



National Tracking Poll #210163
January 15-19, 2021

Crosstabulation Results

Methodology:

This poll was conducted between January 15-January 19, 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 age, gender, educational attainment, race, and region. Results from the full survey have a margin of error of plus or minus 2 percentage points.

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Crosstabulation Results by Respondent Demographics

Table MCEN1_1: *Would you have a more or less favorable view of a celebrity if you found out that he or she did the following?*
Wore a face mask while out in public

Demographic	Much more favorable	Somewhat more favorable	Neither more nor less favorable	Somewhat less favorable	Much less favorable	Don't know / No opinion	Total N
Adults	49% (1072)	20% (429)	18% (406)	3% (61)	3% (73)	7% (159)	2200
Gender: Male	46% (486)	22% (237)	19% (198)	3% (35)	4% (39)	6% (67)	1062
Gender: Female	52% (587)	17% (192)	18% (208)	2% (26)	3% (33)	8% (92)	1138
Age: 18-34	44% (287)	20% (129)	20% (128)	4% (27)	3% (22)	9% (61)	655
Age: 35-44	47% (169)	23% (81)	19% (68)	2% (6)	2% (7)	8% (27)	358
Age: 45-64	52% (390)	18% (132)	18% (139)	3% (20)	3% (23)	6% (46)	751
Age: 65+	52% (226)	20% (86)	16% (71)	2% (7)	5% (21)	6% (25)	436
GenZers: 1997-2012	40% (119)	18% (53)	22% (65)	2% (7)	4% (11)	15% (44)	299
Millennials: 1981-1996	48% (306)	22% (138)	17% (110)	4% (26)	3% (16)	6% (37)	632
GenXers: 1965-1980	47% (243)	17% (89)	23% (122)	4% (19)	4% (19)	6% (29)	520
Baby Boomers: 1946-1964	53% (371)	20% (137)	15% (105)	1% (9)	4% (26)	7% (46)	693
PID: Dem (no lean)	65% (574)	17% (153)	11% (94)	2% (17)	2% (15)	3% (28)	882
PID: Ind (no lean)	39% (278)	20% (141)	21% (152)	3% (21)	3% (24)	13% (92)	708
PID: Rep (no lean)	36% (220)	22% (135)	26% (160)	4% (22)	5% (33)	6% (39)	610
PID/Gender: Dem Men	61% (253)	21% (87)	11% (47)	2% (9)	2% (7)	3% (11)	414
PID/Gender: Dem Women	69% (321)	14% (67)	10% (48)	2% (8)	2% (8)	4% (17)	467
PID/Gender: Ind Men	38% (125)	22% (72)	21% (69)	3% (11)	3% (9)	12% (39)	325
PID/Gender: Ind Women	40% (153)	18% (69)	22% (83)	3% (10)	4% (15)	14% (53)	383
PID/Gender: Rep Men	33% (107)	24% (78)	25% (82)	4% (14)	7% (23)	6% (18)	322
PID/Gender: Rep Women	39% (113)	20% (56)	27% (78)	3% (8)	4% (11)	7% (22)	288
Ideo: Liberal (1-3)	65% (431)	19% (125)	10% (65)	2% (15)	2% (13)	2% (15)	664
Ideo: Moderate (4)	49% (310)	21% (131)	19% (118)	2% (13)	3% (22)	6% (37)	631
Ideo: Conservative (5-7)	37% (240)	20% (131)	27% (174)	3% (22)	5% (32)	7% (48)	647
Educ: < College	48% (727)	17% (259)	20% (299)	3% (39)	4% (54)	9% (134)	1512
Educ: Bachelors degree	50% (220)	23% (103)	17% (74)	3% (13)	3% (13)	4% (20)	444
Educ: Post-grad	51% (125)	27% (66)	14% (33)	3% (8)	2% (5)	2% (6)	244

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Table MCEN1_1: *Would you have a more or less favorable view of a celebrity if you found out that he or she did the following?*
Wore a face mask while out in public

