



National Tracking Poll #210156  
January 15-18, 2021

*Crosstabulation Results*

*Methodology:*

This poll was conducted between January 15-January 18, 2021 among a national sample of 2200 Adults. The interviews were conducted online and the data were weighted to approximate a target sample of Adults based on gender, educational attainment, age, race, and region. Results from the full survey have a margin of error of plus or minus 2 percentage points.

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## Crosstabulation Results by Respondent Demographics

**Table MCBR1\_1:** Do you think it is appropriate or inappropriate for the following types of brands to make public statements on social media about political division?

Airlines

Demographic	Very appropriate		Somewhat appropriate		Somewhat inappropriate		Very inappropriate		Total N
Adults	17%	(365)	27%	(585)	24%	(522)	33%	(729)	2200
Gender: Male	18%	(194)	29%	(310)	23%	(247)	29%	(310)	1062
Gender: Female	15%	(171)	24%	(274)	24%	(274)	37%	(418)	1138
Age: 18-34	22%	(144)	31%	(200)	25%	(165)	22%	(146)	655
Age: 35-44	26%	(94)	34%	(121)	17%	(62)	23%	(81)	358
Age: 45-64	12%	(91)	24%	(177)	24%	(178)	41%	(305)	751
Age: 65+	8%	(36)	20%	(87)	27%	(117)	45%	(196)	436
GenZers: 1997-2012	20%	(65)	25%	(83)	28%	(91)	28%	(92)	331
Millennials: 1981-1996	26%	(157)	36%	(215)	20%	(120)	18%	(107)	599
GenXers: 1965-1980	16%	(83)	26%	(136)	21%	(109)	38%	(202)	531
Baby Boomers: 1946-1964	8%	(53)	21%	(137)	27%	(179)	44%	(291)	659
PID: Dem (no lean)	24%	(220)	30%	(272)	23%	(211)	23%	(208)	912
PID: Ind (no lean)	12%	(78)	30%	(196)	23%	(149)	35%	(229)	652
PID: Rep (no lean)	10%	(67)	18%	(117)	25%	(161)	46%	(291)	636
PID/Gender: Dem Men	27%	(113)	34%	(142)	23%	(98)	17%	(71)	424
PID/Gender: Dem Women	22%	(107)	27%	(130)	23%	(113)	28%	(137)	488
PID/Gender: Ind Men	14%	(42)	33%	(100)	21%	(65)	33%	(99)	306
PID/Gender: Ind Women	11%	(37)	28%	(96)	24%	(84)	37%	(130)	346
PID/Gender: Rep Men	12%	(39)	21%	(68)	25%	(85)	42%	(140)	332
PID/Gender: Rep Women	9%	(27)	16%	(49)	25%	(77)	50%	(151)	304
Ideo: Liberal (1-3)	28%	(181)	32%	(208)	20%	(133)	20%	(134)	655
Ideo: Moderate (4)	14%	(89)	31%	(202)	27%	(171)	28%	(182)	644
Ideo: Conservative (5-7)	11%	(71)	17%	(110)	22%	(148)	50%	(334)	663
Educ: < College	15%	(222)	25%	(380)	25%	(375)	35%	(535)	1512
Educ: Bachelors degree	17%	(77)	28%	(125)	23%	(104)	31%	(138)	444
Educ: Post-grad	27%	(66)	33%	(80)	17%	(42)	23%	(56)	244

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Airlines

Demographic	Very appropriate		Somewhat appropriate		Somewhat inappropriate		Very inappropriate		Total N
Adults	17%	(365)	27%	(585)	24%	(522)	33%	(729)	2200
Income: Under 50k	14%	(160)	28%	(312)	26%	(292)	32%	(357)	1121
Income: 50k-100k	17%	(116)	24%	(167)	23%	(156)	36%	(242)	681
Income: 100k+	22%	(88)	27%	(106)	19%	(74)	33%	(130)	398
Ethnicity: White	16%	(270)	25%	(424)	24%	(409)	36%	(619)	1722
Ethnicity: Hispanic	19%	(65)	32%	(113)	24%	(83)	25%	(89)	349
Ethnicity: Black	25%	(68)	31%	(86)	23%	(63)	21%	(57)	274
Ethnicity: Other	13%	(27)	37%	(75)	24%	(49)	26%	(53)	204
All Christian	16%	(170)	26%	(279)	23%	(244)	35%	(371)	1064
All Non-Christian	20%	(29)	38%	(53)	23%	(32)	20%	(28)	143
Atheist	22%	(18)	28%	(22)	16%	(13)	34%	(27)	80
Agnostic/Nothing in particular	18%	(91)	25%	(124)	26%	(132)	31%	(158)	506
Something Else	14%	(57)	26%	(106)	25%	(100)	35%	(145)	408
Religious Non-Protestant/Catholic	20%	(32)	36%	(57)	23%	(36)	20%	(32)	158
Evangelical	20%	(134)	26%	(177)	21%	(143)	33%	(224)	678
Non-Evangelical	11%	(85)	26%	(197)	26%	(195)	37%	(283)	760
Community: Urban	24%	(173)	33%	(242)	24%	(172)	19%	(138)	725
Community: Suburban	14%	(135)	24%	(220)	24%	(220)	38%	(359)	934
Community: Rural	11%	(57)	23%	(123)	24%	(129)	43%	(232)	541
Employ: Private Sector	20%	(132)	28%	(185)	21%	(140)	30%	(197)	654
Employ: Government	28%	(42)	31%	(47)	20%	(30)	22%	(34)	153
Employ: Self-Employed	17%	(30)	27%	(48)	21%	(38)	35%	(62)	178
Employ: Homemaker	17%	(20)	21%	(24)	20%	(24)	41%	(47)	115
Employ: Student	21%	(29)	29%	(41)	32%	(45)	18%	(25)	140
Employ: Retired	8%	(40)	19%	(94)	28%	(137)	45%	(225)	496
Employ: Unemployed	16%	(47)	30%	(91)	28%	(85)	27%	(82)	305
Employ: Other	15%	(24)	34%	(54)	15%	(24)	36%	(56)	158
Military HH: Yes	17%	(64)	20%	(77)	21%	(79)	43%	(162)	381
Military HH: No	17%	(301)	28%	(508)	24%	(443)	31%	(566)	1819

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Airlines

Demographic	Very appropriate		Somewhat appropriate		Somewhat inappropriate		Very inappropriate		Total N
Adults	17%	(365)	27%	(585)	24%	(522)	33%	(729)	2200
RD/WT: Right Direction	20%	(106)	30%	(158)	22%	(115)	28%	(149)	529
RD/WT: Wrong Track	15%	(259)	26%	(427)	24%	(406)	35%	(579)	1671
Trump Job Approve	12%	(96)	19%	(147)	22%	(173)	47%	(371)	787
Trump Job Disapprove	19%	(255)	31%	(417)	24%	(324)	25%	(341)	1336
Trump Job Strongly Approve	15%	(70)	16%	(78)	17%	(79)	52%	(248)	476
Trump Job Somewhat Approve	8%	(26)	22%	(69)	30%	(94)	39%	(123)	311
Trump Job Somewhat Disapprove	12%	(31)	38%	(102)	29%	(79)	22%	(58)	271
Trump Job Strongly Disapprove	21%	(223)	30%	(315)	23%	(245)	26%	(282)	1066
Favorable of Trump	12%	(98)	20%	(154)	21%	(165)	47%	(372)	789
Unfavorable of Trump	19%	(252)	30%	(395)	25%	(323)	26%	(338)	1308
Very Favorable of Trump	14%	(68)	16%	(78)	17%	(80)	52%	(246)	472
Somewhat Favorable of Trump	9%	(30)	24%	(76)	27%	(85)	40%	(126)	318
Somewhat Unfavorable of Trump	11%	(23)	30%	(65)	33%	(71)	26%	(57)	216
Very Unfavorable of Trump	21%	(228)	30%	(330)	23%	(252)	26%	(281)	1092
#1 Issue: Economy	13%	(116)	24%	(207)	25%	(219)	37%	(319)	860
#1 Issue: Security	16%	(47)	22%	(63)	19%	(56)	43%	(123)	289
#1 Issue: Health Care	22%	(78)	36%	(126)	22%	(76)	20%	(71)	351
#1 Issue: Medicare / Social Security	13%	(34)	20%	(53)	28%	(74)	40%	(106)	267
#1 Issue: Women's Issues	26%	(26)	37%	(36)	18%	(18)	19%	(19)	98
#1 Issue: Education	20%	(23)	32%	(36)	22%	(25)	25%	(28)	111
#1 Issue: Energy	24%	(20)	28%	(23)	23%	(19)	24%	(20)	83
#1 Issue: Other	16%	(22)	30%	(42)	25%	(35)	30%	(42)	141
2020 Vote: Joe Biden	23%	(235)	33%	(337)	23%	(233)	21%	(220)	1024
2020 Vote: Donald Trump	9%	(59)	15%	(101)	23%	(153)	53%	(354)	667
2020 Vote: Other	7%	(6)	23%	(20)	33%	(28)	36%	(31)	84
2020 Vote: Didn't Vote	15%	(64)	30%	(127)	25%	(107)	29%	(123)	421
2018 House Vote: Democrat	24%	(183)	32%	(247)	22%	(173)	22%	(171)	774
2018 House Vote: Republican	10%	(54)	17%	(95)	20%	(114)	53%	(295)	558

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**Table MCBR1\_1:** Do you think it is appropriate or inappropriate for the following types of brands to make public statements on social media about political division?  
Airlines

Demographic	Very appropriate		Somewhat appropriate		Somewhat inappropriate		Very inappropriate		Total N
Adults	17%	(365)	27%	(585)	24%	(522)	33%	(729)	2200
2016 Vote: Hillary Clinton	24%	(169)	32%	(224)	23%	(161)	21%	(150)	703
2016 Vote: Donald Trump	10%	(65)	18%	(114)	21%	(133)	52%	(334)	647
2016 Vote: Other	8%	(7)	33%	(28)	31%	(27)	28%	(24)	87
2016 Vote: Didn't Vote	16%	(124)	29%	(218)	26%	(197)	29%	(220)	759
Voted in 2014: Yes	17%	(205)	25%	(309)	22%	(263)	36%	(439)	1216
Voted in 2014: No	16%	(160)	28%	(276)	26%	(259)	29%	(289)	984
4-Region: Northeast	22%	(86)	29%	(116)	21%	(82)	28%	(110)	394
4-Region: Midwest	15%	(70)	25%	(116)	25%	(116)	35%	(161)	462
4-Region: South	14%	(113)	23%	(187)	27%	(219)	37%	(306)	824
4-Region: West	19%	(96)	32%	(166)	20%	(105)	29%	(152)	520

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

**Table MCBR1\_2:** Do you think it is appropriate or inappropriate for the following types of brands to make public statements on social media about political division?  
Automotive brands

Demographic	Very appropriate		Somewhat appropriate		Somewhat inappropriate		Very inappropriate		Total N
Adults	16%	(359)	28%	(607)	22%	(494)	34%	(740)	2200
Gender: Male	20%	(209)	28%	(301)	21%	(225)	31%	(327)	1062
Gender: Female	13%	(150)	27%	(307)	24%	(268)	36%	(413)	1138
Age: 18-34	22%	(144)	31%	(202)	24%	(160)	23%	(149)	655
Age: 35-44	25%	(89)	35%	(124)	18%	(63)	23%	(82)	358
Age: 45-64	12%	(89)	25%	(190)	21%	(160)	42%	(312)	751
Age: 65+	9%	(37)	21%	(91)	25%	(110)	45%	(197)	436
GenZers: 1997-2012	20%	(66)	28%	(92)	28%	(91)	25%	(83)	331
Millennials: 1981-1996	25%	(151)	35%	(209)	20%	(121)	20%	(118)	599
GenXers: 1965-1980	14%	(77)	30%	(157)	17%	(91)	39%	(206)	531
Baby Boomers: 1946-1964	8%	(54)	22%	(143)	25%	(163)	45%	(299)	659
PID: Dem (no lean)	23%	(209)	32%	(290)	23%	(208)	22%	(204)	912
PID: Ind (no lean)	12%	(81)	28%	(185)	23%	(148)	36%	(238)	652
PID: Rep (no lean)	11%	(69)	21%	(132)	22%	(138)	47%	(298)	636
PID/Gender: Dem Men	28%	(118)	32%	(137)	22%	(95)	17%	(74)	424
PID/Gender: Dem Women	19%	(91)	31%	(153)	23%	(114)	27%	(131)	488
PID/Gender: Ind Men	16%	(48)	29%	(88)	19%	(58)	37%	(112)	306
PID/Gender: Ind Women	10%	(33)	28%	(97)	26%	(90)	36%	(126)	346
PID/Gender: Rep Men	13%	(43)	23%	(75)	22%	(73)	43%	(141)	332
PID/Gender: Rep Women	9%	(27)	19%	(56)	21%	(65)	51%	(156)	304
Ideo: Liberal (1-3)	27%	(178)	33%	(213)	20%	(134)	20%	(130)	655
Ideo: Moderate (4)	13%	(82)	32%	(204)	26%	(169)	29%	(190)	644
Ideo: Conservative (5-7)	12%	(77)	18%	(120)	22%	(143)	49%	(323)	663
Educ: < College	14%	(217)	27%	(405)	23%	(343)	36%	(547)	1512
Educ: Bachelors degree	17%	(77)	28%	(123)	24%	(108)	31%	(136)	444
Educ: Post-grad	27%	(65)	32%	(79)	17%	(42)	24%	(58)	244
Income: Under 50k	14%	(153)	30%	(333)	23%	(262)	33%	(373)	1121
Income: 50k-100k	17%	(114)	25%	(169)	24%	(160)	35%	(238)	681
Income: 100k+	23%	(93)	27%	(106)	18%	(71)	32%	(129)	398
Ethnicity: White	15%	(267)	25%	(439)	23%	(391)	36%	(626)	1722

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**Table MCBR1\_2:** Do you think it is appropriate or inappropriate for the following types of brands to make public statements on social media about political division?  
Automotive brands

Demographic	Very appropriate		Somewhat appropriate		Somewhat inappropriate		Very inappropriate		Total N
Adults	16%	(359)	28%	(607)	22%	(494)	34%	(740)	2200
Ethnicity: Hispanic	22%	(78)	31%	(108)	21%	(72)	26%	(92)	349
Ethnicity: Black	23%	(64)	36%	(98)	20%	(56)	21%	(57)	274
Ethnicity: Other	14%	(29)	35%	(71)	23%	(47)	28%	(57)	204
All Christian	17%	(176)	26%	(279)	21%	(227)	36%	(382)	1064
All Non-Christian	22%	(31)	35%	(49)	23%	(32)	21%	(30)	143
Atheist	20%	(16)	35%	(28)	20%	(16)	26%	(21)	80
Agnostic/Nothing in particular	17%	(87)	27%	(139)	25%	(127)	30%	(154)	506
Something Else	12%	(50)	28%	(113)	22%	(92)	38%	(153)	408
Religious Non-Protestant/Catholic	21%	(33)	34%	(54)	21%	(33)	25%	(39)	158
Evangelical	19%	(130)	28%	(187)	20%	(138)	33%	(223)	678
Non-Evangelical	12%	(90)	26%	(195)	23%	(178)	39%	(296)	760
Community: Urban	24%	(173)	35%	(255)	21%	(151)	20%	(145)	725
Community: Suburban	13%	(122)	25%	(233)	24%	(224)	38%	(356)	934
Community: Rural	12%	(64)	22%	(119)	22%	(119)	44%	(239)	541
Employ: Private Sector	20%	(128)	30%	(196)	19%	(126)	31%	(204)	654
Employ: Government	26%	(41)	30%	(46)	22%	(33)	22%	(34)	153
Employ: Self-Employed	19%	(33)	25%	(45)	22%	(39)	34%	(61)	178
Employ: Homemaker	21%	(24)	22%	(25)	17%	(20)	40%	(46)	115
Employ: Student	21%	(29)	33%	(46)	26%	(36)	21%	(29)	140
Employ: Retired	8%	(38)	22%	(107)	25%	(124)	46%	(227)	496
Employ: Unemployed	17%	(51)	29%	(89)	28%	(84)	26%	(80)	305
Employ: Other	10%	(15)	33%	(52)	20%	(32)	37%	(58)	158
Military HH: Yes	18%	(67)	21%	(79)	19%	(74)	42%	(162)	381
Military HH: No	16%	(292)	29%	(528)	23%	(420)	32%	(578)	1819
RD/WT: Right Direction	22%	(114)	31%	(166)	19%	(98)	28%	(150)	529
RD/WT: Wrong Track	15%	(245)	26%	(441)	24%	(395)	35%	(590)	1671
Trump Job Approve	12%	(92)	21%	(167)	20%	(154)	47%	(374)	787
Trump Job Disapprove	19%	(255)	31%	(418)	24%	(316)	26%	(346)	1336

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**Table MCBR1\_2:** Do you think it is appropriate or inappropriate for the following types of brands to make public statements on social media about political division?  
Automotive brands

Demographic	Very appropriate		Somewhat appropriate		Somewhat inappropriate		Very inappropriate		Total N
Adults	16%	(359)	28%	(607)	22%	(494)	34%	(740)	2200
Trump Job Strongly Approve	15%	(70)	19%	(91)	14%	(67)	52%	(247)	476
Trump Job Somewhat Approve	7%	(21)	24%	(76)	28%	(87)	41%	(126)	311
Trump Job Somewhat Disapprove	14%	(38)	38%	(103)	26%	(71)	22%	(59)	271
Trump Job Strongly Disapprove	20%	(217)	30%	(316)	23%	(246)	27%	(287)	1066
Favorable of Trump	12%	(98)	21%	(165)	19%	(153)	47%	(373)	789
Unfavorable of Trump	19%	(246)	31%	(400)	24%	(317)	26%	(346)	1308
Very Favorable of Trump	15%	(69)	18%	(86)	15%	(71)	52%	(245)	472
Somewhat Favorable of Trump	9%	(29)	25%	(79)	26%	(81)	40%	(128)	318
Somewhat Unfavorable of Trump	12%	(26)	33%	(70)	25%	(55)	30%	(64)	216
Very Unfavorable of Trump	20%	(220)	30%	(329)	24%	(262)	26%	(281)	1092
#1 Issue: Economy	12%	(107)	25%	(218)	24%	(207)	38%	(328)	860
#1 Issue: Security	16%	(48)	20%	(58)	17%	(49)	47%	(134)	289
#1 Issue: Health Care	22%	(77)	37%	(129)	22%	(78)	19%	(67)	351
#1 Issue: Medicare / Social Security	14%	(38)	24%	(63)	25%	(66)	37%	(99)	267
#1 Issue: Women's Issues	18%	(18)	37%	(36)	26%	(25)	19%	(18)	98
#1 Issue: Education	21%	(23)	37%	(41)	16%	(17)	27%	(30)	111
#1 Issue: Energy	29%	(24)	23%	(19)	28%	(23)	20%	(17)	83
#1 Issue: Other	17%	(24)	30%	(43)	20%	(29)	32%	(46)	141
2020 Vote: Joe Biden	22%	(228)	34%	(344)	22%	(226)	22%	(226)	1024
2020 Vote: Donald Trump	10%	(65)	16%	(108)	21%	(143)	53%	(350)	667
2020 Vote: Other	10%	(9)	15%	(13)	43%	(36)	31%	(26)	84
2020 Vote: Didn't Vote	13%	(56)	34%	(141)	21%	(87)	32%	(136)	421
2018 House Vote: Democrat	22%	(169)	31%	(244)	24%	(185)	23%	(177)	774
2018 House Vote: Republican	10%	(55)	17%	(97)	20%	(109)	53%	(297)	558
2016 Vote: Hillary Clinton	23%	(158)	33%	(231)	22%	(158)	22%	(156)	703
2016 Vote: Donald Trump	10%	(64)	18%	(116)	21%	(136)	51%	(331)	647
2016 Vote: Other	7%	(6)	25%	(21)	37%	(32)	31%	(26)	87
2016 Vote: Didn't Vote	17%	(130)	31%	(236)	22%	(167)	30%	(227)	759

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**Table MCBR1\_2:** Do you think it is appropriate or inappropriate for the following types of brands to make public statements on social media about political division?  
Automotive brands

Demographic	Very appropriate		Somewhat appropriate		Somewhat inappropriate		Very inappropriate		Total N
Adults	16%	(359)	28%	(607)	22%	(494)	34%	(740)	2200
Voted in 2014: Yes	17%	(204)	25%	(298)	22%	(269)	37%	(445)	1216
Voted in 2014: No	16%	(155)	31%	(309)	23%	(225)	30%	(295)	984
4-Region: Northeast	20%	(79)	31%	(123)	19%	(74)	30%	(118)	394
4-Region: Midwest	14%	(63)	27%	(126)	24%	(110)	35%	(163)	462
4-Region: South	15%	(121)	23%	(192)	25%	(204)	37%	(306)	824
4-Region: West	19%	(96)	32%	(166)	20%	(105)	29%	(152)	520

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



**Table MCBR1\_3:** Do you think it is appropriate or inappropriate for the following types of brands to make public statements on social media about political division?  
Baby food brands

Demographic	Very appropriate		Somewhat appropriate		Somewhat inappropriate		Very inappropriate		Total N
Adults	16%	(351)	24%	(523)	24%	(536)	36%	(790)	2200
Gender: Male	18%	(189)	25%	(270)	24%	(257)	33%	(346)	1062
Gender: Female	14%	(163)	22%	(253)	24%	(279)	39%	(444)	1138
Age: 18-34	23%	(150)	27%	(178)	25%	(164)	25%	(163)	655
Age: 35-44	22%	(80)	30%	(108)	22%	(78)	26%	(92)	358
Age: 45-64	12%	(89)	22%	(162)	23%	(173)	43%	(327)	751
Age: 65+	8%	(33)	17%	(74)	28%	(120)	48%	(209)	436
GenZers: 1997-2012	23%	(76)	24%	(80)	26%	(87)	27%	(88)	331
Millennials: 1981-1996	24%	(141)	31%	(185)	23%	(139)	22%	(134)	599
GenXers: 1965-1980	15%	(78)	24%	(128)	21%	(111)	40%	(213)	531
Baby Boomers: 1946-1964	7%	(48)	18%	(119)	27%	(178)	48%	(314)	659
PID: Dem (no lean)	20%	(184)	29%	(268)	25%	(225)	26%	(235)	912
PID: Ind (no lean)	15%	(96)	23%	(150)	24%	(155)	38%	(250)	652
PID: Rep (no lean)	11%	(71)	16%	(105)	24%	(156)	48%	(305)	636
PID/Gender: Dem Men	24%	(100)	32%	(137)	25%	(104)	20%	(83)	424
PID/Gender: Dem Women	17%	(84)	27%	(131)	25%	(121)	31%	(151)	488
PID/Gender: Ind Men	16%	(48)	25%	(77)	22%	(67)	37%	(113)	306
PID/Gender: Ind Women	14%	(48)	21%	(73)	25%	(88)	40%	(137)	346
PID/Gender: Rep Men	12%	(41)	17%	(57)	26%	(86)	45%	(149)	332
PID/Gender: Rep Women	10%	(30)	16%	(48)	23%	(70)	51%	(156)	304
Ideo: Liberal (1-3)	24%	(160)	28%	(183)	24%	(159)	23%	(153)	655
Ideo: Moderate (4)	13%	(83)	28%	(181)	27%	(177)	32%	(204)	644
Ideo: Conservative (5-7)	10%	(69)	15%	(100)	23%	(155)	51%	(338)	663
Educ: < College	14%	(217)	23%	(345)	24%	(368)	38%	(582)	1512
Educ: Bachelors degree	16%	(71)	24%	(107)	28%	(122)	32%	(143)	444
Educ: Post-grad	26%	(63)	29%	(72)	18%	(45)	27%	(65)	244
Income: Under 50k	14%	(161)	25%	(278)	26%	(288)	35%	(395)	1121
Income: 50k-100k	16%	(112)	22%	(152)	23%	(158)	38%	(259)	681
Income: 100k+	20%	(79)	23%	(93)	22%	(89)	34%	(136)	398
Ethnicity: White	15%	(256)	22%	(374)	25%	(426)	39%	(665)	1722

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**Table MCBR1\_3:** Do you think it is appropriate or inappropriate for the following types of brands to make public statements on social media about political division?  
Baby food brands

Demographic	Very appropriate		Somewhat appropriate		Somewhat inappropriate		Very inappropriate		Total N
Adults	16%	(351)	24%	(523)	24%	(536)	36%	(790)	2200
Ethnicity: Hispanic	19%	(68)	26%	(91)	25%	(87)	30%	(104)	349
Ethnicity: Black	22%	(61)	32%	(87)	24%	(67)	22%	(60)	274
Ethnicity: Other	17%	(35)	30%	(62)	21%	(43)	32%	(65)	204
All Christian	15%	(157)	23%	(240)	25%	(264)	38%	(403)	1064
All Non-Christian	24%	(34)	33%	(46)	24%	(35)	19%	(27)	143
Atheist	25%	(20)	24%	(19)	19%	(15)	32%	(26)	80
Agnostic/Nothing in particular	18%	(89)	24%	(122)	24%	(123)	34%	(172)	506
Something Else	13%	(52)	23%	(95)	25%	(100)	40%	(161)	408
Religious Non-Protestant/Catholic	23%	(36)	32%	(50)	25%	(39)	21%	(33)	158
Evangelical	18%	(120)	25%	(169)	22%	(147)	36%	(243)	678
Non-Evangelical	11%	(84)	20%	(155)	28%	(210)	41%	(312)	760
Community: Urban	24%	(171)	28%	(200)	27%	(192)	22%	(162)	725
Community: Suburban	12%	(111)	23%	(213)	24%	(222)	42%	(388)	934
Community: Rural	13%	(69)	20%	(110)	23%	(122)	44%	(240)	541
Employ: Private Sector	19%	(122)	26%	(172)	21%	(137)	34%	(223)	654
Employ: Government	24%	(36)	26%	(40)	25%	(38)	25%	(39)	153
Employ: Self-Employed	17%	(31)	24%	(42)	24%	(43)	35%	(62)	178
Employ: Homemaker	21%	(24)	18%	(21)	17%	(19)	44%	(50)	115
Employ: Student	22%	(31)	27%	(38)	28%	(39)	22%	(31)	140
Employ: Retired	7%	(36)	18%	(90)	26%	(131)	48%	(240)	496
Employ: Unemployed	14%	(44)	28%	(85)	28%	(86)	29%	(89)	305
Employ: Other	17%	(26)	21%	(34)	27%	(43)	35%	(56)	158
Military HH: Yes	15%	(57)	19%	(73)	21%	(78)	45%	(173)	381
Military HH: No	16%	(294)	25%	(450)	25%	(457)	34%	(617)	1819
RD/WT: Right Direction	24%	(125)	25%	(133)	21%	(111)	30%	(159)	529
RD/WT: Wrong Track	14%	(226)	23%	(390)	25%	(425)	38%	(630)	1671
Trump Job Approve	15%	(117)	15%	(119)	22%	(174)	48%	(377)	787
Trump Job Disapprove	16%	(218)	29%	(384)	26%	(343)	29%	(391)	1336

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**Table MCBR1\_3:** Do you think it is appropriate or inappropriate for the following types of brands to make public statements on social media about political division?  
Baby food brands

Demographic	Very appropriate		Somewhat appropriate		Somewhat inappropriate		Very inappropriate		Total N
Adults	16%	(351)	24%	(523)	24%	(536)	36%	(790)	2200
Trump Job Strongly Approve	17%	(79)	14%	(68)	17%	(83)	52%	(246)	476
Trump Job Somewhat Approve	12%	(38)	16%	(50)	29%	(91)	42%	(132)	311
Trump Job Somewhat Disapprove	12%	(31)	35%	(96)	26%	(70)	27%	(73)	271
Trump Job Strongly Disapprove	18%	(187)	27%	(288)	26%	(272)	30%	(318)	1066
Favorable of Trump	16%	(126)	15%	(116)	22%	(170)	48%	(377)	789
Unfavorable of Trump	16%	(211)	28%	(371)	26%	(339)	30%	(387)	1308
Very Favorable of Trump	18%	(85)	14%	(66)	16%	(75)	52%	(246)	472
Somewhat Favorable of Trump	13%	(41)	16%	(49)	30%	(96)	41%	(131)	318
Somewhat Unfavorable of Trump	12%	(26)	30%	(65)	24%	(53)	34%	(73)	216
Very Unfavorable of Trump	17%	(185)	28%	(306)	26%	(287)	29%	(315)	1092
#1 Issue: Economy	13%	(114)	21%	(178)	25%	(215)	41%	(353)	860
#1 Issue: Security	19%	(56)	17%	(48)	21%	(61)	43%	(123)	289
#1 Issue: Health Care	20%	(69)	35%	(123)	20%	(71)	25%	(88)	351
#1 Issue: Medicare / Social Security	12%	(33)	19%	(50)	28%	(75)	41%	(109)	267
#1 Issue: Women's Issues	19%	(19)	27%	(27)	34%	(33)	19%	(19)	98
#1 Issue: Education	17%	(19)	30%	(34)	24%	(27)	29%	(32)	111
#1 Issue: Energy	24%	(20)	20%	(16)	36%	(29)	21%	(17)	83
#1 Issue: Other	16%	(22)	33%	(47)	16%	(23)	34%	(49)	141
2020 Vote: Joe Biden	20%	(202)	30%	(310)	25%	(254)	25%	(259)	1024
2020 Vote: Donald Trump	10%	(68)	14%	(95)	22%	(147)	53%	(356)	667
2020 Vote: Other	11%	(9)	12%	(10)	34%	(28)	43%	(37)	84
2020 Vote: Didn't Vote	17%	(72)	26%	(108)	25%	(105)	32%	(137)	421
2018 House Vote: Democrat	20%	(151)	30%	(229)	23%	(181)	28%	(213)	774
2018 House Vote: Republican	10%	(56)	14%	(79)	22%	(121)	54%	(302)	558
2016 Vote: Hillary Clinton	19%	(137)	31%	(215)	24%	(168)	26%	(183)	703
2016 Vote: Donald Trump	11%	(73)	15%	(99)	21%	(137)	52%	(339)	647
2016 Vote: Other	7%	(6)	19%	(17)	32%	(28)	42%	(36)	87
2016 Vote: Didn't Vote	18%	(135)	25%	(189)	27%	(203)	31%	(232)	759

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**Table MCBR1\_3:** Do you think it is appropriate or inappropriate for the following types of brands to make public statements on social media about political division?  
Baby food brands

Demographic	Very appropriate		Somewhat appropriate		Somewhat inappropriate		Very inappropriate		Total N
Adults	16%	(351)	24%	(523)	24%	(536)	36%	(790)	2200
Voted in 2014: Yes	15%	(180)	23%	(276)	23%	(282)	39%	(478)	1216
Voted in 2014: No	17%	(172)	25%	(247)	26%	(254)	32%	(312)	984
4-Region: Northeast	19%	(77)	28%	(109)	19%	(76)	33%	(132)	394
4-Region: Midwest	14%	(64)	21%	(99)	29%	(133)	36%	(167)	462
4-Region: South	14%	(115)	22%	(184)	24%	(201)	39%	(324)	824
4-Region: West	19%	(96)	25%	(132)	24%	(126)	32%	(167)	520

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

**Table MCBR1\_4:** Do you think it is appropriate or inappropriate for the following types of brands to make public statements on social media about political division?

*Banks, credit cards or other financial institutions*

Demographic	Very appropriate		Somewhat appropriate		Somewhat inappropriate		Very inappropriate		Total N
Adults	19%	(413)	27%	(601)	22%	(474)	32%	(712)	2200
Gender: Male	21%	(227)	29%	(309)	21%	(223)	29%	(303)	1062
Gender: Female	16%	(186)	26%	(292)	22%	(251)	36%	(409)	1138
Age: 18-34	26%	(168)	35%	(226)	20%	(131)	20%	(129)	655
Age: 35-44	29%	(103)	30%	(107)	19%	(67)	23%	(81)	358
Age: 45-64	13%	(100)	23%	(173)	24%	(180)	40%	(297)	751
Age: 65+	10%	(42)	22%	(94)	22%	(96)	47%	(205)	436
GenZers: 1997-2012	23%	(77)	33%	(108)	23%	(77)	21%	(70)	331
Millennials: 1981-1996	30%	(178)	34%	(205)	17%	(104)	19%	(112)	599
GenXers: 1965-1980	17%	(89)	25%	(130)	22%	(118)	36%	(194)	531
Baby Boomers: 1946-1964	9%	(61)	22%	(146)	23%	(155)	45%	(298)	659
PID: Dem (no lean)	26%	(240)	31%	(281)	21%	(192)	22%	(199)	912
PID: Ind (no lean)	16%	(102)	29%	(192)	21%	(136)	34%	(223)	652
PID: Rep (no lean)	11%	(71)	20%	(129)	23%	(146)	46%	(291)	636
PID/Gender: Dem Men	32%	(136)	34%	(142)	19%	(79)	16%	(66)	424
PID/Gender: Dem Women	21%	(103)	28%	(138)	23%	(113)	27%	(133)	488
PID/Gender: Ind Men	16%	(48)	30%	(93)	22%	(66)	32%	(99)	306
PID/Gender: Ind Women	16%	(54)	29%	(99)	20%	(70)	36%	(124)	346
PID/Gender: Rep Men	13%	(43)	22%	(74)	23%	(77)	42%	(138)	332
PID/Gender: Rep Women	9%	(28)	18%	(55)	22%	(68)	50%	(153)	304
Ideo: Liberal (1-3)	30%	(199)	31%	(200)	19%	(123)	20%	(133)	655
Ideo: Moderate (4)	17%	(107)	31%	(199)	25%	(158)	28%	(180)	644
Ideo: Conservative (5-7)	11%	(75)	19%	(123)	22%	(145)	48%	(320)	663
Educ: < College	16%	(246)	27%	(408)	23%	(342)	34%	(516)	1512
Educ: Bachelors degree	21%	(91)	27%	(120)	22%	(99)	30%	(134)	444
Educ: Post-grad	31%	(76)	30%	(73)	14%	(34)	26%	(62)	244
Income: Under 50k	17%	(189)	30%	(334)	23%	(256)	31%	(342)	1121
Income: 50k-100k	19%	(128)	24%	(164)	22%	(150)	35%	(239)	681
Income: 100k+	24%	(96)	26%	(103)	17%	(68)	33%	(130)	398
Ethnicity: White	17%	(300)	26%	(440)	22%	(377)	35%	(605)	1722

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**Table MCBR1\_4:** Do you think it is appropriate or inappropriate for the following types of brands to make public statements on social media about political division?  
Banks, credit cards or other financial institutions

Demographic	Very appropriate		Somewhat appropriate		Somewhat inappropriate		Very inappropriate		Total N
Adults	19%	(413)	27%	(601)	22%	(474)	32%	(712)	2200
Ethnicity: Hispanic	26%	(92)	28%	(98)	22%	(77)	24%	(82)	349
Ethnicity: Black	26%	(70)	34%	(93)	21%	(57)	20%	(55)	274
Ethnicity: Other	21%	(43)	34%	(69)	20%	(40)	26%	(52)	204
All Christian	19%	(198)	26%	(277)	21%	(220)	35%	(370)	1064
All Non-Christian	26%	(37)	35%	(50)	18%	(26)	21%	(29)	143
Atheist	23%	(18)	40%	(32)	21%	(16)	16%	(13)	80
Agnostic/Nothing in particular	18%	(93)	27%	(138)	23%	(117)	31%	(157)	506
Something Else	16%	(66)	26%	(104)	23%	(95)	35%	(143)	408
Religious Non-Protestant/Catholic	26%	(41)	34%	(53)	18%	(28)	23%	(36)	158
Evangelical	21%	(141)	27%	(183)	19%	(130)	33%	(224)	678
Non-Evangelical	15%	(115)	25%	(188)	24%	(181)	36%	(276)	760
Community: Urban	27%	(199)	33%	(237)	21%	(150)	19%	(140)	725
Community: Suburban	16%	(145)	24%	(223)	23%	(218)	37%	(348)	934
Community: Rural	13%	(68)	26%	(142)	20%	(107)	41%	(224)	541
Employ: Private Sector	22%	(146)	28%	(186)	19%	(127)	30%	(194)	654
Employ: Government	29%	(45)	31%	(47)	19%	(28)	22%	(33)	153
Employ: Self-Employed	21%	(37)	27%	(47)	18%	(32)	35%	(63)	178
Employ: Homemaker	22%	(25)	19%	(22)	19%	(21)	40%	(46)	115
Employ: Student	25%	(35)	29%	(41)	28%	(39)	18%	(25)	140
Employ: Retired	10%	(50)	21%	(105)	23%	(115)	46%	(227)	496
Employ: Unemployed	15%	(46)	32%	(97)	29%	(88)	24%	(74)	305
Employ: Other	19%	(29)	35%	(55)	15%	(24)	32%	(50)	158
Military HH: Yes	19%	(71)	21%	(82)	19%	(71)	41%	(157)	381
Military HH: No	19%	(342)	29%	(520)	22%	(403)	30%	(555)	1819
RD/WT: Right Direction	25%	(135)	29%	(154)	19%	(100)	26%	(140)	529
RD/WT: Wrong Track	17%	(278)	27%	(447)	22%	(374)	34%	(572)	1671
Trump Job Approve	14%	(112)	19%	(148)	21%	(166)	46%	(360)	787
Trump Job Disapprove	21%	(281)	32%	(431)	22%	(294)	25%	(330)	1336

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**Table MCBR1\_4:** Do you think it is appropriate or inappropriate for the following types of brands to make public statements on social media about political division?  
Banks, credit cards or other financial institutions

Demographic	Very appropriate		Somewhat appropriate		Somewhat inappropriate		Very inappropriate		Total N
Adults	19%	(413)	27%	(601)	22%	(474)	32%	(712)	2200
Trump Job Strongly Approve	16%	(77)	16%	(75)	18%	(84)	50%	(240)	476
Trump Job Somewhat Approve	11%	(35)	24%	(74)	27%	(82)	38%	(119)	311
Trump Job Somewhat Disapprove	14%	(38)	41%	(110)	26%	(71)	19%	(52)	271
Trump Job Strongly Disapprove	23%	(243)	30%	(322)	21%	(223)	26%	(278)	1066
Favorable of Trump	15%	(117)	20%	(154)	21%	(163)	45%	(355)	789
Unfavorable of Trump	21%	(275)	32%	(414)	22%	(286)	26%	(334)	1308
Very Favorable of Trump	16%	(74)	17%	(78)	17%	(80)	51%	(239)	472
Somewhat Favorable of Trump	14%	(43)	24%	(76)	26%	(82)	37%	(116)	318
Somewhat Unfavorable of Trump	14%	(30)	35%	(75)	24%	(52)	27%	(59)	216
Very Unfavorable of Trump	22%	(244)	31%	(339)	21%	(234)	25%	(275)	1092
#1 Issue: Economy	15%	(129)	25%	(213)	24%	(205)	36%	(313)	860
#1 Issue: Security	17%	(50)	22%	(65)	17%	(48)	44%	(126)	289
#1 Issue: Health Care	26%	(93)	33%	(114)	20%	(69)	21%	(75)	351
#1 Issue: Medicare / Social Security	13%	(36)	25%	(67)	26%	(70)	35%	(94)	267
#1 Issue: Women's Issues	24%	(23)	44%	(43)	17%	(17)	15%	(15)	98
#1 Issue: Education	26%	(29)	31%	(35)	20%	(22)	23%	(26)	111
#1 Issue: Energy	26%	(21)	31%	(25)	22%	(18)	22%	(18)	83
#1 Issue: Other	22%	(31)	28%	(40)	18%	(25)	32%	(45)	141
2020 Vote: Joe Biden	25%	(260)	32%	(331)	21%	(211)	22%	(222)	1024
2020 Vote: Donald Trump	10%	(68)	17%	(116)	21%	(139)	52%	(344)	667
2020 Vote: Other	10%	(9)	24%	(21)	32%	(27)	34%	(28)	84
2020 Vote: Didn't Vote	18%	(76)	32%	(133)	23%	(95)	28%	(116)	421
2018 House Vote: Democrat	25%	(192)	31%	(236)	21%	(163)	24%	(183)	774
2018 House Vote: Republican	11%	(61)	19%	(105)	18%	(98)	53%	(293)	558
2016 Vote: Hillary Clinton	25%	(174)	33%	(229)	20%	(140)	23%	(160)	703
2016 Vote: Donald Trump	11%	(74)	19%	(120)	20%	(128)	50%	(326)	647
2016 Vote: Other	9%	(8)	27%	(24)	31%	(27)	32%	(28)	87
2016 Vote: Didn't Vote	20%	(154)	30%	(227)	24%	(179)	26%	(198)	759

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**Table MCBR1\_4:** Do you think it is appropriate or inappropriate for the following types of brands to make public statements on social media about political division?  
Banks, credit cards or other financial institutions

Demographic	Very appropriate		Somewhat appropriate		Somewhat inappropriate		Very inappropriate		Total N
Adults	19%	(413)	27%	(601)	22%	(474)	32%	(712)	2200
Voted in 2014: Yes	18%	(216)	26%	(314)	20%	(240)	37%	(446)	1216
Voted in 2014: No	20%	(196)	29%	(287)	24%	(234)	27%	(266)	984
4-Region: Northeast	24%	(96)	29%	(115)	18%	(71)	28%	(111)	394
4-Region: Midwest	15%	(70)	29%	(134)	23%	(107)	33%	(151)	462
4-Region: South	16%	(135)	24%	(200)	22%	(183)	37%	(307)	824
4-Region: West	22%	(112)	29%	(153)	22%	(113)	27%	(142)	520

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



**Table MCBR1\_5:** Do you think it is appropriate or inappropriate for the following types of brands to make public statements on social media about political division?  
Clothing companies

Demographic	Very appropriate		Somewhat appropriate		Somewhat inappropriate		Very inappropriate		Total N
Adults	17%	(381)	27%	(588)	23%	(513)	33%	(718)	2200
Gender: Male	19%	(204)	27%	(288)	23%	(248)	30%	(321)	1062
Gender: Female	16%	(177)	26%	(299)	23%	(265)	35%	(397)	1138
Age: 18-34	23%	(150)	34%	(224)	23%	(148)	21%	(134)	655
Age: 35-44	28%	(102)	28%	(100)	21%	(76)	22%	(80)	358
Age: 45-64	13%	(94)	24%	(179)	23%	(176)	40%	(302)	751
Age: 65+	8%	(36)	19%	(85)	26%	(113)	46%	(202)	436
GenZers: 1997-2012	23%	(75)	30%	(99)	24%	(78)	24%	(79)	331
Millennials: 1981-1996	27%	(163)	34%	(202)	21%	(125)	18%	(109)	599
GenXers: 1965-1980	15%	(79)	26%	(137)	23%	(120)	37%	(195)	531
Baby Boomers: 1946-1964	8%	(56)	21%	(139)	25%	(165)	45%	(299)	659
PID: Dem (no lean)	24%	(219)	32%	(291)	23%	(207)	21%	(195)	912
PID: Ind (no lean)	13%	(87)	28%	(181)	23%	(151)	36%	(234)	652
PID: Rep (no lean)	12%	(76)	18%	(116)	24%	(155)	45%	(289)	636
PID/Gender: Dem Men	28%	(120)	32%	(137)	23%	(99)	16%	(69)	424
PID/Gender: Dem Women	20%	(99)	32%	(155)	22%	(108)	26%	(126)	488
PID/Gender: Ind Men	14%	(42)	29%	(89)	23%	(69)	35%	(106)	306
PID/Gender: Ind Women	13%	(45)	26%	(92)	24%	(82)	37%	(128)	346
PID/Gender: Rep Men	13%	(43)	19%	(63)	24%	(80)	44%	(147)	332
PID/Gender: Rep Women	11%	(33)	17%	(53)	25%	(75)	47%	(143)	304
Ideo: Liberal (1-3)	28%	(184)	35%	(227)	19%	(122)	19%	(121)	655
Ideo: Moderate (4)	14%	(87)	28%	(177)	29%	(188)	30%	(191)	644
Ideo: Conservative (5-7)	12%	(82)	15%	(100)	23%	(155)	49%	(326)	663
Educ: < College	15%	(231)	26%	(394)	24%	(357)	35%	(530)	1512
Educ: Bachelors degree	19%	(82)	27%	(118)	26%	(113)	29%	(130)	444
Educ: Post-grad	28%	(68)	31%	(76)	18%	(43)	23%	(57)	244
Income: Under 50k	15%	(173)	29%	(328)	24%	(271)	31%	(349)	1121
Income: 50k-100k	18%	(120)	23%	(155)	24%	(163)	36%	(243)	681
Income: 100k+	22%	(88)	26%	(105)	20%	(79)	32%	(126)	398
Ethnicity: White	17%	(285)	24%	(410)	24%	(415)	36%	(612)	1722

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**Table MCBR1\_5:** Do you think it is appropriate or inappropriate for the following types of brands to make public statements on social media about political division?  
Clothing companies

Demographic	Very appropriate		Somewhat appropriate		Somewhat inappropriate		Very inappropriate		Total N
Adults	17%	(381)	27%	(588)	23%	(513)	33%	(718)	2200
Ethnicity: Hispanic	21%	(74)	33%	(117)	21%	(74)	24%	(84)	349
Ethnicity: Black	25%	(69)	35%	(97)	20%	(56)	19%	(52)	274
Ethnicity: Other	14%	(28)	40%	(81)	20%	(42)	26%	(54)	204
All Christian	17%	(182)	25%	(261)	23%	(246)	35%	(375)	1064
All Non-Christian	25%	(35)	34%	(49)	22%	(31)	19%	(27)	143
Atheist	21%	(17)	40%	(32)	17%	(13)	23%	(18)	80
Agnostic/Nothing in particular	17%	(88)	27%	(134)	26%	(129)	30%	(154)	506
Something Else	15%	(60)	27%	(112)	23%	(93)	35%	(143)	408
Religious Non-Protestant/Catholic	23%	(37)	34%	(54)	22%	(35)	20%	(32)	158
Evangelical	20%	(136)	27%	(181)	21%	(140)	33%	(221)	678
Non-Evangelical	13%	(98)	24%	(180)	25%	(193)	38%	(288)	760
Community: Urban	25%	(184)	35%	(253)	20%	(146)	20%	(142)	725
Community: Suburban	14%	(134)	23%	(210)	26%	(244)	37%	(346)	934
Community: Rural	12%	(64)	23%	(125)	23%	(123)	42%	(230)	541
Employ: Private Sector	21%	(139)	27%	(175)	20%	(132)	32%	(208)	654
Employ: Government	28%	(43)	30%	(46)	19%	(29)	23%	(36)	153
Employ: Self-Employed	18%	(33)	29%	(51)	18%	(32)	35%	(62)	178
Employ: Homemaker	26%	(29)	19%	(22)	21%	(24)	35%	(40)	115
Employ: Student	21%	(30)	37%	(53)	24%	(34)	17%	(24)	140
Employ: Retired	8%	(41)	19%	(96)	28%	(138)	45%	(221)	496
Employ: Unemployed	15%	(46)	31%	(94)	30%	(91)	24%	(72)	305
Employ: Other	13%	(21)	32%	(51)	21%	(33)	34%	(54)	158
Military HH: Yes	17%	(66)	22%	(83)	19%	(73)	42%	(160)	381
Military HH: No	17%	(316)	28%	(505)	24%	(440)	31%	(558)	1819
RD/WT: Right Direction	23%	(120)	32%	(167)	19%	(99)	27%	(143)	529
RD/WT: Wrong Track	16%	(262)	25%	(421)	25%	(414)	34%	(575)	1671
Trump Job Approve	14%	(113)	18%	(143)	21%	(168)	46%	(362)	787
Trump Job Disapprove	19%	(255)	32%	(421)	24%	(322)	25%	(339)	1336

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**Table MCBR1\_5:** Do you think it is appropriate or inappropriate for the following types of brands to make public statements on social media about political division?  
Clothing companies

Demographic	Very appropriate		Somewhat appropriate		Somewhat inappropriate		Very inappropriate		Total N
Adults	17%	(381)	27%	(588)	23%	(513)	33%	(718)	2200
Trump Job Strongly Approve	18%	(85)	15%	(71)	17%	(80)	50%	(239)	476
Trump Job Somewhat Approve	9%	(28)	23%	(72)	28%	(88)	39%	(123)	311
Trump Job Somewhat Disapprove	14%	(37)	34%	(93)	29%	(79)	23%	(62)	271
Trump Job Strongly Disapprove	20%	(218)	31%	(328)	23%	(243)	26%	(277)	1066
Favorable of Trump	16%	(123)	17%	(136)	22%	(170)	46%	(360)	789
Unfavorable of Trump	19%	(243)	31%	(405)	24%	(319)	26%	(340)	1308
Very Favorable of Trump	19%	(90)	15%	(69)	15%	(73)	51%	(240)	472
Somewhat Favorable of Trump	10%	(33)	21%	(67)	31%	(97)	38%	(120)	318
Somewhat Unfavorable of Trump	13%	(28)	30%	(65)	24%	(53)	32%	(70)	216
Very Unfavorable of Trump	20%	(215)	31%	(340)	24%	(267)	25%	(271)	1092
#1 Issue: Economy	13%	(111)	24%	(206)	26%	(222)	37%	(321)	860
#1 Issue: Security	21%	(60)	20%	(57)	16%	(47)	43%	(124)	289
#1 Issue: Health Care	23%	(79)	34%	(121)	24%	(83)	19%	(68)	351
#1 Issue: Medicare / Social Security	11%	(30)	24%	(64)	27%	(72)	38%	(100)	267
#1 Issue: Women's Issues	14%	(14)	47%	(46)	21%	(20)	18%	(17)	98
#1 Issue: Education	24%	(27)	28%	(31)	22%	(25)	25%	(28)	111
#1 Issue: Energy	31%	(26)	27%	(22)	22%	(18)	20%	(16)	83
#1 Issue: Other	24%	(34)	28%	(40)	18%	(25)	30%	(43)	141
2020 Vote: Joe Biden	23%	(235)	33%	(336)	23%	(238)	21%	(216)	1024
2020 Vote: Donald Trump	11%	(73)	15%	(102)	22%	(147)	52%	(344)	667
2020 Vote: Other	7%	(6)	21%	(18)	42%	(35)	30%	(25)	84
2020 Vote: Didn't Vote	16%	(66)	31%	(131)	22%	(92)	31%	(131)	421
2018 House Vote: Democrat	23%	(176)	31%	(242)	24%	(186)	22%	(170)	774
2018 House Vote: Republican	11%	(60)	14%	(80)	22%	(121)	53%	(296)	558
2016 Vote: Hillary Clinton	24%	(167)	31%	(219)	24%	(168)	21%	(150)	703
2016 Vote: Donald Trump	11%	(72)	17%	(107)	22%	(144)	50%	(324)	647
2016 Vote: Other	11%	(9)	23%	(19)	32%	(28)	35%	(30)	87
2016 Vote: Didn't Vote	17%	(129)	32%	(243)	23%	(174)	28%	(214)	759

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**Table MCBR1\_5:** Do you think it is appropriate or inappropriate for the following types of brands to make public statements on social media about political division?  
Clothing companies

Demographic	Very appropriate		Somewhat appropriate		Somewhat inappropriate		Very inappropriate		Total N
Adults	17%	(381)	27%	(588)	23%	(513)	33%	(718)	2200
Voted in 2014: Yes	17%	(208)	24%	(291)	23%	(279)	36%	(439)	1216
Voted in 2014: No	18%	(173)	30%	(297)	24%	(235)	28%	(279)	984
4-Region: Northeast	24%	(93)	27%	(107)	19%	(76)	30%	(117)	394
4-Region: Midwest	13%	(62)	26%	(122)	26%	(120)	34%	(158)	462
4-Region: South	16%	(131)	22%	(184)	26%	(215)	36%	(295)	824
4-Region: West	18%	(95)	33%	(174)	20%	(103)	28%	(148)	520

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

**Table MCBR1\_6:** Do you think it is appropriate or inappropriate for the following types of brands to make public statements on social media about political division?  
Beauty/cosmetic brands

Demographic	Very appropriate		Somewhat appropriate		Somewhat inappropriate		Very inappropriate		Total N
Adults	16%	(353)	27%	(591)	24%	(521)	33%	(736)	2200
Gender: Male	16%	(169)	30%	(314)	24%	(257)	30%	(322)	1062
Gender: Female	16%	(184)	24%	(277)	23%	(264)	36%	(413)	1138
Age: 18-34	22%	(141)	33%	(217)	23%	(151)	22%	(145)	655
Age: 35-44	24%	(87)	29%	(103)	21%	(76)	26%	(91)	358
Age: 45-64	11%	(84)	25%	(188)	23%	(173)	41%	(307)	751
Age: 65+	9%	(41)	19%	(82)	28%	(120)	44%	(193)	436
GenZers: 1997-2012	21%	(71)	29%	(96)	24%	(80)	25%	(84)	331
Millennials: 1981-1996	24%	(145)	34%	(205)	22%	(131)	20%	(118)	599
GenXers: 1965-1980	13%	(68)	28%	(150)	21%	(111)	38%	(203)	531
Baby Boomers: 1946-1964	9%	(56)	20%	(132)	26%	(174)	45%	(297)	659
PID: Dem (no lean)	22%	(203)	33%	(299)	22%	(204)	23%	(206)	912
PID: Ind (no lean)	12%	(80)	27%	(173)	25%	(161)	37%	(239)	652
PID: Rep (no lean)	11%	(70)	19%	(119)	25%	(156)	46%	(291)	636
PID/Gender: Dem Men	23%	(99)	35%	(149)	25%	(105)	17%	(71)	424
PID/Gender: Dem Women	21%	(104)	31%	(150)	20%	(99)	28%	(135)	488
PID/Gender: Ind Men	11%	(34)	32%	(97)	21%	(65)	36%	(110)	306
PID/Gender: Ind Women	13%	(46)	22%	(76)	28%	(96)	37%	(129)	346
PID/Gender: Rep Men	11%	(37)	20%	(67)	26%	(87)	43%	(142)	332
PID/Gender: Rep Women	11%	(34)	17%	(51)	23%	(70)	49%	(149)	304
Ideo: Liberal (1-3)	27%	(180)	32%	(209)	20%	(132)	20%	(134)	655
Ideo: Moderate (4)	12%	(80)	29%	(186)	29%	(184)	30%	(194)	644
Ideo: Conservative (5-7)	11%	(71)	17%	(110)	24%	(157)	49%	(326)	663
Educ: < College	14%	(217)	26%	(393)	24%	(357)	36%	(545)	1512
Educ: Bachelors degree	17%	(75)	28%	(123)	25%	(113)	30%	(133)	444
Educ: Post-grad	25%	(61)	31%	(75)	21%	(50)	24%	(58)	244
Income: Under 50k	13%	(150)	29%	(325)	25%	(276)	33%	(370)	1121
Income: 50k-100k	18%	(124)	23%	(157)	24%	(161)	35%	(239)	681
Income: 100k+	20%	(79)	27%	(109)	21%	(83)	32%	(127)	398
Ethnicity: White	15%	(261)	24%	(415)	25%	(428)	36%	(619)	1722

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**Table MCBR1\_6:** Do you think it is appropriate or inappropriate for the following types of brands to make public statements on social media about political division?  
Beauty/cosmetic brands

Demographic	Very appropriate		Somewhat appropriate		Somewhat inappropriate		Very inappropriate		Total N
Adults	16%	(353)	27%	(591)	24%	(521)	33%	(736)	2200
Ethnicity: Hispanic	18%	(63)	34%	(120)	21%	(74)	27%	(94)	349
Ethnicity: Black	24%	(65)	38%	(105)	16%	(44)	22%	(61)	274
Ethnicity: Other	13%	(27)	35%	(72)	24%	(49)	27%	(56)	204
All Christian	16%	(167)	25%	(271)	24%	(253)	35%	(374)	1064
All Non-Christian	22%	(32)	36%	(52)	24%	(34)	18%	(26)	143
Atheist	21%	(17)	31%	(24)	19%	(15)	29%	(23)	80
Agnostic/Nothing in particular	17%	(84)	26%	(134)	26%	(130)	31%	(158)	506
Something Else	13%	(53)	27%	(110)	22%	(89)	38%	(156)	408
Religious Non-Protestant/Catholic	21%	(33)	36%	(57)	24%	(38)	19%	(30)	158
Evangelical	18%	(123)	28%	(190)	20%	(137)	34%	(228)	678
Non-Evangelical	12%	(95)	23%	(177)	26%	(198)	38%	(291)	760
Community: Urban	22%	(160)	37%	(265)	22%	(159)	19%	(141)	725
Community: Suburban	13%	(125)	22%	(205)	26%	(242)	39%	(362)	934
Community: Rural	13%	(68)	22%	(121)	22%	(120)	43%	(233)	541
Employ: Private Sector	21%	(136)	27%	(175)	21%	(137)	32%	(206)	654
Employ: Government	22%	(33)	37%	(57)	19%	(29)	22%	(34)	153
Employ: Self-Employed	15%	(27)	30%	(53)	22%	(39)	33%	(59)	178
Employ: Homemaker	22%	(26)	21%	(24)	18%	(21)	39%	(45)	115
Employ: Student	20%	(29)	37%	(52)	26%	(36)	17%	(24)	140
Employ: Retired	9%	(43)	19%	(96)	28%	(140)	44%	(218)	496
Employ: Unemployed	13%	(38)	30%	(90)	26%	(81)	31%	(95)	305
Employ: Other	14%	(22)	28%	(45)	24%	(38)	34%	(54)	158
Military HH: Yes	15%	(58)	20%	(76)	21%	(79)	44%	(168)	381
Military HH: No	16%	(295)	28%	(515)	24%	(442)	31%	(567)	1819
RD/WT: Right Direction	21%	(109)	33%	(173)	20%	(104)	27%	(143)	529
RD/WT: Wrong Track	15%	(244)	25%	(418)	25%	(416)	35%	(593)	1671
Trump Job Approve	12%	(94)	19%	(152)	22%	(171)	47%	(369)	787
Trump Job Disapprove	18%	(244)	31%	(414)	25%	(330)	26%	(349)	1336

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**Table MCBR1\_6:** Do you think it is appropriate or inappropriate for the following types of brands to make public statements on social media about political division?  
Beauty/cosmetic brands

Demographic	Very appropriate		Somewhat appropriate		Somewhat inappropriate		Very inappropriate		Total N
Adults	16%	(353)	27%	(591)	24%	(521)	33%	(736)	2200
Trump Job Strongly Approve	15%	(72)	17%	(79)	17%	(80)	51%	(245)	476
Trump Job Somewhat Approve	7%	(22)	24%	(73)	29%	(91)	40%	(124)	311
Trump Job Somewhat Disapprove	14%	(37)	37%	(100)	27%	(74)	22%	(59)	271
Trump Job Strongly Disapprove	19%	(207)	29%	(314)	24%	(255)	27%	(289)	1066
Favorable of Trump	14%	(109)	18%	(146)	22%	(171)	46%	(363)	789
Unfavorable of Trump	18%	(230)	31%	(403)	25%	(324)	27%	(352)	1308
Very Favorable of Trump	17%	(80)	16%	(76)	16%	(74)	51%	(242)	472
Somewhat Favorable of Trump	9%	(29)	22%	(70)	31%	(97)	38%	(121)	318
Somewhat Unfavorable of Trump	9%	(20)	34%	(73)	28%	(61)	28%	(61)	216
Very Unfavorable of Trump	19%	(209)	30%	(330)	24%	(263)	27%	(291)	1092
#1 Issue: Economy	14%	(120)	21%	(184)	26%	(225)	39%	(331)	860
#1 Issue: Security	18%	(53)	22%	(62)	18%	(51)	43%	(123)	289
#1 Issue: Health Care	21%	(73)	36%	(127)	23%	(81)	20%	(71)	351
#1 Issue: Medicare / Social Security	10%	(26)	27%	(73)	25%	(67)	38%	(102)	267
#1 Issue: Women's Issues	20%	(19)	41%	(40)	24%	(24)	15%	(15)	98
#1 Issue: Education	16%	(18)	33%	(37)	23%	(26)	27%	(30)	111
#1 Issue: Energy	22%	(19)	32%	(26)	25%	(20)	21%	(17)	83
#1 Issue: Other	18%	(25)	30%	(43)	19%	(27)	33%	(46)	141
2020 Vote: Joe Biden	22%	(225)	32%	(333)	23%	(240)	22%	(227)	1024
2020 Vote: Donald Trump	9%	(62)	16%	(105)	23%	(154)	52%	(345)	667
2020 Vote: Other	9%	(8)	21%	(18)	34%	(29)	36%	(30)	84
2020 Vote: Didn't Vote	13%	(57)	32%	(135)	23%	(96)	32%	(133)	421
2018 House Vote: Democrat	22%	(168)	32%	(245)	23%	(175)	24%	(186)	774
2018 House Vote: Republican	10%	(54)	16%	(90)	22%	(122)	52%	(292)	558
2016 Vote: Hillary Clinton	22%	(154)	33%	(229)	22%	(158)	23%	(162)	703
2016 Vote: Donald Trump	10%	(67)	17%	(111)	22%	(142)	50%	(326)	647
2016 Vote: Other	13%	(11)	19%	(17)	37%	(32)	31%	(27)	87
2016 Vote: Didn't Vote	16%	(120)	30%	(230)	25%	(187)	29%	(221)	759

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**Table MCBR1\_6:** Do you think it is appropriate or inappropriate for the following types of brands to make public statements on social media about political division?  
Beauty/cosmetic brands

Demographic	Very appropriate		Somewhat appropriate		Somewhat inappropriate		Very inappropriate		Total N
Adults	16%	(353)	27%	(591)	24%	(521)	33%	(736)	2200
Voted in 2014: Yes	16%	(193)	25%	(301)	23%	(275)	37%	(446)	1216
Voted in 2014: No	16%	(160)	29%	(289)	25%	(245)	29%	(290)	984
4-Region: Northeast	18%	(72)	32%	(127)	20%	(80)	29%	(115)	394
4-Region: Midwest	17%	(79)	24%	(110)	25%	(116)	34%	(158)	462
4-Region: South	13%	(106)	24%	(202)	26%	(211)	37%	(306)	824
4-Region: West	18%	(96)	29%	(152)	22%	(115)	30%	(157)	520

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



**Table MCBR1\_7:** Do you think it is appropriate or inappropriate for the following types of brands to make public statements on social media about political division?  
Fast food/casual companies

Demographic	Very appropriate		Somewhat appropriate		Somewhat inappropriate		Very inappropriate		Total N
Adults	18%	(388)	26%	(572)	23%	(515)	33%	(724)	2200
Gender: Male	20%	(210)	27%	(286)	24%	(258)	29%	(308)	1062
Gender: Female	16%	(178)	25%	(286)	23%	(257)	37%	(416)	1138
Age: 18-34	25%	(164)	32%	(211)	24%	(155)	19%	(125)	655
Age: 35-44	24%	(86)	30%	(107)	20%	(73)	26%	(92)	358
Age: 45-64	12%	(93)	23%	(173)	24%	(178)	41%	(307)	751
Age: 65+	11%	(46)	19%	(81)	25%	(109)	46%	(200)	436
GenZers: 1997-2012	23%	(78)	29%	(97)	24%	(81)	23%	(75)	331
Millennials: 1981-1996	26%	(158)	33%	(200)	22%	(133)	18%	(108)	599
GenXers: 1965-1980	15%	(81)	25%	(131)	21%	(109)	40%	(210)	531
Baby Boomers: 1946-1964	9%	(58)	21%	(137)	25%	(168)	45%	(297)	659
PID: Dem (no lean)	24%	(217)	32%	(288)	21%	(195)	23%	(212)	912
PID: Ind (no lean)	14%	(92)	26%	(168)	25%	(164)	35%	(227)	652
PID: Rep (no lean)	13%	(80)	18%	(116)	24%	(156)	45%	(285)	636
PID/Gender: Dem Men	28%	(117)	32%	(135)	23%	(98)	17%	(74)	424
PID/Gender: Dem Women	20%	(99)	31%	(153)	20%	(97)	28%	(138)	488
PID/Gender: Ind Men	16%	(49)	28%	(86)	23%	(70)	33%	(100)	306
PID/Gender: Ind Women	12%	(43)	24%	(82)	27%	(94)	37%	(127)	346
PID/Gender: Rep Men	13%	(44)	19%	(65)	27%	(90)	40%	(134)	332
PID/Gender: Rep Women	12%	(36)	17%	(51)	22%	(66)	50%	(151)	304
Ideo: Liberal (1-3)	27%	(178)	34%	(223)	18%	(120)	20%	(134)	655
Ideo: Moderate (4)	15%	(99)	27%	(171)	29%	(189)	29%	(185)	644
Ideo: Conservative (5-7)	12%	(81)	15%	(103)	24%	(157)	49%	(323)	663
Educ: < College	16%	(239)	25%	(379)	24%	(359)	35%	(536)	1512
Educ: Bachelors degree	18%	(82)	27%	(120)	25%	(112)	29%	(130)	444
Educ: Post-grad	28%	(67)	30%	(74)	18%	(45)	24%	(58)	244
Income: Under 50k	15%	(169)	28%	(310)	25%	(282)	32%	(360)	1121
Income: 50k-100k	18%	(126)	24%	(160)	23%	(158)	35%	(237)	681
Income: 100k+	23%	(93)	26%	(102)	19%	(76)	32%	(127)	398
Ethnicity: White	16%	(270)	24%	(406)	25%	(427)	36%	(618)	1722

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**Table MCBR1\_7:** Do you think it is appropriate or inappropriate for the following types of brands to make public statements on social media about political division?  
Fast food/casual companies

Demographic	Very appropriate		Somewhat appropriate		Somewhat inappropriate		Very inappropriate		Total N
Adults	18%	(388)	26%	(572)	23%	(515)	33%	(724)	2200
Ethnicity: Hispanic	24%	(86)	29%	(103)	22%	(79)	24%	(82)	349
Ethnicity: Black	30%	(81)	33%	(92)	18%	(49)	19%	(53)	274
Ethnicity: Other	18%	(37)	36%	(74)	20%	(40)	26%	(53)	204
All Christian	17%	(185)	25%	(263)	23%	(247)	35%	(369)	1064
All Non-Christian	23%	(33)	34%	(49)	22%	(31)	21%	(30)	143
Atheist	22%	(17)	37%	(30)	15%	(12)	26%	(21)	80
Agnostic/Nothing in particular	18%	(93)	26%	(133)	24%	(120)	32%	(160)	506
Something Else	15%	(61)	24%	(97)	26%	(105)	35%	(144)	408
Religious Non-Protestant/Catholic	22%	(35)	33%	(53)	23%	(37)	21%	(33)	158
Evangelical	22%	(150)	25%	(171)	20%	(135)	33%	(222)	678
Non-Evangelical	12%	(89)	24%	(180)	27%	(209)	37%	(282)	760
Community: Urban	24%	(175)	34%	(247)	23%	(165)	19%	(138)	725
Community: Suburban	15%	(137)	23%	(214)	25%	(232)	38%	(351)	934
Community: Rural	14%	(76)	20%	(110)	22%	(119)	44%	(236)	541
Employ: Private Sector	22%	(142)	26%	(170)	22%	(143)	31%	(200)	654
Employ: Government	26%	(40)	32%	(49)	21%	(32)	22%	(33)	153
Employ: Self-Employed	18%	(33)	29%	(52)	20%	(35)	33%	(58)	178
Employ: Homemaker	21%	(24)	21%	(24)	17%	(20)	41%	(47)	115
Employ: Student	27%	(38)	32%	(45)	27%	(38)	13%	(19)	140
Employ: Retired	10%	(48)	20%	(99)	25%	(125)	45%	(225)	496
Employ: Unemployed	13%	(40)	28%	(84)	31%	(95)	28%	(85)	305
Employ: Other	15%	(24)	31%	(49)	18%	(29)	35%	(56)	158
Military HH: Yes	18%	(69)	18%	(69)	20%	(78)	43%	(165)	381
Military HH: No	18%	(319)	28%	(503)	24%	(437)	31%	(559)	1819
RD/WT: Right Direction	26%	(140)	27%	(143)	20%	(107)	26%	(139)	529
RD/WT: Wrong Track	15%	(248)	26%	(429)	24%	(409)	35%	(585)	1671
Trump Job Approve	15%	(117)	18%	(142)	21%	(168)	46%	(360)	787
Trump Job Disapprove	19%	(256)	31%	(413)	24%	(321)	26%	(346)	1336

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**Table MCBR1\_7:** Do you think it is appropriate or inappropriate for the following types of brands to make public statements on social media about political division?  
Fast food/casual companies

Demographic	Very appropriate		Somewhat appropriate		Somewhat inappropriate		Very inappropriate		Total N
Adults	18%	(388)	26%	(572)	23%	(515)	33%	(724)	2200
Trump Job Strongly Approve	18%	(87)	15%	(72)	15%	(73)	51%	(244)	476
Trump Job Somewhat Approve	10%	(31)	22%	(70)	30%	(95)	37%	(116)	311
Trump Job Somewhat Disapprove	15%	(41)	34%	(92)	30%	(80)	21%	(57)	271
Trump Job Strongly Disapprove	20%	(215)	30%	(321)	23%	(241)	27%	(289)	1066
Favorable of Trump	15%	(120)	19%	(149)	21%	(162)	45%	(358)	789
Unfavorable of Trump	19%	(251)	30%	(391)	25%	(322)	26%	(344)	1308
Very Favorable of Trump	19%	(89)	15%	(73)	15%	(71)	51%	(239)	472
Somewhat Favorable of Trump	10%	(31)	24%	(76)	29%	(91)	38%	(120)	318
Somewhat Unfavorable of Trump	14%	(31)	29%	(64)	28%	(61)	28%	(60)	216
Very Unfavorable of Trump	20%	(220)	30%	(327)	24%	(261)	26%	(284)	1092
#1 Issue: Economy	14%	(122)	23%	(198)	25%	(215)	38%	(325)	860
#1 Issue: Security	20%	(56)	21%	(60)	20%	(56)	40%	(116)	289
#1 Issue: Health Care	23%	(80)	33%	(116)	23%	(81)	21%	(75)	351
#1 Issue: Medicare / Social Security	15%	(39)	21%	(56)	26%	(70)	38%	(102)	267
#1 Issue: Women's Issues	21%	(21)	41%	(40)	20%	(19)	17%	(17)	98
#1 Issue: Education	22%	(25)	36%	(40)	16%	(18)	25%	(28)	111
#1 Issue: Energy	24%	(19)	20%	(17)	35%	(29)	21%	(17)	83
#1 Issue: Other	19%	(26)	32%	(46)	18%	(26)	31%	(44)	141
2020 Vote: Joe Biden	23%	(236)	33%	(341)	22%	(228)	21%	(220)	1024
2020 Vote: Donald Trump	11%	(74)	14%	(96)	23%	(151)	52%	(346)	667
2020 Vote: Other	8%	(7)	19%	(16)	31%	(26)	41%	(35)	84
2020 Vote: Didn't Vote	17%	(71)	28%	(118)	26%	(109)	29%	(122)	421
2018 House Vote: Democrat	23%	(181)	31%	(241)	22%	(167)	24%	(185)	774
2018 House Vote: Republican	12%	(65)	16%	(89)	19%	(107)	53%	(296)	558
2016 Vote: Hillary Clinton	23%	(164)	32%	(227)	22%	(154)	23%	(159)	703
2016 Vote: Donald Trump	12%	(78)	16%	(106)	21%	(133)	51%	(330)	647
2016 Vote: Other	7%	(6)	27%	(23)	31%	(27)	36%	(31)	87
2016 Vote: Didn't Vote	18%	(140)	28%	(213)	27%	(202)	27%	(204)	759

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**Table MCBR1\_7:** Do you think it is appropriate or inappropriate for the following types of brands to make public statements on social media about political division?  
Fast food/casual companies

Demographic	Very appropriate		Somewhat appropriate		Somewhat inappropriate		Very inappropriate		Total N
Adults	18%	(388)	26%	(572)	23%	(515)	33%	(724)	2200
Voted in 2014: Yes	17%	(212)	24%	(291)	21%	(260)	37%	(453)	1216
Voted in 2014: No	18%	(176)	29%	(281)	26%	(256)	28%	(271)	984
4-Region: Northeast	22%	(86)	30%	(118)	20%	(80)	28%	(109)	394
4-Region: Midwest	14%	(67)	25%	(115)	25%	(116)	36%	(165)	462
4-Region: South	16%	(130)	23%	(190)	24%	(199)	37%	(306)	824
4-Region: West	20%	(106)	29%	(149)	23%	(120)	28%	(144)	520

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

**Table MCBR1\_8:** Do you think it is appropriate or inappropriate for the following types of brands to make public statements on social media about political division?  
Fitness brands

Demographic	Very appropriate		Somewhat appropriate		Somewhat inappropriate		Very inappropriate		Total N
Adults	16%	(357)	27%	(599)	24%	(519)	33%	(725)	2200
Gender: Male	18%	(195)	29%	(312)	23%	(240)	30%	(314)	1062
Gender: Female	14%	(161)	25%	(287)	24%	(279)	36%	(411)	1138
Age: 18-34	21%	(136)	34%	(222)	24%	(156)	21%	(140)	655
Age: 35-44	26%	(92)	31%	(111)	21%	(75)	22%	(80)	358
Age: 45-64	12%	(91)	25%	(186)	23%	(169)	41%	(305)	751
Age: 65+	8%	(37)	18%	(80)	27%	(118)	46%	(201)	436
GenZers: 1997-2012	18%	(60)	31%	(102)	28%	(93)	23%	(76)	331
Millennials: 1981-1996	26%	(155)	35%	(209)	20%	(123)	19%	(113)	599
GenXers: 1965-1980	15%	(81)	28%	(149)	19%	(103)	37%	(198)	531
Baby Boomers: 1946-1964	8%	(50)	20%	(131)	26%	(173)	46%	(305)	659
PID: Dem (no lean)	22%	(200)	33%	(303)	23%	(208)	22%	(200)	912
PID: Ind (no lean)	12%	(81)	28%	(182)	24%	(157)	36%	(232)	652
PID: Rep (no lean)	12%	(76)	18%	(114)	24%	(153)	46%	(293)	636
PID/Gender: Dem Men	26%	(108)	35%	(148)	23%	(96)	17%	(71)	424
PID/Gender: Dem Women	19%	(92)	32%	(155)	23%	(112)	27%	(129)	488
PID/Gender: Ind Men	14%	(42)	32%	(97)	21%	(63)	34%	(103)	306
PID/Gender: Ind Women	11%	(39)	25%	(85)	27%	(94)	37%	(129)	346
PID/Gender: Rep Men	14%	(46)	20%	(67)	24%	(80)	42%	(140)	332
PID/Gender: Rep Women	10%	(30)	16%	(48)	24%	(73)	50%	(153)	304
Ideo: Liberal (1-3)	27%	(175)	34%	(222)	21%	(134)	19%	(123)	655
Ideo: Moderate (4)	12%	(79)	29%	(187)	29%	(184)	30%	(194)	644
Ideo: Conservative (5-7)	11%	(73)	17%	(114)	23%	(156)	48%	(321)	663
Educ: < College	14%	(213)	26%	(400)	24%	(365)	35%	(534)	1512
Educ: Bachelors degree	17%	(77)	28%	(123)	25%	(112)	30%	(133)	444
Educ: Post-grad	27%	(67)	31%	(77)	17%	(43)	24%	(58)	244
Income: Under 50k	14%	(158)	29%	(322)	25%	(279)	32%	(362)	1121
Income: 50k-100k	17%	(114)	25%	(167)	24%	(162)	35%	(238)	681
Income: 100k+	21%	(85)	28%	(110)	20%	(78)	31%	(125)	398
Ethnicity: White	15%	(253)	24%	(415)	25%	(436)	36%	(619)	1722

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**Table MCBR1\_8:** Do you think it is appropriate or inappropriate for the following types of brands to make public statements on social media about political division?  
Fitness brands

Demographic	Very appropriate		Somewhat appropriate		Somewhat inappropriate		Very inappropriate		Total N
Adults	16%	(357)	27%	(599)	24%	(519)	33%	(725)	2200
Ethnicity: Hispanic	20%	(70)	34%	(118)	20%	(71)	26%	(90)	349
Ethnicity: Black	27%	(75)	37%	(102)	17%	(47)	19%	(51)	274
Ethnicity: Other	14%	(29)	41%	(83)	18%	(36)	27%	(56)	204
All Christian	15%	(164)	26%	(276)	24%	(254)	35%	(371)	1064
All Non-Christian	24%	(34)	39%	(56)	19%	(27)	18%	(26)	143
Atheist	22%	(18)	33%	(27)	22%	(18)	22%	(18)	80
Agnostic/Nothing in particular	17%	(84)	28%	(141)	25%	(125)	31%	(157)	506
Something Else	14%	(58)	25%	(100)	24%	(96)	38%	(154)	408
Religious Non-Protestant/Catholic	22%	(35)	38%	(61)	18%	(28)	21%	(34)	158
Evangelical	20%	(133)	26%	(176)	21%	(143)	33%	(226)	678
Non-Evangelical	11%	(84)	25%	(189)	26%	(201)	38%	(286)	760
Community: Urban	24%	(172)	37%	(265)	21%	(151)	19%	(137)	725
Community: Suburban	13%	(123)	22%	(210)	27%	(254)	37%	(347)	934
Community: Rural	11%	(62)	23%	(125)	21%	(114)	45%	(241)	541
Employ: Private Sector	21%	(137)	27%	(175)	22%	(141)	31%	(201)	654
Employ: Government	23%	(35)	35%	(53)	21%	(32)	22%	(33)	153
Employ: Self-Employed	21%	(37)	26%	(46)	18%	(32)	35%	(63)	178
Employ: Homemaker	22%	(25)	19%	(22)	20%	(23)	39%	(45)	115
Employ: Student	16%	(22)	41%	(57)	29%	(41)	14%	(20)	140
Employ: Retired	8%	(39)	19%	(94)	28%	(141)	45%	(222)	496
Employ: Unemployed	13%	(38)	34%	(104)	26%	(80)	27%	(82)	305
Employ: Other	15%	(23)	30%	(47)	19%	(29)	37%	(59)	158
Military HH: Yes	16%	(62)	21%	(82)	21%	(78)	42%	(159)	381
Military HH: No	16%	(295)	28%	(517)	24%	(440)	31%	(566)	1819
RD/WT: Right Direction	23%	(122)	32%	(168)	20%	(108)	25%	(131)	529
RD/WT: Wrong Track	14%	(234)	26%	(431)	25%	(411)	36%	(594)	1671
Trump Job Approve	13%	(106)	19%	(147)	21%	(168)	47%	(366)	787
Trump Job Disapprove	18%	(235)	33%	(436)	25%	(331)	25%	(335)	1336

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**Table MCBR1\_8:** Do you think it is appropriate or inappropriate for the following types of brands to make public statements on social media about political division?  
Fitness brands

Demographic	Very appropriate		Somewhat appropriate		Somewhat inappropriate		Very inappropriate		Total N
Adults	16%	(357)	27%	(599)	24%	(519)	33%	(725)	2200
Trump Job Strongly Approve	17%	(79)	15%	(72)	18%	(84)	51%	(241)	476
Trump Job Somewhat Approve	9%	(27)	24%	(74)	27%	(84)	40%	(126)	311
Trump Job Somewhat Disapprove	13%	(35)	37%	(101)	27%	(74)	23%	(61)	271
Trump Job Strongly Disapprove	19%	(200)	31%	(335)	24%	(257)	26%	(273)	1066
Favorable of Trump	14%	(113)	18%	(143)	21%	(165)	47%	(368)	789
Unfavorable of Trump	17%	(227)	32%	(413)	25%	(328)	26%	(340)	1308
Very Favorable of Trump	17%	(82)	15%	(71)	16%	(75)	52%	(244)	472
Somewhat Favorable of Trump	10%	(31)	23%	(73)	28%	(90)	39%	(123)	318
Somewhat Unfavorable of Trump	10%	(21)	33%	(71)	29%	(62)	29%	(62)	216
Very Unfavorable of Trump	19%	(207)	31%	(342)	24%	(267)	25%	(278)	1092
#1 Issue: Economy	13%	(113)	24%	(208)	25%	(213)	38%	(326)	860
#1 Issue: Security	17%	(50)	23%	(65)	17%	(49)	43%	(124)	289
#1 Issue: Health Care	20%	(71)	35%	(124)	25%	(87)	20%	(69)	351
#1 Issue: Medicare / Social Security	13%	(34)	24%	(63)	25%	(67)	39%	(103)	267
#1 Issue: Women's Issues	19%	(19)	42%	(41)	23%	(23)	15%	(15)	98
#1 Issue: Education	22%	(25)	31%	(35)	23%	(26)	23%	(26)	111
#1 Issue: Energy	23%	(19)	26%	(21)	28%	(23)	23%	(19)	83
#1 Issue: Other	18%	(26)	29%	(41)	22%	(31)	31%	(43)	141
2020 Vote: Joe Biden	22%	(222)	35%	(354)	23%	(235)	21%	(214)	1024
2020 Vote: Donald Trump	10%	(64)	15%	(97)	24%	(158)	52%	(348)	667
2020 Vote: Other	10%	(9)	19%	(16)	37%	(32)	34%	(28)	84
2020 Vote: Didn't Vote	14%	(61)	32%	(133)	22%	(93)	32%	(135)	421
2018 House Vote: Democrat	22%	(173)	31%	(238)	24%	(185)	23%	(178)	774
2018 House Vote: Republican	10%	(58)	15%	(83)	22%	(122)	53%	(294)	558
2016 Vote: Hillary Clinton	22%	(152)	33%	(231)	23%	(159)	23%	(160)	703
2016 Vote: Donald Trump	12%	(77)	15%	(99)	22%	(144)	51%	(327)	647
2016 Vote: Other	10%	(8)	23%	(20)	39%	(34)	28%	(24)	87
2016 Vote: Didn't Vote	16%	(119)	32%	(245)	24%	(182)	28%	(213)	759

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**Table MCBR1\_8:** Do you think it is appropriate or inappropriate for the following types of brands to make public statements on social media about political division?  
Fitness brands

Demographic	Very appropriate		Somewhat appropriate		Somewhat inappropriate		Very inappropriate		Total N
Adults	16%	(357)	27%	(599)	24%	(519)	33%	(725)	2200
Voted in 2014: Yes	16%	(193)	24%	(297)	23%	(278)	37%	(448)	1216
Voted in 2014: No	17%	(164)	31%	(302)	24%	(241)	28%	(278)	984
4-Region: Northeast	19%	(74)	30%	(117)	22%	(88)	29%	(114)	394
4-Region: Midwest	14%	(67)	25%	(116)	27%	(124)	34%	(156)	462
4-Region: South	13%	(109)	25%	(206)	24%	(194)	38%	(314)	824
4-Region: West	21%	(107)	31%	(159)	22%	(113)	27%	(141)	520

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



**Table MCBR1\_9:** Do you think it is appropriate or inappropriate for the following types of brands to make public statements on social media about political division?  
Food delivery companies

Demographic	Very appropriate		Somewhat appropriate		Somewhat inappropriate		Very inappropriate		Total N
Adults	18%	(392)	26%	(568)	24%	(517)	33%	(723)	2200
Gender: Male	20%	(210)	27%	(283)	23%	(248)	30%	(321)	1062
Gender: Female	16%	(181)	25%	(285)	24%	(270)	35%	(402)	1138
Age: 18-34	23%	(152)	33%	(216)	23%	(154)	20%	(134)	655
Age: 35-44	27%	(96)	26%	(94)	21%	(77)	25%	(91)	358
Age: 45-64	13%	(100)	23%	(176)	23%	(176)	40%	(299)	751
Age: 65+	10%	(44)	19%	(82)	25%	(111)	46%	(199)	436
GenZers: 1997-2012	21%	(70)	33%	(110)	23%	(77)	22%	(74)	331
Millennials: 1981-1996	27%	(164)	30%	(181)	23%	(138)	19%	(116)	599
GenXers: 1965-1980	16%	(87)	25%	(134)	20%	(107)	38%	(203)	531
Baby Boomers: 1946-1964	9%	(59)	20%	(132)	26%	(173)	45%	(295)	659
PID: Dem (no lean)	24%	(221)	31%	(287)	22%	(202)	22%	(202)	912
PID: Ind (no lean)	13%	(86)	26%	(168)	26%	(173)	35%	(225)	652
PID: Rep (no lean)	13%	(85)	18%	(113)	22%	(142)	46%	(295)	636
PID/Gender: Dem Men	28%	(118)	33%	(138)	23%	(97)	17%	(71)	424
PID/Gender: Dem Women	21%	(103)	30%	(149)	22%	(106)	27%	(130)	488
PID/Gender: Ind Men	13%	(41)	28%	(85)	25%	(76)	34%	(103)	306
PID/Gender: Ind Women	13%	(45)	24%	(83)	28%	(96)	35%	(122)	346
PID/Gender: Rep Men	16%	(52)	18%	(60)	22%	(74)	44%	(147)	332
PID/Gender: Rep Women	11%	(34)	18%	(54)	22%	(68)	49%	(149)	304
Ideo: Liberal (1-3)	28%	(181)	31%	(205)	22%	(145)	19%	(123)	655
Ideo: Moderate (4)	14%	(90)	27%	(177)	30%	(196)	28%	(181)	644
Ideo: Conservative (5-7)	12%	(81)	17%	(114)	20%	(132)	51%	(337)	663
Educ: < College	16%	(243)	25%	(379)	24%	(359)	35%	(531)	1512
Educ: Bachelors degree	18%	(81)	26%	(116)	26%	(117)	29%	(130)	444
Educ: Post-grad	27%	(67)	30%	(74)	17%	(42)	25%	(61)	244
Income: Under 50k	17%	(185)	27%	(304)	25%	(280)	31%	(352)	1121
Income: 50k-100k	17%	(114)	24%	(166)	23%	(158)	36%	(243)	681
Income: 100k+	23%	(93)	25%	(98)	20%	(79)	32%	(128)	398
Ethnicity: White	17%	(285)	23%	(395)	25%	(432)	35%	(610)	1722

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**Table MCBR1\_9:** Do you think it is appropriate or inappropriate for the following types of brands to make public statements on social media about political division?  
Food delivery companies

Demographic	Very appropriate		Somewhat appropriate		Somewhat inappropriate		Very inappropriate		Total N
Adults	18%	(392)	26%	(568)	24%	(517)	33%	(723)	2200
Ethnicity: Hispanic	21%	(74)	32%	(110)	23%	(80)	24%	(84)	349
Ethnicity: Black	25%	(69)	37%	(100)	16%	(45)	22%	(60)	274
Ethnicity: Other	19%	(38)	36%	(73)	20%	(40)	26%	(52)	204
All Christian	18%	(187)	25%	(267)	22%	(237)	35%	(374)	1064
All Non-Christian	26%	(37)	31%	(44)	22%	(31)	21%	(31)	143
Atheist	22%	(18)	28%	(22)	29%	(23)	21%	(17)	80
Agnostic/Nothing in particular	17%	(88)	26%	(134)	25%	(127)	31%	(157)	506
Something Else	15%	(62)	25%	(102)	24%	(100)	35%	(144)	408
Religious Non-Protestant/Catholic	24%	(38)	31%	(49)	23%	(36)	22%	(34)	158
Evangelical	22%	(147)	26%	(178)	19%	(129)	33%	(224)	678
Non-Evangelical	13%	(97)	24%	(179)	26%	(198)	38%	(285)	760
Community: Urban	26%	(187)	32%	(232)	23%	(166)	19%	(139)	725
Community: Suburban	14%	(127)	23%	(217)	25%	(235)	38%	(354)	934
Community: Rural	14%	(78)	22%	(119)	21%	(115)	42%	(229)	541
Employ: Private Sector	19%	(122)	29%	(187)	22%	(141)	31%	(205)	654
Employ: Government	29%	(44)	30%	(46)	20%	(31)	22%	(33)	153
Employ: Self-Employed	20%	(36)	22%	(39)	21%	(38)	36%	(65)	178
Employ: Homemaker	20%	(23)	18%	(21)	22%	(25)	41%	(47)	115
Employ: Student	24%	(34)	41%	(58)	20%	(29)	14%	(20)	140
Employ: Retired	10%	(51)	19%	(95)	26%	(127)	45%	(223)	496
Employ: Unemployed	17%	(50)	27%	(83)	30%	(92)	26%	(79)	305
Employ: Other	20%	(32)	26%	(41)	22%	(35)	32%	(51)	158
Military HH: Yes	16%	(63)	21%	(79)	22%	(84)	41%	(156)	381
Military HH: No	18%	(329)	27%	(490)	24%	(433)	31%	(567)	1819
RD/WT: Right Direction	25%	(135)	30%	(156)	18%	(95)	27%	(143)	529
RD/WT: Wrong Track	15%	(257)	25%	(412)	25%	(422)	35%	(580)	1671
Trump Job Approve	15%	(116)	18%	(138)	21%	(165)	47%	(367)	787
Trump Job Disapprove	20%	(261)	30%	(407)	25%	(331)	25%	(337)	1336

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**Table MCBR1\_9:** Do you think it is appropriate or inappropriate for the following types of brands to make public statements on social media about political division?  
Food delivery companies

Demographic	Very appropriate		Somewhat appropriate		Somewhat inappropriate		Very inappropriate		Total N
Adults	18%	(392)	26%	(568)	24%	(517)	33%	(723)	2200
Trump Job Strongly Approve	18%	(85)	15%	(73)	16%	(74)	51%	(244)	476
Trump Job Somewhat Approve	10%	(31)	21%	(65)	29%	(91)	40%	(123)	311
Trump Job Somewhat Disapprove	13%	(34)	40%	(107)	24%	(65)	24%	(65)	271
Trump Job Strongly Disapprove	21%	(226)	28%	(300)	25%	(266)	26%	(273)	1066
Favorable of Trump	16%	(123)	19%	(147)	20%	(158)	46%	(362)	789
Unfavorable of Trump	19%	(247)	29%	(383)	26%	(340)	26%	(338)	1308
Very Favorable of Trump	19%	(90)	15%	(69)	16%	(75)	50%	(237)	472
Somewhat Favorable of Trump	10%	(32)	24%	(77)	26%	(83)	39%	(125)	318
Somewhat Unfavorable of Trump	11%	(25)	33%	(71)	27%	(57)	29%	(63)	216
Very Unfavorable of Trump	20%	(223)	29%	(312)	26%	(283)	25%	(275)	1092
#1 Issue: Economy	15%	(125)	23%	(199)	25%	(219)	37%	(316)	860
#1 Issue: Security	21%	(61)	18%	(53)	16%	(46)	44%	(128)	289
#1 Issue: Health Care	24%	(84)	31%	(111)	24%	(86)	20%	(71)	351
#1 Issue: Medicare / Social Security	14%	(38)	22%	(59)	25%	(67)	38%	(103)	267
#1 Issue: Women's Issues	22%	(21)	41%	(40)	25%	(25)	12%	(12)	98
#1 Issue: Education	21%	(23)	37%	(41)	17%	(19)	25%	(28)	111
#1 Issue: Energy	21%	(17)	27%	(22)	30%	(25)	22%	(18)	83
#1 Issue: Other	15%	(21)	30%	(43)	22%	(31)	33%	(47)	141
2020 Vote: Joe Biden	23%	(238)	31%	(318)	24%	(246)	22%	(222)	1024
2020 Vote: Donald Trump	11%	(75)	15%	(103)	21%	(142)	52%	(347)	667
2020 Vote: Other	10%	(8)	24%	(20)	33%	(28)	34%	(28)	84
2020 Vote: Didn't Vote	17%	(70)	30%	(126)	24%	(101)	29%	(124)	421
2018 House Vote: Democrat	24%	(189)	29%	(227)	23%	(181)	23%	(177)	774
2018 House Vote: Republican	11%	(59)	15%	(86)	21%	(119)	53%	(294)	558
2016 Vote: Hillary Clinton	24%	(168)	30%	(214)	24%	(168)	22%	(153)	703
2016 Vote: Donald Trump	11%	(74)	17%	(108)	21%	(136)	51%	(329)	647
2016 Vote: Other	7%	(6)	19%	(17)	39%	(34)	34%	(30)	87
2016 Vote: Didn't Vote	19%	(142)	30%	(229)	23%	(177)	28%	(211)	759

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**Table MCBR1\_9:** Do you think it is appropriate or inappropriate for the following types of brands to make public statements on social media about political division?  
Food delivery companies

Demographic	Very appropriate		Somewhat appropriate		Somewhat inappropriate		Very inappropriate		Total N
Adults	18%	(392)	26%	(568)	24%	(517)	33%	(723)	2200
Voted in 2014: Yes	17%	(209)	23%	(275)	23%	(282)	37%	(450)	1216
Voted in 2014: No	19%	(182)	30%	(294)	24%	(235)	28%	(273)	984
4-Region: Northeast	20%	(78)	31%	(123)	20%	(79)	29%	(113)	394
4-Region: Midwest	17%	(78)	25%	(116)	24%	(110)	34%	(158)	462
4-Region: South	15%	(127)	23%	(187)	26%	(214)	36%	(296)	824
4-Region: West	21%	(109)	27%	(143)	22%	(114)	30%	(155)	520

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

**Table MCBR1\_10:** Do you think it is appropriate or inappropriate for the following types of brands to make public statements on social media about political division?  
Home improvement brands

Demographic	Very appropriate		Somewhat appropriate		Somewhat inappropriate		Very inappropriate		Total N
Adults	16%	(358)	27%	(603)	23%	(515)	33%	(724)	2200
Gender: Male	18%	(193)	28%	(302)	24%	(250)	30%	(317)	1062
Gender: Female	14%	(165)	26%	(301)	23%	(265)	36%	(407)	1138
Age: 18-34	20%	(132)	35%	(228)	24%	(157)	21%	(138)	655
Age: 35-44	25%	(90)	30%	(109)	20%	(73)	24%	(86)	358
Age: 45-64	13%	(100)	23%	(172)	24%	(180)	40%	(300)	751
Age: 65+	9%	(37)	21%	(93)	24%	(106)	46%	(199)	436
GenZers: 1997-2012	17%	(56)	35%	(118)	25%	(83)	22%	(74)	331
Millennials: 1981-1996	25%	(152)	34%	(201)	21%	(126)	20%	(120)	599
GenXers: 1965-1980	15%	(82)	26%	(137)	21%	(114)	37%	(198)	531
Baby Boomers: 1946-1964	9%	(57)	21%	(137)	26%	(172)	45%	(294)	659
PID: Dem (no lean)	22%	(204)	33%	(300)	23%	(210)	22%	(198)	912
PID: Ind (no lean)	12%	(81)	26%	(169)	25%	(162)	37%	(240)	652
PID: Rep (no lean)	11%	(73)	21%	(134)	23%	(143)	45%	(286)	636
PID/Gender: Dem Men	26%	(111)	33%	(140)	24%	(103)	16%	(70)	424
PID/Gender: Dem Women	19%	(92)	33%	(160)	22%	(107)	26%	(129)	488
PID/Gender: Ind Men	13%	(40)	27%	(83)	24%	(75)	35%	(108)	306
PID/Gender: Ind Women	12%	(42)	25%	(86)	25%	(87)	38%	(132)	346
PID/Gender: Rep Men	13%	(42)	24%	(79)	22%	(72)	42%	(139)	332
PID/Gender: Rep Women	10%	(31)	18%	(55)	24%	(72)	48%	(146)	304
Ideo: Liberal (1-3)	27%	(177)	33%	(214)	21%	(139)	19%	(124)	655
Ideo: Moderate (4)	12%	(75)	30%	(196)	29%	(187)	29%	(185)	644
Ideo: Conservative (5-7)	12%	(82)	18%	(119)	21%	(138)	49%	(325)	663
Educ: < College	14%	(217)	27%	(403)	24%	(358)	35%	(535)	1512
Educ: Bachelors degree	19%	(83)	26%	(115)	26%	(116)	29%	(131)	444
Educ: Post-grad	24%	(59)	35%	(85)	17%	(42)	24%	(58)	244
Income: Under 50k	14%	(157)	29%	(328)	25%	(275)	32%	(361)	1121
Income: 50k-100k	17%	(117)	24%	(163)	24%	(164)	35%	(236)	681
Income: 100k+	21%	(84)	28%	(111)	19%	(76)	32%	(127)	398
Ethnicity: White	15%	(257)	25%	(425)	25%	(423)	36%	(617)	1722

Continued on next page

**Table MCBR1\_10:** Do you think it is appropriate or inappropriate for the following types of brands to make public statements on social media about political division?  
Home improvement brands

Demographic	Very appropriate		Somewhat appropriate		Somewhat inappropriate		Very inappropriate		Total N
Adults	16%	(358)	27%	(603)	23%	(515)	33%	(724)	2200
Ethnicity: Hispanic	19%	(68)	35%	(121)	23%	(81)	23%	(80)	349
Ethnicity: Black	25%	(67)	35%	(96)	19%	(51)	22%	(59)	274
Ethnicity: Other	17%	(34)	40%	(81)	20%	(41)	24%	(48)	204
All Christian	15%	(163)	28%	(294)	22%	(234)	35%	(373)	1064
All Non-Christian	24%	(35)	34%	(48)	23%	(33)	19%	(28)	143
Atheist	20%	(16)	34%	(27)	19%	(15)	27%	(21)	80
Agnostic/Nothing in particular	18%	(93)	25%	(125)	26%	(129)	31%	(159)	506
Something Else	13%	(52)	27%	(109)	26%	(104)	35%	(143)	408
Religious Non-Protestant/Catholic	23%	(36)	33%	(53)	22%	(35)	22%	(34)	158
Evangelical	19%	(128)	28%	(193)	20%	(137)	33%	(221)	678
Non-Evangelical	10%	(80)	27%	(202)	26%	(194)	37%	(284)	760
Community: Urban	24%	(177)	34%	(244)	23%	(168)	19%	(137)	725
Community: Suburban	12%	(117)	25%	(233)	24%	(228)	38%	(356)	934
Community: Rural	12%	(65)	23%	(126)	22%	(119)	43%	(231)	541
Employ: Private Sector	20%	(133)	29%	(193)	20%	(129)	31%	(200)	654
Employ: Government	25%	(39)	30%	(47)	21%	(32)	23%	(36)	153
Employ: Self-Employed	16%	(29)	27%	(48)	21%	(38)	36%	(64)	178
Employ: Homemaker	18%	(21)	22%	(25)	18%	(21)	41%	(48)	115
Employ: Student	15%	(20)	45%	(63)	26%	(37)	14%	(20)	140
Employ: Retired	8%	(41)	21%	(102)	26%	(131)	45%	(223)	496
Employ: Unemployed	16%	(48)	27%	(83)	30%	(92)	27%	(82)	305
Employ: Other	18%	(28)	27%	(42)	23%	(36)	33%	(52)	158
Military HH: Yes	18%	(67)	20%	(78)	18%	(70)	44%	(167)	381
Military HH: No	16%	(291)	29%	(525)	24%	(445)	31%	(557)	1819
RD/WT: Right Direction	22%	(116)	30%	(157)	21%	(112)	27%	(144)	529
RD/WT: Wrong Track	14%	(242)	27%	(445)	24%	(404)	35%	(580)	1671
Trump Job Approve	13%	(102)	21%	(161)	20%	(159)	46%	(364)	787
Trump Job Disapprove	18%	(241)	32%	(427)	25%	(329)	25%	(339)	1336

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**Table MCBR1\_10:** Do you think it is appropriate or inappropriate for the following types of brands to make public statements on social media about political division?  
Home improvement brands

Demographic	Very appropriate		Somewhat appropriate		Somewhat inappropriate		Very inappropriate		Total N
Adults	16%	(358)	27%	(603)	23%	(515)	33%	(724)	2200
Trump Job Strongly Approve	15%	(74)	19%	(90)	15%	(70)	51%	(243)	476
Trump Job Somewhat Approve	9%	(29)	23%	(72)	29%	(90)	39%	(121)	311
Trump Job Somewhat Disapprove	12%	(33)	41%	(111)	24%	(66)	23%	(61)	271
Trump Job Strongly Disapprove	20%	(209)	30%	(316)	25%	(263)	26%	(278)	1066
Favorable of Trump	14%	(109)	21%	(163)	19%	(153)	46%	(364)	789
Unfavorable of Trump	18%	(230)	31%	(405)	26%	(337)	26%	(336)	1308
Very Favorable of Trump	16%	(75)	19%	(90)	14%	(64)	51%	(243)	472
Somewhat Favorable of Trump	11%	(34)	23%	(74)	28%	(88)	38%	(121)	318
Somewhat Unfavorable of Trump	12%	(26)	32%	(70)	27%	(57)	29%	(62)	216
Very Unfavorable of Trump	19%	(204)	31%	(335)	26%	(279)	25%	(274)	1092
#1 Issue: Economy	13%	(112)	25%	(214)	24%	(206)	38%	(328)	860
#1 Issue: Security	19%	(54)	21%	(59)	19%	(56)	41%	(120)	289
#1 Issue: Health Care	21%	(74)	37%	(131)	22%	(76)	20%	(71)	351
#1 Issue: Medicare / Social Security	12%	(32)	24%	(64)	26%	(69)	38%	(102)	267
#1 Issue: Women's Issues	18%	(17)	43%	(42)	23%	(22)	17%	(16)	98
#1 Issue: Education	17%	(19)	32%	(36)	28%	(31)	22%	(25)	111
#1 Issue: Energy	26%	(21)	27%	(23)	26%	(22)	21%	(17)	83
#1 Issue: Other	21%	(29)	24%	(34)	23%	(33)	32%	(46)	141
2020 Vote: Joe Biden	22%	(222)	34%	(345)	23%	(240)	21%	(217)	1024
2020 Vote: Donald Trump	10%	(65)	17%	(113)	22%	(144)	52%	(345)	667
2020 Vote: Other	8%	(7)	22%	(18)	34%	(29)	36%	(31)	84
2020 Vote: Didn't Vote	15%	(64)	30%	(126)	24%	(101)	31%	(130)	421
2018 House Vote: Democrat	22%	(171)	32%	(248)	23%	(177)	23%	(177)	774
2018 House Vote: Republican	10%	(54)	18%	(99)	20%	(110)	53%	(294)	558
2016 Vote: Hillary Clinton	23%	(160)	33%	(234)	22%	(155)	22%	(155)	703
2016 Vote: Donald Trump	11%	(70)	18%	(118)	20%	(131)	51%	(327)	647
2016 Vote: Other	10%	(8)	23%	(20)	35%	(30)	32%	(28)	87
2016 Vote: Didn't Vote	15%	(116)	30%	(231)	26%	(198)	28%	(214)	759

Continued on next page

**Table MCBR1\_10:** Do you think it is appropriate or inappropriate for the following types of brands to make public statements on social media about political division?  
Home improvement brands

Demographic	Very appropriate		Somewhat appropriate		Somewhat inappropriate		Very inappropriate		Total N
Adults	16%	(358)	27%	(603)	23%	(515)	33%	(724)	2200
Voted in 2014: Yes	17%	(202)	25%	(305)	22%	(267)	36%	(442)	1216
Voted in 2014: No	16%	(156)	30%	(298)	25%	(248)	29%	(282)	984
4-Region: Northeast	21%	(82)	30%	(117)	21%	(84)	28%	(111)	394
4-Region: Midwest	14%	(64)	27%	(124)	25%	(116)	34%	(159)	462
4-Region: South	13%	(108)	25%	(202)	26%	(213)	37%	(301)	824
4-Region: West	20%	(105)	31%	(159)	20%	(102)	30%	(154)	520

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



**Table MCBR1\_11:** Do you think it is appropriate or inappropriate for the following types of brands to make public statements on social media about political division?

Home-sharing companies

Demographic	Very appropriate		Somewhat appropriate		Somewhat inappropriate		Very inappropriate		Total N
Adults	16%	(342)	27%	(601)	25%	(545)	32%	(712)	2200
Gender: Male	18%	(188)	28%	(298)	26%	(271)	29%	(305)	1062
Gender: Female	14%	(154)	27%	(303)	24%	(274)	36%	(407)	1138
Age: 18-34	20%	(129)	36%	(235)	25%	(165)	19%	(126)	655
Age: 35-44	26%	(92)	29%	(104)	22%	(78)	23%	(83)	358
Age: 45-64	12%	(89)	24%	(181)	24%	(182)	40%	(299)	751
Age: 65+	7%	(32)	18%	(81)	27%	(119)	47%	(204)	436
GenZers: 1997-2012	16%	(53)	39%	(128)	25%	(82)	21%	(68)	331
Millennials: 1981-1996	26%	(154)	33%	(195)	23%	(135)	19%	(116)	599
GenXers: 1965-1980	15%	(79)	25%	(133)	23%	(122)	37%	(197)	531
Baby Boomers: 1946-1964	7%	(49)	20%	(133)	28%	(182)	45%	(295)	659
PID: Dem (no lean)	22%	(202)	33%	(298)	24%	(217)	21%	(196)	912
PID: Ind (no lean)	13%	(82)	27%	(177)	25%	(162)	35%	(231)	652
PID: Rep (no lean)	9%	(59)	20%	(126)	26%	(167)	45%	(285)	636
PID/Gender: Dem Men	25%	(107)	35%	(149)	26%	(109)	14%	(59)	424
PID/Gender: Dem Women	19%	(95)	30%	(149)	22%	(108)	28%	(137)	488
PID/Gender: Ind Men	14%	(44)	28%	(86)	22%	(66)	36%	(109)	306
PID/Gender: Ind Women	11%	(38)	26%	(91)	28%	(95)	35%	(122)	346
PID/Gender: Rep Men	11%	(37)	19%	(63)	29%	(96)	41%	(136)	332
PID/Gender: Rep Women	7%	(21)	21%	(63)	23%	(71)	49%	(149)	304
Ideo: Liberal (1-3)	25%	(165)	33%	(216)	25%	(162)	17%	(111)	655
Ideo: Moderate (4)	14%	(90)	28%	(178)	28%	(182)	30%	(194)	644
Ideo: Conservative (5-7)	10%	(69)	19%	(127)	22%	(149)	48%	(318)	663
Educ: < College	13%	(198)	26%	(396)	26%	(395)	35%	(523)	1512
Educ: Bachelors degree	18%	(81)	28%	(123)	24%	(108)	30%	(132)	444
Educ: Post-grad	26%	(63)	33%	(81)	17%	(42)	24%	(57)	244
Income: Under 50k	13%	(147)	27%	(308)	28%	(314)	31%	(353)	1121
Income: 50k-100k	16%	(112)	26%	(179)	23%	(155)	35%	(235)	681
Income: 100k+	21%	(83)	29%	(114)	19%	(76)	31%	(124)	398
Ethnicity: White	15%	(250)	25%	(433)	25%	(435)	35%	(604)	1722

Continued on next page

**Table MCBR1\_11:** Do you think it is appropriate or inappropriate for the following types of brands to make public statements on social media about political division?  
Home-sharing companies

Demographic	Very appropriate		Somewhat appropriate		Somewhat inappropriate		Very inappropriate		Total N
Adults	16%	(342)	27%	(601)	25%	(545)	32%	(712)	2200
Ethnicity: Hispanic	19%	(65)	35%	(123)	23%	(81)	23%	(81)	349
Ethnicity: Black	25%	(70)	33%	(91)	21%	(58)	20%	(55)	274
Ethnicity: Other	11%	(23)	38%	(77)	25%	(52)	26%	(53)	204
All Christian	15%	(165)	26%	(276)	25%	(264)	34%	(360)	1064
All Non-Christian	22%	(31)	37%	(52)	19%	(28)	22%	(32)	143
Atheist	25%	(20)	30%	(24)	25%	(20)	19%	(15)	80
Agnostic/Nothing in particular	15%	(77)	28%	(141)	26%	(131)	31%	(158)	506
Something Else	12%	(50)	26%	(108)	25%	(102)	36%	(148)	408
Religious Non-Protestant/Catholic	22%	(35)	36%	(56)	19%	(30)	23%	(37)	158
Evangelical	18%	(121)	29%	(194)	21%	(142)	33%	(222)	678
Non-Evangelical	12%	(88)	23%	(176)	29%	(218)	36%	(277)	760
Community: Urban	22%	(158)	36%	(258)	23%	(168)	19%	(141)	725
Community: Suburban	13%	(123)	24%	(224)	26%	(242)	37%	(345)	934
Community: Rural	11%	(62)	22%	(118)	25%	(135)	42%	(226)	541
Employ: Private Sector	19%	(126)	30%	(197)	21%	(139)	29%	(192)	654
Employ: Government	23%	(35)	35%	(53)	22%	(33)	21%	(32)	153
Employ: Self-Employed	19%	(33)	28%	(49)	20%	(35)	34%	(61)	178
Employ: Homemaker	17%	(19)	25%	(28)	20%	(24)	38%	(43)	115
Employ: Student	17%	(24)	43%	(61)	26%	(36)	14%	(19)	140
Employ: Retired	8%	(39)	17%	(86)	29%	(143)	46%	(229)	496
Employ: Unemployed	12%	(38)	29%	(87)	33%	(101)	26%	(79)	305
Employ: Other	17%	(28)	25%	(39)	22%	(35)	36%	(57)	158
Military HH: Yes	15%	(59)	21%	(81)	20%	(76)	43%	(166)	381
Military HH: No	16%	(283)	29%	(520)	26%	(469)	30%	(546)	1819
RD/WT: Right Direction	21%	(112)	30%	(159)	23%	(120)	26%	(138)	529
RD/WT: Wrong Track	14%	(230)	26%	(442)	25%	(425)	34%	(574)	1671
Trump Job Approve	11%	(89)	20%	(154)	23%	(178)	47%	(367)	787
Trump Job Disapprove	18%	(236)	32%	(430)	26%	(344)	24%	(326)	1336

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**Table MCBR1\_11:** Do you think it is appropriate or inappropriate for the following types of brands to make public statements on social media about political division?  
Home-sharing companies

Demographic	Very appropriate		Somewhat appropriate		Somewhat inappropriate		Very inappropriate		Total N
Adults	16%	(342)	27%	(601)	25%	(545)	32%	(712)	2200
Trump Job Strongly Approve	14%	(64)	19%	(89)	17%	(80)	51%	(243)	476
Trump Job Somewhat Approve	8%	(24)	21%	(65)	32%	(98)	40%	(123)	311
Trump Job Somewhat Disapprove	15%	(40)	37%	(100)	28%	(76)	20%	(55)	271
Trump Job Strongly Disapprove	18%	(196)	31%	(330)	25%	(269)	25%	(271)	1066
Favorable of Trump	12%	(96)	20%	(160)	22%	(175)	45%	(359)	789
Unfavorable of Trump	18%	(232)	31%	(403)	26%	(343)	25%	(330)	1308
Very Favorable of Trump	14%	(66)	19%	(91)	16%	(75)	51%	(240)	472
Somewhat Favorable of Trump	10%	(30)	22%	(68)	31%	(100)	37%	(119)	318
Somewhat Unfavorable of Trump	12%	(25)	32%	(69)	29%	(63)	28%	(59)	216
Very Unfavorable of Trump	19%	(207)	31%	(335)	26%	(281)	25%	(270)	1092
#1 Issue: Economy	13%	(112)	24%	(205)	27%	(228)	37%	(315)	860
#1 Issue: Security	16%	(45)	24%	(69)	18%	(51)	43%	(123)	289
#1 Issue: Health Care	21%	(75)	37%	(129)	22%	(76)	21%	(72)	351
#1 Issue: Medicare / Social Security	10%	(26)	21%	(56)	31%	(84)	38%	(101)	267
#1 Issue: Women's Issues	20%	(19)	39%	(39)	28%	(27)	13%	(13)	98
#1 Issue: Education	24%	(27)	31%	(35)	24%	(27)	20%	(22)	111
#1 Issue: Energy	22%	(18)	29%	(24)	25%	(21)	24%	(20)	83
#1 Issue: Other	14%	(20)	32%	(45)	22%	(31)	32%	(46)	141
2020 Vote: Joe Biden	22%	(224)	34%	(344)	23%	(237)	21%	(219)	1024
2020 Vote: Donald Trump	8%	(54)	17%	(111)	24%	(158)	52%	(344)	667
2020 Vote: Other	5%	(4)	22%	(18)	43%	(36)	30%	(26)	84
2020 Vote: Didn't Vote	14%	(59)	30%	(126)	27%	(113)	29%	(122)	421
2018 House Vote: Democrat	23%	(176)	31%	(243)	23%	(182)	22%	(174)	774
2018 House Vote: Republican	9%	(53)	16%	(90)	22%	(122)	53%	(294)	558
2016 Vote: Hillary Clinton	23%	(165)	32%	(223)	23%	(165)	21%	(151)	703
2016 Vote: Donald Trump	9%	(60)	18%	(116)	22%	(144)	50%	(327)	647
2016 Vote: Other	8%	(7)	18%	(16)	46%	(39)	28%	(25)	87
2016 Vote: Didn't Vote	15%	(111)	32%	(243)	26%	(196)	28%	(210)	759

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**Table MCBR1\_11:** Do you think it is appropriate or inappropriate for the following types of brands to make public statements on social media about political division?  
Home-sharing companies

Demographic	Very appropriate		Somewhat appropriate		Somewhat inappropriate		Very inappropriate		Total N
Adults	16%	(342)	27%	(601)	25%	(545)	32%	(712)	2200
Voted in 2014: Yes	16%	(196)	24%	(297)	24%	(287)	36%	(436)	1216
Voted in 2014: No	15%	(146)	31%	(304)	26%	(258)	28%	(276)	984
4-Region: Northeast	20%	(77)	29%	(113)	23%	(92)	28%	(111)	394
4-Region: Midwest	15%	(69)	23%	(106)	29%	(133)	33%	(154)	462
4-Region: South	13%	(107)	25%	(202)	26%	(210)	37%	(305)	824
4-Region: West	17%	(89)	34%	(179)	21%	(110)	27%	(142)	520

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

**Table MCBR1\_12:** Do you think it is appropriate or inappropriate for the following types of brands to make public statements on social media about political division?  
Hotels

Demographic	Very appropriate		Somewhat appropriate		Somewhat inappropriate		Very inappropriate		Total N
Adults	17%	(366)	27%	(583)	23%	(513)	34%	(738)	2200
Gender: Male	18%	(196)	28%	(301)	23%	(243)	30%	(322)	1062
Gender: Female	15%	(171)	25%	(282)	24%	(270)	37%	(416)	1138
Age: 18-34	22%	(146)	33%	(214)	23%	(149)	22%	(146)	655
Age: 35-44	24%	(87)	29%	(105)	21%	(75)	25%	(91)	358
Age: 45-64	12%	(93)	24%	(179)	24%	(181)	40%	(298)	751
Age: 65+	9%	(40)	20%	(85)	25%	(108)	47%	(203)	436
GenZers: 1997-2012	19%	(64)	33%	(108)	23%	(77)	25%	(82)	331
Millennials: 1981-1996	26%	(155)	32%	(190)	21%	(129)	21%	(125)	599
GenXers: 1965-1980	15%	(79)	27%	(141)	21%	(113)	37%	(197)	531
Baby Boomers: 1946-1964	8%	(54)	21%	(138)	26%	(172)	45%	(295)	659
PID: Dem (no lean)	23%	(210)	32%	(292)	23%	(209)	22%	(201)	912
PID: Ind (no lean)	13%	(83)	26%	(172)	25%	(162)	36%	(235)	652
PID: Rep (no lean)	11%	(73)	19%	(119)	22%	(142)	47%	(302)	636
PID/Gender: Dem Men	25%	(105)	35%	(147)	25%	(105)	16%	(67)	424
PID/Gender: Dem Women	21%	(105)	30%	(146)	21%	(103)	27%	(134)	488
PID/Gender: Ind Men	15%	(46)	29%	(90)	20%	(61)	36%	(109)	306
PID/Gender: Ind Women	11%	(38)	24%	(82)	29%	(101)	36%	(126)	346
PID/Gender: Rep Men	13%	(45)	19%	(65)	23%	(77)	44%	(146)	332
PID/Gender: Rep Women	9%	(28)	18%	(54)	22%	(65)	51%	(156)	304
Ideo: Liberal (1-3)	27%	(179)	32%	(209)	20%	(129)	21%	(137)	655
Ideo: Moderate (4)	14%	(89)	29%	(189)	29%	(187)	28%	(180)	644
Ideo: Conservative (5-7)	10%	(68)	18%	(117)	21%	(142)	51%	(335)	663
Educ: < College	15%	(223)	26%	(390)	24%	(359)	36%	(539)	1512
Educ: Bachelors degree	18%	(79)	26%	(115)	25%	(112)	31%	(137)	444
Educ: Post-grad	26%	(63)	32%	(77)	17%	(43)	25%	(61)	244
Income: Under 50k	15%	(168)	28%	(309)	25%	(280)	32%	(364)	1121
Income: 50k-100k	16%	(109)	26%	(177)	22%	(151)	36%	(244)	681
Income: 100k+	22%	(89)	25%	(98)	21%	(82)	33%	(129)	398
Ethnicity: White	15%	(266)	24%	(414)	25%	(423)	36%	(618)	1722

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**Table MCBR1\_12:** Do you think it is appropriate or inappropriate for the following types of brands to make public statements on social media about political division?  
Hotels

Demographic	Very appropriate		Somewhat appropriate		Somewhat inappropriate		Very inappropriate		Total N
Adults	17%	(366)	27%	(583)	23%	(513)	34%	(738)	2200
Ethnicity: Hispanic	22%	(77)	32%	(111)	22%	(75)	24%	(86)	349
Ethnicity: Black	26%	(71)	35%	(97)	15%	(41)	24%	(65)	274
Ethnicity: Other	14%	(29)	35%	(72)	24%	(49)	27%	(54)	204
All Christian	17%	(178)	25%	(266)	23%	(244)	35%	(377)	1064
All Non-Christian	20%	(29)	35%	(50)	21%	(31)	23%	(33)	143
Atheist	21%	(17)	29%	(23)	22%	(18)	27%	(22)	80
Agnostic/Nothing in particular	17%	(86)	29%	(145)	24%	(121)	30%	(154)	506
Something Else	14%	(56)	24%	(100)	24%	(100)	37%	(152)	408
Religious Non-Protestant/Catholic	20%	(31)	35%	(55)	22%	(35)	24%	(38)	158
Evangelical	21%	(142)	25%	(170)	20%	(134)	34%	(231)	678
Non-Evangelical	12%	(87)	24%	(185)	27%	(202)	38%	(285)	760
Community: Urban	25%	(182)	33%	(238)	22%	(159)	20%	(146)	725
Community: Suburban	13%	(121)	24%	(226)	25%	(232)	38%	(355)	934
Community: Rural	12%	(63)	22%	(119)	23%	(122)	44%	(236)	541
Employ: Private Sector	20%	(133)	27%	(179)	21%	(139)	31%	(204)	654
Employ: Government	26%	(40)	34%	(52)	17%	(27)	23%	(35)	153
Employ: Self-Employed	17%	(30)	27%	(49)	22%	(39)	34%	(61)	178
Employ: Homemaker	20%	(23)	19%	(22)	20%	(23)	42%	(48)	115
Employ: Student	23%	(33)	33%	(46)	25%	(35)	19%	(26)	140
Employ: Retired	8%	(39)	19%	(95)	27%	(132)	46%	(230)	496
Employ: Unemployed	15%	(45)	31%	(94)	28%	(87)	26%	(79)	305
Employ: Other	15%	(24)	30%	(47)	21%	(33)	34%	(54)	158
Military HH: Yes	19%	(72)	19%	(72)	19%	(71)	44%	(166)	381
Military HH: No	16%	(294)	28%	(511)	24%	(442)	31%	(571)	1819
RD/WT: Right Direction	24%	(128)	26%	(140)	21%	(110)	29%	(151)	529
RD/WT: Wrong Track	14%	(238)	27%	(444)	24%	(403)	35%	(586)	1671
Trump Job Approve	13%	(103)	19%	(152)	20%	(159)	47%	(373)	787
Trump Job Disapprove	19%	(248)	31%	(411)	25%	(332)	26%	(345)	1336

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**Table MCBR1\_12:** Do you think it is appropriate or inappropriate for the following types of brands to make public statements on social media about political division?  
Hotels

Demographic	Very appropriate		Somewhat appropriate		Somewhat inappropriate		Very inappropriate		Total N
Adults	17%	(366)	27%	(583)	23%	(513)	34%	(738)	2200
Trump Job Strongly Approve	15%	(69)	18%	(87)	14%	(66)	53%	(254)	476
Trump Job Somewhat Approve	11%	(34)	21%	(65)	30%	(93)	38%	(119)	311
Trump Job Somewhat Disapprove	13%	(36)	35%	(95)	29%	(79)	22%	(61)	271
Trump Job Strongly Disapprove	20%	(212)	30%	(316)	24%	(254)	27%	(284)	1066
Favorable of Trump	14%	(110)	20%	(155)	19%	(149)	48%	(375)	789
Unfavorable of Trump	18%	(239)	30%	(388)	26%	(340)	26%	(340)	1308
Very Favorable of Trump	16%	(77)	16%	(75)	14%	(66)	54%	(255)	472
Somewhat Favorable of Trump	10%	(33)	25%	(80)	26%	(83)	38%	(121)	318
Somewhat Unfavorable of Trump	11%	(25)	29%	(62)	32%	(68)	28%	(61)	216
Very Unfavorable of Trump	20%	(214)	30%	(326)	25%	(272)	26%	(279)	1092
#1 Issue: Economy	14%	(117)	23%	(195)	25%	(214)	39%	(334)	860
#1 Issue: Security	18%	(51)	22%	(63)	18%	(53)	43%	(123)	289
#1 Issue: Health Care	22%	(78)	34%	(118)	24%	(84)	20%	(72)	351
#1 Issue: Medicare / Social Security	14%	(37)	23%	(62)	24%	(63)	39%	(105)	267
#1 Issue: Women's Issues	22%	(22)	41%	(40)	22%	(21)	15%	(15)	98
#1 Issue: Education	15%	(16)	37%	(41)	25%	(28)	23%	(26)	111
#1 Issue: Energy	28%	(23)	27%	(22)	24%	(20)	21%	(17)	83
#1 Issue: Other	16%	(23)	29%	(41)	21%	(30)	33%	(47)	141
2020 Vote: Joe Biden	23%	(233)	33%	(338)	23%	(231)	22%	(222)	1024
2020 Vote: Donald Trump	10%	(65)	15%	(100)	22%	(145)	54%	(357)	667
2020 Vote: Other	9%	(7)	18%	(15)	35%	(29)	39%	(33)	84
2020 Vote: Didn't Vote	14%	(61)	31%	(129)	25%	(106)	30%	(125)	421
2018 House Vote: Democrat	22%	(173)	31%	(238)	23%	(176)	24%	(187)	774
2018 House Vote: Republican	10%	(55)	15%	(83)	20%	(111)	55%	(308)	558
2016 Vote: Hillary Clinton	22%	(157)	32%	(222)	25%	(173)	22%	(152)	703
2016 Vote: Donald Trump	10%	(66)	16%	(105)	20%	(129)	54%	(347)	647
2016 Vote: Other	6%	(5)	26%	(22)	36%	(31)	32%	(28)	87
2016 Vote: Didn't Vote	18%	(134)	31%	(233)	24%	(180)	28%	(212)	759

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**Table MCBR1\_12:** Do you think it is appropriate or inappropriate for the following types of brands to make public statements on social media about political division?  
Hotels

Demographic	Very appropriate		Somewhat appropriate		Somewhat inappropriate		Very inappropriate		Total N
Adults	17%	(366)	27%	(583)	23%	(513)	34%	(738)	2200
Voted in 2014: Yes	17%	(206)	23%	(284)	22%	(269)	38%	(457)	1216
Voted in 2014: No	16%	(160)	30%	(299)	25%	(244)	29%	(281)	984
4-Region: Northeast	19%	(76)	31%	(123)	21%	(83)	28%	(111)	394
4-Region: Midwest	17%	(81)	23%	(105)	26%	(121)	34%	(156)	462
4-Region: South	14%	(118)	24%	(200)	24%	(198)	37%	(309)	824
4-Region: West	18%	(92)	30%	(156)	21%	(111)	31%	(161)	520

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



**Table MCBR1\_13:** Do you think it is appropriate or inappropriate for the following types of brands to make public statements on social media about political division?  
Insurance companies

