(45)	21%	(33)	22%	(36)	17%	(27)	12%	(19)	158
GenZers: 1997-2012	48%	(68)	18%	(25)	12%	(17)	11%	(16)	11%	(16)	142
Millennials: 1981-1996	36%	(103)	25%	(70)	15%	(44)	10%	(29)	14%	(41)	286
GenXers: 1965-1980	38%	(111)	26%	(76)	13%	(39)	9%	(26)	13%	(38)	289
Baby Boomers: 1946-1964	32%	(81)	20%	(51)	20%	(51)	13%	(34)	15%	(39)	255
PID: Dem (no lean)	43%	(173)	25%	(100)	15%	(59)	7%	(30)	10%	(40)	402
PID: Ind (no lean)	33%	(122)	21%	(78)	12%	(46)	13%	(47)	20%	(75)	368
PID: Rep (no lean)	31%	(72)	22%	(51)	23%	(53)	14%	(32)	9%	(22)	230
PID/Gender: Dem Men	42%	(69)	25%	(41)	18%	(30)	8%	(13)	8%	(13)	167
PID/Gender: Dem Women	44%	(104)	25%	(58)	13%	(30)	7%	(16)	12%	(27)	235
PID/Gender: Ind Men	34%	(60)	21%	(36)	14%	(25)	17%	(30)	14%	(25)	176
PID/Gender: Ind Women	32%	(62)	22%	(42)	11%	(21)	9%	(17)	26%	(50)	193
PID/Gender: Rep Men	33%	(43)	26%	(33)	21%	(27)	14%	(17)	6%	(8)	128
PID/Gender: Rep Women	29%	(29)	18%	(18)	25%	(25)	15%	(15)	14%	(14)	102
Ideo: Liberal (1-3)	48%	(145)	21%	(65)	13%	(41)	10%	(29)	8%	(25)	304
Ideo: Moderate (4)	33%	(122)	29%	(107)	14%	(51)	9%	(33)	16%	(59)	372
Ideo: Conservative (5-7)	35%	(84)	20%	(49)	22%	(53)	13%	(32)	10%	(23)	241
Educ: < College	29%	(122)	21%	(89)	19%	(80)	12%	(51)	19%	(78)	420
Educ: Bachelors degree	39%	(128)	25%	(82)	15%	(51)	10%	(32)	11%	(37)	330
Educ: Post-grad	47%	(117)	23%	(59)	11%	(27)	10%	(26)	9%	(21)	250
Income: Under 50k	32%	(131)	21%	(85)	15%	(60)	12%	(50)	21%	(87)	412
Income: 50k-100k	40%	(123)	24%	(71)	19%	(57)	9%	(27)	9%	(26)	303
Income: 100k+	40%	(114)	26%	(73)	14%	(41)	12%	(33)	8%	(24)	284
Ethnicity: Other	37%	(367)	23%	(229)	16%	(158)	11%	(109)	14%	(137)	1000

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**Table MCFE2\_3: Do you think the term Asian American should be used to describe the following groups of people?**  
People of Indian descent born in the U.S.

Demographic	Yes, definitely	Yes, probably	No, probably not	No, definitely not	Don't know / No opinion	Total N
Asian Adults	37% (367)	23% (229)	16% (158)	11% (109)	14% (137)	1000
All Christian	39% (124)	21% (65)	15% (46)	12% (38)	14% (43)	317
All Non-Christian	43% (103)	22% (52)	12% (29)	11% (26)	12% (30)	239
Atheist	46% (31)	19% (13)	22% (15)	11% (7)	2% (1)	67
Agnostic/Nothing in particular	32% (93)	25% (71)	16% (46)	9% (26)	18% (51)	288
Something Else	18% (16)	30% (27)	25% (22)	14% (13)	13% (11)	90
Religious Non-Protestant/Catholic	43% (104)	22% (53)	13% (31)	11% (26)	12% (30)	244
Evangelical	36% (53)	24% (35)	18% (26)	13% (19)	9% (14)	148
Non-Evangelical	34% (85)	22% (55)	16% (40)	13% (32)	16% (40)	252
Community: Urban	34% (112)	24% (78)	17% (56)	14% (48)	11% (36)	329
Community: Suburban	42% (246)	23% (135)	14% (82)	9% (51)	13% (77)	591
Community: Rural	12% (10)	21% (17)	25% (20)	13% (10)	29% (23)	79
Employ: Private Sector	40% (153)	27% (104)	15% (56)	9% (36)	8% (31)	380
Employ: Government	47% (27)	22% (12)	13% (7)	12% (7)	6% (3)	57
Employ: Self-Employed	35% (27)	21% (16)	11% (8)	29% (23)	5% (4)	80
Employ: Homemaker	33% (27)	21% (17)	7% (6)	6% (5)	33% (26)	80
Employ: Student	46% (43)	19% (17)	13% (12)	10% (9)	12% (12)	93
Employ: Retired	29% (46)	19% (30)	24% (38)	13% (20)	16% (25)	159
Employ: Unemployed	29% (37)	21% (28)	20% (26)	5% (7)	26% (34)	131
Military HH: Yes	41% (28)	26% (18)	15% (11)	11% (7)	7% (5)	68
Military HH: No	36% (339)	23% (212)	16% (147)	11% (102)	14% (132)	932
RD/WT: Right Direction	32% (71)	22% (49)	15% (33)	20% (43)	11% (23)	218
RD/WT: Wrong Track	38% (297)	23% (181)	16% (124)	9% (67)	15% (113)	782
Trump Job Approve	33% (81)	23% (55)	18% (43)	18% (44)	8% (19)	241
Trump Job Disapprove	40% (283)	24% (170)	15% (106)	9% (61)	12% (85)	705
Trump Job Strongly Approve	31% (34)	16% (17)	15% (17)	27% (30)	12% (13)	112
Trump Job Somewhat Approve	36% (46)	29% (38)	20% (26)	10% (13)	5% (6)	130
Trump Job Somewhat Disapprove	32% (62)	28% (55)	18% (36)	11% (21)	12% (23)	196
Trump Job Strongly Disapprove	43% (221)	23% (115)	14% (70)	8% (41)	12% (62)	509
Favorable of Trump	31% (80)	22% (57)	19% (48)	18% (46)	10% (25)	256
Unfavorable of Trump	41% (280)	24% (167)	15% (105)	8% (58)	11% (77)	687

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**Table MCFE2\_3:** Do you think the term Asian American should be used to describe the following groups of people?  
People of Indian descent born in the U.S.

Demographic	Yes, definitely	Yes, probably	No, probably not	No, definitely not	Don't know / No opinion	Total N
Asian Adults	37% (367)	23% (229)	16% (158)	11% (109)	14% (137)	1000
Very Favorable of Trump	29% (33)	15% (17)	18% (20)	25% (28)	13% (15)	113
Somewhat Favorable of Trump	33% (47)	28% (41)	20% (28)	12% (17)	7% (10)	142
Somewhat Unfavorable of Trump	30% (44)	27% (39)	20% (30)	10% (15)	12% (18)	146
Very Unfavorable of Trump	44% (235)	24% (128)	14% (75)	8% (43)	11% (59)	540
#1 Issue: Economy	41% (164)	24% (95)	16% (63)	10% (38)	11% (43)	404
#1 Issue: Security	30% (20)	24% (16)	18% (12)	24% (16)	5% (3)	66
#1 Issue: Health Care	36% (95)	23% (60)	16% (43)	10% (27)	14% (38)	264
#1 Issue: Medicare / Social Security	18% (15)	22% (17)	20% (16)	15% (12)	25% (20)	80
#1 Issue: Women's Issues	46% (23)	25% (13)	10% (5)	6% (3)	13% (7)	51
#1 Issue: Other	33% (21)	16% (10)	16% (10)	11% (7)	24% (15)	63
2018 House Vote: Democrat	43% (144)	23% (77)	14% (48)	9% (30)	10% (35)	333
2018 House Vote: Republican	34% (51)	21% (31)	23% (34)	17% (26)	6% (10)	152
2016 Vote: Hillary Clinton	40% (134)	25% (85)	15% (51)	7% (25)	13% (42)	337
2016 Vote: Donald Trump	35% (61)	18% (31)	25% (44)	17% (29)	6% (11)	176
2016 Vote: Didn't Vote	35% (160)	23% (106)	13% (59)	11% (50)	17% (79)	454
Voted in 2014: Yes	39% (160)	22% (91)	18% (76)	12% (49)	10% (40)	415
Voted in 2014: No	35% (207)	24% (139)	14% (82)	10% (60)	17% (97)	585
2012 Vote: Barack Obama	40% (133)	27% (91)	15% (50)	8% (28)	10% (34)	335
2012 Vote: Mitt Romney	31% (37)	16% (19)	25% (30)	17% (20)	10% (12)	118
2012 Vote: Didn't Vote	36% (190)	22% (116)	14% (73)	11% (59)	16% (86)	525
4-Region: Northeast	38% (76)	24% (48)	14% (27)	13% (26)	10% (21)	199
4-Region: Midwest	34% (43)	24% (31)	16% (21)	13% (16)	13% (17)	128
4-Region: South	36% (83)	19% (43)	14% (32)	13% (29)	18% (42)	229
4-Region: West	37% (166)	24% (107)	17% (78)	8% (38)	13% (57)	445

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**Table MCFE2\_3: Do you think the term Asian American should be used to describe the following groups of people?**  
People of Indian descent born in the U.S.

Demographic	Yes, definitely	Yes, probably	No, probably not	No, definitely not	Don't know / No opinion	Total N
Asian Adults	37% (367)	23% (229)	16% (158)	11% (109)	14% (137)	1000
Chinese	39% (131)	25% (85)	15% (51)	9% (32)	12% (41)	341
Filipino	34% (47)	29% (40)	11% (16)	11% (15)	15% (20)	138
Indian	48% (50)	29% (31)	3% (3)	10% (10)	9% (10)	104
Vietnamese	48% (36)	11% (8)	10% (8)	18% (14)	13% (10)	75
Korean	35% (32)	21% (20)	29% (27)	5% (5)	9% (8)	92
Japanese	26% (35)	19% (25)	25% (33)	14% (19)	16% (22)	135
Other Asian	30% (34)	17% (19)	17% (19)	13% (14)	22% (25)	112
Speaks only English at home	33% (186)	23% (127)	19% (107)	11% (60)	14% (78)	558
Speaks mostly English at home	43% (109)	20% (50)	11% (28)	12% (29)	14% (36)	253
Speaks both English and other language at home	44% (43)	23% (22)	12% (11)	13% (13)	9% (9)	98
Speaks mostly other language at home	34% (26)	31% (24)	15% (11)	7% (5)	13% (10)	77
Trump supporter	33% (76)	20% (45)	17% (38)	19% (43)	12% (28)	229
Biden supporter	41% (247)	25% (148)	15% (91)	8% (45)	11% (65)	595
Sports fans	38% (258)	24% (161)	16% (111)	11% (77)	11% (72)	679
Avid sports fans	41% (78)	27% (51)	14% (26)	14% (26)	5% (9)	190
Sports fans, Age: 18-34	46% (86)	24% (44)	11% (20)	11% (20)	9% (17)	187
Sports fans, Age: 35-44	34% (51)	27% (40)	15% (23)	10% (15)	14% (21)	150
Sports fans, Age: 45-64	37% (87)	22% (51)	20% (48)	9% (21)	12% (29)	236
Sports fans, Age: 65+	32% (34)	24% (26)	19% (20)	20% (22)	5% (5)	107
Movie studios should diversify teams	43% (303)	23% (167)	15% (106)	10% (69)	9% (67)	713
Movie studios should diversify stories	43% (271)	23% (143)	14% (90)	10% (62)	11% (68)	635
Concerned about Covid	39% (352)	23% (206)	16% (144)	10% (95)	13% (116)	913
No experience with Covid	33% (169)	24% (127)	16% (81)	10% (50)	18% (91)	518
Health care major factor for election	39% (279)	22% (158)	15% (107)	11% (80)	12% (85)	708
Social media users	38% (359)	23% (218)	15% (142)	11% (106)	13% (125)	951
WhatsApp users	47% (164)	25% (87)	10% (35)	11% (38)	8% (28)	352
WeChat users	39% (68)	25% (43)	13% (22)	12% (21)	11% (19)	173
Social media news source at least once a week	42% (278)	23% (150)	14% (90)	11% (73)	10% (66)	657

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

**Table MCFE2\_4:** Do you think the term Asian American should be used to describe the following groups of people?  
People of Vietnamese descent born in the U.S.

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know / No opinion		Total N
Asian Adults	52%	(517)	26%	(258)	6%	(65)	7%	(66)	9%	(94)	1000
Gender: Male	53%	(248)	25%	(119)	7%	(33)	8%	(37)	7%	(33)	470
Gender: Female	51%	(270)	26%	(139)	6%	(32)	5%	(29)	11%	(61)	530
Age: 18-34	55%	(177)	22%	(70)	7%	(22)	6%	(19)	10%	(32)	320
Age: 35-44	45%	(83)	36%	(67)	3%	(6)	5%	(9)	11%	(20)	186
Age: 45-64	56%	(188)	21%	(71)	7%	(24)	7%	(22)	9%	(31)	335
Age: 65+	44%	(70)	32%	(50)	8%	(13)	10%	(16)	7%	(11)	158
GenZers: 1997-2012	62%	(88)	16%	(22)	9%	(12)	8%	(11)	6%	(8)	142
Millennials: 1981-1996	48%	(137)	30%	(85)	4%	(13)	5%	(14)	13%	(36)	286
GenXers: 1965-1980	55%	(159)	26%	(77)	4%	(12)	6%	(16)	9%	(25)	289
Baby Boomers: 1946-1964	50%	(128)	23%	(59)	11%	(27)	8%	(20)	8%	(21)	255
PID: Dem (no lean)	56%	(225)	26%	(105)	7%	(27)	4%	(17)	7%	(28)	402
PID: Ind (no lean)	49%	(182)	25%	(92)	5%	(19)	7%	(26)	13%	(48)	368
PID: Rep (no lean)	48%	(110)	26%	(60)	8%	(19)	10%	(23)	8%	(17)	230
PID/Gender: Dem Men	60%	(99)	25%	(42)	7%	(11)	4%	(7)	4%	(7)	167
PID/Gender: Dem Women	53%	(126)	27%	(63)	6%	(15)	4%	(10)	9%	(21)	235
PID/Gender: Ind Men	48%	(84)	22%	(39)	7%	(12)	11%	(19)	12%	(22)	176
PID/Gender: Ind Women	51%	(98)	28%	(53)	4%	(7)	4%	(7)	14%	(27)	193
PID/Gender: Rep Men	51%	(65)	30%	(38)	7%	(10)	9%	(11)	3%	(4)	128
PID/Gender: Rep Women	45%	(46)	21%	(22)	9%	(10)	12%	(12)	13%	(13)	102
Ideo: Liberal (1-3)	60%	(183)	26%	(78)	4%	(11)	5%	(16)	5%	(16)	304
Ideo: Moderate (4)	47%	(174)	27%	(101)	9%	(32)	5%	(19)	12%	(46)	372
Ideo: Conservative (5-7)	52%	(126)	25%	(60)	7%	(18)	9%	(23)	6%	(14)	241
Educ: < College	44%	(185)	27%	(115)	9%	(40)	6%	(26)	13%	(54)	420
Educ: Bachelors degree	57%	(189)	25%	(82)	4%	(15)	7%	(22)	7%	(22)	330
Educ: Post-grad	58%	(144)	24%	(60)	4%	(10)	7%	(18)	7%	(18)	250
Income: Under 50k	45%	(187)	27%	(110)	6%	(26)	8%	(32)	14%	(57)	412
Income: 50k-100k	55%	(168)	26%	(78)	8%	(23)	5%	(14)	7%	(20)	303
Income: 100k+	57%	(163)	24%	(69)	5%	(15)	7%	(20)	6%	(17)	284
Ethnicity: Other	52%	(517)	26%	(258)	6%	(65)	7%	(66)	9%	(94)	1000

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**Table MCFE2\_4:** Do you think the term Asian American should be used to describe the following groups of people?  
People of Vietnamese descent born in the U.S.

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know / No opinion		Total N
Asian Adults	52%	(517)	26%	(258)	6%	(65)	7%	(66)	9%	(94)	1000
All Christian	58%	(183)	19%	(61)	6%	(18)	7%	(21)	11%	(34)	317
All Non-Christian	48%	(113)	29%	(69)	7%	(18)	7%	(18)	9%	(21)	239
Atheist	67%	(44)	19%	(13)	12%	(8)	1%	(1)	2%	(1)	67
Agnostic/Nothing in particular	51%	(147)	27%	(78)	5%	(14)	6%	(18)	10%	(30)	288
Something Else	32%	(29)	42%	(37)	8%	(7)	10%	(9)	8%	(8)	90
Religious Non-Protestant/Catholic	47%	(116)	29%	(69)	8%	(19)	7%	(18)	9%	(22)	244
Evangelical	55%	(82)	25%	(37)	2%	(2)	11%	(16)	7%	(10)	148
Non-Evangelical	51%	(128)	23%	(59)	8%	(21)	5%	(13)	12%	(31)	252
Community: Urban	50%	(163)	27%	(90)	6%	(20)	9%	(29)	8%	(28)	329
Community: Suburban	56%	(329)	24%	(140)	6%	(34)	5%	(32)	10%	(56)	591
Community: Rural	31%	(25)	35%	(28)	13%	(11)	7%	(6)	12%	(10)	79
Employ: Private Sector	56%	(213)	28%	(107)	5%	(19)	6%	(21)	5%	(20)	380
Employ: Government	52%	(30)	21%	(12)	9%	(5)	13%	(8)	4%	(2)	57
Employ: Self-Employed	58%	(46)	23%	(18)	—	(0)	13%	(10)	6%	(5)	80
Employ: Homemaker	38%	(31)	26%	(21)	3%	(3)	7%	(5)	26%	(21)	80
Employ: Student	65%	(60)	13%	(12)	8%	(8)	5%	(5)	9%	(8)	93
Employ: Retired	44%	(71)	29%	(47)	11%	(17)	7%	(11)	8%	(13)	159
Employ: Unemployed	43%	(57)	29%	(37)	8%	(10)	3%	(4)	17%	(23)	131
Military HH: Yes	59%	(40)	21%	(14)	7%	(5)	11%	(7)	2%	(1)	68
Military HH: No	51%	(477)	26%	(243)	6%	(60)	6%	(59)	10%	(93)	932
RD/WT: Right Direction	46%	(100)	25%	(55)	5%	(11)	16%	(34)	8%	(18)	218
RD/WT: Wrong Track	53%	(417)	26%	(203)	7%	(54)	4%	(32)	10%	(76)	782
Trump Job Approve	51%	(122)	27%	(64)	5%	(12)	12%	(29)	6%	(14)	241
Trump Job Disapprove	55%	(386)	25%	(178)	7%	(49)	5%	(34)	8%	(57)	705
Trump Job Strongly Approve	56%	(62)	19%	(21)	1%	(2)	16%	(18)	8%	(9)	112
Trump Job Somewhat Approve	46%	(60)	33%	(43)	8%	(11)	8%	(11)	4%	(5)	130
Trump Job Somewhat Disapprove	46%	(90)	30%	(59)	9%	(18)	6%	(13)	9%	(17)	196
Trump Job Strongly Disapprove	58%	(296)	23%	(119)	6%	(31)	4%	(22)	8%	(41)	509
Favorable of Trump	48%	(124)	26%	(68)	5%	(13)	12%	(32)	8%	(20)	256
Unfavorable of Trump	55%	(375)	26%	(178)	7%	(49)	5%	(35)	7%	(50)	687

Continued on next page

**Table MCFE2\_4:** Do you think the term Asian American should be used to describe the following groups of people?  
People of Vietnamese descent born in the U.S.

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know / No opinion		Total N
Asian Adults	52%	(517)	26%	(258)	6%	(65)	7%	(66)	9%	(94)	1000
Very Favorable of Trump	51%	(58)	23%	(26)	1%	(1)	15%	(17)	11%	(12)	113
Somewhat Favorable of Trump	46%	(66)	30%	(42)	9%	(12)	10%	(15)	5%	(7)	142
Somewhat Unfavorable of Trump	40%	(59)	32%	(47)	13%	(19)	7%	(10)	8%	(12)	146
Very Unfavorable of Trump	59%	(317)	24%	(131)	6%	(30)	5%	(25)	7%	(37)	540
#1 Issue: Economy	56%	(226)	24%	(98)	7%	(29)	5%	(18)	8%	(32)	404
#1 Issue: Security	42%	(28)	18%	(12)	9%	(6)	23%	(15)	8%	(5)	66
#1 Issue: Health Care	54%	(142)	28%	(74)	5%	(13)	5%	(13)	8%	(22)	264
#1 Issue: Medicare / Social Security	32%	(26)	36%	(29)	6%	(5)	11%	(9)	15%	(12)	80
#1 Issue: Women's Issues	64%	(32)	27%	(14)	3%	(2)	1%	(1)	5%	(3)	51
#1 Issue: Other	43%	(27)	16%	(10)	9%	(6)	7%	(5)	24%	(15)	63
2018 House Vote: Democrat	57%	(191)	24%	(79)	7%	(24)	5%	(18)	6%	(21)	333
2018 House Vote: Republican	52%	(79)	26%	(39)	8%	(12)	9%	(14)	5%	(7)	152
2016 Vote: Hillary Clinton	54%	(182)	28%	(93)	5%	(18)	5%	(16)	8%	(27)	337
2016 Vote: Donald Trump	52%	(91)	25%	(43)	10%	(18)	9%	(15)	5%	(8)	176
2016 Vote: Didn't Vote	49%	(223)	25%	(114)	6%	(27)	7%	(31)	13%	(58)	454
Voted in 2014: Yes	55%	(230)	25%	(105)	7%	(30)	6%	(26)	6%	(23)	415
Voted in 2014: No	49%	(287)	26%	(153)	6%	(34)	7%	(40)	12%	(71)	585
2012 Vote: Barack Obama	55%	(184)	28%	(95)	5%	(18)	5%	(17)	7%	(22)	335
2012 Vote: Mitt Romney	53%	(62)	24%	(28)	9%	(10)	10%	(12)	5%	(5)	118
2012 Vote: Didn't Vote	49%	(256)	25%	(133)	7%	(34)	7%	(37)	12%	(65)	525
4-Region: Northeast	53%	(106)	22%	(44)	8%	(16)	7%	(14)	9%	(19)	199
4-Region: Midwest	44%	(57)	23%	(29)	14%	(18)	8%	(10)	11%	(14)	128
4-Region: South	50%	(114)	23%	(53)	4%	(10)	10%	(23)	13%	(29)	229
4-Region: West	54%	(241)	30%	(132)	5%	(21)	5%	(20)	7%	(32)	445

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**Table MCFE2\_4:** Do you think the term Asian American should be used to describe the following groups of people?  
People of Vietnamese descent born in the U.S.

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know / No opinion		Total N
Asian Adults	52%	(517)	26%	(258)	6%	(65)	7%	(66)	9%	(94)	1000
Chinese	56%	(191)	24%	(82)	7%	(25)	5%	(16)	8%	(27)	341
Filipino	48%	(66)	27%	(37)	4%	(6)	8%	(11)	13%	(19)	138
Indian	40%	(41)	30%	(31)	5%	(5)	12%	(13)	13%	(13)	104
Vietnamese	72%	(54)	17%	(13)	—	(0)	4%	(3)	7%	(5)	75
Korean	56%	(52)	23%	(21)	11%	(10)	4%	(4)	6%	(5)	92
Japanese	50%	(67)	29%	(39)	5%	(7)	8%	(10)	9%	(12)	135
Other Asian	40%	(45)	31%	(34)	10%	(12)	8%	(9)	11%	(12)	112
Speaks only English at home	50%	(276)	26%	(145)	8%	(47)	6%	(35)	10%	(55)	558
Speaks mostly English at home	56%	(141)	25%	(63)	3%	(7)	8%	(20)	9%	(22)	253
Speaks both English and other language at home	57%	(56)	21%	(20)	5%	(5)	8%	(8)	9%	(9)	98
Speaks mostly other language at home	52%	(40)	30%	(23)	7%	(5)	4%	(3)	8%	(6)	77
Trump supporter	53%	(122)	23%	(53)	2%	(6)	12%	(28)	9%	(20)	229
Biden supporter	54%	(319)	27%	(159)	8%	(47)	4%	(25)	8%	(46)	595
Sports fans	53%	(358)	27%	(183)	7%	(45)	6%	(42)	7%	(50)	679
Avid sports fans	56%	(106)	29%	(55)	5%	(10)	6%	(12)	3%	(6)	190
Sports fans, Age: 18-34	58%	(107)	27%	(51)	6%	(11)	3%	(5)	7%	(13)	187
Sports fans, Age: 35-44	44%	(66)	36%	(54)	3%	(5)	6%	(9)	11%	(16)	150
Sports fans, Age: 45-64	57%	(134)	21%	(51)	8%	(20)	6%	(15)	7%	(17)	236
Sports fans, Age: 65+	48%	(51)	26%	(28)	10%	(10)	13%	(13)	4%	(4)	107
Movie studios should diversify teams	58%	(417)	25%	(180)	5%	(38)	6%	(39)	6%	(40)	713
Movie studios should diversify stories	58%	(371)	24%	(153)	5%	(31)	6%	(36)	7%	(44)	635
Concerned about Covid	52%	(479)	26%	(241)	6%	(56)	6%	(55)	9%	(82)	913
No experience with Covid	46%	(240)	29%	(150)	6%	(33)	6%	(32)	12%	(63)	518
Health care major factor for election	54%	(383)	25%	(175)	7%	(46)	7%	(47)	8%	(57)	708
Social media users	53%	(500)	25%	(242)	6%	(58)	7%	(65)	9%	(86)	951
WhatsApp users	57%	(200)	25%	(86)	5%	(18)	6%	(22)	7%	(26)	352
WeChat users	54%	(93)	26%	(44)	8%	(14)	5%	(9)	7%	(13)	173
Social media news source at least once a week	56%	(365)	26%	(170)	5%	(35)	6%	(41)	7%	(46)	657

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



**Table MCFE2\_5:** Do you think the term Asian American should be used to describe the following groups of people?  
People of Korean descent born in the U.S.

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know / No opinion		Total N
Asian Adults	53%	(527)	25%	(247)	7%	(70)	6%	(64)	9%	(92)	1000
Gender: Male	53%	(248)	25%	(116)	8%	(38)	8%	(37)	6%	(31)	470
Gender: Female	53%	(279)	25%	(131)	6%	(32)	5%	(26)	12%	(62)	530
Age: 18-34	56%	(179)	20%	(63)	9%	(29)	5%	(16)	10%	(33)	320
Age: 35-44	45%	(84)	36%	(67)	4%	(8)	4%	(7)	11%	(20)	186
Age: 45-64	57%	(191)	21%	(70)	6%	(21)	8%	(25)	8%	(28)	335
Age: 65+	46%	(74)	29%	(47)	7%	(12)	10%	(16)	7%	(11)	158
GenZers: 1997-2012	63%	(89)	16%	(23)	8%	(11)	8%	(11)	6%	(8)	142
Millennials: 1981-1996	49%	(140)	27%	(76)	8%	(23)	3%	(9)	13%	(38)	286
GenXers: 1965-1980	55%	(158)	27%	(77)	4%	(10)	7%	(21)	8%	(23)	289
Baby Boomers: 1946-1964	52%	(133)	23%	(58)	10%	(25)	7%	(18)	8%	(22)	255
PID: Dem (no lean)	57%	(229)	25%	(100)	7%	(29)	4%	(14)	7%	(29)	402
PID: Ind (no lean)	51%	(187)	24%	(89)	6%	(23)	7%	(24)	12%	(45)	368
PID: Rep (no lean)	48%	(111)	25%	(58)	8%	(18)	11%	(25)	8%	(18)	230
PID/Gender: Dem Men	61%	(102)	24%	(40)	8%	(14)	3%	(5)	3%	(5)	167
PID/Gender: Dem Women	54%	(127)	26%	(60)	6%	(15)	4%	(10)	10%	(24)	235
PID/Gender: Ind Men	48%	(84)	22%	(39)	9%	(16)	10%	(18)	11%	(20)	176
PID/Gender: Ind Women	54%	(103)	26%	(50)	4%	(7)	3%	(6)	13%	(25)	193
PID/Gender: Rep Men	48%	(62)	29%	(37)	7%	(9)	12%	(15)	4%	(5)	128
PID/Gender: Rep Women	48%	(49)	20%	(21)	9%	(10)	10%	(10)	13%	(13)	102
Ideo: Liberal (1-3)	62%	(188)	24%	(72)	6%	(17)	4%	(12)	5%	(15)	304
Ideo: Moderate (4)	46%	(170)	28%	(103)	8%	(30)	7%	(24)	12%	(45)	372
Ideo: Conservative (5-7)	55%	(133)	23%	(57)	8%	(19)	8%	(19)	6%	(14)	241
Educ: < College	44%	(184)	26%	(111)	10%	(43)	7%	(29)	13%	(53)	420
Educ: Bachelors degree	58%	(193)	26%	(86)	4%	(14)	5%	(17)	6%	(20)	330
Educ: Post-grad	60%	(150)	20%	(51)	5%	(13)	7%	(18)	7%	(18)	250
Income: Under 50k	46%	(190)	25%	(105)	6%	(26)	8%	(35)	14%	(57)	412
Income: 50k-100k	57%	(172)	25%	(75)	9%	(28)	3%	(10)	6%	(19)	303
Income: 100k+	58%	(166)	24%	(67)	6%	(16)	7%	(19)	6%	(16)	284
Ethnicity: Other	53%	(527)	25%	(247)	7%	(70)	6%	(64)	9%	(92)	1000

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**Table MCFE2\_5:** Do you think the term Asian American should be used to describe the following groups of people?  
People of Korean descent born in the U.S.

Demographic	Yes, definitely	Yes, probably	No, probably not	No, definitely not	Don't know / No opinion	Total N
Asian Adults	53% (527)	25% (247)	7% (70)	6% (64)	9% (92)	1000
All Christian	57% (182)	19% (62)	5% (16)	7% (23)	11% (35)	317
All Non-Christian	49% (116)	26% (61)	10% (24)	7% (16)	9% (21)	239
Atheist	66% (44)	20% (13)	12% (8)	1% (1)	2% (1)	67
Agnostic/Nothing in particular	54% (157)	25% (73)	6% (18)	4% (13)	10% (27)	288
Something Else	32% (29)	42% (38)	5% (4)	13% (12)	8% (7)	90
Religious Non-Protestant/Catholic	48% (118)	26% (62)	10% (25)	7% (16)	9% (22)	244
Evangelical	57% (85)	24% (36)	2% (2)	10% (15)	7% (10)	148
Non-Evangelical	49% (124)	24% (61)	6% (16)	7% (19)	13% (32)	252
Community: Urban	50% (164)	27% (90)	6% (20)	8% (27)	9% (28)	329
Community: Suburban	57% (337)	23% (134)	6% (35)	5% (30)	9% (55)	591
Community: Rural	33% (26)	30% (24)	18% (14)	7% (6)	11% (9)	79
Employ: Private Sector	57% (217)	27% (104)	6% (22)	5% (19)	5% (18)	380
Employ: Government	53% (30)	20% (12)	12% (7)	11% (6)	4% (2)	57
Employ: Self-Employed	53% (42)	22% (18)	4% (3)	16% (13)	5% (4)	80
Employ: Homemaker	41% (33)	23% (19)	4% (4)	6% (4)	26% (21)	80
Employ: Student	66% (62)	11% (10)	7% (7)	6% (6)	10% (9)	93
Employ: Retired	47% (74)	26% (42)	10% (16)	7% (11)	10% (15)	159
Employ: Unemployed	45% (59)	29% (38)	7% (9)	2% (3)	17% (22)	131
Military HH: Yes	59% (40)	23% (15)	7% (4)	10% (7)	2% (1)	68
Military HH: No	52% (487)	25% (232)	7% (65)	6% (57)	10% (91)	932
RD/WT: Right Direction	47% (103)	23% (50)	6% (12)	16% (34)	8% (18)	218
RD/WT: Wrong Track	54% (424)	25% (197)	7% (58)	4% (29)	9% (74)	782
Trump Job Approve	51% (122)	26% (62)	5% (13)	13% (31)	6% (14)	241
Trump Job Disapprove	56% (394)	24% (173)	7% (53)	4% (30)	8% (56)	705
Trump Job Strongly Approve	54% (60)	19% (21)	1% (1)	18% (20)	8% (9)	112
Trump Job Somewhat Approve	48% (62)	31% (41)	9% (11)	8% (11)	4% (5)	130
Trump Job Somewhat Disapprove	48% (94)	30% (58)	7% (15)	8% (15)	8% (15)	196
Trump Job Strongly Disapprove	59% (300)	23% (115)	7% (38)	3% (15)	8% (41)	509
Favorable of Trump	49% (124)	26% (66)	5% (13)	13% (33)	8% (19)	256
Unfavorable of Trump	56% (381)	25% (173)	8% (54)	4% (30)	7% (48)	687

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**Table MCFE2\_5:** Do you think the term Asian American should be used to describe the following groups of people?  
People of Korean descent born in the U.S.

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know / No opinion		Total N
Asian Adults	53%	(527)	25%	(247)	7%	(70)	6%	(64)	9%	(92)	1000
Very Favorable of Trump	51%	(57)	22%	(25)	—	(0)	17%	(19)	10%	(12)	113
Somewhat Favorable of Trump	47%	(67)	29%	(41)	9%	(13)	10%	(14)	5%	(8)	142
Somewhat Unfavorable of Trump	42%	(62)	30%	(44)	12%	(18)	8%	(11)	8%	(12)	146
Very Unfavorable of Trump	59%	(320)	24%	(129)	7%	(36)	4%	(19)	7%	(36)	540
#1 Issue: Economy	58%	(234)	23%	(95)	7%	(29)	4%	(16)	7%	(29)	404
#1 Issue: Security	44%	(29)	17%	(11)	10%	(6)	24%	(16)	5%	(3)	66
#1 Issue: Health Care	51%	(134)	28%	(75)	6%	(16)	6%	(15)	9%	(23)	264
#1 Issue: Medicare / Social Security	32%	(26)	36%	(28)	7%	(6)	10%	(8)	15%	(12)	80
#1 Issue: Women's Issues	65%	(33)	24%	(12)	3%	(2)	1%	(1)	7%	(3)	51
#1 Issue: Other	46%	(29)	14%	(9)	11%	(7)	5%	(3)	24%	(15)	63
2018 House Vote: Democrat	59%	(196)	22%	(75)	9%	(28)	4%	(13)	6%	(21)	333
2018 House Vote: Republican	56%	(85)	24%	(36)	8%	(12)	8%	(12)	5%	(7)	152
2016 Vote: Hillary Clinton	55%	(185)	27%	(90)	7%	(22)	4%	(14)	8%	(25)	337
2016 Vote: Donald Trump	55%	(96)	23%	(40)	11%	(19)	7%	(12)	5%	(9)	176
2016 Vote: Didn't Vote	50%	(226)	24%	(110)	6%	(27)	8%	(34)	13%	(58)	454
Voted in 2014: Yes	58%	(239)	24%	(99)	8%	(32)	5%	(21)	6%	(23)	415
Voted in 2014: No	49%	(289)	25%	(148)	6%	(37)	7%	(43)	12%	(69)	585
2012 Vote: Barack Obama	57%	(190)	27%	(90)	6%	(21)	4%	(13)	7%	(22)	335
2012 Vote: Mitt Romney	56%	(66)	23%	(27)	8%	(9)	9%	(10)	5%	(5)	118
2012 Vote: Didn't Vote	49%	(256)	24%	(128)	7%	(37)	8%	(39)	12%	(63)	525
4-Region: Northeast	53%	(105)	22%	(43)	10%	(20)	6%	(11)	9%	(18)	199
4-Region: Midwest	48%	(62)	18%	(24)	12%	(15)	10%	(13)	11%	(14)	128
4-Region: South	49%	(112)	23%	(53)	4%	(10)	11%	(24)	13%	(29)	229
4-Region: West	56%	(248)	28%	(127)	5%	(24)	3%	(14)	7%	(31)	445

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**Table MCFE2\_5: Do you think the term Asian American should be used to describe the following groups of people?**  
People of Korean descent born in the U.S.

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know / No opinion		Total N
Asian Adults	53%	(527)	25%	(247)	7%	(70)	6%	(64)	9%	(92)	1000
Chinese	56%	(192)	24%	(82)	7%	(25)	4%	(14)	8%	(27)	341
Filipino	48%	(66)	29%	(40)	3%	(4)	8%	(11)	12%	(16)	138
Indian	44%	(46)	26%	(27)	7%	(7)	11%	(12)	12%	(12)	104
Vietnamese	63%	(47)	17%	(13)	4%	(3)	8%	(6)	9%	(7)	75
Korean	58%	(53)	22%	(20)	8%	(7)	6%	(6)	6%	(5)	92
Japanese	53%	(72)	27%	(36)	5%	(7)	6%	(8)	9%	(11)	135
Other Asian	44%	(49)	26%	(29)	14%	(15)	6%	(6)	11%	(12)	112
Speaks only English at home	51%	(285)	25%	(140)	8%	(46)	6%	(33)	9%	(53)	558
Speaks mostly English at home	56%	(141)	24%	(60)	3%	(8)	8%	(21)	9%	(23)	253
Speaks both English and other language at home	57%	(56)	19%	(19)	10%	(10)	6%	(5)	8%	(8)	98
Speaks mostly other language at home	53%	(41)	29%	(22)	7%	(5)	4%	(3)	8%	(6)	77
Trump supporter	54%	(123)	22%	(51)	3%	(6)	13%	(29)	9%	(20)	229
Biden supporter	54%	(321)	26%	(155)	9%	(51)	4%	(23)	8%	(45)	595
Sports fans	53%	(360)	26%	(178)	7%	(48)	7%	(45)	7%	(48)	679
Avid sports fans	54%	(103)	28%	(53)	6%	(12)	9%	(17)	3%	(5)	190
Sports fans, Age: 18-34	57%	(105)	25%	(47)	8%	(15)	3%	(6)	7%	(13)	187
Sports fans, Age: 35-44	44%	(66)	36%	(54)	4%	(6)	4%	(6)	11%	(17)	150
Sports fans, Age: 45-64	57%	(134)	21%	(50)	7%	(18)	8%	(19)	6%	(15)	236
Sports fans, Age: 65+	51%	(54)	25%	(27)	9%	(9)	13%	(13)	3%	(3)	107
Movie studios should diversify teams	59%	(421)	24%	(174)	6%	(42)	5%	(35)	6%	(42)	713
Movie studios should diversify stories	58%	(371)	23%	(148)	6%	(36)	6%	(35)	7%	(45)	635
Concerned about Covid	54%	(490)	25%	(229)	7%	(60)	6%	(54)	9%	(81)	913
No experience with Covid	48%	(250)	28%	(144)	7%	(34)	6%	(31)	12%	(60)	518
Health care major factor for election	55%	(387)	24%	(171)	7%	(49)	6%	(44)	8%	(57)	708
Social media users	54%	(510)	24%	(231)	7%	(63)	7%	(62)	9%	(85)	951
WhatsApp users	58%	(203)	23%	(80)	7%	(24)	5%	(19)	7%	(26)	352
WeChat users	54%	(93)	25%	(43)	11%	(18)	3%	(5)	8%	(14)	173
Social media news source at least once a week	56%	(369)	24%	(160)	6%	(39)	6%	(42)	7%	(48)	657

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

**Table MCFE2\_6:** Do you think the term Asian American should be used to describe the following groups of people?  
People of Japanese descent born in the U.S.

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know / No opinion		Total N
Asian Adults	54%	(536)	25%	(245)	6%	(65)	6%	(63)	9%	(92)	1000
Gender: Male	53%	(249)	25%	(119)	8%	(36)	8%	(36)	6%	(30)	470
Gender: Female	54%	(287)	24%	(126)	5%	(29)	5%	(27)	12%	(62)	530
Age: 18-34	57%	(181)	20%	(64)	7%	(24)	5%	(16)	11%	(35)	320
Age: 35-44	46%	(86)	35%	(65)	3%	(6)	4%	(8)	11%	(21)	186
Age: 45-64	58%	(196)	20%	(67)	7%	(23)	7%	(23)	8%	(27)	335
Age: 65+	46%	(73)	31%	(50)	7%	(12)	10%	(16)	6%	(9)	158
GenZers: 1997-2012	63%	(89)	16%	(22)	10%	(15)	4%	(6)	7%	(10)	142
Millennials: 1981-1996	50%	(142)	28%	(79)	4%	(13)	5%	(15)	13%	(37)	286
GenXers: 1965-1980	56%	(163)	26%	(74)	4%	(13)	6%	(17)	8%	(23)	289
Baby Boomers: 1946-1964	54%	(136)	22%	(56)	9%	(24)	7%	(19)	8%	(19)	255
PID: Dem (no lean)	58%	(233)	25%	(101)	6%	(24)	4%	(17)	7%	(27)	402
PID: Ind (no lean)	51%	(187)	24%	(89)	6%	(22)	7%	(25)	12%	(45)	368
PID: Rep (no lean)	50%	(116)	24%	(55)	8%	(19)	9%	(20)	9%	(20)	230
PID/Gender: Dem Men	61%	(102)	25%	(42)	7%	(12)	3%	(5)	3%	(5)	167
PID/Gender: Dem Women	56%	(131)	25%	(59)	5%	(12)	5%	(12)	9%	(21)	235
PID/Gender: Ind Men	48%	(84)	22%	(39)	8%	(15)	10%	(18)	11%	(20)	176
PID/Gender: Ind Women	53%	(103)	26%	(50)	4%	(7)	4%	(7)	13%	(25)	193
PID/Gender: Rep Men	50%	(63)	30%	(39)	7%	(9)	9%	(12)	3%	(4)	128
PID/Gender: Rep Women	51%	(52)	16%	(16)	9%	(10)	8%	(8)	16%	(16)	102
Ideo: Liberal (1-3)	63%	(190)	24%	(73)	4%	(11)	5%	(15)	5%	(15)	304
Ideo: Moderate (4)	46%	(172)	28%	(104)	8%	(30)	7%	(25)	11%	(41)	372
Ideo: Conservative (5-7)	57%	(137)	22%	(52)	7%	(17)	8%	(20)	6%	(15)	241
Educ: < College	45%	(187)	26%	(108)	10%	(43)	6%	(27)	13%	(56)	420
Educ: Bachelors degree	59%	(196)	25%	(84)	4%	(12)	6%	(18)	6%	(19)	330
Educ: Post-grad	61%	(152)	21%	(53)	4%	(10)	7%	(18)	7%	(16)	250
Income: Under 50k	46%	(192)	26%	(105)	6%	(25)	8%	(33)	14%	(58)	412
Income: 50k-100k	57%	(173)	25%	(76)	8%	(25)	4%	(11)	6%	(19)	303
Income: 100k+	60%	(171)	22%	(64)	5%	(15)	7%	(19)	5%	(15)	284
Ethnicity: Other	54%	(536)	25%	(245)	6%	(65)	6%	(63)	9%	(92)	1000

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**Table MCFE2\_6:** Do you think the term Asian American should be used to describe the following groups of people?  
People of Japanese descent born in the U.S.

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know / No opinion		Total N
Asian Adults	54%	(536)	25%	(245)	6%	(65)	6%	(63)	9%	(92)	1000
All Christian	58%	(182)	20%	(63)	4%	(14)	7%	(23)	11%	(35)	317
All Non-Christian	49%	(118)	27%	(65)	6%	(15)	9%	(22)	8%	(18)	239
Atheist	67%	(44)	19%	(13)	12%	(8)	1%	(1)	2%	(1)	67
Agnostic/Nothing in particular	55%	(158)	24%	(70)	7%	(21)	4%	(11)	10%	(27)	288
Something Else	37%	(33)	38%	(35)	8%	(7)	6%	(6)	11%	(10)	90
Religious Non-Protestant/Catholic	49%	(120)	27%	(66)	7%	(16)	9%	(22)	8%	(19)	244
Evangelical	59%	(87)	23%	(34)	1%	(1)	8%	(12)	9%	(13)	148
Non-Evangelical	50%	(126)	24%	(61)	7%	(19)	6%	(15)	12%	(31)	252
Community: Urban	50%	(165)	27%	(88)	8%	(26)	7%	(23)	8%	(27)	329
Community: Suburban	58%	(345)	22%	(132)	5%	(29)	5%	(30)	9%	(55)	591
Community: Rural	33%	(26)	31%	(25)	13%	(11)	11%	(9)	11%	(9)	79
Employ: Private Sector	58%	(221)	28%	(105)	5%	(18)	5%	(19)	4%	(17)	380
Employ: Government	54%	(31)	20%	(12)	14%	(8)	7%	(4)	4%	(2)	57
Employ: Self-Employed	52%	(42)	22%	(18)	—	(0)	21%	(16)	5%	(4)	80
Employ: Homemaker	46%	(37)	18%	(15)	5%	(4)	5%	(4)	26%	(21)	80
Employ: Student	66%	(62)	11%	(10)	8%	(7)	3%	(3)	12%	(11)	93
Employ: Retired	47%	(75)	28%	(44)	10%	(16)	7%	(11)	8%	(13)	159
Employ: Unemployed	45%	(59)	28%	(37)	7%	(9)	3%	(4)	17%	(22)	131
Military HH: Yes	62%	(42)	21%	(14)	6%	(4)	10%	(7)	2%	(1)	68
Military HH: No	53%	(494)	25%	(231)	7%	(61)	6%	(56)	10%	(90)	932
RD/WT: Right Direction	49%	(108)	22%	(48)	6%	(13)	13%	(29)	9%	(20)	218
RD/WT: Wrong Track	55%	(428)	25%	(197)	7%	(52)	4%	(34)	9%	(71)	782
Trump Job Approve	54%	(129)	24%	(58)	6%	(15)	11%	(27)	5%	(12)	241
Trump Job Disapprove	56%	(394)	25%	(174)	7%	(47)	5%	(35)	8%	(54)	705
Trump Job Strongly Approve	58%	(65)	15%	(17)	4%	(4)	15%	(16)	8%	(9)	112
Trump Job Somewhat Approve	50%	(64)	31%	(41)	8%	(11)	8%	(11)	2%	(3)	130
Trump Job Somewhat Disapprove	48%	(94)	30%	(58)	9%	(17)	6%	(12)	7%	(15)	196
Trump Job Strongly Disapprove	59%	(300)	23%	(116)	6%	(30)	5%	(24)	8%	(39)	509
Favorable of Trump	51%	(130)	24%	(62)	6%	(15)	11%	(27)	8%	(21)	256
Unfavorable of Trump	56%	(383)	25%	(175)	7%	(48)	5%	(35)	7%	(46)	687

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**Table MCFE2\_6:** Do you think the term Asian American should be used to describe the following groups of people?  
People of Japanese descent born in the U.S.

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know / No opinion		Total N
Asian Adults	54%	(536)	25%	(245)	6%	(65)	6%	(63)	9%	(92)	1000
Very Favorable of Trump	54%	(62)	19%	(22)	3%	(3)	14%	(16)	9%	(11)	113
Somewhat Favorable of Trump	48%	(69)	28%	(40)	8%	(12)	8%	(11)	8%	(11)	142
Somewhat Unfavorable of Trump	42%	(62)	31%	(45)	12%	(17)	8%	(12)	7%	(11)	146
Very Unfavorable of Trump	59%	(321)	24%	(130)	6%	(31)	4%	(24)	6%	(35)	540
#1 Issue: Economy	58%	(235)	24%	(97)	6%	(26)	4%	(18)	7%	(29)	404
#1 Issue: Security	47%	(31)	16%	(10)	14%	(9)	15%	(10)	8%	(5)	66
#1 Issue: Health Care	52%	(136)	29%	(75)	5%	(14)	7%	(18)	8%	(21)	264
#1 Issue: Medicare / Social Security	34%	(27)	36%	(29)	5%	(4)	10%	(8)	15%	(12)	80
#1 Issue: Women's Issues	73%	(37)	16%	(8)	3%	(2)	1%	(1)	7%	(3)	51
#1 Issue: Other	46%	(29)	13%	(8)	11%	(7)	6%	(4)	24%	(15)	63
2018 House Vote: Democrat	59%	(198)	23%	(76)	7%	(23)	5%	(17)	6%	(20)	333
2018 House Vote: Republican	57%	(87)	22%	(33)	7%	(11)	8%	(12)	5%	(8)	152
2016 Vote: Hillary Clinton	55%	(186)	27%	(90)	6%	(20)	5%	(17)	7%	(24)	337
2016 Vote: Donald Trump	58%	(103)	21%	(37)	9%	(16)	7%	(13)	5%	(8)	176
2016 Vote: Didn't Vote	50%	(226)	25%	(113)	6%	(28)	6%	(29)	13%	(58)	454
Voted in 2014: Yes	59%	(245)	23%	(95)	6%	(27)	6%	(25)	5%	(23)	415
Voted in 2014: No	50%	(291)	26%	(150)	6%	(38)	6%	(38)	12%	(69)	585
2012 Vote: Barack Obama	57%	(190)	27%	(91)	6%	(19)	4%	(13)	6%	(22)	335
2012 Vote: Mitt Romney	60%	(71)	18%	(21)	8%	(9)	9%	(11)	5%	(5)	118
2012 Vote: Didn't Vote	49%	(259)	25%	(130)	7%	(35)	7%	(38)	12%	(63)	525
4-Region: Northeast	53%	(106)	22%	(44)	7%	(13)	9%	(17)	9%	(18)	199
4-Region: Midwest	47%	(60)	21%	(26)	13%	(17)	6%	(7)	14%	(18)	128
4-Region: South	51%	(116)	22%	(50)	5%	(13)	9%	(21)	12%	(28)	229
4-Region: West	57%	(254)	28%	(124)	5%	(22)	4%	(17)	6%	(28)	445

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**Table MCFE2\_6:** Do you think the term Asian American should be used to describe the following groups of people?  
People of Japanese descent born in the U.S.

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know / No opinion		Total N
Asian Adults	54%	(536)	25%	(245)	6%	(65)	6%	(63)	9%	(92)	1000
Chinese	57%	(193)	24%	(82)	7%	(23)	5%	(16)	8%	(27)	341
Filipino	49%	(68)	27%	(38)	6%	(8)	4%	(6)	14%	(19)	138
Indian	47%	(49)	26%	(27)	6%	(6)	11%	(11)	10%	(11)	104
Vietnamese	64%	(48)	15%	(12)	—	(0)	12%	(9)	9%	(7)	75
Korean	57%	(53)	22%	(20)	11%	(10)	4%	(4)	6%	(5)	92
Japanese	56%	(75)	26%	(35)	4%	(6)	6%	(8)	8%	(10)	135
Other Asian	43%	(48)	27%	(31)	10%	(12)	8%	(9)	11%	(12)	112
Speaks only English at home	52%	(288)	25%	(139)	8%	(44)	6%	(35)	9%	(52)	558
Speaks mostly English at home	57%	(145)	23%	(59)	4%	(9)	6%	(15)	10%	(25)	253
Speaks both English and other language at home	56%	(55)	21%	(20)	7%	(7)	9%	(9)	7%	(7)	98
Speaks mostly other language at home	56%	(43)	27%	(21)	7%	(5)	4%	(3)	7%	(5)	77
Trump supporter	56%	(129)	21%	(47)	4%	(9)	11%	(26)	8%	(18)	229
Biden supporter	54%	(323)	27%	(159)	7%	(44)	5%	(27)	7%	(42)	595
Sports fans	54%	(367)	26%	(176)	6%	(40)	7%	(50)	7%	(47)	679
Avid sports fans	54%	(103)	29%	(55)	5%	(9)	9%	(18)	3%	(6)	190
Sports fans, Age: 18-34	57%	(107)	26%	(48)	4%	(7)	6%	(12)	6%	(12)	187
Sports fans, Age: 35-44	46%	(69)	35%	(52)	3%	(5)	5%	(7)	12%	(17)	150
Sports fans, Age: 45-64	58%	(137)	20%	(48)	8%	(19)	7%	(17)	6%	(15)	236
Sports fans, Age: 65+	51%	(54)	26%	(28)	9%	(9)	13%	(13)	2%	(2)	107
Movie studios should diversify teams	60%	(428)	24%	(170)	5%	(37)	5%	(39)	5%	(39)	713
Movie studios should diversify stories	60%	(378)	23%	(145)	5%	(31)	6%	(39)	6%	(41)	635
Concerned about Covid	54%	(494)	25%	(231)	6%	(56)	6%	(52)	9%	(80)	913
No experience with Covid	50%	(258)	27%	(139)	7%	(35)	5%	(26)	12%	(61)	518
Health care major factor for election	55%	(390)	24%	(169)	7%	(49)	6%	(43)	8%	(57)	708
Social media users	54%	(517)	24%	(229)	6%	(59)	6%	(61)	9%	(84)	951
WhatsApp users	58%	(202)	24%	(85)	4%	(15)	7%	(26)	7%	(24)	352
WeChat users	54%	(94)	26%	(45)	6%	(10)	7%	(12)	7%	(12)	173
Social media news source at least once a week	57%	(373)	24%	(160)	5%	(35)	6%	(41)	7%	(48)	657

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



**Table MCFE3\_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
Asian Adults	31%	(306)	28%	(279)	25%	(247)	13%	(132)	4%	(37)	1000
Gender: Male	29%	(138)	28%	(130)	23%	(110)	16%	(74)	4%	(17)	470
Gender: Female	32%	(167)	28%	(148)	26%	(137)	11%	(58)	4%	(20)	530
Age: 18-34	33%	(105)	31%	(100)	23%	(73)	9%	(28)	5%	(15)	320
Age: 35-44	26%	(48)	32%	(59)	27%	(50)	11%	(21)	4%	(8)	186
Age: 45-64	27%	(91)	22%	(74)	28%	(93)	19%	(64)	4%	(14)	335
Age: 65+	39%	(61)	29%	(46)	20%	(32)	12%	(20)	—	(0)	158
GenZers: 1997-2012	34%	(48)	32%	(45)	26%	(37)	7%	(9)	2%	(3)	142
Millennials: 1981-1996	28%	(81)	31%	(87)	23%	(66)	12%	(35)	6%	(16)	286
GenXers: 1965-1980	27%	(78)	25%	(71)	26%	(75)	17%	(50)	5%	(15)	289
Baby Boomers: 1946-1964	34%	(87)	27%	(69)	25%	(63)	13%	(33)	1%	(2)	255
PID: Dem (no lean)	26%	(105)	28%	(113)	30%	(120)	15%	(60)	1%	(3)	402
PID: Ind (no lean)	29%	(107)	29%	(106)	21%	(76)	15%	(54)	7%	(25)	368
PID: Rep (no lean)	40%	(93)	26%	(60)	22%	(51)	8%	(18)	4%	(8)	230
PID/Gender: Dem Men	25%	(41)	30%	(50)	28%	(46)	17%	(28)	1%	(1)	167
PID/Gender: Dem Women	27%	(64)	27%	(63)	31%	(74)	14%	(32)	1%	(2)	235
PID/Gender: Ind Men	27%	(48)	28%	(49)	20%	(35)	20%	(35)	5%	(9)	176
PID/Gender: Ind Women	31%	(60)	30%	(57)	21%	(41)	10%	(19)	8%	(16)	193
PID/Gender: Rep Men	39%	(50)	25%	(32)	23%	(29)	9%	(11)	5%	(6)	128
PID/Gender: Rep Women	42%	(43)	27%	(28)	22%	(22)	7%	(7)	2%	(2)	102
Ideo: Liberal (1-3)	23%	(69)	29%	(88)	32%	(98)	14%	(44)	2%	(5)	304
Ideo: Moderate (4)	27%	(101)	28%	(103)	25%	(94)	16%	(60)	4%	(14)	372
Ideo: Conservative (5-7)	46%	(111)	25%	(61)	19%	(45)	9%	(23)	1%	(2)	241
Educ: < College	34%	(144)	31%	(129)	19%	(79)	9%	(40)	7%	(27)	420
Educ: Bachelors degree	31%	(103)	27%	(90)	26%	(86)	14%	(47)	1%	(5)	330
Educ: Post-grad	24%	(59)	24%	(59)	33%	(82)	18%	(45)	2%	(5)	250
Income: Under 50k	33%	(134)	28%	(118)	21%	(86)	11%	(46)	7%	(29)	412
Income: 50k-100k	32%	(98)	30%	(92)	23%	(69)	13%	(40)	2%	(5)	303
Income: 100k+	26%	(73)	24%	(69)	33%	(93)	16%	(46)	1%	(3)	284
Ethnicity: Other	31%	(306)	28%	(279)	25%	(247)	13%	(132)	4%	(37)	1000

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**Table MCFE3\_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
Asian Adults	31%	(306)	28%	(279)	25%	(247)	13%	(132)	4%	(37)	1000
All Christian	36%	(113)	27%	(86)	25%	(80)	9%	(29)	3%	(9)	317
All Non-Christian	25%	(61)	32%	(76)	24%	(57)	13%	(31)	6%	(14)	239
Atheist	14%	(9)	22%	(15)	42%	(28)	21%	(14)	2%	(1)	67
Agnostic/Nothing in particular	31%	(88)	27%	(78)	21%	(62)	17%	(49)	4%	(11)	288
Something Else	39%	(35)	27%	(24)	23%	(21)	10%	(9)	2%	(1)	90
Religious Non-Protestant/Catholic	25%	(62)	32%	(78)	24%	(58)	13%	(31)	6%	(14)	244
Evangelical	36%	(54)	30%	(44)	24%	(35)	9%	(14)	1%	(1)	148
Non-Evangelical	36%	(92)	25%	(64)	25%	(64)	9%	(23)	4%	(9)	252
Community: Urban	31%	(102)	29%	(97)	25%	(83)	12%	(39)	3%	(8)	329
Community: Suburban	29%	(174)	26%	(154)	26%	(151)	15%	(89)	4%	(23)	591
Community: Rural	38%	(30)	36%	(28)	16%	(12)	5%	(4)	6%	(5)	79
Employ: Private Sector	25%	(97)	28%	(106)	27%	(102)	16%	(60)	4%	(15)	380
Employ: Government	35%	(20)	20%	(11)	23%	(13)	21%	(12)	2%	(1)	57
Employ: Self-Employed	34%	(27)	40%	(32)	20%	(16)	5%	(4)	—	(0)	80
Employ: Homemaker	29%	(24)	32%	(26)	25%	(20)	6%	(5)	7%	(6)	80
Employ: Student	31%	(29)	26%	(24)	31%	(29)	9%	(8)	3%	(3)	93
Employ: Retired	37%	(59)	27%	(44)	19%	(30)	16%	(25)	1%	(2)	159
Employ: Unemployed	35%	(45)	23%	(31)	23%	(30)	11%	(15)	8%	(10)	131
Military HH: Yes	39%	(26)	19%	(13)	26%	(18)	15%	(10)	1%	(1)	68
Military HH: No	30%	(279)	29%	(266)	25%	(229)	13%	(122)	4%	(36)	932
RD/WT: Right Direction	39%	(85)	29%	(63)	25%	(54)	7%	(15)	1%	(2)	218
RD/WT: Wrong Track	28%	(221)	28%	(216)	25%	(193)	15%	(118)	4%	(34)	782
Trump Job Approve	42%	(101)	28%	(68)	19%	(47)	9%	(22)	1%	(3)	241
Trump Job Disapprove	27%	(190)	27%	(191)	28%	(195)	15%	(109)	3%	(20)	705
Trump Job Strongly Approve	45%	(50)	27%	(30)	18%	(20)	8%	(9)	1%	(1)	112
Trump Job Somewhat Approve	39%	(51)	29%	(37)	21%	(27)	10%	(13)	1%	(2)	130
Trump Job Somewhat Disapprove	27%	(53)	32%	(63)	30%	(58)	9%	(18)	1%	(3)	196
Trump Job Strongly Disapprove	27%	(137)	25%	(127)	27%	(136)	18%	(90)	3%	(18)	509
Favorable of Trump	43%	(110)	29%	(74)	19%	(48)	8%	(19)	1%	(3)	256
Unfavorable of Trump	27%	(183)	27%	(182)	28%	(195)	16%	(110)	2%	(16)	687

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**Table MCFE3\_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
Asian Adults	31% (306)	28% (279)	25% (247)	13% (132)	4% (37)	1000
Very Favorable of Trump	41% (46)	29% (33)	21% (23)	9% (10)	1% (1)	113
Somewhat Favorable of Trump	45% (64)	29% (42)	18% (25)	6% (9)	1% (2)	142
Somewhat Unfavorable of Trump	25% (37)	32% (46)	30% (44)	10% (14)	3% (5)	146
Very Unfavorable of Trump	27% (146)	25% (136)	28% (151)	18% (96)	2% (11)	540
#1 Issue: Economy	30% (122)	32% (127)	25% (100)	11% (46)	2% (9)	404
#1 Issue: Security	41% (27)	24% (16)	22% (15)	11% (8)	1% (1)	66
#1 Issue: Health Care	25% (66)	23% (62)	28% (74)	17% (46)	6% (17)	264
#1 Issue: Medicare / Social Security	46% (37)	25% (20)	17% (14)	11% (9)	1% (1)	80
#1 Issue: Women's Issues	26% (13)	39% (20)	13% (7)	21% (10)	1% (1)	51
#1 Issue: Other	31% (19)	27% (17)	25% (16)	10% (6)	7% (4)	63
2018 House Vote: Democrat	26% (87)	22% (74)	30% (100)	20% (68)	1% (3)	333
2018 House Vote: Republican	41% (62)	29% (44)	23% (35)	7% (10)	1% (1)	152
2016 Vote: Hillary Clinton	27% (91)	24% (81)	29% (98)	18% (61)	2% (5)	337
2016 Vote: Donald Trump	40% (71)	26% (46)	23% (40)	10% (17)	— (1)	176
2016 Vote: Didn't Vote	29% (133)	32% (144)	21% (97)	11% (49)	7% (30)	454
Voted in 2014: Yes	34% (141)	24% (101)	25% (105)	16% (65)	1% (2)	415
Voted in 2014: No	28% (164)	30% (178)	24% (142)	12% (68)	6% (34)	585
2012 Vote: Barack Obama	27% (92)	25% (85)	28% (95)	18% (60)	1% (2)	335
2012 Vote: Mitt Romney	40% (47)	27% (32)	21% (25)	11% (13)	1% (1)	118
2012 Vote: Didn't Vote	30% (157)	30% (159)	23% (121)	11% (56)	6% (32)	525
4-Region: Northeast	32% (63)	31% (62)	26% (52)	7% (15)	3% (7)	199
4-Region: Midwest	29% (37)	29% (38)	24% (31)	16% (20)	2% (2)	128
4-Region: South	30% (69)	25% (58)	24% (55)	16% (37)	4% (10)	229
4-Region: West	31% (137)	27% (121)	24% (109)	14% (61)	4% (17)	445

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**Table MCFE3\_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
Asian Adults	31%	(306)	28%	(279)	25%	(247)	13%	(132)	4%	(37)	1000
Chinese	28%	(94)	24%	(83)	29%	(97)	15%	(52)	4%	(15)	341
Filipino	39%	(54)	27%	(37)	27%	(38)	5%	(6)	3%	(4)	138
Indian	36%	(38)	24%	(25)	27%	(28)	11%	(11)	3%	(3)	104
Vietnamese	21%	(16)	44%	(33)	21%	(16)	13%	(10)	2%	(2)	75
Korean	21%	(19)	28%	(26)	24%	(22)	21%	(20)	5%	(5)	92
Japanese	42%	(56)	29%	(39)	18%	(24)	10%	(14)	1%	(2)	135
Other Asian	24%	(27)	32%	(36)	20%	(22)	17%	(19)	6%	(7)	112
Speaks only English at home	35%	(195)	28%	(155)	23%	(130)	11%	(64)	3%	(14)	558
Speaks mostly English at home	25%	(64)	29%	(74)	28%	(71)	14%	(36)	3%	(7)	253
Speaks both English and other language at home	28%	(28)	25%	(24)	23%	(22)	18%	(17)	7%	(6)	98
Speaks mostly other language at home	22%	(17)	27%	(21)	27%	(21)	15%	(12)	9%	(7)	77
Trump supporter	40%	(92)	28%	(65)	21%	(49)	9%	(20)	1%	(3)	229
Biden supporter	26%	(154)	26%	(153)	29%	(173)	17%	(99)	3%	(16)	595
Sports fans	29%	(194)	30%	(202)	26%	(174)	13%	(88)	3%	(20)	679
Avid sports fans	28%	(54)	34%	(64)	26%	(49)	11%	(22)	—	(1)	190
Sports fans, Age: 18-34	32%	(59)	32%	(60)	23%	(42)	11%	(21)	2%	(4)	187
Sports fans, Age: 35-44	26%	(38)	34%	(51)	25%	(38)	11%	(17)	4%	(5)	150
Sports fans, Age: 45-64	26%	(61)	24%	(57)	29%	(68)	17%	(39)	4%	(10)	236
Sports fans, Age: 65+	33%	(35)	31%	(33)	25%	(26)	11%	(12)	—	(0)	107
Movie studios should diversify teams	31%	(222)	26%	(188)	28%	(198)	13%	(93)	2%	(12)	713
Movie studios should diversify stories	30%	(189)	27%	(171)	27%	(174)	13%	(85)	2%	(15)	635
Concerned about Covid	30%	(278)	28%	(256)	25%	(229)	13%	(123)	3%	(28)	913
No experience with Covid	30%	(154)	27%	(139)	25%	(129)	13%	(68)	6%	(29)	518
Health care major factor for election	31%	(220)	25%	(177)	27%	(194)	14%	(97)	3%	(20)	708
Social media users	30%	(283)	28%	(268)	25%	(237)	13%	(127)	4%	(35)	951
WhatsApp users	30%	(105)	27%	(96)	27%	(96)	13%	(45)	3%	(10)	352
WeChat users	23%	(39)	27%	(47)	30%	(52)	13%	(22)	8%	(13)	173
Social media news source at least once a week	31%	(202)	29%	(192)	25%	(164)	12%	(79)	3%	(18)	657

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 MCFE3\_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
Asian Adults	37%	(365)	33%	(332)	18%	(183)	10%	(99)	2%	(22)	1000
Gender: Male	33%	(157)	34%	(160)	20%	(92)	10%	(49)	2%	(11)	470
Gender: Female	39%	(208)	32%	(172)	17%	(90)	9%	(50)	2%	(10)	530
Age: 18-34	29%	(92)	32%	(103)	22%	(71)	13%	(42)	4%	(11)	320
Age: 35-44	42%	(79)	32%	(60)	16%	(31)	7%	(14)	2%	(3)	186
Age: 45-64	38%	(127)	34%	(114)	15%	(52)	11%	(37)	2%	(6)	335
Age: 65+	43%	(68)	35%	(55)	18%	(29)	4%	(6)	1%	(1)	158
GenZers: 1997-2012	25%	(35)	33%	(47)	25%	(35)	18%	(25)	—	(0)	142
Millennials: 1981-1996	35%	(101)	30%	(87)	20%	(57)	9%	(25)	5%	(15)	286
GenXers: 1965-1980	36%	(105)	37%	(107)	14%	(41)	11%	(32)	1%	(4)	289
Baby Boomers: 1946-1964	45%	(114)	32%	(81)	16%	(40)	6%	(16)	1%	(3)	255
PID: Dem (no lean)	30%	(122)	34%	(135)	22%	(88)	13%	(53)	1%	(4)	402
PID: Ind (no lean)	31%	(114)	35%	(131)	20%	(72)	9%	(34)	5%	(17)	368
PID: Rep (no lean)	56%	(129)	29%	(66)	10%	(22)	5%	(12)	—	(1)	230
PID/Gender: Dem Men	26%	(43)	41%	(68)	22%	(36)	11%	(18)	1%	(2)	167
PID/Gender: Dem Women	34%	(79)	29%	(67)	22%	(52)	15%	(35)	1%	(2)	235
PID/Gender: Ind Men	29%	(51)	30%	(52)	22%	(38)	14%	(25)	5%	(9)	176
PID/Gender: Ind Women	33%	(63)	41%	(79)	18%	(34)	5%	(10)	4%	(7)	193
PID/Gender: Rep Men	49%	(63)	31%	(40)	14%	(19)	5%	(6)	—	(0)	128
PID/Gender: Rep Women	65%	(66)	25%	(26)	4%	(4)	5%	(5)	1%	(1)	102
Ideo: Liberal (1-3)	26%	(80)	31%	(95)	28%	(84)	14%	(44)	1%	(2)	304
Ideo: Moderate (4)	36%	(134)	36%	(134)	16%	(61)	9%	(34)	2%	(9)	372
Ideo: Conservative (5-7)	52%	(126)	30%	(72)	11%	(27)	6%	(14)	1%	(3)	241
Educ: < College	38%	(161)	31%	(131)	18%	(76)	9%	(39)	3%	(14)	420
Educ: Bachelors degree	34%	(112)	35%	(117)	19%	(62)	10%	(33)	2%	(6)	330
Educ: Post-grad	37%	(92)	34%	(84)	18%	(44)	11%	(28)	1%	(2)	250
Income: Under 50k	36%	(147)	34%	(140)	18%	(75)	8%	(35)	4%	(16)	412
Income: 50k-100k	40%	(122)	31%	(93)	16%	(50)	12%	(35)	1%	(3)	303
Income: 100k+	34%	(97)	35%	(98)	20%	(58)	10%	(29)	1%	(3)	284
Ethnicity: Other	37%	(365)	33%	(332)	18%	(183)	10%	(99)	2%	(22)	1000

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**Table MCFE3\_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
Asian Adults	37% (365)	33% (332)	18% (183)	10% (99)	2% (22)	1000
All Christian	45% (144)	30% (94)	15% (49)	8% (25)	2% (6)	317
All Non-Christian	38% (90)	29% (69)	17% (40)	14% (34)	3% (6)	239
Atheist	18% (12)	39% (26)	30% (20)	11% (7)	2% (1)	67
Agnostic/Nothing in particular	30% (87)	37% (107)	20% (57)	10% (29)	2% (7)	288
Something Else	36% (32)	40% (36)	19% (17)	4% (3)	2% (2)	90
Religious Non-Protestant/Catholic	38% (93)	29% (71)	16% (40)	14% (34)	2% (6)	244
Evangelical	46% (68)	30% (45)	15% (22)	7% (10)	2% (3)	148
Non-Evangelical	41% (104)	33% (83)	17% (44)	7% (17)	2% (5)	252
Community: Urban	36% (118)	34% (112)	17% (55)	11% (37)	2% (7)	329
Community: Suburban	35% (207)	34% (199)	19% (114)	10% (58)	2% (13)	591
Community: Rural	52% (41)	26% (20)	17% (14)	4% (3)	1% (1)	79
Employ: Private Sector	34% (131)	37% (140)	18% (67)	9% (34)	2% (8)	380
Employ: Government	20% (12)	30% (17)	24% (14)	24% (14)	2% (1)	57
Employ: Self-Employed	44% (35)	20% (16)	22% (18)	14% (11)	— (0)	80
Employ: Homemaker	47% (38)	34% (28)	9% (7)	4% (3)	6% (5)	80
Employ: Student	35% (33)	31% (29)	24% (22)	10% (10)	— (0)	93
Employ: Retired	43% (68)	33% (52)	18% (29)	5% (9)	1% (2)	159
Employ: Unemployed	35% (46)	29% (39)	19% (25)	12% (16)	4% (6)	131
Military HH: Yes	42% (29)	32% (22)	13% (9)	12% (8)	1% (1)	68
Military HH: No	36% (337)	33% (310)	19% (174)	10% (91)	2% (21)	932
RD/WT: Right Direction	56% (123)	21% (46)	16% (35)	5% (12)	1% (3)	218
RD/WT: Wrong Track	31% (242)	37% (286)	19% (148)	11% (87)	2% (19)	782
Trump Job Approve	53% (128)	26% (62)	13% (32)	7% (17)	1% (2)	241
Trump Job Disapprove	32% (223)	35% (249)	21% (146)	11% (77)	1% (9)	705
Trump Job Strongly Approve	60% (67)	20% (22)	10% (11)	9% (10)	1% (2)	112
Trump Job Somewhat Approve	47% (61)	31% (40)	16% (21)	6% (7)	— (1)	130
Trump Job Somewhat Disapprove	33% (65)	44% (86)	15% (30)	7% (13)	1% (1)	196
Trump Job Strongly Disapprove	31% (158)	32% (163)	23% (116)	13% (64)	2% (8)	509
Favorable of Trump	55% (140)	27% (68)	12% (31)	6% (14)	1% (2)	256
Unfavorable of Trump	30% (209)	36% (246)	21% (146)	11% (79)	1% (6)	687

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**Table MCFE3\_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
Asian Adults	37%	(365)	33%	(332)	18%	(183)	10%	(99)	2%	(22)	1000
Very Favorable of Trump	59%	(67)	22%	(25)	10%	(12)	8%	(9)	1%	(1)	113
Somewhat Favorable of Trump	51%	(73)	30%	(43)	14%	(20)	4%	(6)	1%	(1)	142
Somewhat Unfavorable of Trump	27%	(40)	51%	(75)	15%	(22)	5%	(8)	1%	(1)	146
Very Unfavorable of Trump	31%	(169)	32%	(172)	23%	(124)	13%	(71)	1%	(5)	540
#1 Issue: Economy	39%	(156)	35%	(143)	17%	(67)	7%	(29)	2%	(9)	404
#1 Issue: Security	47%	(31)	24%	(16)	15%	(10)	14%	(9)	—	(0)	66
#1 Issue: Health Care	37%	(98)	32%	(85)	18%	(47)	10%	(27)	3%	(7)	264
#1 Issue: Medicare / Social Security	33%	(26)	36%	(29)	28%	(22)	2%	(2)	1%	(1)	80
#1 Issue: Women's Issues	34%	(17)	23%	(12)	18%	(9)	23%	(12)	1%	(1)	51
#1 Issue: Other	31%	(20)	33%	(20)	14%	(9)	16%	(10)	6%	(3)	63
2018 House Vote: Democrat	35%	(117)	30%	(101)	22%	(74)	12%	(39)	1%	(3)	333
2018 House Vote: Republican	63%	(95)	25%	(37)	7%	(11)	5%	(7)	1%	(1)	152
2016 Vote: Hillary Clinton	33%	(110)	32%	(108)	24%	(80)	10%	(34)	1%	(4)	337
2016 Vote: Donald Trump	60%	(105)	27%	(48)	8%	(14)	5%	(8)	1%	(1)	176
2016 Vote: Didn't Vote	29%	(133)	36%	(165)	18%	(83)	12%	(55)	4%	(17)	454
Voted in 2014: Yes	44%	(181)	29%	(122)	18%	(75)	8%	(33)	1%	(3)	415
Voted in 2014: No	31%	(184)	36%	(210)	18%	(108)	11%	(66)	3%	(18)	585
2012 Vote: Barack Obama	35%	(116)	34%	(115)	21%	(71)	9%	(31)	1%	(3)	335
2012 Vote: Mitt Romney	65%	(77)	22%	(26)	6%	(7)	6%	(7)	1%	(1)	118
2012 Vote: Didn't Vote	31%	(163)	35%	(183)	19%	(102)	12%	(61)	3%	(16)	525
4-Region: Northeast	34%	(68)	26%	(51)	26%	(51)	11%	(21)	3%	(7)	199
4-Region: Midwest	35%	(45)	45%	(57)	13%	(17)	6%	(8)	1%	(1)	128
4-Region: South	41%	(93)	31%	(71)	14%	(33)	12%	(27)	2%	(5)	229
4-Region: West	36%	(159)	34%	(152)	18%	(81)	10%	(43)	2%	(9)	445

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**Table MCFE3\_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
Asian Adults	37%	(365)	33%	(332)	18%	(183)	10%	(99)	2%	(22)	1000
Chinese	38%	(129)	30%	(104)	21%	(73)	8%	(29)	2%	(6)	341
Filipino	44%	(61)	29%	(40)	13%	(18)	11%	(15)	2%	(3)	138
Indian	38%	(40)	30%	(31)	18%	(19)	12%	(13)	2%	(2)	104
Vietnamese	33%	(25)	43%	(32)	16%	(12)	6%	(5)	2%	(1)	75
Korean	34%	(31)	39%	(36)	14%	(13)	11%	(10)	1%	(1)	92
Japanese	34%	(45)	39%	(53)	14%	(19)	11%	(15)	2%	(2)	135
Other Asian	29%	(33)	31%	(35)	25%	(28)	10%	(11)	5%	(6)	112
Speaks only English at home	40%	(222)	33%	(182)	18%	(99)	8%	(45)	2%	(9)	558
Speaks mostly English at home	31%	(80)	37%	(93)	16%	(40)	14%	(34)	3%	(6)	253
Speaks both English and other language at home	33%	(33)	29%	(29)	21%	(20)	14%	(14)	3%	(3)	98
Speaks mostly other language at home	36%	(27)	34%	(26)	22%	(17)	7%	(6)	1%	(1)	77
Trump supporter	54%	(123)	27%	(63)	12%	(28)	5%	(13)	1%	(3)	229
Biden supporter	30%	(181)	35%	(207)	21%	(125)	13%	(76)	1%	(7)	595
Sports fans	37%	(250)	35%	(241)	17%	(115)	10%	(68)	1%	(6)	679
Avid sports fans	36%	(69)	41%	(78)	12%	(22)	10%	(19)	1%	(2)	190
Sports fans, Age: 18-34	29%	(54)	39%	(74)	17%	(32)	14%	(25)	1%	(1)	187
Sports fans, Age: 35-44	40%	(61)	34%	(51)	18%	(26)	7%	(11)	—	(1)	150
Sports fans, Age: 45-64	38%	(89)	34%	(81)	15%	(36)	11%	(26)	2%	(4)	236
Sports fans, Age: 65+	43%	(46)	32%	(35)	19%	(20)	5%	(6)	—	(0)	107
Movie studios should diversify teams	35%	(250)	35%	(249)	19%	(133)	11%	(76)	1%	(6)	713
Movie studios should diversify stories	35%	(223)	34%	(214)	19%	(121)	11%	(71)	1%	(6)	635
Concerned about Covid	37%	(338)	33%	(303)	18%	(168)	10%	(91)	1%	(13)	913
No experience with Covid	38%	(198)	34%	(176)	16%	(84)	8%	(40)	4%	(20)	518
Health care major factor for election	36%	(254)	32%	(227)	20%	(142)	11%	(76)	1%	(9)	708
Social media users	36%	(346)	33%	(316)	18%	(174)	10%	(94)	2%	(20)	951
WhatsApp users	37%	(130)	32%	(112)	20%	(70)	10%	(36)	1%	(5)	352
WeChat users	39%	(68)	34%	(58)	18%	(30)	7%	(13)	2%	(4)	173
Social media news source at least once a week	35%	(232)	33%	(218)	18%	(119)	11%	(74)	2%	(14)	657

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



**Table MCFE3\_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
Asian Adults	29%	(294)	40%	(401)	17%	(172)	9%	(85)	5%	(47)	1000
Gender: Male	26%	(124)	42%	(198)	18%	(83)	9%	(44)	4%	(21)	470
Gender: Female	32%	(170)	38%	(203)	17%	(89)	8%	(42)	5%	(26)	530
Age: 18-34	31%	(100)	40%	(128)	17%	(55)	7%	(22)	5%	(16)	320
Age: 35-44	31%	(59)	43%	(80)	14%	(25)	6%	(11)	7%	(12)	186
Age: 45-64	29%	(98)	37%	(123)	17%	(58)	11%	(38)	6%	(19)	335
Age: 65+	24%	(38)	44%	(70)	22%	(34)	10%	(15)	1%	(1)	158
GenZers: 1997-2012	33%	(46)	40%	(57)	19%	(26)	7%	(10)	2%	(3)	142
Millennials: 1981-1996	30%	(86)	40%	(113)	16%	(45)	7%	(20)	8%	(22)	286
GenXers: 1965-1980	30%	(88)	39%	(113)	13%	(38)	12%	(35)	5%	(16)	289
Baby Boomers: 1946-1964	28%	(71)	43%	(110)	21%	(53)	6%	(14)	3%	(7)	255
PID: Dem (no lean)	26%	(105)	44%	(176)	19%	(75)	10%	(40)	1%	(6)	402
PID: Ind (no lean)	26%	(97)	38%	(139)	19%	(70)	10%	(36)	7%	(26)	368
PID: Rep (no lean)	40%	(92)	37%	(85)	12%	(27)	4%	(10)	7%	(15)	230
PID/Gender: Dem Men	22%	(36)	45%	(75)	19%	(31)	12%	(19)	2%	(4)	167
PID/Gender: Dem Women	29%	(69)	43%	(101)	19%	(44)	9%	(20)	1%	(2)	235
PID/Gender: Ind Men	24%	(42)	40%	(71)	21%	(36)	10%	(17)	5%	(9)	176
PID/Gender: Ind Women	28%	(55)	36%	(69)	17%	(34)	10%	(19)	9%	(17)	193
PID/Gender: Rep Men	36%	(46)	41%	(52)	12%	(15)	6%	(7)	6%	(8)	128
PID/Gender: Rep Women	46%	(46)	33%	(33)	12%	(12)	3%	(3)	8%	(8)	102
Ideo: Liberal (1-3)	29%	(87)	41%	(123)	18%	(55)	10%	(32)	2%	(7)	304
Ideo: Moderate (4)	25%	(94)	40%	(150)	20%	(75)	8%	(31)	5%	(20)	372
Ideo: Conservative (5-7)	37%	(91)	37%	(91)	15%	(36)	9%	(21)	2%	(4)	241
Educ: < College	29%	(124)	40%	(169)	14%	(60)	9%	(37)	7%	(31)	420
Educ: Bachelors degree	31%	(101)	41%	(135)	19%	(62)	8%	(25)	2%	(8)	330
Educ: Post-grad	28%	(70)	39%	(98)	20%	(50)	10%	(24)	3%	(9)	250
Income: Under 50k	30%	(124)	39%	(160)	16%	(64)	7%	(30)	8%	(34)	412
Income: 50k-100k	29%	(88)	43%	(131)	17%	(51)	9%	(28)	2%	(6)	303
Income: 100k+	29%	(83)	39%	(110)	20%	(56)	10%	(28)	3%	(7)	284
Ethnicity: Other	29%	(294)	40%	(401)	17%	(172)	9%	(85)	5%	(47)	1000

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**Table MCFE3\_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
Asian Adults	29%	(294)	40%	(401)	17%	(172)	9%	(85)	5%	(47)	1000
All Christian	36%	(113)	37%	(118)	16%	(50)	6%	(19)	5%	(17)	317
All Non-Christian	26%	(63)	43%	(103)	14%	(33)	11%	(27)	6%	(13)	239
Atheist	14%	(10)	45%	(30)	30%	(20)	9%	(6)	2%	(1)	67
Agnostic/Nothing in particular	30%	(87)	40%	(115)	18%	(51)	8%	(22)	4%	(12)	288
Something Else	25%	(22)	39%	(35)	19%	(17)	13%	(12)	4%	(4)	90
Religious Non-Protestant/Catholic	26%	(63)	43%	(105)	14%	(35)	11%	(27)	5%	(13)	244
Evangelical	32%	(47)	40%	(59)	16%	(24)	9%	(13)	3%	(5)	148
Non-Evangelical	34%	(86)	36%	(91)	17%	(42)	7%	(17)	6%	(16)	252
Community: Urban	28%	(93)	48%	(158)	14%	(46)	7%	(23)	3%	(10)	329
Community: Suburban	29%	(174)	37%	(221)	19%	(110)	9%	(55)	5%	(32)	591
Community: Rural	35%	(28)	28%	(22)	21%	(16)	10%	(8)	6%	(5)	79
Employ: Private Sector	30%	(113)	39%	(150)	16%	(61)	10%	(38)	5%	(18)	380
Employ: Government	26%	(15)	31%	(18)	26%	(15)	15%	(8)	2%	(1)	57
Employ: Self-Employed	37%	(30)	33%	(26)	17%	(14)	13%	(10)	—	(0)	80
Employ: Homemaker	28%	(22)	46%	(37)	10%	(8)	5%	(4)	11%	(9)	80
Employ: Student	26%	(24)	50%	(46)	18%	(16)	4%	(3)	3%	(3)	93
Employ: Retired	25%	(39)	39%	(63)	22%	(35)	10%	(15)	5%	(7)	159
Employ: Unemployed	34%	(44)	42%	(56)	14%	(18)	3%	(4)	7%	(10)	131
Military HH: Yes	50%	(34)	24%	(17)	18%	(12)	6%	(4)	2%	(1)	68
Military HH: No	28%	(260)	41%	(384)	17%	(160)	9%	(82)	5%	(46)	932
RD/WT: Right Direction	44%	(97)	35%	(76)	15%	(33)	2%	(5)	3%	(7)	218
RD/WT: Wrong Track	25%	(197)	41%	(325)	18%	(139)	10%	(80)	5%	(41)	782
Trump Job Approve	40%	(95)	35%	(85)	15%	(36)	8%	(19)	2%	(6)	241
Trump Job Disapprove	27%	(189)	42%	(298)	19%	(132)	8%	(60)	4%	(26)	705
Trump Job Strongly Approve	54%	(60)	26%	(29)	11%	(12)	5%	(6)	4%	(4)	112
Trump Job Somewhat Approve	27%	(35)	44%	(57)	18%	(23)	10%	(13)	1%	(1)	130
Trump Job Somewhat Disapprove	25%	(49)	54%	(106)	15%	(30)	5%	(9)	1%	(2)	196
Trump Job Strongly Disapprove	28%	(140)	38%	(192)	20%	(102)	10%	(51)	5%	(23)	509
Favorable of Trump	38%	(97)	37%	(95)	14%	(36)	8%	(20)	3%	(8)	256
Unfavorable of Trump	27%	(183)	41%	(285)	20%	(135)	9%	(63)	3%	(22)	687

Continued on next page

**Table MCFE3\_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
Asian Adults	29%	(294)	40%	(401)	17%	(172)	9%	(85)	5%	(47)	1000
Very Favorable of Trump	54%	(61)	27%	(31)	12%	(13)	5%	(6)	2%	(3)	113
Somewhat Favorable of Trump	25%	(36)	45%	(64)	16%	(23)	10%	(14)	4%	(5)	142
Somewhat Unfavorable of Trump	23%	(34)	54%	(79)	15%	(22)	5%	(7)	3%	(4)	146
Very Unfavorable of Trump	28%	(149)	38%	(206)	21%	(112)	10%	(56)	3%	(18)	540
#1 Issue: Economy	33%	(133)	43%	(173)	15%	(62)	6%	(22)	3%	(13)	404
#1 Issue: Security	36%	(24)	33%	(22)	16%	(11)	14%	(9)	1%	(1)	66
#1 Issue: Health Care	25%	(66)	40%	(107)	16%	(43)	11%	(28)	7%	(20)	264
#1 Issue: Medicare / Social Security	22%	(17)	44%	(35)	20%	(16)	10%	(8)	5%	(4)	80
#1 Issue: Women's Issues	29%	(15)	31%	(16)	28%	(14)	10%	(5)	2%	(1)	51
#1 Issue: Other	22%	(14)	42%	(27)	20%	(12)	9%	(6)	7%	(4)	63
2018 House Vote: Democrat	32%	(106)	34%	(115)	21%	(68)	11%	(37)	2%	(6)	333
2018 House Vote: Republican	37%	(56)	43%	(65)	17%	(25)	3%	(4)	1%	(2)	152
2016 Vote: Hillary Clinton	30%	(101)	36%	(121)	21%	(69)	11%	(37)	2%	(8)	337
2016 Vote: Donald Trump	39%	(69)	38%	(68)	15%	(27)	6%	(10)	2%	(3)	176
2016 Vote: Didn't Vote	26%	(116)	44%	(198)	15%	(67)	8%	(37)	8%	(36)	454
Voted in 2014: Yes	33%	(139)	37%	(154)	18%	(73)	10%	(41)	2%	(7)	415
Voted in 2014: No	27%	(155)	42%	(247)	17%	(99)	8%	(44)	7%	(40)	585
2012 Vote: Barack Obama	32%	(107)	38%	(128)	20%	(66)	9%	(29)	2%	(6)	335
2012 Vote: Mitt Romney	34%	(40)	38%	(45)	17%	(20)	9%	(11)	2%	(3)	118
2012 Vote: Didn't Vote	27%	(141)	42%	(220)	16%	(85)	8%	(43)	7%	(36)	525
4-Region: Northeast	28%	(56)	43%	(85)	18%	(35)	6%	(13)	5%	(11)	199
4-Region: Midwest	32%	(41)	46%	(59)	13%	(17)	5%	(6)	3%	(4)	128
4-Region: South	34%	(77)	34%	(77)	16%	(37)	11%	(24)	6%	(13)	229
4-Region: West	27%	(121)	40%	(179)	19%	(83)	9%	(42)	4%	(19)	445

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**Table MCFE3\_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
Asian Adults	29%	(294)	40%	(401)	17%	(172)	9%	(85)	5%	(47)	1000
Chinese	29%	(99)	36%	(123)	21%	(73)	8%	(27)	6%	(19)	341
Filipino	40%	(55)	37%	(52)	14%	(19)	4%	(5)	5%	(7)	138
Indian	38%	(39)	43%	(45)	10%	(11)	7%	(7)	2%	(2)	104
Vietnamese	26%	(19)	50%	(37)	11%	(9)	10%	(7)	4%	(3)	75
Korean	26%	(24)	45%	(41)	14%	(13)	10%	(9)	5%	(5)	92
Japanese	21%	(28)	47%	(63)	14%	(19)	15%	(20)	3%	(4)	135
Other Asian	26%	(29)	36%	(40)	25%	(28)	8%	(9)	6%	(6)	112
Speaks only English at home	31%	(175)	40%	(221)	17%	(95)	7%	(41)	5%	(26)	558
Speaks mostly English at home	29%	(72)	41%	(103)	17%	(43)	10%	(26)	3%	(8)	253
Speaks both English and other language at home	27%	(27)	38%	(37)	19%	(19)	11%	(11)	5%	(5)	98
Speaks mostly other language at home	21%	(16)	49%	(38)	12%	(9)	8%	(6)	9%	(7)	77
Trump supporter	40%	(91)	33%	(76)	15%	(35)	8%	(18)	4%	(9)	229
Biden supporter	26%	(155)	41%	(245)	20%	(117)	9%	(56)	4%	(23)	595
Sports fans	30%	(204)	41%	(279)	17%	(117)	8%	(52)	4%	(27)	679
Avid sports fans	36%	(69)	39%	(73)	14%	(27)	9%	(17)	2%	(4)	190
Sports fans, Age: 18-34	32%	(60)	41%	(77)	15%	(27)	9%	(17)	3%	(6)	187
Sports fans, Age: 35-44	30%	(44)	46%	(68)	14%	(21)	5%	(8)	6%	(8)	150
Sports fans, Age: 45-64	31%	(72)	39%	(91)	16%	(38)	9%	(21)	6%	(13)	236
Sports fans, Age: 65+	26%	(28)	40%	(43)	29%	(31)	5%	(5)	—	(0)	107
Movie studios should diversify teams	31%	(220)	41%	(296)	17%	(120)	8%	(60)	2%	(17)	713
Movie studios should diversify stories	32%	(202)	41%	(257)	17%	(105)	8%	(54)	3%	(17)	635
Concerned about Covid	30%	(274)	40%	(365)	17%	(159)	9%	(78)	4%	(38)	913
No experience with Covid	29%	(149)	39%	(204)	17%	(87)	8%	(41)	7%	(37)	518
Health care major factor for election	32%	(227)	38%	(270)	18%	(131)	8%	(56)	3%	(25)	708
Social media users	30%	(284)	40%	(378)	17%	(162)	8%	(81)	5%	(46)	951
WhatsApp users	34%	(120)	40%	(141)	15%	(54)	8%	(28)	2%	(9)	352
WeChat users	24%	(41)	41%	(72)	17%	(30)	9%	(16)	8%	(14)	173
Social media news source at least once a week	31%	(204)	39%	(259)	18%	(119)	7%	(47)	4%	(28)	657

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

**Table MCFE3\_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
Asian Adults	60%	(603)	27%	(266)	6%	(65)	4%	(36)	3%	(30)	1000
Gender: Male	56%	(262)	30%	(143)	6%	(27)	5%	(23)	3%	(15)	470
Gender: Female	64%	(341)	23%	(123)	7%	(38)	3%	(14)	3%	(15)	530
Age: 18-34	51%	(164)	34%	(108)	7%	(23)	2%	(8)	5%	(17)	320
Age: 35-44	55%	(103)	27%	(50)	11%	(20)	5%	(9)	2%	(4)	186
Age: 45-64	64%	(216)	23%	(77)	6%	(19)	5%	(16)	2%	(8)	335
Age: 65+	76%	(121)	19%	(31)	2%	(3)	2%	(3)	1%	(1)	158
GenZers: 1997-2012	53%	(75)	30%	(43)	9%	(12)	4%	(5)	5%	(6)	142
Millennials: 1981-1996	49%	(140)	36%	(103)	8%	(23)	2%	(6)	5%	(15)	286
GenXers: 1965-1980	61%	(177)	22%	(64)	7%	(21)	8%	(22)	2%	(6)	289
Baby Boomers: 1946-1964	75%	(191)	19%	(49)	3%	(9)	1%	(3)	1%	(3)	255
PID: Dem (no lean)	54%	(217)	31%	(124)	10%	(39)	3%	(13)	2%	(8)	402
PID: Ind (no lean)	59%	(218)	26%	(97)	5%	(18)	4%	(16)	5%	(19)	368
PID: Rep (no lean)	73%	(168)	19%	(44)	3%	(7)	3%	(7)	1%	(3)	230
PID/Gender: Dem Men	51%	(86)	35%	(58)	8%	(13)	3%	(6)	2%	(4)	167
PID/Gender: Dem Women	56%	(131)	28%	(66)	11%	(26)	3%	(8)	2%	(4)	235
PID/Gender: Ind Men	53%	(93)	32%	(56)	4%	(7)	6%	(10)	5%	(9)	176
PID/Gender: Ind Women	65%	(124)	21%	(41)	6%	(11)	3%	(6)	5%	(10)	193
PID/Gender: Rep Men	65%	(84)	22%	(29)	4%	(6)	5%	(7)	2%	(3)	128
PID/Gender: Rep Women	83%	(85)	15%	(16)	1%	(2)	—	(0)	—	(0)	102
Ideo: Liberal (1-3)	51%	(154)	34%	(103)	11%	(33)	3%	(9)	2%	(5)	304
Ideo: Moderate (4)	59%	(218)	29%	(108)	6%	(21)	3%	(12)	4%	(13)	372
Ideo: Conservative (5-7)	78%	(187)	14%	(35)	3%	(7)	4%	(11)	1%	(1)	241
Educ: < College	61%	(257)	24%	(100)	6%	(25)	3%	(14)	6%	(23)	420
Educ: Bachelors degree	62%	(204)	27%	(90)	7%	(23)	3%	(8)	1%	(4)	330
Educ: Post-grad	56%	(141)	30%	(76)	7%	(17)	5%	(13)	1%	(3)	250
Income: Under 50k	59%	(241)	27%	(112)	5%	(21)	3%	(14)	6%	(24)	412
Income: 50k-100k	64%	(194)	25%	(75)	7%	(21)	3%	(8)	1%	(4)	303
Income: 100k+	59%	(167)	28%	(79)	8%	(23)	5%	(13)	1%	(2)	284
Ethnicity: Other	60%	(603)	27%	(266)	6%	(65)	4%	(36)	3%	(30)	1000

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**Table MCFE3\_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
Asian Adults	60% (603)	27% (266)	6% (65)	4% (36)	3% (30)	1000
All Christian	64% (204)	24% (75)	5% (17)	4% (12)	3% (8)	317
All Non-Christian	61% (146)	25% (61)	6% (15)	3% (7)	4% (10)	239
Atheist	36% (24)	43% (28)	13% (9)	5% (3)	3% (2)	67
Agnostic/Nothing in particular	58% (168)	30% (88)	5% (14)	4% (13)	2% (5)	288
Something Else	67% (61)	16% (14)	10% (9)	1% (1)	5% (4)	90
Religious Non-Protestant/Catholic	62% (150)	25% (61)	6% (15)	3% (8)	4% (10)	244
Evangelical	70% (103)	21% (31)	6% (9)	3% (4)	1% (1)	148
Non-Evangelical	62% (157)	23% (59)	7% (17)	3% (8)	5% (12)	252
Community: Urban	58% (192)	29% (96)	7% (22)	4% (13)	2% (7)	329
Community: Suburban	60% (352)	26% (154)	7% (43)	3% (20)	4% (23)	591
Community: Rural	75% (59)	21% (16)	1% (1)	4% (3)	— (0)	79
Employ: Private Sector	56% (214)	30% (113)	8% (29)	4% (15)	2% (9)	380
Employ: Government	55% (31)	32% (18)	7% (4)	4% (3)	2% (1)	57
Employ: Self-Employed	64% (51)	29% (23)	4% (3)	2% (2)	1% (1)	80
Employ: Homemaker	64% (51)	21% (17)	8% (7)	2% (2)	5% (4)	80
Employ: Student	44% (41)	28% (26)	16% (15)	6% (5)	7% (6)	93
Employ: Retired	77% (123)	17% (27)	3% (5)	3% (4)	— (1)	159
Employ: Unemployed	63% (82)	28% (36)	2% (2)	4% (5)	4% (6)	131
Military HH: Yes	68% (46)	21% (14)	4% (2)	8% (5)	— (0)	68
Military HH: No	60% (557)	27% (252)	7% (62)	3% (31)	3% (30)	932
RD/WT: Right Direction	70% (152)	24% (52)	3% (7)	2% (4)	1% (3)	218
RD/WT: Wrong Track	58% (451)	27% (214)	7% (58)	4% (32)	3% (27)	782
Trump Job Approve	75% (181)	20% (48)	1% (3)	4% (8)	— (1)	241
Trump Job Disapprove	56% (397)	29% (206)	8% (59)	4% (27)	2% (15)	705
Trump Job Strongly Approve	81% (91)	13% (15)	1% (1)	4% (4)	1% (1)	112
Trump Job Somewhat Approve	70% (91)	26% (33)	1% (2)	3% (4)	— (0)	130
Trump Job Somewhat Disapprove	56% (110)	29% (57)	10% (20)	3% (7)	1% (2)	196
Trump Job Strongly Disapprove	56% (287)	29% (149)	8% (39)	4% (20)	3% (14)	509
Favorable of Trump	74% (190)	21% (53)	2% (5)	3% (8)	— (1)	256
Unfavorable of Trump	57% (390)	29% (200)	8% (57)	4% (27)	2% (13)	687

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**Table MCFE3\_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
Asian Adults	60% (603)	27% (266)	6% (65)	4% (36)	3% (30)	1000
Very Favorable of Trump	84% (95)	12% (13)	1% (1)	4% (5)	— (0)	113
Somewhat Favorable of Trump	67% (95)	28% (39)	3% (4)	2% (3)	— (1)	142
Somewhat Unfavorable of Trump	58% (85)	28% (41)	8% (11)	4% (7)	1% (2)	146
Very Unfavorable of Trump	56% (305)	29% (158)	9% (46)	4% (20)	2% (11)	540
#1 Issue: Economy	64% (257)	26% (104)	5% (22)	3% (14)	2% (6)	404
#1 Issue: Security	67% (44)	26% (17)	5% (3)	3% (2)	— (0)	66
#1 Issue: Health Care	55% (145)	27% (70)	8% (22)	4% (10)	6% (16)	264
#1 Issue: Medicare / Social Security	69% (55)	25% (20)	3% (3)	— (0)	2% (2)	80
#1 Issue: Women's Issues	66% (33)	28% (14)	3% (2)	3% (2)	— (0)	51
#1 Issue: Other	59% (37)	25% (15)	4% (3)	5% (3)	7% (4)	63
2018 House Vote: Democrat	63% (211)	25% (83)	7% (23)	4% (13)	1% (3)	333
2018 House Vote: Republican	82% (125)	15% (22)	1% (2)	1% (2)	— (0)	152
2016 Vote: Hillary Clinton	60% (203)	28% (93)	7% (24)	4% (12)	1% (4)	337
2016 Vote: Donald Trump	85% (149)	13% (22)	2% (3)	1% (1)	— (0)	176
2016 Vote: Didn't Vote	51% (230)	31% (140)	8% (35)	5% (22)	6% (26)	454
Voted in 2014: Yes	70% (292)	20% (84)	5% (22)	4% (15)	— (2)	415
Voted in 2014: No	53% (311)	31% (181)	7% (43)	4% (21)	5% (29)	585
2012 Vote: Barack Obama	63% (211)	26% (88)	7% (23)	3% (10)	1% (3)	335
2012 Vote: Mitt Romney	84% (99)	14% (16)	1% (1)	2% (2)	— (0)	118
2012 Vote: Didn't Vote	53% (279)	30% (158)	7% (39)	4% (22)	5% (27)	525
4-Region: Northeast	54% (107)	33% (65)	9% (18)	2% (3)	3% (6)	199
4-Region: Midwest	61% (78)	27% (35)	7% (9)	3% (4)	2% (2)	128
4-Region: South	60% (138)	28% (64)	5% (11)	4% (9)	3% (7)	229
4-Region: West	63% (280)	23% (103)	6% (28)	4% (19)	3% (15)	445

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**Table MCFE3\_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
Asian Adults	60% (603)	27% (266)	6% (65)	4% (36)	3% (30)	1000
Chinese	61% (206)	26% (90)	6% (21)	3% (12)	3% (12)	341
Filipino	61% (84)	28% (38)	4% (6)	3% (4)	5% (6)	138
Indian	64% (66)	21% (22)	11% (12)	2% (2)	1% (1)	104
Vietnamese	49% (37)	42% (32)	2% (1)	6% (4)	1% (1)	75
Korean	58% (53)	27% (25)	9% (8)	5% (5)	1% (1)	92
Japanese	68% (92)	21% (29)	7% (9)	3% (4)	1% (1)	135
Other Asian	57% (64)	27% (30)	7% (8)	3% (3)	7% (8)	112
Speaks only English at home	63% (353)	26% (145)	5% (27)	4% (22)	2% (12)	558
Speaks mostly English at home	58% (147)	28% (70)	9% (22)	3% (7)	3% (7)	253
Speaks both English and other language at home	55% (54)	25% (24)	8% (8)	5% (5)	6% (6)	98
Speaks mostly other language at home	60% (46)	25% (19)	8% (6)	3% (2)	4% (3)	77
Trump supporter	74% (170)	19% (43)	3% (8)	3% (8)	— (1)	229
Biden supporter	56% (332)	29% (173)	8% (50)	4% (25)	2% (15)	595
Sports fans	60% (409)	28% (192)	6% (41)	4% (25)	2% (12)	679
Avid sports fans	62% (118)	29% (55)	5% (9)	3% (5)	1% (2)	190
Sports fans, Age: 18-34	54% (101)	36% (67)	6% (11)	2% (3)	2% (4)	187
Sports fans, Age: 35-44	54% (81)	29% (44)	9% (14)	6% (9)	1% (1)	150
Sports fans, Age: 45-64	63% (148)	25% (60)	6% (13)	4% (9)	2% (5)	236
Sports fans, Age: 65+	74% (79)	20% (21)	3% (3)	3% (3)	1% (1)	107
Movie studios should diversify teams	62% (443)	27% (191)	7% (49)	3% (22)	1% (8)	713
Movie studios should diversify stories	60% (380)	28% (177)	7% (47)	3% (21)	2% (10)	635
Concerned about Covid	60% (551)	27% (251)	6% (59)	3% (30)	2% (22)	913
No experience with Covid	59% (306)	27% (142)	6% (30)	3% (17)	5% (24)	518
Health care major factor for election	61% (433)	26% (185)	7% (49)	4% (26)	2% (16)	708
Social media users	59% (564)	27% (258)	7% (63)	4% (35)	3% (30)	951
WhatsApp users	58% (203)	27% (94)	9% (33)	4% (14)	3% (9)	352
WeChat users	56% (96)	27% (46)	8% (15)	3% (5)	6% (10)	173
Social media news source at least once a week	59% (386)	29% (192)	6% (42)	3% (20)	2% (16)	657

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



**Table MCFE5:** *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
Asian Adults	9%	(93)	29%	(289)	11%	(111)	23%	(233)	27%	(274)	1000
Gender: Male	15%	(70)	42%	(198)	10%	(49)	17%	(78)	16%	(76)	470
Gender: Female	4%	(23)	17%	(92)	12%	(62)	29%	(155)	37%	(198)	530
Age: 18-34	11%	(34)	26%	(84)	10%	(31)	20%	(65)	33%	(105)	320
Age: 35-44	12%	(22)	33%	(61)	15%	(28)	25%	(47)	15%	(29)	186
Age: 45-64	8%	(27)	31%	(104)	10%	(34)	23%	(76)	28%	(95)	335
Age: 65+	6%	(10)	25%	(40)	11%	(18)	28%	(45)	29%	(46)	158
GenZers: 1997-2012	10%	(14)	22%	(31)	15%	(21)	19%	(27)	34%	(49)	142
Millennials: 1981-1996	13%	(36)	30%	(87)	9%	(25)	22%	(62)	26%	(75)	286
GenXers: 1965-1980	9%	(26)	31%	(89)	11%	(31)	24%	(71)	25%	(72)	289
Baby Boomers: 1946-1964	6%	(16)	29%	(73)	12%	(29)	25%	(64)	29%	(73)	255
PID: Dem (no lean)	12%	(46)	33%	(132)	10%	(39)	22%	(87)	24%	(97)	402
PID: Ind (no lean)	6%	(21)	23%	(84)	14%	(50)	23%	(85)	35%	(128)	368
PID: Rep (no lean)	11%	(26)	32%	(73)	9%	(22)	26%	(61)	21%	(49)	230
PID/Gender: Dem Men	18%	(31)	46%	(76)	9%	(15)	13%	(21)	14%	(23)	167
PID/Gender: Dem Women	7%	(16)	24%	(56)	10%	(24)	28%	(66)	31%	(74)	235
PID/Gender: Ind Men	10%	(17)	37%	(66)	15%	(26)	19%	(34)	19%	(33)	176
PID/Gender: Ind Women	2%	(4)	10%	(19)	12%	(24)	27%	(51)	49%	(95)	193
PID/Gender: Rep Men	17%	(22)	43%	(55)	6%	(8)	18%	(23)	15%	(20)	128
PID/Gender: Rep Women	3%	(3)	17%	(17)	14%	(14)	37%	(37)	29%	(30)	102
Ideo: Liberal (1-3)	11%	(34)	33%	(99)	13%	(39)	22%	(67)	21%	(65)	304
Ideo: Moderate (4)	9%	(35)	32%	(119)	9%	(34)	24%	(90)	25%	(94)	372
Ideo: Conservative (5-7)	10%	(23)	25%	(60)	13%	(32)	26%	(64)	26%	(63)	241
Educ: < College	8%	(33)	24%	(101)	11%	(45)	22%	(91)	36%	(151)	420
Educ: Bachelors degree	10%	(33)	34%	(111)	13%	(42)	23%	(76)	21%	(68)	330
Educ: Post-grad	11%	(27)	31%	(78)	10%	(24)	26%	(66)	22%	(55)	250
Income: Under 50k	8%	(34)	24%	(98)	11%	(45)	23%	(95)	34%	(140)	412
Income: 50k-100k	9%	(27)	31%	(94)	11%	(34)	21%	(63)	28%	(85)	303
Income: 100k+	11%	(31)	34%	(97)	11%	(31)	26%	(75)	18%	(50)	284
Ethnicity: Other	9%	(93)	29%	(289)	11%	(111)	23%	(233)	27%	(274)	1000

Continued on next page

**Table MCFE5:** *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
Asian Adults	9%	(93)	29%	(289)	11%	(111)	23%	(233)	27%	(274)	1000
All Christian	10%	(33)	26%	(84)	13%	(40)	27%	(87)	23%	(74)	317
All Non-Christian	9%	(21)	39%	(94)	9%	(22)	18%	(43)	24%	(58)	239
Atheist	13%	(8)	24%	(16)	6%	(4)	16%	(11)	41%	(27)	67
Agnostic/Nothing in particular	9%	(26)	24%	(70)	11%	(32)	26%	(74)	30%	(85)	288
Something Else	5%	(4)	28%	(25)	14%	(13)	20%	(18)	33%	(30)	90
Religious Non-Protestant/Catholic	9%	(21)	40%	(97)	9%	(22)	18%	(45)	24%	(58)	244
Evangelical	13%	(19)	18%	(27)	16%	(23)	23%	(34)	30%	(45)	148
Non-Evangelical	7%	(18)	31%	(77)	12%	(29)	27%	(69)	23%	(58)	252
Community: Urban	12%	(41)	27%	(89)	9%	(30)	24%	(79)	28%	(91)	329
Community: Suburban	8%	(45)	30%	(178)	12%	(71)	23%	(135)	27%	(162)	591
Community: Rural	9%	(7)	28%	(22)	13%	(10)	24%	(19)	27%	(21)	79
Employ: Private Sector	11%	(41)	39%	(146)	11%	(40)	21%	(79)	19%	(72)	380
Employ: Government	6%	(3)	27%	(15)	7%	(4)	34%	(19)	27%	(15)	57
Employ: Self-Employed	15%	(12)	26%	(21)	12%	(10)	23%	(18)	24%	(19)	80
Employ: Homemaker	4%	(3)	16%	(13)	23%	(18)	26%	(21)	31%	(25)	80
Employ: Student	7%	(6)	12%	(11)	9%	(8)	28%	(26)	44%	(41)	93
Employ: Retired	7%	(11)	28%	(44)	11%	(17)	26%	(41)	29%	(46)	159
Employ: Unemployed	9%	(12)	27%	(35)	9%	(11)	16%	(21)	39%	(51)	131
Military HH: Yes	2%	(2)	27%	(19)	13%	(9)	32%	(22)	25%	(17)	68
Military HH: No	10%	(91)	29%	(271)	11%	(102)	23%	(211)	28%	(257)	932
RD/WT: Right Direction	10%	(21)	30%	(65)	14%	(31)	25%	(55)	21%	(46)	218
RD/WT: Wrong Track	9%	(72)	29%	(225)	10%	(80)	23%	(178)	29%	(228)	782
Trump Job Approve	7%	(18)	28%	(68)	12%	(30)	30%	(72)	22%	(54)	241
Trump Job Disapprove	11%	(74)	31%	(218)	10%	(70)	22%	(154)	27%	(188)	705
Trump Job Strongly Approve	12%	(13)	26%	(29)	12%	(13)	32%	(36)	18%	(20)	112
Trump Job Somewhat Approve	4%	(5)	30%	(39)	13%	(17)	28%	(36)	26%	(34)	130
Trump Job Somewhat Disapprove	8%	(15)	28%	(54)	11%	(22)	23%	(44)	31%	(61)	196
Trump Job Strongly Disapprove	12%	(59)	32%	(164)	9%	(48)	22%	(110)	25%	(127)	509
Favorable of Trump	8%	(20)	24%	(62)	11%	(29)	31%	(79)	25%	(65)	256
Unfavorable of Trump	10%	(72)	33%	(223)	10%	(71)	21%	(148)	25%	(173)	687

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**Table MCFE5:** *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
Asian Adults	9%	(93)	29%	(289)	11%	(111)	23%	(233)	27%	(274)	1000
Very Favorable of Trump	11%	(13)	21%	(23)	15%	(18)	30%	(34)	22%	(25)	113
Somewhat Favorable of Trump	5%	(7)	27%	(39)	8%	(12)	31%	(45)	28%	(40)	142
Somewhat Unfavorable of Trump	7%	(11)	36%	(52)	13%	(18)	23%	(33)	22%	(32)	146
Very Unfavorable of Trump	11%	(61)	32%	(171)	10%	(52)	21%	(115)	26%	(141)	540
#1 Issue: Economy	11%	(45)	30%	(121)	13%	(53)	24%	(97)	22%	(88)	404
#1 Issue: Security	6%	(4)	24%	(16)	16%	(10)	25%	(17)	30%	(20)	66
#1 Issue: Health Care	9%	(25)	33%	(87)	11%	(28)	21%	(57)	26%	(67)	264
#1 Issue: Medicare / Social Security	5%	(4)	24%	(19)	6%	(4)	22%	(18)	43%	(34)	80
#1 Issue: Women's Issues	10%	(5)	21%	(11)	11%	(6)	23%	(11)	36%	(18)	51
#1 Issue: Other	5%	(3)	24%	(15)	6%	(4)	23%	(15)	41%	(26)	63
2018 House Vote: Democrat	13%	(43)	37%	(124)	9%	(30)	20%	(68)	20%	(68)	333
2018 House Vote: Republican	11%	(17)	32%	(48)	11%	(17)	28%	(43)	18%	(27)	152
2016 Vote: Hillary Clinton	13%	(43)	33%	(112)	12%	(40)	22%	(73)	20%	(68)	337
2016 Vote: Donald Trump	10%	(17)	33%	(58)	10%	(18)	27%	(47)	20%	(35)	176
2016 Vote: Didn't Vote	7%	(30)	24%	(109)	11%	(50)	24%	(107)	35%	(158)	454
Voted in 2014: Yes	14%	(57)	35%	(144)	10%	(41)	22%	(93)	19%	(80)	415
Voted in 2014: No	6%	(36)	25%	(145)	12%	(70)	24%	(140)	33%	(194)	585
2012 Vote: Barack Obama	13%	(42)	37%	(125)	10%	(33)	23%	(76)	18%	(59)	335
2012 Vote: Mitt Romney	10%	(12)	28%	(34)	10%	(12)	32%	(38)	20%	(23)	118
2012 Vote: Didn't Vote	7%	(37)	24%	(126)	12%	(63)	22%	(116)	35%	(182)	525
4-Region: Northeast	10%	(21)	27%	(54)	11%	(21)	24%	(48)	28%	(55)	199
4-Region: Midwest	8%	(10)	28%	(36)	10%	(13)	24%	(31)	30%	(38)	128
4-Region: South	8%	(18)	25%	(57)	14%	(31)	23%	(53)	30%	(69)	229
4-Region: West	10%	(44)	32%	(142)	10%	(45)	23%	(101)	25%	(112)	445
Chinese	9%	(31)	26%	(89)	12%	(40)	28%	(94)	25%	(86)	341
Filipino	6%	(9)	20%	(27)	17%	(23)	28%	(38)	30%	(41)	138
Indian	13%	(14)	42%	(44)	7%	(8)	19%	(19)	18%	(19)	104
Vietnamese	10%	(8)	25%	(19)	4%	(3)	27%	(20)	34%	(26)	75
Korean	11%	(10)	35%	(32)	10%	(9)	14%	(13)	29%	(27)	92
Japanese	10%	(14)	34%	(46)	11%	(15)	20%	(27)	24%	(33)	135
Other Asian	6%	(7)	28%	(31)	11%	(12)	18%	(20)	37%	(41)	112

Continued on next page

**Table MCFE5:** 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
Asian Adults	9%	(93)	29%	(289)	11%	(111)	23%	(233)	27%	(274)	1000
Speaks only English at home	11%	(61)	30%	(167)	14%	(79)	21%	(118)	24%	(133)	558
Speaks mostly English at home	6%	(15)	30%	(77)	7%	(17)	29%	(74)	28%	(70)	253
Speaks both English and other language at home	13%	(13)	27%	(27)	10%	(10)	22%	(21)	28%	(27)	98
Speaks mostly other language at home	5%	(4)	19%	(14)	5%	(4)	21%	(16)	50%	(39)	77
Trump supporter	8%	(19)	23%	(52)	12%	(28)	34%	(77)	23%	(52)	229
Biden supporter	11%	(66)	35%	(208)	10%	(59)	21%	(122)	24%	(140)	595
Sports fans	14%	(92)	41%	(277)	13%	(92)	25%	(171)	7%	(48)	679
Avid sports fans	41%	(78)	50%	(95)	4%	(7)	3%	(6)	2%	(4)	190
Sports fans, Age: 18-34	18%	(34)	41%	(77)	10%	(18)	22%	(41)	9%	(17)	187
Sports fans, Age: 35-44	15%	(22)	38%	(56)	17%	(25)	26%	(39)	5%	(8)	150
Sports fans, Age: 45-64	11%	(27)	44%	(104)	14%	(32)	23%	(55)	8%	(18)	236
Sports fans, Age: 65+	9%	(10)	37%	(40)	16%	(17)	33%	(35)	5%	(5)	107
Movie studios should diversify teams	10%	(72)	31%	(221)	11%	(76)	25%	(181)	23%	(163)	713
Movie studios should diversify stories	10%	(66)	31%	(199)	11%	(68)	25%	(161)	22%	(141)	635
Concerned about Covid	10%	(88)	30%	(272)	11%	(98)	24%	(216)	26%	(240)	913
No experience with Covid	9%	(47)	27%	(140)	12%	(65)	21%	(110)	30%	(157)	518
Health care major factor for election	11%	(75)	29%	(205)	10%	(71)	23%	(160)	28%	(198)	708
Social media users	9%	(89)	29%	(275)	11%	(108)	24%	(228)	26%	(251)	951
WhatsApp users	12%	(42)	29%	(104)	15%	(52)	22%	(78)	22%	(77)	352
WeChat users	13%	(22)	27%	(46)	12%	(20)	23%	(40)	26%	(45)	173
Social media news source at least once a week	11%	(71)	30%	(197)	12%	(77)	24%	(156)	24%	(157)	657

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

**Table MCFE6\_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
Asian Adults	19%	(190)	49%	(489)	32%	(321)	1000
Gender: Male	32%	(151)	47%	(220)	21%	(99)	470
Gender: Female	7%	(38)	51%	(270)	42%	(222)	530
Age: 18-34	21%	(67)	37%	(120)	42%	(133)	320
Age: 35-44	24%	(44)	57%	(106)	20%	(36)	186
Age: 45-64	19%	(63)	52%	(173)	30%	(100)	335
Age: 65+	10%	(16)	58%	(91)	33%	(52)	158
GenZers: 1997-2012	18%	(25)	33%	(47)	49%	(70)	142
Millennials: 1981-1996	24%	(69)	46%	(131)	30%	(86)	286
GenXers: 1965-1980	22%	(63)	51%	(147)	28%	(80)	289
Baby Boomers: 1946-1964	13%	(32)	57%	(144)	31%	(79)	255
PID: Dem (no lean)	23%	(94)	49%	(197)	28%	(111)	402
PID: Ind (no lean)	13%	(48)	47%	(172)	40%	(149)	368
PID: Rep (no lean)	21%	(48)	53%	(121)	27%	(62)	230
PID/Gender: Dem Men	41%	(69)	39%	(65)	20%	(33)	167
PID/Gender: Dem Women	11%	(25)	56%	(132)	33%	(78)	235
PID/Gender: Ind Men	23%	(41)	52%	(91)	25%	(44)	176
PID/Gender: Ind Women	4%	(7)	42%	(81)	54%	(104)	193
PID/Gender: Rep Men	33%	(42)	50%	(64)	18%	(22)	128
PID/Gender: Rep Women	6%	(6)	56%	(57)	39%	(39)	102
Ideo: Liberal (1-3)	25%	(76)	48%	(145)	27%	(83)	304
Ideo: Moderate (4)	20%	(73)	50%	(187)	30%	(112)	372
Ideo: Conservative (5-7)	15%	(36)	56%	(134)	30%	(72)	241
Educ: < College	17%	(70)	43%	(182)	40%	(168)	420
Educ: Bachelors degree	22%	(72)	53%	(176)	25%	(82)	330
Educ: Post-grad	19%	(47)	52%	(131)	29%	(72)	250
Income: Under 50k	16%	(66)	43%	(178)	41%	(168)	412
Income: 50k-100k	18%	(55)	54%	(164)	28%	(84)	303
Income: 100k+	24%	(68)	52%	(147)	24%	(69)	284
Ethnicity: Other	19%	(190)	49%	(489)	32%	(321)	1000

Continued on next page

**Table MCFE6\_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
Asian Adults	19%	(190)	49%	(489)	32%	(321)	1000
All Christian	18%	(59)	53%	(168)	29%	(91)	317
All Non-Christian	21%	(51)	47%	(111)	32%	(77)	239
Atheist	22%	(15)	41%	(28)	36%	(24)	67
Agnostic/Nothing in particular	13%	(38)	52%	(150)	34%	(99)	288
Something Else	30%	(27)	36%	(32)	34%	(31)	90
Religious Non-Protestant/Catholic	21%	(52)	47%	(114)	32%	(78)	244
Evangelical	21%	(31)	48%	(71)	31%	(46)	148
Non-Evangelical	21%	(52)	50%	(126)	30%	(75)	252
Community: Urban	26%	(84)	45%	(148)	30%	(98)	329
Community: Suburban	17%	(98)	50%	(298)	33%	(195)	591
Community: Rural	9%	(7)	55%	(44)	36%	(28)	79
Employ: Private Sector	27%	(103)	49%	(187)	24%	(90)	380
Employ: Government	12%	(7)	45%	(26)	43%	(25)	57
Employ: Self-Employed	24%	(19)	42%	(33)	34%	(27)	80
Employ: Homemaker	4%	(3)	61%	(49)	35%	(28)	80
Employ: Student	9%	(8)	49%	(45)	43%	(40)	93
Employ: Retired	12%	(19)	55%	(87)	33%	(53)	159
Employ: Unemployed	19%	(24)	41%	(53)	41%	(54)	131
Military HH: Yes	14%	(10)	45%	(31)	40%	(28)	68
Military HH: No	19%	(180)	49%	(459)	31%	(293)	932
RD/WT: Right Direction	18%	(39)	47%	(103)	35%	(76)	218
RD/WT: Wrong Track	19%	(151)	49%	(387)	31%	(245)	782
Trump Job Approve	16%	(39)	53%	(127)	31%	(75)	241
Trump Job Disapprove	21%	(147)	50%	(351)	29%	(207)	705
Trump Job Strongly Approve	19%	(21)	50%	(56)	31%	(34)	112
Trump Job Somewhat Approve	14%	(18)	55%	(71)	32%	(41)	130
Trump Job Somewhat Disapprove	20%	(40)	46%	(89)	34%	(67)	196
Trump Job Strongly Disapprove	21%	(107)	51%	(261)	28%	(140)	509
Favorable of Trump	16%	(40)	51%	(131)	33%	(85)	256
Unfavorable of Trump	21%	(146)	50%	(345)	29%	(196)	687

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**Table MCFE6\_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
Asian Adults	19%	(190)	49%	(489)	32%	(321)	1000
Very Favorable of Trump	23%	(26)	45%	(51)	32%	(36)	113
Somewhat Favorable of Trump	10%	(14)	56%	(80)	34%	(49)	142
Somewhat Unfavorable of Trump	22%	(32)	52%	(75)	27%	(39)	146
Very Unfavorable of Trump	21%	(114)	50%	(269)	29%	(157)	540
#1 Issue: Economy	24%	(98)	48%	(194)	28%	(112)	404
#1 Issue: Security	10%	(6)	50%	(33)	41%	(27)	66
#1 Issue: Health Care	17%	(46)	56%	(147)	27%	(71)	264
#1 Issue: Medicare / Social Security	8%	(6)	43%	(35)	49%	(39)	80
#1 Issue: Women's Issues	18%	(9)	43%	(22)	39%	(20)	51
#1 Issue: Other	15%	(9)	44%	(28)	41%	(26)	63
2018 House Vote: Democrat	26%	(85)	48%	(161)	26%	(87)	333
2018 House Vote: Republican	17%	(25)	63%	(96)	20%	(30)	152
2016 Vote: Hillary Clinton	25%	(84)	49%	(165)	26%	(88)	337
2016 Vote: Donald Trump	15%	(27)	61%	(107)	24%	(42)	176
2016 Vote: Didn't Vote	16%	(75)	43%	(197)	40%	(182)	454
Voted in 2014: Yes	25%	(102)	51%	(210)	25%	(103)	415
Voted in 2014: No	15%	(88)	48%	(279)	37%	(218)	585
2012 Vote: Barack Obama	26%	(86)	50%	(168)	24%	(81)	335
2012 Vote: Mitt Romney	14%	(17)	61%	(72)	24%	(29)	118
2012 Vote: Didn't Vote	16%	(82)	45%	(239)	39%	(204)	525
4-Region: Northeast	19%	(37)	47%	(93)	34%	(68)	199
4-Region: Midwest	20%	(26)	42%	(54)	38%	(48)	128
4-Region: South	15%	(35)	48%	(109)	37%	(84)	229
4-Region: West	20%	(91)	52%	(233)	27%	(121)	445
Chinese	15%	(50)	53%	(182)	32%	(109)	341
Filipino	12%	(16)	45%	(62)	43%	(60)	138
Indian	31%	(33)	44%	(46)	24%	(25)	104
Vietnamese	23%	(17)	51%	(39)	26%	(19)	75
Korean	28%	(26)	48%	(44)	24%	(22)	92
Japanese	19%	(25)	56%	(76)	25%	(33)	135
Other Asian	19%	(21)	36%	(40)	45%	(51)	112

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**Table MCFE6\_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
Asian Adults	19%	(190)	49%	(489)	32%	(321)	1000
Speaks only English at home	20%	(112)	50%	(280)	30%	(165)	558
Speaks mostly English at home	19%	(49)	48%	(121)	33%	(83)	253
Speaks both English and other language at home	23%	(23)	46%	(45)	31%	(30)	98
Speaks mostly other language at home	6%	(5)	43%	(33)	51%	(39)	77
Trump supporter	15%	(34)	52%	(120)	33%	(75)	229
Biden supporter	23%	(134)	51%	(303)	27%	(158)	595
Sports fans	28%	(190)	72%	(489)	—	(0)	679
Avid sports fans	100%	(190)	—	(0)	—	(0)	190
Sports fans, Age: 18-34	36%	(67)	64%	(120)	—	(0)	187
Sports fans, Age: 35-44	29%	(44)	71%	(106)	—	(0)	150
Sports fans, Age: 45-64	27%	(63)	73%	(173)	—	(0)	236
Sports fans, Age: 65+	15%	(16)	85%	(91)	—	(0)	107
Movie studios should diversify teams	21%	(153)	51%	(367)	27%	(193)	713
Movie studios should diversify stories	23%	(146)	52%	(328)	25%	(161)	635
Concerned about Covid	20%	(180)	50%	(452)	31%	(280)	913
No experience with Covid	18%	(94)	48%	(250)	34%	(175)	518
Health care major factor for election	20%	(139)	49%	(347)	31%	(222)	708
Social media users	19%	(183)	49%	(464)	32%	(304)	951
WhatsApp users	23%	(81)	50%	(177)	27%	(94)	352
WeChat users	19%	(32)	52%	(89)	29%	(51)	173
Social media news source at least once a week	22%	(145)	49%	(319)	29%	(193)	657

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



**Table MCFE6\_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
Asian Adults	4%	(22)	13%	(68)	82%	(418)	508
Gender: Male	8%	(17)	19%	(42)	73%	(158)	217
Gender: Female	2%	(5)	9%	(26)	89%	(259)	291
Age: 18-34	4%	(6)	11%	(17)	86%	(135)	157
Age: 35-44	4%	(4)	18%	(16)	78%	(71)	91
Age: 45-64	4%	(6)	13%	(23)	83%	(145)	175
Age: 65+	7%	(6)	14%	(12)	79%	(67)	85
GenZers: 1997-2012	3%	(2)	11%	(8)	86%	(59)	69
Millennials: 1981-1996	5%	(6)	15%	(22)	80%	(113)	141
GenXers: 1965-1980	4%	(5)	13%	(19)	83%	(117)	141
Baby Boomers: 1946-1964	5%	(7)	10%	(15)	85%	(127)	149
PID: Dem (no lean)	4%	(8)	12%	(26)	84%	(179)	212
PID: Ind (no lean)	6%	(10)	16%	(28)	78%	(135)	173
PID: Rep (no lean)	3%	(4)	11%	(14)	85%	(104)	122
PID/Gender: Dem Men	7%	(6)	17%	(14)	75%	(60)	80
PID/Gender: Dem Women	1%	(2)	9%	(12)	90%	(119)	132
PID/Gender: Ind Men	9%	(7)	26%	(18)	65%	(46)	71
PID/Gender: Ind Women	3%	(4)	10%	(10)	87%	(89)	103
PID/Gender: Rep Men	6%	(4)	15%	(10)	79%	(52)	66
PID/Gender: Rep Women	—	(0)	7%	(4)	93%	(52)	55
Ideo: Liberal (1-3)	6%	(9)	11%	(15)	83%	(120)	144
Ideo: Moderate (4)	5%	(10)	15%	(30)	80%	(158)	198
Ideo: Conservative (5-7)	3%	(3)	16%	(19)	81%	(98)	121
Educ: < College	1%	(1)	9%	(19)	90%	(181)	201
Educ: Bachelors degree	6%	(10)	14%	(24)	80%	(136)	170
Educ: Post-grad	8%	(11)	19%	(25)	74%	(100)	136
Income: Under 50k	1%	(2)	12%	(25)	87%	(181)	208
Income: 50k-100k	5%	(8)	12%	(18)	83%	(129)	154
Income: 100k+	8%	(12)	17%	(25)	74%	(108)	145
Ethnicity: Other	4%	(22)	13%	(68)	82%	(418)	508

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**Table MCFE6\_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
Asian Adults	4%	(22)	13%	(68)	82%	(418)	508
All Christian	5%	(8)	16%	(26)	79%	(125)	158
All Non-Christian	6%	(7)	12%	(14)	83%	(103)	124
Agnostic/Nothing in particular	3%	(4)	11%	(14)	87%	(116)	134
Something Else	3%	(2)	21%	(13)	75%	(44)	59
Religious Non-Protestant/Catholic	6%	(7)	11%	(14)	83%	(105)	126
Evangelical	5%	(4)	22%	(15)	73%	(51)	70
Non-Evangelical	4%	(5)	16%	(23)	80%	(116)	144
Community: Urban	5%	(9)	15%	(28)	80%	(149)	186
Community: Suburban	4%	(10)	13%	(38)	83%	(235)	284
Employ: Private Sector	7%	(13)	14%	(28)	79%	(155)	196
Employ: Retired	5%	(4)	12%	(10)	83%	(69)	83
Employ: Unemployed	1%	(1)	16%	(10)	83%	(55)	67
Military HH: No	4%	(21)	13%	(64)	82%	(396)	481
RD/WT: Right Direction	4%	(4)	15%	(15)	80%	(80)	99
RD/WT: Wrong Track	4%	(18)	13%	(53)	83%	(338)	408
Trump Job Approve	2%	(2)	14%	(15)	84%	(92)	110
Trump Job Disapprove	5%	(20)	13%	(49)	81%	(300)	369
Trump Job Strongly Approve	2%	(1)	8%	(4)	90%	(44)	50
Trump Job Somewhat Approve	2%	(1)	18%	(11)	80%	(48)	60
Trump Job Somewhat Disapprove	5%	(6)	11%	(12)	84%	(89)	107
Trump Job Strongly Disapprove	5%	(14)	14%	(37)	81%	(211)	262
Favorable of Trump	1%	(2)	16%	(19)	83%	(102)	123
Unfavorable of Trump	6%	(20)	12%	(45)	82%	(294)	359
Very Favorable of Trump	—	(0)	6%	(3)	94%	(51)	55
Somewhat Favorable of Trump	3%	(2)	23%	(16)	74%	(51)	68
Somewhat Unfavorable of Trump	5%	(4)	15%	(11)	80%	(59)	74
Very Unfavorable of Trump	6%	(16)	12%	(33)	83%	(235)	285
#1 Issue: Economy	5%	(10)	18%	(39)	77%	(161)	210
#1 Issue: Health Care	4%	(5)	12%	(15)	84%	(107)	128
2018 House Vote: Democrat	9%	(14)	13%	(21)	78%	(127)	162
2018 House Vote: Republican	6%	(5)	16%	(13)	78%	(60)	78

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**Table MCFE6\_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
Asian Adults	4%	(22)	13%	(68)	82%	(418)	508
2016 Vote: Hillary Clinton	8%	(14)	12%	(20)	80%	(138)	172
2016 Vote: Donald Trump	3%	(3)	16%	(14)	81%	(71)	88
2016 Vote: Didn't Vote	2%	(4)	13%	(30)	85%	(196)	229
Voted in 2014: Yes	7%	(13)	17%	(33)	77%	(152)	198
Voted in 2014: No	3%	(9)	11%	(35)	86%	(266)	310
2012 Vote: Barack Obama	6%	(10)	14%	(22)	80%	(127)	159
2012 Vote: Mitt Romney	5%	(3)	18%	(11)	78%	(49)	64
2012 Vote: Didn't Vote	3%	(9)	12%	(31)	85%	(231)	271
4-Region: Northeast	4%	(4)	16%	(15)	80%	(78)	98
4-Region: Midwest	6%	(4)	13%	(8)	81%	(54)	67
4-Region: South	3%	(3)	12%	(14)	85%	(99)	116
4-Region: West	5%	(10)	13%	(31)	82%	(186)	227
Chinese	4%	(8)	17%	(31)	79%	(143)	182
Filipino	5%	(3)	7%	(5)	88%	(59)	67
Indian	7%	(4)	13%	(7)	80%	(43)	54
Korean	3%	(2)	14%	(7)	83%	(45)	54
Japanese	5%	(3)	18%	(11)	77%	(47)	61
Other Asian	3%	(2)	3%	(2)	94%	(54)	58
Speaks only English at home	5%	(13)	16%	(43)	80%	(219)	275
Speaks mostly English at home	3%	(4)	7%	(10)	89%	(116)	130
Speaks mostly other language at home	4%	(2)	10%	(5)	87%	(44)	51
Trump supporter	2%	(2)	7%	(7)	92%	(96)	105
Biden supporter	5%	(17)	14%	(43)	81%	(257)	318
Sports fans	6%	(20)	20%	(68)	74%	(250)	338
Avid sports fans	7%	(7)	32%	(31)	60%	(58)	97
Sports fans, Age: 18-34	6%	(6)	17%	(17)	77%	(75)	97
Sports fans, Age: 35-44	5%	(4)	23%	(16)	71%	(49)	69
Sports fans, Age: 45-64	4%	(5)	20%	(23)	76%	(89)	117
Sports fans, Age: 65+	11%	(6)	21%	(12)	67%	(38)	56
Movie studios should diversify teams	6%	(21)	14%	(50)	80%	(293)	364
Movie studios should diversify stories	5%	(17)	13%	(42)	82%	(266)	325

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**Table MCFE6\_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
Asian Adults	4%	(22)	13%	(68)	82%	(418)	508
Concerned about Covid	4%	(20)	13%	(61)	82%	(378)	459
No experience with Covid	4%	(10)	13%	(35)	83%	(220)	264
Health care major factor for election	5%	(17)	11%	(39)	85%	(312)	368
Social media users	4%	(20)	12%	(60)	83%	(403)	483
WhatsApp users	5%	(10)	16%	(29)	78%	(138)	177
WeChat users	5%	(5)	16%	(15)	79%	(75)	95
Social media news source at least once a week	5%	(15)	14%	(46)	82%	(273)	335

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

**Table MCFE6\_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
Asian Adults	2%	(12)	11%	(59)	87%	(467)	538
Gender: Male	2%	(5)	14%	(37)	84%	(215)	257
Gender: Female	2%	(7)	8%	(22)	90%	(251)	280
Age: 18-34	5%	(8)	11%	(19)	85%	(150)	178
Age: 35-44	3%	(2)	14%	(13)	83%	(76)	92
Age: 45-64	1%	(1)	13%	(24)	86%	(158)	183
Age: 65+	—	(0)	3%	(2)	97%	(82)	85
GenZers: 1997-2012	1%	(1)	9%	(7)	90%	(67)	74
Millennials: 1981-1996	7%	(10)	13%	(20)	80%	(119)	149
GenXers: 1965-1980	1%	(1)	13%	(22)	86%	(140)	163
Baby Boomers: 1946-1964	—	(0)	7%	(9)	93%	(124)	133
PID: Dem (no lean)	4%	(8)	12%	(25)	84%	(174)	207
PID: Ind (no lean)	1%	(2)	9%	(17)	90%	(182)	202
PID: Rep (no lean)	1%	(2)	13%	(17)	86%	(111)	129
PID/Gender: Dem Men	3%	(2)	19%	(17)	78%	(71)	90
PID/Gender: Dem Women	5%	(6)	7%	(8)	88%	(103)	117
PID/Gender: Ind Men	2%	(2)	11%	(10)	87%	(82)	94
PID/Gender: Ind Women	1%	(1)	6%	(7)	93%	(100)	107
PID/Gender: Rep Men	2%	(1)	13%	(9)	86%	(62)	73
PID/Gender: Rep Women	1%	(1)	13%	(7)	86%	(48)	56
Ideo: Liberal (1-3)	4%	(7)	12%	(20)	84%	(143)	170
Ideo: Moderate (4)	3%	(5)	14%	(26)	83%	(153)	184
Ideo: Conservative (5-7)	1%	(1)	9%	(12)	91%	(126)	139
Educ: < College	3%	(6)	7%	(15)	91%	(197)	218
Educ: Bachelors degree	1%	(2)	10%	(18)	88%	(153)	173
Educ: Post-grad	3%	(4)	18%	(26)	79%	(116)	147
Income: Under 50k	2%	(5)	8%	(17)	90%	(194)	216
Income: 50k-100k	2%	(4)	13%	(23)	85%	(151)	178
Income: 100k+	2%	(3)	13%	(19)	85%	(122)	143
Ethnicity: Other	2%	(12)	11%	(59)	87%	(467)	538

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**Table MCFE6\_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
Asian Adults	2%	(12)	11%	(59)	87%	(467)	538
All Christian	1%	(3)	15%	(26)	84%	(148)	177
All Non-Christian	5%	(5)	10%	(12)	86%	(101)	118
Agnostic/Nothing in particular	1%	(1)	10%	(16)	89%	(144)	161
Religious Non-Protestant/Catholic	4%	(5)	10%	(12)	85%	(104)	122
Evangelical	1%	(1)	12%	(10)	88%	(73)	83
Non-Evangelical	3%	(4)	13%	(17)	85%	(116)	137
Community: Urban	4%	(6)	13%	(22)	83%	(143)	171
Community: Suburban	2%	(6)	10%	(34)	88%	(289)	329
Employ: Private Sector	4%	(9)	16%	(33)	80%	(170)	212
Employ: Retired	—	(0)	3%	(2)	97%	(85)	88
Employ: Unemployed	—	(0)	7%	(5)	93%	(63)	69
Military HH: No	2%	(12)	10%	(52)	87%	(436)	500
RD/WT: Right Direction	3%	(3)	16%	(18)	81%	(90)	111
RD/WT: Wrong Track	2%	(9)	10%	(41)	88%	(376)	426
Trump Job Approve	2%	(3)	12%	(15)	86%	(106)	124
Trump Job Disapprove	2%	(9)	11%	(40)	87%	(330)	379
Trump Job Strongly Approve	2%	(1)	18%	(11)	80%	(49)	60
Trump Job Somewhat Approve	2%	(1)	7%	(4)	91%	(57)	63
Trump Job Somewhat Disapprove	2%	(2)	13%	(14)	85%	(96)	112
Trump Job Strongly Disapprove	3%	(7)	10%	(26)	88%	(234)	267
Favorable of Trump	2%	(3)	14%	(19)	84%	(117)	139
Unfavorable of Trump	2%	(8)	10%	(37)	88%	(315)	359
Very Favorable of Trump	1%	(1)	16%	(10)	83%	(53)	64
Somewhat Favorable of Trump	4%	(3)	12%	(9)	85%	(63)	75
Somewhat Unfavorable of Trump	5%	(4)	7%	(6)	88%	(73)	83
Very Unfavorable of Trump	1%	(4)	11%	(31)	87%	(242)	277
#1 Issue: Economy	3%	(6)	10%	(23)	87%	(189)	218
#1 Issue: Health Care	1%	(2)	14%	(21)	85%	(131)	154
2018 House Vote: Democrat	4%	(7)	11%	(20)	84%	(144)	171
2018 House Vote: Republican	1%	(1)	17%	(13)	82%	(63)	77

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**Table MCFE6\_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
Asian Adults	2%	(12)	11%	(59)	87%	(467)	538
2016 Vote: Hillary Clinton	2%	(3)	13%	(22)	85%	(143)	168
2016 Vote: Donald Trump	2%	(1)	14%	(13)	84%	(81)	96
2016 Vote: Didn't Vote	3%	(8)	8%	(21)	89%	(224)	253
Voted in 2014: Yes	3%	(7)	11%	(23)	86%	(188)	218
Voted in 2014: No	2%	(5)	11%	(35)	87%	(279)	320
2012 Vote: Barack Obama	2%	(4)	11%	(19)	86%	(146)	170
2012 Vote: Mitt Romney	1%	(1)	13%	(9)	86%	(60)	69
2012 Vote: Didn't Vote	3%	(8)	10%	(28)	88%	(249)	285
4-Region: Northeast	5%	(5)	13%	(12)	82%	(78)	94
4-Region: Midwest	4%	(3)	5%	(4)	91%	(73)	80
4-Region: South	1%	(1)	15%	(17)	84%	(95)	114
4-Region: West	1%	(3)	10%	(26)	88%	(221)	250
Chinese	1%	(1)	15%	(29)	84%	(163)	194
Filipino	2%	(1)	5%	(3)	94%	(62)	67
Indian	6%	(3)	20%	(11)	74%	(40)	55
Korean	1%	(1)	13%	(7)	86%	(43)	51
Japanese	2%	(2)	3%	(3)	94%	(74)	78
Other Asian	8%	(4)	3%	(2)	89%	(49)	55
Speaks only English at home	2%	(7)	9%	(26)	89%	(260)	293
Speaks mostly English at home	1%	(2)	16%	(21)	83%	(110)	133
Speaks both English and other language at home	5%	(3)	16%	(10)	79%	(49)	61
Trump supporter	3%	(3)	13%	(16)	85%	(106)	125
Biden supporter	2%	(7)	11%	(34)	87%	(274)	315
Sports fans	3%	(11)	16%	(59)	81%	(295)	365
Avid sports fans	5%	(6)	23%	(25)	72%	(79)	109
Sports fans, Age: 18-34	7%	(8)	18%	(19)	75%	(80)	107
Sports fans, Age: 35-44	3%	(2)	18%	(13)	80%	(59)	74
Sports fans, Age: 45-64	1%	(1)	18%	(24)	81%	(108)	133
Sports fans, Age: 65+	—	(0)	5%	(2)	95%	(48)	50
Movie studios should diversify teams	3%	(11)	10%	(39)	87%	(343)	393
Movie studios should diversify stories	3%	(12)	13%	(43)	84%	(286)	340

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**Table MCFE6\_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
Asian Adults	2%	(12)	11%	(59)	87%	(467)	538
Concerned about Covid	2%	(9)	11%	(55)	87%	(431)	495
No experience with Covid	1%	(4)	11%	(29)	88%	(240)	273
Health care major factor for election	3%	(10)	9%	(35)	88%	(328)	372
Social media users	2%	(12)	11%	(57)	86%	(438)	507
WhatsApp users	5%	(10)	15%	(31)	80%	(160)	201
WeChat users	5%	(5)	16%	(16)	80%	(81)	102
Social media news source at least once a week	3%	(11)	13%	(45)	84%	(293)	349

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



**Table MCFE6\_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
Asian Adults	9%	(42)	32%	(155)	59%	(287)	484
Gender: Male	15%	(35)	33%	(81)	52%	(125)	241
Gender: Female	3%	(7)	31%	(74)	66%	(161)	243
Age: 18-34	6%	(11)	24%	(39)	69%	(114)	164
Age: 35-44	9%	(8)	40%	(40)	51%	(51)	99
Age: 45-64	12%	(18)	33%	(52)	56%	(89)	160
Age: 65+	8%	(5)	37%	(23)	55%	(34)	62
GenZers: 1997-2012	5%	(3)	18%	(12)	77%	(52)	67
Millennials: 1981-1996	8%	(13)	33%	(51)	59%	(92)	157
GenXers: 1965-1980	10%	(13)	37%	(52)	53%	(74)	139
Baby Boomers: 1946-1964	10%	(11)	33%	(36)	57%	(63)	110
PID: Dem (no lean)	10%	(20)	36%	(70)	53%	(103)	193
PID: Ind (no lean)	4%	(8)	27%	(51)	69%	(134)	193
PID: Rep (no lean)	15%	(15)	34%	(33)	51%	(50)	97
PID/Gender: Dem Men	20%	(17)	40%	(34)	40%	(33)	84
PID/Gender: Dem Women	3%	(3)	34%	(37)	64%	(70)	109
PID/Gender: Ind Men	7%	(6)	26%	(26)	67%	(66)	99
PID/Gender: Ind Women	1%	(1)	27%	(25)	72%	(68)	94
PID/Gender: Rep Men	20%	(12)	36%	(21)	44%	(26)	58
Ideo: Liberal (1-3)	10%	(17)	31%	(51)	58%	(95)	162
Ideo: Moderate (4)	6%	(12)	33%	(60)	60%	(110)	182
Ideo: Conservative (5-7)	13%	(13)	34%	(33)	53%	(51)	97
Educ: < College	5%	(9)	31%	(59)	64%	(121)	189
Educ: Bachelors degree	9%	(16)	29%	(49)	62%	(104)	168
Educ: Post-grad	14%	(18)	37%	(47)	49%	(61)	126
Income: Under 50k	4%	(7)	31%	(59)	66%	(128)	194
Income: 50k-100k	10%	(15)	27%	(41)	63%	(94)	150
Income: 100k+	14%	(20)	39%	(55)	46%	(64)	139
Ethnicity: Other	9%	(42)	32%	(155)	59%	(287)	484
All Christian	13%	(20)	39%	(57)	48%	(70)	147
All Non-Christian	7%	(9)	35%	(48)	58%	(80)	137
Agnostic/Nothing in particular	5%	(7)	20%	(27)	75%	(100)	134

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**Table MCFE6\_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
Asian Adults	9%	(42)	32%	(155)	59%	(287)	484
Religious Non-Protestant/Catholic	7%	(10)	35%	(49)	58%	(81)	140
Evangelical	13%	(8)	39%	(24)	48%	(29)	60
Non-Evangelical	11%	(13)	43%	(51)	46%	(55)	120
Community: Urban	9%	(13)	30%	(44)	61%	(91)	149
Community: Suburban	9%	(26)	34%	(98)	57%	(165)	290
Employ: Private Sector	13%	(26)	39%	(79)	48%	(96)	201
Employ: Retired	10%	(7)	34%	(23)	56%	(37)	66
Employ: Unemployed	6%	(4)	28%	(16)	66%	(39)	60
Military HH: No	8%	(38)	32%	(144)	59%	(265)	448
RD/WT: Right Direction	11%	(11)	26%	(27)	63%	(65)	103
RD/WT: Wrong Track	8%	(31)	34%	(128)	58%	(222)	381
Trump Job Approve	9%	(10)	32%	(35)	59%	(65)	110
Trump Job Disapprove	9%	(32)	32%	(115)	58%	(207)	354
Trump Job Strongly Approve	10%	(5)	26%	(13)	65%	(34)	53
Trump Job Somewhat Approve	9%	(5)	37%	(21)	54%	(31)	57
Trump Job Somewhat Disapprove	7%	(7)	25%	(23)	68%	(63)	92
Trump Job Strongly Disapprove	10%	(25)	35%	(92)	55%	(144)	261
Favorable of Trump	11%	(12)	29%	(32)	59%	(65)	109
Unfavorable of Trump	9%	(30)	34%	(118)	57%	(195)	343
Very Favorable of Trump	7%	(4)	23%	(12)	70%	(36)	52
Somewhat Favorable of Trump	15%	(9)	35%	(20)	50%	(28)	57
Somewhat Unfavorable of Trump	7%	(5)	32%	(21)	61%	(40)	66
Very Unfavorable of Trump	9%	(25)	35%	(97)	56%	(155)	277
#1 Issue: Economy	12%	(23)	32%	(60)	56%	(105)	188
#1 Issue: Health Care	6%	(9)	40%	(63)	54%	(84)	157
2018 House Vote: Democrat	14%	(22)	39%	(64)	47%	(78)	164
2018 House Vote: Republican	14%	(9)	42%	(26)	44%	(27)	62
2016 Vote: Hillary Clinton	13%	(21)	37%	(59)	51%	(81)	161
2016 Vote: Donald Trump	11%	(9)	33%	(25)	55%	(42)	76
2016 Vote: Didn't Vote	5%	(12)	28%	(65)	67%	(156)	232

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**Table MCFE6\_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
Asian Adults	9%	(42)	32%	(155)	59%	(287)	484
Voted in 2014: Yes	16%	(30)	38%	(74)	46%	(91)	196
Voted in 2014: No	4%	(12)	28%	(80)	68%	(196)	288
2012 Vote: Barack Obama	15%	(24)	36%	(60)	49%	(81)	165
2012 Vote: Mitt Romney	13%	(7)	39%	(21)	48%	(26)	54
2012 Vote: Didn't Vote	4%	(10)	28%	(71)	68%	(173)	255
4-Region: Northeast	9%	(8)	25%	(23)	66%	(61)	93
4-Region: Midwest	9%	(6)	23%	(16)	67%	(46)	68
4-Region: South	6%	(7)	41%	(45)	53%	(58)	110
4-Region: West	10%	(21)	33%	(70)	57%	(121)	212
Chinese	8%	(12)	33%	(47)	59%	(84)	143
Filipino	7%	(5)	33%	(22)	60%	(41)	68
Indian	13%	(8)	42%	(26)	45%	(28)	62
Japanese	7%	(4)	24%	(15)	70%	(45)	64
Other Asian	4%	(3)	35%	(26)	61%	(45)	73
Speaks only English at home	9%	(26)	31%	(88)	60%	(166)	280
Speaks mostly English at home	11%	(12)	30%	(32)	59%	(65)	110
Speaks both English and other language at home	6%	(3)	42%	(25)	52%	(31)	58
Trump supporter	12%	(11)	24%	(22)	64%	(58)	90
Biden supporter	9%	(27)	37%	(110)	54%	(161)	297
Sports fans	13%	(42)	45%	(149)	42%	(140)	331
Avid sports fans	34%	(33)	43%	(42)	23%	(23)	97
Sports fans, Age: 18-34	11%	(11)	40%	(37)	49%	(46)	93
Sports fans, Age: 35-44	11%	(8)	49%	(38)	41%	(32)	79
Sports fans, Age: 45-64	16%	(18)	44%	(52)	40%	(47)	117
Movie studios should diversify teams	11%	(36)	34%	(112)	56%	(185)	334
Movie studios should diversify stories	12%	(35)	36%	(108)	52%	(158)	301
Concerned about Covid	9%	(40)	33%	(142)	58%	(251)	433
No experience with Covid	10%	(26)	32%	(82)	58%	(148)	256
Health care major factor for election	10%	(34)	32%	(109)	58%	(200)	343
Social media users	9%	(41)	32%	(147)	59%	(268)	456
WhatsApp users	8%	(14)	35%	(64)	57%	(104)	181

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**Table MCFE6\_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
Asian Adults	9%	(42)	32%	(155)	59%	(287)	484
WeChat users	6%	(5)	45%	(37)	49%	(40)	82
Social media news source at least once a week	11%	(36)	32%	(102)	57%	(183)	321

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

**Table MCFE6\_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
Asian Adults	11%	(56)	37%	(193)	53%	(278)	527
Gender: Male	15%	(39)	44%	(112)	41%	(104)	255
Gender: Female	6%	(17)	30%	(81)	64%	(174)	273
Age: 18-34	8%	(13)	36%	(59)	56%	(93)	165
Age: 35-44	14%	(14)	43%	(41)	42%	(40)	94
Age: 45-64	13%	(23)	37%	(64)	50%	(87)	174
Age: 65+	7%	(7)	30%	(28)	63%	(59)	94
GenZers: 1997-2012	6%	(4)	40%	(29)	55%	(39)	72
Millennials: 1981-1996	11%	(17)	35%	(52)	53%	(78)	146
GenXers: 1965-1980	15%	(22)	40%	(59)	45%	(67)	148
Baby Boomers: 1946-1964	8%	(12)	34%	(49)	58%	(86)	147
PID: Dem (no lean)	12%	(25)	36%	(75)	53%	(111)	211
PID: Ind (no lean)	2%	(4)	33%	(63)	65%	(124)	192
PID: Rep (no lean)	21%	(27)	44%	(55)	35%	(43)	124
PID/Gender: Dem Men	24%	(21)	43%	(37)	34%	(30)	88
PID/Gender: Dem Women	3%	(4)	31%	(38)	66%	(81)	123
PID/Gender: Ind Men	2%	(2)	41%	(36)	57%	(51)	89
PID/Gender: Ind Women	2%	(2)	26%	(27)	72%	(74)	103
PID/Gender: Rep Men	21%	(16)	49%	(38)	30%	(24)	78
Ideo: Liberal (1-3)	12%	(20)	35%	(56)	53%	(87)	163
Ideo: Moderate (4)	7%	(14)	44%	(83)	49%	(93)	189
Ideo: Conservative (5-7)	17%	(22)	34%	(44)	49%	(64)	130
Educ: < College	7%	(16)	37%	(84)	56%	(126)	226
Educ: Bachelors degree	14%	(25)	35%	(63)	51%	(91)	178
Educ: Post-grad	12%	(15)	38%	(47)	50%	(62)	123
Income: Under 50k	7%	(15)	40%	(87)	54%	(118)	219
Income: 50k-100k	13%	(21)	31%	(49)	56%	(90)	160
Income: 100k+	14%	(20)	38%	(57)	48%	(71)	148
Ethnicity: Other	11%	(56)	37%	(193)	53%	(278)	527

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**Table MCFE6\_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
Asian Adults	11%	(56)	37%	(193)	53%	(278)	527
All Christian	19%	(32)	35%	(58)	46%	(77)	167
All Non-Christian	5%	(6)	39%	(47)	56%	(67)	120
Agnostic/Nothing in particular	6%	(9)	40%	(61)	54%	(82)	152
Something Else	9%	(5)	42%	(22)	49%	(25)	52
Religious Non-Protestant/Catholic	6%	(7)	39%	(48)	55%	(67)	122
Evangelical	15%	(12)	32%	(26)	52%	(42)	81
Non-Evangelical	17%	(23)	39%	(53)	44%	(60)	136
Community: Urban	11%	(19)	37%	(62)	52%	(85)	166
Community: Suburban	11%	(35)	37%	(122)	52%	(170)	326
Employ: Private Sector	15%	(29)	45%	(84)	40%	(75)	188
Employ: Student	1%	(1)	36%	(20)	63%	(35)	55
Employ: Retired	8%	(8)	36%	(36)	56%	(56)	100
Employ: Unemployed	10%	(7)	23%	(17)	67%	(48)	72
Military HH: No	10%	(49)	36%	(177)	54%	(267)	492
RD/WT: Right Direction	20%	(21)	32%	(34)	48%	(51)	106
RD/WT: Wrong Track	8%	(35)	38%	(159)	54%	(227)	422
Trump Job Approve	18%	(21)	34%	(40)	48%	(56)	117
Trump Job Disapprove	8%	(31)	40%	(150)	52%	(198)	379
Trump Job Strongly Approve	21%	(12)	34%	(19)	45%	(25)	56
Trump Job Somewhat Approve	15%	(9)	34%	(21)	50%	(31)	61
Trump Job Somewhat Disapprove	7%	(7)	39%	(43)	54%	(59)	110
Trump Job Strongly Disapprove	9%	(24)	40%	(107)	51%	(138)	269
Favorable of Trump	19%	(25)	31%	(39)	50%	(64)	128
Unfavorable of Trump	8%	(31)	40%	(149)	51%	(188)	367
Very Favorable of Trump	20%	(10)	38%	(19)	42%	(22)	51
Somewhat Favorable of Trump	19%	(14)	26%	(20)	55%	(42)	77
Somewhat Unfavorable of Trump	6%	(5)	43%	(35)	51%	(41)	81
Very Unfavorable of Trump	9%	(26)	40%	(113)	51%	(146)	286
#1 Issue: Economy	11%	(23)	39%	(81)	50%	(105)	209
#1 Issue: Health Care	6%	(9)	42%	(58)	52%	(72)	138

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**Table MCFE6\_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
Asian Adults	11%	(56)	37%	(193)	53%	(278)	527
2018 House Vote: Democrat	12%	(23)	40%	(76)	48%	(91)	189
2018 House Vote: Republican	23%	(17)	37%	(28)	40%	(31)	76
2016 Vote: Hillary Clinton	12%	(21)	38%	(67)	49%	(86)	174
2016 Vote: Donald Trump	18%	(17)	37%	(35)	45%	(42)	95
2016 Vote: Didn't Vote	6%	(15)	35%	(84)	58%	(139)	238
Voted in 2014: Yes	16%	(36)	38%	(85)	46%	(105)	226
Voted in 2014: No	7%	(20)	36%	(108)	58%	(174)	302
2012 Vote: Barack Obama	13%	(24)	42%	(77)	46%	(84)	185
2012 Vote: Mitt Romney	21%	(13)	31%	(19)	47%	(28)	59
2012 Vote: Didn't Vote	6%	(17)	35%	(96)	58%	(158)	271
4-Region: Northeast	6%	(7)	27%	(30)	67%	(74)	111
4-Region: Midwest	12%	(7)	31%	(19)	57%	(35)	61
4-Region: South	13%	(16)	45%	(55)	42%	(51)	122
4-Region: West	11%	(26)	38%	(89)	51%	(118)	232
Chinese	7%	(14)	31%	(59)	61%	(115)	188
Filipino	22%	(14)	33%	(20)	45%	(28)	62
Korean	11%	(6)	40%	(20)	49%	(25)	50
Japanese	13%	(10)	43%	(33)	44%	(34)	76
Other Asian	8%	(4)	40%	(22)	52%	(28)	55
Speaks only English at home	13%	(37)	37%	(107)	50%	(147)	291
Speaks mostly English at home	10%	(15)	33%	(47)	56%	(78)	140
Trump supporter	21%	(25)	32%	(39)	47%	(56)	120
Biden supporter	9%	(29)	42%	(132)	49%	(155)	316
Sports fans	15%	(55)	50%	(180)	35%	(127)	361
Avid sports fans	34%	(36)	49%	(52)	17%	(18)	105
Sports fans, Age: 18-34	12%	(12)	52%	(51)	36%	(36)	99
Sports fans, Age: 35-44	18%	(14)	51%	(38)	31%	(23)	75
Sports fans, Age: 45-64	18%	(23)	49%	(63)	34%	(44)	130
Sports fans, Age: 65+	11%	(7)	46%	(26)	43%	(24)	57
Movie studios should diversify teams	12%	(46)	39%	(146)	48%	(181)	373
Movie studios should diversify stories	13%	(43)	40%	(133)	47%	(158)	334

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**Table MCFE6\_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
Asian Adults	11%	(56)	37%	(193)	53%	(278)	527
Concerned about Covid	10%	(47)	39%	(184)	51%	(243)	474
No experience with Covid	13%	(36)	36%	(99)	51%	(143)	279
Health care major factor for election	10%	(37)	37%	(141)	53%	(203)	381
Social media users	11%	(53)	36%	(179)	53%	(262)	495
WhatsApp users	9%	(15)	40%	(68)	51%	(86)	169
WeChat users	6%	(6)	40%	(41)	54%	(54)	101
Social media news source at least once a week	13%	(43)	40%	(138)	47%	(161)	342

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



**Table MCFE6\_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
Asian Adults	5%	(28)	17%	(91)	77%	(405)	524
Gender: Male	8%	(19)	20%	(49)	72%	(173)	240
Gender: Female	3%	(9)	15%	(42)	82%	(232)	284
Age: 18-34	6%	(11)	16%	(30)	78%	(144)	184
Age: 35-44	5%	(4)	29%	(28)	66%	(64)	96
Age: 45-64	6%	(11)	17%	(29)	77%	(132)	173
Age: 65+	3%	(2)	5%	(3)	92%	(65)	71
GenZers: 1997-2012	4%	(3)	15%	(13)	81%	(70)	86
Millennials: 1981-1996	8%	(12)	22%	(33)	70%	(106)	151
GenXers: 1965-1980	4%	(6)	21%	(30)	75%	(108)	144
Baby Boomers: 1946-1964	4%	(6)	11%	(15)	84%	(111)	132
PID: Dem (no lean)	6%	(13)	17%	(37)	76%	(161)	211
PID: Ind (no lean)	5%	(10)	16%	(33)	79%	(165)	207
PID: Rep (no lean)	5%	(5)	20%	(21)	75%	(80)	106
PID/Gender: Dem Men	9%	(7)	19%	(16)	72%	(59)	82
PID/Gender: Dem Women	5%	(6)	16%	(21)	79%	(102)	130
PID/Gender: Ind Men	8%	(8)	17%	(18)	74%	(75)	101
PID/Gender: Ind Women	2%	(2)	14%	(15)	84%	(90)	106
PID/Gender: Rep Men	6%	(3)	27%	(15)	68%	(39)	58
Ideo: Liberal (1-3)	7%	(11)	15%	(25)	78%	(127)	163
Ideo: Moderate (4)	7%	(13)	20%	(38)	74%	(142)	193
Ideo: Conservative (5-7)	4%	(5)	18%	(23)	78%	(100)	128
Educ: < College	2%	(3)	13%	(29)	85%	(188)	220
Educ: Bachelors degree	5%	(9)	20%	(36)	75%	(137)	182
Educ: Post-grad	13%	(16)	21%	(25)	66%	(80)	121
Income: Under 50k	2%	(5)	17%	(36)	81%	(177)	218
Income: 50k-100k	9%	(16)	16%	(27)	75%	(128)	170
Income: 100k+	6%	(8)	20%	(27)	74%	(100)	135
Ethnicity: Other	5%	(28)	17%	(91)	77%	(405)	524
All Christian	6%	(12)	21%	(38)	72%	(129)	179
All Non-Christian	10%	(12)	17%	(21)	72%	(87)	120
Agnostic/Nothing in particular	1%	(1)	10%	(15)	89%	(124)	140

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**Table MCFE6\_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
Asian Adults	5%	(28)	17%	(91)	77%	(405)	524
Religious Non-Protestant/Catholic	11%	(13)	18%	(22)	72%	(89)	124
Evangelical	5%	(4)	25%	(20)	70%	(57)	81
Non-Evangelical	6%	(9)	21%	(30)	73%	(102)	140
Community: Urban	7%	(11)	18%	(30)	75%	(124)	165
Community: Suburban	5%	(16)	18%	(56)	77%	(240)	311
Employ: Private Sector	10%	(19)	27%	(52)	63%	(121)	192
Employ: Student	—	(0)	13%	(7)	87%	(51)	59
Employ: Retired	6%	(5)	4%	(3)	90%	(69)	76
Employ: Unemployed	1%	(1)	19%	(16)	80%	(67)	84
Military HH: No	5%	(26)	18%	(86)	77%	(375)	487
RD/WT: Right Direction	10%	(12)	19%	(22)	71%	(84)	118
RD/WT: Wrong Track	4%	(16)	17%	(68)	79%	(321)	406
Trump Job Approve	5%	(7)	21%	(26)	74%	(93)	126
Trump Job Disapprove	5%	(20)	16%	(62)	78%	(294)	375
Trump Job Strongly Approve	1%	(1)	18%	(11)	81%	(48)	59
Trump Job Somewhat Approve	9%	(6)	23%	(15)	68%	(46)	67
Trump Job Somewhat Disapprove	9%	(8)	16%	(14)	75%	(67)	89
Trump Job Strongly Disapprove	4%	(12)	17%	(47)	79%	(227)	286
Favorable of Trump	6%	(8)	22%	(28)	73%	(95)	131
Unfavorable of Trump	5%	(17)	16%	(59)	79%	(290)	366
Very Favorable of Trump	4%	(3)	21%	(14)	75%	(49)	66
Somewhat Favorable of Trump	8%	(5)	22%	(14)	71%	(45)	64
Somewhat Unfavorable of Trump	5%	(3)	25%	(18)	71%	(53)	74
Very Unfavorable of Trump	5%	(14)	14%	(40)	81%	(237)	291
#1 Issue: Economy	7%	(16)	22%	(48)	71%	(156)	219
#1 Issue: Health Care	3%	(5)	20%	(26)	77%	(103)	134
2018 House Vote: Democrat	7%	(12)	18%	(31)	75%	(133)	176
2018 House Vote: Republican	4%	(3)	16%	(11)	80%	(58)	72
2016 Vote: Hillary Clinton	6%	(9)	14%	(24)	80%	(135)	168
2016 Vote: Donald Trump	5%	(4)	18%	(16)	78%	(70)	90
2016 Vote: Didn't Vote	5%	(13)	20%	(49)	75%	(186)	247

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**Table MCFE6\_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
Asian Adults	5%	(28)	17%	(91)	77%	(405)	524
Voted in 2014: Yes	7%	(15)	17%	(37)	76%	(163)	215
Voted in 2014: No	4%	(13)	17%	(54)	78%	(242)	309
2012 Vote: Barack Obama	7%	(11)	16%	(26)	77%	(130)	167
2012 Vote: Mitt Romney	4%	(3)	13%	(9)	83%	(55)	66
2012 Vote: Didn't Vote	5%	(13)	19%	(55)	76%	(214)	283
4-Region: Northeast	5%	(6)	24%	(26)	71%	(79)	111
4-Region: Midwest	7%	(4)	16%	(10)	78%	(48)	61
4-Region: South	1%	(2)	25%	(28)	74%	(83)	112
4-Region: West	7%	(17)	11%	(27)	82%	(196)	240
Chinese	4%	(6)	18%	(30)	78%	(127)	163
Filipino	2%	(2)	11%	(8)	87%	(66)	76
Indian	14%	(9)	21%	(13)	65%	(40)	61
Japanese	5%	(4)	4%	(2)	91%	(62)	68
Other Asian	6%	(4)	25%	(16)	69%	(45)	65
Speaks only English at home	5%	(15)	16%	(47)	79%	(241)	303
Speaks mostly English at home	6%	(8)	21%	(29)	73%	(101)	138
Trump supporter	2%	(3)	21%	(23)	77%	(86)	111
Biden supporter	7%	(21)	17%	(55)	76%	(247)	323
Sports fans	7%	(27)	23%	(88)	69%	(262)	378
Avid sports fans	13%	(14)	35%	(38)	52%	(55)	107
Sports fans, Age: 18-34	9%	(11)	25%	(30)	66%	(77)	117
Sports fans, Age: 35-44	6%	(4)	36%	(27)	58%	(44)	75
Sports fans, Age: 45-64	8%	(10)	22%	(28)	71%	(92)	131
Sports fans, Age: 65+	4%	(2)	6%	(3)	89%	(49)	55
Movie studios should diversify teams	6%	(24)	18%	(67)	76%	(288)	378
Movie studios should diversify stories	7%	(23)	17%	(60)	76%	(260)	343
Concerned about Covid	5%	(26)	16%	(78)	78%	(374)	478
No experience with Covid	5%	(13)	15%	(39)	80%	(204)	256
Health care major factor for election	5%	(19)	19%	(70)	76%	(285)	374
Social media users	5%	(27)	17%	(86)	77%	(385)	497
WhatsApp users	11%	(22)	24%	(48)	64%	(126)	196

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**Table MCFE6\_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
Asian Adults	5%	(28)	17%	(91)	77%	(405)	524
WeChat users	9%	(6)	26%	(20)	65%	(49)	76
Social media news source at least once a week	6%	(22)	21%	(74)	72%	(248)	344

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

**Table MCFE6\_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
Asian Adults	7%	(35)	19%	(94)	73%	(356)	485
Gender: Male	10%	(24)	24%	(55)	66%	(154)	232
Gender: Female	4%	(11)	16%	(40)	80%	(202)	253
Age: 18-34	14%	(24)	27%	(44)	59%	(97)	165
Age: 35-44	9%	(8)	27%	(24)	64%	(57)	89
Age: 45-64	1%	(2)	16%	(24)	83%	(128)	154
Age: 65+	2%	(1)	2%	(2)	96%	(74)	77
GenZers: 1997-2012	16%	(11)	12%	(9)	72%	(52)	72
Millennials: 1981-1996	12%	(18)	35%	(51)	53%	(78)	148
GenXers: 1965-1980	3%	(4)	20%	(28)	77%	(105)	137
Baby Boomers: 1946-1964	1%	(1)	6%	(7)	93%	(106)	114
PID: Dem (no lean)	9%	(17)	18%	(36)	73%	(143)	196
PID: Ind (no lean)	6%	(10)	14%	(25)	80%	(143)	178
PID: Rep (no lean)	6%	(7)	31%	(34)	63%	(70)	111
PID/Gender: Dem Men	15%	(14)	20%	(19)	65%	(61)	93
PID/Gender: Dem Women	3%	(4)	17%	(17)	80%	(82)	103
PID/Gender: Ind Men	7%	(6)	19%	(15)	74%	(61)	82
PID/Gender: Ind Women	4%	(4)	10%	(9)	86%	(83)	96
PID/Gender: Rep Men	7%	(4)	36%	(21)	57%	(32)	57
PID/Gender: Rep Women	6%	(3)	25%	(13)	69%	(37)	54
Ideo: Liberal (1-3)	11%	(17)	18%	(27)	71%	(109)	153
Ideo: Moderate (4)	6%	(11)	23%	(43)	72%	(136)	190
Ideo: Conservative (5-7)	6%	(6)	18%	(20)	76%	(81)	107
Educ: < College	8%	(15)	20%	(39)	72%	(136)	190
Educ: Bachelors degree	8%	(13)	19%	(32)	73%	(120)	164
Educ: Post-grad	5%	(7)	19%	(24)	76%	(99)	131
Income: Under 50k	7%	(15)	26%	(53)	67%	(137)	205
Income: 50k-100k	12%	(16)	16%	(21)	72%	(95)	132
Income: 100k+	3%	(4)	14%	(21)	83%	(123)	148
Ethnicity: Other	7%	(35)	19%	(94)	73%	(356)	485

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**Table MCFE6\_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
Asian Adults	7%	(35)	19%	(94)	73%	(356)	485
All Christian	9%	(12)	23%	(32)	69%	(97)	141
All Non-Christian	2%	(2)	30%	(33)	67%	(74)	109
Agnostic/Nothing in particular	7%	(12)	13%	(21)	79%	(130)	163
Religious Non-Protestant/Catholic	2%	(2)	30%	(34)	68%	(76)	112
Evangelical	10%	(7)	21%	(14)	68%	(44)	64
Non-Evangelical	6%	(7)	20%	(22)	74%	(81)	110
Community: Urban	11%	(16)	20%	(29)	69%	(99)	145
Community: Suburban	6%	(18)	16%	(49)	77%	(230)	297
Employ: Private Sector	11%	(19)	22%	(37)	67%	(112)	167
Employ: Retired	2%	(2)	5%	(4)	93%	(75)	81
Employ: Unemployed	6%	(4)	25%	(17)	68%	(46)	67
Military HH: No	7%	(30)	20%	(91)	73%	(329)	450
RD/WT: Right Direction	6%	(8)	27%	(37)	66%	(90)	136
RD/WT: Wrong Track	8%	(26)	16%	(57)	76%	(266)	350
Trump Job Approve	6%	(8)	28%	(34)	66%	(82)	124
Trump Job Disapprove	8%	(27)	16%	(55)	76%	(258)	340
Trump Job Strongly Approve	6%	(4)	37%	(25)	57%	(39)	67
Trump Job Somewhat Approve	6%	(4)	17%	(10)	76%	(43)	56
Trump Job Somewhat Disapprove	6%	(6)	16%	(15)	78%	(75)	95
Trump Job Strongly Disapprove	9%	(21)	16%	(40)	75%	(183)	245
Favorable of Trump	5%	(6)	28%	(36)	66%	(84)	126
Unfavorable of Trump	8%	(28)	17%	(57)	75%	(256)	340
Very Favorable of Trump	5%	(3)	35%	(22)	60%	(38)	63
Somewhat Favorable of Trump	6%	(4)	22%	(14)	73%	(45)	62
Somewhat Unfavorable of Trump	6%	(5)	20%	(17)	73%	(60)	82
Very Unfavorable of Trump	9%	(23)	15%	(40)	76%	(195)	258
#1 Issue: Economy	10%	(17)	22%	(40)	68%	(124)	181
#1 Issue: Health Care	4%	(5)	22%	(28)	74%	(94)	127
2018 House Vote: Democrat	9%	(15)	18%	(31)	73%	(125)	171
2018 House Vote: Republican	8%	(5)	17%	(11)	75%	(49)	65

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**Table MCFE6\_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
Asian Adults	7%	(35)	19%	(94)	73%	(356)	485
2016 Vote: Hillary Clinton	8%	(13)	16%	(29)	76%	(134)	176
2016 Vote: Donald Trump	6%	(5)	23%	(18)	70%	(54)	77
2016 Vote: Didn't Vote	6%	(14)	22%	(48)	71%	(154)	216
Voted in 2014: Yes	10%	(20)	16%	(33)	74%	(154)	207
Voted in 2014: No	5%	(15)	22%	(62)	73%	(202)	279
2012 Vote: Barack Obama	9%	(16)	12%	(22)	79%	(139)	176
2012 Vote: Mitt Romney	9%	(5)	15%	(8)	76%	(40)	53
2012 Vote: Didn't Vote	5%	(13)	25%	(63)	69%	(172)	248
4-Region: Northeast	9%	(9)	31%	(29)	60%	(56)	94
4-Region: Midwest	3%	(2)	10%	(7)	87%	(62)	71
4-Region: South	5%	(5)	24%	(26)	72%	(79)	110
4-Region: West	9%	(19)	15%	(33)	76%	(159)	210
Chinese	7%	(10)	15%	(23)	78%	(117)	151
Filipino	5%	(4)	18%	(12)	77%	(54)	70
Indian	4%	(2)	31%	(19)	65%	(39)	60
Japanese	3%	(2)	6%	(4)	91%	(62)	69
Other Asian	12%	(7)	12%	(7)	75%	(44)	58
Speaks only English at home	6%	(17)	20%	(59)	74%	(216)	292
Speaks mostly English at home	8%	(8)	21%	(22)	72%	(77)	108
Trump supporter	6%	(7)	32%	(36)	62%	(69)	112
Biden supporter	7%	(21)	17%	(51)	75%	(221)	294
Sports fans	8%	(27)	28%	(91)	64%	(208)	326
Avid sports fans	21%	(19)	38%	(34)	41%	(38)	91
Sports fans, Age: 18-34	17%	(16)	43%	(40)	40%	(37)	93
Sports fans, Age: 35-44	11%	(8)	35%	(24)	54%	(38)	70
Sports fans, Age: 45-64	2%	(2)	22%	(24)	76%	(82)	109
Sports fans, Age: 65+	2%	(1)	4%	(2)	94%	(51)	54
Movie studios should diversify teams	9%	(31)	21%	(73)	70%	(247)	350
Movie studios should diversify stories	9%	(30)	23%	(73)	68%	(220)	324
Concerned about Covid	7%	(30)	20%	(86)	74%	(324)	440
No experience with Covid	6%	(16)	12%	(31)	81%	(203)	249

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**Table MCFE6\_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
Asian Adults	7%	(35)	19%	(94)	73%	(356)	485
Health care major factor for election	7%	(25)	19%	(70)	74%	(274)	369
Social media users	8%	(35)	20%	(93)	72%	(330)	457
WhatsApp users	9%	(14)	23%	(39)	69%	(116)	170
WeChat users	15%	(10)	22%	(15)	63%	(43)	68
Social media news source at least once a week	8%	(25)	25%	(77)	67%	(211)	313

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



**Table MCFE6\_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
Asian Adults	5%	(30)	19%	(104)	75%	(408)	541
Gender: Male	8%	(21)	23%	(59)	69%	(175)	255
Gender: Female	3%	(9)	16%	(45)	81%	(232)	286
Age: 18-34	7%	(11)	16%	(27)	77%	(129)	167
Age: 35-44	9%	(9)	28%	(29)	64%	(66)	104
Age: 45-64	4%	(7)	20%	(34)	76%	(132)	173
Age: 65+	2%	(2)	14%	(14)	83%	(81)	97
GenZers: 1997-2012	9%	(8)	15%	(13)	75%	(62)	83
Millennials: 1981-1996	5%	(8)	20%	(30)	74%	(108)	145
GenXers: 1965-1980	5%	(8)	21%	(35)	74%	(119)	162
Baby Boomers: 1946-1964	5%	(6)	19%	(26)	76%	(103)	135
PID: Dem (no lean)	5%	(10)	21%	(46)	75%	(169)	226
PID: Ind (no lean)	6%	(11)	16%	(31)	78%	(152)	193
PID: Rep (no lean)	7%	(8)	22%	(27)	71%	(87)	122
PID/Gender: Dem Men	7%	(6)	25%	(22)	68%	(60)	88
PID/Gender: Dem Women	3%	(4)	18%	(24)	79%	(109)	138
PID/Gender: Ind Men	8%	(8)	24%	(23)	68%	(64)	94
PID/Gender: Ind Women	3%	(3)	8%	(8)	89%	(88)	99
PID/Gender: Rep Men	9%	(7)	20%	(14)	71%	(51)	72
PID/Gender: Rep Women	3%	(2)	25%	(13)	71%	(36)	50
Ideo: Liberal (1-3)	6%	(11)	18%	(32)	76%	(132)	175
Ideo: Moderate (4)	5%	(11)	25%	(48)	70%	(137)	195
Ideo: Conservative (5-7)	6%	(8)	17%	(22)	78%	(105)	135
Educ: < College	5%	(13)	16%	(39)	79%	(190)	242
Educ: Bachelors degree	4%	(7)	23%	(37)	73%	(118)	162
Educ: Post-grad	7%	(10)	20%	(28)	72%	(99)	137
Income: Under 50k	4%	(8)	21%	(48)	76%	(176)	232
Income: 50k-100k	10%	(16)	17%	(26)	73%	(114)	156
Income: 100k+	4%	(6)	20%	(30)	77%	(118)	154
Ethnicity: Other	5%	(30)	19%	(104)	75%	(408)	541

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**Table MCFE6\_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
Asian Adults	5%	(30)	19%	(104)	75%	(408)	541
All Christian	7%	(11)	21%	(37)	72%	(128)	176
All Non-Christian	9%	(12)	20%	(28)	71%	(98)	139
Agnostic/Nothing in particular	2%	(4)	16%	(23)	82%	(119)	146
Something Else	3%	(2)	23%	(11)	74%	(37)	50
Religious Non-Protestant/Catholic	9%	(12)	21%	(29)	71%	(99)	141
Evangelical	7%	(6)	16%	(15)	77%	(68)	89
Non-Evangelical	5%	(6)	24%	(32)	71%	(95)	133
Community: Urban	6%	(10)	27%	(46)	66%	(112)	169
Community: Suburban	3%	(11)	17%	(54)	80%	(256)	321
Community: Rural	16%	(8)	8%	(4)	76%	(39)	51
Employ: Private Sector	9%	(20)	24%	(53)	67%	(145)	217
Employ: Retired	1%	(1)	16%	(15)	82%	(74)	90
Employ: Unemployed	—	(0)	11%	(8)	89%	(60)	67
Military HH: No	6%	(30)	19%	(97)	75%	(379)	506
RD/WT: Right Direction	16%	(19)	19%	(22)	65%	(75)	116
RD/WT: Wrong Track	3%	(11)	19%	(82)	78%	(332)	425
Trump Job Approve	13%	(19)	18%	(25)	69%	(97)	141
Trump Job Disapprove	3%	(10)	20%	(75)	77%	(285)	370
Trump Job Strongly Approve	13%	(8)	24%	(14)	63%	(36)	57
Trump Job Somewhat Approve	14%	(11)	14%	(11)	73%	(61)	84
Trump Job Somewhat Disapprove	2%	(2)	28%	(27)	70%	(67)	96
Trump Job Strongly Disapprove	3%	(8)	17%	(48)	80%	(218)	274
Favorable of Trump	11%	(16)	20%	(29)	69%	(100)	146
Unfavorable of Trump	4%	(13)	19%	(69)	77%	(280)	362
Very Favorable of Trump	13%	(8)	27%	(16)	60%	(36)	60
Somewhat Favorable of Trump	10%	(8)	15%	(13)	75%	(64)	86
Somewhat Unfavorable of Trump	4%	(3)	29%	(22)	66%	(50)	76
Very Unfavorable of Trump	3%	(10)	16%	(46)	80%	(230)	286
#1 Issue: Economy	5%	(12)	23%	(52)	71%	(159)	224
#1 Issue: Health Care	5%	(7)	20%	(27)	75%	(104)	138

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**Table MCFE6\_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
Asian Adults	5%	(30)	19%	(104)	75%	(408)	541
2018 House Vote: Democrat	5%	(9)	21%	(37)	74%	(130)	176
2018 House Vote: Republican	5%	(4)	19%	(16)	77%	(64)	83
2016 Vote: Hillary Clinton	3%	(6)	20%	(36)	77%	(139)	181
2016 Vote: Donald Trump	6%	(5)	20%	(17)	74%	(62)	83
2016 Vote: Didn't Vote	7%	(17)	18%	(47)	75%	(193)	257
Voted in 2014: Yes	5%	(12)	21%	(48)	74%	(169)	229
Voted in 2014: No	6%	(18)	18%	(56)	76%	(239)	312
2012 Vote: Barack Obama	3%	(6)	21%	(39)	75%	(137)	182
2012 Vote: Mitt Romney	8%	(5)	15%	(9)	77%	(48)	62
2012 Vote: Didn't Vote	6%	(18)	19%	(53)	75%	(215)	286
4-Region: Northeast	3%	(3)	19%	(22)	78%	(89)	115
4-Region: Midwest	8%	(5)	20%	(14)	72%	(50)	70
4-Region: South	5%	(6)	18%	(22)	77%	(94)	122
4-Region: West	7%	(15)	19%	(45)	74%	(174)	235
Chinese	4%	(8)	19%	(38)	77%	(155)	201
Filipino	4%	(3)	16%	(12)	79%	(58)	73
Indian	10%	(6)	34%	(21)	57%	(35)	61
Japanese	2%	(2)	18%	(12)	80%	(54)	68
Other Asian	12%	(8)	15%	(10)	72%	(48)	67
Speaks only English at home	7%	(22)	20%	(58)	73%	(218)	298
Speaks mostly English at home	3%	(4)	18%	(28)	79%	(118)	150
Trump supporter	6%	(8)	20%	(25)	74%	(93)	125
Biden supporter	5%	(15)	21%	(66)	75%	(239)	320
Sports fans	7%	(26)	26%	(94)	67%	(246)	366
Avid sports fans	13%	(13)	30%	(32)	57%	(59)	104
Sports fans, Age: 18-34	8%	(8)	24%	(22)	68%	(63)	92
Sports fans, Age: 35-44	11%	(9)	33%	(27)	56%	(46)	83
Sports fans, Age: 45-64	6%	(7)	28%	(34)	66%	(80)	121
Sports fans, Age: 65+	3%	(2)	16%	(11)	81%	(56)	69
Movie studios should diversify teams	5%	(20)	22%	(82)	73%	(279)	381
Movie studios should diversify stories	6%	(20)	23%	(76)	71%	(235)	331

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**Table MCFE6\_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
Asian Adults	5%	(30)	19%	(104)	75%	(408)	541
Concerned about Covid	6%	(27)	20%	(96)	75%	(364)	487
No experience with Covid	5%	(14)	15%	(41)	80%	(220)	275
Health care major factor for election	5%	(19)	20%	(76)	75%	(291)	385
Social media users	6%	(30)	19%	(99)	75%	(388)	517
WhatsApp users	8%	(15)	29%	(57)	64%	(126)	198
WeChat users	6%	(6)	27%	(29)	67%	(70)	105
Social media news source at least once a week	6%	(23)	23%	(81)	71%	(255)	359

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

**Table MCFE6\_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
Asian Adults	4%	(22)	14%	(72)	82%	(435)	528
Gender: Male	7%	(19)	17%	(43)	76%	(195)	257
Gender: Female	1%	(3)	11%	(28)	88%	(239)	271
Age: 18-34	5%	(8)	8%	(14)	87%	(153)	175
Age: 35-44	7%	(7)	18%	(19)	75%	(76)	102
Age: 45-64	3%	(5)	16%	(28)	81%	(142)	176
Age: 65+	3%	(2)	14%	(10)	84%	(63)	75
GenZers: 1997-2012	8%	(7)	9%	(7)	83%	(66)	80
Millennials: 1981-1996	3%	(4)	12%	(19)	85%	(136)	159
GenXers: 1965-1980	5%	(7)	17%	(26)	78%	(116)	149
Baby Boomers: 1946-1964	3%	(4)	15%	(20)	82%	(106)	129
PID: Dem (no lean)	3%	(6)	12%	(26)	85%	(180)	211
PID: Ind (no lean)	4%	(7)	14%	(29)	82%	(166)	202
PID: Rep (no lean)	8%	(9)	15%	(17)	77%	(89)	115
PID/Gender: Dem Men	3%	(3)	17%	(16)	80%	(74)	92
PID/Gender: Dem Women	2%	(3)	8%	(10)	89%	(106)	119
PID/Gender: Ind Men	7%	(7)	18%	(19)	75%	(80)	107
PID/Gender: Ind Women	—	(0)	10%	(10)	90%	(86)	96
PID/Gender: Rep Men	15%	(9)	14%	(8)	71%	(42)	59
PID/Gender: Rep Women	1%	(1)	15%	(8)	84%	(47)	56
Ideo: Liberal (1-3)	2%	(4)	11%	(19)	87%	(147)	170
Ideo: Moderate (4)	4%	(7)	11%	(20)	85%	(154)	182
Ideo: Conservative (5-7)	7%	(8)	18%	(22)	75%	(94)	124
Educ: < College	5%	(12)	10%	(21)	85%	(185)	218
Educ: Bachelors degree	4%	(7)	19%	(35)	77%	(140)	182
Educ: Post-grad	3%	(4)	13%	(16)	85%	(109)	129
Income: Under 50k	4%	(8)	14%	(28)	82%	(170)	207
Income: 50k-100k	7%	(12)	11%	(19)	82%	(139)	170
Income: 100k+	2%	(3)	16%	(24)	83%	(125)	152
Ethnicity: Other	4%	(22)	14%	(72)	82%	(435)	528

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**Table MCFE6\_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
Asian Adults	4%	(22)	14%	(72)	82%	(435)	528
All Christian	7%	(13)	15%	(26)	78%	(137)	176
All Non-Christian	1%	(2)	14%	(18)	84%	(109)	129
Agnostic/Nothing in particular	2%	(3)	12%	(19)	85%	(129)	151
Religious Non-Protestant/Catholic	1%	(2)	15%	(20)	84%	(111)	133
Evangelical	11%	(8)	17%	(13)	72%	(55)	76
Non-Evangelical	3%	(4)	14%	(18)	83%	(105)	127
Community: Urban	3%	(5)	20%	(34)	77%	(134)	173
Community: Suburban	4%	(14)	11%	(34)	84%	(259)	308
Employ: Private Sector	6%	(13)	14%	(29)	79%	(162)	204
Employ: Retired	2%	(2)	13%	(10)	84%	(65)	77
Employ: Unemployed	4%	(3)	18%	(14)	78%	(60)	77
Military HH: No	4%	(22)	14%	(67)	82%	(403)	492
RD/WT: Right Direction	7%	(8)	19%	(22)	74%	(86)	116
RD/WT: Wrong Track	3%	(14)	12%	(50)	85%	(349)	413
Trump Job Approve	9%	(12)	21%	(28)	70%	(95)	135
Trump Job Disapprove	3%	(11)	11%	(40)	86%	(316)	367
Trump Job Strongly Approve	16%	(9)	25%	(14)	58%	(33)	57
Trump Job Somewhat Approve	3%	(2)	18%	(14)	79%	(62)	78
Trump Job Somewhat Disapprove	—	(0)	12%	(12)	88%	(84)	96
Trump Job Strongly Disapprove	4%	(11)	11%	(29)	86%	(232)	271
Favorable of Trump	8%	(11)	18%	(24)	73%	(98)	133
Unfavorable of Trump	3%	(11)	12%	(43)	85%	(312)	366
Very Favorable of Trump	17%	(9)	14%	(8)	69%	(37)	54
Somewhat Favorable of Trump	2%	(2)	21%	(17)	77%	(61)	79
Somewhat Unfavorable of Trump	—	(0)	14%	(10)	86%	(64)	74
Very Unfavorable of Trump	4%	(11)	11%	(32)	85%	(249)	292
#1 Issue: Economy	3%	(6)	15%	(31)	82%	(169)	205
#1 Issue: Health Care	8%	(12)	12%	(16)	80%	(112)	140
2018 House Vote: Democrat	4%	(7)	16%	(28)	80%	(139)	174
2018 House Vote: Republican	4%	(4)	19%	(15)	77%	(64)	83

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**Table MCFE6\_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
Asian Adults	4%	(22)	14%	(72)	82%	(435)	528
2016 Vote: Hillary Clinton	3%	(6)	12%	(22)	85%	(155)	184
2016 Vote: Donald Trump	5%	(5)	18%	(18)	77%	(79)	103
2016 Vote: Didn't Vote	5%	(11)	12%	(27)	83%	(189)	227
Voted in 2014: Yes	5%	(11)	16%	(37)	79%	(177)	225
Voted in 2014: No	4%	(12)	11%	(35)	85%	(257)	304
2012 Vote: Barack Obama	4%	(7)	14%	(26)	82%	(153)	186
2012 Vote: Mitt Romney	5%	(3)	14%	(8)	81%	(48)	59
2012 Vote: Didn't Vote	4%	(12)	13%	(34)	83%	(225)	271
4-Region: Northeast	5%	(5)	11%	(12)	85%	(100)	118
4-Region: Midwest	7%	(4)	13%	(8)	80%	(51)	63
4-Region: South	5%	(6)	11%	(13)	85%	(106)	125
4-Region: West	3%	(7)	17%	(37)	80%	(179)	223
Chinese	5%	(9)	13%	(23)	83%	(151)	183
Filipino	2%	(2)	14%	(11)	84%	(65)	78
Indian	7%	(4)	17%	(9)	76%	(39)	51
Japanese	3%	(2)	20%	(13)	77%	(49)	63
Other Asian	3%	(2)	5%	(3)	93%	(65)	70
Speaks only English at home	5%	(13)	15%	(42)	80%	(226)	281
Speaks mostly English at home	2%	(2)	14%	(19)	84%	(113)	134
Speaks both English and other language at home	5%	(3)	13%	(8)	82%	(51)	62
Trump supporter	9%	(11)	15%	(18)	76%	(94)	123
Biden supporter	4%	(11)	12%	(37)	85%	(271)	319
Sports fans	6%	(21)	18%	(63)	76%	(263)	348
Avid sports fans	11%	(11)	23%	(24)	66%	(69)	104
Sports fans, Age: 18-34	8%	(8)	10%	(10)	82%	(79)	97
Sports fans, Age: 35-44	9%	(7)	23%	(17)	68%	(52)	77
Sports fans, Age: 45-64	4%	(4)	22%	(27)	74%	(88)	119
Sports fans, Age: 65+	3%	(2)	17%	(10)	79%	(44)	55
Movie studios should diversify teams	4%	(14)	14%	(49)	83%	(299)	362
Movie studios should diversify stories	4%	(13)	13%	(45)	83%	(277)	334
Concerned about Covid	4%	(20)	13%	(63)	83%	(399)	482

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**Table MCFE6\_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
Asian Adults	4%	(22)	14%	(72)	82%	(435)	528
No experience with Covid	3%	(10)	14%	(41)	82%	(235)	286
Health care major factor for election	5%	(19)	12%	(48)	82%	(318)	385
Social media users	4%	(22)	13%	(65)	83%	(417)	505
WhatsApp users	4%	(8)	19%	(36)	76%	(140)	183
WeChat users	3%	(3)	10%	(9)	87%	(76)	88
Social media news source at least once a week	4%	(16)	14%	(49)	82%	(291)	356

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



**Table MCFE6\_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
Asian Adults	3%	(14)	15%	(79)	82%	(423)	517
Gender: Male	5%	(11)	19%	(44)	77%	(181)	236
Gender: Female	1%	(4)	13%	(35)	86%	(242)	281
Age: 18-34	—	(1)	9%	(16)	90%	(154)	171
Age: 35-44	—	(0)	24%	(24)	76%	(74)	98
Age: 45-64	4%	(6)	15%	(26)	81%	(141)	174
Age: 65+	10%	(8)	18%	(13)	72%	(54)	75
GenZers: 1997-2012	1%	(1)	13%	(10)	87%	(67)	77
Millennials: 1981-1996	—	(0)	13%	(19)	87%	(126)	145
GenXers: 1965-1980	4%	(6)	16%	(26)	80%	(128)	161
Baby Boomers: 1946-1964	4%	(5)	18%	(22)	78%	(96)	124
PID: Dem (no lean)	4%	(8)	15%	(31)	80%	(163)	203
PID: Ind (no lean)	1%	(2)	11%	(21)	87%	(164)	187
PID: Rep (no lean)	3%	(3)	21%	(27)	76%	(96)	126
PID/Gender: Dem Men	8%	(6)	18%	(14)	74%	(60)	80
PID/Gender: Dem Women	2%	(2)	14%	(17)	84%	(103)	122
PID/Gender: Ind Men	3%	(2)	19%	(17)	78%	(70)	89
PID/Gender: Ind Women	—	(0)	5%	(5)	95%	(94)	99
PID/Gender: Rep Men	3%	(2)	19%	(13)	78%	(52)	66
PID/Gender: Rep Women	3%	(2)	23%	(14)	74%	(45)	60
Ideo: Liberal (1-3)	3%	(4)	12%	(17)	85%	(124)	146
Ideo: Moderate (4)	2%	(4)	17%	(33)	81%	(156)	193
Ideo: Conservative (5-7)	5%	(6)	19%	(23)	76%	(95)	124
Educ: < College	1%	(2)	11%	(24)	88%	(190)	216
Educ: Bachelors degree	4%	(7)	19%	(34)	77%	(139)	180
Educ: Post-grad	4%	(5)	18%	(21)	78%	(94)	120
Income: Under 50k	1%	(2)	13%	(28)	87%	(194)	224
Income: 50k-100k	2%	(3)	15%	(21)	83%	(119)	144
Income: 100k+	6%	(9)	20%	(30)	74%	(109)	148
Ethnicity: Other	3%	(14)	15%	(79)	82%	(423)	517

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**Table MCFE6\_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
Asian Adults	3%	(14)	15%	(79)	82%	(423)	517
All Christian	3%	(5)	20%	(33)	78%	(130)	168
All Non-Christian	3%	(4)	14%	(17)	83%	(105)	126
Agnostic/Nothing in particular	2%	(3)	14%	(19)	84%	(121)	143
Religious Non-Protestant/Catholic	3%	(4)	14%	(18)	83%	(107)	129
Evangelical	4%	(3)	21%	(15)	75%	(53)	71
Non-Evangelical	3%	(4)	14%	(20)	83%	(117)	141
Community: Urban	3%	(5)	23%	(38)	74%	(126)	170
Community: Suburban	3%	(8)	12%	(35)	86%	(261)	304
Employ: Private Sector	3%	(5)	17%	(33)	80%	(155)	193
Employ: Student	—	(0)	16%	(8)	84%	(43)	51
Employ: Retired	9%	(7)	18%	(13)	73%	(52)	72
Employ: Unemployed	1%	(1)	5%	(3)	94%	(67)	71
Military HH: No	3%	(13)	16%	(78)	81%	(394)	484
RD/WT: Right Direction	—	(0)	23%	(28)	77%	(93)	120
RD/WT: Wrong Track	4%	(14)	13%	(52)	83%	(330)	396
Trump Job Approve	1%	(1)	17%	(21)	82%	(100)	122
Trump Job Disapprove	4%	(14)	14%	(52)	82%	(297)	363
Trump Job Strongly Approve	—	(0)	18%	(13)	82%	(58)	71
Trump Job Somewhat Approve	1%	(1)	15%	(8)	84%	(42)	51
Trump Job Somewhat Disapprove	3%	(3)	13%	(13)	85%	(88)	104
Trump Job Strongly Disapprove	4%	(11)	15%	(39)	81%	(209)	259
Favorable of Trump	1%	(1)	21%	(27)	78%	(98)	126
Unfavorable of Trump	4%	(14)	14%	(49)	82%	(294)	356
Very Favorable of Trump	—	(0)	16%	(11)	84%	(59)	70
Somewhat Favorable of Trump	1%	(1)	27%	(15)	71%	(39)	55
Somewhat Unfavorable of Trump	4%	(3)	16%	(11)	80%	(56)	70
Very Unfavorable of Trump	4%	(11)	13%	(38)	83%	(238)	287
#1 Issue: Economy	3%	(6)	19%	(40)	79%	(170)	216
#1 Issue: Health Care	2%	(3)	20%	(27)	78%	(106)	136
2018 House Vote: Democrat	6%	(10)	16%	(27)	78%	(134)	171
2018 House Vote: Republican	2%	(2)	20%	(15)	78%	(58)	74

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**Table MCFE6\_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
Asian Adults	3%	(14)	15%	(79)	82%	(423)	517
2016 Vote: Hillary Clinton	6%	(10)	16%	(28)	79%	(141)	179
2016 Vote: Donald Trump	1%	(1)	17%	(14)	82%	(66)	81
2016 Vote: Didn't Vote	1%	(2)	14%	(35)	84%	(204)	241
Voted in 2014: Yes	6%	(12)	17%	(36)	77%	(164)	212
Voted in 2014: No	1%	(2)	14%	(43)	85%	(259)	305
2012 Vote: Barack Obama	6%	(11)	16%	(27)	78%	(134)	172
2012 Vote: Mitt Romney	2%	(1)	15%	(8)	83%	(47)	56
2012 Vote: Didn't Vote	1%	(2)	15%	(43)	84%	(234)	278
4-Region: Northeast	—	(0)	10%	(9)	90%	(82)	91
4-Region: Midwest	1%	(1)	13%	(9)	86%	(58)	67
4-Region: South	1%	(1)	21%	(25)	78%	(92)	118
4-Region: West	5%	(13)	15%	(36)	80%	(191)	241
Chinese	2%	(3)	19%	(31)	80%	(135)	170
Filipino	1%	(1)	10%	(8)	89%	(70)	79
Indian	—	(0)	10%	(5)	90%	(47)	52
Japanese	12%	(9)	22%	(16)	66%	(48)	73
Other Asian	—	(0)	6%	(3)	94%	(48)	51
Speaks only English at home	4%	(13)	15%	(42)	81%	(224)	279
Speaks mostly English at home	1%	(1)	14%	(19)	85%	(111)	131
Speaks both English and other language at home	—	(0)	13%	(8)	87%	(50)	57
Trump supporter	1%	(2)	17%	(20)	81%	(95)	117
Biden supporter	4%	(12)	16%	(48)	81%	(248)	308
Sports fans	4%	(13)	23%	(77)	73%	(248)	338
Avid sports fans	8%	(7)	27%	(23)	65%	(56)	86
Sports fans, Age: 18-34	1%	(1)	16%	(15)	83%	(76)	92
Sports fans, Age: 35-44	—	(0)	28%	(22)	72%	(57)	79
Sports fans, Age: 45-64	5%	(5)	23%	(26)	72%	(82)	113
Sports fans, Age: 65+	14%	(8)	25%	(13)	61%	(33)	54
Movie studios should diversify teams	4%	(14)	15%	(54)	81%	(297)	365
Movie studios should diversify stories	4%	(12)	17%	(57)	79%	(257)	325
Concerned about Covid	3%	(13)	16%	(76)	81%	(374)	463

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**Table MCFE6\_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
Asian Adults	3%	(14)	15%	(79)	82%	(423)	517
No experience with Covid	3%	(9)	13%	(34)	84%	(221)	264
Health care major factor for election	4%	(13)	16%	(57)	81%	(291)	361
Social media users	3%	(13)	15%	(75)	82%	(408)	496
WhatsApp users	2%	(4)	16%	(28)	82%	(142)	174
WeChat users	3%	(2)	18%	(15)	79%	(67)	85
Social media news source at least once a week	3%	(9)	16%	(58)	81%	(287)	354

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

**Table MCFE6\_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
Asian Adults	4%	(20)	12%	(61)	84%	(430)	511
Gender: Male	5%	(11)	14%	(33)	81%	(192)	236
Gender: Female	3%	(9)	10%	(28)	86%	(238)	275
Age: 18-34	6%	(9)	10%	(15)	84%	(129)	153
Age: 35-44	5%	(5)	20%	(20)	74%	(72)	97
Age: 45-64	3%	(5)	13%	(24)	84%	(152)	181
Age: 65+	2%	(1)	3%	(2)	95%	(77)	81
GenZers: 1997-2012	7%	(5)	9%	(6)	84%	(59)	70
Millennials: 1981-1996	6%	(8)	15%	(21)	79%	(109)	137
GenXers: 1965-1980	4%	(6)	19%	(28)	78%	(115)	149
Baby Boomers: 1946-1964	1%	(2)	4%	(6)	94%	(141)	149
PID: Dem (no lean)	5%	(11)	10%	(23)	85%	(187)	220
PID: Ind (no lean)	4%	(7)	11%	(21)	85%	(161)	189
PID: Rep (no lean)	2%	(2)	17%	(17)	81%	(83)	102
PID/Gender: Dem Men	5%	(4)	15%	(13)	80%	(68)	84
PID/Gender: Dem Women	5%	(7)	7%	(10)	88%	(119)	136
PID/Gender: Ind Men	7%	(6)	12%	(11)	82%	(78)	96
PID/Gender: Ind Women	1%	(1)	11%	(10)	88%	(83)	94
PID/Gender: Rep Men	1%	(1)	16%	(9)	83%	(47)	56
Ideo: Liberal (1-3)	3%	(5)	16%	(24)	80%	(122)	151
Ideo: Moderate (4)	4%	(8)	11%	(22)	85%	(174)	204
Ideo: Conservative (5-7)	5%	(6)	10%	(10)	85%	(90)	106
Educ: < College	3%	(6)	11%	(22)	86%	(172)	200
Educ: Bachelors degree	3%	(6)	12%	(22)	84%	(149)	176
Educ: Post-grad	6%	(8)	12%	(17)	81%	(109)	135
Income: Under 50k	2%	(4)	13%	(27)	85%	(173)	204
Income: 50k-100k	7%	(11)	14%	(21)	79%	(122)	154
Income: 100k+	3%	(5)	9%	(13)	88%	(135)	153
Ethnicity: Other	4%	(20)	12%	(61)	84%	(430)	511
All Christian	5%	(8)	17%	(29)	79%	(136)	173
All Non-Christian	6%	(7)	11%	(12)	84%	(97)	116
Agnostic/Nothing in particular	1%	(1)	9%	(12)	90%	(124)	137

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**Table MCFE6\_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
Asian Adults	4%	(20)	12%	(61)	84%	(430)	511
Religious Non-Protestant/Catholic	6%	(7)	12%	(14)	83%	(97)	117
Evangelical	7%	(6)	9%	(7)	83%	(63)	75
Non-Evangelical	3%	(4)	18%	(26)	79%	(111)	140
Community: Urban	6%	(11)	14%	(27)	79%	(147)	186
Community: Suburban	3%	(9)	10%	(28)	87%	(244)	280
Employ: Private Sector	6%	(12)	15%	(30)	79%	(164)	207
Employ: Retired	2%	(2)	—	(0)	98%	(84)	86
Employ: Unemployed	2%	(1)	6%	(4)	92%	(64)	70
Military HH: No	4%	(19)	12%	(57)	84%	(399)	475
RD/WT: Right Direction	9%	(9)	19%	(20)	73%	(76)	105
RD/WT: Wrong Track	3%	(11)	10%	(41)	87%	(354)	406
Trump Job Approve	7%	(8)	18%	(21)	76%	(88)	116
Trump Job Disapprove	3%	(12)	10%	(37)	87%	(314)	363
Trump Job Strongly Approve	1%	(1)	21%	(10)	78%	(39)	50
Trump Job Somewhat Approve	11%	(7)	15%	(10)	74%	(48)	65
Trump Job Somewhat Disapprove	5%	(4)	8%	(8)	87%	(80)	92
Trump Job Strongly Disapprove	3%	(8)	11%	(29)	86%	(234)	270
Favorable of Trump	7%	(8)	20%	(23)	74%	(88)	119
Unfavorable of Trump	3%	(10)	10%	(34)	88%	(312)	356
Very Favorable of Trump	6%	(3)	11%	(6)	83%	(45)	55
Somewhat Favorable of Trump	7%	(5)	27%	(17)	66%	(43)	64
Somewhat Unfavorable of Trump	3%	(2)	10%	(7)	87%	(61)	70
Very Unfavorable of Trump	3%	(8)	10%	(27)	88%	(251)	286
#1 Issue: Economy	4%	(8)	13%	(26)	83%	(170)	204
#1 Issue: Health Care	2%	(2)	12%	(16)	87%	(118)	136
2018 House Vote: Democrat	5%	(9)	12%	(23)	83%	(161)	193
2018 House Vote: Republican	6%	(4)	15%	(11)	79%	(58)	73
2016 Vote: Hillary Clinton	4%	(8)	11%	(22)	85%	(171)	200
2016 Vote: Donald Trump	3%	(2)	18%	(15)	79%	(67)	85
2016 Vote: Didn't Vote	4%	(8)	11%	(24)	85%	(183)	216

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**Table MCFE6\_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
Asian Adults	4%	(20)	12%	(61)	84%	(430)	511
Voted in 2014: Yes	5%	(11)	10%	(24)	85%	(192)	226
Voted in 2014: No	3%	(9)	13%	(37)	84%	(238)	285
2012 Vote: Barack Obama	4%	(7)	10%	(19)	87%	(171)	197
2012 Vote: Mitt Romney	5%	(3)	10%	(6)	85%	(46)	54
2012 Vote: Didn't Vote	4%	(10)	14%	(35)	82%	(202)	248
4-Region: Northeast	5%	(5)	13%	(14)	83%	(89)	107
4-Region: Midwest	6%	(3)	5%	(3)	89%	(53)	60
4-Region: South	2%	(3)	21%	(27)	76%	(96)	125
4-Region: West	4%	(9)	8%	(18)	88%	(192)	219
Chinese	3%	(6)	8%	(16)	88%	(167)	189
Filipino	1%	(1)	15%	(11)	85%	(61)	72
Indian	9%	(5)	13%	(7)	78%	(45)	58
Japanese	—	(0)	5%	(3)	95%	(60)	63
Other Asian	11%	(6)	12%	(6)	77%	(40)	52
Speaks only English at home	4%	(12)	11%	(30)	85%	(238)	280
Speaks mostly English at home	3%	(4)	15%	(21)	82%	(112)	137
Speaks both English and other language at home	4%	(2)	14%	(8)	82%	(45)	55
Trump supporter	3%	(3)	15%	(16)	82%	(87)	107
Biden supporter	4%	(13)	11%	(33)	85%	(267)	314
Sports fans	5%	(19)	18%	(61)	77%	(265)	345
Avid sports fans	12%	(13)	27%	(28)	61%	(64)	105
Sports fans, Age: 18-34	10%	(9)	18%	(15)	72%	(60)	84
Sports fans, Age: 35-44	7%	(5)	26%	(20)	67%	(51)	76
Sports fans, Age: 45-64	3%	(4)	19%	(24)	78%	(100)	128
Sports fans, Age: 65+	2%	(1)	4%	(2)	94%	(54)	57
Movie studios should diversify teams	5%	(18)	11%	(40)	84%	(305)	363
Movie studios should diversify stories	5%	(17)	14%	(44)	81%	(259)	320
Concerned about Covid	4%	(18)	12%	(54)	85%	(399)	472
No experience with Covid	5%	(13)	13%	(35)	82%	(216)	264
Health care major factor for election	3%	(10)	10%	(39)	87%	(324)	373
Social media users	4%	(20)	12%	(57)	84%	(405)	482

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**Table MCFE6\_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
Asian Adults	4%	(20)	12%	(61)	84%	(430)	511
WhatsApp users	7%	(14)	16%	(30)	76%	(140)	183
WeChat users	8%	(7)	12%	(10)	79%	(68)	85
Social media news source at least once a week	5%	(17)	13%	(44)	81%	(267)	328

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



**Table MCFE6\_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
Asian Adults	2%	(8)	7%	(37)	91%	(464)	509
Gender: Male	1%	(2)	9%	(21)	90%	(209)	231
Gender: Female	2%	(6)	6%	(16)	92%	(255)	277
Age: 18-34	3%	(5)	8%	(14)	89%	(159)	179
Age: 35-44	2%	(2)	11%	(8)	87%	(70)	80
Age: 45-64	1%	(1)	7%	(13)	92%	(159)	172
Age: 65+	—	(0)	2%	(2)	98%	(76)	78
GenZers: 1997-2012	2%	(2)	6%	(5)	92%	(75)	81
Millennials: 1981-1996	3%	(4)	10%	(15)	87%	(130)	149
GenXers: 1965-1980	1%	(2)	10%	(14)	89%	(124)	139
Baby Boomers: 1946-1964	—	(0)	3%	(4)	97%	(125)	129
PID: Dem (no lean)	3%	(5)	6%	(12)	91%	(179)	197
PID: Ind (no lean)	1%	(2)	9%	(16)	90%	(169)	187
PID: Rep (no lean)	1%	(1)	7%	(9)	92%	(115)	125
PID/Gender: Dem Men	1%	(1)	10%	(8)	88%	(73)	82
PID/Gender: Dem Women	4%	(4)	3%	(3)	93%	(107)	115
PID/Gender: Ind Men	1%	(1)	10%	(9)	89%	(78)	88
PID/Gender: Ind Women	1%	(1)	8%	(8)	92%	(91)	99
PID/Gender: Rep Men	—	(0)	6%	(4)	94%	(58)	62
PID/Gender: Rep Women	1%	(1)	8%	(5)	91%	(57)	63
Ideo: Liberal (1-3)	2%	(3)	10%	(17)	88%	(144)	163
Ideo: Moderate (4)	1%	(3)	7%	(12)	92%	(166)	181
Ideo: Conservative (5-7)	1%	(2)	6%	(8)	92%	(118)	128
Educ: < College	1%	(3)	2%	(5)	96%	(201)	209
Educ: Bachelors degree	1%	(2)	12%	(21)	87%	(151)	175
Educ: Post-grad	2%	(3)	9%	(11)	89%	(111)	125
Income: Under 50k	2%	(4)	5%	(12)	93%	(196)	211
Income: 50k-100k	2%	(3)	10%	(16)	88%	(140)	159
Income: 100k+	1%	(1)	7%	(10)	92%	(127)	138
Ethnicity: Other	2%	(8)	7%	(37)	91%	(464)	509

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**Table MCFE6\_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
Asian Adults	2%	(8)	7%	(37)	91%	(464)	509
All Christian	2%	(3)	10%	(16)	89%	(146)	165
All Non-Christian	4%	(4)	8%	(10)	88%	(109)	123
Agnostic/Nothing in particular	—	(0)	4%	(6)	96%	(139)	145
Religious Non-Protestant/Catholic	4%	(4)	10%	(12)	87%	(109)	126
Evangelical	1%	(1)	9%	(6)	90%	(65)	72
Non-Evangelical	1%	(2)	6%	(8)	92%	(118)	127
Community: Urban	1%	(2)	7%	(14)	92%	(175)	191
Community: Suburban	2%	(5)	8%	(22)	90%	(255)	282
Employ: Private Sector	3%	(6)	10%	(20)	87%	(168)	193
Employ: Student	1%	(1)	7%	(4)	92%	(49)	54
Employ: Retired	—	(0)	3%	(2)	97%	(81)	83
Employ: Unemployed	—	(0)	3%	(2)	97%	(64)	66
Military HH: No	2%	(8)	7%	(34)	91%	(429)	471
RD/WT: Right Direction	1%	(1)	8%	(9)	91%	(96)	106
RD/WT: Wrong Track	2%	(7)	7%	(28)	91%	(367)	403
Trump Job Approve	1%	(1)	6%	(7)	93%	(110)	118
Trump Job Disapprove	2%	(7)	7%	(26)	91%	(327)	359
Trump Job Strongly Approve	—	(0)	7%	(4)	93%	(53)	56
Trump Job Somewhat Approve	1%	(1)	6%	(4)	93%	(57)	62
Trump Job Somewhat Disapprove	—	(0)	11%	(11)	89%	(90)	101
Trump Job Strongly Disapprove	3%	(7)	6%	(14)	92%	(237)	258
Favorable of Trump	—	(0)	8%	(10)	92%	(114)	124
Unfavorable of Trump	2%	(8)	6%	(23)	91%	(324)	355
Very Favorable of Trump	—	(0)	4%	(2)	96%	(51)	53
Somewhat Favorable of Trump	—	(0)	11%	(8)	89%	(63)	71
Somewhat Unfavorable of Trump	6%	(5)	9%	(7)	85%	(64)	75
Very Unfavorable of Trump	1%	(3)	6%	(16)	93%	(260)	279
#1 Issue: Economy	2%	(4)	9%	(19)	88%	(178)	202
#1 Issue: Health Care	1%	(2)	7%	(9)	92%	(124)	134
2018 House Vote: Democrat	3%	(6)	8%	(14)	89%	(155)	175
2018 House Vote: Republican	1%	(1)	8%	(7)	91%	(82)	89

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**Table MCFE6\_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
Asian Adults	2%	(8)	7%	(37)	91%	(464)	509
2016 Vote: Hillary Clinton	1%	(2)	8%	(14)	91%	(159)	175
2016 Vote: Donald Trump	1%	(1)	9%	(9)	90%	(85)	95
2016 Vote: Didn't Vote	2%	(5)	6%	(13)	92%	(203)	221
Voted in 2014: Yes	2%	(6)	8%	(17)	90%	(201)	223
Voted in 2014: No	1%	(2)	7%	(21)	92%	(263)	286
2012 Vote: Barack Obama	1%	(2)	7%	(12)	92%	(161)	175
2012 Vote: Mitt Romney	1%	(1)	6%	(4)	93%	(64)	69
2012 Vote: Didn't Vote	2%	(5)	8%	(20)	90%	(230)	255
4-Region: Northeast	5%	(5)	8%	(8)	88%	(93)	106
4-Region: Midwest	—	(0)	4%	(3)	96%	(64)	67
4-Region: South	—	(0)	12%	(13)	88%	(97)	110
4-Region: West	1%	(3)	6%	(14)	93%	(210)	227
Chinese	1%	(2)	7%	(13)	92%	(170)	184
Filipino	—	(0)	5%	(4)	95%	(74)	78
Japanese	—	(0)	7%	(5)	93%	(63)	68
Speaks only English at home	2%	(5)	8%	(22)	90%	(250)	277
Speaks mostly English at home	1%	(1)	7%	(8)	93%	(109)	117
Speaks both English and other language at home	2%	(1)	11%	(7)	87%	(53)	61
Trump supporter	—	(0)	6%	(7)	94%	(111)	118
Biden supporter	2%	(7)	7%	(21)	91%	(276)	304
Sports fans	2%	(7)	11%	(37)	87%	(296)	340
Avid sports fans	3%	(2)	14%	(13)	83%	(77)	92
Sports fans, Age: 18-34	5%	(5)	14%	(14)	81%	(86)	106
Sports fans, Age: 35-44	3%	(2)	13%	(8)	84%	(52)	62
Sports fans, Age: 45-64	—	(0)	10%	(13)	90%	(108)	121
Sports fans, Age: 65+	—	(0)	4%	(2)	96%	(49)	51
Movie studios should diversify teams	2%	(8)	8%	(30)	90%	(351)	388
Movie studios should diversify stories	2%	(7)	8%	(26)	90%	(303)	336
Concerned about Covid	1%	(5)	7%	(35)	92%	(436)	476
No experience with Covid	1%	(2)	8%	(19)	91%	(227)	248
Health care major factor for election	2%	(6)	7%	(24)	91%	(326)	357

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**Table MCFE6\_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
Asian Adults	2%	(8)	7%	(37)	91%	(464)	509
Social media users	2%	(8)	7%	(36)	91%	(450)	494
WhatsApp users	3%	(6)	14%	(27)	82%	(155)	188
WeChat users	5%	(5)	10%	(10)	85%	(81)	95
Social media news source at least once a week	2%	(7)	8%	(28)	90%	(312)	347

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

**Table MCFE6\_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
Asian Adults	2%	(9)	10%	(53)	89%	(479)	541
Gender: Male	3%	(7)	10%	(24)	88%	(218)	249
Gender: Female	1%	(3)	10%	(29)	89%	(260)	292
Age: 18-34	3%	(5)	13%	(21)	84%	(139)	165
Age: 35-44	3%	(2)	8%	(7)	90%	(78)	87
Age: 45-64	1%	(1)	11%	(20)	88%	(159)	180
Age: 65+	1%	(1)	4%	(4)	95%	(103)	108
GenZers: 1997-2012	1%	(1)	9%	(6)	91%	(64)	71
Millennials: 1981-1996	4%	(6)	14%	(20)	82%	(119)	145
GenXers: 1965-1980	1%	(1)	12%	(17)	88%	(126)	144
Baby Boomers: 1946-1964	1%	(1)	5%	(9)	94%	(153)	163
PID: Dem (no lean)	2%	(4)	12%	(27)	86%	(195)	226
PID: Ind (no lean)	2%	(3)	9%	(18)	89%	(176)	198
PID: Rep (no lean)	1%	(1)	7%	(8)	92%	(108)	117
PID/Gender: Dem Men	3%	(3)	13%	(12)	84%	(76)	91
PID/Gender: Dem Women	1%	(1)	11%	(15)	88%	(118)	135
PID/Gender: Ind Men	3%	(3)	10%	(9)	87%	(78)	89
PID/Gender: Ind Women	1%	(1)	8%	(9)	91%	(98)	108
PID/Gender: Rep Men	1%	(1)	5%	(4)	94%	(64)	68
Ideo: Liberal (1-3)	2%	(3)	10%	(17)	88%	(144)	164
Ideo: Moderate (4)	1%	(3)	12%	(25)	87%	(180)	207
Ideo: Conservative (5-7)	2%	(3)	5%	(7)	93%	(125)	135
Educ: < College	1%	(2)	8%	(18)	91%	(214)	234
Educ: Bachelors degree	2%	(4)	11%	(19)	87%	(152)	174
Educ: Post-grad	3%	(4)	12%	(15)	85%	(113)	132
Income: Under 50k	1%	(3)	10%	(24)	88%	(200)	227
Income: 50k-100k	2%	(4)	10%	(17)	88%	(149)	170
Income: 100k+	2%	(2)	9%	(12)	90%	(129)	144
Ethnicity: Other	2%	(9)	10%	(53)	89%	(479)	541
All Christian	3%	(5)	10%	(17)	87%	(143)	165
All Non-Christian	2%	(2)	11%	(15)	88%	(123)	140
Agnostic/Nothing in particular	1%	(1)	10%	(16)	89%	(142)	159

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**Table MCFE6\_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
Asian Adults	2%	(9)	10%	(53)	89%	(479)	541
Religious Non-Protestant/Catholic	2%	(2)	12%	(17)	87%	(125)	144
Evangelical	2%	(2)	9%	(7)	89%	(70)	79
Non-Evangelical	3%	(3)	8%	(10)	89%	(112)	125
Community: Urban	2%	(4)	11%	(19)	87%	(146)	169
Community: Suburban	2%	(6)	9%	(29)	89%	(289)	324
Employ: Private Sector	2%	(4)	13%	(26)	85%	(167)	196
Employ: Retired	2%	(2)	4%	(4)	94%	(95)	101
Employ: Unemployed	—	(0)	6%	(4)	94%	(63)	67
Military HH: No	2%	(8)	10%	(50)	88%	(447)	505
RD/WT: Right Direction	4%	(5)	11%	(13)	86%	(107)	125
RD/WT: Wrong Track	1%	(4)	9%	(39)	89%	(372)	416
Trump Job Approve	3%	(4)	6%	(8)	92%	(130)	142
Trump Job Disapprove	1%	(5)	11%	(41)	87%	(322)	368
Trump Job Strongly Approve	1%	(1)	6%	(4)	93%	(59)	63
Trump Job Somewhat Approve	4%	(3)	6%	(4)	90%	(71)	79
Trump Job Somewhat Disapprove	1%	(1)	12%	(13)	87%	(89)	102
Trump Job Strongly Disapprove	2%	(4)	11%	(28)	88%	(233)	265
Favorable of Trump	2%	(3)	9%	(13)	89%	(131)	147
Unfavorable of Trump	2%	(6)	10%	(36)	88%	(322)	364
Very Favorable of Trump	1%	(1)	1%	(1)	97%	(66)	67
Somewhat Favorable of Trump	2%	(2)	15%	(12)	83%	(66)	80
Somewhat Unfavorable of Trump	2%	(2)	12%	(10)	86%	(69)	80
Very Unfavorable of Trump	2%	(4)	9%	(26)	89%	(253)	283
#1 Issue: Economy	1%	(2)	12%	(28)	87%	(207)	237
#1 Issue: Health Care	3%	(4)	7%	(9)	90%	(116)	129
#1 Issue: Medicare / Social Security	—	(0)	5%	(3)	95%	(50)	53
2018 House Vote: Democrat	2%	(4)	12%	(22)	86%	(163)	189
2018 House Vote: Republican	1%	(1)	6%	(5)	93%	(75)	81
2016 Vote: Hillary Clinton	1%	(2)	9%	(17)	89%	(156)	175
2016 Vote: Donald Trump	1%	(1)	10%	(10)	90%	(93)	103
2016 Vote: Didn't Vote	2%	(4)	10%	(23)	89%	(215)	243

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**Table MCFE6\_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
Asian Adults	2%	(9)	10%	(53)	89%	(479)	541
Voted in 2014: Yes	2%	(4)	11%	(26)	87%	(205)	236
Voted in 2014: No	2%	(5)	9%	(27)	90%	(273)	305
2012 Vote: Barack Obama	2%	(3)	10%	(17)	89%	(158)	178
2012 Vote: Mitt Romney	2%	(1)	5%	(4)	93%	(72)	77
2012 Vote: Didn't Vote	2%	(5)	11%	(29)	88%	(243)	277
4-Region: Northeast	2%	(2)	11%	(13)	87%	(101)	116
4-Region: Midwest	5%	(3)	13%	(9)	83%	(57)	69
4-Region: South	2%	(1)	7%	(7)	91%	(86)	95
4-Region: West	1%	(2)	9%	(24)	90%	(234)	260
Chinese	2%	(4)	11%	(22)	86%	(165)	191
Filipino	2%	(1)	7%	(4)	91%	(58)	64
Korean	2%	(1)	10%	(5)	88%	(46)	52
Japanese	1%	(1)	6%	(4)	93%	(69)	74
Other Asian	1%	(1)	11%	(7)	88%	(59)	67
Speaks only English at home	2%	(5)	10%	(28)	89%	(261)	294
Speaks mostly English at home	1%	(2)	11%	(16)	87%	(125)	143
Trump supporter	2%	(3)	5%	(7)	93%	(124)	134
Biden supporter	2%	(6)	12%	(36)	87%	(274)	316
Sports fans	2%	(8)	14%	(49)	84%	(299)	355
Avid sports fans	4%	(4)	18%	(19)	78%	(78)	100
Sports fans, Age: 18-34	4%	(4)	17%	(18)	79%	(82)	104
Sports fans, Age: 35-44	4%	(2)	10%	(6)	85%	(50)	59
Sports fans, Age: 45-64	—	(0)	17%	(20)	83%	(102)	122
Sports fans, Age: 65+	2%	(1)	6%	(4)	92%	(65)	71
Movie studios should diversify teams	1%	(6)	10%	(37)	89%	(339)	382
Movie studios should diversify stories	2%	(7)	10%	(33)	88%	(291)	331
Concerned about Covid	1%	(7)	10%	(48)	89%	(447)	502
No experience with Covid	1%	(3)	11%	(31)	88%	(248)	283
Health care major factor for election	2%	(6)	8%	(31)	90%	(334)	371
Social media users	2%	(9)	10%	(51)	88%	(452)	511
WhatsApp users	1%	(2)	16%	(28)	83%	(150)	181

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**Table MCFE6\_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
Asian Adults	2%	(9)	10%	(53)	89%	(479)	541
WeChat users	1%	(1)	17%	(17)	82%	(82)	100
Social media news source at least once a week	1%	(5)	12%	(42)	87%	(316)	363

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



**Table MCFE6\_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
Asian Adults	15%	(78)	35%	(188)	50%	(266)	532
Gender: Male	21%	(56)	39%	(101)	40%	(103)	260
Gender: Female	8%	(23)	32%	(87)	60%	(163)	273
Age: 18-34	7%	(11)	30%	(46)	63%	(97)	154
Age: 35-44	26%	(28)	38%	(42)	36%	(39)	110
Age: 45-64	16%	(29)	36%	(66)	48%	(86)	181
Age: 65+	11%	(10)	39%	(34)	49%	(43)	87
GenZers: 1997-2012	6%	(4)	13%	(8)	81%	(49)	61
Millennials: 1981-1996	15%	(25)	40%	(64)	45%	(73)	162
GenXers: 1965-1980	20%	(29)	32%	(47)	47%	(69)	145
Baby Boomers: 1946-1964	13%	(19)	38%	(55)	48%	(70)	144
PID: Dem (no lean)	16%	(34)	36%	(77)	48%	(101)	212
PID: Ind (no lean)	11%	(20)	34%	(63)	55%	(100)	183
PID: Rep (no lean)	18%	(25)	35%	(48)	47%	(64)	137
PID/Gender: Dem Men	24%	(21)	42%	(36)	34%	(29)	86
PID/Gender: Dem Women	10%	(13)	33%	(41)	57%	(72)	126
PID/Gender: Ind Men	17%	(15)	42%	(38)	41%	(37)	90
PID/Gender: Ind Women	5%	(5)	27%	(25)	68%	(63)	94
PID/Gender: Rep Men	24%	(20)	32%	(27)	44%	(37)	84
PID/Gender: Rep Women	9%	(5)	40%	(21)	51%	(27)	53
Ideo: Liberal (1-3)	17%	(27)	31%	(48)	51%	(78)	152
Ideo: Moderate (4)	15%	(31)	35%	(73)	50%	(103)	207
Ideo: Conservative (5-7)	16%	(21)	45%	(58)	40%	(52)	131
Educ: < College	12%	(27)	29%	(65)	59%	(135)	228
Educ: Bachelors degree	16%	(29)	41%	(73)	43%	(76)	178
Educ: Post-grad	17%	(22)	40%	(50)	43%	(54)	126
Income: Under 50k	11%	(24)	29%	(63)	61%	(133)	220
Income: 50k-100k	17%	(26)	41%	(65)	42%	(67)	158
Income: 100k+	18%	(28)	39%	(60)	43%	(66)	154
Ethnicity: Other	15%	(78)	35%	(188)	50%	(266)	532

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**Table MCFE6\_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
Asian Adults	15%	(78)	35%	(188)	50%	(266)	532
All Christian	15%	(25)	42%	(68)	43%	(69)	162
All Non-Christian	14%	(18)	26%	(34)	60%	(78)	130
Agnostic/Nothing in particular	9%	(15)	35%	(55)	56%	(87)	156
Religious Non-Protestant/Catholic	14%	(19)	26%	(35)	60%	(79)	133
Evangelical	19%	(13)	46%	(31)	35%	(24)	67
Non-Evangelical	20%	(27)	38%	(51)	43%	(58)	136
Community: Urban	21%	(35)	35%	(59)	44%	(73)	167
Community: Suburban	12%	(38)	36%	(115)	52%	(163)	316
Community: Rural	11%	(5)	29%	(14)	61%	(30)	50
Employ: Private Sector	22%	(44)	41%	(82)	37%	(73)	199
Employ: Retired	9%	(8)	41%	(38)	50%	(46)	92
Employ: Unemployed	14%	(10)	24%	(18)	62%	(46)	75
Military HH: No	15%	(76)	34%	(170)	51%	(255)	502
RD/WT: Right Direction	8%	(8)	44%	(49)	49%	(54)	112
RD/WT: Wrong Track	17%	(70)	33%	(139)	50%	(212)	420
Trump Job Approve	12%	(15)	45%	(54)	42%	(51)	119
Trump Job Disapprove	16%	(62)	33%	(127)	51%	(194)	383
Trump Job Strongly Approve	14%	(7)	55%	(29)	31%	(16)	52
Trump Job Somewhat Approve	11%	(8)	37%	(25)	52%	(35)	67
Trump Job Somewhat Disapprove	15%	(15)	33%	(34)	53%	(54)	103
Trump Job Strongly Disapprove	17%	(47)	33%	(94)	50%	(140)	280
Favorable of Trump	12%	(15)	44%	(58)	44%	(58)	131
Unfavorable of Trump	16%	(60)	34%	(123)	50%	(184)	367
Very Favorable of Trump	13%	(6)	51%	(25)	36%	(18)	50
Somewhat Favorable of Trump	11%	(9)	40%	(33)	49%	(39)	81
Somewhat Unfavorable of Trump	17%	(12)	34%	(24)	48%	(33)	69
Very Unfavorable of Trump	16%	(48)	33%	(100)	51%	(151)	299
#1 Issue: Economy	20%	(43)	36%	(77)	43%	(91)	211
#1 Issue: Health Care	13%	(20)	34%	(52)	52%	(80)	152
2018 House Vote: Democrat	22%	(38)	36%	(63)	43%	(76)	178
2018 House Vote: Republican	15%	(13)	60%	(53)	25%	(22)	88

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**Table MCFE6\_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
Asian Adults	15%	(78)	35%	(188)	50%	(266)	532
2016 Vote: Hillary Clinton	20%	(36)	36%	(65)	44%	(80)	182
2016 Vote: Donald Trump	14%	(14)	54%	(54)	32%	(32)	100
2016 Vote: Didn't Vote	11%	(25)	27%	(63)	62%	(145)	232
Voted in 2014: Yes	22%	(48)	44%	(96)	34%	(75)	218
Voted in 2014: No	10%	(30)	29%	(92)	61%	(191)	314
2012 Vote: Barack Obama	20%	(35)	42%	(74)	38%	(66)	176
2012 Vote: Mitt Romney	18%	(12)	55%	(37)	27%	(19)	69
2012 Vote: Didn't Vote	10%	(27)	25%	(70)	65%	(178)	275
4-Region: Northeast	21%	(23)	33%	(35)	45%	(48)	106
4-Region: Midwest	18%	(11)	36%	(22)	46%	(28)	62
4-Region: South	8%	(9)	37%	(43)	55%	(66)	118
4-Region: West	14%	(35)	35%	(87)	50%	(124)	246
Chinese	13%	(24)	35%	(63)	52%	(93)	180
Filipino	6%	(4)	41%	(30)	53%	(39)	73
Indian	17%	(9)	33%	(17)	50%	(27)	53
Korean	37%	(20)	27%	(15)	37%	(20)	55
Japanese	12%	(9)	44%	(32)	44%	(33)	74
Other Asian	8%	(4)	33%	(18)	59%	(31)	53
Speaks only English at home	14%	(44)	39%	(119)	47%	(145)	308
Speaks mostly English at home	22%	(26)	30%	(36)	48%	(55)	117
Speaks both English and other language at home	10%	(5)	38%	(19)	52%	(26)	51
Trump supporter	11%	(13)	47%	(56)	43%	(52)	121
Biden supporter	17%	(56)	34%	(110)	48%	(154)	320
Sports fans	20%	(75)	48%	(176)	32%	(119)	370
Avid sports fans	53%	(49)	37%	(34)	10%	(9)	92
Sports fans, Age: 18-34	11%	(9)	50%	(44)	39%	(35)	89
Sports fans, Age: 35-44	30%	(28)	44%	(41)	26%	(23)	92
Sports fans, Age: 45-64	21%	(28)	46%	(63)	33%	(44)	135
Sports fans, Age: 65+	18%	(10)	52%	(28)	30%	(17)	55
Movie studios should diversify teams	18%	(68)	34%	(132)	48%	(184)	385
Movie studios should diversify stories	18%	(60)	35%	(116)	47%	(155)	331

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**Table MCFE6\_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
Asian Adults	15%	(78)	35%	(188)	50%	(266)	532
Concerned about Covid	15%	(76)	35%	(174)	50%	(245)	494
No experience with Covid	17%	(47)	34%	(95)	50%	(140)	283
Health care major factor for election	13%	(49)	35%	(130)	52%	(190)	370
Social media users	15%	(75)	35%	(178)	50%	(251)	504
WhatsApp users	14%	(24)	36%	(63)	50%	(86)	174
WeChat users	12%	(10)	30%	(26)	58%	(51)	87
Social media news source at least once a week	15%	(52)	39%	(130)	46%	(155)	336

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

**Table MCFE6\_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
Asian Adults	1%	(7)	13%	(64)	86%	(429)	501
Gender: Male	1%	(3)	11%	(28)	87%	(210)	241
Gender: Female	1%	(4)	14%	(37)	84%	(219)	260
Age: 18-34	3%	(5)	8%	(13)	89%	(143)	161
Age: 35-44	2%	(2)	26%	(26)	72%	(75)	103
Age: 45-64	—	(0)	12%	(18)	88%	(137)	155
Age: 65+	—	(0)	9%	(7)	91%	(74)	81
GenZers: 1997-2012	1%	(1)	9%	(8)	90%	(74)	83
Millennials: 1981-1996	4%	(6)	10%	(14)	86%	(119)	138
GenXers: 1965-1980	1%	(1)	19%	(27)	80%	(112)	140
Baby Boomers: 1946-1964	—	(0)	12%	(16)	88%	(112)	127
PID: Dem (no lean)	2%	(4)	17%	(33)	81%	(162)	199
PID: Ind (no lean)	2%	(3)	9%	(16)	89%	(153)	172
PID: Rep (no lean)	—	(1)	11%	(15)	88%	(114)	130
PID/Gender: Dem Men	2%	(1)	16%	(13)	82%	(65)	79
PID/Gender: Dem Women	2%	(2)	17%	(20)	81%	(97)	120
PID/Gender: Ind Men	2%	(1)	6%	(5)	92%	(82)	89
PID/Gender: Ind Women	2%	(1)	13%	(11)	85%	(70)	83
PID/Gender: Rep Men	1%	(1)	13%	(9)	86%	(62)	72
PID/Gender: Rep Women	—	(0)	10%	(5)	90%	(52)	57
Ideo: Liberal (1-3)	3%	(4)	15%	(22)	82%	(122)	148
Ideo: Moderate (4)	—	(1)	15%	(28)	85%	(156)	184
Ideo: Conservative (5-7)	1%	(1)	12%	(15)	87%	(111)	127
Educ: < College	1%	(1)	12%	(27)	87%	(187)	215
Educ: Bachelors degree	3%	(4)	12%	(20)	85%	(140)	164
Educ: Post-grad	1%	(2)	14%	(17)	84%	(102)	122
Income: Under 50k	1%	(2)	13%	(26)	86%	(172)	200
Income: 50k-100k	2%	(4)	13%	(21)	84%	(131)	156
Income: 100k+	1%	(2)	12%	(17)	87%	(126)	145
Ethnicity: Other	1%	(7)	13%	(64)	86%	(429)	501

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**Table MCFE6\_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
Asian Adults	1%	(7)	13%	(64)	86%	(429)	501
All Christian	1%	(2)	14%	(21)	85%	(128)	151
All Non-Christian	2%	(3)	15%	(19)	82%	(104)	127
Agnostic/Nothing in particular	1%	(1)	8%	(12)	91%	(136)	150
Religious Non-Protestant/Catholic	2%	(3)	15%	(19)	83%	(107)	130
Evangelical	2%	(1)	16%	(10)	82%	(52)	63
Non-Evangelical	1%	(1)	17%	(20)	82%	(102)	123
Community: Urban	2%	(3)	15%	(26)	83%	(138)	166
Community: Suburban	1%	(3)	10%	(31)	89%	(268)	302
Employ: Private Sector	3%	(6)	19%	(39)	78%	(154)	198
Employ: Student	—	(0)	8%	(4)	92%	(51)	55
Employ: Retired	—	(0)	3%	(3)	97%	(82)	85
Employ: Unemployed	1%	(1)	7%	(4)	91%	(48)	53
Military HH: No	2%	(7)	14%	(62)	85%	(389)	459
RD/WT: Right Direction	3%	(3)	14%	(16)	83%	(94)	113
RD/WT: Wrong Track	1%	(4)	13%	(49)	86%	(335)	388
Trump Job Approve	2%	(2)	13%	(16)	86%	(109)	127
Trump Job Disapprove	1%	(4)	14%	(48)	85%	(298)	350
Trump Job Strongly Approve	—	(0)	19%	(11)	81%	(46)	57
Trump Job Somewhat Approve	3%	(2)	8%	(6)	89%	(63)	70
Trump Job Somewhat Disapprove	1%	(2)	11%	(12)	88%	(98)	112
Trump Job Strongly Disapprove	1%	(3)	15%	(36)	84%	(200)	238
Favorable of Trump	1%	(2)	13%	(18)	86%	(121)	141
Unfavorable of Trump	1%	(4)	13%	(45)	86%	(289)	337
Very Favorable of Trump	1%	(1)	10%	(6)	89%	(53)	60
Somewhat Favorable of Trump	2%	(1)	15%	(12)	83%	(68)	81
Somewhat Unfavorable of Trump	1%	(1)	11%	(8)	88%	(68)	77
Very Unfavorable of Trump	1%	(3)	14%	(36)	85%	(221)	260
#1 Issue: Economy	2%	(4)	13%	(26)	85%	(165)	194
#1 Issue: Health Care	1%	(1)	15%	(20)	84%	(114)	135
2018 House Vote: Democrat	1%	(2)	11%	(17)	88%	(137)	156
2018 House Vote: Republican	2%	(1)	14%	(12)	84%	(69)	82

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**Table MCFE6\_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
Asian Adults	1%	(7)	13%	(64)	86%	(429)	501
2016 Vote: Hillary Clinton	1%	(2)	12%	(20)	86%	(139)	161
2016 Vote: Donald Trump	1%	(1)	11%	(10)	88%	(80)	91
2016 Vote: Didn't Vote	2%	(3)	15%	(33)	84%	(190)	227
Voted in 2014: Yes	2%	(4)	12%	(24)	86%	(173)	201
Voted in 2014: No	1%	(3)	13%	(40)	85%	(256)	299
2012 Vote: Barack Obama	2%	(3)	11%	(18)	87%	(149)	171
2012 Vote: Mitt Romney	1%	(1)	6%	(4)	93%	(56)	60
2012 Vote: Didn't Vote	1%	(3)	16%	(41)	83%	(215)	260
4-Region: Northeast	3%	(3)	13%	(13)	84%	(83)	100
4-Region: Midwest	2%	(2)	24%	(18)	73%	(53)	72
4-Region: South	—	(1)	15%	(18)	84%	(101)	120
4-Region: West	1%	(2)	7%	(15)	92%	(191)	209
Chinese	1%	(1)	13%	(21)	86%	(140)	162
Filipino	2%	(1)	10%	(7)	88%	(63)	72
Indian	4%	(2)	24%	(14)	71%	(41)	57
Japanese	1%	(1)	6%	(4)	93%	(61)	66
Other Asian	1%	(1)	14%	(8)	85%	(47)	55
Speaks only English at home	1%	(3)	11%	(32)	87%	(243)	278
Speaks mostly English at home	2%	(3)	17%	(23)	81%	(105)	131
Trump supporter	—	(1)	12%	(14)	88%	(105)	120
Biden supporter	2%	(4)	16%	(48)	82%	(240)	292
Sports fans	2%	(7)	19%	(64)	79%	(270)	341
Avid sports fans	5%	(5)	21%	(21)	74%	(74)	99
Sports fans, Age: 18-34	5%	(5)	13%	(12)	82%	(76)	93
Sports fans, Age: 35-44	2%	(2)	31%	(26)	67%	(58)	86
Sports fans, Age: 45-64	—	(0)	17%	(18)	83%	(92)	110
Sports fans, Age: 65+	—	(0)	13%	(7)	87%	(45)	52
Movie studios should diversify teams	2%	(7)	14%	(51)	84%	(304)	362
Movie studios should diversify stories	2%	(6)	14%	(44)	84%	(273)	323
Concerned about Covid	1%	(6)	13%	(61)	86%	(393)	459
No experience with Covid	1%	(2)	12%	(30)	87%	(217)	248

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**Table MCFE6\_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
Asian Adults	1%	(7)	13%	(64)	86%	(429)	501
Health care major factor for election	1%	(5)	14%	(51)	84%	(302)	358
Social media users	1%	(7)	13%	(64)	85%	(411)	482
WhatsApp users	2%	(4)	18%	(35)	80%	(151)	189
WeChat users	1%	(1)	17%	(13)	82%	(64)	78
Social media news source at least once a week	2%	(6)	14%	(48)	84%	(282)	336

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



**Table MCFE6\_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
Asian Adults	6%	(33)	25%	(129)	69%	(353)	515
Gender: Male	10%	(22)	23%	(53)	67%	(154)	229
Gender: Female	4%	(11)	27%	(76)	69%	(199)	286
Age: 18-34	9%	(15)	17%	(28)	73%	(117)	159
Age: 35-44	11%	(10)	38%	(34)	51%	(47)	91
Age: 45-64	4%	(7)	27%	(48)	70%	(126)	181
Age: 65+	1%	(1)	23%	(19)	76%	(64)	84
GenZers: 1997-2012	12%	(8)	7%	(5)	81%	(56)	69
Millennials: 1981-1996	8%	(11)	29%	(41)	63%	(89)	140
GenXers: 1965-1980	7%	(10)	30%	(46)	63%	(98)	154
Baby Boomers: 1946-1964	3%	(3)	26%	(35)	72%	(95)	133
PID: Dem (no lean)	5%	(9)	27%	(49)	68%	(125)	184
PID: Ind (no lean)	6%	(11)	20%	(39)	74%	(144)	194
PID: Rep (no lean)	9%	(13)	30%	(41)	61%	(83)	137
PID/Gender: Dem Men	8%	(5)	25%	(17)	67%	(46)	69
PID/Gender: Dem Women	3%	(4)	28%	(32)	69%	(79)	115
PID/Gender: Ind Men	10%	(9)	18%	(17)	73%	(70)	96
PID/Gender: Ind Women	2%	(2)	22%	(22)	76%	(75)	98
PID/Gender: Rep Men	12%	(7)	28%	(18)	60%	(39)	64
PID/Gender: Rep Women	7%	(5)	32%	(23)	61%	(45)	73
Ideo: Liberal (1-3)	7%	(10)	26%	(38)	67%	(97)	145
Ideo: Moderate (4)	5%	(10)	26%	(52)	69%	(135)	197
Ideo: Conservative (5-7)	8%	(10)	28%	(37)	65%	(86)	134
Educ: < College	6%	(13)	19%	(40)	75%	(159)	213
Educ: Bachelors degree	5%	(9)	28%	(47)	67%	(112)	168
Educ: Post-grad	8%	(11)	31%	(41)	61%	(81)	134
Income: Under 50k	5%	(11)	25%	(53)	70%	(152)	216
Income: 50k-100k	9%	(15)	23%	(37)	68%	(110)	161
Income: 100k+	5%	(7)	28%	(39)	66%	(91)	138
Ethnicity: Other	6%	(33)	25%	(129)	69%	(353)	515