Demographic	Much more favorable	Somewhat more favorable	Neither more nor less favorable	Somewhat less favorable	Much less favorable	Don't know / No opinion	Total N
Adults	49% (1072)	20% (429)	18% (406)	3% (61)	3% (73)	7% (159)	2200
Income: Under 50k	46% (537)	17% (200)	21% (241)	2% (27)	4% (45)	9% (107)	1158
Income: 50k-100k	52% (343)	20% (135)	16% (103)	3% (21)	3% (23)	5% (35)	660
Income: 100k+	51% (193)	25% (94)	16% (61)	3% (12)	1% (5)	4% (17)	382
Ethnicity: White	47% (802)	21% (357)	19% (332)	3% (47)	3% (59)	7% (124)	1722
Ethnicity: Hispanic	52% (180)	19% (66)	13% (44)	4% (13)	3% (12)	10% (34)	349
Ethnicity: Black	59% (163)	13% (36)	18% (48)	1% (4)	2% (6)	7% (18)	274
Ethnicity: Other	53% (108)	18% (36)	13% (26)	4% (9)	4% (8)	9% (18)	204
All Christian	50% (519)	22% (223)	16% (169)	3% (30)	3% (30)	6% (60)	1031
All Non-Christian	61% (77)	17% (22)	10% (13)	3% (4)	4% (5)	4% (5)	127
Atheist	38% (25)	26% (17)	23% (15)	2% (1)	2% (1)	9% (6)	65
Agnostic/Nothing in particular	47% (258)	17% (94)	21% (114)	2% (13)	4% (21)	10% (55)	555
Something Else	46% (193)	17% (73)	23% (95)	3% (12)	4% (16)	8% (33)	422
Religious Non-Protestant/Catholic	59% (86)	16% (23)	13% (19)	4% (6)	3% (5)	6% (8)	146
Evangelical	48% (335)	20% (138)	19% (135)	3% (21)	3% (18)	8% (53)	700
Non-Evangelical	51% (361)	21% (148)	17% (120)	2% (14)	4% (29)	5% (36)	709
Community: Urban	54% (380)	19% (136)	14% (99)	4% (31)	2% (16)	6% (43)	705
Community: Suburban	47% (428)	22% (200)	20% (182)	2% (18)	3% (28)	7% (60)	917
Community: Rural	46% (264)	16% (93)	21% (124)	2% (12)	5% (29)	10% (56)	578
Employ: Private Sector	48% (313)	20% (133)	18% (120)	3% (22)	3% (17)	7% (45)	649
Employ: Government	50% (85)	25% (43)	15% (25)	5% (9)	1% (2)	4% (6)	169
Employ: Self-Employed	37% (65)	22% (40)	28% (49)	3% (6)	6% (11)	4% (7)	177
Employ: Homemaker	53% (73)	15% (20)	18% (25)	1% (1)	2% (3)	11% (15)	137
Employ: Student	42% (54)	17% (22)	23% (29)	3% (4)	4% (5)	11% (14)	128
Employ: Retired	52% (234)	21% (94)	16% (74)	1% (4)	5% (22)	5% (24)	452
Employ: Unemployed	48% (162)	18% (60)	18% (62)	2% (8)	3% (9)	11% (35)	335
Employ: Other	57% (88)	12% (18)	15% (23)	4% (7)	3% (5)	8% (13)	153
Military HH: Yes	48% (188)	18% (72)	21% (82)	3% (13)	4% (14)	6% (23)	392
Military HH: No	49% (885)	20% (357)	18% (324)	3% (48)	3% (59)	8% (136)	1808

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Table MCEN1_1: *Would you have a more or less favorable view of a celebrity if you found out that he or she did the following?*
Wore a face mask while out in public