Demographic	Very appropriate		Somewhat appropriate		Somewhat inappropriate		Very inappropriate		Total N
Adults	18%	(395)	26%	(574)	23%	(514)	33%	(717)	2200
Gender: Male	19%	(203)	30%	(315)	22%	(234)	29%	(310)	1062
Gender: Female	17%	(192)	23%	(259)	25%	(280)	36%	(407)	1138
Age: 18-34	24%	(157)	34%	(222)	22%	(147)	20%	(129)	655
Age: 35-44	28%	(99)	28%	(101)	21%	(76)	23%	(81)	358
Age: 45-64	13%	(98)	22%	(166)	25%	(185)	40%	(301)	751
Age: 65+	9%	(41)	19%	(85)	24%	(106)	47%	(205)	436
GenZers: 1997-2012	25%	(82)	31%	(104)	24%	(81)	20%	(65)	331
Millennials: 1981-1996	27%	(161)	33%	(200)	20%	(122)	19%	(116)	599
GenXers: 1965-1980	16%	(83)	24%	(126)	23%	(120)	38%	(202)	531
Baby Boomers: 1946-1964	9%	(58)	21%	(137)	25%	(166)	45%	(299)	659
PID: Dem (no lean)	25%	(228)	29%	(265)	23%	(213)	23%	(205)	912
PID: Ind (no lean)	15%	(97)	28%	(183)	22%	(146)	35%	(225)	652
PID: Rep (no lean)	11%	(70)	20%	(126)	24%	(155)	45%	(286)	636
PID/Gender: Dem Men	28%	(117)	33%	(140)	22%	(94)	17%	(73)	424
PID/Gender: Dem Women	23%	(111)	26%	(125)	24%	(119)	27%	(132)	488
PID/Gender: Ind Men	15%	(45)	34%	(103)	21%	(64)	31%	(94)	306
PID/Gender: Ind Women	15%	(52)	23%	(81)	24%	(82)	38%	(131)	346
PID/Gender: Rep Men	12%	(41)	22%	(73)	23%	(77)	43%	(142)	332
PID/Gender: Rep Women	9%	(29)	17%	(53)	26%	(78)	47%	(144)	304
Ideo: Liberal (1-3)	28%	(184)	31%	(203)	20%	(133)	20%	(134)	655
Ideo: Moderate (4)	15%	(96)	28%	(182)	29%	(188)	28%	(178)	644
Ideo: Conservative (5-7)	12%	(79)	17%	(112)	22%	(145)	49%	(327)	663
Educ: < College	16%	(248)	25%	(377)	24%	(370)	34%	(516)	1512
Educ: Bachelors degree	18%	(81)	27%	(120)	23%	(101)	32%	(142)	444
Educ: Post-grad	27%	(66)	32%	(77)	17%	(42)	24%	(59)	244
Income: Under 50k	16%	(182)	28%	(309)	25%	(283)	31%	(347)	1121
Income: 50k-100k	17%	(119)	23%	(159)	24%	(162)	35%	(241)	681
Income: 100k+	24%	(94)	27%	(106)	17%	(69)	32%	(129)	398
Ethnicity: White	17%	(289)	24%	(414)	23%	(405)	36%	(614)	1722

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**Table MCBR1\_13:** Do you think it is appropriate or inappropriate for the following types of brands to make public statements on social media about political division?  
Insurance companies

Demographic	Very appropriate		Somewhat appropriate		Somewhat inappropriate		Very inappropriate		Total N
Adults	18%	(395)	26%	(574)	23%	(514)	33%	(717)	2200
Ethnicity: Hispanic	25%	(89)	27%	(93)	24%	(85)	24%	(83)	349
Ethnicity: Black	25%	(69)	32%	(89)	23%	(63)	19%	(53)	274
Ethnicity: Other	18%	(37)	35%	(71)	23%	(46)	24%	(49)	204
All Christian	19%	(197)	25%	(262)	22%	(230)	35%	(375)	1064
All Non-Christian	21%	(30)	34%	(48)	26%	(36)	20%	(28)	143
Atheist	25%	(20)	29%	(23)	24%	(19)	22%	(18)	80
Agnostic/Nothing in particular	18%	(89)	27%	(135)	24%	(123)	31%	(159)	506
Something Else	14%	(59)	26%	(106)	26%	(106)	34%	(138)	408
Religious Non-Protestant/Catholic	21%	(33)	33%	(52)	25%	(39)	21%	(34)	158
Evangelical	22%	(146)	25%	(172)	21%	(144)	32%	(216)	678
Non-Evangelical	14%	(105)	24%	(185)	24%	(185)	37%	(285)	760
Community: Urban	27%	(198)	32%	(233)	23%	(166)	18%	(128)	725
Community: Suburban	14%	(131)	24%	(222)	24%	(227)	38%	(354)	934
Community: Rural	12%	(66)	22%	(120)	22%	(121)	43%	(234)	541
Employ: Private Sector	20%	(132)	27%	(177)	22%	(143)	31%	(203)	654
Employ: Government	30%	(46)	29%	(44)	23%	(36)	18%	(27)	153
Employ: Self-Employed	20%	(36)	30%	(53)	19%	(34)	31%	(55)	178
Employ: Homemaker	23%	(26)	21%	(24)	16%	(19)	40%	(46)	115
Employ: Student	22%	(30)	38%	(53)	26%	(37)	15%	(20)	140
Employ: Retired	8%	(41)	20%	(100)	26%	(127)	46%	(228)	496
Employ: Unemployed	17%	(52)	27%	(82)	29%	(88)	27%	(83)	305
Employ: Other	20%	(31)	26%	(41)	19%	(31)	35%	(55)	158
Military HH: Yes	17%	(65)	21%	(79)	20%	(75)	43%	(163)	381
Military HH: No	18%	(330)	27%	(495)	24%	(439)	30%	(554)	1819
RD/WT: Right Direction	24%	(124)	28%	(149)	21%	(112)	27%	(143)	529
RD/WT: Wrong Track	16%	(271)	25%	(425)	24%	(401)	34%	(574)	1671
Trump Job Approve	14%	(113)	19%	(149)	21%	(161)	46%	(363)	787
Trump Job Disapprove	20%	(267)	30%	(402)	25%	(330)	25%	(338)	1336

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**Table MCBR1\_13:** Do you think it is appropriate or inappropriate for the following types of brands to make public statements on social media about political division?  
Insurance companies

Demographic	Very appropriate		Somewhat appropriate		Somewhat inappropriate		Very inappropriate		Total N
Adults	18%	(395)	26%	(574)	23%	(514)	33%	(717)	2200
Trump Job Strongly Approve	17%	(81)	17%	(80)	16%	(76)	50%	(239)	476
Trump Job Somewhat Approve	10%	(33)	22%	(70)	27%	(85)	40%	(124)	311
Trump Job Somewhat Disapprove	15%	(40)	37%	(100)	26%	(70)	22%	(61)	271
Trump Job Strongly Disapprove	21%	(227)	28%	(302)	24%	(260)	26%	(277)	1066
Favorable of Trump	15%	(119)	19%	(152)	20%	(158)	46%	(360)	789
Unfavorable of Trump	20%	(257)	29%	(383)	26%	(334)	26%	(334)	1308
Very Favorable of Trump	18%	(86)	16%	(77)	15%	(70)	51%	(239)	472
Somewhat Favorable of Trump	10%	(33)	24%	(75)	28%	(88)	38%	(122)	318
Somewhat Unfavorable of Trump	14%	(30)	29%	(64)	29%	(62)	28%	(61)	216
Very Unfavorable of Trump	21%	(227)	29%	(319)	25%	(273)	25%	(273)	1092
#1 Issue: Economy	14%	(124)	24%	(206)	25%	(211)	37%	(319)	860
#1 Issue: Security	21%	(59)	18%	(51)	21%	(60)	41%	(118)	289
#1 Issue: Health Care	25%	(87)	34%	(121)	20%	(69)	21%	(75)	351
#1 Issue: Medicare / Social Security	13%	(36)	24%	(63)	25%	(67)	38%	(101)	267
#1 Issue: Women's Issues	21%	(20)	40%	(39)	25%	(24)	14%	(14)	98
#1 Issue: Education	23%	(26)	28%	(31)	25%	(28)	24%	(27)	111
#1 Issue: Energy	20%	(16)	31%	(26)	28%	(23)	22%	(18)	83
#1 Issue: Other	19%	(26)	27%	(38)	23%	(32)	32%	(45)	141
2020 Vote: Joe Biden	24%	(249)	31%	(318)	23%	(237)	22%	(221)	1024
2020 Vote: Donald Trump	10%	(69)	15%	(100)	23%	(151)	52%	(346)	667
2020 Vote: Other	7%	(6)	24%	(20)	37%	(31)	33%	(28)	84
2020 Vote: Didn't Vote	17%	(71)	32%	(135)	22%	(95)	29%	(120)	421
2018 House Vote: Democrat	23%	(176)	31%	(241)	23%	(175)	24%	(183)	774
2018 House Vote: Republican	12%	(65)	16%	(91)	20%	(112)	52%	(290)	558
2016 Vote: Hillary Clinton	23%	(163)	32%	(223)	22%	(156)	23%	(162)	703
2016 Vote: Donald Trump	11%	(73)	16%	(107)	22%	(143)	50%	(325)	647
2016 Vote: Other	9%	(8)	22%	(19)	38%	(33)	31%	(27)	87
2016 Vote: Didn't Vote	19%	(147)	30%	(226)	24%	(183)	27%	(203)	759

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**Table MCBR1\_13:** Do you think it is appropriate or inappropriate for the following types of brands to make public statements on social media about political division?  
Insurance companies

Demographic	Very appropriate		Somewhat appropriate		Somewhat inappropriate		Very inappropriate		Total N
Adults	18%	(395)	26%	(574)	23%	(514)	33%	(717)	2200
Voted in 2014: Yes	18%	(221)	24%	(292)	21%	(260)	36%	(442)	1216
Voted in 2014: No	18%	(174)	29%	(282)	26%	(254)	28%	(275)	984
4-Region: Northeast	24%	(95)	26%	(101)	22%	(86)	28%	(110)	394
4-Region: Midwest	16%	(74)	26%	(119)	25%	(116)	33%	(153)	462
4-Region: South	15%	(126)	24%	(202)	24%	(194)	37%	(302)	824
4-Region: West	19%	(100)	29%	(152)	22%	(117)	29%	(152)	520

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

**Table MCBR1\_14:** Do you think it is appropriate or inappropriate for the following types of brands to make public statements on social media about political division?  
*Liquor/alcoholic beverage brands*

Demographic	Very appropriate		Somewhat appropriate		Somewhat inappropriate		Very inappropriate		Total N
Adults	14%	(314)	25%	(545)	25%	(541)	36%	(800)	2200
Gender: Male	16%	(175)	26%	(278)	24%	(256)	33%	(353)	1062
Gender: Female	12%	(139)	23%	(266)	25%	(285)	39%	(448)	1138
Age: 18-34	16%	(107)	30%	(198)	26%	(172)	27%	(178)	655
Age: 35-44	23%	(83)	30%	(108)	21%	(74)	26%	(92)	358
Age: 45-64	12%	(89)	22%	(163)	23%	(175)	43%	(323)	751
Age: 65+	8%	(34)	17%	(76)	27%	(119)	47%	(206)	436
GenZers: 1997-2012	11%	(38)	27%	(91)	31%	(103)	30%	(100)	331
Millennials: 1981-1996	24%	(142)	32%	(189)	22%	(129)	23%	(139)	599
GenXers: 1965-1980	14%	(72)	26%	(136)	21%	(110)	40%	(212)	531
Baby Boomers: 1946-1964	8%	(52)	18%	(119)	27%	(177)	47%	(311)	659
PID: Dem (no lean)	20%	(181)	28%	(256)	26%	(240)	26%	(234)	912
PID: Ind (no lean)	10%	(68)	26%	(167)	23%	(147)	41%	(270)	652
PID: Rep (no lean)	10%	(65)	19%	(121)	24%	(154)	47%	(296)	636
PID/Gender: Dem Men	23%	(97)	30%	(126)	27%	(116)	20%	(85)	424
PID/Gender: Dem Women	17%	(84)	27%	(130)	25%	(124)	31%	(150)	488
PID/Gender: Ind Men	12%	(38)	25%	(78)	20%	(62)	42%	(128)	306
PID/Gender: Ind Women	9%	(30)	26%	(90)	24%	(85)	41%	(142)	346
PID/Gender: Rep Men	12%	(40)	23%	(75)	23%	(77)	42%	(141)	332
PID/Gender: Rep Women	8%	(25)	15%	(47)	25%	(77)	51%	(156)	304
Ideo: Liberal (1-3)	24%	(160)	32%	(206)	22%	(141)	22%	(147)	655
Ideo: Moderate (4)	11%	(73)	26%	(166)	31%	(197)	32%	(208)	644
Ideo: Conservative (5-7)	10%	(66)	16%	(105)	24%	(158)	50%	(334)	663
Educ: < College	11%	(170)	24%	(360)	25%	(380)	40%	(602)	1512
Educ: Bachelors degree	20%	(89)	23%	(102)	26%	(114)	31%	(139)	444
Educ: Post-grad	23%	(55)	34%	(83)	19%	(46)	24%	(59)	244
Income: Under 50k	11%	(122)	26%	(292)	26%	(288)	37%	(419)	1121
Income: 50k-100k	16%	(112)	22%	(148)	24%	(166)	38%	(256)	681
Income: 100k+	20%	(80)	26%	(105)	22%	(87)	32%	(126)	398
Ethnicity: White	14%	(236)	23%	(403)	25%	(423)	38%	(660)	1722

Continued on next page

**Table MCBR1\_14:** Do you think it is appropriate or inappropriate for the following types of brands to make public statements on social media about political division?  
Liquor/alcoholic beverage brands

Demographic	Very appropriate		Somewhat appropriate		Somewhat inappropriate		Very inappropriate		Total N
Adults	14%	(314)	25%	(545)	25%	(541)	36%	(800)	2200
Ethnicity: Hispanic	14%	(50)	28%	(99)	28%	(98)	29%	(102)	349
Ethnicity: Black	22%	(59)	28%	(78)	23%	(62)	27%	(75)	274
Ethnicity: Other	9%	(19)	31%	(64)	27%	(56)	32%	(65)	204
All Christian	15%	(157)	23%	(249)	24%	(257)	38%	(401)	1064
All Non-Christian	21%	(29)	35%	(50)	23%	(33)	22%	(31)	143
Atheist	20%	(16)	30%	(24)	16%	(12)	35%	(28)	80
Agnostic/Nothing in particular	15%	(76)	24%	(122)	28%	(144)	32%	(164)	506
Something Else	9%	(36)	25%	(100)	23%	(95)	43%	(177)	408
Religious Non-Protestant/Catholic	19%	(30)	34%	(54)	24%	(38)	22%	(35)	158
Evangelical	17%	(113)	24%	(165)	22%	(151)	37%	(249)	678
Non-Evangelical	10%	(75)	23%	(174)	25%	(192)	42%	(318)	760
Community: Urban	21%	(155)	32%	(234)	23%	(166)	23%	(169)	725
Community: Suburban	11%	(102)	23%	(211)	26%	(242)	41%	(379)	934
Community: Rural	11%	(57)	18%	(99)	25%	(133)	47%	(252)	541
Employ: Private Sector	19%	(126)	27%	(174)	21%	(136)	33%	(218)	654
Employ: Government	22%	(34)	34%	(52)	17%	(26)	27%	(42)	153
Employ: Self-Employed	15%	(27)	24%	(42)	24%	(42)	37%	(67)	178
Employ: Homemaker	14%	(16)	18%	(20)	27%	(31)	41%	(47)	115
Employ: Student	13%	(19)	26%	(37)	40%	(56)	20%	(28)	140
Employ: Retired	8%	(41)	17%	(83)	28%	(140)	47%	(233)	496
Employ: Unemployed	11%	(33)	30%	(90)	26%	(79)	33%	(102)	305
Employ: Other	12%	(19)	29%	(46)	19%	(29)	41%	(64)	158
Military HH: Yes	16%	(61)	18%	(70)	20%	(77)	45%	(173)	381
Military HH: No	14%	(253)	26%	(475)	25%	(464)	35%	(627)	1819
RD/WT: Right Direction	23%	(124)	27%	(143)	21%	(110)	29%	(151)	529
RD/WT: Wrong Track	11%	(190)	24%	(402)	26%	(431)	39%	(649)	1671
Trump Job Approve	12%	(96)	18%	(139)	21%	(169)	49%	(383)	787
Trump Job Disapprove	16%	(208)	29%	(382)	26%	(352)	30%	(395)	1336

Continued on next page

**Table MCBR1\_14:** Do you think it is appropriate or inappropriate for the following types of brands to make public statements on social media about political division?  
*Liquor/alcoholic beverage brands*

Demographic	Very appropriate		Somewhat appropriate		Somewhat inappropriate		Very inappropriate		Total N
Adults	14%	(314)	25%	(545)	25%	(541)	36%	(800)	2200
Trump Job Strongly Approve	16%	(76)	16%	(74)	16%	(76)	52%	(250)	476
Trump Job Somewhat Approve	6%	(20)	21%	(65)	30%	(93)	43%	(134)	311
Trump Job Somewhat Disapprove	11%	(31)	33%	(90)	29%	(79)	26%	(71)	271
Trump Job Strongly Disapprove	17%	(177)	27%	(292)	26%	(273)	30%	(324)	1066
Favorable of Trump	12%	(95)	19%	(153)	20%	(160)	48%	(381)	789
Unfavorable of Trump	16%	(204)	27%	(359)	27%	(348)	30%	(397)	1308
Very Favorable of Trump	15%	(69)	16%	(74)	16%	(76)	54%	(253)	472
Somewhat Favorable of Trump	8%	(26)	25%	(79)	26%	(84)	40%	(128)	318
Somewhat Unfavorable of Trump	11%	(24)	27%	(59)	29%	(62)	33%	(70)	216
Very Unfavorable of Trump	17%	(180)	27%	(300)	26%	(286)	30%	(326)	1092
#1 Issue: Economy	12%	(106)	21%	(177)	25%	(212)	42%	(365)	860
#1 Issue: Security	14%	(41)	19%	(56)	23%	(65)	44%	(126)	289
#1 Issue: Health Care	18%	(65)	34%	(120)	25%	(89)	22%	(78)	351
#1 Issue: Medicare / Social Security	11%	(30)	21%	(55)	26%	(68)	43%	(114)	267
#1 Issue: Women's Issues	17%	(17)	45%	(44)	22%	(21)	16%	(16)	98
#1 Issue: Education	18%	(20)	27%	(31)	25%	(28)	29%	(32)	111
#1 Issue: Energy	23%	(19)	24%	(20)	29%	(24)	24%	(20)	83
#1 Issue: Other	11%	(16)	31%	(43)	24%	(33)	35%	(49)	141
2020 Vote: Joe Biden	20%	(205)	30%	(308)	25%	(260)	25%	(251)	1024
2020 Vote: Donald Trump	9%	(60)	15%	(103)	22%	(145)	54%	(359)	667
2020 Vote: Other	6%	(5)	22%	(19)	35%	(30)	37%	(31)	84
2020 Vote: Didn't Vote	10%	(44)	27%	(114)	25%	(106)	37%	(158)	421
2018 House Vote: Democrat	21%	(163)	28%	(219)	25%	(191)	26%	(202)	774
2018 House Vote: Republican	10%	(57)	16%	(88)	20%	(110)	54%	(303)	558
2016 Vote: Hillary Clinton	22%	(155)	29%	(205)	25%	(175)	24%	(169)	703
2016 Vote: Donald Trump	10%	(65)	16%	(104)	21%	(134)	53%	(343)	647
2016 Vote: Other	6%	(5)	27%	(23)	32%	(27)	36%	(31)	87
2016 Vote: Didn't Vote	12%	(88)	28%	(213)	27%	(201)	34%	(257)	759

Continued on next page

**Table MCBR1\_14:** Do you think it is appropriate or inappropriate for the following types of brands to make public statements on social media about political division?  
*Liquor/alcoholic beverage brands*

Demographic	Very appropriate		Somewhat appropriate		Somewhat inappropriate		Very inappropriate		Total N
Adults	14%	(314)	25%	(545)	25%	(541)	36%	(800)	2200
Voted in 2014: Yes	16%	(196)	23%	(274)	23%	(279)	38%	(468)	1216
Voted in 2014: No	12%	(118)	28%	(271)	27%	(262)	34%	(332)	984
4-Region: Northeast	21%	(83)	27%	(107)	20%	(78)	32%	(125)	394
4-Region: Midwest	11%	(51)	25%	(115)	26%	(120)	38%	(177)	462
4-Region: South	11%	(92)	21%	(176)	27%	(221)	41%	(335)	824
4-Region: West	17%	(88)	28%	(146)	23%	(122)	31%	(164)	520

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



**Table MCBR1\_15:** Do you think it is appropriate or inappropriate for the following types of brands to make public statements on social media about political division?

Local businesses

Demographic	Very appropriate		Somewhat appropriate		Somewhat inappropriate		Very inappropriate		Total N
Adults	22%	(488)	31%	(678)	20%	(445)	27%	(589)	2200
Gender: Male	24%	(251)	34%	(358)	20%	(207)	23%	(245)	1062
Gender: Female	21%	(236)	28%	(320)	21%	(238)	30%	(344)	1138
Age: 18-34	31%	(202)	37%	(240)	19%	(122)	14%	(91)	655
Age: 35-44	32%	(116)	33%	(119)	15%	(53)	19%	(70)	358
Age: 45-64	16%	(119)	29%	(216)	21%	(156)	35%	(260)	751
Age: 65+	12%	(50)	24%	(104)	26%	(114)	39%	(168)	436
GenZers: 1997-2012	26%	(86)	36%	(120)	20%	(68)	17%	(58)	331
Millennials: 1981-1996	35%	(212)	36%	(217)	15%	(91)	13%	(78)	599
GenXers: 1965-1980	19%	(102)	31%	(164)	19%	(99)	31%	(166)	531
Baby Boomers: 1946-1964	12%	(76)	25%	(167)	25%	(162)	38%	(254)	659
PID: Dem (no lean)	29%	(264)	35%	(322)	18%	(162)	18%	(165)	912
PID: Ind (no lean)	20%	(129)	30%	(196)	23%	(149)	27%	(178)	652
PID: Rep (no lean)	15%	(95)	25%	(161)	21%	(135)	39%	(246)	636
PID/Gender: Dem Men	31%	(130)	39%	(164)	18%	(78)	12%	(52)	424
PID/Gender: Dem Women	28%	(134)	32%	(158)	17%	(83)	23%	(112)	488
PID/Gender: Ind Men	21%	(63)	33%	(102)	20%	(61)	26%	(79)	306
PID/Gender: Ind Women	19%	(66)	27%	(94)	25%	(87)	29%	(99)	346
PID/Gender: Rep Men	18%	(59)	28%	(92)	20%	(68)	34%	(114)	332
PID/Gender: Rep Women	12%	(36)	23%	(69)	22%	(67)	43%	(132)	304
Ideo: Liberal (1-3)	35%	(231)	36%	(233)	14%	(91)	15%	(99)	655
Ideo: Moderate (4)	19%	(122)	33%	(211)	24%	(152)	25%	(159)	644
Ideo: Conservative (5-7)	15%	(100)	23%	(150)	23%	(149)	40%	(264)	663
Educ: < College	21%	(319)	29%	(446)	21%	(310)	29%	(437)	1512
Educ: Bachelors degree	23%	(101)	33%	(146)	21%	(93)	23%	(104)	444
Educ: Post-grad	28%	(68)	36%	(87)	17%	(42)	20%	(48)	244
Income: Under 50k	20%	(225)	33%	(369)	21%	(233)	26%	(293)	1121
Income: 50k-100k	23%	(159)	27%	(183)	20%	(139)	29%	(200)	681
Income: 100k+	26%	(104)	32%	(126)	18%	(73)	24%	(95)	398
Ethnicity: White	21%	(354)	29%	(495)	22%	(371)	29%	(501)	1722

Continued on next page

**Table MCBR1\_15:** Do you think it is appropriate or inappropriate for the following types of brands to make public statements on social media about political division?  
Local businesses

Demographic	Very appropriate		Somewhat appropriate		Somewhat inappropriate		Very inappropriate		Total N
Adults	22%	(488)	31%	(678)	20%	(445)	27%	(589)	2200
Ethnicity: Hispanic	26%	(91)	36%	(126)	17%	(60)	21%	(72)	349
Ethnicity: Black	33%	(89)	36%	(98)	15%	(42)	16%	(45)	274
Ethnicity: Other	22%	(44)	42%	(85)	16%	(32)	21%	(43)	204
All Christian	20%	(217)	30%	(319)	21%	(225)	29%	(303)	1064
All Non-Christian	30%	(42)	36%	(51)	18%	(26)	17%	(24)	143
Atheist	32%	(25)	34%	(27)	13%	(10)	21%	(17)	80
Agnostic/Nothing in particular	26%	(129)	29%	(146)	22%	(110)	24%	(120)	506
Something Else	18%	(74)	33%	(135)	18%	(74)	31%	(125)	408
Religious Non-Protestant/Catholic	29%	(45)	36%	(56)	19%	(30)	17%	(26)	158
Evangelical	22%	(147)	32%	(218)	19%	(126)	28%	(187)	678
Non-Evangelical	18%	(137)	29%	(221)	22%	(166)	31%	(235)	760
Community: Urban	31%	(228)	38%	(279)	15%	(110)	15%	(108)	725
Community: Suburban	18%	(166)	29%	(268)	23%	(218)	30%	(282)	934
Community: Rural	17%	(94)	24%	(132)	22%	(116)	37%	(199)	541
Employ: Private Sector	27%	(179)	31%	(204)	17%	(114)	24%	(158)	654
Employ: Government	30%	(45)	38%	(58)	16%	(24)	17%	(26)	153
Employ: Self-Employed	23%	(41)	32%	(58)	18%	(32)	27%	(47)	178
Employ: Homemaker	27%	(31)	22%	(26)	15%	(17)	36%	(41)	115
Employ: Student	29%	(41)	46%	(65)	14%	(20)	10%	(14)	140
Employ: Retired	11%	(54)	24%	(117)	28%	(137)	38%	(188)	496
Employ: Unemployed	19%	(58)	35%	(106)	24%	(72)	22%	(68)	305
Employ: Other	25%	(39)	29%	(46)	18%	(28)	29%	(46)	158
Military HH: Yes	21%	(81)	25%	(97)	20%	(75)	34%	(129)	381
Military HH: No	22%	(407)	32%	(582)	20%	(370)	25%	(460)	1819
RD/WT: Right Direction	28%	(147)	33%	(174)	18%	(95)	21%	(112)	529
RD/WT: Wrong Track	20%	(341)	30%	(504)	21%	(350)	29%	(476)	1671
Trump Job Approve	17%	(136)	26%	(202)	19%	(151)	38%	(297)	787
Trump Job Disapprove	25%	(334)	34%	(451)	21%	(275)	21%	(277)	1336

Continued on next page

**Table MCBR1\_15:** Do you think it is appropriate or inappropriate for the following types of brands to make public statements on social media about political division?  
Local businesses

Demographic	Very appropriate		Somewhat appropriate		Somewhat inappropriate		Very inappropriate		Total N
Adults	22%	(488)	31%	(678)	20%	(445)	27%	(589)	2200
Trump Job Strongly Approve	19%	(92)	23%	(109)	15%	(72)	43%	(203)	476
Trump Job Somewhat Approve	14%	(44)	30%	(93)	26%	(79)	30%	(94)	311
Trump Job Somewhat Disapprove	19%	(52)	41%	(112)	23%	(62)	17%	(45)	271
Trump Job Strongly Disapprove	26%	(282)	32%	(339)	20%	(213)	22%	(232)	1066
Favorable of Trump	18%	(145)	25%	(198)	18%	(145)	38%	(301)	789
Unfavorable of Trump	24%	(319)	34%	(443)	21%	(273)	21%	(274)	1308
Very Favorable of Trump	21%	(98)	22%	(102)	14%	(67)	43%	(205)	472
Somewhat Favorable of Trump	15%	(47)	30%	(96)	24%	(77)	30%	(97)	318
Somewhat Unfavorable of Trump	16%	(34)	39%	(84)	22%	(48)	23%	(50)	216
Very Unfavorable of Trump	26%	(285)	33%	(359)	21%	(224)	20%	(224)	1092
#1 Issue: Economy	19%	(164)	29%	(249)	22%	(186)	30%	(261)	860
#1 Issue: Security	23%	(67)	24%	(70)	18%	(52)	35%	(100)	289
#1 Issue: Health Care	30%	(104)	38%	(135)	17%	(59)	15%	(54)	351
#1 Issue: Medicare / Social Security	13%	(35)	27%	(73)	28%	(75)	32%	(85)	267
#1 Issue: Women's Issues	25%	(24)	45%	(44)	16%	(16)	14%	(14)	98
#1 Issue: Education	32%	(35)	27%	(30)	20%	(22)	22%	(25)	111
#1 Issue: Energy	30%	(24)	37%	(31)	17%	(14)	17%	(14)	83
#1 Issue: Other	24%	(35)	33%	(47)	15%	(22)	27%	(38)	141
2020 Vote: Joe Biden	30%	(307)	34%	(346)	19%	(191)	18%	(181)	1024
2020 Vote: Donald Trump	12%	(79)	25%	(164)	20%	(135)	43%	(288)	667
2020 Vote: Other	14%	(12)	22%	(18)	41%	(35)	23%	(19)	84
2020 Vote: Didn't Vote	21%	(88)	35%	(149)	20%	(84)	24%	(100)	421
2018 House Vote: Democrat	30%	(235)	32%	(250)	19%	(145)	19%	(145)	774
2018 House Vote: Republican	13%	(71)	22%	(125)	21%	(114)	44%	(247)	558
2016 Vote: Hillary Clinton	30%	(210)	34%	(236)	18%	(128)	18%	(129)	703
2016 Vote: Donald Trump	13%	(85)	23%	(147)	21%	(133)	44%	(282)	647
2016 Vote: Other	20%	(17)	28%	(24)	30%	(26)	23%	(20)	87
2016 Vote: Didn't Vote	23%	(175)	35%	(267)	21%	(158)	21%	(159)	759

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**Table MCBR1\_15:** Do you think it is appropriate or inappropriate for the following types of brands to make public statements on social media about political division?  
Local businesses

Demographic	Very appropriate		Somewhat appropriate		Somewhat inappropriate		Very inappropriate		Total N
Adults	22%	(488)	31%	(678)	20%	(445)	27%	(589)	2200
Voted in 2014: Yes	21%	(259)	28%	(342)	19%	(237)	31%	(378)	1216
Voted in 2014: No	23%	(229)	34%	(336)	21%	(208)	21%	(211)	984
4-Region: Northeast	26%	(101)	34%	(134)	20%	(77)	21%	(81)	394
4-Region: Midwest	20%	(93)	31%	(145)	22%	(101)	27%	(124)	462
4-Region: South	18%	(149)	26%	(216)	23%	(191)	32%	(268)	824
4-Region: West	28%	(144)	35%	(183)	15%	(76)	22%	(116)	520

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

**Table MCBR1\_16:** Do you think it is appropriate or inappropriate for the following types of brands to make public statements on social media about political division?  
Media companies

Demographic	Very appropriate		Somewhat appropriate		Somewhat inappropriate		Very inappropriate		Total N
Adults	22%	(494)	31%	(681)	19%	(414)	28%	(612)	2200
Gender: Male	24%	(253)	32%	(341)	19%	(199)	25%	(268)	1062
Gender: Female	21%	(241)	30%	(339)	19%	(215)	30%	(343)	1138
Age: 18-34	31%	(201)	38%	(250)	17%	(109)	14%	(94)	655
Age: 35-44	30%	(108)	34%	(121)	19%	(69)	17%	(59)	358
Age: 45-64	17%	(128)	27%	(205)	18%	(134)	38%	(284)	751
Age: 65+	13%	(56)	24%	(105)	23%	(101)	40%	(175)	436
GenZers: 1997-2012	32%	(105)	35%	(115)	19%	(63)	15%	(49)	331
Millennials: 1981-1996	31%	(187)	39%	(234)	16%	(96)	14%	(82)	599
GenXers: 1965-1980	19%	(102)	29%	(153)	19%	(102)	33%	(173)	531
Baby Boomers: 1946-1964	14%	(90)	24%	(161)	19%	(127)	43%	(281)	659
PID: Dem (no lean)	32%	(288)	34%	(309)	17%	(159)	17%	(156)	912
PID: Ind (no lean)	18%	(115)	33%	(217)	19%	(124)	30%	(196)	652
PID: Rep (no lean)	14%	(90)	24%	(155)	21%	(131)	41%	(260)	636
PID/Gender: Dem Men	34%	(142)	36%	(154)	19%	(80)	11%	(47)	424
PID/Gender: Dem Women	30%	(146)	32%	(155)	16%	(79)	22%	(108)	488
PID/Gender: Ind Men	18%	(54)	33%	(102)	19%	(59)	30%	(91)	306
PID/Gender: Ind Women	18%	(61)	33%	(115)	19%	(65)	30%	(105)	346
PID/Gender: Rep Men	17%	(57)	26%	(85)	18%	(60)	39%	(130)	332
PID/Gender: Rep Women	11%	(33)	23%	(70)	23%	(71)	43%	(130)	304
Ideo: Liberal (1-3)	37%	(241)	34%	(224)	14%	(93)	15%	(97)	655
Ideo: Moderate (4)	20%	(128)	33%	(211)	22%	(144)	25%	(161)	644
Ideo: Conservative (5-7)	14%	(91)	22%	(146)	21%	(140)	43%	(286)	663
Educ: < College	20%	(303)	31%	(465)	20%	(301)	29%	(443)	1512
Educ: Bachelors degree	25%	(113)	31%	(137)	17%	(77)	27%	(118)	444
Educ: Post-grad	32%	(78)	33%	(79)	15%	(36)	21%	(51)	244
Income: Under 50k	20%	(222)	34%	(380)	21%	(231)	26%	(289)	1121
Income: 50k-100k	24%	(163)	26%	(178)	19%	(129)	31%	(210)	681
Income: 100k+	27%	(109)	31%	(122)	13%	(54)	28%	(113)	398
Ethnicity: White	21%	(362)	29%	(505)	19%	(323)	31%	(532)	1722

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**Table MCBR1\_16:** Do you think it is appropriate or inappropriate for the following types of brands to make public statements on social media about political division?  
Media companies

Demographic	Very appropriate		Somewhat appropriate		Somewhat inappropriate		Very inappropriate		Total N
Adults	22%	(494)	31%	(681)	19%	(414)	28%	(612)	2200
Ethnicity: Hispanic	28%	(97)	35%	(121)	14%	(50)	23%	(82)	349
Ethnicity: Black	32%	(89)	36%	(99)	18%	(49)	14%	(37)	274
Ethnicity: Other	21%	(43)	38%	(77)	20%	(41)	21%	(43)	204
All Christian	22%	(234)	27%	(292)	19%	(198)	32%	(340)	1064
All Non-Christian	29%	(41)	34%	(49)	21%	(30)	16%	(23)	143
Atheist	32%	(26)	38%	(30)	15%	(12)	15%	(12)	80
Agnostic/Nothing in particular	22%	(111)	33%	(168)	17%	(88)	27%	(139)	506
Something Else	20%	(83)	35%	(141)	21%	(85)	24%	(98)	408
Religious Non-Protestant/Catholic	28%	(44)	33%	(53)	22%	(34)	17%	(27)	158
Evangelical	25%	(168)	30%	(205)	17%	(118)	27%	(186)	678
Non-Evangelical	18%	(140)	29%	(217)	21%	(158)	32%	(245)	760
Community: Urban	31%	(221)	36%	(263)	17%	(127)	16%	(114)	725
Community: Suburban	20%	(184)	29%	(267)	20%	(185)	32%	(299)	934
Community: Rural	16%	(89)	28%	(152)	19%	(102)	37%	(199)	541
Employ: Private Sector	26%	(167)	32%	(209)	17%	(110)	26%	(168)	654
Employ: Government	37%	(57)	30%	(46)	16%	(25)	17%	(26)	153
Employ: Self-Employed	26%	(46)	34%	(61)	12%	(22)	28%	(50)	178
Employ: Homemaker	21%	(24)	32%	(37)	12%	(14)	35%	(40)	115
Employ: Student	31%	(43)	39%	(55)	20%	(28)	10%	(14)	140
Employ: Retired	11%	(56)	23%	(114)	22%	(110)	44%	(217)	496
Employ: Unemployed	21%	(64)	32%	(98)	25%	(77)	21%	(65)	305
Employ: Other	23%	(37)	39%	(62)	18%	(28)	20%	(32)	158
Military HH: Yes	20%	(76)	26%	(100)	17%	(66)	37%	(140)	381
Military HH: No	23%	(418)	32%	(581)	19%	(348)	26%	(472)	1819
RD/WT: Right Direction	28%	(149)	30%	(159)	17%	(90)	25%	(130)	529
RD/WT: Wrong Track	21%	(344)	31%	(522)	19%	(323)	29%	(482)	1671
Trump Job Approve	14%	(110)	25%	(198)	19%	(150)	42%	(329)	787
Trump Job Disapprove	28%	(372)	34%	(455)	19%	(251)	19%	(258)	1336

Continued on next page

**Table MCBR1\_16:** Do you think it is appropriate or inappropriate for the following types of brands to make public statements on social media about political division?  
Media companies

Demographic	Very appropriate		Somewhat appropriate		Somewhat inappropriate		Very inappropriate		Total N
Adults	22%	(494)	31%	(681)	19%	(414)	28%	(612)	2200
Trump Job Strongly Approve	16%	(76)	22%	(104)	16%	(77)	46%	(218)	476
Trump Job Somewhat Approve	11%	(35)	30%	(94)	23%	(72)	35%	(110)	311
Trump Job Somewhat Disapprove	21%	(58)	41%	(110)	21%	(57)	17%	(46)	271
Trump Job Strongly Disapprove	30%	(315)	32%	(345)	18%	(194)	20%	(212)	1066
Favorable of Trump	15%	(117)	25%	(194)	18%	(143)	42%	(335)	789
Unfavorable of Trump	28%	(360)	34%	(445)	19%	(245)	20%	(258)	1308
Very Favorable of Trump	18%	(83)	20%	(95)	15%	(70)	47%	(223)	472
Somewhat Favorable of Trump	11%	(34)	31%	(99)	23%	(73)	35%	(112)	318
Somewhat Unfavorable of Trump	18%	(39)	42%	(91)	20%	(43)	20%	(42)	216
Very Unfavorable of Trump	29%	(321)	32%	(353)	19%	(202)	20%	(216)	1092
#1 Issue: Economy	18%	(154)	31%	(265)	21%	(179)	30%	(262)	860
#1 Issue: Security	21%	(60)	28%	(80)	13%	(38)	38%	(110)	289
#1 Issue: Health Care	30%	(107)	32%	(111)	19%	(65)	19%	(68)	351
#1 Issue: Medicare / Social Security	15%	(39)	30%	(79)	24%	(63)	32%	(85)	267
#1 Issue: Women's Issues	30%	(29)	43%	(42)	13%	(13)	15%	(14)	98
#1 Issue: Education	37%	(42)	30%	(33)	16%	(18)	17%	(19)	111
#1 Issue: Energy	27%	(22)	38%	(31)	15%	(13)	20%	(17)	83
#1 Issue: Other	28%	(40)	28%	(40)	18%	(26)	25%	(36)	141
2020 Vote: Joe Biden	32%	(326)	35%	(361)	16%	(166)	17%	(172)	1024
2020 Vote: Donald Trump	11%	(75)	22%	(149)	20%	(133)	46%	(309)	667
2020 Vote: Other	9%	(8)	25%	(21)	26%	(22)	41%	(35)	84
2020 Vote: Didn't Vote	20%	(84)	36%	(150)	22%	(92)	23%	(95)	421
2018 House Vote: Democrat	32%	(249)	33%	(259)	15%	(115)	20%	(152)	774
2018 House Vote: Republican	11%	(64)	22%	(122)	19%	(103)	48%	(269)	558
2016 Vote: Hillary Clinton	32%	(227)	34%	(238)	16%	(112)	18%	(126)	703
2016 Vote: Donald Trump	11%	(70)	23%	(148)	18%	(117)	48%	(313)	647
2016 Vote: Other	16%	(14)	28%	(25)	24%	(21)	32%	(27)	87
2016 Vote: Didn't Vote	24%	(180)	35%	(269)	22%	(164)	19%	(146)	759

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**Table MCBR1\_16:** *Do you think it is appropriate or inappropriate for the following types of brands to make public statements on social media about political division?*  
*Media companies*

Demographic	Very appropriate		Somewhat appropriate		Somewhat inappropriate		Very inappropriate		Total N
Adults	22%	(494)	31%	(681)	19%	(414)	28%	(612)	2200
Voted in 2014: Yes	22%	(266)	29%	(352)	16%	(195)	33%	(403)	1216
Voted in 2014: No	23%	(228)	33%	(329)	22%	(219)	21%	(209)	984
4-Region: Northeast	26%	(104)	36%	(143)	13%	(52)	24%	(95)	394
4-Region: Midwest	20%	(95)	29%	(136)	21%	(97)	29%	(135)	462
4-Region: South	20%	(168)	25%	(207)	21%	(174)	33%	(276)	824
4-Region: West	25%	(127)	37%	(195)	17%	(91)	21%	(107)	520

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



**Table MCBR1\_17:** Do you think it is appropriate or inappropriate for the following types of brands to make public statements on social media about political division?  
*Office supply brands*

Demographic	Very appropriate		Somewhat appropriate		Somewhat inappropriate		Very inappropriate		Total N
Adults	15%	(326)	28%	(606)	25%	(541)	33%	(727)	2200
Gender: Male	17%	(175)	29%	(304)	25%	(262)	30%	(320)	1062
Gender: Female	13%	(150)	27%	(302)	24%	(279)	36%	(407)	1138
Age: 18-34	19%	(122)	34%	(220)	26%	(169)	22%	(144)	655
Age: 35-44	23%	(81)	32%	(113)	22%	(80)	23%	(83)	358
Age: 45-64	12%	(90)	25%	(187)	23%	(173)	40%	(301)	751
Age: 65+	7%	(32)	20%	(86)	27%	(119)	46%	(199)	436
GenZers: 1997-2012	15%	(51)	32%	(106)	28%	(92)	25%	(83)	331
Millennials: 1981-1996	23%	(139)	34%	(204)	23%	(141)	19%	(115)	599
GenXers: 1965-1980	15%	(78)	28%	(149)	20%	(107)	37%	(198)	531
Baby Boomers: 1946-1964	8%	(50)	21%	(140)	26%	(174)	45%	(295)	659
PID: Dem (no lean)	21%	(187)	33%	(303)	24%	(217)	22%	(204)	912
PID: Ind (no lean)	11%	(71)	28%	(183)	25%	(161)	36%	(237)	652
PID: Rep (no lean)	11%	(67)	19%	(120)	26%	(163)	45%	(286)	636
PID/Gender: Dem Men	24%	(102)	34%	(144)	25%	(105)	17%	(73)	424
PID/Gender: Dem Women	18%	(86)	33%	(159)	23%	(113)	27%	(131)	488
PID/Gender: Ind Men	11%	(33)	29%	(89)	23%	(70)	37%	(113)	306
PID/Gender: Ind Women	11%	(37)	27%	(94)	26%	(91)	36%	(124)	346
PID/Gender: Rep Men	12%	(40)	21%	(71)	27%	(88)	40%	(133)	332
PID/Gender: Rep Women	9%	(27)	16%	(49)	25%	(75)	50%	(152)	304
Ideo: Liberal (1-3)	23%	(152)	34%	(224)	24%	(159)	18%	(120)	655
Ideo: Moderate (4)	13%	(82)	30%	(191)	29%	(185)	29%	(187)	644
Ideo: Conservative (5-7)	10%	(68)	17%	(113)	23%	(152)	50%	(330)	663
Educ: < College	13%	(192)	27%	(404)	25%	(379)	36%	(538)	1512
Educ: Bachelors degree	17%	(76)	27%	(118)	27%	(118)	30%	(132)	444
Educ: Post-grad	24%	(58)	35%	(85)	18%	(44)	23%	(57)	244
Income: Under 50k	12%	(135)	30%	(331)	26%	(294)	32%	(361)	1121
Income: 50k-100k	16%	(111)	24%	(164)	25%	(167)	35%	(238)	681
Income: 100k+	20%	(79)	28%	(111)	20%	(80)	32%	(128)	398
Ethnicity: White	14%	(245)	25%	(425)	25%	(438)	36%	(614)	1722

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**Table MCBR1\_17:** Do you think it is appropriate or inappropriate for the following types of brands to make public statements on social media about political division?  
Office supply brands

Demographic	Very appropriate		Somewhat appropriate		Somewhat inappropriate		Very inappropriate		Total N
Adults	15%	(326)	28%	(606)	25%	(541)	33%	(727)	2200
Ethnicity: Hispanic	15%	(52)	30%	(105)	27%	(94)	28%	(98)	349
Ethnicity: Black	22%	(60)	40%	(108)	18%	(50)	20%	(55)	274
Ethnicity: Other	10%	(21)	36%	(73)	26%	(52)	29%	(58)	204
All Christian	13%	(141)	27%	(283)	25%	(262)	36%	(378)	1064
All Non-Christian	24%	(34)	32%	(46)	23%	(33)	20%	(29)	143
Atheist	23%	(18)	30%	(24)	22%	(18)	25%	(20)	80
Agnostic/Nothing in particular	16%	(83)	26%	(133)	27%	(136)	30%	(154)	506
Something Else	12%	(49)	30%	(121)	22%	(92)	36%	(146)	408
Religious Non-Protestant/Catholic	23%	(36)	32%	(50)	24%	(38)	22%	(34)	158
Evangelical	17%	(115)	29%	(197)	21%	(143)	33%	(222)	678
Non-Evangelical	9%	(72)	26%	(195)	27%	(202)	38%	(291)	760
Community: Urban	21%	(155)	36%	(258)	24%	(171)	19%	(141)	725
Community: Suburban	12%	(111)	25%	(233)	26%	(240)	38%	(350)	934
Community: Rural	11%	(60)	21%	(116)	24%	(129)	44%	(236)	541
Employ: Private Sector	19%	(122)	30%	(196)	21%	(140)	30%	(196)	654
Employ: Government	25%	(38)	26%	(41)	23%	(35)	26%	(40)	153
Employ: Self-Employed	16%	(29)	31%	(56)	19%	(33)	34%	(60)	178
Employ: Homemaker	15%	(17)	24%	(28)	22%	(25)	39%	(45)	115
Employ: Student	12%	(17)	39%	(54)	34%	(48)	15%	(21)	140
Employ: Retired	7%	(37)	21%	(102)	28%	(137)	44%	(220)	496
Employ: Unemployed	13%	(38)	30%	(91)	29%	(87)	29%	(89)	305
Employ: Other	17%	(27)	25%	(39)	23%	(36)	35%	(56)	158
Military HH: Yes	15%	(59)	21%	(81)	21%	(78)	43%	(163)	381
Military HH: No	15%	(267)	29%	(525)	25%	(463)	31%	(564)	1819
RD/WT: Right Direction	21%	(110)	33%	(175)	20%	(104)	26%	(139)	529
RD/WT: Wrong Track	13%	(215)	26%	(431)	26%	(437)	35%	(588)	1671
Trump Job Approve	13%	(99)	20%	(157)	20%	(159)	47%	(372)	787
Trump Job Disapprove	16%	(211)	32%	(430)	27%	(357)	25%	(338)	1336

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**Table MCBR1\_17:** Do you think it is appropriate or inappropriate for the following types of brands to make public statements on social media about political division?  
*Office supply brands*

Demographic	Very appropriate		Somewhat appropriate		Somewhat inappropriate		Very inappropriate		Total N
Adults	15%	(326)	28%	(606)	25%	(541)	33%	(727)	2200
Trump Job Strongly Approve	14%	(68)	19%	(90)	15%	(72)	52%	(246)	476
Trump Job Somewhat Approve	10%	(31)	21%	(66)	28%	(87)	41%	(127)	311
Trump Job Somewhat Disapprove	8%	(22)	41%	(111)	29%	(78)	22%	(60)	271
Trump Job Strongly Disapprove	18%	(189)	30%	(319)	26%	(280)	26%	(278)	1066
Favorable of Trump	13%	(100)	20%	(158)	21%	(165)	46%	(367)	789
Unfavorable of Trump	16%	(211)	31%	(412)	27%	(348)	26%	(338)	1308
Very Favorable of Trump	15%	(70)	18%	(85)	16%	(73)	52%	(243)	472
Somewhat Favorable of Trump	9%	(30)	23%	(73)	29%	(92)	39%	(123)	318
Somewhat Unfavorable of Trump	8%	(16)	34%	(73)	28%	(61)	30%	(66)	216
Very Unfavorable of Trump	18%	(195)	31%	(339)	26%	(287)	25%	(272)	1092
#1 Issue: Economy	12%	(106)	25%	(215)	25%	(213)	38%	(326)	860
#1 Issue: Security	17%	(48)	21%	(60)	19%	(54)	44%	(127)	289
#1 Issue: Health Care	21%	(75)	32%	(114)	28%	(97)	19%	(66)	351
#1 Issue: Medicare / Social Security	10%	(27)	25%	(67)	28%	(74)	37%	(99)	267
#1 Issue: Women's Issues	16%	(16)	46%	(45)	23%	(23)	14%	(14)	98
#1 Issue: Education	12%	(14)	32%	(36)	23%	(26)	32%	(36)	111
#1 Issue: Energy	23%	(19)	33%	(27)	24%	(20)	20%	(17)	83
#1 Issue: Other	15%	(21)	29%	(42)	25%	(35)	31%	(43)	141
2020 Vote: Joe Biden	20%	(207)	34%	(344)	24%	(249)	22%	(225)	1024
2020 Vote: Donald Trump	9%	(62)	17%	(111)	22%	(146)	52%	(348)	667
2020 Vote: Other	6%	(5)	24%	(20)	41%	(35)	30%	(25)	84
2020 Vote: Didn't Vote	12%	(51)	31%	(131)	26%	(111)	30%	(128)	421
2018 House Vote: Democrat	20%	(157)	31%	(239)	26%	(199)	23%	(179)	774
2018 House Vote: Republican	9%	(51)	17%	(98)	20%	(112)	53%	(297)	558
2016 Vote: Hillary Clinton	20%	(143)	32%	(223)	25%	(178)	23%	(159)	703
2016 Vote: Donald Trump	9%	(61)	18%	(117)	21%	(136)	51%	(333)	647
2016 Vote: Other	7%	(6)	23%	(20)	41%	(35)	29%	(25)	87
2016 Vote: Didn't Vote	15%	(115)	32%	(246)	25%	(188)	28%	(210)	759

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**Table MCBR1\_17:** Do you think it is appropriate or inappropriate for the following types of brands to make public statements on social media about political division?  
*Office supply brands*

Demographic	Very appropriate		Somewhat appropriate		Somewhat inappropriate		Very inappropriate		Total N
Adults	15%	(326)	28%	(606)	25%	(541)	33%	(727)	2200
Voted in 2014: Yes	14%	(176)	25%	(301)	24%	(292)	37%	(447)	1216
Voted in 2014: No	15%	(150)	31%	(305)	25%	(249)	29%	(281)	984
4-Region: Northeast	17%	(66)	32%	(126)	22%	(85)	29%	(116)	394
4-Region: Midwest	13%	(61)	26%	(118)	29%	(133)	33%	(151)	462
4-Region: South	14%	(115)	24%	(199)	24%	(202)	37%	(309)	824
4-Region: West	16%	(83)	31%	(163)	23%	(121)	29%	(152)	520

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

**Table MCBR1\_18:** Do you think it is appropriate or inappropriate for the following types of brands to make public statements on social media about political division?  
*Packaged food brands, such as potato chips*

Demographic	Very appropriate		Somewhat appropriate		Somewhat inappropriate		Very inappropriate		Total N
Adults	17%	(372)	27%	(592)	24%	(527)	32%	(709)	2200
Gender: Male	19%	(201)	29%	(304)	24%	(250)	29%	(308)	1062
Gender: Female	15%	(171)	25%	(288)	24%	(277)	35%	(402)	1138
Age: 18-34	22%	(143)	33%	(215)	26%	(170)	19%	(127)	655
Age: 35-44	25%	(90)	32%	(113)	22%	(77)	22%	(77)	358
Age: 45-64	14%	(103)	24%	(178)	22%	(165)	41%	(305)	751
Age: 65+	8%	(35)	20%	(86)	26%	(116)	46%	(199)	436
GenZers: 1997-2012	19%	(63)	31%	(102)	29%	(95)	21%	(71)	331
Millennials: 1981-1996	26%	(155)	34%	(207)	22%	(132)	18%	(106)	599
GenXers: 1965-1980	17%	(92)	24%	(129)	21%	(109)	38%	(202)	531
Baby Boomers: 1946-1964	8%	(52)	22%	(146)	25%	(166)	45%	(295)	659
PID: Dem (no lean)	25%	(225)	32%	(289)	22%	(203)	21%	(195)	912
PID: Ind (no lean)	11%	(74)	28%	(180)	25%	(164)	36%	(234)	652
PID: Rep (no lean)	11%	(73)	19%	(123)	25%	(160)	44%	(280)	636
PID/Gender: Dem Men	30%	(127)	33%	(138)	23%	(98)	14%	(61)	424
PID/Gender: Dem Women	20%	(98)	31%	(151)	22%	(105)	27%	(134)	488
PID/Gender: Ind Men	12%	(35)	30%	(93)	22%	(66)	36%	(111)	306
PID/Gender: Ind Women	11%	(39)	25%	(86)	28%	(98)	36%	(123)	346
PID/Gender: Rep Men	12%	(38)	22%	(72)	26%	(86)	41%	(135)	332
PID/Gender: Rep Women	11%	(34)	17%	(50)	24%	(74)	48%	(145)	304
Ideo: Liberal (1-3)	26%	(171)	33%	(217)	22%	(142)	19%	(125)	655
Ideo: Moderate (4)	15%	(95)	29%	(187)	28%	(180)	28%	(182)	644
Ideo: Conservative (5-7)	11%	(75)	17%	(116)	23%	(154)	48%	(318)	663
Educ: < College	15%	(228)	26%	(401)	24%	(369)	34%	(515)	1512
Educ: Bachelors degree	18%	(78)	26%	(115)	26%	(116)	30%	(135)	444
Educ: Post-grad	27%	(66)	31%	(76)	17%	(42)	25%	(60)	244
Income: Under 50k	14%	(162)	29%	(326)	26%	(292)	30%	(341)	1121
Income: 50k-100k	18%	(124)	24%	(166)	22%	(150)	35%	(241)	681
Income: 100k+	22%	(86)	25%	(100)	21%	(85)	32%	(128)	398
Ethnicity: White	16%	(271)	25%	(423)	24%	(421)	35%	(607)	1722

Continued on next page

**Table MCBR1\_18:** Do you think it is appropriate or inappropriate for the following types of brands to make public statements on social media about political division?  
Packaged food brands, such as potato chips

Demographic	Very appropriate		Somewhat appropriate		Somewhat inappropriate		Very inappropriate		Total N
Adults	17%	(372)	27%	(592)	24%	(527)	32%	(709)	2200
Ethnicity: Hispanic	21%	(73)	32%	(113)	23%	(81)	23%	(82)	349
Ethnicity: Black	26%	(72)	35%	(96)	20%	(54)	19%	(51)	274
Ethnicity: Other	14%	(29)	36%	(73)	25%	(52)	25%	(50)	204
All Christian	16%	(170)	25%	(265)	24%	(254)	35%	(375)	1064
All Non-Christian	26%	(37)	34%	(49)	24%	(34)	16%	(23)	143
Atheist	21%	(17)	37%	(29)	20%	(16)	23%	(18)	80
Agnostic/Nothing in particular	17%	(87)	27%	(136)	26%	(130)	30%	(152)	506
Something Else	15%	(61)	27%	(112)	23%	(94)	35%	(142)	408
Religious Non-Protestant/Catholic	24%	(38)	34%	(54)	24%	(37)	18%	(28)	158
Evangelical	20%	(139)	25%	(172)	21%	(140)	34%	(228)	678
Non-Evangelical	12%	(89)	25%	(192)	27%	(203)	36%	(276)	760
Community: Urban	25%	(179)	34%	(247)	22%	(161)	19%	(138)	725
Community: Suburban	14%	(127)	24%	(220)	26%	(241)	37%	(345)	934
Community: Rural	12%	(66)	23%	(125)	23%	(124)	42%	(226)	541
Employ: Private Sector	20%	(132)	28%	(186)	21%	(135)	31%	(201)	654
Employ: Government	26%	(41)	30%	(46)	21%	(33)	23%	(35)	153
Employ: Self-Employed	22%	(39)	25%	(45)	22%	(38)	31%	(56)	178
Employ: Homemaker	23%	(26)	20%	(23)	18%	(20)	39%	(45)	115
Employ: Student	17%	(24)	38%	(54)	29%	(41)	15%	(22)	140
Employ: Retired	8%	(42)	20%	(101)	27%	(133)	44%	(220)	496
Employ: Unemployed	15%	(46)	30%	(90)	31%	(95)	24%	(74)	305
Employ: Other	15%	(24)	29%	(47)	19%	(31)	36%	(57)	158
Military HH: Yes	17%	(64)	22%	(84)	20%	(77)	41%	(157)	381
Military HH: No	17%	(308)	28%	(508)	25%	(450)	30%	(553)	1819
RD/WT: Right Direction	24%	(126)	31%	(163)	20%	(107)	25%	(133)	529
RD/WT: Wrong Track	15%	(246)	26%	(429)	25%	(420)	34%	(576)	1671
Trump Job Approve	14%	(108)	20%	(157)	21%	(167)	45%	(355)	787
Trump Job Disapprove	19%	(252)	31%	(415)	25%	(336)	25%	(333)	1336

Continued on next page

**Table MCBR1\_18:** Do you think it is appropriate or inappropriate for the following types of brands to make public statements on social media about political division?  
*Packaged food brands, such as potato chips*

Demographic	Very appropriate		Somewhat appropriate		Somewhat inappropriate		Very inappropriate		Total N
Adults	17%	(372)	27%	(592)	24%	(527)	32%	(709)	2200
Trump Job Strongly Approve	17%	(82)	17%	(80)	17%	(79)	49%	(235)	476
Trump Job Somewhat Approve	9%	(27)	25%	(76)	28%	(88)	38%	(120)	311
Trump Job Somewhat Disapprove	14%	(38)	34%	(93)	30%	(82)	21%	(58)	271
Trump Job Strongly Disapprove	20%	(214)	30%	(322)	24%	(254)	26%	(275)	1066
Favorable of Trump	14%	(113)	20%	(158)	20%	(161)	45%	(357)	789
Unfavorable of Trump	18%	(238)	30%	(398)	26%	(339)	25%	(333)	1308
Very Favorable of Trump	18%	(83)	16%	(77)	16%	(74)	50%	(237)	472
Somewhat Favorable of Trump	9%	(30)	25%	(81)	27%	(87)	38%	(120)	318
Somewhat Unfavorable of Trump	12%	(27)	30%	(66)	30%	(65)	27%	(59)	216
Very Unfavorable of Trump	19%	(212)	30%	(332)	25%	(275)	25%	(274)	1092
#1 Issue: Economy	14%	(116)	24%	(206)	26%	(225)	36%	(312)	860
#1 Issue: Security	18%	(53)	20%	(57)	19%	(54)	43%	(125)	289
#1 Issue: Health Care	23%	(80)	36%	(127)	22%	(77)	19%	(68)	351
#1 Issue: Medicare / Social Security	13%	(36)	23%	(62)	25%	(67)	38%	(102)	267
#1 Issue: Women's Issues	21%	(21)	39%	(38)	20%	(20)	20%	(19)	98
#1 Issue: Education	24%	(27)	33%	(37)	24%	(26)	19%	(21)	111
#1 Issue: Energy	21%	(18)	29%	(24)	29%	(24)	21%	(17)	83
#1 Issue: Other	15%	(22)	29%	(41)	24%	(34)	32%	(45)	141
2020 Vote: Joe Biden	23%	(232)	33%	(335)	23%	(234)	22%	(223)	1024
2020 Vote: Donald Trump	10%	(66)	16%	(105)	24%	(159)	50%	(336)	667
2020 Vote: Other	6%	(5)	25%	(21)	40%	(33)	30%	(25)	84
2020 Vote: Didn't Vote	16%	(68)	31%	(130)	24%	(99)	29%	(124)	421
2018 House Vote: Democrat	23%	(179)	31%	(239)	24%	(183)	23%	(174)	774
2018 House Vote: Republican	10%	(56)	16%	(89)	22%	(125)	51%	(287)	558
2016 Vote: Hillary Clinton	24%	(166)	31%	(219)	23%	(159)	23%	(160)	703
2016 Vote: Donald Trump	12%	(75)	16%	(106)	23%	(148)	49%	(319)	647
2016 Vote: Other	8%	(7)	22%	(19)	38%	(33)	33%	(28)	87
2016 Vote: Didn't Vote	16%	(124)	33%	(247)	24%	(185)	27%	(203)	759

Continued on next page

**Table MCBR1\_18:** Do you think it is appropriate or inappropriate for the following types of brands to make public statements on social media about political division?  
*Packaged food brands, such as potato chips*

Demographic	Very appropriate		Somewhat appropriate		Somewhat inappropriate		Very inappropriate		Total N
Adults	17%	(372)	27%	(592)	24%	(527)	32%	(709)	2200
Voted in 2014: Yes	17%	(201)	25%	(299)	23%	(275)	36%	(441)	1216
Voted in 2014: No	17%	(171)	30%	(293)	26%	(253)	27%	(268)	984
4-Region: Northeast	20%	(78)	32%	(125)	18%	(72)	30%	(118)	394
4-Region: Midwest	16%	(72)	23%	(106)	30%	(137)	32%	(148)	462
4-Region: South	15%	(121)	25%	(207)	24%	(196)	36%	(300)	824
4-Region: West	19%	(101)	30%	(154)	23%	(122)	28%	(143)	520

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



**Table MCBR1\_19:** Do you think it is appropriate or inappropriate for the following types of brands to make public statements on social media about political division?  
*Rental cars*

Demographic	Very appropriate		Somewhat appropriate		Somewhat inappropriate		Very inappropriate		Total N
Adults	14%	(319)	26%	(579)	25%	(556)	34%	(745)	2200
Gender: Male	16%	(166)	27%	(288)	27%	(282)	31%	(325)	1062
Gender: Female	13%	(153)	26%	(291)	24%	(274)	37%	(420)	1138
Age: 18-34	18%	(115)	34%	(220)	26%	(172)	23%	(148)	655
Age: 35-44	22%	(79)	32%	(115)	23%	(81)	23%	(83)	358
Age: 45-64	12%	(88)	21%	(161)	25%	(188)	42%	(314)	751
Age: 65+	8%	(36)	19%	(83)	27%	(116)	46%	(201)	436
GenZers: 1997-2012	13%	(44)	33%	(111)	28%	(92)	26%	(85)	331
Millennials: 1981-1996	23%	(140)	33%	(199)	24%	(143)	20%	(118)	599
GenXers: 1965-1980	14%	(75)	25%	(133)	23%	(120)	38%	(203)	531
Baby Boomers: 1946-1964	8%	(50)	19%	(128)	27%	(179)	46%	(302)	659
PID: Dem (no lean)	20%	(182)	32%	(290)	25%	(226)	23%	(214)	912
PID: Ind (no lean)	11%	(73)	27%	(175)	26%	(168)	36%	(236)	652
PID: Rep (no lean)	10%	(64)	18%	(114)	25%	(162)	46%	(296)	636
PID/Gender: Dem Men	23%	(99)	32%	(134)	28%	(117)	18%	(74)	424
PID/Gender: Dem Women	17%	(83)	32%	(156)	22%	(109)	29%	(140)	488
PID/Gender: Ind Men	9%	(28)	29%	(88)	27%	(82)	35%	(107)	306
PID/Gender: Ind Women	13%	(45)	25%	(87)	25%	(86)	37%	(129)	346
PID/Gender: Rep Men	12%	(39)	20%	(66)	25%	(83)	43%	(144)	332
PID/Gender: Rep Women	8%	(25)	16%	(48)	26%	(79)	50%	(152)	304
Ideo: Liberal (1-3)	24%	(159)	31%	(204)	24%	(155)	21%	(136)	655
Ideo: Moderate (4)	12%	(77)	31%	(197)	28%	(180)	29%	(189)	644
Ideo: Conservative (5-7)	9%	(59)	17%	(110)	25%	(167)	49%	(327)	663
Educ: < College	12%	(188)	25%	(381)	26%	(392)	36%	(551)	1512
Educ: Bachelors degree	16%	(71)	27%	(120)	27%	(120)	30%	(133)	444
Educ: Post-grad	24%	(59)	32%	(79)	18%	(45)	25%	(61)	244
Income: Under 50k	13%	(143)	28%	(310)	27%	(298)	33%	(370)	1121
Income: 50k-100k	16%	(108)	23%	(156)	25%	(172)	36%	(245)	681
Income: 100k+	17%	(68)	29%	(114)	22%	(86)	33%	(130)	398
Ethnicity: White	14%	(233)	24%	(411)	26%	(447)	37%	(631)	1722

Continued on next page

**Table MCBR1\_19:** Do you think it is appropriate or inappropriate for the following types of brands to make public statements on social media about political division?  
Rental cars

Demographic	Very appropriate		Somewhat appropriate		Somewhat inappropriate		Very inappropriate		Total N
Adults	14%	(319)	26%	(579)	25%	(556)	34%	(745)	2200
Ethnicity: Hispanic	17%	(60)	32%	(113)	25%	(88)	25%	(89)	349
Ethnicity: Black	23%	(62)	33%	(91)	23%	(63)	21%	(58)	274
Ethnicity: Other	12%	(24)	38%	(77)	23%	(47)	27%	(56)	204
All Christian	14%	(150)	25%	(269)	25%	(263)	36%	(381)	1064
All Non-Christian	23%	(32)	35%	(49)	20%	(29)	22%	(32)	143
Atheist	23%	(18)	25%	(20)	25%	(20)	27%	(21)	80
Agnostic/Nothing in particular	15%	(78)	25%	(128)	27%	(139)	32%	(161)	506
Something Else	10%	(40)	28%	(113)	26%	(105)	37%	(150)	408
Religious Non-Protestant/Catholic	22%	(34)	35%	(54)	20%	(32)	24%	(37)	158
Evangelical	16%	(109)	27%	(184)	23%	(156)	34%	(230)	678
Non-Evangelical	10%	(78)	24%	(185)	27%	(207)	38%	(290)	760
Community: Urban	22%	(158)	33%	(236)	26%	(188)	20%	(144)	725
Community: Suburban	11%	(107)	24%	(225)	25%	(237)	39%	(365)	934
Community: Rural	10%	(54)	22%	(118)	24%	(132)	44%	(236)	541
Employ: Private Sector	19%	(122)	29%	(188)	21%	(138)	32%	(206)	654
Employ: Government	24%	(37)	32%	(49)	20%	(31)	23%	(36)	153
Employ: Self-Employed	17%	(29)	31%	(54)	18%	(33)	35%	(62)	178
Employ: Homemaker	18%	(20)	20%	(23)	23%	(26)	40%	(46)	115
Employ: Student	12%	(16)	32%	(44)	38%	(53)	19%	(27)	140
Employ: Retired	8%	(37)	18%	(89)	28%	(140)	46%	(230)	496
Employ: Unemployed	11%	(34)	31%	(94)	31%	(95)	27%	(81)	305
Employ: Other	14%	(22)	24%	(39)	26%	(40)	36%	(57)	158
Military HH: Yes	15%	(57)	19%	(73)	22%	(86)	43%	(166)	381
Military HH: No	14%	(262)	28%	(506)	26%	(471)	32%	(580)	1819
RD/WT: Right Direction	20%	(105)	29%	(155)	22%	(119)	28%	(151)	529
RD/WT: Wrong Track	13%	(214)	25%	(425)	26%	(437)	36%	(595)	1671
Trump Job Approve	11%	(84)	19%	(148)	23%	(180)	48%	(375)	787
Trump Job Disapprove	16%	(220)	31%	(413)	26%	(353)	26%	(350)	1336

Continued on next page

**Table MCBR1\_19:** Do you think it is appropriate or inappropriate for the following types of brands to make public statements on social media about political division?  
Rental cars

Demographic	Very appropriate		Somewhat appropriate		Somewhat inappropriate		Very inappropriate		Total N
Adults	14%	(319)	26%	(579)	25%	(556)	34%	(745)	2200
Trump Job Strongly Approve	13%	(63)	16%	(77)	18%	(84)	53%	(251)	476
Trump Job Somewhat Approve	7%	(21)	23%	(71)	31%	(95)	40%	(124)	311
Trump Job Somewhat Disapprove	9%	(24)	38%	(102)	31%	(84)	23%	(61)	271
Trump Job Strongly Disapprove	18%	(196)	29%	(312)	25%	(269)	27%	(289)	1066
Favorable of Trump	12%	(92)	19%	(149)	22%	(176)	47%	(373)	789
Unfavorable of Trump	16%	(209)	30%	(398)	27%	(350)	27%	(351)	1308
Very Favorable of Trump	14%	(65)	16%	(73)	19%	(87)	52%	(246)	472
Somewhat Favorable of Trump	8%	(27)	24%	(76)	28%	(88)	40%	(127)	318
Somewhat Unfavorable of Trump	12%	(26)	28%	(61)	29%	(63)	30%	(66)	216
Very Unfavorable of Trump	17%	(183)	31%	(338)	26%	(287)	26%	(285)	1092
#1 Issue: Economy	11%	(98)	24%	(207)	25%	(217)	39%	(337)	860
#1 Issue: Security	17%	(48)	18%	(53)	21%	(62)	43%	(126)	289
#1 Issue: Health Care	21%	(75)	32%	(114)	25%	(89)	21%	(73)	351
#1 Issue: Medicare / Social Security	10%	(26)	24%	(63)	27%	(72)	40%	(105)	267
#1 Issue: Women's Issues	14%	(13)	41%	(40)	30%	(29)	15%	(15)	98
#1 Issue: Education	15%	(17)	32%	(36)	25%	(28)	27%	(31)	111
#1 Issue: Energy	23%	(19)	29%	(24)	28%	(23)	20%	(17)	83
#1 Issue: Other	15%	(21)	29%	(42)	26%	(36)	30%	(42)	141
2020 Vote: Joe Biden	19%	(196)	33%	(339)	25%	(256)	23%	(233)	1024
2020 Vote: Donald Trump	9%	(57)	16%	(106)	23%	(156)	52%	(348)	667
2020 Vote: Other	10%	(8)	17%	(14)	40%	(33)	34%	(29)	84
2020 Vote: Didn't Vote	13%	(57)	28%	(120)	26%	(110)	32%	(134)	421
2018 House Vote: Democrat	22%	(167)	30%	(233)	24%	(188)	24%	(187)	774
2018 House Vote: Republican	9%	(48)	17%	(93)	22%	(121)	53%	(296)	558
2016 Vote: Hillary Clinton	21%	(150)	31%	(217)	25%	(174)	23%	(163)	703
2016 Vote: Donald Trump	9%	(58)	16%	(107)	24%	(153)	51%	(329)	647
2016 Vote: Other	14%	(12)	19%	(16)	38%	(33)	29%	(25)	87
2016 Vote: Didn't Vote	13%	(99)	31%	(239)	25%	(193)	30%	(228)	759

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**Table MCBR1\_19:** Do you think it is appropriate or inappropriate for the following types of brands to make public statements on social media about political division?  
Rental cars

Demographic	Very appropriate		Somewhat appropriate		Somewhat inappropriate		Very inappropriate		Total N
Adults	14%	(319)	26%	(579)	25%	(556)	34%	(745)	2200
Voted in 2014: Yes	15%	(184)	23%	(286)	25%	(299)	37%	(446)	1216
Voted in 2014: No	14%	(135)	30%	(294)	26%	(257)	30%	(299)	984
4-Region: Northeast	19%	(76)	29%	(115)	22%	(86)	30%	(117)	394
4-Region: Midwest	14%	(67)	22%	(101)	29%	(133)	35%	(162)	462
4-Region: South	12%	(96)	24%	(200)	26%	(213)	38%	(315)	824
4-Region: West	15%	(79)	31%	(163)	24%	(125)	29%	(152)	520

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

**Table MCBR1\_20:** Do you think it is appropriate or inappropriate for the following types of brands to make public statements on social media about political division?  
Ride-hailing companies

Demographic	Very appropriate		Somewhat appropriate		Somewhat inappropriate		Very inappropriate		Total N
Adults	14%	(313)	26%	(576)	27%	(592)	33%	(719)	2200
Gender: Male	15%	(163)	29%	(305)	27%	(291)	29%	(304)	1062
Gender: Female	13%	(151)	24%	(271)	26%	(301)	37%	(416)	1138
Age: 18-34	18%	(118)	33%	(216)	28%	(186)	21%	(136)	655
Age: 35-44	21%	(76)	30%	(107)	26%	(93)	23%	(81)	358
Age: 45-64	11%	(80)	24%	(178)	25%	(184)	41%	(309)	751
Age: 65+	9%	(39)	17%	(75)	30%	(129)	44%	(193)	436
GenZers: 1997-2012	15%	(49)	34%	(112)	29%	(96)	23%	(75)	331
Millennials: 1981-1996	22%	(134)	32%	(190)	27%	(161)	19%	(114)	599
GenXers: 1965-1980	13%	(72)	26%	(137)	24%	(127)	37%	(196)	531
Baby Boomers: 1946-1964	7%	(48)	20%	(129)	28%	(184)	45%	(299)	659
PID: Dem (no lean)	20%	(186)	32%	(288)	26%	(240)	22%	(197)	912
PID: Ind (no lean)	11%	(70)	26%	(167)	28%	(185)	35%	(230)	652
PID: Rep (no lean)	9%	(58)	19%	(120)	26%	(166)	46%	(292)	636
PID/Gender: Dem Men	22%	(94)	34%	(144)	28%	(121)	15%	(65)	424
PID/Gender: Dem Women	19%	(92)	30%	(144)	25%	(120)	27%	(132)	488
PID/Gender: Ind Men	11%	(33)	30%	(93)	27%	(81)	32%	(98)	306
PID/Gender: Ind Women	11%	(36)	21%	(74)	30%	(104)	38%	(132)	346
PID/Gender: Rep Men	11%	(35)	20%	(67)	27%	(89)	42%	(141)	332
PID/Gender: Rep Women	7%	(23)	17%	(53)	25%	(77)	50%	(152)	304
Ideo: Liberal (1-3)	24%	(157)	35%	(231)	22%	(143)	19%	(124)	655
Ideo: Moderate (4)	12%	(80)	25%	(164)	34%	(218)	28%	(182)	644
Ideo: Conservative (5-7)	9%	(61)	16%	(108)	25%	(165)	50%	(329)	663
Educ: < College	12%	(178)	25%	(375)	28%	(426)	35%	(533)	1512
Educ: Bachelors degree	17%	(77)	26%	(117)	27%	(120)	29%	(130)	444
Educ: Post-grad	24%	(58)	34%	(84)	19%	(46)	23%	(56)	244
Income: Under 50k	11%	(123)	27%	(303)	30%	(334)	32%	(361)	1121
Income: 50k-100k	15%	(105)	26%	(176)	25%	(169)	34%	(232)	681
Income: 100k+	21%	(85)	24%	(97)	23%	(90)	32%	(127)	398
Ethnicity: White	13%	(222)	24%	(419)	27%	(470)	35%	(611)	1722

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**Table MCBR1\_20:** Do you think it is appropriate or inappropriate for the following types of brands to make public statements on social media about political division?  
Ride-hailing companies

Demographic	Very appropriate		Somewhat appropriate		Somewhat inappropriate		Very inappropriate		Total N
Adults	14%	(313)	26%	(576)	27%	(592)	33%	(719)	2200
Ethnicity: Hispanic	15%	(52)	37%	(128)	26%	(91)	23%	(79)	349
Ethnicity: Black	24%	(65)	30%	(81)	24%	(66)	23%	(62)	274
Ethnicity: Other	13%	(27)	37%	(75)	27%	(56)	23%	(46)	204
All Christian	15%	(155)	26%	(277)	24%	(260)	35%	(372)	1064
All Non-Christian	21%	(30)	33%	(47)	24%	(34)	22%	(31)	143
Atheist	19%	(15)	33%	(26)	27%	(21)	21%	(17)	80
Agnostic/Nothing in particular	14%	(71)	24%	(124)	32%	(160)	30%	(151)	506
Something Else	10%	(41)	25%	(101)	29%	(117)	36%	(148)	408
Religious Non-Protestant/Catholic	20%	(32)	33%	(52)	23%	(36)	24%	(38)	158
Evangelical	17%	(115)	26%	(176)	24%	(161)	33%	(226)	678
Non-Evangelical	10%	(76)	25%	(189)	28%	(212)	37%	(283)	760
Community: Urban	21%	(152)	34%	(246)	28%	(199)	18%	(127)	725
Community: Suburban	12%	(112)	23%	(213)	28%	(257)	38%	(352)	934
Community: Rural	9%	(49)	21%	(116)	25%	(136)	44%	(240)	541
Employ: Private Sector	19%	(127)	28%	(182)	22%	(147)	30%	(198)	654
Employ: Government	18%	(27)	37%	(57)	24%	(37)	21%	(33)	153
Employ: Self-Employed	15%	(26)	29%	(52)	24%	(44)	31%	(56)	178
Employ: Homemaker	15%	(17)	19%	(22)	22%	(26)	43%	(50)	115
Employ: Student	16%	(23)	36%	(50)	29%	(41)	19%	(26)	140
Employ: Retired	8%	(37)	17%	(82)	30%	(150)	46%	(227)	496
Employ: Unemployed	11%	(33)	29%	(89)	36%	(110)	24%	(73)	305
Employ: Other	13%	(21)	26%	(41)	25%	(39)	36%	(57)	158
Military HH: Yes	16%	(60)	20%	(77)	21%	(82)	43%	(163)	381
Military HH: No	14%	(253)	27%	(499)	28%	(511)	31%	(556)	1819
RD/WT: Right Direction	19%	(101)	28%	(146)	25%	(131)	29%	(151)	529
RD/WT: Wrong Track	13%	(213)	26%	(430)	28%	(461)	34%	(568)	1671
Trump Job Approve	11%	(85)	19%	(150)	24%	(190)	46%	(361)	787
Trump Job Disapprove	16%	(214)	31%	(409)	28%	(377)	25%	(336)	1336

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**Table MCBR1\_20:** Do you think it is appropriate or inappropriate for the following types of brands to make public statements on social media about political division?  
Ride-hailing companies

Demographic	Very appropriate		Somewhat appropriate		Somewhat inappropriate		Very inappropriate		Total N
Adults	14%	(313)	26%	(576)	27%	(592)	33%	(719)	2200
Trump Job Strongly Approve	13%	(62)	17%	(79)	19%	(89)	52%	(246)	476
Trump Job Somewhat Approve	7%	(23)	23%	(71)	32%	(101)	37%	(115)	311
Trump Job Somewhat Disapprove	11%	(30)	31%	(85)	32%	(87)	25%	(69)	271
Trump Job Strongly Disapprove	17%	(184)	30%	(324)	27%	(290)	25%	(267)	1066
Favorable of Trump	11%	(87)	20%	(155)	24%	(187)	46%	(361)	789
Unfavorable of Trump	16%	(210)	30%	(390)	28%	(372)	26%	(337)	1308
Very Favorable of Trump	13%	(61)	17%	(80)	18%	(87)	52%	(245)	472
Somewhat Favorable of Trump	8%	(26)	24%	(75)	32%	(100)	37%	(116)	318
Somewhat Unfavorable of Trump	10%	(22)	29%	(62)	30%	(65)	31%	(67)	216
Very Unfavorable of Trump	17%	(188)	30%	(327)	28%	(307)	25%	(270)	1092
#1 Issue: Economy	12%	(103)	22%	(191)	28%	(243)	38%	(323)	860
#1 Issue: Security	17%	(49)	21%	(61)	21%	(60)	41%	(119)	289
#1 Issue: Health Care	20%	(71)	30%	(107)	28%	(100)	21%	(74)	351
#1 Issue: Medicare / Social Security	9%	(23)	27%	(71)	27%	(72)	38%	(101)	267
#1 Issue: Women's Issues	21%	(21)	41%	(40)	26%	(25)	12%	(12)	98
#1 Issue: Education	13%	(15)	33%	(37)	31%	(34)	23%	(25)	111
#1 Issue: Energy	18%	(15)	31%	(26)	25%	(21)	26%	(21)	83
#1 Issue: Other	12%	(17)	31%	(44)	25%	(36)	31%	(44)	141
2020 Vote: Joe Biden	21%	(211)	33%	(338)	26%	(266)	20%	(209)	1024
2020 Vote: Donald Trump	8%	(51)	15%	(101)	25%	(167)	52%	(348)	667
2020 Vote: Other	5%	(4)	15%	(13)	44%	(37)	35%	(30)	84
2020 Vote: Didn't Vote	11%	(46)	29%	(124)	29%	(121)	31%	(131)	421
2018 House Vote: Democrat	21%	(161)	31%	(238)	26%	(199)	23%	(176)	774
2018 House Vote: Republican	8%	(45)	16%	(88)	23%	(131)	53%	(294)	558
2016 Vote: Hillary Clinton	22%	(155)	31%	(221)	26%	(180)	21%	(147)	703
2016 Vote: Donald Trump	8%	(55)	16%	(105)	24%	(158)	51%	(329)	647
2016 Vote: Other	8%	(7)	19%	(17)	35%	(31)	38%	(33)	87
2016 Vote: Didn't Vote	13%	(97)	30%	(229)	29%	(223)	28%	(210)	759

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**Table MCBR1\_20:** Do you think it is appropriate or inappropriate for the following types of brands to make public statements on social media about political division?  
Ride-hailing companies

Demographic	Very appropriate		Somewhat appropriate		Somewhat inappropriate		Very inappropriate		Total N
Adults	14%	(313)	26%	(576)	27%	(592)	33%	(719)	2200
Voted in 2014: Yes	16%	(189)	24%	(296)	24%	(297)	36%	(434)	1216
Voted in 2014: No	13%	(125)	28%	(279)	30%	(295)	29%	(285)	984
4-Region: Northeast	20%	(77)	30%	(118)	23%	(92)	27%	(107)	394
4-Region: Midwest	12%	(54)	23%	(105)	30%	(139)	36%	(164)	462
4-Region: South	12%	(100)	23%	(187)	28%	(234)	37%	(303)	824
4-Region: West	16%	(83)	32%	(165)	24%	(127)	28%	(145)	520

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



**Table MCBR1\_21:** Do you think it is appropriate or inappropriate for the following types of brands to make public statements on social media about political division?  
Soda brands

Demographic	Very appropriate		Somewhat appropriate		Somewhat inappropriate		Very inappropriate		Total N
Adults	16%	(344)	26%	(582)	24%	(537)	33%	(737)	2200
Gender: Male	17%	(180)	30%	(314)	24%	(255)	30%	(313)	1062
Gender: Female	14%	(164)	24%	(268)	25%	(283)	37%	(424)	1138
Age: 18-34	20%	(132)	32%	(209)	26%	(167)	22%	(146)	655
Age: 35-44	25%	(90)	29%	(105)	23%	(81)	23%	(82)	358
Age: 45-64	12%	(88)	24%	(181)	23%	(176)	41%	(306)	751
Age: 65+	8%	(33)	20%	(87)	26%	(114)	46%	(203)	436
GenZers: 1997-2012	20%	(66)	28%	(93)	26%	(87)	26%	(85)	331
Millennials: 1981-1996	24%	(144)	33%	(199)	24%	(145)	19%	(111)	599
GenXers: 1965-1980	15%	(77)	27%	(142)	21%	(110)	38%	(201)	531
Baby Boomers: 1946-1964	7%	(49)	21%	(138)	26%	(169)	46%	(303)	659
PID: Dem (no lean)	23%	(210)	31%	(279)	25%	(224)	22%	(199)	912
PID: Ind (no lean)	11%	(74)	26%	(170)	26%	(167)	37%	(241)	652
PID: Rep (no lean)	9%	(59)	21%	(133)	23%	(147)	47%	(297)	636
PID/Gender: Dem Men	26%	(109)	35%	(148)	25%	(106)	15%	(62)	424
PID/Gender: Dem Women	21%	(102)	27%	(131)	24%	(118)	28%	(137)	488
PID/Gender: Ind Men	12%	(38)	28%	(86)	23%	(71)	36%	(111)	306
PID/Gender: Ind Women	11%	(37)	24%	(84)	28%	(96)	38%	(130)	346
PID/Gender: Rep Men	10%	(34)	24%	(81)	23%	(78)	42%	(140)	332
PID/Gender: Rep Women	8%	(26)	17%	(53)	23%	(69)	52%	(157)	304
Ideo: Liberal (1-3)	24%	(160)	33%	(217)	24%	(154)	19%	(123)	655
Ideo: Moderate (4)	12%	(79)	28%	(179)	30%	(195)	30%	(191)	644
Ideo: Conservative (5-7)	11%	(71)	17%	(115)	22%	(147)	50%	(331)	663
Educ: < College	14%	(211)	25%	(381)	24%	(370)	36%	(551)	1512
Educ: Bachelors degree	17%	(75)	27%	(119)	27%	(121)	29%	(129)	444
Educ: Post-grad	24%	(58)	34%	(82)	19%	(46)	24%	(58)	244
Income: Under 50k	15%	(167)	26%	(293)	26%	(291)	33%	(371)	1121
Income: 50k-100k	16%	(106)	26%	(179)	23%	(158)	35%	(238)	681
Income: 100k+	18%	(71)	28%	(111)	22%	(88)	32%	(128)	398
Ethnicity: White	14%	(249)	24%	(417)	24%	(418)	37%	(638)	1722

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**Table MCBR1\_21:** Do you think it is appropriate or inappropriate for the following types of brands to make public statements on social media about political division?  
Soda brands

Demographic	Very appropriate		Somewhat appropriate		Somewhat inappropriate		Very inappropriate		Total N
Adults	16%	(344)	26%	(582)	24%	(537)	33%	(737)	2200
Ethnicity: Hispanic	22%	(78)	29%	(102)	23%	(80)	25%	(89)	349
Ethnicity: Black	24%	(65)	35%	(95)	25%	(69)	17%	(46)	274
Ethnicity: Other	15%	(31)	34%	(70)	25%	(50)	26%	(53)	204
All Christian	15%	(155)	25%	(271)	24%	(257)	36%	(381)	1064
All Non-Christian	21%	(30)	35%	(50)	26%	(36)	18%	(26)	143
Atheist	26%	(21)	30%	(24)	14%	(11)	30%	(24)	80
Agnostic/Nothing in particular	16%	(79)	27%	(137)	27%	(134)	31%	(155)	506
Something Else	14%	(59)	25%	(100)	24%	(98)	37%	(150)	408
Religious Non-Protestant/Catholic	20%	(32)	34%	(54)	25%	(39)	21%	(33)	158
Evangelical	18%	(125)	26%	(178)	22%	(150)	33%	(225)	678
Non-Evangelical	11%	(85)	24%	(181)	26%	(200)	39%	(294)	760
Community: Urban	22%	(160)	36%	(264)	23%	(167)	19%	(135)	725
Community: Suburban	12%	(116)	21%	(197)	27%	(256)	39%	(364)	934
Community: Rural	13%	(68)	22%	(121)	21%	(114)	44%	(238)	541
Employ: Private Sector	18%	(118)	27%	(179)	23%	(154)	31%	(204)	654
Employ: Government	25%	(39)	34%	(52)	19%	(29)	22%	(34)	153
Employ: Self-Employed	19%	(33)	23%	(42)	24%	(43)	34%	(60)	178
Employ: Homemaker	22%	(25)	20%	(23)	19%	(22)	39%	(45)	115
Employ: Student	22%	(30)	31%	(44)	31%	(44)	16%	(22)	140
Employ: Retired	8%	(38)	21%	(102)	26%	(127)	46%	(229)	496
Employ: Unemployed	13%	(41)	31%	(95)	27%	(84)	28%	(85)	305
Employ: Other	12%	(19)	29%	(46)	22%	(35)	37%	(58)	158
Military HH: Yes	15%	(56)	22%	(82)	21%	(79)	43%	(164)	381
Military HH: No	16%	(288)	27%	(500)	25%	(459)	31%	(572)	1819
RD/WT: Right Direction	20%	(108)	32%	(171)	21%	(110)	27%	(140)	529
RD/WT: Wrong Track	14%	(236)	25%	(411)	26%	(427)	36%	(597)	1671
Trump Job Approve	11%	(90)	21%	(163)	20%	(157)	48%	(377)	787
Trump Job Disapprove	18%	(242)	30%	(398)	27%	(357)	25%	(339)	1336

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**Table MCBR1\_21:** Do you think it is appropriate or inappropriate for the following types of brands to make public statements on social media about political division?  
Soda brands

Demographic	Very appropriate		Somewhat appropriate		Somewhat inappropriate		Very inappropriate		Total N
Adults	16%	(344)	26%	(582)	24%	(537)	33%	(737)	2200
Trump Job Strongly Approve	13%	(64)	19%	(91)	17%	(79)	51%	(242)	476
Trump Job Somewhat Approve	8%	(26)	23%	(72)	25%	(78)	43%	(135)	311
Trump Job Somewhat Disapprove	12%	(33)	35%	(96)	29%	(79)	23%	(63)	271
Trump Job Strongly Disapprove	20%	(210)	28%	(302)	26%	(278)	26%	(276)	1066
Favorable of Trump	13%	(99)	20%	(158)	20%	(156)	48%	(376)	789
Unfavorable of Trump	18%	(229)	29%	(383)	27%	(353)	26%	(344)	1308
Very Favorable of Trump	15%	(72)	17%	(81)	16%	(75)	52%	(244)	472
Somewhat Favorable of Trump	9%	(28)	24%	(77)	25%	(80)	42%	(133)	318
Somewhat Unfavorable of Trump	9%	(19)	32%	(69)	29%	(62)	30%	(66)	216
Very Unfavorable of Trump	19%	(210)	29%	(313)	27%	(291)	25%	(278)	1092
#1 Issue: Economy	13%	(108)	23%	(196)	26%	(227)	38%	(330)	860
#1 Issue: Security	20%	(56)	19%	(56)	18%	(51)	43%	(125)	289
#1 Issue: Health Care	20%	(71)	35%	(123)	25%	(87)	20%	(71)	351
#1 Issue: Medicare / Social Security	10%	(26)	26%	(70)	25%	(68)	38%	(102)	267
#1 Issue: Women's Issues	18%	(17)	32%	(31)	33%	(32)	17%	(17)	98
#1 Issue: Education	21%	(24)	35%	(39)	19%	(21)	24%	(27)	111
#1 Issue: Energy	22%	(18)	30%	(25)	25%	(21)	23%	(19)	83
#1 Issue: Other	17%	(24)	30%	(42)	21%	(30)	32%	(46)	141
2020 Vote: Joe Biden	22%	(221)	31%	(320)	26%	(268)	21%	(216)	1024
2020 Vote: Donald Trump	8%	(54)	17%	(112)	23%	(150)	53%	(351)	667
2020 Vote: Other	7%	(6)	18%	(15)	42%	(35)	33%	(28)	84
2020 Vote: Didn't Vote	15%	(61)	32%	(135)	20%	(82)	34%	(142)	421
2018 House Vote: Democrat	22%	(170)	29%	(222)	27%	(208)	23%	(175)	774
2018 House Vote: Republican	8%	(45)	17%	(97)	21%	(116)	54%	(299)	558
2016 Vote: Hillary Clinton	22%	(155)	31%	(215)	25%	(178)	22%	(156)	703
2016 Vote: Donald Trump	9%	(59)	18%	(114)	22%	(140)	51%	(333)	647
2016 Vote: Other	7%	(6)	16%	(14)	45%	(39)	31%	(27)	87
2016 Vote: Didn't Vote	16%	(124)	31%	(234)	24%	(180)	29%	(221)	759

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**Table MCBR1\_21:** Do you think it is appropriate or inappropriate for the following types of brands to make public statements on social media about political division?  
Soda brands

Demographic	Very appropriate		Somewhat appropriate		Somewhat inappropriate		Very inappropriate		Total N
Adults	16%	(344)	26%	(582)	24%	(537)	33%	(737)	2200
Voted in 2014: Yes	15%	(183)	24%	(294)	24%	(291)	37%	(447)	1216
Voted in 2014: No	16%	(161)	29%	(288)	25%	(246)	29%	(290)	984
4-Region: Northeast	21%	(84)	28%	(109)	21%	(85)	30%	(116)	394
4-Region: Midwest	13%	(61)	24%	(112)	27%	(126)	35%	(163)	462
4-Region: South	14%	(112)	23%	(190)	27%	(221)	37%	(301)	824
4-Region: West	17%	(87)	33%	(171)	20%	(106)	30%	(157)	520

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

**Table MCBR1\_22:** Do you think it is appropriate or inappropriate for the following types of brands to make public statements on social media about political division?  
Software companies

Demographic	Very appropriate		Somewhat appropriate		Somewhat inappropriate		Very inappropriate		Total N
Adults	17%	(382)	29%	(632)	22%	(486)	32%	(699)	2200
Gender: Male	21%	(221)	30%	(321)	21%	(219)	28%	(301)	1062
Gender: Female	14%	(161)	27%	(311)	23%	(267)	35%	(398)	1138
Age: 18-34	23%	(149)	37%	(242)	22%	(146)	18%	(118)	655
Age: 35-44	29%	(104)	29%	(105)	18%	(65)	23%	(84)	358
Age: 45-64	12%	(92)	25%	(191)	23%	(174)	39%	(294)	751
Age: 65+	8%	(36)	22%	(95)	23%	(102)	47%	(204)	436
GenZers: 1997-2012	19%	(64)	37%	(121)	26%	(85)	18%	(61)	331
Millennials: 1981-1996	29%	(172)	35%	(210)	18%	(106)	19%	(111)	599
GenXers: 1965-1980	16%	(87)	26%	(138)	21%	(111)	37%	(195)	531
Baby Boomers: 1946-1964	8%	(50)	24%	(156)	24%	(159)	45%	(294)	659
PID: Dem (no lean)	24%	(223)	35%	(318)	21%	(190)	20%	(182)	912
PID: Ind (no lean)	14%	(92)	28%	(182)	23%	(151)	35%	(228)	652
PID: Rep (no lean)	11%	(67)	21%	(133)	23%	(146)	46%	(290)	636
PID/Gender: Dem Men	31%	(133)	36%	(154)	19%	(80)	13%	(57)	424
PID/Gender: Dem Women	18%	(89)	33%	(163)	23%	(110)	26%	(125)	488
PID/Gender: Ind Men	15%	(47)	31%	(96)	20%	(61)	33%	(102)	306
PID/Gender: Ind Women	13%	(45)	25%	(86)	26%	(90)	36%	(126)	346
PID/Gender: Rep Men	12%	(41)	21%	(71)	24%	(78)	43%	(143)	332
PID/Gender: Rep Women	9%	(27)	20%	(62)	22%	(68)	49%	(148)	304
Ideo: Liberal (1-3)	28%	(185)	36%	(235)	20%	(129)	16%	(106)	655
Ideo: Moderate (4)	14%	(91)	30%	(193)	28%	(180)	28%	(180)	644
Ideo: Conservative (5-7)	11%	(75)	19%	(126)	20%	(131)	50%	(331)	663
Educ: < College	15%	(220)	29%	(439)	23%	(353)	33%	(501)	1512
Educ: Bachelors degree	19%	(86)	27%	(120)	22%	(97)	32%	(141)	444
Educ: Post-grad	31%	(76)	30%	(73)	15%	(37)	24%	(58)	244
Income: Under 50k	15%	(169)	31%	(342)	25%	(277)	30%	(332)	1121
Income: 50k-100k	18%	(123)	25%	(173)	21%	(142)	36%	(243)	681
Income: 100k+	23%	(90)	29%	(117)	17%	(67)	31%	(124)	398
Ethnicity: White	16%	(279)	26%	(451)	23%	(388)	35%	(603)	1722

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**Table MCBR1\_22:** Do you think it is appropriate or inappropriate for the following types of brands to make public statements on social media about political division?  
Software companies

Demographic	Very appropriate		Somewhat appropriate		Somewhat inappropriate		Very inappropriate		Total N
Adults	17%	(382)	29%	(632)	22%	(486)	32%	(699)	2200
Ethnicity: Hispanic	22%	(77)	35%	(121)	23%	(80)	20%	(72)	349
Ethnicity: Black	26%	(70)	37%	(102)	20%	(55)	17%	(47)	274
Ethnicity: Other	16%	(32)	39%	(79)	21%	(43)	24%	(49)	204
All Christian	16%	(175)	28%	(293)	21%	(219)	35%	(377)	1064
All Non-Christian	26%	(37)	39%	(55)	19%	(27)	17%	(24)	143
Atheist	26%	(20)	35%	(28)	18%	(14)	21%	(17)	80
Agnostic/Nothing in particular	17%	(85)	28%	(141)	25%	(129)	30%	(151)	506
Something Else	16%	(65)	28%	(115)	24%	(97)	32%	(131)	408
Religious Non-Protestant/Catholic	24%	(38)	39%	(61)	17%	(27)	20%	(31)	158
Evangelical	21%	(141)	28%	(191)	19%	(132)	32%	(214)	678
Non-Evangelical	12%	(94)	27%	(204)	24%	(182)	37%	(281)	760
Community: Urban	27%	(196)	35%	(257)	20%	(143)	18%	(129)	725
Community: Suburban	14%	(129)	25%	(237)	25%	(232)	36%	(336)	934
Community: Rural	11%	(57)	26%	(138)	21%	(112)	43%	(234)	541
Employ: Private Sector	22%	(146)	28%	(183)	20%	(129)	30%	(197)	654
Employ: Government	27%	(42)	36%	(55)	19%	(29)	18%	(28)	153
Employ: Self-Employed	19%	(34)	26%	(46)	26%	(46)	29%	(52)	178
Employ: Homemaker	20%	(22)	24%	(28)	16%	(18)	40%	(46)	115
Employ: Student	18%	(26)	44%	(62)	27%	(38)	10%	(14)	140
Employ: Retired	8%	(40)	22%	(111)	24%	(117)	46%	(229)	496
Employ: Unemployed	16%	(48)	32%	(98)	26%	(80)	26%	(79)	305
Employ: Other	16%	(25)	31%	(49)	18%	(29)	35%	(55)	158
Military HH: Yes	16%	(62)	24%	(90)	19%	(72)	41%	(158)	381
Military HH: No	18%	(320)	30%	(542)	23%	(415)	30%	(542)	1819
RD/WT: Right Direction	23%	(120)	34%	(179)	19%	(100)	25%	(131)	529
RD/WT: Wrong Track	16%	(262)	27%	(453)	23%	(387)	34%	(569)	1671
Trump Job Approve	12%	(95)	22%	(175)	19%	(149)	47%	(368)	787
Trump Job Disapprove	21%	(274)	33%	(440)	23%	(310)	23%	(313)	1336

Continued on next page

**Table MCBR1\_22:** Do you think it is appropriate or inappropriate for the following types of brands to make public statements on social media about political division?  
Software companies

Demographic	Very appropriate		Somewhat appropriate		Somewhat inappropriate		Very inappropriate		Total N
Adults	17%	(382)	29%	(632)	22%	(486)	32%	(699)	2200
Trump Job Strongly Approve	15%	(72)	19%	(92)	15%	(70)	51%	(243)	476
Trump Job Somewhat Approve	7%	(23)	27%	(83)	26%	(80)	40%	(125)	311
Trump Job Somewhat Disapprove	16%	(43)	36%	(97)	28%	(75)	20%	(55)	271
Trump Job Strongly Disapprove	22%	(231)	32%	(342)	22%	(235)	24%	(257)	1066
Favorable of Trump	13%	(106)	21%	(165)	19%	(147)	47%	(371)	789
Unfavorable of Trump	20%	(259)	33%	(426)	24%	(311)	24%	(312)	1308
Very Favorable of Trump	16%	(73)	19%	(89)	13%	(63)	52%	(247)	472
Somewhat Favorable of Trump	10%	(33)	24%	(77)	26%	(84)	39%	(124)	318
Somewhat Unfavorable of Trump	15%	(32)	30%	(66)	27%	(59)	27%	(59)	216
Very Unfavorable of Trump	21%	(228)	33%	(360)	23%	(252)	23%	(252)	1092
#1 Issue: Economy	14%	(124)	26%	(222)	23%	(198)	37%	(316)	860
#1 Issue: Security	20%	(57)	20%	(58)	18%	(52)	42%	(122)	289
#1 Issue: Health Care	23%	(80)	39%	(138)	20%	(70)	18%	(64)	351
#1 Issue: Medicare / Social Security	10%	(28)	26%	(70)	26%	(68)	38%	(101)	267
#1 Issue: Women's Issues	15%	(15)	45%	(44)	21%	(20)	19%	(18)	98
#1 Issue: Education	29%	(33)	28%	(32)	25%	(28)	18%	(20)	111
#1 Issue: Energy	20%	(17)	35%	(29)	25%	(21)	19%	(16)	83
#1 Issue: Other	21%	(30)	27%	(39)	21%	(30)	30%	(43)	141
2020 Vote: Joe Biden	24%	(244)	37%	(380)	20%	(200)	20%	(200)	1024
2020 Vote: Donald Trump	9%	(61)	17%	(112)	21%	(142)	53%	(352)	667
2020 Vote: Other	7%	(6)	19%	(16)	42%	(36)	32%	(27)	84
2020 Vote: Didn't Vote	17%	(71)	30%	(124)	25%	(107)	28%	(119)	421
2018 House Vote: Democrat	24%	(187)	34%	(262)	21%	(162)	21%	(163)	774
2018 House Vote: Republican	10%	(58)	19%	(104)	18%	(101)	53%	(296)	558
2016 Vote: Hillary Clinton	24%	(170)	34%	(242)	21%	(147)	21%	(145)	703
2016 Vote: Donald Trump	10%	(67)	19%	(123)	20%	(127)	51%	(330)	647
2016 Vote: Other	8%	(7)	23%	(20)	38%	(33)	30%	(26)	87
2016 Vote: Didn't Vote	18%	(137)	33%	(247)	23%	(176)	26%	(198)	759

Continued on next page

**Table MCBR1\_22:** Do you think it is appropriate or inappropriate for the following types of brands to make public statements on social media about political division?  
Software companies

Demographic	Very appropriate		Somewhat appropriate		Somewhat inappropriate		Very inappropriate		Total N
Adults	17%	(382)	29%	(632)	22%	(486)	32%	(699)	2200
Voted in 2014: Yes	17%	(206)	26%	(322)	21%	(251)	36%	(437)	1216
Voted in 2014: No	18%	(176)	32%	(310)	24%	(236)	27%	(262)	984
4-Region: Northeast	24%	(96)	31%	(121)	16%	(65)	28%	(112)	394
4-Region: Midwest	16%	(75)	27%	(123)	25%	(118)	32%	(146)	462
4-Region: South	14%	(117)	26%	(211)	25%	(202)	36%	(294)	824
4-Region: West	18%	(94)	34%	(176)	20%	(102)	28%	(148)	520

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



**Table MCBR1\_23:** Do you think it is appropriate or inappropriate for the following types of brands to make public statements on social media about political division?  
*Sports leagues*

Demographic	Very appropriate		Somewhat appropriate		Somewhat inappropriate		Very inappropriate		Total N
Adults	17%	(376)	26%	(580)	23%	(514)	33%	(730)	2200
Gender: Male	20%	(212)	28%	(294)	22%	(232)	31%	(324)	1062
Gender: Female	14%	(165)	25%	(286)	25%	(282)	36%	(406)	1138
Age: 18-34	22%	(144)	34%	(226)	24%	(157)	19%	(128)	655
Age: 35-44	24%	(87)	27%	(95)	26%	(93)	23%	(83)	358
Age: 45-64	13%	(97)	23%	(176)	22%	(163)	42%	(315)	751
Age: 65+	11%	(48)	19%	(83)	23%	(100)	47%	(205)	436
GenZers: 1997-2012	18%	(61)	32%	(106)	28%	(93)	22%	(72)	331
Millennials: 1981-1996	26%	(157)	33%	(199)	22%	(132)	18%	(111)	599
GenXers: 1965-1980	16%	(87)	25%	(131)	22%	(117)	37%	(195)	531
Baby Boomers: 1946-1964	9%	(58)	20%	(134)	23%	(150)	48%	(317)	659
PID: Dem (no lean)	24%	(222)	33%	(300)	22%	(198)	21%	(192)	912
PID: Ind (no lean)	14%	(89)	26%	(172)	26%	(168)	34%	(223)	652
PID: Rep (no lean)	10%	(65)	17%	(108)	23%	(148)	50%	(315)	636
PID/Gender: Dem Men	29%	(123)	35%	(149)	18%	(78)	17%	(74)	424
PID/Gender: Dem Women	20%	(99)	31%	(151)	25%	(120)	24%	(118)	488
PID/Gender: Ind Men	16%	(48)	27%	(83)	25%	(76)	32%	(99)	306
PID/Gender: Ind Women	12%	(41)	26%	(89)	27%	(92)	36%	(124)	346
PID/Gender: Rep Men	12%	(41)	19%	(62)	23%	(78)	46%	(152)	332
PID/Gender: Rep Women	8%	(24)	15%	(46)	23%	(70)	54%	(164)	304
Ideo: Liberal (1-3)	31%	(205)	33%	(214)	18%	(120)	18%	(115)	655
Ideo: Moderate (4)	13%	(81)	29%	(185)	29%	(190)	29%	(189)	644
Ideo: Conservative (5-7)	11%	(70)	14%	(96)	22%	(146)	53%	(352)	663
Educ: < College	14%	(211)	25%	(381)	25%	(383)	36%	(538)	1512
Educ: Bachelors degree	20%	(90)	28%	(126)	21%	(94)	30%	(135)	444
Educ: Post-grad	31%	(76)	30%	(74)	15%	(37)	24%	(58)	244
Income: Under 50k	15%	(166)	28%	(318)	25%	(276)	32%	(362)	1121
Income: 50k-100k	18%	(122)	23%	(154)	24%	(166)	35%	(239)	681
Income: 100k+	22%	(89)	27%	(108)	18%	(72)	32%	(129)	398
Ethnicity: White	16%	(268)	24%	(405)	24%	(420)	37%	(628)	1722

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**Table MCBR1\_23:** Do you think it is appropriate or inappropriate for the following types of brands to make public statements on social media about political division?  
Sports leagues

Demographic	Very appropriate		Somewhat appropriate		Somewhat inappropriate		Very inappropriate		Total N
Adults	17%	(376)	26%	(580)	23%	(514)	33%	(730)	2200
Ethnicity: Hispanic	16%	(55)	36%	(124)	26%	(89)	23%	(81)	349
Ethnicity: Black	29%	(80)	34%	(94)	18%	(48)	19%	(52)	274
Ethnicity: Other	14%	(29)	40%	(81)	22%	(45)	24%	(49)	204
All Christian	17%	(180)	25%	(265)	22%	(233)	36%	(387)	1064
All Non-Christian	26%	(38)	32%	(45)	24%	(34)	18%	(26)	143
Atheist	29%	(23)	30%	(24)	20%	(16)	21%	(17)	80
Agnostic/Nothing in particular	18%	(89)	26%	(132)	25%	(127)	31%	(157)	506
Something Else	12%	(47)	28%	(113)	26%	(104)	35%	(143)	408
Religious Non-Protestant/Catholic	26%	(41)	31%	(49)	25%	(39)	19%	(29)	158
Evangelical	18%	(123)	28%	(187)	18%	(125)	36%	(243)	678
Non-Evangelical	13%	(97)	24%	(179)	27%	(204)	37%	(279)	760
Community: Urban	24%	(173)	37%	(266)	21%	(155)	18%	(130)	725
Community: Suburban	14%	(133)	21%	(192)	26%	(244)	39%	(365)	934
Community: Rural	13%	(70)	23%	(122)	21%	(114)	43%	(234)	541
Employ: Private Sector	21%	(138)	27%	(178)	21%	(138)	31%	(201)	654
Employ: Government	23%	(35)	35%	(54)	19%	(30)	23%	(35)	153
Employ: Self-Employed	18%	(33)	31%	(56)	19%	(34)	31%	(56)	178
Employ: Homemaker	21%	(24)	16%	(18)	22%	(25)	41%	(48)	115
Employ: Student	24%	(34)	32%	(45)	28%	(39)	16%	(22)	140
Employ: Retired	10%	(49)	19%	(95)	23%	(114)	48%	(238)	496
Employ: Unemployed	14%	(43)	29%	(87)	31%	(93)	27%	(81)	305
Employ: Other	13%	(21)	29%	(47)	26%	(41)	32%	(51)	158
Military HH: Yes	18%	(68)	20%	(77)	17%	(66)	45%	(171)	381
Military HH: No	17%	(308)	28%	(503)	25%	(448)	31%	(559)	1819
RD/WT: Right Direction	22%	(119)	31%	(164)	19%	(100)	28%	(146)	529
RD/WT: Wrong Track	15%	(258)	25%	(415)	25%	(413)	35%	(584)	1671
Trump Job Approve	12%	(93)	18%	(140)	21%	(162)	50%	(391)	787
Trump Job Disapprove	20%	(271)	31%	(420)	24%	(327)	24%	(319)	1336

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**Table MCBR1\_23:** Do you think it is appropriate or inappropriate for the following types of brands to make public statements on social media about political division?  
Sports leagues

Demographic	Very appropriate		Somewhat appropriate		Somewhat inappropriate		Very inappropriate		Total N
Adults	17%	(376)	26%	(580)	23%	(514)	33%	(730)	2200
Trump Job Strongly Approve	14%	(67)	15%	(71)	15%	(74)	56%	(265)	476
Trump Job Somewhat Approve	8%	(26)	22%	(69)	29%	(89)	41%	(126)	311
Trump Job Somewhat Disapprove	15%	(40)	36%	(96)	27%	(73)	23%	(62)	271
Trump Job Strongly Disapprove	22%	(231)	30%	(324)	24%	(254)	24%	(257)	1066
Favorable of Trump	13%	(102)	18%	(140)	20%	(155)	50%	(392)	789
Unfavorable of Trump	20%	(262)	31%	(400)	25%	(331)	24%	(315)	1308
Very Favorable of Trump	15%	(69)	15%	(69)	16%	(74)	55%	(260)	472
Somewhat Favorable of Trump	11%	(33)	22%	(71)	25%	(81)	42%	(133)	318
Somewhat Unfavorable of Trump	14%	(29)	29%	(63)	28%	(60)	29%	(64)	216
Very Unfavorable of Trump	21%	(233)	31%	(337)	25%	(271)	23%	(251)	1092
#1 Issue: Economy	13%	(110)	24%	(206)	24%	(208)	39%	(336)	860
#1 Issue: Security	19%	(55)	23%	(66)	18%	(51)	40%	(117)	289
#1 Issue: Health Care	22%	(78)	38%	(133)	20%	(72)	19%	(68)	351
#1 Issue: Medicare / Social Security	14%	(38)	18%	(48)	28%	(74)	40%	(108)	267
#1 Issue: Women's Issues	20%	(20)	36%	(36)	28%	(28)	15%	(14)	98
#1 Issue: Education	21%	(24)	26%	(29)	28%	(31)	25%	(27)	111
#1 Issue: Energy	26%	(21)	31%	(26)	24%	(20)	19%	(15)	83
#1 Issue: Other	21%	(30)	25%	(36)	22%	(31)	31%	(44)	141
2020 Vote: Joe Biden	24%	(244)	33%	(337)	23%	(237)	20%	(207)	1024
2020 Vote: Donald Trump	9%	(61)	14%	(96)	20%	(134)	56%	(376)	667
2020 Vote: Other	11%	(9)	19%	(16)	30%	(25)	40%	(34)	84
2020 Vote: Didn't Vote	14%	(61)	31%	(131)	28%	(118)	27%	(112)	421
2018 House Vote: Democrat	25%	(196)	32%	(246)	22%	(167)	22%	(167)	774
2018 House Vote: Republican	11%	(62)	14%	(77)	18%	(100)	57%	(319)	558
2016 Vote: Hillary Clinton	25%	(178)	32%	(226)	22%	(152)	21%	(147)	703
2016 Vote: Donald Trump	10%	(67)	15%	(99)	19%	(120)	56%	(361)	647
2016 Vote: Other	13%	(12)	23%	(20)	29%	(25)	34%	(30)	87
2016 Vote: Didn't Vote	16%	(119)	31%	(235)	28%	(212)	25%	(192)	759

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**Table MCBR1\_23:** Do you think it is appropriate or inappropriate for the following types of brands to make public statements on social media about political division?  
Sports leagues

Demographic	Very appropriate		Somewhat appropriate		Somewhat inappropriate		Very inappropriate		Total N
Adults	17%	(376)	26%	(580)	23%	(514)	33%	(730)	2200
Voted in 2014: Yes	18%	(216)	24%	(290)	20%	(246)	38%	(463)	1216
Voted in 2014: No	16%	(161)	29%	(289)	27%	(267)	27%	(267)	984
4-Region: Northeast	23%	(89)	32%	(127)	17%	(66)	29%	(112)	394
4-Region: Midwest	15%	(68)	24%	(109)	27%	(126)	34%	(159)	462
4-Region: South	14%	(115)	24%	(194)	25%	(205)	38%	(310)	824
4-Region: West	20%	(105)	29%	(150)	22%	(117)	29%	(148)	520

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

**Table MCBR2\_1:** *If each of the following types of brands made public statements on social media about political division, would you have a more or less favorable view of the brand, or would it have no impact?*

*Airlines*

Demographic	Much more favorable		Somewhat more favorable		No impact		Somewhat less favorable		Much less favorable		Total N
Adults	9%	(207)	14%	(317)	42%	(932)	17%	(365)	17%	(379)	2200
Gender: Male	11%	(119)	17%	(185)	40%	(426)	15%	(158)	16%	(173)	1062
Gender: Female	8%	(88)	12%	(132)	44%	(506)	18%	(206)	18%	(206)	1138
Age: 18-34	12%	(80)	19%	(124)	44%	(285)	16%	(104)	9%	(62)	655
Age: 35-44	17%	(60)	20%	(72)	42%	(150)	12%	(41)	10%	(35)	358
Age: 45-64	7%	(50)	11%	(82)	43%	(325)	16%	(122)	23%	(173)	751
Age: 65+	4%	(17)	9%	(40)	40%	(172)	22%	(97)	25%	(110)	436
GenZers: 1997-2012	8%	(26)	15%	(50)	50%	(166)	20%	(65)	7%	(25)	331
Millennials: 1981-1996	18%	(105)	22%	(133)	38%	(229)	12%	(72)	10%	(60)	599
GenXers: 1965-1980	9%	(46)	13%	(68)	44%	(235)	14%	(72)	21%	(110)	531
Baby Boomers: 1946-1964	3%	(21)	10%	(63)	42%	(278)	20%	(131)	25%	(166)	659
PID: Dem (no lean)	14%	(127)	20%	(184)	42%	(382)	13%	(122)	11%	(97)	912
PID: Ind (no lean)	6%	(42)	11%	(69)	48%	(316)	18%	(116)	17%	(109)	652
PID: Rep (no lean)	6%	(37)	10%	(65)	37%	(234)	20%	(127)	27%	(173)	636
PID/Gender: Dem Men	18%	(76)	24%	(101)	40%	(169)	11%	(45)	8%	(33)	424
PID/Gender: Dem Women	11%	(51)	17%	(83)	44%	(213)	16%	(76)	13%	(64)	488
PID/Gender: Ind Men	7%	(20)	13%	(40)	46%	(142)	16%	(47)	18%	(56)	306
PID/Gender: Ind Women	6%	(22)	8%	(29)	50%	(174)	20%	(69)	15%	(53)	346
PID/Gender: Rep Men	7%	(23)	14%	(45)	35%	(115)	20%	(66)	25%	(84)	332
PID/Gender: Rep Women	5%	(14)	7%	(20)	39%	(119)	20%	(61)	29%	(89)	304
Ideo: Liberal (1-3)	18%	(117)	22%	(143)	36%	(235)	14%	(89)	11%	(70)	655
Ideo: Moderate (4)	8%	(48)	12%	(79)	50%	(319)	16%	(103)	15%	(95)	644
Ideo: Conservative (5-7)	5%	(32)	11%	(73)	37%	(244)	20%	(130)	28%	(184)	663
Educ: < College	7%	(104)	11%	(173)	47%	(718)	17%	(253)	17%	(264)	1512
Educ: Bachelors degree	12%	(52)	19%	(85)	32%	(141)	19%	(83)	18%	(82)	444
Educ: Post-grad	20%	(50)	24%	(59)	30%	(73)	12%	(28)	14%	(34)	244
Income: Under 50k	6%	(68)	13%	(144)	50%	(560)	16%	(177)	15%	(172)	1121
Income: 50k-100k	9%	(64)	16%	(107)	38%	(259)	18%	(122)	19%	(128)	681
Income: 100k+	19%	(75)	17%	(67)	28%	(113)	16%	(65)	20%	(78)	398
Ethnicity: White	8%	(145)	14%	(237)	42%	(720)	17%	(294)	19%	(326)	1722

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**Table MCBR2\_1:** *If each of the following types of brands made public statements on social media about political division, would you have a more or less favorable view of the brand, or would it have no impact?*  
Airlines

Demographic	Much more favorable		Somewhat more favorable		No impact		Somewhat less favorable		Much less favorable		Total N
Adults	9%	(207)	14%	(317)	42%	(932)	17%	(365)	17%	(379)	2200
Ethnicity: Hispanic	13%	(46)	20%	(68)	39%	(138)	15%	(54)	12%	(43)	349
Ethnicity: Black	14%	(37)	16%	(44)	46%	(127)	14%	(39)	10%	(28)	274
Ethnicity: Other	12%	(25)	18%	(36)	42%	(86)	16%	(32)	12%	(25)	204
All Christian	11%	(115)	16%	(169)	36%	(378)	19%	(197)	19%	(205)	1064
All Non-Christian	17%	(24)	23%	(33)	38%	(55)	14%	(20)	8%	(11)	143
Atheist	16%	(13)	13%	(10)	42%	(33)	22%	(18)	7%	(6)	80
Agnostic/Nothing in particular	7%	(35)	11%	(57)	52%	(262)	12%	(63)	18%	(89)	506
Something Else	5%	(21)	12%	(48)	50%	(205)	16%	(67)	16%	(67)	408
Religious Non-Protestant/Catholic	16%	(25)	22%	(34)	39%	(61)	13%	(21)	11%	(17)	158
Evangelical	12%	(82)	17%	(116)	37%	(254)	16%	(108)	18%	(119)	678
Non-Evangelical	6%	(49)	13%	(96)	42%	(317)	20%	(153)	19%	(145)	760
Community: Urban	16%	(114)	21%	(153)	40%	(293)	13%	(91)	10%	(75)	725
Community: Suburban	7%	(66)	12%	(109)	42%	(394)	18%	(172)	21%	(192)	934
Community: Rural	5%	(27)	10%	(55)	45%	(245)	19%	(101)	21%	(112)	541
Employ: Private Sector	15%	(98)	17%	(112)	35%	(231)	16%	(106)	16%	(107)	654
Employ: Government	19%	(28)	22%	(34)	34%	(53)	15%	(24)	10%	(15)	153
Employ: Self-Employed	6%	(11)	21%	(38)	37%	(65)	12%	(22)	23%	(42)	178
Employ: Homemaker	4%	(4)	12%	(13)	53%	(61)	15%	(17)	16%	(18)	115
Employ: Student	12%	(17)	24%	(34)	43%	(61)	15%	(21)	5%	(7)	140
Employ: Retired	4%	(18)	9%	(45)	44%	(219)	17%	(87)	26%	(127)	496
Employ: Unemployed	7%	(20)	8%	(26)	55%	(168)	16%	(50)	13%	(41)	305
Employ: Other	5%	(9)	10%	(15)	47%	(74)	24%	(38)	14%	(23)	158
Military HH: Yes	10%	(38)	13%	(50)	34%	(131)	20%	(76)	23%	(87)	381
Military HH: No	9%	(169)	15%	(268)	44%	(801)	16%	(289)	16%	(292)	1819
RD/WT: Right Direction	14%	(76)	21%	(109)	37%	(197)	16%	(83)	12%	(65)	529
RD/WT: Wrong Track	8%	(130)	12%	(209)	44%	(736)	17%	(282)	19%	(314)	1671
Trump Job Approve	8%	(60)	14%	(106)	33%	(262)	18%	(140)	28%	(218)	787
Trump Job Disapprove	10%	(140)	15%	(206)	46%	(620)	16%	(212)	12%	(158)	1336

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**Table MCBR2\_1:** *If each of the following types of brands made public statements on social media about political division, would you have a more or less favorable view of the brand, or would it have no impact?*  
*Airlines*

Demographic	Much more favorable		Somewhat more favorable		No impact		Somewhat less favorable		Much less favorable		Total N
Adults	9%	(207)	14%	(317)	42%	(932)	17%	(365)	17%	(379)	2200
Trump Job Strongly Approve	8%	(40)	12%	(59)	31%	(147)	16%	(77)	32%	(151)	476
Trump Job Somewhat Approve	6%	(20)	15%	(47)	37%	(115)	20%	(63)	21%	(66)	311
Trump Job Somewhat Disapprove	7%	(19)	19%	(51)	43%	(117)	18%	(50)	12%	(33)	271
Trump Job Strongly Disapprove	11%	(121)	15%	(155)	47%	(503)	15%	(162)	12%	(124)	1066
Favorable of Trump	7%	(56)	13%	(106)	35%	(277)	18%	(139)	27%	(212)	789
Unfavorable of Trump	11%	(140)	15%	(199)	46%	(606)	16%	(207)	12%	(156)	1308
Very Favorable of Trump	8%	(36)	13%	(62)	33%	(155)	15%	(69)	32%	(151)	472
Somewhat Favorable of Trump	6%	(20)	14%	(45)	38%	(121)	22%	(70)	19%	(61)	318
Somewhat Unfavorable of Trump	10%	(23)	15%	(33)	43%	(94)	18%	(38)	13%	(29)	216
Very Unfavorable of Trump	11%	(118)	15%	(166)	47%	(512)	15%	(169)	12%	(127)	1092
#1 Issue: Economy	8%	(68)	12%	(104)	41%	(353)	19%	(159)	20%	(175)	860
#1 Issue: Security	9%	(27)	13%	(38)	37%	(106)	15%	(42)	26%	(75)	289
#1 Issue: Health Care	14%	(51)	19%	(66)	45%	(159)	15%	(52)	7%	(23)	351
#1 Issue: Medicare / Social Security	6%	(17)	14%	(38)	43%	(114)	18%	(49)	19%	(50)	267
#1 Issue: Women's Issues	13%	(13)	16%	(16)	48%	(46)	14%	(14)	10%	(9)	98
#1 Issue: Education	9%	(10)	24%	(26)	39%	(43)	20%	(22)	9%	(10)	111
#1 Issue: Energy	17%	(14)	17%	(14)	35%	(29)	16%	(14)	15%	(12)	83
#1 Issue: Other	5%	(7)	11%	(15)	58%	(82)	9%	(13)	16%	(23)	141
2020 Vote: Joe Biden	14%	(144)	20%	(210)	42%	(426)	14%	(139)	10%	(105)	1024
2020 Vote: Donald Trump	4%	(27)	9%	(57)	36%	(238)	20%	(134)	31%	(210)	667
2020 Vote: Other	2%	(1)	11%	(9)	50%	(42)	26%	(22)	12%	(10)	84
2020 Vote: Didn't Vote	8%	(34)	10%	(41)	53%	(225)	16%	(68)	13%	(53)	421
2018 House Vote: Democrat	14%	(110)	21%	(166)	40%	(313)	13%	(98)	11%	(88)	774
2018 House Vote: Republican	5%	(30)	10%	(55)	31%	(175)	20%	(112)	33%	(186)	558
2016 Vote: Hillary Clinton	15%	(106)	21%	(146)	42%	(293)	12%	(88)	10%	(70)	703
2016 Vote: Donald Trump	5%	(33)	10%	(67)	34%	(217)	20%	(131)	31%	(198)	647
2016 Vote: Other	2%	(2)	15%	(13)	46%	(40)	20%	(17)	17%	(14)	87
2016 Vote: Didn't Vote	9%	(65)	12%	(91)	50%	(379)	17%	(129)	13%	(96)	759

Continued on next page

**Table MCBR2\_1:** *If each of the following types of brands made public statements on social media about political division, would you have a more or less favorable view of the brand, or would it have no impact?*

Airlines

Demographic	Much more favorable		Somewhat more favorable		No impact		Somewhat less favorable		Much less favorable		Total N
Adults	9%	(207)	14%	(317)	42%	(932)	17%	(365)	17%	(379)	2200
Voted in 2014: Yes	10%	(125)	16%	(190)	37%	(448)	16%	(194)	21%	(259)	1216
Voted in 2014: No	8%	(81)	13%	(128)	49%	(485)	17%	(171)	12%	(120)	984
4-Region: Northeast	12%	(49)	17%	(68)	41%	(160)	14%	(54)	16%	(64)	394
4-Region: Midwest	5%	(22)	14%	(65)	47%	(216)	19%	(88)	15%	(71)	462
4-Region: South	9%	(72)	12%	(98)	44%	(362)	16%	(132)	19%	(159)	824
4-Region: West	12%	(64)	17%	(86)	37%	(194)	18%	(91)	16%	(85)	520

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



**Table MCBR2\_2:** *If each of the following types of brands made public statements on social media about political division, would you have a more or less favorable view of the brand, or would it have no impact?*