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**Table MCFE6\_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
Asian Adults	6%	(33)	25%	(129)	69%	(353)	515
All Christian	7%	(12)	31%	(55)	62%	(112)	179
All Non-Christian	7%	(8)	28%	(30)	64%	(68)	106
Agnostic/Nothing in particular	4%	(6)	15%	(22)	80%	(114)	142
Something Else	4%	(2)	37%	(20)	59%	(31)	53
Religious Non-Protestant/Catholic	7%	(8)	28%	(31)	65%	(70)	108
Evangelical	7%	(5)	29%	(24)	65%	(53)	82
Non-Evangelical	6%	(8)	34%	(50)	60%	(88)	146
Community: Urban	14%	(21)	31%	(47)	55%	(84)	152
Community: Suburban	3%	(10)	21%	(66)	76%	(241)	317
Employ: Private Sector	9%	(17)	31%	(57)	60%	(111)	186
Employ: Retired	1%	(1)	19%	(16)	80%	(67)	84
Employ: Unemployed	6%	(4)	15%	(11)	79%	(56)	71
Military HH: No	7%	(33)	26%	(122)	67%	(317)	472
RD/WT: Right Direction	10%	(12)	25%	(31)	65%	(80)	124
RD/WT: Wrong Track	5%	(21)	25%	(98)	70%	(273)	391
Trump Job Approve	10%	(14)	26%	(37)	64%	(90)	142
Trump Job Disapprove	5%	(18)	26%	(92)	68%	(238)	349
Trump Job Strongly Approve	12%	(9)	31%	(22)	57%	(40)	71
Trump Job Somewhat Approve	8%	(6)	21%	(15)	71%	(50)	71
Trump Job Somewhat Disapprove	3%	(3)	31%	(31)	66%	(65)	99
Trump Job Strongly Disapprove	6%	(15)	25%	(61)	69%	(173)	250
Favorable of Trump	8%	(12)	26%	(39)	66%	(101)	152
Unfavorable of Trump	6%	(20)	27%	(88)	67%	(224)	332
Very Favorable of Trump	8%	(5)	29%	(21)	63%	(45)	71
Somewhat Favorable of Trump	8%	(7)	23%	(18)	69%	(56)	81
Somewhat Unfavorable of Trump	6%	(4)	38%	(26)	56%	(39)	69
Very Unfavorable of Trump	6%	(16)	23%	(62)	70%	(185)	263
#1 Issue: Economy	7%	(16)	27%	(60)	66%	(149)	225
#1 Issue: Health Care	6%	(8)	27%	(35)	67%	(87)	130
2018 House Vote: Democrat	7%	(11)	30%	(45)	63%	(96)	153
2018 House Vote: Republican	8%	(7)	30%	(28)	62%	(59)	94

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**Table MCFE6\_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
Asian Adults	6%	(33)	25%	(129)	69%	(353)	515
2016 Vote: Hillary Clinton	5%	(8)	32%	(48)	63%	(95)	151
2016 Vote: Donald Trump	7%	(8)	28%	(30)	65%	(70)	108
2016 Vote: Didn't Vote	7%	(17)	20%	(48)	73%	(178)	243
Voted in 2014: Yes	5%	(11)	33%	(70)	62%	(131)	212
Voted in 2014: No	7%	(22)	19%	(59)	73%	(222)	302
2012 Vote: Barack Obama	5%	(8)	30%	(47)	65%	(104)	159
2012 Vote: Mitt Romney	3%	(2)	29%	(21)	67%	(48)	71
2012 Vote: Didn't Vote	8%	(22)	21%	(57)	71%	(194)	273
4-Region: Northeast	8%	(8)	27%	(27)	65%	(64)	99
4-Region: Midwest	5%	(3)	26%	(20)	69%	(51)	74
4-Region: South	5%	(7)	30%	(37)	65%	(82)	126
4-Region: West	7%	(14)	21%	(45)	72%	(156)	215
Chinese	6%	(9)	20%	(31)	74%	(117)	158
Filipino	6%	(5)	26%	(20)	68%	(54)	79
Indian	20%	(10)	32%	(16)	48%	(24)	50
Japanese	1%	(1)	18%	(13)	81%	(61)	75
Other Asian	4%	(2)	36%	(22)	61%	(37)	61
Speaks only English at home	5%	(16)	27%	(79)	68%	(204)	299
Speaks mostly English at home	7%	(9)	26%	(34)	67%	(88)	131
Trump supporter	7%	(10)	27%	(38)	66%	(93)	141
Biden supporter	6%	(18)	27%	(76)	67%	(191)	284
Sports fans	9%	(32)	36%	(124)	54%	(186)	343
Avid sports fans	20%	(18)	43%	(39)	37%	(33)	90
Sports fans, Age: 18-34	16%	(14)	30%	(26)	54%	(46)	87
Sports fans, Age: 35-44	13%	(10)	42%	(32)	44%	(34)	76
Sports fans, Age: 45-64	6%	(7)	39%	(47)	56%	(68)	122
Sports fans, Age: 65+	2%	(1)	32%	(18)	67%	(38)	57
Movie studios should diversify teams	7%	(26)	28%	(101)	64%	(230)	358
Movie studios should diversify stories	8%	(25)	31%	(98)	62%	(197)	320
Concerned about Covid	7%	(32)	25%	(116)	68%	(314)	462
No experience with Covid	6%	(17)	23%	(62)	71%	(198)	277

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**Table MCFE6\_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
Asian Adults	6%	(33)	25%	(129)	69%	(353)	515
Health care major factor for election	6%	(23)	28%	(106)	66%	(246)	374
Social media users	7%	(33)	26%	(125)	68%	(331)	488
WhatsApp users	12%	(23)	33%	(61)	55%	(103)	187
WeChat users	5%	(3)	35%	(23)	60%	(40)	66
Social media news source at least once a week	8%	(29)	29%	(99)	63%	(216)	344

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

**Table MCFE6\_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
Asian Adults	2%	(12)	13%	(67)	85%	(448)	526
Gender: Male	4%	(9)	16%	(41)	80%	(206)	256
Gender: Female	1%	(3)	10%	(26)	90%	(242)	270
Age: 18-34	4%	(7)	12%	(21)	84%	(148)	176
Age: 35-44	2%	(2)	27%	(24)	71%	(64)	90
Age: 45-64	1%	(2)	10%	(17)	89%	(156)	175
Age: 65+	1%	(1)	5%	(4)	93%	(80)	86
GenZers: 1997-2012	4%	(3)	19%	(16)	77%	(63)	82
Millennials: 1981-1996	4%	(5)	13%	(18)	84%	(120)	144
GenXers: 1965-1980	1%	(1)	15%	(23)	84%	(128)	152
Baby Boomers: 1946-1964	2%	(2)	7%	(10)	91%	(120)	132
PID: Dem (no lean)	2%	(4)	10%	(22)	88%	(201)	228
PID: Ind (no lean)	3%	(6)	15%	(28)	82%	(157)	190
PID: Rep (no lean)	2%	(2)	15%	(17)	83%	(90)	109
PID/Gender: Dem Men	3%	(3)	15%	(15)	82%	(82)	100
PID/Gender: Dem Women	1%	(1)	6%	(8)	93%	(119)	128
PID/Gender: Ind Men	6%	(6)	19%	(18)	76%	(74)	97
PID/Gender: Ind Women	—	(0)	11%	(10)	89%	(83)	93
PID/Gender: Rep Men	1%	(1)	14%	(8)	85%	(50)	59
PID/Gender: Rep Women	3%	(1)	16%	(8)	81%	(40)	50
Ideo: Liberal (1-3)	3%	(4)	10%	(17)	87%	(142)	163
Ideo: Moderate (4)	1%	(2)	14%	(26)	85%	(163)	191
Ideo: Conservative (5-7)	2%	(3)	14%	(18)	84%	(107)	127
Educ: < College	3%	(6)	14%	(32)	84%	(193)	232
Educ: Bachelors degree	1%	(1)	12%	(21)	87%	(151)	173
Educ: Post-grad	3%	(4)	12%	(15)	85%	(103)	122
Income: Under 50k	2%	(3)	14%	(30)	84%	(176)	209
Income: 50k-100k	4%	(7)	15%	(25)	81%	(136)	168
Income: 100k+	1%	(1)	8%	(13)	91%	(136)	150
Ethnicity: Other	2%	(12)	13%	(67)	85%	(448)	526

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**Table MCFE6\_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
Asian Adults	2%	(12)	13%	(67)	85%	(448)	526
All Christian	3%	(5)	14%	(23)	83%	(134)	162
All Non-Christian	1%	(1)	20%	(25)	79%	(101)	127
Agnostic/Nothing in particular	2%	(3)	5%	(8)	93%	(141)	152
Religious Non-Protestant/Catholic	1%	(1)	20%	(25)	80%	(103)	129
Evangelical	3%	(2)	20%	(16)	77%	(63)	82
Non-Evangelical	2%	(2)	11%	(14)	87%	(108)	124
Community: Urban	3%	(5)	12%	(22)	85%	(153)	180
Community: Suburban	2%	(6)	12%	(36)	86%	(264)	306
Employ: Private Sector	3%	(5)	16%	(30)	82%	(157)	192
Employ: Student	6%	(3)	16%	(8)	78%	(42)	53
Employ: Retired	2%	(1)	7%	(5)	91%	(68)	75
Employ: Unemployed	—	(0)	14%	(9)	86%	(57)	66
Military HH: No	2%	(12)	13%	(65)	85%	(425)	501
RD/WT: Right Direction	3%	(3)	19%	(21)	79%	(88)	112
RD/WT: Wrong Track	2%	(9)	11%	(46)	87%	(359)	414
Trump Job Approve	2%	(2)	22%	(26)	76%	(91)	120
Trump Job Disapprove	3%	(10)	9%	(34)	88%	(330)	373
Trump Job Somewhat Approve	2%	(2)	19%	(14)	78%	(56)	71
Trump Job Somewhat Disapprove	1%	(1)	10%	(9)	89%	(86)	97
Trump Job Strongly Disapprove	3%	(9)	9%	(24)	88%	(244)	276
Favorable of Trump	2%	(2)	22%	(28)	77%	(100)	131
Unfavorable of Trump	3%	(10)	9%	(31)	89%	(322)	362
Somewhat Favorable of Trump	3%	(2)	21%	(18)	76%	(64)	85
Somewhat Unfavorable of Trump	2%	(2)	8%	(6)	89%	(64)	71
Very Unfavorable of Trump	3%	(8)	9%	(25)	89%	(258)	291
#1 Issue: Economy	1%	(3)	14%	(29)	84%	(170)	202
#1 Issue: Health Care	4%	(5)	12%	(17)	85%	(123)	145
2018 House Vote: Democrat	3%	(5)	9%	(18)	88%	(166)	188
2018 House Vote: Republican	3%	(3)	14%	(11)	82%	(61)	74

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**Table MCFE6\_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
Asian Adults	2%	(12)	13%	(67)	85%	(448)	526
2016 Vote: Hillary Clinton	2%	(5)	8%	(17)	89%	(179)	200
2016 Vote: Donald Trump	2%	(1)	11%	(8)	87%	(63)	72
2016 Vote: Didn't Vote	2%	(4)	17%	(40)	81%	(192)	236
Voted in 2014: Yes	3%	(7)	11%	(25)	86%	(191)	223
Voted in 2014: No	2%	(5)	14%	(43)	84%	(257)	304
2012 Vote: Barack Obama	3%	(5)	9%	(16)	88%	(161)	181
2012 Vote: Mitt Romney	5%	(3)	14%	(7)	81%	(42)	52
2012 Vote: Didn't Vote	1%	(4)	16%	(44)	83%	(236)	284
4-Region: Northeast	1%	(1)	13%	(13)	86%	(82)	96
4-Region: Midwest	8%	(6)	14%	(10)	77%	(57)	74
4-Region: South	—	(0)	18%	(23)	82%	(101)	124
4-Region: West	2%	(5)	9%	(21)	89%	(207)	233
Chinese	2%	(4)	15%	(26)	83%	(149)	180
Filipino	2%	(2)	9%	(7)	88%	(64)	73
Indian	2%	(1)	25%	(13)	73%	(38)	51
Korean	4%	(2)	2%	(1)	94%	(47)	51
Japanese	—	(0)	11%	(8)	89%	(63)	71
Other Asian	—	(0)	9%	(6)	91%	(53)	59
Speaks only English at home	2%	(7)	15%	(45)	83%	(243)	294
Speaks mostly English at home	1%	(1)	10%	(12)	90%	(112)	124
Speaks both English and other language at home	2%	(1)	12%	(6)	86%	(45)	53
Trump supporter	2%	(2)	15%	(16)	83%	(86)	104
Biden supporter	3%	(8)	11%	(34)	87%	(276)	318
Sports fans	3%	(10)	16%	(58)	81%	(293)	361
Avid sports fans	4%	(4)	13%	(13)	83%	(83)	100
Sports fans, Age: 18-34	7%	(7)	15%	(14)	77%	(72)	94
Sports fans, Age: 35-44	2%	(2)	29%	(22)	68%	(52)	76
Sports fans, Age: 45-64	1%	(1)	14%	(17)	86%	(110)	128
Sports fans, Age: 65+	2%	(1)	6%	(4)	92%	(59)	64
Movie studios should diversify teams	2%	(7)	11%	(40)	87%	(320)	367
Movie studios should diversify stories	3%	(10)	12%	(40)	85%	(290)	340

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**Table MCFE6\_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
Asian Adults	2%	(12)	13%	(67)	85%	(448)	526
Concerned about Covid	2%	(10)	11%	(55)	87%	(419)	484
No experience with Covid	2%	(5)	13%	(38)	85%	(240)	283
Health care major factor for election	3%	(10)	10%	(38)	87%	(331)	379
Social media users	2%	(12)	12%	(62)	85%	(431)	505
WhatsApp users	2%	(3)	18%	(31)	80%	(139)	174
WeChat users	2%	(1)	17%	(14)	81%	(67)	83
Social media news source at least once a week	3%	(10)	15%	(48)	82%	(268)	326

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



**Table MCFE6\_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
Asian Adults	4%	(22)	23%	(115)	72%	(361)	498
Gender: Male	7%	(16)	26%	(62)	67%	(157)	236
Gender: Female	2%	(5)	20%	(53)	78%	(203)	262
Age: 18-34	3%	(6)	24%	(40)	73%	(123)	168
Age: 35-44	11%	(9)	20%	(17)	69%	(56)	82
Age: 45-64	4%	(7)	24%	(40)	72%	(119)	166
Age: 65+	—	(0)	23%	(19)	77%	(62)	81
GenZers: 1997-2012	1%	(1)	23%	(18)	75%	(60)	80
Millennials: 1981-1996	7%	(8)	25%	(33)	68%	(87)	129
GenXers: 1965-1980	5%	(7)	21%	(32)	74%	(112)	151
Baby Boomers: 1946-1964	4%	(5)	22%	(27)	74%	(90)	122
PID: Dem (no lean)	4%	(8)	22%	(44)	74%	(150)	203
PID: Ind (no lean)	4%	(8)	21%	(40)	75%	(141)	189
PID: Rep (no lean)	6%	(6)	29%	(31)	65%	(69)	106
PID/Gender: Dem Men	6%	(5)	27%	(23)	67%	(58)	86
PID/Gender: Dem Women	2%	(3)	18%	(21)	79%	(93)	117
PID/Gender: Ind Men	8%	(7)	20%	(18)	72%	(63)	88
PID/Gender: Ind Women	1%	(1)	22%	(22)	78%	(78)	100
PID/Gender: Rep Men	7%	(4)	34%	(21)	59%	(37)	62
Ideo: Liberal (1-3)	5%	(8)	20%	(30)	75%	(114)	153
Ideo: Moderate (4)	3%	(6)	26%	(45)	70%	(121)	172
Ideo: Conservative (5-7)	6%	(7)	26%	(35)	68%	(91)	134
Educ: < College	3%	(7)	21%	(45)	75%	(162)	214
Educ: Bachelors degree	5%	(9)	26%	(43)	69%	(114)	166
Educ: Post-grad	5%	(6)	23%	(27)	72%	(85)	117
Income: Under 50k	3%	(6)	21%	(41)	76%	(147)	194
Income: 50k-100k	7%	(10)	27%	(42)	66%	(101)	153
Income: 100k+	4%	(5)	22%	(32)	75%	(113)	151
Ethnicity: Other	4%	(22)	23%	(115)	72%	(361)	498
All Christian	7%	(11)	29%	(45)	64%	(100)	157
All Non-Christian	4%	(5)	26%	(29)	69%	(76)	109
Agnostic/Nothing in particular	2%	(3)	14%	(23)	84%	(134)	159

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**Table MCFE6\_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
Asian Adults	4%	(22)	23%	(115)	72%	(361)	498
Religious Non-Protestant/Catholic	4%	(5)	27%	(30)	69%	(78)	113
Evangelical	8%	(6)	25%	(19)	67%	(52)	78
Non-Evangelical	3%	(4)	32%	(38)	65%	(76)	118
Community: Urban	5%	(8)	34%	(53)	61%	(95)	156
Community: Suburban	3%	(10)	19%	(58)	77%	(233)	300
Employ: Private Sector	8%	(14)	29%	(54)	64%	(119)	187
Employ: Student	1%	(1)	23%	(14)	76%	(46)	61
Employ: Retired	—	(0)	23%	(18)	77%	(61)	79
Employ: Unemployed	2%	(1)	22%	(12)	76%	(41)	54
Military HH: No	5%	(22)	23%	(109)	72%	(334)	465
RD/WT: Right Direction	9%	(9)	27%	(29)	64%	(69)	107
RD/WT: Wrong Track	3%	(12)	22%	(86)	75%	(292)	390
Trump Job Approve	6%	(7)	32%	(40)	63%	(79)	125
Trump Job Disapprove	4%	(13)	21%	(72)	76%	(262)	347
Trump Job Strongly Approve	9%	(5)	35%	(21)	56%	(35)	61
Trump Job Somewhat Approve	3%	(2)	29%	(18)	69%	(44)	64
Trump Job Somewhat Disapprove	4%	(4)	23%	(25)	72%	(77)	107
Trump Job Strongly Disapprove	4%	(9)	19%	(47)	77%	(185)	240
Favorable of Trump	6%	(8)	30%	(41)	64%	(87)	136
Unfavorable of Trump	4%	(12)	21%	(71)	75%	(253)	336
Very Favorable of Trump	8%	(5)	33%	(22)	59%	(40)	68
Somewhat Favorable of Trump	4%	(3)	27%	(19)	69%	(47)	69
Somewhat Unfavorable of Trump	5%	(4)	28%	(22)	67%	(52)	78
Very Unfavorable of Trump	3%	(9)	19%	(49)	78%	(201)	259
#1 Issue: Economy	3%	(6)	31%	(62)	66%	(133)	202
#1 Issue: Health Care	6%	(7)	22%	(25)	72%	(86)	118
2018 House Vote: Democrat	5%	(8)	25%	(39)	70%	(109)	156
2018 House Vote: Republican	5%	(4)	36%	(27)	58%	(44)	75
2016 Vote: Hillary Clinton	5%	(8)	22%	(36)	74%	(120)	163
2016 Vote: Donald Trump	5%	(4)	31%	(27)	65%	(57)	87
2016 Vote: Didn't Vote	4%	(9)	22%	(49)	74%	(170)	228

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**Table MCFE6\_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
Asian Adults	4%	(22)	23%	(115)	72%	(361)	498
Voted in 2014: Yes	6%	(12)	26%	(54)	68%	(139)	205
Voted in 2014: No	3%	(10)	21%	(61)	76%	(222)	293
2012 Vote: Barack Obama	5%	(7)	24%	(38)	72%	(115)	160
2012 Vote: Mitt Romney	3%	(2)	30%	(18)	66%	(40)	60
2012 Vote: Didn't Vote	4%	(11)	21%	(56)	75%	(195)	261
4-Region: Northeast	3%	(3)	32%	(28)	65%	(57)	87
4-Region: Midwest	7%	(4)	19%	(13)	74%	(50)	68
4-Region: South	5%	(6)	21%	(24)	74%	(87)	118
4-Region: West	4%	(8)	22%	(51)	74%	(167)	225
Chinese	5%	(8)	25%	(41)	70%	(116)	165
Filipino	4%	(3)	17%	(12)	79%	(58)	73
Indian	11%	(6)	34%	(17)	55%	(29)	52
Japanese	2%	(2)	19%	(16)	79%	(66)	83
Speaks only English at home	6%	(16)	25%	(71)	70%	(200)	287
Speaks mostly English at home	1%	(1)	20%	(25)	79%	(99)	125
Trump supporter	6%	(7)	28%	(33)	66%	(80)	120
Biden supporter	4%	(11)	23%	(67)	73%	(214)	291
Sports fans	7%	(22)	33%	(111)	60%	(199)	332
Avid sports fans	14%	(13)	39%	(37)	47%	(44)	93
Sports fans, Age: 18-34	6%	(6)	38%	(39)	56%	(57)	102
Sports fans, Age: 35-44	13%	(9)	23%	(15)	64%	(42)	66
Sports fans, Age: 45-64	6%	(7)	34%	(38)	60%	(67)	113
Sports fans, Age: 65+	—	(0)	36%	(18)	64%	(32)	51
Movie studios should diversify teams	4%	(16)	26%	(92)	69%	(246)	354
Movie studios should diversify stories	5%	(15)	24%	(71)	71%	(213)	299
Concerned about Covid	4%	(19)	24%	(108)	71%	(318)	445
No experience with Covid	4%	(10)	21%	(52)	75%	(181)	243
Health care major factor for election	4%	(16)	22%	(76)	74%	(257)	348
Social media users	5%	(22)	23%	(109)	72%	(337)	467
WhatsApp users	6%	(11)	32%	(55)	62%	(108)	174
WeChat users	5%	(5)	31%	(28)	64%	(58)	91

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**Table MCFE6\_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
Asian Adults	4%	(22)	23%	(115)	72%	(361)	498
Social media news source at least once a week	5%	(15)	27%	(84)	68%	(215)	314

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

**Table MCFE6\_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
Asian Adults	22%	(118)	36%	(188)	42%	(220)	526
Gender: Male	31%	(76)	32%	(77)	37%	(91)	244
Gender: Female	15%	(43)	39%	(111)	46%	(129)	282
Age: 18-34	19%	(32)	32%	(55)	49%	(85)	173
Age: 35-44	28%	(27)	40%	(38)	32%	(30)	95
Age: 45-64	24%	(43)	37%	(65)	39%	(70)	178
Age: 65+	20%	(16)	36%	(29)	43%	(35)	81
GenZers: 1997-2012	12%	(10)	34%	(27)	53%	(42)	78
Millennials: 1981-1996	27%	(41)	34%	(50)	39%	(57)	148
GenXers: 1965-1980	25%	(36)	30%	(43)	45%	(65)	145
Baby Boomers: 1946-1964	20%	(29)	41%	(60)	38%	(55)	144
PID: Dem (no lean)	26%	(56)	44%	(95)	30%	(65)	216
PID: Ind (no lean)	15%	(29)	32%	(59)	53%	(100)	188
PID: Rep (no lean)	27%	(34)	27%	(33)	45%	(56)	122
PID/Gender: Dem Men	37%	(33)	35%	(32)	29%	(26)	90
PID/Gender: Dem Women	18%	(23)	51%	(63)	31%	(39)	126
PID/Gender: Ind Men	22%	(21)	36%	(34)	42%	(39)	93
PID/Gender: Ind Women	9%	(8)	27%	(26)	64%	(61)	94
PID/Gender: Rep Men	36%	(22)	20%	(12)	44%	(27)	60
PID/Gender: Rep Women	19%	(12)	35%	(22)	47%	(29)	62
Ideo: Liberal (1-3)	22%	(35)	43%	(68)	36%	(57)	160
Ideo: Moderate (4)	24%	(50)	37%	(77)	39%	(80)	206
Ideo: Conservative (5-7)	25%	(32)	30%	(39)	46%	(60)	132
Educ: < College	14%	(31)	32%	(71)	54%	(118)	220
Educ: Bachelors degree	32%	(55)	39%	(67)	30%	(52)	174
Educ: Post-grad	24%	(32)	38%	(50)	38%	(50)	132
Income: Under 50k	16%	(34)	32%	(66)	52%	(107)	207
Income: 50k-100k	24%	(40)	36%	(59)	40%	(67)	165
Income: 100k+	29%	(45)	41%	(63)	30%	(47)	154
Ethnicity: Other	22%	(118)	36%	(188)	42%	(220)	526

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**Table MCFE6\_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
Asian Adults	22%	(118)	36%	(188)	42%	(220)	526
All Christian	27%	(46)	38%	(66)	35%	(60)	171
All Non-Christian	18%	(23)	37%	(46)	44%	(55)	124
Agnostic/Nothing in particular	20%	(30)	36%	(54)	44%	(65)	149
Religious Non-Protestant/Catholic	18%	(23)	37%	(48)	45%	(57)	128
Evangelical	24%	(18)	40%	(31)	37%	(28)	77
Non-Evangelical	28%	(37)	35%	(45)	37%	(49)	131
Community: Urban	31%	(51)	37%	(59)	32%	(51)	161
Community: Suburban	19%	(61)	38%	(121)	42%	(135)	318
Employ: Private Sector	30%	(57)	40%	(74)	30%	(56)	187
Employ: Student	7%	(3)	34%	(17)	59%	(30)	51
Employ: Retired	15%	(13)	41%	(36)	44%	(39)	88
Employ: Unemployed	20%	(14)	28%	(19)	52%	(36)	69
Military HH: No	23%	(113)	35%	(172)	41%	(202)	488
RD/WT: Right Direction	24%	(30)	34%	(42)	43%	(53)	125
RD/WT: Wrong Track	22%	(89)	36%	(146)	42%	(167)	402
Trump Job Approve	17%	(24)	32%	(45)	51%	(72)	141
Trump Job Disapprove	25%	(90)	39%	(140)	37%	(133)	363
Trump Job Strongly Approve	14%	(9)	28%	(18)	58%	(38)	65
Trump Job Somewhat Approve	21%	(16)	35%	(26)	45%	(34)	76
Trump Job Somewhat Disapprove	24%	(24)	34%	(34)	42%	(41)	99
Trump Job Strongly Disapprove	25%	(66)	40%	(106)	35%	(92)	264
Favorable of Trump	20%	(29)	30%	(45)	50%	(74)	148
Unfavorable of Trump	25%	(88)	39%	(136)	36%	(128)	351
Very Favorable of Trump	17%	(11)	20%	(12)	63%	(39)	62
Somewhat Favorable of Trump	22%	(18)	38%	(33)	40%	(34)	86
Somewhat Unfavorable of Trump	25%	(18)	40%	(29)	35%	(26)	74
Very Unfavorable of Trump	25%	(69)	38%	(107)	37%	(102)	278
#1 Issue: Economy	25%	(49)	36%	(71)	39%	(76)	197
#1 Issue: Health Care	25%	(36)	37%	(53)	38%	(55)	145
2018 House Vote: Democrat	30%	(52)	45%	(79)	25%	(44)	175
2018 House Vote: Republican	22%	(18)	35%	(29)	43%	(36)	83

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**Table MCFE6\_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
Asian Adults	22%	(118)	36%	(188)	42%	(220)	526
2016 Vote: Hillary Clinton	29%	(51)	41%	(73)	29%	(52)	176
2016 Vote: Donald Trump	21%	(20)	34%	(33)	44%	(43)	96
2016 Vote: Didn't Vote	17%	(40)	31%	(72)	52%	(123)	235
Voted in 2014: Yes	30%	(65)	41%	(89)	30%	(66)	220
Voted in 2014: No	17%	(53)	32%	(98)	50%	(154)	306
2012 Vote: Barack Obama	32%	(56)	42%	(72)	26%	(45)	173
2012 Vote: Mitt Romney	19%	(12)	29%	(19)	52%	(33)	64
2012 Vote: Didn't Vote	18%	(49)	33%	(91)	50%	(138)	278
4-Region: Northeast	16%	(19)	44%	(51)	40%	(46)	116
4-Region: Midwest	17%	(10)	35%	(20)	47%	(27)	57
4-Region: South	22%	(28)	25%	(31)	53%	(66)	125
4-Region: West	27%	(62)	37%	(85)	35%	(80)	228
Chinese	22%	(37)	39%	(68)	39%	(66)	171
Filipino	27%	(21)	29%	(23)	45%	(36)	80
Korean	22%	(12)	43%	(24)	34%	(19)	56
Japanese	23%	(15)	39%	(26)	39%	(26)	68
Other Asian	15%	(9)	30%	(17)	55%	(32)	58
Speaks only English at home	23%	(70)	36%	(108)	41%	(121)	299
Speaks mostly English at home	27%	(36)	30%	(40)	43%	(57)	133
Speaks both English and other language at home	16%	(8)	43%	(22)	41%	(20)	50
Trump supporter	19%	(25)	33%	(43)	48%	(63)	130
Biden supporter	27%	(82)	40%	(121)	33%	(100)	303
Sports fans	33%	(115)	46%	(163)	21%	(74)	352
Avid sports fans	62%	(54)	25%	(21)	13%	(12)	87
Sports fans, Age: 18-34	31%	(30)	47%	(46)	22%	(21)	97
Sports fans, Age: 35-44	35%	(26)	45%	(34)	19%	(14)	74
Sports fans, Age: 45-64	34%	(43)	47%	(58)	19%	(24)	125
Sports fans, Age: 65+	29%	(16)	44%	(25)	27%	(15)	56
Movie studios should diversify teams	25%	(97)	38%	(146)	37%	(145)	388
Movie studios should diversify stories	26%	(90)	39%	(131)	35%	(119)	340
Concerned about Covid	24%	(112)	37%	(176)	39%	(187)	475

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**Table MCFE6\_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
Asian Adults	22%	(118)	36%	(188)	42%	(220)	526
No experience with Covid	22%	(59)	35%	(91)	43%	(113)	263
Health care major factor for election	23%	(87)	37%	(139)	40%	(151)	377
Social media users	23%	(113)	36%	(178)	41%	(206)	496
WhatsApp users	26%	(47)	38%	(67)	36%	(65)	179
WeChat users	23%	(21)	40%	(37)	37%	(34)	92
Social media news source at least once a week	24%	(83)	36%	(123)	40%	(137)	344

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



**Table MCFE6\_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
Asian Adults	23%	(122)	38%	(200)	40%	(212)	534
Gender: Male	34%	(86)	34%	(87)	32%	(80)	253
Gender: Female	13%	(36)	40%	(114)	47%	(132)	281
Age: 18-34	15%	(25)	35%	(61)	50%	(85)	171
Age: 35-44	35%	(39)	40%	(44)	25%	(27)	110
Age: 45-64	25%	(45)	33%	(58)	42%	(75)	179
Age: 65+	17%	(13)	50%	(37)	33%	(24)	74
GenZers: 1997-2012	13%	(10)	31%	(24)	56%	(42)	75
Millennials: 1981-1996	24%	(37)	39%	(60)	37%	(57)	155
GenXers: 1965-1980	29%	(44)	30%	(45)	41%	(61)	150
Baby Boomers: 1946-1964	22%	(30)	44%	(60)	34%	(46)	136
PID: Dem (no lean)	27%	(62)	36%	(84)	37%	(87)	234
PID: Ind (no lean)	16%	(32)	36%	(69)	48%	(91)	192
PID: Rep (no lean)	26%	(28)	43%	(47)	31%	(33)	108
PID/Gender: Dem Men	45%	(43)	25%	(25)	30%	(29)	97
PID/Gender: Dem Women	14%	(19)	44%	(59)	43%	(58)	136
PID/Gender: Ind Men	24%	(24)	39%	(39)	37%	(37)	100
PID/Gender: Ind Women	9%	(8)	32%	(30)	59%	(54)	92
PID/Gender: Rep Men	35%	(19)	41%	(23)	24%	(14)	56
PID/Gender: Rep Women	16%	(9)	46%	(24)	38%	(20)	53
Ideo: Liberal (1-3)	29%	(52)	34%	(59)	37%	(66)	177
Ideo: Moderate (4)	24%	(46)	36%	(71)	41%	(80)	197
Ideo: Conservative (5-7)	16%	(20)	47%	(58)	37%	(45)	123
Educ: < College	22%	(49)	37%	(83)	41%	(92)	224
Educ: Bachelors degree	25%	(43)	37%	(64)	38%	(67)	175
Educ: Post-grad	21%	(29)	39%	(54)	39%	(53)	136
Income: Under 50k	20%	(46)	38%	(87)	42%	(98)	231
Income: 50k-100k	27%	(42)	34%	(52)	39%	(61)	154
Income: 100k+	23%	(34)	41%	(62)	36%	(53)	149
Ethnicity: Other	23%	(122)	38%	(200)	40%	(212)	534

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**Table MCFE6\_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
Asian Adults	23%	(122)	38%	(200)	40%	(212)	534
All Christian	24%	(38)	43%	(66)	33%	(51)	155
All Non-Christian	20%	(28)	37%	(53)	43%	(62)	143
Agnostic/Nothing in particular	21%	(32)	35%	(53)	44%	(67)	153
Something Else	37%	(19)	39%	(20)	24%	(12)	51
Religious Non-Protestant/Catholic	20%	(29)	37%	(53)	43%	(62)	143
Evangelical	23%	(17)	50%	(38)	27%	(20)	75
Non-Evangelical	30%	(38)	37%	(48)	33%	(43)	130
Community: Urban	28%	(47)	32%	(54)	40%	(66)	167
Community: Suburban	21%	(67)	39%	(128)	40%	(129)	324
Employ: Private Sector	32%	(63)	34%	(68)	34%	(67)	199
Employ: Student	5%	(3)	33%	(18)	61%	(34)	55
Employ: Retired	21%	(18)	50%	(43)	29%	(25)	86
Employ: Unemployed	22%	(15)	41%	(27)	37%	(25)	67
Military HH: No	23%	(113)	37%	(186)	40%	(200)	499
RD/WT: Right Direction	21%	(23)	33%	(36)	47%	(51)	110
RD/WT: Wrong Track	23%	(99)	39%	(164)	38%	(161)	424
Trump Job Approve	21%	(24)	40%	(46)	39%	(45)	115
Trump Job Disapprove	24%	(94)	36%	(143)	40%	(158)	395
Trump Job Somewhat Approve	21%	(15)	38%	(26)	41%	(28)	68
Trump Job Somewhat Disapprove	17%	(20)	37%	(43)	46%	(54)	117
Trump Job Strongly Disapprove	27%	(74)	36%	(100)	38%	(105)	279
Favorable of Trump	21%	(27)	41%	(52)	38%	(47)	127
Unfavorable of Trump	25%	(94)	36%	(138)	39%	(148)	380
Very Favorable of Trump	32%	(16)	31%	(15)	37%	(18)	50
Somewhat Favorable of Trump	14%	(11)	48%	(37)	38%	(29)	77
Somewhat Unfavorable of Trump	24%	(20)	45%	(38)	31%	(27)	85
Very Unfavorable of Trump	25%	(74)	34%	(100)	41%	(121)	295
#1 Issue: Economy	28%	(61)	35%	(77)	37%	(81)	219
#1 Issue: Health Care	23%	(30)	44%	(56)	33%	(42)	127
2018 House Vote: Democrat	33%	(64)	30%	(57)	37%	(70)	191
2018 House Vote: Republican	22%	(15)	57%	(40)	21%	(14)	70

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**Table MCFE6\_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
Asian Adults	23%	(122)	38%	(200)	40%	(212)	534
2016 Vote: Hillary Clinton	30%	(55)	32%	(60)	38%	(69)	184
2016 Vote: Donald Trump	23%	(22)	52%	(50)	25%	(24)	97
2016 Vote: Didn't Vote	17%	(40)	36%	(84)	47%	(110)	234
Voted in 2014: Yes	33%	(77)	36%	(83)	31%	(73)	233
Voted in 2014: No	15%	(44)	39%	(117)	46%	(139)	301
2012 Vote: Barack Obama	35%	(66)	34%	(63)	31%	(59)	188
2012 Vote: Mitt Romney	19%	(11)	60%	(34)	20%	(12)	57
2012 Vote: Didn't Vote	15%	(42)	36%	(99)	49%	(133)	274
4-Region: Northeast	19%	(18)	26%	(26)	55%	(55)	99
4-Region: Midwest	24%	(17)	41%	(28)	34%	(23)	68
4-Region: South	20%	(25)	42%	(52)	38%	(47)	124
4-Region: West	25%	(62)	39%	(94)	36%	(88)	243
Chinese	17%	(27)	41%	(67)	43%	(70)	165
Filipino	21%	(13)	38%	(25)	41%	(27)	65
Indian	33%	(19)	31%	(18)	36%	(21)	58
Korean	28%	(15)	36%	(18)	36%	(19)	52
Japanese	30%	(24)	41%	(33)	29%	(23)	79
Other Asian	22%	(16)	39%	(29)	40%	(29)	74
Speaks only English at home	27%	(83)	39%	(120)	34%	(104)	307
Speaks mostly English at home	23%	(29)	35%	(44)	43%	(55)	129
Trump supporter	20%	(23)	43%	(48)	37%	(42)	112
Biden supporter	27%	(89)	37%	(123)	36%	(121)	333
Sports fans	34%	(121)	49%	(175)	17%	(59)	355
Avid sports fans	71%	(81)	21%	(24)	9%	(10)	115
Sports fans, Age: 18-34	25%	(25)	49%	(47)	26%	(25)	96
Sports fans, Age: 35-44	45%	(39)	47%	(41)	8%	(7)	87
Sports fans, Age: 45-64	38%	(45)	47%	(56)	15%	(18)	119
Sports fans, Age: 65+	24%	(13)	59%	(31)	17%	(9)	52
Movie studios should diversify teams	25%	(94)	39%	(144)	36%	(132)	370
Movie studios should diversify stories	26%	(87)	39%	(129)	35%	(115)	330
Concerned about Covid	24%	(114)	37%	(180)	39%	(190)	484

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**Table MCFE6\_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
Asian Adults	23%	(122)	38%	(200)	40%	(212)	534
No experience with Covid	22%	(62)	39%	(108)	39%	(109)	280
Health care major factor for election	22%	(87)	38%	(146)	40%	(154)	387
Social media users	22%	(113)	38%	(194)	40%	(203)	509
WhatsApp users	23%	(43)	34%	(63)	44%	(83)	189
WeChat users	15%	(14)	40%	(37)	45%	(42)	93
Social media news source at least once a week	23%	(84)	38%	(139)	38%	(139)	362

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

**Table MCFE6\_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
Asian Adults	9%	(45)	25%	(133)	66%	(351)	529
Gender: Male	13%	(34)	22%	(57)	64%	(163)	254
Gender: Female	4%	(12)	28%	(76)	68%	(188)	275
Age: 18-34	11%	(18)	24%	(39)	65%	(105)	162
Age: 35-44	10%	(9)	42%	(39)	48%	(45)	93
Age: 45-64	10%	(17)	25%	(44)	65%	(116)	177
Age: 65+	1%	(1)	11%	(11)	88%	(86)	98
GenZers: 1997-2012	10%	(7)	22%	(16)	68%	(50)	74
Millennials: 1981-1996	12%	(17)	32%	(47)	56%	(84)	149
GenXers: 1965-1980	12%	(16)	29%	(41)	59%	(83)	140
Baby Boomers: 1946-1964	3%	(4)	18%	(25)	79%	(113)	143
PID: Dem (no lean)	11%	(25)	29%	(65)	60%	(133)	223
PID: Ind (no lean)	5%	(11)	22%	(44)	73%	(147)	201
PID: Rep (no lean)	10%	(10)	23%	(24)	68%	(71)	105
PID/Gender: Dem Men	15%	(15)	26%	(27)	59%	(61)	104
PID/Gender: Dem Women	8%	(10)	31%	(37)	61%	(72)	119
PID/Gender: Ind Men	11%	(10)	22%	(20)	67%	(61)	91
PID/Gender: Ind Women	1%	(1)	22%	(24)	78%	(86)	110
PID/Gender: Rep Men	15%	(9)	15%	(9)	70%	(42)	59
Ideo: Liberal (1-3)	13%	(21)	28%	(45)	59%	(96)	162
Ideo: Moderate (4)	10%	(20)	24%	(46)	66%	(126)	192
Ideo: Conservative (5-7)	3%	(5)	24%	(34)	72%	(99)	137
Educ: < College	8%	(17)	20%	(44)	72%	(160)	221
Educ: Bachelors degree	10%	(16)	31%	(52)	59%	(100)	168
Educ: Post-grad	8%	(12)	26%	(37)	65%	(91)	140
Income: Under 50k	7%	(14)	23%	(47)	70%	(140)	201
Income: 50k-100k	9%	(17)	25%	(45)	66%	(118)	179
Income: 100k+	10%	(14)	28%	(41)	63%	(93)	149
Ethnicity: Other	9%	(45)	25%	(133)	66%	(351)	529

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**Table MCFE6\_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
Asian Adults	9%	(45)	25%	(133)	66%	(351)	529
All Christian	7%	(11)	28%	(46)	66%	(109)	166
All Non-Christian	12%	(14)	30%	(35)	58%	(68)	117
Agnostic/Nothing in particular	7%	(11)	16%	(27)	77%	(126)	164
Something Else	15%	(8)	35%	(19)	50%	(27)	54
Religious Non-Protestant/Catholic	12%	(14)	30%	(36)	58%	(70)	121
Evangelical	4%	(4)	33%	(30)	62%	(55)	89
Non-Evangelical	11%	(13)	27%	(34)	62%	(78)	126
Community: Urban	10%	(19)	26%	(47)	64%	(116)	182
Community: Suburban	9%	(27)	25%	(77)	67%	(206)	309
Employ: Private Sector	16%	(34)	33%	(68)	51%	(107)	208
Employ: Student	1%	(1)	26%	(13)	73%	(37)	50
Employ: Retired	4%	(3)	9%	(8)	87%	(77)	88
Employ: Unemployed	2%	(1)	21%	(15)	77%	(57)	73
Military HH: No	9%	(42)	26%	(129)	66%	(325)	496
RD/WT: Right Direction	7%	(8)	21%	(23)	72%	(79)	110
RD/WT: Wrong Track	9%	(37)	26%	(110)	65%	(272)	419
Trump Job Approve	5%	(6)	22%	(25)	74%	(86)	117
Trump Job Disapprove	10%	(39)	26%	(100)	64%	(242)	381
Trump Job Somewhat Approve	4%	(3)	23%	(16)	73%	(49)	68
Trump Job Somewhat Disapprove	11%	(11)	27%	(28)	62%	(64)	104
Trump Job Strongly Disapprove	10%	(28)	26%	(71)	64%	(177)	277
Favorable of Trump	4%	(5)	27%	(35)	69%	(89)	129
Unfavorable of Trump	11%	(40)	24%	(91)	65%	(245)	376
Somewhat Favorable of Trump	4%	(3)	30%	(25)	66%	(55)	83
Somewhat Unfavorable of Trump	10%	(9)	24%	(22)	66%	(60)	91
Very Unfavorable of Trump	11%	(30)	24%	(70)	65%	(185)	285
#1 Issue: Economy	9%	(19)	29%	(63)	62%	(137)	219
#1 Issue: Health Care	5%	(7)	32%	(40)	63%	(81)	127
2018 House Vote: Democrat	12%	(23)	29%	(57)	60%	(118)	198
2018 House Vote: Republican	4%	(3)	28%	(22)	69%	(54)	79

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**Table MCFE6\_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
Asian Adults	9%	(45)	25%	(133)	66%	(351)	529
2016 Vote: Hillary Clinton	9%	(18)	29%	(57)	61%	(117)	192
2016 Vote: Donald Trump	7%	(7)	22%	(21)	70%	(66)	94
2016 Vote: Didn't Vote	9%	(20)	23%	(51)	68%	(154)	224
Voted in 2014: Yes	9%	(22)	31%	(73)	59%	(138)	233
Voted in 2014: No	8%	(24)	20%	(59)	72%	(213)	296
2012 Vote: Barack Obama	11%	(20)	30%	(55)	59%	(110)	185
2012 Vote: Mitt Romney	2%	(1)	19%	(12)	79%	(49)	62
2012 Vote: Didn't Vote	9%	(23)	23%	(62)	68%	(182)	267
4-Region: Northeast	10%	(11)	26%	(26)	64%	(66)	102
4-Region: Midwest	20%	(14)	26%	(18)	54%	(37)	69
4-Region: South	5%	(6)	35%	(40)	60%	(68)	113
4-Region: West	6%	(15)	20%	(49)	74%	(180)	244
Chinese	7%	(12)	26%	(45)	68%	(119)	177
Filipino	7%	(5)	28%	(21)	65%	(48)	74
Indian	23%	(12)	20%	(11)	57%	(31)	55
Korean	20%	(13)	23%	(15)	56%	(35)	63
Japanese	1%	(1)	20%	(14)	79%	(58)	73
Other Asian	3%	(2)	30%	(15)	67%	(35)	52
Speaks only English at home	8%	(23)	27%	(80)	65%	(196)	299
Speaks mostly English at home	11%	(14)	23%	(30)	67%	(88)	132
Speaks both English and other language at home	15%	(8)	30%	(15)	55%	(28)	51
Trump supporter	3%	(3)	23%	(27)	74%	(87)	118
Biden supporter	12%	(37)	27%	(85)	62%	(196)	318
Sports fans	12%	(44)	34%	(120)	54%	(189)	353
Avid sports fans	27%	(28)	32%	(34)	41%	(43)	105
Sports fans, Age: 18-34	19%	(18)	33%	(31)	48%	(45)	94
Sports fans, Age: 35-44	10%	(8)	47%	(36)	43%	(33)	77
Sports fans, Age: 45-64	14%	(17)	35%	(43)	50%	(61)	122
Sports fans, Age: 65+	1%	(1)	16%	(9)	83%	(50)	60
Movie studios should diversify teams	11%	(43)	27%	(102)	62%	(237)	382
Movie studios should diversify stories	11%	(36)	27%	(90)	63%	(211)	337

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**Table MCFE6\_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
Asian Adults	9%	(45)	25%	(133)	66%	(351)	529
Concerned about Covid	9%	(45)	24%	(117)	66%	(321)	483
No experience with Covid	7%	(20)	28%	(77)	65%	(182)	279
Health care major factor for election	7%	(27)	27%	(98)	65%	(232)	357
Social media users	9%	(45)	25%	(127)	66%	(331)	504
WhatsApp users	13%	(23)	31%	(56)	56%	(100)	179
WeChat users	7%	(6)	31%	(29)	63%	(59)	94
Social media news source at least once a week	12%	(40)	28%	(94)	60%	(203)	337

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



**Table MCFE6\_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
Asian Adults	1%	(6)	8%	(37)	91%	(448)	492
Gender: Male	2%	(4)	11%	(25)	87%	(198)	226
Gender: Female	1%	(2)	5%	(12)	94%	(251)	265
Age: 18-34	3%	(4)	5%	(8)	92%	(146)	159
Age: 35-44	1%	(1)	11%	(11)	88%	(85)	97
Age: 45-64	1%	(1)	7%	(12)	92%	(162)	176
Age: 65+	—	(0)	9%	(6)	91%	(54)	60
GenZers: 1997-2012	—	(0)	3%	(2)	97%	(69)	71
Millennials: 1981-1996	3%	(5)	8%	(12)	88%	(129)	146
GenXers: 1965-1980	1%	(1)	8%	(13)	91%	(150)	164
Baby Boomers: 1946-1964	—	(0)	9%	(8)	91%	(89)	97
PID: Dem (no lean)	1%	(3)	9%	(17)	90%	(178)	198
PID: Ind (no lean)	1%	(1)	6%	(10)	93%	(162)	173
PID: Rep (no lean)	2%	(2)	8%	(10)	90%	(108)	120
PID/Gender: Dem Men	2%	(2)	14%	(10)	84%	(64)	76
PID/Gender: Dem Women	1%	(1)	5%	(7)	94%	(114)	122
PID/Gender: Ind Men	1%	(1)	8%	(6)	91%	(73)	80
PID/Gender: Ind Women	—	(0)	5%	(4)	95%	(89)	94
PID/Gender: Rep Men	2%	(1)	12%	(8)	86%	(61)	70
PID/Gender: Rep Women	3%	(1)	3%	(1)	95%	(47)	50
Ideo: Liberal (1-3)	2%	(3)	7%	(10)	92%	(140)	153
Ideo: Moderate (4)	1%	(2)	9%	(18)	89%	(169)	189
Ideo: Conservative (5-7)	1%	(1)	8%	(9)	91%	(101)	111
Educ: < College	1%	(3)	5%	(10)	94%	(192)	205
Educ: Bachelors degree	1%	(1)	12%	(19)	87%	(145)	166
Educ: Post-grad	1%	(2)	7%	(8)	92%	(111)	121
Income: Under 50k	1%	(3)	7%	(16)	92%	(200)	218
Income: 50k-100k	1%	(2)	9%	(13)	90%	(127)	141
Income: 100k+	1%	(2)	7%	(9)	92%	(122)	133
Ethnicity: Other	1%	(6)	8%	(37)	91%	(448)	492

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**Table MCFE6\_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
Asian Adults	1%	(6)	8%	(37)	91%	(448)	492
All Christian	2%	(3)	10%	(15)	87%	(128)	146
All Non-Christian	1%	(2)	10%	(12)	89%	(102)	115
Agnostic/Nothing in particular	—	(1)	5%	(7)	95%	(136)	144
Something Else	1%	(1)	4%	(2)	95%	(51)	53
Religious Non-Protestant/Catholic	1%	(2)	10%	(12)	89%	(103)	116
Evangelical	3%	(2)	10%	(7)	87%	(60)	69
Non-Evangelical	1%	(1)	8%	(10)	91%	(118)	130
Community: Urban	1%	(2)	10%	(17)	89%	(158)	177
Community: Suburban	1%	(3)	7%	(18)	92%	(254)	276
Employ: Private Sector	2%	(3)	10%	(20)	88%	(173)	196
Employ: Self-Employed	1%	(1)	9%	(5)	90%	(47)	52
Employ: Retired	—	(0)	10%	(6)	90%	(57)	63
Employ: Unemployed	—	(0)	4%	(3)	96%	(60)	63
Military HH: No	1%	(6)	8%	(34)	91%	(415)	456
RD/WT: Right Direction	3%	(3)	12%	(13)	85%	(91)	107
RD/WT: Wrong Track	1%	(3)	6%	(24)	93%	(357)	384
Trump Job Approve	2%	(2)	10%	(11)	87%	(94)	107
Trump Job Disapprove	1%	(4)	7%	(25)	92%	(328)	357
Trump Job Somewhat Approve	2%	(1)	6%	(4)	92%	(55)	60
Trump Job Somewhat Disapprove	1%	(1)	8%	(8)	90%	(90)	99
Trump Job Strongly Disapprove	1%	(2)	7%	(17)	92%	(238)	258
Favorable of Trump	1%	(2)	10%	(11)	89%	(100)	113
Unfavorable of Trump	1%	(4)	7%	(24)	92%	(317)	345
Very Favorable of Trump	—	(0)	11%	(6)	89%	(50)	56
Somewhat Favorable of Trump	3%	(2)	9%	(5)	88%	(51)	57
Somewhat Unfavorable of Trump	4%	(3)	10%	(6)	86%	(58)	67
Very Unfavorable of Trump	1%	(1)	6%	(18)	93%	(259)	278
#1 Issue: Economy	1%	(3)	8%	(16)	91%	(179)	197
#1 Issue: Health Care	1%	(2)	9%	(13)	90%	(122)	137
2018 House Vote: Democrat	2%	(3)	10%	(18)	88%	(150)	171
2018 House Vote: Republican	3%	(2)	11%	(7)	86%	(53)	62

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**Table MCFE6\_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
Asian Adults	1%	(6)	8%	(37)	91%	(448)	492
2016 Vote: Hillary Clinton	1%	(2)	8%	(13)	91%	(156)	171
2016 Vote: Donald Trump	2%	(1)	11%	(8)	87%	(62)	71
2016 Vote: Didn't Vote	1%	(2)	6%	(13)	93%	(215)	230
Voted in 2014: Yes	2%	(3)	11%	(21)	88%	(170)	193
Voted in 2014: No	1%	(3)	6%	(17)	93%	(279)	298
2012 Vote: Barack Obama	2%	(3)	10%	(17)	88%	(149)	168
2012 Vote: Didn't Vote	1%	(2)	6%	(17)	93%	(253)	272
4-Region: Northeast	—	(0)	7%	(5)	93%	(70)	76
4-Region: Midwest	3%	(2)	9%	(5)	88%	(52)	59
4-Region: South	1%	(1)	7%	(10)	92%	(124)	135
4-Region: West	1%	(3)	8%	(17)	91%	(201)	221
Chinese	1%	(2)	8%	(13)	90%	(140)	155
Filipino	1%	(1)	5%	(4)	93%	(73)	78
Indian	2%	(1)	10%	(5)	88%	(45)	51
Japanese	1%	(1)	9%	(5)	90%	(56)	62
Other Asian	—	(0)	6%	(4)	94%	(55)	58
Speaks only English at home	2%	(5)	8%	(20)	91%	(240)	265
Speaks mostly English at home	—	(0)	8%	(11)	92%	(123)	135
Trump supporter	2%	(2)	9%	(9)	90%	(89)	99
Biden supporter	1%	(4)	8%	(24)	91%	(271)	299
Sports fans	1%	(4)	11%	(37)	87%	(282)	322
Avid sports fans	3%	(3)	18%	(16)	79%	(70)	89
Sports fans, Age: 18-34	4%	(3)	10%	(8)	87%	(76)	87
Sports fans, Age: 35-44	1%	(1)	14%	(11)	85%	(65)	77
Sports fans, Age: 45-64	—	(0)	10%	(12)	90%	(105)	116
Movie studios should diversify teams	1%	(5)	8%	(27)	91%	(329)	362
Movie studios should diversify stories	2%	(5)	9%	(30)	89%	(295)	330
Concerned about Covid	1%	(4)	8%	(37)	91%	(422)	463
No experience with Covid	1%	(3)	7%	(17)	92%	(235)	254
Health care major factor for election	1%	(4)	7%	(25)	91%	(309)	339
Social media users	1%	(6)	7%	(35)	91%	(432)	473

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**Table MCFE6\_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
Asian Adults	1%	(6)	8%	(37)	91%	(448)	492
WhatsApp users	1%	(2)	12%	(20)	87%	(147)	169
WeChat users	1%	(1)	13%	(10)	86%	(70)	81
Social media news source at least once a week	1%	(5)	8%	(27)	90%	(299)	330

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

**Table MCFE6\_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
Asian Adults	1%	(6)	10%	(51)	89%	(472)	528
Gender: Male	1%	(3)	10%	(25)	89%	(219)	246
Gender: Female	1%	(4)	9%	(26)	90%	(253)	282
Age: 18-34	2%	(3)	11%	(20)	87%	(156)	178
Age: 35-44	2%	(1)	13%	(12)	85%	(80)	94
Age: 45-64	1%	(2)	9%	(15)	90%	(153)	169
Age: 65+	—	(0)	5%	(4)	95%	(83)	87
GenZers: 1997-2012	—	(0)	8%	(6)	92%	(65)	71
Millennials: 1981-1996	3%	(4)	13%	(21)	84%	(138)	164
GenXers: 1965-1980	1%	(2)	11%	(15)	88%	(126)	143
Baby Boomers: 1946-1964	—	(0)	5%	(7)	95%	(127)	134
PID: Dem (no lean)	1%	(2)	12%	(24)	87%	(178)	205
PID: Ind (no lean)	1%	(2)	7%	(14)	92%	(173)	188
PID: Rep (no lean)	1%	(2)	10%	(13)	89%	(120)	135
PID/Gender: Dem Men	1%	(1)	16%	(13)	83%	(69)	83
PID/Gender: Dem Women	1%	(2)	9%	(11)	90%	(109)	122
PID/Gender: Ind Men	1%	(1)	7%	(6)	92%	(83)	90
PID/Gender: Ind Women	1%	(1)	8%	(8)	92%	(90)	98
PID/Gender: Rep Men	1%	(1)	8%	(6)	91%	(67)	73
PID/Gender: Rep Women	2%	(1)	11%	(7)	87%	(54)	62
Ideo: Liberal (1-3)	1%	(2)	17%	(28)	81%	(135)	166
Ideo: Moderate (4)	—	(1)	8%	(15)	92%	(172)	187
Ideo: Conservative (5-7)	2%	(2)	6%	(8)	92%	(119)	128
Educ: < College	—	(1)	6%	(13)	94%	(211)	224
Educ: Bachelors degree	2%	(3)	12%	(22)	86%	(153)	178
Educ: Post-grad	2%	(3)	12%	(16)	86%	(108)	126
Income: Under 50k	—	(1)	9%	(19)	90%	(187)	207
Income: 50k-100k	3%	(5)	11%	(18)	87%	(146)	169
Income: 100k+	1%	(1)	9%	(13)	91%	(138)	153
Ethnicity: Other	1%	(6)	10%	(51)	89%	(472)	528

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**Table MCFE6\_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
Asian Adults	1%	(6)	10%	(51)	89%	(472)	528
All Christian	1%	(2)	11%	(18)	88%	(150)	170
All Non-Christian	2%	(2)	14%	(18)	85%	(114)	135
Agnostic/Nothing in particular	—	(1)	5%	(7)	95%	(144)	152
Religious Non-Protestant/Catholic	2%	(2)	14%	(19)	84%	(115)	136
Evangelical	2%	(1)	9%	(6)	89%	(62)	70
Non-Evangelical	—	(1)	11%	(15)	89%	(123)	138
Community: Urban	3%	(5)	9%	(16)	89%	(166)	187
Community: Suburban	—	(1)	10%	(30)	90%	(275)	307
Employ: Private Sector	2%	(5)	14%	(30)	84%	(176)	211
Employ: Student	—	(0)	13%	(7)	87%	(43)	50
Employ: Retired	—	(0)	5%	(4)	95%	(74)	78
Employ: Unemployed	—	(0)	3%	(2)	97%	(66)	68
Military HH: No	1%	(6)	10%	(47)	89%	(430)	484
RD/WT: Right Direction	1%	(2)	15%	(16)	84%	(90)	107
RD/WT: Wrong Track	1%	(5)	8%	(35)	91%	(382)	421
Trump Job Approve	1%	(1)	11%	(13)	88%	(113)	128
Trump Job Disapprove	1%	(5)	9%	(32)	90%	(332)	369
Trump Job Strongly Approve	1%	(1)	12%	(8)	86%	(53)	62
Trump Job Somewhat Approve	1%	(1)	9%	(6)	90%	(60)	66
Trump Job Somewhat Disapprove	2%	(2)	8%	(8)	90%	(93)	103
Trump Job Strongly Disapprove	1%	(3)	9%	(24)	90%	(239)	266
Favorable of Trump	2%	(2)	10%	(14)	88%	(119)	135
Unfavorable of Trump	1%	(4)	9%	(32)	90%	(326)	361
Very Favorable of Trump	1%	(1)	10%	(6)	89%	(57)	64
Somewhat Favorable of Trump	2%	(1)	11%	(8)	87%	(62)	71
Somewhat Unfavorable of Trump	2%	(2)	11%	(9)	87%	(69)	79
Very Unfavorable of Trump	1%	(2)	8%	(23)	91%	(257)	282
#1 Issue: Economy	1%	(3)	12%	(29)	87%	(210)	242
#1 Issue: Health Care	1%	(1)	9%	(12)	90%	(118)	131
2018 House Vote: Democrat	1%	(2)	13%	(22)	85%	(141)	165
2018 House Vote: Republican	3%	(2)	7%	(5)	91%	(75)	83

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**Table MCFE6\_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
Asian Adults	1%	(6)	10%	(51)	89%	(472)	528
2016 Vote: Hillary Clinton	2%	(3)	10%	(17)	88%	(153)	173
2016 Vote: Donald Trump	2%	(2)	8%	(7)	90%	(87)	96
2016 Vote: Didn't Vote	—	(1)	10%	(24)	90%	(221)	245
Voted in 2014: Yes	2%	(4)	12%	(25)	86%	(178)	207
Voted in 2014: No	1%	(2)	8%	(25)	91%	(294)	321
2012 Vote: Barack Obama	2%	(3)	10%	(17)	88%	(150)	170
2012 Vote: Mitt Romney	1%	(1)	3%	(2)	95%	(65)	68
2012 Vote: Didn't Vote	1%	(2)	10%	(29)	89%	(248)	280
4-Region: Northeast	1%	(2)	15%	(16)	84%	(91)	109
4-Region: Midwest	3%	(2)	14%	(7)	83%	(45)	54
4-Region: South	1%	(1)	11%	(14)	88%	(104)	119
4-Region: West	1%	(2)	5%	(13)	94%	(231)	247
Chinese	—	(1)	9%	(16)	91%	(164)	181
Filipino	1%	(1)	7%	(5)	92%	(65)	71
Indian	4%	(3)	15%	(9)	81%	(51)	63
Korean	1%	(1)	12%	(6)	87%	(43)	50
Japanese	—	(0)	5%	(3)	95%	(65)	68
Other Asian	1%	(1)	11%	(6)	88%	(48)	55
Speaks only English at home	1%	(4)	10%	(29)	89%	(259)	292
Speaks mostly English at home	—	(1)	11%	(15)	89%	(125)	141
Speaks both English and other language at home	3%	(2)	11%	(6)	87%	(50)	58
Trump supporter	1%	(1)	11%	(15)	88%	(120)	136
Biden supporter	1%	(4)	9%	(28)	90%	(279)	312
Sports fans	2%	(6)	13%	(48)	85%	(312)	366
Avid sports fans	3%	(3)	16%	(16)	81%	(82)	101
Sports fans, Age: 18-34	2%	(2)	18%	(20)	80%	(86)	108
Sports fans, Age: 35-44	2%	(1)	14%	(11)	84%	(68)	81
Sports fans, Age: 45-64	1%	(2)	12%	(15)	87%	(106)	122
Sports fans, Age: 65+	—	(0)	5%	(3)	95%	(52)	55
Movie studios should diversify teams	1%	(5)	11%	(42)	87%	(330)	378
Movie studios should diversify stories	2%	(5)	12%	(39)	87%	(295)	339

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**Table MCFE6\_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
Asian Adults	1%	(6)	10%	(51)	89%	(472)	528
Concerned about Covid	1%	(6)	9%	(46)	89%	(433)	485
No experience with Covid	—	(0)	9%	(26)	91%	(256)	282
Health care major factor for election	1%	(4)	9%	(32)	90%	(319)	356
Social media users	1%	(6)	10%	(50)	89%	(455)	511
WhatsApp users	2%	(4)	14%	(29)	84%	(168)	200
WeChat users	2%	(2)	13%	(13)	85%	(82)	96
Social media news source at least once a week	2%	(6)	11%	(39)	87%	(309)	354

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



**Table MCFE6\_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
Asian Adults	2%	(13)	20%	(109)	77%	(419)	541
Gender: Male	2%	(5)	16%	(41)	82%	(211)	257
Gender: Female	3%	(8)	24%	(68)	73%	(207)	283
Age: 18-34	1%	(2)	20%	(30)	78%	(118)	150
Age: 35-44	5%	(5)	35%	(36)	59%	(61)	103
Age: 45-64	2%	(4)	15%	(30)	83%	(163)	197
Age: 65+	1%	(1)	14%	(13)	85%	(77)	91
GenZers: 1997-2012	1%	(1)	21%	(14)	78%	(52)	66
Millennials: 1981-1996	4%	(5)	24%	(33)	73%	(100)	137
GenXers: 1965-1980	1%	(2)	23%	(40)	75%	(128)	171
Baby Boomers: 1946-1964	2%	(3)	14%	(21)	84%	(123)	147
PID: Dem (no lean)	3%	(7)	21%	(45)	76%	(163)	215
PID: Ind (no lean)	2%	(3)	19%	(37)	79%	(152)	192
PID: Rep (no lean)	2%	(3)	20%	(27)	77%	(103)	133
PID/Gender: Dem Men	2%	(2)	20%	(19)	79%	(74)	94
PID/Gender: Dem Women	4%	(5)	22%	(27)	74%	(90)	121
PID/Gender: Ind Men	3%	(3)	20%	(17)	77%	(67)	87
PID/Gender: Ind Women	—	(0)	19%	(20)	81%	(85)	106
PID/Gender: Rep Men	—	(0)	8%	(6)	92%	(71)	77
PID/Gender: Rep Women	6%	(3)	37%	(21)	57%	(32)	57
Ideo: Liberal (1-3)	2%	(3)	26%	(40)	72%	(109)	152
Ideo: Moderate (4)	3%	(6)	18%	(37)	79%	(161)	204
Ideo: Conservative (5-7)	2%	(3)	18%	(27)	79%	(117)	148
Educ: < College	—	(1)	21%	(48)	78%	(176)	224
Educ: Bachelors degree	4%	(7)	21%	(38)	75%	(134)	179
Educ: Post-grad	3%	(5)	17%	(23)	80%	(109)	137
Income: Under 50k	2%	(4)	22%	(51)	77%	(179)	234
Income: 50k-100k	4%	(6)	22%	(33)	74%	(110)	148
Income: 100k+	2%	(3)	16%	(26)	82%	(129)	158
Ethnicity: Other	2%	(13)	20%	(109)	77%	(419)	541

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**Table MCFE6\_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
Asian Adults	2%	(13)	20%	(109)	77%	(419)	541
All Christian	4%	(7)	23%	(40)	73%	(125)	172
All Non-Christian	1%	(1)	23%	(31)	75%	(99)	131
Agnostic/Nothing in particular	1%	(1)	13%	(18)	86%	(122)	142
Something Else	4%	(2)	28%	(16)	68%	(38)	56
Religious Non-Protestant/Catholic	1%	(1)	24%	(32)	75%	(100)	134
Evangelical	3%	(3)	22%	(19)	75%	(66)	88
Non-Evangelical	5%	(7)	26%	(35)	70%	(96)	138
Community: Urban	1%	(1)	24%	(40)	75%	(127)	168
Community: Suburban	3%	(11)	17%	(59)	79%	(268)	337
Employ: Private Sector	3%	(6)	23%	(47)	74%	(151)	204
Employ: Retired	2%	(2)	13%	(13)	85%	(82)	96
Employ: Unemployed	3%	(2)	21%	(14)	76%	(52)	68
Military HH: No	2%	(9)	21%	(105)	77%	(389)	503
RD/WT: Right Direction	3%	(3)	25%	(27)	72%	(77)	107
RD/WT: Wrong Track	2%	(10)	19%	(82)	79%	(341)	434
Trump Job Approve	2%	(2)	26%	(35)	72%	(97)	134
Trump Job Disapprove	3%	(10)	18%	(66)	80%	(301)	377
Trump Job Strongly Approve	2%	(1)	26%	(13)	72%	(37)	51
Trump Job Somewhat Approve	2%	(1)	26%	(22)	72%	(60)	83
Trump Job Somewhat Disapprove	3%	(3)	19%	(20)	79%	(82)	104
Trump Job Strongly Disapprove	3%	(8)	17%	(47)	80%	(219)	273
Favorable of Trump	2%	(3)	29%	(42)	69%	(100)	145
Unfavorable of Trump	2%	(9)	17%	(62)	81%	(298)	369
Very Favorable of Trump	2%	(1)	25%	(15)	73%	(43)	59
Somewhat Favorable of Trump	2%	(2)	32%	(27)	66%	(57)	86
Somewhat Unfavorable of Trump	2%	(1)	22%	(17)	76%	(58)	76
Very Unfavorable of Trump	3%	(8)	16%	(46)	82%	(240)	293
#1 Issue: Economy	2%	(6)	23%	(53)	74%	(169)	227
#1 Issue: Health Care	1%	(2)	18%	(23)	81%	(104)	128
#1 Issue: Medicare / Social Security	2%	(1)	11%	(6)	86%	(44)	51

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**Table MCFE6\_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
Asian Adults	2%	(13)	20%	(109)	77%	(419)	541
2018 House Vote: Democrat	4%	(7)	23%	(40)	72%	(125)	172
2018 House Vote: Republican	1%	(1)	25%	(23)	74%	(67)	90
2016 Vote: Hillary Clinton	2%	(4)	19%	(34)	78%	(138)	176
2016 Vote: Donald Trump	4%	(4)	22%	(24)	73%	(77)	105
2016 Vote: Didn't Vote	2%	(4)	20%	(49)	78%	(192)	246
Voted in 2014: Yes	3%	(7)	24%	(54)	73%	(164)	225
Voted in 2014: No	2%	(5)	18%	(56)	81%	(255)	316
2012 Vote: Barack Obama	4%	(7)	20%	(35)	76%	(130)	172
2012 Vote: Mitt Romney	1%	(1)	22%	(14)	77%	(51)	66
2012 Vote: Didn't Vote	2%	(5)	20%	(59)	78%	(228)	292
4-Region: Northeast	4%	(4)	18%	(19)	78%	(81)	104
4-Region: Midwest	1%	(1)	12%	(8)	87%	(63)	72
4-Region: South	2%	(2)	33%	(41)	65%	(80)	123
4-Region: West	2%	(5)	17%	(42)	81%	(195)	242
Chinese	2%	(4)	20%	(38)	78%	(146)	187
Filipino	1%	(1)	18%	(15)	81%	(65)	80
Indian	5%	(3)	28%	(16)	67%	(37)	55
Japanese	3%	(2)	11%	(8)	86%	(60)	70
Other Asian	2%	(1)	30%	(16)	69%	(37)	54
Speaks only English at home	2%	(7)	23%	(66)	75%	(220)	294
Speaks mostly English at home	2%	(3)	23%	(30)	75%	(98)	132
Speaks both English and other language at home	3%	(1)	14%	(8)	83%	(47)	57
Trump supporter	2%	(2)	25%	(32)	74%	(95)	130
Biden supporter	2%	(8)	20%	(62)	78%	(243)	312
Sports fans	3%	(12)	28%	(109)	68%	(261)	382
Avid sports fans	4%	(4)	35%	(37)	61%	(64)	106
Sports fans, Age: 18-34	1%	(1)	33%	(30)	66%	(61)	92
Sports fans, Age: 35-44	6%	(5)	42%	(36)	52%	(46)	87
Sports fans, Age: 45-64	3%	(4)	21%	(30)	76%	(107)	141
Sports fans, Age: 65+	2%	(1)	20%	(13)	78%	(48)	62
Movie studios should diversify teams	3%	(12)	22%	(88)	75%	(298)	398

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**Table MCFE6\_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
Asian Adults	2%	(13)	20%	(109)	77%	(419)	541
Movie studios should diversify stories	3%	(10)	25%	(86)	72%	(250)	346
Concerned about Covid	3%	(13)	19%	(97)	78%	(394)	503
No experience with Covid	2%	(5)	21%	(61)	77%	(226)	292
Health care major factor for election	2%	(8)	21%	(79)	77%	(284)	371
Social media users	2%	(11)	20%	(104)	77%	(396)	511
WhatsApp users	3%	(5)	26%	(51)	71%	(136)	192
WeChat users	2%	(2)	25%	(27)	72%	(76)	105
Social media news source at least once a week	3%	(9)	24%	(83)	73%	(251)	344

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

**Table MCFE6\_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
Asian Adults	5%	(28)	21%	(109)	74%	(388)	524
Gender: Male	6%	(15)	27%	(63)	67%	(159)	237
Gender: Female	4%	(13)	16%	(46)	79%	(229)	288
Age: 18-34	3%	(6)	13%	(21)	84%	(138)	164
Age: 35-44	6%	(7)	32%	(32)	62%	(63)	101
Age: 45-64	5%	(9)	18%	(32)	76%	(134)	175
Age: 65+	8%	(6)	29%	(24)	64%	(53)	84
GenZers: 1997-2012	—	(0)	10%	(7)	90%	(68)	75
Millennials: 1981-1996	7%	(11)	21%	(31)	72%	(108)	151
GenXers: 1965-1980	6%	(9)	24%	(36)	71%	(108)	154
Baby Boomers: 1946-1964	5%	(6)	18%	(22)	77%	(97)	125
PID: Dem (no lean)	5%	(11)	17%	(37)	78%	(167)	216
PID: Ind (no lean)	2%	(5)	21%	(40)	76%	(146)	191
PID: Rep (no lean)	10%	(11)	27%	(32)	63%	(74)	118
PID/Gender: Dem Men	4%	(4)	23%	(20)	73%	(62)	85
PID/Gender: Dem Women	6%	(8)	13%	(17)	81%	(106)	131
PID/Gender: Ind Men	4%	(3)	32%	(26)	64%	(54)	84
PID/Gender: Ind Women	1%	(1)	13%	(14)	86%	(92)	107
PID/Gender: Rep Men	11%	(8)	25%	(17)	64%	(44)	68
Ideo: Liberal (1-3)	5%	(8)	17%	(27)	78%	(122)	157
Ideo: Moderate (4)	3%	(6)	21%	(43)	76%	(153)	202
Ideo: Conservative (5-7)	11%	(13)	28%	(34)	61%	(73)	121
Educ: < College	2%	(5)	20%	(49)	78%	(195)	249
Educ: Bachelors degree	6%	(9)	23%	(37)	71%	(111)	157
Educ: Post-grad	11%	(13)	19%	(23)	69%	(82)	118
Income: Under 50k	2%	(5)	20%	(47)	78%	(185)	237
Income: 50k-100k	6%	(10)	23%	(37)	71%	(116)	163
Income: 100k+	10%	(13)	20%	(24)	70%	(87)	124
Ethnicity: Other	5%	(28)	21%	(109)	74%	(388)	524

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**Table MCFE6\_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
Asian Adults	5%	(28)	21%	(109)	74%	(388)	524
All Christian	8%	(14)	25%	(40)	67%	(107)	160
All Non-Christian	5%	(7)	20%	(27)	75%	(101)	135
Agnostic/Nothing in particular	4%	(5)	13%	(20)	83%	(126)	152
Something Else	3%	(2)	34%	(18)	62%	(32)	52
Religious Non-Protestant/Catholic	5%	(7)	20%	(28)	75%	(103)	138
Evangelical	6%	(5)	40%	(34)	54%	(46)	86
Non-Evangelical	7%	(9)	18%	(22)	75%	(91)	123
Community: Urban	4%	(7)	22%	(43)	74%	(141)	191
Community: Suburban	6%	(19)	20%	(59)	74%	(220)	299
Employ: Private Sector	9%	(18)	21%	(41)	70%	(136)	195
Employ: Self-Employed	1%	(1)	23%	(12)	76%	(38)	51
Employ: Retired	9%	(7)	21%	(17)	70%	(58)	83
Employ: Unemployed	1%	(1)	22%	(16)	77%	(56)	73
Military HH: No	5%	(26)	21%	(105)	74%	(366)	497
RD/WT: Right Direction	5%	(6)	31%	(35)	64%	(72)	112
RD/WT: Wrong Track	5%	(22)	18%	(74)	77%	(316)	412
Trump Job Approve	4%	(5)	34%	(45)	62%	(81)	131
Trump Job Disapprove	6%	(22)	16%	(60)	77%	(284)	367
Trump Job Strongly Approve	3%	(2)	25%	(17)	72%	(48)	67
Trump Job Somewhat Approve	5%	(3)	44%	(28)	51%	(32)	64
Trump Job Somewhat Disapprove	6%	(6)	16%	(14)	78%	(70)	89
Trump Job Strongly Disapprove	6%	(17)	17%	(47)	77%	(214)	278
Favorable of Trump	3%	(4)	35%	(48)	62%	(85)	138
Unfavorable of Trump	6%	(22)	16%	(56)	78%	(283)	361
Very Favorable of Trump	1%	(1)	28%	(19)	71%	(49)	69
Somewhat Favorable of Trump	5%	(4)	42%	(29)	53%	(36)	69
Somewhat Unfavorable of Trump	9%	(6)	15%	(11)	76%	(57)	75
Very Unfavorable of Trump	5%	(15)	16%	(45)	79%	(226)	286
#1 Issue: Economy	7%	(13)	26%	(49)	67%	(128)	190
#1 Issue: Health Care	4%	(6)	14%	(22)	82%	(129)	157

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**Table MCFE6\_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
Asian Adults	5%	(28)	21%	(109)	74%	(388)	524
2018 House Vote: Democrat	7%	(11)	19%	(31)	74%	(122)	165
2018 House Vote: Republican	11%	(10)	34%	(29)	55%	(47)	85
2016 Vote: Hillary Clinton	5%	(8)	17%	(30)	78%	(136)	174
2016 Vote: Donald Trump	8%	(7)	31%	(29)	61%	(57)	92
2016 Vote: Didn't Vote	4%	(9)	19%	(45)	77%	(187)	242
Voted in 2014: Yes	8%	(17)	25%	(52)	67%	(137)	207
Voted in 2014: No	3%	(11)	18%	(57)	79%	(250)	318
2012 Vote: Barack Obama	6%	(9)	21%	(34)	74%	(123)	166
2012 Vote: Mitt Romney	8%	(6)	26%	(18)	66%	(45)	69
2012 Vote: Didn't Vote	4%	(12)	19%	(55)	76%	(215)	281
4-Region: Northeast	6%	(7)	17%	(20)	76%	(88)	116
4-Region: Midwest	4%	(2)	14%	(8)	81%	(43)	53
4-Region: South	5%	(5)	26%	(29)	70%	(79)	114
4-Region: West	5%	(13)	21%	(52)	73%	(177)	242
Chinese	3%	(6)	21%	(38)	75%	(134)	177
Filipino	3%	(2)	16%	(12)	81%	(58)	72
Indian	10%	(5)	23%	(11)	67%	(33)	50
Japanese	7%	(5)	24%	(17)	69%	(49)	71
Other Asian	8%	(6)	18%	(12)	74%	(51)	69
Speaks only English at home	6%	(18)	22%	(65)	72%	(211)	295
Speaks mostly English at home	5%	(6)	22%	(30)	73%	(99)	135
Trump supporter	5%	(6)	34%	(43)	61%	(76)	125
Biden supporter	6%	(18)	16%	(51)	78%	(247)	317
Sports fans	7%	(25)	29%	(104)	64%	(234)	362
Avid sports fans	10%	(10)	38%	(36)	52%	(50)	96
Sports fans, Age: 18-34	5%	(5)	17%	(17)	79%	(82)	104
Sports fans, Age: 35-44	8%	(7)	38%	(31)	55%	(45)	83
Sports fans, Age: 45-64	6%	(7)	25%	(31)	69%	(86)	125
Sports fans, Age: 65+	13%	(6)	47%	(24)	40%	(20)	51
Movie studios should diversify teams	6%	(24)	21%	(78)	72%	(265)	366
Movie studios should diversify stories	7%	(24)	22%	(73)	71%	(234)	331

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**Table MCFE6\_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
Asian Adults	5%	(28)	21%	(109)	74%	(388)	524
Concerned about Covid	5%	(23)	20%	(98)	75%	(359)	480
No experience with Covid	4%	(12)	23%	(62)	73%	(199)	273
Health care major factor for election	5%	(21)	20%	(74)	75%	(283)	379
Social media users	5%	(26)	21%	(103)	74%	(370)	499
WhatsApp users	8%	(15)	21%	(39)	71%	(134)	187
WeChat users	6%	(5)	20%	(18)	74%	(68)	92
Social media news source at least once a week	6%	(19)	19%	(65)	75%	(256)	340

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



**Table MCFE6\_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
Asian Adults	1%	(7)	10%	(54)	89%	(479)	540
Gender: Male	2%	(6)	11%	(28)	86%	(214)	248
Gender: Female	—	(1)	9%	(25)	91%	(265)	292
Age: 18-34	3%	(6)	9%	(17)	88%	(165)	188
Age: 35-44	—	(0)	20%	(18)	80%	(70)	88
Age: 45-64	—	(0)	9%	(15)	91%	(162)	178
Age: 65+	1%	(1)	4%	(3)	95%	(82)	86
GenZers: 1997-2012	3%	(2)	9%	(7)	88%	(65)	73
Millennials: 1981-1996	2%	(4)	13%	(22)	85%	(141)	167
GenXers: 1965-1980	—	(0)	9%	(13)	91%	(126)	139
Baby Boomers: 1946-1964	1%	(1)	8%	(11)	91%	(129)	141
PID: Dem (no lean)	2%	(4)	10%	(21)	89%	(197)	222
PID: Ind (no lean)	1%	(2)	8%	(16)	91%	(185)	204
PID: Rep (no lean)	2%	(2)	14%	(16)	85%	(97)	115
PID/Gender: Dem Men	2%	(2)	10%	(9)	87%	(80)	91
PID/Gender: Dem Women	1%	(1)	9%	(12)	90%	(117)	131
PID/Gender: Ind Men	2%	(2)	7%	(7)	91%	(87)	96
PID/Gender: Ind Women	—	(0)	9%	(10)	91%	(98)	108
PID/Gender: Rep Men	3%	(2)	20%	(12)	77%	(47)	61
PID/Gender: Rep Women	—	(0)	6%	(3)	94%	(50)	53
Ideo: Liberal (1-3)	2%	(3)	10%	(17)	88%	(145)	166
Ideo: Moderate (4)	1%	(1)	9%	(16)	91%	(176)	193
Ideo: Conservative (5-7)	2%	(3)	13%	(16)	84%	(104)	123
Educ: < College	1%	(2)	7%	(17)	92%	(217)	237
Educ: Bachelors degree	1%	(2)	10%	(17)	88%	(140)	159
Educ: Post-grad	2%	(3)	14%	(20)	84%	(122)	144
Income: Under 50k	2%	(4)	10%	(24)	88%	(203)	231
Income: 50k-100k	2%	(2)	10%	(14)	89%	(129)	145
Income: 100k+	1%	(1)	9%	(15)	90%	(147)	164
Ethnicity: Other	1%	(7)	10%	(54)	89%	(479)	540

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**Table MCFE6\_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
Asian Adults	1%	(7)	10%	(54)	89%	(479)	540
All Christian	2%	(4)	14%	(25)	84%	(145)	173
All Non-Christian	2%	(2)	10%	(12)	88%	(104)	118
Agnostic/Nothing in particular	1%	(1)	5%	(9)	94%	(158)	168
Something Else	—	(0)	14%	(7)	86%	(43)	50
Religious Non-Protestant/Catholic	2%	(2)	11%	(13)	87%	(104)	120
Evangelical	3%	(2)	19%	(17)	79%	(70)	90
Non-Evangelical	1%	(1)	11%	(14)	88%	(116)	132
Community: Urban	1%	(1)	10%	(18)	89%	(161)	180
Community: Suburban	2%	(6)	10%	(31)	89%	(284)	320
Employ: Private Sector	2%	(4)	15%	(32)	83%	(169)	204
Employ: Student	1%	(1)	4%	(2)	95%	(47)	50
Employ: Retired	1%	(1)	3%	(3)	95%	(89)	93
Employ: Unemployed	—	(0)	13%	(9)	87%	(60)	70
Military HH: No	1%	(7)	10%	(52)	88%	(444)	503
RD/WT: Right Direction	4%	(5)	15%	(19)	81%	(103)	127
RD/WT: Wrong Track	—	(2)	8%	(35)	91%	(376)	413
Trump Job Approve	3%	(4)	17%	(23)	80%	(107)	133
Trump Job Disapprove	1%	(3)	8%	(30)	91%	(342)	376
Trump Job Strongly Approve	3%	(2)	18%	(11)	79%	(48)	61
Trump Job Somewhat Approve	3%	(2)	16%	(12)	81%	(58)	72
Trump Job Somewhat Disapprove	1%	(1)	7%	(7)	93%	(92)	99
Trump Job Strongly Disapprove	1%	(2)	9%	(24)	91%	(251)	277
Favorable of Trump	2%	(3)	14%	(20)	84%	(117)	140
Unfavorable of Trump	1%	(4)	9%	(32)	90%	(328)	364
Very Favorable of Trump	—	(0)	13%	(8)	87%	(56)	64
Somewhat Favorable of Trump	4%	(3)	15%	(11)	81%	(61)	75
Somewhat Unfavorable of Trump	2%	(2)	13%	(9)	85%	(63)	74
Very Unfavorable of Trump	1%	(2)	8%	(23)	91%	(265)	290
#1 Issue: Economy	1%	(2)	12%	(25)	87%	(184)	211
#1 Issue: Health Care	—	(0)	8%	(12)	92%	(129)	141

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**Table MCFE6\_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
Asian Adults	1%	(7)	10%	(54)	89%	(479)	540
2018 House Vote: Democrat	2%	(4)	8%	(15)	89%	(163)	183
2018 House Vote: Republican	2%	(2)	10%	(9)	88%	(76)	87
2016 Vote: Hillary Clinton	1%	(3)	6%	(11)	92%	(168)	182
2016 Vote: Donald Trump	1%	(1)	11%	(10)	89%	(88)	99
2016 Vote: Didn't Vote	1%	(3)	12%	(30)	87%	(207)	239
Voted in 2014: Yes	1%	(3)	11%	(25)	88%	(208)	236
Voted in 2014: No	1%	(4)	9%	(29)	89%	(271)	304
2012 Vote: Barack Obama	1%	(2)	8%	(15)	91%	(175)	192
2012 Vote: Mitt Romney	2%	(1)	8%	(5)	90%	(57)	63
2012 Vote: Didn't Vote	1%	(4)	12%	(33)	86%	(234)	270
4-Region: Northeast	2%	(2)	15%	(16)	83%	(86)	104
4-Region: Midwest	7%	(5)	6%	(4)	87%	(64)	74
4-Region: South	—	(0)	15%	(16)	85%	(95)	111
4-Region: West	—	(0)	7%	(17)	93%	(234)	251
Chinese	1%	(2)	9%	(17)	90%	(161)	180
Filipino	1%	(1)	8%	(6)	92%	(68)	74
Indian	4%	(2)	23%	(13)	72%	(39)	54
Korean	3%	(2)	6%	(3)	91%	(51)	56
Japanese	1%	(1)	3%	(2)	96%	(78)	81
Other Asian	—	(0)	10%	(6)	90%	(55)	61
Speaks only English at home	2%	(5)	12%	(37)	86%	(260)	301
Speaks mostly English at home	—	(1)	8%	(11)	91%	(129)	141
Speaks both English and other language at home	2%	(1)	7%	(4)	91%	(49)	54
Trump supporter	2%	(2)	10%	(12)	89%	(112)	126
Biden supporter	1%	(5)	8%	(28)	90%	(297)	329
Sports fans	2%	(7)	14%	(53)	84%	(312)	371
Avid sports fans	1%	(1)	20%	(19)	79%	(73)	93
Sports fans, Age: 18-34	5%	(5)	15%	(16)	81%	(91)	112
Sports fans, Age: 35-44	—	(0)	24%	(18)	76%	(57)	75
Sports fans, Age: 45-64	—	(0)	12%	(15)	88%	(112)	128
Sports fans, Age: 65+	2%	(1)	6%	(3)	92%	(52)	56

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**Table MCFE6\_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
Asian Adults	1%	(7)	10%	(54)	89%	(479)	540
Movie studios should diversify teams	1%	(5)	10%	(38)	89%	(338)	382
Movie studios should diversify stories	1%	(5)	9%	(33)	89%	(308)	345
Concerned about Covid	1%	(4)	9%	(44)	90%	(447)	495
No experience with Covid	1%	(3)	8%	(24)	91%	(258)	285
Health care major factor for election	1%	(3)	10%	(38)	90%	(352)	392
Social media users	1%	(7)	10%	(50)	89%	(453)	509
WhatsApp users	2%	(3)	19%	(33)	79%	(140)	176
WeChat users	2%	(2)	15%	(14)	83%	(75)	91
Social media news source at least once a week	1%	(3)	12%	(42)	87%	(313)	358

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

**Table MCFE6\_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
Asian Adults	3%	(14)	9%	(49)	88%	(454)	518
Gender: Male	4%	(10)	13%	(32)	83%	(206)	248
Gender: Female	2%	(5)	6%	(17)	92%	(248)	270
Age: 18-34	5%	(8)	6%	(11)	89%	(153)	172
Age: 35-44	2%	(2)	16%	(19)	82%	(99)	120
Age: 45-64	1%	(2)	12%	(18)	87%	(128)	148
Age: 65+	3%	(2)	2%	(2)	95%	(75)	79
GenZers: 1997-2012	1%	(1)	6%	(5)	93%	(68)	73
Millennials: 1981-1996	6%	(9)	11%	(18)	83%	(140)	167
GenXers: 1965-1980	2%	(2)	14%	(21)	84%	(126)	150
Baby Boomers: 1946-1964	2%	(2)	4%	(4)	94%	(108)	115
PID: Dem (no lean)	4%	(8)	8%	(15)	88%	(173)	196
PID: Ind (no lean)	2%	(5)	10%	(20)	88%	(174)	199
PID: Rep (no lean)	2%	(2)	11%	(13)	87%	(107)	123
PID/Gender: Dem Men	6%	(5)	10%	(8)	84%	(67)	79
PID/Gender: Dem Women	3%	(3)	6%	(7)	91%	(106)	116
PID/Gender: Ind Men	5%	(5)	12%	(11)	83%	(77)	92
PID/Gender: Ind Women	—	(0)	9%	(9)	91%	(98)	107
PID/Gender: Rep Men	1%	(1)	17%	(13)	83%	(63)	76
Ideo: Liberal (1-3)	2%	(4)	6%	(10)	91%	(144)	158
Ideo: Moderate (4)	4%	(7)	9%	(17)	87%	(163)	186
Ideo: Conservative (5-7)	3%	(4)	12%	(14)	85%	(103)	121
Educ: < College	1%	(2)	9%	(19)	90%	(201)	222
Educ: Bachelors degree	3%	(5)	10%	(18)	87%	(149)	171
Educ: Post-grad	7%	(8)	9%	(11)	84%	(105)	124
Income: Under 50k	2%	(3)	10%	(22)	88%	(190)	215
Income: 50k-100k	4%	(6)	11%	(16)	85%	(126)	148
Income: 100k+	4%	(6)	7%	(11)	90%	(138)	154
Ethnicity: Other	3%	(14)	9%	(49)	88%	(454)	518

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**Table MCFE6\_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
Asian Adults	3%	(14)	9%	(49)	88%	(454)	518
All Christian	3%	(5)	14%	(23)	83%	(133)	162
All Non-Christian	4%	(4)	6%	(7)	91%	(105)	116
Agnostic/Nothing in particular	1%	(1)	5%	(8)	94%	(145)	154
Something Else	3%	(1)	13%	(6)	84%	(42)	50
Religious Non-Protestant/Catholic	4%	(4)	7%	(8)	90%	(105)	117
Evangelical	2%	(2)	17%	(14)	81%	(65)	81
Non-Evangelical	3%	(4)	12%	(15)	85%	(110)	128
Community: Urban	5%	(8)	13%	(22)	82%	(139)	169
Community: Suburban	2%	(6)	7%	(23)	91%	(281)	310
Employ: Private Sector	6%	(11)	11%	(21)	83%	(158)	190
Employ: Self-Employed	1%	(1)	11%	(6)	88%	(45)	52
Employ: Student	—	(0)	7%	(3)	93%	(50)	53
Employ: Retired	3%	(2)	5%	(4)	92%	(67)	73
Employ: Unemployed	—	(0)	13%	(8)	87%	(54)	62
Military HH: No	3%	(14)	9%	(43)	88%	(428)	486
RD/WT: Right Direction	5%	(6)	9%	(10)	85%	(94)	110
RD/WT: Wrong Track	2%	(9)	9%	(39)	88%	(361)	408
Trump Job Approve	4%	(5)	12%	(15)	84%	(104)	124
Trump Job Disapprove	2%	(9)	9%	(33)	89%	(325)	366
Trump Job Strongly Approve	3%	(2)	13%	(7)	84%	(45)	54
Trump Job Somewhat Approve	5%	(3)	11%	(8)	84%	(58)	70
Trump Job Somewhat Disapprove	2%	(2)	10%	(11)	88%	(91)	104
Trump Job Strongly Disapprove	3%	(7)	8%	(22)	89%	(233)	262
Favorable of Trump	4%	(5)	11%	(14)	85%	(111)	131
Unfavorable of Trump	2%	(8)	9%	(33)	88%	(314)	355
Very Favorable of Trump	3%	(2)	11%	(6)	86%	(50)	57
Somewhat Favorable of Trump	5%	(4)	11%	(8)	84%	(62)	74
Somewhat Unfavorable of Trump	—	(0)	13%	(9)	87%	(66)	75
Very Unfavorable of Trump	3%	(8)	8%	(24)	89%	(248)	279
#1 Issue: Economy	3%	(6)	9%	(20)	88%	(184)	210
#1 Issue: Health Care	1%	(1)	14%	(19)	85%	(111)	131

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**Table MCFE6\_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
Asian Adults	3%	(14)	9%	(49)	88%	(454)	518
2018 House Vote: Democrat	5%	(7)	11%	(18)	84%	(133)	158
2018 House Vote: Republican	4%	(3)	6%	(5)	90%	(73)	81
2016 Vote: Hillary Clinton	3%	(5)	9%	(16)	88%	(150)	170
2016 Vote: Donald Trump	3%	(2)	5%	(4)	92%	(76)	83
2016 Vote: Didn't Vote	2%	(5)	11%	(26)	87%	(216)	248
Voted in 2014: Yes	4%	(9)	9%	(18)	87%	(176)	202
Voted in 2014: No	2%	(6)	10%	(31)	88%	(278)	315
2012 Vote: Barack Obama	3%	(6)	10%	(17)	87%	(150)	173
2012 Vote: Didn't Vote	2%	(7)	10%	(29)	88%	(252)	287
4-Region: Northeast	3%	(3)	7%	(7)	89%	(87)	98
4-Region: Midwest	4%	(3)	6%	(4)	90%	(65)	71
4-Region: South	2%	(2)	16%	(20)	82%	(101)	124
4-Region: West	3%	(6)	8%	(18)	89%	(201)	225
Chinese	3%	(4)	9%	(16)	88%	(156)	176
Filipino	3%	(2)	9%	(7)	88%	(65)	75
Indian	9%	(5)	10%	(6)	81%	(46)	57
Korean	4%	(2)	7%	(4)	89%	(45)	50
Japanese	1%	(1)	4%	(3)	95%	(64)	67
Other Asian	—	(0)	5%	(3)	95%	(50)	52
Speaks only English at home	2%	(6)	9%	(25)	89%	(243)	274
Speaks mostly English at home	4%	(6)	11%	(16)	85%	(121)	142
Trump supporter	3%	(4)	9%	(11)	88%	(105)	120
Biden supporter	3%	(8)	9%	(27)	88%	(267)	303
Sports fans	4%	(14)	14%	(48)	82%	(285)	347
Avid sports fans	8%	(8)	18%	(18)	74%	(73)	99
Sports fans, Age: 18-34	7%	(8)	11%	(11)	82%	(84)	102
Sports fans, Age: 35-44	3%	(2)	19%	(18)	78%	(73)	93
Sports fans, Age: 45-64	2%	(2)	18%	(18)	81%	(81)	100
Sports fans, Age: 65+	4%	(2)	3%	(2)	92%	(48)	52
Movie studios should diversify teams	3%	(12)	8%	(29)	89%	(331)	371
Movie studios should diversify stories	4%	(12)	9%	(30)	87%	(286)	327

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**Table MCFE6\_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
Asian Adults	3%	(14)	9%	(49)	88%	(454)	518
Concerned about Covid	3%	(13)	9%	(45)	88%	(417)	475
No experience with Covid	2%	(6)	7%	(20)	90%	(245)	271
Health care major factor for election	2%	(7)	10%	(36)	88%	(317)	360
Social media users	3%	(14)	9%	(43)	88%	(437)	494
WhatsApp users	5%	(9)	13%	(25)	83%	(160)	194
WeChat users	3%	(3)	7%	(7)	90%	(82)	92
Social media news source at least once a week	3%	(9)	10%	(35)	87%	(302)	346

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



**Table MCFE6\_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
Asian Adults	5%	(23)	20%	(97)	75%	(367)	487
Gender: Male	8%	(19)	26%	(60)	65%	(149)	228
Gender: Female	1%	(4)	14%	(37)	84%	(218)	259
Age: 18-34	8%	(12)	21%	(30)	71%	(103)	145
Age: 35-44	8%	(7)	35%	(32)	57%	(52)	90
Age: 45-64	2%	(4)	18%	(30)	79%	(132)	166
Age: 65+	—	(0)	5%	(5)	95%	(80)	85
GenZers: 1997-2012	7%	(5)	12%	(8)	81%	(56)	69
Millennials: 1981-1996	10%	(12)	32%	(41)	58%	(75)	128
GenXers: 1965-1980	3%	(4)	25%	(36)	72%	(105)	146
Baby Boomers: 1946-1964	1%	(1)	9%	(11)	90%	(119)	132
PID: Dem (no lean)	6%	(10)	17%	(31)	77%	(136)	177
PID: Ind (no lean)	2%	(4)	19%	(37)	79%	(158)	199
PID: Rep (no lean)	8%	(9)	26%	(29)	66%	(73)	111
PID/Gender: Dem Men	11%	(8)	26%	(20)	63%	(47)	75
PID/Gender: Dem Women	2%	(2)	11%	(11)	87%	(89)	102
PID/Gender: Ind Men	3%	(3)	25%	(23)	72%	(65)	91
PID/Gender: Ind Women	1%	(1)	13%	(15)	86%	(93)	108
PID/Gender: Rep Men	13%	(8)	29%	(18)	58%	(36)	62
Ideo: Liberal (1-3)	5%	(6)	27%	(35)	69%	(91)	133
Ideo: Moderate (4)	6%	(10)	18%	(33)	77%	(146)	190
Ideo: Conservative (5-7)	5%	(6)	16%	(18)	79%	(87)	111
Educ: < College	4%	(7)	19%	(36)	77%	(144)	188
Educ: Bachelors degree	5%	(8)	25%	(43)	70%	(118)	169
Educ: Post-grad	5%	(7)	14%	(18)	81%	(105)	129
Income: Under 50k	5%	(10)	21%	(41)	74%	(142)	193
Income: 50k-100k	6%	(9)	19%	(29)	75%	(115)	153
Income: 100k+	3%	(4)	19%	(27)	78%	(110)	141
Ethnicity: Other	5%	(23)	20%	(97)	75%	(367)	487
All Christian	8%	(13)	21%	(32)	71%	(112)	157
All Non-Christian	4%	(4)	18%	(20)	78%	(87)	111
Agnostic/Nothing in particular	3%	(4)	22%	(29)	75%	(103)	137

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**Table MCFE6\_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
Asian Adults	5%	(23)	20%	(97)	75%	(367)	487
Religious Non-Protestant/Catholic	4%	(5)	19%	(21)	77%	(89)	115
Evangelical	9%	(6)	23%	(17)	68%	(51)	75
Non-Evangelical	5%	(6)	20%	(25)	76%	(95)	126
Community: Urban	3%	(5)	23%	(37)	74%	(116)	158
Community: Suburban	5%	(15)	19%	(55)	76%	(223)	293
Employ: Private Sector	6%	(11)	25%	(43)	68%	(117)	171
Employ: Retired	2%	(1)	5%	(4)	94%	(76)	81
Employ: Unemployed	6%	(4)	31%	(20)	63%	(42)	67
Military HH: No	5%	(22)	20%	(92)	75%	(339)	452
RD/WT: Right Direction	7%	(7)	26%	(27)	68%	(72)	106
RD/WT: Wrong Track	4%	(16)	18%	(70)	77%	(295)	381
Trump Job Approve	7%	(8)	26%	(29)	67%	(77)	115
Trump Job Disapprove	4%	(15)	19%	(63)	77%	(258)	335
Trump Job Strongly Approve	10%	(6)	32%	(18)	58%	(33)	57
Trump Job Somewhat Approve	4%	(2)	20%	(12)	76%	(44)	58
Trump Job Somewhat Disapprove	5%	(5)	17%	(18)	78%	(85)	109
Trump Job Strongly Disapprove	4%	(9)	20%	(45)	76%	(172)	226
Favorable of Trump	6%	(8)	24%	(30)	70%	(88)	126
Unfavorable of Trump	5%	(15)	19%	(61)	77%	(249)	325
Very Favorable of Trump	10%	(5)	23%	(12)	66%	(33)	50
Somewhat Favorable of Trump	4%	(3)	24%	(18)	72%	(55)	76
Somewhat Unfavorable of Trump	7%	(5)	20%	(16)	73%	(60)	82
Very Unfavorable of Trump	4%	(9)	18%	(44)	78%	(189)	243
#1 Issue: Economy	6%	(12)	24%	(47)	70%	(137)	197
#1 Issue: Health Care	5%	(6)	20%	(25)	75%	(91)	121
2018 House Vote: Democrat	7%	(11)	16%	(26)	77%	(123)	160
2018 House Vote: Republican	9%	(7)	23%	(17)	68%	(50)	74
2016 Vote: Hillary Clinton	6%	(9)	14%	(22)	80%	(122)	153
2016 Vote: Donald Trump	7%	(7)	21%	(20)	72%	(68)	96
2016 Vote: Didn't Vote	3%	(7)	23%	(50)	74%	(162)	219

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**Table MCFE6\_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
Asian Adults	5%	(23)	20%	(97)	75%	(367)	487
Voted in 2014: Yes	7%	(13)	16%	(33)	77%	(154)	200
Voted in 2014: No	3%	(9)	23%	(65)	74%	(213)	287
2012 Vote: Barack Obama	7%	(11)	17%	(28)	76%	(123)	162
2012 Vote: Mitt Romney	2%	(1)	11%	(7)	86%	(51)	59
2012 Vote: Didn't Vote	4%	(9)	23%	(59)	73%	(185)	253
4-Region: Northeast	7%	(7)	15%	(15)	78%	(76)	98
4-Region: Midwest	4%	(3)	9%	(6)	87%	(61)	70
4-Region: South	5%	(5)	28%	(32)	67%	(75)	112
4-Region: West	4%	(8)	21%	(44)	75%	(154)	206
Chinese	2%	(5)	16%	(30)	81%	(151)	186
Filipino	7%	(5)	22%	(15)	70%	(47)	66
Indian	11%	(6)	23%	(13)	66%	(36)	55
Japanese	4%	(3)	14%	(9)	82%	(54)	66
Speaks only English at home	6%	(16)	19%	(51)	75%	(200)	266
Speaks mostly English at home	4%	(5)	23%	(28)	74%	(92)	125
Speaks both English and other language at home	4%	(2)	21%	(10)	75%	(38)	51
Trump supporter	8%	(9)	22%	(24)	70%	(78)	111
Biden supporter	5%	(12)	20%	(53)	76%	(206)	272
Sports fans	7%	(23)	28%	(92)	65%	(208)	322
Avid sports fans	16%	(13)	40%	(34)	44%	(37)	84
Sports fans, Age: 18-34	15%	(12)	34%	(27)	51%	(40)	79
Sports fans, Age: 35-44	9%	(7)	40%	(30)	51%	(38)	75
Sports fans, Age: 45-64	3%	(4)	25%	(30)	71%	(85)	118
Sports fans, Age: 65+	—	(0)	9%	(5)	91%	(45)	50
Movie studios should diversify teams	6%	(20)	19%	(64)	75%	(253)	337
Movie studios should diversify stories	6%	(17)	22%	(67)	73%	(223)	307
Concerned about Covid	4%	(19)	20%	(88)	76%	(340)	447
No experience with Covid	3%	(9)	20%	(49)	77%	(191)	249
Health care major factor for election	6%	(19)	18%	(58)	76%	(250)	327
Social media users	5%	(22)	20%	(93)	75%	(341)	456
WhatsApp users	8%	(14)	25%	(43)	67%	(114)	171

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**Table MCFE6\_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
Asian Adults	5%	(23)	20%	(97)	75%	(367)	487
WeChat users	4%	(3)	22%	(19)	74%	(63)	86
Social media news source at least once a week	6%	(20)	22%	(69)	72%	(227)	315

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

**Table MCFE6\_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
Asian Adults	2%	(10)	14%	(72)	84%	(433)	515
Gender: Male	3%	(8)	17%	(42)	80%	(195)	245
Gender: Female	1%	(2)	11%	(29)	88%	(238)	270
Age: 18-34	1%	(1)	11%	(16)	88%	(132)	150
Age: 35-44	2%	(2)	21%	(19)	77%	(73)	94
Age: 45-64	3%	(5)	14%	(28)	83%	(159)	191
Age: 65+	2%	(2)	10%	(8)	87%	(70)	80
GenZers: 1997-2012	1%	(1)	12%	(8)	87%	(58)	67
Millennials: 1981-1996	—	(1)	15%	(20)	85%	(115)	136
GenXers: 1965-1980	3%	(5)	16%	(28)	81%	(138)	170
Baby Boomers: 1946-1964	3%	(4)	11%	(13)	86%	(105)	122
PID: Dem (no lean)	2%	(4)	12%	(25)	86%	(179)	209
PID: Ind (no lean)	2%	(4)	12%	(23)	86%	(157)	184
PID: Rep (no lean)	2%	(2)	19%	(24)	79%	(96)	122
PID/Gender: Dem Men	4%	(3)	19%	(17)	77%	(69)	90
PID/Gender: Dem Women	1%	(1)	7%	(8)	92%	(110)	119
PID/Gender: Ind Men	3%	(3)	12%	(10)	85%	(71)	83
PID/Gender: Ind Women	1%	(1)	13%	(13)	86%	(87)	100
PID/Gender: Rep Men	3%	(2)	21%	(15)	76%	(55)	72
PID/Gender: Rep Women	1%	(1)	17%	(8)	82%	(42)	51
Ideo: Liberal (1-3)	3%	(4)	12%	(18)	85%	(130)	152
Ideo: Moderate (4)	3%	(5)	14%	(27)	83%	(160)	192
Ideo: Conservative (5-7)	1%	(1)	15%	(19)	84%	(106)	126
Educ: < College	—	(1)	12%	(25)	88%	(192)	218
Educ: Bachelors degree	4%	(7)	16%	(27)	80%	(132)	166
Educ: Post-grad	2%	(3)	15%	(19)	83%	(109)	131
Income: Under 50k	1%	(2)	11%	(24)	87%	(183)	209
Income: 50k-100k	2%	(3)	12%	(18)	86%	(128)	150
Income: 100k+	3%	(4)	19%	(30)	78%	(121)	156
Ethnicity: Other	2%	(10)	14%	(72)	84%	(433)	515

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**Table MCFE6\_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
Asian Adults	2%	(10)	14%	(72)	84%	(433)	515
All Christian	2%	(4)	15%	(26)	83%	(141)	171
All Non-Christian	2%	(3)	12%	(15)	86%	(106)	124
Agnostic/Nothing in particular	1%	(2)	8%	(10)	91%	(122)	134
Religious Non-Protestant/Catholic	2%	(3)	14%	(17)	84%	(107)	127
Evangelical	2%	(2)	19%	(15)	79%	(62)	79
Non-Evangelical	2%	(3)	14%	(18)	84%	(110)	131
Community: Urban	4%	(7)	22%	(37)	74%	(129)	173
Community: Suburban	1%	(3)	9%	(27)	90%	(271)	301
Employ: Private Sector	3%	(6)	18%	(37)	79%	(156)	198
Employ: Student	—	(0)	11%	(6)	89%	(46)	51
Employ: Retired	3%	(2)	13%	(9)	84%	(61)	72
Employ: Unemployed	1%	(1)	9%	(7)	90%	(70)	78
Military HH: No	2%	(10)	14%	(67)	84%	(405)	482
RD/WT: Right Direction	—	(0)	19%	(20)	81%	(87)	107
RD/WT: Wrong Track	2%	(10)	13%	(51)	85%	(346)	407
Trump Job Approve	—	(1)	17%	(22)	82%	(106)	129
Trump Job Disapprove	3%	(10)	13%	(46)	85%	(309)	365
Trump Job Strongly Approve	—	(0)	25%	(14)	75%	(41)	54
Trump Job Somewhat Approve	1%	(1)	12%	(9)	87%	(65)	74
Trump Job Somewhat Disapprove	3%	(4)	12%	(13)	85%	(93)	109
Trump Job Strongly Disapprove	2%	(6)	13%	(33)	85%	(217)	255
Favorable of Trump	—	(1)	16%	(21)	83%	(109)	131
Unfavorable of Trump	3%	(10)	13%	(47)	84%	(306)	363
Very Favorable of Trump	—	(0)	20%	(10)	80%	(41)	51
Somewhat Favorable of Trump	1%	(1)	14%	(11)	86%	(68)	80
Somewhat Unfavorable of Trump	3%	(3)	14%	(12)	82%	(70)	85
Very Unfavorable of Trump	2%	(7)	12%	(35)	85%	(237)	278
#1 Issue: Economy	2%	(4)	15%	(29)	83%	(157)	191
#1 Issue: Health Care	2%	(4)	16%	(26)	81%	(129)	158
2018 House Vote: Democrat	4%	(7)	15%	(24)	80%	(126)	157
2018 House Vote: Republican	1%	(1)	18%	(15)	81%	(64)	80

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**Table MCFE6\_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
Asian Adults	2%	(10)	14%	(72)	84%	(433)	515
2016 Vote: Hillary Clinton	4%	(7)	18%	(30)	78%	(134)	171
2016 Vote: Donald Trump	1%	(1)	13%	(11)	86%	(74)	86
2016 Vote: Didn't Vote	1%	(3)	11%	(27)	88%	(210)	240
Voted in 2014: Yes	4%	(7)	18%	(35)	79%	(155)	197
Voted in 2014: No	1%	(3)	12%	(37)	87%	(277)	317
2012 Vote: Barack Obama	2%	(3)	17%	(27)	81%	(129)	160
2012 Vote: Mitt Romney	3%	(2)	12%	(7)	85%	(51)	60
2012 Vote: Didn't Vote	2%	(5)	12%	(34)	86%	(243)	282
4-Region: Northeast	2%	(2)	10%	(11)	88%	(91)	103
4-Region: Midwest	1%	(1)	17%	(10)	82%	(48)	59
4-Region: South	2%	(2)	19%	(24)	80%	(99)	125
4-Region: West	3%	(6)	12%	(27)	85%	(195)	228
Chinese	2%	(4)	15%	(29)	83%	(165)	198
Filipino	4%	(2)	9%	(5)	87%	(50)	57
Indian	2%	(1)	23%	(12)	75%	(38)	50
Japanese	2%	(1)	15%	(10)	83%	(51)	62
Other Asian	—	(0)	4%	(2)	96%	(48)	50
Speaks only English at home	2%	(7)	16%	(46)	81%	(230)	282
Speaks mostly English at home	2%	(3)	10%	(13)	88%	(115)	131
Trump supporter	—	(1)	13%	(16)	86%	(106)	122
Biden supporter	3%	(9)	14%	(43)	83%	(257)	308
Sports fans	2%	(8)	19%	(71)	79%	(296)	375
Avid sports fans	4%	(4)	26%	(25)	70%	(69)	99
Sports fans, Age: 18-34	1%	(1)	17%	(16)	82%	(78)	95
Sports fans, Age: 35-44	2%	(2)	26%	(19)	72%	(54)	75
Sports fans, Age: 45-64	3%	(4)	19%	(27)	78%	(110)	140
Sports fans, Age: 65+	3%	(2)	13%	(8)	84%	(54)	64
Movie studios should diversify teams	3%	(9)	13%	(47)	84%	(298)	354
Movie studios should diversify stories	3%	(8)	14%	(45)	83%	(262)	315
Concerned about Covid	2%	(10)	14%	(66)	84%	(389)	464
No experience with Covid	1%	(3)	15%	(40)	84%	(227)	270

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**Table MCFE6\_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
Asian Adults	2%	(10)	14%	(72)	84%	(433)	515
Health care major factor for election	3%	(9)	14%	(52)	83%	(307)	369
Social media users	2%	(8)	13%	(65)	85%	(421)	494
WhatsApp users	3%	(5)	18%	(33)	79%	(141)	179
WeChat users	1%	(1)	20%	(19)	79%	(78)	99
Social media news source at least once a week	2%	(6)	14%	(47)	84%	(281)	334

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



**Table MCFE6\_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
Asian Adults	3%	(16)	27%	(128)	70%	(339)	483
Gender: Male	2%	(5)	30%	(71)	68%	(159)	235
Gender: Female	4%	(10)	23%	(58)	73%	(180)	248
Age: 18-34	6%	(9)	20%	(30)	74%	(109)	148
Age: 35-44	2%	(2)	33%	(35)	65%	(68)	105
Age: 45-64	1%	(1)	31%	(50)	69%	(113)	164
Age: 65+	5%	(3)	20%	(13)	75%	(50)	67
GenZers: 1997-2012	6%	(3)	17%	(10)	77%	(45)	58
Millennials: 1981-1996	5%	(8)	25%	(37)	70%	(105)	150
GenXers: 1965-1980	1%	(1)	33%	(50)	66%	(100)	150
Baby Boomers: 1946-1964	3%	(3)	22%	(25)	75%	(85)	114
PID: Dem (no lean)	3%	(5)	32%	(59)	65%	(118)	182
PID: Ind (no lean)	4%	(8)	24%	(43)	72%	(129)	180
PID: Rep (no lean)	3%	(3)	22%	(27)	75%	(92)	122
PID/Gender: Dem Men	1%	(1)	35%	(28)	64%	(51)	80
PID/Gender: Dem Women	4%	(4)	30%	(30)	66%	(67)	102
PID/Gender: Ind Men	3%	(3)	29%	(26)	67%	(59)	88
PID/Gender: Ind Women	5%	(5)	19%	(17)	76%	(70)	92
PID/Gender: Rep Men	2%	(2)	25%	(17)	73%	(49)	68
PID/Gender: Rep Women	3%	(1)	19%	(10)	78%	(42)	54
Ideo: Liberal (1-3)	4%	(5)	28%	(41)	68%	(100)	146
Ideo: Moderate (4)	2%	(4)	30%	(57)	68%	(130)	191
Ideo: Conservative (5-7)	3%	(4)	22%	(26)	75%	(86)	115
Educ: < College	2%	(4)	31%	(62)	67%	(136)	202
Educ: Bachelors degree	5%	(7)	23%	(35)	73%	(111)	153
Educ: Post-grad	3%	(4)	25%	(32)	72%	(92)	128
Income: Under 50k	3%	(6)	29%	(58)	68%	(135)	199
Income: 50k-100k	3%	(5)	27%	(38)	70%	(98)	141
Income: 100k+	3%	(5)	23%	(32)	74%	(106)	143
Ethnicity: Other	3%	(16)	27%	(128)	70%	(339)	483

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**Table MCFE6\_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
Asian Adults	3%	(16)	27%	(128)	70%	(339)	483
All Christian	4%	(6)	26%	(39)	70%	(107)	152
All Non-Christian	5%	(5)	29%	(33)	66%	(74)	112
Agnostic/Nothing in particular	1%	(2)	22%	(32)	76%	(108)	142
Religious Non-Protestant/Catholic	5%	(5)	29%	(33)	67%	(76)	113
Evangelical	6%	(4)	30%	(21)	64%	(44)	68
Non-Evangelical	3%	(4)	29%	(38)	68%	(87)	128
Community: Urban	5%	(9)	33%	(56)	62%	(104)	168
Community: Suburban	2%	(7)	22%	(61)	76%	(211)	279
Employ: Private Sector	3%	(7)	32%	(65)	65%	(135)	206
Employ: Retired	5%	(3)	17%	(12)	79%	(56)	72
Employ: Unemployed	—	(0)	33%	(20)	67%	(40)	60
Military HH: No	3%	(14)	26%	(117)	71%	(315)	445
RD/WT: Right Direction	4%	(4)	27%	(30)	69%	(75)	109
RD/WT: Wrong Track	3%	(12)	26%	(98)	71%	(264)	374
Trump Job Approve	2%	(3)	25%	(33)	73%	(94)	130
Trump Job Disapprove	4%	(13)	28%	(94)	68%	(226)	333
Trump Job Strongly Approve	1%	(1)	22%	(15)	77%	(54)	70
Trump Job Somewhat Approve	3%	(2)	30%	(18)	67%	(40)	60
Trump Job Somewhat Disapprove	4%	(4)	28%	(25)	68%	(59)	87
Trump Job Strongly Disapprove	4%	(9)	28%	(69)	68%	(167)	246
Favorable of Trump	1%	(1)	25%	(34)	74%	(99)	134
Unfavorable of Trump	4%	(14)	29%	(92)	67%	(217)	322
Very Favorable of Trump	—	(0)	20%	(13)	80%	(53)	67
Somewhat Favorable of Trump	2%	(1)	30%	(21)	68%	(46)	68
Somewhat Unfavorable of Trump	6%	(4)	26%	(16)	67%	(40)	60
Very Unfavorable of Trump	4%	(10)	29%	(76)	67%	(176)	262
#1 Issue: Economy	1%	(3)	30%	(62)	69%	(142)	206
#1 Issue: Health Care	3%	(4)	22%	(26)	75%	(91)	122
2018 House Vote: Democrat	4%	(6)	33%	(52)	63%	(98)	156
2018 House Vote: Republican	4%	(3)	22%	(17)	74%	(57)	77

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**Table MCFE6\_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
Asian Adults	3%	(16)	27%	(128)	70%	(339)	483
2016 Vote: Hillary Clinton	3%	(5)	32%	(49)	65%	(99)	153
2016 Vote: Donald Trump	3%	(3)	21%	(19)	76%	(69)	91
2016 Vote: Didn't Vote	3%	(7)	26%	(57)	71%	(159)	223
Voted in 2014: Yes	4%	(8)	28%	(55)	68%	(132)	196
Voted in 2014: No	3%	(7)	25%	(73)	72%	(207)	287
2012 Vote: Barack Obama	3%	(5)	34%	(55)	63%	(102)	162
2012 Vote: Mitt Romney	5%	(3)	11%	(7)	84%	(48)	57
2012 Vote: Didn't Vote	3%	(7)	26%	(65)	71%	(182)	254
4-Region: Northeast	4%	(5)	21%	(24)	75%	(84)	113
4-Region: Midwest	6%	(3)	30%	(17)	64%	(37)	58
4-Region: South	—	(1)	30%	(36)	69%	(82)	119
4-Region: West	4%	(7)	26%	(51)	70%	(136)	194
Chinese	3%	(5)	25%	(43)	72%	(125)	173
Filipino	5%	(3)	29%	(16)	66%	(36)	55
Korean	5%	(3)	28%	(15)	67%	(35)	52
Japanese	2%	(1)	12%	(7)	87%	(50)	58
Other Asian	5%	(3)	40%	(25)	56%	(36)	64
Speaks only English at home	2%	(6)	26%	(75)	71%	(203)	285
Speaks mostly English at home	3%	(4)	27%	(31)	70%	(82)	118
Trump supporter	1%	(1)	23%	(27)	76%	(91)	120
Biden supporter	4%	(12)	32%	(89)	63%	(176)	277
Sports fans	3%	(12)	35%	(119)	61%	(208)	339
Avid sports fans	7%	(6)	49%	(48)	44%	(43)	98
Sports fans, Age: 18-34	7%	(6)	33%	(29)	61%	(53)	88
Sports fans, Age: 35-44	2%	(2)	38%	(34)	59%	(52)	88
Sports fans, Age: 45-64	—	(0)	39%	(43)	61%	(68)	112
Sports fans, Age: 65+	7%	(3)	26%	(13)	67%	(35)	51
Movie studios should diversify teams	4%	(14)	29%	(102)	67%	(235)	351
Movie studios should diversify stories	4%	(12)	30%	(95)	66%	(206)	313
Concerned about Covid	3%	(14)	28%	(121)	69%	(304)	439
No experience with Covid	2%	(5)	28%	(68)	70%	(172)	245

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**Table MCFE6\_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
Asian Adults	3%	(16)	27%	(128)	70%	(339)	483
Health care major factor for election	3%	(11)	30%	(100)	67%	(225)	337
Social media users	3%	(15)	27%	(122)	70%	(323)	460
WhatsApp users	5%	(8)	28%	(46)	67%	(110)	164
WeChat users	6%	(5)	36%	(30)	58%	(48)	83
Social media news source at least once a week	4%	(11)	32%	(104)	64%	(208)	323

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

**Table MCFE7\_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
Asian Adults	3%	(34)	14%	(138)	17%	(171)	66%	(657)	1000
Gender: Male	6%	(29)	13%	(63)	19%	(91)	61%	(287)	470
Gender: Female	1%	(5)	14%	(75)	15%	(80)	70%	(370)	530
Age: 18-34	6%	(19)	13%	(43)	16%	(50)	65%	(208)	320
Age: 35-44	3%	(6)	27%	(50)	20%	(37)	50%	(94)	186
Age: 45-64	3%	(9)	11%	(37)	16%	(54)	70%	(235)	335
Age: 65+	—	(0)	5%	(8)	19%	(31)	75%	(119)	158
GenZers: 1997-2012	5%	(7)	13%	(19)	12%	(17)	70%	(99)	142
Millennials: 1981-1996	6%	(17)	18%	(52)	21%	(59)	55%	(158)	286
GenXers: 1965-1980	2%	(6)	17%	(50)	16%	(46)	65%	(187)	289
Baby Boomers: 1946-1964	2%	(4)	6%	(15)	18%	(45)	75%	(190)	255
PID: Dem (no lean)	3%	(12)	15%	(62)	18%	(71)	64%	(257)	402
PID: Ind (no lean)	4%	(13)	11%	(40)	16%	(59)	69%	(255)	368
PID: Rep (no lean)	4%	(9)	15%	(36)	18%	(41)	63%	(145)	230
PID/Gender: Dem Men	6%	(10)	15%	(25)	19%	(32)	59%	(99)	167
PID/Gender: Dem Women	1%	(2)	16%	(37)	16%	(38)	67%	(158)	235
PID/Gender: Ind Men	7%	(13)	13%	(23)	20%	(35)	60%	(105)	176
PID/Gender: Ind Women	—	(1)	9%	(17)	13%	(25)	78%	(150)	193
PID/Gender: Rep Men	5%	(6)	12%	(15)	18%	(23)	65%	(83)	128
PID/Gender: Rep Women	3%	(3)	20%	(20)	17%	(18)	60%	(61)	102
Ideo: Liberal (1-3)	3%	(8)	18%	(55)	16%	(47)	64%	(195)	304
Ideo: Moderate (4)	3%	(13)	14%	(52)	20%	(74)	63%	(233)	372
Ideo: Conservative (5-7)	4%	(10)	11%	(26)	15%	(37)	70%	(168)	241
Educ: < College	3%	(11)	11%	(48)	16%	(69)	70%	(293)	420
Educ: Bachelors degree	3%	(8)	15%	(48)	17%	(58)	65%	(216)	330
Educ: Post-grad	6%	(14)	17%	(42)	18%	(45)	60%	(149)	250
Income: Under 50k	3%	(11)	11%	(45)	19%	(80)	67%	(277)	412
Income: 50k-100k	5%	(14)	18%	(56)	15%	(46)	62%	(188)	303
Income: 100k+	3%	(9)	13%	(38)	16%	(45)	68%	(192)	284
Ethnicity: Other	3%	(34)	14%	(138)	17%	(171)	66%	(657)	1000

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**Table MCFE7\_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
Asian Adults	3%	(34)	14%	(138)	17%	(171)	66%	(657)	1000
All Christian	5%	(14)	17%	(54)	18%	(57)	60%	(191)	317
All Non-Christian	4%	(9)	15%	(35)	22%	(52)	60%	(143)	239
Atheist	2%	(2)	13%	(8)	9%	(6)	76%	(50)	67
Agnostic/Nothing in particular	2%	(7)	11%	(31)	15%	(42)	72%	(208)	288
Something Else	3%	(2)	10%	(9)	15%	(14)	72%	(65)	90
Religious Non-Protestant/Catholic	4%	(9)	15%	(38)	21%	(52)	60%	(145)	244
Evangelical	4%	(7)	14%	(20)	15%	(23)	67%	(99)	148
Non-Evangelical	4%	(9)	16%	(40)	19%	(48)	61%	(155)	252
Community: Urban	5%	(18)	19%	(62)	18%	(60)	58%	(190)	329
Community: Suburban	3%	(16)	13%	(74)	16%	(94)	69%	(408)	591
Community: Rural	—	(0)	3%	(2)	23%	(18)	75%	(59)	79
Employ: Private Sector	5%	(18)	19%	(71)	21%	(82)	55%	(210)	380
Employ: Government	8%	(4)	13%	(7)	11%	(6)	69%	(39)	57
Employ: Self-Employed	4%	(3)	15%	(12)	21%	(16)	60%	(48)	80
Employ: Homemaker	1%	(1)	23%	(18)	15%	(12)	61%	(49)	80
Employ: Student	2%	(1)	12%	(11)	12%	(11)	74%	(69)	93
Employ: Retired	—	(1)	5%	(8)	15%	(24)	79%	(126)	159
Employ: Unemployed	4%	(6)	4%	(5)	12%	(16)	80%	(105)	131
Military HH: Yes	1%	(1)	8%	(6)	11%	(7)	80%	(54)	68
Military HH: No	4%	(34)	14%	(132)	18%	(164)	65%	(603)	932
RD/WT: Right Direction	5%	(11)	18%	(40)	17%	(38)	60%	(130)	218
RD/WT: Wrong Track	3%	(24)	13%	(98)	17%	(133)	67%	(527)	782
Trump Job Approve	5%	(11)	18%	(43)	18%	(43)	60%	(144)	241
Trump Job Disapprove	3%	(22)	13%	(88)	17%	(121)	67%	(472)	705
Trump Job Strongly Approve	7%	(8)	23%	(25)	13%	(14)	58%	(64)	112
Trump Job Somewhat Approve	3%	(3)	14%	(18)	22%	(29)	61%	(79)	130
Trump Job Somewhat Disapprove	2%	(4)	11%	(22)	26%	(52)	60%	(118)	196
Trump Job Strongly Disapprove	4%	(18)	13%	(66)	14%	(70)	70%	(355)	509
Favorable of Trump	5%	(14)	18%	(45)	17%	(43)	60%	(154)	256
Unfavorable of Trump	3%	(20)	13%	(86)	18%	(121)	67%	(460)	687

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**Table MCFE7\_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
Asian Adults	3%	(34)	14%	(138)	17%	(171)	66%	(657)	1000
Very Favorable of Trump	6%	(7)	23%	(26)	13%	(14)	58%	(65)	113
Somewhat Favorable of Trump	4%	(6)	13%	(19)	20%	(29)	62%	(89)	142
Somewhat Unfavorable of Trump	3%	(4)	14%	(20)	26%	(38)	58%	(84)	146
Very Unfavorable of Trump	3%	(16)	12%	(65)	15%	(84)	69%	(375)	540
#1 Issue: Economy	5%	(19)	16%	(66)	18%	(73)	61%	(245)	404
#1 Issue: Security	9%	(6)	14%	(9)	14%	(9)	63%	(42)	66
#1 Issue: Health Care	1%	(2)	14%	(38)	18%	(49)	66%	(174)	264
#1 Issue: Medicare / Social Security	1%	(1)	3%	(2)	19%	(15)	77%	(61)	80
#1 Issue: Women's Issues	—	(0)	21%	(11)	4%	(2)	75%	(38)	51
#1 Issue: Other	3%	(2)	6%	(3)	14%	(9)	77%	(49)	63
2018 House Vote: Democrat	4%	(12)	14%	(48)	17%	(56)	65%	(217)	333
2018 House Vote: Republican	4%	(6)	18%	(27)	16%	(25)	62%	(94)	152
2016 Vote: Hillary Clinton	3%	(11)	12%	(41)	18%	(62)	66%	(222)	337
2016 Vote: Donald Trump	3%	(5)	19%	(33)	15%	(27)	63%	(111)	176
2016 Vote: Didn't Vote	4%	(16)	13%	(61)	17%	(77)	66%	(300)	454
Voted in 2014: Yes	3%	(14)	15%	(62)	17%	(70)	65%	(269)	415
Voted in 2014: No	3%	(20)	13%	(76)	17%	(101)	66%	(388)	585
2012 Vote: Barack Obama	3%	(10)	13%	(42)	18%	(59)	67%	(225)	335
2012 Vote: Mitt Romney	2%	(3)	17%	(20)	13%	(16)	67%	(80)	118
2012 Vote: Didn't Vote	4%	(22)	14%	(72)	18%	(94)	64%	(337)	525
4-Region: Northeast	5%	(10)	17%	(33)	16%	(32)	62%	(124)	199
4-Region: Midwest	2%	(3)	14%	(18)	16%	(20)	68%	(86)	128
4-Region: South	3%	(7)	16%	(37)	23%	(54)	57%	(131)	229
4-Region: West	3%	(14)	11%	(50)	15%	(66)	71%	(316)	445

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**Table MCFE7\_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
Asian Adults	3%	(34)	14%	(138)	17%	(171)	66%	(657)	1000
Chinese	2%	(6)	14%	(49)	16%	(54)	68%	(231)	341
Filipino	5%	(7)	13%	(18)	12%	(17)	70%	(96)	138
Indian	14%	(15)	18%	(18)	18%	(19)	50%	(52)	104
Vietnamese	1%	(1)	15%	(11)	33%	(25)	51%	(38)	75
Korean	3%	(3)	13%	(12)	26%	(24)	58%	(53)	92
Japanese	1%	(1)	8%	(11)	8%	(10)	83%	(112)	135
Other Asian	1%	(1)	17%	(19)	18%	(20)	64%	(71)	112
Speaks only English at home	3%	(17)	13%	(72)	15%	(86)	69%	(382)	558
Speaks mostly English at home	4%	(10)	15%	(37)	18%	(47)	63%	(159)	253
Speaks both English and other language at home	5%	(5)	16%	(16)	20%	(20)	58%	(57)	98
Speaks mostly other language at home	3%	(2)	14%	(11)	13%	(10)	69%	(53)	77
Trump supporter	5%	(11)	16%	(37)	19%	(43)	60%	(139)	229
Biden supporter	3%	(18)	14%	(82)	18%	(105)	66%	(390)	595
Sports fans	5%	(31)	20%	(135)	23%	(154)	53%	(359)	679
Avid sports fans	11%	(22)	26%	(48)	23%	(43)	40%	(77)	190
Sports fans, Age: 18-34	8%	(16)	22%	(41)	23%	(43)	47%	(87)	187
Sports fans, Age: 35-44	4%	(6)	33%	(49)	22%	(33)	41%	(62)	150
Sports fans, Age: 45-64	4%	(9)	16%	(37)	21%	(49)	60%	(140)	236
Sports fans, Age: 65+	—	(0)	8%	(8)	27%	(29)	65%	(69)	107
Movie studios should diversify teams	4%	(28)	15%	(107)	18%	(126)	63%	(453)	713
Movie studios should diversify stories	4%	(25)	16%	(104)	17%	(111)	62%	(394)	635
Concerned about Covid	3%	(31)	14%	(125)	17%	(159)	65%	(598)	913
No experience with Covid	4%	(18)	13%	(67)	18%	(92)	66%	(341)	518
Health care major factor for election	3%	(24)	13%	(93)	19%	(132)	65%	(459)	708
Social media users	4%	(34)	14%	(134)	17%	(166)	65%	(616)	951
WhatsApp users	6%	(23)	23%	(79)	18%	(64)	53%	(186)	352
WeChat users	2%	(4)	24%	(41)	17%	(30)	57%	(98)	173
Social media news source at least once a week	5%	(31)	17%	(114)	19%	(124)	59%	(387)	657

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



**Table MCFE7\_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
Asian Adults	8%	(78)	20%	(201)	12%	(125)	60%	(596)	1000
Gender: Male	11%	(52)	21%	(97)	13%	(63)	55%	(258)	470
Gender: Female	5%	(26)	20%	(104)	12%	(61)	64%	(339)	530
Age: 18-34	10%	(31)	17%	(54)	13%	(41)	61%	(195)	320
Age: 35-44	10%	(19)	35%	(65)	10%	(19)	45%	(83)	186
Age: 45-64	8%	(27)	17%	(57)	12%	(41)	63%	(210)	335
Age: 65+	1%	(1)	16%	(25)	15%	(24)	68%	(109)	158
GenZers: 1997-2012	10%	(14)	13%	(18)	14%	(19)	64%	(91)	142
Millennials: 1981-1996	10%	(29)	25%	(70)	13%	(36)	52%	(150)	286
GenXers: 1965-1980	9%	(25)	26%	(75)	10%	(29)	55%	(161)	289
Baby Boomers: 1946-1964	4%	(9)	14%	(36)	14%	(35)	69%	(175)	255
PID: Dem (no lean)	10%	(38)	19%	(76)	15%	(62)	56%	(226)	402
PID: Ind (no lean)	5%	(20)	17%	(64)	12%	(43)	65%	(240)	368
PID: Rep (no lean)	9%	(20)	27%	(61)	9%	(20)	56%	(129)	230
PID/Gender: Dem Men	12%	(21)	22%	(36)	15%	(26)	51%	(84)	167
PID/Gender: Dem Women	8%	(18)	17%	(39)	15%	(36)	60%	(142)	235
PID/Gender: Ind Men	10%	(17)	18%	(32)	14%	(24)	58%	(102)	176
PID/Gender: Ind Women	2%	(3)	17%	(32)	10%	(19)	72%	(138)	193
PID/Gender: Rep Men	11%	(15)	22%	(28)	11%	(14)	56%	(71)	128
PID/Gender: Rep Women	5%	(5)	32%	(33)	6%	(6)	57%	(58)	102
Ideo: Liberal (1-3)	9%	(28)	20%	(60)	13%	(41)	58%	(176)	304
Ideo: Moderate (4)	8%	(30)	22%	(83)	12%	(46)	57%	(213)	372
Ideo: Conservative (5-7)	7%	(16)	22%	(53)	10%	(25)	61%	(146)	241
Educ: < College	4%	(16)	20%	(84)	10%	(42)	66%	(278)	420
Educ: Bachelors degree	7%	(23)	21%	(71)	15%	(48)	57%	(187)	330
Educ: Post-grad	16%	(39)	18%	(46)	14%	(35)	52%	(131)	250
Income: Under 50k	4%	(17)	22%	(89)	12%	(48)	63%	(259)	412
Income: 50k-100k	11%	(33)	21%	(64)	14%	(42)	54%	(164)	303
Income: 100k+	10%	(28)	17%	(47)	12%	(35)	61%	(173)	284
Ethnicity: Other	8%	(78)	20%	(201)	12%	(125)	60%	(596)	1000

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**Table MCFE7\_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
Asian Adults	8%	(78)	20%	(201)	12%	(125)	60%	(596)	1000
All Christian	9%	(29)	26%	(82)	13%	(41)	52%	(165)	317
All Non-Christian	11%	(25)	19%	(46)	14%	(32)	57%	(135)	239
Atheist	7%	(4)	13%	(9)	9%	(6)	71%	(47)	67
Agnostic/Nothing in particular	5%	(14)	16%	(45)	13%	(37)	67%	(191)	288
Something Else	6%	(6)	21%	(19)	9%	(8)	64%	(58)	90
Religious Non-Protestant/Catholic	11%	(27)	19%	(47)	13%	(32)	56%	(138)	244
Evangelical	8%	(11)	21%	(31)	13%	(20)	58%	(86)	148
Non-Evangelical	8%	(21)	27%	(67)	12%	(30)	53%	(134)	252
Community: Urban	11%	(35)	26%	(86)	12%	(39)	51%	(170)	329
Community: Suburban	7%	(41)	16%	(96)	14%	(81)	63%	(373)	591
Community: Rural	2%	(2)	25%	(20)	6%	(4)	68%	(53)	79
Employ: Private Sector	13%	(50)	25%	(95)	14%	(52)	48%	(183)	380
Employ: Government	9%	(5)	20%	(11)	10%	(5)	62%	(35)	57
Employ: Self-Employed	7%	(5)	26%	(21)	14%	(11)	53%	(42)	80
Employ: Homemaker	6%	(5)	27%	(22)	9%	(7)	58%	(46)	80
Employ: Student	3%	(3)	14%	(13)	12%	(12)	70%	(65)	93
Employ: Retired	2%	(3)	10%	(17)	15%	(23)	73%	(116)	159
Employ: Unemployed	5%	(6)	11%	(14)	11%	(14)	74%	(97)	131
Military HH: Yes	7%	(5)	6%	(4)	15%	(10)	72%	(49)	68
Military HH: No	8%	(73)	21%	(197)	12%	(115)	59%	(547)	932
RD/WT: Right Direction	9%	(19)	25%	(55)	12%	(26)	54%	(118)	218
RD/WT: Wrong Track	8%	(59)	19%	(146)	13%	(98)	61%	(479)	782
Trump Job Approve	9%	(21)	26%	(63)	11%	(27)	54%	(131)	241
Trump Job Disapprove	8%	(56)	18%	(128)	14%	(97)	60%	(424)	705
Trump Job Strongly Approve	9%	(10)	35%	(39)	7%	(8)	49%	(54)	112
Trump Job Somewhat Approve	8%	(11)	18%	(24)	14%	(19)	59%	(76)	130
Trump Job Somewhat Disapprove	8%	(15)	22%	(43)	17%	(33)	54%	(105)	196
Trump Job Strongly Disapprove	8%	(41)	17%	(86)	13%	(64)	63%	(319)	509
Favorable of Trump	8%	(21)	27%	(68)	11%	(28)	54%	(139)	256
Unfavorable of Trump	8%	(55)	18%	(125)	14%	(94)	60%	(412)	687

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**Table MCFE7\_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
Asian Adults	8%	(78)	20%	(201)	12%	(125)	60%	(596)	1000
Very Favorable of Trump	12%	(13)	33%	(37)	5%	(6)	50%	(57)	113
Somewhat Favorable of Trump	6%	(8)	22%	(31)	15%	(22)	58%	(82)	142
Somewhat Unfavorable of Trump	7%	(11)	27%	(39)	15%	(22)	51%	(74)	146
Very Unfavorable of Trump	8%	(44)	16%	(86)	13%	(73)	63%	(338)	540
#1 Issue: Economy	10%	(41)	23%	(95)	11%	(42)	56%	(226)	404
#1 Issue: Security	16%	(11)	18%	(12)	14%	(9)	52%	(34)	66
#1 Issue: Health Care	5%	(12)	20%	(54)	15%	(39)	60%	(159)	264
#1 Issue: Medicare / Social Security	2%	(2)	12%	(9)	16%	(13)	69%	(55)	80
#1 Issue: Women's Issues	3%	(2)	18%	(9)	4%	(2)	75%	(38)	51
#1 Issue: Other	5%	(3)	12%	(8)	10%	(6)	73%	(46)	63
2018 House Vote: Democrat	10%	(32)	20%	(65)	13%	(42)	58%	(194)	333
2018 House Vote: Republican	6%	(8)	33%	(50)	9%	(13)	53%	(80)	152
2016 Vote: Hillary Clinton	8%	(27)	19%	(65)	13%	(44)	60%	(201)	337
2016 Vote: Donald Trump	7%	(13)	27%	(48)	8%	(14)	57%	(101)	176
2016 Vote: Didn't Vote	8%	(36)	18%	(81)	13%	(61)	61%	(276)	454
Voted in 2014: Yes	9%	(36)	24%	(99)	11%	(45)	57%	(235)	415
Voted in 2014: No	7%	(43)	17%	(102)	14%	(80)	62%	(361)	585
2012 Vote: Barack Obama	10%	(33)	19%	(62)	13%	(43)	59%	(198)	335
2012 Vote: Mitt Romney	2%	(3)	30%	(36)	10%	(11)	58%	(68)	118
2012 Vote: Didn't Vote	8%	(42)	19%	(97)	13%	(71)	60%	(315)	525
4-Region: Northeast	13%	(26)	19%	(38)	12%	(25)	55%	(110)	199
4-Region: Midwest	6%	(7)	21%	(27)	14%	(18)	58%	(75)	128
4-Region: South	6%	(15)	27%	(63)	14%	(32)	52%	(119)	229
4-Region: West	7%	(30)	16%	(73)	11%	(49)	66%	(293)	445

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**Table MCFE7\_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
Asian Adults	8%	(78)	20%	(201)	12%	(125)	60%	(596)	1000
Chinese	7%	(25)	18%	(62)	13%	(45)	61%	(209)	341
Filipino	6%	(8)	20%	(28)	9%	(12)	65%	(90)	138
Indian	19%	(19)	26%	(27)	12%	(13)	43%	(45)	104
Vietnamese	8%	(6)	27%	(20)	15%	(11)	50%	(38)	75
Korean	8%	(8)	24%	(22)	21%	(19)	46%	(43)	92
Japanese	3%	(4)	12%	(16)	7%	(10)	78%	(105)	135
Other Asian	7%	(8)	23%	(26)	13%	(14)	57%	(64)	112
Speaks only English at home	6%	(31)	21%	(119)	11%	(64)	62%	(344)	558
Speaks mostly English at home	13%	(32)	19%	(47)	13%	(34)	55%	(140)	253
Speaks both English and other language at home	11%	(11)	18%	(18)	14%	(14)	57%	(56)	98
Speaks mostly other language at home	5%	(4)	18%	(13)	9%	(7)	69%	(53)	77
Trump supporter	8%	(18)	28%	(64)	10%	(24)	54%	(124)	229
Biden supporter	9%	(51)	19%	(112)	14%	(81)	59%	(352)	595
Sports fans	11%	(73)	29%	(194)	16%	(108)	45%	(304)	679
Avid sports fans	22%	(42)	31%	(58)	12%	(23)	35%	(67)	190
Sports fans, Age: 18-34	14%	(27)	27%	(51)	18%	(34)	41%	(76)	187
Sports fans, Age: 35-44	12%	(18)	42%	(63)	11%	(17)	34%	(51)	150
Sports fans, Age: 45-64	12%	(27)	24%	(56)	15%	(35)	50%	(118)	236
Sports fans, Age: 65+	1%	(1)	22%	(24)	21%	(22)	56%	(59)	107
Movie studios should diversify teams	9%	(64)	22%	(156)	13%	(91)	56%	(403)	713
Movie studios should diversify stories	9%	(58)	23%	(148)	12%	(77)	55%	(351)	635
Concerned about Covid	8%	(73)	21%	(188)	12%	(109)	59%	(543)	913
No experience with Covid	8%	(41)	18%	(94)	13%	(65)	61%	(317)	518
Health care major factor for election	8%	(58)	21%	(148)	13%	(90)	58%	(412)	708
Social media users	8%	(76)	21%	(197)	13%	(121)	59%	(557)	951
WhatsApp users	15%	(52)	27%	(94)	12%	(43)	46%	(163)	352
WeChat users	10%	(17)	25%	(43)	16%	(28)	49%	(85)	173
Social media news source at least once a week	10%	(67)	24%	(160)	13%	(88)	52%	(342)	657

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

**Table MCFE7\_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
Asian Adults	5%	(46)	14%	(139)	15%	(153)	66%	(662)	1000
Gender: Male	7%	(34)	14%	(64)	16%	(77)	63%	(294)	470
Gender: Female	2%	(12)	14%	(75)	14%	(76)	69%	(368)	530
Age: 18-34	8%	(25)	13%	(41)	13%	(42)	66%	(211)	320
Age: 35-44	5%	(9)	24%	(45)	20%	(37)	51%	(95)	186
Age: 45-64	4%	(12)	13%	(45)	15%	(49)	69%	(230)	335
Age: 65+	—	(0)	5%	(8)	15%	(25)	79%	(125)	158
GenZers: 1997-2012	9%	(13)	10%	(14)	10%	(14)	71%	(101)	142
Millennials: 1981-1996	6%	(18)	19%	(55)	18%	(51)	56%	(161)	286
GenXers: 1965-1980	4%	(12)	16%	(48)	16%	(47)	63%	(183)	289
Baby Boomers: 1946-1964	1%	(3)	8%	(20)	16%	(41)	75%	(191)	255
PID: Dem (no lean)	5%	(19)	15%	(62)	15%	(60)	65%	(261)	402
PID: Ind (no lean)	5%	(17)	10%	(38)	15%	(55)	70%	(259)	368
PID: Rep (no lean)	4%	(10)	17%	(39)	17%	(39)	62%	(142)	230
PID/Gender: Dem Men	6%	(10)	17%	(29)	15%	(25)	62%	(103)	167
PID/Gender: Dem Women	4%	(9)	14%	(33)	15%	(35)	67%	(159)	235
PID/Gender: Ind Men	9%	(16)	10%	(18)	19%	(33)	62%	(108)	176
PID/Gender: Ind Women	—	(1)	10%	(20)	11%	(22)	78%	(150)	193
PID/Gender: Rep Men	6%	(8)	13%	(17)	15%	(20)	65%	(83)	128
PID/Gender: Rep Women	3%	(3)	22%	(22)	18%	(19)	57%	(58)	102
Ideo: Liberal (1-3)	5%	(14)	17%	(51)	13%	(40)	65%	(199)	304
Ideo: Moderate (4)	4%	(16)	15%	(55)	18%	(67)	63%	(235)	372
Ideo: Conservative (5-7)	5%	(12)	12%	(30)	15%	(36)	68%	(163)	241
Educ: < College	4%	(17)	11%	(46)	13%	(54)	72%	(303)	420
Educ: Bachelors degree	4%	(13)	16%	(52)	17%	(57)	63%	(207)	330
Educ: Post-grad	6%	(16)	16%	(41)	17%	(42)	61%	(152)	250
Income: Under 50k	4%	(17)	10%	(42)	16%	(66)	69%	(286)	412
Income: 50k-100k	6%	(19)	19%	(58)	13%	(40)	62%	(187)	303
Income: 100k+	4%	(10)	14%	(39)	16%	(46)	66%	(189)	284
Ethnicity: Other	5%	(46)	14%	(139)	15%	(153)	66%	(662)	1000

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**Table MCFE7\_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
Asian Adults	5%	(46)	14%	(139)	15%	(153)	66%	(662)	1000
All Christian	6%	(19)	18%	(56)	18%	(56)	59%	(186)	317
All Non-Christian	5%	(12)	16%	(37)	16%	(37)	64%	(152)	239
Atheist	4%	(3)	14%	(9)	8%	(5)	75%	(50)	67
Agnostic/Nothing in particular	3%	(8)	10%	(29)	14%	(39)	73%	(211)	288
Something Else	4%	(3)	9%	(8)	17%	(15)	70%	(63)	90
Religious Non-Protestant/Catholic	5%	(12)	16%	(40)	15%	(37)	63%	(154)	244
Evangelical	7%	(10)	13%	(20)	18%	(26)	62%	(92)	148
Non-Evangelical	5%	(13)	16%	(40)	18%	(45)	61%	(155)	252
Community: Urban	7%	(23)	19%	(63)	16%	(54)	58%	(190)	329
Community: Suburban	4%	(23)	12%	(69)	14%	(85)	70%	(415)	591
Community: Rural	1%	(1)	9%	(7)	18%	(14)	72%	(57)	79
Employ: Private Sector	8%	(30)	19%	(72)	18%	(68)	55%	(210)	380
Employ: Government	9%	(5)	16%	(9)	12%	(7)	64%	(36)	57
Employ: Self-Employed	2%	(1)	20%	(16)	17%	(14)	61%	(49)	80
Employ: Homemaker	2%	(1)	17%	(13)	19%	(15)	63%	(51)	80
Employ: Student	2%	(2)	13%	(12)	11%	(11)	74%	(69)	93
Employ: Retired	—	(1)	5%	(7)	13%	(21)	82%	(130)	159
Employ: Unemployed	4%	(6)	3%	(4)	11%	(15)	81%	(107)	131
Military HH: Yes	2%	(1)	8%	(5)	9%	(6)	81%	(55)	68
Military HH: No	5%	(45)	14%	(133)	16%	(147)	65%	(607)	932
RD/WT: Right Direction	8%	(17)	19%	(41)	14%	(29)	60%	(131)	218
RD/WT: Wrong Track	4%	(29)	13%	(98)	16%	(124)	68%	(531)	782
Trump Job Approve	9%	(21)	18%	(42)	15%	(36)	59%	(142)	241
Trump Job Disapprove	3%	(24)	13%	(92)	16%	(111)	68%	(478)	705
Trump Job Strongly Approve	8%	(9)	27%	(30)	14%	(15)	51%	(57)	112
Trump Job Somewhat Approve	9%	(12)	10%	(13)	16%	(21)	65%	(85)	130
Trump Job Somewhat Disapprove	3%	(5)	13%	(25)	22%	(44)	62%	(121)	196
Trump Job Strongly Disapprove	4%	(19)	13%	(66)	13%	(67)	70%	(357)	509
Favorable of Trump	7%	(19)	19%	(48)	15%	(38)	59%	(152)	256
Unfavorable of Trump	4%	(25)	12%	(85)	16%	(111)	68%	(465)	687

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**Table MCFE7\_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
Asian Adults	5%	(46)	14%	(139)	15%	(153)	66%	(662)	1000
Very Favorable of Trump	13%	(14)	20%	(23)	12%	(13)	55%	(63)	113
Somewhat Favorable of Trump	3%	(4)	17%	(24)	17%	(25)	63%	(89)	142
Somewhat Unfavorable of Trump	4%	(7)	15%	(22)	22%	(32)	59%	(86)	146
Very Unfavorable of Trump	3%	(19)	12%	(63)	15%	(79)	70%	(379)	540
#1 Issue: Economy	6%	(25)	18%	(72)	16%	(64)	60%	(244)	404
#1 Issue: Security	8%	(5)	13%	(9)	14%	(9)	65%	(43)	66
#1 Issue: Health Care	2%	(5)	12%	(32)	18%	(48)	68%	(179)	264
#1 Issue: Medicare / Social Security	2%	(1)	3%	(2)	14%	(11)	81%	(65)	80
#1 Issue: Women's Issues	3%	(2)	20%	(10)	2%	(1)	74%	(38)	51
#1 Issue: Other	2%	(1)	6%	(4)	15%	(9)	78%	(49)	63
2018 House Vote: Democrat	4%	(14)	15%	(49)	15%	(48)	67%	(222)	333
2018 House Vote: Republican	3%	(5)	23%	(35)	14%	(21)	60%	(91)	152
2016 Vote: Hillary Clinton	3%	(10)	15%	(49)	15%	(51)	67%	(226)	337
2016 Vote: Donald Trump	3%	(6)	22%	(38)	16%	(27)	60%	(105)	176
2016 Vote: Didn't Vote	7%	(30)	11%	(49)	15%	(70)	67%	(306)	454
Voted in 2014: Yes	4%	(15)	16%	(66)	15%	(61)	66%	(272)	415
Voted in 2014: No	5%	(31)	12%	(73)	16%	(92)	67%	(390)	585
2012 Vote: Barack Obama	3%	(11)	13%	(45)	15%	(49)	69%	(231)	335
2012 Vote: Mitt Romney	2%	(2)	21%	(25)	13%	(16)	63%	(75)	118
2012 Vote: Didn't Vote	6%	(32)	13%	(66)	16%	(86)	65%	(341)	525
4-Region: Northeast	9%	(18)	16%	(31)	17%	(34)	58%	(116)	199
4-Region: Midwest	1%	(1)	13%	(17)	16%	(21)	69%	(89)	128
4-Region: South	5%	(11)	16%	(36)	19%	(45)	60%	(137)	229
4-Region: West	3%	(15)	12%	(55)	12%	(54)	72%	(321)	445

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**Table MCFE7\_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
Asian Adults	5%	(46)	14%	(139)	15%	(153)	66%	(662)	1000
Chinese	2%	(8)	14%	(47)	17%	(58)	67%	(228)	341
Filipino	6%	(8)	15%	(21)	13%	(18)	66%	(92)	138
Indian	11%	(11)	21%	(22)	15%	(16)	52%	(55)	104
Vietnamese	4%	(3)	21%	(16)	23%	(17)	52%	(39)	75
Korean	3%	(3)	11%	(10)	26%	(24)	59%	(55)	92
Japanese	2%	(2)	7%	(9)	7%	(10)	84%	(113)	135
Other Asian	10%	(11)	12%	(13)	9%	(10)	69%	(77)	112
Speaks only English at home	3%	(19)	13%	(73)	15%	(83)	69%	(383)	558
Speaks mostly English at home	7%	(17)	15%	(38)	17%	(42)	62%	(157)	253
Speaks both English and other language at home	7%	(7)	14%	(14)	21%	(20)	59%	(58)	98
Speaks mostly other language at home	4%	(3)	16%	(12)	6%	(5)	74%	(57)	77
Trump supporter	6%	(15)	17%	(40)	17%	(39)	59%	(136)	229
Biden supporter	4%	(24)	14%	(83)	15%	(91)	67%	(397)	595
Sports fans	6%	(42)	20%	(136)	21%	(140)	53%	(361)	679
Avid sports fans	17%	(32)	22%	(42)	18%	(34)	43%	(81)	190
Sports fans, Age: 18-34	11%	(21)	22%	(40)	19%	(36)	48%	(89)	187
Sports fans, Age: 35-44	6%	(9)	29%	(43)	23%	(35)	42%	(62)	150
Sports fans, Age: 45-64	5%	(12)	19%	(44)	19%	(46)	57%	(134)	236
Sports fans, Age: 65+	—	(0)	8%	(8)	22%	(23)	70%	(75)	107
Movie studios should diversify teams	5%	(37)	16%	(112)	16%	(113)	63%	(452)	713
Movie studios should diversify stories	5%	(35)	17%	(108)	16%	(100)	62%	(391)	635
Concerned about Covid	5%	(41)	14%	(127)	15%	(140)	66%	(605)	913
No experience with Covid	4%	(20)	13%	(68)	15%	(78)	68%	(352)	518
Health care major factor for election	5%	(35)	13%	(93)	16%	(111)	66%	(469)	708
Social media users	5%	(45)	14%	(136)	16%	(148)	65%	(621)	951
WhatsApp users	9%	(32)	21%	(73)	16%	(57)	54%	(190)	352
WeChat users	4%	(7)	24%	(41)	16%	(28)	56%	(96)	173
Social media news source at least once a week	6%	(42)	17%	(115)	17%	(109)	60%	(392)	657

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



**Table MCFE7\_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
Asian Adults	2%	(19)	10%	(102)	18%	(177)	70%	(701)	1000
Gender: Male	2%	(11)	11%	(52)	18%	(85)	69%	(322)	470
Gender: Female	2%	(8)	10%	(50)	17%	(92)	72%	(379)	530
Age: 18-34	4%	(12)	10%	(30)	16%	(51)	71%	(227)	320
Age: 35-44	3%	(5)	18%	(34)	23%	(43)	56%	(104)	186
Age: 45-64	1%	(2)	11%	(37)	16%	(55)	72%	(242)	335
Age: 65+	—	(0)	1%	(1)	18%	(29)	81%	(129)	158
GenZers: 1997-2012	5%	(6)	10%	(15)	10%	(15)	75%	(106)	142
Millennials: 1981-1996	4%	(11)	13%	(37)	21%	(60)	62%	(177)	286
GenXers: 1965-1980	—	(1)	12%	(36)	20%	(57)	68%	(195)	289
Baby Boomers: 1946-1964	—	(1)	5%	(13)	17%	(44)	77%	(196)	255
PID: Dem (no lean)	1%	(4)	13%	(54)	18%	(71)	68%	(273)	402
PID: Ind (no lean)	2%	(6)	8%	(30)	15%	(57)	75%	(275)	368
PID: Rep (no lean)	4%	(9)	8%	(19)	21%	(49)	67%	(154)	230
PID/Gender: Dem Men	1%	(2)	17%	(28)	18%	(29)	65%	(108)	167
PID/Gender: Dem Women	1%	(2)	11%	(26)	18%	(42)	70%	(165)	235
PID/Gender: Ind Men	3%	(6)	10%	(17)	19%	(33)	68%	(120)	176
PID/Gender: Ind Women	—	(1)	7%	(13)	12%	(24)	81%	(155)	193
PID/Gender: Rep Men	3%	(4)	5%	(7)	18%	(23)	74%	(95)	128
PID/Gender: Rep Women	5%	(5)	12%	(12)	26%	(26)	58%	(59)	102
Ideo: Liberal (1-3)	3%	(10)	15%	(45)	15%	(46)	67%	(204)	304
Ideo: Moderate (4)	—	(1)	11%	(39)	20%	(75)	69%	(256)	372
Ideo: Conservative (5-7)	2%	(5)	6%	(13)	19%	(46)	74%	(178)	241
Educ: < College	3%	(12)	8%	(33)	13%	(56)	76%	(319)	420
Educ: Bachelors degree	1%	(3)	12%	(38)	21%	(70)	66%	(219)	330
Educ: Post-grad	2%	(5)	12%	(31)	21%	(51)	65%	(163)	250
Income: Under 50k	2%	(8)	9%	(36)	17%	(71)	72%	(298)	412
Income: 50k-100k	3%	(8)	12%	(35)	20%	(60)	66%	(200)	303
Income: 100k+	1%	(4)	11%	(31)	16%	(46)	72%	(203)	284
Ethnicity: Other	2%	(19)	10%	(102)	18%	(177)	70%	(701)	1000

Continued on next page

**Table MCFE7\_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
Asian Adults	2%	(19)	10%	(102)	18%	(177)	70%	(701)	1000
All Christian	2%	(7)	12%	(38)	22%	(71)	63%	(201)	317
All Non-Christian	2%	(4)	13%	(32)	17%	(40)	68%	(163)	239
Atheist	1%	(1)	13%	(9)	8%	(5)	78%	(52)	67
Agnostic/Nothing in particular	2%	(6)	7%	(20)	15%	(43)	76%	(219)	288
Something Else	2%	(1)	4%	(4)	20%	(18)	74%	(67)	90
Religious Non-Protestant/Catholic	2%	(4)	14%	(33)	17%	(41)	68%	(165)	244
Evangelical	3%	(5)	8%	(11)	23%	(34)	66%	(98)	148
Non-Evangelical	1%	(4)	11%	(28)	21%	(53)	66%	(167)	252
Community: Urban	4%	(13)	14%	(45)	21%	(70)	61%	(201)	329
Community: Suburban	1%	(7)	9%	(52)	16%	(93)	74%	(440)	591
Community: Rural	—	(0)	7%	(5)	17%	(14)	76%	(60)	79
Employ: Private Sector	2%	(9)	15%	(58)	22%	(85)	60%	(229)	380
Employ: Government	6%	(3)	15%	(8)	13%	(7)	66%	(38)	57
Employ: Self-Employed	1%	(1)	13%	(11)	19%	(15)	66%	(53)	80
Employ: Homemaker	1%	(1)	10%	(8)	24%	(19)	65%	(52)	80
Employ: Student	1%	(1)	11%	(11)	9%	(9)	79%	(73)	93
Employ: Retired	—	(0)	1%	(2)	14%	(22)	85%	(135)	159
Employ: Unemployed	3%	(4)	2%	(2)	12%	(15)	84%	(110)	131
Military HH: Yes	—	(0)	5%	(4)	12%	(8)	83%	(56)	68
Military HH: No	2%	(19)	11%	(99)	18%	(169)	69%	(645)	932
RD/WT: Right Direction	4%	(8)	12%	(25)	21%	(45)	64%	(139)	218
RD/WT: Wrong Track	1%	(11)	10%	(77)	17%	(132)	72%	(562)	782
Trump Job Approve	4%	(11)	11%	(26)	20%	(49)	65%	(156)	241
Trump Job Disapprove	1%	(8)	10%	(72)	17%	(121)	72%	(504)	705
Trump Job Strongly Approve	9%	(10)	10%	(11)	21%	(24)	60%	(67)	112
Trump Job Somewhat Approve	1%	(1)	11%	(14)	20%	(25)	68%	(89)	130
Trump Job Somewhat Disapprove	1%	(2)	7%	(13)	26%	(51)	66%	(129)	196
Trump Job Strongly Disapprove	1%	(6)	11%	(58)	14%	(69)	74%	(375)	509
Favorable of Trump	4%	(11)	10%	(25)	21%	(55)	65%	(165)	256
Unfavorable of Trump	1%	(8)	10%	(71)	17%	(117)	72%	(491)	687

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**Table MCFE7\_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
Asian Adults	2%	(19)	10%	(102)	18%	(177)	70%	(701)	1000
Very Favorable of Trump	9%	(10)	7%	(8)	21%	(24)	62%	(71)	113
Somewhat Favorable of Trump	—	(1)	12%	(17)	22%	(31)	66%	(94)	142
Somewhat Unfavorable of Trump	1%	(1)	8%	(12)	28%	(40)	63%	(93)	146
Very Unfavorable of Trump	1%	(7)	11%	(58)	14%	(77)	74%	(399)	540
#1 Issue: Economy	2%	(6)	13%	(52)	19%	(75)	67%	(270)	404
#1 Issue: Security	6%	(4)	10%	(6)	21%	(14)	63%	(42)	66
#1 Issue: Health Care	1%	(4)	10%	(27)	17%	(44)	71%	(188)	264
#1 Issue: Medicare / Social Security	—	(0)	—	(0)	20%	(16)	80%	(64)	80
#1 Issue: Women's Issues	—	(0)	12%	(6)	11%	(6)	77%	(39)	51
#1 Issue: Other	3%	(2)	2%	(1)	13%	(8)	81%	(51)	63
2018 House Vote: Democrat	1%	(4)	13%	(44)	17%	(56)	69%	(229)	333
2018 House Vote: Republican	3%	(4)	10%	(15)	22%	(33)	65%	(99)	152
2016 Vote: Hillary Clinton	1%	(4)	13%	(45)	16%	(54)	69%	(234)	337
2016 Vote: Donald Trump	3%	(5)	10%	(17)	21%	(37)	67%	(117)	176
2016 Vote: Didn't Vote	2%	(10)	8%	(38)	18%	(82)	71%	(324)	454
Voted in 2014: Yes	1%	(6)	12%	(51)	18%	(76)	68%	(281)	415
Voted in 2014: No	2%	(14)	9%	(51)	17%	(101)	72%	(420)	585
2012 Vote: Barack Obama	1%	(4)	11%	(36)	18%	(59)	70%	(236)	335
2012 Vote: Mitt Romney	4%	(4)	8%	(10)	18%	(21)	70%	(83)	118
2012 Vote: Didn't Vote	2%	(12)	10%	(52)	18%	(94)	70%	(367)	525
4-Region: Northeast	3%	(6)	12%	(24)	17%	(34)	68%	(135)	199
4-Region: Midwest	2%	(2)	11%	(14)	12%	(16)	76%	(97)	128
4-Region: South	2%	(5)	11%	(25)	25%	(58)	61%	(140)	229
4-Region: West	1%	(6)	9%	(40)	16%	(69)	74%	(330)	445

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**Table MCFE7\_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
Asian Adults	2%	(19)	10%	(102)	18%	(177)	70%	(701)	1000
Chinese	2%	(6)	10%	(35)	18%	(63)	70%	(237)	341
Filipino	3%	(5)	10%	(14)	17%	(24)	69%	(95)	138
Indian	6%	(7)	19%	(20)	20%	(21)	55%	(57)	104
Vietnamese	—	(0)	15%	(11)	25%	(19)	61%	(46)	75
Korean	1%	(1)	7%	(6)	21%	(20)	71%	(65)	92
Japanese	—	(0)	3%	(4)	12%	(16)	85%	(115)	135
Other Asian	1%	(1)	11%	(12)	13%	(15)	75%	(84)	112
Speaks only English at home	1%	(8)	8%	(46)	18%	(102)	72%	(402)	558
Speaks mostly English at home	3%	(8)	13%	(32)	18%	(47)	66%	(166)	253
Speaks both English and other language at home	3%	(3)	15%	(14)	19%	(18)	63%	(62)	98
Speaks mostly other language at home	—	(0)	13%	(10)	7%	(5)	80%	(61)	77
Trump supporter	5%	(12)	9%	(20)	22%	(50)	65%	(148)	229
Biden supporter	1%	(5)	12%	(69)	17%	(103)	70%	(419)	595
Sports fans	2%	(16)	15%	(100)	24%	(164)	59%	(399)	679
Avid sports fans	6%	(12)	20%	(38)	24%	(46)	50%	(94)	190
Sports fans, Age: 18-34	5%	(9)	16%	(29)	24%	(45)	56%	(104)	187
Sports fans, Age: 35-44	4%	(5)	22%	(34)	27%	(41)	47%	(70)	150
Sports fans, Age: 45-64	1%	(2)	16%	(37)	21%	(50)	62%	(147)	236
Sports fans, Age: 65+	—	(0)	1%	(1)	26%	(28)	73%	(78)	107
Movie studios should diversify teams	2%	(16)	12%	(85)	18%	(128)	68%	(485)	713
Movie studios should diversify stories	2%	(14)	13%	(85)	19%	(120)	66%	(417)	635
Concerned about Covid	2%	(15)	11%	(98)	17%	(159)	70%	(641)	913
No experience with Covid	2%	(10)	10%	(51)	16%	(85)	72%	(372)	518
Health care major factor for election	2%	(14)	11%	(77)	18%	(129)	69%	(488)	708
Social media users	2%	(19)	11%	(101)	18%	(170)	69%	(660)	951
WhatsApp users	2%	(8)	18%	(62)	22%	(77)	58%	(204)	352
WeChat users	1%	(2)	15%	(25)	23%	(39)	61%	(106)	173
Social media news source at least once a week	3%	(17)	13%	(88)	19%	(127)	65%	(425)	657

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

**Table MCFE7\_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
Asian Adults	3%	(26)	11%	(114)	17%	(174)	69%	(686)	1000
Gender: Male	4%	(21)	13%	(59)	18%	(83)	65%	(307)	470
Gender: Female	1%	(6)	10%	(55)	17%	(91)	71%	(378)	530
Age: 18-34	5%	(16)	11%	(37)	14%	(45)	69%	(222)	320
Age: 35-44	4%	(7)	19%	(35)	24%	(45)	53%	(99)	186
Age: 45-64	1%	(4)	12%	(40)	16%	(55)	70%	(236)	335
Age: 65+	—	(0)	1%	(2)	18%	(29)	81%	(128)	158
GenZers: 1997-2012	5%	(7)	12%	(16)	11%	(16)	72%	(103)	142
Millennials: 1981-1996	5%	(13)	15%	(44)	20%	(57)	60%	(172)	286
GenXers: 1965-1980	2%	(6)	14%	(40)	19%	(54)	66%	(190)	289
Baby Boomers: 1946-1964	—	(1)	5%	(13)	18%	(46)	76%	(195)	255
PID: Dem (no lean)	2%	(10)	13%	(52)	18%	(73)	67%	(268)	402
PID: Ind (no lean)	3%	(11)	9%	(35)	15%	(54)	73%	(269)	368
PID: Rep (no lean)	3%	(6)	12%	(28)	21%	(47)	65%	(149)	230
PID/Gender: Dem Men	3%	(5)	17%	(28)	18%	(30)	63%	(104)	167
PID/Gender: Dem Women	2%	(5)	10%	(24)	18%	(43)	69%	(163)	235
PID/Gender: Ind Men	6%	(11)	11%	(20)	16%	(28)	67%	(117)	176
PID/Gender: Ind Women	—	(0)	8%	(15)	13%	(25)	79%	(152)	193
PID/Gender: Rep Men	4%	(5)	9%	(12)	20%	(25)	68%	(86)	128
PID/Gender: Rep Women	1%	(1)	16%	(16)	22%	(22)	61%	(62)	102
Ideo: Liberal (1-3)	3%	(8)	13%	(39)	18%	(56)	66%	(201)	304
Ideo: Moderate (4)	2%	(8)	12%	(44)	20%	(74)	66%	(245)	372
Ideo: Conservative (5-7)	3%	(7)	10%	(25)	14%	(35)	72%	(175)	241
Educ: < College	3%	(12)	7%	(28)	15%	(65)	75%	(315)	420
Educ: Bachelors degree	2%	(6)	14%	(46)	19%	(63)	65%	(216)	330
Educ: Post-grad	3%	(8)	16%	(40)	19%	(46)	62%	(155)	250
Income: Under 50k	3%	(13)	7%	(27)	19%	(80)	71%	(293)	412
Income: 50k-100k	2%	(7)	18%	(54)	16%	(47)	64%	(195)	303
Income: 100k+	2%	(7)	12%	(33)	16%	(47)	70%	(198)	284
Ethnicity: Other	3%	(26)	11%	(114)	17%	(174)	69%	(686)	1000

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**Table MCFE7\_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
Asian Adults	3%	(26)	11%	(114)	17%	(174)	69%	(686)	1000
All Christian	4%	(12)	14%	(44)	21%	(67)	61%	(195)	317
All Non-Christian	1%	(3)	13%	(31)	18%	(44)	67%	(160)	239
Atheist	2%	(1)	12%	(8)	8%	(5)	78%	(52)	67
Agnostic/Nothing in particular	2%	(6)	8%	(23)	14%	(40)	76%	(218)	288
Something Else	3%	(3)	8%	(8)	20%	(18)	68%	(61)	90
Religious Non-Protestant/Catholic	1%	(3)	14%	(34)	18%	(44)	67%	(163)	244
Evangelical	5%	(8)	9%	(14)	21%	(31)	64%	(95)	148
Non-Evangelical	3%	(7)	13%	(33)	21%	(54)	63%	(158)	252
Community: Urban	3%	(11)	15%	(51)	20%	(65)	61%	(202)	329
Community: Suburban	3%	(15)	10%	(59)	16%	(95)	71%	(422)	591
Community: Rural	—	(0)	5%	(4)	18%	(14)	77%	(61)	79
Employ: Private Sector	4%	(15)	17%	(63)	21%	(81)	58%	(221)	380
Employ: Government	8%	(4)	10%	(6)	12%	(7)	70%	(40)	57
Employ: Self-Employed	2%	(2)	14%	(11)	20%	(16)	63%	(50)	80
Employ: Homemaker	—	(0)	14%	(11)	22%	(18)	64%	(51)	80
Employ: Student	—	(0)	13%	(12)	12%	(12)	75%	(70)	93
Employ: Retired	—	(0)	2%	(3)	16%	(25)	83%	(132)	159
Employ: Unemployed	4%	(6)	3%	(4)	8%	(11)	84%	(110)	131
Military HH: Yes	—	(0)	8%	(5)	11%	(7)	81%	(55)	68
Military HH: No	3%	(26)	12%	(109)	18%	(167)	68%	(630)	932
RD/WT: Right Direction	4%	(9)	14%	(30)	19%	(42)	63%	(137)	218
RD/WT: Wrong Track	2%	(17)	11%	(84)	17%	(132)	70%	(549)	782
Trump Job Approve	6%	(14)	11%	(26)	19%	(46)	64%	(155)	241
Trump Job Disapprove	2%	(12)	12%	(82)	17%	(121)	69%	(489)	705
Trump Job Strongly Approve	6%	(7)	14%	(15)	19%	(21)	61%	(69)	112
Trump Job Somewhat Approve	5%	(7)	8%	(11)	20%	(26)	67%	(87)	130
Trump Job Somewhat Disapprove	1%	(2)	11%	(22)	23%	(45)	64%	(126)	196
Trump Job Strongly Disapprove	2%	(10)	12%	(60)	15%	(76)	71%	(363)	509
Favorable of Trump	5%	(13)	12%	(30)	18%	(47)	65%	(166)	256
Unfavorable of Trump	2%	(12)	11%	(78)	18%	(124)	69%	(473)	687

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**Table MCFE7\_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
Asian Adults	3%	(26)	11%	(114)	17%	(174)	69%	(686)	1000
Very Favorable of Trump	9%	(10)	11%	(12)	16%	(18)	64%	(73)	113
Somewhat Favorable of Trump	2%	(3)	12%	(18)	20%	(29)	65%	(93)	142
Somewhat Unfavorable of Trump	—	(1)	12%	(18)	28%	(41)	59%	(87)	146
Very Unfavorable of Trump	2%	(11)	11%	(61)	15%	(83)	71%	(386)	540
#1 Issue: Economy	3%	(13)	13%	(52)	19%	(76)	65%	(263)	404
#1 Issue: Security	8%	(5)	12%	(8)	17%	(11)	63%	(42)	66
#1 Issue: Health Care	1%	(2)	13%	(35)	18%	(47)	68%	(180)	264
#1 Issue: Medicare / Social Security	—	(0)	2%	(1)	18%	(14)	80%	(64)	80
#1 Issue: Women's Issues	2%	(1)	12%	(6)	8%	(4)	78%	(40)	51
#1 Issue: Other	2%	(1)	4%	(3)	15%	(10)	78%	(49)	63
2018 House Vote: Democrat	2%	(8)	14%	(48)	18%	(59)	66%	(218)	333
2018 House Vote: Republican	2%	(2)	14%	(21)	19%	(28)	66%	(100)	152
2016 Vote: Hillary Clinton	2%	(7)	12%	(40)	18%	(61)	68%	(228)	337
2016 Vote: Donald Trump	2%	(3)	14%	(25)	17%	(30)	68%	(119)	176
2016 Vote: Didn't Vote	4%	(17)	10%	(45)	17%	(77)	69%	(315)	454
Voted in 2014: Yes	2%	(9)	14%	(58)	17%	(71)	67%	(276)	415
Voted in 2014: No	3%	(17)	10%	(57)	18%	(103)	70%	(409)	585
2012 Vote: Barack Obama	2%	(6)	12%	(42)	18%	(60)	68%	(227)	335
2012 Vote: Mitt Romney	1%	(2)	13%	(15)	15%	(17)	71%	(84)	118
2012 Vote: Didn't Vote	3%	(18)	10%	(53)	18%	(94)	68%	(359)	525
4-Region: Northeast	4%	(7)	14%	(27)	17%	(34)	66%	(131)	199
4-Region: Midwest	—	(1)	11%	(14)	18%	(23)	71%	(91)	128
4-Region: South	5%	(11)	11%	(24)	24%	(55)	61%	(138)	229
4-Region: West	2%	(8)	11%	(49)	14%	(62)	73%	(326)	445

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**Table MCFE7\_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
Asian Adults	3%	(26)	11%	(114)	17%	(174)	69%	(686)	1000
Chinese	2%	(5)	12%	(42)	16%	(56)	70%	(238)	341
Filipino	5%	(7)	10%	(13)	18%	(24)	68%	(93)	138
Indian	9%	(9)	18%	(19)	17%	(18)	56%	(58)	104
Vietnamese	—	(0)	16%	(12)	27%	(21)	56%	(42)	75
Korean	1%	(1)	11%	(10)	25%	(23)	63%	(58)	92
Japanese	—	(0)	7%	(9)	10%	(13)	83%	(112)	135
Other Asian	3%	(4)	8%	(9)	16%	(18)	73%	(82)	112
Speaks only English at home	2%	(10)	11%	(59)	17%	(97)	70%	(392)	558
Speaks mostly English at home	5%	(13)	11%	(28)	19%	(48)	65%	(164)	253
Speaks both English and other language at home	4%	(4)	14%	(14)	19%	(18)	63%	(62)	98
Speaks mostly other language at home	—	(0)	15%	(12)	9%	(7)	76%	(58)	77
Trump supporter	5%	(12)	11%	(25)	19%	(43)	65%	(150)	229
Biden supporter	2%	(12)	12%	(73)	18%	(108)	68%	(403)	595
Sports fans	3%	(23)	16%	(110)	23%	(159)	57%	(387)	679
Avid sports fans	9%	(18)	24%	(45)	21%	(40)	46%	(86)	190
Sports fans, Age: 18-34	7%	(12)	18%	(34)	21%	(39)	54%	(101)	187
Sports fans, Age: 35-44	5%	(7)	23%	(35)	28%	(42)	44%	(66)	150
Sports fans, Age: 45-64	2%	(4)	17%	(40)	21%	(50)	60%	(142)	236
Sports fans, Age: 65+	—	(0)	2%	(2)	26%	(27)	73%	(78)	107
Movie studios should diversify teams	3%	(23)	13%	(91)	18%	(130)	66%	(470)	713
Movie studios should diversify stories	3%	(20)	14%	(88)	19%	(121)	64%	(406)	635
Concerned about Covid	2%	(22)	11%	(105)	18%	(160)	69%	(626)	913
No experience with Covid	2%	(10)	11%	(56)	18%	(93)	69%	(359)	518
Health care major factor for election	3%	(21)	10%	(74)	19%	(133)	68%	(479)	708
Social media users	3%	(26)	12%	(112)	18%	(168)	68%	(645)	951
WhatsApp users	5%	(16)	18%	(63)	20%	(72)	57%	(200)	352
WeChat users	2%	(3)	17%	(30)	20%	(35)	61%	(105)	173
Social media news source at least once a week	4%	(23)	15%	(97)	19%	(125)	63%	(411)	657

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



**Table MCFE7\_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
Asian Adults	7%	(68)	25%	(247)	14%	(136)	55%	(550)	1000
Gender: Male	10%	(46)	25%	(116)	14%	(66)	52%	(242)	470
Gender: Female	4%	(21)	25%	(131)	13%	(70)	58%	(308)	530
Age: 18-34	8%	(26)	22%	(72)	12%	(38)	58%	(184)	320
Age: 35-44	9%	(17)	37%	(68)	14%	(25)	41%	(76)	186
Age: 45-64	7%	(23)	21%	(71)	15%	(49)	57%	(193)	335
Age: 65+	1%	(2)	23%	(36)	15%	(23)	61%	(97)	158
GenZers: 1997-2012	6%	(8)	21%	(30)	9%	(12)	65%	(92)	142
Millennials: 1981-1996	10%	(29)	25%	(73)	16%	(47)	48%	(137)	286
GenXers: 1965-1980	6%	(19)	29%	(85)	13%	(37)	51%	(149)	289
Baby Boomers: 1946-1964	4%	(11)	20%	(52)	15%	(37)	61%	(155)	255
PID: Dem (no lean)	7%	(28)	26%	(103)	15%	(60)	53%	(211)	402
PID: Ind (no lean)	5%	(17)	21%	(78)	13%	(49)	61%	(224)	368
PID: Rep (no lean)	10%	(23)	28%	(65)	12%	(27)	50%	(115)	230
PID/Gender: Dem Men	11%	(18)	24%	(41)	14%	(23)	51%	(85)	167
PID/Gender: Dem Women	4%	(10)	26%	(62)	16%	(37)	54%	(126)	235
PID/Gender: Ind Men	8%	(15)	24%	(42)	15%	(26)	53%	(94)	176
PID/Gender: Ind Women	1%	(2)	19%	(37)	12%	(23)	68%	(130)	193
PID/Gender: Rep Men	11%	(14)	26%	(33)	14%	(17)	50%	(64)	128
PID/Gender: Rep Women	9%	(9)	31%	(32)	10%	(10)	50%	(51)	102
Ideo: Liberal (1-3)	8%	(25)	26%	(80)	13%	(40)	52%	(160)	304
Ideo: Moderate (4)	6%	(22)	28%	(103)	12%	(46)	54%	(201)	372
Ideo: Conservative (5-7)	7%	(17)	24%	(58)	17%	(41)	52%	(125)	241
Educ: < College	5%	(23)	23%	(98)	9%	(37)	62%	(262)	420
Educ: Bachelors degree	6%	(20)	27%	(90)	16%	(53)	50%	(166)	330
Educ: Post-grad	10%	(24)	23%	(59)	18%	(45)	49%	(122)	250
Income: Under 50k	5%	(19)	26%	(106)	11%	(44)	59%	(244)	412
Income: 50k-100k	10%	(29)	24%	(74)	14%	(43)	52%	(157)	303
Income: 100k+	7%	(20)	24%	(67)	17%	(49)	52%	(149)	284
Ethnicity: Other	7%	(68)	25%	(247)	14%	(136)	55%	(550)	1000

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**Table MCFE7\_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
Asian Adults	7%	(68)	25%	(247)	14%	(136)	55%	(550)	1000
All Christian	8%	(26)	31%	(98)	14%	(44)	47%	(149)	317
All Non-Christian	8%	(19)	27%	(64)	12%	(29)	54%	(128)	239
Atheist	9%	(6)	12%	(8)	10%	(6)	70%	(46)	67
Agnostic/Nothing in particular	5%	(15)	17%	(50)	15%	(44)	62%	(179)	288
Something Else	3%	(2)	30%	(27)	14%	(13)	53%	(47)	90
Religious Non-Protestant/Catholic	8%	(19)	27%	(66)	12%	(29)	53%	(130)	244
Evangelical	6%	(8)	27%	(40)	17%	(26)	50%	(74)	148
Non-Evangelical	8%	(19)	32%	(82)	12%	(30)	48%	(121)	252
Community: Urban	11%	(36)	28%	(93)	14%	(47)	47%	(153)	329
Community: Suburban	5%	(29)	22%	(129)	14%	(81)	60%	(353)	591
Community: Rural	4%	(3)	31%	(25)	10%	(8)	56%	(44)	79
Employ: Private Sector	11%	(44)	30%	(113)	16%	(61)	43%	(162)	380
Employ: Government	16%	(9)	17%	(10)	10%	(6)	57%	(32)	57
Employ: Self-Employed	2%	(1)	28%	(23)	11%	(9)	59%	(47)	80
Employ: Homemaker	6%	(5)	29%	(24)	15%	(12)	50%	(40)	80
Employ: Student	2%	(2)	22%	(20)	11%	(10)	65%	(61)	93
Employ: Retired	1%	(1)	20%	(31)	12%	(19)	68%	(108)	159
Employ: Unemployed	4%	(5)	16%	(21)	12%	(16)	68%	(89)	131
Military HH: Yes	4%	(3)	24%	(16)	7%	(5)	65%	(44)	68
Military HH: No	7%	(65)	25%	(231)	14%	(131)	54%	(506)	932
RD/WT: Right Direction	10%	(22)	32%	(71)	11%	(25)	46%	(101)	218
RD/WT: Wrong Track	6%	(46)	23%	(176)	14%	(111)	57%	(449)	782
Trump Job Approve	11%	(25)	30%	(73)	12%	(28)	48%	(115)	241
Trump Job Disapprove	6%	(42)	23%	(164)	15%	(104)	56%	(395)	705
Trump Job Strongly Approve	14%	(15)	33%	(37)	11%	(12)	42%	(47)	112
Trump Job Somewhat Approve	8%	(10)	28%	(36)	12%	(16)	52%	(67)	130
Trump Job Somewhat Disapprove	5%	(9)	25%	(48)	21%	(40)	50%	(99)	196
Trump Job Strongly Disapprove	6%	(33)	23%	(116)	13%	(64)	58%	(296)	509
Favorable of Trump	10%	(26)	30%	(76)	12%	(30)	49%	(124)	256
Unfavorable of Trump	6%	(41)	24%	(162)	15%	(101)	56%	(382)	687

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**Table MCFE7\_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
Asian Adults	7%	(68)	25%	(247)	14%	(136)	55%	(550)	1000
Very Favorable of Trump	16%	(18)	30%	(34)	10%	(11)	45%	(51)	113
Somewhat Favorable of Trump	6%	(8)	29%	(42)	14%	(19)	52%	(73)	142
Somewhat Unfavorable of Trump	4%	(7)	28%	(41)	21%	(31)	46%	(68)	146
Very Unfavorable of Trump	6%	(35)	22%	(121)	13%	(70)	58%	(315)	540
#1 Issue: Economy	8%	(33)	26%	(107)	16%	(65)	49%	(198)	404
#1 Issue: Security	10%	(6)	30%	(20)	6%	(4)	55%	(36)	66
#1 Issue: Health Care	6%	(15)	26%	(68)	14%	(38)	54%	(143)	264
#1 Issue: Medicare / Social Security	1%	(1)	23%	(18)	10%	(8)	66%	(53)	80
#1 Issue: Women's Issues	2%	(1)	24%	(12)	1%	(1)	73%	(37)	51
#1 Issue: Other	5%	(3)	15%	(10)	11%	(7)	69%	(43)	63
2018 House Vote: Democrat	10%	(32)	26%	(86)	13%	(43)	52%	(173)	333
2018 House Vote: Republican	12%	(18)	26%	(39)	17%	(26)	45%	(69)	152
2016 Vote: Hillary Clinton	9%	(30)	25%	(84)	14%	(46)	53%	(177)	337
2016 Vote: Donald Trump	9%	(16)	25%	(44)	17%	(31)	48%	(84)	176
2016 Vote: Didn't Vote	4%	(20)	24%	(109)	13%	(58)	59%	(267)	454
Voted in 2014: Yes	10%	(40)	27%	(111)	13%	(52)	51%	(211)	415
Voted in 2014: No	5%	(28)	23%	(136)	14%	(83)	58%	(339)	585
2012 Vote: Barack Obama	9%	(32)	25%	(85)	13%	(44)	52%	(175)	335
2012 Vote: Mitt Romney	8%	(9)	25%	(30)	17%	(21)	50%	(59)	118
2012 Vote: Didn't Vote	5%	(26)	24%	(127)	13%	(70)	57%	(301)	525
4-Region: Northeast	7%	(15)	23%	(46)	16%	(31)	53%	(106)	199
4-Region: Midwest	5%	(7)	27%	(34)	14%	(17)	55%	(70)	128
4-Region: South	6%	(13)	29%	(67)	17%	(39)	48%	(110)	229
4-Region: West	7%	(33)	22%	(100)	11%	(48)	59%	(264)	445

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**Table MCFE7\_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
Asian Adults	7%	(68)	25%	(247)	14%	(136)	55%	(550)	1000
Chinese	6%	(19)	23%	(78)	16%	(53)	56%	(190)	341
Filipino	10%	(14)	25%	(34)	9%	(13)	56%	(77)	138
Indian	19%	(20)	26%	(27)	17%	(18)	38%	(40)	104
Vietnamese	11%	(8)	24%	(18)	16%	(12)	49%	(37)	75
Korean	4%	(3)	28%	(26)	17%	(16)	51%	(47)	92
Japanese	—	(0)	18%	(24)	11%	(15)	71%	(95)	135
Other Asian	3%	(3)	35%	(39)	8%	(9)	54%	(61)	112
Speaks only English at home	6%	(32)	25%	(139)	13%	(73)	56%	(314)	558
Speaks mostly English at home	10%	(24)	25%	(64)	14%	(35)	51%	(129)	253
Speaks both English and other language at home	11%	(10)	26%	(26)	13%	(13)	50%	(49)	98
Speaks mostly other language at home	1%	(1)	17%	(13)	13%	(10)	70%	(53)	77
Trump supporter	9%	(21)	29%	(67)	13%	(29)	49%	(112)	229
Biden supporter	7%	(40)	26%	(153)	13%	(78)	55%	(325)	595
Sports fans	9%	(63)	34%	(231)	18%	(122)	39%	(263)	679
Avid sports fans	19%	(36)	35%	(65)	13%	(25)	33%	(63)	190
Sports fans, Age: 18-34	12%	(23)	35%	(64)	17%	(32)	36%	(67)	187
Sports fans, Age: 35-44	11%	(17)	44%	(66)	15%	(23)	30%	(44)	150
Sports fans, Age: 45-64	9%	(22)	29%	(68)	19%	(44)	43%	(101)	236
Sports fans, Age: 65+	2%	(2)	30%	(32)	21%	(22)	47%	(50)	107
Movie studios should diversify teams	8%	(60)	26%	(186)	15%	(105)	51%	(362)	713
Movie studios should diversify stories	9%	(55)	28%	(177)	14%	(89)	49%	(314)	635
Concerned about Covid	7%	(63)	25%	(230)	14%	(125)	54%	(496)	913
No experience with Covid	6%	(31)	24%	(125)	12%	(64)	58%	(298)	518
Health care major factor for election	8%	(54)	26%	(184)	13%	(89)	54%	(381)	708
Social media users	7%	(68)	25%	(242)	13%	(127)	54%	(514)	951
WhatsApp users	10%	(35)	32%	(112)	17%	(58)	42%	(146)	352
WeChat users	6%	(10)	34%	(58)	17%	(30)	44%	(75)	173
Social media news source at least once a week	9%	(61)	29%	(191)	14%	(92)	48%	(314)	657

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

**Table MCFE7\_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
Asian Adults	3%	(35)	13%	(131)	17%	(167)	67%	(668)	1000
Gender: Male	5%	(22)	14%	(67)	18%	(85)	63%	(297)	470
Gender: Female	2%	(13)	12%	(64)	15%	(82)	70%	(371)	530
Age: 18-34	6%	(20)	12%	(38)	14%	(44)	68%	(217)	320
Age: 35-44	2%	(3)	22%	(42)	25%	(46)	51%	(95)	186
Age: 45-64	3%	(10)	12%	(39)	15%	(49)	71%	(236)	335
Age: 65+	1%	(1)	7%	(12)	17%	(27)	75%	(119)	158
GenZers: 1997-2012	8%	(11)	9%	(13)	9%	(13)	73%	(104)	142
Millennials: 1981-1996	4%	(12)	18%	(50)	20%	(57)	58%	(166)	286
GenXers: 1965-1980	3%	(8)	16%	(45)	18%	(51)	64%	(185)	289
Baby Boomers: 1946-1964	1%	(3)	8%	(20)	16%	(41)	75%	(191)	255
PID: Dem (no lean)	3%	(14)	13%	(53)	18%	(71)	66%	(263)	402
PID: Ind (no lean)	3%	(12)	11%	(40)	16%	(58)	70%	(258)	368
PID: Rep (no lean)	4%	(9)	16%	(37)	16%	(37)	64%	(147)	230
PID/Gender: Dem Men	3%	(5)	17%	(29)	17%	(28)	63%	(105)	167
PID/Gender: Dem Women	4%	(8)	11%	(25)	19%	(44)	67%	(158)	235
PID/Gender: Ind Men	6%	(11)	12%	(21)	21%	(36)	61%	(108)	176
PID/Gender: Ind Women	1%	(2)	10%	(19)	12%	(22)	78%	(150)	193
PID/Gender: Rep Men	5%	(6)	13%	(17)	17%	(21)	66%	(84)	128
PID/Gender: Rep Women	3%	(3)	20%	(21)	15%	(16)	62%	(63)	102
Ideo: Liberal (1-3)	3%	(10)	12%	(37)	18%	(55)	67%	(203)	304
Ideo: Moderate (4)	3%	(10)	16%	(59)	18%	(66)	64%	(237)	372
Ideo: Conservative (5-7)	4%	(11)	13%	(31)	14%	(34)	69%	(166)	241
Educ: < College	3%	(14)	11%	(46)	14%	(60)	71%	(300)	420
Educ: Bachelors degree	3%	(9)	15%	(49)	17%	(54)	66%	(218)	330
Educ: Post-grad	5%	(12)	14%	(35)	21%	(52)	60%	(150)	250
Income: Under 50k	3%	(13)	11%	(45)	18%	(73)	68%	(282)	412
Income: 50k-100k	4%	(11)	18%	(55)	17%	(50)	62%	(187)	303
Income: 100k+	4%	(10)	11%	(31)	15%	(44)	70%	(199)	284
Ethnicity: Other	3%	(35)	13%	(131)	17%	(167)	67%	(668)	1000

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**Table MCFE7\_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
Asian Adults	3%	(35)	13%	(131)	17%	(167)	67%	(668)	1000
All Christian	4%	(13)	18%	(58)	17%	(54)	61%	(193)	317
All Non-Christian	4%	(10)	13%	(31)	21%	(50)	62%	(148)	239
Atheist	2%	(2)	14%	(10)	7%	(4)	77%	(51)	67
Agnostic/Nothing in particular	2%	(7)	9%	(25)	15%	(44)	74%	(213)	288
Something Else	4%	(3)	9%	(8)	17%	(15)	71%	(64)	90
Religious Non-Protestant/Catholic	5%	(12)	13%	(32)	20%	(50)	62%	(151)	244
Evangelical	3%	(5)	14%	(20)	20%	(29)	63%	(94)	148
Non-Evangelical	4%	(10)	17%	(43)	16%	(40)	63%	(160)	252
Community: Urban	6%	(18)	17%	(55)	18%	(58)	60%	(198)	329
Community: Suburban	3%	(15)	11%	(66)	16%	(97)	70%	(413)	591
Community: Rural	2%	(1)	11%	(9)	15%	(12)	72%	(57)	79
Employ: Private Sector	5%	(19)	17%	(64)	21%	(80)	57%	(216)	380
Employ: Government	10%	(6)	8%	(5)	13%	(7)	69%	(39)	57
Employ: Self-Employed	2%	(1)	21%	(17)	18%	(15)	59%	(47)	80
Employ: Homemaker	1%	(1)	20%	(16)	17%	(14)	61%	(49)	80
Employ: Student	1%	(1)	12%	(11)	11%	(10)	76%	(71)	93
Employ: Retired	1%	(1)	7%	(11)	14%	(22)	78%	(125)	159
Employ: Unemployed	4%	(6)	3%	(4)	10%	(13)	83%	(109)	131
Military HH: Yes	3%	(2)	9%	(6)	8%	(5)	80%	(55)	68
Military HH: No	3%	(32)	13%	(125)	17%	(162)	66%	(613)	932
RD/WT: Right Direction	6%	(14)	15%	(32)	18%	(39)	61%	(133)	218
RD/WT: Wrong Track	3%	(21)	13%	(98)	16%	(128)	68%	(535)	782
Trump Job Approve	6%	(14)	16%	(38)	17%	(40)	62%	(149)	241
Trump Job Disapprove	3%	(19)	12%	(87)	17%	(121)	68%	(478)	705
Trump Job Strongly Approve	8%	(9)	20%	(22)	15%	(17)	58%	(64)	112
Trump Job Somewhat Approve	4%	(6)	12%	(16)	18%	(24)	65%	(84)	130
Trump Job Somewhat Disapprove	2%	(4)	14%	(27)	23%	(45)	61%	(120)	196
Trump Job Strongly Disapprove	3%	(15)	12%	(60)	15%	(76)	70%	(358)	509
Favorable of Trump	6%	(15)	17%	(44)	16%	(42)	61%	(156)	256
Unfavorable of Trump	3%	(18)	12%	(80)	18%	(121)	68%	(467)	687

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**Table MCFE7\_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
Asian Adults	3%	(35)	13%	(131)	17%	(167)	67%	(668)	1000
Very Favorable of Trump	10%	(11)	15%	(17)	15%	(17)	60%	(68)	113
Somewhat Favorable of Trump	3%	(4)	19%	(26)	17%	(24)	62%	(88)	142
Somewhat Unfavorable of Trump	2%	(2)	11%	(16)	28%	(41)	59%	(87)	146
Very Unfavorable of Trump	3%	(15)	12%	(64)	15%	(80)	70%	(381)	540
#1 Issue: Economy	5%	(18)	15%	(61)	18%	(72)	62%	(252)	404
#1 Issue: Security	7%	(4)	17%	(11)	11%	(8)	65%	(43)	66
#1 Issue: Health Care	2%	(5)	12%	(33)	18%	(48)	68%	(179)	264
#1 Issue: Medicare / Social Security	—	(0)	2%	(2)	23%	(18)	74%	(59)	80
#1 Issue: Women's Issues	1%	(1)	18%	(9)	5%	(3)	75%	(38)	51
#1 Issue: Other	3%	(2)	6%	(3)	14%	(9)	77%	(49)	63
2018 House Vote: Democrat	4%	(13)	13%	(44)	16%	(54)	67%	(222)	333
2018 House Vote: Republican	2%	(3)	22%	(33)	14%	(21)	62%	(95)	152
2016 Vote: Hillary Clinton	3%	(9)	13%	(45)	16%	(54)	68%	(228)	337
2016 Vote: Donald Trump	3%	(4)	20%	(35)	13%	(23)	64%	(112)	176
2016 Vote: Didn't Vote	4%	(20)	10%	(46)	18%	(83)	67%	(304)	454
Voted in 2014: Yes	3%	(13)	16%	(67)	15%	(61)	66%	(273)	415
Voted in 2014: No	4%	(22)	11%	(64)	18%	(105)	67%	(395)	585
2012 Vote: Barack Obama	2%	(8)	12%	(41)	16%	(55)	69%	(231)	335
2012 Vote: Mitt Romney	2%	(2)	19%	(23)	13%	(15)	66%	(78)	118
2012 Vote: Didn't Vote	5%	(24)	12%	(62)	18%	(95)	65%	(344)	525
4-Region: Northeast	5%	(9)	17%	(33)	16%	(31)	63%	(125)	199
4-Region: Midwest	2%	(3)	12%	(16)	19%	(25)	66%	(85)	128
4-Region: South	4%	(8)	16%	(37)	21%	(48)	59%	(135)	229
4-Region: West	3%	(14)	10%	(45)	14%	(63)	73%	(323)	445

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**Table MCFE7\_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
Asian Adults	3%	(35)	13%	(131)	17%	(167)	67%	(668)	1000
Chinese	2%	(7)	14%	(47)	17%	(58)	67%	(229)	341
Filipino	5%	(7)	12%	(17)	11%	(16)	72%	(99)	138
Indian	10%	(10)	20%	(21)	21%	(22)	49%	(51)	104
Vietnamese	—	(0)	24%	(18)	20%	(15)	56%	(42)	75
Korean	1%	(1)	16%	(15)	21%	(19)	62%	(56)	92
Japanese	3%	(4)	4%	(6)	10%	(14)	82%	(111)	135
Other Asian	5%	(6)	7%	(7)	20%	(23)	68%	(76)	112
Speaks only English at home	3%	(17)	12%	(65)	16%	(88)	70%	(388)	558
Speaks mostly English at home	4%	(10)	15%	(37)	17%	(44)	64%	(162)	253
Speaks both English and other language at home	6%	(5)	16%	(15)	20%	(20)	59%	(58)	98
Speaks mostly other language at home	2%	(2)	15%	(11)	11%	(9)	72%	(55)	77
Trump supporter	5%	(11)	15%	(35)	19%	(43)	61%	(141)	229
Biden supporter	3%	(17)	13%	(76)	17%	(102)	67%	(399)	595
Sports fans	5%	(31)	19%	(128)	23%	(154)	54%	(366)	679
Avid sports fans	10%	(20)	25%	(47)	20%	(37)	45%	(85)	190
Sports fans, Age: 18-34	9%	(17)	20%	(37)	21%	(39)	50%	(94)	187
Sports fans, Age: 35-44	2%	(3)	27%	(41)	29%	(44)	41%	(62)	150
Sports fans, Age: 45-64	4%	(10)	16%	(38)	19%	(45)	60%	(142)	236
Sports fans, Age: 65+	1%	(1)	11%	(12)	24%	(26)	64%	(69)	107
Movie studios should diversify teams	4%	(26)	15%	(105)	16%	(118)	65%	(465)	713
Movie studios should diversify stories	3%	(21)	16%	(101)	17%	(110)	63%	(402)	635
Concerned about Covid	3%	(30)	13%	(123)	17%	(151)	67%	(609)	913
No experience with Covid	4%	(19)	13%	(66)	16%	(83)	68%	(350)	518
Health care major factor for election	4%	(26)	12%	(87)	18%	(124)	67%	(471)	708
Social media users	4%	(34)	13%	(128)	17%	(162)	66%	(627)	951
WhatsApp users	7%	(24)	21%	(72)	20%	(69)	53%	(187)	352
WeChat users	4%	(8)	20%	(35)	18%	(32)	57%	(98)	173
Social media news source at least once a week	4%	(28)	17%	(109)	18%	(121)	61%	(398)	657

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



**Table MCFE10:** *Now on another topic...Have you seen any new films recently that depict Asian culture in some way?*

Demographic	Yes		No		Total N
Asian Adults	42%	(419)	58%	(581)	1000
Gender: Male	42%	(196)	58%	(274)	470
Gender: Female	42%	(223)	58%	(307)	530
Age: 18-34	52%	(165)	48%	(155)	320
Age: 35-44	43%	(81)	57%	(106)	186
Age: 45-64	36%	(121)	64%	(214)	335
Age: 65+	32%	(51)	68%	(107)	158
GenZers: 1997-2012	58%	(83)	42%	(59)	142
Millennials: 1981-1996	45%	(129)	55%	(156)	286
GenXers: 1965-1980	38%	(111)	62%	(179)	289
Baby Boomers: 1946-1964	35%	(90)	65%	(165)	255
PID: Dem (no lean)	45%	(182)	55%	(219)	402
PID: Ind (no lean)	40%	(147)	60%	(221)	368
PID: Rep (no lean)	39%	(89)	61%	(141)	230
PID/Gender: Dem Men	45%	(74)	55%	(92)	167
PID/Gender: Dem Women	46%	(108)	54%	(127)	235
PID/Gender: Ind Men	41%	(71)	59%	(104)	176
PID/Gender: Ind Women	39%	(76)	61%	(117)	193
PID/Gender: Rep Men	40%	(51)	60%	(77)	128
PID/Gender: Rep Women	38%	(39)	62%	(63)	102
Ideo: Liberal (1-3)	45%	(137)	55%	(167)	304
Ideo: Moderate (4)	40%	(151)	60%	(221)	372
Ideo: Conservative (5-7)	41%	(99)	59%	(143)	241
Educ: < College	36%	(153)	64%	(267)	420
Educ: Bachelors degree	42%	(138)	58%	(192)	330
Educ: Post-grad	51%	(128)	49%	(122)	250
Income: Under 50k	36%	(148)	64%	(264)	412
Income: 50k-100k	44%	(133)	56%	(171)	303
Income: 100k+	48%	(137)	52%	(147)	284
Ethnicity: Other	42%	(419)	58%	(581)	1000

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**Table MCFE10:** *Now on another topic...Have you seen any new films recently that depict Asian culture in some way?*

Demographic	Yes		No		Total N
Asian Adults	42%	(419)	58%	(581)	1000
All Christian	43%	(137)	57%	(180)	317
All Non-Christian	47%	(113)	53%	(126)	239
Atheist	52%	(34)	48%	(32)	67
Agnostic/Nothing in particular	37%	(107)	63%	(181)	288
Something Else	31%	(28)	69%	(62)	90
Religious Non-Protestant/Catholic	47%	(114)	53%	(130)	244
Evangelical	34%	(51)	66%	(97)	148
Non-Evangelical	44%	(111)	56%	(141)	252
Community: Urban	46%	(151)	54%	(178)	329
Community: Suburban	40%	(239)	60%	(352)	591
Community: Rural	36%	(28)	64%	(51)	79
Employ: Private Sector	45%	(171)	55%	(208)	380
Employ: Government	46%	(26)	54%	(31)	57
Employ: Self-Employed	40%	(32)	60%	(48)	80
Employ: Homemaker	28%	(22)	72%	(58)	80
Employ: Student	59%	(54)	41%	(39)	93
Employ: Retired	34%	(54)	66%	(106)	159
Employ: Unemployed	39%	(52)	61%	(79)	131
Military HH: Yes	50%	(34)	50%	(34)	68
Military HH: No	41%	(385)	59%	(547)	932
RD/WT: Right Direction	37%	(81)	63%	(137)	218
RD/WT: Wrong Track	43%	(338)	57%	(445)	782
Trump Job Approve	38%	(93)	62%	(149)	241
Trump Job Disapprove	44%	(313)	56%	(392)	705
Trump Job Strongly Approve	42%	(47)	58%	(64)	112
Trump Job Somewhat Approve	35%	(45)	65%	(84)	130
Trump Job Somewhat Disapprove	44%	(86)	56%	(109)	196
Trump Job Strongly Disapprove	45%	(227)	55%	(282)	509
Favorable of Trump	34%	(86)	66%	(170)	256
Unfavorable of Trump	46%	(313)	54%	(374)	687

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**Table MCFE10:** *Now on another topic...Have you seen any new films recently that depict Asian culture in some way?*

Demographic	Yes		No		Total N
Asian Adults	42%	(419)	58%	(581)	1000
Very Favorable of Trump	46%	(52)	54%	(62)	113
Somewhat Favorable of Trump	24%	(34)	76%	(108)	142
Somewhat Unfavorable of Trump	36%	(53)	64%	(94)	146
Very Unfavorable of Trump	48%	(260)	52%	(280)	540
#1 Issue: Economy	46%	(186)	54%	(218)	404
#1 Issue: Security	41%	(27)	59%	(39)	66
#1 Issue: Health Care	41%	(109)	59%	(154)	264
#1 Issue: Medicare / Social Security	26%	(21)	74%	(59)	80
#1 Issue: Women's Issues	48%	(24)	52%	(27)	51
#1 Issue: Other	32%	(20)	68%	(43)	63
2018 House Vote: Democrat	42%	(140)	58%	(193)	333
2018 House Vote: Republican	37%	(56)	63%	(96)	152
2016 Vote: Hillary Clinton	44%	(149)	56%	(188)	337
2016 Vote: Donald Trump	35%	(62)	65%	(114)	176
2016 Vote: Didn't Vote	42%	(192)	58%	(262)	454
Voted in 2014: Yes	41%	(168)	59%	(246)	415
Voted in 2014: No	43%	(250)	57%	(335)	585
2012 Vote: Barack Obama	43%	(146)	57%	(190)	335
2012 Vote: Mitt Romney	33%	(39)	67%	(79)	118
2012 Vote: Didn't Vote	42%	(221)	58%	(303)	525
4-Region: Northeast	49%	(97)	51%	(102)	199
4-Region: Midwest	47%	(61)	53%	(67)	128
4-Region: South	41%	(93)	59%	(135)	229
4-Region: West	38%	(168)	62%	(277)	445
Chinese	46%	(156)	54%	(184)	341
Filipino	35%	(48)	65%	(90)	138
Indian	55%	(57)	45%	(47)	104
Vietnamese	40%	(30)	60%	(45)	75
Korean	46%	(42)	54%	(50)	92
Japanese	28%	(38)	72%	(97)	135
Other Asian	40%	(45)	60%	(67)	112

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**Table MCFE10:** *Now on another topic...Have you seen any new films recently that depict Asian culture in some way?*

Demographic	Yes	No	Total N
Asian Adults	42% (419)	58% (581)	1000
Speaks only English at home	38% (213)	62% (345)	558
Speaks mostly English at home	45% (114)	55% (138)	253
Speaks both English and other language at home	55% (54)	45% (44)	98
Speaks mostly other language at home	48% (37)	52% (40)	77
Trump supporter	36% (82)	64% (148)	229
Biden supporter	46% (273)	54% (323)	595
Sports fans	43% (291)	57% (388)	679
Avid sports fans	43% (82)	57% (107)	190
Sports fans, Age: 18-34	55% (103)	45% (84)	187
Sports fans, Age: 35-44	44% (66)	56% (84)	150
Sports fans, Age: 45-64	37% (87)	63% (148)	236
Sports fans, Age: 65+	32% (35)	68% (72)	107
Movie studios should diversify teams	49% (349)	51% (364)	713
Movie studios should diversify stories	50% (314)	50% (320)	635
Concerned about Covid	43% (389)	57% (525)	913
No experience with Covid	32% (167)	68% (351)	518
Health care major factor for election	44% (313)	56% (395)	708
Social media users	42% (403)	58% (548)	951
WhatsApp users	53% (186)	47% (166)	352
WeChat users	50% (86)	50% (86)	173
Social media news source at least once a week	48% (318)	52% (339)	657

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

**Table MCFE11:** Which of the following is closest to your opinion, even if neither is exactly right?

Demographic	Hollywood could do a better job depicting Asian culture	Hollywood does a good job depicting Asian culture	Don't know / No opinion	Total N
Asian Adults	64% (640)	13% (128)	23% (232)	1000
Gender: Male	63% (298)	15% (68)	22% (103)	470
Gender: Female	64% (341)	11% (60)	24% (129)	530
Age: 18-34	64% (204)	14% (46)	22% (71)	320
Age: 35-44	65% (120)	14% (26)	22% (40)	186
Age: 45-64	62% (207)	13% (44)	25% (85)	335
Age: 65+	69% (109)	8% (13)	23% (36)	158
GenZers: 1997-2012	59% (84)	14% (20)	26% (37)	142
Millennials: 1981-1996	66% (188)	13% (38)	21% (59)	286
GenXers: 1965-1980	60% (174)	15% (42)	25% (73)	289
Baby Boomers: 1946-1964	70% (177)	10% (25)	21% (53)	255
PID: Dem (no lean)	74% (296)	12% (48)	15% (58)	402
PID: Ind (no lean)	61% (225)	8% (30)	31% (114)	368
PID: Rep (no lean)	52% (119)	22% (51)	26% (60)	230
PID/Gender: Dem Men	73% (121)	12% (20)	15% (25)	167
PID/Gender: Dem Women	74% (175)	12% (27)	14% (34)	235
PID/Gender: Ind Men	60% (105)	11% (19)	29% (52)	176
PID/Gender: Ind Women	62% (120)	6% (11)	32% (62)	193
PID/Gender: Rep Men	56% (72)	23% (29)	21% (27)	128
PID/Gender: Rep Women	46% (47)	21% (22)	33% (34)	102
Ideo: Liberal (1-3)	73% (221)	14% (43)	13% (41)	304
Ideo: Moderate (4)	63% (234)	11% (43)	26% (95)	372
Ideo: Conservative (5-7)	63% (152)	17% (41)	20% (48)	241
Educ: < College	51% (212)	13% (55)	36% (153)	420
Educ: Bachelors degree	72% (237)	12% (41)	16% (52)	330
Educ: Post-grad	76% (190)	13% (33)	11% (27)	250
Income: Under 50k	54% (225)	13% (53)	33% (134)	412
Income: 50k-100k	68% (207)	14% (42)	18% (55)	303
Income: 100k+	73% (208)	12% (33)	15% (43)	284
Ethnicity: Other	64% (640)	13% (128)	23% (232)	1000

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**Table MCFE11:** Which of the following is closest to your opinion, even if neither is exactly right?

Demographic	Hollywood could do a better job depicting Asian culture		Hollywood does a good job depicting Asian culture		Don't know / No opinion		Total N
Asian Adults	64%	(640)	13%	(128)	23%	(232)	1000
All Christian	67%	(214)	15%	(48)	18%	(56)	317
All Non-Christian	59%	(141)	16%	(38)	25%	(60)	239
Atheist	72%	(48)	4%	(3)	23%	(16)	67
Agnostic/Nothing in particular	68%	(197)	8%	(24)	23%	(67)	288
Something Else	45%	(40)	17%	(15)	38%	(34)	90
Religious Non-Protestant/Catholic	59%	(144)	16%	(39)	25%	(61)	244
Evangelical	62%	(91)	12%	(18)	26%	(39)	148
Non-Evangelical	63%	(158)	17%	(43)	20%	(51)	252
Community: Urban	63%	(208)	16%	(54)	21%	(68)	329
Community: Suburban	66%	(388)	11%	(65)	23%	(139)	591
Community: Rural	56%	(44)	12%	(9)	33%	(26)	79
Employ: Private Sector	66%	(251)	14%	(53)	20%	(76)	380
Employ: Government	58%	(33)	16%	(9)	26%	(15)	57
Employ: Self-Employed	60%	(48)	13%	(10)	26%	(21)	80
Employ: Homemaker	47%	(38)	20%	(16)	33%	(26)	80
Employ: Student	65%	(60)	10%	(9)	26%	(24)	93
Employ: Retired	70%	(112)	6%	(10)	24%	(37)	159
Employ: Unemployed	65%	(85)	13%	(17)	23%	(30)	131
Military HH: Yes	61%	(42)	24%	(17)	15%	(10)	68
Military HH: No	64%	(598)	12%	(112)	24%	(222)	932
RD/WT: Right Direction	43%	(94)	26%	(56)	31%	(68)	218
RD/WT: Wrong Track	70%	(546)	9%	(72)	21%	(164)	782
Trump Job Approve	52%	(124)	22%	(53)	27%	(64)	241
Trump Job Disapprove	71%	(503)	10%	(72)	18%	(129)	705
Trump Job Strongly Approve	42%	(47)	33%	(37)	25%	(28)	112
Trump Job Somewhat Approve	60%	(77)	12%	(16)	28%	(37)	130
Trump Job Somewhat Disapprove	61%	(120)	14%	(27)	25%	(49)	196
Trump Job Strongly Disapprove	75%	(383)	9%	(45)	16%	(80)	509
Favorable of Trump	50%	(127)	20%	(51)	30%	(78)	256
Unfavorable of Trump	72%	(493)	10%	(71)	18%	(123)	687

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**Table MCFE11:** Which of the following is closest to your opinion, even if neither is exactly right?

Demographic	Hollywood could do a better job depicting Asian culture		Hollywood does a good job depicting Asian culture		Don't know / No opinion		Total N
Asian Adults	64%	(640)	13%	(128)	23%	(232)	1000
Very Favorable of Trump	45%	(51)	30%	(34)	25%	(28)	113
Somewhat Favorable of Trump	54%	(76)	12%	(17)	35%	(49)	142
Somewhat Unfavorable of Trump	64%	(93)	14%	(20)	22%	(33)	146
Very Unfavorable of Trump	74%	(399)	9%	(51)	17%	(90)	540
#1 Issue: Economy	64%	(260)	16%	(63)	20%	(80)	404
#1 Issue: Security	51%	(34)	24%	(16)	26%	(17)	66
#1 Issue: Health Care	64%	(170)	10%	(27)	25%	(67)	264
#1 Issue: Medicare / Social Security	59%	(47)	6%	(4)	36%	(28)	80
#1 Issue: Women's Issues	73%	(37)	9%	(4)	18%	(9)	51
#1 Issue: Other	64%	(40)	8%	(5)	29%	(18)	63
2018 House Vote: Democrat	75%	(248)	11%	(35)	15%	(49)	333
2018 House Vote: Republican	62%	(95)	19%	(29)	18%	(28)	152
2016 Vote: Hillary Clinton	71%	(239)	12%	(40)	17%	(58)	337
2016 Vote: Donald Trump	61%	(107)	17%	(29)	22%	(39)	176
2016 Vote: Didn't Vote	58%	(265)	13%	(59)	29%	(131)	454
Voted in 2014: Yes	70%	(292)	13%	(52)	17%	(70)	415
Voted in 2014: No	59%	(348)	13%	(76)	28%	(162)	585
2012 Vote: Barack Obama	73%	(245)	11%	(36)	16%	(54)	335
2012 Vote: Mitt Romney	66%	(78)	16%	(19)	19%	(22)	118
2012 Vote: Didn't Vote	57%	(302)	13%	(69)	29%	(154)	525
4-Region: Northeast	68%	(135)	13%	(25)	19%	(38)	199
4-Region: Midwest	57%	(72)	15%	(20)	28%	(36)	128
4-Region: South	56%	(127)	16%	(37)	28%	(65)	229
4-Region: West	69%	(305)	11%	(47)	21%	(93)	445

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**Table MCFE11:** Which of the following is closest to your opinion, even if neither is exactly right?