Demographic	Much more favorable	Somewhat more favorable	Neither more nor less favorable	Somewhat less favorable	Much less favorable	Don't know / No opinion	Total N
Adults	49% (1072)	20% (429)	18% (406)	3% (61)	3% (73)	7% (159)	2200
RD/WT: Right Direction	51% (256)	20% (103)	17% (86)	3% (17)	4% (21)	4% (22)	504
RD/WT: Wrong Track	48% (816)	19% (326)	19% (320)	3% (44)	3% (52)	8% (138)	1696
Trump Job Approve	33% (262)	21% (167)	28% (225)	4% (35)	6% (45)	8% (65)	799
Trump Job Disapprove	61% (773)	19% (244)	12% (155)	2% (24)	2% (25)	4% (56)	1277
Trump Job Strongly Approve	33% (152)	18% (81)	29% (133)	4% (19)	8% (38)	8% (36)	459
Trump Job Somewhat Approve	32% (110)	25% (86)	27% (92)	5% (16)	2% (7)	8% (28)	340
Trump Job Somewhat Disapprove	41% (105)	27% (69)	21% (55)	4% (11)	2% (6)	4% (10)	256
Trump Job Strongly Disapprove	65% (669)	17% (175)	10% (100)	1% (13)	2% (19)	5% (46)	1022
Favorable of Trump	34% (273)	21% (165)	27% (218)	4% (35)	6% (48)	8% (65)	804
Unfavorable of Trump	59% (758)	20% (253)	13% (170)	2% (23)	2% (23)	4% (56)	1283
Very Favorable of Trump	35% (172)	17% (85)	27% (129)	4% (18)	8% (39)	9% (41)	484
Somewhat Favorable of Trump	32% (101)	25% (81)	28% (89)	5% (17)	3% (8)	8% (24)	320
Somewhat Unfavorable of Trump	37% (83)	29% (66)	23% (51)	3% (7)	1% (2)	6% (14)	223
Very Unfavorable of Trump	64% (675)	18% (187)	11% (120)	2% (17)	2% (21)	4% (42)	1060
#1 Issue: Economy	47% (398)	18% (154)	21% (173)	2% (18)	4% (32)	8% (64)	839
#1 Issue: Security	34% (84)	21% (52)	29% (71)	5% (14)	5% (12)	6% (16)	248
#1 Issue: Health Care	57% (229)	21% (85)	12% (47)	3% (10)	1% (4)	6% (24)	399
#1 Issue: Medicare / Social Security	53% (147)	22% (61)	17% (48)	1% (3)	3% (8)	4% (11)	277
#1 Issue: Women's Issues	55% (59)	15% (16)	12% (12)	3% (3)	— (0)	15% (16)	106
#1 Issue: Education	50% (52)	22% (23)	16% (16)	3% (3)	4% (4)	6% (6)	104
#1 Issue: Energy	51% (39)	24% (18)	14% (11)	1% (1)	10% (8)	— (0)	76
#1 Issue: Other	44% (66)	14% (21)	18% (27)	6% (9)	4% (5)	14% (22)	150
2020 Vote: Joe Biden	65% (650)	19% (186)	9% (93)	2% (16)	2% (15)	4% (36)	998
2020 Vote: Donald Trump	30% (194)	23% (145)	29% (187)	4% (25)	6% (39)	7% (46)	637
2020 Vote: Other	39% (37)	20% (19)	25% (24)	2% (2)	3% (3)	11% (10)	95
2020 Vote: Didn't Vote	41% (190)	17% (79)	22% (102)	4% (17)	3% (16)	14% (65)	468
2018 House Vote: Democrat	65% (481)	19% (144)	9% (71)	2% (15)	2% (13)	3% (21)	744
2018 House Vote: Republican	36% (194)	24% (128)	25% (137)	3% (15)	7% (36)	6% (31)	541
2018 House Vote: Someone else	30% (19)	16% (10)	26% (17)	— (0)	9% (6)	19% (12)	64

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Table MCEN1_1: *Would you have a more or less favorable view of a celebrity if you found out that he or she did the following?*
Wore a face mask while out in public

Demographic	Much more favorable	Somewhat more favorable	Neither more nor less favorable	Somewhat less favorable	Much less favorable	Don't know / No opinion	Total N
Adults	49% (1072)	20% (429)	18% (406)	3% (61)	3% (73)	7% (159)	2200
2016 Vote: Hillary Clinton	69% (471)	17% (114)	8% (55)	2% (13)	1% (6)	4% (24)	684
2016 Vote: Donald Trump	37% (230)	22% (141)	26% (161)	3% (20)	6% (38)	6% (39)	628
2016 Vote: Other	34% (34)	20% (20)	26% (26)	4% (4)	4% (4)	12% (12)	100
2016 Vote: Didn't Vote	43% (336)	20% (154)	21% (164)	3% (23)	3% (25)	11% (84)	786
Voted in 2014: Yes	52% (612)	21% (242)	16% (193)	2% (25)	4% (44)	5% (61)	1177
Voted in 2014: No	45% (461)	18% (187)	21% (213)	3% (35)	3% (29)	10% (98)	1023
4-Region: Northeast	54% (213)	21% (83)	15% (59)	2% (9)	3% (10)	5% (19)	394
4-Region: Midwest	44% (202)	20% (93)	23% (105)	3% (12)	3% (16)	7% (34)	462
4-Region: South	49% (406)	17% (139)	20% (167)	2% (18)	3% (27)	8% (67)	824
4-Region: West	48% (251)	22% (114)	14% (75)	4% (21)	4% (20)	7% (39)	520
Concerned about COVID	55% (1016)	21% (392)	15% (277)	2% (42)	2% (43)	5% (87)	1856
Not concerned about COVID	16% (50)	11% (34)	42% (128)	6% (19)	10% (30)	15% (46)	307
Unfollowed celeb on social bc politics	53% (329)	21% (130)	17% (104)	3% (17)	4% (23)	3% (22)	626
Not unfollowed celeb on social bc politics	49% (634)	21% (269)	19% (245)	3% (38)	3% (34)	5% (68)	1289
Unfollowed celeb on social bc too much politics	47% (261)	24% (131)	19% (103)	4% (20)	2% (13)	5% (25)	554
Not unfollowed celeb on social bc too much politics	51% (681)	20% (268)	18% (240)	3% (36)	3% (44)	5% (63)	1332
Not watched movie/TV show bc cast politics	48% (298)	23% (140)	18% (113)	3% (20)	5% (29)	4% (24)	623
Has not not watched movie/TV show bc cast politics	51% (679)	19% (257)	19% (250)	3% (36)	3% (33)	5% (72)	1326
Donated/volunteered bc celeb encouraged	59% (234)	23% (91)	11% (46)	4% (15)	1% (6)	2% (8)	399
Not donated/volunteered bc celeb encouraged	47% (726)	20% (311)	21% (317)	3% (41)	4% (57)	5% (82)	1535
Shared/re-posted celeb social bc agreed	58% (385)	18% (121)	15% (100)	3% (19)	3% (17)	4% (24)	667
Not shared/re-posted celeb social bc agreed	46% (590)	21% (274)	20% (259)	3% (36)	3% (43)	6% (73)	1275