*Automotive brands*

Demographic	Much more favorable		Somewhat more favorable		No impact		Somewhat less favorable		Much less favorable		Total N
Adults	11%	(235)	14%	(304)	44%	(965)	16%	(344)	16%	(352)	2200
Gender: Male	14%	(144)	16%	(172)	40%	(429)	15%	(156)	15%	(161)	1062
Gender: Female	8%	(91)	12%	(132)	47%	(536)	17%	(189)	17%	(190)	1138
Age: 18-34	15%	(95)	18%	(117)	45%	(292)	15%	(99)	8%	(51)	655
Age: 35-44	18%	(64)	19%	(67)	45%	(161)	10%	(37)	8%	(28)	358
Age: 45-64	8%	(59)	11%	(81)	45%	(337)	15%	(109)	22%	(165)	751
Age: 65+	4%	(16)	9%	(38)	40%	(175)	23%	(99)	25%	(107)	436
GenZers: 1997-2012	11%	(35)	12%	(41)	51%	(170)	18%	(60)	8%	(25)	331
Millennials: 1981-1996	20%	(118)	22%	(130)	40%	(239)	11%	(69)	7%	(43)	599
GenXers: 1965-1980	10%	(50)	13%	(68)	47%	(249)	12%	(62)	19%	(102)	531
Baby Boomers: 1946-1964	3%	(23)	9%	(63)	43%	(280)	19%	(127)	25%	(166)	659
PID: Dem (no lean)	15%	(135)	18%	(167)	45%	(410)	12%	(113)	10%	(87)	912
PID: Ind (no lean)	8%	(51)	10%	(66)	48%	(316)	18%	(118)	16%	(101)	652
PID: Rep (no lean)	8%	(48)	11%	(71)	38%	(240)	18%	(114)	26%	(164)	636
PID/Gender: Dem Men	21%	(89)	19%	(82)	41%	(175)	11%	(49)	7%	(30)	424
PID/Gender: Dem Women	9%	(46)	18%	(86)	48%	(235)	13%	(64)	12%	(57)	488
PID/Gender: Ind Men	7%	(22)	14%	(43)	45%	(137)	18%	(55)	16%	(50)	306
PID/Gender: Ind Women	8%	(29)	7%	(23)	52%	(179)	18%	(64)	15%	(51)	346
PID/Gender: Rep Men	10%	(32)	14%	(48)	35%	(118)	16%	(52)	25%	(82)	332
PID/Gender: Rep Women	5%	(16)	8%	(23)	40%	(122)	20%	(61)	27%	(82)	304
Ideo: Liberal (1-3)	18%	(116)	21%	(134)	38%	(251)	13%	(86)	10%	(67)	655
Ideo: Moderate (4)	7%	(48)	13%	(86)	51%	(327)	15%	(97)	13%	(85)	644
Ideo: Conservative (5-7)	8%	(53)	9%	(59)	38%	(252)	19%	(127)	26%	(173)	663
Educ: < College	8%	(121)	11%	(166)	49%	(745)	16%	(236)	16%	(244)	1512
Educ: Bachelors degree	15%	(66)	17%	(73)	34%	(150)	18%	(82)	16%	(73)	444
Educ: Post-grad	20%	(48)	27%	(65)	29%	(70)	11%	(26)	14%	(34)	244
Income: Under 50k	9%	(96)	11%	(119)	52%	(584)	15%	(173)	13%	(150)	1121
Income: 50k-100k	10%	(70)	15%	(105)	39%	(263)	17%	(119)	18%	(124)	681
Income: 100k+	17%	(69)	20%	(80)	30%	(118)	13%	(53)	20%	(78)	398
Ethnicity: White	10%	(171)	13%	(221)	43%	(743)	16%	(282)	18%	(304)	1722

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**Table MCBR2\_2:** *If each of the following types of brands made public statements on social media about political division, would you have a more or less favorable view of the brand, or would it have no impact?*  
*Automotive brands*

Demographic	Much more favorable		Somewhat more favorable		No impact		Somewhat less favorable		Much less favorable		Total N
Adults	11%	(235)	14%	(304)	44%	(965)	16%	(344)	16%	(352)	2200
Ethnicity: Hispanic	16%	(55)	16%	(54)	45%	(156)	14%	(50)	10%	(35)	349
Ethnicity: Black	14%	(38)	19%	(52)	48%	(132)	10%	(28)	9%	(24)	274
Ethnicity: Other	13%	(26)	15%	(31)	44%	(89)	17%	(34)	12%	(24)	204
All Christian	13%	(134)	15%	(162)	36%	(387)	18%	(190)	18%	(191)	1064
All Non-Christian	15%	(22)	23%	(33)	41%	(59)	15%	(22)	5%	(7)	143
Atheist	16%	(13)	16%	(13)	41%	(33)	17%	(14)	9%	(7)	80
Agnostic/Nothing in particular	7%	(37)	10%	(53)	55%	(278)	11%	(54)	17%	(84)	506
Something Else	7%	(29)	10%	(42)	51%	(209)	16%	(64)	15%	(63)	408
Religious Non-Protestant/Catholic	14%	(22)	22%	(34)	41%	(65)	15%	(24)	8%	(12)	158
Evangelical	15%	(100)	15%	(105)	37%	(248)	16%	(111)	17%	(113)	678
Non-Evangelical	8%	(60)	12%	(92)	44%	(335)	18%	(140)	18%	(133)	760
Community: Urban	17%	(125)	22%	(159)	40%	(291)	12%	(88)	9%	(62)	725
Community: Suburban	8%	(77)	10%	(94)	45%	(424)	17%	(161)	19%	(178)	934
Community: Rural	6%	(33)	9%	(51)	46%	(250)	18%	(95)	21%	(112)	541
Employ: Private Sector	14%	(93)	19%	(123)	36%	(235)	16%	(102)	15%	(101)	654
Employ: Government	21%	(32)	23%	(36)	32%	(49)	13%	(20)	11%	(17)	153
Employ: Self-Employed	13%	(23)	14%	(24)	42%	(74)	15%	(27)	16%	(29)	178
Employ: Homemaker	9%	(11)	9%	(10)	55%	(64)	13%	(15)	14%	(16)	115
Employ: Student	13%	(18)	19%	(27)	51%	(71)	11%	(16)	6%	(8)	140
Employ: Retired	4%	(20)	8%	(40)	45%	(222)	19%	(96)	24%	(118)	496
Employ: Unemployed	9%	(27)	9%	(27)	57%	(172)	13%	(40)	13%	(39)	305
Employ: Other	7%	(11)	11%	(17)	49%	(78)	19%	(29)	15%	(23)	158
Military HH: Yes	11%	(41)	12%	(46)	37%	(140)	18%	(68)	22%	(86)	381
Military HH: No	11%	(193)	14%	(258)	45%	(825)	15%	(277)	15%	(266)	1819
RD/WT: Right Direction	18%	(93)	21%	(110)	36%	(193)	12%	(65)	13%	(67)	529
RD/WT: Wrong Track	8%	(141)	12%	(194)	46%	(772)	17%	(279)	17%	(284)	1671
Trump Job Approve	9%	(68)	13%	(103)	35%	(275)	18%	(141)	25%	(201)	787
Trump Job Disapprove	12%	(157)	15%	(198)	48%	(643)	14%	(192)	11%	(147)	1336

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**Table MCBR2\_2:** *If each of the following types of brands made public statements on social media about political division, would you have a more or less favorable view of the brand, or would it have no impact?*  
*Automotive brands*

Demographic	Much more favorable		Somewhat more favorable		No impact		Somewhat less favorable		Much less favorable		Total N
Adults	11%	(235)	14%	(304)	44%	(965)	16%	(344)	16%	(352)	2200
Trump Job Strongly Approve	11%	(53)	11%	(53)	33%	(159)	16%	(74)	29%	(138)	476
Trump Job Somewhat Approve	5%	(15)	16%	(50)	37%	(116)	21%	(67)	20%	(63)	311
Trump Job Somewhat Disapprove	10%	(28)	21%	(56)	44%	(118)	16%	(44)	9%	(24)	271
Trump Job Strongly Disapprove	12%	(129)	13%	(142)	49%	(524)	14%	(147)	12%	(123)	1066
Favorable of Trump	9%	(70)	13%	(107)	35%	(275)	18%	(141)	25%	(198)	789
Unfavorable of Trump	12%	(152)	15%	(193)	48%	(625)	15%	(195)	11%	(143)	1308
Very Favorable of Trump	10%	(48)	12%	(56)	33%	(155)	16%	(74)	29%	(138)	472
Somewhat Favorable of Trump	7%	(22)	16%	(50)	38%	(120)	21%	(66)	19%	(60)	318
Somewhat Unfavorable of Trump	10%	(22)	20%	(43)	40%	(86)	18%	(39)	12%	(25)	216
Very Unfavorable of Trump	12%	(130)	14%	(150)	49%	(539)	14%	(156)	11%	(118)	1092
#1 Issue: Economy	9%	(76)	12%	(103)	42%	(366)	18%	(158)	18%	(157)	860
#1 Issue: Security	10%	(28)	11%	(31)	39%	(114)	16%	(45)	25%	(71)	289
#1 Issue: Health Care	17%	(58)	18%	(63)	46%	(160)	14%	(48)	6%	(22)	351
#1 Issue: Medicare / Social Security	8%	(22)	11%	(30)	44%	(117)	17%	(45)	20%	(53)	267
#1 Issue: Women's Issues	6%	(6)	25%	(24)	52%	(50)	9%	(9)	9%	(9)	98
#1 Issue: Education	17%	(19)	20%	(22)	42%	(47)	12%	(13)	9%	(10)	111
#1 Issue: Energy	23%	(19)	12%	(10)	38%	(31)	12%	(10)	14%	(12)	83
#1 Issue: Other	4%	(5)	14%	(20)	57%	(81)	11%	(16)	13%	(19)	141
2020 Vote: Joe Biden	15%	(150)	20%	(201)	43%	(445)	13%	(129)	10%	(98)	1024
2020 Vote: Donald Trump	6%	(41)	9%	(60)	37%	(246)	19%	(129)	29%	(190)	667
2020 Vote: Other	6%	(5)	3%	(2)	55%	(46)	24%	(21)	12%	(11)	84
2020 Vote: Didn't Vote	9%	(38)	9%	(40)	54%	(226)	15%	(64)	13%	(53)	421
2018 House Vote: Democrat	15%	(120)	18%	(138)	43%	(334)	13%	(99)	11%	(84)	774
2018 House Vote: Republican	7%	(38)	10%	(58)	32%	(177)	19%	(106)	32%	(178)	558
2016 Vote: Hillary Clinton	15%	(109)	18%	(128)	44%	(312)	13%	(89)	9%	(65)	703
2016 Vote: Donald Trump	7%	(42)	10%	(68)	34%	(220)	20%	(126)	29%	(190)	647
2016 Vote: Other	2%	(2)	12%	(10)	54%	(47)	17%	(15)	15%	(13)	87
2016 Vote: Didn't Vote	11%	(81)	13%	(98)	50%	(382)	15%	(114)	11%	(84)	759

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**Table MCBR2\_2:** *If each of the following types of brands made public statements on social media about political division, would you have a more or less favorable view of the brand, or would it have no impact?*  
*Automotive brands*

Demographic	Much more favorable		Somewhat more favorable		No impact		Somewhat less favorable		Much less favorable		Total N
Adults	11%	(235)	14%	(304)	44%	(965)	16%	(344)	16%	(352)	2200
Voted in 2014: Yes	11%	(134)	14%	(171)	39%	(477)	16%	(189)	20%	(245)	1216
Voted in 2014: No	10%	(101)	13%	(133)	50%	(488)	16%	(155)	11%	(107)	984
4-Region: Northeast	14%	(55)	17%	(67)	40%	(158)	12%	(49)	16%	(64)	394
4-Region: Midwest	6%	(29)	12%	(53)	50%	(232)	18%	(85)	14%	(64)	462
4-Region: South	9%	(78)	12%	(100)	45%	(370)	16%	(133)	17%	(143)	824
4-Region: West	14%	(73)	16%	(83)	39%	(205)	15%	(77)	16%	(82)	520

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

**Table MCBR2\_3:** *If each of the following types of brands made public statements on social media about political division, would you have a more or less favorable view of the brand, or would it have no impact?*  
*Baby food brands*

Demographic	Much more favorable		Somewhat more favorable		No impact		Somewhat less favorable		Much less favorable		Total N
Adults	10%	(218)	11%	(247)	46%	(1011)	15%	(323)	18%	(401)	2200
Gender: Male	13%	(135)	13%	(135)	44%	(463)	14%	(144)	17%	(185)	1062
Gender: Female	7%	(83)	10%	(112)	48%	(549)	16%	(179)	19%	(215)	1138
Age: 18-34	14%	(90)	17%	(109)	45%	(297)	13%	(86)	11%	(72)	655
Age: 35-44	17%	(60)	14%	(51)	47%	(169)	10%	(35)	12%	(42)	358
Age: 45-64	7%	(56)	8%	(60)	47%	(354)	14%	(107)	23%	(174)	751
Age: 65+	3%	(11)	6%	(27)	44%	(191)	22%	(95)	26%	(113)	436
GenZers: 1997-2012	10%	(34)	13%	(43)	51%	(170)	13%	(45)	12%	(39)	331
Millennials: 1981-1996	19%	(112)	18%	(109)	41%	(248)	12%	(69)	10%	(62)	599
GenXers: 1965-1980	8%	(41)	9%	(50)	48%	(256)	13%	(69)	22%	(115)	531
Baby Boomers: 1946-1964	4%	(25)	6%	(39)	47%	(311)	18%	(115)	25%	(168)	659
PID: Dem (no lean)	14%	(123)	15%	(138)	47%	(430)	12%	(112)	12%	(110)	912
PID: Ind (no lean)	7%	(46)	10%	(64)	50%	(326)	16%	(105)	17%	(111)	652
PID: Rep (no lean)	8%	(48)	7%	(45)	40%	(256)	17%	(107)	28%	(180)	636
PID/Gender: Dem Men	18%	(75)	18%	(77)	44%	(187)	11%	(48)	9%	(37)	424
PID/Gender: Dem Women	10%	(49)	12%	(61)	50%	(243)	13%	(63)	15%	(72)	488
PID/Gender: Ind Men	9%	(26)	9%	(29)	48%	(147)	16%	(48)	18%	(56)	306
PID/Gender: Ind Women	6%	(20)	10%	(35)	52%	(179)	17%	(57)	16%	(54)	346
PID/Gender: Rep Men	10%	(34)	9%	(29)	39%	(129)	14%	(48)	28%	(92)	332
PID/Gender: Rep Women	5%	(14)	5%	(16)	42%	(127)	19%	(59)	29%	(88)	304
Ideo: Liberal (1-3)	16%	(104)	17%	(111)	43%	(281)	12%	(78)	12%	(80)	655
Ideo: Moderate (4)	7%	(46)	10%	(67)	54%	(346)	14%	(90)	15%	(95)	644
Ideo: Conservative (5-7)	8%	(50)	7%	(49)	38%	(253)	18%	(120)	29%	(191)	663
Educ: < College	7%	(109)	8%	(128)	51%	(771)	15%	(223)	19%	(282)	1512
Educ: Bachelors degree	12%	(55)	16%	(70)	37%	(165)	17%	(76)	18%	(78)	444
Educ: Post-grad	22%	(54)	20%	(50)	31%	(75)	10%	(25)	17%	(40)	244
Income: Under 50k	7%	(82)	9%	(104)	54%	(603)	13%	(146)	16%	(185)	1121
Income: 50k-100k	10%	(69)	11%	(77)	41%	(277)	18%	(123)	20%	(135)	681
Income: 100k+	17%	(66)	17%	(67)	33%	(131)	13%	(53)	20%	(81)	398
Ethnicity: White	10%	(164)	10%	(172)	45%	(779)	15%	(264)	20%	(343)	1722

Continued on next page

**Table MCBR2\_3:** *If each of the following types of brands made public statements on social media about political division, would you have a more or less favorable view of the brand, or would it have no impact?*  
*Baby food brands*

Demographic	Much more favorable		Somewhat more favorable		No impact		Somewhat less favorable		Much less favorable		Total N
Adults	10%	(218)	11%	(247)	46%	(1011)	15%	(323)	18%	(401)	2200
Ethnicity: Hispanic	11%	(39)	15%	(52)	44%	(155)	14%	(48)	16%	(56)	349
Ethnicity: Black	14%	(39)	18%	(50)	48%	(130)	10%	(27)	10%	(28)	274
Ethnicity: Other	7%	(15)	12%	(25)	50%	(102)	16%	(32)	15%	(30)	204
All Christian	11%	(122)	12%	(131)	39%	(416)	17%	(182)	20%	(214)	1064
All Non-Christian	18%	(26)	17%	(24)	47%	(67)	10%	(15)	7%	(10)	143
Atheist	17%	(13)	11%	(9)	53%	(42)	9%	(7)	10%	(8)	80
Agnostic/Nothing in particular	6%	(30)	10%	(49)	55%	(278)	12%	(63)	17%	(86)	506
Something Else	7%	(27)	8%	(34)	51%	(208)	14%	(56)	20%	(83)	408
Religious Non-Protestant/Catholic	17%	(27)	17%	(26)	47%	(74)	10%	(16)	9%	(15)	158
Evangelical	14%	(94)	13%	(88)	39%	(267)	14%	(94)	20%	(135)	678
Non-Evangelical	7%	(51)	9%	(66)	45%	(345)	19%	(142)	20%	(155)	760
Community: Urban	17%	(120)	18%	(132)	43%	(313)	11%	(81)	11%	(79)	725
Community: Suburban	7%	(64)	8%	(71)	47%	(437)	17%	(163)	21%	(199)	934
Community: Rural	6%	(34)	8%	(44)	48%	(262)	15%	(79)	23%	(122)	541
Employ: Private Sector	15%	(99)	14%	(92)	38%	(246)	15%	(101)	18%	(117)	654
Employ: Government	18%	(27)	18%	(28)	37%	(56)	15%	(23)	13%	(20)	153
Employ: Self-Employed	12%	(21)	13%	(24)	46%	(82)	9%	(15)	20%	(36)	178
Employ: Homemaker	9%	(11)	7%	(8)	55%	(63)	13%	(15)	16%	(18)	115
Employ: Student	10%	(14)	21%	(30)	48%	(67)	16%	(23)	5%	(7)	140
Employ: Retired	3%	(14)	6%	(32)	47%	(235)	18%	(88)	26%	(128)	496
Employ: Unemployed	8%	(24)	6%	(17)	58%	(178)	13%	(38)	16%	(48)	305
Employ: Other	5%	(8)	11%	(18)	53%	(84)	13%	(21)	17%	(27)	158
Military HH: Yes	9%	(35)	10%	(38)	40%	(151)	17%	(64)	25%	(94)	381
Military HH: No	10%	(183)	12%	(210)	47%	(861)	14%	(259)	17%	(307)	1819
RD/WT: Right Direction	18%	(96)	17%	(88)	40%	(212)	10%	(55)	15%	(78)	529
RD/WT: Wrong Track	7%	(121)	10%	(160)	48%	(799)	16%	(269)	19%	(323)	1671
Trump Job Approve	10%	(81)	9%	(69)	38%	(296)	17%	(130)	27%	(211)	787
Trump Job Disapprove	10%	(127)	13%	(175)	50%	(668)	14%	(184)	14%	(182)	1336

Continued on next page

**Table MCBR2\_3:** *If each of the following types of brands made public statements on social media about political division, would you have a more or less favorable view of the brand, or would it have no impact?*  
*Baby food brands*

Demographic	Much more favorable		Somewhat more favorable		No impact		Somewhat less favorable		Much less favorable		Total N
Adults	10%	(218)	11%	(247)	46%	(1011)	15%	(323)	18%	(401)	2200
Trump Job Strongly Approve	11%	(53)	8%	(40)	35%	(168)	17%	(79)	28%	(136)	476
Trump Job Somewhat Approve	9%	(28)	9%	(29)	41%	(127)	16%	(51)	24%	(75)	311
Trump Job Somewhat Disapprove	9%	(25)	20%	(53)	43%	(117)	14%	(37)	14%	(38)	271
Trump Job Strongly Disapprove	10%	(102)	11%	(122)	52%	(550)	14%	(147)	13%	(144)	1066
Favorable of Trump	11%	(85)	8%	(61)	39%	(305)	17%	(134)	26%	(205)	789
Unfavorable of Trump	10%	(126)	13%	(174)	50%	(649)	14%	(179)	14%	(181)	1308
Very Favorable of Trump	13%	(59)	7%	(32)	36%	(168)	16%	(76)	29%	(137)	472
Somewhat Favorable of Trump	8%	(25)	9%	(29)	43%	(137)	18%	(58)	22%	(68)	318
Somewhat Unfavorable of Trump	8%	(17)	21%	(46)	43%	(93)	13%	(27)	15%	(33)	216
Very Unfavorable of Trump	10%	(110)	12%	(128)	51%	(556)	14%	(151)	13%	(147)	1092
#1 Issue: Economy	8%	(69)	9%	(81)	44%	(382)	17%	(147)	21%	(180)	860
#1 Issue: Security	11%	(31)	10%	(30)	37%	(107)	16%	(45)	27%	(77)	289
#1 Issue: Health Care	15%	(53)	16%	(55)	50%	(174)	10%	(37)	9%	(33)	351
#1 Issue: Medicare / Social Security	6%	(17)	6%	(17)	50%	(132)	20%	(54)	18%	(47)	267
#1 Issue: Women's Issues	9%	(9)	20%	(20)	55%	(54)	8%	(8)	8%	(8)	98
#1 Issue: Education	17%	(18)	12%	(14)	47%	(52)	10%	(11)	15%	(17)	111
#1 Issue: Energy	15%	(12)	21%	(17)	36%	(30)	14%	(11)	14%	(12)	83
#1 Issue: Other	6%	(9)	10%	(14)	57%	(80)	7%	(11)	19%	(27)	141
2020 Vote: Joe Biden	14%	(139)	16%	(160)	47%	(476)	13%	(133)	11%	(116)	1024
2020 Vote: Donald Trump	6%	(42)	6%	(38)	38%	(255)	20%	(131)	30%	(201)	667
2020 Vote: Other	1%	(1)	7%	(6)	56%	(48)	16%	(13)	20%	(17)	84
2020 Vote: Didn't Vote	8%	(35)	10%	(44)	55%	(230)	11%	(45)	16%	(66)	421
2018 House Vote: Democrat	13%	(103)	16%	(126)	47%	(361)	11%	(86)	13%	(98)	774
2018 House Vote: Republican	8%	(43)	7%	(39)	33%	(186)	19%	(104)	33%	(186)	558
2016 Vote: Hillary Clinton	13%	(90)	16%	(114)	48%	(336)	12%	(86)	11%	(77)	703
2016 Vote: Donald Trump	8%	(52)	7%	(45)	36%	(234)	19%	(123)	30%	(193)	647
2016 Vote: Other	2%	(2)	10%	(9)	52%	(45)	14%	(12)	23%	(20)	87
2016 Vote: Didn't Vote	10%	(74)	10%	(79)	52%	(392)	14%	(103)	15%	(111)	759

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**Table MCBR2\_3:** *If each of the following types of brands made public statements on social media about political division, would you have a more or less favorable view of the brand, or would it have no impact?*  
*Baby food brands*

Demographic	Much more favorable		Somewhat more favorable		No impact		Somewhat less favorable		Much less favorable		Total N
Adults	10%	(218)	11%	(247)	46%	(1011)	15%	(323)	18%	(401)	2200
Voted in 2014: Yes	10%	(124)	11%	(132)	41%	(503)	16%	(193)	22%	(265)	1216
Voted in 2014: No	10%	(94)	12%	(116)	52%	(508)	13%	(131)	14%	(136)	984
4-Region: Northeast	13%	(50)	15%	(60)	43%	(169)	11%	(43)	18%	(72)	394
4-Region: Midwest	8%	(37)	9%	(41)	50%	(229)	16%	(73)	18%	(82)	462
4-Region: South	9%	(70)	10%	(78)	48%	(394)	16%	(133)	18%	(149)	824
4-Region: West	12%	(61)	13%	(67)	42%	(219)	15%	(75)	19%	(98)	520

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



**Table MCBR2\_4:** *If each of the following types of brands made public statements on social media about political division, would you have a more or less favorable view of the brand, or would it have no impact?*  
*Banks, credit cards or other financial institutions*

Demographic	Much more favorable		Somewhat more favorable		No impact		Somewhat less favorable		Much less favorable		Total N
Adults	11%	(249)	17%	(375)	39%	(857)	16%	(349)	17%	(369)	2200
Gender: Male	15%	(154)	19%	(206)	36%	(382)	14%	(147)	16%	(173)	1062
Gender: Female	8%	(95)	15%	(169)	42%	(476)	18%	(202)	17%	(196)	1138
Age: 18-34	16%	(104)	25%	(162)	38%	(246)	13%	(87)	8%	(55)	655
Age: 35-44	21%	(74)	19%	(68)	41%	(147)	9%	(34)	10%	(35)	358
Age: 45-64	7%	(50)	14%	(103)	41%	(307)	17%	(127)	22%	(165)	751
Age: 65+	5%	(21)	10%	(43)	36%	(158)	23%	(102)	26%	(113)	436
GenZers: 1997-2012	9%	(31)	26%	(87)	41%	(137)	15%	(51)	8%	(25)	331
Millennials: 1981-1996	23%	(138)	22%	(130)	36%	(216)	10%	(61)	9%	(53)	599
GenXers: 1965-1980	9%	(46)	16%	(82)	42%	(223)	15%	(78)	19%	(102)	531
Baby Boomers: 1946-1964	4%	(26)	11%	(72)	39%	(257)	20%	(131)	26%	(174)	659
PID: Dem (no lean)	17%	(152)	22%	(202)	39%	(359)	12%	(107)	10%	(92)	912
PID: Ind (no lean)	9%	(57)	13%	(84)	43%	(283)	19%	(121)	16%	(106)	652
PID: Rep (no lean)	6%	(40)	14%	(90)	34%	(215)	19%	(121)	27%	(171)	636
PID/Gender: Dem Men	25%	(105)	23%	(97)	36%	(153)	9%	(37)	7%	(32)	424
PID/Gender: Dem Women	10%	(47)	21%	(104)	42%	(206)	14%	(70)	12%	(60)	488
PID/Gender: Ind Men	8%	(23)	16%	(50)	40%	(122)	19%	(58)	17%	(53)	306
PID/Gender: Ind Women	10%	(34)	10%	(35)	47%	(161)	18%	(63)	15%	(53)	346
PID/Gender: Rep Men	8%	(26)	18%	(59)	32%	(107)	16%	(52)	27%	(88)	332
PID/Gender: Rep Women	4%	(14)	10%	(30)	36%	(108)	23%	(69)	27%	(83)	304
Ideo: Liberal (1-3)	21%	(137)	22%	(142)	33%	(217)	13%	(85)	11%	(74)	655
Ideo: Moderate (4)	9%	(55)	17%	(108)	45%	(292)	16%	(101)	14%	(88)	644
Ideo: Conservative (5-7)	7%	(48)	14%	(90)	32%	(212)	20%	(133)	27%	(180)	663
Educ: < College	8%	(120)	15%	(225)	44%	(664)	17%	(253)	16%	(249)	1512
Educ: Bachelors degree	16%	(71)	19%	(85)	30%	(131)	16%	(73)	19%	(83)	444
Educ: Post-grad	24%	(57)	26%	(65)	25%	(62)	9%	(23)	15%	(37)	244
Income: Under 50k	7%	(77)	16%	(175)	48%	(537)	15%	(168)	15%	(165)	1121
Income: 50k-100k	13%	(87)	18%	(126)	32%	(216)	18%	(124)	19%	(128)	681
Income: 100k+	21%	(85)	19%	(75)	26%	(105)	14%	(57)	19%	(77)	398
Ethnicity: White	10%	(178)	16%	(282)	39%	(664)	16%	(282)	18%	(316)	1722

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**Table MCBR2\_4:** *If each of the following types of brands made public statements on social media about political division, would you have a more or less favorable view of the brand, or would it have no impact?*  
*Banks, credit cards or other financial institutions*

Demographic	Much more favorable		Somewhat more favorable		No impact		Somewhat less favorable		Much less favorable		Total N
Adults	11%	(249)	17%	(375)	39%	(857)	16%	(349)	17%	(369)	2200
Ethnicity: Hispanic	15%	(51)	26%	(92)	35%	(123)	12%	(41)	12%	(42)	349
Ethnicity: Black	17%	(45)	22%	(61)	40%	(109)	13%	(35)	8%	(23)	274
Ethnicity: Other	12%	(25)	16%	(33)	41%	(84)	16%	(32)	15%	(30)	204
All Christian	12%	(127)	20%	(215)	32%	(341)	16%	(171)	20%	(209)	1064
All Non-Christian	23%	(32)	19%	(27)	39%	(56)	14%	(20)	5%	(8)	143
Atheist	14%	(11)	24%	(19)	40%	(32)	14%	(11)	9%	(7)	80
Agnostic/Nothing in particular	9%	(44)	12%	(63)	48%	(245)	14%	(73)	16%	(82)	506
Something Else	8%	(35)	13%	(52)	45%	(183)	18%	(75)	15%	(63)	408
Religious Non-Protestant/Catholic	21%	(33)	18%	(28)	40%	(63)	14%	(22)	7%	(12)	158
Evangelical	15%	(100)	19%	(132)	33%	(223)	16%	(107)	17%	(116)	678
Non-Evangelical	8%	(60)	17%	(127)	38%	(289)	18%	(136)	20%	(149)	760
Community: Urban	19%	(140)	24%	(176)	36%	(258)	12%	(83)	9%	(68)	725
Community: Suburban	8%	(72)	14%	(132)	39%	(369)	19%	(173)	20%	(187)	934
Community: Rural	7%	(36)	12%	(67)	43%	(231)	17%	(93)	21%	(114)	541
Employ: Private Sector	17%	(114)	18%	(119)	33%	(215)	15%	(97)	17%	(109)	654
Employ: Government	21%	(33)	30%	(46)	27%	(41)	12%	(18)	10%	(16)	153
Employ: Self-Employed	11%	(20)	21%	(38)	35%	(62)	13%	(24)	19%	(34)	178
Employ: Homemaker	8%	(9)	13%	(15)	50%	(58)	15%	(18)	14%	(16)	115
Employ: Student	9%	(13)	37%	(51)	36%	(51)	13%	(19)	5%	(7)	140
Employ: Retired	4%	(22)	10%	(48)	42%	(206)	19%	(94)	26%	(127)	496
Employ: Unemployed	6%	(19)	10%	(32)	53%	(162)	18%	(54)	12%	(38)	305
Employ: Other	12%	(20)	17%	(27)	39%	(62)	17%	(27)	15%	(23)	158
Military HH: Yes	13%	(49)	15%	(56)	32%	(121)	17%	(64)	24%	(91)	381
Military HH: No	11%	(200)	18%	(319)	40%	(736)	16%	(285)	15%	(278)	1819
RD/WT: Right Direction	18%	(95)	23%	(121)	34%	(182)	11%	(57)	14%	(74)	529
RD/WT: Wrong Track	9%	(154)	15%	(254)	40%	(675)	18%	(293)	18%	(295)	1671
Trump Job Approve	10%	(76)	15%	(119)	31%	(244)	18%	(139)	26%	(208)	787
Trump Job Disapprove	12%	(167)	19%	(250)	42%	(566)	15%	(200)	12%	(154)	1336

Continued on next page

**Table MCBR2\_4:** *If each of the following types of brands made public statements on social media about political division, would you have a more or less favorable view of the brand, or would it have no impact?*  
*Banks, credit cards or other financial institutions*

Demographic	Much more favorable		Somewhat more favorable		No impact		Somewhat less favorable		Much less favorable		Total N
Adults	11%	(249)	17%	(375)	39%	(857)	16%	(349)	17%	(369)	2200
Trump Job Strongly Approve	10%	(48)	13%	(62)	29%	(139)	18%	(86)	29%	(140)	476
Trump Job Somewhat Approve	9%	(28)	18%	(57)	34%	(105)	17%	(53)	22%	(68)	311
Trump Job Somewhat Disapprove	9%	(25)	28%	(75)	38%	(102)	14%	(38)	12%	(32)	271
Trump Job Strongly Disapprove	13%	(141)	16%	(175)	44%	(464)	15%	(162)	12%	(123)	1066
Favorable of Trump	10%	(80)	15%	(116)	31%	(246)	18%	(142)	26%	(206)	789
Unfavorable of Trump	12%	(159)	19%	(243)	43%	(562)	15%	(194)	12%	(151)	1308
Very Favorable of Trump	11%	(50)	13%	(60)	30%	(140)	17%	(81)	30%	(141)	472
Somewhat Favorable of Trump	9%	(30)	18%	(57)	33%	(106)	19%	(60)	20%	(65)	318
Somewhat Unfavorable of Trump	13%	(28)	22%	(47)	37%	(80)	15%	(32)	13%	(29)	216
Very Unfavorable of Trump	12%	(131)	18%	(196)	44%	(481)	15%	(162)	11%	(123)	1092
#1 Issue: Economy	10%	(83)	14%	(121)	38%	(327)	19%	(165)	19%	(164)	860
#1 Issue: Security	10%	(28)	16%	(46)	35%	(100)	16%	(45)	24%	(69)	289
#1 Issue: Health Care	18%	(63)	21%	(74)	41%	(145)	12%	(42)	8%	(27)	351
#1 Issue: Medicare / Social Security	8%	(21)	14%	(38)	42%	(111)	18%	(47)	19%	(50)	267
#1 Issue: Women's Issues	10%	(9)	24%	(24)	50%	(49)	7%	(7)	9%	(9)	98
#1 Issue: Education	12%	(13)	31%	(35)	28%	(31)	16%	(17)	13%	(15)	111
#1 Issue: Energy	20%	(17)	16%	(13)	34%	(28)	16%	(14)	14%	(11)	83
#1 Issue: Other	10%	(15)	17%	(25)	47%	(67)	9%	(12)	16%	(23)	141
2020 Vote: Joe Biden	17%	(171)	23%	(235)	39%	(397)	12%	(122)	10%	(100)	1024
2020 Vote: Donald Trump	6%	(37)	11%	(72)	32%	(213)	21%	(142)	31%	(204)	667
2020 Vote: Other	7%	(6)	13%	(11)	43%	(36)	23%	(19)	14%	(12)	84
2020 Vote: Didn't Vote	8%	(35)	14%	(57)	50%	(211)	15%	(65)	13%	(53)	421
2018 House Vote: Democrat	18%	(136)	21%	(161)	39%	(301)	11%	(85)	12%	(92)	774
2018 House Vote: Republican	7%	(37)	12%	(68)	27%	(153)	20%	(113)	33%	(186)	558
2016 Vote: Hillary Clinton	18%	(127)	20%	(144)	40%	(280)	12%	(82)	10%	(71)	703
2016 Vote: Donald Trump	6%	(37)	13%	(83)	30%	(197)	22%	(139)	30%	(191)	647
2016 Vote: Other	5%	(4)	15%	(13)	41%	(35)	19%	(17)	20%	(18)	87
2016 Vote: Didn't Vote	11%	(80)	18%	(136)	45%	(342)	15%	(112)	12%	(90)	759

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**Table MCBR2\_4:** *If each of the following types of brands made public statements on social media about political division, would you have a more or less favorable view of the brand, or would it have no impact?*  
*Banks, credit cards or other financial institutions*

Demographic	Much more favorable		Somewhat more favorable		No impact		Somewhat less favorable		Much less favorable		Total N
Adults	11%	(249)	17%	(375)	39%	(857)	16%	(349)	17%	(369)	2200
Voted in 2014: Yes	12%	(148)	16%	(193)	35%	(424)	16%	(196)	21%	(255)	1216
Voted in 2014: No	10%	(101)	19%	(183)	44%	(433)	16%	(153)	12%	(114)	984
4-Region: Northeast	15%	(59)	19%	(75)	37%	(147)	11%	(45)	17%	(68)	394
4-Region: Midwest	8%	(37)	14%	(64)	44%	(204)	18%	(84)	16%	(74)	462
4-Region: South	8%	(70)	16%	(136)	40%	(334)	17%	(138)	18%	(146)	824
4-Region: West	16%	(83)	19%	(100)	33%	(173)	16%	(82)	16%	(82)	520

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

**Table MCBR2\_5:** *If each of the following types of brands made public statements on social media about political division, would you have a more or less favorable view of the brand, or would it have no impact?*  
*Clothing companies*

Demographic	Much more favorable		Somewhat more favorable		No impact		Somewhat less favorable		Much less favorable		Total N
Adults	10%	(225)	15%	(336)	43%	(951)	15%	(329)	16%	(359)	2200
Gender: Male	13%	(134)	18%	(187)	41%	(432)	14%	(144)	16%	(165)	1062
Gender: Female	8%	(90)	13%	(150)	46%	(519)	16%	(185)	17%	(194)	1138
Age: 18-34	14%	(92)	23%	(148)	42%	(273)	14%	(93)	7%	(49)	655
Age: 35-44	19%	(68)	20%	(72)	42%	(150)	9%	(34)	9%	(34)	358
Age: 45-64	7%	(53)	11%	(81)	45%	(336)	15%	(109)	23%	(172)	751
Age: 65+	3%	(11)	8%	(36)	44%	(192)	21%	(93)	24%	(104)	436
GenZers: 1997-2012	12%	(40)	20%	(67)	45%	(149)	15%	(50)	8%	(26)	331
Millennials: 1981-1996	19%	(113)	23%	(140)	38%	(230)	12%	(70)	8%	(46)	599
GenXers: 1965-1980	9%	(48)	12%	(64)	46%	(243)	12%	(65)	21%	(112)	531
Baby Boomers: 1946-1964	3%	(18)	9%	(61)	45%	(298)	19%	(122)	24%	(159)	659
PID: Dem (no lean)	16%	(146)	20%	(187)	43%	(393)	10%	(94)	10%	(93)	912
PID: Ind (no lean)	6%	(41)	13%	(84)	49%	(318)	17%	(109)	15%	(99)	652
PID: Rep (no lean)	6%	(37)	10%	(66)	38%	(240)	20%	(126)	26%	(167)	636
PID/Gender: Dem Men	21%	(88)	23%	(96)	41%	(174)	9%	(38)	7%	(28)	424
PID/Gender: Dem Women	12%	(57)	19%	(91)	45%	(219)	11%	(55)	13%	(65)	488
PID/Gender: Ind Men	6%	(20)	15%	(46)	46%	(139)	16%	(48)	17%	(53)	306
PID/Gender: Ind Women	6%	(22)	11%	(38)	52%	(178)	18%	(62)	13%	(46)	346
PID/Gender: Rep Men	8%	(26)	14%	(45)	36%	(119)	17%	(58)	25%	(84)	332
PID/Gender: Rep Women	4%	(11)	7%	(21)	40%	(122)	22%	(68)	27%	(82)	304
Ideo: Liberal (1-3)	16%	(106)	26%	(172)	37%	(240)	11%	(75)	9%	(61)	655
Ideo: Moderate (4)	7%	(47)	12%	(75)	53%	(341)	13%	(86)	15%	(95)	644
Ideo: Conservative (5-7)	8%	(53)	9%	(62)	35%	(235)	20%	(135)	27%	(178)	663
Educ: < College	8%	(124)	13%	(190)	48%	(728)	14%	(216)	17%	(255)	1512
Educ: Bachelors degree	12%	(53)	18%	(81)	34%	(153)	19%	(86)	16%	(70)	444
Educ: Post-grad	20%	(48)	27%	(65)	29%	(70)	11%	(27)	14%	(34)	244
Income: Under 50k	8%	(95)	13%	(151)	50%	(562)	14%	(155)	14%	(158)	1121
Income: 50k-100k	10%	(68)	15%	(101)	40%	(272)	18%	(122)	17%	(118)	681
Income: 100k+	16%	(62)	21%	(85)	29%	(117)	13%	(52)	21%	(83)	398
Ethnicity: White	10%	(172)	14%	(239)	42%	(730)	16%	(271)	18%	(310)	1722

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**Table MCBR2\_5:** *If each of the following types of brands made public statements on social media about political division, would you have a more or less favorable view of the brand, or would it have no impact?*  
*Clothing companies*

Demographic	Much more favorable		Somewhat more favorable		No impact		Somewhat less favorable		Much less favorable		Total N
Adults	10%	(225)	15%	(336)	43%	(951)	15%	(329)	16%	(359)	2200
Ethnicity: Hispanic	15%	(54)	16%	(55)	43%	(150)	13%	(44)	13%	(46)	349
Ethnicity: Black	15%	(41)	23%	(64)	46%	(126)	8%	(22)	8%	(21)	274
Ethnicity: Other	6%	(12)	16%	(33)	47%	(95)	17%	(36)	14%	(28)	204
All Christian	11%	(120)	15%	(163)	37%	(399)	17%	(180)	19%	(203)	1064
All Non-Christian	18%	(26)	25%	(35)	36%	(51)	17%	(25)	4%	(6)	143
Atheist	16%	(12)	25%	(20)	39%	(31)	9%	(7)	11%	(9)	80
Agnostic/Nothing in particular	8%	(42)	15%	(73)	51%	(256)	10%	(53)	16%	(82)	506
Something Else	6%	(25)	11%	(45)	52%	(213)	16%	(65)	15%	(59)	408
Religious Non-Protestant/Catholic	18%	(28)	22%	(35)	36%	(57)	17%	(27)	6%	(10)	158
Evangelical	14%	(94)	17%	(115)	38%	(260)	14%	(94)	17%	(116)	678
Non-Evangelical	6%	(46)	12%	(89)	45%	(338)	19%	(146)	18%	(141)	760
Community: Urban	18%	(131)	24%	(173)	40%	(286)	9%	(67)	9%	(68)	725
Community: Suburban	7%	(67)	10%	(98)	44%	(415)	18%	(165)	20%	(189)	934
Community: Rural	5%	(27)	12%	(65)	46%	(249)	18%	(98)	19%	(103)	541
Employ: Private Sector	15%	(98)	18%	(115)	36%	(237)	16%	(104)	15%	(101)	654
Employ: Government	21%	(32)	23%	(36)	29%	(44)	16%	(25)	11%	(17)	153
Employ: Self-Employed	11%	(19)	17%	(30)	41%	(74)	12%	(22)	19%	(33)	178
Employ: Homemaker	6%	(7)	9%	(10)	57%	(65)	12%	(14)	16%	(19)	115
Employ: Student	11%	(16)	26%	(37)	42%	(59)	15%	(21)	5%	(8)	140
Employ: Retired	4%	(18)	9%	(46)	46%	(231)	16%	(81)	24%	(120)	496
Employ: Unemployed	8%	(23)	12%	(36)	56%	(169)	12%	(35)	13%	(41)	305
Employ: Other	7%	(11)	16%	(26)	46%	(73)	17%	(27)	14%	(22)	158
Military HH: Yes	9%	(36)	14%	(55)	37%	(140)	17%	(64)	23%	(86)	381
Military HH: No	10%	(188)	15%	(281)	45%	(811)	15%	(265)	15%	(273)	1819
RD/WT: Right Direction	16%	(84)	23%	(121)	37%	(198)	11%	(57)	13%	(68)	529
RD/WT: Wrong Track	8%	(140)	13%	(215)	45%	(753)	16%	(272)	17%	(291)	1671
Trump Job Approve	8%	(64)	12%	(97)	35%	(279)	18%	(140)	26%	(206)	787
Trump Job Disapprove	11%	(151)	18%	(235)	47%	(624)	13%	(178)	11%	(149)	1336

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**Table MCBR2\_5:** *If each of the following types of brands made public statements on social media about political division, would you have a more or less favorable view of the brand, or would it have no impact?*  
*Clothing companies*

Demographic	Much more favorable		Somewhat more favorable		No impact		Somewhat less favorable		Much less favorable		Total N
Adults	10%	(225)	15%	(336)	43%	(951)	15%	(329)	16%	(359)	2200
Trump Job Strongly Approve	8%	(38)	12%	(55)	34%	(160)	17%	(81)	30%	(141)	476
Trump Job Somewhat Approve	8%	(26)	13%	(41)	38%	(119)	19%	(59)	21%	(65)	311
Trump Job Somewhat Disapprove	7%	(18)	24%	(65)	45%	(122)	15%	(39)	10%	(27)	271
Trump Job Strongly Disapprove	12%	(133)	16%	(170)	47%	(502)	13%	(139)	11%	(122)	1066
Favorable of Trump	8%	(64)	13%	(99)	37%	(290)	17%	(135)	25%	(201)	789
Unfavorable of Trump	11%	(147)	17%	(227)	46%	(603)	14%	(185)	11%	(146)	1308
Very Favorable of Trump	8%	(39)	12%	(58)	33%	(157)	17%	(79)	29%	(139)	472
Somewhat Favorable of Trump	8%	(26)	13%	(41)	42%	(133)	18%	(56)	19%	(62)	318
Somewhat Unfavorable of Trump	7%	(15)	22%	(47)	41%	(88)	18%	(38)	13%	(28)	216
Very Unfavorable of Trump	12%	(132)	16%	(180)	47%	(515)	13%	(147)	11%	(119)	1092
#1 Issue: Economy	8%	(69)	13%	(111)	42%	(364)	17%	(146)	20%	(170)	860
#1 Issue: Security	10%	(29)	13%	(37)	38%	(110)	15%	(44)	24%	(68)	289
#1 Issue: Health Care	14%	(50)	21%	(74)	44%	(154)	14%	(48)	7%	(25)	351
#1 Issue: Medicare / Social Security	8%	(22)	9%	(24)	49%	(130)	17%	(45)	17%	(46)	267
#1 Issue: Women's Issues	13%	(13)	20%	(20)	50%	(49)	8%	(8)	9%	(9)	98
#1 Issue: Education	14%	(15)	28%	(31)	39%	(43)	15%	(17)	4%	(5)	111
#1 Issue: Energy	17%	(14)	19%	(16)	33%	(27)	12%	(10)	19%	(16)	83
#1 Issue: Other	9%	(13)	17%	(24)	52%	(73)	8%	(11)	14%	(20)	141
2020 Vote: Joe Biden	15%	(153)	21%	(216)	43%	(444)	11%	(112)	10%	(99)	1024
2020 Vote: Donald Trump	5%	(34)	7%	(50)	38%	(252)	20%	(132)	30%	(199)	667
2020 Vote: Other	1%	(1)	14%	(12)	51%	(43)	20%	(17)	15%	(12)	84
2020 Vote: Didn't Vote	9%	(36)	14%	(59)	50%	(211)	16%	(66)	11%	(48)	421
2018 House Vote: Democrat	14%	(108)	21%	(165)	43%	(331)	11%	(85)	11%	(84)	774
2018 House Vote: Republican	6%	(32)	10%	(56)	32%	(181)	19%	(104)	33%	(185)	558
2016 Vote: Hillary Clinton	14%	(96)	21%	(147)	45%	(315)	11%	(75)	10%	(70)	703
2016 Vote: Donald Trump	5%	(34)	10%	(64)	35%	(228)	19%	(124)	30%	(196)	647
2016 Vote: Other	4%	(3)	17%	(14)	44%	(38)	22%	(19)	14%	(12)	87
2016 Vote: Didn't Vote	12%	(91)	14%	(108)	49%	(370)	15%	(110)	11%	(81)	759

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**Table MCBR2\_5:** *If each of the following types of brands made public statements on social media about political division, would you have a more or less favorable view of the brand, or would it have no impact?*  
*Clothing companies*

Demographic	Much more favorable		Somewhat more favorable		No impact		Somewhat less favorable		Much less favorable		Total N
Adults	10%	(225)	15%	(336)	43%	(951)	15%	(329)	16%	(359)	2200
Voted in 2014: Yes	9%	(112)	16%	(194)	39%	(480)	15%	(177)	21%	(254)	1216
Voted in 2014: No	11%	(113)	15%	(143)	48%	(471)	15%	(152)	11%	(105)	984
4-Region: Northeast	15%	(59)	16%	(64)	42%	(166)	11%	(43)	16%	(62)	394
4-Region: Midwest	6%	(29)	15%	(69)	47%	(218)	16%	(76)	15%	(70)	462
4-Region: South	9%	(75)	12%	(99)	45%	(374)	16%	(134)	17%	(143)	824
4-Region: West	12%	(61)	20%	(105)	37%	(193)	15%	(76)	16%	(85)	520

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



**Table MCBR2\_6:** *If each of the following types of brands made public statements on social media about political division, would you have a more or less favorable view of the brand, or would it have no impact?*

*Beauty/cosmetic brands*

Demographic	Much more favorable		Somewhat more favorable		No impact		Somewhat less favorable		Much less favorable		Total N
Adults	9%	(202)	12%	(268)	46%	(1005)	17%	(370)	16%	(354)	2200
Gender: Male	12%	(126)	12%	(131)	45%	(473)	16%	(171)	15%	(162)	1062
Gender: Female	7%	(77)	12%	(137)	47%	(533)	18%	(200)	17%	(191)	1138
Age: 18-34	11%	(75)	18%	(116)	46%	(301)	16%	(106)	9%	(57)	655
Age: 35-44	18%	(66)	18%	(63)	46%	(163)	11%	(38)	8%	(27)	358
Age: 45-64	6%	(47)	8%	(64)	46%	(348)	17%	(129)	22%	(164)	751
Age: 65+	3%	(15)	6%	(26)	44%	(193)	22%	(98)	24%	(105)	436
GenZers: 1997-2012	7%	(24)	18%	(59)	49%	(163)	17%	(56)	9%	(29)	331
Millennials: 1981-1996	18%	(108)	19%	(113)	43%	(257)	13%	(76)	8%	(45)	599
GenXers: 1965-1980	8%	(42)	10%	(52)	47%	(249)	16%	(83)	20%	(105)	531
Baby Boomers: 1946-1964	3%	(19)	6%	(43)	47%	(309)	19%	(128)	24%	(161)	659
PID: Dem (no lean)	14%	(128)	16%	(148)	46%	(416)	15%	(137)	9%	(83)	912
PID: Ind (no lean)	6%	(40)	10%	(66)	51%	(335)	17%	(110)	16%	(101)	652
PID: Rep (no lean)	5%	(34)	8%	(54)	40%	(255)	19%	(124)	27%	(169)	636
PID/Gender: Dem Men	21%	(87)	16%	(67)	42%	(180)	15%	(65)	6%	(25)	424
PID/Gender: Dem Women	8%	(41)	17%	(81)	48%	(236)	15%	(72)	12%	(59)	488
PID/Gender: Ind Men	5%	(16)	11%	(34)	51%	(155)	16%	(49)	17%	(51)	306
PID/Gender: Ind Women	7%	(23)	9%	(32)	52%	(180)	18%	(61)	14%	(50)	346
PID/Gender: Rep Men	7%	(22)	9%	(30)	41%	(137)	17%	(57)	26%	(86)	332
PID/Gender: Rep Women	4%	(12)	8%	(24)	39%	(117)	22%	(67)	27%	(83)	304
Ideo: Liberal (1-3)	17%	(111)	18%	(120)	40%	(264)	14%	(94)	10%	(65)	655
Ideo: Moderate (4)	6%	(36)	11%	(70)	54%	(347)	17%	(106)	13%	(85)	644
Ideo: Conservative (5-7)	7%	(47)	8%	(53)	38%	(253)	20%	(131)	27%	(180)	663
Educ: < College	6%	(96)	10%	(145)	51%	(764)	17%	(264)	16%	(243)	1512
Educ: Bachelors degree	13%	(56)	16%	(72)	36%	(161)	18%	(81)	17%	(74)	444
Educ: Post-grad	21%	(51)	21%	(51)	33%	(80)	10%	(25)	15%	(37)	244
Income: Under 50k	5%	(58)	11%	(123)	55%	(613)	16%	(174)	14%	(152)	1121
Income: 50k-100k	11%	(74)	13%	(86)	38%	(259)	21%	(140)	18%	(122)	681
Income: 100k+	18%	(70)	15%	(60)	33%	(133)	14%	(56)	20%	(79)	398
Ethnicity: White	9%	(151)	12%	(205)	45%	(772)	17%	(286)	18%	(308)	1722

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**Table MCBR2\_6:** *If each of the following types of brands made public statements on social media about political division, would you have a more or less favorable view of the brand, or would it have no impact?*  
*Beauty/cosmetic brands*

Demographic	Much more favorable		Somewhat more favorable		No impact		Somewhat less favorable		Much less favorable		Total N
Adults	9%	(202)	12%	(268)	46%	(1005)	17%	(370)	16%	(354)	2200
Ethnicity: Hispanic	10%	(34)	14%	(49)	47%	(164)	17%	(59)	12%	(42)	349
Ethnicity: Black	12%	(32)	14%	(38)	49%	(134)	18%	(50)	8%	(21)	274
Ethnicity: Other	9%	(19)	12%	(25)	49%	(99)	17%	(35)	12%	(25)	204
All Christian	11%	(115)	12%	(132)	39%	(418)	19%	(202)	19%	(197)	1064
All Non-Christian	20%	(29)	17%	(24)	45%	(64)	13%	(18)	5%	(8)	143
Atheist	18%	(14)	12%	(9)	49%	(39)	14%	(11)	7%	(6)	80
Agnostic/Nothing in particular	5%	(27)	11%	(57)	54%	(271)	13%	(67)	17%	(84)	506
Something Else	4%	(17)	11%	(46)	52%	(214)	18%	(72)	15%	(59)	408
Religious Non-Protestant/Catholic	19%	(31)	15%	(24)	45%	(71)	12%	(20)	8%	(12)	158
Evangelical	13%	(87)	14%	(95)	42%	(282)	15%	(100)	17%	(114)	678
Non-Evangelical	6%	(42)	10%	(76)	44%	(336)	22%	(170)	18%	(135)	760
Community: Urban	16%	(118)	18%	(133)	43%	(310)	14%	(100)	9%	(63)	725
Community: Suburban	6%	(58)	10%	(90)	46%	(430)	18%	(172)	20%	(185)	934
Community: Rural	5%	(27)	8%	(45)	49%	(265)	18%	(98)	20%	(106)	541
Employ: Private Sector	15%	(100)	15%	(97)	38%	(250)	17%	(111)	15%	(97)	654
Employ: Government	20%	(30)	18%	(27)	35%	(54)	16%	(25)	11%	(17)	153
Employ: Self-Employed	6%	(11)	14%	(25)	48%	(86)	10%	(17)	23%	(40)	178
Employ: Homemaker	5%	(6)	10%	(12)	55%	(63)	15%	(17)	15%	(18)	115
Employ: Student	10%	(13)	21%	(30)	47%	(66)	18%	(25)	4%	(5)	140
Employ: Retired	4%	(17)	7%	(33)	47%	(231)	19%	(96)	24%	(119)	496
Employ: Unemployed	5%	(16)	9%	(27)	58%	(176)	15%	(46)	13%	(39)	305
Employ: Other	6%	(10)	11%	(17)	50%	(80)	21%	(33)	11%	(18)	158
Military HH: Yes	10%	(37)	9%	(35)	41%	(157)	17%	(66)	23%	(87)	381
Military HH: No	9%	(166)	13%	(234)	47%	(848)	17%	(304)	15%	(267)	1819
RD/WT: Right Direction	16%	(87)	16%	(86)	42%	(221)	12%	(65)	13%	(71)	529
RD/WT: Wrong Track	7%	(116)	11%	(182)	47%	(785)	18%	(305)	17%	(283)	1671
Trump Job Approve	9%	(68)	11%	(84)	37%	(291)	18%	(141)	26%	(203)	787
Trump Job Disapprove	9%	(127)	13%	(179)	50%	(668)	16%	(215)	11%	(147)	1336

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**Table MCBR2\_6:** *If each of the following types of brands made public statements on social media about political division, would you have a more or less favorable view of the brand, or would it have no impact?*  
*Beauty/cosmetic brands*

Demographic	Much more favorable		Somewhat more favorable		No impact		Somewhat less favorable		Much less favorable		Total N
Adults	9%	(202)	12%	(268)	46%	(1005)	17%	(370)	16%	(354)	2200
Trump Job Strongly Approve	10%	(47)	10%	(49)	34%	(160)	17%	(83)	29%	(136)	476
Trump Job Somewhat Approve	7%	(21)	11%	(34)	42%	(131)	19%	(58)	22%	(67)	311
Trump Job Somewhat Disapprove	6%	(17)	18%	(49)	46%	(125)	18%	(49)	11%	(31)	271
Trump Job Strongly Disapprove	10%	(110)	12%	(130)	51%	(544)	16%	(166)	11%	(116)	1066
Favorable of Trump	8%	(60)	11%	(85)	38%	(301)	18%	(141)	26%	(202)	789
Unfavorable of Trump	10%	(130)	13%	(175)	49%	(648)	16%	(216)	11%	(140)	1308
Very Favorable of Trump	8%	(40)	10%	(47)	36%	(171)	17%	(78)	29%	(136)	472
Somewhat Favorable of Trump	7%	(21)	12%	(38)	41%	(130)	20%	(62)	21%	(65)	318
Somewhat Unfavorable of Trump	10%	(23)	17%	(37)	44%	(94)	17%	(36)	12%	(26)	216
Very Unfavorable of Trump	10%	(107)	13%	(138)	51%	(553)	16%	(180)	10%	(114)	1092
#1 Issue: Economy	8%	(71)	10%	(82)	43%	(373)	19%	(167)	19%	(167)	860
#1 Issue: Security	9%	(25)	12%	(35)	42%	(120)	14%	(41)	24%	(68)	289
#1 Issue: Health Care	14%	(48)	17%	(59)	51%	(179)	12%	(42)	6%	(23)	351
#1 Issue: Medicare / Social Security	5%	(14)	6%	(17)	49%	(130)	23%	(62)	17%	(45)	267
#1 Issue: Women's Issues	15%	(15)	17%	(16)	50%	(49)	10%	(10)	9%	(9)	98
#1 Issue: Education	12%	(13)	22%	(24)	38%	(43)	17%	(19)	11%	(12)	111
#1 Issue: Energy	14%	(11)	18%	(15)	35%	(29)	19%	(16)	14%	(11)	83
#1 Issue: Other	4%	(6)	13%	(19)	58%	(82)	10%	(15)	14%	(20)	141
2020 Vote: Joe Biden	14%	(142)	17%	(172)	46%	(467)	15%	(151)	9%	(93)	1024
2020 Vote: Donald Trump	5%	(33)	6%	(40)	40%	(264)	20%	(135)	29%	(195)	667
2020 Vote: Other	1%	(1)	8%	(7)	63%	(53)	17%	(14)	11%	(9)	84
2020 Vote: Didn't Vote	6%	(27)	12%	(49)	52%	(221)	16%	(69)	13%	(55)	421
2018 House Vote: Democrat	14%	(111)	17%	(129)	45%	(350)	14%	(107)	10%	(78)	774
2018 House Vote: Republican	6%	(31)	8%	(47)	34%	(192)	19%	(107)	32%	(180)	558
2016 Vote: Hillary Clinton	14%	(99)	16%	(114)	48%	(335)	13%	(90)	9%	(65)	703
2016 Vote: Donald Trump	6%	(37)	8%	(51)	37%	(242)	21%	(133)	28%	(184)	647
2016 Vote: Other	3%	(3)	11%	(9)	54%	(47)	18%	(15)	14%	(12)	87
2016 Vote: Didn't Vote	8%	(64)	12%	(94)	50%	(378)	17%	(131)	12%	(92)	759

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**Table MCBR2\_6:** *If each of the following types of brands made public statements on social media about political division, would you have a more or less favorable view of the brand, or would it have no impact?*  
*Beauty/cosmetic brands*

Demographic	Much more favorable		Somewhat more favorable		No impact		Somewhat less favorable		Much less favorable		Total N
Adults	9%	(202)	12%	(268)	46%	(1005)	17%	(370)	16%	(354)	2200
Voted in 2014: Yes	10%	(121)	12%	(141)	41%	(504)	17%	(207)	20%	(243)	1216
Voted in 2014: No	8%	(82)	13%	(128)	51%	(501)	17%	(163)	11%	(110)	984
4-Region: Northeast	13%	(51)	16%	(62)	44%	(174)	12%	(45)	16%	(61)	394
4-Region: Midwest	5%	(23)	12%	(58)	50%	(232)	17%	(79)	15%	(71)	462
4-Region: South	7%	(62)	10%	(80)	47%	(384)	19%	(159)	17%	(140)	824
4-Region: West	13%	(67)	13%	(69)	41%	(216)	17%	(87)	16%	(82)	520

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

**Table MCBR2\_7:** *If each of the following types of brands made public statements on social media about political division, would you have a more or less favorable view of the brand, or would it have no impact?*  
*Fast food/casual companies*

Demographic	Much more favorable		Somewhat more favorable		No impact		Somewhat less favorable		Much less favorable		Total N
Adults	12%	(258)	14%	(315)	41%	(911)	15%	(340)	17%	(375)	2200
Gender: Male	15%	(159)	15%	(155)	40%	(424)	14%	(151)	16%	(173)	1062
Gender: Female	9%	(100)	14%	(160)	43%	(487)	17%	(190)	18%	(202)	1138
Age: 18-34	17%	(109)	20%	(131)	40%	(263)	13%	(88)	10%	(64)	655
Age: 35-44	20%	(73)	20%	(72)	40%	(142)	11%	(39)	9%	(32)	358
Age: 45-64	8%	(58)	10%	(77)	44%	(329)	16%	(117)	23%	(170)	751
Age: 65+	4%	(18)	8%	(35)	41%	(177)	22%	(97)	25%	(110)	436
GenZers: 1997-2012	14%	(47)	19%	(64)	43%	(143)	15%	(50)	8%	(27)	331
Millennials: 1981-1996	21%	(124)	21%	(124)	37%	(223)	12%	(71)	10%	(57)	599
GenXers: 1965-1980	9%	(46)	13%	(71)	44%	(233)	13%	(71)	21%	(111)	531
Baby Boomers: 1946-1964	5%	(36)	8%	(52)	43%	(284)	18%	(120)	25%	(166)	659
PID: Dem (no lean)	17%	(153)	20%	(184)	40%	(366)	12%	(109)	11%	(100)	912
PID: Ind (no lean)	9%	(58)	11%	(69)	47%	(309)	17%	(112)	16%	(104)	652
PID: Rep (no lean)	7%	(48)	10%	(62)	37%	(236)	19%	(119)	27%	(171)	636
PID/Gender: Dem Men	22%	(94)	20%	(86)	39%	(165)	11%	(45)	8%	(33)	424
PID/Gender: Dem Women	12%	(58)	20%	(98)	41%	(201)	13%	(64)	14%	(67)	488
PID/Gender: Ind Men	11%	(33)	10%	(29)	45%	(138)	18%	(55)	17%	(51)	306
PID/Gender: Ind Women	7%	(25)	12%	(40)	49%	(171)	17%	(57)	15%	(53)	346
PID/Gender: Rep Men	9%	(31)	12%	(40)	36%	(121)	15%	(51)	27%	(89)	332
PID/Gender: Rep Women	5%	(16)	7%	(22)	38%	(115)	23%	(68)	27%	(82)	304
Ideo: Liberal (1-3)	21%	(136)	22%	(147)	34%	(224)	13%	(82)	10%	(66)	655
Ideo: Moderate (4)	8%	(54)	13%	(86)	50%	(322)	14%	(90)	14%	(92)	644
Ideo: Conservative (5-7)	8%	(51)	7%	(49)	36%	(242)	20%	(132)	29%	(189)	663
Educ: < College	10%	(144)	12%	(179)	46%	(690)	16%	(239)	17%	(261)	1512
Educ: Bachelors degree	14%	(61)	17%	(75)	35%	(155)	17%	(75)	17%	(77)	444
Educ: Post-grad	22%	(53)	25%	(61)	27%	(66)	11%	(26)	16%	(38)	244
Income: Under 50k	9%	(105)	13%	(143)	49%	(548)	14%	(155)	15%	(171)	1121
Income: 50k-100k	13%	(85)	14%	(94)	37%	(251)	19%	(129)	18%	(121)	681
Income: 100k+	17%	(68)	20%	(78)	28%	(112)	14%	(56)	21%	(84)	398
Ethnicity: White	11%	(183)	13%	(217)	41%	(713)	17%	(284)	19%	(324)	1722

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**Table MCBR2\_7:** *If each of the following types of brands made public statements on social media about political division, would you have a more or less favorable view of the brand, or would it have no impact?*  
*Fast food/casual companies*

Demographic	Much more favorable		Somewhat more favorable		No impact		Somewhat less favorable		Much less favorable		Total N
Adults	12%	(258)	14%	(315)	41%	(911)	15%	(340)	17%	(375)	2200
Ethnicity: Hispanic	19%	(65)	16%	(56)	42%	(146)	11%	(38)	13%	(44)	349
Ethnicity: Black	20%	(54)	22%	(60)	40%	(110)	9%	(26)	9%	(24)	274
Ethnicity: Other	10%	(21)	19%	(38)	43%	(88)	15%	(30)	13%	(27)	204
All Christian	13%	(140)	14%	(148)	37%	(396)	17%	(182)	19%	(198)	1064
All Non-Christian	18%	(26)	21%	(30)	43%	(61)	11%	(16)	7%	(10)	143
Atheist	14%	(11)	24%	(19)	35%	(28)	19%	(16)	7%	(6)	80
Agnostic/Nothing in particular	8%	(43)	15%	(77)	47%	(237)	11%	(58)	18%	(90)	506
Something Else	9%	(39)	10%	(41)	46%	(189)	17%	(68)	17%	(71)	408
Religious Non-Protestant/Catholic	17%	(26)	19%	(30)	43%	(68)	12%	(18)	9%	(14)	158
Evangelical	16%	(106)	15%	(102)	37%	(251)	15%	(99)	18%	(121)	678
Non-Evangelical	9%	(70)	11%	(82)	42%	(319)	19%	(147)	19%	(142)	760
Community: Urban	20%	(143)	22%	(158)	37%	(271)	10%	(76)	11%	(77)	725
Community: Suburban	7%	(70)	11%	(101)	45%	(416)	18%	(167)	19%	(180)	934
Community: Rural	8%	(45)	10%	(56)	41%	(224)	18%	(97)	22%	(119)	541
Employ: Private Sector	16%	(104)	17%	(110)	35%	(228)	16%	(104)	16%	(108)	654
Employ: Government	22%	(33)	20%	(31)	34%	(53)	14%	(21)	11%	(17)	153
Employ: Self-Employed	11%	(20)	15%	(27)	40%	(71)	12%	(22)	21%	(37)	178
Employ: Homemaker	6%	(7)	11%	(12)	52%	(60)	15%	(17)	16%	(19)	115
Employ: Student	10%	(13)	26%	(36)	45%	(63)	13%	(18)	7%	(9)	140
Employ: Retired	6%	(30)	8%	(39)	43%	(213)	18%	(91)	25%	(124)	496
Employ: Unemployed	12%	(36)	11%	(33)	52%	(158)	13%	(41)	12%	(37)	305
Employ: Other	9%	(15)	17%	(27)	41%	(66)	17%	(27)	15%	(24)	158
Military HH: Yes	12%	(46)	12%	(45)	33%	(126)	20%	(77)	23%	(88)	381
Military HH: No	12%	(212)	15%	(270)	43%	(785)	14%	(263)	16%	(288)	1819
RD/WT: Right Direction	18%	(96)	21%	(111)	37%	(194)	11%	(56)	14%	(72)	529
RD/WT: Wrong Track	10%	(162)	12%	(205)	43%	(717)	17%	(284)	18%	(304)	1671
Trump Job Approve	10%	(75)	11%	(89)	34%	(269)	18%	(141)	27%	(213)	787
Trump Job Disapprove	13%	(177)	16%	(220)	45%	(598)	14%	(185)	12%	(157)	1336

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**Table MCBR2\_7:** *If each of the following types of brands made public statements on social media about political division, would you have a more or less favorable view of the brand, or would it have no impact?*  
*Fast food/casual companies*

Demographic	Much more favorable		Somewhat more favorable		No impact		Somewhat less favorable		Much less favorable		Total N
Adults	12%	(258)	14%	(315)	41%	(911)	15%	(340)	17%	(375)	2200
Trump Job Strongly Approve	10%	(49)	9%	(41)	33%	(159)	18%	(83)	30%	(143)	476
Trump Job Somewhat Approve	8%	(26)	15%	(47)	35%	(110)	18%	(57)	23%	(70)	311
Trump Job Somewhat Disapprove	11%	(29)	20%	(55)	43%	(117)	15%	(41)	11%	(29)	271
Trump Job Strongly Disapprove	14%	(148)	15%	(165)	45%	(481)	14%	(144)	12%	(128)	1066
Favorable of Trump	10%	(78)	11%	(87)	35%	(276)	18%	(143)	26%	(207)	789
Unfavorable of Trump	13%	(171)	16%	(215)	45%	(584)	14%	(185)	12%	(153)	1308
Very Favorable of Trump	12%	(55)	8%	(40)	32%	(153)	17%	(82)	30%	(142)	472
Somewhat Favorable of Trump	7%	(23)	15%	(47)	39%	(122)	19%	(61)	20%	(65)	318
Somewhat Unfavorable of Trump	12%	(25)	19%	(41)	41%	(88)	15%	(33)	14%	(30)	216
Very Unfavorable of Trump	13%	(146)	16%	(175)	45%	(496)	14%	(152)	11%	(123)	1092
#1 Issue: Economy	10%	(87)	12%	(107)	39%	(336)	19%	(160)	20%	(171)	860
#1 Issue: Security	11%	(32)	12%	(35)	35%	(100)	15%	(44)	27%	(77)	289
#1 Issue: Health Care	16%	(57)	17%	(59)	46%	(163)	12%	(44)	8%	(29)	351
#1 Issue: Medicare / Social Security	11%	(29)	9%	(25)	44%	(118)	18%	(47)	18%	(49)	267
#1 Issue: Women's Issues	10%	(10)	26%	(25)	46%	(45)	9%	(9)	9%	(9)	98
#1 Issue: Education	17%	(19)	21%	(24)	42%	(47)	11%	(12)	9%	(10)	111
#1 Issue: Energy	15%	(12)	16%	(13)	39%	(32)	15%	(12)	15%	(13)	83
#1 Issue: Other	9%	(13)	20%	(28)	49%	(70)	9%	(12)	13%	(19)	141
2020 Vote: Joe Biden	17%	(169)	21%	(212)	40%	(413)	12%	(122)	10%	(107)	1024
2020 Vote: Donald Trump	7%	(46)	6%	(40)	37%	(245)	20%	(135)	30%	(201)	667
2020 Vote: Other	1%	(1)	10%	(8)	51%	(43)	24%	(21)	14%	(12)	84
2020 Vote: Didn't Vote	10%	(42)	13%	(54)	50%	(209)	14%	(61)	13%	(55)	421
2018 House Vote: Democrat	16%	(121)	20%	(154)	41%	(317)	12%	(90)	12%	(91)	774
2018 House Vote: Republican	8%	(43)	8%	(44)	32%	(179)	20%	(113)	32%	(179)	558
2016 Vote: Hillary Clinton	16%	(110)	19%	(135)	42%	(299)	12%	(82)	11%	(78)	703
2016 Vote: Donald Trump	8%	(53)	8%	(53)	34%	(218)	21%	(136)	29%	(188)	647
2016 Vote: Other	3%	(3)	15%	(13)	48%	(41)	19%	(16)	16%	(14)	87
2016 Vote: Didn't Vote	12%	(93)	15%	(112)	47%	(353)	14%	(105)	13%	(96)	759

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**Table MCBR2\_7:** *If each of the following types of brands made public statements on social media about political division, would you have a more or less favorable view of the brand, or would it have no impact?*  
*Fast food/casual companies*

Demographic	Much more favorable		Somewhat more favorable		No impact		Somewhat less favorable		Much less favorable		Total N
Adults	12%	(258)	14%	(315)	41%	(911)	15%	(340)	17%	(375)	2200
Voted in 2014: Yes	12%	(144)	14%	(170)	37%	(453)	16%	(192)	21%	(257)	1216
Voted in 2014: No	12%	(115)	15%	(145)	47%	(458)	15%	(148)	12%	(118)	984
4-Region: Northeast	14%	(57)	17%	(68)	40%	(159)	12%	(48)	16%	(61)	394
4-Region: Midwest	8%	(36)	14%	(63)	45%	(209)	16%	(74)	17%	(80)	462
4-Region: South	11%	(90)	11%	(92)	44%	(364)	16%	(134)	18%	(145)	824
4-Region: West	15%	(75)	18%	(93)	34%	(179)	16%	(84)	17%	(89)	520

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



**Table MCBR2\_8:** *If each of the following types of brands made public statements on social media about political division, would you have a more or less favorable view of the brand, or would it have no impact?*

*Fitness brands*

Demographic	Much more favorable		Somewhat more favorable		No impact		Somewhat less favorable		Much less favorable		Total N
Adults	10%	(209)	13%	(279)	46%	(1014)	16%	(353)	16%	(344)	2200
Gender: Male	13%	(139)	14%	(148)	44%	(468)	15%	(156)	14%	(151)	1062
Gender: Female	6%	(70)	12%	(131)	48%	(546)	17%	(198)	17%	(193)	1138
Age: 18-34	14%	(89)	18%	(118)	47%	(309)	14%	(93)	7%	(46)	655
Age: 35-44	16%	(59)	19%	(68)	45%	(161)	11%	(38)	9%	(31)	358
Age: 45-64	6%	(47)	9%	(64)	47%	(353)	16%	(124)	22%	(164)	751
Age: 65+	3%	(14)	7%	(29)	44%	(192)	23%	(98)	24%	(103)	436
GenZers: 1997-2012	10%	(35)	14%	(47)	53%	(176)	16%	(54)	6%	(20)	331
Millennials: 1981-1996	17%	(104)	21%	(128)	42%	(253)	11%	(67)	8%	(47)	599
GenXers: 1965-1980	9%	(45)	12%	(63)	46%	(242)	15%	(77)	20%	(104)	531
Baby Boomers: 1946-1964	3%	(19)	6%	(38)	48%	(317)	19%	(125)	24%	(160)	659
PID: Dem (no lean)	14%	(127)	18%	(160)	46%	(420)	14%	(125)	9%	(80)	912
PID: Ind (no lean)	6%	(39)	10%	(66)	51%	(329)	18%	(118)	15%	(99)	652
PID: Rep (no lean)	7%	(43)	8%	(53)	42%	(265)	17%	(109)	26%	(165)	636
PID/Gender: Dem Men	20%	(87)	19%	(81)	43%	(182)	13%	(54)	5%	(20)	424
PID/Gender: Dem Women	8%	(40)	16%	(79)	49%	(238)	15%	(71)	12%	(60)	488
PID/Gender: Ind Men	6%	(20)	12%	(36)	49%	(151)	16%	(48)	16%	(50)	306
PID/Gender: Ind Women	6%	(19)	9%	(30)	51%	(178)	20%	(70)	14%	(49)	346
PID/Gender: Rep Men	10%	(33)	9%	(31)	41%	(135)	16%	(53)	24%	(80)	332
PID/Gender: Rep Women	3%	(10)	7%	(23)	43%	(130)	18%	(56)	28%	(85)	304
Ideo: Liberal (1-3)	18%	(117)	18%	(117)	42%	(277)	12%	(81)	9%	(62)	655
Ideo: Moderate (4)	6%	(41)	12%	(78)	52%	(338)	17%	(109)	12%	(79)	644
Ideo: Conservative (5-7)	6%	(43)	9%	(57)	40%	(265)	19%	(126)	26%	(172)	663
Educ: < College	7%	(111)	9%	(142)	51%	(777)	16%	(249)	15%	(233)	1512
Educ: Bachelors degree	11%	(51)	18%	(80)	36%	(158)	18%	(82)	16%	(73)	444
Educ: Post-grad	19%	(47)	23%	(57)	33%	(80)	9%	(22)	15%	(38)	244
Income: Under 50k	7%	(83)	8%	(95)	55%	(618)	15%	(171)	14%	(154)	1121
Income: 50k-100k	9%	(64)	16%	(112)	39%	(269)	18%	(121)	17%	(114)	681
Income: 100k+	16%	(62)	18%	(72)	32%	(127)	15%	(61)	19%	(75)	398
Ethnicity: White	9%	(147)	12%	(210)	45%	(779)	17%	(287)	17%	(299)	1722

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**Table MCBR2\_8:** *If each of the following types of brands made public statements on social media about political division, would you have a more or less favorable view of the brand, or would it have no impact?*  
*Fitness brands*

Demographic	Much more favorable		Somewhat more favorable		No impact		Somewhat less favorable		Much less favorable		Total N
Adults	10%	(209)	13%	(279)	46%	(1014)	16%	(353)	16%	(344)	2200
Ethnicity: Hispanic	14%	(50)	15%	(53)	48%	(167)	12%	(43)	10%	(37)	349
Ethnicity: Black	14%	(40)	16%	(44)	49%	(133)	12%	(34)	8%	(23)	274
Ethnicity: Other	11%	(23)	12%	(25)	50%	(102)	16%	(32)	11%	(22)	204
All Christian	11%	(114)	14%	(144)	41%	(435)	17%	(182)	18%	(189)	1064
All Non-Christian	18%	(26)	21%	(30)	38%	(54)	18%	(25)	5%	(6)	143
Atheist	18%	(15)	14%	(11)	51%	(40)	11%	(9)	6%	(5)	80
Agnostic/Nothing in particular	6%	(32)	10%	(50)	54%	(274)	15%	(73)	15%	(76)	506
Something Else	5%	(22)	11%	(44)	52%	(212)	16%	(63)	16%	(67)	408
Religious Non-Protestant/Catholic	17%	(27)	19%	(30)	39%	(62)	17%	(27)	7%	(11)	158
Evangelical	12%	(84)	15%	(103)	42%	(282)	13%	(89)	18%	(120)	678
Non-Evangelical	6%	(49)	10%	(77)	46%	(351)	20%	(153)	17%	(129)	760
Community: Urban	15%	(106)	21%	(152)	44%	(318)	12%	(87)	9%	(63)	725
Community: Suburban	8%	(74)	10%	(91)	46%	(426)	19%	(174)	18%	(169)	934
Community: Rural	5%	(29)	7%	(36)	50%	(270)	17%	(93)	21%	(113)	541
Employ: Private Sector	14%	(92)	18%	(116)	39%	(257)	14%	(92)	15%	(97)	654
Employ: Government	17%	(27)	20%	(31)	37%	(57)	15%	(23)	11%	(16)	153
Employ: Self-Employed	11%	(20)	14%	(25)	41%	(73)	16%	(29)	17%	(30)	178
Employ: Homemaker	5%	(5)	9%	(10)	57%	(65)	16%	(18)	15%	(17)	115
Employ: Student	9%	(13)	18%	(25)	54%	(76)	14%	(20)	4%	(6)	140
Employ: Retired	4%	(18)	5%	(27)	48%	(238)	19%	(94)	24%	(118)	496
Employ: Unemployed	7%	(20)	9%	(27)	58%	(178)	15%	(47)	11%	(32)	305
Employ: Other	8%	(13)	11%	(18)	45%	(71)	19%	(30)	17%	(27)	158
Military HH: Yes	11%	(41)	10%	(37)	41%	(156)	17%	(64)	22%	(83)	381
Military HH: No	9%	(168)	13%	(242)	47%	(859)	16%	(289)	14%	(261)	1819
RD/WT: Right Direction	17%	(91)	18%	(96)	40%	(212)	12%	(62)	13%	(67)	529
RD/WT: Wrong Track	7%	(118)	11%	(183)	48%	(803)	17%	(291)	17%	(277)	1671
Trump Job Approve	7%	(58)	12%	(94)	38%	(297)	18%	(139)	25%	(200)	787
Trump Job Disapprove	11%	(145)	13%	(180)	50%	(671)	15%	(200)	11%	(141)	1336

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**Table MCBR2\_8:** *If each of the following types of brands made public statements on social media about political division, would you have a more or less favorable view of the brand, or would it have no impact?*  
*Fitness brands*

Demographic	Much more favorable		Somewhat more favorable		No impact		Somewhat less favorable		Much less favorable		Total N
Adults	10%	(209)	13%	(279)	46%	(1014)	16%	(353)	16%	(344)	2200
Trump Job Strongly Approve	9%	(45)	10%	(48)	35%	(165)	17%	(82)	29%	(136)	476
Trump Job Somewhat Approve	4%	(13)	15%	(45)	42%	(131)	18%	(57)	20%	(63)	311
Trump Job Somewhat Disapprove	10%	(26)	18%	(50)	47%	(126)	15%	(41)	10%	(27)	271
Trump Job Strongly Disapprove	11%	(118)	12%	(130)	51%	(545)	15%	(159)	11%	(114)	1066
Favorable of Trump	8%	(63)	11%	(87)	38%	(304)	18%	(139)	25%	(197)	789
Unfavorable of Trump	10%	(136)	14%	(180)	51%	(661)	15%	(195)	10%	(136)	1308
Very Favorable of Trump	9%	(43)	9%	(42)	36%	(170)	17%	(79)	29%	(138)	472
Somewhat Favorable of Trump	6%	(20)	14%	(45)	42%	(134)	19%	(60)	19%	(59)	318
Somewhat Unfavorable of Trump	10%	(21)	14%	(31)	49%	(105)	15%	(32)	12%	(26)	216
Very Unfavorable of Trump	11%	(115)	14%	(149)	51%	(555)	15%	(163)	10%	(110)	1092
#1 Issue: Economy	7%	(61)	12%	(100)	45%	(388)	17%	(150)	19%	(161)	860
#1 Issue: Security	7%	(20)	13%	(37)	41%	(119)	16%	(45)	24%	(68)	289
#1 Issue: Health Care	13%	(47)	19%	(68)	47%	(166)	14%	(48)	6%	(22)	351
#1 Issue: Medicare / Social Security	9%	(24)	5%	(14)	47%	(125)	22%	(60)	17%	(44)	267
#1 Issue: Women's Issues	10%	(9)	15%	(15)	55%	(54)	11%	(10)	9%	(9)	98
#1 Issue: Education	18%	(20)	16%	(17)	42%	(46)	16%	(18)	9%	(10)	111
#1 Issue: Energy	15%	(13)	14%	(12)	45%	(37)	12%	(10)	13%	(11)	83
#1 Issue: Other	10%	(15)	11%	(16)	56%	(79)	9%	(13)	13%	(19)	141
2020 Vote: Joe Biden	14%	(145)	19%	(190)	46%	(468)	13%	(133)	9%	(88)	1024
2020 Vote: Donald Trump	6%	(38)	6%	(43)	39%	(263)	20%	(132)	29%	(191)	667
2020 Vote: Other	3%	(2)	8%	(7)	59%	(50)	18%	(15)	12%	(10)	84
2020 Vote: Didn't Vote	6%	(24)	9%	(39)	55%	(233)	17%	(73)	12%	(53)	421
2018 House Vote: Democrat	14%	(110)	18%	(142)	45%	(348)	13%	(98)	10%	(76)	774
2018 House Vote: Republican	7%	(37)	7%	(40)	35%	(194)	19%	(108)	32%	(178)	558
2016 Vote: Hillary Clinton	14%	(97)	18%	(127)	47%	(330)	12%	(84)	9%	(66)	703
2016 Vote: Donald Trump	7%	(45)	7%	(48)	37%	(240)	21%	(135)	28%	(180)	647
2016 Vote: Other	2%	(2)	10%	(8)	57%	(49)	15%	(13)	16%	(14)	87
2016 Vote: Didn't Vote	9%	(66)	13%	(96)	52%	(392)	16%	(121)	11%	(85)	759

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**Table MCBR2\_8:** *If each of the following types of brands made public statements on social media about political division, would you have a more or less favorable view of the brand, or would it have no impact?*  
*Fitness brands*

Demographic	Much more favorable		Somewhat more favorable		No impact		Somewhat less favorable		Much less favorable		Total N
Adults	10%	(209)	13%	(279)	46%	(1014)	16%	(353)	16%	(344)	2200
Voted in 2014: Yes	10%	(127)	13%	(153)	42%	(508)	16%	(190)	20%	(238)	1216
Voted in 2014: No	8%	(82)	13%	(127)	52%	(507)	17%	(163)	11%	(105)	984
4-Region: Northeast	14%	(54)	17%	(68)	42%	(165)	12%	(47)	15%	(60)	394
4-Region: Midwest	6%	(28)	10%	(48)	49%	(227)	19%	(88)	15%	(71)	462
4-Region: South	7%	(61)	10%	(86)	49%	(402)	17%	(139)	17%	(136)	824
4-Region: West	13%	(66)	15%	(78)	42%	(220)	15%	(79)	15%	(77)	520

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

**Table MCBR2\_9:** *If each of the following types of brands made public statements on social media about political division, would you have a more or less favorable view of the brand, or would it have no impact?*

*Food delivery companies*

Demographic	Much more favorable		Somewhat more favorable		No impact		Somewhat less favorable		Much less favorable		Total N
Adults	11%	(246)	14%	(311)	43%	(944)	15%	(329)	17%	(370)	2200
Gender: Male	15%	(157)	16%	(165)	40%	(425)	14%	(149)	16%	(166)	1062
Gender: Female	8%	(90)	13%	(146)	46%	(519)	16%	(180)	18%	(204)	1138
Age: 18-34	17%	(115)	19%	(125)	41%	(271)	12%	(80)	10%	(64)	655
Age: 35-44	19%	(68)	18%	(65)	45%	(162)	10%	(38)	7%	(26)	358
Age: 45-64	7%	(52)	11%	(79)	44%	(333)	16%	(117)	23%	(170)	751
Age: 65+	3%	(12)	9%	(41)	41%	(179)	22%	(94)	25%	(110)	436
GenZers: 1997-2012	12%	(39)	21%	(68)	44%	(147)	12%	(41)	11%	(36)	331
Millennials: 1981-1996	23%	(135)	18%	(108)	41%	(245)	12%	(69)	7%	(41)	599
GenXers: 1965-1980	9%	(49)	12%	(63)	45%	(238)	13%	(72)	21%	(110)	531
Baby Boomers: 1946-1964	3%	(19)	10%	(66)	44%	(290)	18%	(121)	25%	(163)	659
PID: Dem (no lean)	16%	(145)	19%	(178)	43%	(393)	11%	(102)	10%	(94)	912
PID: Ind (no lean)	8%	(51)	11%	(74)	49%	(318)	16%	(107)	16%	(102)	652
PID: Rep (no lean)	8%	(50)	9%	(59)	37%	(234)	19%	(120)	27%	(174)	636
PID/Gender: Dem Men	23%	(98)	20%	(85)	40%	(170)	10%	(44)	7%	(28)	424
PID/Gender: Dem Women	10%	(47)	19%	(93)	46%	(223)	12%	(58)	14%	(66)	488
PID/Gender: Ind Men	9%	(28)	13%	(40)	45%	(139)	16%	(49)	16%	(50)	306
PID/Gender: Ind Women	7%	(23)	10%	(34)	52%	(179)	17%	(58)	15%	(52)	346
PID/Gender: Rep Men	9%	(31)	12%	(40)	35%	(117)	17%	(56)	27%	(89)	332
PID/Gender: Rep Women	6%	(19)	6%	(19)	38%	(117)	21%	(64)	28%	(85)	304
Ideo: Liberal (1-3)	20%	(128)	20%	(132)	38%	(251)	12%	(76)	10%	(67)	655
Ideo: Moderate (4)	7%	(44)	14%	(93)	50%	(319)	15%	(95)	15%	(94)	644
Ideo: Conservative (5-7)	8%	(52)	10%	(66)	36%	(240)	19%	(125)	27%	(181)	663
Educ: < College	9%	(134)	12%	(174)	47%	(716)	15%	(230)	17%	(258)	1512
Educ: Bachelors degree	14%	(62)	18%	(81)	35%	(154)	16%	(71)	17%	(76)	444
Educ: Post-grad	20%	(50)	23%	(56)	31%	(75)	11%	(28)	15%	(36)	244
Income: Under 50k	9%	(105)	12%	(130)	50%	(561)	14%	(154)	15%	(170)	1121
Income: 50k-100k	11%	(77)	15%	(103)	39%	(265)	17%	(118)	17%	(118)	681
Income: 100k+	16%	(64)	20%	(78)	30%	(118)	14%	(57)	20%	(81)	398
Ethnicity: White	10%	(170)	14%	(237)	43%	(734)	15%	(264)	18%	(317)	1722

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**Table MCBR2\_9:** *If each of the following types of brands made public statements on social media about political division, would you have a more or less favorable view of the brand, or would it have no impact?*  
*Food delivery companies*

Demographic	Much more favorable		Somewhat more favorable		No impact		Somewhat less favorable		Much less favorable		Total N
Adults	11%	(246)	14%	(311)	43%	(944)	15%	(329)	17%	(370)	2200
Ethnicity: Hispanic	17%	(58)	20%	(69)	40%	(141)	11%	(39)	12%	(42)	349
Ethnicity: Black	20%	(54)	15%	(41)	46%	(126)	10%	(26)	10%	(27)	274
Ethnicity: Other	11%	(22)	16%	(33)	42%	(85)	19%	(38)	12%	(25)	204
All Christian	11%	(121)	16%	(167)	37%	(393)	17%	(177)	19%	(206)	1064
All Non-Christian	20%	(29)	19%	(27)	42%	(60)	14%	(20)	4%	(6)	143
Atheist	17%	(14)	16%	(13)	42%	(34)	14%	(11)	10%	(8)	80
Agnostic/Nothing in particular	9%	(45)	12%	(60)	52%	(263)	11%	(55)	16%	(82)	506
Something Else	9%	(37)	11%	(44)	48%	(195)	16%	(65)	16%	(67)	408
Religious Non-Protestant/Catholic	19%	(29)	19%	(29)	42%	(66)	14%	(23)	7%	(10)	158
Evangelical	14%	(94)	18%	(119)	36%	(247)	13%	(91)	19%	(127)	678
Non-Evangelical	8%	(61)	11%	(84)	43%	(329)	19%	(147)	18%	(139)	760
Community: Urban	19%	(138)	21%	(150)	41%	(296)	11%	(77)	9%	(64)	725
Community: Suburban	7%	(67)	11%	(106)	43%	(402)	18%	(165)	21%	(194)	934
Community: Rural	8%	(41)	10%	(54)	46%	(246)	16%	(87)	21%	(112)	541
Employ: Private Sector	16%	(104)	15%	(100)	38%	(251)	15%	(99)	15%	(100)	654
Employ: Government	22%	(33)	21%	(33)	31%	(47)	16%	(25)	10%	(15)	153
Employ: Self-Employed	13%	(23)	16%	(29)	40%	(71)	10%	(18)	21%	(37)	178
Employ: Homemaker	8%	(9)	9%	(10)	54%	(62)	14%	(16)	15%	(18)	115
Employ: Student	13%	(18)	28%	(40)	42%	(58)	8%	(12)	9%	(13)	140
Employ: Retired	4%	(19)	10%	(48)	44%	(216)	18%	(91)	25%	(122)	496
Employ: Unemployed	9%	(28)	8%	(26)	57%	(172)	13%	(41)	12%	(38)	305
Employ: Other	8%	(12)	16%	(26)	42%	(66)	17%	(27)	17%	(27)	158
Military HH: Yes	11%	(44)	10%	(39)	40%	(151)	16%	(62)	22%	(85)	381
Military HH: No	11%	(203)	15%	(271)	44%	(793)	15%	(267)	16%	(284)	1819
RD/WT: Right Direction	19%	(101)	19%	(99)	37%	(197)	11%	(56)	14%	(76)	529
RD/WT: Wrong Track	9%	(146)	13%	(211)	45%	(748)	16%	(273)	18%	(294)	1671
Trump Job Approve	9%	(74)	11%	(90)	35%	(272)	18%	(142)	27%	(209)	787
Trump Job Disapprove	12%	(163)	16%	(215)	47%	(627)	13%	(174)	12%	(156)	1336

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**Table MCBR2\_9:** *If each of the following types of brands made public statements on social media about political division, would you have a more or less favorable view of the brand, or would it have no impact?*  
*Food delivery companies*

Demographic	Much more favorable		Somewhat more favorable		No impact		Somewhat less favorable		Much less favorable		Total N
Adults	11%	(246)	14%	(311)	43%	(944)	15%	(329)	17%	(370)	2200
Trump Job Strongly Approve	11%	(51)	11%	(54)	32%	(150)	17%	(82)	29%	(138)	476
Trump Job Somewhat Approve	7%	(22)	12%	(36)	39%	(122)	19%	(61)	23%	(71)	311
Trump Job Somewhat Disapprove	8%	(22)	24%	(64)	40%	(108)	19%	(51)	9%	(26)	271
Trump Job Strongly Disapprove	13%	(142)	14%	(151)	49%	(519)	12%	(123)	12%	(131)	1066
Favorable of Trump	10%	(81)	12%	(93)	34%	(271)	18%	(141)	26%	(203)	789
Unfavorable of Trump	12%	(155)	16%	(206)	47%	(619)	13%	(175)	12%	(154)	1308
Very Favorable of Trump	11%	(53)	12%	(54)	31%	(147)	17%	(79)	29%	(139)	472
Somewhat Favorable of Trump	9%	(28)	12%	(39)	39%	(123)	20%	(63)	20%	(65)	318
Somewhat Unfavorable of Trump	10%	(21)	19%	(40)	43%	(92)	16%	(34)	13%	(28)	216
Very Unfavorable of Trump	12%	(133)	15%	(166)	48%	(526)	13%	(141)	12%	(126)	1092
#1 Issue: Economy	9%	(76)	11%	(99)	41%	(350)	20%	(172)	19%	(164)	860
#1 Issue: Security	9%	(27)	16%	(47)	36%	(104)	11%	(33)	27%	(78)	289
#1 Issue: Health Care	15%	(53)	18%	(62)	48%	(170)	11%	(39)	8%	(27)	351
#1 Issue: Medicare / Social Security	8%	(22)	13%	(34)	44%	(118)	18%	(47)	17%	(46)	267
#1 Issue: Women's Issues	16%	(16)	22%	(21)	46%	(45)	7%	(6)	10%	(10)	98
#1 Issue: Education	20%	(23)	21%	(23)	38%	(42)	12%	(13)	9%	(10)	111
#1 Issue: Energy	19%	(15)	10%	(8)	47%	(39)	8%	(7)	17%	(14)	83
#1 Issue: Other	10%	(14)	12%	(17)	55%	(78)	9%	(12)	14%	(20)	141
2020 Vote: Joe Biden	15%	(158)	20%	(201)	44%	(447)	11%	(118)	10%	(100)	1024
2020 Vote: Donald Trump	6%	(41)	8%	(55)	35%	(233)	21%	(139)	30%	(198)	667
2020 Vote: Other	3%	(3)	11%	(9)	56%	(47)	19%	(16)	12%	(10)	84
2020 Vote: Didn't Vote	11%	(45)	11%	(44)	51%	(215)	13%	(55)	15%	(61)	421
2018 House Vote: Democrat	15%	(116)	20%	(152)	43%	(330)	12%	(90)	11%	(86)	774
2018 House Vote: Republican	7%	(40)	8%	(43)	32%	(181)	21%	(117)	32%	(178)	558
2016 Vote: Hillary Clinton	14%	(100)	19%	(136)	44%	(312)	12%	(83)	10%	(72)	703
2016 Vote: Donald Trump	7%	(47)	9%	(58)	34%	(220)	21%	(136)	29%	(187)	647
2016 Vote: Other	2%	(2)	12%	(11)	53%	(46)	18%	(15)	15%	(13)	87
2016 Vote: Didn't Vote	13%	(96)	14%	(106)	48%	(363)	13%	(95)	13%	(99)	759

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**Table MCBR2\_9:** *If each of the following types of brands made public statements on social media about political division, would you have a more or less favorable view of the brand, or would it have no impact?*  
*Food delivery companies*

Demographic	Much more favorable		Somewhat more favorable		No impact		Somewhat less favorable		Much less favorable		Total N
Adults	11%	(246)	14%	(311)	43%	(944)	15%	(329)	17%	(370)	2200
Voted in 2014: Yes	10%	(124)	14%	(172)	39%	(480)	16%	(193)	20%	(247)	1216
Voted in 2014: No	12%	(122)	14%	(139)	47%	(464)	14%	(136)	12%	(123)	984
4-Region: Northeast	14%	(57)	15%	(60)	44%	(171)	11%	(42)	16%	(63)	394
4-Region: Midwest	7%	(32)	14%	(65)	46%	(212)	16%	(75)	17%	(78)	462
4-Region: South	9%	(73)	13%	(106)	44%	(363)	16%	(131)	18%	(151)	824
4-Region: West	16%	(84)	15%	(80)	38%	(198)	16%	(81)	15%	(77)	520

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



**Table MCBR2\_10:** *If each of the following types of brands made public statements on social media about political division, would you have a more or less favorable view of the brand, or would it have no impact?*

*Home improvement brands*

Demographic	Much more favorable		Somewhat more favorable		No impact		Somewhat less favorable		Much less favorable		Total N
Adults	9%	(206)	14%	(299)	45%	(991)	16%	(346)	16%	(358)	2200
Gender: Male	12%	(126)	15%	(155)	43%	(457)	15%	(154)	16%	(169)	1062
Gender: Female	7%	(79)	13%	(144)	47%	(534)	17%	(192)	17%	(189)	1138
Age: 18-34	12%	(81)	20%	(132)	47%	(307)	12%	(76)	9%	(60)	655
Age: 35-44	15%	(53)	20%	(71)	45%	(163)	12%	(42)	8%	(29)	358
Age: 45-64	8%	(57)	9%	(70)	45%	(334)	16%	(122)	22%	(168)	751
Age: 65+	3%	(15)	6%	(27)	43%	(187)	25%	(107)	23%	(101)	436
GenZers: 1997-2012	9%	(29)	17%	(55)	54%	(180)	12%	(39)	9%	(29)	331
Millennials: 1981-1996	16%	(97)	23%	(135)	41%	(247)	12%	(72)	8%	(48)	599
GenXers: 1965-1980	9%	(49)	12%	(63)	45%	(240)	14%	(73)	20%	(107)	531
Baby Boomers: 1946-1964	3%	(23)	7%	(45)	45%	(298)	20%	(134)	24%	(160)	659
PID: Dem (no lean)	14%	(126)	17%	(155)	47%	(426)	13%	(119)	10%	(87)	912
PID: Ind (no lean)	7%	(43)	12%	(77)	48%	(313)	17%	(111)	17%	(108)	652
PID: Rep (no lean)	6%	(37)	11%	(67)	40%	(252)	18%	(117)	26%	(163)	636
PID/Gender: Dem Men	19%	(79)	17%	(70)	46%	(196)	11%	(47)	7%	(31)	424
PID/Gender: Dem Women	10%	(46)	17%	(84)	47%	(229)	15%	(72)	11%	(56)	488
PID/Gender: Ind Men	8%	(23)	13%	(41)	45%	(138)	17%	(52)	17%	(52)	306
PID/Gender: Ind Women	6%	(20)	11%	(37)	51%	(175)	17%	(59)	16%	(56)	346
PID/Gender: Rep Men	7%	(24)	13%	(44)	37%	(123)	17%	(56)	26%	(86)	332
PID/Gender: Rep Women	4%	(13)	8%	(23)	43%	(129)	20%	(61)	25%	(77)	304
Ideo: Liberal (1-3)	18%	(116)	19%	(123)	40%	(262)	13%	(84)	11%	(71)	655
Ideo: Moderate (4)	7%	(48)	12%	(78)	52%	(335)	16%	(103)	12%	(80)	644
Ideo: Conservative (5-7)	5%	(32)	11%	(71)	38%	(253)	20%	(134)	26%	(174)	663
Educ: < College	7%	(104)	11%	(162)	50%	(761)	15%	(233)	17%	(252)	1512
Educ: Bachelors degree	11%	(50)	18%	(82)	35%	(155)	19%	(86)	16%	(71)	444
Educ: Post-grad	21%	(52)	23%	(55)	30%	(74)	11%	(28)	14%	(35)	244
Income: Under 50k	7%	(74)	10%	(115)	54%	(600)	15%	(166)	15%	(166)	1121
Income: 50k-100k	9%	(61)	17%	(115)	39%	(264)	18%	(126)	17%	(115)	681
Income: 100k+	18%	(71)	17%	(69)	32%	(127)	14%	(55)	19%	(76)	398
Ethnicity: White	8%	(145)	14%	(238)	44%	(758)	16%	(272)	18%	(309)	1722

Continued on next page

**Table MCBR2\_10:** *If each of the following types of brands made public statements on social media about political division, would you have a more or less favorable view of the brand, or would it have no impact?*  
*Home improvement brands*

Demographic	Much more favorable		Somewhat more favorable		No impact		Somewhat less favorable		Much less favorable		Total N
Adults	9%	(206)	14%	(299)	45%	(991)	16%	(346)	16%	(358)	2200
Ethnicity: Hispanic	11%	(37)	16%	(56)	49%	(172)	13%	(46)	11%	(39)	349
Ethnicity: Black	16%	(43)	13%	(37)	45%	(124)	16%	(43)	10%	(26)	274
Ethnicity: Other	9%	(18)	12%	(25)	53%	(108)	15%	(31)	11%	(22)	204
All Christian	11%	(119)	14%	(148)	38%	(408)	18%	(195)	18%	(194)	1064
All Non-Christian	11%	(16)	23%	(33)	44%	(63)	14%	(20)	8%	(11)	143
Atheist	12%	(9)	13%	(11)	55%	(44)	7%	(6)	12%	(10)	80
Agnostic/Nothing in particular	7%	(34)	13%	(63)	51%	(260)	13%	(67)	16%	(81)	506
Something Else	7%	(27)	11%	(45)	53%	(216)	14%	(59)	15%	(61)	408
Religious Non-Protestant/Catholic	11%	(17)	21%	(33)	45%	(70)	14%	(23)	10%	(15)	158
Evangelical	14%	(97)	14%	(97)	40%	(268)	15%	(100)	17%	(117)	678
Non-Evangelical	6%	(46)	12%	(89)	45%	(343)	20%	(149)	17%	(133)	760
Community: Urban	16%	(119)	20%	(142)	44%	(318)	13%	(91)	8%	(55)	725
Community: Suburban	6%	(57)	12%	(110)	45%	(417)	18%	(168)	20%	(183)	934
Community: Rural	5%	(30)	9%	(48)	47%	(257)	16%	(88)	22%	(119)	541
Employ: Private Sector	14%	(93)	16%	(108)	38%	(246)	16%	(106)	15%	(101)	654
Employ: Government	18%	(28)	22%	(34)	33%	(51)	15%	(24)	11%	(17)	153
Employ: Self-Employed	5%	(9)	18%	(32)	47%	(84)	13%	(23)	17%	(30)	178
Employ: Homemaker	4%	(5)	10%	(11)	59%	(68)	10%	(12)	16%	(19)	115
Employ: Student	11%	(15)	20%	(29)	55%	(76)	9%	(13)	5%	(7)	140
Employ: Retired	3%	(16)	8%	(37)	45%	(225)	20%	(100)	24%	(118)	496
Employ: Unemployed	8%	(26)	10%	(29)	56%	(171)	13%	(41)	13%	(38)	305
Employ: Other	9%	(14)	12%	(20)	44%	(69)	18%	(28)	18%	(28)	158
Military HH: Yes	11%	(40)	12%	(46)	36%	(135)	19%	(71)	23%	(88)	381
Military HH: No	9%	(165)	14%	(253)	47%	(855)	15%	(275)	15%	(269)	1819
RD/WT: Right Direction	16%	(86)	19%	(102)	39%	(207)	12%	(64)	13%	(69)	529
RD/WT: Wrong Track	7%	(119)	12%	(197)	47%	(784)	17%	(283)	17%	(289)	1671
Trump Job Approve	9%	(67)	12%	(93)	38%	(296)	17%	(133)	25%	(198)	787
Trump Job Disapprove	10%	(134)	15%	(203)	48%	(642)	15%	(201)	12%	(156)	1336

Continued on next page

**Table MCBR2\_10:** *If each of the following types of brands made public statements on social media about political division, would you have a more or less favorable view of the brand, or would it have no impact?*  
*Home improvement brands*

Demographic	Much more favorable		Somewhat more favorable		No impact		Somewhat less favorable		Much less favorable		Total N
Adults	9%	(206)	14%	(299)	45%	(991)	16%	(346)	16%	(358)	2200
Trump Job Strongly Approve	8%	(39)	13%	(60)	35%	(164)	17%	(80)	28%	(133)	476
Trump Job Somewhat Approve	9%	(28)	10%	(32)	42%	(132)	17%	(53)	21%	(65)	311
Trump Job Somewhat Disapprove	9%	(23)	23%	(64)	42%	(114)	14%	(38)	12%	(32)	271
Trump Job Strongly Disapprove	10%	(111)	13%	(140)	50%	(528)	15%	(162)	12%	(124)	1066
Favorable of Trump	8%	(66)	12%	(97)	37%	(295)	17%	(137)	25%	(194)	789
Unfavorable of Trump	10%	(129)	15%	(197)	48%	(634)	15%	(197)	12%	(152)	1308
Very Favorable of Trump	9%	(41)	12%	(57)	34%	(162)	17%	(79)	28%	(134)	472
Somewhat Favorable of Trump	8%	(26)	13%	(41)	42%	(133)	18%	(59)	19%	(60)	318
Somewhat Unfavorable of Trump	11%	(25)	18%	(40)	43%	(92)	14%	(29)	14%	(30)	216
Very Unfavorable of Trump	10%	(104)	14%	(157)	50%	(542)	15%	(167)	11%	(122)	1092
#1 Issue: Economy	7%	(60)	13%	(111)	43%	(369)	18%	(157)	19%	(163)	860
#1 Issue: Security	9%	(26)	13%	(36)	38%	(110)	16%	(47)	24%	(69)	289
#1 Issue: Health Care	15%	(54)	19%	(65)	49%	(172)	11%	(39)	6%	(21)	351
#1 Issue: Medicare / Social Security	5%	(15)	7%	(20)	49%	(132)	21%	(57)	17%	(44)	267
#1 Issue: Women's Issues	14%	(14)	11%	(11)	58%	(56)	8%	(7)	10%	(10)	98
#1 Issue: Education	12%	(13)	22%	(25)	38%	(42)	13%	(15)	15%	(16)	111
#1 Issue: Energy	15%	(12)	13%	(11)	41%	(34)	17%	(14)	15%	(12)	83
#1 Issue: Other	8%	(12)	15%	(21)	54%	(76)	8%	(11)	16%	(22)	141
2020 Vote: Joe Biden	14%	(141)	18%	(185)	46%	(474)	13%	(130)	9%	(95)	1024
2020 Vote: Donald Trump	4%	(30)	9%	(57)	38%	(250)	21%	(139)	29%	(191)	667
2020 Vote: Other	2%	(2)	9%	(8)	57%	(48)	20%	(17)	12%	(10)	84
2020 Vote: Didn't Vote	8%	(33)	12%	(49)	52%	(219)	14%	(58)	15%	(62)	421
2018 House Vote: Democrat	14%	(110)	18%	(142)	43%	(336)	13%	(98)	11%	(89)	774
2018 House Vote: Republican	5%	(28)	10%	(53)	33%	(184)	21%	(119)	31%	(173)	558
2016 Vote: Hillary Clinton	15%	(104)	18%	(123)	46%	(321)	13%	(88)	10%	(68)	703
2016 Vote: Donald Trump	6%	(37)	10%	(64)	34%	(221)	21%	(139)	29%	(186)	647
2016 Vote: Other	2%	(2)	13%	(11)	50%	(43)	20%	(17)	15%	(13)	87
2016 Vote: Didn't Vote	8%	(59)	13%	(101)	53%	(406)	13%	(102)	12%	(91)	759

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**Table MCBR2\_10:** *If each of the following types of brands made public statements on social media about political division, would you have a more or less favorable view of the brand, or would it have no impact?*  
*Home improvement brands*

Demographic	Much more favorable		Somewhat more favorable		No impact		Somewhat less favorable		Much less favorable		Total N
Adults	9%	(206)	14%	(299)	45%	(991)	16%	(346)	16%	(358)	2200
Voted in 2014: Yes	11%	(131)	14%	(167)	38%	(467)	18%	(213)	19%	(237)	1216
Voted in 2014: No	8%	(74)	13%	(132)	53%	(524)	14%	(134)	12%	(121)	984
4-Region: Northeast	13%	(52)	15%	(61)	44%	(172)	12%	(49)	15%	(61)	394
4-Region: Midwest	6%	(28)	14%	(67)	45%	(209)	18%	(84)	16%	(74)	462
4-Region: South	8%	(69)	10%	(86)	47%	(384)	17%	(142)	17%	(143)	824
4-Region: West	11%	(57)	17%	(86)	43%	(226)	14%	(72)	15%	(80)	520

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

**Table MCBR2\_11:** *If each of the following types of brands made public statements on social media about political division, would you have a more or less favorable view of the brand, or would it have no impact?*  
*Home-sharing companies*

Demographic	Much more favorable		Somewhat more favorable		No impact		Somewhat less favorable		Much less favorable		Total N
Adults	8%	(179)	14%	(309)	46%	(1008)	15%	(331)	17%	(372)	2200
Gender: Male	11%	(120)	15%	(160)	44%	(464)	13%	(143)	16%	(175)	1062
Gender: Female	5%	(59)	13%	(149)	48%	(544)	17%	(188)	17%	(198)	1138
Age: 18-34	10%	(63)	20%	(131)	49%	(323)	12%	(76)	9%	(61)	655
Age: 35-44	17%	(61)	18%	(66)	44%	(156)	10%	(36)	11%	(38)	358
Age: 45-64	6%	(43)	11%	(80)	45%	(337)	16%	(118)	23%	(173)	751
Age: 65+	3%	(12)	7%	(31)	44%	(192)	23%	(100)	23%	(100)	436
GenZers: 1997-2012	6%	(20)	18%	(60)	55%	(182)	12%	(40)	9%	(29)	331
Millennials: 1981-1996	16%	(94)	21%	(126)	42%	(254)	11%	(67)	10%	(58)	599
GenXers: 1965-1980	8%	(42)	12%	(62)	48%	(253)	13%	(70)	20%	(105)	531
Baby Boomers: 1946-1964	3%	(18)	8%	(56)	45%	(295)	19%	(125)	25%	(165)	659
PID: Dem (no lean)	13%	(115)	18%	(162)	47%	(425)	13%	(118)	10%	(92)	912
PID: Ind (no lean)	5%	(31)	11%	(69)	50%	(325)	18%	(116)	17%	(110)	652
PID: Rep (no lean)	5%	(33)	12%	(78)	41%	(259)	15%	(97)	27%	(169)	636
PID/Gender: Dem Men	19%	(83)	18%	(75)	43%	(184)	11%	(48)	8%	(35)	424
PID/Gender: Dem Women	7%	(32)	18%	(88)	49%	(240)	14%	(70)	12%	(57)	488
PID/Gender: Ind Men	6%	(17)	13%	(38)	47%	(144)	16%	(49)	19%	(57)	306
PID/Gender: Ind Women	4%	(14)	9%	(31)	52%	(181)	19%	(67)	15%	(53)	346
PID/Gender: Rep Men	6%	(21)	14%	(47)	41%	(136)	14%	(46)	25%	(83)	332
PID/Gender: Rep Women	4%	(12)	10%	(31)	41%	(123)	17%	(51)	29%	(87)	304
Ideo: Liberal (1-3)	14%	(94)	21%	(137)	42%	(274)	13%	(84)	10%	(66)	655
Ideo: Moderate (4)	5%	(35)	13%	(84)	52%	(334)	15%	(95)	15%	(96)	644
Ideo: Conservative (5-7)	6%	(42)	10%	(63)	39%	(257)	18%	(121)	27%	(180)	663
Educ: < College	5%	(83)	12%	(177)	50%	(763)	15%	(227)	17%	(263)	1512
Educ: Bachelors degree	11%	(49)	17%	(76)	38%	(169)	17%	(74)	17%	(76)	444
Educ: Post-grad	20%	(48)	23%	(56)	32%	(77)	12%	(30)	14%	(33)	244
Income: Under 50k	5%	(60)	11%	(118)	54%	(607)	14%	(158)	16%	(178)	1121
Income: 50k-100k	9%	(61)	16%	(109)	40%	(275)	18%	(119)	17%	(116)	681
Income: 100k+	15%	(59)	21%	(82)	32%	(126)	13%	(54)	20%	(78)	398
Ethnicity: White	8%	(139)	13%	(230)	45%	(771)	15%	(260)	19%	(322)	1722

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**Table MCBR2\_11:** *If each of the following types of brands made public statements on social media about political division, would you have a more or less favorable view of the brand, or would it have no impact?*  
*Home-sharing companies*

Demographic	Much more favorable		Somewhat more favorable		No impact		Somewhat less favorable		Much less favorable		Total N
Adults	8%	(179)	14%	(309)	46%	(1008)	15%	(331)	17%	(372)	2200
Ethnicity: Hispanic	9%	(32)	19%	(68)	48%	(167)	11%	(40)	12%	(43)	349
Ethnicity: Black	12%	(32)	17%	(47)	47%	(129)	15%	(41)	9%	(25)	274
Ethnicity: Other	4%	(9)	15%	(31)	53%	(108)	15%	(30)	13%	(26)	204
All Christian	9%	(100)	16%	(167)	39%	(414)	17%	(185)	19%	(199)	1064
All Non-Christian	18%	(26)	18%	(26)	44%	(62)	14%	(21)	5%	(8)	143
Atheist	13%	(10)	13%	(11)	54%	(43)	12%	(10)	8%	(6)	80
Agnostic/Nothing in particular	5%	(26)	13%	(63)	54%	(271)	12%	(61)	17%	(84)	506
Something Else	4%	(17)	10%	(42)	54%	(218)	13%	(55)	18%	(75)	408
Religious Non-Protestant/Catholic	17%	(27)	17%	(27)	42%	(67)	16%	(25)	8%	(12)	158
Evangelical	11%	(75)	17%	(118)	39%	(267)	14%	(93)	18%	(125)	678
Non-Evangelical	5%	(40)	11%	(85)	46%	(352)	18%	(139)	19%	(143)	760
Community: Urban	14%	(103)	21%	(152)	42%	(306)	12%	(86)	11%	(78)	725
Community: Suburban	6%	(54)	12%	(110)	46%	(433)	17%	(156)	19%	(182)	934
Community: Rural	4%	(23)	9%	(47)	50%	(269)	17%	(89)	21%	(113)	541
Employ: Private Sector	12%	(78)	20%	(128)	39%	(254)	14%	(94)	15%	(100)	654
Employ: Government	19%	(30)	19%	(30)	36%	(55)	14%	(21)	11%	(17)	153
Employ: Self-Employed	8%	(14)	19%	(33)	42%	(75)	10%	(17)	22%	(39)	178
Employ: Homemaker	5%	(6)	8%	(9)	55%	(64)	13%	(15)	19%	(21)	115
Employ: Student	10%	(13)	18%	(25)	57%	(80)	11%	(15)	4%	(6)	140
Employ: Retired	3%	(16)	6%	(30)	48%	(236)	19%	(95)	24%	(119)	496
Employ: Unemployed	4%	(12)	9%	(29)	57%	(173)	16%	(48)	14%	(43)	305
Employ: Other	7%	(10)	16%	(25)	45%	(71)	16%	(25)	17%	(27)	158
Military HH: Yes	11%	(40)	12%	(45)	37%	(140)	18%	(69)	23%	(86)	381
Military HH: No	8%	(139)	15%	(264)	48%	(868)	14%	(262)	16%	(286)	1819
RD/WT: Right Direction	14%	(74)	20%	(108)	40%	(213)	11%	(60)	14%	(74)	529
RD/WT: Wrong Track	6%	(106)	12%	(201)	48%	(795)	16%	(271)	18%	(298)	1671
Trump Job Approve	7%	(54)	13%	(98)	38%	(301)	16%	(126)	26%	(207)	787
Trump Job Disapprove	9%	(118)	15%	(206)	50%	(663)	14%	(190)	12%	(160)	1336

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**Table MCBR2\_11:** *If each of the following types of brands made public statements on social media about political division, would you have a more or less favorable view of the brand, or would it have no impact?*  
*Home-sharing companies*

Demographic	Much more favorable		Somewhat more favorable		No impact		Somewhat less favorable		Much less favorable		Total N
Adults	8%	(179)	14%	(309)	46%	(1008)	15%	(331)	17%	(372)	2200
Trump Job Strongly Approve	7%	(36)	13%	(60)	36%	(172)	14%	(68)	29%	(140)	476
Trump Job Somewhat Approve	6%	(18)	12%	(39)	41%	(129)	19%	(58)	22%	(68)	311
Trump Job Somewhat Disapprove	8%	(22)	20%	(53)	48%	(129)	14%	(37)	11%	(29)	271
Trump Job Strongly Disapprove	9%	(96)	14%	(152)	50%	(534)	14%	(152)	12%	(131)	1066
Favorable of Trump	7%	(52)	13%	(104)	38%	(298)	16%	(130)	26%	(205)	789
Unfavorable of Trump	9%	(115)	15%	(196)	50%	(656)	14%	(186)	12%	(155)	1308
Very Favorable of Trump	7%	(33)	12%	(58)	37%	(174)	14%	(65)	30%	(142)	472
Somewhat Favorable of Trump	6%	(19)	14%	(46)	39%	(125)	20%	(64)	20%	(64)	318
Somewhat Unfavorable of Trump	10%	(21)	15%	(33)	49%	(105)	13%	(28)	13%	(28)	216
Very Unfavorable of Trump	9%	(94)	15%	(163)	50%	(551)	14%	(158)	12%	(127)	1092
#1 Issue: Economy	7%	(61)	11%	(94)	45%	(390)	17%	(143)	20%	(172)	860
#1 Issue: Security	7%	(19)	14%	(40)	41%	(119)	15%	(42)	24%	(69)	289
#1 Issue: Health Care	12%	(42)	19%	(68)	49%	(172)	12%	(44)	7%	(26)	351
#1 Issue: Medicare / Social Security	6%	(16)	9%	(24)	44%	(117)	23%	(62)	18%	(48)	267
#1 Issue: Women's Issues	6%	(6)	26%	(26)	53%	(52)	6%	(6)	8%	(8)	98
#1 Issue: Education	12%	(14)	22%	(24)	43%	(48)	8%	(9)	15%	(17)	111
#1 Issue: Energy	12%	(10)	13%	(11)	47%	(39)	13%	(11)	15%	(13)	83
#1 Issue: Other	8%	(11)	16%	(23)	52%	(74)	10%	(14)	14%	(20)	141
2020 Vote: Joe Biden	12%	(127)	20%	(202)	46%	(469)	13%	(133)	9%	(94)	1024
2020 Vote: Donald Trump	4%	(25)	9%	(60)	39%	(258)	19%	(124)	30%	(200)	667
2020 Vote: Other	2%	(1)	1%	(1)	61%	(52)	20%	(17)	16%	(13)	84
2020 Vote: Didn't Vote	6%	(26)	11%	(47)	54%	(227)	13%	(56)	15%	(65)	421
2018 House Vote: Democrat	13%	(102)	19%	(145)	45%	(348)	12%	(96)	11%	(84)	774
2018 House Vote: Republican	5%	(27)	10%	(57)	34%	(190)	18%	(102)	33%	(182)	558
2016 Vote: Hillary Clinton	12%	(83)	19%	(132)	48%	(336)	12%	(84)	10%	(69)	703
2016 Vote: Donald Trump	6%	(37)	10%	(62)	36%	(231)	19%	(125)	30%	(191)	647
2016 Vote: Other	2%	(2)	11%	(10)	52%	(45)	20%	(18)	14%	(12)	87
2016 Vote: Didn't Vote	8%	(58)	14%	(105)	52%	(393)	14%	(104)	13%	(99)	759

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**Table MCBR2\_11:** *If each of the following types of brands made public statements on social media about political division, would you have a more or less favorable view of the brand, or would it have no impact?*  
*Home-sharing companies*

Demographic	Much more favorable		Somewhat more favorable		No impact		Somewhat less favorable		Much less favorable		Total N
Adults	8%	(179)	14%	(309)	46%	(1008)	15%	(331)	17%	(372)	2200
Voted in 2014: Yes	8%	(102)	14%	(172)	41%	(498)	16%	(195)	20%	(248)	1216
Voted in 2014: No	8%	(77)	14%	(137)	52%	(510)	14%	(135)	13%	(125)	984
4-Region: Northeast	12%	(48)	17%	(66)	42%	(164)	13%	(51)	16%	(65)	394
4-Region: Midwest	5%	(24)	13%	(58)	47%	(216)	18%	(83)	17%	(81)	462
4-Region: South	6%	(50)	12%	(96)	49%	(407)	15%	(126)	18%	(145)	824
4-Region: West	11%	(57)	17%	(88)	43%	(222)	14%	(71)	16%	(82)	520

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



**Table MCBR2\_12:** *If each of the following types of brands made public statements on social media about political division, would you have a more or less favorable view of the brand, or would it have no impact?*

*Hotels*

Demographic	Much more favorable		Somewhat more favorable		No impact		Somewhat less favorable		Much less favorable		Total N
Adults	10%	(215)	15%	(322)	44%	(957)	15%	(336)	17%	(370)	2200
Gender: Male	12%	(128)	17%	(179)	41%	(437)	15%	(155)	15%	(163)	1062
Gender: Female	8%	(87)	13%	(143)	46%	(520)	16%	(180)	18%	(207)	1138
Age: 18-34	13%	(85)	21%	(138)	43%	(285)	14%	(93)	8%	(54)	655
Age: 35-44	17%	(61)	20%	(71)	43%	(155)	11%	(41)	8%	(30)	358
Age: 45-64	7%	(53)	10%	(72)	46%	(345)	14%	(106)	23%	(175)	751
Age: 65+	4%	(16)	10%	(42)	40%	(173)	22%	(96)	25%	(110)	436
GenZers: 1997-2012	10%	(32)	18%	(61)	47%	(157)	16%	(52)	9%	(29)	331
Millennials: 1981-1996	18%	(106)	23%	(135)	40%	(239)	12%	(74)	8%	(45)	599
GenXers: 1965-1980	8%	(44)	12%	(64)	47%	(247)	12%	(63)	21%	(112)	531
Baby Boomers: 1946-1964	4%	(25)	9%	(60)	44%	(289)	17%	(115)	26%	(171)	659
PID: Dem (no lean)	16%	(142)	20%	(179)	43%	(394)	12%	(107)	10%	(89)	912
PID: Ind (no lean)	6%	(40)	11%	(69)	50%	(328)	16%	(107)	17%	(108)	652
PID: Rep (no lean)	5%	(33)	12%	(75)	37%	(234)	19%	(122)	27%	(172)	636
PID/Gender: Dem Men	21%	(91)	21%	(88)	42%	(177)	10%	(44)	6%	(24)	424
PID/Gender: Dem Women	11%	(51)	19%	(91)	45%	(217)	13%	(63)	13%	(65)	488
PID/Gender: Ind Men	5%	(15)	15%	(46)	47%	(145)	15%	(45)	18%	(54)	306
PID/Gender: Ind Women	7%	(25)	7%	(23)	53%	(183)	18%	(62)	16%	(54)	346
PID/Gender: Rep Men	7%	(22)	14%	(46)	35%	(115)	20%	(66)	25%	(84)	332
PID/Gender: Rep Women	4%	(11)	10%	(29)	39%	(120)	18%	(55)	29%	(89)	304
Ideo: Liberal (1-3)	19%	(122)	22%	(143)	37%	(241)	13%	(83)	10%	(66)	655
Ideo: Moderate (4)	7%	(42)	13%	(85)	53%	(341)	14%	(89)	14%	(87)	644
Ideo: Conservative (5-7)	6%	(38)	11%	(71)	37%	(244)	19%	(127)	28%	(183)	663
Educ: < College	7%	(113)	12%	(183)	48%	(731)	15%	(227)	17%	(257)	1512
Educ: Bachelors degree	12%	(55)	18%	(80)	34%	(151)	18%	(79)	18%	(78)	444
Educ: Post-grad	19%	(47)	24%	(59)	31%	(75)	12%	(29)	14%	(34)	244
Income: Under 50k	7%	(80)	13%	(141)	51%	(567)	14%	(162)	15%	(172)	1121
Income: 50k-100k	11%	(74)	15%	(101)	40%	(270)	17%	(114)	18%	(121)	681
Income: 100k+	15%	(62)	20%	(80)	30%	(121)	15%	(59)	19%	(77)	398
Ethnicity: White	9%	(156)	14%	(234)	43%	(746)	16%	(270)	18%	(316)	1722

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**Table MCBR2\_12:** *If each of the following types of brands made public statements on social media about political division, would you have a more or less favorable view of the brand, or would it have no impact?*  
*Hotels*

Demographic	Much more favorable		Somewhat more favorable		No impact		Somewhat less favorable		Much less favorable		Total N
Adults	10%	(215)	15%	(322)	44%	(957)	15%	(336)	17%	(370)	2200
Ethnicity: Hispanic	16%	(57)	17%	(58)	47%	(163)	10%	(34)	11%	(37)	349
Ethnicity: Black	15%	(41)	20%	(55)	42%	(116)	13%	(35)	10%	(28)	274
Ethnicity: Other	9%	(19)	16%	(33)	47%	(96)	15%	(31)	13%	(26)	204
All Christian	11%	(112)	16%	(167)	37%	(397)	18%	(193)	18%	(195)	1064
All Non-Christian	17%	(24)	24%	(35)	37%	(53)	16%	(22)	6%	(9)	143
Atheist	14%	(11)	19%	(15)	42%	(34)	17%	(14)	6%	(5)	80
Agnostic/Nothing in particular	8%	(42)	12%	(61)	53%	(266)	11%	(55)	16%	(82)	506
Something Else	6%	(26)	11%	(44)	51%	(208)	13%	(52)	19%	(78)	408
Religious Non-Protestant/Catholic	15%	(24)	23%	(36)	37%	(58)	16%	(26)	8%	(13)	158
Evangelical	13%	(88)	15%	(104)	39%	(263)	14%	(98)	18%	(125)	678
Non-Evangelical	6%	(47)	13%	(101)	43%	(329)	19%	(141)	19%	(142)	760
Community: Urban	17%	(126)	21%	(155)	41%	(295)	12%	(85)	9%	(64)	725
Community: Suburban	7%	(63)	12%	(117)	44%	(407)	18%	(164)	20%	(183)	934
Community: Rural	5%	(26)	9%	(51)	47%	(254)	16%	(87)	23%	(123)	541
Employ: Private Sector	14%	(94)	18%	(121)	37%	(243)	15%	(96)	15%	(100)	654
Employ: Government	23%	(35)	21%	(32)	31%	(48)	15%	(23)	10%	(15)	153
Employ: Self-Employed	8%	(14)	18%	(32)	43%	(76)	14%	(24)	18%	(32)	178
Employ: Homemaker	4%	(5)	11%	(12)	57%	(65)	14%	(16)	15%	(17)	115
Employ: Student	10%	(14)	26%	(36)	43%	(61)	14%	(20)	6%	(9)	140
Employ: Retired	4%	(20)	8%	(42)	44%	(218)	18%	(91)	25%	(126)	496
Employ: Unemployed	7%	(22)	10%	(32)	57%	(173)	12%	(37)	13%	(40)	305
Employ: Other	7%	(10)	10%	(16)	46%	(73)	17%	(28)	20%	(31)	158
Military HH: Yes	11%	(44)	12%	(44)	36%	(138)	16%	(62)	24%	(93)	381
Military HH: No	9%	(172)	15%	(278)	45%	(819)	15%	(273)	15%	(277)	1819
RD/WT: Right Direction	16%	(84)	21%	(109)	38%	(202)	12%	(63)	13%	(71)	529
RD/WT: Wrong Track	8%	(132)	13%	(213)	45%	(755)	16%	(272)	18%	(299)	1671
Trump Job Approve	8%	(61)	14%	(111)	34%	(264)	18%	(141)	27%	(210)	787
Trump Job Disapprove	11%	(148)	16%	(207)	48%	(644)	14%	(183)	12%	(154)	1336