Demographic	Hollywood could do a better job depicting Asian culture		Hollywood does a good job depicting Asian culture		Don't know / No opinion		Total N
Asian Adults	64%	(640)	13%	(128)	23%	(232)	1000
Chinese	75%	(256)	8%	(28)	17%	(57)	341
Filipino	48%	(66)	19%	(26)	33%	(45)	138
Indian	58%	(60)	30%	(31)	12%	(13)	104
Vietnamese	64%	(48)	6%	(4)	31%	(23)	75
Korean	69%	(64)	9%	(8)	22%	(20)	92
Japanese	64%	(86)	8%	(11)	28%	(38)	135
Other Asian	53%	(59)	16%	(18)	31%	(35)	112
Speaks only English at home	62%	(344)	15%	(85)	23%	(129)	558
Speaks mostly English at home	70%	(177)	10%	(26)	19%	(49)	253
Speaks both English and other language at home	69%	(68)	13%	(12)	18%	(18)	98
Speaks mostly other language at home	54%	(42)	4%	(3)	42%	(32)	77
Trump supporter	51%	(118)	20%	(45)	29%	(67)	229
Biden supporter	71%	(423)	11%	(68)	18%	(105)	595
Sports fans	67%	(457)	14%	(95)	19%	(127)	679
Avid sports fans	65%	(123)	24%	(45)	12%	(22)	190
Sports fans, Age: 18-34	70%	(131)	17%	(32)	13%	(24)	187
Sports fans, Age: 35-44	67%	(100)	14%	(21)	20%	(29)	150
Sports fans, Age: 45-64	63%	(149)	14%	(33)	23%	(54)	236
Sports fans, Age: 65+	73%	(78)	8%	(9)	19%	(20)	107
Movie studios should diversify teams	74%	(531)	14%	(101)	11%	(81)	713
Movie studios should diversify stories	75%	(474)	14%	(87)	12%	(73)	635
Concerned about Covid	66%	(602)	13%	(115)	22%	(197)	913
No experience with Covid	56%	(289)	13%	(69)	31%	(160)	518
Health care major factor for election	69%	(490)	12%	(85)	19%	(133)	708
Social media users	64%	(609)	13%	(123)	23%	(219)	951
WhatsApp users	66%	(232)	20%	(70)	14%	(50)	352
WeChat users	63%	(110)	11%	(20)	25%	(43)	173
Social media news source at least once a week	64%	(422)	15%	(95)	21%	(140)	657

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



**Table MCFE12\_1: 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
Asian Adults	37%	(368)	35%	(345)	7%	(67)	2%	(24)	20%	(196)	1000
Gender: Male	31%	(145)	40%	(188)	9%	(42)	3%	(13)	17%	(81)	470
Gender: Female	42%	(223)	30%	(157)	5%	(24)	2%	(11)	22%	(115)	530
Age: 18-34	43%	(138)	33%	(106)	7%	(21)	2%	(6)	16%	(50)	320
Age: 35-44	38%	(70)	29%	(53)	5%	(10)	2%	(4)	26%	(49)	186
Age: 45-64	33%	(110)	37%	(124)	8%	(26)	3%	(10)	20%	(66)	335
Age: 65+	32%	(50)	39%	(63)	7%	(11)	2%	(3)	20%	(32)	158
GenZers: 1997-2012	41%	(59)	32%	(45)	6%	(9)	1%	(1)	19%	(27)	142
Millennials: 1981-1996	43%	(122)	30%	(87)	6%	(17)	2%	(7)	18%	(53)	286
GenXers: 1965-1980	35%	(100)	36%	(103)	8%	(22)	2%	(6)	20%	(58)	289
Baby Boomers: 1946-1964	31%	(79)	41%	(104)	6%	(15)	4%	(9)	19%	(49)	255
PID: Dem (no lean)	51%	(205)	32%	(130)	5%	(20)	1%	(5)	10%	(42)	402
PID: Ind (no lean)	28%	(104)	31%	(113)	9%	(32)	3%	(12)	29%	(107)	368
PID: Rep (no lean)	26%	(59)	44%	(102)	7%	(15)	3%	(6)	20%	(47)	230
PID/Gender: Dem Men	45%	(74)	41%	(68)	6%	(9)	1%	(2)	7%	(12)	167
PID/Gender: Dem Women	56%	(131)	26%	(62)	4%	(10)	1%	(3)	13%	(30)	235
PID/Gender: Ind Men	27%	(48)	31%	(55)	14%	(25)	4%	(7)	23%	(41)	176
PID/Gender: Ind Women	29%	(56)	30%	(58)	4%	(8)	3%	(5)	34%	(66)	193
PID/Gender: Rep Men	18%	(23)	51%	(65)	7%	(8)	3%	(4)	21%	(27)	128
PID/Gender: Rep Women	35%	(36)	36%	(37)	7%	(7)	3%	(3)	19%	(19)	102
Ideo: Liberal (1-3)	54%	(164)	32%	(98)	4%	(12)	1%	(2)	9%	(29)	304
Ideo: Moderate (4)	35%	(129)	35%	(130)	7%	(26)	2%	(8)	21%	(78)	372
Ideo: Conservative (5-7)	24%	(59)	44%	(105)	9%	(22)	5%	(11)	18%	(44)	241
Educ: < College	30%	(125)	31%	(130)	7%	(29)	1%	(6)	31%	(130)	420
Educ: Bachelors degree	41%	(135)	38%	(126)	5%	(17)	3%	(10)	13%	(43)	330
Educ: Post-grad	43%	(108)	36%	(89)	9%	(21)	3%	(8)	9%	(23)	250
Income: Under 50k	34%	(140)	31%	(128)	7%	(27)	1%	(5)	27%	(112)	412
Income: 50k-100k	38%	(117)	35%	(106)	8%	(24)	3%	(8)	16%	(48)	303
Income: 100k+	39%	(112)	39%	(111)	5%	(16)	4%	(10)	13%	(36)	284
Ethnicity: Other	37%	(368)	35%	(345)	7%	(67)	2%	(24)	20%	(196)	1000

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**Table MCFE12\_1:** 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
Asian Adults	37%	(368)	35%	(345)	7%	(67)	2%	(24)	20%	(196)	1000
All Christian	38%	(120)	37%	(117)	7%	(22)	3%	(8)	16%	(50)	317
All Non-Christian	38%	(90)	36%	(86)	9%	(20)	1%	(3)	16%	(39)	239
Atheist	41%	(27)	23%	(15)	8%	(5)	5%	(3)	23%	(15)	67
Agnostic/Nothing in particular	36%	(104)	32%	(91)	4%	(12)	3%	(7)	25%	(72)	288
Something Else	28%	(26)	41%	(37)	8%	(7)	2%	(2)	22%	(20)	90
Religious Non-Protestant/Catholic	38%	(92)	36%	(87)	10%	(23)	1%	(3)	16%	(39)	244
Evangelical	35%	(52)	33%	(49)	10%	(15)	2%	(3)	19%	(29)	148
Non-Evangelical	36%	(92)	41%	(102)	4%	(11)	3%	(7)	16%	(41)	252
Community: Urban	38%	(127)	32%	(107)	9%	(28)	3%	(9)	18%	(59)	329
Community: Suburban	37%	(220)	37%	(217)	5%	(32)	2%	(13)	19%	(110)	591
Community: Rural	27%	(22)	28%	(22)	8%	(6)	2%	(1)	35%	(28)	79
Employ: Private Sector	36%	(139)	38%	(143)	7%	(28)	3%	(11)	16%	(59)	380
Employ: Government	39%	(22)	28%	(16)	9%	(5)	—	(0)	24%	(14)	57
Employ: Self-Employed	34%	(27)	36%	(29)	6%	(5)	2%	(2)	21%	(17)	80
Employ: Homemaker	26%	(21)	37%	(30)	7%	(6)	2%	(2)	28%	(23)	80
Employ: Student	49%	(46)	26%	(24)	6%	(5)	2%	(2)	17%	(16)	93
Employ: Retired	33%	(53)	37%	(59)	7%	(11)	1%	(2)	22%	(36)	159
Employ: Unemployed	37%	(49)	31%	(41)	4%	(6)	5%	(6)	23%	(30)	131
Military HH: Yes	30%	(20)	53%	(36)	4%	(3)	2%	(1)	12%	(8)	68
Military HH: No	37%	(348)	33%	(309)	7%	(64)	2%	(22)	20%	(188)	932
RD/WT: Right Direction	20%	(43)	35%	(76)	12%	(27)	4%	(9)	29%	(63)	218
RD/WT: Wrong Track	42%	(325)	34%	(269)	5%	(40)	2%	(15)	17%	(133)	782
Trump Job Approve	23%	(56)	39%	(95)	12%	(29)	4%	(9)	22%	(52)	241
Trump Job Disapprove	43%	(305)	35%	(245)	5%	(35)	2%	(15)	15%	(105)	705
Trump Job Strongly Approve	19%	(21)	45%	(50)	7%	(7)	5%	(6)	24%	(27)	112
Trump Job Somewhat Approve	27%	(35)	34%	(45)	17%	(22)	3%	(3)	19%	(25)	130
Trump Job Somewhat Disapprove	24%	(48)	46%	(90)	12%	(23)	3%	(6)	15%	(29)	196
Trump Job Strongly Disapprove	51%	(257)	31%	(155)	2%	(13)	2%	(8)	15%	(76)	509
Favorable of Trump	22%	(57)	38%	(97)	12%	(31)	3%	(7)	25%	(63)	256
Unfavorable of Trump	44%	(303)	34%	(235)	5%	(33)	2%	(16)	15%	(100)	687

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**Table MCFE12\_1:** 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
Asian Adults	37%	(368)	35%	(345)	7%	(67)	2%	(24)	20%	(196)	1000
Very Favorable of Trump	20%	(23)	43%	(49)	7%	(8)	4%	(4)	26%	(29)	113
Somewhat Favorable of Trump	24%	(34)	34%	(49)	16%	(23)	2%	(3)	24%	(34)	142
Somewhat Unfavorable of Trump	25%	(37)	47%	(69)	8%	(12)	5%	(7)	15%	(22)	146
Very Unfavorable of Trump	49%	(266)	31%	(167)	4%	(21)	2%	(10)	14%	(78)	540
#1 Issue: Economy	38%	(152)	39%	(155)	7%	(27)	2%	(8)	15%	(61)	404
#1 Issue: Security	25%	(17)	35%	(23)	14%	(9)	4%	(3)	22%	(15)	66
#1 Issue: Health Care	37%	(97)	33%	(87)	7%	(18)	3%	(7)	21%	(55)	264
#1 Issue: Medicare / Social Security	31%	(25)	32%	(26)	7%	(6)	—	(0)	30%	(24)	80
#1 Issue: Women's Issues	53%	(27)	24%	(12)	1%	(1)	5%	(2)	17%	(9)	51
#1 Issue: Other	40%	(25)	28%	(18)	7%	(4)	—	(0)	26%	(16)	63
2018 House Vote: Democrat	49%	(164)	34%	(113)	3%	(10)	2%	(6)	12%	(40)	333
2018 House Vote: Republican	30%	(46)	39%	(59)	10%	(15)	6%	(9)	15%	(23)	152
2016 Vote: Hillary Clinton	47%	(159)	35%	(117)	3%	(10)	1%	(5)	13%	(45)	337
2016 Vote: Donald Trump	30%	(53)	36%	(63)	9%	(16)	5%	(9)	20%	(35)	176
2016 Vote: Didn't Vote	32%	(144)	33%	(151)	8%	(38)	2%	(8)	25%	(113)	454
Voted in 2014: Yes	42%	(174)	34%	(143)	5%	(23)	3%	(13)	15%	(62)	415
Voted in 2014: No	33%	(194)	35%	(203)	8%	(44)	2%	(10)	23%	(134)	585
2012 Vote: Barack Obama	44%	(148)	37%	(124)	3%	(11)	2%	(8)	13%	(45)	335
2012 Vote: Mitt Romney	34%	(40)	34%	(40)	10%	(12)	5%	(6)	18%	(21)	118
2012 Vote: Didn't Vote	33%	(172)	34%	(176)	8%	(43)	2%	(9)	24%	(126)	525
4-Region: Northeast	38%	(76)	39%	(77)	4%	(7)	2%	(5)	17%	(33)	199
4-Region: Midwest	30%	(38)	38%	(48)	9%	(12)	3%	(4)	20%	(26)	128
4-Region: South	34%	(78)	36%	(81)	8%	(17)	2%	(4)	21%	(48)	229
4-Region: West	39%	(176)	31%	(139)	7%	(30)	2%	(11)	20%	(89)	445

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**Table MCFE12\_1:** 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
Asian Adults	37%	(368)	35%	(345)	7%	(67)	2%	(24)	20%	(196)	1000
Chinese	37%	(125)	38%	(129)	6%	(22)	2%	(8)	17%	(58)	341
Filipino	37%	(51)	35%	(49)	3%	(4)	2%	(3)	23%	(32)	138
Indian	44%	(45)	40%	(42)	8%	(8)	2%	(2)	7%	(7)	104
Vietnamese	30%	(23)	32%	(24)	11%	(8)	2%	(1)	25%	(19)	75
Korean	45%	(41)	33%	(30)	7%	(6)	3%	(3)	13%	(12)	92
Japanese	36%	(48)	27%	(36)	5%	(7)	4%	(5)	28%	(38)	135
Other Asian	31%	(35)	31%	(35)	11%	(12)	—	(1)	27%	(30)	112
Speaks only English at home	36%	(203)	34%	(192)	6%	(35)	2%	(13)	21%	(115)	558
Speaks mostly English at home	40%	(101)	36%	(90)	5%	(14)	3%	(7)	16%	(41)	253
Speaks both English and other language at home	46%	(45)	28%	(28)	5%	(5)	3%	(3)	17%	(17)	98
Speaks mostly other language at home	24%	(18)	41%	(31)	11%	(9)	2%	(2)	22%	(17)	77
Trump supporter	24%	(54)	36%	(84)	10%	(23)	4%	(9)	26%	(59)	229
Biden supporter	46%	(272)	35%	(207)	4%	(27)	1%	(8)	14%	(81)	595
Sports fans	38%	(260)	38%	(259)	7%	(45)	3%	(17)	14%	(97)	679
Avid sports fans	43%	(82)	37%	(71)	9%	(16)	3%	(5)	8%	(15)	190
Sports fans, Age: 18-34	46%	(86)	39%	(73)	8%	(14)	1%	(2)	6%	(11)	187
Sports fans, Age: 35-44	38%	(57)	32%	(47)	5%	(7)	2%	(4)	23%	(34)	150
Sports fans, Age: 45-64	35%	(82)	40%	(94)	6%	(15)	3%	(8)	16%	(37)	236
Sports fans, Age: 65+	33%	(36)	42%	(45)	8%	(8)	3%	(3)	14%	(15)	107
Movie studios should diversify teams	52%	(368)	48%	(345)	—	(0)	—	(0)	—	(0)	713
Movie studios should diversify stories	54%	(345)	40%	(256)	3%	(18)	1%	(3)	2%	(13)	635
Concerned about Covid	39%	(357)	35%	(319)	6%	(58)	2%	(18)	18%	(161)	913
No experience with Covid	29%	(148)	34%	(179)	8%	(41)	2%	(10)	27%	(141)	518
Health care major factor for election	42%	(297)	34%	(244)	5%	(37)	2%	(12)	17%	(119)	708
Social media users	36%	(346)	35%	(335)	7%	(66)	2%	(22)	19%	(182)	951
WhatsApp users	40%	(141)	41%	(145)	6%	(23)	3%	(10)	9%	(33)	352
WeChat users	30%	(52)	42%	(73)	7%	(12)	4%	(6)	17%	(29)	173
Social media news source at least once a week	40%	(260)	36%	(235)	8%	(52)	2%	(14)	15%	(95)	657

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

**Table MCFE12\_2: 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
Asian Adults	28%	(277)	36%	(358)	12%	(122)	3%	(29)	21%	(214)	1000
Gender: Male	27%	(129)	35%	(163)	15%	(72)	4%	(18)	19%	(89)	470
Gender: Female	28%	(148)	37%	(194)	9%	(50)	2%	(12)	24%	(126)	530
Age: 18-34	36%	(115)	34%	(110)	10%	(31)	3%	(8)	18%	(56)	320
Age: 35-44	25%	(47)	40%	(75)	9%	(16)	3%	(5)	23%	(43)	186
Age: 45-64	27%	(89)	33%	(112)	13%	(44)	4%	(13)	23%	(78)	335
Age: 65+	17%	(26)	38%	(61)	19%	(31)	2%	(3)	24%	(38)	158
GenZers: 1997-2012	33%	(47)	32%	(45)	12%	(17)	3%	(4)	20%	(28)	142
Millennials: 1981-1996	35%	(99)	36%	(103)	8%	(22)	2%	(7)	19%	(54)	286
GenXers: 1965-1980	25%	(73)	39%	(114)	11%	(31)	3%	(10)	21%	(62)	289
Baby Boomers: 1946-1964	21%	(53)	35%	(90)	18%	(45)	3%	(9)	23%	(58)	255
PID: Dem (no lean)	38%	(153)	40%	(162)	8%	(32)	2%	(7)	12%	(48)	402
PID: Ind (no lean)	22%	(80)	29%	(105)	15%	(56)	3%	(10)	32%	(116)	368
PID: Rep (no lean)	19%	(44)	39%	(90)	14%	(33)	5%	(12)	22%	(50)	230
PID/Gender: Dem Men	34%	(57)	44%	(74)	10%	(17)	2%	(3)	9%	(16)	167
PID/Gender: Dem Women	41%	(96)	38%	(88)	7%	(16)	1%	(3)	14%	(32)	235
PID/Gender: Ind Men	28%	(49)	26%	(46)	19%	(33)	3%	(5)	24%	(43)	176
PID/Gender: Ind Women	16%	(31)	31%	(59)	12%	(23)	3%	(5)	38%	(73)	193
PID/Gender: Rep Men	18%	(22)	34%	(44)	17%	(22)	7%	(9)	24%	(30)	128
PID/Gender: Rep Women	21%	(21)	46%	(47)	11%	(11)	3%	(3)	20%	(20)	102
Ideo: Liberal (1-3)	40%	(123)	41%	(124)	6%	(18)	2%	(6)	11%	(34)	304
Ideo: Moderate (4)	25%	(94)	36%	(133)	14%	(52)	2%	(7)	23%	(86)	372
Ideo: Conservative (5-7)	16%	(38)	37%	(89)	20%	(48)	6%	(15)	21%	(51)	241
Educ: < College	26%	(111)	29%	(123)	10%	(42)	2%	(8)	32%	(135)	420
Educ: Bachelors degree	28%	(91)	41%	(137)	13%	(44)	3%	(9)	15%	(48)	330
Educ: Post-grad	30%	(75)	39%	(97)	14%	(35)	5%	(12)	12%	(31)	250
Income: Under 50k	26%	(108)	34%	(140)	10%	(43)	2%	(7)	28%	(114)	412
Income: 50k-100k	29%	(88)	38%	(116)	10%	(31)	3%	(11)	19%	(58)	303
Income: 100k+	28%	(81)	36%	(101)	17%	(47)	4%	(12)	15%	(43)	284
Ethnicity: Other	28%	(277)	36%	(358)	12%	(122)	3%	(29)	21%	(214)	1000

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**Table MCFE12\_2: 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
Asian Adults	28%	(277)	36%	(358)	12%	(122)	3%	(29)	21%	(214)	1000
All Christian	26%	(83)	38%	(121)	14%	(45)	5%	(16)	16%	(52)	317
All Non-Christian	35%	(84)	35%	(84)	12%	(29)	1%	(2)	17%	(40)	239
Atheist	25%	(16)	42%	(28)	6%	(4)	4%	(3)	23%	(15)	67
Agnostic/Nothing in particular	27%	(77)	31%	(90)	10%	(28)	2%	(6)	30%	(87)	288
Something Else	19%	(17)	39%	(35)	17%	(15)	3%	(2)	22%	(20)	90
Religious Non-Protestant/Catholic	34%	(84)	35%	(86)	13%	(32)	1%	(2)	16%	(40)	244
Evangelical	24%	(36)	34%	(51)	16%	(24)	6%	(9)	19%	(28)	148
Non-Evangelical	26%	(64)	40%	(101)	13%	(34)	4%	(9)	17%	(44)	252
Community: Urban	29%	(96)	37%	(121)	12%	(39)	2%	(7)	20%	(66)	329
Community: Suburban	28%	(163)	35%	(207)	12%	(73)	3%	(21)	21%	(127)	591
Community: Rural	23%	(18)	37%	(29)	11%	(9)	2%	(2)	26%	(21)	79
Employ: Private Sector	28%	(107)	39%	(147)	11%	(42)	4%	(16)	18%	(67)	380
Employ: Government	31%	(18)	24%	(14)	18%	(10)	—	(0)	27%	(16)	57
Employ: Self-Employed	21%	(17)	55%	(44)	6%	(5)	—	(0)	18%	(15)	80
Employ: Homemaker	23%	(18)	31%	(25)	8%	(7)	2%	(1)	36%	(29)	80
Employ: Student	36%	(33)	35%	(32)	10%	(10)	2%	(2)	17%	(16)	93
Employ: Retired	22%	(35)	29%	(47)	21%	(34)	2%	(4)	25%	(40)	159
Employ: Unemployed	34%	(45)	30%	(39)	10%	(13)	5%	(6)	21%	(28)	131
Military HH: Yes	23%	(16)	45%	(31)	12%	(8)	3%	(2)	17%	(11)	68
Military HH: No	28%	(261)	35%	(327)	12%	(113)	3%	(27)	22%	(203)	932
RD/WT: Right Direction	19%	(41)	33%	(72)	15%	(34)	5%	(11)	28%	(60)	218
RD/WT: Wrong Track	30%	(236)	37%	(286)	11%	(88)	2%	(18)	20%	(154)	782
Trump Job Approve	19%	(45)	31%	(75)	21%	(50)	6%	(14)	24%	(57)	241
Trump Job Disapprove	32%	(226)	39%	(277)	10%	(69)	2%	(15)	17%	(117)	705
Trump Job Strongly Approve	20%	(22)	35%	(39)	16%	(17)	7%	(7)	23%	(25)	112
Trump Job Somewhat Approve	18%	(23)	27%	(35)	25%	(33)	5%	(7)	24%	(32)	130
Trump Job Somewhat Disapprove	15%	(30)	44%	(87)	20%	(38)	3%	(5)	18%	(35)	196
Trump Job Strongly Disapprove	38%	(196)	37%	(190)	6%	(31)	2%	(10)	16%	(82)	509
Favorable of Trump	17%	(43)	32%	(81)	19%	(50)	5%	(13)	27%	(69)	256
Unfavorable of Trump	32%	(223)	39%	(268)	10%	(69)	2%	(16)	16%	(111)	687

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**Table MCFE12\_2:** 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
Asian Adults	28%	(277)	36%	(358)	12%	(122)	3%	(29)	21%	(214)	1000
Very Favorable of Trump	22%	(25)	32%	(36)	15%	(17)	7%	(8)	24%	(27)	113
Somewhat Favorable of Trump	13%	(18)	31%	(45)	23%	(32)	4%	(6)	29%	(42)	142
Somewhat Unfavorable of Trump	16%	(24)	48%	(71)	16%	(23)	4%	(7)	15%	(22)	146
Very Unfavorable of Trump	37%	(199)	36%	(197)	8%	(46)	2%	(9)	16%	(89)	540
#1 Issue: Economy	28%	(111)	37%	(150)	14%	(56)	4%	(15)	18%	(72)	404
#1 Issue: Security	15%	(10)	37%	(24)	23%	(15)	5%	(3)	20%	(13)	66
#1 Issue: Health Care	30%	(80)	33%	(86)	11%	(30)	2%	(7)	23%	(62)	264
#1 Issue: Medicare / Social Security	19%	(15)	37%	(30)	7%	(6)	—	(0)	36%	(29)	80
#1 Issue: Women's Issues	39%	(20)	39%	(20)	1%	(1)	4%	(2)	17%	(9)	51
#1 Issue: Other	33%	(21)	26%	(17)	12%	(7)	2%	(1)	27%	(17)	63
2018 House Vote: Democrat	36%	(119)	40%	(132)	8%	(27)	2%	(7)	14%	(47)	333
2018 House Vote: Republican	19%	(29)	38%	(58)	22%	(33)	7%	(11)	14%	(21)	152
2016 Vote: Hillary Clinton	34%	(113)	40%	(134)	9%	(29)	2%	(6)	16%	(54)	337
2016 Vote: Donald Trump	19%	(34)	34%	(60)	20%	(36)	7%	(12)	20%	(35)	176
2016 Vote: Didn't Vote	27%	(121)	32%	(147)	11%	(52)	2%	(10)	27%	(125)	454
Voted in 2014: Yes	29%	(122)	38%	(159)	12%	(51)	4%	(17)	16%	(65)	415
Voted in 2014: No	26%	(155)	34%	(199)	12%	(70)	2%	(12)	25%	(149)	585
2012 Vote: Barack Obama	33%	(109)	39%	(132)	10%	(33)	3%	(10)	15%	(52)	335
2012 Vote: Mitt Romney	20%	(23)	34%	(40)	23%	(27)	6%	(8)	17%	(20)	118
2012 Vote: Didn't Vote	27%	(142)	33%	(174)	11%	(60)	2%	(11)	26%	(137)	525
4-Region: Northeast	29%	(57)	39%	(78)	10%	(19)	4%	(8)	18%	(36)	199
4-Region: Midwest	21%	(26)	39%	(50)	17%	(22)	3%	(4)	20%	(25)	128
4-Region: South	25%	(58)	39%	(89)	8%	(18)	2%	(5)	26%	(59)	229
4-Region: West	31%	(136)	32%	(141)	14%	(63)	3%	(12)	21%	(93)	445

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**Table MCFE12\_2: 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
Asian Adults	28%	(277)	36%	(358)	12%	(122)	3%	(29)	21%	(214)	1000
Chinese	24%	(80)	37%	(125)	16%	(55)	3%	(12)	20%	(69)	341
Filipino	30%	(42)	36%	(49)	5%	(7)	2%	(3)	26%	(36)	138
Indian	34%	(36)	46%	(48)	8%	(8)	4%	(4)	8%	(8)	104
Vietnamese	29%	(22)	37%	(28)	8%	(6)	—	(0)	26%	(20)	75
Korean	33%	(30)	39%	(36)	14%	(12)	4%	(4)	10%	(9)	92
Japanese	24%	(32)	26%	(36)	13%	(17)	4%	(5)	33%	(45)	135
Other Asian	30%	(34)	31%	(35)	13%	(15)	1%	(2)	24%	(27)	112
Speaks only English at home	27%	(148)	35%	(194)	13%	(71)	3%	(18)	23%	(126)	558
Speaks mostly English at home	28%	(70)	40%	(101)	10%	(25)	3%	(7)	19%	(48)	253
Speaks both English and other language at home	40%	(39)	33%	(32)	11%	(10)	1%	(1)	16%	(16)	98
Speaks mostly other language at home	26%	(20)	36%	(28)	11%	(9)	3%	(2)	24%	(19)	77
Trump supporter	18%	(40)	32%	(74)	19%	(43)	6%	(13)	26%	(59)	229
Biden supporter	37%	(218)	38%	(226)	8%	(50)	2%	(9)	15%	(91)	595
Sports fans	30%	(202)	40%	(272)	11%	(74)	3%	(23)	16%	(108)	679
Avid sports fans	37%	(70)	40%	(76)	10%	(20)	4%	(8)	8%	(15)	190
Sports fans, Age: 18-34	40%	(75)	41%	(77)	7%	(13)	3%	(6)	8%	(15)	187
Sports fans, Age: 35-44	26%	(39)	43%	(64)	8%	(12)	3%	(4)	20%	(30)	150
Sports fans, Age: 45-64	30%	(70)	36%	(85)	10%	(23)	5%	(11)	20%	(46)	236
Sports fans, Age: 65+	17%	(18)	43%	(46)	24%	(25)	2%	(2)	15%	(16)	107
Movie studios should diversify teams	38%	(268)	47%	(333)	10%	(68)	1%	(9)	5%	(36)	713
Movie studios should diversify stories	44%	(277)	56%	(358)	—	(0)	—	(0)	—	(0)	635
Concerned about Covid	29%	(265)	37%	(335)	12%	(108)	3%	(25)	20%	(179)	913
No experience with Covid	22%	(116)	33%	(172)	14%	(71)	2%	(10)	29%	(149)	518
Health care major factor for election	32%	(229)	37%	(265)	9%	(65)	2%	(16)	19%	(133)	708
Social media users	28%	(262)	37%	(352)	12%	(115)	3%	(28)	20%	(194)	951
WhatsApp users	31%	(109)	41%	(143)	12%	(41)	4%	(15)	12%	(43)	352
WeChat users	26%	(44)	33%	(58)	16%	(28)	4%	(7)	20%	(35)	173
Social media news source at least once a week	31%	(207)	38%	(251)	11%	(73)	3%	(19)	16%	(107)	657

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 MCFE13\_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
Asian Adults	9%	(88)	37%	(368)	54%	(544)	1000
Gender: Male	8%	(39)	35%	(166)	56%	(265)	470
Gender: Female	9%	(50)	38%	(202)	53%	(279)	530
Age: 18-34	5%	(15)	48%	(152)	48%	(152)	320
Age: 35-44	16%	(30)	32%	(59)	52%	(97)	186
Age: 45-64	9%	(30)	32%	(108)	59%	(198)	335
Age: 65+	8%	(13)	31%	(49)	61%	(97)	158
GenZers: 1997-2012	2%	(3)	52%	(73)	46%	(66)	142
Millennials: 1981-1996	10%	(28)	40%	(113)	51%	(145)	286
GenXers: 1965-1980	12%	(36)	33%	(97)	54%	(157)	289
Baby Boomers: 1946-1964	7%	(18)	31%	(79)	62%	(158)	255
PID: Dem (no lean)	7%	(30)	50%	(200)	43%	(172)	402
PID: Ind (no lean)	9%	(33)	32%	(118)	59%	(217)	368
PID: Rep (no lean)	11%	(26)	21%	(49)	68%	(155)	230
PID/Gender: Dem Men	7%	(11)	48%	(81)	45%	(75)	167
PID/Gender: Dem Women	8%	(18)	51%	(120)	41%	(97)	235
PID/Gender: Ind Men	10%	(17)	30%	(53)	60%	(106)	176
PID/Gender: Ind Women	9%	(17)	34%	(65)	58%	(111)	193
PID/Gender: Rep Men	8%	(11)	25%	(32)	66%	(85)	128
PID/Gender: Rep Women	15%	(15)	16%	(17)	69%	(70)	102
Ideo: Liberal (1-3)	10%	(30)	55%	(169)	35%	(106)	304
Ideo: Moderate (4)	10%	(36)	32%	(119)	58%	(217)	372
Ideo: Conservative (5-7)	8%	(18)	27%	(65)	66%	(159)	241
Educ: < College	9%	(39)	34%	(141)	57%	(240)	420
Educ: Bachelors degree	8%	(27)	37%	(122)	55%	(181)	330
Educ: Post-grad	9%	(23)	42%	(104)	49%	(123)	250
Income: Under 50k	9%	(37)	35%	(143)	56%	(233)	412
Income: 50k-100k	10%	(31)	39%	(119)	50%	(153)	303
Income: 100k+	7%	(20)	37%	(106)	56%	(158)	284
Ethnicity: Other	9%	(88)	37%	(368)	54%	(544)	1000

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**Table MCFE13\_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
Asian Adults	9%	(88)	37%	(368)	54%	(544)	1000
All Christian	10%	(32)	33%	(105)	57%	(179)	317
All Non-Christian	12%	(29)	38%	(91)	50%	(119)	239
Atheist	4%	(3)	50%	(33)	45%	(30)	67
Agnostic/Nothing in particular	7%	(20)	39%	(112)	54%	(156)	288
Something Else	5%	(4)	28%	(26)	67%	(60)	90
Religious Non-Protestant/Catholic	13%	(31)	38%	(92)	50%	(121)	244
Evangelical	7%	(10)	32%	(47)	61%	(91)	148
Non-Evangelical	9%	(23)	33%	(82)	58%	(147)	252
Community: Urban	13%	(44)	33%	(110)	53%	(176)	329
Community: Suburban	7%	(40)	40%	(238)	53%	(313)	591
Community: Rural	6%	(5)	25%	(20)	69%	(54)	79
Employ: Private Sector	8%	(32)	37%	(141)	54%	(207)	380
Employ: Government	11%	(6)	44%	(25)	45%	(25)	57
Employ: Self-Employed	10%	(8)	39%	(31)	52%	(41)	80
Employ: Homemaker	22%	(18)	20%	(16)	58%	(47)	80
Employ: Student	—	(0)	54%	(51)	46%	(42)	93
Employ: Retired	7%	(12)	34%	(54)	59%	(94)	159
Employ: Unemployed	8%	(11)	34%	(44)	58%	(76)	131
Military HH: Yes	10%	(7)	33%	(23)	57%	(39)	68
Military HH: No	9%	(82)	37%	(345)	54%	(505)	932
RD/WT: Right Direction	16%	(36)	20%	(43)	64%	(139)	218
RD/WT: Wrong Track	7%	(53)	42%	(325)	52%	(405)	782
Trump Job Approve	15%	(36)	18%	(43)	68%	(163)	241
Trump Job Disapprove	7%	(50)	45%	(318)	48%	(337)	705
Trump Job Strongly Approve	21%	(23)	18%	(20)	61%	(68)	112
Trump Job Somewhat Approve	10%	(12)	17%	(22)	73%	(95)	130
Trump Job Somewhat Disapprove	8%	(15)	27%	(54)	65%	(127)	196
Trump Job Strongly Disapprove	7%	(35)	52%	(264)	41%	(209)	509
Favorable of Trump	14%	(37)	16%	(42)	69%	(178)	256
Unfavorable of Trump	7%	(47)	46%	(314)	47%	(325)	687

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**Table MCFE13\_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
Asian Adults	9%	(88)	37%	(368)	54%	(544)	1000
Very Favorable of Trump	17%	(19)	18%	(21)	65%	(73)	113
Somewhat Favorable of Trump	12%	(17)	15%	(21)	73%	(104)	142
Somewhat Unfavorable of Trump	7%	(10)	23%	(34)	70%	(102)	146
Very Unfavorable of Trump	7%	(38)	52%	(280)	41%	(223)	540
#1 Issue: Economy	8%	(30)	35%	(141)	57%	(232)	404
#1 Issue: Security	10%	(7)	22%	(14)	68%	(45)	66
#1 Issue: Health Care	12%	(33)	36%	(95)	52%	(136)	264
#1 Issue: Medicare / Social Security	9%	(8)	25%	(20)	65%	(52)	80
#1 Issue: Women's Issues	6%	(3)	68%	(35)	25%	(13)	51
#1 Issue: Other	4%	(2)	40%	(25)	57%	(36)	63
2018 House Vote: Democrat	8%	(28)	48%	(159)	44%	(146)	333
2018 House Vote: Republican	13%	(20)	23%	(35)	64%	(97)	152
2016 Vote: Hillary Clinton	8%	(25)	47%	(157)	46%	(154)	337
2016 Vote: Donald Trump	13%	(22)	20%	(36)	67%	(118)	176
2016 Vote: Didn't Vote	9%	(39)	36%	(163)	56%	(252)	454
Voted in 2014: Yes	9%	(37)	39%	(161)	52%	(217)	415
Voted in 2014: No	9%	(51)	35%	(207)	56%	(327)	585
2012 Vote: Barack Obama	8%	(27)	42%	(142)	50%	(167)	335
2012 Vote: Mitt Romney	11%	(13)	25%	(29)	64%	(76)	118
2012 Vote: Didn't Vote	9%	(47)	36%	(190)	55%	(288)	525
4-Region: Northeast	10%	(21)	49%	(97)	41%	(81)	199
4-Region: Midwest	8%	(10)	32%	(41)	60%	(76)	128
4-Region: South	9%	(19)	30%	(69)	61%	(140)	229
4-Region: West	9%	(38)	36%	(161)	55%	(246)	445

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**Table MCFE13\_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
Asian Adults	9%	(88)	37%	(368)	54%	(544)	1000
Chinese	9%	(30)	37%	(126)	54%	(185)	341
Filipino	10%	(13)	35%	(48)	55%	(76)	138
Indian	13%	(13)	38%	(39)	49%	(51)	104
Vietnamese	4%	(3)	46%	(35)	50%	(38)	75
Korean	5%	(5)	35%	(32)	59%	(54)	92
Japanese	10%	(14)	30%	(40)	60%	(81)	135
Other Asian	9%	(10)	40%	(45)	51%	(57)	112
Speaks only English at home	8%	(44)	35%	(194)	57%	(321)	558
Speaks mostly English at home	8%	(19)	44%	(111)	48%	(122)	253
Speaks both English and other language at home	9%	(9)	42%	(41)	49%	(48)	98
Speaks mostly other language at home	16%	(12)	28%	(22)	56%	(43)	77
Trump supporter	15%	(35)	15%	(34)	70%	(161)	229
Biden supporter	8%	(47)	47%	(277)	46%	(271)	595
Sports fans	9%	(58)	38%	(260)	53%	(361)	679
Avid sports fans	11%	(20)	43%	(81)	47%	(88)	190
Sports fans, Age: 18-34	5%	(10)	53%	(98)	42%	(78)	187
Sports fans, Age: 35-44	15%	(22)	32%	(48)	53%	(79)	150
Sports fans, Age: 45-64	6%	(15)	34%	(80)	60%	(140)	236
Sports fans, Age: 65+	10%	(11)	32%	(34)	58%	(62)	107
Movie studios should diversify teams	7%	(53)	45%	(318)	48%	(343)	713
Movie studios should diversify stories	7%	(43)	47%	(301)	46%	(290)	635
Concerned about Covid	9%	(86)	38%	(346)	53%	(482)	913
No experience with Covid	10%	(53)	29%	(152)	61%	(314)	518
Health care major factor for election	8%	(59)	40%	(283)	52%	(366)	708
Social media users	9%	(88)	37%	(350)	54%	(514)	951
WhatsApp users	12%	(42)	40%	(140)	48%	(170)	352
WeChat users	11%	(20)	34%	(59)	54%	(94)	173
Social media news source at least once a week	10%	(63)	37%	(244)	53%	(350)	657

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

**Table MCFE13\_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
Asian Adults	37%	(366)	13%	(128)	51% (507)	1000
Gender: Male	33%	(153)	13%	(62)	54% (255)	470
Gender: Female	40%	(212)	12%	(65)	48% (252)	530
Age: 18-34	48%	(153)	10%	(32)	42% (135)	320
Age: 35-44	30%	(55)	15%	(28)	55% (102)	186
Age: 45-64	30%	(102)	14%	(47)	56% (187)	335
Age: 65+	35%	(56)	13%	(20)	52% (82)	158
GenZers: 1997-2012	56%	(79)	5%	(7)	39% (56)	142
Millennials: 1981-1996	38%	(108)	15%	(44)	47% (134)	286
GenXers: 1965-1980	28%	(81)	12%	(36)	59% (172)	289
Baby Boomers: 1946-1964	36%	(93)	13%	(34)	50% (128)	255
PID: Dem (no lean)	51%	(205)	10%	(40)	39% (157)	402
PID: Ind (no lean)	31%	(112)	13%	(46)	57% (209)	368
PID: Rep (no lean)	21%	(48)	18%	(42)	61% (140)	230
PID/Gender: Dem Men	44%	(74)	11%	(19)	44% (74)	167
PID/Gender: Dem Women	56%	(132)	9%	(21)	35% (83)	235
PID/Gender: Ind Men	31%	(54)	12%	(22)	57% (100)	176
PID/Gender: Ind Women	30%	(59)	13%	(24)	57% (110)	193
PID/Gender: Rep Men	20%	(25)	17%	(22)	63% (81)	128
PID/Gender: Rep Women	22%	(22)	20%	(20)	58% (60)	102
Ideo: Liberal (1-3)	59%	(180)	9%	(28)	32% (96)	304
Ideo: Moderate (4)	32%	(120)	12%	(45)	56% (207)	372
Ideo: Conservative (5-7)	17%	(42)	20%	(48)	63% (151)	241
Educ: < College	34%	(141)	13%	(55)	53% (224)	420
Educ: Bachelors degree	39%	(128)	11%	(35)	50% (166)	330
Educ: Post-grad	39%	(96)	15%	(37)	47% (116)	250
Income: Under 50k	35%	(144)	11%	(47)	54% (222)	412
Income: 50k-100k	37%	(111)	14%	(43)	49% (149)	303
Income: 100k+	39%	(110)	13%	(37)	48% (136)	284
Ethnicity: Other	37%	(366)	13%	(128)	51% (507)	1000

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**Table MCFE13\_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
Asian Adults	37%	(366)	13%	(128)	51%	(507)	1000
All Christian	32%	(101)	15%	(46)	54%	(170)	317
All Non-Christian	37%	(88)	16%	(37)	47%	(113)	239
Atheist	44%	(29)	5%	(3)	52%	(34)	67
Agnostic/Nothing in particular	44%	(127)	11%	(32)	45%	(129)	288
Something Else	23%	(21)	10%	(9)	67%	(60)	90
Religious Non-Protestant/Catholic	36%	(89)	16%	(39)	48%	(116)	244
Evangelical	19%	(28)	15%	(22)	66%	(98)	148
Non-Evangelical	36%	(92)	13%	(32)	51%	(128)	252
Community: Urban	36%	(119)	14%	(46)	50%	(164)	329
Community: Suburban	38%	(223)	12%	(71)	50%	(297)	591
Community: Rural	29%	(23)	14%	(11)	57%	(45)	79
Employ: Private Sector	34%	(130)	14%	(53)	52%	(197)	380
Employ: Government	38%	(22)	15%	(9)	47%	(27)	57
Employ: Self-Employed	32%	(26)	18%	(14)	50%	(39)	80
Employ: Homemaker	28%	(23)	12%	(10)	59%	(48)	80
Employ: Student	53%	(50)	8%	(7)	39%	(37)	93
Employ: Retired	36%	(58)	14%	(23)	50%	(79)	159
Employ: Unemployed	37%	(48)	9%	(11)	54%	(71)	131
Military HH: Yes	35%	(24)	11%	(8)	54%	(36)	68
Military HH: No	37%	(342)	13%	(120)	50%	(470)	932
RD/WT: Right Direction	16%	(36)	23%	(49)	61%	(133)	218
RD/WT: Wrong Track	42%	(330)	10%	(78)	48%	(374)	782
Trump Job Approve	19%	(47)	19%	(46)	61%	(148)	241
Trump Job Disapprove	44%	(311)	11%	(75)	45%	(318)	705
Trump Job Strongly Approve	17%	(19)	20%	(23)	62%	(69)	112
Trump Job Somewhat Approve	21%	(28)	18%	(23)	61%	(79)	130
Trump Job Somewhat Disapprove	27%	(53)	12%	(23)	61%	(120)	196
Trump Job Strongly Disapprove	51%	(258)	10%	(52)	39%	(199)	509
Favorable of Trump	17%	(43)	19%	(48)	65%	(165)	256
Unfavorable of Trump	45%	(312)	10%	(71)	44%	(303)	687

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**Table MCFE13\_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
Asian Adults	37%	(366)	13%	(128)	51%	(507)	1000
Very Favorable of Trump	19%	(22)	19%	(21)	62%	(71)	113
Somewhat Favorable of Trump	15%	(21)	19%	(27)	66%	(95)	142
Somewhat Unfavorable of Trump	26%	(38)	16%	(24)	58%	(85)	146
Very Unfavorable of Trump	51%	(274)	9%	(48)	40%	(219)	540
#1 Issue: Economy	29%	(119)	15%	(59)	56%	(226)	404
#1 Issue: Security	29%	(20)	15%	(10)	56%	(37)	66
#1 Issue: Health Care	40%	(106)	13%	(34)	47%	(124)	264
#1 Issue: Medicare / Social Security	34%	(27)	8%	(7)	57%	(46)	80
#1 Issue: Women's Issues	57%	(29)	11%	(5)	33%	(17)	51
#1 Issue: Other	36%	(23)	8%	(5)	55%	(35)	63
2018 House Vote: Democrat	52%	(174)	10%	(34)	37%	(125)	333
2018 House Vote: Republican	23%	(35)	22%	(34)	55%	(84)	152
2016 Vote: Hillary Clinton	49%	(167)	10%	(35)	40%	(135)	337
2016 Vote: Donald Trump	19%	(33)	19%	(34)	62%	(109)	176
2016 Vote: Didn't Vote	33%	(148)	12%	(56)	55%	(250)	454
Voted in 2014: Yes	42%	(173)	14%	(57)	45%	(185)	415
Voted in 2014: No	33%	(193)	12%	(71)	55%	(322)	585
2012 Vote: Barack Obama	46%	(154)	11%	(36)	43%	(145)	335
2012 Vote: Mitt Romney	24%	(29)	18%	(21)	58%	(68)	118
2012 Vote: Didn't Vote	33%	(173)	13%	(68)	54%	(283)	525
4-Region: Northeast	41%	(82)	14%	(27)	45%	(90)	199
4-Region: Midwest	31%	(39)	19%	(24)	50%	(64)	128
4-Region: South	28%	(63)	12%	(28)	60%	(138)	229
4-Region: West	41%	(181)	11%	(49)	48%	(215)	445

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**Table MCFE13\_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
Asian Adults	37%	(366)	13%	(128)	51%	(507)	1000
Chinese	34%	(115)	17%	(58)	49%	(168)	341
Filipino	35%	(48)	7%	(10)	58%	(80)	138
Indian	40%	(42)	12%	(13)	48%	(50)	104
Vietnamese	48%	(36)	16%	(12)	37%	(28)	75
Korean	38%	(34)	9%	(8)	54%	(49)	92
Japanese	33%	(45)	8%	(11)	59%	(79)	135
Other Asian	40%	(44)	15%	(16)	46%	(51)	112
Speaks only English at home	36%	(203)	12%	(67)	52%	(288)	558
Speaks mostly English at home	41%	(104)	12%	(30)	47%	(119)	253
Speaks both English and other language at home	42%	(41)	11%	(11)	47%	(46)	98
Speaks mostly other language at home	23%	(18)	15%	(11)	62%	(47)	77
Trump supporter	18%	(41)	18%	(41)	64%	(147)	229
Biden supporter	47%	(281)	11%	(65)	42%	(250)	595
Sports fans	38%	(256)	12%	(81)	50%	(342)	679
Avid sports fans	39%	(74)	13%	(24)	48%	(91)	190
Sports fans, Age: 18-34	51%	(96)	9%	(16)	40%	(75)	187
Sports fans, Age: 35-44	27%	(40)	15%	(22)	58%	(87)	150
Sports fans, Age: 45-64	32%	(77)	11%	(25)	57%	(134)	236
Sports fans, Age: 65+	40%	(43)	16%	(17)	44%	(47)	107
Movie studios should diversify teams	46%	(325)	11%	(81)	43%	(308)	713
Movie studios should diversify stories	48%	(303)	11%	(69)	41%	(263)	635
Concerned about Covid	39%	(353)	13%	(116)	49%	(445)	913
No experience with Covid	29%	(151)	12%	(61)	59%	(307)	518
Health care major factor for election	43%	(303)	11%	(81)	46%	(324)	708
Social media users	37%	(353)	13%	(123)	50%	(475)	951
WhatsApp users	37%	(129)	15%	(52)	49%	(171)	352
WeChat users	27%	(46)	24%	(41)	50%	(86)	173
Social media news source at least once a week	38%	(248)	14%	(95)	48%	(314)	657

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



**Table MCFE13\_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
Asian Adults	58%	(583)	9%	(90)	33%	(328)	1000
Gender: Male	54%	(252)	10%	(45)	37%	(173)	470
Gender: Female	62%	(330)	8%	(44)	29%	(155)	530
Age: 18-34	63%	(202)	6%	(20)	31%	(99)	320
Age: 35-44	58%	(108)	10%	(19)	32%	(59)	186
Age: 45-64	54%	(181)	12%	(39)	34%	(115)	335
Age: 65+	58%	(91)	8%	(13)	34%	(55)	158
GenZers: 1997-2012	67%	(96)	5%	(7)	28%	(39)	142
Millennials: 1981-1996	58%	(165)	8%	(22)	34%	(98)	286
GenXers: 1965-1980	55%	(159)	11%	(33)	34%	(98)	289
Baby Boomers: 1946-1964	59%	(150)	9%	(23)	32%	(81)	255
PID: Dem (no lean)	70%	(282)	10%	(41)	20%	(79)	402
PID: Ind (no lean)	55%	(202)	7%	(25)	38%	(141)	368
PID: Rep (no lean)	43%	(98)	10%	(23)	47%	(108)	230
PID/Gender: Dem Men	71%	(119)	8%	(14)	20%	(34)	167
PID/Gender: Dem Women	69%	(163)	12%	(27)	19%	(45)	235
PID/Gender: Ind Men	51%	(89)	9%	(17)	40%	(70)	176
PID/Gender: Ind Women	59%	(113)	4%	(9)	37%	(71)	193
PID/Gender: Rep Men	34%	(44)	12%	(15)	54%	(69)	128
PID/Gender: Rep Women	53%	(54)	8%	(8)	38%	(39)	102
Ideo: Liberal (1-3)	76%	(230)	9%	(29)	15%	(45)	304
Ideo: Moderate (4)	55%	(204)	10%	(36)	35%	(132)	372
Ideo: Conservative (5-7)	48%	(117)	8%	(19)	44%	(106)	241
Educ: < College	51%	(215)	10%	(40)	39%	(165)	420
Educ: Bachelors degree	63%	(209)	8%	(28)	28%	(93)	330
Educ: Post-grad	64%	(159)	9%	(21)	28%	(70)	250
Income: Under 50k	53%	(218)	10%	(42)	37%	(152)	412
Income: 50k-100k	58%	(177)	10%	(32)	31%	(95)	303
Income: 100k+	66%	(187)	6%	(16)	28%	(81)	284
Ethnicity: Other	58%	(583)	9%	(90)	33%	(328)	1000

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**Table MCFE13\_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
Asian Adults	58%	(583)	9%	(90)	33%	(328)	1000
All Christian	56%	(178)	8%	(27)	36%	(113)	317
All Non-Christian	52%	(123)	13%	(30)	36%	(85)	239
Atheist	68%	(46)	9%	(6)	23%	(15)	67
Agnostic/Nothing in particular	68%	(194)	8%	(23)	24%	(70)	288
Something Else	47%	(42)	5%	(4)	49%	(44)	90
Religious Non-Protestant/Catholic	51%	(125)	13%	(32)	36%	(87)	244
Evangelical	46%	(67)	11%	(17)	43%	(64)	148
Non-Evangelical	59%	(150)	5%	(12)	36%	(90)	252
Community: Urban	53%	(175)	12%	(39)	35%	(115)	329
Community: Suburban	63%	(371)	7%	(44)	30%	(177)	591
Community: Rural	47%	(37)	8%	(7)	45%	(36)	79
Employ: Private Sector	57%	(216)	9%	(35)	34%	(129)	380
Employ: Government	57%	(33)	12%	(7)	30%	(17)	57
Employ: Self-Employed	57%	(45)	14%	(11)	30%	(24)	80
Employ: Homemaker	53%	(43)	13%	(10)	34%	(27)	80
Employ: Student	72%	(67)	3%	(3)	25%	(23)	93
Employ: Retired	60%	(95)	5%	(8)	35%	(56)	159
Employ: Unemployed	56%	(74)	11%	(15)	33%	(43)	131
Military HH: Yes	61%	(41)	6%	(4)	33%	(22)	68
Military HH: No	58%	(541)	9%	(85)	33%	(305)	932
RD/WT: Right Direction	39%	(85)	14%	(31)	47%	(103)	218
RD/WT: Wrong Track	64%	(498)	8%	(59)	29%	(225)	782
Trump Job Approve	43%	(103)	10%	(24)	47%	(114)	241
Trump Job Disapprove	66%	(466)	9%	(64)	25%	(174)	705
Trump Job Strongly Approve	42%	(47)	8%	(8)	50%	(56)	112
Trump Job Somewhat Approve	43%	(55)	12%	(16)	45%	(59)	130
Trump Job Somewhat Disapprove	51%	(101)	11%	(22)	37%	(73)	196
Trump Job Strongly Disapprove	72%	(366)	8%	(42)	20%	(101)	509
Favorable of Trump	39%	(101)	9%	(24)	51%	(131)	256
Unfavorable of Trump	67%	(463)	9%	(63)	23%	(161)	687

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**Table MCFE13\_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
Asian Adults	58%	(583)	9%	(90)	33%	(328)	1000
Very Favorable of Trump	43%	(48)	4%	(4)	54%	(61)	113
Somewhat Favorable of Trump	37%	(52)	14%	(20)	49%	(70)	142
Somewhat Unfavorable of Trump	49%	(72)	11%	(17)	39%	(58)	146
Very Unfavorable of Trump	72%	(391)	9%	(46)	19%	(103)	540
#1 Issue: Economy	55%	(222)	7%	(27)	38%	(155)	404
#1 Issue: Security	42%	(28)	8%	(5)	50%	(33)	66
#1 Issue: Health Care	58%	(154)	14%	(36)	28%	(73)	264
#1 Issue: Medicare / Social Security	55%	(44)	13%	(11)	31%	(25)	80
#1 Issue: Women's Issues	85%	(43)	3%	(2)	12%	(6)	51
#1 Issue: Other	54%	(34)	5%	(3)	41%	(26)	63
2018 House Vote: Democrat	71%	(236)	9%	(29)	21%	(69)	333
2018 House Vote: Republican	52%	(79)	8%	(12)	40%	(61)	152
2016 Vote: Hillary Clinton	68%	(230)	10%	(33)	22%	(74)	337
2016 Vote: Donald Trump	52%	(92)	6%	(10)	42%	(74)	176
2016 Vote: Didn't Vote	52%	(235)	10%	(43)	39%	(175)	454
Voted in 2014: Yes	64%	(264)	8%	(32)	29%	(119)	415
Voted in 2014: No	54%	(318)	10%	(58)	36%	(209)	585
2012 Vote: Barack Obama	69%	(231)	8%	(27)	23%	(77)	335
2012 Vote: Mitt Romney	51%	(60)	6%	(7)	43%	(51)	118
2012 Vote: Didn't Vote	53%	(278)	11%	(56)	37%	(192)	525
4-Region: Northeast	63%	(125)	9%	(18)	28%	(55)	199
4-Region: Midwest	51%	(65)	13%	(17)	36%	(47)	128
4-Region: South	50%	(114)	7%	(16)	43%	(99)	229
4-Region: West	63%	(279)	9%	(39)	29%	(127)	445

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**Table MCFE13\_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
Asian Adults	58%	(583)	9%	(90)	33%	(328)	1000
Chinese	62%	(210)	10%	(33)	29%	(99)	341
Filipino	54%	(75)	7%	(9)	39%	(54)	138
Indian	52%	(54)	11%	(11)	37%	(39)	104
Vietnamese	61%	(46)	6%	(4)	33%	(25)	75
Korean	66%	(61)	13%	(12)	21%	(19)	92
Japanese	53%	(72)	9%	(12)	37%	(50)	135
Other Asian	57%	(64)	7%	(8)	36%	(40)	112
Speaks only English at home	58%	(323)	7%	(42)	35%	(193)	558
Speaks mostly English at home	65%	(165)	7%	(17)	28%	(71)	253
Speaks both English and other language at home	57%	(56)	11%	(11)	32%	(32)	98
Speaks mostly other language at home	44%	(34)	21%	(16)	36%	(27)	77
Trump supporter	43%	(99)	9%	(20)	48%	(110)	229
Biden supporter	67%	(398)	10%	(61)	23%	(136)	595
Sports fans	61%	(415)	8%	(56)	31%	(208)	679
Avid sports fans	57%	(109)	7%	(14)	35%	(67)	190
Sports fans, Age: 18-34	65%	(121)	6%	(11)	29%	(54)	187
Sports fans, Age: 35-44	61%	(92)	8%	(11)	31%	(47)	150
Sports fans, Age: 45-64	57%	(134)	10%	(24)	33%	(78)	236
Sports fans, Age: 65+	64%	(68)	9%	(10)	27%	(29)	107
Movie studios should diversify teams	71%	(506)	7%	(49)	22%	(158)	713
Movie studios should diversify stories	72%	(459)	7%	(42)	21%	(134)	635
Concerned about Covid	61%	(557)	9%	(82)	30%	(275)	913
No experience with Covid	52%	(271)	10%	(54)	37%	(193)	518
Health care major factor for election	64%	(450)	9%	(65)	27%	(193)	708
Social media users	59%	(559)	9%	(89)	32%	(303)	951
WhatsApp users	61%	(215)	10%	(34)	29%	(103)	352
WeChat users	49%	(85)	15%	(26)	36%	(61)	173
Social media news source at least once a week	60%	(393)	9%	(58)	31%	(206)	657

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

**Table MCFE13\_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
Asian Adults	43%	(428)	13%	(130)	44% (441)	1000
Gender: Male	38%	(178)	13%	(63)	49% (229)	470
Gender: Female	47%	(251)	13%	(67)	40% (212)	530
Age: 18-34	52%	(165)	11%	(36)	37% (118)	320
Age: 35-44	34%	(64)	18%	(33)	48% (90)	186
Age: 45-64	39%	(129)	13%	(44)	49% (163)	335
Age: 65+	44%	(70)	11%	(17)	45% (71)	158
GenZers: 1997-2012	61%	(87)	4%	(6)	34% (49)	142
Millennials: 1981-1996	41%	(117)	15%	(42)	44% (126)	286
GenXers: 1965-1980	35%	(100)	16%	(45)	50% (144)	289
Baby Boomers: 1946-1964	46%	(118)	11%	(27)	43% (109)	255
PID: Dem (no lean)	57%	(227)	11%	(46)	32% (129)	402
PID: Ind (no lean)	38%	(141)	13%	(47)	49% (181)	368
PID: Rep (no lean)	26%	(60)	16%	(37)	57% (132)	230
PID/Gender: Dem Men	51%	(84)	8%	(13)	42% (69)	167
PID/Gender: Dem Women	61%	(143)	14%	(33)	25% (60)	235
PID/Gender: Ind Men	36%	(63)	17%	(29)	48% (84)	176
PID/Gender: Ind Women	40%	(78)	9%	(18)	50% (97)	193
PID/Gender: Rep Men	24%	(30)	17%	(21)	60% (76)	128
PID/Gender: Rep Women	30%	(30)	16%	(16)	55% (56)	102
Ideo: Liberal (1-3)	64%	(193)	10%	(30)	26% (81)	304
Ideo: Moderate (4)	39%	(145)	16%	(60)	45% (167)	372
Ideo: Conservative (5-7)	26%	(64)	14%	(33)	60% (145)	241
Educ: < College	36%	(153)	16%	(65)	48% (202)	420
Educ: Bachelors degree	47%	(154)	10%	(32)	44% (144)	330
Educ: Post-grad	48%	(121)	13%	(33)	38% (96)	250
Income: Under 50k	37%	(153)	18%	(73)	45% (187)	412
Income: 50k-100k	40%	(122)	11%	(33)	49% (148)	303
Income: 100k+	54%	(153)	9%	(24)	38% (107)	284
Ethnicity: Other	43%	(428)	13%	(130)	44% (441)	1000

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**Table MCFE13\_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
Asian Adults	43%	(428)	13%	(130)	44%	(441)	1000
All Christian	42%	(132)	15%	(46)	44%	(139)	317
All Non-Christian	40%	(96)	16%	(38)	44%	(105)	239
Atheist	58%	(39)	11%	(7)	31%	(21)	67
Agnostic/Nothing in particular	48%	(139)	9%	(27)	42%	(121)	288
Something Else	26%	(23)	12%	(11)	62%	(56)	90
Religious Non-Protestant/Catholic	40%	(96)	17%	(41)	44%	(107)	244
Evangelical	28%	(41)	17%	(25)	55%	(82)	148
Non-Evangelical	45%	(112)	12%	(30)	44%	(110)	252
Community: Urban	37%	(121)	17%	(57)	46%	(150)	329
Community: Suburban	48%	(282)	10%	(58)	42%	(251)	591
Community: Rural	31%	(24)	19%	(15)	51%	(40)	79
Employ: Private Sector	37%	(142)	13%	(51)	49%	(187)	380
Employ: Government	47%	(27)	10%	(5)	44%	(25)	57
Employ: Self-Employed	39%	(31)	24%	(19)	38%	(30)	80
Employ: Homemaker	33%	(27)	17%	(14)	49%	(40)	80
Employ: Student	68%	(63)	4%	(4)	28%	(26)	93
Employ: Retired	48%	(77)	9%	(15)	43%	(68)	159
Employ: Unemployed	41%	(54)	15%	(20)	44%	(58)	131
Military HH: Yes	50%	(34)	10%	(7)	40%	(27)	68
Military HH: No	42%	(394)	13%	(124)	44%	(414)	932
RD/WT: Right Direction	20%	(43)	25%	(55)	55%	(120)	218
RD/WT: Wrong Track	49%	(385)	10%	(76)	41%	(321)	782
Trump Job Approve	21%	(51)	21%	(51)	57%	(138)	241
Trump Job Disapprove	52%	(369)	10%	(73)	37%	(263)	705
Trump Job Strongly Approve	18%	(20)	18%	(20)	64%	(71)	112
Trump Job Somewhat Approve	24%	(31)	24%	(31)	52%	(67)	130
Trump Job Somewhat Disapprove	37%	(72)	12%	(23)	51%	(101)	196
Trump Job Strongly Disapprove	58%	(297)	10%	(49)	32%	(163)	509
Favorable of Trump	20%	(50)	20%	(51)	61%	(155)	256
Unfavorable of Trump	53%	(366)	10%	(70)	37%	(251)	687

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**Table MCFE13\_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
Asian Adults	43%	(428)	13%	(130)	44%	(441)	1000
Very Favorable of Trump	19%	(21)	17%	(19)	65%	(73)	113
Somewhat Favorable of Trump	20%	(29)	23%	(32)	57%	(81)	142
Somewhat Unfavorable of Trump	35%	(51)	12%	(18)	53%	(78)	146
Very Unfavorable of Trump	58%	(315)	10%	(52)	32%	(173)	540
#1 Issue: Economy	40%	(161)	11%	(44)	49%	(199)	404
#1 Issue: Security	28%	(18)	12%	(8)	61%	(40)	66
#1 Issue: Health Care	45%	(118)	18%	(46)	38%	(100)	264
#1 Issue: Medicare / Social Security	37%	(29)	16%	(13)	47%	(38)	80
#1 Issue: Women's Issues	64%	(33)	11%	(6)	25%	(13)	51
#1 Issue: Other	43%	(27)	8%	(5)	49%	(31)	63
2018 House Vote: Democrat	57%	(191)	11%	(38)	31%	(104)	333
2018 House Vote: Republican	27%	(41)	15%	(23)	58%	(87)	152
2016 Vote: Hillary Clinton	55%	(184)	10%	(35)	35%	(118)	337
2016 Vote: Donald Trump	25%	(44)	12%	(22)	63%	(111)	176
2016 Vote: Didn't Vote	40%	(181)	15%	(69)	45%	(205)	454
Voted in 2014: Yes	48%	(199)	10%	(43)	42%	(173)	415
Voted in 2014: No	39%	(230)	15%	(87)	46%	(268)	585
2012 Vote: Barack Obama	53%	(179)	9%	(30)	38%	(126)	335
2012 Vote: Mitt Romney	29%	(34)	9%	(10)	62%	(74)	118
2012 Vote: Didn't Vote	39%	(205)	17%	(88)	44%	(232)	525
4-Region: Northeast	49%	(98)	13%	(26)	38%	(75)	199
4-Region: Midwest	39%	(50)	19%	(25)	41%	(53)	128
4-Region: South	31%	(71)	15%	(35)	54%	(123)	229
4-Region: West	47%	(209)	10%	(45)	43%	(191)	445

Continued on next page

**Table MCFE13\_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
Asian Adults	43%	(428)	13%	(130)	44%	(441)	1000
Chinese	45%	(155)	11%	(38)	43%	(148)	341
Filipino	39%	(53)	10%	(14)	51%	(70)	138
Indian	39%	(40)	13%	(14)	48%	(50)	104
Vietnamese	51%	(38)	16%	(12)	33%	(25)	75
Korean	54%	(50)	11%	(10)	35%	(33)	92
Japanese	42%	(57)	12%	(17)	45%	(61)	135
Other Asian	31%	(34)	22%	(24)	48%	(54)	112
Speaks only English at home	43%	(241)	11%	(63)	46%	(255)	558
Speaks mostly English at home	47%	(119)	16%	(40)	37%	(93)	253
Speaks both English and other language at home	47%	(46)	11%	(11)	43%	(42)	98
Speaks mostly other language at home	29%	(22)	11%	(9)	60%	(46)	77
Trump supporter	21%	(49)	20%	(45)	59%	(135)	229
Biden supporter	53%	(317)	12%	(72)	35%	(206)	595
Sports fans	43%	(295)	14%	(96)	42%	(288)	679
Avid sports fans	40%	(75)	19%	(36)	41%	(78)	190
Sports fans, Age: 18-34	53%	(99)	13%	(24)	34%	(64)	187
Sports fans, Age: 35-44	34%	(50)	18%	(28)	48%	(72)	150
Sports fans, Age: 45-64	40%	(95)	13%	(31)	47%	(110)	236
Sports fans, Age: 65+	48%	(51)	13%	(14)	39%	(42)	107
Movie studios should diversify teams	53%	(380)	11%	(77)	36%	(256)	713
Movie studios should diversify stories	55%	(348)	11%	(71)	34%	(216)	635
Concerned about Covid	45%	(411)	13%	(118)	42%	(384)	913
No experience with Covid	36%	(185)	13%	(68)	51%	(265)	518
Health care major factor for election	49%	(345)	13%	(92)	38%	(270)	708
Social media users	43%	(406)	13%	(128)	44%	(417)	951
WhatsApp users	42%	(146)	16%	(55)	43%	(150)	352
WeChat users	32%	(56)	17%	(30)	51%	(87)	173
Social media news source at least once a week	42%	(278)	13%	(87)	44%	(292)	657

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



**Table MCFE13\_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
Asian Adults	51%	(511)	12%	(117)	37%	(372)	1000
Gender: Male	47%	(220)	11%	(53)	42%	(197)	470
Gender: Female	55%	(290)	12%	(64)	33%	(175)	530
Age: 18-34	56%	(181)	7%	(24)	36%	(116)	320
Age: 35-44	46%	(85)	15%	(28)	39%	(73)	186
Age: 45-64	50%	(167)	15%	(50)	35%	(118)	335
Age: 65+	49%	(78)	10%	(15)	42%	(66)	158
GenZers: 1997-2012	62%	(87)	5%	(8)	33%	(47)	142
Millennials: 1981-1996	49%	(141)	10%	(27)	41%	(117)	286
GenXers: 1965-1980	48%	(139)	16%	(47)	36%	(104)	289
Baby Boomers: 1946-1964	53%	(135)	10%	(26)	37%	(94)	255
PID: Dem (no lean)	65%	(261)	12%	(46)	24%	(95)	402
PID: Ind (no lean)	47%	(174)	9%	(33)	44%	(161)	368
PID: Rep (no lean)	33%	(76)	16%	(38)	51%	(116)	230
PID/Gender: Dem Men	63%	(105)	7%	(11)	30%	(50)	167
PID/Gender: Dem Women	66%	(156)	15%	(35)	19%	(44)	235
PID/Gender: Ind Men	44%	(77)	12%	(20)	45%	(79)	176
PID/Gender: Ind Women	51%	(97)	7%	(13)	43%	(82)	193
PID/Gender: Rep Men	30%	(39)	17%	(22)	53%	(68)	128
PID/Gender: Rep Women	36%	(37)	16%	(16)	48%	(49)	102
Ideo: Liberal (1-3)	71%	(215)	10%	(30)	20%	(59)	304
Ideo: Moderate (4)	49%	(182)	13%	(48)	38%	(142)	372
Ideo: Conservative (5-7)	35%	(85)	13%	(31)	52%	(125)	241
Educ: < College	41%	(173)	15%	(62)	44%	(185)	420
Educ: Bachelors degree	58%	(191)	9%	(30)	33%	(109)	330
Educ: Post-grad	59%	(147)	10%	(24)	31%	(79)	250
Income: Under 50k	44%	(181)	14%	(59)	42%	(173)	412
Income: 50k-100k	51%	(153)	12%	(38)	37%	(112)	303
Income: 100k+	62%	(176)	7%	(21)	31%	(87)	284
Ethnicity: Other	51%	(511)	12%	(117)	37%	(372)	1000

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**Table MCFE13\_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
Asian Adults	51%	(511)	12%	(117)	37%	(372)	1000
All Christian	50%	(160)	11%	(35)	39%	(122)	317
All Non-Christian	44%	(105)	15%	(37)	41%	(97)	239
Atheist	65%	(43)	9%	(6)	26%	(18)	67
Agnostic/Nothing in particular	59%	(170)	8%	(24)	32%	(93)	288
Something Else	36%	(32)	17%	(15)	47%	(42)	90
Religious Non-Protestant/Catholic	44%	(106)	16%	(39)	40%	(98)	244
Evangelical	41%	(61)	15%	(22)	44%	(65)	148
Non-Evangelical	51%	(129)	10%	(26)	39%	(98)	252
Community: Urban	45%	(147)	17%	(57)	38%	(126)	329
Community: Suburban	57%	(337)	9%	(50)	35%	(204)	591
Community: Rural	34%	(27)	13%	(10)	53%	(42)	79
Employ: Private Sector	50%	(190)	13%	(48)	37%	(142)	380
Employ: Government	51%	(29)	10%	(6)	39%	(22)	57
Employ: Self-Employed	47%	(37)	14%	(11)	39%	(31)	80
Employ: Homemaker	43%	(34)	21%	(17)	36%	(29)	80
Employ: Student	70%	(65)	4%	(4)	26%	(24)	93
Employ: Retired	52%	(83)	8%	(13)	40%	(63)	159
Employ: Unemployed	48%	(63)	12%	(15)	41%	(53)	131
Military HH: Yes	62%	(42)	4%	(3)	33%	(23)	68
Military HH: No	50%	(468)	12%	(114)	38%	(350)	932
RD/WT: Right Direction	27%	(59)	23%	(50)	50%	(109)	218
RD/WT: Wrong Track	58%	(452)	9%	(67)	34%	(263)	782
Trump Job Approve	28%	(68)	19%	(46)	53%	(127)	241
Trump Job Disapprove	61%	(432)	10%	(69)	29%	(203)	705
Trump Job Strongly Approve	27%	(30)	17%	(19)	56%	(62)	112
Trump Job Somewhat Approve	29%	(38)	20%	(26)	50%	(65)	130
Trump Job Somewhat Disapprove	45%	(89)	14%	(27)	41%	(80)	196
Trump Job Strongly Disapprove	68%	(344)	8%	(43)	24%	(123)	509
Favorable of Trump	26%	(68)	18%	(45)	56%	(143)	256
Unfavorable of Trump	62%	(428)	10%	(68)	28%	(191)	687

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**Table MCFE13\_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
Asian Adults	51%	(511)	12%	(117)	37%	(372)	1000
Very Favorable of Trump	28%	(32)	14%	(16)	58%	(65)	113
Somewhat Favorable of Trump	25%	(36)	20%	(29)	55%	(78)	142
Somewhat Unfavorable of Trump	44%	(64)	13%	(19)	43%	(63)	146
Very Unfavorable of Trump	67%	(363)	9%	(48)	24%	(129)	540
#1 Issue: Economy	49%	(196)	9%	(37)	42%	(170)	404
#1 Issue: Security	41%	(27)	13%	(9)	46%	(30)	66
#1 Issue: Health Care	50%	(131)	16%	(41)	35%	(92)	264
#1 Issue: Medicare / Social Security	45%	(36)	11%	(9)	44%	(35)	80
#1 Issue: Women's Issues	71%	(36)	23%	(11)	7%	(3)	51
#1 Issue: Other	50%	(31)	7%	(5)	43%	(27)	63
2018 House Vote: Democrat	67%	(223)	10%	(33)	23%	(77)	333
2018 House Vote: Republican	39%	(59)	12%	(19)	49%	(74)	152
2016 Vote: Hillary Clinton	64%	(214)	10%	(34)	26%	(88)	337
2016 Vote: Donald Trump	38%	(67)	8%	(13)	54%	(95)	176
2016 Vote: Didn't Vote	45%	(205)	15%	(66)	40%	(184)	454
Voted in 2014: Yes	59%	(244)	9%	(37)	32%	(133)	415
Voted in 2014: No	45%	(266)	14%	(80)	41%	(240)	585
2012 Vote: Barack Obama	66%	(221)	8%	(26)	26%	(88)	335
2012 Vote: Mitt Romney	38%	(45)	9%	(10)	54%	(63)	118
2012 Vote: Didn't Vote	44%	(233)	15%	(79)	41%	(213)	525
4-Region: Northeast	56%	(111)	9%	(18)	35%	(69)	199
4-Region: Midwest	44%	(57)	17%	(22)	38%	(49)	128
4-Region: South	39%	(89)	15%	(33)	46%	(106)	229
4-Region: West	57%	(253)	10%	(43)	33%	(148)	445

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**Table MCFE13\_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
Asian Adults	51%	(511)	12%	(117)	37%	(372)	1000
Chinese	54%	(184)	10%	(35)	36%	(122)	341
Filipino	45%	(62)	13%	(17)	42%	(59)	138
Indian	49%	(51)	12%	(13)	39%	(41)	104
Vietnamese	59%	(44)	9%	(7)	32%	(24)	75
Korean	61%	(56)	15%	(14)	24%	(22)	92
Japanese	50%	(67)	10%	(13)	40%	(54)	135
Other Asian	40%	(45)	17%	(19)	43%	(48)	112
Speaks only English at home	51%	(285)	10%	(57)	39%	(215)	558
Speaks mostly English at home	56%	(142)	11%	(28)	33%	(83)	253
Speaks both English and other language at home	56%	(55)	9%	(9)	35%	(35)	98
Speaks mostly other language at home	34%	(26)	20%	(15)	46%	(35)	77
Trump supporter	28%	(65)	16%	(36)	56%	(128)	229
Biden supporter	62%	(367)	11%	(66)	27%	(162)	595
Sports fans	53%	(357)	12%	(83)	35%	(239)	679
Avid sports fans	49%	(93)	13%	(25)	38%	(72)	190
Sports fans, Age: 18-34	56%	(104)	9%	(18)	35%	(65)	187
Sports fans, Age: 35-44	46%	(68)	15%	(22)	40%	(59)	150
Sports fans, Age: 45-64	55%	(129)	12%	(29)	33%	(78)	236
Sports fans, Age: 65+	53%	(56)	13%	(14)	34%	(37)	107
Movie studios should diversify teams	63%	(451)	9%	(61)	28%	(201)	713
Movie studios should diversify stories	66%	(417)	9%	(59)	25%	(158)	635
Concerned about Covid	53%	(488)	12%	(107)	35%	(318)	913
No experience with Covid	44%	(226)	13%	(67)	43%	(225)	518
Health care major factor for election	57%	(402)	12%	(86)	31%	(220)	708
Social media users	51%	(488)	12%	(114)	37%	(349)	951
WhatsApp users	53%	(186)	11%	(39)	36%	(127)	352
WeChat users	39%	(68)	16%	(27)	45%	(77)	173
Social media news source at least once a week	51%	(334)	13%	(87)	36%	(235)	657

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

**Table MCFE13\_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
Asian Adults	45%	(452)	7%	(75)	47% (473)	1000
Gender: Male	40%	(186)	9%	(44)	51% (240)	470
Gender: Female	50%	(266)	6%	(31)	44% (234)	530
Age: 18-34	51%	(164)	4%	(13)	45% (143)	320
Age: 35-44	46%	(86)	11%	(20)	43% (81)	186
Age: 45-64	41%	(136)	11%	(36)	49% (163)	335
Age: 65+	42%	(66)	4%	(6)	55% (87)	158
GenZers: 1997-2012	56%	(79)	1%	(2)	43% (61)	142
Millennials: 1981-1996	47%	(134)	7%	(19)	46% (132)	286
GenXers: 1965-1980	41%	(119)	13%	(37)	46% (134)	289
Baby Boomers: 1946-1964	44%	(113)	7%	(17)	49% (125)	255
PID: Dem (no lean)	61%	(244)	6%	(26)	33% (132)	402
PID: Ind (no lean)	38%	(140)	6%	(23)	56% (205)	368
PID: Rep (no lean)	30%	(68)	11%	(25)	59% (136)	230
PID/Gender: Dem Men	58%	(96)	9%	(14)	34% (56)	167
PID/Gender: Dem Women	63%	(148)	5%	(12)	32% (76)	235
PID/Gender: Ind Men	31%	(55)	9%	(15)	60% (106)	176
PID/Gender: Ind Women	44%	(85)	4%	(8)	52% (99)	193
PID/Gender: Rep Men	28%	(35)	12%	(15)	61% (78)	128
PID/Gender: Rep Women	32%	(33)	10%	(11)	58% (59)	102
Ideo: Liberal (1-3)	66%	(202)	7%	(21)	27% (82)	304
Ideo: Moderate (4)	42%	(158)	6%	(21)	52% (193)	372
Ideo: Conservative (5-7)	28%	(68)	13%	(31)	59% (142)	241
Educ: < College	39%	(163)	7%	(27)	55% (230)	420
Educ: Bachelors degree	51%	(170)	5%	(17)	43% (143)	330
Educ: Post-grad	48%	(119)	12%	(30)	40% (101)	250
Income: Under 50k	41%	(170)	6%	(26)	53% (217)	412
Income: 50k-100k	45%	(137)	10%	(32)	44% (135)	303
Income: 100k+	51%	(145)	6%	(17)	43% (122)	284
Ethnicity: Other	45%	(452)	7%	(75)	47% (473)	1000

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**Table MCFE13\_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
Asian Adults	45%	(452)	7%	(75)	47%	(473)	1000
All Christian	39%	(125)	9%	(30)	51%	(163)	317
All Non-Christian	44%	(104)	9%	(20)	48%	(114)	239
Atheist	56%	(38)	4%	(3)	40%	(26)	67
Agnostic/Nothing in particular	51%	(147)	4%	(13)	44%	(127)	288
Something Else	42%	(38)	10%	(9)	48%	(43)	90
Religious Non-Protestant/Catholic	43%	(105)	9%	(22)	48%	(117)	244
Evangelical	30%	(44)	15%	(22)	55%	(82)	148
Non-Evangelical	46%	(117)	6%	(14)	48%	(121)	252
Community: Urban	47%	(155)	9%	(29)	44%	(146)	329
Community: Suburban	46%	(272)	6%	(37)	48%	(282)	591
Community: Rural	32%	(25)	10%	(8)	58%	(46)	79
Employ: Private Sector	45%	(170)	9%	(35)	46%	(174)	380
Employ: Government	40%	(23)	14%	(8)	46%	(26)	57
Employ: Self-Employed	41%	(32)	9%	(7)	50%	(40)	80
Employ: Homemaker	41%	(33)	9%	(7)	51%	(41)	80
Employ: Student	58%	(54)	2%	(1)	40%	(37)	93
Employ: Retired	41%	(65)	5%	(8)	54%	(86)	159
Employ: Unemployed	50%	(65)	5%	(6)	46%	(60)	131
Military HH: Yes	47%	(32)	5%	(3)	49%	(33)	68
Military HH: No	45%	(420)	8%	(72)	47%	(440)	932
RD/WT: Right Direction	25%	(54)	14%	(31)	61%	(133)	218
RD/WT: Wrong Track	51%	(398)	6%	(44)	44%	(341)	782
Trump Job Approve	25%	(61)	10%	(25)	64%	(155)	241
Trump Job Disapprove	54%	(382)	7%	(48)	39%	(274)	705
Trump Job Strongly Approve	28%	(31)	14%	(16)	58%	(64)	112
Trump Job Somewhat Approve	23%	(30)	7%	(9)	70%	(91)	130
Trump Job Somewhat Disapprove	42%	(83)	11%	(21)	47%	(92)	196
Trump Job Strongly Disapprove	59%	(300)	5%	(28)	36%	(182)	509
Favorable of Trump	22%	(55)	11%	(28)	68%	(173)	256
Unfavorable of Trump	56%	(385)	6%	(44)	37%	(257)	687

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**Table MCFE13\_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
Asian Adults	45%	(452)	7%	(75)	47%	(473)	1000
Very Favorable of Trump	25%	(28)	14%	(15)	62%	(70)	113
Somewhat Favorable of Trump	19%	(27)	9%	(12)	72%	(103)	142
Somewhat Unfavorable of Trump	44%	(64)	11%	(17)	44%	(65)	146
Very Unfavorable of Trump	59%	(321)	5%	(27)	36%	(192)	540
#1 Issue: Economy	41%	(165)	7%	(28)	52%	(210)	404
#1 Issue: Security	26%	(17)	15%	(10)	59%	(39)	66
#1 Issue: Health Care	46%	(122)	10%	(27)	44%	(115)	264
#1 Issue: Medicare / Social Security	42%	(34)	1%	(1)	57%	(45)	80
#1 Issue: Women's Issues	71%	(36)	7%	(4)	21%	(11)	51
#1 Issue: Other	43%	(27)	6%	(4)	51%	(32)	63
2018 House Vote: Democrat	62%	(205)	6%	(21)	32%	(107)	333
2018 House Vote: Republican	31%	(47)	11%	(16)	58%	(88)	152
2016 Vote: Hillary Clinton	60%	(201)	7%	(23)	34%	(113)	337
2016 Vote: Donald Trump	26%	(45)	9%	(16)	65%	(114)	176
2016 Vote: Didn't Vote	41%	(188)	7%	(33)	51%	(233)	454
Voted in 2014: Yes	50%	(207)	8%	(33)	42%	(175)	415
Voted in 2014: No	42%	(245)	7%	(42)	51%	(298)	585
2012 Vote: Barack Obama	58%	(195)	8%	(25)	34%	(115)	335
2012 Vote: Mitt Romney	23%	(28)	9%	(10)	68%	(80)	118
2012 Vote: Didn't Vote	42%	(219)	7%	(39)	51%	(267)	525
4-Region: Northeast	51%	(102)	7%	(13)	42%	(84)	199
4-Region: Midwest	42%	(54)	8%	(10)	50%	(64)	128
4-Region: South	35%	(80)	12%	(27)	53%	(122)	229
4-Region: West	49%	(216)	6%	(25)	46%	(203)	445

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**Table MCFE13\_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
Asian Adults	45%	(452)	7%	(75)	47%	(473)	1000
Chinese	45%	(152)	8%	(29)	47%	(160)	341
Filipino	39%	(53)	10%	(13)	52%	(72)	138
Indian	45%	(47)	9%	(10)	46%	(48)	104
Vietnamese	44%	(33)	6%	(5)	50%	(38)	75
Korean	66%	(60)	6%	(5)	29%	(26)	92
Japanese	42%	(57)	4%	(6)	53%	(72)	135
Other Asian	43%	(48)	7%	(8)	51%	(57)	112
Speaks only English at home	46%	(255)	7%	(38)	47%	(264)	558
Speaks mostly English at home	50%	(126)	7%	(17)	43%	(109)	253
Speaks both English and other language at home	45%	(44)	4%	(4)	51%	(50)	98
Speaks mostly other language at home	32%	(25)	15%	(11)	53%	(41)	77
Trump supporter	23%	(52)	10%	(23)	67%	(154)	229
Biden supporter	58%	(343)	6%	(38)	36%	(214)	595
Sports fans	47%	(316)	8%	(55)	45%	(308)	679
Avid sports fans	47%	(89)	9%	(18)	44%	(83)	190
Sports fans, Age: 18-34	52%	(98)	6%	(11)	42%	(78)	187
Sports fans, Age: 35-44	46%	(68)	9%	(14)	45%	(67)	150
Sports fans, Age: 45-64	43%	(101)	11%	(26)	46%	(109)	236
Sports fans, Age: 65+	45%	(48)	4%	(4)	51%	(55)	107
Movie studios should diversify teams	56%	(396)	6%	(44)	38%	(274)	713
Movie studios should diversify stories	58%	(365)	7%	(48)	35%	(222)	635
Concerned about Covid	48%	(439)	7%	(64)	45%	(410)	913
No experience with Covid	39%	(200)	6%	(33)	55%	(285)	518
Health care major factor for election	50%	(354)	6%	(45)	44%	(308)	708
Social media users	45%	(432)	8%	(72)	47%	(447)	951
WhatsApp users	46%	(163)	9%	(32)	45%	(157)	352
WeChat users	38%	(65)	11%	(18)	52%	(89)	173
Social media news source at least once a week	45%	(298)	8%	(53)	47%	(306)	657

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 MCFE13\_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
Asian Adults	11%	(113)	26%	(265)	62%	(622)	1000
Gender: Male	12%	(55)	22%	(105)	66%	(311)	470
Gender: Female	11%	(58)	30%	(160)	59%	(312)	530
Age: 18-34	9%	(29)	28%	(90)	63%	(201)	320
Age: 35-44	21%	(38)	20%	(38)	59%	(110)	186
Age: 45-64	9%	(31)	26%	(88)	65%	(217)	335
Age: 65+	10%	(15)	31%	(49)	60%	(95)	158
GenZers: 1997-2012	6%	(8)	30%	(42)	64%	(91)	142
Millennials: 1981-1996	13%	(37)	25%	(73)	62%	(176)	286
GenXers: 1965-1980	14%	(41)	22%	(65)	64%	(184)	289
Baby Boomers: 1946-1964	8%	(21)	32%	(82)	60%	(153)	255
PID: Dem (no lean)	11%	(44)	38%	(152)	51%	(206)	402
PID: Ind (no lean)	10%	(37)	21%	(79)	68%	(252)	368
PID: Rep (no lean)	14%	(32)	15%	(34)	71%	(164)	230
PID/Gender: Dem Men	12%	(19)	33%	(55)	56%	(93)	167
PID/Gender: Dem Women	10%	(25)	41%	(97)	48%	(113)	235
PID/Gender: Ind Men	13%	(23)	17%	(30)	70%	(122)	176
PID/Gender: Ind Women	7%	(14)	25%	(49)	67%	(130)	193
PID/Gender: Rep Men	10%	(12)	16%	(20)	75%	(96)	128
PID/Gender: Rep Women	19%	(19)	14%	(14)	67%	(68)	102
Ideo: Liberal (1-3)	13%	(40)	40%	(121)	47%	(143)	304
Ideo: Moderate (4)	10%	(37)	25%	(93)	65%	(242)	372
Ideo: Conservative (5-7)	11%	(26)	18%	(43)	71%	(173)	241
Educ: < College	12%	(52)	16%	(69)	71%	(299)	420
Educ: Bachelors degree	9%	(29)	31%	(101)	60%	(199)	330
Educ: Post-grad	13%	(31)	38%	(95)	50%	(124)	250
Income: Under 50k	11%	(44)	24%	(99)	65%	(270)	412
Income: 50k-100k	13%	(39)	24%	(72)	63%	(192)	303
Income: 100k+	11%	(30)	33%	(94)	56%	(160)	284
Ethnicity: Other	11%	(113)	26%	(265)	62%	(622)	1000

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**Table MCFE13\_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
Asian Adults	11%	(113)	26%	(265)	62% (622)	1000
All Christian	11%	(35)	25%	(80)	64% (202)	317
All Non-Christian	15%	(35)	29%	(68)	57% (136)	239
Atheist	6%	(4)	40%	(27)	54% (36)	67
Agnostic/Nothing in particular	11%	(31)	28%	(80)	61% (177)	288
Something Else	9%	(8)	10%	(9)	80% (72)	90
Religious Non-Protestant/Catholic	15%	(36)	28%	(69)	57% (138)	244
Evangelical	12%	(17)	20%	(30)	68% (101)	148
Non-Evangelical	9%	(23)	23%	(59)	67% (170)	252
Community: Urban	16%	(52)	23%	(77)	61% (201)	329
Community: Suburban	8%	(48)	29%	(174)	63% (370)	591
Community: Rural	16%	(13)	18%	(14)	66% (52)	79
Employ: Private Sector	11%	(41)	26%	(98)	63% (241)	380
Employ: Government	12%	(7)	35%	(20)	54% (31)	57
Employ: Self-Employed	8%	(6)	31%	(24)	62% (49)	80
Employ: Homemaker	25%	(20)	16%	(13)	59% (47)	80
Employ: Student	5%	(4)	33%	(31)	62% (58)	93
Employ: Retired	8%	(12)	32%	(51)	60% (96)	159
Employ: Unemployed	13%	(17)	18%	(23)	69% (91)	131
Military HH: Yes	10%	(7)	26%	(17)	64% (44)	68
Military HH: No	11%	(106)	27%	(247)	62% (579)	932
RD/WT: Right Direction	21%	(46)	14%	(30)	65% (142)	218
RD/WT: Wrong Track	9%	(67)	30%	(234)	61% (480)	782
Trump Job Approve	17%	(40)	12%	(28)	72% (173)	241
Trump Job Disapprove	10%	(67)	33%	(235)	57% (403)	705
Trump Job Strongly Approve	19%	(21)	14%	(16)	67% (75)	112
Trump Job Somewhat Approve	15%	(19)	10%	(13)	76% (98)	130
Trump Job Somewhat Disapprove	9%	(17)	22%	(42)	70% (137)	196
Trump Job Strongly Disapprove	10%	(50)	38%	(192)	52% (266)	509
Favorable of Trump	16%	(42)	10%	(25)	74% (189)	256
Unfavorable of Trump	10%	(65)	34%	(234)	56% (387)	687

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**Table MCFE13\_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
Asian Adults	11%	(113)	26%	(265)	62%	(622)	1000
Very Favorable of Trump	18%	(21)	8%	(9)	74%	(84)	113
Somewhat Favorable of Trump	15%	(21)	11%	(16)	74%	(106)	142
Somewhat Unfavorable of Trump	11%	(17)	19%	(27)	70%	(103)	146
Very Unfavorable of Trump	9%	(49)	38%	(207)	53%	(284)	540
#1 Issue: Economy	9%	(35)	26%	(104)	65%	(264)	404
#1 Issue: Security	13%	(8)	13%	(9)	74%	(49)	66
#1 Issue: Health Care	12%	(31)	24%	(64)	64%	(169)	264
#1 Issue: Medicare / Social Security	14%	(11)	30%	(24)	55%	(44)	80
#1 Issue: Women's Issues	13%	(7)	34%	(18)	52%	(27)	51
#1 Issue: Other	6%	(4)	28%	(18)	65%	(41)	63
2018 House Vote: Democrat	12%	(39)	39%	(129)	50%	(165)	333
2018 House Vote: Republican	15%	(24)	17%	(27)	67%	(102)	152
2016 Vote: Hillary Clinton	11%	(37)	36%	(122)	53%	(177)	337
2016 Vote: Donald Trump	13%	(23)	19%	(33)	68%	(119)	176
2016 Vote: Didn't Vote	11%	(48)	22%	(98)	68%	(308)	454
Voted in 2014: Yes	11%	(47)	32%	(133)	57%	(235)	415
Voted in 2014: No	11%	(66)	23%	(132)	66%	(387)	585
2012 Vote: Barack Obama	10%	(34)	36%	(121)	54%	(181)	335
2012 Vote: Mitt Romney	11%	(13)	20%	(24)	69%	(81)	118
2012 Vote: Didn't Vote	12%	(65)	22%	(114)	66%	(346)	525
4-Region: Northeast	11%	(21)	37%	(73)	53%	(105)	199
4-Region: Midwest	12%	(16)	27%	(34)	61%	(78)	128
4-Region: South	10%	(22)	20%	(47)	70%	(160)	229
4-Region: West	12%	(54)	25%	(111)	63%	(280)	445

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**Table MCFE13\_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
Asian Adults	11%	(113)	26%	(265)	62%	(622)	1000
Chinese	7%	(24)	34%	(115)	59%	(201)	341
Filipino	14%	(19)	21%	(29)	65%	(89)	138
Indian	16%	(17)	23%	(24)	61%	(63)	104
Vietnamese	3%	(3)	30%	(22)	67%	(50)	75
Korean	9%	(8)	25%	(23)	66%	(61)	92
Japanese	17%	(22)	21%	(29)	62%	(84)	135
Other Asian	17%	(20)	18%	(20)	64%	(72)	112
Speaks only English at home	11%	(63)	25%	(142)	63%	(353)	558
Speaks mostly English at home	11%	(27)	30%	(76)	59%	(150)	253
Speaks both English and other language at home	12%	(12)	29%	(29)	59%	(58)	98
Speaks mostly other language at home	11%	(8)	21%	(16)	68%	(52)	77
Trump supporter	15%	(35)	10%	(23)	74%	(171)	229
Biden supporter	11%	(67)	34%	(204)	54%	(324)	595
Sports fans	11%	(76)	27%	(180)	62%	(423)	679
Avid sports fans	13%	(24)	23%	(44)	64%	(121)	190
Sports fans, Age: 18-34	9%	(16)	28%	(52)	63%	(118)	187
Sports fans, Age: 35-44	19%	(28)	20%	(30)	62%	(92)	150
Sports fans, Age: 45-64	8%	(19)	28%	(66)	64%	(150)	236
Sports fans, Age: 65+	12%	(13)	30%	(32)	58%	(62)	107
Movie studios should diversify teams	10%	(72)	33%	(235)	57%	(406)	713
Movie studios should diversify stories	11%	(69)	33%	(212)	56%	(353)	635
Concerned about Covid	11%	(103)	28%	(256)	61%	(555)	913
No experience with Covid	13%	(65)	20%	(105)	67%	(348)	518
Health care major factor for election	11%	(77)	29%	(203)	60%	(428)	708
Social media users	12%	(110)	26%	(250)	62%	(591)	951
WhatsApp users	13%	(47)	30%	(104)	57%	(200)	352
WeChat users	9%	(16)	26%	(44)	65%	(112)	173
Social media news source at least once a week	12%	(79)	26%	(173)	62%	(406)	657

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 MCFE13\_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
Asian Adults	51%	(511)	11%	(108)	38%	(381)	1000
Gender: Male	44%	(206)	12%	(57)	44%	(207)	470
Gender: Female	57%	(305)	10%	(52)	33%	(174)	530
Age: 18-34	58%	(187)	8%	(26)	33%	(107)	320
Age: 35-44	45%	(84)	15%	(28)	40%	(74)	186
Age: 45-64	48%	(161)	13%	(42)	39%	(132)	335
Age: 65+	50%	(79)	8%	(12)	42%	(67)	158
GenZers: 1997-2012	66%	(94)	2%	(3)	32%	(45)	142
Millennials: 1981-1996	50%	(143)	12%	(35)	38%	(107)	286
GenXers: 1965-1980	46%	(133)	14%	(41)	40%	(116)	289
Baby Boomers: 1946-1964	52%	(134)	10%	(25)	38%	(97)	255
PID: Dem (no lean)	67%	(269)	11%	(46)	22%	(87)	402
PID: Ind (no lean)	45%	(164)	8%	(29)	48%	(175)	368
PID: Rep (no lean)	34%	(78)	14%	(33)	52%	(119)	230
PID/Gender: Dem Men	64%	(106)	9%	(15)	27%	(45)	167
PID/Gender: Dem Women	69%	(162)	13%	(31)	18%	(42)	235
PID/Gender: Ind Men	37%	(65)	11%	(19)	52%	(91)	176
PID/Gender: Ind Women	51%	(99)	5%	(10)	44%	(84)	193
PID/Gender: Rep Men	27%	(34)	18%	(23)	56%	(71)	128
PID/Gender: Rep Women	43%	(44)	10%	(11)	47%	(48)	102
Ideo: Liberal (1-3)	73%	(222)	9%	(28)	18%	(54)	304
Ideo: Moderate (4)	48%	(180)	11%	(41)	41%	(151)	372
Ideo: Conservative (5-7)	32%	(76)	14%	(33)	55%	(132)	241
Educ: < College	44%	(184)	13%	(53)	44%	(183)	420
Educ: Bachelors degree	56%	(185)	8%	(27)	36%	(118)	330
Educ: Post-grad	57%	(142)	11%	(28)	32%	(80)	250
Income: Under 50k	47%	(193)	12%	(51)	41%	(168)	412
Income: 50k-100k	50%	(151)	10%	(29)	41%	(123)	303
Income: 100k+	59%	(166)	10%	(28)	32%	(90)	284
Ethnicity: Other	51%	(511)	11%	(108)	38%	(381)	1000

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**Table MCFE13\_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
Asian Adults	51%	(511)	11%	(108)	38% (381)	1000
All Christian	48%	(154)	10%	(31)	42% (132)	317
All Non-Christian	45%	(107)	19%	(45)	36% (86)	239
Atheist	63%	(42)	11%	(7)	26% (17)	67
Agnostic/Nothing in particular	60%	(172)	6%	(17)	34% (98)	288
Something Else	39%	(35)	9%	(8)	52% (47)	90
Religious Non-Protestant/Catholic	44%	(108)	20%	(48)	36% (88)	244
Evangelical	37%	(54)	14%	(20)	50% (74)	148
Non-Evangelical	53%	(133)	7%	(17)	41% (103)	252
Community: Urban	48%	(159)	11%	(36)	41% (135)	329
Community: Suburban	54%	(322)	10%	(57)	36% (213)	591
Community: Rural	38%	(30)	20%	(16)	42% (33)	79
Employ: Private Sector	49%	(188)	11%	(43)	39% (149)	380
Employ: Government	51%	(29)	10%	(6)	39% (22)	57
Employ: Self-Employed	44%	(35)	12%	(10)	44% (35)	80
Employ: Homemaker	43%	(34)	20%	(16)	37% (30)	80
Employ: Student	70%	(65)	5%	(5)	25% (23)	93
Employ: Retired	50%	(80)	9%	(14)	41% (65)	159
Employ: Unemployed	52%	(69)	9%	(11)	39% (51)	131
Military HH: Yes	55%	(37)	5%	(4)	40% (27)	68
Military HH: No	51%	(473)	11%	(105)	38% (354)	932
RD/WT: Right Direction	30%	(66)	21%	(46)	49% (107)	218
RD/WT: Wrong Track	57%	(445)	8%	(63)	35% (274)	782
Trump Job Approve	29%	(70)	15%	(35)	57% (137)	241
Trump Job Disapprove	61%	(427)	10%	(71)	29% (207)	705
Trump Job Strongly Approve	29%	(32)	21%	(24)	50% (56)	112
Trump Job Somewhat Approve	29%	(37)	9%	(12)	62% (81)	130
Trump Job Somewhat Disapprove	49%	(96)	12%	(23)	39% (77)	196
Trump Job Strongly Disapprove	65%	(331)	9%	(48)	26% (130)	509
Favorable of Trump	25%	(64)	15%	(37)	60% (155)	256
Unfavorable of Trump	62%	(426)	10%	(67)	28% (193)	687

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**Table MCFE13\_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
Asian Adults	51%	(511)	11%	(108)	38%	(381)	1000
Very Favorable of Trump	27%	(30)	18%	(20)	56%	(63)	113
Somewhat Favorable of Trump	24%	(34)	12%	(17)	64%	(91)	142
Somewhat Unfavorable of Trump	49%	(71)	12%	(17)	40%	(58)	146
Very Unfavorable of Trump	66%	(355)	9%	(50)	25%	(135)	540
#1 Issue: Economy	47%	(191)	10%	(39)	43%	(174)	404
#1 Issue: Security	39%	(26)	9%	(6)	52%	(35)	66
#1 Issue: Health Care	51%	(134)	16%	(43)	33%	(87)	264
#1 Issue: Medicare / Social Security	44%	(35)	11%	(8)	45%	(36)	80
#1 Issue: Women's Issues	77%	(39)	7%	(4)	16%	(8)	51
#1 Issue: Other	48%	(30)	8%	(5)	44%	(28)	63
2018 House Vote: Democrat	67%	(223)	10%	(35)	23%	(75)	333
2018 House Vote: Republican	41%	(62)	9%	(13)	51%	(77)	152
2016 Vote: Hillary Clinton	64%	(214)	10%	(35)	26%	(87)	337
2016 Vote: Donald Trump	37%	(65)	8%	(14)	55%	(96)	176
2016 Vote: Didn't Vote	46%	(208)	12%	(56)	42%	(190)	454
Voted in 2014: Yes	57%	(235)	10%	(39)	34%	(140)	415
Voted in 2014: No	47%	(276)	12%	(69)	41%	(241)	585
2012 Vote: Barack Obama	64%	(214)	8%	(27)	28%	(95)	335
2012 Vote: Mitt Romney	39%	(47)	9%	(11)	52%	(61)	118
2012 Vote: Didn't Vote	46%	(239)	13%	(70)	41%	(216)	525
4-Region: Northeast	56%	(111)	12%	(25)	32%	(63)	199
4-Region: Midwest	50%	(63)	13%	(17)	37%	(47)	128
4-Region: South	38%	(86)	13%	(29)	50%	(114)	229
4-Region: West	56%	(251)	8%	(38)	35%	(157)	445

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**Table MCFE13\_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
Asian Adults	51%	(511)	11%	(108)	38% (381)	1000
Chinese	53%	(180)	10%	(33)	37% (127)	341
Filipino	46%	(63)	9%	(13)	45% (62)	138
Indian	48%	(50)	15%	(16)	37% (38)	104
Vietnamese	61%	(46)	15%	(11)	24% (18)	75
Korean	62%	(56)	13%	(12)	26% (23)	92
Japanese	49%	(65)	7%	(10)	44% (60)	135
Other Asian	43%	(48)	12%	(14)	45% (51)	112
Speaks only English at home	51%	(283)	9%	(51)	40% (224)	558
Speaks mostly English at home	58%	(146)	9%	(24)	33% (83)	253
Speaks both English and other language at home	54%	(53)	13%	(13)	33% (32)	98
Speaks mostly other language at home	37%	(28)	15%	(11)	48% (37)	77
Trump supporter	26%	(60)	16%	(36)	58% (133)	229
Biden supporter	62%	(372)	11%	(64)	27% (160)	595
Sports fans	52%	(356)	12%	(85)	35% (238)	679
Avid sports fans	52%	(98)	13%	(25)	35% (67)	190
Sports fans, Age: 18-34	60%	(112)	13%	(24)	27% (51)	187
Sports fans, Age: 35-44	45%	(68)	13%	(20)	41% (62)	150
Sports fans, Age: 45-64	51%	(121)	13%	(30)	36% (85)	236
Sports fans, Age: 65+	52%	(56)	10%	(11)	38% (40)	107
Movie studios should diversify teams	63%	(451)	9%	(62)	28% (200)	713
Movie studios should diversify stories	65%	(416)	9%	(56)	26% (163)	635
Concerned about Covid	54%	(492)	10%	(94)	36% (328)	913
No experience with Covid	44%	(229)	11%	(58)	45% (231)	518
Health care major factor for election	58%	(408)	10%	(73)	32% (227)	708
Social media users	51%	(487)	11%	(104)	38% (360)	951
WhatsApp users	52%	(183)	11%	(39)	37% (130)	352
WeChat users	40%	(69)	17%	(29)	43% (75)	173
Social media news source at least once a week	52%	(341)	12%	(77)	36% (239)	657

*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 MCFE14\_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
Asian Adults	11%	(108)	29%	(293)	60%	(599)	1000
Gender: Male	10%	(47)	29%	(138)	61%	(286)	470
Gender: Female	12%	(62)	29%	(155)	59%	(314)	530
Age: 18-34	8%	(26)	36%	(114)	56%	(180)	320
Age: 35-44	17%	(32)	27%	(50)	56%	(104)	186
Age: 45-64	12%	(39)	25%	(83)	64%	(213)	335
Age: 65+	7%	(11)	28%	(45)	65%	(102)	158
GenZers: 1997-2012	6%	(9)	38%	(54)	56%	(80)	142
Millennials: 1981-1996	12%	(35)	32%	(93)	55%	(158)	286
GenXers: 1965-1980	15%	(43)	25%	(72)	60%	(174)	289
Baby Boomers: 1946-1964	7%	(17)	28%	(71)	65%	(167)	255
PID: Dem (no lean)	12%	(48)	42%	(168)	46%	(186)	402
PID: Ind (no lean)	8%	(30)	24%	(89)	68%	(250)	368
PID: Rep (no lean)	13%	(30)	16%	(36)	71%	(164)	230
PID/Gender: Dem Men	9%	(15)	42%	(71)	49%	(81)	167
PID/Gender: Dem Women	14%	(33)	41%	(97)	44%	(105)	235
PID/Gender: Ind Men	9%	(15)	25%	(44)	66%	(117)	176
PID/Gender: Ind Women	8%	(15)	23%	(45)	69%	(133)	193
PID/Gender: Rep Men	13%	(17)	18%	(23)	69%	(88)	128
PID/Gender: Rep Women	13%	(14)	12%	(12)	74%	(76)	102
Ideo: Liberal (1-3)	13%	(40)	42%	(129)	44%	(135)	304
Ideo: Moderate (4)	12%	(45)	26%	(96)	62%	(231)	372
Ideo: Conservative (5-7)	7%	(18)	22%	(53)	71%	(171)	241
Educ: < College	12%	(51)	24%	(99)	64%	(270)	420
Educ: Bachelors degree	9%	(28)	32%	(104)	60%	(198)	330
Educ: Post-grad	12%	(29)	36%	(90)	52%	(131)	250
Income: Under 50k	12%	(49)	27%	(112)	61%	(251)	412
Income: 50k-100k	11%	(34)	32%	(96)	57%	(173)	303
Income: 100k+	9%	(25)	30%	(84)	62%	(175)	284
Ethnicity: Other	11%	(108)	29%	(293)	60%	(599)	1000

Continued on next page

**Table MCFE14\_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
Asian Adults	11%	(108)	29%	(293)	60% (599)	1000
All Christian	11%	(35)	26%	(81)	63% (200)	317
All Non-Christian	13%	(32)	32%	(75)	55% (131)	239
Atheist	12%	(8)	30%	(20)	59% (39)	67
Agnostic/Nothing in particular	9%	(27)	33%	(96)	57% (164)	288
Something Else	7%	(6)	22%	(20)	71% (64)	90
Religious Non-Protestant/Catholic	14%	(34)	31%	(76)	55% (134)	244
Evangelical	11%	(17)	27%	(39)	62% (92)	148
Non-Evangelical	9%	(22)	24%	(61)	67% (169)	252
Community: Urban	15%	(49)	25%	(83)	60% (197)	329
Community: Suburban	9%	(54)	32%	(190)	59% (347)	591
Community: Rural	6%	(4)	24%	(19)	70% (56)	79
Employ: Private Sector	11%	(43)	30%	(115)	58% (222)	380
Employ: Government	25%	(14)	29%	(16)	46% (26)	57
Employ: Self-Employed	12%	(9)	28%	(23)	60% (48)	80
Employ: Homemaker	12%	(10)	12%	(9)	76% (61)	80
Employ: Student	2%	(2)	47%	(44)	51% (47)	93
Employ: Retired	6%	(9)	28%	(44)	67% (106)	159
Employ: Unemployed	13%	(18)	28%	(37)	59% (77)	131
Military HH: Yes	6%	(4)	29%	(20)	65% (44)	68
Military HH: No	11%	(104)	29%	(273)	60% (555)	932
RD/WT: Right Direction	18%	(39)	11%	(25)	71% (155)	218
RD/WT: Wrong Track	9%	(69)	34%	(268)	57% (445)	782
Trump Job Approve	13%	(32)	12%	(29)	75% (180)	241
Trump Job Disapprove	10%	(73)	37%	(260)	53% (371)	705
Trump Job Strongly Approve	12%	(13)	13%	(14)	75% (84)	112
Trump Job Somewhat Approve	14%	(19)	11%	(14)	75% (97)	130
Trump Job Somewhat Disapprove	9%	(18)	24%	(47)	67% (131)	196
Trump Job Strongly Disapprove	11%	(55)	42%	(213)	47% (240)	509

Continued on next page

**Table MCFE14\_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
Asian Adults	11%	(108)	29%	(293)	60%	(599)	1000
Favorable of Trump	13%	(33)	10%	(27)	77%	(196)	256
Unfavorable of Trump	10%	(68)	38%	(261)	52%	(357)	687
Very Favorable of Trump	14%	(16)	10%	(11)	76%	(86)	113
Somewhat Favorable of Trump	12%	(17)	11%	(16)	77%	(110)	142
Somewhat Unfavorable of Trump	9%	(13)	28%	(40)	64%	(93)	146
Very Unfavorable of Trump	10%	(56)	41%	(221)	49%	(263)	540
#1 Issue: Economy	8%	(32)	29%	(116)	63%	(256)	404
#1 Issue: Security	6%	(4)	17%	(11)	77%	(51)	66
#1 Issue: Health Care	17%	(44)	27%	(71)	56%	(148)	264
#1 Issue: Medicare / Social Security	11%	(8)	24%	(19)	65%	(52)	80
#1 Issue: Women's Issues	4%	(2)	46%	(24)	50%	(25)	51
#1 Issue: Other	10%	(6)	27%	(17)	62%	(39)	63
2018 House Vote: Democrat	11%	(37)	42%	(138)	47%	(158)	333
2018 House Vote: Republican	13%	(20)	16%	(24)	71%	(108)	152
2016 Vote: Hillary Clinton	11%	(38)	38%	(129)	50%	(169)	337
2016 Vote: Donald Trump	12%	(21)	17%	(29)	72%	(126)	176
2016 Vote: Didn't Vote	10%	(44)	27%	(123)	63%	(286)	454
Voted in 2014: Yes	12%	(49)	32%	(132)	56%	(234)	415
Voted in 2014: No	10%	(60)	27%	(161)	62%	(365)	585
2012 Vote: Barack Obama	11%	(37)	37%	(125)	52%	(173)	335
2012 Vote: Mitt Romney	12%	(14)	15%	(18)	73%	(86)	118
2012 Vote: Didn't Vote	10%	(54)	28%	(145)	62%	(326)	525
4-Region: Northeast	9%	(17)	36%	(72)	55%	(110)	199
4-Region: Midwest	13%	(17)	23%	(30)	64%	(81)	128
4-Region: South	7%	(15)	22%	(51)	71%	(162)	229
4-Region: West	13%	(59)	31%	(140)	55%	(246)	445

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**Table MCFE14\_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
Asian Adults	11%	(108)	29%	(293)	60%	(599)	1000
Chinese	10%	(33)	30%	(101)	61%	(207)	341
Filipino	13%	(18)	21%	(29)	65%	(90)	138
Indian	14%	(15)	33%	(34)	53%	(55)	104
Vietnamese	12%	(9)	38%	(28)	50%	(38)	75
Korean	8%	(7)	34%	(32)	58%	(53)	92
Japanese	10%	(13)	28%	(37)	62%	(84)	135
Other Asian	11%	(12)	27%	(30)	63%	(70)	112
Speaks only English at home	10%	(54)	28%	(155)	63%	(349)	558
Speaks mostly English at home	10%	(26)	38%	(96)	52%	(131)	253
Speaks both English and other language at home	9%	(9)	33%	(32)	58%	(57)	98
Speaks mostly other language at home	21%	(16)	10%	(8)	69%	(53)	77
Trump supporter	13%	(30)	12%	(29)	74%	(171)	229
Biden supporter	11%	(65)	38%	(228)	51%	(302)	595
Sports fans	10%	(65)	32%	(220)	58%	(394)	679
Avid sports fans	11%	(21)	35%	(66)	54%	(103)	190
Sports fans, Age: 18-34	7%	(12)	41%	(77)	52%	(97)	187
Sports fans, Age: 35-44	13%	(20)	29%	(43)	58%	(87)	150
Sports fans, Age: 45-64	11%	(26)	27%	(65)	62%	(145)	236
Sports fans, Age: 65+	7%	(7)	33%	(35)	60%	(64)	107
Movie studios should diversify teams	9%	(67)	36%	(255)	55%	(391)	713
Movie studios should diversify stories	10%	(63)	38%	(242)	52%	(329)	635
Concerned about Covid	11%	(103)	30%	(274)	59%	(537)	913
No experience with Covid	10%	(54)	22%	(116)	67%	(348)	518
Health care major factor for election	11%	(80)	32%	(225)	57%	(403)	708
Social media users	11%	(108)	29%	(276)	60%	(567)	951
WhatsApp users	11%	(40)	33%	(118)	55%	(194)	352
WeChat users	14%	(24)	24%	(42)	62%	(107)	173
Social media news source at least once a week	12%	(81)	28%	(184)	60%	(393)	657

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\_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
Asian Adults	33%	(332)	13%	(129)	54%	(539)	1000
Gender: Male	30%	(139)	12%	(58)	58%	(273)	470
Gender: Female	36%	(193)	13%	(71)	50%	(266)	530
Age: 18-34	38%	(123)	12%	(39)	49%	(158)	320
Age: 35-44	27%	(50)	15%	(28)	58%	(108)	186
Age: 45-64	32%	(108)	12%	(40)	56%	(188)	335
Age: 65+	32%	(51)	14%	(23)	53%	(85)	158
GenZers: 1997-2012	43%	(62)	11%	(16)	45%	(64)	142
Millennials: 1981-1996	33%	(93)	13%	(37)	54%	(156)	286
GenXers: 1965-1980	28%	(82)	13%	(37)	59%	(170)	289
Baby Boomers: 1946-1964	35%	(90)	13%	(32)	52%	(133)	255
PID: Dem (no lean)	48%	(192)	11%	(45)	41%	(166)	402
PID: Ind (no lean)	27%	(101)	13%	(47)	60%	(221)	368
PID: Rep (no lean)	17%	(40)	16%	(38)	66%	(152)	230
PID/Gender: Dem Men	44%	(73)	10%	(16)	46%	(77)	167
PID/Gender: Dem Women	50%	(118)	12%	(29)	38%	(89)	235
PID/Gender: Ind Men	25%	(45)	14%	(25)	61%	(106)	176
PID/Gender: Ind Women	29%	(56)	12%	(22)	59%	(114)	193
PID/Gender: Rep Men	16%	(21)	14%	(18)	70%	(89)	128
PID/Gender: Rep Women	18%	(19)	20%	(20)	62%	(63)	102
Ideo: Liberal (1-3)	53%	(160)	12%	(37)	35%	(107)	304
Ideo: Moderate (4)	31%	(116)	11%	(40)	58%	(215)	372
Ideo: Conservative (5-7)	15%	(37)	18%	(44)	67%	(161)	241
Educ: < College	28%	(118)	15%	(63)	57%	(239)	420
Educ: Bachelors degree	37%	(121)	10%	(33)	53%	(176)	330
Educ: Post-grad	37%	(93)	13%	(34)	49%	(123)	250
Income: Under 50k	33%	(135)	14%	(56)	54%	(222)	412
Income: 50k-100k	32%	(96)	12%	(36)	57%	(172)	303
Income: 100k+	36%	(102)	13%	(37)	51%	(146)	284
Ethnicity: Other	33%	(332)	13%	(129)	54%	(539)	1000

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**Table MCFE14\_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
Asian Adults	33%	(332)	13%	(129)	54%	(539)	1000
All Christian	31%	(99)	12%	(39)	56%	(179)	317
All Non-Christian	31%	(75)	17%	(40)	52%	(124)	239
Atheist	32%	(21)	7%	(5)	60%	(40)	67
Agnostic/Nothing in particular	40%	(116)	12%	(36)	47%	(136)	288
Something Else	23%	(21)	10%	(9)	67%	(60)	90
Religious Non-Protestant/Catholic	31%	(76)	17%	(41)	52%	(127)	244
Evangelical	24%	(36)	15%	(23)	60%	(89)	148
Non-Evangelical	32%	(81)	10%	(25)	58%	(147)	252
Community: Urban	35%	(115)	12%	(40)	53%	(174)	329
Community: Suburban	34%	(202)	12%	(73)	54%	(317)	591
Community: Rural	19%	(15)	20%	(16)	61%	(48)	79
Employ: Private Sector	29%	(112)	14%	(53)	57%	(215)	380
Employ: Government	47%	(27)	12%	(7)	41%	(23)	57
Employ: Self-Employed	34%	(27)	18%	(14)	49%	(39)	80
Employ: Homemaker	23%	(18)	15%	(12)	62%	(50)	80
Employ: Student	52%	(49)	6%	(5)	42%	(39)	93
Employ: Retired	29%	(46)	16%	(26)	55%	(87)	159
Employ: Unemployed	35%	(46)	8%	(11)	57%	(75)	131
Military HH: Yes	23%	(16)	10%	(7)	67%	(46)	68
Military HH: No	34%	(316)	13%	(122)	53%	(493)	932
RD/WT: Right Direction	15%	(32)	24%	(53)	61%	(133)	218
RD/WT: Wrong Track	38%	(300)	10%	(77)	52%	(406)	782
Trump Job Approve	14%	(34)	19%	(46)	67%	(162)	241
Trump Job Disapprove	42%	(293)	11%	(74)	48%	(337)	705
Trump Job Strongly Approve	14%	(16)	25%	(28)	61%	(68)	112
Trump Job Somewhat Approve	14%	(18)	14%	(18)	72%	(94)	130
Trump Job Somewhat Disapprove	28%	(55)	9%	(17)	63%	(123)	196
Trump Job Strongly Disapprove	47%	(238)	11%	(57)	42%	(214)	509

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**Table MCFE14\_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
Asian Adults	33%	(332)	13%	(129)	54%	(539)	1000
Favorable of Trump	13%	(34)	17%	(44)	70%	(178)	256
Unfavorable of Trump	42%	(290)	11%	(75)	47%	(321)	687
Very Favorable of Trump	9%	(10)	24%	(28)	66%	(75)	113
Somewhat Favorable of Trump	16%	(23)	11%	(16)	72%	(103)	142
Somewhat Unfavorable of Trump	25%	(37)	14%	(20)	61%	(89)	146
Very Unfavorable of Trump	47%	(254)	10%	(55)	43%	(232)	540
#1 Issue: Economy	28%	(114)	14%	(56)	58%	(233)	404
#1 Issue: Security	15%	(10)	8%	(5)	77%	(51)	66
#1 Issue: Health Care	40%	(105)	10%	(26)	50%	(133)	264
#1 Issue: Medicare / Social Security	38%	(30)	11%	(9)	52%	(41)	80
#1 Issue: Women's Issues	46%	(23)	30%	(15)	24%	(12)	51
#1 Issue: Other	32%	(20)	9%	(6)	59%	(37)	63
2018 House Vote: Democrat	46%	(152)	13%	(43)	41%	(137)	333
2018 House Vote: Republican	19%	(29)	18%	(27)	63%	(95)	152
2016 Vote: Hillary Clinton	46%	(155)	12%	(41)	42%	(141)	337
2016 Vote: Donald Trump	16%	(28)	18%	(31)	66%	(116)	176
2016 Vote: Didn't Vote	29%	(132)	12%	(56)	59%	(266)	454
Voted in 2014: Yes	37%	(154)	15%	(64)	48%	(197)	415
Voted in 2014: No	30%	(178)	11%	(65)	58%	(342)	585
2012 Vote: Barack Obama	42%	(142)	12%	(41)	45%	(152)	335
2012 Vote: Mitt Romney	21%	(25)	19%	(23)	60%	(71)	118
2012 Vote: Didn't Vote	30%	(157)	12%	(64)	58%	(304)	525
4-Region: Northeast	36%	(71)	16%	(31)	48%	(96)	199
4-Region: Midwest	30%	(39)	14%	(18)	55%	(71)	128
4-Region: South	22%	(50)	12%	(27)	66%	(152)	229
4-Region: West	39%	(172)	12%	(52)	50%	(220)	445

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**Table MCFE14\_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
Asian Adults	33%	(332)	13%	(129)	54%	(539)	1000
Chinese	33%	(113)	13%	(45)	54%	(183)	341
Filipino	32%	(44)	13%	(18)	56%	(77)	138
Indian	32%	(33)	14%	(15)	54%	(56)	104
Vietnamese	39%	(30)	15%	(11)	46%	(34)	75
Korean	35%	(32)	8%	(7)	57%	(52)	92
Japanese	34%	(46)	10%	(14)	56%	(75)	135
Other Asian	30%	(34)	16%	(18)	54%	(60)	112
Speaks only English at home	33%	(186)	13%	(71)	54%	(301)	558
Speaks mostly English at home	39%	(98)	14%	(35)	47%	(119)	253
Speaks both English and other language at home	33%	(32)	13%	(13)	54%	(53)	98
Speaks mostly other language at home	19%	(15)	4%	(3)	77%	(59)	77
Trump supporter	15%	(35)	19%	(43)	66%	(151)	229
Biden supporter	44%	(261)	11%	(66)	45%	(268)	595
Sports fans	34%	(232)	14%	(94)	52%	(353)	679
Avid sports fans	34%	(64)	17%	(32)	49%	(94)	190
Sports fans, Age: 18-34	40%	(75)	13%	(24)	47%	(88)	187
Sports fans, Age: 35-44	24%	(36)	15%	(22)	61%	(92)	150
Sports fans, Age: 45-64	35%	(82)	11%	(26)	54%	(127)	236
Sports fans, Age: 65+	37%	(39)	20%	(22)	43%	(46)	107
Movie studios should diversify teams	41%	(294)	12%	(86)	47%	(334)	713
Movie studios should diversify stories	43%	(270)	13%	(81)	45%	(284)	635
Concerned about Covid	35%	(319)	13%	(118)	52%	(476)	913
No experience with Covid	25%	(129)	11%	(57)	64%	(332)	518
Health care major factor for election	38%	(269)	12%	(85)	50%	(354)	708
Social media users	33%	(318)	13%	(124)	53%	(508)	951
WhatsApp users	35%	(124)	14%	(51)	50%	(177)	352
WeChat users	28%	(49)	19%	(32)	53%	(92)	173
Social media news source at least once a week	34%	(223)	15%	(96)	51%	(337)	657

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\_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
Asian Adults	54%	(544)	10%	(98)	36%	(358)	1000
Gender: Male	51%	(238)	11%	(51)	39%	(181)	470
Gender: Female	58%	(306)	9%	(48)	33%	(176)	530
Age: 18-34	56%	(180)	7%	(22)	37%	(118)	320
Age: 35-44	51%	(95)	9%	(17)	40%	(74)	186
Age: 45-64	54%	(181)	13%	(45)	33%	(109)	335
Age: 65+	56%	(88)	9%	(14)	36%	(56)	158
GenZers: 1997-2012	60%	(85)	3%	(5)	37%	(52)	142
Millennials: 1981-1996	54%	(153)	9%	(26)	37%	(107)	286
GenXers: 1965-1980	55%	(158)	11%	(32)	34%	(99)	289
Baby Boomers: 1946-1964	53%	(136)	12%	(31)	34%	(88)	255
PID: Dem (no lean)	67%	(271)	10%	(41)	22%	(90)	402
PID: Ind (no lean)	47%	(173)	8%	(31)	45%	(164)	368
PID: Rep (no lean)	44%	(100)	12%	(27)	45%	(103)	230
PID/Gender: Dem Men	65%	(108)	9%	(16)	25%	(42)	167
PID/Gender: Dem Women	69%	(162)	11%	(25)	20%	(48)	235
PID/Gender: Ind Men	43%	(75)	10%	(17)	48%	(84)	176
PID/Gender: Ind Women	51%	(98)	7%	(14)	42%	(80)	193
PID/Gender: Rep Men	43%	(55)	14%	(18)	43%	(55)	128
PID/Gender: Rep Women	44%	(45)	8%	(9)	47%	(48)	102
Ideo: Liberal (1-3)	71%	(217)	7%	(22)	21%	(65)	304
Ideo: Moderate (4)	51%	(190)	10%	(39)	38%	(143)	372
Ideo: Conservative (5-7)	45%	(108)	12%	(29)	43%	(104)	241
Educ: < College	46%	(194)	10%	(42)	44%	(184)	420
Educ: Bachelors degree	59%	(194)	9%	(29)	32%	(107)	330
Educ: Post-grad	62%	(156)	11%	(27)	27%	(67)	250
Income: Under 50k	50%	(204)	11%	(44)	40%	(164)	412
Income: 50k-100k	55%	(167)	11%	(34)	34%	(102)	303
Income: 100k+	61%	(172)	8%	(21)	32%	(91)	284
Ethnicity: Other	54%	(544)	10%	(98)	36%	(358)	1000

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**Table MCFE14\_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
Asian Adults	54%	(544)	10%	(98)	36%	(358)	1000
All Christian	53%	(167)	11%	(34)	37%	(116)	317
All Non-Christian	48%	(114)	12%	(30)	40%	(95)	239
Atheist	55%	(37)	9%	(6)	35%	(24)	67
Agnostic/Nothing in particular	64%	(183)	8%	(24)	28%	(80)	288
Something Else	48%	(43)	5%	(4)	47%	(43)	90
Religious Non-Protestant/Catholic	47%	(115)	13%	(32)	40%	(96)	244
Evangelical	44%	(65)	12%	(18)	44%	(65)	148
Non-Evangelical	57%	(143)	7%	(17)	37%	(92)	252
Community: Urban	51%	(168)	13%	(43)	36%	(118)	329
Community: Suburban	58%	(344)	8%	(45)	34%	(202)	591
Community: Rural	39%	(31)	14%	(11)	47%	(37)	79
Employ: Private Sector	53%	(201)	13%	(48)	34%	(130)	380
Employ: Government	58%	(33)	15%	(9)	27%	(15)	57
Employ: Self-Employed	54%	(43)	12%	(9)	34%	(27)	80
Employ: Homemaker	39%	(31)	8%	(6)	53%	(43)	80
Employ: Student	69%	(64)	1%	(1)	30%	(28)	93
Employ: Retired	55%	(88)	5%	(9)	39%	(63)	159
Employ: Unemployed	54%	(71)	11%	(15)	35%	(45)	131
Military HH: Yes	49%	(34)	6%	(4)	44%	(30)	68
Military HH: No	55%	(510)	10%	(94)	35%	(327)	932
RD/WT: Right Direction	35%	(77)	17%	(36)	48%	(105)	218
RD/WT: Wrong Track	60%	(467)	8%	(62)	32%	(253)	782
Trump Job Approve	37%	(90)	12%	(29)	50%	(121)	241
Trump Job Disapprove	63%	(443)	9%	(65)	28%	(197)	705
Trump Job Strongly Approve	34%	(38)	9%	(10)	57%	(63)	112
Trump Job Somewhat Approve	41%	(53)	15%	(19)	45%	(58)	130
Trump Job Somewhat Disapprove	49%	(95)	10%	(20)	41%	(80)	196
Trump Job Strongly Disapprove	68%	(348)	9%	(44)	23%	(117)	509

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**Table MCFE14\_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
Asian Adults	54%	(544)	10%	(98)	36%	(358)	1000
Favorable of Trump	35%	(91)	11%	(29)	53%	(136)	256
Unfavorable of Trump	64%	(438)	9%	(63)	27%	(186)	687
Very Favorable of Trump	28%	(32)	8%	(10)	63%	(72)	113
Somewhat Favorable of Trump	41%	(58)	14%	(20)	45%	(64)	142
Somewhat Unfavorable of Trump	46%	(67)	11%	(16)	43%	(63)	146
Very Unfavorable of Trump	69%	(371)	9%	(47)	23%	(123)	540
#1 Issue: Economy	51%	(204)	7%	(30)	42%	(170)	404
#1 Issue: Security	40%	(26)	11%	(8)	49%	(32)	66
#1 Issue: Health Care	60%	(159)	13%	(34)	27%	(71)	264
#1 Issue: Medicare / Social Security	54%	(43)	10%	(8)	36%	(29)	80
#1 Issue: Women's Issues	60%	(30)	15%	(8)	26%	(13)	51
#1 Issue: Other	51%	(32)	6%	(4)	42%	(27)	63
2018 House Vote: Democrat	67%	(222)	11%	(37)	22%	(74)	333
2018 House Vote: Republican	40%	(61)	12%	(18)	47%	(72)	152
2016 Vote: Hillary Clinton	66%	(223)	10%	(35)	23%	(79)	337
2016 Vote: Donald Trump	41%	(72)	11%	(19)	48%	(85)	176
2016 Vote: Didn't Vote	49%	(224)	9%	(42)	41%	(188)	454
Voted in 2014: Yes	58%	(239)	10%	(41)	33%	(135)	415
Voted in 2014: No	52%	(305)	10%	(58)	38%	(223)	585
2012 Vote: Barack Obama	65%	(217)	11%	(38)	24%	(80)	335
2012 Vote: Mitt Romney	43%	(50)	7%	(8)	51%	(60)	118
2012 Vote: Didn't Vote	50%	(261)	10%	(53)	40%	(211)	525
4-Region: Northeast	56%	(111)	7%	(14)	37%	(74)	199
4-Region: Midwest	51%	(65)	11%	(14)	38%	(49)	128
4-Region: South	44%	(100)	9%	(22)	47%	(107)	229
4-Region: West	60%	(268)	11%	(49)	29%	(129)	445

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**Table MCFE14\_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
Asian Adults	54%	(544)	10%	(98)	36%	(358)	1000
Chinese	57%	(193)	11%	(39)	32%	(109)	341
Filipino	47%	(65)	8%	(11)	45%	(62)	138
Indian	49%	(51)	13%	(14)	38%	(39)	104
Vietnamese	62%	(46)	8%	(6)	30%	(23)	75
Korean	63%	(57)	13%	(12)	25%	(23)	92
Japanese	55%	(74)	8%	(11)	37%	(49)	135
Other Asian	49%	(55)	6%	(7)	45%	(51)	112
Speaks only English at home	55%	(309)	8%	(45)	37%	(205)	558
Speaks mostly English at home	59%	(149)	11%	(28)	30%	(76)	253
Speaks both English and other language at home	52%	(51)	8%	(8)	39%	(39)	98
Speaks mostly other language at home	39%	(30)	18%	(14)	43%	(33)	77
Trump supporter	36%	(82)	11%	(24)	54%	(123)	229
Biden supporter	63%	(378)	11%	(64)	26%	(153)	595
Sports fans	57%	(385)	10%	(68)	33%	(226)	679
Avid sports fans	56%	(107)	10%	(18)	34%	(64)	190
Sports fans, Age: 18-34	57%	(107)	10%	(18)	33%	(62)	187
Sports fans, Age: 35-44	51%	(76)	8%	(11)	41%	(62)	150
Sports fans, Age: 45-64	59%	(140)	11%	(26)	30%	(70)	236
Sports fans, Age: 65+	58%	(62)	12%	(13)	30%	(32)	107
Movie studios should diversify teams	66%	(470)	8%	(55)	26%	(188)	713
Movie studios should diversify stories	67%	(424)	7%	(48)	26%	(163)	635
Concerned about Covid	57%	(519)	10%	(91)	33%	(304)	913
No experience with Covid	47%	(245)	11%	(57)	42%	(216)	518
Health care major factor for election	59%	(417)	10%	(71)	31%	(221)	708
Social media users	54%	(518)	10%	(95)	36%	(338)	951
WhatsApp users	57%	(201)	9%	(30)	34%	(121)	352
WeChat users	46%	(79)	15%	(26)	39%	(68)	173
Social media news source at least once a week	56%	(365)	9%	(62)	35%	(230)	657

*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 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
Asian Adults	41%	(410)	12%	(121)	47%	(468)	1000
Gender: Male	37%	(172)	11%	(52)	52%	(246)	470
Gender: Female	45%	(238)	13%	(69)	42%	(223)	530
Age: 18-34	44%	(140)	10%	(32)	46%	(148)	320
Age: 35-44	36%	(67)	11%	(20)	53%	(99)	186
Age: 45-64	41%	(136)	13%	(45)	46%	(154)	335
Age: 65+	43%	(68)	15%	(24)	42%	(67)	158
GenZers: 1997-2012	46%	(66)	7%	(10)	47%	(66)	142
Millennials: 1981-1996	40%	(113)	11%	(33)	49%	(139)	286
GenXers: 1965-1980	38%	(111)	10%	(28)	52%	(150)	289
Baby Boomers: 1946-1964	45%	(115)	16%	(40)	39%	(100)	255
PID: Dem (no lean)	55%	(223)	10%	(42)	34%	(137)	402
PID: Ind (no lean)	36%	(134)	14%	(52)	50%	(182)	368
PID: Rep (no lean)	23%	(53)	12%	(28)	65%	(149)	230
PID/Gender: Dem Men	48%	(80)	7%	(12)	44%	(74)	167
PID/Gender: Dem Women	60%	(142)	13%	(30)	27%	(64)	235
PID/Gender: Ind Men	34%	(59)	17%	(29)	50%	(88)	176
PID/Gender: Ind Women	39%	(75)	12%	(23)	49%	(95)	193
PID/Gender: Rep Men	26%	(33)	8%	(11)	66%	(84)	128
PID/Gender: Rep Women	20%	(21)	17%	(17)	63%	(64)	102
Ideo: Liberal (1-3)	61%	(184)	8%	(24)	32%	(97)	304
Ideo: Moderate (4)	40%	(151)	13%	(48)	47%	(173)	372
Ideo: Conservative (5-7)	23%	(56)	16%	(38)	61%	(147)	241
Educ: < College	33%	(139)	14%	(58)	53%	(223)	420
Educ: Bachelors degree	45%	(148)	10%	(33)	45%	(149)	330
Educ: Post-grad	49%	(123)	12%	(30)	39%	(96)	250
Income: Under 50k	36%	(150)	14%	(57)	50%	(206)	412
Income: 50k-100k	40%	(122)	14%	(42)	46%	(139)	303
Income: 100k+	49%	(138)	8%	(23)	43%	(123)	284
Ethnicity: Other	41%	(410)	12%	(121)	47%	(468)	1000

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**Table MCFE14\_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
Asian Adults	41%	(410)	12%	(121)	47%	(468)	1000
All Christian	38%	(121)	12%	(38)	50%	(159)	317
All Non-Christian	39%	(93)	16%	(38)	45%	(108)	239
Atheist	45%	(30)	9%	(6)	46%	(31)	67
Agnostic/Nothing in particular	50%	(143)	11%	(31)	40%	(114)	288
Something Else	26%	(23)	10%	(9)	64%	(58)	90
Religious Non-Protestant/Catholic	39%	(94)	16%	(40)	45%	(110)	244
Evangelical	32%	(47)	15%	(23)	53%	(78)	148
Non-Evangelical	38%	(95)	9%	(22)	54%	(136)	252
Community: Urban	39%	(128)	15%	(49)	46%	(152)	329
Community: Suburban	45%	(264)	9%	(54)	46%	(273)	591
Community: Rural	23%	(18)	23%	(18)	54%	(43)	79
Employ: Private Sector	39%	(149)	10%	(36)	51%	(194)	380
Employ: Government	53%	(30)	7%	(4)	41%	(23)	57
Employ: Self-Employed	40%	(32)	22%	(17)	38%	(30)	80
Employ: Homemaker	30%	(24)	18%	(15)	52%	(42)	80
Employ: Student	51%	(47)	4%	(4)	45%	(42)	93
Employ: Retired	44%	(70)	15%	(24)	41%	(66)	159
Employ: Unemployed	38%	(50)	14%	(19)	48%	(63)	131
Military HH: Yes	33%	(22)	10%	(7)	57%	(39)	68
Military HH: No	42%	(388)	12%	(114)	46%	(429)	932
RD/WT: Right Direction	18%	(40)	22%	(49)	59%	(129)	218
RD/WT: Wrong Track	47%	(371)	9%	(72)	43%	(339)	782
Trump Job Approve	19%	(46)	19%	(45)	62%	(150)	241
Trump Job Disapprove	51%	(359)	10%	(67)	40%	(279)	705
Trump Job Strongly Approve	19%	(21)	19%	(21)	63%	(70)	112
Trump Job Somewhat Approve	20%	(26)	19%	(24)	62%	(80)	130
Trump Job Somewhat Disapprove	36%	(71)	12%	(23)	52%	(102)	196
Trump Job Strongly Disapprove	57%	(288)	9%	(44)	35%	(177)	509

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**Table MCFE14\_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
Asian Adults	41%	(410)	12%	(121)	47%	(468)	1000
Favorable of Trump	18%	(46)	17%	(44)	65%	(166)	256
Unfavorable of Trump	52%	(355)	10%	(67)	39%	(265)	687
Very Favorable of Trump	16%	(18)	17%	(19)	67%	(76)	113
Somewhat Favorable of Trump	19%	(27)	18%	(25)	63%	(90)	142
Somewhat Unfavorable of Trump	36%	(52)	10%	(14)	55%	(80)	146
Very Unfavorable of Trump	56%	(303)	10%	(53)	34%	(185)	540
#1 Issue: Economy	35%	(143)	10%	(42)	54%	(218)	404
#1 Issue: Security	20%	(13)	9%	(6)	71%	(47)	66
#1 Issue: Health Care	48%	(126)	13%	(35)	39%	(103)	264
#1 Issue: Medicare / Social Security	38%	(31)	18%	(14)	44%	(35)	80
#1 Issue: Women's Issues	53%	(27)	23%	(12)	24%	(12)	51
#1 Issue: Other	43%	(27)	6%	(4)	51%	(32)	63
2018 House Vote: Democrat	55%	(184)	11%	(37)	34%	(112)	333
2018 House Vote: Republican	21%	(32)	18%	(28)	60%	(91)	152
2016 Vote: Hillary Clinton	55%	(185)	11%	(39)	34%	(113)	337
2016 Vote: Donald Trump	18%	(32)	18%	(31)	64%	(112)	176
2016 Vote: Didn't Vote	38%	(172)	10%	(46)	52%	(236)	454
Voted in 2014: Yes	44%	(182)	13%	(55)	43%	(178)	415
Voted in 2014: No	39%	(229)	11%	(66)	50%	(291)	585
2012 Vote: Barack Obama	52%	(175)	12%	(39)	36%	(122)	335
2012 Vote: Mitt Romney	27%	(32)	15%	(18)	58%	(68)	118
2012 Vote: Didn't Vote	37%	(194)	12%	(62)	51%	(268)	525
4-Region: Northeast	44%	(88)	12%	(24)	44%	(86)	199
4-Region: Midwest	38%	(48)	14%	(17)	48%	(62)	128
4-Region: South	30%	(69)	11%	(25)	59%	(134)	229
4-Region: West	46%	(205)	12%	(54)	42%	(186)	445

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**Table MCFE14\_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
Asian Adults	41%	(410)	12%	(121)	47%	(468)	1000
Chinese	43%	(147)	12%	(42)	44%	(152)	341
Filipino	36%	(49)	11%	(15)	53%	(74)	138
Indian	35%	(36)	14%	(14)	51%	(53)	104
Vietnamese	48%	(36)	12%	(9)	39%	(29)	75
Korean	47%	(43)	10%	(9)	43%	(40)	92
Japanese	44%	(60)	11%	(15)	45%	(60)	135
Other Asian	32%	(36)	15%	(17)	52%	(59)	112
Speaks only English at home	41%	(229)	11%	(62)	48%	(267)	558
Speaks mostly English at home	48%	(120)	13%	(33)	39%	(100)	253
Speaks both English and other language at home	43%	(42)	13%	(13)	44%	(43)	98
Speaks mostly other language at home	25%	(19)	8%	(6)	67%	(52)	77
Trump supporter	17%	(38)	17%	(40)	66%	(152)	229
Biden supporter	52%	(311)	11%	(65)	37%	(220)	595
Sports fans	42%	(287)	12%	(83)	45%	(308)	679
Avid sports fans	46%	(87)	10%	(20)	44%	(83)	190
Sports fans, Age: 18-34	46%	(85)	11%	(21)	43%	(81)	187
Sports fans, Age: 35-44	35%	(53)	9%	(14)	56%	(83)	150
Sports fans, Age: 45-64	44%	(104)	11%	(26)	45%	(105)	236
Sports fans, Age: 65+	42%	(45)	22%	(23)	36%	(39)	107
Movie studios should diversify teams	51%	(363)	10%	(74)	39%	(276)	713
Movie studios should diversify stories	52%	(328)	10%	(61)	39%	(246)	635
Concerned about Covid	43%	(395)	12%	(108)	45%	(410)	913
No experience with Covid	33%	(172)	15%	(76)	52%	(271)	518
Health care major factor for election	47%	(330)	12%	(81)	42%	(297)	708
Social media users	41%	(387)	12%	(116)	47%	(449)	951
WhatsApp users	44%	(155)	12%	(41)	44%	(155)	352
WeChat users	35%	(60)	17%	(30)	48%	(83)	173
Social media news source at least once a week	41%	(267)	12%	(78)	48%	(312)	657

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\_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
Asian Adults	49%	(495)	10%	(102)	40%	(404)	1000
Gender: Male	46%	(218)	10%	(46)	44%	(206)	470
Gender: Female	52%	(276)	10%	(56)	37%	(198)	530
Age: 18-34	52%	(167)	7%	(22)	41%	(131)	320
Age: 35-44	45%	(83)	12%	(22)	43%	(81)	186
Age: 45-64	48%	(161)	13%	(44)	39%	(130)	335
Age: 65+	53%	(83)	8%	(13)	39%	(62)	158
GenZers: 1997-2012	58%	(82)	6%	(8)	36%	(51)	142
Millennials: 1981-1996	48%	(136)	9%	(27)	43%	(122)	286
GenXers: 1965-1980	49%	(140)	10%	(30)	41%	(119)	289
Baby Boomers: 1946-1964	50%	(127)	12%	(32)	38%	(96)	255
PID: Dem (no lean)	63%	(254)	11%	(43)	26%	(104)	402
PID: Ind (no lean)	43%	(159)	10%	(36)	47%	(173)	368
PID: Rep (no lean)	35%	(82)	9%	(22)	55%	(126)	230
PID/Gender: Dem Men	62%	(103)	7%	(11)	31%	(52)	167
PID/Gender: Dem Women	64%	(151)	14%	(32)	22%	(52)	235
PID/Gender: Ind Men	40%	(70)	13%	(23)	47%	(83)	176
PID/Gender: Ind Women	46%	(89)	7%	(14)	47%	(90)	193
PID/Gender: Rep Men	35%	(45)	10%	(13)	55%	(71)	128
PID/Gender: Rep Women	36%	(37)	9%	(9)	55%	(56)	102
Ideo: Liberal (1-3)	68%	(207)	9%	(26)	23%	(70)	304
Ideo: Moderate (4)	47%	(175)	11%	(42)	42%	(155)	372
Ideo: Conservative (5-7)	38%	(91)	10%	(23)	52%	(127)	241
Educ: < College	42%	(175)	11%	(46)	47%	(199)	420
Educ: Bachelors degree	54%	(177)	9%	(29)	38%	(124)	330
Educ: Post-grad	57%	(143)	11%	(27)	32%	(80)	250
Income: Under 50k	42%	(174)	11%	(47)	47%	(192)	412
Income: 50k-100k	52%	(158)	11%	(32)	37%	(113)	303
Income: 100k+	57%	(163)	8%	(23)	35%	(99)	284
Ethnicity: Other	49%	(495)	10%	(102)	40%	(404)	1000

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**Table MCFE14\_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
Asian Adults	49%	(495)	10%	(102)	40%	(404)	1000
All Christian	45%	(143)	11%	(34)	44%	(140)	317
All Non-Christian	44%	(104)	16%	(39)	40%	(95)	239
Atheist	57%	(38)	9%	(6)	34%	(23)	67
Agnostic/Nothing in particular	59%	(169)	7%	(20)	34%	(99)	288
Something Else	45%	(41)	3%	(3)	52%	(47)	90
Religious Non-Protestant/Catholic	43%	(106)	17%	(41)	40%	(97)	244
Evangelical	43%	(64)	10%	(15)	47%	(69)	148
Non-Evangelical	47%	(118)	8%	(20)	45%	(115)	252
Community: Urban	44%	(144)	12%	(39)	44%	(147)	329
Community: Suburban	54%	(321)	8%	(50)	37%	(221)	591
Community: Rural	37%	(30)	17%	(13)	46%	(36)	79
Employ: Private Sector	47%	(179)	11%	(42)	42%	(159)	380
Employ: Government	57%	(33)	9%	(5)	34%	(19)	57
Employ: Self-Employed	47%	(38)	19%	(15)	33%	(27)	80
Employ: Homemaker	37%	(30)	11%	(9)	52%	(41)	80
Employ: Student	65%	(61)	2%	(2)	33%	(31)	93
Employ: Retired	53%	(84)	9%	(14)	38%	(61)	159
Employ: Unemployed	47%	(62)	8%	(10)	45%	(59)	131
Military HH: Yes	54%	(36)	5%	(3)	42%	(28)	68
Military HH: No	49%	(458)	11%	(99)	40%	(375)	932
RD/WT: Right Direction	29%	(63)	14%	(30)	57%	(125)	218
RD/WT: Wrong Track	55%	(431)	9%	(72)	36%	(279)	782
Trump Job Approve	30%	(71)	12%	(29)	58%	(141)	241
Trump Job Disapprove	59%	(416)	10%	(68)	31%	(220)	705
Trump Job Strongly Approve	30%	(33)	11%	(12)	59%	(66)	112
Trump Job Somewhat Approve	29%	(38)	13%	(17)	57%	(75)	130
Trump Job Somewhat Disapprove	43%	(84)	10%	(20)	47%	(91)	196
Trump Job Strongly Disapprove	65%	(332)	9%	(48)	25%	(129)	509

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**Table MCFE14\_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
Asian Adults	49%	(495)	10%	(102)	40%	(404)	1000
Favorable of Trump	28%	(71)	11%	(29)	61%	(156)	256
Unfavorable of Trump	60%	(411)	10%	(67)	30%	(208)	687
Very Favorable of Trump	24%	(27)	14%	(16)	62%	(70)	113
Somewhat Favorable of Trump	31%	(44)	9%	(12)	61%	(86)	142
Somewhat Unfavorable of Trump	43%	(63)	11%	(16)	47%	(68)	146
Very Unfavorable of Trump	65%	(349)	10%	(52)	26%	(140)	540
#1 Issue: Economy	44%	(179)	9%	(37)	46%	(187)	404
#1 Issue: Security	33%	(22)	10%	(7)	57%	(38)	66
#1 Issue: Health Care	52%	(138)	14%	(37)	34%	(89)	264
#1 Issue: Medicare / Social Security	53%	(43)	6%	(5)	40%	(32)	80
#1 Issue: Women's Issues	69%	(35)	17%	(9)	14%	(7)	51
#1 Issue: Other	52%	(33)	7%	(4)	40%	(25)	63
2018 House Vote: Democrat	62%	(208)	10%	(33)	28%	(93)	333
2018 House Vote: Republican	38%	(58)	7%	(11)	54%	(82)	152
2016 Vote: Hillary Clinton	62%	(210)	11%	(36)	27%	(91)	337
2016 Vote: Donald Trump	35%	(61)	7%	(13)	58%	(101)	176
2016 Vote: Didn't Vote	44%	(200)	10%	(48)	45%	(206)	454
Voted in 2014: Yes	55%	(227)	9%	(37)	36%	(150)	415
Voted in 2014: No	46%	(267)	11%	(65)	43%	(254)	585
2012 Vote: Barack Obama	63%	(210)	9%	(29)	29%	(96)	335
2012 Vote: Mitt Romney	38%	(44)	6%	(7)	56%	(67)	118
2012 Vote: Didn't Vote	44%	(230)	12%	(64)	44%	(232)	525
4-Region: Northeast	55%	(110)	8%	(16)	37%	(73)	199
4-Region: Midwest	43%	(55)	8%	(11)	49%	(62)	128
4-Region: South	36%	(82)	12%	(28)	52%	(119)	229
4-Region: West	56%	(248)	11%	(48)	34%	(150)	445

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**Table MCFE14\_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
Asian Adults	49%	(495)	10%	(102)	40%	(404)	1000
Chinese	53%	(181)	9%	(31)	38%	(128)	341
Filipino	50%	(69)	8%	(11)	42%	(58)	138
Indian	48%	(50)	10%	(11)	42%	(44)	104
Vietnamese	54%	(40)	11%	(8)	35%	(27)	75
Korean	54%	(50)	12%	(11)	33%	(30)	92
Japanese	52%	(69)	5%	(7)	43%	(58)	135
Other Asian	30%	(34)	19%	(21)	51%	(57)	112
Speaks only English at home	51%	(283)	7%	(42)	42%	(233)	558
Speaks mostly English at home	54%	(136)	11%	(29)	35%	(88)	253
Speaks both English and other language at home	49%	(48)	14%	(14)	37%	(36)	98
Speaks mostly other language at home	35%	(27)	13%	(10)	52%	(40)	77
Trump supporter	27%	(61)	12%	(27)	62%	(141)	229
Biden supporter	59%	(352)	11%	(64)	30%	(179)	595
Sports fans	51%	(346)	11%	(76)	38%	(256)	679
Avid sports fans	50%	(95)	13%	(26)	36%	(69)	190
Sports fans, Age: 18-34	55%	(102)	9%	(17)	36%	(67)	187
Sports fans, Age: 35-44	43%	(65)	13%	(19)	44%	(66)	150
Sports fans, Age: 45-64	51%	(121)	12%	(28)	37%	(87)	236
Sports fans, Age: 65+	54%	(58)	12%	(13)	34%	(37)	107
Movie studios should diversify teams	62%	(440)	8%	(60)	30%	(214)	713
Movie studios should diversify stories	62%	(395)	10%	(61)	28%	(178)	635
Concerned about Covid	52%	(471)	11%	(97)	38%	(345)	913
No experience with Covid	40%	(210)	12%	(60)	48%	(248)	518
Health care major factor for election	54%	(386)	12%	(83)	34%	(240)	708
Social media users	50%	(472)	10%	(97)	40%	(382)	951
WhatsApp users	52%	(184)	10%	(37)	37%	(132)	352
WeChat users	40%	(70)	16%	(27)	44%	(76)	173
Social media news source at least once a week	51%	(333)	11%	(69)	39%	(255)	657

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\_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
Asian Adults	40%	(402)	8%	(84)	51%	(515)	1000
Gender: Male	34%	(161)	9%	(41)	57%	(268)	470
Gender: Female	45%	(240)	8%	(43)	47%	(247)	530
Age: 18-34	43%	(139)	9%	(28)	48%	(153)	320
Age: 35-44	39%	(73)	8%	(15)	53%	(98)	186
Age: 45-64	37%	(123)	10%	(33)	54%	(180)	335
Age: 65+	42%	(67)	5%	(8)	53%	(84)	158
GenZers: 1997-2012	49%	(69)	6%	(9)	45%	(64)	142
Millennials: 1981-1996	41%	(117)	9%	(26)	50%	(143)	286
GenXers: 1965-1980	36%	(103)	9%	(25)	56%	(161)	289
Baby Boomers: 1946-1964	42%	(106)	9%	(23)	49%	(126)	255
PID: Dem (no lean)	53%	(214)	10%	(39)	37%	(148)	402
PID: Ind (no lean)	35%	(130)	7%	(26)	58%	(212)	368
PID: Rep (no lean)	25%	(57)	8%	(18)	67%	(154)	230
PID/Gender: Dem Men	52%	(86)	9%	(15)	39%	(65)	167
PID/Gender: Dem Women	55%	(129)	10%	(24)	35%	(83)	235
PID/Gender: Ind Men	28%	(49)	8%	(14)	64%	(113)	176
PID/Gender: Ind Women	42%	(81)	7%	(13)	51%	(99)	193
PID/Gender: Rep Men	21%	(27)	9%	(12)	70%	(89)	128
PID/Gender: Rep Women	30%	(31)	6%	(6)	64%	(65)	102
Ideo: Liberal (1-3)	58%	(176)	9%	(26)	34%	(102)	304
Ideo: Moderate (4)	38%	(140)	8%	(29)	55%	(203)	372
Ideo: Conservative (5-7)	28%	(67)	10%	(24)	62%	(151)	241
Educ: < College	34%	(145)	7%	(30)	59%	(246)	420
Educ: Bachelors degree	43%	(143)	9%	(29)	48%	(158)	330
Educ: Post-grad	46%	(114)	10%	(25)	44%	(111)	250
Income: Under 50k	38%	(156)	8%	(32)	55%	(225)	412
Income: 50k-100k	39%	(117)	10%	(30)	51%	(156)	303
Income: 100k+	45%	(128)	8%	(22)	47%	(134)	284
Ethnicity: Other	40%	(402)	8%	(84)	51%	(515)	1000

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**Table MCFE14\_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
Asian Adults	40%	(402)	8%	(84)	51%	(515)	1000
All Christian	35%	(110)	10%	(30)	56%	(177)	317
All Non-Christian	41%	(97)	11%	(26)	49%	(116)	239
Atheist	46%	(31)	8%	(5)	46%	(31)	67
Agnostic/Nothing in particular	48%	(138)	6%	(18)	46%	(132)	288
Something Else	29%	(26)	6%	(5)	65%	(59)	90
Religious Non-Protestant/Catholic	40%	(99)	11%	(26)	49%	(119)	244
Evangelical	30%	(44)	10%	(15)	60%	(89)	148
Non-Evangelical	35%	(89)	8%	(20)	57%	(143)	252
Community: Urban	40%	(132)	11%	(36)	49%	(162)	329
Community: Suburban	41%	(242)	6%	(38)	53%	(311)	591
Community: Rural	36%	(28)	12%	(10)	52%	(41)	79
Employ: Private Sector	37%	(141)	8%	(32)	54%	(207)	380
Employ: Government	50%	(29)	9%	(5)	41%	(23)	57
Employ: Self-Employed	42%	(34)	10%	(8)	48%	(38)	80
Employ: Homemaker	31%	(25)	9%	(7)	60%	(48)	80
Employ: Student	48%	(45)	5%	(5)	46%	(43)	93
Employ: Retired	41%	(65)	6%	(9)	54%	(85)	159
Employ: Unemployed	43%	(56)	11%	(14)	47%	(61)	131
Military HH: Yes	40%	(27)	6%	(4)	54%	(37)	68
Military HH: No	40%	(374)	9%	(80)	51%	(478)	932
RD/WT: Right Direction	23%	(50)	13%	(28)	64%	(139)	218
RD/WT: Wrong Track	45%	(351)	7%	(56)	48%	(375)	782
Trump Job Approve	20%	(49)	7%	(17)	72%	(175)	241
Trump Job Disapprove	49%	(343)	8%	(58)	43%	(304)	705
Trump Job Strongly Approve	21%	(24)	11%	(12)	68%	(76)	112
Trump Job Somewhat Approve	20%	(26)	4%	(5)	76%	(99)	130
Trump Job Somewhat Disapprove	37%	(73)	8%	(16)	55%	(107)	196
Trump Job Strongly Disapprove	53%	(270)	8%	(41)	39%	(197)	509

Continued on next page

**Table MCFE14\_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
Asian Adults	40%	(402)	8%	(84)	51%	(515)	1000
Favorable of Trump	17%	(44)	8%	(20)	75%	(193)	256
Unfavorable of Trump	50%	(343)	8%	(55)	42%	(288)	687
Very Favorable of Trump	15%	(17)	8%	(9)	77%	(88)	113
Somewhat Favorable of Trump	19%	(27)	7%	(10)	74%	(105)	142
Somewhat Unfavorable of Trump	36%	(53)	9%	(14)	54%	(79)	146
Very Unfavorable of Trump	54%	(290)	8%	(41)	39%	(209)	540
#1 Issue: Economy	37%	(149)	6%	(25)	57%	(230)	404
#1 Issue: Security	27%	(18)	9%	(6)	64%	(42)	66
#1 Issue: Health Care	43%	(114)	13%	(35)	44%	(115)	264
#1 Issue: Medicare / Social Security	39%	(31)	3%	(2)	58%	(47)	80
#1 Issue: Women's Issues	54%	(27)	12%	(6)	34%	(17)	51
#1 Issue: Other	41%	(26)	6%	(4)	53%	(33)	63
2018 House Vote: Democrat	54%	(179)	11%	(36)	35%	(118)	333
2018 House Vote: Republican	31%	(47)	5%	(8)	64%	(97)	152
2016 Vote: Hillary Clinton	54%	(182)	10%	(35)	36%	(120)	337
2016 Vote: Donald Trump	24%	(43)	5%	(9)	71%	(124)	176
2016 Vote: Didn't Vote	35%	(158)	8%	(38)	57%	(258)	454
Voted in 2014: Yes	46%	(192)	8%	(34)	46%	(189)	415
Voted in 2014: No	36%	(210)	9%	(50)	56%	(325)	585
2012 Vote: Barack Obama	51%	(171)	10%	(32)	39%	(132)	335
2012 Vote: Mitt Romney	31%	(37)	4%	(5)	64%	(76)	118
2012 Vote: Didn't Vote	35%	(183)	9%	(46)	56%	(296)	525
4-Region: Northeast	48%	(95)	10%	(19)	43%	(85)	199
4-Region: Midwest	33%	(42)	9%	(12)	58%	(74)	128
4-Region: South	32%	(73)	10%	(22)	58%	(133)	229
4-Region: West	43%	(192)	7%	(31)	50%	(222)	445

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**Table MCFE14\_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
Asian Adults	40%	(402)	8%	(84)	51%	(515)	1000
Chinese	41%	(139)	7%	(23)	52%	(179)	341
Filipino	37%	(51)	9%	(13)	54%	(74)	138
Indian	38%	(39)	15%	(15)	48%	(49)	104
Vietnamese	41%	(31)	8%	(6)	51%	(39)	75
Korean	51%	(47)	12%	(11)	37%	(34)	92
Japanese	39%	(52)	6%	(8)	56%	(75)	135
Other Asian	36%	(41)	7%	(8)	57%	(64)	112
Speaks only English at home	41%	(230)	7%	(41)	51%	(287)	558
Speaks mostly English at home	44%	(112)	10%	(26)	45%	(115)	253
Speaks both English and other language at home	40%	(40)	6%	(6)	53%	(52)	98
Speaks mostly other language at home	25%	(19)	8%	(6)	66%	(51)	77
Trump supporter	19%	(43)	7%	(17)	74%	(170)	229
Biden supporter	50%	(298)	8%	(50)	41%	(247)	595
Sports fans	42%	(285)	8%	(57)	50%	(336)	679
Avid sports fans	41%	(78)	12%	(23)	47%	(89)	190
Sports fans, Age: 18-34	45%	(84)	9%	(17)	46%	(86)	187
Sports fans, Age: 35-44	39%	(59)	5%	(8)	56%	(83)	150
Sports fans, Age: 45-64	40%	(93)	11%	(25)	50%	(118)	236
Sports fans, Age: 65+	46%	(50)	7%	(8)	46%	(49)	107
Movie studios should diversify teams	50%	(360)	6%	(45)	43%	(308)	713
Movie studios should diversify stories	53%	(334)	8%	(49)	40%	(251)	635
Concerned about Covid	43%	(390)	8%	(75)	49%	(448)	913
No experience with Covid	32%	(165)	9%	(44)	60%	(308)	518
Health care major factor for election	44%	(314)	8%	(57)	48%	(337)	708
Social media users	40%	(383)	9%	(82)	51%	(487)	951
WhatsApp users	43%	(153)	9%	(33)	47%	(166)	352
WeChat users	31%	(54)	9%	(15)	60%	(104)	173
Social media news source at least once a week	40%	(264)	9%	(57)	51%	(335)	657

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\_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
Asian Adults	11%	(111)	27%	(267)	62%	(623)	1000
Gender: Male	10%	(49)	22%	(104)	68%	(318)	470
Gender: Female	12%	(62)	31%	(163)	58%	(305)	530
Age: 18-34	11%	(37)	32%	(104)	56%	(180)	320
Age: 35-44	14%	(27)	23%	(42)	63%	(117)	186
Age: 45-64	11%	(37)	22%	(73)	67%	(225)	335
Age: 65+	6%	(10)	30%	(47)	64%	(101)	158
GenZers: 1997-2012	8%	(11)	39%	(55)	54%	(76)	142
Millennials: 1981-1996	16%	(46)	24%	(69)	60%	(171)	286
GenXers: 1965-1980	10%	(28)	24%	(70)	66%	(192)	289
Baby Boomers: 1946-1964	8%	(20)	28%	(72)	64%	(162)	255
PID: Dem (no lean)	14%	(54)	35%	(142)	51%	(206)	402
PID: Ind (no lean)	10%	(36)	23%	(85)	67%	(247)	368
PID: Rep (no lean)	9%	(20)	17%	(40)	74%	(170)	230
PID/Gender: Dem Men	12%	(20)	32%	(54)	56%	(93)	167
PID/Gender: Dem Women	15%	(35)	37%	(88)	48%	(113)	235
PID/Gender: Ind Men	11%	(20)	17%	(30)	72%	(126)	176
PID/Gender: Ind Women	9%	(17)	28%	(55)	63%	(121)	193
PID/Gender: Rep Men	7%	(9)	15%	(20)	77%	(99)	128
PID/Gender: Rep Women	10%	(11)	20%	(20)	70%	(71)	102
Ideo: Liberal (1-3)	12%	(38)	40%	(122)	47%	(144)	304
Ideo: Moderate (4)	12%	(44)	20%	(73)	69%	(255)	372
Ideo: Conservative (5-7)	9%	(21)	22%	(54)	69%	(167)	241
Educ: < College	10%	(40)	24%	(102)	66%	(278)	420
Educ: Bachelors degree	10%	(34)	26%	(86)	64%	(211)	330
Educ: Post-grad	15%	(37)	31%	(79)	54%	(134)	250
Income: Under 50k	8%	(33)	26%	(106)	66%	(274)	412
Income: 50k-100k	16%	(48)	26%	(79)	58%	(176)	303
Income: 100k+	10%	(30)	29%	(81)	61%	(173)	284
Ethnicity: Other	11%	(111)	27%	(267)	62%	(623)	1000

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**Table MCFE14\_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
Asian Adults	11%	(111)	27%	(267)	62%	(623)	1000
All Christian	10%	(31)	25%	(79)	65%	(207)	317
All Non-Christian	15%	(37)	27%	(64)	58%	(138)	239
Atheist	16%	(11)	34%	(23)	49%	(33)	67
Agnostic/Nothing in particular	9%	(26)	29%	(83)	62%	(179)	288
Something Else	7%	(6)	20%	(18)	73%	(66)	90
Religious Non-Protestant/Catholic	16%	(38)	27%	(65)	58%	(140)	244
Evangelical	12%	(18)	26%	(38)	62%	(92)	148
Non-Evangelical	7%	(17)	23%	(57)	71%	(179)	252
Community: Urban	15%	(50)	23%	(76)	62%	(203)	329
Community: Suburban	9%	(54)	28%	(165)	63%	(373)	591
Community: Rural	8%	(6)	33%	(26)	59%	(47)	79
Employ: Private Sector	13%	(51)	25%	(94)	62%	(235)	380
Employ: Government	15%	(8)	27%	(15)	59%	(33)	57
Employ: Self-Employed	8%	(7)	32%	(26)	59%	(47)	80
Employ: Homemaker	13%	(10)	20%	(16)	67%	(54)	80
Employ: Student	10%	(9)	37%	(35)	53%	(49)	93
Employ: Retired	4%	(6)	30%	(47)	67%	(106)	159
Employ: Unemployed	11%	(15)	23%	(31)	65%	(86)	131
Military HH: Yes	8%	(5)	31%	(21)	62%	(42)	68
Military HH: No	11%	(106)	26%	(246)	62%	(581)	932
RD/WT: Right Direction	16%	(35)	17%	(37)	67%	(145)	218
RD/WT: Wrong Track	10%	(75)	29%	(229)	61%	(477)	782
Trump Job Approve	12%	(30)	15%	(37)	72%	(174)	241
Trump Job Disapprove	11%	(74)	32%	(224)	58%	(406)	705
Trump Job Strongly Approve	13%	(14)	17%	(19)	70%	(78)	112
Trump Job Somewhat Approve	12%	(16)	14%	(18)	74%	(96)	130
Trump Job Somewhat Disapprove	11%	(21)	20%	(39)	70%	(136)	196
Trump Job Strongly Disapprove	11%	(54)	36%	(185)	53%	(270)	509

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**Table MCFE14\_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
Asian Adults	11%	(111)	27%	(267)	62% (623)	1000
Favorable of Trump	11%	(28)	15%	(38)	74% (190)	256
Unfavorable of Trump	11%	(74)	32%	(220)	57% (392)	687
Very Favorable of Trump	11%	(12)	14%	(16)	75% (85)	113
Somewhat Favorable of Trump	11%	(16)	15%	(22)	74% (105)	142
Somewhat Unfavorable of Trump	9%	(13)	22%	(32)	69% (101)	146
Very Unfavorable of Trump	11%	(61)	35%	(189)	54% (291)	540
#1 Issue: Economy	10%	(42)	23%	(91)	67% (270)	404
#1 Issue: Security	3%	(2)	27%	(18)	69% (46)	66
#1 Issue: Health Care	15%	(39)	24%	(63)	61% (162)	264
#1 Issue: Medicare / Social Security	12%	(10)	19%	(15)	69% (55)	80
#1 Issue: Women's Issues	3%	(2)	60%	(31)	36% (18)	51
#1 Issue: Other	6%	(4)	28%	(18)	66% (41)	63
2018 House Vote: Democrat	13%	(43)	35%	(118)	52% (173)	333
2018 House Vote: Republican	9%	(14)	21%	(32)	70% (106)	152
2016 Vote: Hillary Clinton	12%	(39)	34%	(116)	54% (181)	337
2016 Vote: Donald Trump	7%	(12)	19%	(34)	74% (129)	176
2016 Vote: Didn't Vote	12%	(55)	24%	(109)	64% (291)	454
Voted in 2014: Yes	10%	(40)	31%	(130)	59% (245)	415
Voted in 2014: No	12%	(71)	23%	(136)	65% (378)	585
2012 Vote: Barack Obama	11%	(35)	32%	(107)	57% (193)	335
2012 Vote: Mitt Romney	7%	(8)	25%	(29)	68% (81)	118
2012 Vote: Didn't Vote	12%	(65)	24%	(126)	64% (334)	525
4-Region: Northeast	10%	(20)	35%	(69)	55% (109)	199
4-Region: Midwest	15%	(19)	24%	(31)	61% (78)	128
4-Region: South	8%	(18)	25%	(57)	67% (154)	229
4-Region: West	12%	(54)	25%	(110)	63% (281)	445

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**Table MCFE14\_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
Asian Adults	11%	(111)	27%	(267)	62% (623)	1000
Chinese	7%	(23)	30%	(101)	64% (217)	341
Filipino	6%	(8)	28%	(39)	66% (91)	138
Indian	22%	(23)	20%	(21)	58% (61)	104
Vietnamese	14%	(11)	37%	(28)	49% (37)	75
Korean	12%	(11)	30%	(27)	59% (54)	92
Japanese	12%	(16)	21%	(28)	67% (90)	135
Other Asian	17%	(19)	20%	(22)	63% (71)	112
Speaks only English at home	9%	(53)	27%	(152)	63% (353)	558
Speaks mostly English at home	12%	(31)	29%	(73)	59% (149)	253
Speaks both English and other language at home	12%	(12)	25%	(24)	63% (62)	98
Speaks mostly other language at home	16%	(12)	21%	(16)	62% (48)	77
Trump supporter	10%	(24)	14%	(33)	75% (173)	229
Biden supporter	12%	(71)	32%	(190)	56% (334)	595
Sports fans	11%	(78)	28%	(189)	61% (413)	679
Avid sports fans	17%	(31)	26%	(50)	57% (108)	190
Sports fans, Age: 18-34	13%	(23)	32%	(59)	56% (104)	187
Sports fans, Age: 35-44	13%	(19)	21%	(31)	67% (100)	150
Sports fans, Age: 45-64	11%	(26)	24%	(58)	64% (152)	236
Sports fans, Age: 65+	8%	(9)	38%	(41)	54% (57)	107
Movie studios should diversify teams	11%	(76)	32%	(225)	58% (412)	713
Movie studios should diversify stories	12%	(76)	34%	(219)	54% (340)	635
Concerned about Covid	11%	(104)	27%	(248)	61% (561)	913
No experience with Covid	11%	(59)	20%	(105)	68% (354)	518
Health care major factor for election	11%	(76)	29%	(206)	60% (426)	708
Social media users	12%	(110)	27%	(258)	61% (583)	951
WhatsApp users	16%	(56)	26%	(93)	58% (203)	352
WeChat users	11%	(19)	23%	(40)	66% (113)	173
Social media news source at least once a week	12%	(82)	27%	(178)	61% (398)	657

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\_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
Asian Adults	48%	(485)	11%	(108)	41%	(407)	1000
Gender: Male	44%	(208)	12%	(55)	44%	(208)	470
Gender: Female	52%	(277)	10%	(54)	38%	(199)	530
Age: 18-34	53%	(170)	9%	(28)	38%	(122)	320
Age: 35-44	41%	(76)	10%	(19)	49%	(90)	186
Age: 45-64	45%	(151)	13%	(44)	42%	(141)	335
Age: 65+	56%	(88)	11%	(17)	34%	(53)	158
GenZers: 1997-2012	56%	(80)	4%	(5)	40%	(57)	142
Millennials: 1981-1996	48%	(138)	11%	(32)	40%	(115)	286
GenXers: 1965-1980	44%	(128)	12%	(33)	44%	(128)	289
Baby Boomers: 1946-1964	52%	(133)	12%	(31)	36%	(91)	255
PID: Dem (no lean)	65%	(261)	10%	(39)	25%	(101)	402
PID: Ind (no lean)	41%	(152)	11%	(42)	47%	(174)	368
PID: Rep (no lean)	31%	(71)	12%	(27)	57%	(132)	230
PID/Gender: Dem Men	65%	(108)	7%	(11)	28%	(47)	167
PID/Gender: Dem Women	65%	(153)	12%	(28)	23%	(54)	235
PID/Gender: Ind Men	37%	(65)	15%	(26)	49%	(85)	176
PID/Gender: Ind Women	45%	(87)	9%	(17)	46%	(88)	193
PID/Gender: Rep Men	27%	(35)	14%	(18)	59%	(75)	128
PID/Gender: Rep Women	36%	(36)	9%	(9)	56%	(57)	102
Ideo: Liberal (1-3)	69%	(211)	8%	(23)	23%	(71)	304
Ideo: Moderate (4)	46%	(171)	11%	(41)	43%	(160)	372
Ideo: Conservative (5-7)	34%	(81)	14%	(33)	53%	(127)	241
Educ: < College	39%	(164)	12%	(52)	49%	(205)	420
Educ: Bachelors degree	56%	(184)	9%	(31)	35%	(116)	330
Educ: Post-grad	55%	(138)	10%	(26)	35%	(86)	250
Income: Under 50k	42%	(174)	12%	(51)	45%	(188)	412
Income: 50k-100k	51%	(155)	11%	(34)	38%	(115)	303
Income: 100k+	55%	(157)	8%	(24)	37%	(104)	284
Ethnicity: Other	48%	(485)	11%	(108)	41%	(407)	1000

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**Table MCFE14\_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
Asian Adults	48%	(485)	11%	(108)	41%	(407)	1000
All Christian	43%	(136)	14%	(46)	43%	(135)	317
All Non-Christian	44%	(105)	15%	(37)	41%	(97)	239
Atheist	53%	(36)	9%	(6)	38%	(25)	67
Agnostic/Nothing in particular	61%	(175)	6%	(16)	34%	(97)	288
Something Else	37%	(33)	4%	(4)	58%	(53)	90
Religious Non-Protestant/Catholic	44%	(107)	16%	(38)	41%	(99)	244
Evangelical	36%	(54)	14%	(21)	49%	(73)	148
Non-Evangelical	45%	(113)	11%	(27)	44%	(112)	252
Community: Urban	47%	(154)	13%	(43)	40%	(133)	329
Community: Suburban	52%	(307)	9%	(52)	39%	(233)	591
Community: Rural	30%	(24)	18%	(14)	52%	(41)	79
Employ: Private Sector	46%	(175)	11%	(43)	43%	(163)	380
Employ: Government	54%	(31)	8%	(4)	38%	(22)	57
Employ: Self-Employed	43%	(35)	16%	(13)	41%	(32)	80
Employ: Homemaker	34%	(28)	14%	(11)	52%	(41)	80
Employ: Student	64%	(59)	3%	(3)	33%	(31)	93
Employ: Retired	54%	(86)	12%	(19)	34%	(53)	159
Employ: Unemployed	47%	(61)	9%	(11)	45%	(59)	131
Military HH: Yes	43%	(30)	6%	(4)	51%	(35)	68
Military HH: No	49%	(455)	11%	(104)	40%	(372)	932
RD/WT: Right Direction	23%	(50)	18%	(40)	58%	(127)	218
RD/WT: Wrong Track	56%	(434)	9%	(68)	36%	(280)	782
Trump Job Approve	25%	(60)	17%	(40)	59%	(141)	241
Trump Job Disapprove	59%	(418)	9%	(63)	32%	(224)	705
Trump Job Strongly Approve	24%	(27)	16%	(18)	60%	(67)	112
Trump Job Somewhat Approve	26%	(33)	17%	(22)	57%	(74)	130
Trump Job Somewhat Disapprove	46%	(89)	10%	(19)	45%	(88)	196
Trump Job Strongly Disapprove	65%	(328)	9%	(44)	27%	(136)	509

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**Table MCFE14\_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
Asian Adults	48%	(485)	11%	(108)	41%	(407)	1000
Favorable of Trump	22%	(56)	15%	(39)	63%	(161)	256
Unfavorable of Trump	60%	(415)	9%	(63)	30%	(209)	687
Very Favorable of Trump	18%	(21)	17%	(19)	65%	(73)	113
Somewhat Favorable of Trump	25%	(35)	14%	(20)	61%	(87)	142
Somewhat Unfavorable of Trump	44%	(64)	11%	(16)	45%	(66)	146
Very Unfavorable of Trump	65%	(351)	9%	(47)	27%	(143)	540
#1 Issue: Economy	43%	(174)	10%	(39)	47%	(190)	404
#1 Issue: Security	29%	(19)	12%	(8)	59%	(39)	66
#1 Issue: Health Care	53%	(139)	14%	(38)	33%	(87)	264
#1 Issue: Medicare / Social Security	52%	(42)	10%	(8)	37%	(30)	80
#1 Issue: Women's Issues	57%	(29)	3%	(2)	40%	(20)	51
#1 Issue: Other	54%	(34)	8%	(5)	39%	(24)	63
2018 House Vote: Democrat	64%	(213)	11%	(36)	25%	(84)	333
2018 House Vote: Republican	35%	(53)	13%	(20)	52%	(79)	152
2016 Vote: Hillary Clinton	65%	(220)	11%	(35)	24%	(81)	337
2016 Vote: Donald Trump	32%	(56)	12%	(20)	57%	(100)	176
2016 Vote: Didn't Vote	41%	(188)	11%	(49)	48%	(217)	454
Voted in 2014: Yes	55%	(230)	10%	(43)	34%	(141)	415
Voted in 2014: No	44%	(255)	11%	(65)	45%	(265)	585
2012 Vote: Barack Obama	63%	(213)	10%	(35)	26%	(88)	335
2012 Vote: Mitt Romney	37%	(43)	10%	(12)	53%	(63)	118
2012 Vote: Didn't Vote	41%	(217)	12%	(61)	47%	(247)	525
4-Region: Northeast	52%	(104)	14%	(28)	33%	(66)	199
4-Region: Midwest	44%	(56)	11%	(14)	45%	(58)	128
4-Region: South	35%	(79)	10%	(22)	56%	(127)	229
4-Region: West	55%	(246)	10%	(44)	35%	(156)	445

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**Table MCFE14\_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
Asian Adults	48%	(485)	11%	(108)	41%	(407)	1000
Chinese	51%	(173)	10%	(36)	39%	(132)	341
Filipino	46%	(63)	6%	(8)	49%	(67)	138
Indian	44%	(46)	13%	(14)	43%	(44)	104
Vietnamese	55%	(41)	18%	(13)	28%	(21)	75
Korean	56%	(52)	14%	(12)	30%	(27)	92
Japanese	50%	(67)	6%	(9)	44%	(59)	135
Other Asian	36%	(40)	15%	(17)	49%	(55)	112
Speaks only English at home	50%	(281)	9%	(50)	41%	(227)	558
Speaks mostly English at home	52%	(132)	11%	(28)	37%	(93)	253
Speaks both English and other language at home	50%	(49)	13%	(13)	37%	(36)	98
Speaks mostly other language at home	29%	(22)	13%	(10)	58%	(44)	77
Trump supporter	22%	(51)	15%	(35)	62%	(143)	229
Biden supporter	61%	(362)	10%	(59)	29%	(174)	595
Sports fans	50%	(341)	12%	(84)	37%	(254)	679
Avid sports fans	49%	(93)	13%	(24)	38%	(72)	190
Sports fans, Age: 18-34	57%	(106)	11%	(21)	32%	(59)	187
Sports fans, Age: 35-44	40%	(59)	9%	(13)	52%	(77)	150
Sports fans, Age: 45-64	48%	(114)	14%	(33)	37%	(88)	236
Sports fans, Age: 65+	57%	(61)	16%	(17)	27%	(29)	107
Movie studios should diversify teams	61%	(432)	9%	(67)	30%	(215)	713
Movie studios should diversify stories	62%	(395)	10%	(63)	28%	(177)	635
Concerned about Covid	51%	(465)	11%	(99)	38%	(350)	913
No experience with Covid	40%	(208)	10%	(52)	50%	(259)	518
Health care major factor for election	54%	(384)	11%	(79)	35%	(245)	708
Social media users	48%	(460)	11%	(107)	40%	(384)	951
WhatsApp users	51%	(178)	13%	(44)	37%	(130)	352
WeChat users	38%	(66)	15%	(25)	47%	(82)	173
Social media news source at least once a week	49%	(320)	12%	(81)	39%	(256)	657

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



**Table MCFE15\_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
Asian Adults	11%	(108)	29%	(291)	60%	(601)	1000
Gender: Male	11%	(49)	29%	(134)	61%	(286)	470
Gender: Female	11%	(59)	30%	(156)	59%	(315)	530
Age: 18-34	10%	(32)	34%	(108)	56%	(180)	320
Age: 35-44	14%	(25)	28%	(51)	59%	(109)	186
Age: 45-64	13%	(43)	26%	(89)	61%	(203)	335
Age: 65+	5%	(7)	27%	(42)	68%	(108)	158
GenZers: 1997-2012	8%	(12)	30%	(42)	62%	(88)	142
Millennials: 1981-1996	13%	(37)	34%	(97)	53%	(152)	286
GenXers: 1965-1980	14%	(40)	26%	(76)	60%	(173)	289
Baby Boomers: 1946-1964	5%	(13)	29%	(73)	66%	(169)	255
PID: Dem (no lean)	9%	(38)	40%	(159)	51%	(205)	402
PID: Ind (no lean)	11%	(39)	25%	(93)	64%	(236)	368
PID: Rep (no lean)	13%	(31)	17%	(38)	70%	(161)	230
PID/Gender: Dem Men	10%	(17)	41%	(68)	49%	(82)	167
PID/Gender: Dem Women	9%	(21)	39%	(92)	52%	(123)	235
PID/Gender: Ind Men	9%	(16)	23%	(41)	67%	(118)	176
PID/Gender: Ind Women	12%	(23)	27%	(52)	61%	(118)	193
PID/Gender: Rep Men	12%	(16)	20%	(26)	68%	(86)	128
PID/Gender: Rep Women	15%	(15)	12%	(13)	73%	(74)	102
Ideo: Liberal (1-3)	13%	(39)	44%	(135)	43%	(130)	304
Ideo: Moderate (4)	10%	(39)	26%	(95)	64%	(238)	372
Ideo: Conservative (5-7)	8%	(20)	19%	(47)	72%	(175)	241
Educ: < College	12%	(49)	22%	(92)	66%	(279)	420
Educ: Bachelors degree	10%	(32)	34%	(112)	56%	(186)	330
Educ: Post-grad	11%	(27)	35%	(87)	54%	(136)	250
Income: Under 50k	14%	(58)	26%	(107)	60%	(248)	412
Income: 50k-100k	10%	(29)	31%	(93)	60%	(181)	303
Income: 100k+	7%	(21)	32%	(91)	61%	(172)	284
Ethnicity: Other	11%	(108)	29%	(291)	60%	(601)	1000

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**Table MCFE15\_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
Asian Adults	11%	(108)	29%	(291)	60%	(601)	1000
All Christian	10%	(31)	26%	(81)	65%	(205)	317
All Non-Christian	14%	(34)	29%	(70)	57%	(135)	239
Atheist	7%	(5)	38%	(25)	55%	(36)	67
Agnostic/Nothing in particular	11%	(33)	35%	(99)	54%	(156)	288
Something Else	6%	(6)	17%	(15)	77%	(69)	90
Religious Non-Protestant/Catholic	14%	(35)	29%	(71)	57%	(138)	244
Evangelical	10%	(14)	23%	(34)	68%	(100)	148
Non-Evangelical	8%	(20)	25%	(62)	68%	(171)	252
Community: Urban	12%	(41)	25%	(82)	63%	(207)	329
Community: Suburban	10%	(57)	32%	(191)	58%	(343)	591
Community: Rural	12%	(10)	23%	(18)	65%	(52)	79
Employ: Private Sector	10%	(40)	30%	(112)	60%	(228)	380
Employ: Government	21%	(12)	33%	(19)	46%	(26)	57
Employ: Self-Employed	17%	(13)	28%	(22)	55%	(44)	80
Employ: Homemaker	15%	(12)	18%	(14)	67%	(54)	80
Employ: Student	6%	(5)	35%	(32)	60%	(55)	93
Employ: Retired	4%	(6)	29%	(47)	67%	(107)	159
Employ: Unemployed	12%	(15)	30%	(39)	59%	(77)	131
Military HH: Yes	12%	(8)	28%	(19)	60%	(41)	68
Military HH: No	11%	(100)	29%	(272)	60%	(560)	932
RD/WT: Right Direction	19%	(42)	11%	(24)	70%	(152)	218
RD/WT: Wrong Track	8%	(66)	34%	(267)	57%	(449)	782
Trump Job Approve	13%	(30)	10%	(24)	77%	(187)	241
Trump Job Disapprove	10%	(72)	37%	(261)	53%	(372)	705
Trump Job Strongly Approve	15%	(17)	12%	(13)	73%	(81)	112
Trump Job Somewhat Approve	10%	(13)	8%	(11)	81%	(106)	130
Trump Job Somewhat Disapprove	10%	(20)	23%	(45)	67%	(132)	196
Trump Job Strongly Disapprove	10%	(52)	43%	(216)	47%	(241)	509

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**Table MCFE15\_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
Asian Adults	11%	(108)	29%	(291)	60%	(601)	1000
Favorable of Trump	11%	(29)	9%	(22)	80%	(205)	256
Unfavorable of Trump	10%	(72)	38%	(260)	52%	(355)	687
Very Favorable of Trump	13%	(15)	7%	(8)	80%	(91)	113
Somewhat Favorable of Trump	10%	(15)	10%	(14)	80%	(114)	142
Somewhat Unfavorable of Trump	9%	(13)	27%	(39)	64%	(94)	146
Very Unfavorable of Trump	11%	(58)	41%	(221)	48%	(261)	540
#1 Issue: Economy	8%	(33)	27%	(108)	65%	(262)	404
#1 Issue: Security	7%	(5)	14%	(9)	79%	(52)	66
#1 Issue: Health Care	16%	(41)	28%	(75)	56%	(148)	264
#1 Issue: Medicare / Social Security	7%	(6)	20%	(16)	73%	(58)	80
#1 Issue: Women's Issues	9%	(5)	52%	(26)	39%	(20)	51
#1 Issue: Other	6%	(4)	31%	(20)	62%	(39)	63
2018 House Vote: Democrat	9%	(29)	41%	(137)	50%	(167)	333
2018 House Vote: Republican	12%	(19)	17%	(26)	70%	(107)	152
2016 Vote: Hillary Clinton	10%	(33)	38%	(128)	52%	(176)	337
2016 Vote: Donald Trump	11%	(19)	17%	(29)	73%	(128)	176
2016 Vote: Didn't Vote	12%	(53)	27%	(122)	61%	(279)	454
Voted in 2014: Yes	9%	(39)	32%	(134)	58%	(242)	415
Voted in 2014: No	12%	(69)	27%	(157)	61%	(359)	585
2012 Vote: Barack Obama	8%	(28)	36%	(121)	55%	(186)	335
2012 Vote: Mitt Romney	12%	(14)	20%	(24)	68%	(80)	118
2012 Vote: Didn't Vote	12%	(64)	27%	(141)	61%	(320)	525
4-Region: Northeast	13%	(25)	36%	(71)	52%	(103)	199
4-Region: Midwest	12%	(16)	26%	(33)	62%	(79)	128
4-Region: South	6%	(14)	22%	(50)	72%	(164)	229
4-Region: West	12%	(53)	31%	(138)	57%	(255)	445

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**Table MCFE15\_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
Asian Adults	11%	(108)	29%	(291)	60%	(601)	1000
Chinese	10%	(36)	29%	(99)	61%	(207)	341
Filipino	15%	(21)	24%	(34)	61%	(84)	138
Indian	12%	(13)	33%	(34)	55%	(57)	104
Vietnamese	10%	(7)	41%	(31)	49%	(37)	75
Korean	9%	(8)	26%	(24)	64%	(59)	92
Japanese	8%	(10)	30%	(40)	62%	(84)	135
Other Asian	11%	(12)	25%	(28)	63%	(71)	112
Speaks only English at home	9%	(49)	28%	(158)	63%	(351)	558
Speaks mostly English at home	10%	(25)	35%	(89)	55%	(138)	253
Speaks both English and other language at home	11%	(11)	32%	(31)	57%	(56)	98
Speaks mostly other language at home	25%	(19)	15%	(11)	61%	(47)	77
Trump supporter	13%	(30)	10%	(23)	77%	(177)	229
Biden supporter	11%	(64)	37%	(222)	52%	(309)	595
Sports fans	10%	(66)	31%	(210)	59%	(403)	679
Avid sports fans	13%	(25)	32%	(60)	55%	(104)	190
Sports fans, Age: 18-34	9%	(16)	36%	(68)	55%	(103)	187
Sports fans, Age: 35-44	10%	(15)	27%	(40)	63%	(94)	150
Sports fans, Age: 45-64	13%	(30)	29%	(67)	59%	(138)	236
Sports fans, Age: 65+	5%	(5)	32%	(34)	63%	(68)	107
Movie studios should diversify teams	9%	(68)	35%	(248)	56%	(398)	713
Movie studios should diversify stories	10%	(62)	37%	(236)	53%	(337)	635
Concerned about Covid	11%	(102)	30%	(271)	59%	(540)	913
No experience with Covid	10%	(53)	24%	(122)	66%	(343)	518
Health care major factor for election	10%	(71)	32%	(227)	58%	(410)	708
Social media users	11%	(107)	29%	(278)	59%	(565)	951
WhatsApp users	11%	(38)	31%	(110)	58%	(203)	352
WeChat users	13%	(23)	25%	(44)	62%	(106)	173
Social media news source at least once a week	12%	(76)	28%	(184)	60%	(397)	657

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

**Table MCFE15\_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
Asian Adults	39%	(390)	13%	(132)	48%	(478)	1000
Gender: Male	35%	(162)	13%	(62)	52%	(246)	470
Gender: Female	43%	(228)	13%	(70)	44%	(232)	530
Age: 18-34	48%	(154)	11%	(37)	40%	(129)	320
Age: 35-44	29%	(54)	18%	(33)	54%	(100)	186
Age: 45-64	36%	(120)	13%	(45)	51%	(170)	335
Age: 65+	39%	(62)	11%	(18)	49%	(78)	158
GenZers: 1997-2012	55%	(78)	10%	(14)	35%	(50)	142
Millennials: 1981-1996	38%	(108)	15%	(43)	47%	(134)	286
GenXers: 1965-1980	32%	(93)	11%	(32)	57%	(164)	289
Baby Boomers: 1946-1964	40%	(101)	14%	(36)	46%	(117)	255
PID: Dem (no lean)	54%	(216)	12%	(49)	34%	(136)	402
PID: Ind (no lean)	34%	(125)	12%	(44)	54%	(200)	368
PID: Rep (no lean)	21%	(49)	17%	(39)	62%	(142)	230
PID/Gender: Dem Men	51%	(85)	11%	(18)	38%	(63)	167
PID/Gender: Dem Women	56%	(131)	13%	(31)	31%	(73)	235
PID/Gender: Ind Men	30%	(52)	14%	(24)	57%	(99)	176
PID/Gender: Ind Women	38%	(73)	10%	(20)	52%	(100)	193
PID/Gender: Rep Men	20%	(25)	15%	(19)	65%	(83)	128
PID/Gender: Rep Women	23%	(24)	19%	(20)	57%	(58)	102
Ideo: Liberal (1-3)	61%	(185)	10%	(30)	29%	(89)	304
Ideo: Moderate (4)	35%	(131)	14%	(50)	51%	(191)	372
Ideo: Conservative (5-7)	22%	(52)	18%	(44)	60%	(145)	241
Educ: < College	36%	(153)	15%	(62)	49%	(206)	420
Educ: Bachelors degree	41%	(134)	12%	(40)	47%	(156)	330
Educ: Post-grad	41%	(104)	12%	(30)	47%	(116)	250
Income: Under 50k	38%	(157)	12%	(50)	50%	(205)	412
Income: 50k-100k	36%	(109)	17%	(50)	48%	(145)	303
Income: 100k+	44%	(125)	11%	(32)	45%	(128)	284
Ethnicity: Other	39%	(390)	13%	(132)	48%	(478)	1000

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**Table MCFE15\_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
Asian Adults	39%	(390)	13%	(132)	48%	(478)	1000
All Christian	36%	(114)	15%	(47)	49%	(156)	317
All Non-Christian	34%	(82)	18%	(44)	47%	(113)	239
Atheist	48%	(32)	12%	(8)	41%	(27)	67
Agnostic/Nothing in particular	49%	(140)	10%	(29)	41%	(118)	288
Something Else	25%	(22)	4%	(4)	71%	(64)	90
Religious Non-Protestant/Catholic	34%	(83)	19%	(45)	47%	(115)	244
Evangelical	24%	(35)	12%	(18)	64%	(94)	148
Non-Evangelical	39%	(98)	13%	(32)	48%	(122)	252
Community: Urban	39%	(130)	15%	(51)	45%	(149)	329
Community: Suburban	40%	(239)	12%	(70)	48%	(283)	591
Community: Rural	28%	(22)	14%	(11)	58%	(46)	79
Employ: Private Sector	33%	(125)	14%	(52)	53%	(203)	380
Employ: Government	46%	(26)	13%	(8)	41%	(23)	57
Employ: Self-Employed	44%	(35)	15%	(12)	41%	(32)	80
Employ: Homemaker	28%	(22)	17%	(13)	56%	(45)	80
Employ: Student	61%	(57)	8%	(8)	31%	(29)	93
Employ: Retired	38%	(61)	14%	(23)	48%	(76)	159
Employ: Unemployed	41%	(53)	11%	(15)	48%	(63)	131
Military HH: Yes	41%	(28)	10%	(7)	49%	(34)	68
Military HH: No	39%	(362)	13%	(125)	48%	(444)	932
RD/WT: Right Direction	17%	(37)	25%	(54)	58%	(127)	218
RD/WT: Wrong Track	45%	(353)	10%	(78)	45%	(351)	782
Trump Job Approve	19%	(45)	21%	(52)	60%	(144)	241
Trump Job Disapprove	48%	(336)	11%	(75)	42%	(294)	705
Trump Job Strongly Approve	16%	(17)	22%	(25)	62%	(69)	112
Trump Job Somewhat Approve	21%	(28)	21%	(27)	58%	(75)	130
Trump Job Somewhat Disapprove	31%	(61)	12%	(23)	57%	(111)	196
Trump Job Strongly Disapprove	54%	(275)	10%	(52)	36%	(183)	509

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**Table MCFE15\_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
Asian Adults	39%	(390)	13%	(132)	48%	(478)	1000
Favorable of Trump	16%	(40)	20%	(50)	65%	(165)	256
Unfavorable of Trump	49%	(338)	11%	(74)	40%	(275)	687
Very Favorable of Trump	12%	(14)	24%	(27)	64%	(72)	113
Somewhat Favorable of Trump	18%	(26)	17%	(24)	65%	(93)	142
Somewhat Unfavorable of Trump	32%	(47)	14%	(20)	54%	(79)	146
Very Unfavorable of Trump	54%	(291)	10%	(54)	36%	(196)	540
#1 Issue: Economy	31%	(127)	14%	(56)	55%	(221)	404
#1 Issue: Security	24%	(16)	9%	(6)	67%	(44)	66
#1 Issue: Health Care	46%	(122)	16%	(41)	38%	(101)	264
#1 Issue: Medicare / Social Security	37%	(29)	10%	(8)	53%	(43)	80
#1 Issue: Women's Issues	64%	(32)	11%	(5)	26%	(13)	51
#1 Issue: Other	40%	(25)	10%	(6)	50%	(31)	63
2018 House Vote: Democrat	54%	(180)	12%	(39)	34%	(115)	333
2018 House Vote: Republican	24%	(37)	19%	(28)	57%	(87)	152
2016 Vote: Hillary Clinton	52%	(176)	12%	(39)	36%	(122)	337
2016 Vote: Donald Trump	18%	(32)	18%	(31)	64%	(113)	176
2016 Vote: Didn't Vote	36%	(162)	13%	(61)	51%	(231)	454
Voted in 2014: Yes	44%	(184)	12%	(50)	44%	(181)	415
Voted in 2014: No	35%	(206)	14%	(83)	51%	(297)	585
2012 Vote: Barack Obama	49%	(165)	11%	(37)	40%	(133)	335
2012 Vote: Mitt Romney	27%	(32)	15%	(18)	58%	(68)	118
2012 Vote: Didn't Vote	35%	(185)	15%	(76)	50%	(263)	525
4-Region: Northeast	44%	(88)	15%	(31)	40%	(80)	199
4-Region: Midwest	30%	(39)	17%	(22)	53%	(67)	128
4-Region: South	29%	(66)	12%	(27)	59%	(136)	229
4-Region: West	44%	(197)	12%	(53)	44%	(195)	445

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**Table MCFE15\_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
Asian Adults	39%	(390)	13%	(132)	48%	(478)	1000
Chinese	39%	(134)	14%	(47)	47%	(160)	341
Filipino	38%	(53)	10%	(14)	52%	(71)	138
Indian	34%	(35)	15%	(16)	51%	(53)	104
Vietnamese	48%	(36)	15%	(11)	37%	(28)	75
Korean	42%	(38)	12%	(11)	46%	(43)	92
Japanese	39%	(53)	10%	(13)	51%	(68)	135
Other Asian	36%	(40)	17%	(19)	47%	(53)	112
Speaks only English at home	39%	(220)	12%	(68)	48%	(270)	558
Speaks mostly English at home	45%	(115)	13%	(33)	41%	(104)	253
Speaks both English and other language at home	37%	(36)	17%	(17)	46%	(45)	98
Speaks mostly other language at home	24%	(19)	10%	(7)	66%	(51)	77
Trump supporter	18%	(42)	19%	(44)	63%	(144)	229
Biden supporter	50%	(296)	12%	(73)	38%	(226)	595
Sports fans	40%	(270)	13%	(87)	47%	(322)	679
Avid sports fans	38%	(71)	15%	(29)	47%	(89)	190
Sports fans, Age: 18-34	47%	(88)	11%	(21)	42%	(78)	187
Sports fans, Age: 35-44	27%	(41)	16%	(24)	57%	(85)	150
Sports fans, Age: 45-64	39%	(93)	11%	(27)	49%	(116)	236
Sports fans, Age: 65+	45%	(48)	14%	(15)	41%	(43)	107
Movie studios should diversify teams	48%	(342)	12%	(83)	40%	(289)	713
Movie studios should diversify stories	49%	(310)	11%	(71)	40%	(253)	635
Concerned about Covid	41%	(373)	13%	(122)	46%	(418)	913
No experience with Covid	30%	(156)	12%	(62)	58%	(301)	518
Health care major factor for election	45%	(321)	12%	(87)	42%	(300)	708
Social media users	39%	(372)	13%	(128)	47%	(451)	951
WhatsApp users	38%	(135)	15%	(54)	46%	(162)	352
WeChat users	28%	(48)	22%	(38)	50%	(86)	173
Social media news source at least once a week	38%	(247)	14%	(95)	48%	(314)	657

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



**Table MCFE15\_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
Asian Adults	55%	(554)	10%	(105)	34%	(341)	1000
Gender: Male	51%	(239)	12%	(58)	37%	(172)	470
Gender: Female	59%	(314)	9%	(47)	32%	(169)	530
Age: 18-34	56%	(178)	6%	(19)	38%	(123)	320
Age: 35-44	50%	(94)	9%	(17)	40%	(75)	186
Age: 45-64	55%	(184)	17%	(57)	28%	(95)	335
Age: 65+	62%	(98)	8%	(12)	31%	(48)	158
GenZers: 1997-2012	60%	(86)	2%	(3)	38%	(53)	142
Millennials: 1981-1996	53%	(151)	9%	(25)	38%	(110)	286
GenXers: 1965-1980	52%	(150)	15%	(43)	33%	(97)	289
Baby Boomers: 1946-1964	61%	(154)	11%	(28)	28%	(72)	255
PID: Dem (no lean)	68%	(273)	11%	(44)	21%	(85)	402
PID: Ind (no lean)	50%	(184)	8%	(28)	42%	(156)	368
PID: Rep (no lean)	42%	(96)	14%	(33)	44%	(100)	230
PID/Gender: Dem Men	66%	(109)	11%	(18)	24%	(40)	167
PID/Gender: Dem Women	70%	(164)	11%	(26)	19%	(45)	235
PID/Gender: Ind Men	45%	(78)	10%	(17)	46%	(80)	176
PID/Gender: Ind Women	55%	(106)	6%	(11)	39%	(76)	193
PID/Gender: Rep Men	40%	(52)	19%	(24)	41%	(53)	128
PID/Gender: Rep Women	44%	(45)	9%	(9)	47%	(48)	102
Ideo: Liberal (1-3)	71%	(216)	9%	(28)	20%	(60)	304
Ideo: Moderate (4)	53%	(197)	14%	(51)	33%	(124)	372
Ideo: Conservative (5-7)	47%	(114)	8%	(20)	45%	(108)	241
Educ: < College	45%	(187)	12%	(48)	44%	(185)	420
Educ: Bachelors degree	62%	(205)	10%	(33)	28%	(92)	330
Educ: Post-grad	65%	(162)	9%	(24)	26%	(64)	250
Income: Under 50k	49%	(202)	13%	(52)	39%	(159)	412
Income: 50k-100k	54%	(164)	11%	(33)	35%	(106)	303
Income: 100k+	66%	(188)	7%	(21)	27%	(76)	284
Ethnicity: Other	55%	(554)	10%	(105)	34%	(341)	1000

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**Table MCFE15\_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
Asian Adults	55%	(554)	10%	(105)	34%	(341)	1000
All Christian	56%	(179)	9%	(29)	35%	(110)	317
All Non-Christian	47%	(112)	14%	(34)	39%	(94)	239
Atheist	58%	(38)	10%	(7)	33%	(22)	67
Agnostic/Nothing in particular	65%	(187)	9%	(25)	26%	(76)	288
Something Else	42%	(38)	13%	(11)	45%	(41)	90
Religious Non-Protestant/Catholic	46%	(113)	15%	(36)	39%	(95)	244
Evangelical	44%	(64)	11%	(17)	45%	(67)	148
Non-Evangelical	59%	(150)	8%	(20)	33%	(82)	252
Community: Urban	49%	(161)	15%	(50)	36%	(119)	329
Community: Suburban	60%	(358)	8%	(49)	31%	(185)	591
Community: Rural	45%	(35)	7%	(6)	48%	(38)	79
Employ: Private Sector	54%	(205)	13%	(48)	33%	(127)	380
Employ: Government	61%	(35)	11%	(6)	28%	(16)	57
Employ: Self-Employed	53%	(42)	15%	(12)	32%	(25)	80
Employ: Homemaker	38%	(31)	12%	(10)	49%	(40)	80
Employ: Student	64%	(59)	2%	(2)	34%	(32)	93
Employ: Retired	62%	(99)	5%	(8)	33%	(52)	159
Employ: Unemployed	55%	(72)	11%	(14)	35%	(46)	131
Military HH: Yes	59%	(40)	6%	(4)	34%	(23)	68
Military HH: No	55%	(513)	11%	(101)	34%	(318)	932
RD/WT: Right Direction	33%	(72)	17%	(37)	50%	(109)	218
RD/WT: Wrong Track	62%	(482)	9%	(68)	30%	(232)	782
Trump Job Approve	36%	(87)	12%	(28)	52%	(126)	241
Trump Job Disapprove	64%	(452)	11%	(75)	25%	(177)	705
Trump Job Strongly Approve	30%	(34)	11%	(12)	59%	(66)	112
Trump Job Somewhat Approve	41%	(53)	13%	(17)	46%	(60)	130
Trump Job Somewhat Disapprove	47%	(92)	15%	(29)	38%	(75)	196
Trump Job Strongly Disapprove	71%	(360)	9%	(47)	20%	(102)	509

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**Table MCFE15\_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
Asian Adults	55%	(554)	10%	(105)	34%	(341)	1000
Favorable of Trump	34%	(86)	11%	(27)	56%	(143)	256
Unfavorable of Trump	65%	(449)	11%	(75)	24%	(163)	687
Very Favorable of Trump	29%	(33)	6%	(7)	64%	(73)	113
Somewhat Favorable of Trump	37%	(53)	14%	(20)	49%	(70)	142
Somewhat Unfavorable of Trump	48%	(70)	14%	(21)	38%	(55)	146
Very Unfavorable of Trump	70%	(379)	10%	(54)	20%	(107)	540
#1 Issue: Economy	52%	(209)	9%	(37)	39%	(158)	404
#1 Issue: Security	37%	(25)	9%	(6)	54%	(36)	66
#1 Issue: Health Care	58%	(154)	15%	(39)	27%	(72)	264
#1 Issue: Medicare / Social Security	58%	(46)	10%	(8)	32%	(25)	80
#1 Issue: Women's Issues	71%	(36)	10%	(5)	19%	(10)	51
#1 Issue: Other	53%	(34)	6%	(4)	41%	(26)	63
2018 House Vote: Democrat	70%	(234)	10%	(34)	19%	(65)	333
2018 House Vote: Republican	47%	(71)	8%	(12)	45%	(69)	152
2016 Vote: Hillary Clinton	69%	(231)	10%	(34)	21%	(71)	337
2016 Vote: Donald Trump	43%	(76)	8%	(13)	49%	(86)	176
2016 Vote: Didn't Vote	48%	(220)	12%	(54)	40%	(180)	454
Voted in 2014: Yes	62%	(258)	8%	(35)	29%	(122)	415
Voted in 2014: No	50%	(296)	12%	(70)	37%	(220)	585
2012 Vote: Barack Obama	69%	(232)	10%	(34)	21%	(70)	335
2012 Vote: Mitt Romney	46%	(54)	3%	(4)	51%	(60)	118
2012 Vote: Didn't Vote	49%	(255)	13%	(67)	39%	(203)	525
4-Region: Northeast	56%	(112)	11%	(22)	33%	(65)	199
4-Region: Midwest	49%	(63)	12%	(15)	39%	(50)	128
4-Region: South	43%	(98)	9%	(21)	48%	(110)	229
4-Region: West	63%	(281)	11%	(47)	26%	(117)	445

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**Table MCFE15\_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
Asian Adults	55%	(554)	10%	(105)	34%	(341)	1000
Chinese	60%	(204)	11%	(39)	29%	(98)	341
Filipino	54%	(75)	4%	(6)	41%	(57)	138
Indian	52%	(54)	12%	(13)	36%	(38)	104
Vietnamese	55%	(41)	11%	(8)	35%	(26)	75
Korean	60%	(55)	21%	(19)	20%	(18)	92
Japanese	56%	(76)	9%	(12)	35%	(47)	135
Other Asian	43%	(49)	7%	(7)	50%	(56)	112
Speaks only English at home	56%	(314)	9%	(48)	35%	(196)	558
Speaks mostly English at home	61%	(153)	12%	(31)	27%	(69)	253
Speaks both English and other language at home	56%	(55)	7%	(7)	36%	(36)	98
Speaks mostly other language at home	33%	(25)	21%	(16)	46%	(35)	77
Trump supporter	37%	(85)	10%	(22)	53%	(123)	229
Biden supporter	64%	(382)	13%	(76)	23%	(137)	595
Sports fans	58%	(394)	11%	(72)	31%	(213)	679
Avid sports fans	54%	(102)	13%	(25)	33%	(62)	190
Sports fans, Age: 18-34	59%	(109)	7%	(13)	34%	(64)	187
Sports fans, Age: 35-44	52%	(78)	6%	(9)	43%	(64)	150
Sports fans, Age: 45-64	59%	(138)	17%	(39)	25%	(58)	236
Sports fans, Age: 65+	64%	(68)	11%	(11)	25%	(27)	107
Movie studios should diversify teams	69%	(490)	8%	(56)	24%	(168)	713
Movie studios should diversify stories	68%	(433)	8%	(51)	24%	(150)	635
Concerned about Covid	58%	(530)	11%	(96)	31%	(287)	913
No experience with Covid	49%	(253)	11%	(59)	40%	(206)	518
Health care major factor for election	61%	(429)	10%	(72)	29%	(207)	708
Social media users	55%	(524)	11%	(103)	34%	(324)	951
WhatsApp users	58%	(205)	9%	(31)	33%	(117)	352
WeChat users	45%	(77)	17%	(29)	39%	(67)	173
Social media news source at least once a week	55%	(363)	11%	(73)	34%	(221)	657

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

**Table MCFE15\_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
Asian Adults	42%	(420)	12%	(121)	46%	(459)	1000
Gender: Male	39%	(185)	11%	(50)	50%	(235)	470
Gender: Female	44%	(236)	13%	(71)	42%	(224)	530
Age: 18-34	46%	(146)	12%	(38)	42%	(136)	320
Age: 35-44	34%	(63)	14%	(25)	53%	(98)	186
Age: 45-64	42%	(140)	12%	(42)	46%	(154)	335
Age: 65+	45%	(72)	10%	(16)	45%	(71)	158
GenZers: 1997-2012	50%	(71)	9%	(13)	41%	(58)	142
Millennials: 1981-1996	40%	(114)	15%	(44)	45%	(128)	286
GenXers: 1965-1980	37%	(108)	9%	(27)	53%	(155)	289
Baby Boomers: 1946-1964	48%	(122)	11%	(27)	41%	(106)	255
PID: Dem (no lean)	57%	(228)	13%	(53)	30%	(121)	402
PID: Ind (no lean)	36%	(131)	10%	(37)	54%	(200)	368
PID: Rep (no lean)	27%	(61)	13%	(30)	60%	(138)	230
PID/Gender: Dem Men	56%	(93)	8%	(13)	36%	(60)	167
PID/Gender: Dem Women	57%	(134)	17%	(41)	26%	(60)	235
PID/Gender: Ind Men	31%	(54)	13%	(23)	56%	(99)	176
PID/Gender: Ind Women	40%	(78)	7%	(14)	52%	(101)	193
PID/Gender: Rep Men	29%	(38)	11%	(14)	59%	(76)	128
PID/Gender: Rep Women	23%	(24)	16%	(16)	61%	(62)	102
Ideo: Liberal (1-3)	63%	(191)	11%	(32)	27%	(81)	304
Ideo: Moderate (4)	41%	(152)	12%	(45)	47%	(175)	372
Ideo: Conservative (5-7)	24%	(58)	13%	(31)	63%	(152)	241
Educ: < College	35%	(147)	14%	(61)	50%	(212)	420
Educ: Bachelors degree	46%	(152)	10%	(34)	44%	(145)	330
Educ: Post-grad	48%	(121)	10%	(26)	41%	(103)	250
Income: Under 50k	39%	(160)	14%	(58)	47%	(195)	412
Income: 50k-100k	39%	(118)	13%	(41)	48%	(145)	303
Income: 100k+	50%	(142)	8%	(22)	42%	(119)	284
Ethnicity: Other	42%	(420)	12%	(121)	46%	(459)	1000

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**Table MCFE15\_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
Asian Adults	42%	(420)	12%	(121)	46%	(459)	1000
All Christian	41%	(131)	11%	(34)	48%	(152)	317
All Non-Christian	36%	(86)	18%	(44)	46%	(109)	239
Atheist	49%	(32)	10%	(7)	41%	(27)	67
Agnostic/Nothing in particular	50%	(144)	11%	(31)	39%	(113)	288
Something Else	30%	(27)	5%	(5)	64%	(58)	90
Religious Non-Protestant/Catholic	36%	(87)	19%	(46)	46%	(111)	244
Evangelical	27%	(41)	13%	(20)	59%	(88)	148
Non-Evangelical	46%	(116)	7%	(17)	47%	(119)	252
Community: Urban	39%	(129)	15%	(49)	46%	(151)	329
Community: Suburban	46%	(269)	11%	(63)	44%	(259)	591
Community: Rural	27%	(22)	11%	(9)	62%	(49)	79
Employ: Private Sector	39%	(147)	12%	(47)	49%	(186)	380
Employ: Government	46%	(26)	9%	(5)	45%	(25)	57
Employ: Self-Employed	42%	(33)	16%	(13)	42%	(33)	80
Employ: Homemaker	26%	(21)	17%	(14)	57%	(46)	80
Employ: Student	53%	(50)	8%	(7)	39%	(36)	93
Employ: Retired	48%	(76)	10%	(15)	43%	(68)	159
Employ: Unemployed	43%	(57)	13%	(17)	43%	(57)	131
Military HH: Yes	36%	(24)	10%	(7)	54%	(37)	68
Military HH: No	42%	(396)	12%	(114)	45%	(422)	932
RD/WT: Right Direction	15%	(33)	24%	(51)	61%	(133)	218
RD/WT: Wrong Track	49%	(387)	9%	(70)	42%	(326)	782
Trump Job Approve	19%	(46)	17%	(41)	64%	(154)	241
Trump Job Disapprove	52%	(366)	11%	(75)	37%	(264)	705
Trump Job Strongly Approve	15%	(17)	15%	(17)	70%	(78)	112
Trump Job Somewhat Approve	23%	(30)	19%	(24)	59%	(76)	130
Trump Job Somewhat Disapprove	37%	(72)	12%	(24)	51%	(100)	196
Trump Job Strongly Disapprove	58%	(294)	10%	(51)	32%	(164)	509

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**Table MCFE15\_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
Asian Adults	42%	(420)	12%	(121)	46%	(459)	1000
Favorable of Trump	18%	(45)	16%	(41)	66%	(170)	256
Unfavorable of Trump	53%	(363)	11%	(73)	36%	(251)	687
Very Favorable of Trump	14%	(16)	13%	(14)	73%	(83)	113
Somewhat Favorable of Trump	20%	(29)	19%	(26)	61%	(87)	142
Somewhat Unfavorable of Trump	38%	(56)	12%	(17)	50%	(73)	146
Very Unfavorable of Trump	57%	(307)	10%	(56)	33%	(177)	540
#1 Issue: Economy	38%	(152)	10%	(41)	52%	(211)	404
#1 Issue: Security	24%	(16)	8%	(5)	67%	(45)	66
#1 Issue: Health Care	46%	(120)	16%	(43)	38%	(101)	264
#1 Issue: Medicare / Social Security	38%	(31)	16%	(13)	46%	(36)	80
#1 Issue: Women's Issues	65%	(33)	10%	(5)	24%	(12)	51
#1 Issue: Other	42%	(27)	7%	(4)	51%	(32)	63
2018 House Vote: Democrat	57%	(191)	12%	(39)	31%	(103)	333
2018 House Vote: Republican	26%	(39)	15%	(22)	60%	(91)	152
2016 Vote: Hillary Clinton	56%	(189)	10%	(35)	34%	(113)	337
2016 Vote: Donald Trump	23%	(41)	11%	(19)	66%	(115)	176
2016 Vote: Didn't Vote	38%	(173)	14%	(61)	48%	(220)	454
Voted in 2014: Yes	48%	(200)	11%	(44)	41%	(170)	415
Voted in 2014: No	38%	(220)	13%	(77)	49%	(289)	585
2012 Vote: Barack Obama	56%	(187)	9%	(32)	35%	(116)	335
2012 Vote: Mitt Romney	29%	(35)	9%	(11)	61%	(72)	118
2012 Vote: Didn't Vote	36%	(189)	15%	(77)	49%	(258)	525
4-Region: Northeast	47%	(93)	12%	(24)	41%	(82)	199
4-Region: Midwest	40%	(51)	12%	(15)	49%	(62)	128
4-Region: South	30%	(69)	12%	(27)	58%	(132)	229
4-Region: West	47%	(208)	12%	(55)	41%	(183)	445

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**Table MCFE15\_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
Asian Adults	42%	(420)	12%	(121)	46%	(459)	1000
Chinese	46%	(157)	13%	(44)	41%	(140)	341
Filipino	37%	(52)	8%	(11)	55%	(76)	138
Indian	38%	(39)	14%	(15)	48%	(50)	104
Vietnamese	54%	(41)	6%	(5)	40%	(30)	75
Korean	49%	(45)	15%	(14)	36%	(33)	92
Japanese	41%	(55)	11%	(14)	48%	(65)	135
Other Asian	28%	(31)	16%	(18)	56%	(62)	112
Speaks only English at home	42%	(235)	10%	(57)	48%	(266)	558
Speaks mostly English at home	50%	(127)	14%	(35)	36%	(91)	253
Speaks both English and other language at home	42%	(42)	8%	(8)	50%	(49)	98
Speaks mostly other language at home	22%	(17)	18%	(14)	60%	(46)	77
Trump supporter	18%	(42)	14%	(33)	67%	(154)	229
Biden supporter	53%	(317)	13%	(76)	34%	(202)	595
Sports fans	44%	(296)	12%	(81)	44%	(302)	679
Avid sports fans	44%	(84)	10%	(20)	45%	(86)	190
Sports fans, Age: 18-34	49%	(91)	13%	(23)	39%	(72)	187
Sports fans, Age: 35-44	33%	(50)	11%	(16)	56%	(84)	150
Sports fans, Age: 45-64	44%	(104)	11%	(26)	45%	(105)	236
Sports fans, Age: 65+	47%	(51)	14%	(15)	38%	(41)	107
Movie studios should diversify teams	53%	(379)	10%	(73)	37%	(262)	713
Movie studios should diversify stories	54%	(341)	10%	(65)	36%	(228)	635
Concerned about Covid	45%	(407)	12%	(107)	44%	(400)	913
No experience with Covid	35%	(182)	13%	(67)	52%	(269)	518
Health care major factor for election	47%	(336)	12%	(84)	41%	(288)	708
Social media users	41%	(394)	13%	(120)	46%	(436)	951
WhatsApp users	43%	(150)	12%	(42)	45%	(160)	352
WeChat users	32%	(55)	20%	(34)	48%	(83)	173
Social media news source at least once a week	41%	(270)	13%	(85)	46%	(301)	657

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



**Table MCFE15\_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
Asian Adults	50%	(497)	11%	(112)	39%	(391)	1000
Gender: Male	45%	(213)	10%	(48)	44%	(208)	470
Gender: Female	54%	(284)	12%	(64)	34%	(183)	530
Age: 18-34	51%	(163)	8%	(26)	41%	(131)	320
Age: 35-44	39%	(74)	15%	(28)	46%	(85)	186
Age: 45-64	52%	(175)	13%	(42)	35%	(118)	335
Age: 65+	54%	(85)	10%	(16)	36%	(57)	158
GenZers: 1997-2012	54%	(77)	5%	(8)	41%	(58)	142
Millennials: 1981-1996	47%	(135)	12%	(34)	41%	(117)	286
GenXers: 1965-1980	47%	(136)	11%	(33)	41%	(120)	289
Baby Boomers: 1946-1964	55%	(141)	13%	(32)	32%	(82)	255
PID: Dem (no lean)	65%	(261)	12%	(48)	23%	(93)	402
PID: Ind (no lean)	42%	(156)	10%	(37)	47%	(174)	368
PID: Rep (no lean)	35%	(80)	12%	(27)	54%	(123)	230
PID/Gender: Dem Men	63%	(106)	10%	(16)	27%	(45)	167
PID/Gender: Dem Women	66%	(155)	14%	(32)	21%	(48)	235
PID/Gender: Ind Men	37%	(65)	11%	(20)	52%	(91)	176
PID/Gender: Ind Women	48%	(92)	9%	(17)	43%	(84)	193
PID/Gender: Rep Men	34%	(43)	10%	(12)	57%	(73)	128
PID/Gender: Rep Women	36%	(37)	14%	(14)	50%	(51)	102
Ideo: Liberal (1-3)	71%	(215)	9%	(29)	20%	(61)	304
Ideo: Moderate (4)	48%	(178)	11%	(41)	41%	(153)	372
Ideo: Conservative (5-7)	35%	(85)	13%	(31)	52%	(125)	241
Educ: < College	40%	(168)	13%	(55)	47%	(197)	420
Educ: Bachelors degree	57%	(189)	9%	(31)	33%	(109)	330
Educ: Post-grad	56%	(140)	10%	(25)	34%	(85)	250
Income: Under 50k	42%	(174)	12%	(50)	46%	(189)	412
Income: 50k-100k	52%	(158)	13%	(40)	35%	(106)	303
Income: 100k+	58%	(165)	8%	(22)	34%	(96)	284
Ethnicity: Other	50%	(497)	11%	(112)	39%	(391)	1000

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**Table MCFE15\_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
Asian Adults	50%	(497)	11%	(112)	39%	(391)	1000
All Christian	51%	(162)	10%	(31)	39%	(124)	317
All Non-Christian	41%	(97)	18%	(44)	41%	(98)	239
Atheist	57%	(38)	8%	(6)	34%	(23)	67
Agnostic/Nothing in particular	59%	(170)	8%	(22)	33%	(96)	288
Something Else	33%	(30)	10%	(9)	56%	(51)	90
Religious Non-Protestant/Catholic	40%	(98)	19%	(46)	41%	(100)	244
Evangelical	38%	(57)	12%	(18)	49%	(73)	148
Non-Evangelical	53%	(133)	8%	(21)	39%	(99)	252
Community: Urban	46%	(153)	12%	(39)	42%	(138)	329
Community: Suburban	54%	(320)	10%	(60)	36%	(211)	591
Community: Rural	30%	(24)	16%	(13)	53%	(42)	79
Employ: Private Sector	48%	(182)	12%	(45)	40%	(153)	380
Employ: Government	55%	(31)	10%	(6)	35%	(20)	57
Employ: Self-Employed	48%	(38)	11%	(8)	41%	(33)	80
Employ: Homemaker	36%	(29)	18%	(14)	46%	(37)	80
Employ: Student	61%	(57)	2%	(2)	37%	(34)	93
Employ: Retired	56%	(89)	11%	(18)	33%	(52)	159
Employ: Unemployed	45%	(59)	13%	(17)	42%	(56)	131
Military HH: Yes	50%	(34)	10%	(7)	40%	(28)	68
Military HH: No	50%	(463)	11%	(105)	39%	(364)	932
RD/WT: Right Direction	25%	(54)	17%	(37)	58%	(126)	218
RD/WT: Wrong Track	57%	(443)	10%	(75)	34%	(265)	782
Trump Job Approve	28%	(68)	14%	(33)	58%	(141)	241
Trump Job Disapprove	59%	(418)	11%	(77)	30%	(210)	705
Trump Job Strongly Approve	27%	(30)	17%	(19)	57%	(63)	112
Trump Job Somewhat Approve	29%	(38)	11%	(14)	60%	(77)	130
Trump Job Somewhat Disapprove	43%	(85)	11%	(22)	46%	(89)	196
Trump Job Strongly Disapprove	65%	(333)	11%	(55)	24%	(121)	509

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**Table MCFE15\_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
Asian Adults	50%	(497)	11%	(112)	39%	(391)	1000
Favorable of Trump	26%	(65)	13%	(33)	62%	(158)	256
Unfavorable of Trump	61%	(416)	11%	(75)	28%	(195)	687
Very Favorable of Trump	25%	(28)	13%	(15)	62%	(70)	113
Somewhat Favorable of Trump	26%	(37)	13%	(18)	61%	(87)	142
Somewhat Unfavorable of Trump	41%	(60)	15%	(22)	44%	(65)	146
Very Unfavorable of Trump	66%	(357)	10%	(53)	24%	(131)	540
#1 Issue: Economy	45%	(181)	9%	(36)	46%	(186)	404
#1 Issue: Security	31%	(21)	12%	(8)	57%	(38)	66
#1 Issue: Health Care	54%	(142)	15%	(39)	32%	(83)	264
#1 Issue: Medicare / Social Security	51%	(41)	10%	(8)	39%	(31)	80
#1 Issue: Women's Issues	68%	(35)	17%	(9)	14%	(7)	51
#1 Issue: Other	53%	(33)	6%	(4)	41%	(26)	63
2018 House Vote: Democrat	67%	(222)	11%	(38)	22%	(73)	333
2018 House Vote: Republican	39%	(59)	11%	(17)	50%	(76)	152
2016 Vote: Hillary Clinton	66%	(222)	11%	(38)	23%	(76)	337
2016 Vote: Donald Trump	35%	(62)	9%	(16)	56%	(98)	176
2016 Vote: Didn't Vote	42%	(190)	12%	(54)	46%	(209)	454
Voted in 2014: Yes	58%	(240)	11%	(44)	32%	(131)	415
Voted in 2014: No	44%	(257)	12%	(68)	44%	(260)	585
2012 Vote: Barack Obama	65%	(218)	9%	(30)	26%	(87)	335
2012 Vote: Mitt Romney	39%	(46)	10%	(12)	50%	(60)	118
2012 Vote: Didn't Vote	42%	(223)	13%	(69)	44%	(233)	525
4-Region: Northeast	54%	(107)	15%	(29)	32%	(63)	199
4-Region: Midwest	44%	(56)	11%	(14)	45%	(58)	128
4-Region: South	36%	(83)	11%	(25)	53%	(120)	229
4-Region: West	56%	(251)	10%	(44)	34%	(150)	445

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**Table MCFE15\_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
Asian Adults	50%	(497)	11%	(112)	39%	(391)	1000
Chinese	54%	(184)	10%	(36)	35%	(121)	341
Filipino	48%	(67)	10%	(14)	41%	(57)	138
Indian	44%	(46)	16%	(16)	40%	(42)	104
Vietnamese	60%	(45)	7%	(6)	33%	(25)	75
Korean	52%	(47)	18%	(16)	31%	(28)	92
Japanese	48%	(65)	7%	(9)	45%	(61)	135
Other Asian	38%	(42)	13%	(15)	49%	(55)	112
Speaks only English at home	51%	(283)	10%	(54)	40%	(222)	558
Speaks mostly English at home	56%	(142)	10%	(24)	34%	(86)	253
Speaks both English and other language at home	51%	(50)	14%	(14)	35%	(34)	98
Speaks mostly other language at home	27%	(21)	15%	(12)	57%	(44)	77
Trump supporter	28%	(63)	13%	(30)	59%	(136)	229
Biden supporter	60%	(359)	12%	(74)	27%	(163)	595
Sports fans	51%	(347)	12%	(79)	37%	(253)	679
Avid sports fans	47%	(90)	11%	(22)	41%	(78)	190
Sports fans, Age: 18-34	52%	(97)	10%	(18)	38%	(71)	187
Sports fans, Age: 35-44	38%	(58)	13%	(20)	48%	(72)	150
Sports fans, Age: 45-64	57%	(134)	11%	(25)	32%	(77)	236
Sports fans, Age: 65+	54%	(58)	15%	(16)	31%	(33)	107
Movie studios should diversify teams	62%	(444)	10%	(70)	28%	(200)	713
Movie studios should diversify stories	63%	(402)	10%	(62)	27%	(170)	635
Concerned about Covid	53%	(481)	10%	(96)	37%	(337)	913
No experience with Covid	41%	(211)	11%	(57)	48%	(250)	518
Health care major factor for election	56%	(397)	11%	(80)	33%	(231)	708
Social media users	50%	(471)	12%	(110)	39%	(370)	951
WhatsApp users	51%	(180)	13%	(45)	36%	(126)	352
WeChat users	38%	(65)	20%	(35)	42%	(72)	173
Social media news source at least once a week	49%	(325)	13%	(83)	38%	(249)	657

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

**Table MCFE15\_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
Asian Adults	40%	(400)	7%	(71)	53%	(529)	1000
Gender: Male	35%	(163)	7%	(35)	58%	(272)	470
Gender: Female	45%	(237)	7%	(36)	49%	(258)	530
Age: 18-34	41%	(131)	7%	(21)	52%	(167)	320
Age: 35-44	38%	(70)	10%	(18)	53%	(98)	186
Age: 45-64	38%	(129)	8%	(26)	54%	(180)	335
Age: 65+	44%	(70)	3%	(5)	53%	(84)	158
GenZers: 1997-2012	44%	(62)	7%	(10)	49%	(69)	142
Millennials: 1981-1996	39%	(111)	7%	(19)	54%	(156)	286
GenXers: 1965-1980	37%	(107)	8%	(25)	55%	(158)	289
Baby Boomers: 1946-1964	43%	(111)	6%	(15)	51%	(129)	255
PID: Dem (no lean)	53%	(215)	8%	(30)	39%	(157)	402
PID: Ind (no lean)	35%	(130)	7%	(25)	58%	(214)	368
PID: Rep (no lean)	24%	(55)	7%	(16)	69%	(159)	230
PID/Gender: Dem Men	51%	(85)	7%	(12)	42%	(70)	167
PID/Gender: Dem Women	55%	(130)	8%	(19)	37%	(87)	235
PID/Gender: Ind Men	29%	(50)	8%	(15)	63%	(110)	176
PID/Gender: Ind Women	41%	(79)	5%	(10)	54%	(103)	193
PID/Gender: Rep Men	22%	(28)	7%	(9)	71%	(91)	128
PID/Gender: Rep Women	27%	(28)	7%	(7)	66%	(68)	102
Ideo: Liberal (1-3)	56%	(171)	7%	(20)	37%	(114)	304
Ideo: Moderate (4)	39%	(146)	7%	(25)	54%	(201)	372
Ideo: Conservative (5-7)	26%	(63)	8%	(20)	65%	(158)	241
Educ: < College	34%	(142)	7%	(28)	59%	(250)	420
Educ: Bachelors degree	42%	(139)	7%	(24)	50%	(166)	330
Educ: Post-grad	47%	(119)	7%	(18)	45%	(114)	250
Income: Under 50k	38%	(156)	8%	(31)	55%	(226)	412
Income: 50k-100k	39%	(117)	7%	(23)	54%	(164)	303
Income: 100k+	45%	(128)	6%	(17)	49%	(140)	284
Ethnicity: Other	40%	(400)	7%	(71)	53%	(529)	1000

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**Table MCFE15\_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
Asian Adults	40%	(400)	7%	(71)	53%	(529)	1000
All Christian	36%	(114)	8%	(25)	56%	(178)	317
All Non-Christian	39%	(93)	10%	(24)	51%	(122)	239
Atheist	43%	(28)	9%	(6)	49%	(32)	67
Agnostic/Nothing in particular	48%	(138)	4%	(11)	48%	(138)	288
Something Else	30%	(27)	5%	(4)	66%	(59)	90
Religious Non-Protestant/Catholic	39%	(95)	10%	(25)	51%	(124)	244
Evangelical	31%	(47)	9%	(13)	60%	(89)	148
Non-Evangelical	36%	(91)	6%	(15)	58%	(146)	252
Community: Urban	40%	(133)	8%	(27)	52%	(170)	329
Community: Suburban	41%	(242)	6%	(37)	53%	(312)	591
Community: Rural	32%	(25)	8%	(6)	60%	(47)	79
Employ: Private Sector	37%	(140)	8%	(30)	55%	(211)	380
Employ: Government	53%	(30)	3%	(2)	44%	(25)	57
Employ: Self-Employed	43%	(34)	11%	(9)	46%	(37)	80
Employ: Homemaker	31%	(25)	5%	(4)	64%	(51)	80
Employ: Student	48%	(45)	6%	(6)	45%	(42)	93
Employ: Retired	39%	(63)	4%	(6)	56%	(90)	159
Employ: Unemployed	43%	(56)	9%	(11)	48%	(64)	131
Military HH: Yes	41%	(28)	3%	(2)	56%	(38)	68
Military HH: No	40%	(372)	7%	(68)	53%	(491)	932
RD/WT: Right Direction	24%	(52)	11%	(23)	65%	(143)	218
RD/WT: Wrong Track	44%	(348)	6%	(48)	49%	(387)	782
Trump Job Approve	21%	(52)	9%	(21)	70%	(169)	241
Trump Job Disapprove	48%	(336)	7%	(48)	46%	(321)	705
Trump Job Strongly Approve	20%	(23)	10%	(12)	70%	(78)	112
Trump Job Somewhat Approve	22%	(29)	7%	(9)	70%	(91)	130
Trump Job Somewhat Disapprove	37%	(73)	6%	(12)	56%	(110)	196
Trump Job Strongly Disapprove	52%	(263)	7%	(35)	41%	(210)	509

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**Table MCFE15\_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
Asian Adults	40%	(400)	7%	(71)	53%	(529)	1000
Favorable of Trump	19%	(48)	7%	(19)	74%	(189)	256
Unfavorable of Trump	49%	(338)	7%	(47)	44%	(302)	687
Very Favorable of Trump	17%	(20)	9%	(11)	73%	(83)	113
Somewhat Favorable of Trump	20%	(28)	6%	(9)	74%	(106)	142
Somewhat Unfavorable of Trump	42%	(62)	5%	(8)	53%	(77)	146
Very Unfavorable of Trump	51%	(276)	7%	(39)	42%	(225)	540
#1 Issue: Economy	35%	(141)	5%	(20)	60%	(243)	404
#1 Issue: Security	17%	(11)	7%	(4)	76%	(50)	66
#1 Issue: Health Care	45%	(118)	9%	(23)	47%	(123)	264
#1 Issue: Medicare / Social Security	46%	(37)	5%	(4)	49%	(39)	80
#1 Issue: Women's Issues	57%	(29)	10%	(5)	32%	(16)	51
#1 Issue: Other	40%	(25)	9%	(6)	51%	(32)	63
2018 House Vote: Democrat	54%	(180)	8%	(26)	38%	(128)	333
2018 House Vote: Republican	29%	(43)	6%	(10)	65%	(99)	152
2016 Vote: Hillary Clinton	53%	(180)	7%	(25)	39%	(132)	337
2016 Vote: Donald Trump	23%	(40)	6%	(10)	71%	(125)	176
2016 Vote: Didn't Vote	36%	(164)	8%	(35)	56%	(256)	454
Voted in 2014: Yes	45%	(189)	5%	(21)	49%	(204)	415
Voted in 2014: No	36%	(212)	8%	(49)	55%	(325)	585
2012 Vote: Barack Obama	53%	(176)	6%	(19)	42%	(140)	335
2012 Vote: Mitt Romney	27%	(32)	5%	(5)	68%	(81)	118
2012 Vote: Didn't Vote	35%	(183)	9%	(46)	56%	(295)	525
4-Region: Northeast	42%	(84)	10%	(20)	48%	(95)	199
4-Region: Midwest	36%	(46)	5%	(7)	59%	(75)	128
4-Region: South	28%	(64)	8%	(19)	64%	(146)	229
4-Region: West	46%	(206)	6%	(25)	48%	(214)	445

Continued on next page

**Table MCFE15\_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
Asian Adults	40%	(400)	7%	(71)	53%	(529)	1000
Chinese	41%	(139)	6%	(20)	53%	(181)	341
Filipino	38%	(52)	6%	(8)	56%	(78)	138
Indian	40%	(41)	13%	(13)	48%	(50)	104
Vietnamese	38%	(29)	14%	(11)	48%	(36)	75
Korean	48%	(44)	8%	(7)	44%	(41)	92
Japanese	42%	(56)	3%	(4)	55%	(74)	135
Other Asian	33%	(37)	7%	(8)	60%	(67)	112
Speaks only English at home	39%	(217)	6%	(32)	55%	(309)	558
Speaks mostly English at home	47%	(118)	10%	(24)	44%	(111)	253
Speaks both English and other language at home	45%	(44)	7%	(7)	48%	(47)	98
Speaks mostly other language at home	27%	(20)	5%	(4)	68%	(52)	77
Trump supporter	22%	(50)	7%	(15)	72%	(164)	229
Biden supporter	50%	(295)	8%	(45)	43%	(255)	595
Sports fans	41%	(282)	8%	(53)	51%	(345)	679
Avid sports fans	45%	(84)	9%	(17)	46%	(88)	190
Sports fans, Age: 18-34	41%	(77)	9%	(17)	50%	(93)	187
Sports fans, Age: 35-44	37%	(55)	8%	(12)	55%	(83)	150
Sports fans, Age: 45-64	42%	(98)	8%	(19)	50%	(119)	236
Sports fans, Age: 65+	49%	(52)	4%	(5)	47%	(50)	107
Movie studios should diversify teams	49%	(348)	6%	(42)	45%	(324)	713
Movie studios should diversify stories	51%	(325)	7%	(45)	42%	(265)	635
Concerned about Covid	43%	(391)	7%	(63)	50%	(460)	913
No experience with Covid	33%	(169)	6%	(34)	61%	(315)	518
Health care major factor for election	43%	(306)	7%	(51)	50%	(351)	708
Social media users	40%	(382)	7%	(67)	53%	(501)	951
WhatsApp users	43%	(151)	6%	(23)	51%	(179)	352
WeChat users	33%	(57)	7%	(12)	60%	(104)	173
Social media news source at least once a week	41%	(267)	8%	(51)	52%	(339)	657

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



**Table MCFE15\_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
Asian Adults	11%	(115)	23%	(233)	65%	(652)	1000
Gender: Male	12%	(57)	22%	(104)	66%	(310)	470
Gender: Female	11%	(58)	24%	(130)	65%	(342)	530
Age: 18-34	13%	(41)	28%	(91)	59%	(188)	320
Age: 35-44	14%	(26)	19%	(36)	67%	(124)	186
Age: 45-64	10%	(35)	21%	(69)	69%	(231)	335
Age: 65+	8%	(12)	23%	(37)	69%	(110)	158
GenZers: 1997-2012	14%	(19)	23%	(33)	63%	(89)	142
Millennials: 1981-1996	14%	(40)	27%	(77)	59%	(169)	286
GenXers: 1965-1980	11%	(33)	19%	(56)	69%	(200)	289
Baby Boomers: 1946-1964	7%	(17)	25%	(65)	68%	(173)	255
PID: Dem (no lean)	12%	(49)	32%	(130)	56%	(223)	402
PID: Ind (no lean)	12%	(43)	20%	(72)	69%	(254)	368
PID: Rep (no lean)	10%	(23)	14%	(32)	76%	(175)	230
PID/Gender: Dem Men	15%	(25)	30%	(49)	56%	(93)	167
PID/Gender: Dem Women	10%	(24)	34%	(81)	56%	(131)	235
PID/Gender: Ind Men	13%	(22)	19%	(34)	68%	(120)	176
PID/Gender: Ind Women	11%	(21)	20%	(38)	70%	(134)	193
PID/Gender: Rep Men	8%	(10)	16%	(20)	76%	(98)	128
PID/Gender: Rep Women	13%	(13)	11%	(11)	76%	(78)	102
Ideo: Liberal (1-3)	14%	(43)	34%	(105)	52%	(157)	304
Ideo: Moderate (4)	12%	(44)	20%	(74)	68%	(254)	372
Ideo: Conservative (5-7)	8%	(20)	18%	(43)	74%	(178)	241
Educ: < College	12%	(50)	17%	(71)	71%	(299)	420
Educ: Bachelors degree	9%	(29)	25%	(84)	66%	(217)	330
Educ: Post-grad	14%	(36)	31%	(78)	55%	(136)	250
Income: Under 50k	12%	(50)	21%	(88)	66%	(274)	412
Income: 50k-100k	11%	(34)	23%	(70)	66%	(200)	303
Income: 100k+	11%	(30)	26%	(75)	63%	(179)	284
Ethnicity: Other	11%	(115)	23%	(233)	65%	(652)	1000

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**Table MCFE15\_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
Asian Adults	11%	(115)	23%	(233)	65%	(652)	1000
All Christian	11%	(35)	22%	(70)	67%	(211)	317
All Non-Christian	16%	(37)	25%	(59)	60%	(143)	239
Atheist	4%	(3)	28%	(19)	68%	(45)	67
Agnostic/Nothing in particular	12%	(35)	26%	(73)	62%	(179)	288
Something Else	5%	(5)	13%	(11)	82%	(74)	90
Religious Non-Protestant/Catholic	16%	(38)	25%	(61)	60%	(145)	244
Evangelical	9%	(14)	23%	(33)	68%	(101)	148
Non-Evangelical	10%	(24)	18%	(46)	72%	(182)	252
Community: Urban	15%	(50)	21%	(69)	64%	(210)	329
Community: Suburban	9%	(53)	25%	(150)	66%	(389)	591
Community: Rural	15%	(12)	18%	(14)	68%	(54)	79
Employ: Private Sector	12%	(44)	25%	(94)	63%	(241)	380
Employ: Government	16%	(9)	28%	(16)	56%	(32)	57
Employ: Self-Employed	17%	(13)	28%	(22)	56%	(44)	80
Employ: Homemaker	13%	(10)	14%	(11)	73%	(59)	80
Employ: Student	9%	(8)	26%	(25)	65%	(61)	93
Employ: Retired	4%	(7)	24%	(38)	72%	(114)	159
Employ: Unemployed	14%	(18)	17%	(23)	69%	(90)	131
Military HH: Yes	7%	(5)	21%	(14)	73%	(49)	68
Military HH: No	12%	(110)	24%	(219)	65%	(603)	932
RD/WT: Right Direction	21%	(45)	12%	(25)	68%	(147)	218
RD/WT: Wrong Track	9%	(69)	27%	(208)	65%	(505)	782
Trump Job Approve	15%	(36)	11%	(27)	74%	(178)	241
Trump Job Disapprove	10%	(73)	29%	(203)	61%	(429)	705
Trump Job Strongly Approve	15%	(17)	11%	(12)	74%	(83)	112
Trump Job Somewhat Approve	15%	(19)	12%	(15)	74%	(96)	130
Trump Job Somewhat Disapprove	11%	(21)	21%	(41)	68%	(133)	196
Trump Job Strongly Disapprove	10%	(51)	32%	(162)	58%	(295)	509

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**Table MCFE15\_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
Asian Adults	11%	(115)	23%	(233)	65%	(652)	1000
Favorable of Trump	13%	(33)	11%	(28)	76%	(195)	256
Unfavorable of Trump	11%	(75)	29%	(198)	60%	(414)	687
Very Favorable of Trump	16%	(18)	11%	(12)	73%	(83)	113
Somewhat Favorable of Trump	10%	(14)	11%	(16)	79%	(112)	142
Somewhat Unfavorable of Trump	12%	(17)	23%	(34)	65%	(96)	146
Very Unfavorable of Trump	11%	(58)	30%	(164)	59%	(318)	540
#1 Issue: Economy	12%	(49)	22%	(89)	66%	(266)	404
#1 Issue: Security	3%	(2)	16%	(11)	81%	(53)	66
#1 Issue: Health Care	14%	(36)	21%	(55)	65%	(172)	264
#1 Issue: Medicare / Social Security	10%	(8)	14%	(11)	76%	(61)	80
#1 Issue: Women's Issues	6%	(3)	36%	(19)	58%	(29)	51
#1 Issue: Other	8%	(5)	25%	(16)	67%	(42)	63
2018 House Vote: Democrat	12%	(39)	32%	(108)	56%	(186)	333
2018 House Vote: Republican	13%	(20)	19%	(28)	68%	(103)	152
2016 Vote: Hillary Clinton	11%	(37)	31%	(103)	58%	(196)	337
2016 Vote: Donald Trump	9%	(15)	19%	(33)	73%	(128)	176
2016 Vote: Didn't Vote	12%	(57)	19%	(87)	68%	(311)	454
Voted in 2014: Yes	11%	(47)	28%	(115)	61%	(252)	415
Voted in 2014: No	12%	(68)	20%	(118)	68%	(400)	585
2012 Vote: Barack Obama	10%	(35)	29%	(97)	61%	(204)	335
2012 Vote: Mitt Romney	12%	(14)	21%	(24)	68%	(80)	118
2012 Vote: Didn't Vote	12%	(64)	20%	(107)	67%	(354)	525
4-Region: Northeast	12%	(23)	29%	(57)	60%	(118)	199
4-Region: Midwest	12%	(16)	22%	(28)	66%	(84)	128
4-Region: South	9%	(21)	17%	(39)	74%	(169)	229
4-Region: West	12%	(55)	25%	(109)	63%	(281)	445

Continued on next page

**Table MCFE15\_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
Asian Adults	11%	(115)	23%	(233)	65% (652)	1000
Chinese	7%	(23)	26%	(87)	68% (230)	341
Filipino	16%	(21)	15%	(20)	70% (96)	138
Indian	15%	(16)	24%	(25)	61% (63)	104
Vietnamese	16%	(12)	42%	(31)	42% (32)	75
Korean	9%	(8)	22%	(20)	69% (64)	92
Japanese	11%	(14)	19%	(26)	70% (94)	135
Other Asian	17%	(19)	19%	(21)	64% (71)	112
Speaks only English at home	11%	(59)	23%	(127)	67% (372)	558
Speaks mostly English at home	13%	(32)	28%	(71)	59% (149)	253
Speaks both English and other language at home	15%	(14)	23%	(22)	63% (61)	98
Speaks mostly other language at home	9%	(7)	15%	(12)	76% (58)	77
Trump supporter	13%	(31)	12%	(27)	75% (172)	229
Biden supporter	11%	(67)	29%	(175)	59% (353)	595
Sports fans	11%	(73)	26%	(173)	64% (433)	679
Avid sports fans	19%	(36)	27%	(52)	54% (102)	190
Sports fans, Age: 18-34	13%	(25)	32%	(59)	55% (102)	187
Sports fans, Age: 35-44	10%	(15)	20%	(30)	70% (105)	150
Sports fans, Age: 45-64	10%	(24)	23%	(54)	67% (157)	236
Sports fans, Age: 65+	9%	(9)	27%	(29)	64% (68)	107
Movie studios should diversify teams	11%	(76)	28%	(200)	61% (437)	713
Movie studios should diversify stories	12%	(74)	30%	(190)	58% (370)	635
Concerned about Covid	12%	(109)	24%	(216)	64% (589)	913
No experience with Covid	11%	(57)	18%	(93)	71% (368)	518
Health care major factor for election	11%	(75)	26%	(183)	64% (450)	708
Social media users	12%	(113)	24%	(225)	64% (613)	951
WhatsApp users	13%	(47)	26%	(91)	61% (214)	352
WeChat users	11%	(19)	24%	(42)	65% (111)	173
Social media news source at least once a week	13%	(88)	23%	(153)	63% (416)	657

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

**Table MCFE15\_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
Asian Adults	50%	(497)	10%	(102)	40%	(401)	1000
Gender: Male	44%	(206)	10%	(49)	46%	(216)	470
Gender: Female	55%	(291)	10%	(53)	35%	(186)	530
Age: 18-34	51%	(163)	9%	(30)	40%	(127)	320
Age: 35-44	43%	(81)	10%	(19)	46%	(86)	186
Age: 45-64	50%	(169)	13%	(43)	37%	(123)	335
Age: 65+	53%	(84)	6%	(10)	41%	(65)	158
GenZers: 1997-2012	57%	(81)	4%	(6)	38%	(54)	142
Millennials: 1981-1996	46%	(132)	12%	(35)	42%	(119)	286
GenXers: 1965-1980	47%	(136)	10%	(29)	43%	(124)	289
Baby Boomers: 1946-1964	55%	(141)	11%	(29)	33%	(85)	255
PID: Dem (no lean)	65%	(259)	12%	(48)	23%	(94)	402
PID: Ind (no lean)	44%	(161)	9%	(33)	47%	(174)	368
PID: Rep (no lean)	34%	(77)	9%	(20)	58%	(133)	230
PID/Gender: Dem Men	63%	(104)	10%	(17)	28%	(46)	167
PID/Gender: Dem Women	66%	(155)	14%	(32)	21%	(48)	235
PID/Gender: Ind Men	36%	(63)	12%	(20)	52%	(92)	176
PID/Gender: Ind Women	50%	(97)	7%	(13)	43%	(83)	193
PID/Gender: Rep Men	30%	(38)	9%	(12)	61%	(78)	128
PID/Gender: Rep Women	38%	(39)	8%	(8)	54%	(55)	102
Ideo: Liberal (1-3)	68%	(206)	10%	(29)	23%	(69)	304
Ideo: Moderate (4)	47%	(176)	11%	(42)	41%	(153)	372
Ideo: Conservative (5-7)	37%	(88)	10%	(24)	54%	(129)	241
Educ: < College	42%	(175)	10%	(41)	49%	(205)	420
Educ: Bachelors degree	56%	(185)	10%	(32)	34%	(113)	330
Educ: Post-grad	55%	(137)	12%	(29)	33%	(83)	250
Income: Under 50k	45%	(184)	11%	(44)	45%	(185)	412
Income: 50k-100k	49%	(148)	11%	(34)	40%	(121)	303
Income: 100k+	58%	(165)	8%	(23)	34%	(96)	284
Ethnicity: Other	50%	(497)	10%	(102)	40%	(401)	1000

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**Table MCFE15\_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
Asian Adults	50%	(497)	10%	(102)	40%	(401)	1000
All Christian	48%	(152)	10%	(33)	42%	(133)	317
All Non-Christian	41%	(98)	16%	(38)	43%	(103)	239
Atheist	55%	(37)	9%	(6)	37%	(24)	67
Agnostic/Nothing in particular	63%	(180)	7%	(20)	31%	(88)	288
Something Else	35%	(32)	6%	(6)	59%	(53)	90
Religious Non-Protestant/Catholic	40%	(98)	17%	(40)	43%	(105)	244
Evangelical	39%	(57)	14%	(21)	48%	(70)	148
Non-Evangelical	49%	(124)	6%	(15)	45%	(113)	252
Community: Urban	47%	(155)	11%	(37)	42%	(138)	329
Community: Suburban	53%	(312)	9%	(54)	38%	(225)	591
Community: Rural	38%	(30)	14%	(11)	48%	(38)	79
Employ: Private Sector	48%	(182)	12%	(45)	40%	(152)	380
Employ: Government	55%	(31)	11%	(6)	34%	(19)	57
Employ: Self-Employed	47%	(37)	12%	(9)	42%	(33)	80
Employ: Homemaker	37%	(30)	10%	(8)	53%	(43)	80
Employ: Student	60%	(56)	5%	(5)	35%	(33)	93
Employ: Retired	53%	(85)	7%	(11)	40%	(63)	159
Employ: Unemployed	49%	(64)	10%	(14)	41%	(53)	131
Military HH: Yes	47%	(32)	5%	(4)	48%	(33)	68
Military HH: No	50%	(465)	11%	(98)	40%	(369)	932
RD/WT: Right Direction	25%	(55)	12%	(27)	63%	(136)	218
RD/WT: Wrong Track	57%	(442)	10%	(75)	34%	(265)	782
Trump Job Approve	27%	(65)	10%	(24)	63%	(152)	241
Trump Job Disapprove	59%	(418)	11%	(76)	30%	(211)	705
Trump Job Strongly Approve	23%	(26)	9%	(11)	67%	(75)	112
Trump Job Somewhat Approve	30%	(39)	10%	(13)	60%	(77)	130
Trump Job Somewhat Disapprove	44%	(86)	12%	(24)	44%	(86)	196
Trump Job Strongly Disapprove	65%	(333)	10%	(51)	25%	(125)	509

Continued on next page

**Table MCFE15\_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
Asian Adults	50%	(497)	10%	(102)	40%	(401)	1000
Favorable of Trump	24%	(61)	10%	(25)	67%	(171)	256
Unfavorable of Trump	61%	(419)	11%	(72)	28%	(195)	687
Very Favorable of Trump	22%	(25)	8%	(9)	70%	(79)	113
Somewhat Favorable of Trump	25%	(35)	11%	(16)	64%	(91)	142
Somewhat Unfavorable of Trump	46%	(67)	11%	(15)	44%	(64)	146
Very Unfavorable of Trump	65%	(352)	11%	(57)	24%	(131)	540
#1 Issue: Economy	45%	(180)	9%	(37)	46%	(186)	404
#1 Issue: Security	30%	(20)	10%	(6)	60%	(40)	66
#1 Issue: Health Care	53%	(140)	14%	(37)	33%	(88)	264
#1 Issue: Medicare / Social Security	47%	(37)	8%	(7)	45%	(36)	80
#1 Issue: Women's Issues	70%	(35)	9%	(5)	21%	(11)	51
#1 Issue: Other	53%	(33)	6%	(4)	42%	(26)	63
2018 House Vote: Democrat	66%	(219)	12%	(40)	22%	(75)	333
2018 House Vote: Republican	39%	(59)	7%	(11)	54%	(82)	152
2016 Vote: Hillary Clinton	64%	(216)	12%	(41)	24%	(80)	337
2016 Vote: Donald Trump	34%	(60)	8%	(14)	58%	(101)	176
2016 Vote: Didn't Vote	44%	(200)	9%	(43)	47%	(211)	454
Voted in 2014: Yes	56%	(234)	9%	(39)	34%	(142)	415
Voted in 2014: No	45%	(263)	11%	(63)	44%	(259)	585
2012 Vote: Barack Obama	64%	(215)	10%	(35)	25%	(85)	335
2012 Vote: Mitt Romney	41%	(49)	4%	(5)	54%	(64)	118
2012 Vote: Didn't Vote	43%	(223)	12%	(61)	46%	(240)	525
4-Region: Northeast	52%	(103)	12%	(25)	36%	(71)	199
4-Region: Midwest	44%	(56)	11%	(14)	45%	(58)	128
4-Region: South	37%	(85)	9%	(20)	54%	(124)	229
4-Region: West	57%	(254)	10%	(43)	33%	(148)	445

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**Table MCFE15\_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
Asian Adults	50%	(497)	10%	(102)	40%	(401)	1000
Chinese	54%	(185)	11%	(36)	35%	(120)	341
Filipino	46%	(64)	7%	(10)	47%	(64)	138
Indian	45%	(47)	17%	(17)	38%	(40)	104
Vietnamese	58%	(43)	10%	(7)	33%	(25)	75
Korean	57%	(52)	11%	(10)	32%	(29)	92
Japanese	49%	(66)	7%	(10)	44%	(59)	135
Other Asian	35%	(39)	10%	(11)	55%	(62)	112
Speaks only English at home	50%	(280)	8%	(44)	42%	(234)	558
Speaks mostly English at home	56%	(142)	11%	(29)	32%	(81)	253
Speaks both English and other language at home	49%	(48)	13%	(13)	38%	(37)	98
Speaks mostly other language at home	34%	(26)	14%	(11)	51%	(39)	77
Trump supporter	26%	(59)	8%	(19)	66%	(152)	229
Biden supporter	60%	(359)	12%	(72)	28%	(165)	595
Sports fans	51%	(344)	11%	(75)	38%	(260)	679
Avid sports fans	48%	(91)	14%	(26)	38%	(73)	190
Sports fans, Age: 18-34	52%	(97)	13%	(25)	35%	(64)	187
Sports fans, Age: 35-44	42%	(63)	8%	(13)	50%	(75)	150
Sports fans, Age: 45-64	54%	(127)	12%	(28)	34%	(80)	236
Sports fans, Age: 65+	53%	(57)	8%	(9)	38%	(41)	107
Movie studios should diversify teams	62%	(441)	9%	(64)	29%	(209)	713
Movie studios should diversify stories	62%	(395)	10%	(61)	28%	(178)	635
Concerned about Covid	53%	(481)	10%	(91)	37%	(341)	913
No experience with Covid	41%	(213)	9%	(46)	50%	(259)	518
Health care major factor for election	55%	(393)	10%	(74)	34%	(241)	708
Social media users	49%	(469)	10%	(99)	40%	(383)	951
WhatsApp users	49%	(174)	12%	(43)	38%	(135)	352
WeChat users	38%	(66)	18%	(30)	44%	(76)	173
Social media news source at least once a week	49%	(322)	11%	(73)	40%	(262)	657

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



**Table MCFE16\_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
Asian Adults	11%	(112)	29%	(292)	60%	(595)	1000
Gender: Male	12%	(54)	28%	(131)	61%	(285)	470
Gender: Female	11%	(58)	30%	(161)	59%	(310)	530
Age: 18-34	14%	(44)	33%	(107)	53%	(169)	320
Age: 35-44	14%	(26)	29%	(54)	57%	(107)	186
Age: 45-64	10%	(35)	28%	(95)	61%	(206)	335
Age: 65+	5%	(8)	23%	(37)	72%	(114)	158
GenZers: 1997-2012	12%	(18)	35%	(49)	53%	(75)	142
Millennials: 1981-1996	15%	(44)	32%	(90)	53%	(152)	286
GenXers: 1965-1980	11%	(32)	28%	(81)	61%	(176)	289
Baby Boomers: 1946-1964	6%	(15)	27%	(69)	67%	(172)	255
PID: Dem (no lean)	13%	(52)	39%	(156)	48%	(193)	402
PID: Ind (no lean)	8%	(29)	26%	(97)	66%	(242)	368
PID: Rep (no lean)	13%	(31)	17%	(39)	69%	(160)	230
PID/Gender: Dem Men	13%	(21)	39%	(65)	48%	(80)	167
PID/Gender: Dem Women	13%	(31)	39%	(91)	48%	(113)	235
PID/Gender: Ind Men	8%	(14)	23%	(41)	69%	(121)	176
PID/Gender: Ind Women	8%	(15)	29%	(56)	63%	(121)	193
PID/Gender: Rep Men	15%	(19)	20%	(25)	65%	(83)	128
PID/Gender: Rep Women	12%	(12)	14%	(14)	75%	(76)	102
Ideo: Liberal (1-3)	15%	(46)	43%	(130)	42%	(129)	304
Ideo: Moderate (4)	9%	(35)	26%	(98)	64%	(239)	372
Ideo: Conservative (5-7)	9%	(22)	21%	(51)	70%	(169)	241
Educ: < College	13%	(55)	23%	(95)	64%	(269)	420
Educ: Bachelors degree	8%	(27)	32%	(106)	60%	(197)	330
Educ: Post-grad	12%	(30)	37%	(91)	52%	(129)	250
Income: Under 50k	12%	(51)	26%	(105)	62%	(256)	412
Income: 50k-100k	14%	(41)	31%	(93)	56%	(169)	303
Income: 100k+	7%	(20)	33%	(94)	60%	(170)	284
Ethnicity: Other	11%	(112)	29%	(292)	60%	(595)	1000

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**Table MCFE16\_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
Asian Adults	11%	(112)	29%	(292)	60%	(595)	1000
All Christian	12%	(37)	24%	(77)	64%	(203)	317
All Non-Christian	15%	(35)	30%	(71)	55%	(132)	239
Atheist	6%	(4)	41%	(27)	53%	(35)	67
Agnostic/Nothing in particular	11%	(30)	34%	(99)	55%	(158)	288
Something Else	6%	(5)	20%	(18)	74%	(67)	90
Religious Non-Protestant/Catholic	15%	(37)	29%	(72)	55%	(135)	244
Evangelical	9%	(13)	25%	(37)	67%	(98)	148
Non-Evangelical	11%	(27)	23%	(58)	67%	(168)	252
Community: Urban	15%	(49)	25%	(83)	60%	(198)	329
Community: Suburban	9%	(53)	33%	(194)	58%	(344)	591
Community: Rural	12%	(10)	20%	(16)	68%	(54)	79
Employ: Private Sector	13%	(50)	30%	(115)	57%	(215)	380
Employ: Government	14%	(8)	34%	(19)	52%	(30)	57
Employ: Self-Employed	12%	(9)	31%	(25)	57%	(45)	80
Employ: Homemaker	14%	(11)	17%	(14)	69%	(55)	80
Employ: Student	9%	(8)	41%	(38)	50%	(47)	93
Employ: Retired	3%	(5)	26%	(41)	71%	(113)	159
Employ: Unemployed	13%	(17)	26%	(34)	61%	(81)	131
Military HH: Yes	7%	(5)	32%	(22)	60%	(41)	68
Military HH: No	11%	(107)	29%	(270)	60%	(555)	932
RD/WT: Right Direction	19%	(41)	15%	(32)	67%	(145)	218
RD/WT: Wrong Track	9%	(71)	33%	(260)	58%	(450)	782
Trump Job Approve	14%	(33)	12%	(29)	74%	(179)	241
Trump Job Disapprove	10%	(74)	37%	(261)	53%	(370)	705
Trump Job Strongly Approve	12%	(14)	12%	(13)	76%	(84)	112
Trump Job Somewhat Approve	15%	(19)	12%	(16)	73%	(95)	130
Trump Job Somewhat Disapprove	10%	(21)	23%	(45)	67%	(131)	196
Trump Job Strongly Disapprove	10%	(53)	42%	(216)	47%	(239)	509

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**Table MCFE16\_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
Asian Adults	11%	(112)	29%	(292)	60%	(595)	1000
Favorable of Trump	12%	(32)	11%	(27)	77%	(197)	256
Unfavorable of Trump	11%	(75)	38%	(258)	52%	(354)	687
Very Favorable of Trump	15%	(17)	8%	(9)	76%	(87)	113
Somewhat Favorable of Trump	10%	(14)	13%	(18)	78%	(110)	142
Somewhat Unfavorable of Trump	13%	(19)	22%	(32)	65%	(95)	146
Very Unfavorable of Trump	10%	(56)	42%	(226)	48%	(259)	540
#1 Issue: Economy	10%	(42)	27%	(110)	62%	(252)	404
#1 Issue: Security	8%	(5)	19%	(13)	73%	(48)	66
#1 Issue: Health Care	14%	(38)	27%	(72)	58%	(154)	264
#1 Issue: Medicare / Social Security	7%	(6)	23%	(19)	70%	(56)	80
#1 Issue: Women's Issues	3%	(1)	55%	(28)	42%	(22)	51
#1 Issue: Other	5%	(3)	27%	(17)	68%	(43)	63
2018 House Vote: Democrat	11%	(37)	39%	(130)	50%	(165)	333
2018 House Vote: Republican	12%	(18)	19%	(29)	69%	(105)	152
2016 Vote: Hillary Clinton	10%	(32)	37%	(126)	53%	(179)	337
2016 Vote: Donald Trump	10%	(17)	17%	(31)	73%	(128)	176
2016 Vote: Didn't Vote	13%	(58)	27%	(124)	60%	(273)	454
Voted in 2014: Yes	11%	(44)	32%	(134)	57%	(236)	415
Voted in 2014: No	12%	(68)	27%	(158)	61%	(359)	585
2012 Vote: Barack Obama	11%	(38)	35%	(116)	54%	(182)	335
2012 Vote: Mitt Romney	5%	(6)	23%	(28)	71%	(84)	118
2012 Vote: Didn't Vote	12%	(65)	27%	(143)	60%	(316)	525
4-Region: Northeast	13%	(26)	35%	(69)	52%	(103)	199
4-Region: Midwest	11%	(14)	28%	(35)	61%	(78)	128
4-Region: South	5%	(12)	25%	(58)	69%	(159)	229
4-Region: West	13%	(60)	29%	(130)	57%	(255)	445

Continued on next page

**Table MCFE16\_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
Asian Adults	11%	(112)	29%	(292)	60%	(595)	1000
Chinese	9%	(31)	31%	(105)	60%	(204)	341
Filipino	13%	(18)	23%	(31)	64%	(88)	138
Indian	14%	(15)	34%	(36)	52%	(54)	104
Vietnamese	8%	(6)	39%	(29)	53%	(40)	75
Korean	5%	(5)	37%	(34)	58%	(53)	92
Japanese	9%	(12)	25%	(34)	66%	(89)	135
Other Asian	22%	(25)	19%	(21)	59%	(66)	112
Speaks only English at home	9%	(52)	27%	(152)	63%	(353)	558
Speaks mostly English at home	12%	(30)	36%	(91)	52%	(132)	253
Speaks both English and other language at home	10%	(10)	31%	(30)	59%	(58)	98
Speaks mostly other language at home	21%	(17)	24%	(18)	55%	(42)	77
Trump supporter	12%	(28)	11%	(25)	77%	(177)	229
Biden supporter	13%	(75)	37%	(221)	50%	(299)	595
Sports fans	11%	(74)	30%	(206)	59%	(399)	679
Avid sports fans	14%	(27)	33%	(63)	53%	(100)	190
Sports fans, Age: 18-34	17%	(32)	35%	(65)	48%	(89)	187
Sports fans, Age: 35-44	10%	(15)	27%	(40)	63%	(94)	150
Sports fans, Age: 45-64	9%	(20)	30%	(71)	61%	(145)	236
Sports fans, Age: 65+	7%	(7)	28%	(30)	66%	(70)	107
Movie studios should diversify teams	11%	(76)	34%	(244)	55%	(394)	713
Movie studios should diversify stories	11%	(70)	37%	(235)	52%	(329)	635
Concerned about Covid	12%	(105)	30%	(272)	59%	(536)	913
No experience with Covid	12%	(61)	23%	(119)	65%	(339)	518
Health care major factor for election	12%	(82)	31%	(218)	58%	(408)	708
Social media users	12%	(112)	29%	(280)	59%	(560)	951
WhatsApp users	13%	(47)	31%	(110)	56%	(195)	352
WeChat users	17%	(29)	23%	(40)	60%	(104)	173
Social media news source at least once a week	13%	(86)	29%	(193)	58%	(378)	657

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

**Table MCFE16\_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
Asian Adults	37%	(368)	14%	(135)	50%	(497)	1000
Gender: Male	31%	(144)	14%	(68)	55%	(258)	470
Gender: Female	42%	(224)	13%	(67)	45%	(239)	530
Age: 18-34	43%	(139)	13%	(42)	43%	(139)	320
Age: 35-44	29%	(53)	15%	(28)	57%	(105)	186
Age: 45-64	34%	(113)	13%	(44)	53%	(178)	335
Age: 65+	39%	(62)	13%	(21)	48%	(75)	158
GenZers: 1997-2012	50%	(72)	11%	(16)	39%	(55)	142
Millennials: 1981-1996	35%	(100)	15%	(42)	50%	(143)	286
GenXers: 1965-1980	31%	(89)	12%	(36)	57%	(164)	289
Baby Boomers: 1946-1964	38%	(97)	13%	(34)	49%	(124)	255
PID: Dem (no lean)	52%	(208)	13%	(54)	35%	(140)	402
PID: Ind (no lean)	31%	(116)	11%	(40)	58%	(212)	368
PID: Rep (no lean)	19%	(44)	18%	(41)	63%	(145)	230
PID/Gender: Dem Men	46%	(77)	14%	(23)	40%	(67)	167
PID/Gender: Dem Women	56%	(131)	13%	(31)	31%	(74)	235
PID/Gender: Ind Men	27%	(47)	14%	(24)	59%	(104)	176
PID/Gender: Ind Women	36%	(69)	8%	(16)	56%	(108)	193
PID/Gender: Rep Men	15%	(20)	16%	(21)	68%	(88)	128
PID/Gender: Rep Women	24%	(24)	20%	(20)	56%	(57)	102
Ideo: Liberal (1-3)	60%	(181)	11%	(33)	30%	(90)	304
Ideo: Moderate (4)	34%	(128)	14%	(52)	52%	(193)	372
Ideo: Conservative (5-7)	16%	(38)	19%	(47)	65%	(157)	241
Educ: < College	32%	(136)	15%	(64)	52%	(219)	420
Educ: Bachelors degree	40%	(132)	11%	(37)	49%	(161)	330
Educ: Post-grad	40%	(99)	13%	(34)	47%	(117)	250
Income: Under 50k	37%	(151)	13%	(52)	51%	(210)	412
Income: 50k-100k	36%	(109)	15%	(46)	49%	(149)	303
Income: 100k+	38%	(107)	13%	(38)	49%	(139)	284
Ethnicity: Other	37%	(368)	14%	(135)	50%	(497)	1000

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**Table MCFE16\_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
Asian Adults	37%	(368)	14%	(135)	50%	(497)	1000
All Christian	33%	(106)	15%	(47)	52%	(164)	317
All Non-Christian	31%	(75)	18%	(42)	51%	(121)	239
Atheist	42%	(28)	10%	(7)	47%	(32)	67
Agnostic/Nothing in particular	49%	(140)	11%	(33)	40%	(115)	288
Something Else	21%	(19)	6%	(6)	73%	(66)	90
Religious Non-Protestant/Catholic	31%	(76)	18%	(43)	51%	(124)	244
Evangelical	23%	(34)	15%	(22)	62%	(92)	148
Non-Evangelical	35%	(89)	12%	(30)	53%	(134)	252
Community: Urban	38%	(125)	17%	(58)	45%	(147)	329
Community: Suburban	37%	(221)	11%	(67)	51%	(304)	591
Community: Rural	28%	(22)	13%	(11)	58%	(46)	79
Employ: Private Sector	31%	(118)	15%	(59)	53%	(203)	380
Employ: Government	41%	(24)	10%	(5)	49%	(28)	57
Employ: Self-Employed	44%	(35)	22%	(17)	34%	(27)	80
Employ: Homemaker	31%	(25)	8%	(7)	61%	(49)	80
Employ: Student	55%	(51)	9%	(8)	36%	(34)	93
Employ: Retired	37%	(58)	14%	(22)	50%	(79)	159
Employ: Unemployed	35%	(46)	11%	(14)	54%	(71)	131
Military HH: Yes	35%	(24)	10%	(7)	55%	(37)	68
Military HH: No	37%	(344)	14%	(128)	49%	(460)	932
RD/WT: Right Direction	19%	(41)	22%	(48)	59%	(129)	218
RD/WT: Wrong Track	42%	(327)	11%	(87)	47%	(368)	782
Trump Job Approve	17%	(41)	20%	(49)	63%	(152)	241
Trump Job Disapprove	45%	(319)	12%	(83)	43%	(303)	705
Trump Job Strongly Approve	17%	(19)	20%	(22)	63%	(71)	112
Trump Job Somewhat Approve	17%	(22)	20%	(26)	63%	(81)	130
Trump Job Somewhat Disapprove	29%	(56)	15%	(29)	56%	(110)	196
Trump Job Strongly Disapprove	52%	(263)	11%	(54)	38%	(192)	509

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**Table MCFE16\_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
Asian Adults	37%	(368)	14%	(135)	50%	(497)	1000
Favorable of Trump	14%	(35)	20%	(51)	66%	(169)	256
Unfavorable of Trump	47%	(321)	11%	(79)	42%	(287)	687
Very Favorable of Trump	10%	(11)	25%	(28)	66%	(74)	113
Somewhat Favorable of Trump	17%	(24)	16%	(23)	66%	(95)	142
Somewhat Unfavorable of Trump	31%	(46)	13%	(19)	56%	(82)	146
Very Unfavorable of Trump	51%	(276)	11%	(60)	38%	(205)	540
#1 Issue: Economy	29%	(119)	15%	(60)	56%	(225)	404
#1 Issue: Security	24%	(16)	10%	(7)	66%	(43)	66
#1 Issue: Health Care	42%	(110)	14%	(37)	44%	(117)	264
#1 Issue: Medicare / Social Security	35%	(28)	16%	(13)	49%	(39)	80
#1 Issue: Women's Issues	55%	(28)	13%	(7)	32%	(16)	51
#1 Issue: Other	38%	(24)	5%	(3)	57%	(36)	63
2018 House Vote: Democrat	50%	(165)	13%	(42)	38%	(126)	333
2018 House Vote: Republican	21%	(32)	20%	(31)	59%	(89)	152
2016 Vote: Hillary Clinton	50%	(167)	14%	(46)	37%	(124)	337
2016 Vote: Donald Trump	16%	(28)	20%	(35)	64%	(113)	176
2016 Vote: Didn't Vote	34%	(155)	11%	(51)	55%	(248)	454
Voted in 2014: Yes	41%	(171)	15%	(60)	44%	(183)	415
Voted in 2014: No	34%	(197)	13%	(75)	54%	(314)	585
2012 Vote: Barack Obama	47%	(156)	14%	(46)	40%	(133)	335
2012 Vote: Mitt Romney	23%	(27)	15%	(17)	62%	(74)	118
2012 Vote: Didn't Vote	33%	(176)	13%	(70)	53%	(279)	525
4-Region: Northeast	41%	(82)	15%	(30)	44%	(87)	199
4-Region: Midwest	34%	(44)	11%	(15)	54%	(70)	128
4-Region: South	25%	(57)	13%	(29)	62%	(143)	229
4-Region: West	42%	(185)	14%	(62)	44%	(198)	445

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**Table MCFE16\_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
Asian Adults	37%	(368)	14%	(135)	50%	(497)	1000
Chinese	39%	(133)	14%	(49)	47%	(159)	341
Filipino	32%	(44)	9%	(13)	59%	(81)	138
Indian	29%	(30)	16%	(17)	55%	(57)	104
Vietnamese	45%	(34)	20%	(15)	36%	(27)	75
Korean	40%	(37)	14%	(13)	46%	(42)	92
Japanese	38%	(51)	11%	(15)	52%	(69)	135
Other Asian	35%	(39)	12%	(13)	54%	(60)	112
Speaks only English at home	36%	(201)	13%	(71)	51%	(286)	558
Speaks mostly English at home	43%	(109)	15%	(37)	42%	(107)	253
Speaks both English and other language at home	39%	(38)	11%	(11)	50%	(49)	98
Speaks mostly other language at home	25%	(19)	9%	(7)	66%	(51)	77
Trump supporter	16%	(38)	20%	(47)	63%	(145)	229
Biden supporter	48%	(284)	13%	(76)	40%	(235)	595
Sports fans	37%	(252)	14%	(94)	49%	(334)	679
Avid sports fans	35%	(66)	18%	(34)	48%	(90)	190
Sports fans, Age: 18-34	43%	(80)	14%	(26)	43%	(80)	187
Sports fans, Age: 35-44	24%	(37)	14%	(21)	62%	(92)	150
Sports fans, Age: 45-64	37%	(87)	12%	(28)	51%	(121)	236
Sports fans, Age: 65+	45%	(48)	18%	(19)	37%	(40)	107
Movie studios should diversify teams	45%	(323)	12%	(87)	43%	(304)	713
Movie studios should diversify stories	47%	(296)	13%	(81)	41%	(258)	635
Concerned about Covid	39%	(355)	14%	(126)	47%	(432)	913
No experience with Covid	31%	(159)	12%	(60)	58%	(299)	518
Health care major factor for election	43%	(303)	13%	(93)	44%	(312)	708
Social media users	37%	(351)	14%	(131)	49%	(469)	951
WhatsApp users	36%	(126)	15%	(54)	49%	(172)	352
WeChat users	31%	(53)	20%	(35)	49%	(85)	173
Social media news source at least once a week	38%	(249)	15%	(99)	47%	(309)	657

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



**Table MCFE16\_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
Asian Adults	55%	(545)	11%	(106)	35%	(348)	1000
Gender: Male	50%	(235)	11%	(53)	39%	(182)	470
Gender: Female	59%	(310)	10%	(53)	31%	(166)	530
Age: 18-34	57%	(183)	7%	(23)	36%	(114)	320
Age: 35-44	49%	(91)	13%	(25)	38%	(70)	186
Age: 45-64	54%	(182)	14%	(45)	32%	(108)	335
Age: 65+	57%	(90)	8%	(13)	35%	(56)	158
GenZers: 1997-2012	58%	(82)	3%	(4)	39%	(56)	142
Millennials: 1981-1996	55%	(158)	11%	(30)	34%	(98)	286
GenXers: 1965-1980	53%	(154)	13%	(39)	33%	(97)	289
Baby Boomers: 1946-1964	55%	(139)	11%	(28)	35%	(88)	255
PID: Dem (no lean)	66%	(266)	12%	(48)	22%	(88)	402
PID: Ind (no lean)	49%	(182)	8%	(30)	42%	(156)	368
PID: Rep (no lean)	42%	(97)	12%	(29)	45%	(104)	230
PID/Gender: Dem Men	63%	(104)	9%	(15)	29%	(48)	167
PID/Gender: Dem Women	69%	(161)	14%	(33)	17%	(41)	235
PID/Gender: Ind Men	45%	(79)	11%	(19)	44%	(77)	176
PID/Gender: Ind Women	53%	(103)	6%	(11)	41%	(79)	193
PID/Gender: Rep Men	40%	(51)	15%	(19)	45%	(58)	128
PID/Gender: Rep Women	45%	(46)	10%	(10)	45%	(46)	102
Ideo: Liberal (1-3)	71%	(217)	9%	(27)	20%	(61)	304
Ideo: Moderate (4)	54%	(200)	13%	(49)	33%	(123)	372
Ideo: Conservative (5-7)	45%	(108)	10%	(24)	45%	(110)	241
Educ: < College	46%	(194)	12%	(51)	42%	(175)	420
Educ: Bachelors degree	58%	(193)	10%	(34)	31%	(104)	330
Educ: Post-grad	63%	(159)	9%	(22)	28%	(69)	250
Income: Under 50k	50%	(206)	13%	(54)	37%	(152)	412
Income: 50k-100k	53%	(161)	11%	(34)	36%	(108)	303
Income: 100k+	62%	(178)	6%	(18)	31%	(89)	284
Ethnicity: Other	55%	(545)	11%	(106)	35%	(348)	1000

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**Table MCFE16\_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
Asian Adults	55%	(545)	11%	(106)	35%	(348)	1000
All Christian	55%	(173)	11%	(34)	35%	(110)	317
All Non-Christian	48%	(113)	14%	(33)	39%	(93)	239
Atheist	56%	(37)	9%	(6)	35%	(23)	67
Agnostic/Nothing in particular	60%	(173)	10%	(29)	30%	(85)	288
Something Else	53%	(48)	6%	(5)	41%	(37)	90
Religious Non-Protestant/Catholic	47%	(115)	14%	(35)	38%	(94)	244
Evangelical	44%	(66)	14%	(21)	42%	(61)	148
Non-Evangelical	61%	(153)	6%	(16)	33%	(84)	252
Community: Urban	51%	(169)	14%	(45)	35%	(115)	329
Community: Suburban	58%	(342)	9%	(54)	33%	(195)	591
Community: Rural	44%	(35)	8%	(7)	48%	(38)	79
Employ: Private Sector	54%	(205)	12%	(46)	34%	(129)	380
Employ: Government	58%	(33)	12%	(7)	31%	(17)	57
Employ: Self-Employed	57%	(45)	15%	(12)	29%	(23)	80
Employ: Homemaker	39%	(31)	13%	(11)	48%	(38)	80
Employ: Student	64%	(59)	3%	(3)	33%	(31)	93
Employ: Retired	56%	(89)	7%	(12)	37%	(59)	159
Employ: Unemployed	55%	(73)	9%	(12)	36%	(47)	131
Military HH: Yes	60%	(41)	6%	(4)	34%	(23)	68
Military HH: No	54%	(505)	11%	(102)	35%	(325)	932
RD/WT: Right Direction	34%	(74)	17%	(38)	49%	(106)	218
RD/WT: Wrong Track	60%	(471)	9%	(69)	31%	(243)	782
Trump Job Approve	37%	(89)	14%	(33)	49%	(119)	241
Trump Job Disapprove	63%	(446)	10%	(71)	27%	(188)	705
Trump Job Strongly Approve	34%	(38)	12%	(14)	54%	(60)	112
Trump Job Somewhat Approve	40%	(52)	15%	(19)	45%	(59)	130
Trump Job Somewhat Disapprove	52%	(102)	8%	(15)	40%	(78)	196
Trump Job Strongly Disapprove	67%	(343)	11%	(55)	22%	(110)	509