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

Table MCEN1_2: *Would you have a more or less favorable view of a celebrity if you found out that he or she did the following?*
Did not wear a face mask or face covering while out in public

Demographic	Much more favorable	Somewhat more favorable	Neither more nor less favorable	Somewhat less favorable	Much less favorable	Don't know / No opinion	Total N
Adults	7% (149)	4% (98)	18% (402)	15% (333)	49% (1073)	7% (145)	2200
Gender: Male	8% (84)	6% (68)	20% (210)	16% (168)	44% (469)	6% (61)	1062
Gender: Female	6% (65)	3% (30)	17% (192)	14% (164)	53% (603)	7% (84)	1138
Age: 18-34	10% (63)	8% (50)	19% (122)	16% (106)	39% (256)	9% (58)	655
Age: 35-44	8% (29)	7% (24)	24% (85)	16% (59)	36% (130)	9% (31)	358
Age: 45-64	6% (42)	2% (15)	19% (145)	14% (107)	54% (406)	5% (36)	751
Age: 65+	3% (14)	2% (9)	12% (51)	14% (60)	64% (281)	5% (21)	436
GenZers: 1997-2012	6% (19)	5% (16)	18% (53)	11% (32)	48% (144)	12% (36)	299
Millennials: 1981-1996	11% (69)	9% (57)	21% (133)	19% (118)	33% (212)	7% (45)	632
GenXers: 1965-1980	7% (36)	3% (15)	25% (132)	15% (76)	46% (237)	5% (25)	520
Baby Boomers: 1946-1964	3% (22)	1% (10)	12% (85)	15% (102)	63% (438)	5% (36)	693
PID: Dem (no lean)	7% (63)	5% (42)	10% (93)	13% (118)	62% (543)	3% (23)	882
PID: Ind (no lean)	6% (40)	4% (28)	23% (163)	15% (107)	40% (283)	12% (87)	708
PID: Rep (no lean)	7% (45)	5% (28)	24% (147)	18% (108)	40% (246)	6% (35)	610
PID/Gender: Dem Men	9% (36)	8% (33)	13% (53)	14% (60)	54% (225)	2% (8)	414
PID/Gender: Dem Women	6% (27)	2% (10)	8% (39)	12% (58)	68% (318)	3% (15)	467
PID/Gender: Ind Men	5% (17)	5% (16)	25% (80)	16% (51)	37% (121)	12% (40)	325
PID/Gender: Ind Women	6% (23)	3% (12)	21% (82)	15% (56)	42% (162)	12% (48)	383
PID/Gender: Rep Men	10% (31)	6% (20)	24% (76)	18% (58)	38% (123)	4% (14)	322
PID/Gender: Rep Women	5% (14)	3% (8)	25% (71)	18% (51)	43% (123)	7% (21)	288
Ideo: Liberal (1-3)	8% (54)	4% (25)	9% (61)	15% (98)	61% (408)	3% (19)	664
Ideo: Moderate (4)	6% (37)	6% (35)	21% (132)	13% (84)	49% (308)	6% (35)	631
Ideo: Conservative (5-7)	5% (34)	4% (25)	26% (166)	18% (119)	41% (265)	6% (38)	647
Educ: < College	6% (88)	3% (50)	20% (298)	15% (220)	49% (737)	8% (120)	1512
Educ: Bachelors degree	7% (30)	6% (26)	15% (64)	17% (75)	51% (228)	5% (20)	444
Educ: Post-grad	12% (30)	9% (23)	16% (40)	16% (38)	44% (107)	2% (5)	244
Income: Under 50k	8% (89)	4% (44)	20% (232)	15% (174)	45% (523)	8% (96)	1158
Income: 50k-100k	5% (35)	5% (31)	16% (106)	14% (94)	55% (361)	5% (33)	660
Income: 100k+	6% (24)	6% (23)	17% (64)	17% (66)	49% (188)	4% (17)	382
Ethnicity: White	6% (109)	5% (80)	19% (327)	16% (268)	48% (824)	7% (113)	1722