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**Table MCBR2\_12:** *If each of the following types of brands made public statements on social media about political division, would you have a more or less favorable view of the brand, or would it have no impact?*  
*Hotels*

Demographic	Much more favorable		Somewhat more favorable		No impact		Somewhat less favorable		Much less favorable		Total N
Adults	10%	(215)	15%	(322)	44%	(957)	15%	(336)	17%	(370)	2200
Trump Job Strongly Approve	8%	(38)	13%	(64)	32%	(153)	17%	(82)	29%	(139)	476
Trump Job Somewhat Approve	7%	(23)	15%	(47)	36%	(111)	19%	(59)	23%	(71)	311
Trump Job Somewhat Disapprove	7%	(19)	21%	(56)	49%	(132)	14%	(38)	9%	(26)	271
Trump Job Strongly Disapprove	12%	(129)	14%	(151)	48%	(512)	14%	(145)	12%	(128)	1066
Favorable of Trump	7%	(58)	14%	(108)	35%	(279)	18%	(141)	26%	(204)	789
Unfavorable of Trump	11%	(144)	16%	(206)	48%	(622)	14%	(185)	12%	(153)	1308
Very Favorable of Trump	7%	(35)	12%	(55)	35%	(165)	16%	(78)	30%	(140)	472
Somewhat Favorable of Trump	7%	(23)	17%	(53)	36%	(114)	20%	(63)	20%	(64)	318
Somewhat Unfavorable of Trump	8%	(18)	18%	(40)	43%	(93)	17%	(36)	14%	(30)	216
Very Unfavorable of Trump	12%	(126)	15%	(166)	48%	(529)	14%	(149)	11%	(123)	1092
#1 Issue: Economy	9%	(74)	12%	(105)	42%	(363)	17%	(145)	20%	(172)	860
#1 Issue: Security	9%	(25)	13%	(39)	36%	(105)	16%	(47)	25%	(73)	289
#1 Issue: Health Care	13%	(47)	19%	(67)	48%	(169)	12%	(42)	7%	(26)	351
#1 Issue: Medicare / Social Security	8%	(21)	11%	(30)	44%	(118)	20%	(53)	17%	(46)	267
#1 Issue: Women's Issues	9%	(9)	21%	(20)	52%	(51)	9%	(9)	9%	(9)	98
#1 Issue: Education	14%	(16)	25%	(28)	37%	(41)	14%	(15)	10%	(11)	111
#1 Issue: Energy	17%	(14)	13%	(11)	39%	(33)	16%	(13)	14%	(12)	83
#1 Issue: Other	8%	(11)	16%	(22)	55%	(78)	7%	(10)	15%	(21)	141
2020 Vote: Joe Biden	15%	(153)	20%	(201)	43%	(444)	12%	(127)	10%	(100)	1024
2020 Vote: Donald Trump	4%	(27)	9%	(60)	37%	(246)	20%	(134)	30%	(199)	667
2020 Vote: Other	2%	(1)	8%	(6)	52%	(44)	25%	(21)	13%	(11)	84
2020 Vote: Didn't Vote	8%	(34)	13%	(54)	53%	(222)	12%	(52)	14%	(59)	421
2018 House Vote: Democrat	14%	(110)	19%	(151)	43%	(334)	12%	(95)	11%	(84)	774
2018 House Vote: Republican	4%	(23)	11%	(63)	32%	(179)	20%	(109)	33%	(183)	558
2016 Vote: Hillary Clinton	14%	(100)	19%	(137)	45%	(314)	12%	(84)	10%	(69)	703
2016 Vote: Donald Trump	5%	(32)	10%	(66)	36%	(230)	20%	(128)	29%	(191)	647
2016 Vote: Other	1%	(1)	14%	(12)	49%	(43)	20%	(18)	15%	(13)	87
2016 Vote: Didn't Vote	11%	(81)	14%	(104)	49%	(371)	14%	(106)	13%	(97)	759

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**Table MCBR2\_12:** *If each of the following types of brands made public statements on social media about political division, would you have a more or less favorable view of the brand, or would it have no impact?*  
*Hotels*

Demographic	Much more favorable		Somewhat more favorable		No impact		Somewhat less favorable		Much less favorable		Total N
Adults	10%	(215)	15%	(322)	44%	(957)	15%	(336)	17%	(370)	2200
Voted in 2014: Yes	9%	(115)	15%	(186)	39%	(479)	15%	(188)	20%	(248)	1216
Voted in 2014: No	10%	(100)	14%	(136)	49%	(478)	15%	(148)	12%	(122)	984
4-Region: Northeast	14%	(54)	18%	(70)	40%	(158)	11%	(45)	17%	(67)	394
4-Region: Midwest	4%	(19)	16%	(75)	48%	(220)	17%	(79)	15%	(69)	462
4-Region: South	9%	(77)	11%	(90)	45%	(374)	16%	(132)	18%	(151)	824
4-Region: West	13%	(66)	17%	(88)	39%	(204)	15%	(79)	16%	(83)	520

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

**Table MCBR2\_13:** *If each of the following types of brands made public statements on social media about political division, would you have a more or less favorable view of the brand, or would it have no impact?*

*Insurance companies*

Demographic	Much more favorable		Somewhat more favorable		No impact		Somewhat less favorable		Much less favorable		Total N
Adults	10%	(220)	15%	(321)	41%	(906)	17%	(373)	17%	(380)	2200
Gender: Male	13%	(141)	17%	(179)	39%	(413)	15%	(161)	16%	(168)	1062
Gender: Female	7%	(79)	12%	(142)	43%	(493)	19%	(213)	19%	(211)	1138
Age: 18-34	14%	(94)	18%	(119)	42%	(275)	16%	(103)	10%	(64)	655
Age: 35-44	18%	(63)	20%	(71)	40%	(143)	15%	(55)	7%	(26)	358
Age: 45-64	6%	(47)	12%	(91)	43%	(324)	16%	(117)	23%	(172)	751
Age: 65+	3%	(15)	9%	(41)	38%	(164)	23%	(99)	27%	(118)	436
GenZers: 1997-2012	11%	(38)	14%	(48)	46%	(154)	17%	(56)	11%	(36)	331
Millennials: 1981-1996	19%	(113)	21%	(128)	37%	(219)	16%	(95)	7%	(45)	599
GenXers: 1965-1980	8%	(42)	14%	(75)	44%	(234)	14%	(73)	20%	(107)	531
Baby Boomers: 1946-1964	3%	(19)	10%	(66)	42%	(276)	19%	(125)	26%	(172)	659
PID: Dem (no lean)	14%	(126)	19%	(176)	42%	(384)	13%	(120)	12%	(106)	912
PID: Ind (no lean)	9%	(56)	11%	(71)	46%	(299)	19%	(123)	16%	(103)	652
PID: Rep (no lean)	6%	(38)	12%	(74)	35%	(224)	20%	(130)	27%	(171)	636
PID/Gender: Dem Men	20%	(86)	21%	(89)	40%	(170)	11%	(47)	8%	(32)	424
PID/Gender: Dem Women	8%	(40)	18%	(87)	44%	(214)	15%	(73)	15%	(74)	488
PID/Gender: Ind Men	9%	(28)	13%	(41)	42%	(128)	19%	(57)	17%	(51)	306
PID/Gender: Ind Women	8%	(28)	9%	(30)	49%	(171)	19%	(66)	15%	(52)	346
PID/Gender: Rep Men	8%	(27)	15%	(50)	35%	(115)	17%	(56)	26%	(85)	332
PID/Gender: Rep Women	4%	(11)	8%	(24)	36%	(109)	24%	(74)	28%	(86)	304
Ideo: Liberal (1-3)	17%	(109)	23%	(151)	36%	(233)	13%	(87)	11%	(74)	655
Ideo: Moderate (4)	7%	(48)	11%	(73)	49%	(314)	18%	(114)	15%	(95)	644
Ideo: Conservative (5-7)	7%	(45)	11%	(73)	34%	(229)	20%	(131)	28%	(185)	663
Educ: < College	7%	(109)	12%	(175)	47%	(711)	17%	(250)	18%	(267)	1512
Educ: Bachelors degree	14%	(63)	18%	(80)	29%	(130)	21%	(94)	17%	(76)	444
Educ: Post-grad	19%	(47)	27%	(66)	26%	(64)	12%	(29)	15%	(37)	244
Income: Under 50k	7%	(78)	12%	(138)	50%	(562)	15%	(172)	15%	(171)	1121
Income: 50k-100k	11%	(73)	16%	(109)	34%	(233)	20%	(139)	19%	(128)	681
Income: 100k+	17%	(69)	19%	(75)	28%	(111)	16%	(62)	20%	(81)	398
Ethnicity: White	9%	(160)	14%	(246)	40%	(691)	18%	(303)	19%	(322)	1722

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**Table MCBR2\_13:** *If each of the following types of brands made public statements on social media about political division, would you have a more or less favorable view of the brand, or would it have no impact?*  
*Insurance companies*

Demographic	Much more favorable		Somewhat more favorable		No impact		Somewhat less favorable		Much less favorable		Total N
Adults	10%	(220)	15%	(321)	41%	(906)	17%	(373)	17%	(380)	2200
Ethnicity: Hispanic	14%	(48)	19%	(65)	37%	(128)	15%	(54)	16%	(54)	349
Ethnicity: Black	12%	(34)	17%	(45)	49%	(133)	11%	(31)	11%	(30)	274
Ethnicity: Other	13%	(26)	15%	(30)	40%	(82)	19%	(39)	13%	(27)	204
All Christian	10%	(111)	17%	(177)	35%	(372)	18%	(190)	20%	(214)	1064
All Non-Christian	18%	(26)	20%	(29)	42%	(61)	14%	(20)	5%	(7)	143
Atheist	14%	(11)	20%	(16)	42%	(33)	13%	(11)	11%	(9)	80
Agnostic/Nothing in particular	8%	(40)	12%	(61)	49%	(248)	14%	(73)	17%	(84)	506
Something Else	8%	(31)	9%	(39)	47%	(191)	20%	(81)	16%	(66)	408
Religious Non-Protestant/Catholic	17%	(27)	20%	(31)	42%	(66)	14%	(23)	7%	(11)	158
Evangelical	13%	(88)	16%	(106)	35%	(235)	19%	(128)	18%	(122)	678
Non-Evangelical	7%	(51)	13%	(102)	42%	(319)	18%	(136)	20%	(152)	760
Community: Urban	16%	(117)	21%	(155)	39%	(283)	14%	(101)	10%	(69)	725
Community: Suburban	8%	(72)	12%	(109)	42%	(390)	18%	(170)	21%	(193)	934
Community: Rural	6%	(31)	11%	(57)	43%	(233)	19%	(103)	22%	(117)	541
Employ: Private Sector	15%	(101)	18%	(117)	33%	(218)	18%	(120)	15%	(98)	654
Employ: Government	17%	(26)	22%	(34)	32%	(49)	19%	(29)	10%	(16)	153
Employ: Self-Employed	5%	(10)	22%	(40)	40%	(71)	11%	(20)	21%	(38)	178
Employ: Homemaker	9%	(10)	8%	(9)	57%	(65)	11%	(13)	15%	(18)	115
Employ: Student	12%	(16)	18%	(25)	48%	(67)	13%	(18)	9%	(13)	140
Employ: Retired	4%	(19)	9%	(46)	42%	(208)	19%	(94)	26%	(129)	496
Employ: Unemployed	7%	(20)	11%	(34)	52%	(157)	16%	(47)	15%	(46)	305
Employ: Other	11%	(17)	10%	(16)	45%	(70)	21%	(33)	14%	(22)	158
Military HH: Yes	11%	(41)	12%	(47)	33%	(127)	20%	(76)	24%	(91)	381
Military HH: No	10%	(179)	15%	(275)	43%	(779)	16%	(298)	16%	(289)	1819
RD/WT: Right Direction	16%	(87)	20%	(105)	35%	(186)	15%	(77)	14%	(74)	529
RD/WT: Wrong Track	8%	(133)	13%	(216)	43%	(720)	18%	(296)	18%	(305)	1671
Trump Job Approve	8%	(64)	14%	(110)	32%	(251)	20%	(155)	26%	(207)	787
Trump Job Disapprove	11%	(145)	15%	(207)	46%	(610)	15%	(206)	13%	(169)	1336

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**Table MCBR2\_13:** *If each of the following types of brands made public statements on social media about political division, would you have a more or less favorable view of the brand, or would it have no impact?*  
*Insurance companies*

Demographic	Much more favorable		Somewhat more favorable		No impact		Somewhat less favorable		Much less favorable		Total N
Adults	10%	(220)	15%	(321)	41%	(906)	17%	(373)	17%	(380)	2200
Trump Job Strongly Approve	9%	(45)	12%	(59)	30%	(142)	19%	(90)	29%	(139)	476
Trump Job Somewhat Approve	6%	(19)	17%	(52)	35%	(108)	21%	(65)	22%	(67)	311
Trump Job Somewhat Disapprove	9%	(24)	21%	(56)	41%	(110)	17%	(47)	13%	(34)	271
Trump Job Strongly Disapprove	11%	(121)	14%	(151)	47%	(501)	15%	(159)	13%	(134)	1066
Favorable of Trump	8%	(65)	14%	(112)	33%	(260)	19%	(153)	25%	(200)	789
Unfavorable of Trump	11%	(145)	15%	(200)	45%	(593)	16%	(204)	13%	(167)	1308
Very Favorable of Trump	10%	(46)	11%	(53)	31%	(148)	18%	(86)	29%	(139)	472
Somewhat Favorable of Trump	6%	(20)	18%	(58)	35%	(112)	21%	(66)	19%	(61)	318
Somewhat Unfavorable of Trump	12%	(27)	17%	(37)	42%	(90)	15%	(33)	13%	(29)	216
Very Unfavorable of Trump	11%	(118)	15%	(163)	46%	(503)	16%	(170)	13%	(138)	1092
#1 Issue: Economy	8%	(70)	13%	(110)	40%	(345)	20%	(170)	19%	(166)	860
#1 Issue: Security	10%	(28)	13%	(37)	36%	(103)	16%	(45)	27%	(77)	289
#1 Issue: Health Care	15%	(53)	20%	(71)	43%	(151)	14%	(49)	8%	(28)	351
#1 Issue: Medicare / Social Security	8%	(20)	14%	(38)	42%	(111)	17%	(46)	20%	(52)	267
#1 Issue: Women's Issues	11%	(10)	17%	(16)	53%	(52)	8%	(8)	11%	(11)	98
#1 Issue: Education	15%	(17)	14%	(16)	39%	(44)	19%	(21)	12%	(13)	111
#1 Issue: Energy	18%	(15)	14%	(12)	35%	(29)	19%	(15)	14%	(11)	83
#1 Issue: Other	5%	(7)	16%	(23)	50%	(70)	14%	(20)	15%	(21)	141
2020 Vote: Joe Biden	14%	(145)	20%	(204)	42%	(427)	13%	(130)	12%	(118)	1024
2020 Vote: Donald Trump	5%	(32)	9%	(63)	34%	(224)	23%	(152)	29%	(197)	667
2020 Vote: Other	5%	(5)	6%	(5)	51%	(43)	23%	(19)	15%	(13)	84
2020 Vote: Didn't Vote	9%	(39)	11%	(48)	50%	(212)	17%	(70)	12%	(52)	421
2018 House Vote: Democrat	15%	(114)	20%	(153)	42%	(324)	11%	(89)	12%	(95)	774
2018 House Vote: Republican	7%	(38)	9%	(51)	31%	(171)	21%	(119)	32%	(179)	558
2016 Vote: Hillary Clinton	15%	(105)	19%	(133)	42%	(299)	13%	(92)	11%	(75)	703
2016 Vote: Donald Trump	6%	(39)	10%	(66)	33%	(212)	21%	(138)	30%	(193)	647
2016 Vote: Other	2%	(2)	14%	(12)	47%	(40)	20%	(17)	17%	(15)	87
2016 Vote: Didn't Vote	10%	(74)	14%	(107)	47%	(354)	17%	(126)	13%	(97)	759

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**Table MCBR2\_13:** *If each of the following types of brands made public statements on social media about political division, would you have a more or less favorable view of the brand, or would it have no impact?*  
*Insurance companies*

Demographic	Much more favorable		Somewhat more favorable		No impact		Somewhat less favorable		Much less favorable		Total N
Adults	10%	(220)	15%	(321)	41%	(906)	17%	(373)	17%	(380)	2200
Voted in 2014: Yes	10%	(126)	15%	(185)	37%	(452)	17%	(201)	21%	(252)	1216
Voted in 2014: No	10%	(94)	14%	(136)	46%	(454)	18%	(173)	13%	(127)	984
4-Region: Northeast	14%	(56)	16%	(64)	38%	(151)	14%	(55)	17%	(68)	394
4-Region: Midwest	6%	(28)	16%	(72)	45%	(210)	16%	(76)	16%	(76)	462
4-Region: South	7%	(57)	12%	(96)	45%	(373)	18%	(145)	18%	(152)	824
4-Region: West	15%	(78)	17%	(89)	33%	(172)	19%	(98)	16%	(83)	520

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



**Table MCBR2\_14:** *If each of the following types of brands made public statements on social media about political division, would you have a more or less favorable view of the brand, or would it have no impact?*  
*Liquor/alcoholic beverage brands*

Demographic	Much more favorable		Somewhat more favorable		No impact		Somewhat less favorable		Much less favorable		Total N
Adults	9%	(187)	12%	(258)	46%	(1020)	14%	(315)	19%	(420)	2200
Gender: Male	11%	(115)	14%	(145)	44%	(465)	13%	(139)	19%	(198)	1062
Gender: Female	6%	(72)	10%	(113)	49%	(555)	15%	(176)	19%	(222)	1138
Age: 18-34	10%	(63)	17%	(112)	49%	(318)	13%	(85)	12%	(78)	655
Age: 35-44	17%	(61)	17%	(61)	44%	(157)	10%	(34)	12%	(44)	358
Age: 45-64	7%	(51)	8%	(57)	48%	(360)	14%	(106)	24%	(178)	751
Age: 65+	3%	(13)	7%	(29)	42%	(184)	21%	(90)	28%	(120)	436
GenZers: 1997-2012	5%	(17)	14%	(46)	55%	(182)	13%	(43)	13%	(43)	331
Millennials: 1981-1996	16%	(98)	20%	(119)	42%	(249)	11%	(66)	11%	(66)	599
GenXers: 1965-1980	8%	(45)	9%	(48)	49%	(259)	13%	(68)	21%	(111)	531
Baby Boomers: 1946-1964	3%	(18)	7%	(45)	46%	(305)	17%	(111)	27%	(180)	659
PID: Dem (no lean)	13%	(115)	17%	(152)	48%	(434)	11%	(101)	12%	(111)	912
PID: Ind (no lean)	6%	(39)	7%	(48)	51%	(336)	15%	(99)	20%	(130)	652
PID: Rep (no lean)	5%	(33)	9%	(59)	39%	(250)	18%	(115)	28%	(179)	636
PID/Gender: Dem Men	17%	(70)	20%	(85)	44%	(186)	10%	(43)	9%	(40)	424
PID/Gender: Dem Women	9%	(44)	14%	(66)	51%	(247)	12%	(59)	15%	(71)	488
PID/Gender: Ind Men	7%	(20)	8%	(24)	50%	(154)	13%	(41)	22%	(67)	306
PID/Gender: Ind Women	6%	(19)	7%	(24)	52%	(181)	17%	(58)	18%	(64)	346
PID/Gender: Rep Men	7%	(24)	11%	(36)	37%	(124)	17%	(55)	28%	(92)	332
PID/Gender: Rep Women	3%	(9)	8%	(23)	41%	(126)	20%	(59)	29%	(87)	304
Ideo: Liberal (1-3)	15%	(100)	18%	(121)	45%	(293)	10%	(67)	11%	(74)	655
Ideo: Moderate (4)	7%	(42)	10%	(65)	53%	(339)	14%	(91)	17%	(107)	644
Ideo: Conservative (5-7)	6%	(38)	8%	(53)	38%	(255)	19%	(124)	29%	(194)	663
Educ: < College	6%	(84)	9%	(132)	52%	(779)	14%	(211)	20%	(306)	1512
Educ: Bachelors degree	12%	(55)	15%	(65)	38%	(169)	17%	(77)	18%	(78)	444
Educ: Post-grad	20%	(48)	25%	(62)	29%	(71)	11%	(28)	15%	(35)	244
Income: Under 50k	6%	(62)	9%	(104)	53%	(594)	13%	(150)	19%	(211)	1121
Income: 50k-100k	8%	(58)	13%	(85)	43%	(294)	17%	(116)	19%	(129)	681
Income: 100k+	17%	(67)	17%	(69)	33%	(132)	12%	(49)	20%	(80)	398
Ethnicity: White	8%	(138)	12%	(206)	45%	(777)	14%	(244)	21%	(357)	1722

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**Table MCBR2\_14:** *If each of the following types of brands made public statements on social media about political division, would you have a more or less favorable view of the brand, or would it have no impact?*  
*Liquor/alcoholic beverage brands*

Demographic	Much more favorable		Somewhat more favorable		No impact		Somewhat less favorable		Much less favorable		Total N
Adults	9%	(187)	12%	(258)	46%	(1020)	14%	(315)	19%	(420)	2200
Ethnicity: Hispanic	13%	(45)	12%	(43)	51%	(178)	9%	(32)	15%	(52)	349
Ethnicity: Black	14%	(37)	11%	(32)	50%	(136)	15%	(40)	11%	(29)	274
Ethnicity: Other	6%	(12)	10%	(20)	52%	(107)	15%	(31)	16%	(33)	204
All Christian	10%	(102)	13%	(136)	40%	(426)	17%	(179)	21%	(222)	1064
All Non-Christian	16%	(23)	18%	(26)	44%	(63)	11%	(16)	10%	(14)	143
Atheist	14%	(11)	13%	(11)	51%	(40)	9%	(7)	13%	(10)	80
Agnostic/Nothing in particular	7%	(35)	10%	(49)	54%	(272)	11%	(56)	19%	(94)	506
Something Else	4%	(16)	9%	(36)	54%	(219)	14%	(57)	20%	(80)	408
Religious Non-Protestant/Catholic	15%	(24)	17%	(27)	45%	(71)	11%	(17)	12%	(19)	158
Evangelical	12%	(80)	14%	(97)	38%	(258)	15%	(99)	21%	(144)	678
Non-Evangelical	5%	(36)	9%	(71)	49%	(370)	18%	(134)	20%	(150)	760
Community: Urban	15%	(111)	18%	(129)	44%	(316)	11%	(81)	12%	(88)	725
Community: Suburban	6%	(55)	9%	(87)	48%	(446)	16%	(150)	21%	(196)	934
Community: Rural	4%	(20)	8%	(42)	48%	(258)	16%	(84)	25%	(136)	541
Employ: Private Sector	13%	(88)	16%	(106)	39%	(256)	14%	(93)	17%	(111)	654
Employ: Government	17%	(27)	20%	(31)	34%	(52)	14%	(22)	15%	(23)	153
Employ: Self-Employed	8%	(14)	16%	(29)	45%	(81)	11%	(20)	19%	(35)	178
Employ: Homemaker	4%	(5)	8%	(10)	56%	(65)	13%	(15)	18%	(21)	115
Employ: Student	7%	(9)	14%	(19)	54%	(75)	13%	(19)	12%	(17)	140
Employ: Retired	3%	(14)	7%	(33)	46%	(230)	17%	(85)	27%	(136)	496
Employ: Unemployed	5%	(17)	7%	(20)	60%	(184)	12%	(38)	15%	(46)	305
Employ: Other	9%	(14)	7%	(11)	49%	(77)	15%	(24)	20%	(32)	158
Military HH: Yes	11%	(41)	9%	(35)	38%	(145)	16%	(63)	26%	(97)	381
Military HH: No	8%	(147)	12%	(223)	48%	(874)	14%	(252)	18%	(323)	1819
RD/WT: Right Direction	15%	(79)	17%	(91)	40%	(214)	13%	(67)	15%	(78)	529
RD/WT: Wrong Track	6%	(108)	10%	(167)	48%	(806)	15%	(248)	20%	(342)	1671
Trump Job Approve	7%	(53)	11%	(88)	37%	(290)	17%	(133)	28%	(224)	787
Trump Job Disapprove	10%	(127)	12%	(167)	51%	(682)	13%	(172)	14%	(189)	1336

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**Table MCBR2\_14:** *If each of the following types of brands made public statements on social media about political division, would you have a more or less favorable view of the brand, or would it have no impact?*  
*Liquor/alcoholic beverage brands*

Demographic	Much more favorable		Somewhat more favorable		No impact		Somewhat less favorable		Much less favorable		Total N
Adults	9%	(187)	12%	(258)	46%	(1020)	14%	(315)	19%	(420)	2200
Trump Job Strongly Approve	7%	(35)	11%	(52)	36%	(170)	15%	(73)	31%	(145)	476
Trump Job Somewhat Approve	6%	(18)	11%	(36)	38%	(119)	19%	(60)	25%	(79)	311
Trump Job Somewhat Disapprove	7%	(20)	14%	(37)	52%	(141)	14%	(37)	13%	(35)	271
Trump Job Strongly Disapprove	10%	(107)	12%	(129)	51%	(541)	13%	(135)	14%	(154)	1066
Favorable of Trump	7%	(57)	11%	(85)	38%	(301)	17%	(131)	27%	(217)	789
Unfavorable of Trump	9%	(122)	13%	(171)	50%	(658)	13%	(171)	14%	(186)	1308
Very Favorable of Trump	8%	(38)	9%	(44)	36%	(168)	15%	(71)	32%	(149)	472
Somewhat Favorable of Trump	6%	(18)	13%	(40)	42%	(132)	19%	(59)	21%	(67)	318
Somewhat Unfavorable of Trump	9%	(20)	15%	(33)	43%	(92)	18%	(38)	15%	(33)	216
Very Unfavorable of Trump	9%	(102)	13%	(138)	52%	(566)	12%	(133)	14%	(153)	1092
#1 Issue: Economy	7%	(62)	9%	(75)	45%	(387)	17%	(145)	22%	(191)	860
#1 Issue: Security	7%	(21)	13%	(38)	40%	(117)	13%	(38)	26%	(75)	289
#1 Issue: Health Care	13%	(46)	14%	(50)	51%	(181)	11%	(40)	10%	(35)	351
#1 Issue: Medicare / Social Security	6%	(17)	7%	(19)	50%	(134)	18%	(48)	18%	(49)	267
#1 Issue: Women's Issues	11%	(10)	14%	(14)	52%	(50)	11%	(10)	13%	(13)	98
#1 Issue: Education	9%	(10)	25%	(28)	40%	(44)	11%	(13)	15%	(16)	111
#1 Issue: Energy	16%	(13)	12%	(10)	38%	(32)	16%	(13)	18%	(15)	83
#1 Issue: Other	6%	(9)	18%	(25)	53%	(75)	5%	(7)	18%	(26)	141
2020 Vote: Joe Biden	14%	(140)	16%	(164)	48%	(489)	11%	(111)	12%	(121)	1024
2020 Vote: Donald Trump	4%	(29)	7%	(50)	37%	(249)	19%	(129)	31%	(209)	667
2020 Vote: Other	2%	(2)	5%	(4)	54%	(46)	22%	(19)	17%	(14)	84
2020 Vote: Didn't Vote	4%	(16)	10%	(41)	56%	(235)	13%	(54)	18%	(75)	421
2018 House Vote: Democrat	14%	(112)	16%	(126)	46%	(354)	10%	(78)	14%	(105)	774
2018 House Vote: Republican	6%	(31)	9%	(49)	33%	(187)	18%	(103)	34%	(188)	558
2016 Vote: Hillary Clinton	14%	(102)	17%	(116)	48%	(335)	9%	(64)	12%	(87)	703
2016 Vote: Donald Trump	6%	(39)	8%	(49)	37%	(240)	19%	(122)	30%	(196)	647
2016 Vote: Other	1%	(1)	10%	(8)	50%	(43)	21%	(18)	19%	(16)	87
2016 Vote: Didn't Vote	6%	(45)	11%	(84)	52%	(398)	15%	(110)	16%	(121)	759

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**Table MCBR2\_14:** *If each of the following types of brands made public statements on social media about political division, would you have a more or less favorable view of the brand, or would it have no impact?*  
*Liquor/alcoholic beverage brands*

Demographic	Much more favorable		Somewhat more favorable		No impact		Somewhat less favorable		Much less favorable		Total N
Adults	9%	(187)	12%	(258)	46%	(1020)	14%	(315)	19%	(420)	2200
Voted in 2014: Yes	11%	(128)	12%	(140)	41%	(501)	15%	(180)	22%	(267)	1216
Voted in 2014: No	6%	(59)	12%	(118)	53%	(519)	14%	(135)	16%	(153)	984
4-Region: Northeast	12%	(46)	17%	(66)	43%	(169)	10%	(41)	18%	(72)	394
4-Region: Midwest	5%	(21)	12%	(55)	48%	(223)	17%	(80)	18%	(83)	462
4-Region: South	7%	(55)	8%	(65)	50%	(409)	15%	(121)	21%	(174)	824
4-Region: West	12%	(65)	14%	(72)	42%	(219)	14%	(73)	18%	(92)	520

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

**Table MCBR2\_15:** *If each of the following types of brands made public statements on social media about political division, would you have a more or less favorable view of the brand, or would it have no impact?*

*Local businesses*

Demographic	Much more favorable		Somewhat more favorable		No impact		Somewhat less favorable		Much less favorable		Total N
Adults	14%	(298)	17%	(376)	40%	(870)	15%	(329)	15%	(327)	2200
Gender: Male	17%	(175)	19%	(201)	38%	(402)	13%	(139)	14%	(145)	1062
Gender: Female	11%	(122)	15%	(175)	41%	(468)	17%	(191)	16%	(182)	1138
Age: 18-34	22%	(141)	21%	(141)	37%	(245)	13%	(87)	6%	(41)	655
Age: 35-44	23%	(81)	21%	(75)	42%	(150)	9%	(31)	6%	(21)	358
Age: 45-64	7%	(55)	14%	(108)	41%	(308)	18%	(132)	20%	(148)	751
Age: 65+	5%	(20)	12%	(52)	38%	(167)	18%	(79)	27%	(118)	436
GenZers: 1997-2012	16%	(52)	24%	(78)	38%	(128)	16%	(52)	6%	(21)	331
Millennials: 1981-1996	26%	(157)	21%	(123)	38%	(228)	10%	(59)	5%	(32)	599
GenXers: 1965-1980	10%	(51)	17%	(90)	41%	(217)	16%	(83)	17%	(91)	531
Baby Boomers: 1946-1964	5%	(32)	12%	(76)	42%	(275)	17%	(114)	25%	(162)	659
PID: Dem (no lean)	19%	(172)	22%	(198)	38%	(349)	13%	(116)	8%	(77)	912
PID: Ind (no lean)	13%	(82)	12%	(76)	46%	(298)	16%	(106)	14%	(90)	652
PID: Rep (no lean)	7%	(43)	16%	(102)	35%	(223)	17%	(107)	25%	(161)	636
PID/Gender: Dem Men	24%	(102)	23%	(97)	37%	(158)	11%	(46)	5%	(21)	424
PID/Gender: Dem Women	14%	(70)	21%	(101)	39%	(191)	14%	(71)	11%	(55)	488
PID/Gender: Ind Men	15%	(45)	13%	(39)	42%	(128)	16%	(49)	15%	(45)	306
PID/Gender: Ind Women	11%	(37)	11%	(37)	49%	(170)	17%	(58)	13%	(44)	346
PID/Gender: Rep Men	9%	(28)	20%	(66)	35%	(116)	13%	(45)	24%	(78)	332
PID/Gender: Rep Women	5%	(15)	12%	(36)	35%	(107)	21%	(62)	27%	(83)	304
Ideo: Liberal (1-3)	24%	(155)	23%	(154)	32%	(209)	12%	(80)	9%	(57)	655
Ideo: Moderate (4)	10%	(67)	16%	(106)	46%	(295)	14%	(93)	13%	(84)	644
Ideo: Conservative (5-7)	8%	(56)	13%	(86)	35%	(235)	18%	(120)	25%	(166)	663
Educ: < College	11%	(161)	15%	(226)	44%	(666)	15%	(228)	15%	(232)	1512
Educ: Bachelors degree	19%	(85)	19%	(83)	31%	(137)	17%	(77)	14%	(63)	444
Educ: Post-grad	21%	(52)	28%	(67)	28%	(67)	10%	(25)	13%	(33)	244
Income: Under 50k	11%	(121)	15%	(164)	47%	(529)	15%	(168)	12%	(140)	1121
Income: 50k-100k	14%	(94)	19%	(127)	35%	(241)	15%	(105)	17%	(114)	681
Income: 100k+	21%	(83)	21%	(85)	25%	(100)	14%	(56)	18%	(73)	398
Ethnicity: White	12%	(209)	17%	(287)	39%	(677)	15%	(265)	16%	(284)	1722

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**Table MCBR2\_15:** *If each of the following types of brands made public statements on social media about political division, would you have a more or less favorable view of the brand, or would it have no impact?*

Local businesses

Demographic	Much more favorable		Somewhat more favorable		No impact		Somewhat less favorable		Much less favorable		Total N
Adults	14%	(298)	17%	(376)	40%	(870)	15%	(329)	15%	(327)	2200
Ethnicity: Hispanic	20%	(70)	20%	(70)	36%	(125)	13%	(47)	11%	(38)	349
Ethnicity: Black	21%	(57)	19%	(52)	42%	(114)	12%	(34)	6%	(17)	274
Ethnicity: Other	16%	(32)	18%	(37)	38%	(78)	15%	(30)	13%	(27)	204
All Christian	15%	(156)	18%	(192)	33%	(348)	16%	(173)	18%	(194)	1064
All Non-Christian	20%	(29)	23%	(32)	40%	(57)	13%	(19)	4%	(6)	143
Atheist	19%	(15)	25%	(20)	38%	(30)	14%	(11)	4%	(3)	80
Agnostic/Nothing in particular	13%	(67)	14%	(71)	48%	(244)	10%	(51)	14%	(73)	506
Something Else	8%	(31)	15%	(60)	47%	(192)	18%	(75)	12%	(51)	408
Religious Non-Protestant/Catholic	19%	(29)	21%	(32)	42%	(66)	12%	(20)	6%	(10)	158
Evangelical	15%	(99)	17%	(115)	37%	(248)	15%	(104)	17%	(112)	678
Non-Evangelical	11%	(84)	17%	(128)	37%	(279)	19%	(142)	17%	(127)	760
Community: Urban	21%	(151)	22%	(163)	37%	(268)	11%	(79)	9%	(65)	725
Community: Suburban	12%	(108)	15%	(137)	39%	(368)	17%	(159)	17%	(162)	934
Community: Rural	7%	(39)	14%	(76)	43%	(234)	17%	(92)	18%	(100)	541
Employ: Private Sector	19%	(123)	20%	(128)	33%	(216)	15%	(97)	14%	(91)	654
Employ: Government	23%	(35)	27%	(42)	27%	(41)	14%	(21)	9%	(14)	153
Employ: Self-Employed	13%	(24)	20%	(36)	37%	(65)	16%	(28)	14%	(25)	178
Employ: Homemaker	8%	(10)	11%	(13)	52%	(59)	14%	(16)	15%	(17)	115
Employ: Student	20%	(28)	30%	(42)	31%	(44)	13%	(18)	6%	(8)	140
Employ: Retired	5%	(25)	11%	(54)	42%	(207)	17%	(83)	25%	(126)	496
Employ: Unemployed	11%	(34)	11%	(34)	54%	(165)	13%	(41)	10%	(31)	305
Employ: Other	12%	(20)	17%	(26)	46%	(73)	15%	(24)	10%	(15)	158
Military HH: Yes	14%	(54)	16%	(60)	35%	(132)	15%	(55)	21%	(80)	381
Military HH: No	13%	(244)	17%	(316)	41%	(738)	15%	(274)	14%	(247)	1819
RD/WT: Right Direction	19%	(101)	23%	(123)	35%	(183)	11%	(56)	12%	(66)	529
RD/WT: Wrong Track	12%	(197)	15%	(253)	41%	(687)	16%	(273)	16%	(261)	1671
Trump Job Approve	11%	(85)	15%	(121)	34%	(271)	15%	(120)	24%	(190)	787
Trump Job Disapprove	15%	(204)	18%	(247)	42%	(555)	15%	(196)	10%	(135)	1336

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**Table MCBR2\_15:** *If each of the following types of brands made public statements on social media about political division, would you have a more or less favorable view of the brand, or would it have no impact?*  
*Local businesses*

Demographic	Much more favorable		Somewhat more favorable		No impact		Somewhat less favorable		Much less favorable		Total N
Adults	14%	(298)	17%	(376)	40%	(870)	15%	(329)	15%	(327)	2200
Trump Job Strongly Approve	11%	(53)	14%	(67)	34%	(162)	14%	(65)	27%	(130)	476
Trump Job Somewhat Approve	10%	(32)	18%	(55)	35%	(109)	18%	(55)	19%	(61)	311
Trump Job Somewhat Disapprove	14%	(39)	22%	(60)	39%	(107)	15%	(42)	9%	(24)	271
Trump Job Strongly Disapprove	16%	(166)	18%	(187)	42%	(448)	14%	(154)	10%	(111)	1066
Favorable of Trump	11%	(90)	15%	(121)	34%	(270)	15%	(121)	24%	(186)	789
Unfavorable of Trump	15%	(195)	19%	(244)	42%	(543)	15%	(196)	10%	(130)	1308
Very Favorable of Trump	11%	(54)	14%	(66)	33%	(156)	14%	(66)	27%	(129)	472
Somewhat Favorable of Trump	11%	(36)	17%	(55)	36%	(115)	17%	(55)	18%	(57)	318
Somewhat Unfavorable of Trump	14%	(30)	22%	(48)	35%	(76)	16%	(36)	12%	(26)	216
Very Unfavorable of Trump	15%	(166)	18%	(196)	43%	(467)	15%	(160)	10%	(104)	1092
#1 Issue: Economy	12%	(102)	15%	(131)	40%	(343)	16%	(139)	17%	(146)	860
#1 Issue: Security	10%	(28)	16%	(47)	35%	(100)	15%	(45)	24%	(69)	289
#1 Issue: Health Care	19%	(67)	24%	(85)	40%	(141)	11%	(40)	5%	(18)	351
#1 Issue: Medicare / Social Security	8%	(22)	11%	(30)	44%	(119)	17%	(46)	19%	(50)	267
#1 Issue: Women's Issues	18%	(17)	24%	(23)	42%	(41)	7%	(7)	9%	(9)	98
#1 Issue: Education	21%	(23)	21%	(24)	33%	(36)	18%	(20)	7%	(8)	111
#1 Issue: Energy	24%	(20)	20%	(17)	24%	(20)	20%	(16)	12%	(10)	83
#1 Issue: Other	13%	(18)	13%	(19)	50%	(70)	12%	(17)	12%	(17)	141
2020 Vote: Joe Biden	20%	(203)	22%	(221)	38%	(387)	12%	(124)	9%	(90)	1024
2020 Vote: Donald Trump	5%	(33)	13%	(88)	35%	(230)	19%	(127)	28%	(188)	667
2020 Vote: Other	5%	(4)	18%	(15)	47%	(39)	22%	(18)	8%	(7)	84
2020 Vote: Didn't Vote	14%	(57)	12%	(51)	50%	(212)	14%	(60)	10%	(42)	421
2018 House Vote: Democrat	20%	(154)	21%	(164)	38%	(296)	11%	(83)	10%	(76)	774
2018 House Vote: Republican	6%	(36)	14%	(78)	31%	(173)	18%	(99)	31%	(172)	558
2016 Vote: Hillary Clinton	18%	(129)	22%	(158)	39%	(272)	11%	(78)	9%	(66)	703
2016 Vote: Donald Trump	8%	(49)	12%	(79)	34%	(219)	18%	(117)	28%	(183)	647
2016 Vote: Other	9%	(8)	13%	(11)	47%	(40)	20%	(18)	11%	(9)	87
2016 Vote: Didn't Vote	15%	(112)	17%	(126)	44%	(335)	15%	(117)	9%	(69)	759

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**Table MCBR2\_15:** *If each of the following types of brands made public statements on social media about political division, would you have a more or less favorable view of the brand, or would it have no impact?*

*Local businesses*

Demographic	Much more favorable		Somewhat more favorable		No impact		Somewhat less favorable		Much less favorable		Total N
Adults	14%	(298)	17%	(376)	40%	(870)	15%	(329)	15%	(327)	2200
Voted in 2014: Yes	13%	(159)	17%	(209)	36%	(442)	14%	(166)	20%	(239)	1216
Voted in 2014: No	14%	(139)	17%	(166)	44%	(428)	17%	(163)	9%	(88)	984
4-Region: Northeast	18%	(72)	20%	(80)	35%	(137)	12%	(48)	14%	(56)	394
4-Region: Midwest	10%	(48)	16%	(74)	43%	(199)	17%	(80)	13%	(61)	462
4-Region: South	11%	(89)	15%	(121)	42%	(345)	16%	(131)	17%	(139)	824
4-Region: West	17%	(89)	19%	(101)	36%	(189)	14%	(71)	14%	(71)	520

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



**Table MCBR2\_16:** *If each of the following types of brands made public statements on social media about political division, would you have a more or less favorable view of the brand, or would it have no impact?*  
*Media companies*

Demographic	Much more favorable		Somewhat more favorable		No impact		Somewhat less favorable		Much less favorable		Total N
Adults	12%	(254)	17%	(377)	40%	(876)	13%	(295)	18%	(399)	2200
Gender: Male	14%	(151)	20%	(216)	35%	(372)	12%	(130)	18%	(194)	1062
Gender: Female	9%	(102)	14%	(161)	44%	(505)	15%	(165)	18%	(205)	1138
Age: 18-34	16%	(102)	24%	(155)	41%	(268)	11%	(72)	9%	(58)	655
Age: 35-44	17%	(62)	23%	(81)	43%	(153)	8%	(28)	9%	(33)	358
Age: 45-64	9%	(70)	12%	(88)	39%	(296)	15%	(109)	25%	(188)	751
Age: 65+	5%	(20)	12%	(53)	36%	(159)	20%	(86)	27%	(119)	436
GenZers: 1997-2012	13%	(42)	23%	(75)	45%	(148)	12%	(38)	9%	(28)	331
Millennials: 1981-1996	18%	(110)	25%	(148)	39%	(233)	9%	(57)	9%	(51)	599
GenXers: 1965-1980	12%	(63)	13%	(71)	41%	(216)	12%	(63)	22%	(119)	531
Baby Boomers: 1946-1964	5%	(30)	12%	(77)	38%	(251)	17%	(115)	28%	(186)	659
PID: Dem (no lean)	18%	(164)	22%	(205)	39%	(358)	11%	(99)	9%	(87)	912
PID: Ind (no lean)	8%	(50)	12%	(80)	48%	(316)	15%	(96)	17%	(110)	652
PID: Rep (no lean)	6%	(40)	14%	(91)	32%	(203)	16%	(100)	32%	(202)	636
PID/Gender: Dem Men	23%	(96)	25%	(106)	36%	(151)	10%	(43)	7%	(28)	424
PID/Gender: Dem Women	14%	(68)	20%	(99)	42%	(207)	11%	(56)	12%	(58)	488
PID/Gender: Ind Men	9%	(26)	15%	(45)	44%	(135)	14%	(42)	19%	(58)	306
PID/Gender: Ind Women	7%	(24)	10%	(35)	52%	(181)	16%	(55)	15%	(52)	346
PID/Gender: Rep Men	9%	(29)	19%	(65)	26%	(86)	14%	(45)	32%	(108)	332
PID/Gender: Rep Women	4%	(11)	9%	(27)	39%	(117)	18%	(55)	31%	(95)	304
Ideo: Liberal (1-3)	22%	(147)	24%	(159)	33%	(218)	10%	(68)	10%	(63)	655
Ideo: Moderate (4)	9%	(56)	16%	(106)	45%	(287)	15%	(94)	16%	(100)	644
Ideo: Conservative (5-7)	6%	(39)	12%	(80)	35%	(229)	17%	(110)	31%	(205)	663
Educ: < College	9%	(130)	15%	(229)	45%	(679)	13%	(194)	19%	(280)	1512
Educ: Bachelors degree	16%	(71)	19%	(84)	29%	(131)	18%	(78)	18%	(79)	444
Educ: Post-grad	22%	(52)	26%	(64)	27%	(66)	10%	(23)	16%	(39)	244
Income: Under 50k	9%	(97)	14%	(162)	48%	(539)	14%	(153)	15%	(170)	1121
Income: 50k-100k	12%	(80)	20%	(136)	34%	(235)	13%	(88)	21%	(143)	681
Income: 100k+	19%	(76)	20%	(79)	26%	(103)	14%	(54)	22%	(86)	398
Ethnicity: White	9%	(161)	17%	(289)	40%	(680)	14%	(247)	20%	(344)	1722

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**Table MCBR2\_16:** *If each of the following types of brands made public statements on social media about political division, would you have a more or less favorable view of the brand, or would it have no impact?*  
*Media companies*

Demographic	Much more favorable		Somewhat more favorable		No impact		Somewhat less favorable		Much less favorable		Total N
Adults	12%	(254)	17%	(377)	40%	(876)	13%	(295)	18%	(399)	2200
Ethnicity: Hispanic	17%	(60)	23%	(81)	37%	(128)	10%	(34)	13%	(46)	349
Ethnicity: Black	23%	(63)	18%	(48)	40%	(110)	9%	(25)	10%	(28)	274
Ethnicity: Other	14%	(29)	19%	(39)	42%	(86)	11%	(23)	13%	(26)	204
All Christian	14%	(145)	17%	(177)	34%	(363)	14%	(153)	21%	(227)	1064
All Non-Christian	17%	(24)	23%	(32)	36%	(52)	17%	(24)	8%	(11)	143
Atheist	16%	(13)	25%	(20)	40%	(32)	14%	(12)	4%	(3)	80
Agnostic/Nothing in particular	9%	(45)	16%	(79)	47%	(239)	10%	(48)	19%	(94)	506
Something Else	7%	(27)	17%	(68)	47%	(190)	14%	(59)	15%	(63)	408
Religious Non-Protestant/Catholic	16%	(26)	21%	(33)	35%	(56)	16%	(24)	12%	(18)	158
Evangelical	14%	(96)	18%	(119)	35%	(239)	13%	(88)	20%	(136)	678
Non-Evangelical	9%	(71)	16%	(119)	40%	(305)	16%	(121)	19%	(144)	760
Community: Urban	19%	(135)	24%	(175)	37%	(268)	11%	(82)	9%	(66)	725
Community: Suburban	10%	(89)	14%	(129)	40%	(373)	15%	(139)	22%	(203)	934
Community: Rural	5%	(29)	13%	(72)	44%	(236)	14%	(73)	24%	(130)	541
Employ: Private Sector	17%	(113)	20%	(129)	32%	(212)	13%	(88)	17%	(113)	654
Employ: Government	18%	(28)	28%	(44)	30%	(46)	11%	(17)	12%	(19)	153
Employ: Self-Employed	12%	(21)	19%	(34)	35%	(62)	11%	(20)	23%	(41)	178
Employ: Homemaker	5%	(6)	13%	(15)	54%	(62)	10%	(11)	18%	(20)	115
Employ: Student	15%	(22)	30%	(42)	42%	(59)	8%	(11)	5%	(7)	140
Employ: Retired	5%	(23)	10%	(48)	40%	(199)	16%	(81)	29%	(145)	496
Employ: Unemployed	7%	(22)	15%	(46)	52%	(160)	15%	(44)	11%	(33)	305
Employ: Other	12%	(19)	12%	(19)	48%	(76)	15%	(23)	14%	(21)	158
Military HH: Yes	13%	(49)	14%	(54)	36%	(136)	13%	(51)	24%	(92)	381
Military HH: No	11%	(204)	18%	(323)	41%	(741)	13%	(245)	17%	(306)	1819
RD/WT: Right Direction	18%	(94)	25%	(132)	32%	(168)	11%	(57)	15%	(78)	529
RD/WT: Wrong Track	10%	(160)	15%	(245)	42%	(708)	14%	(238)	19%	(321)	1671
Trump Job Approve	9%	(68)	14%	(108)	32%	(250)	15%	(119)	31%	(241)	787
Trump Job Disapprove	14%	(181)	20%	(267)	43%	(573)	12%	(164)	11%	(151)	1336

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**Table MCBR2\_16:** *If each of the following types of brands made public statements on social media about political division, would you have a more or less favorable view of the brand, or would it have no impact?*  
*Media companies*

Demographic	Much more favorable		Somewhat more favorable		No impact		Somewhat less favorable		Much less favorable		Total N
Adults	12%	(254)	17%	(377)	40%	(876)	13%	(295)	18%	(399)	2200
Trump Job Strongly Approve	9%	(44)	14%	(64)	30%	(140)	14%	(65)	34%	(162)	476
Trump Job Somewhat Approve	8%	(24)	14%	(44)	35%	(110)	18%	(54)	25%	(79)	311
Trump Job Somewhat Disapprove	9%	(24)	29%	(78)	38%	(103)	13%	(36)	11%	(31)	271
Trump Job Strongly Disapprove	15%	(157)	18%	(189)	44%	(471)	12%	(128)	11%	(120)	1066
Favorable of Trump	9%	(71)	13%	(106)	33%	(263)	14%	(110)	30%	(239)	789
Unfavorable of Trump	13%	(172)	19%	(253)	43%	(561)	13%	(175)	11%	(147)	1308
Very Favorable of Trump	10%	(45)	12%	(55)	31%	(147)	12%	(58)	35%	(167)	472
Somewhat Favorable of Trump	8%	(25)	16%	(51)	37%	(117)	16%	(52)	23%	(72)	318
Somewhat Unfavorable of Trump	10%	(21)	25%	(54)	36%	(78)	18%	(40)	11%	(23)	216
Very Unfavorable of Trump	14%	(152)	18%	(198)	44%	(483)	12%	(135)	11%	(124)	1092
#1 Issue: Economy	9%	(81)	15%	(128)	40%	(346)	14%	(117)	22%	(187)	860
#1 Issue: Security	9%	(25)	12%	(35)	38%	(109)	16%	(45)	26%	(74)	289
#1 Issue: Health Care	16%	(58)	22%	(77)	42%	(146)	12%	(43)	8%	(28)	351
#1 Issue: Medicare / Social Security	10%	(28)	16%	(42)	38%	(102)	18%	(48)	17%	(46)	267
#1 Issue: Women's Issues	18%	(17)	18%	(18)	45%	(44)	8%	(8)	10%	(10)	98
#1 Issue: Education	13%	(14)	33%	(36)	34%	(38)	11%	(13)	9%	(10)	111
#1 Issue: Energy	17%	(14)	17%	(14)	32%	(26)	13%	(11)	21%	(17)	83
#1 Issue: Other	12%	(17)	18%	(26)	45%	(64)	7%	(9)	18%	(26)	141
2020 Vote: Joe Biden	18%	(184)	23%	(238)	38%	(393)	11%	(113)	9%	(97)	1024
2020 Vote: Donald Trump	5%	(34)	11%	(76)	32%	(211)	17%	(111)	35%	(234)	667
2020 Vote: Other	3%	(3)	6%	(5)	54%	(46)	18%	(15)	19%	(16)	84
2020 Vote: Didn't Vote	8%	(33)	14%	(58)	54%	(225)	13%	(55)	12%	(49)	421
2018 House Vote: Democrat	18%	(141)	23%	(176)	39%	(299)	10%	(78)	10%	(80)	774
2018 House Vote: Republican	7%	(41)	10%	(59)	27%	(151)	16%	(89)	39%	(218)	558
2016 Vote: Hillary Clinton	18%	(127)	21%	(151)	40%	(282)	11%	(80)	9%	(63)	703
2016 Vote: Donald Trump	7%	(46)	11%	(73)	29%	(185)	18%	(115)	35%	(228)	647
2016 Vote: Other	3%	(3)	13%	(11)	44%	(38)	17%	(14)	24%	(21)	87
2016 Vote: Didn't Vote	10%	(75)	19%	(142)	49%	(371)	11%	(85)	11%	(87)	759

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**Table MCBR2\_16:** *If each of the following types of brands made public statements on social media about political division, would you have a more or less favorable view of the brand, or would it have no impact?*  
*Media companies*

Demographic	Much more favorable		Somewhat more favorable		No impact		Somewhat less favorable		Much less favorable		Total N
Adults	12%	(254)	17%	(377)	40%	(876)	13%	(295)	18%	(399)	2200
Voted in 2014: Yes	13%	(156)	16%	(196)	34%	(417)	14%	(166)	23%	(281)	1216
Voted in 2014: No	10%	(98)	18%	(181)	47%	(459)	13%	(129)	12%	(117)	984
4-Region: Northeast	15%	(60)	19%	(76)	38%	(148)	10%	(41)	18%	(69)	394
4-Region: Midwest	7%	(33)	19%	(88)	43%	(201)	16%	(72)	15%	(68)	462
4-Region: South	10%	(85)	12%	(99)	41%	(339)	14%	(119)	22%	(181)	824
4-Region: West	14%	(75)	22%	(114)	36%	(188)	12%	(63)	15%	(80)	520

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

**Table MCBR2\_17:** *If each of the following types of brands made public statements on social media about political division, would you have a more or less favorable view of the brand, or would it have no impact?*

*Office supply brands*

Demographic	Much more favorable		Somewhat more favorable		No impact		Somewhat less favorable		Much less favorable		Total N
Adults	9%	(205)	13%	(291)	46%	(1020)	15%	(326)	16%	(358)	2200
Gender: Male	13%	(142)	14%	(148)	43%	(456)	14%	(151)	16%	(166)	1062
Gender: Female	6%	(63)	13%	(143)	50%	(564)	15%	(175)	17%	(192)	1138
Age: 18-34	12%	(79)	18%	(120)	48%	(313)	13%	(84)	9%	(60)	655
Age: 35-44	16%	(59)	20%	(70)	46%	(163)	10%	(37)	8%	(29)	358
Age: 45-64	7%	(54)	9%	(71)	47%	(352)	14%	(107)	22%	(168)	751
Age: 65+	3%	(14)	7%	(31)	44%	(192)	22%	(98)	23%	(101)	436
GenZers: 1997-2012	7%	(25)	17%	(56)	54%	(180)	11%	(37)	10%	(34)	331
Millennials: 1981-1996	18%	(106)	20%	(119)	42%	(252)	13%	(78)	7%	(44)	599
GenXers: 1965-1980	9%	(49)	13%	(68)	46%	(244)	12%	(64)	20%	(107)	531
Baby Boomers: 1946-1964	3%	(17)	7%	(45)	48%	(318)	18%	(119)	24%	(160)	659
PID: Dem (no lean)	14%	(124)	18%	(166)	47%	(427)	12%	(107)	10%	(88)	912
PID: Ind (no lean)	7%	(43)	9%	(57)	52%	(341)	17%	(110)	15%	(101)	652
PID: Rep (no lean)	6%	(38)	11%	(68)	40%	(252)	17%	(110)	27%	(169)	636
PID/Gender: Dem Men	21%	(88)	18%	(77)	42%	(179)	12%	(52)	6%	(27)	424
PID/Gender: Dem Women	7%	(36)	18%	(88)	51%	(248)	11%	(55)	12%	(61)	488
PID/Gender: Ind Men	8%	(24)	11%	(33)	49%	(150)	15%	(46)	17%	(51)	306
PID/Gender: Ind Women	5%	(19)	7%	(24)	55%	(191)	18%	(64)	14%	(50)	346
PID/Gender: Rep Men	9%	(30)	11%	(37)	38%	(126)	16%	(53)	26%	(87)	332
PID/Gender: Rep Women	3%	(8)	10%	(31)	41%	(126)	19%	(57)	27%	(82)	304
Ideo: Liberal (1-3)	18%	(115)	20%	(128)	40%	(265)	11%	(75)	11%	(71)	655
Ideo: Moderate (4)	5%	(33)	12%	(80)	55%	(355)	15%	(94)	13%	(82)	644
Ideo: Conservative (5-7)	7%	(46)	8%	(53)	40%	(265)	19%	(124)	26%	(175)	663
Educ: < College	7%	(99)	11%	(160)	52%	(783)	15%	(221)	16%	(249)	1512
Educ: Bachelors degree	13%	(59)	16%	(70)	37%	(163)	18%	(78)	17%	(73)	444
Educ: Post-grad	19%	(47)	25%	(60)	30%	(73)	11%	(28)	15%	(36)	244
Income: Under 50k	6%	(65)	11%	(120)	56%	(623)	14%	(152)	14%	(162)	1121
Income: 50k-100k	11%	(73)	14%	(97)	40%	(271)	18%	(120)	18%	(119)	681
Income: 100k+	17%	(68)	19%	(74)	32%	(126)	13%	(53)	19%	(77)	398
Ethnicity: White	9%	(153)	13%	(219)	45%	(780)	16%	(268)	18%	(302)	1722

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**Table MCBR2\_17:** *If each of the following types of brands made public statements on social media about political division, would you have a more or less favorable view of the brand, or would it have no impact?*

*Office supply brands*

Demographic	Much more favorable		Somewhat more favorable		No impact		Somewhat less favorable		Much less favorable		Total N
Adults	9%	(205)	13%	(291)	46%	(1020)	15%	(326)	16%	(358)	2200
Ethnicity: Hispanic	15%	(52)	14%	(48)	48%	(168)	11%	(38)	12%	(43)	349
Ethnicity: Black	13%	(35)	19%	(52)	49%	(135)	10%	(27)	10%	(26)	274
Ethnicity: Other	9%	(18)	10%	(21)	51%	(104)	15%	(31)	15%	(30)	204
All Christian	11%	(119)	13%	(142)	40%	(422)	18%	(187)	18%	(195)	1064
All Non-Christian	15%	(22)	23%	(33)	44%	(63)	14%	(20)	4%	(5)	143
Atheist	15%	(12)	15%	(12)	51%	(41)	8%	(6)	11%	(9)	80
Agnostic/Nothing in particular	6%	(29)	12%	(60)	55%	(277)	10%	(52)	17%	(87)	506
Something Else	6%	(23)	11%	(44)	53%	(218)	15%	(61)	15%	(62)	408
Religious Non-Protestant/Catholic	16%	(25)	21%	(33)	44%	(69)	14%	(22)	6%	(10)	158
Evangelical	15%	(100)	14%	(95)	40%	(274)	14%	(94)	17%	(114)	678
Non-Evangelical	5%	(37)	11%	(85)	46%	(352)	20%	(150)	18%	(136)	760
Community: Urban	17%	(123)	19%	(137)	44%	(319)	11%	(80)	9%	(67)	725
Community: Suburban	6%	(60)	11%	(99)	46%	(434)	17%	(159)	19%	(181)	934
Community: Rural	4%	(21)	10%	(55)	49%	(267)	16%	(87)	20%	(110)	541
Employ: Private Sector	15%	(99)	16%	(107)	38%	(248)	15%	(101)	15%	(100)	654
Employ: Government	17%	(26)	20%	(31)	36%	(55)	17%	(26)	10%	(15)	153
Employ: Self-Employed	9%	(16)	14%	(26)	43%	(77)	17%	(30)	17%	(30)	178
Employ: Homemaker	6%	(7)	13%	(15)	53%	(61)	13%	(15)	16%	(18)	115
Employ: Student	12%	(16)	19%	(27)	53%	(74)	7%	(10)	10%	(14)	140
Employ: Retired	4%	(18)	6%	(30)	49%	(243)	18%	(87)	24%	(118)	496
Employ: Unemployed	5%	(15)	13%	(39)	57%	(175)	12%	(35)	14%	(41)	305
Employ: Other	6%	(9)	11%	(17)	55%	(87)	14%	(22)	15%	(23)	158
Military HH: Yes	10%	(37)	12%	(47)	39%	(147)	18%	(67)	22%	(83)	381
Military HH: No	9%	(168)	13%	(244)	48%	(872)	14%	(259)	15%	(275)	1819
RD/WT: Right Direction	17%	(90)	19%	(102)	40%	(211)	11%	(56)	13%	(69)	529
RD/WT: Wrong Track	7%	(115)	11%	(189)	48%	(809)	16%	(270)	17%	(289)	1671
Trump Job Approve	9%	(69)	11%	(89)	37%	(295)	17%	(135)	25%	(200)	787
Trump Job Disapprove	10%	(130)	15%	(199)	51%	(675)	13%	(178)	11%	(153)	1336

Continued on next page

**Table MCBR2\_17:** *If each of the following types of brands made public statements on social media about political division, would you have a more or less favorable view of the brand, or would it have no impact?*

*Office supply brands*

Demographic	Much more favorable		Somewhat more favorable		No impact		Somewhat less favorable		Much less favorable		Total N
Adults	9%	(205)	13%	(291)	46%	(1020)	15%	(326)	16%	(358)	2200
Trump Job Strongly Approve	10%	(48)	11%	(52)	34%	(162)	16%	(78)	29%	(136)	476
Trump Job Somewhat Approve	7%	(21)	12%	(37)	43%	(133)	18%	(56)	20%	(63)	311
Trump Job Somewhat Disapprove	8%	(22)	20%	(54)	45%	(123)	16%	(43)	11%	(30)	271
Trump Job Strongly Disapprove	10%	(108)	14%	(145)	52%	(552)	13%	(136)	12%	(124)	1066
Favorable of Trump	9%	(68)	11%	(86)	39%	(304)	17%	(134)	25%	(197)	789
Unfavorable of Trump	10%	(128)	15%	(193)	50%	(657)	14%	(181)	11%	(150)	1308
Very Favorable of Trump	9%	(43)	11%	(50)	36%	(168)	16%	(78)	28%	(133)	472
Somewhat Favorable of Trump	8%	(25)	11%	(36)	43%	(136)	18%	(57)	20%	(64)	318
Somewhat Unfavorable of Trump	10%	(22)	18%	(40)	44%	(94)	14%	(31)	14%	(30)	216
Very Unfavorable of Trump	10%	(106)	14%	(153)	51%	(563)	14%	(150)	11%	(121)	1092
#1 Issue: Economy	8%	(66)	11%	(90)	46%	(392)	17%	(146)	19%	(165)	860
#1 Issue: Security	9%	(26)	13%	(37)	39%	(112)	16%	(46)	23%	(67)	289
#1 Issue: Health Care	14%	(48)	17%	(61)	51%	(180)	12%	(41)	6%	(21)	351
#1 Issue: Medicare / Social Security	8%	(21)	6%	(17)	49%	(131)	19%	(50)	18%	(48)	267
#1 Issue: Women's Issues	10%	(10)	19%	(19)	56%	(54)	6%	(6)	9%	(9)	98
#1 Issue: Education	10%	(11)	24%	(27)	34%	(38)	17%	(19)	15%	(16)	111
#1 Issue: Energy	14%	(12)	18%	(15)	43%	(36)	11%	(9)	14%	(12)	83
#1 Issue: Other	7%	(10)	18%	(25)	54%	(77)	7%	(10)	14%	(19)	141
2020 Vote: Joe Biden	14%	(143)	18%	(183)	47%	(485)	11%	(116)	10%	(98)	1024
2020 Vote: Donald Trump	5%	(32)	9%	(57)	38%	(251)	20%	(135)	29%	(193)	667
2020 Vote: Other	4%	(3)	5%	(4)	57%	(48)	21%	(17)	13%	(11)	84
2020 Vote: Didn't Vote	6%	(27)	11%	(47)	56%	(234)	14%	(57)	13%	(56)	421
2018 House Vote: Democrat	14%	(111)	18%	(142)	45%	(348)	12%	(89)	11%	(84)	774
2018 House Vote: Republican	6%	(36)	8%	(45)	34%	(191)	20%	(111)	31%	(175)	558
2016 Vote: Hillary Clinton	13%	(95)	17%	(119)	49%	(341)	12%	(82)	10%	(67)	703
2016 Vote: Donald Trump	6%	(41)	9%	(59)	35%	(228)	21%	(134)	29%	(185)	647
2016 Vote: Other	3%	(3)	9%	(8)	53%	(46)	20%	(17)	15%	(13)	87
2016 Vote: Didn't Vote	9%	(66)	13%	(102)	53%	(404)	12%	(93)	12%	(94)	759

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**Table MCBR2\_17:** *If each of the following types of brands made public statements on social media about political division, would you have a more or less favorable view of the brand, or would it have no impact?*  
*Office supply brands*

Demographic	Much more favorable		Somewhat more favorable		No impact		Somewhat less favorable		Much less favorable		Total N
Adults	9%	(205)	13%	(291)	46%	(1020)	15%	(326)	16%	(358)	2200
Voted in 2014: Yes	10%	(121)	13%	(163)	41%	(503)	15%	(188)	20%	(242)	1216
Voted in 2014: No	9%	(84)	13%	(128)	53%	(517)	14%	(138)	12%	(116)	984
4-Region: Northeast	14%	(54)	16%	(64)	43%	(169)	11%	(45)	16%	(62)	394
4-Region: Midwest	4%	(19)	15%	(67)	51%	(234)	16%	(74)	15%	(69)	462
4-Region: South	8%	(63)	10%	(84)	48%	(399)	17%	(137)	17%	(142)	824
4-Region: West	13%	(69)	15%	(76)	42%	(218)	14%	(71)	16%	(85)	520

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



**Table MCBR2\_18:** *If each of the following types of brands made public statements on social media about political division, would you have a more or less favorable view of the brand, or would it have no impact?*  
*Packaged food brands, such as potato chips*

Demographic	Much more favorable		Somewhat more favorable		No impact		Somewhat less favorable		Much less favorable		Total N
Adults	11%	(244)	14%	(316)	43%	(954)	14%	(318)	17%	(368)	2200
Gender: Male	15%	(159)	15%	(160)	41%	(439)	13%	(133)	16%	(170)	1062
Gender: Female	7%	(85)	14%	(156)	45%	(515)	16%	(184)	17%	(197)	1138
Age: 18-34	16%	(107)	19%	(124)	43%	(285)	12%	(79)	9%	(59)	655
Age: 35-44	19%	(68)	20%	(70)	43%	(154)	10%	(34)	9%	(32)	358
Age: 45-64	7%	(55)	12%	(87)	44%	(331)	15%	(111)	22%	(166)	751
Age: 65+	3%	(14)	8%	(34)	42%	(184)	21%	(93)	25%	(110)	436
GenZers: 1997-2012	15%	(49)	15%	(48)	48%	(160)	13%	(43)	9%	(31)	331
Millennials: 1981-1996	20%	(119)	23%	(135)	39%	(235)	10%	(62)	8%	(49)	599
GenXers: 1965-1980	8%	(42)	15%	(77)	44%	(234)	13%	(71)	20%	(106)	531
Baby Boomers: 1946-1964	4%	(26)	8%	(54)	45%	(297)	17%	(114)	26%	(168)	659
PID: Dem (no lean)	15%	(136)	20%	(184)	44%	(401)	11%	(99)	10%	(92)	912
PID: Ind (no lean)	9%	(57)	11%	(71)	48%	(311)	17%	(108)	16%	(106)	652
PID: Rep (no lean)	8%	(51)	10%	(61)	38%	(242)	17%	(111)	27%	(171)	636
PID/Gender: Dem Men	21%	(91)	20%	(85)	43%	(181)	9%	(39)	7%	(28)	424
PID/Gender: Dem Women	9%	(45)	20%	(99)	45%	(220)	12%	(60)	13%	(63)	488
PID/Gender: Ind Men	11%	(34)	12%	(36)	45%	(136)	15%	(47)	17%	(53)	306
PID/Gender: Ind Women	7%	(24)	10%	(35)	50%	(175)	18%	(61)	15%	(52)	346
PID/Gender: Rep Men	10%	(34)	12%	(40)	36%	(121)	14%	(48)	27%	(89)	332
PID/Gender: Rep Women	6%	(17)	7%	(22)	40%	(121)	21%	(63)	27%	(82)	304
Ideo: Liberal (1-3)	19%	(124)	22%	(143)	38%	(247)	11%	(73)	10%	(67)	655
Ideo: Moderate (4)	8%	(51)	12%	(78)	53%	(339)	13%	(85)	14%	(91)	644
Ideo: Conservative (5-7)	7%	(49)	10%	(63)	36%	(239)	19%	(129)	28%	(183)	663
Educ: < College	9%	(133)	12%	(182)	48%	(725)	14%	(217)	17%	(255)	1512
Educ: Bachelors degree	13%	(58)	17%	(76)	36%	(158)	17%	(76)	17%	(76)	444
Educ: Post-grad	22%	(53)	24%	(58)	29%	(71)	10%	(25)	15%	(37)	244
Income: Under 50k	9%	(105)	12%	(133)	51%	(567)	13%	(145)	15%	(171)	1121
Income: 50k-100k	9%	(62)	16%	(110)	40%	(275)	17%	(118)	17%	(117)	681
Income: 100k+	19%	(77)	19%	(74)	28%	(112)	14%	(56)	20%	(80)	398
Ethnicity: White	10%	(177)	13%	(232)	43%	(740)	15%	(259)	18%	(314)	1722

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**Table MCBR2\_18:** *If each of the following types of brands made public statements on social media about political division, would you have a more or less favorable view of the brand, or would it have no impact?*  
*Packaged food brands, such as potato chips*

Demographic	Much more favorable		Somewhat more favorable		No impact		Somewhat less favorable		Much less favorable		Total N
Adults	11%	(244)	14%	(316)	43%	(954)	14%	(318)	17%	(368)	2200
Ethnicity: Hispanic	18%	(63)	15%	(51)	48%	(167)	7%	(25)	12%	(43)	349
Ethnicity: Black	16%	(43)	22%	(61)	40%	(111)	12%	(32)	10%	(28)	274
Ethnicity: Other	12%	(24)	12%	(24)	50%	(103)	13%	(27)	13%	(27)	204
All Christian	13%	(134)	14%	(153)	37%	(399)	16%	(174)	19%	(205)	1064
All Non-Christian	20%	(29)	21%	(30)	42%	(59)	12%	(17)	6%	(8)	143
Atheist	16%	(12)	16%	(13)	48%	(38)	9%	(7)	11%	(9)	80
Agnostic/Nothing in particular	8%	(40)	13%	(65)	51%	(258)	13%	(64)	15%	(78)	506
Something Else	7%	(29)	14%	(55)	49%	(200)	14%	(56)	17%	(67)	408
Religious Non-Protestant/Catholic	19%	(31)	19%	(30)	43%	(67)	11%	(18)	8%	(12)	158
Evangelical	15%	(101)	16%	(111)	36%	(246)	14%	(95)	18%	(125)	678
Non-Evangelical	7%	(55)	12%	(94)	44%	(338)	17%	(132)	19%	(141)	760
Community: Urban	18%	(134)	22%	(156)	42%	(301)	10%	(70)	9%	(64)	725
Community: Suburban	8%	(79)	11%	(100)	44%	(415)	17%	(158)	20%	(183)	934
Community: Rural	6%	(32)	11%	(60)	44%	(238)	17%	(90)	22%	(121)	541
Employ: Private Sector	16%	(103)	17%	(109)	36%	(239)	15%	(100)	16%	(102)	654
Employ: Government	17%	(26)	26%	(40)	34%	(52)	13%	(20)	10%	(16)	153
Employ: Self-Employed	13%	(23)	18%	(32)	39%	(69)	10%	(18)	20%	(35)	178
Employ: Homemaker	5%	(6)	13%	(15)	54%	(63)	15%	(17)	13%	(15)	115
Employ: Student	12%	(16)	19%	(27)	50%	(70)	12%	(17)	7%	(9)	140
Employ: Retired	4%	(22)	8%	(41)	45%	(221)	18%	(91)	24%	(122)	496
Employ: Unemployed	10%	(30)	10%	(32)	56%	(171)	10%	(29)	14%	(42)	305
Employ: Other	11%	(18)	13%	(21)	44%	(69)	15%	(24)	17%	(27)	158
Military HH: Yes	13%	(49)	10%	(39)	35%	(133)	19%	(71)	23%	(88)	381
Military HH: No	11%	(195)	15%	(277)	45%	(820)	14%	(246)	15%	(280)	1819
RD/WT: Right Direction	19%	(99)	22%	(114)	36%	(188)	10%	(51)	15%	(77)	529
RD/WT: Wrong Track	9%	(145)	12%	(202)	46%	(766)	16%	(267)	17%	(291)	1671
Trump Job Approve	9%	(73)	13%	(101)	35%	(272)	17%	(134)	26%	(207)	787
Trump Job Disapprove	12%	(161)	16%	(209)	48%	(638)	13%	(173)	12%	(154)	1336

Continued on next page

**Table MCBR2\_18:** *If each of the following types of brands made public statements on social media about political division, would you have a more or less favorable view of the brand, or would it have no impact?*  
*Packaged food brands, such as potato chips*

Demographic	Much more favorable		Somewhat more favorable		No impact		Somewhat less favorable		Much less favorable		Total N
Adults	11%	(244)	14%	(316)	43%	(954)	14%	(318)	17%	(368)	2200
Trump Job Strongly Approve	11%	(53)	11%	(53)	32%	(152)	17%	(82)	29%	(136)	476
Trump Job Somewhat Approve	6%	(20)	15%	(47)	39%	(120)	17%	(52)	23%	(71)	311
Trump Job Somewhat Disapprove	10%	(26)	23%	(62)	45%	(122)	12%	(32)	11%	(29)	271
Trump Job Strongly Disapprove	13%	(135)	14%	(148)	48%	(517)	13%	(141)	12%	(126)	1066
Favorable of Trump	10%	(82)	12%	(98)	35%	(274)	17%	(134)	25%	(201)	789
Unfavorable of Trump	12%	(152)	16%	(204)	48%	(626)	13%	(171)	12%	(154)	1308
Very Favorable of Trump	13%	(62)	10%	(48)	32%	(151)	16%	(77)	29%	(135)	472
Somewhat Favorable of Trump	6%	(20)	16%	(51)	39%	(123)	18%	(57)	21%	(66)	318
Somewhat Unfavorable of Trump	11%	(23)	19%	(42)	42%	(91)	16%	(34)	12%	(26)	216
Very Unfavorable of Trump	12%	(129)	15%	(163)	49%	(535)	13%	(137)	12%	(128)	1092
#1 Issue: Economy	9%	(80)	13%	(109)	40%	(345)	18%	(153)	20%	(173)	860
#1 Issue: Security	11%	(32)	13%	(38)	38%	(108)	13%	(38)	25%	(72)	289
#1 Issue: Health Care	14%	(48)	21%	(74)	49%	(171)	11%	(37)	6%	(22)	351
#1 Issue: Medicare / Social Security	10%	(26)	9%	(24)	47%	(124)	18%	(48)	17%	(45)	267
#1 Issue: Women's Issues	19%	(18)	15%	(15)	53%	(52)	6%	(6)	7%	(7)	98
#1 Issue: Education	10%	(11)	25%	(28)	43%	(48)	9%	(10)	14%	(15)	111
#1 Issue: Energy	17%	(14)	14%	(12)	39%	(32)	15%	(12)	15%	(12)	83
#1 Issue: Other	10%	(14)	13%	(19)	52%	(74)	10%	(14)	15%	(21)	141
2020 Vote: Joe Biden	15%	(156)	20%	(201)	44%	(451)	11%	(116)	10%	(100)	1024
2020 Vote: Donald Trump	6%	(42)	8%	(53)	36%	(239)	20%	(134)	30%	(199)	667
2020 Vote: Other	1%	(1)	7%	(6)	54%	(46)	23%	(19)	14%	(12)	84
2020 Vote: Didn't Vote	11%	(45)	13%	(56)	52%	(217)	11%	(46)	14%	(57)	421
2018 House Vote: Democrat	14%	(110)	19%	(147)	44%	(342)	11%	(88)	11%	(87)	774
2018 House Vote: Republican	8%	(45)	8%	(46)	31%	(175)	20%	(109)	33%	(184)	558
2016 Vote: Hillary Clinton	14%	(101)	20%	(138)	45%	(316)	11%	(77)	10%	(70)	703
2016 Vote: Donald Trump	8%	(53)	9%	(56)	34%	(218)	21%	(133)	29%	(188)	647
2016 Vote: Other	3%	(3)	10%	(8)	52%	(45)	18%	(15)	17%	(15)	87
2016 Vote: Didn't Vote	11%	(87)	15%	(114)	49%	(371)	12%	(92)	12%	(95)	759

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**Table MCBR2\_18:** *If each of the following types of brands made public statements on social media about political division, would you have a more or less favorable view of the brand, or would it have no impact?*  
*Packaged food brands, such as potato chips*

Demographic	Much more favorable		Somewhat more favorable		No impact		Somewhat less favorable		Much less favorable		Total N
Adults	11%	(244)	14%	(316)	43%	(954)	14%	(318)	17%	(368)	2200
Voted in 2014: Yes	11%	(138)	13%	(158)	39%	(477)	16%	(189)	21%	(253)	1216
Voted in 2014: No	11%	(106)	16%	(158)	48%	(476)	13%	(129)	12%	(115)	984
4-Region: Northeast	13%	(53)	17%	(67)	42%	(165)	11%	(43)	17%	(66)	394
4-Region: Midwest	8%	(35)	15%	(70)	44%	(205)	16%	(76)	16%	(76)	462
4-Region: South	9%	(77)	12%	(98)	46%	(376)	16%	(130)	17%	(142)	824
4-Region: West	15%	(79)	16%	(81)	40%	(207)	13%	(69)	16%	(83)	520

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

**Table MCBR2\_19:** *If each of the following types of brands made public statements on social media about political division, would you have a more or less favorable view of the brand, or would it have no impact?*

*Rental cars*

Demographic	Much more favorable		Somewhat more favorable		No impact		Somewhat less favorable		Much less favorable		Total N
Adults	8%	(185)	12%	(272)	47%	(1041)	16%	(346)	16%	(356)	2200
Gender: Male	11%	(114)	15%	(161)	44%	(467)	14%	(153)	16%	(167)	1062
Gender: Female	6%	(71)	10%	(111)	50%	(574)	17%	(194)	17%	(188)	1138
Age: 18-34	11%	(72)	16%	(106)	50%	(327)	14%	(89)	9%	(62)	655
Age: 35-44	15%	(53)	19%	(68)	47%	(169)	11%	(39)	8%	(29)	358
Age: 45-64	6%	(45)	9%	(66)	48%	(358)	16%	(121)	21%	(161)	751
Age: 65+	3%	(15)	8%	(33)	43%	(187)	22%	(98)	24%	(104)	436
GenZers: 1997-2012	8%	(26)	14%	(47)	56%	(187)	12%	(41)	9%	(31)	331
Millennials: 1981-1996	15%	(92)	19%	(116)	44%	(266)	13%	(78)	8%	(47)	599
GenXers: 1965-1980	7%	(39)	11%	(59)	48%	(255)	14%	(76)	19%	(102)	531
Baby Boomers: 1946-1964	3%	(21)	7%	(47)	46%	(305)	19%	(125)	25%	(162)	659
PID: Dem (no lean)	12%	(109)	17%	(155)	49%	(444)	12%	(114)	10%	(90)	912
PID: Ind (no lean)	7%	(43)	9%	(56)	52%	(342)	17%	(112)	15%	(100)	652
PID: Rep (no lean)	5%	(34)	10%	(61)	40%	(255)	19%	(121)	26%	(166)	636
PID/Gender: Dem Men	17%	(73)	19%	(82)	45%	(191)	11%	(45)	8%	(32)	424
PID/Gender: Dem Women	7%	(36)	15%	(73)	52%	(253)	14%	(69)	12%	(57)	488
PID/Gender: Ind Men	6%	(19)	11%	(33)	50%	(153)	17%	(52)	16%	(48)	306
PID/Gender: Ind Women	7%	(23)	7%	(23)	55%	(189)	17%	(60)	15%	(51)	346
PID/Gender: Rep Men	7%	(22)	14%	(45)	37%	(123)	17%	(56)	26%	(86)	332
PID/Gender: Rep Women	4%	(12)	5%	(15)	43%	(132)	21%	(65)	26%	(80)	304
Ideo: Liberal (1-3)	14%	(95)	19%	(123)	44%	(289)	12%	(80)	10%	(67)	655
Ideo: Moderate (4)	6%	(38)	11%	(68)	54%	(349)	16%	(102)	13%	(87)	644
Ideo: Conservative (5-7)	7%	(43)	9%	(56)	39%	(260)	19%	(128)	26%	(176)	663
Educ: < College	6%	(89)	10%	(148)	52%	(791)	16%	(244)	16%	(240)	1512
Educ: Bachelors degree	11%	(51)	15%	(67)	39%	(172)	17%	(74)	18%	(79)	444
Educ: Post-grad	19%	(45)	23%	(57)	32%	(77)	12%	(28)	15%	(36)	244
Income: Under 50k	6%	(68)	10%	(110)	56%	(624)	14%	(158)	14%	(160)	1121
Income: 50k-100k	8%	(56)	13%	(90)	43%	(295)	18%	(124)	17%	(115)	681
Income: 100k+	15%	(61)	18%	(72)	31%	(122)	16%	(64)	20%	(80)	398
Ethnicity: White	8%	(141)	11%	(197)	46%	(793)	17%	(285)	18%	(305)	1722

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**Table MCBR2\_19:** *If each of the following types of brands made public statements on social media about political division, would you have a more or less favorable view of the brand, or would it have no impact?*  
*Rental cars*

Demographic	Much more favorable		Somewhat more favorable		No impact		Somewhat less favorable		Much less favorable		Total N
Adults	8%	(185)	12%	(272)	47%	(1041)	16%	(346)	16%	(356)	2200
Ethnicity: Hispanic	11%	(37)	20%	(71)	47%	(166)	10%	(33)	12%	(42)	349
Ethnicity: Black	11%	(30)	16%	(44)	52%	(144)	12%	(32)	9%	(24)	274
Ethnicity: Other	7%	(14)	15%	(31)	51%	(104)	14%	(29)	13%	(26)	204
All Christian	10%	(109)	13%	(139)	40%	(429)	17%	(186)	19%	(201)	1064
All Non-Christian	15%	(22)	22%	(32)	43%	(61)	14%	(20)	6%	(8)	143
Atheist	13%	(10)	15%	(12)	48%	(38)	14%	(11)	10%	(8)	80
Agnostic/Nothing in particular	5%	(27)	10%	(50)	56%	(283)	13%	(65)	16%	(81)	506
Something Else	4%	(17)	10%	(40)	56%	(229)	16%	(64)	14%	(58)	408
Religious Non-Protestant/Catholic	14%	(22)	21%	(33)	43%	(69)	14%	(22)	8%	(12)	158
Evangelical	12%	(79)	16%	(107)	42%	(283)	13%	(90)	18%	(119)	678
Non-Evangelical	6%	(45)	9%	(66)	47%	(359)	21%	(157)	18%	(133)	760
Community: Urban	15%	(106)	21%	(151)	44%	(319)	12%	(86)	9%	(65)	725
Community: Suburban	6%	(55)	9%	(82)	48%	(452)	18%	(167)	19%	(178)	934
Community: Rural	5%	(25)	7%	(40)	50%	(270)	17%	(93)	21%	(113)	541
Employ: Private Sector	13%	(82)	16%	(103)	41%	(267)	16%	(108)	14%	(95)	654
Employ: Government	18%	(27)	21%	(33)	33%	(51)	17%	(26)	11%	(17)	153
Employ: Self-Employed	7%	(13)	19%	(34)	42%	(74)	14%	(24)	19%	(33)	178
Employ: Homemaker	8%	(9)	8%	(9)	57%	(65)	12%	(13)	16%	(18)	115
Employ: Student	8%	(11)	16%	(22)	58%	(81)	11%	(15)	7%	(10)	140
Employ: Retired	3%	(14)	7%	(35)	48%	(238)	18%	(89)	24%	(121)	496
Employ: Unemployed	6%	(19)	7%	(22)	60%	(184)	14%	(42)	12%	(38)	305
Employ: Other	6%	(9)	10%	(15)	51%	(81)	18%	(29)	15%	(24)	158
Military HH: Yes	9%	(34)	9%	(36)	43%	(162)	17%	(63)	22%	(86)	381
Military HH: No	8%	(151)	13%	(236)	48%	(878)	16%	(283)	15%	(270)	1819
RD/WT: Right Direction	14%	(72)	21%	(109)	40%	(212)	11%	(58)	15%	(78)	529
RD/WT: Wrong Track	7%	(113)	10%	(163)	50%	(829)	17%	(288)	17%	(278)	1671
Trump Job Approve	7%	(56)	12%	(96)	37%	(291)	18%	(142)	26%	(201)	787
Trump Job Disapprove	9%	(122)	13%	(174)	52%	(699)	14%	(193)	11%	(149)	1336

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**Table MCBR2\_19:** *If each of the following types of brands made public statements on social media about political division, would you have a more or less favorable view of the brand, or would it have no impact?*  
*Rental cars*

Demographic	Much more favorable		Somewhat more favorable		No impact		Somewhat less favorable		Much less favorable		Total N
Adults	8%	(185)	12%	(272)	47%	(1041)	16%	(346)	16%	(356)	2200
Trump Job Strongly Approve	8%	(39)	11%	(54)	35%	(168)	18%	(84)	28%	(132)	476
Trump Job Somewhat Approve	6%	(18)	14%	(42)	40%	(123)	19%	(59)	22%	(69)	311
Trump Job Somewhat Disapprove	8%	(23)	18%	(50)	46%	(125)	16%	(43)	11%	(30)	271
Trump Job Strongly Disapprove	9%	(99)	12%	(124)	54%	(574)	14%	(150)	11%	(119)	1066
Favorable of Trump	8%	(66)	10%	(81)	37%	(292)	19%	(152)	25%	(198)	789
Unfavorable of Trump	8%	(108)	13%	(176)	53%	(694)	14%	(184)	11%	(146)	1308
Very Favorable of Trump	9%	(44)	9%	(43)	36%	(170)	18%	(83)	28%	(132)	472
Somewhat Favorable of Trump	7%	(22)	12%	(38)	39%	(122)	22%	(69)	21%	(66)	318
Somewhat Unfavorable of Trump	10%	(21)	18%	(38)	43%	(93)	16%	(34)	14%	(30)	216
Very Unfavorable of Trump	8%	(88)	13%	(138)	55%	(600)	14%	(150)	11%	(116)	1092
#1 Issue: Economy	8%	(72)	9%	(73)	45%	(391)	20%	(169)	18%	(155)	860
#1 Issue: Security	8%	(23)	12%	(34)	44%	(126)	13%	(37)	23%	(68)	289
#1 Issue: Health Care	12%	(42)	18%	(63)	50%	(176)	13%	(45)	7%	(24)	351
#1 Issue: Medicare / Social Security	4%	(12)	12%	(32)	48%	(128)	17%	(47)	18%	(48)	267
#1 Issue: Women's Issues	8%	(7)	19%	(19)	56%	(55)	6%	(6)	11%	(11)	98
#1 Issue: Education	10%	(11)	17%	(19)	46%	(51)	13%	(14)	14%	(16)	111
#1 Issue: Energy	13%	(11)	17%	(14)	39%	(32)	15%	(12)	16%	(13)	83
#1 Issue: Other	5%	(7)	13%	(18)	57%	(80)	11%	(16)	14%	(20)	141
2020 Vote: Joe Biden	13%	(130)	18%	(179)	48%	(497)	12%	(120)	10%	(98)	1024
2020 Vote: Donald Trump	5%	(33)	7%	(43)	38%	(252)	22%	(144)	29%	(194)	667
2020 Vote: Other	1%	(1)	4%	(3)	56%	(48)	26%	(22)	13%	(11)	84
2020 Vote: Didn't Vote	5%	(22)	11%	(46)	57%	(242)	14%	(59)	12%	(52)	421
2018 House Vote: Democrat	13%	(99)	17%	(134)	46%	(355)	13%	(101)	11%	(85)	774
2018 House Vote: Republican	6%	(31)	8%	(44)	33%	(184)	22%	(124)	31%	(175)	558
2016 Vote: Hillary Clinton	13%	(90)	17%	(118)	48%	(335)	13%	(90)	10%	(70)	703
2016 Vote: Donald Trump	6%	(37)	8%	(49)	35%	(227)	23%	(147)	29%	(187)	647
2016 Vote: Other	2%	(2)	8%	(7)	59%	(51)	19%	(16)	12%	(10)	87
2016 Vote: Didn't Vote	7%	(56)	13%	(97)	56%	(423)	12%	(94)	12%	(88)	759

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**Table MCBR2\_19:** *If each of the following types of brands made public statements on social media about political division, would you have a more or less favorable view of the brand, or would it have no impact?*  
*Rental cars*

Demographic	Much more favorable		Somewhat more favorable		No impact		Somewhat less favorable		Much less favorable		Total N
Adults	8%	(185)	12%	(272)	47%	(1041)	16%	(346)	16%	(356)	2200
Voted in 2014: Yes	9%	(113)	12%	(145)	42%	(508)	17%	(206)	20%	(244)	1216
Voted in 2014: No	7%	(72)	13%	(127)	54%	(532)	14%	(141)	11%	(112)	984
4-Region: Northeast	12%	(48)	17%	(66)	44%	(171)	12%	(48)	15%	(61)	394
4-Region: Midwest	5%	(25)	9%	(41)	52%	(240)	18%	(81)	16%	(76)	462
4-Region: South	7%	(54)	10%	(83)	49%	(407)	17%	(138)	17%	(142)	824
4-Region: West	11%	(59)	16%	(82)	43%	(223)	15%	(79)	15%	(77)	520

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



**Table MCBR2\_20:** *If each of the following types of brands made public statements on social media about political division, would you have a more or less favorable view of the brand, or would it have no impact?*  
*Ride-hailing companies*

Demographic	Much more favorable		Somewhat more favorable		No impact		Somewhat less favorable		Much less favorable		Total N
Adults	8%	(177)	13%	(280)	47%	(1045)	15%	(337)	16%	(362)	2200
Gender: Male	10%	(109)	14%	(146)	45%	(474)	15%	(163)	16%	(169)	1062
Gender: Female	6%	(68)	12%	(134)	50%	(571)	15%	(174)	17%	(193)	1138
Age: 18-34	10%	(65)	19%	(122)	48%	(317)	14%	(93)	9%	(58)	655
Age: 35-44	14%	(51)	18%	(63)	49%	(174)	11%	(40)	8%	(30)	358
Age: 45-64	6%	(46)	9%	(69)	49%	(365)	14%	(108)	22%	(164)	751
Age: 65+	4%	(15)	6%	(26)	43%	(189)	22%	(95)	25%	(110)	436
GenZers: 1997-2012	6%	(19)	17%	(58)	55%	(182)	15%	(50)	7%	(23)	331
Millennials: 1981-1996	15%	(91)	19%	(113)	44%	(265)	13%	(78)	9%	(53)	599
GenXers: 1965-1980	7%	(35)	13%	(71)	48%	(255)	12%	(63)	20%	(107)	531
Baby Boomers: 1946-1964	3%	(23)	6%	(38)	48%	(314)	18%	(119)	25%	(165)	659
PID: Dem (no lean)	12%	(110)	18%	(160)	50%	(454)	11%	(104)	9%	(83)	912
PID: Ind (no lean)	5%	(33)	9%	(57)	51%	(336)	17%	(114)	17%	(112)	652
PID: Rep (no lean)	5%	(34)	10%	(62)	40%	(255)	19%	(118)	26%	(167)	636
PID/Gender: Dem Men	17%	(73)	18%	(75)	46%	(196)	12%	(52)	6%	(27)	424
PID/Gender: Dem Women	8%	(37)	18%	(85)	53%	(259)	11%	(52)	11%	(55)	488
PID/Gender: Ind Men	4%	(12)	10%	(31)	50%	(154)	17%	(50)	19%	(58)	306
PID/Gender: Ind Women	6%	(21)	8%	(26)	52%	(181)	18%	(63)	16%	(54)	346
PID/Gender: Rep Men	7%	(24)	12%	(40)	37%	(124)	18%	(60)	25%	(84)	332
PID/Gender: Rep Women	3%	(10)	7%	(22)	43%	(131)	19%	(58)	27%	(83)	304
Ideo: Liberal (1-3)	15%	(97)	21%	(135)	43%	(281)	11%	(75)	10%	(66)	655
Ideo: Moderate (4)	6%	(36)	11%	(68)	55%	(354)	15%	(99)	13%	(87)	644
Ideo: Conservative (5-7)	5%	(36)	9%	(57)	39%	(262)	19%	(126)	28%	(183)	663
Educ: < College	5%	(72)	10%	(154)	53%	(808)	15%	(228)	17%	(250)	1512
Educ: Bachelors degree	13%	(58)	15%	(68)	35%	(156)	19%	(83)	18%	(78)	444
Educ: Post-grad	19%	(46)	24%	(58)	33%	(80)	11%	(26)	14%	(34)	244
Income: Under 50k	5%	(55)	9%	(104)	58%	(647)	14%	(155)	14%	(159)	1121
Income: 50k-100k	9%	(64)	15%	(99)	40%	(272)	18%	(124)	18%	(121)	681
Income: 100k+	14%	(57)	19%	(77)	31%	(125)	14%	(57)	21%	(82)	398
Ethnicity: White	8%	(131)	12%	(210)	46%	(784)	16%	(282)	18%	(314)	1722

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**Table MCBR2\_20:** *If each of the following types of brands made public statements on social media about political division, would you have a more or less favorable view of the brand, or would it have no impact?*  
*Ride-hailing companies*

Demographic	Much more favorable		Somewhat more favorable		No impact		Somewhat less favorable		Much less favorable		Total N
Adults	8%	(177)	13%	(280)	47%	(1045)	15%	(337)	16%	(362)	2200
Ethnicity: Hispanic	8%	(29)	23%	(80)	44%	(154)	12%	(42)	13%	(45)	349
Ethnicity: Black	11%	(31)	17%	(47)	56%	(153)	9%	(23)	7%	(20)	274
Ethnicity: Other	7%	(15)	11%	(23)	53%	(108)	15%	(31)	13%	(27)	204
All Christian	9%	(93)	15%	(159)	39%	(417)	19%	(198)	18%	(197)	1064
All Non-Christian	20%	(29)	15%	(21)	49%	(71)	11%	(15)	5%	(7)	143
Atheist	15%	(12)	14%	(11)	52%	(41)	9%	(7)	11%	(9)	80
Agnostic/Nothing in particular	6%	(28)	11%	(56)	56%	(284)	11%	(53)	17%	(85)	506
Something Else	4%	(15)	8%	(34)	57%	(232)	15%	(63)	16%	(64)	408
Religious Non-Protestant/Catholic	19%	(29)	14%	(22)	48%	(76)	11%	(18)	8%	(12)	158
Evangelical	11%	(72)	15%	(104)	41%	(281)	15%	(104)	17%	(117)	678
Non-Evangelical	4%	(33)	11%	(84)	47%	(354)	20%	(152)	18%	(137)	760
Community: Urban	15%	(106)	20%	(147)	45%	(324)	12%	(86)	9%	(63)	725
Community: Suburban	5%	(50)	10%	(92)	47%	(441)	17%	(162)	20%	(188)	934
Community: Rural	4%	(22)	8%	(41)	52%	(280)	16%	(89)	20%	(110)	541
Employ: Private Sector	13%	(88)	15%	(99)	41%	(270)	15%	(100)	15%	(98)	654
Employ: Government	16%	(24)	24%	(37)	32%	(49)	18%	(28)	10%	(15)	153
Employ: Self-Employed	7%	(12)	17%	(30)	42%	(75)	13%	(24)	21%	(37)	178
Employ: Homemaker	2%	(3)	11%	(12)	57%	(66)	14%	(16)	16%	(18)	115
Employ: Student	6%	(9)	27%	(37)	48%	(68)	12%	(17)	7%	(9)	140
Employ: Retired	3%	(14)	4%	(22)	49%	(245)	19%	(93)	25%	(123)	496
Employ: Unemployed	6%	(17)	9%	(26)	59%	(181)	14%	(41)	13%	(39)	305
Employ: Other	6%	(10)	11%	(17)	58%	(92)	11%	(18)	14%	(22)	158
Military HH: Yes	9%	(36)	10%	(37)	41%	(156)	18%	(67)	22%	(85)	381
Military HH: No	8%	(141)	13%	(243)	49%	(889)	15%	(269)	15%	(277)	1819
RD/WT: Right Direction	14%	(76)	18%	(97)	41%	(218)	13%	(69)	13%	(69)	529
RD/WT: Wrong Track	6%	(101)	11%	(183)	50%	(827)	16%	(267)	17%	(292)	1671
Trump Job Approve	7%	(58)	11%	(83)	38%	(303)	17%	(133)	27%	(209)	787
Trump Job Disapprove	8%	(112)	15%	(196)	52%	(691)	14%	(189)	11%	(149)	1336

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**Table MCBR2\_20:** *If each of the following types of brands made public statements on social media about political division, would you have a more or less favorable view of the brand, or would it have no impact?*  
*Ride-hailing companies*

Demographic	Much more favorable		Somewhat more favorable		No impact		Somewhat less favorable		Much less favorable		Total N
Adults	8%	(177)	13%	(280)	47%	(1045)	15%	(337)	16%	(362)	2200
Trump Job Strongly Approve	8%	(37)	10%	(45)	37%	(177)	16%	(76)	30%	(141)	476
Trump Job Somewhat Approve	7%	(21)	12%	(38)	41%	(126)	19%	(58)	22%	(68)	311
Trump Job Somewhat Disapprove	6%	(16)	22%	(59)	47%	(127)	15%	(40)	10%	(28)	271
Trump Job Strongly Disapprove	9%	(96)	13%	(137)	53%	(564)	14%	(149)	11%	(120)	1066
Favorable of Trump	7%	(54)	12%	(92)	38%	(302)	18%	(141)	25%	(201)	789
Unfavorable of Trump	9%	(113)	13%	(176)	52%	(686)	14%	(184)	11%	(149)	1308
Very Favorable of Trump	8%	(36)	10%	(45)	38%	(178)	16%	(74)	29%	(138)	472
Somewhat Favorable of Trump	6%	(18)	15%	(47)	39%	(123)	21%	(67)	20%	(63)	318
Somewhat Unfavorable of Trump	9%	(20)	17%	(37)	44%	(96)	17%	(36)	12%	(27)	216
Very Unfavorable of Trump	9%	(93)	13%	(139)	54%	(590)	14%	(148)	11%	(122)	1092
#1 Issue: Economy	7%	(56)	11%	(96)	47%	(403)	17%	(143)	19%	(163)	860
#1 Issue: Security	7%	(21)	12%	(35)	44%	(126)	12%	(34)	25%	(72)	289
#1 Issue: Health Care	12%	(43)	16%	(56)	52%	(182)	13%	(47)	7%	(24)	351
#1 Issue: Medicare / Social Security	6%	(15)	8%	(21)	50%	(133)	20%	(53)	17%	(45)	267
#1 Issue: Women's Issues	7%	(7)	21%	(20)	55%	(54)	9%	(8)	9%	(9)	98
#1 Issue: Education	11%	(13)	23%	(26)	34%	(38)	17%	(19)	14%	(16)	111
#1 Issue: Energy	21%	(18)	13%	(11)	38%	(31)	14%	(11)	15%	(12)	83
#1 Issue: Other	3%	(5)	12%	(17)	55%	(78)	15%	(21)	15%	(21)	141
2020 Vote: Joe Biden	13%	(132)	18%	(187)	48%	(490)	12%	(119)	9%	(97)	1024
2020 Vote: Donald Trump	4%	(27)	6%	(41)	39%	(260)	21%	(142)	29%	(196)	667
2020 Vote: Other	1%	(1)	6%	(5)	60%	(51)	21%	(18)	12%	(10)	84
2020 Vote: Didn't Vote	4%	(17)	11%	(47)	58%	(242)	13%	(57)	14%	(58)	421
2018 House Vote: Democrat	12%	(97)	16%	(127)	49%	(377)	11%	(88)	11%	(86)	774
2018 House Vote: Republican	6%	(31)	8%	(44)	34%	(190)	20%	(109)	33%	(183)	558
2016 Vote: Hillary Clinton	13%	(89)	17%	(120)	49%	(347)	11%	(78)	10%	(70)	703
2016 Vote: Donald Trump	6%	(37)	8%	(49)	37%	(238)	20%	(130)	30%	(193)	647
2016 Vote: Other	2%	(2)	11%	(9)	55%	(48)	17%	(15)	15%	(13)	87
2016 Vote: Didn't Vote	6%	(49)	13%	(102)	54%	(410)	15%	(113)	11%	(86)	759

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**Table MCBR2\_20:** *If each of the following types of brands made public statements on social media about political division, would you have a more or less favorable view of the brand, or would it have no impact?*  
*Ride-hailing companies*

Demographic	Much more favorable		Somewhat more favorable		No impact		Somewhat less favorable		Much less favorable		Total N
Adults	8%	(177)	13%	(280)	47%	(1045)	15%	(337)	16%	(362)	2200
Voted in 2014: Yes	9%	(110)	12%	(147)	43%	(521)	15%	(188)	21%	(251)	1216
Voted in 2014: No	7%	(67)	14%	(133)	53%	(524)	15%	(149)	11%	(111)	984
4-Region: Northeast	12%	(46)	19%	(74)	41%	(161)	13%	(51)	16%	(61)	394
4-Region: Midwest	4%	(21)	10%	(47)	51%	(238)	19%	(88)	15%	(68)	462
4-Region: South	7%	(56)	9%	(78)	51%	(424)	14%	(119)	18%	(147)	824
4-Region: West	10%	(53)	16%	(81)	43%	(222)	15%	(78)	16%	(86)	520

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

**Table MCBR2\_21:** *If each of the following types of brands made public statements on social media about political division, would you have a more or less favorable view of the brand, or would it have no impact?*  
Soda brands

Demographic	Much more favorable		Somewhat more favorable		No impact		Somewhat less favorable		Much less favorable		Total N
Adults	10%	(218)	14%	(306)	44%	(963)	16%	(345)	17%	(368)	2200
Gender: Male	12%	(125)	16%	(171)	41%	(439)	15%	(161)	16%	(166)	1062
Gender: Female	8%	(93)	12%	(135)	46%	(524)	16%	(185)	18%	(201)	1138
Age: 18-34	13%	(84)	20%	(129)	45%	(295)	14%	(89)	9%	(59)	655
Age: 35-44	15%	(55)	20%	(72)	42%	(151)	12%	(43)	10%	(35)	358
Age: 45-64	8%	(63)	11%	(80)	43%	(324)	16%	(117)	22%	(167)	751
Age: 65+	4%	(16)	6%	(24)	44%	(193)	22%	(96)	24%	(106)	436
GenZers: 1997-2012	10%	(35)	17%	(55)	49%	(162)	15%	(48)	9%	(31)	331
Millennials: 1981-1996	16%	(98)	22%	(132)	40%	(241)	13%	(77)	9%	(51)	599
GenXers: 1965-1980	9%	(48)	14%	(74)	43%	(226)	14%	(75)	20%	(108)	531
Baby Boomers: 1946-1964	4%	(29)	7%	(44)	46%	(304)	18%	(119)	25%	(164)	659
PID: Dem (no lean)	15%	(140)	19%	(172)	43%	(390)	13%	(118)	10%	(92)	912
PID: Ind (no lean)	7%	(47)	10%	(64)	48%	(314)	18%	(114)	17%	(113)	652
PID: Rep (no lean)	5%	(31)	11%	(71)	41%	(259)	18%	(113)	26%	(163)	636
PID/Gender: Dem Men	20%	(83)	21%	(90)	41%	(173)	12%	(51)	6%	(27)	424
PID/Gender: Dem Women	12%	(57)	17%	(82)	44%	(217)	14%	(67)	13%	(65)	488
PID/Gender: Ind Men	8%	(23)	11%	(34)	46%	(140)	17%	(52)	18%	(56)	306
PID/Gender: Ind Women	7%	(24)	9%	(30)	50%	(174)	18%	(62)	16%	(56)	346
PID/Gender: Rep Men	6%	(19)	14%	(47)	38%	(126)	17%	(58)	25%	(83)	332
PID/Gender: Rep Women	4%	(11)	8%	(24)	44%	(133)	18%	(55)	26%	(80)	304
Ideo: Liberal (1-3)	18%	(118)	21%	(137)	38%	(247)	12%	(81)	11%	(71)	655
Ideo: Moderate (4)	6%	(42)	14%	(88)	50%	(325)	17%	(107)	13%	(82)	644
Ideo: Conservative (5-7)	6%	(39)	9%	(61)	38%	(255)	19%	(129)	27%	(179)	663
Educ: < College	8%	(123)	11%	(162)	48%	(733)	16%	(237)	17%	(258)	1512
Educ: Bachelors degree	11%	(49)	18%	(80)	35%	(157)	19%	(83)	17%	(74)	444
Educ: Post-grad	19%	(46)	26%	(64)	30%	(72)	10%	(25)	15%	(36)	244
Income: Under 50k	7%	(84)	12%	(129)	51%	(573)	14%	(159)	16%	(176)	1121
Income: 50k-100k	10%	(69)	16%	(106)	40%	(273)	18%	(119)	17%	(113)	681
Income: 100k+	16%	(65)	18%	(70)	29%	(117)	17%	(68)	20%	(79)	398
Ethnicity: White	9%	(150)	13%	(232)	43%	(746)	16%	(278)	18%	(316)	1722

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**Table MCBR2\_21:** *If each of the following types of brands made public statements on social media about political division, would you have a more or less favorable view of the brand, or would it have no impact?*  
Soda brands

Demographic	Much more favorable		Somewhat more favorable		No impact		Somewhat less favorable		Much less favorable		Total N
Adults	10%	(218)	14%	(306)	44%	(963)	16%	(345)	17%	(368)	2200
Ethnicity: Hispanic	15%	(51)	19%	(65)	42%	(148)	11%	(40)	13%	(45)	349
Ethnicity: Black	17%	(48)	17%	(47)	41%	(112)	14%	(40)	10%	(28)	274
Ethnicity: Other	10%	(20)	13%	(27)	51%	(105)	14%	(28)	12%	(24)	204
All Christian	11%	(122)	15%	(157)	37%	(397)	18%	(187)	19%	(200)	1064
All Non-Christian	16%	(23)	21%	(30)	43%	(61)	16%	(22)	5%	(7)	143
Atheist	18%	(14)	18%	(14)	44%	(35)	13%	(10)	6%	(5)	80
Agnostic/Nothing in particular	8%	(38)	11%	(56)	50%	(254)	14%	(71)	17%	(87)	506
Something Else	5%	(20)	12%	(49)	53%	(216)	13%	(54)	17%	(69)	408
Religious Non-Protestant/Catholic	15%	(23)	19%	(31)	43%	(68)	15%	(24)	7%	(11)	158
Evangelical	12%	(80)	17%	(116)	39%	(263)	14%	(96)	18%	(123)	678
Non-Evangelical	8%	(60)	11%	(83)	44%	(336)	19%	(141)	18%	(140)	760
Community: Urban	17%	(120)	22%	(161)	39%	(284)	13%	(93)	9%	(67)	725
Community: Suburban	7%	(70)	10%	(94)	46%	(426)	17%	(161)	20%	(183)	934
Community: Rural	5%	(28)	9%	(51)	47%	(253)	17%	(91)	22%	(118)	541
Employ: Private Sector	15%	(99)	16%	(108)	35%	(231)	17%	(110)	16%	(106)	654
Employ: Government	13%	(21)	25%	(38)	36%	(56)	16%	(24)	10%	(15)	153
Employ: Self-Employed	7%	(13)	20%	(36)	40%	(71)	14%	(25)	18%	(33)	178
Employ: Homemaker	6%	(6)	10%	(12)	56%	(64)	15%	(17)	13%	(15)	115
Employ: Student	12%	(17)	19%	(27)	54%	(76)	10%	(14)	4%	(5)	140
Employ: Retired	5%	(24)	7%	(33)	46%	(230)	17%	(87)	25%	(122)	496
Employ: Unemployed	10%	(30)	11%	(33)	52%	(159)	13%	(39)	14%	(44)	305
Employ: Other	5%	(7)	13%	(20)	47%	(75)	18%	(29)	17%	(28)	158
Military HH: Yes	10%	(37)	11%	(40)	39%	(149)	17%	(65)	24%	(90)	381
Military HH: No	10%	(181)	15%	(266)	45%	(814)	15%	(281)	15%	(277)	1819
RD/WT: Right Direction	17%	(89)	21%	(109)	38%	(201)	11%	(57)	14%	(73)	529
RD/WT: Wrong Track	8%	(129)	12%	(197)	46%	(762)	17%	(288)	18%	(295)	1671
Trump Job Approve	8%	(59)	12%	(98)	37%	(293)	18%	(140)	25%	(197)	787
Trump Job Disapprove	11%	(153)	15%	(204)	47%	(622)	15%	(196)	12%	(161)	1336

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**Table MCBR2\_21:** *If each of the following types of brands made public statements on social media about political division, would you have a more or less favorable view of the brand, or would it have no impact?*  
*Soda brands*

Demographic	Much more favorable		Somewhat more favorable		No impact		Somewhat less favorable		Much less favorable		Total N
Adults	10%	(218)	14%	(306)	44%	(963)	16%	(345)	17%	(368)	2200
Trump Job Strongly Approve	9%	(42)	11%	(54)	35%	(165)	17%	(81)	28%	(134)	476
Trump Job Somewhat Approve	5%	(17)	14%	(44)	41%	(127)	19%	(60)	20%	(62)	311
Trump Job Somewhat Disapprove	8%	(22)	22%	(59)	42%	(115)	17%	(45)	11%	(30)	271
Trump Job Strongly Disapprove	12%	(131)	14%	(145)	48%	(507)	14%	(151)	12%	(131)	1066
Favorable of Trump	7%	(54)	13%	(99)	38%	(301)	18%	(141)	25%	(194)	789
Unfavorable of Trump	12%	(152)	15%	(202)	46%	(605)	14%	(190)	12%	(160)	1308
Very Favorable of Trump	8%	(40)	10%	(48)	37%	(174)	16%	(77)	28%	(133)	472
Somewhat Favorable of Trump	4%	(14)	16%	(51)	40%	(127)	20%	(64)	19%	(61)	318
Somewhat Unfavorable of Trump	10%	(21)	22%	(47)	39%	(84)	17%	(37)	12%	(26)	216
Very Unfavorable of Trump	12%	(131)	14%	(155)	48%	(520)	14%	(153)	12%	(134)	1092
#1 Issue: Economy	9%	(76)	12%	(103)	42%	(362)	18%	(153)	19%	(166)	860
#1 Issue: Security	8%	(24)	12%	(35)	37%	(106)	18%	(52)	25%	(72)	289
#1 Issue: Health Care	14%	(49)	20%	(70)	46%	(160)	12%	(42)	8%	(30)	351
#1 Issue: Medicare / Social Security	9%	(24)	7%	(20)	48%	(129)	19%	(51)	16%	(43)	267
#1 Issue: Women's Issues	12%	(12)	15%	(14)	54%	(53)	9%	(9)	10%	(10)	98
#1 Issue: Education	13%	(15)	20%	(23)	42%	(47)	12%	(13)	12%	(14)	111
#1 Issue: Energy	15%	(13)	13%	(11)	40%	(33)	14%	(11)	17%	(14)	83
#1 Issue: Other	5%	(6)	21%	(29)	51%	(72)	10%	(14)	14%	(20)	141
2020 Vote: Joe Biden	15%	(157)	19%	(190)	44%	(446)	13%	(132)	10%	(99)	1024
2020 Vote: Donald Trump	4%	(26)	8%	(56)	39%	(259)	20%	(136)	29%	(190)	667
2020 Vote: Other	1%	(1)	4%	(3)	56%	(47)	21%	(17)	19%	(16)	84
2020 Vote: Didn't Vote	8%	(34)	14%	(57)	50%	(209)	14%	(58)	15%	(63)	421
2018 House Vote: Democrat	16%	(120)	17%	(133)	42%	(326)	13%	(103)	12%	(91)	774
2018 House Vote: Republican	5%	(27)	9%	(50)	35%	(197)	19%	(108)	32%	(177)	558
2016 Vote: Hillary Clinton	15%	(105)	17%	(122)	44%	(310)	13%	(93)	10%	(73)	703
2016 Vote: Donald Trump	5%	(33)	9%	(58)	38%	(243)	21%	(134)	28%	(179)	647
2016 Vote: Other	2%	(2)	7%	(6)	54%	(47)	16%	(13)	21%	(18)	87
2016 Vote: Didn't Vote	10%	(79)	15%	(117)	48%	(363)	14%	(104)	13%	(97)	759

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**Table MCBR2\_21:** *If each of the following types of brands made public statements on social media about political division, would you have a more or less favorable view of the brand, or would it have no impact?*  
Soda brands

Demographic	Much more favorable		Somewhat more favorable		No impact		Somewhat less favorable		Much less favorable		Total N
Adults	10%	(218)	14%	(306)	44%	(963)	16%	(345)	17%	(368)	2200
Voted in 2014: Yes	10%	(124)	13%	(162)	40%	(487)	16%	(192)	21%	(250)	1216
Voted in 2014: No	9%	(93)	15%	(144)	48%	(476)	16%	(154)	12%	(118)	984
4-Region: Northeast	12%	(45)	19%	(73)	43%	(168)	11%	(42)	16%	(64)	394
4-Region: Midwest	6%	(29)	13%	(62)	45%	(208)	18%	(84)	17%	(79)	462
4-Region: South	9%	(76)	10%	(86)	46%	(383)	16%	(135)	18%	(144)	824
4-Region: West	13%	(68)	16%	(84)	39%	(203)	16%	(85)	15%	(80)	520

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



**Table MCBR2\_22:** *If each of the following types of brands made public statements on social media about political division, would you have a more or less favorable view of the brand, or would it have no impact?*  
Software companies

Demographic	Much more favorable		Somewhat more favorable		No impact		Somewhat less favorable		Much less favorable		Total N
Adults	11%	(249)	15%	(333)	41%	(905)	15%	(335)	17%	(379)	2200
Gender: Male	15%	(154)	16%	(173)	39%	(411)	14%	(144)	17%	(180)	1062
Gender: Female	8%	(95)	14%	(160)	43%	(494)	17%	(191)	17%	(199)	1138
Age: 18-34	15%	(98)	21%	(136)	42%	(277)	12%	(82)	10%	(62)	655
Age: 35-44	19%	(67)	21%	(74)	40%	(142)	12%	(44)	9%	(31)	358
Age: 45-64	9%	(65)	11%	(85)	43%	(320)	14%	(108)	23%	(173)	751
Age: 65+	4%	(18)	9%	(38)	38%	(166)	23%	(101)	26%	(112)	436
GenZers: 1997-2012	13%	(44)	19%	(62)	44%	(147)	14%	(47)	10%	(33)	331
Millennials: 1981-1996	18%	(110)	22%	(133)	39%	(235)	12%	(71)	8%	(50)	599
GenXers: 1965-1980	11%	(57)	14%	(75)	43%	(230)	11%	(60)	21%	(109)	531
Baby Boomers: 1946-1964	5%	(30)	9%	(59)	41%	(270)	20%	(130)	26%	(170)	659
PID: Dem (no lean)	16%	(149)	21%	(192)	41%	(377)	12%	(105)	10%	(89)	912
PID: Ind (no lean)	9%	(58)	10%	(68)	45%	(295)	19%	(123)	17%	(108)	652
PID: Rep (no lean)	7%	(42)	11%	(73)	37%	(233)	17%	(107)	29%	(181)	636
PID/Gender: Dem Men	21%	(91)	22%	(95)	39%	(166)	10%	(42)	7%	(31)	424
PID/Gender: Dem Women	12%	(58)	20%	(97)	43%	(211)	13%	(63)	12%	(58)	488
PID/Gender: Ind Men	10%	(32)	11%	(33)	44%	(134)	17%	(52)	18%	(55)	306
PID/Gender: Ind Women	8%	(26)	10%	(35)	46%	(161)	21%	(71)	15%	(53)	346
PID/Gender: Rep Men	9%	(32)	14%	(46)	33%	(111)	15%	(51)	28%	(93)	332
PID/Gender: Rep Women	3%	(11)	9%	(27)	40%	(122)	18%	(56)	29%	(88)	304
Ideo: Liberal (1-3)	20%	(132)	22%	(145)	35%	(229)	12%	(79)	11%	(69)	655
Ideo: Moderate (4)	8%	(53)	14%	(91)	48%	(308)	15%	(97)	15%	(95)	644
Ideo: Conservative (5-7)	7%	(48)	11%	(71)	35%	(234)	18%	(122)	28%	(188)	663
Educ: < College	9%	(131)	13%	(197)	45%	(685)	16%	(235)	17%	(264)	1512
Educ: Bachelors degree	15%	(65)	18%	(79)	32%	(144)	17%	(75)	18%	(81)	444
Educ: Post-grad	22%	(53)	23%	(57)	31%	(76)	10%	(24)	14%	(34)	244
Income: Under 50k	9%	(103)	13%	(149)	48%	(536)	15%	(172)	14%	(161)	1121
Income: 50k-100k	10%	(69)	16%	(109)	38%	(261)	16%	(107)	20%	(136)	681
Income: 100k+	19%	(78)	19%	(75)	27%	(108)	14%	(55)	21%	(82)	398
Ethnicity: White	10%	(177)	14%	(240)	41%	(706)	15%	(266)	19%	(333)	1722

Continued on next page

**Table MCBR2\_22:** *If each of the following types of brands made public statements on social media about political division, would you have a more or less favorable view of the brand, or would it have no impact?*  
Software companies

Demographic	Much more favorable		Somewhat more favorable		No impact		Somewhat less favorable		Much less favorable		Total N
Adults	11%	(249)	15%	(333)	41%	(905)	15%	(335)	17%	(379)	2200
Ethnicity: Hispanic	21%	(72)	18%	(64)	38%	(132)	11%	(38)	13%	(44)	349
Ethnicity: Black	17%	(45)	22%	(61)	41%	(112)	12%	(33)	8%	(23)	274
Ethnicity: Other	13%	(27)	16%	(32)	43%	(87)	17%	(35)	11%	(22)	204
All Christian	13%	(142)	15%	(160)	35%	(371)	17%	(176)	20%	(215)	1064
All Non-Christian	15%	(22)	25%	(36)	40%	(57)	14%	(20)	6%	(8)	143
Atheist	19%	(15)	20%	(16)	44%	(35)	11%	(8)	7%	(6)	80
Agnostic/Nothing in particular	9%	(47)	13%	(64)	50%	(254)	12%	(59)	16%	(81)	506
Something Else	6%	(24)	14%	(56)	46%	(188)	17%	(70)	17%	(69)	408
Religious Non-Protestant/Catholic	14%	(22)	24%	(37)	40%	(63)	14%	(22)	9%	(14)	158
Evangelical	15%	(103)	16%	(106)	36%	(241)	14%	(98)	19%	(129)	678
Non-Evangelical	8%	(60)	14%	(104)	40%	(305)	19%	(146)	19%	(146)	760
Community: Urban	19%	(141)	22%	(162)	37%	(272)	11%	(81)	10%	(70)	725
Community: Suburban	8%	(79)	11%	(104)	43%	(398)	18%	(164)	20%	(189)	934
Community: Rural	5%	(30)	12%	(68)	43%	(235)	17%	(89)	22%	(120)	541
Employ: Private Sector	16%	(103)	17%	(109)	38%	(248)	13%	(85)	17%	(109)	654
Employ: Government	23%	(36)	21%	(32)	34%	(53)	12%	(18)	10%	(15)	153
Employ: Self-Employed	10%	(18)	20%	(36)	33%	(60)	16%	(29)	20%	(35)	178
Employ: Homemaker	5%	(5)	11%	(13)	51%	(59)	15%	(17)	17%	(20)	115
Employ: Student	16%	(22)	26%	(36)	44%	(62)	9%	(13)	5%	(7)	140
Employ: Retired	4%	(20)	9%	(47)	42%	(206)	19%	(92)	26%	(131)	496
Employ: Unemployed	10%	(31)	10%	(30)	52%	(158)	15%	(47)	13%	(38)	305
Employ: Other	9%	(14)	18%	(28)	38%	(60)	21%	(33)	15%	(23)	158
Military HH: Yes	12%	(45)	11%	(43)	35%	(134)	19%	(73)	23%	(86)	381
Military HH: No	11%	(203)	16%	(291)	42%	(770)	14%	(262)	16%	(292)	1819
RD/WT: Right Direction	18%	(98)	23%	(122)	35%	(187)	9%	(48)	14%	(74)	529
RD/WT: Wrong Track	9%	(151)	13%	(211)	43%	(718)	17%	(286)	18%	(304)	1671
Trump Job Approve	9%	(73)	13%	(105)	33%	(261)	16%	(129)	28%	(219)	787
Trump Job Disapprove	12%	(165)	17%	(227)	45%	(598)	14%	(191)	12%	(156)	1336

Continued on next page

**Table MCBR2\_22:** *If each of the following types of brands made public statements on social media about political division, would you have a more or less favorable view of the brand, or would it have no impact?*  
Software companies

Demographic	Much more favorable		Somewhat more favorable		No impact		Somewhat less favorable		Much less favorable		Total N
Adults	11%	(249)	15%	(333)	41%	(905)	15%	(335)	17%	(379)	2200
Trump Job Strongly Approve	11%	(50)	13%	(61)	30%	(142)	15%	(70)	32%	(153)	476
Trump Job Somewhat Approve	7%	(23)	14%	(44)	38%	(118)	19%	(59)	21%	(67)	311
Trump Job Somewhat Disapprove	6%	(17)	25%	(69)	43%	(115)	14%	(38)	12%	(32)	271
Trump Job Strongly Disapprove	14%	(148)	15%	(158)	45%	(483)	14%	(153)	12%	(124)	1066
Favorable of Trump	9%	(71)	13%	(99)	34%	(268)	17%	(135)	27%	(215)	789
Unfavorable of Trump	12%	(163)	17%	(222)	44%	(581)	15%	(190)	12%	(152)	1308
Very Favorable of Trump	10%	(46)	12%	(58)	30%	(141)	16%	(77)	32%	(151)	472
Somewhat Favorable of Trump	8%	(25)	13%	(42)	40%	(128)	19%	(59)	20%	(65)	318
Somewhat Unfavorable of Trump	10%	(23)	20%	(43)	42%	(90)	14%	(29)	14%	(31)	216
Very Unfavorable of Trump	13%	(141)	16%	(178)	45%	(491)	15%	(161)	11%	(121)	1092
#1 Issue: Economy	9%	(79)	12%	(106)	43%	(367)	15%	(131)	21%	(177)	860
#1 Issue: Security	10%	(29)	13%	(38)	35%	(100)	16%	(47)	26%	(74)	289
#1 Issue: Health Care	14%	(50)	21%	(72)	44%	(154)	13%	(46)	8%	(28)	351
#1 Issue: Medicare / Social Security	11%	(30)	10%	(26)	41%	(110)	22%	(59)	16%	(43)	267
#1 Issue: Women's Issues	13%	(13)	28%	(27)	42%	(41)	9%	(9)	9%	(8)	98
#1 Issue: Education	19%	(21)	26%	(29)	32%	(36)	14%	(16)	9%	(10)	111
#1 Issue: Energy	20%	(16)	20%	(16)	36%	(30)	9%	(8)	15%	(13)	83
#1 Issue: Other	8%	(11)	14%	(19)	48%	(67)	13%	(19)	18%	(25)	141
2020 Vote: Joe Biden	17%	(174)	20%	(206)	41%	(423)	12%	(125)	9%	(97)	1024
2020 Vote: Donald Trump	5%	(31)	9%	(58)	35%	(231)	20%	(134)	32%	(212)	667
2020 Vote: Other	3%	(2)	4%	(3)	54%	(45)	27%	(23)	13%	(11)	84
2020 Vote: Didn't Vote	10%	(41)	16%	(66)	48%	(204)	13%	(53)	14%	(57)	421
2018 House Vote: Democrat	17%	(130)	19%	(149)	42%	(322)	12%	(90)	11%	(83)	774
2018 House Vote: Republican	7%	(37)	10%	(54)	30%	(168)	19%	(104)	35%	(195)	558
2016 Vote: Hillary Clinton	16%	(115)	19%	(133)	44%	(309)	12%	(81)	9%	(65)	703
2016 Vote: Donald Trump	6%	(41)	10%	(64)	32%	(210)	20%	(129)	31%	(203)	647
2016 Vote: Other	3%	(3)	9%	(8)	47%	(41)	25%	(21)	16%	(14)	87
2016 Vote: Didn't Vote	11%	(86)	17%	(128)	45%	(345)	14%	(103)	13%	(97)	759