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**Table MCFE16\_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
Asian Adults	55%	(545)	11%	(106)	35%	(348)	1000
Favorable of Trump	35%	(89)	12%	(31)	53%	(136)	256
Unfavorable of Trump	64%	(442)	10%	(71)	25%	(174)	687
Very Favorable of Trump	32%	(37)	11%	(12)	57%	(65)	113
Somewhat Favorable of Trump	37%	(52)	14%	(19)	50%	(71)	142
Somewhat Unfavorable of Trump	53%	(78)	10%	(15)	37%	(54)	146
Very Unfavorable of Trump	67%	(364)	10%	(56)	22%	(121)	540
#1 Issue: Economy	52%	(210)	9%	(37)	39%	(156)	404
#1 Issue: Security	42%	(28)	9%	(6)	49%	(32)	66
#1 Issue: Health Care	57%	(151)	15%	(41)	28%	(73)	264
#1 Issue: Medicare / Social Security	51%	(41)	10%	(8)	39%	(31)	80
#1 Issue: Women's Issues	63%	(32)	12%	(6)	26%	(13)	51
#1 Issue: Other	48%	(30)	4%	(3)	48%	(30)	63
2018 House Vote: Democrat	68%	(225)	11%	(38)	21%	(70)	333
2018 House Vote: Republican	46%	(70)	9%	(13)	45%	(68)	152
2016 Vote: Hillary Clinton	66%	(221)	11%	(36)	24%	(79)	337
2016 Vote: Donald Trump	43%	(75)	8%	(14)	50%	(87)	176
2016 Vote: Didn't Vote	49%	(224)	11%	(52)	39%	(178)	454
Voted in 2014: Yes	60%	(250)	10%	(40)	30%	(124)	415
Voted in 2014: No	50%	(295)	11%	(66)	38%	(225)	585
2012 Vote: Barack Obama	66%	(222)	10%	(33)	24%	(81)	335
2012 Vote: Mitt Romney	45%	(53)	5%	(6)	50%	(59)	118
2012 Vote: Didn't Vote	49%	(258)	13%	(67)	38%	(200)	525
4-Region: Northeast	60%	(120)	11%	(21)	29%	(58)	199
4-Region: Midwest	52%	(66)	11%	(15)	37%	(47)	128
4-Region: South	42%	(96)	10%	(23)	48%	(109)	229
4-Region: West	59%	(264)	11%	(47)	30%	(134)	445

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**Table MCFE16\_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
Asian Adults	55%	(545)	11%	(106)	35%	(348)	1000
Chinese	59%	(200)	12%	(41)	29%	(100)	341
Filipino	46%	(63)	6%	(9)	48%	(66)	138
Indian	52%	(54)	9%	(10)	39%	(40)	104
Vietnamese	62%	(47)	7%	(5)	31%	(24)	75
Korean	69%	(63)	15%	(14)	16%	(15)	92
Japanese	50%	(68)	11%	(15)	39%	(52)	135
Other Asian	44%	(50)	12%	(13)	44%	(49)	112
Speaks only English at home	55%	(306)	9%	(49)	36%	(204)	558
Speaks mostly English at home	59%	(149)	12%	(31)	29%	(72)	253
Speaks both English and other language at home	57%	(56)	9%	(9)	33%	(33)	98
Speaks mostly other language at home	38%	(29)	19%	(15)	43%	(33)	77
Trump supporter	38%	(88)	12%	(28)	50%	(114)	229
Biden supporter	64%	(382)	11%	(67)	25%	(147)	595
Sports fans	58%	(390)	12%	(79)	31%	(210)	679
Avid sports fans	57%	(108)	13%	(24)	30%	(57)	190
Sports fans, Age: 18-34	61%	(113)	11%	(20)	29%	(54)	187
Sports fans, Age: 35-44	47%	(71)	13%	(19)	40%	(59)	150
Sports fans, Age: 45-64	58%	(138)	11%	(27)	30%	(71)	236
Sports fans, Age: 65+	64%	(69)	12%	(12)	24%	(26)	107
Movie studios should diversify teams	67%	(480)	8%	(58)	25%	(176)	713
Movie studios should diversify stories	68%	(431)	9%	(56)	23%	(148)	635
Concerned about Covid	57%	(521)	10%	(96)	33%	(297)	913
No experience with Covid	48%	(246)	11%	(58)	41%	(214)	518
Health care major factor for election	58%	(414)	11%	(77)	31%	(217)	708
Social media users	55%	(523)	11%	(105)	34%	(323)	951
WhatsApp users	59%	(207)	10%	(36)	31%	(108)	352
WeChat users	49%	(85)	19%	(32)	32%	(55)	173
Social media news source at least once a week	57%	(376)	11%	(70)	32%	(211)	657

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

**Table MCFE16\_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
Asian Adults	41%	(409)	13%	(129)	46%	(462)	1000
Gender: Male	37%	(175)	13%	(62)	50%	(233)	470
Gender: Female	44%	(234)	13%	(67)	43%	(229)	530
Age: 18-34	44%	(142)	11%	(36)	44%	(142)	320
Age: 35-44	35%	(66)	14%	(26)	51%	(95)	186
Age: 45-64	40%	(135)	14%	(48)	45%	(152)	335
Age: 65+	42%	(66)	12%	(19)	46%	(73)	158
GenZers: 1997-2012	48%	(69)	8%	(11)	44%	(62)	142
Millennials: 1981-1996	40%	(114)	15%	(42)	45%	(129)	286
GenXers: 1965-1980	36%	(105)	12%	(34)	52%	(151)	289
Baby Boomers: 1946-1964	45%	(116)	13%	(33)	42%	(106)	255
PID: Dem (no lean)	55%	(220)	14%	(58)	31%	(124)	402
PID: Ind (no lean)	35%	(128)	11%	(39)	54%	(200)	368
PID: Rep (no lean)	26%	(61)	14%	(32)	60%	(137)	230
PID/Gender: Dem Men	51%	(85)	10%	(16)	39%	(65)	167
PID/Gender: Dem Women	57%	(134)	18%	(42)	25%	(59)	235
PID/Gender: Ind Men	33%	(58)	17%	(30)	50%	(88)	176
PID/Gender: Ind Women	37%	(71)	5%	(9)	58%	(112)	193
PID/Gender: Rep Men	25%	(32)	13%	(16)	63%	(80)	128
PID/Gender: Rep Women	28%	(29)	15%	(16)	56%	(58)	102
Ideo: Liberal (1-3)	62%	(188)	10%	(30)	28%	(86)	304
Ideo: Moderate (4)	39%	(147)	16%	(60)	44%	(165)	372
Ideo: Conservative (5-7)	25%	(60)	12%	(28)	63%	(153)	241
Educ: < College	33%	(138)	15%	(63)	52%	(220)	420
Educ: Bachelors degree	44%	(147)	10%	(33)	45%	(150)	330
Educ: Post-grad	50%	(125)	13%	(33)	37%	(92)	250
Income: Under 50k	37%	(154)	15%	(64)	47%	(195)	412
Income: 50k-100k	38%	(116)	13%	(39)	49%	(149)	303
Income: 100k+	49%	(139)	10%	(27)	41%	(117)	284
Ethnicity: Other	41%	(409)	13%	(129)	46%	(462)	1000

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**Table MCFE16\_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
Asian Adults	41%	(409)	13%	(129)	46%	(462)	1000
All Christian	40%	(128)	11%	(36)	48%	(153)	317
All Non-Christian	34%	(81)	21%	(50)	45%	(107)	239
Atheist	50%	(33)	10%	(7)	39%	(26)	67
Agnostic/Nothing in particular	48%	(139)	10%	(30)	41%	(119)	288
Something Else	30%	(27)	7%	(6)	63%	(57)	90
Religious Non-Protestant/Catholic	34%	(82)	21%	(52)	45%	(110)	244
Evangelical	28%	(42)	13%	(20)	59%	(87)	148
Non-Evangelical	44%	(112)	8%	(20)	48%	(120)	252
Community: Urban	39%	(128)	18%	(58)	43%	(143)	329
Community: Suburban	44%	(259)	10%	(60)	46%	(272)	591
Community: Rural	27%	(22)	14%	(11)	59%	(47)	79
Employ: Private Sector	38%	(144)	14%	(54)	48%	(182)	380
Employ: Government	50%	(29)	5%	(3)	45%	(25)	57
Employ: Self-Employed	39%	(31)	26%	(20)	35%	(28)	80
Employ: Homemaker	27%	(22)	15%	(12)	58%	(47)	80
Employ: Student	56%	(52)	7%	(6)	38%	(35)	93
Employ: Retired	42%	(67)	10%	(17)	48%	(76)	159
Employ: Unemployed	42%	(56)	11%	(15)	46%	(61)	131
Military HH: Yes	47%	(32)	8%	(5)	45%	(31)	68
Military HH: No	40%	(377)	13%	(124)	46%	(431)	932
RD/WT: Right Direction	17%	(38)	24%	(52)	59%	(128)	218
RD/WT: Wrong Track	47%	(371)	10%	(77)	43%	(334)	782
Trump Job Approve	19%	(45)	18%	(44)	63%	(152)	241
Trump Job Disapprove	51%	(360)	12%	(82)	37%	(262)	705
Trump Job Strongly Approve	15%	(17)	17%	(19)	68%	(76)	112
Trump Job Somewhat Approve	22%	(28)	20%	(26)	59%	(76)	130
Trump Job Somewhat Disapprove	37%	(73)	14%	(27)	49%	(96)	196
Trump Job Strongly Disapprove	57%	(288)	11%	(55)	33%	(166)	509

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**Table MCFE16\_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
Asian Adults	41%	(409)	13%	(129)	46%	(462)	1000
Favorable of Trump	18%	(45)	17%	(43)	65%	(167)	256
Unfavorable of Trump	52%	(357)	12%	(82)	36%	(248)	687
Very Favorable of Trump	13%	(15)	15%	(17)	72%	(81)	113
Somewhat Favorable of Trump	21%	(30)	18%	(26)	60%	(86)	142
Somewhat Unfavorable of Trump	40%	(59)	11%	(16)	49%	(71)	146
Very Unfavorable of Trump	55%	(298)	12%	(66)	33%	(177)	540
#1 Issue: Economy	38%	(153)	10%	(40)	52%	(210)	404
#1 Issue: Security	23%	(16)	14%	(9)	62%	(41)	66
#1 Issue: Health Care	43%	(113)	20%	(52)	37%	(98)	264
#1 Issue: Medicare / Social Security	34%	(27)	15%	(12)	51%	(41)	80
#1 Issue: Women's Issues	58%	(29)	12%	(6)	30%	(15)	51
#1 Issue: Other	43%	(27)	5%	(3)	52%	(33)	63
2018 House Vote: Democrat	56%	(185)	12%	(40)	32%	(108)	333
2018 House Vote: Republican	28%	(42)	14%	(21)	58%	(88)	152
2016 Vote: Hillary Clinton	55%	(186)	13%	(45)	31%	(106)	337
2016 Vote: Donald Trump	23%	(40)	12%	(21)	66%	(115)	176
2016 Vote: Didn't Vote	36%	(165)	13%	(60)	50%	(229)	454
Voted in 2014: Yes	47%	(197)	11%	(46)	42%	(172)	415
Voted in 2014: No	36%	(212)	14%	(84)	49%	(290)	585
2012 Vote: Barack Obama	53%	(177)	12%	(39)	36%	(120)	335
2012 Vote: Mitt Romney	32%	(38)	10%	(11)	59%	(69)	118
2012 Vote: Didn't Vote	35%	(184)	15%	(78)	50%	(263)	525
4-Region: Northeast	44%	(88)	14%	(28)	42%	(83)	199
4-Region: Midwest	42%	(53)	11%	(13)	48%	(61)	128
4-Region: South	27%	(63)	14%	(31)	59%	(135)	229
4-Region: West	46%	(205)	13%	(57)	41%	(183)	445

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**Table MCFE16\_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
Asian Adults	41%	(409)	13%	(129)	46%	(462)	1000
Chinese	46%	(157)	13%	(43)	41%	(141)	341
Filipino	34%	(47)	8%	(11)	59%	(81)	138
Indian	35%	(37)	17%	(18)	48%	(50)	104
Vietnamese	50%	(37)	13%	(9)	38%	(28)	75
Korean	51%	(47)	18%	(16)	31%	(29)	92
Japanese	38%	(52)	13%	(18)	48%	(65)	135
Other Asian	28%	(32)	12%	(14)	59%	(66)	112
Speaks only English at home	42%	(235)	10%	(55)	48%	(268)	558
Speaks mostly English at home	46%	(115)	15%	(39)	39%	(98)	253
Speaks both English and other language at home	42%	(41)	13%	(13)	45%	(44)	98
Speaks mostly other language at home	22%	(17)	17%	(13)	61%	(47)	77
Trump supporter	20%	(45)	16%	(37)	64%	(148)	229
Biden supporter	52%	(312)	14%	(81)	34%	(202)	595
Sports fans	43%	(290)	14%	(96)	43%	(293)	679
Avid sports fans	43%	(82)	16%	(30)	41%	(77)	190
Sports fans, Age: 18-34	46%	(87)	14%	(27)	39%	(73)	187
Sports fans, Age: 35-44	33%	(49)	13%	(20)	54%	(81)	150
Sports fans, Age: 45-64	44%	(105)	13%	(32)	42%	(99)	236
Sports fans, Age: 65+	46%	(49)	17%	(18)	37%	(39)	107
Movie studios should diversify teams	51%	(363)	11%	(77)	38%	(274)	713
Movie studios should diversify stories	52%	(331)	11%	(72)	36%	(231)	635
Concerned about Covid	43%	(393)	13%	(120)	44%	(400)	913
No experience with Covid	33%	(169)	15%	(75)	53%	(274)	518
Health care major factor for election	46%	(324)	13%	(93)	41%	(292)	708
Social media users	41%	(388)	13%	(127)	46%	(435)	951
WhatsApp users	41%	(145)	13%	(44)	46%	(162)	352
WeChat users	32%	(55)	18%	(32)	50%	(86)	173
Social media news source at least once a week	42%	(274)	13%	(87)	45%	(296)	657

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



**Table MCFE16\_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
Asian Adults	48%	(482)	11%	(111)	41%	(407)	1000
Gender: Male	44%	(209)	10%	(48)	45%	(213)	470
Gender: Female	51%	(273)	12%	(63)	37%	(195)	530
Age: 18-34	51%	(162)	9%	(29)	40%	(129)	320
Age: 35-44	44%	(82)	12%	(23)	44%	(82)	186
Age: 45-64	46%	(154)	14%	(46)	40%	(136)	335
Age: 65+	53%	(84)	9%	(14)	38%	(61)	158
GenZers: 1997-2012	49%	(70)	9%	(12)	42%	(59)	142
Millennials: 1981-1996	50%	(144)	10%	(28)	40%	(114)	286
GenXers: 1965-1980	44%	(126)	12%	(34)	44%	(129)	289
Baby Boomers: 1946-1964	52%	(133)	14%	(35)	34%	(87)	255
PID: Dem (no lean)	63%	(254)	14%	(57)	22%	(90)	402
PID: Ind (no lean)	41%	(151)	9%	(34)	50%	(183)	368
PID: Rep (no lean)	33%	(76)	8%	(19)	58%	(134)	230
PID/Gender: Dem Men	60%	(101)	11%	(18)	29%	(48)	167
PID/Gender: Dem Women	65%	(154)	17%	(39)	18%	(43)	235
PID/Gender: Ind Men	40%	(70)	10%	(18)	50%	(87)	176
PID/Gender: Ind Women	42%	(81)	8%	(16)	49%	(95)	193
PID/Gender: Rep Men	30%	(38)	9%	(12)	61%	(78)	128
PID/Gender: Rep Women	37%	(38)	7%	(7)	56%	(57)	102
Ideo: Liberal (1-3)	70%	(212)	9%	(26)	22%	(66)	304
Ideo: Moderate (4)	45%	(169)	13%	(47)	42%	(155)	372
Ideo: Conservative (5-7)	35%	(85)	11%	(26)	54%	(131)	241
Educ: < College	39%	(162)	12%	(52)	49%	(206)	420
Educ: Bachelors degree	55%	(182)	9%	(29)	36%	(118)	330
Educ: Post-grad	55%	(137)	12%	(29)	33%	(83)	250
Income: Under 50k	41%	(170)	12%	(49)	47%	(193)	412
Income: 50k-100k	49%	(148)	13%	(38)	38%	(117)	303
Income: 100k+	58%	(164)	8%	(23)	34%	(97)	284
Ethnicity: Other	48%	(482)	11%	(111)	41%	(407)	1000

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**Table MCFE16\_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
Asian Adults	48%	(482)	11%	(111)	41%	(407)	1000
All Christian	46%	(146)	12%	(37)	43%	(135)	317
All Non-Christian	42%	(100)	15%	(36)	43%	(103)	239
Atheist	58%	(39)	9%	(6)	33%	(22)	67
Agnostic/Nothing in particular	59%	(169)	10%	(27)	32%	(92)	288
Something Else	33%	(29)	6%	(6)	61%	(55)	90
Religious Non-Protestant/Catholic	41%	(101)	15%	(37)	43%	(105)	244
Evangelical	35%	(52)	11%	(16)	54%	(80)	148
Non-Evangelical	48%	(121)	9%	(23)	43%	(108)	252
Community: Urban	44%	(146)	17%	(56)	39%	(127)	329
Community: Suburban	53%	(311)	7%	(44)	40%	(237)	591
Community: Rural	32%	(25)	14%	(11)	55%	(43)	79
Employ: Private Sector	46%	(176)	12%	(45)	42%	(159)	380
Employ: Government	53%	(30)	9%	(5)	38%	(22)	57
Employ: Self-Employed	48%	(38)	14%	(11)	39%	(31)	80
Employ: Homemaker	36%	(29)	16%	(13)	49%	(39)	80
Employ: Student	59%	(55)	3%	(3)	37%	(35)	93
Employ: Retired	52%	(82)	10%	(16)	39%	(61)	159
Employ: Unemployed	47%	(62)	11%	(14)	42%	(55)	131
Military HH: Yes	45%	(31)	5%	(3)	50%	(34)	68
Military HH: No	48%	(451)	12%	(108)	40%	(373)	932
RD/WT: Right Direction	23%	(50)	16%	(36)	61%	(132)	218
RD/WT: Wrong Track	55%	(432)	10%	(75)	35%	(275)	782
Trump Job Approve	27%	(66)	12%	(29)	61%	(146)	241
Trump Job Disapprove	58%	(411)	11%	(76)	31%	(218)	705
Trump Job Strongly Approve	25%	(28)	11%	(12)	64%	(71)	112
Trump Job Somewhat Approve	29%	(37)	13%	(17)	58%	(75)	130
Trump Job Somewhat Disapprove	40%	(78)	13%	(26)	47%	(92)	196
Trump Job Strongly Disapprove	65%	(332)	10%	(50)	25%	(126)	509

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**Table MCFE16\_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
Asian Adults	48%	(482)	11%	(111)	41%	(407)	1000
Favorable of Trump	24%	(61)	12%	(31)	64%	(163)	256
Unfavorable of Trump	60%	(410)	11%	(73)	30%	(204)	687
Very Favorable of Trump	22%	(25)	16%	(18)	62%	(71)	113
Somewhat Favorable of Trump	25%	(36)	10%	(14)	65%	(93)	142
Somewhat Unfavorable of Trump	42%	(62)	12%	(18)	45%	(66)	146
Very Unfavorable of Trump	64%	(348)	10%	(55)	25%	(137)	540
#1 Issue: Economy	44%	(179)	10%	(39)	46%	(186)	404
#1 Issue: Security	28%	(19)	14%	(9)	58%	(38)	66
#1 Issue: Health Care	50%	(131)	15%	(41)	35%	(92)	264
#1 Issue: Medicare / Social Security	49%	(39)	8%	(6)	42%	(34)	80
#1 Issue: Women's Issues	62%	(32)	10%	(5)	27%	(14)	51
#1 Issue: Other	50%	(31)	5%	(3)	45%	(28)	63
2018 House Vote: Democrat	64%	(213)	12%	(41)	24%	(79)	333
2018 House Vote: Republican	40%	(61)	9%	(13)	51%	(77)	152
2016 Vote: Hillary Clinton	64%	(217)	13%	(43)	23%	(77)	337
2016 Vote: Donald Trump	34%	(59)	7%	(12)	59%	(104)	176
2016 Vote: Didn't Vote	41%	(185)	12%	(52)	48%	(216)	454
Voted in 2014: Yes	56%	(234)	11%	(45)	33%	(136)	415
Voted in 2014: No	42%	(248)	11%	(66)	46%	(272)	585
2012 Vote: Barack Obama	62%	(208)	11%	(36)	27%	(92)	335
2012 Vote: Mitt Romney	40%	(47)	7%	(8)	54%	(63)	118
2012 Vote: Didn't Vote	41%	(217)	13%	(66)	46%	(242)	525
4-Region: Northeast	56%	(111)	12%	(24)	32%	(64)	199
4-Region: Midwest	40%	(51)	13%	(17)	47%	(60)	128
4-Region: South	34%	(78)	10%	(23)	56%	(127)	229
4-Region: West	54%	(242)	11%	(47)	35%	(156)	445

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**Table MCFE16\_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
Asian Adults	48%	(482)	11%	(111)	41%	(407)	1000
Chinese	53%	(180)	12%	(40)	36%	(121)	341
Filipino	40%	(56)	9%	(13)	50%	(70)	138
Indian	44%	(46)	15%	(16)	40%	(42)	104
Vietnamese	58%	(44)	5%	(4)	37%	(28)	75
Korean	53%	(49)	14%	(13)	33%	(30)	92
Japanese	49%	(66)	6%	(9)	45%	(60)	135
Other Asian	35%	(40)	15%	(17)	49%	(55)	112
Speaks only English at home	49%	(274)	9%	(51)	42%	(233)	558
Speaks mostly English at home	53%	(134)	14%	(36)	33%	(82)	253
Speaks both English and other language at home	54%	(53)	10%	(10)	36%	(36)	98
Speaks mostly other language at home	27%	(20)	14%	(11)	59%	(45)	77
Trump supporter	26%	(60)	11%	(25)	63%	(144)	229
Biden supporter	59%	(353)	13%	(75)	28%	(167)	595
Sports fans	50%	(341)	11%	(78)	38%	(260)	679
Avid sports fans	48%	(91)	16%	(30)	36%	(69)	190
Sports fans, Age: 18-34	53%	(100)	11%	(20)	36%	(67)	187
Sports fans, Age: 35-44	42%	(63)	11%	(16)	47%	(71)	150
Sports fans, Age: 45-64	50%	(118)	12%	(28)	38%	(90)	236
Sports fans, Age: 65+	57%	(61)	13%	(14)	30%	(32)	107
Movie studios should diversify teams	60%	(429)	9%	(65)	31%	(219)	713
Movie studios should diversify stories	61%	(390)	9%	(60)	29%	(185)	635
Concerned about Covid	51%	(464)	11%	(102)	38%	(347)	913
No experience with Covid	40%	(208)	11%	(57)	49%	(254)	518
Health care major factor for election	54%	(385)	11%	(81)	34%	(242)	708
Social media users	48%	(459)	12%	(110)	40%	(382)	951
WhatsApp users	50%	(177)	13%	(45)	37%	(130)	352
WeChat users	42%	(73)	18%	(31)	40%	(69)	173
Social media news source at least once a week	49%	(319)	12%	(78)	40%	(260)	657

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

**Table MCFE16\_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
Asian Adults	34%	(335)	8%	(80)	59% (585)	1000
Gender: Male	31%	(147)	8%	(39)	60% (284)	470
Gender: Female	35%	(188)	8%	(41)	57% (301)	530
Age: 18-34	35%	(113)	9%	(29)	55% (177)	320
Age: 35-44	37%	(69)	7%	(14)	56% (104)	186
Age: 45-64	30%	(100)	9%	(31)	61% (205)	335
Age: 65+	33%	(53)	4%	(6)	63% (99)	158
GenZers: 1997-2012	40%	(56)	11%	(15)	50% (71)	142
Millennials: 1981-1996	34%	(97)	8%	(23)	58% (166)	286
GenXers: 1965-1980	32%	(93)	8%	(23)	60% (174)	289
Baby Boomers: 1946-1964	32%	(82)	7%	(17)	61% (156)	255
PID: Dem (no lean)	46%	(183)	8%	(33)	46% (186)	402
PID: Ind (no lean)	28%	(105)	8%	(28)	64% (235)	368
PID: Rep (no lean)	21%	(48)	8%	(18)	71% (164)	230
PID/Gender: Dem Men	43%	(71)	8%	(14)	49% (81)	167
PID/Gender: Dem Women	47%	(112)	8%	(19)	45% (105)	235
PID/Gender: Ind Men	30%	(52)	8%	(14)	62% (110)	176
PID/Gender: Ind Women	27%	(53)	7%	(14)	65% (126)	193
PID/Gender: Rep Men	18%	(24)	9%	(11)	73% (93)	128
PID/Gender: Rep Women	23%	(24)	7%	(8)	69% (71)	102
Ideo: Liberal (1-3)	50%	(151)	7%	(21)	43% (132)	304
Ideo: Moderate (4)	30%	(112)	9%	(35)	61% (225)	372
Ideo: Conservative (5-7)	25%	(59)	8%	(18)	68% (164)	241
Educ: < College	29%	(123)	10%	(40)	61% (257)	420
Educ: Bachelors degree	37%	(122)	5%	(15)	58% (193)	330
Educ: Post-grad	36%	(91)	10%	(24)	54% (135)	250
Income: Under 50k	31%	(128)	10%	(43)	59% (242)	412
Income: 50k-100k	34%	(103)	7%	(21)	59% (179)	303
Income: 100k+	36%	(104)	5%	(15)	58% (165)	284
Ethnicity: Other	34%	(335)	8%	(80)	59% (585)	1000

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**Table MCFE16\_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
Asian Adults	34%	(335)	8%	(80)	59%	(585)	1000
All Christian	32%	(100)	6%	(20)	62%	(197)	317
All Non-Christian	34%	(81)	13%	(31)	53%	(126)	239
Atheist	32%	(21)	10%	(7)	58%	(38)	67
Agnostic/Nothing in particular	38%	(108)	7%	(19)	56%	(160)	288
Something Else	27%	(24)	3%	(3)	70%	(63)	90
Religious Non-Protestant/Catholic	34%	(84)	13%	(31)	53%	(128)	244
Evangelical	32%	(47)	5%	(7)	64%	(94)	148
Non-Evangelical	29%	(74)	6%	(16)	65%	(163)	252
Community: Urban	35%	(114)	11%	(37)	54%	(178)	329
Community: Suburban	34%	(199)	6%	(34)	61%	(358)	591
Community: Rural	28%	(22)	10%	(8)	62%	(49)	79
Employ: Private Sector	33%	(124)	8%	(30)	59%	(226)	380
Employ: Government	40%	(23)	13%	(8)	47%	(27)	57
Employ: Self-Employed	36%	(28)	12%	(9)	53%	(42)	80
Employ: Homemaker	23%	(18)	4%	(4)	73%	(58)	80
Employ: Student	39%	(36)	7%	(7)	54%	(50)	93
Employ: Retired	30%	(47)	5%	(8)	65%	(104)	159
Employ: Unemployed	39%	(51)	9%	(12)	53%	(69)	131
Military HH: Yes	35%	(24)	3%	(2)	62%	(42)	68
Military HH: No	33%	(311)	8%	(77)	58%	(543)	932
RD/WT: Right Direction	23%	(49)	10%	(22)	67%	(147)	218
RD/WT: Wrong Track	37%	(286)	7%	(58)	56%	(439)	782
Trump Job Approve	22%	(52)	8%	(20)	70%	(169)	241
Trump Job Disapprove	39%	(278)	8%	(57)	52%	(370)	705
Trump Job Strongly Approve	19%	(21)	9%	(10)	72%	(80)	112
Trump Job Somewhat Approve	24%	(31)	7%	(10)	69%	(89)	130
Trump Job Somewhat Disapprove	32%	(62)	8%	(15)	61%	(119)	196
Trump Job Strongly Disapprove	42%	(216)	8%	(42)	49%	(251)	509

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**Table MCFE16\_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
Asian Adults	34%	(335)	8%	(80)	59%	(585)	1000
Favorable of Trump	18%	(47)	7%	(19)	74%	(190)	256
Unfavorable of Trump	41%	(281)	8%	(57)	51%	(349)	687
Very Favorable of Trump	17%	(19)	11%	(12)	72%	(82)	113
Somewhat Favorable of Trump	19%	(28)	5%	(7)	76%	(108)	142
Somewhat Unfavorable of Trump	34%	(50)	11%	(16)	55%	(80)	146
Very Unfavorable of Trump	43%	(231)	8%	(41)	50%	(269)	540
#1 Issue: Economy	31%	(124)	7%	(29)	62%	(251)	404
#1 Issue: Security	21%	(14)	5%	(3)	75%	(50)	66
#1 Issue: Health Care	36%	(95)	8%	(21)	56%	(148)	264
#1 Issue: Medicare / Social Security	32%	(26)	9%	(7)	59%	(47)	80
#1 Issue: Women's Issues	40%	(20)	10%	(5)	51%	(26)	51
#1 Issue: Other	35%	(22)	13%	(8)	52%	(33)	63
2018 House Vote: Democrat	43%	(142)	9%	(30)	48%	(161)	333
2018 House Vote: Republican	22%	(33)	9%	(14)	69%	(104)	152
2016 Vote: Hillary Clinton	42%	(140)	9%	(31)	49%	(166)	337
2016 Vote: Donald Trump	18%	(32)	10%	(18)	72%	(126)	176
2016 Vote: Didn't Vote	33%	(149)	7%	(31)	60%	(274)	454
Voted in 2014: Yes	35%	(146)	9%	(39)	55%	(230)	415
Voted in 2014: No	32%	(189)	7%	(41)	61%	(355)	585
2012 Vote: Barack Obama	41%	(137)	9%	(30)	50%	(169)	335
2012 Vote: Mitt Romney	20%	(24)	5%	(6)	74%	(88)	118
2012 Vote: Didn't Vote	32%	(167)	8%	(43)	60%	(315)	525
4-Region: Northeast	40%	(80)	10%	(20)	50%	(99)	199
4-Region: Midwest	27%	(35)	7%	(9)	65%	(83)	128
4-Region: South	24%	(54)	6%	(13)	70%	(161)	229
4-Region: West	37%	(166)	8%	(36)	55%	(243)	445

Continued on next page

**Table MCFE16\_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
Asian Adults	34%	(335)	8%	(80)	59%	(585)	1000
Chinese	34%	(114)	7%	(25)	59%	(202)	341
Filipino	28%	(39)	8%	(11)	64%	(88)	138
Indian	33%	(34)	12%	(12)	56%	(58)	104
Vietnamese	36%	(27)	14%	(11)	50%	(37)	75
Korean	39%	(36)	9%	(8)	52%	(48)	92
Japanese	33%	(44)	3%	(4)	64%	(86)	135
Other Asian	35%	(39)	8%	(9)	57%	(64)	112
Speaks only English at home	31%	(172)	8%	(47)	61%	(339)	558
Speaks mostly English at home	42%	(105)	10%	(25)	48%	(122)	253
Speaks both English and other language at home	43%	(42)	3%	(3)	54%	(53)	98
Speaks mostly other language at home	19%	(15)	5%	(4)	76%	(59)	77
Trump supporter	20%	(47)	7%	(16)	72%	(166)	229
Biden supporter	43%	(254)	9%	(52)	49%	(290)	595
Sports fans	36%	(246)	8%	(58)	55%	(375)	679
Avid sports fans	40%	(76)	9%	(16)	51%	(97)	190
Sports fans, Age: 18-34	42%	(79)	11%	(20)	47%	(88)	187
Sports fans, Age: 35-44	37%	(55)	5%	(8)	58%	(87)	150
Sports fans, Age: 45-64	30%	(71)	10%	(24)	60%	(141)	236
Sports fans, Age: 65+	39%	(41)	6%	(6)	56%	(60)	107
Movie studios should diversify teams	41%	(293)	7%	(50)	52%	(370)	713
Movie studios should diversify stories	43%	(274)	8%	(52)	49%	(308)	635
Concerned about Covid	36%	(328)	8%	(70)	56%	(516)	913
No experience with Covid	29%	(149)	7%	(36)	64%	(334)	518
Health care major factor for election	36%	(258)	8%	(57)	55%	(393)	708
Social media users	34%	(319)	8%	(77)	58%	(555)	951
WhatsApp users	37%	(131)	10%	(35)	53%	(185)	352
WeChat users	34%	(59)	9%	(16)	57%	(98)	173
Social media news source at least once a week	34%	(223)	9%	(59)	57%	(375)	657

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



**Table MCFE16\_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
Asian Adults	12%	(125)	19%	(187)	69%	(689)	1000
Gender: Male	13%	(60)	18%	(83)	70%	(328)	470
Gender: Female	12%	(65)	20%	(104)	68%	(361)	530
Age: 18-34	16%	(51)	17%	(53)	68%	(216)	320
Age: 35-44	15%	(28)	19%	(35)	66%	(123)	186
Age: 45-64	10%	(34)	19%	(65)	71%	(237)	335
Age: 65+	8%	(12)	21%	(33)	72%	(113)	158
GenZers: 1997-2012	14%	(20)	18%	(25)	68%	(97)	142
Millennials: 1981-1996	17%	(49)	18%	(52)	65%	(185)	286
GenXers: 1965-1980	11%	(31)	18%	(53)	71%	(204)	289
Baby Boomers: 1946-1964	8%	(20)	22%	(55)	71%	(180)	255
PID: Dem (no lean)	13%	(53)	27%	(107)	60%	(242)	402
PID: Ind (no lean)	12%	(45)	13%	(49)	75%	(274)	368
PID: Rep (no lean)	12%	(27)	13%	(31)	75%	(172)	230
PID/Gender: Dem Men	12%	(21)	23%	(39)	64%	(107)	167
PID/Gender: Dem Women	14%	(32)	29%	(69)	57%	(135)	235
PID/Gender: Ind Men	16%	(28)	13%	(23)	71%	(125)	176
PID/Gender: Ind Women	9%	(17)	14%	(26)	77%	(149)	193
PID/Gender: Rep Men	9%	(11)	17%	(22)	74%	(95)	128
PID/Gender: Rep Women	16%	(16)	9%	(9)	76%	(77)	102
Ideo: Liberal (1-3)	15%	(47)	26%	(80)	58%	(178)	304
Ideo: Moderate (4)	13%	(48)	17%	(63)	70%	(261)	372
Ideo: Conservative (5-7)	11%	(27)	15%	(36)	74%	(179)	241
Educ: < College	13%	(53)	13%	(55)	74%	(312)	420
Educ: Bachelors degree	10%	(32)	20%	(67)	70%	(231)	330
Educ: Post-grad	16%	(39)	26%	(65)	58%	(146)	250
Income: Under 50k	14%	(59)	14%	(58)	72%	(295)	412
Income: 50k-100k	14%	(43)	20%	(61)	66%	(200)	303
Income: 100k+	8%	(23)	24%	(68)	68%	(194)	284
Ethnicity: Other	12%	(125)	19%	(187)	69%	(689)	1000

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**Table MCFE16\_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
Asian Adults	12%	(125)	19%	(187)	69%	(689)	1000
All Christian	13%	(42)	17%	(55)	70%	(221)	317
All Non-Christian	17%	(42)	18%	(43)	65%	(154)	239
Atheist	5%	(3)	29%	(19)	66%	(44)	67
Agnostic/Nothing in particular	11%	(32)	21%	(61)	68%	(194)	288
Something Else	7%	(6)	9%	(9)	84%	(76)	90
Religious Non-Protestant/Catholic	18%	(44)	18%	(43)	64%	(157)	244
Evangelical	13%	(19)	14%	(20)	74%	(109)	148
Non-Evangelical	10%	(26)	17%	(42)	73%	(185)	252
Community: Urban	16%	(52)	18%	(60)	66%	(217)	329
Community: Suburban	10%	(62)	20%	(116)	70%	(414)	591
Community: Rural	15%	(11)	13%	(10)	73%	(57)	79
Employ: Private Sector	12%	(46)	18%	(68)	70%	(266)	380
Employ: Government	24%	(14)	14%	(8)	62%	(35)	57
Employ: Self-Employed	18%	(14)	19%	(15)	63%	(50)	80
Employ: Homemaker	11%	(9)	11%	(9)	78%	(63)	80
Employ: Student	13%	(12)	21%	(20)	66%	(61)	93
Employ: Retired	4%	(7)	25%	(39)	71%	(113)	159
Employ: Unemployed	14%	(19)	18%	(24)	68%	(89)	131
Military HH: Yes	11%	(8)	19%	(13)	70%	(48)	68
Military HH: No	13%	(117)	19%	(174)	69%	(641)	932
RD/WT: Right Direction	18%	(39)	10%	(21)	72%	(158)	218
RD/WT: Wrong Track	11%	(86)	21%	(165)	68%	(531)	782
Trump Job Approve	17%	(40)	8%	(20)	75%	(181)	241
Trump Job Disapprove	12%	(83)	23%	(164)	65%	(457)	705
Trump Job Strongly Approve	14%	(16)	11%	(12)	75%	(83)	112
Trump Job Somewhat Approve	18%	(24)	6%	(8)	75%	(98)	130
Trump Job Somewhat Disapprove	13%	(25)	12%	(24)	75%	(147)	196
Trump Job Strongly Disapprove	11%	(58)	28%	(141)	61%	(311)	509

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**Table MCFE16\_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
Asian Adults	12%	(125)	19%	(187)	69%	(689)	1000
Favorable of Trump	15%	(39)	8%	(19)	77%	(198)	256
Unfavorable of Trump	12%	(82)	24%	(164)	64%	(440)	687
Very Favorable of Trump	19%	(22)	7%	(8)	74%	(83)	113
Somewhat Favorable of Trump	12%	(17)	8%	(11)	80%	(114)	142
Somewhat Unfavorable of Trump	13%	(19)	14%	(20)	73%	(107)	146
Very Unfavorable of Trump	12%	(63)	27%	(145)	62%	(333)	540
#1 Issue: Economy	13%	(52)	16%	(66)	71%	(286)	404
#1 Issue: Security	6%	(4)	13%	(8)	81%	(54)	66
#1 Issue: Health Care	13%	(34)	20%	(53)	67%	(177)	264
#1 Issue: Medicare / Social Security	9%	(7)	17%	(13)	75%	(60)	80
#1 Issue: Women's Issues	9%	(4)	32%	(16)	59%	(30)	51
#1 Issue: Other	9%	(5)	19%	(12)	73%	(46)	63
2018 House Vote: Democrat	10%	(34)	27%	(89)	63%	(209)	333
2018 House Vote: Republican	14%	(21)	14%	(21)	72%	(109)	152
2016 Vote: Hillary Clinton	11%	(38)	27%	(90)	62%	(208)	337
2016 Vote: Donald Trump	12%	(21)	13%	(22)	75%	(132)	176
2016 Vote: Didn't Vote	13%	(61)	15%	(67)	72%	(326)	454
Voted in 2014: Yes	11%	(45)	23%	(94)	67%	(276)	415
Voted in 2014: No	14%	(80)	16%	(93)	70%	(412)	585
2012 Vote: Barack Obama	11%	(38)	23%	(77)	66%	(220)	335
2012 Vote: Mitt Romney	11%	(13)	16%	(19)	73%	(86)	118
2012 Vote: Didn't Vote	14%	(73)	16%	(85)	70%	(367)	525
4-Region: Northeast	16%	(32)	22%	(44)	61%	(122)	199
4-Region: Midwest	11%	(14)	15%	(19)	74%	(95)	128
4-Region: South	9%	(21)	15%	(34)	76%	(173)	229
4-Region: West	13%	(58)	20%	(89)	67%	(299)	445

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**Table MCFE16\_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
Asian Adults	12%	(125)	19%	(187)	69% (689)	1000
Chinese	8%	(28)	22%	(75)	70% (237)	341
Filipino	16%	(23)	13%	(19)	70% (97)	138
Indian	16%	(17)	20%	(21)	64% (66)	104
Vietnamese	16%	(12)	27%	(21)	57% (43)	75
Korean	7%	(6)	27%	(25)	66% (61)	92
Japanese	14%	(19)	15%	(20)	71% (95)	135
Other Asian	17%	(19)	5%	(5)	78% (87)	112
Speaks only English at home	10%	(56)	18%	(100)	72% (402)	558
Speaks mostly English at home	15%	(38)	25%	(62)	60% (153)	253
Speaks both English and other language at home	18%	(18)	19%	(18)	63% (62)	98
Speaks mostly other language at home	15%	(11)	8%	(6)	78% (60)	77
Trump supporter	15%	(34)	9%	(22)	76% (174)	229
Biden supporter	13%	(77)	25%	(147)	62% (372)	595
Sports fans	13%	(90)	21%	(141)	66% (448)	679
Avid sports fans	21%	(39)	20%	(38)	59% (112)	190
Sports fans, Age: 18-34	20%	(38)	20%	(37)	60% (111)	187
Sports fans, Age: 35-44	13%	(20)	18%	(27)	68% (102)	150
Sports fans, Age: 45-64	9%	(21)	21%	(50)	70% (165)	236
Sports fans, Age: 65+	10%	(11)	25%	(26)	65% (70)	107
Movie studios should diversify teams	13%	(96)	21%	(151)	65% (467)	713
Movie studios should diversify stories	14%	(87)	24%	(150)	63% (398)	635
Concerned about Covid	13%	(120)	19%	(176)	68% (617)	913
No experience with Covid	11%	(55)	15%	(80)	74% (383)	518
Health care major factor for election	12%	(87)	20%	(144)	67% (477)	708
Social media users	13%	(123)	19%	(176)	69% (652)	951
WhatsApp users	17%	(60)	17%	(61)	66% (231)	352
WeChat users	15%	(27)	16%	(28)	69% (118)	173
Social media news source at least once a week	14%	(95)	17%	(114)	68% (448)	657

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

**Table MCFE16\_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
Asian Adults	48%	(476)	12%	(118)	41%	(406)	1000
Gender: Male	41%	(194)	12%	(56)	47%	(220)	470
Gender: Female	53%	(282)	12%	(62)	35%	(186)	530
Age: 18-34	49%	(158)	10%	(32)	41%	(131)	320
Age: 35-44	43%	(81)	14%	(26)	43%	(80)	186
Age: 45-64	46%	(155)	13%	(45)	40%	(136)	335
Age: 65+	52%	(83)	10%	(16)	38%	(60)	158
GenZers: 1997-2012	55%	(77)	7%	(11)	38%	(54)	142
Millennials: 1981-1996	46%	(132)	12%	(34)	42%	(120)	286
GenXers: 1965-1980	44%	(127)	13%	(38)	43%	(124)	289
Baby Boomers: 1946-1964	52%	(133)	11%	(29)	37%	(93)	255
PID: Dem (no lean)	63%	(255)	13%	(52)	24%	(95)	402
PID: Ind (no lean)	40%	(147)	11%	(41)	49%	(180)	368
PID: Rep (no lean)	32%	(75)	11%	(24)	57%	(131)	230
PID/Gender: Dem Men	57%	(96)	10%	(17)	32%	(54)	167
PID/Gender: Dem Women	68%	(159)	15%	(36)	17%	(41)	235
PID/Gender: Ind Men	36%	(64)	13%	(23)	51%	(89)	176
PID/Gender: Ind Women	43%	(84)	10%	(19)	47%	(90)	193
PID/Gender: Rep Men	27%	(35)	13%	(17)	60%	(77)	128
PID/Gender: Rep Women	39%	(40)	7%	(7)	54%	(55)	102
Ideo: Liberal (1-3)	68%	(208)	9%	(29)	22%	(68)	304
Ideo: Moderate (4)	46%	(172)	13%	(49)	41%	(152)	372
Ideo: Conservative (5-7)	32%	(77)	13%	(31)	55%	(134)	241
Educ: < College	38%	(159)	14%	(57)	49%	(204)	420
Educ: Bachelors degree	55%	(181)	10%	(32)	35%	(117)	330
Educ: Post-grad	54%	(136)	12%	(29)	34%	(85)	250
Income: Under 50k	41%	(169)	14%	(59)	45%	(184)	412
Income: 50k-100k	48%	(147)	11%	(34)	40%	(123)	303
Income: 100k+	56%	(160)	9%	(25)	35%	(99)	284
Ethnicity: Other	48%	(476)	12%	(118)	41%	(406)	1000

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**Table MCFE16\_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
Asian Adults	48%	(476)	12%	(118)	41%	(406)	1000
All Christian	46%	(145)	13%	(41)	41%	(131)	317
All Non-Christian	42%	(100)	16%	(38)	43%	(102)	239
Atheist	56%	(38)	8%	(5)	36%	(24)	67
Agnostic/Nothing in particular	57%	(163)	9%	(27)	34%	(98)	288
Something Else	35%	(31)	8%	(7)	57%	(52)	90
Religious Non-Protestant/Catholic	41%	(100)	16%	(40)	42%	(103)	244
Evangelical	37%	(55)	14%	(21)	49%	(72)	148
Non-Evangelical	48%	(120)	10%	(25)	42%	(107)	252
Community: Urban	44%	(147)	16%	(54)	39%	(129)	329
Community: Suburban	51%	(304)	9%	(55)	39%	(232)	591
Community: Rural	32%	(25)	13%	(10)	55%	(44)	79
Employ: Private Sector	46%	(175)	13%	(48)	41%	(156)	380
Employ: Government	53%	(30)	9%	(5)	37%	(21)	57
Employ: Self-Employed	43%	(34)	12%	(10)	45%	(36)	80
Employ: Homemaker	34%	(27)	17%	(13)	50%	(40)	80
Employ: Student	60%	(56)	5%	(5)	34%	(32)	93
Employ: Retired	51%	(82)	12%	(19)	37%	(59)	159
Employ: Unemployed	47%	(61)	11%	(14)	43%	(56)	131
Military HH: Yes	50%	(34)	3%	(2)	46%	(32)	68
Military HH: No	47%	(442)	12%	(116)	40%	(374)	932
RD/WT: Right Direction	26%	(58)	16%	(35)	58%	(126)	218
RD/WT: Wrong Track	54%	(419)	11%	(84)	36%	(280)	782
Trump Job Approve	26%	(62)	15%	(35)	60%	(144)	241
Trump Job Disapprove	58%	(408)	11%	(76)	31%	(221)	705
Trump Job Strongly Approve	24%	(27)	15%	(16)	62%	(69)	112
Trump Job Somewhat Approve	27%	(35)	15%	(19)	58%	(75)	130
Trump Job Somewhat Disapprove	45%	(87)	12%	(23)	44%	(86)	196
Trump Job Strongly Disapprove	63%	(320)	11%	(54)	27%	(135)	509

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**Table MCFE16\_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
Asian Adults	48%	(476)	12%	(118)	41%	(406)	1000
Favorable of Trump	23%	(58)	14%	(37)	63%	(161)	256
Unfavorable of Trump	59%	(406)	11%	(73)	30%	(208)	687
Very Favorable of Trump	22%	(25)	17%	(19)	61%	(69)	113
Somewhat Favorable of Trump	23%	(33)	12%	(18)	64%	(91)	142
Somewhat Unfavorable of Trump	45%	(65)	10%	(14)	46%	(67)	146
Very Unfavorable of Trump	63%	(340)	11%	(59)	26%	(142)	540
#1 Issue: Economy	45%	(181)	10%	(41)	45%	(182)	404
#1 Issue: Security	30%	(20)	11%	(7)	59%	(39)	66
#1 Issue: Health Care	51%	(135)	15%	(40)	34%	(89)	264
#1 Issue: Medicare / Social Security	41%	(33)	13%	(10)	46%	(37)	80
#1 Issue: Women's Issues	65%	(33)	10%	(5)	25%	(12)	51
#1 Issue: Other	50%	(32)	6%	(4)	43%	(27)	63
2018 House Vote: Democrat	62%	(207)	12%	(40)	26%	(86)	333
2018 House Vote: Republican	38%	(57)	11%	(16)	51%	(78)	152
2016 Vote: Hillary Clinton	61%	(207)	12%	(41)	26%	(88)	337
2016 Vote: Donald Trump	31%	(55)	11%	(19)	58%	(101)	176
2016 Vote: Didn't Vote	43%	(193)	12%	(54)	46%	(207)	454
Voted in 2014: Yes	54%	(222)	12%	(48)	35%	(145)	415
Voted in 2014: No	43%	(254)	12%	(70)	45%	(261)	585
2012 Vote: Barack Obama	61%	(205)	12%	(39)	27%	(91)	335
2012 Vote: Mitt Romney	38%	(45)	7%	(8)	55%	(65)	118
2012 Vote: Didn't Vote	41%	(216)	13%	(68)	46%	(240)	525
4-Region: Northeast	52%	(104)	14%	(28)	34%	(67)	199
4-Region: Midwest	41%	(53)	13%	(17)	46%	(59)	128
4-Region: South	36%	(81)	11%	(24)	54%	(123)	229
4-Region: West	54%	(239)	11%	(49)	35%	(157)	445

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**Table MCFE16\_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
Asian Adults	48%	(476)	12%	(118)	41%	(406)	1000
Chinese	54%	(184)	11%	(38)	35%	(119)	341
Filipino	41%	(56)	8%	(11)	51%	(71)	138
Indian	46%	(48)	15%	(16)	39%	(40)	104
Vietnamese	50%	(38)	12%	(9)	39%	(29)	75
Korean	58%	(54)	13%	(12)	28%	(26)	92
Japanese	45%	(60)	10%	(13)	45%	(61)	135
Other Asian	32%	(36)	18%	(20)	50%	(56)	112
Speaks only English at home	48%	(270)	9%	(50)	43%	(238)	558
Speaks mostly English at home	52%	(132)	14%	(36)	34%	(85)	253
Speaks both English and other language at home	51%	(50)	13%	(13)	36%	(35)	98
Speaks mostly other language at home	31%	(24)	13%	(10)	56%	(43)	77
Trump supporter	26%	(59)	14%	(33)	60%	(138)	229
Biden supporter	59%	(352)	12%	(69)	29%	(174)	595
Sports fans	50%	(341)	13%	(88)	37%	(251)	679
Avid sports fans	47%	(89)	14%	(27)	39%	(74)	190
Sports fans, Age: 18-34	52%	(97)	13%	(24)	35%	(65)	187
Sports fans, Age: 35-44	41%	(62)	14%	(20)	45%	(68)	150
Sports fans, Age: 45-64	50%	(119)	11%	(27)	38%	(90)	236
Sports fans, Age: 65+	59%	(63)	15%	(16)	26%	(28)	107
Movie studios should diversify teams	60%	(429)	9%	(64)	31%	(221)	713
Movie studios should diversify stories	62%	(393)	10%	(61)	28%	(181)	635
Concerned about Covid	50%	(459)	12%	(107)	38%	(347)	913
No experience with Covid	40%	(208)	12%	(60)	48%	(250)	518
Health care major factor for election	53%	(378)	12%	(85)	35%	(245)	708
Social media users	48%	(456)	12%	(115)	40%	(380)	951
WhatsApp users	51%	(180)	13%	(44)	36%	(127)	352
WeChat users	41%	(71)	17%	(30)	42%	(72)	173
Social media news source at least once a week	49%	(322)	13%	(87)	38%	(248)	657

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



**Table MCFE17\_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
Asian Adults	12%	(120)	31%	(307)	57%	(573)	1000
Gender: Male	14%	(66)	29%	(138)	57%	(266)	470
Gender: Female	10%	(55)	32%	(169)	58%	(306)	530
Age: 18-34	11%	(34)	39%	(123)	51%	(163)	320
Age: 35-44	18%	(33)	27%	(50)	55%	(103)	186
Age: 45-64	11%	(36)	27%	(91)	62%	(208)	335
Age: 65+	11%	(17)	27%	(43)	62%	(98)	158
GenZers: 1997-2012	10%	(14)	37%	(52)	53%	(75)	142
Millennials: 1981-1996	13%	(37)	36%	(103)	51%	(146)	286
GenXers: 1965-1980	14%	(40)	26%	(75)	60%	(174)	289
Baby Boomers: 1946-1964	7%	(18)	29%	(74)	64%	(162)	255
PID: Dem (no lean)	12%	(48)	43%	(171)	46%	(183)	402
PID: Ind (no lean)	11%	(42)	25%	(94)	63%	(232)	368
PID: Rep (no lean)	13%	(30)	18%	(42)	69%	(158)	230
PID/Gender: Dem Men	12%	(21)	43%	(71)	45%	(75)	167
PID/Gender: Dem Women	12%	(27)	42%	(100)	46%	(108)	235
PID/Gender: Ind Men	15%	(26)	23%	(40)	62%	(109)	176
PID/Gender: Ind Women	9%	(17)	28%	(53)	64%	(123)	193
PID/Gender: Rep Men	15%	(20)	20%	(26)	64%	(82)	128
PID/Gender: Rep Women	11%	(11)	15%	(16)	74%	(76)	102
Ideo: Liberal (1-3)	15%	(45)	45%	(138)	40%	(122)	304
Ideo: Moderate (4)	12%	(43)	27%	(101)	61%	(228)	372
Ideo: Conservative (5-7)	8%	(20)	22%	(52)	70%	(169)	241
Educ: < College	13%	(55)	26%	(108)	61%	(256)	420
Educ: Bachelors degree	10%	(33)	34%	(111)	56%	(186)	330
Educ: Post-grad	13%	(32)	35%	(87)	52%	(131)	250
Income: Under 50k	14%	(57)	28%	(116)	58%	(240)	412
Income: 50k-100k	13%	(38)	29%	(89)	58%	(177)	303
Income: 100k+	9%	(26)	36%	(102)	55%	(156)	284
Ethnicity: Other	12%	(120)	31%	(307)	57%	(573)	1000

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**Table MCFE17\_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
Asian Adults	12%	(120)	31%	(307)	57%	(573)	1000
All Christian	13%	(40)	26%	(81)	62%	(196)	317
All Non-Christian	17%	(41)	31%	(74)	52%	(124)	239
Atheist	4%	(3)	40%	(27)	56%	(37)	67
Agnostic/Nothing in particular	11%	(33)	37%	(105)	52%	(150)	288
Something Else	5%	(5)	21%	(19)	73%	(66)	90
Religious Non-Protestant/Catholic	17%	(42)	31%	(75)	52%	(126)	244
Evangelical	13%	(20)	20%	(30)	67%	(99)	148
Non-Evangelical	9%	(22)	28%	(70)	63%	(160)	252
Community: Urban	14%	(45)	26%	(85)	60%	(199)	329
Community: Suburban	10%	(61)	34%	(201)	56%	(329)	591
Community: Rural	18%	(14)	26%	(21)	56%	(44)	79
Employ: Private Sector	15%	(55)	31%	(117)	55%	(208)	380
Employ: Government	12%	(7)	34%	(20)	54%	(31)	57
Employ: Self-Employed	14%	(11)	33%	(26)	53%	(42)	80
Employ: Homemaker	11%	(9)	19%	(15)	70%	(56)	80
Employ: Student	3%	(3)	47%	(43)	50%	(47)	93
Employ: Retired	8%	(13)	27%	(42)	65%	(104)	159
Employ: Unemployed	15%	(20)	28%	(37)	57%	(75)	131
Military HH: Yes	6%	(4)	34%	(23)	60%	(41)	68
Military HH: No	12%	(116)	30%	(283)	57%	(532)	932
RD/WT: Right Direction	23%	(50)	16%	(36)	61%	(132)	218
RD/WT: Wrong Track	9%	(70)	35%	(271)	56%	(441)	782
Trump Job Approve	16%	(39)	15%	(35)	69%	(168)	241
Trump Job Disapprove	11%	(76)	38%	(265)	52%	(363)	705
Trump Job Strongly Approve	15%	(17)	14%	(16)	71%	(79)	112
Trump Job Somewhat Approve	17%	(22)	15%	(19)	68%	(88)	130
Trump Job Somewhat Disapprove	10%	(19)	25%	(48)	66%	(129)	196
Trump Job Strongly Disapprove	11%	(57)	43%	(217)	46%	(235)	509

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**Table MCFE17\_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
Asian Adults	12%	(120)	31%	(307)	57%	(573)	1000
Favorable of Trump	15%	(38)	13%	(32)	73%	(186)	256
Unfavorable of Trump	11%	(74)	38%	(263)	51%	(350)	687
Very Favorable of Trump	16%	(18)	10%	(12)	74%	(83)	113
Somewhat Favorable of Trump	14%	(20)	14%	(20)	72%	(103)	142
Somewhat Unfavorable of Trump	10%	(15)	24%	(35)	65%	(96)	146
Very Unfavorable of Trump	11%	(58)	42%	(228)	47%	(254)	540
#1 Issue: Economy	10%	(41)	29%	(119)	60%	(244)	404
#1 Issue: Security	9%	(6)	15%	(10)	76%	(50)	66
#1 Issue: Health Care	15%	(41)	32%	(84)	53%	(139)	264
#1 Issue: Medicare / Social Security	14%	(11)	21%	(16)	65%	(52)	80
#1 Issue: Women's Issues	6%	(3)	52%	(26)	42%	(22)	51
#1 Issue: Other	11%	(7)	24%	(15)	66%	(41)	63
2018 House Vote: Democrat	11%	(37)	44%	(147)	45%	(149)	333
2018 House Vote: Republican	11%	(17)	17%	(26)	72%	(109)	152
2016 Vote: Hillary Clinton	11%	(37)	39%	(131)	50%	(168)	337
2016 Vote: Donald Trump	9%	(16)	22%	(38)	69%	(121)	176
2016 Vote: Didn't Vote	14%	(63)	28%	(125)	59%	(266)	454
Voted in 2014: Yes	11%	(46)	35%	(145)	54%	(224)	415
Voted in 2014: No	13%	(75)	28%	(162)	60%	(349)	585
2012 Vote: Barack Obama	11%	(38)	38%	(128)	51%	(170)	335
2012 Vote: Mitt Romney	9%	(10)	22%	(26)	70%	(82)	118
2012 Vote: Didn't Vote	13%	(70)	28%	(149)	58%	(306)	525
4-Region: Northeast	11%	(22)	33%	(66)	55%	(110)	199
4-Region: Midwest	12%	(15)	29%	(36)	60%	(77)	128
4-Region: South	9%	(20)	25%	(57)	66%	(151)	229
4-Region: West	14%	(63)	33%	(147)	53%	(235)	445

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**Table MCFE17\_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
Asian Adults	12%	(120)	31%	(307)	57%	(573)	1000
Chinese	11%	(37)	32%	(110)	57%	(194)	341
Filipino	13%	(17)	24%	(33)	63%	(87)	138
Indian	15%	(16)	29%	(30)	56%	(59)	104
Vietnamese	5%	(4)	50%	(37)	45%	(34)	75
Korean	8%	(7)	33%	(30)	59%	(54)	92
Japanese	10%	(14)	28%	(37)	62%	(83)	135
Other Asian	22%	(25)	25%	(28)	52%	(58)	112
Speaks only English at home	10%	(54)	28%	(159)	62%	(345)	558
Speaks mostly English at home	11%	(29)	38%	(97)	50%	(127)	253
Speaks both English and other language at home	13%	(13)	35%	(35)	52%	(51)	98
Speaks mostly other language at home	23%	(18)	19%	(15)	58%	(44)	77
Trump supporter	15%	(35)	13%	(30)	71%	(164)	229
Biden supporter	12%	(72)	39%	(235)	48%	(289)	595
Sports fans	11%	(77)	32%	(220)	56%	(382)	679
Avid sports fans	16%	(30)	36%	(68)	48%	(92)	190
Sports fans, Age: 18-34	11%	(20)	41%	(77)	48%	(89)	187
Sports fans, Age: 35-44	13%	(20)	27%	(40)	60%	(90)	150
Sports fans, Age: 45-64	9%	(21)	29%	(69)	62%	(145)	236
Sports fans, Age: 65+	14%	(15)	32%	(34)	54%	(58)	107
Movie studios should diversify teams	10%	(74)	37%	(260)	53%	(379)	713
Movie studios should diversify stories	11%	(70)	39%	(249)	50%	(315)	635
Concerned about Covid	13%	(114)	31%	(287)	56%	(513)	913
No experience with Covid	13%	(67)	24%	(125)	63%	(327)	518
Health care major factor for election	12%	(85)	34%	(244)	54%	(380)	708
Social media users	13%	(120)	31%	(295)	56%	(536)	951
WhatsApp users	13%	(45)	31%	(111)	56%	(197)	352
WeChat users	16%	(28)	27%	(46)	57%	(98)	173
Social media news source at least once a week	14%	(93)	30%	(200)	55%	(364)	657

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

**Table MCFE17\_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
Asian Adults	41%	(406)	13%	(131)	46%	(463)	1000
Gender: Male	37%	(176)	12%	(58)	50%	(236)	470
Gender: Female	44%	(231)	14%	(73)	43%	(226)	530
Age: 18-34	49%	(157)	12%	(38)	39%	(125)	320
Age: 35-44	38%	(72)	13%	(23)	49%	(91)	186
Age: 45-64	34%	(115)	15%	(49)	51%	(171)	335
Age: 65+	39%	(62)	13%	(21)	48%	(75)	158
GenZers: 1997-2012	54%	(76)	10%	(15)	36%	(51)	142
Millennials: 1981-1996	42%	(121)	13%	(37)	45%	(128)	286
GenXers: 1965-1980	36%	(104)	12%	(35)	52%	(151)	289
Baby Boomers: 1946-1964	40%	(101)	14%	(37)	46%	(117)	255
PID: Dem (no lean)	55%	(222)	14%	(57)	31%	(123)	402
PID: Ind (no lean)	37%	(135)	11%	(42)	52%	(191)	368
PID: Rep (no lean)	21%	(49)	14%	(33)	64%	(148)	230
PID/Gender: Dem Men	51%	(86)	11%	(19)	37%	(62)	167
PID/Gender: Dem Women	58%	(137)	16%	(38)	26%	(61)	235
PID/Gender: Ind Men	33%	(58)	14%	(25)	53%	(92)	176
PID/Gender: Ind Women	40%	(77)	9%	(17)	51%	(99)	193
PID/Gender: Rep Men	25%	(32)	11%	(14)	64%	(82)	128
PID/Gender: Rep Women	17%	(17)	18%	(19)	65%	(66)	102
Ideo: Liberal (1-3)	62%	(189)	14%	(42)	24%	(74)	304
Ideo: Moderate (4)	38%	(142)	12%	(44)	50%	(186)	372
Ideo: Conservative (5-7)	20%	(49)	17%	(42)	62%	(151)	241
Educ: < College	35%	(148)	14%	(59)	51%	(213)	420
Educ: Bachelors degree	45%	(150)	12%	(38)	43%	(142)	330
Educ: Post-grad	43%	(108)	14%	(34)	43%	(107)	250
Income: Under 50k	39%	(161)	13%	(54)	48%	(198)	412
Income: 50k-100k	40%	(121)	14%	(41)	46%	(141)	303
Income: 100k+	44%	(124)	13%	(37)	43%	(123)	284
Ethnicity: Other	41%	(406)	13%	(131)	46%	(463)	1000

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**Table MCFE17\_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
Asian Adults	41%	(406)	13%	(131)	46%	(463)	1000
All Christian	37%	(117)	13%	(40)	50%	(159)	317
All Non-Christian	36%	(87)	22%	(52)	42%	(100)	239
Atheist	44%	(30)	10%	(7)	45%	(30)	67
Agnostic/Nothing in particular	52%	(148)	8%	(23)	41%	(117)	288
Something Else	27%	(24)	11%	(10)	63%	(56)	90
Religious Non-Protestant/Catholic	36%	(88)	22%	(53)	42%	(103)	244
Evangelical	27%	(40)	14%	(20)	59%	(88)	148
Non-Evangelical	39%	(99)	11%	(29)	49%	(124)	252
Community: Urban	38%	(125)	16%	(54)	46%	(151)	329
Community: Suburban	43%	(256)	11%	(64)	46%	(271)	591
Community: Rural	32%	(25)	16%	(13)	52%	(41)	79
Employ: Private Sector	40%	(151)	14%	(52)	47%	(177)	380
Employ: Government	33%	(19)	16%	(9)	51%	(29)	57
Employ: Self-Employed	40%	(32)	17%	(14)	42%	(34)	80
Employ: Homemaker	34%	(27)	12%	(9)	55%	(44)	80
Employ: Student	54%	(50)	7%	(7)	39%	(37)	93
Employ: Retired	40%	(63)	13%	(21)	47%	(75)	159
Employ: Unemployed	41%	(53)	14%	(18)	45%	(59)	131
Military HH: Yes	42%	(28)	9%	(6)	49%	(33)	68
Military HH: No	41%	(378)	13%	(125)	46%	(429)	932
RD/WT: Right Direction	18%	(40)	24%	(53)	57%	(125)	218
RD/WT: Wrong Track	47%	(366)	10%	(78)	43%	(338)	782
Trump Job Approve	18%	(44)	21%	(50)	61%	(148)	241
Trump Job Disapprove	50%	(350)	11%	(78)	39%	(277)	705
Trump Job Strongly Approve	14%	(16)	23%	(26)	62%	(70)	112
Trump Job Somewhat Approve	22%	(28)	18%	(24)	60%	(78)	130
Trump Job Somewhat Disapprove	38%	(75)	8%	(17)	53%	(104)	196
Trump Job Strongly Disapprove	54%	(275)	12%	(61)	34%	(173)	509

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**Table MCFE17\_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
Asian Adults	41%	(406)	13%	(131)	46%	(463)	1000
Favorable of Trump	16%	(42)	18%	(47)	65%	(167)	256
Unfavorable of Trump	51%	(347)	12%	(79)	38%	(260)	687
Very Favorable of Trump	15%	(16)	21%	(24)	64%	(73)	113
Somewhat Favorable of Trump	18%	(25)	16%	(22)	66%	(95)	142
Somewhat Unfavorable of Trump	36%	(53)	12%	(18)	52%	(76)	146
Very Unfavorable of Trump	54%	(294)	11%	(62)	34%	(184)	540
#1 Issue: Economy	33%	(135)	13%	(51)	54%	(217)	404
#1 Issue: Security	23%	(15)	11%	(7)	66%	(44)	66
#1 Issue: Health Care	46%	(122)	16%	(42)	38%	(100)	264
#1 Issue: Medicare / Social Security	38%	(30)	12%	(9)	50%	(40)	80
#1 Issue: Women's Issues	64%	(32)	11%	(6)	25%	(13)	51
#1 Issue: Other	39%	(25)	17%	(11)	43%	(27)	63
2018 House Vote: Democrat	54%	(179)	14%	(47)	32%	(107)	333
2018 House Vote: Republican	20%	(30)	16%	(25)	64%	(97)	152
2016 Vote: Hillary Clinton	53%	(180)	13%	(44)	33%	(113)	337
2016 Vote: Donald Trump	15%	(27)	18%	(32)	67%	(117)	176
2016 Vote: Didn't Vote	40%	(182)	12%	(53)	48%	(219)	454
Voted in 2014: Yes	43%	(178)	13%	(54)	44%	(182)	415
Voted in 2014: No	39%	(228)	13%	(77)	48%	(281)	585
2012 Vote: Barack Obama	52%	(174)	13%	(42)	36%	(119)	335
2012 Vote: Mitt Romney	19%	(23)	14%	(16)	67%	(79)	118
2012 Vote: Didn't Vote	38%	(201)	14%	(72)	48%	(252)	525
4-Region: Northeast	47%	(94)	16%	(32)	37%	(73)	199
4-Region: Midwest	33%	(43)	15%	(19)	52%	(66)	128
4-Region: South	34%	(77)	12%	(28)	54%	(124)	229
4-Region: West	43%	(193)	12%	(53)	45%	(199)	445

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**Table MCFE17\_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
Asian Adults	41%	(406)	13%	(131)	46%	(463)	1000
Chinese	41%	(139)	14%	(49)	45%	(152)	341
Filipino	36%	(50)	8%	(11)	56%	(77)	138
Indian	38%	(40)	17%	(17)	45%	(47)	104
Vietnamese	47%	(36)	16%	(12)	36%	(27)	75
Korean	44%	(40)	11%	(10)	45%	(42)	92
Japanese	39%	(52)	10%	(13)	51%	(69)	135
Other Asian	43%	(48)	16%	(18)	41%	(46)	112
Speaks only English at home	39%	(219)	12%	(69)	48%	(270)	558
Speaks mostly English at home	49%	(123)	13%	(32)	39%	(97)	253
Speaks both English and other language at home	42%	(41)	15%	(15)	43%	(42)	98
Speaks mostly other language at home	30%	(23)	8%	(6)	62%	(48)	77
Trump supporter	16%	(36)	17%	(38)	68%	(155)	229
Biden supporter	51%	(306)	14%	(81)	35%	(209)	595
Sports fans	41%	(276)	14%	(95)	45%	(308)	679
Avid sports fans	42%	(79)	16%	(30)	42%	(80)	190
Sports fans, Age: 18-34	50%	(93)	14%	(25)	37%	(68)	187
Sports fans, Age: 35-44	35%	(53)	12%	(18)	53%	(79)	150
Sports fans, Age: 45-64	36%	(85)	14%	(32)	50%	(118)	236
Sports fans, Age: 65+	42%	(44)	19%	(20)	40%	(43)	107
Movie studios should diversify teams	50%	(354)	12%	(84)	39%	(275)	713
Movie studios should diversify stories	51%	(321)	12%	(74)	38%	(239)	635
Concerned about Covid	43%	(392)	13%	(119)	44%	(401)	913
No experience with Covid	32%	(168)	12%	(61)	56%	(289)	518
Health care major factor for election	47%	(330)	13%	(94)	40%	(284)	708
Social media users	40%	(384)	13%	(128)	46%	(439)	951
WhatsApp users	44%	(154)	15%	(52)	41%	(146)	352
WeChat users	33%	(56)	22%	(38)	46%	(79)	173
Social media news source at least once a week	41%	(269)	15%	(97)	44%	(291)	657

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



**Table MCFE17\_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
Asian Adults	58%	(578)	11%	(110)	31%	(312)	1000
Gender: Male	55%	(258)	13%	(60)	32%	(152)	470
Gender: Female	60%	(320)	9%	(50)	30%	(160)	530
Age: 18-34	59%	(189)	9%	(28)	32%	(103)	320
Age: 35-44	52%	(98)	11%	(20)	37%	(68)	186
Age: 45-64	56%	(189)	15%	(49)	29%	(98)	335
Age: 65+	64%	(102)	8%	(13)	27%	(43)	158
GenZers: 1997-2012	60%	(86)	5%	(6)	35%	(50)	142
Millennials: 1981-1996	57%	(162)	11%	(32)	32%	(92)	286
GenXers: 1965-1980	56%	(163)	13%	(39)	30%	(87)	289
Baby Boomers: 1946-1964	61%	(156)	11%	(28)	28%	(71)	255
PID: Dem (no lean)	70%	(281)	11%	(46)	19%	(75)	402
PID: Ind (no lean)	52%	(193)	10%	(35)	38%	(140)	368
PID: Rep (no lean)	46%	(105)	13%	(29)	42%	(97)	230
PID/Gender: Dem Men	70%	(117)	10%	(17)	19%	(32)	167
PID/Gender: Dem Women	69%	(163)	12%	(29)	18%	(43)	235
PID/Gender: Ind Men	48%	(84)	13%	(24)	39%	(68)	176
PID/Gender: Ind Women	57%	(109)	6%	(11)	38%	(72)	193
PID/Gender: Rep Men	44%	(56)	15%	(20)	41%	(52)	128
PID/Gender: Rep Women	47%	(48)	9%	(9)	44%	(45)	102
Ideo: Liberal (1-3)	73%	(223)	9%	(27)	18%	(54)	304
Ideo: Moderate (4)	57%	(211)	13%	(49)	30%	(112)	372
Ideo: Conservative (5-7)	49%	(118)	9%	(22)	42%	(101)	241
Educ: < College	49%	(207)	13%	(55)	38%	(158)	420
Educ: Bachelors degree	63%	(207)	10%	(33)	27%	(90)	330
Educ: Post-grad	66%	(164)	9%	(22)	25%	(63)	250
Income: Under 50k	54%	(221)	14%	(58)	32%	(133)	412
Income: 50k-100k	56%	(170)	10%	(31)	34%	(102)	303
Income: 100k+	66%	(187)	7%	(21)	27%	(77)	284
Ethnicity: Other	58%	(578)	11%	(110)	31%	(312)	1000

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**Table MCFE17\_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
Asian Adults	58%	(578)	11%	(110)	31%	(312)	1000
All Christian	57%	(179)	8%	(26)	35%	(112)	317
All Non-Christian	51%	(121)	16%	(37)	34%	(80)	239
Atheist	62%	(41)	10%	(7)	28%	(19)	67
Agnostic/Nothing in particular	66%	(189)	10%	(28)	25%	(71)	288
Something Else	52%	(47)	14%	(13)	34%	(31)	90
Religious Non-Protestant/Catholic	50%	(123)	16%	(39)	33%	(82)	244
Evangelical	49%	(72)	14%	(21)	37%	(55)	148
Non-Evangelical	60%	(152)	6%	(15)	34%	(85)	252
Community: Urban	55%	(180)	13%	(43)	32%	(107)	329
Community: Suburban	60%	(357)	10%	(60)	29%	(174)	591
Community: Rural	52%	(41)	9%	(7)	39%	(31)	79
Employ: Private Sector	58%	(219)	15%	(56)	27%	(104)	380
Employ: Government	58%	(33)	9%	(5)	33%	(19)	57
Employ: Self-Employed	62%	(50)	12%	(9)	26%	(21)	80
Employ: Homemaker	34%	(27)	13%	(11)	53%	(43)	80
Employ: Student	64%	(60)	2%	(2)	34%	(32)	93
Employ: Retired	65%	(103)	6%	(10)	29%	(47)	159
Employ: Unemployed	57%	(75)	11%	(15)	31%	(41)	131
Military HH: Yes	59%	(40)	4%	(3)	37%	(25)	68
Military HH: No	58%	(538)	12%	(107)	31%	(287)	932
RD/WT: Right Direction	38%	(82)	18%	(40)	44%	(96)	218
RD/WT: Wrong Track	63%	(496)	9%	(70)	28%	(216)	782
Trump Job Approve	43%	(103)	13%	(32)	44%	(106)	241
Trump Job Disapprove	66%	(463)	10%	(72)	24%	(170)	705
Trump Job Strongly Approve	40%	(45)	10%	(11)	50%	(56)	112
Trump Job Somewhat Approve	45%	(59)	16%	(21)	39%	(50)	130
Trump Job Somewhat Disapprove	54%	(105)	10%	(19)	37%	(72)	196
Trump Job Strongly Disapprove	70%	(358)	10%	(53)	19%	(98)	509

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**Table MCFE17\_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
Asian Adults	58%	(578)	11%	(110)	31%	(312)	1000
Favorable of Trump	40%	(102)	12%	(32)	48%	(122)	256
Unfavorable of Trump	67%	(460)	10%	(67)	23%	(159)	687
Very Favorable of Trump	37%	(42)	11%	(13)	51%	(58)	113
Somewhat Favorable of Trump	42%	(59)	13%	(19)	45%	(64)	142
Somewhat Unfavorable of Trump	55%	(80)	12%	(17)	33%	(49)	146
Very Unfavorable of Trump	70%	(380)	9%	(50)	20%	(111)	540
#1 Issue: Economy	54%	(219)	11%	(43)	35%	(142)	404
#1 Issue: Security	44%	(29)	8%	(5)	48%	(32)	66
#1 Issue: Health Care	62%	(162)	13%	(35)	25%	(67)	264
#1 Issue: Medicare / Social Security	59%	(47)	8%	(6)	33%	(27)	80
#1 Issue: Women's Issues	70%	(35)	10%	(5)	20%	(10)	51
#1 Issue: Other	52%	(33)	13%	(8)	35%	(22)	63
2018 House Vote: Democrat	72%	(239)	10%	(34)	18%	(60)	333
2018 House Vote: Republican	48%	(73)	10%	(15)	42%	(64)	152
2016 Vote: Hillary Clinton	68%	(230)	10%	(34)	22%	(73)	337
2016 Vote: Donald Trump	49%	(85)	9%	(16)	43%	(75)	176
2016 Vote: Didn't Vote	53%	(239)	12%	(55)	35%	(160)	454
Voted in 2014: Yes	64%	(266)	10%	(40)	26%	(108)	415
Voted in 2014: No	53%	(312)	12%	(70)	35%	(204)	585
2012 Vote: Barack Obama	70%	(235)	10%	(34)	20%	(66)	335
2012 Vote: Mitt Romney	50%	(59)	7%	(8)	44%	(51)	118
2012 Vote: Didn't Vote	51%	(270)	13%	(68)	36%	(187)	525
4-Region: Northeast	63%	(124)	11%	(22)	26%	(53)	199
4-Region: Midwest	49%	(63)	12%	(15)	39%	(50)	128
4-Region: South	49%	(113)	9%	(20)	42%	(96)	229
4-Region: West	63%	(278)	12%	(53)	26%	(114)	445

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**Table MCFE17\_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
Asian Adults	58%	(578)	11%	(110)	31%	(312)	1000
Chinese	65%	(221)	12%	(40)	23%	(80)	341
Filipino	49%	(67)	5%	(6)	47%	(64)	138
Indian	47%	(49)	13%	(13)	40%	(42)	104
Vietnamese	65%	(49)	5%	(4)	30%	(22)	75
Korean	70%	(64)	16%	(14)	15%	(13)	92
Japanese	56%	(75)	11%	(14)	34%	(45)	135
Other Asian	45%	(51)	16%	(18)	39%	(44)	112
Speaks only English at home	58%	(325)	10%	(53)	32%	(180)	558
Speaks mostly English at home	61%	(155)	12%	(31)	27%	(67)	253
Speaks both English and other language at home	59%	(58)	6%	(6)	34%	(34)	98
Speaks mostly other language at home	46%	(35)	21%	(16)	33%	(25)	77
Trump supporter	41%	(95)	10%	(24)	48%	(111)	229
Biden supporter	66%	(394)	12%	(72)	22%	(130)	595
Sports fans	60%	(409)	11%	(77)	28%	(193)	679
Avid sports fans	62%	(118)	13%	(26)	24%	(46)	190
Sports fans, Age: 18-34	63%	(117)	10%	(18)	27%	(51)	187
Sports fans, Age: 35-44	52%	(77)	10%	(15)	38%	(57)	150
Sports fans, Age: 45-64	60%	(142)	13%	(31)	27%	(63)	236
Sports fans, Age: 65+	68%	(73)	11%	(12)	21%	(22)	107
Movie studios should diversify teams	70%	(502)	9%	(64)	21%	(147)	713
Movie studios should diversify stories	71%	(452)	9%	(55)	20%	(127)	635
Concerned about Covid	61%	(557)	11%	(97)	28%	(259)	913
No experience with Covid	49%	(255)	14%	(70)	37%	(193)	518
Health care major factor for election	64%	(451)	10%	(74)	26%	(183)	708
Social media users	58%	(549)	11%	(108)	31%	(294)	951
WhatsApp users	58%	(205)	11%	(39)	31%	(108)	352
WeChat users	52%	(91)	21%	(36)	27%	(46)	173
Social media news source at least once a week	59%	(388)	12%	(77)	29%	(192)	657

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

**Table MCFE17\_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
Asian Adults	44%	(436)	15%	(151)	41%	(413)	1000
Gender: Male	40%	(187)	15%	(69)	45%	(214)	470
Gender: Female	47%	(248)	15%	(82)	38%	(200)	530
Age: 18-34	46%	(148)	16%	(50)	38%	(123)	320
Age: 35-44	35%	(66)	17%	(32)	48%	(89)	186
Age: 45-64	44%	(147)	16%	(52)	41%	(136)	335
Age: 65+	47%	(75)	11%	(17)	42%	(66)	158
GenZers: 1997-2012	49%	(69)	17%	(24)	35%	(49)	142
Millennials: 1981-1996	42%	(119)	15%	(43)	43%	(123)	286
GenXers: 1965-1980	40%	(115)	16%	(45)	45%	(130)	289
Baby Boomers: 1946-1964	50%	(128)	12%	(32)	37%	(95)	255
PID: Dem (no lean)	57%	(228)	15%	(60)	28%	(114)	402
PID: Ind (no lean)	38%	(139)	13%	(47)	49%	(182)	368
PID: Rep (no lean)	30%	(68)	19%	(43)	51%	(118)	230
PID/Gender: Dem Men	53%	(88)	10%	(16)	37%	(62)	167
PID/Gender: Dem Women	59%	(140)	19%	(44)	22%	(51)	235
PID/Gender: Ind Men	35%	(61)	17%	(30)	48%	(84)	176
PID/Gender: Ind Women	41%	(78)	9%	(17)	51%	(97)	193
PID/Gender: Rep Men	30%	(38)	18%	(23)	53%	(67)	128
PID/Gender: Rep Women	30%	(31)	20%	(21)	50%	(51)	102
Ideo: Liberal (1-3)	62%	(189)	14%	(43)	24%	(73)	304
Ideo: Moderate (4)	44%	(163)	14%	(51)	42%	(158)	372
Ideo: Conservative (5-7)	26%	(63)	16%	(38)	58%	(141)	241
Educ: < College	35%	(145)	19%	(79)	47%	(196)	420
Educ: Bachelors degree	50%	(165)	11%	(35)	39%	(130)	330
Educ: Post-grad	50%	(125)	15%	(37)	35%	(88)	250
Income: Under 50k	38%	(158)	19%	(77)	43%	(177)	412
Income: 50k-100k	40%	(123)	15%	(45)	45%	(135)	303
Income: 100k+	54%	(155)	10%	(29)	35%	(101)	284
Ethnicity: Other	44%	(436)	15%	(151)	41%	(413)	1000

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**Table MCFE17\_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
Asian Adults	44%	(436)	15%	(151)	41%	(413)	1000
All Christian	41%	(130)	15%	(48)	44%	(139)	317
All Non-Christian	36%	(86)	21%	(50)	43%	(102)	239
Atheist	53%	(35)	15%	(10)	32%	(22)	67
Agnostic/Nothing in particular	53%	(152)	12%	(34)	36%	(102)	288
Something Else	37%	(33)	10%	(9)	53%	(48)	90
Religious Non-Protestant/Catholic	36%	(87)	22%	(53)	43%	(104)	244
Evangelical	29%	(43)	21%	(31)	50%	(74)	148
Non-Evangelical	47%	(119)	9%	(23)	44%	(110)	252
Community: Urban	40%	(132)	19%	(63)	41%	(134)	329
Community: Suburban	47%	(278)	12%	(72)	41%	(241)	591
Community: Rural	33%	(26)	19%	(15)	48%	(38)	79
Employ: Private Sector	42%	(159)	17%	(63)	41%	(157)	380
Employ: Government	46%	(26)	8%	(5)	46%	(26)	57
Employ: Self-Employed	36%	(29)	27%	(22)	37%	(29)	80
Employ: Homemaker	29%	(24)	19%	(15)	51%	(41)	80
Employ: Student	57%	(53)	10%	(9)	33%	(31)	93
Employ: Retired	51%	(81)	9%	(14)	40%	(64)	159
Employ: Unemployed	43%	(56)	15%	(20)	42%	(56)	131
Military HH: Yes	45%	(30)	13%	(9)	42%	(29)	68
Military HH: No	43%	(405)	15%	(142)	41%	(385)	932
RD/WT: Right Direction	19%	(42)	25%	(55)	55%	(121)	218
RD/WT: Wrong Track	50%	(394)	12%	(96)	37%	(293)	782
Trump Job Approve	22%	(52)	21%	(50)	58%	(139)	241
Trump Job Disapprove	53%	(372)	14%	(97)	33%	(235)	705
Trump Job Strongly Approve	15%	(16)	23%	(25)	63%	(70)	112
Trump Job Somewhat Approve	27%	(36)	19%	(25)	53%	(69)	130
Trump Job Somewhat Disapprove	41%	(81)	15%	(29)	44%	(86)	196
Trump Job Strongly Disapprove	57%	(292)	13%	(68)	29%	(149)	509

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**Table MCFE17\_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
Asian Adults	44%	(436)	15%	(151)	41%	(413)	1000
Favorable of Trump	21%	(53)	20%	(51)	60%	(153)	256
Unfavorable of Trump	54%	(369)	13%	(91)	33%	(227)	687
Very Favorable of Trump	14%	(16)	25%	(28)	61%	(70)	113
Somewhat Favorable of Trump	26%	(37)	16%	(22)	58%	(83)	142
Somewhat Unfavorable of Trump	42%	(61)	11%	(16)	47%	(69)	146
Very Unfavorable of Trump	57%	(308)	14%	(75)	29%	(158)	540
#1 Issue: Economy	42%	(170)	11%	(43)	47%	(190)	404
#1 Issue: Security	26%	(17)	18%	(12)	57%	(37)	66
#1 Issue: Health Care	44%	(117)	21%	(56)	34%	(91)	264
#1 Issue: Medicare / Social Security	39%	(31)	11%	(9)	50%	(40)	80
#1 Issue: Women's Issues	58%	(30)	16%	(8)	25%	(13)	51
#1 Issue: Other	46%	(29)	16%	(10)	38%	(24)	63
2018 House Vote: Democrat	59%	(195)	13%	(43)	29%	(95)	333
2018 House Vote: Republican	30%	(45)	15%	(23)	55%	(84)	152
2016 Vote: Hillary Clinton	57%	(193)	14%	(46)	29%	(98)	337
2016 Vote: Donald Trump	28%	(49)	13%	(23)	59%	(103)	176
2016 Vote: Didn't Vote	39%	(177)	17%	(75)	44%	(202)	454
Voted in 2014: Yes	50%	(208)	12%	(50)	38%	(156)	415
Voted in 2014: No	39%	(228)	17%	(101)	44%	(257)	585
2012 Vote: Barack Obama	57%	(191)	13%	(42)	30%	(102)	335
2012 Vote: Mitt Romney	33%	(39)	12%	(14)	55%	(65)	118
2012 Vote: Didn't Vote	37%	(195)	18%	(94)	45%	(235)	525
4-Region: Northeast	46%	(91)	16%	(33)	38%	(75)	199
4-Region: Midwest	43%	(55)	15%	(19)	42%	(54)	128
4-Region: South	31%	(70)	16%	(38)	53%	(121)	229
4-Region: West	49%	(219)	14%	(62)	37%	(164)	445

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**Table MCFE17\_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
Asian Adults	44%	(436)	15%	(151)	41%	(413)	1000
Chinese	48%	(164)	15%	(52)	37%	(125)	341
Filipino	40%	(55)	12%	(16)	49%	(67)	138
Indian	36%	(37)	19%	(20)	45%	(47)	104
Vietnamese	50%	(38)	20%	(15)	30%	(23)	75
Korean	53%	(49)	17%	(16)	30%	(27)	92
Japanese	46%	(61)	12%	(16)	43%	(57)	135
Other Asian	27%	(31)	15%	(16)	58%	(65)	112
Speaks only English at home	45%	(251)	12%	(67)	43%	(240)	558
Speaks mostly English at home	47%	(118)	19%	(49)	34%	(86)	253
Speaks both English and other language at home	44%	(43)	14%	(14)	42%	(41)	98
Speaks mostly other language at home	30%	(23)	23%	(17)	47%	(36)	77
Trump supporter	21%	(48)	19%	(44)	60%	(138)	229
Biden supporter	54%	(321)	15%	(90)	31%	(185)	595
Sports fans	44%	(301)	15%	(104)	40%	(274)	679
Avid sports fans	42%	(80)	20%	(39)	37%	(71)	190
Sports fans, Age: 18-34	50%	(93)	15%	(28)	35%	(66)	187
Sports fans, Age: 35-44	32%	(48)	18%	(26)	50%	(75)	150
Sports fans, Age: 45-64	47%	(111)	14%	(34)	39%	(92)	236
Sports fans, Age: 65+	46%	(49)	15%	(17)	38%	(41)	107
Movie studios should diversify teams	55%	(393)	12%	(89)	32%	(231)	713
Movie studios should diversify stories	55%	(351)	14%	(87)	31%	(197)	635
Concerned about Covid	46%	(423)	15%	(138)	39%	(352)	913
No experience with Covid	37%	(189)	14%	(75)	49%	(254)	518
Health care major factor for election	49%	(347)	16%	(112)	35%	(249)	708
Social media users	43%	(407)	16%	(149)	42%	(395)	951
WhatsApp users	43%	(150)	16%	(58)	41%	(144)	352
WeChat users	34%	(59)	21%	(36)	45%	(77)	173
Social media news source at least once a week	43%	(281)	17%	(109)	41%	(266)	657

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



**Table MCFE17\_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
Asian Adults	51%	(507)	11%	(110)	38%	(383)	1000
Gender: Male	45%	(212)	12%	(57)	43%	(201)	470
Gender: Female	56%	(295)	10%	(53)	34%	(182)	530
Age: 18-34	55%	(175)	10%	(31)	36%	(114)	320
Age: 35-44	44%	(82)	14%	(26)	42%	(79)	186
Age: 45-64	48%	(162)	13%	(43)	39%	(131)	335
Age: 65+	56%	(88)	7%	(11)	38%	(59)	158
GenZers: 1997-2012	60%	(85)	9%	(13)	31%	(44)	142
Millennials: 1981-1996	50%	(142)	11%	(31)	40%	(113)	286
GenXers: 1965-1980	47%	(137)	12%	(34)	41%	(118)	289
Baby Boomers: 1946-1964	54%	(138)	12%	(30)	34%	(87)	255
PID: Dem (no lean)	66%	(266)	13%	(53)	20%	(82)	402
PID: Ind (no lean)	44%	(163)	9%	(33)	47%	(172)	368
PID: Rep (no lean)	34%	(78)	10%	(23)	56%	(129)	230
PID/Gender: Dem Men	64%	(107)	10%	(17)	26%	(43)	167
PID/Gender: Dem Women	68%	(160)	15%	(36)	17%	(39)	235
PID/Gender: Ind Men	38%	(67)	12%	(21)	49%	(87)	176
PID/Gender: Ind Women	50%	(96)	6%	(12)	44%	(85)	193
PID/Gender: Rep Men	30%	(38)	14%	(18)	56%	(71)	128
PID/Gender: Rep Women	38%	(39)	5%	(5)	57%	(58)	102
Ideo: Liberal (1-3)	71%	(217)	9%	(28)	19%	(59)	304
Ideo: Moderate (4)	47%	(173)	13%	(47)	41%	(151)	372
Ideo: Conservative (5-7)	37%	(88)	11%	(26)	53%	(127)	241
Educ: < College	42%	(176)	13%	(55)	45%	(190)	420
Educ: Bachelors degree	57%	(190)	10%	(32)	33%	(109)	330
Educ: Post-grad	57%	(142)	9%	(24)	34%	(85)	250
Income: Under 50k	46%	(188)	13%	(55)	41%	(169)	412
Income: 50k-100k	49%	(148)	11%	(34)	40%	(121)	303
Income: 100k+	60%	(170)	7%	(21)	33%	(93)	284
Ethnicity: Other	51%	(507)	11%	(110)	38%	(383)	1000

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**Table MCFE17\_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
Asian Adults	51%	(507)	11%	(110)	38%	(383)	1000
All Christian	47%	(149)	12%	(38)	41%	(130)	317
All Non-Christian	44%	(104)	18%	(42)	39%	(92)	239
Atheist	59%	(39)	9%	(6)	32%	(21)	67
Agnostic/Nothing in particular	64%	(183)	6%	(17)	31%	(88)	288
Something Else	36%	(32)	7%	(7)	57%	(51)	90
Religious Non-Protestant/Catholic	43%	(105)	18%	(45)	39%	(94)	244
Evangelical	36%	(54)	15%	(23)	48%	(72)	148
Non-Evangelical	50%	(126)	7%	(18)	43%	(108)	252
Community: Urban	46%	(153)	15%	(49)	39%	(128)	329
Community: Suburban	55%	(323)	8%	(47)	37%	(221)	591
Community: Rural	39%	(31)	19%	(15)	42%	(33)	79
Employ: Private Sector	49%	(187)	13%	(50)	38%	(143)	380
Employ: Government	51%	(29)	11%	(7)	38%	(22)	57
Employ: Self-Employed	44%	(35)	20%	(16)	37%	(29)	80
Employ: Homemaker	38%	(31)	8%	(6)	54%	(43)	80
Employ: Student	62%	(57)	4%	(3)	35%	(32)	93
Employ: Retired	57%	(90)	8%	(13)	35%	(56)	159
Employ: Unemployed	52%	(68)	9%	(12)	39%	(51)	131
Military HH: Yes	50%	(34)	4%	(3)	45%	(31)	68
Military HH: No	51%	(473)	11%	(107)	38%	(352)	932
RD/WT: Right Direction	25%	(55)	18%	(38)	57%	(125)	218
RD/WT: Wrong Track	58%	(452)	9%	(72)	33%	(258)	782
Trump Job Approve	28%	(68)	14%	(35)	57%	(138)	241
Trump Job Disapprove	60%	(424)	10%	(73)	30%	(208)	705
Trump Job Strongly Approve	24%	(27)	18%	(20)	58%	(64)	112
Trump Job Somewhat Approve	32%	(41)	11%	(15)	57%	(74)	130
Trump Job Somewhat Disapprove	45%	(87)	12%	(23)	44%	(86)	196
Trump Job Strongly Disapprove	66%	(336)	10%	(50)	24%	(122)	509

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**Table MCFE17\_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
Asian Adults	51%	(507)	11%	(110)	38%	(383)	1000
Favorable of Trump	26%	(65)	13%	(34)	61%	(156)	256
Unfavorable of Trump	61%	(422)	10%	(72)	28%	(193)	687
Very Favorable of Trump	23%	(27)	19%	(21)	58%	(65)	113
Somewhat Favorable of Trump	27%	(39)	9%	(13)	64%	(91)	142
Somewhat Unfavorable of Trump	43%	(63)	13%	(19)	44%	(64)	146
Very Unfavorable of Trump	66%	(359)	10%	(52)	24%	(129)	540
#1 Issue: Economy	46%	(187)	10%	(41)	43%	(175)	404
#1 Issue: Security	32%	(21)	10%	(7)	58%	(39)	66
#1 Issue: Health Care	52%	(136)	16%	(41)	33%	(87)	264
#1 Issue: Medicare / Social Security	50%	(40)	7%	(6)	42%	(34)	80
#1 Issue: Women's Issues	74%	(38)	9%	(5)	16%	(8)	51
#1 Issue: Other	52%	(33)	9%	(6)	39%	(24)	63
2018 House Vote: Democrat	67%	(223)	11%	(37)	22%	(73)	333
2018 House Vote: Republican	38%	(58)	12%	(18)	50%	(76)	152
2016 Vote: Hillary Clinton	65%	(219)	12%	(41)	23%	(77)	337
2016 Vote: Donald Trump	35%	(62)	9%	(15)	56%	(98)	176
2016 Vote: Didn't Vote	45%	(206)	11%	(49)	44%	(199)	454
Voted in 2014: Yes	57%	(237)	12%	(49)	31%	(129)	415
Voted in 2014: No	46%	(270)	10%	(61)	43%	(254)	585
2012 Vote: Barack Obama	65%	(220)	10%	(35)	24%	(81)	335
2012 Vote: Mitt Romney	39%	(46)	8%	(10)	52%	(62)	118
2012 Vote: Didn't Vote	44%	(230)	12%	(65)	44%	(230)	525
4-Region: Northeast	55%	(109)	14%	(28)	31%	(61)	199
4-Region: Midwest	44%	(57)	11%	(15)	44%	(57)	128
4-Region: South	37%	(84)	12%	(28)	51%	(117)	229
4-Region: West	58%	(257)	9%	(39)	33%	(149)	445

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**Table MCFE17\_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
Asian Adults	51%	(507)	11%	(110)	38%	(383)	1000
Chinese	55%	(187)	11%	(38)	34%	(116)	341
Filipino	47%	(65)	6%	(9)	46%	(64)	138
Indian	43%	(45)	16%	(17)	41%	(42)	104
Vietnamese	56%	(42)	13%	(10)	31%	(24)	75
Korean	58%	(53)	11%	(10)	30%	(28)	92
Japanese	50%	(67)	5%	(7)	45%	(60)	135
Other Asian	41%	(46)	17%	(19)	42%	(47)	112
Speaks only English at home	51%	(284)	10%	(56)	39%	(218)	558
Speaks mostly English at home	56%	(142)	11%	(28)	33%	(83)	253
Speaks both English and other language at home	55%	(54)	10%	(10)	36%	(35)	98
Speaks mostly other language at home	34%	(26)	16%	(12)	50%	(38)	77
Trump supporter	27%	(62)	10%	(24)	62%	(143)	229
Biden supporter	61%	(366)	12%	(73)	26%	(156)	595
Sports fans	52%	(351)	11%	(78)	37%	(250)	679
Avid sports fans	49%	(92)	15%	(29)	36%	(68)	190
Sports fans, Age: 18-34	56%	(105)	12%	(23)	31%	(58)	187
Sports fans, Age: 35-44	42%	(63)	13%	(19)	45%	(67)	150
Sports fans, Age: 45-64	51%	(121)	10%	(25)	38%	(90)	236
Sports fans, Age: 65+	57%	(61)	10%	(11)	33%	(35)	107
Movie studios should diversify teams	63%	(450)	9%	(65)	28%	(197)	713
Movie studios should diversify stories	64%	(407)	9%	(60)	26%	(168)	635
Concerned about Covid	54%	(490)	11%	(100)	35%	(323)	913
No experience with Covid	42%	(220)	10%	(51)	48%	(247)	518
Health care major factor for election	56%	(400)	12%	(83)	32%	(225)	708
Social media users	51%	(480)	11%	(109)	38%	(362)	951
WhatsApp users	51%	(178)	13%	(47)	36%	(127)	352
WeChat users	40%	(69)	20%	(35)	40%	(69)	173
Social media news source at least once a week	50%	(328)	13%	(83)	37%	(245)	657

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

**Table MCFE17\_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
Asian Adults	48%	(484)	7%	(72)	44% (444)	1000
Gender: Male	43%	(200)	7%	(34)	50% (236)	470
Gender: Female	54%	(284)	7%	(38)	39% (208)	530
Age: 18-34	52%	(165)	7%	(22)	42% (134)	320
Age: 35-44	45%	(84)	9%	(17)	46% (86)	186
Age: 45-64	47%	(158)	8%	(26)	45% (151)	335
Age: 65+	49%	(77)	5%	(8)	46% (73)	158
GenZers: 1997-2012	54%	(77)	7%	(10)	39% (55)	142
Millennials: 1981-1996	48%	(136)	7%	(20)	45% (129)	286
GenXers: 1965-1980	46%	(132)	8%	(23)	46% (134)	289
Baby Boomers: 1946-1964	53%	(136)	5%	(14)	41% (106)	255
PID: Dem (no lean)	60%	(242)	8%	(32)	32% (128)	402
PID: Ind (no lean)	43%	(160)	6%	(24)	50% (185)	368
PID: Rep (no lean)	36%	(82)	7%	(16)	57% (132)	230
PID/Gender: Dem Men	55%	(91)	7%	(12)	38% (63)	167
PID/Gender: Dem Women	64%	(151)	8%	(20)	27% (65)	235
PID/Gender: Ind Men	37%	(65)	7%	(13)	56% (98)	176
PID/Gender: Ind Women	49%	(94)	6%	(11)	45% (87)	193
PID/Gender: Rep Men	34%	(44)	7%	(9)	59% (75)	128
PID/Gender: Rep Women	38%	(38)	7%	(7)	55% (57)	102
Ideo: Liberal (1-3)	63%	(192)	9%	(27)	28% (86)	304
Ideo: Moderate (4)	47%	(177)	6%	(24)	46% (172)	372
Ideo: Conservative (5-7)	37%	(88)	7%	(18)	56% (136)	241
Educ: < College	43%	(179)	6%	(27)	51% (214)	420
Educ: Bachelors degree	53%	(174)	9%	(28)	39% (128)	330
Educ: Post-grad	52%	(131)	7%	(17)	41% (102)	250
Income: Under 50k	45%	(187)	8%	(33)	47% (193)	412
Income: 50k-100k	46%	(138)	8%	(25)	46% (140)	303
Income: 100k+	56%	(159)	5%	(14)	39% (111)	284
Ethnicity: Other	48%	(484)	7%	(72)	44% (444)	1000

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**Table MCFE17\_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
Asian Adults	48%	(484)	7%	(72)	44%	(444)	1000
All Christian	47%	(150)	5%	(17)	47%	(150)	317
All Non-Christian	45%	(109)	12%	(29)	42%	(101)	239
Atheist	52%	(35)	10%	(6)	38%	(25)	67
Agnostic/Nothing in particular	54%	(155)	5%	(14)	41%	(118)	288
Something Else	40%	(36)	6%	(5)	54%	(49)	90
Religious Non-Protestant/Catholic	45%	(109)	12%	(30)	43%	(104)	244
Evangelical	39%	(57)	7%	(11)	54%	(80)	148
Non-Evangelical	50%	(127)	4%	(10)	46%	(115)	252
Community: Urban	46%	(150)	7%	(22)	48%	(157)	329
Community: Suburban	50%	(295)	7%	(44)	43%	(253)	591
Community: Rural	49%	(39)	8%	(6)	43%	(34)	79
Employ: Private Sector	47%	(177)	8%	(30)	46%	(173)	380
Employ: Government	53%	(30)	7%	(4)	40%	(23)	57
Employ: Self-Employed	44%	(35)	8%	(7)	48%	(38)	80
Employ: Homemaker	34%	(27)	7%	(6)	59%	(47)	80
Employ: Student	60%	(56)	4%	(4)	36%	(33)	93
Employ: Retired	52%	(83)	6%	(9)	42%	(67)	159
Employ: Unemployed	51%	(67)	8%	(11)	41%	(53)	131
Military HH: Yes	49%	(33)	6%	(4)	45%	(31)	68
Military HH: No	48%	(451)	7%	(68)	44%	(413)	932
RD/WT: Right Direction	28%	(61)	11%	(23)	61%	(134)	218
RD/WT: Wrong Track	54%	(423)	6%	(49)	40%	(310)	782
Trump Job Approve	28%	(68)	7%	(16)	65%	(157)	241
Trump Job Disapprove	57%	(402)	8%	(54)	35%	(249)	705
Trump Job Strongly Approve	29%	(32)	5%	(6)	66%	(74)	112
Trump Job Somewhat Approve	28%	(36)	8%	(10)	64%	(84)	130
Trump Job Somewhat Disapprove	47%	(93)	7%	(14)	46%	(90)	196
Trump Job Strongly Disapprove	61%	(309)	8%	(40)	31%	(160)	509

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**Table MCFE17\_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
Asian Adults	48%	(484)	7%	(72)	44%	(444)	1000
Favorable of Trump	26%	(67)	6%	(15)	68%	(174)	256
Unfavorable of Trump	58%	(398)	7%	(51)	35%	(237)	687
Very Favorable of Trump	27%	(30)	2%	(3)	71%	(80)	113
Somewhat Favorable of Trump	26%	(36)	9%	(12)	66%	(94)	142
Somewhat Unfavorable of Trump	47%	(69)	7%	(11)	46%	(67)	146
Very Unfavorable of Trump	61%	(329)	8%	(41)	32%	(170)	540
#1 Issue: Economy	44%	(179)	6%	(26)	49%	(198)	404
#1 Issue: Security	31%	(21)	4%	(3)	65%	(43)	66
#1 Issue: Health Care	53%	(139)	8%	(22)	39%	(103)	264
#1 Issue: Medicare / Social Security	46%	(37)	8%	(6)	47%	(37)	80
#1 Issue: Women's Issues	68%	(35)	5%	(3)	26%	(13)	51
#1 Issue: Other	44%	(27)	7%	(5)	49%	(31)	63
2018 House Vote: Democrat	62%	(207)	8%	(27)	30%	(99)	333
2018 House Vote: Republican	37%	(56)	7%	(10)	56%	(85)	152
2016 Vote: Hillary Clinton	60%	(201)	8%	(26)	33%	(109)	337
2016 Vote: Donald Trump	34%	(61)	7%	(12)	59%	(104)	176
2016 Vote: Didn't Vote	45%	(203)	7%	(32)	48%	(219)	454
Voted in 2014: Yes	54%	(226)	6%	(26)	39%	(163)	415
Voted in 2014: No	44%	(259)	8%	(46)	48%	(281)	585
2012 Vote: Barack Obama	61%	(205)	7%	(22)	32%	(108)	335
2012 Vote: Mitt Romney	35%	(41)	4%	(5)	61%	(72)	118
2012 Vote: Didn't Vote	43%	(226)	9%	(46)	48%	(253)	525
4-Region: Northeast	53%	(106)	9%	(18)	38%	(75)	199
4-Region: Midwest	42%	(54)	7%	(9)	51%	(65)	128
4-Region: South	39%	(90)	6%	(14)	55%	(125)	229
4-Region: West	53%	(235)	7%	(31)	40%	(180)	445

Continued on next page

**Table MCFE17\_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
Asian Adults	48%	(484)	7%	(72)	44%	(444)	1000
Chinese	51%	(175)	7%	(24)	42%	(142)	341
Filipino	43%	(60)	6%	(8)	51%	(70)	138
Indian	47%	(49)	8%	(9)	45%	(46)	104
Vietnamese	57%	(43)	6%	(5)	37%	(28)	75
Korean	51%	(47)	12%	(11)	37%	(34)	92
Japanese	47%	(63)	4%	(6)	49%	(65)	135
Other Asian	40%	(45)	9%	(10)	51%	(57)	112
Speaks only English at home	48%	(269)	6%	(35)	46%	(255)	558
Speaks mostly English at home	55%	(139)	6%	(14)	39%	(100)	253
Speaks both English and other language at home	54%	(52)	6%	(6)	40%	(40)	98
Speaks mostly other language at home	31%	(24)	12%	(9)	57%	(44)	77
Trump supporter	27%	(62)	5%	(13)	67%	(154)	229
Biden supporter	59%	(350)	8%	(46)	33%	(199)	595
Sports fans	51%	(346)	7%	(49)	42%	(284)	679
Avid sports fans	51%	(97)	7%	(13)	42%	(80)	190
Sports fans, Age: 18-34	57%	(105)	7%	(14)	36%	(67)	187
Sports fans, Age: 35-44	44%	(65)	7%	(11)	49%	(74)	150
Sports fans, Age: 45-64	51%	(121)	7%	(17)	42%	(98)	236
Sports fans, Age: 65+	51%	(54)	7%	(8)	42%	(45)	107
Movie studios should diversify teams	59%	(421)	6%	(41)	35%	(250)	713
Movie studios should diversify stories	61%	(386)	6%	(39)	33%	(209)	635
Concerned about Covid	51%	(465)	7%	(66)	42%	(383)	913
No experience with Covid	40%	(206)	7%	(39)	53%	(273)	518
Health care major factor for election	54%	(385)	7%	(46)	39%	(277)	708
Social media users	48%	(456)	7%	(71)	45%	(424)	951
WhatsApp users	50%	(178)	8%	(27)	42%	(147)	352
WeChat users	41%	(71)	8%	(13)	51%	(88)	173
Social media news source at least once a week	49%	(322)	7%	(46)	44%	(289)	657

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



**Table MCFE17\_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
Asian Adults	13%	(130)	26%	(263)	61%	(606)	1000
Gender: Male	13%	(62)	22%	(106)	64%	(302)	470
Gender: Female	13%	(68)	30%	(158)	57%	(304)	530
Age: 18-34	15%	(47)	32%	(103)	53%	(170)	320
Age: 35-44	16%	(30)	26%	(48)	58%	(108)	186
Age: 45-64	12%	(39)	22%	(75)	66%	(221)	335
Age: 65+	9%	(14)	24%	(38)	67%	(107)	158
GenZers: 1997-2012	13%	(18)	36%	(51)	51%	(73)	142
Millennials: 1981-1996	18%	(51)	28%	(79)	55%	(156)	286
GenXers: 1965-1980	12%	(35)	23%	(66)	65%	(188)	289
Baby Boomers: 1946-1964	8%	(20)	25%	(65)	67%	(170)	255
PID: Dem (no lean)	15%	(61)	36%	(146)	48%	(194)	402
PID: Ind (no lean)	11%	(42)	22%	(81)	67%	(245)	368
PID: Rep (no lean)	12%	(27)	16%	(36)	73%	(167)	230
PID/Gender: Dem Men	14%	(24)	33%	(55)	53%	(88)	167
PID/Gender: Dem Women	16%	(38)	39%	(92)	45%	(106)	235
PID/Gender: Ind Men	14%	(25)	15%	(27)	70%	(123)	176
PID/Gender: Ind Women	9%	(17)	28%	(54)	63%	(122)	193
PID/Gender: Rep Men	10%	(13)	19%	(24)	71%	(91)	128
PID/Gender: Rep Women	13%	(13)	12%	(12)	75%	(76)	102
Ideo: Liberal (1-3)	16%	(49)	39%	(118)	45%	(138)	304
Ideo: Moderate (4)	14%	(51)	22%	(83)	64%	(238)	372
Ideo: Conservative (5-7)	9%	(22)	19%	(46)	72%	(174)	241
Educ: < College	14%	(58)	22%	(93)	64%	(270)	420
Educ: Bachelors degree	10%	(32)	28%	(92)	63%	(206)	330
Educ: Post-grad	16%	(41)	32%	(79)	52%	(130)	250
Income: Under 50k	15%	(62)	23%	(95)	62%	(256)	412
Income: 50k-100k	13%	(38)	27%	(82)	61%	(184)	303
Income: 100k+	11%	(31)	31%	(87)	59%	(166)	284
Ethnicity: Other	13%	(130)	26%	(263)	61%	(606)	1000

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**Table MCFE17\_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
Asian Adults	13%	(130)	26%	(263)	61%	(606)	1000
All Christian	13%	(40)	24%	(76)	63%	(201)	317
All Non-Christian	20%	(47)	23%	(56)	57%	(136)	239
Atheist	3%	(2)	47%	(31)	50%	(33)	67
Agnostic/Nothing in particular	12%	(34)	30%	(86)	58%	(168)	288
Something Else	8%	(7)	15%	(14)	77%	(69)	90
Religious Non-Protestant/Catholic	20%	(49)	23%	(57)	57%	(138)	244
Evangelical	14%	(21)	21%	(31)	65%	(96)	148
Non-Evangelical	9%	(24)	23%	(57)	68%	(171)	252
Community: Urban	17%	(56)	22%	(73)	61%	(200)	329
Community: Suburban	10%	(60)	29%	(171)	61%	(361)	591
Community: Rural	18%	(14)	25%	(20)	57%	(45)	79
Employ: Private Sector	12%	(46)	28%	(108)	60%	(226)	380
Employ: Government	17%	(10)	33%	(19)	50%	(29)	57
Employ: Self-Employed	17%	(13)	30%	(24)	53%	(43)	80
Employ: Homemaker	12%	(10)	17%	(13)	71%	(57)	80
Employ: Student	11%	(10)	35%	(33)	54%	(50)	93
Employ: Retired	7%	(11)	22%	(36)	71%	(113)	159
Employ: Unemployed	18%	(24)	20%	(27)	61%	(80)	131
Military HH: Yes	8%	(6)	29%	(19)	63%	(43)	68
Military HH: No	13%	(125)	26%	(244)	60%	(563)	932
RD/WT: Right Direction	21%	(45)	13%	(29)	66%	(144)	218
RD/WT: Wrong Track	11%	(86)	30%	(235)	59%	(462)	782
Trump Job Approve	15%	(37)	12%	(30)	72%	(175)	241
Trump Job Disapprove	13%	(88)	32%	(228)	55%	(389)	705
Trump Job Strongly Approve	18%	(20)	11%	(13)	71%	(79)	112
Trump Job Somewhat Approve	13%	(17)	13%	(17)	74%	(96)	130
Trump Job Somewhat Disapprove	11%	(22)	23%	(44)	66%	(129)	196
Trump Job Strongly Disapprove	13%	(66)	36%	(184)	51%	(259)	509

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**Table MCFE17\_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
Asian Adults	13%	(130)	26%	(263)	61%	(606)	1000
Favorable of Trump	14%	(36)	11%	(29)	75%	(191)	256
Unfavorable of Trump	12%	(85)	33%	(223)	55%	(378)	687
Very Favorable of Trump	18%	(20)	11%	(12)	71%	(80)	113
Somewhat Favorable of Trump	11%	(15)	12%	(17)	78%	(110)	142
Somewhat Unfavorable of Trump	10%	(15)	26%	(38)	63%	(93)	146
Very Unfavorable of Trump	13%	(70)	34%	(185)	53%	(285)	540
#1 Issue: Economy	12%	(50)	25%	(101)	63%	(253)	404
#1 Issue: Security	8%	(5)	14%	(9)	78%	(52)	66
#1 Issue: Health Care	15%	(39)	27%	(71)	58%	(154)	264
#1 Issue: Medicare / Social Security	12%	(10)	14%	(11)	74%	(59)	80
#1 Issue: Women's Issues	8%	(4)	51%	(26)	40%	(21)	51
#1 Issue: Other	17%	(11)	18%	(11)	65%	(41)	63
2018 House Vote: Democrat	13%	(43)	37%	(124)	50%	(167)	333
2018 House Vote: Republican	13%	(19)	17%	(26)	70%	(107)	152
2016 Vote: Hillary Clinton	13%	(45)	34%	(114)	53%	(178)	337
2016 Vote: Donald Trump	11%	(19)	17%	(29)	72%	(127)	176
2016 Vote: Didn't Vote	14%	(61)	24%	(110)	62%	(282)	454
Voted in 2014: Yes	13%	(53)	29%	(120)	58%	(241)	415
Voted in 2014: No	13%	(77)	25%	(144)	62%	(365)	585
2012 Vote: Barack Obama	13%	(44)	31%	(105)	56%	(187)	335
2012 Vote: Mitt Romney	12%	(14)	17%	(20)	72%	(85)	118
2012 Vote: Didn't Vote	13%	(70)	26%	(136)	61%	(319)	525
4-Region: Northeast	16%	(33)	31%	(61)	53%	(105)	199
4-Region: Midwest	13%	(16)	24%	(31)	63%	(80)	128
4-Region: South	8%	(18)	25%	(57)	67%	(153)	229
4-Region: West	14%	(63)	26%	(114)	60%	(268)	445

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**Table MCFE17\_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
Asian Adults	13%	(130)	26%	(263)	61%	(606)	1000
Chinese	9%	(29)	28%	(97)	63%	(215)	341
Filipino	14%	(19)	21%	(29)	65%	(90)	138
Indian	22%	(23)	25%	(26)	53%	(55)	104
Vietnamese	19%	(15)	36%	(27)	45%	(34)	75
Korean	5%	(4)	37%	(33)	59%	(54)	92
Japanese	15%	(20)	19%	(25)	67%	(90)	135
Other Asian	19%	(21)	21%	(24)	60%	(67)	112
Speaks only English at home	10%	(55)	26%	(146)	64%	(357)	558
Speaks mostly English at home	16%	(41)	31%	(78)	53%	(134)	253
Speaks both English and other language at home	20%	(19)	24%	(24)	56%	(55)	98
Speaks mostly other language at home	14%	(11)	19%	(15)	66%	(51)	77
Trump supporter	13%	(31)	13%	(29)	74%	(169)	229
Biden supporter	15%	(87)	33%	(196)	53%	(313)	595
Sports fans	13%	(90)	27%	(184)	60%	(405)	679
Avid sports fans	23%	(44)	25%	(47)	52%	(99)	190
Sports fans, Age: 18-34	17%	(31)	34%	(63)	50%	(93)	187
Sports fans, Age: 35-44	12%	(19)	25%	(37)	63%	(94)	150
Sports fans, Age: 45-64	12%	(28)	24%	(56)	64%	(152)	236
Sports fans, Age: 65+	12%	(13)	26%	(28)	62%	(67)	107
Movie studios should diversify teams	13%	(93)	31%	(222)	56%	(398)	713
Movie studios should diversify stories	14%	(87)	33%	(211)	53%	(336)	635
Concerned about Covid	13%	(122)	27%	(248)	60%	(544)	913
No experience with Covid	11%	(58)	21%	(107)	68%	(353)	518
Health care major factor for election	13%	(94)	30%	(209)	57%	(405)	708
Social media users	14%	(129)	27%	(256)	59%	(566)	951
WhatsApp users	15%	(55)	29%	(101)	56%	(197)	352
WeChat users	16%	(27)	23%	(40)	61%	(105)	173
Social media news source at least once a week	16%	(103)	26%	(168)	59%	(385)	657

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

**Table MCFE17\_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
Asian Adults	51%	(515)	10%	(99)	39%	(386)	1000
Gender: Male	47%	(222)	8%	(40)	44%	(208)	470
Gender: Female	55%	(293)	11%	(59)	34%	(178)	530
Age: 18-34	54%	(173)	9%	(30)	37%	(117)	320
Age: 35-44	48%	(89)	10%	(18)	43%	(79)	186
Age: 45-64	49%	(166)	10%	(34)	40%	(135)	335
Age: 65+	55%	(87)	11%	(17)	34%	(55)	158
GenZers: 1997-2012	57%	(81)	6%	(9)	37%	(53)	142
Millennials: 1981-1996	50%	(144)	11%	(32)	38%	(109)	286
GenXers: 1965-1980	49%	(141)	9%	(27)	42%	(121)	289
Baby Boomers: 1946-1964	56%	(143)	10%	(25)	34%	(86)	255
PID: Dem (no lean)	64%	(256)	11%	(45)	25%	(100)	402
PID: Ind (no lean)	47%	(173)	9%	(33)	44%	(162)	368
PID: Rep (no lean)	37%	(85)	9%	(21)	54%	(124)	230
PID/Gender: Dem Men	61%	(101)	8%	(13)	32%	(53)	167
PID/Gender: Dem Women	66%	(155)	14%	(33)	20%	(48)	235
PID/Gender: Ind Men	43%	(76)	9%	(15)	48%	(85)	176
PID/Gender: Ind Women	51%	(98)	9%	(18)	40%	(77)	193
PID/Gender: Rep Men	35%	(45)	9%	(12)	56%	(71)	128
PID/Gender: Rep Women	39%	(40)	9%	(9)	52%	(53)	102
Ideo: Liberal (1-3)	69%	(211)	10%	(30)	21%	(63)	304
Ideo: Moderate (4)	52%	(192)	9%	(34)	39%	(146)	372
Ideo: Conservative (5-7)	36%	(87)	11%	(27)	53%	(127)	241
Educ: < College	43%	(181)	10%	(43)	47%	(196)	420
Educ: Bachelors degree	58%	(191)	9%	(31)	33%	(108)	330
Educ: Post-grad	57%	(143)	10%	(25)	33%	(82)	250
Income: Under 50k	47%	(194)	11%	(45)	42%	(173)	412
Income: 50k-100k	51%	(154)	11%	(34)	38%	(116)	303
Income: 100k+	59%	(166)	7%	(20)	34%	(98)	284
Ethnicity: Other	51%	(515)	10%	(99)	39%	(386)	1000

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**Table MCFE17\_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
Asian Adults	51%	(515)	10%	(99)	39%	(386)	1000
All Christian	50%	(159)	10%	(32)	40%	(126)	317
All Non-Christian	45%	(107)	17%	(40)	38%	(91)	239
Atheist	58%	(39)	9%	(6)	33%	(22)	67
Agnostic/Nothing in particular	61%	(176)	5%	(14)	34%	(97)	288
Something Else	36%	(32)	8%	(7)	56%	(51)	90
Religious Non-Protestant/Catholic	45%	(109)	17%	(42)	38%	(93)	244
Evangelical	42%	(62)	12%	(18)	46%	(69)	148
Non-Evangelical	51%	(128)	7%	(18)	42%	(106)	252
Community: Urban	47%	(156)	12%	(41)	40%	(133)	329
Community: Suburban	55%	(322)	8%	(49)	37%	(220)	591
Community: Rural	46%	(36)	12%	(9)	42%	(34)	79
Employ: Private Sector	51%	(196)	12%	(45)	37%	(139)	380
Employ: Government	51%	(29)	11%	(6)	38%	(22)	57
Employ: Self-Employed	52%	(41)	7%	(5)	42%	(33)	80
Employ: Homemaker	33%	(26)	12%	(9)	56%	(45)	80
Employ: Student	64%	(59)	3%	(3)	33%	(31)	93
Employ: Retired	56%	(89)	10%	(16)	34%	(54)	159
Employ: Unemployed	49%	(65)	9%	(12)	42%	(55)	131
Military HH: Yes	50%	(34)	4%	(3)	46%	(31)	68
Military HH: No	52%	(481)	10%	(96)	38%	(355)	932
RD/WT: Right Direction	27%	(59)	16%	(35)	56%	(123)	218
RD/WT: Wrong Track	58%	(455)	8%	(64)	34%	(263)	782
Trump Job Approve	30%	(73)	12%	(30)	57%	(138)	241
Trump Job Disapprove	61%	(429)	9%	(64)	30%	(211)	705
Trump Job Strongly Approve	29%	(32)	11%	(12)	60%	(67)	112
Trump Job Somewhat Approve	32%	(41)	13%	(17)	55%	(72)	130
Trump Job Somewhat Disapprove	48%	(94)	10%	(20)	42%	(82)	196
Trump Job Strongly Disapprove	66%	(335)	9%	(44)	25%	(129)	509

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**Table MCFE17\_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
Asian Adults	51%	(515)	10%	(99)	39%	(386)	1000
Favorable of Trump	28%	(71)	12%	(30)	60%	(154)	256
Unfavorable of Trump	62%	(426)	9%	(62)	29%	(198)	687
Very Favorable of Trump	30%	(34)	10%	(12)	60%	(68)	113
Somewhat Favorable of Trump	26%	(38)	13%	(18)	61%	(86)	142
Somewhat Unfavorable of Trump	46%	(67)	12%	(18)	42%	(62)	146
Very Unfavorable of Trump	67%	(360)	8%	(44)	25%	(136)	540
#1 Issue: Economy	48%	(195)	8%	(34)	43%	(175)	404
#1 Issue: Security	31%	(21)	8%	(6)	60%	(40)	66
#1 Issue: Health Care	55%	(144)	13%	(33)	33%	(87)	264
#1 Issue: Medicare / Social Security	50%	(40)	8%	(7)	42%	(33)	80
#1 Issue: Women's Issues	70%	(35)	10%	(5)	20%	(10)	51
#1 Issue: Other	51%	(32)	6%	(4)	43%	(27)	63
2018 House Vote: Democrat	66%	(219)	11%	(37)	23%	(77)	333
2018 House Vote: Republican	39%	(59)	11%	(16)	51%	(77)	152
2016 Vote: Hillary Clinton	64%	(215)	10%	(35)	26%	(87)	337
2016 Vote: Donald Trump	36%	(64)	10%	(18)	54%	(94)	176
2016 Vote: Didn't Vote	47%	(214)	9%	(43)	43%	(197)	454
Voted in 2014: Yes	57%	(236)	10%	(42)	33%	(136)	415
Voted in 2014: No	48%	(279)	10%	(57)	43%	(250)	585
2012 Vote: Barack Obama	64%	(216)	9%	(30)	27%	(90)	335
2012 Vote: Mitt Romney	40%	(47)	9%	(10)	51%	(61)	118
2012 Vote: Didn't Vote	46%	(240)	11%	(58)	43%	(226)	525
4-Region: Northeast	56%	(111)	14%	(28)	30%	(60)	199
4-Region: Midwest	43%	(56)	10%	(13)	46%	(59)	128
4-Region: South	42%	(97)	8%	(17)	50%	(114)	229
4-Region: West	56%	(251)	9%	(40)	35%	(154)	445

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**Table MCFE17\_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
Asian Adults	51%	(515)	10%	(99)	39%	(386)	1000
Chinese	57%	(196)	11%	(38)	32%	(107)	341
Filipino	46%	(63)	6%	(8)	49%	(67)	138
Indian	44%	(45)	13%	(13)	43%	(45)	104
Vietnamese	65%	(49)	4%	(3)	32%	(24)	75
Korean	58%	(53)	12%	(11)	30%	(27)	92
Japanese	48%	(65)	7%	(9)	45%	(61)	135
Other Asian	38%	(42)	15%	(17)	47%	(53)	112
Speaks only English at home	52%	(287)	9%	(48)	40%	(223)	558
Speaks mostly English at home	59%	(148)	10%	(25)	32%	(80)	253
Speaks both English and other language at home	53%	(52)	8%	(8)	39%	(38)	98
Speaks mostly other language at home	34%	(26)	13%	(10)	53%	(41)	77
Trump supporter	30%	(69)	10%	(23)	60%	(137)	229
Biden supporter	62%	(367)	11%	(64)	28%	(165)	595
Sports fans	53%	(361)	10%	(69)	37%	(249)	679
Avid sports fans	52%	(98)	11%	(20)	37%	(71)	190
Sports fans, Age: 18-34	57%	(106)	12%	(23)	31%	(57)	187
Sports fans, Age: 35-44	47%	(70)	8%	(12)	46%	(68)	150
Sports fans, Age: 45-64	54%	(126)	8%	(19)	39%	(91)	236
Sports fans, Age: 65+	55%	(58)	15%	(16)	30%	(32)	107
Movie studios should diversify teams	64%	(455)	8%	(60)	28%	(198)	713
Movie studios should diversify stories	65%	(415)	8%	(52)	26%	(168)	635
Concerned about Covid	54%	(497)	10%	(87)	36%	(329)	913
No experience with Covid	42%	(218)	9%	(48)	49%	(252)	518
Health care major factor for election	58%	(408)	10%	(68)	33%	(231)	708
Social media users	51%	(485)	10%	(98)	39%	(368)	951
WhatsApp users	53%	(188)	11%	(39)	36%	(125)	352
WeChat users	41%	(71)	20%	(34)	39%	(67)	173
Social media news source at least once a week	51%	(333)	12%	(76)	38%	(248)	657

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



**Table MCFE21\_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
Asian Adults	5%	(52)	33%	(329)	45%	(449)	17%	(170)	1000
Gender: Male	5%	(24)	33%	(154)	42%	(200)	20%	(93)	470
Gender: Female	5%	(28)	33%	(176)	47%	(249)	15%	(77)	530
Age: 18-34	9%	(29)	33%	(104)	42%	(136)	16%	(51)	320
Age: 35-44	5%	(10)	35%	(66)	44%	(82)	15%	(29)	186
Age: 45-64	3%	(10)	33%	(111)	47%	(158)	17%	(57)	335
Age: 65+	2%	(2)	31%	(49)	46%	(73)	21%	(34)	158
GenZers: 1997-2012	6%	(9)	32%	(46)	47%	(67)	14%	(20)	142
Millennials: 1981-1996	10%	(28)	35%	(101)	38%	(109)	17%	(47)	286
GenXers: 1965-1980	4%	(10)	30%	(86)	49%	(141)	18%	(52)	289
Baby Boomers: 1946-1964	2%	(5)	36%	(93)	49%	(124)	13%	(33)	255
PID: Dem (no lean)	4%	(16)	36%	(145)	49%	(196)	11%	(46)	402
PID: Ind (no lean)	5%	(19)	29%	(108)	45%	(164)	21%	(78)	368
PID: Rep (no lean)	8%	(17)	33%	(77)	39%	(89)	20%	(47)	230
PID/Gender: Dem Men	4%	(6)	36%	(60)	49%	(81)	11%	(19)	167
PID/Gender: Dem Women	4%	(10)	36%	(84)	49%	(115)	11%	(27)	235
PID/Gender: Ind Men	5%	(9)	31%	(55)	38%	(66)	26%	(46)	176
PID/Gender: Ind Women	5%	(9)	28%	(53)	51%	(98)	17%	(32)	193
PID/Gender: Rep Men	7%	(8)	30%	(39)	41%	(52)	22%	(28)	128
PID/Gender: Rep Women	9%	(9)	37%	(38)	36%	(36)	18%	(19)	102
Ideo: Liberal (1-3)	8%	(23)	31%	(94)	52%	(157)	10%	(30)	304
Ideo: Moderate (4)	3%	(13)	36%	(133)	40%	(148)	21%	(78)	372
Ideo: Conservative (5-7)	4%	(9)	33%	(79)	49%	(119)	14%	(35)	241
Educ: < College	7%	(28)	30%	(126)	39%	(165)	24%	(101)	420
Educ: Bachelors degree	4%	(13)	36%	(119)	50%	(164)	11%	(35)	330
Educ: Post-grad	4%	(11)	34%	(84)	48%	(120)	14%	(34)	250
Income: Under 50k	6%	(25)	31%	(128)	39%	(160)	24%	(99)	412
Income: 50k-100k	6%	(17)	37%	(113)	47%	(141)	11%	(32)	303
Income: 100k+	3%	(9)	31%	(89)	52%	(148)	14%	(39)	284
Ethnicity: Other	5%	(52)	33%	(329)	45%	(449)	17%	(170)	1000

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**Table MCFE21\_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
Asian Adults	5%	(52)	33%	(329)	45%	(449)	17%	(170)	1000
All Christian	4%	(13)	37%	(116)	45%	(141)	15%	(46)	317
All Non-Christian	10%	(23)	29%	(68)	43%	(103)	18%	(44)	239
Atheist	3%	(2)	43%	(29)	39%	(26)	14%	(10)	67
Agnostic/Nothing in particular	3%	(9)	30%	(87)	48%	(138)	19%	(53)	288
Something Else	4%	(4)	33%	(29)	45%	(40)	19%	(17)	90
Religious Non-Protestant/Catholic	9%	(23)	29%	(71)	43%	(104)	19%	(46)	244
Evangelical	3%	(5)	36%	(54)	43%	(63)	18%	(27)	148
Non-Evangelical	5%	(12)	35%	(88)	46%	(116)	14%	(35)	252
Community: Urban	6%	(19)	28%	(93)	48%	(158)	18%	(59)	329
Community: Suburban	3%	(18)	37%	(218)	43%	(256)	17%	(99)	591
Community: Rural	19%	(15)	23%	(18)	44%	(35)	15%	(12)	79
Employ: Private Sector	7%	(26)	36%	(136)	46%	(175)	11%	(43)	380
Employ: Government	4%	(2)	24%	(14)	47%	(27)	24%	(14)	57
Employ: Self-Employed	4%	(3)	32%	(26)	34%	(27)	30%	(24)	80
Employ: Homemaker	4%	(3)	36%	(29)	38%	(30)	23%	(18)	80
Employ: Student	6%	(6)	37%	(34)	45%	(42)	11%	(11)	93
Employ: Retired	1%	(1)	31%	(50)	46%	(73)	22%	(35)	159
Employ: Unemployed	7%	(9)	26%	(34)	50%	(66)	17%	(22)	131
Military HH: Yes	7%	(5)	27%	(18)	53%	(36)	12%	(8)	68
Military HH: No	5%	(47)	33%	(311)	44%	(413)	17%	(162)	932
RD/WT: Right Direction	13%	(29)	25%	(55)	37%	(81)	24%	(53)	218
RD/WT: Wrong Track	3%	(23)	35%	(274)	47%	(368)	15%	(117)	782
Trump Job Approve	8%	(20)	35%	(85)	36%	(87)	20%	(49)	241
Trump Job Disapprove	4%	(26)	33%	(230)	49%	(348)	14%	(100)	705
Trump Job Strongly Approve	11%	(13)	34%	(38)	36%	(40)	18%	(20)	112
Trump Job Somewhat Approve	6%	(8)	36%	(47)	36%	(46)	22%	(29)	130
Trump Job Somewhat Disapprove	3%	(7)	34%	(66)	48%	(95)	15%	(29)	196
Trump Job Strongly Disapprove	4%	(20)	32%	(164)	50%	(254)	14%	(72)	509
Favorable of Trump	8%	(20)	37%	(94)	32%	(82)	23%	(59)	256
Unfavorable of Trump	4%	(29)	32%	(218)	51%	(347)	13%	(92)	687

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**Table MCFE21\_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
Asian Adults	5%	(52)	33%	(329)	45%	(449)	17%	(170)	1000
Very Favorable of Trump	14%	(16)	35%	(40)	29%	(33)	22%	(24)	113
Somewhat Favorable of Trump	3%	(4)	38%	(54)	35%	(50)	24%	(35)	142
Somewhat Unfavorable of Trump	4%	(6)	33%	(48)	45%	(66)	17%	(26)	146
Very Unfavorable of Trump	4%	(23)	31%	(170)	52%	(281)	12%	(66)	540
#1 Issue: Economy	5%	(19)	35%	(140)	47%	(190)	14%	(55)	404
#1 Issue: Security	4%	(3)	37%	(25)	34%	(23)	24%	(16)	66
#1 Issue: Health Care	7%	(18)	35%	(92)	41%	(107)	18%	(46)	264
#1 Issue: Medicare / Social Security	4%	(3)	25%	(20)	37%	(29)	34%	(27)	80
#1 Issue: Women's Issues	1%	(1)	31%	(16)	68%	(35)	—	(0)	51
#1 Issue: Other	4%	(3)	25%	(16)	40%	(25)	31%	(19)	63
2018 House Vote: Democrat	3%	(9)	35%	(115)	51%	(168)	12%	(40)	333
2018 House Vote: Republican	6%	(10)	35%	(53)	48%	(73)	11%	(16)	152
2016 Vote: Hillary Clinton	4%	(13)	33%	(110)	51%	(171)	13%	(42)	337
2016 Vote: Donald Trump	5%	(8)	33%	(58)	44%	(77)	19%	(33)	176
2016 Vote: Didn't Vote	6%	(28)	33%	(148)	41%	(184)	20%	(93)	454
Voted in 2014: Yes	3%	(14)	35%	(145)	49%	(204)	12%	(51)	415
Voted in 2014: No	6%	(38)	31%	(184)	42%	(245)	20%	(119)	585
2012 Vote: Barack Obama	3%	(10)	34%	(113)	51%	(171)	12%	(41)	335
2012 Vote: Mitt Romney	7%	(9)	31%	(37)	48%	(57)	13%	(16)	118
2012 Vote: Didn't Vote	6%	(32)	33%	(171)	40%	(211)	21%	(110)	525
4-Region: Northeast	4%	(8)	34%	(67)	47%	(94)	15%	(30)	199
4-Region: Midwest	7%	(8)	35%	(44)	42%	(54)	16%	(21)	128
4-Region: South	6%	(13)	39%	(89)	37%	(85)	18%	(42)	229
4-Region: West	5%	(23)	29%	(129)	48%	(215)	17%	(77)	445

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**Table MCFE21\_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
Asian Adults	5%	(52)	33%	(329)	45%	(449)	17%	(170)	1000
Chinese	5%	(16)	35%	(119)	45%	(154)	15%	(52)	341
Filipino	6%	(9)	28%	(39)	41%	(57)	24%	(34)	138
Indian	9%	(9)	31%	(33)	47%	(49)	12%	(13)	104
Vietnamese	9%	(7)	40%	(30)	40%	(30)	10%	(8)	75
Korean	3%	(3)	33%	(30)	53%	(49)	11%	(10)	92
Japanese	2%	(3)	31%	(41)	47%	(63)	20%	(27)	135
Other Asian	4%	(5)	33%	(37)	40%	(45)	22%	(25)	112
Speaks only English at home	5%	(27)	32%	(180)	45%	(250)	18%	(101)	558
Speaks mostly English at home	4%	(10)	36%	(91)	46%	(116)	14%	(36)	253
Speaks both English and other language at home	8%	(7)	28%	(28)	52%	(51)	12%	(12)	98
Speaks mostly other language at home	8%	(6)	36%	(28)	37%	(28)	19%	(15)	77
Trump supporter	7%	(16)	34%	(78)	34%	(78)	25%	(57)	229
Biden supporter	5%	(29)	33%	(196)	49%	(293)	13%	(77)	595
Sports fans	6%	(40)	32%	(218)	48%	(328)	14%	(92)	679
Avid sports fans	8%	(15)	34%	(64)	47%	(89)	11%	(21)	190
Sports fans, Age: 18-34	11%	(21)	35%	(65)	46%	(87)	7%	(13)	187
Sports fans, Age: 35-44	6%	(9)	33%	(50)	45%	(68)	16%	(23)	150
Sports fans, Age: 45-64	3%	(8)	31%	(73)	51%	(119)	15%	(35)	236
Sports fans, Age: 65+	2%	(2)	28%	(30)	50%	(54)	19%	(20)	107
Movie studios should diversify teams	6%	(41)	34%	(239)	50%	(357)	11%	(76)	713
Movie studios should diversify stories	6%	(41)	34%	(213)	50%	(314)	10%	(66)	635
Concerned about Covid	5%	(46)	32%	(293)	47%	(432)	16%	(143)	913
No experience with Covid	5%	(28)	31%	(163)	41%	(211)	22%	(116)	518
Health care major factor for election	5%	(34)	33%	(233)	47%	(331)	16%	(111)	708
Social media users	5%	(51)	33%	(315)	45%	(424)	17%	(160)	951
WhatsApp users	6%	(21)	34%	(120)	46%	(163)	14%	(48)	352
WeChat users	9%	(16)	32%	(56)	40%	(69)	18%	(32)	173
Social media news source at least once a week	7%	(44)	35%	(228)	45%	(293)	14%	(92)	657

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

**Table MCFE21\_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
Asian Adults	6%	(60)	37%	(366)	42%	(417)	16%	(157)	1000
Gender: Male	7%	(31)	34%	(161)	41%	(191)	19%	(87)	470
Gender: Female	5%	(29)	39%	(205)	43%	(226)	13%	(70)	530
Age: 18-34	8%	(24)	35%	(112)	42%	(134)	16%	(50)	320
Age: 35-44	7%	(13)	43%	(80)	37%	(68)	13%	(24)	186
Age: 45-64	5%	(16)	36%	(121)	42%	(141)	17%	(58)	335
Age: 65+	4%	(7)	34%	(53)	47%	(74)	16%	(25)	158
GenZers: 1997-2012	6%	(8)	39%	(56)	40%	(56)	15%	(22)	142
Millennials: 1981-1996	9%	(26)	36%	(103)	40%	(113)	15%	(43)	286
GenXers: 1965-1980	4%	(13)	37%	(106)	42%	(122)	17%	(49)	289
Baby Boomers: 1946-1964	5%	(13)	38%	(97)	44%	(112)	13%	(33)	255
PID: Dem (no lean)	4%	(16)	39%	(158)	44%	(178)	12%	(50)	402
PID: Ind (no lean)	5%	(17)	35%	(128)	43%	(160)	17%	(63)	368
PID: Rep (no lean)	12%	(27)	35%	(80)	34%	(79)	19%	(44)	230
PID/Gender: Dem Men	4%	(7)	41%	(68)	42%	(70)	13%	(21)	167
PID/Gender: Dem Women	4%	(8)	38%	(90)	46%	(108)	12%	(29)	235
PID/Gender: Ind Men	7%	(12)	30%	(53)	42%	(74)	21%	(38)	176
PID/Gender: Ind Women	3%	(6)	39%	(75)	45%	(86)	13%	(26)	193
PID/Gender: Rep Men	10%	(12)	31%	(40)	37%	(47)	22%	(28)	128
PID/Gender: Rep Women	14%	(14)	40%	(40)	31%	(32)	15%	(15)	102
Ideo: Liberal (1-3)	6%	(18)	39%	(118)	44%	(135)	11%	(33)	304
Ideo: Moderate (4)	5%	(20)	34%	(125)	42%	(154)	19%	(72)	372
Ideo: Conservative (5-7)	7%	(18)	39%	(93)	42%	(102)	12%	(29)	241
Educ: < College	7%	(30)	34%	(144)	36%	(150)	23%	(96)	420
Educ: Bachelors degree	5%	(15)	39%	(129)	47%	(154)	10%	(31)	330
Educ: Post-grad	6%	(14)	37%	(93)	45%	(113)	12%	(29)	250
Income: Under 50k	7%	(29)	33%	(137)	38%	(157)	22%	(89)	412
Income: 50k-100k	6%	(19)	39%	(118)	44%	(134)	11%	(33)	303
Income: 100k+	4%	(11)	39%	(111)	44%	(126)	12%	(35)	284
Ethnicity: Other	6%	(60)	37%	(366)	42%	(417)	16%	(157)	1000

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**Table MCFE21\_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
Asian Adults	6%	(60)	37%	(366)	42%	(417)	16%	(157)	1000
All Christian	8%	(25)	39%	(122)	40%	(128)	13%	(42)	317
All Non-Christian	8%	(19)	37%	(88)	39%	(93)	17%	(39)	239
Atheist	3%	(2)	45%	(30)	37%	(25)	14%	(9)	67
Agnostic/Nothing in particular	4%	(12)	32%	(93)	47%	(135)	17%	(48)	288
Something Else	3%	(2)	37%	(33)	40%	(36)	20%	(18)	90
Religious Non-Protestant/Catholic	8%	(19)	37%	(89)	39%	(96)	16%	(40)	244
Evangelical	8%	(11)	34%	(51)	41%	(61)	17%	(25)	148
Non-Evangelical	6%	(16)	40%	(102)	39%	(99)	14%	(35)	252
Community: Urban	6%	(20)	36%	(118)	39%	(130)	19%	(63)	329
Community: Suburban	5%	(28)	38%	(225)	43%	(252)	15%	(86)	591
Community: Rural	15%	(12)	29%	(23)	45%	(35)	11%	(8)	79
Employ: Private Sector	7%	(26)	43%	(162)	37%	(141)	13%	(51)	380
Employ: Government	4%	(2)	29%	(17)	45%	(26)	22%	(13)	57
Employ: Self-Employed	4%	(3)	31%	(24)	40%	(32)	26%	(20)	80
Employ: Homemaker	6%	(5)	36%	(29)	39%	(32)	19%	(15)	80
Employ: Student	7%	(7)	34%	(32)	49%	(46)	9%	(9)	93
Employ: Retired	4%	(7)	32%	(51)	46%	(74)	17%	(28)	159
Employ: Unemployed	7%	(9)	35%	(45)	44%	(58)	14%	(18)	131
Military HH: Yes	7%	(4)	41%	(28)	45%	(30)	7%	(5)	68
Military HH: No	6%	(55)	36%	(338)	42%	(387)	16%	(152)	932
RD/WT: Right Direction	12%	(25)	33%	(71)	36%	(77)	20%	(44)	218
RD/WT: Wrong Track	4%	(34)	38%	(295)	43%	(340)	14%	(113)	782
Trump Job Approve	11%	(27)	41%	(99)	32%	(78)	15%	(37)	241
Trump Job Disapprove	5%	(32)	35%	(248)	46%	(325)	14%	(100)	705
Trump Job Strongly Approve	18%	(20)	41%	(45)	29%	(32)	13%	(14)	112
Trump Job Somewhat Approve	5%	(7)	42%	(54)	35%	(46)	17%	(23)	130
Trump Job Somewhat Disapprove	3%	(6)	39%	(76)	44%	(87)	14%	(28)	196
Trump Job Strongly Disapprove	5%	(26)	34%	(173)	47%	(238)	14%	(72)	509
Favorable of Trump	10%	(25)	41%	(106)	31%	(78)	18%	(47)	256
Unfavorable of Trump	5%	(33)	35%	(239)	47%	(320)	14%	(95)	687

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**Table MCFE21\_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
Asian Adults	6%	(60)	37%	(366)	42%	(417)	16%	(157)	1000
Very Favorable of Trump	15%	(17)	41%	(47)	27%	(31)	16%	(19)	113
Somewhat Favorable of Trump	6%	(8)	41%	(59)	33%	(47)	20%	(28)	142
Somewhat Unfavorable of Trump	4%	(6)	41%	(60)	39%	(56)	17%	(25)	146
Very Unfavorable of Trump	5%	(27)	33%	(179)	49%	(264)	13%	(71)	540
#1 Issue: Economy	7%	(26)	39%	(157)	40%	(161)	15%	(59)	404
#1 Issue: Security	8%	(5)	38%	(25)	33%	(22)	21%	(14)	66
#1 Issue: Health Care	7%	(18)	38%	(100)	41%	(109)	14%	(37)	264
#1 Issue: Medicare / Social Security	4%	(3)	23%	(19)	47%	(37)	26%	(21)	80
#1 Issue: Women's Issues	1%	(1)	45%	(23)	47%	(24)	7%	(3)	51
#1 Issue: Other	3%	(2)	30%	(19)	45%	(28)	23%	(14)	63
2018 House Vote: Democrat	4%	(13)	39%	(131)	44%	(147)	13%	(42)	333
2018 House Vote: Republican	8%	(11)	36%	(55)	48%	(73)	8%	(12)	152
2016 Vote: Hillary Clinton	5%	(18)	38%	(127)	45%	(152)	12%	(40)	337
2016 Vote: Donald Trump	6%	(11)	36%	(64)	41%	(71)	17%	(29)	176
2016 Vote: Didn't Vote	6%	(28)	36%	(165)	39%	(177)	18%	(84)	454
Voted in 2014: Yes	5%	(20)	38%	(159)	44%	(181)	13%	(54)	415
Voted in 2014: No	7%	(40)	35%	(206)	40%	(237)	18%	(103)	585
2012 Vote: Barack Obama	4%	(12)	37%	(124)	47%	(158)	12%	(40)	335
2012 Vote: Mitt Romney	10%	(12)	35%	(42)	42%	(50)	12%	(14)	118
2012 Vote: Didn't Vote	7%	(35)	37%	(193)	38%	(198)	19%	(99)	525
4-Region: Northeast	4%	(8)	37%	(74)	45%	(90)	13%	(26)	199
4-Region: Midwest	9%	(11)	35%	(45)	37%	(47)	19%	(24)	128
4-Region: South	7%	(17)	43%	(98)	36%	(81)	14%	(32)	229
4-Region: West	5%	(23)	33%	(148)	45%	(199)	17%	(74)	445

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**Table MCFE21\_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
Asian Adults	6%	(60)	37%	(366)	42%	(417)	16%	(157)	1000
Chinese	5%	(18)	38%	(130)	45%	(155)	11%	(39)	341
Filipino	9%	(12)	29%	(40)	42%	(58)	21%	(29)	138
Indian	10%	(11)	40%	(42)	35%	(37)	14%	(15)	104
Vietnamese	10%	(8)	47%	(36)	29%	(22)	14%	(10)	75
Korean	4%	(4)	34%	(31)	47%	(43)	15%	(14)	92
Japanese	5%	(7)	34%	(46)	40%	(54)	20%	(28)	135
Other Asian	1%	(1)	37%	(42)	43%	(48)	19%	(22)	112
Speaks only English at home	5%	(29)	35%	(198)	43%	(239)	17%	(93)	558
Speaks mostly English at home	5%	(13)	41%	(105)	38%	(97)	15%	(39)	253
Speaks both English and other language at home	11%	(11)	30%	(30)	50%	(49)	9%	(9)	98
Speaks mostly other language at home	9%	(7)	40%	(31)	33%	(25)	18%	(14)	77
Trump supporter	10%	(24)	39%	(89)	31%	(72)	19%	(45)	229
Biden supporter	5%	(30)	37%	(219)	45%	(267)	13%	(79)	595
Sports fans	7%	(47)	37%	(249)	43%	(294)	13%	(89)	679
Avid sports fans	9%	(17)	35%	(67)	41%	(77)	15%	(28)	190
Sports fans, Age: 18-34	9%	(17)	36%	(67)	45%	(84)	10%	(19)	187
Sports fans, Age: 35-44	7%	(11)	43%	(64)	37%	(55)	13%	(20)	150
Sports fans, Age: 45-64	6%	(14)	33%	(79)	44%	(104)	17%	(39)	236
Sports fans, Age: 65+	5%	(6)	36%	(39)	48%	(51)	11%	(11)	107
Movie studios should diversify teams	7%	(51)	38%	(269)	46%	(325)	10%	(68)	713
Movie studios should diversify stories	7%	(46)	39%	(246)	43%	(274)	11%	(68)	635
Concerned about Covid	6%	(55)	36%	(331)	43%	(389)	15%	(138)	913
No experience with Covid	5%	(25)	36%	(188)	40%	(209)	19%	(96)	518
Health care major factor for election	5%	(37)	37%	(265)	43%	(305)	14%	(101)	708
Social media users	6%	(60)	37%	(348)	42%	(395)	16%	(148)	951
WhatsApp users	7%	(24)	40%	(139)	43%	(150)	11%	(39)	352
WeChat users	8%	(13)	44%	(77)	32%	(56)	16%	(27)	173
Social media news source at least once a week	8%	(52)	38%	(249)	41%	(270)	13%	(86)	657

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



**Table MCFE22:** *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
Asian Adults	7%	(66)	28%	(276)	34%	(344)	31%	(314)	1000
Gender: Male	4%	(21)	28%	(130)	32%	(151)	36%	(168)	470
Gender: Female	9%	(45)	27%	(146)	37%	(193)	27%	(146)	530
Age: 18-34	13%	(43)	37%	(119)	27%	(88)	22%	(70)	320
Age: 35-44	5%	(9)	35%	(64)	39%	(73)	21%	(40)	186
Age: 45-64	4%	(12)	20%	(68)	37%	(125)	39%	(131)	335
Age: 65+	2%	(2)	16%	(25)	37%	(59)	46%	(72)	158
GenZers: 1997-2012	16%	(23)	39%	(55)	21%	(30)	23%	(33)	142
Millennials: 1981-1996	8%	(24)	36%	(102)	34%	(96)	22%	(63)	286
GenXers: 1965-1980	6%	(17)	22%	(64)	40%	(115)	32%	(93)	289
Baby Boomers: 1946-1964	1%	(2)	20%	(51)	38%	(96)	41%	(106)	255
PID: Dem (no lean)	8%	(34)	31%	(123)	36%	(144)	25%	(101)	402
PID: Ind (no lean)	2%	(8)	28%	(103)	34%	(125)	36%	(133)	368
PID: Rep (no lean)	11%	(25)	21%	(49)	33%	(75)	35%	(81)	230
PID/Gender: Dem Men	4%	(7)	31%	(52)	35%	(59)	29%	(49)	167
PID/Gender: Dem Women	11%	(27)	30%	(72)	36%	(85)	22%	(52)	235
PID/Gender: Ind Men	1%	(2)	26%	(46)	30%	(53)	43%	(75)	176
PID/Gender: Ind Women	3%	(6)	30%	(57)	38%	(72)	30%	(57)	193
PID/Gender: Rep Men	9%	(12)	25%	(32)	31%	(39)	35%	(44)	128
PID/Gender: Rep Women	12%	(13)	17%	(17)	35%	(36)	36%	(36)	102
Ideo: Liberal (1-3)	11%	(32)	33%	(100)	33%	(101)	23%	(71)	304
Ideo: Moderate (4)	3%	(12)	24%	(90)	40%	(149)	32%	(120)	372
Ideo: Conservative (5-7)	6%	(15)	25%	(60)	31%	(75)	38%	(91)	241
Educ: < College	10%	(42)	25%	(105)	28%	(116)	37%	(157)	420
Educ: Bachelors degree	4%	(15)	32%	(104)	38%	(126)	26%	(85)	330
Educ: Post-grad	4%	(10)	27%	(66)	41%	(102)	29%	(72)	250
Income: Under 50k	9%	(35)	26%	(109)	30%	(125)	35%	(143)	412
Income: 50k-100k	4%	(14)	32%	(96)	36%	(110)	28%	(84)	303
Income: 100k+	6%	(17)	25%	(70)	38%	(109)	31%	(88)	284
Ethnicity: Other	7%	(66)	28%	(276)	34%	(344)	31%	(314)	1000

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**Table MCFE22:** 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
Asian Adults	7%	(66)	28%	(276)	34%	(344)	31%	(314)	1000
All Christian	8%	(25)	27%	(85)	38%	(119)	28%	(89)	317
All Non-Christian	8%	(19)	35%	(84)	33%	(79)	24%	(57)	239
Atheist	4%	(3)	23%	(15)	36%	(24)	37%	(25)	67
Agnostic/Nothing in particular	6%	(16)	24%	(69)	33%	(96)	37%	(106)	288
Something Else	5%	(4)	25%	(23)	29%	(26)	41%	(37)	90
Religious Non-Protestant/Catholic	8%	(19)	35%	(86)	33%	(82)	24%	(58)	244
Evangelical	5%	(7)	24%	(36)	37%	(54)	34%	(51)	148
Non-Evangelical	9%	(21)	27%	(69)	35%	(88)	29%	(74)	252
Community: Urban	6%	(20)	28%	(93)	34%	(111)	32%	(106)	329
Community: Suburban	6%	(37)	26%	(153)	36%	(215)	31%	(186)	591
Community: Rural	12%	(9)	37%	(30)	23%	(18)	28%	(22)	79
Employ: Private Sector	7%	(26)	28%	(106)	39%	(150)	26%	(97)	380
Employ: Government	4%	(2)	19%	(11)	39%	(22)	38%	(22)	57
Employ: Self-Employed	3%	(2)	36%	(29)	36%	(29)	26%	(20)	80
Employ: Homemaker	8%	(7)	20%	(16)	39%	(32)	32%	(26)	80
Employ: Student	16%	(15)	42%	(39)	24%	(22)	18%	(17)	93
Employ: Retired	1%	(2)	17%	(26)	32%	(51)	50%	(80)	159
Employ: Unemployed	6%	(8)	35%	(46)	24%	(32)	34%	(45)	131
Military HH: Yes	17%	(11)	23%	(16)	29%	(20)	31%	(21)	68
Military HH: No	6%	(55)	28%	(260)	35%	(324)	31%	(293)	932
RD/WT: Right Direction	9%	(20)	29%	(64)	29%	(64)	32%	(71)	218
RD/WT: Wrong Track	6%	(47)	27%	(212)	36%	(280)	31%	(243)	782
Trump Job Approve	7%	(16)	24%	(59)	30%	(73)	39%	(94)	241
Trump Job Disapprove	7%	(48)	28%	(201)	37%	(257)	28%	(199)	705
Trump Job Strongly Approve	9%	(10)	23%	(26)	32%	(36)	36%	(40)	112
Trump Job Somewhat Approve	4%	(5)	25%	(33)	28%	(37)	42%	(54)	130
Trump Job Somewhat Disapprove	8%	(15)	26%	(51)	40%	(78)	27%	(52)	196
Trump Job Strongly Disapprove	6%	(33)	29%	(150)	35%	(179)	29%	(147)	509
Favorable of Trump	6%	(16)	24%	(61)	30%	(77)	40%	(102)	256
Unfavorable of Trump	7%	(47)	29%	(200)	37%	(251)	28%	(189)	687

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**Table MCFE22:** 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
Asian Adults	7%	(66)	28%	(276)	34%	(344)	31%	(314)	1000
Very Favorable of Trump	10%	(11)	22%	(25)	29%	(33)	39%	(44)	113
Somewhat Favorable of Trump	3%	(5)	25%	(35)	31%	(44)	41%	(58)	142
Somewhat Unfavorable of Trump	7%	(10)	30%	(44)	38%	(56)	25%	(36)	146
Very Unfavorable of Trump	7%	(36)	29%	(156)	36%	(195)	28%	(153)	540
#1 Issue: Economy	5%	(18)	31%	(127)	34%	(137)	30%	(122)	404
#1 Issue: Security	6%	(4)	26%	(17)	28%	(19)	40%	(26)	66
#1 Issue: Health Care	9%	(24)	27%	(72)	36%	(96)	27%	(72)	264
#1 Issue: Medicare / Social Security	1%	(1)	25%	(20)	38%	(30)	36%	(29)	80
#1 Issue: Women's Issues	16%	(8)	24%	(12)	33%	(17)	27%	(14)	51
#1 Issue: Other	11%	(7)	15%	(10)	24%	(15)	49%	(31)	63
2018 House Vote: Democrat	4%	(12)	27%	(89)	38%	(127)	31%	(104)	333
2018 House Vote: Republican	4%	(5)	24%	(36)	38%	(58)	35%	(53)	152
2016 Vote: Hillary Clinton	3%	(11)	30%	(101)	37%	(126)	29%	(99)	337
2016 Vote: Donald Trump	3%	(5)	23%	(41)	35%	(62)	39%	(68)	176
2016 Vote: Didn't Vote	11%	(48)	27%	(125)	32%	(146)	30%	(136)	454
Voted in 2014: Yes	4%	(15)	27%	(112)	36%	(151)	33%	(137)	415
Voted in 2014: No	9%	(52)	28%	(164)	33%	(193)	30%	(177)	585
2012 Vote: Barack Obama	3%	(10)	30%	(101)	38%	(128)	29%	(97)	335
2012 Vote: Mitt Romney	5%	(6)	19%	(22)	30%	(36)	46%	(54)	118
2012 Vote: Didn't Vote	10%	(51)	29%	(151)	33%	(172)	29%	(152)	525
4-Region: Northeast	3%	(5)	37%	(73)	37%	(73)	24%	(48)	199
4-Region: Midwest	10%	(13)	26%	(34)	34%	(43)	30%	(38)	128
4-Region: South	9%	(21)	25%	(56)	36%	(82)	30%	(69)	229
4-Region: West	6%	(27)	25%	(113)	33%	(146)	36%	(159)	445
Chinese	6%	(21)	28%	(94)	35%	(120)	31%	(106)	341
Filipino	12%	(17)	24%	(33)	33%	(45)	31%	(43)	138
Indian	7%	(7)	34%	(36)	40%	(41)	19%	(20)	104
Vietnamese	2%	(1)	26%	(19)	46%	(35)	26%	(20)	75
Korean	13%	(12)	28%	(26)	32%	(29)	28%	(25)	92
Japanese	5%	(7)	19%	(25)	32%	(43)	45%	(60)	135
Other Asian	1%	(1)	38%	(43)	27%	(30)	34%	(38)	112

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**Table MCFE22:** 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
Asian Adults	7%	(66)	28%	(276)	34%	(344)	31%	(314)	1000
Speaks only English at home	6%	(33)	27%	(148)	31%	(174)	36%	(202)	558
Speaks mostly English at home	8%	(21)	30%	(76)	39%	(99)	22%	(57)	253
Speaks both English and other language at home	3%	(3)	37%	(36)	41%	(40)	19%	(19)	98
Speaks mostly other language at home	10%	(8)	21%	(17)	34%	(26)	34%	(26)	77
Trump supporter	7%	(16)	21%	(49)	31%	(70)	41%	(95)	229
Biden supporter	8%	(46)	31%	(185)	34%	(204)	27%	(160)	595
Sports fans	6%	(43)	29%	(199)	36%	(245)	28%	(192)	679
Avid sports fans	9%	(16)	30%	(56)	33%	(62)	29%	(55)	190
Sports fans, Age: 18-34	12%	(22)	42%	(78)	29%	(54)	17%	(32)	187
Sports fans, Age: 35-44	5%	(8)	36%	(54)	39%	(58)	20%	(30)	150
Sports fans, Age: 45-64	5%	(11)	21%	(49)	39%	(91)	36%	(84)	236
Sports fans, Age: 65+	2%	(2)	17%	(18)	39%	(41)	42%	(45)	107
Movie studios should diversify teams	8%	(55)	31%	(218)	36%	(255)	26%	(186)	713
Movie studios should diversify stories	8%	(52)	33%	(208)	37%	(233)	22%	(141)	635
Concerned about Covid	7%	(63)	29%	(264)	34%	(313)	30%	(273)	913
No experience with Covid	6%	(30)	25%	(132)	32%	(165)	37%	(192)	518
Health care major factor for election	8%	(54)	27%	(193)	35%	(248)	30%	(214)	708
Social media users	7%	(66)	28%	(268)	34%	(324)	31%	(293)	951
WhatsApp users	7%	(25)	32%	(112)	37%	(130)	24%	(84)	352
WeChat users	8%	(14)	31%	(54)	29%	(51)	31%	(54)	173
Social media news source at least once a week	9%	(58)	32%	(210)	37%	(244)	22%	(146)	657

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

**Table MCFE23:** 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
Asian Adults	26%	(262)	74%	(738)	1000
Gender: Male	24%	(113)	76%	(357)	470
Gender: Female	28%	(148)	72%	(382)	530
Age: 18-34	28%	(90)	72%	(230)	320
Age: 35-44	34%	(64)	66%	(123)	186
Age: 45-64	21%	(72)	79%	(264)	335
Age: 65+	23%	(36)	77%	(122)	158
GenZers: 1997-2012	29%	(41)	71%	(101)	142
Millennials: 1981-1996	30%	(86)	70%	(199)	286
GenXers: 1965-1980	25%	(72)	75%	(217)	289
Baby Boomers: 1946-1964	22%	(56)	78%	(199)	255
PID: Dem (no lean)	25%	(100)	75%	(302)	402
PID: Ind (no lean)	23%	(83)	77%	(285)	368
PID: Rep (no lean)	34%	(78)	66%	(151)	230
PID/Gender: Dem Men	22%	(36)	78%	(131)	167
PID/Gender: Dem Women	27%	(64)	73%	(171)	235
PID/Gender: Ind Men	21%	(37)	79%	(138)	176
PID/Gender: Ind Women	24%	(46)	76%	(147)	193
PID/Gender: Rep Men	31%	(40)	69%	(88)	128
PID/Gender: Rep Women	37%	(38)	63%	(64)	102
Ideo: Liberal (1-3)	29%	(88)	71%	(216)	304
Ideo: Moderate (4)	24%	(88)	76%	(284)	372
Ideo: Conservative (5-7)	28%	(68)	72%	(173)	241
Educ: < College	29%	(122)	71%	(298)	420
Educ: Bachelors degree	22%	(74)	78%	(256)	330
Educ: Post-grad	26%	(66)	74%	(184)	250
Income: Under 50k	29%	(121)	71%	(292)	412
Income: 50k-100k	27%	(80)	73%	(223)	303
Income: 100k+	21%	(60)	79%	(224)	284

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**Table MCFE23:** 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
Asian Adults	26%	(262)	74%	(738)	1000
Ethnicity: Other	26%	(262)	74%	(738)	1000
All Christian	26%	(84)	74%	(233)	317
All Non-Christian	35%	(84)	65%	(155)	239
Atheist	13%	(9)	87%	(58)	67
Agnostic/Nothing in particular	20%	(58)	80%	(229)	288
Something Else	29%	(27)	71%	(64)	90
Religious Non-Protestant/Catholic	35%	(85)	65%	(159)	244
Evangelical	31%	(46)	69%	(102)	148
Non-Evangelical	25%	(62)	75%	(190)	252
Community: Urban	23%	(76)	77%	(254)	329
Community: Suburban	26%	(153)	74%	(439)	591
Community: Rural	42%	(34)	58%	(46)	79
Employ: Private Sector	28%	(105)	72%	(275)	380
Employ: Government	25%	(14)	75%	(43)	57
Employ: Self-Employed	32%	(25)	68%	(54)	80
Employ: Homemaker	33%	(27)	67%	(54)	80
Employ: Student	25%	(23)	75%	(70)	93
Employ: Retired	22%	(35)	78%	(124)	159
Employ: Unemployed	22%	(28)	78%	(103)	131
Military HH: Yes	26%	(17)	74%	(51)	68
Military HH: No	26%	(244)	74%	(688)	932
RD/WT: Right Direction	41%	(88)	59%	(130)	218
RD/WT: Wrong Track	22%	(173)	78%	(609)	782
Trump Job Approve	37%	(90)	63%	(152)	241
Trump Job Disapprove	22%	(158)	78%	(547)	705

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**Table MCFE23:** 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
Asian Adults	26%	(262)	74%	(738)	1000
Trump Job Strongly Approve	46%	(52)	54%	(60)	112
Trump Job Somewhat Approve	29%	(38)	71%	(92)	130
Trump Job Somewhat Disapprove	22%	(44)	78%	(152)	196
Trump Job Strongly Disapprove	22%	(114)	78%	(395)	509
Favorable of Trump	38%	(97)	62%	(159)	256
Unfavorable of Trump	23%	(157)	77%	(530)	687
Very Favorable of Trump	42%	(47)	58%	(66)	113
Somewhat Favorable of Trump	35%	(50)	65%	(93)	142
Somewhat Unfavorable of Trump	25%	(37)	75%	(109)	146
Very Unfavorable of Trump	22%	(120)	78%	(421)	540
#1 Issue: Economy	27%	(109)	73%	(295)	404
#1 Issue: Security	31%	(21)	69%	(45)	66
#1 Issue: Health Care	28%	(74)	72%	(190)	264
#1 Issue: Medicare / Social Security	21%	(16)	79%	(63)	80
#1 Issue: Women's Issues	18%	(9)	82%	(42)	51
#1 Issue: Other	19%	(12)	81%	(51)	63
2018 House Vote: Democrat	23%	(78)	77%	(255)	333
2018 House Vote: Republican	26%	(40)	74%	(112)	152
2016 Vote: Hillary Clinton	23%	(78)	77%	(259)	337
2016 Vote: Donald Trump	29%	(50)	71%	(126)	176
2016 Vote: Didn't Vote	28%	(126)	72%	(328)	454
Voted in 2014: Yes	25%	(105)	75%	(310)	415
Voted in 2014: No	27%	(157)	73%	(428)	585
2012 Vote: Barack Obama	22%	(75)	78%	(260)	335
2012 Vote: Mitt Romney	32%	(38)	68%	(80)	118
2012 Vote: Didn't Vote	27%	(144)	73%	(381)	525

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**Table MCFE23:** 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
Asian Adults	26%	(262)	74%	(738)	1000
4-Region: Northeast	28%	(55)	72%	(144)	199
4-Region: Midwest	34%	(43)	66%	(85)	128
4-Region: South	31%	(70)	69%	(158)	229
4-Region: West	21%	(93)	79%	(352)	445
Chinese	23%	(78)	77%	(263)	341
Filipino	24%	(33)	76%	(105)	138
Indian	31%	(32)	69%	(72)	104
Vietnamese	28%	(21)	72%	(54)	75
Korean	25%	(23)	75%	(69)	92
Japanese	28%	(38)	72%	(97)	135
Other Asian	32%	(36)	68%	(76)	112
Speaks only English at home	27%	(150)	73%	(408)	558
Speaks mostly English at home	24%	(60)	76%	(193)	253
Speaks both English and other language at home	31%	(31)	69%	(67)	98
Speaks mostly other language at home	24%	(18)	76%	(59)	77
Trump supporter	33%	(76)	67%	(153)	229
Biden supporter	25%	(149)	75%	(446)	595
Sports fans	28%	(187)	72%	(492)	679
Avid sports fans	32%	(60)	68%	(130)	190
Sports fans, Age: 18-34	33%	(62)	67%	(124)	187
Sports fans, Age: 35-44	33%	(50)	67%	(100)	150
Sports fans, Age: 45-64	23%	(54)	77%	(181)	236
Sports fans, Age: 65+	19%	(21)	81%	(86)	107
Movie studios should diversify teams	25%	(179)	75%	(535)	713
Movie studios should diversify stories	26%	(164)	74%	(470)	635
Concerned about Covid	25%	(230)	75%	(684)	913
No experience with Covid	26%	(137)	74%	(381)	518
Health care major factor for election	24%	(171)	76%	(537)	708

Continued on next page



**Table MCFE23:** 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
Asian Adults	26%	(262)	74%	(738)	1000
Social media users	26%	(249)	74%	(702)	951
WhatsApp users	26%	(91)	74%	(260)	352
WeChat users	31%	(54)	69%	(119)	173
Social media news source at least once a week	28%	(186)	72%	(471)	657

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

**Table MCFE24:** 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
Asian Adults	25%	(254)	75%	(746)	1000
Gender: Male	22%	(104)	78%	(366)	470
Gender: Female	28%	(150)	72%	(380)	530
Age: 18-34	29%	(92)	71%	(228)	320
Age: 35-44	37%	(69)	63%	(117)	186
Age: 45-64	19%	(63)	81%	(272)	335
Age: 65+	19%	(31)	81%	(128)	158
GenZers: 1997-2012	31%	(44)	69%	(98)	142
Millennials: 1981-1996	30%	(86)	70%	(200)	286
GenXers: 1965-1980	25%	(73)	75%	(217)	289
Baby Boomers: 1946-1964	18%	(47)	82%	(208)	255
PID: Dem (no lean)	23%	(93)	77%	(309)	402
PID: Ind (no lean)	26%	(96)	74%	(272)	368
PID: Rep (no lean)	29%	(66)	71%	(164)	230
PID/Gender: Dem Men	20%	(33)	80%	(134)	167
PID/Gender: Dem Women	25%	(60)	75%	(175)	235
PID/Gender: Ind Men	23%	(40)	77%	(135)	176
PID/Gender: Ind Women	29%	(56)	71%	(137)	193
PID/Gender: Rep Men	24%	(31)	76%	(97)	128
PID/Gender: Rep Women	34%	(34)	66%	(68)	102
Ideo: Liberal (1-3)	26%	(78)	74%	(226)	304
Ideo: Moderate (4)	22%	(80)	78%	(292)	372
Ideo: Conservative (5-7)	28%	(67)	72%	(174)	241
Educ: < College	30%	(124)	70%	(296)	420
Educ: Bachelors degree	21%	(69)	79%	(261)	330
Educ: Post-grad	24%	(61)	76%	(189)	250
Income: Under 50k	30%	(123)	70%	(290)	412
Income: 50k-100k	23%	(70)	77%	(233)	303
Income: 100k+	22%	(62)	78%	(222)	284
Ethnicity: Other	25%	(254)	75%	(746)	1000

Continued on next page

**Table MCFE24:** 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
Asian Adults	25%	(254)	75%	(746)	1000
All Christian	26%	(83)	74%	(234)	317
All Non-Christian	33%	(79)	67%	(160)	239
Atheist	12%	(8)	88%	(59)	67
Agnostic/Nothing in particular	18%	(51)	82%	(237)	288
Something Else	38%	(34)	62%	(56)	90
Religious Non-Protestant/Catholic	33%	(80)	67%	(163)	244
Evangelical	31%	(46)	69%	(102)	148
Non-Evangelical	27%	(68)	73%	(184)	252
Community: Urban	27%	(89)	73%	(241)	329
Community: Suburban	23%	(135)	77%	(456)	591
Community: Rural	38%	(30)	62%	(49)	79
Employ: Private Sector	27%	(103)	73%	(277)	380
Employ: Government	13%	(7)	87%	(50)	57
Employ: Self-Employed	23%	(18)	77%	(62)	80
Employ: Homemaker	34%	(28)	66%	(53)	80
Employ: Student	29%	(27)	71%	(66)	93
Employ: Retired	18%	(29)	82%	(130)	159
Employ: Unemployed	26%	(35)	74%	(96)	131
Military HH: Yes	22%	(15)	78%	(53)	68
Military HH: No	26%	(239)	74%	(693)	932
RD/WT: Right Direction	36%	(79)	64%	(139)	218
RD/WT: Wrong Track	22%	(175)	78%	(607)	782
Trump Job Approve	33%	(79)	67%	(162)	241
Trump Job Disapprove	21%	(151)	79%	(554)	705
Trump Job Strongly Approve	37%	(41)	63%	(70)	112
Trump Job Somewhat Approve	29%	(38)	71%	(92)	130
Trump Job Somewhat Disapprove	25%	(48)	75%	(148)	196
Trump Job Strongly Disapprove	20%	(103)	80%	(406)	509
Favorable of Trump	35%	(89)	65%	(167)	256
Unfavorable of Trump	22%	(148)	78%	(539)	687

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**Table MCFE24:** 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
Asian Adults	25%	(254)	75%	(746)	1000
Very Favorable of Trump	33%	(37)	67%	(76)	113
Somewhat Favorable of Trump	36%	(51)	64%	(91)	142
Somewhat Unfavorable of Trump	25%	(37)	75%	(109)	146
Very Unfavorable of Trump	21%	(111)	79%	(430)	540
#1 Issue: Economy	28%	(115)	72%	(289)	404
#1 Issue: Security	26%	(17)	74%	(49)	66
#1 Issue: Health Care	25%	(66)	75%	(198)	264
#1 Issue: Medicare / Social Security	19%	(15)	81%	(65)	80
#1 Issue: Women's Issues	26%	(13)	74%	(38)	51
#1 Issue: Other	17%	(11)	83%	(52)	63
2018 House Vote: Democrat	22%	(74)	78%	(259)	333
2018 House Vote: Republican	24%	(37)	76%	(115)	152
2016 Vote: Hillary Clinton	23%	(76)	77%	(261)	337
2016 Vote: Donald Trump	28%	(50)	72%	(126)	176
2016 Vote: Didn't Vote	27%	(124)	73%	(330)	454
Voted in 2014: Yes	22%	(92)	78%	(323)	415
Voted in 2014: No	28%	(163)	72%	(423)	585
2012 Vote: Barack Obama	22%	(74)	78%	(261)	335
2012 Vote: Mitt Romney	26%	(30)	74%	(88)	118
2012 Vote: Didn't Vote	28%	(146)	72%	(378)	525
4-Region: Northeast	23%	(46)	77%	(153)	199
4-Region: Midwest	32%	(41)	68%	(87)	128
4-Region: South	32%	(72)	68%	(156)	229
4-Region: West	21%	(95)	79%	(350)	445

Continued on next page

**Table MCFE24:** 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
Asian Adults	25%	(254)	75%	(746)	1000
Chinese	24%	(82)	76%	(259)	341
Filipino	23%	(31)	77%	(107)	138
Indian	34%	(35)	66%	(69)	104
Vietnamese	25%	(19)	75%	(56)	75
Korean	24%	(22)	76%	(70)	92
Japanese	23%	(31)	77%	(104)	135
Other Asian	30%	(34)	70%	(78)	112
Speaks only English at home	25%	(138)	75%	(420)	558
Speaks mostly English at home	24%	(61)	76%	(192)	253
Speaks both English and other language at home	26%	(26)	74%	(72)	98
Speaks mostly other language at home	36%	(28)	64%	(49)	77
Trump supporter	32%	(74)	68%	(156)	229
Biden supporter	23%	(136)	77%	(459)	595
Sports fans	26%	(174)	74%	(505)	679
Avid sports fans	31%	(58)	69%	(131)	190
Sports fans, Age: 18-34	33%	(61)	67%	(126)	187
Sports fans, Age: 35-44	38%	(57)	62%	(93)	150
Sports fans, Age: 45-64	18%	(42)	82%	(194)	236
Sports fans, Age: 65+	14%	(15)	86%	(92)	107
Movie studios should diversify teams	24%	(173)	76%	(540)	713
Movie studios should diversify stories	24%	(152)	76%	(482)	635
Concerned about Covid	25%	(225)	75%	(688)	913
No experience with Covid	28%	(146)	72%	(372)	518
Health care major factor for election	22%	(156)	78%	(552)	708
Social media users	26%	(244)	74%	(707)	951
WhatsApp users	27%	(94)	73%	(258)	352
WeChat users	36%	(62)	64%	(110)	173
Social media news source at least once a week	28%	(184)	72%	(473)	657

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 MCFE25:** 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
Asian Adults	17%	(169)	61%	(607)	22%	(224)	1000
Gender: Male	19%	(88)	59%	(279)	22%	(102)	470
Gender: Female	15%	(81)	62%	(328)	23%	(122)	530
Age: 18-34	12%	(40)	64%	(204)	24%	(77)	320
Age: 35-44	19%	(35)	62%	(115)	19%	(36)	186
Age: 45-64	19%	(65)	58%	(195)	23%	(76)	335
Age: 65+	19%	(29)	59%	(93)	22%	(36)	158
GenZers: 1997-2012	9%	(12)	64%	(90)	28%	(39)	142
Millennials: 1981-1996	18%	(53)	61%	(175)	20%	(57)	286
GenXers: 1965-1980	20%	(59)	56%	(162)	24%	(69)	289
Baby Boomers: 1946-1964	16%	(41)	65%	(166)	19%	(48)	255
PID: Dem (no lean)	14%	(56)	66%	(265)	20%	(81)	402
PID: Ind (no lean)	16%	(60)	60%	(221)	24%	(87)	368
PID: Rep (no lean)	23%	(53)	53%	(121)	24%	(56)	230
PID/Gender: Dem Men	15%	(25)	64%	(107)	21%	(34)	167
PID/Gender: Dem Women	13%	(32)	67%	(157)	20%	(46)	235
PID/Gender: Ind Men	16%	(28)	64%	(112)	20%	(36)	176
PID/Gender: Ind Women	17%	(32)	57%	(109)	27%	(51)	193
PID/Gender: Rep Men	28%	(36)	47%	(60)	25%	(32)	128
PID/Gender: Rep Women	16%	(17)	60%	(61)	24%	(24)	102
Ideo: Liberal (1-3)	13%	(41)	68%	(206)	19%	(58)	304
Ideo: Moderate (4)	20%	(74)	60%	(223)	20%	(74)	372
Ideo: Conservative (5-7)	19%	(45)	56%	(136)	25%	(60)	241
Educ: < College	19%	(80)	55%	(229)	26%	(111)	420
Educ: Bachelors degree	16%	(54)	65%	(216)	18%	(60)	330
Educ: Post-grad	14%	(35)	65%	(161)	21%	(53)	250
Income: Under 50k	17%	(70)	55%	(228)	28%	(114)	412
Income: 50k-100k	19%	(57)	64%	(193)	18%	(53)	303
Income: 100k+	15%	(42)	65%	(186)	20%	(56)	284
Ethnicity: Other	17%	(169)	61%	(607)	22%	(224)	1000

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**Table MCFE25:** 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
Asian Adults	17%	(169)	61%	(607)	22%	(224)	1000
All Christian	15%	(49)	65%	(207)	19%	(61)	317
All Non-Christian	28%	(68)	59%	(141)	13%	(30)	239
Atheist	10%	(6)	61%	(40)	30%	(20)	67
Agnostic/Nothing in particular	12%	(33)	57%	(165)	31%	(89)	288
Something Else	14%	(13)	59%	(53)	26%	(24)	90
Religious Non-Protestant/Catholic	28%	(68)	59%	(144)	13%	(31)	244
Evangelical	18%	(26)	55%	(82)	27%	(40)	148
Non-Evangelical	14%	(35)	69%	(174)	17%	(44)	252
Community: Urban	17%	(58)	62%	(205)	20%	(66)	329
Community: Suburban	16%	(95)	60%	(356)	24%	(141)	591
Community: Rural	21%	(17)	58%	(46)	21%	(17)	79
Employ: Private Sector	19%	(73)	61%	(231)	20%	(76)	380
Employ: Government	25%	(14)	50%	(29)	25%	(14)	57
Employ: Self-Employed	17%	(14)	55%	(44)	28%	(22)	80
Employ: Homemaker	21%	(17)	66%	(53)	12%	(10)	80
Employ: Student	7%	(6)	67%	(63)	26%	(24)	93
Employ: Retired	19%	(30)	56%	(89)	26%	(41)	159
Employ: Unemployed	8%	(11)	67%	(88)	25%	(32)	131
Military HH: Yes	16%	(11)	61%	(42)	23%	(16)	68
Military HH: No	17%	(158)	61%	(565)	22%	(209)	932
RD/WT: Right Direction	26%	(56)	51%	(112)	23%	(50)	218
RD/WT: Wrong Track	14%	(113)	63%	(495)	22%	(174)	782
Trump Job Approve	26%	(64)	49%	(118)	25%	(59)	241
Trump Job Disapprove	14%	(100)	65%	(456)	21%	(148)	705
Trump Job Strongly Approve	32%	(35)	45%	(50)	24%	(27)	112
Trump Job Somewhat Approve	22%	(29)	53%	(68)	25%	(33)	130
Trump Job Somewhat Disapprove	15%	(29)	62%	(121)	24%	(46)	196
Trump Job Strongly Disapprove	14%	(71)	66%	(335)	20%	(102)	509

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**Table MCFE25:** 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
Asian Adults	17%	(169)	61%	(607)	22%	(224)	1000
Favorable of Trump	25%	(65)	47%	(119)	28%	(72)	256
Unfavorable of Trump	14%	(99)	66%	(452)	20%	(136)	687
Very Favorable of Trump	31%	(35)	42%	(48)	27%	(30)	113
Somewhat Favorable of Trump	21%	(30)	50%	(72)	29%	(41)	142
Somewhat Unfavorable of Trump	15%	(22)	60%	(88)	24%	(36)	146
Very Unfavorable of Trump	14%	(77)	67%	(363)	19%	(100)	540
#1 Issue: Economy	17%	(67)	62%	(250)	21%	(86)	404
#1 Issue: Security	14%	(9)	60%	(40)	26%	(17)	66
#1 Issue: Health Care	19%	(51)	60%	(159)	21%	(54)	264
#1 Issue: Medicare / Social Security	16%	(13)	64%	(51)	20%	(16)	80
#1 Issue: Women's Issues	11%	(6)	51%	(26)	38%	(19)	51
#1 Issue: Other	21%	(13)	54%	(34)	24%	(15)	63
2018 House Vote: Democrat	13%	(45)	66%	(220)	20%	(68)	333
2018 House Vote: Republican	24%	(36)	54%	(82)	22%	(33)	152
2016 Vote: Hillary Clinton	15%	(49)	67%	(226)	18%	(62)	337
2016 Vote: Donald Trump	22%	(38)	51%	(90)	27%	(47)	176
2016 Vote: Didn't Vote	18%	(81)	58%	(264)	24%	(109)	454
Voted in 2014: Yes	17%	(69)	63%	(260)	21%	(86)	415
Voted in 2014: No	17%	(101)	59%	(347)	24%	(138)	585
2012 Vote: Barack Obama	15%	(51)	65%	(216)	20%	(68)	335
2012 Vote: Mitt Romney	23%	(27)	54%	(64)	23%	(27)	118
2012 Vote: Didn't Vote	17%	(90)	60%	(312)	23%	(122)	525
4-Region: Northeast	21%	(42)	60%	(119)	19%	(37)	199
4-Region: Midwest	15%	(19)	69%	(88)	16%	(21)	128
4-Region: South	17%	(39)	60%	(138)	23%	(52)	229
4-Region: West	15%	(69)	59%	(262)	26%	(114)	445

Continued on next page



**Table MCFE25:** 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
Asian Adults	17%	(169)	61%	(607)	22%	(224)	1000
Chinese	15%	(53)	65%	(223)	19%	(65)	341
Filipino	19%	(26)	54%	(75)	27%	(37)	138
Indian	19%	(20)	66%	(68)	15%	(16)	104
Vietnamese	28%	(21)	47%	(36)	24%	(18)	75
Korean	9%	(8)	64%	(59)	27%	(25)	92
Japanese	15%	(21)	56%	(76)	28%	(38)	135
Other Asian	18%	(20)	62%	(69)	20%	(23)	112
Speaks only English at home	15%	(84)	57%	(320)	28%	(154)	558
Speaks mostly English at home	18%	(45)	65%	(165)	17%	(42)	253
Speaks both English and other language at home	18%	(18)	72%	(70)	10%	(10)	98
Speaks mostly other language at home	19%	(15)	61%	(47)	20%	(15)	77
Trump supporter	26%	(59)	48%	(110)	26%	(60)	229
Biden supporter	14%	(83)	68%	(402)	19%	(110)	595
Sports fans	18%	(125)	63%	(429)	18%	(124)	679
Avid sports fans	25%	(48)	63%	(119)	12%	(23)	190
Sports fans, Age: 18-34	15%	(28)	69%	(128)	16%	(30)	187
Sports fans, Age: 35-44	22%	(32)	60%	(90)	18%	(27)	150
Sports fans, Age: 45-64	17%	(40)	62%	(146)	21%	(50)	236
Sports fans, Age: 65+	23%	(25)	61%	(65)	16%	(17)	107
Movie studios should diversify teams	15%	(104)	67%	(475)	19%	(134)	713
Movie studios should diversify stories	15%	(96)	68%	(431)	17%	(108)	635
Concerned about Covid	17%	(159)	62%	(569)	20%	(186)	913
No experience with Covid	18%	(95)	57%	(297)	24%	(125)	518
Health care major factor for election	15%	(106)	63%	(443)	22%	(159)	708
Social media users	17%	(164)	61%	(580)	22%	(207)	951
WhatsApp users	17%	(59)	67%	(235)	16%	(58)	352
WeChat users	27%	(47)	58%	(100)	15%	(26)	173
Social media news source at least once a week	17%	(114)	64%	(422)	18%	(121)	657

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

**Table MCFE26\_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
Asian Adults	46%	(457)	54%	(543)	1000
Gender: Male	46%	(215)	54%	(255)	470
Gender: Female	46%	(243)	54%	(287)	530
Age: 18-34	42%	(134)	58%	(186)	320
Age: 35-44	42%	(78)	58%	(108)	186
Age: 45-64	49%	(164)	51%	(172)	335
Age: 65+	52%	(83)	48%	(76)	158
GenZers: 1997-2012	34%	(48)	66%	(94)	142
Millennials: 1981-1996	45%	(128)	55%	(157)	286
GenXers: 1965-1980	49%	(142)	51%	(148)	289
Baby Boomers: 1946-1964	50%	(128)	50%	(127)	255
PID: Dem (no lean)	48%	(192)	52%	(210)	402
PID: Ind (no lean)	36%	(133)	64%	(235)	368
PID: Rep (no lean)	58%	(133)	42%	(97)	230
PID/Gender: Dem Men	44%	(73)	56%	(94)	167
PID/Gender: Dem Women	51%	(119)	49%	(116)	235
PID/Gender: Ind Men	34%	(60)	66%	(116)	176
PID/Gender: Ind Women	38%	(73)	62%	(120)	193
PID/Gender: Rep Men	64%	(82)	36%	(46)	128
PID/Gender: Rep Women	50%	(51)	50%	(51)	102
Ideo: Liberal (1-3)	47%	(142)	53%	(162)	304
Ideo: Moderate (4)	43%	(158)	57%	(214)	372
Ideo: Conservative (5-7)	60%	(144)	40%	(97)	241
Educ: < College	38%	(161)	62%	(259)	420
Educ: Bachelors degree	55%	(183)	45%	(147)	330
Educ: Post-grad	45%	(114)	55%	(136)	250
Income: Under 50k	34%	(142)	66%	(271)	412
Income: 50k-100k	52%	(157)	48%	(146)	303
Income: 100k+	56%	(159)	44%	(125)	284
Ethnicity: Other	46%	(457)	54%	(543)	1000

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**Table MCFE26\_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
Asian Adults	46%	(457)	54%	(543)	1000
All Christian	54%	(171)	46%	(146)	317
All Non-Christian	41%	(97)	59%	(142)	239
Atheist	41%	(27)	59%	(39)	67
Agnostic/Nothing in particular	43%	(125)	57%	(163)	288
Something Else	42%	(38)	58%	(52)	90
Religious Non-Protestant/Catholic	42%	(101)	58%	(143)	244
Evangelical	50%	(73)	50%	(75)	148
Non-Evangelical	51%	(129)	49%	(123)	252
Community: Urban	45%	(148)	55%	(182)	329
Community: Suburban	47%	(279)	53%	(312)	591
Community: Rural	38%	(30)	62%	(49)	79
Employ: Private Sector	50%	(191)	50%	(189)	380
Employ: Government	42%	(24)	58%	(33)	57
Employ: Self-Employed	36%	(29)	64%	(51)	80
Employ: Homemaker	58%	(46)	42%	(34)	80
Employ: Student	39%	(36)	61%	(57)	93
Employ: Retired	52%	(83)	48%	(76)	159
Employ: Unemployed	29%	(38)	71%	(93)	131
Military HH: Yes	63%	(43)	37%	(26)	68
Military HH: No	45%	(415)	55%	(517)	932
RD/WT: Right Direction	45%	(99)	55%	(119)	218
RD/WT: Wrong Track	46%	(359)	54%	(423)	782
Trump Job Approve	51%	(124)	49%	(118)	241
Trump Job Disapprove	46%	(321)	54%	(384)	705
Trump Job Strongly Approve	50%	(56)	50%	(55)	112
Trump Job Somewhat Approve	52%	(68)	48%	(62)	130
Trump Job Somewhat Disapprove	48%	(93)	52%	(103)	196
Trump Job Strongly Disapprove	45%	(228)	55%	(281)	509
Favorable of Trump	48%	(124)	52%	(132)	256
Unfavorable of Trump	46%	(318)	54%	(369)	687

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**Table MCFE26\_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
Asian Adults	46%	(457)	54%	(543)	1000
Very Favorable of Trump	47%	(53)	53%	(60)	113
Somewhat Favorable of Trump	50%	(71)	50%	(72)	142
Somewhat Unfavorable of Trump	50%	(74)	50%	(73)	146
Very Unfavorable of Trump	45%	(244)	55%	(296)	540
#1 Issue: Economy	49%	(199)	51%	(204)	404
#1 Issue: Security	37%	(25)	63%	(42)	66
#1 Issue: Health Care	47%	(123)	53%	(141)	264
#1 Issue: Medicare / Social Security	37%	(30)	63%	(50)	80
#1 Issue: Women's Issues	52%	(27)	48%	(24)	51
#1 Issue: Other	40%	(25)	60%	(38)	63
2018 House Vote: Democrat	47%	(157)	53%	(176)	333
2018 House Vote: Republican	61%	(93)	39%	(59)	152
2016 Vote: Hillary Clinton	50%	(170)	50%	(167)	337
2016 Vote: Donald Trump	53%	(94)	47%	(82)	176
2016 Vote: Didn't Vote	39%	(175)	61%	(279)	454
Voted in 2014: Yes	52%	(214)	48%	(201)	415
Voted in 2014: No	42%	(244)	58%	(342)	585
2012 Vote: Barack Obama	51%	(173)	49%	(163)	335
2012 Vote: Mitt Romney	56%	(66)	44%	(52)	118
2012 Vote: Didn't Vote	40%	(208)	60%	(317)	525
4-Region: Northeast	41%	(82)	59%	(117)	199
4-Region: Midwest	46%	(59)	54%	(68)	128
4-Region: South	41%	(93)	59%	(135)	229
4-Region: West	50%	(223)	50%	(222)	445
Chinese	46%	(157)	54%	(184)	341
Filipino	52%	(72)	48%	(66)	138
Indian	37%	(38)	63%	(66)	104
Vietnamese	37%	(28)	63%	(47)	75
Korean	45%	(41)	55%	(51)	92
Japanese	57%	(77)	43%	(58)	135
Other Asian	39%	(43)	61%	(69)	112

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**Table MCFE26\_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
Asian Adults	46%	(457)	54%	(543)	1000
Speaks only English at home	47%	(264)	53%	(294)	558
Speaks mostly English at home	47%	(118)	53%	(135)	253
Speaks both English and other language at home	43%	(42)	57%	(56)	98
Speaks mostly other language at home	38%	(29)	62%	(48)	77
Trump supporter	51%	(118)	49%	(112)	229
Biden supporter	46%	(273)	54%	(322)	595
Sports fans	50%	(339)	50%	(340)	679
Avid sports fans	51%	(96)	49%	(94)	190
Sports fans, Age: 18-34	45%	(83)	55%	(103)	187
Sports fans, Age: 35-44	43%	(65)	57%	(85)	150
Sports fans, Age: 45-64	55%	(130)	45%	(106)	236
Sports fans, Age: 65+	57%	(61)	43%	(46)	107
Movie studios should diversify teams	50%	(357)	50%	(357)	713
Movie studios should diversify stories	47%	(301)	53%	(334)	635
Concerned about Covid	46%	(418)	54%	(495)	913
No experience with Covid	44%	(225)	56%	(293)	518
Health care major factor for election	45%	(322)	55%	(386)	708
Social media users	46%	(437)	54%	(514)	951
WhatsApp users	47%	(165)	53%	(187)	352
WeChat users	45%	(78)	55%	(94)	173
Social media news source at least once a week	47%	(311)	53%	(346)	657

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

**Table MCFE26\_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
Asian Adults	13%	(131)	87%	(869)	1000
Gender: Male	15%	(71)	85%	(399)	470
Gender: Female	11%	(60)	89%	(470)	530
Age: 18-34	18%	(56)	82%	(264)	320
Age: 35-44	16%	(30)	84%	(156)	186
Age: 45-64	11%	(38)	89%	(298)	335
Age: 65+	4%	(7)	96%	(152)	158
GenZers: 1997-2012	18%	(25)	82%	(117)	142
Millennials: 1981-1996	18%	(51)	82%	(235)	286
GenXers: 1965-1980	12%	(35)	88%	(255)	289
Baby Boomers: 1946-1964	7%	(18)	93%	(237)	255
PID: Dem (no lean)	16%	(63)	84%	(339)	402
PID: Ind (no lean)	12%	(44)	88%	(324)	368
PID: Rep (no lean)	10%	(23)	90%	(207)	230
PID/Gender: Dem Men	17%	(28)	83%	(139)	167
PID/Gender: Dem Women	15%	(36)	85%	(200)	235
PID/Gender: Ind Men	15%	(27)	85%	(149)	176
PID/Gender: Ind Women	9%	(18)	91%	(175)	193
PID/Gender: Rep Men	13%	(17)	87%	(111)	128
PID/Gender: Rep Women	6%	(6)	94%	(96)	102
Ideo: Liberal (1-3)	16%	(49)	84%	(255)	304
Ideo: Moderate (4)	12%	(45)	88%	(327)	372
Ideo: Conservative (5-7)	11%	(28)	89%	(214)	241
Educ: < College	10%	(42)	90%	(378)	420
Educ: Bachelors degree	16%	(54)	84%	(276)	330
Educ: Post-grad	14%	(35)	86%	(215)	250
Income: Under 50k	10%	(41)	90%	(371)	412
Income: 50k-100k	17%	(52)	83%	(252)	303
Income: 100k+	13%	(38)	87%	(246)	284
Ethnicity: Other	13%	(131)	87%	(869)	1000

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**Table MCFE26\_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
Asian Adults	13%	(131)	87%	(869)	1000
All Christian	17%	(54)	83%	(263)	317
All Non-Christian	12%	(29)	88%	(210)	239
Atheist	9%	(6)	91%	(60)	67
Agnostic/Nothing in particular	13%	(36)	87%	(251)	288
Something Else	6%	(5)	94%	(85)	90
Religious Non-Protestant/Catholic	12%	(29)	88%	(215)	244
Evangelical	14%	(20)	86%	(128)	148
Non-Evangelical	15%	(38)	85%	(214)	252
Community: Urban	13%	(42)	87%	(287)	329
Community: Suburban	14%	(85)	86%	(506)	591
Community: Rural	5%	(4)	95%	(75)	79
Employ: Private Sector	15%	(59)	85%	(321)	380
Employ: Government	23%	(13)	77%	(44)	57
Employ: Self-Employed	13%	(11)	87%	(69)	80
Employ: Homemaker	8%	(7)	92%	(74)	80
Employ: Student	19%	(17)	81%	(76)	93
Employ: Retired	4%	(6)	96%	(154)	159
Employ: Unemployed	10%	(13)	90%	(119)	131
Military HH: Yes	13%	(9)	87%	(59)	68
Military HH: No	13%	(122)	87%	(810)	932
RD/WT: Right Direction	14%	(30)	86%	(188)	218
RD/WT: Wrong Track	13%	(101)	87%	(681)	782
Trump Job Approve	12%	(28)	88%	(213)	241
Trump Job Disapprove	14%	(97)	86%	(608)	705
Trump Job Strongly Approve	14%	(15)	86%	(96)	112
Trump Job Somewhat Approve	10%	(13)	90%	(116)	130
Trump Job Somewhat Disapprove	14%	(27)	86%	(169)	196
Trump Job Strongly Disapprove	14%	(70)	86%	(439)	509
Favorable of Trump	11%	(28)	89%	(228)	256
Unfavorable of Trump	14%	(95)	86%	(592)	687

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**Table MCFE26\_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
Asian Adults	13%	(131)	87%	(869)	1000
Very Favorable of Trump	11%	(12)	89%	(101)	113
Somewhat Favorable of Trump	11%	(16)	89%	(127)	142
Somewhat Unfavorable of Trump	14%	(21)	86%	(125)	146
Very Unfavorable of Trump	14%	(74)	86%	(467)	540
#1 Issue: Economy	16%	(65)	84%	(339)	404
#1 Issue: Security	12%	(8)	88%	(58)	66
#1 Issue: Health Care	13%	(33)	87%	(231)	264
#1 Issue: Medicare / Social Security	3%	(2)	97%	(78)	80
#1 Issue: Women's Issues	10%	(5)	90%	(46)	51
#1 Issue: Other	9%	(6)	91%	(57)	63
2018 House Vote: Democrat	15%	(49)	85%	(284)	333
2018 House Vote: Republican	8%	(13)	92%	(139)	152
2016 Vote: Hillary Clinton	13%	(43)	87%	(294)	337
2016 Vote: Donald Trump	10%	(17)	90%	(158)	176
2016 Vote: Didn't Vote	14%	(65)	86%	(389)	454
Voted in 2014: Yes	13%	(55)	87%	(359)	415
Voted in 2014: No	13%	(75)	87%	(510)	585
2012 Vote: Barack Obama	13%	(45)	87%	(291)	335
2012 Vote: Mitt Romney	7%	(9)	93%	(109)	118
2012 Vote: Didn't Vote	14%	(74)	86%	(451)	525
4-Region: Northeast	18%	(36)	82%	(163)	199
4-Region: Midwest	7%	(9)	93%	(119)	128
4-Region: South	15%	(35)	85%	(194)	229
4-Region: West	12%	(52)	88%	(393)	445
Chinese	12%	(41)	88%	(300)	341
Filipino	16%	(22)	84%	(117)	138
Indian	14%	(15)	86%	(89)	104
Vietnamese	19%	(14)	81%	(61)	75
Korean	17%	(16)	83%	(76)	92
Japanese	10%	(14)	90%	(121)	135
Other Asian	9%	(10)	91%	(102)	112

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**Table MCFE26\_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
Asian Adults	13%	(131)	87%	(869)	1000
Speaks only English at home	12%	(65)	88%	(493)	558
Speaks mostly English at home	17%	(44)	83%	(209)	253
Speaks both English and other language at home	15%	(15)	85%	(83)	98
Speaks mostly other language at home	8%	(6)	92%	(71)	77
Trump supporter	11%	(25)	89%	(204)	229
Biden supporter	14%	(82)	86%	(513)	595
Sports fans	15%	(105)	85%	(574)	679
Avid sports fans	22%	(42)	78%	(148)	190
Sports fans, Age: 18-34	23%	(43)	77%	(144)	187
Sports fans, Age: 35-44	17%	(25)	83%	(124)	150
Sports fans, Age: 45-64	13%	(31)	87%	(205)	236
Sports fans, Age: 65+	6%	(6)	94%	(101)	107
Movie studios should diversify teams	14%	(101)	86%	(613)	713
Movie studios should diversify stories	15%	(97)	85%	(537)	635
Concerned about Covid	13%	(119)	87%	(794)	913
No experience with Covid	11%	(56)	89%	(462)	518
Health care major factor for election	14%	(102)	86%	(606)	708
Social media users	14%	(130)	86%	(821)	951
WhatsApp users	15%	(52)	85%	(300)	352
WeChat users	15%	(26)	85%	(147)	173
Social media news source at least once a week	16%	(106)	84%	(551)	657

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

**Table MCFE26\_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
Asian Adults	22%	(219)	78%	(781)	1000
Gender: Male	24%	(111)	76%	(359)	470
Gender: Female	20%	(109)	80%	(421)	530
Age: 18-34	29%	(92)	71%	(228)	320
Age: 35-44	27%	(50)	73%	(136)	186
Age: 45-64	16%	(54)	84%	(281)	335
Age: 65+	15%	(23)	85%	(135)	158
GenZers: 1997-2012	30%	(42)	70%	(100)	142
Millennials: 1981-1996	26%	(76)	74%	(210)	286
GenXers: 1965-1980	20%	(58)	80%	(232)	289
Baby Boomers: 1946-1964	16%	(41)	84%	(214)	255
PID: Dem (no lean)	25%	(102)	75%	(300)	402
PID: Ind (no lean)	22%	(80)	78%	(288)	368
PID: Rep (no lean)	16%	(37)	84%	(193)	230
PID/Gender: Dem Men	26%	(42)	74%	(124)	167
PID/Gender: Dem Women	25%	(60)	75%	(176)	235
PID/Gender: Ind Men	24%	(42)	76%	(134)	176
PID/Gender: Ind Women	20%	(38)	80%	(154)	193
PID/Gender: Rep Men	20%	(26)	80%	(102)	128
PID/Gender: Rep Women	10%	(11)	90%	(91)	102
Ideo: Liberal (1-3)	28%	(85)	72%	(219)	304
Ideo: Moderate (4)	23%	(85)	77%	(287)	372
Ideo: Conservative (5-7)	17%	(42)	83%	(200)	241
Educ: < College	24%	(101)	76%	(319)	420
Educ: Bachelors degree	22%	(74)	78%	(256)	330
Educ: Post-grad	18%	(44)	82%	(206)	250
Income: Under 50k	21%	(85)	79%	(327)	412
Income: 50k-100k	25%	(76)	75%	(227)	303
Income: 100k+	20%	(58)	80%	(226)	284
Ethnicity: Other	22%	(219)	78%	(781)	1000

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**Table MCFE26\_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
Asian Adults	22%	(219)	78%	(781)	1000
All Christian	18%	(57)	82%	(260)	317
All Non-Christian	27%	(65)	73%	(174)	239
Atheist	28%	(19)	72%	(48)	67
Agnostic/Nothing in particular	22%	(64)	78%	(223)	288
Something Else	16%	(15)	84%	(75)	90
Religious Non-Protestant/Catholic	27%	(66)	73%	(178)	244
Evangelical	18%	(26)	82%	(122)	148
Non-Evangelical	17%	(43)	83%	(209)	252
Community: Urban	30%	(98)	70%	(232)	329
Community: Suburban	17%	(102)	83%	(489)	591
Community: Rural	25%	(19)	75%	(60)	79
Employ: Private Sector	27%	(103)	73%	(277)	380
Employ: Government	14%	(8)	86%	(49)	57
Employ: Self-Employed	25%	(20)	75%	(59)	80
Employ: Homemaker	19%	(15)	81%	(65)	80
Employ: Student	27%	(25)	73%	(68)	93
Employ: Retired	14%	(22)	86%	(137)	159
Employ: Unemployed	17%	(22)	83%	(109)	131
Military HH: Yes	20%	(13)	80%	(55)	68
Military HH: No	22%	(206)	78%	(726)	932
RD/WT: Right Direction	17%	(37)	83%	(181)	218
RD/WT: Wrong Track	23%	(182)	77%	(600)	782
Trump Job Approve	20%	(48)	80%	(193)	241
Trump Job Disapprove	23%	(166)	77%	(539)	705
Trump Job Strongly Approve	20%	(22)	80%	(89)	112
Trump Job Somewhat Approve	20%	(26)	80%	(104)	130
Trump Job Somewhat Disapprove	22%	(43)	78%	(153)	196
Trump Job Strongly Disapprove	24%	(123)	76%	(386)	509
Favorable of Trump	20%	(52)	80%	(204)	256
Unfavorable of Trump	23%	(159)	77%	(527)	687

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**Table MCFE26\_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
Asian Adults	22%	(219)	78%	(781)	1000
Very Favorable of Trump	26%	(29)	74%	(84)	113
Somewhat Favorable of Trump	16%	(22)	84%	(120)	142
Somewhat Unfavorable of Trump	22%	(33)	78%	(114)	146
Very Unfavorable of Trump	23%	(127)	77%	(414)	540
#1 Issue: Economy	25%	(99)	75%	(304)	404
#1 Issue: Security	18%	(12)	82%	(55)	66
#1 Issue: Health Care	22%	(58)	78%	(205)	264
#1 Issue: Medicare / Social Security	12%	(10)	88%	(70)	80
#1 Issue: Women's Issues	32%	(16)	68%	(35)	51
#1 Issue: Other	11%	(7)	89%	(56)	63
2018 House Vote: Democrat	22%	(74)	78%	(259)	333
2018 House Vote: Republican	23%	(34)	77%	(118)	152
2016 Vote: Hillary Clinton	26%	(89)	74%	(247)	337
2016 Vote: Donald Trump	16%	(27)	84%	(148)	176
2016 Vote: Didn't Vote	21%	(98)	79%	(356)	454
Voted in 2014: Yes	24%	(99)	76%	(316)	415
Voted in 2014: No	21%	(120)	79%	(465)	585
2012 Vote: Barack Obama	25%	(83)	75%	(252)	335
2012 Vote: Mitt Romney	13%	(16)	87%	(102)	118
2012 Vote: Didn't Vote	21%	(113)	79%	(412)	525
4-Region: Northeast	29%	(57)	71%	(142)	199
4-Region: Midwest	21%	(27)	79%	(101)	128
4-Region: South	20%	(46)	80%	(183)	229
4-Region: West	20%	(89)	80%	(356)	445
Chinese	18%	(60)	82%	(281)	341
Filipino	17%	(24)	83%	(114)	138
Indian	35%	(36)	65%	(68)	104
Vietnamese	19%	(14)	81%	(61)	75
Korean	26%	(24)	74%	(68)	92
Japanese	20%	(26)	80%	(108)	135
Other Asian	29%	(32)	71%	(80)	112

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**Table MCFE26\_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
Asian Adults	22%	(219)	78%	(781)	1000
Speaks only English at home	21%	(118)	79%	(440)	558
Speaks mostly English at home	28%	(72)	72%	(181)	253
Speaks both English and other language at home	21%	(20)	79%	(78)	98
Speaks mostly other language at home	12%	(9)	88%	(67)	77
Trump supporter	19%	(44)	81%	(186)	229
Biden supporter	24%	(141)	76%	(455)	595
Sports fans	25%	(171)	75%	(508)	679
Avid sports fans	37%	(70)	63%	(119)	190
Sports fans, Age: 18-34	35%	(65)	65%	(121)	187
Sports fans, Age: 35-44	29%	(43)	71%	(107)	150
Sports fans, Age: 45-64	18%	(42)	82%	(193)	236
Sports fans, Age: 65+	19%	(20)	81%	(87)	107
Movie studios should diversify teams	24%	(168)	76%	(545)	713
Movie studios should diversify stories	24%	(151)	76%	(483)	635
Concerned about Covid	22%	(200)	78%	(714)	913
No experience with Covid	17%	(88)	83%	(430)	518
Health care major factor for election	25%	(174)	75%	(534)	708
Social media users	22%	(213)	78%	(738)	951
WhatsApp users	30%	(104)	70%	(248)	352
WeChat users	26%	(46)	74%	(127)	173
Social media news source at least once a week	25%	(166)	75%	(491)	657

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

**Table MCFE26\_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
Asian Adults	14%	(142)	86%	(858)	1000
Gender: Male	14%	(65)	86%	(405)	470
Gender: Female	15%	(77)	85%	(453)	530
Age: 18-34	21%	(66)	79%	(254)	320
Age: 35-44	19%	(36)	81%	(150)	186
Age: 45-64	9%	(30)	91%	(305)	335
Age: 65+	6%	(10)	94%	(149)	158
GenZers: 1997-2012	24%	(34)	76%	(108)	142
Millennials: 1981-1996	19%	(54)	81%	(232)	286
GenXers: 1965-1980	11%	(31)	89%	(258)	289
Baby Boomers: 1946-1964	9%	(22)	91%	(233)	255
PID: Dem (no lean)	17%	(69)	83%	(333)	402
PID: Ind (no lean)	12%	(42)	88%	(326)	368
PID: Rep (no lean)	14%	(31)	86%	(199)	230
PID/Gender: Dem Men	16%	(27)	84%	(140)	167
PID/Gender: Dem Women	18%	(42)	82%	(193)	235
PID/Gender: Ind Men	11%	(19)	89%	(156)	176
PID/Gender: Ind Women	12%	(23)	88%	(169)	193
PID/Gender: Rep Men	15%	(19)	85%	(108)	128
PID/Gender: Rep Women	12%	(12)	88%	(90)	102
Ideo: Liberal (1-3)	22%	(67)	78%	(237)	304
Ideo: Moderate (4)	10%	(38)	90%	(334)	372
Ideo: Conservative (5-7)	10%	(23)	90%	(218)	241
Educ: < College	15%	(65)	85%	(355)	420
Educ: Bachelors degree	13%	(41)	87%	(289)	330
Educ: Post-grad	14%	(36)	86%	(214)	250
Income: Under 50k	11%	(47)	89%	(366)	412
Income: 50k-100k	17%	(52)	83%	(252)	303
Income: 100k+	15%	(44)	85%	(240)	284
Ethnicity: Other	14%	(142)	86%	(858)	1000

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**Table MCFE26\_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
Asian Adults	14%	(142)	86%	(858)	1000
All Christian	11%	(36)	89%	(281)	317
All Non-Christian	15%	(37)	85%	(202)	239
Atheist	12%	(8)	88%	(59)	67
Agnostic/Nothing in particular	16%	(47)	84%	(241)	288
Something Else	16%	(14)	84%	(76)	90
Religious Non-Protestant/Catholic	15%	(37)	85%	(207)	244
Evangelical	9%	(14)	91%	(134)	148
Non-Evangelical	14%	(37)	86%	(216)	252
Community: Urban	13%	(42)	87%	(288)	329
Community: Suburban	15%	(90)	85%	(502)	591
Community: Rural	14%	(11)	86%	(68)	79
Employ: Private Sector	18%	(67)	82%	(313)	380
Employ: Government	10%	(6)	90%	(51)	57
Employ: Self-Employed	17%	(13)	83%	(66)	80
Employ: Homemaker	3%	(2)	97%	(78)	80
Employ: Student	26%	(25)	74%	(68)	93
Employ: Retired	6%	(10)	94%	(150)	159
Employ: Unemployed	13%	(17)	87%	(115)	131
Military HH: Yes	13%	(9)	87%	(59)	68
Military HH: No	14%	(133)	86%	(799)	932
RD/WT: Right Direction	10%	(22)	90%	(196)	218
RD/WT: Wrong Track	15%	(121)	85%	(662)	782
Trump Job Approve	10%	(25)	90%	(216)	241
Trump Job Disapprove	16%	(116)	84%	(589)	705
Trump Job Strongly Approve	15%	(17)	85%	(94)	112
Trump Job Somewhat Approve	6%	(8)	94%	(122)	130
Trump Job Somewhat Disapprove	12%	(24)	88%	(172)	196
Trump Job Strongly Disapprove	18%	(92)	82%	(417)	509
Favorable of Trump	10%	(26)	90%	(230)	256
Unfavorable of Trump	17%	(114)	83%	(572)	687

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**Table MCFE26\_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
Asian Adults	14%	(142)	86%	(858)	1000
Very Favorable of Trump	15%	(17)	85%	(97)	113
Somewhat Favorable of Trump	6%	(9)	94%	(133)	142
Somewhat Unfavorable of Trump	14%	(21)	86%	(125)	146
Very Unfavorable of Trump	17%	(94)	83%	(447)	540
#1 Issue: Economy	15%	(59)	85%	(345)	404
#1 Issue: Security	8%	(5)	92%	(61)	66
#1 Issue: Health Care	20%	(51)	80%	(212)	264
#1 Issue: Medicare / Social Security	6%	(5)	94%	(75)	80
#1 Issue: Women's Issues	20%	(10)	80%	(41)	51
#1 Issue: Other	3%	(2)	97%	(61)	63
2018 House Vote: Democrat	15%	(51)	85%	(282)	333
2018 House Vote: Republican	11%	(17)	89%	(134)	152
2016 Vote: Hillary Clinton	14%	(47)	86%	(289)	337
2016 Vote: Donald Trump	11%	(19)	89%	(157)	176
2016 Vote: Didn't Vote	16%	(71)	84%	(383)	454
Voted in 2014: Yes	14%	(56)	86%	(358)	415
Voted in 2014: No	15%	(86)	85%	(499)	585
2012 Vote: Barack Obama	14%	(46)	86%	(290)	335
2012 Vote: Mitt Romney	11%	(13)	89%	(105)	118
2012 Vote: Didn't Vote	15%	(80)	85%	(445)	525
4-Region: Northeast	16%	(31)	84%	(167)	199
4-Region: Midwest	16%	(21)	84%	(107)	128
4-Region: South	15%	(35)	85%	(194)	229
4-Region: West	13%	(56)	87%	(389)	445
Chinese	13%	(43)	87%	(297)	341
Filipino	10%	(14)	90%	(124)	138
Indian	22%	(23)	78%	(81)	104
Vietnamese	21%	(16)	79%	(60)	75
Korean	21%	(19)	79%	(72)	92
Japanese	7%	(9)	93%	(125)	135
Other Asian	16%	(18)	84%	(95)	112

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**Table MCFE26\_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
Asian Adults	14%	(142)	86%	(858)	1000
Speaks only English at home	12%	(68)	88%	(490)	558
Speaks mostly English at home	20%	(51)	80%	(202)	253
Speaks both English and other language at home	13%	(13)	87%	(85)	98
Speaks mostly other language at home	14%	(11)	86%	(66)	77
Trump supporter	11%	(24)	89%	(205)	229
Biden supporter	17%	(103)	83%	(492)	595
Sports fans	18%	(120)	82%	(559)	679
Avid sports fans	18%	(35)	82%	(155)	190
Sports fans, Age: 18-34	28%	(53)	72%	(133)	187
Sports fans, Age: 35-44	21%	(31)	79%	(119)	150
Sports fans, Age: 45-64	12%	(28)	88%	(208)	236
Sports fans, Age: 65+	8%	(8)	92%	(99)	107
Movie studios should diversify teams	17%	(123)	83%	(590)	713
Movie studios should diversify stories	18%	(114)	82%	(520)	635
Concerned about Covid	15%	(133)	85%	(780)	913
No experience with Covid	9%	(47)	91%	(471)	518
Health care major factor for election	15%	(107)	85%	(601)	708
Social media users	15%	(140)	85%	(811)	951
WhatsApp users	17%	(60)	83%	(292)	352
WeChat users	18%	(31)	82%	(142)	173
Social media news source at least once a week	17%	(115)	83%	(542)	657

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

**Table MCFE26\_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
Asian Adults	4%	(39)	96%	(961)	1000
Gender: Male	5%	(23)	95%	(447)	470
Gender: Female	3%	(16)	97%	(514)	530
Age: 18-34	7%	(23)	93%	(297)	320
Age: 35-44	4%	(8)	96%	(178)	186
Age: 45-64	2%	(7)	98%	(329)	335
Age: 65+	1%	(1)	99%	(157)	158
GenZers: 1997-2012	7%	(10)	93%	(132)	142
Millennials: 1981-1996	7%	(19)	93%	(267)	286
GenXers: 1965-1980	3%	(8)	97%	(282)	289
Baby Boomers: 1946-1964	1%	(3)	99%	(252)	255
PID: Dem (no lean)	8%	(31)	92%	(371)	402
PID: Ind (no lean)	2%	(7)	98%	(361)	368
PID: Rep (no lean)	1%	(1)	99%	(229)	230
PID/Gender: Dem Men	10%	(16)	90%	(150)	167
PID/Gender: Dem Women	6%	(15)	94%	(221)	235
PID/Gender: Ind Men	4%	(7)	96%	(169)	176
PID/Gender: Ind Women	—	(1)	100%	(192)	193
PID/Gender: Rep Men	—	(1)	100%	(127)	128
PID/Gender: Rep Women	1%	(1)	99%	(101)	102
Ideo: Liberal (1-3)	9%	(27)	91%	(277)	304
Ideo: Moderate (4)	3%	(10)	97%	(362)	372
Ideo: Conservative (5-7)	1%	(1)	99%	(240)	241
Educ: < College	4%	(17)	96%	(403)	420
Educ: Bachelors degree	4%	(14)	96%	(316)	330
Educ: Post-grad	3%	(8)	97%	(242)	250
Income: Under 50k	4%	(16)	96%	(397)	412
Income: 50k-100k	4%	(13)	96%	(291)	303
Income: 100k+	4%	(11)	96%	(273)	284
Ethnicity: Other	4%	(39)	96%	(961)	1000

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**Table MCFE26\_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
Asian Adults	4%	(39)	96%	(961)	1000
All Christian	2%	(7)	98%	(310)	317
All Non-Christian	6%	(15)	94%	(224)	239
Atheist	3%	(2)	97%	(64)	67
Agnostic/Nothing in particular	5%	(14)	95%	(273)	288
Something Else	2%	(2)	98%	(88)	90
Religious Non-Protestant/Catholic	6%	(15)	94%	(228)	244
Evangelical	1%	(2)	99%	(146)	148
Non-Evangelical	2%	(5)	98%	(247)	252
Community: Urban	4%	(14)	96%	(316)	329
Community: Suburban	4%	(23)	96%	(568)	591
Community: Rural	3%	(2)	97%	(77)	79
Employ: Private Sector	6%	(24)	94%	(356)	380
Employ: Government	1%	(1)	99%	(56)	57
Employ: Self-Employed	5%	(4)	95%	(76)	80
Employ: Homemaker	3%	(2)	97%	(78)	80
Employ: Student	5%	(5)	95%	(88)	93
Employ: Retired	1%	(1)	99%	(158)	159
Employ: Unemployed	—	(1)	100%	(131)	131
Military HH: Yes	2%	(1)	98%	(67)	68
Military HH: No	4%	(38)	96%	(894)	932
RD/WT: Right Direction	3%	(6)	97%	(212)	218
RD/WT: Wrong Track	4%	(33)	96%	(749)	782
Trump Job Approve	1%	(3)	99%	(238)	241
Trump Job Disapprove	5%	(37)	95%	(668)	705
Trump Job Strongly Approve	2%	(2)	98%	(109)	112
Trump Job Somewhat Approve	1%	(1)	99%	(129)	130
Trump Job Somewhat Disapprove	2%	(4)	98%	(191)	196
Trump Job Strongly Disapprove	6%	(32)	94%	(477)	509
Favorable of Trump	1%	(1)	99%	(254)	256
Unfavorable of Trump	5%	(38)	95%	(649)	687

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**Table MCFE26\_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
Asian Adults	4%	(39)	96%	(961)	1000
Very Favorable of Trump	—	(0)	100%	(113)	113
Somewhat Favorable of Trump	1%	(1)	99%	(141)	142
Somewhat Unfavorable of Trump	5%	(8)	95%	(139)	146
Very Unfavorable of Trump	6%	(30)	94%	(510)	540
#1 Issue: Economy	5%	(18)	95%	(385)	404
#1 Issue: Security	3%	(2)	97%	(64)	66
#1 Issue: Health Care	3%	(7)	97%	(257)	264
#1 Issue: Medicare / Social Security	2%	(1)	98%	(79)	80
#1 Issue: Women's Issues	9%	(5)	91%	(46)	51
#1 Issue: Other	2%	(2)	98%	(61)	63
2018 House Vote: Democrat	7%	(23)	93%	(310)	333
2018 House Vote: Republican	1%	(1)	99%	(151)	152
2016 Vote: Hillary Clinton	6%	(19)	94%	(318)	337
2016 Vote: Donald Trump	1%	(2)	99%	(174)	176
2016 Vote: Didn't Vote	4%	(17)	96%	(437)	454
Voted in 2014: Yes	5%	(19)	95%	(395)	415
Voted in 2014: No	3%	(20)	97%	(565)	585
2012 Vote: Barack Obama	4%	(13)	96%	(322)	335
2012 Vote: Mitt Romney	1%	(1)	99%	(117)	118
2012 Vote: Didn't Vote	4%	(23)	96%	(502)	525
4-Region: Northeast	6%	(11)	94%	(187)	199
4-Region: Midwest	1%	(2)	99%	(126)	128
4-Region: South	3%	(7)	97%	(221)	229
4-Region: West	4%	(19)	96%	(426)	445
Chinese	3%	(10)	97%	(330)	341
Filipino	3%	(4)	97%	(134)	138
Indian	7%	(8)	93%	(96)	104
Vietnamese	4%	(3)	96%	(72)	75
Korean	7%	(7)	93%	(85)	92
Japanese	2%	(2)	98%	(132)	135
Other Asian	4%	(5)	96%	(107)	112

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**Table MCFE26\_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
Asian Adults	4%	(39)	96%	(961)	1000
Speaks only English at home	4%	(21)	96%	(537)	558
Speaks mostly English at home	5%	(12)	95%	(241)	253
Speaks both English and other language at home	5%	(5)	95%	(93)	98
Speaks mostly other language at home	3%	(2)	97%	(75)	77
Trump supporter	—	(1)	100%	(228)	229
Biden supporter	5%	(32)	95%	(563)	595
Sports fans	5%	(35)	95%	(644)	679
Avid sports fans	9%	(16)	91%	(173)	190
Sports fans, Age: 18-34	11%	(20)	89%	(166)	187
Sports fans, Age: 35-44	5%	(7)	95%	(143)	150
Sports fans, Age: 45-64	3%	(6)	97%	(230)	236
Sports fans, Age: 65+	1%	(1)	99%	(106)	107
Movie studios should diversify teams	5%	(36)	95%	(677)	713
Movie studios should diversify stories	6%	(36)	94%	(599)	635
Concerned about Covid	4%	(35)	96%	(878)	913
No experience with Covid	2%	(12)	98%	(506)	518
Health care major factor for election	5%	(32)	95%	(676)	708
Social media users	4%	(39)	96%	(911)	951
WhatsApp users	6%	(23)	94%	(329)	352
WeChat users	5%	(9)	95%	(164)	173
Social media news source at least once a week	5%	(31)	95%	(625)	657

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

**Table MCFE26\_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
Asian Adults	12%	(115)	88%	(885)	1000
Gender: Male	12%	(58)	88%	(412)	470
Gender: Female	11%	(57)	89%	(473)	530
Age: 18-34	15%	(49)	85%	(271)	320
Age: 35-44	17%	(32)	83%	(154)	186
Age: 45-64	8%	(28)	92%	(307)	335
Age: 65+	4%	(6)	96%	(152)	158
GenZers: 1997-2012	19%	(27)	81%	(115)	142
Millennials: 1981-1996	15%	(42)	85%	(244)	286
GenXers: 1965-1980	10%	(29)	90%	(260)	289
Baby Boomers: 1946-1964	7%	(18)	93%	(237)	255
PID: Dem (no lean)	17%	(68)	83%	(334)	402
PID: Ind (no lean)	8%	(31)	92%	(338)	368
PID: Rep (no lean)	7%	(17)	93%	(213)	230
PID/Gender: Dem Men	19%	(31)	81%	(136)	167
PID/Gender: Dem Women	16%	(37)	84%	(198)	235
PID/Gender: Ind Men	10%	(17)	90%	(159)	176
PID/Gender: Ind Women	7%	(14)	93%	(179)	193
PID/Gender: Rep Men	8%	(10)	92%	(118)	128
PID/Gender: Rep Women	7%	(7)	93%	(95)	102
Ideo: Liberal (1-3)	20%	(62)	80%	(242)	304
Ideo: Moderate (4)	10%	(37)	90%	(335)	372
Ideo: Conservative (5-7)	6%	(15)	94%	(227)	241
Educ: < College	11%	(48)	89%	(372)	420
Educ: Bachelors degree	12%	(40)	88%	(290)	330
Educ: Post-grad	11%	(27)	89%	(223)	250
Income: Under 50k	10%	(43)	90%	(369)	412
Income: 50k-100k	14%	(44)	86%	(260)	303
Income: 100k+	10%	(29)	90%	(255)	284
Ethnicity: Other	12%	(115)	88%	(885)	1000

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**Table MCFE26\_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
Asian Adults	12%	(115)	88%	(885)	1000
All Christian	9%	(27)	91%	(290)	317
All Non-Christian	14%	(34)	86%	(205)	239
Atheist	9%	(6)	91%	(61)	67
Agnostic/Nothing in particular	12%	(36)	88%	(252)	288
Something Else	14%	(13)	86%	(77)	90
Religious Non-Protestant/Catholic	14%	(34)	86%	(210)	244
Evangelical	8%	(11)	92%	(137)	148
Non-Evangelical	11%	(28)	89%	(225)	252
Community: Urban	13%	(43)	87%	(286)	329
Community: Suburban	11%	(65)	89%	(526)	591
Community: Rural	9%	(7)	91%	(72)	79
Employ: Private Sector	15%	(57)	85%	(322)	380
Employ: Government	9%	(5)	91%	(52)	57
Employ: Self-Employed	19%	(16)	81%	(64)	80
Employ: Homemaker	7%	(6)	93%	(75)	80
Employ: Student	15%	(14)	85%	(79)	93
Employ: Retired	4%	(7)	96%	(153)	159
Employ: Unemployed	5%	(7)	95%	(124)	131
Military HH: Yes	11%	(8)	89%	(60)	68
Military HH: No	12%	(108)	88%	(824)	932
RD/WT: Right Direction	7%	(16)	93%	(202)	218
RD/WT: Wrong Track	13%	(100)	87%	(682)	782
Trump Job Approve	6%	(15)	94%	(226)	241
Trump Job Disapprove	14%	(100)	86%	(604)	705
Trump Job Strongly Approve	7%	(8)	93%	(103)	112
Trump Job Somewhat Approve	5%	(7)	95%	(123)	130
Trump Job Somewhat Disapprove	8%	(15)	92%	(181)	196
Trump Job Strongly Disapprove	17%	(85)	83%	(424)	509
Favorable of Trump	6%	(15)	94%	(241)	256
Unfavorable of Trump	14%	(98)	86%	(589)	687

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**Table MCFE26\_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
Asian Adults	12%	(115)	88%	(885)	1000
Very Favorable of Trump	10%	(11)	90%	(102)	113
Somewhat Favorable of Trump	2%	(3)	98%	(139)	142
Somewhat Unfavorable of Trump	10%	(14)	90%	(132)	146
Very Unfavorable of Trump	16%	(84)	84%	(457)	540
#1 Issue: Economy	11%	(45)	89%	(359)	404
#1 Issue: Security	10%	(7)	90%	(60)	66
#1 Issue: Health Care	11%	(28)	89%	(236)	264
#1 Issue: Medicare / Social Security	7%	(6)	93%	(74)	80
#1 Issue: Women's Issues	34%	(17)	66%	(33)	51
#1 Issue: Other	2%	(2)	98%	(61)	63
2018 House Vote: Democrat	14%	(45)	86%	(288)	333
2018 House Vote: Republican	12%	(18)	88%	(134)	152
2016 Vote: Hillary Clinton	12%	(42)	88%	(295)	337
2016 Vote: Donald Trump	9%	(16)	91%	(159)	176
2016 Vote: Didn't Vote	11%	(52)	89%	(402)	454
Voted in 2014: Yes	13%	(55)	87%	(360)	415
Voted in 2014: No	10%	(61)	90%	(525)	585
2012 Vote: Barack Obama	13%	(45)	87%	(291)	335
2012 Vote: Mitt Romney	6%	(8)	94%	(110)	118
2012 Vote: Didn't Vote	11%	(58)	89%	(466)	525
4-Region: Northeast	18%	(35)	82%	(163)	199
4-Region: Midwest	12%	(15)	88%	(113)	128
4-Region: South	9%	(21)	91%	(208)	229
4-Region: West	10%	(44)	90%	(401)	445
Chinese	8%	(28)	92%	(312)	341
Filipino	12%	(16)	88%	(122)	138
Indian	24%	(25)	76%	(79)	104
Vietnamese	14%	(10)	86%	(65)	75
Korean	17%	(16)	83%	(76)	92
Japanese	8%	(11)	92%	(124)	135
Other Asian	7%	(8)	93%	(104)	112

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**Table MCFE26\_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
Asian Adults	12%	(115)	88%	(885)	1000
Speaks only English at home	9%	(51)	91%	(507)	558
Speaks mostly English at home	17%	(42)	83%	(210)	253
Speaks both English and other language at home	15%	(15)	85%	(83)	98
Speaks mostly other language at home	10%	(8)	90%	(69)	77
Trump supporter	5%	(12)	95%	(217)	229
Biden supporter	14%	(86)	86%	(510)	595
Sports fans	14%	(98)	86%	(581)	679
Avid sports fans	19%	(36)	81%	(154)	190
Sports fans, Age: 18-34	22%	(41)	78%	(146)	187
Sports fans, Age: 35-44	19%	(28)	81%	(122)	150
Sports fans, Age: 45-64	10%	(23)	90%	(213)	236
Sports fans, Age: 65+	6%	(6)	94%	(101)	107
Movie studios should diversify teams	15%	(106)	85%	(607)	713
Movie studios should diversify stories	16%	(101)	84%	(534)	635
Concerned about Covid	12%	(107)	88%	(807)	913
No experience with Covid	7%	(35)	93%	(483)	518
Health care major factor for election	13%	(91)	87%	(617)	708
Social media users	12%	(113)	88%	(838)	951
WhatsApp users	15%	(52)	85%	(300)	352
WeChat users	12%	(21)	88%	(151)	173
Social media news source at least once a week	14%	(92)	86%	(565)	657

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

**Table MCFE26\_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
Asian Adults	13%	(127)	87%	(873)	1000
Gender: Male	14%	(68)	86%	(402)	470
Gender: Female	11%	(59)	89%	(471)	530
Age: 18-34	19%	(60)	81%	(260)	320
Age: 35-44	17%	(32)	83%	(154)	186
Age: 45-64	8%	(26)	92%	(309)	335
Age: 65+	6%	(9)	94%	(150)	158
GenZers: 1997-2012	18%	(25)	82%	(117)	142
Millennials: 1981-1996	19%	(54)	81%	(232)	286
GenXers: 1965-1980	10%	(28)	90%	(261)	289
Baby Boomers: 1946-1964	7%	(19)	93%	(236)	255
PID: Dem (no lean)	15%	(60)	85%	(342)	402
PID: Ind (no lean)	10%	(37)	90%	(331)	368
PID: Rep (no lean)	13%	(30)	87%	(200)	230
PID/Gender: Dem Men	18%	(29)	82%	(137)	167
PID/Gender: Dem Women	13%	(31)	87%	(205)	235
PID/Gender: Ind Men	12%	(22)	88%	(154)	176
PID/Gender: Ind Women	8%	(15)	92%	(177)	193
PID/Gender: Rep Men	13%	(17)	87%	(111)	128
PID/Gender: Rep Women	13%	(13)	87%	(89)	102
Ideo: Liberal (1-3)	18%	(56)	82%	(249)	304
Ideo: Moderate (4)	10%	(38)	90%	(334)	372
Ideo: Conservative (5-7)	12%	(30)	88%	(212)	241
Educ: < College	12%	(48)	88%	(372)	420
Educ: Bachelors degree	13%	(42)	87%	(288)	330
Educ: Post-grad	14%	(36)	86%	(214)	250
Income: Under 50k	11%	(46)	89%	(366)	412
Income: 50k-100k	14%	(41)	86%	(262)	303
Income: 100k+	14%	(39)	86%	(245)	284
Ethnicity: Other	13%	(127)	87%	(873)	1000

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**Table MCFE26\_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
Asian Adults	13%	(127)	87%	(873)	1000
All Christian	11%	(35)	89%	(282)	317
All Non-Christian	16%	(37)	84%	(201)	239
Atheist	9%	(6)	91%	(61)	67
Agnostic/Nothing in particular	13%	(37)	87%	(250)	288
Something Else	12%	(11)	88%	(79)	90
Religious Non-Protestant/Catholic	15%	(37)	85%	(206)	244
Evangelical	12%	(17)	88%	(131)	148
Non-Evangelical	11%	(28)	89%	(224)	252
Community: Urban	13%	(43)	87%	(286)	329
Community: Suburban	12%	(70)	88%	(522)	591
Community: Rural	17%	(14)	83%	(65)	79
Employ: Private Sector	17%	(66)	83%	(313)	380
Employ: Government	4%	(3)	96%	(54)	57
Employ: Self-Employed	12%	(10)	88%	(70)	80
Employ: Homemaker	10%	(8)	90%	(72)	80
Employ: Student	19%	(17)	81%	(76)	93
Employ: Retired	6%	(9)	94%	(150)	159
Employ: Unemployed	9%	(11)	91%	(120)	131
Military HH: Yes	17%	(11)	83%	(57)	68
Military HH: No	12%	(115)	88%	(817)	932
RD/WT: Right Direction	13%	(29)	87%	(189)	218
RD/WT: Wrong Track	13%	(98)	87%	(684)	782
Trump Job Approve	10%	(24)	90%	(217)	241
Trump Job Disapprove	14%	(99)	86%	(605)	705
Trump Job Strongly Approve	10%	(11)	90%	(101)	112
Trump Job Somewhat Approve	10%	(14)	90%	(116)	130
Trump Job Somewhat Disapprove	11%	(22)	89%	(174)	196
Trump Job Strongly Disapprove	15%	(78)	85%	(431)	509
Favorable of Trump	10%	(24)	90%	(231)	256
Unfavorable of Trump	15%	(101)	85%	(586)	687

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**Table MCFE26\_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
Asian Adults	13%	(127)	87%	(873)	1000
Very Favorable of Trump	12%	(14)	88%	(100)	113
Somewhat Favorable of Trump	8%	(11)	92%	(132)	142
Somewhat Unfavorable of Trump	12%	(18)	88%	(128)	146
Very Unfavorable of Trump	15%	(83)	85%	(458)	540
#1 Issue: Economy	14%	(55)	86%	(349)	404
#1 Issue: Security	4%	(3)	96%	(64)	66
#1 Issue: Health Care	12%	(31)	88%	(233)	264
#1 Issue: Medicare / Social Security	9%	(7)	91%	(72)	80
#1 Issue: Women's Issues	28%	(14)	72%	(37)	51
#1 Issue: Other	7%	(4)	93%	(59)	63
2018 House Vote: Democrat	15%	(48)	85%	(285)	333
2018 House Vote: Republican	11%	(16)	89%	(135)	152
2016 Vote: Hillary Clinton	15%	(49)	85%	(287)	337
2016 Vote: Donald Trump	12%	(22)	88%	(154)	176
2016 Vote: Didn't Vote	11%	(51)	89%	(403)	454
Voted in 2014: Yes	14%	(57)	86%	(358)	415
Voted in 2014: No	12%	(70)	88%	(515)	585
2012 Vote: Barack Obama	14%	(47)	86%	(289)	335
2012 Vote: Mitt Romney	10%	(12)	90%	(106)	118
2012 Vote: Didn't Vote	12%	(63)	88%	(462)	525
4-Region: Northeast	15%	(31)	85%	(168)	199
4-Region: Midwest	17%	(22)	83%	(106)	128
4-Region: South	12%	(28)	88%	(201)	229
4-Region: West	11%	(47)	89%	(398)	445
Chinese	13%	(44)	87%	(297)	341
Filipino	9%	(13)	91%	(125)	138
Indian	20%	(20)	80%	(84)	104
Vietnamese	17%	(13)	83%	(62)	75
Korean	16%	(15)	84%	(77)	92
Japanese	8%	(11)	92%	(123)	135
Other Asian	8%	(9)	92%	(103)	112

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**Table MCFE26\_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
Asian Adults	13%	(127)	87%	(873)	1000
Speaks only English at home	10%	(58)	90%	(500)	558
Speaks mostly English at home	18%	(45)	82%	(207)	253
Speaks both English and other language at home	18%	(17)	82%	(81)	98
Speaks mostly other language at home	8%	(6)	92%	(71)	77
Trump supporter	11%	(24)	89%	(205)	229
Biden supporter	15%	(87)	85%	(508)	595
Sports fans	16%	(107)	84%	(572)	679
Avid sports fans	22%	(42)	78%	(147)	190
Sports fans, Age: 18-34	26%	(49)	74%	(138)	187
Sports fans, Age: 35-44	19%	(29)	81%	(121)	150
Sports fans, Age: 45-64	9%	(22)	91%	(214)	236
Sports fans, Age: 65+	7%	(8)	93%	(99)	107
Movie studios should diversify teams	16%	(111)	84%	(603)	713
Movie studios should diversify stories	17%	(108)	83%	(526)	635
Concerned about Covid	12%	(114)	88%	(800)	913
No experience with Covid	8%	(44)	92%	(475)	518
Health care major factor for election	15%	(103)	85%	(605)	708
Social media users	13%	(124)	87%	(827)	951
WhatsApp users	17%	(61)	83%	(291)	352
WeChat users	19%	(33)	81%	(140)	173
Social media news source at least once a week	16%	(103)	84%	(554)	657

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

**Table MCFE26\_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
Asian Adults	10%	(96)	90%	(904)	1000
Gender: Male	8%	(35)	92%	(435)	470
Gender: Female	11%	(61)	89%	(469)	530
Age: 18-34	11%	(35)	89%	(285)	320
Age: 35-44	10%	(18)	90%	(168)	186
Age: 45-64	8%	(28)	92%	(308)	335
Age: 65+	10%	(15)	90%	(143)	158
GenZers: 1997-2012	10%	(14)	90%	(128)	142
Millennials: 1981-1996	12%	(33)	88%	(252)	286
GenXers: 1965-1980	10%	(28)	90%	(262)	289
Baby Boomers: 1946-1964	8%	(21)	92%	(234)	255
PID: Dem (no lean)	7%	(28)	93%	(374)	402
PID: Ind (no lean)	13%	(48)	87%	(320)	368
PID: Rep (no lean)	9%	(20)	91%	(210)	230
PID/Gender: Dem Men	6%	(9)	94%	(157)	167
PID/Gender: Dem Women	8%	(18)	92%	(217)	235
PID/Gender: Ind Men	12%	(20)	88%	(155)	176
PID/Gender: Ind Women	14%	(28)	86%	(165)	193
PID/Gender: Rep Men	4%	(6)	96%	(122)	128
PID/Gender: Rep Women	14%	(15)	86%	(87)	102
Ideo: Liberal (1-3)	7%	(20)	93%	(284)	304
Ideo: Moderate (4)	8%	(30)	92%	(342)	372
Ideo: Conservative (5-7)	10%	(25)	90%	(216)	241
Educ: < College	12%	(52)	88%	(368)	420
Educ: Bachelors degree	7%	(23)	93%	(307)	330
Educ: Post-grad	9%	(21)	91%	(229)	250
Income: Under 50k	14%	(58)	86%	(354)	412
Income: 50k-100k	6%	(20)	94%	(284)	303
Income: 100k+	7%	(19)	93%	(266)	284
Ethnicity: Other	10%	(96)	90%	(904)	1000

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**Table MCFE26\_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
Asian Adults	10%	(96)	90%	(904)	1000
All Christian	9%	(27)	91%	(290)	317
All Non-Christian	9%	(21)	91%	(217)	239
Atheist	7%	(5)	93%	(62)	67
Agnostic/Nothing in particular	12%	(34)	88%	(254)	288
Something Else	10%	(9)	90%	(81)	90
Religious Non-Protestant/Catholic	9%	(21)	91%	(222)	244
Evangelical	10%	(15)	90%	(133)	148
Non-Evangelical	8%	(21)	92%	(231)	252
Community: Urban	9%	(31)	91%	(299)	329
Community: Suburban	9%	(56)	91%	(536)	591
Community: Rural	12%	(10)	88%	(69)	79
Employ: Private Sector	7%	(28)	93%	(352)	380
Employ: Government	11%	(6)	89%	(51)	57
Employ: Self-Employed	11%	(9)	89%	(71)	80
Employ: Homemaker	8%	(6)	92%	(74)	80
Employ: Student	9%	(8)	91%	(85)	93
Employ: Retired	9%	(14)	91%	(145)	159
Employ: Unemployed	16%	(22)	84%	(110)	131
Military HH: Yes	8%	(5)	92%	(63)	68
Military HH: No	10%	(91)	90%	(841)	932
RD/WT: Right Direction	11%	(24)	89%	(194)	218
RD/WT: Wrong Track	9%	(72)	91%	(710)	782
Trump Job Approve	8%	(20)	92%	(222)	241
Trump Job Disapprove	9%	(66)	91%	(639)	705
Trump Job Strongly Approve	5%	(6)	95%	(105)	112
Trump Job Somewhat Approve	10%	(13)	90%	(116)	130
Trump Job Somewhat Disapprove	11%	(22)	89%	(174)	196
Trump Job Strongly Disapprove	9%	(43)	91%	(465)	509
Favorable of Trump	10%	(25)	90%	(230)	256
Unfavorable of Trump	8%	(53)	92%	(634)	687

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**Table MCFE26\_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
Asian Adults	10%	(96)	90%	(904)	1000
Very Favorable of Trump	8%	(9)	92%	(104)	113
Somewhat Favorable of Trump	11%	(16)	89%	(126)	142
Somewhat Unfavorable of Trump	8%	(11)	92%	(135)	146
Very Unfavorable of Trump	8%	(42)	92%	(498)	540
#1 Issue: Economy	9%	(34)	91%	(369)	404
#1 Issue: Security	15%	(10)	85%	(56)	66
#1 Issue: Health Care	5%	(14)	95%	(250)	264
#1 Issue: Medicare / Social Security	11%	(9)	89%	(71)	80
#1 Issue: Women's Issues	4%	(2)	96%	(49)	51
#1 Issue: Other	23%	(14)	77%	(49)	63
2018 House Vote: Democrat	8%	(25)	92%	(308)	333
2018 House Vote: Republican	9%	(14)	91%	(138)	152
2016 Vote: Hillary Clinton	8%	(26)	92%	(311)	337
2016 Vote: Donald Trump	10%	(17)	90%	(159)	176
2016 Vote: Didn't Vote	11%	(50)	89%	(404)	454
Voted in 2014: Yes	8%	(35)	92%	(380)	415
Voted in 2014: No	10%	(61)	90%	(524)	585
2012 Vote: Barack Obama	8%	(26)	92%	(309)	335
2012 Vote: Mitt Romney	11%	(13)	89%	(105)	118
2012 Vote: Didn't Vote	11%	(56)	89%	(469)	525
4-Region: Northeast	12%	(24)	88%	(175)	199
4-Region: Midwest	9%	(12)	91%	(116)	128
4-Region: South	8%	(18)	92%	(210)	229
4-Region: West	10%	(42)	90%	(403)	445
Chinese	6%	(22)	94%	(319)	341
Filipino	12%	(17)	88%	(121)	138
Indian	5%	(5)	95%	(99)	104
Vietnamese	19%	(15)	81%	(61)	75
Korean	9%	(8)	91%	(84)	92
Japanese	11%	(15)	89%	(119)	135
Other Asian	12%	(13)	88%	(99)	112

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**Table MCFE26\_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
Asian Adults	10%	(96)	90%	(904)	1000
Speaks only English at home	12%	(65)	88%	(493)	558
Speaks mostly English at home	6%	(16)	94%	(237)	253
Speaks both English and other language at home	7%	(7)	93%	(91)	98
Speaks mostly other language at home	7%	(5)	93%	(72)	77
Trump supporter	9%	(21)	91%	(208)	229
Biden supporter	7%	(42)	93%	(553)	595
Sports fans	6%	(42)	94%	(637)	679
Avid sports fans	4%	(7)	96%	(182)	190
Sports fans, Age: 18-34	3%	(6)	97%	(180)	187
Sports fans, Age: 35-44	9%	(14)	91%	(136)	150
Sports fans, Age: 45-64	7%	(17)	93%	(219)	236
Sports fans, Age: 65+	5%	(6)	95%	(101)	107
Movie studios should diversify teams	7%	(53)	93%	(661)	713
Movie studios should diversify stories	7%	(47)	93%	(587)	635
Concerned about Covid	8%	(75)	92%	(838)	913
No experience with Covid	13%	(65)	87%	(453)	518
Health care major factor for election	9%	(61)	91%	(647)	708
Social media users	9%	(85)	91%	(866)	951
WhatsApp users	5%	(18)	95%	(334)	352
WeChat users	4%	(7)	96%	(166)	173
Social media news source at least once a week	7%	(46)	93%	(611)	657