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Table MCEN1_2: *Would you have a more or less favorable view of a celebrity if you found out that he or she did the following?*
Did not wear a face mask or face covering while out in public

Demographic	Much more favorable	Somewhat more favorable	Neither more nor less favorable	Somewhat less favorable	Much less favorable	Don't know / No opinion	Total N
Adults	7% (149)	4% (98)	18% (402)	15% (333)	49% (1073)	7% (145)	2200
Ethnicity: Hispanic	10% (33)	6% (20)	16% (57)	11% (40)	48% (169)	9% (31)	349
Ethnicity: Black	9% (24)	4% (10)	17% (48)	13% (35)	52% (141)	6% (16)	274
Ethnicity: Other	7% (15)	4% (8)	14% (28)	15% (30)	53% (108)	8% (16)	204
All Christian	7% (70)	5% (52)	16% (163)	16% (164)	51% (530)	5% (52)	1031
All Non-Christian	14% (18)	7% (10)	11% (14)	14% (17)	49% (62)	5% (6)	127
Atheist	2% (2)	6% (4)	9% (6)	21% (13)	54% (35)	9% (6)	65
Agnostic/Nothing in particular	5% (26)	3% (19)	22% (121)	12% (68)	49% (273)	9% (48)	555
Something Else	8% (32)	3% (14)	24% (99)	17% (70)	41% (172)	8% (34)	422
Religious Non-Protestant/Catholic	13% (19)	7% (10)	12% (17)	14% (21)	49% (71)	6% (9)	146
Evangelical	9% (63)	6% (42)	20% (142)	16% (114)	41% (283)	8% (55)	700
Non-Evangelical	5% (35)	3% (18)	16% (111)	16% (112)	57% (404)	4% (27)	709
Community: Urban	10% (72)	7% (51)	17% (122)	13% (91)	46% (327)	6% (42)	705
Community: Suburban	4% (40)	3% (25)	17% (152)	17% (157)	53% (488)	6% (55)	917
Community: Rural	6% (37)	4% (22)	22% (128)	15% (84)	45% (258)	8% (48)	578
Employ: Private Sector	8% (50)	6% (39)	18% (119)	17% (109)	45% (291)	6% (41)	649
Employ: Government	8% (13)	11% (19)	22% (37)	18% (31)	37% (62)	4% (6)	169
Employ: Self-Employed	8% (15)	7% (12)	25% (45)	17% (30)	38% (67)	4% (8)	177
Employ: Homemaker	6% (8)	1% (2)	20% (27)	16% (22)	47% (64)	11% (14)	137
Employ: Student	2% (3)	2% (3)	14% (18)	13% (16)	58% (74)	11% (13)	128
Employ: Retired	3% (14)	2% (7)	15% (68)	12% (54)	64% (290)	4% (19)	452
Employ: Unemployed	10% (32)	4% (14)	18% (62)	16% (53)	42% (141)	10% (33)	335
Employ: Other	9% (13)	1% (2)	17% (26)	12% (18)	54% (83)	7% (11)	153
Military HH: Yes	7% (29)	6% (23)	17% (68)	18% (72)	46% (182)	4% (18)	392
Military HH: No	7% (119)	4% (75)	18% (334)	14% (261)	49% (891)	7% (128)	1808
RD/WT: Right Direction	11% (57)	7% (37)	19% (97)	14% (69)	44% (222)	4% (22)	504
RD/WT: Wrong Track	5% (92)	4% (61)	18% (305)	16% (264)	50% (850)	7% (124)	1696
Trump Job Approve	9% (73)	6% (46)	28% (223)	16% (131)	33% (264)	8% (62)	799
Trump Job Disapprove	6% (71)	4% (48)	12% (154)	15% (186)	61% (773)	4% (46)	1277

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Table MCEN1_2: *Would you have a more or less favorable view of a celebrity if you found out that he or she did the following?*
Did not wear a face mask or face covering while out in public