Continued on next page

**Table MCBR2\_22:** *If each of the following types of brands made public statements on social media about political division, would you have a more or less favorable view of the brand, or would it have no impact?*  
*Software companies*

Demographic	Much more favorable		Somewhat more favorable		No impact		Somewhat less favorable		Much less favorable		Total N
Adults	11%	(249)	15%	(333)	41%	(905)	15%	(335)	17%	(379)	2200
Voted in 2014: Yes	12%	(147)	14%	(166)	37%	(453)	16%	(192)	21%	(257)	1216
Voted in 2014: No	10%	(102)	17%	(167)	46%	(452)	14%	(142)	12%	(122)	984
4-Region: Northeast	16%	(63)	16%	(64)	40%	(156)	11%	(43)	17%	(67)	394
4-Region: Midwest	7%	(33)	14%	(66)	43%	(201)	20%	(92)	15%	(70)	462
4-Region: South	9%	(74)	14%	(116)	43%	(357)	15%	(123)	19%	(153)	824
4-Region: West	15%	(78)	17%	(87)	37%	(191)	15%	(76)	17%	(88)	520

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

**Table MCBR2\_23:** *If each of the following types of brands made public statements on social media about political division, would you have a more or less favorable view of the brand, or would it have no impact?*

*Sports leagues*

Demographic	Much more favorable		Somewhat more favorable		No impact		Somewhat less favorable		Much less favorable		Total N
Adults	11%	(251)	15%	(319)	40%	(876)	14%	(303)	20%	(450)	2200
Gender: Male	15%	(161)	16%	(172)	36%	(385)	12%	(131)	20%	(212)	1062
Gender: Female	8%	(90)	13%	(147)	43%	(491)	15%	(172)	21%	(238)	1138
Age: 18-34	17%	(110)	20%	(128)	40%	(264)	13%	(83)	11%	(69)	655
Age: 35-44	18%	(65)	17%	(60)	45%	(161)	9%	(33)	11%	(39)	358
Age: 45-64	7%	(54)	12%	(91)	39%	(291)	14%	(105)	28%	(209)	751
Age: 65+	5%	(22)	9%	(40)	37%	(161)	19%	(82)	30%	(132)	436
GenZers: 1997-2012	16%	(52)	16%	(52)	45%	(148)	14%	(46)	10%	(34)	331
Millennials: 1981-1996	19%	(114)	21%	(126)	39%	(235)	10%	(59)	11%	(65)	599
GenXers: 1965-1980	9%	(48)	15%	(78)	40%	(212)	12%	(64)	24%	(128)	531
Baby Boomers: 1946-1964	4%	(28)	9%	(62)	39%	(256)	17%	(114)	30%	(199)	659
PID: Dem (no lean)	17%	(158)	21%	(194)	40%	(366)	10%	(94)	11%	(100)	912
PID: Ind (no lean)	8%	(55)	8%	(52)	48%	(314)	15%	(99)	20%	(133)	652
PID: Rep (no lean)	6%	(38)	12%	(74)	31%	(197)	17%	(111)	34%	(217)	636
PID/Gender: Dem Men	24%	(101)	23%	(97)	37%	(156)	8%	(33)	9%	(36)	424
PID/Gender: Dem Women	12%	(57)	20%	(96)	43%	(210)	12%	(61)	13%	(64)	488
PID/Gender: Ind Men	10%	(31)	9%	(28)	45%	(137)	14%	(44)	21%	(65)	306
PID/Gender: Ind Women	7%	(23)	7%	(24)	51%	(177)	16%	(55)	19%	(67)	346
PID/Gender: Rep Men	9%	(29)	14%	(46)	28%	(93)	16%	(54)	33%	(110)	332
PID/Gender: Rep Women	3%	(9)	9%	(27)	34%	(104)	18%	(56)	35%	(107)	304
Ideo: Liberal (1-3)	22%	(143)	23%	(148)	33%	(214)	11%	(75)	11%	(74)	655
Ideo: Moderate (4)	8%	(51)	12%	(77)	49%	(318)	14%	(93)	16%	(105)	644
Ideo: Conservative (5-7)	7%	(49)	10%	(69)	31%	(206)	16%	(107)	35%	(233)	663
Educ: < College	8%	(123)	12%	(177)	45%	(679)	14%	(208)	21%	(325)	1512
Educ: Bachelors degree	16%	(73)	18%	(81)	31%	(138)	15%	(68)	19%	(84)	444
Educ: Post-grad	23%	(55)	25%	(61)	25%	(60)	11%	(27)	17%	(40)	244
Income: Under 50k	8%	(93)	11%	(127)	49%	(545)	13%	(142)	19%	(215)	1121
Income: 50k-100k	12%	(84)	17%	(115)	34%	(232)	14%	(98)	22%	(151)	681
Income: 100k+	19%	(75)	20%	(78)	25%	(99)	16%	(63)	21%	(83)	398
Ethnicity: White	10%	(171)	14%	(239)	39%	(669)	15%	(253)	23%	(389)	1722

Continued on next page

**Table MCBR2\_23:** *If each of the following types of brands made public statements on social media about political division, would you have a more or less favorable view of the brand, or would it have no impact?*  
*Sports leagues*

Demographic	Much more favorable		Somewhat more favorable		No impact		Somewhat less favorable		Much less favorable		Total N
Adults	11%	(251)	15%	(319)	40%	(876)	14%	(303)	20%	(450)	2200
Ethnicity: Hispanic	16%	(57)	21%	(74)	38%	(134)	11%	(37)	13%	(46)	349
Ethnicity: Black	20%	(55)	18%	(49)	42%	(115)	9%	(24)	12%	(32)	274
Ethnicity: Other	12%	(25)	15%	(31)	45%	(92)	13%	(26)	14%	(29)	204
All Christian	14%	(145)	15%	(158)	32%	(345)	15%	(161)	24%	(255)	1064
All Non-Christian	17%	(24)	24%	(35)	38%	(55)	14%	(20)	6%	(9)	143
Atheist	21%	(17)	20%	(16)	38%	(30)	12%	(9)	9%	(7)	80
Agnostic/Nothing in particular	8%	(41)	13%	(65)	49%	(250)	10%	(51)	20%	(99)	506
Something Else	6%	(25)	11%	(46)	48%	(197)	15%	(61)	19%	(80)	408
Religious Non-Protestant/Catholic	15%	(24)	23%	(36)	38%	(60)	15%	(23)	9%	(14)	158
Evangelical	16%	(106)	14%	(98)	35%	(235)	12%	(84)	23%	(156)	678
Non-Evangelical	8%	(60)	13%	(101)	39%	(294)	18%	(134)	23%	(171)	760
Community: Urban	18%	(132)	23%	(165)	38%	(272)	10%	(72)	12%	(84)	725
Community: Suburban	9%	(83)	11%	(105)	40%	(376)	16%	(150)	24%	(220)	934
Community: Rural	7%	(36)	9%	(49)	42%	(229)	15%	(82)	27%	(146)	541
Employ: Private Sector	17%	(111)	19%	(124)	31%	(205)	14%	(93)	18%	(121)	654
Employ: Government	23%	(35)	22%	(33)	32%	(49)	12%	(18)	12%	(18)	153
Employ: Self-Employed	8%	(15)	25%	(45)	30%	(54)	11%	(19)	26%	(46)	178
Employ: Homemaker	4%	(5)	9%	(11)	56%	(64)	6%	(7)	24%	(28)	115
Employ: Student	20%	(27)	20%	(28)	41%	(58)	14%	(19)	5%	(7)	140
Employ: Retired	5%	(22)	7%	(37)	43%	(213)	14%	(70)	31%	(154)	496
Employ: Unemployed	8%	(23)	8%	(26)	52%	(157)	17%	(50)	16%	(48)	305
Employ: Other	8%	(12)	10%	(16)	49%	(78)	17%	(26)	17%	(27)	158
Military HH: Yes	12%	(48)	11%	(44)	33%	(128)	15%	(57)	28%	(105)	381
Military HH: No	11%	(204)	15%	(276)	41%	(749)	14%	(246)	19%	(344)	1819
RD/WT: Right Direction	17%	(89)	22%	(117)	34%	(182)	11%	(60)	15%	(81)	529
RD/WT: Wrong Track	10%	(162)	12%	(202)	42%	(695)	15%	(243)	22%	(369)	1671
Trump Job Approve	7%	(58)	13%	(99)	31%	(243)	15%	(120)	34%	(267)	787
Trump Job Disapprove	14%	(189)	16%	(217)	44%	(588)	13%	(172)	13%	(170)	1336

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**Table MCBR2\_23:** *If each of the following types of brands made public statements on social media about political division, would you have a more or less favorable view of the brand, or would it have no impact?*  
*Sports leagues*

Demographic	Much more favorable		Somewhat more favorable		No impact		Somewhat less favorable		Much less favorable		Total N
Adults	11%	(251)	15%	(319)	40%	(876)	14%	(303)	20%	(450)	2200
Trump Job Strongly Approve	8%	(38)	11%	(53)	29%	(138)	14%	(69)	38%	(179)	476
Trump Job Somewhat Approve	7%	(20)	15%	(46)	34%	(105)	16%	(51)	28%	(88)	311
Trump Job Somewhat Disapprove	11%	(31)	21%	(58)	39%	(107)	14%	(39)	14%	(37)	271
Trump Job Strongly Disapprove	15%	(158)	15%	(160)	45%	(481)	13%	(133)	13%	(133)	1066
Favorable of Trump	8%	(63)	11%	(86)	32%	(253)	16%	(123)	34%	(265)	789
Unfavorable of Trump	13%	(173)	17%	(218)	44%	(575)	13%	(172)	13%	(171)	1308
Very Favorable of Trump	9%	(43)	9%	(41)	30%	(140)	14%	(68)	38%	(179)	472
Somewhat Favorable of Trump	6%	(20)	14%	(45)	35%	(112)	17%	(55)	27%	(85)	318
Somewhat Unfavorable of Trump	12%	(25)	22%	(48)	35%	(76)	17%	(36)	14%	(31)	216
Very Unfavorable of Trump	14%	(148)	16%	(170)	46%	(499)	12%	(136)	13%	(140)	1092
#1 Issue: Economy	9%	(77)	14%	(118)	37%	(319)	15%	(130)	25%	(216)	860
#1 Issue: Security	11%	(32)	10%	(30)	36%	(104)	14%	(40)	28%	(82)	289
#1 Issue: Health Care	17%	(58)	20%	(69)	44%	(156)	11%	(39)	8%	(29)	351
#1 Issue: Medicare / Social Security	6%	(16)	11%	(30)	42%	(111)	18%	(49)	23%	(60)	267
#1 Issue: Women's Issues	16%	(16)	18%	(18)	45%	(44)	10%	(10)	11%	(10)	98
#1 Issue: Education	18%	(20)	20%	(23)	38%	(43)	13%	(14)	10%	(12)	111
#1 Issue: Energy	19%	(16)	19%	(15)	31%	(26)	14%	(12)	16%	(13)	83
#1 Issue: Other	11%	(16)	11%	(16)	52%	(74)	6%	(9)	19%	(27)	141
2020 Vote: Joe Biden	18%	(180)	20%	(207)	41%	(417)	11%	(117)	10%	(105)	1024
2020 Vote: Donald Trump	5%	(31)	9%	(61)	31%	(204)	17%	(112)	39%	(258)	667
2020 Vote: Other	3%	(3)	7%	(6)	47%	(40)	22%	(19)	20%	(17)	84
2020 Vote: Didn't Vote	9%	(37)	11%	(45)	51%	(215)	13%	(56)	16%	(68)	421
2018 House Vote: Democrat	18%	(141)	20%	(157)	39%	(303)	11%	(81)	12%	(92)	774
2018 House Vote: Republican	5%	(30)	11%	(60)	27%	(148)	16%	(88)	42%	(232)	558
2016 Vote: Hillary Clinton	18%	(126)	20%	(139)	41%	(287)	11%	(79)	10%	(74)	703
2016 Vote: Donald Trump	6%	(38)	10%	(66)	29%	(185)	18%	(114)	38%	(244)	647
2016 Vote: Other	2%	(2)	14%	(12)	46%	(40)	16%	(14)	22%	(19)	87
2016 Vote: Didn't Vote	11%	(86)	13%	(98)	48%	(365)	13%	(97)	15%	(113)	759

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**Table MCBR2\_23:** *If each of the following types of brands made public statements on social media about political division, would you have a more or less favorable view of the brand, or would it have no impact?*  
*Sports leagues*

Demographic	Much more favorable		Somewhat more favorable		No impact		Somewhat less favorable		Much less favorable		Total N
Adults	11%	(251)	15%	(319)	40%	(876)	14%	(303)	20%	(450)	2200
Voted in 2014: Yes	12%	(143)	15%	(183)	34%	(414)	14%	(169)	25%	(308)	1216
Voted in 2014: No	11%	(109)	14%	(137)	47%	(462)	14%	(135)	14%	(142)	984
4-Region: Northeast	13%	(52)	18%	(72)	37%	(146)	11%	(44)	20%	(80)	394
4-Region: Midwest	8%	(35)	12%	(56)	47%	(215)	16%	(74)	18%	(82)	462
4-Region: South	10%	(80)	12%	(98)	41%	(334)	14%	(118)	23%	(193)	824
4-Region: West	16%	(84)	18%	(93)	35%	(181)	13%	(67)	18%	(94)	520

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



**Table MCBR3\_1:** *If each of the following types of brands made public statements on social media about political division, would you be more or less likely to purchase products or services from the brand, or would it have no impact?*

*Airlines*

Demographic	Much more likely		Somewhat more likely		No impact		Somewhat less likely		Much less likely		Total N
Adults	10%	(211)	14%	(311)	46%	(1014)	14%	(317)	16%	(347)	2200
Gender: Male	12%	(124)	16%	(171)	44%	(465)	14%	(147)	15%	(154)	1062
Gender: Female	8%	(87)	12%	(140)	48%	(549)	15%	(170)	17%	(193)	1138
Age: 18-34	14%	(91)	19%	(122)	46%	(301)	13%	(87)	8%	(54)	655
Age: 35-44	15%	(53)	24%	(85)	44%	(156)	11%	(38)	7%	(26)	358
Age: 45-64	7%	(54)	10%	(76)	46%	(345)	15%	(113)	22%	(162)	751
Age: 65+	3%	(13)	7%	(28)	49%	(212)	18%	(79)	24%	(104)	436
GenZers: 1997-2012	11%	(37)	15%	(49)	49%	(163)	15%	(50)	10%	(32)	331
Millennials: 1981-1996	17%	(100)	24%	(142)	42%	(250)	11%	(68)	7%	(40)	599
GenXers: 1965-1980	9%	(48)	12%	(65)	47%	(250)	12%	(64)	20%	(104)	531
Baby Boomers: 1946-1964	3%	(20)	7%	(47)	49%	(322)	18%	(120)	23%	(149)	659
PID: Dem (no lean)	14%	(127)	19%	(176)	47%	(426)	10%	(95)	9%	(86)	912
PID: Ind (no lean)	6%	(36)	9%	(60)	54%	(352)	17%	(110)	14%	(94)	652
PID: Rep (no lean)	7%	(47)	12%	(74)	37%	(236)	18%	(112)	26%	(167)	636
PID/Gender: Dem Men	18%	(78)	20%	(86)	45%	(189)	9%	(38)	8%	(33)	424
PID/Gender: Dem Women	10%	(50)	19%	(90)	49%	(237)	12%	(57)	11%	(53)	488
PID/Gender: Ind Men	5%	(16)	13%	(38)	49%	(150)	18%	(54)	16%	(47)	306
PID/Gender: Ind Women	6%	(20)	6%	(22)	58%	(202)	16%	(56)	13%	(46)	346
PID/Gender: Rep Men	9%	(30)	14%	(47)	38%	(126)	17%	(55)	22%	(74)	332
PID/Gender: Rep Women	6%	(17)	9%	(27)	36%	(110)	19%	(57)	31%	(93)	304
Ideo: Liberal (1-3)	17%	(109)	20%	(129)	42%	(272)	12%	(80)	10%	(64)	655
Ideo: Moderate (4)	7%	(46)	14%	(89)	53%	(343)	12%	(80)	13%	(87)	644
Ideo: Conservative (5-7)	6%	(43)	10%	(65)	38%	(254)	19%	(127)	26%	(176)	663
Educ: < College	7%	(111)	12%	(175)	50%	(761)	14%	(218)	16%	(248)	1512
Educ: Bachelors degree	11%	(50)	18%	(81)	39%	(173)	16%	(72)	15%	(68)	444
Educ: Post-grad	20%	(50)	23%	(56)	33%	(80)	11%	(27)	13%	(31)	244
Income: Under 50k	8%	(88)	11%	(118)	53%	(596)	13%	(150)	15%	(169)	1121
Income: 50k-100k	8%	(58)	17%	(114)	43%	(290)	17%	(112)	16%	(107)	681
Income: 100k+	16%	(65)	20%	(79)	32%	(128)	14%	(54)	18%	(71)	398
Ethnicity: White	9%	(151)	13%	(218)	47%	(803)	15%	(255)	17%	(295)	1722

Continued on next page

**Table MCBR3\_1:** *If each of the following types of brands made public statements on social media about political division, would you be more or less likely to purchase products or services from the brand, or would it have no impact?*  
Airlines

Demographic	Much more likely		Somewhat more likely		No impact		Somewhat less likely		Much less likely		Total N
Adults	10%	(211)	14%	(311)	46%	(1014)	14%	(317)	16%	(347)	2200
Ethnicity: Hispanic	14%	(48)	22%	(76)	40%	(141)	14%	(48)	10%	(36)	349
Ethnicity: Black	16%	(44)	24%	(65)	41%	(113)	8%	(22)	11%	(31)	274
Ethnicity: Other	8%	(16)	14%	(28)	48%	(98)	19%	(39)	11%	(22)	204
All Christian	11%	(116)	15%	(164)	39%	(415)	15%	(163)	19%	(206)	1064
All Non-Christian	17%	(24)	21%	(30)	47%	(66)	9%	(12)	7%	(11)	143
Atheist	10%	(8)	19%	(15)	50%	(40)	11%	(9)	9%	(8)	80
Agnostic/Nothing in particular	7%	(37)	10%	(50)	57%	(291)	11%	(58)	14%	(71)	506
Something Else	6%	(26)	13%	(52)	50%	(202)	18%	(75)	13%	(52)	408
Religious Non-Protestant/Catholic	15%	(24)	20%	(32)	46%	(72)	8%	(12)	11%	(18)	158
Evangelical	14%	(96)	15%	(103)	39%	(263)	15%	(105)	16%	(111)	678
Non-Evangelical	6%	(44)	13%	(102)	45%	(345)	17%	(132)	18%	(137)	760
Community: Urban	16%	(115)	24%	(173)	41%	(300)	10%	(69)	9%	(68)	725
Community: Suburban	7%	(66)	10%	(94)	48%	(450)	16%	(152)	18%	(173)	934
Community: Rural	5%	(30)	8%	(45)	49%	(264)	18%	(96)	20%	(106)	541
Employ: Private Sector	14%	(89)	19%	(125)	39%	(257)	14%	(92)	14%	(92)	654
Employ: Government	21%	(33)	25%	(39)	31%	(47)	14%	(21)	9%	(14)	153
Employ: Self-Employed	12%	(21)	13%	(23)	45%	(81)	13%	(23)	17%	(30)	178
Employ: Homemaker	3%	(4)	10%	(12)	62%	(72)	9%	(10)	16%	(18)	115
Employ: Student	12%	(17)	26%	(37)	40%	(56)	15%	(21)	7%	(9)	140
Employ: Retired	3%	(16)	5%	(26)	50%	(250)	16%	(78)	26%	(127)	496
Employ: Unemployed	7%	(22)	9%	(28)	56%	(170)	16%	(48)	12%	(36)	305
Employ: Other	7%	(11)	13%	(21)	52%	(82)	15%	(24)	13%	(21)	158
Military HH: Yes	11%	(40)	11%	(42)	40%	(154)	18%	(70)	19%	(74)	381
Military HH: No	9%	(171)	15%	(269)	47%	(860)	14%	(247)	15%	(273)	1819
RD/WT: Right Direction	17%	(92)	21%	(112)	38%	(203)	10%	(54)	13%	(68)	529
RD/WT: Wrong Track	7%	(119)	12%	(199)	49%	(812)	16%	(263)	17%	(279)	1671
Trump Job Approve	10%	(75)	13%	(105)	36%	(283)	16%	(125)	25%	(200)	787
Trump Job Disapprove	10%	(128)	15%	(202)	51%	(686)	13%	(178)	11%	(141)	1336

Continued on next page

**Table MCBR3\_1:** *If each of the following types of brands made public statements on social media about political division, would you be more or less likely to purchase products or services from the brand, or would it have no impact?*  
*Airlines*

Demographic	Much more likely		Somewhat more likely		No impact		Somewhat less likely		Much less likely		Total N
Adults	10%	(211)	14%	(311)	46%	(1014)	14%	(317)	16%	(347)	2200
Trump Job Strongly Approve	11%	(52)	12%	(59)	32%	(152)	15%	(73)	30%	(140)	476
Trump Job Somewhat Approve	7%	(22)	15%	(46)	42%	(131)	17%	(52)	19%	(59)	311
Trump Job Somewhat Disapprove	9%	(25)	19%	(52)	43%	(117)	18%	(48)	11%	(28)	271
Trump Job Strongly Disapprove	10%	(104)	14%	(150)	53%	(569)	12%	(130)	11%	(112)	1066
Favorable of Trump	10%	(78)	13%	(100)	36%	(281)	17%	(134)	25%	(198)	789
Unfavorable of Trump	10%	(125)	15%	(190)	52%	(676)	13%	(176)	11%	(140)	1308
Very Favorable of Trump	11%	(51)	10%	(46)	33%	(154)	16%	(76)	30%	(144)	472
Somewhat Favorable of Trump	8%	(26)	17%	(53)	40%	(127)	18%	(58)	17%	(54)	318
Somewhat Unfavorable of Trump	10%	(22)	16%	(34)	45%	(97)	16%	(34)	13%	(28)	216
Very Unfavorable of Trump	10%	(104)	14%	(156)	53%	(579)	13%	(142)	10%	(112)	1092
#1 Issue: Economy	8%	(71)	13%	(114)	44%	(381)	16%	(140)	18%	(153)	860
#1 Issue: Security	9%	(25)	15%	(44)	39%	(112)	13%	(37)	24%	(71)	289
#1 Issue: Health Care	15%	(52)	15%	(52)	53%	(185)	11%	(40)	6%	(23)	351
#1 Issue: Medicare / Social Security	8%	(21)	11%	(31)	47%	(124)	16%	(43)	18%	(48)	267
#1 Issue: Women's Issues	15%	(14)	13%	(12)	48%	(47)	17%	(16)	8%	(7)	98
#1 Issue: Education	10%	(11)	22%	(24)	40%	(44)	18%	(20)	11%	(12)	111
#1 Issue: Energy	9%	(8)	25%	(21)	46%	(38)	8%	(7)	12%	(10)	83
#1 Issue: Other	7%	(9)	9%	(12)	58%	(82)	10%	(14)	16%	(23)	141
2020 Vote: Joe Biden	13%	(132)	19%	(199)	47%	(487)	11%	(116)	9%	(92)	1024
2020 Vote: Donald Trump	5%	(35)	10%	(64)	37%	(244)	20%	(133)	28%	(190)	667
2020 Vote: Other	—	(0)	9%	(8)	60%	(51)	22%	(19)	9%	(7)	84
2020 Vote: Didn't Vote	10%	(44)	10%	(41)	55%	(231)	11%	(48)	14%	(57)	421
2018 House Vote: Democrat	12%	(94)	19%	(146)	47%	(364)	12%	(94)	10%	(77)	774
2018 House Vote: Republican	7%	(40)	10%	(53)	33%	(185)	18%	(102)	32%	(177)	558
2016 Vote: Hillary Clinton	13%	(93)	17%	(123)	49%	(342)	12%	(85)	9%	(61)	703
2016 Vote: Donald Trump	6%	(42)	10%	(66)	35%	(228)	20%	(128)	28%	(183)	647
2016 Vote: Other	3%	(3)	10%	(9)	54%	(47)	17%	(15)	15%	(13)	87
2016 Vote: Didn't Vote	9%	(70)	15%	(112)	52%	(398)	12%	(89)	12%	(90)	759

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**Table MCBR3\_1:** *If each of the following types of brands made public statements on social media about political division, would you be more or less likely to purchase products or services from the brand, or would it have no impact?*

Airlines

Demographic	Much more likely		Somewhat more likely		No impact		Somewhat less likely		Much less likely		Total N
Adults	10%	(211)	14%	(311)	46%	(1014)	14%	(317)	16%	(347)	2200
Voted in 2014: Yes	10%	(121)	14%	(167)	42%	(514)	15%	(178)	19%	(235)	1216
Voted in 2014: No	9%	(90)	15%	(144)	51%	(500)	14%	(139)	11%	(112)	984
4-Region: Northeast	12%	(47)	19%	(73)	42%	(167)	11%	(44)	16%	(63)	394
4-Region: Midwest	7%	(30)	11%	(53)	51%	(234)	17%	(79)	14%	(67)	462
4-Region: South	9%	(77)	12%	(99)	46%	(380)	15%	(121)	18%	(147)	824
4-Region: West	11%	(57)	17%	(86)	45%	(232)	14%	(74)	14%	(71)	520

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

**Table MCBR3\_2:** *If each of the following types of brands made public statements on social media about political division, would you be more or less likely to purchase products or services from the brand, or would it have no impact?*  
*Automotive brands*

Demographic	Much more likely		Somewhat more likely		No impact		Somewhat less likely		Much less likely		Total N
Adults	9%	(201)	13%	(275)	49%	(1083)	14%	(308)	15%	(332)	2200
Gender: Male	11%	(120)	14%	(149)	47%	(504)	13%	(135)	14%	(154)	1062
Gender: Female	7%	(81)	11%	(126)	51%	(579)	15%	(173)	16%	(179)	1138
Age: 18-34	13%	(87)	14%	(90)	52%	(342)	13%	(82)	8%	(53)	655
Age: 35-44	15%	(54)	23%	(82)	46%	(165)	9%	(31)	7%	(26)	358
Age: 45-64	6%	(44)	10%	(78)	48%	(362)	16%	(117)	20%	(150)	751
Age: 65+	4%	(16)	6%	(25)	49%	(214)	18%	(78)	24%	(103)	436
GenZers: 1997-2012	9%	(28)	12%	(38)	58%	(193)	12%	(40)	9%	(31)	331
Millennials: 1981-1996	18%	(107)	20%	(118)	45%	(271)	11%	(65)	6%	(38)	599
GenXers: 1965-1980	6%	(33)	14%	(76)	49%	(258)	13%	(70)	18%	(93)	531
Baby Boomers: 1946-1964	4%	(24)	6%	(40)	50%	(330)	18%	(121)	22%	(145)	659
PID: Dem (no lean)	14%	(124)	17%	(154)	51%	(463)	10%	(88)	9%	(83)	912
PID: Ind (no lean)	7%	(44)	9%	(56)	54%	(351)	16%	(106)	14%	(94)	652
PID: Rep (no lean)	5%	(33)	10%	(65)	42%	(269)	18%	(114)	24%	(156)	636
PID/Gender: Dem Men	18%	(77)	19%	(80)	46%	(195)	9%	(38)	8%	(35)	424
PID/Gender: Dem Women	10%	(47)	15%	(74)	55%	(268)	10%	(51)	10%	(48)	488
PID/Gender: Ind Men	7%	(22)	11%	(33)	51%	(155)	15%	(47)	16%	(48)	306
PID/Gender: Ind Women	6%	(22)	7%	(23)	57%	(196)	17%	(60)	13%	(46)	346
PID/Gender: Rep Men	6%	(21)	11%	(36)	46%	(153)	15%	(51)	21%	(71)	332
PID/Gender: Rep Women	4%	(12)	9%	(29)	38%	(116)	21%	(63)	28%	(85)	304
Ideo: Liberal (1-3)	16%	(106)	18%	(120)	45%	(297)	11%	(72)	9%	(59)	655
Ideo: Moderate (4)	6%	(37)	13%	(81)	56%	(359)	13%	(85)	13%	(82)	644
Ideo: Conservative (5-7)	7%	(47)	8%	(53)	41%	(273)	19%	(126)	25%	(165)	663
Educ: < College	7%	(99)	10%	(156)	53%	(804)	14%	(215)	16%	(239)	1512
Educ: Bachelors degree	13%	(56)	14%	(62)	43%	(191)	16%	(71)	14%	(64)	444
Educ: Post-grad	19%	(46)	23%	(57)	36%	(88)	9%	(23)	12%	(30)	244
Income: Under 50k	7%	(78)	10%	(114)	55%	(616)	14%	(155)	14%	(159)	1121
Income: 50k-100k	9%	(62)	12%	(84)	46%	(316)	16%	(110)	16%	(109)	681
Income: 100k+	15%	(61)	20%	(78)	38%	(152)	11%	(44)	16%	(64)	398
Ethnicity: White	8%	(138)	12%	(205)	49%	(846)	15%	(252)	16%	(280)	1722

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**Table MCBR3\_2:** *If each of the following types of brands made public statements on social media about political division, would you be more or less likely to purchase products or services from the brand, or would it have no impact?*  
*Automotive brands*

Demographic	Much more likely		Somewhat more likely		No impact		Somewhat less likely		Much less likely		Total N
Adults	9%	(201)	13%	(275)	49%	(1083)	14%	(308)	15%	(332)	2200
Ethnicity: Hispanic	13%	(44)	15%	(51)	52%	(180)	9%	(32)	12%	(42)	349
Ethnicity: Black	16%	(43)	17%	(45)	47%	(130)	12%	(32)	9%	(24)	274
Ethnicity: Other	10%	(20)	12%	(25)	53%	(107)	12%	(24)	14%	(28)	204
All Christian	10%	(109)	14%	(148)	42%	(447)	15%	(158)	19%	(202)	1064
All Non-Christian	18%	(26)	19%	(27)	49%	(69)	9%	(13)	5%	(7)	143
Atheist	10%	(8)	16%	(13)	58%	(46)	8%	(6)	8%	(6)	80
Agnostic/Nothing in particular	6%	(30)	9%	(45)	60%	(303)	12%	(58)	14%	(68)	506
Something Else	7%	(28)	10%	(41)	53%	(218)	18%	(73)	12%	(49)	408
Religious Non-Protestant/Catholic	17%	(26)	17%	(27)	47%	(74)	10%	(15)	9%	(14)	158
Evangelical	12%	(84)	16%	(107)	41%	(278)	15%	(101)	16%	(108)	678
Non-Evangelical	7%	(50)	10%	(77)	49%	(375)	16%	(125)	17%	(132)	760
Community: Urban	17%	(122)	19%	(135)	45%	(325)	10%	(73)	10%	(70)	725
Community: Suburban	6%	(54)	10%	(91)	51%	(478)	15%	(144)	18%	(167)	934
Community: Rural	5%	(25)	9%	(49)	52%	(280)	17%	(91)	18%	(96)	541
Employ: Private Sector	13%	(84)	16%	(105)	43%	(284)	15%	(100)	12%	(81)	654
Employ: Government	18%	(27)	21%	(32)	38%	(58)	16%	(24)	8%	(13)	153
Employ: Self-Employed	9%	(17)	17%	(31)	46%	(82)	12%	(22)	15%	(27)	178
Employ: Homemaker	5%	(5)	11%	(12)	61%	(70)	11%	(13)	13%	(15)	115
Employ: Student	8%	(11)	16%	(23)	58%	(81)	8%	(12)	9%	(13)	140
Employ: Retired	3%	(13)	8%	(40)	49%	(246)	15%	(73)	25%	(125)	496
Employ: Unemployed	11%	(34)	6%	(19)	56%	(170)	14%	(43)	13%	(39)	305
Employ: Other	6%	(9)	9%	(14)	59%	(93)	14%	(22)	12%	(19)	158
Military HH: Yes	10%	(39)	11%	(43)	40%	(152)	17%	(67)	21%	(81)	381
Military HH: No	9%	(162)	13%	(232)	51%	(932)	13%	(242)	14%	(251)	1819
RD/WT: Right Direction	17%	(91)	17%	(91)	42%	(224)	10%	(55)	13%	(68)	529
RD/WT: Wrong Track	7%	(110)	11%	(184)	51%	(859)	15%	(254)	16%	(264)	1671
Trump Job Approve	8%	(64)	11%	(83)	40%	(316)	16%	(129)	25%	(194)	787
Trump Job Disapprove	10%	(130)	14%	(189)	54%	(719)	12%	(167)	10%	(132)	1336

Continued on next page

**Table MCBR3\_2:** *If each of the following types of brands made public statements on social media about political division, would you be more or less likely to purchase products or services from the brand, or would it have no impact?*  
*Automotive brands*

Demographic	Much more likely		Somewhat more likely		No impact		Somewhat less likely		Much less likely		Total N
Adults	9%	(201)	13%	(275)	49%	(1083)	14%	(308)	15%	(332)	2200
Trump Job Strongly Approve	10%	(48)	9%	(44)	37%	(177)	15%	(72)	29%	(136)	476
Trump Job Somewhat Approve	5%	(16)	13%	(40)	45%	(139)	19%	(58)	19%	(58)	311
Trump Job Somewhat Disapprove	7%	(20)	20%	(55)	44%	(120)	18%	(49)	10%	(28)	271
Trump Job Strongly Disapprove	10%	(110)	13%	(134)	56%	(599)	11%	(118)	10%	(104)	1066
Favorable of Trump	7%	(59)	12%	(91)	39%	(310)	18%	(139)	24%	(190)	789
Unfavorable of Trump	10%	(130)	14%	(178)	54%	(708)	12%	(158)	10%	(134)	1308
Very Favorable of Trump	9%	(41)	10%	(45)	36%	(170)	17%	(79)	29%	(137)	472
Somewhat Favorable of Trump	6%	(18)	14%	(46)	44%	(141)	19%	(60)	17%	(54)	318
Somewhat Unfavorable of Trump	10%	(23)	17%	(38)	44%	(95)	18%	(38)	11%	(23)	216
Very Unfavorable of Trump	10%	(107)	13%	(141)	56%	(614)	11%	(119)	10%	(111)	1092
#1 Issue: Economy	8%	(70)	12%	(101)	46%	(395)	17%	(144)	17%	(150)	860
#1 Issue: Security	9%	(27)	10%	(30)	42%	(121)	16%	(46)	23%	(65)	289
#1 Issue: Health Care	13%	(47)	16%	(56)	55%	(195)	10%	(36)	5%	(17)	351
#1 Issue: Medicare / Social Security	8%	(21)	10%	(28)	48%	(128)	14%	(36)	20%	(53)	267
#1 Issue: Women's Issues	12%	(12)	11%	(11)	61%	(59)	10%	(10)	6%	(6)	98
#1 Issue: Education	10%	(11)	19%	(21)	47%	(52)	13%	(15)	11%	(12)	111
#1 Issue: Energy	10%	(8)	15%	(13)	57%	(47)	6%	(5)	12%	(10)	83
#1 Issue: Other	4%	(6)	10%	(14)	61%	(86)	12%	(17)	13%	(19)	141
2020 Vote: Joe Biden	14%	(144)	17%	(171)	51%	(522)	9%	(96)	9%	(91)	1024
2020 Vote: Donald Trump	4%	(30)	8%	(51)	40%	(267)	21%	(138)	27%	(180)	667
2020 Vote: Other	—	(0)	5%	(4)	61%	(52)	24%	(20)	9%	(8)	84
2020 Vote: Didn't Vote	6%	(27)	11%	(48)	57%	(241)	12%	(52)	12%	(52)	421
2018 House Vote: Democrat	13%	(103)	17%	(128)	49%	(378)	11%	(87)	10%	(78)	774
2018 House Vote: Republican	5%	(29)	10%	(54)	36%	(203)	18%	(102)	30%	(169)	558
2016 Vote: Hillary Clinton	13%	(95)	16%	(112)	52%	(367)	10%	(72)	8%	(58)	703
2016 Vote: Donald Trump	6%	(40)	9%	(57)	38%	(247)	20%	(126)	27%	(176)	647
2016 Vote: Other	—	(0)	11%	(9)	55%	(47)	18%	(15)	17%	(15)	87
2016 Vote: Didn't Vote	9%	(66)	13%	(96)	55%	(419)	12%	(94)	11%	(83)	759

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**Table MCBR3\_2:** *If each of the following types of brands made public statements on social media about political division, would you be more or less likely to purchase products or services from the brand, or would it have no impact?*  
*Automotive brands*

Demographic	Much more likely		Somewhat more likely		No impact		Somewhat less likely		Much less likely		Total N
Adults	9%	(201)	13%	(275)	49%	(1083)	14%	(308)	15%	(332)	2200
Voted in 2014: Yes	10%	(125)	13%	(157)	44%	(532)	14%	(172)	19%	(230)	1216
Voted in 2014: No	8%	(76)	12%	(118)	56%	(551)	14%	(136)	10%	(102)	984
4-Region: Northeast	14%	(55)	16%	(65)	45%	(178)	10%	(40)	14%	(56)	394
4-Region: Midwest	5%	(22)	9%	(40)	55%	(254)	18%	(81)	14%	(65)	462
4-Region: South	7%	(56)	13%	(107)	49%	(402)	15%	(121)	17%	(138)	824
4-Region: West	13%	(68)	12%	(64)	48%	(250)	13%	(66)	14%	(72)	520

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



**Table MCBR3\_3:** *If each of the following types of brands made public statements on social media about political division, would you be more or less likely to purchase products or services from the brand, or would it have no impact?*  
*Baby food brands*

Demographic	Much more likely		Somewhat more likely		No impact		Somewhat less likely		Much less likely		Total N
Adults	8%	(177)	11%	(238)	53%	(1163)	12%	(262)	16%	(360)	2200
Gender: Male	11%	(114)	13%	(134)	51%	(539)	10%	(107)	16%	(168)	1062
Gender: Female	6%	(63)	9%	(104)	55%	(624)	14%	(155)	17%	(192)	1138
Age: 18-34	12%	(77)	16%	(103)	51%	(336)	11%	(69)	11%	(70)	655
Age: 35-44	16%	(59)	18%	(64)	50%	(180)	7%	(25)	8%	(29)	358
Age: 45-64	5%	(36)	8%	(60)	52%	(394)	13%	(97)	22%	(164)	751
Age: 65+	1%	(5)	3%	(11)	58%	(253)	16%	(71)	22%	(95)	436
GenZers: 1997-2012	6%	(21)	16%	(51)	54%	(180)	13%	(41)	11%	(37)	331
Millennials: 1981-1996	18%	(107)	17%	(103)	48%	(288)	8%	(49)	9%	(52)	599
GenXers: 1965-1980	6%	(33)	12%	(61)	53%	(280)	10%	(51)	20%	(106)	531
Baby Boomers: 1946-1964	2%	(14)	3%	(18)	57%	(375)	17%	(111)	21%	(141)	659
PID: Dem (no lean)	12%	(111)	15%	(141)	53%	(483)	9%	(82)	10%	(95)	912
PID: Ind (no lean)	6%	(38)	7%	(43)	57%	(372)	15%	(100)	15%	(99)	652
PID: Rep (no lean)	4%	(28)	8%	(54)	48%	(308)	13%	(80)	26%	(166)	636
PID/Gender: Dem Men	18%	(75)	17%	(74)	48%	(203)	8%	(32)	9%	(40)	424
PID/Gender: Dem Women	8%	(37)	14%	(67)	57%	(280)	10%	(50)	11%	(55)	488
PID/Gender: Ind Men	7%	(21)	7%	(23)	55%	(168)	12%	(38)	18%	(56)	306
PID/Gender: Ind Women	5%	(17)	6%	(20)	59%	(204)	18%	(62)	12%	(43)	346
PID/Gender: Rep Men	6%	(18)	11%	(37)	51%	(169)	11%	(36)	21%	(71)	332
PID/Gender: Rep Women	3%	(10)	6%	(17)	46%	(139)	14%	(44)	31%	(95)	304
Ideo: Liberal (1-3)	14%	(89)	15%	(97)	52%	(338)	10%	(65)	10%	(66)	655
Ideo: Moderate (4)	6%	(39)	10%	(65)	58%	(375)	11%	(68)	15%	(97)	644
Ideo: Conservative (5-7)	6%	(40)	8%	(54)	45%	(298)	16%	(104)	25%	(167)	663
Educ: < College	5%	(81)	8%	(126)	58%	(876)	11%	(174)	17%	(256)	1512
Educ: Bachelors degree	11%	(51)	13%	(58)	45%	(198)	15%	(68)	16%	(69)	444
Educ: Post-grad	19%	(45)	22%	(54)	37%	(89)	8%	(20)	14%	(35)	244
Income: Under 50k	5%	(61)	8%	(88)	60%	(675)	11%	(124)	15%	(174)	1121
Income: 50k-100k	8%	(54)	12%	(80)	49%	(336)	14%	(96)	17%	(115)	681
Income: 100k+	16%	(63)	18%	(71)	38%	(152)	11%	(42)	18%	(71)	398
Ethnicity: White	8%	(129)	10%	(167)	53%	(914)	12%	(212)	17%	(299)	1722

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**Table MCBR3\_3:** *If each of the following types of brands made public statements on social media about political division, would you be more or less likely to purchase products or services from the brand, or would it have no impact?*  
*Baby food brands*

Demographic	Much more likely		Somewhat more likely		No impact		Somewhat less likely		Much less likely		Total N
Adults	8%	(177)	11%	(238)	53%	(1163)	12%	(262)	16%	(360)	2200
Ethnicity: Hispanic	12%	(41)	16%	(54)	49%	(170)	11%	(37)	14%	(47)	349
Ethnicity: Black	12%	(32)	18%	(49)	51%	(140)	6%	(16)	13%	(37)	274
Ethnicity: Other	8%	(16)	11%	(22)	53%	(109)	17%	(34)	11%	(23)	204
All Christian	10%	(101)	11%	(120)	46%	(492)	14%	(147)	19%	(204)	1064
All Non-Christian	18%	(25)	17%	(24)	48%	(68)	10%	(14)	8%	(11)	143
Atheist	3%	(3)	12%	(10)	66%	(53)	9%	(7)	9%	(7)	80
Agnostic/Nothing in particular	5%	(27)	8%	(41)	63%	(320)	9%	(45)	14%	(73)	506
Something Else	5%	(21)	10%	(43)	57%	(231)	12%	(49)	16%	(65)	408
Religious Non-Protestant/Catholic	16%	(26)	15%	(24)	47%	(73)	10%	(16)	11%	(18)	158
Evangelical	12%	(85)	14%	(96)	43%	(294)	13%	(91)	17%	(113)	678
Non-Evangelical	5%	(35)	8%	(62)	55%	(417)	13%	(102)	19%	(145)	760
Community: Urban	15%	(107)	19%	(138)	47%	(343)	9%	(63)	10%	(73)	725
Community: Suburban	5%	(50)	7%	(70)	54%	(505)	14%	(127)	20%	(183)	934
Community: Rural	4%	(21)	6%	(30)	58%	(315)	13%	(72)	19%	(103)	541
Employ: Private Sector	14%	(91)	15%	(99)	44%	(290)	11%	(72)	16%	(102)	654
Employ: Government	19%	(29)	18%	(28)	37%	(57)	15%	(23)	11%	(16)	153
Employ: Self-Employed	7%	(13)	14%	(25)	50%	(90)	10%	(18)	18%	(33)	178
Employ: Homemaker	3%	(4)	8%	(9)	64%	(73)	11%	(13)	14%	(17)	115
Employ: Student	6%	(8)	10%	(14)	62%	(87)	10%	(14)	12%	(17)	140
Employ: Retired	2%	(9)	2%	(11)	60%	(297)	13%	(65)	23%	(115)	496
Employ: Unemployed	6%	(18)	9%	(28)	61%	(185)	11%	(35)	13%	(39)	305
Employ: Other	4%	(7)	15%	(24)	53%	(83)	15%	(23)	13%	(21)	158
Military HH: Yes	10%	(39)	7%	(26)	47%	(180)	17%	(63)	19%	(74)	381
Military HH: No	8%	(138)	12%	(212)	54%	(983)	11%	(199)	16%	(286)	1819
RD/WT: Right Direction	15%	(80)	16%	(87)	47%	(248)	8%	(44)	13%	(69)	529
RD/WT: Wrong Track	6%	(97)	9%	(151)	55%	(915)	13%	(218)	17%	(291)	1671
Trump Job Approve	8%	(63)	10%	(82)	43%	(342)	13%	(99)	26%	(201)	787
Trump Job Disapprove	8%	(106)	11%	(151)	58%	(779)	11%	(150)	11%	(151)	1336

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**Table MCBR3\_3:** *If each of the following types of brands made public statements on social media about political division, would you be more or less likely to purchase products or services from the brand, or would it have no impact?*  
*Baby food brands*

Demographic	Much more likely		Somewhat more likely		No impact		Somewhat less likely		Much less likely		Total N
Adults	8%	(177)	11%	(238)	53%	(1163)	12%	(262)	16%	(360)	2200
Trump Job Strongly Approve	9%	(43)	9%	(44)	42%	(199)	11%	(53)	29%	(138)	476
Trump Job Somewhat Approve	6%	(20)	12%	(38)	46%	(143)	15%	(46)	20%	(64)	311
Trump Job Somewhat Disapprove	8%	(23)	16%	(44)	51%	(138)	14%	(38)	10%	(28)	271
Trump Job Strongly Disapprove	8%	(83)	10%	(107)	60%	(641)	10%	(111)	12%	(123)	1066
Favorable of Trump	8%	(66)	10%	(78)	43%	(339)	14%	(108)	25%	(199)	789
Unfavorable of Trump	8%	(101)	11%	(148)	58%	(760)	11%	(147)	12%	(151)	1308
Very Favorable of Trump	9%	(42)	9%	(40)	40%	(189)	12%	(58)	30%	(142)	472
Somewhat Favorable of Trump	8%	(24)	12%	(38)	47%	(150)	16%	(50)	18%	(57)	318
Somewhat Unfavorable of Trump	11%	(23)	12%	(27)	49%	(107)	14%	(31)	13%	(28)	216
Very Unfavorable of Trump	7%	(78)	11%	(121)	60%	(653)	11%	(117)	11%	(123)	1092
#1 Issue: Economy	7%	(62)	9%	(80)	51%	(439)	14%	(124)	18%	(156)	860
#1 Issue: Security	8%	(22)	13%	(37)	44%	(128)	12%	(35)	23%	(67)	289
#1 Issue: Health Care	13%	(45)	10%	(34)	60%	(213)	10%	(35)	7%	(24)	351
#1 Issue: Medicare / Social Security	4%	(10)	8%	(22)	55%	(147)	14%	(37)	19%	(51)	267
#1 Issue: Women's Issues	13%	(13)	15%	(14)	55%	(53)	11%	(11)	6%	(6)	98
#1 Issue: Education	14%	(16)	18%	(20)	45%	(50)	7%	(8)	16%	(18)	111
#1 Issue: Energy	6%	(5)	19%	(16)	51%	(42)	8%	(7)	15%	(13)	83
#1 Issue: Other	3%	(5)	10%	(14)	65%	(91)	5%	(6)	18%	(25)	141
2020 Vote: Joe Biden	12%	(123)	16%	(159)	53%	(543)	10%	(98)	10%	(101)	1024
2020 Vote: Donald Trump	4%	(28)	6%	(42)	46%	(309)	16%	(104)	28%	(184)	667
2020 Vote: Other	3%	(3)	4%	(4)	65%	(55)	16%	(13)	12%	(10)	84
2020 Vote: Didn't Vote	6%	(24)	8%	(34)	60%	(254)	11%	(46)	15%	(64)	421
2018 House Vote: Democrat	13%	(99)	14%	(106)	53%	(407)	10%	(78)	11%	(84)	774
2018 House Vote: Republican	5%	(29)	8%	(43)	42%	(237)	15%	(82)	30%	(168)	558
2016 Vote: Hillary Clinton	13%	(88)	14%	(101)	55%	(389)	10%	(67)	8%	(59)	703
2016 Vote: Donald Trump	6%	(40)	7%	(45)	43%	(281)	15%	(96)	29%	(184)	647
2016 Vote: Other	3%	(3)	2%	(2)	65%	(56)	12%	(10)	18%	(16)	87
2016 Vote: Didn't Vote	6%	(46)	11%	(86)	58%	(437)	12%	(89)	13%	(101)	759

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**Table MCBR3\_3:** *If each of the following types of brands made public statements on social media about political division, would you be more or less likely to purchase products or services from the brand, or would it have no impact?*  
*Baby food brands*

Demographic	Much more likely		Somewhat more likely		No impact		Somewhat less likely		Much less likely		Total N
Adults	8%	(177)	11%	(238)	53%	(1163)	12%	(262)	16%	(360)	2200
Voted in 2014: Yes	9%	(108)	11%	(128)	49%	(593)	13%	(154)	19%	(233)	1216
Voted in 2014: No	7%	(70)	11%	(110)	58%	(570)	11%	(108)	13%	(126)	984
4-Region: Northeast	12%	(47)	17%	(65)	47%	(184)	9%	(34)	16%	(63)	394
4-Region: Midwest	7%	(34)	7%	(30)	57%	(265)	13%	(61)	15%	(71)	462
4-Region: South	6%	(46)	9%	(75)	54%	(444)	14%	(116)	17%	(143)	824
4-Region: West	9%	(49)	13%	(67)	52%	(270)	10%	(51)	16%	(83)	520

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

**Table MCBR3\_4:** *If each of the following types of brands made public statements on social media about political division, would you be more or less likely to purchase products or services from the brand, or would it have no impact?*  
*Banks, credit cards or other financial institutions*

Demographic	Much more likely		Somewhat more likely		No impact		Somewhat less likely		Much less likely		Total N
Adults	11%	(242)	15%	(337)	45%	(982)	14%	(306)	15%	(333)	2200
Gender: Male	14%	(152)	18%	(187)	43%	(453)	12%	(123)	14%	(147)	1062
Gender: Female	8%	(90)	13%	(150)	46%	(529)	16%	(183)	16%	(187)	1138
Age: 18-34	15%	(95)	23%	(153)	44%	(285)	11%	(71)	8%	(51)	655
Age: 35-44	19%	(68)	21%	(77)	44%	(156)	10%	(35)	6%	(21)	358
Age: 45-64	8%	(61)	9%	(71)	45%	(340)	16%	(117)	22%	(162)	751
Age: 65+	4%	(18)	8%	(37)	46%	(201)	19%	(82)	23%	(99)	436
GenZers: 1997-2012	9%	(30)	22%	(74)	46%	(151)	14%	(47)	9%	(29)	331
Millennials: 1981-1996	21%	(125)	23%	(138)	42%	(251)	9%	(51)	6%	(34)	599
GenXers: 1965-1980	10%	(53)	13%	(71)	45%	(238)	13%	(69)	19%	(101)	531
Baby Boomers: 1946-1964	4%	(27)	7%	(49)	48%	(314)	19%	(124)	22%	(145)	659
PID: Dem (no lean)	17%	(158)	20%	(181)	45%	(415)	9%	(80)	9%	(79)	912
PID: Ind (no lean)	7%	(44)	13%	(88)	48%	(316)	17%	(110)	14%	(94)	652
PID: Rep (no lean)	6%	(40)	11%	(68)	40%	(251)	18%	(116)	25%	(160)	636
PID/Gender: Dem Men	24%	(101)	20%	(86)	42%	(180)	7%	(30)	7%	(28)	424
PID/Gender: Dem Women	12%	(57)	19%	(95)	48%	(235)	10%	(50)	11%	(52)	488
PID/Gender: Ind Men	7%	(20)	18%	(56)	45%	(138)	14%	(42)	16%	(50)	306
PID/Gender: Ind Women	7%	(24)	9%	(32)	51%	(178)	20%	(68)	13%	(44)	346
PID/Gender: Rep Men	9%	(32)	14%	(45)	41%	(135)	15%	(51)	21%	(69)	332
PID/Gender: Rep Women	3%	(9)	7%	(23)	38%	(117)	21%	(65)	30%	(91)	304
Ideo: Liberal (1-3)	18%	(118)	23%	(150)	38%	(248)	12%	(76)	9%	(62)	655
Ideo: Moderate (4)	9%	(59)	14%	(91)	53%	(340)	11%	(70)	13%	(84)	644
Ideo: Conservative (5-7)	7%	(49)	11%	(72)	38%	(250)	19%	(125)	25%	(168)	663
Educ: < College	8%	(124)	14%	(210)	49%	(743)	13%	(198)	16%	(238)	1512
Educ: Bachelors degree	13%	(59)	17%	(74)	37%	(165)	18%	(80)	15%	(66)	444
Educ: Post-grad	24%	(60)	22%	(53)	30%	(74)	11%	(28)	12%	(30)	244
Income: Under 50k	8%	(90)	14%	(153)	52%	(580)	13%	(144)	14%	(154)	1121
Income: 50k-100k	11%	(78)	15%	(100)	41%	(280)	16%	(109)	17%	(114)	681
Income: 100k+	19%	(74)	21%	(84)	31%	(122)	13%	(53)	16%	(66)	398
Ethnicity: White	10%	(175)	14%	(233)	45%	(778)	14%	(249)	17%	(286)	1722

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**Table MCBR3\_4:** *If each of the following types of brands made public statements on social media about political division, would you be more or less likely to purchase products or services from the brand, or would it have no impact?*  
*Banks, credit cards or other financial institutions*

Demographic	Much more likely		Somewhat more likely		No impact		Somewhat less likely		Much less likely		Total N
Adults	11%	(242)	15%	(337)	45%	(982)	14%	(306)	15%	(333)	2200
Ethnicity: Hispanic	16%	(58)	24%	(83)	39%	(137)	11%	(38)	10%	(34)	349
Ethnicity: Black	14%	(38)	25%	(68)	42%	(116)	10%	(26)	9%	(26)	274
Ethnicity: Other	14%	(28)	18%	(36)	43%	(87)	15%	(30)	11%	(22)	204
All Christian	14%	(144)	15%	(162)	37%	(393)	15%	(164)	19%	(201)	1064
All Non-Christian	22%	(31)	21%	(30)	43%	(62)	8%	(12)	5%	(8)	143
Atheist	7%	(5)	22%	(18)	54%	(43)	9%	(7)	9%	(7)	80
Agnostic/Nothing in particular	7%	(33)	12%	(63)	56%	(286)	11%	(54)	14%	(70)	506
Something Else	7%	(29)	16%	(64)	49%	(199)	17%	(69)	12%	(47)	408
Religious Non-Protestant/Catholic	21%	(33)	19%	(30)	42%	(66)	9%	(15)	9%	(14)	158
Evangelical	15%	(101)	18%	(120)	37%	(251)	15%	(99)	16%	(107)	678
Non-Evangelical	9%	(65)	13%	(103)	44%	(331)	17%	(129)	17%	(132)	760
Community: Urban	17%	(126)	24%	(171)	42%	(304)	9%	(65)	8%	(60)	725
Community: Suburban	8%	(78)	11%	(102)	46%	(427)	16%	(152)	19%	(175)	934
Community: Rural	7%	(39)	12%	(64)	46%	(251)	16%	(89)	18%	(98)	541
Employ: Private Sector	18%	(115)	16%	(105)	40%	(260)	13%	(87)	13%	(87)	654
Employ: Government	20%	(31)	27%	(41)	26%	(39)	19%	(30)	9%	(13)	153
Employ: Self-Employed	10%	(17)	20%	(36)	41%	(72)	14%	(25)	16%	(28)	178
Employ: Homemaker	4%	(4)	8%	(10)	61%	(70)	12%	(14)	15%	(17)	115
Employ: Student	12%	(16)	24%	(33)	45%	(63)	12%	(16)	8%	(12)	140
Employ: Retired	4%	(18)	8%	(40)	47%	(236)	16%	(79)	25%	(124)	496
Employ: Unemployed	8%	(25)	16%	(50)	53%	(163)	11%	(33)	11%	(34)	305
Employ: Other	10%	(16)	15%	(23)	50%	(79)	13%	(21)	12%	(19)	158
Military HH: Yes	10%	(40)	11%	(43)	38%	(146)	20%	(76)	20%	(77)	381
Military HH: No	11%	(203)	16%	(293)	46%	(836)	13%	(230)	14%	(257)	1819
RD/WT: Right Direction	19%	(103)	20%	(108)	39%	(207)	8%	(44)	13%	(68)	529
RD/WT: Wrong Track	8%	(139)	14%	(229)	46%	(775)	16%	(262)	16%	(265)	1671
Trump Job Approve	10%	(78)	13%	(100)	36%	(282)	17%	(133)	25%	(194)	787
Trump Job Disapprove	12%	(156)	17%	(228)	49%	(657)	12%	(162)	10%	(134)	1336

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**Table MCBR3\_4:** *If each of the following types of brands made public statements on social media about political division, would you be more or less likely to purchase products or services from the brand, or would it have no impact?*  
*Banks, credit cards or other financial institutions*

Demographic	Much more likely		Somewhat more likely		No impact		Somewhat less likely		Much less likely		Total N
Adults	11%	(242)	15%	(337)	45%	(982)	14%	(306)	15%	(333)	2200
Trump Job Strongly Approve	12%	(55)	10%	(47)	35%	(166)	16%	(76)	28%	(131)	476
Trump Job Somewhat Approve	7%	(22)	17%	(53)	37%	(116)	18%	(57)	20%	(63)	311
Trump Job Somewhat Disapprove	11%	(29)	26%	(71)	37%	(101)	16%	(42)	10%	(27)	271
Trump Job Strongly Disapprove	12%	(127)	15%	(157)	52%	(556)	11%	(120)	10%	(107)	1066
Favorable of Trump	10%	(79)	13%	(102)	35%	(279)	17%	(136)	24%	(193)	789
Unfavorable of Trump	11%	(145)	17%	(217)	50%	(652)	12%	(163)	10%	(131)	1308
Very Favorable of Trump	10%	(49)	10%	(49)	33%	(158)	18%	(83)	28%	(133)	472
Somewhat Favorable of Trump	9%	(30)	17%	(53)	38%	(121)	16%	(52)	19%	(60)	318
Somewhat Unfavorable of Trump	12%	(27)	16%	(35)	41%	(89)	20%	(42)	11%	(23)	216
Very Unfavorable of Trump	11%	(118)	17%	(182)	52%	(563)	11%	(121)	10%	(108)	1092
#1 Issue: Economy	10%	(87)	14%	(124)	42%	(361)	16%	(141)	17%	(147)	860
#1 Issue: Security	9%	(25)	16%	(46)	34%	(99)	17%	(48)	24%	(70)	289
#1 Issue: Health Care	16%	(56)	16%	(57)	52%	(184)	9%	(33)	7%	(23)	351
#1 Issue: Medicare / Social Security	9%	(25)	12%	(32)	47%	(126)	15%	(40)	16%	(44)	267
#1 Issue: Women's Issues	11%	(11)	20%	(19)	51%	(50)	12%	(12)	6%	(6)	98
#1 Issue: Education	16%	(18)	17%	(19)	45%	(50)	10%	(11)	12%	(13)	111
#1 Issue: Energy	14%	(11)	18%	(15)	47%	(39)	9%	(8)	12%	(10)	83
#1 Issue: Other	6%	(8)	18%	(26)	52%	(74)	9%	(13)	14%	(20)	141
2020 Vote: Joe Biden	17%	(172)	20%	(201)	45%	(460)	10%	(105)	8%	(87)	1024
2020 Vote: Donald Trump	5%	(36)	10%	(65)	37%	(245)	21%	(138)	27%	(183)	667
2020 Vote: Other	2%	(2)	10%	(8)	57%	(48)	18%	(16)	13%	(11)	84
2020 Vote: Didn't Vote	8%	(32)	15%	(63)	54%	(228)	11%	(45)	13%	(53)	421
2018 House Vote: Democrat	17%	(134)	17%	(133)	45%	(348)	10%	(80)	10%	(80)	774
2018 House Vote: Republican	8%	(44)	11%	(60)	33%	(186)	18%	(103)	30%	(166)	558
2016 Vote: Hillary Clinton	18%	(125)	17%	(121)	46%	(325)	11%	(76)	8%	(57)	703
2016 Vote: Donald Trump	7%	(48)	11%	(70)	35%	(225)	19%	(124)	28%	(179)	647
2016 Vote: Other	1%	(1)	9%	(8)	54%	(47)	15%	(13)	21%	(18)	87
2016 Vote: Didn't Vote	9%	(67)	18%	(135)	51%	(385)	12%	(93)	10%	(79)	759

Continued on next page

**Table MCBR3\_4:** *If each of the following types of brands made public statements on social media about political division, would you be more or less likely to purchase products or services from the brand, or would it have no impact?*  
*Banks, credit cards or other financial institutions*

Demographic	Much more likely		Somewhat more likely		No impact		Somewhat less likely		Much less likely		Total N
Adults	11%	(242)	15%	(337)	45%	(982)	14%	(306)	15%	(333)	2200
Voted in 2014: Yes	12%	(146)	14%	(176)	40%	(492)	14%	(172)	19%	(230)	1216
Voted in 2014: No	10%	(96)	16%	(161)	50%	(490)	14%	(134)	11%	(103)	984
4-Region: Northeast	15%	(59)	18%	(70)	40%	(156)	11%	(44)	16%	(64)	394
4-Region: Midwest	8%	(37)	15%	(67)	48%	(224)	15%	(68)	14%	(66)	462
4-Region: South	8%	(69)	14%	(113)	46%	(378)	16%	(131)	16%	(134)	824
4-Region: West	15%	(76)	17%	(87)	43%	(224)	12%	(63)	13%	(70)	520

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



**Table MCBR3\_5:** *If each of the following types of brands made public statements on social media about political division, would you be more or less likely to purchase products or services from the brand, or would it have no impact?*  
*Clothing companies*

Demographic	Much more likely		Somewhat more likely		No impact		Somewhat less likely		Much less likely		Total N
Adults	10%	(223)	15%	(337)	46%	(1013)	14%	(304)	15%	(323)	2200
Gender: Male	12%	(128)	18%	(186)	44%	(469)	12%	(130)	14%	(149)	1062
Gender: Female	8%	(95)	13%	(150)	48%	(544)	15%	(175)	15%	(174)	1138
Age: 18-34	16%	(103)	20%	(130)	41%	(271)	14%	(94)	9%	(58)	655
Age: 35-44	15%	(54)	25%	(89)	44%	(157)	8%	(30)	8%	(28)	358
Age: 45-64	7%	(50)	12%	(89)	48%	(362)	14%	(105)	19%	(144)	751
Age: 65+	4%	(16)	7%	(29)	51%	(223)	17%	(76)	21%	(93)	436
GenZers: 1997-2012	13%	(42)	19%	(63)	42%	(140)	15%	(51)	11%	(35)	331
Millennials: 1981-1996	18%	(109)	23%	(138)	40%	(242)	11%	(68)	7%	(43)	599
GenXers: 1965-1980	8%	(43)	16%	(85)	48%	(255)	11%	(58)	17%	(90)	531
Baby Boomers: 1946-1964	4%	(24)	7%	(44)	52%	(345)	17%	(113)	20%	(133)	659
PID: Dem (no lean)	15%	(137)	23%	(209)	44%	(403)	9%	(85)	9%	(79)	912
PID: Ind (no lean)	6%	(42)	11%	(74)	50%	(328)	18%	(115)	14%	(92)	652
PID: Rep (no lean)	7%	(44)	9%	(54)	44%	(282)	16%	(104)	24%	(152)	636
PID/Gender: Dem Men	19%	(80)	26%	(108)	41%	(172)	8%	(34)	7%	(30)	424
PID/Gender: Dem Women	12%	(57)	21%	(100)	47%	(230)	11%	(51)	10%	(49)	488
PID/Gender: Ind Men	6%	(19)	14%	(42)	47%	(143)	17%	(51)	16%	(50)	306
PID/Gender: Ind Women	7%	(23)	9%	(32)	53%	(185)	19%	(64)	12%	(42)	346
PID/Gender: Rep Men	9%	(29)	11%	(36)	46%	(154)	13%	(45)	21%	(69)	332
PID/Gender: Rep Women	5%	(15)	6%	(18)	42%	(128)	20%	(59)	27%	(83)	304
Ideo: Liberal (1-3)	18%	(116)	25%	(161)	40%	(259)	8%	(55)	10%	(63)	655
Ideo: Moderate (4)	6%	(37)	13%	(86)	54%	(346)	15%	(94)	13%	(81)	644
Ideo: Conservative (5-7)	8%	(50)	10%	(66)	41%	(269)	18%	(123)	24%	(156)	663
Educ: < College	8%	(127)	13%	(202)	50%	(750)	14%	(208)	15%	(225)	1512
Educ: Bachelors degree	12%	(53)	16%	(71)	41%	(180)	16%	(72)	15%	(67)	444
Educ: Post-grad	17%	(43)	26%	(63)	34%	(83)	10%	(24)	13%	(31)	244
Income: Under 50k	9%	(97)	14%	(159)	51%	(570)	13%	(149)	13%	(146)	1121
Income: 50k-100k	10%	(65)	13%	(92)	45%	(303)	16%	(110)	16%	(111)	681
Income: 100k+	15%	(61)	22%	(86)	35%	(140)	11%	(45)	16%	(66)	398
Ethnicity: White	9%	(151)	14%	(236)	47%	(817)	14%	(243)	16%	(274)	1722

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**Table MCBR3\_5:** *If each of the following types of brands made public statements on social media about political division, would you be more or less likely to purchase products or services from the brand, or would it have no impact?*  
*Clothing companies*

Demographic	Much more likely		Somewhat more likely		No impact		Somewhat less likely		Much less likely		Total N
Adults	10%	(223)	15%	(337)	46%	(1013)	14%	(304)	15%	(323)	2200
Ethnicity: Hispanic	14%	(49)	23%	(80)	38%	(134)	13%	(45)	12%	(41)	349
Ethnicity: Black	18%	(49)	22%	(60)	40%	(111)	11%	(30)	9%	(25)	274
Ethnicity: Other	11%	(23)	20%	(41)	42%	(85)	15%	(31)	12%	(24)	204
All Christian	11%	(122)	16%	(167)	40%	(428)	15%	(156)	18%	(192)	1064
All Non-Christian	17%	(24)	19%	(28)	50%	(72)	8%	(11)	5%	(8)	143
Atheist	12%	(10)	25%	(20)	47%	(37)	10%	(8)	6%	(5)	80
Agnostic/Nothing in particular	8%	(39)	14%	(69)	53%	(267)	12%	(58)	14%	(72)	506
Something Else	7%	(27)	13%	(53)	51%	(209)	18%	(72)	11%	(47)	408
Religious Non-Protestant/Catholic	16%	(25)	20%	(31)	49%	(77)	8%	(12)	8%	(13)	158
Evangelical	13%	(90)	17%	(116)	41%	(275)	15%	(98)	14%	(98)	678
Non-Evangelical	8%	(57)	12%	(93)	46%	(350)	17%	(127)	17%	(133)	760
Community: Urban	17%	(122)	23%	(166)	42%	(305)	9%	(63)	9%	(68)	725
Community: Suburban	8%	(71)	11%	(103)	48%	(444)	17%	(154)	17%	(161)	934
Community: Rural	5%	(29)	12%	(67)	49%	(264)	16%	(87)	17%	(93)	541
Employ: Private Sector	14%	(93)	19%	(123)	40%	(260)	14%	(94)	13%	(85)	654
Employ: Government	19%	(30)	21%	(33)	31%	(48)	16%	(25)	12%	(19)	153
Employ: Self-Employed	7%	(12)	20%	(36)	41%	(74)	15%	(27)	16%	(29)	178
Employ: Homemaker	8%	(9)	9%	(11)	59%	(68)	13%	(15)	11%	(13)	115
Employ: Student	13%	(18)	29%	(41)	44%	(61)	7%	(10)	7%	(10)	140
Employ: Retired	4%	(21)	7%	(35)	52%	(258)	15%	(72)	22%	(109)	496
Employ: Unemployed	9%	(28)	14%	(42)	54%	(163)	11%	(32)	13%	(40)	305
Employ: Other	8%	(13)	10%	(17)	51%	(81)	19%	(29)	12%	(19)	158
Military HH: Yes	10%	(37)	11%	(42)	42%	(159)	17%	(65)	21%	(79)	381
Military HH: No	10%	(186)	16%	(295)	47%	(854)	13%	(240)	13%	(244)	1819
RD/WT: Right Direction	18%	(93)	21%	(112)	41%	(216)	9%	(46)	12%	(61)	529
RD/WT: Wrong Track	8%	(130)	13%	(225)	48%	(797)	15%	(258)	16%	(262)	1671
Trump Job Approve	9%	(72)	10%	(82)	40%	(315)	16%	(127)	24%	(189)	787
Trump Job Disapprove	10%	(140)	19%	(250)	49%	(654)	12%	(165)	10%	(127)	1336

Continued on next page

**Table MCBR3\_5:** *If each of the following types of brands made public statements on social media about political division, would you be more or less likely to purchase products or services from the brand, or would it have no impact?*  
*Clothing companies*

Demographic	Much more likely		Somewhat more likely		No impact		Somewhat less likely		Much less likely		Total N
Adults	10%	(223)	15%	(337)	46%	(1013)	14%	(304)	15%	(323)	2200
Trump Job Strongly Approve	10%	(49)	8%	(40)	39%	(185)	14%	(69)	28%	(134)	476
Trump Job Somewhat Approve	8%	(24)	14%	(43)	42%	(130)	19%	(59)	18%	(56)	311
Trump Job Somewhat Disapprove	8%	(22)	23%	(61)	42%	(114)	19%	(51)	8%	(22)	271
Trump Job Strongly Disapprove	11%	(118)	18%	(189)	51%	(540)	11%	(113)	10%	(105)	1066
Favorable of Trump	10%	(76)	11%	(86)	39%	(310)	17%	(130)	24%	(187)	789
Unfavorable of Trump	10%	(134)	19%	(242)	49%	(637)	13%	(168)	10%	(127)	1308
Very Favorable of Trump	11%	(50)	8%	(37)	37%	(173)	16%	(77)	29%	(135)	472
Somewhat Favorable of Trump	8%	(26)	15%	(49)	43%	(137)	17%	(53)	16%	(52)	318
Somewhat Unfavorable of Trump	8%	(18)	22%	(48)	42%	(92)	18%	(38)	9%	(20)	216
Very Unfavorable of Trump	11%	(116)	18%	(194)	50%	(546)	12%	(130)	10%	(107)	1092
#1 Issue: Economy	9%	(76)	13%	(115)	44%	(378)	17%	(144)	17%	(147)	860
#1 Issue: Security	10%	(29)	11%	(33)	42%	(120)	14%	(40)	23%	(66)	289
#1 Issue: Health Care	12%	(43)	19%	(65)	54%	(191)	9%	(31)	6%	(21)	351
#1 Issue: Medicare / Social Security	10%	(25)	14%	(37)	47%	(125)	14%	(37)	16%	(43)	267
#1 Issue: Women's Issues	17%	(17)	13%	(13)	46%	(45)	18%	(18)	6%	(5)	98
#1 Issue: Education	13%	(15)	23%	(26)	34%	(38)	18%	(20)	11%	(13)	111
#1 Issue: Energy	5%	(4)	28%	(23)	46%	(38)	8%	(6)	13%	(11)	83
#1 Issue: Other	9%	(13)	18%	(26)	55%	(77)	6%	(9)	12%	(16)	141
2020 Vote: Joe Biden	14%	(140)	23%	(234)	46%	(467)	9%	(97)	8%	(86)	1024
2020 Vote: Donald Trump	6%	(39)	7%	(47)	42%	(277)	19%	(126)	27%	(177)	667
2020 Vote: Other	2%	(2)	8%	(7)	61%	(51)	20%	(17)	10%	(8)	84
2020 Vote: Didn't Vote	10%	(42)	11%	(48)	51%	(216)	15%	(64)	12%	(50)	421
2018 House Vote: Democrat	13%	(100)	23%	(174)	45%	(351)	10%	(74)	10%	(75)	774
2018 House Vote: Republican	7%	(40)	7%	(38)	39%	(216)	18%	(101)	29%	(163)	558
2016 Vote: Hillary Clinton	13%	(91)	23%	(159)	47%	(327)	10%	(67)	8%	(60)	703
2016 Vote: Donald Trump	7%	(46)	8%	(54)	40%	(259)	18%	(119)	26%	(168)	647
2016 Vote: Other	1%	(1)	9%	(8)	56%	(48)	19%	(17)	14%	(12)	87
2016 Vote: Didn't Vote	11%	(82)	15%	(115)	50%	(377)	13%	(102)	11%	(83)	759

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**Table MCBR3\_5:** *If each of the following types of brands made public statements on social media about political division, would you be more or less likely to purchase products or services from the brand, or would it have no impact?*  
*Clothing companies*

Demographic	Much more likely		Somewhat more likely		No impact		Somewhat less likely		Much less likely		Total N
Adults	10%	(223)	15%	(337)	46%	(1013)	14%	(304)	15%	(323)	2200
Voted in 2014: Yes	10%	(119)	15%	(186)	43%	(527)	13%	(163)	18%	(221)	1216
Voted in 2014: No	11%	(104)	15%	(151)	49%	(486)	14%	(142)	10%	(102)	984
4-Region: Northeast	13%	(50)	19%	(75)	43%	(169)	12%	(46)	14%	(54)	394
4-Region: Midwest	9%	(40)	13%	(58)	50%	(231)	16%	(73)	13%	(61)	462
4-Region: South	8%	(66)	13%	(106)	48%	(398)	14%	(114)	17%	(140)	824
4-Region: West	13%	(68)	19%	(98)	41%	(215)	14%	(71)	13%	(68)	520

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

**Table MCBR3\_6:** *If each of the following types of brands made public statements on social media about political division, would you be more or less likely to purchase products or services from the brand, or would it have no impact?*  
*Beauty/cosmetic brands*

Demographic	Much more likely		Somewhat more likely		No impact		Somewhat less likely		Much less likely		Total N
Adults	8%	(180)	13%	(287)	50%	(1097)	13%	(294)	16%	(343)	2200
Gender: Male	10%	(105)	14%	(148)	48%	(506)	13%	(138)	16%	(165)	1062
Gender: Female	7%	(75)	12%	(139)	52%	(590)	14%	(156)	16%	(178)	1138
Age: 18-34	11%	(75)	19%	(124)	48%	(316)	13%	(83)	9%	(57)	655
Age: 35-44	16%	(56)	22%	(77)	48%	(170)	8%	(28)	7%	(26)	358
Age: 45-64	5%	(37)	10%	(76)	49%	(367)	14%	(109)	22%	(162)	751
Age: 65+	3%	(12)	2%	(9)	56%	(244)	17%	(74)	23%	(98)	436
GenZers: 1997-2012	7%	(24)	17%	(58)	49%	(161)	16%	(52)	11%	(36)	331
Millennials: 1981-1996	17%	(101)	22%	(132)	46%	(278)	8%	(51)	6%	(38)	599
GenXers: 1965-1980	6%	(31)	14%	(75)	49%	(261)	13%	(67)	18%	(97)	531
Baby Boomers: 1946-1964	2%	(16)	3%	(21)	55%	(361)	17%	(111)	23%	(150)	659
PID: Dem (no lean)	12%	(114)	19%	(172)	51%	(463)	9%	(79)	9%	(84)	912
PID: Ind (no lean)	5%	(35)	8%	(55)	55%	(361)	16%	(104)	15%	(98)	652
PID: Rep (no lean)	5%	(32)	9%	(60)	43%	(272)	17%	(111)	25%	(161)	636
PID/Gender: Dem Men	16%	(70)	20%	(83)	46%	(196)	9%	(38)	9%	(37)	424
PID/Gender: Dem Women	9%	(44)	18%	(89)	55%	(267)	8%	(41)	10%	(47)	488
PID/Gender: Ind Men	6%	(17)	8%	(23)	53%	(163)	16%	(49)	18%	(54)	306
PID/Gender: Ind Women	5%	(18)	9%	(32)	57%	(198)	16%	(55)	13%	(44)	346
PID/Gender: Rep Men	6%	(19)	12%	(42)	44%	(147)	15%	(51)	22%	(74)	332
PID/Gender: Rep Women	4%	(13)	6%	(18)	41%	(125)	20%	(60)	29%	(87)	304
Ideo: Liberal (1-3)	15%	(101)	20%	(128)	46%	(300)	10%	(64)	9%	(61)	655
Ideo: Moderate (4)	5%	(31)	12%	(78)	58%	(372)	12%	(78)	13%	(85)	644
Ideo: Conservative (5-7)	6%	(38)	9%	(60)	41%	(271)	18%	(121)	26%	(173)	663
Educ: < College	6%	(88)	10%	(154)	54%	(821)	13%	(202)	16%	(246)	1512
Educ: Bachelors degree	11%	(48)	17%	(75)	42%	(188)	15%	(67)	15%	(67)	444
Educ: Post-grad	18%	(44)	24%	(57)	36%	(87)	10%	(25)	13%	(31)	244
Income: Under 50k	6%	(65)	12%	(130)	56%	(627)	12%	(138)	14%	(161)	1121
Income: 50k-100k	9%	(58)	12%	(79)	47%	(322)	16%	(110)	16%	(112)	681
Income: 100k+	14%	(57)	19%	(77)	37%	(148)	11%	(45)	18%	(70)	398
Ethnicity: White	8%	(134)	12%	(203)	50%	(856)	14%	(238)	17%	(291)	1722

Continued on next page

**Table MCBR3\_6:** *If each of the following types of brands made public statements on social media about political division, would you be more or less likely to purchase products or services from the brand, or would it have no impact?*  
*Beauty/cosmetic brands*

Demographic	Much more likely		Somewhat more likely		No impact		Somewhat less likely		Much less likely		Total N
Adults	8%	(180)	13%	(287)	50%	(1097)	13%	(294)	16%	(343)	2200
Ethnicity: Hispanic	10%	(35)	19%	(67)	49%	(170)	10%	(36)	12%	(41)	349
Ethnicity: Black	12%	(32)	20%	(56)	49%	(135)	8%	(23)	10%	(28)	274
Ethnicity: Other	7%	(14)	13%	(27)	52%	(106)	16%	(33)	11%	(23)	204
All Christian	10%	(107)	14%	(145)	43%	(462)	15%	(155)	18%	(195)	1064
All Non-Christian	14%	(20)	21%	(30)	48%	(68)	11%	(15)	6%	(8)	143
Atheist	12%	(9)	17%	(14)	52%	(41)	9%	(7)	10%	(8)	80
Agnostic/Nothing in particular	5%	(23)	9%	(48)	60%	(302)	11%	(53)	16%	(79)	506
Something Else	5%	(20)	12%	(49)	55%	(224)	15%	(62)	13%	(53)	408
Religious Non-Protestant/Catholic	14%	(22)	21%	(32)	47%	(73)	11%	(17)	8%	(12)	158
Evangelical	12%	(82)	16%	(109)	41%	(280)	15%	(98)	16%	(109)	678
Non-Evangelical	5%	(39)	11%	(81)	52%	(392)	15%	(115)	17%	(133)	760
Community: Urban	15%	(105)	20%	(148)	47%	(340)	10%	(70)	9%	(62)	725
Community: Suburban	6%	(54)	9%	(83)	50%	(469)	15%	(144)	20%	(184)	934
Community: Rural	4%	(21)	10%	(55)	53%	(288)	15%	(80)	18%	(97)	541
Employ: Private Sector	13%	(86)	16%	(102)	43%	(282)	14%	(89)	15%	(95)	654
Employ: Government	16%	(25)	26%	(39)	33%	(51)	17%	(26)	8%	(13)	153
Employ: Self-Employed	6%	(10)	18%	(33)	46%	(83)	13%	(22)	17%	(30)	178
Employ: Homemaker	5%	(6)	8%	(9)	65%	(75)	9%	(10)	13%	(15)	115
Employ: Student	10%	(14)	22%	(31)	48%	(68)	10%	(15)	9%	(12)	140
Employ: Retired	2%	(9)	4%	(22)	56%	(277)	14%	(68)	24%	(119)	496
Employ: Unemployed	6%	(19)	9%	(28)	58%	(175)	14%	(43)	13%	(39)	305
Employ: Other	6%	(10)	14%	(22)	54%	(86)	13%	(21)	12%	(19)	158
Military HH: Yes	8%	(32)	11%	(41)	43%	(163)	17%	(65)	21%	(79)	381
Military HH: No	8%	(148)	14%	(246)	51%	(933)	13%	(228)	14%	(264)	1819
RD/WT: Right Direction	15%	(78)	20%	(105)	42%	(222)	11%	(59)	12%	(64)	529
RD/WT: Wrong Track	6%	(102)	11%	(181)	52%	(874)	14%	(235)	17%	(279)	1671
Trump Job Approve	8%	(61)	12%	(92)	40%	(312)	16%	(127)	25%	(196)	787
Trump Job Disapprove	8%	(113)	14%	(190)	55%	(736)	12%	(156)	11%	(142)	1336

Continued on next page

**Table MCBR3\_6:** *If each of the following types of brands made public statements on social media about political division, would you be more or less likely to purchase products or services from the brand, or would it have no impact?*  
*Beauty/cosmetic brands*

Demographic	Much more likely		Somewhat more likely		No impact		Somewhat less likely		Much less likely		Total N
Adults	8%	(180)	13%	(287)	50%	(1097)	13%	(294)	16%	(343)	2200
Trump Job Strongly Approve	9%	(44)	10%	(49)	36%	(173)	15%	(74)	28%	(135)	476
Trump Job Somewhat Approve	5%	(16)	14%	(43)	45%	(139)	17%	(53)	19%	(61)	311
Trump Job Somewhat Disapprove	8%	(22)	18%	(49)	49%	(132)	16%	(42)	9%	(25)	271
Trump Job Strongly Disapprove	9%	(91)	13%	(141)	57%	(604)	11%	(114)	11%	(116)	1066
Favorable of Trump	8%	(61)	12%	(93)	39%	(308)	17%	(135)	24%	(192)	789
Unfavorable of Trump	8%	(106)	14%	(186)	55%	(724)	11%	(148)	11%	(144)	1308
Very Favorable of Trump	9%	(41)	10%	(46)	35%	(167)	17%	(79)	29%	(139)	472
Somewhat Favorable of Trump	6%	(19)	15%	(47)	45%	(141)	18%	(57)	17%	(53)	318
Somewhat Unfavorable of Trump	9%	(19)	17%	(37)	46%	(99)	16%	(34)	12%	(26)	216
Very Unfavorable of Trump	8%	(87)	14%	(149)	57%	(625)	10%	(114)	11%	(118)	1092
#1 Issue: Economy	8%	(66)	10%	(87)	49%	(424)	15%	(128)	18%	(155)	860
#1 Issue: Security	7%	(21)	13%	(39)	42%	(121)	13%	(38)	24%	(71)	289
#1 Issue: Health Care	10%	(35)	17%	(59)	57%	(200)	11%	(38)	6%	(20)	351
#1 Issue: Medicare / Social Security	5%	(13)	8%	(22)	53%	(143)	16%	(44)	17%	(46)	267
#1 Issue: Women's Issues	12%	(12)	15%	(15)	49%	(48)	17%	(17)	6%	(6)	98
#1 Issue: Education	14%	(16)	22%	(25)	40%	(44)	11%	(12)	13%	(15)	111
#1 Issue: Energy	11%	(9)	27%	(22)	41%	(34)	6%	(5)	14%	(12)	83
#1 Issue: Other	7%	(9)	13%	(18)	59%	(83)	8%	(12)	14%	(19)	141
2020 Vote: Joe Biden	12%	(128)	18%	(180)	50%	(513)	11%	(110)	9%	(93)	1024
2020 Vote: Donald Trump	4%	(27)	7%	(49)	42%	(279)	19%	(126)	28%	(186)	667
2020 Vote: Other	1%	(1)	4%	(4)	70%	(59)	16%	(13)	9%	(7)	84
2020 Vote: Didn't Vote	6%	(25)	13%	(54)	58%	(244)	10%	(42)	13%	(56)	421
2018 House Vote: Democrat	13%	(99)	17%	(131)	50%	(388)	10%	(75)	11%	(82)	774
2018 House Vote: Republican	6%	(32)	8%	(43)	38%	(213)	18%	(102)	30%	(169)	558
2016 Vote: Hillary Clinton	12%	(86)	17%	(120)	52%	(367)	9%	(67)	9%	(63)	703
2016 Vote: Donald Trump	6%	(41)	8%	(53)	40%	(258)	17%	(111)	28%	(183)	647
2016 Vote: Other	2%	(1)	5%	(4)	65%	(57)	15%	(13)	13%	(11)	87
2016 Vote: Didn't Vote	7%	(52)	14%	(106)	55%	(415)	13%	(101)	11%	(85)	759

Continued on next page

**Table MCBR3\_6:** *If each of the following types of brands made public statements on social media about political division, would you be more or less likely to purchase products or services from the brand, or would it have no impact?*  
*Beauty/cosmetic brands*

Demographic	Much more likely		Somewhat more likely		No impact		Somewhat less likely		Much less likely		Total N
Adults	8%	(180)	13%	(287)	50%	(1097)	13%	(294)	16%	(343)	2200
Voted in 2014: Yes	9%	(105)	12%	(148)	46%	(562)	14%	(166)	19%	(236)	1216
Voted in 2014: No	8%	(75)	14%	(138)	54%	(535)	13%	(128)	11%	(107)	984
4-Region: Northeast	12%	(46)	18%	(72)	45%	(178)	10%	(41)	15%	(58)	394
4-Region: Midwest	6%	(27)	10%	(48)	55%	(254)	15%	(69)	14%	(65)	462
4-Region: South	6%	(50)	11%	(93)	51%	(419)	14%	(118)	17%	(144)	824
4-Region: West	11%	(57)	14%	(74)	47%	(247)	13%	(66)	15%	(77)	520

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



**Table MCBR3\_7:** *If each of the following types of brands made public statements on social media about political division, would you be more or less likely to purchase products or services from the brand, or would it have no impact?*  
*Fast food/casual companies*

Demographic	Much more likely		Somewhat more likely		No impact		Somewhat less likely		Much less likely		Total N
Adults	12%	(254)	14%	(310)	46%	(1016)	14%	(297)	15%	(323)	2200
Gender: Male	14%	(153)	14%	(154)	45%	(475)	13%	(134)	14%	(146)	1062
Gender: Female	9%	(101)	14%	(156)	48%	(541)	14%	(163)	15%	(176)	1138
Age: 18-34	16%	(105)	21%	(135)	43%	(285)	12%	(81)	8%	(49)	655
Age: 35-44	18%	(65)	22%	(79)	45%	(161)	8%	(27)	7%	(25)	358
Age: 45-64	8%	(62)	10%	(75)	47%	(354)	14%	(104)	21%	(155)	751
Age: 65+	5%	(22)	5%	(21)	49%	(215)	19%	(85)	21%	(93)	436
GenZers: 1997-2012	15%	(50)	17%	(55)	45%	(149)	15%	(50)	9%	(28)	331
Millennials: 1981-1996	19%	(115)	24%	(142)	42%	(254)	9%	(51)	6%	(37)	599
GenXers: 1965-1980	9%	(49)	14%	(75)	46%	(246)	12%	(64)	18%	(98)	531
Baby Boomers: 1946-1964	5%	(35)	5%	(35)	51%	(335)	18%	(116)	21%	(139)	659
PID: Dem (no lean)	18%	(168)	20%	(181)	45%	(407)	9%	(78)	9%	(78)	912
PID: Ind (no lean)	6%	(42)	10%	(64)	52%	(342)	17%	(114)	14%	(90)	652
PID: Rep (no lean)	7%	(44)	10%	(65)	42%	(266)	17%	(106)	24%	(155)	636
PID/Gender: Dem Men	23%	(100)	21%	(88)	41%	(172)	8%	(33)	7%	(31)	424
PID/Gender: Dem Women	14%	(68)	19%	(94)	48%	(235)	9%	(45)	10%	(47)	488
PID/Gender: Ind Men	8%	(25)	9%	(27)	50%	(153)	17%	(53)	16%	(48)	306
PID/Gender: Ind Women	5%	(17)	11%	(37)	55%	(190)	18%	(61)	12%	(42)	346
PID/Gender: Rep Men	9%	(29)	12%	(39)	45%	(150)	14%	(48)	20%	(67)	332
PID/Gender: Rep Women	5%	(16)	9%	(26)	38%	(116)	19%	(58)	29%	(88)	304
Ideo: Liberal (1-3)	19%	(126)	23%	(150)	40%	(261)	10%	(64)	8%	(54)	655
Ideo: Moderate (4)	8%	(51)	14%	(88)	53%	(342)	11%	(73)	14%	(90)	644
Ideo: Conservative (5-7)	9%	(62)	7%	(45)	41%	(273)	19%	(125)	24%	(158)	663
Educ: < College	10%	(144)	12%	(176)	50%	(759)	14%	(205)	15%	(228)	1512
Educ: Bachelors degree	13%	(59)	18%	(79)	39%	(172)	15%	(68)	15%	(65)	444
Educ: Post-grad	21%	(52)	22%	(55)	34%	(84)	10%	(24)	12%	(29)	244
Income: Under 50k	10%	(115)	12%	(136)	51%	(572)	12%	(140)	14%	(157)	1121
Income: 50k-100k	10%	(69)	14%	(96)	45%	(307)	16%	(109)	15%	(99)	681
Income: 100k+	18%	(70)	19%	(78)	34%	(136)	12%	(48)	17%	(66)	398
Ethnicity: White	10%	(170)	13%	(222)	47%	(804)	14%	(247)	16%	(279)	1722

Continued on next page

**Table MCBR3\_7:** *If each of the following types of brands made public statements on social media about political division, would you be more or less likely to purchase products or services from the brand, or would it have no impact?*  
*Fast food/casual companies*

Demographic	Much more likely		Somewhat more likely		No impact		Somewhat less likely		Much less likely		Total N
Adults	12%	(254)	14%	(310)	46%	(1016)	14%	(297)	15%	(323)	2200
Ethnicity: Hispanic	17%	(59)	20%	(69)	44%	(154)	8%	(29)	11%	(39)	349
Ethnicity: Black	21%	(58)	20%	(56)	41%	(113)	8%	(23)	9%	(25)	274
Ethnicity: Other	13%	(27)	16%	(32)	48%	(99)	13%	(27)	9%	(19)	204
All Christian	13%	(141)	14%	(146)	41%	(437)	14%	(151)	18%	(189)	1064
All Non-Christian	19%	(26)	22%	(31)	48%	(68)	6%	(8)	6%	(9)	143
Atheist	13%	(11)	25%	(20)	41%	(33)	16%	(12)	5%	(4)	80
Agnostic/Nothing in particular	8%	(43)	13%	(66)	54%	(273)	12%	(61)	13%	(63)	506
Something Else	8%	(34)	12%	(47)	50%	(204)	16%	(65)	14%	(57)	408
Religious Non-Protestant/Catholic	17%	(27)	20%	(32)	49%	(77)	6%	(9)	8%	(13)	158
Evangelical	17%	(113)	15%	(105)	39%	(263)	14%	(94)	15%	(103)	678
Non-Evangelical	8%	(58)	11%	(82)	48%	(365)	16%	(119)	18%	(137)	760
Community: Urban	17%	(125)	22%	(163)	44%	(319)	7%	(50)	9%	(68)	725
Community: Suburban	8%	(77)	10%	(98)	48%	(444)	16%	(153)	17%	(163)	934
Community: Rural	10%	(52)	9%	(50)	47%	(252)	17%	(94)	17%	(92)	541
Employ: Private Sector	15%	(97)	17%	(109)	43%	(282)	12%	(81)	13%	(86)	654
Employ: Government	21%	(33)	25%	(39)	33%	(51)	11%	(17)	10%	(15)	153
Employ: Self-Employed	14%	(25)	17%	(30)	40%	(72)	11%	(19)	18%	(33)	178
Employ: Homemaker	4%	(4)	14%	(16)	60%	(68)	10%	(11)	13%	(15)	115
Employ: Student	14%	(19)	23%	(32)	46%	(64)	12%	(17)	6%	(8)	140
Employ: Retired	6%	(31)	5%	(23)	50%	(249)	16%	(78)	23%	(115)	496
Employ: Unemployed	9%	(28)	14%	(42)	52%	(157)	15%	(47)	10%	(30)	305
Employ: Other	10%	(16)	12%	(20)	46%	(73)	17%	(27)	14%	(22)	158
Military HH: Yes	10%	(36)	13%	(48)	41%	(155)	19%	(73)	18%	(69)	381
Military HH: No	12%	(218)	14%	(262)	47%	(860)	12%	(225)	14%	(253)	1819
RD/WT: Right Direction	21%	(109)	18%	(97)	41%	(219)	8%	(44)	11%	(59)	529
RD/WT: Wrong Track	9%	(145)	13%	(213)	48%	(797)	15%	(253)	16%	(263)	1671
Trump Job Approve	10%	(77)	12%	(94)	38%	(297)	16%	(129)	24%	(189)	787
Trump Job Disapprove	13%	(170)	16%	(211)	50%	(674)	11%	(152)	10%	(130)	1336

Continued on next page

**Table MCBR3\_7:** *If each of the following types of brands made public statements on social media about political division, would you be more or less likely to purchase products or services from the brand, or would it have no impact?*  
*Fast food/casual companies*

Demographic	Much more likely		Somewhat more likely		No impact		Somewhat less likely		Much less likely		Total N
Adults	12%	(254)	14%	(310)	46%	(1016)	14%	(297)	15%	(323)	2200
Trump Job Strongly Approve	11%	(51)	9%	(45)	37%	(174)	16%	(77)	27%	(130)	476
Trump Job Somewhat Approve	8%	(26)	16%	(49)	40%	(124)	17%	(52)	19%	(60)	311
Trump Job Somewhat Disapprove	12%	(31)	21%	(56)	43%	(118)	16%	(44)	8%	(23)	271
Trump Job Strongly Disapprove	13%	(138)	15%	(155)	52%	(557)	10%	(108)	10%	(107)	1066
Favorable of Trump	10%	(78)	12%	(95)	38%	(297)	17%	(137)	23%	(183)	789
Unfavorable of Trump	12%	(164)	15%	(198)	51%	(663)	12%	(152)	10%	(132)	1308
Very Favorable of Trump	11%	(51)	9%	(45)	35%	(163)	17%	(81)	28%	(132)	472
Somewhat Favorable of Trump	9%	(27)	16%	(50)	42%	(134)	17%	(56)	16%	(51)	318
Somewhat Unfavorable of Trump	13%	(28)	17%	(38)	42%	(92)	15%	(33)	12%	(27)	216
Very Unfavorable of Trump	12%	(136)	15%	(160)	52%	(571)	11%	(120)	10%	(105)	1092
#1 Issue: Economy	10%	(83)	13%	(112)	45%	(384)	16%	(136)	17%	(145)	860
#1 Issue: Security	11%	(31)	10%	(29)	41%	(118)	14%	(39)	25%	(71)	289
#1 Issue: Health Care	13%	(47)	18%	(63)	53%	(188)	10%	(34)	5%	(19)	351
#1 Issue: Medicare / Social Security	12%	(33)	8%	(21)	50%	(134)	15%	(39)	15%	(41)	267
#1 Issue: Women's Issues	18%	(17)	19%	(18)	43%	(42)	13%	(13)	7%	(7)	98
#1 Issue: Education	16%	(18)	23%	(25)	39%	(43)	11%	(12)	11%	(12)	111
#1 Issue: Energy	9%	(7)	29%	(24)	36%	(30)	13%	(11)	13%	(11)	83
#1 Issue: Other	13%	(18)	12%	(17)	54%	(77)	9%	(13)	12%	(16)	141
2020 Vote: Joe Biden	17%	(173)	20%	(208)	45%	(463)	10%	(99)	8%	(81)	1024
2020 Vote: Donald Trump	5%	(35)	7%	(48)	41%	(275)	20%	(135)	26%	(175)	667
2020 Vote: Other	—	(0)	2%	(2)	70%	(59)	16%	(14)	11%	(9)	84
2020 Vote: Didn't Vote	11%	(46)	12%	(52)	52%	(217)	12%	(49)	14%	(57)	421
2018 House Vote: Democrat	16%	(125)	19%	(144)	46%	(359)	9%	(73)	10%	(74)	774
2018 House Vote: Republican	7%	(42)	7%	(42)	36%	(200)	20%	(114)	29%	(161)	558
2016 Vote: Hillary Clinton	16%	(111)	19%	(136)	47%	(327)	10%	(70)	8%	(59)	703
2016 Vote: Donald Trump	8%	(50)	8%	(54)	38%	(246)	20%	(128)	26%	(168)	647
2016 Vote: Other	3%	(2)	8%	(7)	59%	(51)	13%	(11)	17%	(14)	87
2016 Vote: Didn't Vote	12%	(90)	14%	(109)	51%	(391)	11%	(87)	11%	(82)	759

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**Table MCBR3\_7:** *If each of the following types of brands made public statements on social media about political division, would you be more or less likely to purchase products or services from the brand, or would it have no impact?*  
*Fast food/casual companies*

Demographic	Much more likely		Somewhat more likely		No impact		Somewhat less likely		Much less likely		Total N
Adults	12%	(254)	14%	(310)	46%	(1016)	14%	(297)	15%	(323)	2200
Voted in 2014: Yes	11%	(135)	13%	(163)	43%	(524)	14%	(174)	18%	(221)	1216
Voted in 2014: No	12%	(120)	15%	(147)	50%	(492)	13%	(124)	10%	(102)	984
4-Region: Northeast	14%	(57)	19%	(76)	41%	(163)	11%	(45)	14%	(53)	394
4-Region: Midwest	10%	(45)	12%	(57)	47%	(219)	16%	(73)	15%	(68)	462
4-Region: South	11%	(88)	11%	(91)	47%	(390)	14%	(117)	17%	(138)	824
4-Region: West	13%	(65)	17%	(86)	47%	(243)	12%	(62)	12%	(64)	520

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

**Table MCBR3\_8:** *If each of the following types of brands made public statements on social media about political division, would you be more or less likely to purchase products or services from the brand, or would it have no impact?*

*Fitness brands*

Demographic	Much more likely		Somewhat more likely		No impact		Somewhat less likely		Much less likely		Total N
Adults	9%	(202)	13%	(276)	50%	(1107)	13%	(289)	15%	(325)	2200
Gender: Male	12%	(124)	15%	(156)	48%	(508)	12%	(130)	14%	(144)	1062
Gender: Female	7%	(79)	11%	(120)	53%	(599)	14%	(159)	16%	(182)	1138
Age: 18-34	12%	(82)	18%	(115)	53%	(346)	10%	(65)	7%	(48)	655
Age: 35-44	16%	(58)	22%	(79)	44%	(157)	10%	(35)	8%	(28)	358
Age: 45-64	6%	(48)	9%	(66)	50%	(379)	15%	(112)	19%	(146)	751
Age: 65+	3%	(14)	4%	(16)	52%	(225)	18%	(78)	24%	(103)	436
GenZers: 1997-2012	8%	(27)	17%	(55)	57%	(189)	10%	(34)	8%	(27)	331
Millennials: 1981-1996	18%	(108)	20%	(120)	45%	(271)	10%	(60)	7%	(40)	599
GenXers: 1965-1980	8%	(42)	13%	(69)	49%	(262)	13%	(67)	17%	(91)	531
Baby Boomers: 1946-1964	2%	(16)	5%	(32)	54%	(354)	17%	(112)	22%	(145)	659
PID: Dem (no lean)	14%	(124)	18%	(164)	51%	(464)	10%	(87)	8%	(72)	912
PID: Ind (no lean)	6%	(41)	7%	(47)	57%	(372)	15%	(100)	14%	(92)	652
PID: Rep (no lean)	6%	(37)	10%	(66)	43%	(271)	16%	(102)	25%	(161)	636
PID/Gender: Dem Men	18%	(77)	21%	(88)	47%	(200)	8%	(35)	5%	(23)	424
PID/Gender: Dem Women	10%	(47)	16%	(76)	54%	(264)	11%	(52)	10%	(49)	488
PID/Gender: Ind Men	7%	(20)	9%	(28)	54%	(164)	15%	(46)	15%	(47)	306
PID/Gender: Ind Women	6%	(21)	5%	(18)	60%	(208)	16%	(54)	13%	(45)	346
PID/Gender: Rep Men	8%	(26)	12%	(40)	43%	(144)	15%	(49)	22%	(73)	332
PID/Gender: Rep Women	4%	(11)	8%	(26)	42%	(127)	17%	(52)	29%	(87)	304
Ideo: Liberal (1-3)	16%	(105)	18%	(119)	48%	(317)	9%	(57)	9%	(56)	655
Ideo: Moderate (4)	6%	(37)	11%	(73)	56%	(361)	14%	(93)	12%	(80)	644
Ideo: Conservative (5-7)	7%	(47)	10%	(67)	40%	(266)	17%	(113)	26%	(171)	663
Educ: < College	7%	(106)	10%	(146)	55%	(829)	13%	(200)	15%	(231)	1512
Educ: Bachelors degree	12%	(54)	16%	(69)	43%	(190)	15%	(65)	15%	(65)	444
Educ: Post-grad	17%	(42)	25%	(61)	36%	(87)	10%	(24)	12%	(29)	244
Income: Under 50k	7%	(73)	10%	(110)	58%	(652)	12%	(138)	13%	(148)	1121
Income: 50k-100k	10%	(71)	12%	(83)	45%	(308)	16%	(107)	17%	(113)	681
Income: 100k+	15%	(58)	21%	(84)	37%	(147)	11%	(45)	16%	(64)	398
Ethnicity: White	9%	(147)	11%	(197)	50%	(856)	14%	(242)	16%	(279)	1722

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**Table MCBR3\_8:** *If each of the following types of brands made public statements on social media about political division, would you be more or less likely to purchase products or services from the brand, or would it have no impact?*  
*Fitness brands*

Demographic	Much more likely		Somewhat more likely		No impact		Somewhat less likely		Much less likely		Total N
Adults	9%	(202)	13%	(276)	50%	(1107)	13%	(289)	15%	(325)	2200
Ethnicity: Hispanic	14%	(48)	15%	(54)	52%	(180)	9%	(33)	10%	(35)	349
Ethnicity: Black	14%	(40)	23%	(62)	48%	(133)	5%	(15)	9%	(24)	274
Ethnicity: Other	7%	(15)	8%	(17)	58%	(118)	16%	(33)	11%	(22)	204
All Christian	11%	(119)	13%	(140)	44%	(464)	14%	(152)	18%	(189)	1064
All Non-Christian	15%	(21)	22%	(32)	49%	(70)	8%	(11)	7%	(9)	143
Atheist	12%	(10)	22%	(18)	55%	(43)	8%	(6)	3%	(2)	80
Agnostic/Nothing in particular	6%	(28)	8%	(43)	61%	(307)	11%	(57)	14%	(72)	506
Something Else	6%	(25)	11%	(44)	55%	(223)	16%	(63)	13%	(53)	408
Religious Non-Protestant/Catholic	13%	(21)	21%	(33)	47%	(74)	9%	(15)	9%	(14)	158
Evangelical	14%	(96)	14%	(96)	43%	(291)	14%	(92)	15%	(103)	678
Non-Evangelical	6%	(46)	11%	(82)	50%	(383)	16%	(118)	17%	(131)	760
Community: Urban	15%	(108)	20%	(145)	48%	(349)	9%	(64)	8%	(59)	725
Community: Suburban	7%	(64)	9%	(84)	51%	(477)	15%	(137)	18%	(173)	934
Community: Rural	6%	(31)	9%	(47)	52%	(281)	16%	(88)	17%	(94)	541
Employ: Private Sector	14%	(91)	17%	(112)	42%	(276)	13%	(87)	14%	(88)	654
Employ: Government	17%	(25)	23%	(35)	36%	(55)	15%	(23)	9%	(14)	153
Employ: Self-Employed	10%	(19)	12%	(22)	46%	(82)	16%	(28)	15%	(27)	178
Employ: Homemaker	3%	(3)	6%	(7)	70%	(80)	5%	(6)	16%	(19)	115
Employ: Student	7%	(10)	21%	(29)	58%	(81)	9%	(12)	5%	(8)	140
Employ: Retired	3%	(17)	5%	(23)	53%	(262)	15%	(72)	25%	(122)	496
Employ: Unemployed	7%	(20)	10%	(31)	61%	(186)	13%	(38)	9%	(28)	305
Employ: Other	10%	(16)	10%	(17)	53%	(84)	14%	(23)	12%	(19)	158
Military HH: Yes	10%	(37)	8%	(30)	46%	(176)	16%	(61)	21%	(78)	381
Military HH: No	9%	(165)	14%	(247)	51%	(931)	13%	(229)	14%	(247)	1819
RD/WT: Right Direction	16%	(87)	19%	(100)	44%	(234)	9%	(50)	11%	(59)	529
RD/WT: Wrong Track	7%	(115)	11%	(176)	52%	(873)	14%	(240)	16%	(267)	1671
Trump Job Approve	8%	(66)	10%	(81)	40%	(316)	15%	(122)	26%	(202)	787
Trump Job Disapprove	10%	(127)	14%	(189)	56%	(742)	12%	(157)	9%	(121)	1336

Continued on next page

**Table MCBR3\_8:** *If each of the following types of brands made public statements on social media about political division, would you be more or less likely to purchase products or services from the brand, or would it have no impact?*  
*Fitness brands*

Demographic	Much more likely		Somewhat more likely		No impact		Somewhat less likely		Much less likely		Total N
Adults	9%	(202)	13%	(276)	50%	(1107)	13%	(289)	15%	(325)	2200
Trump Job Strongly Approve	10%	(48)	9%	(43)	37%	(178)	14%	(66)	30%	(142)	476
Trump Job Somewhat Approve	6%	(19)	12%	(38)	44%	(137)	18%	(56)	19%	(60)	311
Trump Job Somewhat Disapprove	10%	(28)	18%	(50)	47%	(128)	16%	(43)	8%	(22)	271
Trump Job Strongly Disapprove	9%	(99)	13%	(139)	58%	(614)	11%	(114)	9%	(99)	1066
Favorable of Trump	9%	(71)	10%	(78)	39%	(312)	16%	(128)	25%	(201)	789
Unfavorable of Trump	9%	(117)	14%	(188)	56%	(729)	12%	(157)	9%	(117)	1308
Very Favorable of Trump	9%	(45)	8%	(38)	36%	(171)	16%	(76)	30%	(143)	472
Somewhat Favorable of Trump	8%	(27)	13%	(41)	44%	(141)	16%	(52)	18%	(58)	318
Somewhat Unfavorable of Trump	12%	(25)	18%	(39)	47%	(102)	15%	(33)	8%	(17)	216
Very Unfavorable of Trump	8%	(91)	14%	(149)	57%	(627)	11%	(124)	9%	(101)	1092
#1 Issue: Economy	8%	(72)	11%	(95)	48%	(414)	15%	(131)	17%	(147)	860
#1 Issue: Security	7%	(20)	12%	(35)	41%	(118)	15%	(44)	25%	(72)	289
#1 Issue: Health Care	11%	(39)	15%	(52)	59%	(207)	9%	(33)	6%	(20)	351
#1 Issue: Medicare / Social Security	8%	(22)	7%	(19)	52%	(139)	16%	(43)	17%	(45)	267
#1 Issue: Women's Issues	14%	(14)	13%	(13)	51%	(50)	17%	(16)	5%	(4)	98
#1 Issue: Education	12%	(13)	23%	(25)	49%	(54)	9%	(10)	8%	(9)	111
#1 Issue: Energy	7%	(6)	26%	(21)	48%	(40)	6%	(5)	12%	(10)	83
#1 Issue: Other	11%	(16)	11%	(16)	60%	(85)	5%	(7)	12%	(17)	141
2020 Vote: Joe Biden	14%	(139)	18%	(183)	51%	(524)	10%	(103)	7%	(76)	1024
2020 Vote: Donald Trump	5%	(35)	7%	(49)	41%	(271)	18%	(123)	28%	(188)	667
2020 Vote: Other	—	(0)	1%	(1)	71%	(60)	17%	(15)	11%	(9)	84
2020 Vote: Didn't Vote	7%	(28)	10%	(44)	60%	(251)	11%	(48)	12%	(51)	421
2018 House Vote: Democrat	13%	(101)	16%	(122)	51%	(397)	10%	(81)	9%	(73)	774
2018 House Vote: Republican	6%	(35)	8%	(46)	36%	(200)	19%	(108)	30%	(169)	558
2016 Vote: Hillary Clinton	13%	(91)	15%	(109)	53%	(375)	10%	(70)	8%	(59)	703
2016 Vote: Donald Trump	7%	(45)	9%	(57)	38%	(245)	20%	(128)	27%	(173)	647
2016 Vote: Other	1%	(1)	8%	(7)	53%	(46)	18%	(16)	19%	(16)	87
2016 Vote: Didn't Vote	9%	(66)	13%	(100)	58%	(441)	10%	(75)	10%	(77)	759

Continued on next page

**Table MCBR3\_8:** *If each of the following types of brands made public statements on social media about political division, would you be more or less likely to purchase products or services from the brand, or would it have no impact?*  
*Fitness brands*

Demographic	Much more likely		Somewhat more likely		No impact		Somewhat less likely		Much less likely		Total N
Adults	9%	(202)	13%	(276)	50%	(1107)	13%	(289)	15%	(325)	2200
Voted in 2014: Yes	9%	(114)	11%	(140)	46%	(559)	14%	(176)	19%	(227)	1216
Voted in 2014: No	9%	(88)	14%	(137)	56%	(548)	12%	(114)	10%	(98)	984
4-Region: Northeast	13%	(49)	17%	(68)	47%	(184)	9%	(36)	14%	(57)	394
4-Region: Midwest	6%	(26)	12%	(54)	53%	(244)	15%	(70)	15%	(68)	462
4-Region: South	7%	(61)	11%	(87)	52%	(427)	14%	(118)	16%	(132)	824
4-Region: West	13%	(66)	13%	(67)	49%	(253)	13%	(65)	13%	(68)	520

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



**Table MCBR3\_9:** *If each of the following types of brands made public statements on social media about political division, would you be more or less likely to purchase products or services from the brand, or would it have no impact?*  
*Food delivery companies*

Demographic	Much more likely		Somewhat more likely		No impact		Somewhat less likely		Much less likely		Total N
Adults	10%	(228)	12%	(268)	49%	(1070)	14%	(311)	15%	(324)	2200
Gender: Male	13%	(139)	13%	(141)	47%	(497)	13%	(137)	14%	(148)	1062
Gender: Female	8%	(88)	11%	(127)	50%	(573)	15%	(175)	15%	(175)	1138
Age: 18-34	15%	(96)	16%	(107)	48%	(316)	13%	(84)	8%	(53)	655
Age: 35-44	19%	(66)	22%	(79)	44%	(157)	8%	(28)	8%	(27)	358
Age: 45-64	7%	(55)	9%	(64)	49%	(367)	16%	(120)	19%	(146)	751
Age: 65+	2%	(11)	4%	(18)	53%	(230)	18%	(80)	22%	(98)	436
GenZers: 1997-2012	12%	(39)	14%	(47)	49%	(163)	15%	(48)	10%	(34)	331
Millennials: 1981-1996	19%	(114)	20%	(122)	45%	(267)	10%	(60)	6%	(36)	599
GenXers: 1965-1980	9%	(48)	12%	(64)	49%	(258)	13%	(69)	17%	(92)	531
Baby Boomers: 1946-1964	3%	(21)	5%	(30)	53%	(349)	18%	(121)	21%	(138)	659
PID: Dem (no lean)	15%	(139)	18%	(160)	49%	(444)	10%	(87)	9%	(81)	912
PID: Ind (no lean)	7%	(49)	7%	(47)	55%	(356)	17%	(114)	13%	(87)	652
PID: Rep (no lean)	6%	(40)	10%	(61)	42%	(270)	17%	(110)	24%	(156)	636
PID/Gender: Dem Men	21%	(88)	18%	(77)	47%	(198)	7%	(30)	7%	(30)	424
PID/Gender: Dem Women	11%	(51)	17%	(82)	50%	(246)	12%	(57)	11%	(51)	488
PID/Gender: Ind Men	8%	(25)	8%	(24)	51%	(156)	17%	(53)	16%	(48)	306
PID/Gender: Ind Women	7%	(23)	7%	(23)	58%	(200)	17%	(61)	11%	(39)	346
PID/Gender: Rep Men	8%	(26)	12%	(40)	43%	(143)	16%	(53)	21%	(71)	332
PID/Gender: Rep Women	4%	(14)	7%	(21)	42%	(127)	19%	(57)	28%	(85)	304
Ideo: Liberal (1-3)	18%	(115)	18%	(116)	46%	(300)	10%	(64)	9%	(60)	655
Ideo: Moderate (4)	7%	(44)	11%	(73)	55%	(356)	14%	(92)	12%	(80)	644
Ideo: Conservative (5-7)	7%	(48)	9%	(59)	40%	(268)	19%	(125)	25%	(163)	663
Educ: < College	9%	(132)	9%	(136)	53%	(802)	14%	(217)	15%	(225)	1512
Educ: Bachelors degree	11%	(49)	17%	(75)	41%	(183)	16%	(70)	15%	(66)	444
Educ: Post-grad	19%	(47)	23%	(56)	35%	(85)	10%	(24)	13%	(32)	244
Income: Under 50k	9%	(101)	9%	(106)	55%	(617)	14%	(155)	13%	(142)	1121
Income: 50k-100k	9%	(59)	12%	(83)	47%	(317)	16%	(110)	16%	(111)	681
Income: 100k+	17%	(67)	20%	(78)	34%	(136)	12%	(46)	18%	(70)	398
Ethnicity: White	9%	(160)	11%	(198)	49%	(842)	14%	(249)	16%	(273)	1722

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**Table MCBR3\_9:** *If each of the following types of brands made public statements on social media about political division, would you be more or less likely to purchase products or services from the brand, or would it have no impact?*  
*Food delivery companies*

Demographic	Much more likely		Somewhat more likely		No impact		Somewhat less likely		Much less likely		Total N
Adults	10%	(228)	12%	(268)	49%	(1070)	14%	(311)	15%	(324)	2200
Ethnicity: Hispanic	12%	(43)	17%	(59)	46%	(162)	12%	(41)	13%	(45)	349
Ethnicity: Black	16%	(45)	15%	(42)	48%	(132)	11%	(30)	9%	(25)	274
Ethnicity: Other	11%	(22)	14%	(28)	47%	(96)	16%	(32)	12%	(25)	204
All Christian	11%	(117)	14%	(149)	42%	(443)	15%	(161)	18%	(194)	1064
All Non-Christian	18%	(25)	22%	(31)	47%	(67)	7%	(9)	7%	(9)	143
Atheist	14%	(11)	16%	(13)	59%	(47)	6%	(5)	5%	(4)	80
Agnostic/Nothing in particular	7%	(35)	7%	(38)	58%	(293)	14%	(73)	13%	(67)	506
Something Else	10%	(40)	9%	(37)	54%	(219)	16%	(63)	12%	(49)	408
Religious Non-Protestant/Catholic	17%	(27)	20%	(31)	46%	(72)	7%	(11)	10%	(16)	158
Evangelical	14%	(98)	15%	(105)	42%	(282)	13%	(92)	15%	(102)	678
Non-Evangelical	7%	(56)	10%	(75)	49%	(369)	17%	(129)	17%	(132)	760
Community: Urban	16%	(113)	20%	(145)	46%	(330)	9%	(69)	9%	(68)	725
Community: Suburban	8%	(75)	8%	(78)	49%	(457)	16%	(153)	18%	(172)	934
Community: Rural	7%	(39)	8%	(45)	52%	(283)	17%	(90)	15%	(83)	541
Employ: Private Sector	14%	(88)	17%	(113)	43%	(280)	13%	(88)	13%	(85)	654
Employ: Government	18%	(28)	24%	(36)	35%	(53)	15%	(23)	9%	(14)	153
Employ: Self-Employed	8%	(15)	15%	(27)	44%	(79)	15%	(27)	17%	(31)	178
Employ: Homemaker	8%	(9)	6%	(7)	62%	(71)	10%	(11)	14%	(16)	115
Employ: Student	15%	(20)	17%	(23)	43%	(60)	15%	(21)	11%	(15)	140
Employ: Retired	4%	(18)	4%	(21)	54%	(268)	16%	(78)	22%	(111)	496
Employ: Unemployed	10%	(32)	7%	(23)	59%	(181)	10%	(32)	12%	(38)	305
Employ: Other	11%	(17)	11%	(17)	49%	(78)	20%	(32)	9%	(15)	158
Military HH: Yes	11%	(40)	8%	(31)	44%	(167)	18%	(69)	20%	(75)	381
Military HH: No	10%	(187)	13%	(237)	50%	(903)	13%	(243)	14%	(249)	1819
RD/WT: Right Direction	19%	(99)	19%	(99)	39%	(207)	12%	(64)	11%	(60)	529
RD/WT: Wrong Track	8%	(129)	10%	(169)	52%	(863)	15%	(247)	16%	(264)	1671
Trump Job Approve	8%	(67)	11%	(88)	39%	(309)	17%	(130)	24%	(193)	787
Trump Job Disapprove	11%	(149)	13%	(178)	54%	(716)	13%	(167)	9%	(126)	1336

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**Table MCBR3\_9:** *If each of the following types of brands made public statements on social media about political division, would you be more or less likely to purchase products or services from the brand, or would it have no impact?*  
*Food delivery companies*

Demographic	Much more likely		Somewhat more likely		No impact		Somewhat less likely		Much less likely		Total N
Adults	10%	(228)	12%	(268)	49%	(1070)	14%	(311)	15%	(324)	2200
Trump Job Strongly Approve	10%	(47)	10%	(50)	36%	(173)	16%	(74)	28%	(132)	476
Trump Job Somewhat Approve	6%	(19)	12%	(39)	44%	(136)	18%	(56)	20%	(61)	311
Trump Job Somewhat Disapprove	10%	(28)	18%	(47)	48%	(129)	15%	(42)	9%	(25)	271
Trump Job Strongly Disapprove	11%	(121)	12%	(130)	55%	(587)	12%	(125)	10%	(101)	1066
Favorable of Trump	9%	(72)	11%	(85)	39%	(308)	17%	(135)	24%	(189)	789
Unfavorable of Trump	11%	(143)	13%	(165)	54%	(703)	13%	(170)	10%	(127)	1308
Very Favorable of Trump	10%	(49)	9%	(43)	36%	(169)	16%	(78)	28%	(134)	472
Somewhat Favorable of Trump	7%	(23)	14%	(43)	44%	(139)	18%	(58)	17%	(55)	318
Somewhat Unfavorable of Trump	10%	(22)	15%	(32)	47%	(102)	18%	(38)	10%	(23)	216
Very Unfavorable of Trump	11%	(122)	12%	(133)	55%	(601)	12%	(132)	10%	(105)	1092
#1 Issue: Economy	9%	(76)	12%	(100)	47%	(400)	17%	(143)	16%	(141)	860
#1 Issue: Security	10%	(28)	11%	(32)	40%	(115)	15%	(43)	25%	(71)	289
#1 Issue: Health Care	16%	(57)	14%	(49)	54%	(188)	10%	(36)	6%	(21)	351
#1 Issue: Medicare / Social Security	6%	(17)	10%	(26)	50%	(134)	16%	(42)	18%	(48)	267
#1 Issue: Women's Issues	14%	(14)	16%	(16)	51%	(50)	14%	(13)	5%	(5)	98
#1 Issue: Education	15%	(17)	18%	(20)	46%	(51)	11%	(12)	9%	(10)	111
#1 Issue: Energy	14%	(12)	14%	(12)	48%	(40)	11%	(9)	13%	(10)	83
#1 Issue: Other	5%	(7)	10%	(14)	66%	(93)	8%	(11)	12%	(17)	141
2020 Vote: Joe Biden	14%	(147)	18%	(186)	48%	(492)	11%	(115)	8%	(84)	1024
2020 Vote: Donald Trump	5%	(33)	7%	(46)	42%	(280)	19%	(129)	27%	(178)	667
2020 Vote: Other	4%	(3)	3%	(2)	64%	(54)	22%	(19)	7%	(6)	84
2020 Vote: Didn't Vote	10%	(44)	8%	(34)	57%	(241)	11%	(47)	13%	(55)	421
2018 House Vote: Democrat	15%	(118)	16%	(126)	48%	(374)	11%	(82)	9%	(73)	774
2018 House Vote: Republican	7%	(37)	7%	(41)	38%	(211)	18%	(100)	30%	(169)	558
2016 Vote: Hillary Clinton	15%	(103)	17%	(116)	51%	(356)	10%	(70)	8%	(58)	703
2016 Vote: Donald Trump	7%	(42)	9%	(56)	39%	(252)	19%	(120)	27%	(177)	647
2016 Vote: Other	3%	(2)	8%	(7)	57%	(49)	19%	(17)	13%	(11)	87
2016 Vote: Didn't Vote	10%	(79)	12%	(89)	54%	(409)	14%	(104)	10%	(78)	759

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**Table MCBR3\_9:** *If each of the following types of brands made public statements on social media about political division, would you be more or less likely to purchase products or services from the brand, or would it have no impact?*  
*Food delivery companies*

Demographic	Much more likely		Somewhat more likely		No impact		Somewhat less likely		Much less likely		Total N
Adults	10%	(228)	12%	(268)	49%	(1070)	14%	(311)	15%	(324)	2200
Voted in 2014: Yes	10%	(125)	11%	(133)	46%	(560)	14%	(172)	19%	(226)	1216
Voted in 2014: No	10%	(103)	14%	(135)	52%	(510)	14%	(139)	10%	(97)	984
4-Region: Northeast	14%	(55)	17%	(68)	45%	(176)	11%	(44)	13%	(51)	394
4-Region: Midwest	9%	(43)	8%	(38)	53%	(245)	17%	(78)	13%	(58)	462
4-Region: South	8%	(68)	10%	(81)	50%	(412)	14%	(118)	18%	(145)	824
4-Region: West	12%	(62)	16%	(81)	46%	(237)	14%	(71)	13%	(69)	520

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

**Table MCBR3\_10:** *If each of the following types of brands made public statements on social media about political division, would you be more or less likely to purchase products or services from the brand, or would it have no impact?*  
*Home improvement brands*

Demographic	Much more likely		Somewhat more likely		No impact		Somewhat less likely		Much less likely		Total N
Adults	10%	(209)	12%	(268)	50%	(1101)	14%	(304)	14%	(318)	2200
Gender: Male	13%	(135)	12%	(132)	47%	(504)	13%	(135)	15%	(155)	1062
Gender: Female	7%	(75)	12%	(136)	52%	(597)	15%	(168)	14%	(163)	1138
Age: 18-34	12%	(75)	17%	(109)	53%	(345)	11%	(73)	8%	(52)	655
Age: 35-44	19%	(69)	18%	(66)	45%	(162)	9%	(34)	8%	(27)	358
Age: 45-64	7%	(56)	9%	(65)	49%	(370)	15%	(116)	19%	(143)	751
Age: 65+	2%	(9)	6%	(28)	51%	(224)	18%	(80)	22%	(95)	436
GenZers: 1997-2012	8%	(26)	14%	(46)	56%	(187)	14%	(46)	8%	(26)	331
Millennials: 1981-1996	19%	(111)	18%	(111)	47%	(279)	9%	(54)	7%	(44)	599
GenXers: 1965-1980	8%	(44)	13%	(70)	48%	(257)	13%	(68)	17%	(92)	531
Baby Boomers: 1946-1964	3%	(22)	5%	(36)	53%	(348)	18%	(120)	20%	(134)	659
PID: Dem (no lean)	13%	(120)	17%	(158)	51%	(467)	10%	(88)	9%	(79)	912
PID: Ind (no lean)	8%	(50)	8%	(54)	54%	(353)	17%	(108)	13%	(87)	652
PID: Rep (no lean)	6%	(39)	9%	(56)	44%	(281)	17%	(108)	24%	(152)	636
PID/Gender: Dem Men	20%	(86)	17%	(72)	46%	(194)	9%	(37)	8%	(36)	424
PID/Gender: Dem Women	7%	(34)	18%	(86)	56%	(274)	10%	(51)	9%	(43)	488
PID/Gender: Ind Men	8%	(25)	8%	(25)	52%	(158)	15%	(46)	16%	(50)	306
PID/Gender: Ind Women	7%	(25)	8%	(28)	56%	(194)	18%	(62)	11%	(37)	346
PID/Gender: Rep Men	7%	(24)	11%	(35)	46%	(152)	16%	(52)	21%	(69)	332
PID/Gender: Rep Women	5%	(16)	7%	(21)	42%	(129)	18%	(56)	27%	(83)	304
Ideo: Liberal (1-3)	16%	(106)	17%	(114)	48%	(311)	10%	(66)	9%	(57)	655
Ideo: Moderate (4)	6%	(39)	12%	(75)	58%	(371)	12%	(75)	13%	(84)	644
Ideo: Conservative (5-7)	8%	(51)	9%	(58)	41%	(273)	19%	(124)	24%	(159)	663
Educ: < College	7%	(106)	10%	(152)	54%	(818)	14%	(212)	15%	(225)	1512
Educ: Bachelors degree	13%	(56)	15%	(65)	44%	(193)	16%	(69)	14%	(60)	444
Educ: Post-grad	20%	(48)	21%	(51)	37%	(90)	9%	(22)	14%	(33)	244
Income: Under 50k	6%	(71)	10%	(113)	57%	(636)	14%	(151)	13%	(150)	1121
Income: 50k-100k	11%	(74)	12%	(79)	47%	(321)	15%	(104)	15%	(103)	681
Income: 100k+	16%	(65)	19%	(76)	36%	(144)	12%	(48)	16%	(65)	398
Ethnicity: White	10%	(166)	11%	(190)	50%	(856)	14%	(238)	16%	(271)	1722