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

**Table MCFE26\_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
Asian Adults	22%	(220)	78%	(780)	1000
Gender: Male	21%	(97)	79%	(373)	470
Gender: Female	23%	(123)	77%	(407)	530
Age: 18-34	17%	(55)	83%	(265)	320
Age: 35-44	15%	(29)	85%	(158)	186
Age: 45-64	26%	(87)	74%	(249)	335
Age: 65+	31%	(50)	69%	(109)	158
GenZers: 1997-2012	22%	(31)	78%	(111)	142
Millennials: 1981-1996	14%	(41)	86%	(244)	286
GenXers: 1965-1980	20%	(58)	80%	(232)	289
Baby Boomers: 1946-1964	29%	(74)	71%	(181)	255
PID: Dem (no lean)	22%	(89)	78%	(313)	402
PID: Ind (no lean)	27%	(101)	73%	(267)	368
PID: Rep (no lean)	13%	(31)	87%	(199)	230
PID/Gender: Dem Men	23%	(39)	77%	(128)	167
PID/Gender: Dem Women	21%	(50)	79%	(185)	235
PID/Gender: Ind Men	27%	(47)	73%	(129)	176
PID/Gender: Ind Women	28%	(54)	72%	(138)	193
PID/Gender: Rep Men	9%	(12)	91%	(116)	128
PID/Gender: Rep Women	18%	(19)	82%	(83)	102
Ideo: Liberal (1-3)	19%	(58)	81%	(246)	304
Ideo: Moderate (4)	28%	(105)	72%	(267)	372
Ideo: Conservative (5-7)	13%	(32)	87%	(210)	241
Educ: < College	25%	(105)	75%	(315)	420
Educ: Bachelors degree	19%	(63)	81%	(267)	330
Educ: Post-grad	21%	(53)	79%	(197)	250
Income: Under 50k	29%	(120)	71%	(293)	412
Income: 50k-100k	16%	(48)	84%	(256)	303
Income: 100k+	18%	(53)	82%	(232)	284
Ethnicity: Other	22%	(220)	78%	(780)	1000

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**Table MCFE26\_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
Asian Adults	22%	(220)	78%	(780)	1000
All Christian	17%	(53)	83%	(264)	317
All Non-Christian	21%	(49)	79%	(189)	239
Atheist	31%	(21)	69%	(46)	67
Agnostic/Nothing in particular	26%	(75)	74%	(213)	288
Something Else	26%	(23)	74%	(67)	90
Religious Non-Protestant/Catholic	20%	(49)	80%	(194)	244
Evangelical	18%	(27)	82%	(121)	148
Non-Evangelical	19%	(49)	81%	(203)	252
Community: Urban	20%	(67)	80%	(263)	329
Community: Suburban	23%	(138)	77%	(453)	591
Community: Rural	19%	(15)	81%	(64)	79
Employ: Private Sector	17%	(63)	83%	(316)	380
Employ: Government	17%	(10)	83%	(47)	57
Employ: Self-Employed	20%	(16)	80%	(64)	80
Employ: Homemaker	21%	(17)	79%	(63)	80
Employ: Student	20%	(19)	80%	(74)	93
Employ: Retired	31%	(49)	69%	(110)	159
Employ: Unemployed	33%	(43)	67%	(88)	131
Military HH: Yes	18%	(12)	82%	(56)	68
Military HH: No	22%	(208)	78%	(724)	932
RD/WT: Right Direction	17%	(37)	83%	(181)	218
RD/WT: Wrong Track	23%	(184)	77%	(599)	782
Trump Job Approve	16%	(40)	84%	(202)	241
Trump Job Disapprove	23%	(159)	77%	(546)	705
Trump Job Strongly Approve	11%	(12)	89%	(100)	112
Trump Job Somewhat Approve	21%	(28)	79%	(102)	130
Trump Job Somewhat Disapprove	17%	(33)	83%	(163)	196
Trump Job Strongly Disapprove	25%	(126)	75%	(383)	509
Favorable of Trump	19%	(49)	81%	(207)	256
Unfavorable of Trump	23%	(155)	77%	(532)	687

Continued on next page

**Table MCFE26\_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
Asian Adults	22%	(220)	78%	(780)	1000
Very Favorable of Trump	11%	(13)	89%	(101)	113
Somewhat Favorable of Trump	26%	(36)	74%	(106)	142
Somewhat Unfavorable of Trump	19%	(27)	81%	(119)	146
Very Unfavorable of Trump	24%	(128)	76%	(412)	540
#1 Issue: Economy	18%	(73)	82%	(330)	404
#1 Issue: Security	24%	(16)	76%	(50)	66
#1 Issue: Health Care	22%	(59)	78%	(205)	264
#1 Issue: Medicare / Social Security	39%	(31)	61%	(49)	80
#1 Issue: Women's Issues	23%	(12)	77%	(39)	51
#1 Issue: Other	29%	(18)	71%	(45)	63
2018 House Vote: Democrat	25%	(82)	75%	(251)	333
2018 House Vote: Republican	11%	(17)	89%	(134)	152
2016 Vote: Hillary Clinton	22%	(73)	78%	(263)	337
2016 Vote: Donald Trump	19%	(33)	81%	(142)	176
2016 Vote: Didn't Vote	24%	(108)	76%	(346)	454
Voted in 2014: Yes	22%	(93)	78%	(322)	415
Voted in 2014: No	22%	(128)	78%	(458)	585
2012 Vote: Barack Obama	21%	(72)	79%	(264)	335
2012 Vote: Mitt Romney	16%	(19)	84%	(99)	118
2012 Vote: Didn't Vote	23%	(123)	77%	(402)	525
4-Region: Northeast	19%	(38)	81%	(160)	199
4-Region: Midwest	19%	(24)	81%	(103)	128
4-Region: South	23%	(53)	77%	(176)	229
4-Region: West	23%	(104)	77%	(341)	445
Chinese	27%	(93)	73%	(247)	341
Filipino	19%	(27)	81%	(111)	138
Indian	16%	(17)	84%	(87)	104
Vietnamese	8%	(6)	92%	(69)	75
Korean	19%	(17)	81%	(74)	92
Japanese	22%	(29)	78%	(105)	135
Other Asian	27%	(31)	73%	(81)	112

Continued on next page

**Table MCFE26\_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
Asian Adults	22%	(220)	78%	(780)	1000
Speaks only English at home	21%	(115)	79%	(442)	558
Speaks mostly English at home	19%	(49)	81%	(204)	253
Speaks both English and other language at home	23%	(23)	77%	(75)	98
Speaks mostly other language at home	36%	(27)	64%	(49)	77
Trump supporter	17%	(40)	83%	(189)	229
Biden supporter	22%	(133)	78%	(462)	595
Sports fans	18%	(122)	82%	(557)	679
Avid sports fans	14%	(26)	86%	(163)	190
Sports fans, Age: 18-34	13%	(24)	87%	(163)	187
Sports fans, Age: 35-44	13%	(20)	87%	(130)	150
Sports fans, Age: 45-64	20%	(48)	80%	(188)	236
Sports fans, Age: 65+	29%	(30)	71%	(76)	107
Movie studios should diversify teams	19%	(138)	81%	(575)	713
Movie studios should diversify stories	19%	(122)	81%	(512)	635
Concerned about Covid	24%	(215)	76%	(698)	913
No experience with Covid	26%	(136)	74%	(382)	518
Health care major factor for election	23%	(160)	77%	(548)	708
Social media users	22%	(207)	78%	(744)	951
WhatsApp users	19%	(65)	81%	(287)	352
WeChat users	24%	(41)	76%	(132)	173
Social media news source at least once a week	19%	(122)	81%	(535)	657

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

**Table MCFE27\_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
Asian Adults	15% (154)	13% (130)	4% (42)	44% (440)	2% (20)	16% (156)	6% (59)	1000
Gender: Male	15% (68)	13% (60)	5% (22)	45% (212)	1% (6)	16% (77)	5% (25)	470
Gender: Female	16% (86)	13% (70)	4% (20)	43% (228)	3% (14)	15% (78)	6% (33)	530
Age: 18-34	24% (76)	15% (49)	5% (16)	33% (106)	2% (5)	14% (44)	7% (24)	320
Age: 35-44	16% (30)	18% (34)	1% (3)	42% (79)	6% (12)	9% (17)	7% (13)	186
Age: 45-64	10% (32)	8% (27)	6% (21)	54% (181)	1% (2)	18% (60)	4% (12)	335
Age: 65+	10% (17)	13% (20)	1% (2)	47% (75)	1% (1)	21% (34)	6% (10)	158
GenZers: 1997-2012	28% (40)	11% (16)	7% (10)	28% (40)	1% (2)	11% (16)	13% (18)	142
Millennials: 1981-1996	19% (55)	16% (46)	3% (9)	40% (113)	4% (11)	13% (37)	5% (14)	286
GenXers: 1965-1980	10% (29)	12% (33)	5% (16)	49% (141)	2% (5)	18% (52)	5% (13)	289
Baby Boomers: 1946-1964	12% (30)	11% (28)	3% (7)	52% (134)	— (1)	17% (42)	5% (13)	255
PID: Dem (no lean)	20% (80)	15% (59)	4% (16)	42% (170)	1% (5)	13% (52)	5% (20)	402
PID: Ind (no lean)	12% (43)	13% (46)	3% (13)	46% (169)	1% (6)	17% (64)	8% (28)	368
PID: Rep (no lean)	14% (31)	11% (25)	6% (13)	44% (101)	4% (9)	17% (40)	5% (11)	230
PID/Gender: Dem Men	17% (28)	17% (28)	4% (6)	47% (78)	1% (2)	11% (19)	4% (6)	167
PID/Gender: Dem Women	22% (52)	13% (31)	4% (10)	39% (92)	2% (4)	14% (33)	6% (14)	235
PID/Gender: Ind Men	9% (16)	10% (18)	4% (7)	46% (80)	1% (3)	20% (35)	9% (17)	176
PID/Gender: Ind Women	14% (27)	15% (28)	3% (6)	46% (89)	1% (3)	15% (29)	6% (11)	193
PID/Gender: Rep Men	19% (24)	11% (14)	7% (9)	42% (54)	1% (1)	18% (23)	2% (3)	128
PID/Gender: Rep Women	7% (7)	11% (11)	4% (4)	47% (47)	8% (8)	16% (16)	8% (8)	102
Ideo: Liberal (1-3)	18% (56)	13% (39)	4% (13)	45% (137)	2% (6)	12% (35)	6% (18)	304
Ideo: Moderate (4)	14% (50)	13% (49)	4% (16)	47% (174)	1% (4)	16% (60)	5% (18)	372
Ideo: Conservative (5-7)	15% (36)	12% (29)	3% (8)	45% (110)	3% (7)	19% (46)	2% (5)	241

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**Table MCFE27\_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
Asian Adults	15% (154)	13% (130)	4% (42)	44% (440)	2% (20)	16% (156)	6% (59)	1000
Educ: < College	19% (79)	13% (56)	6% (23)	37% (156)	2% (9)	17% (70)	7% (27)	420
Educ: Bachelors degree	15% (48)	12% (38)	3% (11)	46% (150)	2% (6)	18% (59)	5% (17)	330
Educ: Post-grad	11% (27)	14% (36)	3% (8)	53% (133)	2% (5)	11% (27)	6% (14)	250
Income: Under 50k	14% (58)	15% (63)	6% (24)	38% (156)	1% (2)	19% (78)	7% (31)	412
Income: 50k-100k	17% (52)	12% (37)	2% (7)	46% (141)	5% (14)	14% (42)	3% (10)	303
Income: 100k+	15% (43)	11% (30)	4% (11)	50% (143)	1% (3)	13% (36)	6% (18)	284
Ethnicity: Other	15% (154)	13% (130)	4% (42)	44% (440)	2% (20)	16% (156)	6% (59)	1000
All Christian	14% (44)	13% (40)	3% (10)	46% (144)	2% (5)	19% (60)	4% (14)	317
All Non-Christian	20% (48)	15% (35)	5% (12)	39% (93)	1% (4)	15% (35)	5% (12)	239
Atheist	22% (15)	8% (6)	2% (1)	51% (34)	1% (1)	13% (9)	3% (2)	67
Agnostic/Nothing in particular	13% (37)	12% (35)	3% (8)	48% (138)	2% (6)	14% (41)	8% (22)	288
Something Else	11% (10)	16% (14)	11% (10)	34% (31)	5% (4)	13% (11)	10% (9)	90
Religious Non-Protestant/Catholic	20% (48)	14% (35)	5% (12)	40% (96)	2% (4)	15% (35)	5% (12)	244
Evangelical	13% (20)	14% (21)	4% (6)	42% (62)	3% (5)	17% (25)	6% (9)	148
Non-Evangelical	14% (35)	13% (32)	5% (13)	43% (110)	1% (4)	18% (45)	5% (14)	252
Community: Urban	15% (49)	15% (48)	6% (20)	39% (127)	2% (8)	18% (61)	5% (17)	329
Community: Suburban	16% (94)	12% (71)	3% (18)	47% (278)	2% (11)	14% (83)	6% (37)	591
Community: Rural	14% (11)	14% (11)	6% (5)	44% (35)	2% (1)	15% (12)	5% (4)	79

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**Table MCFE27\_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
Asian Adults	15% (154)	13% (130)	4% (42)	44% (440)	2% (20)	16% (156)	6% (59)	1000
Employ: Private Sector	15% (56)	14% (53)	3% (13)	48% (181)	3% (10)	13% (51)	4% (15)	380
Employ: Government	14% (8)	9% (5)	9% (5)	39% (22)	1% (1)	20% (11)	8% (5)	57
Employ: Self-Employed	6% (5)	8% (6)	10% (8)	54% (43)	1% (1)	17% (13)	5% (4)	80
Employ: Homemaker	19% (15)	8% (7)	1% (1)	46% (37)	7% (5)	15% (12)	4% (3)	80
Employ: Student	31% (29)	14% (13)	6% (6)	30% (28)	2% (1)	10% (9)	8% (8)	93
Employ: Retired	12% (19)	12% (20)	2% (2)	46% (74)	1% (1)	19% (30)	9% (14)	159
Employ: Unemployed	14% (19)	19% (25)	5% (6)	34% (44)	— (1)	21% (28)	7% (9)	131
Military HH: Yes	22% (15)	9% (6)	1% (1)	50% (34)	1% (1)	12% (8)	5% (3)	68
Military HH: No	15% (139)	13% (124)	4% (41)	44% (406)	2% (19)	16% (148)	6% (55)	932
RD/WT: Right Direction	15% (32)	12% (27)	7% (15)	39% (84)	5% (11)	16% (34)	7% (14)	218
RD/WT: Wrong Track	16% (122)	13% (103)	3% (27)	45% (355)	1% (8)	16% (122)	6% (45)	782
Trump Job Approve	14% (33)	13% (31)	4% (10)	46% (110)	4% (11)	16% (38)	3% (8)	241
Trump Job Disapprove	16% (114)	14% (97)	4% (27)	45% (317)	1% (9)	15% (107)	5% (33)	705
Trump Job Strongly Approve	17% (19)	6% (7)	7% (8)	42% (47)	7% (8)	15% (17)	5% (5)	112
Trump Job Somewhat Approve	11% (14)	18% (23)	2% (2)	49% (63)	2% (3)	17% (22)	2% (2)	130
Trump Job Somewhat Disapprove	18% (34)	13% (25)	4% (8)	44% (85)	1% (2)	18% (34)	3% (6)	196
Trump Job Strongly Disapprove	16% (79)	14% (72)	4% (19)	46% (232)	1% (7)	14% (73)	5% (27)	509
Favorable of Trump	13% (33)	13% (32)	4% (10)	43% (110)	4% (11)	18% (46)	5% (13)	256
Unfavorable of Trump	16% (111)	14% (95)	4% (29)	46% (313)	1% (8)	14% (96)	5% (33)	687
Very Favorable of Trump	16% (18)	7% (8)	6% (7)	41% (47)	6% (7)	19% (22)	4% (5)	113
Somewhat Favorable of Trump	10% (15)	17% (24)	2% (3)	45% (64)	3% (4)	17% (24)	6% (8)	142
Somewhat Unfavorable of Trump	15% (21)	13% (19)	4% (6)	49% (72)	— (1)	15% (22)	4% (6)	146
Very Unfavorable of Trump	17% (90)	14% (76)	4% (24)	45% (242)	1% (8)	14% (74)	5% (27)	540

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**Table MCFE27\_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
Asian Adults	15% (154)	13% (130)	4% (42)	44% (440)	2% (20)	16% (156)	6% (59)	1000
#1 Issue: Economy	17% (68)	16% (65)	4% (16)	43% (172)	1% (6)	14% (57)	5% (20)	404
#1 Issue: Security	3% (2)	9% (6)	2% (1)	65% (43)	2% (2)	8% (6)	10% (7)	66
#1 Issue: Health Care	16% (41)	8% (22)	5% (13)	48% (127)	3% (7)	16% (42)	5% (12)	264
#1 Issue: Medicare / Social Security	9% (7)	11% (9)	6% (5)	43% (34)	2% (2)	23% (18)	7% (6)	80
#1 Issue: Women's Issues	31% (16)	8% (4)	1% (1)	36% (18)	7% (4)	7% (3)	10% (5)	51
#1 Issue: Other	8% (5)	17% (10)	1% (1)	36% (23)	— (0)	29% (18)	8% (5)	63
2018 House Vote: Democrat	15% (50)	14% (45)	4% (13)	48% (160)	2% (6)	13% (44)	4% (15)	333
2018 House Vote: Republican	13% (19)	11% (17)	3% (4)	47% (72)	5% (7)	18% (27)	3% (5)	152
2016 Vote: Hillary Clinton	15% (51)	12% (42)	3% (9)	50% (167)	2% (6)	14% (47)	5% (16)	337
2016 Vote: Donald Trump	11% (19)	10% (18)	3% (5)	49% (86)	5% (9)	19% (34)	3% (5)	176
2016 Vote: Didn't Vote	18% (82)	14% (65)	5% (24)	38% (171)	1% (5)	16% (71)	8% (36)	454
Voted in 2014: Yes	14% (56)	12% (50)	3% (12)	51% (212)	2% (9)	14% (57)	5% (19)	415
Voted in 2014: No	17% (98)	14% (80)	5% (30)	39% (228)	2% (11)	17% (99)	7% (39)	585
2012 Vote: Barack Obama	15% (51)	12% (39)	2% (8)	51% (170)	1% (4)	13% (44)	5% (18)	335
2012 Vote: Mitt Romney	11% (13)	10% (12)	5% (6)	45% (53)	6% (7)	21% (25)	2% (2)	118
2012 Vote: Didn't Vote	17% (90)	15% (78)	5% (28)	38% (198)	2% (9)	16% (86)	7% (37)	525
4-Region: Northeast	21% (41)	12% (23)	6% (11)	39% (76)	3% (5)	15% (30)	6% (12)	199
4-Region: Midwest	15% (19)	16% (20)	8% (11)	40% (51)	1% (2)	13% (17)	7% (9)	128
4-Region: South	15% (35)	13% (31)	4% (10)	42% (95)	4% (9)	13% (30)	9% (19)	229
4-Region: West	13% (60)	13% (56)	2% (10)	49% (217)	1% (5)	18% (79)	4% (19)	445

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**Table MCFE27\_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
Asian Adults	15% (154)	13% (130)	4% (42)	44% (440)	2% (20)	16% (156)	6% (59)	1000
Chinese	15% (52)	9% (31)	4% (14)	47% (159)	2% (7)	19% (65)	4% (13)	341
Filipino	14% (19)	9% (13)	4% (6)	35% (48)	4% (5)	20% (28)	14% (20)	138
Indian	21% (22)	17% (17)	4% (4)	40% (42)	3% (3)	12% (12)	3% (3)	104
Vietnamese	17% (13)	19% (14)	6% (5)	40% (30)	2% (2)	13% (10)	2% (1)	75
Korean	14% (13)	15% (14)	3% (3)	46% (43)	1% (1)	15% (14)	4% (3)	92
Japanese	12% (17)	8% (11)	1% (2)	60% (81)	1% (1)	11% (14)	7% (10)	135
Other Asian	16% (17)	26% (29)	7% (8)	33% (37)	1% (1)	11% (12)	8% (9)	112
Speaks only English at home	13% (75)	13% (70)	3% (18)	48% (265)	2% (13)	15% (85)	6% (32)	558
Speaks mostly English at home	18% (46)	12% (31)	6% (15)	43% (107)	2% (4)	13% (32)	7% (18)	253
Speaks both English and other language at home	19% (19)	15% (15)	5% (5)	33% (32)	3% (3)	19% (19)	5% (5)	98
Speaks mostly other language at home	17% (13)	12% (9)	4% (3)	39% (30)	1% (1)	25% (19)	3% (2)	77
Trump supporter	13% (29)	11% (24)	4% (9)	46% (106)	4% (10)	18% (41)	4% (10)	229
Biden supporter	17% (100)	15% (92)	5% (28)	42% (250)	1% (7)	15% (92)	4% (26)	595
Sports fans	15% (105)	15% (100)	5% (31)	44% (299)	2% (17)	15% (100)	4% (28)	679
Avid sports fans	20% (37)	18% (35)	7% (14)	39% (75)	1% (2)	11% (20)	4% (7)	190
Sports fans, Age: 18-34	25% (46)	19% (36)	6% (12)	33% (61)	2% (3)	13% (24)	2% (4)	187
Sports fans, Age: 35-44	16% (24)	20% (30)	1% (1)	43% (65)	8% (12)	6% (9)	6% (10)	150
Sports fans, Age: 45-64	9% (21)	9% (20)	7% (16)	53% (125)	1% (2)	19% (44)	3% (6)	236
Sports fans, Age: 65+	13% (14)	13% (14)	2% (2)	45% (48)	— (0)	21% (22)	7% (8)	107
Movie studios should diversify teams	16% (116)	13% (90)	4% (30)	46% (327)	2% (17)	14% (103)	4% (30)	713
Movie studios should diversify stories	16% (101)	13% (85)	5% (30)	45% (286)	3% (17)	14% (92)	4% (23)	635
Concerned about Covid	15% (139)	13% (116)	4% (38)	45% (411)	2% (15)	16% (144)	6% (51)	913
No experience with Covid	14% (72)	11% (57)	4% (18)	44% (228)	2% (8)	18% (91)	9% (44)	518
Health care major factor for election	17% (122)	13% (89)	4% (30)	45% (319)	1% (6)	15% (106)	5% (35)	708

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**Table MCFE27\_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
Asian Adults	15% (154)	13% (130)	4% (42)	44% (440)	2% (20)	16% (156)	6% (59)	1000
Social media users	16% (150)	13% (125)	4% (42)	43% (413)	2% (20)	15% (146)	6% (56)	951
WhatsApp users	17% (60)	15% (52)	6% (19)	43% (152)	2% (5)	14% (50)	4% (14)	352
WeChat users	18% (31)	13% (22)	5% (8)	46% (79)	1% (2)	14% (25)	3% (6)	173
Social media news source at least once a week	18% (115)	16% (104)	5% (36)	41% (267)	2% (14)	13% (88)	5% (33)	657

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

**Table MCFE27\_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
Asian Adults	16% (157)	13% (126)	5% (48)	43% (428)	2% (21)	16% (157)	6% (63)	1000
Gender: Male	18% (83)	11% (50)	5% (23)	44% (209)	2% (8)	13% (63)	7% (33)	470
Gender: Female	14% (73)	14% (75)	5% (25)	41% (220)	2% (13)	18% (94)	6% (30)	530
Age: 18-34	22% (69)	12% (37)	5% (17)	34% (108)	3% (9)	15% (50)	9% (30)	320
Age: 35-44	16% (30)	15% (27)	8% (15)	41% (77)	2% (3)	11% (21)	7% (12)	186
Age: 45-64	13% (43)	11% (38)	4% (13)	49% (166)	2% (5)	16% (54)	5% (16)	335
Age: 65+	9% (15)	15% (24)	2% (3)	49% (77)	2% (3)	20% (32)	3% (5)	158
GenZers: 1997-2012	26% (38)	11% (16)	3% (5)	30% (42)	5% (6)	14% (20)	11% (15)	142
Millennials: 1981-1996	17% (48)	12% (35)	7% (20)	39% (113)	1% (4)	14% (41)	8% (24)	286
GenXers: 1965-1980	13% (39)	12% (36)	6% (17)	46% (133)	2% (6)	16% (46)	4% (12)	289
Baby Boomers: 1946-1964	12% (30)	13% (33)	2% (5)	50% (127)	2% (4)	17% (44)	5% (12)	255
PID: Dem (no lean)	18% (71)	14% (56)	6% (23)	41% (166)	2% (8)	13% (53)	6% (25)	402
PID: Ind (no lean)	12% (43)	12% (45)	3% (11)	45% (167)	2% (6)	19% (69)	7% (27)	368
PID: Rep (no lean)	19% (43)	11% (25)	6% (15)	42% (95)	3% (6)	15% (35)	5% (11)	230
PID/Gender: Dem Men	17% (28)	12% (19)	7% (12)	47% (78)	2% (4)	9% (16)	5% (9)	167
PID/Gender: Dem Women	18% (42)	16% (37)	5% (11)	37% (88)	2% (4)	16% (38)	7% (16)	235
PID/Gender: Ind Men	15% (26)	11% (20)	4% (8)	42% (73)	— (1)	16% (28)	12% (20)	176
PID/Gender: Ind Women	9% (17)	13% (25)	2% (3)	49% (94)	3% (6)	21% (41)	3% (6)	193
PID/Gender: Rep Men	23% (29)	9% (11)	3% (4)	45% (57)	3% (4)	15% (19)	3% (4)	128
PID/Gender: Rep Women	14% (14)	13% (13)	11% (11)	37% (38)	2% (2)	16% (16)	7% (7)	102
Ideo: Liberal (1-3)	18% (53)	10% (31)	6% (17)	49% (150)	2% (6)	11% (34)	4% (13)	304
Ideo: Moderate (4)	15% (55)	14% (51)	5% (20)	41% (152)	2% (8)	16% (60)	7% (27)	372
Ideo: Conservative (5-7)	15% (37)	14% (33)	4% (10)	43% (105)	2% (4)	20% (49)	2% (5)	241

Continued on next page

**Table MCFE27\_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
Asian Adults	16% (157)	13% (126)	5% (48)	43% (428)	2% (21)	16% (157)	6% (63)	1000
Educ: < College	20% (84)	13% (53)	6% (25)	35% (148)	3% (11)	16% (68)	7% (31)	420
Educ: Bachelors degree	12% (41)	13% (44)	3% (9)	46% (152)	2% (7)	18% (60)	5% (17)	330
Educ: Post-grad	13% (32)	12% (29)	6% (15)	51% (129)	1% (3)	11% (29)	6% (14)	250
Income: Under 50k	13% (55)	13% (56)	5% (20)	37% (153)	2% (10)	21% (85)	9% (35)	412
Income: 50k-100k	17% (53)	12% (37)	6% (19)	45% (137)	3% (9)	12% (36)	4% (13)	303
Income: 100k+	17% (49)	12% (33)	3% (9)	49% (138)	1% (2)	13% (36)	5% (15)	284
Ethnicity: Other	16% (157)	13% (126)	5% (48)	43% (428)	2% (21)	16% (157)	6% (63)	1000
All Christian	15% (47)	14% (44)	5% (14)	40% (128)	1% (4)	21% (67)	4% (13)	317
All Non-Christian	19% (46)	13% (32)	5% (12)	38% (90)	4% (10)	12% (29)	9% (21)	239
Atheist	22% (15)	9% (6)	4% (2)	54% (36)	1% (1)	9% (6)	2% (1)	67
Agnostic/Nothing in particular	11% (31)	11% (32)	4% (12)	51% (146)	1% (2)	16% (46)	7% (19)	288
Something Else	20% (18)	13% (12)	9% (8)	32% (29)	4% (4)	11% (10)	10% (9)	90
Religious Non-Protestant/Catholic	19% (46)	13% (32)	5% (12)	38% (93)	4% (10)	12% (30)	8% (21)	244
Evangelical	14% (20)	14% (21)	10% (15)	39% (58)	1% (1)	16% (24)	6% (9)	148
Non-Evangelical	18% (45)	13% (34)	3% (7)	38% (96)	3% (6)	20% (51)	5% (13)	252
Community: Urban	15% (50)	14% (45)	6% (20)	41% (136)	2% (7)	17% (57)	4% (15)	329
Community: Suburban	15% (89)	11% (63)	4% (26)	45% (268)	2% (10)	15% (91)	8% (45)	591
Community: Rural	23% (19)	22% (17)	2% (2)	31% (25)	5% (4)	12% (9)	5% (4)	79

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**Table MCFE27\_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
Asian Adults	16% (157)	13% (126)	5% (48)	43% (428)	2% (21)	16% (157)	6% (63)	1000
Employ: Private Sector	16% (62)	11% (43)	7% (26)	44% (166)	3% (12)	13% (50)	5% (21)	380
Employ: Government	19% (11)	11% (6)	8% (5)	40% (23)	1% (1)	14% (8)	6% (4)	57
Employ: Self-Employed	8% (7)	14% (11)	7% (5)	46% (37)	2% (2)	15% (12)	7% (6)	80
Employ: Homemaker	20% (16)	9% (7)	6% (5)	41% (33)	— (0)	19% (15)	5% (4)	80
Employ: Student	30% (28)	12% (11)	3% (3)	33% (31)	1% (1)	12% (11)	9% (8)	93
Employ: Retired	10% (16)	14% (23)	1% (2)	49% (78)	1% (2)	19% (30)	5% (8)	159
Employ: Unemployed	11% (14)	17% (22)	1% (1)	38% (50)	3% (4)	20% (26)	9% (12)	131
Military HH: Yes	29% (20)	9% (6)	— (0)	44% (30)	1% (1)	10% (7)	6% (4)	68
Military HH: No	15% (137)	13% (119)	5% (48)	43% (398)	2% (20)	16% (150)	6% (59)	932
RD/WT: Right Direction	18% (40)	12% (27)	8% (18)	36% (79)	5% (11)	13% (28)	7% (15)	218
RD/WT: Wrong Track	15% (117)	13% (99)	4% (30)	45% (349)	1% (10)	16% (129)	6% (48)	782
Trump Job Approve	16% (39)	15% (35)	8% (20)	41% (100)	3% (7)	14% (35)	3% (7)	241
Trump Job Disapprove	16% (112)	13% (91)	4% (29)	44% (313)	2% (11)	15% (107)	6% (41)	705
Trump Job Strongly Approve	18% (20)	13% (15)	10% (11)	39% (44)	3% (3)	13% (15)	4% (4)	112
Trump Job Somewhat Approve	15% (19)	16% (20)	7% (9)	43% (56)	3% (4)	15% (20)	2% (3)	130
Trump Job Somewhat Disapprove	18% (35)	13% (25)	5% (10)	43% (84)	1% (2)	16% (31)	5% (9)	196
Trump Job Strongly Disapprove	15% (77)	13% (65)	4% (19)	45% (230)	2% (10)	15% (76)	6% (32)	509
Favorable of Trump	15% (38)	15% (37)	9% (22)	39% (100)	2% (6)	16% (41)	5% (12)	256
Unfavorable of Trump	17% (114)	12% (84)	4% (27)	44% (303)	2% (14)	15% (102)	6% (42)	687
Very Favorable of Trump	17% (19)	11% (12)	12% (14)	36% (40)	4% (5)	17% (19)	3% (4)	113
Somewhat Favorable of Trump	13% (19)	18% (25)	6% (8)	42% (59)	1% (1)	15% (22)	6% (8)	142
Somewhat Unfavorable of Trump	20% (29)	12% (17)	6% (8)	46% (67)	1% (1)	12% (18)	4% (6)	146
Very Unfavorable of Trump	16% (85)	12% (67)	3% (18)	44% (237)	2% (14)	15% (84)	7% (36)	540

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**Table MCFE27\_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
Asian Adults	16% (157)	13% (126)	5% (48)	43% (428)	2% (21)	16% (157)	6% (63)	1000
#1 Issue: Economy	20% (80)	12% (49)	6% (24)	43% (175)	2% (6)	12% (49)	5% (21)	404
#1 Issue: Security	11% (7)	12% (8)	3% (2)	56% (37)	2% (1)	4% (3)	11% (7)	66
#1 Issue: Health Care	11% (30)	13% (34)	6% (15)	42% (110)	2% (5)	20% (52)	7% (18)	264
#1 Issue: Medicare / Social Security	8% (6)	12% (9)	— (0)	44% (35)	8% (6)	21% (17)	7% (6)	80
#1 Issue: Women's Issues	31% (16)	5% (3)	8% (4)	34% (17)	— (0)	20% (10)	3% (1)	51
#1 Issue: Other	9% (5)	14% (9)	— (0)	46% (29)	1% (1)	21% (13)	10% (6)	63
2018 House Vote: Democrat	14% (48)	12% (39)	4% (12)	48% (161)	1% (4)	14% (48)	6% (21)	333
2018 House Vote: Republican	15% (23)	11% (16)	8% (13)	46% (69)	2% (3)	15% (23)	3% (4)	152
2016 Vote: Hillary Clinton	15% (49)	12% (42)	3% (9)	47% (158)	1% (3)	16% (55)	6% (20)	337
2016 Vote: Donald Trump	12% (21)	8% (13)	9% (15)	49% (85)	2% (4)	18% (31)	3% (6)	176
2016 Vote: Didn't Vote	18% (83)	14% (65)	5% (21)	37% (166)	3% (14)	15% (69)	8% (36)	454
Voted in 2014: Yes	15% (62)	11% (47)	5% (19)	49% (205)	1% (4)	14% (60)	4% (17)	415
Voted in 2014: No	16% (94)	13% (79)	5% (29)	38% (223)	3% (17)	17% (97)	8% (46)	585
2012 Vote: Barack Obama	14% (48)	12% (41)	3% (10)	49% (163)	1% (2)	15% (51)	6% (20)	335
2012 Vote: Mitt Romney	14% (17)	10% (12)	10% (12)	45% (53)	2% (2)	17% (20)	2% (2)	118
2012 Vote: Didn't Vote	17% (91)	14% (71)	5% (26)	37% (195)	3% (16)	16% (85)	8% (40)	525
4-Region: Northeast	19% (37)	12% (24)	5% (9)	40% (80)	1% (2)	17% (34)	6% (12)	199
4-Region: Midwest	23% (30)	11% (15)	4% (6)	45% (57)	3% (4)	9% (11)	5% (6)	128
4-Region: South	14% (33)	15% (35)	8% (17)	34% (78)	2% (4)	17% (38)	10% (23)	229
4-Region: West	13% (57)	12% (51)	4% (16)	48% (214)	2% (11)	17% (74)	5% (22)	445

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**Table MCFE27\_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
Asian Adults	16% (157)	13% (126)	5% (48)	43% (428)	2% (21)	16% (157)	6% (63)	1000
Chinese	13% (44)	13% (43)	5% (16)	46% (155)	3% (10)	17% (59)	4% (13)	341
Filipino	13% (18)	12% (16)	6% (9)	33% (45)	1% (1)	25% (34)	11% (15)	138
Indian	24% (25)	14% (14)	4% (4)	40% (41)	4% (5)	12% (12)	3% (3)	104
Vietnamese	18% (14)	17% (13)	4% (3)	38% (28)	1% (1)	15% (11)	7% (5)	75
Korean	26% (24)	8% (7)	5% (4)	46% (42)	2% (1)	7% (6)	7% (7)	92
Japanese	12% (16)	5% (6)	2% (3)	59% (80)	— (0)	16% (22)	6% (8)	135
Other Asian	15% (17)	21% (24)	9% (10)	32% (36)	3% (3)	10% (11)	11% (12)	112
Speaks only English at home	16% (89)	13% (70)	5% (29)	46% (254)	2% (9)	14% (80)	5% (27)	558
Speaks mostly English at home	17% (44)	9% (23)	5% (12)	41% (105)	3% (6)	16% (40)	9% (23)	253
Speaks both English and other language at home	15% (15)	18% (17)	2% (2)	36% (35)	2% (1)	19% (19)	9% (9)	98
Speaks mostly other language at home	11% (9)	11% (8)	6% (4)	40% (31)	5% (4)	23% (18)	4% (3)	77
Trump supporter	16% (37)	11% (26)	7% (17)	42% (97)	1% (3)	16% (36)	6% (13)	229
Biden supporter	17% (99)	14% (83)	4% (27)	41% (244)	3% (18)	15% (89)	6% (36)	595
Sports fans	16% (112)	14% (95)	6% (41)	41% (280)	2% (16)	15% (100)	5% (35)	679
Avid sports fans	23% (44)	12% (22)	9% (18)	37% (71)	3% (6)	11% (21)	4% (7)	190
Sports fans, Age: 18-34	23% (43)	13% (24)	8% (15)	32% (61)	3% (6)	14% (27)	6% (11)	187
Sports fans, Age: 35-44	15% (23)	16% (24)	9% (14)	41% (61)	1% (2)	11% (17)	6% (9)	150
Sports fans, Age: 45-64	14% (33)	12% (28)	4% (9)	47% (110)	2% (5)	16% (38)	5% (12)	236
Sports fans, Age: 65+	12% (13)	19% (20)	3% (3)	45% (48)	2% (2)	17% (18)	3% (3)	107
Movie studios should diversify teams	16% (114)	13% (91)	5% (35)	44% (317)	2% (12)	15% (108)	5% (37)	713
Movie studios should diversify stories	16% (102)	14% (88)	6% (37)	43% (273)	2% (13)	14% (89)	5% (33)	635
Concerned about Covid	15% (141)	13% (118)	4% (40)	43% (389)	2% (18)	17% (153)	6% (54)	913
No experience with Covid	14% (74)	11% (58)	4% (18)	43% (221)	2% (12)	18% (95)	8% (40)	518
Health care major factor for election	16% (116)	14% (98)	4% (29)	42% (299)	2% (15)	15% (108)	6% (42)	708

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**Table MCFE27\_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
Asian Adults	16% (157)	13% (126)	5% (48)	43% (428)	2% (21)	16% (157)	6% (63)	1000
Social media users	16% (154)	13% (119)	5% (48)	42% (402)	2% (21)	15% (146)	6% (60)	951
WhatsApp users	18% (63)	13% (45)	5% (19)	41% (143)	2% (8)	15% (54)	6% (20)	352
WeChat users	14% (24)	13% (22)	5% (9)	46% (80)	4% (7)	14% (23)	4% (8)	173
Social media news source at least once a week	18% (117)	14% (92)	6% (42)	40% (261)	2% (14)	13% (86)	7% (44)	657

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

**Table MCFE27\_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
Asian Adults	15% (150)	17% (175)	3% (34)	43% (430)	3% (34)	10% (99)	8% (78)	1000
Gender: Male	16% (75)	15% (73)	5% (24)	43% (203)	4% (17)	9% (43)	8% (36)	470
Gender: Female	14% (76)	19% (102)	2% (10)	43% (227)	3% (17)	11% (56)	8% (42)	530
Age: 18-34	22% (70)	20% (65)	6% (19)	27% (87)	8% (27)	8% (26)	8% (27)	320
Age: 35-44	13% (24)	20% (38)	3% (5)	41% (76)	3% (5)	8% (15)	12% (23)	186
Age: 45-64	13% (43)	13% (45)	3% (9)	56% (188)	— (0)	10% (34)	5% (16)	335
Age: 65+	8% (13)	17% (28)	1% (1)	50% (79)	2% (2)	15% (23)	8% (12)	158
GenZers: 1997-2012	28% (39)	20% (28)	3% (4)	19% (27)	13% (19)	5% (7)	12% (18)	142
Millennials: 1981-1996	17% (49)	19% (55)	7% (19)	36% (102)	4% (12)	9% (27)	8% (22)	286
GenXers: 1965-1980	12% (34)	17% (49)	2% (7)	51% (147)	— (1)	11% (32)	7% (20)	289
Baby Boomers: 1946-1964	10% (26)	13% (34)	1% (2)	57% (144)	1% (2)	12% (31)	6% (14)	255
PID: Dem (no lean)	16% (66)	15% (60)	3% (13)	45% (180)	4% (16)	9% (37)	7% (30)	402
PID: Ind (no lean)	13% (49)	21% (78)	3% (13)	41% (150)	3% (10)	11% (39)	8% (30)	368
PID: Rep (no lean)	16% (36)	16% (37)	4% (8)	44% (100)	3% (8)	10% (23)	8% (18)	230
PID/Gender: Dem Men	16% (26)	10% (17)	5% (8)	48% (79)	5% (9)	9% (14)	8% (13)	167
PID/Gender: Dem Women	17% (39)	18% (44)	2% (5)	43% (101)	3% (7)	10% (23)	7% (17)	235
PID/Gender: Ind Men	14% (25)	19% (33)	4% (8)	40% (70)	2% (4)	11% (19)	9% (16)	176
PID/Gender: Ind Women	13% (24)	23% (44)	2% (5)	41% (80)	3% (6)	10% (20)	7% (14)	193
PID/Gender: Rep Men	19% (24)	18% (23)	6% (7)	42% (54)	3% (4)	8% (10)	6% (7)	128
PID/Gender: Rep Women	12% (12)	14% (14)	1% (1)	45% (46)	4% (4)	13% (14)	11% (11)	102
Ideo: Liberal (1-3)	14% (43)	18% (54)	2% (8)	45% (138)	5% (15)	8% (24)	8% (23)	304
Ideo: Moderate (4)	17% (62)	18% (65)	4% (13)	44% (162)	2% (8)	10% (37)	6% (24)	372
Ideo: Conservative (5-7)	12% (29)	16% (39)	3% (6)	48% (115)	2% (4)	13% (31)	7% (17)	241

Continued on next page

**Table MCFE27\_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
Asian Adults	15% (150)	17% (175)	3% (34)	43% (430)	3% (34)	10% (99)	8% (78)	1000
Educ: < College	19% (82)	17% (73)	4% (15)	36% (152)	4% (18)	9% (38)	10% (41)	420
Educ: Bachelors degree	13% (42)	17% (55)	3% (9)	46% (151)	3% (8)	13% (43)	7% (22)	330
Educ: Post-grad	10% (26)	19% (47)	4% (10)	51% (127)	3% (7)	7% (17)	6% (16)	250
Income: Under 50k	16% (67)	19% (77)	3% (13)	35% (146)	4% (18)	13% (52)	9% (39)	412
Income: 50k-100k	16% (49)	17% (52)	5% (15)	46% (140)	4% (13)	7% (22)	4% (13)	303
Income: 100k+	12% (35)	16% (46)	2% (5)	51% (144)	1% (3)	9% (25)	9% (25)	284
Ethnicity: Other	15% (150)	17% (175)	3% (34)	43% (430)	3% (34)	10% (99)	8% (78)	1000
All Christian	14% (44)	17% (54)	3% (9)	44% (139)	2% (7)	14% (44)	6% (19)	317
All Non-Christian	20% (48)	22% (52)	3% (8)	35% (85)	8% (18)	5% (13)	6% (15)	239
Atheist	15% (10)	10% (7)	6% (4)	51% (34)	1% (1)	9% (6)	8% (6)	67
Agnostic/Nothing in particular	14% (39)	15% (42)	4% (11)	48% (139)	1% (3)	11% (31)	8% (23)	288
Something Else	11% (10)	22% (20)	2% (1)	37% (34)	5% (5)	6% (5)	17% (15)	90
Religious Non-Protestant/Catholic	20% (48)	22% (53)	3% (8)	36% (88)	8% (18)	5% (13)	7% (16)	244
Evangelical	8% (12)	19% (28)	5% (7)	45% (67)	1% (1)	11% (17)	11% (16)	148
Non-Evangelical	16% (41)	18% (44)	1% (4)	41% (103)	4% (10)	13% (33)	7% (17)	252
Community: Urban	17% (55)	18% (58)	3% (8)	45% (148)	2% (5)	11% (37)	6% (18)	329
Community: Suburban	14% (82)	17% (99)	3% (19)	43% (257)	3% (20)	9% (55)	10% (59)	591
Community: Rural	17% (14)	22% (17)	8% (6)	31% (25)	11% (9)	10% (8)	1% (1)	79

Continued on next page

**Table MCFE27\_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
Asian Adults	15% (150)	17% (175)	3% (34)	43% (430)	3% (34)	10% (99)	8% (78)	1000
Employ: Private Sector	12% (47)	19% (74)	4% (14)	46% (174)	3% (10)	9% (33)	7% (28)	380
Employ: Government	18% (10)	14% (8)	2% (1)	44% (25)	3% (1)	11% (6)	9% (5)	57
Employ: Self-Employed	18% (15)	9% (7)	3% (2)	46% (36)	8% (6)	11% (9)	6% (5)	80
Employ: Homemaker	18% (15)	10% (8)	2% (1)	50% (40)	4% (3)	8% (7)	8% (7)	80
Employ: Student	25% (23)	22% (20)	8% (7)	19% (18)	6% (5)	8% (8)	12% (11)	93
Employ: Retired	10% (15)	15% (24)	1% (1)	50% (80)	1% (2)	13% (21)	9% (15)	159
Employ: Unemployed	17% (22)	23% (31)	5% (6)	35% (46)	4% (5)	11% (14)	6% (8)	131
Military HH: Yes	18% (13)	22% (15)	1% (1)	25% (17)	7% (5)	11% (8)	13% (9)	68
Military HH: No	15% (138)	17% (160)	4% (33)	44% (413)	3% (29)	10% (91)	7% (69)	932
RD/WT: Right Direction	16% (34)	17% (36)	4% (9)	38% (82)	6% (13)	11% (25)	9% (20)	218
RD/WT: Wrong Track	15% (117)	18% (139)	3% (25)	45% (348)	3% (21)	10% (74)	7% (58)	782
Trump Job Approve	14% (34)	18% (44)	4% (9)	45% (109)	4% (10)	10% (24)	5% (11)	241
Trump Job Disapprove	15% (105)	18% (129)	3% (24)	44% (309)	3% (20)	10% (69)	7% (49)	705
Trump Job Strongly Approve	13% (14)	15% (17)	5% (6)	41% (45)	6% (7)	12% (13)	8% (9)	112
Trump Job Somewhat Approve	15% (19)	21% (27)	3% (3)	49% (64)	2% (3)	9% (11)	2% (2)	130
Trump Job Somewhat Disapprove	15% (29)	22% (43)	3% (5)	42% (83)	3% (7)	10% (19)	5% (10)	196
Trump Job Strongly Disapprove	15% (76)	17% (86)	4% (19)	44% (226)	3% (14)	10% (50)	8% (38)	509
Favorable of Trump	14% (35)	17% (44)	3% (8)	45% (115)	2% (5)	11% (27)	8% (21)	256
Unfavorable of Trump	15% (104)	18% (126)	3% (23)	43% (296)	4% (26)	9% (63)	7% (49)	687
Very Favorable of Trump	12% (13)	18% (20)	5% (5)	42% (47)	4% (4)	14% (15)	7% (8)	113
Somewhat Favorable of Trump	15% (22)	17% (24)	2% (3)	48% (68)	1% (1)	8% (12)	9% (13)	142
Somewhat Unfavorable of Trump	17% (25)	20% (30)	2% (3)	43% (63)	3% (4)	8% (12)	6% (9)	146
Very Unfavorable of Trump	15% (79)	18% (97)	4% (19)	43% (233)	4% (22)	9% (51)	7% (40)	540

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**Table MCFE27\_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
Asian Adults	15% (150)	17% (175)	3% (34)	43% (430)	3% (34)	10% (99)	8% (78)	1000
#1 Issue: Economy	16% (66)	18% (74)	4% (16)	43% (175)	2% (6)	9% (36)	7% (30)	404
#1 Issue: Security	7% (4)	12% (8)	3% (2)	56% (37)	10% (7)	2% (1)	10% (7)	66
#1 Issue: Health Care	15% (39)	17% (44)	4% (9)	45% (118)	4% (9)	12% (32)	4% (12)	264
#1 Issue: Medicare / Social Security	10% (8)	12% (9)	2% (1)	38% (30)	7% (5)	19% (15)	14% (11)	80
#1 Issue: Women's Issues	27% (14)	21% (10)	3% (1)	40% (20)	5% (2)	3% (2)	2% (1)	51
#1 Issue: Other	11% (7)	22% (14)	6% (4)	41% (26)	1% (1)	12% (7)	7% (4)	63
2018 House Vote: Democrat	12% (40)	17% (56)	2% (8)	49% (163)	2% (7)	9% (31)	8% (28)	333
2018 House Vote: Republican	15% (22)	17% (26)	2% (4)	50% (76)	1% (2)	11% (17)	4% (6)	152
2016 Vote: Hillary Clinton	14% (47)	15% (51)	2% (8)	49% (165)	3% (9)	10% (33)	7% (23)	337
2016 Vote: Donald Trump	10% (18)	17% (30)	1% (2)	50% (88)	1% (2)	13% (24)	7% (12)	176
2016 Vote: Didn't Vote	18% (84)	20% (89)	4% (20)	35% (160)	5% (23)	9% (42)	8% (37)	454
Voted in 2014: Yes	13% (53)	16% (65)	2% (10)	50% (207)	1% (4)	9% (38)	9% (37)	415
Voted in 2014: No	17% (97)	19% (110)	4% (24)	38% (223)	5% (30)	10% (61)	7% (41)	585
2012 Vote: Barack Obama	13% (44)	17% (57)	3% (10)	50% (167)	1% (4)	9% (29)	7% (25)	335
2012 Vote: Mitt Romney	10% (12)	16% (19)	2% (3)	52% (62)	— (0)	10% (12)	9% (11)	118
2012 Vote: Didn't Vote	18% (93)	18% (95)	4% (21)	36% (188)	6% (30)	11% (58)	8% (40)	525
4-Region: Northeast	18% (35)	21% (43)	2% (4)	34% (67)	6% (12)	11% (21)	9% (17)	199
4-Region: Midwest	18% (23)	15% (19)	5% (6)	43% (55)	6% (7)	7% (8)	7% (9)	128
4-Region: South	15% (34)	18% (40)	4% (9)	39% (88)	5% (12)	12% (27)	8% (18)	229
4-Region: West	13% (58)	16% (73)	3% (14)	49% (220)	1% (2)	10% (43)	8% (35)	445

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**Table MCFE27\_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
Asian Adults	15% (150)	17% (175)	3% (34)	43% (430)	3% (34)	10% (99)	8% (78)	1000
Chinese	14% (47)	14% (48)	4% (13)	46% (156)	2% (8)	15% (51)	5% (17)	341
Filipino	19% (26)	10% (14)	2% (3)	36% (50)	4% (6)	13% (19)	15% (21)	138
Indian	20% (21)	19% (20)	2% (2)	43% (45)	6% (6)	6% (6)	4% (5)	104
Vietnamese	18% (13)	30% (22)	9% (7)	31% (23)	6% (4)	5% (3)	3% (2)	75
Korean	15% (14)	21% (19)	4% (4)	45% (41)	8% (7)	5% (5)	3% (3)	92
Japanese	7% (9)	15% (20)	1% (2)	59% (79)	1% (1)	5% (7)	13% (17)	135
Other Asian	18% (20)	27% (30)	3% (3)	32% (36)	2% (2)	8% (9)	11% (12)	112
Speaks only English at home	11% (61)	17% (95)	3% (15)	47% (261)	3% (14)	11% (60)	9% (52)	558
Speaks mostly English at home	22% (57)	16% (41)	4% (9)	39% (99)	4% (10)	7% (18)	8% (19)	253
Speaks both English and other language at home	16% (16)	23% (22)	4% (4)	35% (35)	5% (5)	11% (11)	5% (5)	98
Speaks mostly other language at home	21% (17)	14% (11)	7% (5)	39% (30)	5% (3)	13% (10)	1% (1)	77
Trump supporter	13% (29)	17% (40)	3% (8)	47% (107)	2% (5)	10% (23)	8% (18)	229
Biden supporter	16% (95)	18% (107)	4% (25)	41% (246)	5% (27)	10% (57)	7% (39)	595
Sports fans	14% (95)	20% (137)	4% (25)	44% (301)	3% (21)	9% (60)	6% (40)	679
Avid sports fans	17% (32)	20% (39)	5% (9)	42% (79)	4% (8)	7% (13)	5% (10)	190
Sports fans, Age: 18-34	19% (36)	24% (45)	8% (15)	31% (57)	8% (15)	7% (13)	3% (5)	187
Sports fans, Age: 35-44	12% (18)	23% (34)	2% (3)	41% (61)	3% (4)	8% (13)	11% (17)	150
Sports fans, Age: 45-64	13% (30)	15% (36)	3% (6)	55% (129)	— (0)	9% (22)	6% (14)	236
Sports fans, Age: 65+	10% (11)	21% (23)	1% (1)	50% (54)	1% (1)	12% (13)	4% (5)	107
Movie studios should diversify teams	15% (109)	19% (132)	3% (20)	43% (310)	4% (27)	10% (74)	6% (41)	713
Movie studios should diversify stories	16% (104)	18% (115)	4% (25)	42% (267)	4% (27)	10% (62)	5% (35)	635
Concerned about Covid	15% (141)	17% (159)	3% (29)	43% (395)	3% (29)	10% (95)	7% (65)	913
No experience with Covid	16% (82)	14% (71)	3% (14)	45% (235)	2% (9)	11% (58)	9% (49)	518
Health care major factor for election	16% (116)	18% (129)	3% (22)	44% (312)	3% (19)	10% (70)	6% (39)	708

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**Table MCFE27\_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
Asian Adults	15% (150)	17% (175)	3% (34)	43% (430)	3% (34)	10% (99)	8% (78)	1000
Social media users	16% (150)	18% (169)	4% (34)	42% (399)	4% (34)	10% (92)	8% (75)	951
WhatsApp users	14% (51)	21% (75)	3% (11)	41% (143)	4% (15)	10% (35)	6% (23)	352
WeChat users	20% (35)	21% (37)	4% (7)	42% (73)	3% (6)	7% (12)	2% (3)	173
Social media news source at least once a week	17% (111)	21% (139)	5% (31)	39% (254)	4% (27)	8% (52)	7% (43)	657

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

**Table MCFE27\_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
Asian Adults	18% (183)	11% (109)	4% (45)	41% (405)	2% (23)	15% (154)	8% (81)	1000
Gender: Male	17% (82)	10% (45)	6% (29)	43% (204)	2% (12)	15% (69)	6% (30)	470
Gender: Female	19% (101)	12% (64)	3% (16)	38% (201)	2% (11)	16% (85)	10% (51)	530
Age: 18-34	27% (86)	11% (34)	6% (19)	32% (101)	3% (9)	13% (40)	10% (32)	320
Age: 35-44	16% (30)	16% (29)	4% (8)	38% (71)	5% (10)	10% (19)	10% (19)	186
Age: 45-64	14% (46)	8% (28)	4% (14)	51% (170)	— (1)	17% (57)	6% (19)	335
Age: 65+	13% (21)	12% (18)	3% (4)	39% (63)	2% (2)	24% (37)	8% (12)	158
GenZers: 1997-2012	30% (42)	12% (17)	6% (9)	28% (40)	2% (3)	9% (13)	12% (17)	142
Millennials: 1981-1996	21% (59)	11% (31)	5% (16)	37% (105)	3% (9)	13% (38)	10% (28)	286
GenXers: 1965-1980	13% (37)	9% (27)	4% (10)	48% (138)	3% (9)	17% (50)	6% (19)	289
Baby Boomers: 1946-1964	16% (41)	13% (32)	4% (10)	43% (110)	1% (2)	19% (48)	5% (12)	255
PID: Dem (no lean)	21% (83)	15% (61)	5% (19)	40% (160)	1% (5)	14% (54)	5% (19)	402
PID: Ind (no lean)	16% (60)	8% (30)	5% (17)	41% (149)	4% (14)	15% (56)	11% (42)	368
PID: Rep (no lean)	17% (40)	8% (19)	4% (9)	42% (95)	2% (4)	19% (44)	9% (20)	230
PID/Gender: Dem Men	15% (25)	16% (26)	8% (13)	48% (81)	2% (3)	9% (14)	3% (5)	167
PID/Gender: Dem Women	25% (58)	15% (35)	3% (6)	34% (80)	1% (3)	17% (40)	6% (14)	235
PID/Gender: Ind Men	18% (32)	6% (11)	5% (9)	38% (66)	5% (8)	15% (26)	13% (23)	176
PID/Gender: Ind Women	15% (28)	10% (19)	4% (9)	43% (83)	3% (5)	16% (30)	10% (19)	193
PID/Gender: Rep Men	19% (25)	6% (8)	6% (7)	45% (57)	1% (1)	22% (28)	1% (1)	128
PID/Gender: Rep Women	15% (15)	10% (11)	1% (1)	37% (38)	3% (3)	15% (15)	18% (18)	102
Ideo: Liberal (1-3)	21% (65)	13% (40)	3% (10)	45% (136)	2% (5)	11% (32)	6% (17)	304
Ideo: Moderate (4)	18% (69)	8% (31)	6% (22)	42% (157)	2% (6)	17% (62)	7% (26)	372
Ideo: Conservative (5-7)	16% (38)	11% (27)	3% (8)	41% (99)	2% (5)	19% (45)	8% (20)	241

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**Table MCFE27\_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
Asian Adults	18% (183)	11% (109)	4% (45)	41% (405)	2% (23)	15% (154)	8% (81)	1000
Educ: < College	23% (96)	11% (46)	4% (15)	33% (140)	3% (14)	16% (66)	11% (44)	420
Educ: Bachelors degree	17% (57)	10% (31)	4% (12)	45% (148)	1% (4)	18% (59)	5% (18)	330
Educ: Post-grad	12% (30)	13% (32)	7% (18)	47% (117)	2% (5)	12% (29)	8% (19)	250
Income: Under 50k	18% (73)	10% (40)	4% (18)	37% (152)	2% (10)	20% (81)	9% (38)	412
Income: 50k-100k	20% (61)	13% (40)	5% (16)	41% (123)	3% (10)	12% (36)	6% (18)	303
Income: 100k+	17% (49)	10% (29)	4% (11)	46% (130)	1% (3)	13% (37)	9% (25)	284
Ethnicity: Other	18% (183)	11% (109)	4% (45)	41% (405)	2% (23)	15% (154)	8% (81)	1000
All Christian	17% (55)	10% (32)	6% (18)	41% (130)	2% (7)	17% (53)	7% (23)	317
All Non-Christian	24% (56)	11% (26)	4% (10)	35% (83)	2% (5)	16% (38)	9% (21)	239
Atheist	19% (13)	15% (10)	8% (5)	46% (30)	— (0)	10% (6)	2% (2)	67
Agnostic/Nothing in particular	16% (47)	9% (25)	4% (10)	46% (131)	2% (5)	16% (47)	7% (21)	288
Something Else	13% (11)	18% (16)	2% (1)	34% (31)	7% (6)	11% (10)	17% (15)	90
Religious Non-Protestant/Catholic	23% (57)	11% (26)	4% (11)	35% (84)	2% (5)	16% (39)	9% (22)	244
Evangelical	15% (22)	7% (11)	6% (9)	45% (66)	5% (8)	9% (14)	12% (18)	148
Non-Evangelical	17% (44)	14% (35)	4% (9)	37% (93)	2% (5)	19% (48)	8% (19)	252
Community: Urban	17% (56)	15% (50)	5% (18)	36% (119)	1% (3)	19% (64)	6% (20)	329
Community: Suburban	18% (104)	8% (46)	4% (25)	44% (260)	3% (15)	14% (82)	10% (59)	591
Community: Rural	29% (23)	17% (14)	2% (2)	33% (26)	6% (5)	10% (8)	3% (2)	79

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**Table MCFE27\_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
Asian Adults	18% (183)	11% (109)	4% (45)	41% (405)	2% (23)	15% (154)	8% (81)	1000
Employ: Private Sector	16% (63)	12% (46)	5% (17)	43% (163)	3% (10)	14% (54)	7% (26)	380
Employ: Government	17% (10)	8% (4)	3% (2)	49% (28)	1% (1)	12% (7)	11% (6)	57
Employ: Self-Employed	6% (5)	14% (11)	8% (6)	56% (44)	1% (1)	10% (8)	5% (4)	80
Employ: Homemaker	31% (25)	1% (1)	4% (3)	35% (28)	4% (3)	18% (14)	7% (5)	80
Employ: Student	31% (29)	9% (9)	9% (9)	28% (26)	1% (1)	10% (9)	12% (11)	93
Employ: Retired	16% (26)	10% (15)	4% (6)	37% (59)	1% (1)	24% (38)	8% (13)	159
Employ: Unemployed	18% (24)	15% (20)	1% (1)	34% (45)	4% (6)	17% (22)	11% (14)	131
Military HH: Yes	26% (17)	5% (3)	1% (1)	39% (26)	1% (1)	10% (7)	18% (12)	68
Military HH: No	18% (166)	11% (106)	5% (44)	41% (379)	2% (22)	16% (147)	7% (69)	932
RD/WT: Right Direction	22% (47)	11% (24)	4% (9)	38% (84)	4% (10)	11% (23)	9% (21)	218
RD/WT: Wrong Track	17% (136)	11% (85)	5% (35)	41% (321)	2% (13)	17% (131)	8% (61)	782
Trump Job Approve	20% (48)	12% (29)	4% (9)	41% (99)	4% (9)	13% (31)	7% (17)	241
Trump Job Disapprove	18% (127)	11% (79)	5% (36)	42% (299)	1% (10)	16% (110)	6% (43)	705
Trump Job Strongly Approve	22% (24)	7% (8)	6% (7)	41% (46)	5% (5)	12% (13)	7% (8)	112
Trump Job Somewhat Approve	18% (24)	16% (21)	2% (2)	40% (53)	3% (4)	14% (18)	7% (9)	130
Trump Job Somewhat Disapprove	19% (37)	10% (21)	5% (10)	38% (75)	1% (1)	19% (38)	7% (14)	196
Trump Job Strongly Disapprove	18% (90)	11% (58)	5% (26)	44% (224)	2% (9)	14% (72)	6% (29)	509
Favorable of Trump	20% (51)	11% (29)	3% (7)	38% (98)	3% (8)	14% (35)	11% (28)	256
Unfavorable of Trump	18% (126)	11% (77)	5% (37)	42% (291)	2% (11)	15% (102)	6% (42)	687
Very Favorable of Trump	20% (23)	8% (10)	3% (3)	38% (43)	6% (6)	18% (20)	7% (8)	113
Somewhat Favorable of Trump	19% (28)	14% (19)	3% (4)	39% (56)	1% (1)	11% (15)	14% (19)	142
Somewhat Unfavorable of Trump	21% (31)	13% (18)	4% (5)	39% (58)	1% (1)	16% (23)	6% (9)	146
Very Unfavorable of Trump	18% (95)	11% (59)	6% (32)	43% (233)	2% (10)	15% (79)	6% (33)	540

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**Table MCFE27\_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
Asian Adults	18% (183)	11% (109)	4% (45)	41% (405)	2% (23)	15% (154)	8% (81)	1000
#1 Issue: Economy	19% (75)	12% (47)	3% (12)	44% (176)	2% (8)	13% (54)	8% (31)	404
#1 Issue: Security	10% (7)	14% (10)	2% (1)	58% (38)	— (0)	4% (3)	11% (8)	66
#1 Issue: Health Care	19% (49)	11% (29)	7% (17)	39% (102)	1% (2)	17% (45)	7% (19)	264
#1 Issue: Medicare / Social Security	10% (8)	8% (7)	4% (3)	29% (23)	8% (6)	29% (23)	11% (9)	80
#1 Issue: Women's Issues	37% (19)	3% (2)	6% (3)	31% (16)	6% (3)	13% (7)	4% (2)	51
#1 Issue: Other	18% (11)	8% (5)	3% (2)	40% (25)	6% (4)	17% (11)	9% (5)	63
2018 House Vote: Democrat	18% (59)	13% (45)	5% (16)	44% (148)	2% (5)	12% (40)	6% (21)	333
2018 House Vote: Republican	14% (22)	12% (18)	2% (3)	45% (69)	2% (3)	16% (24)	8% (13)	152
2016 Vote: Hillary Clinton	17% (57)	14% (47)	4% (13)	45% (152)	2% (5)	13% (45)	5% (18)	337
2016 Vote: Donald Trump	15% (26)	11% (19)	3% (6)	45% (79)	2% (3)	15% (27)	8% (15)	176
2016 Vote: Didn't Vote	21% (97)	9% (42)	5% (21)	34% (156)	3% (14)	18% (81)	10% (43)	454
Voted in 2014: Yes	18% (74)	13% (52)	3% (12)	46% (190)	2% (6)	13% (52)	7% (27)	415
Voted in 2014: No	19% (109)	10% (57)	6% (33)	37% (215)	3% (16)	17% (102)	9% (54)	585
2012 Vote: Barack Obama	17% (58)	13% (43)	4% (15)	47% (157)	1% (2)	12% (39)	6% (21)	335
2012 Vote: Mitt Romney	12% (15)	12% (14)	2% (3)	45% (54)	3% (3)	17% (20)	9% (11)	118
2012 Vote: Didn't Vote	21% (108)	10% (51)	5% (28)	34% (180)	3% (17)	18% (94)	9% (46)	525
4-Region: Northeast	25% (50)	11% (21)	4% (8)	40% (79)	3% (5)	13% (27)	5% (10)	199
4-Region: Midwest	16% (20)	8% (11)	7% (8)	41% (52)	3% (4)	16% (21)	9% (11)	128
4-Region: South	16% (35)	12% (28)	4% (10)	38% (86)	4% (9)	16% (36)	11% (24)	229
4-Region: West	17% (78)	11% (50)	4% (18)	42% (188)	1% (4)	16% (70)	8% (36)	445

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**Table MCFE27\_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
Asian Adults	18% (183)	11% (109)	4% (45)	41% (405)	2% (23)	15% (154)	8% (81)	1000
Chinese	16% (55)	11% (36)	5% (16)	41% (139)	2% (8)	19% (63)	7% (23)	341
Filipino	22% (30)	9% (13)	1% (2)	38% (52)	3% (4)	15% (20)	12% (17)	138
Indian	21% (22)	10% (10)	6% (6)	37% (38)	4% (4)	17% (18)	6% (6)	104
Vietnamese	12% (9)	17% (12)	17% (13)	38% (29)	— (0)	11% (8)	5% (4)	75
Korean	18% (17)	12% (11)	3% (3)	43% (39)	1% (1)	16% (15)	6% (6)	92
Japanese	17% (22)	6% (7)	1% (2)	54% (72)	1% (1)	12% (16)	10% (14)	135
Other Asian	24% (26)	17% (19)	3% (3)	31% (35)	4% (4)	11% (12)	11% (12)	112
Speaks only English at home	18% (99)	12% (66)	3% (15)	43% (240)	3% (15)	14% (77)	8% (46)	558
Speaks mostly English at home	18% (45)	10% (24)	6% (16)	40% (102)	2% (5)	15% (38)	9% (23)	253
Speaks both English and other language at home	17% (17)	15% (15)	7% (6)	32% (31)	2% (2)	19% (18)	9% (9)	98
Speaks mostly other language at home	20% (16)	5% (4)	9% (7)	37% (28)	— (0)	27% (21)	3% (2)	77
Trump supporter	19% (44)	7% (17)	2% (5)	44% (101)	3% (8)	13% (31)	11% (25)	229
Biden supporter	19% (113)	13% (78)	5% (32)	39% (233)	2% (14)	16% (95)	5% (30)	595
Sports fans	18% (123)	12% (78)	6% (39)	41% (278)	2% (14)	15% (104)	6% (43)	679
Avid sports fans	20% (38)	13% (25)	7% (14)	41% (77)	3% (5)	14% (26)	2% (4)	190
Sports fans, Age: 18-34	28% (51)	10% (18)	9% (17)	35% (65)	1% (1)	13% (24)	5% (10)	187
Sports fans, Age: 35-44	15% (22)	17% (26)	5% (8)	36% (55)	7% (10)	10% (15)	10% (15)	150
Sports fans, Age: 45-64	14% (32)	9% (21)	4% (10)	48% (114)	1% (1)	19% (45)	5% (13)	236
Sports fans, Age: 65+	16% (17)	12% (13)	4% (4)	43% (46)	1% (1)	18% (20)	6% (6)	107
Movie studios should diversify teams	17% (123)	12% (83)	4% (28)	42% (301)	3% (19)	16% (113)	6% (46)	713
Movie studios should diversify stories	17% (105)	13% (79)	5% (34)	42% (265)	3% (19)	15% (95)	6% (37)	635
Concerned about Covid	18% (167)	11% (101)	5% (44)	40% (369)	1% (13)	16% (149)	8% (71)	913
No experience with Covid	16% (85)	10% (51)	4% (19)	40% (208)	2% (12)	17% (88)	11% (55)	518
Health care major factor for election	20% (144)	12% (86)	5% (32)	39% (275)	2% (17)	15% (109)	6% (45)	708

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**Table MCFE27\_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
Asian Adults	18% (183)	11% (109)	4% (45)	41% (405)	2% (23)	15% (154)	8% (81)	1000
Social media users	18% (175)	11% (105)	5% (45)	41% (387)	2% (23)	15% (141)	8% (76)	951
WhatsApp users	20% (71)	12% (43)	6% (20)	37% (131)	3% (12)	15% (51)	7% (23)	352
WeChat users	21% (36)	14% (24)	6% (10)	39% (68)	4% (7)	13% (22)	3% (5)	173
Social media news source at least once a week	20% (133)	11% (74)	5% (36)	39% (255)	3% (20)	14% (90)	8% (49)	657

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

**Table MCFE27\_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
Asian Adults	24% (240)	13% (135)	3% (31)	41% (407)	1% (13)	13% (131)	4% (44)	1000
Gender: Male	25% (117)	14% (67)	5% (22)	38% (177)	1% (5)	14% (64)	4% (18)	470
Gender: Female	23% (122)	13% (67)	2% (9)	43% (230)	2% (9)	13% (67)	5% (26)	530
Age: 18-34	39% (125)	15% (49)	4% (12)	26% (84)	1% (4)	8% (26)	6% (19)	320
Age: 35-44	19% (36)	17% (32)	4% (7)	40% (75)	3% (6)	10% (18)	7% (12)	186
Age: 45-64	16% (55)	10% (32)	3% (11)	53% (177)	— (0)	16% (54)	2% (6)	335
Age: 65+	15% (24)	13% (21)	1% (1)	44% (70)	2% (3)	20% (32)	4% (7)	158
GenZers: 1997-2012	53% (75)	14% (20)	— (0)	19% (27)	1% (1)	3% (5)	9% (13)	142
Millennials: 1981-1996	26% (74)	16% (45)	5% (15)	36% (103)	3% (8)	10% (29)	4% (13)	286
GenXers: 1965-1980	17% (48)	13% (36)	3% (10)	48% (139)	— (0)	16% (47)	3% (9)	289
Baby Boomers: 1946-1964	15% (37)	12% (31)	2% (6)	49% (125)	1% (3)	17% (42)	4% (10)	255
PID: Dem (no lean)	28% (111)	14% (57)	3% (12)	39% (155)	2% (7)	12% (48)	3% (12)	402
PID: Ind (no lean)	24% (89)	14% (51)	3% (10)	40% (148)	1% (4)	12% (46)	6% (21)	368
PID: Rep (no lean)	17% (40)	12% (27)	4% (9)	45% (104)	1% (2)	16% (37)	5% (11)	230
PID/Gender: Dem Men	29% (49)	17% (28)	5% (8)	36% (61)	2% (3)	9% (14)	2% (3)	167
PID/Gender: Dem Women	26% (62)	12% (29)	1% (3)	40% (94)	2% (4)	14% (33)	4% (9)	235
PID/Gender: Ind Men	25% (44)	14% (24)	4% (7)	33% (59)	— (1)	15% (27)	8% (14)	176
PID/Gender: Ind Women	23% (44)	14% (27)	2% (3)	46% (89)	2% (3)	10% (19)	4% (7)	193
PID/Gender: Rep Men	19% (24)	12% (15)	6% (7)	45% (57)	1% (1)	18% (23)	1% (1)	128
PID/Gender: Rep Women	15% (16)	11% (12)	2% (2)	46% (47)	2% (2)	14% (14)	10% (10)	102
Ideo: Liberal (1-3)	25% (77)	14% (41)	2% (6)	45% (137)	1% (2)	10% (29)	4% (12)	304
Ideo: Moderate (4)	26% (96)	13% (48)	4% (15)	39% (146)	1% (5)	14% (51)	3% (12)	372
Ideo: Conservative (5-7)	19% (45)	14% (33)	4% (9)	42% (103)	3% (6)	16% (39)	3% (6)	241

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**Table MCFE27\_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
Asian Adults	24% (240)	13% (135)	3% (31)	41% (407)	1% (13)	13% (131)	4% (44)	1000
Educ: < College	29% (124)	14% (58)	3% (13)	34% (144)	— (1)	13% (56)	6% (25)	420
Educ: Bachelors degree	20% (67)	14% (45)	3% (8)	42% (140)	2% (7)	15% (49)	4% (13)	330
Educ: Post-grad	19% (48)	13% (31)	4% (10)	49% (123)	2% (5)	10% (26)	2% (6)	250
Income: Under 50k	24% (100)	14% (58)	3% (13)	35% (146)	1% (5)	15% (63)	7% (27)	412
Income: 50k-100k	24% (72)	15% (44)	3% (10)	43% (131)	1% (4)	11% (34)	3% (8)	303
Income: 100k+	24% (68)	11% (32)	3% (9)	46% (130)	1% (3)	12% (33)	3% (9)	284
Ethnicity: Other	24% (240)	13% (135)	3% (31)	41% (407)	1% (13)	13% (131)	4% (44)	1000
All Christian	20% (65)	14% (44)	5% (15)	42% (133)	2% (5)	14% (45)	3% (10)	317
All Non-Christian	31% (74)	15% (35)	4% (9)	31% (74)	2% (4)	13% (31)	5% (11)	239
Atheist	36% (24)	13% (9)	1% (1)	40% (26)	1% (1)	8% (5)	1% (1)	67
Agnostic/Nothing in particular	21% (60)	11% (31)	2% (5)	49% (141)	1% (3)	12% (35)	5% (14)	288
Something Else	19% (17)	17% (15)	2% (2)	36% (32)	1% (1)	16% (15)	9% (8)	90
Religious Non-Protestant/Catholic	30% (74)	15% (35)	4% (9)	32% (78)	2% (5)	13% (32)	5% (11)	244
Evangelical	17% (25)	14% (21)	9% (13)	41% (60)	— (0)	14% (21)	6% (8)	148
Non-Evangelical	23% (58)	15% (37)	1% (3)	40% (102)	2% (5)	15% (39)	4% (10)	252
Community: Urban	25% (82)	14% (47)	2% (8)	37% (123)	1% (4)	16% (53)	4% (13)	329
Community: Suburban	24% (140)	12% (71)	3% (17)	43% (255)	1% (8)	12% (69)	5% (32)	591
Community: Rural	23% (18)	21% (16)	8% (7)	36% (29)	2% (1)	11% (8)	— (0)	79

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**Table MCFE27\_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
Asian Adults	24% (240)	13% (135)	3% (31)	41% (407)	1% (13)	13% (131)	4% (44)	1000
Employ: Private Sector	21% (80)	16% (61)	5% (19)	42% (160)	2% (6)	11% (42)	3% (12)	380
Employ: Government	32% (18)	5% (3)	2% (1)	43% (24)	— (0)	13% (7)	5% (3)	57
Employ: Self-Employed	16% (13)	13% (11)	9% (7)	45% (35)	2% (2)	14% (11)	2% (1)	80
Employ: Homemaker	19% (15)	6% (5)	2% (1)	50% (40)	1% (1)	13% (11)	9% (7)	80
Employ: Student	52% (48)	14% (13)	— (0)	21% (20)	1% (1)	3% (3)	8% (8)	93
Employ: Retired	15% (23)	11% (18)	1% (1)	47% (75)	2% (3)	20% (32)	4% (7)	159
Employ: Unemployed	28% (36)	16% (21)	1% (1)	34% (44)	— (0)	17% (23)	4% (5)	131
Military HH: Yes	36% (25)	6% (4)	— (0)	42% (29)	1% (1)	12% (8)	2% (1)	68
Military HH: No	23% (215)	14% (131)	3% (31)	41% (378)	1% (12)	13% (122)	5% (43)	932
RD/WT: Right Direction	23% (51)	9% (20)	4% (10)	41% (89)	3% (6)	13% (28)	7% (14)	218
RD/WT: Wrong Track	24% (189)	15% (114)	3% (21)	41% (318)	1% (7)	13% (103)	4% (30)	782
Trump Job Approve	19% (45)	14% (35)	3% (7)	47% (112)	3% (6)	11% (27)	4% (8)	241
Trump Job Disapprove	26% (181)	14% (99)	3% (24)	39% (278)	1% (7)	14% (96)	3% (19)	705
Trump Job Strongly Approve	14% (15)	9% (10)	5% (6)	50% (56)	5% (5)	12% (13)	7% (8)	112
Trump Job Somewhat Approve	23% (30)	19% (25)	1% (1)	44% (57)	1% (1)	11% (14)	1% (1)	130
Trump Job Somewhat Disapprove	29% (56)	13% (25)	4% (8)	36% (70)	— (1)	15% (30)	3% (5)	196
Trump Job Strongly Disapprove	25% (126)	15% (75)	3% (15)	41% (208)	1% (6)	13% (66)	3% (14)	509
Favorable of Trump	19% (48)	13% (34)	4% (9)	45% (115)	1% (2)	13% (34)	5% (13)	256
Unfavorable of Trump	25% (175)	15% (100)	3% (21)	40% (274)	1% (8)	13% (88)	3% (20)	687
Very Favorable of Trump	12% (14)	16% (18)	4% (5)	46% (53)	1% (2)	14% (16)	6% (7)	113
Somewhat Favorable of Trump	24% (34)	11% (16)	3% (5)	44% (62)	1% (1)	13% (18)	5% (7)	142
Somewhat Unfavorable of Trump	27% (39)	15% (22)	2% (2)	38% (56)	— (1)	14% (20)	4% (6)	146
Very Unfavorable of Trump	25% (136)	14% (78)	3% (19)	41% (219)	1% (8)	13% (68)	3% (14)	540

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**Table MCFE27\_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
Asian Adults	24% (240)	13% (135)	3% (31)	41% (407)	1% (13)	13% (131)	4% (44)	1000
#1 Issue: Economy	25% (102)	14% (57)	3% (11)	40% (161)	1% (4)	13% (54)	4% (15)	404
#1 Issue: Security	6% (4)	22% (14)	— (0)	56% (37)	1% (1)	6% (4)	9% (6)	66
#1 Issue: Health Care	21% (57)	13% (34)	6% (16)	42% (112)	1% (3)	12% (32)	4% (10)	264
#1 Issue: Medicare / Social Security	16% (13)	8% (6)	1% (1)	45% (36)	4% (3)	21% (17)	5% (4)	80
#1 Issue: Women's Issues	48% (24)	7% (4)	3% (1)	33% (17)	— (0)	3% (2)	6% (3)	51
#1 Issue: Other	25% (15)	11% (7)	— (0)	36% (23)	— (0)	23% (14)	6% (4)	63
2018 House Vote: Democrat	20% (65)	14% (46)	1% (5)	47% (155)	2% (7)	13% (44)	3% (11)	333
2018 House Vote: Republican	19% (29)	15% (22)	3% (4)	46% (70)	1% (1)	14% (21)	3% (5)	152
2016 Vote: Hillary Clinton	22% (74)	12% (39)	3% (9)	45% (152)	1% (5)	14% (47)	3% (10)	337
2016 Vote: Donald Trump	16% (28)	12% (22)	2% (4)	48% (84)	1% (1)	18% (31)	4% (7)	176
2016 Vote: Didn't Vote	29% (132)	15% (67)	3% (14)	34% (154)	2% (7)	11% (52)	6% (27)	454
Voted in 2014: Yes	21% (85)	14% (59)	2% (7)	47% (194)	1% (3)	12% (51)	4% (15)	415
Voted in 2014: No	26% (154)	13% (76)	4% (24)	36% (213)	2% (10)	14% (80)	5% (29)	585
2012 Vote: Barack Obama	22% (73)	14% (47)	2% (8)	46% (155)	1% (3)	11% (38)	3% (11)	335
2012 Vote: Mitt Romney	18% (21)	12% (14)	3% (4)	45% (53)	1% (1)	17% (21)	3% (4)	118
2012 Vote: Didn't Vote	27% (144)	14% (72)	4% (19)	35% (182)	2% (9)	13% (71)	6% (29)	525
4-Region: Northeast	31% (62)	14% (28)	4% (8)	33% (66)	2% (3)	12% (24)	4% (7)	199
4-Region: Midwest	28% (36)	11% (14)	3% (3)	42% (54)	1% (1)	11% (15)	4% (5)	128
4-Region: South	22% (50)	15% (35)	5% (10)	36% (81)	3% (7)	11% (26)	8% (18)	229
4-Region: West	21% (92)	13% (58)	2% (9)	46% (206)	— (2)	15% (66)	3% (13)	445

Continued on next page

**Table MCFE27\_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
Asian Adults	24% (240)	13% (135)	3% (31)	41% (407)	1% (13)	13% (131)	4% (44)	1000
Chinese	20% (69)	12% (40)	3% (9)	45% (155)	1% (3)	16% (53)	4% (13)	341
Filipino	25% (34)	8% (11)	1% (1)	36% (50)	2% (3)	17% (23)	11% (16)	138
Indian	24% (25)	12% (12)	5% (5)	41% (42)	3% (3)	15% (15)	1% (1)	104
Vietnamese	27% (20)	32% (24)	5% (4)	27% (20)	4% (3)	4% (3)	1% (1)	75
Korean	34% (32)	16% (15)	8% (7)	33% (30)	1% (1)	8% (7)	— (0)	92
Japanese	16% (22)	5% (7)	1% (2)	58% (79)	— (0)	13% (18)	6% (7)	135
Other Asian	32% (36)	22% (25)	3% (4)	27% (30)	— (0)	10% (11)	6% (7)	112
Speaks only English at home	20% (110)	12% (68)	2% (13)	46% (255)	1% (8)	14% (79)	4% (24)	558
Speaks mostly English at home	29% (74)	17% (44)	3% (8)	36% (91)	1% (2)	8% (20)	5% (13)	253
Speaks both English and other language at home	31% (31)	11% (10)	7% (7)	27% (26)	2% (2)	18% (17)	5% (5)	98
Speaks mostly other language at home	23% (17)	12% (9)	3% (2)	40% (31)	2% (1)	18% (14)	3% (2)	77
Trump supporter	16% (36)	13% (30)	4% (9)	48% (109)	1% (2)	14% (32)	5% (12)	229
Biden supporter	26% (156)	14% (85)	3% (17)	38% (227)	2% (11)	14% (84)	3% (15)	595
Sports fans	23% (158)	16% (106)	3% (24)	40% (272)	2% (11)	12% (84)	4% (24)	679
Avid sports fans	27% (52)	19% (36)	5% (10)	33% (63)	2% (4)	11% (22)	2% (4)	190
Sports fans, Age: 18-34	37% (69)	21% (38)	6% (11)	26% (49)	2% (3)	5% (10)	4% (7)	187
Sports fans, Age: 35-44	20% (30)	18% (27)	4% (5)	39% (58)	4% (6)	9% (14)	6% (9)	150
Sports fans, Age: 45-64	16% (37)	10% (23)	3% (7)	52% (123)	— (0)	17% (41)	2% (4)	236
Sports fans, Age: 65+	21% (23)	15% (17)	— (0)	39% (42)	2% (2)	18% (20)	4% (4)	107
Movie studios should diversify teams	25% (180)	14% (102)	3% (22)	40% (285)	1% (10)	13% (95)	3% (19)	713
Movie studios should diversify stories	26% (162)	16% (99)	4% (23)	38% (243)	2% (12)	13% (79)	2% (15)	635
Concerned about Covid	24% (220)	14% (126)	3% (29)	41% (372)	1% (11)	13% (123)	4% (32)	913
No experience with Covid	22% (115)	11% (57)	2% (13)	41% (215)	1% (5)	15% (79)	7% (35)	518
Health care major factor for election	26% (185)	14% (100)	3% (25)	40% (281)	1% (6)	13% (91)	3% (20)	708

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**Table MCFE27\_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
Asian Adults	24% (240)	13% (135)	3% (31)	41% (407)	1% (13)	13% (131)	4% (44)	1000
Social media users	25% (233)	14% (129)	3% (31)	40% (380)	1% (13)	13% (123)	4% (42)	951
WhatsApp users	25% (86)	15% (54)	4% (15)	40% (142)	1% (4)	11% (39)	3% (11)	352
WeChat users	24% (41)	17% (30)	4% (7)	42% (73)	2% (3)	8% (15)	3% (4)	173
Social media news source at least once a week	27% (177)	16% (102)	3% (22)	37% (240)	1% (8)	12% (78)	4% (29)	657

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

**Table MCFE27\_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
Asian Adults	20% (203)	12% (124)	5% (48)	41% (413)	3% (28)	14% (142)	4% (42)	1000
Gender: Male	19% (91)	11% (51)	6% (30)	42% (199)	2% (11)	14% (67)	5% (21)	470
Gender: Female	21% (112)	14% (73)	3% (18)	40% (214)	3% (17)	14% (75)	4% (20)	530
Age: 18-34	36% (116)	12% (37)	4% (14)	26% (84)	5% (16)	11% (36)	5% (16)	320
Age: 35-44	17% (32)	14% (25)	7% (12)	44% (82)	3% (6)	9% (18)	6% (12)	186
Age: 45-64	11% (35)	13% (42)	6% (20)	49% (163)	1% (5)	18% (61)	3% (9)	335
Age: 65+	13% (20)	13% (20)	— (1)	53% (84)	1% (1)	17% (27)	3% (5)	158
GenZers: 1997-2012	47% (67)	9% (12)	3% (5)	18% (26)	6% (9)	10% (14)	7% (9)	142
Millennials: 1981-1996	24% (69)	13% (36)	4% (12)	38% (110)	4% (10)	12% (35)	5% (14)	286
GenXers: 1965-1980	12% (35)	12% (34)	7% (21)	47% (136)	2% (6)	16% (47)	4% (10)	289
Baby Boomers: 1946-1964	11% (27)	16% (41)	4% (11)	49% (124)	1% (3)	16% (41)	3% (8)	255
PID: Dem (no lean)	23% (94)	14% (55)	5% (21)	37% (147)	2% (10)	15% (62)	4% (14)	402
PID: Ind (no lean)	18% (67)	12% (44)	4% (15)	44% (163)	3% (12)	12% (43)	7% (25)	368
PID: Rep (no lean)	19% (43)	11% (25)	5% (13)	45% (103)	3% (6)	16% (37)	1% (3)	230
PID/Gender: Dem Men	23% (38)	14% (24)	6% (10)	36% (60)	3% (5)	15% (24)	3% (6)	167
PID/Gender: Dem Women	24% (56)	13% (31)	4% (10)	37% (87)	2% (5)	16% (37)	4% (9)	235
PID/Gender: Ind Men	16% (28)	9% (15)	7% (12)	45% (79)	3% (5)	12% (21)	9% (16)	176
PID/Gender: Ind Women	20% (39)	15% (29)	2% (3)	44% (84)	3% (7)	12% (23)	4% (9)	193
PID/Gender: Rep Men	20% (25)	9% (11)	6% (8)	48% (61)	1% (1)	17% (21)	— (0)	128
PID/Gender: Rep Women	17% (18)	13% (13)	4% (5)	42% (43)	5% (5)	15% (15)	3% (3)	102
Ideo: Liberal (1-3)	23% (70)	12% (37)	4% (11)	44% (133)	2% (6)	11% (33)	4% (13)	304
Ideo: Moderate (4)	20% (73)	13% (48)	7% (27)	39% (146)	2% (9)	15% (56)	4% (14)	372
Ideo: Conservative (5-7)	16% (39)	12% (28)	4% (9)	49% (118)	2% (6)	16% (39)	1% (3)	241

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**Table MCFE27\_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
Asian Adults	20% (203)	12% (124)	5% (48)	41% (413)	3% (28)	14% (142)	4% (42)	1000
Educ: < College	27% (113)	12% (49)	5% (21)	36% (149)	3% (14)	12% (51)	5% (22)	420
Educ: Bachelors degree	17% (56)	13% (42)	4% (14)	40% (132)	3% (9)	20% (65)	3% (10)	330
Educ: Post-grad	13% (34)	13% (33)	5% (12)	53% (132)	2% (4)	10% (26)	4% (10)	250
Income: Under 50k	21% (87)	11% (45)	5% (20)	38% (157)	3% (14)	16% (67)	5% (23)	412
Income: 50k-100k	20% (61)	14% (42)	6% (20)	41% (125)	4% (11)	13% (38)	2% (6)	303
Income: 100k+	19% (55)	13% (37)	3% (8)	46% (131)	1% (3)	13% (37)	5% (13)	284
Ethnicity: Other	20% (203)	12% (124)	5% (48)	41% (413)	3% (28)	14% (142)	4% (42)	1000
All Christian	18% (56)	14% (43)	3% (9)	44% (141)	2% (7)	16% (49)	4% (12)	317
All Non-Christian	24% (56)	13% (31)	8% (20)	33% (80)	3% (8)	14% (33)	5% (11)	239
Atheist	35% (23)	5% (4)	9% (6)	41% (27)	— (0)	5% (4)	4% (3)	67
Agnostic/Nothing in particular	19% (55)	12% (34)	1% (3)	45% (129)	4% (11)	15% (45)	4% (11)	288
Something Else	15% (13)	14% (13)	11% (10)	40% (36)	1% (1)	13% (12)	6% (5)	90
Religious Non-Protestant/Catholic	23% (56)	13% (31)	8% (20)	34% (83)	4% (9)	14% (33)	5% (11)	244
Evangelical	16% (23)	11% (16)	8% (11)	46% (69)	1% (2)	13% (19)	5% (7)	148
Non-Evangelical	18% (45)	15% (38)	3% (8)	42% (105)	2% (5)	16% (41)	4% (10)	252
Community: Urban	18% (61)	14% (45)	6% (19)	39% (128)	2% (7)	17% (56)	4% (13)	329
Community: Suburban	21% (124)	11% (65)	3% (20)	43% (254)	3% (20)	13% (79)	5% (29)	591
Community: Rural	23% (18)	18% (15)	11% (9)	39% (31)	— (0)	9% (7)	— (0)	79

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**Table MCFE27\_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
Asian Adults	20% (203)	12% (124)	5% (48)	41% (413)	3% (28)	14% (142)	4% (42)	1000
Employ: Private Sector	17% (66)	14% (54)	5% (19)	44% (167)	2% (6)	13% (50)	5% (18)	380
Employ: Government	22% (12)	8% (5)	4% (2)	43% (24)	6% (3)	11% (6)	7% (4)	57
Employ: Self-Employed	13% (10)	12% (9)	7% (6)	43% (34)	5% (4)	19% (15)	2% (1)	80
Employ: Homemaker	18% (15)	7% (6)	6% (5)	47% (37)	3% (2)	15% (12)	4% (3)	80
Employ: Student	51% (47)	13% (12)	1% (1)	17% (16)	6% (6)	8% (7)	4% (4)	93
Employ: Retired	13% (21)	12% (18)	1% (2)	53% (85)	1% (2)	16% (26)	3% (5)	159
Employ: Unemployed	19% (25)	14% (18)	10% (13)	32% (42)	3% (5)	16% (22)	5% (6)	131
Military HH: Yes	36% (25)	11% (8)	4% (3)	40% (27)	1% (1)	8% (5)	— (0)	68
Military HH: No	19% (178)	13% (117)	5% (45)	41% (386)	3% (27)	15% (137)	4% (42)	932
RD/WT: Right Direction	21% (46)	12% (25)	7% (15)	39% (85)	4% (9)	12% (26)	5% (11)	218
RD/WT: Wrong Track	20% (157)	13% (99)	4% (32)	42% (328)	2% (19)	15% (116)	4% (31)	782
Trump Job Approve	17% (40)	12% (29)	4% (10)	48% (116)	4% (9)	13% (31)	2% (6)	241
Trump Job Disapprove	21% (149)	13% (93)	5% (38)	39% (277)	3% (19)	15% (107)	3% (21)	705
Trump Job Strongly Approve	17% (19)	12% (13)	5% (5)	45% (50)	5% (5)	13% (15)	4% (4)	112
Trump Job Somewhat Approve	17% (22)	13% (16)	4% (5)	51% (66)	3% (4)	12% (16)	1% (2)	130
Trump Job Somewhat Disapprove	22% (44)	13% (26)	3% (5)	40% (79)	1% (3)	17% (33)	3% (6)	196
Trump Job Strongly Disapprove	21% (106)	13% (67)	6% (32)	39% (198)	3% (16)	14% (74)	3% (16)	509
Favorable of Trump	17% (44)	11% (29)	4% (10)	48% (122)	3% (8)	13% (34)	3% (9)	256
Unfavorable of Trump	21% (147)	13% (92)	5% (38)	40% (275)	2% (15)	15% (100)	3% (21)	687
Very Favorable of Trump	15% (17)	8% (9)	4% (5)	51% (58)	3% (3)	15% (17)	4% (4)	113
Somewhat Favorable of Trump	19% (27)	14% (20)	4% (5)	45% (64)	3% (5)	12% (17)	3% (4)	142
Somewhat Unfavorable of Trump	22% (32)	15% (22)	2% (3)	44% (64)	1% (2)	13% (19)	3% (4)	146
Very Unfavorable of Trump	21% (115)	13% (70)	6% (34)	39% (211)	2% (13)	15% (81)	3% (16)	540

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**Table MCFE27\_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
Asian Adults	20% (203)	12% (124)	5% (48)	41% (413)	3% (28)	14% (142)	4% (42)	1000
#1 Issue: Economy	22% (87)	10% (41)	4% (15)	41% (167)	3% (12)	16% (65)	4% (17)	404
#1 Issue: Security	8% (5)	18% (12)	1% (1)	54% (36)	7% (4)	8% (5)	6% (4)	66
#1 Issue: Health Care	19% (51)	14% (38)	8% (21)	42% (110)	— (0)	12% (33)	4% (11)	264
#1 Issue: Medicare / Social Security	14% (11)	8% (6)	2% (2)	50% (40)	3% (3)	18% (14)	5% (4)	80
#1 Issue: Women's Issues	42% (21)	10% (5)	9% (4)	28% (14)	8% (4)	4% (2)	— (0)	51
#1 Issue: Other	15% (9)	16% (10)	— (0)	38% (24)	6% (4)	20% (12)	6% (4)	63
2018 House Vote: Democrat	17% (56)	13% (43)	6% (21)	45% (149)	1% (5)	14% (46)	4% (13)	333
2018 House Vote: Republican	13% (19)	16% (25)	5% (7)	47% (71)	3% (4)	15% (23)	1% (2)	152
2016 Vote: Hillary Clinton	18% (60)	12% (39)	6% (21)	44% (149)	1% (4)	15% (50)	4% (14)	337
2016 Vote: Donald Trump	12% (21)	14% (24)	6% (10)	49% (86)	3% (5)	15% (27)	2% (3)	176
2016 Vote: Didn't Vote	26% (117)	12% (56)	3% (15)	36% (162)	4% (18)	14% (62)	5% (24)	454
Voted in 2014: Yes	16% (66)	14% (57)	4% (18)	49% (204)	2% (7)	12% (50)	3% (13)	415
Voted in 2014: No	24% (138)	11% (67)	5% (30)	36% (209)	4% (21)	16% (92)	5% (29)	585
2012 Vote: Barack Obama	17% (58)	14% (46)	4% (14)	46% (156)	1% (4)	13% (42)	5% (15)	335
2012 Vote: Mitt Romney	12% (14)	16% (19)	6% (7)	46% (55)	3% (3)	17% (20)	— (0)	118
2012 Vote: Didn't Vote	25% (130)	11% (59)	5% (27)	35% (185)	4% (20)	15% (79)	5% (25)	525
4-Region: Northeast	27% (54)	12% (24)	5% (10)	35% (69)	5% (9)	12% (24)	4% (7)	199
4-Region: Midwest	24% (31)	13% (16)	5% (7)	43% (55)	1% (2)	11% (14)	3% (4)	128
4-Region: South	19% (43)	14% (32)	6% (14)	36% (82)	3% (6)	16% (36)	7% (16)	229
4-Region: West	17% (75)	12% (52)	4% (17)	47% (207)	2% (10)	15% (68)	3% (15)	445

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**Table MCFE27\_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
Asian Adults	20% (203)	12% (124)	5% (48)	41% (413)	3% (28)	14% (142)	4% (42)	1000
Chinese	18% (63)	11% (39)	5% (16)	45% (153)	2% (7)	14% (49)	4% (14)	341
Filipino	26% (35)	8% (11)	4% (6)	30% (42)	5% (7)	20% (27)	6% (9)	138
Indian	18% (19)	13% (13)	12% (13)	37% (39)	4% (4)	16% (16)	1% (1)	104
Vietnamese	28% (21)	22% (16)	7% (5)	30% (23)	5% (4)	6% (5)	2% (1)	75
Korean	20% (18)	13% (11)	7% (6)	39% (36)	4% (3)	16% (15)	2% (2)	92
Japanese	12% (16)	9% (12)	1% (1)	61% (82)	1% (1)	12% (16)	6% (8)	135
Other Asian	27% (31)	18% (20)	1% (1)	34% (38)	1% (1)	12% (14)	7% (8)	112
Speaks only English at home	16% (90)	13% (71)	4% (24)	46% (256)	2% (12)	15% (84)	4% (21)	558
Speaks mostly English at home	27% (68)	11% (27)	6% (15)	38% (97)	4% (10)	9% (23)	5% (12)	253
Speaks both English and other language at home	25% (24)	14% (14)	7% (7)	28% (27)	3% (3)	17% (17)	7% (7)	98
Speaks mostly other language at home	18% (14)	13% (10)	3% (2)	37% (29)	4% (3)	24% (18)	2% (1)	77
Trump supporter	16% (37)	10% (24)	4% (9)	50% (114)	3% (7)	14% (32)	3% (8)	229
Biden supporter	21% (125)	14% (83)	6% (36)	37% (223)	3% (19)	15% (91)	3% (19)	595
Sports fans	19% (128)	14% (97)	6% (38)	41% (281)	3% (18)	14% (92)	4% (24)	679
Avid sports fans	22% (41)	16% (31)	9% (17)	37% (69)	1% (1)	13% (25)	3% (6)	190
Sports fans, Age: 18-34	32% (59)	16% (30)	7% (13)	29% (54)	6% (11)	7% (13)	3% (6)	187
Sports fans, Age: 35-44	19% (29)	15% (22)	6% (8)	44% (66)	3% (4)	8% (12)	5% (8)	150
Sports fans, Age: 45-64	10% (24)	12% (29)	7% (16)	47% (112)	2% (4)	20% (46)	2% (5)	236
Sports fans, Age: 65+	15% (16)	15% (16)	1% (1)	45% (48)	— (0)	18% (20)	5% (5)	107
Movie studios should diversify teams	21% (149)	12% (86)	5% (37)	42% (297)	3% (21)	15% (106)	2% (17)	713
Movie studios should diversify stories	21% (134)	14% (87)	6% (35)	41% (257)	3% (22)	13% (83)	2% (16)	635
Concerned about Covid	21% (188)	12% (113)	5% (43)	41% (378)	2% (22)	15% (136)	4% (33)	913
No experience with Covid	17% (87)	11% (59)	4% (19)	43% (220)	3% (13)	17% (88)	6% (32)	518
Health care major factor for election	23% (160)	13% (90)	5% (32)	41% (290)	2% (16)	14% (99)	3% (20)	708

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**Table MCFE27\_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
Asian Adults	20% (203)	12% (124)	5% (48)	41% (413)	3% (28)	14% (142)	4% (42)	1000
Social media users	21% (201)	12% (117)	5% (48)	40% (384)	3% (28)	14% (133)	4% (41)	951
WhatsApp users	22% (77)	12% (43)	7% (23)	40% (139)	2% (8)	14% (48)	4% (14)	352
WeChat users	23% (40)	15% (26)	4% (7)	41% (71)	3% (6)	10% (17)	3% (5)	173
Social media news source at least once a week	24% (155)	13% (84)	5% (36)	38% (251)	3% (21)	13% (85)	4% (24)	657

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

**Table MCFE27\_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
Asian Adults	21% (206)	13% (131)	3% (31)	45% (449)	3% (27)	11% (111)	4% (45)	1000
Gender: Male	22% (104)	14% (65)	4% (18)	43% (203)	2% (8)	11% (52)	4% (21)	470
Gender: Female	19% (102)	12% (66)	2% (13)	46% (246)	4% (19)	11% (60)	5% (24)	530
Age: 18-34	34% (108)	17% (55)	4% (12)	30% (95)	5% (16)	7% (22)	4% (13)	320
Age: 35-44	17% (32)	17% (32)	5% (9)	44% (82)	2% (3)	9% (17)	7% (12)	186
Age: 45-64	15% (49)	7% (25)	2% (8)	57% (192)	2% (6)	13% (42)	4% (13)	335
Age: 65+	11% (17)	12% (19)	1% (2)	51% (81)	2% (2)	20% (31)	4% (6)	158
GenZers: 1997-2012	42% (60)	22% (31)	2% (3)	20% (28)	6% (8)	3% (4)	5% (8)	142
Millennials: 1981-1996	23% (66)	15% (43)	3% (10)	42% (119)	4% (11)	9% (25)	5% (14)	286
GenXers: 1965-1980	15% (44)	9% (25)	5% (14)	51% (147)	2% (6)	14% (40)	5% (14)	289
Baby Boomers: 1946-1964	13% (34)	11% (27)	2% (4)	56% (142)	1% (3)	14% (36)	3% (8)	255
PID: Dem (no lean)	22% (89)	14% (58)	4% (17)	44% (177)	2% (6)	10% (39)	4% (16)	402
PID: Ind (no lean)	18% (66)	15% (54)	3% (11)	47% (173)	2% (9)	10% (36)	5% (19)	368
PID: Rep (no lean)	22% (52)	8% (19)	1% (3)	43% (99)	5% (12)	16% (37)	4% (9)	230
PID/Gender: Dem Men	24% (40)	17% (28)	5% (8)	44% (74)	— (1)	7% (12)	3% (4)	167
PID/Gender: Dem Women	21% (49)	13% (30)	4% (9)	44% (104)	2% (5)	11% (26)	5% (12)	235
PID/Gender: Ind Men	21% (36)	15% (26)	5% (9)	41% (71)	3% (5)	10% (17)	7% (12)	176
PID/Gender: Ind Women	15% (29)	15% (29)	1% (2)	53% (102)	2% (4)	10% (19)	4% (8)	193
PID/Gender: Rep Men	22% (28)	9% (12)	1% (1)	45% (58)	2% (2)	17% (22)	3% (4)	128
PID/Gender: Rep Women	23% (24)	7% (7)	1% (1)	40% (41)	10% (10)	14% (15)	5% (5)	102
Ideo: Liberal (1-3)	20% (59)	14% (42)	5% (14)	49% (148)	3% (9)	6% (19)	4% (12)	304
Ideo: Moderate (4)	22% (82)	10% (36)	4% (13)	46% (172)	2% (7)	12% (43)	5% (19)	372
Ideo: Conservative (5-7)	20% (48)	14% (34)	1% (2)	45% (108)	3% (7)	17% (41)	1% (2)	241

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**Table MCFE27\_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
Asian Adults	21% (206)	13% (131)	3% (31)	45% (449)	3% (27)	11% (111)	4% (45)	1000
Educ: < College	28% (118)	13% (53)	4% (15)	36% (151)	4% (16)	11% (45)	5% (21)	420
Educ: Bachelors degree	16% (54)	13% (44)	3% (9)	48% (159)	1% (4)	14% (46)	4% (14)	330
Educ: Post-grad	14% (34)	13% (33)	2% (6)	55% (139)	3% (7)	8% (21)	4% (10)	250
Income: Under 50k	22% (89)	14% (58)	4% (18)	38% (155)	4% (17)	12% (49)	6% (26)	412
Income: 50k-100k	21% (65)	15% (45)	2% (7)	45% (137)	2% (6)	12% (35)	3% (8)	303
Income: 100k+	18% (52)	10% (27)	2% (6)	55% (157)	2% (5)	9% (27)	4% (11)	284
Ethnicity: Other	21% (206)	13% (131)	3% (31)	45% (449)	3% (27)	11% (111)	4% (45)	1000
All Christian	20% (65)	11% (36)	3% (11)	44% (140)	4% (11)	14% (44)	3% (10)	317
All Non-Christian	24% (57)	16% (39)	5% (12)	37% (88)	3% (8)	9% (21)	6% (14)	239
Atheist	29% (19)	14% (9)	1% (1)	51% (34)	1% (1)	4% (3)	1% (1)	67
Agnostic/Nothing in particular	16% (47)	12% (33)	2% (6)	51% (147)	3% (7)	12% (33)	5% (14)	288
Something Else	20% (18)	15% (13)	2% (1)	44% (40)	1% (1)	12% (11)	8% (7)	90
Religious Non-Protestant/Catholic	23% (57)	16% (39)	5% (12)	37% (91)	4% (9)	9% (22)	6% (14)	244
Evangelical	21% (31)	12% (18)	5% (7)	45% (66)	1% (2)	12% (18)	4% (6)	148
Non-Evangelical	20% (51)	12% (30)	2% (5)	44% (111)	3% (9)	14% (36)	4% (11)	252
Community: Urban	20% (67)	16% (54)	2% (6)	43% (140)	2% (7)	12% (41)	4% (15)	329
Community: Suburban	20% (120)	11% (62)	4% (21)	46% (273)	3% (20)	11% (65)	5% (29)	591
Community: Rural	23% (18)	19% (15)	5% (4)	44% (35)	1% (1)	7% (5)	1% (1)	79

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**Table MCFE27\_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
Asian Adults	21% (206)	13% (131)	3% (31)	45% (449)	3% (27)	11% (111)	4% (45)	1000
Employ: Private Sector	16% (61)	12% (46)	5% (18)	50% (189)	2% (7)	10% (38)	6% (21)	380
Employ: Government	21% (12)	11% (6)	2% (1)	43% (25)	6% (3)	11% (7)	6% (4)	57
Employ: Self-Employed	19% (15)	21% (17)	3% (2)	45% (36)	2% (1)	10% (8)	— (0)	80
Employ: Homemaker	24% (20)	7% (6)	2% (1)	41% (33)	5% (4)	14% (11)	6% (5)	80
Employ: Student	46% (43)	14% (13)	1% (1)	29% (27)	4% (4)	3% (3)	2% (2)	93
Employ: Retired	15% (23)	11% (18)	1% (2)	50% (80)	2% (2)	17% (27)	4% (7)	159
Employ: Unemployed	21% (28)	17% (23)	4% (5)	38% (50)	4% (5)	11% (15)	4% (6)	131
Military HH: Yes	35% (24)	9% (6)	— (0)	39% (27)	7% (5)	8% (5)	2% (1)	68
Military HH: No	20% (182)	13% (125)	3% (31)	45% (422)	2% (23)	11% (106)	5% (44)	932
RD/WT: Right Direction	25% (54)	12% (27)	3% (6)	40% (87)	5% (12)	10% (22)	5% (11)	218
RD/WT: Wrong Track	19% (152)	13% (104)	3% (25)	46% (362)	2% (16)	11% (90)	4% (34)	782
Trump Job Approve	21% (51)	11% (27)	2% (6)	47% (113)	5% (11)	11% (27)	3% (6)	241
Trump Job Disapprove	20% (143)	14% (98)	4% (25)	45% (320)	2% (13)	11% (77)	4% (29)	705
Trump Job Strongly Approve	25% (28)	8% (8)	— (0)	44% (49)	6% (7)	13% (14)	4% (4)	112
Trump Job Somewhat Approve	18% (23)	14% (19)	4% (6)	49% (64)	3% (4)	10% (13)	1% (2)	130
Trump Job Somewhat Disapprove	21% (41)	12% (23)	4% (7)	45% (88)	2% (4)	12% (24)	4% (9)	196
Trump Job Strongly Disapprove	20% (101)	15% (75)	4% (18)	46% (232)	2% (9)	10% (53)	4% (20)	509
Favorable of Trump	22% (57)	10% (26)	2% (5)	44% (113)	4% (11)	14% (35)	3% (9)	256
Unfavorable of Trump	20% (139)	14% (99)	4% (25)	46% (315)	2% (11)	10% (70)	4% (28)	687
Very Favorable of Trump	23% (27)	9% (10)	3% (3)	41% (46)	7% (8)	14% (16)	3% (4)	113
Somewhat Favorable of Trump	21% (30)	11% (16)	1% (2)	47% (67)	2% (3)	13% (19)	3% (5)	142
Somewhat Unfavorable of Trump	19% (27)	13% (20)	4% (6)	46% (68)	3% (5)	8% (12)	6% (8)	146
Very Unfavorable of Trump	21% (112)	15% (79)	3% (19)	46% (248)	1% (6)	11% (57)	4% (20)	540

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**Table MCFE27\_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
Asian Adults	21% (206)	13% (131)	3% (31)	45% (449)	3% (27)	11% (111)	4% (45)	1000
#1 Issue: Economy	21% (84)	12% (48)	4% (15)	44% (179)	3% (11)	10% (42)	6% (23)	404
#1 Issue: Security	12% (8)	12% (8)	2% (1)	60% (40)	6% (4)	4% (3)	4% (3)	66
#1 Issue: Health Care	20% (54)	12% (31)	4% (10)	48% (128)	2% (5)	11% (28)	3% (8)	264
#1 Issue: Medicare / Social Security	13% (10)	10% (8)	1% (1)	44% (35)	2% (1)	24% (19)	6% (5)	80
#1 Issue: Women's Issues	44% (22)	17% (9)	3% (1)	32% (17)	2% (1)	1% (1)	— (0)	51
#1 Issue: Other	19% (12)	9% (6)	2% (1)	39% (24)	5% (3)	19% (12)	8% (5)	63
2018 House Vote: Democrat	16% (54)	13% (45)	4% (14)	50% (167)	2% (5)	10% (32)	5% (16)	333
2018 House Vote: Republican	20% (31)	10% (16)	1% (1)	50% (76)	5% (7)	13% (20)	1% (1)	152
2016 Vote: Hillary Clinton	19% (63)	12% (39)	3% (9)	50% (169)	1% (3)	11% (36)	5% (17)	337
2016 Vote: Donald Trump	15% (26)	12% (20)	1% (1)	51% (89)	4% (7)	17% (29)	2% (3)	176
2016 Vote: Didn't Vote	25% (111)	15% (67)	4% (17)	38% (172)	4% (17)	10% (44)	5% (25)	454
Voted in 2014: Yes	18% (74)	12% (49)	3% (11)	53% (219)	2% (8)	9% (39)	3% (14)	415
Voted in 2014: No	23% (132)	14% (82)	3% (19)	39% (230)	3% (19)	12% (73)	5% (31)	585
2012 Vote: Barack Obama	16% (55)	14% (45)	3% (11)	53% (179)	— (2)	9% (29)	4% (15)	335
2012 Vote: Mitt Romney	22% (26)	10% (12)	1% (1)	46% (54)	6% (7)	15% (18)	1% (1)	118
2012 Vote: Didn't Vote	24% (124)	14% (73)	4% (19)	37% (197)	4% (19)	12% (64)	5% (29)	525
4-Region: Northeast	28% (55)	14% (27)	6% (12)	36% (71)	3% (6)	11% (22)	3% (6)	199
4-Region: Midwest	23% (30)	12% (15)	2% (3)	47% (59)	1% (1)	8% (11)	7% (9)	128
4-Region: South	20% (45)	14% (31)	3% (7)	42% (96)	4% (9)	12% (27)	5% (12)	229
4-Region: West	17% (76)	13% (58)	2% (9)	50% (223)	2% (11)	12% (52)	4% (18)	445

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**Table MCFE27\_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
Asian Adults	21% (206)	13% (131)	3% (31)	45% (449)	3% (27)	11% (111)	4% (45)	1000
Chinese	18% (62)	11% (38)	3% (11)	50% (169)	3% (9)	12% (41)	3% (10)	341
Filipino	27% (37)	10% (13)	1% (2)	34% (46)	6% (8)	16% (22)	7% (9)	138
Indian	22% (23)	17% (18)	4% (4)	36% (37)	5% (5)	14% (14)	2% (2)	104
Vietnamese	30% (22)	25% (18)	1% (1)	37% (28)	2% (1)	4% (3)	2% (2)	75
Korean	20% (19)	13% (12)	3% (3)	51% (47)	2% (2)	5% (5)	5% (5)	92
Japanese	13% (17)	6% (7)	1% (1)	62% (84)	— (0)	13% (17)	6% (8)	135
Other Asian	21% (24)	20% (23)	8% (9)	33% (37)	1% (1)	8% (9)	8% (9)	112
Speaks only English at home	17% (96)	13% (72)	2% (14)	48% (267)	3% (17)	12% (65)	5% (27)	558
Speaks mostly English at home	27% (67)	14% (36)	4% (10)	40% (101)	2% (5)	8% (21)	5% (12)	253
Speaks both English and other language at home	24% (23)	12% (12)	2% (2)	42% (41)	4% (4)	13% (13)	3% (3)	98
Speaks mostly other language at home	22% (17)	8% (6)	6% (4)	43% (33)	2% (1)	17% (13)	3% (2)	77
Trump supporter	20% (46)	8% (19)	2% (5)	48% (110)	5% (11)	13% (29)	4% (9)	229
Biden supporter	20% (118)	15% (90)	4% (22)	44% (264)	2% (10)	11% (66)	4% (26)	595
Sports fans	20% (137)	15% (105)	3% (21)	45% (306)	2% (15)	10% (70)	4% (24)	679
Avid sports fans	26% (49)	16% (31)	6% (12)	39% (74)	1% (2)	8% (15)	4% (7)	190
Sports fans, Age: 18-34	33% (62)	22% (41)	6% (11)	28% (52)	4% (7)	5% (9)	2% (4)	187
Sports fans, Age: 35-44	19% (29)	18% (28)	4% (5)	42% (63)	2% (2)	9% (14)	6% (9)	150
Sports fans, Age: 45-64	14% (33)	8% (18)	2% (4)	57% (135)	2% (5)	13% (32)	4% (8)	236
Sports fans, Age: 65+	13% (14)	16% (17)	1% (1)	53% (56)	— (0)	15% (16)	3% (3)	107
Movie studios should diversify teams	21% (153)	13% (93)	3% (20)	45% (322)	3% (21)	11% (81)	3% (23)	713
Movie studios should diversify stories	21% (135)	14% (91)	3% (21)	45% (287)	3% (20)	10% (62)	3% (18)	635
Concerned about Covid	21% (188)	13% (123)	3% (28)	45% (407)	3% (23)	12% (107)	4% (37)	913
No experience with Covid	17% (86)	13% (68)	2% (11)	46% (236)	4% (18)	13% (67)	6% (32)	518
Health care major factor for election	21% (151)	13% (95)	3% (24)	44% (313)	3% (18)	11% (79)	4% (27)	708

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**Table MCFE27\_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
Asian Adults	21% (206)	13% (131)	3% (31)	45% (449)	3% (27)	11% (111)	4% (45)	1000
Social media users	21% (203)	13% (125)	3% (31)	44% (422)	3% (27)	10% (99)	5% (43)	951
WhatsApp users	22% (77)	13% (45)	5% (18)	43% (150)	4% (15)	11% (37)	3% (10)	352
WeChat users	23% (40)	15% (26)	4% (6)	44% (77)	5% (9)	7% (12)	1% (2)	173
Social media news source at least once a week	24% (160)	14% (95)	4% (26)	41% (267)	3% (21)	9% (56)	5% (31)	657

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

**Table MCFE27\_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
Asian Adults	10% (97)	16% (165)	3% (34)	48% (482)	5% (45)	12% (116)	6% (61)	1000
Gender: Male	10% (47)	17% (80)	6% (26)	44% (208)	3% (15)	11% (54)	8% (39)	470
Gender: Female	9% (50)	16% (84)	1% (7)	52% (273)	6% (30)	12% (62)	4% (23)	530
Age: 18-34	16% (52)	20% (63)	4% (12)	37% (118)	8% (24)	8% (26)	7% (23)	320
Age: 35-44	9% (17)	19% (36)	7% (13)	44% (82)	4% (8)	7% (13)	10% (18)	186
Age: 45-64	5% (18)	13% (44)	2% (8)	58% (196)	3% (10)	14% (46)	4% (13)	335
Age: 65+	6% (10)	14% (22)	1% (1)	54% (85)	2% (3)	19% (30)	5% (8)	158
GenZers: 1997-2012	20% (28)	22% (32)	1% (1)	31% (43)	12% (17)	5% (7)	9% (13)	142
Millennials: 1981-1996	13% (36)	17% (49)	5% (14)	43% (124)	5% (14)	9% (27)	8% (22)	286
GenXers: 1965-1980	7% (20)	14% (40)	4% (12)	54% (155)	3% (10)	13% (36)	5% (15)	289
Baby Boomers: 1946-1964	5% (13)	13% (33)	2% (5)	58% (147)	2% (5)	16% (42)	4% (10)	255
PID: Dem (no lean)	12% (48)	19% (76)	4% (16)	45% (180)	5% (21)	12% (47)	4% (14)	402
PID: Ind (no lean)	6% (20)	17% (63)	4% (13)	49% (182)	4% (13)	12% (43)	9% (34)	368
PID: Rep (no lean)	13% (29)	11% (26)	2% (5)	52% (120)	5% (11)	11% (26)	6% (13)	230
PID/Gender: Dem Men	13% (21)	24% (40)	7% (12)	38% (64)	4% (6)	10% (17)	4% (7)	167
PID/Gender: Dem Women	11% (27)	15% (36)	2% (4)	49% (116)	6% (15)	13% (30)	3% (7)	235
PID/Gender: Ind Men	4% (7)	15% (27)	7% (12)	44% (78)	2% (3)	14% (25)	14% (24)	176
PID/Gender: Ind Women	7% (14)	19% (36)	1% (2)	54% (104)	5% (9)	9% (18)	5% (10)	193
PID/Gender: Rep Men	15% (20)	10% (13)	2% (3)	52% (66)	5% (6)	10% (12)	6% (8)	128
PID/Gender: Rep Women	10% (10)	12% (12)	2% (2)	53% (54)	5% (5)	13% (13)	5% (5)	102
Ideo: Liberal (1-3)	11% (34)	22% (66)	4% (13)	44% (133)	6% (20)	9% (27)	4% (11)	304
Ideo: Moderate (4)	7% (27)	15% (57)	4% (17)	51% (188)	3% (12)	12% (46)	7% (25)	372
Ideo: Conservative (5-7)	10% (23)	14% (33)	2% (5)	55% (134)	3% (7)	13% (31)	4% (9)	241

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**Table MCFE27\_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
Asian Adults	10% (97)	16% (165)	3% (34)	48% (482)	5% (45)	12% (116)	6% (61)	1000
Educ: < College	15% (61)	16% (66)	4% (17)	43% (180)	5% (20)	10% (42)	8% (34)	420
Educ: Bachelors degree	6% (19)	18% (58)	2% (8)	51% (169)	5% (15)	14% (45)	4% (15)	330
Educ: Post-grad	7% (17)	16% (40)	4% (9)	53% (132)	4% (10)	11% (28)	5% (13)	250
Income: Under 50k	11% (43)	16% (68)	4% (17)	44% (182)	5% (20)	12% (49)	8% (33)	412
Income: 50k-100k	10% (31)	18% (55)	3% (10)	48% (145)	5% (14)	12% (38)	3% (10)	303
Income: 100k+	8% (23)	15% (41)	2% (7)	54% (154)	4% (11)	10% (29)	6% (18)	284
Ethnicity: Other	10% (97)	16% (165)	3% (34)	48% (482)	5% (45)	12% (116)	6% (61)	1000
All Christian	7% (23)	16% (49)	4% (12)	49% (156)	4% (13)	14% (46)	6% (18)	317
All Non-Christian	14% (34)	16% (38)	5% (11)	41% (97)	7% (16)	11% (26)	7% (16)	239
Atheist	15% (10)	9% (6)	— (0)	60% (40)	4% (3)	9% (6)	3% (2)	67
Agnostic/Nothing in particular	8% (23)	20% (57)	3% (7)	51% (146)	2% (7)	11% (32)	5% (15)	288
Something Else	9% (8)	16% (14)	3% (3)	46% (42)	8% (8)	6% (5)	12% (11)	90
Religious Non-Protestant/Catholic	14% (34)	16% (38)	5% (11)	42% (102)	6% (16)	11% (26)	7% (16)	244
Evangelical	11% (16)	14% (20)	8% (12)	46% (69)	1% (2)	10% (15)	9% (14)	148
Non-Evangelical	5% (14)	17% (42)	1% (3)	49% (124)	7% (19)	14% (36)	6% (15)	252
Community: Urban	11% (37)	16% (52)	2% (6)	47% (154)	4% (13)	14% (47)	6% (20)	329
Community: Suburban	9% (52)	16% (94)	3% (20)	50% (298)	5% (27)	10% (62)	7% (39)	591
Community: Rural	11% (8)	24% (19)	9% (7)	38% (30)	6% (5)	9% (7)	4% (3)	79

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**Table MCFE27\_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
Asian Adults	10% (97)	16% (165)	3% (34)	48% (482)	5% (45)	12% (116)	6% (61)	1000
Employ: Private Sector	10% (36)	15% (57)	4% (16)	52% (197)	4% (16)	9% (35)	6% (23)	380
Employ: Government	8% (4)	19% (11)	6% (3)	43% (25)	3% (1)	10% (6)	12% (7)	57
Employ: Self-Employed	7% (6)	26% (21)	6% (5)	42% (33)	3% (3)	14% (11)	2% (1)	80
Employ: Homemaker	10% (8)	19% (15)	1% (1)	46% (37)	6% (5)	10% (8)	8% (7)	80
Employ: Student	24% (22)	15% (14)	1% (1)	38% (35)	10% (9)	7% (7)	5% (5)	93
Employ: Retired	7% (11)	12% (19)	2% (2)	54% (87)	3% (4)	19% (30)	4% (7)	159
Employ: Unemployed	7% (9)	19% (25)	4% (5)	44% (57)	5% (6)	12% (16)	9% (12)	131
Military HH: Yes	8% (5)	8% (5)	2% (1)	49% (33)	5% (4)	13% (9)	14% (10)	68
Military HH: No	10% (92)	17% (159)	3% (32)	48% (448)	4% (42)	11% (107)	6% (52)	932
RD/WT: Right Direction	12% (26)	19% (41)	5% (11)	40% (86)	6% (13)	11% (24)	8% (17)	218
RD/WT: Wrong Track	9% (71)	16% (123)	3% (23)	51% (395)	4% (33)	12% (92)	6% (45)	782
Trump Job Approve	10% (25)	16% (40)	2% (6)	49% (119)	4% (11)	10% (25)	7% (16)	241
Trump Job Disapprove	9% (62)	17% (120)	4% (28)	49% (345)	4% (28)	13% (89)	5% (32)	705
Trump Job Strongly Approve	16% (18)	14% (15)	2% (2)	47% (52)	5% (5)	9% (10)	8% (9)	112
Trump Job Somewhat Approve	6% (8)	19% (24)	3% (4)	51% (66)	4% (6)	11% (15)	6% (8)	130
Trump Job Somewhat Disapprove	12% (23)	12% (23)	5% (11)	43% (85)	7% (15)	15% (29)	6% (11)	196
Trump Job Strongly Disapprove	8% (40)	19% (97)	3% (17)	51% (261)	3% (13)	12% (60)	4% (21)	509
Favorable of Trump	12% (29)	13% (34)	3% (8)	50% (128)	3% (8)	11% (28)	7% (19)	256
Unfavorable of Trump	9% (62)	18% (122)	4% (25)	49% (334)	4% (31)	12% (83)	5% (31)	687
Very Favorable of Trump	15% (17)	12% (14)	4% (5)	47% (54)	4% (4)	11% (13)	6% (7)	113
Somewhat Favorable of Trump	9% (13)	15% (21)	3% (4)	52% (74)	3% (4)	11% (15)	8% (12)	142
Somewhat Unfavorable of Trump	16% (23)	17% (24)	3% (4)	43% (63)	5% (7)	10% (15)	6% (9)	146
Very Unfavorable of Trump	7% (38)	18% (97)	4% (21)	50% (270)	4% (23)	13% (68)	4% (23)	540

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**Table MCFE27\_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
Asian Adults	10% (97)	16% (165)	3% (34)	48% (482)	5% (45)	12% (116)	6% (61)	1000
#1 Issue: Economy	10% (41)	15% (62)	4% (15)	48% (194)	4% (18)	11% (44)	7% (28)	404
#1 Issue: Security	10% (7)	14% (9)	1% (1)	55% (36)	8% (5)	5% (4)	6% (4)	66
#1 Issue: Health Care	9% (23)	19% (50)	5% (14)	47% (124)	5% (12)	13% (34)	3% (7)	264
#1 Issue: Medicare / Social Security	6% (5)	19% (15)	2% (1)	43% (35)	6% (5)	19% (15)	5% (4)	80
#1 Issue: Women's Issues	15% (8)	17% (9)	— (0)	61% (31)	4% (2)	2% (1)	— (0)	51
#1 Issue: Other	2% (1)	10% (6)	— (0)	48% (30)	1% (1)	17% (10)	22% (14)	63
2018 House Vote: Democrat	8% (26)	18% (61)	3% (10)	51% (171)	4% (13)	11% (37)	4% (15)	333
2018 House Vote: Republican	12% (19)	14% (21)	2% (4)	52% (80)	3% (4)	13% (19)	4% (6)	152
2016 Vote: Hillary Clinton	9% (29)	17% (56)	4% (14)	52% (173)	3% (10)	12% (42)	3% (12)	337
2016 Vote: Donald Trump	10% (18)	14% (24)	2% (3)	56% (99)	2% (4)	12% (22)	3% (6)	176
2016 Vote: Didn't Vote	11% (50)	17% (79)	3% (15)	42% (190)	7% (31)	11% (49)	9% (41)	454
Voted in 2014: Yes	9% (38)	16% (67)	2% (10)	55% (228)	3% (11)	11% (44)	4% (16)	415
Voted in 2014: No	10% (59)	17% (97)	4% (23)	43% (254)	6% (34)	12% (72)	8% (45)	585
2012 Vote: Barack Obama	7% (25)	17% (57)	4% (12)	53% (178)	3% (9)	11% (36)	6% (19)	335
2012 Vote: Mitt Romney	11% (13)	12% (14)	1% (2)	58% (68)	2% (2)	12% (14)	4% (5)	118
2012 Vote: Didn't Vote	11% (60)	18% (92)	4% (20)	42% (218)	6% (34)	12% (65)	7% (36)	525
4-Region: Northeast	18% (36)	17% (35)	6% (11)	39% (77)	5% (10)	12% (23)	3% (7)	199
4-Region: Midwest	10% (12)	16% (21)	2% (3)	46% (59)	7% (9)	11% (15)	7% (9)	128
4-Region: South	8% (19)	20% (45)	3% (7)	41% (94)	7% (15)	12% (27)	9% (21)	229
4-Region: West	7% (30)	14% (63)	3% (13)	57% (253)	2% (11)	11% (51)	6% (25)	445

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**Table MCFE27\_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
Asian Adults	10%	(97)	16%	(165)	3%	(34)	48%	(482)	5%	(45)	12%	(116)	6%	(61)	1000
Chinese	9%	(31)	13%	(46)	4%	(15)	50%	(170)	4%	(15)	15%	(50)	4%	(14)	341
Filipino	12%	(16)	18%	(25)	1%	(1)	38%	(52)	4%	(6)	16%	(22)	12%	(16)	138
Indian	15%	(16)	13%	(14)	3%	(3)	49%	(51)	8%	(9)	11%	(12)	—	(0)	104
Vietnamese	9%	(7)	25%	(19)	5%	(4)	45%	(34)	2%	(2)	8%	(6)	5%	(4)	75
Korean	6%	(5)	21%	(19)	5%	(4)	51%	(47)	10%	(9)	4%	(3)	4%	(4)	92
Japanese	7%	(10)	10%	(14)	1%	(1)	64%	(87)	2%	(2)	8%	(11)	7%	(9)	135
Other Asian	11%	(12)	24%	(27)	4%	(5)	35%	(39)	3%	(3)	10%	(11)	13%	(14)	112
Speaks only English at home	9%	(50)	15%	(86)	3%	(15)	51%	(287)	4%	(21)	11%	(61)	7%	(39)	558
Speaks mostly English at home	13%	(34)	16%	(40)	5%	(12)	48%	(121)	4%	(9)	8%	(21)	6%	(15)	253
Speaks both English and other language at home	8%	(8)	21%	(20)	5%	(5)	38%	(37)	8%	(7)	15%	(15)	6%	(6)	98
Speaks mostly other language at home	9%	(7)	16%	(12)	1%	(1)	45%	(34)	8%	(6)	21%	(16)	1%	(1)	77
Trump supporter	10%	(23)	15%	(35)	3%	(7)	53%	(122)	4%	(8)	10%	(23)	6%	(13)	229
Biden supporter	10%	(59)	17%	(102)	4%	(26)	46%	(274)	5%	(31)	13%	(76)	5%	(28)	595
Sports fans	10%	(67)	18%	(119)	4%	(24)	48%	(327)	4%	(30)	12%	(79)	5%	(33)	679
Avid sports fans	12%	(23)	20%	(38)	8%	(16)	43%	(81)	6%	(11)	7%	(13)	4%	(8)	190
Sports fans, Age: 18-34	16%	(30)	22%	(41)	6%	(11)	40%	(74)	6%	(12)	7%	(12)	3%	(6)	187
Sports fans, Age: 35-44	11%	(17)	19%	(29)	5%	(7)	44%	(66)	5%	(7)	8%	(12)	9%	(13)	150
Sports fans, Age: 45-64	5%	(13)	14%	(34)	2%	(5)	57%	(134)	4%	(9)	14%	(33)	4%	(8)	236
Sports fans, Age: 65+	7%	(7)	14%	(15)	1%	(1)	50%	(53)	2%	(2)	21%	(22)	5%	(6)	107
Movie studios should diversify teams	10%	(68)	16%	(116)	4%	(25)	51%	(362)	4%	(30)	12%	(82)	4%	(30)	713
Movie studios should diversify stories	10%	(62)	18%	(111)	4%	(24)	49%	(312)	5%	(29)	11%	(72)	4%	(24)	635
Concerned about Covid	10%	(90)	17%	(151)	4%	(33)	48%	(443)	4%	(41)	12%	(112)	5%	(45)	913
No experience with Covid	8%	(44)	16%	(82)	2%	(13)	47%	(242)	4%	(23)	13%	(67)	9%	(46)	518
Health care major factor for election	10%	(74)	17%	(121)	3%	(24)	49%	(350)	3%	(24)	12%	(86)	4%	(30)	708

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**Table MCFE27\_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
Asian Adults	10% (97)	16% (165)	3% (34)	48% (482)	5% (45)	12% (116)	6% (61)	1000
Social media users	10% (96)	17% (160)	4% (34)	48% (453)	5% (45)	11% (107)	6% (56)	951
WhatsApp users	12% (41)	14% (48)	6% (20)	47% (166)	7% (23)	12% (40)	4% (15)	352
WeChat users	14% (25)	12% (20)	6% (10)	51% (88)	7% (11)	8% (13)	3% (6)	173
Social media news source at least once a week	11% (74)	17% (114)	4% (29)	46% (304)	5% (34)	10% (67)	5% (35)	657

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

**Table MCFE27\_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
Asian Adults	10% (98)	14% (138)	3% (27)	46% (459)	5% (52)	14% (139)	9% (86)	1000
Gender: Male	11% (51)	12% (58)	4% (20)	42% (197)	3% (16)	15% (73)	12% (55)	470
Gender: Female	9% (47)	15% (80)	1% (7)	50% (262)	7% (36)	13% (66)	6% (31)	530
Age: 18-34	18% (57)	14% (46)	2% (7)	33% (106)	8% (25)	11% (34)	14% (44)	320
Age: 35-44	8% (14)	15% (28)	4% (8)	44% (82)	9% (16)	11% (20)	10% (18)	186
Age: 45-64	6% (19)	12% (41)	3% (9)	56% (187)	3% (8)	17% (56)	4% (15)	335
Age: 65+	5% (8)	14% (23)	2% (3)	54% (85)	1% (2)	19% (29)	5% (9)	158
GenZers: 1997-2012	18% (26)	16% (23)	1% (1)	29% (41)	9% (13)	6% (9)	20% (29)	142
Millennials: 1981-1996	14% (40)	13% (37)	3% (10)	41% (116)	8% (22)	12% (34)	10% (27)	286
GenXers: 1965-1980	8% (22)	11% (32)	4% (10)	51% (147)	4% (12)	17% (49)	6% (17)	289
Baby Boomers: 1946-1964	3% (9)	15% (39)	2% (6)	55% (139)	2% (5)	18% (45)	5% (12)	255
PID: Dem (no lean)	12% (47)	14% (57)	4% (14)	45% (182)	6% (23)	13% (51)	7% (28)	402
PID: Ind (no lean)	9% (33)	15% (56)	3% (10)	44% (163)	5% (18)	13% (49)	11% (40)	368
PID: Rep (no lean)	8% (18)	11% (25)	1% (3)	50% (114)	5% (12)	17% (40)	8% (18)	230
PID/Gender: Dem Men	11% (19)	12% (21)	7% (11)	42% (69)	5% (9)	12% (19)	11% (19)	167
PID/Gender: Dem Women	12% (28)	16% (37)	1% (3)	48% (113)	6% (14)	13% (32)	4% (9)	235
PID/Gender: Ind Men	10% (17)	15% (27)	4% (7)	38% (67)	2% (4)	16% (28)	14% (25)	176
PID/Gender: Ind Women	8% (16)	15% (28)	2% (3)	50% (96)	7% (14)	11% (20)	8% (15)	193
PID/Gender: Rep Men	12% (15)	8% (11)	2% (2)	47% (61)	3% (4)	19% (25)	9% (11)	128
PID/Gender: Rep Women	3% (3)	14% (15)	1% (1)	52% (53)	8% (8)	14% (15)	7% (7)	102
Ideo: Liberal (1-3)	14% (42)	15% (46)	3% (9)	44% (135)	8% (23)	9% (28)	7% (21)	304
Ideo: Moderate (4)	9% (32)	13% (50)	3% (11)	48% (177)	3% (12)	15% (57)	9% (32)	372
Ideo: Conservative (5-7)	6% (14)	14% (35)	3% (7)	50% (120)	5% (12)	17% (41)	5% (12)	241

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**Table MCFE27\_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
Asian Adults	10% (98)	14% (138)	3% (27)	46% (459)	5% (52)	14% (139)	9% (86)	1000
Educ: < College	14% (60)	11% (47)	2% (10)	41% (173)	5% (22)	13% (56)	13% (53)	420
Educ: Bachelors degree	5% (16)	16% (52)	2% (8)	47% (156)	6% (19)	18% (60)	6% (19)	330
Educ: Post-grad	8% (21)	16% (40)	4% (10)	52% (130)	4% (11)	9% (23)	6% (15)	250
Income: Under 50k	11% (45)	11% (46)	2% (10)	43% (176)	4% (17)	16% (68)	12% (50)	412
Income: 50k-100k	9% (28)	17% (52)	3% (9)	47% (143)	7% (21)	11% (35)	5% (15)	303
Income: 100k+	9% (25)	14% (40)	3% (9)	49% (140)	5% (14)	13% (37)	7% (21)	284
Ethnicity: Other	10% (98)	14% (138)	3% (27)	46% (459)	5% (52)	14% (139)	9% (86)	1000
All Christian	7% (23)	15% (48)	3% (11)	46% (146)	5% (15)	17% (54)	6% (19)	317
All Non-Christian	15% (35)	17% (40)	3% (8)	39% (94)	6% (15)	10% (25)	9% (22)	239
Atheist	18% (12)	3% (2)	2% (2)	61% (41)	2% (1)	8% (6)	5% (3)	67
Agnostic/Nothing in particular	8% (24)	13% (38)	2% (6)	48% (139)	4% (13)	14% (39)	10% (28)	288
Something Else	4% (4)	11% (10)	1% (1)	44% (39)	9% (8)	16% (15)	14% (13)	90
Religious Non-Protestant/Catholic	14% (35)	16% (40)	3% (8)	40% (98)	6% (15)	10% (26)	9% (22)	244
Evangelical	4% (5)	12% (18)	5% (8)	44% (64)	6% (9)	17% (25)	12% (18)	148
Non-Evangelical	8% (21)	15% (39)	1% (4)	46% (116)	6% (14)	17% (43)	6% (14)	252
Community: Urban	11% (35)	12% (41)	2% (8)	45% (147)	4% (14)	17% (55)	9% (29)	329
Community: Suburban	9% (55)	14% (81)	3% (17)	47% (279)	6% (33)	13% (76)	9% (51)	591
Community: Rural	10% (8)	21% (16)	2% (2)	43% (34)	7% (5)	11% (8)	7% (6)	79

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**Table MCFE27\_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	
Asian Adults	10%	(98)	14%	(138)	3%	(27)	46%	(459)	5%	(52)	14%	(139)	9%	(86)	1000
Employ: Private Sector	9%	(35)	13%	(48)	5%	(19)	47%	(178)	5%	(20)	13%	(51)	8%	(29)	380
Employ: Government	7%	(4)	24%	(13)	1%	(1)	43%	(24)	3%	(1)	11%	(6)	12%	(7)	57
Employ: Self-Employed	9%	(7)	11%	(9)	5%	(4)	47%	(37)	8%	(6)	14%	(11)	6%	(5)	80
Employ: Homemaker	11%	(8)	13%	(11)	—	(0)	50%	(40)	9%	(7)	10%	(8)	8%	(6)	80
Employ: Student	20%	(19)	16%	(15)	—	(0)	40%	(37)	8%	(7)	4%	(4)	11%	(10)	93
Employ: Retired	5%	(7)	14%	(23)	2%	(3)	54%	(87)	1%	(2)	18%	(29)	5%	(8)	159
Employ: Unemployed	10%	(13)	13%	(18)	1%	(1)	35%	(46)	6%	(7)	20%	(26)	15%	(20)	131
Military HH: Yes	7%	(5)	11%	(7)	2%	(1)	53%	(36)	2%	(2)	13%	(9)	13%	(9)	68
Military HH: No	10%	(93)	14%	(131)	3%	(26)	45%	(424)	5%	(51)	14%	(130)	8%	(77)	932
RD/WT: Right Direction	9%	(20)	16%	(35)	2%	(5)	40%	(87)	9%	(20)	14%	(30)	10%	(21)	218
RD/WT: Wrong Track	10%	(77)	13%	(103)	3%	(23)	48%	(373)	4%	(32)	14%	(109)	8%	(65)	782
Trump Job Approve	7%	(18)	12%	(29)	2%	(6)	51%	(122)	6%	(15)	15%	(36)	7%	(16)	241
Trump Job Disapprove	10%	(72)	15%	(106)	3%	(22)	46%	(322)	4%	(31)	14%	(101)	7%	(51)	705
Trump Job Strongly Approve	8%	(9)	10%	(12)	1%	(2)	49%	(55)	7%	(8)	17%	(19)	7%	(7)	112
Trump Job Somewhat Approve	7%	(9)	14%	(18)	3%	(4)	52%	(67)	5%	(7)	13%	(17)	7%	(9)	130
Trump Job Somewhat Disapprove	7%	(14)	15%	(29)	3%	(6)	44%	(86)	4%	(8)	17%	(34)	9%	(18)	196
Trump Job Strongly Disapprove	11%	(58)	15%	(76)	3%	(16)	46%	(236)	5%	(23)	13%	(67)	6%	(33)	509
Favorable of Trump	8%	(19)	11%	(29)	3%	(7)	50%	(127)	5%	(12)	16%	(41)	8%	(22)	256
Unfavorable of Trump	10%	(71)	15%	(102)	3%	(20)	46%	(318)	5%	(34)	13%	(89)	8%	(52)	687
Very Favorable of Trump	6%	(7)	10%	(11)	4%	(4)	49%	(55)	6%	(6)	20%	(23)	6%	(7)	113
Somewhat Favorable of Trump	9%	(12)	12%	(18)	2%	(3)	50%	(71)	4%	(5)	13%	(18)	10%	(15)	142
Somewhat Unfavorable of Trump	7%	(11)	19%	(28)	1%	(2)	45%	(65)	5%	(7)	13%	(20)	9%	(14)	146
Very Unfavorable of Trump	11%	(60)	14%	(74)	3%	(18)	47%	(253)	5%	(28)	13%	(69)	7%	(38)	540

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**Table MCFE27\_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
Asian Adults	10% (98)	14% (138)	3% (27)	46% (459)	5% (52)	14% (139)	9% (86)	1000
#1 Issue: Economy	10% (40)	16% (63)	4% (15)	43% (174)	4% (17)	14% (57)	9% (38)	404
#1 Issue: Security	3% (2)	12% (8)	— (0)	61% (41)	8% (5)	4% (2)	12% (8)	66
#1 Issue: Health Care	11% (28)	15% (39)	3% (8)	48% (126)	5% (13)	15% (41)	3% (9)	264
#1 Issue: Medicare / Social Security	4% (3)	13% (10)	2% (2)	50% (40)	7% (6)	14% (11)	10% (8)	80
#1 Issue: Women's Issues	18% (9)	6% (3)	— (0)	52% (26)	11% (6)	7% (4)	6% (3)	51
#1 Issue: Other	2% (1)	9% (6)	1% (1)	38% (24)	2% (1)	25% (16)	23% (14)	63
2018 House Vote: Democrat	8% (25)	16% (52)	3% (10)	50% (167)	4% (15)	12% (39)	7% (24)	333
2018 House Vote: Republican	10% (15)	12% (18)	3% (4)	53% (81)	7% (10)	11% (17)	4% (6)	152
2016 Vote: Hillary Clinton	7% (25)	14% (46)	3% (10)	52% (174)	3% (12)	14% (47)	7% (23)	337
2016 Vote: Donald Trump	7% (13)	12% (22)	3% (6)	54% (95)	5% (10)	14% (24)	4% (7)	176
2016 Vote: Didn't Vote	13% (59)	14% (66)	2% (10)	38% (175)	7% (30)	14% (64)	11% (51)	454
Voted in 2014: Yes	8% (34)	14% (57)	3% (12)	54% (223)	4% (15)	11% (46)	7% (28)	415
Voted in 2014: No	11% (64)	14% (82)	3% (15)	40% (236)	6% (38)	16% (94)	10% (57)	585
2012 Vote: Barack Obama	6% (21)	15% (50)	3% (10)	50% (169)	4% (12)	13% (43)	9% (30)	335
2012 Vote: Mitt Romney	8% (9)	12% (14)	3% (3)	54% (63)	6% (7)	13% (16)	5% (6)	118
2012 Vote: Didn't Vote	13% (68)	14% (72)	3% (14)	40% (211)	6% (33)	15% (79)	9% (48)	525
4-Region: Northeast	19% (37)	18% (36)	2% (4)	35% (70)	8% (16)	13% (26)	5% (9)	199
4-Region: Midwest	10% (13)	15% (19)	2% (2)	41% (53)	6% (7)	17% (22)	9% (11)	128
4-Region: South	9% (20)	11% (24)	4% (9)	46% (104)	6% (14)	14% (33)	10% (23)	229
4-Region: West	6% (27)	13% (58)	3% (12)	52% (232)	3% (15)	13% (59)	9% (42)	445

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**Table MCFE27\_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	
Asian Adults	10%	(98)	14%	(138)	3%	(27)	46%	(459)	5%	(52)	14%	(139)	9%	(86)	1000
Chinese	9%	(31)	12%	(40)	3%	(9)	48%	(163)	6%	(22)	17%	(59)	5%	(16)	341
Filipino	8%	(11)	12%	(16)	—	(1)	38%	(52)	6%	(8)	19%	(26)	17%	(23)	138
Indian	14%	(15)	15%	(16)	5%	(5)	42%	(44)	7%	(7)	15%	(15)	2%	(2)	104
Vietnamese	15%	(11)	19%	(14)	3%	(2)	46%	(35)	1%	(1)	6%	(4)	11%	(8)	75
Korean	9%	(8)	19%	(17)	5%	(5)	47%	(43)	7%	(7)	8%	(8)	5%	(5)	92
Japanese	6%	(9)	9%	(12)	1%	(1)	63%	(84)	2%	(2)	10%	(14)	9%	(12)	135
Other Asian	11%	(13)	19%	(22)	4%	(4)	33%	(37)	4%	(5)	12%	(13)	17%	(19)	112
Speaks only English at home	8%	(47)	13%	(75)	2%	(12)	48%	(267)	4%	(24)	14%	(80)	10%	(54)	558
Speaks mostly English at home	14%	(36)	12%	(29)	4%	(10)	44%	(110)	6%	(15)	11%	(28)	9%	(24)	253
Speaks both English and other language at home	7%	(7)	18%	(18)	5%	(5)	40%	(39)	9%	(8)	15%	(15)	6%	(6)	98
Speaks mostly other language at home	9%	(7)	15%	(11)	1%	(1)	49%	(38)	5%	(3)	20%	(16)	1%	(1)	77
Trump supporter	6%	(14)	12%	(28)	3%	(7)	54%	(124)	5%	(12)	14%	(32)	6%	(13)	229
Biden supporter	11%	(68)	14%	(86)	3%	(19)	44%	(263)	5%	(31)	14%	(86)	7%	(42)	595
Sports fans	10%	(69)	15%	(100)	3%	(23)	46%	(310)	6%	(40)	14%	(94)	6%	(43)	679
Avid sports fans	15%	(28)	18%	(34)	7%	(12)	35%	(66)	3%	(6)	15%	(29)	7%	(14)	190
Sports fans, Age: 18-34	20%	(38)	17%	(31)	4%	(7)	35%	(65)	10%	(18)	9%	(17)	6%	(11)	187
Sports fans, Age: 35-44	7%	(10)	15%	(22)	5%	(7)	43%	(65)	9%	(14)	12%	(18)	9%	(14)	150
Sports fans, Age: 45-64	6%	(13)	12%	(29)	3%	(8)	55%	(128)	3%	(7)	17%	(39)	5%	(11)	236
Sports fans, Age: 65+	7%	(8)	16%	(17)	2%	(2)	49%	(52)	1%	(1)	19%	(21)	6%	(7)	107
Movie studios should diversify teams	9%	(65)	14%	(102)	3%	(23)	45%	(324)	6%	(40)	15%	(108)	7%	(51)	713
Movie studios should diversify stories	10%	(66)	14%	(91)	4%	(23)	46%	(294)	6%	(36)	13%	(84)	7%	(41)	635
Concerned about Covid	10%	(90)	14%	(129)	3%	(27)	46%	(422)	5%	(44)	14%	(131)	8%	(70)	913
No experience with Covid	9%	(46)	12%	(64)	2%	(11)	46%	(238)	5%	(25)	14%	(75)	11%	(60)	518
Health care major factor for election	10%	(73)	15%	(108)	3%	(19)	48%	(337)	4%	(26)	14%	(96)	7%	(49)	708

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**Table MCFE27\_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
Asian Adults	10% (98)	14% (138)	3% (27)	46% (459)	5% (52)	14% (139)	9% (86)	1000
Social media users	10% (96)	14% (135)	3% (27)	46% (434)	5% (51)	14% (129)	8% (79)	951
WhatsApp users	9% (33)	17% (58)	3% (12)	45% (157)	7% (24)	13% (46)	6% (22)	352
WeChat users	12% (20)	19% (34)	2% (4)	46% (79)	6% (10)	11% (19)	4% (7)	173
Social media news source at least once a week	11% (69)	16% (108)	3% (19)	44% (288)	6% (37)	13% (84)	8% (51)	657

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

**Table MCFE27\_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
Asian Adults	8% (81)	20% (201)	2% (25)	55% (550)	2% (24)	7% (74)	5% (45)	1000
Gender: Male	6% (30)	14% (66)	4% (20)	61% (285)	3% (15)	7% (33)	4% (20)	470
Gender: Female	10% (51)	25% (135)	1% (4)	50% (265)	2% (9)	8% (40)	5% (25)	530
Age: 18-34	16% (52)	17% (53)	4% (13)	46% (147)	5% (15)	7% (21)	6% (18)	320
Age: 35-44	8% (16)	23% (42)	4% (7)	49% (92)	4% (7)	5% (10)	7% (13)	186
Age: 45-64	4% (13)	18% (60)	1% (4)	65% (219)	— (1)	9% (30)	3% (8)	335
Age: 65+	— (0)	29% (46)	1% (1)	58% (92)	1% (1)	8% (13)	4% (6)	158
GenZers: 1997-2012	24% (34)	16% (22)	3% (4)	38% (54)	6% (8)	6% (9)	8% (11)	142
Millennials: 1981-1996	11% (32)	17% (48)	5% (15)	51% (146)	3% (10)	7% (20)	5% (15)	286
GenXers: 1965-1980	4% (11)	19% (56)	1% (3)	62% (178)	2% (5)	9% (25)	4% (11)	289
Baby Boomers: 1946-1964	2% (5)	26% (65)	1% (2)	62% (159)	— (1)	7% (19)	1% (4)	255
PID: Dem (no lean)	11% (45)	21% (86)	3% (13)	53% (212)	3% (11)	6% (23)	3% (12)	402
PID: Ind (no lean)	5% (19)	19% (70)	2% (7)	57% (209)	2% (9)	7% (27)	7% (27)	368
PID: Rep (no lean)	7% (17)	20% (45)	2% (5)	56% (128)	2% (4)	10% (23)	3% (7)	230
PID/Gender: Dem Men	10% (16)	10% (17)	6% (11)	63% (105)	4% (6)	4% (7)	3% (5)	167
PID/Gender: Dem Women	12% (29)	29% (69)	1% (2)	46% (108)	2% (5)	7% (16)	3% (6)	235
PID/Gender: Ind Men	4% (6)	15% (25)	3% (5)	58% (103)	4% (7)	9% (15)	8% (14)	176
PID/Gender: Ind Women	7% (13)	23% (44)	1% (2)	55% (107)	1% (2)	6% (12)	7% (13)	193
PID/Gender: Rep Men	6% (7)	18% (23)	4% (5)	61% (78)	2% (2)	8% (11)	1% (1)	128
PID/Gender: Rep Women	10% (10)	22% (22)	— (0)	49% (50)	1% (1)	12% (13)	6% (6)	102
Ideo: Liberal (1-3)	11% (33)	19% (58)	3% (9)	55% (166)	4% (14)	5% (14)	3% (10)	304
Ideo: Moderate (4)	5% (18)	23% (87)	3% (13)	56% (209)	1% (4)	7% (26)	4% (16)	372
Ideo: Conservative (5-7)	5% (13)	18% (42)	1% (3)	62% (149)	2% (4)	10% (24)	3% (7)	241

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**Table MCFE27\_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
Asian Adults	8% (81)	20% (201)	2% (25)	55% (550)	2% (24)	7% (74)	5% (45)	1000
Educ: < College	12% (51)	20% (83)	3% (13)	48% (201)	3% (13)	8% (33)	6% (26)	420
Educ: Bachelors degree	5% (18)	21% (69)	2% (6)	58% (192)	1% (4)	9% (30)	3% (11)	330
Educ: Post-grad	5% (12)	20% (49)	2% (6)	63% (157)	3% (7)	4% (11)	3% (9)	250
Income: Under 50k	9% (37)	23% (94)	3% (13)	46% (191)	2% (8)	10% (40)	7% (29)	412
Income: 50k-100k	7% (22)	20% (60)	3% (8)	59% (179)	3% (10)	5% (17)	2% (7)	303
Income: 100k+	8% (22)	17% (47)	1% (3)	63% (180)	2% (5)	6% (17)	3% (9)	284
Ethnicity: Other	8% (81)	20% (201)	2% (25)	55% (550)	2% (24)	7% (74)	5% (45)	1000
All Christian	5% (17)	22% (70)	2% (7)	56% (177)	2% (6)	10% (31)	3% (10)	317
All Non-Christian	10% (25)	19% (45)	5% (12)	47% (112)	6% (14)	7% (16)	6% (15)	239
Atheist	14% (9)	16% (11)	— (0)	63% (42)	— (0)	4% (3)	2% (1)	67
Agnostic/Nothing in particular	9% (25)	16% (46)	2% (6)	62% (177)	1% (3)	6% (19)	4% (12)	288
Something Else	6% (5)	32% (29)	1% (1)	46% (42)	2% (2)	5% (4)	9% (8)	90
Religious Non-Protestant/Catholic	10% (25)	20% (48)	5% (12)	47% (114)	6% (14)	7% (18)	6% (15)	244
Evangelical	7% (10)	21% (31)	1% (1)	56% (84)	2% (3)	7% (10)	6% (10)	148
Non-Evangelical	4% (11)	26% (65)	2% (6)	53% (133)	2% (4)	10% (24)	3% (9)	252
Community: Urban	10% (32)	20% (67)	2% (5)	56% (183)	2% (5)	7% (22)	5% (15)	329
Community: Suburban	7% (41)	19% (110)	2% (13)	57% (338)	3% (16)	7% (44)	5% (31)	591
Community: Rural	10% (8)	31% (25)	8% (6)	38% (30)	4% (3)	9% (7)	— (0)	79

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**Table MCFE27\_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
Asian Adults	8% (81)	20% (201)	2% (25)	55% (550)	2% (24)	7% (74)	5% (45)	1000
Employ: Private Sector	7% (28)	18% (68)	2% (9)	59% (224)	3% (10)	6% (24)	4% (17)	380
Employ: Government	6% (3)	14% (8)	9% (5)	61% (35)	1% (1)	1% (1)	8% (5)	57
Employ: Self-Employed	5% (4)	23% (18)	4% (3)	55% (44)	5% (4)	8% (6)	— (0)	80
Employ: Homemaker	6% (5)	18% (14)	— (0)	58% (47)	1% (1)	11% (9)	6% (5)	80
Employ: Student	27% (25)	13% (12)	4% (4)	39% (36)	1% (1)	10% (9)	6% (5)	93
Employ: Retired	1% (2)	28% (45)	— (1)	57% (91)	1% (1)	7% (12)	5% (8)	159
Employ: Unemployed	9% (12)	25% (33)	2% (2)	47% (61)	5% (6)	8% (11)	4% (6)	131
Military HH: Yes	4% (3)	17% (12)	4% (3)	69% (47)	2% (1)	4% (3)	— (0)	68
Military HH: No	8% (79)	20% (189)	2% (22)	54% (503)	2% (23)	8% (71)	5% (45)	932
RD/WT: Right Direction	8% (17)	18% (40)	5% (11)	52% (114)	5% (10)	8% (18)	4% (9)	218
RD/WT: Wrong Track	8% (65)	21% (161)	2% (14)	56% (437)	2% (13)	7% (56)	5% (36)	782
Trump Job Approve	5% (12)	21% (51)	4% (9)	58% (139)	3% (6)	7% (18)	3% (7)	241
Trump Job Disapprove	8% (59)	21% (145)	2% (15)	56% (396)	2% (17)	7% (50)	3% (22)	705
Trump Job Strongly Approve	7% (8)	18% (20)	5% (5)	55% (62)	2% (2)	10% (11)	4% (4)	112
Trump Job Somewhat Approve	3% (4)	24% (31)	3% (4)	60% (77)	3% (4)	5% (7)	2% (2)	130
Trump Job Somewhat Disapprove	9% (18)	22% (43)	3% (6)	52% (101)	1% (2)	9% (17)	5% (9)	196
Trump Job Strongly Disapprove	8% (41)	20% (102)	2% (9)	58% (294)	3% (16)	6% (33)	3% (13)	509
Favorable of Trump	7% (18)	20% (51)	3% (9)	54% (139)	2% (5)	8% (21)	5% (14)	256
Unfavorable of Trump	8% (57)	21% (146)	2% (14)	56% (386)	2% (16)	7% (46)	3% (21)	687
Very Favorable of Trump	6% (6)	18% (20)	4% (5)	56% (63)	3% (3)	11% (12)	3% (4)	113
Somewhat Favorable of Trump	8% (11)	22% (31)	3% (4)	53% (75)	1% (2)	6% (9)	7% (10)	142
Somewhat Unfavorable of Trump	8% (12)	26% (38)	1% (1)	55% (81)	1% (1)	6% (9)	3% (4)	146
Very Unfavorable of Trump	8% (45)	20% (108)	2% (12)	57% (306)	3% (15)	7% (37)	3% (17)	540

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**Table MCFE27\_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
Asian Adults	8% (81)	20% (201)	2% (25)	55% (550)	2% (24)	7% (74)	5% (45)	1000
#1 Issue: Economy	7% (30)	18% (72)	4% (14)	55% (224)	2% (8)	8% (31)	6% (25)	404
#1 Issue: Security	10% (7)	20% (13)	2% (1)	54% (36)	5% (4)	4% (2)	5% (3)	66
#1 Issue: Health Care	8% (22)	21% (55)	1% (4)	58% (153)	1% (4)	8% (22)	1% (3)	264
#1 Issue: Medicare / Social Security	— (0)	28% (22)	1% (1)	53% (42)	2% (2)	5% (4)	10% (8)	80
#1 Issue: Women's Issues	22% (11)	10% (5)	1% (1)	57% (29)	1% (1)	7% (4)	1% (1)	51
#1 Issue: Other	1% (1)	23% (15)	5% (3)	48% (30)	5% (3)	12% (8)	6% (4)	63
2018 House Vote: Democrat	6% (20)	22% (74)	1% (4)	61% (202)	3% (10)	5% (16)	2% (7)	333
2018 House Vote: Republican	8% (13)	21% (31)	1% (2)	60% (90)	— (0)	9% (14)	1% (2)	152
2016 Vote: Hillary Clinton	7% (22)	22% (75)	1% (4)	60% (202)	2% (8)	5% (17)	3% (9)	337
2016 Vote: Donald Trump	4% (8)	20% (35)	1% (2)	60% (106)	1% (2)	9% (16)	4% (7)	176
2016 Vote: Didn't Vote	11% (49)	19% (87)	4% (17)	48% (219)	3% (14)	9% (39)	6% (29)	454
Voted in 2014: Yes	6% (24)	21% (87)	1% (5)	62% (257)	2% (7)	5% (20)	3% (14)	415
Voted in 2014: No	10% (57)	20% (114)	3% (19)	50% (293)	3% (17)	9% (53)	5% (31)	585
2012 Vote: Barack Obama	5% (18)	20% (66)	2% (6)	64% (213)	2% (7)	4% (13)	3% (11)	335
2012 Vote: Mitt Romney	6% (7)	21% (25)	1% (1)	59% (69)	— (0)	8% (10)	5% (6)	118
2012 Vote: Didn't Vote	11% (56)	20% (107)	3% (18)	47% (249)	3% (17)	10% (51)	5% (28)	525
4-Region: Northeast	12% (23)	22% (44)	— (1)	52% (104)	6% (11)	4% (8)	4% (7)	199
4-Region: Midwest	9% (11)	24% (30)	5% (7)	51% (65)	1% (1)	6% (7)	5% (6)	128
4-Region: South	7% (17)	21% (49)	3% (8)	49% (112)	2% (4)	12% (27)	5% (11)	229
4-Region: West	7% (30)	18% (78)	2% (9)	61% (270)	2% (7)	7% (31)	5% (20)	445

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**Table MCFE27\_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
Asian Adults	8% (81)	20% (201)	2% (25)	55% (550)	2% (24)	7% (74)	5% (45)	1000
Chinese	7% (24)	22% (76)	1% (4)	56% (189)	3% (10)	9% (30)	2% (7)	341
Filipino	10% (14)	15% (21)	1% (2)	54% (74)	1% (2)	11% (15)	8% (11)	138
Indian	11% (11)	14% (14)	5% (5)	56% (58)	4% (4)	8% (8)	3% (3)	104
Vietnamese	4% (3)	29% (22)	5% (4)	50% (37)	1% (1)	5% (4)	7% (5)	75
Korean	7% (6)	20% (19)	6% (5)	56% (51)	5% (4)	6% (5)	1% (1)	92
Japanese	6% (8)	15% (20)	— (0)	66% (89)	1% (1)	4% (6)	9% (12)	135
Other Asian	13% (14)	26% (30)	3% (4)	43% (49)	3% (3)	5% (6)	6% (7)	112
Speaks only English at home	6% (32)	22% (124)	2% (13)	56% (315)	2% (14)	6% (35)	5% (26)	558
Speaks mostly English at home	11% (28)	18% (46)	4% (9)	53% (134)	3% (7)	6% (15)	5% (14)	253
Speaks both English and other language at home	10% (10)	17% (16)	2% (1)	53% (52)	2% (2)	14% (13)	3% (3)	98
Speaks mostly other language at home	13% (10)	12% (9)	2% (2)	57% (44)	1% (1)	13% (10)	1% (1)	77
Trump supporter	4% (9)	22% (51)	2% (5)	57% (130)	1% (3)	8% (18)	5% (13)	229
Biden supporter	9% (53)	21% (125)	2% (14)	54% (321)	4% (21)	7% (43)	3% (17)	595
Sports fans	8% (52)	21% (144)	2% (15)	56% (379)	2% (15)	8% (51)	3% (21)	679
Avid sports fans	12% (23)	20% (39)	4% (7)	50% (95)	4% (7)	8% (15)	2% (4)	190
Sports fans, Age: 18-34	16% (29)	18% (33)	5% (9)	47% (88)	6% (11)	6% (11)	2% (5)	187
Sports fans, Age: 35-44	10% (14)	25% (38)	3% (4)	49% (73)	2% (4)	4% (7)	7% (10)	150
Sports fans, Age: 45-64	4% (9)	18% (42)	1% (2)	66% (155)	— (1)	10% (23)	2% (5)	236
Sports fans, Age: 65+	— (0)	29% (31)	— (0)	59% (63)	— (0)	10% (10)	2% (2)	107
Movie studios should diversify teams	8% (59)	20% (140)	2% (16)	57% (406)	3% (20)	7% (52)	3% (21)	713
Movie studios should diversify stories	9% (57)	21% (134)	2% (16)	56% (354)	3% (19)	6% (40)	2% (15)	635
Concerned about Covid	8% (74)	20% (185)	3% (24)	55% (503)	2% (20)	8% (71)	4% (37)	913
No experience with Covid	7% (38)	18% (94)	2% (12)	53% (274)	2% (12)	10% (54)	7% (35)	518
Health care major factor for election	9% (66)	23% (160)	1% (7)	56% (393)	2% (15)	7% (48)	3% (18)	708

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**Table MCFE27\_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
Asian Adults	8% (81)	20% (201)	2% (25)	55% (550)	2% (24)	7% (74)	5% (45)	1000
Social media users	9% (81)	20% (189)	3% (25)	55% (521)	3% (24)	7% (71)	4% (41)	951
WhatsApp users	8% (30)	20% (71)	2% (6)	58% (203)	2% (8)	7% (23)	3% (12)	352
WeChat users	9% (16)	22% (39)	1% (1)	55% (94)	5% (9)	6% (10)	2% (3)	173
Social media news source at least once a week	9% (61)	21% (139)	3% (19)	53% (349)	3% (19)	7% (43)	4% (27)	657

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

**Table MCFE27\_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
Asian Adults	9% (91)	19% (187)	4% (39)	37% (372)	2% (17)	14% (144)	15% (150)	1000
Gender: Male	10% (46)	17% (78)	4% (20)	42% (197)	2% (10)	14% (67)	11% (51)	470
Gender: Female	8% (45)	21% (109)	4% (19)	33% (174)	1% (6)	14% (77)	19% (99)	530
Age: 18-34	14% (45)	21% (68)	5% (17)	27% (86)	2% (7)	12% (38)	19% (60)	320
Age: 35-44	9% (16)	23% (43)	4% (7)	37% (69)	1% (2)	10% (18)	16% (30)	186
Age: 45-64	7% (25)	14% (48)	4% (15)	47% (157)	2% (5)	14% (49)	11% (36)	335
Age: 65+	4% (6)	17% (28)	— (1)	37% (59)	2% (2)	24% (39)	15% (24)	158
GenZers: 1997-2012	17% (24)	16% (22)	6% (9)	22% (31)	1% (1)	11% (16)	27% (39)	142
Millennials: 1981-1996	10% (28)	24% (69)	5% (14)	34% (98)	3% (7)	11% (31)	13% (38)	286
GenXers: 1965-1980	8% (24)	15% (44)	3% (9)	44% (126)	2% (6)	15% (42)	13% (38)	289
Baby Boomers: 1946-1964	6% (14)	18% (46)	3% (7)	41% (104)	1% (2)	19% (50)	12% (30)	255
PID: Dem (no lean)	11% (45)	24% (95)	5% (21)	35% (142)	1% (3)	12% (48)	12% (48)	402
PID: Ind (no lean)	6% (24)	15% (54)	3% (9)	38% (141)	2% (8)	14% (52)	22% (81)	368
PID: Rep (no lean)	10% (23)	17% (38)	4% (8)	39% (89)	2% (5)	19% (44)	10% (22)	230
PID/Gender: Dem Men	10% (17)	22% (36)	7% (11)	43% (71)	1% (2)	12% (19)	6% (10)	167
PID/Gender: Dem Women	12% (28)	25% (59)	4% (10)	30% (71)	1% (2)	12% (28)	16% (38)	235
PID/Gender: Ind Men	8% (14)	12% (21)	2% (4)	43% (76)	3% (5)	13% (23)	19% (33)	176
PID/Gender: Ind Women	5% (10)	17% (33)	3% (6)	33% (64)	2% (3)	15% (29)	25% (47)	193
PID/Gender: Rep Men	12% (16)	17% (21)	4% (5)	39% (50)	3% (4)	19% (25)	6% (7)	128
PID/Gender: Rep Women	7% (7)	16% (17)	3% (4)	38% (39)	1% (1)	19% (19)	14% (14)	102
Ideo: Liberal (1-3)	10% (32)	23% (71)	5% (16)	39% (119)	1% (2)	10% (29)	12% (36)	304
Ideo: Moderate (4)	10% (38)	19% (71)	3% (12)	38% (141)	2% (8)	14% (54)	13% (48)	372
Ideo: Conservative (5-7)	7% (16)	15% (36)	5% (11)	39% (95)	1% (3)	19% (46)	14% (35)	241

Continued on next page

**Table MCFE27\_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
Asian Adults	9% (91)	19% (187)	4% (39)	37% (372)	2% (17)	14% (144)	15% (150)	1000
Educ: < College	12% (52)	17% (72)	3% (12)	34% (143)	2% (9)	15% (61)	17% (72)	420
Educ: Bachelors degree	8% (25)	19% (63)	4% (14)	36% (120)	1% (4)	18% (61)	13% (44)	330
Educ: Post-grad	6% (15)	21% (52)	5% (13)	44% (109)	2% (4)	9% (22)	14% (35)	250
Income: Under 50k	8% (35)	17% (68)	4% (16)	33% (135)	2% (8)	17% (69)	19% (80)	412
Income: 50k-100k	10% (29)	21% (63)	5% (15)	39% (119)	2% (6)	14% (42)	10% (29)	303
Income: 100k+	10% (27)	20% (56)	3% (8)	41% (117)	1% (2)	11% (32)	15% (41)	284
Ethnicity: Other	9% (91)	19% (187)	4% (39)	37% (372)	2% (17)	14% (144)	15% (150)	1000
All Christian	8% (26)	17% (55)	5% (15)	39% (122)	1% (3)	17% (54)	13% (42)	317
All Non-Christian	9% (22)	20% (49)	4% (9)	30% (71)	3% (8)	13% (32)	20% (49)	239
Atheist	14% (9)	16% (11)	1% (1)	52% (34)	1% (1)	9% (6)	7% (5)	67
Agnostic/Nothing in particular	10% (28)	18% (53)	4% (10)	39% (112)	2% (5)	16% (46)	12% (34)	288
Something Else	8% (7)	23% (21)	3% (3)	35% (32)	1% (1)	7% (6)	23% (21)	90
Religious Non-Protestant/Catholic	9% (22)	20% (49)	4% (10)	30% (72)	3% (8)	13% (32)	21% (51)	244
Evangelical	5% (7)	14% (20)	8% (12)	39% (57)	1% (2)	15% (22)	19% (28)	148
Non-Evangelical	10% (26)	21% (53)	2% (6)	38% (96)	— (1)	15% (37)	13% (33)	252
Community: Urban	12% (38)	19% (63)	4% (13)	35% (114)	1% (2)	17% (57)	13% (42)	329
Community: Suburban	7% (44)	19% (109)	4% (25)	38% (226)	2% (12)	13% (78)	16% (98)	591
Community: Rural	12% (10)	19% (15)	1% (1)	40% (32)	3% (2)	12% (9)	14% (11)	79

Continued on next page

**Table MCFE27\_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
Asian Adults	9% (91)	19% (187)	4% (39)	37% (372)	2% (17)	14% (144)	15% (150)	1000
Employ: Private Sector	8% (29)	22% (85)	4% (16)	42% (161)	2% (7)	11% (42)	11% (40)	380
Employ: Government	9% (5)	21% (12)	2% (1)	38% (22)	2% (1)	21% (12)	8% (4)	57
Employ: Self-Employed	11% (9)	10% (8)	5% (4)	46% (36)	1% (1)	14% (11)	14% (11)	80
Employ: Homemaker	8% (6)	18% (14)	4% (4)	36% (29)	2% (1)	10% (8)	22% (18)	80
Employ: Student	22% (20)	21% (20)	3% (3)	17% (16)	2% (2)	9% (8)	26% (24)	93
Employ: Retired	4% (7)	18% (29)	1% (2)	35% (55)	1% (1)	25% (40)	15% (24)	159
Employ: Unemployed	10% (13)	13% (17)	7% (9)	34% (44)	3% (4)	14% (18)	20% (26)	131
Military HH: Yes	13% (9)	14% (9)	6% (4)	41% (28)	— (0)	11% (7)	16% (11)	68
Military HH: No	9% (82)	19% (178)	4% (35)	37% (344)	2% (17)	15% (136)	15% (140)	932
RD/WT: Right Direction	12% (25)	18% (39)	4% (9)	37% (80)	2% (4)	15% (33)	13% (27)	218
RD/WT: Wrong Track	8% (66)	19% (148)	4% (30)	37% (292)	2% (13)	14% (111)	16% (123)	782
Trump Job Approve	8% (20)	17% (42)	3% (8)	43% (104)	2% (4)	16% (39)	10% (24)	241
Trump Job Disapprove	10% (67)	20% (142)	4% (30)	37% (257)	2% (12)	13% (95)	14% (101)	705
Trump Job Strongly Approve	9% (10)	15% (16)	4% (5)	44% (49)	2% (2)	16% (18)	10% (12)	112
Trump Job Somewhat Approve	7% (10)	20% (26)	3% (3)	43% (55)	2% (2)	17% (21)	9% (12)	130
Trump Job Somewhat Disapprove	10% (19)	23% (44)	3% (5)	34% (66)	1% (3)	15% (30)	14% (28)	196
Trump Job Strongly Disapprove	10% (48)	19% (98)	5% (25)	38% (191)	2% (9)	13% (64)	14% (72)	509
Favorable of Trump	9% (22)	16% (40)	3% (8)	42% (106)	1% (3)	17% (44)	12% (32)	256
Unfavorable of Trump	9% (65)	21% (142)	5% (31)	37% (254)	1% (9)	12% (84)	15% (101)	687
Very Favorable of Trump	8% (9)	15% (17)	3% (3)	46% (52)	1% (1)	19% (21)	9% (11)	113
Somewhat Favorable of Trump	9% (13)	16% (23)	4% (5)	39% (55)	2% (3)	16% (23)	15% (21)	142
Somewhat Unfavorable of Trump	10% (14)	26% (38)	5% (7)	35% (51)	1% (1)	10% (15)	14% (21)	146
Very Unfavorable of Trump	9% (51)	19% (104)	5% (24)	38% (204)	1% (8)	13% (69)	15% (81)	540

Continued on next page

**Table MCFE27\_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
Asian Adults	9% (91)	19% (187)	4% (39)	37% (372)	2% (17)	14% (144)	15% (150)	1000
#1 Issue: Economy	11% (42)	21% (86)	3% (14)	39% (155)	1% (3)	13% (54)	12% (48)	404
#1 Issue: Security	2% (2)	6% (4)	2% (1)	61% (40)	1% (1)	7% (5)	21% (14)	66
#1 Issue: Health Care	8% (21)	19% (50)	3% (8)	38% (101)	3% (7)	16% (43)	13% (34)	264
#1 Issue: Medicare / Social Security	5% (4)	13% (10)	4% (3)	32% (25)	3% (2)	30% (24)	13% (10)	80
#1 Issue: Women's Issues	19% (9)	17% (8)	4% (2)	33% (17)	1% (1)	2% (1)	24% (12)	51
#1 Issue: Other	5% (3)	16% (10)	5% (3)	24% (15)	5% (3)	14% (9)	31% (19)	63
2018 House Vote: Democrat	8% (27)	21% (71)	6% (20)	43% (143)	1% (2)	11% (38)	10% (32)	333
2018 House Vote: Republican	9% (14)	23% (34)	2% (4)	43% (65)	1% (1)	13% (19)	10% (15)	152
2016 Vote: Hillary Clinton	10% (32)	21% (70)	5% (17)	40% (134)	1% (2)	13% (45)	11% (36)	337
2016 Vote: Donald Trump	7% (12)	19% (34)	3% (6)	47% (82)	— (1)	15% (26)	9% (16)	176
2016 Vote: Didn't Vote	10% (46)	18% (80)	3% (13)	31% (141)	3% (13)	16% (70)	20% (91)	454
Voted in 2014: Yes	9% (36)	20% (82)	4% (17)	45% (187)	1% (2)	11% (44)	11% (46)	415
Voted in 2014: No	9% (55)	18% (105)	4% (22)	31% (184)	2% (14)	17% (100)	18% (104)	585
2012 Vote: Barack Obama	9% (32)	21% (70)	5% (17)	40% (136)	— (2)	12% (40)	12% (40)	335
2012 Vote: Mitt Romney	4% (5)	19% (22)	3% (3)	48% (57)	1% (1)	15% (18)	11% (13)	118
2012 Vote: Didn't Vote	10% (55)	17% (90)	3% (18)	32% (169)	3% (14)	16% (85)	18% (94)	525
4-Region: Northeast	13% (27)	17% (34)	6% (11)	33% (65)	2% (4)	11% (23)	18% (35)	199
4-Region: Midwest	10% (13)	16% (20)	5% (7)	40% (51)	1% (2)	14% (18)	14% (18)	128
4-Region: South	7% (16)	19% (45)	3% (8)	35% (81)	2% (4)	16% (35)	18% (41)	229
4-Region: West	8% (36)	20% (88)	3% (14)	39% (175)	2% (8)	15% (68)	13% (57)	445

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**Table MCFE27\_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
Asian Adults	9% (91)	19% (187)	4% (39)	37% (372)	2% (17)	14% (144)	15% (150)	1000
Chinese	10% (33)	13% (44)	5% (16)	40% (136)	3% (10)	19% (66)	10% (35)	341
Filipino	9% (12)	18% (25)	4% (5)	31% (43)	— (1)	13% (18)	25% (34)	138
Indian	6% (6)	18% (18)	5% (6)	32% (34)	4% (5)	19% (20)	15% (16)	104
Vietnamese	8% (6)	27% (20)	2% (1)	31% (24)	— (0)	12% (9)	20% (15)	75
Korean	12% (11)	28% (26)	4% (4)	42% (38)	1% (1)	5% (4)	7% (7)	92
Japanese	9% (12)	18% (24)	1% (1)	48% (65)	— (0)	11% (14)	13% (18)	135
Other Asian	10% (11)	25% (28)	4% (5)	27% (31)	— (1)	10% (11)	23% (26)	112
Speaks only English at home	8% (43)	19% (104)	3% (19)	41% (231)	1% (8)	14% (80)	13% (74)	558
Speaks mostly English at home	12% (30)	17% (44)	4% (11)	35% (88)	2% (4)	9% (23)	21% (52)	253
Speaks both English and other language at home	9% (9)	23% (22)	5% (5)	26% (26)	1% (1)	23% (23)	14% (14)	98
Speaks mostly other language at home	12% (9)	16% (12)	6% (4)	27% (21)	5% (4)	24% (19)	11% (8)	77
Trump supporter	8% (18)	16% (37)	3% (6)	45% (103)	1% (2)	16% (36)	12% (28)	229
Biden supporter	11% (63)	21% (127)	5% (28)	36% (211)	2% (13)	13% (77)	13% (76)	595
Sports fans	9% (58)	20% (137)	5% (35)	40% (272)	1% (10)	13% (88)	12% (79)	679
Avid sports fans	11% (21)	19% (37)	7% (13)	43% (82)	1% (2)	12% (23)	6% (12)	190
Sports fans, Age: 18-34	14% (26)	24% (45)	8% (16)	31% (58)	1% (2)	9% (17)	13% (24)	187
Sports fans, Age: 35-44	7% (11)	24% (37)	3% (5)	39% (58)	1% (1)	10% (15)	15% (22)	150
Sports fans, Age: 45-64	7% (17)	15% (35)	6% (13)	46% (109)	2% (5)	14% (34)	9% (22)	236
Sports fans, Age: 65+	5% (5)	19% (20)	1% (1)	44% (47)	1% (1)	20% (22)	10% (11)	107
Movie studios should diversify teams	8% (60)	20% (144)	5% (37)	38% (268)	1% (10)	14% (102)	13% (92)	713
Movie studios should diversify stories	9% (56)	21% (131)	6% (36)	38% (242)	2% (10)	12% (79)	13% (80)	635
Concerned about Covid	9% (83)	19% (176)	4% (38)	37% (336)	1% (13)	15% (135)	14% (131)	913
No experience with Covid	7% (37)	14% (75)	4% (20)	39% (203)	2% (11)	16% (81)	18% (91)	518
Health care major factor for election	11% (78)	20% (139)	4% (26)	37% (261)	1% (11)	14% (101)	13% (93)	708

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**Table MCFE27\_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
Asian Adults	9% (91)	19% (187)	4% (39)	37% (372)	2% (17)	14% (144)	15% (150)	1000
Social media users	9% (90)	19% (179)	4% (39)	37% (352)	2% (17)	14% (131)	15% (143)	951
WhatsApp users	8% (28)	19% (66)	5% (19)	34% (120)	2% (7)	15% (52)	17% (60)	352
WeChat users	13% (22)	17% (30)	7% (11)	36% (62)	5% (8)	14% (25)	9% (15)	173
Social media news source at least once a week	10% (67)	21% (140)	4% (27)	35% (232)	1% (10)	13% (88)	14% (93)	657

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

**Table MCFE27\_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
Asian Adults	10% (100)	18% (184)	4% (42)	37% (371)	3% (30)	13% (135)	14% (140)	1000
Gender: Male	9% (42)	17% (80)	6% (28)	41% (192)	3% (13)	14% (67)	10% (48)	470
Gender: Female	11% (57)	20% (104)	3% (13)	34% (179)	3% (17)	13% (68)	17% (92)	530
Age: 18-34	15% (47)	19% (62)	6% (19)	28% (90)	3% (10)	12% (38)	16% (53)	320
Age: 35-44	9% (17)	19% (36)	5% (10)	38% (70)	7% (14)	8% (14)	14% (25)	186
Age: 45-64	8% (27)	16% (55)	3% (11)	47% (159)	1% (3)	13% (43)	11% (37)	335
Age: 65+	6% (9)	19% (31)	1% (1)	33% (52)	2% (2)	25% (39)	15% (24)	158
GenZers: 1997-2012	18% (26)	13% (18)	10% (15)	21% (30)	2% (4)	11% (16)	24% (34)	142
Millennials: 1981-1996	11% (32)	21% (60)	4% (11)	37% (106)	5% (13)	10% (30)	12% (34)	286
GenXers: 1965-1980	7% (19)	16% (47)	5% (13)	46% (133)	4% (10)	12% (35)	11% (32)	289
Baby Boomers: 1946-1964	9% (23)	21% (54)	1% (3)	35% (89)	1% (2)	19% (50)	13% (34)	255
PID: Dem (no lean)	11% (44)	24% (96)	3% (14)	37% (148)	2% (9)	10% (42)	12% (49)	402
PID: Ind (no lean)	8% (28)	17% (62)	6% (22)	37% (136)	2% (7)	13% (47)	18% (66)	368
PID: Rep (no lean)	12% (27)	11% (26)	2% (5)	38% (87)	6% (14)	20% (46)	11% (25)	230
PID/Gender: Dem Men	9% (14)	22% (36)	6% (10)	43% (72)	2% (3)	10% (17)	8% (14)	167
PID/Gender: Dem Women	13% (30)	25% (59)	2% (4)	32% (76)	3% (6)	11% (25)	15% (35)	235
PID/Gender: Ind Men	8% (15)	15% (26)	8% (14)	39% (69)	2% (4)	13% (23)	14% (25)	176
PID/Gender: Ind Women	7% (13)	19% (36)	4% (8)	35% (67)	2% (3)	13% (24)	21% (41)	193
PID/Gender: Rep Men	10% (13)	14% (17)	4% (5)	40% (51)	5% (6)	21% (27)	6% (8)	128
PID/Gender: Rep Women	14% (14)	9% (9)	1% (1)	35% (36)	7% (8)	18% (19)	16% (16)	102
Ideo: Liberal (1-3)	9% (29)	24% (72)	4% (12)	41% (126)	2% (6)	7% (20)	13% (39)	304
Ideo: Moderate (4)	11% (40)	18% (65)	5% (19)	38% (140)	2% (8)	16% (58)	11% (42)	372
Ideo: Conservative (5-7)	9% (21)	16% (38)	1% (3)	39% (94)	5% (11)	17% (40)	14% (34)	241

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**Table MCFE27\_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
Asian Adults	10% (100)	18% (184)	4% (42)	37% (371)	3% (30)	13% (135)	14% (140)	1000
Educ: < College	14% (57)	17% (71)	5% (20)	31% (130)	4% (15)	15% (65)	15% (61)	420
Educ: Bachelors degree	8% (27)	19% (64)	4% (12)	38% (127)	2% (7)	15% (48)	14% (46)	330
Educ: Post-grad	6% (15)	19% (49)	4% (10)	46% (114)	3% (8)	9% (21)	13% (32)	250
Income: Under 50k	11% (44)	16% (67)	4% (17)	31% (129)	2% (9)	19% (78)	17% (68)	412
Income: 50k-100k	9% (28)	21% (64)	5% (14)	38% (115)	6% (17)	11% (33)	11% (33)	303
Income: 100k+	10% (28)	18% (52)	4% (11)	45% (127)	1% (3)	9% (24)	14% (39)	284
Ethnicity: Other	10% (100)	18% (184)	4% (42)	37% (371)	3% (30)	13% (135)	14% (140)	1000
All Christian	10% (32)	17% (55)	4% (13)	36% (114)	2% (7)	17% (55)	13% (42)	317
All Non-Christian	11% (25)	19% (46)	5% (13)	30% (73)	3% (7)	14% (34)	17% (41)	239
Atheist	9% (6)	21% (14)	6% (4)	48% (32)	1% (1)	6% (4)	8% (5)	67
Agnostic/Nothing in particular	11% (31)	18% (52)	3% (8)	43% (125)	3% (8)	11% (33)	11% (31)	288
Something Else	6% (6)	19% (17)	4% (3)	30% (27)	8% (7)	10% (9)	22% (20)	90
Religious Non-Protestant/Catholic	10% (25)	19% (46)	5% (13)	31% (75)	3% (7)	14% (35)	18% (43)	244
Evangelical	4% (5)	15% (22)	6% (9)	36% (53)	5% (7)	14% (21)	21% (31)	148
Non-Evangelical	12% (31)	20% (49)	3% (7)	34% (87)	3% (7)	17% (42)	11% (28)	252
Community: Urban	13% (44)	18% (58)	3% (11)	32% (107)	3% (10)	17% (57)	13% (42)	329
Community: Suburban	8% (46)	19% (110)	5% (27)	41% (240)	3% (16)	10% (60)	16% (93)	591
Community: Rural	12% (9)	20% (15)	5% (4)	31% (24)	5% (4)	22% (18)	5% (4)	79

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**Table MCFE27\_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
Asian Adults	10% (100)	18% (184)	4% (42)	37% (371)	3% (30)	13% (135)	14% (140)	1000
Employ: Private Sector	10% (37)	19% (72)	5% (18)	44% (167)	4% (16)	10% (37)	9% (32)	380
Employ: Government	3% (2)	28% (16)	7% (4)	40% (23)	— (0)	9% (5)	13% (7)	57
Employ: Self-Employed	15% (12)	7% (6)	6% (5)	44% (35)	3% (2)	16% (13)	9% (7)	80
Employ: Homemaker	13% (11)	16% (13)	2% (2)	31% (25)	6% (5)	6% (5)	25% (20)	80
Employ: Student	19% (18)	14% (13)	8% (8)	18% (17)	2% (2)	12% (11)	26% (25)	93
Employ: Retired	4% (7)	21% (33)	1% (2)	32% (51)	1% (1)	27% (43)	15% (24)	159
Employ: Unemployed	9% (12)	22% (29)	3% (3)	34% (45)	2% (3)	14% (18)	16% (21)	131
Military HH: Yes	14% (10)	18% (12)	1% (1)	38% (26)	2% (1)	12% (8)	14% (9)	68
Military HH: No	10% (90)	18% (172)	4% (41)	37% (345)	3% (28)	14% (126)	14% (130)	932
RD/WT: Right Direction	13% (28)	18% (39)	5% (11)	35% (76)	6% (13)	12% (26)	12% (25)	218
RD/WT: Wrong Track	9% (71)	19% (145)	4% (31)	38% (295)	2% (17)	14% (108)	15% (114)	782
Trump Job Approve	12% (28)	13% (32)	5% (12)	39% (93)	5% (13)	16% (38)	10% (25)	241
Trump Job Disapprove	10% (68)	21% (146)	4% (28)	38% (268)	2% (17)	12% (87)	13% (91)	705
Trump Job Strongly Approve	14% (15)	9% (11)	3% (3)	41% (45)	8% (9)	16% (18)	10% (11)	112
Trump Job Somewhat Approve	10% (13)	17% (22)	7% (9)	37% (48)	3% (5)	16% (20)	11% (14)	130
Trump Job Somewhat Disapprove	11% (21)	22% (43)	3% (5)	32% (62)	2% (4)	17% (34)	14% (27)	196
Trump Job Strongly Disapprove	9% (47)	20% (102)	5% (23)	40% (206)	2% (13)	10% (53)	13% (64)	509
Favorable of Trump	12% (30)	13% (33)	5% (12)	37% (94)	4% (11)	16% (42)	13% (34)	256
Unfavorable of Trump	10% (66)	20% (140)	4% (29)	39% (266)	2% (14)	12% (81)	13% (91)	687
Very Favorable of Trump	14% (16)	8% (9)	5% (6)	40% (45)	7% (8)	18% (20)	9% (10)	113
Somewhat Favorable of Trump	10% (14)	17% (24)	5% (7)	34% (48)	3% (4)	15% (22)	17% (24)	142
Somewhat Unfavorable of Trump	12% (18)	22% (32)	3% (5)	33% (49)	2% (3)	13% (18)	15% (22)	146
Very Unfavorable of Trump	9% (48)	20% (108)	4% (24)	40% (218)	2% (11)	12% (62)	13% (70)	540

Continued on next page

**Table MCFE27\_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
Asian Adults	10% (100)	18% (184)	4% (42)	37% (371)	3% (30)	13% (135)	14% (140)	1000
#1 Issue: Economy	10% (39)	23% (93)	3% (14)	38% (154)	3% (11)	12% (49)	11% (45)	404
#1 Issue: Security	9% (6)	4% (2)	4% (3)	49% (32)	2% (2)	13% (9)	18% (12)	66
#1 Issue: Health Care	8% (20)	20% (54)	4% (12)	39% (104)	2% (5)	15% (40)	11% (30)	264
#1 Issue: Medicare / Social Security	9% (8)	12% (9)	1% (1)	29% (23)	3% (2)	30% (24)	15% (12)	80
#1 Issue: Women's Issues	23% (12)	8% (4)	11% (5)	33% (17)	9% (4)	3% (2)	13% (7)	51
#1 Issue: Other	3% (2)	12% (7)	7% (5)	29% (18)	6% (4)	9% (6)	34% (22)	63
2018 House Vote: Democrat	8% (28)	23% (76)	3% (9)	45% (151)	2% (7)	9% (31)	10% (33)	333
2018 House Vote: Republican	13% (19)	17% (26)	2% (3)	39% (59)	5% (8)	13% (19)	11% (17)	152
2016 Vote: Hillary Clinton	10% (34)	21% (72)	2% (7)	43% (146)	2% (6)	11% (37)	10% (34)	337
2016 Vote: Donald Trump	9% (15)	16% (29)	3% (5)	41% (73)	5% (8)	15% (26)	12% (20)	176
2016 Vote: Didn't Vote	10% (47)	17% (79)	6% (28)	29% (134)	3% (16)	16% (71)	18% (81)	454
Voted in 2014: Yes	11% (44)	19% (77)	2% (8)	46% (189)	2% (8)	9% (39)	12% (49)	415
Voted in 2014: No	9% (56)	18% (107)	6% (34)	31% (182)	4% (22)	16% (96)	15% (90)	585
2012 Vote: Barack Obama	11% (37)	21% (69)	2% (8)	45% (150)	1% (3)	9% (31)	11% (38)	335
2012 Vote: Mitt Romney	8% (10)	15% (18)	1% (1)	43% (50)	6% (7)	14% (16)	13% (16)	118
2012 Vote: Didn't Vote	10% (52)	18% (92)	6% (32)	30% (158)	4% (20)	16% (87)	16% (84)	525
4-Region: Northeast	12% (25)	19% (38)	5% (10)	33% (66)	3% (6)	12% (24)	15% (29)	199
4-Region: Midwest	9% (12)	13% (17)	9% (12)	38% (48)	4% (5)	13% (16)	15% (19)	128
4-Region: South	8% (18)	17% (38)	5% (11)	34% (78)	4% (10)	16% (36)	16% (37)	229
4-Region: West	10% (45)	20% (90)	2% (9)	40% (178)	2% (9)	13% (59)	12% (55)	445

Continued on next page

**Table MCFE27\_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
Asian Adults	10% (100)	18% (184)	4% (42)	37% (371)	3% (30)	13% (135)	14% (140)	1000
Chinese	9% (30)	16% (53)	3% (10)	41% (138)	3% (11)	19% (64)	11% (36)	341
Filipino	10% (14)	16% (22)	2% (2)	32% (44)	3% (5)	11% (16)	26% (35)	138
Indian	11% (12)	12% (12)	6% (6)	36% (38)	8% (8)	13% (13)	14% (15)	104
Vietnamese	13% (10)	27% (20)	10% (8)	31% (23)	— (0)	8% (6)	11% (8)	75
Korean	16% (15)	20% (18)	5% (5)	34% (32)	4% (4)	13% (12)	7% (6)	92
Japanese	6% (9)	19% (26)	1% (1)	48% (65)	1% (1)	10% (14)	14% (19)	135
Other Asian	9% (10)	27% (30)	9% (10)	27% (30)	1% (2)	9% (10)	18% (20)	112
Speaks only English at home	8% (47)	19% (103)	2% (13)	41% (230)	3% (17)	13% (74)	13% (74)	558
Speaks mostly English at home	13% (33)	15% (39)	7% (17)	35% (88)	4% (10)	8% (21)	17% (44)	253
Speaks both English and other language at home	11% (11)	28% (28)	3% (3)	24% (24)	2% (1)	19% (18)	14% (13)	98
Speaks mostly other language at home	10% (8)	8% (6)	12% (9)	32% (25)	1% (1)	28% (22)	9% (7)	77
Trump supporter	11% (25)	14% (32)	4% (9)	39% (90)	5% (11)	15% (34)	13% (29)	229
Biden supporter	11% (63)	20% (122)	4% (25)	38% (225)	3% (18)	12% (73)	12% (70)	595
Sports fans	10% (67)	20% (133)	5% (31)	40% (270)	3% (24)	12% (83)	10% (71)	679
Avid sports fans	13% (25)	19% (36)	4% (7)	41% (78)	3% (6)	14% (26)	5% (10)	190
Sports fans, Age: 18-34	14% (27)	21% (40)	7% (13)	34% (64)	3% (6)	11% (21)	9% (17)	187
Sports fans, Age: 35-44	10% (15)	19% (28)	6% (9)	35% (53)	9% (14)	7% (11)	13% (20)	150
Sports fans, Age: 45-64	7% (17)	17% (41)	4% (9)	48% (114)	1% (3)	12% (29)	10% (23)	236
Sports fans, Age: 65+	7% (8)	23% (25)	— (0)	37% (39)	1% (1)	21% (23)	10% (11)	107
Movie studios should diversify teams	10% (71)	18% (130)	4% (28)	38% (274)	4% (25)	14% (103)	11% (82)	713
Movie studios should diversify stories	12% (73)	18% (113)	5% (29)	38% (244)	4% (26)	13% (82)	10% (66)	635
Concerned about Covid	10% (95)	19% (170)	5% (41)	36% (331)	2% (21)	14% (131)	14% (125)	913
No experience with Covid	8% (41)	17% (87)	3% (17)	38% (198)	3% (14)	14% (75)	17% (86)	518
Health care major factor for election	12% (84)	20% (140)	4% (28)	37% (264)	2% (11)	13% (95)	12% (85)	708

Continued on next page

**Table MCFE27\_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
Asian Adults	10% (100)	18% (184)	4% (42)	37% (371)	3% (30)	13% (135)	14% (140)	1000
Social media users	10% (98)	18% (175)	4% (42)	37% (352)	3% (30)	13% (122)	14% (132)	951
WhatsApp users	10% (37)	18% (64)	5% (17)	37% (129)	3% (12)	11% (37)	16% (56)	352
WeChat users	15% (26)	16% (27)	5% (8)	41% (71)	4% (6)	14% (23)	6% (11)	173
Social media news source at least once a week	12% (79)	20% (128)	5% (35)	36% (234)	3% (22)	12% (82)	12% (77)	657

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

**Table MCFE28:** *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
Asian Adults	58%	(583)	33%	(331)	5%	(50)	3%	(30)	1%	(7)	1000
Gender: Male	57%	(266)	34%	(161)	5%	(24)	3%	(13)	1%	(6)	470
Gender: Female	60%	(317)	32%	(170)	5%	(26)	3%	(16)	—	(1)	530
Age: 18-34	58%	(185)	30%	(97)	6%	(20)	4%	(12)	2%	(6)	320
Age: 35-44	62%	(116)	29%	(54)	7%	(13)	2%	(3)	—	(1)	186
Age: 45-64	61%	(203)	32%	(106)	4%	(12)	4%	(13)	—	(0)	335
Age: 65+	50%	(79)	47%	(74)	3%	(4)	1%	(1)	—	(0)	158
GenZers: 1997-2012	57%	(80)	31%	(44)	7%	(10)	3%	(5)	2%	(3)	142
Millennials: 1981-1996	61%	(175)	28%	(80)	6%	(18)	3%	(8)	2%	(4)	286
GenXers: 1965-1980	59%	(170)	32%	(94)	4%	(13)	5%	(13)	—	(0)	289
Baby Boomers: 1946-1964	58%	(149)	37%	(94)	3%	(8)	1%	(4)	—	(0)	255
PID: Dem (no lean)	71%	(284)	26%	(104)	3%	(10)	1%	(4)	—	(0)	402
PID: Ind (no lean)	51%	(188)	36%	(134)	5%	(19)	5%	(20)	2%	(7)	368
PID: Rep (no lean)	48%	(111)	40%	(93)	9%	(20)	3%	(6)	—	(0)	230
PID/Gender: Dem Men	68%	(113)	29%	(47)	3%	(5)	1%	(2)	—	(0)	167
PID/Gender: Dem Women	73%	(171)	24%	(57)	2%	(6)	1%	(2)	—	(0)	235
PID/Gender: Ind Men	51%	(90)	35%	(62)	4%	(8)	5%	(9)	4%	(6)	176
PID/Gender: Ind Women	51%	(98)	37%	(72)	6%	(11)	6%	(11)	—	(1)	193
PID/Gender: Rep Men	49%	(63)	40%	(51)	9%	(11)	2%	(3)	—	(0)	128
PID/Gender: Rep Women	47%	(48)	41%	(42)	9%	(9)	3%	(3)	—	(0)	102
Ideo: Liberal (1-3)	68%	(206)	27%	(83)	3%	(9)	2%	(6)	—	(0)	304
Ideo: Moderate (4)	58%	(216)	37%	(136)	2%	(8)	3%	(11)	—	(0)	372
Ideo: Conservative (5-7)	50%	(121)	36%	(88)	10%	(24)	3%	(8)	—	(0)	241
Educ: < College	54%	(228)	34%	(142)	6%	(25)	5%	(19)	2%	(6)	420
Educ: Bachelors degree	62%	(205)	32%	(106)	4%	(12)	2%	(7)	—	(0)	330
Educ: Post-grad	60%	(150)	33%	(82)	5%	(13)	2%	(4)	—	(1)	250
Income: Under 50k	56%	(233)	33%	(135)	4%	(18)	5%	(19)	2%	(7)	412
Income: 50k-100k	59%	(178)	34%	(103)	5%	(16)	2%	(6)	—	(0)	303
Income: 100k+	61%	(172)	33%	(93)	5%	(15)	1%	(4)	—	(0)	284
Ethnicity: Other	58%	(583)	33%	(331)	5%	(50)	3%	(30)	1%	(7)	1000

Continued on next page

**Table MCFE28:** *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
Asian Adults	58%	(583)	33%	(331)	5%	(50)	3%	(30)	1%	(7)	1000
All Christian	59%	(186)	33%	(104)	7%	(22)	2%	(5)	—	(0)	317
All Non-Christian	61%	(144)	31%	(75)	4%	(9)	4%	(9)	1%	(1)	239
Atheist	64%	(42)	29%	(19)	3%	(2)	5%	(3)	—	(0)	67
Agnostic/Nothing in particular	60%	(171)	33%	(94)	2%	(6)	4%	(10)	2%	(6)	288
Something Else	42%	(38)	43%	(38)	12%	(11)	3%	(3)	—	(0)	90
Religious Non-Protestant/Catholic	61%	(148)	31%	(76)	4%	(9)	4%	(9)	1%	(1)	244
Evangelical	49%	(73)	36%	(53)	13%	(19)	3%	(4)	—	(0)	148
Non-Evangelical	58%	(146)	35%	(89)	6%	(14)	1%	(3)	—	(0)	252
Community: Urban	66%	(216)	28%	(94)	3%	(11)	2%	(6)	1%	(3)	329
Community: Suburban	54%	(320)	36%	(211)	6%	(34)	4%	(22)	1%	(4)	591
Community: Rural	59%	(47)	33%	(26)	6%	(5)	2%	(1)	—	(0)	79
Employ: Private Sector	59%	(225)	32%	(120)	5%	(18)	4%	(16)	—	(1)	380
Employ: Government	53%	(30)	30%	(17)	4%	(2)	7%	(4)	6%	(3)	57
Employ: Self-Employed	54%	(43)	42%	(33)	3%	(2)	1%	(1)	—	(0)	80
Employ: Homemaker	63%	(51)	27%	(22)	9%	(7)	1%	(1)	—	(0)	80
Employ: Student	61%	(57)	32%	(30)	6%	(6)	1%	(1)	—	(0)	93
Employ: Retired	50%	(79)	47%	(75)	2%	(4)	1%	(2)	—	(0)	159
Employ: Unemployed	67%	(88)	20%	(27)	7%	(9)	3%	(5)	2%	(3)	131
Military HH: Yes	52%	(35)	30%	(20)	13%	(9)	5%	(4)	—	(0)	68
Military HH: No	59%	(547)	33%	(310)	4%	(41)	3%	(26)	1%	(7)	932
RD/WT: Right Direction	48%	(105)	33%	(72)	12%	(27)	5%	(11)	2%	(4)	218
RD/WT: Wrong Track	61%	(478)	33%	(259)	3%	(23)	2%	(19)	—	(3)	782
Trump Job Approve	42%	(101)	39%	(95)	12%	(29)	6%	(14)	1%	(3)	241
Trump Job Disapprove	65%	(456)	31%	(217)	2%	(16)	2%	(12)	—	(3)	705
Trump Job Strongly Approve	47%	(52)	26%	(29)	15%	(17)	9%	(10)	3%	(3)	112
Trump Job Somewhat Approve	37%	(49)	51%	(66)	9%	(12)	2%	(3)	—	(0)	130
Trump Job Somewhat Disapprove	49%	(96)	44%	(86)	3%	(6)	4%	(8)	—	(0)	196
Trump Job Strongly Disapprove	71%	(360)	26%	(132)	2%	(9)	1%	(5)	1%	(3)	509
Favorable of Trump	42%	(107)	41%	(104)	11%	(28)	6%	(14)	1%	(3)	256
Unfavorable of Trump	65%	(448)	31%	(211)	3%	(19)	1%	(8)	—	(0)	687

Continued on next page

**Table MCFE28:** *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
Asian Adults	58%	(583)	33%	(331)	5%	(50)	3%	(30)	1%	(7)	1000
Very Favorable of Trump	38%	(43)	35%	(39)	15%	(17)	9%	(10)	3%	(3)	113
Somewhat Favorable of Trump	44%	(63)	45%	(65)	8%	(11)	3%	(4)	—	(0)	142
Somewhat Unfavorable of Trump	50%	(73)	42%	(61)	6%	(8)	2%	(3)	—	(0)	146
Very Unfavorable of Trump	69%	(375)	28%	(150)	2%	(10)	1%	(5)	—	(0)	540
#1 Issue: Economy	54%	(217)	38%	(153)	5%	(19)	4%	(14)	—	(0)	404
#1 Issue: Security	41%	(27)	36%	(24)	13%	(9)	6%	(4)	4%	(3)	66
#1 Issue: Health Care	69%	(183)	25%	(67)	2%	(6)	3%	(7)	—	(1)	264
#1 Issue: Medicare / Social Security	50%	(40)	42%	(33)	8%	(6)	—	(0)	—	(0)	80
#1 Issue: Women's Issues	65%	(33)	25%	(13)	7%	(4)	2%	(1)	—	(0)	51
#1 Issue: Other	56%	(35)	30%	(19)	7%	(5)	1%	(1)	6%	(3)	63
2018 House Vote: Democrat	72%	(239)	25%	(83)	2%	(8)	1%	(4)	—	(0)	333
2018 House Vote: Republican	46%	(70)	40%	(61)	10%	(15)	4%	(6)	—	(0)	152
2016 Vote: Hillary Clinton	73%	(245)	24%	(82)	1%	(5)	1%	(4)	—	(0)	337
2016 Vote: Donald Trump	42%	(74)	47%	(83)	8%	(14)	3%	(5)	—	(0)	176
2016 Vote: Didn't Vote	54%	(247)	34%	(154)	6%	(27)	4%	(19)	2%	(7)	454
Voted in 2014: Yes	63%	(261)	30%	(126)	5%	(19)	2%	(9)	—	(0)	415
Voted in 2014: No	55%	(322)	35%	(205)	5%	(31)	3%	(20)	1%	(7)	585
2012 Vote: Barack Obama	70%	(236)	27%	(92)	1%	(3)	1%	(4)	—	(0)	335
2012 Vote: Mitt Romney	36%	(43)	48%	(57)	12%	(15)	3%	(4)	—	(0)	118
2012 Vote: Didn't Vote	56%	(294)	33%	(175)	6%	(30)	4%	(20)	1%	(7)	525
4-Region: Northeast	60%	(120)	33%	(65)	5%	(9)	2%	(4)	—	(1)	199
4-Region: Midwest	49%	(63)	36%	(46)	10%	(13)	5%	(6)	—	(0)	128
4-Region: South	57%	(131)	31%	(71)	7%	(17)	3%	(7)	2%	(3)	229
4-Region: West	61%	(269)	33%	(149)	3%	(11)	3%	(13)	1%	(3)	445
Chinese	60%	(205)	35%	(119)	4%	(12)	1%	(2)	1%	(3)	341
Filipino	60%	(83)	28%	(38)	8%	(11)	2%	(3)	2%	(3)	138
Indian	61%	(64)	35%	(36)	4%	(4)	—	(0)	—	(0)	104
Vietnamese	51%	(39)	35%	(26)	8%	(6)	6%	(5)	—	(0)	75
Korean	56%	(51)	36%	(33)	4%	(4)	4%	(3)	—	(0)	92
Japanese	54%	(73)	35%	(48)	5%	(6)	6%	(8)	—	(0)	135
Other Asian	57%	(64)	28%	(31)	6%	(7)	7%	(8)	1%	(1)	112

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**Table MCFE28:** 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
Asian Adults	58%	(583)	33%	(331)	5%	(50)	3%	(30)	1%	(7)	1000
Speaks only English at home	55%	(309)	33%	(186)	7%	(42)	3%	(19)	1%	(3)	558
Speaks mostly English at home	58%	(148)	35%	(88)	2%	(6)	3%	(8)	1%	(3)	253
Speaks both English and other language at home	67%	(66)	29%	(28)	1%	(1)	2%	(2)	1%	(1)	98
Speaks mostly other language at home	71%	(55)	28%	(22)	1%	(1)	—	(0)	—	(0)	77
Trump supporter	39%	(90)	42%	(97)	11%	(25)	6%	(14)	1%	(3)	229
Biden supporter	67%	(400)	29%	(172)	3%	(15)	1%	(5)	—	(3)	595
Sports fans	58%	(395)	35%	(237)	5%	(32)	2%	(14)	—	(0)	679
Avid sports fans	63%	(120)	32%	(61)	3%	(6)	1%	(3)	—	(0)	190
Sports fans, Age: 18-34	59%	(109)	34%	(64)	5%	(9)	2%	(4)	—	(0)	187
Sports fans, Age: 35-44	62%	(92)	30%	(45)	8%	(11)	1%	(1)	—	(0)	150
Sports fans, Age: 45-64	60%	(141)	33%	(79)	3%	(8)	3%	(8)	—	(0)	236
Sports fans, Age: 65+	50%	(53)	46%	(50)	3%	(3)	1%	(1)	—	(0)	107
Movie studios should diversify teams	62%	(442)	33%	(234)	4%	(26)	1%	(8)	—	(3)	713
Movie studios should diversify stories	64%	(406)	31%	(195)	4%	(25)	1%	(6)	—	(3)	635
Concerned about Covid	64%	(583)	36%	(331)	—	(0)	—	(0)	—	(0)	913
No experience with Covid	52%	(269)	37%	(191)	6%	(30)	4%	(20)	1%	(7)	518
Health care major factor for election	66%	(466)	28%	(198)	3%	(24)	2%	(14)	1%	(6)	708
Social media users	59%	(561)	33%	(309)	5%	(45)	3%	(28)	1%	(7)	951
WhatsApp users	63%	(222)	31%	(108)	5%	(18)	1%	(4)	—	(1)	352
WeChat users	63%	(109)	31%	(54)	4%	(7)	—	(1)	2%	(3)	173
Social media news source at least once a week	60%	(394)	33%	(215)	4%	(28)	2%	(14)	1%	(7)	657

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

**Table MCFE29\_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
Asian Adults	2%	(16)	98%	(984)	1000
Gender: Male	2%	(10)	98%	(460)	470
Gender: Female	1%	(6)	99%	(524)	530
Age: 18-34	3%	(8)	97%	(312)	320
Age: 35-44	3%	(7)	97%	(180)	186
Age: 45-64	1%	(2)	99%	(334)	335
Age: 65+	—	(0)	100%	(158)	158
GenZers: 1997-2012	3%	(4)	97%	(138)	142
Millennials: 1981-1996	2%	(6)	98%	(280)	286
GenXers: 1965-1980	2%	(6)	98%	(284)	289
Baby Boomers: 1946-1964	—	(1)	100%	(254)	255
PID: Dem (no lean)	1%	(6)	99%	(396)	402
PID: Ind (no lean)	2%	(7)	98%	(361)	368
PID: Rep (no lean)	1%	(3)	99%	(227)	230
PID/Gender: Dem Men	2%	(4)	98%	(163)	167
PID/Gender: Dem Women	1%	(2)	99%	(233)	235
PID/Gender: Ind Men	2%	(4)	98%	(171)	176
PID/Gender: Ind Women	2%	(3)	98%	(190)	193
PID/Gender: Rep Men	2%	(2)	98%	(126)	128
PID/Gender: Rep Women	1%	(1)	99%	(101)	102
Ideo: Liberal (1-3)	2%	(5)	98%	(299)	304
Ideo: Moderate (4)	2%	(7)	98%	(365)	372
Ideo: Conservative (5-7)	1%	(3)	99%	(238)	241
Educ: < College	3%	(11)	97%	(409)	420
Educ: Bachelors degree	1%	(2)	99%	(328)	330
Educ: Post-grad	1%	(3)	99%	(247)	250
Income: Under 50k	2%	(8)	98%	(405)	412
Income: 50k-100k	1%	(4)	99%	(300)	303
Income: 100k+	2%	(5)	98%	(279)	284
Ethnicity: Other	2%	(16)	98%	(984)	1000

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**Table MCFE29\_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
Asian Adults	2%	(16)	98%	(984)	1000
All Christian	2%	(6)	98%	(312)	317
All Non-Christian	2%	(5)	98%	(233)	239
Atheist	4%	(3)	96%	(64)	67
Agnostic/Nothing in particular	1%	(2)	99%	(286)	288
Something Else	1%	(1)	99%	(90)	90
Religious Non-Protestant/Catholic	2%	(5)	98%	(238)	244
Evangelical	2%	(3)	98%	(145)	148
Non-Evangelical	1%	(3)	99%	(249)	252
Community: Urban	1%	(3)	99%	(326)	329
Community: Suburban	2%	(13)	98%	(578)	591
Community: Rural	—	(0)	100%	(79)	79
Employ: Private Sector	2%	(7)	98%	(373)	380
Employ: Government	—	(0)	100%	(57)	57
Employ: Self-Employed	1%	(1)	99%	(79)	80
Employ: Homemaker	1%	(1)	99%	(79)	80
Employ: Student	7%	(7)	93%	(86)	93
Employ: Retired	—	(0)	100%	(159)	159
Employ: Unemployed	—	(1)	100%	(131)	131
Military HH: Yes	—	(0)	100%	(68)	68
Military HH: No	2%	(16)	98%	(916)	932
RD/WT: Right Direction	—	(1)	100%	(217)	218
RD/WT: Wrong Track	2%	(16)	98%	(766)	782
Trump Job Approve	2%	(6)	98%	(236)	241
Trump Job Disapprove	2%	(11)	98%	(694)	705
Trump Job Strongly Approve	1%	(1)	99%	(110)	112
Trump Job Somewhat Approve	3%	(4)	97%	(126)	130
Trump Job Somewhat Disapprove	3%	(5)	97%	(191)	196
Trump Job Strongly Disapprove	1%	(6)	99%	(503)	509
Favorable of Trump	2%	(6)	98%	(250)	256
Unfavorable of Trump	1%	(10)	99%	(677)	687

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**Table MCFE29\_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
Asian Adults	2%	(16)	98%	(984)	1000
Very Favorable of Trump	3%	(4)	97%	(109)	113
Somewhat Favorable of Trump	1%	(2)	99%	(141)	142
Somewhat Unfavorable of Trump	1%	(1)	99%	(145)	146
Very Unfavorable of Trump	2%	(8)	98%	(532)	540
#1 Issue: Economy	2%	(9)	98%	(394)	404
#1 Issue: Security	—	(0)	100%	(66)	66
#1 Issue: Health Care	1%	(3)	99%	(261)	264
#1 Issue: Medicare / Social Security	1%	(1)	99%	(79)	80
#1 Issue: Women's Issues	1%	(1)	99%	(50)	51
#1 Issue: Other	—	(0)	100%	(63)	63
2018 House Vote: Democrat	1%	(4)	99%	(329)	333
2018 House Vote: Republican	—	(1)	100%	(151)	152
2016 Vote: Hillary Clinton	1%	(4)	99%	(332)	337
2016 Vote: Donald Trump	1%	(2)	99%	(174)	176
2016 Vote: Didn't Vote	2%	(10)	98%	(444)	454
Voted in 2014: Yes	1%	(5)	99%	(409)	415
Voted in 2014: No	2%	(11)	98%	(574)	585
2012 Vote: Barack Obama	—	(2)	100%	(334)	335
2012 Vote: Mitt Romney	1%	(2)	99%	(116)	118
2012 Vote: Didn't Vote	3%	(13)	97%	(512)	525
4-Region: Northeast	3%	(6)	97%	(192)	199
4-Region: Midwest	1%	(1)	99%	(127)	128
4-Region: South	2%	(5)	98%	(224)	229
4-Region: West	1%	(4)	99%	(441)	445
Chinese	1%	(4)	99%	(337)	341
Filipino	—	(0)	100%	(138)	138
Indian	2%	(2)	98%	(102)	104
Vietnamese	5%	(3)	95%	(72)	75
Korean	—	(0)	100%	(92)	92
Japanese	1%	(1)	99%	(134)	135
Other Asian	6%	(7)	94%	(105)	112

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**Table MCFE29\_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
Asian Adults	2%	(16)	98%	(984)	1000
Speaks only English at home	2%	(8)	98%	(549)	558
Speaks mostly English at home	3%	(7)	97%	(245)	253
Speaks both English and other language at home	—	(0)	100%	(98)	98
Speaks mostly other language at home	1%	(1)	99%	(76)	77
Trump supporter	2%	(6)	98%	(224)	229
Biden supporter	1%	(6)	99%	(589)	595
Sports fans	1%	(9)	99%	(670)	679
Avid sports fans	2%	(4)	98%	(185)	190
Sports fans, Age: 18-34	1%	(1)	99%	(185)	187
Sports fans, Age: 35-44	4%	(7)	96%	(143)	150
Sports fans, Age: 45-64	1%	(2)	99%	(234)	236
Sports fans, Age: 65+	—	(0)	100%	(107)	107
Movie studios should diversify teams	2%	(11)	98%	(702)	713
Movie studios should diversify stories	1%	(8)	99%	(627)	635
Concerned about Covid	1%	(13)	99%	(900)	913
No experience with Covid	—	(0)	100%	(518)	518
Health care major factor for election	1%	(9)	99%	(699)	708
Social media users	2%	(16)	98%	(935)	951
WhatsApp users	3%	(9)	97%	(343)	352
WeChat users	1%	(1)	99%	(171)	173
Social media news source at least once a week	2%	(10)	98%	(647)	657

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

**Table MCFE29\_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
Asian Adults	13%	(133)	87%	(867)	1000
Gender: Male	14%	(64)	86%	(406)	470
Gender: Female	13%	(69)	87%	(461)	530
Age: 18-34	15%	(47)	85%	(273)	320
Age: 35-44	13%	(25)	87%	(162)	186
Age: 45-64	13%	(45)	87%	(291)	335
Age: 65+	10%	(16)	90%	(142)	158
GenZers: 1997-2012	12%	(17)	88%	(125)	142
Millennials: 1981-1996	17%	(47)	83%	(238)	286
GenXers: 1965-1980	12%	(33)	88%	(256)	289
Baby Boomers: 1946-1964	13%	(34)	87%	(221)	255
PID: Dem (no lean)	15%	(58)	85%	(344)	402
PID: Ind (no lean)	12%	(45)	88%	(323)	368
PID: Rep (no lean)	13%	(29)	87%	(201)	230
PID/Gender: Dem Men	16%	(26)	84%	(140)	167
PID/Gender: Dem Women	14%	(32)	86%	(203)	235
PID/Gender: Ind Men	12%	(21)	88%	(154)	176
PID/Gender: Ind Women	12%	(24)	88%	(169)	193
PID/Gender: Rep Men	13%	(17)	87%	(111)	128
PID/Gender: Rep Women	12%	(13)	88%	(89)	102
Ideo: Liberal (1-3)	16%	(50)	84%	(255)	304
Ideo: Moderate (4)	14%	(51)	86%	(321)	372
Ideo: Conservative (5-7)	10%	(24)	90%	(217)	241
Educ: < College	12%	(49)	88%	(371)	420
Educ: Bachelors degree	15%	(48)	85%	(282)	330
Educ: Post-grad	14%	(36)	86%	(214)	250
Income: Under 50k	13%	(53)	87%	(360)	412
Income: 50k-100k	14%	(42)	86%	(261)	303
Income: 100k+	13%	(38)	87%	(246)	284
Ethnicity: Other	13%	(133)	87%	(867)	1000

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**Table MCFE29\_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
Asian Adults	13%	(133)	87%	(867)	1000
All Christian	15%	(46)	85%	(271)	317
All Non-Christian	12%	(28)	88%	(210)	239
Atheist	25%	(16)	75%	(50)	67
Agnostic/Nothing in particular	10%	(29)	90%	(258)	288
Something Else	14%	(12)	86%	(78)	90
Religious Non-Protestant/Catholic	12%	(29)	88%	(215)	244
Evangelical	13%	(19)	87%	(129)	148
Non-Evangelical	15%	(38)	85%	(214)	252
Community: Urban	15%	(51)	85%	(279)	329
Community: Suburban	12%	(71)	88%	(520)	591
Community: Rural	14%	(11)	86%	(68)	79
Employ: Private Sector	16%	(60)	84%	(320)	380
Employ: Government	11%	(6)	89%	(51)	57
Employ: Self-Employed	12%	(10)	88%	(70)	80
Employ: Homemaker	11%	(9)	89%	(71)	80
Employ: Student	14%	(13)	86%	(80)	93
Employ: Retired	10%	(16)	90%	(143)	159
Employ: Unemployed	11%	(15)	89%	(117)	131
Military HH: Yes	13%	(9)	87%	(59)	68
Military HH: No	13%	(124)	87%	(808)	932
RD/WT: Right Direction	8%	(18)	92%	(200)	218
RD/WT: Wrong Track	15%	(115)	85%	(667)	782
Trump Job Approve	11%	(28)	89%	(214)	241
Trump Job Disapprove	14%	(102)	86%	(603)	705
Trump Job Strongly Approve	16%	(17)	84%	(94)	112
Trump Job Somewhat Approve	8%	(10)	92%	(119)	130
Trump Job Somewhat Disapprove	12%	(23)	88%	(172)	196
Trump Job Strongly Disapprove	15%	(79)	85%	(430)	509
Favorable of Trump	10%	(26)	90%	(230)	256
Unfavorable of Trump	15%	(105)	85%	(582)	687

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**Table MCFE29\_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
Asian Adults	13%	(133)	87%	(867)	1000
Very Favorable of Trump	18%	(20)	82%	(93)	113
Somewhat Favorable of Trump	4%	(6)	96%	(137)	142
Somewhat Unfavorable of Trump	14%	(21)	86%	(125)	146
Very Unfavorable of Trump	15%	(83)	85%	(457)	540
#1 Issue: Economy	13%	(54)	87%	(349)	404
#1 Issue: Security	6%	(4)	94%	(62)	66
#1 Issue: Health Care	14%	(38)	86%	(226)	264
#1 Issue: Medicare / Social Security	8%	(7)	92%	(73)	80
#1 Issue: Women's Issues	17%	(9)	83%	(42)	51
#1 Issue: Other	10%	(6)	90%	(57)	63
2018 House Vote: Democrat	16%	(53)	84%	(280)	333
2018 House Vote: Republican	12%	(18)	88%	(134)	152
2016 Vote: Hillary Clinton	16%	(52)	84%	(284)	337
2016 Vote: Donald Trump	12%	(21)	88%	(155)	176
2016 Vote: Didn't Vote	12%	(56)	88%	(398)	454
Voted in 2014: Yes	15%	(62)	85%	(352)	415
Voted in 2014: No	12%	(71)	88%	(515)	585
2012 Vote: Barack Obama	16%	(54)	84%	(282)	335
2012 Vote: Mitt Romney	12%	(15)	88%	(104)	118
2012 Vote: Didn't Vote	12%	(62)	88%	(462)	525
4-Region: Northeast	14%	(28)	86%	(171)	199
4-Region: Midwest	17%	(21)	83%	(107)	128
4-Region: South	15%	(34)	85%	(195)	229
4-Region: West	11%	(50)	89%	(395)	445
Chinese	13%	(45)	87%	(295)	341
Filipino	11%	(15)	89%	(123)	138
Indian	19%	(19)	81%	(85)	104
Vietnamese	16%	(12)	84%	(63)	75
Korean	9%	(8)	91%	(84)	92
Japanese	8%	(11)	92%	(124)	135
Other Asian	20%	(22)	80%	(90)	112

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**Table MCFE29\_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
Asian Adults	13%	(133)	87%	(867)	1000
Speaks only English at home	13%	(74)	87%	(484)	558
Speaks mostly English at home	13%	(33)	87%	(220)	253
Speaks both English and other language at home	14%	(14)	86%	(84)	98
Speaks mostly other language at home	14%	(11)	86%	(66)	77
Trump supporter	12%	(28)	88%	(201)	229
Biden supporter	15%	(87)	85%	(509)	595
Sports fans	13%	(87)	87%	(592)	679
Avid sports fans	13%	(25)	87%	(165)	190
Sports fans, Age: 18-34	15%	(27)	85%	(159)	187
Sports fans, Age: 35-44	13%	(20)	87%	(130)	150
Sports fans, Age: 45-64	14%	(32)	86%	(203)	236
Sports fans, Age: 65+	7%	(7)	93%	(99)	107
Movie studios should diversify teams	15%	(105)	85%	(608)	713
Movie studios should diversify stories	16%	(99)	84%	(535)	635
Concerned about Covid	14%	(125)	86%	(788)	913
No experience with Covid	—	(0)	100%	(518)	518
Health care major factor for election	15%	(107)	85%	(601)	708
Social media users	13%	(126)	87%	(825)	951
WhatsApp users	14%	(51)	86%	(301)	352
WeChat users	9%	(16)	91%	(157)	173
Social media news source at least once a week	13%	(84)	87%	(573)	657

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

**Table MCFE29\_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
Asian Adults	10%	(97)	90%	(903)	1000
Gender: Male	7%	(33)	93%	(437)	470
Gender: Female	12%	(64)	88%	(466)	530
Age: 18-34	10%	(33)	90%	(287)	320
Age: 35-44	10%	(18)	90%	(168)	186
Age: 45-64	9%	(30)	91%	(306)	335
Age: 65+	10%	(16)	90%	(142)	158
GenZers: 1997-2012	8%	(12)	92%	(130)	142
Millennials: 1981-1996	10%	(29)	90%	(257)	286
GenXers: 1965-1980	12%	(34)	88%	(256)	289
Baby Boomers: 1946-1964	8%	(20)	92%	(235)	255
PID: Dem (no lean)	13%	(52)	87%	(350)	402
PID: Ind (no lean)	9%	(33)	91%	(335)	368
PID: Rep (no lean)	5%	(12)	95%	(218)	230
PID/Gender: Dem Men	9%	(16)	91%	(151)	167
PID/Gender: Dem Women	15%	(36)	85%	(199)	235
PID/Gender: Ind Men	7%	(13)	93%	(163)	176
PID/Gender: Ind Women	11%	(21)	89%	(172)	193
PID/Gender: Rep Men	4%	(5)	96%	(123)	128
PID/Gender: Rep Women	7%	(7)	93%	(95)	102
Ideo: Liberal (1-3)	12%	(37)	88%	(267)	304
Ideo: Moderate (4)	9%	(33)	91%	(339)	372
Ideo: Conservative (5-7)	8%	(19)	92%	(223)	241
Educ: < College	7%	(27)	93%	(393)	420
Educ: Bachelors degree	11%	(35)	89%	(295)	330
Educ: Post-grad	14%	(34)	86%	(216)	250
Income: Under 50k	10%	(39)	90%	(373)	412
Income: 50k-100k	9%	(27)	91%	(277)	303
Income: 100k+	11%	(31)	89%	(253)	284
Ethnicity: Other	10%	(97)	90%	(903)	1000

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**Table MCFE29\_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
Asian Adults	10%	(97)	90%	(903)	1000
All Christian	11%	(35)	89%	(282)	317
All Non-Christian	16%	(39)	84%	(200)	239
Atheist	7%	(4)	93%	(62)	67
Agnostic/Nothing in particular	5%	(15)	95%	(272)	288
Something Else	4%	(3)	96%	(87)	90
Religious Non-Protestant/Catholic	16%	(39)	84%	(205)	244
Evangelical	10%	(15)	90%	(133)	148
Non-Evangelical	9%	(23)	91%	(229)	252
Community: Urban	11%	(37)	89%	(292)	329
Community: Suburban	10%	(57)	90%	(535)	591
Community: Rural	4%	(3)	96%	(76)	79
Employ: Private Sector	11%	(42)	89%	(338)	380
Employ: Government	8%	(5)	92%	(52)	57
Employ: Self-Employed	10%	(8)	90%	(72)	80
Employ: Homemaker	5%	(4)	95%	(76)	80
Employ: Student	11%	(11)	89%	(82)	93
Employ: Retired	8%	(13)	92%	(146)	159
Employ: Unemployed	10%	(13)	90%	(118)	131
Military HH: Yes	9%	(6)	91%	(62)	68
Military HH: No	10%	(91)	90%	(841)	932
RD/WT: Right Direction	4%	(8)	96%	(210)	218
RD/WT: Wrong Track	11%	(89)	89%	(693)	782
Trump Job Approve	6%	(14)	94%	(227)	241
Trump Job Disapprove	12%	(83)	88%	(622)	705
Trump Job Strongly Approve	10%	(11)	90%	(101)	112
Trump Job Somewhat Approve	2%	(3)	98%	(127)	130
Trump Job Somewhat Disapprove	13%	(24)	87%	(171)	196
Trump Job Strongly Disapprove	11%	(58)	89%	(450)	509
Favorable of Trump	7%	(17)	93%	(238)	256
Unfavorable of Trump	11%	(79)	89%	(608)	687

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**Table MCFE29\_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
Asian Adults	10%	(97)	90%	(903)	1000
Very Favorable of Trump	9%	(10)	91%	(104)	113
Somewhat Favorable of Trump	5%	(8)	95%	(135)	142
Somewhat Unfavorable of Trump	10%	(15)	90%	(131)	146
Very Unfavorable of Trump	12%	(63)	88%	(477)	540
#1 Issue: Economy	8%	(33)	92%	(371)	404
#1 Issue: Security	13%	(9)	87%	(57)	66
#1 Issue: Health Care	11%	(28)	89%	(236)	264
#1 Issue: Medicare / Social Security	11%	(9)	89%	(71)	80
#1 Issue: Women's Issues	1%	(1)	99%	(50)	51
#1 Issue: Other	16%	(10)	84%	(53)	63
2018 House Vote: Democrat	13%	(44)	87%	(289)	333
2018 House Vote: Republican	8%	(12)	92%	(140)	152
2016 Vote: Hillary Clinton	13%	(43)	87%	(293)	337
2016 Vote: Donald Trump	7%	(12)	93%	(163)	176
2016 Vote: Didn't Vote	9%	(40)	91%	(414)	454
Voted in 2014: Yes	12%	(49)	88%	(365)	415
Voted in 2014: No	8%	(48)	92%	(538)	585
2012 Vote: Barack Obama	11%	(38)	89%	(297)	335
2012 Vote: Mitt Romney	7%	(9)	93%	(109)	118
2012 Vote: Didn't Vote	9%	(49)	91%	(476)	525
4-Region: Northeast	17%	(34)	83%	(165)	199
4-Region: Midwest	10%	(13)	90%	(115)	128
4-Region: South	13%	(29)	87%	(200)	229
4-Region: West	5%	(22)	95%	(423)	445
Chinese	7%	(25)	93%	(316)	341
Filipino	7%	(10)	93%	(128)	138
Indian	20%	(21)	80%	(83)	104
Vietnamese	8%	(6)	92%	(69)	75
Korean	8%	(7)	92%	(85)	92
Japanese	3%	(5)	97%	(130)	135
Other Asian	19%	(22)	81%	(90)	112

Continued on next page

**Table MCFE29\_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
Asian Adults	10%	(97)	90%	(903)	1000
Speaks only English at home	8%	(43)	92%	(515)	558
Speaks mostly English at home	12%	(31)	88%	(222)	253
Speaks both English and other language at home	15%	(15)	85%	(83)	98
Speaks mostly other language at home	10%	(8)	90%	(69)	77
Trump supporter	6%	(14)	94%	(215)	229
Biden supporter	12%	(74)	88%	(522)	595
Sports fans	9%	(63)	91%	(616)	679
Avid sports fans	8%	(16)	92%	(174)	190
Sports fans, Age: 18-34	9%	(18)	91%	(169)	187
Sports fans, Age: 35-44	10%	(15)	90%	(135)	150
Sports fans, Age: 45-64	9%	(21)	91%	(215)	236
Sports fans, Age: 65+	9%	(10)	91%	(97)	107
Movie studios should diversify teams	11%	(78)	89%	(635)	713
Movie studios should diversify stories	12%	(74)	88%	(561)	635
Concerned about Covid	9%	(84)	91%	(829)	913
No experience with Covid	—	(0)	100%	(518)	518
Health care major factor for election	10%	(74)	90%	(634)	708
Social media users	10%	(93)	90%	(858)	951
WhatsApp users	14%	(50)	86%	(302)	352
WeChat users	8%	(14)	92%	(159)	173
Social media news source at least once a week	10%	(68)	90%	(589)	657

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

**Table MCFE29\_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
Asian Adults	1%	(11)	99%	(989)	1000
Gender: Male	1%	(6)	99%	(464)	470
Gender: Female	1%	(5)	99%	(525)	530
Age: 18-34	1%	(4)	99%	(316)	320
Age: 35-44	1%	(3)	99%	(184)	186
Age: 45-64	1%	(4)	99%	(331)	335
Age: 65+	—	(0)	100%	(158)	158
GenZers: 1997-2012	2%	(3)	98%	(139)	142
Millennials: 1981-1996	1%	(4)	99%	(282)	286
GenXers: 1965-1980	2%	(5)	98%	(285)	289
Baby Boomers: 1946-1964	—	(0)	100%	(255)	255
PID: Dem (no lean)	1%	(4)	99%	(398)	402
PID: Ind (no lean)	1%	(2)	99%	(366)	368
PID: Rep (no lean)	2%	(5)	98%	(225)	230
PID/Gender: Dem Men	2%	(3)	98%	(163)	167
PID/Gender: Dem Women	—	(1)	100%	(235)	235
PID/Gender: Ind Men	1%	(2)	99%	(174)	176
PID/Gender: Ind Women	—	(0)	100%	(193)	193
PID/Gender: Rep Men	1%	(1)	99%	(127)	128
PID/Gender: Rep Women	4%	(4)	96%	(98)	102
Ideo: Liberal (1-3)	—	(1)	100%	(304)	304
Ideo: Moderate (4)	2%	(7)	98%	(365)	372
Ideo: Conservative (5-7)	1%	(2)	99%	(239)	241
Educ: < College	1%	(5)	99%	(415)	420
Educ: Bachelors degree	1%	(3)	99%	(327)	330
Educ: Post-grad	1%	(3)	99%	(247)	250
Income: Under 50k	2%	(6)	98%	(406)	412
Income: 50k-100k	1%	(2)	99%	(301)	303
Income: 100k+	1%	(2)	99%	(282)	284
Ethnicity: Other	1%	(11)	99%	(989)	1000

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**Table MCFE29\_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
Asian Adults	1%	(11)	99%	(989)	1000
All Christian	1%	(3)	99%	(315)	317
All Non-Christian	1%	(3)	99%	(236)	239
Atheist	—	(0)	100%	(67)	67
Agnostic/Nothing in particular	2%	(5)	98%	(283)	288
Something Else	1%	(1)	99%	(89)	90
Religious Non-Protestant/Catholic	1%	(3)	99%	(241)	244
Evangelical	—	(1)	100%	(147)	148
Non-Evangelical	1%	(3)	99%	(250)	252
Community: Urban	1%	(5)	99%	(325)	329
Community: Suburban	1%	(6)	99%	(585)	591
Community: Rural	—	(0)	100%	(79)	79
Employ: Private Sector	1%	(5)	99%	(375)	380
Employ: Government	7%	(4)	93%	(53)	57
Employ: Self-Employed	—	(0)	100%	(80)	80
Employ: Homemaker	—	(0)	100%	(80)	80
Employ: Student	1%	(1)	99%	(92)	93
Employ: Retired	—	(0)	100%	(159)	159
Employ: Unemployed	1%	(1)	99%	(130)	131
Military HH: Yes	1%	(1)	99%	(67)	68
Military HH: No	1%	(10)	99%	(922)	932
RD/WT: Right Direction	2%	(5)	98%	(213)	218
RD/WT: Wrong Track	1%	(6)	99%	(776)	782
Trump Job Approve	2%	(6)	98%	(235)	241
Trump Job Disapprove	1%	(5)	99%	(700)	705
Trump Job Strongly Approve	3%	(3)	97%	(108)	112
Trump Job Somewhat Approve	2%	(3)	98%	(127)	130
Trump Job Somewhat Disapprove	2%	(3)	98%	(193)	196
Trump Job Strongly Disapprove	—	(2)	100%	(507)	509
Favorable of Trump	2%	(6)	98%	(250)	256
Unfavorable of Trump	1%	(4)	99%	(682)	687

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**Table MCFE29\_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
Asian Adults	1%	(11)	99%	(989)	1000
Very Favorable of Trump	3%	(3)	97%	(110)	113
Somewhat Favorable of Trump	2%	(2)	98%	(140)	142
Somewhat Unfavorable of Trump	2%	(3)	98%	(143)	146
Very Unfavorable of Trump	—	(1)	100%	(539)	540
#1 Issue: Economy	2%	(7)	98%	(396)	404
#1 Issue: Security	—	(0)	100%	(66)	66
#1 Issue: Health Care	1%	(2)	99%	(262)	264
#1 Issue: Medicare / Social Security	—	(0)	100%	(80)	80
#1 Issue: Women's Issues	1%	(1)	99%	(50)	51
#1 Issue: Other	—	(0)	100%	(63)	63
2018 House Vote: Democrat	—	(2)	100%	(331)	333
2018 House Vote: Republican	2%	(3)	98%	(149)	152
2016 Vote: Hillary Clinton	—	(1)	100%	(335)	337
2016 Vote: Donald Trump	2%	(4)	98%	(171)	176
2016 Vote: Didn't Vote	1%	(5)	99%	(449)	454
Voted in 2014: Yes	1%	(3)	99%	(411)	415
Voted in 2014: No	1%	(8)	99%	(578)	585
2012 Vote: Barack Obama	—	(1)	100%	(335)	335
2012 Vote: Mitt Romney	3%	(3)	97%	(115)	118
2012 Vote: Didn't Vote	1%	(7)	99%	(518)	525
4-Region: Northeast	1%	(3)	99%	(196)	199
4-Region: Midwest	1%	(1)	99%	(127)	128
4-Region: South	1%	(2)	99%	(227)	229
4-Region: West	1%	(5)	99%	(440)	445
Chinese	—	(1)	100%	(340)	341
Filipino	4%	(5)	96%	(133)	138
Indian	2%	(2)	98%	(102)	104
Vietnamese	2%	(2)	98%	(73)	75
Korean	—	(0)	100%	(92)	92
Japanese	—	(0)	100%	(135)	135
Other Asian	1%	(1)	99%	(111)	112

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**Table MCFE29\_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
Asian Adults	1%	(11)	99%	(989)	1000
Speaks only English at home	1%	(5)	99%	(552)	558
Speaks mostly English at home	1%	(4)	99%	(249)	253
Speaks both English and other language at home	1%	(1)	99%	(97)	98
Speaks mostly other language at home	—	(0)	100%	(77)	77
Trump supporter	2%	(5)	98%	(225)	229
Biden supporter	1%	(4)	99%	(591)	595
Sports fans	1%	(8)	99%	(671)	679
Avid sports fans	—	(0)	100%	(190)	190
Sports fans, Age: 18-34	1%	(2)	99%	(184)	187
Sports fans, Age: 35-44	1%	(2)	99%	(148)	150
Sports fans, Age: 45-64	2%	(4)	98%	(232)	236
Sports fans, Age: 65+	—	(0)	100%	(107)	107
Movie studios should diversify teams	1%	(8)	99%	(705)	713
Movie studios should diversify stories	1%	(9)	99%	(626)	635
Concerned about Covid	1%	(9)	99%	(905)	913
No experience with Covid	—	(0)	100%	(518)	518
Health care major factor for election	1%	(7)	99%	(701)	708
Social media users	1%	(11)	99%	(940)	951
WhatsApp users	1%	(3)	99%	(349)	352
WeChat users	1%	(1)	99%	(172)	173
Social media news source at least once a week	1%	(8)	99%	(649)	657

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

**Table MCFE29\_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
Asian Adults	3%	(26)	97%	(974)	1000
Gender: Male	3%	(14)	97%	(456)	470
Gender: Female	2%	(12)	98%	(518)	530
Age: 18-34	4%	(12)	96%	(308)	320
Age: 35-44	2%	(4)	98%	(182)	186
Age: 45-64	2%	(6)	98%	(330)	335
Age: 65+	3%	(4)	97%	(154)	158
GenZers: 1997-2012	2%	(2)	98%	(140)	142
Millennials: 1981-1996	4%	(12)	96%	(273)	286
GenXers: 1965-1980	1%	(4)	99%	(286)	289
Baby Boomers: 1946-1964	3%	(7)	97%	(248)	255
PID: Dem (no lean)	4%	(16)	96%	(385)	402
PID: Ind (no lean)	1%	(5)	99%	(363)	368
PID: Rep (no lean)	2%	(4)	98%	(226)	230
PID/Gender: Dem Men	5%	(8)	95%	(159)	167
PID/Gender: Dem Women	4%	(9)	96%	(227)	235
PID/Gender: Ind Men	2%	(3)	98%	(172)	176
PID/Gender: Ind Women	1%	(2)	99%	(191)	193
PID/Gender: Rep Men	2%	(3)	98%	(125)	128
PID/Gender: Rep Women	2%	(2)	98%	(100)	102
Ideo: Liberal (1-3)	3%	(9)	97%	(295)	304
Ideo: Moderate (4)	2%	(9)	98%	(363)	372
Ideo: Conservative (5-7)	3%	(7)	97%	(235)	241
Educ: < College	2%	(7)	98%	(413)	420
Educ: Bachelors degree	4%	(12)	96%	(318)	330
Educ: Post-grad	3%	(7)	97%	(243)	250
Income: Under 50k	2%	(7)	98%	(405)	412
Income: 50k-100k	4%	(13)	96%	(290)	303
Income: 100k+	2%	(5)	98%	(279)	284
Ethnicity: Other	3%	(26)	97%	(974)	1000

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**Table MCFE29\_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
Asian Adults	3%	(26)	97%	(974)	1000
All Christian	3%	(10)	97%	(307)	317
All Non-Christian	2%	(5)	98%	(234)	239
Atheist	2%	(2)	98%	(65)	67
Agnostic/Nothing in particular	2%	(7)	98%	(281)	288
Something Else	2%	(2)	98%	(88)	90
Religious Non-Protestant/Catholic	2%	(5)	98%	(239)	244
Evangelical	4%	(6)	96%	(142)	148
Non-Evangelical	3%	(7)	97%	(246)	252
Community: Urban	4%	(12)	96%	(317)	329
Community: Suburban	2%	(13)	98%	(579)	591
Community: Rural	1%	(1)	99%	(78)	79
Employ: Private Sector	3%	(13)	97%	(367)	380
Employ: Government	1%	(1)	99%	(56)	57
Employ: Self-Employed	3%	(2)	97%	(77)	80
Employ: Homemaker	1%	(1)	99%	(79)	80
Employ: Student	2%	(2)	98%	(91)	93
Employ: Retired	2%	(3)	98%	(157)	159
Employ: Unemployed	3%	(4)	97%	(127)	131
Military HH: Yes	3%	(2)	97%	(66)	68
Military HH: No	3%	(24)	97%	(908)	932
RD/WT: Right Direction	2%	(4)	98%	(214)	218
RD/WT: Wrong Track	3%	(22)	97%	(760)	782
Trump Job Approve	1%	(3)	99%	(239)	241
Trump Job Disapprove	3%	(23)	97%	(682)	705
Trump Job Strongly Approve	1%	(1)	99%	(110)	112
Trump Job Somewhat Approve	1%	(1)	99%	(128)	130
Trump Job Somewhat Disapprove	4%	(8)	96%	(188)	196
Trump Job Strongly Disapprove	3%	(15)	97%	(494)	509
Favorable of Trump	1%	(4)	99%	(252)	256
Unfavorable of Trump	3%	(22)	97%	(665)	687

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**Table MCFE29\_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
Asian Adults	3%	(26)	97%	(974)	1000
Very Favorable of Trump	1%	(1)	99%	(112)	113
Somewhat Favorable of Trump	2%	(2)	98%	(140)	142
Somewhat Unfavorable of Trump	4%	(6)	96%	(140)	146
Very Unfavorable of Trump	3%	(16)	97%	(525)	540
#1 Issue: Economy	3%	(14)	97%	(390)	404
#1 Issue: Security	2%	(2)	98%	(65)	66
#1 Issue: Health Care	2%	(7)	98%	(257)	264
#1 Issue: Medicare / Social Security	1%	(1)	99%	(79)	80
#1 Issue: Women's Issues	3%	(1)	97%	(49)	51
#1 Issue: Other	—	(0)	100%	(63)	63
2018 House Vote: Democrat	4%	(14)	96%	(319)	333
2018 House Vote: Republican	3%	(4)	97%	(148)	152
2016 Vote: Hillary Clinton	3%	(11)	97%	(325)	337
2016 Vote: Donald Trump	3%	(5)	97%	(171)	176
2016 Vote: Didn't Vote	2%	(9)	98%	(445)	454
Voted in 2014: Yes	4%	(15)	96%	(400)	415
Voted in 2014: No	2%	(11)	98%	(574)	585
2012 Vote: Barack Obama	4%	(13)	96%	(323)	335
2012 Vote: Mitt Romney	3%	(4)	97%	(114)	118
2012 Vote: Didn't Vote	2%	(9)	98%	(516)	525
4-Region: Northeast	3%	(6)	97%	(193)	199
4-Region: Midwest	2%	(3)	98%	(125)	128
4-Region: South	2%	(4)	98%	(224)	229
4-Region: West	3%	(13)	97%	(432)	445
Chinese	3%	(9)	97%	(332)	341
Filipino	3%	(4)	97%	(134)	138
Indian	3%	(3)	97%	(101)	104
Vietnamese	2%	(2)	98%	(73)	75
Korean	2%	(2)	98%	(90)	92
Japanese	1%	(2)	99%	(133)	135
Other Asian	4%	(4)	96%	(108)	112

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**Table MCFE29\_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
Asian Adults	3%	(26)	97%	(974)	1000
Speaks only English at home	3%	(16)	97%	(542)	558
Speaks mostly English at home	3%	(6)	97%	(246)	253
Speaks both English and other language at home	3%	(3)	97%	(95)	98
Speaks mostly other language at home	1%	(1)	99%	(76)	77
Trump supporter	1%	(3)	99%	(226)	229
Biden supporter	3%	(18)	97%	(578)	595
Sports fans	3%	(17)	97%	(662)	679
Avid sports fans	3%	(5)	97%	(184)	190
Sports fans, Age: 18-34	4%	(7)	96%	(180)	187
Sports fans, Age: 35-44	2%	(3)	98%	(147)	150
Sports fans, Age: 45-64	1%	(3)	99%	(232)	236
Sports fans, Age: 65+	4%	(4)	96%	(103)	107
Movie studios should diversify teams	3%	(21)	97%	(692)	713
Movie studios should diversify stories	3%	(20)	97%	(614)	635
Concerned about Covid	3%	(24)	97%	(889)	913
No experience with Covid	—	(0)	100%	(518)	518
Health care major factor for election	3%	(19)	97%	(689)	708
Social media users	3%	(26)	97%	(925)	951
WhatsApp users	4%	(12)	96%	(339)	352
WeChat users	3%	(6)	97%	(167)	173
Social media news source at least once a week	2%	(13)	98%	(644)	657