Demographic	Much more favorable	Somewhat more favorable	Neither more nor less favorable	Somewhat less favorable	Much less favorable	Don't know / No opinion	Total N
Adults	7% (149)	4% (98)	18% (402)	15% (333)	49% (1073)	7% (145)	2200
Trump Job Strongly Approve	11% (51)	5% (24)	30% (136)	15% (69)	32% (147)	7% (32)	459
Trump Job Somewhat Approve	6% (21)	7% (23)	26% (87)	18% (62)	34% (117)	9% (31)	340
Trump Job Somewhat Disapprove	4% (11)	7% (17)	22% (57)	23% (60)	39% (101)	4% (10)	256
Trump Job Strongly Disapprove	6% (60)	3% (31)	9% (97)	12% (126)	66% (673)	3% (35)	1022
Favorable of Trump	9% (71)	6% (45)	27% (218)	16% (130)	34% (272)	8% (67)	804
Unfavorable of Trump	5% (65)	4% (50)	13% (165)	15% (188)	60% (767)	4% (48)	1283
Very Favorable of Trump	13% (62)	5% (22)	25% (122)	15% (72)	34% (162)	9% (43)	484
Somewhat Favorable of Trump	3% (10)	7% (23)	30% (96)	18% (58)	34% (110)	7% (24)	320
Somewhat Unfavorable of Trump	5% (11)	8% (18)	23% (51)	23% (52)	35% (79)	6% (12)	223
Very Unfavorable of Trump	5% (54)	3% (33)	11% (114)	13% (136)	65% (688)	3% (36)	1060
#1 Issue: Economy	7% (59)	4% (36)	21% (173)	18% (150)	43% (358)	8% (64)	839
#1 Issue: Security	8% (19)	5% (14)	26% (65)	14% (35)	41% (102)	5% (14)	248
#1 Issue: Health Care	6% (22)	5% (22)	12% (47)	14% (55)	58% (232)	5% (22)	399
#1 Issue: Medicare / Social Security	4% (10)	3% (7)	20% (55)	12% (35)	60% (166)	2% (5)	277
#1 Issue: Women's Issues	6% (7)	4% (4)	11% (12)	11% (12)	54% (58)	13% (14)	106
#1 Issue: Education	12% (12)	7% (7)	15% (16)	23% (24)	34% (35)	9% (9)	104
#1 Issue: Energy	8% (6)	9% (7)	14% (11)	13% (10)	53% (40)	3% (2)	76
#1 Issue: Other	9% (13)	2% (2)	16% (24)	8% (12)	55% (82)	11% (16)	150
2020 Vote: Joe Biden	7% (65)	5% (45)	10% (97)	14% (136)	63% (625)	3% (29)	998
2020 Vote: Donald Trump	6% (41)	4% (27)	28% (177)	17% (108)	38% (243)	7% (43)	637
2020 Vote: Other	3% (3)	2% (2)	19% (18)	18% (17)	47% (45)	10% (10)	95
2020 Vote: Didn't Vote	9% (40)	5% (23)	24% (111)	15% (72)	34% (158)	13% (63)	468
2018 House Vote: Democrat	7% (54)	4% (31)	11% (83)	13% (99)	62% (460)	2% (16)	744
2018 House Vote: Republican	7% (35)	6% (31)	22% (117)	18% (99)	43% (233)	5% (27)	541
2018 House Vote: Someone else	3% (2)	3% (2)	26% (16)	16% (10)	34% (22)	19% (12)	64
2016 Vote: Hillary Clinton	6% (44)	4% (30)	8% (58)	14% (93)	65% (442)	2% (16)	684
2016 Vote: Donald Trump	6% (38)	5% (30)	24% (153)	18% (112)	41% (256)	6% (39)	628
2016 Vote: Other	7% (7)	2% (2)	21% (21)	20% (20)	40% (40)	10% (10)	100
2016 Vote: Didn't Vote	8% (60)	4% (35)	22% (171)	14% (107)	42% (332)	10% (80)	786

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Table MCEN1_2: Would you have a more or less favorable view of a celebrity if you found out that he or she did the following?
Did not wear a face mask or face covering while out in public