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**Table MCBR3\_10:** *If each of the following types of brands made public statements on social media about political division, would you be more or less likely to purchase products or services from the brand, or would it have no impact?*  
*Home improvement brands*

Demographic	Much more likely		Somewhat more likely		No impact		Somewhat less likely		Much less likely		Total N
Adults	10%	(209)	12%	(268)	50%	(1101)	14%	(304)	14%	(318)	2200
Ethnicity: Hispanic	13%	(44)	16%	(57)	48%	(169)	11%	(38)	12%	(42)	349
Ethnicity: Black	11%	(31)	20%	(55)	48%	(131)	11%	(31)	10%	(26)	274
Ethnicity: Other	6%	(13)	11%	(22)	56%	(113)	17%	(35)	10%	(21)	204
All Christian	11%	(121)	13%	(141)	43%	(456)	14%	(153)	18%	(193)	1064
All Non-Christian	17%	(24)	18%	(26)	52%	(74)	7%	(9)	6%	(9)	143
Atheist	12%	(10)	12%	(10)	64%	(51)	6%	(5)	6%	(5)	80
Agnostic/Nothing in particular	6%	(30)	9%	(44)	61%	(308)	14%	(69)	11%	(56)	506
Something Else	6%	(25)	12%	(47)	52%	(212)	17%	(68)	14%	(56)	408
Religious Non-Protestant/Catholic	16%	(26)	18%	(29)	50%	(78)	7%	(11)	8%	(13)	158
Evangelical	13%	(88)	15%	(102)	41%	(280)	15%	(101)	16%	(107)	678
Non-Evangelical	7%	(54)	10%	(78)	50%	(378)	15%	(116)	18%	(134)	760
Community: Urban	16%	(119)	19%	(136)	47%	(341)	9%	(63)	9%	(66)	725
Community: Suburban	7%	(64)	9%	(86)	51%	(472)	16%	(148)	17%	(163)	934
Community: Rural	5%	(26)	9%	(46)	53%	(288)	17%	(92)	16%	(89)	541
Employ: Private Sector	15%	(98)	15%	(98)	45%	(294)	12%	(80)	13%	(85)	654
Employ: Government	24%	(37)	18%	(28)	36%	(55)	12%	(19)	10%	(15)	153
Employ: Self-Employed	5%	(9)	15%	(27)	50%	(89)	13%	(24)	16%	(29)	178
Employ: Homemaker	7%	(8)	9%	(11)	59%	(68)	11%	(13)	13%	(15)	115
Employ: Student	6%	(9)	23%	(32)	51%	(71)	13%	(18)	7%	(10)	140
Employ: Retired	3%	(16)	6%	(29)	53%	(261)	16%	(80)	22%	(111)	496
Employ: Unemployed	9%	(27)	7%	(21)	59%	(180)	14%	(41)	12%	(36)	305
Employ: Other	4%	(6)	14%	(22)	53%	(84)	19%	(29)	11%	(17)	158
Military HH: Yes	12%	(45)	8%	(32)	42%	(159)	18%	(69)	20%	(76)	381
Military HH: No	9%	(165)	13%	(236)	52%	(942)	13%	(234)	13%	(242)	1819
RD/WT: Right Direction	17%	(90)	17%	(90)	45%	(237)	10%	(50)	12%	(62)	529
RD/WT: Wrong Track	7%	(119)	11%	(178)	52%	(864)	15%	(253)	15%	(257)	1671
Trump Job Approve	10%	(77)	10%	(80)	40%	(316)	16%	(129)	24%	(185)	787
Trump Job Disapprove	9%	(123)	14%	(183)	56%	(743)	12%	(161)	10%	(128)	1336

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**Table MCBR3\_10:** *If each of the following types of brands made public statements on social media about political division, would you be more or less likely to purchase products or services from the brand, or would it have no impact?*  
*Home improvement brands*

Demographic	Much more likely		Somewhat more likely		No impact		Somewhat less likely		Much less likely		Total N
Adults	10%	(209)	12%	(268)	50%	(1101)	14%	(304)	14%	(318)	2200
Trump Job Strongly Approve	11%	(54)	9%	(41)	38%	(179)	17%	(79)	26%	(123)	476
Trump Job Somewhat Approve	7%	(22)	13%	(39)	44%	(138)	16%	(50)	20%	(62)	311
Trump Job Somewhat Disapprove	8%	(22)	18%	(48)	46%	(126)	19%	(52)	9%	(24)	271
Trump Job Strongly Disapprove	9%	(101)	13%	(135)	58%	(617)	10%	(109)	10%	(104)	1066
Favorable of Trump	9%	(73)	11%	(86)	39%	(309)	18%	(139)	23%	(182)	789
Unfavorable of Trump	9%	(122)	13%	(172)	56%	(733)	12%	(154)	10%	(127)	1308
Very Favorable of Trump	10%	(47)	9%	(41)	36%	(171)	18%	(87)	27%	(126)	472
Somewhat Favorable of Trump	8%	(25)	14%	(46)	43%	(138)	16%	(52)	18%	(56)	318
Somewhat Unfavorable of Trump	10%	(21)	16%	(36)	48%	(104)	18%	(38)	8%	(17)	216
Very Unfavorable of Trump	9%	(101)	13%	(137)	58%	(629)	11%	(116)	10%	(110)	1092
#1 Issue: Economy	8%	(72)	10%	(85)	49%	(421)	16%	(136)	17%	(145)	860
#1 Issue: Security	8%	(22)	14%	(39)	39%	(112)	16%	(46)	24%	(69)	289
#1 Issue: Health Care	13%	(45)	13%	(47)	60%	(210)	9%	(33)	5%	(17)	351
#1 Issue: Medicare / Social Security	7%	(18)	11%	(30)	49%	(131)	17%	(46)	15%	(41)	267
#1 Issue: Women's Issues	13%	(13)	10%	(10)	58%	(57)	15%	(15)	4%	(4)	98
#1 Issue: Education	16%	(18)	17%	(19)	40%	(44)	13%	(14)	14%	(16)	111
#1 Issue: Energy	13%	(11)	17%	(14)	56%	(46)	4%	(3)	10%	(8)	83
#1 Issue: Other	7%	(11)	16%	(23)	57%	(80)	6%	(9)	13%	(19)	141
2020 Vote: Joe Biden	14%	(142)	17%	(173)	51%	(525)	10%	(99)	8%	(86)	1024
2020 Vote: Donald Trump	6%	(38)	7%	(45)	42%	(277)	20%	(133)	26%	(173)	667
2020 Vote: Other	1%	(1)	3%	(3)	70%	(59)	17%	(15)	9%	(7)	84
2020 Vote: Didn't Vote	7%	(29)	11%	(47)	57%	(239)	13%	(55)	12%	(51)	421
2018 House Vote: Democrat	13%	(102)	17%	(131)	50%	(391)	10%	(76)	10%	(74)	774
2018 House Vote: Republican	6%	(35)	7%	(42)	38%	(213)	19%	(106)	29%	(162)	558
2016 Vote: Hillary Clinton	13%	(91)	16%	(111)	53%	(376)	10%	(68)	8%	(57)	703
2016 Vote: Donald Trump	7%	(43)	9%	(60)	39%	(252)	18%	(119)	27%	(172)	647
2016 Vote: Other	2%	(1)	8%	(7)	59%	(51)	18%	(15)	13%	(11)	87
2016 Vote: Didn't Vote	10%	(73)	11%	(87)	56%	(421)	13%	(101)	10%	(78)	759

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**Table MCBR3\_10:** *If each of the following types of brands made public statements on social media about political division, would you be more or less likely to purchase products or services from the brand, or would it have no impact?*  
*Home improvement brands*

Demographic	Much more likely		Somewhat more likely		No impact		Somewhat less likely		Much less likely		Total N
Adults	10%	(209)	12%	(268)	50%	(1101)	14%	(304)	14%	(318)	2200
Voted in 2014: Yes	9%	(115)	12%	(150)	46%	(562)	14%	(167)	18%	(221)	1216
Voted in 2014: No	10%	(95)	12%	(118)	55%	(539)	14%	(136)	10%	(97)	984
4-Region: Northeast	12%	(49)	17%	(65)	49%	(192)	8%	(33)	14%	(54)	394
4-Region: Midwest	6%	(27)	12%	(54)	52%	(241)	16%	(75)	14%	(66)	462
4-Region: South	8%	(63)	10%	(83)	51%	(422)	15%	(124)	16%	(133)	824
4-Region: West	14%	(71)	13%	(66)	47%	(245)	14%	(72)	13%	(66)	520

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



**Table MCBR3\_11:** *If each of the following types of brands made public statements on social media about political division, would you be more or less likely to purchase products or services from the brand, or would it have no impact?*  
*Home-sharing companies*

Demographic	Much more likely		Somewhat more likely		No impact		Somewhat less likely		Much less likely		Total N
Adults	8%	(184)	12%	(255)	51%	(1118)	14%	(304)	15%	(340)	2200
Gender: Male	10%	(111)	14%	(145)	47%	(500)	13%	(137)	16%	(169)	1062
Gender: Female	6%	(72)	10%	(110)	54%	(618)	15%	(167)	15%	(171)	1138
Age: 18-34	11%	(71)	17%	(112)	51%	(333)	12%	(81)	9%	(59)	655
Age: 35-44	15%	(55)	20%	(73)	48%	(172)	9%	(30)	7%	(27)	358
Age: 45-64	6%	(47)	7%	(50)	52%	(389)	15%	(112)	20%	(153)	751
Age: 65+	2%	(10)	5%	(21)	51%	(224)	18%	(80)	23%	(102)	436
GenZers: 1997-2012	5%	(17)	16%	(53)	53%	(177)	15%	(50)	10%	(35)	331
Millennials: 1981-1996	17%	(104)	19%	(116)	47%	(279)	10%	(58)	7%	(42)	599
GenXers: 1965-1980	7%	(38)	11%	(56)	53%	(279)	12%	(63)	18%	(94)	531
Baby Boomers: 1946-1964	3%	(19)	4%	(25)	53%	(351)	18%	(118)	22%	(146)	659
PID: Dem (no lean)	13%	(118)	15%	(136)	54%	(490)	10%	(87)	9%	(81)	912
PID: Ind (no lean)	5%	(36)	9%	(57)	55%	(357)	17%	(108)	14%	(95)	652
PID: Rep (no lean)	5%	(30)	10%	(62)	43%	(271)	17%	(109)	26%	(165)	636
PID/Gender: Dem Men	18%	(76)	19%	(82)	46%	(195)	9%	(38)	8%	(32)	424
PID/Gender: Dem Women	9%	(42)	11%	(54)	60%	(295)	10%	(49)	10%	(49)	488
PID/Gender: Ind Men	6%	(19)	8%	(25)	52%	(158)	15%	(46)	19%	(59)	306
PID/Gender: Ind Women	5%	(17)	9%	(32)	57%	(199)	18%	(62)	10%	(36)	346
PID/Gender: Rep Men	5%	(17)	12%	(38)	44%	(147)	16%	(52)	23%	(78)	332
PID/Gender: Rep Women	4%	(13)	8%	(23)	41%	(124)	19%	(56)	29%	(87)	304
Ideo: Liberal (1-3)	14%	(93)	15%	(98)	50%	(329)	11%	(73)	9%	(62)	655
Ideo: Moderate (4)	6%	(42)	10%	(67)	57%	(365)	13%	(83)	14%	(88)	644
Ideo: Conservative (5-7)	6%	(37)	10%	(66)	42%	(278)	18%	(117)	25%	(165)	663
Educ: < College	6%	(87)	9%	(138)	56%	(850)	13%	(200)	16%	(238)	1512
Educ: Bachelors degree	11%	(50)	15%	(66)	41%	(181)	17%	(77)	16%	(69)	444
Educ: Post-grad	19%	(47)	21%	(51)	35%	(86)	11%	(27)	13%	(33)	244
Income: Under 50k	5%	(59)	9%	(104)	58%	(654)	13%	(144)	14%	(159)	1121
Income: 50k-100k	9%	(58)	11%	(78)	48%	(324)	16%	(111)	16%	(109)	681
Income: 100k+	17%	(66)	18%	(73)	35%	(140)	12%	(48)	18%	(72)	398
Ethnicity: White	8%	(144)	11%	(181)	50%	(862)	14%	(247)	17%	(287)	1722

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**Table MCBR3\_11:** *If each of the following types of brands made public statements on social media about political division, would you be more or less likely to purchase products or services from the brand, or would it have no impact?*  
*Home-sharing companies*

Demographic	Much more likely		Somewhat more likely		No impact		Somewhat less likely		Much less likely		Total N
Adults	8%	(184)	12%	(255)	51%	(1118)	14%	(304)	15%	(340)	2200
Ethnicity: Hispanic	10%	(35)	14%	(49)	53%	(186)	10%	(36)	12%	(43)	349
Ethnicity: Black	12%	(34)	15%	(41)	54%	(148)	8%	(23)	11%	(29)	274
Ethnicity: Other	3%	(6)	16%	(33)	53%	(108)	16%	(33)	12%	(24)	204
All Christian	10%	(111)	13%	(133)	44%	(463)	14%	(154)	19%	(203)	1064
All Non-Christian	15%	(22)	21%	(30)	48%	(68)	9%	(13)	7%	(10)	143
Atheist	8%	(7)	13%	(10)	65%	(52)	7%	(5)	7%	(6)	80
Agnostic/Nothing in particular	5%	(26)	7%	(34)	61%	(307)	13%	(66)	14%	(73)	506
Something Else	4%	(18)	12%	(48)	56%	(228)	16%	(65)	12%	(49)	408
Religious Non-Protestant/Catholic	14%	(22)	20%	(32)	45%	(71)	10%	(16)	10%	(16)	158
Evangelical	12%	(80)	15%	(100)	43%	(294)	15%	(100)	15%	(103)	678
Non-Evangelical	6%	(45)	10%	(75)	51%	(384)	15%	(116)	18%	(139)	760
Community: Urban	14%	(105)	19%	(139)	46%	(331)	11%	(77)	10%	(74)	725
Community: Suburban	6%	(54)	8%	(72)	53%	(491)	15%	(140)	19%	(176)	934
Community: Rural	5%	(25)	8%	(43)	55%	(296)	16%	(87)	17%	(90)	541
Employ: Private Sector	14%	(92)	15%	(98)	44%	(290)	13%	(86)	14%	(89)	654
Employ: Government	19%	(29)	19%	(29)	35%	(54)	17%	(26)	10%	(15)	153
Employ: Self-Employed	5%	(9)	12%	(22)	50%	(89)	14%	(24)	19%	(34)	178
Employ: Homemaker	5%	(5)	11%	(12)	59%	(68)	12%	(14)	14%	(16)	115
Employ: Student	5%	(6)	21%	(29)	55%	(77)	12%	(17)	8%	(11)	140
Employ: Retired	3%	(13)	5%	(23)	53%	(263)	15%	(76)	24%	(120)	496
Employ: Unemployed	6%	(19)	7%	(22)	61%	(186)	12%	(36)	14%	(42)	305
Employ: Other	6%	(9)	12%	(19)	58%	(92)	16%	(25)	9%	(14)	158
Military HH: Yes	10%	(39)	8%	(29)	44%	(170)	16%	(62)	21%	(82)	381
Military HH: No	8%	(144)	12%	(226)	52%	(948)	13%	(242)	14%	(259)	1819
RD/WT: Right Direction	15%	(81)	19%	(101)	43%	(225)	10%	(51)	13%	(71)	529
RD/WT: Wrong Track	6%	(102)	9%	(154)	53%	(893)	15%	(253)	16%	(269)	1671
Trump Job Approve	8%	(63)	11%	(87)	40%	(316)	15%	(120)	26%	(201)	787
Trump Job Disapprove	8%	(112)	12%	(165)	56%	(753)	13%	(175)	10%	(132)	1336

Continued on next page

**Table MCBR3\_11:** *If each of the following types of brands made public statements on social media about political division, would you be more or less likely to purchase products or services from the brand, or would it have no impact?*  
*Home-sharing companies*

Demographic	Much more likely		Somewhat more likely		No impact		Somewhat less likely		Much less likely		Total N
Adults	8%	(184)	12%	(255)	51%	(1118)	14%	(304)	15%	(340)	2200
Trump Job Strongly Approve	9%	(44)	10%	(49)	38%	(181)	13%	(62)	30%	(141)	476
Trump Job Somewhat Approve	6%	(19)	12%	(38)	43%	(135)	19%	(58)	19%	(60)	311
Trump Job Somewhat Disapprove	9%	(24)	19%	(51)	44%	(119)	18%	(49)	10%	(27)	271
Trump Job Strongly Disapprove	8%	(88)	11%	(114)	59%	(634)	12%	(125)	10%	(105)	1066
Favorable of Trump	8%	(64)	11%	(84)	39%	(311)	16%	(129)	25%	(201)	789
Unfavorable of Trump	8%	(109)	12%	(156)	57%	(744)	13%	(167)	10%	(132)	1308
Very Favorable of Trump	9%	(42)	9%	(44)	36%	(170)	15%	(72)	31%	(144)	472
Somewhat Favorable of Trump	7%	(22)	13%	(40)	45%	(141)	18%	(58)	18%	(56)	318
Somewhat Unfavorable of Trump	11%	(23)	17%	(37)	45%	(96)	20%	(42)	8%	(17)	216
Very Unfavorable of Trump	8%	(86)	11%	(119)	59%	(648)	11%	(124)	11%	(115)	1092
#1 Issue: Economy	8%	(65)	11%	(91)	49%	(420)	16%	(134)	17%	(150)	860
#1 Issue: Security	7%	(20)	11%	(33)	42%	(121)	17%	(48)	23%	(67)	289
#1 Issue: Health Care	12%	(41)	16%	(56)	57%	(200)	10%	(34)	6%	(21)	351
#1 Issue: Medicare / Social Security	5%	(15)	7%	(17)	53%	(140)	15%	(41)	20%	(53)	267
#1 Issue: Women's Issues	13%	(13)	13%	(13)	59%	(57)	9%	(9)	5%	(5)	98
#1 Issue: Education	15%	(16)	21%	(23)	42%	(47)	11%	(13)	11%	(12)	111
#1 Issue: Energy	8%	(7)	14%	(12)	55%	(46)	8%	(6)	15%	(12)	83
#1 Issue: Other	6%	(8)	7%	(10)	61%	(86)	13%	(18)	14%	(19)	141
2020 Vote: Joe Biden	13%	(130)	15%	(158)	53%	(540)	11%	(109)	9%	(88)	1024
2020 Vote: Donald Trump	4%	(25)	7%	(47)	42%	(280)	19%	(129)	28%	(187)	667
2020 Vote: Other	1%	(1)	1%	(1)	66%	(56)	21%	(18)	11%	(9)	84
2020 Vote: Didn't Vote	7%	(28)	12%	(50)	57%	(241)	11%	(47)	13%	(56)	421
2018 House Vote: Democrat	13%	(104)	14%	(112)	52%	(401)	10%	(78)	10%	(79)	774
2018 House Vote: Republican	6%	(32)	7%	(37)	36%	(202)	20%	(114)	31%	(172)	558
2016 Vote: Hillary Clinton	13%	(92)	15%	(104)	54%	(383)	9%	(66)	8%	(59)	703
2016 Vote: Donald Trump	6%	(40)	7%	(45)	38%	(248)	19%	(124)	29%	(189)	647
2016 Vote: Other	—	(0)	6%	(5)	60%	(52)	20%	(17)	14%	(12)	87
2016 Vote: Didn't Vote	7%	(51)	13%	(102)	57%	(432)	13%	(96)	11%	(80)	759

Continued on next page

**Table MCBR3\_11:** *If each of the following types of brands made public statements on social media about political division, would you be more or less likely to purchase products or services from the brand, or would it have no impact?*

*Home-sharing companies*

Demographic	Much more likely		Somewhat more likely		No impact		Somewhat less likely		Much less likely		Total N
Adults	8%	(184)	12%	(255)	51%	(1118)	14%	(304)	15%	(340)	2200
Voted in 2014: Yes	9%	(108)	10%	(125)	47%	(574)	14%	(175)	19%	(234)	1216
Voted in 2014: No	8%	(75)	13%	(130)	55%	(544)	13%	(128)	11%	(107)	984
4-Region: Northeast	14%	(53)	18%	(69)	45%	(178)	9%	(36)	14%	(57)	394
4-Region: Midwest	6%	(26)	7%	(34)	56%	(258)	18%	(81)	14%	(63)	462
4-Region: South	6%	(49)	10%	(78)	53%	(436)	14%	(115)	18%	(146)	824
4-Region: West	11%	(55)	14%	(73)	47%	(246)	14%	(71)	14%	(75)	520

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

**Table MCBR3\_12:** *If each of the following types of brands made public statements on social media about political division, would you be more or less likely to purchase products or services from the brand, or would it have no impact?*

*Hotels*

Demographic	Much more likely		Somewhat more likely		No impact		Somewhat less likely		Much less likely		Total N
Adults	9%	(193)	14%	(312)	47%	(1040)	14%	(318)	15%	(337)	2200
Gender: Male	11%	(115)	17%	(182)	44%	(469)	13%	(135)	15%	(161)	1062
Gender: Female	7%	(78)	11%	(130)	50%	(571)	16%	(183)	16%	(177)	1138
Age: 18-34	12%	(78)	19%	(123)	49%	(319)	12%	(80)	8%	(55)	655
Age: 35-44	14%	(51)	25%	(88)	42%	(152)	11%	(39)	8%	(28)	358
Age: 45-64	6%	(49)	10%	(73)	47%	(357)	16%	(117)	21%	(156)	751
Age: 65+	3%	(14)	7%	(28)	49%	(213)	19%	(82)	23%	(99)	436
GenZers: 1997-2012	7%	(23)	17%	(56)	53%	(177)	13%	(42)	10%	(33)	331
Millennials: 1981-1996	17%	(101)	23%	(135)	42%	(252)	12%	(69)	7%	(41)	599
GenXers: 1965-1980	8%	(41)	14%	(73)	47%	(249)	14%	(77)	17%	(91)	531
Baby Boomers: 1946-1964	3%	(19)	7%	(44)	50%	(333)	17%	(113)	23%	(150)	659
PID: Dem (no lean)	13%	(119)	20%	(182)	47%	(432)	10%	(91)	10%	(87)	912
PID: Ind (no lean)	6%	(37)	9%	(59)	54%	(353)	17%	(109)	15%	(95)	652
PID: Rep (no lean)	6%	(36)	11%	(71)	40%	(255)	18%	(118)	25%	(156)	636
PID/Gender: Dem Men	18%	(77)	23%	(99)	42%	(179)	9%	(36)	8%	(33)	424
PID/Gender: Dem Women	9%	(42)	17%	(83)	52%	(254)	11%	(55)	11%	(54)	488
PID/Gender: Ind Men	6%	(17)	12%	(36)	50%	(152)	15%	(45)	18%	(55)	306
PID/Gender: Ind Women	6%	(19)	7%	(23)	58%	(201)	18%	(64)	11%	(40)	346
PID/Gender: Rep Men	6%	(20)	14%	(47)	42%	(138)	16%	(53)	22%	(73)	332
PID/Gender: Rep Women	5%	(16)	8%	(24)	38%	(116)	21%	(64)	27%	(83)	304
Ideo: Liberal (1-3)	16%	(105)	21%	(136)	43%	(280)	11%	(72)	9%	(61)	655
Ideo: Moderate (4)	7%	(45)	12%	(79)	55%	(356)	12%	(75)	14%	(89)	644
Ideo: Conservative (5-7)	5%	(30)	11%	(75)	39%	(260)	21%	(137)	24%	(161)	663
Educ: < College	6%	(95)	11%	(168)	52%	(787)	15%	(220)	16%	(242)	1512
Educ: Bachelors degree	12%	(51)	18%	(79)	40%	(176)	16%	(73)	15%	(65)	444
Educ: Post-grad	19%	(46)	27%	(66)	32%	(77)	10%	(25)	12%	(30)	244
Income: Under 50k	6%	(66)	10%	(117)	55%	(612)	14%	(156)	15%	(170)	1121
Income: 50k-100k	8%	(58)	17%	(114)	44%	(299)	15%	(105)	16%	(106)	681
Income: 100k+	17%	(69)	20%	(81)	32%	(129)	14%	(57)	16%	(62)	398
Ethnicity: White	8%	(146)	13%	(230)	47%	(805)	15%	(258)	16%	(283)	1722

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**Table MCBR3\_12:** *If each of the following types of brands made public statements on social media about political division, would you be more or less likely to purchase products or services from the brand, or would it have no impact?*  
Hotels

Demographic	Much more likely		Somewhat more likely		No impact		Somewhat less likely		Much less likely		Total N
Adults	9%	(193)	14%	(312)	47%	(1040)	14%	(318)	15%	(337)	2200
Ethnicity: Hispanic	11%	(38)	22%	(75)	44%	(155)	11%	(39)	12%	(42)	349
Ethnicity: Black	12%	(34)	20%	(54)	47%	(129)	9%	(25)	12%	(33)	274
Ethnicity: Other	6%	(13)	14%	(28)	52%	(106)	17%	(35)	11%	(22)	204
All Christian	10%	(107)	16%	(169)	39%	(419)	16%	(167)	19%	(202)	1064
All Non-Christian	15%	(22)	21%	(30)	45%	(64)	11%	(15)	7%	(10)	143
Atheist	11%	(9)	16%	(13)	53%	(42)	13%	(10)	7%	(6)	80
Agnostic/Nothing in particular	5%	(26)	9%	(48)	61%	(311)	10%	(51)	14%	(70)	506
Something Else	7%	(29)	13%	(52)	50%	(204)	18%	(74)	12%	(49)	408
Religious Non-Protestant/Catholic	14%	(23)	20%	(32)	43%	(69)	11%	(18)	11%	(17)	158
Evangelical	13%	(85)	18%	(122)	38%	(255)	17%	(114)	15%	(102)	678
Non-Evangelical	6%	(48)	12%	(93)	47%	(356)	16%	(124)	18%	(140)	760
Community: Urban	14%	(104)	24%	(176)	43%	(312)	9%	(69)	9%	(65)	725
Community: Suburban	7%	(61)	9%	(88)	50%	(463)	16%	(148)	19%	(173)	934
Community: Rural	5%	(27)	9%	(48)	49%	(265)	19%	(101)	18%	(100)	541
Employ: Private Sector	14%	(92)	17%	(114)	42%	(272)	14%	(90)	13%	(86)	654
Employ: Government	17%	(27)	29%	(45)	29%	(45)	14%	(21)	10%	(16)	153
Employ: Self-Employed	8%	(14)	18%	(32)	46%	(81)	13%	(23)	15%	(27)	178
Employ: Homemaker	7%	(8)	8%	(10)	60%	(69)	13%	(15)	12%	(13)	115
Employ: Student	7%	(9)	21%	(29)	49%	(68)	13%	(18)	11%	(15)	140
Employ: Retired	3%	(15)	7%	(37)	49%	(243)	16%	(78)	25%	(123)	496
Employ: Unemployed	6%	(18)	11%	(33)	59%	(178)	13%	(41)	11%	(34)	305
Employ: Other	7%	(10)	8%	(12)	52%	(82)	19%	(31)	14%	(23)	158
Military HH: Yes	9%	(36)	12%	(44)	40%	(154)	18%	(69)	20%	(78)	381
Military HH: No	9%	(157)	15%	(268)	49%	(886)	14%	(249)	14%	(259)	1819
RD/WT: Right Direction	14%	(76)	23%	(123)	39%	(207)	10%	(51)	14%	(72)	529
RD/WT: Wrong Track	7%	(116)	11%	(189)	50%	(833)	16%	(267)	16%	(266)	1671
Trump Job Approve	7%	(57)	14%	(113)	37%	(290)	18%	(138)	24%	(190)	787
Trump Job Disapprove	10%	(128)	15%	(196)	53%	(703)	12%	(167)	11%	(143)	1336

Continued on next page

**Table MCBR3\_12:** *If each of the following types of brands made public statements on social media about political division, would you be more or less likely to purchase products or services from the brand, or would it have no impact?*

Hotels

Demographic	Much more likely		Somewhat more likely		No impact		Somewhat less likely		Much less likely		Total N
Adults	9%	(193)	14%	(312)	47%	(1040)	14%	(318)	15%	(337)	2200
Trump Job Strongly Approve	9%	(42)	13%	(61)	34%	(164)	16%	(78)	27%	(131)	476
Trump Job Somewhat Approve	5%	(15)	16%	(51)	41%	(126)	19%	(60)	19%	(59)	311
Trump Job Somewhat Disapprove	9%	(24)	19%	(52)	44%	(120)	16%	(45)	11%	(30)	271
Trump Job Strongly Disapprove	10%	(104)	13%	(144)	55%	(583)	11%	(122)	11%	(113)	1066
Favorable of Trump	8%	(60)	13%	(100)	37%	(289)	19%	(151)	24%	(189)	789
Unfavorable of Trump	9%	(122)	15%	(199)	53%	(692)	12%	(157)	11%	(139)	1308
Very Favorable of Trump	9%	(43)	10%	(48)	34%	(160)	18%	(86)	29%	(135)	472
Somewhat Favorable of Trump	5%	(17)	17%	(53)	41%	(129)	20%	(65)	17%	(54)	318
Somewhat Unfavorable of Trump	10%	(21)	17%	(36)	43%	(93)	19%	(40)	12%	(25)	216
Very Unfavorable of Trump	9%	(101)	15%	(163)	55%	(598)	11%	(117)	10%	(113)	1092
#1 Issue: Economy	8%	(71)	13%	(108)	47%	(401)	17%	(144)	16%	(135)	860
#1 Issue: Security	8%	(23)	14%	(40)	38%	(110)	14%	(42)	26%	(74)	289
#1 Issue: Health Care	11%	(38)	15%	(53)	55%	(195)	11%	(40)	7%	(26)	351
#1 Issue: Medicare / Social Security	6%	(16)	14%	(37)	47%	(125)	15%	(41)	18%	(47)	267
#1 Issue: Women's Issues	15%	(15)	16%	(16)	47%	(45)	17%	(16)	6%	(6)	98
#1 Issue: Education	11%	(12)	22%	(24)	40%	(44)	13%	(15)	15%	(17)	111
#1 Issue: Energy	9%	(8)	22%	(18)	48%	(39)	7%	(6)	14%	(11)	83
#1 Issue: Other	7%	(10)	12%	(17)	57%	(80)	10%	(14)	15%	(21)	141
2020 Vote: Joe Biden	14%	(140)	20%	(203)	47%	(482)	10%	(105)	9%	(94)	1024
2020 Vote: Donald Trump	4%	(26)	9%	(60)	40%	(267)	20%	(135)	27%	(179)	667
2020 Vote: Other	2%	(2)	1%	(1)	66%	(56)	22%	(18)	9%	(8)	84
2020 Vote: Didn't Vote	6%	(24)	11%	(48)	56%	(234)	14%	(58)	13%	(56)	421
2018 House Vote: Democrat	14%	(106)	18%	(142)	46%	(353)	12%	(96)	10%	(77)	774
2018 House Vote: Republican	6%	(31)	10%	(55)	35%	(196)	19%	(104)	31%	(172)	558
2016 Vote: Hillary Clinton	14%	(96)	18%	(127)	47%	(333)	12%	(86)	9%	(62)	703
2016 Vote: Donald Trump	6%	(38)	10%	(64)	37%	(240)	20%	(130)	27%	(174)	647
2016 Vote: Other	—	(0)	5%	(4)	62%	(54)	16%	(14)	17%	(14)	87
2016 Vote: Didn't Vote	8%	(57)	15%	(113)	54%	(414)	12%	(88)	12%	(87)	759

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**Table MCBR3\_12:** *If each of the following types of brands made public statements on social media about political division, would you be more or less likely to purchase products or services from the brand, or would it have no impact?*  
Hotels

Demographic	Much more likely		Somewhat more likely		No impact		Somewhat less likely		Much less likely		Total N
Adults	9%	(193)	14%	(312)	47%	(1040)	14%	(318)	15%	(337)	2200
Voted in 2014: Yes	10%	(117)	14%	(170)	43%	(520)	15%	(180)	19%	(230)	1216
Voted in 2014: No	8%	(75)	14%	(142)	53%	(521)	14%	(138)	11%	(108)	984
4-Region: Northeast	12%	(47)	20%	(77)	43%	(168)	10%	(40)	15%	(61)	394
4-Region: Midwest	5%	(24)	12%	(54)	51%	(235)	18%	(84)	14%	(66)	462
4-Region: South	7%	(58)	12%	(101)	49%	(406)	15%	(122)	17%	(137)	824
4-Region: West	12%	(64)	15%	(80)	44%	(231)	14%	(72)	14%	(73)	520

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



**Table MCBR3\_13:** *If each of the following types of brands made public statements on social media about political division, would you be more or less likely to purchase products or services from the brand, or would it have no impact?*  
*Insurance companies*

Demographic	Much more likely		Somewhat more likely		No impact		Somewhat less likely		Much less likely		Total N
Adults	10%	(215)	14%	(309)	47%	(1026)	14%	(307)	16%	(342)	2200
Gender: Male	12%	(128)	17%	(177)	44%	(468)	13%	(139)	14%	(151)	1062
Gender: Female	8%	(88)	12%	(133)	49%	(559)	15%	(167)	17%	(192)	1138
Age: 18-34	14%	(90)	20%	(134)	45%	(296)	11%	(75)	9%	(61)	655
Age: 35-44	18%	(65)	21%	(75)	45%	(161)	10%	(35)	6%	(22)	358
Age: 45-64	6%	(44)	10%	(73)	49%	(367)	14%	(109)	21%	(158)	751
Age: 65+	4%	(17)	6%	(27)	47%	(203)	20%	(88)	23%	(102)	436
GenZers: 1997-2012	10%	(32)	18%	(60)	47%	(157)	15%	(48)	10%	(34)	331
Millennials: 1981-1996	19%	(116)	22%	(129)	43%	(259)	9%	(55)	7%	(40)	599
GenXers: 1965-1980	7%	(38)	13%	(69)	49%	(258)	12%	(66)	19%	(99)	531
Baby Boomers: 1946-1964	3%	(19)	7%	(45)	49%	(324)	19%	(127)	22%	(144)	659
PID: Dem (no lean)	15%	(135)	20%	(181)	46%	(415)	10%	(90)	10%	(91)	912
PID: Ind (no lean)	7%	(44)	10%	(64)	54%	(352)	16%	(101)	14%	(90)	652
PID: Rep (no lean)	6%	(37)	10%	(65)	41%	(258)	18%	(115)	25%	(161)	636
PID/Gender: Dem Men	21%	(89)	22%	(93)	41%	(175)	9%	(37)	7%	(31)	424
PID/Gender: Dem Women	9%	(46)	18%	(88)	49%	(240)	11%	(53)	12%	(61)	488
PID/Gender: Ind Men	6%	(17)	13%	(41)	51%	(155)	15%	(45)	16%	(49)	306
PID/Gender: Ind Women	8%	(27)	7%	(24)	57%	(198)	16%	(56)	12%	(42)	346
PID/Gender: Rep Men	7%	(22)	13%	(43)	42%	(138)	17%	(57)	21%	(71)	332
PID/Gender: Rep Women	5%	(15)	7%	(21)	40%	(120)	19%	(58)	29%	(89)	304
Ideo: Liberal (1-3)	15%	(101)	21%	(138)	41%	(268)	13%	(83)	10%	(64)	655
Ideo: Moderate (4)	8%	(51)	14%	(90)	54%	(346)	11%	(68)	14%	(89)	644
Ideo: Conservative (5-7)	6%	(43)	9%	(61)	40%	(268)	19%	(125)	25%	(166)	663
Educ: < College	7%	(105)	13%	(190)	51%	(772)	13%	(203)	16%	(242)	1512
Educ: Bachelors degree	13%	(59)	14%	(62)	39%	(175)	18%	(80)	15%	(68)	444
Educ: Post-grad	21%	(51)	24%	(58)	32%	(79)	10%	(24)	13%	(32)	244
Income: Under 50k	7%	(81)	11%	(126)	54%	(602)	13%	(149)	15%	(164)	1121
Income: 50k-100k	10%	(69)	15%	(104)	43%	(290)	16%	(106)	16%	(112)	681
Income: 100k+	17%	(66)	20%	(80)	34%	(134)	13%	(52)	17%	(66)	398
Ethnicity: White	9%	(151)	13%	(225)	47%	(813)	14%	(249)	17%	(285)	1722

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**Table MCBR3\_13:** *If each of the following types of brands made public statements on social media about political division, would you be more or less likely to purchase products or services from the brand, or would it have no impact?*  
*Insurance companies*

Demographic	Much more likely		Somewhat more likely		No impact		Somewhat less likely		Much less likely		Total N
Adults	10%	(215)	14%	(309)	47%	(1026)	14%	(307)	16%	(342)	2200
Ethnicity: Hispanic	13%	(46)	20%	(71)	43%	(150)	12%	(40)	12%	(43)	349
Ethnicity: Black	13%	(37)	22%	(61)	43%	(119)	8%	(21)	13%	(36)	274
Ethnicity: Other	14%	(28)	11%	(23)	46%	(94)	18%	(37)	11%	(21)	204
All Christian	11%	(116)	15%	(157)	41%	(431)	15%	(157)	19%	(202)	1064
All Non-Christian	19%	(28)	19%	(27)	45%	(64)	11%	(15)	6%	(9)	143
Atheist	11%	(8)	17%	(14)	57%	(45)	10%	(8)	5%	(4)	80
Agnostic/Nothing in particular	7%	(34)	10%	(52)	57%	(286)	12%	(61)	14%	(73)	506
Something Else	7%	(29)	14%	(59)	49%	(200)	16%	(66)	13%	(54)	408
Religious Non-Protestant/Catholic	18%	(28)	18%	(29)	43%	(68)	11%	(17)	10%	(16)	158
Evangelical	13%	(91)	16%	(111)	39%	(261)	15%	(103)	17%	(112)	678
Non-Evangelical	7%	(52)	13%	(101)	47%	(357)	15%	(116)	18%	(135)	760
Community: Urban	16%	(116)	22%	(159)	43%	(311)	10%	(70)	10%	(69)	725
Community: Suburban	7%	(66)	11%	(101)	48%	(447)	16%	(147)	18%	(172)	934
Community: Rural	6%	(33)	9%	(49)	50%	(269)	16%	(89)	19%	(101)	541
Employ: Private Sector	13%	(87)	18%	(117)	40%	(265)	14%	(93)	14%	(92)	654
Employ: Government	26%	(39)	19%	(29)	31%	(48)	14%	(21)	11%	(17)	153
Employ: Self-Employed	12%	(21)	14%	(24)	48%	(86)	10%	(18)	16%	(29)	178
Employ: Homemaker	4%	(4)	10%	(12)	62%	(71)	9%	(10)	15%	(18)	115
Employ: Student	6%	(8)	24%	(34)	48%	(67)	13%	(18)	9%	(13)	140
Employ: Retired	3%	(16)	7%	(35)	49%	(241)	17%	(85)	24%	(118)	496
Employ: Unemployed	8%	(26)	11%	(34)	56%	(170)	13%	(40)	11%	(35)	305
Employ: Other	9%	(14)	15%	(24)	50%	(79)	13%	(21)	13%	(20)	158
Military HH: Yes	10%	(39)	13%	(48)	40%	(152)	17%	(66)	20%	(77)	381
Military HH: No	10%	(177)	14%	(261)	48%	(874)	13%	(241)	15%	(266)	1819
RD/WT: Right Direction	16%	(85)	21%	(110)	41%	(216)	10%	(51)	13%	(68)	529
RD/WT: Wrong Track	8%	(131)	12%	(199)	48%	(810)	15%	(256)	16%	(275)	1671
Trump Job Approve	9%	(67)	12%	(91)	37%	(295)	18%	(141)	25%	(193)	787
Trump Job Disapprove	10%	(139)	16%	(215)	51%	(684)	12%	(155)	11%	(143)	1336

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**Table MCBR3\_13:** *If each of the following types of brands made public statements on social media about political division, would you be more or less likely to purchase products or services from the brand, or would it have no impact?*  
*Insurance companies*

Demographic	Much more likely		Somewhat more likely		No impact		Somewhat less likely		Much less likely		Total N
Adults	10%	(215)	14%	(309)	47%	(1026)	14%	(307)	16%	(342)	2200
Trump Job Strongly Approve	9%	(43)	12%	(55)	35%	(169)	16%	(78)	28%	(131)	476
Trump Job Somewhat Approve	8%	(25)	11%	(35)	41%	(126)	20%	(62)	20%	(62)	311
Trump Job Somewhat Disapprove	8%	(23)	22%	(61)	43%	(118)	16%	(44)	9%	(26)	271
Trump Job Strongly Disapprove	11%	(116)	14%	(154)	53%	(567)	10%	(111)	11%	(117)	1066
Favorable of Trump	8%	(64)	12%	(95)	37%	(294)	18%	(142)	25%	(195)	789
Unfavorable of Trump	10%	(137)	16%	(209)	51%	(667)	12%	(156)	11%	(139)	1308
Very Favorable of Trump	9%	(41)	11%	(52)	34%	(161)	17%	(81)	29%	(137)	472
Somewhat Favorable of Trump	7%	(23)	13%	(42)	42%	(134)	19%	(60)	18%	(58)	318
Somewhat Unfavorable of Trump	9%	(20)	19%	(41)	43%	(93)	20%	(42)	9%	(20)	216
Very Unfavorable of Trump	11%	(117)	15%	(167)	53%	(574)	10%	(114)	11%	(120)	1092
#1 Issue: Economy	9%	(80)	11%	(98)	46%	(394)	15%	(130)	18%	(157)	860
#1 Issue: Security	9%	(25)	14%	(40)	37%	(108)	17%	(51)	23%	(66)	289
#1 Issue: Health Care	13%	(47)	18%	(62)	53%	(186)	9%	(32)	7%	(25)	351
#1 Issue: Medicare / Social Security	8%	(21)	9%	(24)	48%	(129)	17%	(46)	18%	(48)	267
#1 Issue: Women's Issues	10%	(10)	16%	(15)	56%	(55)	13%	(13)	5%	(4)	98
#1 Issue: Education	13%	(15)	29%	(32)	35%	(39)	10%	(11)	12%	(14)	111
#1 Issue: Energy	12%	(10)	20%	(17)	47%	(39)	9%	(8)	11%	(9)	83
#1 Issue: Other	6%	(8)	15%	(22)	54%	(76)	11%	(15)	14%	(20)	141
2020 Vote: Joe Biden	14%	(148)	20%	(204)	46%	(468)	10%	(107)	9%	(97)	1024
2020 Vote: Donald Trump	4%	(28)	8%	(53)	40%	(265)	21%	(139)	27%	(181)	667
2020 Vote: Other	1%	(1)	4%	(3)	65%	(55)	16%	(14)	14%	(12)	84
2020 Vote: Didn't Vote	9%	(38)	12%	(49)	56%	(237)	11%	(45)	12%	(52)	421
2018 House Vote: Democrat	15%	(116)	18%	(138)	47%	(360)	10%	(79)	11%	(81)	774
2018 House Vote: Republican	5%	(30)	9%	(49)	37%	(207)	19%	(107)	30%	(165)	558
2016 Vote: Hillary Clinton	16%	(111)	17%	(122)	48%	(336)	11%	(76)	8%	(58)	703
2016 Vote: Donald Trump	6%	(36)	9%	(59)	38%	(246)	19%	(124)	28%	(181)	647
2016 Vote: Other	—	(0)	9%	(8)	56%	(48)	17%	(15)	17%	(15)	87
2016 Vote: Didn't Vote	9%	(68)	15%	(116)	52%	(396)	12%	(92)	12%	(88)	759

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**Table MCBR3\_13:** *If each of the following types of brands made public statements on social media about political division, would you be more or less likely to purchase products or services from the brand, or would it have no impact?*  
*Insurance companies*

Demographic	Much more likely		Somewhat more likely		No impact		Somewhat less likely		Much less likely		Total N
Adults	10%	(215)	14%	(309)	47%	(1026)	14%	(307)	16%	(342)	2200
Voted in 2014: Yes	10%	(119)	14%	(169)	43%	(522)	15%	(177)	19%	(228)	1216
Voted in 2014: No	10%	(97)	14%	(140)	51%	(504)	13%	(129)	12%	(114)	984
4-Region: Northeast	13%	(50)	19%	(74)	41%	(163)	12%	(45)	16%	(61)	394
4-Region: Midwest	6%	(27)	13%	(58)	53%	(243)	14%	(65)	15%	(70)	462
4-Region: South	8%	(66)	11%	(94)	48%	(398)	15%	(123)	17%	(143)	824
4-Region: West	14%	(73)	16%	(83)	43%	(222)	14%	(73)	13%	(69)	520

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

**Table MCBR3\_14:** *If each of the following types of brands made public statements on social media about political division, would you be more or less likely to purchase products or services from the brand, or would it have no impact?*  
*Liquor/alcoholic beverage brands*

Demographic	Much more likely		Somewhat more likely		No impact		Somewhat less likely		Much less likely		Total N
Adults	8%	(182)	11%	(251)	51%	(1112)	13%	(284)	17%	(371)	2200
Gender: Male	10%	(107)	14%	(146)	48%	(512)	11%	(122)	16%	(174)	1062
Gender: Female	7%	(75)	9%	(105)	53%	(600)	14%	(163)	17%	(196)	1138
Age: 18-34	12%	(77)	15%	(100)	50%	(326)	11%	(74)	12%	(78)	655
Age: 35-44	14%	(50)	20%	(70)	49%	(175)	9%	(32)	9%	(31)	358
Age: 45-64	5%	(41)	8%	(63)	51%	(385)	14%	(109)	20%	(153)	751
Age: 65+	3%	(14)	4%	(18)	52%	(226)	16%	(70)	25%	(109)	436
GenZers: 1997-2012	7%	(22)	11%	(38)	56%	(185)	13%	(41)	14%	(45)	331
Millennials: 1981-1996	17%	(101)	20%	(120)	44%	(263)	10%	(62)	9%	(54)	599
GenXers: 1965-1980	7%	(37)	12%	(65)	52%	(276)	11%	(61)	18%	(93)	531
Baby Boomers: 1946-1964	2%	(14)	4%	(28)	54%	(354)	16%	(108)	23%	(154)	659
PID: Dem (no lean)	12%	(107)	16%	(144)	53%	(482)	9%	(81)	11%	(98)	912
PID: Ind (no lean)	6%	(39)	7%	(46)	55%	(359)	16%	(107)	15%	(101)	652
PID: Rep (no lean)	6%	(36)	10%	(61)	43%	(271)	15%	(97)	27%	(171)	636
PID/Gender: Dem Men	16%	(68)	19%	(81)	47%	(199)	8%	(35)	10%	(41)	424
PID/Gender: Dem Women	8%	(39)	13%	(63)	58%	(283)	9%	(46)	12%	(58)	488
PID/Gender: Ind Men	5%	(16)	7%	(21)	55%	(167)	15%	(47)	18%	(55)	306
PID/Gender: Ind Women	7%	(23)	7%	(26)	55%	(192)	17%	(60)	13%	(46)	346
PID/Gender: Rep Men	7%	(23)	13%	(45)	44%	(146)	12%	(40)	24%	(78)	332
PID/Gender: Rep Women	4%	(13)	5%	(16)	41%	(125)	19%	(57)	31%	(93)	304
Ideo: Liberal (1-3)	15%	(98)	16%	(107)	46%	(300)	12%	(81)	11%	(69)	655
Ideo: Moderate (4)	6%	(40)	12%	(75)	57%	(366)	11%	(72)	14%	(91)	644
Ideo: Conservative (5-7)	5%	(36)	8%	(53)	44%	(293)	16%	(105)	27%	(176)	663
Educ: < College	5%	(82)	8%	(125)	55%	(834)	13%	(200)	18%	(271)	1512
Educ: Bachelors degree	12%	(55)	15%	(66)	43%	(192)	14%	(64)	15%	(67)	444
Educ: Post-grad	18%	(45)	25%	(60)	35%	(86)	9%	(21)	13%	(32)	244
Income: Under 50k	5%	(59)	8%	(86)	57%	(634)	13%	(150)	17%	(192)	1121
Income: 50k-100k	9%	(58)	13%	(91)	48%	(325)	14%	(93)	17%	(113)	681
Income: 100k+	16%	(65)	18%	(73)	38%	(152)	10%	(42)	17%	(66)	398
Ethnicity: White	8%	(139)	12%	(200)	50%	(867)	12%	(211)	18%	(305)	1722

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**Table MCBR3\_14:** *If each of the following types of brands made public statements on social media about political division, would you be more or less likely to purchase products or services from the brand, or would it have no impact?*  
*Liquor/alcoholic beverage brands*

Demographic	Much more likely		Somewhat more likely		No impact		Somewhat less likely		Much less likely		Total N
Adults	8%	(182)	11%	(251)	51%	(1112)	13%	(284)	17%	(371)	2200
Ethnicity: Hispanic	10%	(36)	16%	(57)	51%	(178)	11%	(38)	12%	(41)	349
Ethnicity: Black	11%	(30)	14%	(37)	50%	(136)	12%	(33)	14%	(37)	274
Ethnicity: Other	6%	(13)	7%	(14)	53%	(108)	20%	(41)	14%	(28)	204
All Christian	9%	(98)	12%	(130)	45%	(479)	15%	(155)	19%	(203)	1064
All Non-Christian	12%	(18)	23%	(32)	49%	(70)	7%	(9)	9%	(13)	143
Atheist	12%	(9)	14%	(11)	56%	(44)	5%	(4)	14%	(11)	80
Agnostic/Nothing in particular	6%	(28)	7%	(37)	59%	(300)	13%	(64)	15%	(77)	506
Something Else	7%	(29)	10%	(41)	53%	(218)	13%	(52)	17%	(67)	408
Religious Non-Protestant/Catholic	12%	(18)	21%	(33)	47%	(75)	7%	(12)	13%	(20)	158
Evangelical	13%	(86)	14%	(92)	42%	(288)	13%	(85)	19%	(128)	678
Non-Evangelical	5%	(37)	10%	(73)	52%	(398)	16%	(120)	17%	(132)	760
Community: Urban	15%	(111)	19%	(138)	45%	(327)	9%	(68)	11%	(81)	725
Community: Suburban	5%	(48)	8%	(75)	54%	(503)	14%	(134)	19%	(173)	934
Community: Rural	4%	(22)	7%	(38)	52%	(282)	15%	(82)	22%	(116)	541
Employ: Private Sector	15%	(97)	16%	(105)	43%	(284)	12%	(77)	14%	(92)	654
Employ: Government	15%	(23)	26%	(39)	35%	(54)	13%	(20)	11%	(17)	153
Employ: Self-Employed	5%	(8)	17%	(30)	45%	(80)	13%	(22)	21%	(38)	178
Employ: Homemaker	7%	(9)	7%	(8)	61%	(71)	10%	(11)	14%	(16)	115
Employ: Student	6%	(9)	12%	(17)	57%	(80)	14%	(19)	10%	(15)	140
Employ: Retired	2%	(12)	4%	(22)	54%	(266)	15%	(72)	25%	(124)	496
Employ: Unemployed	5%	(15)	6%	(18)	61%	(184)	14%	(44)	14%	(44)	305
Employ: Other	6%	(9)	8%	(13)	59%	(93)	12%	(19)	16%	(25)	158
Military HH: Yes	8%	(30)	9%	(35)	42%	(160)	20%	(75)	21%	(81)	381
Military HH: No	8%	(152)	12%	(216)	52%	(952)	11%	(209)	16%	(290)	1819
RD/WT: Right Direction	15%	(79)	17%	(90)	43%	(228)	10%	(54)	15%	(77)	529
RD/WT: Wrong Track	6%	(103)	10%	(161)	53%	(884)	14%	(230)	18%	(293)	1671
Trump Job Approve	8%	(62)	11%	(89)	39%	(308)	15%	(120)	27%	(209)	787
Trump Job Disapprove	8%	(113)	12%	(160)	57%	(755)	12%	(156)	11%	(152)	1336

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**Table MCBR3\_14:** *If each of the following types of brands made public statements on social media about political division, would you be more or less likely to purchase products or services from the brand, or would it have no impact?*  
*Liquor/alcoholic beverage brands*

Demographic	Much more likely		Somewhat more likely		No impact		Somewhat less likely		Much less likely		Total N
Adults	8%	(182)	11%	(251)	51%	(1112)	13%	(284)	17%	(371)	2200
Trump Job Strongly Approve	8%	(40)	11%	(52)	37%	(177)	14%	(66)	30%	(141)	476
Trump Job Somewhat Approve	7%	(22)	12%	(37)	42%	(131)	17%	(54)	22%	(67)	311
Trump Job Somewhat Disapprove	8%	(21)	16%	(42)	51%	(139)	16%	(42)	10%	(26)	271
Trump Job Strongly Disapprove	9%	(92)	11%	(118)	58%	(616)	11%	(114)	12%	(126)	1066
Favorable of Trump	8%	(64)	11%	(89)	39%	(309)	15%	(118)	26%	(209)	789
Unfavorable of Trump	8%	(109)	12%	(157)	56%	(738)	12%	(152)	12%	(152)	1308
Very Favorable of Trump	9%	(44)	9%	(43)	35%	(164)	15%	(70)	32%	(151)	472
Somewhat Favorable of Trump	6%	(20)	15%	(46)	46%	(145)	15%	(48)	18%	(58)	318
Somewhat Unfavorable of Trump	9%	(19)	15%	(33)	46%	(100)	19%	(40)	11%	(24)	216
Very Unfavorable of Trump	8%	(90)	11%	(124)	58%	(638)	10%	(112)	12%	(128)	1092
#1 Issue: Economy	8%	(68)	10%	(86)	49%	(425)	15%	(128)	18%	(154)	860
#1 Issue: Security	6%	(18)	10%	(28)	43%	(124)	14%	(41)	27%	(77)	289
#1 Issue: Health Care	12%	(42)	15%	(54)	56%	(196)	9%	(31)	8%	(29)	351
#1 Issue: Medicare / Social Security	4%	(11)	8%	(21)	51%	(136)	17%	(45)	20%	(54)	267
#1 Issue: Women's Issues	13%	(13)	12%	(12)	51%	(50)	14%	(13)	10%	(9)	98
#1 Issue: Education	10%	(11)	17%	(19)	49%	(55)	12%	(14)	11%	(12)	111
#1 Issue: Energy	8%	(7)	21%	(17)	48%	(40)	9%	(8)	14%	(11)	83
#1 Issue: Other	9%	(13)	10%	(13)	61%	(86)	3%	(4)	17%	(24)	141
2020 Vote: Joe Biden	12%	(124)	16%	(161)	53%	(540)	10%	(101)	10%	(98)	1024
2020 Vote: Donald Trump	5%	(32)	8%	(51)	41%	(275)	18%	(117)	29%	(192)	667
2020 Vote: Other	—	(0)	1%	(1)	69%	(58)	16%	(13)	14%	(12)	84
2020 Vote: Didn't Vote	6%	(26)	9%	(39)	56%	(237)	12%	(52)	16%	(68)	421
2018 House Vote: Democrat	12%	(90)	16%	(121)	52%	(401)	10%	(75)	11%	(87)	774
2018 House Vote: Republican	7%	(39)	7%	(41)	38%	(211)	16%	(91)	31%	(176)	558
2016 Vote: Hillary Clinton	13%	(90)	15%	(108)	53%	(376)	10%	(68)	9%	(61)	703
2016 Vote: Donald Trump	6%	(39)	8%	(53)	41%	(265)	15%	(99)	30%	(191)	647
2016 Vote: Other	—	(0)	8%	(7)	56%	(49)	23%	(20)	13%	(11)	87
2016 Vote: Didn't Vote	7%	(52)	11%	(80)	56%	(422)	13%	(98)	14%	(107)	759

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**Table MCBR3\_14:** *If each of the following types of brands made public statements on social media about political division, would you be more or less likely to purchase products or services from the brand, or would it have no impact?*  
*Liquor/alcoholic beverage brands*

Demographic	Much more likely		Somewhat more likely		No impact		Somewhat less likely		Much less likely		Total N
Adults	8%	(182)	11%	(251)	51%	(1112)	13%	(284)	17%	(371)	2200
Voted in 2014: Yes	9%	(110)	12%	(143)	47%	(567)	13%	(155)	20%	(242)	1216
Voted in 2014: No	7%	(72)	11%	(108)	55%	(545)	13%	(129)	13%	(129)	984
4-Region: Northeast	11%	(45)	16%	(64)	47%	(186)	9%	(37)	16%	(62)	394
4-Region: Midwest	4%	(21)	7%	(31)	57%	(263)	15%	(71)	16%	(75)	462
4-Region: South	7%	(57)	10%	(81)	50%	(415)	14%	(113)	19%	(158)	824
4-Region: West	11%	(60)	14%	(74)	48%	(248)	12%	(63)	15%	(76)	520

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



**Table MCBR3\_15:** *If each of the following types of brands made public statements on social media about political division, would you be more or less likely to purchase products or services from the brand, or would it have no impact?*  
*Local businesses*

Demographic	Much more likely		Somewhat more likely		No impact		Somewhat less likely		Much less likely		Total N
Adults	13%	(278)	15%	(338)	44%	(977)	14%	(313)	13%	(295)	2200
Gender: Male	15%	(158)	16%	(166)	44%	(468)	13%	(143)	12%	(128)	1062
Gender: Female	11%	(120)	15%	(172)	45%	(509)	15%	(170)	15%	(167)	1138
Age: 18-34	17%	(113)	19%	(126)	44%	(287)	12%	(76)	8%	(53)	655
Age: 35-44	21%	(75)	25%	(89)	41%	(145)	8%	(30)	5%	(19)	358
Age: 45-64	9%	(68)	12%	(88)	45%	(341)	16%	(121)	18%	(133)	751
Age: 65+	5%	(23)	8%	(35)	47%	(204)	19%	(85)	21%	(90)	436
GenZers: 1997-2012	12%	(39)	19%	(64)	46%	(151)	13%	(43)	10%	(34)	331
Millennials: 1981-1996	23%	(138)	22%	(133)	40%	(240)	10%	(57)	5%	(30)	599
GenXers: 1965-1980	11%	(57)	15%	(79)	45%	(238)	14%	(76)	15%	(82)	531
Baby Boomers: 1946-1964	5%	(33)	9%	(60)	48%	(318)	19%	(124)	19%	(125)	659
PID: Dem (no lean)	17%	(158)	21%	(195)	43%	(395)	10%	(89)	8%	(75)	912
PID: Ind (no lean)	10%	(67)	11%	(71)	50%	(326)	17%	(110)	12%	(77)	652
PID: Rep (no lean)	8%	(53)	11%	(72)	40%	(255)	18%	(114)	22%	(143)	636
PID/Gender: Dem Men	21%	(89)	21%	(88)	43%	(184)	8%	(34)	7%	(28)	424
PID/Gender: Dem Women	14%	(69)	22%	(106)	43%	(211)	11%	(55)	10%	(46)	488
PID/Gender: Ind Men	11%	(35)	12%	(37)	46%	(142)	16%	(49)	14%	(43)	306
PID/Gender: Ind Women	9%	(32)	10%	(34)	53%	(184)	18%	(61)	10%	(34)	346
PID/Gender: Rep Men	10%	(34)	12%	(40)	43%	(142)	18%	(60)	17%	(56)	332
PID/Gender: Rep Women	6%	(19)	10%	(32)	37%	(113)	18%	(53)	28%	(86)	304
Ideo: Liberal (1-3)	22%	(142)	21%	(137)	37%	(242)	11%	(75)	9%	(59)	655
Ideo: Moderate (4)	9%	(60)	13%	(86)	53%	(340)	13%	(82)	12%	(76)	644
Ideo: Conservative (5-7)	9%	(57)	12%	(79)	39%	(258)	19%	(129)	21%	(140)	663
Educ: < College	10%	(155)	13%	(198)	49%	(741)	14%	(209)	14%	(210)	1512
Educ: Bachelors degree	16%	(72)	17%	(78)	37%	(164)	17%	(74)	13%	(57)	444
Educ: Post-grad	21%	(51)	26%	(63)	30%	(72)	12%	(30)	11%	(28)	244
Income: Under 50k	10%	(110)	13%	(150)	51%	(573)	13%	(144)	13%	(143)	1121
Income: 50k-100k	13%	(91)	14%	(93)	42%	(289)	16%	(111)	14%	(97)	681
Income: 100k+	19%	(76)	24%	(95)	29%	(115)	15%	(58)	14%	(54)	398
Ethnicity: White	12%	(204)	14%	(248)	45%	(770)	15%	(255)	14%	(244)	1722

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**Table MCBR3\_15:** *If each of the following types of brands made public statements on social media about political division, would you be more or less likely to purchase products or services from the brand, or would it have no impact?*

Local businesses

Demographic	Much more likely		Somewhat more likely		No impact		Somewhat less likely		Much less likely		Total N
Adults	13%	(278)	15%	(338)	44%	(977)	14%	(313)	13%	(295)	2200
Ethnicity: Hispanic	19%	(67)	18%	(64)	41%	(142)	9%	(31)	13%	(45)	349
Ethnicity: Black	15%	(42)	20%	(54)	45%	(123)	11%	(31)	9%	(25)	274
Ethnicity: Other	16%	(32)	17%	(35)	41%	(83)	13%	(27)	13%	(26)	204
All Christian	14%	(152)	15%	(159)	39%	(416)	14%	(152)	17%	(185)	1064
All Non-Christian	18%	(26)	25%	(35)	44%	(63)	7%	(10)	6%	(9)	143
Atheist	15%	(12)	19%	(15)	48%	(38)	12%	(10)	5%	(4)	80
Agnostic/Nothing in particular	10%	(50)	14%	(69)	52%	(264)	14%	(70)	10%	(53)	506
Something Else	9%	(37)	15%	(60)	48%	(196)	17%	(71)	11%	(44)	408
Religious Non-Protestant/Catholic	17%	(27)	22%	(35)	42%	(66)	8%	(13)	10%	(16)	158
Evangelical	15%	(100)	18%	(119)	39%	(262)	15%	(99)	14%	(98)	678
Non-Evangelical	11%	(85)	12%	(93)	45%	(341)	16%	(118)	16%	(122)	760
Community: Urban	20%	(144)	20%	(147)	41%	(297)	10%	(74)	9%	(63)	725
Community: Suburban	10%	(93)	13%	(118)	45%	(422)	16%	(150)	16%	(150)	934
Community: Rural	8%	(42)	13%	(73)	48%	(257)	16%	(89)	15%	(81)	541
Employ: Private Sector	17%	(114)	18%	(118)	39%	(253)	15%	(98)	11%	(71)	654
Employ: Government	24%	(36)	21%	(33)	30%	(45)	17%	(27)	8%	(12)	153
Employ: Self-Employed	13%	(23)	18%	(32)	40%	(72)	15%	(26)	15%	(26)	178
Employ: Homemaker	5%	(6)	14%	(17)	56%	(64)	10%	(11)	15%	(17)	115
Employ: Student	14%	(19)	27%	(38)	41%	(57)	8%	(11)	10%	(15)	140
Employ: Retired	5%	(26)	8%	(41)	49%	(242)	17%	(84)	21%	(103)	496
Employ: Unemployed	11%	(33)	12%	(36)	55%	(167)	11%	(32)	12%	(36)	305
Employ: Other	13%	(21)	15%	(23)	48%	(75)	15%	(24)	9%	(15)	158
Military HH: Yes	14%	(54)	10%	(38)	39%	(150)	19%	(72)	18%	(67)	381
Military HH: No	12%	(224)	16%	(299)	45%	(826)	13%	(241)	13%	(228)	1819
RD/WT: Right Direction	19%	(99)	23%	(124)	37%	(197)	10%	(53)	11%	(56)	529
RD/WT: Wrong Track	11%	(178)	13%	(214)	47%	(780)	16%	(260)	14%	(239)	1671
Trump Job Approve	11%	(88)	13%	(105)	38%	(297)	17%	(132)	21%	(164)	787
Trump Job Disapprove	14%	(181)	17%	(227)	47%	(633)	13%	(171)	9%	(125)	1336

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**Table MCBR3\_15:** *If each of the following types of brands made public statements on social media about political division, would you be more or less likely to purchase products or services from the brand, or would it have no impact?*  
*Local businesses*

Demographic	Much more likely		Somewhat more likely		No impact		Somewhat less likely		Much less likely		Total N
Adults	13%	(278)	15%	(338)	44%	(977)	14%	(313)	13%	(295)	2200
Trump Job Strongly Approve	12%	(59)	12%	(58)	36%	(173)	15%	(69)	24%	(116)	476
Trump Job Somewhat Approve	9%	(29)	15%	(47)	40%	(124)	20%	(62)	16%	(48)	311
Trump Job Somewhat Disapprove	10%	(26)	20%	(55)	44%	(120)	16%	(44)	9%	(25)	271
Trump Job Strongly Disapprove	15%	(155)	16%	(171)	48%	(513)	12%	(127)	9%	(99)	1066
Favorable of Trump	11%	(88)	13%	(105)	36%	(288)	18%	(140)	21%	(168)	789
Unfavorable of Trump	13%	(176)	17%	(220)	48%	(627)	13%	(167)	9%	(120)	1308
Very Favorable of Trump	12%	(56)	12%	(58)	34%	(161)	17%	(79)	25%	(119)	472
Somewhat Favorable of Trump	10%	(32)	15%	(47)	40%	(127)	19%	(62)	15%	(49)	318
Somewhat Unfavorable of Trump	12%	(27)	18%	(40)	42%	(91)	18%	(38)	9%	(20)	216
Very Unfavorable of Trump	14%	(149)	17%	(180)	49%	(536)	12%	(128)	9%	(99)	1092
#1 Issue: Economy	12%	(104)	14%	(119)	43%	(371)	16%	(141)	15%	(125)	860
#1 Issue: Security	11%	(31)	13%	(38)	38%	(111)	16%	(47)	21%	(62)	289
#1 Issue: Health Care	16%	(57)	21%	(74)	47%	(165)	11%	(39)	5%	(16)	351
#1 Issue: Medicare / Social Security	11%	(29)	10%	(27)	47%	(124)	17%	(44)	16%	(43)	267
#1 Issue: Women's Issues	24%	(23)	12%	(11)	44%	(43)	14%	(13)	7%	(7)	98
#1 Issue: Education	12%	(13)	26%	(29)	37%	(41)	7%	(8)	18%	(20)	111
#1 Issue: Energy	13%	(11)	18%	(15)	49%	(40)	10%	(9)	9%	(8)	83
#1 Issue: Other	7%	(9)	18%	(25)	57%	(80)	9%	(12)	10%	(14)	141
2020 Vote: Joe Biden	18%	(181)	21%	(212)	43%	(440)	11%	(114)	8%	(78)	1024
2020 Vote: Donald Trump	6%	(43)	10%	(66)	39%	(261)	20%	(135)	24%	(161)	667
2020 Vote: Other	5%	(4)	5%	(4)	59%	(50)	22%	(19)	9%	(7)	84
2020 Vote: Didn't Vote	12%	(51)	13%	(55)	53%	(222)	11%	(45)	11%	(48)	421
2018 House Vote: Democrat	18%	(140)	20%	(153)	42%	(323)	11%	(88)	9%	(70)	774
2018 House Vote: Republican	8%	(43)	11%	(62)	35%	(194)	21%	(115)	26%	(144)	558
2016 Vote: Hillary Clinton	18%	(126)	20%	(139)	44%	(308)	11%	(77)	8%	(54)	703
2016 Vote: Donald Trump	8%	(52)	11%	(71)	37%	(237)	20%	(129)	24%	(156)	647
2016 Vote: Other	7%	(6)	8%	(7)	52%	(45)	21%	(18)	13%	(11)	87
2016 Vote: Didn't Vote	12%	(94)	15%	(117)	51%	(387)	12%	(88)	10%	(73)	759

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**Table MCBR3\_15:** *If each of the following types of brands made public statements on social media about political division, would you be more or less likely to purchase products or services from the brand, or would it have no impact?*

*Local businesses*

Demographic	Much more likely		Somewhat more likely		No impact		Somewhat less likely		Much less likely		Total N
Adults	13%	(278)	15%	(338)	44%	(977)	14%	(313)	13%	(295)	2200
Voted in 2014: Yes	13%	(158)	15%	(183)	40%	(488)	15%	(188)	16%	(200)	1216
Voted in 2014: No	12%	(120)	16%	(155)	50%	(489)	13%	(125)	10%	(95)	984
4-Region: Northeast	16%	(64)	18%	(72)	39%	(155)	13%	(50)	13%	(52)	394
4-Region: Midwest	10%	(46)	14%	(65)	48%	(220)	16%	(74)	12%	(57)	462
4-Region: South	10%	(81)	13%	(106)	47%	(388)	15%	(122)	15%	(127)	824
4-Region: West	17%	(86)	18%	(95)	41%	(213)	13%	(67)	11%	(58)	520

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

**Table MCBR3\_16:** *If each of the following types of brands made public statements on social media about political division, would you be more or less likely to purchase products or services from the brand, or would it have no impact?*  
*Media companies*

Demographic	Much more likely		Somewhat more likely		No impact		Somewhat less likely		Much less likely		Total N
Adults	12%	(253)	15%	(340)	44%	(960)	12%	(268)	17%	(379)	2200
Gender: Male	14%	(148)	19%	(197)	40%	(428)	10%	(109)	17%	(179)	1062
Gender: Female	9%	(106)	13%	(144)	47%	(531)	14%	(159)	17%	(199)	1138
Age: 18-34	17%	(111)	20%	(128)	45%	(293)	11%	(69)	8%	(53)	655
Age: 35-44	20%	(72)	23%	(82)	41%	(145)	8%	(27)	9%	(31)	358
Age: 45-64	7%	(54)	12%	(91)	43%	(322)	14%	(104)	24%	(179)	751
Age: 65+	4%	(17)	9%	(39)	46%	(199)	15%	(67)	26%	(115)	436
GenZers: 1997-2012	13%	(44)	17%	(57)	48%	(158)	12%	(41)	10%	(32)	331
Millennials: 1981-1996	21%	(128)	22%	(134)	40%	(242)	9%	(53)	7%	(42)	599
GenXers: 1965-1980	9%	(50)	16%	(87)	43%	(229)	11%	(60)	20%	(104)	531
Baby Boomers: 1946-1964	4%	(25)	8%	(56)	45%	(296)	16%	(105)	27%	(177)	659
PID: Dem (no lean)	18%	(167)	22%	(197)	44%	(401)	8%	(76)	8%	(70)	912
PID: Ind (no lean)	7%	(46)	11%	(73)	49%	(322)	15%	(96)	18%	(115)	652
PID: Rep (no lean)	6%	(41)	11%	(70)	37%	(237)	15%	(96)	30%	(193)	636
PID/Gender: Dem Men	23%	(99)	24%	(100)	41%	(174)	6%	(26)	6%	(25)	424
PID/Gender: Dem Women	14%	(68)	20%	(97)	46%	(227)	10%	(51)	9%	(45)	488
PID/Gender: Ind Men	8%	(24)	15%	(46)	44%	(135)	12%	(38)	20%	(63)	306
PID/Gender: Ind Women	6%	(21)	8%	(27)	54%	(187)	17%	(58)	15%	(53)	346
PID/Gender: Rep Men	7%	(24)	15%	(51)	36%	(119)	14%	(46)	28%	(92)	332
PID/Gender: Rep Women	5%	(16)	6%	(20)	39%	(117)	16%	(50)	33%	(101)	304
Ideo: Liberal (1-3)	21%	(138)	22%	(142)	39%	(252)	11%	(69)	8%	(53)	655
Ideo: Moderate (4)	8%	(53)	16%	(104)	49%	(316)	12%	(80)	14%	(91)	644
Ideo: Conservative (5-7)	6%	(43)	12%	(79)	37%	(245)	14%	(91)	31%	(206)	663
Educ: < College	9%	(140)	13%	(195)	48%	(726)	12%	(180)	18%	(270)	1512
Educ: Bachelors degree	15%	(65)	17%	(77)	37%	(162)	16%	(70)	16%	(70)	444
Educ: Post-grad	20%	(49)	28%	(68)	29%	(71)	7%	(18)	16%	(38)	244
Income: Under 50k	10%	(109)	12%	(132)	50%	(561)	13%	(144)	16%	(175)	1121
Income: 50k-100k	11%	(77)	17%	(119)	41%	(282)	11%	(77)	18%	(126)	681
Income: 100k+	17%	(68)	22%	(89)	29%	(117)	12%	(47)	19%	(77)	398
Ethnicity: White	10%	(173)	14%	(249)	44%	(757)	12%	(215)	19%	(329)	1722

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**Table MCBR3\_16:** *If each of the following types of brands made public statements on social media about political division, would you be more or less likely to purchase products or services from the brand, or would it have no impact?*  
*Media companies*

Demographic	Much more likely		Somewhat more likely		No impact		Somewhat less likely		Much less likely		Total N
Adults	12%	(253)	15%	(340)	44%	(960)	12%	(268)	17%	(379)	2200
Ethnicity: Hispanic	15%	(53)	24%	(83)	39%	(136)	9%	(33)	13%	(44)	349
Ethnicity: Black	20%	(54)	23%	(62)	40%	(110)	10%	(26)	8%	(22)	274
Ethnicity: Other	13%	(27)	15%	(30)	45%	(93)	13%	(27)	13%	(27)	204
All Christian	13%	(138)	16%	(173)	36%	(387)	13%	(133)	22%	(233)	1064
All Non-Christian	18%	(26)	23%	(33)	43%	(62)	11%	(15)	5%	(7)	143
Atheist	14%	(11)	27%	(21)	45%	(36)	12%	(10)	2%	(1)	80
Agnostic/Nothing in particular	6%	(32)	11%	(58)	56%	(281)	10%	(52)	16%	(83)	506
Something Else	11%	(47)	14%	(56)	47%	(193)	14%	(58)	13%	(54)	408
Religious Non-Protestant/Catholic	17%	(27)	22%	(34)	42%	(66)	10%	(15)	10%	(16)	158
Evangelical	15%	(104)	17%	(114)	37%	(251)	11%	(78)	19%	(132)	678
Non-Evangelical	10%	(78)	14%	(108)	42%	(319)	15%	(112)	19%	(144)	760
Community: Urban	18%	(130)	22%	(163)	40%	(287)	10%	(70)	10%	(76)	725
Community: Suburban	9%	(82)	13%	(119)	45%	(420)	14%	(129)	20%	(183)	934
Community: Rural	8%	(41)	11%	(59)	47%	(252)	13%	(69)	22%	(120)	541
Employ: Private Sector	16%	(106)	19%	(122)	38%	(248)	12%	(78)	15%	(101)	654
Employ: Government	24%	(37)	26%	(40)	23%	(36)	18%	(28)	8%	(13)	153
Employ: Self-Employed	12%	(22)	20%	(36)	37%	(67)	10%	(18)	20%	(36)	178
Employ: Homemaker	5%	(6)	15%	(17)	58%	(66)	6%	(6)	17%	(20)	115
Employ: Student	15%	(21)	22%	(30)	43%	(60)	14%	(19)	6%	(9)	140
Employ: Retired	4%	(19)	8%	(42)	46%	(228)	13%	(66)	29%	(142)	496
Employ: Unemployed	8%	(25)	12%	(37)	57%	(172)	11%	(35)	12%	(36)	305
Employ: Other	11%	(17)	11%	(18)	52%	(83)	11%	(18)	15%	(23)	158
Military HH: Yes	12%	(44)	13%	(50)	38%	(147)	13%	(50)	24%	(91)	381
Military HH: No	11%	(209)	16%	(290)	45%	(813)	12%	(218)	16%	(288)	1819
RD/WT: Right Direction	19%	(102)	21%	(111)	38%	(202)	8%	(42)	13%	(71)	529
RD/WT: Wrong Track	9%	(151)	14%	(229)	45%	(758)	13%	(226)	18%	(307)	1671
Trump Job Approve	10%	(78)	12%	(97)	35%	(272)	13%	(100)	31%	(241)	787
Trump Job Disapprove	13%	(170)	18%	(241)	48%	(638)	12%	(159)	10%	(129)	1336

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**Table MCBR3\_16:** *If each of the following types of brands made public statements on social media about political division, would you be more or less likely to purchase products or services from the brand, or would it have no impact?*  
*Media companies*

Demographic	Much more likely		Somewhat more likely		No impact		Somewhat less likely		Much less likely		Total N
Adults	12%	(253)	15%	(340)	44%	(960)	12%	(268)	17%	(379)	2200
Trump Job Strongly Approve	11%	(50)	10%	(49)	33%	(155)	11%	(52)	36%	(169)	476
Trump Job Somewhat Approve	9%	(27)	15%	(47)	38%	(117)	15%	(48)	23%	(71)	311
Trump Job Somewhat Disapprove	11%	(31)	26%	(70)	39%	(105)	14%	(37)	10%	(27)	271
Trump Job Strongly Disapprove	13%	(139)	16%	(171)	50%	(533)	11%	(122)	10%	(102)	1066
Favorable of Trump	10%	(79)	12%	(91)	34%	(270)	13%	(104)	31%	(244)	789
Unfavorable of Trump	12%	(162)	18%	(233)	48%	(629)	12%	(158)	10%	(127)	1308
Very Favorable of Trump	11%	(51)	10%	(45)	30%	(142)	12%	(56)	38%	(177)	472
Somewhat Favorable of Trump	9%	(28)	15%	(46)	40%	(128)	15%	(48)	21%	(67)	318
Somewhat Unfavorable of Trump	11%	(24)	20%	(43)	41%	(90)	17%	(37)	10%	(22)	216
Very Unfavorable of Trump	13%	(137)	17%	(190)	49%	(539)	11%	(121)	10%	(105)	1092
#1 Issue: Economy	11%	(97)	14%	(118)	41%	(357)	12%	(106)	21%	(183)	860
#1 Issue: Security	9%	(26)	12%	(35)	38%	(110)	14%	(41)	27%	(78)	289
#1 Issue: Health Care	15%	(53)	18%	(62)	50%	(176)	10%	(33)	8%	(28)	351
#1 Issue: Medicare / Social Security	9%	(23)	15%	(39)	46%	(123)	12%	(33)	18%	(48)	267
#1 Issue: Women's Issues	20%	(19)	11%	(10)	52%	(50)	14%	(13)	5%	(4)	98
#1 Issue: Education	14%	(15)	32%	(36)	34%	(38)	14%	(15)	6%	(7)	111
#1 Issue: Energy	10%	(8)	22%	(18)	43%	(35)	16%	(13)	10%	(8)	83
#1 Issue: Other	9%	(12)	16%	(23)	50%	(71)	10%	(14)	16%	(22)	141
2020 Vote: Joe Biden	17%	(177)	23%	(235)	43%	(439)	9%	(95)	8%	(79)	1024
2020 Vote: Donald Trump	5%	(35)	9%	(58)	35%	(232)	18%	(117)	34%	(224)	667
2020 Vote: Other	1%	(1)	1%	(1)	61%	(52)	23%	(19)	13%	(11)	84
2020 Vote: Didn't Vote	10%	(40)	11%	(45)	56%	(237)	9%	(37)	15%	(62)	421
2018 House Vote: Democrat	17%	(133)	20%	(152)	43%	(336)	11%	(82)	9%	(72)	774
2018 House Vote: Republican	6%	(34)	11%	(59)	31%	(171)	15%	(83)	38%	(211)	558
2016 Vote: Hillary Clinton	17%	(120)	20%	(141)	45%	(314)	11%	(74)	8%	(54)	703
2016 Vote: Donald Trump	7%	(42)	11%	(70)	32%	(209)	16%	(104)	34%	(221)	647
2016 Vote: Other	1%	(1)	6%	(5)	54%	(47)	17%	(15)	22%	(19)	87
2016 Vote: Didn't Vote	12%	(90)	16%	(124)	51%	(387)	10%	(74)	11%	(85)	759

Continued on next page

**Table MCBR3\_16:** *If each of the following types of brands made public statements on social media about political division, would you be more or less likely to purchase products or services from the brand, or would it have no impact?*  
*Media companies*

Demographic	Much more likely		Somewhat more likely		No impact		Somewhat less likely		Much less likely		Total N
Adults	12%	(253)	15%	(340)	44%	(960)	12%	(268)	17%	(379)	2200
Voted in 2014: Yes	11%	(135)	15%	(187)	39%	(474)	13%	(158)	22%	(262)	1216
Voted in 2014: No	12%	(118)	16%	(154)	49%	(485)	11%	(110)	12%	(117)	984
4-Region: Northeast	14%	(56)	20%	(80)	40%	(156)	11%	(45)	14%	(57)	394
4-Region: Midwest	9%	(42)	13%	(61)	48%	(222)	14%	(65)	16%	(73)	462
4-Region: South	10%	(82)	13%	(110)	44%	(359)	12%	(103)	21%	(170)	824
4-Region: West	14%	(73)	17%	(90)	43%	(223)	11%	(55)	15%	(79)	520

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



**Table MCBR3\_17:** *If each of the following types of brands made public statements on social media about political division, would you be more or less likely to purchase products or services from the brand, or would it have no impact?*  
*Office supply brands*

Demographic	Much more likely		Somewhat more likely		No impact		Somewhat less likely		Much less likely		Total N
Adults	9%	(199)	13%	(279)	50%	(1109)	13%	(282)	15%	(331)	2200
Gender: Male	11%	(118)	15%	(158)	48%	(508)	11%	(120)	15%	(158)	1062
Gender: Female	7%	(81)	11%	(121)	53%	(601)	14%	(162)	15%	(174)	1138
Age: 18-34	13%	(88)	15%	(101)	53%	(345)	10%	(69)	8%	(52)	655
Age: 35-44	15%	(55)	22%	(79)	46%	(165)	9%	(32)	8%	(27)	358
Age: 45-64	5%	(41)	10%	(72)	51%	(381)	15%	(112)	19%	(145)	751
Age: 65+	3%	(14)	6%	(27)	50%	(219)	16%	(69)	24%	(107)	436
GenZers: 1997-2012	9%	(29)	12%	(41)	57%	(189)	12%	(41)	10%	(32)	331
Millennials: 1981-1996	18%	(110)	20%	(121)	46%	(277)	9%	(53)	7%	(39)	599
GenXers: 1965-1980	6%	(34)	14%	(77)	50%	(263)	12%	(65)	17%	(92)	531
Baby Boomers: 1946-1964	3%	(17)	6%	(38)	52%	(345)	17%	(111)	22%	(147)	659
PID: Dem (no lean)	14%	(127)	19%	(173)	50%	(454)	9%	(78)	9%	(80)	912
PID: Ind (no lean)	6%	(40)	6%	(40)	58%	(375)	16%	(108)	14%	(89)	652
PID: Rep (no lean)	5%	(32)	10%	(66)	44%	(280)	15%	(96)	25%	(162)	636
PID/Gender: Dem Men	19%	(82)	21%	(91)	44%	(186)	7%	(30)	8%	(35)	424
PID/Gender: Dem Women	9%	(46)	17%	(82)	55%	(267)	10%	(48)	9%	(45)	488
PID/Gender: Ind Men	5%	(15)	8%	(25)	56%	(172)	15%	(45)	16%	(49)	306
PID/Gender: Ind Women	7%	(25)	4%	(15)	59%	(203)	18%	(63)	12%	(40)	346
PID/Gender: Rep Men	6%	(21)	13%	(42)	45%	(150)	14%	(46)	22%	(74)	332
PID/Gender: Rep Women	3%	(10)	8%	(24)	43%	(130)	17%	(51)	29%	(89)	304
Ideo: Liberal (1-3)	16%	(107)	21%	(135)	45%	(295)	9%	(56)	9%	(62)	655
Ideo: Moderate (4)	6%	(36)	11%	(70)	59%	(380)	13%	(81)	12%	(79)	644
Ideo: Conservative (5-7)	7%	(48)	8%	(51)	41%	(275)	18%	(119)	26%	(171)	663
Educ: < College	7%	(105)	10%	(150)	55%	(832)	13%	(191)	16%	(235)	1512
Educ: Bachelors degree	11%	(49)	17%	(74)	42%	(184)	16%	(71)	15%	(64)	444
Educ: Post-grad	18%	(44)	23%	(55)	38%	(93)	8%	(20)	13%	(32)	244
Income: Under 50k	6%	(72)	9%	(104)	58%	(654)	13%	(141)	13%	(149)	1121
Income: 50k-100k	9%	(63)	14%	(95)	46%	(316)	14%	(94)	17%	(114)	681
Income: 100k+	16%	(63)	20%	(80)	35%	(139)	12%	(47)	17%	(68)	398
Ethnicity: White	8%	(145)	12%	(198)	50%	(864)	14%	(235)	16%	(279)	1722

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**Table MCBR3\_17:** *If each of the following types of brands made public statements on social media about political division, would you be more or less likely to purchase products or services from the brand, or would it have no impact?*

*Office supply brands*

Demographic	Much more likely		Somewhat more likely		No impact		Somewhat less likely		Much less likely		Total N
Adults	9%	(199)	13%	(279)	50%	(1109)	13%	(282)	15%	(331)	2200
Ethnicity: Hispanic	15%	(51)	16%	(56)	50%	(176)	8%	(27)	11%	(40)	349
Ethnicity: Black	13%	(36)	20%	(55)	51%	(139)	6%	(16)	10%	(28)	274
Ethnicity: Other	9%	(17)	13%	(26)	52%	(106)	15%	(31)	12%	(24)	204
All Christian	11%	(114)	14%	(147)	43%	(455)	14%	(151)	19%	(197)	1064
All Non-Christian	14%	(20)	23%	(33)	48%	(68)	8%	(11)	7%	(10)	143
Atheist	10%	(8)	18%	(14)	58%	(46)	6%	(5)	9%	(7)	80
Agnostic/Nothing in particular	6%	(32)	9%	(44)	61%	(307)	11%	(55)	14%	(68)	506
Something Else	6%	(25)	10%	(41)	57%	(233)	15%	(60)	12%	(49)	408
Religious Non-Protestant/Catholic	13%	(21)	22%	(35)	45%	(72)	10%	(15)	9%	(15)	158
Evangelical	12%	(83)	16%	(107)	42%	(283)	14%	(98)	16%	(107)	678
Non-Evangelical	7%	(51)	10%	(75)	52%	(396)	14%	(106)	17%	(131)	760
Community: Urban	17%	(124)	19%	(138)	46%	(337)	8%	(58)	10%	(69)	725
Community: Suburban	6%	(53)	9%	(87)	52%	(486)	15%	(139)	18%	(169)	934
Community: Rural	4%	(22)	10%	(54)	53%	(286)	16%	(85)	17%	(93)	541
Employ: Private Sector	14%	(94)	17%	(112)	42%	(276)	12%	(80)	14%	(92)	654
Employ: Government	16%	(25)	26%	(39)	35%	(54)	14%	(22)	9%	(13)	153
Employ: Self-Employed	9%	(16)	16%	(29)	48%	(85)	13%	(24)	13%	(24)	178
Employ: Homemaker	5%	(6)	8%	(10)	65%	(75)	9%	(10)	12%	(14)	115
Employ: Student	11%	(15)	17%	(24)	55%	(77)	7%	(10)	10%	(14)	140
Employ: Retired	3%	(16)	5%	(23)	54%	(266)	14%	(68)	25%	(124)	496
Employ: Unemployed	6%	(20)	8%	(24)	62%	(188)	13%	(39)	11%	(34)	305
Employ: Other	5%	(7)	11%	(17)	56%	(89)	18%	(28)	10%	(16)	158
Military HH: Yes	9%	(34)	12%	(44)	43%	(162)	16%	(62)	21%	(79)	381
Military HH: No	9%	(165)	13%	(235)	52%	(947)	12%	(220)	14%	(253)	1819
RD/WT: Right Direction	16%	(84)	19%	(101)	43%	(226)	10%	(51)	13%	(67)	529
RD/WT: Wrong Track	7%	(115)	11%	(178)	53%	(883)	14%	(231)	16%	(265)	1671
Trump Job Approve	8%	(59)	11%	(87)	41%	(326)	15%	(118)	25%	(196)	787
Trump Job Disapprove	10%	(130)	14%	(188)	55%	(736)	11%	(150)	10%	(132)	1336

Continued on next page

**Table MCBR3\_17:** *If each of the following types of brands made public statements on social media about political division, would you be more or less likely to purchase products or services from the brand, or would it have no impact?*

*Office supply brands*

Demographic	Much more likely		Somewhat more likely		No impact		Somewhat less likely		Much less likely		Total N
Adults	9%	(199)	13%	(279)	50%	(1109)	13%	(282)	15%	(331)	2200
Trump Job Strongly Approve	9%	(43)	10%	(48)	39%	(183)	14%	(68)	28%	(133)	476
Trump Job Somewhat Approve	5%	(16)	12%	(38)	46%	(143)	16%	(50)	20%	(64)	311
Trump Job Somewhat Disapprove	6%	(17)	16%	(43)	49%	(133)	19%	(51)	9%	(26)	271
Trump Job Strongly Disapprove	11%	(113)	14%	(145)	57%	(603)	9%	(98)	10%	(107)	1066
Favorable of Trump	8%	(62)	11%	(85)	41%	(324)	16%	(125)	25%	(193)	789
Unfavorable of Trump	9%	(118)	15%	(191)	55%	(720)	11%	(149)	10%	(130)	1308
Very Favorable of Trump	8%	(37)	10%	(49)	37%	(177)	16%	(75)	28%	(134)	472
Somewhat Favorable of Trump	8%	(24)	12%	(37)	46%	(147)	16%	(50)	19%	(60)	318
Somewhat Unfavorable of Trump	6%	(13)	19%	(42)	47%	(101)	18%	(38)	10%	(22)	216
Very Unfavorable of Trump	10%	(105)	14%	(149)	57%	(619)	10%	(111)	10%	(109)	1092
#1 Issue: Economy	7%	(64)	11%	(91)	49%	(425)	15%	(131)	17%	(150)	860
#1 Issue: Security	9%	(25)	13%	(39)	40%	(115)	14%	(41)	24%	(70)	289
#1 Issue: Health Care	13%	(45)	14%	(49)	58%	(205)	9%	(31)	6%	(20)	351
#1 Issue: Medicare / Social Security	6%	(17)	11%	(29)	50%	(134)	16%	(43)	16%	(44)	267
#1 Issue: Women's Issues	12%	(12)	18%	(17)	53%	(52)	12%	(11)	6%	(5)	98
#1 Issue: Education	15%	(16)	21%	(23)	42%	(47)	11%	(12)	11%	(12)	111
#1 Issue: Energy	9%	(8)	18%	(15)	56%	(46)	6%	(5)	11%	(9)	83
#1 Issue: Other	8%	(11)	12%	(16)	60%	(85)	6%	(9)	14%	(20)	141
2020 Vote: Joe Biden	13%	(138)	19%	(191)	50%	(511)	9%	(93)	9%	(90)	1024
2020 Vote: Donald Trump	4%	(26)	7%	(47)	44%	(290)	18%	(122)	27%	(182)	667
2020 Vote: Other	—	(0)	4%	(3)	68%	(57)	19%	(16)	9%	(7)	84
2020 Vote: Didn't Vote	8%	(34)	9%	(37)	59%	(249)	12%	(49)	12%	(51)	421
2018 House Vote: Democrat	14%	(106)	19%	(147)	48%	(373)	9%	(70)	10%	(78)	774
2018 House Vote: Republican	5%	(28)	8%	(47)	39%	(219)	17%	(96)	30%	(167)	558
2016 Vote: Hillary Clinton	13%	(94)	18%	(125)	51%	(356)	10%	(68)	8%	(59)	703
2016 Vote: Donald Trump	5%	(35)	9%	(60)	41%	(264)	17%	(109)	28%	(179)	647
2016 Vote: Other	—	(0)	11%	(9)	59%	(51)	16%	(14)	14%	(12)	87
2016 Vote: Didn't Vote	9%	(66)	11%	(83)	58%	(437)	12%	(91)	11%	(81)	759

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**Table MCBR3\_17:** *If each of the following types of brands made public statements on social media about political division, would you be more or less likely to purchase products or services from the brand, or would it have no impact?*  
*Office supply brands*

Demographic	Much more likely		Somewhat more likely		No impact		Somewhat less likely		Much less likely		Total N
Adults	9%	(199)	13%	(279)	50%	(1109)	13%	(282)	15%	(331)	2200
Voted in 2014: Yes	9%	(113)	13%	(163)	46%	(555)	13%	(157)	19%	(229)	1216
Voted in 2014: No	9%	(86)	12%	(116)	56%	(554)	13%	(125)	10%	(103)	984
4-Region: Northeast	12%	(47)	17%	(69)	45%	(179)	10%	(39)	15%	(60)	394
4-Region: Midwest	6%	(29)	11%	(49)	54%	(250)	16%	(76)	13%	(58)	462
4-Region: South	7%	(56)	10%	(84)	53%	(438)	13%	(106)	17%	(141)	824
4-Region: West	13%	(68)	15%	(77)	47%	(242)	12%	(61)	14%	(72)	520

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

**Table MCBR3\_18:** *If each of the following types of brands made public statements on social media about political division, would you be more or less likely to purchase products or services from the brand, or would it have no impact?*  
*Packaged food brands, such as potato chips*

Demographic	Much more likely		Somewhat more likely		No impact		Somewhat less likely		Much less likely		Total N
Adults	11%	(232)	13%	(289)	48%	(1061)	13%	(294)	15%	(325)	2200
Gender: Male	13%	(141)	14%	(152)	46%	(491)	11%	(121)	15%	(156)	1062
Gender: Female	8%	(91)	12%	(136)	50%	(570)	15%	(173)	15%	(169)	1138
Age: 18-34	15%	(100)	19%	(123)	46%	(304)	12%	(77)	8%	(52)	655
Age: 35-44	18%	(64)	19%	(67)	48%	(170)	8%	(29)	8%	(27)	358
Age: 45-64	7%	(55)	10%	(72)	49%	(368)	13%	(99)	21%	(157)	751
Age: 65+	3%	(13)	6%	(26)	50%	(219)	20%	(89)	20%	(89)	436
GenZers: 1997-2012	11%	(38)	17%	(56)	48%	(159)	14%	(47)	10%	(32)	331
Millennials: 1981-1996	20%	(117)	20%	(119)	45%	(269)	9%	(56)	6%	(38)	599
GenXers: 1965-1980	9%	(48)	13%	(68)	48%	(256)	11%	(58)	19%	(101)	531
Baby Boomers: 1946-1964	3%	(21)	7%	(43)	53%	(347)	17%	(114)	20%	(135)	659
PID: Dem (no lean)	16%	(141)	18%	(161)	49%	(447)	10%	(87)	8%	(75)	912
PID: Ind (no lean)	7%	(44)	10%	(66)	53%	(345)	16%	(101)	15%	(96)	652
PID: Rep (no lean)	7%	(47)	10%	(61)	42%	(269)	17%	(105)	24%	(154)	636
PID/Gender: Dem Men	21%	(89)	19%	(79)	45%	(192)	7%	(30)	8%	(34)	424
PID/Gender: Dem Women	11%	(53)	17%	(82)	52%	(255)	12%	(57)	9%	(42)	488
PID/Gender: Ind Men	7%	(22)	11%	(34)	51%	(157)	13%	(39)	18%	(55)	306
PID/Gender: Ind Women	6%	(22)	9%	(33)	54%	(188)	18%	(63)	12%	(41)	346
PID/Gender: Rep Men	9%	(30)	12%	(39)	43%	(142)	16%	(53)	20%	(67)	332
PID/Gender: Rep Women	5%	(16)	7%	(22)	42%	(126)	17%	(53)	28%	(86)	304
Ideo: Liberal (1-3)	17%	(113)	20%	(130)	43%	(280)	11%	(72)	9%	(60)	655
Ideo: Moderate (4)	8%	(50)	12%	(79)	56%	(363)	11%	(74)	12%	(78)	644
Ideo: Conservative (5-7)	7%	(49)	9%	(57)	42%	(275)	18%	(118)	25%	(165)	663
Educ: < College	8%	(128)	11%	(160)	53%	(794)	13%	(198)	15%	(233)	1512
Educ: Bachelors degree	13%	(56)	16%	(72)	41%	(183)	16%	(71)	14%	(61)	444
Educ: Post-grad	20%	(48)	23%	(56)	34%	(84)	10%	(25)	13%	(31)	244
Income: Under 50k	8%	(92)	11%	(126)	55%	(615)	12%	(133)	14%	(155)	1121
Income: 50k-100k	11%	(77)	12%	(84)	45%	(305)	16%	(112)	15%	(103)	681
Income: 100k+	16%	(63)	20%	(78)	35%	(141)	12%	(49)	17%	(67)	398
Ethnicity: White	10%	(164)	12%	(213)	49%	(837)	14%	(239)	16%	(269)	1722

Continued on next page

**Table MCBR3\_18:** *If each of the following types of brands made public statements on social media about political division, would you be more or less likely to purchase products or services from the brand, or would it have no impact?*  
*Packaged food brands, such as potato chips*

Demographic	Much more likely		Somewhat more likely		No impact		Somewhat less likely		Much less likely		Total N
Adults	11%	(232)	13%	(289)	48%	(1061)	13%	(294)	15%	(325)	2200
Ethnicity: Hispanic	17%	(60)	16%	(55)	45%	(157)	10%	(36)	12%	(41)	349
Ethnicity: Black	15%	(41)	17%	(47)	48%	(131)	9%	(24)	11%	(30)	274
Ethnicity: Other	13%	(27)	14%	(29)	45%	(93)	15%	(31)	12%	(25)	204
All Christian	12%	(127)	14%	(150)	42%	(452)	14%	(145)	18%	(191)	1064
All Non-Christian	19%	(27)	21%	(31)	47%	(66)	8%	(11)	6%	(8)	143
Atheist	9%	(7)	18%	(14)	48%	(38)	19%	(15)	7%	(5)	80
Agnostic/Nothing in particular	6%	(31)	11%	(55)	56%	(284)	14%	(69)	13%	(67)	506
Something Else	10%	(40)	9%	(38)	54%	(220)	13%	(54)	13%	(54)	408
Religious Non-Protestant/Catholic	17%	(27)	21%	(34)	46%	(73)	8%	(12)	8%	(12)	158
Evangelical	15%	(103)	15%	(99)	41%	(278)	13%	(86)	16%	(111)	678
Non-Evangelical	8%	(61)	11%	(81)	50%	(380)	15%	(110)	17%	(127)	760
Community: Urban	18%	(129)	20%	(143)	45%	(325)	8%	(61)	9%	(67)	725
Community: Suburban	8%	(76)	9%	(85)	49%	(462)	16%	(146)	18%	(166)	934
Community: Rural	5%	(27)	11%	(61)	51%	(275)	16%	(87)	17%	(92)	541
Employ: Private Sector	15%	(96)	17%	(109)	42%	(277)	12%	(79)	14%	(93)	654
Employ: Government	19%	(29)	22%	(33)	39%	(60)	11%	(18)	9%	(14)	153
Employ: Self-Employed	12%	(21)	14%	(25)	46%	(82)	12%	(21)	16%	(29)	178
Employ: Homemaker	9%	(10)	7%	(8)	62%	(71)	10%	(12)	12%	(14)	115
Employ: Student	11%	(15)	21%	(29)	47%	(66)	13%	(18)	8%	(12)	140
Employ: Retired	3%	(16)	7%	(36)	51%	(253)	17%	(83)	22%	(109)	496
Employ: Unemployed	10%	(31)	9%	(28)	55%	(169)	14%	(44)	11%	(33)	305
Employ: Other	8%	(13)	13%	(21)	52%	(82)	12%	(20)	14%	(22)	158
Military HH: Yes	11%	(43)	12%	(46)	40%	(154)	15%	(58)	21%	(81)	381
Military HH: No	10%	(189)	13%	(243)	50%	(907)	13%	(236)	13%	(244)	1819
RD/WT: Right Direction	19%	(101)	18%	(94)	42%	(225)	9%	(50)	11%	(60)	529
RD/WT: Wrong Track	8%	(131)	12%	(195)	50%	(836)	15%	(244)	16%	(265)	1671
Trump Job Approve	10%	(76)	12%	(95)	37%	(291)	17%	(131)	25%	(194)	787
Trump Job Disapprove	11%	(147)	14%	(189)	54%	(726)	11%	(152)	9%	(123)	1336

Continued on next page

**Table MCBR3\_18:** *If each of the following types of brands made public statements on social media about political division, would you be more or less likely to purchase products or services from the brand, or would it have no impact?*  
*Packaged food brands, such as potato chips*

Demographic	Much more likely		Somewhat more likely		No impact		Somewhat less likely		Much less likely		Total N
Adults	11%	(232)	13%	(289)	48%	(1061)	13%	(294)	15%	(325)	2200
Trump Job Strongly Approve	11%	(52)	9%	(44)	37%	(174)	15%	(72)	28%	(134)	476
Trump Job Somewhat Approve	8%	(23)	16%	(51)	38%	(118)	19%	(59)	19%	(60)	311
Trump Job Somewhat Disapprove	8%	(23)	19%	(52)	49%	(131)	17%	(45)	7%	(20)	271
Trump Job Strongly Disapprove	12%	(124)	13%	(137)	56%	(594)	10%	(107)	10%	(103)	1066
Favorable of Trump	9%	(75)	12%	(93)	38%	(301)	17%	(134)	24%	(186)	789
Unfavorable of Trump	11%	(143)	14%	(186)	54%	(701)	11%	(148)	10%	(130)	1308
Very Favorable of Trump	11%	(52)	8%	(39)	36%	(168)	16%	(77)	29%	(135)	472
Somewhat Favorable of Trump	7%	(23)	17%	(54)	42%	(133)	18%	(57)	16%	(51)	318
Somewhat Unfavorable of Trump	10%	(22)	18%	(39)	47%	(101)	16%	(34)	9%	(20)	216
Very Unfavorable of Trump	11%	(121)	13%	(147)	55%	(600)	10%	(113)	10%	(110)	1092
#1 Issue: Economy	9%	(79)	12%	(99)	47%	(400)	16%	(134)	17%	(147)	860
#1 Issue: Security	10%	(28)	11%	(32)	38%	(111)	15%	(43)	26%	(76)	289
#1 Issue: Health Care	15%	(52)	15%	(52)	55%	(193)	10%	(35)	5%	(19)	351
#1 Issue: Medicare / Social Security	11%	(30)	10%	(25)	49%	(132)	16%	(43)	14%	(37)	267
#1 Issue: Women's Issues	11%	(11)	23%	(22)	51%	(50)	10%	(10)	5%	(4)	98
#1 Issue: Education	12%	(14)	20%	(22)	48%	(53)	7%	(8)	12%	(13)	111
#1 Issue: Energy	10%	(8)	19%	(16)	47%	(39)	10%	(8)	15%	(13)	83
#1 Issue: Other	7%	(10)	14%	(20)	59%	(83)	9%	(13)	11%	(16)	141
2020 Vote: Joe Biden	15%	(156)	18%	(182)	49%	(503)	10%	(98)	8%	(85)	1024
2020 Vote: Donald Trump	6%	(41)	7%	(48)	41%	(271)	19%	(128)	27%	(179)	667
2020 Vote: Other	—	(0)	6%	(5)	60%	(51)	24%	(20)	9%	(8)	84
2020 Vote: Didn't Vote	8%	(34)	13%	(53)	56%	(235)	11%	(46)	12%	(53)	421
2018 House Vote: Democrat	14%	(109)	17%	(133)	49%	(381)	9%	(74)	10%	(78)	774
2018 House Vote: Republican	7%	(38)	8%	(46)	37%	(206)	19%	(103)	29%	(164)	558
2016 Vote: Hillary Clinton	14%	(99)	18%	(124)	50%	(351)	10%	(69)	9%	(61)	703
2016 Vote: Donald Trump	7%	(45)	10%	(62)	39%	(252)	18%	(115)	27%	(173)	647
2016 Vote: Other	—	(0)	4%	(4)	62%	(53)	21%	(18)	13%	(11)	87
2016 Vote: Didn't Vote	11%	(86)	13%	(99)	53%	(401)	12%	(93)	11%	(80)	759

Continued on next page

**Table MCBR3\_18:** *If each of the following types of brands made public statements on social media about political division, would you be more or less likely to purchase products or services from the brand, or would it have no impact?*  
*Packaged food brands, such as potato chips*

Demographic	Much more likely		Somewhat more likely		No impact		Somewhat less likely		Much less likely		Total N
Adults	11%	(232)	13%	(289)	48%	(1061)	13%	(294)	15%	(325)	2200
Voted in 2014: Yes	10%	(127)	12%	(148)	45%	(549)	14%	(166)	19%	(225)	1216
Voted in 2014: No	11%	(105)	14%	(140)	52%	(512)	13%	(128)	10%	(100)	984
4-Region: Northeast	13%	(51)	17%	(68)	45%	(178)	10%	(41)	14%	(56)	394
4-Region: Midwest	7%	(31)	11%	(53)	51%	(237)	17%	(77)	14%	(64)	462
4-Region: South	9%	(75)	11%	(91)	50%	(411)	14%	(114)	16%	(133)	824
4-Region: West	14%	(75)	15%	(77)	45%	(235)	12%	(62)	14%	(71)	520

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



**Table MCBR3\_19:** *If each of the following types of brands made public statements on social media about political division, would you be more or less likely to purchase products or services from the brand, or would it have no impact?*  
*Rental cars*

Demographic	Much more likely		Somewhat more likely		No impact		Somewhat less likely		Much less likely		Total N
Adults	8%	(174)	12%	(270)	51%	(1120)	14%	(297)	15%	(339)	2200
Gender: Male	10%	(104)	15%	(158)	48%	(509)	13%	(135)	15%	(157)	1062
Gender: Female	6%	(70)	10%	(112)	54%	(611)	14%	(162)	16%	(183)	1138
Age: 18-34	11%	(74)	16%	(107)	53%	(346)	11%	(71)	9%	(57)	655
Age: 35-44	14%	(49)	23%	(82)	45%	(162)	10%	(37)	8%	(28)	358
Age: 45-64	5%	(40)	8%	(62)	50%	(374)	15%	(114)	21%	(161)	751
Age: 65+	2%	(10)	5%	(20)	54%	(238)	17%	(75)	21%	(93)	436
GenZers: 1997-2012	8%	(26)	13%	(44)	57%	(189)	11%	(37)	11%	(35)	331
Millennials: 1981-1996	15%	(92)	21%	(126)	46%	(275)	11%	(65)	7%	(41)	599
GenXers: 1965-1980	6%	(32)	13%	(66)	49%	(258)	14%	(73)	19%	(101)	531
Baby Boomers: 1946-1964	3%	(17)	5%	(31)	55%	(364)	16%	(107)	21%	(139)	659
PID: Dem (no lean)	12%	(108)	17%	(159)	53%	(482)	9%	(83)	9%	(80)	912
PID: Ind (no lean)	4%	(28)	8%	(52)	55%	(358)	18%	(117)	15%	(97)	652
PID: Rep (no lean)	6%	(37)	9%	(59)	44%	(280)	15%	(97)	26%	(163)	636
PID/Gender: Dem Men	16%	(66)	20%	(87)	48%	(205)	9%	(37)	7%	(28)	424
PID/Gender: Dem Women	9%	(42)	15%	(72)	57%	(276)	9%	(46)	11%	(52)	488
PID/Gender: Ind Men	4%	(13)	11%	(33)	49%	(149)	19%	(57)	17%	(53)	306
PID/Gender: Ind Women	4%	(15)	5%	(18)	60%	(209)	17%	(60)	13%	(44)	346
PID/Gender: Rep Men	7%	(24)	11%	(37)	47%	(155)	12%	(41)	23%	(75)	332
PID/Gender: Rep Women	4%	(13)	7%	(22)	41%	(125)	19%	(56)	29%	(87)	304
Ideo: Liberal (1-3)	13%	(88)	17%	(114)	49%	(320)	11%	(71)	9%	(61)	655
Ideo: Moderate (4)	6%	(42)	11%	(69)	57%	(367)	13%	(82)	13%	(84)	644
Ideo: Conservative (5-7)	6%	(37)	10%	(64)	41%	(274)	18%	(118)	26%	(171)	663
Educ: < College	6%	(84)	10%	(145)	56%	(846)	13%	(194)	16%	(243)	1512
Educ: Bachelors degree	11%	(50)	15%	(66)	42%	(185)	18%	(78)	15%	(66)	444
Educ: Post-grad	16%	(40)	24%	(60)	36%	(89)	10%	(26)	13%	(31)	244
Income: Under 50k	7%	(73)	8%	(92)	58%	(646)	13%	(145)	15%	(165)	1121
Income: 50k-100k	7%	(49)	13%	(91)	49%	(335)	15%	(102)	15%	(105)	681
Income: 100k+	13%	(52)	22%	(87)	35%	(139)	13%	(50)	18%	(70)	398
Ethnicity: White	7%	(127)	12%	(199)	51%	(875)	14%	(234)	17%	(287)	1722

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**Table MCBR3\_19:** *If each of the following types of brands made public statements on social media about political division, would you be more or less likely to purchase products or services from the brand, or would it have no impact?*  
*Rental cars*

Demographic	Much more likely		Somewhat more likely		No impact		Somewhat less likely		Much less likely		Total N
Adults	8%	(174)	12%	(270)	51%	(1120)	14%	(297)	15%	(339)	2200
Ethnicity: Hispanic	12%	(42)	17%	(60)	50%	(175)	9%	(32)	11%	(40)	349
Ethnicity: Black	13%	(34)	18%	(49)	48%	(131)	11%	(30)	11%	(29)	274
Ethnicity: Other	6%	(12)	11%	(22)	56%	(114)	16%	(33)	11%	(23)	204
All Christian	10%	(102)	13%	(141)	44%	(468)	14%	(154)	19%	(199)	1064
All Non-Christian	16%	(23)	20%	(29)	46%	(66)	10%	(14)	8%	(11)	143
Atheist	9%	(8)	14%	(11)	59%	(47)	7%	(5)	10%	(8)	80
Agnostic/Nothing in particular	4%	(21)	9%	(48)	61%	(310)	12%	(60)	13%	(67)	506
Something Else	5%	(20)	10%	(41)	56%	(229)	15%	(63)	13%	(54)	408
Religious Non-Protestant/Catholic	16%	(25)	18%	(29)	45%	(71)	11%	(17)	11%	(17)	158
Evangelical	12%	(81)	14%	(95)	44%	(299)	14%	(94)	16%	(109)	678
Non-Evangelical	5%	(38)	11%	(83)	51%	(386)	16%	(118)	18%	(135)	760
Community: Urban	13%	(96)	20%	(147)	47%	(344)	10%	(70)	9%	(67)	725
Community: Suburban	6%	(56)	8%	(74)	51%	(477)	17%	(155)	18%	(172)	934
Community: Rural	4%	(22)	9%	(49)	55%	(299)	13%	(72)	19%	(100)	541
Employ: Private Sector	11%	(75)	17%	(110)	46%	(300)	12%	(78)	14%	(91)	654
Employ: Government	18%	(28)	23%	(35)	32%	(49)	16%	(25)	10%	(16)	153
Employ: Self-Employed	10%	(17)	15%	(26)	46%	(82)	14%	(25)	15%	(27)	178
Employ: Homemaker	3%	(4)	9%	(10)	61%	(70)	11%	(12)	16%	(19)	115
Employ: Student	10%	(15)	13%	(18)	57%	(80)	9%	(13)	10%	(15)	140
Employ: Retired	2%	(10)	5%	(24)	55%	(273)	15%	(75)	23%	(114)	496
Employ: Unemployed	7%	(21)	9%	(26)	57%	(172)	16%	(48)	12%	(37)	305
Employ: Other	3%	(4)	12%	(20)	59%	(93)	13%	(21)	13%	(20)	158
Military HH: Yes	9%	(35)	9%	(33)	46%	(175)	16%	(62)	20%	(76)	381
Military HH: No	8%	(139)	13%	(237)	52%	(945)	13%	(235)	14%	(263)	1819
RD/WT: Right Direction	14%	(75)	18%	(94)	44%	(232)	10%	(55)	14%	(72)	529
RD/WT: Wrong Track	6%	(99)	11%	(176)	53%	(887)	14%	(242)	16%	(267)	1671
Trump Job Approve	7%	(54)	11%	(90)	41%	(325)	15%	(116)	26%	(202)	787
Trump Job Disapprove	8%	(112)	13%	(173)	56%	(750)	13%	(170)	10%	(131)	1336

Continued on next page

**Table MCBR3\_19:** *If each of the following types of brands made public statements on social media about political division, would you be more or less likely to purchase products or services from the brand, or would it have no impact?*

Rental cars

Demographic	Much more likely		Somewhat more likely		No impact		Somewhat less likely		Much less likely		Total N
Adults	8%	(174)	12%	(270)	51%	(1120)	14%	(297)	15%	(339)	2200
Trump Job Strongly Approve	9%	(42)	10%	(49)	38%	(180)	13%	(63)	30%	(142)	476
Trump Job Somewhat Approve	4%	(12)	13%	(41)	46%	(144)	17%	(53)	19%	(60)	311
Trump Job Somewhat Disapprove	8%	(21)	17%	(46)	46%	(124)	19%	(52)	10%	(28)	271
Trump Job Strongly Disapprove	8%	(91)	12%	(128)	59%	(626)	11%	(118)	10%	(103)	1066
Favorable of Trump	7%	(56)	11%	(89)	40%	(316)	16%	(126)	26%	(202)	789
Unfavorable of Trump	8%	(109)	13%	(172)	57%	(742)	12%	(157)	10%	(128)	1308
Very Favorable of Trump	8%	(39)	10%	(45)	37%	(175)	14%	(65)	31%	(147)	472
Somewhat Favorable of Trump	5%	(17)	14%	(44)	44%	(141)	19%	(60)	17%	(56)	318
Somewhat Unfavorable of Trump	9%	(20)	16%	(35)	47%	(102)	16%	(35)	11%	(24)	216
Very Unfavorable of Trump	8%	(89)	13%	(137)	59%	(640)	11%	(122)	9%	(104)	1092
#1 Issue: Economy	7%	(59)	11%	(93)	49%	(422)	15%	(132)	18%	(154)	860
#1 Issue: Security	8%	(22)	12%	(35)	45%	(131)	13%	(37)	22%	(63)	289
#1 Issue: Health Care	12%	(43)	13%	(46)	58%	(203)	9%	(33)	8%	(27)	351
#1 Issue: Medicare / Social Security	6%	(15)	10%	(25)	52%	(140)	15%	(40)	18%	(47)	267
#1 Issue: Women's Issues	6%	(6)	19%	(19)	59%	(57)	10%	(9)	6%	(6)	98
#1 Issue: Education	11%	(13)	22%	(24)	40%	(44)	15%	(17)	12%	(13)	111
#1 Issue: Energy	13%	(11)	17%	(14)	46%	(38)	12%	(10)	11%	(9)	83
#1 Issue: Other	3%	(5)	10%	(13)	60%	(84)	13%	(18)	15%	(21)	141
2020 Vote: Joe Biden	12%	(123)	17%	(178)	52%	(538)	10%	(100)	8%	(86)	1024
2020 Vote: Donald Trump	4%	(27)	6%	(42)	42%	(283)	19%	(128)	28%	(187)	667
2020 Vote: Other	1%	(1)	4%	(3)	68%	(58)	18%	(15)	9%	(7)	84
2020 Vote: Didn't Vote	6%	(23)	11%	(46)	57%	(240)	12%	(52)	14%	(59)	421
2018 House Vote: Democrat	12%	(90)	18%	(137)	51%	(394)	10%	(78)	10%	(76)	774
2018 House Vote: Republican	5%	(30)	8%	(44)	37%	(209)	18%	(100)	31%	(175)	558
2016 Vote: Hillary Clinton	12%	(82)	18%	(125)	53%	(370)	10%	(67)	8%	(58)	703
2016 Vote: Donald Trump	6%	(36)	8%	(53)	40%	(259)	18%	(115)	28%	(184)	647
2016 Vote: Other	—	(0)	5%	(4)	57%	(49)	23%	(20)	15%	(13)	87
2016 Vote: Didn't Vote	7%	(55)	11%	(83)	58%	(441)	13%	(96)	11%	(85)	759

Continued on next page

**Table MCBR3\_19:** *If each of the following types of brands made public statements on social media about political division, would you be more or less likely to purchase products or services from the brand, or would it have no impact?*

*Rental cars*

Demographic	Much more likely		Somewhat more likely		No impact		Somewhat less likely		Much less likely		Total N
Adults	8%	(174)	12%	(270)	51%	(1120)	14%	(297)	15%	(339)	2200
Voted in 2014: Yes	8%	(103)	13%	(155)	46%	(561)	14%	(164)	19%	(233)	1216
Voted in 2014: No	7%	(71)	12%	(115)	57%	(559)	14%	(133)	11%	(107)	984
4-Region: Northeast	12%	(46)	18%	(69)	45%	(176)	12%	(46)	14%	(56)	394
4-Region: Midwest	5%	(21)	9%	(41)	54%	(248)	17%	(79)	16%	(74)	462
4-Region: South	7%	(55)	10%	(83)	53%	(435)	14%	(114)	16%	(136)	824
4-Region: West	10%	(52)	15%	(76)	50%	(260)	11%	(58)	14%	(74)	520

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

**Table MCBR3\_20:** *If each of the following types of brands made public statements on social media about political division, would you be more or less likely to purchase products or services from the brand, or would it have no impact?*  
*Ride-hailing companies*

Demographic	Much more likely		Somewhat more likely		No impact		Somewhat less likely		Much less likely		Total N
Adults	7%	(157)	12%	(256)	52%	(1144)	14%	(303)	15%	(340)	2200
Gender: Male	9%	(99)	15%	(154)	49%	(523)	11%	(121)	15%	(164)	1062
Gender: Female	5%	(57)	9%	(102)	55%	(621)	16%	(182)	15%	(176)	1138
Age: 18-34	11%	(70)	15%	(96)	54%	(355)	13%	(86)	7%	(47)	655
Age: 35-44	10%	(37)	23%	(82)	48%	(171)	8%	(30)	11%	(38)	358
Age: 45-64	5%	(40)	9%	(65)	51%	(383)	15%	(110)	20%	(153)	751
Age: 65+	2%	(10)	3%	(13)	54%	(236)	17%	(76)	23%	(102)	436
GenZers: 1997-2012	6%	(20)	11%	(37)	59%	(195)	17%	(55)	8%	(25)	331
Millennials: 1981-1996	14%	(84)	21%	(127)	48%	(285)	9%	(53)	9%	(51)	599
GenXers: 1965-1980	6%	(33)	12%	(62)	51%	(270)	13%	(68)	19%	(99)	531
Baby Boomers: 1946-1964	2%	(15)	4%	(30)	54%	(357)	18%	(116)	22%	(142)	659
PID: Dem (no lean)	11%	(96)	17%	(156)	54%	(495)	10%	(90)	8%	(76)	912
PID: Ind (no lean)	5%	(31)	7%	(47)	57%	(369)	16%	(104)	16%	(102)	652
PID: Rep (no lean)	5%	(30)	8%	(54)	44%	(280)	17%	(110)	26%	(162)	636
PID/Gender: Dem Men	15%	(65)	20%	(86)	50%	(213)	6%	(26)	8%	(34)	424
PID/Gender: Dem Women	6%	(31)	14%	(70)	58%	(282)	13%	(63)	9%	(42)	488
PID/Gender: Ind Men	5%	(15)	10%	(30)	53%	(161)	14%	(44)	18%	(56)	306
PID/Gender: Ind Women	4%	(15)	5%	(17)	60%	(208)	17%	(60)	13%	(46)	346
PID/Gender: Rep Men	6%	(19)	12%	(38)	45%	(149)	15%	(51)	22%	(74)	332
PID/Gender: Rep Women	4%	(11)	5%	(15)	43%	(131)	19%	(59)	29%	(88)	304
Ideo: Liberal (1-3)	14%	(90)	18%	(115)	49%	(318)	11%	(74)	9%	(58)	655
Ideo: Moderate (4)	5%	(30)	10%	(66)	60%	(386)	12%	(75)	13%	(87)	644
Ideo: Conservative (5-7)	5%	(31)	8%	(56)	43%	(285)	18%	(118)	26%	(173)	663
Educ: < College	5%	(71)	8%	(126)	57%	(863)	14%	(206)	16%	(246)	1512
Educ: Bachelors degree	11%	(49)	16%	(71)	42%	(184)	17%	(76)	14%	(64)	444
Educ: Post-grad	15%	(36)	24%	(59)	40%	(97)	9%	(22)	12%	(30)	244
Income: Under 50k	5%	(54)	8%	(95)	59%	(658)	13%	(151)	15%	(164)	1121
Income: 50k-100k	8%	(54)	12%	(79)	50%	(339)	15%	(102)	16%	(107)	681
Income: 100k+	12%	(49)	21%	(83)	37%	(147)	13%	(50)	17%	(69)	398
Ethnicity: White	7%	(113)	11%	(197)	51%	(877)	14%	(242)	17%	(293)	1722

Continued on next page

**Table MCBR3\_20:** *If each of the following types of brands made public statements on social media about political division, would you be more or less likely to purchase products or services from the brand, or would it have no impact?*  
*Ride-hailing companies*

Demographic	Much more likely		Somewhat more likely		No impact		Somewhat less likely		Much less likely		Total N
Adults	7%	(157)	12%	(256)	52%	(1144)	14%	(303)	15%	(340)	2200
Ethnicity: Hispanic	8%	(27)	16%	(56)	56%	(194)	10%	(34)	11%	(38)	349
Ethnicity: Black	12%	(33)	13%	(36)	55%	(152)	10%	(28)	9%	(26)	274
Ethnicity: Other	5%	(10)	12%	(24)	56%	(115)	16%	(33)	10%	(21)	204
All Christian	8%	(90)	13%	(141)	45%	(481)	15%	(161)	18%	(191)	1064
All Non-Christian	13%	(18)	23%	(33)	50%	(72)	8%	(11)	6%	(9)	143
Atheist	10%	(8)	17%	(14)	56%	(45)	9%	(7)	8%	(6)	80
Agnostic/Nothing in particular	4%	(23)	7%	(37)	61%	(309)	12%	(62)	15%	(76)	506
Something Else	4%	(18)	8%	(31)	58%	(237)	15%	(62)	15%	(59)	408
Religious Non-Protestant/Catholic	12%	(19)	21%	(34)	48%	(75)	11%	(17)	8%	(13)	158
Evangelical	10%	(69)	14%	(97)	46%	(309)	13%	(89)	17%	(113)	678
Non-Evangelical	5%	(36)	9%	(70)	52%	(397)	17%	(127)	17%	(130)	760
Community: Urban	12%	(88)	20%	(145)	49%	(355)	10%	(70)	9%	(67)	725
Community: Suburban	5%	(51)	7%	(69)	53%	(497)	16%	(148)	18%	(170)	934
Community: Rural	3%	(18)	8%	(42)	54%	(293)	16%	(85)	19%	(103)	541
Employ: Private Sector	11%	(75)	16%	(104)	47%	(309)	12%	(81)	13%	(85)	654
Employ: Government	16%	(24)	22%	(33)	36%	(55)	18%	(27)	9%	(14)	153
Employ: Self-Employed	8%	(14)	16%	(28)	46%	(82)	13%	(22)	18%	(32)	178
Employ: Homemaker	5%	(5)	8%	(9)	62%	(71)	10%	(12)	15%	(17)	115
Employ: Student	5%	(7)	20%	(28)	50%	(70)	17%	(24)	7%	(10)	140
Employ: Retired	3%	(13)	4%	(19)	53%	(265)	15%	(74)	25%	(125)	496
Employ: Unemployed	5%	(15)	7%	(21)	63%	(192)	13%	(39)	12%	(37)	305
Employ: Other	2%	(3)	9%	(14)	62%	(99)	14%	(23)	12%	(20)	158
Military HH: Yes	10%	(36)	7%	(26)	47%	(180)	16%	(61)	21%	(79)	381
Military HH: No	7%	(120)	13%	(230)	53%	(964)	13%	(242)	14%	(261)	1819
RD/WT: Right Direction	13%	(69)	19%	(98)	44%	(234)	12%	(61)	13%	(66)	529
RD/WT: Wrong Track	5%	(87)	9%	(158)	54%	(910)	14%	(242)	16%	(274)	1671
Trump Job Approve	7%	(56)	10%	(80)	41%	(321)	16%	(125)	26%	(206)	787
Trump Job Disapprove	7%	(93)	13%	(174)	58%	(774)	12%	(166)	10%	(129)	1336

Continued on next page

**Table MCBR3\_20:** *If each of the following types of brands made public statements on social media about political division, would you be more or less likely to purchase products or services from the brand, or would it have no impact?*  
*Ride-hailing companies*