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

**Table MCFE29\_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
Asian Adults	2%	(24)	98%	(976)	1000
Gender: Male	3%	(13)	97%	(457)	470
Gender: Female	2%	(11)	98%	(519)	530
Age: 18-34	5%	(17)	95%	(303)	320
Age: 35-44	2%	(3)	98%	(183)	186
Age: 45-64	1%	(4)	99%	(331)	335
Age: 65+	—	(0)	100%	(158)	158
GenZers: 1997-2012	5%	(7)	95%	(135)	142
Millennials: 1981-1996	4%	(10)	96%	(275)	286
GenXers: 1965-1980	2%	(6)	98%	(283)	289
Baby Boomers: 1946-1964	—	(1)	100%	(254)	255
PID: Dem (no lean)	3%	(13)	97%	(389)	402
PID: Ind (no lean)	1%	(4)	99%	(364)	368
PID: Rep (no lean)	3%	(6)	97%	(224)	230
PID/Gender: Dem Men	4%	(7)	96%	(160)	167
PID/Gender: Dem Women	3%	(7)	97%	(229)	235
PID/Gender: Ind Men	3%	(4)	97%	(171)	176
PID/Gender: Ind Women	—	(0)	100%	(193)	193
PID/Gender: Rep Men	1%	(2)	99%	(126)	128
PID/Gender: Rep Women	5%	(5)	95%	(97)	102
Ideo: Liberal (1-3)	4%	(13)	96%	(291)	304
Ideo: Moderate (4)	1%	(3)	99%	(369)	372
Ideo: Conservative (5-7)	3%	(6)	97%	(235)	241
Educ: < College	3%	(14)	97%	(406)	420
Educ: Bachelors degree	1%	(4)	99%	(326)	330
Educ: Post-grad	3%	(6)	97%	(244)	250
Income: Under 50k	—	(1)	100%	(411)	412
Income: 50k-100k	3%	(10)	97%	(293)	303
Income: 100k+	5%	(13)	95%	(271)	284
Ethnicity: Other	2%	(24)	98%	(976)	1000

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**Table MCFE29\_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
Asian Adults	2%	(24)	98%	(976)	1000
All Christian	3%	(8)	97%	(309)	317
All Non-Christian	2%	(6)	98%	(233)	239
Atheist	7%	(5)	93%	(62)	67
Agnostic/Nothing in particular	2%	(6)	98%	(281)	288
Something Else	—	(0)	100%	(90)	90
Religious Non-Protestant/Catholic	2%	(6)	98%	(238)	244
Evangelical	1%	(2)	99%	(146)	148
Non-Evangelical	3%	(6)	97%	(246)	252
Community: Urban	3%	(9)	97%	(320)	329
Community: Suburban	3%	(15)	97%	(576)	591
Community: Rural	—	(0)	100%	(79)	79
Employ: Private Sector	3%	(10)	97%	(370)	380
Employ: Government	2%	(1)	98%	(56)	57
Employ: Self-Employed	1%	(1)	99%	(79)	80
Employ: Homemaker	2%	(2)	98%	(79)	80
Employ: Student	11%	(10)	89%	(83)	93
Employ: Retired	—	(0)	100%	(159)	159
Employ: Unemployed	1%	(1)	99%	(130)	131
Military HH: Yes	5%	(4)	95%	(64)	68
Military HH: No	2%	(21)	98%	(911)	932
RD/WT: Right Direction	2%	(3)	98%	(214)	218
RD/WT: Wrong Track	3%	(21)	97%	(761)	782
Trump Job Approve	2%	(5)	98%	(236)	241
Trump Job Disapprove	3%	(18)	97%	(687)	705
Trump Job Strongly Approve	1%	(2)	99%	(110)	112
Trump Job Somewhat Approve	3%	(4)	97%	(126)	130
Trump Job Somewhat Disapprove	1%	(2)	99%	(193)	196
Trump Job Strongly Disapprove	3%	(16)	97%	(493)	509
Favorable of Trump	2%	(6)	98%	(250)	256
Unfavorable of Trump	3%	(17)	97%	(669)	687

Continued on next page

**Table MCFE29\_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
Asian Adults	2%	(24)	98%	(976)	1000
Very Favorable of Trump	1%	(2)	99%	(112)	113
Somewhat Favorable of Trump	3%	(5)	97%	(138)	142
Somewhat Unfavorable of Trump	1%	(2)	99%	(145)	146
Very Unfavorable of Trump	3%	(16)	97%	(525)	540
#1 Issue: Economy	3%	(12)	97%	(391)	404
#1 Issue: Security	1%	(1)	99%	(65)	66
#1 Issue: Health Care	1%	(3)	99%	(261)	264
#1 Issue: Medicare / Social Security	—	(0)	100%	(80)	80
#1 Issue: Women's Issues	7%	(4)	93%	(47)	51
#1 Issue: Other	—	(0)	100%	(63)	63
2018 House Vote: Democrat	3%	(11)	97%	(322)	333
2018 House Vote: Republican	2%	(2)	98%	(150)	152
2016 Vote: Hillary Clinton	3%	(11)	97%	(326)	337
2016 Vote: Donald Trump	2%	(3)	98%	(173)	176
2016 Vote: Didn't Vote	2%	(9)	98%	(445)	454
Voted in 2014: Yes	3%	(12)	97%	(402)	415
Voted in 2014: No	2%	(12)	98%	(574)	585
2012 Vote: Barack Obama	2%	(8)	98%	(328)	335
2012 Vote: Mitt Romney	2%	(3)	98%	(116)	118
2012 Vote: Didn't Vote	3%	(14)	97%	(511)	525
4-Region: Northeast	2%	(5)	98%	(194)	199
4-Region: Midwest	5%	(6)	95%	(122)	128
4-Region: South	2%	(5)	98%	(224)	229
4-Region: West	2%	(9)	98%	(436)	445
Chinese	2%	(6)	98%	(335)	341
Filipino	1%	(1)	99%	(137)	138
Indian	2%	(3)	98%	(101)	104
Vietnamese	1%	(1)	99%	(75)	75
Korean	5%	(4)	95%	(87)	92
Japanese	3%	(3)	97%	(131)	135
Other Asian	6%	(7)	94%	(105)	112

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**Table MCFE29\_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
Asian Adults	2%	(24)	98%	(976)	1000
Speaks only English at home	3%	(16)	97%	(542)	558
Speaks mostly English at home	3%	(7)	97%	(246)	253
Speaks both English and other language at home	2%	(2)	98%	(96)	98
Speaks mostly other language at home	—	(0)	100%	(77)	77
Trump supporter	2%	(5)	98%	(224)	229
Biden supporter	3%	(16)	97%	(579)	595
Sports fans	2%	(12)	98%	(667)	679
Avid sports fans	4%	(7)	96%	(183)	190
Sports fans, Age: 18-34	4%	(7)	96%	(180)	187
Sports fans, Age: 35-44	2%	(2)	98%	(147)	150
Sports fans, Age: 45-64	1%	(3)	99%	(233)	236
Sports fans, Age: 65+	—	(0)	100%	(107)	107
Movie studios should diversify teams	3%	(21)	97%	(693)	713
Movie studios should diversify stories	3%	(19)	97%	(615)	635
Concerned about Covid	2%	(22)	98%	(891)	913
No experience with Covid	—	(0)	100%	(518)	518
Health care major factor for election	3%	(21)	97%	(687)	708
Social media users	3%	(24)	97%	(927)	951
WhatsApp users	1%	(5)	99%	(347)	352
WeChat users	1%	(2)	99%	(171)	173
Social media news source at least once a week	2%	(16)	98%	(641)	657

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

**Table MCFE29\_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
Asian Adults	7%	(67)	93%	(933)	1000
Gender: Male	8%	(36)	92%	(434)	470
Gender: Female	6%	(31)	94%	(499)	530
Age: 18-34	11%	(34)	89%	(286)	320
Age: 35-44	6%	(10)	94%	(176)	186
Age: 45-64	5%	(16)	95%	(319)	335
Age: 65+	4%	(6)	96%	(152)	158
GenZers: 1997-2012	11%	(15)	89%	(127)	142
Millennials: 1981-1996	8%	(22)	92%	(264)	286
GenXers: 1965-1980	6%	(17)	94%	(272)	289
Baby Boomers: 1946-1964	5%	(13)	95%	(242)	255
PID: Dem (no lean)	8%	(33)	92%	(369)	402
PID: Ind (no lean)	6%	(23)	94%	(345)	368
PID: Rep (no lean)	5%	(11)	95%	(219)	230
PID/Gender: Dem Men	11%	(18)	89%	(148)	167
PID/Gender: Dem Women	6%	(15)	94%	(220)	235
PID/Gender: Ind Men	6%	(10)	94%	(165)	176
PID/Gender: Ind Women	7%	(13)	93%	(180)	193
PID/Gender: Rep Men	6%	(8)	94%	(120)	128
PID/Gender: Rep Women	3%	(3)	97%	(99)	102
Ideo: Liberal (1-3)	8%	(23)	92%	(281)	304
Ideo: Moderate (4)	7%	(26)	93%	(346)	372
Ideo: Conservative (5-7)	6%	(15)	94%	(227)	241
Educ: < College	7%	(28)	93%	(392)	420
Educ: Bachelors degree	9%	(29)	91%	(301)	330
Educ: Post-grad	4%	(10)	96%	(240)	250
Income: Under 50k	8%	(34)	92%	(379)	412
Income: 50k-100k	9%	(26)	91%	(277)	303
Income: 100k+	3%	(7)	97%	(277)	284
Ethnicity: Other	7%	(67)	93%	(933)	1000

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**Table MCFE29\_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
Asian Adults	7%	(67)	93%	(933)	1000
All Christian	9%	(27)	91%	(290)	317
All Non-Christian	3%	(7)	97%	(231)	239
Atheist	5%	(3)	95%	(64)	67
Agnostic/Nothing in particular	8%	(23)	92%	(265)	288
Something Else	7%	(6)	93%	(84)	90
Religious Non-Protestant/Catholic	3%	(8)	97%	(236)	244
Evangelical	8%	(12)	92%	(136)	148
Non-Evangelical	8%	(21)	92%	(231)	252
Community: Urban	6%	(20)	94%	(309)	329
Community: Suburban	7%	(42)	93%	(549)	591
Community: Rural	6%	(5)	94%	(74)	79
Employ: Private Sector	7%	(26)	93%	(354)	380
Employ: Government	1%	(1)	99%	(56)	57
Employ: Self-Employed	11%	(8)	89%	(71)	80
Employ: Homemaker	4%	(3)	96%	(77)	80
Employ: Student	5%	(5)	95%	(88)	93
Employ: Retired	3%	(5)	97%	(155)	159
Employ: Unemployed	12%	(16)	88%	(115)	131
Military HH: Yes	9%	(6)	91%	(62)	68
Military HH: No	7%	(61)	93%	(871)	932
RD/WT: Right Direction	4%	(9)	96%	(208)	218
RD/WT: Wrong Track	7%	(58)	93%	(725)	782
Trump Job Approve	6%	(15)	94%	(227)	241
Trump Job Disapprove	7%	(50)	93%	(655)	705
Trump Job Strongly Approve	6%	(6)	94%	(105)	112
Trump Job Somewhat Approve	7%	(9)	93%	(121)	130
Trump Job Somewhat Disapprove	7%	(14)	93%	(182)	196
Trump Job Strongly Disapprove	7%	(36)	93%	(473)	509
Favorable of Trump	7%	(17)	93%	(239)	256
Unfavorable of Trump	7%	(48)	93%	(639)	687

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**Table MCFE29\_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
Asian Adults	7%	(67)	93%	(933)	1000
Very Favorable of Trump	8%	(9)	92%	(105)	113
Somewhat Favorable of Trump	6%	(8)	94%	(134)	142
Somewhat Unfavorable of Trump	8%	(11)	92%	(135)	146
Very Unfavorable of Trump	7%	(37)	93%	(504)	540
#1 Issue: Economy	8%	(34)	92%	(370)	404
#1 Issue: Security	1%	(1)	99%	(66)	66
#1 Issue: Health Care	6%	(15)	94%	(249)	264
#1 Issue: Medicare / Social Security	9%	(7)	91%	(73)	80
#1 Issue: Women's Issues	6%	(3)	94%	(48)	51
#1 Issue: Other	7%	(4)	93%	(59)	63
2018 House Vote: Democrat	8%	(28)	92%	(305)	333
2018 House Vote: Republican	2%	(4)	98%	(148)	152
2016 Vote: Hillary Clinton	8%	(28)	92%	(309)	337
2016 Vote: Donald Trump	5%	(8)	95%	(167)	176
2016 Vote: Didn't Vote	6%	(28)	94%	(426)	454
Voted in 2014: Yes	7%	(29)	93%	(386)	415
Voted in 2014: No	7%	(38)	93%	(547)	585
2012 Vote: Barack Obama	8%	(26)	92%	(309)	335
2012 Vote: Mitt Romney	6%	(7)	94%	(111)	118
2012 Vote: Didn't Vote	6%	(34)	94%	(491)	525
4-Region: Northeast	8%	(15)	92%	(184)	199
4-Region: Midwest	5%	(6)	95%	(122)	128
4-Region: South	8%	(18)	92%	(210)	229
4-Region: West	6%	(27)	94%	(418)	445
Chinese	5%	(18)	95%	(323)	341
Filipino	14%	(19)	86%	(119)	138
Indian	8%	(8)	92%	(96)	104
Vietnamese	5%	(4)	95%	(71)	75
Korean	4%	(4)	96%	(88)	92
Japanese	1%	(2)	99%	(133)	135
Other Asian	11%	(12)	89%	(100)	112

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**Table MCFE29\_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
Asian Adults	7%	(67)	93%	(933)	1000
Speaks only English at home	6%	(33)	94%	(525)	558
Speaks mostly English at home	8%	(21)	92%	(231)	253
Speaks both English and other language at home	5%	(5)	95%	(93)	98
Speaks mostly other language at home	9%	(7)	91%	(70)	77
Trump supporter	7%	(15)	93%	(214)	229
Biden supporter	7%	(44)	93%	(551)	595
Sports fans	6%	(42)	94%	(637)	679
Avid sports fans	8%	(15)	92%	(174)	190
Sports fans, Age: 18-34	11%	(20)	89%	(166)	187
Sports fans, Age: 35-44	6%	(9)	94%	(141)	150
Sports fans, Age: 45-64	4%	(10)	96%	(226)	236
Sports fans, Age: 65+	3%	(3)	97%	(104)	107
Movie studios should diversify teams	8%	(59)	92%	(654)	713
Movie studios should diversify stories	8%	(50)	92%	(585)	635
Concerned about Covid	7%	(65)	93%	(848)	913
No experience with Covid	—	(0)	100%	(518)	518
Health care major factor for election	8%	(54)	92%	(654)	708
Social media users	7%	(66)	93%	(885)	951
WhatsApp users	9%	(31)	91%	(321)	352
WeChat users	7%	(12)	93%	(160)	173
Social media news source at least once a week	7%	(49)	93%	(608)	657

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

**Table MCFE29\_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
Asian Adults	12%	(122)	88%	(878)	1000
Gender: Male	12%	(55)	88%	(415)	470
Gender: Female	13%	(67)	87%	(463)	530
Age: 18-34	20%	(65)	80%	(255)	320
Age: 35-44	6%	(12)	94%	(174)	186
Age: 45-64	10%	(34)	90%	(302)	335
Age: 65+	7%	(11)	93%	(147)	158
GenZers: 1997-2012	17%	(24)	83%	(118)	142
Millennials: 1981-1996	17%	(49)	83%	(237)	286
GenXers: 1965-1980	10%	(28)	90%	(262)	289
Baby Boomers: 1946-1964	9%	(22)	91%	(233)	255
PID: Dem (no lean)	15%	(59)	85%	(343)	402
PID: Ind (no lean)	11%	(41)	89%	(327)	368
PID: Rep (no lean)	10%	(22)	90%	(208)	230
PID/Gender: Dem Men	16%	(27)	84%	(139)	167
PID/Gender: Dem Women	14%	(32)	86%	(203)	235
PID/Gender: Ind Men	8%	(13)	92%	(162)	176
PID/Gender: Ind Women	14%	(27)	86%	(165)	193
PID/Gender: Rep Men	11%	(15)	89%	(113)	128
PID/Gender: Rep Women	7%	(8)	93%	(94)	102
Ideo: Liberal (1-3)	13%	(41)	87%	(264)	304
Ideo: Moderate (4)	15%	(55)	85%	(317)	372
Ideo: Conservative (5-7)	8%	(20)	92%	(221)	241
Educ: < College	13%	(54)	87%	(366)	420
Educ: Bachelors degree	14%	(46)	86%	(284)	330
Educ: Post-grad	9%	(23)	91%	(227)	250
Income: Under 50k	12%	(51)	88%	(361)	412
Income: 50k-100k	16%	(47)	84%	(256)	303
Income: 100k+	8%	(24)	92%	(260)	284
Ethnicity: Other	12%	(122)	88%	(878)	1000

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**Table MCFE29\_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
Asian Adults	12%	(122)	88%	(878)	1000
All Christian	11%	(35)	89%	(283)	317
All Non-Christian	15%	(37)	85%	(202)	239
Atheist	13%	(9)	87%	(58)	67
Agnostic/Nothing in particular	11%	(33)	89%	(255)	288
Something Else	11%	(10)	89%	(80)	90
Religious Non-Protestant/Catholic	15%	(37)	85%	(207)	244
Evangelical	9%	(13)	91%	(135)	148
Non-Evangelical	12%	(31)	88%	(221)	252
Community: Urban	12%	(38)	88%	(291)	329
Community: Suburban	13%	(77)	87%	(515)	591
Community: Rural	9%	(7)	91%	(72)	79
Employ: Private Sector	13%	(50)	87%	(330)	380
Employ: Government	6%	(4)	94%	(53)	57
Employ: Self-Employed	20%	(16)	80%	(64)	80
Employ: Homemaker	6%	(5)	94%	(75)	80
Employ: Student	18%	(16)	82%	(77)	93
Employ: Retired	7%	(11)	93%	(148)	159
Employ: Unemployed	12%	(15)	88%	(116)	131
Military HH: Yes	16%	(11)	84%	(57)	68
Military HH: No	12%	(112)	88%	(820)	932
RD/WT: Right Direction	8%	(17)	92%	(201)	218
RD/WT: Wrong Track	13%	(105)	87%	(677)	782
Trump Job Approve	9%	(22)	91%	(219)	241
Trump Job Disapprove	14%	(98)	86%	(607)	705
Trump Job Strongly Approve	13%	(14)	87%	(98)	112
Trump Job Somewhat Approve	6%	(8)	94%	(122)	130
Trump Job Somewhat Disapprove	13%	(26)	87%	(170)	196
Trump Job Strongly Disapprove	14%	(72)	86%	(437)	509
Favorable of Trump	11%	(27)	89%	(229)	256
Unfavorable of Trump	14%	(93)	86%	(593)	687

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**Table MCFE29\_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
Asian Adults	12%	(122)	88%	(878)	1000
Very Favorable of Trump	15%	(17)	85%	(96)	113
Somewhat Favorable of Trump	7%	(10)	93%	(132)	142
Somewhat Unfavorable of Trump	11%	(17)	89%	(130)	146
Very Unfavorable of Trump	14%	(77)	86%	(464)	540
#1 Issue: Economy	14%	(57)	86%	(347)	404
#1 Issue: Security	7%	(5)	93%	(61)	66
#1 Issue: Health Care	14%	(38)	86%	(226)	264
#1 Issue: Medicare / Social Security	5%	(4)	95%	(76)	80
#1 Issue: Women's Issues	14%	(7)	86%	(44)	51
#1 Issue: Other	7%	(5)	93%	(58)	63
2018 House Vote: Democrat	13%	(43)	87%	(290)	333
2018 House Vote: Republican	9%	(13)	91%	(139)	152
2016 Vote: Hillary Clinton	12%	(40)	88%	(297)	337
2016 Vote: Donald Trump	12%	(21)	88%	(155)	176
2016 Vote: Didn't Vote	13%	(58)	87%	(396)	454
Voted in 2014: Yes	12%	(52)	88%	(363)	415
Voted in 2014: No	12%	(71)	88%	(515)	585
2012 Vote: Barack Obama	14%	(46)	86%	(290)	335
2012 Vote: Mitt Romney	7%	(8)	93%	(110)	118
2012 Vote: Didn't Vote	13%	(68)	87%	(457)	525
4-Region: Northeast	15%	(30)	85%	(168)	199
4-Region: Midwest	7%	(9)	93%	(118)	128
4-Region: South	14%	(32)	86%	(197)	229
4-Region: West	11%	(51)	89%	(394)	445
Chinese	10%	(33)	90%	(308)	341
Filipino	15%	(20)	85%	(118)	138
Indian	11%	(12)	89%	(92)	104
Vietnamese	22%	(17)	78%	(59)	75
Korean	12%	(11)	88%	(81)	92
Japanese	8%	(11)	92%	(124)	135
Other Asian	16%	(18)	84%	(94)	112

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**Table MCFE29\_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
Asian Adults	12%	(122)	88%	(878)	1000
Speaks only English at home	9%	(52)	91%	(506)	558
Speaks mostly English at home	17%	(43)	83%	(210)	253
Speaks both English and other language at home	12%	(12)	88%	(86)	98
Speaks mostly other language at home	20%	(15)	80%	(62)	77
Trump supporter	9%	(21)	91%	(208)	229
Biden supporter	14%	(82)	86%	(514)	595
Sports fans	12%	(79)	88%	(600)	679
Avid sports fans	10%	(20)	90%	(170)	190
Sports fans, Age: 18-34	21%	(39)	79%	(148)	187
Sports fans, Age: 35-44	7%	(11)	93%	(139)	150
Sports fans, Age: 45-64	9%	(22)	91%	(214)	236
Sports fans, Age: 65+	6%	(7)	94%	(100)	107
Movie studios should diversify teams	14%	(102)	86%	(612)	713
Movie studios should diversify stories	14%	(92)	86%	(543)	635
Concerned about Covid	12%	(112)	88%	(802)	913
No experience with Covid	—	(0)	100%	(518)	518
Health care major factor for election	14%	(96)	86%	(612)	708
Social media users	13%	(121)	87%	(830)	951
WhatsApp users	15%	(53)	85%	(299)	352
WeChat users	11%	(19)	89%	(154)	173
Social media news source at least once a week	13%	(88)	87%	(569)	657

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

**Table MCFE29\_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
Asian Adults	15%	(147)	85%	(853)	1000
Gender: Male	15%	(72)	85%	(398)	470
Gender: Female	14%	(75)	86%	(455)	530
Age: 18-34	17%	(55)	83%	(265)	320
Age: 35-44	16%	(30)	84%	(156)	186
Age: 45-64	14%	(46)	86%	(289)	335
Age: 65+	10%	(15)	90%	(143)	158
GenZers: 1997-2012	16%	(22)	84%	(120)	142
Millennials: 1981-1996	17%	(49)	83%	(237)	286
GenXers: 1965-1980	14%	(41)	86%	(249)	289
Baby Boomers: 1946-1964	13%	(33)	87%	(222)	255
PID: Dem (no lean)	15%	(61)	85%	(341)	402
PID: Ind (no lean)	16%	(59)	84%	(309)	368
PID: Rep (no lean)	12%	(27)	88%	(203)	230
PID/Gender: Dem Men	15%	(25)	85%	(141)	167
PID/Gender: Dem Women	15%	(36)	85%	(200)	235
PID/Gender: Ind Men	17%	(29)	83%	(146)	176
PID/Gender: Ind Women	15%	(30)	85%	(163)	193
PID/Gender: Rep Men	14%	(17)	86%	(111)	128
PID/Gender: Rep Women	10%	(10)	90%	(92)	102
Ideo: Liberal (1-3)	20%	(60)	80%	(244)	304
Ideo: Moderate (4)	15%	(54)	85%	(318)	372
Ideo: Conservative (5-7)	10%	(24)	90%	(218)	241
Educ: < College	14%	(59)	86%	(361)	420
Educ: Bachelors degree	17%	(55)	83%	(275)	330
Educ: Post-grad	13%	(33)	87%	(217)	250
Income: Under 50k	13%	(54)	87%	(359)	412
Income: 50k-100k	16%	(48)	84%	(255)	303
Income: 100k+	16%	(45)	84%	(239)	284
Ethnicity: Other	15%	(147)	85%	(853)	1000

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**Table MCFE29\_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
Asian Adults	15%	(147)	85%	(853)	1000
All Christian	14%	(45)	86%	(272)	317
All Non-Christian	12%	(30)	88%	(209)	239
Atheist	10%	(6)	90%	(60)	67
Agnostic/Nothing in particular	17%	(50)	83%	(238)	288
Something Else	17%	(15)	83%	(75)	90
Religious Non-Protestant/Catholic	13%	(30)	87%	(213)	244
Evangelical	13%	(19)	87%	(129)	148
Non-Evangelical	16%	(42)	84%	(211)	252
Community: Urban	16%	(54)	84%	(276)	329
Community: Suburban	13%	(76)	87%	(515)	591
Community: Rural	22%	(17)	78%	(62)	79
Employ: Private Sector	15%	(56)	85%	(324)	380
Employ: Government	15%	(9)	85%	(48)	57
Employ: Self-Employed	10%	(8)	90%	(72)	80
Employ: Homemaker	4%	(3)	96%	(77)	80
Employ: Student	21%	(20)	79%	(73)	93
Employ: Retired	15%	(23)	85%	(136)	159
Employ: Unemployed	19%	(25)	81%	(106)	131
Military HH: Yes	20%	(14)	80%	(54)	68
Military HH: No	14%	(133)	86%	(799)	932
RD/WT: Right Direction	12%	(26)	88%	(192)	218
RD/WT: Wrong Track	16%	(121)	84%	(661)	782
Trump Job Approve	10%	(25)	90%	(216)	241
Trump Job Disapprove	17%	(119)	83%	(586)	705
Trump Job Strongly Approve	13%	(15)	87%	(97)	112
Trump Job Somewhat Approve	8%	(11)	92%	(119)	130
Trump Job Somewhat Disapprove	13%	(25)	87%	(170)	196
Trump Job Strongly Disapprove	18%	(94)	82%	(415)	509
Favorable of Trump	10%	(25)	90%	(230)	256
Unfavorable of Trump	17%	(118)	83%	(569)	687

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**Table MCFE29\_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
Asian Adults	15%	(147)	85%	(853)	1000
Very Favorable of Trump	11%	(13)	89%	(101)	113
Somewhat Favorable of Trump	9%	(13)	91%	(130)	142
Somewhat Unfavorable of Trump	13%	(18)	87%	(128)	146
Very Unfavorable of Trump	18%	(100)	82%	(441)	540
#1 Issue: Economy	14%	(57)	86%	(346)	404
#1 Issue: Security	8%	(5)	92%	(61)	66
#1 Issue: Health Care	19%	(49)	81%	(214)	264
#1 Issue: Medicare / Social Security	10%	(8)	90%	(72)	80
#1 Issue: Women's Issues	12%	(6)	88%	(45)	51
#1 Issue: Other	14%	(9)	86%	(54)	63
2018 House Vote: Democrat	19%	(63)	81%	(270)	333
2018 House Vote: Republican	7%	(11)	93%	(141)	152
2016 Vote: Hillary Clinton	16%	(54)	84%	(283)	337
2016 Vote: Donald Trump	11%	(20)	89%	(156)	176
2016 Vote: Didn't Vote	14%	(66)	86%	(388)	454
Voted in 2014: Yes	15%	(61)	85%	(354)	415
Voted in 2014: No	15%	(87)	85%	(499)	585
2012 Vote: Barack Obama	18%	(61)	82%	(275)	335
2012 Vote: Mitt Romney	8%	(9)	92%	(109)	118
2012 Vote: Didn't Vote	14%	(74)	86%	(451)	525
4-Region: Northeast	15%	(29)	85%	(169)	199
4-Region: Midwest	17%	(22)	83%	(105)	128
4-Region: South	11%	(26)	89%	(203)	229
4-Region: West	16%	(70)	84%	(375)	445
Chinese	13%	(44)	87%	(297)	341
Filipino	14%	(19)	86%	(119)	138
Indian	14%	(15)	86%	(89)	104
Vietnamese	15%	(11)	85%	(64)	75
Korean	19%	(17)	81%	(74)	92
Japanese	19%	(26)	81%	(108)	135
Other Asian	12%	(14)	88%	(98)	112

Continued on next page

**Table MCFE29\_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
Asian Adults	15%	(147)	85%	(853)	1000
Speaks only English at home	15%	(84)	85%	(474)	558
Speaks mostly English at home	18%	(45)	82%	(208)	253
Speaks both English and other language at home	10%	(10)	90%	(88)	98
Speaks mostly other language at home	10%	(8)	90%	(69)	77
Trump supporter	10%	(24)	90%	(206)	229
Biden supporter	18%	(106)	82%	(489)	595
Sports fans	15%	(103)	85%	(576)	679
Avid sports fans	17%	(32)	83%	(158)	190
Sports fans, Age: 18-34	16%	(30)	84%	(157)	187
Sports fans, Age: 35-44	15%	(23)	85%	(127)	150
Sports fans, Age: 45-64	16%	(38)	84%	(198)	236
Sports fans, Age: 65+	12%	(12)	88%	(94)	107
Movie studios should diversify teams	16%	(114)	84%	(600)	713
Movie studios should diversify stories	17%	(108)	83%	(526)	635
Concerned about Covid	16%	(144)	84%	(770)	913
No experience with Covid	—	(0)	100%	(518)	518
Health care major factor for election	17%	(120)	83%	(588)	708
Social media users	14%	(138)	86%	(813)	951
WhatsApp users	14%	(48)	86%	(304)	352
WeChat users	14%	(25)	86%	(148)	173
Social media news source at least once a week	16%	(102)	84%	(555)	657

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

**Table MCFE29\_10NET:** Which of these applies to you? Please select all that apply  
I have been tested for COVID-19 (coronavirus)

Demographic	Selected		Not Selected		Total N
Asian Adults	12%	(119)	88%	(881)	1000
Gender: Male	12%	(57)	88%	(413)	470
Gender: Female	12%	(63)	88%	(467)	530
Age: 18-34	12%	(37)	88%	(283)	320
Age: 35-44	8%	(14)	92%	(172)	186
Age: 45-64	11%	(36)	89%	(299)	335
Age: 65+	20%	(32)	80%	(127)	158
GenZers: 1997-2012	13%	(19)	87%	(123)	142
Millennials: 1981-1996	9%	(25)	91%	(260)	286
GenXers: 1965-1980	11%	(30)	89%	(259)	289
Baby Boomers: 1946-1964	17%	(42)	83%	(212)	255
PID: Dem (no lean)	15%	(59)	85%	(343)	402
PID: Ind (no lean)	9%	(33)	91%	(335)	368
PID: Rep (no lean)	12%	(27)	88%	(203)	230
PID/Gender: Dem Men	13%	(21)	87%	(145)	167
PID/Gender: Dem Women	16%	(38)	84%	(197)	235
PID/Gender: Ind Men	11%	(19)	89%	(156)	176
PID/Gender: Ind Women	7%	(14)	93%	(179)	193
PID/Gender: Rep Men	13%	(16)	87%	(112)	128
PID/Gender: Rep Women	11%	(11)	89%	(91)	102
Ideo: Liberal (1-3)	13%	(40)	87%	(265)	304
Ideo: Moderate (4)	10%	(36)	90%	(336)	372
Ideo: Conservative (5-7)	16%	(39)	84%	(202)	241
Educ: < College	12%	(52)	88%	(368)	420
Educ: Bachelors degree	9%	(31)	91%	(299)	330
Educ: Post-grad	15%	(36)	85%	(214)	250
Income: Under 50k	9%	(38)	91%	(374)	412
Income: 50k-100k	13%	(38)	87%	(265)	303
Income: 100k+	15%	(43)	85%	(241)	284
Ethnicity: Other	12%	(119)	88%	(881)	1000

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**Table MCFE29\_10NET:** Which of these applies to you? Please select all that apply  
I have been tested for COVID-19 (coronavirus)

Demographic	Selected		Not Selected		Total N
Asian Adults	12%	(119)	88%	(881)	1000
All Christian	14%	(44)	86%	(273)	317
All Non-Christian	12%	(28)	88%	(211)	239
Atheist	11%	(7)	89%	(59)	67
Agnostic/Nothing in particular	10%	(30)	90%	(257)	288
Something Else	12%	(10)	88%	(80)	90
Religious Non-Protestant/Catholic	11%	(28)	89%	(216)	244
Evangelical	11%	(16)	89%	(132)	148
Non-Evangelical	15%	(38)	85%	(215)	252
Community: Urban	13%	(43)	87%	(287)	329
Community: Suburban	12%	(69)	88%	(522)	591
Community: Rural	9%	(7)	91%	(72)	79
Employ: Private Sector	12%	(44)	88%	(336)	380
Employ: Government	15%	(8)	85%	(49)	57
Employ: Self-Employed	11%	(8)	89%	(71)	80
Employ: Homemaker	4%	(4)	96%	(77)	80
Employ: Student	18%	(16)	82%	(77)	93
Employ: Retired	18%	(28)	82%	(131)	159
Employ: Unemployed	6%	(8)	94%	(124)	131
Military HH: Yes	10%	(7)	90%	(61)	68
Military HH: No	12%	(112)	88%	(819)	932
RD/WT: Right Direction	6%	(13)	94%	(205)	218
RD/WT: Wrong Track	14%	(106)	86%	(676)	782
Trump Job Approve	11%	(26)	89%	(215)	241
Trump Job Disapprove	13%	(92)	87%	(612)	705
Trump Job Strongly Approve	9%	(10)	91%	(102)	112
Trump Job Somewhat Approve	13%	(17)	87%	(113)	130
Trump Job Somewhat Disapprove	11%	(21)	89%	(174)	196
Trump Job Strongly Disapprove	14%	(71)	86%	(438)	509
Favorable of Trump	9%	(24)	91%	(232)	256
Unfavorable of Trump	14%	(93)	86%	(594)	687

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**Table MCFE29\_10NET:** Which of these applies to you? Please select all that apply  
I have been tested for COVID-19 (coronavirus)

Demographic	Selected		Not Selected		Total N
Asian Adults	12%	(119)	88%	(881)	1000
Very Favorable of Trump	6%	(7)	94%	(106)	113
Somewhat Favorable of Trump	11%	(16)	89%	(126)	142
Somewhat Unfavorable of Trump	10%	(14)	90%	(132)	146
Very Unfavorable of Trump	15%	(78)	85%	(462)	540
#1 Issue: Economy	12%	(50)	88%	(353)	404
#1 Issue: Security	9%	(6)	91%	(60)	66
#1 Issue: Health Care	10%	(27)	90%	(237)	264
#1 Issue: Medicare / Social Security	17%	(14)	83%	(66)	80
#1 Issue: Women's Issues	22%	(11)	78%	(40)	51
#1 Issue: Other	8%	(5)	92%	(58)	63
2018 House Vote: Democrat	14%	(47)	86%	(286)	333
2018 House Vote: Republican	16%	(24)	84%	(128)	152
2016 Vote: Hillary Clinton	15%	(50)	85%	(286)	337
2016 Vote: Donald Trump	13%	(22)	87%	(154)	176
2016 Vote: Didn't Vote	9%	(43)	91%	(411)	454
Voted in 2014: Yes	15%	(61)	85%	(353)	415
Voted in 2014: No	10%	(58)	90%	(527)	585
2012 Vote: Barack Obama	16%	(52)	84%	(283)	335
2012 Vote: Mitt Romney	13%	(16)	87%	(102)	118
2012 Vote: Didn't Vote	9%	(47)	91%	(477)	525
4-Region: Northeast	16%	(31)	84%	(168)	199
4-Region: Midwest	8%	(11)	92%	(117)	128
4-Region: South	9%	(20)	91%	(208)	229
4-Region: West	13%	(57)	87%	(388)	445
Chinese	12%	(39)	88%	(301)	341
Filipino	8%	(11)	92%	(127)	138
Indian	17%	(17)	83%	(87)	104
Vietnamese	4%	(3)	96%	(72)	75
Korean	18%	(17)	82%	(75)	92
Japanese	15%	(21)	85%	(114)	135
Other Asian	10%	(11)	90%	(101)	112

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**Table MCFE29\_10NET:** Which of these applies to you? Please select all that apply  
I have been tested for COVID-19 (coronavirus)

Demographic	Selected		Not Selected		Total N
Asian Adults	12%	(119)	88%	(881)	1000
Speaks only English at home	13%	(70)	87%	(488)	558
Speaks mostly English at home	13%	(32)	87%	(220)	253
Speaks both English and other language at home	12%	(12)	88%	(86)	98
Speaks mostly other language at home	6%	(5)	94%	(72)	77
Trump supporter	8%	(18)	92%	(211)	229
Biden supporter	14%	(81)	86%	(514)	595
Sports fans	12%	(82)	88%	(597)	679
Avid sports fans	13%	(25)	87%	(165)	190
Sports fans, Age: 18-34	13%	(25)	87%	(162)	187
Sports fans, Age: 35-44	8%	(12)	92%	(138)	150
Sports fans, Age: 45-64	12%	(28)	88%	(208)	236
Sports fans, Age: 65+	16%	(17)	84%	(90)	107
Movie studios should diversify teams	15%	(103)	85%	(610)	713
Movie studios should diversify stories	13%	(83)	87%	(552)	635
Concerned about Covid	13%	(116)	87%	(798)	913
No experience with Covid	—	(0)	100%	(518)	518
Health care major factor for election	13%	(90)	87%	(618)	708
Social media users	11%	(106)	89%	(845)	951
WhatsApp users	14%	(51)	86%	(301)	352
WeChat users	11%	(18)	89%	(154)	173
Social media news source at least once a week	11%	(75)	89%	(582)	657

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

**Table MCFE29\_11NET:** Which of these applies to you? Please select all that apply  
None of the above

Demographic	Selected		Not Selected		Total N
Asian Adults	52%	(518)	48%	(482)	1000
Gender: Male	52%	(244)	48%	(226)	470
Gender: Female	52%	(274)	48%	(256)	530
Age: 18-34	44%	(141)	56%	(179)	320
Age: 35-44	53%	(100)	47%	(87)	186
Age: 45-64	56%	(187)	44%	(149)	335
Age: 65+	58%	(91)	42%	(67)	158
GenZers: 1997-2012	41%	(58)	59%	(84)	142
Millennials: 1981-1996	50%	(144)	50%	(142)	286
GenXers: 1965-1980	54%	(156)	46%	(134)	289
Baby Boomers: 1946-1964	54%	(138)	46%	(117)	255
PID: Dem (no lean)	46%	(185)	54%	(217)	402
PID: Ind (no lean)	55%	(203)	45%	(165)	368
PID: Rep (no lean)	57%	(131)	43%	(99)	230
PID/Gender: Dem Men	49%	(82)	51%	(84)	167
PID/Gender: Dem Women	43%	(102)	57%	(133)	235
PID/Gender: Ind Men	55%	(97)	45%	(79)	176
PID/Gender: Ind Women	55%	(106)	45%	(87)	193
PID/Gender: Rep Men	51%	(65)	49%	(63)	128
PID/Gender: Rep Women	65%	(66)	35%	(36)	102
Ideo: Liberal (1-3)	45%	(137)	55%	(167)	304
Ideo: Moderate (4)	53%	(196)	47%	(176)	372
Ideo: Conservative (5-7)	54%	(131)	46%	(110)	241
Educ: < College	53%	(223)	47%	(197)	420
Educ: Bachelors degree	52%	(170)	48%	(160)	330
Educ: Post-grad	50%	(126)	50%	(124)	250
Income: Under 50k	53%	(218)	47%	(194)	412
Income: 50k-100k	51%	(153)	49%	(150)	303
Income: 100k+	52%	(146)	48%	(138)	284
Ethnicity: Other	52%	(518)	48%	(482)	1000

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**Table MCFE29\_11NET:** Which of these applies to you? Please select all that apply  
None of the above

Demographic	Selected		Not Selected		Total N
Asian Adults	52%	(518)	48%	(482)	1000
All Christian	49%	(156)	51%	(161)	317
All Non-Christian	49%	(117)	51%	(122)	239
Atheist	55%	(37)	45%	(30)	67
Agnostic/Nothing in particular	55%	(157)	45%	(131)	288
Something Else	57%	(51)	43%	(39)	90
Religious Non-Protestant/Catholic	49%	(120)	51%	(123)	244
Evangelical	54%	(80)	46%	(68)	148
Non-Evangelical	49%	(123)	51%	(130)	252
Community: Urban	47%	(156)	53%	(173)	329
Community: Suburban	54%	(321)	46%	(270)	591
Community: Rural	51%	(40)	49%	(39)	79
Employ: Private Sector	50%	(190)	50%	(190)	380
Employ: Government	48%	(27)	52%	(30)	57
Employ: Self-Employed	53%	(42)	47%	(37)	80
Employ: Homemaker	76%	(61)	24%	(19)	80
Employ: Student	28%	(26)	72%	(67)	93
Employ: Retired	55%	(88)	45%	(71)	159
Employ: Unemployed	56%	(73)	44%	(58)	131
Military HH: Yes	50%	(34)	50%	(34)	68
Military HH: No	52%	(484)	48%	(448)	932
RD/WT: Right Direction	65%	(143)	35%	(75)	218
RD/WT: Wrong Track	48%	(376)	52%	(407)	782
Trump Job Approve	59%	(141)	41%	(100)	241
Trump Job Disapprove	47%	(329)	53%	(376)	705
Trump Job Strongly Approve	50%	(56)	50%	(56)	112
Trump Job Somewhat Approve	66%	(86)	34%	(44)	130
Trump Job Somewhat Disapprove	50%	(97)	50%	(99)	196
Trump Job Strongly Disapprove	46%	(232)	54%	(277)	509
Favorable of Trump	60%	(153)	40%	(103)	256
Unfavorable of Trump	46%	(318)	54%	(369)	687

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**Table MCFE29\_11NET:** Which of these applies to you? Please select all that apply  
None of the above

Demographic	Selected		Not Selected		Total N
Asian Adults	52%	(518)	48%	(482)	1000
Very Favorable of Trump	49%	(55)	51%	(58)	113
Somewhat Favorable of Trump	69%	(98)	31%	(44)	142
Somewhat Unfavorable of Trump	50%	(73)	50%	(73)	146
Very Unfavorable of Trump	45%	(244)	55%	(296)	540
#1 Issue: Economy	51%	(205)	49%	(199)	404
#1 Issue: Security	70%	(46)	30%	(20)	66
#1 Issue: Health Care	47%	(124)	53%	(140)	264
#1 Issue: Medicare / Social Security	61%	(49)	39%	(31)	80
#1 Issue: Women's Issues	46%	(23)	54%	(28)	51
#1 Issue: Other	59%	(37)	41%	(25)	63
2018 House Vote: Democrat	47%	(157)	53%	(176)	333
2018 House Vote: Republican	61%	(92)	39%	(60)	152
2016 Vote: Hillary Clinton	48%	(162)	52%	(174)	337
2016 Vote: Donald Trump	59%	(103)	41%	(72)	176
2016 Vote: Didn't Vote	52%	(236)	48%	(218)	454
Voted in 2014: Yes	51%	(211)	49%	(204)	415
Voted in 2014: No	53%	(308)	47%	(278)	585
2012 Vote: Barack Obama	48%	(161)	52%	(175)	335
2012 Vote: Mitt Romney	57%	(67)	43%	(51)	118
2012 Vote: Didn't Vote	53%	(278)	47%	(247)	525
4-Region: Northeast	40%	(79)	60%	(120)	199
4-Region: Midwest	54%	(69)	46%	(59)	128
4-Region: South	55%	(125)	45%	(103)	229
4-Region: West	55%	(245)	45%	(200)	445
Chinese	57%	(194)	43%	(147)	341
Filipino	50%	(69)	50%	(69)	138
Indian	39%	(41)	61%	(63)	104
Vietnamese	47%	(35)	53%	(40)	75
Korean	52%	(48)	48%	(44)	92
Japanese	54%	(73)	46%	(61)	135
Other Asian	52%	(58)	48%	(54)	112

Continued on next page

**Table MCFE29\_11NET:** Which of these applies to you? Please select all that apply  
None of the above

Demographic	Selected		Not Selected		Total N
Asian Adults	52%	(518)	48%	(482)	1000
Speaks only English at home	55%	(305)	45%	(253)	558
Speaks mostly English at home	44%	(112)	56%	(140)	253
Speaks both English and other language at home	48%	(48)	52%	(51)	98
Speaks mostly other language at home	55%	(42)	45%	(35)	77
Trump supporter	61%	(139)	39%	(90)	229
Biden supporter	45%	(269)	55%	(326)	595
Sports fans	51%	(344)	49%	(335)	679
Avid sports fans	49%	(94)	51%	(96)	190
Sports fans, Age: 18-34	40%	(75)	60%	(111)	187
Sports fans, Age: 35-44	54%	(81)	46%	(69)	150
Sports fans, Age: 45-64	52%	(124)	48%	(112)	236
Sports fans, Age: 65+	60%	(64)	40%	(43)	107
Movie studios should diversify teams	46%	(326)	54%	(387)	713
Movie studios should diversify stories	45%	(288)	55%	(347)	635
Concerned about Covid	50%	(460)	50%	(453)	913
No experience with Covid	100%	(518)	—	(0)	518
Health care major factor for election	48%	(338)	52%	(370)	708
Social media users	52%	(492)	48%	(459)	951
WhatsApp users	45%	(157)	55%	(194)	352
WeChat users	54%	(94)	46%	(79)	173
Social media news source at least once a week	50%	(329)	50%	(328)	657

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

**Table MCFE30\_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
Asian Adults	6%	(61)	9%	(88)	19%	(191)	7%	(67)	52%	(518)	8%	(76)	1000
Gender: Male	6%	(28)	8%	(36)	21%	(97)	7%	(34)	49%	(229)	10%	(46)	470
Gender: Female	6%	(32)	10%	(52)	18%	(93)	6%	(32)	55%	(289)	6%	(30)	530
Age: 18-34	10%	(31)	12%	(38)	24%	(78)	7%	(23)	37%	(118)	10%	(32)	320
Age: 35-44	7%	(13)	10%	(19)	16%	(29)	7%	(13)	49%	(91)	11%	(21)	186
Age: 45-64	4%	(14)	8%	(27)	17%	(56)	6%	(21)	59%	(197)	6%	(19)	335
Age: 65+	1%	(2)	2%	(4)	17%	(27)	6%	(9)	70%	(112)	3%	(4)	158
GenZers: 1997-2012	12%	(17)	14%	(20)	28%	(39)	7%	(10)	31%	(44)	8%	(12)	142
Millennials: 1981-1996	9%	(25)	9%	(26)	20%	(58)	6%	(17)	45%	(127)	11%	(32)	286
GenXers: 1965-1980	4%	(11)	10%	(28)	16%	(47)	7%	(19)	56%	(162)	8%	(22)	289
Baby Boomers: 1946-1964	3%	(8)	6%	(14)	18%	(47)	6%	(15)	63%	(161)	4%	(10)	255
PID: Dem (no lean)	6%	(26)	11%	(46)	22%	(87)	7%	(27)	47%	(189)	7%	(28)	402
PID: Ind (no lean)	3%	(10)	5%	(19)	16%	(60)	9%	(32)	56%	(208)	11%	(39)	368
PID: Rep (no lean)	11%	(25)	10%	(23)	19%	(44)	4%	(8)	53%	(121)	4%	(9)	230
PID/Gender: Dem Men	6%	(11)	9%	(16)	22%	(36)	7%	(12)	47%	(78)	9%	(14)	167
PID/Gender: Dem Women	6%	(15)	13%	(31)	22%	(51)	6%	(15)	47%	(110)	6%	(13)	235
PID/Gender: Ind Men	3%	(6)	6%	(10)	17%	(30)	11%	(20)	49%	(85)	14%	(24)	176
PID/Gender: Ind Women	2%	(4)	5%	(9)	16%	(30)	6%	(12)	64%	(122)	8%	(15)	193
PID/Gender: Rep Men	9%	(12)	8%	(10)	25%	(31)	2%	(2)	51%	(65)	6%	(7)	128
PID/Gender: Rep Women	13%	(13)	13%	(13)	12%	(12)	6%	(6)	55%	(56)	2%	(2)	102
Ideo: Liberal (1-3)	7%	(22)	11%	(32)	22%	(68)	10%	(29)	43%	(131)	7%	(22)	304
Ideo: Moderate (4)	5%	(17)	9%	(32)	16%	(58)	6%	(24)	60%	(223)	5%	(18)	372
Ideo: Conservative (5-7)	7%	(17)	9%	(23)	21%	(51)	4%	(9)	53%	(128)	5%	(13)	241
Educ: < College	8%	(33)	9%	(38)	18%	(75)	9%	(36)	46%	(193)	11%	(45)	420
Educ: Bachelors degree	5%	(16)	9%	(29)	18%	(58)	6%	(21)	55%	(182)	7%	(24)	330
Educ: Post-grad	5%	(11)	9%	(22)	23%	(58)	4%	(9)	57%	(143)	3%	(7)	250
Income: Under 50k	6%	(25)	8%	(35)	17%	(71)	8%	(34)	49%	(204)	11%	(43)	412
Income: 50k-100k	6%	(18)	9%	(26)	21%	(65)	8%	(23)	50%	(153)	6%	(18)	303
Income: 100k+	6%	(17)	10%	(27)	20%	(56)	3%	(9)	57%	(161)	5%	(15)	284

Continued on next page

**Table MCFE30\_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
Asian Adults	6%	(61)	9%	(88)	19%	(191)	7%	(67)	52%	(518)	8%	(76)	1000
Ethnicity: Other	6%	(61)	9%	(88)	19%	(191)	7%	(67)	52%	(518)	8%	(76)	1000
All Christian	9%	(27)	9%	(29)	20%	(62)	5%	(15)	54%	(171)	4%	(13)	317
All Non-Christian	9%	(23)	11%	(26)	17%	(40)	5%	(13)	49%	(118)	8%	(20)	239
Atheist	—	(0)	5%	(3)	23%	(15)	6%	(4)	54%	(36)	13%	(9)	67
Agnostic/Nothing in particular	3%	(8)	6%	(18)	18%	(53)	11%	(32)	52%	(151)	9%	(26)	288
Something Else	4%	(3)	14%	(12)	23%	(21)	3%	(3)	47%	(42)	9%	(8)	90
Religious Non-Protestant/Catholic	9%	(23)	11%	(26)	17%	(42)	5%	(13)	49%	(121)	8%	(20)	244
Evangelical	8%	(12)	8%	(11)	21%	(30)	7%	(10)	49%	(73)	8%	(12)	148
Non-Evangelical	7%	(19)	11%	(29)	20%	(51)	3%	(8)	54%	(137)	4%	(10)	252
Community: Urban	9%	(29)	11%	(37)	18%	(60)	5%	(18)	51%	(166)	6%	(20)	329
Community: Suburban	5%	(28)	8%	(48)	21%	(122)	7%	(42)	51%	(304)	8%	(47)	591
Community: Rural	5%	(4)	4%	(3)	11%	(9)	9%	(7)	60%	(47)	11%	(9)	79
Employ: Private Sector	5%	(18)	10%	(39)	21%	(81)	5%	(19)	51%	(193)	8%	(29)	380
Employ: Government	6%	(3)	3%	(2)	15%	(9)	12%	(7)	56%	(32)	8%	(5)	57
Employ: Self-Employed	11%	(9)	6%	(5)	21%	(17)	2%	(1)	57%	(45)	4%	(3)	80
Employ: Homemaker	6%	(5)	16%	(13)	7%	(6)	1%	(1)	62%	(50)	8%	(6)	80
Employ: Student	12%	(11)	13%	(12)	25%	(23)	10%	(9)	28%	(26)	12%	(11)	93
Employ: Retired	—	(1)	4%	(7)	18%	(29)	10%	(15)	65%	(104)	3%	(4)	159
Employ: Unemployed	9%	(11)	7%	(9)	18%	(23)	10%	(14)	44%	(58)	13%	(17)	131
Military HH: Yes	13%	(9)	6%	(4)	23%	(16)	4%	(3)	52%	(35)	2%	(2)	68
Military HH: No	6%	(52)	9%	(84)	19%	(175)	7%	(64)	52%	(482)	8%	(74)	932
RD/WT: Right Direction	13%	(28)	7%	(16)	11%	(25)	7%	(14)	51%	(112)	11%	(23)	218
RD/WT: Wrong Track	4%	(33)	9%	(72)	21%	(166)	7%	(52)	52%	(406)	7%	(53)	782
Trump Job Approve	10%	(25)	8%	(20)	14%	(33)	5%	(13)	52%	(126)	10%	(24)	241
Trump Job Disapprove	5%	(34)	10%	(69)	22%	(154)	7%	(50)	51%	(359)	5%	(39)	705

Continued on next page

**Table MCFE30\_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
Asian Adults	6%	(61)	9%	(88)	19%	(191)	7%	(67)	52%	(518)	8%	(76)	1000
Trump Job Strongly Approve	19%	(21)	10%	(11)	12%	(13)	3%	(3)	45%	(50)	11%	(12)	112
Trump Job Somewhat Approve	3%	(4)	6%	(8)	16%	(20)	8%	(10)	59%	(76)	9%	(12)	130
Trump Job Somewhat Disapprove	6%	(11)	10%	(20)	25%	(49)	6%	(12)	50%	(99)	3%	(5)	196
Trump Job Strongly Disapprove	5%	(23)	10%	(49)	21%	(106)	7%	(38)	51%	(260)	7%	(34)	509
Favorable of Trump	11%	(28)	8%	(21)	13%	(32)	5%	(12)	55%	(141)	8%	(22)	256
Unfavorable of Trump	5%	(32)	10%	(66)	23%	(155)	7%	(48)	51%	(349)	5%	(37)	687
Very Favorable of Trump	18%	(21)	6%	(7)	13%	(15)	4%	(5)	48%	(54)	10%	(12)	113
Somewhat Favorable of Trump	5%	(7)	10%	(14)	12%	(18)	5%	(7)	61%	(87)	7%	(10)	142
Somewhat Unfavorable of Trump	8%	(11)	10%	(15)	23%	(33)	6%	(9)	49%	(72)	4%	(5)	146
Very Unfavorable of Trump	4%	(20)	9%	(51)	23%	(122)	7%	(39)	51%	(276)	6%	(32)	540
#1 Issue: Economy	8%	(31)	11%	(45)	22%	(89)	6%	(23)	47%	(189)	6%	(26)	404
#1 Issue: Security	5%	(3)	7%	(4)	16%	(10)	5%	(3)	54%	(36)	14%	(9)	66
#1 Issue: Health Care	6%	(15)	8%	(20)	17%	(45)	7%	(17)	54%	(144)	8%	(22)	264
#1 Issue: Medicare / Social Security	—	(0)	—	(0)	16%	(13)	6%	(5)	73%	(58)	5%	(4)	80
#1 Issue: Women's Issues	10%	(5)	26%	(13)	21%	(11)	6%	(3)	34%	(17)	3%	(1)	51
#1 Issue: Other	3%	(2)	2%	(2)	8%	(5)	8%	(5)	63%	(39)	16%	(10)	63
2018 House Vote: Democrat	5%	(16)	9%	(29)	19%	(63)	7%	(24)	54%	(181)	6%	(19)	333
2018 House Vote: Republican	8%	(11)	10%	(15)	19%	(29)	3%	(4)	58%	(88)	3%	(4)	152
2016 Vote: Hillary Clinton	3%	(10)	8%	(27)	20%	(68)	5%	(17)	58%	(194)	6%	(21)	337
2016 Vote: Donald Trump	7%	(13)	10%	(17)	18%	(32)	6%	(10)	56%	(98)	3%	(6)	176
2016 Vote: Didn't Vote	8%	(36)	9%	(41)	19%	(85)	8%	(38)	45%	(206)	11%	(48)	454
Voted in 2014: Yes	5%	(21)	8%	(34)	20%	(81)	6%	(24)	56%	(232)	5%	(22)	415
Voted in 2014: No	7%	(39)	9%	(54)	19%	(110)	7%	(42)	49%	(285)	9%	(54)	585
2012 Vote: Barack Obama	3%	(11)	9%	(31)	20%	(67)	7%	(25)	55%	(184)	5%	(18)	335
2012 Vote: Mitt Romney	9%	(11)	8%	(9)	22%	(26)	2%	(2)	58%	(68)	1%	(2)	118
2012 Vote: Didn't Vote	8%	(39)	9%	(47)	19%	(98)	7%	(39)	47%	(249)	10%	(53)	525

Continued on next page



**Table MCFE30\_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
Asian Adults	6%	(61)	9%	(88)	19%	(191)	7%	(67)	52%	(518)	8%	(76)	1000
4-Region: Northeast	8%	(17)	9%	(18)	23%	(46)	4%	(9)	48%	(95)	7%	(14)	199
4-Region: Midwest	2%	(3)	8%	(10)	26%	(33)	9%	(11)	47%	(60)	9%	(11)	128
4-Region: South	8%	(18)	10%	(23)	13%	(30)	4%	(9)	55%	(126)	10%	(23)	229
4-Region: West	5%	(23)	8%	(38)	18%	(82)	8%	(37)	53%	(236)	6%	(28)	445
Chinese	4%	(15)	5%	(17)	19%	(66)	5%	(18)	59%	(202)	6%	(22)	341
Filipino	10%	(14)	16%	(22)	11%	(15)	5%	(7)	52%	(71)	6%	(8)	138
Indian	11%	(11)	21%	(22)	12%	(12)	8%	(8)	44%	(46)	5%	(5)	104
Vietnamese	7%	(6)	7%	(5)	29%	(22)	5%	(4)	35%	(26)	17%	(12)	75
Korean	1%	(1)	10%	(9)	33%	(31)	7%	(6)	43%	(39)	6%	(6)	92
Japanese	3%	(5)	3%	(4)	20%	(27)	10%	(14)	56%	(75)	8%	(10)	135
Other Asian	7%	(8)	7%	(7)	16%	(18)	9%	(10)	50%	(56)	11%	(12)	112
Speaks only English at home	5%	(31)	9%	(52)	19%	(103)	6%	(33)	53%	(295)	8%	(45)	558
Speaks mostly English at home	6%	(15)	11%	(28)	22%	(56)	8%	(21)	45%	(114)	7%	(18)	253
Speaks both English and other language at home	10%	(10)	5%	(5)	18%	(18)	5%	(5)	57%	(56)	5%	(5)	98
Speaks mostly other language at home	7%	(5)	3%	(3)	15%	(12)	4%	(3)	61%	(47)	10%	(7)	77
Trump supporter	10%	(24)	8%	(19)	16%	(36)	5%	(11)	54%	(125)	6%	(14)	229
Biden supporter	5%	(30)	10%	(58)	21%	(126)	8%	(45)	50%	(300)	6%	(37)	595
Sports fans	6%	(43)	10%	(70)	21%	(142)	7%	(46)	50%	(336)	6%	(42)	679
Avid sports fans	11%	(21)	12%	(22)	22%	(41)	6%	(12)	46%	(88)	4%	(7)	190
Sports fans, Age: 18-34	12%	(22)	16%	(30)	24%	(46)	5%	(10)	36%	(67)	7%	(12)	187
Sports fans, Age: 35-44	7%	(10)	11%	(16)	18%	(27)	8%	(12)	46%	(69)	11%	(16)	150
Sports fans, Age: 45-64	4%	(9)	9%	(21)	20%	(48)	6%	(14)	57%	(133)	4%	(10)	236
Sports fans, Age: 65+	2%	(2)	3%	(4)	20%	(21)	9%	(9)	63%	(67)	3%	(3)	107
Movie studios should diversify teams	7%	(47)	11%	(79)	22%	(156)	5%	(38)	51%	(363)	4%	(31)	713
Movie studios should diversify stories	7%	(47)	12%	(77)	22%	(137)	6%	(39)	48%	(303)	5%	(32)	635
Concerned about Covid	5%	(49)	9%	(80)	19%	(178)	7%	(62)	53%	(485)	6%	(59)	913
No experience with Covid	3%	(16)	6%	(32)	15%	(79)	5%	(28)	60%	(312)	10%	(51)	518
Health care major factor for election	6%	(44)	9%	(66)	19%	(134)	8%	(56)	51%	(364)	6%	(44)	708

Continued on next page

**Table MCFE30\_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
Asian Adults	6%	(61)	9%	(88)	19%	(191)	7%	(67)	52%	(518)	8%	(76)	1000
Social media users	6%	(61)	9%	(87)	20%	(186)	6%	(62)	51%	(486)	7%	(69)	951
WhatsApp users	9%	(30)	13%	(45)	19%	(65)	8%	(27)	49%	(172)	4%	(13)	352
WeChat users	6%	(10)	6%	(10)	21%	(37)	5%	(9)	57%	(98)	5%	(9)	173
Social media news source at least once a week	8%	(51)	11%	(70)	22%	(142)	6%	(41)	47%	(312)	6%	(42)	657

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

**Table MCFE30\_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
Asian Adults	8%	(76)	9%	(94)	6%	(58)	5%	(48)	42%	(423)	30%	(300)	1000
Gender: Male	7%	(32)	9%	(42)	6%	(27)	5%	(23)	43%	(203)	30%	(143)	470
Gender: Female	8%	(44)	10%	(52)	6%	(31)	5%	(25)	42%	(220)	30%	(157)	530
Age: 18-34	10%	(31)	8%	(25)	6%	(18)	5%	(15)	30%	(97)	42%	(134)	320
Age: 35-44	9%	(17)	13%	(25)	6%	(11)	12%	(22)	35%	(64)	26%	(48)	186
Age: 45-64	5%	(18)	10%	(34)	7%	(23)	2%	(8)	49%	(164)	26%	(89)	335
Age: 65+	7%	(11)	7%	(11)	4%	(6)	2%	(3)	62%	(98)	19%	(30)	158
GenZers: 1997-2012	7%	(11)	3%	(4)	7%	(10)	5%	(7)	25%	(36)	53%	(75)	142
Millennials: 1981-1996	10%	(28)	13%	(38)	6%	(16)	5%	(15)	34%	(98)	31%	(89)	286
GenXers: 1965-1980	8%	(22)	9%	(27)	6%	(19)	7%	(19)	45%	(129)	25%	(74)	289
Baby Boomers: 1946-1964	5%	(13)	9%	(24)	5%	(13)	3%	(7)	57%	(145)	20%	(52)	255
PID: Dem (no lean)	11%	(43)	12%	(47)	6%	(22)	5%	(19)	38%	(154)	29%	(117)	402
PID: Ind (no lean)	5%	(17)	7%	(24)	6%	(22)	5%	(18)	47%	(174)	31%	(113)	368
PID: Rep (no lean)	7%	(16)	10%	(23)	6%	(14)	5%	(11)	42%	(96)	31%	(70)	230
PID/Gender: Dem Men	12%	(20)	7%	(12)	7%	(12)	5%	(8)	44%	(74)	24%	(40)	167
PID/Gender: Dem Women	10%	(23)	15%	(34)	4%	(10)	5%	(11)	34%	(80)	33%	(77)	235
PID/Gender: Ind Men	5%	(8)	10%	(18)	3%	(6)	3%	(6)	45%	(79)	33%	(59)	176
PID/Gender: Ind Women	5%	(9)	4%	(7)	8%	(16)	6%	(12)	49%	(94)	28%	(54)	193
PID/Gender: Rep Men	3%	(4)	10%	(12)	7%	(9)	7%	(9)	39%	(50)	35%	(44)	128
PID/Gender: Rep Women	12%	(12)	10%	(11)	5%	(5)	2%	(3)	45%	(46)	25%	(26)	102
Ideo: Liberal (1-3)	11%	(32)	11%	(34)	7%	(22)	4%	(12)	36%	(110)	31%	(94)	304
Ideo: Moderate (4)	8%	(29)	10%	(37)	6%	(21)	4%	(17)	46%	(171)	26%	(98)	372
Ideo: Conservative (5-7)	6%	(14)	8%	(20)	5%	(11)	5%	(12)	47%	(112)	30%	(72)	241
Educ: < College	5%	(22)	8%	(32)	4%	(16)	5%	(21)	39%	(163)	39%	(165)	420
Educ: Bachelors degree	9%	(29)	11%	(35)	6%	(20)	4%	(12)	44%	(144)	27%	(89)	330
Educ: Post-grad	10%	(25)	11%	(26)	9%	(22)	6%	(15)	46%	(116)	19%	(46)	250
Income: Under 50k	7%	(28)	9%	(35)	5%	(19)	5%	(20)	32%	(133)	43%	(176)	412
Income: 50k-100k	7%	(23)	10%	(32)	7%	(21)	6%	(19)	45%	(137)	24%	(72)	303
Income: 100k+	9%	(26)	10%	(28)	6%	(18)	3%	(9)	54%	(153)	18%	(52)	284

Continued on next page

**Table MCFE30\_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
Asian Adults	8%	(76)	9%	(94)	6%	(58)	5%	(48)	42%	(423)	30%	(300)	1000
Ethnicity: Other	8%	(76)	9%	(94)	6%	(58)	5%	(48)	42%	(423)	30%	(300)	1000
All Christian	10%	(33)	9%	(28)	6%	(18)	5%	(15)	44%	(138)	27%	(85)	317
All Non-Christian	8%	(20)	11%	(27)	5%	(13)	4%	(10)	39%	(92)	32%	(77)	239
Atheist	1%	(1)	11%	(7)	5%	(3)	2%	(1)	46%	(30)	36%	(24)	67
Agnostic/Nothing in particular	7%	(19)	7%	(21)	6%	(17)	4%	(11)	47%	(136)	29%	(83)	288
Something Else	4%	(4)	12%	(11)	7%	(6)	12%	(11)	30%	(27)	35%	(32)	90
Religious Non-Protestant/Catholic	8%	(20)	11%	(27)	5%	(13)	4%	(11)	39%	(96)	31%	(77)	244
Evangelical	10%	(15)	9%	(13)	7%	(10)	6%	(9)	37%	(55)	30%	(45)	148
Non-Evangelical	9%	(22)	10%	(24)	6%	(14)	6%	(16)	41%	(105)	28%	(72)	252
Community: Urban	12%	(39)	10%	(33)	3%	(11)	5%	(16)	38%	(125)	32%	(106)	329
Community: Suburban	6%	(35)	9%	(53)	8%	(45)	4%	(24)	45%	(264)	29%	(170)	591
Community: Rural	3%	(2)	10%	(8)	3%	(2)	10%	(8)	43%	(34)	31%	(25)	79
Employ: Private Sector	8%	(32)	12%	(47)	7%	(28)	5%	(20)	43%	(162)	24%	(91)	380
Employ: Government	5%	(3)	7%	(4)	14%	(8)	5%	(3)	27%	(15)	42%	(24)	57
Employ: Self-Employed	9%	(7)	13%	(10)	4%	(3)	2%	(1)	49%	(39)	24%	(19)	80
Employ: Homemaker	13%	(11)	12%	(9)	1%	(1)	3%	(3)	63%	(50)	8%	(6)	80
Employ: Student	8%	(7)	2%	(2)	5%	(4)	5%	(4)	20%	(19)	61%	(57)	93
Employ: Retired	5%	(8)	6%	(9)	2%	(3)	2%	(4)	61%	(97)	24%	(38)	159
Employ: Unemployed	5%	(6)	10%	(13)	6%	(8)	9%	(12)	24%	(32)	46%	(60)	131
Military HH: Yes	7%	(5)	8%	(5)	3%	(2)	2%	(2)	51%	(35)	28%	(19)	68
Military HH: No	8%	(72)	10%	(89)	6%	(55)	5%	(46)	42%	(388)	30%	(281)	932
RD/WT: Right Direction	9%	(20)	8%	(16)	6%	(12)	5%	(10)	48%	(104)	25%	(55)	218
RD/WT: Wrong Track	7%	(56)	10%	(78)	6%	(45)	5%	(38)	41%	(319)	31%	(245)	782
Trump Job Approve	7%	(18)	9%	(21)	4%	(9)	4%	(9)	49%	(117)	28%	(67)	241
Trump Job Disapprove	8%	(54)	10%	(72)	7%	(48)	5%	(36)	40%	(283)	30%	(211)	705

Continued on next page

**Table MCFE30\_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
Asian Adults	8%	(76)	9%	(94)	6%	(58)	5%	(48)	42%	(423)	30%	(300)	1000
Trump Job Strongly Approve	10%	(11)	9%	(10)	4%	(4)	1%	(2)	49%	(54)	27%	(30)	112
Trump Job Somewhat Approve	5%	(7)	8%	(11)	4%	(5)	6%	(7)	48%	(63)	28%	(37)	130
Trump Job Somewhat Disapprove	8%	(15)	11%	(21)	8%	(16)	5%	(9)	43%	(84)	26%	(51)	196
Trump Job Strongly Disapprove	8%	(39)	10%	(51)	6%	(32)	5%	(27)	39%	(199)	31%	(160)	509
Favorable of Trump	9%	(22)	9%	(22)	3%	(8)	4%	(10)	46%	(119)	29%	(75)	256
Unfavorable of Trump	7%	(49)	10%	(68)	6%	(44)	5%	(38)	41%	(280)	30%	(208)	687
Very Favorable of Trump	6%	(7)	7%	(8)	3%	(3)	3%	(3)	50%	(57)	31%	(35)	113
Somewhat Favorable of Trump	11%	(15)	10%	(14)	3%	(5)	5%	(7)	43%	(62)	28%	(40)	142
Somewhat Unfavorable of Trump	5%	(8)	11%	(16)	8%	(12)	7%	(10)	42%	(61)	27%	(39)	146
Very Unfavorable of Trump	8%	(41)	10%	(52)	6%	(32)	5%	(28)	40%	(218)	31%	(169)	540
#1 Issue: Economy	7%	(28)	11%	(46)	7%	(28)	7%	(26)	40%	(162)	28%	(114)	404
#1 Issue: Security	8%	(5)	6%	(4)	5%	(3)	3%	(2)	51%	(34)	27%	(18)	66
#1 Issue: Health Care	8%	(22)	8%	(20)	4%	(12)	2%	(6)	45%	(118)	32%	(85)	264
#1 Issue: Medicare / Social Security	2%	(2)	12%	(9)	3%	(2)	4%	(3)	54%	(43)	26%	(20)	80
#1 Issue: Women's Issues	18%	(9)	10%	(5)	10%	(5)	2%	(1)	25%	(13)	36%	(18)	51
#1 Issue: Other	5%	(3)	7%	(5)	5%	(3)	3%	(2)	36%	(23)	43%	(27)	63
2018 House Vote: Democrat	9%	(31)	11%	(36)	6%	(19)	3%	(12)	45%	(151)	26%	(85)	333
2018 House Vote: Republican	9%	(14)	11%	(16)	6%	(9)	5%	(8)	47%	(71)	22%	(34)	152
2016 Vote: Hillary Clinton	9%	(31)	11%	(37)	5%	(17)	3%	(11)	47%	(157)	25%	(84)	337
2016 Vote: Donald Trump	8%	(14)	10%	(17)	7%	(13)	6%	(10)	45%	(79)	25%	(43)	176
2016 Vote: Didn't Vote	6%	(28)	9%	(40)	5%	(25)	6%	(27)	37%	(170)	36%	(165)	454
Voted in 2014: Yes	9%	(38)	9%	(39)	5%	(21)	4%	(15)	49%	(201)	24%	(100)	415
Voted in 2014: No	7%	(39)	9%	(55)	6%	(36)	6%	(33)	38%	(222)	34%	(200)	585
2012 Vote: Barack Obama	9%	(31)	11%	(37)	6%	(19)	4%	(13)	44%	(147)	27%	(89)	335
2012 Vote: Mitt Romney	3%	(4)	8%	(9)	8%	(9)	6%	(7)	54%	(64)	20%	(24)	118
2012 Vote: Didn't Vote	8%	(40)	9%	(48)	6%	(29)	5%	(28)	38%	(199)	34%	(181)	525

Continued on next page

**Table MCFE30\_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
Asian Adults	8%	(76)	9%	(94)	6%	(58)	5%	(48)	42%	(423)	30%	(300)	1000
4-Region: Northeast	7%	(14)	11%	(23)	5%	(10)	5%	(9)	39%	(77)	33%	(66)	199
4-Region: Midwest	8%	(11)	10%	(12)	9%	(12)	11%	(14)	36%	(46)	26%	(33)	128
4-Region: South	9%	(21)	13%	(29)	4%	(10)	3%	(8)	41%	(93)	30%	(69)	229
4-Region: West	7%	(31)	7%	(30)	6%	(26)	4%	(17)	47%	(207)	30%	(133)	445
Chinese	6%	(21)	9%	(32)	5%	(17)	4%	(15)	49%	(167)	26%	(88)	341
Filipino	13%	(18)	8%	(11)	3%	(4)	1%	(2)	40%	(56)	35%	(48)	138
Indian	9%	(10)	16%	(17)	7%	(7)	13%	(13)	32%	(33)	23%	(24)	104
Vietnamese	3%	(2)	7%	(5)	11%	(9)	3%	(2)	35%	(27)	41%	(31)	75
Korean	5%	(4)	14%	(13)	8%	(7)	6%	(6)	34%	(31)	33%	(31)	92
Japanese	7%	(10)	6%	(8)	4%	(5)	2%	(3)	51%	(69)	30%	(40)	135
Other Asian	10%	(11)	8%	(9)	7%	(8)	6%	(7)	36%	(41)	33%	(36)	112
Speaks only English at home	6%	(35)	11%	(63)	6%	(33)	4%	(21)	43%	(241)	30%	(165)	558
Speaks mostly English at home	10%	(25)	6%	(16)	6%	(15)	8%	(20)	40%	(101)	30%	(76)	253
Speaks both English and other language at home	10%	(10)	10%	(10)	6%	(5)	6%	(6)	37%	(37)	32%	(31)	98
Speaks mostly other language at home	8%	(6)	5%	(4)	4%	(3)	1%	(1)	50%	(39)	31%	(24)	77
Trump supporter	7%	(16)	9%	(20)	4%	(10)	3%	(6)	46%	(107)	31%	(71)	229
Biden supporter	8%	(49)	11%	(66)	6%	(38)	6%	(33)	39%	(230)	30%	(180)	595
Sports fans	8%	(56)	11%	(74)	6%	(42)	5%	(37)	42%	(282)	28%	(187)	679
Avid sports fans	9%	(16)	9%	(17)	6%	(12)	10%	(18)	39%	(74)	28%	(52)	190
Sports fans, Age: 18-34	10%	(19)	10%	(19)	7%	(12)	4%	(8)	30%	(56)	39%	(72)	187
Sports fans, Age: 35-44	9%	(14)	14%	(21)	6%	(9)	14%	(20)	31%	(47)	26%	(38)	150
Sports fans, Age: 45-64	6%	(15)	12%	(28)	7%	(17)	3%	(7)	47%	(111)	24%	(58)	236
Sports fans, Age: 65+	8%	(8)	6%	(6)	3%	(3)	2%	(2)	64%	(68)	18%	(20)	107
Movie studios should diversify teams	9%	(62)	11%	(76)	6%	(43)	5%	(32)	39%	(281)	31%	(219)	713
Movie studios should diversify stories	10%	(61)	11%	(70)	6%	(37)	6%	(35)	38%	(240)	30%	(192)	635
Concerned about Covid	8%	(71)	9%	(81)	5%	(50)	5%	(43)	43%	(396)	30%	(271)	913
No experience with Covid	5%	(24)	9%	(49)	5%	(28)	3%	(15)	49%	(252)	29%	(150)	518
Health care major factor for election	8%	(57)	10%	(67)	6%	(42)	5%	(33)	42%	(294)	30%	(214)	708

Continued on next page

**Table MCFE30\_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
Asian Adults	8% (76)	9% (94)	6% (58)	5% (48)	42% (423)	30% (300)	1000
Social media users	8% (75)	9% (89)	6% (57)	5% (48)	41% (392)	30% (290)	951
WhatsApp users	11% (37)	12% (43)	7% (25)	8% (27)	37% (131)	25% (88)	352
WeChat users	9% (15)	12% (20)	7% (13)	4% (7)	50% (87)	18% (31)	173
Social media news source at least once a week	9% (58)	11% (70)	5% (34)	6% (38)	42% (275)	28% (182)	657

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

**Table MCFE30\_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
Asian Adults	9%	(87)	9%	(92)	3%	(33)	2%	(18)	35%	(347)	42%	(423)	1000
Gender: Male	6%	(29)	9%	(43)	4%	(19)	2%	(9)	33%	(154)	46%	(216)	470
Gender: Female	11%	(58)	9%	(49)	3%	(14)	2%	(9)	36%	(193)	39%	(207)	530
Age: 18-34	7%	(23)	5%	(17)	3%	(11)	3%	(10)	19%	(62)	62%	(197)	320
Age: 35-44	14%	(26)	14%	(27)	3%	(6)	2%	(3)	29%	(54)	38%	(71)	186
Age: 45-64	9%	(30)	12%	(39)	4%	(13)	1%	(3)	41%	(137)	34%	(114)	335
Age: 65+	5%	(9)	7%	(10)	2%	(4)	1%	(1)	59%	(94)	26%	(41)	158
GenZers: 1997-2012	6%	(9)	1%	(2)	5%	(6)	5%	(7)	17%	(24)	66%	(93)	142
Millennials: 1981-1996	10%	(28)	10%	(29)	2%	(7)	1%	(3)	24%	(68)	53%	(151)	286
GenXers: 1965-1980	10%	(29)	13%	(38)	4%	(11)	2%	(5)	35%	(101)	36%	(105)	289
Baby Boomers: 1946-1964	8%	(20)	9%	(23)	3%	(9)	—	(1)	52%	(133)	27%	(69)	255
PID: Dem (no lean)	11%	(45)	10%	(41)	3%	(12)	2%	(8)	27%	(109)	47%	(188)	402
PID: Ind (no lean)	6%	(21)	7%	(27)	3%	(13)	2%	(8)	41%	(152)	40%	(147)	368
PID: Rep (no lean)	9%	(22)	11%	(24)	4%	(9)	1%	(2)	37%	(86)	38%	(88)	230
PID/Gender: Dem Men	7%	(12)	9%	(14)	4%	(6)	3%	(4)	30%	(51)	47%	(79)	167
PID/Gender: Dem Women	14%	(32)	11%	(27)	2%	(6)	1%	(3)	25%	(58)	46%	(109)	235
PID/Gender: Ind Men	6%	(10)	7%	(12)	4%	(6)	2%	(3)	36%	(63)	46%	(81)	176
PID/Gender: Ind Women	6%	(11)	8%	(15)	3%	(7)	2%	(5)	46%	(89)	35%	(67)	193
PID/Gender: Rep Men	5%	(7)	13%	(17)	5%	(6)	1%	(1)	31%	(40)	44%	(57)	128
PID/Gender: Rep Women	15%	(15)	8%	(8)	2%	(2)	1%	(1)	44%	(45)	31%	(31)	102
Ideo: Liberal (1-3)	9%	(27)	11%	(32)	5%	(14)	2%	(7)	25%	(76)	49%	(148)	304
Ideo: Moderate (4)	11%	(42)	10%	(37)	2%	(7)	1%	(5)	36%	(134)	39%	(146)	372
Ideo: Conservative (5-7)	6%	(16)	9%	(23)	3%	(8)	1%	(2)	46%	(110)	34%	(83)	241
Educ: < College	8%	(33)	5%	(22)	2%	(8)	3%	(11)	34%	(143)	48%	(203)	420
Educ: Bachelors degree	9%	(29)	11%	(38)	4%	(13)	1%	(3)	34%	(113)	41%	(135)	330
Educ: Post-grad	10%	(25)	13%	(32)	5%	(13)	2%	(4)	37%	(91)	34%	(84)	250
Income: Under 50k	8%	(33)	6%	(25)	2%	(8)	3%	(12)	28%	(114)	54%	(221)	412
Income: 50k-100k	9%	(26)	11%	(34)	5%	(16)	2%	(5)	36%	(109)	38%	(114)	303
Income: 100k+	10%	(28)	12%	(34)	3%	(10)	—	(1)	44%	(124)	31%	(88)	284

Continued on next page



**Table MCFE30\_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
Asian Adults	9% (87)	9% (92)	3% (33)	2% (18)	35% (347)	42% (423)	1000
Ethnicity: Other	9% (87)	9% (92)	3% (33)	2% (18)	35% (347)	42% (423)	1000
All Christian	14% (43)	8% (27)	4% (11)	2% (5)	34% (109)	38% (122)	317
All Non-Christian	13% (31)	12% (29)	3% (6)	3% (7)	33% (79)	36% (87)	239
Atheist	1% (1)	3% (2)	3% (2)	— (0)	40% (27)	54% (36)	67
Agnostic/Nothing in particular	3% (7)	8% (24)	4% (12)	1% (1)	35% (101)	49% (142)	288
Something Else	6% (5)	12% (11)	2% (2)	5% (4)	34% (31)	42% (37)	90
Religious Non-Protestant/Catholic	13% (32)	12% (30)	3% (6)	3% (7)	34% (82)	36% (87)	244
Evangelical	11% (17)	11% (17)	3% (5)	3% (5)	36% (53)	35% (52)	148
Non-Evangelical	12% (31)	8% (19)	3% (8)	2% (4)	33% (83)	42% (107)	252
Community: Urban	12% (41)	9% (29)	2% (7)	1% (3)	29% (96)	47% (154)	329
Community: Suburban	7% (43)	9% (54)	4% (26)	2% (11)	36% (211)	42% (246)	591
Community: Rural	4% (3)	12% (9)	1% (1)	4% (4)	50% (40)	29% (23)	79
Employ: Private Sector	8% (29)	13% (51)	3% (13)	2% (7)	34% (130)	39% (150)	380
Employ: Government	10% (6)	8% (5)	5% (3)	1% (1)	32% (18)	43% (25)	57
Employ: Self-Employed	9% (7)	13% (10)	3% (2)	4% (3)	23% (18)	49% (39)	80
Employ: Homemaker	25% (20)	14% (11)	1% (1)	— (0)	39% (32)	21% (17)	80
Employ: Student	8% (8)	1% (1)	5% (4)	— (0)	17% (16)	69% (64)	93
Employ: Retired	4% (6)	6% (9)	2% (4)	1% (2)	61% (97)	26% (42)	159
Employ: Unemployed	5% (7)	4% (5)	4% (6)	3% (5)	23% (30)	60% (78)	131
Military HH: Yes	8% (5)	6% (4)	2% (2)	2% (2)	40% (27)	41% (28)	68
Military HH: No	9% (82)	9% (88)	3% (32)	2% (16)	34% (319)	42% (395)	932
RD/WT: Right Direction	12% (26)	8% (17)	3% (6)	3% (7)	40% (88)	34% (75)	218
RD/WT: Wrong Track	8% (62)	10% (76)	4% (28)	1% (10)	33% (259)	45% (348)	782
Trump Job Approve	10% (23)	7% (17)	3% (7)	3% (7)	45% (108)	32% (78)	241
Trump Job Disapprove	8% (58)	11% (74)	4% (25)	1% (8)	31% (218)	46% (321)	705

Continued on next page

**Table MCFE30\_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
Asian Adults	9%	(87)	9%	(92)	3%	(33)	2%	(18)	35%	(347)	42%	(423)	1000
Trump Job Strongly Approve	14%	(16)	7%	(8)	4%	(5)	3%	(3)	40%	(44)	32%	(36)	112
Trump Job Somewhat Approve	6%	(8)	7%	(9)	2%	(3)	3%	(4)	49%	(64)	33%	(42)	130
Trump Job Somewhat Disapprove	10%	(19)	13%	(26)	4%	(8)	—	(1)	33%	(64)	40%	(78)	196
Trump Job Strongly Disapprove	7%	(38)	10%	(49)	3%	(17)	1%	(7)	30%	(155)	48%	(243)	509
Favorable of Trump	10%	(26)	7%	(19)	3%	(6)	2%	(5)	44%	(112)	35%	(88)	256
Unfavorable of Trump	8%	(54)	11%	(73)	4%	(24)	2%	(13)	31%	(210)	45%	(312)	687
Very Favorable of Trump	8%	(9)	6%	(6)	3%	(4)	4%	(5)	39%	(44)	40%	(45)	113
Somewhat Favorable of Trump	11%	(16)	9%	(12)	2%	(3)	—	(0)	48%	(68)	31%	(44)	142
Somewhat Unfavorable of Trump	9%	(13)	16%	(23)	4%	(6)	1%	(2)	35%	(52)	34%	(50)	146
Very Unfavorable of Trump	8%	(41)	9%	(50)	3%	(18)	2%	(11)	29%	(158)	48%	(261)	540
#1 Issue: Economy	10%	(39)	12%	(50)	4%	(16)	1%	(5)	30%	(122)	42%	(171)	404
#1 Issue: Security	7%	(5)	9%	(6)	1%	(1)	7%	(4)	46%	(31)	30%	(20)	66
#1 Issue: Health Care	7%	(18)	8%	(20)	3%	(7)	—	(0)	35%	(93)	48%	(126)	264
#1 Issue: Medicare / Social Security	1%	(1)	8%	(6)	—	(0)	5%	(4)	57%	(45)	29%	(23)	80
#1 Issue: Women's Issues	25%	(13)	8%	(4)	7%	(4)	—	(0)	10%	(5)	49%	(25)	51
#1 Issue: Other	10%	(7)	4%	(2)	3%	(2)	1%	(1)	40%	(25)	41%	(26)	63
2018 House Vote: Democrat	9%	(29)	10%	(34)	3%	(10)	2%	(5)	34%	(113)	43%	(142)	333
2018 House Vote: Republican	11%	(17)	12%	(18)	4%	(5)	—	(1)	48%	(73)	25%	(38)	152
2016 Vote: Hillary Clinton	9%	(30)	11%	(37)	3%	(10)	1%	(2)	35%	(117)	42%	(141)	337
2016 Vote: Donald Trump	10%	(17)	11%	(19)	3%	(6)	1%	(2)	50%	(87)	26%	(45)	176
2016 Vote: Didn't Vote	9%	(39)	8%	(35)	4%	(16)	3%	(13)	29%	(130)	49%	(221)	454
Voted in 2014: Yes	9%	(38)	10%	(41)	3%	(13)	1%	(3)	40%	(165)	37%	(154)	415
Voted in 2014: No	8%	(49)	9%	(51)	3%	(20)	2%	(14)	31%	(182)	46%	(269)	585
2012 Vote: Barack Obama	10%	(34)	12%	(39)	4%	(12)	1%	(3)	31%	(105)	42%	(141)	335
2012 Vote: Mitt Romney	4%	(4)	12%	(14)	4%	(5)	—	(0)	58%	(69)	22%	(26)	118
2012 Vote: Didn't Vote	9%	(48)	7%	(38)	3%	(17)	3%	(14)	31%	(161)	47%	(246)	525

Continued on next page

**Table MCFE30\_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
Asian Adults	9%	(87)	9%	(92)	3%	(33)	2%	(18)	35%	(347)	42%	(423)	1000
4-Region: Northeast	10%	(20)	8%	(15)	4%	(9)	3%	(5)	28%	(56)	47%	(93)	199
4-Region: Midwest	7%	(8)	11%	(14)	5%	(6)	3%	(4)	34%	(44)	40%	(51)	128
4-Region: South	10%	(23)	12%	(26)	2%	(5)	2%	(4)	36%	(83)	38%	(87)	229
4-Region: West	8%	(35)	8%	(36)	3%	(13)	1%	(5)	37%	(164)	43%	(192)	445
Chinese	5%	(18)	8%	(29)	4%	(14)	2%	(6)	41%	(141)	39%	(131)	341
Filipino	16%	(22)	7%	(10)	2%	(2)	1%	(2)	25%	(34)	49%	(67)	138
Indian	14%	(15)	21%	(22)	6%	(7)	2%	(3)	24%	(25)	31%	(33)	104
Vietnamese	6%	(5)	9%	(6)	4%	(3)	—	(0)	31%	(24)	50%	(37)	75
Korean	7%	(7)	6%	(5)	2%	(2)	3%	(3)	24%	(22)	58%	(53)	92
Japanese	7%	(9)	7%	(10)	2%	(3)	1%	(1)	43%	(58)	40%	(54)	135
Other Asian	10%	(11)	9%	(10)	1%	(1)	3%	(3)	37%	(42)	40%	(44)	112
Speaks only English at home	7%	(37)	9%	(47)	3%	(17)	1%	(6)	38%	(211)	43%	(239)	558
Speaks mostly English at home	13%	(33)	11%	(28)	4%	(11)	4%	(10)	26%	(65)	42%	(107)	253
Speaks both English and other language at home	12%	(12)	9%	(9)	3%	(3)	1%	(1)	36%	(35)	39%	(38)	98
Speaks mostly other language at home	8%	(6)	7%	(6)	3%	(2)	1%	(1)	36%	(27)	45%	(34)	77
Trump supporter	9%	(21)	7%	(16)	3%	(8)	2%	(5)	43%	(98)	36%	(82)	229
Biden supporter	9%	(53)	11%	(64)	3%	(19)	2%	(13)	29%	(170)	46%	(276)	595
Sports fans	9%	(61)	12%	(81)	4%	(28)	2%	(12)	32%	(220)	41%	(277)	679
Avid sports fans	11%	(21)	10%	(19)	3%	(7)	2%	(4)	29%	(54)	44%	(84)	190
Sports fans, Age: 18-34	8%	(14)	7%	(13)	5%	(9)	4%	(7)	16%	(30)	60%	(113)	187
Sports fans, Age: 35-44	13%	(20)	16%	(24)	3%	(5)	2%	(3)	29%	(44)	36%	(54)	150
Sports fans, Age: 45-64	8%	(20)	14%	(33)	4%	(10)	—	(1)	38%	(89)	35%	(82)	236
Sports fans, Age: 65+	7%	(7)	10%	(10)	3%	(3)	1%	(1)	53%	(57)	26%	(28)	107
Movie studios should diversify teams	8%	(59)	11%	(77)	3%	(24)	2%	(12)	32%	(226)	44%	(316)	713
Movie studios should diversify stories	10%	(62)	12%	(73)	3%	(18)	2%	(12)	30%	(192)	44%	(277)	635
Concerned about Covid	9%	(82)	9%	(81)	3%	(31)	2%	(14)	34%	(313)	43%	(392)	913
No experience with Covid	8%	(40)	7%	(37)	3%	(14)	2%	(8)	41%	(213)	40%	(206)	518
Health care major factor for election	9%	(66)	9%	(61)	3%	(23)	2%	(13)	33%	(237)	44%	(308)	708

Continued on next page

**Table MCFE30\_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
Asian Adults	9% (87)	9% (92)	3% (33)	2% (18)	35% (347)	42% (423)	1000
Social media users	9% (86)	9% (89)	4% (33)	2% (18)	33% (317)	43% (407)	951
WhatsApp users	12% (41)	13% (47)	5% (18)	2% (8)	31% (111)	36% (127)	352
WeChat users	11% (20)	10% (17)	5% (8)	1% (1)	39% (68)	34% (59)	173
Social media news source at least once a week	11% (74)	10% (68)	4% (24)	2% (15)	32% (208)	41% (268)	657

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

**Table MCFE30\_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
Asian Adults	5%	(49)	10%	(100)	31%	(306)	8%	(84)	40%	(397)	6%	(63)	1000
Gender: Male	5%	(24)	9%	(43)	28%	(134)	8%	(39)	41%	(194)	8%	(37)	470
Gender: Female	5%	(25)	11%	(58)	33%	(172)	8%	(45)	38%	(203)	5%	(27)	530
Age: 18-34	5%	(15)	11%	(35)	31%	(98)	11%	(34)	35%	(112)	8%	(26)	320
Age: 35-44	8%	(15)	17%	(32)	28%	(52)	8%	(15)	29%	(55)	10%	(18)	186
Age: 45-64	5%	(16)	9%	(29)	31%	(103)	9%	(30)	44%	(147)	3%	(11)	335
Age: 65+	2%	(3)	3%	(5)	34%	(53)	4%	(6)	52%	(82)	6%	(9)	158
GenZers: 1997-2012	4%	(5)	12%	(17)	33%	(46)	14%	(20)	28%	(40)	10%	(14)	142
Millennials: 1981-1996	6%	(18)	13%	(38)	29%	(82)	6%	(17)	37%	(105)	9%	(25)	286
GenXers: 1965-1980	5%	(15)	11%	(31)	28%	(81)	10%	(29)	43%	(124)	4%	(10)	289
Baby Boomers: 1946-1964	4%	(11)	5%	(13)	36%	(92)	7%	(18)	43%	(109)	5%	(13)	255
PID: Dem (no lean)	4%	(16)	12%	(47)	33%	(132)	10%	(41)	36%	(143)	6%	(23)	402
PID: Ind (no lean)	4%	(13)	7%	(26)	29%	(106)	9%	(34)	44%	(162)	8%	(28)	368
PID: Rep (no lean)	9%	(21)	12%	(28)	30%	(68)	4%	(9)	40%	(91)	6%	(13)	230
PID/Gender: Dem Men	5%	(8)	12%	(19)	30%	(50)	9%	(15)	39%	(65)	6%	(10)	167
PID/Gender: Dem Women	3%	(8)	12%	(28)	35%	(82)	11%	(27)	33%	(78)	6%	(13)	235
PID/Gender: Ind Men	3%	(5)	6%	(10)	26%	(46)	10%	(18)	45%	(79)	10%	(18)	176
PID/Gender: Ind Women	4%	(8)	8%	(16)	31%	(60)	8%	(16)	43%	(84)	5%	(10)	193
PID/Gender: Rep Men	8%	(11)	10%	(13)	29%	(37)	6%	(7)	39%	(50)	7%	(9)	128
PID/Gender: Rep Women	10%	(10)	14%	(14)	30%	(31)	2%	(2)	40%	(41)	4%	(4)	102
Ideo: Liberal (1-3)	2%	(5)	13%	(41)	36%	(109)	13%	(40)	31%	(93)	5%	(16)	304
Ideo: Moderate (4)	6%	(20)	9%	(33)	28%	(105)	8%	(28)	46%	(171)	4%	(15)	372
Ideo: Conservative (5-7)	8%	(18)	7%	(17)	36%	(86)	3%	(8)	41%	(98)	6%	(14)	241
Educ: < College	6%	(24)	10%	(42)	23%	(97)	11%	(47)	40%	(167)	10%	(42)	420
Educ: Bachelors degree	4%	(14)	10%	(33)	36%	(117)	8%	(26)	39%	(128)	4%	(12)	330
Educ: Post-grad	4%	(11)	10%	(25)	37%	(92)	5%	(12)	41%	(101)	4%	(10)	250
Income: Under 50k	4%	(18)	10%	(41)	22%	(89)	10%	(43)	42%	(174)	11%	(47)	412
Income: 50k-100k	6%	(20)	11%	(33)	35%	(107)	9%	(28)	35%	(106)	3%	(10)	303
Income: 100k+	4%	(11)	9%	(27)	39%	(110)	5%	(13)	41%	(116)	3%	(7)	284

Continued on next page

**Table MCFE30\_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
Asian Adults	5%	(49)	10%	(100)	31%	(306)	8%	(84)	40%	(397)	6%	(63)	1000
Ethnicity: Other	5%	(49)	10%	(100)	31%	(306)	8%	(84)	40%	(397)	6%	(63)	1000
All Christian	7%	(21)	10%	(30)	32%	(101)	7%	(23)	39%	(122)	6%	(19)	317
All Non-Christian	4%	(10)	10%	(25)	31%	(74)	10%	(23)	38%	(90)	7%	(18)	239
Atheist	6%	(4)	8%	(5)	30%	(20)	6%	(4)	43%	(28)	7%	(5)	67
Agnostic/Nothing in particular	2%	(5)	11%	(31)	31%	(90)	9%	(25)	43%	(123)	5%	(13)	288
Something Else	10%	(9)	10%	(9)	23%	(21)	9%	(8)	37%	(33)	10%	(9)	90
Religious Non-Protestant/Catholic	4%	(10)	10%	(26)	31%	(77)	10%	(24)	37%	(90)	7%	(18)	244
Evangelical	8%	(12)	6%	(9)	24%	(36)	8%	(13)	42%	(62)	11%	(16)	148
Non-Evangelical	7%	(18)	12%	(30)	33%	(83)	7%	(18)	37%	(92)	5%	(11)	252
Community: Urban	7%	(24)	11%	(38)	30%	(100)	9%	(29)	35%	(114)	8%	(25)	329
Community: Suburban	4%	(22)	8%	(49)	32%	(186)	8%	(50)	43%	(254)	5%	(31)	591
Community: Rural	4%	(3)	18%	(14)	24%	(19)	7%	(6)	37%	(29)	10%	(8)	79
Employ: Private Sector	4%	(17)	12%	(46)	31%	(118)	8%	(32)	40%	(150)	5%	(17)	380
Employ: Government	1%	(1)	13%	(7)	23%	(13)	12%	(7)	44%	(25)	7%	(4)	57
Employ: Self-Employed	8%	(7)	10%	(8)	32%	(26)	4%	(3)	40%	(32)	5%	(4)	80
Employ: Homemaker	11%	(9)	12%	(10)	24%	(19)	2%	(2)	43%	(34)	8%	(7)	80
Employ: Student	2%	(2)	9%	(9)	38%	(35)	14%	(13)	30%	(28)	7%	(7)	93
Employ: Retired	2%	(3)	4%	(6)	34%	(54)	7%	(11)	48%	(76)	6%	(9)	159
Employ: Unemployed	7%	(10)	11%	(15)	25%	(32)	13%	(17)	33%	(43)	11%	(15)	131
Military HH: Yes	3%	(2)	8%	(6)	40%	(27)	1%	(1)	47%	(32)	—	(0)	68
Military HH: No	5%	(47)	10%	(95)	30%	(279)	9%	(83)	39%	(365)	7%	(63)	932
RD/WT: Right Direction	10%	(23)	14%	(30)	17%	(38)	6%	(13)	43%	(94)	9%	(21)	218
RD/WT: Wrong Track	3%	(27)	9%	(71)	34%	(268)	9%	(71)	39%	(303)	5%	(43)	782
Trump Job Approve	8%	(19)	10%	(24)	25%	(60)	4%	(9)	46%	(111)	7%	(18)	241
Trump Job Disapprove	3%	(24)	10%	(71)	34%	(240)	10%	(72)	37%	(263)	5%	(34)	705

Continued on next page

**Table MCFE30\_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
Asian Adults	5%	(49)	10%	(100)	31%	(306)	8%	(84)	40%	(397)	6%	(63)	1000
Trump Job Strongly Approve	12%	(13)	13%	(14)	23%	(26)	4%	(4)	39%	(44)	9%	(10)	112
Trump Job Somewhat Approve	4%	(6)	8%	(10)	26%	(34)	4%	(5)	52%	(67)	6%	(8)	130
Trump Job Somewhat Disapprove	5%	(10)	11%	(21)	39%	(75)	7%	(14)	35%	(68)	4%	(7)	196
Trump Job Strongly Disapprove	3%	(14)	10%	(50)	32%	(165)	12%	(59)	38%	(195)	5%	(27)	509
Favorable of Trump	8%	(20)	11%	(28)	25%	(63)	3%	(8)	45%	(116)	8%	(21)	256
Unfavorable of Trump	4%	(25)	10%	(65)	35%	(239)	10%	(70)	37%	(255)	5%	(32)	687
Very Favorable of Trump	11%	(12)	9%	(10)	24%	(28)	5%	(5)	39%	(44)	12%	(14)	113
Somewhat Favorable of Trump	5%	(8)	13%	(18)	25%	(35)	2%	(3)	50%	(71)	5%	(7)	142
Somewhat Unfavorable of Trump	4%	(6)	14%	(20)	37%	(54)	7%	(11)	34%	(50)	4%	(5)	146
Very Unfavorable of Trump	3%	(19)	8%	(45)	34%	(185)	11%	(59)	38%	(205)	5%	(26)	540
#1 Issue: Economy	3%	(14)	13%	(51)	38%	(154)	8%	(34)	32%	(131)	5%	(20)	404
#1 Issue: Security	8%	(5)	10%	(7)	15%	(10)	2%	(1)	50%	(33)	16%	(10)	66
#1 Issue: Health Care	6%	(15)	6%	(16)	27%	(72)	9%	(24)	46%	(122)	6%	(15)	264
#1 Issue: Medicare / Social Security	7%	(5)	5%	(4)	21%	(17)	3%	(2)	55%	(44)	9%	(7)	80
#1 Issue: Women's Issues	10%	(5)	24%	(12)	24%	(12)	16%	(8)	26%	(13)	—	(0)	51
#1 Issue: Other	1%	(1)	2%	(1)	25%	(16)	16%	(10)	43%	(27)	12%	(8)	63
2018 House Vote: Democrat	4%	(12)	10%	(33)	36%	(121)	9%	(31)	35%	(118)	5%	(18)	333
2018 House Vote: Republican	9%	(14)	8%	(12)	30%	(46)	4%	(6)	44%	(67)	4%	(6)	152
2016 Vote: Hillary Clinton	4%	(13)	9%	(31)	36%	(120)	8%	(28)	38%	(126)	5%	(18)	337
2016 Vote: Donald Trump	8%	(14)	10%	(17)	27%	(48)	7%	(12)	45%	(79)	4%	(7)	176
2016 Vote: Didn't Vote	5%	(22)	11%	(49)	27%	(124)	10%	(44)	40%	(180)	8%	(36)	454
Voted in 2014: Yes	4%	(18)	9%	(36)	34%	(142)	8%	(33)	40%	(164)	5%	(22)	415
Voted in 2014: No	5%	(31)	11%	(64)	28%	(164)	9%	(51)	40%	(233)	7%	(42)	585
2012 Vote: Barack Obama	2%	(8)	10%	(34)	34%	(114)	10%	(33)	38%	(129)	5%	(17)	335
2012 Vote: Mitt Romney	7%	(9)	6%	(7)	33%	(39)	3%	(3)	46%	(54)	5%	(6)	118
2012 Vote: Didn't Vote	6%	(31)	11%	(57)	28%	(148)	9%	(47)	39%	(203)	7%	(39)	525

Continued on next page

**Table MCFE30\_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
Asian Adults	5%	(49)	10%	(100)	31%	(306)	8%	(84)	40%	(397)	6%	(63)	1000
4-Region: Northeast	3%	(5)	9%	(18)	35%	(69)	11%	(23)	33%	(66)	9%	(17)	199
4-Region: Midwest	6%	(8)	12%	(15)	31%	(39)	10%	(13)	35%	(45)	6%	(8)	128
4-Region: South	9%	(20)	10%	(24)	25%	(58)	6%	(14)	41%	(93)	9%	(19)	229
4-Region: West	3%	(15)	10%	(44)	31%	(140)	8%	(35)	43%	(192)	4%	(19)	445
Chinese	4%	(13)	9%	(30)	30%	(103)	6%	(20)	47%	(159)	5%	(16)	341
Filipino	8%	(11)	13%	(18)	27%	(37)	8%	(11)	38%	(52)	7%	(9)	138
Indian	8%	(8)	13%	(13)	34%	(35)	16%	(17)	26%	(28)	3%	(3)	104
Vietnamese	5%	(4)	9%	(7)	34%	(26)	10%	(7)	28%	(21)	14%	(10)	75
Korean	5%	(5)	15%	(14)	28%	(25)	4%	(3)	40%	(37)	9%	(8)	92
Japanese	4%	(5)	7%	(9)	35%	(48)	11%	(15)	37%	(49)	6%	(9)	135
Other Asian	3%	(4)	9%	(10)	27%	(30)	9%	(10)	45%	(50)	7%	(8)	112
Speaks only English at home	5%	(28)	11%	(62)	31%	(171)	7%	(39)	40%	(226)	6%	(33)	558
Speaks mostly English at home	5%	(12)	10%	(25)	33%	(84)	13%	(34)	32%	(80)	7%	(18)	253
Speaks both English and other language at home	7%	(7)	7%	(7)	33%	(32)	8%	(8)	42%	(42)	3%	(3)	98
Speaks mostly other language at home	3%	(3)	7%	(6)	23%	(17)	3%	(2)	53%	(41)	10%	(8)	77
Trump supporter	8%	(18)	11%	(25)	26%	(60)	3%	(8)	43%	(100)	8%	(19)	229
Biden supporter	4%	(23)	11%	(65)	33%	(199)	11%	(67)	36%	(214)	4%	(26)	595
Sports fans	5%	(34)	11%	(76)	35%	(237)	9%	(58)	36%	(241)	5%	(33)	679
Avid sports fans	8%	(14)	14%	(26)	34%	(64)	11%	(21)	30%	(57)	4%	(7)	190
Sports fans, Age: 18-34	3%	(6)	13%	(24)	37%	(69)	11%	(21)	29%	(54)	7%	(13)	187
Sports fans, Age: 35-44	7%	(11)	19%	(29)	29%	(43)	6%	(10)	28%	(42)	9%	(14)	150
Sports fans, Age: 45-64	6%	(13)	9%	(20)	34%	(81)	10%	(22)	41%	(96)	1%	(3)	236
Sports fans, Age: 65+	3%	(3)	3%	(3)	41%	(44)	5%	(5)	46%	(49)	3%	(3)	107
Movie studios should diversify teams	4%	(26)	12%	(83)	36%	(259)	8%	(58)	36%	(257)	4%	(30)	713
Movie studios should diversify stories	5%	(30)	13%	(84)	33%	(211)	9%	(56)	36%	(225)	5%	(29)	635
Concerned about Covid	4%	(37)	10%	(93)	31%	(287)	9%	(81)	40%	(368)	5%	(48)	913
No experience with Covid	5%	(26)	10%	(50)	24%	(125)	5%	(27)	48%	(250)	8%	(40)	518
Health care major factor for election	4%	(27)	10%	(73)	32%	(229)	11%	(75)	39%	(274)	4%	(30)	708

Continued on next page



**Table MCFE30\_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
Asian Adults	5%	(49)	10%	(100)	31%	(306)	8%	(84)	40%	(397)	6%	(63)	1000
Social media users	5%	(47)	10%	(99)	31%	(299)	8%	(79)	39%	(374)	6%	(53)	951
WhatsApp users	4%	(15)	12%	(41)	37%	(132)	10%	(35)	34%	(119)	3%	(9)	352
WeChat users	4%	(7)	8%	(15)	35%	(61)	4%	(7)	47%	(82)	1%	(2)	173
Social media news source at least once a week	5%	(35)	12%	(78)	33%	(218)	9%	(59)	36%	(236)	5%	(31)	657

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

**Table MCFE30\_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
Asian Adults	4%	(35)	9%	(88)	25%	(247)	11%	(107)	44%	(437)	8%	(85)	1000
Gender: Male	3%	(12)	10%	(49)	24%	(112)	11%	(53)	44%	(207)	8%	(38)	470
Gender: Female	4%	(23)	7%	(39)	25%	(135)	10%	(55)	44%	(231)	9%	(47)	530
Age: 18-34	4%	(12)	9%	(29)	23%	(75)	13%	(41)	34%	(108)	17%	(55)	320
Age: 35-44	6%	(11)	10%	(18)	22%	(41)	15%	(28)	37%	(69)	10%	(19)	186
Age: 45-64	3%	(10)	9%	(31)	28%	(94)	10%	(33)	47%	(159)	2%	(8)	335
Age: 65+	2%	(3)	6%	(9)	23%	(37)	3%	(5)	64%	(102)	1%	(2)	158
GenZers: 1997-2012	5%	(7)	9%	(13)	23%	(33)	12%	(18)	30%	(43)	21%	(29)	142
Millennials: 1981-1996	4%	(12)	10%	(27)	22%	(62)	11%	(31)	39%	(110)	15%	(42)	286
GenXers: 1965-1980	3%	(9)	11%	(31)	26%	(75)	14%	(40)	44%	(128)	2%	(7)	289
Baby Boomers: 1946-1964	2%	(6)	6%	(15)	29%	(74)	6%	(16)	54%	(138)	3%	(7)	255
PID: Dem (no lean)	3%	(11)	9%	(36)	34%	(136)	9%	(37)	39%	(159)	6%	(24)	402
PID: Ind (no lean)	3%	(10)	6%	(22)	20%	(73)	14%	(50)	46%	(169)	12%	(43)	368
PID: Rep (no lean)	6%	(14)	13%	(30)	17%	(38)	9%	(20)	47%	(109)	8%	(18)	230
PID/Gender: Dem Men	2%	(3)	10%	(17)	35%	(58)	10%	(16)	41%	(68)	3%	(4)	167
PID/Gender: Dem Women	3%	(8)	8%	(19)	33%	(78)	9%	(20)	39%	(91)	8%	(19)	235
PID/Gender: Ind Men	3%	(6)	6%	(11)	19%	(33)	13%	(22)	45%	(80)	13%	(23)	176
PID/Gender: Ind Women	2%	(4)	6%	(11)	21%	(40)	15%	(28)	47%	(90)	10%	(20)	193
PID/Gender: Rep Men	3%	(3)	16%	(21)	16%	(21)	11%	(14)	46%	(59)	8%	(10)	128
PID/Gender: Rep Women	11%	(11)	9%	(9)	17%	(18)	6%	(6)	49%	(50)	8%	(8)	102
Ideo: Liberal (1-3)	3%	(9)	10%	(31)	33%	(102)	12%	(35)	35%	(108)	6%	(20)	304
Ideo: Moderate (4)	2%	(6)	10%	(37)	23%	(84)	11%	(41)	50%	(188)	4%	(16)	372
Ideo: Conservative (5-7)	6%	(15)	8%	(19)	22%	(53)	9%	(22)	50%	(122)	4%	(11)	241
Educ: < College	3%	(14)	7%	(30)	19%	(82)	12%	(51)	41%	(173)	17%	(70)	420
Educ: Bachelors degree	4%	(13)	9%	(31)	31%	(101)	11%	(35)	42%	(140)	3%	(10)	330
Educ: Post-grad	3%	(8)	11%	(27)	26%	(64)	8%	(21)	50%	(125)	2%	(5)	250
Income: Under 50k	2%	(10)	7%	(30)	24%	(98)	16%	(68)	35%	(145)	15%	(62)	412
Income: 50k-100k	4%	(12)	9%	(27)	29%	(87)	9%	(27)	46%	(139)	4%	(12)	303
Income: 100k+	5%	(13)	11%	(31)	22%	(62)	4%	(12)	54%	(154)	4%	(11)	284

Continued on next page

**Table MCFE30\_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
Asian Adults	4%	(35)	9%	(88)	25%	(247)	11%	(107)	44%	(437)	8%	(85)	1000
Ethnicity: Other	4%	(35)	9%	(88)	25%	(247)	11%	(107)	44%	(437)	8%	(85)	1000
All Christian	5%	(16)	8%	(27)	24%	(75)	11%	(36)	45%	(144)	6%	(19)	317
All Non-Christian	3%	(8)	7%	(17)	24%	(57)	10%	(25)	46%	(110)	9%	(22)	239
Atheist	—	(0)	12%	(8)	21%	(14)	6%	(4)	49%	(33)	11%	(7)	67
Agnostic/Nothing in particular	3%	(10)	8%	(24)	26%	(74)	10%	(28)	44%	(126)	9%	(26)	288
Something Else	2%	(2)	13%	(12)	30%	(27)	16%	(14)	28%	(25)	12%	(11)	90
Religious Non-Protestant/Catholic	3%	(8)	7%	(17)	23%	(57)	11%	(27)	46%	(113)	9%	(22)	244
Evangelical	3%	(5)	8%	(12)	25%	(37)	12%	(18)	43%	(63)	8%	(12)	148
Non-Evangelical	5%	(13)	10%	(26)	26%	(65)	12%	(30)	40%	(101)	7%	(17)	252
Community: Urban	4%	(13)	11%	(36)	27%	(88)	11%	(35)	41%	(135)	7%	(24)	329
Community: Suburban	4%	(22)	8%	(46)	25%	(151)	10%	(58)	46%	(273)	7%	(41)	591
Community: Rural	1%	(1)	8%	(6)	11%	(9)	18%	(14)	37%	(29)	25%	(20)	79
Employ: Private Sector	5%	(18)	11%	(43)	27%	(103)	9%	(33)	45%	(170)	3%	(12)	380
Employ: Government	3%	(2)	8%	(5)	15%	(8)	4%	(3)	63%	(36)	7%	(4)	57
Employ: Self-Employed	5%	(4)	7%	(6)	26%	(20)	14%	(11)	40%	(32)	9%	(7)	80
Employ: Homemaker	2%	(2)	11%	(9)	25%	(20)	4%	(3)	48%	(39)	10%	(8)	80
Employ: Student	6%	(6)	10%	(10)	20%	(19)	12%	(11)	24%	(22)	28%	(26)	93
Employ: Retired	2%	(2)	5%	(9)	21%	(34)	6%	(9)	62%	(99)	4%	(7)	159
Employ: Unemployed	—	(0)	4%	(5)	28%	(37)	29%	(38)	24%	(31)	15%	(19)	131
Military HH: Yes	7%	(5)	11%	(7)	25%	(17)	2%	(2)	50%	(34)	5%	(4)	68
Military HH: No	3%	(30)	9%	(81)	25%	(231)	11%	(105)	43%	(404)	9%	(81)	932
RD/WT: Right Direction	8%	(18)	9%	(19)	19%	(42)	7%	(15)	44%	(95)	13%	(29)	218
RD/WT: Wrong Track	2%	(18)	9%	(69)	26%	(205)	12%	(92)	44%	(342)	7%	(56)	782
Trump Job Approve	7%	(16)	9%	(23)	18%	(43)	9%	(21)	49%	(118)	8%	(20)	241
Trump Job Disapprove	2%	(17)	9%	(64)	28%	(198)	12%	(85)	42%	(298)	6%	(42)	705

Continued on next page

**Table MCFE30\_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
Asian Adults	4%	(35)	9%	(88)	25%	(247)	11%	(107)	44%	(437)	8%	(85)	1000
Trump Job Strongly Approve	8%	(9)	9%	(10)	15%	(17)	10%	(11)	45%	(50)	12%	(13)	112
Trump Job Somewhat Approve	5%	(7)	10%	(13)	20%	(26)	8%	(10)	52%	(68)	5%	(7)	130
Trump Job Somewhat Disapprove	3%	(5)	13%	(25)	29%	(56)	9%	(17)	42%	(82)	5%	(11)	196
Trump Job Strongly Disapprove	2%	(12)	8%	(39)	28%	(142)	13%	(68)	43%	(216)	6%	(31)	509
Favorable of Trump	6%	(16)	8%	(21)	20%	(51)	8%	(21)	47%	(120)	10%	(26)	256
Unfavorable of Trump	2%	(16)	9%	(64)	28%	(190)	12%	(86)	43%	(295)	5%	(36)	687
Very Favorable of Trump	7%	(8)	6%	(6)	18%	(20)	13%	(14)	45%	(51)	12%	(14)	113
Somewhat Favorable of Trump	5%	(8)	11%	(15)	22%	(31)	5%	(7)	49%	(70)	9%	(13)	142
Somewhat Unfavorable of Trump	1%	(2)	13%	(19)	29%	(42)	13%	(19)	41%	(60)	3%	(4)	146
Very Unfavorable of Trump	3%	(15)	8%	(45)	27%	(147)	12%	(67)	43%	(234)	6%	(32)	540
#1 Issue: Economy	3%	(13)	12%	(48)	29%	(115)	11%	(45)	40%	(161)	5%	(22)	404
#1 Issue: Security	7%	(5)	5%	(4)	14%	(9)	6%	(4)	54%	(36)	13%	(9)	66
#1 Issue: Health Care	3%	(8)	4%	(11)	24%	(63)	11%	(28)	48%	(126)	10%	(28)	264
#1 Issue: Medicare / Social Security	—	(0)	7%	(5)	17%	(13)	6%	(5)	64%	(51)	6%	(5)	80
#1 Issue: Women's Issues	11%	(6)	17%	(8)	28%	(14)	8%	(4)	29%	(15)	7%	(4)	51
#1 Issue: Other	3%	(2)	7%	(4)	18%	(12)	16%	(10)	41%	(26)	15%	(10)	63
2018 House Vote: Democrat	2%	(6)	8%	(26)	34%	(114)	9%	(31)	44%	(146)	3%	(10)	333
2018 House Vote: Republican	7%	(10)	10%	(15)	20%	(30)	7%	(11)	53%	(80)	3%	(5)	152
2016 Vote: Hillary Clinton	3%	(9)	7%	(25)	31%	(106)	7%	(25)	47%	(157)	5%	(16)	337
2016 Vote: Donald Trump	5%	(9)	9%	(16)	21%	(37)	11%	(20)	52%	(91)	2%	(4)	176
2016 Vote: Didn't Vote	4%	(17)	9%	(43)	22%	(98)	13%	(58)	38%	(174)	14%	(65)	454
Voted in 2014: Yes	3%	(12)	8%	(33)	30%	(124)	9%	(36)	48%	(197)	3%	(12)	415
Voted in 2014: No	4%	(23)	9%	(55)	21%	(123)	12%	(71)	41%	(240)	12%	(73)	585
2012 Vote: Barack Obama	2%	(8)	9%	(30)	34%	(115)	10%	(32)	44%	(147)	1%	(4)	335
2012 Vote: Mitt Romney	6%	(7)	6%	(7)	15%	(18)	7%	(8)	61%	(72)	4%	(5)	118
2012 Vote: Didn't Vote	3%	(18)	9%	(48)	21%	(111)	13%	(67)	40%	(209)	14%	(72)	525

Continued on next page

**Table MCFE30\_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
Asian Adults	4%	(35)	9%	(88)	25%	(247)	11%	(107)	44%	(437)	8%	(85)	1000
4-Region: Northeast	2%	(3)	6%	(11)	29%	(58)	12%	(24)	42%	(83)	9%	(19)	199
4-Region: Midwest	5%	(6)	16%	(21)	25%	(31)	12%	(16)	33%	(43)	9%	(11)	128
4-Region: South	4%	(9)	8%	(18)	16%	(38)	12%	(27)	47%	(107)	13%	(30)	229
4-Region: West	4%	(17)	8%	(37)	27%	(120)	9%	(41)	46%	(205)	6%	(25)	445
Chinese	2%	(7)	8%	(28)	26%	(89)	7%	(25)	51%	(174)	5%	(18)	341
Filipino	4%	(6)	7%	(9)	24%	(34)	11%	(16)	38%	(52)	16%	(22)	138
Indian	4%	(4)	8%	(8)	20%	(21)	20%	(20)	46%	(48)	2%	(2)	104
Vietnamese	5%	(4)	15%	(12)	29%	(22)	7%	(6)	30%	(23)	14%	(10)	75
Korean	7%	(6)	14%	(12)	19%	(17)	13%	(12)	43%	(39)	5%	(5)	92
Japanese	3%	(4)	10%	(14)	27%	(37)	8%	(11)	46%	(61)	6%	(8)	135
Other Asian	3%	(4)	4%	(4)	24%	(27)	16%	(18)	35%	(39)	18%	(20)	112
Speaks only English at home	3%	(18)	10%	(53)	25%	(138)	10%	(57)	43%	(242)	9%	(50)	558
Speaks mostly English at home	3%	(9)	9%	(22)	26%	(65)	13%	(33)	39%	(99)	10%	(25)	253
Speaks both English and other language at home	6%	(6)	9%	(9)	26%	(25)	11%	(11)	45%	(44)	3%	(3)	98
Speaks mostly other language at home	3%	(2)	4%	(3)	23%	(18)	8%	(6)	54%	(42)	8%	(6)	77
Trump supporter	7%	(17)	9%	(20)	18%	(41)	9%	(21)	48%	(110)	9%	(20)	229
Biden supporter	2%	(14)	9%	(53)	29%	(173)	12%	(73)	42%	(247)	6%	(35)	595
Sports fans	4%	(25)	10%	(68)	27%	(183)	10%	(71)	43%	(295)	5%	(36)	679
Avid sports fans	4%	(7)	14%	(27)	27%	(52)	13%	(25)	40%	(76)	2%	(3)	190
Sports fans, Age: 18-34	4%	(8)	11%	(21)	26%	(49)	14%	(25)	37%	(68)	8%	(16)	187
Sports fans, Age: 35-44	6%	(8)	10%	(14)	23%	(35)	15%	(23)	35%	(53)	11%	(16)	150
Sports fans, Age: 45-64	3%	(7)	10%	(25)	30%	(72)	8%	(19)	46%	(109)	2%	(4)	236
Sports fans, Age: 65+	2%	(2)	8%	(8)	26%	(27)	4%	(4)	61%	(65)	—	(0)	107
Movie studios should diversify teams	4%	(25)	10%	(72)	28%	(198)	11%	(81)	42%	(302)	5%	(35)	713
Movie studios should diversify stories	4%	(24)	10%	(60)	28%	(180)	12%	(79)	40%	(256)	5%	(35)	635
Concerned about Covid	4%	(32)	9%	(80)	25%	(225)	11%	(103)	45%	(408)	7%	(65)	913
No experience with Covid	3%	(15)	8%	(42)	21%	(107)	6%	(33)	51%	(263)	11%	(59)	518
Health care major factor for election	3%	(23)	8%	(56)	27%	(191)	13%	(89)	42%	(294)	8%	(54)	708

Continued on next page

**Table MCFE30\_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
Asian Adults	4%	(35)	9%	(88)	25%	(247)	11%	(107)	44%	(437)	8%	(85)	1000
Social media users	4%	(33)	9%	(86)	26%	(243)	11%	(102)	43%	(409)	8%	(77)	951
WhatsApp users	3%	(11)	9%	(32)	26%	(92)	13%	(45)	44%	(156)	4%	(15)	352
WeChat users	1%	(1)	6%	(10)	34%	(58)	8%	(14)	47%	(81)	4%	(8)	173
Social media news source at least once a week	4%	(27)	10%	(63)	26%	(170)	12%	(78)	40%	(265)	8%	(54)	657

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

**Table MCFE30\_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
Asian Adults	4%	(44)	6%	(63)	25%	(251)	10%	(97)	49%	(485)	6%	(59)	1000
Gender: Male	3%	(16)	7%	(34)	24%	(112)	8%	(36)	50%	(236)	8%	(36)	470
Gender: Female	5%	(28)	5%	(29)	26%	(140)	11%	(61)	47%	(250)	4%	(23)	530
Age: 18-34	6%	(19)	7%	(23)	31%	(99)	16%	(51)	32%	(101)	8%	(27)	320
Age: 35-44	6%	(11)	6%	(11)	27%	(51)	12%	(23)	41%	(77)	7%	(13)	186
Age: 45-64	3%	(12)	7%	(25)	24%	(80)	6%	(20)	54%	(182)	5%	(17)	335
Age: 65+	2%	(3)	2%	(3)	14%	(22)	2%	(3)	79%	(125)	1%	(2)	158
GenZers: 1997-2012	7%	(10)	9%	(12)	36%	(52)	16%	(23)	25%	(35)	7%	(10)	142
Millennials: 1981-1996	4%	(13)	7%	(20)	25%	(71)	13%	(38)	41%	(117)	9%	(26)	286
GenXers: 1965-1980	6%	(16)	6%	(17)	28%	(80)	9%	(25)	46%	(132)	6%	(18)	289
Baby Boomers: 1946-1964	2%	(5)	5%	(12)	18%	(46)	4%	(11)	69%	(176)	2%	(4)	255
PID: Dem (no lean)	4%	(17)	8%	(32)	28%	(112)	12%	(48)	46%	(187)	2%	(7)	402
PID: Ind (no lean)	3%	(11)	3%	(12)	25%	(91)	10%	(36)	48%	(178)	11%	(40)	368
PID: Rep (no lean)	7%	(17)	8%	(19)	21%	(49)	6%	(13)	52%	(120)	5%	(12)	230
PID/Gender: Dem Men	4%	(7)	8%	(14)	23%	(38)	10%	(17)	52%	(87)	2%	(4)	167
PID/Gender: Dem Women	4%	(9)	7%	(18)	31%	(74)	13%	(32)	42%	(100)	1%	(3)	235
PID/Gender: Ind Men	1%	(2)	4%	(7)	22%	(39)	11%	(18)	48%	(84)	14%	(24)	176
PID/Gender: Ind Women	4%	(8)	3%	(5)	27%	(51)	9%	(18)	49%	(94)	8%	(16)	193
PID/Gender: Rep Men	5%	(7)	10%	(12)	27%	(35)	1%	(1)	51%	(65)	6%	(8)	128
PID/Gender: Rep Women	10%	(10)	6%	(6)	14%	(15)	11%	(12)	54%	(56)	4%	(4)	102
Ideo: Liberal (1-3)	3%	(10)	8%	(25)	32%	(97)	15%	(44)	40%	(122)	2%	(6)	304
Ideo: Moderate (4)	5%	(18)	4%	(14)	23%	(84)	9%	(34)	56%	(209)	3%	(12)	372
Ideo: Conservative (5-7)	6%	(15)	8%	(18)	24%	(57)	4%	(9)	52%	(125)	7%	(17)	241
Educ: < College	6%	(24)	6%	(26)	21%	(86)	12%	(52)	44%	(185)	11%	(45)	420
Educ: Bachelors degree	3%	(10)	7%	(23)	28%	(92)	9%	(29)	50%	(165)	3%	(11)	330
Educ: Post-grad	4%	(9)	5%	(14)	29%	(73)	6%	(16)	54%	(135)	1%	(3)	250
Income: Under 50k	6%	(24)	5%	(21)	22%	(90)	12%	(49)	45%	(185)	10%	(43)	412
Income: 50k-100k	4%	(11)	7%	(22)	29%	(87)	10%	(30)	47%	(143)	3%	(10)	303
Income: 100k+	3%	(9)	7%	(20)	26%	(75)	6%	(18)	55%	(157)	2%	(6)	284

Continued on next page

**Table MCFE30\_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
Asian Adults	4%	(44)	6%	(63)	25%	(251)	10%	(97)	49%	(485)	6%	(59)	1000
Ethnicity: Other	4%	(44)	6%	(63)	25%	(251)	10%	(97)	49%	(485)	6%	(59)	1000
All Christian	7%	(24)	7%	(21)	24%	(77)	7%	(23)	50%	(158)	4%	(13)	317
All Non-Christian	6%	(14)	9%	(21)	21%	(49)	11%	(27)	46%	(111)	7%	(16)	239
Atheist	—	(0)	3%	(2)	24%	(16)	10%	(7)	55%	(37)	7%	(5)	67
Agnostic/Nothing in particular	1%	(3)	5%	(15)	28%	(81)	12%	(34)	48%	(139)	6%	(16)	288
Something Else	3%	(3)	4%	(3)	31%	(28)	7%	(7)	46%	(41)	10%	(9)	90
Religious Non-Protestant/Catholic	6%	(15)	9%	(21)	21%	(51)	11%	(27)	47%	(114)	7%	(16)	244
Evangelical	3%	(4)	6%	(8)	25%	(37)	7%	(10)	50%	(74)	9%	(14)	148
Non-Evangelical	8%	(20)	6%	(16)	27%	(67)	8%	(19)	48%	(121)	3%	(8)	252
Community: Urban	7%	(24)	7%	(22)	23%	(76)	10%	(32)	47%	(154)	6%	(21)	329
Community: Suburban	3%	(20)	6%	(37)	26%	(157)	10%	(56)	50%	(293)	5%	(28)	591
Community: Rural	—	(0)	4%	(3)	23%	(18)	12%	(9)	48%	(38)	13%	(10)	79
Employ: Private Sector	3%	(10)	8%	(29)	28%	(106)	10%	(36)	47%	(178)	5%	(19)	380
Employ: Government	3%	(2)	5%	(3)	27%	(15)	13%	(7)	40%	(23)	13%	(7)	57
Employ: Self-Employed	7%	(6)	12%	(10)	16%	(13)	6%	(5)	54%	(43)	4%	(4)	80
Employ: Homemaker	12%	(9)	3%	(2)	21%	(17)	3%	(2)	54%	(43)	9%	(7)	80
Employ: Student	10%	(9)	8%	(7)	32%	(30)	18%	(17)	24%	(22)	8%	(7)	93
Employ: Retired	2%	(4)	3%	(5)	16%	(25)	5%	(8)	73%	(116)	2%	(3)	159
Employ: Unemployed	2%	(3)	5%	(7)	29%	(39)	16%	(21)	38%	(50)	8%	(11)	131
Military HH: Yes	3%	(2)	13%	(9)	15%	(10)	5%	(4)	60%	(41)	2%	(2)	68
Military HH: No	4%	(42)	6%	(54)	26%	(241)	10%	(94)	48%	(444)	6%	(57)	932
RD/WT: Right Direction	8%	(17)	8%	(17)	16%	(34)	8%	(18)	52%	(114)	8%	(18)	218
RD/WT: Wrong Track	4%	(28)	6%	(46)	28%	(217)	10%	(79)	48%	(372)	5%	(41)	782
Trump Job Approve	6%	(15)	6%	(15)	18%	(44)	8%	(19)	54%	(131)	7%	(17)	241
Trump Job Disapprove	4%	(26)	7%	(47)	28%	(199)	11%	(76)	46%	(328)	4%	(29)	705

Continued on next page



**Table MCFE30\_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
Asian Adults	4%	(44)	6%	(63)	25%	(251)	10%	(97)	49%	(485)	6%	(59)	1000
Trump Job Strongly Approve	11%	(13)	3%	(4)	19%	(21)	8%	(9)	49%	(54)	9%	(10)	112
Trump Job Somewhat Approve	2%	(2)	8%	(11)	17%	(23)	7%	(10)	59%	(77)	6%	(7)	130
Trump Job Somewhat Disapprove	5%	(11)	8%	(17)	27%	(52)	5%	(10)	49%	(96)	6%	(11)	196
Trump Job Strongly Disapprove	3%	(15)	6%	(31)	29%	(146)	13%	(66)	46%	(232)	4%	(18)	509
Favorable of Trump	8%	(19)	6%	(16)	18%	(45)	7%	(18)	53%	(136)	8%	(21)	256
Unfavorable of Trump	3%	(21)	7%	(45)	29%	(196)	11%	(76)	48%	(327)	3%	(22)	687
Very Favorable of Trump	7%	(8)	3%	(4)	23%	(26)	9%	(10)	45%	(51)	12%	(14)	113
Somewhat Favorable of Trump	8%	(11)	9%	(12)	14%	(19)	5%	(8)	60%	(85)	5%	(7)	142
Somewhat Unfavorable of Trump	2%	(4)	7%	(10)	27%	(40)	8%	(11)	53%	(78)	3%	(4)	146
Very Unfavorable of Trump	3%	(18)	7%	(35)	29%	(157)	12%	(64)	46%	(249)	3%	(18)	540
#1 Issue: Economy	4%	(14)	8%	(33)	27%	(110)	9%	(38)	48%	(192)	4%	(17)	404
#1 Issue: Security	6%	(4)	11%	(7)	17%	(11)	6%	(4)	46%	(31)	15%	(10)	66
#1 Issue: Health Care	5%	(12)	5%	(14)	27%	(71)	8%	(21)	48%	(126)	7%	(19)	264
#1 Issue: Medicare / Social Security	2%	(1)	1%	(1)	16%	(12)	1%	(1)	79%	(63)	1%	(1)	80
#1 Issue: Women's Issues	12%	(6)	5%	(3)	33%	(17)	24%	(12)	26%	(13)	—	(0)	51
#1 Issue: Other	3%	(2)	5%	(3)	18%	(12)	16%	(10)	39%	(25)	18%	(11)	63
2018 House Vote: Democrat	3%	(9)	6%	(21)	27%	(89)	12%	(39)	50%	(167)	2%	(7)	333
2018 House Vote: Republican	6%	(9)	7%	(10)	19%	(29)	7%	(11)	60%	(91)	2%	(3)	152
2016 Vote: Hillary Clinton	4%	(13)	5%	(16)	27%	(92)	9%	(32)	51%	(172)	4%	(13)	337
2016 Vote: Donald Trump	5%	(9)	7%	(12)	20%	(36)	8%	(14)	56%	(99)	4%	(7)	176
2016 Vote: Didn't Vote	5%	(21)	7%	(31)	26%	(118)	11%	(49)	43%	(196)	8%	(38)	454
Voted in 2014: Yes	3%	(14)	6%	(26)	24%	(100)	10%	(40)	54%	(224)	2%	(10)	415
Voted in 2014: No	5%	(30)	6%	(36)	26%	(152)	10%	(57)	45%	(261)	8%	(49)	585
2012 Vote: Barack Obama	3%	(10)	6%	(21)	27%	(92)	9%	(31)	52%	(173)	3%	(9)	335
2012 Vote: Mitt Romney	3%	(4)	5%	(6)	21%	(25)	4%	(5)	64%	(76)	2%	(3)	118
2012 Vote: Didn't Vote	5%	(28)	6%	(33)	25%	(130)	11%	(60)	43%	(226)	9%	(46)	525

Continued on next page

**Table MCFE30\_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
Asian Adults	4%	(44)	6%	(63)	25%	(251)	10%	(97)	49%	(485)	6%	(59)	1000
4-Region: Northeast	3%	(6)	7%	(15)	27%	(54)	13%	(25)	45%	(90)	5%	(9)	199
4-Region: Midwest	2%	(3)	10%	(12)	30%	(38)	8%	(10)	46%	(59)	5%	(6)	128
4-Region: South	10%	(23)	7%	(15)	22%	(49)	9%	(20)	43%	(98)	10%	(23)	229
4-Region: West	3%	(12)	5%	(20)	25%	(111)	10%	(43)	53%	(238)	5%	(21)	445
Chinese	3%	(9)	6%	(19)	26%	(89)	6%	(20)	56%	(189)	4%	(14)	341
Filipino	9%	(13)	6%	(8)	22%	(31)	11%	(16)	41%	(56)	10%	(14)	138
Indian	5%	(5)	11%	(12)	32%	(33)	12%	(13)	38%	(39)	2%	(2)	104
Vietnamese	10%	(7)	5%	(4)	27%	(20)	9%	(7)	33%	(25)	17%	(13)	75
Korean	1%	(1)	13%	(12)	20%	(19)	12%	(11)	53%	(48)	1%	(1)	92
Japanese	3%	(4)	5%	(7)	20%	(27)	12%	(16)	56%	(75)	5%	(6)	135
Other Asian	5%	(5)	1%	(2)	27%	(31)	12%	(14)	47%	(53)	7%	(8)	112
Speaks only English at home	3%	(16)	7%	(38)	24%	(136)	8%	(45)	52%	(292)	5%	(30)	558
Speaks mostly English at home	7%	(18)	6%	(14)	30%	(75)	13%	(33)	40%	(101)	5%	(12)	253
Speaks both English and other language at home	5%	(5)	5%	(5)	23%	(23)	13%	(13)	46%	(45)	7%	(7)	98
Speaks mostly other language at home	5%	(4)	6%	(5)	21%	(16)	7%	(5)	48%	(37)	13%	(10)	77
Trump supporter	6%	(14)	7%	(15)	20%	(45)	7%	(15)	54%	(123)	7%	(16)	229
Biden supporter	3%	(19)	7%	(40)	28%	(167)	12%	(74)	46%	(273)	4%	(22)	595
Sports fans	4%	(29)	7%	(48)	26%	(177)	10%	(68)	48%	(325)	5%	(31)	679
Avid sports fans	6%	(12)	7%	(14)	26%	(49)	12%	(23)	44%	(83)	4%	(9)	190
Sports fans, Age: 18-34	6%	(10)	8%	(15)	35%	(66)	19%	(35)	27%	(50)	6%	(11)	187
Sports fans, Age: 35-44	5%	(8)	6%	(9)	27%	(41)	11%	(16)	44%	(66)	7%	(10)	150
Sports fans, Age: 45-64	4%	(9)	9%	(21)	23%	(55)	6%	(15)	54%	(127)	4%	(8)	236
Sports fans, Age: 65+	2%	(2)	3%	(3)	14%	(15)	2%	(2)	77%	(83)	2%	(2)	107
Movie studios should diversify teams	4%	(31)	8%	(55)	29%	(205)	10%	(73)	46%	(328)	3%	(21)	713
Movie studios should diversify stories	5%	(30)	8%	(50)	28%	(178)	12%	(74)	45%	(283)	3%	(20)	635
Concerned about Covid	4%	(39)	7%	(60)	25%	(227)	10%	(88)	50%	(456)	5%	(43)	913
No experience with Covid	4%	(19)	4%	(23)	21%	(107)	5%	(24)	59%	(307)	8%	(39)	518
Health care major factor for election	4%	(28)	6%	(41)	28%	(195)	12%	(85)	47%	(330)	4%	(28)	708

Continued on next page

**Table MCFE30\_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
Asian Adults	4%	(44)	6%	(63)	25%	(251)	10%	(97)	49%	(485)	6%	(59)	1000
Social media users	5%	(43)	6%	(60)	26%	(247)	10%	(93)	48%	(454)	6%	(53)	951
WhatsApp users	5%	(17)	7%	(26)	32%	(113)	11%	(39)	40%	(142)	4%	(15)	352
WeChat users	4%	(7)	6%	(10)	25%	(43)	7%	(13)	51%	(88)	7%	(13)	173
Social media news source at least once a week	5%	(33)	7%	(45)	28%	(186)	12%	(76)	43%	(284)	5%	(33)	657

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

**Table MCFE30\_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
Asian Adults	6%	(56)	13%	(128)	18%	(181)	8%	(79)	50%	(503)	5%	(54)	1000
Gender: Male	6%	(26)	14%	(65)	18%	(83)	6%	(26)	50%	(236)	7%	(33)	470
Gender: Female	6%	(29)	12%	(63)	18%	(98)	10%	(52)	50%	(267)	4%	(20)	530
Age: 18-34	4%	(14)	19%	(60)	20%	(64)	14%	(45)	34%	(108)	9%	(29)	320
Age: 35-44	11%	(21)	14%	(25)	18%	(34)	5%	(9)	45%	(83)	7%	(13)	186
Age: 45-64	5%	(16)	10%	(34)	18%	(60)	6%	(21)	58%	(194)	3%	(10)	335
Age: 65+	3%	(5)	6%	(9)	14%	(22)	2%	(3)	74%	(118)	1%	(2)	158
GenZers: 1997-2012	1%	(1)	19%	(28)	19%	(27)	18%	(26)	30%	(42)	13%	(18)	142
Millennials: 1981-1996	9%	(27)	16%	(47)	18%	(52)	8%	(23)	41%	(117)	7%	(20)	286
GenXers: 1965-1980	6%	(17)	11%	(33)	21%	(61)	6%	(18)	52%	(150)	4%	(12)	289
Baby Boomers: 1946-1964	4%	(9)	8%	(20)	16%	(41)	5%	(12)	66%	(169)	1%	(4)	255
PID: Dem (no lean)	5%	(21)	16%	(63)	21%	(83)	8%	(31)	49%	(196)	2%	(8)	402
PID: Ind (no lean)	3%	(11)	8%	(31)	19%	(69)	8%	(30)	53%	(195)	9%	(32)	368
PID: Rep (no lean)	10%	(24)	15%	(34)	12%	(29)	7%	(17)	49%	(112)	6%	(14)	230
PID/Gender: Dem Men	7%	(11)	17%	(28)	20%	(34)	5%	(8)	49%	(82)	2%	(3)	167
PID/Gender: Dem Women	4%	(9)	15%	(35)	21%	(49)	10%	(23)	48%	(114)	2%	(5)	235
PID/Gender: Ind Men	3%	(6)	10%	(17)	19%	(33)	5%	(9)	52%	(91)	11%	(20)	176
PID/Gender: Ind Women	3%	(6)	7%	(14)	19%	(36)	11%	(21)	54%	(103)	6%	(12)	193
PID/Gender: Rep Men	7%	(9)	16%	(20)	12%	(16)	7%	(9)	49%	(62)	8%	(11)	128
PID/Gender: Rep Women	14%	(14)	14%	(14)	13%	(13)	7%	(8)	49%	(50)	3%	(3)	102
Ideo: Liberal (1-3)	7%	(20)	17%	(52)	20%	(61)	9%	(29)	43%	(131)	3%	(11)	304
Ideo: Moderate (4)	4%	(16)	11%	(41)	18%	(66)	5%	(20)	58%	(216)	3%	(13)	372
Ideo: Conservative (5-7)	7%	(17)	12%	(29)	18%	(44)	7%	(16)	52%	(125)	4%	(10)	241
Educ: < College	5%	(20)	12%	(50)	15%	(63)	11%	(47)	47%	(199)	10%	(42)	420
Educ: Bachelors degree	6%	(20)	14%	(45)	21%	(68)	5%	(15)	52%	(172)	3%	(9)	330
Educ: Post-grad	6%	(16)	13%	(34)	20%	(50)	7%	(17)	53%	(133)	1%	(2)	250
Income: Under 50k	4%	(18)	10%	(43)	18%	(73)	11%	(46)	46%	(191)	10%	(41)	412
Income: 50k-100k	6%	(19)	12%	(37)	20%	(59)	7%	(21)	52%	(159)	2%	(6)	303
Income: 100k+	6%	(18)	17%	(48)	17%	(48)	4%	(11)	54%	(153)	2%	(6)	284

Continued on next page

**Table MCFE30\_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
Asian Adults	6%	(56)	13%	(128)	18%	(181)	8%	(79)	50%	(503)	5%	(54)	1000
Ethnicity: Other	6%	(56)	13%	(128)	18%	(181)	8%	(79)	50%	(503)	5%	(54)	1000
All Christian	8%	(26)	13%	(41)	17%	(53)	7%	(21)	52%	(164)	4%	(12)	317
All Non-Christian	7%	(16)	14%	(33)	19%	(45)	8%	(19)	47%	(111)	6%	(15)	239
Atheist	—	(0)	12%	(8)	23%	(16)	5%	(3)	52%	(35)	8%	(5)	67
Agnostic/Nothing in particular	3%	(9)	12%	(35)	15%	(43)	9%	(26)	55%	(158)	6%	(17)	288
Something Else	6%	(5)	12%	(11)	27%	(24)	11%	(10)	39%	(35)	5%	(5)	90
Religious Non-Protestant/Catholic	7%	(16)	14%	(33)	19%	(45)	8%	(20)	47%	(114)	6%	(15)	244
Evangelical	6%	(9)	11%	(16)	23%	(35)	8%	(12)	47%	(69)	5%	(7)	148
Non-Evangelical	9%	(22)	14%	(35)	17%	(42)	7%	(18)	50%	(126)	4%	(9)	252
Community: Urban	8%	(27)	13%	(44)	17%	(56)	8%	(26)	47%	(156)	6%	(21)	329
Community: Suburban	5%	(27)	14%	(81)	18%	(108)	8%	(45)	52%	(306)	4%	(25)	591
Community: Rural	2%	(1)	4%	(3)	22%	(18)	10%	(8)	52%	(42)	10%	(8)	79
Employ: Private Sector	6%	(22)	16%	(60)	18%	(68)	6%	(23)	51%	(193)	4%	(13)	380
Employ: Government	5%	(3)	12%	(7)	12%	(7)	13%	(7)	46%	(26)	12%	(7)	57
Employ: Self-Employed	6%	(5)	7%	(6)	23%	(18)	8%	(6)	55%	(44)	1%	(1)	80
Employ: Homemaker	15%	(12)	11%	(9)	9%	(7)	2%	(1)	58%	(46)	6%	(4)	80
Employ: Student	2%	(2)	21%	(19)	19%	(17)	16%	(15)	31%	(29)	12%	(11)	93
Employ: Retired	4%	(6)	6%	(10)	17%	(27)	6%	(9)	65%	(104)	2%	(4)	159
Employ: Unemployed	3%	(4)	13%	(17)	24%	(31)	12%	(16)	39%	(51)	9%	(12)	131
Military HH: Yes	6%	(4)	19%	(13)	19%	(13)	3%	(2)	52%	(36)	—	(0)	68
Military HH: No	6%	(51)	12%	(115)	18%	(168)	8%	(76)	50%	(468)	6%	(54)	932
RD/WT: Right Direction	11%	(25)	13%	(28)	9%	(20)	8%	(17)	49%	(107)	10%	(22)	218
RD/WT: Wrong Track	4%	(31)	13%	(100)	21%	(161)	8%	(62)	51%	(397)	4%	(32)	782
Trump Job Approve	10%	(24)	11%	(25)	15%	(37)	6%	(15)	52%	(125)	6%	(15)	241
Trump Job Disapprove	4%	(27)	14%	(102)	19%	(137)	8%	(57)	50%	(353)	4%	(30)	705

Continued on next page

**Table MCFE30\_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
Asian Adults	6%	(56)	13%	(128)	18%	(181)	8%	(79)	50%	(503)	5%	(54)	1000
Trump Job Strongly Approve	14%	(16)	11%	(13)	14%	(16)	7%	(8)	44%	(49)	9%	(11)	112
Trump Job Somewhat Approve	6%	(8)	10%	(13)	16%	(21)	6%	(7)	59%	(76)	3%	(4)	130
Trump Job Somewhat Disapprove	5%	(9)	14%	(28)	18%	(35)	4%	(9)	54%	(105)	5%	(9)	196
Trump Job Strongly Disapprove	3%	(17)	15%	(74)	20%	(101)	10%	(49)	49%	(247)	4%	(21)	509
Favorable of Trump	8%	(21)	12%	(31)	15%	(38)	6%	(15)	52%	(133)	7%	(18)	256
Unfavorable of Trump	4%	(27)	14%	(93)	19%	(134)	9%	(62)	50%	(347)	4%	(24)	687
Very Favorable of Trump	9%	(10)	11%	(13)	15%	(17)	8%	(9)	44%	(50)	12%	(14)	113
Somewhat Favorable of Trump	8%	(11)	13%	(18)	15%	(22)	4%	(5)	58%	(83)	3%	(4)	142
Somewhat Unfavorable of Trump	6%	(8)	13%	(19)	19%	(28)	5%	(8)	55%	(81)	2%	(3)	146
Very Unfavorable of Trump	3%	(19)	14%	(74)	20%	(106)	10%	(54)	49%	(266)	4%	(22)	540
#1 Issue: Economy	5%	(21)	15%	(61)	19%	(76)	6%	(24)	51%	(206)	4%	(16)	404
#1 Issue: Security	7%	(4)	17%	(11)	17%	(11)	3%	(2)	47%	(31)	9%	(6)	66
#1 Issue: Health Care	5%	(14)	10%	(26)	18%	(49)	8%	(20)	52%	(136)	7%	(19)	264
#1 Issue: Medicare / Social Security	3%	(2)	3%	(2)	11%	(9)	5%	(4)	79%	(63)	—	(0)	80
#1 Issue: Women's Issues	12%	(6)	29%	(15)	20%	(10)	9%	(5)	25%	(13)	6%	(3)	51
#1 Issue: Other	6%	(4)	11%	(7)	19%	(12)	13%	(8)	38%	(24)	13%	(8)	63
2018 House Vote: Democrat	5%	(16)	14%	(46)	21%	(69)	5%	(18)	54%	(178)	2%	(6)	333
2018 House Vote: Republican	11%	(16)	11%	(17)	15%	(23)	9%	(14)	53%	(81)	1%	(2)	152
2016 Vote: Hillary Clinton	5%	(17)	13%	(43)	18%	(59)	4%	(13)	59%	(198)	2%	(6)	337
2016 Vote: Donald Trump	9%	(16)	10%	(17)	18%	(31)	10%	(18)	50%	(88)	3%	(5)	176
2016 Vote: Didn't Vote	5%	(21)	15%	(66)	18%	(81)	10%	(45)	44%	(199)	9%	(43)	454
Voted in 2014: Yes	5%	(22)	12%	(50)	19%	(77)	6%	(23)	57%	(235)	1%	(6)	415
Voted in 2014: No	6%	(33)	13%	(78)	18%	(103)	9%	(55)	46%	(268)	8%	(47)	585
2012 Vote: Barack Obama	5%	(16)	13%	(44)	19%	(64)	6%	(21)	55%	(185)	2%	(6)	335
2012 Vote: Mitt Romney	8%	(10)	8%	(9)	15%	(17)	8%	(9)	60%	(71)	1%	(2)	118
2012 Vote: Didn't Vote	5%	(28)	14%	(72)	18%	(95)	9%	(48)	45%	(237)	9%	(46)	525

Continued on next page

**Table MCFE30\_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
Asian Adults	6%	(56)	13%	(128)	18%	(181)	8%	(79)	50%	(503)	5%	(54)	1000
4-Region: Northeast	4%	(7)	16%	(32)	20%	(39)	9%	(18)	48%	(96)	3%	(6)	199
4-Region: Midwest	5%	(6)	15%	(19)	13%	(17)	10%	(13)	51%	(65)	6%	(8)	128
4-Region: South	10%	(24)	11%	(25)	18%	(41)	7%	(15)	46%	(104)	9%	(20)	229
4-Region: West	4%	(18)	12%	(53)	19%	(83)	7%	(33)	53%	(238)	5%	(20)	445
Chinese	4%	(15)	11%	(37)	17%	(59)	6%	(20)	57%	(195)	4%	(14)	341
Filipino	11%	(15)	15%	(21)	16%	(22)	11%	(15)	41%	(57)	6%	(9)	138
Indian	11%	(12)	16%	(17)	18%	(19)	8%	(9)	44%	(46)	2%	(2)	104
Vietnamese	3%	(2)	13%	(10)	8%	(6)	9%	(7)	44%	(33)	22%	(17)	75
Korean	3%	(2)	18%	(17)	24%	(22)	10%	(9)	44%	(40)	1%	(1)	92
Japanese	3%	(5)	13%	(17)	19%	(26)	8%	(11)	53%	(71)	4%	(5)	135
Other Asian	4%	(4)	7%	(7)	24%	(27)	7%	(7)	53%	(59)	6%	(7)	112
Speaks only English at home	6%	(32)	14%	(76)	16%	(91)	7%	(41)	52%	(290)	5%	(28)	558
Speaks mostly English at home	6%	(14)	13%	(34)	23%	(57)	9%	(23)	44%	(112)	5%	(13)	253
Speaks both English and other language at home	9%	(8)	9%	(9)	16%	(16)	9%	(8)	55%	(54)	2%	(2)	98
Speaks mostly other language at home	1%	(1)	10%	(8)	20%	(16)	5%	(4)	50%	(39)	14%	(10)	77
Trump supporter	10%	(22)	11%	(25)	15%	(36)	6%	(13)	51%	(118)	7%	(16)	229
Biden supporter	4%	(23)	15%	(91)	18%	(110)	9%	(55)	49%	(294)	4%	(21)	595
Sports fans	6%	(42)	14%	(98)	18%	(124)	7%	(49)	49%	(335)	5%	(31)	679
Avid sports fans	8%	(15)	18%	(34)	21%	(39)	9%	(16)	44%	(84)	1%	(2)	190
Sports fans, Age: 18-34	5%	(9)	23%	(43)	20%	(38)	12%	(22)	32%	(60)	8%	(15)	187
Sports fans, Age: 35-44	12%	(18)	15%	(22)	21%	(31)	5%	(8)	40%	(60)	7%	(10)	150
Sports fans, Age: 45-64	5%	(11)	11%	(25)	18%	(43)	7%	(17)	57%	(134)	2%	(5)	236
Sports fans, Age: 65+	3%	(3)	7%	(8)	11%	(12)	2%	(2)	75%	(80)	1%	(1)	107
Movie studios should diversify teams	6%	(43)	16%	(112)	20%	(139)	7%	(52)	49%	(353)	2%	(15)	713
Movie studios should diversify stories	7%	(43)	16%	(101)	20%	(127)	8%	(51)	47%	(298)	2%	(15)	635
Concerned about Covid	5%	(48)	12%	(111)	17%	(160)	8%	(71)	53%	(482)	5%	(41)	913
No experience with Covid	6%	(30)	10%	(52)	13%	(67)	4%	(22)	59%	(307)	8%	(39)	518
Health care major factor for election	5%	(32)	13%	(90)	18%	(131)	8%	(60)	51%	(363)	4%	(31)	708

Continued on next page

**Table MCFE30\_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
Asian Adults	6%	(56)	13%	(128)	18%	(181)	8%	(79)	50%	(503)	5%	(54)	1000
Social media users	6%	(56)	13%	(125)	19%	(176)	8%	(75)	50%	(471)	5%	(48)	951
WhatsApp users	8%	(28)	15%	(54)	18%	(62)	8%	(29)	49%	(174)	2%	(6)	352
WeChat users	4%	(8)	14%	(24)	17%	(29)	6%	(10)	56%	(96)	3%	(6)	173
Social media news source at least once a week	7%	(43)	15%	(100)	18%	(115)	9%	(59)	47%	(310)	5%	(31)	657

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



**Table MCFE30\_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
Asian Adults	5%	(45)	7%	(69)	17%	(168)	12%	(117)	42%	(419)	18%	(182)	1000
Gender: Male	5%	(24)	7%	(31)	18%	(85)	11%	(52)	44%	(206)	15%	(72)	470
Gender: Female	4%	(21)	7%	(38)	16%	(83)	12%	(65)	40%	(213)	21%	(110)	530
Age: 18-34	6%	(18)	10%	(33)	21%	(67)	17%	(54)	31%	(98)	16%	(50)	320
Age: 35-44	8%	(15)	7%	(13)	20%	(37)	14%	(26)	35%	(65)	16%	(30)	186
Age: 45-64	4%	(12)	7%	(23)	17%	(56)	9%	(29)	53%	(176)	12%	(39)	335
Age: 65+	—	(0)	—	(0)	5%	(8)	5%	(8)	51%	(80)	39%	(63)	158
GenZers: 1997-2012	6%	(9)	8%	(12)	22%	(31)	20%	(28)	23%	(32)	21%	(30)	142
Millennials: 1981-1996	6%	(18)	9%	(27)	22%	(62)	11%	(31)	39%	(113)	12%	(35)	286
GenXers: 1965-1980	5%	(14)	9%	(26)	17%	(48)	13%	(38)	46%	(132)	11%	(32)	289
Baby Boomers: 1946-1964	2%	(5)	2%	(4)	10%	(27)	8%	(19)	52%	(131)	27%	(68)	255
PID: Dem (no lean)	4%	(17)	8%	(33)	22%	(87)	15%	(60)	36%	(143)	15%	(61)	402
PID: Ind (no lean)	3%	(12)	5%	(18)	14%	(50)	12%	(43)	46%	(170)	20%	(75)	368
PID: Rep (no lean)	7%	(16)	8%	(18)	13%	(30)	6%	(15)	46%	(106)	20%	(46)	230
PID/Gender: Dem Men	6%	(9)	8%	(14)	22%	(37)	13%	(22)	41%	(68)	10%	(16)	167
PID/Gender: Dem Women	3%	(8)	8%	(18)	22%	(51)	16%	(38)	32%	(76)	19%	(45)	235
PID/Gender: Ind Men	5%	(9)	4%	(7)	17%	(31)	11%	(19)	44%	(78)	19%	(33)	176
PID/Gender: Ind Women	2%	(4)	6%	(12)	10%	(19)	13%	(24)	48%	(92)	22%	(42)	193
PID/Gender: Rep Men	5%	(6)	8%	(10)	14%	(17)	9%	(11)	47%	(60)	18%	(23)	128
PID/Gender: Rep Women	10%	(10)	8%	(8)	13%	(13)	3%	(3)	45%	(46)	23%	(23)	102
Ideo: Liberal (1-3)	4%	(13)	10%	(30)	22%	(66)	17%	(52)	33%	(99)	15%	(45)	304
Ideo: Moderate (4)	4%	(16)	5%	(17)	16%	(60)	10%	(39)	48%	(178)	17%	(62)	372
Ideo: Conservative (5-7)	4%	(11)	6%	(14)	15%	(35)	7%	(17)	47%	(114)	21%	(50)	241
Educ: < College	5%	(22)	6%	(26)	13%	(55)	13%	(54)	38%	(161)	25%	(103)	420
Educ: Bachelors degree	4%	(12)	8%	(25)	20%	(65)	11%	(36)	44%	(144)	14%	(47)	330
Educ: Post-grad	5%	(12)	7%	(18)	19%	(48)	11%	(27)	46%	(114)	13%	(31)	250
Income: Under 50k	4%	(16)	5%	(22)	15%	(63)	16%	(68)	34%	(142)	25%	(101)	412
Income: 50k-100k	4%	(13)	8%	(25)	17%	(51)	11%	(34)	47%	(143)	13%	(38)	303
Income: 100k+	6%	(17)	8%	(22)	19%	(54)	5%	(15)	47%	(134)	15%	(43)	284

Continued on next page

**Table MCFE30\_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
Asian Adults	5%	(45)	7%	(69)	17%	(168)	12%	(117)	42%	(419)	18%	(182)	1000
Ethnicity: Other	5%	(45)	7%	(69)	17%	(168)	12%	(117)	42%	(419)	18%	(182)	1000
All Christian	7%	(21)	6%	(19)	15%	(48)	12%	(39)	42%	(133)	18%	(57)	317
All Non-Christian	6%	(14)	9%	(20)	18%	(44)	10%	(25)	37%	(88)	20%	(47)	239
Atheist	—	(0)	9%	(6)	17%	(11)	14%	(9)	43%	(29)	17%	(11)	67
Agnostic/Nothing in particular	2%	(7)	5%	(15)	17%	(49)	11%	(33)	48%	(138)	16%	(46)	288
Something Else	3%	(3)	10%	(9)	17%	(15)	12%	(11)	35%	(32)	23%	(21)	90
Religious Non-Protestant/Catholic	6%	(14)	8%	(20)	18%	(44)	11%	(27)	37%	(91)	19%	(47)	244
Evangelical	3%	(5)	6%	(9)	19%	(29)	13%	(20)	42%	(61)	17%	(25)	148
Non-Evangelical	7%	(18)	7%	(18)	14%	(34)	12%	(29)	39%	(99)	21%	(53)	252
Community: Urban	5%	(18)	8%	(27)	16%	(52)	14%	(45)	41%	(134)	16%	(53)	329
Community: Suburban	5%	(27)	6%	(34)	19%	(111)	10%	(61)	43%	(252)	18%	(107)	591
Community: Rural	—	(0)	11%	(8)	6%	(5)	14%	(11)	41%	(33)	28%	(22)	79
Employ: Private Sector	4%	(17)	10%	(37)	25%	(94)	8%	(30)	49%	(187)	4%	(14)	380
Employ: Government	3%	(2)	4%	(2)	11%	(6)	13%	(8)	61%	(35)	7%	(4)	57
Employ: Self-Employed	12%	(10)	7%	(5)	18%	(15)	12%	(10)	45%	(36)	6%	(4)	80
Employ: Homemaker	7%	(5)	7%	(5)	4%	(3)	3%	(2)	43%	(35)	37%	(29)	80
Employ: Student	5%	(5)	12%	(11)	28%	(26)	17%	(15)	16%	(15)	22%	(21)	93
Employ: Retired	1%	(2)	1%	(2)	2%	(3)	2%	(3)	47%	(75)	47%	(75)	159
Employ: Unemployed	4%	(5)	3%	(4)	13%	(17)	35%	(46)	21%	(27)	24%	(32)	131
Military HH: Yes	6%	(4)	4%	(3)	11%	(8)	8%	(5)	55%	(38)	15%	(10)	68
Military HH: No	4%	(41)	7%	(66)	17%	(160)	12%	(112)	41%	(381)	18%	(172)	932
RD/WT: Right Direction	8%	(18)	10%	(23)	11%	(24)	7%	(16)	44%	(95)	20%	(44)	218
RD/WT: Wrong Track	4%	(27)	6%	(46)	18%	(144)	13%	(102)	41%	(324)	18%	(139)	782
Trump Job Approve	6%	(14)	8%	(19)	11%	(26)	8%	(20)	49%	(119)	18%	(43)	241
Trump Job Disapprove	4%	(30)	6%	(42)	20%	(141)	13%	(95)	40%	(283)	16%	(113)	705

Continued on next page

**Table MCFE30\_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
Asian Adults	5%	(45)	7%	(69)	17%	(168)	12%	(117)	42%	(419)	18%	(182)	1000
Trump Job Strongly Approve	8%	(9)	10%	(11)	8%	(9)	7%	(8)	54%	(60)	13%	(15)	112
Trump Job Somewhat Approve	4%	(5)	6%	(8)	13%	(17)	9%	(12)	46%	(60)	22%	(28)	130
Trump Job Somewhat Disapprove	7%	(13)	5%	(9)	22%	(44)	11%	(22)	43%	(83)	12%	(24)	196
Trump Job Strongly Disapprove	3%	(17)	7%	(33)	19%	(98)	14%	(72)	39%	(200)	18%	(89)	509
Favorable of Trump	6%	(16)	7%	(19)	13%	(34)	7%	(18)	45%	(114)	21%	(55)	256
Unfavorable of Trump	3%	(23)	7%	(45)	19%	(132)	14%	(94)	41%	(280)	16%	(112)	687
Very Favorable of Trump	5%	(5)	9%	(10)	13%	(14)	9%	(10)	49%	(55)	16%	(18)	113
Somewhat Favorable of Trump	7%	(10)	6%	(9)	14%	(19)	5%	(8)	42%	(59)	26%	(37)	142
Somewhat Unfavorable of Trump	3%	(5)	4%	(6)	22%	(32)	16%	(23)	43%	(63)	12%	(17)	146
Very Unfavorable of Trump	3%	(18)	7%	(40)	19%	(100)	13%	(71)	40%	(216)	18%	(95)	540
#1 Issue: Economy	4%	(16)	8%	(34)	23%	(91)	13%	(50)	40%	(161)	13%	(51)	404
#1 Issue: Security	9%	(6)	4%	(3)	11%	(8)	6%	(4)	49%	(32)	21%	(14)	66
#1 Issue: Health Care	3%	(9)	6%	(15)	15%	(39)	11%	(29)	45%	(120)	20%	(52)	264
#1 Issue: Medicare / Social Security	2%	(1)	4%	(3)	5%	(4)	8%	(6)	49%	(39)	33%	(26)	80
#1 Issue: Women's Issues	10%	(5)	15%	(7)	9%	(4)	11%	(6)	39%	(20)	16%	(8)	51
#1 Issue: Other	6%	(4)	1%	(1)	10%	(6)	14%	(9)	38%	(24)	31%	(20)	63
2018 House Vote: Democrat	3%	(9)	7%	(22)	20%	(66)	13%	(44)	42%	(141)	15%	(50)	333
2018 House Vote: Republican	6%	(10)	6%	(9)	11%	(16)	5%	(7)	52%	(79)	20%	(30)	152
2016 Vote: Hillary Clinton	3%	(10)	6%	(21)	18%	(62)	11%	(37)	45%	(153)	16%	(53)	337
2016 Vote: Donald Trump	5%	(8)	6%	(11)	13%	(22)	6%	(11)	52%	(91)	19%	(33)	176
2016 Vote: Didn't Vote	6%	(25)	8%	(36)	17%	(77)	14%	(65)	36%	(162)	20%	(89)	454
Voted in 2014: Yes	4%	(15)	6%	(26)	17%	(71)	9%	(39)	46%	(190)	18%	(74)	415
Voted in 2014: No	5%	(30)	7%	(43)	16%	(97)	13%	(78)	39%	(229)	18%	(108)	585
2012 Vote: Barack Obama	4%	(12)	7%	(22)	20%	(66)	11%	(38)	44%	(148)	15%	(49)	335
2012 Vote: Mitt Romney	1%	(2)	7%	(8)	9%	(10)	5%	(5)	54%	(64)	25%	(29)	118
2012 Vote: Didn't Vote	6%	(31)	7%	(37)	17%	(88)	14%	(74)	37%	(196)	19%	(98)	525

Continued on next page

**Table MCFE30\_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
Asian Adults	5%	(45)	7%	(69)	17%	(168)	12%	(117)	42%	(419)	18%	(182)	1000
4-Region: Northeast	5%	(9)	8%	(16)	24%	(48)	12%	(25)	34%	(68)	17%	(33)	199
4-Region: Midwest	7%	(9)	7%	(8)	17%	(21)	16%	(20)	36%	(46)	18%	(23)	128
4-Region: South	8%	(18)	7%	(16)	14%	(31)	10%	(24)	41%	(94)	20%	(46)	229
4-Region: West	2%	(9)	6%	(28)	15%	(67)	11%	(49)	48%	(212)	18%	(80)	445
Chinese	3%	(9)	5%	(17)	17%	(59)	10%	(33)	49%	(168)	16%	(55)	341
Filipino	7%	(9)	8%	(10)	11%	(15)	11%	(16)	39%	(54)	25%	(34)	138
Indian	9%	(9)	8%	(9)	16%	(17)	18%	(18)	37%	(39)	12%	(13)	104
Vietnamese	5%	(4)	16%	(12)	18%	(14)	11%	(8)	31%	(24)	19%	(14)	75
Korean	8%	(7)	4%	(4)	28%	(25)	15%	(14)	42%	(38)	4%	(4)	92
Japanese	3%	(3)	6%	(8)	14%	(19)	10%	(13)	40%	(54)	28%	(37)	135
Other Asian	3%	(3)	9%	(10)	17%	(19)	13%	(15)	36%	(40)	23%	(25)	112
Speaks only English at home	3%	(19)	6%	(36)	15%	(85)	11%	(60)	45%	(250)	19%	(109)	558
Speaks mostly English at home	7%	(17)	7%	(19)	22%	(57)	16%	(39)	34%	(85)	14%	(36)	253
Speaks both English and other language at home	6%	(6)	8%	(8)	14%	(14)	12%	(11)	43%	(42)	18%	(18)	98
Speaks mostly other language at home	3%	(2)	6%	(5)	16%	(12)	9%	(7)	47%	(36)	19%	(15)	77
Trump supporter	6%	(14)	8%	(19)	12%	(26)	7%	(17)	46%	(107)	21%	(47)	229
Biden supporter	4%	(25)	7%	(43)	20%	(120)	14%	(83)	39%	(234)	15%	(91)	595
Sports fans	4%	(30)	7%	(51)	19%	(132)	11%	(77)	41%	(279)	16%	(109)	679
Avid sports fans	7%	(13)	8%	(16)	23%	(43)	13%	(24)	41%	(78)	8%	(15)	190
Sports fans, Age: 18-34	5%	(10)	12%	(22)	25%	(47)	18%	(34)	29%	(54)	11%	(20)	187
Sports fans, Age: 35-44	8%	(12)	7%	(10)	22%	(32)	14%	(21)	33%	(50)	17%	(25)	150
Sports fans, Age: 45-64	4%	(9)	8%	(19)	20%	(46)	8%	(19)	51%	(119)	10%	(23)	236
Sports fans, Age: 65+	—	(0)	—	(0)	6%	(7)	3%	(3)	52%	(56)	38%	(41)	107
Movie studios should diversify teams	5%	(33)	7%	(51)	21%	(148)	13%	(91)	40%	(286)	15%	(104)	713
Movie studios should diversify stories	6%	(38)	8%	(53)	21%	(135)	14%	(86)	36%	(229)	15%	(94)	635
Concerned about Covid	4%	(38)	6%	(55)	17%	(157)	12%	(108)	43%	(389)	18%	(167)	913
No experience with Covid	4%	(19)	6%	(30)	12%	(60)	7%	(37)	49%	(253)	23%	(118)	518
Health care major factor for election	4%	(29)	6%	(44)	17%	(123)	13%	(94)	41%	(291)	18%	(127)	708

Continued on next page

**Table MCFE30\_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
Asian Adults	5%	(45)	7%	(69)	17%	(168)	12%	(117)	42%	(419)	18%	(182)	1000
Social media users	5%	(43)	7%	(67)	17%	(165)	12%	(117)	42%	(395)	17%	(163)	951
WhatsApp users	6%	(20)	7%	(26)	22%	(77)	15%	(54)	38%	(133)	12%	(42)	352
WeChat users	4%	(7)	3%	(6)	27%	(46)	7%	(12)	52%	(89)	7%	(13)	173
Social media news source at least once a week	5%	(36)	7%	(48)	19%	(126)	12%	(80)	40%	(264)	16%	(103)	657

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

**Table MCFE30\_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
Asian Adults	7%	(66)	15%	(148)	20%	(200)	9%	(93)	42%	(417)	8%	(76)	1000
Gender: Male	7%	(34)	14%	(68)	18%	(83)	7%	(33)	44%	(208)	9%	(44)	470
Gender: Female	6%	(32)	15%	(80)	22%	(117)	11%	(60)	39%	(209)	6%	(32)	530
Age: 18-34	6%	(20)	15%	(49)	19%	(61)	13%	(42)	30%	(96)	16%	(52)	320
Age: 35-44	10%	(18)	12%	(22)	25%	(47)	10%	(18)	37%	(68)	7%	(13)	186
Age: 45-64	6%	(19)	18%	(61)	17%	(58)	8%	(27)	48%	(162)	2%	(8)	335
Age: 65+	5%	(8)	10%	(16)	22%	(34)	4%	(6)	57%	(90)	2%	(3)	158
GenZers: 1997-2012	4%	(6)	15%	(21)	21%	(30)	15%	(21)	26%	(37)	19%	(27)	142
Millennials: 1981-1996	7%	(21)	16%	(46)	18%	(50)	10%	(29)	37%	(104)	12%	(35)	286
GenXers: 1965-1980	8%	(24)	15%	(44)	22%	(65)	9%	(25)	42%	(123)	3%	(9)	289
Baby Boomers: 1946-1964	6%	(15)	13%	(34)	20%	(52)	7%	(17)	52%	(132)	2%	(5)	255
PID: Dem (no lean)	8%	(33)	19%	(75)	24%	(96)	10%	(39)	36%	(145)	4%	(15)	402
PID: Ind (no lean)	4%	(16)	11%	(41)	17%	(61)	9%	(32)	46%	(171)	13%	(47)	368
PID: Rep (no lean)	7%	(17)	14%	(32)	19%	(43)	10%	(22)	44%	(101)	6%	(14)	230
PID/Gender: Dem Men	10%	(17)	18%	(30)	23%	(39)	6%	(10)	38%	(63)	4%	(7)	167
PID/Gender: Dem Women	7%	(16)	19%	(44)	24%	(56)	12%	(29)	35%	(82)	3%	(8)	235
PID/Gender: Ind Men	5%	(8)	10%	(17)	12%	(20)	8%	(14)	49%	(87)	17%	(29)	176
PID/Gender: Ind Women	4%	(8)	12%	(24)	21%	(41)	9%	(18)	44%	(84)	9%	(18)	193
PID/Gender: Rep Men	7%	(9)	16%	(20)	18%	(23)	8%	(10)	45%	(58)	6%	(8)	128
PID/Gender: Rep Women	8%	(8)	12%	(12)	20%	(20)	12%	(13)	42%	(43)	7%	(7)	102
Ideo: Liberal (1-3)	5%	(16)	18%	(53)	25%	(76)	11%	(33)	34%	(104)	7%	(22)	304
Ideo: Moderate (4)	8%	(29)	16%	(60)	17%	(64)	9%	(33)	46%	(172)	4%	(13)	372
Ideo: Conservative (5-7)	8%	(18)	13%	(32)	21%	(50)	7%	(18)	47%	(113)	4%	(11)	241
Educ: < College	7%	(28)	11%	(46)	17%	(72)	12%	(52)	38%	(161)	15%	(62)	420
Educ: Bachelors degree	6%	(20)	16%	(54)	23%	(75)	9%	(29)	43%	(141)	3%	(11)	330
Educ: Post-grad	7%	(18)	19%	(49)	21%	(53)	5%	(12)	46%	(114)	1%	(4)	250
Income: Under 50k	7%	(30)	11%	(44)	17%	(70)	11%	(44)	41%	(168)	14%	(57)	412
Income: 50k-100k	6%	(18)	14%	(43)	26%	(78)	10%	(30)	41%	(123)	4%	(11)	303
Income: 100k+	6%	(18)	22%	(61)	18%	(52)	7%	(19)	44%	(126)	3%	(8)	284

Continued on next page

**Table MCFE30\_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
Asian Adults	7% (66)	15% (148)	20% (200)	9% (93)	42% (417)	8% (76)	1000
Ethnicity: Other	7% (66)	15% (148)	20% (200)	9% (93)	42% (417)	8% (76)	1000
All Christian	8% (25)	15% (47)	19% (60)	10% (32)	44% (140)	4% (13)	317
All Non-Christian	7% (17)	17% (40)	17% (40)	9% (23)	43% (102)	8% (18)	239
Atheist	1% (1)	11% (7)	29% (19)	10% (6)	38% (25)	12% (8)	67
Agnostic/Nothing in particular	5% (13)	16% (47)	17% (49)	10% (29)	42% (122)	10% (28)	288
Something Else	12% (11)	9% (8)	36% (33)	4% (4)	30% (27)	9% (8)	90
Religious Non-Protestant/Catholic	7% (17)	17% (41)	17% (41)	10% (23)	43% (104)	7% (18)	244
Evangelical	8% (12)	9% (14)	22% (32)	10% (14)	44% (65)	7% (10)	148
Non-Evangelical	9% (24)	16% (40)	23% (57)	8% (21)	39% (100)	5% (11)	252
Community: Urban	7% (23)	17% (55)	19% (62)	10% (34)	40% (133)	7% (22)	329
Community: Suburban	7% (39)	15% (88)	21% (122)	9% (53)	43% (253)	6% (37)	591
Community: Rural	5% (4)	7% (6)	20% (16)	8% (6)	39% (31)	21% (17)	79
Employ: Private Sector	6% (21)	20% (76)	19% (72)	8% (30)	44% (168)	3% (13)	380
Employ: Government	4% (2)	12% (7)	17% (10)	13% (7)	42% (24)	12% (7)	57
Employ: Self-Employed	10% (8)	5% (4)	20% (16)	6% (5)	53% (42)	6% (5)	80
Employ: Homemaker	12% (10)	6% (5)	19% (16)	6% (5)	47% (38)	9% (7)	80
Employ: Student	2% (2)	21% (20)	24% (22)	18% (16)	15% (14)	21% (20)	93
Employ: Retired	5% (9)	12% (18)	20% (32)	9% (14)	52% (83)	2% (4)	159
Employ: Unemployed	10% (13)	10% (13)	23% (31)	12% (15)	31% (40)	15% (19)	131
Military HH: Yes	5% (3)	21% (14)	19% (13)	4% (3)	52% (35)	— (0)	68
Military HH: No	7% (63)	14% (134)	20% (187)	10% (90)	41% (381)	8% (76)	932
RD/WT: Right Direction	9% (19)	11% (25)	14% (30)	6% (13)	47% (103)	13% (28)	218
RD/WT: Wrong Track	6% (47)	16% (123)	22% (170)	10% (80)	40% (314)	6% (48)	782
Trump Job Approve	8% (20)	9% (22)	19% (45)	8% (20)	48% (116)	8% (18)	241
Trump Job Disapprove	6% (43)	18% (125)	21% (148)	10% (72)	40% (279)	5% (37)	705

Continued on next page

**Table MCFE30\_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
Asian Adults	7% (66)	15% (148)	20% (200)	9% (93)	42% (417)	8% (76)	1000
Trump Job Strongly Approve	12% (13)	7% (8)	19% (21)	8% (9)	44% (49)	10% (11)	112
Trump Job Somewhat Approve	5% (7)	11% (15)	18% (24)	8% (11)	52% (67)	5% (7)	130
Trump Job Somewhat Disapprove	6% (12)	18% (35)	21% (40)	7% (14)	44% (86)	4% (9)	196
Trump Job Strongly Disapprove	6% (31)	18% (91)	21% (108)	11% (58)	38% (193)	6% (29)	509
Favorable of Trump	8% (21)	10% (27)	19% (48)	8% (19)	45% (116)	10% (25)	256
Unfavorable of Trump	6% (41)	18% (121)	21% (147)	10% (72)	40% (275)	5% (31)	687
Very Favorable of Trump	9% (11)	7% (8)	14% (16)	12% (14)	45% (51)	12% (14)	113
Somewhat Favorable of Trump	8% (11)	13% (18)	22% (32)	4% (6)	46% (65)	8% (11)	142
Somewhat Unfavorable of Trump	5% (7)	21% (31)	19% (27)	8% (11)	45% (65)	3% (5)	146
Very Unfavorable of Trump	6% (34)	17% (90)	22% (120)	11% (60)	39% (210)	5% (27)	540
#1 Issue: Economy	7% (27)	19% (79)	20% (80)	10% (40)	40% (160)	4% (17)	404
#1 Issue: Security	7% (5)	13% (8)	16% (11)	5% (3)	46% (30)	13% (9)	66
#1 Issue: Health Care	7% (19)	14% (37)	19% (49)	6% (16)	45% (120)	9% (23)	264
#1 Issue: Medicare / Social Security	4% (3)	8% (6)	23% (18)	2% (2)	61% (49)	2% (2)	80
#1 Issue: Women's Issues	9% (5)	12% (6)	33% (17)	15% (8)	29% (15)	1% (1)	51
#1 Issue: Other	4% (3)	10% (6)	17% (11)	15% (9)	31% (19)	23% (14)	63
2018 House Vote: Democrat	7% (22)	21% (71)	23% (75)	7% (23)	39% (129)	4% (12)	333
2018 House Vote: Republican	7% (11)	8% (12)	23% (35)	11% (17)	50% (76)	1% (2)	152
2016 Vote: Hillary Clinton	6% (22)	18% (62)	23% (78)	6% (21)	42% (143)	3% (11)	337
2016 Vote: Donald Trump	6% (10)	10% (18)	20% (35)	13% (22)	49% (86)	3% (5)	176
2016 Vote: Didn't Vote	7% (31)	14% (64)	18% (80)	10% (45)	38% (174)	13% (60)	454
Voted in 2014: Yes	7% (31)	18% (73)	22% (90)	8% (32)	43% (177)	3% (11)	415
Voted in 2014: No	6% (35)	13% (75)	19% (110)	10% (61)	41% (239)	11% (65)	585
2012 Vote: Barack Obama	7% (24)	18% (61)	24% (80)	8% (26)	40% (135)	3% (10)	335
2012 Vote: Mitt Romney	4% (5)	10% (12)	18% (22)	10% (12)	56% (66)	1% (2)	118
2012 Vote: Didn't Vote	7% (34)	14% (71)	18% (95)	10% (54)	39% (207)	12% (63)	525

Continued on next page



**Table MCFE30\_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
Asian Adults	7% (66)	15% (148)	20% (200)	9% (93)	42% (417)	8% (76)	1000
4-Region: Northeast	4% (8)	15% (30)	21% (41)	10% (20)	41% (81)	9% (18)	199
4-Region: Midwest	8% (11)	18% (23)	23% (30)	6% (7)	34% (43)	11% (14)	128
4-Region: South	9% (21)	12% (28)	19% (43)	8% (18)	41% (94)	11% (24)	229
4-Region: West	6% (26)	15% (67)	19% (86)	11% (48)	45% (198)	5% (20)	445
Chinese	4% (13)	15% (51)	20% (67)	6% (20)	50% (169)	6% (21)	341
Filipino	7% (10)	12% (16)	20% (27)	13% (18)	38% (52)	11% (15)	138
Indian	13% (14)	18% (19)	22% (23)	7% (7)	38% (39)	2% (2)	104
Vietnamese	7% (5)	16% (12)	21% (15)	12% (9)	29% (22)	15% (11)	75
Korean	2% (2)	17% (16)	25% (23)	11% (10)	44% (40)	1% (1)	92
Japanese	8% (11)	16% (21)	22% (30)	11% (14)	37% (50)	6% (8)	135
Other Asian	10% (11)	12% (13)	12% (13)	13% (15)	38% (43)	15% (17)	112
Speaks only English at home	8% (43)	15% (86)	19% (106)	7% (40)	43% (240)	8% (43)	558
Speaks mostly English at home	4% (11)	14% (36)	24% (59)	15% (37)	35% (87)	8% (21)	253
Speaks both English and other language at home	8% (7)	14% (14)	20% (19)	13% (12)	41% (40)	5% (5)	98
Speaks mostly other language at home	5% (3)	14% (11)	21% (16)	3% (2)	50% (38)	9% (7)	77
Trump supporter	8% (18)	10% (23)	19% (43)	9% (20)	48% (109)	7% (16)	229
Biden supporter	7% (39)	19% (110)	22% (130)	11% (63)	38% (226)	5% (28)	595
Sports fans	7% (49)	17% (113)	20% (137)	10% (67)	41% (279)	5% (33)	679
Avid sports fans	12% (22)	18% (35)	17% (31)	14% (27)	37% (71)	2% (4)	190
Sports fans, Age: 18-34	8% (14)	18% (34)	20% (37)	14% (26)	30% (55)	11% (20)	187
Sports fans, Age: 35-44	10% (14)	12% (17)	24% (37)	10% (16)	38% (57)	6% (10)	150
Sports fans, Age: 45-64	7% (15)	21% (50)	17% (41)	10% (22)	45% (107)	— (1)	236
Sports fans, Age: 65+	5% (6)	11% (12)	22% (23)	3% (4)	56% (60)	3% (3)	107
Movie studios should diversify teams	7% (47)	18% (128)	21% (150)	10% (72)	41% (292)	3% (24)	713
Movie studios should diversify stories	8% (49)	18% (115)	22% (140)	11% (71)	37% (236)	4% (24)	635
Concerned about Covid	7% (60)	15% (135)	20% (181)	10% (89)	42% (388)	7% (61)	913
No experience with Covid	6% (34)	12% (60)	18% (93)	4% (18)	49% (256)	11% (58)	518
Health care major factor for election	7% (48)	16% (116)	19% (136)	10% (74)	42% (296)	5% (38)	708

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**Table MCFE30\_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
Asian Adults	7% (66)	15% (148)	20% (200)	9% (93)	42% (417)	8% (76)	1000
Social media users	7% (65)	15% (144)	20% (194)	9% (88)	41% (390)	7% (70)	951
WhatsApp users	9% (32)	18% (64)	20% (69)	10% (33)	40% (140)	4% (13)	352
WeChat users	6% (11)	12% (21)	19% (33)	5% (9)	51% (88)	6% (11)	173
Social media news source at least once a week	7% (48)	15% (98)	21% (135)	11% (71)	40% (262)	6% (42)	657

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

**Table MCFE31:** 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
Asian Adults	4%	(38)	2%	(22)	11%	(111)	83%	(829)	1000
Gender: Male	5%	(22)	3%	(13)	10%	(49)	82%	(387)	470
Gender: Female	3%	(16)	2%	(9)	12%	(62)	83%	(442)	530
Age: 18-34	4%	(14)	4%	(12)	18%	(58)	74%	(236)	320
Age: 35-44	8%	(15)	3%	(5)	10%	(18)	80%	(148)	186
Age: 45-64	3%	(9)	1%	(4)	10%	(32)	87%	(290)	335
Age: 65+	—	(0)	1%	(1)	2%	(3)	97%	(154)	158
GenZers: 1997-2012	3%	(4)	3%	(4)	17%	(23)	78%	(111)	142
Millennials: 1981-1996	5%	(14)	4%	(10)	15%	(43)	77%	(219)	286
GenXers: 1965-1980	5%	(13)	2%	(5)	12%	(34)	82%	(237)	289
Baby Boomers: 1946-1964	3%	(7)	1%	(3)	4%	(11)	92%	(234)	255
PID: Dem (no lean)	4%	(15)	2%	(9)	9%	(37)	85%	(341)	402
PID: Ind (no lean)	4%	(14)	2%	(8)	13%	(50)	81%	(297)	368
PID: Rep (no lean)	4%	(9)	2%	(4)	11%	(25)	83%	(191)	230
PID/Gender: Dem Men	3%	(5)	2%	(4)	11%	(18)	84%	(140)	167
PID/Gender: Dem Women	4%	(10)	2%	(5)	8%	(18)	86%	(201)	235
PID/Gender: Ind Men	5%	(9)	3%	(5)	12%	(21)	80%	(141)	176
PID/Gender: Ind Women	2%	(5)	2%	(3)	15%	(29)	81%	(156)	193
PID/Gender: Rep Men	6%	(8)	3%	(4)	8%	(10)	83%	(106)	128
PID/Gender: Rep Women	1%	(1)	1%	(1)	15%	(15)	83%	(85)	102
Ideo: Liberal (1-3)	6%	(18)	2%	(6)	10%	(31)	82%	(250)	304
Ideo: Moderate (4)	4%	(14)	1%	(5)	11%	(41)	84%	(311)	372
Ideo: Conservative (5-7)	3%	(6)	3%	(7)	9%	(21)	86%	(208)	241
Educ: < College	6%	(24)	3%	(12)	16%	(67)	75%	(316)	420
Educ: Bachelors degree	3%	(10)	2%	(7)	8%	(26)	87%	(287)	330
Educ: Post-grad	2%	(4)	1%	(3)	7%	(18)	90%	(226)	250
Income: Under 50k	6%	(26)	3%	(13)	21%	(86)	70%	(287)	412
Income: 50k-100k	3%	(10)	3%	(8)	6%	(19)	88%	(267)	303
Income: 100k+	1%	(3)	—	(0)	2%	(6)	97%	(275)	284
Ethnicity: Other	4%	(38)	2%	(22)	11%	(111)	83%	(829)	1000

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**Table MCFE31:** 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
Asian Adults	4%	(38)	2%	(22)	11%	(111)	83%	(829)	1000
All Christian	3%	(11)	2%	(5)	10%	(31)	85%	(270)	317
All Non-Christian	3%	(8)	2%	(5)	10%	(25)	84%	(200)	239
Atheist	9%	(6)	—	(0)	8%	(5)	84%	(56)	67
Agnostic/Nothing in particular	2%	(5)	2%	(6)	12%	(35)	84%	(240)	288
Something Else	9%	(8)	5%	(5)	16%	(14)	70%	(63)	90
Religious Non-Protestant/Catholic	3%	(8)	2%	(5)	11%	(26)	84%	(205)	244
Evangelical	6%	(9)	2%	(3)	10%	(15)	81%	(120)	148
Non-Evangelical	4%	(10)	3%	(7)	12%	(29)	82%	(206)	252
Community: Urban	4%	(13)	1%	(4)	13%	(43)	82%	(269)	329
Community: Suburban	3%	(16)	2%	(14)	10%	(61)	84%	(500)	591
Community: Rural	11%	(9)	5%	(4)	8%	(7)	76%	(60)	79
Employ: Private Sector	3%	(11)	2%	(6)	8%	(31)	87%	(332)	380
Employ: Government	—	(0)	1%	(1)	5%	(3)	93%	(53)	57
Employ: Self-Employed	2%	(1)	4%	(4)	28%	(22)	66%	(53)	80
Employ: Homemaker	2%	(1)	2%	(2)	21%	(17)	76%	(61)	80
Employ: Student	5%	(5)	—	(0)	18%	(16)	77%	(72)	93
Employ: Retired	—	(0)	—	(1)	2%	(3)	97%	(155)	159
Employ: Unemployed	14%	(18)	7%	(9)	13%	(17)	66%	(87)	131
Military HH: Yes	2%	(1)	4%	(2)	10%	(7)	85%	(58)	68
Military HH: No	4%	(37)	2%	(19)	11%	(105)	83%	(771)	932
RD/WT: Right Direction	4%	(9)	2%	(5)	11%	(23)	83%	(181)	218
RD/WT: Wrong Track	4%	(30)	2%	(16)	11%	(88)	83%	(648)	782
Trump Job Approve	4%	(9)	2%	(4)	9%	(23)	85%	(206)	241
Trump Job Disapprove	4%	(28)	2%	(17)	10%	(72)	83%	(588)	705
Trump Job Strongly Approve	4%	(4)	3%	(3)	13%	(15)	80%	(90)	112
Trump Job Somewhat Approve	4%	(5)	1%	(1)	6%	(8)	89%	(116)	130
Trump Job Somewhat Disapprove	2%	(4)	1%	(3)	11%	(21)	86%	(168)	196
Trump Job Strongly Disapprove	5%	(24)	3%	(15)	10%	(50)	82%	(420)	509
Favorable of Trump	4%	(10)	1%	(4)	12%	(30)	83%	(212)	256
Unfavorable of Trump	4%	(27)	2%	(14)	9%	(62)	85%	(583)	687

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**Table MCFE31:** 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
Asian Adults	4%	(38)	2%	(22)	11%	(111)	83%	(829)	1000
Very Favorable of Trump	5%	(6)	1%	(1)	14%	(16)	79%	(90)	113
Somewhat Favorable of Trump	3%	(4)	2%	(2)	10%	(14)	86%	(123)	142
Somewhat Unfavorable of Trump	2%	(2)	1%	(2)	9%	(13)	88%	(129)	146
Very Unfavorable of Trump	5%	(25)	2%	(13)	9%	(49)	84%	(453)	540
#1 Issue: Economy	5%	(20)	2%	(6)	8%	(33)	85%	(344)	404
#1 Issue: Security	1%	(1)	4%	(3)	17%	(11)	77%	(51)	66
#1 Issue: Health Care	5%	(12)	1%	(4)	13%	(34)	81%	(213)	264
#1 Issue: Medicare / Social Security	2%	(2)	2%	(2)	6%	(5)	89%	(71)	80
#1 Issue: Women's Issues	3%	(2)	2%	(1)	24%	(12)	71%	(36)	51
#1 Issue: Other	—	(0)	7%	(5)	12%	(8)	81%	(51)	63
2018 House Vote: Democrat	5%	(16)	2%	(6)	6%	(21)	87%	(291)	333
2018 House Vote: Republican	1%	(1)	1%	(1)	7%	(11)	91%	(139)	152
2016 Vote: Hillary Clinton	5%	(15)	1%	(3)	8%	(27)	87%	(292)	337
2016 Vote: Donald Trump	1%	(1)	2%	(4)	8%	(15)	89%	(156)	176
2016 Vote: Didn't Vote	4%	(20)	3%	(15)	15%	(69)	77%	(350)	454
Voted in 2014: Yes	3%	(11)	1%	(5)	5%	(22)	91%	(377)	415
Voted in 2014: No	5%	(27)	3%	(16)	15%	(90)	77%	(452)	585
2012 Vote: Barack Obama	3%	(11)	1%	(5)	8%	(25)	88%	(294)	335
2012 Vote: Mitt Romney	—	(1)	1%	(1)	3%	(3)	96%	(113)	118
2012 Vote: Didn't Vote	5%	(27)	3%	(16)	16%	(82)	76%	(400)	525
4-Region: Northeast	3%	(7)	2%	(4)	12%	(24)	83%	(164)	199
4-Region: Midwest	5%	(6)	2%	(3)	20%	(25)	73%	(93)	128
4-Region: South	4%	(10)	2%	(4)	17%	(38)	77%	(177)	229
4-Region: West	3%	(15)	2%	(10)	5%	(24)	89%	(395)	445

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**Table MCFE31:** 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
Asian Adults	4%	(38)	2%	(22)	11%	(111)	83%	(829)	1000
Chinese	3%	(11)	2%	(7)	8%	(27)	87%	(295)	341
Filipino	3%	(4)	3%	(4)	21%	(29)	74%	(102)	138
Indian	4%	(5)	1%	(1)	9%	(9)	85%	(89)	104
Vietnamese	4%	(3)	—	(0)	15%	(11)	82%	(61)	75
Korean	12%	(11)	3%	(3)	10%	(9)	75%	(69)	92
Japanese	1%	(1)	1%	(1)	6%	(8)	92%	(124)	135
Other Asian	4%	(5)	4%	(5)	15%	(17)	76%	(85)	112
Speaks only English at home	3%	(19)	2%	(13)	8%	(46)	86%	(481)	558
Speaks mostly English at home	7%	(17)	3%	(8)	15%	(39)	75%	(190)	253
Speaks both English and other language at home	2%	(2)	1%	(1)	16%	(15)	82%	(80)	98
Speaks mostly other language at home	1%	(1)	1%	(1)	13%	(10)	85%	(65)	77
Trump supporter	4%	(9)	1%	(2)	11%	(25)	85%	(194)	229
Biden supporter	5%	(28)	3%	(18)	10%	(58)	83%	(492)	595
Sports fans	4%	(27)	2%	(15)	9%	(61)	85%	(575)	679
Avid sports fans	6%	(11)	1%	(3)	12%	(23)	81%	(153)	190
Sports fans, Age: 18-34	5%	(10)	5%	(9)	14%	(26)	76%	(142)	187
Sports fans, Age: 35-44	7%	(11)	3%	(5)	10%	(15)	79%	(119)	150
Sports fans, Age: 45-64	3%	(7)	1%	(2)	7%	(18)	89%	(209)	236
Sports fans, Age: 65+	—	(0)	—	(0)	2%	(2)	98%	(105)	107
Movie studios should diversify teams	4%	(27)	3%	(18)	10%	(69)	84%	(600)	713
Movie studios should diversify stories	4%	(26)	3%	(17)	9%	(58)	84%	(534)	635
Concerned about Covid	4%	(37)	2%	(17)	10%	(94)	84%	(766)	913
No experience with Covid	2%	(12)	2%	(8)	13%	(68)	83%	(430)	518
Health care major factor for election	4%	(26)	2%	(12)	10%	(73)	84%	(598)	708
Social media users	4%	(38)	2%	(22)	11%	(109)	82%	(782)	951
WhatsApp users	4%	(13)	2%	(7)	10%	(35)	85%	(298)	352
WeChat users	3%	(5)	5%	(8)	11%	(19)	82%	(141)	173
Social media news source at least once a week	4%	(25)	3%	(17)	10%	(66)	84%	(549)	657

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

**Table MCFE32:** 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		Yes, because of another reason		No	Total N
Asian Adults	5%	(46)	23%	(231)	4%	(39)	68% (684)	1000
Gender: Male	4%	(19)	24%	(111)	3%	(14)	70% (327)	470
Gender: Female	5%	(28)	23%	(120)	5%	(25)	67% (357)	530
Age: 18-34	8%	(25)	20%	(63)	4%	(12)	69% (220)	320
Age: 35-44	5%	(9)	23%	(43)	4%	(7)	68% (127)	186
Age: 45-64	3%	(11)	30%	(100)	5%	(16)	62% (208)	335
Age: 65+	—	(0)	16%	(25)	3%	(4)	82% (130)	158
GenZers: 1997-2012	6%	(9)	16%	(22)	2%	(3)	76% (108)	142
Millennials: 1981-1996	9%	(25)	22%	(62)	5%	(14)	64% (184)	286
GenXers: 1965-1980	2%	(5)	26%	(75)	4%	(12)	68% (197)	289
Baby Boomers: 1946-1964	3%	(7)	26%	(67)	4%	(10)	67% (170)	255
PID: Dem (no lean)	6%	(26)	28%	(114)	5%	(20)	60% (242)	402
PID: Ind (no lean)	3%	(10)	21%	(76)	3%	(12)	73% (271)	368
PID: Rep (no lean)	5%	(11)	18%	(41)	3%	(7)	75% (171)	230
PID/Gender: Dem Men	5%	(8)	30%	(50)	4%	(7)	61% (101)	167
PID/Gender: Dem Women	8%	(18)	27%	(64)	5%	(13)	60% (141)	235
PID/Gender: Ind Men	3%	(5)	25%	(43)	2%	(3)	71% (124)	176
PID/Gender: Ind Women	2%	(5)	17%	(33)	4%	(8)	76% (146)	193
PID/Gender: Rep Men	4%	(6)	14%	(17)	3%	(3)	79% (101)	128
PID/Gender: Rep Women	5%	(5)	23%	(24)	3%	(4)	69% (70)	102
Ideo: Liberal (1-3)	9%	(26)	27%	(83)	4%	(13)	60% (182)	304
Ideo: Moderate (4)	3%	(10)	25%	(94)	4%	(17)	68% (252)	372
Ideo: Conservative (5-7)	4%	(10)	18%	(44)	3%	(6)	75% (181)	241
Educ: < College	4%	(18)	18%	(74)	3%	(12)	75% (316)	420
Educ: Bachelors degree	5%	(16)	27%	(88)	5%	(17)	63% (208)	330
Educ: Post-grad	5%	(12)	28%	(69)	4%	(9)	64% (160)	250
Income: Under 50k	4%	(17)	19%	(78)	4%	(16)	73% (302)	412
Income: 50k-100k	8%	(24)	29%	(87)	4%	(11)	60% (183)	303
Income: 100k+	2%	(6)	23%	(66)	4%	(12)	70% (200)	284
Ethnicity: Other	5%	(46)	23%	(231)	4%	(39)	68% (684)	1000

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**Table MCFE32:** 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		Yes, because of another reason		No		Total N
Asian Adults	5%	(46)	23%	(231)	4%	(39)	68%	(684)	1000
All Christian	4%	(13)	22%	(71)	5%	(14)	69%	(219)	317
All Non-Christian	6%	(15)	25%	(60)	4%	(9)	65%	(155)	239
Atheist	4%	(2)	31%	(20)	4%	(2)	62%	(41)	67
Agnostic/Nothing in particular	4%	(12)	22%	(64)	3%	(9)	71%	(203)	288
Something Else	5%	(5)	17%	(15)	5%	(4)	74%	(66)	90
Religious Non-Protestant/Catholic	6%	(15)	26%	(63)	4%	(9)	65%	(157)	244
Evangelical	4%	(5)	20%	(29)	4%	(7)	72%	(107)	148
Non-Evangelical	5%	(12)	21%	(53)	5%	(12)	70%	(176)	252
Community: Urban	7%	(24)	23%	(77)	3%	(11)	66%	(217)	329
Community: Suburban	4%	(22)	22%	(131)	4%	(26)	70%	(413)	591
Community: Rural	1%	(1)	29%	(23)	2%	(2)	68%	(54)	79
Employ: Private Sector	6%	(22)	26%	(100)	3%	(10)	65%	(248)	380
Employ: Government	3%	(1)	25%	(14)	4%	(2)	69%	(39)	57
Employ: Self-Employed	6%	(5)	28%	(22)	3%	(2)	64%	(51)	80
Employ: Homemaker	1%	(1)	13%	(10)	5%	(4)	81%	(65)	80
Employ: Student	9%	(8)	18%	(16)	4%	(3)	70%	(65)	93
Employ: Retired	1%	(1)	23%	(36)	5%	(7)	72%	(115)	159
Employ: Unemployed	5%	(7)	22%	(28)	8%	(10)	66%	(86)	131
Military HH: Yes	5%	(3)	9%	(6)	5%	(3)	81%	(55)	68
Military HH: No	5%	(43)	24%	(225)	4%	(35)	68%	(629)	932
RD/WT: Right Direction	6%	(14)	16%	(36)	2%	(4)	76%	(165)	218
RD/WT: Wrong Track	4%	(33)	25%	(195)	4%	(35)	66%	(519)	782
Trump Job Approve	4%	(10)	16%	(40)	3%	(7)	77%	(185)	241
Trump Job Disapprove	5%	(37)	26%	(186)	4%	(31)	64%	(451)	705
Trump Job Strongly Approve	6%	(7)	17%	(19)	3%	(3)	74%	(82)	112
Trump Job Somewhat Approve	2%	(2)	16%	(20)	3%	(4)	80%	(103)	130
Trump Job Somewhat Disapprove	4%	(8)	25%	(48)	4%	(9)	67%	(131)	196
Trump Job Strongly Disapprove	6%	(29)	27%	(138)	4%	(22)	63%	(320)	509

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**Table MCFE32:** 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		Yes, because of another reason		No		Total N
Asian Adults	5%	(46)	23%	(231)	4%	(39)	68%	(684)	1000
Favorable of Trump	3%	(7)	15%	(39)	3%	(7)	80%	(204)	256
Unfavorable of Trump	6%	(39)	27%	(185)	5%	(31)	63%	(431)	687
Very Favorable of Trump	3%	(4)	16%	(18)	2%	(2)	78%	(89)	113
Somewhat Favorable of Trump	2%	(3)	14%	(20)	3%	(4)	81%	(115)	142
Somewhat Unfavorable of Trump	5%	(8)	22%	(32)	5%	(8)	67%	(98)	146
Very Unfavorable of Trump	6%	(31)	28%	(153)	4%	(23)	62%	(333)	540
#1 Issue: Economy	4%	(15)	24%	(96)	3%	(13)	69%	(279)	404
#1 Issue: Security	5%	(4)	18%	(12)	1%	(1)	76%	(50)	66
#1 Issue: Health Care	5%	(12)	30%	(80)	6%	(15)	60%	(157)	264
#1 Issue: Medicare / Social Security	2%	(2)	15%	(12)	1%	(1)	82%	(65)	80
#1 Issue: Women's Issues	8%	(4)	15%	(8)	1%	(1)	75%	(38)	51
#1 Issue: Other	3%	(2)	15%	(10)	9%	(6)	72%	(45)	63
2018 House Vote: Democrat	6%	(21)	32%	(106)	4%	(14)	58%	(192)	333
2018 House Vote: Republican	3%	(5)	17%	(26)	4%	(7)	75%	(114)	152
2016 Vote: Hillary Clinton	5%	(16)	29%	(97)	5%	(15)	62%	(208)	337
2016 Vote: Donald Trump	4%	(7)	20%	(36)	4%	(6)	72%	(127)	176
2016 Vote: Didn't Vote	5%	(23)	20%	(92)	3%	(14)	72%	(325)	454
Voted in 2014: Yes	4%	(17)	26%	(109)	5%	(20)	65%	(268)	415
Voted in 2014: No	5%	(29)	21%	(122)	3%	(18)	71%	(416)	585
2012 Vote: Barack Obama	4%	(13)	29%	(96)	5%	(17)	63%	(210)	335
2012 Vote: Mitt Romney	5%	(6)	16%	(19)	4%	(5)	75%	(89)	118
2012 Vote: Didn't Vote	5%	(28)	22%	(114)	3%	(15)	70%	(367)	525
4-Region: Northeast	7%	(14)	24%	(48)	6%	(11)	63%	(125)	199
4-Region: Midwest	8%	(10)	19%	(24)	1%	(1)	72%	(92)	128
4-Region: South	2%	(5)	24%	(55)	3%	(8)	70%	(161)	229
4-Region: West	4%	(16)	23%	(104)	4%	(18)	69%	(306)	445

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**Table MCFE32:** 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		Yes, because of another reason		No		Total N
Asian Adults	5%	(46)	23%	(231)	4%	(39)	68%	(684)	1000
Chinese	5%	(16)	25%	(84)	4%	(13)	67%	(228)	341
Filipino	2%	(3)	17%	(24)	5%	(8)	75%	(104)	138
Indian	5%	(5)	27%	(28)	3%	(3)	65%	(67)	104
Vietnamese	5%	(4)	14%	(11)	4%	(3)	77%	(58)	75
Korean	4%	(3)	30%	(27)	4%	(4)	63%	(58)	92
Japanese	6%	(8)	22%	(29)	4%	(5)	69%	(93)	135
Other Asian	6%	(7)	25%	(28)	3%	(3)	66%	(74)	112
Speaks only English at home	4%	(22)	22%	(122)	3%	(18)	71%	(396)	558
Speaks mostly English at home	6%	(16)	25%	(63)	5%	(13)	63%	(160)	253
Speaks both English and other language at home	6%	(6)	24%	(23)	3%	(3)	67%	(65)	98
Speaks mostly other language at home	3%	(2)	27%	(21)	3%	(2)	68%	(52)	77
Trump supporter	3%	(6)	16%	(37)	3%	(8)	78%	(178)	229
Biden supporter	6%	(36)	28%	(169)	4%	(24)	62%	(366)	595
Sports fans	5%	(34)	24%	(165)	4%	(26)	67%	(454)	679
Avid sports fans	6%	(12)	21%	(40)	4%	(7)	68%	(130)	190
Sports fans, Age: 18-34	11%	(20)	20%	(37)	3%	(6)	66%	(122)	187
Sports fans, Age: 35-44	5%	(8)	23%	(35)	4%	(5)	68%	(102)	150
Sports fans, Age: 45-64	3%	(6)	33%	(78)	5%	(12)	59%	(139)	236
Sports fans, Age: 65+	—	(0)	14%	(15)	2%	(2)	84%	(90)	107
Movie studios should diversify teams	5%	(38)	24%	(174)	4%	(29)	66%	(473)	713
Movie studios should diversify stories	6%	(37)	24%	(152)	4%	(26)	66%	(419)	635
Concerned about Covid	4%	(40)	25%	(228)	4%	(36)	67%	(609)	913
No experience with Covid	2%	(9)	18%	(94)	3%	(15)	77%	(400)	518
Health care major factor for election	4%	(30)	27%	(188)	4%	(31)	65%	(458)	708
Social media users	5%	(46)	23%	(219)	4%	(39)	68%	(647)	951
WhatsApp users	6%	(20)	25%	(86)	5%	(18)	65%	(228)	352
WeChat users	5%	(8)	29%	(50)	3%	(5)	63%	(109)	173
Social media news source at least once a week	5%	(32)	24%	(156)	4%	(28)	67%	(441)	657

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

**Table MCFE33\_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
Asian Adults	73%	(730)	14%	(145)	13%	(126)	1000
Gender: Male	71%	(332)	16%	(75)	13%	(63)	470
Gender: Female	75%	(398)	13%	(70)	12%	(63)	530
Age: 18-34	75%	(241)	14%	(45)	11%	(34)	320
Age: 35-44	71%	(132)	14%	(27)	15%	(28)	186
Age: 45-64	75%	(253)	14%	(46)	11%	(36)	335
Age: 65+	66%	(104)	17%	(27)	17%	(27)	158
GenZers: 1997-2012	78%	(111)	11%	(16)	11%	(15)	142
Millennials: 1981-1996	71%	(201)	16%	(45)	14%	(39)	286
GenXers: 1965-1980	76%	(220)	14%	(41)	10%	(29)	289
Baby Boomers: 1946-1964	71%	(181)	17%	(43)	12%	(31)	255
PID: Dem (no lean)	85%	(341)	10%	(42)	5%	(19)	402
PID: Ind (no lean)	66%	(244)	16%	(57)	18%	(67)	368
PID: Rep (no lean)	63%	(145)	20%	(46)	17%	(39)	230
PID/Gender: Dem Men	81%	(134)	13%	(22)	6%	(10)	167
PID/Gender: Dem Women	88%	(206)	8%	(19)	4%	(10)	235
PID/Gender: Ind Men	64%	(113)	14%	(24)	22%	(38)	176
PID/Gender: Ind Women	68%	(131)	17%	(33)	15%	(29)	193
PID/Gender: Rep Men	66%	(85)	22%	(28)	12%	(15)	128
PID/Gender: Rep Women	59%	(60)	17%	(17)	24%	(24)	102
Ideo: Liberal (1-3)	84%	(257)	10%	(30)	6%	(18)	304
Ideo: Moderate (4)	75%	(278)	12%	(45)	13%	(48)	372
Ideo: Conservative (5-7)	58%	(140)	26%	(62)	16%	(39)	241
Educ: < College	70%	(296)	12%	(51)	17%	(73)	420
Educ: Bachelors degree	75%	(248)	17%	(56)	8%	(26)	330
Educ: Post-grad	75%	(186)	15%	(38)	10%	(26)	250
Income: Under 50k	71%	(291)	12%	(48)	18%	(74)	412
Income: 50k-100k	75%	(228)	16%	(49)	9%	(26)	303
Income: 100k+	74%	(211)	17%	(48)	9%	(26)	284
Ethnicity: Other	73%	(730)	14%	(145)	13%	(126)	1000

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**Table MCFE33\_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
Asian Adults	73%	(730)	14%	(145)	13%	(126)	1000
All Christian	71%	(226)	15%	(49)	14%	(43)	317
All Non-Christian	69%	(165)	16%	(38)	15%	(35)	239
Atheist	89%	(59)	6%	(4)	5%	(3)	67
Agnostic/Nothing in particular	77%	(221)	14%	(40)	9%	(27)	288
Something Else	65%	(59)	15%	(14)	19%	(17)	90
Religious Non-Protestant/Catholic	69%	(168)	16%	(38)	15%	(37)	244
Evangelical	65%	(96)	17%	(25)	18%	(26)	148
Non-Evangelical	73%	(183)	15%	(37)	13%	(32)	252
Community: Urban	75%	(246)	14%	(47)	11%	(37)	329
Community: Suburban	72%	(423)	16%	(92)	13%	(76)	591
Community: Rural	77%	(61)	7%	(6)	16%	(13)	79
Employ: Private Sector	71%	(270)	17%	(65)	12%	(45)	380
Employ: Government	75%	(42)	11%	(6)	15%	(8)	57
Employ: Self-Employed	69%	(55)	17%	(13)	15%	(12)	80
Employ: Homemaker	72%	(58)	9%	(7)	19%	(15)	80
Employ: Student	81%	(75)	12%	(11)	7%	(7)	93
Employ: Retired	69%	(111)	16%	(26)	14%	(23)	159
Employ: Unemployed	78%	(103)	10%	(14)	11%	(15)	131
Military HH: Yes	70%	(48)	18%	(12)	12%	(8)	68
Military HH: No	73%	(682)	14%	(133)	13%	(117)	932
RD/WT: Right Direction	58%	(127)	19%	(41)	23%	(49)	218
RD/WT: Wrong Track	77%	(602)	13%	(104)	10%	(76)	782
Trump Job Approve	49%	(119)	25%	(60)	26%	(63)	241
Trump Job Disapprove	83%	(588)	11%	(77)	6%	(40)	705
Trump Job Strongly Approve	59%	(66)	21%	(24)	20%	(22)	112
Trump Job Somewhat Approve	41%	(53)	28%	(36)	31%	(41)	130
Trump Job Somewhat Disapprove	74%	(145)	17%	(34)	9%	(17)	196
Trump Job Strongly Disapprove	87%	(442)	8%	(43)	5%	(24)	509
Favorable of Trump	52%	(134)	22%	(57)	25%	(64)	256
Unfavorable of Trump	83%	(568)	11%	(78)	6%	(41)	687

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**Table MCFE33\_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
Asian Adults	73%	(730)	14%	(145)	13%	(126)	1000
Very Favorable of Trump	61%	(69)	19%	(22)	20%	(23)	113
Somewhat Favorable of Trump	46%	(65)	25%	(36)	29%	(41)	142
Somewhat Unfavorable of Trump	70%	(102)	16%	(23)	14%	(21)	146
Very Unfavorable of Trump	86%	(465)	10%	(55)	4%	(20)	540
#1 Issue: Economy	69%	(279)	20%	(80)	11%	(45)	404
#1 Issue: Security	49%	(33)	25%	(17)	26%	(17)	66
#1 Issue: Health Care	82%	(216)	9%	(23)	10%	(25)	264
#1 Issue: Medicare / Social Security	67%	(54)	12%	(9)	21%	(16)	80
#1 Issue: Women's Issues	88%	(45)	2%	(1)	10%	(5)	51
#1 Issue: Other	83%	(52)	4%	(3)	13%	(8)	63
2018 House Vote: Democrat	85%	(284)	11%	(35)	4%	(13)	333
2018 House Vote: Republican	55%	(83)	26%	(39)	20%	(30)	152
2016 Vote: Hillary Clinton	87%	(292)	10%	(33)	3%	(12)	337
2016 Vote: Donald Trump	54%	(95)	26%	(46)	20%	(34)	176
2016 Vote: Didn't Vote	70%	(317)	13%	(59)	17%	(78)	454
Voted in 2014: Yes	74%	(308)	15%	(64)	10%	(43)	415
Voted in 2014: No	72%	(422)	14%	(81)	14%	(83)	585
2012 Vote: Barack Obama	84%	(280)	11%	(38)	5%	(17)	335
2012 Vote: Mitt Romney	55%	(65)	25%	(29)	20%	(24)	118
2012 Vote: Didn't Vote	71%	(373)	14%	(74)	15%	(78)	525
4-Region: Northeast	80%	(158)	13%	(26)	7%	(14)	199
4-Region: Midwest	78%	(100)	10%	(13)	12%	(15)	128
4-Region: South	69%	(157)	13%	(29)	19%	(42)	229
4-Region: West	71%	(314)	17%	(77)	12%	(54)	445

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**Table MCFE33\_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
Asian Adults	73%	(730)	14%	(145)	13%	(126)	1000
Chinese	73%	(248)	17%	(58)	10%	(35)	341
Filipino	70%	(97)	13%	(18)	17%	(23)	138
Indian	79%	(82)	14%	(15)	7%	(7)	104
Vietnamese	71%	(53)	20%	(15)	10%	(7)	75
Korean	76%	(70)	16%	(15)	8%	(7)	92
Japanese	76%	(102)	12%	(16)	12%	(16)	135
Other Asian	66%	(74)	8%	(8)	26%	(30)	112
Speaks only English at home	73%	(406)	14%	(79)	13%	(73)	558
Speaks mostly English at home	74%	(187)	16%	(40)	10%	(25)	253
Speaks both English and other language at home	75%	(74)	10%	(10)	14%	(14)	98
Speaks mostly other language at home	71%	(55)	18%	(14)	11%	(8)	77
Trump supporter	50%	(114)	25%	(56)	26%	(59)	229
Biden supporter	85%	(509)	10%	(59)	5%	(27)	595
Sports fans	73%	(497)	15%	(104)	11%	(78)	679
Avid sports fans	81%	(153)	14%	(27)	5%	(10)	190
Sports fans, Age: 18-34	78%	(146)	16%	(29)	6%	(12)	187
Sports fans, Age: 35-44	71%	(107)	15%	(23)	13%	(20)	150
Sports fans, Age: 45-64	75%	(178)	15%	(35)	10%	(23)	236
Sports fans, Age: 65+	63%	(67)	16%	(17)	22%	(23)	107
Movie studios should diversify teams	78%	(554)	14%	(102)	8%	(58)	713
Movie studios should diversify stories	80%	(509)	12%	(75)	8%	(51)	635
Concerned about Covid	76%	(695)	14%	(126)	10%	(92)	913
No experience with Covid	67%	(347)	15%	(77)	18%	(94)	518
Health care major factor for election	87%	(619)	7%	(47)	6%	(42)	708
Social media users	73%	(698)	14%	(134)	12%	(118)	951
WhatsApp users	75%	(265)	16%	(55)	9%	(31)	352
WeChat users	73%	(126)	16%	(28)	11%	(19)	173
Social media news source at least once a week	75%	(494)	15%	(96)	10%	(67)	657

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

**Table MCFE33\_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
Asian Adults	71%	(708)	20%	(196)	10%	(96)	1000
Gender: Male	66%	(308)	23%	(107)	12%	(55)	470
Gender: Female	75%	(400)	17%	(89)	8%	(42)	530
Age: 18-34	72%	(231)	19%	(59)	9%	(30)	320
Age: 35-44	65%	(120)	21%	(40)	14%	(26)	186
Age: 45-64	75%	(251)	17%	(58)	8%	(26)	335
Age: 65+	66%	(105)	24%	(39)	9%	(14)	158
GenZers: 1997-2012	73%	(103)	19%	(27)	8%	(12)	142
Millennials: 1981-1996	67%	(192)	20%	(57)	13%	(37)	286
GenXers: 1965-1980	73%	(212)	18%	(52)	9%	(25)	289
Baby Boomers: 1946-1964	72%	(184)	22%	(56)	6%	(15)	255
PID: Dem (no lean)	83%	(333)	13%	(54)	4%	(15)	402
PID: Ind (no lean)	64%	(237)	21%	(78)	14%	(53)	368
PID: Rep (no lean)	60%	(138)	28%	(64)	13%	(29)	230
PID/Gender: Dem Men	75%	(126)	20%	(34)	4%	(7)	167
PID/Gender: Dem Women	88%	(207)	9%	(20)	3%	(8)	235
PID/Gender: Ind Men	63%	(111)	19%	(33)	18%	(32)	176
PID/Gender: Ind Women	66%	(127)	24%	(45)	11%	(20)	193
PID/Gender: Rep Men	56%	(72)	32%	(41)	12%	(15)	128
PID/Gender: Rep Women	64%	(66)	22%	(23)	13%	(13)	102
Ideo: Liberal (1-3)	79%	(242)	14%	(43)	6%	(19)	304
Ideo: Moderate (4)	73%	(271)	17%	(64)	10%	(37)	372
Ideo: Conservative (5-7)	58%	(141)	32%	(77)	10%	(23)	241
Educ: < College	70%	(293)	19%	(78)	12%	(49)	420
Educ: Bachelors degree	71%	(234)	21%	(69)	8%	(27)	330
Educ: Post-grad	72%	(181)	19%	(48)	8%	(20)	250
Income: Under 50k	72%	(298)	16%	(65)	12%	(49)	412
Income: 50k-100k	67%	(204)	24%	(74)	9%	(26)	303
Income: 100k+	73%	(206)	20%	(57)	8%	(22)	284
Ethnicity: Other	71%	(708)	20%	(196)	10%	(96)	1000

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**Table MCFE33\_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
Asian Adults	71%	(708)	20%	(196)	10%	(96)	1000
All Christian	70%	(221)	21%	(66)	9%	(30)	317
All Non-Christian	72%	(172)	21%	(50)	7%	(17)	239
Atheist	88%	(58)	6%	(4)	6%	(4)	67
Agnostic/Nothing in particular	73%	(209)	17%	(50)	10%	(29)	288
Something Else	53%	(48)	29%	(26)	18%	(16)	90
Religious Non-Protestant/Catholic	71%	(174)	21%	(52)	7%	(18)	244
Evangelical	61%	(91)	25%	(36)	14%	(21)	148
Non-Evangelical	69%	(175)	21%	(53)	10%	(24)	252
Community: Urban	70%	(229)	21%	(69)	10%	(32)	329
Community: Suburban	70%	(416)	20%	(119)	9%	(56)	591
Community: Rural	79%	(63)	10%	(8)	11%	(9)	79
Employ: Private Sector	69%	(261)	23%	(87)	8%	(31)	380
Employ: Government	69%	(40)	19%	(11)	11%	(7)	57
Employ: Self-Employed	74%	(59)	14%	(11)	12%	(10)	80
Employ: Homemaker	65%	(52)	21%	(17)	14%	(11)	80
Employ: Student	75%	(70)	15%	(14)	10%	(9)	93
Employ: Retired	70%	(112)	23%	(36)	7%	(11)	159
Employ: Unemployed	77%	(101)	12%	(16)	11%	(14)	131
Military HH: Yes	69%	(47)	25%	(17)	7%	(4)	68
Military HH: No	71%	(661)	19%	(179)	10%	(92)	932
RD/WT: Right Direction	58%	(127)	25%	(54)	17%	(37)	218
RD/WT: Wrong Track	74%	(581)	18%	(142)	8%	(60)	782
Trump Job Approve	55%	(132)	29%	(71)	16%	(38)	241
Trump Job Disapprove	79%	(558)	15%	(108)	6%	(39)	705
Trump Job Strongly Approve	57%	(64)	28%	(32)	15%	(16)	112
Trump Job Somewhat Approve	53%	(69)	30%	(39)	17%	(22)	130
Trump Job Somewhat Disapprove	66%	(130)	25%	(49)	9%	(17)	196
Trump Job Strongly Disapprove	84%	(428)	12%	(59)	4%	(22)	509
Favorable of Trump	54%	(139)	30%	(77)	15%	(39)	256
Unfavorable of Trump	79%	(544)	15%	(104)	6%	(38)	687

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**Table MCFE33\_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
Asian Adults	71%	(708)	20%	(196)	10%	(96)	1000
Very Favorable of Trump	58%	(66)	28%	(31)	14%	(16)	113
Somewhat Favorable of Trump	51%	(73)	32%	(46)	16%	(23)	142
Somewhat Unfavorable of Trump	66%	(96)	24%	(35)	10%	(15)	146
Very Unfavorable of Trump	83%	(448)	13%	(69)	4%	(24)	540
#1 Issue: Economy	63%	(255)	28%	(112)	9%	(37)	404
#1 Issue: Security	55%	(36)	32%	(21)	13%	(9)	66
#1 Issue: Health Care	88%	(233)	6%	(16)	5%	(14)	264
#1 Issue: Medicare / Social Security	70%	(56)	21%	(16)	10%	(8)	80
#1 Issue: Women's Issues	79%	(40)	9%	(5)	11%	(6)	51
#1 Issue: Other	63%	(40)	20%	(13)	17%	(11)	63
2018 House Vote: Democrat	82%	(274)	15%	(50)	3%	(9)	333
2018 House Vote: Republican	57%	(87)	31%	(48)	11%	(17)	152
2016 Vote: Hillary Clinton	84%	(284)	13%	(44)	2%	(8)	337
2016 Vote: Donald Trump	49%	(87)	38%	(66)	13%	(23)	176
2016 Vote: Didn't Vote	69%	(314)	17%	(78)	14%	(62)	454
Voted in 2014: Yes	73%	(304)	21%	(89)	5%	(21)	415
Voted in 2014: No	69%	(404)	18%	(107)	13%	(75)	585
2012 Vote: Barack Obama	82%	(275)	14%	(47)	4%	(14)	335
2012 Vote: Mitt Romney	49%	(58)	40%	(48)	11%	(13)	118
2012 Vote: Didn't Vote	69%	(363)	19%	(98)	12%	(64)	525
4-Region: Northeast	76%	(150)	18%	(35)	7%	(13)	199
4-Region: Midwest	69%	(88)	20%	(26)	11%	(14)	128
4-Region: South	70%	(161)	16%	(36)	14%	(31)	229
4-Region: West	69%	(308)	22%	(99)	9%	(38)	445

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**Table MCFE33\_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
Asian Adults	71%	(708)	20%	(196)	10%	(96)	1000
Chinese	72%	(245)	21%	(72)	7%	(23)	341
Filipino	67%	(92)	19%	(26)	14%	(20)	138
Indian	74%	(77)	21%	(22)	5%	(5)	104
Vietnamese	67%	(50)	19%	(14)	15%	(11)	75
Korean	67%	(61)	26%	(24)	7%	(7)	92
Japanese	68%	(91)	22%	(30)	10%	(13)	135
Other Asian	79%	(88)	8%	(9)	14%	(15)	112
Speaks only English at home	71%	(394)	19%	(107)	10%	(57)	558
Speaks mostly English at home	72%	(181)	20%	(50)	9%	(22)	253
Speaks both English and other language at home	76%	(75)	11%	(10)	13%	(13)	98
Speaks mostly other language at home	62%	(47)	34%	(26)	5%	(3)	77
Trump supporter	55%	(127)	30%	(70)	14%	(33)	229
Biden supporter	83%	(492)	13%	(79)	4%	(24)	595
Sports fans	72%	(486)	19%	(129)	9%	(64)	679
Avid sports fans	73%	(139)	19%	(37)	7%	(14)	190
Sports fans, Age: 18-34	75%	(139)	18%	(33)	8%	(14)	187
Sports fans, Age: 35-44	65%	(97)	22%	(33)	13%	(19)	150
Sports fans, Age: 45-64	75%	(177)	18%	(42)	7%	(17)	236
Sports fans, Age: 65+	68%	(73)	20%	(21)	12%	(13)	107
Movie studios should diversify teams	76%	(541)	18%	(129)	6%	(44)	713
Movie studios should diversify stories	78%	(494)	17%	(107)	5%	(33)	635
Concerned about Covid	73%	(664)	19%	(174)	8%	(74)	913
No experience with Covid	65%	(338)	22%	(112)	13%	(68)	518
Health care major factor for election	100%	(708)	—	(0)	—	(0)	708
Social media users	71%	(676)	20%	(186)	9%	(90)	951
WhatsApp users	74%	(259)	19%	(66)	7%	(26)	352
WeChat users	73%	(127)	20%	(34)	7%	(12)	173
Social media news source at least once a week	74%	(487)	18%	(119)	8%	(51)	657

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

**Table MCFE33\_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
Asian Adults	72%	(722)	19%	(192)	9%	(86)	1000
Gender: Male	72%	(336)	20%	(92)	9%	(42)	470
Gender: Female	73%	(385)	19%	(101)	8%	(44)	530
Age: 18-34	66%	(210)	23%	(74)	11%	(36)	320
Age: 35-44	78%	(145)	14%	(26)	8%	(15)	186
Age: 45-64	76%	(253)	19%	(62)	6%	(20)	335
Age: 65+	72%	(113)	19%	(30)	10%	(15)	158
GenZers: 1997-2012	65%	(92)	21%	(30)	14%	(21)	142
Millennials: 1981-1996	70%	(201)	20%	(56)	10%	(28)	286
GenXers: 1965-1980	78%	(226)	17%	(48)	5%	(15)	289
Baby Boomers: 1946-1964	75%	(190)	19%	(48)	7%	(17)	255
PID: Dem (no lean)	73%	(294)	22%	(89)	5%	(18)	402
PID: Ind (no lean)	64%	(236)	20%	(75)	15%	(57)	368
PID: Rep (no lean)	83%	(191)	12%	(28)	5%	(11)	230
PID/Gender: Dem Men	73%	(122)	22%	(37)	5%	(8)	167
PID/Gender: Dem Women	73%	(172)	22%	(53)	5%	(11)	235
PID/Gender: Ind Men	62%	(108)	21%	(38)	17%	(30)	176
PID/Gender: Ind Women	67%	(128)	20%	(38)	14%	(27)	193
PID/Gender: Rep Men	83%	(106)	14%	(18)	3%	(4)	128
PID/Gender: Rep Women	83%	(85)	10%	(10)	7%	(7)	102
Ideo: Liberal (1-3)	72%	(219)	22%	(66)	6%	(19)	304
Ideo: Moderate (4)	72%	(266)	19%	(72)	9%	(34)	372
Ideo: Conservative (5-7)	78%	(189)	15%	(37)	7%	(16)	241
Educ: < College	68%	(285)	19%	(81)	13%	(55)	420
Educ: Bachelors degree	74%	(244)	20%	(67)	6%	(19)	330
Educ: Post-grad	77%	(193)	18%	(45)	5%	(12)	250
Income: Under 50k	66%	(273)	22%	(91)	12%	(48)	412
Income: 50k-100k	77%	(233)	17%	(53)	6%	(18)	303
Income: 100k+	76%	(216)	17%	(49)	7%	(19)	284
Ethnicity: Other	72%	(722)	19%	(192)	9%	(86)	1000

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**Table MCFE33\_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
Asian Adults	72%	(722)	19%	(192)	9%	(86)	1000
All Christian	78%	(247)	16%	(49)	6%	(21)	317
All Non-Christian	70%	(167)	21%	(50)	9%	(21)	239
Atheist	83%	(55)	13%	(9)	4%	(3)	67
Agnostic/Nothing in particular	66%	(191)	22%	(62)	12%	(34)	288
Something Else	68%	(62)	24%	(21)	8%	(7)	90
Religious Non-Protestant/Catholic	70%	(172)	21%	(50)	9%	(22)	244
Evangelical	73%	(108)	22%	(32)	6%	(8)	148
Non-Evangelical	78%	(196)	15%	(38)	7%	(19)	252
Community: Urban	79%	(261)	13%	(44)	7%	(24)	329
Community: Suburban	69%	(406)	22%	(133)	9%	(52)	591
Community: Rural	68%	(54)	20%	(16)	12%	(9)	79
Employ: Private Sector	75%	(284)	20%	(77)	5%	(19)	380
Employ: Government	80%	(46)	9%	(5)	11%	(6)	57
Employ: Self-Employed	77%	(61)	6%	(5)	17%	(13)	80
Employ: Homemaker	71%	(57)	16%	(13)	13%	(10)	80
Employ: Student	68%	(63)	25%	(23)	7%	(7)	93
Employ: Retired	69%	(110)	22%	(35)	9%	(15)	159
Employ: Unemployed	65%	(85)	24%	(31)	11%	(15)	131
Military HH: Yes	78%	(53)	17%	(11)	6%	(4)	68
Military HH: No	72%	(669)	19%	(181)	9%	(82)	932
RD/WT: Right Direction	74%	(161)	16%	(36)	10%	(21)	218
RD/WT: Wrong Track	72%	(561)	20%	(157)	8%	(65)	782
Trump Job Approve	76%	(183)	16%	(39)	8%	(19)	241
Trump Job Disapprove	73%	(518)	21%	(145)	6%	(42)	705
Trump Job Strongly Approve	85%	(94)	11%	(12)	4%	(5)	112
Trump Job Somewhat Approve	69%	(89)	21%	(27)	11%	(14)	130
Trump Job Somewhat Disapprove	78%	(152)	18%	(35)	4%	(8)	196
Trump Job Strongly Disapprove	72%	(365)	21%	(109)	7%	(34)	509
Favorable of Trump	77%	(196)	15%	(39)	8%	(21)	256
Unfavorable of Trump	72%	(498)	21%	(147)	6%	(42)	687

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**Table MCFE33\_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
Asian Adults	72%	(722)	19%	(192)	9%	(86)	1000
Very Favorable of Trump	85%	(96)	11%	(13)	4%	(5)	113
Somewhat Favorable of Trump	70%	(100)	18%	(26)	12%	(17)	142
Somewhat Unfavorable of Trump	78%	(115)	17%	(25)	4%	(6)	146
Very Unfavorable of Trump	71%	(383)	23%	(122)	7%	(35)	540
#1 Issue: Economy	86%	(347)	9%	(38)	5%	(18)	404
#1 Issue: Security	69%	(46)	19%	(13)	12%	(8)	66
#1 Issue: Health Care	63%	(167)	29%	(76)	8%	(21)	264
#1 Issue: Medicare / Social Security	62%	(50)	27%	(21)	11%	(9)	80
#1 Issue: Women's Issues	60%	(31)	29%	(15)	10%	(5)	51
#1 Issue: Other	61%	(39)	18%	(11)	21%	(13)	63
2018 House Vote: Democrat	72%	(241)	22%	(72)	6%	(20)	333
2018 House Vote: Republican	81%	(122)	14%	(22)	5%	(8)	152
2016 Vote: Hillary Clinton	76%	(256)	19%	(65)	5%	(15)	337
2016 Vote: Donald Trump	78%	(137)	16%	(27)	6%	(11)	176
2016 Vote: Didn't Vote	68%	(307)	20%	(90)	13%	(57)	454
Voted in 2014: Yes	76%	(314)	18%	(76)	6%	(24)	415
Voted in 2014: No	70%	(407)	20%	(116)	11%	(62)	585
2012 Vote: Barack Obama	74%	(249)	20%	(67)	6%	(19)	335
2012 Vote: Mitt Romney	80%	(94)	16%	(19)	4%	(5)	118
2012 Vote: Didn't Vote	70%	(366)	19%	(99)	11%	(59)	525
4-Region: Northeast	80%	(159)	13%	(26)	7%	(13)	199
4-Region: Midwest	70%	(89)	21%	(27)	9%	(11)	128
4-Region: South	74%	(170)	15%	(34)	11%	(24)	229
4-Region: West	68%	(303)	24%	(105)	8%	(37)	445

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**Table MCFE33\_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
Asian Adults	72%	(722)	19%	(192)	9%	(86)	1000
Chinese	74%	(254)	20%	(69)	5%	(18)	341
Filipino	76%	(105)	10%	(14)	14%	(19)	138
Indian	76%	(79)	18%	(19)	6%	(6)	104
Vietnamese	76%	(57)	17%	(13)	7%	(6)	75
Korean	75%	(68)	22%	(20)	4%	(4)	92
Japanese	64%	(86)	23%	(31)	13%	(18)	135
Other Asian	64%	(71)	23%	(26)	13%	(15)	112
Speaks only English at home	72%	(404)	18%	(103)	9%	(51)	558
Speaks mostly English at home	70%	(178)	20%	(50)	10%	(25)	253
Speaks both English and other language at home	73%	(71)	22%	(21)	6%	(5)	98
Speaks mostly other language at home	77%	(60)	17%	(13)	6%	(4)	77
Trump supporter	80%	(183)	14%	(32)	6%	(14)	229
Biden supporter	72%	(431)	22%	(133)	5%	(31)	595
Sports fans	73%	(499)	19%	(129)	8%	(51)	679
Avid sports fans	77%	(145)	19%	(36)	4%	(8)	190
Sports fans, Age: 18-34	68%	(126)	25%	(47)	7%	(13)	187
Sports fans, Age: 35-44	79%	(118)	14%	(21)	7%	(11)	150
Sports fans, Age: 45-64	77%	(183)	17%	(40)	6%	(13)	236
Sports fans, Age: 65+	67%	(72)	20%	(21)	13%	(14)	107
Movie studios should diversify teams	75%	(538)	19%	(136)	6%	(40)	713
Movie studios should diversify stories	75%	(475)	20%	(126)	5%	(34)	635
Concerned about Covid	74%	(677)	18%	(164)	8%	(72)	913
No experience with Covid	68%	(351)	20%	(106)	12%	(61)	518
Health care major factor for election	79%	(561)	18%	(126)	3%	(21)	708
Social media users	72%	(689)	19%	(184)	8%	(77)	951
WhatsApp users	77%	(272)	16%	(56)	7%	(23)	352
WeChat users	75%	(129)	21%	(36)	4%	(8)	173
Social media news source at least once a week	76%	(499)	18%	(118)	6%	(40)	657

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

**Table MCFE33\_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
Asian Adults	52%	(523)	34%	(345)	13%	(132)	1000
Gender: Male	48%	(227)	39%	(183)	13%	(60)	470
Gender: Female	56%	(296)	31%	(162)	14%	(72)	530
Age: 18-34	59%	(188)	29%	(92)	12%	(40)	320
Age: 35-44	42%	(79)	42%	(79)	15%	(28)	186
Age: 45-64	55%	(183)	33%	(112)	12%	(41)	335
Age: 65+	46%	(73)	39%	(62)	15%	(23)	158
GenZers: 1997-2012	70%	(100)	19%	(27)	11%	(15)	142
Millennials: 1981-1996	47%	(134)	37%	(106)	16%	(46)	286
GenXers: 1965-1980	52%	(151)	38%	(109)	10%	(29)	289
Baby Boomers: 1946-1964	50%	(129)	36%	(92)	13%	(34)	255
PID: Dem (no lean)	54%	(215)	36%	(143)	11%	(44)	402
PID: Ind (no lean)	50%	(185)	34%	(127)	15%	(56)	368
PID: Rep (no lean)	53%	(123)	33%	(75)	14%	(32)	230
PID/Gender: Dem Men	47%	(78)	43%	(71)	11%	(18)	167
PID/Gender: Dem Women	58%	(137)	31%	(72)	11%	(26)	235
PID/Gender: Ind Men	43%	(75)	40%	(71)	17%	(30)	176
PID/Gender: Ind Women	57%	(110)	29%	(56)	14%	(27)	193
PID/Gender: Rep Men	58%	(74)	32%	(41)	10%	(13)	128
PID/Gender: Rep Women	48%	(49)	34%	(34)	19%	(19)	102
Ideo: Liberal (1-3)	57%	(172)	34%	(103)	9%	(29)	304
Ideo: Moderate (4)	47%	(173)	39%	(145)	14%	(54)	372
Ideo: Conservative (5-7)	53%	(129)	33%	(80)	13%	(32)	241
Educ: < College	55%	(231)	30%	(126)	15%	(63)	420
Educ: Bachelors degree	51%	(169)	35%	(116)	14%	(45)	330
Educ: Post-grad	49%	(122)	41%	(103)	10%	(24)	250
Income: Under 50k	53%	(218)	32%	(133)	15%	(61)	412
Income: 50k-100k	53%	(162)	32%	(98)	14%	(44)	303
Income: 100k+	50%	(143)	40%	(114)	10%	(27)	284
Ethnicity: Other	52%	(523)	34%	(345)	13%	(132)	1000

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**Table MCFE33\_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
Asian Adults	52%	(523)	34%	(345)	13%	(132)	1000
All Christian	53%	(167)	33%	(104)	15%	(46)	317
All Non-Christian	56%	(134)	31%	(75)	13%	(30)	239
Atheist	52%	(35)	36%	(24)	12%	(8)	67
Agnostic/Nothing in particular	49%	(141)	38%	(109)	13%	(38)	288
Something Else	52%	(47)	37%	(34)	10%	(9)	90
Religious Non-Protestant/Catholic	55%	(135)	31%	(76)	13%	(33)	244
Evangelical	56%	(82)	34%	(50)	11%	(16)	148
Non-Evangelical	51%	(129)	34%	(87)	14%	(36)	252
Community: Urban	53%	(174)	34%	(113)	13%	(42)	329
Community: Suburban	51%	(299)	36%	(210)	14%	(83)	591
Community: Rural	64%	(50)	27%	(21)	9%	(7)	79
Employ: Private Sector	48%	(182)	40%	(151)	12%	(46)	380
Employ: Government	60%	(34)	35%	(20)	4%	(2)	57
Employ: Self-Employed	64%	(51)	22%	(18)	14%	(11)	80
Employ: Homemaker	45%	(36)	36%	(29)	19%	(15)	80
Employ: Student	62%	(58)	24%	(23)	13%	(12)	93
Employ: Retired	51%	(82)	33%	(53)	16%	(25)	159
Employ: Unemployed	54%	(70)	33%	(43)	13%	(18)	131
Military HH: Yes	54%	(37)	33%	(22)	13%	(9)	68
Military HH: No	52%	(487)	35%	(323)	13%	(123)	932
RD/WT: Right Direction	55%	(119)	30%	(64)	16%	(34)	218
RD/WT: Wrong Track	52%	(404)	36%	(281)	12%	(98)	782
Trump Job Approve	58%	(140)	29%	(71)	13%	(30)	241
Trump Job Disapprove	51%	(360)	38%	(265)	11%	(79)	705
Trump Job Strongly Approve	67%	(74)	24%	(26)	10%	(11)	112
Trump Job Somewhat Approve	51%	(66)	34%	(44)	15%	(19)	130
Trump Job Somewhat Disapprove	44%	(86)	44%	(86)	12%	(24)	196
Trump Job Strongly Disapprove	54%	(275)	35%	(179)	11%	(55)	509
Favorable of Trump	60%	(152)	26%	(66)	15%	(37)	256
Unfavorable of Trump	50%	(346)	39%	(267)	11%	(74)	687

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**Table MCFE33\_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
Asian Adults	52%	(523)	34%	(345)	13%	(132)	1000
Very Favorable of Trump	75%	(85)	17%	(20)	8%	(9)	113
Somewhat Favorable of Trump	47%	(67)	33%	(47)	20%	(29)	142
Somewhat Unfavorable of Trump	44%	(65)	44%	(64)	12%	(17)	146
Very Unfavorable of Trump	52%	(282)	37%	(202)	10%	(57)	540
#1 Issue: Economy	51%	(204)	37%	(148)	13%	(51)	404
#1 Issue: Security	75%	(50)	19%	(13)	6%	(4)	66
#1 Issue: Health Care	50%	(132)	34%	(89)	16%	(43)	264
#1 Issue: Medicare / Social Security	42%	(34)	40%	(32)	18%	(15)	80
#1 Issue: Women's Issues	51%	(26)	47%	(24)	3%	(1)	51
#1 Issue: Other	57%	(36)	30%	(19)	13%	(8)	63
2018 House Vote: Democrat	49%	(163)	39%	(131)	12%	(40)	333
2018 House Vote: Republican	51%	(78)	41%	(62)	8%	(13)	152
2016 Vote: Hillary Clinton	51%	(172)	39%	(131)	10%	(34)	337
2016 Vote: Donald Trump	50%	(88)	36%	(64)	14%	(24)	176
2016 Vote: Didn't Vote	55%	(249)	29%	(133)	16%	(71)	454
Voted in 2014: Yes	51%	(212)	39%	(161)	10%	(41)	415
Voted in 2014: No	53%	(311)	31%	(184)	15%	(91)	585
2012 Vote: Barack Obama	47%	(157)	43%	(143)	11%	(36)	335
2012 Vote: Mitt Romney	55%	(65)	35%	(42)	9%	(11)	118
2012 Vote: Didn't Vote	56%	(292)	29%	(150)	16%	(83)	525
4-Region: Northeast	57%	(114)	34%	(67)	9%	(17)	199
4-Region: Midwest	48%	(62)	36%	(46)	15%	(20)	128
4-Region: South	56%	(127)	29%	(67)	15%	(34)	229
4-Region: West	50%	(220)	37%	(164)	14%	(61)	445

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**Table MCFE33\_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
Asian Adults	52%	(523)	34%	(345)	13%	(132)	1000
Chinese	51%	(173)	41%	(139)	8%	(28)	341
Filipino	61%	(84)	27%	(37)	12%	(17)	138
Indian	52%	(54)	35%	(36)	13%	(14)	104
Vietnamese	61%	(46)	26%	(19)	13%	(10)	75
Korean	41%	(38)	40%	(36)	19%	(18)	92
Japanese	48%	(65)	34%	(46)	18%	(24)	135
Other Asian	55%	(62)	27%	(30)	18%	(20)	112
Speaks only English at home	51%	(284)	33%	(186)	16%	(89)	558
Speaks mostly English at home	53%	(135)	36%	(92)	10%	(26)	253
Speaks both English and other language at home	56%	(54)	34%	(33)	11%	(10)	98
Speaks mostly other language at home	58%	(45)	34%	(26)	8%	(6)	77
Trump supporter	60%	(138)	28%	(64)	12%	(27)	229
Biden supporter	51%	(306)	38%	(223)	11%	(66)	595
Sports fans	50%	(340)	37%	(249)	13%	(90)	679
Avid sports fans	58%	(110)	36%	(67)	6%	(12)	190
Sports fans, Age: 18-34	58%	(108)	31%	(58)	11%	(20)	187
Sports fans, Age: 35-44	42%	(62)	45%	(67)	14%	(21)	150
Sports fans, Age: 45-64	52%	(123)	35%	(82)	13%	(31)	236
Sports fans, Age: 65+	44%	(47)	40%	(42)	17%	(18)	107
Movie studios should diversify teams	54%	(387)	35%	(253)	10%	(73)	713
Movie studios should diversify stories	55%	(348)	35%	(221)	10%	(66)	635
Concerned about Covid	53%	(484)	35%	(320)	12%	(109)	913
No experience with Covid	48%	(250)	35%	(182)	16%	(85)	518
Health care major factor for election	61%	(435)	31%	(221)	7%	(52)	708
Social media users	53%	(506)	34%	(324)	13%	(121)	951
WhatsApp users	57%	(201)	33%	(115)	10%	(36)	352
WeChat users	55%	(96)	35%	(61)	9%	(16)	173
Social media news source at least once a week	58%	(379)	32%	(211)	10%	(67)	657

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

**Table MCFE33\_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
Asian Adults	43%	(430)	38%	(381)	19%	(189)	1000
Gender: Male	40%	(186)	39%	(181)	22%	(103)	470
Gender: Female	46%	(244)	38%	(200)	16%	(87)	530
Age: 18-34	51%	(165)	28%	(91)	20%	(64)	320
Age: 35-44	44%	(82)	42%	(78)	14%	(26)	186
Age: 45-64	39%	(129)	42%	(140)	20%	(66)	335
Age: 65+	34%	(54)	45%	(71)	21%	(34)	158
GenZers: 1997-2012	59%	(84)	20%	(28)	21%	(30)	142
Millennials: 1981-1996	44%	(126)	37%	(106)	19%	(54)	286
GenXers: 1965-1980	42%	(121)	42%	(121)	16%	(47)	289
Baby Boomers: 1946-1964	38%	(96)	44%	(113)	18%	(46)	255
PID: Dem (no lean)	45%	(180)	40%	(161)	15%	(61)	402
PID: Ind (no lean)	40%	(146)	36%	(131)	25%	(91)	368
PID: Rep (no lean)	45%	(104)	38%	(88)	16%	(38)	230
PID/Gender: Dem Men	40%	(66)	40%	(67)	20%	(33)	167
PID/Gender: Dem Women	48%	(114)	40%	(94)	12%	(27)	235
PID/Gender: Ind Men	38%	(67)	33%	(58)	29%	(50)	176
PID/Gender: Ind Women	41%	(79)	38%	(73)	21%	(41)	193
PID/Gender: Rep Men	42%	(53)	44%	(56)	15%	(19)	128
PID/Gender: Rep Women	50%	(51)	32%	(33)	18%	(19)	102
Ideo: Liberal (1-3)	50%	(151)	36%	(110)	14%	(43)	304
Ideo: Moderate (4)	36%	(134)	42%	(155)	22%	(83)	372
Ideo: Conservative (5-7)	48%	(116)	39%	(93)	13%	(32)	241
Educ: < College	44%	(184)	32%	(136)	24%	(99)	420
Educ: Bachelors degree	41%	(134)	43%	(141)	17%	(55)	330
Educ: Post-grad	45%	(112)	41%	(103)	14%	(35)	250
Income: Under 50k	42%	(172)	35%	(145)	23%	(96)	412
Income: 50k-100k	47%	(144)	35%	(105)	18%	(54)	303
Income: 100k+	40%	(114)	46%	(131)	14%	(39)	284
Ethnicity: Other	43%	(430)	38%	(381)	19%	(189)	1000

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**Table MCFE33\_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
Asian Adults	43%	(430)	38%	(381)	19%	(189)	1000
All Christian	47%	(149)	37%	(119)	16%	(50)	317
All Non-Christian	46%	(109)	34%	(80)	21%	(50)	239
Atheist	50%	(33)	34%	(23)	16%	(11)	67
Agnostic/Nothing in particular	38%	(110)	39%	(111)	23%	(67)	288
Something Else	32%	(29)	54%	(48)	14%	(13)	90
Religious Non-Protestant/Catholic	46%	(111)	33%	(81)	21%	(52)	244
Evangelical	45%	(66)	40%	(60)	15%	(22)	148
Non-Evangelical	43%	(109)	42%	(106)	15%	(38)	252
Community: Urban	44%	(145)	38%	(125)	18%	(60)	329
Community: Suburban	43%	(256)	39%	(229)	18%	(107)	591
Community: Rural	37%	(29)	34%	(27)	29%	(23)	79
Employ: Private Sector	40%	(152)	44%	(169)	16%	(60)	380
Employ: Government	47%	(27)	34%	(19)	19%	(11)	57
Employ: Self-Employed	54%	(43)	24%	(19)	22%	(18)	80
Employ: Homemaker	38%	(31)	41%	(33)	21%	(17)	80
Employ: Student	60%	(56)	22%	(21)	18%	(17)	93
Employ: Retired	38%	(60)	41%	(65)	21%	(34)	159
Employ: Unemployed	42%	(55)	37%	(48)	21%	(28)	131
Military HH: Yes	45%	(30)	44%	(30)	12%	(8)	68
Military HH: No	43%	(400)	38%	(351)	19%	(181)	932
RD/WT: Right Direction	48%	(104)	32%	(69)	20%	(44)	218
RD/WT: Wrong Track	42%	(326)	40%	(311)	19%	(145)	782
Trump Job Approve	58%	(139)	26%	(62)	16%	(40)	241
Trump Job Disapprove	40%	(285)	42%	(296)	18%	(124)	705
Trump Job Strongly Approve	67%	(75)	25%	(28)	7%	(8)	112
Trump Job Somewhat Approve	50%	(64)	26%	(34)	24%	(31)	130
Trump Job Somewhat Disapprove	30%	(58)	47%	(93)	23%	(45)	196
Trump Job Strongly Disapprove	44%	(226)	40%	(203)	16%	(79)	509
Favorable of Trump	56%	(142)	28%	(71)	17%	(42)	256
Unfavorable of Trump	41%	(279)	42%	(288)	17%	(119)	687

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**Table MCFE33\_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
Asian Adults	43%	(430)	38%	(381)	19%	(189)	1000
Very Favorable of Trump	69%	(78)	24%	(27)	7%	(8)	113
Somewhat Favorable of Trump	45%	(64)	31%	(44)	24%	(34)	142
Somewhat Unfavorable of Trump	33%	(48)	50%	(73)	18%	(26)	146
Very Unfavorable of Trump	43%	(232)	40%	(215)	17%	(94)	540
#1 Issue: Economy	41%	(166)	42%	(168)	17%	(70)	404
#1 Issue: Security	59%	(39)	29%	(19)	12%	(8)	66
#1 Issue: Health Care	42%	(111)	37%	(99)	21%	(54)	264
#1 Issue: Medicare / Social Security	26%	(21)	45%	(36)	28%	(23)	80
#1 Issue: Women's Issues	57%	(29)	36%	(18)	7%	(4)	51
#1 Issue: Other	42%	(26)	29%	(18)	29%	(19)	63
2018 House Vote: Democrat	38%	(127)	48%	(160)	14%	(45)	333
2018 House Vote: Republican	51%	(77)	37%	(56)	12%	(19)	152
2016 Vote: Hillary Clinton	37%	(123)	50%	(169)	13%	(45)	337
2016 Vote: Donald Trump	48%	(84)	36%	(63)	16%	(29)	176
2016 Vote: Didn't Vote	46%	(210)	30%	(135)	24%	(109)	454
Voted in 2014: Yes	39%	(164)	46%	(191)	14%	(60)	415
Voted in 2014: No	46%	(266)	32%	(190)	22%	(129)	585
2012 Vote: Barack Obama	35%	(118)	50%	(167)	15%	(50)	335
2012 Vote: Mitt Romney	47%	(56)	39%	(46)	14%	(16)	118
2012 Vote: Didn't Vote	47%	(245)	31%	(160)	23%	(119)	525
4-Region: Northeast	50%	(100)	36%	(71)	14%	(27)	199
4-Region: Midwest	36%	(46)	44%	(56)	20%	(26)	128
4-Region: South	51%	(116)	31%	(71)	18%	(41)	229
4-Region: West	38%	(168)	41%	(182)	21%	(94)	445

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**Table MCFE33\_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
Asian Adults	43%	(430)	38%	(381)	19%	(189)	1000
Chinese	41%	(140)	42%	(144)	17%	(56)	341
Filipino	46%	(63)	35%	(48)	19%	(26)	138
Indian	50%	(52)	36%	(37)	14%	(15)	104
Vietnamese	52%	(39)	23%	(17)	25%	(19)	75
Korean	40%	(37)	44%	(40)	16%	(15)	92
Japanese	33%	(45)	44%	(59)	23%	(30)	135
Other Asian	47%	(53)	28%	(32)	24%	(27)	112
Speaks only English at home	39%	(218)	40%	(225)	21%	(115)	558
Speaks mostly English at home	50%	(125)	36%	(91)	14%	(36)	253
Speaks both English and other language at home	50%	(49)	37%	(36)	14%	(13)	98
Speaks mostly other language at home	47%	(36)	30%	(23)	23%	(17)	77
Trump supporter	56%	(128)	30%	(70)	14%	(32)	229
Biden supporter	41%	(245)	42%	(251)	17%	(100)	595
Sports fans	43%	(293)	39%	(263)	18%	(123)	679
Avid sports fans	48%	(92)	41%	(78)	11%	(20)	190
Sports fans, Age: 18-34	57%	(106)	29%	(55)	14%	(26)	187
Sports fans, Age: 35-44	42%	(63)	46%	(68)	12%	(19)	150
Sports fans, Age: 45-64	38%	(89)	42%	(98)	21%	(48)	236
Sports fans, Age: 65+	33%	(35)	39%	(41)	29%	(31)	107
Movie studios should diversify teams	46%	(326)	39%	(278)	15%	(109)	713
Movie studios should diversify stories	47%	(296)	38%	(241)	15%	(98)	635
Concerned about Covid	44%	(401)	38%	(348)	18%	(164)	913
No experience with Covid	38%	(197)	38%	(197)	24%	(124)	518
Health care major factor for election	51%	(360)	35%	(249)	14%	(99)	708
Social media users	44%	(415)	38%	(362)	18%	(174)	951
WhatsApp users	50%	(175)	38%	(134)	12%	(43)	352
WeChat users	46%	(80)	41%	(71)	13%	(22)	173
Social media news source at least once a week	48%	(315)	36%	(237)	16%	(105)	657

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

**Table MCFE34\_1:** Now on another topic...Do you currently have an account on the following social media platforms?  
Facebook

Demographic	Yes		No		Total N
Asian Adults	79%	(789)	21%	(211)	1000
Gender: Male	77%	(362)	23%	(108)	470
Gender: Female	81%	(427)	19%	(103)	530
Age: 18-34	84%	(268)	16%	(52)	320
Age: 35-44	83%	(154)	17%	(32)	186
Age: 45-64	75%	(252)	25%	(84)	335
Age: 65+	73%	(115)	27%	(43)	158
GenZers: 1997-2012	79%	(111)	21%	(30)	142
Millennials: 1981-1996	86%	(246)	14%	(40)	286
GenXers: 1965-1980	83%	(239)	17%	(50)	289
Baby Boomers: 1946-1964	67%	(170)	33%	(85)	255
PID: Dem (no lean)	79%	(319)	21%	(83)	402
PID: Ind (no lean)	76%	(280)	24%	(88)	368
PID: Rep (no lean)	82%	(189)	18%	(41)	230
PID/Gender: Dem Men	80%	(133)	20%	(34)	167
PID/Gender: Dem Women	79%	(187)	21%	(49)	235
PID/Gender: Ind Men	75%	(132)	25%	(44)	176
PID/Gender: Ind Women	77%	(149)	23%	(44)	193
PID/Gender: Rep Men	76%	(98)	24%	(30)	128
PID/Gender: Rep Women	90%	(92)	10%	(10)	102
Ideo: Liberal (1-3)	81%	(248)	19%	(56)	304
Ideo: Moderate (4)	78%	(291)	22%	(81)	372
Ideo: Conservative (5-7)	79%	(190)	21%	(52)	241
Educ: < College	78%	(326)	22%	(94)	420
Educ: Bachelors degree	80%	(265)	20%	(65)	330
Educ: Post-grad	79%	(198)	21%	(52)	250
Income: Under 50k	81%	(333)	19%	(79)	412
Income: 50k-100k	79%	(239)	21%	(64)	303
Income: 100k+	76%	(216)	24%	(68)	284
Ethnicity: Other	79%	(789)	21%	(211)	1000

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**Table MCFE34\_1:** Now on another topic...Do you currently have an account on the following social media platforms?