Demographic	Much more favorable	Somewhat more favorable	Neither more nor less favorable	Somewhat less favorable	Much less favorable	Don't know / No opinion	Total N
Adults	7% (149)	4% (98)	18% (402)	15% (333)	49% (1073)	7% (145)	2200
Voted in 2014: Yes	7% (83)	4% (47)	15% (179)	16% (184)	54% (634)	4% (51)	1177
Voted in 2014: No	6% (66)	5% (51)	22% (223)	15% (149)	43% (439)	9% (94)	1023
4-Region: Northeast	8% (32)	5% (20)	16% (62)	13% (50)	53% (209)	5% (20)	394
4-Region: Midwest	4% (21)	3% (12)	23% (104)	14% (64)	49% (228)	7% (33)	462
4-Region: South	7% (54)	4% (31)	20% (165)	15% (122)	48% (394)	7% (59)	824
4-Region: West	8% (42)	7% (35)	14% (72)	19% (97)	46% (241)	6% (33)	520
Concerned about COVID	6% (110)	4% (79)	14% (268)	16% (300)	55% (1022)	4% (76)	1856
Not concerned about COVID	12% (37)	6% (19)	43% (131)	10% (32)	15% (46)	13% (41)	307
Unfollowed celeb on social bc politics	9% (54)	6% (36)	16% (101)	16% (97)	51% (319)	3% (18)	626
Not unfollowed celeb on social bc politics	5% (65)	4% (50)	19% (250)	16% (205)	51% (661)	5% (58)	1289
Unfollowed celeb on social bc too much politics	8% (45)	7% (36)	19% (105)	18% (100)	45% (246)	4% (21)	554
Not unfollowed celeb on social bc too much politics	6% (74)	4% (51)	18% (241)	15% (206)	53% (708)	4% (51)	1332
Not watched movie/TV show bc cast politics	10% (60)	7% (42)	16% (98)	15% (96)	49% (308)	3% (18)	623
Has not not watched movie/TV show bc cast politics	5% (70)	3% (42)	20% (263)	16% (213)	51% (672)	5% (65)	1326
Donated/volunteered bc celeb encouraged	13% (51)	9% (35)	13% (52)	17% (68)	47% (188)	1% (6)	399
Not donated/volunteered bc celeb encouraged	5% (75)	3% (51)	20% (301)	15% (236)	52% (793)	5% (79)	1535
Shared/re-posted celeb social bc agreed	10% (65)	6% (40)	16% (106)	15% (98)	51% (339)	3% (18)	667
Not shared/re-posted celeb social bc agreed	5% (64)	4% (45)	20% (253)	16% (209)	50% (637)	5% (68)	1275

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

Table MCEN1_3: Would you have a more or less favorable view of a celebrity if you found out that he or she did the following?
Practiced social distancing while out in public

Demographic	Much more favorable	Somewhat more favorable	Neither more nor less favorable	Somewhat less favorable	Much less favorable	Don't know / No opinion	Total N
Adults	44% (964)	23% (500)	20% (433)	2% (54)	4% (87)	7% (162)	2200
Gender: Male	41% (432)	26% (276)	20% (211)	3% (29)	4% (46)	6% (68)	1062
Gender: Female	47% (532)	20% (224)	20% (223)	2% (25)	4% (41)	8% (94)	1138
Age: 18-34	38% (252)	23% (149)	20% (128)	4% (29)	4% (28)	10% (68)	655
Age: 35-44	45% (159)	21% (74)	22% (78)	2% (8)	4% (13)	7% (25)	358
Age: 45-64	48% (357)	21% (160)	19% (145)	2% (11)	4% (32)	6% (46)	751
Age: 65+	45% (195)	27% (116)	19% (82)	1% (6)	3% (15)	5% (22)	436
GenZers: 1997-2012	37% (112)	20% (60)	20% (59)	4% (12)	3% (10)	15% (46)	299
Millennials: 1981-1996	43% (270)	23% (145)	20% (124)	4% (24)	5% (29)	6% (39)	632
GenXers: 1965-1980	43% (222)	22% (114)	24% (123)	1% (6)	5% (24)	6% (32)	520
Baby Boomers: 1946-1964	48% (332)	24% (165)	18% (122)	2% (11)	3% (22)	6% (41)	693
PID: Dem (no lean)	57% (506)	21% (188)	12% (108)	3% (24)	4% (31)	3% (25)	882
PID: Ind (no lean)	36% (257)	21% (152)	22% (159)	2% (15)	4% (32)	13% (94)	708
PID: Rep (no lean)	33% (201)	26% (160)	27% (166)	3% (16)	4% (24)	7% (43)	610
PID/Gender: Dem Men	52% (215)	25% (105)	13% (53)	4% (15)	4% (17)	2% (9)	414
PID/Gender: Dem Women	62% (291)	18% (82)	12% (56)	2% (9)	3% (14)	3% (16)	467
PID/Gender: Ind Men	37% (119)	23% (75)	21% (68)	1% (5)	5% (15)	13% (44)	325
PID/Gender: Ind Women	36% (138)	20% (77)	24% (91)	3% (10)	4% (16)	13% (51)	383
PID/Gender: Rep Men	30% (98)	30% (96)	28% (90)	3% (10)	4% (14)	5% (15)	322
PID/Gender: Rep Women	36% (103)	22% (65)	26% (76)	2% (6)	4% (10)	10% (28)	288
Ideo: Liberal (1-3)	57% (381)	24% (159)	10% (64)	3% (18)	3% (22)	3% (19)	664
Ideo: Moderate (4)	43% (271)	23% (143)	22% (136)	3% (21)	3% (22)	6% (39)	631
Ideo: Conservative (5-7)	34% (219)	25% (162)	28% (183)	2% (14)	5% (29)	6% (40)	647
Educ: < College	43% (648)	21% (315)	21% (318)	2% (35)	4% (62)	9% (135)	1512
Educ: Bachelors degree	47% (208)	25% (111)	16% (73)	3% (14)	4% (18)	5% (20)	444
Educ: Post-grad	44% (108)	30% (74)	17% (42)	2% (6)	3% (7)	3% (7)	244
Income: Under 50k	42% (481)	20% (230)	21% (245)	3% (34)	5% (53)	10% (115)	1158
Income: 50k-100k	44% (294)	27% (178)	19% (123)	2% (11)	4% (24)	5% (31)	660
Income: 100k+	49% (189)	24% (92)	17% (65)	2% (10)	3% (10)	4% (16)	382
Ethnicity: White	43% (743)	23% (403)	21% (362)	2% (33)	3% (57)	7% (124)	1722