Demographic	Much more likely		Somewhat more likely		No impact		Somewhat less likely		Much less likely		Total N
Adults	7%	(157)	12%	(256)	52%	(1144)	14%	(303)	15%	(340)	2200
Trump Job Strongly Approve	8%	(40)	9%	(44)	39%	(183)	14%	(69)	29%	(139)	476
Trump Job Somewhat Approve	5%	(16)	11%	(35)	44%	(137)	18%	(56)	22%	(67)	311
Trump Job Somewhat Disapprove	6%	(16)	18%	(49)	51%	(138)	17%	(46)	8%	(22)	271
Trump Job Strongly Disapprove	7%	(78)	12%	(125)	60%	(636)	11%	(120)	10%	(107)	1066
Favorable of Trump	7%	(54)	11%	(87)	40%	(313)	17%	(133)	26%	(202)	789
Unfavorable of Trump	7%	(96)	12%	(162)	58%	(756)	12%	(163)	10%	(131)	1308
Very Favorable of Trump	8%	(37)	10%	(46)	36%	(170)	16%	(76)	30%	(142)	472
Somewhat Favorable of Trump	5%	(17)	13%	(42)	45%	(143)	18%	(57)	19%	(60)	318
Somewhat Unfavorable of Trump	7%	(16)	14%	(29)	49%	(106)	20%	(42)	10%	(23)	216
Very Unfavorable of Trump	7%	(80)	12%	(133)	60%	(650)	11%	(121)	10%	(108)	1092
#1 Issue: Economy	6%	(52)	10%	(89)	51%	(435)	16%	(134)	17%	(149)	860
#1 Issue: Security	6%	(16)	15%	(43)	43%	(123)	12%	(36)	24%	(71)	289
#1 Issue: Health Care	12%	(42)	12%	(43)	58%	(205)	10%	(35)	8%	(26)	351
#1 Issue: Medicare / Social Security	5%	(14)	9%	(23)	52%	(140)	17%	(45)	17%	(46)	267
#1 Issue: Women's Issues	8%	(7)	16%	(16)	55%	(53)	16%	(16)	5%	(5)	98
#1 Issue: Education	11%	(12)	15%	(16)	48%	(53)	15%	(17)	12%	(13)	111
#1 Issue: Energy	10%	(8)	15%	(13)	52%	(43)	13%	(11)	10%	(8)	83
#1 Issue: Other	3%	(5)	9%	(13)	65%	(92)	7%	(10)	16%	(22)	141
2020 Vote: Joe Biden	11%	(108)	18%	(180)	53%	(546)	10%	(105)	8%	(86)	1024
2020 Vote: Donald Trump	5%	(30)	6%	(42)	41%	(276)	19%	(127)	29%	(192)	667
2020 Vote: Other	1%	(1)	4%	(4)	66%	(55)	17%	(14)	12%	(10)	84
2020 Vote: Didn't Vote	4%	(17)	7%	(31)	63%	(265)	13%	(56)	12%	(52)	421
2018 House Vote: Democrat	11%	(82)	16%	(127)	52%	(405)	10%	(78)	11%	(82)	774
2018 House Vote: Republican	5%	(28)	9%	(49)	37%	(209)	17%	(95)	31%	(175)	558
2016 Vote: Hillary Clinton	10%	(73)	17%	(120)	54%	(378)	10%	(71)	9%	(62)	703
2016 Vote: Donald Trump	5%	(35)	9%	(56)	40%	(256)	18%	(115)	29%	(185)	647
2016 Vote: Other	1%	(1)	4%	(4)	62%	(54)	18%	(16)	14%	(12)	87
2016 Vote: Didn't Vote	6%	(48)	10%	(77)	59%	(451)	13%	(102)	11%	(81)	759

Continued on next page

**Table MCBR3\_20:** *If each of the following types of brands made public statements on social media about political division, would you be more or less likely to purchase products or services from the brand, or would it have no impact?*  
*Ride-hailing companies*

Demographic	Much more likely		Somewhat more likely		No impact		Somewhat less likely		Much less likely		Total N
Adults	7%	(157)	12%	(256)	52%	(1144)	14%	(303)	15%	(340)	2200
Voted in 2014: Yes	8%	(94)	12%	(140)	47%	(576)	13%	(164)	20%	(242)	1216
Voted in 2014: No	6%	(63)	12%	(116)	58%	(567)	14%	(139)	10%	(98)	984
4-Region: Northeast	11%	(43)	18%	(69)	47%	(185)	11%	(42)	14%	(54)	394
4-Region: Midwest	3%	(15)	8%	(35)	57%	(263)	17%	(78)	15%	(71)	462
4-Region: South	6%	(48)	9%	(76)	53%	(441)	14%	(119)	17%	(140)	824
4-Region: West	10%	(50)	15%	(76)	49%	(255)	12%	(63)	14%	(75)	520

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



**Table MCBR3\_21:** *If each of the following types of brands made public statements on social media about political division, would you be more or less likely to purchase products or services from the brand, or would it have no impact?*  
Soda brands

Demographic	Much more likely		Somewhat more likely		No impact		Somewhat less likely		Much less likely		Total N
Adults	10%	(219)	15%	(319)	48%	(1055)	13%	(276)	15%	(330)	2200
Gender: Male	12%	(130)	17%	(181)	46%	(493)	10%	(107)	14%	(151)	1062
Gender: Female	8%	(89)	12%	(139)	49%	(562)	15%	(169)	16%	(179)	1138
Age: 18-34	14%	(89)	20%	(131)	48%	(313)	10%	(67)	8%	(56)	655
Age: 35-44	19%	(68)	21%	(75)	46%	(164)	7%	(25)	8%	(27)	358
Age: 45-64	6%	(48)	11%	(85)	48%	(362)	14%	(103)	20%	(153)	751
Age: 65+	4%	(15)	6%	(28)	50%	(217)	19%	(82)	22%	(95)	436
GenZers: 1997-2012	12%	(40)	16%	(53)	50%	(167)	12%	(40)	10%	(33)	331
Millennials: 1981-1996	18%	(109)	23%	(140)	44%	(264)	8%	(46)	7%	(40)	599
GenXers: 1965-1980	8%	(42)	14%	(73)	48%	(253)	12%	(64)	19%	(99)	531
Baby Boomers: 1946-1964	3%	(20)	7%	(49)	52%	(343)	17%	(110)	21%	(137)	659
PID: Dem (no lean)	16%	(143)	20%	(182)	47%	(430)	9%	(82)	8%	(75)	912
PID: Ind (no lean)	6%	(38)	11%	(71)	54%	(349)	14%	(90)	16%	(104)	652
PID: Rep (no lean)	6%	(38)	10%	(66)	43%	(276)	16%	(104)	24%	(151)	636
PID/Gender: Dem Men	21%	(89)	23%	(96)	44%	(185)	7%	(28)	6%	(26)	424
PID/Gender: Dem Women	11%	(54)	18%	(85)	50%	(245)	11%	(54)	10%	(49)	488
PID/Gender: Ind Men	5%	(15)	14%	(43)	50%	(153)	11%	(35)	19%	(59)	306
PID/Gender: Ind Women	7%	(23)	8%	(28)	57%	(196)	16%	(55)	13%	(45)	346
PID/Gender: Rep Men	8%	(26)	12%	(41)	47%	(155)	13%	(44)	20%	(67)	332
PID/Gender: Rep Women	4%	(12)	8%	(26)	40%	(121)	20%	(60)	28%	(85)	304
Ideo: Liberal (1-3)	17%	(110)	21%	(137)	42%	(278)	10%	(68)	9%	(62)	655
Ideo: Moderate (4)	8%	(53)	13%	(82)	56%	(359)	11%	(69)	13%	(82)	644
Ideo: Conservative (5-7)	7%	(46)	11%	(75)	40%	(267)	17%	(114)	24%	(161)	663
Educ: < College	8%	(120)	12%	(185)	52%	(786)	13%	(190)	15%	(232)	1512
Educ: Bachelors degree	12%	(53)	17%	(75)	42%	(186)	14%	(63)	15%	(67)	444
Educ: Post-grad	19%	(46)	25%	(60)	34%	(84)	9%	(23)	13%	(31)	244
Income: Under 50k	8%	(92)	12%	(134)	54%	(604)	12%	(132)	14%	(160)	1121
Income: 50k-100k	9%	(63)	14%	(97)	47%	(319)	14%	(97)	15%	(105)	681
Income: 100k+	16%	(65)	22%	(88)	33%	(132)	12%	(47)	17%	(66)	398
Ethnicity: White	9%	(155)	14%	(238)	48%	(831)	13%	(224)	16%	(273)	1722

Continued on next page

**Table MCBR3\_21:** *If each of the following types of brands made public statements on social media about political division, would you be more or less likely to purchase products or services from the brand, or would it have no impact?*  
Soda brands

Demographic	Much more likely		Somewhat more likely		No impact		Somewhat less likely		Much less likely		Total N
Adults	10%	(219)	15%	(319)	48%	(1055)	13%	(276)	15%	(330)	2200
Ethnicity: Hispanic	14%	(49)	21%	(72)	45%	(158)	9%	(30)	11%	(40)	349
Ethnicity: Black	16%	(45)	18%	(50)	44%	(119)	8%	(23)	13%	(37)	274
Ethnicity: Other	9%	(19)	15%	(31)	51%	(105)	14%	(29)	10%	(20)	204
All Christian	11%	(119)	15%	(160)	42%	(448)	13%	(142)	18%	(194)	1064
All Non-Christian	15%	(22)	25%	(35)	48%	(69)	6%	(8)	6%	(9)	143
Atheist	15%	(12)	17%	(14)	49%	(39)	13%	(10)	6%	(5)	80
Agnostic/Nothing in particular	6%	(30)	12%	(63)	57%	(289)	10%	(52)	14%	(72)	506
Something Else	9%	(36)	12%	(47)	52%	(211)	15%	(63)	12%	(51)	408
Religious Non-Protestant/Catholic	14%	(23)	24%	(39)	47%	(74)	6%	(9)	9%	(14)	158
Evangelical	15%	(100)	17%	(114)	39%	(263)	14%	(95)	16%	(106)	678
Non-Evangelical	7%	(52)	11%	(85)	51%	(384)	14%	(108)	17%	(131)	760
Community: Urban	16%	(116)	23%	(168)	43%	(313)	8%	(60)	9%	(68)	725
Community: Suburban	7%	(69)	10%	(91)	51%	(474)	14%	(131)	18%	(171)	934
Community: Rural	6%	(34)	11%	(61)	50%	(269)	16%	(85)	17%	(91)	541
Employ: Private Sector	15%	(95)	16%	(106)	43%	(282)	12%	(77)	14%	(95)	654
Employ: Government	20%	(30)	24%	(37)	35%	(53)	13%	(20)	8%	(12)	153
Employ: Self-Employed	6%	(11)	19%	(34)	46%	(81)	9%	(17)	20%	(35)	178
Employ: Homemaker	5%	(6)	10%	(12)	63%	(72)	12%	(14)	10%	(12)	115
Employ: Student	14%	(20)	21%	(30)	48%	(67)	10%	(14)	6%	(9)	140
Employ: Retired	4%	(18)	7%	(37)	51%	(253)	16%	(78)	22%	(110)	496
Employ: Unemployed	8%	(24)	14%	(43)	55%	(167)	12%	(35)	12%	(36)	305
Employ: Other	10%	(15)	13%	(20)	51%	(81)	13%	(20)	14%	(22)	158
Military HH: Yes	10%	(37)	12%	(45)	41%	(156)	20%	(74)	18%	(70)	381
Military HH: No	10%	(183)	15%	(274)	49%	(900)	11%	(201)	14%	(260)	1819
RD/WT: Right Direction	18%	(97)	20%	(107)	41%	(219)	9%	(46)	11%	(60)	529
RD/WT: Wrong Track	7%	(123)	13%	(213)	50%	(837)	14%	(229)	16%	(270)	1671
Trump Job Approve	8%	(59)	13%	(106)	38%	(303)	16%	(122)	25%	(196)	787
Trump Job Disapprove	11%	(153)	15%	(207)	53%	(707)	11%	(142)	10%	(128)	1336

Continued on next page

**Table MCBR3\_21:** *If each of the following types of brands made public statements on social media about political division, would you be more or less likely to purchase products or services from the brand, or would it have no impact?*  
Soda brands

Demographic	Much more likely		Somewhat more likely		No impact		Somewhat less likely		Much less likely		Total N
Adults	10%	(219)	15%	(319)	48%	(1055)	13%	(276)	15%	(330)	2200
Trump Job Strongly Approve	9%	(45)	12%	(55)	37%	(174)	14%	(69)	28%	(133)	476
Trump Job Somewhat Approve	5%	(15)	16%	(51)	41%	(129)	17%	(53)	20%	(63)	311
Trump Job Somewhat Disapprove	8%	(22)	21%	(57)	46%	(126)	14%	(39)	10%	(27)	271
Trump Job Strongly Disapprove	12%	(131)	14%	(150)	55%	(581)	10%	(103)	9%	(101)	1066
Favorable of Trump	9%	(68)	14%	(108)	38%	(303)	16%	(124)	24%	(186)	789
Unfavorable of Trump	10%	(137)	15%	(203)	53%	(693)	11%	(141)	10%	(134)	1308
Very Favorable of Trump	9%	(44)	12%	(54)	35%	(167)	15%	(71)	29%	(136)	472
Somewhat Favorable of Trump	7%	(23)	17%	(54)	43%	(137)	17%	(53)	16%	(50)	318
Somewhat Unfavorable of Trump	8%	(17)	18%	(39)	45%	(96)	19%	(40)	11%	(23)	216
Very Unfavorable of Trump	11%	(120)	15%	(164)	55%	(597)	9%	(101)	10%	(111)	1092
#1 Issue: Economy	9%	(77)	12%	(104)	46%	(396)	15%	(133)	18%	(151)	860
#1 Issue: Security	8%	(22)	13%	(37)	38%	(110)	15%	(43)	26%	(76)	289
#1 Issue: Health Care	15%	(54)	15%	(54)	54%	(191)	9%	(31)	6%	(22)	351
#1 Issue: Medicare / Social Security	7%	(18)	16%	(42)	50%	(134)	13%	(35)	14%	(39)	267
#1 Issue: Women's Issues	10%	(10)	20%	(19)	55%	(54)	9%	(8)	7%	(7)	98
#1 Issue: Education	17%	(19)	24%	(27)	44%	(48)	7%	(8)	8%	(9)	111
#1 Issue: Energy	13%	(11)	18%	(15)	48%	(40)	9%	(8)	12%	(10)	83
#1 Issue: Other	7%	(10)	15%	(21)	58%	(82)	7%	(10)	13%	(18)	141
2020 Vote: Joe Biden	15%	(154)	20%	(205)	48%	(492)	9%	(88)	8%	(85)	1024
2020 Vote: Donald Trump	5%	(34)	8%	(53)	42%	(279)	18%	(122)	27%	(180)	667
2020 Vote: Other	3%	(3)	1%	(1)	65%	(55)	18%	(15)	12%	(11)	84
2020 Vote: Didn't Vote	7%	(29)	14%	(61)	54%	(228)	12%	(50)	13%	(53)	421
2018 House Vote: Democrat	15%	(113)	19%	(150)	47%	(363)	9%	(72)	10%	(76)	774
2018 House Vote: Republican	6%	(34)	9%	(49)	38%	(212)	17%	(94)	30%	(170)	558
2016 Vote: Hillary Clinton	14%	(100)	20%	(140)	48%	(335)	9%	(66)	9%	(63)	703
2016 Vote: Donald Trump	6%	(40)	10%	(65)	41%	(262)	17%	(109)	26%	(171)	647
2016 Vote: Other	—	(0)	5%	(5)	63%	(54)	13%	(12)	18%	(16)	87
2016 Vote: Didn't Vote	10%	(79)	14%	(106)	53%	(404)	12%	(88)	11%	(81)	759

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**Table MCBR3\_21:** *If each of the following types of brands made public statements on social media about political division, would you be more or less likely to purchase products or services from the brand, or would it have no impact?*  
Soda brands

Demographic	Much more likely		Somewhat more likely		No impact		Somewhat less likely		Much less likely		Total N
Adults	10%	(219)	15%	(319)	48%	(1055)	13%	(276)	15%	(330)	2200
Voted in 2014: Yes	10%	(121)	14%	(170)	45%	(542)	13%	(154)	19%	(228)	1216
Voted in 2014: No	10%	(98)	15%	(149)	52%	(513)	12%	(121)	10%	(102)	984
4-Region: Northeast	14%	(56)	18%	(70)	44%	(173)	9%	(37)	15%	(58)	394
4-Region: Midwest	7%	(32)	13%	(60)	49%	(228)	16%	(72)	15%	(70)	462
4-Region: South	8%	(69)	12%	(100)	49%	(408)	13%	(109)	17%	(139)	824
4-Region: West	12%	(63)	17%	(89)	47%	(246)	11%	(58)	12%	(64)	520

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

**Table MCBR3\_22:** *If each of the following types of brands made public statements on social media about political division, would you be more or less likely to purchase products or services from the brand, or would it have no impact?*  
*Software companies*

Demographic	Much more likely		Somewhat more likely		No impact		Somewhat less likely		Much less likely		Total N
Adults	9%	(200)	14%	(318)	47%	(1028)	14%	(315)	15%	(339)	2200
Gender: Male	11%	(120)	16%	(175)	44%	(465)	14%	(152)	14%	(150)	1062
Gender: Female	7%	(80)	13%	(143)	50%	(564)	14%	(163)	17%	(189)	1138
Age: 18-34	12%	(78)	21%	(135)	48%	(317)	13%	(82)	7%	(43)	655
Age: 35-44	16%	(59)	21%	(74)	44%	(158)	10%	(36)	8%	(30)	358
Age: 45-64	7%	(49)	11%	(80)	46%	(344)	15%	(112)	22%	(166)	751
Age: 65+	3%	(14)	7%	(29)	48%	(209)	19%	(84)	23%	(100)	436
GenZers: 1997-2012	8%	(25)	20%	(65)	53%	(175)	12%	(40)	8%	(27)	331
Millennials: 1981-1996	18%	(105)	21%	(124)	44%	(262)	12%	(71)	6%	(37)	599
GenXers: 1965-1980	8%	(44)	15%	(78)	45%	(236)	12%	(66)	20%	(106)	531
Baby Boomers: 1946-1964	3%	(20)	7%	(45)	49%	(326)	19%	(124)	22%	(144)	659
PID: Dem (no lean)	13%	(122)	21%	(189)	48%	(435)	9%	(86)	9%	(79)	912
PID: Ind (no lean)	6%	(40)	10%	(64)	52%	(339)	17%	(112)	15%	(97)	652
PID: Rep (no lean)	6%	(38)	10%	(65)	40%	(254)	18%	(116)	26%	(163)	636
PID/Gender: Dem Men	18%	(77)	24%	(100)	43%	(184)	9%	(37)	6%	(26)	424
PID/Gender: Dem Women	9%	(45)	18%	(89)	51%	(251)	10%	(50)	11%	(53)	488
PID/Gender: Ind Men	6%	(18)	12%	(37)	47%	(145)	18%	(54)	17%	(52)	306
PID/Gender: Ind Women	6%	(21)	8%	(27)	56%	(195)	17%	(58)	13%	(45)	346
PID/Gender: Rep Men	7%	(25)	11%	(38)	41%	(136)	19%	(62)	22%	(72)	332
PID/Gender: Rep Women	4%	(13)	9%	(27)	39%	(118)	18%	(55)	30%	(91)	304
Ideo: Liberal (1-3)	16%	(106)	22%	(146)	42%	(276)	10%	(68)	9%	(58)	655
Ideo: Moderate (4)	6%	(41)	13%	(87)	54%	(348)	13%	(87)	13%	(83)	644
Ideo: Conservative (5-7)	6%	(38)	9%	(58)	40%	(262)	19%	(128)	27%	(176)	663
Educ: < College	6%	(97)	12%	(184)	51%	(775)	14%	(216)	16%	(239)	1512
Educ: Bachelors degree	13%	(57)	16%	(70)	39%	(171)	17%	(77)	15%	(68)	444
Educ: Post-grad	19%	(46)	26%	(63)	34%	(82)	9%	(21)	13%	(31)	244
Income: Under 50k	7%	(81)	12%	(131)	53%	(595)	15%	(168)	13%	(147)	1121
Income: 50k-100k	8%	(57)	15%	(103)	44%	(301)	14%	(99)	18%	(122)	681
Income: 100k+	16%	(63)	21%	(85)	33%	(133)	12%	(48)	18%	(70)	398
Ethnicity: White	8%	(142)	13%	(225)	47%	(804)	15%	(258)	17%	(293)	1722

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**Table MCBR3\_22:** *If each of the following types of brands made public statements on social media about political division, would you be more or less likely to purchase products or services from the brand, or would it have no impact?*  
Software companies

Demographic	Much more likely		Somewhat more likely		No impact		Somewhat less likely		Much less likely		Total N
Adults	9%	(200)	14%	(318)	47%	(1028)	14%	(315)	15%	(339)	2200
Ethnicity: Hispanic	12%	(41)	20%	(68)	45%	(156)	13%	(45)	11%	(39)	349
Ethnicity: Black	14%	(38)	26%	(70)	44%	(120)	7%	(19)	10%	(28)	274
Ethnicity: Other	10%	(20)	11%	(23)	51%	(105)	18%	(38)	9%	(19)	204
All Christian	10%	(110)	15%	(158)	39%	(419)	16%	(173)	19%	(204)	1064
All Non-Christian	14%	(19)	24%	(35)	49%	(70)	8%	(11)	5%	(7)	143
Atheist	11%	(8)	21%	(17)	56%	(45)	10%	(8)	2%	(2)	80
Agnostic/Nothing in particular	7%	(38)	11%	(56)	57%	(290)	11%	(55)	13%	(67)	506
Something Else	6%	(24)	13%	(52)	50%	(205)	17%	(68)	14%	(59)	408
Religious Non-Protestant/Catholic	13%	(20)	23%	(36)	47%	(74)	8%	(12)	10%	(16)	158
Evangelical	12%	(80)	16%	(107)	40%	(270)	15%	(102)	18%	(120)	678
Non-Evangelical	7%	(52)	13%	(97)	45%	(344)	18%	(136)	17%	(131)	760
Community: Urban	15%	(108)	23%	(169)	42%	(307)	10%	(76)	9%	(65)	725
Community: Suburban	7%	(68)	10%	(90)	49%	(454)	15%	(142)	19%	(181)	934
Community: Rural	4%	(24)	11%	(59)	49%	(268)	18%	(97)	17%	(93)	541
Employ: Private Sector	14%	(90)	18%	(119)	42%	(274)	12%	(78)	14%	(93)	654
Employ: Government	19%	(29)	26%	(40)	30%	(46)	14%	(22)	10%	(16)	153
Employ: Self-Employed	8%	(15)	16%	(28)	36%	(64)	21%	(37)	19%	(34)	178
Employ: Homemaker	5%	(6)	12%	(13)	62%	(71)	7%	(9)	14%	(16)	115
Employ: Student	7%	(10)	23%	(33)	51%	(71)	11%	(15)	8%	(11)	140
Employ: Retired	4%	(20)	5%	(24)	49%	(243)	18%	(89)	24%	(120)	496
Employ: Unemployed	8%	(24)	12%	(35)	57%	(173)	14%	(42)	10%	(31)	305
Employ: Other	4%	(7)	15%	(24)	54%	(86)	15%	(23)	12%	(18)	158
Military HH: Yes	9%	(35)	14%	(54)	39%	(147)	18%	(70)	20%	(75)	381
Military HH: No	9%	(165)	15%	(264)	48%	(881)	13%	(244)	14%	(263)	1819
RD/WT: Right Direction	16%	(86)	21%	(111)	38%	(201)	13%	(68)	12%	(63)	529
RD/WT: Wrong Track	7%	(114)	12%	(207)	49%	(827)	15%	(247)	17%	(276)	1671
Trump Job Approve	8%	(63)	11%	(89)	38%	(301)	16%	(129)	26%	(206)	787
Trump Job Disapprove	10%	(127)	17%	(224)	51%	(683)	13%	(173)	10%	(128)	1336

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**Table MCBR3\_22:** *If each of the following types of brands made public statements on social media about political division, would you be more or less likely to purchase products or services from the brand, or would it have no impact?*  
Software companies

Demographic	Much more likely		Somewhat more likely		No impact		Somewhat less likely		Much less likely		Total N
Adults	9%	(200)	14%	(318)	47%	(1028)	14%	(315)	15%	(339)	2200
Trump Job Strongly Approve	10%	(46)	10%	(49)	36%	(170)	13%	(64)	31%	(146)	476
Trump Job Somewhat Approve	5%	(17)	13%	(39)	42%	(131)	21%	(65)	19%	(59)	311
Trump Job Somewhat Disapprove	7%	(18)	24%	(66)	42%	(114)	19%	(52)	8%	(21)	271
Trump Job Strongly Disapprove	10%	(109)	15%	(158)	53%	(569)	11%	(121)	10%	(107)	1066
Favorable of Trump	8%	(65)	12%	(91)	37%	(291)	17%	(137)	26%	(205)	789
Unfavorable of Trump	9%	(122)	16%	(212)	52%	(676)	13%	(172)	10%	(126)	1308
Very Favorable of Trump	9%	(40)	10%	(49)	34%	(162)	15%	(71)	32%	(149)	472
Somewhat Favorable of Trump	8%	(25)	13%	(42)	40%	(129)	21%	(66)	18%	(56)	318
Somewhat Unfavorable of Trump	10%	(21)	19%	(42)	43%	(92)	18%	(40)	10%	(21)	216
Very Unfavorable of Trump	9%	(101)	16%	(170)	53%	(584)	12%	(133)	10%	(104)	1092
#1 Issue: Economy	8%	(65)	13%	(115)	45%	(391)	15%	(133)	18%	(156)	860
#1 Issue: Security	8%	(23)	10%	(29)	40%	(116)	14%	(41)	28%	(80)	289
#1 Issue: Health Care	12%	(42)	19%	(67)	53%	(185)	11%	(39)	5%	(18)	351
#1 Issue: Medicare / Social Security	9%	(24)	9%	(24)	48%	(129)	18%	(48)	16%	(42)	267
#1 Issue: Women's Issues	14%	(13)	16%	(15)	53%	(52)	13%	(12)	5%	(5)	98
#1 Issue: Education	15%	(17)	23%	(26)	34%	(38)	18%	(20)	10%	(11)	111
#1 Issue: Energy	10%	(8)	26%	(21)	46%	(38)	7%	(6)	11%	(9)	83
#1 Issue: Other	5%	(8)	14%	(20)	57%	(80)	11%	(16)	12%	(17)	141
2020 Vote: Joe Biden	13%	(132)	21%	(216)	48%	(492)	10%	(104)	8%	(81)	1024
2020 Vote: Donald Trump	5%	(31)	8%	(55)	38%	(253)	20%	(130)	30%	(197)	667
2020 Vote: Other	—	(0)	3%	(3)	61%	(51)	23%	(19)	13%	(11)	84
2020 Vote: Didn't Vote	9%	(36)	11%	(45)	55%	(231)	15%	(61)	11%	(48)	421
2018 House Vote: Democrat	14%	(105)	19%	(146)	47%	(367)	11%	(84)	9%	(73)	774
2018 House Vote: Republican	6%	(34)	9%	(47)	34%	(192)	19%	(106)	32%	(178)	558
2016 Vote: Hillary Clinton	14%	(98)	19%	(131)	50%	(349)	10%	(73)	7%	(52)	703
2016 Vote: Donald Trump	6%	(40)	9%	(57)	36%	(236)	19%	(123)	29%	(190)	647
2016 Vote: Other	1%	(1)	7%	(6)	55%	(47)	25%	(21)	12%	(11)	87
2016 Vote: Didn't Vote	8%	(61)	16%	(120)	52%	(396)	13%	(97)	11%	(85)	759

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**Table MCBR3\_22:** *If each of the following types of brands made public statements on social media about political division, would you be more or less likely to purchase products or services from the brand, or would it have no impact?*  
Software companies

Demographic	Much more likely		Somewhat more likely		No impact		Somewhat less likely		Much less likely		Total N
Adults	9%	(200)	14%	(318)	47%	(1028)	14%	(315)	15%	(339)	2200
Voted in 2014: Yes	10%	(116)	14%	(172)	42%	(511)	15%	(183)	19%	(234)	1216
Voted in 2014: No	9%	(85)	15%	(146)	53%	(517)	13%	(131)	11%	(105)	984
4-Region: Northeast	12%	(46)	18%	(71)	42%	(165)	12%	(48)	16%	(63)	394
4-Region: Midwest	6%	(27)	15%	(70)	49%	(226)	18%	(83)	12%	(58)	462
4-Region: South	8%	(65)	11%	(89)	49%	(402)	15%	(121)	18%	(147)	824
4-Region: West	12%	(63)	17%	(87)	45%	(236)	12%	(63)	14%	(71)	520

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



**Table MCBR3\_23:** *If each of the following types of brands made public statements on social media about political division, would you be more or less likely to purchase products or services from the brand, or would it have no impact?*  
*Sports leagues*

Demographic	Much more likely		Somewhat more likely		No impact		Somewhat less likely		Much less likely		Total N
Adults	10%	(219)	13%	(293)	45%	(988)	14%	(299)	18%	(402)	2200
Gender: Male	12%	(131)	16%	(168)	41%	(436)	13%	(139)	18%	(188)	1062
Gender: Female	8%	(88)	11%	(124)	48%	(552)	14%	(160)	19%	(214)	1138
Age: 18-34	14%	(91)	19%	(126)	47%	(306)	10%	(69)	10%	(63)	655
Age: 35-44	16%	(57)	20%	(73)	45%	(161)	10%	(37)	8%	(30)	358
Age: 45-64	7%	(52)	9%	(67)	42%	(316)	16%	(121)	26%	(195)	751
Age: 65+	4%	(19)	6%	(27)	47%	(204)	17%	(72)	26%	(114)	436
GenZers: 1997-2012	11%	(37)	16%	(54)	48%	(158)	14%	(46)	11%	(36)	331
Millennials: 1981-1996	17%	(105)	22%	(132)	44%	(267)	8%	(48)	8%	(48)	599
GenXers: 1965-1980	9%	(47)	12%	(64)	43%	(228)	14%	(76)	22%	(116)	531
Baby Boomers: 1946-1964	4%	(24)	5%	(36)	46%	(306)	18%	(116)	27%	(177)	659
PID: Dem (no lean)	16%	(142)	18%	(167)	47%	(429)	9%	(86)	10%	(88)	912
PID: Ind (no lean)	6%	(41)	9%	(56)	51%	(331)	16%	(101)	19%	(122)	652
PID: Rep (no lean)	6%	(36)	11%	(70)	36%	(228)	17%	(111)	30%	(191)	636
PID/Gender: Dem Men	21%	(87)	22%	(92)	41%	(175)	8%	(35)	8%	(34)	424
PID/Gender: Dem Women	11%	(54)	15%	(75)	52%	(254)	10%	(51)	11%	(54)	488
PID/Gender: Ind Men	8%	(24)	10%	(29)	47%	(143)	15%	(46)	21%	(63)	306
PID/Gender: Ind Women	5%	(17)	8%	(27)	54%	(188)	16%	(55)	17%	(60)	346
PID/Gender: Rep Men	6%	(20)	14%	(47)	35%	(117)	17%	(57)	27%	(91)	332
PID/Gender: Rep Women	5%	(16)	7%	(23)	36%	(111)	18%	(54)	33%	(100)	304
Ideo: Liberal (1-3)	19%	(123)	20%	(133)	42%	(277)	9%	(59)	9%	(62)	655
Ideo: Moderate (4)	6%	(39)	11%	(71)	54%	(346)	14%	(90)	15%	(99)	644
Ideo: Conservative (5-7)	7%	(44)	9%	(62)	35%	(231)	18%	(117)	31%	(209)	663
Educ: < College	7%	(113)	11%	(161)	49%	(735)	14%	(208)	20%	(295)	1512
Educ: Bachelors degree	14%	(61)	16%	(71)	39%	(174)	16%	(70)	15%	(68)	444
Educ: Post-grad	19%	(46)	25%	(61)	32%	(79)	8%	(20)	16%	(38)	244
Income: Under 50k	8%	(92)	10%	(111)	52%	(583)	13%	(143)	17%	(192)	1121
Income: 50k-100k	10%	(66)	14%	(98)	41%	(280)	15%	(102)	20%	(135)	681
Income: 100k+	15%	(61)	21%	(84)	31%	(125)	13%	(53)	19%	(75)	398
Ethnicity: White	8%	(145)	13%	(227)	45%	(774)	14%	(239)	20%	(337)	1722

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**Table MCBR3\_23:** *If each of the following types of brands made public statements on social media about political division, would you be more or less likely to purchase products or services from the brand, or would it have no impact?*  
*Sports leagues*

Demographic	Much more likely		Somewhat more likely		No impact		Somewhat less likely		Much less likely		Total N
Adults	10%	(219)	13%	(293)	45%	(988)	14%	(299)	18%	(402)	2200
Ethnicity: Hispanic	13%	(45)	20%	(70)	43%	(150)	10%	(36)	14%	(49)	349
Ethnicity: Black	18%	(50)	16%	(43)	42%	(115)	11%	(29)	14%	(38)	274
Ethnicity: Other	12%	(25)	11%	(23)	48%	(99)	15%	(31)	13%	(27)	204
All Christian	11%	(117)	15%	(159)	38%	(405)	14%	(154)	22%	(229)	1064
All Non-Christian	18%	(26)	21%	(29)	45%	(65)	9%	(12)	7%	(10)	143
Atheist	11%	(9)	26%	(21)	47%	(38)	9%	(7)	7%	(5)	80
Agnostic/Nothing in particular	8%	(39)	8%	(41)	56%	(282)	11%	(53)	18%	(90)	506
Something Else	7%	(28)	11%	(43)	49%	(198)	18%	(72)	16%	(66)	408
Religious Non-Protestant/Catholic	17%	(27)	20%	(31)	43%	(68)	11%	(17)	10%	(16)	158
Evangelical	12%	(83)	17%	(117)	37%	(251)	13%	(89)	20%	(137)	678
Non-Evangelical	8%	(60)	10%	(77)	45%	(342)	17%	(131)	20%	(151)	760
Community: Urban	16%	(115)	21%	(149)	42%	(307)	11%	(77)	11%	(78)	725
Community: Suburban	8%	(73)	9%	(85)	46%	(433)	15%	(143)	21%	(200)	934
Community: Rural	6%	(32)	11%	(59)	46%	(247)	15%	(79)	23%	(124)	541
Employ: Private Sector	14%	(89)	17%	(111)	40%	(259)	14%	(89)	16%	(107)	654
Employ: Government	17%	(26)	25%	(39)	31%	(48)	16%	(25)	10%	(16)	153
Employ: Self-Employed	9%	(16)	16%	(28)	42%	(76)	12%	(22)	20%	(36)	178
Employ: Homemaker	7%	(8)	8%	(10)	60%	(68)	6%	(7)	19%	(22)	115
Employ: Student	12%	(16)	23%	(32)	49%	(68)	10%	(14)	8%	(11)	140
Employ: Retired	5%	(25)	5%	(24)	47%	(231)	15%	(76)	28%	(139)	496
Employ: Unemployed	9%	(28)	9%	(28)	52%	(159)	14%	(42)	16%	(48)	305
Employ: Other	7%	(11)	13%	(21)	49%	(78)	16%	(25)	14%	(23)	158
Military HH: Yes	10%	(37)	10%	(39)	38%	(145)	19%	(72)	23%	(89)	381
Military HH: No	10%	(182)	14%	(254)	46%	(843)	12%	(227)	17%	(313)	1819
RD/WT: Right Direction	16%	(85)	21%	(112)	38%	(199)	11%	(57)	14%	(75)	529
RD/WT: Wrong Track	8%	(135)	11%	(180)	47%	(788)	14%	(242)	20%	(327)	1671
Trump Job Approve	7%	(56)	12%	(97)	34%	(271)	16%	(123)	30%	(240)	787
Trump Job Disapprove	12%	(157)	14%	(192)	50%	(672)	12%	(160)	12%	(155)	1336

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**Table MCBR3\_23:** *If each of the following types of brands made public statements on social media about political division, would you be more or less likely to purchase products or services from the brand, or would it have no impact?*  
*Sports leagues*

Demographic	Much more likely		Somewhat more likely		No impact		Somewhat less likely		Much less likely		Total N
Adults	10%	(219)	13%	(293)	45%	(988)	14%	(299)	18%	(402)	2200
Trump Job Strongly Approve	8%	(38)	12%	(56)	32%	(153)	14%	(67)	34%	(162)	476
Trump Job Somewhat Approve	6%	(17)	13%	(41)	38%	(119)	18%	(56)	25%	(78)	311
Trump Job Somewhat Disapprove	12%	(33)	18%	(48)	39%	(106)	18%	(49)	13%	(35)	271
Trump Job Strongly Disapprove	12%	(125)	14%	(144)	53%	(566)	10%	(111)	11%	(120)	1066
Favorable of Trump	8%	(63)	12%	(94)	34%	(268)	16%	(130)	30%	(236)	789
Unfavorable of Trump	11%	(148)	14%	(182)	51%	(665)	12%	(156)	12%	(158)	1308
Very Favorable of Trump	9%	(42)	11%	(51)	30%	(140)	15%	(71)	35%	(167)	472
Somewhat Favorable of Trump	6%	(20)	13%	(43)	40%	(127)	18%	(59)	22%	(69)	318
Somewhat Unfavorable of Trump	11%	(24)	17%	(37)	40%	(86)	18%	(39)	14%	(30)	216
Very Unfavorable of Trump	11%	(125)	13%	(145)	53%	(579)	11%	(116)	12%	(128)	1092
#1 Issue: Economy	9%	(77)	13%	(110)	41%	(350)	16%	(138)	21%	(185)	860
#1 Issue: Security	5%	(16)	14%	(41)	41%	(118)	10%	(30)	29%	(84)	289
#1 Issue: Health Care	12%	(40)	14%	(48)	55%	(193)	13%	(45)	7%	(25)	351
#1 Issue: Medicare / Social Security	9%	(23)	10%	(26)	41%	(109)	19%	(52)	22%	(57)	267
#1 Issue: Women's Issues	16%	(15)	17%	(17)	49%	(48)	13%	(13)	4%	(4)	98
#1 Issue: Education	14%	(16)	26%	(29)	42%	(47)	9%	(10)	8%	(9)	111
#1 Issue: Energy	16%	(13)	16%	(13)	46%	(38)	9%	(7)	13%	(11)	83
#1 Issue: Other	13%	(19)	6%	(9)	59%	(84)	3%	(4)	19%	(26)	141
2020 Vote: Joe Biden	15%	(149)	18%	(186)	48%	(488)	10%	(104)	10%	(97)	1024
2020 Vote: Donald Trump	4%	(29)	9%	(59)	34%	(225)	19%	(126)	34%	(227)	667
2020 Vote: Other	—	(0)	6%	(5)	60%	(51)	20%	(17)	14%	(12)	84
2020 Vote: Didn't Vote	10%	(41)	10%	(42)	53%	(223)	12%	(50)	15%	(65)	421
2018 House Vote: Democrat	14%	(105)	17%	(135)	47%	(367)	11%	(87)	10%	(80)	774
2018 House Vote: Republican	6%	(31)	9%	(53)	31%	(173)	18%	(100)	36%	(201)	558
2016 Vote: Hillary Clinton	15%	(102)	17%	(121)	49%	(342)	10%	(71)	10%	(67)	703
2016 Vote: Donald Trump	6%	(38)	10%	(62)	32%	(207)	19%	(124)	33%	(216)	647
2016 Vote: Other	3%	(3)	5%	(4)	56%	(48)	14%	(12)	22%	(19)	87
2016 Vote: Didn't Vote	10%	(73)	14%	(104)	51%	(391)	12%	(91)	13%	(100)	759

Continued on next page

**Table MCBR3\_23:** *If each of the following types of brands made public statements on social media about political division, would you be more or less likely to purchase products or services from the brand, or would it have no impact?*  
*Sports leagues*

Demographic	Much more likely		Somewhat more likely		No impact		Somewhat less likely		Much less likely		Total N
Adults	10%	(219)	13%	(293)	45%	(988)	14%	(299)	18%	(402)	2200
Voted in 2014: Yes	10%	(121)	12%	(151)	41%	(503)	15%	(177)	22%	(263)	1216
Voted in 2014: No	10%	(99)	14%	(141)	49%	(484)	12%	(121)	14%	(139)	984
4-Region: Northeast	12%	(46)	18%	(71)	42%	(165)	10%	(40)	18%	(70)	394
4-Region: Midwest	7%	(32)	11%	(53)	49%	(227)	15%	(68)	18%	(83)	462
4-Region: South	8%	(65)	10%	(82)	46%	(377)	15%	(123)	21%	(177)	824
4-Region: West	15%	(76)	17%	(86)	42%	(218)	13%	(67)	14%	(72)	520

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

**Table MCBR4\_1:** How favorable or unfavorable are each of the following approaches that brands might take on a social media post about political division?  
Formal

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Total N
Adults	17%	(384)	44%	(964)	24%	(530)	15%	(322)	2200
Gender: Male	20%	(217)	46%	(485)	21%	(219)	13%	(140)	1062
Gender: Female	15%	(167)	42%	(479)	27%	(311)	16%	(181)	1138
Age: 18-34	23%	(152)	50%	(329)	19%	(127)	7%	(47)	655
Age: 35-44	27%	(97)	44%	(157)	18%	(63)	11%	(40)	358
Age: 45-64	14%	(104)	42%	(312)	27%	(206)	17%	(130)	751
Age: 65+	7%	(31)	38%	(166)	31%	(135)	24%	(105)	436
GenZers: 1997-2012	22%	(72)	49%	(162)	22%	(74)	7%	(23)	331
Millennials: 1981-1996	27%	(164)	49%	(295)	15%	(91)	8%	(49)	599
GenXers: 1965-1980	15%	(80)	40%	(212)	27%	(141)	18%	(98)	531
Baby Boomers: 1946-1964	9%	(61)	41%	(272)	30%	(197)	20%	(129)	659
PID: Dem (no lean)	23%	(211)	48%	(437)	21%	(190)	8%	(73)	912
PID: Ind (no lean)	15%	(98)	43%	(277)	26%	(170)	16%	(107)	652
PID: Rep (no lean)	12%	(75)	39%	(250)	27%	(169)	22%	(142)	636
PID/Gender: Dem Men	30%	(126)	47%	(198)	17%	(74)	6%	(26)	424
PID/Gender: Dem Women	17%	(85)	49%	(239)	24%	(117)	10%	(47)	488
PID/Gender: Ind Men	14%	(44)	44%	(135)	25%	(77)	16%	(50)	306
PID/Gender: Ind Women	16%	(54)	41%	(142)	27%	(94)	16%	(56)	346
PID/Gender: Rep Men	14%	(47)	46%	(152)	21%	(69)	19%	(64)	332
PID/Gender: Rep Women	9%	(28)	32%	(98)	33%	(100)	26%	(78)	304
Ideo: Liberal (1-3)	27%	(180)	45%	(292)	18%	(120)	10%	(63)	655
Ideo: Moderate (4)	11%	(73)	50%	(324)	26%	(170)	12%	(77)	644
Ideo: Conservative (5-7)	16%	(104)	37%	(248)	27%	(177)	20%	(135)	663
Educ: < College	16%	(236)	44%	(660)	25%	(378)	16%	(238)	1512
Educ: Bachelors degree	19%	(85)	44%	(196)	24%	(109)	12%	(54)	444
Educ: Post-grad	26%	(63)	44%	(108)	18%	(43)	12%	(30)	244
Income: Under 50k	16%	(176)	44%	(495)	25%	(285)	15%	(165)	1121
Income: 50k-100k	17%	(113)	44%	(298)	24%	(164)	15%	(105)	681
Income: 100k+	24%	(95)	43%	(171)	20%	(81)	13%	(51)	398
Ethnicity: White	16%	(274)	43%	(735)	25%	(436)	16%	(276)	1722

Continued on next page

**Table MCBR4\_1:** How favorable or unfavorable are each of the following approaches that brands might take on a social media post about political division?

Formal

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Total N
Adults	17%	(384)	44%	(964)	24%	(530)	15%	(322)	2200
Ethnicity: Hispanic	23%	(80)	50%	(174)	17%	(61)	10%	(34)	349
Ethnicity: Black	25%	(68)	50%	(138)	16%	(43)	9%	(25)	274
Ethnicity: Other	21%	(42)	45%	(91)	25%	(51)	10%	(20)	204
All Christian	19%	(206)	41%	(436)	24%	(253)	16%	(169)	1064
All Non-Christian	22%	(32)	45%	(63)	23%	(33)	10%	(15)	143
Atheist	24%	(19)	48%	(38)	22%	(18)	5%	(4)	80
Agnostic/Nothing in particular	14%	(72)	47%	(236)	24%	(122)	15%	(76)	506
Something Else	13%	(54)	47%	(191)	26%	(105)	14%	(58)	408
Religious Non-Protestant/Catholic	21%	(33)	43%	(68)	25%	(39)	11%	(18)	158
Evangelical	23%	(156)	41%	(281)	21%	(144)	14%	(97)	678
Non-Evangelical	13%	(101)	44%	(331)	27%	(204)	16%	(124)	760
Community: Urban	26%	(191)	50%	(360)	16%	(113)	8%	(60)	725
Community: Suburban	13%	(121)	42%	(392)	30%	(277)	15%	(144)	934
Community: Rural	13%	(72)	39%	(212)	26%	(140)	22%	(118)	541
Employ: Private Sector	22%	(142)	45%	(295)	21%	(138)	12%	(79)	654
Employ: Government	24%	(37)	48%	(73)	14%	(22)	14%	(21)	153
Employ: Self-Employed	19%	(33)	44%	(79)	23%	(41)	14%	(25)	178
Employ: Homemaker	12%	(13)	38%	(44)	32%	(36)	19%	(22)	115
Employ: Student	24%	(33)	55%	(77)	17%	(24)	4%	(5)	140
Employ: Retired	10%	(47)	39%	(194)	30%	(147)	22%	(108)	496
Employ: Unemployed	15%	(45)	46%	(139)	27%	(81)	13%	(39)	305
Employ: Other	20%	(31)	40%	(64)	26%	(41)	14%	(23)	158
Military HH: Yes	17%	(66)	35%	(133)	26%	(100)	21%	(82)	381
Military HH: No	17%	(318)	46%	(831)	24%	(430)	13%	(240)	1819
RD/WT: Right Direction	25%	(132)	45%	(239)	18%	(94)	12%	(64)	529
RD/WT: Wrong Track	15%	(252)	43%	(725)	26%	(436)	15%	(258)	1671
Trump Job Approve	15%	(121)	36%	(285)	24%	(192)	24%	(188)	787
Trump Job Disapprove	19%	(256)	48%	(642)	23%	(311)	9%	(127)	1336

Continued on next page

**Table MCBR4\_1:** How favorable or unfavorable are each of the following approaches that brands might take on a social media post about political division?

Formal

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Total N
Adults	17%	(384)	44%	(964)	24%	(530)	15%	(322)	2200
Trump Job Strongly Approve	15%	(73)	33%	(158)	24%	(116)	27%	(129)	476
Trump Job Somewhat Approve	15%	(48)	41%	(128)	24%	(76)	19%	(59)	311
Trump Job Somewhat Disapprove	15%	(40)	51%	(139)	26%	(70)	8%	(23)	271
Trump Job Strongly Disapprove	20%	(217)	47%	(504)	23%	(241)	10%	(104)	1066
Favorable of Trump	14%	(114)	37%	(290)	25%	(201)	23%	(185)	789
Unfavorable of Trump	19%	(253)	48%	(624)	24%	(310)	9%	(121)	1308
Very Favorable of Trump	14%	(66)	33%	(155)	24%	(115)	29%	(136)	472
Somewhat Favorable of Trump	15%	(48)	42%	(134)	27%	(86)	15%	(49)	318
Somewhat Unfavorable of Trump	17%	(36)	46%	(98)	27%	(59)	10%	(22)	216
Very Unfavorable of Trump	20%	(216)	48%	(526)	23%	(251)	9%	(99)	1092
#1 Issue: Economy	15%	(131)	45%	(387)	26%	(223)	14%	(119)	860
#1 Issue: Security	16%	(47)	40%	(115)	20%	(58)	24%	(69)	289
#1 Issue: Health Care	23%	(80)	46%	(162)	24%	(85)	7%	(24)	351
#1 Issue: Medicare / Social Security	13%	(35)	44%	(118)	26%	(69)	17%	(46)	267
#1 Issue: Women's Issues	26%	(25)	44%	(43)	19%	(19)	11%	(11)	98
#1 Issue: Education	24%	(27)	45%	(50)	19%	(21)	13%	(14)	111
#1 Issue: Energy	24%	(20)	41%	(33)	19%	(16)	17%	(14)	83
#1 Issue: Other	14%	(20)	40%	(57)	28%	(39)	18%	(26)	141
2020 Vote: Joe Biden	23%	(240)	49%	(502)	20%	(203)	8%	(80)	1024
2020 Vote: Donald Trump	10%	(69)	36%	(238)	29%	(193)	25%	(166)	667
2020 Vote: Other	9%	(8)	44%	(37)	30%	(25)	18%	(15)	84
2020 Vote: Didn't Vote	16%	(66)	44%	(187)	26%	(108)	14%	(60)	421
2018 House Vote: Democrat	23%	(178)	47%	(365)	20%	(154)	10%	(77)	774
2018 House Vote: Republican	11%	(61)	36%	(200)	28%	(154)	26%	(143)	558
2016 Vote: Hillary Clinton	23%	(163)	48%	(335)	19%	(137)	10%	(69)	703
2016 Vote: Donald Trump	11%	(72)	37%	(238)	29%	(186)	23%	(151)	647
2016 Vote: Other	9%	(8)	44%	(38)	31%	(27)	16%	(14)	87
2016 Vote: Didn't Vote	18%	(139)	46%	(351)	24%	(180)	12%	(89)	759

Continued on next page

**Table MCBR4\_1:** How favorable or unfavorable are each of the following approaches that brands might take on a social media post about political division?

Formal

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Total N
Adults	17%	(384)	44%	(964)	24%	(530)	15%	(322)	2200
Voted in 2014: Yes	17%	(207)	42%	(505)	24%	(296)	17%	(208)	1216
Voted in 2014: No	18%	(177)	47%	(459)	24%	(234)	12%	(114)	984
4-Region: Northeast	19%	(76)	47%	(183)	20%	(78)	14%	(56)	394
4-Region: Midwest	13%	(60)	48%	(222)	23%	(104)	16%	(76)	462
4-Region: South	17%	(138)	39%	(319)	29%	(236)	16%	(131)	824
4-Region: West	21%	(110)	46%	(239)	21%	(111)	11%	(59)	520

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



**Table MCBR4\_2:** How favorable or unfavorable are each of the following approaches that brands might take on a social media post about political division?  
Informal

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Total N
Adults	15%	(326)	43%	(951)	26%	(567)	16%	(356)	2200
Gender: Male	18%	(193)	44%	(463)	25%	(263)	13%	(143)	1062
Gender: Female	12%	(133)	43%	(488)	27%	(304)	19%	(213)	1138
Age: 18-34	22%	(142)	42%	(274)	25%	(166)	11%	(74)	655
Age: 35-44	23%	(81)	44%	(157)	23%	(83)	10%	(36)	358
Age: 45-64	10%	(79)	42%	(318)	28%	(212)	19%	(142)	751
Age: 65+	6%	(24)	46%	(201)	24%	(106)	24%	(105)	436
GenZers: 1997-2012	22%	(72)	41%	(135)	26%	(85)	12%	(40)	331
Millennials: 1981-1996	23%	(139)	44%	(265)	23%	(139)	9%	(56)	599
GenXers: 1965-1980	11%	(58)	43%	(227)	27%	(144)	19%	(103)	531
Baby Boomers: 1946-1964	8%	(52)	44%	(289)	27%	(181)	21%	(136)	659
PID: Dem (no lean)	20%	(185)	46%	(421)	24%	(217)	10%	(89)	912
PID: Ind (no lean)	12%	(81)	43%	(278)	26%	(172)	19%	(121)	652
PID: Rep (no lean)	10%	(61)	39%	(251)	28%	(178)	23%	(146)	636
PID/Gender: Dem Men	25%	(104)	46%	(193)	22%	(94)	8%	(32)	424
PID/Gender: Dem Women	16%	(80)	47%	(228)	25%	(123)	12%	(57)	488
PID/Gender: Ind Men	15%	(45)	42%	(127)	26%	(78)	18%	(55)	306
PID/Gender: Ind Women	10%	(35)	44%	(151)	27%	(94)	19%	(66)	346
PID/Gender: Rep Men	13%	(43)	43%	(143)	27%	(91)	17%	(55)	332
PID/Gender: Rep Women	6%	(18)	36%	(108)	29%	(88)	30%	(91)	304
Ideo: Liberal (1-3)	22%	(143)	47%	(305)	23%	(148)	9%	(58)	655
Ideo: Moderate (4)	14%	(92)	46%	(293)	26%	(168)	14%	(91)	644
Ideo: Conservative (5-7)	10%	(70)	38%	(254)	27%	(182)	24%	(158)	663
Educ: < College	13%	(201)	42%	(642)	27%	(409)	17%	(261)	1512
Educ: Bachelors degree	16%	(70)	44%	(194)	26%	(115)	15%	(65)	444
Educ: Post-grad	23%	(55)	47%	(115)	18%	(43)	13%	(31)	244
Income: Under 50k	14%	(152)	43%	(482)	28%	(315)	15%	(172)	1121
Income: 50k-100k	13%	(90)	46%	(311)	21%	(144)	20%	(136)	681
Income: 100k+	21%	(83)	40%	(158)	27%	(108)	12%	(48)	398
Ethnicity: White	14%	(235)	43%	(747)	25%	(438)	18%	(302)	1722

Continued on next page

**Table MCBR4\_2:** How favorable or unfavorable are each of the following approaches that brands might take on a social media post about political division?  
Informal

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Total N
Adults	15%	(326)	43%	(951)	26%	(567)	16%	(356)	2200
Ethnicity: Hispanic	22%	(76)	45%	(156)	23%	(81)	10%	(36)	349
Ethnicity: Black	22%	(61)	42%	(117)	24%	(67)	11%	(30)	274
Ethnicity: Other	14%	(29)	43%	(87)	31%	(63)	12%	(25)	204
All Christian	14%	(153)	42%	(449)	26%	(274)	18%	(188)	1064
All Non-Christian	25%	(35)	40%	(57)	26%	(37)	10%	(14)	143
Atheist	20%	(16)	47%	(37)	24%	(19)	9%	(7)	80
Agnostic/Nothing in particular	13%	(67)	46%	(233)	26%	(129)	15%	(77)	506
Something Else	14%	(56)	43%	(174)	26%	(107)	17%	(71)	408
Religious Non-Protestant/Catholic	23%	(36)	40%	(63)	26%	(41)	11%	(18)	158
Evangelical	17%	(118)	43%	(289)	22%	(146)	18%	(125)	678
Non-Evangelical	11%	(86)	42%	(317)	30%	(230)	17%	(127)	760
Community: Urban	22%	(162)	47%	(338)	21%	(155)	10%	(70)	725
Community: Suburban	11%	(103)	43%	(402)	29%	(275)	17%	(154)	934
Community: Rural	11%	(62)	39%	(210)	25%	(138)	24%	(131)	541
Employ: Private Sector	19%	(122)	44%	(286)	24%	(159)	13%	(87)	654
Employ: Government	18%	(27)	49%	(75)	19%	(29)	14%	(22)	153
Employ: Self-Employed	11%	(20)	44%	(78)	30%	(53)	15%	(27)	178
Employ: Homemaker	16%	(19)	37%	(43)	24%	(27)	23%	(26)	115
Employ: Student	20%	(28)	39%	(54)	31%	(44)	11%	(15)	140
Employ: Retired	8%	(40)	45%	(225)	25%	(123)	22%	(108)	496
Employ: Unemployed	18%	(55)	38%	(116)	31%	(93)	13%	(40)	305
Employ: Other	10%	(15)	47%	(74)	24%	(39)	19%	(30)	158
Military HH: Yes	14%	(55)	39%	(148)	27%	(101)	20%	(78)	381
Military HH: No	15%	(271)	44%	(803)	26%	(466)	15%	(279)	1819
RD/WT: Right Direction	22%	(115)	44%	(231)	22%	(118)	12%	(66)	529
RD/WT: Wrong Track	13%	(211)	43%	(720)	27%	(450)	17%	(291)	1671
Trump Job Approve	12%	(94)	37%	(294)	26%	(201)	25%	(198)	787
Trump Job Disapprove	17%	(225)	46%	(621)	26%	(342)	11%	(148)	1336

Continued on next page

**Table MCBR4\_2:** How favorable or unfavorable are each of the following approaches that brands might take on a social media post about political division?  
Informal

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Total N
Adults	15%	(326)	43%	(951)	26%	(567)	16%	(356)	2200
Trump Job Strongly Approve	13%	(61)	36%	(171)	27%	(126)	25%	(118)	476
Trump Job Somewhat Approve	11%	(33)	39%	(123)	24%	(75)	26%	(80)	311
Trump Job Somewhat Disapprove	13%	(36)	46%	(123)	30%	(81)	11%	(30)	271
Trump Job Strongly Disapprove	18%	(189)	47%	(497)	24%	(261)	11%	(119)	1066
Favorable of Trump	11%	(87)	39%	(308)	26%	(203)	24%	(191)	789
Unfavorable of Trump	17%	(228)	45%	(593)	26%	(340)	11%	(148)	1308
Very Favorable of Trump	12%	(59)	35%	(164)	26%	(120)	27%	(129)	472
Somewhat Favorable of Trump	9%	(28)	46%	(145)	26%	(83)	20%	(62)	318
Somewhat Unfavorable of Trump	16%	(35)	39%	(84)	32%	(70)	13%	(27)	216
Very Unfavorable of Trump	18%	(193)	47%	(508)	25%	(271)	11%	(120)	1092
#1 Issue: Economy	14%	(123)	41%	(349)	28%	(237)	18%	(151)	860
#1 Issue: Security	13%	(37)	36%	(104)	25%	(72)	26%	(76)	289
#1 Issue: Health Care	17%	(61)	53%	(188)	21%	(75)	8%	(27)	351
#1 Issue: Medicare / Social Security	7%	(20)	47%	(125)	29%	(78)	17%	(44)	267
#1 Issue: Women's Issues	28%	(27)	39%	(38)	21%	(20)	12%	(12)	98
#1 Issue: Education	12%	(13)	52%	(58)	24%	(27)	12%	(13)	111
#1 Issue: Energy	15%	(12)	44%	(36)	28%	(23)	13%	(11)	83
#1 Issue: Other	23%	(33)	37%	(52)	25%	(36)	15%	(21)	141
2020 Vote: Joe Biden	20%	(205)	49%	(497)	21%	(217)	10%	(106)	1024
2020 Vote: Donald Trump	8%	(54)	38%	(251)	29%	(191)	26%	(170)	667
2020 Vote: Other	16%	(13)	38%	(32)	33%	(28)	13%	(11)	84
2020 Vote: Didn't Vote	13%	(53)	40%	(169)	31%	(129)	17%	(70)	421
2018 House Vote: Democrat	18%	(140)	51%	(392)	21%	(164)	10%	(78)	774
2018 House Vote: Republican	11%	(61)	37%	(204)	26%	(145)	26%	(147)	558
2016 Vote: Hillary Clinton	16%	(116)	51%	(360)	21%	(151)	11%	(77)	703
2016 Vote: Donald Trump	11%	(71)	40%	(257)	25%	(165)	24%	(154)	647
2016 Vote: Other	7%	(6)	47%	(41)	31%	(27)	15%	(13)	87
2016 Vote: Didn't Vote	17%	(130)	39%	(293)	29%	(224)	15%	(113)	759

Continued on next page

**Table MCBR4\_2:** How favorable or unfavorable are each of the following approaches that brands might take on a social media post about political division?  
Informal

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Total N
Adults	15%	(326)	43%	(951)	26%	(567)	16%	(356)	2200
Voted in 2014: Yes	13%	(163)	46%	(561)	22%	(272)	18%	(220)	1216
Voted in 2014: No	17%	(163)	40%	(390)	30%	(295)	14%	(136)	984
4-Region: Northeast	17%	(68)	45%	(177)	22%	(88)	15%	(60)	394
4-Region: Midwest	11%	(50)	45%	(207)	28%	(128)	17%	(78)	462
4-Region: South	15%	(123)	40%	(329)	27%	(226)	18%	(147)	824
4-Region: West	16%	(85)	46%	(238)	24%	(126)	14%	(71)	520

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

**Table MCBR4\_3:** How favorable or unfavorable are each of the following approaches that brands might take on a social media post about political division?

Long

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Total N
Adults	12%	(256)	29%	(629)	38%	(827)	22%	(488)	2200
Gender: Male	14%	(154)	32%	(342)	35%	(367)	19%	(199)	1062
Gender: Female	9%	(102)	25%	(287)	40%	(461)	25%	(288)	1138
Age: 18-34	16%	(104)	34%	(224)	35%	(230)	15%	(97)	655
Age: 35-44	20%	(73)	31%	(111)	34%	(122)	14%	(51)	358
Age: 45-64	9%	(68)	24%	(181)	40%	(297)	27%	(205)	751
Age: 65+	3%	(12)	26%	(112)	41%	(178)	31%	(134)	436
GenZers: 1997-2012	13%	(44)	31%	(102)	39%	(128)	17%	(58)	331
Millennials: 1981-1996	21%	(125)	35%	(209)	32%	(191)	12%	(74)	599
GenXers: 1965-1980	11%	(57)	26%	(139)	37%	(198)	26%	(138)	531
Baby Boomers: 1946-1964	4%	(27)	25%	(167)	41%	(272)	29%	(193)	659
PID: Dem (no lean)	16%	(150)	33%	(297)	36%	(331)	15%	(134)	912
PID: Ind (no lean)	8%	(54)	27%	(177)	42%	(276)	22%	(146)	652
PID: Rep (no lean)	8%	(51)	24%	(156)	35%	(221)	33%	(208)	636
PID/Gender: Dem Men	22%	(92)	38%	(160)	29%	(125)	11%	(48)	424
PID/Gender: Dem Women	12%	(59)	28%	(137)	42%	(206)	18%	(87)	488
PID/Gender: Ind Men	9%	(29)	27%	(82)	44%	(135)	19%	(59)	306
PID/Gender: Ind Women	7%	(25)	27%	(95)	41%	(140)	25%	(86)	346
PID/Gender: Rep Men	10%	(33)	30%	(100)	32%	(107)	28%	(92)	332
PID/Gender: Rep Women	6%	(18)	18%	(56)	38%	(114)	38%	(115)	304
Ideo: Liberal (1-3)	18%	(117)	32%	(211)	37%	(241)	13%	(85)	655
Ideo: Moderate (4)	8%	(51)	30%	(193)	41%	(266)	21%	(134)	644
Ideo: Conservative (5-7)	10%	(65)	24%	(161)	34%	(224)	32%	(214)	663
Educ: < College	10%	(148)	28%	(426)	39%	(584)	23%	(355)	1512
Educ: Bachelors degree	14%	(64)	28%	(125)	37%	(166)	20%	(89)	444
Educ: Post-grad	18%	(44)	32%	(78)	32%	(78)	18%	(43)	244
Income: Under 50k	8%	(91)	29%	(324)	42%	(469)	21%	(237)	1121
Income: 50k-100k	14%	(99)	27%	(181)	34%	(233)	25%	(169)	681
Income: 100k+	17%	(66)	31%	(124)	32%	(126)	21%	(82)	398
Ethnicity: White	11%	(190)	27%	(467)	38%	(653)	24%	(411)	1722

Continued on next page

**Table MCBR4\_3:** How favorable or unfavorable are each of the following approaches that brands might take on a social media post about political division?

Long

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Total N
Adults	12%	(256)	29%	(629)	38%	(827)	22%	(488)	2200
Ethnicity: Hispanic	16%	(56)	31%	(110)	38%	(133)	15%	(51)	349
Ethnicity: Black	15%	(42)	35%	(95)	35%	(95)	15%	(42)	274
Ethnicity: Other	12%	(23)	33%	(67)	39%	(80)	17%	(34)	204
All Christian	13%	(141)	27%	(290)	35%	(370)	25%	(263)	1064
All Non-Christian	20%	(29)	38%	(54)	26%	(37)	16%	(23)	143
Atheist	9%	(7)	36%	(29)	38%	(30)	17%	(14)	80
Agnostic/Nothing in particular	7%	(37)	27%	(136)	46%	(231)	20%	(102)	506
Something Else	10%	(42)	29%	(120)	39%	(159)	21%	(86)	408
Religious Non-Protestant/Catholic	19%	(30)	37%	(59)	26%	(40)	18%	(28)	158
Evangelical	16%	(107)	30%	(201)	31%	(214)	23%	(156)	678
Non-Evangelical	9%	(71)	26%	(196)	41%	(309)	24%	(184)	760
Community: Urban	20%	(145)	35%	(254)	33%	(239)	12%	(88)	725
Community: Suburban	8%	(76)	24%	(222)	42%	(395)	26%	(240)	934
Community: Rural	6%	(35)	28%	(153)	36%	(193)	30%	(160)	541
Employ: Private Sector	17%	(109)	31%	(205)	33%	(216)	19%	(124)	654
Employ: Government	18%	(28)	38%	(59)	27%	(41)	16%	(25)	153
Employ: Self-Employed	8%	(15)	25%	(44)	39%	(69)	28%	(51)	178
Employ: Homemaker	12%	(14)	25%	(29)	36%	(42)	27%	(31)	115
Employ: Student	13%	(18)	36%	(50)	39%	(55)	13%	(18)	140
Employ: Retired	5%	(23)	24%	(120)	40%	(200)	31%	(153)	496
Employ: Unemployed	11%	(34)	26%	(80)	45%	(138)	17%	(53)	305
Employ: Other	10%	(15)	28%	(44)	42%	(66)	21%	(34)	158
Military HH: Yes	13%	(48)	25%	(95)	34%	(130)	28%	(108)	381
Military HH: No	11%	(207)	29%	(534)	38%	(698)	21%	(380)	1819
RD/WT: Right Direction	20%	(105)	35%	(184)	27%	(145)	18%	(95)	529
RD/WT: Wrong Track	9%	(151)	27%	(445)	41%	(682)	24%	(393)	1671
Trump Job Approve	11%	(85)	26%	(205)	31%	(247)	32%	(250)	787
Trump Job Disapprove	12%	(163)	30%	(400)	41%	(547)	17%	(226)	1336

Continued on next page

**Table MCBR4\_3:** How favorable or unfavorable are each of the following approaches that brands might take on a social media post about political division?

Long

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Total N
Adults	12%	(256)	29%	(629)	38%	(827)	22%	(488)	2200
Trump Job Strongly Approve	12%	(59)	24%	(112)	29%	(140)	35%	(164)	476
Trump Job Somewhat Approve	8%	(25)	30%	(93)	34%	(107)	27%	(85)	311
Trump Job Somewhat Disapprove	14%	(37)	29%	(80)	40%	(107)	17%	(47)	271
Trump Job Strongly Disapprove	12%	(125)	30%	(321)	41%	(440)	17%	(180)	1066
Favorable of Trump	11%	(88)	26%	(204)	32%	(250)	31%	(247)	789
Unfavorable of Trump	12%	(152)	29%	(386)	42%	(546)	17%	(225)	1308
Very Favorable of Trump	11%	(53)	23%	(108)	30%	(142)	36%	(169)	472
Somewhat Favorable of Trump	11%	(35)	30%	(96)	34%	(108)	25%	(78)	318
Somewhat Unfavorable of Trump	15%	(33)	27%	(58)	40%	(86)	18%	(39)	216
Very Unfavorable of Trump	11%	(119)	30%	(328)	42%	(460)	17%	(185)	1092
#1 Issue: Economy	11%	(96)	27%	(228)	40%	(345)	22%	(191)	860
#1 Issue: Security	12%	(35)	24%	(71)	28%	(82)	35%	(101)	289
#1 Issue: Health Care	17%	(58)	33%	(116)	36%	(127)	14%	(51)	351
#1 Issue: Medicare / Social Security	4%	(12)	30%	(81)	43%	(114)	22%	(60)	267
#1 Issue: Women's Issues	12%	(12)	35%	(35)	34%	(33)	19%	(18)	98
#1 Issue: Education	21%	(23)	31%	(35)	27%	(31)	20%	(23)	111
#1 Issue: Energy	9%	(7)	38%	(31)	37%	(31)	16%	(14)	83
#1 Issue: Other	9%	(12)	24%	(34)	46%	(65)	22%	(31)	141
2020 Vote: Joe Biden	16%	(162)	34%	(351)	36%	(365)	14%	(146)	1024
2020 Vote: Donald Trump	7%	(49)	21%	(138)	37%	(246)	35%	(234)	667
2020 Vote: Other	4%	(3)	34%	(28)	35%	(29)	28%	(23)	84
2020 Vote: Didn't Vote	10%	(41)	27%	(112)	44%	(185)	20%	(84)	421
2018 House Vote: Democrat	15%	(118)	33%	(259)	36%	(282)	15%	(115)	774
2018 House Vote: Republican	7%	(41)	24%	(134)	33%	(182)	36%	(200)	558
2016 Vote: Hillary Clinton	15%	(103)	33%	(235)	38%	(267)	14%	(98)	703
2016 Vote: Donald Trump	8%	(55)	24%	(153)	34%	(221)	34%	(218)	647
2016 Vote: Other	1%	(1)	37%	(32)	34%	(30)	28%	(24)	87
2016 Vote: Didn't Vote	13%	(96)	28%	(209)	40%	(306)	19%	(147)	759

Continued on next page

**Table MCBR4\_3:** *How favorable or unfavorable are each of the following approaches that brands might take on a social media post about political division?*

Long

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Total N
Adults	12%	(256)	29%	(629)	38%	(827)	22%	(488)	2200
Voted in 2014: Yes	11%	(140)	29%	(347)	35%	(422)	25%	(308)	1216
Voted in 2014: No	12%	(116)	29%	(283)	41%	(406)	18%	(180)	984
4-Region: Northeast	17%	(67)	32%	(125)	31%	(120)	21%	(81)	394
4-Region: Midwest	6%	(27)	28%	(127)	43%	(200)	23%	(107)	462
4-Region: South	11%	(94)	26%	(218)	38%	(312)	24%	(200)	824
4-Region: West	13%	(67)	30%	(158)	38%	(195)	19%	(99)	520

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



**Table MCBR4\_4:** How favorable or unfavorable are each of the following approaches that brands might take on a social media post about political division?  
Short

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Total N
Adults	19%	(428)	44%	(969)	23%	(498)	14%	(305)	2200
Gender: Male	20%	(211)	45%	(483)	22%	(236)	12%	(132)	1062
Gender: Female	19%	(218)	43%	(486)	23%	(263)	15%	(172)	1138
Age: 18-34	22%	(144)	51%	(335)	21%	(136)	6%	(40)	655
Age: 35-44	29%	(103)	41%	(147)	17%	(62)	13%	(46)	358
Age: 45-64	16%	(123)	43%	(320)	25%	(185)	16%	(122)	751
Age: 65+	13%	(58)	38%	(167)	26%	(115)	22%	(97)	436
GenZers: 1997-2012	17%	(55)	53%	(176)	23%	(77)	7%	(24)	331
Millennials: 1981-1996	29%	(173)	45%	(271)	18%	(106)	8%	(49)	599
GenXers: 1965-1980	17%	(90)	43%	(228)	24%	(125)	17%	(88)	531
Baby Boomers: 1946-1964	15%	(100)	41%	(272)	25%	(164)	19%	(124)	659
PID: Dem (no lean)	24%	(219)	50%	(452)	19%	(172)	8%	(69)	912
PID: Ind (no lean)	19%	(121)	44%	(286)	22%	(142)	16%	(102)	652
PID: Rep (no lean)	14%	(88)	36%	(230)	29%	(184)	21%	(134)	636
PID/Gender: Dem Men	26%	(109)	49%	(208)	20%	(83)	6%	(25)	424
PID/Gender: Dem Women	23%	(110)	50%	(245)	18%	(89)	9%	(44)	488
PID/Gender: Ind Men	18%	(56)	48%	(146)	19%	(59)	15%	(45)	306
PID/Gender: Ind Women	19%	(65)	41%	(141)	24%	(84)	16%	(57)	346
PID/Gender: Rep Men	14%	(46)	39%	(130)	28%	(94)	19%	(62)	332
PID/Gender: Rep Women	14%	(42)	33%	(100)	30%	(90)	24%	(71)	304
Ideo: Liberal (1-3)	26%	(170)	50%	(325)	17%	(114)	7%	(45)	655
Ideo: Moderate (4)	19%	(125)	43%	(278)	25%	(160)	13%	(82)	644
Ideo: Conservative (5-7)	15%	(102)	40%	(267)	24%	(157)	21%	(137)	663
Educ: < College	17%	(260)	44%	(664)	24%	(361)	15%	(227)	1512
Educ: Bachelors degree	21%	(95)	45%	(198)	23%	(100)	11%	(51)	444
Educ: Post-grad	30%	(74)	44%	(106)	15%	(38)	11%	(26)	244
Income: Under 50k	17%	(195)	45%	(507)	24%	(267)	14%	(152)	1121
Income: 50k-100k	21%	(143)	44%	(296)	20%	(139)	15%	(103)	681
Income: 100k+	23%	(90)	42%	(166)	23%	(93)	12%	(49)	398
Ethnicity: White	18%	(311)	44%	(753)	23%	(395)	15%	(263)	1722

Continued on next page

**Table MCBR4\_4:** How favorable or unfavorable are each of the following approaches that brands might take on a social media post about political division?

Short

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Total N
Adults	19%	(428)	44%	(969)	23%	(498)	14%	(305)	2200
Ethnicity: Hispanic	23%	(80)	50%	(176)	17%	(59)	10%	(35)	349
Ethnicity: Black	27%	(74)	45%	(124)	20%	(56)	7%	(20)	274
Ethnicity: Other	21%	(43)	45%	(92)	23%	(47)	11%	(22)	204
All Christian	20%	(213)	43%	(453)	21%	(229)	16%	(169)	1064
All Non-Christian	34%	(48)	40%	(57)	22%	(32)	4%	(6)	143
Atheist	24%	(19)	51%	(41)	20%	(16)	5%	(4)	80
Agnostic/Nothing in particular	17%	(84)	46%	(234)	23%	(118)	14%	(70)	506
Something Else	16%	(64)	45%	(185)	26%	(105)	14%	(55)	408
Religious Non-Protestant/Catholic	32%	(51)	40%	(63)	22%	(35)	6%	(9)	158
Evangelical	22%	(148)	44%	(301)	19%	(132)	14%	(97)	678
Non-Evangelical	16%	(124)	42%	(318)	26%	(197)	16%	(121)	760
Community: Urban	27%	(195)	48%	(348)	18%	(129)	7%	(52)	725
Community: Suburban	16%	(145)	44%	(412)	25%	(234)	15%	(143)	934
Community: Rural	16%	(88)	39%	(209)	25%	(135)	20%	(109)	541
Employ: Private Sector	24%	(160)	43%	(282)	21%	(140)	11%	(72)	654
Employ: Government	29%	(45)	41%	(63)	21%	(32)	9%	(14)	153
Employ: Self-Employed	15%	(27)	51%	(91)	19%	(34)	15%	(27)	178
Employ: Homemaker	16%	(18)	40%	(46)	27%	(31)	17%	(19)	115
Employ: Student	24%	(33)	60%	(83)	13%	(19)	3%	(4)	140
Employ: Retired	13%	(65)	39%	(193)	26%	(130)	22%	(108)	496
Employ: Unemployed	16%	(49)	47%	(143)	24%	(73)	13%	(40)	305
Employ: Other	20%	(32)	43%	(67)	25%	(39)	13%	(20)	158
Military HH: Yes	21%	(79)	36%	(137)	23%	(86)	21%	(79)	381
Military HH: No	19%	(349)	46%	(831)	23%	(412)	12%	(226)	1819
RD/WT: Right Direction	27%	(141)	43%	(227)	19%	(103)	11%	(58)	529
RD/WT: Wrong Track	17%	(287)	44%	(742)	24%	(396)	15%	(247)	1671
Trump Job Approve	15%	(119)	37%	(294)	26%	(203)	22%	(170)	787
Trump Job Disapprove	22%	(298)	48%	(637)	21%	(275)	9%	(126)	1336

Continued on next page

**Table MCBR4\_4:** How favorable or unfavorable are each of the following approaches that brands might take on a social media post about political division?

Short

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Total N
Adults	19%	(428)	44%	(969)	23%	(498)	14%	(305)	2200
Trump Job Strongly Approve	15%	(71)	33%	(157)	27%	(129)	25%	(119)	476
Trump Job Somewhat Approve	16%	(49)	44%	(137)	24%	(74)	16%	(51)	311
Trump Job Somewhat Disapprove	18%	(48)	49%	(133)	26%	(71)	7%	(19)	271
Trump Job Strongly Disapprove	23%	(250)	47%	(505)	19%	(204)	10%	(107)	1066
Favorable of Trump	15%	(119)	38%	(300)	26%	(208)	21%	(163)	789
Unfavorable of Trump	22%	(290)	47%	(617)	21%	(274)	10%	(128)	1308
Very Favorable of Trump	15%	(71)	32%	(152)	27%	(129)	26%	(121)	472
Somewhat Favorable of Trump	15%	(48)	47%	(148)	25%	(79)	13%	(42)	318
Somewhat Unfavorable of Trump	18%	(39)	43%	(92)	29%	(63)	10%	(22)	216
Very Unfavorable of Trump	23%	(251)	48%	(525)	19%	(211)	10%	(106)	1092
#1 Issue: Economy	17%	(149)	42%	(358)	27%	(230)	14%	(123)	860
#1 Issue: Security	20%	(57)	35%	(101)	24%	(70)	21%	(62)	289
#1 Issue: Health Care	25%	(87)	49%	(174)	18%	(63)	8%	(28)	351
#1 Issue: Medicare / Social Security	13%	(35)	49%	(132)	22%	(59)	15%	(41)	267
#1 Issue: Women's Issues	21%	(20)	52%	(51)	19%	(19)	8%	(8)	98
#1 Issue: Education	25%	(28)	47%	(52)	15%	(16)	14%	(15)	111
#1 Issue: Energy	22%	(18)	53%	(44)	14%	(12)	11%	(9)	83
#1 Issue: Other	24%	(34)	41%	(58)	21%	(30)	14%	(19)	141
2020 Vote: Joe Biden	26%	(266)	48%	(494)	18%	(183)	8%	(82)	1024
2020 Vote: Donald Trump	11%	(74)	35%	(236)	30%	(199)	24%	(157)	667
2020 Vote: Other	14%	(12)	38%	(32)	32%	(27)	15%	(13)	84
2020 Vote: Didn't Vote	18%	(75)	49%	(205)	21%	(88)	13%	(53)	421
2018 House Vote: Democrat	26%	(205)	47%	(366)	17%	(134)	9%	(70)	774
2018 House Vote: Republican	13%	(73)	34%	(187)	30%	(167)	23%	(131)	558
2016 Vote: Hillary Clinton	26%	(180)	48%	(339)	17%	(122)	9%	(62)	703
2016 Vote: Donald Trump	13%	(87)	35%	(229)	29%	(186)	22%	(145)	647
2016 Vote: Other	13%	(11)	43%	(37)	34%	(29)	10%	(9)	87
2016 Vote: Didn't Vote	20%	(150)	47%	(360)	21%	(160)	12%	(88)	759

Continued on next page

**Table MCBR4\_4:** How favorable or unfavorable are each of the following approaches that brands might take on a social media post about political division?

Short

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Total N
Adults	19%	(428)	44%	(969)	23%	(498)	14%	(305)	2200
Voted in 2014: Yes	20%	(243)	42%	(505)	23%	(276)	16%	(191)	1216
Voted in 2014: No	19%	(185)	47%	(464)	23%	(222)	12%	(113)	984
4-Region: Northeast	24%	(95)	45%	(176)	19%	(74)	12%	(48)	394
4-Region: Midwest	16%	(72)	44%	(203)	25%	(113)	16%	(74)	462
4-Region: South	18%	(148)	41%	(337)	27%	(220)	14%	(119)	824
4-Region: West	22%	(113)	49%	(254)	17%	(91)	12%	(63)	520

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

**Table MCBR4\_5:** How favorable or unfavorable are each of the following approaches that brands might take on a social media post about political division?  
Funny

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Total N
Adults	19%	(419)	38%	(832)	24%	(532)	19%	(418)	2200
Gender: Male	20%	(216)	39%	(414)	23%	(245)	18%	(186)	1062
Gender: Female	18%	(203)	37%	(417)	25%	(287)	20%	(232)	1138
Age: 18-34	27%	(180)	39%	(255)	22%	(145)	12%	(76)	655
Age: 35-44	29%	(103)	39%	(141)	21%	(75)	11%	(39)	358
Age: 45-64	14%	(106)	39%	(293)	25%	(187)	22%	(165)	751
Age: 65+	7%	(30)	33%	(143)	29%	(125)	32%	(138)	436
GenZers: 1997-2012	27%	(88)	36%	(118)	24%	(80)	13%	(44)	331
Millennials: 1981-1996	30%	(178)	41%	(248)	20%	(122)	9%	(52)	599
GenXers: 1965-1980	18%	(95)	38%	(202)	21%	(112)	23%	(122)	531
Baby Boomers: 1946-1964	8%	(52)	37%	(241)	29%	(192)	26%	(174)	659
PID: Dem (no lean)	24%	(220)	40%	(363)	22%	(197)	14%	(131)	912
PID: Ind (no lean)	17%	(108)	39%	(255)	26%	(167)	19%	(122)	652
PID: Rep (no lean)	14%	(90)	33%	(213)	26%	(168)	26%	(165)	636
PID/Gender: Dem Men	29%	(123)	39%	(166)	20%	(83)	12%	(51)	424
PID/Gender: Dem Women	20%	(97)	40%	(197)	23%	(114)	16%	(80)	488
PID/Gender: Ind Men	15%	(47)	40%	(121)	27%	(81)	18%	(56)	306
PID/Gender: Ind Women	18%	(61)	39%	(134)	25%	(85)	19%	(66)	346
PID/Gender: Rep Men	14%	(46)	38%	(127)	24%	(81)	24%	(79)	332
PID/Gender: Rep Women	15%	(45)	28%	(86)	29%	(87)	28%	(86)	304
Ideo: Liberal (1-3)	26%	(171)	41%	(266)	20%	(132)	13%	(86)	655
Ideo: Moderate (4)	15%	(99)	40%	(261)	25%	(162)	19%	(123)	644
Ideo: Conservative (5-7)	16%	(107)	33%	(219)	26%	(170)	25%	(168)	663
Educ: < College	17%	(258)	38%	(578)	24%	(370)	20%	(306)	1512
Educ: Bachelors degree	21%	(93)	37%	(165)	25%	(110)	17%	(76)	444
Educ: Post-grad	28%	(68)	36%	(88)	21%	(52)	15%	(36)	244
Income: Under 50k	17%	(190)	39%	(432)	26%	(294)	18%	(206)	1121
Income: 50k-100k	20%	(136)	36%	(245)	22%	(150)	22%	(151)	681
Income: 100k+	23%	(92)	39%	(155)	22%	(89)	15%	(61)	398
Ethnicity: White	18%	(309)	37%	(642)	24%	(418)	21%	(354)	1722

Continued on next page

**Table MCBR4\_5:** How favorable or unfavorable are each of the following approaches that brands might take on a social media post about political division?

Funny

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Total N
Adults	19%	(419)	38%	(832)	24%	(532)	19%	(418)	2200
Ethnicity: Hispanic	26%	(91)	44%	(153)	18%	(64)	12%	(41)	349
Ethnicity: Black	26%	(70)	41%	(112)	21%	(57)	13%	(35)	274
Ethnicity: Other	19%	(40)	38%	(78)	28%	(57)	14%	(30)	204
All Christian	19%	(205)	36%	(383)	23%	(248)	21%	(227)	1064
All Non-Christian	26%	(37)	40%	(56)	22%	(31)	13%	(18)	143
Atheist	22%	(18)	38%	(31)	24%	(19)	15%	(12)	80
Agnostic/Nothing in particular	14%	(71)	44%	(222)	24%	(124)	18%	(89)	506
Something Else	21%	(88)	34%	(139)	27%	(109)	18%	(72)	408
Religious Non-Protestant/Catholic	24%	(37)	39%	(62)	22%	(35)	15%	(23)	158
Evangelical	27%	(180)	35%	(237)	21%	(142)	18%	(120)	678
Non-Evangelical	14%	(108)	36%	(271)	28%	(211)	22%	(171)	760
Community: Urban	25%	(183)	41%	(294)	23%	(165)	11%	(83)	725
Community: Suburban	16%	(146)	36%	(340)	26%	(246)	22%	(202)	934
Community: Rural	17%	(90)	36%	(197)	22%	(121)	25%	(133)	541
Employ: Private Sector	23%	(153)	39%	(253)	22%	(141)	16%	(107)	654
Employ: Government	28%	(44)	40%	(61)	19%	(29)	13%	(20)	153
Employ: Self-Employed	18%	(32)	39%	(69)	21%	(38)	22%	(39)	178
Employ: Homemaker	27%	(31)	26%	(30)	28%	(32)	19%	(22)	115
Employ: Student	28%	(39)	39%	(55)	24%	(34)	9%	(12)	140
Employ: Retired	8%	(40)	35%	(172)	28%	(141)	29%	(144)	496
Employ: Unemployed	16%	(49)	39%	(120)	28%	(84)	17%	(52)	305
Employ: Other	19%	(31)	46%	(73)	21%	(33)	14%	(22)	158
Military HH: Yes	16%	(61)	32%	(122)	26%	(98)	26%	(101)	381
Military HH: No	20%	(358)	39%	(710)	24%	(434)	17%	(317)	1819
RD/WT: Right Direction	28%	(148)	38%	(202)	19%	(99)	15%	(80)	529
RD/WT: Wrong Track	16%	(270)	38%	(630)	26%	(433)	20%	(338)	1671
Trump Job Approve	18%	(141)	34%	(268)	23%	(185)	25%	(193)	787
Trump Job Disapprove	20%	(267)	39%	(523)	25%	(332)	16%	(214)	1336

Continued on next page

**Table MCBR4\_5:** How favorable or unfavorable are each of the following approaches that brands might take on a social media post about political division?

Funny

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Total N
Adults	19%	(419)	38%	(832)	24%	(532)	19%	(418)	2200
Trump Job Strongly Approve	19%	(90)	31%	(147)	24%	(113)	27%	(126)	476
Trump Job Somewhat Approve	16%	(51)	39%	(121)	23%	(72)	21%	(67)	311
Trump Job Somewhat Disapprove	20%	(54)	43%	(116)	22%	(59)	15%	(41)	271
Trump Job Strongly Disapprove	20%	(212)	38%	(406)	26%	(274)	16%	(173)	1066
Favorable of Trump	17%	(136)	34%	(272)	24%	(189)	24%	(193)	789
Unfavorable of Trump	20%	(261)	39%	(506)	25%	(328)	16%	(213)	1308
Very Favorable of Trump	18%	(86)	31%	(146)	23%	(108)	28%	(133)	472
Somewhat Favorable of Trump	16%	(51)	40%	(126)	26%	(81)	19%	(60)	318
Somewhat Unfavorable of Trump	19%	(40)	42%	(90)	24%	(51)	16%	(35)	216
Very Unfavorable of Trump	20%	(221)	38%	(417)	25%	(277)	16%	(178)	1092
#1 Issue: Economy	19%	(163)	38%	(324)	24%	(210)	19%	(163)	860
#1 Issue: Security	18%	(51)	34%	(98)	22%	(63)	26%	(76)	289
#1 Issue: Health Care	23%	(81)	43%	(152)	23%	(82)	10%	(36)	351
#1 Issue: Medicare / Social Security	9%	(25)	36%	(96)	28%	(75)	26%	(71)	267
#1 Issue: Women's Issues	28%	(28)	46%	(45)	15%	(15)	10%	(10)	98
#1 Issue: Education	23%	(26)	30%	(34)	26%	(29)	20%	(23)	111
#1 Issue: Energy	20%	(17)	40%	(33)	24%	(20)	16%	(13)	83
#1 Issue: Other	20%	(28)	35%	(49)	27%	(38)	18%	(26)	141
2020 Vote: Joe Biden	23%	(234)	42%	(427)	22%	(227)	13%	(136)	1024
2020 Vote: Donald Trump	13%	(85)	33%	(219)	26%	(176)	28%	(187)	667
2020 Vote: Other	23%	(20)	26%	(22)	32%	(27)	19%	(16)	84
2020 Vote: Didn't Vote	19%	(79)	39%	(164)	23%	(99)	19%	(79)	421
2018 House Vote: Democrat	22%	(172)	42%	(321)	22%	(169)	15%	(112)	774
2018 House Vote: Republican	13%	(71)	31%	(171)	28%	(155)	29%	(161)	558
2016 Vote: Hillary Clinton	21%	(150)	42%	(298)	22%	(156)	14%	(100)	703
2016 Vote: Donald Trump	14%	(90)	32%	(207)	26%	(166)	28%	(184)	647
2016 Vote: Other	14%	(12)	39%	(34)	33%	(28)	14%	(12)	87
2016 Vote: Didn't Vote	21%	(163)	39%	(293)	24%	(182)	16%	(121)	759

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**Table MCBR4\_5:** How favorable or unfavorable are each of the following approaches that brands might take on a social media post about political division?

*Funny*

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Total N
Adults	19%	(419)	38%	(832)	24%	(532)	19%	(418)	2200
Voted in 2014: Yes	17%	(208)	37%	(449)	24%	(296)	22%	(263)	1216
Voted in 2014: No	21%	(211)	39%	(383)	24%	(236)	16%	(155)	984
4-Region: Northeast	22%	(86)	45%	(176)	16%	(64)	17%	(68)	394
4-Region: Midwest	15%	(69)	39%	(179)	27%	(124)	19%	(90)	462
4-Region: South	19%	(154)	33%	(270)	28%	(229)	21%	(172)	824
4-Region: West	21%	(109)	40%	(207)	22%	(115)	17%	(88)	520

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



**Table MCBR4\_6:** How favorable or unfavorable are each of the following approaches that brands might take on a social media post about political division?  
Serious

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Total N
Adults	22%	(476)	44%	(972)	20%	(442)	14%	(310)	2200
Gender: Male	23%	(247)	45%	(474)	20%	(208)	13%	(133)	1062
Gender: Female	20%	(229)	44%	(498)	21%	(235)	16%	(177)	1138
Age: 18-34	27%	(180)	47%	(309)	17%	(113)	8%	(53)	655
Age: 35-44	25%	(90)	44%	(159)	22%	(78)	8%	(30)	358
Age: 45-64	18%	(134)	44%	(329)	21%	(157)	17%	(130)	751
Age: 65+	16%	(71)	40%	(175)	21%	(94)	22%	(97)	436
GenZers: 1997-2012	24%	(81)	44%	(145)	21%	(68)	11%	(37)	331
Millennials: 1981-1996	29%	(171)	50%	(300)	16%	(97)	5%	(31)	599
GenXers: 1965-1980	20%	(105)	40%	(214)	23%	(122)	17%	(89)	531
Baby Boomers: 1946-1964	16%	(107)	44%	(292)	19%	(127)	20%	(133)	659
PID: Dem (no lean)	28%	(258)	47%	(430)	16%	(145)	9%	(79)	912
PID: Ind (no lean)	16%	(106)	44%	(288)	26%	(166)	14%	(91)	652
PID: Rep (no lean)	18%	(112)	40%	(254)	21%	(131)	22%	(140)	636
PID/Gender: Dem Men	32%	(135)	46%	(194)	15%	(63)	8%	(32)	424
PID/Gender: Dem Women	25%	(123)	49%	(237)	17%	(82)	10%	(47)	488
PID/Gender: Ind Men	15%	(45)	46%	(141)	26%	(80)	13%	(39)	306
PID/Gender: Ind Women	18%	(61)	42%	(147)	25%	(86)	15%	(52)	346
PID/Gender: Rep Men	20%	(67)	42%	(139)	19%	(64)	19%	(62)	332
PID/Gender: Rep Women	15%	(45)	38%	(115)	22%	(67)	26%	(78)	304
Ideo: Liberal (1-3)	33%	(214)	46%	(302)	13%	(86)	8%	(52)	655
Ideo: Moderate (4)	19%	(121)	46%	(297)	22%	(144)	13%	(82)	644
Ideo: Conservative (5-7)	15%	(102)	42%	(278)	21%	(142)	21%	(141)	663
Educ: < College	20%	(295)	43%	(655)	22%	(328)	16%	(235)	1512
Educ: Bachelors degree	24%	(108)	46%	(206)	18%	(81)	11%	(49)	444
Educ: Post-grad	30%	(72)	46%	(112)	14%	(34)	11%	(26)	244
Income: Under 50k	21%	(230)	45%	(508)	21%	(232)	13%	(151)	1121
Income: 50k-100k	21%	(146)	43%	(292)	20%	(135)	16%	(109)	681
Income: 100k+	25%	(100)	43%	(173)	19%	(76)	13%	(50)	398
Ethnicity: White	20%	(341)	44%	(757)	21%	(361)	15%	(263)	1722

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**Table MCBR4\_6:** How favorable or unfavorable are each of the following approaches that brands might take on a social media post about political division?  
Serious

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Total N
Adults	22%	(476)	44%	(972)	20%	(442)	14%	(310)	2200
Ethnicity: Hispanic	20%	(70)	48%	(169)	19%	(66)	13%	(45)	349
Ethnicity: Black	31%	(84)	46%	(127)	13%	(37)	9%	(26)	274
Ethnicity: Other	25%	(50)	43%	(88)	22%	(44)	10%	(21)	204
All Christian	22%	(236)	42%	(447)	20%	(211)	16%	(170)	1064
All Non-Christian	27%	(39)	49%	(70)	18%	(26)	6%	(8)	143
Atheist	30%	(24)	45%	(36)	18%	(14)	8%	(6)	80
Agnostic/Nothing in particular	19%	(97)	49%	(246)	19%	(98)	13%	(66)	506
Something Else	20%	(80)	43%	(174)	23%	(94)	15%	(59)	408
Religious Non-Protestant/Catholic	26%	(40)	47%	(74)	20%	(31)	7%	(12)	158
Evangelical	26%	(179)	41%	(281)	17%	(117)	15%	(101)	678
Non-Evangelical	17%	(131)	43%	(325)	24%	(182)	16%	(123)	760
Community: Urban	27%	(199)	49%	(355)	15%	(107)	9%	(64)	725
Community: Suburban	17%	(163)	44%	(414)	24%	(221)	14%	(135)	934
Community: Rural	21%	(114)	38%	(203)	21%	(114)	20%	(111)	541
Employ: Private Sector	26%	(172)	44%	(286)	18%	(121)	12%	(75)	654
Employ: Government	22%	(34)	51%	(78)	16%	(24)	12%	(18)	153
Employ: Self-Employed	15%	(26)	54%	(96)	18%	(32)	13%	(24)	178
Employ: Homemaker	20%	(23)	41%	(47)	24%	(27)	15%	(17)	115
Employ: Student	27%	(37)	46%	(65)	16%	(23)	11%	(15)	140
Employ: Retired	18%	(91)	39%	(194)	20%	(102)	22%	(110)	496
Employ: Unemployed	19%	(58)	47%	(143)	25%	(76)	9%	(28)	305
Employ: Other	22%	(34)	39%	(62)	24%	(39)	15%	(23)	158
Military HH: Yes	23%	(86)	39%	(149)	19%	(73)	19%	(73)	381
Military HH: No	21%	(389)	45%	(823)	20%	(369)	13%	(237)	1819
RD/WT: Right Direction	28%	(150)	43%	(228)	18%	(93)	11%	(58)	529
RD/WT: Wrong Track	20%	(326)	45%	(744)	21%	(349)	15%	(252)	1671
Trump Job Approve	19%	(151)	37%	(290)	22%	(170)	22%	(176)	787
Trump Job Disapprove	24%	(317)	48%	(644)	19%	(251)	9%	(124)	1336

Continued on next page

**Table MCBR4\_6:** How favorable or unfavorable are each of the following approaches that brands might take on a social media post about political division?  
Serious

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Total N
Adults	22%	(476)	44%	(972)	20%	(442)	14%	(310)	2200
Trump Job Strongly Approve	20%	(97)	34%	(164)	19%	(92)	26%	(122)	476
Trump Job Somewhat Approve	17%	(53)	41%	(126)	25%	(77)	17%	(54)	311
Trump Job Somewhat Disapprove	19%	(51)	49%	(133)	25%	(67)	8%	(20)	271
Trump Job Strongly Disapprove	25%	(267)	48%	(511)	17%	(184)	10%	(104)	1066
Favorable of Trump	19%	(152)	37%	(289)	22%	(176)	22%	(173)	789
Unfavorable of Trump	23%	(307)	49%	(635)	19%	(254)	9%	(113)	1308
Very Favorable of Trump	22%	(102)	32%	(150)	20%	(95)	26%	(125)	472
Somewhat Favorable of Trump	16%	(50)	44%	(139)	25%	(80)	15%	(48)	318
Somewhat Unfavorable of Trump	23%	(50)	42%	(91)	26%	(56)	9%	(19)	216
Very Unfavorable of Trump	23%	(257)	50%	(544)	18%	(197)	9%	(94)	1092
#1 Issue: Economy	20%	(171)	43%	(368)	24%	(204)	14%	(118)	860
#1 Issue: Security	17%	(48)	42%	(120)	18%	(53)	23%	(67)	289
#1 Issue: Health Care	25%	(87)	49%	(172)	18%	(63)	8%	(29)	351
#1 Issue: Medicare / Social Security	23%	(62)	41%	(110)	20%	(53)	16%	(42)	267
#1 Issue: Women's Issues	30%	(29)	44%	(43)	13%	(13)	13%	(13)	98
#1 Issue: Education	26%	(29)	42%	(46)	19%	(21)	13%	(15)	111
#1 Issue: Energy	25%	(21)	54%	(45)	14%	(12)	6%	(5)	83
#1 Issue: Other	20%	(29)	49%	(69)	17%	(24)	15%	(21)	141
2020 Vote: Joe Biden	28%	(290)	49%	(506)	14%	(144)	8%	(85)	1024
2020 Vote: Donald Trump	14%	(94)	37%	(248)	24%	(160)	25%	(164)	667
2020 Vote: Other	12%	(11)	43%	(37)	28%	(24)	16%	(13)	84
2020 Vote: Didn't Vote	19%	(80)	43%	(181)	27%	(113)	11%	(47)	421
2018 House Vote: Democrat	28%	(220)	46%	(360)	16%	(123)	9%	(72)	774
2018 House Vote: Republican	16%	(91)	37%	(206)	22%	(125)	24%	(136)	558
2016 Vote: Hillary Clinton	30%	(211)	47%	(330)	14%	(99)	9%	(63)	703
2016 Vote: Donald Trump	16%	(107)	38%	(244)	24%	(152)	22%	(144)	647
2016 Vote: Other	22%	(19)	39%	(34)	26%	(22)	13%	(11)	87
2016 Vote: Didn't Vote	18%	(139)	48%	(363)	22%	(166)	12%	(92)	759

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**Table MCBR4\_6:** *How favorable or unfavorable are each of the following approaches that brands might take on a social media post about political division?*  
*Serious*

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Total N
Adults	22%	(476)	44%	(972)	20%	(442)	14%	(310)	2200
Voted in 2014: Yes	22%	(270)	42%	(507)	20%	(243)	16%	(195)	1216
Voted in 2014: No	21%	(205)	47%	(465)	20%	(200)	12%	(115)	984
4-Region: Northeast	26%	(101)	45%	(177)	15%	(57)	15%	(59)	394
4-Region: Midwest	17%	(79)	45%	(206)	24%	(111)	14%	(66)	462
4-Region: South	22%	(179)	42%	(344)	21%	(174)	15%	(127)	824
4-Region: West	22%	(117)	47%	(245)	19%	(101)	11%	(58)	520

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

**Table MCBR4\_7:** How favorable or unfavorable are each of the following approaches that brands might take on a social media post about political division?  
*Heartfelt*

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Total N
Adults	28%	(615)	41%	(912)	17%	(372)	14%	(301)	2200
Gender: Male	28%	(294)	41%	(440)	18%	(189)	13%	(138)	1062
Gender: Female	28%	(320)	41%	(472)	16%	(183)	14%	(163)	1138
Age: 18-34	34%	(223)	43%	(282)	17%	(113)	6%	(37)	655
Age: 35-44	31%	(112)	43%	(155)	16%	(59)	9%	(33)	358
Age: 45-64	26%	(199)	38%	(287)	18%	(132)	18%	(134)	751
Age: 65+	19%	(81)	43%	(188)	16%	(69)	22%	(98)	436
GenZers: 1997-2012	29%	(96)	44%	(145)	21%	(69)	6%	(21)	331
Millennials: 1981-1996	36%	(216)	44%	(264)	13%	(80)	6%	(38)	599
GenXers: 1965-1980	26%	(140)	38%	(203)	19%	(98)	17%	(90)	531
Baby Boomers: 1946-1964	24%	(157)	40%	(264)	16%	(107)	20%	(132)	659
PID: Dem (no lean)	37%	(333)	42%	(382)	14%	(127)	8%	(69)	912
PID: Ind (no lean)	24%	(158)	42%	(273)	19%	(121)	15%	(100)	652
PID: Rep (no lean)	19%	(123)	41%	(258)	19%	(123)	21%	(132)	636
PID/Gender: Dem Men	38%	(160)	41%	(174)	13%	(56)	8%	(34)	424
PID/Gender: Dem Women	36%	(174)	43%	(208)	15%	(71)	7%	(35)	488
PID/Gender: Ind Men	22%	(68)	42%	(128)	22%	(67)	14%	(43)	306
PID/Gender: Ind Women	26%	(90)	42%	(145)	16%	(54)	17%	(57)	346
PID/Gender: Rep Men	20%	(67)	42%	(138)	20%	(66)	18%	(61)	332
PID/Gender: Rep Women	18%	(56)	39%	(120)	19%	(58)	23%	(70)	304
Ideo: Liberal (1-3)	42%	(277)	40%	(260)	10%	(64)	8%	(54)	655
Ideo: Moderate (4)	25%	(159)	41%	(263)	22%	(140)	13%	(83)	644
Ideo: Conservative (5-7)	20%	(133)	44%	(289)	17%	(111)	20%	(130)	663
Educ: < College	26%	(387)	41%	(623)	18%	(273)	15%	(228)	1512
Educ: Bachelors degree	30%	(133)	45%	(198)	15%	(65)	11%	(47)	444
Educ: Post-grad	39%	(94)	37%	(91)	14%	(33)	11%	(26)	244
Income: Under 50k	27%	(305)	40%	(453)	19%	(210)	14%	(154)	1121
Income: 50k-100k	28%	(193)	42%	(284)	15%	(103)	15%	(101)	681
Income: 100k+	29%	(117)	44%	(176)	15%	(59)	12%	(47)	398
Ethnicity: White	27%	(460)	42%	(720)	17%	(288)	15%	(254)	1722

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**Table MCBR4\_7:** How favorable or unfavorable are each of the following approaches that brands might take on a social media post about political division?  
Heartfelt

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Total N
Adults	28%	(615)	41%	(912)	17%	(372)	14%	(301)	2200
Ethnicity: Hispanic	33%	(116)	41%	(143)	17%	(59)	9%	(31)	349
Ethnicity: Black	36%	(98)	37%	(101)	17%	(46)	10%	(28)	274
Ethnicity: Other	28%	(57)	45%	(91)	18%	(37)	9%	(19)	204
All Christian	29%	(307)	40%	(425)	16%	(170)	15%	(161)	1064
All Non-Christian	33%	(47)	41%	(58)	18%	(26)	8%	(11)	143
Atheist	26%	(20)	53%	(42)	12%	(10)	10%	(8)	80
Agnostic/Nothing in particular	25%	(129)	46%	(234)	17%	(85)	11%	(58)	506
Something Else	27%	(111)	37%	(153)	20%	(81)	16%	(63)	408
Religious Non-Protestant/Catholic	32%	(50)	40%	(63)	18%	(29)	10%	(16)	158
Evangelical	31%	(208)	38%	(259)	15%	(103)	16%	(109)	678
Non-Evangelical	27%	(203)	40%	(307)	19%	(142)	14%	(108)	760
Community: Urban	34%	(245)	46%	(333)	14%	(100)	7%	(47)	725
Community: Suburban	26%	(245)	41%	(387)	18%	(172)	14%	(130)	934
Community: Rural	23%	(125)	36%	(192)	18%	(99)	23%	(124)	541
Employ: Private Sector	34%	(219)	40%	(262)	16%	(104)	10%	(69)	654
Employ: Government	28%	(43)	47%	(71)	16%	(24)	10%	(15)	153
Employ: Self-Employed	31%	(55)	36%	(65)	18%	(32)	15%	(26)	178
Employ: Homemaker	25%	(28)	37%	(43)	22%	(25)	16%	(18)	115
Employ: Student	36%	(50)	42%	(59)	19%	(27)	3%	(4)	140
Employ: Retired	20%	(98)	43%	(212)	16%	(80)	21%	(106)	496
Employ: Unemployed	26%	(79)	44%	(134)	18%	(55)	12%	(36)	305
Employ: Other	27%	(42)	41%	(66)	15%	(24)	17%	(27)	158
Military HH: Yes	25%	(97)	36%	(138)	17%	(64)	22%	(82)	381
Military HH: No	28%	(518)	43%	(774)	17%	(308)	12%	(219)	1819
RD/WT: Right Direction	32%	(171)	36%	(192)	19%	(100)	12%	(65)	529
RD/WT: Wrong Track	27%	(444)	43%	(720)	16%	(271)	14%	(236)	1671
Trump Job Approve	20%	(158)	39%	(304)	20%	(160)	21%	(165)	787
Trump Job Disapprove	33%	(446)	43%	(571)	14%	(193)	9%	(127)	1336

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**Table MCBR4\_7:** How favorable or unfavorable are each of the following approaches that brands might take on a social media post about political division?  
Heartfelt

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Total N
Adults	28%	(615)	41%	(912)	17%	(372)	14%	(301)	2200
Trump Job Strongly Approve	21%	(101)	35%	(165)	21%	(101)	23%	(109)	476
Trump Job Somewhat Approve	18%	(57)	45%	(139)	19%	(59)	18%	(56)	311
Trump Job Somewhat Disapprove	26%	(70)	47%	(128)	17%	(47)	9%	(26)	271
Trump Job Strongly Disapprove	35%	(376)	42%	(443)	14%	(146)	9%	(101)	1066
Favorable of Trump	18%	(145)	40%	(315)	20%	(162)	21%	(168)	789
Unfavorable of Trump	34%	(445)	42%	(549)	15%	(195)	9%	(120)	1308
Very Favorable of Trump	19%	(89)	36%	(169)	20%	(96)	25%	(118)	472
Somewhat Favorable of Trump	18%	(56)	46%	(145)	21%	(66)	16%	(50)	318
Somewhat Unfavorable of Trump	26%	(56)	44%	(95)	18%	(38)	12%	(27)	216
Very Unfavorable of Trump	36%	(388)	42%	(454)	14%	(157)	8%	(93)	1092
#1 Issue: Economy	25%	(215)	43%	(374)	19%	(161)	13%	(110)	860
#1 Issue: Security	19%	(56)	40%	(116)	18%	(53)	22%	(64)	289
#1 Issue: Health Care	36%	(128)	42%	(148)	14%	(50)	7%	(25)	351
#1 Issue: Medicare / Social Security	26%	(69)	38%	(102)	17%	(47)	19%	(50)	267
#1 Issue: Women's Issues	48%	(47)	33%	(32)	10%	(10)	9%	(8)	98
#1 Issue: Education	32%	(35)	42%	(47)	13%	(14)	13%	(15)	111
#1 Issue: Energy	36%	(30)	42%	(35)	15%	(13)	6%	(5)	83
#1 Issue: Other	25%	(35)	41%	(58)	17%	(24)	17%	(24)	141
2020 Vote: Joe Biden	37%	(380)	44%	(450)	12%	(125)	7%	(70)	1024
2020 Vote: Donald Trump	17%	(110)	39%	(258)	20%	(134)	25%	(164)	667
2020 Vote: Other	24%	(20)	37%	(31)	23%	(20)	16%	(14)	84
2020 Vote: Didn't Vote	25%	(104)	41%	(172)	22%	(92)	13%	(54)	421
2018 House Vote: Democrat	36%	(280)	43%	(336)	11%	(89)	9%	(70)	774
2018 House Vote: Republican	18%	(100)	39%	(220)	19%	(107)	24%	(132)	558
2016 Vote: Hillary Clinton	37%	(262)	44%	(311)	11%	(76)	8%	(55)	703
2016 Vote: Donald Trump	17%	(112)	40%	(257)	20%	(127)	23%	(151)	647
2016 Vote: Other	26%	(22)	38%	(33)	23%	(20)	14%	(12)	87
2016 Vote: Didn't Vote	29%	(218)	41%	(308)	20%	(150)	11%	(83)	759

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**Table MCBR4\_7:** *How favorable or unfavorable are each of the following approaches that brands might take on a social media post about political division?*  
*Heartfelt*

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Total N
Adults	28%	(615)	41%	(912)	17%	(372)	14%	(301)	2200
Voted in 2014: Yes	28%	(346)	41%	(497)	15%	(180)	16%	(193)	1216
Voted in 2014: No	27%	(268)	42%	(416)	19%	(192)	11%	(109)	984
4-Region: Northeast	30%	(118)	47%	(185)	12%	(46)	11%	(45)	394
4-Region: Midwest	25%	(116)	39%	(182)	20%	(94)	15%	(70)	462
4-Region: South	28%	(228)	38%	(309)	19%	(159)	15%	(127)	824
4-Region: West	29%	(151)	45%	(236)	14%	(74)	11%	(59)	520

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



**Table MCBR4\_8:** How favorable or unfavorable are each of the following approaches that brands might take on a social media post about political division?  
*Unique from other brands' statements*

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Total N
Adults	20%	(436)	44%	(972)	21%	(465)	15%	(327)	2200
Gender: Male	22%	(235)	44%	(465)	21%	(221)	13%	(142)	1062
Gender: Female	18%	(201)	45%	(507)	21%	(244)	16%	(186)	1138
Age: 18-34	27%	(174)	48%	(316)	17%	(114)	8%	(51)	655
Age: 35-44	32%	(114)	38%	(136)	21%	(75)	9%	(33)	358
Age: 45-64	14%	(105)	45%	(334)	23%	(173)	18%	(139)	751
Age: 65+	10%	(44)	43%	(186)	23%	(102)	24%	(104)	436
GenZers: 1997-2012	23%	(77)	48%	(160)	20%	(65)	9%	(29)	331
Millennials: 1981-1996	32%	(194)	44%	(264)	16%	(99)	7%	(42)	599
GenXers: 1965-1980	17%	(88)	42%	(225)	23%	(123)	18%	(95)	531
Baby Boomers: 1946-1964	10%	(67)	45%	(297)	24%	(155)	21%	(140)	659
PID: Dem (no lean)	27%	(249)	46%	(419)	18%	(164)	9%	(80)	912
PID: Ind (no lean)	16%	(106)	44%	(289)	23%	(151)	16%	(105)	652
PID: Rep (no lean)	13%	(81)	41%	(264)	23%	(149)	22%	(142)	636
PID/Gender: Dem Men	32%	(136)	44%	(186)	17%	(70)	7%	(31)	424
PID/Gender: Dem Women	23%	(112)	48%	(233)	19%	(94)	10%	(49)	488
PID/Gender: Ind Men	15%	(46)	44%	(133)	25%	(77)	16%	(49)	306
PID/Gender: Ind Women	17%	(60)	45%	(156)	22%	(75)	16%	(55)	346
PID/Gender: Rep Men	16%	(53)	44%	(145)	22%	(74)	18%	(61)	332
PID/Gender: Rep Women	9%	(29)	39%	(119)	25%	(75)	27%	(82)	304
Ideo: Liberal (1-3)	31%	(203)	48%	(312)	13%	(88)	8%	(52)	655
Ideo: Moderate (4)	17%	(111)	43%	(279)	25%	(164)	14%	(91)	644
Ideo: Conservative (5-7)	14%	(94)	41%	(274)	22%	(147)	22%	(148)	663
Educ: < College	17%	(253)	44%	(666)	23%	(348)	16%	(245)	1512
Educ: Bachelors degree	24%	(105)	45%	(200)	19%	(83)	13%	(56)	444
Educ: Post-grad	32%	(78)	44%	(106)	14%	(33)	11%	(26)	244
Income: Under 50k	18%	(204)	44%	(490)	23%	(256)	15%	(172)	1121
Income: 50k-100k	20%	(133)	46%	(315)	19%	(130)	15%	(103)	681
Income: 100k+	25%	(100)	42%	(167)	20%	(79)	13%	(52)	398
Ethnicity: White	19%	(320)	44%	(760)	21%	(360)	16%	(282)	1722

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**Table MCBR4\_8:** How favorable or unfavorable are each of the following approaches that brands might take on a social media post about political division?

*Unique from other brands' statements*

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Total N
Adults	20%	(436)	44%	(972)	21%	(465)	15%	(327)	2200
Ethnicity: Hispanic	24%	(83)	44%	(153)	20%	(70)	13%	(44)	349
Ethnicity: Black	31%	(86)	40%	(111)	21%	(57)	8%	(21)	274
Ethnicity: Other	15%	(30)	50%	(102)	23%	(48)	12%	(24)	204
All Christian	20%	(216)	41%	(432)	22%	(231)	17%	(186)	1064
All Non-Christian	29%	(41)	46%	(65)	18%	(26)	7%	(11)	143
Atheist	26%	(21)	53%	(42)	16%	(13)	4%	(3)	80
Agnostic/Nothing in particular	17%	(85)	49%	(246)	22%	(110)	13%	(65)	506
Something Else	18%	(73)	46%	(187)	21%	(85)	15%	(63)	408
Religious Non-Protestant/Catholic	27%	(43)	46%	(73)	17%	(27)	9%	(14)	158
Evangelical	24%	(163)	42%	(287)	17%	(113)	17%	(115)	678
Non-Evangelical	16%	(122)	41%	(313)	26%	(198)	17%	(127)	760
Community: Urban	28%	(205)	45%	(328)	18%	(129)	9%	(63)	725
Community: Suburban	17%	(162)	46%	(426)	21%	(192)	17%	(154)	934
Community: Rural	13%	(70)	40%	(218)	27%	(143)	20%	(110)	541
Employ: Private Sector	25%	(163)	45%	(293)	18%	(120)	12%	(78)	654
Employ: Government	27%	(41)	46%	(70)	17%	(26)	10%	(16)	153
Employ: Self-Employed	19%	(34)	42%	(74)	21%	(38)	18%	(32)	178
Employ: Homemaker	22%	(25)	41%	(47)	21%	(24)	16%	(19)	115
Employ: Student	27%	(37)	45%	(63)	21%	(29)	8%	(11)	140
Employ: Retired	12%	(58)	43%	(216)	23%	(114)	22%	(108)	496
Employ: Unemployed	15%	(44)	48%	(146)	25%	(75)	13%	(39)	305
Employ: Other	21%	(33)	40%	(63)	25%	(39)	15%	(24)	158
Military HH: Yes	19%	(74)	37%	(140)	22%	(82)	22%	(85)	381
Military HH: No	20%	(362)	46%	(832)	21%	(382)	13%	(242)	1819
RD/WT: Right Direction	26%	(135)	45%	(237)	17%	(92)	12%	(65)	529
RD/WT: Wrong Track	18%	(301)	44%	(735)	22%	(373)	16%	(262)	1671
Trump Job Approve	16%	(126)	40%	(315)	21%	(162)	23%	(185)	787
Trump Job Disapprove	23%	(306)	46%	(616)	21%	(283)	10%	(131)	1336

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**Table MCBR4\_8:** How favorable or unfavorable are each of the following approaches that brands might take on a social media post about political division?  
*Unique from other brands' statements*

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Total N
Adults	20%	(436)	44%	(972)	21%	(465)	15%	(327)	2200
Trump Job Strongly Approve	15%	(71)	36%	(172)	23%	(107)	26%	(126)	476
Trump Job Somewhat Approve	18%	(55)	46%	(143)	18%	(54)	19%	(59)	311
Trump Job Somewhat Disapprove	17%	(46)	47%	(129)	27%	(72)	9%	(25)	271
Trump Job Strongly Disapprove	24%	(261)	46%	(487)	20%	(211)	10%	(107)	1066
Favorable of Trump	14%	(112)	42%	(328)	21%	(168)	23%	(180)	789
Unfavorable of Trump	23%	(307)	45%	(594)	21%	(277)	10%	(130)	1308
Very Favorable of Trump	15%	(71)	35%	(167)	22%	(103)	28%	(131)	472
Somewhat Favorable of Trump	13%	(42)	51%	(161)	21%	(65)	16%	(50)	318
Somewhat Unfavorable of Trump	21%	(46)	38%	(83)	28%	(60)	12%	(27)	216
Very Unfavorable of Trump	24%	(261)	47%	(511)	20%	(217)	9%	(103)	1092
#1 Issue: Economy	18%	(153)	43%	(374)	24%	(208)	15%	(125)	860
#1 Issue: Security	17%	(48)	38%	(109)	20%	(58)	26%	(74)	289
#1 Issue: Health Care	25%	(88)	48%	(168)	20%	(71)	7%	(24)	351
#1 Issue: Medicare / Social Security	15%	(40)	48%	(127)	18%	(48)	20%	(53)	267
#1 Issue: Women's Issues	29%	(29)	46%	(45)	17%	(16)	8%	(8)	98
#1 Issue: Education	29%	(32)	32%	(36)	24%	(27)	15%	(16)	111
#1 Issue: Energy	25%	(21)	53%	(44)	13%	(11)	9%	(7)	83
#1 Issue: Other	17%	(25)	49%	(70)	19%	(26)	14%	(20)	141
2020 Vote: Joe Biden	28%	(285)	47%	(484)	17%	(174)	8%	(82)	1024
2020 Vote: Donald Trump	12%	(77)	38%	(253)	24%	(162)	26%	(175)	667
2020 Vote: Other	12%	(10)	40%	(34)	34%	(28)	15%	(13)	84
2020 Vote: Didn't Vote	15%	(64)	48%	(201)	23%	(99)	14%	(57)	421
2018 House Vote: Democrat	27%	(211)	46%	(354)	17%	(135)	10%	(75)	774
2018 House Vote: Republican	13%	(70)	38%	(214)	24%	(132)	25%	(142)	558
2016 Vote: Hillary Clinton	26%	(183)	46%	(326)	19%	(131)	9%	(63)	703
2016 Vote: Donald Trump	14%	(91)	40%	(257)	22%	(143)	24%	(155)	647
2016 Vote: Other	16%	(14)	44%	(38)	28%	(24)	12%	(10)	87
2016 Vote: Didn't Vote	19%	(148)	46%	(347)	22%	(167)	13%	(98)	759

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**Table MCBR4\_8:** How favorable or unfavorable are each of the following approaches that brands might take on a social media post about political division?

*Unique from other brands' statements*

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Total N
Adults	20%	(436)	44%	(972)	21%	(465)	15%	(327)	2200
Voted in 2014: Yes	19%	(236)	43%	(524)	20%	(249)	17%	(206)	1216
Voted in 2014: No	20%	(200)	46%	(448)	22%	(215)	12%	(121)	984
4-Region: Northeast	24%	(93)	44%	(174)	19%	(73)	14%	(54)	394
4-Region: Midwest	15%	(71)	47%	(217)	20%	(94)	17%	(81)	462
4-Region: South	18%	(151)	41%	(337)	24%	(196)	17%	(140)	824
4-Region: West	23%	(121)	47%	(245)	20%	(102)	10%	(53)	520

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

**Table MCBR4\_9:** How favorable or unfavorable are each of the following approaches that brands might take on a social media post about political division?  
*Liberal*

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Total N
Adults	17%	(376)	34%	(757)	25%	(546)	24%	(521)	2200
Gender: Male	19%	(204)	36%	(384)	23%	(241)	22%	(233)	1062
Gender: Female	15%	(171)	33%	(374)	27%	(305)	25%	(288)	1138
Age: 18-34	25%	(162)	38%	(249)	24%	(160)	13%	(85)	655
Age: 35-44	23%	(81)	37%	(134)	23%	(81)	17%	(62)	358
Age: 45-64	13%	(94)	31%	(232)	25%	(191)	31%	(234)	751
Age: 65+	9%	(39)	33%	(142)	26%	(115)	32%	(141)	436
GenZers: 1997-2012	23%	(75)	39%	(128)	26%	(86)	13%	(42)	331
Millennials: 1981-1996	26%	(154)	38%	(229)	22%	(130)	14%	(86)	599
GenXers: 1965-1980	15%	(81)	31%	(162)	24%	(130)	30%	(158)	531
Baby Boomers: 1946-1964	9%	(61)	32%	(212)	27%	(175)	32%	(211)	659
PID: Dem (no lean)	28%	(256)	44%	(398)	20%	(183)	8%	(75)	912
PID: Ind (no lean)	12%	(77)	36%	(233)	27%	(177)	25%	(165)	652
PID: Rep (no lean)	7%	(42)	20%	(126)	29%	(186)	44%	(282)	636
PID/Gender: Dem Men	31%	(130)	46%	(195)	17%	(73)	6%	(26)	424
PID/Gender: Dem Women	26%	(126)	42%	(203)	23%	(110)	10%	(49)	488
PID/Gender: Ind Men	13%	(40)	39%	(120)	24%	(73)	24%	(72)	306
PID/Gender: Ind Women	11%	(37)	32%	(113)	30%	(104)	27%	(93)	346
PID/Gender: Rep Men	10%	(34)	20%	(68)	29%	(95)	41%	(135)	332
PID/Gender: Rep Women	3%	(8)	19%	(58)	30%	(91)	48%	(147)	304
Ideo: Liberal (1-3)	38%	(252)	46%	(299)	10%	(66)	6%	(38)	655
Ideo: Moderate (4)	9%	(59)	38%	(243)	36%	(229)	18%	(113)	644
Ideo: Conservative (5-7)	7%	(46)	20%	(134)	27%	(176)	46%	(306)	663
Educ: < College	15%	(220)	33%	(499)	27%	(404)	26%	(389)	1512
Educ: Bachelors degree	19%	(84)	39%	(172)	22%	(96)	21%	(92)	444
Educ: Post-grad	29%	(71)	35%	(86)	19%	(46)	17%	(40)	244
Income: Under 50k	15%	(165)	35%	(392)	27%	(297)	24%	(267)	1121
Income: 50k-100k	18%	(123)	33%	(227)	24%	(161)	25%	(170)	681
Income: 100k+	22%	(88)	35%	(139)	22%	(87)	21%	(84)	398
Ethnicity: White	14%	(245)	33%	(574)	26%	(439)	27%	(464)	1722

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**Table MCBR4\_9:** How favorable or unfavorable are each of the following approaches that brands might take on a social media post about political division?  
*Liberal*

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Total N
Adults	17%	(376)	34%	(757)	25%	(546)	24%	(521)	2200
Ethnicity: Hispanic	24%	(83)	47%	(165)	18%	(62)	11%	(39)	349
Ethnicity: Black	30%	(83)	40%	(110)	20%	(54)	10%	(28)	274
Ethnicity: Other	24%	(48)	36%	(73)	26%	(53)	14%	(29)	204
All Christian	17%	(180)	33%	(348)	24%	(252)	27%	(285)	1064
All Non-Christian	29%	(42)	36%	(52)	25%	(36)	9%	(13)	143
Atheist	31%	(24)	43%	(34)	19%	(15)	7%	(6)	80
Agnostic/Nothing in particular	15%	(76)	37%	(189)	27%	(137)	21%	(104)	506
Something Else	13%	(54)	33%	(134)	26%	(107)	28%	(113)	408
Religious Non-Protestant/Catholic	27%	(43)	34%	(54)	27%	(42)	12%	(19)	158
Evangelical	18%	(123)	33%	(221)	20%	(139)	29%	(195)	678
Non-Evangelical	14%	(108)	32%	(246)	28%	(212)	26%	(194)	760
Community: Urban	24%	(177)	43%	(310)	22%	(157)	11%	(81)	725
Community: Suburban	15%	(136)	32%	(296)	26%	(242)	28%	(259)	934
Community: Rural	12%	(62)	28%	(151)	27%	(147)	33%	(181)	541
Employ: Private Sector	23%	(148)	35%	(227)	22%	(142)	21%	(138)	654
Employ: Government	20%	(30)	47%	(72)	19%	(29)	14%	(22)	153
Employ: Self-Employed	17%	(31)	31%	(55)	23%	(42)	29%	(51)	178
Employ: Homemaker	16%	(18)	32%	(37)	21%	(24)	31%	(36)	115
Employ: Student	28%	(39)	41%	(58)	23%	(33)	7%	(10)	140
Employ: Retired	9%	(46)	30%	(151)	26%	(129)	34%	(170)	496
Employ: Unemployed	14%	(44)	33%	(101)	34%	(102)	19%	(57)	305
Employ: Other	12%	(19)	35%	(56)	29%	(46)	24%	(37)	158
Military HH: Yes	19%	(74)	24%	(93)	26%	(99)	30%	(116)	381
Military HH: No	17%	(301)	37%	(664)	25%	(448)	22%	(406)	1819
RD/WT: Right Direction	23%	(122)	33%	(176)	23%	(122)	21%	(109)	529
RD/WT: Wrong Track	15%	(254)	35%	(581)	25%	(424)	25%	(412)	1671
Trump Job Approve	11%	(85)	20%	(158)	26%	(201)	44%	(343)	787
Trump Job Disapprove	21%	(284)	43%	(570)	24%	(319)	12%	(162)	1336

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**Table MCBR4\_9:** How favorable or unfavorable are each of the following approaches that brands might take on a social media post about political division?