Facebook

Demographic	Yes		No		Total N
Asian Adults	79%	(789)	21%	(211)	1000
All Christian	82%	(259)	18%	(58)	317
All Non-Christian	84%	(202)	16%	(37)	239
Atheist	68%	(45)	32%	(21)	67
Agnostic/Nothing in particular	75%	(214)	25%	(73)	288
Something Else	76%	(68)	24%	(22)	90
Religious Non-Protestant/Catholic	85%	(207)	15%	(37)	244
Evangelical	83%	(122)	17%	(26)	148
Non-Evangelical	79%	(198)	21%	(54)	252
Community: Urban	78%	(257)	22%	(72)	329
Community: Suburban	80%	(473)	20%	(118)	591
Community: Rural	74%	(59)	26%	(20)	79
Employ: Private Sector	84%	(318)	16%	(62)	380
Employ: Government	77%	(44)	23%	(13)	57
Employ: Self-Employed	82%	(65)	18%	(15)	80
Employ: Homemaker	86%	(69)	14%	(12)	80
Employ: Student	74%	(69)	26%	(25)	93
Employ: Retired	68%	(108)	32%	(52)	159
Employ: Unemployed	77%	(101)	23%	(30)	131
Military HH: Yes	86%	(59)	14%	(9)	68
Military HH: No	78%	(730)	22%	(202)	932
RD/WT: Right Direction	81%	(176)	19%	(42)	218
RD/WT: Wrong Track	78%	(613)	22%	(170)	782
Trump Job Approve	79%	(192)	21%	(50)	241
Trump Job Disapprove	78%	(551)	22%	(153)	705
Trump Job Strongly Approve	80%	(89)	20%	(23)	112
Trump Job Somewhat Approve	79%	(103)	21%	(27)	130
Trump Job Somewhat Disapprove	80%	(157)	20%	(39)	196
Trump Job Strongly Disapprove	78%	(394)	22%	(114)	509
Favorable of Trump	80%	(206)	20%	(50)	256
Unfavorable of Trump	78%	(536)	22%	(151)	687

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**Table MCFE34\_1:** Now on another topic...Do you currently have an account on the following social media platforms?

Facebook

Demographic	Yes		No		Total N
Asian Adults	79%	(789)	21%	(211)	1000
Very Favorable of Trump	80%	(91)	20%	(22)	113
Somewhat Favorable of Trump	81%	(115)	19%	(28)	142
Somewhat Unfavorable of Trump	81%	(119)	19%	(27)	146
Very Unfavorable of Trump	77%	(417)	23%	(124)	540
#1 Issue: Economy	82%	(331)	18%	(72)	404
#1 Issue: Security	81%	(54)	19%	(13)	66
#1 Issue: Health Care	77%	(205)	23%	(59)	264
#1 Issue: Medicare / Social Security	73%	(59)	27%	(21)	80
#1 Issue: Women's Issues	74%	(38)	26%	(13)	51
#1 Issue: Other	73%	(46)	27%	(17)	63
2018 House Vote: Democrat	78%	(258)	22%	(75)	333
2018 House Vote: Republican	76%	(116)	24%	(36)	152
2016 Vote: Hillary Clinton	78%	(263)	22%	(74)	337
2016 Vote: Donald Trump	78%	(138)	22%	(38)	176
2016 Vote: Didn't Vote	80%	(363)	20%	(91)	454
Voted in 2014: Yes	77%	(320)	23%	(94)	415
Voted in 2014: No	80%	(468)	20%	(117)	585
2012 Vote: Barack Obama	79%	(265)	21%	(71)	335
2012 Vote: Mitt Romney	77%	(91)	23%	(27)	118
2012 Vote: Didn't Vote	80%	(421)	20%	(104)	525
4-Region: Northeast	80%	(158)	20%	(41)	199
4-Region: Midwest	82%	(105)	18%	(23)	128
4-Region: South	85%	(193)	15%	(35)	229
4-Region: West	75%	(333)	25%	(112)	445
Chinese	80%	(271)	20%	(70)	341
Filipino	86%	(118)	14%	(20)	138
Indian	89%	(93)	11%	(12)	104
Vietnamese	82%	(62)	18%	(14)	75
Korean	74%	(68)	26%	(24)	92
Japanese	57%	(77)	43%	(57)	135
Other Asian	88%	(99)	12%	(13)	112

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**Table MCFE34\_1:** Now on another topic...Do you currently have an account on the following social media platforms?

Facebook

Demographic	Yes		No		Total N
Asian Adults	79%	(789)	21%	(211)	1000
Speaks only English at home	75%	(418)	25%	(139)	558
Speaks mostly English at home	82%	(208)	18%	(44)	253
Speaks both English and other language at home	87%	(85)	13%	(13)	98
Speaks mostly other language at home	86%	(66)	14%	(11)	77
Trump supporter	82%	(187)	18%	(42)	229
Biden supporter	79%	(469)	21%	(127)	595
Sports fans	80%	(544)	20%	(135)	679
Avid sports fans	85%	(162)	15%	(28)	190
Sports fans, Age: 18-34	85%	(158)	15%	(28)	187
Sports fans, Age: 35-44	83%	(124)	17%	(25)	150
Sports fans, Age: 45-64	76%	(179)	24%	(57)	236
Sports fans, Age: 65+	77%	(83)	23%	(24)	107
Movie studios should diversify teams	81%	(577)	19%	(136)	713
Movie studios should diversify stories	83%	(529)	17%	(106)	635
Concerned about Covid	79%	(720)	21%	(194)	913
No experience with Covid	79%	(408)	21%	(111)	518
Health care major factor for election	80%	(568)	20%	(140)	708
Social media users	83%	(789)	17%	(162)	951
WhatsApp users	89%	(314)	11%	(38)	352
WeChat users	88%	(152)	12%	(20)	173
Social media news source at least once a week	89%	(586)	11%	(70)	657

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

**Table MCFE34\_2:** Now on another topic...Do you currently have an account on the following social media platforms?

Twitter

Demographic	Yes		No		Total N
Asian Adults	46%	(464)	54%	(536)	1000
Gender: Male	48%	(225)	52%	(245)	470
Gender: Female	45%	(238)	55%	(292)	530
Age: 18-34	63%	(201)	37%	(119)	320
Age: 35-44	54%	(100)	46%	(86)	186
Age: 45-64	37%	(125)	63%	(210)	335
Age: 65+	24%	(38)	76%	(121)	158
GenZers: 1997-2012	68%	(97)	32%	(45)	142
Millennials: 1981-1996	57%	(161)	43%	(124)	286
GenXers: 1965-1980	45%	(131)	55%	(158)	289
Baby Boomers: 1946-1964	28%	(71)	72%	(184)	255
PID: Dem (no lean)	49%	(197)	51%	(205)	402
PID: Ind (no lean)	46%	(169)	54%	(199)	368
PID: Rep (no lean)	42%	(97)	58%	(133)	230
PID/Gender: Dem Men	50%	(84)	50%	(83)	167
PID/Gender: Dem Women	48%	(114)	52%	(122)	235
PID/Gender: Ind Men	53%	(93)	47%	(82)	176
PID/Gender: Ind Women	39%	(76)	61%	(117)	193
PID/Gender: Rep Men	38%	(49)	62%	(79)	128
PID/Gender: Rep Women	48%	(49)	52%	(53)	102
Ideo: Liberal (1-3)	57%	(175)	43%	(130)	304
Ideo: Moderate (4)	43%	(159)	57%	(213)	372
Ideo: Conservative (5-7)	40%	(96)	60%	(145)	241
Educ: < College	46%	(193)	54%	(227)	420
Educ: Bachelors degree	45%	(148)	55%	(182)	330
Educ: Post-grad	49%	(123)	51%	(127)	250
Income: Under 50k	46%	(190)	54%	(222)	412
Income: 50k-100k	48%	(146)	52%	(158)	303
Income: 100k+	45%	(128)	55%	(156)	284
Ethnicity: Other	46%	(464)	54%	(536)	1000

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**Table MCFE34\_2:** Now on another topic...Do you currently have an account on the following social media platforms?

Twitter

Demographic	Yes		No		Total N
Asian Adults	46%	(464)	54%	(536)	1000
All Christian	46%	(146)	54%	(171)	317
All Non-Christian	57%	(135)	43%	(103)	239
Atheist	45%	(30)	55%	(36)	67
Agnostic/Nothing in particular	42%	(120)	58%	(167)	288
Something Else	36%	(32)	64%	(58)	90
Religious Non-Protestant/Catholic	57%	(140)	43%	(104)	244
Evangelical	44%	(64)	56%	(84)	148
Non-Evangelical	43%	(107)	57%	(145)	252
Community: Urban	48%	(159)	52%	(170)	329
Community: Suburban	46%	(272)	54%	(319)	591
Community: Rural	40%	(32)	60%	(48)	79
Employ: Private Sector	50%	(189)	50%	(191)	380
Employ: Government	40%	(23)	60%	(34)	57
Employ: Self-Employed	55%	(44)	45%	(36)	80
Employ: Homemaker	35%	(28)	65%	(52)	80
Employ: Student	62%	(57)	38%	(36)	93
Employ: Retired	24%	(38)	76%	(121)	159
Employ: Unemployed	56%	(74)	44%	(58)	131
Military HH: Yes	55%	(37)	45%	(31)	68
Military HH: No	46%	(426)	54%	(505)	932
RD/WT: Right Direction	47%	(103)	53%	(115)	218
RD/WT: Wrong Track	46%	(361)	54%	(421)	782
Trump Job Approve	49%	(117)	51%	(124)	241
Trump Job Disapprove	47%	(332)	53%	(373)	705
Trump Job Strongly Approve	45%	(50)	55%	(61)	112
Trump Job Somewhat Approve	52%	(67)	48%	(62)	130
Trump Job Somewhat Disapprove	34%	(66)	66%	(130)	196
Trump Job Strongly Disapprove	52%	(266)	48%	(243)	509
Favorable of Trump	46%	(119)	54%	(137)	256
Unfavorable of Trump	48%	(326)	52%	(360)	687

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**Table MCFE34\_2:** Now on another topic...Do you currently have an account on the following social media platforms?

Twitter

Demographic	Yes		No		Total N
Asian Adults	46%	(464)	54%	(536)	1000
Very Favorable of Trump	44%	(50)	56%	(63)	113
Somewhat Favorable of Trump	48%	(68)	52%	(74)	142
Somewhat Unfavorable of Trump	40%	(59)	60%	(88)	146
Very Unfavorable of Trump	50%	(268)	50%	(273)	540
#1 Issue: Economy	50%	(203)	50%	(200)	404
#1 Issue: Security	43%	(28)	57%	(38)	66
#1 Issue: Health Care	48%	(126)	52%	(137)	264
#1 Issue: Medicare / Social Security	18%	(15)	82%	(65)	80
#1 Issue: Women's Issues	55%	(28)	45%	(23)	51
#1 Issue: Other	35%	(22)	65%	(41)	63
2018 House Vote: Democrat	47%	(157)	53%	(176)	333
2018 House Vote: Republican	47%	(71)	53%	(81)	152
2016 Vote: Hillary Clinton	44%	(148)	56%	(188)	337
2016 Vote: Donald Trump	45%	(80)	55%	(96)	176
2016 Vote: Didn't Vote	48%	(220)	52%	(234)	454
Voted in 2014: Yes	45%	(186)	55%	(229)	415
Voted in 2014: No	47%	(278)	53%	(307)	585
2012 Vote: Barack Obama	45%	(151)	55%	(185)	335
2012 Vote: Mitt Romney	40%	(47)	60%	(71)	118
2012 Vote: Didn't Vote	49%	(257)	51%	(268)	525
4-Region: Northeast	58%	(116)	42%	(83)	199
4-Region: Midwest	51%	(65)	49%	(63)	128
4-Region: South	44%	(99)	56%	(129)	229
4-Region: West	41%	(184)	59%	(261)	445
Chinese	40%	(136)	60%	(205)	341
Filipino	52%	(72)	48%	(66)	138
Indian	65%	(67)	35%	(37)	104
Vietnamese	48%	(36)	52%	(39)	75
Korean	48%	(44)	52%	(47)	92
Japanese	31%	(42)	69%	(93)	135
Other Asian	58%	(64)	42%	(48)	112

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**Table MCFE34\_2:** Now on another topic...Do you currently have an account on the following social media platforms?

Twitter

Demographic	Yes		No		Total N
Asian Adults	46%	(464)	54%	(536)	1000
Speaks only English at home	42%	(235)	58%	(323)	558
Speaks mostly English at home	53%	(135)	47%	(118)	253
Speaks both English and other language at home	61%	(60)	39%	(38)	98
Speaks mostly other language at home	39%	(30)	61%	(47)	77
Trump supporter	44%	(101)	56%	(129)	229
Biden supporter	49%	(294)	51%	(302)	595
Sports fans	51%	(343)	49%	(336)	679
Avid sports fans	61%	(116)	39%	(73)	190
Sports fans, Age: 18-34	71%	(133)	29%	(54)	187
Sports fans, Age: 35-44	56%	(85)	44%	(65)	150
Sports fans, Age: 45-64	40%	(94)	60%	(142)	236
Sports fans, Age: 65+	30%	(32)	70%	(75)	107
Movie studios should diversify teams	51%	(365)	49%	(349)	713
Movie studios should diversify stories	54%	(346)	46%	(289)	635
Concerned about Covid	47%	(426)	53%	(488)	913
No experience with Covid	43%	(225)	57%	(293)	518
Health care major factor for election	49%	(350)	51%	(358)	708
Social media users	49%	(464)	51%	(487)	951
WhatsApp users	63%	(222)	37%	(130)	352
WeChat users	52%	(90)	48%	(83)	173
Social media news source at least once a week	58%	(383)	42%	(274)	657

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

**Table MCFE34\_3:** Now on another topic...Do you currently have an account on the following social media platforms?  
*Reddit*

Demographic	Yes		No		Total N
Asian Adults	22%	(225)	78%	(775)	1000
Gender: Male	27%	(128)	73%	(342)	470
Gender: Female	18%	(97)	82%	(433)	530
Age: 18-34	42%	(133)	58%	(187)	320
Age: 35-44	22%	(41)	78%	(145)	186
Age: 45-64	13%	(43)	87%	(293)	335
Age: 65+	5%	(8)	95%	(151)	158
GenZers: 1997-2012	41%	(59)	59%	(83)	142
Millennials: 1981-1996	37%	(106)	63%	(179)	286
GenXers: 1965-1980	14%	(42)	86%	(248)	289
Baby Boomers: 1946-1964	7%	(18)	93%	(237)	255
PID: Dem (no lean)	27%	(108)	73%	(294)	402
PID: Ind (no lean)	20%	(73)	80%	(296)	368
PID: Rep (no lean)	19%	(45)	81%	(185)	230
PID/Gender: Dem Men	32%	(53)	68%	(114)	167
PID/Gender: Dem Women	23%	(55)	77%	(181)	235
PID/Gender: Ind Men	27%	(47)	73%	(129)	176
PID/Gender: Ind Women	13%	(26)	87%	(167)	193
PID/Gender: Rep Men	22%	(28)	78%	(99)	128
PID/Gender: Rep Women	16%	(16)	84%	(86)	102
Ideo: Liberal (1-3)	32%	(97)	68%	(208)	304
Ideo: Moderate (4)	21%	(78)	79%	(294)	372
Ideo: Conservative (5-7)	17%	(41)	83%	(200)	241
Educ: < College	22%	(94)	78%	(326)	420
Educ: Bachelors degree	23%	(77)	77%	(253)	330
Educ: Post-grad	22%	(55)	78%	(195)	250
Income: Under 50k	20%	(83)	80%	(329)	412
Income: 50k-100k	26%	(79)	74%	(225)	303
Income: 100k+	22%	(63)	78%	(221)	284
Ethnicity: Other	22%	(225)	78%	(775)	1000

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**Table MCFE34\_3:** Now on another topic...Do you currently have an account on the following social media platforms?

Reddit

Demographic	Yes		No		Total N
Asian Adults	22%	(225)	78%	(775)	1000
All Christian	20%	(65)	80%	(252)	317
All Non-Christian	26%	(62)	74%	(177)	239
Atheist	39%	(26)	61%	(40)	67
Agnostic/Nothing in particular	20%	(58)	80%	(230)	288
Something Else	16%	(14)	84%	(76)	90
Religious Non-Protestant/Catholic	26%	(64)	74%	(180)	244
Evangelical	20%	(29)	80%	(119)	148
Non-Evangelical	19%	(47)	81%	(206)	252
Community: Urban	25%	(82)	75%	(247)	329
Community: Suburban	22%	(130)	78%	(462)	591
Community: Rural	16%	(12)	84%	(67)	79
Employ: Private Sector	26%	(100)	74%	(280)	380
Employ: Government	25%	(14)	75%	(43)	57
Employ: Self-Employed	24%	(19)	76%	(61)	80
Employ: Homemaker	12%	(10)	88%	(70)	80
Employ: Student	39%	(36)	61%	(57)	93
Employ: Retired	5%	(9)	95%	(151)	159
Employ: Unemployed	26%	(34)	74%	(98)	131
Military HH: Yes	37%	(25)	63%	(43)	68
Military HH: No	21%	(199)	79%	(733)	932
RD/WT: Right Direction	19%	(42)	81%	(176)	218
RD/WT: Wrong Track	23%	(182)	77%	(600)	782
Trump Job Approve	20%	(48)	80%	(194)	241
Trump Job Disapprove	24%	(172)	76%	(532)	705
Trump Job Strongly Approve	20%	(22)	80%	(89)	112
Trump Job Somewhat Approve	20%	(25)	80%	(104)	130
Trump Job Somewhat Disapprove	16%	(31)	84%	(165)	196
Trump Job Strongly Disapprove	28%	(142)	72%	(367)	509
Favorable of Trump	17%	(43)	83%	(213)	256
Unfavorable of Trump	26%	(177)	74%	(510)	687

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**Table MCFE34\_3:** Now on another topic...Do you currently have an account on the following social media platforms?  
Reddit

Demographic	Yes		No		Total N
Asian Adults	22%	(225)	78%	(775)	1000
Very Favorable of Trump	17%	(19)	83%	(95)	113
Somewhat Favorable of Trump	17%	(24)	83%	(118)	142
Somewhat Unfavorable of Trump	21%	(31)	79%	(115)	146
Very Unfavorable of Trump	27%	(145)	73%	(395)	540
#1 Issue: Economy	25%	(102)	75%	(301)	404
#1 Issue: Security	12%	(8)	88%	(59)	66
#1 Issue: Health Care	21%	(55)	79%	(209)	264
#1 Issue: Medicare / Social Security	9%	(7)	91%	(73)	80
#1 Issue: Women's Issues	33%	(17)	67%	(34)	51
#1 Issue: Other	18%	(11)	82%	(52)	63
2018 House Vote: Democrat	27%	(91)	73%	(242)	333
2018 House Vote: Republican	17%	(26)	83%	(126)	152
2016 Vote: Hillary Clinton	24%	(80)	76%	(256)	337
2016 Vote: Donald Trump	21%	(38)	79%	(138)	176
2016 Vote: Didn't Vote	21%	(96)	79%	(359)	454
Voted in 2014: Yes	24%	(101)	76%	(314)	415
Voted in 2014: No	21%	(124)	79%	(462)	585
2012 Vote: Barack Obama	27%	(89)	73%	(246)	335
2012 Vote: Mitt Romney	13%	(15)	87%	(103)	118
2012 Vote: Didn't Vote	22%	(114)	78%	(411)	525
4-Region: Northeast	27%	(54)	73%	(144)	199
4-Region: Midwest	23%	(29)	77%	(99)	128
4-Region: South	19%	(43)	81%	(186)	229
4-Region: West	22%	(99)	78%	(346)	445
Chinese	16%	(53)	84%	(287)	341
Filipino	22%	(30)	78%	(108)	138
Indian	37%	(38)	63%	(66)	104
Vietnamese	31%	(23)	69%	(52)	75
Korean	31%	(28)	69%	(64)	92
Japanese	17%	(22)	83%	(112)	135
Other Asian	25%	(28)	75%	(84)	112

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**Table MCFE34\_3:** Now on another topic...Do you currently have an account on the following social media platforms?

Reddit

Demographic	Yes		No		Total N
Asian Adults	22%	(225)	78%	(775)	1000
Speaks only English at home	20%	(111)	80%	(447)	558
Speaks mostly English at home	29%	(73)	71%	(180)	253
Speaks both English and other language at home	29%	(28)	71%	(70)	98
Speaks mostly other language at home	15%	(12)	85%	(65)	77
Trump supporter	17%	(39)	83%	(190)	229
Biden supporter	25%	(150)	75%	(445)	595
Sports fans	26%	(174)	74%	(505)	679
Avid sports fans	35%	(66)	65%	(124)	190
Sports fans, Age: 18-34	51%	(94)	49%	(92)	187
Sports fans, Age: 35-44	24%	(36)	76%	(113)	150
Sports fans, Age: 45-64	15%	(36)	85%	(200)	236
Sports fans, Age: 65+	6%	(7)	94%	(100)	107
Movie studios should diversify teams	27%	(191)	73%	(522)	713
Movie studios should diversify stories	28%	(179)	72%	(455)	635
Concerned about Covid	22%	(203)	78%	(711)	913
No experience with Covid	15%	(78)	85%	(441)	518
Health care major factor for election	24%	(169)	76%	(539)	708
Social media users	24%	(225)	76%	(726)	951
WhatsApp users	31%	(110)	69%	(242)	352
WeChat users	26%	(44)	74%	(128)	173
Social media news source at least once a week	27%	(180)	73%	(477)	657

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

**Table MCFE34\_4:** Now on another topic...Do you currently have an account on the following social media platforms?  
*LinkedIn*

Demographic	Yes		No		Total N
Asian Adults	42%	(424)	58%	(576)	1000
Gender: Male	46%	(214)	54%	(256)	470
Gender: Female	40%	(210)	60%	(320)	530
Age: 18-34	39%	(124)	61%	(196)	320
Age: 35-44	49%	(92)	51%	(94)	186
Age: 45-64	46%	(154)	54%	(181)	335
Age: 65+	34%	(54)	66%	(104)	158
GenZers: 1997-2012	28%	(40)	72%	(102)	142
Millennials: 1981-1996	49%	(139)	51%	(147)	286
GenXers: 1965-1980	49%	(143)	51%	(146)	289
Baby Boomers: 1946-1964	39%	(99)	61%	(156)	255
PID: Dem (no lean)	47%	(189)	53%	(213)	402
PID: Ind (no lean)	37%	(136)	63%	(232)	368
PID: Rep (no lean)	43%	(99)	57%	(131)	230
PID/Gender: Dem Men	51%	(85)	49%	(82)	167
PID/Gender: Dem Women	44%	(104)	56%	(131)	235
PID/Gender: Ind Men	43%	(75)	57%	(101)	176
PID/Gender: Ind Women	32%	(61)	68%	(131)	193
PID/Gender: Rep Men	43%	(55)	57%	(73)	128
PID/Gender: Rep Women	43%	(44)	57%	(58)	102
Ideo: Liberal (1-3)	49%	(150)	51%	(154)	304
Ideo: Moderate (4)	38%	(142)	62%	(230)	372
Ideo: Conservative (5-7)	46%	(112)	54%	(130)	241
Educ: < College	21%	(90)	79%	(330)	420
Educ: Bachelors degree	50%	(165)	50%	(165)	330
Educ: Post-grad	68%	(170)	32%	(80)	250
Income: Under 50k	27%	(112)	73%	(300)	412
Income: 50k-100k	51%	(155)	49%	(148)	303
Income: 100k+	55%	(157)	45%	(127)	284
Ethnicity: Other	42%	(424)	58%	(576)	1000

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**Table MCFE34\_4:** Now on another topic...Do you currently have an account on the following social media platforms?

LinkedIn

Demographic	Yes		No		Total N
Asian Adults	42%	(424)	58%	(576)	1000
All Christian	49%	(155)	51%	(162)	317
All Non-Christian	40%	(97)	60%	(142)	239
Atheist	47%	(31)	53%	(35)	67
Agnostic/Nothing in particular	40%	(115)	60%	(173)	288
Something Else	29%	(27)	71%	(64)	90
Religious Non-Protestant/Catholic	41%	(101)	59%	(143)	244
Evangelical	44%	(65)	56%	(83)	148
Non-Evangelical	44%	(110)	56%	(142)	252
Community: Urban	45%	(149)	55%	(181)	329
Community: Suburban	43%	(257)	57%	(334)	591
Community: Rural	23%	(18)	77%	(61)	79
Employ: Private Sector	58%	(219)	42%	(161)	380
Employ: Government	47%	(27)	53%	(30)	57
Employ: Self-Employed	30%	(24)	70%	(56)	80
Employ: Homemaker	25%	(20)	75%	(60)	80
Employ: Student	29%	(27)	71%	(66)	93
Employ: Retired	33%	(53)	67%	(107)	159
Employ: Unemployed	35%	(46)	65%	(85)	131
Military HH: Yes	38%	(26)	62%	(42)	68
Military HH: No	43%	(398)	57%	(534)	932
RD/WT: Right Direction	40%	(86)	60%	(132)	218
RD/WT: Wrong Track	43%	(338)	57%	(444)	782
Trump Job Approve	43%	(103)	57%	(139)	241
Trump Job Disapprove	44%	(308)	56%	(396)	705
Trump Job Strongly Approve	40%	(45)	60%	(67)	112
Trump Job Somewhat Approve	45%	(58)	55%	(72)	130
Trump Job Somewhat Disapprove	38%	(75)	62%	(121)	196
Trump Job Strongly Disapprove	46%	(233)	54%	(275)	509
Favorable of Trump	39%	(99)	61%	(156)	256
Unfavorable of Trump	45%	(307)	55%	(379)	687

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**Table MCFE34\_4:** Now on another topic...Do you currently have an account on the following social media platforms?

LinkedIn

Demographic	Yes		No		Total N
Asian Adults	42%	(424)	58%	(576)	1000
Very Favorable of Trump	40%	(45)	60%	(68)	113
Somewhat Favorable of Trump	38%	(54)	62%	(88)	142
Somewhat Unfavorable of Trump	46%	(67)	54%	(79)	146
Very Unfavorable of Trump	44%	(240)	56%	(300)	540
#1 Issue: Economy	50%	(203)	50%	(200)	404
#1 Issue: Security	39%	(26)	61%	(40)	66
#1 Issue: Health Care	44%	(116)	56%	(148)	264
#1 Issue: Medicare / Social Security	19%	(15)	81%	(65)	80
#1 Issue: Women's Issues	28%	(14)	72%	(37)	51
#1 Issue: Other	29%	(18)	71%	(45)	63
2018 House Vote: Democrat	49%	(163)	51%	(170)	333
2018 House Vote: Republican	48%	(73)	52%	(79)	152
2016 Vote: Hillary Clinton	48%	(160)	52%	(176)	337
2016 Vote: Donald Trump	46%	(81)	54%	(94)	176
2016 Vote: Didn't Vote	36%	(163)	64%	(291)	454
Voted in 2014: Yes	49%	(202)	51%	(212)	415
Voted in 2014: No	38%	(222)	62%	(364)	585
2012 Vote: Barack Obama	49%	(166)	51%	(170)	335
2012 Vote: Mitt Romney	52%	(61)	48%	(57)	118
2012 Vote: Didn't Vote	36%	(189)	64%	(336)	525
4-Region: Northeast	50%	(99)	50%	(99)	199
4-Region: Midwest	47%	(59)	53%	(68)	128
4-Region: South	40%	(93)	60%	(136)	229
4-Region: West	39%	(173)	61%	(272)	445
Chinese	45%	(152)	55%	(189)	341
Filipino	35%	(48)	65%	(90)	138
Indian	60%	(62)	40%	(42)	104
Vietnamese	43%	(32)	57%	(43)	75
Korean	43%	(40)	57%	(52)	92
Japanese	31%	(41)	69%	(93)	135
Other Asian	43%	(48)	57%	(64)	112

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**Table MCFE34\_4:** Now on another topic...Do you currently have an account on the following social media platforms?

LinkedIn

Demographic	Yes	No	Total N
Asian Adults	42% (424)	58% (576)	1000
Speaks only English at home	39% (218)	61% (340)	558
Speaks mostly English at home	46% (115)	54% (137)	253
Speaks both English and other language at home	53% (52)	47% (46)	98
Speaks mostly other language at home	45% (35)	55% (42)	77
Trump supporter	41% (94)	59% (135)	229
Biden supporter	44% (262)	56% (334)	595
Sports fans	48% (329)	52% (350)	679
Avid sports fans	54% (101)	46% (88)	190
Sports fans, Age: 18-34	49% (91)	51% (95)	187
Sports fans, Age: 35-44	50% (75)	50% (74)	150
Sports fans, Age: 45-64	51% (120)	49% (115)	236
Sports fans, Age: 65+	39% (42)	61% (65)	107
Movie studios should diversify teams	48% (344)	52% (370)	713
Movie studios should diversify stories	50% (314)	50% (320)	635
Concerned about Covid	43% (394)	57% (519)	913
No experience with Covid	39% (203)	61% (315)	518
Health care major factor for election	42% (300)	58% (408)	708
Social media users	45% (424)	55% (527)	951
WhatsApp users	65% (229)	35% (123)	352
WeChat users	56% (97)	44% (75)	173
Social media news source at least once a week	49% (320)	51% (337)	657

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

**Table MCFE34\_5:** Now on another topic...Do you currently have an account on the following social media platforms?  
*Instagram*

Demographic	Yes		No		Total N
Asian Adults	55%	(554)	45%	(446)	1000
Gender: Male	49%	(228)	51%	(242)	470
Gender: Female	61%	(326)	39%	(204)	530
Age: 18-34	80%	(256)	20%	(64)	320
Age: 35-44	61%	(113)	39%	(73)	186
Age: 45-64	41%	(137)	59%	(199)	335
Age: 65+	31%	(49)	69%	(110)	158
GenZers: 1997-2012	91%	(129)	9%	(13)	142
Millennials: 1981-1996	69%	(197)	31%	(88)	286
GenXers: 1965-1980	49%	(141)	51%	(148)	289
Baby Boomers: 1946-1964	32%	(82)	68%	(173)	255
PID: Dem (no lean)	63%	(254)	37%	(148)	402
PID: Ind (no lean)	51%	(187)	49%	(182)	368
PID: Rep (no lean)	49%	(113)	51%	(117)	230
PID/Gender: Dem Men	57%	(95)	43%	(72)	167
PID/Gender: Dem Women	68%	(160)	32%	(76)	235
PID/Gender: Ind Men	45%	(78)	55%	(97)	176
PID/Gender: Ind Women	56%	(108)	44%	(84)	193
PID/Gender: Rep Men	43%	(55)	57%	(72)	128
PID/Gender: Rep Women	57%	(58)	43%	(44)	102
Ideo: Liberal (1-3)	69%	(209)	31%	(96)	304
Ideo: Moderate (4)	49%	(183)	51%	(189)	372
Ideo: Conservative (5-7)	46%	(112)	54%	(129)	241
Educ: < College	56%	(236)	44%	(184)	420
Educ: Bachelors degree	59%	(195)	41%	(135)	330
Educ: Post-grad	49%	(123)	51%	(127)	250
Income: Under 50k	54%	(223)	46%	(190)	412
Income: 50k-100k	61%	(185)	39%	(118)	303
Income: 100k+	51%	(146)	49%	(138)	284
Ethnicity: Other	55%	(554)	45%	(446)	1000

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**Table MCFE34\_5:** Now on another topic...Do you currently have an account on the following social media platforms?

Instagram

Demographic	Yes		No		Total N
Asian Adults	55%	(554)	45%	(446)	1000
All Christian	55%	(175)	45%	(142)	317
All Non-Christian	59%	(141)	41%	(98)	239
Atheist	54%	(36)	46%	(31)	67
Agnostic/Nothing in particular	57%	(163)	43%	(124)	288
Something Else	43%	(39)	57%	(51)	90
Religious Non-Protestant/Catholic	60%	(145)	40%	(98)	244
Evangelical	47%	(70)	53%	(78)	148
Non-Evangelical	54%	(138)	46%	(115)	252
Community: Urban	56%	(185)	44%	(145)	329
Community: Suburban	56%	(330)	44%	(262)	591
Community: Rural	50%	(40)	50%	(40)	79
Employ: Private Sector	59%	(223)	41%	(157)	380
Employ: Government	51%	(29)	49%	(28)	57
Employ: Self-Employed	57%	(45)	43%	(34)	80
Employ: Homemaker	54%	(43)	46%	(37)	80
Employ: Student	87%	(81)	13%	(12)	93
Employ: Retired	30%	(47)	70%	(112)	159
Employ: Unemployed	57%	(75)	43%	(56)	131
Military HH: Yes	60%	(41)	40%	(27)	68
Military HH: No	55%	(514)	45%	(418)	932
RD/WT: Right Direction	55%	(120)	45%	(98)	218
RD/WT: Wrong Track	55%	(434)	45%	(348)	782
Trump Job Approve	52%	(125)	48%	(116)	241
Trump Job Disapprove	56%	(396)	44%	(309)	705
Trump Job Strongly Approve	59%	(66)	41%	(46)	112
Trump Job Somewhat Approve	46%	(59)	54%	(71)	130
Trump Job Somewhat Disapprove	53%	(104)	47%	(92)	196
Trump Job Strongly Disapprove	57%	(292)	43%	(217)	509
Favorable of Trump	49%	(126)	51%	(130)	256
Unfavorable of Trump	57%	(393)	43%	(294)	687

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**Table MCFE34\_5:** Now on another topic...Do you currently have an account on the following social media platforms?  
Instagram

Demographic	Yes		No		Total N
Asian Adults	55%	(554)	45%	(446)	1000
Very Favorable of Trump	52%	(59)	48%	(54)	113
Somewhat Favorable of Trump	47%	(67)	53%	(75)	142
Somewhat Unfavorable of Trump	54%	(79)	46%	(67)	146
Very Unfavorable of Trump	58%	(313)	42%	(227)	540
#1 Issue: Economy	60%	(243)	40%	(161)	404
#1 Issue: Security	55%	(36)	45%	(30)	66
#1 Issue: Health Care	55%	(145)	45%	(119)	264
#1 Issue: Medicare / Social Security	27%	(21)	73%	(59)	80
#1 Issue: Women's Issues	73%	(37)	27%	(14)	51
#1 Issue: Other	40%	(25)	60%	(38)	63
2018 House Vote: Democrat	55%	(181)	45%	(152)	333
2018 House Vote: Republican	50%	(77)	50%	(75)	152
2016 Vote: Hillary Clinton	53%	(178)	47%	(159)	337
2016 Vote: Donald Trump	51%	(90)	49%	(85)	176
2016 Vote: Didn't Vote	60%	(273)	40%	(181)	454
Voted in 2014: Yes	52%	(216)	48%	(198)	415
Voted in 2014: No	58%	(338)	42%	(247)	585
2012 Vote: Barack Obama	54%	(180)	46%	(155)	335
2012 Vote: Mitt Romney	50%	(59)	50%	(60)	118
2012 Vote: Didn't Vote	59%	(309)	41%	(216)	525
4-Region: Northeast	62%	(123)	38%	(75)	199
4-Region: Midwest	54%	(69)	46%	(59)	128
4-Region: South	54%	(123)	46%	(106)	229
4-Region: West	54%	(239)	46%	(206)	445
Chinese	48%	(164)	52%	(176)	341
Filipino	70%	(97)	30%	(41)	138
Indian	57%	(59)	43%	(45)	104
Vietnamese	58%	(44)	42%	(32)	75
Korean	63%	(58)	37%	(34)	92
Japanese	42%	(56)	58%	(78)	135
Other Asian	65%	(73)	35%	(39)	112

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**Table MCFE34\_5:** Now on another topic...Do you currently have an account on the following social media platforms?

Instagram

Demographic	Yes		No		Total N
Asian Adults	55%	(554)	45%	(446)	1000
Speaks only English at home	52%	(290)	48%	(268)	558
Speaks mostly English at home	65%	(163)	35%	(89)	253
Speaks both English and other language at home	64%	(63)	36%	(35)	98
Speaks mostly other language at home	45%	(35)	55%	(42)	77
Trump supporter	50%	(115)	50%	(115)	229
Biden supporter	58%	(345)	42%	(250)	595
Sports fans	57%	(390)	43%	(289)	679
Avid sports fans	65%	(123)	35%	(66)	190
Sports fans, Age: 18-34	84%	(156)	16%	(30)	187
Sports fans, Age: 35-44	62%	(93)	38%	(57)	150
Sports fans, Age: 45-64	42%	(100)	58%	(136)	236
Sports fans, Age: 65+	39%	(41)	61%	(66)	107
Movie studios should diversify teams	60%	(431)	40%	(283)	713
Movie studios should diversify stories	62%	(396)	38%	(239)	635
Concerned about Covid	55%	(504)	45%	(410)	913
No experience with Covid	51%	(265)	49%	(254)	518
Health care major factor for election	58%	(409)	42%	(299)	708
Social media users	58%	(554)	42%	(397)	951
WhatsApp users	69%	(244)	31%	(108)	352
WeChat users	64%	(111)	36%	(62)	173
Social media news source at least once a week	69%	(453)	31%	(204)	657

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

**Table MCFE34\_6:** Now on another topic...Do you currently have an account on the following social media platforms?  
Snapchat

Demographic	Yes		No		Total N
Asian Adults	29%	(288)	71%	(712)	1000
Gender: Male	23%	(108)	77%	(362)	470
Gender: Female	34%	(180)	66%	(350)	530
Age: 18-34	56%	(179)	44%	(141)	320
Age: 35-44	29%	(54)	71%	(132)	186
Age: 45-64	15%	(49)	85%	(286)	335
Age: 65+	3%	(5)	97%	(154)	158
GenZers: 1997-2012	72%	(102)	28%	(40)	142
Millennials: 1981-1996	39%	(113)	61%	(173)	286
GenXers: 1965-1980	19%	(55)	81%	(234)	289
Baby Boomers: 1946-1964	7%	(18)	93%	(237)	255
PID: Dem (no lean)	34%	(137)	66%	(265)	402
PID: Ind (no lean)	25%	(93)	75%	(275)	368
PID: Rep (no lean)	25%	(58)	75%	(172)	230
PID/Gender: Dem Men	31%	(52)	69%	(114)	167
PID/Gender: Dem Women	36%	(85)	64%	(150)	235
PID/Gender: Ind Men	20%	(36)	80%	(140)	176
PID/Gender: Ind Women	30%	(57)	70%	(136)	193
PID/Gender: Rep Men	16%	(20)	84%	(108)	128
PID/Gender: Rep Women	37%	(38)	63%	(64)	102
Ideo: Liberal (1-3)	40%	(121)	60%	(183)	304
Ideo: Moderate (4)	22%	(82)	78%	(290)	372
Ideo: Conservative (5-7)	22%	(53)	78%	(188)	241
Educ: < College	34%	(143)	66%	(277)	420
Educ: Bachelors degree	25%	(83)	75%	(247)	330
Educ: Post-grad	24%	(61)	76%	(189)	250
Income: Under 50k	33%	(138)	67%	(274)	412
Income: 50k-100k	27%	(81)	73%	(223)	303
Income: 100k+	24%	(69)	76%	(215)	284
Ethnicity: Other	29%	(288)	71%	(712)	1000

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**Table MCFE34\_6:** Now on another topic...Do you currently have an account on the following social media platforms?  
Snapchat

Demographic	Yes		No		Total N
Asian Adults	29%	(288)	71%	(712)	1000
All Christian	27%	(86)	73%	(231)	317
All Non-Christian	33%	(79)	67%	(160)	239
Atheist	35%	(23)	65%	(43)	67
Agnostic/Nothing in particular	27%	(76)	73%	(211)	288
Something Else	26%	(23)	74%	(67)	90
Religious Non-Protestant/Catholic	33%	(81)	67%	(162)	244
Evangelical	19%	(29)	81%	(119)	148
Non-Evangelical	30%	(76)	70%	(176)	252
Community: Urban	30%	(99)	70%	(231)	329
Community: Suburban	29%	(169)	71%	(423)	591
Community: Rural	25%	(20)	75%	(59)	79
Employ: Private Sector	26%	(97)	74%	(283)	380
Employ: Government	29%	(16)	71%	(41)	57
Employ: Self-Employed	47%	(38)	53%	(42)	80
Employ: Homemaker	30%	(24)	70%	(57)	80
Employ: Student	62%	(58)	38%	(35)	93
Employ: Retired	5%	(8)	95%	(151)	159
Employ: Unemployed	34%	(44)	66%	(87)	131
Military HH: Yes	31%	(21)	69%	(47)	68
Military HH: No	29%	(267)	71%	(665)	932
RD/WT: Right Direction	29%	(62)	71%	(156)	218
RD/WT: Wrong Track	29%	(226)	71%	(557)	782
Trump Job Approve	26%	(63)	74%	(179)	241
Trump Job Disapprove	30%	(211)	70%	(494)	705
Trump Job Strongly Approve	29%	(32)	71%	(79)	112
Trump Job Somewhat Approve	23%	(30)	77%	(99)	130
Trump Job Somewhat Disapprove	25%	(49)	75%	(146)	196
Trump Job Strongly Disapprove	32%	(162)	68%	(347)	509
Favorable of Trump	25%	(65)	75%	(191)	256
Unfavorable of Trump	30%	(205)	70%	(482)	687

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**Table MCFE34\_6:** Now on another topic...Do you currently have an account on the following social media platforms?  
Snapchat

Demographic	Yes		No		Total N
Asian Adults	29%	(288)	71%	(712)	1000
Very Favorable of Trump	25%	(28)	75%	(85)	113
Somewhat Favorable of Trump	26%	(37)	74%	(106)	142
Somewhat Unfavorable of Trump	24%	(35)	76%	(111)	146
Very Unfavorable of Trump	31%	(170)	69%	(370)	540
#1 Issue: Economy	31%	(126)	69%	(277)	404
#1 Issue: Security	31%	(20)	69%	(46)	66
#1 Issue: Health Care	24%	(63)	76%	(201)	264
#1 Issue: Medicare / Social Security	8%	(6)	92%	(73)	80
#1 Issue: Women's Issues	55%	(28)	45%	(23)	51
#1 Issue: Other	22%	(14)	78%	(49)	63
2018 House Vote: Democrat	25%	(83)	75%	(250)	333
2018 House Vote: Republican	26%	(40)	74%	(112)	152
2016 Vote: Hillary Clinton	24%	(80)	76%	(256)	337
2016 Vote: Donald Trump	26%	(45)	74%	(130)	176
2016 Vote: Didn't Vote	34%	(156)	66%	(298)	454
Voted in 2014: Yes	24%	(97)	76%	(317)	415
Voted in 2014: No	33%	(190)	67%	(395)	585
2012 Vote: Barack Obama	21%	(71)	79%	(264)	335
2012 Vote: Mitt Romney	18%	(21)	82%	(97)	118
2012 Vote: Didn't Vote	36%	(191)	64%	(334)	525
4-Region: Northeast	38%	(75)	62%	(124)	199
4-Region: Midwest	35%	(45)	65%	(82)	128
4-Region: South	25%	(56)	75%	(172)	229
4-Region: West	25%	(111)	75%	(334)	445
Chinese	22%	(73)	78%	(267)	341
Filipino	37%	(51)	63%	(87)	138
Indian	43%	(44)	57%	(60)	104
Vietnamese	37%	(28)	63%	(47)	75
Korean	35%	(33)	65%	(59)	92
Japanese	14%	(19)	86%	(115)	135
Other Asian	34%	(38)	66%	(74)	112

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**Table MCFE34\_6:** Now on another topic...Do you currently have an account on the following social media platforms?

Snapchat

Demographic	Yes	No	Total N
Asian Adults	29% (288)	71% (712)	1000
Speaks only English at home	26% (147)	74% (411)	558
Speaks mostly English at home	34% (87)	66% (166)	253
Speaks both English and other language at home	38% (37)	62% (61)	98
Speaks mostly other language at home	22% (17)	78% (60)	77
Trump supporter	24% (55)	76% (174)	229
Biden supporter	31% (185)	69% (410)	595
Sports fans	30% (203)	70% (476)	679
Avid sports fans	38% (72)	62% (118)	190
Sports fans, Age: 18-34	57% (107)	43% (80)	187
Sports fans, Age: 35-44	33% (49)	67% (101)	150
Sports fans, Age: 45-64	18% (43)	82% (193)	236
Sports fans, Age: 65+	5% (5)	95% (102)	107
Movie studios should diversify teams	31% (223)	69% (490)	713
Movie studios should diversify stories	33% (208)	67% (426)	635
Concerned about Covid	28% (259)	72% (654)	913
No experience with Covid	26% (137)	74% (381)	518
Health care major factor for election	31% (221)	69% (487)	708
Social media users	30% (288)	70% (663)	951
WhatsApp users	40% (142)	60% (210)	352
WeChat users	33% (57)	67% (115)	173
Social media news source at least once a week	39% (255)	61% (402)	657

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

**Table MCFE34\_7:** Now on another topic...Do you currently have an account on the following social media platforms?  
YouTube

Demographic	Yes		No		Total N
Asian Adults	78%	(779)	22%	(221)	1000
Gender: Male	81%	(380)	19%	(90)	470
Gender: Female	75%	(399)	25%	(131)	530
Age: 18-34	93%	(297)	7%	(23)	320
Age: 35-44	87%	(161)	13%	(25)	186
Age: 45-64	71%	(237)	29%	(98)	335
Age: 65+	52%	(83)	48%	(75)	158
GenZers: 1997-2012	99%	(140)	1%	(2)	142
Millennials: 1981-1996	88%	(250)	12%	(35)	286
GenXers: 1965-1980	82%	(237)	18%	(52)	289
Baby Boomers: 1946-1964	53%	(136)	47%	(119)	255
PID: Dem (no lean)	79%	(316)	21%	(86)	402
PID: Ind (no lean)	76%	(279)	24%	(89)	368
PID: Rep (no lean)	80%	(184)	20%	(46)	230
PID/Gender: Dem Men	82%	(136)	18%	(31)	167
PID/Gender: Dem Women	76%	(180)	24%	(56)	235
PID/Gender: Ind Men	79%	(139)	21%	(36)	176
PID/Gender: Ind Women	73%	(140)	27%	(52)	193
PID/Gender: Rep Men	82%	(105)	18%	(23)	128
PID/Gender: Rep Women	78%	(80)	22%	(22)	102
Ideo: Liberal (1-3)	84%	(257)	16%	(48)	304
Ideo: Moderate (4)	78%	(289)	22%	(83)	372
Ideo: Conservative (5-7)	71%	(172)	29%	(69)	241
Educ: < College	83%	(350)	17%	(70)	420
Educ: Bachelors degree	74%	(244)	26%	(86)	330
Educ: Post-grad	74%	(186)	26%	(64)	250
Income: Under 50k	82%	(338)	18%	(74)	412
Income: 50k-100k	78%	(237)	22%	(67)	303
Income: 100k+	72%	(204)	28%	(80)	284
Ethnicity: Other	78%	(779)	22%	(221)	1000

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**Table MCFE34\_7:** Now on another topic...Do you currently have an account on the following social media platforms?

YouTube

Demographic	Yes		No		Total N
Asian Adults	78%	(779)	22%	(221)	1000
All Christian	76%	(242)	24%	(75)	317
All Non-Christian	88%	(210)	12%	(29)	239
Atheist	81%	(54)	19%	(13)	67
Agnostic/Nothing in particular	71%	(204)	29%	(84)	288
Something Else	77%	(69)	23%	(21)	90
Religious Non-Protestant/Catholic	88%	(215)	12%	(29)	244
Evangelical	75%	(111)	25%	(37)	148
Non-Evangelical	76%	(193)	24%	(59)	252
Community: Urban	80%	(263)	20%	(67)	329
Community: Suburban	77%	(457)	23%	(135)	591
Community: Rural	75%	(60)	25%	(19)	79
Employ: Private Sector	81%	(308)	19%	(72)	380
Employ: Government	76%	(43)	24%	(14)	57
Employ: Self-Employed	88%	(70)	12%	(9)	80
Employ: Homemaker	76%	(61)	24%	(19)	80
Employ: Student	96%	(89)	4%	(4)	93
Employ: Retired	49%	(78)	51%	(81)	159
Employ: Unemployed	86%	(113)	14%	(18)	131
Military HH: Yes	76%	(52)	24%	(16)	68
Military HH: No	78%	(727)	22%	(205)	932
RD/WT: Right Direction	85%	(184)	15%	(34)	218
RD/WT: Wrong Track	76%	(595)	24%	(187)	782
Trump Job Approve	80%	(194)	20%	(47)	241
Trump Job Disapprove	78%	(547)	22%	(157)	705
Trump Job Strongly Approve	84%	(93)	16%	(18)	112
Trump Job Somewhat Approve	78%	(101)	22%	(29)	130
Trump Job Somewhat Disapprove	74%	(145)	26%	(51)	196
Trump Job Strongly Disapprove	79%	(402)	21%	(106)	509
Favorable of Trump	80%	(204)	20%	(52)	256
Unfavorable of Trump	78%	(533)	22%	(153)	687

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**Table MCFE34\_7:** Now on another topic...Do you currently have an account on the following social media platforms?  
YouTube

Demographic	Yes		No		Total N
Asian Adults	78%	(779)	22%	(221)	1000
Very Favorable of Trump	84%	(95)	16%	(18)	113
Somewhat Favorable of Trump	76%	(109)	24%	(34)	142
Somewhat Unfavorable of Trump	74%	(108)	26%	(38)	146
Very Unfavorable of Trump	79%	(426)	21%	(115)	540
#1 Issue: Economy	81%	(325)	19%	(78)	404
#1 Issue: Security	73%	(48)	27%	(18)	66
#1 Issue: Health Care	78%	(206)	22%	(57)	264
#1 Issue: Medicare / Social Security	58%	(46)	42%	(33)	80
#1 Issue: Women's Issues	88%	(45)	12%	(6)	51
#1 Issue: Other	66%	(41)	34%	(22)	63
2018 House Vote: Democrat	74%	(247)	26%	(86)	333
2018 House Vote: Republican	73%	(111)	27%	(41)	152
2016 Vote: Hillary Clinton	74%	(248)	26%	(88)	337
2016 Vote: Donald Trump	70%	(123)	30%	(53)	176
2016 Vote: Didn't Vote	85%	(384)	15%	(70)	454
Voted in 2014: Yes	71%	(295)	29%	(120)	415
Voted in 2014: No	83%	(484)	17%	(101)	585
2012 Vote: Barack Obama	73%	(243)	27%	(92)	335
2012 Vote: Mitt Romney	63%	(74)	37%	(44)	118
2012 Vote: Didn't Vote	85%	(447)	15%	(78)	525
4-Region: Northeast	82%	(164)	18%	(35)	199
4-Region: Midwest	86%	(110)	14%	(18)	128
4-Region: South	81%	(186)	19%	(43)	229
4-Region: West	72%	(320)	28%	(125)	445
Chinese	69%	(236)	31%	(105)	341
Filipino	87%	(121)	13%	(17)	138
Indian	90%	(94)	10%	(10)	104
Vietnamese	87%	(65)	13%	(10)	75
Korean	83%	(76)	17%	(15)	92
Japanese	61%	(82)	39%	(52)	135
Other Asian	92%	(103)	8%	(9)	112

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**Table MCFE34\_7:** Now on another topic...Do you currently have an account on the following social media platforms?

YouTube

Demographic	Yes	No	Total N
Asian Adults	78% (779)	22% (221)	1000
Speaks only English at home	73% (409)	27% (149)	558
Speaks mostly English at home	82% (208)	18% (44)	253
Speaks both English and other language at home	88% (86)	12% (12)	98
Speaks mostly other language at home	83% (64)	17% (13)	77
Trump supporter	79% (181)	21% (49)	229
Biden supporter	79% (469)	21% (126)	595
Sports fans	80% (543)	20% (136)	679
Avid sports fans	87% (164)	13% (25)	190
Sports fans, Age: 18-34	93% (174)	7% (12)	187
Sports fans, Age: 35-44	87% (131)	13% (19)	150
Sports fans, Age: 45-64	73% (172)	27% (64)	236
Sports fans, Age: 65+	62% (66)	38% (41)	107
Movie studios should diversify teams	80% (573)	20% (140)	713
Movie studios should diversify stories	83% (526)	17% (108)	635
Concerned about Covid	78% (716)	22% (197)	913
No experience with Covid	75% (389)	25% (129)	518
Health care major factor for election	80% (563)	20% (145)	708
Social media users	82% (779)	18% (172)	951
WhatsApp users	89% (312)	11% (40)	352
WeChat users	84% (145)	16% (28)	173
Social media news source at least once a week	88% (580)	12% (77)	657

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

**Table MCFE34\_8:** Now on another topic...Do you currently have an account on the following social media platforms?  
TikTok

Demographic	Yes		No		Total N
Asian Adults	22%	(215)	78%	(785)	1000
Gender: Male	18%	(85)	82%	(385)	470
Gender: Female	25%	(130)	75%	(400)	530
Age: 18-34	41%	(132)	59%	(188)	320
Age: 35-44	24%	(45)	76%	(141)	186
Age: 45-64	10%	(34)	90%	(302)	335
Age: 65+	3%	(4)	97%	(154)	158
GenZers: 1997-2012	65%	(93)	35%	(49)	142
Millennials: 1981-1996	24%	(69)	76%	(216)	286
GenXers: 1965-1980	14%	(40)	86%	(249)	289
Baby Boomers: 1946-1964	5%	(13)	95%	(242)	255
PID: Dem (no lean)	25%	(101)	75%	(301)	402
PID: Ind (no lean)	19%	(71)	81%	(297)	368
PID: Rep (no lean)	19%	(44)	81%	(186)	230
PID/Gender: Dem Men	22%	(36)	78%	(130)	167
PID/Gender: Dem Women	27%	(64)	73%	(171)	235
PID/Gender: Ind Men	16%	(29)	84%	(147)	176
PID/Gender: Ind Women	22%	(42)	78%	(150)	193
PID/Gender: Rep Men	16%	(20)	84%	(108)	128
PID/Gender: Rep Women	23%	(24)	77%	(78)	102
Ideo: Liberal (1-3)	29%	(89)	71%	(216)	304
Ideo: Moderate (4)	18%	(68)	82%	(304)	372
Ideo: Conservative (5-7)	10%	(25)	90%	(217)	241
Educ: < College	31%	(130)	69%	(290)	420
Educ: Bachelors degree	15%	(51)	85%	(279)	330
Educ: Post-grad	14%	(35)	86%	(215)	250
Income: Under 50k	30%	(125)	70%	(288)	412
Income: 50k-100k	15%	(47)	85%	(257)	303
Income: 100k+	15%	(44)	85%	(240)	284
Ethnicity: Other	22%	(215)	78%	(785)	1000

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**Table MCFE34\_8:** Now on another topic...Do you currently have an account on the following social media platforms?  
TikTok

Demographic	Yes		No		Total N
Asian Adults	22%	(215)	78%	(785)	1000
All Christian	16%	(52)	84%	(265)	317
All Non-Christian	29%	(69)	71%	(169)	239
Atheist	17%	(11)	83%	(55)	67
Agnostic/Nothing in particular	18%	(53)	82%	(234)	288
Something Else	33%	(30)	67%	(60)	90
Religious Non-Protestant/Catholic	28%	(69)	72%	(174)	244
Evangelical	16%	(24)	84%	(124)	148
Non-Evangelical	22%	(55)	78%	(197)	252
Community: Urban	21%	(69)	79%	(261)	329
Community: Suburban	21%	(122)	79%	(470)	591
Community: Rural	32%	(25)	68%	(54)	79
Employ: Private Sector	19%	(73)	81%	(306)	380
Employ: Government	18%	(10)	82%	(47)	57
Employ: Self-Employed	27%	(21)	73%	(58)	80
Employ: Homemaker	22%	(18)	78%	(62)	80
Employ: Student	53%	(50)	47%	(43)	93
Employ: Retired	5%	(7)	95%	(152)	159
Employ: Unemployed	24%	(31)	76%	(100)	131
Military HH: Yes	20%	(14)	80%	(54)	68
Military HH: No	22%	(201)	78%	(730)	932
RD/WT: Right Direction	22%	(47)	78%	(171)	218
RD/WT: Wrong Track	22%	(168)	78%	(614)	782
Trump Job Approve	18%	(43)	82%	(198)	241
Trump Job Disapprove	22%	(156)	78%	(549)	705
Trump Job Strongly Approve	24%	(27)	76%	(84)	112
Trump Job Somewhat Approve	12%	(16)	88%	(114)	130
Trump Job Somewhat Disapprove	16%	(32)	84%	(164)	196
Trump Job Strongly Disapprove	24%	(124)	76%	(385)	509
Favorable of Trump	18%	(46)	82%	(210)	256
Unfavorable of Trump	22%	(152)	78%	(535)	687

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**Table MCFE34\_8:** Now on another topic...Do you currently have an account on the following social media platforms?  
TikTok

Demographic	Yes		No		Total N
Asian Adults	22%	(215)	78%	(785)	1000
Very Favorable of Trump	21%	(24)	79%	(90)	113
Somewhat Favorable of Trump	16%	(22)	84%	(120)	142
Somewhat Unfavorable of Trump	12%	(17)	88%	(129)	146
Very Unfavorable of Trump	25%	(135)	75%	(406)	540
#1 Issue: Economy	20%	(80)	80%	(323)	404
#1 Issue: Security	29%	(19)	71%	(47)	66
#1 Issue: Health Care	21%	(56)	79%	(208)	264
#1 Issue: Medicare / Social Security	8%	(6)	92%	(73)	80
#1 Issue: Women's Issues	48%	(24)	52%	(26)	51
#1 Issue: Other	15%	(10)	85%	(53)	63
2018 House Vote: Democrat	17%	(56)	83%	(277)	333
2018 House Vote: Republican	11%	(16)	89%	(136)	152
2016 Vote: Hillary Clinton	16%	(55)	84%	(281)	337
2016 Vote: Donald Trump	12%	(21)	88%	(155)	176
2016 Vote: Didn't Vote	30%	(135)	70%	(320)	454
Voted in 2014: Yes	13%	(56)	87%	(359)	415
Voted in 2014: No	27%	(160)	73%	(426)	585
2012 Vote: Barack Obama	14%	(48)	86%	(287)	335
2012 Vote: Mitt Romney	8%	(10)	92%	(108)	118
2012 Vote: Didn't Vote	30%	(156)	70%	(369)	525
4-Region: Northeast	23%	(46)	77%	(152)	199
4-Region: Midwest	29%	(37)	71%	(91)	128
4-Region: South	23%	(52)	77%	(176)	229
4-Region: West	18%	(80)	82%	(365)	445
Chinese	18%	(61)	82%	(280)	341
Filipino	27%	(38)	73%	(100)	138
Indian	27%	(28)	73%	(76)	104
Vietnamese	26%	(20)	74%	(55)	75
Korean	27%	(24)	73%	(67)	92
Japanese	12%	(17)	88%	(118)	135
Other Asian	25%	(28)	75%	(84)	112

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**Table MCFE34\_8:** Now on another topic...Do you currently have an account on the following social media platforms?  
TikTok

Demographic	Yes		No		Total N
Asian Adults	22%	(215)	78%	(785)	1000
Speaks only English at home	18%	(101)	82%	(457)	558
Speaks mostly English at home	27%	(67)	73%	(186)	253
Speaks both English and other language at home	27%	(27)	73%	(71)	98
Speaks mostly other language at home	26%	(20)	74%	(57)	77
Trump supporter	16%	(36)	84%	(194)	229
Biden supporter	24%	(144)	76%	(452)	595
Sports fans	21%	(146)	79%	(533)	679
Avid sports fans	31%	(58)	69%	(132)	190
Sports fans, Age: 18-34	40%	(75)	60%	(112)	187
Sports fans, Age: 35-44	28%	(42)	72%	(108)	150
Sports fans, Age: 45-64	11%	(26)	89%	(210)	236
Sports fans, Age: 65+	3%	(3)	97%	(104)	107
Movie studios should diversify teams	23%	(165)	77%	(548)	713
Movie studios should diversify stories	25%	(156)	75%	(478)	635
Concerned about Covid	21%	(190)	79%	(723)	913
No experience with Covid	21%	(107)	79%	(411)	518
Health care major factor for election	23%	(165)	77%	(543)	708
Social media users	23%	(215)	77%	(736)	951
WhatsApp users	29%	(101)	71%	(251)	352
WeChat users	33%	(57)	67%	(115)	173
Social media news source at least once a week	28%	(181)	72%	(476)	657

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

**Table MCFE34\_9:** Now on another topic...Do you currently have an account on the following social media platforms?

WhatsApp

Demographic	Yes		No		Total N
Asian Adults	35%	(352)	65%	(648)	1000
Gender: Male	35%	(163)	65%	(307)	470
Gender: Female	36%	(189)	64%	(341)	530
Age: 18-34	38%	(122)	62%	(198)	320
Age: 35-44	45%	(84)	55%	(102)	186
Age: 45-64	33%	(110)	67%	(225)	335
Age: 65+	23%	(36)	77%	(122)	158
GenZers: 1997-2012	35%	(50)	65%	(92)	142
Millennials: 1981-1996	43%	(122)	57%	(164)	286
GenXers: 1965-1980	37%	(107)	63%	(183)	289
Baby Boomers: 1946-1964	27%	(70)	73%	(185)	255
PID: Dem (no lean)	38%	(154)	62%	(248)	402
PID: Ind (no lean)	35%	(130)	65%	(239)	368
PID: Rep (no lean)	30%	(69)	70%	(161)	230
PID/Gender: Dem Men	34%	(56)	66%	(110)	167
PID/Gender: Dem Women	41%	(97)	59%	(138)	235
PID/Gender: Ind Men	37%	(65)	63%	(111)	176
PID/Gender: Ind Women	34%	(65)	66%	(128)	193
PID/Gender: Rep Men	32%	(41)	68%	(86)	128
PID/Gender: Rep Women	27%	(27)	73%	(75)	102
Ideo: Liberal (1-3)	41%	(125)	59%	(180)	304
Ideo: Moderate (4)	37%	(137)	63%	(235)	372
Ideo: Conservative (5-7)	31%	(74)	69%	(167)	241
Educ: < College	25%	(103)	75%	(317)	420
Educ: Bachelors degree	37%	(122)	63%	(208)	330
Educ: Post-grad	51%	(127)	49%	(123)	250
Income: Under 50k	28%	(113)	72%	(299)	412
Income: 50k-100k	41%	(124)	59%	(180)	303
Income: 100k+	40%	(115)	60%	(169)	284
Ethnicity: Other	35%	(352)	65%	(648)	1000

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**Table MCFE34\_9:** Now on another topic...Do you currently have an account on the following social media platforms?  
WhatsApp

Demographic	Yes		No		Total N
Asian Adults	35%	(352)	65%	(648)	1000
All Christian	33%	(104)	67%	(213)	317
All Non-Christian	50%	(119)	50%	(120)	239
Atheist	30%	(20)	70%	(47)	67
Agnostic/Nothing in particular	30%	(87)	70%	(201)	288
Something Else	25%	(22)	75%	(68)	90
Religious Non-Protestant/Catholic	50%	(121)	50%	(123)	244
Evangelical	31%	(46)	69%	(102)	148
Non-Evangelical	30%	(76)	70%	(176)	252
Community: Urban	40%	(133)	60%	(197)	329
Community: Suburban	35%	(207)	65%	(384)	591
Community: Rural	15%	(12)	85%	(67)	79
Employ: Private Sector	45%	(169)	55%	(210)	380
Employ: Government	35%	(20)	65%	(37)	57
Employ: Self-Employed	29%	(23)	71%	(56)	80
Employ: Homemaker	36%	(29)	64%	(52)	80
Employ: Student	42%	(39)	58%	(54)	93
Employ: Retired	21%	(33)	79%	(127)	159
Employ: Unemployed	26%	(34)	74%	(98)	131
Military HH: Yes	27%	(19)	73%	(49)	68
Military HH: No	36%	(333)	64%	(599)	932
RD/WT: Right Direction	31%	(67)	69%	(151)	218
RD/WT: Wrong Track	36%	(285)	64%	(497)	782
Trump Job Approve	30%	(71)	70%	(170)	241
Trump Job Disapprove	38%	(267)	62%	(437)	705
Trump Job Strongly Approve	33%	(37)	67%	(75)	112
Trump Job Somewhat Approve	27%	(35)	73%	(95)	130
Trump Job Somewhat Disapprove	41%	(80)	59%	(115)	196
Trump Job Strongly Disapprove	37%	(187)	63%	(322)	509
Favorable of Trump	28%	(71)	72%	(184)	256
Unfavorable of Trump	38%	(262)	62%	(425)	687

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**Table MCFE34\_9:** Now on another topic...Do you currently have an account on the following social media platforms?

WhatsApp

Demographic	Yes		No		Total N
Asian Adults	35%	(352)	65%	(648)	1000
Very Favorable of Trump	32%	(36)	68%	(77)	113
Somewhat Favorable of Trump	25%	(35)	75%	(107)	142
Somewhat Unfavorable of Trump	44%	(65)	56%	(82)	146
Very Unfavorable of Trump	36%	(197)	64%	(343)	540
#1 Issue: Economy	40%	(163)	60%	(241)	404
#1 Issue: Security	40%	(26)	60%	(40)	66
#1 Issue: Health Care	35%	(93)	65%	(171)	264
#1 Issue: Medicare / Social Security	20%	(16)	80%	(64)	80
#1 Issue: Women's Issues	29%	(15)	71%	(36)	51
#1 Issue: Other	26%	(17)	74%	(46)	63
2018 House Vote: Democrat	36%	(120)	64%	(213)	333
2018 House Vote: Republican	31%	(47)	69%	(104)	152
2016 Vote: Hillary Clinton	37%	(123)	63%	(214)	337
2016 Vote: Donald Trump	28%	(50)	72%	(126)	176
2016 Vote: Didn't Vote	37%	(168)	63%	(286)	454
Voted in 2014: Yes	33%	(136)	67%	(279)	415
Voted in 2014: No	37%	(216)	63%	(369)	585
2012 Vote: Barack Obama	36%	(119)	64%	(216)	335
2012 Vote: Mitt Romney	24%	(28)	76%	(90)	118
2012 Vote: Didn't Vote	38%	(197)	62%	(327)	525
4-Region: Northeast	52%	(103)	48%	(96)	199
4-Region: Midwest	36%	(46)	64%	(82)	128
4-Region: South	35%	(81)	65%	(148)	229
4-Region: West	28%	(123)	72%	(322)	445
Chinese	38%	(128)	62%	(212)	341
Filipino	28%	(38)	72%	(100)	138
Indian	88%	(92)	12%	(12)	104
Vietnamese	21%	(16)	79%	(59)	75
Korean	14%	(13)	86%	(79)	92
Japanese	10%	(13)	90%	(121)	135
Other Asian	44%	(49)	56%	(63)	112

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**Table MCFE34\_9:** Now on another topic...Do you currently have an account on the following social media platforms?

WhatsApp

Demographic	Yes		No		Total N
Asian Adults	35%	(352)	65%	(648)	1000
Speaks only English at home	28%	(156)	72%	(402)	558
Speaks mostly English at home	44%	(112)	56%	(141)	253
Speaks both English and other language at home	56%	(55)	44%	(43)	98
Speaks mostly other language at home	32%	(24)	68%	(53)	77
Trump supporter	30%	(68)	70%	(161)	229
Biden supporter	37%	(223)	63%	(373)	595
Sports fans	38%	(258)	62%	(421)	679
Avid sports fans	43%	(81)	57%	(108)	190
Sports fans, Age: 18-34	46%	(86)	54%	(101)	187
Sports fans, Age: 35-44	44%	(66)	56%	(83)	150
Sports fans, Age: 45-64	33%	(78)	67%	(158)	236
Sports fans, Age: 65+	26%	(28)	74%	(79)	107
Movie studios should diversify teams	40%	(287)	60%	(427)	713
Movie studios should diversify stories	40%	(253)	60%	(382)	635
Concerned about Covid	36%	(329)	64%	(584)	913
No experience with Covid	30%	(157)	70%	(361)	518
Health care major factor for election	37%	(259)	63%	(449)	708
Social media users	37%	(352)	63%	(599)	951
WhatsApp users	100%	(352)	—	(0)	352
WeChat users	61%	(106)	39%	(67)	173
Social media news source at least once a week	42%	(275)	58%	(382)	657

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

**Table MCFE34\_10:** Now on another topic...Do you currently have an account on the following social media platforms?  
Pinterest

Demographic	Yes		No		Total N
Asian Adults	33%	(330)	67%	(670)	1000
Gender: Male	18%	(85)	82%	(385)	470
Gender: Female	46%	(245)	54%	(285)	530
Age: 18-34	41%	(132)	59%	(188)	320
Age: 35-44	38%	(70)	62%	(116)	186
Age: 45-64	27%	(92)	73%	(243)	335
Age: 65+	22%	(36)	78%	(123)	158
GenZers: 1997-2012	48%	(69)	52%	(73)	142
Millennials: 1981-1996	36%	(104)	64%	(182)	286
GenXers: 1965-1980	33%	(96)	67%	(193)	289
Baby Boomers: 1946-1964	22%	(57)	78%	(198)	255
PID: Dem (no lean)	37%	(149)	63%	(253)	402
PID: Ind (no lean)	28%	(102)	72%	(266)	368
PID: Rep (no lean)	34%	(78)	66%	(152)	230
PID/Gender: Dem Men	19%	(32)	81%	(135)	167
PID/Gender: Dem Women	50%	(118)	50%	(118)	235
PID/Gender: Ind Men	17%	(31)	83%	(145)	176
PID/Gender: Ind Women	37%	(72)	63%	(121)	193
PID/Gender: Rep Men	18%	(23)	82%	(105)	128
PID/Gender: Rep Women	55%	(56)	45%	(46)	102
Ideo: Liberal (1-3)	41%	(125)	59%	(180)	304
Ideo: Moderate (4)	29%	(107)	71%	(265)	372
Ideo: Conservative (5-7)	31%	(75)	69%	(167)	241
Educ: < College	32%	(134)	68%	(286)	420
Educ: Bachelors degree	38%	(125)	62%	(205)	330
Educ: Post-grad	28%	(71)	72%	(179)	250
Income: Under 50k	31%	(126)	69%	(286)	412
Income: 50k-100k	38%	(114)	62%	(189)	303
Income: 100k+	31%	(89)	69%	(195)	284
Ethnicity: Other	33%	(330)	67%	(670)	1000

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**Table MCFE34\_10:** Now on another topic...Do you currently have an account on the following social media platforms?

Pinterest

Demographic	Yes		No		Total N
Asian Adults	33%	(330)	67%	(670)	1000
All Christian	35%	(110)	65%	(207)	317
All Non-Christian	38%	(90)	62%	(148)	239
Atheist	32%	(21)	68%	(45)	67
Agnostic/Nothing in particular	28%	(81)	72%	(207)	288
Something Else	31%	(28)	69%	(62)	90
Religious Non-Protestant/Catholic	39%	(94)	61%	(150)	244
Evangelical	33%	(49)	67%	(99)	148
Non-Evangelical	33%	(83)	67%	(169)	252
Community: Urban	32%	(106)	68%	(223)	329
Community: Suburban	33%	(197)	67%	(394)	591
Community: Rural	33%	(26)	67%	(53)	79
Employ: Private Sector	31%	(117)	69%	(262)	380
Employ: Government	28%	(16)	72%	(41)	57
Employ: Self-Employed	41%	(33)	59%	(47)	80
Employ: Homemaker	46%	(37)	54%	(43)	80
Employ: Student	53%	(49)	47%	(44)	93
Employ: Retired	25%	(40)	75%	(119)	159
Employ: Unemployed	26%	(34)	74%	(97)	131
Military HH: Yes	34%	(23)	66%	(45)	68
Military HH: No	33%	(306)	67%	(626)	932
RD/WT: Right Direction	28%	(61)	72%	(157)	218
RD/WT: Wrong Track	34%	(269)	66%	(513)	782
Trump Job Approve	33%	(80)	67%	(161)	241
Trump Job Disapprove	34%	(240)	66%	(465)	705
Trump Job Strongly Approve	33%	(36)	67%	(75)	112
Trump Job Somewhat Approve	34%	(44)	66%	(86)	130
Trump Job Somewhat Disapprove	35%	(69)	65%	(127)	196
Trump Job Strongly Disapprove	34%	(171)	66%	(338)	509
Favorable of Trump	31%	(79)	69%	(177)	256
Unfavorable of Trump	35%	(241)	65%	(446)	687

Continued on next page

**Table MCFE34\_10:** Now on another topic...Do you currently have an account on the following social media platforms?  
Pinterest

Demographic	Yes		No		Total N
Asian Adults	33%	(330)	67%	(670)	1000
Very Favorable of Trump	26%	(30)	74%	(83)	113
Somewhat Favorable of Trump	34%	(49)	66%	(94)	142
Somewhat Unfavorable of Trump	34%	(50)	66%	(96)	146
Very Unfavorable of Trump	35%	(191)	65%	(350)	540
#1 Issue: Economy	33%	(132)	67%	(272)	404
#1 Issue: Security	34%	(23)	66%	(44)	66
#1 Issue: Health Care	36%	(94)	64%	(170)	264
#1 Issue: Medicare / Social Security	12%	(9)	88%	(71)	80
#1 Issue: Women's Issues	64%	(32)	36%	(19)	51
#1 Issue: Other	26%	(16)	74%	(47)	63
2018 House Vote: Democrat	31%	(105)	69%	(228)	333
2018 House Vote: Republican	39%	(59)	61%	(93)	152
2016 Vote: Hillary Clinton	32%	(107)	68%	(230)	337
2016 Vote: Donald Trump	37%	(65)	63%	(111)	176
2016 Vote: Didn't Vote	33%	(148)	67%	(306)	454
Voted in 2014: Yes	33%	(138)	67%	(277)	415
Voted in 2014: No	33%	(192)	67%	(394)	585
2012 Vote: Barack Obama	31%	(106)	69%	(230)	335
2012 Vote: Mitt Romney	35%	(42)	65%	(76)	118
2012 Vote: Didn't Vote	34%	(178)	66%	(347)	525
4-Region: Northeast	36%	(71)	64%	(128)	199
4-Region: Midwest	34%	(44)	66%	(84)	128
4-Region: South	35%	(80)	65%	(149)	229
4-Region: West	30%	(135)	70%	(310)	445
Chinese	25%	(86)	75%	(255)	341
Filipino	46%	(63)	54%	(75)	138
Indian	44%	(46)	56%	(58)	104
Vietnamese	36%	(27)	64%	(48)	75
Korean	34%	(31)	66%	(60)	92
Japanese	27%	(36)	73%	(98)	135
Other Asian	34%	(38)	66%	(74)	112

Continued on next page

**Table MCFE34\_10:** Now on another topic...Do you currently have an account on the following social media platforms?

Pinterest

Demographic	Yes		No		Total N
Asian Adults	33%	(330)	67%	(670)	1000
Speaks only English at home	30%	(166)	70%	(392)	558
Speaks mostly English at home	38%	(96)	62%	(156)	253
Speaks both English and other language at home	45%	(44)	55%	(54)	98
Speaks mostly other language at home	30%	(23)	70%	(54)	77
Trump supporter	32%	(73)	68%	(156)	229
Biden supporter	34%	(204)	66%	(391)	595
Sports fans	34%	(228)	66%	(451)	679
Avid sports fans	29%	(56)	71%	(134)	190
Sports fans, Age: 18-34	42%	(79)	58%	(108)	187
Sports fans, Age: 35-44	37%	(56)	63%	(94)	150
Sports fans, Age: 45-64	28%	(66)	72%	(170)	236
Sports fans, Age: 65+	25%	(27)	75%	(80)	107
Movie studios should diversify teams	38%	(274)	62%	(439)	713
Movie studios should diversify stories	40%	(253)	60%	(381)	635
Concerned about Covid	33%	(305)	67%	(609)	913
No experience with Covid	28%	(147)	72%	(371)	518
Health care major factor for election	35%	(249)	65%	(459)	708
Social media users	35%	(330)	65%	(621)	951
WhatsApp users	46%	(162)	54%	(190)	352
WeChat users	37%	(63)	63%	(109)	173
Social media news source at least once a week	40%	(263)	60%	(394)	657

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

**Table MCFE34\_11:** *Now on another topic...Do you currently have an account on the following social media platforms?*  
Kakao

Demographic	Yes		No		Total N
Asian Adults	7%	(68)	93%	(932)	1000
Gender: Male	5%	(22)	95%	(448)	470
Gender: Female	9%	(47)	91%	(483)	530
Age: 18-34	9%	(29)	91%	(291)	320
Age: 35-44	9%	(16)	91%	(170)	186
Age: 45-64	6%	(22)	94%	(314)	335
Age: 65+	1%	(2)	99%	(156)	158
GenZers: 1997-2012	11%	(15)	89%	(127)	142
Millennials: 1981-1996	9%	(24)	91%	(261)	286
GenXers: 1965-1980	7%	(20)	93%	(269)	289
Baby Boomers: 1946-1964	4%	(9)	96%	(246)	255
PID: Dem (no lean)	11%	(42)	89%	(360)	402
PID: Ind (no lean)	4%	(15)	96%	(353)	368
PID: Rep (no lean)	5%	(11)	95%	(219)	230
PID/Gender: Dem Men	8%	(13)	92%	(154)	167
PID/Gender: Dem Women	13%	(30)	87%	(206)	235
PID/Gender: Ind Men	2%	(3)	98%	(172)	176
PID/Gender: Ind Women	6%	(12)	94%	(181)	193
PID/Gender: Rep Men	4%	(5)	96%	(122)	128
PID/Gender: Rep Women	5%	(5)	95%	(97)	102
Ideo: Liberal (1-3)	9%	(28)	91%	(276)	304
Ideo: Moderate (4)	6%	(22)	94%	(350)	372
Ideo: Conservative (5-7)	5%	(12)	95%	(230)	241
Educ: < College	7%	(29)	93%	(391)	420
Educ: Bachelors degree	6%	(20)	94%	(310)	330
Educ: Post-grad	8%	(20)	92%	(230)	250
Income: Under 50k	6%	(24)	94%	(388)	412
Income: 50k-100k	8%	(24)	92%	(279)	303
Income: 100k+	7%	(20)	93%	(264)	284
Ethnicity: Other	7%	(68)	93%	(932)	1000

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**Table MCFE34\_11:** Now on another topic...Do you currently have an account on the following social media platforms?

Kakao

Demographic	Yes		No		Total N
Asian Adults	7%	(68)	93%	(932)	1000
All Christian	8%	(24)	92%	(293)	317
All Non-Christian	5%	(12)	95%	(226)	239
Atheist	15%	(10)	85%	(56)	67
Agnostic/Nothing in particular	7%	(20)	93%	(268)	288
Something Else	2%	(2)	98%	(88)	90
Religious Non-Protestant/Catholic	5%	(13)	95%	(231)	244
Evangelical	8%	(12)	92%	(136)	148
Non-Evangelical	5%	(12)	95%	(240)	252
Community: Urban	7%	(24)	93%	(306)	329
Community: Suburban	7%	(43)	93%	(549)	591
Community: Rural	2%	(2)	98%	(77)	79
Employ: Private Sector	8%	(32)	92%	(348)	380
Employ: Government	8%	(4)	92%	(53)	57
Employ: Self-Employed	12%	(9)	88%	(70)	80
Employ: Homemaker	6%	(5)	94%	(76)	80
Employ: Student	11%	(11)	89%	(82)	93
Employ: Retired	1%	(2)	99%	(157)	159
Employ: Unemployed	4%	(5)	96%	(126)	131
Military HH: Yes	12%	(8)	88%	(60)	68
Military HH: No	6%	(60)	94%	(872)	932
RD/WT: Right Direction	4%	(8)	96%	(210)	218
RD/WT: Wrong Track	8%	(61)	92%	(722)	782
Trump Job Approve	2%	(5)	98%	(236)	241
Trump Job Disapprove	9%	(64)	91%	(641)	705
Trump Job Strongly Approve	4%	(4)	96%	(107)	112
Trump Job Somewhat Approve	1%	(1)	99%	(129)	130
Trump Job Somewhat Disapprove	8%	(15)	92%	(181)	196
Trump Job Strongly Disapprove	10%	(49)	90%	(460)	509
Favorable of Trump	3%	(7)	97%	(249)	256
Unfavorable of Trump	9%	(60)	91%	(626)	687

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**Table MCFE34\_11:** *Now on another topic...Do you currently have an account on the following social media platforms?*  
Kakao

Demographic	Yes		No		Total N
Asian Adults	7%	(68)	93%	(932)	1000
Very Favorable of Trump	3%	(3)	97%	(110)	113
Somewhat Favorable of Trump	3%	(4)	97%	(139)	142
Somewhat Unfavorable of Trump	8%	(11)	92%	(135)	146
Very Unfavorable of Trump	9%	(49)	91%	(491)	540
#1 Issue: Economy	7%	(27)	93%	(377)	404
#1 Issue: Security	3%	(2)	97%	(64)	66
#1 Issue: Health Care	9%	(24)	91%	(239)	264
#1 Issue: Medicare / Social Security	1%	(1)	99%	(79)	80
#1 Issue: Women's Issues	12%	(6)	88%	(45)	51
#1 Issue: Other	5%	(3)	95%	(60)	63
2018 House Vote: Democrat	9%	(31)	91%	(302)	333
2018 House Vote: Republican	3%	(5)	97%	(147)	152
2016 Vote: Hillary Clinton	9%	(30)	91%	(307)	337
2016 Vote: Donald Trump	2%	(3)	98%	(173)	176
2016 Vote: Didn't Vote	7%	(31)	93%	(423)	454
Voted in 2014: Yes	7%	(29)	93%	(386)	415
Voted in 2014: No	7%	(40)	93%	(546)	585
2012 Vote: Barack Obama	7%	(22)	93%	(313)	335
2012 Vote: Mitt Romney	4%	(5)	96%	(113)	118
2012 Vote: Didn't Vote	8%	(40)	92%	(485)	525
4-Region: Northeast	11%	(21)	89%	(178)	199
4-Region: Midwest	3%	(4)	97%	(124)	128
4-Region: South	7%	(16)	93%	(212)	229
4-Region: West	6%	(27)	94%	(418)	445
Chinese	3%	(11)	97%	(330)	341
Filipino	3%	(3)	97%	(135)	138
Indian	1%	(1)	99%	(103)	104
Vietnamese	1%	(1)	99%	(75)	75
Korean	40%	(37)	60%	(55)	92
Japanese	5%	(7)	95%	(127)	135
Other Asian	7%	(8)	93%	(104)	112

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**Table MCFE34\_11:** Now on another topic...Do you currently have an account on the following social media platforms?

Kakao

Demographic	Yes		No		Total N
Asian Adults	7%	(68)	93%	(932)	1000
Speaks only English at home	5%	(28)	95%	(530)	558
Speaks mostly English at home	6%	(16)	94%	(237)	253
Speaks both English and other language at home	12%	(12)	88%	(86)	98
Speaks mostly other language at home	16%	(12)	84%	(64)	77
Trump supporter	3%	(6)	97%	(224)	229
Biden supporter	9%	(51)	91%	(544)	595
Sports fans	7%	(48)	93%	(631)	679
Avid sports fans	8%	(16)	92%	(174)	190
Sports fans, Age: 18-34	8%	(15)	92%	(171)	187
Sports fans, Age: 35-44	10%	(14)	90%	(136)	150
Sports fans, Age: 45-64	8%	(18)	92%	(218)	236
Sports fans, Age: 65+	—	(0)	100%	(107)	107
Movie studios should diversify teams	8%	(60)	92%	(653)	713
Movie studios should diversify stories	9%	(59)	91%	(575)	635
Concerned about Covid	7%	(63)	93%	(850)	913
No experience with Covid	6%	(29)	94%	(489)	518
Health care major factor for election	8%	(59)	92%	(649)	708
Social media users	7%	(68)	93%	(883)	951
WhatsApp users	7%	(26)	93%	(326)	352
WeChat users	10%	(18)	90%	(155)	173
Social media news source at least once a week	9%	(56)	91%	(601)	657

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

**Table MCFE34\_12:** Now on another topic...Do you currently have an account on the following social media platforms?

Line

Demographic	Yes		No		Total N
Asian Adults	12%	(120)	88%	(880)	1000
Gender: Male	11%	(51)	89%	(419)	470
Gender: Female	13%	(69)	87%	(461)	530
Age: 18-34	10%	(32)	90%	(288)	320
Age: 35-44	15%	(27)	85%	(159)	186
Age: 45-64	11%	(36)	89%	(300)	335
Age: 65+	16%	(25)	84%	(133)	158
GenZers: 1997-2012	9%	(13)	91%	(128)	142
Millennials: 1981-1996	12%	(35)	88%	(251)	286
GenXers: 1965-1980	13%	(38)	87%	(252)	289
Baby Boomers: 1946-1964	10%	(27)	90%	(228)	255
PID: Dem (no lean)	13%	(51)	87%	(351)	402
PID: Ind (no lean)	13%	(49)	87%	(319)	368
PID: Rep (no lean)	9%	(20)	91%	(210)	230
PID/Gender: Dem Men	10%	(16)	90%	(150)	167
PID/Gender: Dem Women	15%	(35)	85%	(201)	235
PID/Gender: Ind Men	15%	(26)	85%	(150)	176
PID/Gender: Ind Women	12%	(23)	88%	(169)	193
PID/Gender: Rep Men	7%	(9)	93%	(119)	128
PID/Gender: Rep Women	11%	(11)	89%	(91)	102
Ideo: Liberal (1-3)	12%	(38)	88%	(266)	304
Ideo: Moderate (4)	14%	(53)	86%	(319)	372
Ideo: Conservative (5-7)	11%	(27)	89%	(215)	241
Educ: < College	9%	(37)	91%	(383)	420
Educ: Bachelors degree	11%	(37)	89%	(293)	330
Educ: Post-grad	18%	(46)	82%	(204)	250
Income: Under 50k	9%	(38)	91%	(375)	412
Income: 50k-100k	13%	(38)	87%	(265)	303
Income: 100k+	15%	(44)	85%	(240)	284
Ethnicity: Other	12%	(120)	88%	(880)	1000

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**Table MCFE34\_12:** Now on another topic...Do you currently have an account on the following social media platforms?

Line

Demographic	Yes		No		Total N
Asian Adults	12%	(120)	88%	(880)	1000
All Christian	11%	(35)	89%	(282)	317
All Non-Christian	13%	(30)	87%	(208)	239
Atheist	16%	(10)	84%	(56)	67
Agnostic/Nothing in particular	13%	(36)	87%	(251)	288
Something Else	9%	(8)	91%	(82)	90
Religious Non-Protestant/Catholic	13%	(33)	87%	(211)	244
Evangelical	11%	(17)	89%	(131)	148
Non-Evangelical	9%	(23)	91%	(230)	252
Community: Urban	13%	(44)	87%	(285)	329
Community: Suburban	12%	(68)	88%	(523)	591
Community: Rural	9%	(7)	91%	(72)	79
Employ: Private Sector	13%	(51)	87%	(329)	380
Employ: Government	13%	(7)	87%	(50)	57
Employ: Self-Employed	10%	(8)	90%	(71)	80
Employ: Homemaker	11%	(9)	89%	(71)	80
Employ: Student	11%	(11)	89%	(82)	93
Employ: Retired	13%	(21)	87%	(139)	159
Employ: Unemployed	9%	(12)	91%	(119)	131
Military HH: Yes	20%	(13)	80%	(55)	68
Military HH: No	11%	(106)	89%	(825)	932
RD/WT: Right Direction	8%	(17)	92%	(201)	218
RD/WT: Wrong Track	13%	(103)	87%	(679)	782
Trump Job Approve	9%	(21)	91%	(221)	241
Trump Job Disapprove	14%	(98)	86%	(607)	705
Trump Job Strongly Approve	5%	(6)	95%	(106)	112
Trump Job Somewhat Approve	11%	(15)	89%	(115)	130
Trump Job Somewhat Disapprove	15%	(28)	85%	(167)	196
Trump Job Strongly Disapprove	14%	(69)	86%	(440)	509
Favorable of Trump	11%	(27)	89%	(228)	256
Unfavorable of Trump	13%	(89)	87%	(597)	687

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**Table MCFE34\_12:** Now on another topic...Do you currently have an account on the following social media platforms?

Line	Demographic	Yes		No		Total N
	Asian Adults	12%	(120)	88%	(880)	1000
	Very Favorable of Trump	3%	(4)	97%	(109)	113
	Somewhat Favorable of Trump	17%	(24)	83%	(119)	142
	Somewhat Unfavorable of Trump	17%	(25)	83%	(122)	146
	Very Unfavorable of Trump	12%	(65)	88%	(476)	540
	#1 Issue: Economy	11%	(44)	89%	(359)	404
	#1 Issue: Security	20%	(14)	80%	(53)	66
	#1 Issue: Health Care	12%	(32)	88%	(232)	264
	#1 Issue: Medicare / Social Security	9%	(7)	91%	(73)	80
	#1 Issue: Women's Issues	11%	(6)	89%	(45)	51
	#1 Issue: Other	7%	(4)	93%	(59)	63
	2018 House Vote: Democrat	13%	(44)	87%	(289)	333
	2018 House Vote: Republican	13%	(19)	87%	(133)	152
	2016 Vote: Hillary Clinton	12%	(42)	88%	(295)	337
	2016 Vote: Donald Trump	14%	(25)	86%	(150)	176
	2016 Vote: Didn't Vote	10%	(47)	90%	(407)	454
	Voted in 2014: Yes	13%	(56)	87%	(359)	415
	Voted in 2014: No	11%	(64)	89%	(521)	585
	2012 Vote: Barack Obama	12%	(41)	88%	(295)	335
	2012 Vote: Mitt Romney	17%	(20)	83%	(98)	118
	2012 Vote: Didn't Vote	11%	(55)	89%	(469)	525
	4-Region: Northeast	12%	(25)	88%	(174)	199
	4-Region: Midwest	6%	(8)	94%	(120)	128
	4-Region: South	10%	(22)	90%	(206)	229
	4-Region: West	15%	(65)	85%	(380)	445
	Chinese	18%	(60)	82%	(280)	341
	Filipino	8%	(11)	92%	(127)	138
	Indian	1%	(1)	99%	(103)	104
	Vietnamese	—	(0)	100%	(75)	75
	Korean	8%	(8)	92%	(84)	92
	Japanese	16%	(21)	84%	(113)	135
	Other Asian	15%	(17)	85%	(95)	112

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**Table MCFE34\_12:** Now on another topic...Do you currently have an account on the following social media platforms?

Line

Demographic	Yes		No		Total N
Asian Adults	12%	(120)	88%	(880)	1000
Speaks only English at home	8%	(46)	92%	(512)	558
Speaks mostly English at home	13%	(32)	87%	(220)	253
Speaks both English and other language at home	18%	(17)	82%	(81)	98
Speaks mostly other language at home	24%	(19)	76%	(58)	77
Trump supporter	12%	(26)	88%	(203)	229
Biden supporter	12%	(70)	88%	(525)	595
Sports fans	12%	(84)	88%	(595)	679
Avid sports fans	12%	(23)	88%	(166)	190
Sports fans, Age: 18-34	12%	(22)	88%	(164)	187
Sports fans, Age: 35-44	15%	(23)	85%	(127)	150
Sports fans, Age: 45-64	9%	(21)	91%	(215)	236
Sports fans, Age: 65+	17%	(18)	83%	(89)	107
Movie studios should diversify teams	13%	(90)	87%	(623)	713
Movie studios should diversify stories	13%	(80)	87%	(554)	635
Concerned about Covid	12%	(112)	88%	(802)	913
No experience with Covid	11%	(59)	89%	(459)	518
Health care major factor for election	12%	(88)	88%	(620)	708
Social media users	13%	(120)	87%	(831)	951
WhatsApp users	15%	(53)	85%	(299)	352
WeChat users	28%	(48)	72%	(125)	173
Social media news source at least once a week	13%	(88)	87%	(569)	657

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

**Table MCFE34\_13:** *Now on another topic...Do you currently have an account on the following social media platforms?*  
WeChat

Demographic	Yes		No		Total N
Asian Adults	17%	(173)	83%	(827)	1000
Gender: Male	16%	(74)	84%	(396)	470
Gender: Female	19%	(99)	81%	(431)	530
Age: 18-34	19%	(61)	81%	(259)	320
Age: 35-44	18%	(34)	82%	(153)	186
Age: 45-64	16%	(54)	84%	(281)	335
Age: 65+	15%	(24)	85%	(135)	158
GenZers: 1997-2012	17%	(23)	83%	(118)	142
Millennials: 1981-1996	20%	(57)	80%	(229)	286
GenXers: 1965-1980	16%	(47)	84%	(242)	289
Baby Boomers: 1946-1964	18%	(45)	82%	(209)	255
PID: Dem (no lean)	17%	(70)	83%	(332)	402
PID: Ind (no lean)	20%	(73)	80%	(295)	368
PID: Rep (no lean)	13%	(30)	87%	(200)	230
PID/Gender: Dem Men	14%	(24)	86%	(143)	167
PID/Gender: Dem Women	20%	(47)	80%	(189)	235
PID/Gender: Ind Men	16%	(29)	84%	(147)	176
PID/Gender: Ind Women	23%	(44)	77%	(149)	193
PID/Gender: Rep Men	17%	(21)	83%	(106)	128
PID/Gender: Rep Women	8%	(8)	92%	(94)	102
Ideo: Liberal (1-3)	20%	(60)	80%	(244)	304
Ideo: Moderate (4)	18%	(66)	82%	(306)	372
Ideo: Conservative (5-7)	14%	(33)	86%	(209)	241
Educ: < College	16%	(65)	84%	(355)	420
Educ: Bachelors degree	17%	(56)	83%	(274)	330
Educ: Post-grad	21%	(51)	79%	(199)	250
Income: Under 50k	16%	(67)	84%	(346)	412
Income: 50k-100k	17%	(53)	83%	(251)	303
Income: 100k+	19%	(53)	81%	(231)	284
Ethnicity: Other	17%	(173)	83%	(827)	1000

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**Table MCFE34\_13:** Now on another topic...Do you currently have an account on the following social media platforms?

WeChat

Demographic	Yes		No		Total N
Asian Adults	17%	(173)	83%	(827)	1000
All Christian	14%	(45)	86%	(272)	317
All Non-Christian	19%	(45)	81%	(194)	239
Atheist	26%	(17)	74%	(49)	67
Agnostic/Nothing in particular	19%	(55)	81%	(233)	288
Something Else	12%	(11)	88%	(79)	90
Religious Non-Protestant/Catholic	19%	(46)	81%	(198)	244
Evangelical	17%	(25)	83%	(123)	148
Non-Evangelical	11%	(28)	89%	(224)	252
Community: Urban	23%	(75)	77%	(254)	329
Community: Suburban	15%	(92)	85%	(500)	591
Community: Rural	7%	(6)	93%	(73)	79
Employ: Private Sector	25%	(94)	75%	(286)	380
Employ: Government	19%	(11)	81%	(46)	57
Employ: Self-Employed	12%	(10)	88%	(70)	80
Employ: Homemaker	7%	(5)	93%	(75)	80
Employ: Student	18%	(16)	82%	(77)	93
Employ: Retired	13%	(20)	87%	(139)	159
Employ: Unemployed	11%	(14)	89%	(117)	131
Military HH: Yes	10%	(7)	90%	(61)	68
Military HH: No	18%	(166)	82%	(766)	932
RD/WT: Right Direction	12%	(26)	88%	(191)	218
RD/WT: Wrong Track	19%	(146)	81%	(636)	782
Trump Job Approve	13%	(32)	87%	(209)	241
Trump Job Disapprove	19%	(132)	81%	(572)	705
Trump Job Strongly Approve	13%	(15)	87%	(97)	112
Trump Job Somewhat Approve	13%	(17)	87%	(113)	130
Trump Job Somewhat Disapprove	19%	(37)	81%	(158)	196
Trump Job Strongly Disapprove	19%	(95)	81%	(414)	509
Favorable of Trump	13%	(34)	87%	(222)	256
Unfavorable of Trump	18%	(124)	82%	(563)	687

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**Table MCFE34\_13:** Now on another topic...Do you currently have an account on the following social media platforms?  
WeChat

Demographic	Yes		No		Total N
Asian Adults	17%	(173)	83%	(827)	1000
Very Favorable of Trump	14%	(16)	86%	(98)	113
Somewhat Favorable of Trump	13%	(19)	87%	(124)	142
Somewhat Unfavorable of Trump	23%	(33)	77%	(113)	146
Very Unfavorable of Trump	17%	(91)	83%	(450)	540
#1 Issue: Economy	18%	(71)	82%	(332)	404
#1 Issue: Security	17%	(11)	83%	(55)	66
#1 Issue: Health Care	20%	(52)	80%	(212)	264
#1 Issue: Medicare / Social Security	12%	(10)	88%	(70)	80
#1 Issue: Women's Issues	15%	(8)	85%	(43)	51
#1 Issue: Other	12%	(8)	88%	(55)	63
2018 House Vote: Democrat	18%	(61)	82%	(272)	333
2018 House Vote: Republican	14%	(21)	86%	(131)	152
2016 Vote: Hillary Clinton	19%	(65)	81%	(271)	337
2016 Vote: Donald Trump	15%	(27)	85%	(149)	176
2016 Vote: Didn't Vote	17%	(76)	83%	(378)	454
Voted in 2014: Yes	17%	(71)	83%	(343)	415
Voted in 2014: No	17%	(102)	83%	(484)	585
2012 Vote: Barack Obama	17%	(58)	83%	(277)	335
2012 Vote: Mitt Romney	16%	(19)	84%	(99)	118
2012 Vote: Didn't Vote	18%	(93)	82%	(432)	525
4-Region: Northeast	26%	(51)	74%	(147)	199
4-Region: Midwest	16%	(20)	84%	(108)	128
4-Region: South	9%	(21)	91%	(207)	229
4-Region: West	18%	(80)	82%	(365)	445
Chinese	38%	(128)	62%	(213)	341
Filipino	4%	(6)	96%	(132)	138
Indian	4%	(4)	96%	(100)	104
Vietnamese	7%	(5)	93%	(70)	75
Korean	5%	(4)	95%	(87)	92
Japanese	6%	(8)	94%	(127)	135
Other Asian	15%	(17)	85%	(95)	112

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**Table MCFE34\_13:** Now on another topic...Do you currently have an account on the following social media platforms?

WeChat

Demographic	Yes		No		Total N
Asian Adults	17%	(173)	83%	(827)	1000
Speaks only English at home	11%	(64)	89%	(494)	558
Speaks mostly English at home	18%	(45)	82%	(207)	253
Speaks both English and other language at home	29%	(28)	71%	(70)	98
Speaks mostly other language at home	42%	(32)	58%	(45)	77
Trump supporter	13%	(30)	87%	(199)	229
Biden supporter	20%	(117)	80%	(478)	595
Sports fans	18%	(122)	82%	(557)	679
Avid sports fans	17%	(32)	83%	(157)	190
Sports fans, Age: 18-34	24%	(46)	76%	(141)	187
Sports fans, Age: 35-44	20%	(29)	80%	(120)	150
Sports fans, Age: 45-64	14%	(32)	86%	(204)	236
Sports fans, Age: 65+	14%	(15)	86%	(92)	107
Movie studios should diversify teams	18%	(125)	82%	(588)	713
Movie studios should diversify stories	16%	(102)	84%	(532)	635
Concerned about Covid	18%	(162)	82%	(751)	913
No experience with Covid	18%	(94)	82%	(425)	518
Health care major factor for election	18%	(127)	82%	(581)	708
Social media users	18%	(173)	82%	(778)	951
WhatsApp users	30%	(106)	70%	(246)	352
WeChat users	100%	(173)	—	(0)	173
Social media news source at least once a week	21%	(135)	79%	(521)	657

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

**Table MCFE35\_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
Asian Adults	16% (164)	12% (121)	8% (80)	8% (84)	5% (50)	17% (175)	33% (325)	1000
Gender: Male	19% (90)	15% (71)	9% (40)	9% (43)	4% (19)	17% (78)	27% (129)	470
Gender: Female	14% (74)	9% (50)	8% (41)	8% (41)	6% (31)	18% (97)	37% (197)	530
Age: 18-34	8% (26)	9% (29)	9% (30)	9% (30)	5% (17)	13% (42)	46% (146)	320
Age: 35-44	15% (29)	15% (27)	7% (13)	13% (24)	7% (14)	9% (18)	33% (62)	186
Age: 45-64	17% (56)	13% (42)	7% (24)	6% (20)	4% (13)	26% (88)	28% (92)	335
Age: 65+	33% (53)	14% (23)	8% (13)	7% (11)	4% (6)	17% (27)	16% (26)	158
GenZers: 1997-2012	5% (7)	4% (6)	11% (16)	9% (12)	8% (11)	9% (13)	54% (76)	142
Millennials: 1981-1996	12% (33)	14% (41)	9% (25)	9% (26)	4% (12)	14% (39)	38% (109)	286
GenXers: 1965-1980	17% (50)	13% (38)	5% (15)	9% (27)	5% (16)	23% (66)	27% (78)	289
Baby Boomers: 1946-1964	26% (65)	11% (29)	9% (23)	7% (18)	4% (10)	19% (49)	24% (61)	255
PID: Dem (no lean)	16% (66)	12% (50)	9% (38)	8% (32)	5% (20)	16% (65)	33% (131)	402
PID: Ind (no lean)	16% (59)	15% (54)	6% (23)	6% (22)	4% (16)	18% (67)	34% (126)	368
PID: Rep (no lean)	17% (39)	8% (18)	9% (20)	13% (29)	6% (14)	18% (42)	30% (68)	230
PID/Gender: Dem Men	20% (33)	15% (24)	8% (13)	9% (16)	3% (6)	17% (28)	28% (47)	167
PID/Gender: Dem Women	14% (33)	11% (25)	10% (25)	7% (17)	6% (14)	16% (37)	36% (84)	235
PID/Gender: Ind Men	19% (34)	22% (38)	8% (14)	5% (9)	5% (8)	15% (26)	26% (45)	176
PID/Gender: Ind Women	13% (26)	8% (16)	5% (9)	7% (13)	4% (8)	21% (41)	42% (81)	193
PID/Gender: Rep Men	18% (24)	7% (9)	10% (13)	14% (18)	4% (5)	18% (23)	29% (37)	128
PID/Gender: Rep Women	15% (15)	9% (9)	7% (7)	11% (11)	9% (9)	19% (19)	31% (32)	102
Ideo: Liberal (1-3)	15% (46)	13% (38)	11% (32)	8% (23)	4% (12)	17% (53)	33% (100)	304
Ideo: Moderate (4)	18% (67)	15% (55)	6% (24)	8% (29)	5% (20)	17% (62)	31% (116)	372
Ideo: Conservative (5-7)	19% (47)	9% (22)	8% (19)	13% (30)	5% (12)	20% (49)	26% (63)	241
Educ: < College	14% (59)	7% (29)	6% (27)	9% (38)	5% (23)	18% (77)	40% (168)	420
Educ: Bachelors degree	15% (48)	17% (56)	8% (27)	7% (25)	6% (20)	17% (55)	30% (99)	330
Educ: Post-grad	23% (57)	15% (36)	11% (27)	8% (21)	3% (7)	17% (43)	23% (58)	250
Income: Under 50k	10% (43)	7% (29)	7% (28)	7% (30)	6% (24)	19% (78)	44% (180)	412
Income: 50k-100k	17% (51)	16% (50)	8% (25)	10% (31)	4% (11)	17% (51)	28% (85)	303
Income: 100k+	25% (71)	15% (42)	10% (28)	8% (24)	5% (15)	16% (46)	21% (59)	284
Ethnicity: Other	16% (164)	12% (121)	8% (80)	8% (84)	5% (50)	17% (175)	33% (325)	1000

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**Table MCFE35\_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
Asian Adults	16% (164)	12% (121)	8% (80)	8% (84)	5% (50)	17% (175)	33% (325)	1000
All Christian	16% (52)	12% (37)	9% (29)	7% (23)	7% (22)	20% (64)	28% (89)	317
All Non-Christian	18% (42)	16% (37)	9% (21)	11% (25)	4% (9)	15% (37)	28% (68)	239
Atheist	17% (11)	11% (8)	10% (7)	9% (6)	1% (1)	10% (7)	41% (27)	67
Agnostic/Nothing in particular	17% (50)	11% (33)	6% (18)	5% (14)	4% (10)	19% (53)	38% (110)	288
Something Else	10% (9)	7% (7)	7% (6)	16% (15)	9% (8)	15% (14)	35% (32)	90
Religious Non-Protestant/Catholic	18% (43)	16% (38)	9% (23)	10% (25)	4% (9)	15% (37)	28% (69)	244
Evangelical	15% (22)	11% (16)	8% (12)	10% (15)	8% (12)	16% (23)	32% (48)	148
Non-Evangelical	15% (38)	10% (25)	8% (21)	9% (23)	7% (18)	22% (55)	29% (73)	252
Community: Urban	21% (70)	13% (43)	8% (25)	7% (23)	5% (18)	15% (49)	31% (103)	329
Community: Suburban	13% (79)	12% (72)	8% (48)	10% (56)	4% (26)	18% (104)	35% (205)	591
Community: Rural	19% (15)	9% (7)	9% (7)	6% (5)	8% (6)	28% (22)	21% (17)	79
Employ: Private Sector	17% (65)	15% (57)	10% (39)	10% (39)	5% (18)	15% (58)	27% (104)	380
Employ: Government	10% (6)	16% (9)	10% (6)	5% (3)	5% (3)	26% (15)	28% (16)	57
Employ: Self-Employed	19% (15)	13% (10)	7% (5)	8% (6)	2% (2)	16% (13)	36% (29)	80
Employ: Homemaker	15% (12)	9% (8)	6% (5)	7% (6)	9% (7)	20% (16)	34% (27)	80
Employ: Student	2% (2)	4% (3)	6% (6)	8% (7)	8% (7)	9% (9)	63% (58)	93
Employ: Retired	31% (50)	13% (21)	8% (12)	7% (12)	4% (6)	20% (32)	17% (27)	159
Employ: Unemployed	8% (10)	9% (12)	5% (6)	8% (10)	4% (5)	22% (29)	45% (58)	131
Military HH: Yes	10% (7)	23% (15)	15% (10)	11% (7)	3% (2)	11% (7)	28% (19)	68
Military HH: No	17% (157)	11% (106)	8% (70)	8% (76)	5% (48)	18% (168)	33% (306)	932
RD/WT: Right Direction	17% (36)	14% (30)	10% (21)	9% (19)	6% (14)	17% (36)	28% (61)	218
RD/WT: Wrong Track	16% (128)	12% (92)	8% (59)	8% (64)	5% (36)	18% (139)	34% (264)	782
Trump Job Approve	20% (49)	12% (29)	8% (19)	9% (23)	6% (15)	18% (43)	27% (64)	241
Trump Job Disapprove	16% (114)	13% (92)	9% (60)	8% (59)	4% (32)	17% (118)	33% (230)	705
Trump Job Strongly Approve	19% (22)	9% (11)	7% (7)	14% (15)	7% (8)	19% (21)	24% (27)	112
Trump Job Somewhat Approve	21% (27)	14% (19)	9% (11)	6% (8)	5% (7)	17% (22)	29% (37)	130
Trump Job Somewhat Disapprove	14% (27)	14% (28)	11% (21)	9% (17)	6% (11)	16% (32)	31% (60)	196
Trump Job Strongly Disapprove	17% (87)	13% (64)	8% (39)	8% (42)	4% (20)	17% (86)	33% (170)	509

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**Table MCFE35\_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
Asian Adults	16% (164)	12% (121)	8% (80)	8% (84)	5% (50)	17% (175)	33% (325)	1000
Favorable of Trump	19% (50)	13% (33)	7% (18)	9% (22)	6% (15)	18% (47)	28% (72)	256
Unfavorable of Trump	16% (113)	13% (88)	9% (60)	9% (59)	5% (32)	16% (113)	32% (222)	687
Very Favorable of Trump	22% (25)	10% (11)	6% (7)	12% (13)	6% (7)	19% (22)	25% (29)	113
Somewhat Favorable of Trump	17% (25)	15% (21)	8% (11)	6% (9)	6% (8)	18% (25)	30% (43)	142
Somewhat Unfavorable of Trump	18% (26)	10% (15)	11% (16)	12% (18)	5% (8)	15% (22)	28% (40)	146
Very Unfavorable of Trump	16% (87)	13% (73)	8% (44)	8% (41)	4% (24)	17% (91)	34% (181)	540
#1 Issue: Economy	17% (70)	13% (54)	7% (28)	10% (39)	6% (26)	19% (75)	28% (111)	404
#1 Issue: Security	6% (4)	20% (13)	10% (6)	20% (13)	5% (4)	21% (14)	17% (11)	66
#1 Issue: Health Care	16% (42)	11% (30)	9% (24)	6% (16)	3% (8)	18% (48)	37% (97)	264
#1 Issue: Medicare / Social Security	23% (19)	13% (10)	5% (4)	7% (5)	9% (7)	19% (15)	24% (19)	80
#1 Issue: Women's Issues	6% (3)	5% (3)	9% (4)	7% (4)	8% (4)	10% (5)	55% (28)	51
#1 Issue: Other	19% (12)	8% (5)	8% (5)	— (0)	1% (1)	20% (12)	44% (28)	63
2018 House Vote: Democrat	21% (69)	15% (49)	8% (28)	8% (28)	4% (13)	17% (56)	27% (89)	333
2018 House Vote: Republican	24% (36)	14% (21)	7% (10)	8% (13)	6% (10)	22% (33)	19% (29)	152
2016 Vote: Hillary Clinton	21% (70)	14% (47)	8% (29)	7% (23)	3% (11)	18% (62)	28% (95)	337
2016 Vote: Donald Trump	24% (43)	13% (23)	8% (13)	7% (12)	6% (10)	20% (35)	22% (39)	176
2016 Vote: Didn't Vote	10% (47)	10% (47)	8% (35)	10% (44)	6% (28)	15% (70)	40% (184)	454
Voted in 2014: Yes	23% (96)	15% (62)	8% (34)	7% (30)	4% (15)	20% (81)	23% (96)	415
Voted in 2014: No	12% (68)	10% (60)	8% (46)	9% (54)	6% (35)	16% (94)	39% (229)	585
2012 Vote: Barack Obama	22% (73)	17% (56)	8% (25)	6% (19)	3% (11)	18% (60)	27% (91)	335
2012 Vote: Mitt Romney	25% (30)	13% (16)	12% (14)	8% (9)	4% (5)	24% (28)	14% (17)	118
2012 Vote: Didn't Vote	11% (59)	9% (46)	7% (39)	10% (54)	6% (34)	15% (81)	40% (212)	525
4-Region: Northeast	17% (34)	11% (22)	9% (18)	11% (22)	6% (12)	15% (31)	30% (60)	199
4-Region: Midwest	13% (16)	9% (12)	10% (13)	16% (21)	6% (7)	15% (20)	30% (39)	128
4-Region: South	11% (24)	13% (29)	7% (17)	7% (16)	7% (17)	19% (43)	36% (82)	229
4-Region: West	20% (89)	13% (58)	7% (33)	6% (25)	3% (13)	18% (82)	32% (144)	445

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**Table MCFE35\_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
Asian Adults	16% (164)	12% (121)	8% (80)	8% (84)	5% (50)	17% (175)	33% (325)	1000
Chinese	17% (57)	12% (42)	8% (28)	6% (20)	5% (18)	23% (78)	29% (99)	341
Filipino	10% (14)	7% (10)	6% (8)	8% (11)	5% (7)	25% (34)	40% (55)	138
Indian	19% (20)	16% (17)	10% (10)	14% (14)	6% (7)	11% (11)	24% (25)	104
Vietnamese	19% (14)	6% (5)	6% (5)	5% (4)	3% (2)	15% (11)	45% (34)	75
Korean	12% (11)	20% (18)	6% (5)	11% (10)	7% (6)	8% (7)	37% (34)	92
Japanese	27% (37)	10% (13)	9% (11)	8% (11)	3% (3)	14% (19)	30% (40)	135
Other Asian	11% (12)	14% (16)	11% (12)	12% (14)	6% (7)	13% (14)	33% (37)	112
Speaks only English at home	17% (92)	13% (72)	9% (49)	10% (54)	5% (27)	15% (85)	32% (178)	558
Speaks mostly English at home	16% (40)	10% (25)	7% (17)	9% (23)	7% (17)	19% (48)	33% (82)	253
Speaks both English and other language at home	20% (20)	15% (15)	6% (6)	3% (3)	3% (3)	20% (19)	33% (32)	98
Speaks mostly other language at home	11% (8)	6% (4)	11% (9)	4% (3)	2% (1)	25% (20)	40% (31)	77
Trump supporter	19% (44)	12% (26)	6% (13)	10% (23)	6% (14)	18% (42)	29% (67)	229
Biden supporter	17% (101)	13% (79)	8% (47)	9% (51)	5% (31)	16% (96)	32% (190)	595
Sports fans	19% (129)	15% (103)	9% (60)	9% (63)	6% (39)	16% (107)	26% (177)	679
Avid sports fans	23% (44)	17% (31)	12% (22)	10% (19)	6% (12)	11% (21)	21% (40)	190
Sports fans, Age: 18-34	11% (21)	12% (22)	12% (22)	11% (20)	6% (12)	11% (21)	36% (68)	187
Sports fans, Age: 35-44	17% (25)	17% (26)	8% (12)	14% (20)	9% (14)	7% (10)	29% (43)	150
Sports fans, Age: 45-64	18% (43)	16% (37)	8% (18)	6% (14)	4% (10)	24% (56)	24% (56)	236
Sports fans, Age: 65+	37% (39)	17% (18)	8% (8)	8% (9)	3% (3)	18% (19)	10% (11)	107
Movie studios should diversify teams	17% (125)	14% (97)	8% (56)	9% (67)	5% (37)	17% (121)	30% (211)	713
Movie studios should diversify stories	17% (105)	13% (85)	9% (58)	9% (60)	5% (34)	17% (109)	29% (184)	635
Concerned about Covid	17% (159)	13% (115)	8% (75)	8% (70)	5% (44)	18% (164)	32% (288)	913
No experience with Covid	15% (79)	12% (61)	7% (38)	6% (32)	4% (23)	18% (94)	37% (190)	518
Health care major factor for election	17% (122)	12% (87)	8% (58)	7% (52)	6% (39)	17% (123)	32% (228)	708
Social media users	15% (143)	12% (115)	8% (77)	9% (82)	5% (49)	18% (167)	33% (318)	951
WhatsApp users	18% (64)	13% (46)	9% (30)	10% (36)	8% (27)	14% (50)	28% (97)	352
WeChat users	21% (36)	10% (17)	8% (15)	9% (15)	4% (7)	17% (30)	31% (54)	173
Social media news source at least once a week	14% (95)	14% (90)	9% (57)	9% (61)	6% (39)	16% (106)	32% (208)	657

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

**Table MCFE35\_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
Asian Adults	16% (160)	20% (204)	10% (95)	9% (90)	3% (34)	12% (118)	30% (299)	1000
Gender: Male	15% (73)	23% (108)	11% (51)	9% (41)	3% (13)	11% (50)	28% (134)	470
Gender: Female	16% (87)	18% (96)	8% (44)	9% (49)	4% (21)	13% (68)	31% (165)	530
Age: 18-34	6% (19)	19% (62)	10% (32)	9% (27)	6% (19)	12% (37)	39% (124)	320
Age: 35-44	19% (36)	18% (33)	8% (16)	12% (22)	5% (9)	13% (24)	25% (46)	186
Age: 45-64	22% (73)	23% (78)	11% (36)	8% (26)	1% (4)	11% (36)	24% (82)	335
Age: 65+	20% (32)	19% (31)	7% (12)	9% (14)	1% (2)	13% (21)	30% (47)	158
GenZers: 1997-2012	6% (9)	19% (27)	9% (13)	10% (14)	9% (13)	10% (15)	36% (51)	142
Millennials: 1981-1996	11% (32)	19% (53)	10% (27)	8% (24)	5% (13)	11% (32)	36% (103)	286
GenXers: 1965-1980	22% (63)	23% (66)	11% (32)	9% (26)	2% (6)	12% (35)	21% (62)	289
Baby Boomers: 1946-1964	21% (54)	20% (50)	8% (21)	10% (24)	1% (2)	13% (33)	28% (71)	255
PID: Dem (no lean)	15% (58)	19% (78)	8% (32)	9% (37)	5% (21)	15% (59)	29% (117)	402
PID: Ind (no lean)	14% (51)	21% (79)	12% (46)	9% (33)	3% (10)	11% (40)	30% (109)	368
PID: Rep (no lean)	22% (50)	21% (47)	8% (18)	8% (19)	1% (3)	8% (19)	32% (73)	230
PID/Gender: Dem Men	16% (27)	23% (39)	8% (14)	11% (18)	3% (5)	14% (24)	24% (40)	167
PID/Gender: Dem Women	13% (31)	17% (39)	8% (18)	8% (19)	7% (16)	15% (35)	33% (77)	235
PID/Gender: Ind Men	12% (20)	27% (48)	13% (23)	6% (11)	4% (6)	8% (13)	30% (53)	176
PID/Gender: Ind Women	16% (31)	16% (30)	12% (23)	12% (22)	2% (3)	14% (27)	29% (56)	193
PID/Gender: Rep Men	19% (25)	17% (21)	11% (15)	9% (12)	1% (2)	10% (13)	32% (41)	128
PID/Gender: Rep Women	25% (25)	26% (26)	3% (3)	8% (8)	2% (2)	7% (7)	31% (32)	102
Ideo: Liberal (1-3)	19% (58)	17% (52)	9% (28)	6% (18)	4% (13)	14% (43)	30% (93)	304
Ideo: Moderate (4)	12% (46)	22% (83)	13% (48)	11% (40)	3% (11)	11% (42)	28% (103)	372
Ideo: Conservative (5-7)	22% (53)	23% (55)	5% (13)	11% (26)	2% (5)	11% (26)	27% (64)	241
Educ: < College	15% (62)	16% (69)	8% (35)	7% (31)	4% (15)	10% (43)	39% (164)	420
Educ: Bachelors degree	16% (51)	24% (78)	11% (37)	8% (28)	3% (9)	14% (47)	24% (81)	330
Educ: Post-grad	19% (46)	23% (57)	9% (23)	13% (32)	4% (10)	11% (28)	22% (54)	250
Income: Under 50k	14% (56)	17% (70)	10% (42)	7% (29)	3% (12)	12% (49)	37% (153)	412
Income: 50k-100k	17% (52)	19% (59)	9% (28)	11% (35)	4% (11)	12% (37)	27% (81)	303
Income: 100k+	18% (51)	26% (74)	9% (25)	9% (26)	4% (11)	11% (33)	23% (64)	284
Ethnicity: Other	16% (160)	20% (204)	10% (95)	9% (90)	3% (34)	12% (118)	30% (299)	1000

Continued on next page

**Table MCFE35\_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
Asian Adults	16% (160)	20% (204)	10% (95)	9% (90)	3% (34)	12% (118)	30% (299)	1000
All Christian	20% (64)	22% (68)	12% (38)	8% (24)	2% (8)	15% (47)	21% (68)	317
All Non-Christian	15% (35)	20% (48)	8% (19)	7% (17)	6% (15)	9% (22)	34% (82)	239
Atheist	12% (8)	18% (12)	11% (8)	10% (6)	— (0)	7% (5)	42% (28)	67
Agnostic/Nothing in particular	15% (42)	21% (60)	8% (22)	9% (26)	3% (9)	13% (37)	32% (92)	288
Something Else	12% (10)	17% (15)	9% (8)	19% (17)	2% (2)	8% (7)	33% (30)	90
Religious Non-Protestant/Catholic	15% (37)	20% (50)	8% (20)	7% (18)	6% (15)	9% (22)	33% (82)	244
Evangelical	16% (23)	19% (28)	11% (16)	11% (16)	2% (4)	14% (21)	28% (41)	148
Non-Evangelical	20% (50)	21% (52)	12% (30)	10% (24)	2% (6)	13% (33)	23% (57)	252
Community: Urban	16% (52)	23% (76)	11% (35)	7% (24)	2% (7)	11% (37)	30% (98)	329
Community: Suburban	17% (99)	19% (111)	9% (53)	9% (53)	4% (24)	11% (66)	31% (185)	591
Community: Rural	12% (9)	21% (16)	8% (7)	16% (13)	4% (3)	19% (15)	20% (16)	79
Employ: Private Sector	18% (67)	24% (90)	10% (38)	10% (38)	3% (12)	11% (41)	24% (92)	380
Employ: Government	22% (12)	30% (17)	11% (6)	5% (3)	2% (1)	10% (6)	21% (12)	57
Employ: Self-Employed	13% (10)	25% (20)	12% (10)	6% (5)	2% (2)	22% (17)	20% (16)	80
Employ: Homemaker	24% (19)	19% (15)	9% (7)	7% (6)	5% (4)	8% (7)	28% (23)	80
Employ: Student	2% (2)	12% (11)	9% (8)	8% (7)	7% (7)	6% (6)	56% (52)	93
Employ: Retired	20% (32)	15% (24)	6% (9)	9% (15)	1% (2)	14% (23)	35% (56)	159
Employ: Unemployed	12% (16)	18% (23)	10% (13)	11% (15)	4% (5)	13% (17)	32% (42)	131
Military HH: Yes	19% (13)	26% (18)	4% (3)	12% (8)	2% (1)	7% (5)	29% (20)	68
Military HH: No	16% (146)	20% (186)	10% (92)	9% (82)	4% (33)	12% (113)	30% (279)	932
RD/WT: Right Direction	21% (46)	23% (51)	9% (20)	10% (23)	3% (6)	6% (14)	27% (58)	218
RD/WT: Wrong Track	14% (113)	20% (153)	10% (76)	9% (67)	4% (28)	13% (104)	31% (241)	782
Trump Job Approve	24% (57)	25% (60)	8% (19)	9% (21)	2% (4)	7% (17)	26% (63)	241
Trump Job Disapprove	14% (96)	20% (141)	10% (70)	9% (63)	4% (26)	14% (99)	30% (210)	705
Trump Job Strongly Approve	27% (30)	26% (29)	7% (8)	13% (15)	— (0)	6% (6)	20% (23)	112
Trump Job Somewhat Approve	21% (27)	23% (30)	9% (11)	5% (6)	3% (4)	8% (11)	31% (41)	130
Trump Job Somewhat Disapprove	13% (25)	26% (51)	11% (22)	6% (12)	6% (12)	15% (29)	22% (43)	196
Trump Job Strongly Disapprove	14% (71)	18% (90)	9% (47)	10% (50)	3% (14)	14% (70)	33% (167)	509

Continued on next page



**Table MCFE35\_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
Asian Adults	16% (160)	20% (204)	10% (95)	9% (90)	3% (34)	12% (118)	30% (299)	1000
Favorable of Trump	25% (63)	24% (61)	8% (22)	7% (17)	1% (3)	6% (16)	29% (73)	256
Unfavorable of Trump	14% (93)	20% (137)	10% (67)	10% (66)	4% (26)	15% (100)	29% (198)	687
Very Favorable of Trump	26% (29)	28% (32)	9% (10)	10% (12)	— (0)	5% (6)	22% (24)	113
Somewhat Favorable of Trump	24% (34)	20% (29)	8% (11)	4% (5)	2% (3)	8% (11)	34% (49)	142
Somewhat Unfavorable of Trump	12% (18)	22% (33)	12% (18)	7% (11)	8% (11)	19% (28)	19% (28)	146
Very Unfavorable of Trump	14% (75)	19% (104)	9% (49)	10% (55)	3% (15)	13% (72)	32% (171)	540
#1 Issue: Economy	16% (63)	26% (104)	12% (47)	8% (33)	3% (12)	12% (49)	24% (95)	404
#1 Issue: Security	18% (12)	23% (15)	10% (6)	14% (9)	2% (1)	8% (6)	25% (16)	66
#1 Issue: Health Care	15% (39)	20% (52)	11% (28)	7% (18)	5% (12)	10% (27)	33% (88)	264
#1 Issue: Medicare / Social Security	18% (14)	14% (11)	7% (5)	13% (11)	1% (1)	15% (12)	32% (26)	80
#1 Issue: Women's Issues	18% (9)	12% (6)	1% (1)	23% (12)	6% (3)	7% (3)	34% (17)	51
#1 Issue: Other	17% (11)	10% (7)	5% (3)	3% (2)	1% (1)	17% (11)	46% (29)	63
2018 House Vote: Democrat	19% (64)	20% (66)	11% (35)	9% (29)	3% (8)	13% (43)	26% (88)	333
2018 House Vote: Republican	25% (38)	30% (45)	5% (8)	11% (17)	1% (2)	7% (11)	21% (31)	152
2016 Vote: Hillary Clinton	20% (67)	20% (68)	9% (30)	8% (26)	2% (8)	14% (49)	26% (89)	337
2016 Vote: Donald Trump	24% (43)	25% (43)	8% (14)	9% (15)	1% (2)	10% (17)	24% (41)	176
2016 Vote: Didn't Vote	10% (44)	19% (86)	10% (46)	10% (45)	5% (22)	11% (51)	35% (161)	454
Voted in 2014: Yes	20% (84)	24% (101)	9% (38)	9% (37)	2% (8)	12% (48)	24% (98)	415
Voted in 2014: No	13% (75)	18% (103)	10% (57)	9% (53)	4% (26)	12% (70)	34% (201)	585
2012 Vote: Barack Obama	18% (61)	20% (68)	10% (35)	9% (32)	2% (6)	14% (48)	25% (85)	335
2012 Vote: Mitt Romney	25% (29)	30% (35)	6% (7)	8% (10)	1% (2)	7% (8)	23% (27)	118
2012 Vote: Didn't Vote	12% (64)	18% (96)	10% (52)	9% (47)	5% (25)	11% (56)	35% (184)	525
4-Region: Northeast	14% (28)	22% (43)	6% (13)	8% (15)	3% (6)	18% (35)	29% (57)	199
4-Region: Midwest	13% (16)	18% (23)	15% (19)	15% (19)	3% (3)	11% (15)	26% (33)	128
4-Region: South	19% (43)	20% (45)	10% (23)	9% (20)	3% (8)	10% (24)	29% (66)	229
4-Region: West	16% (72)	21% (93)	9% (40)	8% (36)	4% (17)	10% (45)	32% (142)	445

Continued on next page

**Table MCFE35\_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
Asian Adults	16% (160)	20% (204)	10% (95)	9% (90)	3% (34)	12% (118)	30% (299)	1000
Chinese	20% (68)	19% (66)	9% (31)	9% (29)	2% (8)	14% (48)	27% (92)	341
Filipino	19% (26)	21% (29)	10% (14)	12% (16)	2% (3)	16% (23)	20% (27)	138
Indian	10% (10)	32% (34)	4% (4)	13% (14)	9% (10)	8% (9)	23% (23)	104
Vietnamese	19% (14)	18% (13)	13% (10)	7% (6)	1% (1)	5% (3)	38% (29)	75
Korean	8% (7)	28% (26)	9% (9)	8% (7)	5% (5)	14% (13)	28% (25)	92
Japanese	15% (21)	13% (18)	10% (13)	7% (10)	3% (4)	10% (14)	41% (55)	135
Other Asian	12% (13)	16% (18)	12% (14)	6% (7)	3% (4)	9% (10)	43% (48)	112
Speaks only English at home	16% (88)	21% (119)	9% (52)	9% (48)	3% (17)	11% (62)	31% (172)	558
Speaks mostly English at home	16% (41)	20% (51)	11% (29)	11% (27)	4% (10)	13% (33)	24% (62)	253
Speaks both English and other language at home	18% (18)	20% (20)	6% (6)	6% (6)	4% (4)	16% (16)	29% (29)	98
Speaks mostly other language at home	14% (10)	15% (12)	12% (9)	11% (8)	4% (3)	8% (6)	37% (29)	77
Trump supporter	25% (58)	23% (53)	8% (18)	8% (18)	1% (3)	7% (17)	27% (61)	229
Biden supporter	14% (81)	21% (123)	10% (61)	9% (54)	4% (22)	14% (84)	29% (170)	595
Sports fans	17% (116)	24% (163)	11% (73)	9% (59)	4% (24)	12% (84)	24% (161)	679
Avid sports fans	18% (34)	30% (57)	15% (29)	7% (14)	3% (6)	11% (22)	15% (29)	190
Sports fans, Age: 18-34	8% (14)	23% (43)	12% (23)	8% (15)	8% (15)	12% (23)	29% (54)	187
Sports fans, Age: 35-44	20% (31)	21% (31)	10% (15)	10% (15)	4% (6)	13% (19)	22% (32)	150
Sports fans, Age: 45-64	19% (46)	27% (64)	10% (24)	8% (18)	1% (2)	13% (30)	22% (52)	236
Sports fans, Age: 65+	24% (25)	23% (25)	10% (10)	10% (11)	1% (1)	11% (11)	22% (23)	107
Movie studios should diversify teams	16% (113)	22% (157)	9% (67)	10% (74)	4% (25)	12% (87)	27% (190)	713
Movie studios should diversify stories	16% (100)	21% (136)	10% (65)	11% (68)	4% (23)	12% (79)	26% (164)	635
Concerned about Covid	16% (150)	21% (188)	9% (86)	8% (77)	4% (32)	13% (116)	29% (265)	913
No experience with Covid	17% (90)	20% (106)	8% (44)	8% (39)	4% (19)	10% (51)	33% (170)	518
Health care major factor for election	16% (113)	20% (141)	11% (77)	9% (61)	3% (24)	12% (83)	30% (210)	708
Social media users	16% (153)	21% (200)	9% (88)	9% (88)	4% (34)	11% (105)	30% (282)	951
WhatsApp users	16% (55)	25% (87)	9% (32)	10% (36)	6% (21)	12% (41)	23% (80)	352
WeChat users	14% (25)	23% (39)	13% (23)	6% (11)	3% (6)	10% (18)	29% (51)	173
Social media news source at least once a week	16% (108)	24% (161)	11% (74)	9% (58)	4% (25)	10% (66)	25% (166)	657

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

**Table MCFE35\_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
Asian Adults	22% (217)	19% (188)	10% (97)	7% (68)	3% (30)	6% (63)	34% (337)	1000
Gender: Male	23% (108)	21% (100)	10% (46)	8% (39)	4% (17)	6% (28)	28% (132)	470
Gender: Female	21% (109)	17% (88)	10% (51)	5% (29)	2% (13)	7% (35)	39% (205)	530
Age: 18-34	12% (40)	17% (53)	15% (49)	9% (29)	4% (13)	4% (11)	39% (125)	320
Age: 35-44	25% (46)	22% (41)	7% (12)	11% (21)	3% (6)	5% (9)	27% (50)	186
Age: 45-64	28% (93)	17% (57)	8% (26)	4% (14)	3% (9)	7% (23)	34% (114)	335
Age: 65+	24% (38)	24% (38)	6% (9)	2% (4)	1% (2)	12% (20)	31% (49)	158
GenZers: 1997-2012	16% (23)	12% (18)	12% (17)	9% (12)	4% (6)	2% (2)	45% (64)	142
Millennials: 1981-1996	14% (41)	21% (60)	13% (38)	10% (29)	4% (12)	5% (15)	32% (91)	286
GenXers: 1965-1980	26% (77)	19% (54)	7% (20)	6% (17)	2% (7)	6% (17)	34% (98)	289
Baby Boomers: 1946-1964	28% (71)	19% (48)	8% (19)	4% (10)	2% (6)	11% (27)	29% (73)	255
PID: Dem (no lean)	24% (96)	22% (90)	10% (41)	7% (26)	5% (19)	5% (20)	28% (111)	402
PID: Ind (no lean)	20% (72)	17% (62)	6% (22)	8% (30)	2% (7)	8% (29)	39% (145)	368
PID: Rep (no lean)	21% (48)	16% (36)	15% (34)	5% (11)	2% (4)	6% (15)	35% (81)	230
PID/Gender: Dem Men	28% (46)	23% (39)	12% (19)	8% (14)	7% (12)	3% (5)	19% (31)	167
PID/Gender: Dem Women	21% (50)	21% (51)	9% (21)	5% (13)	3% (7)	6% (15)	34% (80)	235
PID/Gender: Ind Men	22% (38)	22% (39)	6% (11)	10% (18)	2% (3)	9% (17)	28% (49)	176
PID/Gender: Ind Women	18% (34)	12% (23)	6% (11)	6% (11)	2% (4)	6% (12)	50% (96)	193
PID/Gender: Rep Men	18% (23)	18% (22)	12% (16)	5% (7)	1% (1)	5% (7)	40% (52)	128
PID/Gender: Rep Women	24% (25)	13% (14)	18% (19)	5% (5)	3% (3)	8% (8)	29% (29)	102
Ideo: Liberal (1-3)	26% (80)	20% (59)	11% (32)	5% (16)	3% (11)	5% (16)	30% (90)	304
Ideo: Moderate (4)	21% (80)	21% (80)	8% (28)	8% (28)	2% (9)	7% (25)	33% (122)	372
Ideo: Conservative (5-7)	19% (46)	17% (41)	14% (34)	5% (12)	4% (10)	8% (19)	33% (79)	241
Educ: < College	18% (74)	18% (75)	7% (30)	7% (31)	3% (13)	4% (18)	43% (180)	420
Educ: Bachelors degree	24% (79)	19% (64)	10% (35)	6% (20)	3% (10)	9% (30)	28% (93)	330
Educ: Post-grad	26% (65)	20% (49)	13% (33)	7% (17)	3% (7)	6% (16)	26% (64)	250
Income: Under 50k	16% (66)	18% (73)	7% (30)	8% (33)	3% (11)	6% (25)	42% (174)	412
Income: 50k-100k	23% (70)	19% (58)	9% (27)	7% (21)	4% (11)	7% (20)	32% (96)	303
Income: 100k+	28% (81)	20% (57)	14% (40)	5% (14)	3% (8)	6% (17)	24% (68)	284
Ethnicity: Other	22% (217)	19% (188)	10% (97)	7% (68)	3% (30)	6% (63)	34% (337)	1000

Continued on next page

**Table MCFE35\_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
Asian Adults	22% (217)	19% (188)	10% (97)	7% (68)	3% (30)	6% (63)	34% (337)	1000
All Christian	26% (81)	18% (58)	12% (39)	7% (22)	2% (7)	7% (24)	27% (86)	317
All Non-Christian	27% (64)	18% (43)	9% (21)	8% (20)	2% (5)	5% (12)	31% (73)	239
Atheist	18% (12)	14% (9)	12% (8)	9% (6)	— (0)	3% (2)	46% (30)	67
Agnostic/Nothing in particular	15% (44)	21% (62)	8% (22)	6% (17)	5% (15)	8% (22)	37% (107)	288
Something Else	18% (16)	18% (16)	9% (8)	4% (3)	2% (2)	4% (4)	45% (41)	90
Religious Non-Protestant/Catholic	27% (65)	18% (45)	9% (22)	8% (20)	2% (5)	5% (12)	30% (74)	244
Evangelical	13% (20)	12% (17)	16% (23)	7% (11)	2% (3)	9% (13)	41% (61)	148
Non-Evangelical	30% (76)	21% (54)	9% (23)	5% (14)	3% (7)	6% (14)	26% (65)	252
Community: Urban	21% (68)	22% (73)	11% (35)	6% (18)	5% (16)	5% (15)	32% (104)	329
Community: Suburban	23% (133)	18% (105)	10% (59)	7% (41)	2% (14)	7% (40)	34% (199)	591
Community: Rural	20% (16)	13% (10)	4% (3)	10% (8)	1% (1)	10% (8)	43% (34)	79
Employ: Private Sector	24% (92)	19% (71)	13% (48)	7% (26)	5% (18)	5% (17)	29% (109)	380
Employ: Government	19% (11)	31% (18)	6% (3)	1% (1)	3% (2)	6% (4)	34% (19)	57
Employ: Self-Employed	15% (12)	18% (14)	10% (8)	12% (10)	6% (5)	8% (6)	31% (25)	80
Employ: Homemaker	28% (22)	20% (16)	12% (10)	8% (6)	1% (1)	6% (5)	26% (21)	80
Employ: Student	7% (7)	6% (6)	12% (11)	10% (9)	3% (3)	3% (3)	59% (55)	93
Employ: Retired	26% (41)	23% (37)	5% (8)	3% (4)	— (1)	10% (17)	32% (51)	159
Employ: Unemployed	20% (26)	17% (23)	6% (8)	9% (11)	1% (2)	8% (11)	39% (51)	131
Military HH: Yes	23% (16)	20% (14)	10% (7)	8% (5)	2% (2)	9% (6)	28% (19)	68
Military HH: No	22% (201)	19% (174)	10% (90)	7% (62)	3% (29)	6% (57)	34% (318)	932
RD/WT: Right Direction	28% (61)	19% (41)	12% (26)	5% (11)	2% (4)	2% (5)	32% (70)	218
RD/WT: Wrong Track	20% (156)	19% (147)	9% (72)	7% (57)	3% (26)	7% (58)	34% (267)	782
Trump Job Approve	25% (60)	16% (40)	12% (30)	5% (12)	2% (5)	5% (12)	34% (82)	241
Trump Job Disapprove	21% (145)	20% (141)	9% (65)	7% (51)	3% (25)	7% (51)	32% (227)	705
Trump Job Strongly Approve	30% (33)	20% (22)	12% (13)	5% (6)	3% (3)	3% (4)	27% (31)	112
Trump Job Somewhat Approve	21% (27)	13% (17)	13% (17)	5% (7)	2% (2)	7% (9)	40% (51)	130
Trump Job Somewhat Disapprove	19% (36)	18% (35)	8% (15)	8% (15)	4% (7)	11% (21)	33% (65)	196
Trump Job Strongly Disapprove	21% (108)	21% (106)	10% (50)	7% (36)	3% (18)	6% (29)	32% (162)	509

Continued on next page

**Table MCFE35\_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
Asian Adults	22% (217)	19% (188)	10% (97)	7% (68)	3% (30)	6% (63)	34% (337)	1000
Favorable of Trump	25% (64)	16% (40)	12% (31)	5% (13)	2% (5)	5% (13)	35% (91)	256
Unfavorable of Trump	21% (143)	20% (140)	9% (64)	8% (52)	3% (22)	7% (49)	31% (216)	687
Very Favorable of Trump	30% (34)	16% (19)	13% (15)	5% (5)	2% (3)	4% (4)	30% (34)	113
Somewhat Favorable of Trump	21% (30)	15% (22)	11% (16)	5% (7)	1% (2)	6% (8)	40% (57)	142
Somewhat Unfavorable of Trump	18% (27)	15% (22)	12% (17)	9% (13)	3% (4)	12% (18)	32% (46)	146
Very Unfavorable of Trump	22% (116)	22% (119)	9% (47)	7% (40)	3% (19)	6% (31)	31% (170)	540
#1 Issue: Economy	23% (94)	21% (84)	10% (41)	6% (22)	3% (13)	6% (25)	31% (124)	404
#1 Issue: Security	15% (10)	17% (11)	9% (6)	9% (6)	4% (3)	13% (8)	34% (22)	66
#1 Issue: Health Care	24% (64)	18% (47)	10% (27)	7% (19)	2% (7)	7% (18)	31% (83)	264
#1 Issue: Medicare / Social Security	25% (20)	20% (16)	4% (3)	9% (7)	5% (4)	2% (2)	36% (29)	80
#1 Issue: Women's Issues	25% (13)	10% (5)	10% (5)	— (0)	1% (1)	1% (1)	53% (27)	51
#1 Issue: Other	18% (11)	17% (11)	8% (5)	2% (1)	1% (1)	11% (7)	44% (27)	63
2018 House Vote: Democrat	29% (97)	23% (76)	10% (34)	5% (16)	4% (12)	7% (24)	22% (74)	333
2018 House Vote: Republican	28% (42)	16% (24)	16% (25)	3% (4)	3% (5)	9% (14)	26% (39)	152
2016 Vote: Hillary Clinton	29% (98)	21% (72)	8% (27)	6% (21)	4% (14)	6% (22)	25% (83)	337
2016 Vote: Donald Trump	27% (48)	16% (27)	16% (27)	2% (3)	3% (5)	8% (15)	29% (50)	176
2016 Vote: Didn't Vote	14% (65)	19% (85)	8% (38)	9% (40)	2% (10)	5% (23)	42% (192)	454
Voted in 2014: Yes	29% (119)	21% (88)	12% (48)	4% (15)	4% (15)	7% (28)	24% (101)	415
Voted in 2014: No	17% (98)	17% (100)	8% (49)	9% (53)	3% (15)	6% (35)	40% (236)	585
2012 Vote: Barack Obama	29% (98)	23% (76)	11% (39)	4% (14)	4% (13)	8% (27)	20% (68)	335
2012 Vote: Mitt Romney	25% (30)	15% (17)	12% (14)	2% (3)	4% (5)	11% (13)	31% (36)	118
2012 Vote: Didn't Vote	16% (85)	18% (92)	8% (44)	9% (49)	2% (12)	4% (21)	42% (223)	525
4-Region: Northeast	18% (37)	20% (39)	14% (28)	9% (17)	4% (8)	3% (5)	33% (65)	199
4-Region: Midwest	23% (29)	24% (30)	8% (11)	7% (10)	3% (4)	2% (3)	32% (41)	128
4-Region: South	26% (59)	18% (41)	8% (18)	7% (16)	2% (4)	8% (19)	31% (71)	229
4-Region: West	21% (93)	18% (79)	9% (41)	5% (24)	3% (14)	8% (36)	36% (159)	445

Continued on next page

**Table MCFE35\_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
Asian Adults	22% (217)	19% (188)	10% (97)	7% (68)	3% (30)	6% (63)	34% (337)	1000
Chinese	25% (85)	16% (54)	11% (36)	6% (20)	2% (8)	8% (28)	32% (110)	341
Filipino	22% (31)	23% (31)	8% (11)	6% (9)	4% (5)	5% (7)	31% (43)	138
Indian	35% (36)	25% (26)	14% (15)	4% (4)	3% (3)	2% (2)	17% (18)	104
Vietnamese	16% (12)	12% (9)	9% (7)	11% (8)	2% (2)	4% (3)	46% (34)	75
Korean	12% (11)	18% (17)	9% (9)	11% (10)	3% (3)	6% (6)	40% (36)	92
Japanese	20% (27)	19% (25)	6% (8)	4% (5)	3% (4)	8% (11)	40% (54)	135
Other Asian	13% (14)	23% (26)	10% (11)	10% (11)	4% (5)	5% (5)	36% (40)	112
Speaks only English at home	21% (118)	20% (114)	10% (56)	6% (33)	3% (17)	6% (35)	33% (185)	558
Speaks mostly English at home	23% (58)	18% (46)	11% (28)	7% (17)	3% (8)	6% (15)	32% (81)	253
Speaks both English and other language at home	29% (29)	14% (14)	7% (7)	9% (9)	3% (3)	7% (7)	30% (29)	98
Speaks mostly other language at home	16% (13)	11% (8)	7% (5)	11% (8)	2% (1)	7% (6)	46% (35)	77
Trump supporter	25% (57)	16% (36)	13% (30)	6% (13)	2% (5)	7% (17)	32% (72)	229
Biden supporter	23% (139)	20% (121)	9% (56)	7% (44)	4% (22)	5% (32)	30% (179)	595
Sports fans	23% (159)	22% (148)	12% (78)	8% (52)	3% (21)	7% (49)	25% (171)	679
Avid sports fans	30% (57)	25% (48)	16% (30)	7% (13)	3% (6)	4% (7)	15% (29)	190
Sports fans, Age: 18-34	15% (28)	18% (33)	22% (41)	12% (23)	4% (7)	6% (10)	24% (45)	187
Sports fans, Age: 35-44	24% (37)	25% (37)	7% (11)	11% (16)	4% (6)	4% (6)	25% (37)	150
Sports fans, Age: 45-64	28% (66)	21% (50)	8% (19)	4% (9)	3% (6)	7% (16)	29% (68)	236
Sports fans, Age: 65+	27% (29)	26% (27)	7% (7)	3% (4)	2% (2)	16% (17)	20% (21)	107
Movie studios should diversify teams	23% (161)	21% (147)	11% (81)	7% (48)	3% (22)	7% (49)	29% (205)	713
Movie studios should diversify stories	23% (147)	20% (126)	11% (72)	8% (53)	4% (26)	7% (44)	26% (167)	635
Concerned about Covid	22% (200)	19% (175)	10% (87)	7% (62)	3% (27)	7% (60)	33% (302)	913
No experience with Covid	24% (123)	19% (98)	9% (44)	5% (24)	1% (4)	7% (37)	36% (189)	518
Health care major factor for election	23% (160)	19% (137)	11% (77)	6% (46)	3% (20)	6% (46)	32% (224)	708
Social media users	22% (207)	19% (181)	10% (93)	7% (66)	3% (30)	6% (59)	33% (315)	951
WhatsApp users	27% (93)	21% (75)	13% (45)	6% (20)	3% (11)	5% (17)	26% (91)	352
WeChat users	23% (39)	13% (22)	12% (20)	9% (16)	4% (6)	5% (9)	34% (59)	173
Social media news source at least once a week	24% (158)	22% (146)	11% (75)	7% (43)	3% (17)	4% (29)	29% (188)	657

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

**Table MCFE35\_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
Asian Adults	31% (311)	22% (223)	8% (79)	10% (96)	3% (30)	8% (79)	18% (181)	1000
Gender: Male	30% (141)	26% (121)	10% (45)	9% (43)	2% (9)	6% (29)	18% (84)	470
Gender: Female	32% (170)	19% (103)	6% (34)	10% (54)	4% (21)	10% (51)	18% (98)	530
Age: 18-34	16% (51)	23% (74)	11% (37)	7% (23)	4% (13)	11% (36)	27% (86)	320
Age: 35-44	27% (50)	24% (44)	9% (16)	16% (29)	3% (5)	6% (10)	17% (32)	186
Age: 45-64	41% (138)	21% (70)	5% (17)	8% (26)	3% (11)	8% (27)	14% (47)	335
Age: 65+	45% (72)	22% (35)	6% (9)	12% (19)	— (1)	4% (7)	10% (16)	158
GenZers: 1997-2012	15% (21)	21% (29)	9% (13)	8% (12)	3% (5)	15% (22)	29% (41)	142
Millennials: 1981-1996	19% (55)	25% (71)	13% (36)	10% (28)	5% (14)	6% (18)	23% (65)	286
GenXers: 1965-1980	37% (108)	21% (62)	6% (17)	12% (34)	2% (4)	7% (21)	15% (44)	289
Baby Boomers: 1946-1964	46% (116)	22% (57)	4% (11)	7% (18)	3% (7)	7% (19)	11% (27)	255
PID: Dem (no lean)	34% (137)	22% (90)	9% (35)	9% (35)	4% (18)	6% (24)	15% (62)	402
PID: Ind (no lean)	27% (100)	21% (78)	8% (28)	11% (40)	2% (9)	11% (41)	20% (73)	368
PID: Rep (no lean)	32% (74)	24% (55)	7% (15)	9% (21)	1% (3)	6% (15)	20% (47)	230
PID/Gender: Dem Men	34% (56)	25% (42)	10% (17)	9% (15)	3% (4)	6% (10)	13% (22)	167
PID/Gender: Dem Women	34% (81)	21% (49)	8% (18)	9% (21)	6% (13)	6% (13)	17% (40)	235
PID/Gender: Ind Men	28% (49)	27% (47)	9% (16)	8% (14)	2% (3)	8% (14)	19% (33)	176
PID/Gender: Ind Women	26% (51)	16% (32)	6% (12)	13% (26)	3% (6)	14% (27)	21% (40)	193
PID/Gender: Rep Men	28% (35)	25% (32)	9% (11)	11% (14)	1% (2)	3% (4)	23% (29)	128
PID/Gender: Rep Women	38% (39)	22% (22)	4% (4)	7% (7)	2% (2)	10% (11)	17% (17)	102
Ideo: Liberal (1-3)	35% (105)	22% (67)	9% (26)	9% (28)	2% (7)	7% (21)	17% (51)	304
Ideo: Moderate (4)	34% (127)	21% (78)	9% (35)	11% (39)	4% (15)	6% (23)	14% (54)	372
Ideo: Conservative (5-7)	29% (71)	29% (71)	5% (13)	7% (18)	3% (7)	9% (22)	17% (41)	241
Educ: < College	23% (96)	19% (79)	5% (22)	12% (51)	3% (12)	12% (50)	26% (110)	420
Educ: Bachelors degree	38% (125)	23% (76)	9% (30)	6% (21)	3% (10)	6% (21)	14% (47)	330
Educ: Post-grad	36% (90)	27% (69)	11% (27)	10% (24)	3% (7)	3% (8)	10% (25)	250
Income: Under 50k	24% (101)	18% (72)	8% (32)	12% (51)	3% (12)	10% (40)	25% (105)	412
Income: 50k-100k	33% (101)	24% (72)	9% (27)	9% (27)	3% (10)	7% (22)	15% (45)	303
Income: 100k+	39% (110)	28% (79)	7% (20)	6% (18)	3% (8)	6% (18)	11% (32)	284
Ethnicity: Other	31% (311)	22% (223)	8% (79)	10% (96)	3% (30)	8% (79)	18% (181)	1000

Continued on next page

**Table MCFE35\_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
Asian Adults	31% (311)	22% (223)	8% (79)	10% (96)	3% (30)	8% (79)	18% (181)	1000
All Christian	36% (115)	26% (83)	9% (28)	6% (20)	3% (8)	9% (27)	12% (37)	317
All Non-Christian	30% (70)	22% (52)	6% (15)	12% (29)	3% (8)	5% (11)	22% (53)	239
Atheist	27% (18)	16% (11)	14% (9)	4% (2)	— (0)	16% (11)	23% (15)	67
Agnostic/Nothing in particular	29% (83)	20% (59)	8% (22)	12% (35)	4% (12)	8% (22)	19% (54)	288
Something Else	27% (25)	22% (19)	5% (5)	11% (10)	1% (1)	10% (9)	24% (22)	90
Religious Non-Protestant/Catholic	29% (71)	22% (54)	7% (17)	12% (29)	3% (8)	4% (11)	22% (54)	244
Evangelical	30% (44)	26% (39)	6% (9)	7% (11)	2% (2)	9% (13)	20% (29)	148
Non-Evangelical	37% (94)	24% (60)	9% (22)	7% (19)	3% (7)	9% (22)	11% (28)	252
Community: Urban	33% (109)	21% (68)	11% (36)	10% (34)	3% (11)	8% (27)	14% (45)	329
Community: Suburban	31% (183)	23% (134)	7% (41)	9% (53)	3% (16)	7% (43)	21% (122)	591
Community: Rural	24% (19)	27% (21)	2% (2)	12% (10)	5% (4)	12% (9)	18% (15)	79
Employ: Private Sector	33% (125)	24% (91)	7% (28)	12% (45)	4% (16)	7% (25)	13% (50)	380
Employ: Government	36% (20)	24% (14)	4% (2)	9% (5)	3% (2)	2% (1)	22% (13)	57
Employ: Self-Employed	26% (20)	20% (16)	18% (14)	10% (8)	2% (2)	8% (7)	16% (13)	80
Employ: Homemaker	37% (30)	15% (12)	12% (10)	5% (4)	3% (3)	11% (9)	16% (13)	80
Employ: Student	9% (8)	18% (17)	8% (7)	8% (8)	5% (5)	10% (9)	42% (39)	93
Employ: Retired	40% (64)	24% (38)	5% (8)	9% (15)	1% (2)	4% (6)	17% (27)	159
Employ: Unemployed	28% (36)	26% (34)	4% (5)	7% (10)	1% (1)	16% (20)	19% (25)	131
Military HH: Yes	37% (25)	31% (21)	3% (2)	6% (4)	3% (2)	11% (7)	10% (7)	68
Military HH: No	31% (286)	22% (202)	8% (77)	10% (93)	3% (28)	8% (72)	19% (174)	932
RD/WT: Right Direction	33% (73)	23% (50)	7% (15)	6% (13)	4% (8)	7% (15)	20% (45)	218
RD/WT: Wrong Track	30% (238)	22% (174)	8% (64)	11% (83)	3% (22)	8% (65)	17% (136)	782
Trump Job Approve	29% (69)	24% (57)	6% (15)	10% (24)	3% (8)	7% (17)	21% (50)	241
Trump Job Disapprove	33% (232)	23% (163)	8% (59)	9% (64)	3% (22)	8% (53)	16% (112)	705
Trump Job Strongly Approve	35% (39)	29% (32)	7% (8)	6% (6)	2% (2)	2% (3)	18% (20)	112
Trump Job Somewhat Approve	23% (30)	19% (25)	5% (7)	14% (18)	5% (6)	11% (14)	23% (30)	130
Trump Job Somewhat Disapprove	32% (62)	25% (50)	10% (19)	6% (11)	4% (8)	8% (17)	15% (29)	196
Trump Job Strongly Disapprove	33% (169)	22% (113)	8% (40)	10% (53)	3% (14)	7% (36)	16% (84)	509

Continued on next page



**Table MCFE35\_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
Asian Adults	31% (311)	22% (223)	8% (79)	10% (96)	3% (30)	8% (79)	18% (181)	1000
Favorable of Trump	30% (77)	22% (56)	6% (16)	10% (26)	2% (6)	8% (21)	21% (53)	256
Unfavorable of Trump	33% (226)	24% (163)	8% (57)	9% (65)	3% (22)	7% (50)	15% (104)	687
Very Favorable of Trump	33% (38)	26% (29)	6% (7)	5% (6)	1% (2)	9% (10)	20% (23)	113
Somewhat Favorable of Trump	28% (40)	19% (27)	7% (9)	14% (21)	3% (4)	8% (12)	22% (31)	142
Somewhat Unfavorable of Trump	31% (45)	22% (33)	10% (14)	11% (16)	4% (6)	8% (11)	14% (21)	146
Very Unfavorable of Trump	34% (181)	24% (130)	8% (43)	9% (48)	3% (16)	7% (39)	15% (83)	540
#1 Issue: Economy	34% (135)	26% (105)	6% (26)	9% (37)	2% (9)	7% (29)	16% (63)	404
#1 Issue: Security	22% (15)	31% (21)	10% (7)	9% (6)	2% (2)	9% (6)	15% (10)	66
#1 Issue: Health Care	33% (86)	20% (52)	9% (24)	8% (21)	4% (11)	8% (20)	19% (50)	264
#1 Issue: Medicare / Social Security	41% (32)	11% (9)	12% (9)	16% (13)	1% (1)	4% (3)	15% (12)	80
#1 Issue: Women's Issues	18% (9)	19% (10)	5% (3)	11% (6)	9% (5)	20% (10)	17% (9)	51
#1 Issue: Other	32% (20)	21% (13)	5% (3)	6% (4)	— (0)	14% (9)	22% (14)	63
2018 House Vote: Democrat	42% (141)	21% (70)	8% (25)	8% (27)	3% (10)	7% (23)	11% (37)	333
2018 House Vote: Republican	40% (60)	29% (44)	6% (9)	7% (11)	2% (4)	4% (6)	12% (18)	152
2016 Vote: Hillary Clinton	42% (142)	21% (69)	8% (26)	9% (29)	3% (9)	7% (23)	11% (38)	337
2016 Vote: Donald Trump	41% (72)	24% (42)	7% (12)	6% (11)	1% (3)	5% (9)	16% (27)	176
2016 Vote: Didn't Vote	19% (85)	23% (106)	8% (37)	12% (54)	4% (18)	10% (43)	24% (110)	454
Voted in 2014: Yes	43% (177)	24% (99)	7% (29)	8% (31)	2% (10)	5% (21)	11% (47)	415
Voted in 2014: No	23% (134)	21% (124)	8% (49)	11% (65)	3% (20)	10% (58)	23% (134)	585
2012 Vote: Barack Obama	43% (145)	23% (77)	8% (28)	7% (23)	3% (9)	5% (17)	11% (37)	335
2012 Vote: Mitt Romney	42% (50)	27% (32)	6% (7)	8% (10)	1% (2)	4% (5)	11% (13)	118
2012 Vote: Didn't Vote	21% (111)	21% (111)	8% (42)	12% (63)	4% (19)	10% (52)	24% (127)	525
4-Region: Northeast	28% (56)	26% (52)	7% (13)	10% (20)	4% (9)	7% (15)	17% (34)	199
4-Region: Midwest	36% (47)	18% (23)	12% (15)	10% (13)	2% (2)	7% (9)	16% (20)	128
4-Region: South	26% (59)	26% (59)	9% (21)	10% (22)	2% (5)	9% (19)	19% (42)	229
4-Region: West	34% (149)	20% (90)	6% (29)	9% (42)	3% (14)	8% (37)	19% (85)	445

Continued on next page

**Table MCFE35\_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
Asian Adults	31% (311)	22% (223)	8% (79)	10% (96)	3% (30)	8% (79)	18% (181)	1000
Chinese	38% (128)	24% (81)	6% (22)	8% (27)	4% (13)	8% (28)	12% (42)	341
Filipino	30% (42)	21% (29)	9% (13)	6% (8)	4% (5)	10% (14)	20% (28)	138
Indian	33% (35)	31% (32)	10% (10)	9% (9)	4% (4)	2% (2)	11% (12)	104
Vietnamese	18% (14)	20% (15)	12% (9)	15% (11)	2% (1)	5% (4)	28% (21)	75
Korean	28% (26)	24% (22)	8% (7)	11% (10)	1% (1)	12% (11)	15% (14)	92
Japanese	35% (47)	15% (20)	8% (11)	11% (14)	1% (2)	7% (10)	23% (31)	135
Other Asian	17% (19)	22% (25)	6% (7)	13% (15)	2% (3)	9% (10)	30% (33)	112
Speaks only English at home	32% (177)	23% (131)	7% (39)	8% (46)	2% (14)	8% (43)	19% (108)	558
Speaks mostly English at home	25% (64)	23% (58)	10% (25)	16% (41)	4% (10)	6% (15)	16% (39)	253
Speaks both English and other language at home	43% (42)	22% (21)	8% (8)	3% (3)	3% (3)	8% (8)	13% (13)	98
Speaks mostly other language at home	32% (24)	15% (12)	7% (6)	8% (6)	3% (2)	15% (11)	20% (15)	77
Trump supporter	30% (70)	23% (53)	6% (14)	11% (26)	2% (5)	7% (16)	20% (46)	229
Biden supporter	35% (211)	22% (134)	8% (47)	10% (57)	3% (20)	6% (38)	15% (89)	595
Sports fans	34% (233)	25% (167)	9% (63)	9% (63)	2% (17)	6% (43)	14% (94)	679
Avid sports fans	37% (70)	29% (55)	14% (27)	5% (10)	2% (3)	4% (8)	9% (16)	190
Sports fans, Age: 18-34	20% (37)	26% (49)	14% (26)	9% (17)	6% (10)	7% (13)	18% (33)	187
Sports fans, Age: 35-44	25% (38)	26% (39)	11% (16)	14% (21)	2% (4)	6% (9)	15% (23)	150
Sports fans, Age: 45-64	46% (108)	22% (52)	6% (14)	6% (13)	1% (3)	6% (15)	13% (32)	236
Sports fans, Age: 65+	46% (49)	26% (28)	7% (7)	11% (11)	— (0)	5% (6)	5% (6)	107
Movie studios should diversify teams	34% (245)	25% (179)	8% (56)	8% (58)	2% (18)	8% (54)	14% (103)	713
Movie studios should diversify stories	34% (216)	23% (146)	9% (58)	9% (58)	3% (20)	8% (52)	13% (84)	635
Concerned about Covid	33% (300)	23% (206)	8% (71)	9% (84)	3% (28)	8% (73)	17% (151)	913
No experience with Covid	31% (159)	23% (121)	6% (33)	10% (50)	2% (10)	8% (41)	20% (104)	518
Health care major factor for election	34% (241)	22% (155)	8% (57)	8% (58)	3% (23)	8% (59)	16% (116)	708
Social media users	30% (286)	23% (217)	8% (77)	10% (96)	3% (29)	8% (78)	18% (167)	951
WhatsApp users	38% (134)	25% (88)	8% (28)	8% (27)	4% (16)	5% (18)	11% (40)	352
WeChat users	33% (57)	19% (33)	8% (13)	11% (19)	7% (12)	6% (11)	16% (27)	173
Social media news source at least once a week	30% (199)	26% (168)	9% (58)	8% (54)	3% (20)	7% (46)	17% (112)	657

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

**Table MCFE35\_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
Asian Adults	31% (306)	22% (221)	9% (92)	9% (95)	3% (32)	7% (67)	19% (189)	1000
Gender: Male	31% (147)	24% (111)	10% (46)	7% (35)	3% (14)	5% (23)	20% (94)	470
Gender: Female	30% (159)	21% (110)	9% (46)	11% (60)	3% (18)	8% (44)	18% (94)	530
Age: 18-34	19% (61)	21% (69)	12% (39)	13% (40)	4% (14)	5% (15)	26% (83)	320
Age: 35-44	30% (56)	27% (50)	9% (17)	11% (20)	5% (9)	6% (11)	13% (24)	186
Age: 45-64	42% (140)	19% (65)	8% (26)	6% (20)	2% (8)	8% (27)	15% (50)	335
Age: 65+	31% (50)	24% (38)	7% (10)	9% (14)	1% (1)	8% (13)	21% (33)	158
GenZers: 1997-2012	12% (18)	19% (28)	15% (22)	14% (20)	3% (4)	4% (5)	32% (46)	142
Millennials: 1981-1996	28% (79)	24% (68)	8% (24)	11% (33)	5% (15)	6% (18)	17% (49)	286
GenXers: 1965-1980	35% (100)	25% (71)	9% (27)	8% (23)	3% (10)	6% (18)	14% (41)	289
Baby Boomers: 1946-1964	40% (101)	18% (46)	7% (18)	7% (19)	1% (3)	10% (24)	17% (44)	255
PID: Dem (no lean)	34% (138)	26% (105)	7% (27)	10% (40)	3% (14)	6% (24)	14% (55)	402
PID: Ind (no lean)	29% (108)	19% (69)	10% (36)	10% (36)	3% (11)	6% (21)	24% (87)	368
PID: Rep (no lean)	26% (60)	21% (48)	12% (29)	8% (19)	3% (7)	9% (22)	20% (46)	230
PID/Gender: Dem Men	37% (61)	25% (42)	8% (13)	8% (13)	3% (5)	5% (9)	15% (24)	167
PID/Gender: Dem Women	33% (77)	27% (63)	6% (13)	12% (27)	4% (8)	6% (15)	13% (31)	235
PID/Gender: Ind Men	32% (55)	23% (40)	8% (15)	7% (12)	2% (4)	5% (9)	23% (40)	176
PID/Gender: Ind Women	27% (52)	15% (28)	11% (22)	12% (24)	4% (8)	6% (12)	24% (47)	193
PID/Gender: Rep Men	24% (31)	23% (29)	14% (18)	8% (10)	4% (5)	4% (5)	23% (29)	128
PID/Gender: Rep Women	29% (30)	18% (18)	11% (11)	8% (9)	2% (2)	16% (16)	17% (17)	102
Ideo: Liberal (1-3)	33% (100)	26% (79)	7% (22)	9% (28)	3% (8)	6% (19)	16% (48)	304
Ideo: Moderate (4)	32% (118)	22% (81)	11% (41)	8% (30)	5% (17)	6% (23)	17% (62)	372
Ideo: Conservative (5-7)	32% (78)	22% (53)	8% (19)	11% (25)	2% (4)	8% (19)	18% (43)	241
Educ: < College	17% (70)	21% (86)	10% (41)	11% (48)	4% (17)	7% (30)	31% (128)	420
Educ: Bachelors degree	36% (120)	23% (77)	8% (28)	8% (25)	4% (12)	8% (27)	13% (41)	330
Educ: Post-grad	46% (116)	23% (58)	9% (23)	9% (21)	1% (3)	4% (9)	8% (19)	250
Income: Under 50k	20% (84)	21% (88)	9% (37)	10% (39)	4% (17)	8% (34)	27% (113)	412
Income: 50k-100k	36% (110)	22% (66)	10% (29)	10% (31)	3% (8)	6% (17)	14% (42)	303
Income: 100k+	39% (111)	24% (67)	9% (25)	8% (24)	3% (8)	5% (15)	12% (34)	284
Ethnicity: Other	31% (306)	22% (221)	9% (92)	9% (95)	3% (32)	7% (67)	19% (189)	1000

Continued on next page

**Table MCFE35\_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
Asian Adults	31% (306)	22% (221)	9% (92)	9% (95)	3% (32)	7% (67)	19% (189)	1000
All Christian	32% (102)	27% (84)	7% (23)	9% (29)	3% (11)	7% (21)	15% (47)	317
All Non-Christian	33% (79)	20% (48)	7% (16)	16% (38)	1% (3)	5% (11)	18% (44)	239
Atheist	38% (25)	18% (12)	15% (10)	3% (2)	— (0)	3% (2)	23% (15)	67
Agnostic/Nothing in particular	27% (78)	21% (61)	9% (25)	7% (20)	4% (10)	9% (27)	23% (66)	288
Something Else	24% (22)	17% (15)	19% (17)	7% (6)	8% (8)	6% (5)	18% (17)	90
Religious Non-Protestant/Catholic	33% (81)	20% (49)	7% (16)	16% (39)	1% (3)	4% (11)	18% (45)	244
Evangelical	37% (55)	22% (33)	8% (12)	7% (10)	4% (6)	4% (6)	18% (26)	148
Non-Evangelical	26% (66)	25% (63)	11% (28)	10% (24)	5% (13)	8% (21)	15% (37)	252
Community: Urban	32% (106)	26% (85)	12% (38)	8% (26)	3% (11)	5% (16)	14% (47)	329
Community: Suburban	30% (178)	20% (119)	9% (50)	10% (56)	3% (20)	7% (43)	21% (124)	591
Community: Rural	27% (21)	22% (17)	4% (3)	15% (12)	1% (1)	10% (8)	22% (17)	79
Employ: Private Sector	36% (136)	22% (84)	9% (36)	7% (25)	5% (21)	5% (20)	15% (58)	380
Employ: Government	32% (18)	32% (18)	7% (4)	3% (2)	1% (1)	— (0)	25% (14)	57
Employ: Self-Employed	29% (23)	20% (16)	23% (18)	13% (11)	1% (1)	4% (3)	9% (7)	80
Employ: Homemaker	35% (28)	19% (15)	9% (7)	12% (10)	2% (2)	10% (8)	12% (10)	80
Employ: Student	11% (10)	16% (14)	16% (15)	13% (12)	5% (5)	3% (2)	38% (35)	93
Employ: Retired	32% (50)	20% (31)	5% (7)	10% (15)	— (1)	10% (16)	24% (38)	159
Employ: Unemployed	27% (36)	27% (35)	2% (3)	14% (18)	2% (2)	10% (14)	18% (23)	131
Military HH: Yes	33% (23)	24% (16)	14% (10)	10% (7)	3% (2)	5% (3)	11% (7)	68
Military HH: No	30% (283)	22% (205)	9% (82)	9% (88)	3% (30)	7% (63)	19% (181)	932
RD/WT: Right Direction	32% (70)	19% (42)	12% (25)	7% (15)	3% (6)	6% (13)	22% (47)	218
RD/WT: Wrong Track	30% (236)	23% (179)	8% (66)	10% (80)	3% (26)	7% (54)	18% (141)	782
Trump Job Approve	32% (78)	19% (46)	10% (24)	7% (17)	4% (10)	7% (18)	20% (48)	241
Trump Job Disapprove	32% (224)	24% (172)	10% (67)	10% (68)	3% (21)	6% (44)	15% (109)	705
Trump Job Strongly Approve	33% (37)	20% (22)	11% (12)	5% (5)	3% (3)	10% (11)	18% (20)	112
Trump Job Somewhat Approve	31% (40)	18% (24)	9% (12)	9% (12)	6% (7)	5% (7)	22% (28)	130
Trump Job Somewhat Disapprove	29% (58)	21% (41)	13% (26)	7% (14)	5% (9)	7% (14)	17% (34)	196
Trump Job Strongly Disapprove	33% (166)	26% (131)	8% (41)	11% (54)	2% (12)	6% (30)	15% (75)	509

Continued on next page

**Table MCFE35\_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
Asian Adults	31% (306)	22% (221)	9% (92)	9% (95)	3% (32)	7% (67)	19% (189)	1000
Favorable of Trump	31% (80)	20% (51)	8% (21)	8% (21)	3% (9)	8% (21)	21% (53)	256
Unfavorable of Trump	32% (219)	24% (167)	9% (64)	10% (68)	3% (20)	6% (44)	15% (106)	687
Very Favorable of Trump	33% (37)	19% (21)	10% (11)	3% (3)	4% (5)	14% (16)	17% (20)	113
Somewhat Favorable of Trump	30% (43)	21% (29)	7% (10)	12% (17)	3% (4)	4% (5)	23% (33)	142
Somewhat Unfavorable of Trump	28% (41)	19% (27)	14% (20)	12% (17)	5% (7)	7% (11)	16% (23)	146
Very Unfavorable of Trump	33% (177)	26% (139)	8% (44)	9% (51)	2% (13)	6% (33)	15% (84)	540
#1 Issue: Economy	33% (132)	21% (87)	10% (42)	11% (45)	4% (15)	5% (22)	15% (60)	404
#1 Issue: Security	26% (18)	24% (16)	5% (3)	13% (9)	5% (4)	— (0)	26% (17)	66
#1 Issue: Health Care	30% (80)	24% (63)	8% (21)	6% (16)	4% (11)	10% (27)	18% (46)	264
#1 Issue: Medicare / Social Security	31% (25)	15% (12)	7% (5)	10% (8)	— (0)	6% (5)	32% (25)	80
#1 Issue: Women's Issues	21% (11)	19% (10)	22% (11)	11% (6)	— (0)	6% (3)	21% (11)	51
#1 Issue: Other	35% (22)	27% (17)	4% (2)	9% (5)	— (0)	12% (7)	14% (9)	63
2018 House Vote: Democrat	39% (131)	25% (85)	6% (19)	9% (30)	3% (9)	5% (17)	13% (42)	333
2018 House Vote: Republican	39% (59)	19% (30)	10% (15)	7% (11)	1% (2)	9% (14)	14% (21)	152
2016 Vote: Hillary Clinton	39% (133)	27% (91)	5% (18)	7% (25)	2% (7)	6% (20)	13% (44)	337
2016 Vote: Donald Trump	33% (58)	20% (35)	10% (17)	7% (13)	2% (4)	9% (15)	19% (33)	176
2016 Vote: Didn't Vote	23% (103)	20% (89)	12% (53)	12% (55)	4% (20)	6% (26)	24% (108)	454
Voted in 2014: Yes	41% (169)	23% (93)	7% (30)	7% (30)	2% (9)	5% (22)	15% (61)	415
Voted in 2014: No	23% (137)	22% (128)	10% (61)	11% (65)	4% (23)	8% (44)	22% (128)	585
2012 Vote: Barack Obama	40% (133)	26% (86)	8% (27)	8% (28)	1% (5)	5% (17)	12% (40)	335
2012 Vote: Mitt Romney	35% (42)	17% (20)	9% (11)	9% (11)	2% (2)	9% (10)	18% (22)	118
2012 Vote: Didn't Vote	24% (126)	21% (110)	10% (53)	10% (54)	5% (24)	7% (36)	23% (122)	525
4-Region: Northeast	30% (59)	25% (49)	11% (22)	16% (31)	2% (4)	2% (4)	14% (29)	199
4-Region: Midwest	26% (33)	24% (31)	17% (22)	7% (9)	5% (7)	7% (9)	14% (17)	128
4-Region: South	29% (65)	20% (45)	7% (17)	12% (26)	4% (9)	8% (18)	21% (48)	229
4-Region: West	33% (148)	21% (96)	7% (30)	6% (28)	3% (12)	8% (36)	21% (95)	445

Continued on next page

**Table MCFE35\_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
Asian Adults	31% (306)	22% (221)	9% (92)	9% (95)	3% (32)	7% (67)	19% (189)	1000
Chinese	37% (126)	21% (71)	6% (20)	6% (21)	2% (7)	10% (33)	18% (62)	341
Filipino	25% (35)	26% (36)	7% (9)	13% (18)	6% (8)	6% (8)	18% (25)	138
Indian	45% (47)	18% (19)	14% (15)	10% (10)	1% (1)	4% (4)	8% (8)	104
Vietnamese	26% (20)	15% (11)	18% (13)	8% (6)	3% (2)	3% (2)	27% (20)	75
Korean	24% (22)	29% (27)	15% (14)	10% (9)	4% (4)	5% (5)	13% (12)	92
Japanese	26% (35)	23% (31)	6% (8)	8% (11)	1% (2)	6% (8)	29% (39)	135
Other Asian	17% (20)	22% (25)	11% (12)	17% (19)	7% (7)	6% (6)	20% (23)	112
Speaks only English at home	30% (165)	23% (126)	9% (50)	9% (48)	3% (19)	7% (38)	20% (113)	558
Speaks mostly English at home	28% (71)	21% (54)	10% (24)	13% (33)	3% (7)	7% (17)	18% (46)	253
Speaks both English and other language at home	41% (40)	25% (25)	8% (8)	10% (10)	1% (1)	5% (5)	11% (10)	98
Speaks mostly other language at home	33% (26)	20% (15)	12% (9)	5% (4)	6% (4)	9% (7)	15% (11)	77
Trump supporter	28% (65)	20% (46)	9% (20)	8% (18)	3% (7)	9% (22)	22% (51)	229
Biden supporter	32% (189)	25% (151)	9% (54)	10% (59)	3% (19)	6% (35)	15% (88)	595
Sports fans	33% (225)	25% (172)	10% (65)	10% (65)	3% (18)	5% (36)	14% (98)	679
Avid sports fans	35% (66)	27% (52)	13% (24)	8% (15)	4% (7)	2% (5)	11% (21)	190
Sports fans, Age: 18-34	23% (43)	26% (49)	12% (22)	14% (26)	3% (6)	4% (7)	18% (33)	187
Sports fans, Age: 35-44	32% (47)	27% (40)	10% (15)	10% (15)	5% (7)	5% (8)	12% (18)	150
Sports fans, Age: 45-64	43% (101)	22% (52)	8% (19)	6% (15)	2% (5)	5% (13)	14% (32)	236
Sports fans, Age: 65+	31% (33)	29% (31)	9% (9)	8% (9)	1% (1)	8% (9)	14% (15)	107
Movie studios should diversify teams	33% (236)	25% (179)	9% (61)	10% (72)	3% (24)	6% (44)	14% (97)	713
Movie studios should diversify stories	33% (209)	24% (153)	11% (69)	11% (70)	3% (21)	6% (36)	12% (77)	635
Concerned about Covid	32% (291)	23% (207)	9% (82)	9% (85)	3% (28)	6% (55)	18% (166)	913
No experience with Covid	31% (159)	21% (111)	6% (32)	9% (46)	2% (11)	8% (40)	23% (120)	518
Health care major factor for election	33% (231)	23% (164)	9% (66)	9% (63)	3% (19)	7% (46)	17% (119)	708
Social media users	30% (287)	22% (212)	10% (91)	10% (91)	3% (32)	7% (63)	18% (175)	951
WhatsApp users	38% (134)	26% (92)	10% (34)	9% (32)	3% (11)	4% (15)	10% (34)	352
WeChat users	34% (58)	28% (48)	5% (9)	8% (14)	4% (6)	4% (7)	18% (31)	173
Social media news source at least once a week	32% (211)	25% (167)	11% (74)	9% (60)	3% (18)	5% (31)	15% (96)	657

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

**Table MCFE35\_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
Asian Adults	40% (396)	19% (186)	8% (75)	4% (44)	1% (14)	5% (50)	23% (235)	1000
Gender: Male	32% (152)	23% (109)	7% (35)	5% (23)	1% (5)	5% (24)	26% (122)	470
Gender: Female	46% (244)	15% (77)	8% (41)	4% (21)	2% (9)	5% (26)	21% (112)	530
Age: 18-34	53% (169)	19% (60)	9% (28)	6% (19)	1% (2)	3% (9)	10% (33)	320
Age: 35-44	47% (88)	17% (32)	6% (11)	6% (11)	— (1)	5% (9)	19% (36)	186
Age: 45-64	33% (110)	18% (60)	7% (24)	3% (11)	3% (9)	6% (20)	30% (101)	335
Age: 65+	18% (29)	21% (34)	8% (12)	2% (4)	2% (2)	8% (12)	41% (65)	158
GenZers: 1997-2012	59% (83)	18% (25)	6% (9)	5% (7)	1% (2)	1% (2)	10% (14)	142
Millennials: 1981-1996	49% (141)	18% (51)	8% (23)	6% (16)	— (1)	5% (13)	14% (41)	286
GenXers: 1965-1980	37% (107)	19% (54)	9% (26)	5% (14)	3% (8)	5% (13)	23% (67)	289
Baby Boomers: 1946-1964	24% (60)	19% (48)	6% (16)	3% (7)	1% (3)	7% (17)	41% (105)	255
PID: Dem (no lean)	46% (184)	19% (78)	5% (22)	4% (18)	1% (5)	4% (16)	20% (79)	402
PID: Ind (no lean)	33% (123)	17% (62)	9% (33)	6% (22)	2% (8)	6% (23)	26% (97)	368
PID: Rep (no lean)	39% (90)	20% (46)	9% (20)	2% (5)	— (1)	4% (10)	25% (58)	230
PID/Gender: Dem Men	37% (61)	23% (38)	5% (9)	6% (9)	1% (2)	4% (6)	24% (40)	167
PID/Gender: Dem Women	52% (122)	17% (40)	6% (13)	3% (8)	1% (3)	4% (10)	17% (39)	235
PID/Gender: Ind Men	33% (58)	22% (39)	6% (10)	6% (10)	1% (2)	8% (14)	25% (43)	176
PID/Gender: Ind Women	34% (65)	12% (22)	12% (23)	6% (12)	3% (6)	5% (10)	28% (54)	193
PID/Gender: Rep Men	26% (33)	24% (31)	12% (16)	3% (4)	1% (1)	4% (4)	30% (39)	128
PID/Gender: Rep Women	56% (57)	15% (15)	4% (4)	1% (1)	— (0)	6% (6)	19% (20)	102
Ideo: Liberal (1-3)	49% (149)	15% (47)	8% (23)	4% (12)	1% (3)	3% (9)	20% (61)	304
Ideo: Moderate (4)	38% (143)	22% (80)	6% (22)	4% (15)	2% (7)	6% (22)	22% (83)	372
Ideo: Conservative (5-7)	30% (72)	17% (41)	9% (23)	4% (11)	2% (4)	7% (16)	31% (75)	241
Educ: < College	39% (162)	19% (79)	10% (40)	4% (16)	2% (8)	4% (17)	23% (98)	420
Educ: Bachelors degree	41% (136)	18% (60)	7% (24)	5% (17)	1% (3)	6% (21)	21% (69)	330
Educ: Post-grad	39% (98)	19% (47)	4% (10)	5% (12)	1% (3)	5% (12)	27% (68)	250
Income: Under 50k	42% (171)	16% (68)	8% (31)	4% (17)	2% (8)	5% (21)	23% (96)	412
Income: 50k-100k	40% (122)	21% (64)	10% (29)	5% (16)	1% (2)	4% (12)	19% (59)	303
Income: 100k+	36% (103)	19% (53)	5% (15)	4% (11)	1% (4)	6% (17)	28% (80)	284
Ethnicity: Other	40% (396)	19% (186)	8% (75)	4% (44)	1% (14)	5% (50)	23% (235)	1000

Continued on next page

**Table MCFE35\_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
Asian Adults	40% (396)	19% (186)	8% (75)	4% (44)	1% (14)	5% (50)	23% (235)	1000
All Christian	41% (131)	14% (45)	8% (27)	5% (15)	1% (2)	6% (20)	24% (77)	317
All Non-Christian	48% (114)	23% (54)	5% (11)	5% (11)	2% (5)	3% (6)	16% (37)	239
Atheist	34% (22)	14% (9)	7% (5)	4% (3)	— (0)	4% (3)	37% (25)	67
Agnostic/Nothing in particular	35% (100)	19% (55)	9% (25)	5% (15)	2% (5)	6% (16)	25% (73)	288
Something Else	32% (29)	26% (23)	8% (7)	1% (1)	3% (2)	5% (4)	26% (23)	90
Religious Non-Protestant/Catholic	48% (117)	22% (54)	5% (12)	5% (11)	2% (5)	3% (6)	16% (38)	244
Evangelical	36% (53)	18% (26)	8% (12)	6% (8)	2% (2)	6% (9)	25% (37)	148
Non-Evangelical	41% (103)	16% (40)	8% (21)	3% (8)	1% (2)	6% (15)	25% (62)	252
Community: Urban	43% (141)	17% (56)	10% (33)	3% (11)	1% (4)	6% (19)	20% (66)	329
Community: Suburban	37% (222)	20% (119)	7% (41)	4% (26)	2% (10)	5% (27)	25% (148)	591
Community: Rural	43% (34)	15% (12)	1% (1)	9% (7)	— (0)	5% (4)	27% (22)	79
Employ: Private Sector	39% (149)	21% (81)	8% (31)	5% (18)	3% (10)	5% (20)	19% (71)	380
Employ: Government	36% (20)	16% (9)	7% (4)	5% (3)	2% (1)	8% (5)	27% (15)	57
Employ: Self-Employed	44% (35)	11% (9)	11% (9)	3% (3)	— (0)	12% (9)	18% (15)	80
Employ: Homemaker	52% (42)	17% (14)	3% (3)	3% (3)	1% (1)	5% (4)	18% (15)	80
Employ: Student	58% (54)	16% (15)	6% (6)	3% (3)	2% (2)	1% (1)	14% (13)	93
Employ: Retired	20% (32)	21% (34)	8% (13)	2% (4)	1% (1)	5% (8)	42% (68)	159
Employ: Unemployed	45% (58)	15% (20)	6% (8)	8% (10)	— (0)	2% (3)	24% (32)	131
Military HH: Yes	35% (24)	20% (13)	8% (6)	1% (1)	— (0)	5% (3)	31% (21)	68
Military HH: No	40% (372)	18% (172)	7% (69)	5% (44)	2% (14)	5% (46)	23% (214)	932
RD/WT: Right Direction	43% (95)	21% (46)	7% (15)	3% (7)	1% (2)	5% (12)	19% (41)	218
RD/WT: Wrong Track	39% (301)	18% (140)	8% (60)	5% (37)	2% (12)	5% (38)	25% (194)	782
Trump Job Approve	43% (103)	16% (38)	10% (24)	2% (6)	3% (6)	7% (18)	20% (47)	241
Trump Job Disapprove	38% (271)	20% (140)	7% (49)	5% (35)	1% (8)	4% (31)	24% (171)	705
Trump Job Strongly Approve	47% (52)	15% (17)	12% (13)	3% (4)	4% (4)	4% (4)	16% (18)	112
Trump Job Somewhat Approve	39% (51)	16% (21)	9% (11)	2% (2)	2% (2)	10% (13)	23% (29)	130
Trump Job Somewhat Disapprove	34% (67)	24% (46)	9% (17)	6% (11)	2% (3)	5% (9)	22% (42)	196
Trump Job Strongly Disapprove	40% (204)	18% (94)	6% (32)	5% (24)	1% (5)	4% (22)	25% (128)	509

Continued on next page



**Table MCFE35\_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
Asian Adults	40% (396)	19% (186)	8% (75)	4% (44)	1% (14)	5% (50)	23% (235)	1000
Favorable of Trump	45% (114)	15% (40)	9% (23)	1% (4)	2% (5)	7% (17)	21% (54)	256
Unfavorable of Trump	38% (263)	20% (137)	7% (45)	5% (37)	1% (7)	4% (30)	24% (167)	687
Very Favorable of Trump	47% (53)	11% (13)	13% (15)	2% (2)	4% (4)	4% (5)	19% (22)	113
Somewhat Favorable of Trump	43% (61)	19% (27)	6% (8)	1% (2)	1% (1)	8% (12)	23% (32)	142
Somewhat Unfavorable of Trump	30% (44)	25% (37)	8% (12)	9% (13)	1% (2)	4% (6)	22% (32)	146
Very Unfavorable of Trump	41% (220)	19% (100)	6% (32)	4% (24)	1% (5)	4% (24)	25% (135)	540
#1 Issue: Economy	41% (164)	19% (77)	12% (47)	5% (19)	1% (5)	4% (18)	19% (75)	404
#1 Issue: Security	46% (30)	18% (12)	10% (7)	6% (4)	1% (1)	— (0)	19% (13)	66
#1 Issue: Health Care	36% (96)	21% (54)	3% (9)	3% (9)	3% (8)	6% (17)	27% (72)	264
#1 Issue: Medicare / Social Security	24% (19)	26% (21)	4% (3)	1% (1)	— (0)	7% (6)	38% (30)	80
#1 Issue: Women's Issues	62% (32)	12% (6)	4% (2)	9% (4)	— (0)	3% (1)	11% (5)	51
#1 Issue: Other	37% (23)	6% (4)	8% (5)	1% (1)	1% (1)	9% (6)	38% (24)	63
2018 House Vote: Democrat	38% (126)	17% (57)	5% (17)	5% (18)	1% (3)	5% (16)	29% (97)	333
2018 House Vote: Republican	39% (59)	15% (23)	8% (12)	3% (4)	— (1)	6% (9)	30% (45)	152
2016 Vote: Hillary Clinton	39% (130)	18% (62)	4% (13)	5% (17)	1% (3)	5% (18)	28% (95)	337
2016 Vote: Donald Trump	36% (64)	16% (28)	8% (14)	3% (6)	2% (3)	7% (11)	28% (50)	176
2016 Vote: Didn't Vote	43% (195)	20% (91)	10% (45)	4% (20)	2% (7)	4% (20)	17% (76)	454
Voted in 2014: Yes	37% (152)	18% (73)	6% (27)	5% (20)	1% (3)	4% (16)	30% (125)	415
Voted in 2014: No	42% (244)	19% (112)	8% (49)	4% (25)	2% (11)	6% (34)	19% (110)	585
2012 Vote: Barack Obama	39% (131)	19% (63)	5% (16)	5% (16)	1% (3)	5% (16)	27% (89)	335
2012 Vote: Mitt Romney	30% (35)	17% (20)	8% (10)	3% (3)	2% (2)	4% (4)	37% (44)	118
2012 Vote: Didn't Vote	43% (225)	19% (100)	9% (47)	4% (22)	2% (9)	5% (28)	18% (93)	525
4-Region: Northeast	41% (82)	23% (45)	9% (17)	4% (8)	2% (3)	4% (7)	18% (36)	199
4-Region: Midwest	36% (47)	26% (33)	13% (16)	3% (4)	— (1)	7% (8)	15% (19)	128
4-Region: South	44% (100)	13% (29)	8% (18)	6% (14)	2% (5)	5% (12)	21% (48)	229
4-Region: West	38% (167)	18% (78)	5% (24)	4% (18)	1% (5)	5% (22)	30% (132)	445

Continued on next page

**Table MCFE35\_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
Asian Adults	40% (396)	19% (186)	8% (75)	4% (44)	1% (14)	5% (50)	23% (235)	1000
Chinese	35% (119)	18% (62)	8% (26)	4% (13)	2% (7)	7% (24)	27% (90)	341
Filipino	50% (68)	18% (25)	3% (5)	5% (7)	1% (1)	4% (6)	19% (26)	138
Indian	48% (50)	26% (27)	2% (2)	7% (7)	— (0)	6% (6)	10% (11)	104
Vietnamese	41% (31)	20% (15)	21% (15)	2% (1)	1% (1)	2% (1)	14% (10)	75
Korean	43% (39)	18% (17)	7% (7)	7% (6)	— (0)	3% (3)	22% (21)	92
Japanese	26% (35)	13% (17)	5% (7)	4% (5)	— (1)	6% (8)	46% (62)	135
Other Asian	45% (51)	20% (22)	12% (13)	4% (5)	4% (4)	2% (3)	13% (14)	112
Speaks only English at home	34% (188)	17% (95)	8% (47)	5% (26)	1% (4)	4% (24)	31% (175)	558
Speaks mostly English at home	45% (114)	22% (56)	7% (19)	5% (14)	3% (8)	5% (14)	11% (29)	253
Speaks both English and other language at home	52% (51)	19% (19)	5% (5)	2% (2)	— (0)	9% (8)	13% (13)	98
Speaks mostly other language at home	51% (39)	12% (9)	6% (5)	3% (2)	4% (3)	5% (4)	19% (14)	77
Trump supporter	41% (93)	18% (40)	9% (21)	2% (4)	2% (4)	7% (15)	22% (51)	229
Biden supporter	41% (241)	20% (119)	7% (40)	5% (30)	1% (7)	4% (26)	22% (132)	595
Sports fans	40% (268)	21% (142)	8% (53)	4% (28)	1% (6)	5% (34)	22% (146)	679
Avid sports fans	46% (86)	20% (39)	11% (20)	4% (7)	1% (2)	3% (5)	16% (30)	190
Sports fans, Age: 18-34	55% (102)	20% (38)	10% (18)	5% (9)	1% (1)	2% (4)	7% (14)	187
Sports fans, Age: 35-44	47% (71)	17% (25)	7% (10)	5% (7)	— (1)	5% (8)	19% (28)	150
Sports fans, Age: 45-64	33% (77)	21% (50)	7% (17)	4% (8)	1% (3)	5% (11)	29% (69)	236
Sports fans, Age: 65+	16% (18)	27% (29)	8% (9)	3% (3)	1% (1)	11% (12)	33% (36)	107
Movie studios should diversify teams	43% (305)	20% (141)	7% (50)	5% (36)	1% (7)	4% (30)	20% (144)	713
Movie studios should diversify stories	45% (284)	20% (124)	8% (50)	5% (34)	1% (9)	4% (25)	17% (108)	635
Concerned about Covid	40% (368)	19% (173)	7% (67)	4% (39)	1% (9)	5% (45)	23% (211)	913
No experience with Covid	37% (193)	20% (105)	6% (31)	5% (24)	— (1)	6% (30)	26% (134)	518
Health care major factor for election	41% (287)	20% (145)	8% (55)	4% (26)	1% (10)	5% (33)	21% (152)	708
Social media users	42% (396)	20% (186)	8% (74)	5% (44)	1% (13)	5% (47)	20% (190)	951
WhatsApp users	49% (172)	22% (77)	7% (26)	5% (18)	1% (4)	3% (10)	13% (46)	352
WeChat users	47% (82)	20% (35)	11% (19)	4% (7)	2% (3)	3% (4)	13% (23)	173
Social media news source at least once a week	60% (396)	28% (186)	11% (75)	— (0)	— (0)	— (0)	— (0)	657

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

**Table MCFE35\_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
Asian Adults	4% (42)	11% (112)	7% (75)	10% (96)	4% (42)	11% (111)	52% (522)	1000
Gender: Male	4% (20)	13% (62)	9% (42)	9% (41)	5% (23)	10% (46)	50% (236)	470
Gender: Female	4% (22)	10% (50)	6% (33)	10% (55)	4% (19)	12% (65)	54% (286)	530
Age: 18-34	5% (17)	15% (47)	11% (36)	10% (32)	7% (22)	8% (26)	44% (140)	320
Age: 35-44	6% (11)	17% (32)	7% (13)	14% (25)	4% (7)	9% (18)	43% (81)	186
Age: 45-64	3% (11)	8% (26)	6% (19)	9% (29)	3% (11)	14% (47)	58% (194)	335
Age: 65+	2% (4)	5% (7)	5% (7)	6% (9)	2% (2)	13% (20)	68% (108)	158
GenZers: 1997-2012	5% (7)	12% (17)	11% (15)	10% (14)	11% (15)	8% (11)	44% (62)	142
Millennials: 1981-1996	6% (18)	17% (48)	10% (30)	12% (34)	4% (11)	8% (23)	43% (123)	286
GenXers: 1965-1980	4% (12)	12% (35)	4% (11)	10% (28)	2% (6)	14% (39)	55% (158)	289
Baby Boomers: 1946-1964	2% (6)	4% (11)	6% (16)	8% (20)	4% (10)	13% (34)	62% (158)	255
PID: Dem (no lean)	5% (21)	10% (42)	9% (36)	10% (39)	5% (19)	12% (47)	49% (198)	402
PID: Ind (no lean)	3% (10)	10% (39)	6% (21)	9% (34)	6% (21)	11% (42)	55% (202)	368
PID: Rep (no lean)	5% (11)	14% (32)	8% (18)	10% (23)	1% (3)	9% (22)	53% (122)	230
PID/Gender: Dem Men	5% (9)	13% (22)	12% (20)	9% (15)	8% (13)	10% (17)	42% (70)	167
PID/Gender: Dem Women	5% (12)	8% (19)	7% (16)	10% (24)	2% (5)	13% (30)	54% (128)	235
PID/Gender: Ind Men	2% (4)	12% (22)	7% (12)	11% (19)	5% (10)	9% (16)	53% (93)	176
PID/Gender: Ind Women	3% (6)	9% (17)	5% (9)	8% (15)	6% (11)	14% (26)	57% (109)	193
PID/Gender: Rep Men	5% (7)	14% (17)	8% (10)	6% (7)	1% (1)	10% (13)	57% (73)	128
PID/Gender: Rep Women	4% (4)	14% (14)	7% (8)	16% (16)	2% (2)	9% (9)	48% (49)	102
Ideo: Liberal (1-3)	5% (16)	13% (39)	11% (33)	12% (36)	3% (10)	13% (39)	43% (131)	304
Ideo: Moderate (4)	4% (15)	10% (38)	6% (24)	9% (34)	4% (15)	10% (36)	57% (210)	372
Ideo: Conservative (5-7)	4% (11)	13% (31)	6% (14)	9% (23)	3% (7)	13% (31)	52% (125)	241
Educ: < College	3% (13)	10% (42)	4% (18)	10% (40)	4% (18)	9% (39)	59% (250)	420
Educ: Bachelors degree	5% (16)	11% (36)	12% (39)	8% (26)	2% (8)	14% (46)	48% (159)	330
Educ: Post-grad	5% (13)	14% (34)	7% (17)	12% (30)	7% (17)	10% (26)	45% (113)	250
Income: Under 50k	3% (10)	11% (44)	5% (22)	8% (31)	5% (22)	7% (28)	62% (254)	412
Income: 50k-100k	7% (21)	12% (36)	9% (26)	11% (34)	4% (11)	13% (38)	45% (136)	303
Income: 100k+	4% (10)	11% (32)	9% (26)	11% (31)	3% (9)	16% (44)	46% (132)	284
Ethnicity: Other	4% (42)	11% (112)	7% (75)	10% (96)	4% (42)	11% (111)	52% (522)	1000

Continued on next page

**Table MCFE35\_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
Asian Adults	4% (42)	11% (112)	7% (75)	10% (96)	4% (42)	11% (111)	52% (522)	1000
All Christian	4% (11)	13% (40)	8% (24)	9% (30)	3% (9)	16% (50)	48% (152)	317
All Non-Christian	5% (11)	11% (27)	8% (20)	10% (24)	8% (20)	7% (16)	51% (122)	239
Atheist	5% (3)	12% (8)	16% (10)	13% (8)	2% (1)	8% (6)	44% (29)	67
Agnostic/Nothing in particular	5% (14)	9% (26)	6% (17)	10% (28)	2% (6)	12% (34)	56% (162)	288
Something Else	2% (2)	11% (10)	3% (3)	7% (6)	8% (7)	5% (5)	63% (57)	90
Religious Non-Protestant/Catholic	5% (12)	11% (27)	9% (22)	10% (26)	8% (20)	7% (17)	50% (122)	244
Evangelical	4% (5)	11% (16)	5% (7)	11% (17)	3% (5)	10% (14)	57% (84)	148
Non-Evangelical	3% (8)	13% (33)	7% (18)	7% (17)	4% (11)	16% (40)	50% (125)	252
Community: Urban	5% (16)	15% (49)	8% (27)	8% (27)	5% (16)	13% (41)	46% (153)	329
Community: Suburban	4% (26)	9% (56)	8% (45)	9% (56)	4% (22)	10% (60)	55% (327)	591
Community: Rural	— (0)	9% (7)	3% (3)	16% (13)	5% (4)	13% (10)	54% (42)	79
Employ: Private Sector	6% (22)	14% (52)	8% (31)	11% (43)	4% (15)	13% (50)	44% (167)	380
Employ: Government	6% (4)	8% (5)	4% (2)	19% (11)	3% (2)	10% (6)	49% (28)	57
Employ: Self-Employed	7% (6)	14% (11)	5% (4)	9% (7)	6% (5)	11% (9)	48% (38)	80
Employ: Homemaker	4% (3)	14% (11)	8% (6)	9% (8)	2% (2)	9% (7)	54% (44)	80
Employ: Student	3% (3)	4% (4)	12% (11)	8% (8)	8% (7)	6% (5)	58% (54)	93
Employ: Retired	1% (2)	5% (8)	5% (8)	7% (11)	2% (2)	11% (17)	70% (111)	159
Employ: Unemployed	2% (3)	14% (19)	9% (12)	7% (9)	7% (9)	9% (12)	53% (69)	131
Military HH: Yes	1% (1)	14% (10)	8% (6)	13% (9)	— (0)	13% (9)	51% (34)	68
Military HH: No	4% (41)	11% (102)	7% (69)	9% (87)	5% (42)	11% (102)	52% (488)	932
RD/WT: Right Direction	6% (12)	15% (32)	6% (14)	13% (29)	3% (6)	10% (21)	48% (105)	218
RD/WT: Wrong Track	4% (30)	10% (80)	8% (61)	9% (67)	5% (37)	11% (90)	53% (417)	782
Trump Job Approve	7% (16)	17% (40)	7% (17)	12% (28)	1% (3)	11% (27)	46% (111)	241
Trump Job Disapprove	4% (26)	10% (70)	8% (58)	9% (66)	5% (32)	11% (79)	53% (373)	705
Trump Job Strongly Approve	3% (4)	25% (28)	11% (12)	9% (10)	1% (1)	17% (19)	33% (37)	112
Trump Job Somewhat Approve	9% (12)	9% (12)	4% (5)	14% (18)	1% (2)	6% (8)	57% (74)	130
Trump Job Somewhat Disapprove	4% (8)	12% (24)	7% (14)	9% (18)	4% (7)	10% (20)	53% (105)	196
Trump Job Strongly Disapprove	4% (18)	9% (46)	9% (44)	10% (49)	5% (25)	12% (59)	53% (269)	509

Continued on next page

**Table MCFE35\_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
Asian Adults	4% (42)	11% (112)	7% (75)	10% (96)	4% (42)	11% (111)	52% (522)	1000
Favorable of Trump	6% (16)	15% (39)	6% (16)	11% (29)	1% (3)	10% (26)	50% (128)	256
Unfavorable of Trump	4% (25)	10% (71)	9% (59)	9% (63)	5% (33)	12% (80)	52% (355)	687
Very Favorable of Trump	5% (5)	23% (26)	8% (9)	11% (12)	1% (1)	14% (16)	37% (42)	113
Somewhat Favorable of Trump	7% (11)	9% (13)	4% (6)	12% (17)	1% (2)	6% (9)	60% (85)	142
Somewhat Unfavorable of Trump	4% (6)	12% (18)	8% (11)	11% (17)	3% (5)	10% (15)	51% (75)	146
Very Unfavorable of Trump	4% (19)	10% (52)	9% (48)	9% (47)	5% (29)	12% (65)	52% (280)	540
#1 Issue: Economy	5% (22)	13% (51)	8% (33)	9% (37)	4% (16)	16% (63)	45% (181)	404
#1 Issue: Security	2% (2)	16% (11)	9% (6)	10% (6)	6% (4)	8% (5)	49% (32)	66
#1 Issue: Health Care	4% (9)	10% (26)	8% (20)	12% (30)	2% (6)	9% (25)	56% (148)	264
#1 Issue: Medicare / Social Security	2% (2)	6% (5)	2% (2)	2% (1)	6% (5)	3% (2)	78% (62)	80
#1 Issue: Women's Issues	3% (2)	16% (8)	3% (1)	16% (8)	6% (3)	8% (4)	48% (24)	51
#1 Issue: Other	2% (1)	1% (1)	3% (2)	7% (4)	6% (4)	9% (6)	73% (46)	63
2018 House Vote: Democrat	6% (20)	12% (40)	9% (29)	11% (35)	3% (10)	16% (52)	44% (147)	333
2018 House Vote: Republican	5% (8)	18% (28)	6% (9)	13% (20)	3% (5)	9% (14)	45% (68)	152
2016 Vote: Hillary Clinton	6% (19)	13% (43)	8% (26)	8% (28)	4% (12)	14% (48)	48% (161)	337
2016 Vote: Donald Trump	4% (8)	17% (29)	7% (12)	12% (22)	3% (5)	12% (21)	45% (80)	176
2016 Vote: Didn't Vote	3% (14)	8% (37)	8% (35)	9% (42)	5% (24)	9% (40)	58% (263)	454
Voted in 2014: Yes	5% (20)	14% (58)	8% (34)	11% (46)	3% (14)	14% (57)	45% (186)	415
Voted in 2014: No	4% (22)	9% (54)	7% (40)	9% (50)	5% (28)	9% (54)	57% (336)	585
2012 Vote: Barack Obama	5% (18)	12% (40)	9% (30)	8% (28)	3% (12)	14% (49)	48% (160)	335
2012 Vote: Mitt Romney	4% (4)	12% (15)	6% (7)	16% (18)	1% (1)	10% (12)	51% (60)	118
2012 Vote: Didn't Vote	3% (18)	10% (54)	7% (35)	9% (49)	5% (27)	9% (47)	56% (295)	525
4-Region: Northeast	1% (2)	13% (25)	10% (19)	11% (23)	7% (14)	12% (24)	46% (92)	199
4-Region: Midwest	5% (7)	10% (13)	7% (9)	11% (14)	8% (10)	12% (15)	47% (59)	128
4-Region: South	6% (13)	15% (34)	7% (15)	8% (19)	3% (8)	12% (27)	49% (113)	229
4-Region: West	5% (20)	9% (41)	7% (31)	9% (40)	2% (11)	10% (45)	58% (258)	445

Continued on next page

**Table MCFE35\_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
Asian Adults	4% (42)	11% (112)	7% (75)	10% (96)	4% (42)	11% (111)	52% (522)	1000
Chinese	4% (12)	9% (30)	7% (23)	10% (34)	5% (16)	13% (43)	53% (182)	341
Filipino	3% (4)	15% (21)	6% (9)	7% (10)	— (1)	17% (23)	51% (71)	138
Indian	9% (9)	18% (18)	14% (15)	11% (11)	7% (7)	6% (7)	35% (37)	104
Vietnamese	6% (5)	17% (13)	15% (11)	4% (3)	1% (1)	7% (6)	49% (37)	75
Korean	4% (4)	9% (8)	6% (6)	11% (10)	5% (5)	15% (13)	50% (46)	92
Japanese	2% (3)	4% (5)	5% (6)	5% (7)	4% (5)	9% (12)	72% (96)	135
Other Asian	5% (5)	15% (16)	3% (3)	18% (20)	6% (7)	6% (7)	46% (52)	112
Speaks only English at home	5% (26)	10% (55)	7% (37)	10% (56)	3% (17)	12% (67)	54% (300)	558
Speaks mostly English at home	4% (10)	15% (38)	10% (25)	9% (24)	6% (14)	11% (29)	44% (112)	253
Speaks both English and other language at home	6% (6)	15% (15)	5% (5)	7% (7)	10% (9)	12% (11)	46% (45)	98
Speaks mostly other language at home	— (0)	6% (4)	10% (8)	12% (9)	2% (1)	5% (4)	66% (50)	77
Trump supporter	5% (12)	17% (40)	7% (16)	11% (25)	2% (4)	12% (28)	46% (105)	229
Biden supporter	4% (24)	10% (60)	9% (54)	9% (52)	5% (30)	12% (70)	51% (306)	595
Sports fans	5% (31)	13% (88)	9% (61)	10% (66)	4% (26)	11% (77)	48% (329)	679
Avid sports fans	8% (14)	19% (36)	11% (22)	10% (18)	4% (8)	12% (22)	36% (69)	190
Sports fans, Age: 18-34	8% (15)	18% (33)	15% (29)	10% (18)	6% (11)	6% (11)	38% (70)	187
Sports fans, Age: 35-44	6% (9)	19% (29)	7% (11)	14% (22)	4% (6)	7% (11)	42% (62)	150
Sports fans, Age: 45-64	3% (6)	8% (19)	6% (15)	9% (22)	3% (8)	16% (37)	55% (130)	236
Sports fans, Age: 65+	2% (2)	7% (7)	6% (6)	4% (5)	1% (1)	17% (18)	63% (67)	107
Movie studios should diversify teams	4% (29)	13% (90)	8% (59)	10% (73)	4% (30)	13% (94)	47% (337)	713
Movie studios should diversify stories	4% (28)	13% (85)	9% (59)	11% (67)	5% (29)	12% (79)	45% (289)	635
Concerned about Covid	4% (39)	10% (95)	8% (70)	9% (87)	4% (37)	12% (106)	53% (481)	913
No experience with Covid	4% (21)	10% (50)	7% (34)	7% (35)	4% (20)	11% (57)	58% (302)	518
Health care major factor for election	5% (36)	12% (84)	8% (60)	10% (69)	4% (25)	11% (80)	50% (354)	708
Social media users	4% (42)	12% (112)	8% (73)	10% (96)	4% (42)	11% (105)	51% (481)	951
WhatsApp users	6% (23)	16% (56)	9% (30)	11% (39)	7% (25)	11% (39)	40% (139)	352
WeChat users	6% (11)	13% (23)	8% (13)	12% (21)	6% (10)	11% (18)	44% (76)	173
Social media news source at least once a week	6% (38)	14% (95)	10% (65)	12% (78)	5% (31)	11% (71)	42% (279)	657

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

**Table MCFE36\_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
Asian Adults	20%	(198)	49%	(485)	13%	(132)	8%	(76)	11%	(109)	1000
Gender: Male	22%	(103)	47%	(222)	14%	(64)	9%	(44)	8%	(36)	470
Gender: Female	18%	(94)	50%	(263)	13%	(68)	6%	(31)	14%	(73)	530
Age: 18-34	19%	(61)	39%	(124)	17%	(54)	10%	(30)	16%	(50)	320
Age: 35-44	16%	(30)	51%	(95)	12%	(22)	8%	(14)	14%	(26)	186
Age: 45-64	22%	(74)	52%	(174)	11%	(36)	7%	(25)	8%	(27)	335
Age: 65+	21%	(33)	58%	(92)	13%	(20)	4%	(6)	4%	(7)	158
GenZers: 1997-2012	19%	(27)	34%	(48)	18%	(26)	9%	(13)	20%	(28)	142
Millennials: 1981-1996	20%	(56)	43%	(123)	14%	(39)	8%	(23)	16%	(45)	286
GenXers: 1965-1980	21%	(60)	55%	(158)	11%	(32)	8%	(23)	6%	(16)	289
Baby Boomers: 1946-1964	20%	(51)	53%	(136)	12%	(31)	6%	(16)	8%	(20)	255
PID: Dem (no lean)	26%	(104)	52%	(207)	11%	(43)	4%	(17)	7%	(30)	402
PID: Ind (no lean)	15%	(55)	47%	(175)	15%	(55)	9%	(32)	14%	(52)	368
PID: Rep (no lean)	17%	(39)	45%	(103)	15%	(34)	12%	(26)	12%	(27)	230
PID/Gender: Dem Men	27%	(46)	49%	(82)	13%	(22)	6%	(10)	4%	(7)	167
PID/Gender: Dem Women	25%	(58)	53%	(125)	9%	(22)	3%	(7)	10%	(23)	235
PID/Gender: Ind Men	17%	(30)	48%	(84)	13%	(23)	9%	(16)	12%	(21)	176
PID/Gender: Ind Women	13%	(24)	47%	(90)	16%	(31)	8%	(16)	16%	(31)	193
PID/Gender: Rep Men	21%	(27)	43%	(56)	15%	(19)	14%	(18)	6%	(8)	128
PID/Gender: Rep Women	11%	(12)	47%	(48)	15%	(15)	8%	(8)	19%	(19)	102
Ideo: Liberal (1-3)	23%	(70)	53%	(160)	12%	(35)	4%	(11)	9%	(28)	304
Ideo: Moderate (4)	23%	(87)	50%	(185)	10%	(39)	5%	(18)	12%	(43)	372
Ideo: Conservative (5-7)	15%	(36)	48%	(116)	17%	(42)	13%	(31)	7%	(17)	241
Educ: < College	15%	(62)	44%	(185)	15%	(62)	11%	(44)	16%	(67)	420
Educ: Bachelors degree	22%	(72)	52%	(171)	12%	(39)	5%	(18)	9%	(30)	330
Educ: Post-grad	26%	(64)	52%	(130)	12%	(31)	5%	(13)	5%	(12)	250
Income: Under 50k	15%	(63)	48%	(196)	10%	(42)	11%	(44)	16%	(66)	412
Income: 50k-100k	19%	(56)	47%	(142)	18%	(56)	7%	(20)	10%	(30)	303
Income: 100k+	28%	(78)	52%	(147)	12%	(34)	4%	(11)	5%	(13)	284
Ethnicity: Other	20%	(198)	49%	(485)	13%	(132)	8%	(76)	11%	(109)	1000

Continued on next page

**Table MCFE36\_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
Asian Adults	20%	(198)	49%	(485)	13%	(132)	8%	(76)	11% (109)	1000
All Christian	21%	(65)	50%	(160)	14%	(44)	7%	(22)	8% (25)	317
All Non-Christian	22%	(53)	47%	(113)	14%	(32)	7%	(16)	10% (24)	239
Atheist	23%	(15)	43%	(29)	10%	(7)	6%	(4)	17% (11)	67
Agnostic/Nothing in particular	17%	(49)	50%	(143)	13%	(38)	9%	(26)	11% (32)	288
Something Else	16%	(15)	45%	(40)	12%	(11)	8%	(7)	19% (17)	90
Religious Non-Protestant/Catholic	22%	(55)	47%	(115)	14%	(34)	7%	(16)	10% (24)	244
Evangelical	14%	(21)	49%	(72)	14%	(20)	11%	(17)	12% (17)	148
Non-Evangelical	22%	(57)	49%	(125)	13%	(33)	5%	(13)	10% (25)	252
Community: Urban	26%	(87)	43%	(142)	12%	(41)	8%	(25)	10% (35)	329
Community: Suburban	17%	(103)	52%	(306)	13%	(77)	7%	(40)	11% (65)	591
Community: Rural	10%	(8)	47%	(37)	18%	(14)	13%	(11)	12% (9)	79
Employ: Private Sector	22%	(84)	49%	(185)	15%	(57)	8%	(30)	6% (24)	380
Employ: Government	20%	(12)	42%	(24)	23%	(13)	5%	(3)	10% (6)	57
Employ: Self-Employed	22%	(17)	43%	(34)	7%	(6)	12%	(9)	16% (13)	80
Employ: Homemaker	12%	(10)	63%	(51)	7%	(5)	7%	(6)	11% (9)	80
Employ: Student	21%	(19)	37%	(34)	13%	(12)	6%	(5)	25% (23)	93
Employ: Retired	22%	(35)	58%	(92)	12%	(19)	3%	(4)	6% (9)	159
Employ: Unemployed	14%	(18)	42%	(55)	14%	(18)	13%	(17)	17% (23)	131
Military HH: Yes	23%	(15)	50%	(34)	13%	(9)	10%	(7)	4% (3)	68
Military HH: No	20%	(182)	48%	(452)	13%	(123)	7%	(69)	11% (106)	932
RD/WT: Right Direction	14%	(31)	45%	(97)	17%	(36)	10%	(22)	14% (31)	218
RD/WT: Wrong Track	21%	(166)	50%	(388)	12%	(96)	7%	(54)	10% (78)	782
Trump Job Approve	13%	(31)	44%	(105)	19%	(45)	13%	(32)	11% (28)	241
Trump Job Disapprove	24%	(166)	51%	(362)	11%	(75)	5%	(36)	9% (65)	705
Trump Job Strongly Approve	8%	(9)	42%	(46)	17%	(19)	22%	(24)	12% (13)	112
Trump Job Somewhat Approve	17%	(23)	45%	(59)	20%	(26)	6%	(8)	11% (15)	130
Trump Job Somewhat Disapprove	23%	(44)	50%	(99)	14%	(28)	4%	(7)	9% (17)	196
Trump Job Strongly Disapprove	24%	(122)	52%	(264)	9%	(47)	6%	(29)	9% (48)	509
Favorable of Trump	13%	(33)	44%	(113)	17%	(44)	12%	(32)	13% (33)	256
Unfavorable of Trump	24%	(163)	51%	(351)	11%	(77)	5%	(33)	9% (62)	687

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**Table MCFE36\_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
Asian Adults	20%	(198)	49%	(485)	13%	(132)	8%	(76)	11%	(109)	1000
Very Favorable of Trump	12%	(14)	40%	(46)	18%	(21)	20%	(22)	10%	(11)	113
Somewhat Favorable of Trump	14%	(20)	47%	(67)	17%	(24)	6%	(9)	16%	(23)	142
Somewhat Unfavorable of Trump	21%	(31)	48%	(70)	17%	(25)	5%	(7)	9%	(13)	146
Very Unfavorable of Trump	24%	(132)	52%	(281)	10%	(52)	5%	(25)	9%	(50)	540
#1 Issue: Economy	19%	(77)	48%	(194)	17%	(67)	9%	(36)	7%	(29)	404
#1 Issue: Security	13%	(8)	44%	(29)	26%	(17)	9%	(6)	8%	(5)	66
#1 Issue: Health Care	24%	(63)	50%	(131)	8%	(22)	4%	(10)	14%	(37)	264
#1 Issue: Medicare / Social Security	18%	(14)	61%	(49)	10%	(8)	2%	(2)	9%	(7)	80
#1 Issue: Women's Issues	11%	(6)	56%	(28)	11%	(5)	11%	(6)	11%	(6)	51
#1 Issue: Other	19%	(12)	34%	(22)	7%	(4)	14%	(9)	26%	(16)	63
2018 House Vote: Democrat	29%	(95)	50%	(166)	11%	(36)	4%	(14)	7%	(22)	333
2018 House Vote: Republican	14%	(21)	46%	(70)	21%	(31)	12%	(18)	8%	(12)	152
2016 Vote: Hillary Clinton	30%	(99)	49%	(165)	10%	(35)	4%	(13)	7%	(23)	337
2016 Vote: Donald Trump	12%	(21)	47%	(82)	20%	(36)	13%	(22)	9%	(15)	176
2016 Vote: Didn't Vote	16%	(72)	47%	(215)	13%	(58)	9%	(39)	15%	(70)	454
Voted in 2014: Yes	25%	(104)	50%	(207)	13%	(55)	7%	(30)	5%	(19)	415
Voted in 2014: No	16%	(94)	48%	(279)	13%	(77)	8%	(45)	15%	(91)	585
2012 Vote: Barack Obama	30%	(99)	49%	(166)	10%	(34)	5%	(18)	6%	(18)	335
2012 Vote: Mitt Romney	13%	(16)	53%	(63)	18%	(21)	9%	(10)	7%	(8)	118
2012 Vote: Didn't Vote	16%	(82)	47%	(244)	14%	(72)	9%	(45)	16%	(82)	525
4-Region: Northeast	24%	(48)	41%	(82)	14%	(28)	9%	(18)	12%	(24)	199
4-Region: Midwest	24%	(30)	50%	(63)	12%	(15)	3%	(4)	12%	(15)	128
4-Region: South	18%	(41)	48%	(110)	12%	(28)	9%	(20)	13%	(29)	229
4-Region: West	18%	(78)	52%	(231)	14%	(61)	7%	(33)	9%	(41)	445

Continued on next page

**Table MCFE36\_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
Asian Adults	20%	(198)	49%	(485)	13%	(132)	8%	(76)	11% (109)	1000
Chinese	20%	(69)	46%	(157)	16%	(55)	7%	(25)	10% (34)	341
Filipino	16%	(22)	45%	(63)	18%	(25)	5%	(8)	15% (20)	138
Indian	21%	(22)	56%	(58)	8%	(9)	6%	(6)	8% (9)	104
Vietnamese	20%	(15)	47%	(35)	7%	(5)	7%	(6)	19% (14)	75
Korean	28%	(26)	43%	(39)	11%	(10)	10%	(9)	8% (7)	92
Japanese	18%	(24)	55%	(74)	11%	(15)	7%	(10)	8% (11)	135
Other Asian	16%	(18)	50%	(56)	11%	(12)	11%	(13)	12% (13)	112
Speaks only English at home	18%	(101)	47%	(263)	15%	(83)	8%	(42)	12% (69)	558
Speaks mostly English at home	18%	(44)	51%	(128)	14%	(34)	9%	(24)	9% (22)	253
Speaks both English and other language at home	31%	(30)	40%	(39)	7%	(7)	7%	(7)	14% (14)	98
Speaks mostly other language at home	25%	(19)	57%	(44)	11%	(8)	2%	(2)	5% (4)	77
Trump supporter	10%	(24)	46%	(105)	19%	(45)	14%	(33)	10% (23)	229
Biden supporter	26%	(157)	50%	(299)	11%	(64)	5%	(29)	8% (46)	595
Sports fans	21%	(144)	52%	(354)	12%	(83)	6%	(40)	8% (56)	679
Avid sports fans	36%	(69)	46%	(88)	9%	(17)	5%	(10)	3% (6)	190
Sports fans, Age: 18-34	24%	(45)	40%	(75)	17%	(31)	7%	(14)	11% (21)	187
Sports fans, Age: 35-44	17%	(25)	56%	(84)	8%	(12)	8%	(12)	11% (16)	150
Sports fans, Age: 45-64	23%	(54)	56%	(132)	11%	(26)	4%	(10)	6% (13)	236
Sports fans, Age: 65+	18%	(20)	59%	(63)	13%	(14)	4%	(4)	5% (6)	107
Movie studios should diversify teams	25%	(176)	51%	(362)	12%	(86)	5%	(34)	8% (56)	713
Movie studios should diversify stories	25%	(158)	51%	(326)	11%	(69)	5%	(32)	8% (49)	635
Concerned about Covid	21%	(193)	50%	(456)	13%	(115)	6%	(54)	10% (95)	913
No experience with Covid	15%	(76)	50%	(259)	12%	(65)	8%	(43)	15% (76)	518
Health care major factor for election	23%	(166)	50%	(354)	11%	(78)	7%	(48)	9% (63)	708
Social media users	20%	(186)	48%	(459)	13%	(127)	8%	(75)	11% (104)	951
WhatsApp users	24%	(84)	50%	(175)	13%	(47)	6%	(20)	7% (26)	352
WeChat users	25%	(44)	40%	(69)	20%	(34)	8%	(14)	7% (12)	173
Social media news source at least once a week	21%	(140)	47%	(308)	14%	(91)	7%	(49)	10% (69)	657

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

**Table MCFE36\_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	
Asian Adults	12%	(120)	48%	(481)	17%	(168)	6%	(64)	17%	(168)	1000
Gender: Male	14%	(66)	49%	(232)	17%	(80)	6%	(28)	14%	(64)	470
Gender: Female	10%	(54)	47%	(249)	17%	(88)	7%	(36)	20%	(103)	530
Age: 18-34	8%	(25)	43%	(139)	19%	(62)	8%	(26)	21%	(69)	320
Age: 35-44	10%	(19)	47%	(88)	20%	(38)	6%	(11)	16%	(30)	186
Age: 45-64	18%	(61)	53%	(178)	11%	(36)	7%	(23)	11%	(38)	335
Age: 65+	10%	(15)	48%	(76)	21%	(33)	2%	(4)	20%	(31)	158
GenZers: 1997-2012	5%	(7)	49%	(69)	15%	(22)	5%	(8)	25%	(36)	142
Millennials: 1981-1996	11%	(30)	41%	(116)	21%	(59)	8%	(23)	20%	(57)	286
GenXers: 1965-1980	16%	(46)	54%	(156)	15%	(43)	7%	(21)	8%	(24)	289
Baby Boomers: 1946-1964	14%	(35)	49%	(126)	17%	(43)	4%	(11)	16%	(41)	255
PID: Dem (no lean)	12%	(50)	56%	(226)	13%	(51)	6%	(25)	13%	(51)	402
PID: Ind (no lean)	12%	(43)	43%	(157)	18%	(65)	6%	(23)	22%	(80)	368
PID: Rep (no lean)	12%	(27)	43%	(99)	22%	(52)	7%	(16)	16%	(37)	230
PID/Gender: Dem Men	15%	(25)	59%	(98)	13%	(21)	5%	(8)	8%	(14)	167
PID/Gender: Dem Women	11%	(25)	54%	(128)	12%	(29)	7%	(17)	16%	(37)	235
PID/Gender: Ind Men	16%	(29)	42%	(73)	16%	(28)	6%	(10)	20%	(35)	176
PID/Gender: Ind Women	7%	(14)	43%	(83)	19%	(38)	7%	(13)	23%	(45)	193
PID/Gender: Rep Men	9%	(12)	48%	(61)	24%	(30)	8%	(10)	12%	(15)	128
PID/Gender: Rep Women	14%	(15)	37%	(38)	21%	(21)	6%	(6)	22%	(22)	102
Ideo: Liberal (1-3)	14%	(43)	50%	(154)	16%	(48)	5%	(16)	14%	(43)	304
Ideo: Moderate (4)	13%	(49)	49%	(184)	14%	(53)	4%	(16)	19%	(71)	372
Ideo: Conservative (5-7)	10%	(25)	49%	(117)	21%	(50)	8%	(20)	12%	(29)	241
Educ: < College	9%	(39)	40%	(170)	17%	(70)	8%	(35)	25%	(106)	420
Educ: Bachelors degree	13%	(41)	53%	(174)	19%	(63)	4%	(14)	12%	(38)	330
Educ: Post-grad	16%	(40)	55%	(138)	14%	(35)	6%	(15)	9%	(23)	250
Income: Under 50k	10%	(43)	41%	(170)	17%	(70)	8%	(33)	23%	(96)	412
Income: 50k-100k	10%	(29)	52%	(159)	19%	(59)	7%	(21)	12%	(36)	303
Income: 100k+	17%	(47)	54%	(153)	14%	(38)	3%	(10)	13%	(36)	284
Ethnicity: Other	12%	(120)	48%	(481)	17%	(168)	6%	(64)	17%	(168)	1000

Continued on next page

**Table MCFE36\_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	
Asian Adults	12%	(120)	48%	(481)	17%	(168)	6%	(64)	17%	(168)	1000
All Christian	15%	(48)	50%	(158)	19%	(60)	3%	(10)	13%	(41)	317
All Non-Christian	11%	(26)	47%	(112)	16%	(37)	9%	(20)	18%	(43)	239
Atheist	11%	(7)	34%	(23)	19%	(12)	6%	(4)	30%	(20)	67
Agnostic/Nothing in particular	9%	(25)	52%	(149)	16%	(46)	9%	(27)	14%	(41)	288
Something Else	14%	(12)	44%	(40)	13%	(12)	3%	(3)	25%	(23)	90
Religious Non-Protestant/Catholic	11%	(27)	47%	(115)	16%	(38)	8%	(20)	18%	(43)	244
Evangelical	17%	(25)	45%	(67)	17%	(26)	4%	(6)	17%	(25)	148
Non-Evangelical	14%	(35)	50%	(125)	18%	(46)	3%	(7)	16%	(39)	252
Community: Urban	13%	(44)	52%	(170)	15%	(48)	7%	(25)	13%	(43)	329
Community: Suburban	11%	(67)	48%	(281)	17%	(100)	5%	(32)	19%	(111)	591
Community: Rural	11%	(9)	38%	(30)	24%	(19)	10%	(8)	17%	(13)	79
Employ: Private Sector	15%	(58)	51%	(194)	16%	(59)	7%	(28)	11%	(40)	380
Employ: Government	12%	(7)	45%	(25)	27%	(15)	4%	(2)	13%	(7)	57
Employ: Self-Employed	17%	(13)	48%	(38)	13%	(10)	9%	(7)	14%	(11)	80
Employ: Homemaker	8%	(7)	48%	(39)	19%	(16)	7%	(5)	17%	(14)	80
Employ: Student	5%	(5)	46%	(43)	9%	(9)	7%	(7)	33%	(30)	93
Employ: Retired	9%	(15)	47%	(76)	20%	(32)	—	(1)	23%	(36)	159
Employ: Unemployed	10%	(13)	44%	(58)	19%	(25)	8%	(11)	19%	(25)	131
Military HH: Yes	14%	(10)	49%	(33)	19%	(13)	4%	(3)	14%	(9)	68
Military HH: No	12%	(110)	48%	(448)	17%	(154)	7%	(61)	17%	(159)	932
RD/WT: Right Direction	12%	(27)	44%	(95)	23%	(50)	5%	(10)	16%	(35)	218
RD/WT: Wrong Track	12%	(93)	49%	(386)	15%	(117)	7%	(54)	17%	(133)	782
Trump Job Approve	13%	(31)	40%	(97)	26%	(62)	6%	(15)	15%	(37)	241
Trump Job Disapprove	12%	(87)	53%	(371)	13%	(94)	7%	(47)	15%	(105)	705
Trump Job Strongly Approve	12%	(13)	42%	(46)	29%	(33)	6%	(7)	12%	(13)	112
Trump Job Somewhat Approve	14%	(18)	39%	(51)	22%	(29)	6%	(8)	18%	(24)	130
Trump Job Somewhat Disapprove	14%	(27)	57%	(111)	15%	(29)	4%	(8)	11%	(22)	196
Trump Job Strongly Disapprove	12%	(60)	51%	(260)	13%	(65)	8%	(40)	16%	(84)	509
Favorable of Trump	12%	(32)	42%	(108)	21%	(53)	6%	(15)	19%	(47)	256
Unfavorable of Trump	12%	(85)	52%	(356)	15%	(104)	6%	(43)	14%	(98)	687

Continued on next page

**Table MCFE36\_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	
Asian Adults	12%	(120)	48%	(481)	17%	(168)	6%	(64)	17%	(168)	1000
Very Favorable of Trump	15%	(17)	43%	(49)	28%	(32)	5%	(6)	9%	(10)	113
Somewhat Favorable of Trump	10%	(15)	42%	(59)	15%	(22)	7%	(9)	26%	(38)	142
Somewhat Unfavorable of Trump	13%	(18)	53%	(77)	18%	(26)	7%	(10)	10%	(14)	146
Very Unfavorable of Trump	12%	(67)	52%	(279)	14%	(78)	6%	(33)	16%	(84)	540
#1 Issue: Economy	12%	(50)	51%	(207)	18%	(71)	6%	(23)	13%	(52)	404
#1 Issue: Security	14%	(9)	45%	(30)	22%	(15)	7%	(4)	13%	(8)	66
#1 Issue: Health Care	13%	(35)	53%	(140)	13%	(35)	4%	(10)	17%	(44)	264
#1 Issue: Medicare / Social Security	11%	(9)	32%	(26)	22%	(17)	2%	(2)	33%	(26)	80
#1 Issue: Women's Issues	3%	(2)	39%	(20)	22%	(11)	14%	(7)	22%	(11)	51
#1 Issue: Other	10%	(6)	44%	(28)	7%	(4)	13%	(8)	27%	(17)	63
2018 House Vote: Democrat	15%	(51)	52%	(172)	14%	(45)	6%	(20)	13%	(44)	333
2018 House Vote: Republican	10%	(15)	46%	(70)	28%	(42)	5%	(8)	12%	(18)	152
2016 Vote: Hillary Clinton	15%	(50)	54%	(181)	13%	(45)	5%	(18)	13%	(43)	337
2016 Vote: Donald Trump	11%	(19)	40%	(70)	27%	(47)	7%	(12)	16%	(28)	176
2016 Vote: Didn't Vote	10%	(47)	46%	(209)	16%	(72)	7%	(32)	21%	(94)	454
Voted in 2014: Yes	13%	(55)	50%	(207)	17%	(71)	7%	(28)	13%	(55)	415
Voted in 2014: No	11%	(65)	47%	(274)	17%	(97)	6%	(37)	19%	(113)	585
2012 Vote: Barack Obama	13%	(45)	53%	(179)	15%	(51)	6%	(19)	12%	(41)	335
2012 Vote: Mitt Romney	16%	(19)	39%	(46)	24%	(29)	5%	(5)	16%	(19)	118
2012 Vote: Didn't Vote	10%	(53)	46%	(244)	16%	(84)	7%	(37)	20%	(106)	525
4-Region: Northeast	13%	(26)	43%	(86)	15%	(30)	7%	(15)	21%	(42)	199
4-Region: Midwest	14%	(18)	49%	(62)	15%	(20)	4%	(5)	18%	(23)	128
4-Region: South	11%	(26)	43%	(99)	22%	(51)	7%	(16)	16%	(37)	229
4-Region: West	11%	(50)	53%	(234)	15%	(67)	6%	(29)	15%	(65)	445

Continued on next page

**Table MCFE36\_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	
Asian Adults	12%	(120)	48%	(481)	17%	(168)	6%	(64)	17%	(168)	1000
Chinese	13%	(46)	50%	(172)	16%	(56)	6%	(20)	14%	(48)	341
Filipino	11%	(15)	48%	(67)	24%	(33)	2%	(3)	15%	(21)	138
Indian	12%	(12)	57%	(60)	10%	(11)	7%	(7)	14%	(14)	104
Vietnamese	11%	(8)	40%	(30)	20%	(15)	8%	(6)	22%	(16)	75
Korean	13%	(12)	47%	(43)	17%	(15)	8%	(8)	15%	(14)	92
Japanese	11%	(15)	47%	(63)	18%	(24)	5%	(6)	20%	(26)	135
Other Asian	10%	(11)	42%	(47)	12%	(14)	12%	(13)	24%	(27)	112
Speaks only English at home	12%	(65)	43%	(241)	20%	(109)	7%	(40)	18%	(103)	558
Speaks mostly English at home	10%	(25)	57%	(144)	15%	(38)	6%	(14)	12%	(31)	253
Speaks both English and other language at home	20%	(20)	41%	(41)	15%	(14)	6%	(6)	18%	(18)	98
Speaks mostly other language at home	10%	(8)	65%	(50)	7%	(6)	5%	(4)	13%	(10)	77
Trump supporter	12%	(28)	40%	(93)	23%	(53)	8%	(18)	16%	(38)	229
Biden supporter	13%	(78)	53%	(318)	13%	(80)	7%	(40)	13%	(80)	595
Sports fans	13%	(88)	53%	(361)	16%	(110)	4%	(30)	13%	(90)	679
Avid sports fans	21%	(40)	55%	(105)	12%	(24)	2%	(4)	9%	(17)	190
Sports fans, Age: 18-34	7%	(13)	51%	(95)	20%	(38)	7%	(13)	15%	(27)	187
Sports fans, Age: 35-44	12%	(18)	49%	(74)	18%	(27)	6%	(9)	15%	(23)	150
Sports fans, Age: 45-64	19%	(45)	56%	(133)	11%	(25)	3%	(7)	11%	(25)	236
Sports fans, Age: 65+	10%	(11)	55%	(59)	18%	(20)	2%	(2)	14%	(15)	107
Movie studios should diversify teams	15%	(104)	53%	(381)	15%	(106)	6%	(40)	11%	(82)	713
Movie studios should diversify stories	15%	(97)	54%	(340)	13%	(86)	7%	(43)	11%	(68)	635
Concerned about Covid	13%	(115)	50%	(457)	16%	(147)	6%	(50)	16%	(144)	913
No experience with Covid	9%	(47)	49%	(254)	16%	(84)	5%	(27)	20%	(106)	518
Health care major factor for election	13%	(93)	50%	(352)	15%	(107)	7%	(47)	15%	(109)	708
Social media users	12%	(117)	48%	(460)	17%	(158)	7%	(62)	16%	(154)	951
WhatsApp users	16%	(55)	53%	(185)	13%	(46)	7%	(26)	11%	(40)	352
WeChat users	14%	(24)	49%	(85)	17%	(30)	9%	(16)	10%	(18)	173
Social media news source at least once a week	14%	(90)	49%	(324)	17%	(110)	6%	(42)	14%	(92)	657

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 MCFE36\_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
Asian Adults	17%	(171)	43%	(430)	17%	(167)	8%	(83)	15%	(149)	1000
Gender: Male	22%	(102)	41%	(190)	15%	(69)	11%	(50)	12%	(58)	470
Gender: Female	13%	(68)	45%	(240)	19%	(99)	6%	(33)	17%	(90)	530
Age: 18-34	15%	(47)	42%	(135)	16%	(51)	9%	(30)	18%	(57)	320
Age: 35-44	15%	(27)	44%	(83)	16%	(30)	9%	(18)	15%	(29)	186
Age: 45-64	19%	(64)	46%	(154)	15%	(49)	9%	(29)	12%	(40)	335
Age: 65+	21%	(33)	37%	(59)	23%	(36)	5%	(7)	15%	(23)	158
GenZers: 1997-2012	13%	(19)	43%	(60)	14%	(19)	9%	(12)	22%	(31)	142
Millennials: 1981-1996	15%	(44)	41%	(118)	16%	(45)	10%	(28)	18%	(50)	286
GenXers: 1965-1980	17%	(49)	46%	(133)	18%	(52)	8%	(25)	11%	(31)	289
Baby Boomers: 1946-1964	22%	(55)	43%	(110)	18%	(46)	7%	(18)	10%	(27)	255
PID: Dem (no lean)	22%	(87)	51%	(206)	13%	(52)	5%	(19)	9%	(38)	402
PID: Ind (no lean)	14%	(51)	37%	(135)	19%	(70)	9%	(34)	21%	(78)	368
PID: Rep (no lean)	15%	(34)	39%	(89)	19%	(44)	13%	(30)	14%	(33)	230
PID/Gender: Dem Men	29%	(48)	43%	(72)	14%	(23)	6%	(10)	8%	(13)	167
PID/Gender: Dem Women	16%	(39)	57%	(134)	13%	(30)	4%	(9)	10%	(24)	235
PID/Gender: Ind Men	21%	(36)	37%	(65)	14%	(25)	11%	(19)	17%	(30)	176
PID/Gender: Ind Women	7%	(14)	36%	(70)	24%	(46)	8%	(15)	25%	(48)	193
PID/Gender: Rep Men	14%	(18)	42%	(54)	16%	(21)	16%	(20)	12%	(15)	128
PID/Gender: Rep Women	15%	(16)	35%	(35)	23%	(23)	9%	(10)	18%	(18)	102
Ideo: Liberal (1-3)	21%	(64)	46%	(139)	17%	(53)	4%	(14)	11%	(35)	304
Ideo: Moderate (4)	20%	(74)	43%	(158)	16%	(61)	6%	(22)	15%	(57)	372
Ideo: Conservative (5-7)	12%	(29)	41%	(99)	18%	(44)	15%	(35)	14%	(34)	241
Educ: < College	13%	(53)	40%	(167)	16%	(68)	8%	(32)	24%	(100)	420
Educ: Bachelors degree	19%	(64)	45%	(150)	18%	(58)	7%	(25)	10%	(33)	330
Educ: Post-grad	22%	(54)	45%	(113)	16%	(41)	11%	(27)	6%	(15)	250
Income: Under 50k	11%	(47)	41%	(168)	17%	(70)	8%	(33)	23%	(94)	412
Income: 50k-100k	19%	(58)	42%	(129)	18%	(55)	10%	(29)	11%	(33)	303
Income: 100k+	23%	(65)	47%	(133)	15%	(43)	8%	(21)	8%	(21)	284
Ethnicity: Other	17%	(171)	43%	(430)	17%	(167)	8%	(83)	15%	(149)	1000

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**Table MCFE36\_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
Asian Adults	17%	(171)	43%	(430)	17%	(167)	8%	(83)	15%	(149)	1000
All Christian	18%	(56)	44%	(139)	16%	(51)	11%	(34)	12%	(37)	317
All Non-Christian	21%	(50)	47%	(112)	14%	(34)	8%	(19)	10%	(23)	239
Atheist	17%	(12)	45%	(30)	16%	(11)	6%	(4)	16%	(10)	67
Agnostic/Nothing in particular	16%	(46)	38%	(110)	21%	(60)	8%	(23)	17%	(49)	288
Something Else	8%	(7)	44%	(40)	13%	(11)	4%	(3)	32%	(29)	90
Religious Non-Protestant/Catholic	21%	(51)	47%	(114)	15%	(36)	8%	(20)	10%	(23)	244
Evangelical	13%	(19)	40%	(60)	12%	(18)	13%	(20)	21%	(31)	148
Non-Evangelical	17%	(42)	46%	(116)	17%	(42)	7%	(17)	14%	(35)	252
Community: Urban	17%	(56)	48%	(158)	17%	(56)	7%	(22)	11%	(36)	329
Community: Suburban	18%	(105)	42%	(246)	16%	(96)	9%	(52)	15%	(92)	591
Community: Rural	11%	(9)	32%	(26)	19%	(15)	12%	(9)	26%	(20)	79
Employ: Private Sector	19%	(72)	45%	(169)	18%	(69)	10%	(39)	8%	(30)	380
Employ: Government	13%	(8)	32%	(18)	26%	(15)	11%	(6)	18%	(10)	57
Employ: Self-Employed	22%	(18)	38%	(30)	12%	(9)	8%	(6)	21%	(17)	80
Employ: Homemaker	16%	(13)	50%	(40)	11%	(9)	4%	(4)	18%	(14)	80
Employ: Student	10%	(9)	44%	(41)	7%	(7)	10%	(10)	28%	(26)	93
Employ: Retired	22%	(35)	37%	(59)	23%	(36)	4%	(6)	15%	(23)	159
Employ: Unemployed	9%	(12)	50%	(65)	13%	(17)	10%	(13)	18%	(24)	131
Military HH: Yes	28%	(19)	35%	(24)	16%	(11)	10%	(7)	12%	(8)	68
Military HH: No	16%	(152)	44%	(406)	17%	(156)	8%	(77)	15%	(141)	932
RD/WT: Right Direction	17%	(36)	38%	(83)	20%	(43)	9%	(20)	16%	(36)	218
RD/WT: Wrong Track	17%	(134)	44%	(347)	16%	(124)	8%	(64)	14%	(113)	782
Trump Job Approve	12%	(30)	36%	(86)	25%	(60)	13%	(30)	14%	(35)	241
Trump Job Disapprove	20%	(138)	47%	(329)	14%	(98)	7%	(49)	13%	(90)	705
Trump Job Strongly Approve	14%	(15)	31%	(35)	29%	(32)	18%	(20)	8%	(9)	112
Trump Job Somewhat Approve	11%	(14)	40%	(52)	22%	(28)	8%	(10)	20%	(26)	130
Trump Job Somewhat Disapprove	17%	(32)	46%	(90)	18%	(34)	8%	(15)	13%	(25)	196
Trump Job Strongly Disapprove	21%	(106)	47%	(239)	12%	(63)	7%	(34)	13%	(66)	509
Favorable of Trump	12%	(30)	36%	(93)	23%	(59)	12%	(31)	17%	(44)	256
Unfavorable of Trump	20%	(138)	47%	(320)	14%	(96)	6%	(44)	13%	(89)	687

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**Table MCFE36\_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	
Asian Adults	17%	(171)	43%	(430)	17%	(167)	8%	(83)	15%	(149)	1000
Very Favorable of Trump	14%	(16)	31%	(35)	29%	(33)	20%	(22)	6%	(7)	113
Somewhat Favorable of Trump	9%	(13)	41%	(58)	18%	(26)	6%	(8)	26%	(36)	142
Somewhat Unfavorable of Trump	17%	(24)	40%	(58)	20%	(30)	7%	(11)	16%	(23)	146
Very Unfavorable of Trump	21%	(113)	48%	(262)	12%	(67)	6%	(33)	12%	(65)	540
#1 Issue: Economy	18%	(71)	43%	(174)	18%	(73)	10%	(41)	11%	(44)	404
#1 Issue: Security	20%	(14)	25%	(17)	20%	(14)	11%	(7)	23%	(15)	66
#1 Issue: Health Care	20%	(54)	46%	(121)	15%	(39)	6%	(15)	14%	(36)	264
#1 Issue: Medicare / Social Security	18%	(14)	39%	(31)	18%	(15)	4%	(3)	21%	(17)	80
#1 Issue: Women's Issues	5%	(3)	54%	(28)	20%	(10)	4%	(2)	16%	(8)	51
#1 Issue: Other	13%	(8)	44%	(28)	9%	(6)	15%	(10)	19%	(12)	63
2018 House Vote: Democrat	24%	(81)	46%	(154)	16%	(52)	5%	(17)	9%	(29)	333
2018 House Vote: Republican	14%	(21)	40%	(61)	26%	(39)	12%	(19)	7%	(11)	152
2016 Vote: Hillary Clinton	25%	(85)	48%	(161)	14%	(46)	3%	(11)	10%	(34)	337
2016 Vote: Donald Trump	11%	(19)	35%	(62)	25%	(45)	15%	(26)	14%	(24)	176
2016 Vote: Didn't Vote	14%	(62)	42%	(191)	16%	(71)	9%	(42)	19%	(88)	454
Voted in 2014: Yes	22%	(92)	42%	(175)	18%	(76)	8%	(32)	10%	(40)	415
Voted in 2014: No	13%	(79)	44%	(255)	16%	(91)	9%	(52)	19%	(109)	585
2012 Vote: Barack Obama	25%	(84)	48%	(160)	14%	(46)	5%	(18)	8%	(28)	335
2012 Vote: Mitt Romney	11%	(13)	35%	(42)	27%	(32)	13%	(16)	13%	(16)	118
2012 Vote: Didn't Vote	13%	(70)	42%	(222)	16%	(84)	9%	(47)	19%	(102)	525
4-Region: Northeast	17%	(33)	41%	(81)	17%	(33)	10%	(20)	15%	(30)	199
4-Region: Midwest	18%	(24)	48%	(62)	11%	(14)	5%	(7)	17%	(21)	128
4-Region: South	18%	(41)	37%	(85)	20%	(46)	9%	(20)	16%	(36)	229
4-Region: West	16%	(73)	45%	(202)	16%	(73)	8%	(37)	14%	(61)	445

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**Table MCFE36\_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
Asian Adults	17%	(171)	43%	(430)	17%	(167)	8%	(83)	15%	(149)	1000
Chinese	16%	(55)	43%	(148)	19%	(64)	9%	(31)	13%	(43)	341
Filipino	18%	(25)	38%	(52)	21%	(29)	6%	(8)	17%	(24)	138
Indian	28%	(29)	47%	(49)	10%	(11)	8%	(8)	7%	(7)	104
Vietnamese	13%	(10)	46%	(34)	15%	(11)	7%	(5)	19%	(14)	75
Korean	15%	(14)	48%	(44)	12%	(11)	11%	(10)	14%	(13)	92
Japanese	18%	(24)	40%	(54)	18%	(25)	7%	(9)	17%	(23)	135
Other Asian	13%	(15)	43%	(48)	15%	(16)	10%	(11)	20%	(23)	112
Speaks only English at home	17%	(96)	39%	(218)	20%	(110)	8%	(47)	16%	(87)	558
Speaks mostly English at home	15%	(39)	47%	(118)	18%	(45)	8%	(21)	12%	(30)	253
Speaks both English and other language at home	26%	(25)	38%	(38)	6%	(6)	12%	(12)	18%	(18)	98
Speaks mostly other language at home	14%	(11)	59%	(45)	8%	(6)	4%	(3)	15%	(12)	77
Trump supporter	12%	(27)	35%	(81)	25%	(57)	15%	(35)	13%	(30)	229
Biden supporter	21%	(127)	48%	(288)	13%	(77)	6%	(38)	11%	(66)	595
Sports fans	19%	(131)	46%	(310)	15%	(103)	7%	(50)	13%	(86)	679
Avid sports fans	30%	(56)	49%	(92)	9%	(17)	6%	(11)	7%	(14)	190
Sports fans, Age: 18-34	17%	(32)	45%	(85)	17%	(31)	8%	(16)	13%	(24)	187
Sports fans, Age: 35-44	15%	(23)	48%	(72)	14%	(20)	10%	(14)	14%	(21)	150
Sports fans, Age: 45-64	21%	(51)	47%	(111)	14%	(33)	7%	(17)	10%	(25)	236
Sports fans, Age: 65+	24%	(25)	40%	(42)	17%	(19)	3%	(3)	16%	(18)	107
Movie studios should diversify teams	20%	(142)	47%	(334)	17%	(118)	6%	(46)	10%	(73)	713
Movie studios should diversify stories	21%	(134)	47%	(300)	15%	(94)	6%	(41)	10%	(66)	635
Concerned about Covid	18%	(162)	44%	(403)	16%	(145)	7%	(64)	15%	(138)	913
No experience with Covid	15%	(75)	45%	(234)	15%	(78)	7%	(37)	18%	(94)	518
Health care major factor for election	20%	(141)	46%	(326)	15%	(106)	8%	(53)	12%	(82)	708
Social media users	18%	(167)	44%	(415)	16%	(152)	8%	(80)	14%	(136)	951
WhatsApp users	25%	(88)	44%	(155)	14%	(49)	8%	(27)	9%	(33)	352
WeChat users	17%	(30)	46%	(80)	18%	(31)	9%	(16)	10%	(17)	173
Social media news source at least once a week	18%	(121)	45%	(294)	16%	(105)	8%	(55)	12%	(82)	657

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

**Table MCFE36\_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
Asian Adults	21%	(205)	48%	(478)	15%	(148)	7%	(71)	10% (98)	1000
Gender: Male	23%	(108)	43%	(204)	15%	(69)	9%	(44)	10% (45)	470
Gender: Female	18%	(98)	52%	(274)	15%	(78)	5%	(27)	10% (53)	530
Age: 18-34	14%	(44)	43%	(138)	19%	(60)	8%	(26)	16% (52)	320
Age: 35-44	16%	(29)	51%	(94)	16%	(30)	7%	(12)	11% (21)	186
Age: 45-64	25%	(82)	54%	(179)	10%	(35)	5%	(18)	6% (20)	335
Age: 65+	31%	(50)	42%	(67)	14%	(23)	9%	(14)	4% (6)	158
GenZers: 1997-2012	14%	(20)	41%	(59)	18%	(26)	8%	(11)	19% (27)	142
Millennials: 1981-1996	16%	(46)	45%	(127)	16%	(47)	7%	(21)	15% (44)	286
GenXers: 1965-1980	21%	(60)	55%	(158)	14%	(40)	6%	(17)	5% (14)	289
Baby Boomers: 1946-1964	27%	(70)	49%	(124)	12%	(31)	8%	(21)	4% (9)	255
PID: Dem (no lean)	26%	(104)	51%	(204)	14%	(58)	2%	(9)	7% (27)	402
PID: Ind (no lean)	16%	(60)	47%	(172)	13%	(48)	9%	(34)	15% (54)	368
PID: Rep (no lean)	18%	(42)	44%	(102)	18%	(41)	12%	(28)	8% (18)	230
PID/Gender: Dem Men	31%	(51)	42%	(71)	15%	(25)	3%	(6)	8% (14)	167
PID/Gender: Dem Women	22%	(53)	57%	(133)	14%	(33)	1%	(3)	6% (13)	235
PID/Gender: Ind Men	19%	(33)	46%	(81)	12%	(20)	10%	(18)	14% (24)	176
PID/Gender: Ind Women	14%	(27)	47%	(91)	14%	(28)	9%	(16)	16% (30)	193
PID/Gender: Rep Men	19%	(24)	41%	(52)	18%	(24)	16%	(21)	6% (7)	128
PID/Gender: Rep Women	18%	(18)	48%	(49)	17%	(18)	7%	(7)	10% (10)	102
Ideo: Liberal (1-3)	23%	(71)	51%	(155)	15%	(47)	2%	(7)	8% (25)	304
Ideo: Moderate (4)	23%	(87)	49%	(182)	14%	(50)	4%	(15)	10% (38)	372
Ideo: Conservative (5-7)	18%	(43)	46%	(111)	17%	(40)	15%	(35)	5% (11)	241
Educ: < College	14%	(58)	45%	(190)	13%	(55)	10%	(42)	18% (76)	420
Educ: Bachelors degree	24%	(80)	50%	(165)	17%	(57)	5%	(15)	4% (12)	330
Educ: Post-grad	27%	(68)	49%	(123)	14%	(35)	5%	(14)	4% (10)	250
Income: Under 50k	13%	(56)	50%	(206)	12%	(51)	8%	(31)	17% (69)	412
Income: 50k-100k	23%	(71)	43%	(132)	17%	(53)	9%	(28)	6% (20)	303
Income: 100k+	28%	(79)	49%	(140)	15%	(44)	4%	(11)	3% (10)	284
Ethnicity: Other	21%	(205)	48%	(478)	15%	(148)	7%	(71)	10% (98)	1000

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**Table MCFE36\_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
Asian Adults	21%	(205)	48%	(478)	15%	(148)	7%	(71)	10%	(98)	1000
All Christian	23%	(72)	51%	(161)	12%	(38)	9%	(28)	6%	(18)	317
All Non-Christian	21%	(51)	50%	(120)	12%	(30)	8%	(19)	8%	(20)	239
Atheist	18%	(12)	47%	(32)	18%	(12)	5%	(3)	11%	(7)	67
Agnostic/Nothing in particular	19%	(56)	44%	(126)	19%	(56)	6%	(16)	12%	(34)	288
Something Else	17%	(15)	45%	(40)	14%	(12)	5%	(4)	20%	(18)	90
Religious Non-Protestant/Catholic	21%	(51)	51%	(123)	12%	(30)	8%	(19)	8%	(20)	244
Evangelical	23%	(34)	42%	(62)	16%	(24)	9%	(13)	11%	(16)	148
Non-Evangelical	20%	(51)	53%	(135)	10%	(26)	8%	(20)	8%	(20)	252
Community: Urban	23%	(76)	49%	(162)	13%	(44)	8%	(25)	7%	(23)	329
Community: Suburban	20%	(120)	47%	(278)	15%	(91)	7%	(41)	11%	(62)	591
Community: Rural	12%	(10)	48%	(38)	17%	(13)	7%	(5)	16%	(13)	79
Employ: Private Sector	22%	(85)	51%	(195)	14%	(54)	7%	(27)	5%	(18)	380
Employ: Government	23%	(13)	33%	(19)	18%	(10)	5%	(3)	21%	(12)	57
Employ: Self-Employed	26%	(21)	46%	(37)	11%	(9)	7%	(6)	10%	(8)	80
Employ: Homemaker	11%	(8)	55%	(44)	16%	(13)	7%	(6)	11%	(9)	80
Employ: Student	14%	(13)	35%	(33)	16%	(15)	7%	(6)	28%	(26)	93
Employ: Retired	31%	(50)	42%	(67)	15%	(24)	9%	(14)	4%	(6)	159
Employ: Unemployed	9%	(12)	54%	(71)	15%	(20)	8%	(10)	14%	(18)	131
Military HH: Yes	23%	(16)	54%	(37)	13%	(9)	8%	(6)	1%	(1)	68
Military HH: No	20%	(189)	47%	(441)	15%	(138)	7%	(65)	10%	(98)	932
RD/WT: Right Direction	18%	(40)	41%	(89)	18%	(39)	9%	(19)	14%	(31)	218
RD/WT: Wrong Track	21%	(166)	50%	(389)	14%	(109)	7%	(52)	9%	(67)	782
Trump Job Approve	12%	(30)	41%	(100)	21%	(51)	15%	(35)	11%	(26)	241
Trump Job Disapprove	24%	(171)	51%	(360)	13%	(91)	4%	(29)	8%	(54)	705
Trump Job Strongly Approve	12%	(14)	41%	(45)	19%	(21)	21%	(24)	7%	(8)	112
Trump Job Somewhat Approve	13%	(16)	42%	(54)	23%	(30)	9%	(12)	14%	(18)	130
Trump Job Somewhat Disapprove	23%	(45)	51%	(100)	14%	(27)	5%	(10)	7%	(14)	196
Trump Job Strongly Disapprove	25%	(126)	51%	(260)	13%	(64)	4%	(19)	8%	(40)	509
Favorable of Trump	14%	(36)	43%	(111)	18%	(47)	13%	(34)	11%	(28)	256
Unfavorable of Trump	24%	(167)	51%	(347)	14%	(97)	4%	(25)	7%	(50)	687

Continued on next page

**Table MCFE36\_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
Asian Adults	21%	(205)	48%	(478)	15%	(148)	7%	(71)	10%	(98)	1000
Very Favorable of Trump	11%	(12)	43%	(48)	18%	(21)	21%	(23)	8%	(9)	113
Somewhat Favorable of Trump	17%	(24)	44%	(62)	18%	(26)	8%	(11)	14%	(20)	142
Somewhat Unfavorable of Trump	24%	(35)	53%	(78)	14%	(21)	5%	(7)	4%	(5)	146
Very Unfavorable of Trump	24%	(132)	50%	(269)	14%	(76)	3%	(18)	8%	(45)	540
#1 Issue: Economy	19%	(78)	50%	(201)	15%	(59)	10%	(39)	7%	(27)	404
#1 Issue: Security	7%	(5)	50%	(33)	28%	(19)	8%	(5)	6%	(4)	66
#1 Issue: Health Care	25%	(66)	49%	(128)	9%	(25)	4%	(11)	13%	(34)	264
#1 Issue: Medicare / Social Security	34%	(27)	38%	(30)	13%	(11)	3%	(2)	12%	(9)	80
#1 Issue: Women's Issues	15%	(8)	48%	(25)	27%	(14)	3%	(2)	6%	(3)	51
#1 Issue: Other	15%	(10)	48%	(30)	9%	(6)	13%	(8)	15%	(9)	63
2018 House Vote: Democrat	28%	(94)	50%	(166)	14%	(47)	2%	(8)	6%	(18)	333
2018 House Vote: Republican	19%	(29)	43%	(65)	21%	(31)	14%	(21)	4%	(6)	152
2016 Vote: Hillary Clinton	30%	(100)	49%	(166)	14%	(45)	1%	(4)	6%	(21)	337
2016 Vote: Donald Trump	21%	(37)	37%	(65)	19%	(34)	16%	(27)	7%	(12)	176
2016 Vote: Didn't Vote	14%	(63)	50%	(227)	13%	(61)	9%	(39)	14%	(65)	454
Voted in 2014: Yes	26%	(110)	46%	(191)	15%	(62)	7%	(28)	6%	(25)	415
Voted in 2014: No	16%	(96)	49%	(288)	15%	(85)	7%	(43)	13%	(74)	585
2012 Vote: Barack Obama	29%	(96)	49%	(165)	12%	(42)	3%	(9)	7%	(24)	335
2012 Vote: Mitt Romney	23%	(27)	41%	(49)	19%	(23)	16%	(18)	1%	(1)	118
2012 Vote: Didn't Vote	15%	(80)	48%	(253)	15%	(78)	8%	(41)	14%	(72)	525
4-Region: Northeast	20%	(40)	46%	(91)	12%	(24)	12%	(23)	10%	(20)	199
4-Region: Midwest	27%	(34)	42%	(54)	14%	(17)	6%	(8)	11%	(15)	128
4-Region: South	16%	(38)	50%	(115)	14%	(33)	8%	(18)	11%	(25)	229
4-Region: West	21%	(94)	49%	(218)	16%	(73)	5%	(22)	9%	(38)	445

Continued on next page

**Table MCFE36\_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
Asian Adults	21%	(205)	48%	(478)	15%	(148)	7%	(71)	10%	(98)	1000
Chinese	23%	(77)	49%	(167)	17%	(57)	8%	(26)	4%	(14)	341
Filipino	16%	(22)	48%	(66)	18%	(25)	6%	(8)	13%	(17)	138
Indian	30%	(31)	50%	(52)	10%	(10)	4%	(4)	6%	(6)	104
Vietnamese	18%	(14)	31%	(23)	14%	(10)	13%	(10)	25%	(19)	75
Korean	17%	(16)	54%	(49)	13%	(12)	8%	(7)	8%	(8)	92
Japanese	23%	(31)	45%	(61)	15%	(20)	6%	(8)	11%	(14)	135
Other Asian	11%	(13)	54%	(60)	11%	(12)	7%	(8)	17%	(19)	112
Speaks only English at home	21%	(119)	44%	(248)	16%	(89)	7%	(41)	11%	(60)	558
Speaks mostly English at home	19%	(48)	47%	(119)	16%	(40)	8%	(19)	10%	(25)	253
Speaks both English and other language at home	29%	(28)	48%	(47)	8%	(8)	7%	(6)	8%	(8)	98
Speaks mostly other language at home	11%	(9)	70%	(53)	11%	(8)	4%	(3)	5%	(4)	77
Trump supporter	14%	(32)	41%	(95)	21%	(48)	16%	(36)	8%	(19)	229
Biden supporter	26%	(153)	50%	(297)	13%	(79)	4%	(22)	8%	(45)	595
Sports fans	22%	(148)	50%	(340)	14%	(93)	6%	(44)	8%	(54)	679
Avid sports fans	35%	(66)	43%	(82)	12%	(23)	5%	(9)	5%	(9)	190
Sports fans, Age: 18-34	15%	(28)	44%	(82)	24%	(44)	6%	(11)	11%	(21)	187
Sports fans, Age: 35-44	16%	(25)	54%	(81)	13%	(19)	7%	(10)	10%	(14)	150
Sports fans, Age: 45-64	27%	(64)	54%	(127)	8%	(19)	5%	(11)	6%	(14)	236
Sports fans, Age: 65+	29%	(31)	46%	(49)	10%	(10)	11%	(12)	5%	(5)	107
Movie studios should diversify teams	24%	(171)	51%	(365)	14%	(99)	5%	(36)	6%	(42)	713
Movie studios should diversify stories	25%	(160)	52%	(332)	13%	(79)	4%	(28)	6%	(36)	635
Concerned about Covid	22%	(197)	49%	(450)	14%	(127)	6%	(54)	9%	(85)	913
No experience with Covid	17%	(88)	50%	(259)	14%	(73)	7%	(36)	12%	(61)	518
Health care major factor for election	23%	(162)	51%	(362)	13%	(92)	5%	(35)	8%	(56)	708
Social media users	20%	(194)	48%	(457)	15%	(142)	7%	(69)	9%	(89)	951
WhatsApp users	27%	(96)	50%	(177)	11%	(40)	5%	(17)	6%	(21)	352
WeChat users	18%	(31)	56%	(97)	15%	(26)	8%	(14)	2%	(4)	173
Social media news source at least once a week	20%	(130)	47%	(309)	17%	(109)	7%	(47)	9%	(62)	657

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

**Table MCFE36\_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
Asian Adults	13%	(132)	53%	(528)	18%	(182)	5%	(55)	10% (103)	1000
Gender: Male	16%	(76)	53%	(247)	16%	(75)	6%	(30)	9% (42)	470
Gender: Female	11%	(57)	53%	(282)	20%	(107)	5%	(24)	11% (61)	530
Age: 18-34	12%	(38)	48%	(154)	18%	(57)	7%	(23)	15% (48)	320
Age: 35-44	17%	(31)	51%	(96)	18%	(34)	5%	(9)	9% (16)	186
Age: 45-64	14%	(46)	56%	(188)	16%	(54)	5%	(18)	9% (29)	335
Age: 65+	11%	(17)	57%	(90)	24%	(38)	2%	(4)	6% (9)	158
GenZers: 1997-2012	13%	(18)	43%	(61)	18%	(26)	6%	(9)	20% (28)	142
Millennials: 1981-1996	15%	(43)	49%	(140)	17%	(48)	6%	(18)	13% (36)	286
GenXers: 1965-1980	12%	(35)	57%	(165)	19%	(55)	5%	(15)	7% (19)	289
Baby Boomers: 1946-1964	14%	(36)	56%	(144)	19%	(49)	5%	(12)	5% (14)	255
PID: Dem (no lean)	14%	(54)	63%	(255)	13%	(52)	5%	(21)	5% (19)	402
PID: Ind (no lean)	12%	(43)	46%	(170)	20%	(74)	5%	(18)	17% (63)	368
PID: Rep (no lean)	15%	(35)	45%	(103)	24%	(56)	7%	(16)	9% (20)	230
PID/Gender: Dem Men	17%	(29)	60%	(101)	9%	(15)	6%	(11)	7% (12)	167
PID/Gender: Dem Women	11%	(26)	66%	(154)	16%	(37)	4%	(10)	3% (8)	235
PID/Gender: Ind Men	18%	(31)	49%	(85)	16%	(28)	5%	(9)	13% (22)	176
PID/Gender: Ind Women	6%	(11)	44%	(85)	24%	(46)	4%	(9)	21% (41)	193
PID/Gender: Rep Men	12%	(16)	48%	(61)	26%	(33)	8%	(11)	6% (8)	128
PID/Gender: Rep Women	19%	(19)	41%	(42)	23%	(23)	5%	(5)	12% (12)	102
Ideo: Liberal (1-3)	16%	(50)	57%	(173)	15%	(46)	4%	(11)	8% (25)	304
Ideo: Moderate (4)	14%	(51)	56%	(207)	16%	(58)	5%	(19)	10% (36)	372
Ideo: Conservative (5-7)	12%	(28)	47%	(113)	26%	(62)	8%	(18)	8% (20)	241
Educ: < College	10%	(43)	46%	(191)	18%	(75)	9%	(36)	18% (75)	420
Educ: Bachelors degree	15%	(49)	57%	(187)	19%	(63)	4%	(13)	5% (17)	330
Educ: Post-grad	16%	(40)	60%	(150)	18%	(44)	2%	(5)	4% (10)	250
Income: Under 50k	10%	(40)	52%	(214)	15%	(60)	7%	(31)	17% (68)	412
Income: 50k-100k	16%	(48)	50%	(153)	22%	(67)	5%	(16)	7% (20)	303
Income: 100k+	15%	(44)	57%	(161)	20%	(56)	3%	(8)	5% (15)	284
Ethnicity: Other	13%	(132)	53%	(528)	18%	(182)	5%	(55)	10% (103)	1000

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**Table MCFE36\_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
Asian Adults	13%	(132)	53%	(528)	18%	(182)	5%	(55)	10% (103)	1000
All Christian	15%	(47)	57%	(182)	17%	(52)	4%	(14)	7% (22)	317
All Non-Christian	17%	(42)	50%	(119)	21%	(51)	2%	(4)	10% (23)	239
Atheist	15%	(10)	63%	(42)	7%	(4)	7%	(5)	9% (6)	67
Agnostic/Nothing in particular	10%	(27)	51%	(146)	18%	(52)	9%	(27)	13% (36)	288
Something Else	7%	(6)	45%	(40)	26%	(23)	6%	(5)	16% (15)	90
Religious Non-Protestant/Catholic	17%	(42)	50%	(122)	21%	(51)	2%	(4)	10% (23)	244
Evangelical	12%	(18)	47%	(70)	22%	(33)	6%	(10)	12% (17)	148
Non-Evangelical	13%	(34)	58%	(147)	16%	(42)	4%	(10)	8% (20)	252
Community: Urban	15%	(50)	59%	(193)	14%	(47)	7%	(22)	5% (18)	329
Community: Suburban	13%	(75)	51%	(300)	19%	(114)	4%	(27)	13% (77)	591
Community: Rural	9%	(7)	45%	(36)	27%	(21)	8%	(6)	11% (8)	79
Employ: Private Sector	18%	(70)	53%	(200)	17%	(64)	6%	(24)	6% (21)	380
Employ: Government	8%	(5)	46%	(26)	26%	(15)	—	(0)	19% (11)	57
Employ: Self-Employed	14%	(11)	60%	(48)	6%	(5)	11%	(9)	9% (7)	80
Employ: Homemaker	12%	(10)	51%	(41)	20%	(16)	5%	(4)	11% (9)	80
Employ: Student	7%	(6)	49%	(45)	14%	(13)	6%	(6)	24% (23)	93
Employ: Retired	12%	(19)	52%	(83)	23%	(37)	2%	(4)	10% (16)	159
Employ: Unemployed	8%	(11)	54%	(71)	22%	(29)	5%	(6)	11% (14)	131
Military HH: Yes	14%	(9)	62%	(42)	16%	(11)	—	(0)	9% (6)	68
Military HH: No	13%	(123)	52%	(486)	18%	(172)	6%	(55)	10% (97)	932
RD/WT: Right Direction	16%	(35)	46%	(100)	19%	(42)	7%	(16)	12% (25)	218
RD/WT: Wrong Track	12%	(97)	55%	(428)	18%	(140)	5%	(38)	10% (78)	782
Trump Job Approve	15%	(35)	39%	(94)	31%	(74)	7%	(18)	8% (20)	241
Trump Job Disapprove	13%	(94)	59%	(418)	14%	(99)	5%	(33)	9% (60)	705
Trump Job Strongly Approve	16%	(18)	31%	(35)	33%	(37)	9%	(10)	10% (11)	112
Trump Job Somewhat Approve	13%	(17)	45%	(59)	28%	(37)	6%	(8)	7% (9)	130
Trump Job Somewhat Disapprove	11%	(22)	54%	(106)	19%	(36)	4%	(8)	12% (24)	196
Trump Job Strongly Disapprove	14%	(72)	61%	(312)	12%	(63)	5%	(25)	7% (36)	509
Favorable of Trump	14%	(36)	39%	(101)	27%	(70)	7%	(19)	12% (30)	256
Unfavorable of Trump	13%	(92)	59%	(408)	15%	(106)	4%	(28)	8% (54)	687

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**Table MCFE36\_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
Asian Adults	13%	(132)	53%	(528)	18%	(182)	5%	(55)	10%	(103)	1000
Very Favorable of Trump	18%	(20)	34%	(39)	30%	(34)	10%	(12)	8%	(9)	113
Somewhat Favorable of Trump	11%	(16)	44%	(62)	25%	(35)	5%	(7)	15%	(22)	142
Somewhat Unfavorable of Trump	10%	(15)	60%	(87)	19%	(28)	3%	(4)	8%	(12)	146
Very Unfavorable of Trump	14%	(77)	59%	(320)	14%	(78)	4%	(24)	8%	(41)	540
#1 Issue: Economy	15%	(60)	51%	(207)	20%	(81)	4%	(17)	9%	(38)	404
#1 Issue: Security	18%	(12)	40%	(27)	30%	(20)	6%	(4)	5%	(3)	66
#1 Issue: Health Care	14%	(38)	56%	(149)	14%	(38)	5%	(13)	10%	(27)	264
#1 Issue: Medicare / Social Security	4%	(3)	56%	(44)	19%	(15)	6%	(5)	15%	(12)	80
#1 Issue: Women's Issues	7%	(3)	50%	(25)	25%	(13)	11%	(6)	7%	(3)	51
#1 Issue: Other	11%	(7)	55%	(35)	11%	(7)	10%	(6)	14%	(9)	63
2018 House Vote: Democrat	15%	(49)	61%	(203)	14%	(48)	4%	(12)	6%	(21)	333
2018 House Vote: Republican	18%	(27)	43%	(65)	29%	(44)	6%	(9)	4%	(6)	152
2016 Vote: Hillary Clinton	17%	(56)	59%	(199)	14%	(46)	4%	(15)	6%	(21)	337
2016 Vote: Donald Trump	13%	(23)	41%	(72)	29%	(51)	7%	(12)	10%	(18)	176
2016 Vote: Didn't Vote	11%	(51)	51%	(230)	18%	(82)	6%	(28)	14%	(63)	454
Voted in 2014: Yes	15%	(63)	53%	(220)	20%	(82)	5%	(22)	7%	(27)	415
Voted in 2014: No	12%	(69)	53%	(309)	17%	(101)	5%	(32)	13%	(75)	585
2012 Vote: Barack Obama	16%	(55)	59%	(197)	14%	(47)	5%	(16)	6%	(20)	335
2012 Vote: Mitt Romney	12%	(15)	43%	(51)	30%	(36)	5%	(6)	9%	(11)	118
2012 Vote: Didn't Vote	12%	(61)	51%	(268)	18%	(94)	6%	(30)	14%	(72)	525
4-Region: Northeast	13%	(26)	51%	(102)	21%	(41)	2%	(4)	13%	(25)	199
4-Region: Midwest	12%	(15)	60%	(77)	14%	(18)	5%	(6)	9%	(11)	128
4-Region: South	15%	(35)	44%	(100)	22%	(51)	6%	(15)	12%	(28)	229
4-Region: West	13%	(56)	56%	(250)	16%	(72)	7%	(30)	9%	(38)	445

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**Table MCFE36\_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
Asian Adults	13%	(132)	53%	(528)	18%	(182)	5%	(55)	10% (103)	1000
Chinese	11%	(39)	56%	(190)	19%	(64)	7%	(23)	7% (26)	341
Filipino	13%	(18)	48%	(67)	20%	(27)	6%	(8)	13% (18)	138
Indian	29%	(30)	46%	(48)	19%	(20)	1%	(1)	5% (5)	104
Vietnamese	10%	(8)	44%	(33)	14%	(11)	7%	(6)	24% (18)	75
Korean	12%	(11)	65%	(60)	17%	(16)	4%	(4)	1% (1)	92
Japanese	8%	(11)	56%	(75)	18%	(24)	6%	(8)	12% (16)	135
Other Asian	14%	(15)	48%	(54)	18%	(20)	5%	(5)	15% (17)	112
Speaks only English at home	13%	(73)	49%	(276)	19%	(106)	7%	(37)	12% (67)	558
Speaks mostly English at home	12%	(29)	53%	(135)	20%	(50)	6%	(15)	9% (23)	253
Speaks both English and other language at home	19%	(19)	57%	(56)	13%	(13)	1%	(1)	10% (10)	98
Speaks mostly other language at home	11%	(9)	68%	(52)	17%	(13)	2%	(1)	2% (1)	77
Trump supporter	15%	(34)	39%	(89)	28%	(65)	9%	(20)	10% (22)	229
Biden supporter	15%	(87)	60%	(356)	15%	(89)	5%	(28)	6% (37)	595
Sports fans	15%	(102)	55%	(376)	18%	(124)	3%	(23)	8% (55)	679
Avid sports fans	27%	(51)	53%	(101)	15%	(28)	2%	(3)	3% (6)	190
Sports fans, Age: 18-34	15%	(29)	51%	(95)	20%	(38)	3%	(6)	10% (18)	187
Sports fans, Age: 35-44	19%	(28)	53%	(79)	16%	(23)	5%	(7)	8% (12)	150
Sports fans, Age: 45-64	14%	(33)	59%	(139)	15%	(35)	3%	(8)	9% (21)	236
Sports fans, Age: 65+	11%	(12)	58%	(62)	25%	(27)	2%	(2)	3% (4)	107
Movie studios should diversify teams	15%	(110)	57%	(408)	18%	(132)	3%	(24)	5% (39)	713
Movie studios should diversify stories	17%	(106)	58%	(368)	17%	(107)	4%	(26)	4% (27)	635
Concerned about Covid	14%	(128)	55%	(501)	17%	(155)	5%	(44)	9% (86)	913
No experience with Covid	11%	(56)	52%	(271)	18%	(93)	6%	(29)	13% (69)	518
Health care major factor for election	15%	(106)	55%	(393)	17%	(118)	6%	(40)	7% (51)	708
Social media users	14%	(131)	53%	(505)	18%	(170)	6%	(53)	10% (92)	951
WhatsApp users	23%	(80)	54%	(191)	15%	(53)	2%	(7)	6% (21)	352
WeChat users	14%	(24)	55%	(95)	19%	(33)	6%	(11)	5% (9)	173
Social media news source at least once a week	15%	(99)	52%	(343)	19%	(125)	6%	(36)	8% (53)	657

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

**Table MCFE36\_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
Asian Adults	9%	(94)	33%	(327)	27%	(266)	23%	(234)	8% (80)	1000
Gender: Male	10%	(48)	30%	(139)	25%	(118)	28%	(132)	7% (33)	470
Gender: Female	9%	(46)	35%	(188)	28%	(148)	19%	(102)	9% (46)	530
Age: 18-34	18%	(56)	37%	(118)	22%	(70)	16%	(51)	8% (26)	320
Age: 35-44	13%	(25)	37%	(69)	23%	(42)	16%	(31)	10% (19)	186
Age: 45-64	3%	(10)	32%	(106)	29%	(97)	28%	(95)	8% (27)	335
Age: 65+	2%	(2)	21%	(33)	36%	(57)	36%	(58)	5% (8)	158
GenZers: 1997-2012	19%	(28)	37%	(52)	19%	(27)	13%	(19)	11% (16)	142
Millennials: 1981-1996	16%	(45)	35%	(99)	23%	(66)	18%	(51)	9% (25)	286
GenXers: 1965-1980	5%	(15)	38%	(110)	28%	(81)	24%	(68)	5% (15)	289
Baby Boomers: 1946-1964	2%	(6)	23%	(58)	32%	(81)	34%	(87)	9% (23)	255
PID: Dem (no lean)	9%	(35)	38%	(152)	26%	(104)	22%	(87)	6% (24)	402
PID: Ind (no lean)	8%	(28)	30%	(112)	28%	(102)	21%	(78)	13% (48)	368
PID: Rep (no lean)	14%	(31)	27%	(63)	26%	(60)	30%	(68)	3% (8)	230
PID/Gender: Dem Men	10%	(16)	31%	(52)	25%	(42)	29%	(48)	4% (7)	167
PID/Gender: Dem Women	8%	(19)	42%	(100)	26%	(62)	17%	(39)	7% (16)	235
PID/Gender: Ind Men	10%	(17)	29%	(51)	26%	(45)	23%	(40)	13% (23)	176
PID/Gender: Ind Women	6%	(11)	32%	(61)	29%	(56)	20%	(39)	13% (25)	193
PID/Gender: Rep Men	12%	(15)	28%	(36)	24%	(31)	34%	(44)	2% (3)	128
PID/Gender: Rep Women	16%	(16)	27%	(27)	28%	(29)	24%	(25)	5% (5)	102
Ideo: Liberal (1-3)	13%	(40)	32%	(97)	28%	(85)	21%	(64)	6% (17)	304
Ideo: Moderate (4)	6%	(23)	36%	(134)	29%	(108)	17%	(65)	11% (42)	372
Ideo: Conservative (5-7)	9%	(22)	29%	(70)	24%	(58)	36%	(88)	2% (4)	241
Educ: < College	13%	(54)	34%	(142)	19%	(81)	22%	(94)	12% (49)	420
Educ: Bachelors degree	7%	(23)	34%	(112)	33%	(110)	21%	(68)	5% (17)	330
Educ: Post-grad	7%	(17)	29%	(72)	30%	(75)	29%	(72)	6% (14)	250
Income: Under 50k	9%	(39)	36%	(150)	21%	(87)	23%	(94)	11% (44)	412
Income: 50k-100k	11%	(34)	34%	(103)	27%	(83)	21%	(64)	7% (20)	303
Income: 100k+	7%	(21)	26%	(74)	34%	(97)	27%	(77)	6% (16)	284
Ethnicity: Other	9%	(94)	33%	(327)	27%	(266)	23%	(234)	8% (80)	1000

Continued on next page

**Table MCFE36\_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
Asian Adults	9%	(94)	33%	(327)	27%	(266)	23%	(234)	8% (80)	1000
All Christian	7%	(23)	34%	(106)	28%	(89)	27%	(84)	5% (15)	317
All Non-Christian	16%	(38)	38%	(90)	19%	(46)	19%	(46)	8% (18)	239
Atheist	4%	(3)	33%	(22)	25%	(17)	22%	(15)	15% (10)	67
Agnostic/Nothing in particular	7%	(21)	27%	(77)	33%	(94)	24%	(69)	10% (27)	288
Something Else	11%	(10)	33%	(30)	22%	(20)	23%	(21)	10% (9)	90
Religious Non-Protestant/Catholic	15%	(38)	38%	(93)	20%	(48)	19%	(47)	7% (18)	244
Evangelical	9%	(13)	31%	(46)	29%	(44)	25%	(36)	6% (9)	148
Non-Evangelical	8%	(20)	34%	(86)	25%	(64)	27%	(68)	6% (15)	252
Community: Urban	9%	(30)	38%	(124)	25%	(81)	20%	(65)	9% (29)	329
Community: Suburban	9%	(53)	29%	(174)	29%	(170)	25%	(149)	8% (45)	591
Community: Rural	14%	(11)	35%	(28)	18%	(15)	26%	(20)	6% (5)	79
Employ: Private Sector	10%	(38)	33%	(127)	28%	(108)	24%	(92)	4% (15)	380
Employ: Government	4%	(2)	27%	(15)	35%	(20)	25%	(14)	9% (5)	57
Employ: Self-Employed	12%	(10)	37%	(30)	25%	(20)	17%	(14)	8% (6)	80
Employ: Homemaker	12%	(10)	43%	(35)	25%	(20)	7%	(6)	12% (10)	80
Employ: Student	12%	(12)	44%	(41)	17%	(16)	14%	(13)	12% (11)	93
Employ: Retired	2%	(3)	21%	(34)	29%	(46)	40%	(63)	9% (14)	159
Employ: Unemployed	14%	(18)	31%	(41)	24%	(31)	20%	(26)	12% (15)	131
Military HH: Yes	12%	(8)	35%	(24)	23%	(15)	27%	(18)	4% (2)	68
Military HH: No	9%	(86)	32%	(303)	27%	(251)	23%	(216)	8% (77)	932
RD/WT: Right Direction	16%	(34)	32%	(70)	27%	(58)	19%	(42)	6% (14)	218
RD/WT: Wrong Track	8%	(60)	33%	(257)	27%	(208)	25%	(192)	8% (66)	782
Trump Job Approve	13%	(32)	27%	(65)	27%	(66)	28%	(67)	5% (11)	241
Trump Job Disapprove	9%	(60)	35%	(244)	27%	(193)	22%	(152)	8% (55)	705
Trump Job Strongly Approve	21%	(24)	27%	(30)	21%	(23)	28%	(32)	3% (3)	112
Trump Job Somewhat Approve	7%	(9)	27%	(35)	33%	(42)	27%	(35)	6% (8)	130
Trump Job Somewhat Disapprove	6%	(12)	40%	(79)	31%	(60)	15%	(29)	8% (16)	196
Trump Job Strongly Disapprove	9%	(48)	32%	(165)	26%	(134)	24%	(123)	8% (39)	509
Favorable of Trump	13%	(33)	28%	(71)	26%	(66)	28%	(72)	5% (14)	256
Unfavorable of Trump	8%	(57)	33%	(230)	29%	(196)	22%	(152)	8% (52)	687

Continued on next page

**Table MCFE36\_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
Asian Adults	9%	(94)	33%	(327)	27%	(266)	23%	(234)	8%	(80)	1000
Very Favorable of Trump	23%	(26)	25%	(28)	19%	(21)	33%	(37)	1%	(1)	113
Somewhat Favorable of Trump	5%	(7)	30%	(43)	31%	(45)	24%	(35)	9%	(13)	142
Somewhat Unfavorable of Trump	7%	(10)	37%	(55)	34%	(50)	15%	(23)	6%	(9)	146
Very Unfavorable of Trump	9%	(47)	32%	(175)	27%	(146)	24%	(130)	8%	(43)	540
#1 Issue: Economy	9%	(36)	33%	(134)	31%	(125)	21%	(86)	6%	(23)	404
#1 Issue: Security	11%	(7)	34%	(23)	17%	(11)	36%	(24)	2%	(1)	66
#1 Issue: Health Care	10%	(26)	32%	(85)	23%	(61)	24%	(63)	11%	(29)	264
#1 Issue: Medicare / Social Security	1%	(1)	24%	(19)	34%	(27)	30%	(24)	11%	(9)	80
#1 Issue: Women's Issues	16%	(8)	50%	(25)	20%	(10)	8%	(4)	6%	(3)	51
#1 Issue: Other	13%	(8)	24%	(15)	22%	(14)	27%	(17)	15%	(9)	63
2018 House Vote: Democrat	7%	(25)	28%	(92)	31%	(102)	28%	(92)	7%	(22)	333
2018 House Vote: Republican	9%	(13)	24%	(36)	33%	(51)	32%	(49)	2%	(3)	152
2016 Vote: Hillary Clinton	7%	(23)	29%	(97)	31%	(106)	27%	(89)	6%	(21)	337
2016 Vote: Donald Trump	9%	(16)	24%	(42)	29%	(51)	32%	(57)	5%	(10)	176
2016 Vote: Didn't Vote	12%	(54)	39%	(177)	22%	(99)	17%	(75)	11%	(48)	454
Voted in 2014: Yes	7%	(28)	26%	(110)	31%	(128)	31%	(130)	4%	(18)	415
Voted in 2014: No	11%	(65)	37%	(217)	24%	(138)	18%	(104)	11%	(62)	585
2012 Vote: Barack Obama	7%	(24)	30%	(100)	31%	(105)	26%	(86)	6%	(21)	335
2012 Vote: Mitt Romney	9%	(11)	17%	(20)	30%	(35)	43%	(50)	2%	(2)	118
2012 Vote: Didn't Vote	11%	(58)	38%	(199)	23%	(120)	18%	(92)	11%	(56)	525
4-Region: Northeast	12%	(24)	32%	(64)	28%	(56)	18%	(36)	9%	(18)	199
4-Region: Midwest	5%	(7)	43%	(55)	29%	(37)	14%	(18)	9%	(12)	128
4-Region: South	14%	(32)	35%	(80)	22%	(50)	21%	(48)	8%	(18)	229
4-Region: West	7%	(31)	29%	(127)	28%	(123)	30%	(132)	7%	(31)	445

Continued on next page

**Table MCFE36\_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
Asian Adults	9%	(94)	33%	(327)	27%	(266)	23%	(234)	8%	(80)	1000
Chinese	6%	(22)	28%	(97)	33%	(112)	25%	(85)	7%	(25)	341
Filipino	12%	(17)	35%	(49)	30%	(41)	19%	(26)	5%	(6)	138
Indian	18%	(19)	41%	(42)	21%	(22)	14%	(14)	7%	(7)	104
Vietnamese	11%	(9)	35%	(27)	23%	(17)	19%	(15)	11%	(8)	75
Korean	6%	(5)	45%	(41)	18%	(16)	25%	(23)	6%	(5)	92
Japanese	2%	(3)	22%	(30)	26%	(35)	40%	(54)	10%	(13)	135
Other Asian	18%	(20)	36%	(40)	20%	(22)	15%	(17)	12%	(13)	112
Speaks only English at home	9%	(51)	26%	(145)	26%	(146)	29%	(160)	10%	(55)	558
Speaks mostly English at home	9%	(22)	40%	(101)	29%	(74)	17%	(43)	5%	(13)	253
Speaks both English and other language at home	16%	(16)	35%	(34)	27%	(27)	14%	(14)	8%	(8)	98
Speaks mostly other language at home	7%	(6)	49%	(37)	19%	(15)	21%	(16)	3%	(2)	77
Trump supporter	13%	(29)	25%	(58)	30%	(69)	30%	(68)	3%	(6)	229
Biden supporter	10%	(58)	35%	(209)	26%	(157)	21%	(128)	7%	(44)	595
Sports fans	11%	(75)	33%	(227)	27%	(182)	21%	(145)	8%	(52)	679
Avid sports fans	19%	(35)	40%	(76)	23%	(44)	15%	(28)	4%	(7)	190
Sports fans, Age: 18-34	23%	(43)	37%	(69)	20%	(38)	12%	(22)	8%	(15)	187
Sports fans, Age: 35-44	16%	(24)	37%	(56)	21%	(32)	16%	(24)	10%	(15)	150
Sports fans, Age: 45-64	3%	(7)	33%	(78)	29%	(69)	28%	(66)	7%	(16)	236
Sports fans, Age: 65+	1%	(1)	23%	(24)	40%	(43)	30%	(32)	6%	(6)	107
Movie studios should diversify teams	12%	(85)	35%	(248)	25%	(181)	23%	(164)	5%	(35)	713
Movie studios should diversify stories	13%	(80)	38%	(244)	25%	(157)	20%	(125)	5%	(29)	635
Concerned about Covid	9%	(85)	34%	(306)	26%	(241)	23%	(211)	8%	(70)	913
No experience with Covid	8%	(44)	31%	(158)	28%	(144)	22%	(112)	12%	(60)	518
Health care major factor for election	10%	(70)	33%	(237)	27%	(193)	23%	(161)	7%	(47)	708
Social media users	10%	(94)	34%	(324)	28%	(264)	21%	(204)	7%	(66)	951
WhatsApp users	14%	(48)	39%	(137)	26%	(91)	16%	(55)	6%	(21)	352
WeChat users	13%	(23)	36%	(62)	26%	(45)	20%	(34)	5%	(9)	173
Social media news source at least once a week	14%	(89)	43%	(284)	26%	(172)	12%	(78)	5%	(34)	657

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 MCFE36\_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
Asian Adults	6%	(63)	32%	(323)	19%	(191)	13%	(127)	30%	(297)	1000
Gender: Male	8%	(38)	31%	(147)	20%	(95)	14%	(63)	27%	(126)	470
Gender: Female	5%	(24)	33%	(176)	18%	(95)	12%	(63)	32%	(171)	530
Age: 18-34	12%	(37)	32%	(102)	18%	(58)	16%	(50)	23%	(74)	320
Age: 35-44	5%	(9)	38%	(71)	26%	(48)	9%	(18)	22%	(41)	186
Age: 45-64	5%	(15)	33%	(112)	17%	(59)	13%	(42)	32%	(107)	335
Age: 65+	1%	(2)	25%	(39)	17%	(26)	10%	(17)	47%	(75)	158
GenZers: 1997-2012	12%	(18)	34%	(48)	16%	(23)	12%	(18)	25%	(36)	142
Millennials: 1981-1996	9%	(27)	32%	(92)	21%	(60)	14%	(40)	23%	(67)	286
GenXers: 1965-1980	5%	(13)	35%	(101)	22%	(63)	13%	(38)	26%	(75)	289
Baby Boomers: 1946-1964	2%	(5)	32%	(81)	16%	(40)	12%	(30)	39%	(99)	255
PID: Dem (no lean)	7%	(27)	39%	(157)	18%	(73)	13%	(50)	23%	(94)	402
PID: Ind (no lean)	7%	(25)	26%	(95)	20%	(73)	12%	(46)	35%	(129)	368
PID: Rep (no lean)	4%	(10)	31%	(71)	20%	(45)	13%	(31)	32%	(73)	230
PID/Gender: Dem Men	12%	(20)	38%	(64)	19%	(32)	12%	(20)	19%	(32)	167
PID/Gender: Dem Women	3%	(8)	40%	(93)	18%	(41)	13%	(31)	27%	(63)	235
PID/Gender: Ind Men	6%	(11)	27%	(47)	23%	(40)	15%	(26)	30%	(52)	176
PID/Gender: Ind Women	7%	(14)	25%	(48)	17%	(33)	11%	(20)	40%	(77)	193
PID/Gender: Rep Men	6%	(7)	29%	(37)	18%	(24)	14%	(18)	33%	(42)	128
PID/Gender: Rep Women	3%	(3)	34%	(34)	21%	(21)	12%	(13)	30%	(31)	102
Ideo: Liberal (1-3)	9%	(27)	37%	(114)	19%	(59)	12%	(38)	22%	(67)	304
Ideo: Moderate (4)	5%	(19)	32%	(118)	19%	(70)	11%	(40)	34%	(126)	372
Ideo: Conservative (5-7)	4%	(10)	33%	(80)	19%	(45)	15%	(37)	29%	(69)	241
Educ: < College	6%	(25)	26%	(110)	15%	(62)	16%	(65)	37%	(157)	420
Educ: Bachelors degree	6%	(21)	37%	(123)	22%	(72)	8%	(27)	26%	(87)	330
Educ: Post-grad	7%	(16)	36%	(90)	23%	(57)	14%	(34)	21%	(52)	250
Income: Under 50k	7%	(30)	26%	(106)	16%	(67)	14%	(56)	37%	(154)	412
Income: 50k-100k	6%	(18)	35%	(105)	22%	(66)	13%	(41)	24%	(74)	303
Income: 100k+	5%	(15)	40%	(112)	20%	(58)	11%	(30)	24%	(69)	284
Ethnicity: Other	6%	(63)	32%	(323)	19%	(191)	13%	(127)	30%	(297)	1000

Continued on next page

**Table MCFE36\_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	
Asian Adults	6%	(63)	32%	(323)	19%	(191)	13%	(127)	30%	(297)	1000
All Christian	5%	(15)	41%	(129)	17%	(55)	13%	(43)	24%	(76)	317
All Non-Christian	10%	(23)	28%	(66)	19%	(45)	16%	(37)	28%	(66)	239
Atheist	5%	(3)	32%	(21)	18%	(12)	12%	(8)	33%	(22)	67
Agnostic/Nothing in particular	6%	(18)	30%	(87)	19%	(56)	12%	(34)	32%	(92)	288
Something Else	3%	(3)	22%	(20)	25%	(23)	6%	(5)	44%	(40)	90
Religious Non-Protestant/Catholic	10%	(24)	28%	(69)	19%	(46)	16%	(38)	27%	(66)	244
Evangelical	6%	(8)	34%	(50)	20%	(30)	11%	(16)	30%	(44)	148
Non-Evangelical	3%	(9)	37%	(94)	19%	(47)	12%	(31)	28%	(72)	252
Community: Urban	6%	(21)	38%	(125)	20%	(65)	13%	(41)	23%	(77)	329
Community: Suburban	7%	(40)	31%	(186)	18%	(106)	12%	(73)	32%	(187)	591
Community: Rural	2%	(2)	16%	(13)	24%	(19)	16%	(13)	41%	(32)	79
Employ: Private Sector	7%	(27)	36%	(138)	23%	(87)	14%	(54)	19%	(74)	380
Employ: Government	2%	(1)	41%	(24)	24%	(14)	1%	(1)	31%	(18)	57
Employ: Self-Employed	7%	(6)	31%	(25)	12%	(9)	14%	(12)	36%	(28)	80
Employ: Homemaker	4%	(3)	39%	(32)	13%	(10)	13%	(10)	32%	(25)	80
Employ: Student	9%	(9)	30%	(28)	15%	(14)	16%	(15)	30%	(28)	93
Employ: Retired	2%	(3)	21%	(34)	16%	(25)	12%	(19)	49%	(78)	159
Employ: Unemployed	10%	(14)	28%	(37)	23%	(30)	12%	(15)	27%	(36)	131
Military HH: Yes	4%	(3)	39%	(26)	19%	(13)	17%	(12)	21%	(14)	68
Military HH: No	6%	(60)	32%	(297)	19%	(178)	12%	(115)	30%	(283)	932
RD/WT: Right Direction	6%	(14)	34%	(73)	23%	(51)	13%	(28)	24%	(52)	218
RD/WT: Wrong Track	6%	(49)	32%	(250)	18%	(140)	13%	(99)	31%	(245)	782
Trump Job Approve	7%	(17)	30%	(73)	21%	(52)	14%	(34)	27%	(66)	241
Trump Job Disapprove	6%	(41)	34%	(243)	18%	(130)	12%	(86)	29%	(205)	705
Trump Job Strongly Approve	13%	(15)	26%	(29)	24%	(27)	22%	(24)	14%	(16)	112
Trump Job Somewhat Approve	2%	(2)	34%	(44)	19%	(25)	8%	(10)	38%	(50)	130
Trump Job Somewhat Disapprove	5%	(10)	39%	(77)	18%	(34)	8%	(17)	30%	(58)	196
Trump Job Strongly Disapprove	6%	(31)	33%	(166)	19%	(96)	14%	(69)	29%	(147)	509
Favorable of Trump	6%	(15)	32%	(82)	20%	(51)	13%	(34)	29%	(74)	256
Unfavorable of Trump	6%	(41)	33%	(229)	19%	(133)	12%	(81)	29%	(202)	687

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**Table MCFE36\_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
Asian Adults	6%	(63)	32%	(323)	19%	(191)	13%	(127)	30%	(297)	1000
Very Favorable of Trump	10%	(12)	30%	(34)	25%	(28)	23%	(26)	12%	(14)	113
Somewhat Favorable of Trump	3%	(4)	33%	(48)	16%	(23)	6%	(8)	42%	(60)	142
Somewhat Unfavorable of Trump	4%	(7)	36%	(53)	17%	(25)	9%	(13)	34%	(49)	146
Very Unfavorable of Trump	6%	(35)	33%	(176)	20%	(108)	13%	(69)	28%	(153)	540
#1 Issue: Economy	7%	(27)	37%	(150)	20%	(81)	11%	(45)	25%	(101)	404
#1 Issue: Security	3%	(2)	29%	(19)	19%	(12)	18%	(12)	31%	(21)	66
#1 Issue: Health Care	6%	(17)	31%	(83)	19%	(51)	14%	(36)	29%	(77)	264
#1 Issue: Medicare / Social Security	1%	(1)	25%	(20)	13%	(10)	8%	(6)	53%	(43)	80
#1 Issue: Women's Issues	10%	(5)	25%	(13)	32%	(16)	15%	(8)	18%	(9)	51
#1 Issue: Other	3%	(2)	19%	(12)	13%	(8)	24%	(15)	42%	(26)	63
2018 House Vote: Democrat	7%	(24)	39%	(129)	20%	(68)	10%	(33)	24%	(79)	333
2018 House Vote: Republican	4%	(6)	30%	(46)	27%	(40)	16%	(25)	23%	(35)	152
2016 Vote: Hillary Clinton	7%	(24)	37%	(123)	19%	(65)	10%	(32)	27%	(92)	337
2016 Vote: Donald Trump	5%	(9)	28%	(50)	24%	(43)	16%	(28)	27%	(47)	176
2016 Vote: Didn't Vote	6%	(28)	30%	(138)	16%	(74)	13%	(61)	33%	(152)	454
Voted in 2014: Yes	7%	(27)	34%	(142)	22%	(90)	13%	(53)	25%	(103)	415
Voted in 2014: No	6%	(35)	31%	(181)	17%	(101)	13%	(74)	33%	(194)	585
2012 Vote: Barack Obama	7%	(22)	35%	(117)	22%	(74)	11%	(36)	26%	(86)	335
2012 Vote: Mitt Romney	4%	(5)	26%	(31)	24%	(28)	17%	(21)	29%	(34)	118
2012 Vote: Didn't Vote	6%	(33)	32%	(167)	16%	(85)	13%	(67)	33%	(172)	525
4-Region: Northeast	5%	(10)	33%	(66)	14%	(29)	16%	(32)	31%	(62)	199
4-Region: Midwest	4%	(6)	41%	(52)	19%	(24)	8%	(10)	28%	(36)	128
4-Region: South	8%	(18)	32%	(74)	22%	(50)	14%	(32)	24%	(56)	229
4-Region: West	7%	(29)	30%	(132)	20%	(88)	12%	(53)	32%	(143)	445

Continued on next page

**Table MCFE36\_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	
Asian Adults	6%	(63)	32%	(323)	19%	(191)	13%	(127)	30%	(297)	1000
Chinese	4%	(13)	34%	(116)	22%	(75)	12%	(41)	28%	(96)	341
Filipino	3%	(4)	33%	(46)	21%	(29)	11%	(15)	32%	(44)	138
Indian	15%	(16)	42%	(44)	18%	(18)	11%	(12)	14%	(14)	104
Vietnamese	8%	(6)	34%	(26)	19%	(14)	16%	(12)	22%	(17)	75
Korean	4%	(3)	29%	(27)	20%	(18)	18%	(16)	30%	(27)	92
Japanese	3%	(5)	24%	(33)	13%	(17)	15%	(20)	45%	(60)	135
Other Asian	13%	(14)	27%	(30)	17%	(19)	11%	(12)	33%	(37)	112
Speaks only English at home	6%	(36)	29%	(164)	18%	(103)	13%	(74)	33%	(182)	558
Speaks mostly English at home	8%	(20)	36%	(92)	20%	(50)	13%	(34)	23%	(57)	253
Speaks both English and other language at home	5%	(5)	37%	(37)	17%	(17)	14%	(13)	27%	(26)	98
Speaks mostly other language at home	3%	(2)	38%	(29)	23%	(17)	5%	(4)	31%	(24)	77
Trump supporter	7%	(16)	30%	(70)	22%	(51)	15%	(35)	25%	(58)	229
Biden supporter	7%	(41)	35%	(208)	19%	(111)	12%	(70)	28%	(166)	595
Sports fans	7%	(45)	35%	(240)	20%	(135)	11%	(78)	27%	(181)	679
Avid sports fans	14%	(26)	46%	(87)	14%	(27)	7%	(14)	19%	(35)	190
Sports fans, Age: 18-34	15%	(28)	38%	(72)	18%	(33)	13%	(25)	16%	(30)	187
Sports fans, Age: 35-44	5%	(8)	39%	(59)	23%	(35)	9%	(14)	23%	(34)	150
Sports fans, Age: 45-64	4%	(8)	36%	(85)	18%	(43)	11%	(27)	31%	(73)	236
Sports fans, Age: 65+	1%	(1)	23%	(25)	22%	(24)	12%	(13)	41%	(44)	107
Movie studios should diversify teams	6%	(45)	37%	(262)	20%	(143)	12%	(89)	25%	(175)	713
Movie studios should diversify stories	6%	(38)	38%	(244)	20%	(127)	12%	(76)	23%	(149)	635
Concerned about Covid	6%	(55)	33%	(300)	19%	(172)	11%	(103)	31%	(284)	913
No experience with Covid	5%	(28)	30%	(157)	19%	(101)	11%	(58)	34%	(174)	518
Health care major factor for election	6%	(45)	34%	(243)	19%	(135)	12%	(84)	28%	(201)	708
Social media users	7%	(63)	33%	(317)	20%	(186)	13%	(119)	28%	(266)	951
WhatsApp users	9%	(31)	43%	(151)	16%	(55)	14%	(48)	19%	(67)	352
WeChat users	6%	(10)	38%	(66)	18%	(31)	18%	(30)	20%	(35)	173
Social media news source at least once a week	8%	(50)	38%	(248)	20%	(131)	11%	(74)	23%	(154)	657

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

**Table MCFE37: How often do you encounter false or misleading information on social media platforms and messaging apps?**

Demographic	Often		Sometimes		Rarely		Never		Total N
Asian Adults	26%	(262)	48%	(479)	17%	(165)	9%	(93)	1000
Gender: Male	28%	(131)	48%	(224)	13%	(61)	11%	(53)	470
Gender: Female	25%	(130)	48%	(255)	20%	(104)	8%	(40)	530
Age: 18-34	28%	(90)	50%	(159)	16%	(53)	6%	(18)	320
Age: 35-44	22%	(41)	52%	(96)	16%	(30)	10%	(19)	186
Age: 45-64	27%	(92)	47%	(159)	16%	(52)	10%	(33)	335
Age: 65+	25%	(39)	41%	(66)	19%	(30)	15%	(24)	158
GenZers: 1997-2012	27%	(38)	52%	(73)	16%	(23)	5%	(7)	142
Millennials: 1981-1996	27%	(77)	47%	(135)	18%	(52)	8%	(22)	286
GenXers: 1965-1980	27%	(78)	51%	(146)	12%	(35)	11%	(30)	289
Baby Boomers: 1946-1964	24%	(62)	47%	(120)	17%	(44)	11%	(28)	255
PID: Dem (no lean)	26%	(104)	51%	(203)	19%	(76)	5%	(19)	402
PID: Ind (no lean)	25%	(92)	45%	(167)	17%	(62)	13%	(47)	368
PID: Rep (no lean)	29%	(66)	47%	(109)	12%	(27)	12%	(28)	230
PID/Gender: Dem Men	32%	(53)	51%	(85)	12%	(20)	5%	(8)	167
PID/Gender: Dem Women	22%	(51)	50%	(118)	24%	(56)	5%	(11)	235
PID/Gender: Ind Men	25%	(43)	44%	(76)	17%	(30)	15%	(27)	176
PID/Gender: Ind Women	26%	(49)	47%	(91)	17%	(33)	10%	(20)	193
PID/Gender: Rep Men	28%	(35)	49%	(63)	9%	(11)	15%	(19)	128
PID/Gender: Rep Women	30%	(30)	45%	(46)	16%	(16)	9%	(9)	102
Ideo: Liberal (1-3)	33%	(99)	44%	(133)	20%	(60)	4%	(12)	304
Ideo: Moderate (4)	21%	(80)	52%	(192)	17%	(64)	10%	(36)	372
Ideo: Conservative (5-7)	29%	(69)	49%	(117)	13%	(30)	10%	(25)	241
Educ: < College	25%	(104)	43%	(182)	17%	(70)	15%	(64)	420
Educ: Bachelors degree	29%	(95)	49%	(163)	17%	(56)	5%	(16)	330
Educ: Post-grad	25%	(63)	53%	(134)	16%	(40)	5%	(13)	250
Income: Under 50k	24%	(101)	44%	(181)	18%	(74)	14%	(57)	412
Income: 50k-100k	28%	(85)	50%	(152)	15%	(47)	7%	(20)	303
Income: 100k+	27%	(76)	51%	(146)	16%	(45)	6%	(17)	284
Ethnicity: Other	26%	(262)	48%	(479)	17%	(165)	9%	(93)	1000

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**Table MCFE37:** *How often do you encounter false or misleading information on social media platforms and messaging apps?*

Demographic	Often		Sometimes		Rarely		Never		Total N
Asian Adults	26%	(262)	48%	(479)	17%	(165)	9%	(93)	1000
All Christian	24%	(77)	51%	(163)	17%	(55)	7%	(22)	317
All Non-Christian	26%	(62)	43%	(103)	20%	(47)	11%	(26)	239
Atheist	33%	(22)	48%	(32)	15%	(10)	4%	(3)	67
Agnostic/Nothing in particular	26%	(75)	46%	(134)	17%	(50)	10%	(29)	288
Something Else	28%	(26)	53%	(48)	4%	(3)	15%	(13)	90
Religious Non-Protestant/Catholic	26%	(63)	44%	(108)	19%	(47)	11%	(26)	244
Evangelical	26%	(38)	53%	(78)	11%	(17)	10%	(15)	148
Non-Evangelical	26%	(64)	51%	(128)	16%	(40)	8%	(20)	252
Community: Urban	24%	(80)	48%	(160)	19%	(61)	9%	(28)	329
Community: Suburban	26%	(155)	49%	(287)	16%	(93)	10%	(57)	591
Community: Rural	34%	(27)	41%	(32)	15%	(12)	10%	(8)	79
Employ: Private Sector	23%	(88)	53%	(200)	17%	(66)	7%	(27)	380
Employ: Government	23%	(13)	45%	(26)	15%	(9)	17%	(9)	57
Employ: Self-Employed	41%	(32)	36%	(28)	20%	(16)	3%	(3)	80
Employ: Homemaker	21%	(17)	45%	(36)	22%	(18)	13%	(10)	80
Employ: Student	31%	(29)	49%	(46)	18%	(16)	2%	(2)	93
Employ: Retired	27%	(44)	40%	(63)	13%	(20)	20%	(32)	159
Employ: Unemployed	25%	(33)	54%	(71)	13%	(17)	8%	(11)	131
Military HH: Yes	36%	(24)	39%	(27)	18%	(12)	7%	(5)	68
Military HH: No	25%	(237)	49%	(452)	16%	(153)	10%	(89)	932
RD/WT: Right Direction	28%	(61)	43%	(94)	18%	(40)	10%	(23)	218
RD/WT: Wrong Track	26%	(200)	49%	(385)	16%	(126)	9%	(71)	782
Trump Job Approve	34%	(82)	45%	(108)	14%	(35)	7%	(17)	241
Trump Job Disapprove	25%	(177)	50%	(349)	17%	(121)	8%	(58)	705
Trump Job Strongly Approve	44%	(49)	36%	(40)	10%	(11)	11%	(12)	112
Trump Job Somewhat Approve	26%	(33)	52%	(67)	18%	(24)	4%	(5)	130
Trump Job Somewhat Disapprove	18%	(35)	54%	(105)	22%	(43)	7%	(13)	196
Trump Job Strongly Disapprove	28%	(142)	48%	(244)	15%	(78)	9%	(45)	509
Favorable of Trump	34%	(86)	44%	(111)	13%	(34)	9%	(24)	256
Unfavorable of Trump	25%	(171)	51%	(349)	16%	(112)	8%	(55)	687

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**Table MCFE37:** How often do you encounter false or misleading information on social media platforms and messaging apps?

Demographic	Often		Sometimes		Rarely		Never		Total N
Asian Adults	26%	(262)	48%	(479)	17%	(165)	9%	(93)	1000
Very Favorable of Trump	47%	(54)	35%	(40)	7%	(8)	11%	(12)	113
Somewhat Favorable of Trump	23%	(32)	50%	(72)	19%	(27)	9%	(12)	142
Somewhat Unfavorable of Trump	19%	(27)	53%	(78)	20%	(29)	8%	(11)	146
Very Unfavorable of Trump	27%	(144)	50%	(271)	15%	(82)	8%	(43)	540
#1 Issue: Economy	27%	(108)	50%	(201)	19%	(75)	5%	(20)	404
#1 Issue: Security	34%	(22)	46%	(30)	10%	(7)	10%	(7)	66
#1 Issue: Health Care	24%	(63)	53%	(140)	12%	(33)	11%	(28)	264
#1 Issue: Medicare / Social Security	18%	(14)	32%	(25)	23%	(19)	27%	(21)	80
#1 Issue: Women's Issues	24%	(12)	46%	(24)	24%	(12)	6%	(3)	51
#1 Issue: Other	29%	(18)	51%	(32)	7%	(5)	13%	(8)	63
2018 House Vote: Democrat	28%	(93)	49%	(163)	16%	(53)	7%	(25)	333
2018 House Vote: Republican	30%	(45)	47%	(72)	14%	(21)	9%	(14)	152
2016 Vote: Hillary Clinton	28%	(93)	47%	(160)	17%	(58)	8%	(26)	337
2016 Vote: Donald Trump	31%	(55)	46%	(81)	12%	(21)	10%	(18)	176
2016 Vote: Didn't Vote	23%	(106)	49%	(223)	18%	(82)	9%	(42)	454
Voted in 2014: Yes	28%	(117)	47%	(194)	15%	(62)	10%	(41)	415
Voted in 2014: No	25%	(144)	49%	(285)	18%	(103)	9%	(53)	585
2012 Vote: Barack Obama	27%	(91)	49%	(164)	16%	(54)	8%	(26)	335
2012 Vote: Mitt Romney	30%	(36)	46%	(54)	11%	(12)	14%	(16)	118
2012 Vote: Didn't Vote	25%	(131)	48%	(252)	18%	(94)	9%	(47)	525
4-Region: Northeast	25%	(50)	47%	(93)	21%	(42)	7%	(13)	199
4-Region: Midwest	22%	(28)	52%	(67)	20%	(26)	6%	(7)	128
4-Region: South	28%	(63)	49%	(112)	15%	(34)	9%	(20)	229
4-Region: West	27%	(121)	47%	(207)	14%	(64)	12%	(54)	445
Chinese	23%	(78)	52%	(177)	15%	(53)	10%	(33)	341
Filipino	33%	(46)	42%	(58)	14%	(19)	11%	(15)	138
Indian	30%	(31)	46%	(48)	18%	(19)	6%	(6)	104
Vietnamese	27%	(20)	58%	(44)	14%	(10)	1%	(1)	75
Korean	33%	(30)	50%	(46)	13%	(12)	4%	(4)	92
Japanese	25%	(34)	39%	(52)	18%	(25)	17%	(23)	135
Other Asian	18%	(20)	49%	(55)	25%	(28)	9%	(10)	112

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**Table MCFE37:** *How often do you encounter false or misleading information on social media platforms and messaging apps?*

Demographic	Often		Sometimes		Rarely		Never		Total N
Asian Adults	26%	(262)	48%	(479)	17%	(165)	9%	(93)	1000
Speaks only English at home	27%	(153)	46%	(257)	14%	(80)	12%	(68)	558
Speaks mostly English at home	22%	(56)	55%	(139)	19%	(49)	3%	(9)	253
Speaks both English and other language at home	25%	(25)	48%	(47)	23%	(23)	3%	(3)	98
Speaks mostly other language at home	34%	(26)	39%	(30)	11%	(8)	16%	(12)	77
Trump supporter	34%	(78)	40%	(92)	15%	(35)	11%	(25)	229
Biden supporter	24%	(143)	51%	(303)	17%	(101)	8%	(48)	595
Sports fans	25%	(168)	51%	(347)	16%	(110)	8%	(54)	679
Avid sports fans	24%	(46)	55%	(104)	14%	(27)	7%	(13)	190
Sports fans, Age: 18-34	29%	(54)	52%	(98)	16%	(29)	3%	(6)	187
Sports fans, Age: 35-44	20%	(31)	55%	(83)	16%	(23)	9%	(13)	150
Sports fans, Age: 45-64	24%	(57)	49%	(115)	15%	(36)	11%	(27)	236
Sports fans, Age: 65+	24%	(26)	48%	(51)	20%	(21)	8%	(9)	107
Movie studios should diversify teams	26%	(187)	52%	(373)	16%	(112)	6%	(41)	713
Movie studios should diversify stories	27%	(169)	51%	(323)	17%	(105)	6%	(38)	635
Concerned about Covid	26%	(240)	49%	(450)	17%	(152)	8%	(72)	913
No experience with Covid	19%	(101)	49%	(254)	19%	(100)	12%	(64)	518
Health care major factor for election	26%	(186)	49%	(347)	17%	(118)	8%	(57)	708
Social media users	26%	(249)	49%	(466)	17%	(159)	8%	(76)	951
WhatsApp users	27%	(95)	53%	(185)	16%	(57)	4%	(15)	352
WeChat users	24%	(42)	47%	(81)	19%	(33)	10%	(17)	173
Social media news source at least once a week	24%	(160)	52%	(343)	18%	(115)	6%	(39)	657

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

**Table MCFE38:** *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
Asian Adults	4%	(37)	21%	(207)	41%	(407)	35%	(349)	1000
Gender: Male	3%	(12)	21%	(97)	37%	(176)	39%	(185)	470
Gender: Female	5%	(25)	21%	(110)	44%	(231)	31%	(164)	530
Age: 18-34	6%	(20)	27%	(87)	40%	(129)	26%	(84)	320
Age: 35-44	3%	(6)	28%	(52)	37%	(69)	32%	(59)	186
Age: 45-64	3%	(10)	16%	(52)	42%	(140)	40%	(133)	335
Age: 65+	—	(1)	10%	(16)	44%	(69)	46%	(73)	158
GenZers: 1997-2012	5%	(7)	26%	(37)	46%	(65)	23%	(33)	142
Millennials: 1981-1996	6%	(17)	29%	(83)	36%	(104)	29%	(82)	286
GenXers: 1965-1980	2%	(6)	19%	(54)	42%	(121)	37%	(108)	289
Baby Boomers: 1946-1964	3%	(7)	12%	(32)	42%	(107)	43%	(109)	255
PID: Dem (no lean)	4%	(15)	21%	(84)	45%	(180)	31%	(123)	402
PID: Ind (no lean)	2%	(6)	19%	(70)	43%	(157)	37%	(135)	368
PID: Rep (no lean)	7%	(17)	23%	(54)	30%	(69)	39%	(91)	230
PID/Gender: Dem Men	3%	(4)	21%	(34)	40%	(66)	37%	(62)	167
PID/Gender: Dem Women	5%	(11)	21%	(49)	49%	(115)	26%	(61)	235
PID/Gender: Ind Men	3%	(6)	17%	(29)	42%	(74)	38%	(66)	176
PID/Gender: Ind Women	—	(0)	21%	(40)	43%	(83)	36%	(69)	193
PID/Gender: Rep Men	2%	(2)	26%	(33)	28%	(35)	44%	(57)	128
PID/Gender: Rep Women	14%	(14)	20%	(20)	33%	(33)	33%	(34)	102
Ideo: Liberal (1-3)	5%	(14)	23%	(69)	38%	(116)	35%	(106)	304
Ideo: Moderate (4)	3%	(11)	19%	(70)	44%	(162)	35%	(129)	372
Ideo: Conservative (5-7)	4%	(10)	18%	(43)	37%	(90)	41%	(98)	241
Educ: < College	6%	(26)	24%	(100)	39%	(165)	31%	(129)	420
Educ: Bachelors degree	2%	(7)	16%	(53)	45%	(148)	37%	(122)	330
Educ: Post-grad	2%	(5)	22%	(54)	37%	(93)	39%	(98)	250
Income: Under 50k	5%	(21)	23%	(96)	40%	(166)	31%	(130)	412
Income: 50k-100k	3%	(8)	20%	(60)	43%	(130)	35%	(106)	303
Income: 100k+	3%	(8)	18%	(51)	39%	(111)	40%	(113)	284
Ethnicity: Other	4%	(37)	21%	(207)	41%	(407)	35%	(349)	1000

Continued on next page

**Table MCFE38:** *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
Asian Adults	4%	(37)	21%	(207)	41%	(407)	35%	(349)	1000
All Christian	5%	(15)	20%	(63)	38%	(120)	38%	(119)	317
All Non-Christian	4%	(10)	27%	(63)	41%	(98)	28%	(67)	239
Atheist	2%	(1)	18%	(12)	39%	(26)	42%	(28)	67
Agnostic/Nothing in particular	4%	(10)	16%	(47)	42%	(120)	38%	(110)	288
Something Else	1%	(1)	24%	(22)	47%	(42)	28%	(25)	90
Religious Non-Protestant/Catholic	4%	(10)	26%	(64)	41%	(101)	28%	(69)	244
Evangelical	2%	(4)	16%	(24)	46%	(68)	35%	(52)	148
Non-Evangelical	5%	(12)	23%	(59)	36%	(91)	36%	(90)	252
Community: Urban	5%	(16)	25%	(83)	37%	(120)	33%	(110)	329
Community: Suburban	2%	(14)	17%	(99)	44%	(259)	37%	(220)	591
Community: Rural	10%	(8)	32%	(25)	35%	(28)	24%	(19)	79
Employ: Private Sector	4%	(15)	21%	(81)	40%	(153)	34%	(131)	380
Employ: Government	3%	(2)	14%	(8)	48%	(27)	35%	(20)	57
Employ: Self-Employed	8%	(6)	20%	(16)	39%	(31)	33%	(26)	80
Employ: Homemaker	5%	(4)	36%	(29)	36%	(29)	22%	(18)	80
Employ: Student	6%	(5)	29%	(27)	38%	(35)	27%	(25)	93
Employ: Retired	—	(1)	11%	(17)	38%	(61)	51%	(81)	159
Employ: Unemployed	3%	(4)	19%	(25)	45%	(59)	33%	(43)	131
Military HH: Yes	13%	(9)	14%	(10)	17%	(12)	56%	(38)	68
Military HH: No	3%	(29)	21%	(197)	42%	(395)	33%	(311)	932
RD/WT: Right Direction	10%	(22)	32%	(70)	22%	(48)	36%	(78)	218
RD/WT: Wrong Track	2%	(15)	17%	(136)	46%	(359)	35%	(271)	782
Trump Job Approve	8%	(19)	18%	(43)	29%	(71)	45%	(108)	241
Trump Job Disapprove	3%	(18)	21%	(145)	43%	(305)	34%	(236)	705
Trump Job Strongly Approve	14%	(16)	24%	(26)	15%	(17)	47%	(53)	112
Trump Job Somewhat Approve	3%	(4)	13%	(17)	42%	(54)	43%	(56)	130
Trump Job Somewhat Disapprove	1%	(2)	21%	(42)	49%	(97)	28%	(55)	196
Trump Job Strongly Disapprove	3%	(16)	20%	(103)	41%	(208)	36%	(181)	509
Favorable of Trump	7%	(17)	21%	(55)	30%	(77)	42%	(107)	256
Unfavorable of Trump	3%	(20)	19%	(133)	44%	(301)	34%	(233)	687

Continued on next page



**Table MCFE38:** *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
Asian Adults	4%	(37)	21%	(207)	41%	(407)	35%	(349)	1000
Very Favorable of Trump	11%	(12)	23%	(26)	14%	(15)	52%	(59)	113
Somewhat Favorable of Trump	3%	(5)	20%	(29)	43%	(61)	34%	(48)	142
Somewhat Unfavorable of Trump	2%	(3)	16%	(23)	55%	(81)	27%	(39)	146
Very Unfavorable of Trump	3%	(17)	20%	(109)	41%	(220)	36%	(194)	540
#1 Issue: Economy	3%	(12)	23%	(95)	40%	(161)	34%	(136)	404
#1 Issue: Security	8%	(5)	13%	(8)	43%	(29)	36%	(24)	66
#1 Issue: Health Care	4%	(10)	18%	(47)	42%	(111)	36%	(96)	264
#1 Issue: Medicare / Social Security	—	(0)	16%	(13)	45%	(36)	39%	(31)	80
#1 Issue: Women's Issues	9%	(5)	27%	(14)	37%	(19)	27%	(14)	51
#1 Issue: Other	1%	(1)	30%	(19)	38%	(24)	30%	(19)	63
2018 House Vote: Democrat	3%	(11)	14%	(47)	43%	(142)	40%	(132)	333
2018 House Vote: Republican	6%	(9)	14%	(21)	30%	(46)	50%	(76)	152
2016 Vote: Hillary Clinton	4%	(13)	16%	(54)	45%	(152)	35%	(118)	337
2016 Vote: Donald Trump	6%	(10)	16%	(28)	31%	(54)	48%	(84)	176
2016 Vote: Didn't Vote	3%	(14)	27%	(123)	42%	(188)	28%	(129)	454
Voted in 2014: Yes	4%	(15)	12%	(52)	40%	(167)	44%	(181)	415
Voted in 2014: No	4%	(23)	27%	(155)	41%	(240)	29%	(168)	585
2012 Vote: Barack Obama	3%	(9)	15%	(52)	44%	(147)	38%	(127)	335
2012 Vote: Mitt Romney	8%	(9)	11%	(13)	31%	(37)	50%	(59)	118
2012 Vote: Didn't Vote	4%	(19)	27%	(141)	40%	(212)	29%	(153)	525
4-Region: Northeast	5%	(10)	25%	(49)	39%	(78)	31%	(62)	199
4-Region: Midwest	5%	(6)	23%	(30)	47%	(60)	25%	(32)	128
4-Region: South	3%	(7)	28%	(65)	40%	(91)	29%	(66)	229
4-Region: West	3%	(15)	14%	(63)	40%	(177)	43%	(189)	445
Chinese	3%	(12)	19%	(63)	41%	(141)	37%	(125)	341
Filipino	7%	(10)	23%	(32)	41%	(56)	29%	(39)	138
Indian	5%	(6)	27%	(28)	45%	(47)	22%	(23)	104
Vietnamese	7%	(5)	22%	(16)	37%	(28)	35%	(26)	75
Korean	4%	(3)	19%	(17)	37%	(34)	40%	(37)	92
Japanese	—	(0)	15%	(20)	42%	(57)	43%	(58)	135
Other Asian	1%	(2)	26%	(30)	37%	(41)	35%	(39)	112

Continued on next page

**Table MCFE38:** 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
Asian Adults	4%	(37)	21%	(207)	41%	(407)	35%	(349)	1000
Speaks only English at home	4%	(20)	19%	(105)	40%	(225)	37%	(207)	558
Speaks mostly English at home	3%	(8)	23%	(57)	41%	(104)	33%	(83)	253
Speaks both English and other language at home	8%	(8)	26%	(26)	39%	(38)	27%	(26)	98
Speaks mostly other language at home	2%	(1)	20%	(16)	41%	(32)	37%	(28)	77
Trump supporter	7%	(17)	19%	(43)	26%	(59)	48%	(110)	229
Biden supporter	3%	(17)	22%	(134)	43%	(256)	32%	(188)	595
Sports fans	3%	(19)	23%	(155)	41%	(277)	34%	(228)	679
Avid sports fans	4%	(8)	30%	(58)	39%	(73)	26%	(50)	190
Sports fans, Age: 18-34	6%	(11)	32%	(59)	38%	(71)	24%	(46)	187
Sports fans, Age: 35-44	4%	(6)	29%	(43)	39%	(58)	29%	(43)	150
Sports fans, Age: 45-64	1%	(3)	18%	(42)	43%	(100)	38%	(90)	236
Sports fans, Age: 65+	—	(0)	10%	(11)	44%	(48)	46%	(49)	107
Movie studios should diversify teams	4%	(29)	20%	(145)	42%	(297)	34%	(242)	713
Movie studios should diversify stories	5%	(31)	22%	(142)	41%	(262)	32%	(200)	635
Concerned about Covid	4%	(35)	20%	(187)	41%	(378)	34%	(314)	913
No experience with Covid	3%	(17)	21%	(111)	44%	(231)	31%	(159)	518
Health care major factor for election	4%	(29)	19%	(137)	41%	(287)	36%	(254)	708
Social media users	4%	(37)	21%	(202)	41%	(391)	34%	(321)	951
WhatsApp users	5%	(17)	23%	(80)	42%	(148)	30%	(107)	352
WeChat users	6%	(11)	26%	(44)	37%	(64)	31%	(54)	173
Social media news source at least once a week	5%	(30)	25%	(164)	41%	(268)	30%	(195)	657

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

**Table MCFE39\_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
Asian Adults	51%	(511)	20%	(204)	8%	(80)	9%	(87)	12%	(117)	1000
Gender: Male	53%	(249)	19%	(91)	11%	(53)	7%	(35)	9%	(42)	470
Gender: Female	50%	(262)	21%	(113)	5%	(27)	10%	(53)	14%	(74)	530
Age: 18-34	46%	(146)	22%	(70)	10%	(32)	9%	(29)	13%	(43)	320
Age: 35-44	43%	(80)	31%	(57)	8%	(14)	8%	(15)	11%	(20)	186
Age: 45-64	57%	(191)	15%	(50)	9%	(30)	8%	(26)	11%	(38)	335
Age: 65+	60%	(94)	17%	(27)	2%	(4)	11%	(18)	10%	(16)	158
GenZers: 1997-2012	41%	(58)	23%	(33)	9%	(13)	12%	(17)	15%	(21)	142
Millennials: 1981-1996	47%	(134)	22%	(63)	9%	(26)	7%	(21)	15%	(42)	286
GenXers: 1965-1980	51%	(148)	23%	(67)	9%	(27)	8%	(24)	8%	(24)	289
Baby Boomers: 1946-1964	62%	(158)	15%	(38)	5%	(13)	8%	(20)	10%	(25)	255
PID: Dem (no lean)	53%	(211)	25%	(100)	7%	(29)	9%	(35)	7%	(27)	402
PID: Ind (no lean)	48%	(178)	17%	(61)	10%	(37)	8%	(28)	17%	(63)	368
PID: Rep (no lean)	53%	(122)	19%	(44)	6%	(14)	10%	(24)	12%	(27)	230
PID/Gender: Dem Men	58%	(97)	20%	(34)	10%	(16)	7%	(12)	5%	(8)	167
PID/Gender: Dem Women	49%	(114)	28%	(66)	6%	(13)	10%	(23)	8%	(19)	235
PID/Gender: Ind Men	47%	(82)	19%	(34)	16%	(28)	5%	(9)	12%	(22)	176
PID/Gender: Ind Women	50%	(96)	14%	(27)	5%	(9)	10%	(19)	21%	(41)	193
PID/Gender: Rep Men	55%	(70)	18%	(23)	7%	(9)	10%	(13)	10%	(13)	128
PID/Gender: Rep Women	51%	(52)	20%	(20)	5%	(5)	10%	(11)	14%	(14)	102
Ideo: Liberal (1-3)	56%	(170)	24%	(73)	9%	(27)	5%	(16)	6%	(18)	304
Ideo: Moderate (4)	49%	(181)	19%	(71)	8%	(31)	11%	(40)	13%	(50)	372
Ideo: Conservative (5-7)	59%	(142)	19%	(47)	5%	(12)	9%	(22)	8%	(19)	241
Educ: < College	41%	(174)	20%	(85)	8%	(35)	11%	(46)	19%	(80)	420
Educ: Bachelors degree	58%	(190)	22%	(74)	8%	(27)	6%	(19)	6%	(20)	330
Educ: Post-grad	59%	(147)	18%	(46)	7%	(18)	9%	(22)	7%	(16)	250
Income: Under 50k	40%	(167)	21%	(87)	8%	(32)	12%	(50)	19%	(77)	412
Income: 50k-100k	54%	(163)	22%	(67)	9%	(27)	7%	(20)	9%	(27)	303
Income: 100k+	64%	(181)	18%	(51)	8%	(22)	6%	(17)	5%	(13)	284
Ethnicity: Other	51%	(511)	20%	(204)	8%	(80)	9%	(87)	12%	(117)	1000

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**Table MCFE39\_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
Asian Adults	51%	(511)	20%	(204)	8%	(80)	9%	(87)	12%	(117)	1000
All Christian	58%	(184)	19%	(59)	7%	(21)	8%	(27)	8%	(27)	317
All Non-Christian	39%	(92)	27%	(65)	8%	(18)	11%	(26)	15%	(37)	239
Atheist	57%	(38)	17%	(11)	9%	(6)	6%	(4)	11%	(7)	67
Agnostic/Nothing in particular	55%	(160)	16%	(47)	10%	(29)	7%	(19)	12%	(34)	288
Something Else	41%	(37)	25%	(22)	8%	(7)	13%	(12)	13%	(12)	90
Religious Non-Protestant/Catholic	39%	(95)	27%	(65)	8%	(19)	11%	(27)	15%	(37)	244
Evangelical	52%	(78)	19%	(29)	6%	(8)	11%	(16)	12%	(18)	148
Non-Evangelical	56%	(141)	21%	(52)	7%	(17)	9%	(21)	8%	(20)	252
Community: Urban	47%	(155)	24%	(77)	7%	(23)	9%	(30)	13%	(43)	329
Community: Suburban	54%	(317)	20%	(117)	8%	(46)	8%	(49)	11%	(63)	591
Community: Rural	49%	(39)	13%	(10)	15%	(12)	10%	(8)	13%	(11)	79
Employ: Private Sector	54%	(206)	21%	(81)	9%	(33)	8%	(29)	8%	(31)	380
Employ: Government	51%	(29)	17%	(10)	6%	(3)	10%	(6)	17%	(10)	57
Employ: Self-Employed	35%	(28)	30%	(24)	9%	(7)	11%	(9)	15%	(12)	80
Employ: Homemaker	40%	(32)	26%	(21)	6%	(5)	9%	(8)	18%	(14)	80
Employ: Student	48%	(45)	14%	(13)	7%	(6)	13%	(12)	18%	(16)	93
Employ: Retired	60%	(95)	16%	(26)	5%	(8)	10%	(16)	9%	(15)	159
Employ: Unemployed	51%	(67)	20%	(26)	12%	(16)	4%	(6)	12%	(16)	131
Military HH: Yes	76%	(52)	15%	(10)	4%	(3)	3%	(2)	3%	(2)	68
Military HH: No	49%	(460)	21%	(194)	8%	(78)	9%	(85)	12%	(115)	932
RD/WT: Right Direction	46%	(100)	19%	(42)	8%	(17)	11%	(23)	17%	(36)	218
RD/WT: Wrong Track	53%	(411)	21%	(162)	8%	(64)	8%	(64)	10%	(81)	782
Trump Job Approve	52%	(126)	21%	(51)	5%	(12)	10%	(24)	11%	(28)	241
Trump Job Disapprove	53%	(373)	21%	(148)	9%	(66)	8%	(56)	9%	(63)	705
Trump Job Strongly Approve	55%	(61)	20%	(22)	3%	(3)	13%	(14)	10%	(11)	112
Trump Job Somewhat Approve	50%	(65)	22%	(29)	7%	(9)	8%	(10)	13%	(17)	130
Trump Job Somewhat Disapprove	47%	(93)	24%	(47)	10%	(19)	9%	(17)	10%	(20)	196
Trump Job Strongly Disapprove	55%	(280)	20%	(100)	9%	(47)	8%	(39)	8%	(43)	509

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**Table MCFE39\_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
Asian Adults	51%	(511)	20%	(204)	8%	(80)	9%	(87)	12%	(117)	1000
Favorable of Trump	48%	(123)	21%	(54)	5%	(12)	12%	(30)	15%	(38)	256
Unfavorable of Trump	55%	(375)	21%	(143)	9%	(62)	8%	(53)	8%	(54)	687
Very Favorable of Trump	53%	(60)	21%	(24)	1%	(1)	14%	(16)	11%	(13)	113
Somewhat Favorable of Trump	44%	(63)	21%	(30)	8%	(11)	9%	(14)	18%	(25)	142
Somewhat Unfavorable of Trump	53%	(78)	19%	(28)	14%	(21)	7%	(11)	6%	(9)	146
Very Unfavorable of Trump	55%	(297)	21%	(115)	8%	(41)	8%	(42)	8%	(45)	540
#1 Issue: Economy	52%	(209)	25%	(99)	7%	(28)	7%	(30)	9%	(37)	404
#1 Issue: Security	47%	(31)	23%	(16)	6%	(4)	10%	(7)	13%	(9)	66
#1 Issue: Health Care	50%	(132)	19%	(51)	11%	(29)	9%	(23)	11%	(29)	264
#1 Issue: Medicare / Social Security	46%	(37)	8%	(6)	3%	(2)	19%	(15)	24%	(19)	80
#1 Issue: Women's Issues	57%	(29)	23%	(12)	3%	(2)	8%	(4)	9%	(4)	51
#1 Issue: Other	56%	(35)	17%	(11)	7%	(4)	2%	(1)	18%	(12)	63
2018 House Vote: Democrat	59%	(195)	19%	(62)	10%	(32)	7%	(24)	6%	(19)	333
2018 House Vote: Republican	63%	(96)	19%	(29)	4%	(6)	12%	(19)	2%	(3)	152
2016 Vote: Hillary Clinton	58%	(194)	20%	(67)	8%	(26)	7%	(25)	7%	(25)	337
2016 Vote: Donald Trump	55%	(97)	20%	(36)	7%	(13)	13%	(22)	4%	(8)	176
2016 Vote: Didn't Vote	43%	(197)	21%	(97)	9%	(39)	8%	(38)	18%	(83)	454
Voted in 2014: Yes	60%	(248)	17%	(72)	7%	(30)	12%	(51)	3%	(13)	415
Voted in 2014: No	45%	(263)	23%	(132)	9%	(50)	6%	(36)	18%	(104)	585
2012 Vote: Barack Obama	58%	(196)	20%	(69)	9%	(29)	8%	(27)	4%	(15)	335
2012 Vote: Mitt Romney	62%	(73)	19%	(22)	3%	(3)	14%	(16)	2%	(3)	118
2012 Vote: Didn't Vote	44%	(230)	21%	(111)	9%	(47)	8%	(43)	18%	(95)	525
4-Region: Northeast	48%	(94)	25%	(49)	10%	(20)	6%	(11)	12%	(23)	199
4-Region: Midwest	52%	(66)	23%	(29)	9%	(12)	7%	(9)	9%	(12)	128
4-Region: South	48%	(109)	22%	(51)	6%	(13)	8%	(18)	16%	(38)	229
4-Region: West	54%	(242)	17%	(75)	8%	(35)	11%	(50)	10%	(43)	445

Continued on next page

**Table MCFE39\_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
Asian Adults	51%	(511)	20%	(204)	8%	(80)	9%	(87)	12%	(117)	1000
Chinese	56%	(191)	19%	(64)	10%	(33)	8%	(27)	7%	(25)	341
Filipino	48%	(66)	19%	(26)	3%	(4)	11%	(15)	19%	(26)	138
Indian	47%	(49)	26%	(27)	10%	(10)	8%	(8)	9%	(9)	104
Vietnamese	43%	(32)	21%	(16)	9%	(6)	6%	(4)	22%	(17)	75
Korean	55%	(50)	19%	(17)	11%	(10)	7%	(7)	8%	(7)	92
Japanese	53%	(71)	19%	(25)	8%	(11)	11%	(14)	10%	(13)	135
Other Asian	46%	(52)	24%	(27)	4%	(5)	10%	(11)	16%	(18)	112
Speaks only English at home	53%	(296)	19%	(105)	9%	(49)	8%	(47)	11%	(61)	558
Speaks mostly English at home	50%	(127)	23%	(58)	6%	(14)	10%	(24)	12%	(30)	253
Speaks both English and other language at home	47%	(46)	26%	(26)	11%	(10)	6%	(6)	10%	(10)	98
Speaks mostly other language at home	44%	(34)	17%	(13)	8%	(6)	13%	(10)	18%	(14)	77
Trump supporter	51%	(117)	19%	(45)	3%	(8)	14%	(32)	12%	(28)	229
Biden supporter	53%	(314)	22%	(132)	11%	(65)	8%	(46)	7%	(39)	595
Sports fans	52%	(355)	23%	(154)	10%	(67)	7%	(47)	8%	(56)	679
Avid sports fans	48%	(91)	30%	(57)	9%	(18)	9%	(17)	4%	(7)	190
Sports fans, Age: 18-34	46%	(85)	26%	(48)	14%	(26)	6%	(12)	8%	(15)	187
Sports fans, Age: 35-44	42%	(62)	34%	(50)	8%	(11)	8%	(13)	9%	(13)	150
Sports fans, Age: 45-64	60%	(141)	14%	(33)	11%	(25)	7%	(17)	8%	(19)	236
Sports fans, Age: 65+	62%	(67)	21%	(23)	3%	(4)	6%	(6)	7%	(8)	107
Movie studios should diversify teams	56%	(397)	23%	(163)	8%	(56)	9%	(62)	5%	(36)	713
Movie studios should diversify stories	53%	(336)	23%	(149)	9%	(60)	9%	(57)	5%	(34)	635
Concerned about Covid	51%	(469)	21%	(194)	8%	(71)	9%	(79)	11%	(101)	913
No experience with Covid	45%	(235)	22%	(114)	6%	(33)	8%	(43)	18%	(93)	518
Health care major factor for election	56%	(393)	19%	(135)	8%	(54)	9%	(64)	9%	(62)	708
Social media users	51%	(487)	21%	(202)	8%	(74)	8%	(78)	11%	(109)	951
WhatsApp users	54%	(191)	23%	(79)	9%	(31)	7%	(25)	7%	(25)	352
WeChat users	49%	(84)	23%	(40)	10%	(17)	8%	(14)	10%	(18)	173
Social media news source at least once a week	49%	(322)	23%	(153)	9%	(56)	9%	(59)	10%	(66)	657

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

**Table MCFE39\_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
Asian Adults	35%	(355)	34%	(336)	10%	(97)	8%	(80)	13%	(132)	1000
Gender: Male	38%	(179)	33%	(153)	12%	(57)	8%	(35)	10%	(46)	470
Gender: Female	33%	(176)	35%	(183)	8%	(40)	8%	(45)	16%	(86)	530
Age: 18-34	33%	(106)	33%	(106)	10%	(33)	9%	(30)	14%	(45)	320
Age: 35-44	36%	(66)	31%	(57)	11%	(21)	7%	(14)	15%	(28)	186
Age: 45-64	38%	(127)	31%	(105)	11%	(37)	7%	(23)	13%	(43)	335
Age: 65+	35%	(56)	43%	(68)	3%	(5)	8%	(13)	10%	(17)	158
GenZers: 1997-2012	22%	(31)	40%	(56)	13%	(18)	9%	(12)	16%	(23)	142
Millennials: 1981-1996	41%	(117)	27%	(76)	9%	(25)	9%	(25)	15%	(44)	286
GenXers: 1965-1980	36%	(104)	32%	(93)	11%	(32)	9%	(25)	12%	(35)	289
Baby Boomers: 1946-1964	38%	(97)	37%	(95)	9%	(22)	5%	(13)	11%	(28)	255
PID: Dem (no lean)	37%	(150)	36%	(146)	10%	(39)	7%	(28)	10%	(39)	402
PID: Ind (no lean)	32%	(117)	33%	(120)	10%	(35)	9%	(33)	17%	(63)	368
PID: Rep (no lean)	38%	(87)	30%	(70)	10%	(23)	8%	(19)	13%	(30)	230
PID/Gender: Dem Men	44%	(73)	32%	(54)	10%	(17)	8%	(13)	6%	(10)	167
PID/Gender: Dem Women	33%	(77)	39%	(92)	10%	(22)	6%	(15)	12%	(29)	235
PID/Gender: Ind Men	34%	(59)	33%	(58)	14%	(25)	7%	(13)	12%	(21)	176
PID/Gender: Ind Women	30%	(58)	32%	(62)	5%	(10)	10%	(20)	22%	(42)	193
PID/Gender: Rep Men	36%	(46)	32%	(41)	12%	(15)	7%	(9)	12%	(16)	128
PID/Gender: Rep Women	40%	(41)	28%	(28)	8%	(8)	10%	(10)	14%	(15)	102
Ideo: Liberal (1-3)	46%	(141)	32%	(97)	9%	(27)	5%	(17)	7%	(22)	304
Ideo: Moderate (4)	33%	(124)	34%	(126)	11%	(40)	8%	(30)	14%	(53)	372
Ideo: Conservative (5-7)	33%	(81)	39%	(94)	9%	(22)	10%	(23)	9%	(22)	241
Educ: < College	24%	(102)	35%	(145)	10%	(43)	8%	(34)	23%	(96)	420
Educ: Bachelors degree	43%	(142)	33%	(110)	9%	(28)	7%	(25)	7%	(25)	330
Educ: Post-grad	44%	(111)	32%	(81)	11%	(27)	8%	(21)	4%	(11)	250
Income: Under 50k	27%	(113)	31%	(129)	9%	(38)	10%	(43)	22%	(91)	412
Income: 50k-100k	40%	(121)	32%	(98)	10%	(30)	8%	(23)	10%	(31)	303
Income: 100k+	43%	(121)	38%	(109)	10%	(29)	5%	(15)	3%	(10)	284
Ethnicity: Other	35%	(355)	34%	(336)	10%	(97)	8%	(80)	13%	(132)	1000

Continued on next page

**Table MCFE39\_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
Asian Adults	35%	(355)	34%	(336)	10%	(97)	8%	(80)	13%	(132)	1000
All Christian	38%	(120)	34%	(108)	9%	(27)	7%	(23)	12%	(39)	317
All Non-Christian	29%	(68)	39%	(93)	10%	(24)	9%	(20)	14%	(34)	239
Atheist	49%	(33)	21%	(14)	13%	(9)	6%	(4)	10%	(7)	67
Agnostic/Nothing in particular	38%	(110)	31%	(88)	10%	(28)	9%	(25)	13%	(36)	288
Something Else	27%	(24)	36%	(33)	10%	(9)	9%	(8)	18%	(16)	90
Religious Non-Protestant/Catholic	28%	(69)	39%	(94)	10%	(25)	9%	(22)	14%	(34)	244
Evangelical	35%	(52)	30%	(44)	13%	(20)	8%	(11)	14%	(21)	148
Non-Evangelical	36%	(91)	37%	(94)	6%	(16)	7%	(17)	14%	(34)	252
Community: Urban	33%	(108)	36%	(120)	7%	(24)	8%	(28)	15%	(50)	329
Community: Suburban	37%	(219)	33%	(194)	11%	(67)	8%	(45)	11%	(66)	591
Community: Rural	35%	(27)	28%	(22)	8%	(6)	9%	(7)	20%	(16)	79
Employ: Private Sector	36%	(136)	38%	(143)	12%	(44)	6%	(23)	9%	(35)	380
Employ: Government	40%	(23)	21%	(12)	12%	(7)	14%	(8)	14%	(8)	57
Employ: Self-Employed	38%	(31)	27%	(21)	4%	(3)	14%	(11)	17%	(14)	80
Employ: Homemaker	35%	(28)	27%	(21)	9%	(7)	9%	(8)	20%	(16)	80
Employ: Student	32%	(30)	31%	(29)	12%	(11)	8%	(8)	16%	(15)	93
Employ: Retired	35%	(56)	38%	(61)	6%	(9)	8%	(13)	12%	(20)	159
Employ: Unemployed	34%	(44)	34%	(44)	10%	(13)	7%	(9)	15%	(20)	131
Military HH: Yes	47%	(32)	40%	(27)	5%	(3)	6%	(4)	2%	(2)	68
Military HH: No	35%	(323)	33%	(309)	10%	(94)	8%	(76)	14%	(130)	932
RD/WT: Right Direction	31%	(68)	32%	(70)	11%	(23)	10%	(22)	16%	(34)	218
RD/WT: Wrong Track	37%	(287)	34%	(266)	9%	(74)	7%	(58)	12%	(98)	782
Trump Job Approve	28%	(68)	41%	(99)	11%	(26)	9%	(21)	11%	(27)	241
Trump Job Disapprove	40%	(279)	32%	(228)	10%	(69)	7%	(52)	11%	(78)	705
Trump Job Strongly Approve	37%	(41)	27%	(31)	13%	(14)	12%	(13)	12%	(13)	112
Trump Job Somewhat Approve	21%	(27)	53%	(68)	9%	(12)	6%	(8)	11%	(14)	130
Trump Job Somewhat Disapprove	33%	(65)	36%	(71)	14%	(27)	8%	(15)	9%	(18)	196
Trump Job Strongly Disapprove	42%	(214)	31%	(157)	8%	(41)	7%	(37)	12%	(60)	509

Continued on next page



**Table MCFE39\_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
Asian Adults	35%	(355)	34%	(336)	10%	(97)	8%	(80)	13%	(132)	1000
Favorable of Trump	26%	(67)	39%	(99)	10%	(25)	10%	(27)	15%	(37)	256
Unfavorable of Trump	40%	(278)	33%	(225)	10%	(67)	7%	(50)	10%	(66)	687
Very Favorable of Trump	31%	(35)	31%	(35)	12%	(14)	11%	(13)	14%	(16)	113
Somewhat Favorable of Trump	22%	(32)	45%	(64)	8%	(12)	10%	(14)	15%	(21)	142
Somewhat Unfavorable of Trump	35%	(51)	38%	(56)	13%	(20)	9%	(12)	5%	(7)	146
Very Unfavorable of Trump	42%	(227)	31%	(170)	9%	(48)	7%	(38)	11%	(58)	540
#1 Issue: Economy	35%	(140)	38%	(152)	12%	(48)	7%	(29)	9%	(36)	404
#1 Issue: Security	22%	(14)	46%	(30)	5%	(4)	14%	(9)	13%	(9)	66
#1 Issue: Health Care	42%	(110)	26%	(69)	11%	(29)	5%	(14)	16%	(42)	264
#1 Issue: Medicare / Social Security	27%	(22)	34%	(27)	2%	(1)	16%	(13)	21%	(16)	80
#1 Issue: Women's Issues	33%	(17)	35%	(18)	15%	(8)	8%	(4)	9%	(4)	51
#1 Issue: Other	37%	(23)	30%	(19)	4%	(2)	—	(0)	30%	(19)	63
2018 House Vote: Democrat	43%	(144)	32%	(107)	11%	(36)	6%	(21)	7%	(25)	333
2018 House Vote: Republican	41%	(63)	36%	(55)	9%	(14)	10%	(16)	3%	(4)	152
2016 Vote: Hillary Clinton	44%	(149)	30%	(102)	9%	(31)	7%	(22)	10%	(34)	337
2016 Vote: Donald Trump	32%	(57)	41%	(71)	9%	(16)	13%	(23)	5%	(9)	176
2016 Vote: Didn't Vote	29%	(133)	34%	(156)	10%	(45)	8%	(34)	19%	(86)	454
Voted in 2014: Yes	40%	(167)	33%	(139)	11%	(47)	10%	(40)	5%	(21)	415
Voted in 2014: No	32%	(188)	34%	(197)	9%	(50)	7%	(40)	19%	(111)	585
2012 Vote: Barack Obama	39%	(132)	36%	(121)	11%	(36)	7%	(23)	7%	(23)	335
2012 Vote: Mitt Romney	41%	(48)	36%	(43)	6%	(8)	13%	(15)	4%	(5)	118
2012 Vote: Didn't Vote	32%	(168)	31%	(164)	10%	(51)	8%	(42)	19%	(101)	525
4-Region: Northeast	33%	(66)	38%	(76)	12%	(25)	4%	(7)	12%	(24)	199
4-Region: Midwest	35%	(45)	38%	(49)	9%	(11)	7%	(9)	11%	(14)	128
4-Region: South	36%	(81)	29%	(66)	10%	(22)	7%	(15)	19%	(43)	229
4-Region: West	36%	(162)	33%	(145)	9%	(39)	11%	(49)	11%	(50)	445

Continued on next page

**Table MCFE39\_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
Asian Adults	35%	(355)	34%	(336)	10%	(97)	8%	(80)	13%	(132)	1000
Chinese	37%	(126)	36%	(123)	9%	(30)	7%	(25)	11%	(37)	341
Filipino	32%	(44)	30%	(42)	7%	(10)	10%	(14)	20%	(28)	138
Indian	35%	(37)	38%	(40)	14%	(14)	7%	(7)	6%	(6)	104
Vietnamese	37%	(28)	26%	(19)	9%	(7)	6%	(4)	22%	(17)	75
Korean	37%	(34)	36%	(33)	11%	(10)	8%	(7)	9%	(8)	92
Japanese	38%	(51)	32%	(44)	10%	(14)	10%	(14)	9%	(13)	135
Other Asian	31%	(34)	31%	(35)	11%	(12)	7%	(8)	20%	(23)	112
Speaks only English at home	38%	(211)	30%	(170)	9%	(52)	8%	(44)	14%	(80)	558
Speaks mostly English at home	32%	(80)	41%	(103)	9%	(22)	9%	(22)	10%	(25)	253
Speaks both English and other language at home	37%	(36)	36%	(35)	10%	(10)	8%	(8)	9%	(9)	98
Speaks mostly other language at home	29%	(23)	28%	(22)	15%	(11)	8%	(6)	20%	(15)	77
Trump supporter	28%	(65)	37%	(85)	10%	(24)	12%	(28)	12%	(28)	229
Biden supporter	39%	(232)	35%	(206)	10%	(63)	7%	(41)	9%	(54)	595
Sports fans	37%	(254)	36%	(242)	11%	(73)	7%	(50)	9%	(61)	679
Avid sports fans	35%	(67)	37%	(70)	13%	(25)	7%	(14)	7%	(14)	190
Sports fans, Age: 18-34	35%	(66)	36%	(67)	13%	(25)	9%	(16)	6%	(12)	187
Sports fans, Age: 35-44	35%	(53)	32%	(48)	11%	(16)	8%	(12)	14%	(21)	150
Sports fans, Age: 45-64	42%	(98)	29%	(69)	12%	(28)	7%	(17)	10%	(24)	236
Sports fans, Age: 65+	34%	(37)	54%	(58)	3%	(3)	5%	(5)	4%	(4)	107
Movie studios should diversify teams	40%	(286)	37%	(263)	9%	(66)	8%	(54)	6%	(44)	713
Movie studios should diversify stories	40%	(255)	35%	(221)	9%	(56)	8%	(52)	8%	(50)	635
Concerned about Covid	37%	(337)	33%	(306)	9%	(84)	8%	(75)	12%	(112)	913
No experience with Covid	31%	(158)	34%	(177)	9%	(44)	8%	(43)	19%	(96)	518
Health care major factor for election	40%	(284)	32%	(224)	9%	(64)	7%	(53)	12%	(83)	708
Social media users	35%	(335)	35%	(330)	9%	(88)	8%	(77)	13%	(121)	951
WhatsApp users	39%	(138)	36%	(127)	11%	(38)	7%	(25)	7%	(24)	352
WeChat users	31%	(54)	40%	(70)	8%	(14)	9%	(15)	11%	(20)	173
Social media news source at least once a week	33%	(215)	37%	(243)	11%	(71)	8%	(55)	11%	(74)	657

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

**Table MCFE39\_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
Asian Adults	32%	(320)	35%	(352)	13%	(130)	8%	(82)	12%	(116)	1000
Gender: Male	34%	(159)	36%	(168)	13%	(62)	10%	(46)	8%	(35)	470
Gender: Female	31%	(162)	35%	(184)	13%	(68)	7%	(36)	15%	(81)	530
Age: 18-34	28%	(90)	32%	(103)	17%	(54)	11%	(35)	12%	(38)	320
Age: 35-44	29%	(54)	37%	(69)	9%	(17)	9%	(17)	16%	(30)	186
Age: 45-64	34%	(115)	36%	(121)	12%	(39)	6%	(21)	11%	(38)	335
Age: 65+	38%	(61)	37%	(59)	13%	(20)	5%	(9)	6%	(10)	158
GenZers: 1997-2012	19%	(27)	35%	(50)	19%	(27)	12%	(17)	15%	(21)	142
Millennials: 1981-1996	34%	(97)	31%	(89)	13%	(36)	8%	(24)	14%	(40)	286
GenXers: 1965-1980	33%	(96)	36%	(105)	11%	(31)	9%	(26)	11%	(32)	289
Baby Boomers: 1946-1964	35%	(88)	40%	(102)	11%	(28)	5%	(14)	9%	(23)	255
PID: Dem (no lean)	34%	(138)	39%	(156)	12%	(49)	7%	(28)	8%	(31)	402
PID: Ind (no lean)	30%	(112)	31%	(113)	14%	(53)	8%	(31)	16%	(59)	368
PID: Rep (no lean)	31%	(70)	36%	(83)	12%	(28)	10%	(23)	11%	(25)	230
PID/Gender: Dem Men	41%	(69)	38%	(63)	11%	(18)	7%	(12)	3%	(4)	167
PID/Gender: Dem Women	29%	(69)	40%	(93)	13%	(31)	6%	(15)	11%	(27)	235
PID/Gender: Ind Men	31%	(54)	32%	(55)	17%	(30)	9%	(16)	11%	(20)	176
PID/Gender: Ind Women	30%	(57)	30%	(58)	12%	(23)	8%	(15)	21%	(40)	193
PID/Gender: Rep Men	28%	(36)	39%	(50)	11%	(14)	13%	(17)	9%	(12)	128
PID/Gender: Rep Women	34%	(35)	33%	(33)	14%	(14)	6%	(6)	14%	(14)	102
Ideo: Liberal (1-3)	40%	(123)	37%	(112)	11%	(35)	5%	(16)	6%	(18)	304
Ideo: Moderate (4)	29%	(108)	35%	(130)	15%	(55)	8%	(31)	13%	(49)	372
Ideo: Conservative (5-7)	32%	(77)	38%	(91)	13%	(30)	9%	(22)	9%	(21)	241
Educ: < College	28%	(118)	29%	(121)	14%	(60)	11%	(44)	18%	(77)	420
Educ: Bachelors degree	35%	(117)	40%	(133)	12%	(38)	6%	(21)	6%	(21)	330
Educ: Post-grad	34%	(86)	39%	(98)	13%	(32)	6%	(16)	7%	(18)	250
Income: Under 50k	29%	(118)	28%	(115)	13%	(55)	12%	(50)	18%	(73)	412
Income: 50k-100k	34%	(102)	37%	(113)	14%	(42)	6%	(17)	9%	(29)	303
Income: 100k+	35%	(100)	43%	(123)	12%	(33)	5%	(14)	5%	(14)	284
Ethnicity: Other	32%	(320)	35%	(352)	13%	(130)	8%	(82)	12%	(116)	1000

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**Table MCFE39\_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
Asian Adults	32%	(320)	35%	(352)	13%	(130)	8%	(82)	12%	(116)	1000
All Christian	34%	(108)	37%	(116)	11%	(35)	11%	(33)	8%	(25)	317
All Non-Christian	27%	(64)	37%	(89)	12%	(28)	8%	(19)	16%	(39)	239
Atheist	29%	(19)	40%	(26)	15%	(10)	5%	(3)	12%	(8)	67
Agnostic/Nothing in particular	38%	(109)	28%	(80)	15%	(44)	8%	(22)	11%	(32)	288
Something Else	22%	(20)	45%	(40)	14%	(13)	5%	(5)	14%	(12)	90
Religious Non-Protestant/Catholic	27%	(65)	37%	(91)	12%	(29)	8%	(20)	16%	(39)	244
Evangelical	28%	(42)	40%	(59)	12%	(18)	8%	(12)	12%	(17)	148
Non-Evangelical	34%	(86)	37%	(94)	12%	(29)	10%	(25)	7%	(18)	252
Community: Urban	32%	(106)	33%	(109)	16%	(51)	8%	(26)	11%	(37)	329
Community: Suburban	33%	(196)	35%	(210)	12%	(73)	8%	(47)	11%	(65)	591
Community: Rural	22%	(18)	42%	(33)	8%	(6)	12%	(9)	17%	(13)	79
Employ: Private Sector	32%	(121)	42%	(161)	9%	(36)	8%	(29)	9%	(33)	380
Employ: Government	40%	(23)	20%	(11)	24%	(14)	6%	(3)	9%	(5)	57
Employ: Self-Employed	21%	(17)	32%	(26)	16%	(13)	16%	(13)	14%	(11)	80
Employ: Homemaker	31%	(25)	26%	(21)	12%	(10)	10%	(8)	21%	(17)	80
Employ: Student	26%	(25)	30%	(28)	22%	(20)	5%	(5)	17%	(16)	93
Employ: Retired	40%	(64)	32%	(52)	14%	(23)	6%	(9)	7%	(12)	159
Employ: Unemployed	31%	(40)	37%	(48)	9%	(12)	10%	(13)	13%	(18)	131
Military HH: Yes	39%	(27)	43%	(30)	12%	(8)	3%	(2)	2%	(2)	68
Military HH: No	31%	(293)	35%	(322)	13%	(122)	9%	(80)	12%	(114)	932
RD/WT: Right Direction	32%	(70)	29%	(64)	15%	(33)	10%	(22)	13%	(28)	218
RD/WT: Wrong Track	32%	(250)	37%	(288)	12%	(97)	8%	(59)	11%	(87)	782
Trump Job Approve	33%	(80)	32%	(76)	13%	(32)	13%	(31)	9%	(21)	241
Trump Job Disapprove	33%	(234)	37%	(264)	13%	(89)	7%	(47)	10%	(70)	705
Trump Job Strongly Approve	44%	(49)	25%	(28)	9%	(10)	16%	(18)	7%	(7)	112
Trump Job Somewhat Approve	24%	(32)	37%	(48)	17%	(22)	11%	(14)	11%	(14)	130
Trump Job Somewhat Disapprove	25%	(48)	45%	(89)	14%	(26)	7%	(14)	9%	(18)	196
Trump Job Strongly Disapprove	37%	(186)	34%	(175)	12%	(63)	6%	(32)	10%	(53)	509

Continued on next page

**Table MCFE39\_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
Asian Adults	32%	(320)	35%	(352)	13%	(130)	8%	(82)	12%	(116)	1000
Favorable of Trump	32%	(82)	28%	(72)	15%	(37)	12%	(32)	13%	(32)	256
Unfavorable of Trump	33%	(230)	39%	(267)	12%	(82)	7%	(47)	9%	(60)	687
Very Favorable of Trump	42%	(47)	22%	(25)	5%	(6)	23%	(26)	8%	(9)	113
Somewhat Favorable of Trump	24%	(34)	33%	(47)	22%	(32)	4%	(6)	16%	(23)	142
Somewhat Unfavorable of Trump	23%	(34)	51%	(74)	11%	(16)	11%	(16)	5%	(7)	146
Very Unfavorable of Trump	36%	(196)	36%	(193)	12%	(67)	6%	(31)	10%	(53)	540
#1 Issue: Economy	30%	(123)	40%	(160)	12%	(49)	7%	(30)	10%	(42)	404
#1 Issue: Security	24%	(16)	37%	(24)	14%	(9)	15%	(10)	10%	(7)	66
#1 Issue: Health Care	34%	(91)	34%	(90)	14%	(36)	6%	(16)	12%	(31)	264
#1 Issue: Medicare / Social Security	32%	(25)	23%	(18)	22%	(17)	10%	(8)	14%	(11)	80
#1 Issue: Women's Issues	36%	(18)	42%	(21)	10%	(5)	4%	(2)	9%	(4)	51
#1 Issue: Other	43%	(27)	26%	(16)	10%	(6)	2%	(1)	19%	(12)	63
2018 House Vote: Democrat	40%	(134)	37%	(122)	12%	(39)	6%	(21)	5%	(16)	333
2018 House Vote: Republican	38%	(57)	37%	(57)	13%	(19)	9%	(13)	4%	(6)	152
2016 Vote: Hillary Clinton	38%	(126)	39%	(131)	10%	(35)	5%	(18)	8%	(26)	337
2016 Vote: Donald Trump	36%	(64)	33%	(58)	18%	(32)	9%	(15)	4%	(7)	176
2016 Vote: Didn't Vote	27%	(121)	32%	(145)	13%	(61)	10%	(46)	18%	(81)	454
Voted in 2014: Yes	38%	(157)	38%	(158)	13%	(53)	9%	(37)	2%	(10)	415
Voted in 2014: No	28%	(163)	33%	(194)	13%	(77)	8%	(45)	18%	(106)	585
2012 Vote: Barack Obama	37%	(124)	41%	(137)	12%	(39)	7%	(24)	3%	(12)	335
2012 Vote: Mitt Romney	36%	(42)	37%	(43)	17%	(20)	8%	(9)	3%	(3)	118
2012 Vote: Didn't Vote	28%	(148)	31%	(163)	13%	(69)	9%	(47)	19%	(97)	525
4-Region: Northeast	25%	(50)	42%	(83)	14%	(28)	6%	(12)	13%	(26)	199
4-Region: Midwest	28%	(36)	37%	(47)	16%	(21)	6%	(8)	13%	(16)	128
4-Region: South	33%	(75)	34%	(77)	9%	(21)	8%	(19)	16%	(37)	229
4-Region: West	36%	(158)	33%	(146)	14%	(61)	9%	(42)	8%	(38)	445

Continued on next page

**Table MCFE39\_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
Asian Adults	32%	(320)	35%	(352)	13%	(130)	8%	(82)	12%	(116)	1000
Chinese	31%	(107)	40%	(136)	14%	(47)	5%	(19)	9%	(32)	341
Filipino	31%	(43)	37%	(51)	8%	(11)	10%	(14)	14%	(19)	138
Indian	29%	(30)	35%	(37)	16%	(16)	8%	(9)	12%	(12)	104
Vietnamese	30%	(22)	29%	(22)	6%	(5)	17%	(13)	17%	(13)	75
Korean	34%	(31)	33%	(30)	19%	(18)	7%	(6)	8%	(7)	92
Japanese	34%	(46)	33%	(44)	18%	(25)	7%	(9)	8%	(11)	135
Other Asian	36%	(40)	29%	(32)	7%	(7)	10%	(12)	19%	(21)	112
Speaks only English at home	35%	(194)	34%	(190)	12%	(68)	7%	(39)	12%	(67)	558
Speaks mostly English at home	30%	(75)	36%	(91)	15%	(37)	12%	(29)	8%	(21)	253
Speaks both English and other language at home	34%	(33)	38%	(38)	11%	(10)	8%	(7)	10%	(9)	98
Speaks mostly other language at home	19%	(15)	34%	(26)	18%	(14)	8%	(6)	21%	(16)	77
Trump supporter	35%	(79)	25%	(58)	17%	(38)	15%	(33)	9%	(21)	229
Biden supporter	34%	(204)	39%	(230)	13%	(76)	6%	(37)	8%	(48)	595
Sports fans	33%	(224)	38%	(259)	13%	(86)	7%	(51)	9%	(59)	679
Avid sports fans	31%	(59)	44%	(83)	10%	(19)	11%	(22)	3%	(6)	190
Sports fans, Age: 18-34	31%	(57)	33%	(62)	18%	(34)	9%	(17)	9%	(16)	187
Sports fans, Age: 35-44	29%	(44)	38%	(56)	9%	(13)	9%	(14)	15%	(23)	150
Sports fans, Age: 45-64	34%	(80)	39%	(92)	12%	(28)	7%	(16)	8%	(19)	236
Sports fans, Age: 65+	40%	(43)	46%	(49)	10%	(10)	3%	(4)	1%	(1)	107
Movie studios should diversify teams	36%	(254)	40%	(283)	13%	(93)	7%	(50)	5%	(33)	713
Movie studios should diversify stories	35%	(220)	39%	(248)	13%	(85)	8%	(48)	5%	(33)	635
Concerned about Covid	32%	(294)	36%	(326)	13%	(120)	8%	(70)	11%	(103)	913
No experience with Covid	28%	(146)	36%	(186)	11%	(58)	7%	(38)	17%	(89)	518
Health care major factor for election	35%	(247)	36%	(252)	11%	(78)	9%	(61)	10%	(69)	708
Social media users	32%	(301)	36%	(341)	13%	(120)	8%	(80)	11%	(109)	951
WhatsApp users	31%	(108)	40%	(141)	13%	(45)	8%	(28)	9%	(30)	352
WeChat users	22%	(38)	42%	(72)	17%	(29)	9%	(16)	10%	(18)	173
Social media news source at least once a week	30%	(195)	38%	(249)	14%	(90)	9%	(61)	10%	(62)	657

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

**Table MCFE39\_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
Asian Adults	22%	(224)	40%	(396)	14%	(144)	8%	(83)	15%	(152)	1000
Gender: Male	22%	(102)	42%	(199)	16%	(74)	10%	(48)	10%	(46)	470
Gender: Female	23%	(122)	37%	(197)	13%	(70)	7%	(35)	20%	(106)	530
Age: 18-34	21%	(66)	36%	(115)	18%	(58)	9%	(28)	17%	(53)	320
Age: 35-44	18%	(34)	42%	(79)	14%	(27)	10%	(18)	15%	(29)	186
Age: 45-64	25%	(84)	39%	(131)	12%	(40)	9%	(30)	15%	(52)	335
Age: 65+	26%	(41)	45%	(71)	13%	(20)	5%	(8)	12%	(19)	158
GenZers: 1997-2012	16%	(23)	29%	(41)	26%	(37)	10%	(15)	19%	(27)	142
Millennials: 1981-1996	21%	(60)	43%	(121)	12%	(34)	8%	(23)	17%	(47)	286
GenXers: 1965-1980	25%	(73)	40%	(116)	13%	(37)	8%	(24)	13%	(39)	289
Baby Boomers: 1946-1964	24%	(61)	41%	(104)	12%	(31)	8%	(20)	15%	(38)	255
PID: Dem (no lean)	24%	(98)	43%	(174)	15%	(61)	8%	(30)	10%	(39)	402
PID: Ind (no lean)	20%	(74)	37%	(138)	15%	(54)	7%	(26)	21%	(76)	368
PID: Rep (no lean)	23%	(52)	37%	(84)	13%	(29)	12%	(27)	16%	(38)	230
PID/Gender: Dem Men	26%	(44)	46%	(77)	17%	(28)	6%	(10)	5%	(8)	167
PID/Gender: Dem Women	23%	(54)	42%	(98)	14%	(33)	9%	(21)	13%	(31)	235
PID/Gender: Ind Men	18%	(32)	41%	(72)	19%	(33)	9%	(16)	13%	(23)	176
PID/Gender: Ind Women	22%	(42)	34%	(66)	11%	(21)	5%	(10)	28%	(53)	193
PID/Gender: Rep Men	20%	(26)	40%	(51)	10%	(13)	17%	(22)	12%	(15)	128
PID/Gender: Rep Women	26%	(26)	32%	(33)	16%	(16)	4%	(5)	22%	(22)	102
Ideo: Liberal (1-3)	25%	(77)	45%	(136)	15%	(47)	7%	(22)	7%	(22)	304
Ideo: Moderate (4)	22%	(84)	38%	(142)	16%	(60)	8%	(31)	15%	(55)	372
Ideo: Conservative (5-7)	23%	(55)	40%	(97)	11%	(27)	11%	(26)	15%	(37)	241
Educ: < College	17%	(71)	34%	(143)	15%	(62)	10%	(41)	24%	(102)	420
Educ: Bachelors degree	26%	(87)	46%	(153)	13%	(42)	6%	(21)	8%	(27)	330
Educ: Post-grad	26%	(66)	40%	(100)	16%	(40)	8%	(21)	9%	(23)	250
Income: Under 50k	18%	(76)	37%	(152)	14%	(57)	8%	(35)	23%	(93)	412
Income: 50k-100k	23%	(69)	43%	(130)	16%	(49)	6%	(17)	13%	(39)	303
Income: 100k+	28%	(80)	40%	(115)	14%	(38)	11%	(32)	7%	(20)	284
Ethnicity: Other	22%	(224)	40%	(396)	14%	(144)	8%	(83)	15%	(152)	1000

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American government institutions

Demographic	Very responsible		Somewhat responsible		Not very responsible		Not responsible at all		Don't know / No opinion		Total N
Asian Adults	22%	(224)	40%	(396)	14%	(144)	8%	(83)	15%	(152)	1000
All Christian	26%	(84)	35%	(112)	16%	(51)	10%	(30)	13%	(41)	317
All Non-Christian	21%	(50)	39%	(92)	11%	(26)	12%	(28)	18%	(42)	239
Atheist	10%	(7)	49%	(33)	16%	(11)	10%	(7)	14%	(9)	67
Agnostic/Nothing in particular	22%	(63)	45%	(129)	14%	(41)	5%	(14)	14%	(40)	288
Something Else	23%	(21)	34%	(31)	17%	(15)	4%	(4)	22%	(20)	90
Religious Non-Protestant/Catholic	21%	(50)	39%	(95)	11%	(27)	12%	(28)	18%	(43)	244
Evangelical	25%	(38)	35%	(52)	14%	(21)	8%	(12)	17%	(25)	148
Non-Evangelical	26%	(66)	34%	(87)	17%	(44)	9%	(22)	14%	(34)	252
Community: Urban	20%	(65)	44%	(147)	16%	(53)	6%	(21)	13%	(44)	329
Community: Suburban	25%	(148)	38%	(224)	14%	(83)	9%	(50)	15%	(87)	591
Community: Rural	14%	(11)	33%	(26)	11%	(8)	15%	(12)	27%	(21)	79
Employ: Private Sector	19%	(71)	46%	(174)	13%	(48)	12%	(45)	11%	(41)	380
Employ: Government	24%	(14)	35%	(20)	19%	(11)	4%	(2)	19%	(11)	57
Employ: Self-Employed	23%	(18)	45%	(36)	12%	(10)	9%	(7)	11%	(9)	80
Employ: Homemaker	21%	(17)	34%	(27)	15%	(12)	2%	(2)	28%	(23)	80
Employ: Student	22%	(20)	25%	(23)	20%	(18)	9%	(8)	24%	(23)	93
Employ: Retired	26%	(41)	36%	(57)	16%	(25)	7%	(12)	15%	(24)	159
Employ: Unemployed	27%	(35)	40%	(53)	15%	(19)	5%	(6)	14%	(18)	131
Military HH: Yes	32%	(22)	41%	(28)	14%	(9)	8%	(6)	5%	(3)	68
Military HH: No	22%	(202)	40%	(368)	14%	(134)	8%	(78)	16%	(149)	932
RD/WT: Right Direction	24%	(53)	34%	(74)	11%	(24)	12%	(27)	18%	(40)	218
RD/WT: Wrong Track	22%	(172)	41%	(322)	15%	(120)	7%	(56)	14%	(112)	782
Trump Job Approve	24%	(58)	36%	(87)	16%	(38)	9%	(21)	16%	(38)	241
Trump Job Disapprove	23%	(159)	42%	(295)	15%	(104)	9%	(62)	12%	(85)	705
Trump Job Strongly Approve	35%	(39)	25%	(27)	16%	(18)	12%	(14)	12%	(14)	112
Trump Job Somewhat Approve	15%	(19)	46%	(59)	16%	(20)	6%	(8)	18%	(24)	130
Trump Job Somewhat Disapprove	18%	(35)	52%	(102)	12%	(23)	5%	(9)	13%	(26)	196
Trump Job Strongly Disapprove	24%	(124)	38%	(193)	16%	(80)	10%	(52)	12%	(59)	509

Continued on next page



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American government institutions

Demographic	Very responsible		Somewhat responsible		Not very responsible		Not responsible at all		Don't know / No opinion		Total N
Asian Adults	22%	(224)	40%	(396)	14%	(144)	8%	(83)	15%	(152)	1000
Favorable of Trump	24%	(61)	34%	(88)	14%	(37)	8%	(21)	19%	(48)	256
Unfavorable of Trump	23%	(159)	42%	(286)	15%	(104)	9%	(61)	11%	(75)	687
Very Favorable of Trump	33%	(37)	25%	(28)	17%	(19)	12%	(14)	14%	(16)	113
Somewhat Favorable of Trump	17%	(24)	42%	(60)	12%	(18)	5%	(8)	23%	(33)	142
Somewhat Unfavorable of Trump	19%	(27)	50%	(74)	17%	(25)	6%	(9)	8%	(11)	146
Very Unfavorable of Trump	24%	(132)	39%	(213)	15%	(79)	10%	(52)	12%	(64)	540
#1 Issue: Economy	21%	(85)	45%	(180)	13%	(54)	9%	(37)	12%	(48)	404
#1 Issue: Security	19%	(13)	20%	(13)	29%	(19)	4%	(3)	28%	(18)	66
#1 Issue: Health Care	26%	(69)	34%	(89)	14%	(38)	9%	(23)	17%	(44)	264
#1 Issue: Medicare / Social Security	14%	(11)	50%	(40)	12%	(10)	5%	(4)	18%	(15)	80
#1 Issue: Women's Issues	19%	(10)	44%	(22)	9%	(5)	18%	(9)	10%	(5)	51
#1 Issue: Other	37%	(23)	33%	(21)	7%	(4)	3%	(2)	20%	(13)	63
2018 House Vote: Democrat	27%	(89)	43%	(144)	14%	(47)	9%	(29)	7%	(24)	333
2018 House Vote: Republican	28%	(42)	40%	(61)	14%	(22)	11%	(17)	7%	(10)	152
2016 Vote: Hillary Clinton	25%	(85)	43%	(145)	14%	(46)	9%	(29)	9%	(32)	337
2016 Vote: Donald Trump	23%	(41)	42%	(74)	17%	(29)	10%	(17)	8%	(15)	176
2016 Vote: Didn't Vote	19%	(88)	36%	(162)	14%	(66)	7%	(34)	23%	(104)	454
Voted in 2014: Yes	27%	(112)	42%	(175)	15%	(60)	10%	(43)	6%	(25)	415
Voted in 2014: No	19%	(112)	38%	(221)	14%	(84)	7%	(41)	22%	(128)	585
2012 Vote: Barack Obama	27%	(91)	42%	(142)	16%	(54)	8%	(28)	6%	(20)	335
2012 Vote: Mitt Romney	26%	(31)	45%	(53)	11%	(13)	9%	(11)	8%	(10)	118
2012 Vote: Didn't Vote	19%	(99)	37%	(192)	14%	(73)	8%	(43)	22%	(118)	525
4-Region: Northeast	16%	(32)	46%	(92)	12%	(24)	9%	(19)	16%	(32)	199
4-Region: Midwest	23%	(30)	43%	(55)	14%	(18)	4%	(6)	15%	(19)	128
4-Region: South	24%	(56)	32%	(73)	14%	(33)	6%	(13)	23%	(53)	229
4-Region: West	24%	(107)	40%	(176)	16%	(69)	10%	(46)	11%	(48)	445

Continued on next page

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American government institutions

Demographic	Very responsible		Somewhat responsible		Not very responsible		Not responsible at all		Don't know / No opinion		Total N
Asian Adults	22%	(224)	40%	(396)	14%	(144)	8%	(83)	15%	(152)	1000
Chinese	21%	(72)	46%	(157)	11%	(39)	10%	(35)	11%	(38)	341
Filipino	25%	(35)	35%	(48)	14%	(20)	7%	(10)	19%	(26)	138
Indian	19%	(19)	42%	(44)	18%	(19)	8%	(8)	13%	(14)	104
Vietnamese	17%	(12)	37%	(28)	14%	(10)	10%	(7)	23%	(17)	75
Korean	24%	(22)	37%	(34)	17%	(16)	7%	(7)	14%	(13)	92
Japanese	26%	(34)	39%	(53)	15%	(20)	7%	(10)	13%	(17)	135
Other Asian	25%	(27)	29%	(32)	18%	(20)	6%	(6)	24%	(26)	112
Speaks only English at home	24%	(132)	39%	(216)	15%	(84)	7%	(42)	15%	(85)	558
Speaks mostly English at home	23%	(59)	41%	(103)	13%	(32)	11%	(27)	13%	(33)	253
Speaks both English and other language at home	23%	(22)	39%	(38)	18%	(17)	11%	(11)	10%	(10)	98
Speaks mostly other language at home	15%	(11)	39%	(30)	13%	(10)	5%	(4)	29%	(22)	77
Trump supporter	26%	(60)	34%	(77)	16%	(36)	10%	(24)	14%	(33)	229
Biden supporter	24%	(140)	43%	(253)	15%	(90)	8%	(50)	10%	(61)	595
Sports fans	23%	(157)	41%	(279)	17%	(113)	8%	(57)	11%	(73)	679
Avid sports fans	26%	(48)	41%	(78)	17%	(32)	11%	(20)	6%	(11)	190
Sports fans, Age: 18-34	22%	(41)	36%	(67)	23%	(42)	9%	(18)	10%	(19)	187
Sports fans, Age: 35-44	20%	(30)	42%	(63)	17%	(25)	8%	(13)	13%	(19)	150
Sports fans, Age: 45-64	25%	(59)	41%	(96)	13%	(31)	9%	(21)	12%	(28)	236
Sports fans, Age: 65+	25%	(27)	50%	(53)	14%	(15)	5%	(5)	6%	(7)	107
Movie studios should diversify teams	24%	(174)	44%	(316)	15%	(111)	7%	(53)	8%	(60)	713
Movie studios should diversify stories	26%	(162)	43%	(270)	16%	(100)	7%	(45)	9%	(57)	635
Concerned about Covid	22%	(205)	40%	(365)	15%	(136)	8%	(72)	15%	(134)	913
No experience with Covid	23%	(119)	37%	(194)	11%	(54)	7%	(36)	22%	(115)	518
Health care major factor for election	25%	(177)	39%	(277)	14%	(101)	9%	(63)	13%	(91)	708
Social media users	22%	(213)	40%	(382)	14%	(132)	8%	(80)	15%	(145)	951
WhatsApp users	23%	(81)	42%	(146)	16%	(55)	11%	(38)	9%	(32)	352
WeChat users	22%	(38)	42%	(73)	10%	(17)	15%	(25)	12%	(20)	173
Social media news source at least once a week	22%	(141)	41%	(268)	15%	(101)	8%	(50)	15%	(96)	657

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

**Table MCFE39\_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
Asian Adults	19%	(187)	38%	(381)	17%	(167)	9%	(85)	18%	(180)	1000
Gender: Male	18%	(83)	40%	(188)	18%	(85)	10%	(48)	14%	(67)	470
Gender: Female	20%	(104)	36%	(193)	15%	(82)	7%	(37)	21%	(114)	530
Age: 18-34	17%	(54)	34%	(110)	20%	(65)	10%	(32)	18%	(59)	320
Age: 35-44	17%	(31)	41%	(76)	15%	(28)	9%	(17)	18%	(34)	186
Age: 45-64	21%	(70)	37%	(122)	18%	(62)	8%	(28)	16%	(53)	335
Age: 65+	20%	(31)	46%	(73)	7%	(11)	5%	(8)	22%	(35)	158
GenZers: 1997-2012	12%	(17)	31%	(44)	22%	(31)	11%	(16)	24%	(33)	142
Millennials: 1981-1996	18%	(52)	38%	(107)	17%	(47)	9%	(26)	19%	(53)	286
GenXers: 1965-1980	20%	(58)	39%	(112)	17%	(51)	9%	(27)	14%	(42)	289
Baby Boomers: 1946-1964	20%	(52)	42%	(107)	15%	(38)	6%	(16)	17%	(43)	255
PID: Dem (no lean)	18%	(74)	44%	(178)	18%	(70)	7%	(29)	13%	(51)	402
PID: Ind (no lean)	18%	(65)	35%	(128)	16%	(59)	9%	(32)	23%	(84)	368
PID: Rep (no lean)	21%	(49)	32%	(75)	16%	(37)	10%	(24)	20%	(46)	230
PID/Gender: Dem Men	22%	(36)	44%	(73)	16%	(26)	7%	(12)	11%	(19)	167
PID/Gender: Dem Women	16%	(37)	45%	(105)	19%	(44)	7%	(17)	14%	(32)	235
PID/Gender: Ind Men	16%	(27)	37%	(65)	22%	(39)	10%	(18)	15%	(26)	176
PID/Gender: Ind Women	20%	(38)	33%	(63)	11%	(20)	7%	(14)	30%	(58)	193
PID/Gender: Rep Men	15%	(19)	38%	(49)	15%	(20)	14%	(18)	17%	(21)	128
PID/Gender: Rep Women	29%	(29)	25%	(26)	17%	(17)	5%	(5)	24%	(24)	102
Ideo: Liberal (1-3)	21%	(64)	41%	(125)	20%	(60)	6%	(20)	11%	(34)	304
Ideo: Moderate (4)	20%	(75)	40%	(150)	16%	(61)	7%	(27)	16%	(59)	372
Ideo: Conservative (5-7)	18%	(43)	38%	(91)	14%	(35)	10%	(25)	20%	(48)	241
Educ: < College	16%	(66)	32%	(134)	17%	(72)	8%	(32)	28%	(117)	420
Educ: Bachelors degree	21%	(70)	43%	(143)	16%	(52)	8%	(26)	12%	(39)	330
Educ: Post-grad	21%	(51)	42%	(104)	17%	(43)	11%	(27)	10%	(25)	250
Income: Under 50k	16%	(67)	32%	(131)	17%	(69)	7%	(29)	28%	(116)	412
Income: 50k-100k	20%	(60)	43%	(129)	17%	(51)	9%	(26)	12%	(37)	303
Income: 100k+	21%	(60)	42%	(120)	16%	(47)	10%	(30)	10%	(27)	284
Ethnicity: Other	19%	(187)	38%	(381)	17%	(167)	9%	(85)	18%	(180)	1000

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**Table MCFE39\_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
Asian Adults	19%	(187)	38%	(381)	17%	(167)	9%	(85)	18%	(180)	1000
All Christian	22%	(71)	38%	(122)	16%	(52)	8%	(25)	15%	(48)	317
All Non-Christian	17%	(41)	37%	(88)	17%	(40)	11%	(26)	18%	(44)	239
Atheist	6%	(4)	47%	(32)	19%	(12)	12%	(8)	16%	(11)	67
Agnostic/Nothing in particular	19%	(54)	39%	(113)	16%	(46)	7%	(20)	19%	(55)	288
Something Else	19%	(18)	30%	(27)	18%	(16)	7%	(6)	25%	(23)	90
Religious Non-Protestant/Catholic	17%	(41)	37%	(90)	17%	(41)	11%	(27)	18%	(44)	244
Evangelical	20%	(29)	36%	(53)	16%	(24)	7%	(11)	21%	(31)	148
Non-Evangelical	23%	(59)	37%	(92)	17%	(44)	7%	(18)	16%	(39)	252
Community: Urban	18%	(58)	41%	(135)	16%	(54)	6%	(20)	19%	(61)	329
Community: Suburban	20%	(117)	39%	(229)	17%	(100)	9%	(56)	15%	(90)	591
Community: Rural	15%	(12)	20%	(16)	16%	(13)	11%	(9)	37%	(30)	79
Employ: Private Sector	17%	(63)	43%	(163)	17%	(66)	10%	(39)	13%	(49)	380
Employ: Government	18%	(10)	41%	(23)	18%	(10)	6%	(3)	17%	(10)	57
Employ: Self-Employed	12%	(10)	33%	(26)	20%	(16)	10%	(8)	24%	(19)	80
Employ: Homemaker	27%	(21)	28%	(23)	15%	(12)	5%	(4)	25%	(20)	80
Employ: Student	18%	(16)	29%	(27)	17%	(16)	10%	(10)	26%	(25)	93
Employ: Retired	19%	(30)	40%	(64)	13%	(21)	7%	(11)	21%	(34)	159
Employ: Unemployed	25%	(33)	36%	(47)	17%	(22)	7%	(10)	15%	(19)	131
Military HH: Yes	30%	(21)	38%	(26)	14%	(10)	7%	(5)	10%	(7)	68
Military HH: No	18%	(166)	38%	(355)	17%	(157)	9%	(80)	19%	(174)	932
RD/WT: Right Direction	22%	(48)	30%	(64)	15%	(32)	10%	(21)	24%	(52)	218
RD/WT: Wrong Track	18%	(139)	40%	(316)	17%	(134)	8%	(64)	16%	(129)	782
Trump Job Approve	22%	(53)	33%	(80)	16%	(38)	9%	(22)	20%	(48)	241
Trump Job Disapprove	19%	(131)	41%	(288)	18%	(124)	9%	(60)	14%	(101)	705
Trump Job Strongly Approve	33%	(37)	23%	(26)	17%	(19)	11%	(12)	15%	(17)	112
Trump Job Somewhat Approve	12%	(16)	42%	(55)	14%	(18)	7%	(10)	24%	(31)	130
Trump Job Somewhat Disapprove	17%	(34)	45%	(88)	15%	(30)	7%	(14)	16%	(30)	196
Trump Job Strongly Disapprove	19%	(97)	39%	(200)	19%	(94)	9%	(47)	14%	(71)	509

Continued on next page

**Table MCFE39\_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
Asian Adults	19%	(187)	38%	(381)	17%	(167)	9%	(85)	18%	(180)	1000
Favorable of Trump	20%	(51)	33%	(84)	15%	(37)	9%	(22)	24%	(61)	256
Unfavorable of Trump	19%	(131)	41%	(279)	18%	(126)	8%	(57)	14%	(93)	687
Very Favorable of Trump	29%	(32)	27%	(30)	18%	(20)	10%	(11)	17%	(19)	113
Somewhat Favorable of Trump	13%	(19)	38%	(54)	12%	(17)	7%	(11)	30%	(42)	142
Somewhat Unfavorable of Trump	17%	(25)	45%	(66)	18%	(26)	9%	(14)	11%	(16)	146
Very Unfavorable of Trump	20%	(106)	39%	(213)	19%	(100)	8%	(44)	14%	(77)	540
#1 Issue: Economy	18%	(71)	44%	(179)	16%	(65)	10%	(42)	12%	(46)	404
#1 Issue: Security	17%	(11)	31%	(21)	15%	(10)	12%	(8)	25%	(16)	66
#1 Issue: Health Care	21%	(54)	33%	(86)	20%	(53)	6%	(16)	20%	(54)	264
#1 Issue: Medicare / Social Security	14%	(11)	42%	(33)	9%	(8)	1%	(1)	33%	(27)	80
#1 Issue: Women's Issues	14%	(7)	39%	(20)	27%	(14)	9%	(4)	12%	(6)	51
#1 Issue: Other	26%	(16)	28%	(18)	8%	(5)	11%	(7)	27%	(17)	63
2018 House Vote: Democrat	23%	(76)	42%	(138)	19%	(64)	7%	(22)	10%	(32)	333
2018 House Vote: Republican	24%	(36)	38%	(58)	16%	(25)	12%	(19)	10%	(15)	152
2016 Vote: Hillary Clinton	20%	(68)	41%	(140)	18%	(61)	7%	(24)	13%	(44)	337
2016 Vote: Donald Trump	20%	(36)	35%	(62)	21%	(37)	10%	(17)	14%	(24)	176
2016 Vote: Didn't Vote	17%	(76)	36%	(164)	14%	(65)	9%	(40)	24%	(109)	454
Voted in 2014: Yes	21%	(89)	40%	(166)	19%	(80)	9%	(37)	10%	(42)	415
Voted in 2014: No	17%	(98)	37%	(214)	15%	(86)	8%	(49)	24%	(138)	585
2012 Vote: Barack Obama	21%	(72)	41%	(139)	20%	(67)	7%	(24)	10%	(33)	335
2012 Vote: Mitt Romney	21%	(25)	40%	(47)	13%	(16)	11%	(13)	15%	(17)	118
2012 Vote: Didn't Vote	17%	(87)	35%	(185)	15%	(80)	9%	(47)	24%	(126)	525
4-Region: Northeast	14%	(29)	48%	(95)	19%	(38)	6%	(12)	13%	(25)	199
4-Region: Midwest	21%	(27)	39%	(49)	18%	(24)	6%	(8)	16%	(20)	128
4-Region: South	20%	(45)	34%	(79)	13%	(29)	6%	(14)	27%	(62)	229
4-Region: West	19%	(86)	35%	(158)	17%	(76)	12%	(52)	16%	(73)	445

Continued on next page

**Table MCFE39\_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
Asian Adults	19%	(187)	38%	(381)	17%	(167)	9%	(85)	18%	(180)	1000
Chinese	17%	(57)	43%	(148)	18%	(60)	8%	(26)	14%	(49)	341
Filipino	22%	(31)	34%	(48)	14%	(19)	6%	(8)	23%	(32)	138
Indian	20%	(20)	46%	(48)	16%	(17)	11%	(11)	8%	(8)	104
Vietnamese	16%	(12)	31%	(24)	19%	(14)	9%	(6)	25%	(19)	75
Korean	17%	(16)	44%	(40)	12%	(11)	12%	(11)	15%	(14)	92
Japanese	18%	(24)	32%	(43)	18%	(25)	10%	(14)	21%	(28)	135
Other Asian	22%	(24)	27%	(31)	17%	(19)	8%	(9)	26%	(30)	112
Speaks only English at home	17%	(96)	38%	(213)	16%	(91)	10%	(53)	19%	(106)	558
Speaks mostly English at home	22%	(56)	39%	(100)	17%	(42)	8%	(20)	14%	(35)	253
Speaks both English and other language at home	25%	(25)	33%	(32)	20%	(20)	7%	(7)	15%	(15)	98
Speaks mostly other language at home	14%	(10)	34%	(26)	16%	(12)	7%	(5)	29%	(23)	77
Trump supporter	22%	(51)	30%	(69)	16%	(36)	11%	(25)	22%	(50)	229
Biden supporter	19%	(115)	42%	(248)	19%	(112)	8%	(45)	13%	(76)	595
Sports fans	19%	(131)	41%	(277)	17%	(119)	8%	(57)	14%	(94)	679
Avid sports fans	20%	(38)	48%	(91)	15%	(29)	10%	(18)	7%	(13)	190
Sports fans, Age: 18-34	17%	(32)	39%	(73)	23%	(44)	9%	(17)	11%	(21)	187
Sports fans, Age: 35-44	20%	(30)	40%	(59)	15%	(23)	9%	(13)	17%	(25)	150
Sports fans, Age: 45-64	20%	(48)	39%	(92)	18%	(43)	10%	(23)	13%	(30)	236
Sports fans, Age: 65+	20%	(22)	49%	(53)	9%	(9)	5%	(5)	17%	(18)	107
Movie studios should diversify teams	21%	(147)	43%	(306)	17%	(123)	9%	(62)	11%	(75)	713
Movie studios should diversify stories	22%	(141)	41%	(262)	17%	(106)	8%	(52)	12%	(73)	635
Concerned about Covid	19%	(172)	39%	(360)	16%	(145)	8%	(72)	18%	(165)	913
No experience with Covid	20%	(101)	35%	(182)	12%	(61)	9%	(45)	25%	(129)	518
Health care major factor for election	22%	(155)	38%	(269)	17%	(117)	8%	(54)	16%	(112)	708
Social media users	18%	(176)	38%	(363)	17%	(158)	9%	(84)	18%	(171)	951
WhatsApp users	20%	(69)	45%	(158)	16%	(58)	10%	(34)	9%	(33)	352
WeChat users	14%	(25)	41%	(70)	22%	(38)	12%	(20)	12%	(20)	173
Social media news source at least once a week	18%	(120)	41%	(267)	18%	(120)	7%	(46)	16%	(104)	657

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

**Table MCFE40:** 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
Asian Adults	31% (309)	16% (163)	24% (244)	9% (85)	4% (38)	16% (162)	1000
Gender: Male	28% (133)	17% (79)	28% (133)	7% (34)	5% (23)	14% (67)	470
Gender: Female	33% (175)	16% (83)	21% (111)	10% (51)	3% (14)	18% (95)	530
Age: 18-34	26% (84)	18% (59)	23% (74)	12% (39)	5% (15)	15% (49)	320
Age: 35-44	28% (52)	21% (39)	19% (35)	8% (14)	4% (7)	21% (40)	186
Age: 45-64	32% (108)	16% (53)	29% (99)	6% (21)	3% (12)	13% (43)	335
Age: 65+	41% (65)	8% (12)	23% (36)	7% (11)	3% (4)	19% (31)	158
GenZers: 1997-2012	26% (36)	19% (27)	17% (25)	16% (23)	4% (5)	18% (26)	142
Millennials: 1981-1996	28% (80)	18% (51)	23% (67)	9% (25)	5% (13)	17% (49)	286
GenXers: 1965-1980	29% (85)	18% (51)	29% (84)	6% (18)	4% (13)	13% (39)	289
Baby Boomers: 1946-1964	39% (100)	13% (34)	24% (61)	7% (18)	2% (6)	14% (36)	255
PID: Dem (no lean)	30% (121)	16% (64)	28% (112)	12% (47)	4% (14)	11% (44)	402
PID: Ind (no lean)	30% (109)	15% (54)	21% (78)	6% (23)	4% (13)	25% (91)	368
PID: Rep (no lean)	34% (79)	20% (45)	23% (54)	6% (15)	4% (10)	12% (27)	230
PID/Gender: Dem Men	29% (49)	16% (27)	31% (52)	10% (16)	5% (8)	8% (13)	167
PID/Gender: Dem Women	30% (71)	15% (36)	26% (60)	13% (31)	2% (6)	13% (30)	235
PID/Gender: Ind Men	26% (45)	15% (27)	23% (40)	7% (13)	4% (8)	25% (43)	176
PID/Gender: Ind Women	33% (64)	14% (27)	20% (38)	5% (10)	3% (6)	25% (48)	193
PID/Gender: Rep Men	31% (39)	20% (25)	32% (41)	4% (5)	6% (7)	8% (10)	128
PID/Gender: Rep Women	39% (40)	20% (20)	12% (13)	10% (10)	3% (3)	16% (17)	102
Ideo: Liberal (1-3)	32% (97)	19% (59)	28% (86)	9% (28)	4% (11)	8% (25)	304
Ideo: Moderate (4)	30% (110)	15% (57)	21% (78)	11% (39)	5% (18)	19% (70)	372
Ideo: Conservative (5-7)	35% (85)	16% (38)	27% (65)	7% (18)	3% (6)	12% (29)	241
Educ: < College	27% (113)	14% (60)	21% (86)	8% (36)	4% (15)	26% (110)	420
Educ: Bachelors degree	34% (113)	16% (53)	26% (87)	9% (31)	5% (15)	9% (31)	330
Educ: Post-grad	33% (83)	20% (50)	28% (71)	8% (19)	3% (7)	9% (21)	250
Income: Under 50k	27% (111)	14% (56)	22% (89)	8% (35)	4% (17)	25% (104)	412
Income: 50k-100k	31% (94)	17% (51)	28% (84)	8% (23)	4% (13)	13% (38)	303
Income: 100k+	37% (104)	19% (55)	25% (71)	10% (28)	3% (7)	7% (19)	284

Continued on next page

**Table MCFE40:** 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
Asian Adults	31% (309)	16% (163)	24% (244)	9% (85)	4% (38)	16% (162)	1000
Ethnicity: Other	31% (309)	16% (163)	24% (244)	9% (85)	4% (38)	16% (162)	1000
All Christian	32% (101)	20% (62)	24% (76)	10% (32)	4% (12)	11% (33)	317
All Non-Christian	26% (62)	13% (31)	25% (61)	10% (24)	5% (11)	20% (49)	239
Atheist	34% (23)	20% (13)	28% (18)	3% (2)	2% (1)	13% (9)	67
Agnostic/Nothing in particular	32% (92)	14% (40)	28% (81)	6% (19)	3% (9)	16% (47)	288
Something Else	33% (30)	19% (17)	8% (7)	9% (8)	4% (4)	27% (24)	90
Religious Non-Protestant/Catholic	26% (64)	13% (32)	25% (61)	11% (26)	5% (11)	20% (50)	244
Evangelical	37% (54)	15% (22)	16% (24)	8% (12)	4% (6)	20% (30)	148
Non-Evangelical	30% (75)	22% (56)	23% (58)	11% (27)	4% (9)	11% (27)	252
Community: Urban	27% (88)	21% (68)	23% (76)	10% (31)	4% (12)	17% (54)	329
Community: Suburban	33% (196)	14% (82)	26% (152)	8% (48)	4% (23)	15% (91)	591
Community: Rural	31% (24)	16% (13)	20% (16)	7% (6)	4% (3)	21% (17)	79
Employ: Private Sector	29% (108)	19% (71)	29% (110)	8% (31)	5% (17)	11% (41)	380
Employ: Government	33% (19)	21% (12)	24% (13)	1% (1)	3% (2)	18% (10)	57
Employ: Self-Employed	26% (21)	17% (13)	22% (17)	6% (5)	6% (5)	23% (19)	80
Employ: Homemaker	32% (26)	18% (14)	19% (15)	6% (4)	3% (3)	23% (18)	80
Employ: Student	31% (28)	17% (16)	15% (14)	19% (18)	2% (2)	16% (15)	93
Employ: Retired	38% (60)	9% (15)	23% (37)	7% (12)	3% (4)	20% (32)	159
Employ: Unemployed	33% (44)	13% (17)	24% (31)	8% (11)	3% (5)	17% (23)	131
Military HH: Yes	39% (26)	14% (9)	25% (17)	10% (7)	3% (2)	9% (6)	68
Military HH: No	30% (282)	16% (154)	24% (227)	8% (78)	4% (36)	17% (156)	932
RD/WT: Right Direction	28% (60)	18% (40)	21% (45)	8% (18)	5% (10)	21% (45)	218
RD/WT: Wrong Track	32% (248)	16% (123)	25% (199)	9% (67)	4% (28)	15% (117)	782
Trump Job Approve	31% (74)	17% (40)	23% (55)	9% (22)	3% (6)	18% (44)	241
Trump Job Disapprove	32% (227)	16% (114)	26% (184)	9% (62)	4% (30)	12% (88)	705

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**Table MCFE40:** 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
Asian Adults	31% (309)	16% (163)	24% (244)	9% (85)	4% (38)	16% (162)	1000
Trump Job Strongly Approve	27% (31)	19% (21)	26% (29)	7% (8)	4% (4)	17% (19)	112
Trump Job Somewhat Approve	33% (43)	15% (19)	20% (26)	11% (15)	2% (2)	19% (25)	130
Trump Job Somewhat Disapprove	33% (64)	22% (43)	21% (42)	8% (16)	6% (11)	10% (20)	196
Trump Job Strongly Disapprove	32% (163)	14% (71)	28% (142)	9% (46)	4% (19)	13% (68)	509
Favorable of Trump	27% (69)	16% (41)	23% (58)	10% (25)	3% (8)	22% (55)	256
Unfavorable of Trump	33% (223)	17% (114)	26% (179)	9% (60)	4% (29)	12% (82)	687
Very Favorable of Trump	25% (28)	15% (17)	30% (35)	12% (13)	3% (3)	16% (18)	113
Somewhat Favorable of Trump	29% (41)	17% (25)	16% (23)	8% (11)	3% (5)	26% (37)	142
Somewhat Unfavorable of Trump	32% (46)	23% (34)	23% (34)	8% (11)	7% (10)	7% (10)	146
Very Unfavorable of Trump	33% (177)	15% (80)	27% (145)	9% (48)	3% (18)	13% (72)	540
#1 Issue: Economy	32% (131)	20% (80)	20% (82)	11% (44)	4% (18)	12% (49)	404
#1 Issue: Security	34% (23)	11% (7)	27% (18)	7% (4)	1% (1)	20% (14)	66
#1 Issue: Health Care	30% (80)	13% (36)	29% (76)	8% (21)	4% (10)	16% (41)	264
#1 Issue: Medicare / Social Security	20% (16)	7% (6)	24% (19)	6% (5)	3% (2)	39% (31)	80
#1 Issue: Women's Issues	21% (11)	32% (16)	19% (10)	11% (5)	2% (1)	15% (8)	51
#1 Issue: Other	40% (25)	6% (4)	28% (18)	5% (3)	5% (3)	15% (9)	63
2018 House Vote: Democrat	32% (105)	15% (49)	31% (103)	8% (28)	4% (13)	10% (34)	333
2018 House Vote: Republican	41% (62)	20% (30)	24% (36)	5% (8)	3% (5)	7% (11)	152
2016 Vote: Hillary Clinton	33% (112)	14% (46)	29% (98)	8% (26)	5% (15)	11% (38)	337
2016 Vote: Donald Trump	36% (63)	18% (32)	23% (40)	6% (10)	4% (7)	13% (24)	176
2016 Vote: Didn't Vote	26% (117)	17% (76)	22% (98)	11% (49)	3% (14)	22% (100)	454
Voted in 2014: Yes	35% (144)	15% (63)	29% (120)	7% (29)	4% (15)	10% (42)	415
Voted in 2014: No	28% (164)	17% (100)	21% (124)	10% (56)	4% (22)	20% (120)	585
2012 Vote: Barack Obama	32% (108)	15% (52)	31% (103)	7% (24)	4% (14)	10% (34)	335
2012 Vote: Mitt Romney	47% (55)	14% (17)	19% (22)	7% (8)	4% (4)	10% (12)	118
2012 Vote: Didn't Vote	26% (135)	17% (91)	22% (115)	10% (52)	4% (19)	21% (112)	525

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**Table MCFE40:** 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
Asian Adults	31%	(309)	16%	(163)	24%	(244)	9%	(85)	4%	(38)	16%	(162)	1000
4-Region: Northeast	31%	(61)	17%	(34)	25%	(50)	10%	(19)	6%	(11)	12%	(24)	199
4-Region: Midwest	29%	(37)	21%	(27)	22%	(29)	9%	(12)	6%	(8)	11%	(15)	128
4-Region: South	30%	(68)	18%	(42)	20%	(46)	7%	(16)	3%	(7)	22%	(49)	229
4-Region: West	32%	(142)	14%	(61)	27%	(120)	8%	(37)	3%	(11)	17%	(74)	445
Chinese	36%	(122)	17%	(57)	23%	(80)	8%	(28)	3%	(9)	13%	(45)	341
Filipino	32%	(45)	14%	(20)	23%	(32)	10%	(14)	2%	(3)	18%	(25)	138
Indian	27%	(29)	22%	(23)	22%	(23)	9%	(10)	5%	(5)	15%	(15)	104
Vietnamese	24%	(18)	22%	(17)	26%	(20)	5%	(4)	9%	(7)	14%	(10)	75
Korean	25%	(23)	16%	(15)	23%	(21)	8%	(7)	6%	(6)	22%	(20)	92
Japanese	34%	(45)	12%	(16)	32%	(43)	7%	(9)	1%	(2)	15%	(20)	135
Other Asian	24%	(27)	14%	(15)	23%	(25)	11%	(12)	5%	(6)	23%	(26)	112
Speaks only English at home	32%	(181)	15%	(86)	24%	(132)	8%	(44)	4%	(22)	17%	(94)	558
Speaks mostly English at home	33%	(83)	20%	(50)	23%	(58)	8%	(21)	2%	(6)	14%	(34)	253
Speaks both English and other language at home	26%	(25)	17%	(17)	35%	(34)	8%	(8)	4%	(4)	10%	(10)	98
Speaks mostly other language at home	22%	(17)	9%	(7)	26%	(20)	13%	(10)	7%	(6)	22%	(17)	77
Trump supporter	32%	(73)	17%	(39)	23%	(52)	8%	(19)	2%	(5)	18%	(42)	229
Biden supporter	32%	(188)	16%	(96)	27%	(160)	10%	(57)	4%	(25)	12%	(69)	595
Sports fans	32%	(216)	16%	(109)	25%	(170)	9%	(61)	4%	(28)	14%	(94)	679
Avid sports fans	26%	(49)	21%	(40)	25%	(47)	11%	(22)	8%	(15)	9%	(16)	190
Sports fans, Age: 18-34	25%	(47)	16%	(31)	29%	(54)	13%	(23)	6%	(12)	10%	(19)	187
Sports fans, Age: 35-44	27%	(41)	19%	(29)	17%	(26)	10%	(14)	4%	(6)	23%	(34)	150
Sports fans, Age: 45-64	35%	(82)	16%	(37)	28%	(65)	6%	(15)	4%	(8)	12%	(27)	236
Sports fans, Age: 65+	43%	(46)	11%	(12)	23%	(25)	8%	(9)	2%	(2)	12%	(13)	107
Movie studios should diversify teams	34%	(242)	16%	(117)	27%	(191)	11%	(75)	4%	(32)	8%	(56)	713
Movie studios should diversify stories	33%	(212)	16%	(99)	27%	(169)	11%	(70)	5%	(32)	8%	(53)	635
Concerned about Covid	31%	(282)	16%	(148)	25%	(226)	9%	(82)	4%	(35)	15%	(140)	913
No experience with Covid	29%	(148)	16%	(85)	21%	(109)	7%	(36)	4%	(19)	23%	(121)	518
Health care major factor for election	32%	(230)	15%	(108)	26%	(187)	9%	(67)	4%	(25)	13%	(91)	708

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**Table MCFE40:** 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
Asian Adults	31% (309)	16% (163)	24% (244)	9% (85)	4% (38)	16% (162)	1000
Social media users	31% (299)	16% (157)	24% (228)	9% (84)	4% (38)	15% (146)	951
WhatsApp users	32% (113)	20% (69)	24% (85)	12% (42)	4% (15)	8% (28)	352
WeChat users	29% (50)	16% (28)	25% (43)	11% (18)	5% (8)	14% (25)	173
Social media news source at least once a week	31% (205)	17% (109)	23% (152)	11% (70)	5% (31)	14% (90)	657

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

**Table MCFE41\_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
Asian Adults	24% (244)	15% (153)	25% (248)	16% (162)	4% (40)	15% (153)	1000
Gender: Male	27% (129)	14% (67)	30% (143)	13% (61)	4% (16)	11% (54)	470
Gender: Female	22% (116)	16% (86)	20% (105)	19% (101)	4% (24)	19% (99)	530
Age: 18-34	20% (64)	18% (57)	21% (67)	19% (60)	5% (17)	17% (54)	320
Age: 35-44	25% (46)	19% (36)	17% (31)	20% (37)	4% (8)	15% (28)	186
Age: 45-64	24% (81)	12% (40)	32% (106)	14% (48)	4% (12)	14% (48)	335
Age: 65+	33% (53)	12% (19)	28% (44)	11% (17)	2% (2)	14% (23)	158
GenZers: 1997-2012	21% (30)	21% (30)	14% (19)	19% (26)	4% (6)	21% (30)	142
Millennials: 1981-1996	21% (61)	18% (52)	22% (62)	18% (51)	6% (16)	15% (43)	286
GenXers: 1965-1980	24% (71)	12% (34)	28% (81)	18% (53)	4% (13)	13% (39)	289
Baby Boomers: 1946-1964	29% (74)	14% (36)	30% (77)	12% (30)	2% (6)	12% (32)	255
PID: Dem (no lean)	25% (101)	17% (68)	25% (102)	18% (72)	5% (21)	10% (38)	402
PID: Ind (no lean)	24% (88)	13% (49)	21% (76)	15% (56)	3% (11)	24% (89)	368
PID: Rep (no lean)	24% (56)	16% (36)	30% (70)	15% (34)	3% (8)	11% (26)	230
PID/Gender: Dem Men	30% (50)	18% (30)	29% (48)	14% (23)	5% (8)	5% (9)	167
PID/Gender: Dem Women	22% (51)	16% (38)	23% (54)	21% (49)	6% (14)	13% (30)	235
PID/Gender: Ind Men	25% (44)	12% (21)	26% (46)	13% (23)	4% (6)	20% (35)	176
PID/Gender: Ind Women	23% (43)	14% (27)	15% (29)	17% (33)	3% (5)	28% (55)	193
PID/Gender: Rep Men	27% (35)	12% (16)	38% (49)	12% (15)	2% (3)	8% (11)	128
PID/Gender: Rep Women	21% (21)	20% (20)	21% (21)	19% (19)	5% (5)	15% (15)	102
Ideo: Liberal (1-3)	23% (69)	16% (49)	28% (87)	18% (56)	5% (16)	9% (27)	304
Ideo: Moderate (4)	24% (91)	16% (58)	22% (83)	17% (63)	5% (19)	16% (59)	372
Ideo: Conservative (5-7)	29% (69)	15% (36)	27% (66)	15% (36)	2% (5)	12% (29)	241
Educ: < College	21% (89)	13% (56)	21% (88)	17% (73)	3% (14)	24% (100)	420
Educ: Bachelors degree	26% (86)	15% (51)	27% (91)	16% (53)	5% (15)	10% (34)	330
Educ: Post-grad	28% (69)	18% (46)	28% (69)	14% (35)	4% (11)	8% (19)	250

Continued on next page

**Table MCFE41\_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
Asian Adults	24% (244)	15% (153)	25% (248)	16% (162)	4% (40)	15% (153)	1000
Income: Under 50k	21% (88)	14% (59)	21% (87)	15% (61)	4% (18)	24% (98)	412
Income: 50k-100k	23% (71)	16% (48)	28% (86)	17% (53)	5% (14)	11% (33)	303
Income: 100k+	30% (85)	16% (46)	26% (75)	17% (48)	3% (8)	8% (22)	284
Ethnicity: Other	24% (244)	15% (153)	25% (248)	16% (162)	4% (40)	15% (153)	1000
All Christian	27% (84)	15% (47)	26% (81)	18% (58)	4% (14)	10% (32)	317
All Non-Christian	27% (64)	12% (29)	21% (50)	19% (45)	5% (11)	17% (39)	239
Atheist	30% (20)	19% (13)	20% (13)	11% (7)	2% (1)	18% (12)	67
Agnostic/Nothing in particular	19% (55)	17% (48)	30% (85)	16% (45)	3% (10)	16% (45)	288
Something Else	23% (20)	18% (16)	20% (18)	7% (7)	4% (4)	28% (25)	90
Religious Non-Protestant/Catholic	26% (64)	12% (30)	21% (51)	19% (47)	5% (11)	16% (40)	244
Evangelical	22% (33)	15% (22)	25% (37)	14% (21)	4% (6)	19% (29)	148
Non-Evangelical	28% (70)	16% (40)	24% (62)	16% (41)	4% (11)	11% (27)	252
Community: Urban	25% (83)	18% (60)	23% (75)	15% (49)	3% (10)	16% (51)	329
Community: Suburban	24% (140)	13% (77)	27% (159)	17% (102)	5% (29)	14% (85)	591
Community: Rural	27% (21)	21% (17)	17% (13)	13% (10)	2% (1)	21% (16)	79
Employ: Private Sector	24% (92)	15% (56)	31% (116)	15% (56)	5% (17)	11% (42)	380
Employ: Government	12% (7)	24% (14)	21% (12)	17% (10)	7% (4)	19% (11)	57
Employ: Self-Employed	22% (17)	24% (19)	12% (9)	16% (13)	6% (5)	20% (16)	80
Employ: Homemaker	19% (16)	21% (17)	21% (17)	12% (10)	8% (6)	18% (15)	80
Employ: Student	20% (19)	14% (13)	13% (12)	26% (24)	4% (3)	23% (21)	93
Employ: Retired	33% (52)	10% (16)	31% (50)	12% (19)	1% (1)	13% (21)	159
Employ: Unemployed	27% (35)	12% (16)	21% (28)	20% (26)	2% (3)	18% (23)	131
Military HH: Yes	28% (19)	12% (8)	28% (19)	20% (14)	7% (5)	5% (3)	68
Military HH: No	24% (225)	16% (144)	25% (228)	16% (148)	4% (36)	16% (150)	932
RD/WT: Right Direction	16% (36)	24% (51)	25% (53)	12% (26)	4% (8)	20% (43)	218
RD/WT: Wrong Track	27% (209)	13% (102)	25% (194)	17% (136)	4% (32)	14% (110)	782

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**Table MCFE41\_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
Asian Adults	24% (244)	15% (153)	25% (248)	16% (162)	4% (40)	15% (153)	1000
Trump Job Approve	22% (53)	17% (40)	26% (62)	17% (41)	3% (8)	16% (38)	241
Trump Job Disapprove	27% (187)	15% (103)	26% (180)	17% (120)	5% (32)	12% (82)	705
Trump Job Strongly Approve	17% (19)	18% (20)	26% (29)	22% (24)	4% (4)	13% (15)	112
Trump Job Somewhat Approve	26% (34)	16% (20)	25% (32)	13% (16)	3% (3)	18% (23)	130
Trump Job Somewhat Disapprove	29% (57)	18% (36)	24% (46)	14% (28)	4% (8)	10% (20)	196
Trump Job Strongly Disapprove	26% (130)	13% (67)	26% (134)	18% (92)	5% (24)	12% (62)	509
Favorable of Trump	22% (55)	15% (39)	25% (63)	16% (42)	4% (9)	18% (47)	256
Unfavorable of Trump	27% (182)	15% (105)	25% (174)	17% (116)	5% (31)	11% (79)	687
Very Favorable of Trump	16% (18)	19% (21)	27% (30)	23% (26)	5% (5)	11% (12)	113
Somewhat Favorable of Trump	26% (37)	12% (18)	23% (33)	11% (16)	3% (4)	24% (35)	142
Somewhat Unfavorable of Trump	25% (37)	22% (32)	22% (33)	14% (21)	7% (10)	9% (13)	146
Very Unfavorable of Trump	27% (145)	13% (72)	26% (142)	18% (95)	4% (21)	12% (66)	540
#1 Issue: Economy	26% (104)	16% (64)	26% (105)	16% (65)	5% (19)	12% (47)	404
#1 Issue: Security	25% (16)	21% (14)	23% (15)	5% (3)	7% (5)	20% (13)	66
#1 Issue: Health Care	25% (67)	12% (33)	24% (63)	19% (51)	4% (10)	15% (40)	264
#1 Issue: Medicare / Social Security	18% (15)	18% (15)	23% (18)	12% (10)	— (0)	29% (23)	80
#1 Issue: Women's Issues	21% (11)	18% (9)	22% (11)	25% (13)	4% (2)	9% (4)	51
#1 Issue: Other	24% (15)	9% (5)	37% (23)	13% (8)	— (0)	18% (11)	63
2018 House Vote: Democrat	28% (94)	13% (44)	30% (98)	15% (51)	5% (17)	9% (29)	333
2018 House Vote: Republican	32% (48)	19% (29)	27% (41)	14% (22)	2% (2)	7% (10)	152
2016 Vote: Hillary Clinton	28% (95)	14% (49)	30% (100)	14% (47)	4% (13)	10% (34)	337
2016 Vote: Donald Trump	29% (50)	19% (34)	26% (46)	14% (24)	3% (5)	9% (17)	176
2016 Vote: Didn't Vote	19% (87)	14% (63)	21% (95)	19% (85)	5% (21)	23% (103)	454
Voted in 2014: Yes	31% (128)	15% (63)	29% (120)	13% (56)	4% (16)	8% (32)	415
Voted in 2014: No	20% (116)	15% (90)	22% (128)	18% (106)	4% (24)	21% (121)	585

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**Table MCFE41\_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
Asian Adults	24% (244)	15% (153)	25% (248)	16% (162)	4% (40)	15% (153)	1000
2012 Vote: Barack Obama	28% (96)	14% (46)	31% (102)	15% (52)	5% (15)	7% (25)	335
2012 Vote: Mitt Romney	30% (35)	22% (26)	22% (26)	13% (15)	3% (4)	10% (11)	118
2012 Vote: Didn't Vote	20% (106)	15% (76)	22% (114)	18% (94)	4% (21)	22% (113)	525
4-Region: Northeast	32% (64)	12% (24)	20% (39)	16% (31)	6% (11)	14% (28)	199
4-Region: Midwest	21% (27)	18% (23)	30% (38)	16% (20)	4% (5)	11% (14)	128
4-Region: South	23% (53)	14% (32)	20% (47)	19% (44)	5% (11)	19% (43)	229
4-Region: West	23% (100)	17% (74)	28% (123)	15% (66)	3% (13)	15% (68)	445
Chinese	27% (92)	15% (51)	25% (85)	16% (55)	4% (13)	13% (45)	341
Filipino	15% (21)	19% (27)	22% (31)	17% (23)	7% (10)	19% (26)	138
Indian	24% (25)	11% (12)	30% (32)	19% (19)	6% (6)	10% (10)	104
Vietnamese	29% (22)	12% (9)	18% (14)	19% (15)	2% (2)	19% (14)	75
Korean	29% (26)	24% (22)	21% (19)	11% (10)	1% (1)	14% (13)	92
Japanese	23% (31)	10% (13)	36% (49)	13% (18)	3% (4)	15% (20)	135
Other Asian	24% (27)	17% (19)	16% (18)	18% (21)	4% (5)	21% (23)	112
Speaks only English at home	22% (123)	17% (96)	27% (153)	14% (79)	4% (20)	16% (87)	558
Speaks mostly English at home	25% (64)	13% (32)	21% (54)	22% (55)	4% (9)	15% (38)	253
Speaks both English and other language at home	25% (24)	16% (16)	28% (28)	15% (14)	6% (6)	10% (10)	98
Speaks mostly other language at home	29% (22)	13% (10)	16% (13)	16% (12)	6% (5)	19% (15)	77
Trump supporter	24% (56)	18% (41)	24% (55)	16% (38)	3% (7)	14% (32)	229
Biden supporter	26% (155)	15% (89)	27% (161)	18% (108)	4% (26)	9% (56)	595
Sports fans	26% (175)	15% (105)	27% (181)	17% (112)	4% (28)	12% (79)	679
Avid sports fans	26% (50)	18% (34)	29% (55)	15% (28)	5% (10)	7% (12)	190
Sports fans, Age: 18-34	24% (44)	18% (33)	24% (45)	20% (37)	6% (12)	8% (15)	187
Sports fans, Age: 35-44	23% (35)	21% (31)	15% (23)	21% (31)	4% (7)	15% (23)	150
Sports fans, Age: 45-64	24% (57)	12% (28)	34% (80)	13% (30)	4% (9)	14% (32)	236
Sports fans, Age: 65+	37% (39)	11% (12)	31% (33)	13% (14)	1% (1)	8% (9)	107
Movie studios should diversify teams	27% (191)	15% (108)	27% (191)	19% (137)	5% (36)	7% (50)	713

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**Table MCFE41\_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
Asian Adults	24% (244)	15% (153)	25% (248)	16% (162)	4% (40)	15% (153)	1000
Movie studios should diversify stories	27% (173)	15% (98)	25% (159)	20% (126)	5% (35)	7% (44)	635
Concerned about Covid	25% (230)	14% (131)	25% (226)	17% (153)	4% (37)	15% (135)	913
No experience with Covid	23% (121)	15% (77)	24% (126)	13% (67)	4% (21)	21% (107)	518
Health care major factor for election	26% (183)	14% (102)	26% (184)	18% (129)	4% (29)	11% (80)	708
Social media users	25% (238)	15% (144)	24% (225)	17% (160)	4% (40)	15% (143)	951
WhatsApp users	26% (92)	12% (42)	26% (90)	18% (64)	8% (28)	10% (36)	352
WeChat users	26% (45)	15% (26)	23% (39)	16% (28)	6% (11)	14% (24)	173
Social media news source at least once a week	26% (171)	16% (106)	23% (151)	18% (116)	5% (32)	12% (82)	657

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



**Table MCFE41\_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
Asian Adults	24% (238)	13% (134)	23% (228)	15% (153)	8% (77)	17% (170)	1000
Gender: Male	26% (120)	13% (60)	27% (128)	14% (67)	9% (40)	12% (54)	470
Gender: Female	22% (118)	14% (74)	19% (100)	16% (86)	7% (37)	22% (116)	530
Age: 18-34	20% (64)	13% (41)	21% (68)	17% (54)	10% (31)	19% (62)	320
Age: 35-44	25% (47)	15% (28)	15% (27)	16% (30)	9% (17)	20% (38)	186
Age: 45-64	23% (76)	12% (42)	28% (95)	14% (47)	7% (25)	15% (51)	335
Age: 65+	32% (50)	15% (24)	23% (37)	14% (23)	3% (5)	13% (20)	158
GenZers: 1997-2012	24% (34)	12% (17)	19% (27)	17% (24)	6% (9)	23% (32)	142
Millennials: 1981-1996	18% (53)	14% (40)	20% (57)	17% (48)	11% (32)	19% (55)	286
GenXers: 1965-1980	24% (69)	12% (36)	24% (70)	16% (45)	9% (26)	15% (44)	289
Baby Boomers: 1946-1964	30% (76)	15% (39)	26% (65)	13% (33)	4% (11)	12% (30)	255
PID: Dem (no lean)	22% (87)	14% (57)	22% (89)	22% (87)	9% (37)	11% (46)	402
PID: Ind (no lean)	26% (95)	10% (37)	20% (72)	12% (46)	7% (26)	25% (93)	368
PID: Rep (no lean)	25% (57)	17% (40)	29% (67)	9% (21)	6% (15)	13% (31)	230
PID/Gender: Dem Men	26% (43)	13% (22)	26% (44)	18% (30)	12% (19)	5% (9)	167
PID/Gender: Dem Women	19% (44)	15% (35)	19% (45)	24% (57)	7% (17)	16% (37)	235
PID/Gender: Ind Men	24% (43)	12% (21)	25% (44)	13% (22)	7% (12)	19% (34)	176
PID/Gender: Ind Women	27% (52)	9% (17)	15% (28)	12% (24)	7% (13)	31% (59)	193
PID/Gender: Rep Men	27% (34)	14% (18)	32% (40)	12% (15)	7% (8)	9% (12)	128
PID/Gender: Rep Women	22% (22)	22% (22)	26% (26)	5% (6)	6% (6)	19% (19)	102
Ideo: Liberal (1-3)	21% (65)	15% (45)	27% (82)	18% (54)	9% (26)	11% (33)	304
Ideo: Moderate (4)	24% (91)	14% (52)	19% (70)	15% (56)	10% (37)	18% (67)	372
Ideo: Conservative (5-7)	28% (67)	14% (34)	27% (64)	13% (32)	5% (13)	13% (31)	241
Educ: < College	21% (90)	10% (42)	20% (85)	14% (60)	6% (24)	28% (118)	420
Educ: Bachelors degree	26% (86)	14% (48)	22% (72)	17% (56)	11% (35)	10% (33)	330
Educ: Post-grad	25% (62)	18% (44)	28% (70)	15% (38)	7% (18)	7% (18)	250

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**Table MCFE41\_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
Asian Adults	24% (238)	13% (134)	23% (228)	15% (153)	8% (77)	17% (170)	1000
Income: Under 50k	23% (95)	11% (45)	17% (69)	15% (63)	7% (29)	27% (111)	412
Income: 50k-100k	23% (69)	14% (44)	28% (84)	17% (50)	8% (25)	11% (32)	303
Income: 100k+	26% (74)	16% (45)	26% (75)	14% (40)	8% (23)	9% (26)	284
Ethnicity: Other	24% (238)	13% (134)	23% (228)	15% (153)	8% (77)	17% (170)	1000
All Christian	26% (83)	16% (51)	23% (74)	13% (41)	9% (28)	12% (39)	317
All Non-Christian	26% (61)	9% (21)	17% (42)	21% (49)	9% (21)	19% (45)	239
Atheist	25% (16)	17% (11)	26% (17)	12% (8)	2% (1)	19% (12)	67
Agnostic/Nothing in particular	18% (52)	13% (38)	29% (82)	16% (45)	7% (20)	17% (50)	288
Something Else	27% (25)	14% (13)	14% (12)	12% (10)	7% (6)	27% (24)	90
Religious Non-Protestant/Catholic	25% (61)	9% (22)	17% (42)	21% (50)	9% (23)	19% (45)	244
Evangelical	23% (34)	13% (19)	29% (43)	5% (8)	11% (16)	19% (27)	148
Non-Evangelical	29% (74)	17% (43)	17% (43)	17% (43)	6% (15)	14% (35)	252
Community: Urban	25% (83)	14% (48)	21% (70)	15% (51)	8% (27)	16% (51)	329
Community: Suburban	22% (132)	14% (80)	25% (148)	15% (90)	8% (45)	16% (96)	591
Community: Rural	29% (23)	8% (6)	12% (9)	16% (13)	6% (5)	29% (23)	79
Employ: Private Sector	24% (91)	15% (56)	27% (104)	14% (55)	9% (34)	10% (40)	380
Employ: Government	8% (5)	17% (10)	32% (18)	16% (9)	7% (4)	20% (11)	57
Employ: Self-Employed	21% (16)	11% (8)	12% (10)	19% (15)	15% (12)	23% (18)	80
Employ: Homemaker	15% (12)	20% (16)	15% (12)	8% (7)	11% (9)	31% (25)	80
Employ: Student	18% (16)	16% (15)	10% (9)	23% (21)	5% (4)	30% (28)	93
Employ: Retired	33% (53)	12% (19)	26% (42)	13% (21)	2% (4)	13% (21)	159
Employ: Unemployed	29% (38)	8% (10)	22% (29)	17% (22)	6% (7)	18% (24)	131
Military HH: Yes	30% (21)	21% (14)	24% (16)	12% (8)	10% (7)	3% (2)	68
Military HH: No	23% (217)	13% (120)	23% (211)	16% (145)	8% (70)	18% (168)	932
RD/WT: Right Direction	22% (47)	16% (34)	26% (58)	6% (13)	8% (17)	22% (48)	218
RD/WT: Wrong Track	24% (190)	13% (100)	22% (170)	18% (140)	8% (60)	16% (122)	782

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**Table MCFE41\_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
Asian Adults	24% (238)	13% (134)	23% (228)	15% (153)	8% (77)	17% (170)	1000
Trump Job Approve	26% (63)	15% (36)	28% (68)	8% (19)	7% (16)	16% (39)	241
Trump Job Disapprove	24% (168)	14% (95)	22% (154)	19% (133)	8% (59)	14% (96)	705
Trump Job Strongly Approve	20% (22)	14% (15)	31% (35)	11% (12)	9% (10)	15% (17)	112
Trump Job Somewhat Approve	31% (40)	16% (21)	26% (33)	6% (7)	5% (6)	17% (22)	130
Trump Job Somewhat Disapprove	24% (47)	20% (39)	20% (39)	17% (33)	8% (16)	11% (21)	196
Trump Job Strongly Disapprove	24% (121)	11% (56)	23% (115)	20% (100)	8% (43)	15% (75)	509
Favorable of Trump	24% (62)	15% (38)	26% (67)	9% (22)	6% (14)	20% (52)	256
Unfavorable of Trump	24% (166)	14% (94)	22% (151)	19% (127)	9% (59)	13% (89)	687
Very Favorable of Trump	24% (27)	11% (13)	29% (33)	12% (14)	8% (9)	16% (18)	113
Somewhat Favorable of Trump	25% (35)	18% (26)	24% (34)	5% (8)	4% (5)	24% (34)	142
Somewhat Unfavorable of Trump	23% (34)	22% (32)	20% (29)	15% (22)	12% (17)	8% (12)	146
Very Unfavorable of Trump	25% (133)	11% (62)	23% (122)	20% (106)	8% (42)	14% (77)	540
#1 Issue: Economy	27% (108)	14% (56)	24% (97)	13% (53)	9% (34)	13% (54)	404
#1 Issue: Security	22% (15)	17% (11)	23% (15)	15% (10)	3% (2)	20% (13)	66
#1 Issue: Health Care	21% (54)	13% (35)	21% (56)	19% (49)	9% (23)	18% (47)	264
#1 Issue: Medicare / Social Security	29% (23)	11% (9)	19% (15)	14% (11)	— (0)	27% (21)	80
#1 Issue: Women's Issues	23% (11)	15% (8)	33% (17)	13% (6)	7% (4)	9% (4)	51
#1 Issue: Other	20% (12)	9% (6)	24% (15)	17% (11)	9% (5)	21% (13)	63
2018 House Vote: Democrat	25% (84)	13% (44)	26% (86)	19% (62)	9% (31)	8% (27)	333
2018 House Vote: Republican	28% (43)	18% (27)	33% (50)	9% (14)	5% (7)	7% (10)	152
2016 Vote: Hillary Clinton	23% (76)	14% (46)	26% (87)	19% (64)	8% (27)	11% (36)	337
2016 Vote: Donald Trump	27% (47)	16% (29)	29% (52)	9% (17)	7% (12)	11% (20)	176
2016 Vote: Didn't Vote	23% (103)	11% (52)	18% (80)	16% (72)	8% (36)	25% (112)	454
Voted in 2014: Yes	27% (113)	13% (54)	28% (116)	15% (62)	9% (36)	8% (32)	415
Voted in 2014: No	21% (125)	14% (80)	19% (111)	16% (91)	7% (41)	24% (138)	585

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**Table MCFE41\_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
Asian Adults	24% (238)	13% (134)	23% (228)	15% (153)	8% (77)	17% (170)	1000
2012 Vote: Barack Obama	24% (82)	14% (48)	27% (90)	19% (63)	9% (29)	7% (24)	335
2012 Vote: Mitt Romney	29% (34)	15% (18)	31% (37)	9% (10)	5% (6)	11% (13)	118
2012 Vote: Didn't Vote	22% (117)	12% (63)	18% (95)	15% (78)	8% (41)	25% (130)	525
4-Region: Northeast	29% (57)	11% (22)	19% (37)	15% (30)	10% (20)	17% (33)	199
4-Region: Midwest	21% (27)	18% (23)	23% (30)	15% (19)	6% (8)	17% (21)	128
4-Region: South	24% (55)	11% (24)	16% (37)	18% (40)	9% (21)	22% (51)	229
4-Region: West	22% (98)	15% (65)	28% (124)	15% (65)	6% (28)	15% (65)	445
Chinese	26% (90)	15% (51)	21% (72)	16% (54)	8% (27)	14% (46)	341
Filipino	23% (32)	12% (17)	25% (34)	12% (17)	6% (9)	21% (30)	138
Indian	24% (25)	14% (15)	26% (27)	17% (17)	8% (8)	12% (12)	104
Vietnamese	19% (14)	7% (6)	27% (20)	13% (9)	13% (10)	22% (16)	75
Korean	21% (19)	22% (20)	17% (15)	20% (18)	6% (5)	14% (13)	92
Japanese	23% (31)	11% (15)	31% (42)	13% (17)	6% (8)	16% (21)	135
Other Asian	24% (27)	9% (10)	15% (17)	17% (19)	8% (9)	27% (30)	112
Speaks only English at home	21% (120)	16% (87)	27% (149)	13% (74)	6% (35)	17% (93)	558
Speaks mostly English at home	26% (67)	12% (29)	19% (47)	16% (41)	9% (22)	19% (47)	253
Speaks both English and other language at home	25% (25)	11% (11)	20% (19)	19% (19)	13% (13)	12% (12)	98
Speaks mostly other language at home	22% (17)	10% (7)	14% (11)	24% (19)	8% (6)	22% (17)	77
Trump supporter	26% (59)	18% (42)	25% (58)	8% (19)	6% (14)	17% (38)	229
Biden supporter	24% (146)	13% (77)	23% (137)	20% (119)	8% (50)	11% (67)	595
Sports fans	24% (162)	14% (93)	24% (165)	16% (110)	9% (62)	13% (88)	679
Avid sports fans	26% (50)	14% (27)	24% (46)	15% (28)	15% (29)	5% (10)	190
Sports fans, Age: 18-34	19% (36)	14% (26)	22% (42)	20% (38)	13% (25)	11% (21)	187
Sports fans, Age: 35-44	25% (37)	14% (22)	15% (22)	16% (25)	10% (14)	20% (30)	150
Sports fans, Age: 45-64	22% (53)	13% (32)	32% (74)	12% (28)	8% (20)	12% (29)	236
Sports fans, Age: 65+	34% (37)	13% (14)	25% (27)	18% (20)	3% (3)	7% (7)	107
Movie studios should diversify teams	26% (186)	14% (101)	25% (175)	19% (133)	8% (60)	8% (57)	713

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**Table MCFE41\_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
Asian Adults	24% (238)	13% (134)	23% (228)	15% (153)	8% (77)	17% (170)	1000
Movie studios should diversify stories	26% (163)	15% (95)	23% (146)	19% (117)	9% (58)	9% (55)	635
Concerned about Covid	24% (215)	14% (126)	23% (206)	16% (145)	8% (71)	17% (151)	913
No experience with Covid	23% (118)	12% (64)	20% (105)	14% (73)	7% (37)	23% (121)	518
Health care major factor for election	25% (175)	13% (91)	25% (174)	17% (121)	8% (57)	13% (90)	708
Social media users	25% (233)	13% (126)	22% (205)	16% (150)	8% (74)	17% (162)	951
WhatsApp users	27% (96)	15% (52)	20% (71)	17% (58)	10% (37)	11% (37)	352
WeChat users	26% (44)	16% (27)	18% (30)	16% (27)	12% (20)	13% (23)	173
Social media news source at least once a week	25% (163)	14% (89)	23% (149)	16% (103)	9% (60)	14% (93)	657

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 MCFE41\_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
Asian Adults	27% (270)	14% (140)	27% (272)	10% (97)	6% (58)	16% (163)	1000
Gender: Male	26% (124)	14% (67)	31% (146)	8% (36)	7% (34)	13% (62)	470
Gender: Female	27% (145)	14% (73)	24% (127)	11% (61)	4% (24)	19% (101)	530
Age: 18-34	26% (82)	15% (47)	22% (70)	10% (33)	8% (26)	20% (63)	320
Age: 35-44	26% (49)	15% (29)	18% (33)	13% (25)	9% (17)	18% (33)	186
Age: 45-64	24% (80)	13% (44)	38% (128)	8% (27)	3% (10)	14% (46)	335
Age: 65+	37% (59)	13% (21)	26% (41)	8% (12)	3% (5)	13% (21)	158
GenZers: 1997-2012	33% (47)	17% (23)	16% (23)	9% (13)	2% (3)	22% (31)	142
Millennials: 1981-1996	21% (59)	15% (42)	22% (64)	12% (35)	10% (30)	20% (56)	286
GenXers: 1965-1980	25% (73)	12% (34)	35% (101)	10% (29)	6% (16)	13% (36)	289
Baby Boomers: 1946-1964	32% (82)	16% (41)	29% (75)	7% (18)	3% (9)	12% (30)	255
PID: Dem (no lean)	26% (103)	15% (60)	29% (118)	13% (53)	6% (25)	11% (44)	402
PID: Ind (no lean)	27% (101)	13% (47)	23% (83)	6% (23)	6% (23)	25% (92)	368
PID: Rep (no lean)	29% (66)	15% (34)	31% (71)	9% (21)	4% (10)	12% (28)	230
PID/Gender: Dem Men	31% (52)	17% (28)	31% (51)	8% (13)	8% (13)	5% (9)	167
PID/Gender: Dem Women	22% (51)	13% (31)	28% (66)	17% (40)	5% (12)	15% (35)	235
PID/Gender: Ind Men	18% (31)	14% (25)	28% (49)	8% (15)	8% (15)	23% (40)	176
PID/Gender: Ind Women	36% (69)	11% (21)	18% (34)	4% (8)	4% (8)	27% (52)	193
PID/Gender: Rep Men	32% (41)	11% (14)	35% (45)	7% (9)	5% (7)	10% (13)	128
PID/Gender: Rep Women	24% (25)	20% (20)	26% (26)	12% (13)	3% (3)	14% (14)	102
Ideo: Liberal (1-3)	25% (77)	17% (52)	29% (88)	12% (37)	6% (17)	11% (34)	304
Ideo: Moderate (4)	24% (90)	14% (53)	27% (100)	10% (37)	7% (27)	17% (64)	372
Ideo: Conservative (5-7)	36% (87)	11% (27)	30% (73)	7% (18)	4% (10)	11% (27)	241
Educ: < College	26% (110)	10% (43)	22% (92)	10% (42)	6% (23)	26% (110)	420
Educ: Bachelors degree	28% (94)	16% (54)	28% (93)	10% (31)	8% (25)	10% (33)	330
Educ: Post-grad	27% (66)	17% (43)	35% (88)	9% (23)	4% (9)	8% (20)	250

Continued on next page

**Table MCFE41\_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
Asian Adults	27% (270)	14% (140)	27% (272)	10% (97)	6% (58)	16% (163)	1000
Income: Under 50k	24% (99)	12% (51)	24% (99)	8% (34)	6% (25)	25% (105)	412
Income: 50k-100k	27% (83)	14% (44)	29% (87)	12% (36)	6% (19)	11% (34)	303
Income: 100k+	31% (87)	16% (46)	30% (85)	10% (27)	5% (14)	8% (24)	284
Ethnicity: Other	27% (270)	14% (140)	27% (272)	10% (97)	6% (58)	16% (163)	1000
All Christian	29% (93)	14% (44)	32% (100)	7% (24)	7% (22)	11% (36)	317
All Non-Christian	23% (56)	12% (29)	23% (54)	12% (29)	8% (19)	21% (51)	239
Atheist	30% (20)	19% (13)	18% (12)	11% (7)	5% (3)	18% (12)	67
Agnostic/Nothing in particular	25% (72)	14% (40)	32% (93)	9% (27)	4% (11)	16% (45)	288
Something Else	33% (30)	17% (15)	16% (14)	11% (10)	3% (3)	21% (19)	90
Religious Non-Protestant/Catholic	23% (56)	12% (30)	22% (54)	13% (31)	8% (20)	21% (52)	244
Evangelical	27% (40)	13% (20)	29% (44)	8% (12)	6% (8)	16% (24)	148
Non-Evangelical	32% (81)	15% (38)	28% (70)	8% (19)	6% (15)	12% (30)	252
Community: Urban	25% (83)	18% (58)	28% (91)	10% (33)	4% (15)	15% (49)	329
Community: Suburban	27% (162)	12% (70)	29% (172)	10% (59)	6% (36)	16% (93)	591
Community: Rural	32% (25)	15% (12)	12% (9)	6% (5)	9% (7)	26% (21)	79
Employ: Private Sector	24% (90)	16% (59)	32% (122)	12% (44)	6% (21)	11% (43)	380
Employ: Government	21% (12)	18% (10)	29% (17)	7% (4)	6% (3)	19% (11)	57
Employ: Self-Employed	19% (15)	17% (14)	24% (19)	5% (4)	11% (9)	23% (19)	80
Employ: Homemaker	24% (19)	17% (14)	29% (24)	6% (5)	6% (5)	18% (14)	80
Employ: Student	31% (29)	11% (11)	13% (12)	12% (11)	4% (3)	29% (27)	93
Employ: Retired	38% (60)	11% (17)	27% (43)	9% (15)	2% (4)	13% (20)	159
Employ: Unemployed	30% (39)	10% (13)	23% (30)	9% (12)	8% (10)	19% (25)	131
Military HH: Yes	37% (25)	14% (10)	32% (22)	7% (5)	7% (5)	3% (2)	68
Military HH: No	26% (245)	14% (131)	27% (251)	10% (92)	6% (53)	17% (161)	932
RD/WT: Right Direction	23% (49)	16% (35)	30% (65)	5% (11)	5% (11)	21% (46)	218
RD/WT: Wrong Track	28% (220)	14% (106)	26% (207)	11% (86)	6% (46)	15% (117)	782

Continued on next page

**Table MCFE41\_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
Asian Adults	27% (270)	14% (140)	27% (272)	10% (97)	6% (58)	16% (163)	1000
Trump Job Approve	26% (63)	13% (33)	29% (71)	9% (23)	4% (10)	17% (42)	241
Trump Job Disapprove	27% (192)	14% (101)	28% (197)	11% (74)	7% (47)	13% (93)	705
Trump Job Strongly Approve	23% (25)	12% (13)	33% (37)	14% (15)	4% (5)	14% (16)	112
Trump Job Somewhat Approve	29% (38)	15% (19)	26% (34)	6% (7)	4% (6)	20% (26)	130
Trump Job Somewhat Disapprove	30% (59)	18% (35)	28% (54)	9% (17)	6% (11)	10% (20)	196
Trump Job Strongly Disapprove	26% (133)	13% (66)	28% (143)	11% (57)	7% (36)	14% (73)	509
Favorable of Trump	28% (71)	13% (33)	29% (73)	9% (22)	3% (9)	19% (48)	256
Unfavorable of Trump	27% (186)	15% (101)	28% (193)	11% (73)	6% (45)	13% (89)	687
Very Favorable of Trump	21% (23)	12% (13)	33% (37)	16% (19)	6% (6)	13% (14)	113
Somewhat Favorable of Trump	33% (48)	14% (19)	25% (36)	2% (3)	2% (3)	23% (33)	142
Somewhat Unfavorable of Trump	26% (38)	19% (28)	28% (41)	11% (15)	6% (8)	11% (16)	146
Very Unfavorable of Trump	27% (148)	13% (73)	28% (152)	11% (58)	7% (36)	13% (73)	540
#1 Issue: Economy	29% (119)	15% (60)	26% (106)	11% (45)	4% (15)	14% (58)	404
#1 Issue: Security	28% (18)	15% (10)	29% (19)	3% (2)	3% (2)	22% (15)	66
#1 Issue: Health Care	22% (58)	12% (31)	32% (85)	10% (27)	8% (22)	15% (41)	264
#1 Issue: Medicare / Social Security	35% (28)	12% (10)	19% (15)	6% (4)	2% (2)	26% (21)	80
#1 Issue: Women's Issues	23% (11)	22% (11)	20% (10)	21% (11)	5% (3)	9% (4)	51
#1 Issue: Other	25% (15)	10% (6)	32% (20)	7% (5)	8% (5)	18% (11)	63
2018 House Vote: Democrat	27% (90)	14% (48)	31% (104)	11% (36)	8% (27)	9% (29)	333
2018 House Vote: Republican	31% (48)	16% (25)	33% (50)	9% (14)	5% (8)	6% (8)	152
2016 Vote: Hillary Clinton	28% (93)	13% (45)	31% (106)	10% (34)	7% (22)	11% (36)	337
2016 Vote: Donald Trump	29% (52)	16% (29)	33% (57)	9% (15)	6% (11)	7% (12)	176
2016 Vote: Didn't Vote	25% (113)	13% (60)	22% (98)	10% (46)	5% (23)	25% (114)	454
Voted in 2014: Yes	31% (129)	14% (57)	33% (135)	9% (38)	6% (27)	7% (28)	415
Voted in 2014: No	24% (141)	14% (83)	23% (137)	10% (59)	5% (31)	23% (135)	585

Continued on next page



**Table MCFE41\_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
Asian Adults	27% (270)	14% (140)	27% (272)	10% (97)	6% (58)	16% (163)	1000
2012 Vote: Barack Obama	29% (96)	13% (42)	33% (111)	10% (33)	8% (27)	8% (27)	335
2012 Vote: Mitt Romney	35% (41)	16% (19)	30% (35)	9% (11)	5% (6)	6% (7)	118
2012 Vote: Didn't Vote	24% (126)	14% (76)	23% (119)	10% (52)	5% (25)	24% (126)	525
4-Region: Northeast	30% (60)	12% (23)	25% (49)	8% (15)	9% (17)	17% (34)	199
4-Region: Midwest	27% (35)	17% (22)	30% (39)	10% (13)	4% (6)	12% (15)	128
4-Region: South	27% (62)	11% (26)	24% (55)	11% (25)	5% (12)	21% (48)	229
4-Region: West	25% (113)	16% (70)	29% (130)	10% (44)	5% (23)	15% (67)	445
Chinese	29% (98)	15% (52)	27% (91)	8% (27)	7% (23)	14% (49)	341
Filipino	24% (32)	11% (14)	32% (44)	11% (16)	3% (4)	20% (28)	138
Indian	25% (26)	12% (13)	36% (37)	12% (12)	4% (5)	11% (12)	104
Vietnamese	21% (16)	14% (11)	19% (14)	7% (6)	16% (12)	23% (17)	75
Korean	32% (29)	21% (20)	26% (24)	6% (5)	2% (2)	12% (11)	92
Japanese	27% (36)	14% (18)	33% (44)	11% (15)	4% (6)	11% (15)	135
Other Asian	27% (30)	11% (12)	16% (18)	14% (15)	5% (5)	27% (30)	112
Speaks only English at home	27% (149)	15% (85)	29% (162)	9% (51)	4% (24)	15% (86)	558
Speaks mostly English at home	26% (67)	14% (36)	26% (65)	11% (28)	6% (15)	17% (42)	253
Speaks both English and other language at home	25% (25)	15% (14)	27% (27)	9% (9)	11% (11)	12% (12)	98
Speaks mostly other language at home	31% (24)	7% (5)	21% (16)	11% (9)	8% (6)	22% (17)	77
Trump supporter	27% (61)	15% (35)	30% (69)	10% (23)	4% (8)	15% (34)	229
Biden supporter	27% (163)	14% (86)	29% (170)	11% (68)	7% (44)	11% (64)	595
Sports fans	27% (180)	15% (101)	29% (197)	10% (70)	6% (39)	14% (92)	679
Avid sports fans	23% (44)	19% (36)	33% (63)	12% (23)	6% (12)	6% (12)	190
Sports fans, Age: 18-34	23% (43)	18% (34)	25% (46)	12% (22)	10% (19)	12% (23)	187
Sports fans, Age: 35-44	27% (41)	16% (24)	16% (24)	15% (23)	7% (11)	18% (28)	150
Sports fans, Age: 45-64	24% (57)	14% (32)	39% (93)	7% (17)	3% (8)	12% (28)	236
Sports fans, Age: 65+	37% (40)	10% (11)	32% (34)	7% (8)	2% (2)	12% (13)	107
Movie studios should diversify teams	30% (213)	14% (103)	30% (212)	11% (81)	6% (46)	8% (58)	713

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**Table MCFE41\_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
Asian Adults	27% (270)	14% (140)	27% (272)	10% (97)	6% (58)	16% (163)	1000
Movie studios should diversify stories	29% (181)	15% (96)	28% (178)	12% (77)	7% (47)	9% (56)	635
Concerned about Covid	27% (245)	14% (131)	28% (256)	9% (85)	6% (51)	16% (144)	913
No experience with Covid	25% (131)	13% (65)	28% (143)	7% (38)	5% (28)	22% (113)	518
Health care major factor for election	28% (201)	12% (87)	29% (207)	10% (74)	6% (43)	14% (96)	708
Social media users	28% (262)	14% (129)	27% (252)	10% (96)	6% (58)	16% (154)	951
WhatsApp users	28% (99)	15% (52)	30% (107)	10% (35)	6% (20)	11% (38)	352
WeChat users	29% (49)	15% (26)	26% (44)	7% (12)	9% (16)	15% (25)	173
Social media news source at least once a week	28% (181)	14% (95)	25% (166)	12% (76)	7% (44)	15% (95)	657

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

**Table MCFEdem1: I would describe my background as primarily...**

Demographic	Chinese	Filipino	Indian	Vietnamese	Korean	Japanese	Other Asian	Something else	Total N
Asian Adults	34% (341)	14% (138)	10% (104)	8% (75)	9% (92)	13% (135)	11% (112)	— (4)	1000
Gender: Male	33% (154)	10% (45)	12% (57)	9% (45)	9% (43)	15% (70)	11% (54)	— (2)	470
Gender: Female	35% (187)	18% (93)	9% (47)	6% (31)	9% (49)	12% (65)	11% (58)	— (1)	530
Age: 18-34	22% (72)	19% (60)	11% (36)	13% (43)	10% (31)	5% (17)	19% (60)	1% (2)	320
Age: 35-44	33% (61)	14% (27)	14% (25)	5% (9)	14% (27)	7% (12)	13% (25)	1% (1)	186
Age: 45-64	39% (132)	13% (43)	11% (35)	6% (19)	10% (32)	16% (55)	5% (18)	— (1)	335
Age: 65+	48% (76)	5% (9)	5% (8)	3% (5)	1% (2)	31% (50)	6% (9)	— (0)	158
GenZers: 1997-2012	24% (34)	23% (32)	10% (14)	15% (21)	10% (14)	7% (10)	12% (17)	— (1)	142
Millennials: 1981-1996	24% (70)	15% (42)	14% (39)	10% (29)	12% (36)	4% (12)	20% (56)	1% (2)	286
GenXers: 1965-1980	35% (101)	17% (49)	10% (30)	6% (17)	11% (33)	13% (37)	8% (23)	— (1)	289
Baby Boomers: 1946-1964	51% (130)	6% (15)	8% (19)	3% (8)	4% (9)	24% (61)	4% (11)	— (0)	255
PID: Dem (no lean)	33% (133)	10% (41)	15% (59)	5% (20)	12% (49)	15% (59)	10% (39)	1% (2)	402
PID: Ind (no lean)	37% (136)	12% (45)	8% (30)	8% (31)	5% (19)	12% (45)	17% (62)	— (1)	368
PID: Rep (no lean)	31% (72)	23% (52)	7% (16)	11% (24)	10% (24)	13% (30)	5% (12)	— (0)	230
PID/Gender: Dem Men	30% (50)	8% (14)	14% (23)	7% (12)	14% (24)	15% (25)	10% (17)	1% (2)	167
PID/Gender: Dem Women	35% (83)	12% (27)	15% (36)	3% (8)	11% (25)	14% (34)	9% (22)	— (1)	235
PID/Gender: Ind Men	35% (61)	10% (17)	13% (23)	7% (12)	3% (6)	16% (27)	16% (29)	— (1)	176
PID/Gender: Ind Women	39% (74)	15% (28)	4% (7)	10% (19)	7% (13)	9% (18)	17% (33)	— (1)	193
PID/Gender: Rep Men	33% (42)	11% (14)	9% (12)	16% (21)	11% (14)	14% (17)	6% (8)	— (0)	128
PID/Gender: Rep Women	29% (30)	37% (38)	4% (4)	4% (4)	10% (10)	13% (13)	4% (4)	— (0)	102
Ideo: Liberal (1-3)	33% (100)	12% (37)	12% (37)	7% (20)	12% (36)	13% (39)	11% (34)	— (1)	304
Ideo: Moderate (4)	35% (132)	13% (50)	12% (46)	6% (22)	8% (30)	12% (46)	11% (43)	1% (2)	372
Ideo: Conservative (5-7)	37% (88)	15% (37)	7% (18)	7% (18)	8% (20)	18% (44)	7% (16)	— (1)	241
Educ: < College	26% (110)	19% (79)	5% (22)	11% (46)	10% (41)	13% (56)	16% (66)	— (1)	420
Educ: Bachelors degree	38% (126)	15% (48)	8% (27)	6% (19)	10% (32)	15% (48)	8% (28)	1% (2)	330
Educ: Post-grad	42% (105)	4% (11)	22% (55)	4% (10)	7% (18)	12% (30)	7% (18)	— (1)	250
Income: Under 50k	29% (119)	19% (79)	6% (25)	10% (43)	9% (37)	11% (45)	15% (63)	— (1)	412
Income: 50k-100k	32% (98)	13% (38)	11% (35)	8% (24)	11% (32)	14% (42)	11% (33)	— (1)	303
Income: 100k+	44% (124)	8% (21)	15% (44)	3% (9)	8% (22)	17% (47)	6% (16)	— (1)	284
Ethnicity: Other	34% (341)	14% (138)	10% (104)	8% (75)	9% (92)	13% (135)	11% (112)	— (4)	1000

Continued on next page

**Table MCFEdem1:** *I would describe my background as primarily...*

Demographic	Chinese	Filipino	Indian	Vietnamese	Korean	Japanese	Other Asian	Something else	Total N
Asian Adults	34% (341)	14% (138)	10% (104)	8% (75)	9% (92)	13% (135)	11% (112)	— (4)	1000
All Christian	36% (116)	28% (90)	3% (10)	7% (22)	10% (32)	10% (31)	5% (16)	— (1)	317
All Non-Christian	21% (50)	— (1)	31% (75)	9% (21)	2% (6)	12% (28)	24% (57)	1% (1)	239
Atheist	49% (33)	4% (3)	3% (2)	12% (8)	19% (13)	5% (3)	8% (5)	— (0)	67
Agnostic/Nothing in particular	42% (121)	11% (33)	3% (9)	6% (17)	10% (29)	19% (56)	8% (22)	1% (2)	288
Something Else	23% (21)	14% (12)	9% (9)	8% (7)	14% (12)	18% (16)	13% (12)	— (0)	90
Religious Non-Protestant/Catholic	21% (52)	1% (2)	31% (75)	8% (21)	2% (6)	12% (30)	24% (57)	1% (1)	244
Evangelical	39% (58)	14% (21)	3% (4)	5% (7)	12% (18)	17% (25)	10% (15)	— (0)	148
Non-Evangelical	30% (76)	32% (80)	5% (13)	9% (22)	11% (27)	8% (20)	5% (13)	— (1)	252
Community: Urban	37% (121)	13% (43)	9% (31)	8% (26)	8% (27)	12% (39)	13% (41)	— (1)	329
Community: Suburban	33% (193)	14% (85)	12% (70)	7% (43)	10% (58)	14% (85)	9% (55)	— (3)	591
Community: Rural	34% (27)	12% (10)	3% (3)	9% (7)	9% (7)	14% (11)	20% (15)	— (0)	79
Employ: Private Sector	37% (141)	9% (34)	14% (54)	7% (27)	11% (43)	10% (37)	12% (45)	— (0)	380
Employ: Government	35% (20)	27% (15)	3% (2)	5% (3)	6% (3)	10% (6)	12% (7)	1% (1)	57
Employ: Self-Employed	23% (18)	13% (10)	11% (9)	11% (9)	15% (12)	14% (11)	14% (11)	1% (1)	80
Employ: Homemaker	24% (19)	33% (27)	14% (11)	3% (3)	7% (5)	12% (10)	7% (6)	— (0)	80
Employ: Student	26% (24)	15% (14)	9% (8)	22% (21)	10% (9)	5% (5)	12% (12)	1% (1)	93
Employ: Retired	46% (73)	7% (11)	4% (7)	3% (5)	2% (3)	32% (52)	5% (8)	— (0)	159
Employ: Unemployed	31% (41)	18% (24)	9% (11)	6% (8)	12% (15)	8% (10)	15% (20)	1% (2)	131
Military HH: Yes	29% (19)	28% (19)	4% (3)	3% (2)	17% (11)	12% (9)	8% (6)	— (0)	68
Military HH: No	34% (321)	13% (119)	11% (101)	8% (73)	9% (80)	14% (126)	11% (106)	— (4)	932
RD/WT: Right Direction	27% (58)	26% (56)	8% (18)	9% (20)	8% (17)	9% (21)	13% (29)	— (0)	218
RD/WT: Wrong Track	36% (283)	10% (82)	11% (86)	7% (55)	10% (75)	15% (114)	11% (83)	— (4)	782
Trump Job Approve	28% (67)	20% (49)	9% (22)	12% (29)	7% (16)	12% (30)	12% (29)	— (0)	241
Trump Job Disapprove	37% (259)	11% (74)	11% (79)	6% (45)	11% (75)	13% (95)	10% (73)	1% (4)	705
Trump Job Strongly Approve	24% (27)	33% (37)	8% (9)	10% (12)	5% (5)	9% (10)	10% (11)	— (0)	112
Trump Job Somewhat Approve	31% (40)	9% (12)	10% (13)	13% (17)	8% (11)	15% (20)	14% (18)	— (0)	130
Trump Job Somewhat Disapprove	32% (63)	12% (24)	12% (24)	8% (16)	10% (20)	13% (26)	11% (21)	1% (1)	196
Trump Job Strongly Disapprove	39% (197)	10% (50)	11% (55)	6% (30)	11% (55)	14% (69)	10% (51)	— (2)	509
Favorable of Trump	27% (70)	23% (58)	8% (21)	11% (27)	6% (16)	14% (36)	11% (28)	— (0)	256
Unfavorable of Trump	37% (253)	10% (71)	12% (80)	6% (43)	11% (74)	13% (93)	10% (70)	— (3)	687

Continued on next page

**Table MCFEdem1:** *I would describe my background as primarily...*

Demographic	Chinese	Filipino	Indian	Vietnamese	Korean	Japanese	Other Asian	Something else	Total N
Asian Adults	34% (341)	14% (138)	10% (104)	8% (75)	9% (92)	13% (135)	11% (112)	— (4)	1000
Very Favorable of Trump	26% (29)	32% (37)	6% (7)	13% (14)	4% (4)	6% (7)	13% (15)	— (0)	113
Somewhat Favorable of Trump	29% (41)	15% (21)	10% (14)	9% (13)	9% (12)	21% (29)	9% (13)	— (0)	142
Somewhat Unfavorable of Trump	32% (46)	12% (17)	13% (20)	5% (8)	11% (16)	13% (20)	13% (19)	— (0)	146
Very Unfavorable of Trump	38% (207)	10% (54)	11% (61)	7% (35)	11% (58)	14% (73)	9% (51)	1% (3)	540
#1 Issue: Economy	32% (128)	13% (50)	13% (52)	9% (36)	10% (41)	12% (48)	12% (47)	— (1)	404
#1 Issue: Security	32% (21)	23% (15)	11% (8)	1% (1)	14% (9)	11% (7)	8% (6)	— (0)	66
#1 Issue: Health Care	38% (99)	12% (31)	8% (21)	7% (18)	9% (24)	14% (38)	12% (32)	— (1)	264
#1 Issue: Medicare / Social Security	44% (35)	11% (9)	7% (5)	1% (1)	1% (1)	27% (21)	9% (7)	— (0)	80
#1 Issue: Women's Issues	29% (15)	23% (12)	10% (5)	11% (6)	16% (8)	8% (4)	1% (1)	— (0)	51
#1 Issue: Other	37% (23)	21% (14)	6% (4)	7% (4)	2% (1)	15% (9)	12% (8)	— (0)	63
2018 House Vote: Democrat	39% (131)	8% (27)	12% (39)	5% (16)	10% (33)	17% (55)	9% (30)	1% (3)	333
2018 House Vote: Republican	42% (63)	18% (27)	7% (10)	7% (10)	7% (10)	15% (22)	6% (9)	— (0)	152
2016 Vote: Hillary Clinton	40% (136)	10% (32)	11% (38)	5% (17)	11% (36)	14% (48)	8% (27)	1% (3)	337
2016 Vote: Donald Trump	41% (72)	17% (30)	7% (11)	6% (11)	6% (11)	18% (31)	5% (8)	— (0)	176
2016 Vote: Didn't Vote	27% (121)	16% (72)	12% (55)	10% (46)	9% (41)	10% (45)	16% (74)	— (1)	454
Voted in 2014: Yes	41% (172)	11% (46)	8% (35)	5% (22)	8% (34)	18% (74)	7% (29)	1% (3)	415
Voted in 2014: No	29% (169)	16% (93)	12% (69)	9% (54)	10% (57)	10% (61)	14% (83)	— (1)	585
2012 Vote: Barack Obama	40% (135)	9% (30)	12% (39)	5% (16)	9% (30)	17% (58)	7% (24)	1% (3)	335
2012 Vote: Mitt Romney	46% (54)	15% (18)	2% (3)	7% (8)	7% (8)	17% (21)	6% (7)	— (0)	118
2012 Vote: Didn't Vote	28% (146)	17% (87)	12% (62)	10% (52)	10% (51)	9% (47)	15% (80)	— (1)	525
4-Region: Northeast	40% (80)	7% (13)	15% (29)	7% (14)	10% (19)	4% (8)	16% (32)	1% (2)	199
4-Region: Midwest	31% (39)	9% (11)	14% (18)	10% (12)	12% (15)	8% (10)	17% (22)	— (0)	128
4-Region: South	27% (62)	22% (51)	13% (30)	12% (28)	8% (18)	3% (7)	14% (32)	— (1)	229
4-Region: West	36% (160)	14% (62)	6% (27)	5% (21)	9% (40)	24% (109)	6% (26)	— (1)	445
Chinese	100% (341)	— (0)	— (0)	— (0)	— (0)	— (0)	— (0)	— (0)	341
Filipino	— (0)	100% (138)	— (0)	— (0)	— (0)	— (0)	— (0)	— (0)	138
Indian	— (0)	— (0)	100% (104)	— (0)	— (0)	— (0)	— (0)	— (0)	104
Vietnamese	— (0)	— (0)	— (0)	100% (75)	— (0)	— (0)	— (0)	— (0)	75
Korean	— (0)	— (0)	— (0)	— (0)	100% (92)	— (0)	— (0)	— (0)	92
Japanese	— (0)	— (0)	— (0)	— (0)	— (0)	100% (135)	— (0)	— (0)	135
Other Asian	— (0)	— (0)	— (0)	— (0)	— (0)	— (0)	100% (112)	— (0)	112

Continued on next page

**Table MCFEdem1:** *I would describe my background as primarily...*

Demographic	Chinese	Filipino	Indian	Vietnamese	Korean	Japanese	Other Asian	Something else	Total N
Asian Adults	34% (341)	14% (138)	10% (104)	8% (75)	9% (92)	13% (135)	11% (112)	— (4)	1000
Speaks only English at home	32% (178)	14% (80)	8% (47)	5% (30)	10% (56)	19% (108)	10% (57)	— (2)	558
Speaks mostly English at home	34% (86)	15% (38)	14% (35)	11% (27)	8% (20)	7% (19)	10% (26)	— (1)	253
Speaks both English and other language at home	34% (34)	13% (13)	17% (17)	9% (9)	3% (3)	5% (5)	17% (17)	1% (1)	98
Speaks mostly other language at home	52% (40)	9% (7)	8% (6)	8% (6)	15% (11)	1% (1)	7% (6)	— (0)	77
Trump supporter	29% (68)	22% (51)	7% (15)	11% (25)	7% (17)	14% (32)	9% (22)	— (0)	229
Biden supporter	37% (219)	10% (61)	13% (76)	6% (34)	11% (64)	13% (75)	11% (63)	— (3)	595
Sports fans	34% (232)	11% (78)	12% (79)	8% (56)	10% (70)	15% (101)	9% (62)	— (2)	679
Avid sports fans	27% (50)	9% (16)	17% (33)	9% (17)	14% (26)	13% (25)	11% (21)	— (1)	190
Sports fans, Age: 18-34	26% (49)	12% (22)	16% (30)	16% (29)	9% (18)	5% (10)	15% (28)	1% (2)	187
Sports fans, Age: 35-44	35% (52)	14% (20)	12% (18)	5% (8)	16% (23)	7% (10)	12% (18)	— (0)	150
Sports fans, Age: 45-64	36% (84)	13% (30)	10% (24)	6% (14)	12% (28)	20% (48)	3% (8)	— (0)	236
Sports fans, Age: 65+	44% (47)	5% (6)	6% (7)	5% (5)	1% (1)	31% (34)	7% (8)	— (0)	107
Movie studios should diversify teams	35% (253)	14% (100)	12% (87)	7% (47)	10% (71)	12% (84)	10% (70)	— (2)	713
Movie studios should diversify stories	32% (205)	14% (91)	13% (83)	8% (49)	10% (66)	11% (68)	11% (69)	— (2)	635
Concerned about Covid	35% (324)	13% (121)	11% (100)	7% (65)	9% (84)	13% (121)	10% (95)	— (4)	913
No experience with Covid	37% (194)	13% (69)	8% (41)	7% (35)	9% (48)	14% (73)	11% (58)	— (1)	518
Health care major factor for election	35% (245)	13% (92)	11% (77)	7% (50)	9% (61)	13% (91)	12% (88)	— (2)	708
Social media users	34% (325)	14% (136)	11% (103)	8% (72)	10% (91)	12% (109)	12% (110)	— (4)	951
WhatsApp users	37% (128)	11% (38)	26% (92)	5% (16)	4% (13)	4% (13)	14% (49)	1% (2)	352
WeChat users	74% (128)	4% (6)	3% (4)	3% (5)	3% (4)	5% (8)	10% (17)	— (0)	173
Social media news source at least once a week	31% (206)	15% (98)	12% (80)	9% (62)	10% (62)	9% (59)	13% (86)	— (3)	657

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

**Table MCFEdem2:** *Thinking about the language you speak at home, would you say you speak...?*

Demographic	Only English		Mostly English, some other language		Both English and some other language equally		Mostly other language, some English		Only other language		Total N
Asian Adults	56%	(558)	25%	(253)	10%	(98)	8%	(77)	1%	(15)	1000
Gender: Male	57%	(269)	24%	(113)	10%	(49)	6%	(29)	2%	(11)	470
Gender: Female	55%	(289)	26%	(140)	9%	(49)	9%	(48)	1%	(4)	530
Age: 18-34	47%	(152)	33%	(105)	12%	(38)	8%	(25)	—	(1)	320
Age: 35-44	61%	(113)	24%	(45)	10%	(18)	5%	(8)	1%	(1)	186
Age: 45-64	58%	(196)	21%	(69)	9%	(30)	10%	(33)	2%	(8)	335
Age: 65+	61%	(97)	21%	(33)	8%	(13)	7%	(10)	3%	(5)	158
GenZers: 1997-2012	44%	(62)	33%	(47)	11%	(16)	12%	(17)	—	(1)	142
Millennials: 1981-1996	54%	(156)	28%	(80)	12%	(34)	5%	(15)	—	(1)	286
GenXers: 1965-1980	58%	(167)	23%	(67)	8%	(23)	9%	(25)	3%	(8)	289
Baby Boomers: 1946-1964	62%	(159)	20%	(51)	9%	(23)	8%	(20)	1%	(2)	255
PID: Dem (no lean)	56%	(223)	27%	(109)	10%	(41)	6%	(25)	1%	(4)	402
PID: Ind (no lean)	49%	(180)	26%	(97)	13%	(48)	9%	(33)	3%	(11)	368
PID: Rep (no lean)	67%	(155)	20%	(47)	4%	(9)	8%	(19)	—	(0)	230
PID/Gender: Dem Men	65%	(108)	22%	(37)	8%	(14)	4%	(6)	1%	(2)	167
PID/Gender: Dem Women	49%	(116)	30%	(71)	12%	(28)	8%	(19)	1%	(2)	235
PID/Gender: Ind Men	46%	(82)	25%	(44)	17%	(30)	7%	(12)	5%	(8)	176
PID/Gender: Ind Women	51%	(98)	27%	(53)	9%	(18)	11%	(21)	1%	(2)	193
PID/Gender: Rep Men	62%	(80)	24%	(31)	4%	(6)	9%	(12)	—	(0)	128
PID/Gender: Rep Women	74%	(75)	15%	(16)	3%	(3)	8%	(8)	—	(0)	102
Ideo: Liberal (1-3)	57%	(173)	29%	(87)	9%	(29)	4%	(12)	1%	(3)	304
Ideo: Moderate (4)	51%	(191)	27%	(99)	11%	(42)	9%	(32)	2%	(9)	372
Ideo: Conservative (5-7)	67%	(161)	17%	(42)	8%	(19)	7%	(17)	1%	(2)	241
Educ: < College	57%	(238)	24%	(102)	8%	(33)	9%	(40)	1%	(6)	420
Educ: Bachelors degree	57%	(187)	26%	(87)	10%	(32)	6%	(20)	1%	(4)	330
Educ: Post-grad	53%	(132)	25%	(64)	13%	(32)	7%	(17)	2%	(5)	250
Income: Under 50k	54%	(222)	26%	(109)	8%	(34)	10%	(39)	2%	(7)	412
Income: 50k-100k	56%	(169)	25%	(75)	12%	(38)	7%	(20)	1%	(2)	303
Income: 100k+	59%	(167)	24%	(68)	9%	(26)	6%	(17)	2%	(6)	284
Ethnicity: Other	56%	(558)	25%	(253)	10%	(98)	8%	(77)	1%	(15)	1000

Continued on next page

**Table MCFEdem2:** *Thinking about the language you speak at home, would you say you speak...?*

Demographic			Mostly English, some other language		Both English and some other language equally		Mostly other language, some English		Only other language		Total N
Asian Adults	56%	(558)	25%	(253)	10%	(98)	8%	(77)	1%	(15)	1000
All Christian	60%	(191)	24%	(75)	10%	(33)	4%	(14)	1%	(5)	317
All Non-Christian	37%	(88)	31%	(74)	17%	(40)	13%	(30)	3%	(6)	239
Atheist	60%	(40)	20%	(13)	6%	(4)	14%	(9)	1%	(1)	67
Agnostic/Nothing in particular	61%	(176)	26%	(74)	6%	(18)	6%	(17)	1%	(2)	288
Something Else	69%	(62)	19%	(17)	4%	(3)	7%	(6)	1%	(1)	90
Religious Non-Protestant/Catholic	38%	(92)	31%	(75)	16%	(40)	12%	(30)	2%	(6)	244
Evangelical	61%	(91)	23%	(33)	7%	(10)	6%	(9)	4%	(5)	148
Non-Evangelical	63%	(158)	23%	(57)	10%	(25)	5%	(12)	—	(0)	252
Community: Urban	49%	(160)	28%	(94)	12%	(39)	10%	(33)	1%	(4)	329
Community: Suburban	57%	(339)	25%	(145)	9%	(54)	7%	(43)	2%	(10)	591
Community: Rural	75%	(59)	18%	(14)	7%	(5)	1%	(1)	—	(0)	79
Employ: Private Sector	53%	(201)	30%	(113)	8%	(31)	8%	(29)	2%	(7)	380
Employ: Government	64%	(37)	19%	(11)	14%	(8)	3%	(2)	—	(0)	57
Employ: Self-Employed	52%	(42)	29%	(23)	12%	(10)	7%	(6)	—	(0)	80
Employ: Homemaker	56%	(45)	25%	(20)	10%	(8)	9%	(8)	—	(0)	80
Employ: Student	33%	(31)	34%	(32)	16%	(15)	15%	(14)	1%	(1)	93
Employ: Retired	68%	(109)	15%	(24)	6%	(10)	8%	(12)	3%	(5)	159
Employ: Unemployed	65%	(85)	20%	(27)	9%	(12)	5%	(6)	1%	(1)	131
Military HH: Yes	71%	(48)	13%	(9)	9%	(6)	7%	(5)	—	(0)	68
Military HH: No	55%	(509)	26%	(244)	10%	(92)	8%	(72)	2%	(15)	932
RD/WT: Right Direction	62%	(134)	22%	(47)	9%	(20)	6%	(12)	2%	(4)	218
RD/WT: Wrong Track	54%	(424)	26%	(205)	10%	(78)	8%	(65)	1%	(10)	782
Trump Job Approve	62%	(150)	22%	(54)	8%	(18)	6%	(14)	2%	(4)	241
Trump Job Disapprove	54%	(381)	26%	(181)	11%	(75)	8%	(58)	1%	(10)	705
Trump Job Strongly Approve	66%	(74)	23%	(25)	8%	(9)	3%	(4)	—	(0)	112
Trump Job Somewhat Approve	59%	(77)	22%	(29)	7%	(9)	8%	(11)	3%	(4)	130
Trump Job Somewhat Disapprove	51%	(101)	27%	(53)	11%	(21)	9%	(17)	2%	(4)	196
Trump Job Strongly Disapprove	55%	(280)	25%	(128)	11%	(54)	8%	(41)	1%	(6)	509

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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 other language		Both English and some other language equally		Mostly other language, some English		Only other language		Total N
Asian Adults	56%	(558)	25%	(253)	10%	(98)	8%	(77)	1%	(15)	1000
Favorable of Trump	61%	(155)	23%	(58)	6%	(14)	9%	(22)	2%	(6)	256
Unfavorable of Trump	55%	(375)	26%	(177)	11%	(76)	7%	(50)	1%	(8)	687
Very Favorable of Trump	64%	(73)	24%	(27)	5%	(6)	7%	(8)	—	(0)	113
Somewhat Favorable of Trump	58%	(83)	22%	(31)	6%	(8)	10%	(14)	4%	(6)	142
Somewhat Unfavorable of Trump	60%	(87)	22%	(32)	11%	(16)	6%	(9)	2%	(2)	146
Very Unfavorable of Trump	53%	(288)	27%	(146)	11%	(60)	8%	(41)	1%	(6)	540
#1 Issue: Economy	62%	(248)	24%	(97)	8%	(32)	6%	(22)	1%	(4)	404
#1 Issue: Security	55%	(36)	25%	(17)	10%	(7)	10%	(7)	—	(0)	66
#1 Issue: Health Care	54%	(142)	22%	(59)	13%	(34)	9%	(25)	2%	(5)	264
#1 Issue: Medicare / Social Security	58%	(46)	19%	(15)	10%	(8)	7%	(6)	6%	(5)	80
#1 Issue: Women's Issues	29%	(15)	59%	(30)	2%	(1)	9%	(4)	1%	(1)	51
#1 Issue: Other	52%	(33)	21%	(13)	16%	(10)	11%	(7)	—	(0)	63
2018 House Vote: Democrat	61%	(203)	24%	(79)	10%	(35)	4%	(14)	1%	(3)	333
2018 House Vote: Republican	74%	(113)	17%	(27)	6%	(10)	2%	(3)	—	(0)	152
2016 Vote: Hillary Clinton	62%	(210)	23%	(78)	10%	(33)	3%	(11)	1%	(4)	337
2016 Vote: Donald Trump	68%	(120)	22%	(38)	5%	(9)	5%	(8)	—	(1)	176
2016 Vote: Didn't Vote	45%	(206)	29%	(129)	12%	(55)	12%	(54)	2%	(10)	454
Voted in 2014: Yes	68%	(281)	21%	(86)	7%	(30)	3%	(14)	1%	(3)	415
Voted in 2014: No	47%	(277)	29%	(167)	12%	(68)	11%	(63)	2%	(11)	585
2012 Vote: Barack Obama	62%	(207)	23%	(78)	10%	(34)	4%	(12)	1%	(5)	335
2012 Vote: Mitt Romney	77%	(91)	15%	(18)	5%	(5)	4%	(4)	—	(0)	118
2012 Vote: Didn't Vote	46%	(243)	29%	(155)	11%	(58)	11%	(59)	2%	(10)	525
4-Region: Northeast	45%	(90)	31%	(61)	14%	(28)	8%	(16)	2%	(4)	199
4-Region: Midwest	59%	(75)	20%	(25)	12%	(15)	10%	(13)	—	(0)	128
4-Region: South	53%	(121)	26%	(59)	11%	(26)	9%	(22)	1%	(2)	229
4-Region: West	61%	(272)	24%	(107)	7%	(30)	6%	(27)	2%	(9)	445

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**Table MCFEdem2: Thinking about the language you speak at home, would you say you speak...?**

Demographic			Mostly English, some other language		Both English and some other language equally		Mostly other language, some English		Only other language		Total N
Asian Adults	56%	(558)	25%	(253)	10%	(98)	8%	(77)	1%	(15)	1000
Chinese	52%	(178)	25%	(86)	10%	(34)	12%	(40)	1%	(3)	341
Filipino	58%	(80)	28%	(38)	9%	(13)	5%	(7)	—	(0)	138
Indian	45%	(47)	33%	(35)	16%	(17)	6%	(6)	—	(0)	104
Vietnamese	40%	(30)	36%	(27)	12%	(9)	9%	(6)	3%	(2)	75
Korean	62%	(56)	22%	(20)	3%	(3)	12%	(11)	1%	(1)	92
Japanese	80%	(108)	14%	(19)	4%	(5)	—	(1)	2%	(2)	135
Other Asian	51%	(57)	24%	(26)	15%	(17)	5%	(6)	5%	(6)	112
Speaks only English at home	100%	(558)	—	(0)	—	(0)	—	(0)	—	(0)	558
Speaks mostly English at home	—	(0)	100%	(253)	—	(0)	—	(0)	—	(0)	253
Speaks both English and other language at home	—	(0)	—	(0)	100%	(98)	—	(0)	—	(0)	98
Speaks mostly other language at home	—	(0)	—	(0)	—	(0)	100%	(77)	—	(0)	77
Trump supporter	61%	(141)	25%	(56)	5%	(12)	7%	(15)	2%	(5)	229
Biden supporter	55%	(327)	26%	(153)	12%	(69)	7%	(41)	1%	(6)	595
Sports fans	58%	(393)	25%	(170)	10%	(68)	6%	(38)	2%	(10)	679
Avid sports fans	59%	(112)	26%	(49)	12%	(23)	2%	(5)	—	(1)	190
Sports fans, Age: 18-34	44%	(82)	35%	(65)	13%	(24)	8%	(15)	—	(1)	187
Sports fans, Age: 35-44	62%	(93)	26%	(39)	9%	(14)	2%	(4)	—	(1)	150
Sports fans, Age: 45-64	65%	(153)	17%	(41)	9%	(21)	7%	(16)	2%	(4)	236
Sports fans, Age: 65+	61%	(65)	24%	(25)	8%	(9)	3%	(3)	5%	(5)	107
Movie studios should diversify teams	55%	(395)	27%	(191)	10%	(73)	7%	(50)	1%	(4)	713
Movie studios should diversify stories	54%	(342)	27%	(172)	11%	(71)	7%	(47)	—	(2)	635
Concerned about Covid	54%	(494)	26%	(235)	10%	(94)	8%	(76)	1%	(14)	913
No experience with Covid	59%	(305)	22%	(112)	9%	(48)	8%	(42)	2%	(11)	518
Health care major factor for election	56%	(394)	26%	(181)	11%	(75)	7%	(47)	2%	(11)	708
Social media users	54%	(515)	26%	(248)	10%	(97)	8%	(77)	1%	(14)	951
WhatsApp users	44%	(156)	32%	(112)	16%	(55)	7%	(24)	1%	(5)	352
WeChat users	37%	(64)	26%	(45)	16%	(28)	19%	(32)	2%	(3)	173
Social media news source at least once a week	50%	(330)	29%	(189)	11%	(74)	8%	(53)	2%	(11)	657

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

## Respondent Demographics Summary

### Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemAll	Asian Adults	1000	100%
xdemGender	Gender: Male	470	47%
	Gender: Female	530	53%
	N	1000	
age	Age: 18-34	320	32%
	Age: 35-44	186	19%
	Age: 45-64	335	34%
	Age: 65+	158	16%
	N	1000	
demAgeGeneration	GenZers: 1997-2012	142	14%
	Millennials: 1981-1996	286	29%
	GenXers: 1965-1980	289	29%
	Baby Boomers: 1946-1964	255	25%
	N	972	
xpid3	PID: Dem (no lean)	402	40%
	PID: Ind (no lean)	368	37%
	PID: Rep (no lean)	230	23%
	N	1000	
xpidGender	PID/Gender: Dem Men	167	17%
	PID/Gender: Dem Women	235	24%
	PID/Gender: Ind Men	176	18%
	PID/Gender: Ind Women	193	19%
	PID/Gender: Rep Men	128	13%
	PID/Gender: Rep Women	102	10%
	N	1000	
xdemIdeo3	Ideo: Liberal (1-3)	304	30%
	Ideo: Moderate (4)	372	37%
	Ideo: Conservative (5-7)	241	24%
	N	918	
xeduc3	Educ: < College	420	42%
	Educ: Bachelors degree	330	33%
	Educ: Post-grad	250	25%
	N	1000	

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## Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemInc3	Income: Under 50k	412	41%
	Income: 50k-100k	303	30%
	Income: 100k+	284	28%
	N	1000	
xdemHispBin	Ethnicity: Hispanic	15	1%
demRaceOther	Ethnicity: Other	1000	100%
xdemReligion	All Christian	317	32%
	All Non-Christian	239	24%
	Atheist	67	7%
	Agnostic/Nothing in particular	288	29%
	Something Else	90	9%
	N	1000	
xdemReligOther	Religious Non-Protestant/Catholic	244	24%
xdemEvang	Evangelical	148	15%
	Non-Evangelical	252	25%
	N	400	
xdemUsr	Community: Urban	329	33%
	Community: Suburban	591	59%
	Community: Rural	79	8%
	N	1000	
xdemEmploy	Employ: Private Sector	380	38%
	Employ: Government	57	6%
	Employ: Self-Employed	80	8%
	Employ: Homemaker	80	8%
	Employ: Student	93	9%
	Employ: Retired	159	16%
	Employ: Unemployed	131	13%
	Employ: Other	20	2%
	N	1000	
xdemMilHH1	Military HH: Yes	68	7%
	Military HH: No	932	93%
	N	1000	
xnr1	RD/WT: Right Direction	218	22%
	RD/WT: Wrong Track	782	78%
	N	1000	

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### Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
Trump_Approve	Trump Job Approve	241	24%
	Trump Job Disapprove	705	70%
	N	946	
Trump_Approve2	Trump Job Strongly Approve	112	11%
	Trump Job Somewhat Approve	130	13%
	Trump Job Somewhat Disapprove	196	20%
	Trump Job Strongly Disapprove	509	51%
	N	946	
Trump_Fav	Favorable of Trump	256	26%
	Unfavorable of Trump	687	69%
	N	942	
Trump_Fav_FULL	Very Favorable of Trump	113	11%
	Somewhat Favorable of Trump	142	14%
	Somewhat Unfavorable of Trump	146	15%
	Very Unfavorable of Trump	540	54%
	N	942	
xnr3	#1 Issue: Economy	404	40%
	#1 Issue: Security	66	7%
	#1 Issue: Health Care	264	26%
	#1 Issue: Medicare / Social Security	80	8%
	#1 Issue: Women's Issues	51	5%
	#1 Issue: Education	42	4%
	#1 Issue: Energy	30	3%
	#1 Issue: Other	63	6%
	N	1000	
xsubVote18O	2018 House Vote: Democrat	333	33%
	2018 House Vote: Republican	152	15%
	2018 House Vote: Someone else	14	1%
	N	499	
xsubVote16O	2016 Vote: Hillary Clinton	337	34%
	2016 Vote: Donald Trump	176	18%
	2016 Vote: Other	32	3%
	2016 Vote: Didn't Vote	454	45%
	N	998	
xsubVote14O	Voted in 2014: Yes	415	41%
	Voted in 2014: No	585	59%
	N	1000	

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## Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xsubVote12O	2012 Vote: Barack Obama	335	34%
	2012 Vote: Mitt Romney	118	12%
	2012 Vote: Other	17	2%
	2012 Vote: Didn't Vote	525	52%
	N	996	
xreg4	4-Region: Northeast	199	20%
	4-Region: Midwest	128	13%
	4-Region: South	229	23%
	4-Region: West	445	45%
	N	1000	
MCFExdem1	Chinese	341	34%
	Filipino	138	14%
	Indian	104	10%
	Vietnamese	75	8%
	Korean	92	9%
	Japanese	135	13%
	Other Asian	112	11%
	N	996	
MCFExdem2	Speaks only English at home	558	56%
	Speaks mostly English at home	253	25%
	Speaks both English and other language at home	98	10%
	Speaks mostly other language at home	77	8%
	Speaks only other language at home	15	1%
	N	1000	
MCFExdem3	Trump supporter	229	23%
	Biden supporter	595	60%
	N	825	
MCFExdem4	Sports fans	679	68%
MCFExdem5	Avid sports fans	190	19%
MCFExdem6	Sports fans, Age: 18-34	187	19%
	Sports fans, Age: 35-44	150	15%
	Sports fans, Age: 45-64	236	24%
	Sports fans, Age: 65+	107	11%
	N	679	
MCFExdem7	Movie studios should diversify teams	713	71%
MCFExdem8	Movie studios should diversify stories	635	63%
MCFExdem9	Concerned about Covid	913	91%

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### Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
MCFExdem10	Covid survivor	16	2%
MCFExdem11	No experience with Covid	518	52%
MCFExdem12	Health care major factor for election	708	71%
MCFExdem13	Social media users	951	95%
MCFExdem14	WhatsApp users	352	35%
MCFExdem15	WeChat users	173	17%
MCFExdem16	Social media news source at least once a week	657	66%

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