Liberal

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Total N
Adults	17%	(376)	34%	(757)	25%	(546)	24%	(521)	2200
Trump Job Strongly Approve	12%	(57)	17%	(82)	21%	(101)	50%	(237)	476
Trump Job Somewhat Approve	9%	(28)	25%	(77)	32%	(100)	34%	(107)	311
Trump Job Somewhat Disapprove	12%	(34)	43%	(116)	30%	(82)	14%	(39)	271
Trump Job Strongly Disapprove	24%	(251)	43%	(455)	22%	(237)	12%	(123)	1066
Favorable of Trump	10%	(76)	21%	(170)	26%	(203)	43%	(341)	789
Unfavorable of Trump	22%	(283)	41%	(540)	25%	(322)	12%	(163)	1308
Very Favorable of Trump	11%	(51)	17%	(80)	21%	(99)	51%	(242)	472
Somewhat Favorable of Trump	8%	(24)	28%	(90)	33%	(104)	31%	(99)	318
Somewhat Unfavorable of Trump	12%	(26)	39%	(84)	31%	(66)	18%	(40)	216
Very Unfavorable of Trump	24%	(257)	42%	(457)	23%	(256)	11%	(123)	1092
#1 Issue: Economy	13%	(114)	31%	(262)	28%	(240)	28%	(243)	860
#1 Issue: Security	14%	(39)	28%	(80)	23%	(66)	36%	(104)	289
#1 Issue: Health Care	22%	(79)	41%	(145)	23%	(82)	13%	(45)	351
#1 Issue: Medicare / Social Security	14%	(37)	36%	(95)	28%	(74)	23%	(61)	267
#1 Issue: Women's Issues	31%	(30)	40%	(39)	14%	(14)	16%	(15)	98
#1 Issue: Education	23%	(25)	40%	(44)	22%	(25)	15%	(17)	111
#1 Issue: Energy	34%	(28)	38%	(32)	18%	(15)	10%	(8)	83
#1 Issue: Other	17%	(24)	42%	(59)	22%	(31)	19%	(27)	141
2020 Vote: Joe Biden	27%	(277)	45%	(457)	20%	(206)	8%	(85)	1024
2020 Vote: Donald Trump	7%	(46)	19%	(125)	27%	(182)	47%	(314)	667
2020 Vote: Other	7%	(6)	35%	(29)	36%	(30)	23%	(19)	84
2020 Vote: Didn't Vote	11%	(47)	34%	(145)	30%	(127)	24%	(102)	421
2018 House Vote: Democrat	26%	(201)	45%	(352)	19%	(149)	9%	(73)	774
2018 House Vote: Republican	8%	(45)	19%	(107)	24%	(132)	49%	(274)	558
2016 Vote: Hillary Clinton	26%	(183)	46%	(325)	19%	(134)	9%	(62)	703
2016 Vote: Donald Trump	8%	(50)	21%	(137)	26%	(168)	45%	(292)	647
2016 Vote: Other	9%	(8)	38%	(33)	34%	(30)	19%	(17)	87
2016 Vote: Didn't Vote	17%	(130)	35%	(263)	28%	(215)	20%	(151)	759

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**Table MCBR4\_9:** How favorable or unfavorable are each of the following approaches that brands might take on a social media post about political division?  
*Liberal*

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Total N
Adults	17%	(376)	34%	(757)	25%	(546)	24%	(521)	2200
Voted in 2014: Yes	18%	(218)	34%	(415)	21%	(256)	27%	(327)	1216
Voted in 2014: No	16%	(158)	35%	(342)	29%	(290)	20%	(194)	984
4-Region: Northeast	21%	(83)	41%	(163)	17%	(67)	21%	(81)	394
4-Region: Midwest	10%	(46)	35%	(164)	30%	(139)	25%	(115)	462
4-Region: South	17%	(140)	30%	(247)	28%	(231)	25%	(207)	824
4-Region: West	21%	(107)	35%	(184)	21%	(109)	23%	(119)	520

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



**Table MCBR4\_10:** How favorable or unfavorable are each of the following approaches that brands might take on a social media post about political division?

Conservative

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Total N
Adults	16%	(363)	36%	(797)	27%	(595)	20%	(446)	2200
Gender: Male	19%	(204)	36%	(384)	27%	(284)	18%	(190)	1062
Gender: Female	14%	(159)	36%	(413)	27%	(311)	22%	(256)	1138
Age: 18-34	16%	(106)	37%	(239)	30%	(194)	18%	(116)	655
Age: 35-44	23%	(83)	36%	(129)	25%	(91)	15%	(54)	358
Age: 45-64	17%	(130)	37%	(279)	24%	(177)	22%	(165)	751
Age: 65+	10%	(43)	34%	(149)	31%	(133)	25%	(110)	436
GenZers: 1997-2012	12%	(41)	30%	(100)	36%	(118)	22%	(72)	331
Millennials: 1981-1996	23%	(136)	39%	(236)	23%	(141)	14%	(87)	599
GenXers: 1965-1980	17%	(91)	36%	(192)	24%	(129)	22%	(119)	531
Baby Boomers: 1946-1964	13%	(85)	37%	(247)	27%	(177)	23%	(150)	659
PID: Dem (no lean)	16%	(143)	35%	(315)	29%	(265)	21%	(188)	912
PID: Ind (no lean)	12%	(79)	38%	(250)	29%	(190)	20%	(132)	652
PID: Rep (no lean)	22%	(141)	36%	(231)	22%	(139)	20%	(125)	636
PID/Gender: Dem Men	19%	(82)	35%	(149)	29%	(124)	16%	(69)	424
PID/Gender: Dem Women	13%	(61)	34%	(167)	29%	(141)	24%	(119)	488
PID/Gender: Ind Men	13%	(41)	35%	(108)	29%	(88)	23%	(70)	306
PID/Gender: Ind Women	11%	(38)	41%	(143)	30%	(103)	18%	(63)	346
PID/Gender: Rep Men	25%	(81)	38%	(127)	22%	(72)	15%	(51)	332
PID/Gender: Rep Women	20%	(59)	34%	(104)	22%	(67)	24%	(74)	304
Ideo: Liberal (1-3)	14%	(93)	26%	(173)	31%	(201)	29%	(187)	655
Ideo: Moderate (4)	11%	(69)	43%	(276)	31%	(202)	15%	(98)	644
Ideo: Conservative (5-7)	27%	(178)	38%	(251)	19%	(126)	16%	(109)	663
Educ: < College	16%	(238)	36%	(546)	28%	(416)	21%	(312)	1512
Educ: Bachelors degree	16%	(69)	38%	(167)	26%	(116)	21%	(91)	444
Educ: Post-grad	23%	(55)	34%	(84)	26%	(62)	18%	(43)	244
Income: Under 50k	14%	(162)	37%	(412)	28%	(316)	21%	(232)	1121
Income: 50k-100k	15%	(103)	38%	(256)	26%	(180)	21%	(142)	681
Income: 100k+	25%	(99)	32%	(129)	25%	(99)	18%	(72)	398
Ethnicity: White	16%	(284)	36%	(617)	27%	(471)	20%	(350)	1722

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**Table MCBR4\_10:** How favorable or unfavorable are each of the following approaches that brands might take on a social media post about political division?

Conservative

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Total N
Adults	16%	(363)	36%	(797)	27%	(595)	20%	(446)	2200
Ethnicity: Hispanic	15%	(52)	37%	(131)	28%	(97)	20%	(69)	349
Ethnicity: Black	17%	(46)	42%	(116)	22%	(61)	18%	(51)	274
Ethnicity: Other	16%	(33)	31%	(64)	31%	(62)	22%	(45)	204
All Christian	19%	(201)	37%	(389)	25%	(268)	19%	(206)	1064
All Non-Christian	20%	(29)	40%	(56)	28%	(41)	12%	(17)	143
Atheist	4%	(3)	26%	(21)	32%	(26)	37%	(30)	80
Agnostic/Nothing in particular	12%	(63)	32%	(160)	33%	(169)	23%	(114)	506
Something Else	16%	(66)	42%	(171)	22%	(91)	19%	(79)	408
Religious Non-Protestant/Catholic	19%	(30)	41%	(64)	27%	(43)	13%	(20)	158
Evangelical	24%	(160)	39%	(266)	21%	(144)	16%	(108)	678
Non-Evangelical	13%	(101)	36%	(276)	28%	(211)	23%	(172)	760
Community: Urban	22%	(156)	40%	(288)	24%	(171)	15%	(109)	725
Community: Suburban	14%	(128)	34%	(320)	30%	(282)	22%	(204)	934
Community: Rural	14%	(78)	35%	(188)	26%	(142)	25%	(133)	541
Employ: Private Sector	20%	(132)	37%	(240)	25%	(161)	19%	(122)	654
Employ: Government	16%	(24)	39%	(60)	27%	(41)	18%	(28)	153
Employ: Self-Employed	15%	(28)	38%	(68)	24%	(43)	22%	(40)	178
Employ: Homemaker	19%	(22)	35%	(41)	25%	(29)	20%	(23)	115
Employ: Student	22%	(31)	29%	(41)	30%	(42)	19%	(26)	140
Employ: Retired	14%	(68)	37%	(182)	28%	(137)	22%	(109)	496
Employ: Unemployed	15%	(46)	33%	(100)	32%	(98)	20%	(61)	305
Employ: Other	8%	(12)	41%	(65)	28%	(44)	24%	(37)	158
Military HH: Yes	20%	(78)	30%	(114)	24%	(91)	26%	(99)	381
Military HH: No	16%	(285)	38%	(683)	28%	(504)	19%	(347)	1819
RD/WT: Right Direction	28%	(149)	38%	(202)	21%	(109)	13%	(69)	529
RD/WT: Wrong Track	13%	(214)	36%	(595)	29%	(486)	23%	(376)	1671
Trump Job Approve	24%	(188)	36%	(282)	21%	(162)	20%	(155)	787
Trump Job Disapprove	13%	(170)	36%	(480)	31%	(408)	21%	(279)	1336

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**Table MCBR4\_10:** How favorable or unfavorable are each of the following approaches that brands might take on a social media post about political division?

Conservative

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Total N
Adults	16%	(363)	36%	(797)	27%	(595)	20%	(446)	2200
Trump Job Strongly Approve	27%	(127)	31%	(148)	20%	(96)	22%	(105)	476
Trump Job Somewhat Approve	20%	(61)	43%	(133)	21%	(66)	16%	(50)	311
Trump Job Somewhat Disapprove	15%	(42)	48%	(131)	29%	(77)	8%	(21)	271
Trump Job Strongly Disapprove	12%	(128)	33%	(349)	31%	(331)	24%	(258)	1066
Favorable of Trump	24%	(187)	37%	(289)	21%	(168)	18%	(146)	789
Unfavorable of Trump	12%	(159)	35%	(459)	31%	(406)	22%	(285)	1308
Very Favorable of Trump	26%	(124)	30%	(144)	21%	(97)	23%	(107)	472
Somewhat Favorable of Trump	20%	(63)	46%	(145)	22%	(71)	12%	(39)	318
Somewhat Unfavorable of Trump	16%	(34)	43%	(92)	31%	(67)	11%	(23)	216
Very Unfavorable of Trump	11%	(125)	34%	(366)	31%	(339)	24%	(262)	1092
#1 Issue: Economy	18%	(153)	38%	(329)	25%	(213)	19%	(165)	860
#1 Issue: Security	24%	(70)	33%	(94)	21%	(61)	22%	(64)	289
#1 Issue: Health Care	18%	(62)	36%	(126)	33%	(115)	14%	(49)	351
#1 Issue: Medicare / Social Security	9%	(23)	41%	(111)	29%	(77)	21%	(55)	267
#1 Issue: Women's Issues	16%	(16)	22%	(22)	28%	(28)	33%	(32)	98
#1 Issue: Education	18%	(20)	31%	(35)	29%	(32)	22%	(25)	111
#1 Issue: Energy	11%	(9)	33%	(27)	29%	(24)	27%	(23)	83
#1 Issue: Other	7%	(10)	38%	(53)	32%	(45)	24%	(33)	141
2020 Vote: Joe Biden	15%	(154)	36%	(365)	27%	(282)	22%	(225)	1024
2020 Vote: Donald Trump	20%	(134)	37%	(245)	22%	(150)	21%	(138)	667
2020 Vote: Other	11%	(9)	27%	(22)	43%	(36)	19%	(16)	84
2020 Vote: Didn't Vote	16%	(66)	39%	(164)	30%	(126)	16%	(65)	421
2018 House Vote: Democrat	15%	(113)	34%	(264)	31%	(237)	21%	(159)	774
2018 House Vote: Republican	20%	(113)	37%	(204)	21%	(116)	22%	(124)	558
2016 Vote: Hillary Clinton	15%	(108)	33%	(234)	30%	(211)	21%	(150)	703
2016 Vote: Donald Trump	21%	(138)	37%	(237)	22%	(145)	20%	(127)	647
2016 Vote: Other	8%	(7)	35%	(30)	37%	(32)	21%	(18)	87
2016 Vote: Didn't Vote	14%	(110)	38%	(292)	27%	(207)	20%	(150)	759

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**Table MCBR4\_10:** How favorable or unfavorable are each of the following approaches that brands might take on a social media post about political division?

Conservative

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Total N
Adults	16%	(363)	36%	(797)	27%	(595)	20%	(446)	2200
Voted in 2014: Yes	16%	(194)	35%	(422)	27%	(328)	22%	(272)	1216
Voted in 2014: No	17%	(169)	38%	(375)	27%	(267)	18%	(174)	984
4-Region: Northeast	19%	(75)	39%	(154)	22%	(88)	19%	(76)	394
4-Region: Midwest	11%	(52)	36%	(167)	31%	(145)	21%	(98)	462
4-Region: South	17%	(142)	33%	(276)	28%	(230)	22%	(177)	824
4-Region: West	18%	(94)	39%	(200)	25%	(131)	18%	(94)	520

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

**Table MCBR4\_11:** How favorable or unfavorable are each of the following approaches that brands might take on a social media post about political division?  
Unifying

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Total N
Adults	30%	(661)	37%	(825)	18%	(404)	14%	(311)	2200
Gender: Male	31%	(329)	39%	(418)	17%	(181)	13%	(133)	1062
Gender: Female	29%	(331)	36%	(407)	20%	(222)	16%	(178)	1138
Age: 18-34	32%	(208)	40%	(265)	19%	(122)	9%	(60)	655
Age: 35-44	36%	(127)	37%	(134)	16%	(58)	11%	(39)	358
Age: 45-64	28%	(214)	35%	(266)	20%	(148)	16%	(123)	751
Age: 65+	26%	(111)	37%	(160)	17%	(75)	20%	(89)	436
GenZers: 1997-2012	29%	(96)	39%	(130)	20%	(66)	12%	(40)	331
Millennials: 1981-1996	36%	(216)	42%	(249)	15%	(87)	8%	(48)	599
GenXers: 1965-1980	28%	(151)	33%	(175)	22%	(118)	16%	(87)	531
Baby Boomers: 1946-1964	27%	(177)	38%	(250)	18%	(116)	18%	(116)	659
PID: Dem (no lean)	38%	(349)	37%	(340)	15%	(137)	9%	(86)	912
PID: Ind (no lean)	26%	(169)	38%	(245)	21%	(140)	15%	(98)	652
PID: Rep (no lean)	22%	(142)	38%	(240)	20%	(127)	20%	(127)	636
PID/Gender: Dem Men	41%	(174)	37%	(158)	14%	(58)	8%	(33)	424
PID/Gender: Dem Women	36%	(175)	37%	(181)	16%	(79)	11%	(53)	488
PID/Gender: Ind Men	25%	(75)	42%	(128)	19%	(58)	15%	(45)	306
PID/Gender: Ind Women	27%	(94)	34%	(117)	24%	(82)	16%	(54)	346
PID/Gender: Rep Men	24%	(80)	40%	(131)	20%	(66)	17%	(56)	332
PID/Gender: Rep Women	21%	(63)	36%	(108)	20%	(61)	23%	(71)	304
Ideo: Liberal (1-3)	43%	(283)	37%	(240)	12%	(77)	8%	(55)	655
Ideo: Moderate (4)	28%	(180)	36%	(235)	23%	(149)	13%	(81)	644
Ideo: Conservative (5-7)	24%	(159)	40%	(265)	17%	(114)	19%	(125)	663
Educ: < College	27%	(403)	37%	(559)	20%	(304)	16%	(246)	1512
Educ: Bachelors degree	36%	(160)	39%	(173)	16%	(69)	9%	(42)	444
Educ: Post-grad	40%	(97)	38%	(93)	13%	(31)	9%	(23)	244
Income: Under 50k	27%	(306)	36%	(408)	21%	(240)	15%	(167)	1121
Income: 50k-100k	32%	(217)	39%	(266)	15%	(100)	14%	(98)	681
Income: 100k+	34%	(137)	38%	(151)	16%	(63)	12%	(47)	398
Ethnicity: White	29%	(508)	37%	(642)	19%	(329)	14%	(244)	1722

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**Table MCBR4\_11:** How favorable or unfavorable are each of the following approaches that brands might take on a social media post about political division?  
Unifying

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Total N
Adults	30%	(661)	37%	(825)	18%	(404)	14%	(311)	2200
Ethnicity: Hispanic	31%	(107)	41%	(144)	17%	(58)	12%	(40)	349
Ethnicity: Black	35%	(97)	35%	(96)	15%	(41)	15%	(41)	274
Ethnicity: Other	28%	(56)	42%	(86)	17%	(34)	13%	(27)	204
All Christian	31%	(326)	37%	(390)	17%	(176)	16%	(172)	1064
All Non-Christian	34%	(48)	43%	(62)	15%	(22)	8%	(11)	143
Atheist	30%	(24)	46%	(36)	15%	(12)	10%	(8)	80
Agnostic/Nothing in particular	30%	(151)	37%	(188)	20%	(103)	12%	(63)	506
Something Else	27%	(112)	36%	(148)	22%	(90)	14%	(57)	408
Religious Non-Protestant/Catholic	33%	(52)	43%	(67)	16%	(25)	8%	(13)	158
Evangelical	31%	(208)	37%	(251)	16%	(109)	16%	(110)	678
Non-Evangelical	29%	(220)	36%	(273)	20%	(154)	15%	(113)	760
Community: Urban	35%	(250)	41%	(300)	15%	(110)	9%	(65)	725
Community: Suburban	30%	(280)	35%	(330)	20%	(188)	15%	(136)	934
Community: Rural	24%	(130)	36%	(195)	20%	(106)	20%	(111)	541
Employ: Private Sector	35%	(226)	40%	(261)	15%	(96)	11%	(72)	654
Employ: Government	33%	(51)	44%	(68)	13%	(21)	10%	(15)	153
Employ: Self-Employed	34%	(60)	31%	(55)	18%	(32)	17%	(31)	178
Employ: Homemaker	29%	(33)	29%	(34)	23%	(26)	19%	(22)	115
Employ: Student	36%	(50)	38%	(53)	17%	(24)	10%	(13)	140
Employ: Retired	28%	(137)	35%	(172)	18%	(91)	19%	(97)	496
Employ: Unemployed	21%	(64)	43%	(131)	24%	(72)	12%	(38)	305
Employ: Other	25%	(40)	33%	(52)	27%	(42)	15%	(24)	158
Military HH: Yes	31%	(118)	34%	(130)	16%	(62)	19%	(72)	381
Military HH: No	30%	(543)	38%	(694)	19%	(342)	13%	(240)	1819
RD/WT: Right Direction	30%	(158)	39%	(205)	18%	(94)	14%	(72)	529
RD/WT: Wrong Track	30%	(502)	37%	(620)	19%	(309)	14%	(239)	1671
Trump Job Approve	22%	(171)	36%	(287)	20%	(157)	22%	(172)	787
Trump Job Disapprove	36%	(481)	38%	(509)	16%	(218)	10%	(128)	1336

Continued on next page

**Table MCBR4\_11:** How favorable or unfavorable are each of the following approaches that brands might take on a social media post about political division?  
Unifying

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Total N
Adults	30%	(661)	37%	(825)	18%	(404)	14%	(311)	2200
Trump Job Strongly Approve	21%	(98)	37%	(175)	19%	(90)	24%	(112)	476
Trump Job Somewhat Approve	23%	(73)	36%	(112)	21%	(67)	19%	(60)	311
Trump Job Somewhat Disapprove	27%	(74)	46%	(125)	19%	(52)	7%	(19)	271
Trump Job Strongly Disapprove	38%	(407)	36%	(384)	16%	(166)	10%	(109)	1066
Favorable of Trump	22%	(172)	37%	(293)	20%	(159)	21%	(166)	789
Unfavorable of Trump	36%	(467)	37%	(486)	17%	(227)	10%	(128)	1308
Very Favorable of Trump	21%	(101)	34%	(163)	18%	(87)	26%	(121)	472
Somewhat Favorable of Trump	22%	(70)	41%	(130)	23%	(72)	14%	(45)	318
Somewhat Unfavorable of Trump	29%	(62)	39%	(84)	23%	(50)	9%	(20)	216
Very Unfavorable of Trump	37%	(405)	37%	(402)	16%	(177)	10%	(108)	1092
#1 Issue: Economy	28%	(241)	38%	(323)	20%	(175)	14%	(121)	860
#1 Issue: Security	22%	(64)	34%	(99)	20%	(59)	23%	(67)	289
#1 Issue: Health Care	38%	(132)	38%	(135)	17%	(60)	7%	(25)	351
#1 Issue: Medicare / Social Security	26%	(68)	44%	(117)	15%	(39)	16%	(42)	267
#1 Issue: Women's Issues	35%	(34)	36%	(36)	20%	(19)	9%	(9)	98
#1 Issue: Education	31%	(34)	33%	(37)	16%	(18)	20%	(22)	111
#1 Issue: Energy	47%	(39)	33%	(27)	14%	(12)	7%	(5)	83
#1 Issue: Other	35%	(49)	36%	(51)	15%	(21)	14%	(20)	141
2020 Vote: Joe Biden	40%	(405)	40%	(405)	12%	(127)	8%	(87)	1024
2020 Vote: Donald Trump	20%	(132)	37%	(247)	21%	(139)	22%	(148)	667
2020 Vote: Other	28%	(23)	33%	(28)	26%	(22)	13%	(11)	84
2020 Vote: Didn't Vote	23%	(98)	34%	(145)	27%	(114)	15%	(64)	421
2018 House Vote: Democrat	41%	(315)	39%	(303)	12%	(90)	9%	(67)	774
2018 House Vote: Republican	24%	(133)	35%	(197)	20%	(113)	20%	(114)	558
2016 Vote: Hillary Clinton	43%	(304)	39%	(271)	11%	(75)	8%	(53)	703
2016 Vote: Donald Trump	20%	(132)	37%	(241)	22%	(139)	21%	(135)	647
2016 Vote: Other	34%	(29)	34%	(30)	20%	(17)	12%	(11)	87
2016 Vote: Didn't Vote	26%	(195)	37%	(283)	23%	(172)	14%	(109)	759

Continued on next page

**Table MCBR4\_11:** *How favorable or unfavorable are each of the following approaches that brands might take on a social media post about political division?*  
*Unifying*

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Total N
Adults	30%	(661)	37%	(825)	18%	(404)	14%	(311)	2200
Voted in 2014: Yes	32%	(390)	37%	(454)	15%	(188)	15%	(184)	1216
Voted in 2014: No	27%	(270)	38%	(371)	22%	(216)	13%	(127)	984
4-Region: Northeast	36%	(140)	40%	(158)	13%	(50)	12%	(45)	394
4-Region: Midwest	27%	(123)	38%	(175)	20%	(91)	16%	(73)	462
4-Region: South	27%	(224)	35%	(290)	21%	(176)	16%	(134)	824
4-Region: West	33%	(173)	39%	(201)	17%	(88)	11%	(58)	520

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



**Table MCBR5:** *Do you think the message above is appropriate or inappropriate for a brand to post on social media?*

Demographic	Very appropriate		Somewhat appropriate		Somewhat inappropriate		Very inappropriate		Total N
Adults	23%	(176)	25%	(188)	25%	(190)	26%	(195)	750
Gender: Male	30%	(106)	26%	(92)	21%	(76)	23%	(84)	358
Gender: Female	18%	(70)	25%	(97)	29%	(114)	28%	(112)	392
Age: 18-34	23%	(48)	32%	(65)	27%	(55)	18%	(37)	205
Age: 35-44	40%	(55)	23%	(32)	15%	(21)	23%	(31)	140
Age: 45-64	21%	(54)	24%	(61)	23%	(57)	32%	(82)	253
Age: 65+	13%	(19)	20%	(30)	38%	(58)	30%	(45)	152
GenZers: 1997-2012	21%	(24)	33%	(37)	31%	(34)	15%	(17)	112
Millennials: 1981-1996	35%	(71)	28%	(56)	17%	(35)	20%	(40)	201
GenXers: 1965-1980	20%	(38)	23%	(43)	18%	(34)	39%	(72)	187
Baby Boomers: 1946-1964	17%	(37)	20%	(44)	35%	(77)	28%	(61)	219
PID: Dem (no lean)	33%	(96)	24%	(71)	24%	(69)	20%	(58)	294
PID: Ind (no lean)	16%	(37)	29%	(67)	25%	(59)	30%	(70)	234
PID: Rep (no lean)	20%	(44)	23%	(50)	28%	(62)	30%	(67)	223
PID/Gender: Dem Men	46%	(56)	25%	(31)	16%	(20)	13%	(17)	123
PID/Gender: Dem Women	23%	(39)	23%	(40)	29%	(49)	24%	(42)	171
PID/Gender: Ind Men	19%	(19)	29%	(30)	19%	(20)	33%	(35)	104
PID/Gender: Ind Women	14%	(18)	29%	(38)	30%	(39)	27%	(36)	130
PID/Gender: Rep Men	23%	(31)	24%	(31)	28%	(36)	25%	(33)	131
PID/Gender: Rep Women	14%	(13)	21%	(19)	28%	(26)	37%	(34)	92
Ideo: Liberal (1-3)	33%	(62)	23%	(44)	21%	(38)	23%	(43)	187
Ideo: Moderate (4)	23%	(50)	25%	(56)	26%	(58)	26%	(59)	224
Ideo: Conservative (5-7)	19%	(48)	24%	(60)	29%	(73)	27%	(68)	248
Educ: < College	22%	(116)	27%	(144)	25%	(135)	27%	(143)	539
Educ: Bachelors degree	22%	(29)	19%	(25)	32%	(42)	28%	(37)	133
Educ: Post-grad	39%	(31)	24%	(19)	17%	(13)	19%	(15)	79
Income: Under 50k	23%	(88)	30%	(114)	25%	(98)	22%	(85)	385
Income: 50k-100k	17%	(39)	22%	(52)	28%	(64)	34%	(78)	233
Income: 100k+	37%	(49)	17%	(23)	21%	(28)	24%	(32)	133
Ethnicity: White	21%	(125)	24%	(139)	27%	(158)	28%	(162)	584
Ethnicity: Hispanic	35%	(44)	22%	(27)	23%	(28)	20%	(25)	124
Ethnicity: Black	29%	(28)	31%	(30)	16%	(15)	24%	(23)	96

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**Table MCBR5:** *Do you think the message above is appropriate or inappropriate for a brand to post on social media?*

Demographic	Very appropriate		Somewhat appropriate		Somewhat inappropriate		Very inappropriate		Total N
Adults	23%	(176)	25%	(188)	25%	(190)	26%	(195)	750
Ethnicity: Other	34%	(24)	28%	(19)	24%	(17)	15%	(11)	70
All Christian	26%	(96)	21%	(78)	23%	(88)	30%	(112)	374
Agnostic/Nothing in particular	18%	(34)	27%	(51)	29%	(55)	25%	(46)	186
Something Else	20%	(25)	32%	(40)	25%	(30)	23%	(28)	124
Evangelical	27%	(62)	25%	(57)	21%	(48)	27%	(62)	229
Non-Evangelical	23%	(59)	21%	(54)	26%	(68)	29%	(75)	255
Community: Urban	32%	(78)	29%	(70)	21%	(51)	18%	(44)	243
Community: Suburban	20%	(64)	26%	(82)	28%	(88)	27%	(85)	319
Community: Rural	18%	(34)	19%	(37)	27%	(51)	35%	(67)	189
Employ: Private Sector	27%	(60)	23%	(51)	21%	(46)	28%	(62)	219
Employ: Self-Employed	29%	(17)	34%	(20)	15%	(9)	22%	(13)	58
Employ: Retired	13%	(21)	24%	(40)	35%	(58)	28%	(46)	164
Employ: Unemployed	24%	(27)	31%	(34)	23%	(25)	23%	(25)	111
Employ: Other	26%	(16)	17%	(11)	33%	(20)	24%	(15)	62
Military HH: Yes	21%	(31)	20%	(29)	28%	(40)	31%	(44)	144
Military HH: No	24%	(145)	26%	(159)	25%	(150)	25%	(151)	606
RD/WT: Right Direction	32%	(60)	27%	(50)	23%	(43)	17%	(32)	186
RD/WT: Wrong Track	21%	(116)	25%	(138)	26%	(147)	29%	(163)	564
Trump Job Approve	22%	(60)	25%	(69)	28%	(77)	25%	(70)	276
Trump Job Disapprove	24%	(108)	25%	(113)	24%	(104)	27%	(117)	442
Trump Job Strongly Approve	21%	(35)	22%	(36)	29%	(49)	29%	(48)	169
Trump Job Somewhat Approve	23%	(25)	30%	(32)	26%	(28)	21%	(22)	107
Trump Job Somewhat Disapprove	22%	(16)	33%	(25)	23%	(17)	22%	(16)	73
Trump Job Strongly Disapprove	25%	(92)	24%	(88)	24%	(87)	27%	(101)	368
Favorable of Trump	22%	(61)	24%	(69)	26%	(74)	28%	(80)	283
Unfavorable of Trump	24%	(104)	25%	(110)	26%	(112)	25%	(108)	434
Very Favorable of Trump	24%	(40)	17%	(29)	27%	(44)	31%	(52)	165
Somewhat Favorable of Trump	18%	(21)	34%	(40)	25%	(29)	24%	(28)	118
Somewhat Unfavorable of Trump	26%	(15)	31%	(18)	24%	(14)	19%	(11)	58
Very Unfavorable of Trump	24%	(89)	25%	(93)	26%	(98)	26%	(96)	376

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**Table MCBR5:** Do you think the message above is appropriate or inappropriate for a brand to post on social media?

Demographic	Very appropriate		Somewhat appropriate		Somewhat inappropriate		Very inappropriate		Total N
Adults	23%	(176)	25%	(188)	25%	(190)	26%	(195)	750
#1 Issue: Economy	25%	(78)	23%	(73)	22%	(70)	30%	(94)	315
#1 Issue: Security	21%	(21)	23%	(23)	25%	(25)	31%	(31)	99
#1 Issue: Health Care	23%	(25)	30%	(33)	26%	(29)	20%	(22)	110
#1 Issue: Medicare / Social Security	22%	(21)	22%	(21)	30%	(29)	26%	(24)	95
2020 Vote: Joe Biden	29%	(97)	25%	(85)	22%	(76)	24%	(80)	338
2020 Vote: Donald Trump	18%	(43)	22%	(53)	27%	(65)	32%	(77)	237
2020 Vote: Didn't Vote	23%	(33)	26%	(38)	27%	(39)	24%	(34)	144
2018 House Vote: Democrat	33%	(86)	21%	(54)	21%	(55)	24%	(63)	256
2018 House Vote: Republican	20%	(37)	26%	(47)	25%	(45)	30%	(55)	185
2016 Vote: Hillary Clinton	32%	(74)	21%	(49)	23%	(54)	24%	(55)	232
2016 Vote: Donald Trump	19%	(42)	22%	(49)	25%	(55)	34%	(75)	221
2016 Vote: Didn't Vote	20%	(54)	30%	(79)	28%	(73)	22%	(60)	266
Voted in 2014: Yes	26%	(107)	24%	(99)	23%	(97)	27%	(110)	414
Voted in 2014: No	21%	(69)	26%	(89)	28%	(93)	25%	(85)	337
4-Region: Northeast	35%	(42)	28%	(34)	14%	(17)	23%	(27)	120
4-Region: Midwest	20%	(32)	28%	(46)	25%	(41)	27%	(44)	163
4-Region: South	24%	(72)	21%	(64)	28%	(86)	28%	(85)	306
4-Region: West	18%	(30)	28%	(45)	29%	(47)	24%	(39)	161

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

**Table MCBR6:** *Would you have a more or less favorable view of a brand for posting the above message on social media, or would it have no impact?*

Demographic	Much more favorable		Somewhat more favorable		No impact		Somewhat less favorable		Much less favorable		Total N
Adults	13%	(100)	13%	(101)	37%	(281)	16%	(121)	20%	(147)	750
Gender: Male	17%	(62)	15%	(53)	32%	(113)	15%	(55)	21%	(74)	358
Gender: Female	10%	(38)	12%	(48)	43%	(168)	17%	(66)	18%	(72)	392
Age: 18-34	15%	(30)	15%	(32)	41%	(84)	15%	(31)	14%	(30)	205
Age: 35-44	26%	(36)	14%	(20)	36%	(50)	10%	(14)	14%	(19)	140
Age: 45-64	9%	(23)	13%	(33)	37%	(93)	17%	(44)	23%	(59)	253
Age: 65+	7%	(11)	11%	(16)	36%	(54)	21%	(32)	25%	(39)	152
GenZers: 1997-2012	12%	(14)	18%	(20)	45%	(50)	12%	(13)	13%	(15)	112
Millennials: 1981-1996	23%	(47)	15%	(30)	34%	(69)	14%	(28)	13%	(27)	201
GenXers: 1965-1980	8%	(16)	13%	(25)	38%	(71)	15%	(29)	25%	(47)	187
Baby Boomers: 1946-1964	9%	(20)	8%	(18)	38%	(82)	20%	(44)	25%	(56)	219
PID: Dem (no lean)	21%	(62)	18%	(52)	31%	(90)	16%	(48)	14%	(42)	294
PID: Ind (no lean)	7%	(16)	11%	(25)	44%	(103)	17%	(39)	21%	(50)	234
PID: Rep (no lean)	10%	(22)	11%	(24)	40%	(88)	15%	(34)	24%	(54)	223
PID/Gender: Dem Men	30%	(38)	22%	(27)	21%	(26)	14%	(18)	12%	(15)	123
PID/Gender: Dem Women	14%	(24)	15%	(25)	37%	(64)	17%	(30)	16%	(28)	171
PID/Gender: Ind Men	7%	(7)	14%	(14)	35%	(36)	18%	(19)	26%	(27)	104
PID/Gender: Ind Women	7%	(9)	8%	(10)	51%	(67)	16%	(21)	17%	(23)	130
PID/Gender: Rep Men	13%	(17)	9%	(12)	39%	(51)	14%	(19)	25%	(32)	131
PID/Gender: Rep Women	5%	(5)	14%	(13)	41%	(37)	16%	(15)	24%	(22)	92
Ideo: Liberal (1-3)	21%	(39)	14%	(27)	27%	(50)	19%	(36)	19%	(35)	187
Ideo: Moderate (4)	12%	(27)	19%	(43)	36%	(81)	16%	(35)	17%	(38)	224
Ideo: Conservative (5-7)	12%	(29)	8%	(20)	41%	(102)	17%	(42)	22%	(55)	248
Educ: < College	10%	(56)	13%	(69)	42%	(227)	14%	(78)	20%	(108)	539
Educ: Bachelors degree	17%	(22)	12%	(16)	29%	(39)	23%	(30)	19%	(25)	133
Educ: Post-grad	28%	(22)	20%	(16)	19%	(15)	16%	(13)	17%	(13)	79
Income: Under 50k	9%	(35)	13%	(51)	46%	(178)	17%	(65)	15%	(56)	385
Income: 50k-100k	12%	(28)	13%	(29)	33%	(78)	14%	(32)	28%	(66)	233
Income: 100k+	28%	(37)	16%	(21)	19%	(26)	18%	(24)	19%	(25)	133
Ethnicity: White	12%	(71)	13%	(74)	38%	(224)	17%	(101)	19%	(113)	584
Ethnicity: Hispanic	14%	(17)	16%	(20)	40%	(49)	17%	(21)	14%	(17)	124
Ethnicity: Black	17%	(16)	19%	(18)	32%	(30)	11%	(10)	21%	(21)	96

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**Table MCBR6:** *Would you have a more or less favorable view of a brand for posting the above message on social media, or would it have no impact?*

Demographic	Much more favorable		Somewhat more favorable		No impact		Somewhat less favorable		Much less favorable		Total N
Adults	13%	(100)	13%	(101)	37%	(281)	16%	(121)	20%	(147)	750
Ethnicity: Other	18%	(13)	13%	(9)	38%	(26)	13%	(9)	18%	(13)	70
All Christian	13%	(47)	13%	(50)	34%	(128)	17%	(63)	23%	(86)	374
Agnostic/Nothing in particular	12%	(23)	12%	(22)	41%	(76)	17%	(32)	18%	(33)	186
Something Else	15%	(18)	9%	(11)	47%	(59)	12%	(15)	17%	(21)	124
Evangelical	17%	(39)	9%	(21)	39%	(90)	11%	(26)	23%	(53)	229
Non-Evangelical	10%	(26)	14%	(36)	36%	(93)	20%	(51)	20%	(51)	255
Community: Urban	21%	(50)	14%	(33)	36%	(88)	15%	(38)	14%	(34)	243
Community: Suburban	12%	(37)	17%	(53)	35%	(110)	18%	(57)	19%	(61)	319
Community: Rural	7%	(13)	8%	(15)	44%	(83)	14%	(27)	27%	(51)	189
Employ: Private Sector	18%	(39)	18%	(38)	28%	(62)	15%	(34)	21%	(45)	219
Employ: Self-Employed	10%	(6)	14%	(8)	42%	(25)	16%	(9)	18%	(11)	58
Employ: Retired	6%	(10)	11%	(19)	38%	(63)	22%	(36)	23%	(37)	164
Employ: Unemployed	9%	(10)	10%	(11)	54%	(60)	10%	(12)	16%	(18)	111
Employ: Other	22%	(14)	12%	(7)	38%	(23)	14%	(9)	14%	(9)	62
Military HH: Yes	16%	(24)	11%	(16)	33%	(48)	13%	(19)	26%	(37)	144
Military HH: No	13%	(77)	14%	(86)	38%	(233)	17%	(101)	18%	(109)	606
RD/WT: Right Direction	20%	(37)	16%	(30)	36%	(67)	14%	(27)	14%	(26)	186
RD/WT: Wrong Track	11%	(64)	13%	(71)	38%	(214)	17%	(94)	21%	(121)	564
Trump Job Approve	13%	(37)	11%	(29)	40%	(111)	15%	(41)	21%	(57)	276
Trump Job Disapprove	14%	(61)	15%	(68)	34%	(150)	18%	(78)	19%	(86)	442
Trump Job Strongly Approve	12%	(21)	9%	(16)	40%	(67)	15%	(26)	23%	(39)	169
Trump Job Somewhat Approve	15%	(16)	13%	(14)	41%	(44)	14%	(15)	17%	(18)	107
Trump Job Somewhat Disapprove	11%	(8)	14%	(10)	40%	(29)	15%	(11)	20%	(15)	73
Trump Job Strongly Disapprove	14%	(52)	16%	(57)	33%	(120)	18%	(68)	19%	(71)	368
Favorable of Trump	13%	(37)	12%	(34)	38%	(106)	15%	(42)	23%	(64)	283
Unfavorable of Trump	13%	(56)	15%	(63)	37%	(162)	18%	(77)	17%	(76)	434
Very Favorable of Trump	11%	(19)	11%	(18)	35%	(58)	17%	(28)	25%	(42)	165
Somewhat Favorable of Trump	15%	(18)	14%	(16)	41%	(48)	12%	(14)	18%	(22)	118
Somewhat Unfavorable of Trump	11%	(7)	13%	(7)	45%	(26)	12%	(7)	18%	(11)	58
Very Unfavorable of Trump	13%	(49)	15%	(56)	36%	(136)	19%	(70)	17%	(65)	376

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**Table MCBR6:** *Would you have a more or less favorable view of a brand for posting the above message on social media, or would it have no impact?*

Demographic	Much more favorable		Somewhat more favorable		No impact		Somewhat less favorable		Much less favorable		Total N
Adults	13%	(100)	13%	(101)	37%	(281)	16%	(121)	20%	(147)	750
#1 Issue: Economy	12%	(39)	15%	(49)	38%	(119)	14%	(43)	21%	(66)	315
#1 Issue: Security	20%	(20)	7%	(7)	29%	(28)	17%	(17)	27%	(27)	99
#1 Issue: Health Care	11%	(12)	14%	(16)	49%	(54)	10%	(11)	15%	(17)	110
#1 Issue: Medicare / Social Security	10%	(9)	11%	(10)	31%	(30)	29%	(27)	19%	(19)	95
2020 Vote: Joe Biden	18%	(62)	17%	(57)	31%	(105)	16%	(56)	17%	(58)	338
2020 Vote: Donald Trump	9%	(21)	10%	(24)	39%	(91)	16%	(38)	26%	(62)	237
2020 Vote: Didn't Vote	10%	(14)	12%	(17)	46%	(66)	16%	(24)	16%	(23)	144
2018 House Vote: Democrat	19%	(50)	15%	(39)	30%	(77)	19%	(48)	17%	(43)	256
2018 House Vote: Republican	11%	(21)	10%	(18)	38%	(70)	16%	(30)	24%	(45)	185
2016 Vote: Hillary Clinton	19%	(45)	16%	(37)	31%	(71)	17%	(40)	17%	(39)	232
2016 Vote: Donald Trump	10%	(21)	11%	(24)	35%	(77)	18%	(39)	27%	(61)	221
2016 Vote: Didn't Vote	11%	(29)	14%	(39)	45%	(121)	14%	(38)	15%	(40)	266
Voted in 2014: Yes	15%	(60)	13%	(53)	35%	(143)	17%	(69)	21%	(88)	414
Voted in 2014: No	12%	(40)	14%	(49)	41%	(138)	15%	(51)	17%	(58)	337
4-Region: Northeast	24%	(29)	19%	(23)	27%	(32)	14%	(17)	16%	(19)	120
4-Region: Midwest	12%	(20)	13%	(21)	40%	(66)	17%	(27)	18%	(29)	163
4-Region: South	12%	(35)	12%	(38)	39%	(119)	16%	(50)	21%	(64)	306
4-Region: West	10%	(16)	12%	(19)	40%	(64)	17%	(27)	21%	(35)	161

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

**Table MCBR7:** *Would you be more or less likely to purchase products or services from a brand if it posted the above message on social media, or would it have no impact?*

Demographic	Much more likely		Somewhat more likely		No impact		Somewhat less likely		Much less likely		Total N
Adults	11%	(86)	11%	(86)	46%	(346)	14%	(102)	17%	(130)	750
Gender: Male	13%	(45)	15%	(53)	40%	(143)	15%	(53)	18%	(64)	358
Gender: Female	10%	(41)	8%	(33)	52%	(202)	13%	(49)	17%	(67)	392
Age: 18-34	13%	(27)	14%	(28)	49%	(100)	14%	(29)	10%	(22)	205
Age: 35-44	20%	(28)	20%	(28)	41%	(57)	6%	(9)	13%	(18)	140
Age: 45-64	8%	(20)	9%	(23)	47%	(118)	14%	(36)	22%	(56)	253
Age: 65+	7%	(11)	5%	(7)	47%	(71)	19%	(28)	23%	(34)	152
GenZers: 1997-2012	12%	(13)	9%	(11)	55%	(62)	16%	(18)	8%	(9)	112
Millennials: 1981-1996	19%	(38)	21%	(43)	39%	(79)	9%	(19)	11%	(23)	201
GenXers: 1965-1980	7%	(13)	8%	(15)	48%	(91)	13%	(24)	23%	(43)	187
Baby Boomers: 1946-1964	8%	(18)	7%	(15)	44%	(98)	16%	(36)	24%	(52)	219
PID: Dem (no lean)	19%	(55)	13%	(40)	43%	(125)	14%	(40)	12%	(34)	294
PID: Ind (no lean)	6%	(14)	13%	(29)	49%	(113)	14%	(32)	19%	(45)	234
PID: Rep (no lean)	8%	(17)	8%	(17)	48%	(107)	13%	(30)	23%	(51)	223
PID/Gender: Dem Men	21%	(26)	20%	(24)	35%	(44)	13%	(17)	11%	(13)	123
PID/Gender: Dem Women	17%	(29)	9%	(15)	48%	(82)	14%	(24)	12%	(21)	171
PID/Gender: Ind Men	6%	(6)	15%	(15)	40%	(41)	18%	(18)	22%	(23)	104
PID/Gender: Ind Women	6%	(8)	11%	(14)	55%	(72)	10%	(14)	17%	(22)	130
PID/Gender: Rep Men	10%	(14)	10%	(13)	45%	(58)	14%	(18)	21%	(28)	131
PID/Gender: Rep Women	4%	(4)	4%	(4)	53%	(49)	13%	(12)	26%	(24)	92
Ideo: Liberal (1-3)	18%	(34)	12%	(23)	36%	(67)	18%	(35)	16%	(29)	187
Ideo: Moderate (4)	10%	(22)	14%	(32)	49%	(110)	11%	(25)	15%	(35)	224
Ideo: Conservative (5-7)	10%	(24)	9%	(22)	45%	(113)	15%	(38)	21%	(52)	248
Educ: < College	9%	(48)	9%	(51)	51%	(276)	13%	(71)	17%	(92)	539
Educ: Bachelors degree	10%	(14)	17%	(22)	38%	(51)	15%	(20)	20%	(26)	133
Educ: Post-grad	30%	(24)	16%	(13)	23%	(18)	15%	(12)	15%	(12)	79
Income: Under 50k	8%	(30)	9%	(35)	56%	(215)	14%	(55)	13%	(50)	385
Income: 50k-100k	10%	(23)	12%	(28)	41%	(96)	12%	(29)	25%	(58)	233
Income: 100k+	25%	(34)	18%	(23)	26%	(35)	14%	(18)	17%	(22)	133
Ethnicity: White	10%	(59)	10%	(60)	48%	(278)	14%	(84)	18%	(103)	584
Ethnicity: Hispanic	10%	(12)	15%	(18)	48%	(59)	16%	(20)	11%	(14)	124

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**Table MCBR7:** *Would you be more or less likely to purchase products or services from a brand if it posted the above message on social media, or would it have no impact?*

Demographic	Much more likely		Somewhat more likely		No impact		Somewhat less likely		Much less likely		Total N
Adults	11%	(86)	11%	(86)	46%	(346)	14%	(102)	17%	(130)	750
Ethnicity: Black	16%	(15)	19%	(18)	38%	(37)	6%	(6)	21%	(20)	96
Ethnicity: Other	17%	(12)	11%	(8)	45%	(32)	17%	(12)	11%	(8)	70
All Christian	11%	(42)	11%	(41)	44%	(165)	14%	(53)	20%	(73)	374
Agnostic/Nothing in particular	12%	(23)	10%	(19)	49%	(92)	13%	(25)	15%	(27)	186
Something Else	8%	(10)	9%	(12)	53%	(65)	12%	(14)	18%	(22)	124
Evangelical	15%	(35)	12%	(28)	43%	(98)	10%	(22)	20%	(46)	229
Non-Evangelical	6%	(16)	8%	(19)	50%	(129)	17%	(44)	19%	(47)	255
Community: Urban	19%	(45)	16%	(38)	42%	(102)	11%	(27)	13%	(31)	243
Community: Suburban	9%	(28)	12%	(39)	46%	(146)	16%	(51)	17%	(55)	319
Community: Rural	7%	(13)	5%	(9)	52%	(99)	13%	(25)	23%	(44)	189
Employ: Private Sector	16%	(35)	16%	(34)	38%	(83)	12%	(26)	19%	(41)	219
Employ: Self-Employed	7%	(4)	13%	(8)	49%	(29)	17%	(10)	14%	(8)	58
Employ: Retired	7%	(12)	6%	(9)	48%	(79)	20%	(33)	19%	(31)	164
Employ: Unemployed	8%	(9)	13%	(14)	56%	(62)	7%	(8)	16%	(18)	111
Employ: Other	14%	(9)	4%	(3)	51%	(31)	17%	(11)	13%	(8)	62
Military HH: Yes	10%	(15)	11%	(16)	46%	(66)	9%	(13)	24%	(35)	144
Military HH: No	12%	(71)	12%	(70)	46%	(280)	15%	(89)	16%	(96)	606
RD/WT: Right Direction	19%	(36)	16%	(30)	45%	(83)	9%	(18)	11%	(20)	186
RD/WT: Wrong Track	9%	(50)	10%	(57)	47%	(262)	15%	(84)	20%	(111)	564
Trump Job Approve	11%	(31)	10%	(28)	45%	(124)	13%	(36)	20%	(56)	276
Trump Job Disapprove	12%	(52)	13%	(56)	45%	(197)	15%	(64)	16%	(72)	442
Trump Job Strongly Approve	10%	(18)	8%	(13)	40%	(68)	17%	(29)	24%	(41)	169
Trump Job Somewhat Approve	13%	(14)	14%	(15)	52%	(56)	7%	(7)	14%	(15)	107
Trump Job Somewhat Disapprove	10%	(7)	18%	(13)	40%	(30)	17%	(12)	15%	(11)	73
Trump Job Strongly Disapprove	12%	(45)	12%	(43)	46%	(168)	14%	(52)	16%	(61)	368
Favorable of Trump	11%	(30)	10%	(29)	45%	(127)	13%	(37)	21%	(61)	283
Unfavorable of Trump	10%	(45)	13%	(55)	46%	(202)	15%	(65)	15%	(67)	434

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**Table MCBR7:** *Would you be more or less likely to purchase products or services from a brand if it posted the above message on social media, or would it have no impact?*

Demographic	Much more likely		Somewhat more likely		No impact		Somewhat less likely		Much less likely		Total N
Adults	11%	(86)	11%	(86)	46%	(346)	14%	(102)	17%	(130)	750
Very Favorable of Trump	12%	(20)	7%	(12)	37%	(61)	17%	(29)	26%	(43)	165
Somewhat Favorable of Trump	8%	(10)	14%	(17)	56%	(66)	7%	(8)	15%	(17)	118
Somewhat Unfavorable of Trump	12%	(7)	18%	(11)	41%	(24)	12%	(7)	16%	(9)	58
Very Unfavorable of Trump	10%	(38)	12%	(44)	47%	(178)	15%	(58)	15%	(58)	376
#1 Issue: Economy	11%	(35)	10%	(31)	45%	(142)	14%	(44)	20%	(62)	315
#1 Issue: Security	12%	(12)	11%	(11)	42%	(41)	11%	(11)	23%	(23)	99
#1 Issue: Health Care	16%	(17)	12%	(13)	51%	(56)	9%	(9)	12%	(13)	110
#1 Issue: Medicare / Social Security	7%	(7)	7%	(7)	52%	(49)	17%	(17)	17%	(16)	95
2020 Vote: Joe Biden	16%	(55)	14%	(46)	43%	(144)	13%	(44)	14%	(48)	338
2020 Vote: Donald Trump	7%	(18)	9%	(22)	44%	(104)	14%	(33)	26%	(61)	237
2020 Vote: Didn't Vote	9%	(13)	8%	(12)	56%	(80)	15%	(21)	12%	(17)	144
2018 House Vote: Democrat	18%	(45)	13%	(34)	42%	(107)	13%	(34)	14%	(37)	256
2018 House Vote: Republican	9%	(16)	9%	(17)	42%	(77)	16%	(29)	24%	(44)	185
2016 Vote: Hillary Clinton	19%	(44)	13%	(31)	42%	(98)	13%	(29)	13%	(31)	232
2016 Vote: Donald Trump	9%	(20)	8%	(17)	41%	(91)	15%	(34)	27%	(60)	221
2016 Vote: Didn't Vote	8%	(22)	12%	(32)	53%	(141)	14%	(37)	13%	(34)	266
Voted in 2014: Yes	14%	(56)	11%	(46)	42%	(173)	14%	(56)	20%	(83)	414
Voted in 2014: No	9%	(30)	12%	(41)	51%	(172)	14%	(46)	14%	(48)	337
4-Region: Northeast	23%	(27)	17%	(21)	35%	(42)	12%	(15)	13%	(16)	120
4-Region: Midwest	10%	(16)	10%	(17)	52%	(84)	12%	(19)	17%	(28)	163
4-Region: South	9%	(28)	11%	(33)	47%	(144)	14%	(43)	19%	(58)	306
4-Region: West	10%	(15)	10%	(16)	47%	(76)	16%	(25)	18%	(29)	161

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

**Table MCBR8:** *Do you think the message above is appropriate or inappropriate for a brand to post on social media?*

Demographic	Very appropriate		Somewhat appropriate		Somewhat inappropriate		Very inappropriate		Total N
Adults	42%	(297)	34%	(242)	15%	(108)	9%	(64)	711
Gender: Male	41%	(140)	37%	(129)	13%	(44)	9%	(33)	347
Gender: Female	43%	(156)	31%	(113)	18%	(64)	8%	(31)	364
Age: 18-34	39%	(86)	40%	(89)	15%	(33)	6%	(13)	221
Age: 35-44	48%	(49)	32%	(32)	14%	(15)	6%	(6)	103
Age: 45-64	42%	(106)	30%	(75)	16%	(40)	13%	(33)	253
Age: 65+	42%	(56)	34%	(46)	15%	(20)	8%	(11)	134
GenZers: 1997-2012	38%	(38)	38%	(37)	18%	(18)	6%	(6)	99
Millennials: 1981-1996	43%	(90)	38%	(78)	14%	(28)	5%	(10)	207
GenXers: 1965-1980	39%	(66)	32%	(54)	16%	(27)	13%	(23)	170
Baby Boomers: 1946-1964	44%	(91)	31%	(65)	15%	(31)	10%	(21)	209
PID: Dem (no lean)	57%	(172)	30%	(92)	10%	(31)	3%	(8)	302
PID: Ind (no lean)	34%	(73)	33%	(72)	20%	(44)	12%	(26)	215
PID: Rep (no lean)	27%	(52)	41%	(79)	17%	(34)	15%	(30)	194
PID/Gender: Dem Men	54%	(84)	34%	(53)	9%	(14)	3%	(4)	156
PID/Gender: Dem Women	60%	(88)	26%	(38)	12%	(17)	2%	(4)	146
PID/Gender: Ind Men	31%	(31)	32%	(32)	21%	(21)	17%	(17)	100
PID/Gender: Ind Women	37%	(42)	34%	(40)	20%	(23)	8%	(10)	115
PID/Gender: Rep Men	28%	(25)	48%	(43)	11%	(10)	13%	(12)	91
PID/Gender: Rep Women	25%	(26)	35%	(36)	23%	(24)	17%	(18)	103
Ideo: Liberal (1-3)	63%	(139)	22%	(48)	11%	(25)	3%	(7)	219
Ideo: Moderate (4)	38%	(85)	38%	(84)	15%	(33)	9%	(21)	222
Ideo: Conservative (5-7)	25%	(50)	40%	(80)	21%	(42)	14%	(29)	202
Educ: < College	38%	(178)	36%	(167)	16%	(76)	10%	(46)	468
Educ: Bachelors degree	45%	(71)	31%	(48)	17%	(27)	7%	(11)	157
Educ: Post-grad	55%	(47)	31%	(27)	6%	(6)	7%	(6)	86
Income: Under 50k	37%	(133)	35%	(126)	17%	(63)	12%	(42)	364
Income: 50k-100k	45%	(95)	34%	(72)	16%	(34)	5%	(12)	213
Income: 100k+	51%	(68)	33%	(45)	9%	(11)	7%	(10)	134
Ethnicity: White	40%	(216)	35%	(187)	15%	(81)	10%	(54)	539
Ethnicity: Hispanic	44%	(45)	36%	(37)	13%	(14)	6%	(7)	102
Ethnicity: Black	55%	(56)	27%	(27)	16%	(16)	2%	(2)	101

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**Table MCBR8:** *Do you think the message above is appropriate or inappropriate for a brand to post on social media?*

Demographic	Very appropriate		Somewhat appropriate		Somewhat inappropriate		Very inappropriate		Total N
Adults	42%	(297)	34%	(242)	15%	(108)	9%	(64)	711
Ethnicity: Other	34%	(24)	40%	(29)	15%	(11)	10%	(7)	71
All Christian	45%	(146)	33%	(107)	14%	(46)	8%	(26)	325
All Non-Christian	42%	(21)	45%	(23)	11%	(5)	2%	(1)	50
Agnostic/Nothing in particular	36%	(62)	37%	(63)	15%	(25)	12%	(20)	170
Something Else	40%	(56)	28%	(39)	22%	(31)	11%	(15)	142
Religious Non-Protestant/Catholic	41%	(21)	46%	(24)	11%	(6)	2%	(1)	52
Evangelical	44%	(93)	30%	(62)	18%	(37)	9%	(18)	211
Non-Evangelical	43%	(108)	33%	(81)	15%	(39)	9%	(23)	250
Community: Urban	49%	(118)	31%	(75)	9%	(22)	10%	(24)	239
Community: Suburban	37%	(111)	36%	(109)	19%	(57)	8%	(24)	300
Community: Rural	40%	(68)	34%	(59)	17%	(29)	9%	(16)	171
Employ: Private Sector	45%	(103)	32%	(72)	13%	(29)	10%	(22)	226
Employ: Government	46%	(24)	36%	(18)	16%	(8)	2%	(1)	51
Employ: Self-Employed	32%	(21)	42%	(27)	18%	(11)	7%	(5)	63
Employ: Retired	40%	(66)	35%	(57)	16%	(26)	9%	(15)	164
Employ: Unemployed	42%	(39)	30%	(28)	14%	(13)	15%	(14)	94
Military HH: Yes	44%	(53)	27%	(32)	16%	(20)	14%	(17)	122
Military HH: No	41%	(243)	36%	(210)	15%	(89)	8%	(47)	589
RD/WT: Right Direction	41%	(69)	34%	(57)	14%	(24)	12%	(20)	170
RD/WT: Wrong Track	42%	(228)	34%	(185)	16%	(84)	8%	(44)	541
Trump Job Approve	23%	(57)	38%	(94)	22%	(54)	18%	(45)	249
Trump Job Disapprove	53%	(234)	31%	(138)	12%	(51)	4%	(18)	442
Trump Job Strongly Approve	26%	(37)	31%	(44)	21%	(30)	22%	(31)	142
Trump Job Somewhat Approve	18%	(20)	46%	(50)	22%	(24)	13%	(14)	108
Trump Job Somewhat Disapprove	28%	(33)	48%	(57)	17%	(20)	7%	(8)	118
Trump Job Strongly Disapprove	62%	(202)	25%	(81)	10%	(32)	3%	(10)	324
Favorable of Trump	25%	(64)	39%	(99)	19%	(48)	17%	(43)	254
Unfavorable of Trump	53%	(223)	31%	(130)	13%	(53)	4%	(16)	422

Continued on next page

**Table MCBR8:** *Do you think the message above is appropriate or inappropriate for a brand to post on social media?*

Demographic	Very appropriate		Somewhat appropriate		Somewhat inappropriate		Very inappropriate		Total N
Adults	42%	(297)	34%	(242)	15%	(108)	9%	(64)	711
Very Favorable of Trump	26%	(37)	31%	(45)	23%	(33)	20%	(30)	145
Somewhat Favorable of Trump	24%	(26)	50%	(54)	14%	(16)	12%	(13)	109
Somewhat Unfavorable of Trump	21%	(17)	50%	(40)	21%	(17)	8%	(6)	80
Very Unfavorable of Trump	60%	(206)	26%	(89)	11%	(37)	3%	(10)	342
#1 Issue: Economy	34%	(90)	35%	(93)	21%	(57)	10%	(27)	268
#1 Issue: Security	24%	(21)	31%	(27)	21%	(18)	24%	(21)	87
#1 Issue: Health Care	54%	(58)	37%	(40)	6%	(7)	2%	(3)	107
#1 Issue: Medicare / Social Security	49%	(43)	36%	(31)	10%	(8)	5%	(5)	87
#1 Issue: Other	44%	(26)	40%	(24)	12%	(7)	4%	(3)	59
2020 Vote: Joe Biden	59%	(198)	31%	(104)	8%	(28)	2%	(8)	338
2020 Vote: Donald Trump	21%	(41)	37%	(72)	24%	(47)	18%	(35)	195
2020 Vote: Didn't Vote	33%	(49)	37%	(55)	20%	(29)	10%	(15)	148
2018 House Vote: Democrat	60%	(144)	32%	(77)	6%	(15)	2%	(5)	242
2018 House Vote: Republican	29%	(52)	35%	(62)	20%	(36)	16%	(29)	180
2016 Vote: Hillary Clinton	64%	(144)	29%	(67)	5%	(12)	2%	(4)	227
2016 Vote: Donald Trump	26%	(56)	39%	(83)	19%	(41)	16%	(34)	214
2016 Vote: Didn't Vote	35%	(84)	35%	(85)	21%	(51)	9%	(22)	243
Voted in 2014: Yes	48%	(186)	31%	(121)	13%	(50)	8%	(33)	390
Voted in 2014: No	34%	(111)	38%	(122)	18%	(58)	10%	(31)	321
4-Region: Northeast	54%	(80)	28%	(41)	12%	(19)	6%	(9)	149
4-Region: Midwest	34%	(47)	34%	(48)	19%	(26)	13%	(18)	140
4-Region: South	40%	(105)	33%	(88)	18%	(47)	9%	(23)	264
4-Region: West	41%	(64)	41%	(65)	10%	(16)	8%	(13)	158

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

**Table MCBR9:** *Would you have a more or less favorable view of a brand for posting the above message on social media, or would it have no impact?*

Demographic	Much more favorable		Somewhat more favorable		No impact		Somewhat less favorable		Much less favorable		Total N
Adults	27%	(195)	25%	(177)	32%	(224)	8%	(58)	8%	(57)	711
Gender: Male	28%	(98)	27%	(95)	30%	(106)	6%	(20)	8%	(28)	347
Gender: Female	27%	(97)	23%	(82)	32%	(118)	10%	(38)	8%	(29)	364
Age: 18-34	25%	(55)	28%	(61)	32%	(72)	12%	(27)	3%	(7)	221
Age: 35-44	35%	(36)	31%	(32)	25%	(26)	5%	(5)	4%	(4)	103
Age: 45-64	29%	(74)	21%	(53)	30%	(76)	7%	(19)	13%	(32)	253
Age: 65+	23%	(30)	23%	(31)	38%	(51)	5%	(7)	11%	(15)	134
GenZers: 1997-2012	24%	(24)	24%	(24)	32%	(31)	16%	(16)	4%	(4)	99
Millennials: 1981-1996	30%	(62)	31%	(63)	29%	(60)	8%	(16)	3%	(6)	207
GenXers: 1965-1980	29%	(49)	23%	(40)	27%	(45)	10%	(16)	12%	(20)	170
Baby Boomers: 1946-1964	26%	(55)	19%	(40)	39%	(82)	4%	(9)	11%	(23)	209
PID: Dem (no lean)	38%	(116)	31%	(94)	26%	(77)	4%	(11)	1%	(4)	302
PID: Ind (no lean)	23%	(50)	19%	(41)	35%	(76)	12%	(25)	11%	(23)	215
PID: Rep (no lean)	15%	(29)	21%	(42)	37%	(71)	11%	(21)	16%	(31)	194
PID/Gender: Dem Men	40%	(62)	29%	(46)	27%	(42)	2%	(3)	2%	(3)	156
PID/Gender: Dem Women	37%	(54)	33%	(48)	24%	(35)	6%	(8)	—	(1)	146
PID/Gender: Ind Men	20%	(20)	23%	(23)	32%	(32)	10%	(10)	14%	(14)	100
PID/Gender: Ind Women	26%	(30)	16%	(18)	38%	(44)	13%	(15)	7%	(8)	115
PID/Gender: Rep Men	17%	(16)	28%	(26)	34%	(31)	8%	(7)	12%	(11)	91
PID/Gender: Rep Women	13%	(13)	15%	(16)	39%	(40)	14%	(14)	19%	(20)	103
Ideo: Liberal (1-3)	42%	(92)	31%	(67)	23%	(51)	3%	(6)	2%	(4)	219
Ideo: Moderate (4)	23%	(51)	28%	(63)	33%	(74)	6%	(13)	9%	(20)	222
Ideo: Conservative (5-7)	18%	(37)	16%	(33)	37%	(74)	14%	(28)	15%	(30)	202
Educ: < College	25%	(119)	22%	(101)	37%	(171)	8%	(40)	8%	(38)	468
Educ: Bachelors degree	27%	(42)	31%	(49)	23%	(36)	9%	(13)	10%	(16)	157
Educ: Post-grad	39%	(34)	31%	(26)	20%	(17)	6%	(5)	5%	(4)	86
Income: Under 50k	22%	(82)	24%	(86)	36%	(132)	8%	(28)	10%	(37)	364
Income: 50k-100k	25%	(54)	28%	(61)	30%	(63)	11%	(24)	6%	(12)	213
Income: 100k+	45%	(60)	23%	(30)	22%	(29)	5%	(7)	6%	(8)	134
Ethnicity: White	26%	(138)	26%	(142)	30%	(164)	9%	(46)	9%	(48)	539
Ethnicity: Hispanic	34%	(35)	28%	(28)	24%	(25)	8%	(8)	6%	(7)	102
Ethnicity: Black	39%	(40)	19%	(19)	34%	(34)	5%	(6)	2%	(2)	101

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**Table MCBR9:** *Would you have a more or less favorable view of a brand for posting the above message on social media, or would it have no impact?*

Demographic	Much more favorable		Somewhat more favorable		No impact		Somewhat less favorable		Much less favorable		Total N
Adults	27%	(195)	25%	(177)	32%	(224)	8%	(58)	8%	(57)	711
Ethnicity: Other	24%	(17)	22%	(16)	36%	(26)	9%	(6)	9%	(7)	71
All Christian	31%	(102)	24%	(78)	28%	(93)	7%	(23)	9%	(30)	325
All Non-Christian	28%	(14)	39%	(19)	28%	(14)	3%	(2)	2%	(1)	50
Agnostic/Nothing in particular	19%	(32)	28%	(48)	32%	(55)	11%	(19)	10%	(17)	170
Something Else	28%	(40)	19%	(26)	37%	(52)	10%	(14)	6%	(9)	142
Religious Non-Protestant/Catholic	29%	(15)	37%	(19)	28%	(14)	3%	(2)	2%	(1)	52
Evangelical	35%	(74)	21%	(44)	28%	(58)	8%	(17)	9%	(19)	211
Non-Evangelical	26%	(65)	24%	(60)	34%	(85)	8%	(21)	8%	(19)	250
Community: Urban	34%	(82)	31%	(74)	22%	(54)	4%	(10)	8%	(19)	239
Community: Suburban	23%	(70)	24%	(73)	35%	(106)	10%	(30)	7%	(21)	300
Community: Rural	25%	(43)	17%	(29)	37%	(64)	10%	(18)	10%	(18)	171
Employ: Private Sector	30%	(67)	28%	(64)	27%	(61)	8%	(19)	7%	(16)	226
Employ: Government	38%	(19)	28%	(14)	23%	(12)	7%	(4)	4%	(2)	51
Employ: Self-Employed	24%	(15)	21%	(13)	31%	(19)	19%	(12)	6%	(4)	63
Employ: Retired	27%	(44)	21%	(34)	37%	(61)	3%	(5)	12%	(20)	164
Employ: Unemployed	26%	(24)	23%	(22)	39%	(36)	4%	(4)	9%	(8)	94
Military HH: Yes	31%	(38)	18%	(22)	24%	(29)	13%	(16)	14%	(17)	122
Military HH: No	27%	(157)	26%	(155)	33%	(195)	7%	(42)	7%	(41)	589
RD/WT: Right Direction	30%	(51)	29%	(50)	26%	(43)	5%	(9)	10%	(17)	170
RD/WT: Wrong Track	27%	(144)	23%	(127)	33%	(181)	9%	(49)	7%	(40)	541
Trump Job Approve	15%	(36)	21%	(53)	32%	(80)	14%	(34)	19%	(46)	249
Trump Job Disapprove	35%	(155)	28%	(123)	31%	(135)	4%	(19)	2%	(10)	442
Trump Job Strongly Approve	18%	(25)	15%	(21)	27%	(38)	16%	(23)	24%	(34)	142
Trump Job Somewhat Approve	11%	(11)	29%	(32)	39%	(42)	10%	(11)	11%	(12)	108
Trump Job Somewhat Disapprove	25%	(30)	28%	(33)	35%	(41)	8%	(9)	4%	(5)	118
Trump Job Strongly Disapprove	39%	(125)	28%	(90)	29%	(94)	3%	(10)	2%	(6)	324
Favorable of Trump	18%	(46)	19%	(49)	32%	(82)	13%	(34)	17%	(44)	254
Unfavorable of Trump	33%	(139)	30%	(127)	29%	(124)	5%	(22)	2%	(10)	422

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**Table MCBR9:** *Would you have a more or less favorable view of a brand for posting the above message on social media, or would it have no impact?*

Demographic	Much more favorable		Somewhat more favorable		No impact		Somewhat less favorable		Much less favorable		Total N
Adults	27%	(195)	25%	(177)	32%	(224)	8%	(58)	8%	(57)	711
Very Favorable of Trump	16%	(23)	16%	(23)	28%	(41)	16%	(24)	23%	(33)	145
Somewhat Favorable of Trump	20%	(22)	24%	(26)	37%	(41)	9%	(10)	10%	(11)	109
Somewhat Unfavorable of Trump	20%	(16)	33%	(26)	34%	(27)	10%	(8)	4%	(3)	80
Very Unfavorable of Trump	36%	(123)	30%	(101)	28%	(97)	4%	(14)	2%	(7)	342
#1 Issue: Economy	21%	(56)	21%	(55)	36%	(96)	14%	(38)	8%	(22)	268
#1 Issue: Security	19%	(16)	18%	(15)	26%	(23)	10%	(8)	28%	(24)	87
#1 Issue: Health Care	39%	(42)	38%	(41)	19%	(20)	3%	(4)	1%	(1)	107
#1 Issue: Medicare / Social Security	33%	(29)	23%	(20)	36%	(31)	5%	(5)	3%	(2)	87
#1 Issue: Other	27%	(16)	24%	(14)	42%	(25)	—	(0)	7%	(4)	59
2020 Vote: Joe Biden	39%	(132)	32%	(108)	25%	(84)	3%	(9)	1%	(5)	338
2020 Vote: Donald Trump	12%	(24)	15%	(29)	36%	(71)	15%	(30)	21%	(40)	195
2020 Vote: Didn't Vote	22%	(33)	23%	(35)	40%	(59)	10%	(15)	5%	(7)	148
2018 House Vote: Democrat	37%	(88)	34%	(82)	26%	(63)	2%	(5)	2%	(4)	242
2018 House Vote: Republican	21%	(37)	17%	(31)	33%	(59)	10%	(18)	19%	(34)	180
2016 Vote: Hillary Clinton	40%	(92)	34%	(77)	23%	(53)	2%	(4)	1%	(2)	227
2016 Vote: Donald Trump	18%	(39)	18%	(39)	34%	(73)	11%	(25)	18%	(39)	214
2016 Vote: Didn't Vote	24%	(58)	21%	(52)	37%	(90)	12%	(29)	6%	(14)	243
Voted in 2014: Yes	30%	(117)	25%	(98)	30%	(115)	6%	(22)	10%	(38)	390
Voted in 2014: No	24%	(78)	24%	(78)	34%	(109)	11%	(36)	6%	(20)	321
4-Region: Northeast	32%	(48)	26%	(38)	32%	(47)	5%	(8)	5%	(7)	149
4-Region: Midwest	20%	(28)	28%	(39)	30%	(42)	12%	(17)	11%	(15)	140
4-Region: South	27%	(70)	24%	(64)	32%	(83)	9%	(24)	9%	(23)	264
4-Region: West	31%	(49)	23%	(36)	32%	(51)	6%	(10)	8%	(12)	158

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

**Table MCBR10:** *Would you be more or less likely to purchase products or services from a brand if it posted the above message on social media, or would it have no impact?*

Demographic	Much more likely		Somewhat more likely		No impact		Somewhat less likely		Much less likely		Total N
Adults	19%	(137)	24%	(171)	43%	(304)	6%	(40)	8%	(59)	711
Gender: Male	20%	(69)	28%	(96)	40%	(139)	4%	(12)	9%	(31)	347
Gender: Female	19%	(69)	20%	(75)	45%	(165)	8%	(28)	8%	(28)	364
Age: 18-34	19%	(41)	28%	(61)	44%	(96)	6%	(14)	4%	(8)	221
Age: 35-44	30%	(31)	29%	(30)	32%	(33)	5%	(6)	3%	(3)	103
Age: 45-64	19%	(49)	21%	(52)	43%	(108)	4%	(10)	13%	(34)	253
Age: 65+	12%	(16)	20%	(27)	50%	(66)	7%	(10)	11%	(14)	134
GenZers: 1997-2012	11%	(11)	34%	(34)	43%	(43)	9%	(9)	3%	(3)	99
Millennials: 1981-1996	29%	(59)	24%	(50)	39%	(80)	5%	(11)	3%	(7)	207
GenXers: 1965-1980	18%	(30)	27%	(47)	38%	(65)	4%	(7)	13%	(21)	170
Baby Boomers: 1946-1964	14%	(30)	17%	(36)	51%	(107)	7%	(14)	11%	(22)	209
PID: Dem (no lean)	27%	(81)	35%	(104)	36%	(108)	2%	(6)	1%	(3)	302
PID: Ind (no lean)	15%	(33)	16%	(34)	51%	(109)	6%	(13)	12%	(26)	215
PID: Rep (no lean)	12%	(24)	17%	(32)	45%	(87)	11%	(21)	16%	(30)	194
PID/Gender: Dem Men	25%	(40)	38%	(60)	34%	(52)	1%	(2)	1%	(2)	156
PID/Gender: Dem Women	28%	(41)	30%	(44)	38%	(56)	3%	(4)	—	(1)	146
PID/Gender: Ind Men	13%	(13)	17%	(17)	46%	(47)	7%	(7)	17%	(17)	100
PID/Gender: Ind Women	17%	(20)	15%	(17)	54%	(62)	6%	(7)	8%	(9)	115
PID/Gender: Rep Men	18%	(16)	21%	(19)	44%	(40)	4%	(4)	13%	(12)	91
PID/Gender: Rep Women	8%	(8)	13%	(13)	46%	(47)	16%	(17)	18%	(18)	103
Ideo: Liberal (1-3)	28%	(62)	35%	(77)	32%	(70)	3%	(7)	2%	(3)	219
Ideo: Moderate (4)	17%	(39)	23%	(50)	47%	(105)	3%	(6)	10%	(22)	222
Ideo: Conservative (5-7)	14%	(28)	14%	(28)	44%	(88)	12%	(25)	16%	(32)	202
Educ: < College	17%	(77)	21%	(100)	48%	(223)	5%	(26)	9%	(42)	468
Educ: Bachelors degree	21%	(33)	27%	(43)	35%	(56)	7%	(11)	9%	(14)	157
Educ: Post-grad	31%	(27)	32%	(28)	29%	(25)	4%	(4)	3%	(2)	86
Income: Under 50k	14%	(52)	22%	(81)	48%	(177)	5%	(18)	10%	(37)	364
Income: 50k-100k	18%	(39)	26%	(55)	42%	(90)	8%	(17)	6%	(12)	213
Income: 100k+	34%	(46)	26%	(35)	28%	(37)	4%	(6)	7%	(10)	134
Ethnicity: White	19%	(102)	24%	(129)	41%	(223)	7%	(36)	9%	(49)	539
Ethnicity: Hispanic	21%	(21)	37%	(38)	34%	(35)	1%	(1)	7%	(7)	102

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**Table MCBR10:** *Would you be more or less likely to purchase products or services from a brand if it posted the above message on social media, or would it have no impact?*

Demographic	Much more likely		Somewhat more likely		No impact		Somewhat less likely		Much less likely		Total N
Adults	19%	(137)	24%	(171)	43%	(304)	6%	(40)	8%	(59)	711
Ethnicity: Black	26%	(26)	29%	(30)	42%	(42)	1%	(1)	2%	(2)	101
Ethnicity: Other	13%	(9)	17%	(12)	55%	(39)	4%	(3)	11%	(8)	71
All Christian	25%	(81)	20%	(65)	40%	(131)	6%	(21)	8%	(28)	325
All Non-Christian	25%	(12)	31%	(15)	40%	(20)	2%	(1)	2%	(1)	50
Agnostic/Nothing in particular	8%	(14)	26%	(45)	48%	(82)	5%	(9)	11%	(19)	170
Something Else	16%	(23)	27%	(38)	44%	(63)	6%	(9)	7%	(10)	142
Religious Non-Protestant/Catholic	25%	(13)	32%	(17)	39%	(20)	2%	(1)	2%	(1)	52
Evangelical	26%	(56)	27%	(58)	31%	(64)	7%	(15)	8%	(18)	211
Non-Evangelical	18%	(45)	17%	(44)	51%	(128)	6%	(14)	8%	(20)	250
Community: Urban	27%	(65)	31%	(74)	32%	(78)	3%	(7)	6%	(16)	239
Community: Suburban	16%	(49)	20%	(59)	50%	(149)	6%	(19)	8%	(24)	300
Community: Rural	14%	(24)	22%	(37)	45%	(77)	8%	(14)	11%	(19)	171
Employ: Private Sector	25%	(57)	26%	(59)	35%	(78)	8%	(18)	6%	(14)	226
Employ: Government	24%	(12)	30%	(15)	33%	(17)	9%	(4)	4%	(2)	51
Employ: Self-Employed	21%	(13)	17%	(11)	45%	(29)	4%	(2)	12%	(8)	63
Employ: Retired	13%	(22)	19%	(31)	52%	(86)	4%	(7)	12%	(19)	164
Employ: Unemployed	16%	(15)	21%	(20)	52%	(48)	2%	(2)	10%	(9)	94
Military HH: Yes	21%	(25)	23%	(29)	32%	(39)	9%	(11)	15%	(18)	122
Military HH: No	19%	(112)	24%	(142)	45%	(265)	5%	(29)	7%	(41)	589
RD/WT: Right Direction	23%	(40)	29%	(50)	31%	(53)	5%	(8)	11%	(19)	170
RD/WT: Wrong Track	18%	(98)	22%	(121)	46%	(251)	6%	(32)	7%	(40)	541
Trump Job Approve	12%	(30)	16%	(41)	41%	(103)	10%	(26)	20%	(50)	249
Trump Job Disapprove	24%	(107)	28%	(122)	44%	(193)	3%	(13)	2%	(7)	442
Trump Job Strongly Approve	16%	(22)	10%	(15)	35%	(50)	9%	(13)	29%	(41)	142
Trump Job Somewhat Approve	7%	(7)	24%	(26)	49%	(53)	12%	(13)	8%	(9)	108
Trump Job Somewhat Disapprove	23%	(27)	29%	(35)	39%	(47)	6%	(7)	3%	(3)	118
Trump Job Strongly Disapprove	25%	(80)	27%	(87)	45%	(147)	2%	(6)	1%	(4)	324
Favorable of Trump	14%	(35)	17%	(43)	41%	(103)	10%	(25)	19%	(47)	254
Unfavorable of Trump	23%	(98)	28%	(118)	43%	(183)	3%	(13)	2%	(10)	422

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**Table MCBR10:** *Would you be more or less likely to purchase products or services from a brand if it posted the above message on social media, or would it have no impact?*

Demographic	Much more likely		Somewhat more likely		No impact		Somewhat less likely		Much less likely		Total N
Adults	19%	(137)	24%	(171)	43%	(304)	6%	(40)	8%	(59)	711
Very Favorable of Trump	17%	(25)	9%	(13)	37%	(53)	10%	(14)	27%	(39)	145
Somewhat Favorable of Trump	9%	(10)	28%	(30)	46%	(50)	10%	(11)	8%	(8)	109
Somewhat Unfavorable of Trump	16%	(13)	32%	(26)	42%	(34)	7%	(6)	2%	(2)	80
Very Unfavorable of Trump	25%	(85)	27%	(93)	44%	(149)	2%	(7)	2%	(8)	342
#1 Issue: Economy	15%	(41)	22%	(59)	44%	(119)	8%	(20)	11%	(28)	268
#1 Issue: Security	17%	(15)	16%	(13)	37%	(32)	8%	(7)	22%	(19)	87
#1 Issue: Health Care	25%	(27)	31%	(33)	38%	(40)	5%	(6)	1%	(1)	107
#1 Issue: Medicare / Social Security	22%	(19)	22%	(19)	48%	(41)	4%	(3)	5%	(4)	87
#1 Issue: Other	11%	(6)	33%	(19)	49%	(29)	3%	(2)	4%	(3)	59
2020 Vote: Joe Biden	31%	(103)	31%	(103)	36%	(122)	1%	(4)	2%	(5)	338
2020 Vote: Donald Trump	10%	(19)	12%	(24)	42%	(83)	13%	(25)	23%	(44)	195
2020 Vote: Didn't Vote	9%	(13)	23%	(34)	57%	(85)	6%	(9)	5%	(7)	148
2018 House Vote: Democrat	29%	(71)	30%	(71)	38%	(91)	2%	(4)	2%	(4)	242
2018 House Vote: Republican	17%	(30)	14%	(25)	40%	(72)	10%	(18)	20%	(35)	180
2016 Vote: Hillary Clinton	33%	(75)	28%	(64)	37%	(83)	1%	(2)	1%	(2)	227
2016 Vote: Donald Trump	14%	(29)	15%	(33)	41%	(87)	11%	(23)	19%	(41)	214
2016 Vote: Didn't Vote	13%	(31)	27%	(65)	50%	(122)	5%	(13)	5%	(12)	243
Voted in 2014: Yes	25%	(99)	20%	(77)	39%	(153)	6%	(21)	10%	(40)	390
Voted in 2014: No	12%	(39)	29%	(94)	47%	(152)	6%	(18)	6%	(19)	321
4-Region: Northeast	28%	(42)	23%	(34)	39%	(58)	4%	(7)	5%	(8)	149
4-Region: Midwest	11%	(16)	23%	(32)	46%	(64)	9%	(13)	11%	(15)	140
4-Region: South	19%	(50)	22%	(59)	45%	(118)	4%	(12)	9%	(24)	264
4-Region: West	19%	(29)	28%	(45)	40%	(64)	5%	(8)	7%	(12)	158

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

**Table MCBR11:** *Do you think the message above is appropriate or inappropriate for a brand to post on social media?*

Demographic	Very appropriate		Somewhat appropriate		Somewhat inappropriate		Very inappropriate		Total N
Adults	36%	(265)	40%	(296)	14%	(104)	10%	(73)	739
Gender: Male	42%	(150)	41%	(145)	11%	(40)	6%	(22)	357
Gender: Female	30%	(115)	40%	(152)	17%	(64)	13%	(50)	381
Age: 18-34	36%	(83)	39%	(89)	15%	(35)	9%	(22)	229
Age: 35-44	50%	(57)	35%	(41)	11%	(13)	4%	(5)	115
Age: 45-64	33%	(81)	40%	(98)	16%	(38)	11%	(28)	244
Age: 65+	30%	(44)	46%	(69)	12%	(18)	13%	(19)	150
GenZers: 1997-2012	29%	(35)	39%	(47)	20%	(24)	12%	(15)	120
Millennials: 1981-1996	51%	(98)	34%	(65)	10%	(20)	4%	(8)	191
GenXers: 1965-1980	33%	(58)	42%	(73)	15%	(26)	10%	(18)	174
Baby Boomers: 1946-1964	29%	(66)	44%	(103)	14%	(33)	12%	(29)	231
PID: Dem (no lean)	48%	(153)	40%	(125)	8%	(26)	4%	(12)	316
PID: Ind (no lean)	29%	(60)	40%	(81)	21%	(43)	10%	(19)	204
PID: Rep (no lean)	24%	(53)	41%	(90)	16%	(35)	19%	(41)	219
PID/Gender: Dem Men	56%	(81)	33%	(48)	8%	(12)	2%	(4)	145
PID/Gender: Dem Women	42%	(71)	45%	(77)	8%	(14)	5%	(9)	171
PID/Gender: Ind Men	34%	(35)	43%	(43)	17%	(18)	6%	(6)	102
PID/Gender: Ind Women	25%	(25)	37%	(38)	25%	(25)	13%	(13)	102
PID/Gender: Rep Men	31%	(34)	49%	(54)	9%	(10)	11%	(13)	111
PID/Gender: Rep Women	17%	(18)	33%	(36)	23%	(25)	26%	(29)	109
Ideo: Liberal (1-3)	48%	(120)	42%	(103)	7%	(18)	3%	(7)	249
Ideo: Moderate (4)	35%	(69)	42%	(84)	15%	(30)	8%	(17)	199
Ideo: Conservative (5-7)	26%	(56)	41%	(88)	16%	(35)	16%	(35)	214
Educ: < College	31%	(158)	41%	(205)	17%	(86)	11%	(56)	506
Educ: Bachelors degree	44%	(68)	41%	(62)	7%	(11)	8%	(12)	154
Educ: Post-grad	50%	(40)	36%	(29)	9%	(7)	5%	(4)	79
Income: Under 50k	34%	(126)	40%	(148)	18%	(65)	9%	(33)	372
Income: 50k-100k	35%	(82)	41%	(97)	13%	(30)	11%	(27)	235
Income: 100k+	44%	(58)	39%	(52)	6%	(9)	10%	(13)	131
Ethnicity: White	35%	(207)	41%	(244)	14%	(86)	10%	(63)	599
Ethnicity: Hispanic	38%	(46)	46%	(56)	12%	(15)	5%	(6)	123
Ethnicity: Black	49%	(38)	29%	(22)	14%	(11)	8%	(6)	77

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**Table MCBR11:** *Do you think the message above is appropriate or inappropriate for a brand to post on social media?*

Demographic	Very appropriate		Somewhat appropriate		Somewhat inappropriate		Very inappropriate		Total N
Adults	36%	(265)	40%	(296)	14%	(104)	10%	(73)	739
Ethnicity: Other	33%	(21)	49%	(30)	12%	(8)	6%	(4)	63
All Christian	39%	(143)	40%	(146)	10%	(36)	11%	(40)	365
All Non-Christian	52%	(26)	31%	(15)	10%	(5)	8%	(4)	50
Agnostic/Nothing in particular	30%	(45)	38%	(56)	24%	(35)	8%	(13)	150
Something Else	26%	(38)	44%	(63)	18%	(26)	11%	(16)	142
Religious Non-Protestant/Catholic	46%	(26)	33%	(19)	10%	(6)	11%	(6)	57
Evangelical	41%	(97)	35%	(84)	12%	(29)	12%	(27)	238
Non-Evangelical	31%	(79)	47%	(119)	12%	(32)	10%	(25)	255
Community: Urban	44%	(106)	41%	(99)	9%	(22)	6%	(15)	242
Community: Suburban	34%	(107)	41%	(129)	15%	(47)	10%	(32)	315
Community: Rural	29%	(53)	37%	(68)	19%	(35)	14%	(26)	181
Employ: Private Sector	44%	(92)	37%	(77)	12%	(26)	7%	(14)	209
Employ: Government	40%	(23)	43%	(25)	6%	(4)	10%	(6)	58
Employ: Self-Employed	40%	(23)	44%	(25)	7%	(4)	9%	(5)	57
Employ: Student	35%	(18)	44%	(22)	19%	(9)	2%	(1)	51
Employ: Retired	28%	(46)	45%	(75)	14%	(23)	14%	(23)	168
Employ: Unemployed	28%	(28)	40%	(40)	20%	(20)	11%	(11)	99
Employ: Other	28%	(14)	37%	(19)	24%	(12)	11%	(6)	52
Military HH: Yes	45%	(52)	36%	(41)	11%	(13)	8%	(9)	115
Military HH: No	34%	(214)	41%	(255)	15%	(91)	10%	(64)	624
RD/WT: Right Direction	43%	(74)	41%	(71)	8%	(15)	7%	(13)	172
RD/WT: Wrong Track	34%	(192)	40%	(225)	16%	(89)	11%	(60)	566
Trump Job Approve	29%	(77)	36%	(93)	16%	(43)	19%	(49)	261
Trump Job Disapprove	41%	(185)	43%	(194)	11%	(52)	5%	(22)	452
Trump Job Strongly Approve	30%	(50)	35%	(58)	13%	(21)	22%	(36)	165
Trump Job Somewhat Approve	28%	(27)	36%	(35)	23%	(22)	13%	(13)	96
Trump Job Somewhat Disapprove	28%	(22)	56%	(44)	12%	(9)	5%	(4)	79
Trump Job Strongly Disapprove	44%	(163)	40%	(150)	11%	(43)	5%	(18)	374
Favorable of Trump	26%	(65)	39%	(99)	16%	(41)	19%	(47)	253
Unfavorable of Trump	42%	(190)	41%	(184)	12%	(55)	5%	(23)	452

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**Table MCBR11:** Do you think the message above is appropriate or inappropriate for a brand to post on social media?

Demographic	Very appropriate		Somewhat appropriate		Somewhat inappropriate		Very inappropriate		Total N
Adults	36%	(265)	40%	(296)	14%	(104)	10%	(73)	739
Very Favorable of Trump	28%	(45)	35%	(58)	14%	(23)	23%	(37)	162
Somewhat Favorable of Trump	22%	(20)	46%	(41)	21%	(19)	11%	(10)	90
Somewhat Unfavorable of Trump	36%	(28)	41%	(32)	17%	(13)	6%	(5)	78
Very Unfavorable of Trump	43%	(163)	41%	(153)	11%	(41)	5%	(18)	374
#1 Issue: Economy	32%	(88)	41%	(115)	14%	(39)	13%	(36)	277
#1 Issue: Security	34%	(35)	33%	(34)	16%	(17)	16%	(17)	103
#1 Issue: Health Care	37%	(50)	52%	(70)	8%	(10)	3%	(5)	134
#1 Issue: Medicare / Social Security	40%	(34)	36%	(31)	16%	(13)	8%	(7)	85
2020 Vote: Joe Biden	50%	(176)	39%	(136)	8%	(26)	3%	(10)	348
2020 Vote: Donald Trump	23%	(54)	42%	(98)	17%	(40)	18%	(42)	234
2020 Vote: Didn't Vote	24%	(31)	36%	(47)	26%	(34)	13%	(17)	129
2018 House Vote: Democrat	51%	(140)	40%	(111)	4%	(12)	5%	(13)	276
2018 House Vote: Republican	25%	(47)	43%	(83)	16%	(31)	17%	(32)	193
2016 Vote: Hillary Clinton	50%	(122)	42%	(103)	4%	(11)	3%	(8)	244
2016 Vote: Donald Trump	26%	(56)	42%	(88)	16%	(35)	16%	(34)	212
2016 Vote: Didn't Vote	32%	(81)	37%	(93)	19%	(47)	12%	(29)	250
Voted in 2014: Yes	37%	(152)	42%	(174)	11%	(46)	10%	(41)	412
Voted in 2014: No	35%	(114)	37%	(122)	18%	(58)	10%	(32)	326
4-Region: Northeast	50%	(63)	29%	(36)	7%	(9)	14%	(17)	125
4-Region: Midwest	33%	(52)	35%	(55)	23%	(36)	9%	(15)	158
4-Region: South	34%	(86)	44%	(112)	10%	(25)	12%	(32)	255
4-Region: West	32%	(64)	47%	(94)	17%	(34)	4%	(9)	201

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

**Table MCBR12:** *Would you have a more or less favorable view of a brand for posting the above message on social media, or would it have no impact?*

Demographic	Much more favorable		Somewhat more favorable		No impact		Somewhat less favorable		Much less favorable		Total N
Adults	20%	(150)	23%	(173)	41%	(304)	8%	(56)	7%	(55)	739
Gender: Male	23%	(83)	26%	(91)	41%	(146)	6%	(23)	4%	(14)	357
Gender: Female	18%	(67)	21%	(82)	41%	(158)	9%	(33)	11%	(41)	381
Age: 18-34	25%	(57)	24%	(56)	38%	(86)	7%	(16)	6%	(14)	229
Age: 35-44	35%	(41)	20%	(24)	36%	(41)	7%	(9)	1%	(2)	115
Age: 45-64	13%	(32)	26%	(63)	43%	(105)	10%	(23)	9%	(21)	244
Age: 65+	14%	(21)	21%	(31)	47%	(71)	5%	(8)	13%	(19)	150
GenZers: 1997-2012	15%	(18)	17%	(20)	52%	(63)	9%	(10)	7%	(8)	120
Millennials: 1981-1996	39%	(74)	27%	(52)	25%	(47)	6%	(12)	3%	(6)	191
GenXers: 1965-1980	16%	(27)	24%	(42)	45%	(78)	9%	(16)	6%	(10)	174
Baby Boomers: 1946-1964	12%	(28)	25%	(57)	44%	(103)	7%	(16)	12%	(27)	231
PID: Dem (no lean)	31%	(97)	27%	(86)	37%	(116)	3%	(10)	2%	(6)	316
PID: Ind (no lean)	16%	(32)	18%	(37)	48%	(98)	11%	(22)	7%	(14)	204
PID: Rep (no lean)	10%	(21)	23%	(49)	41%	(90)	11%	(24)	16%	(35)	219
PID/Gender: Dem Men	41%	(60)	28%	(41)	28%	(40)	2%	(3)	1%	(2)	145
PID/Gender: Dem Women	22%	(38)	27%	(46)	45%	(76)	4%	(7)	3%	(5)	171
PID/Gender: Ind Men	12%	(12)	21%	(21)	50%	(51)	12%	(12)	4%	(5)	102
PID/Gender: Ind Women	20%	(20)	16%	(16)	45%	(46)	10%	(10)	9%	(9)	102
PID/Gender: Rep Men	10%	(11)	27%	(29)	49%	(54)	7%	(8)	7%	(8)	111
PID/Gender: Rep Women	9%	(10)	18%	(20)	33%	(35)	15%	(16)	25%	(27)	109
Ideo: Liberal (1-3)	31%	(76)	31%	(77)	33%	(81)	4%	(10)	2%	(5)	249
Ideo: Moderate (4)	16%	(31)	22%	(44)	49%	(98)	6%	(11)	7%	(14)	199
Ideo: Conservative (5-7)	15%	(32)	19%	(41)	41%	(88)	10%	(22)	14%	(30)	214
Educ: < College	16%	(82)	20%	(101)	47%	(239)	8%	(40)	9%	(43)	506
Educ: Bachelors degree	28%	(44)	31%	(48)	27%	(41)	7%	(11)	6%	(10)	154
Educ: Post-grad	31%	(24)	31%	(24)	29%	(23)	6%	(5)	3%	(2)	79
Income: Under 50k	18%	(67)	20%	(74)	47%	(176)	8%	(30)	7%	(25)	372
Income: 50k-100k	21%	(49)	25%	(59)	37%	(86)	10%	(22)	8%	(18)	235
Income: 100k+	26%	(34)	30%	(40)	31%	(41)	3%	(4)	9%	(12)	131
Ethnicity: White	19%	(113)	23%	(138)	42%	(251)	8%	(47)	8%	(50)	599
Ethnicity: Hispanic	31%	(39)	14%	(18)	47%	(58)	3%	(4)	4%	(5)	123
Ethnicity: Black	34%	(26)	30%	(23)	28%	(22)	5%	(4)	2%	(2)	77

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**Table MCBR12:** *Would you have a more or less favorable view of a brand for posting the above message on social media, or would it have no impact?*

Demographic	Much more favorable		Somewhat more favorable		No impact		Somewhat less favorable		Much less favorable		Total N
Adults	20%	(150)	23%	(173)	41%	(304)	8%	(56)	7%	(55)	739
Ethnicity: Other	18%	(11)	19%	(12)	50%	(31)	8%	(5)	6%	(4)	63
All Christian	24%	(88)	24%	(89)	36%	(130)	6%	(23)	10%	(35)	365
All Non-Christian	34%	(17)	28%	(14)	31%	(15)	4%	(2)	3%	(1)	50
Agnostic/Nothing in particular	14%	(20)	23%	(34)	52%	(77)	6%	(9)	6%	(9)	150
Something Else	14%	(20)	21%	(30)	43%	(62)	15%	(21)	7%	(10)	142
Religious Non-Protestant/Catholic	29%	(17)	29%	(17)	32%	(18)	4%	(2)	6%	(3)	57
Evangelical	26%	(63)	24%	(57)	33%	(78)	9%	(22)	8%	(18)	238
Non-Evangelical	17%	(43)	22%	(56)	43%	(111)	9%	(22)	9%	(24)	255
Community: Urban	30%	(72)	27%	(64)	37%	(89)	4%	(9)	4%	(9)	242
Community: Suburban	16%	(51)	23%	(72)	44%	(138)	9%	(27)	9%	(27)	315
Community: Rural	15%	(28)	20%	(37)	42%	(77)	11%	(20)	11%	(20)	181
Employ: Private Sector	29%	(61)	27%	(58)	30%	(63)	7%	(14)	6%	(13)	209
Employ: Government	30%	(17)	31%	(18)	25%	(15)	8%	(5)	6%	(3)	58
Employ: Self-Employed	16%	(9)	37%	(21)	33%	(19)	12%	(7)	2%	(1)	57
Employ: Student	22%	(11)	11%	(5)	55%	(28)	10%	(5)	2%	(1)	51
Employ: Retired	14%	(24)	20%	(33)	45%	(75)	8%	(13)	13%	(23)	168
Employ: Unemployed	5%	(5)	19%	(19)	64%	(64)	3%	(3)	8%	(8)	99
Employ: Other	21%	(11)	17%	(9)	46%	(24)	11%	(5)	5%	(3)	52
Military HH: Yes	25%	(29)	26%	(30)	31%	(35)	11%	(13)	7%	(8)	115
Military HH: No	19%	(121)	23%	(143)	43%	(268)	7%	(43)	8%	(48)	624
RD/WT: Right Direction	31%	(53)	25%	(43)	34%	(59)	6%	(11)	4%	(6)	172
RD/WT: Wrong Track	17%	(97)	23%	(130)	43%	(245)	8%	(45)	9%	(49)	566
Trump Job Approve	19%	(48)	21%	(56)	34%	(90)	12%	(31)	14%	(36)	261
Trump Job Disapprove	22%	(101)	25%	(113)	44%	(197)	5%	(22)	4%	(18)	452
Trump Job Strongly Approve	19%	(32)	21%	(34)	33%	(55)	10%	(17)	16%	(27)	165
Trump Job Somewhat Approve	17%	(17)	23%	(22)	36%	(35)	14%	(14)	10%	(9)	96
Trump Job Somewhat Disapprove	18%	(14)	27%	(21)	44%	(35)	7%	(6)	4%	(3)	79
Trump Job Strongly Disapprove	23%	(87)	25%	(92)	44%	(163)	4%	(17)	4%	(15)	374
Favorable of Trump	15%	(39)	22%	(55)	37%	(94)	11%	(28)	14%	(37)	253
Unfavorable of Trump	23%	(102)	25%	(113)	43%	(196)	5%	(23)	4%	(18)	452

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**Table MCBR12:** *Would you have a more or less favorable view of a brand for posting the above message on social media, or would it have no impact?*

Demographic	Much more favorable		Somewhat more favorable		No impact		Somewhat less favorable		Much less favorable		Total N
Adults	20%	(150)	23%	(173)	41%	(304)	8%	(56)	7%	(55)	739
Very Favorable of Trump	15%	(25)	20%	(32)	35%	(57)	12%	(19)	18%	(29)	162
Somewhat Favorable of Trump	15%	(14)	25%	(23)	41%	(37)	10%	(9)	8%	(7)	90
Somewhat Unfavorable of Trump	23%	(18)	24%	(19)	37%	(29)	9%	(7)	6%	(5)	78
Very Unfavorable of Trump	22%	(84)	25%	(94)	45%	(167)	4%	(16)	4%	(13)	374
#1 Issue: Economy	17%	(47)	22%	(60)	43%	(120)	9%	(26)	9%	(24)	277
#1 Issue: Security	17%	(17)	15%	(15)	45%	(46)	8%	(8)	16%	(16)	103
#1 Issue: Health Care	20%	(27)	25%	(34)	49%	(66)	4%	(5)	2%	(2)	134
#1 Issue: Medicare / Social Security	22%	(18)	29%	(25)	36%	(30)	6%	(5)	7%	(6)	85
2020 Vote: Joe Biden	31%	(108)	27%	(95)	36%	(125)	4%	(13)	2%	(7)	348
2020 Vote: Donald Trump	11%	(27)	20%	(47)	44%	(104)	10%	(23)	14%	(34)	234
2020 Vote: Didn't Vote	10%	(13)	22%	(28)	45%	(58)	14%	(17)	10%	(12)	129
2018 House Vote: Democrat	32%	(88)	28%	(77)	35%	(97)	3%	(8)	3%	(7)	276
2018 House Vote: Republican	11%	(22)	20%	(40)	42%	(82)	10%	(19)	16%	(32)	193
2016 Vote: Hillary Clinton	30%	(74)	29%	(71)	36%	(87)	3%	(7)	2%	(4)	244
2016 Vote: Donald Trump	13%	(28)	22%	(48)	41%	(87)	9%	(19)	14%	(30)	212
2016 Vote: Didn't Vote	18%	(45)	20%	(50)	44%	(110)	10%	(26)	8%	(20)	250
Voted in 2014: Yes	20%	(84)	26%	(107)	39%	(161)	6%	(25)	8%	(34)	412
Voted in 2014: No	20%	(66)	20%	(66)	44%	(142)	10%	(31)	6%	(21)	326
4-Region: Northeast	26%	(32)	29%	(36)	30%	(38)	6%	(7)	9%	(12)	125
4-Region: Midwest	16%	(25)	17%	(27)	50%	(79)	8%	(13)	9%	(14)	158
4-Region: South	19%	(49)	27%	(70)	39%	(99)	6%	(15)	9%	(22)	255
4-Region: West	22%	(44)	20%	(41)	43%	(87)	11%	(22)	4%	(7)	201

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



**Table MCBR13:** *Would you be more or less likely to purchase products or services from a brand if it posted the above message on social media, or would it have no impact?*

Demographic	Much more likely		Somewhat more likely		No impact		Somewhat less likely		Much less likely		Total N
Adults	19%	(140)	16%	(117)	52%	(382)	6%	(47)	7%	(53)	739
Gender: Male	23%	(81)	16%	(57)	52%	(185)	5%	(19)	4%	(15)	357
Gender: Female	15%	(59)	16%	(59)	52%	(197)	7%	(28)	10%	(38)	381
Age: 18-34	22%	(50)	21%	(49)	45%	(103)	6%	(13)	6%	(15)	229
Age: 35-44	36%	(42)	13%	(15)	47%	(54)	2%	(3)	1%	(2)	115
Age: 45-64	14%	(34)	15%	(37)	54%	(131)	9%	(21)	9%	(22)	244
Age: 65+	10%	(15)	11%	(16)	62%	(94)	7%	(11)	10%	(14)	150
GenZers: 1997-2012	11%	(14)	19%	(23)	54%	(65)	9%	(11)	7%	(8)	120
Millennials: 1981-1996	38%	(73)	19%	(36)	37%	(71)	2%	(4)	4%	(7)	191
GenXers: 1965-1980	15%	(27)	17%	(29)	53%	(93)	8%	(13)	7%	(12)	174
Baby Boomers: 1946-1964	10%	(24)	12%	(27)	61%	(140)	8%	(18)	9%	(22)	231
PID: Dem (no lean)	28%	(90)	21%	(68)	45%	(142)	3%	(8)	3%	(8)	316
PID: Ind (no lean)	10%	(21)	13%	(26)	61%	(124)	10%	(20)	6%	(12)	204
PID: Rep (no lean)	13%	(29)	10%	(23)	53%	(116)	9%	(19)	15%	(33)	219
PID/Gender: Dem Men	40%	(58)	20%	(29)	37%	(54)	1%	(1)	2%	(2)	145
PID/Gender: Dem Women	18%	(31)	23%	(39)	51%	(88)	4%	(7)	3%	(6)	171
PID/Gender: Ind Men	7%	(7)	14%	(15)	63%	(65)	10%	(11)	4%	(5)	102
PID/Gender: Ind Women	13%	(14)	11%	(11)	58%	(59)	10%	(10)	7%	(7)	102
PID/Gender: Rep Men	14%	(15)	13%	(14)	59%	(66)	7%	(8)	7%	(8)	111
PID/Gender: Rep Women	13%	(14)	8%	(9)	46%	(50)	10%	(11)	23%	(25)	109
Ideo: Liberal (1-3)	26%	(65)	26%	(65)	43%	(106)	4%	(9)	2%	(4)	249
Ideo: Moderate (4)	16%	(32)	14%	(28)	57%	(113)	6%	(12)	6%	(12)	199
Ideo: Conservative (5-7)	16%	(34)	10%	(21)	54%	(116)	7%	(15)	13%	(28)	214
Educ: < College	14%	(71)	13%	(66)	58%	(294)	7%	(33)	8%	(41)	506
Educ: Bachelors degree	29%	(44)	22%	(33)	37%	(57)	6%	(10)	6%	(10)	154
Educ: Post-grad	32%	(25)	22%	(17)	39%	(31)	5%	(4)	2%	(2)	79
Income: Under 50k	15%	(54)	14%	(54)	58%	(216)	7%	(26)	6%	(23)	372
Income: 50k-100k	22%	(51)	18%	(43)	44%	(104)	8%	(18)	8%	(19)	235
Income: 100k+	27%	(35)	15%	(20)	47%	(62)	3%	(4)	8%	(11)	131
Ethnicity: White	18%	(110)	15%	(91)	52%	(312)	6%	(39)	8%	(46)	599
Ethnicity: Hispanic	31%	(38)	14%	(18)	44%	(55)	6%	(8)	4%	(5)	123

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**Table MCBR13:** *Would you be more or less likely to purchase products or services from a brand if it posted the above message on social media, or would it have no impact?*

Demographic	Much more likely		Somewhat more likely		No impact		Somewhat less likely		Much less likely		Total N
Adults	19%	(140)	16%	(117)	52%	(382)	6%	(47)	7%	(53)	739
Ethnicity: Black	28%	(22)	18%	(14)	48%	(37)	3%	(2)	2%	(2)	77
Ethnicity: Other	13%	(8)	19%	(12)	52%	(32)	10%	(6)	7%	(5)	63
All Christian	22%	(80)	17%	(62)	45%	(162)	6%	(23)	10%	(37)	365
All Non-Christian	31%	(16)	21%	(10)	42%	(21)	5%	(3)	1%	(0)	50
Agnostic/Nothing in particular	11%	(16)	12%	(18)	67%	(100)	5%	(8)	6%	(9)	150
Something Else	19%	(27)	11%	(15)	57%	(82)	9%	(12)	5%	(7)	142
Religious Non-Protestant/Catholic	27%	(16)	20%	(11)	41%	(23)	4%	(3)	8%	(4)	57
Evangelical	27%	(65)	13%	(32)	45%	(108)	8%	(18)	6%	(15)	238
Non-Evangelical	15%	(39)	16%	(41)	52%	(133)	7%	(17)	9%	(24)	255
Community: Urban	29%	(71)	20%	(48)	42%	(103)	4%	(11)	4%	(10)	242
Community: Suburban	15%	(48)	15%	(47)	53%	(168)	8%	(26)	8%	(26)	315
Community: Rural	12%	(21)	12%	(22)	61%	(111)	6%	(11)	9%	(16)	181
Employ: Private Sector	28%	(59)	19%	(39)	42%	(87)	6%	(14)	5%	(11)	209
Employ: Government	32%	(19)	24%	(14)	33%	(19)	5%	(3)	6%	(3)	58
Employ: Self-Employed	19%	(11)	19%	(11)	53%	(30)	7%	(4)	2%	(1)	57
Employ: Student	17%	(8)	11%	(5)	54%	(27)	16%	(8)	2%	(1)	51
Employ: Retired	11%	(19)	11%	(18)	60%	(101)	6%	(11)	12%	(20)	168
Employ: Unemployed	4%	(4)	17%	(17)	66%	(65)	3%	(3)	11%	(11)	99
Employ: Other	16%	(8)	11%	(6)	65%	(33)	5%	(2)	4%	(2)	52
Military HH: Yes	23%	(27)	14%	(16)	50%	(58)	6%	(7)	7%	(8)	115
Military HH: No	18%	(114)	16%	(101)	52%	(324)	6%	(40)	7%	(45)	624
RD/WT: Right Direction	28%	(48)	20%	(34)	44%	(75)	5%	(8)	3%	(6)	172
RD/WT: Wrong Track	16%	(92)	15%	(83)	54%	(306)	7%	(39)	8%	(47)	566
Trump Job Approve	20%	(51)	12%	(30)	47%	(122)	9%	(23)	13%	(34)	261
Trump Job Disapprove	20%	(88)	19%	(85)	54%	(243)	5%	(21)	3%	(16)	452
Trump Job Strongly Approve	22%	(37)	10%	(17)	45%	(74)	6%	(10)	16%	(27)	165
Trump Job Somewhat Approve	15%	(14)	14%	(13)	50%	(49)	14%	(13)	8%	(7)	96
Trump Job Somewhat Disapprove	22%	(17)	18%	(15)	51%	(40)	5%	(4)	4%	(3)	79
Trump Job Strongly Disapprove	19%	(71)	19%	(70)	54%	(203)	5%	(17)	3%	(13)	374

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**Table MCBR13:** *Would you be more or less likely to purchase products or services from a brand if it posted the above message on social media, or would it have no impact?*

Demographic	Much more likely		Somewhat more likely		No impact		Somewhat less likely		Much less likely		Total N
Adults	19%	(140)	16%	(117)	52%	(382)	6%	(47)	7%	(53)	739
Favorable of Trump	17%	(43)	12%	(31)	47%	(118)	10%	(24)	14%	(36)	253
Unfavorable of Trump	20%	(89)	19%	(84)	54%	(245)	4%	(19)	3%	(16)	452
Very Favorable of Trump	19%	(30)	10%	(16)	44%	(71)	11%	(18)	17%	(27)	162
Somewhat Favorable of Trump	14%	(13)	16%	(15)	52%	(47)	7%	(6)	10%	(9)	90
Somewhat Unfavorable of Trump	25%	(20)	15%	(12)	45%	(35)	11%	(9)	4%	(3)	78
Very Unfavorable of Trump	18%	(69)	19%	(72)	56%	(210)	3%	(11)	3%	(13)	374
#1 Issue: Economy	17%	(47)	16%	(44)	53%	(146)	6%	(16)	9%	(24)	277
#1 Issue: Security	15%	(16)	6%	(6)	55%	(56)	12%	(13)	12%	(12)	103
#1 Issue: Health Care	20%	(27)	18%	(25)	54%	(73)	5%	(7)	2%	(3)	134
#1 Issue: Medicare / Social Security	19%	(16)	14%	(12)	52%	(44)	7%	(6)	9%	(7)	85
2020 Vote: Joe Biden	27%	(94)	21%	(72)	47%	(164)	3%	(11)	2%	(7)	348
2020 Vote: Donald Trump	12%	(28)	13%	(30)	54%	(127)	8%	(20)	13%	(30)	234
2020 Vote: Didn't Vote	14%	(18)	7%	(9)	58%	(74)	11%	(14)	11%	(14)	129
2018 House Vote: Democrat	28%	(77)	22%	(61)	44%	(123)	2%	(6)	3%	(9)	276
2018 House Vote: Republican	10%	(19)	14%	(28)	51%	(98)	10%	(20)	14%	(28)	193
2016 Vote: Hillary Clinton	27%	(67)	23%	(55)	46%	(113)	3%	(6)	1%	(3)	244
2016 Vote: Donald Trump	12%	(26)	13%	(28)	51%	(109)	10%	(21)	13%	(29)	212
2016 Vote: Didn't Vote	18%	(46)	12%	(30)	55%	(139)	7%	(16)	8%	(20)	250
Voted in 2014: Yes	17%	(71)	18%	(72)	51%	(210)	6%	(26)	8%	(32)	412
Voted in 2014: No	21%	(69)	14%	(45)	53%	(172)	6%	(21)	6%	(20)	326
4-Region: Northeast	25%	(31)	16%	(20)	46%	(58)	4%	(5)	9%	(11)	125
4-Region: Midwest	12%	(19)	10%	(15)	65%	(102)	6%	(10)	7%	(12)	158
4-Region: South	21%	(52)	14%	(37)	51%	(129)	6%	(16)	8%	(20)	255
4-Region: West	19%	(38)	22%	(45)	46%	(92)	8%	(16)	5%	(9)	201

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

**Table MCBR14:** Which of the following brand statements do you think is the best response to the U.S. Capitol riot on Wednesday, January 6, 2021?

Demographic	210113 brand		210113 brand		210113 brand		Total N
	statement	twitter tweet	statement	twitter formal message	statement	twitter notes app	
Adults	17%	(373)	42%	(929)	41%	(898)	2200
Gender: Male	17%	(183)	38%	(408)	44%	(471)	1062
Gender: Female	17%	(190)	46%	(521)	38%	(427)	1138
Age: 18-34	20%	(131)	46%	(304)	34%	(220)	655
Age: 35-44	19%	(68)	38%	(135)	43%	(155)	358
Age: 45-64	16%	(121)	44%	(329)	40%	(301)	751
Age: 65+	12%	(53)	37%	(161)	51%	(223)	436
GenZers: 1997-2012	16%	(53)	53%	(176)	31%	(102)	331
Millennials: 1981-1996	23%	(135)	38%	(228)	39%	(236)	599
GenXers: 1965-1980	17%	(88)	46%	(242)	38%	(201)	531
Baby Boomers: 1946-1964	12%	(80)	39%	(259)	49%	(320)	659
PID: Dem (no lean)	13%	(120)	46%	(415)	41%	(376)	912
PID: Ind (no lean)	18%	(117)	43%	(281)	39%	(254)	652
PID: Rep (no lean)	21%	(136)	37%	(232)	42%	(268)	636
PID/Gender: Dem Men	14%	(60)	43%	(182)	43%	(182)	424
PID/Gender: Dem Women	12%	(60)	48%	(233)	40%	(194)	488
PID/Gender: Ind Men	19%	(58)	36%	(110)	45%	(138)	306
PID/Gender: Ind Women	17%	(59)	49%	(171)	34%	(117)	346
PID/Gender: Rep Men	20%	(65)	35%	(116)	45%	(151)	332
PID/Gender: Rep Women	23%	(71)	38%	(117)	38%	(116)	304
Ideo: Liberal (1-3)	12%	(80)	49%	(321)	39%	(253)	655
Ideo: Moderate (4)	18%	(115)	39%	(254)	43%	(275)	644
Ideo: Conservative (5-7)	18%	(121)	37%	(246)	45%	(296)	663
Educ: < College	18%	(267)	43%	(649)	39%	(596)	1512
Educ: Bachelors degree	15%	(66)	43%	(189)	43%	(189)	444
Educ: Post-grad	16%	(40)	37%	(91)	46%	(113)	244
Income: Under 50k	18%	(199)	41%	(461)	41%	(461)	1121
Income: 50k-100k	16%	(108)	46%	(314)	38%	(258)	681
Income: 100k+	17%	(66)	38%	(153)	45%	(179)	398
Ethnicity: White	18%	(303)	42%	(720)	41%	(698)	1722
Ethnicity: Hispanic	19%	(66)	41%	(142)	40%	(141)	349

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**Table MCBR14:** Which of the following brand statements do you think is the best response to the U.S. Capitol riot on Wednesday, January 6, 2021?

Demographic	210113 brand		210113 brand		210113 brand		Total N
	statement	twitter tweet	statement	twitter formal message	statement	twitter notes app	
Adults	17%	(373)	42%	(929)	41%	(898)	2200
Ethnicity: Black	12%	(34)	45%	(123)	43%	(117)	274
Ethnicity: Other	17%	(36)	42%	(86)	40%	(83)	204
All Christian	15%	(162)	40%	(430)	44%	(472)	1064
All Non-Christian	19%	(28)	39%	(56)	42%	(59)	143
Atheist	21%	(17)	47%	(37)	32%	(26)	80
Agnostic/Nothing in particular	18%	(91)	45%	(228)	37%	(187)	506
Something Else	19%	(76)	44%	(178)	38%	(154)	408
Religious Non-Protestant/Catholic	21%	(34)	39%	(61)	40%	(63)	158
Evangelical	18%	(120)	39%	(262)	44%	(296)	678
Non-Evangelical	14%	(106)	44%	(334)	42%	(320)	760
Community: Urban	18%	(132)	37%	(271)	44%	(322)	725
Community: Suburban	14%	(133)	46%	(434)	39%	(367)	934
Community: Rural	20%	(108)	41%	(223)	39%	(210)	541
Employ: Private Sector	17%	(113)	41%	(268)	42%	(273)	654
Employ: Government	17%	(27)	40%	(62)	42%	(65)	153
Employ: Self-Employed	15%	(28)	35%	(63)	49%	(88)	178
Employ: Homemaker	18%	(21)	47%	(54)	35%	(40)	115
Employ: Student	18%	(25)	45%	(64)	37%	(51)	140
Employ: Retired	13%	(63)	40%	(198)	47%	(235)	496
Employ: Unemployed	20%	(61)	48%	(145)	32%	(98)	305
Employ: Other	22%	(35)	47%	(75)	30%	(48)	158
Military HH: Yes	15%	(59)	40%	(151)	45%	(172)	381
Military HH: No	17%	(314)	43%	(778)	40%	(727)	1819
RD/WT: Right Direction	21%	(112)	34%	(180)	45%	(237)	529
RD/WT: Wrong Track	16%	(261)	45%	(748)	40%	(662)	1671
Trump Job Approve	25%	(193)	32%	(255)	43%	(339)	787
Trump Job Disapprove	12%	(159)	48%	(640)	40%	(537)	1336

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**Table MCBR14:** Which of the following brand statements do you think is the best response to the U.S. Capitol riot on Wednesday, January 6, 2021?

Demographic	210113 brand		210113 brand		210113 brand		Total N
	statement	twitter tweet	statement	twitter formal message	statement	twitter notes app	
Adults	17%	(373)	42%	(929)	41%	(898)	2200
Trump Job Strongly Approve	25%	(118)	31%	(149)	44%	(208)	476
Trump Job Somewhat Approve	24%	(75)	34%	(106)	42%	(130)	311
Trump Job Somewhat Disapprove	17%	(45)	41%	(110)	43%	(116)	271
Trump Job Strongly Disapprove	11%	(115)	50%	(530)	40%	(421)	1066
Favorable of Trump	24%	(191)	32%	(255)	43%	(343)	789
Unfavorable of Trump	12%	(158)	48%	(632)	40%	(519)	1308
Very Favorable of Trump	24%	(115)	31%	(144)	45%	(212)	472
Somewhat Favorable of Trump	24%	(76)	35%	(110)	41%	(131)	318
Somewhat Unfavorable of Trump	17%	(36)	35%	(76)	48%	(104)	216
Very Unfavorable of Trump	11%	(121)	51%	(556)	38%	(415)	1092
#1 Issue: Economy	17%	(150)	44%	(375)	39%	(335)	860
#1 Issue: Security	23%	(67)	36%	(103)	41%	(119)	289
#1 Issue: Health Care	10%	(35)	44%	(156)	46%	(161)	351
#1 Issue: Medicare / Social Security	16%	(43)	44%	(116)	40%	(107)	267
#1 Issue: Women’s Issues	20%	(19)	41%	(40)	40%	(39)	98
#1 Issue: Education	19%	(21)	35%	(39)	46%	(51)	111
#1 Issue: Energy	12%	(10)	47%	(39)	41%	(34)	83
#1 Issue: Other	20%	(28)	43%	(61)	37%	(52)	141
2020 Vote: Joe Biden	11%	(114)	47%	(478)	42%	(432)	1024
2020 Vote: Donald Trump	22%	(146)	35%	(236)	43%	(284)	667
2020 Vote: Other	21%	(18)	48%	(40)	31%	(26)	84
2020 Vote: Didn’t Vote	22%	(94)	41%	(172)	37%	(155)	421
2018 House Vote: Democrat	13%	(97)	45%	(346)	43%	(331)	774
2018 House Vote: Republican	20%	(112)	35%	(197)	45%	(249)	558
2016 Vote: Hillary Clinton	11%	(76)	46%	(320)	44%	(307)	703
2016 Vote: Donald Trump	20%	(132)	36%	(234)	43%	(281)	647
2016 Vote: Other	17%	(15)	45%	(39)	38%	(33)	87
2016 Vote: Didn’t Vote	20%	(150)	44%	(332)	37%	(278)	759
Voted in 2014: Yes	15%	(179)	41%	(494)	45%	(543)	1216
Voted in 2014: No	20%	(194)	44%	(435)	36%	(356)	984

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**Table MCBR14:** Which of the following brand statements do you think is the best response to the U.S. Capitol riot on Wednesday, January 6, 2021?

Demographic	210113 brand statement twitter tweet		210113 brand statement twitter formal message		210113 brand statement twitter notes app		Total N
Adults	17%	(373)	42%	(929)	41%	(898)	2200
4-Region: Northeast	19%	(73)	42%	(164)	40%	(157)	394
4-Region: Midwest	15%	(71)	45%	(206)	40%	(185)	462
4-Region: South	19%	(156)	41%	(341)	40%	(327)	824
4-Region: West	14%	(73)	42%	(218)	44%	(229)	520

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	Adults	2200	100%
xdemGender	Gender: Male	1062	48%
	Gender: Female	1138	52%
	N	2200	
age	Age: 18-34	655	30%
	Age: 35-44	358	16%
	Age: 45-64	751	34%
	Age: 65+	436	20%
	N	2200	
demAgeGeneration	GenZers: 1997-2012	331	15%
	Millennials: 1981-1996	599	27%
	GenXers: 1965-1980	531	24%
	Baby Boomers: 1946-1964	659	30%
	N	2121	
xpid3	PID: Dem (no lean)	912	41%
	PID: Ind (no lean)	652	30%
	PID: Rep (no lean)	636	29%
	N	2200	
xpidGender	PID/Gender: Dem Men	424	19%
	PID/Gender: Dem Women	488	22%
	PID/Gender: Ind Men	306	14%
	PID/Gender: Ind Women	346	16%
	PID/Gender: Rep Men	332	15%
	PID/Gender: Rep Women	304	14%
	N	2200	
xdemIdeo3	Ideo: Liberal (1-3)	655	30%
	Ideo: Moderate (4)	644	29%
	Ideo: Conservative (5-7)	663	30%
	N	1962	
xeduc3	Educ: < College	1512	69%
	Educ: Bachelors degree	444	20%
	Educ: Post-grad	244	11%
	N	2200	

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### Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemInc3	Income: Under 50k	1121	51%
	Income: 50k-100k	681	31%
	Income: 100k+	398	18%
	N	2200	
xdemWhite	Ethnicity: White	1722	78%
xdemHispBin	Ethnicity: Hispanic	349	16%
demBlackBin	Ethnicity: Black	274	12%
demRaceOther	Ethnicity: Other	204	9%
xdemReligion	All Christian	1064	48%
	All Non-Christian	143	6%
	Atheist	80	4%
	Agnostic/Nothing in particular	506	23%
	Something Else	408	19%
	N	2200	
xdemReligOther	Religious Non-Protestant/Catholic	158	7%
xdemEvang	Evangelical	678	31%
	Non-Evangelical	760	35%
	N	1438	
xdemUsr	Community: Urban	725	33%
	Community: Suburban	934	42%
	Community: Rural	541	25%
	N	2200	
xdemEmploy	Employ: Private Sector	654	30%
	Employ: Government	153	7%
	Employ: Self-Employed	178	8%
	Employ: Homemaker	115	5%
	Employ: Student	140	6%
	Employ: Retired	496	23%
	Employ: Unemployed	305	14%
	Employ: Other	158	7%
	N	2200	
xdemMilHH1	Military HH: Yes	381	17%
	Military HH: No	1819	83%
	N	2200	

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# Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xnr1	RD/WT: Right Direction	529	24%
	RD/WT: Wrong Track	1671	76%
	N	2200	
Trump_Approve	Trump Job Approve	787	36%
	Trump Job Disapprove	1336	61%
	N	2123	
Trump_Approve2	Trump Job Strongly Approve	476	22%
	Trump Job Somewhat Approve	311	14%
	Trump Job Somewhat Disapprove	271	12%
	Trump Job Strongly Disapprove	1066	48%
	N	2123	
Trump_Fav	Favorable of Trump	789	36%
	Unfavorable of Trump	1308	59%
	N	2098	
Trump_Fav_FULL	Very Favorable of Trump	472	21%
	Somewhat Favorable of Trump	318	14%
	Somewhat Unfavorable of Trump	216	10%
	Very Unfavorable of Trump	1092	50%
	N	2098	
xnr3	#1 Issue: Economy	860	39%
	#1 Issue: Security	289	13%
	#1 Issue: Health Care	351	16%
	#1 Issue: Medicare / Social Security	267	12%
	#1 Issue: Women's Issues	98	4%
	#1 Issue: Education	111	5%
	#1 Issue: Energy	83	4%
	#1 Issue: Other	141	6%
	N	2200	
xsubVote20O	2020 Vote: Joe Biden	1024	47%
	2020 Vote: Donald Trump	667	30%
	2020 Vote: Other	84	4%
	2020 Vote: Didn't Vote	421	19%
	N	2196	
xsubVote18O	2018 House Vote: Democrat	774	35%
	2018 House Vote: Republican	558	25%
	2018 House Vote: Someone else	45	2%
	N	1377	

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### Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xsubVote16O	2016 Vote: Hillary Clinton	703	32%
	2016 Vote: Donald Trump	647	29%
	2016 Vote: Other	87	4%
	2016 Vote: Didn't Vote	759	35%
	<i>N</i>	2196	
xsubVote14O	Voted in 2014: Yes	1216	55%
	Voted in 2014: No	984	45%
	<i>N</i>	2200	
xreg4	4-Region: Northeast	394	18%
	4-Region: Midwest	462	21%
	4-Region: South	824	37%
	4-Region: West	520	24%
	<i>N</i>	2200	

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