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Table MCEN1_3: *Would you have a more or less favorable view of a celebrity if you found out that he or she did the following?*
Practiced social distancing while out in public

Demographic	Much more favorable	Somewhat more favorable	Neither more nor less favorable	Somewhat less favorable	Much less favorable	Don't know / No opinion	Total N
Adults	44% (964)	23% (500)	20% (433)	2% (54)	4% (87)	7% (162)	2200
Ethnicity: Hispanic	45% (159)	20% (70)	13% (47)	4% (14)	7% (24)	10% (36)	349
Ethnicity: Black	49% (134)	19% (51)	15% (42)	5% (14)	6% (16)	6% (17)	274
Ethnicity: Other	42% (86)	22% (46)	15% (30)	4% (8)	7% (14)	10% (20)	204
All Christian	45% (466)	26% (272)	17% (178)	3% (30)	3% (30)	5% (55)	1031
All Non-Christian	45% (57)	20% (25)	16% (21)	7% (10)	6% (7)	6% (7)	127
Atheist	41% (26)	24% (15)	24% (15)	2% (1)	1% (1)	9% (6)	65
Agnostic/Nothing in particular	42% (231)	19% (106)	21% (117)	2% (12)	5% (27)	11% (61)	555
Something Else	43% (183)	19% (81)	24% (103)	— (2)	5% (21)	8% (32)	422
Religious Non-Protestant/Catholic	43% (63)	20% (29)	18% (26)	7% (11)	5% (7)	7% (10)	146
Evangelical	46% (323)	21% (144)	21% (146)	2% (13)	3% (21)	8% (53)	700
Non-Evangelical	44% (313)	28% (196)	18% (126)	2% (13)	4% (31)	4% (30)	709
Community: Urban	50% (349)	21% (145)	16% (110)	4% (25)	4% (29)	7% (46)	705
Community: Suburban	43% (397)	26% (235)	20% (184)	2% (16)	2% (22)	7% (62)	917
Community: Rural	38% (217)	21% (120)	24% (139)	2% (13)	6% (36)	9% (53)	578
Employ: Private Sector	45% (295)	24% (156)	19% (122)	2% (15)	3% (20)	6% (42)	649
Employ: Government	43% (73)	27% (45)	19% (32)	5% (9)	2% (3)	4% (6)	169
Employ: Self-Employed	33% (59)	24% (42)	27% (48)	2% (3)	8% (13)	6% (11)	177
Employ: Homemaker	48% (65)	18% (25)	21% (29)	1% (1)	2% (3)	10% (13)	137
Employ: Student	36% (46)	24% (31)	19% (24)	5% (7)	4% (5)	11% (14)	128
Employ: Retired	45% (203)	25% (115)	19% (87)	2% (8)	4% (16)	5% (23)	452
Employ: Unemployed	44% (147)	19% (63)	19% (62)	3% (12)	3% (11)	12% (40)	335
Employ: Other	49% (75)	15% (23)	18% (27)	— (1)	10% (15)	8% (13)	153
Military HH: Yes	41% (162)	24% (93)	22% (88)	4% (16)	2% (10)	6% (24)	392
Military HH: No	44% (802)	23% (407)	19% (345)	2% (39)	4% (77)	8% (138)	1808
RD/WT: Right Direction	47% (236)	22% (110)	19% (94)	4% (19)	5% (24)	4% (22)	504
RD/WT: Wrong Track	43% (728)	23% (390)	20% (339)	2% (35)	4% (63)	8% (140)	1696
Trump Job Approve	30% (243)	25% (198)	29% (235)	2% (19)	5% (41)	8% (63)	799
Trump Job Disapprove	54% (688)	22% (285)	14% (174)	2% (32)	3% (40)	5% (58)	1277

Continued on next page

Table MCEN1_3: *Would you have a more or less favorable view of a celebrity if you found out that he or she did the following?
Practiced social distancing while out in public*

Demographic	Much more favorable	Somewhat more favorable	Neither more nor less favorable	Somewhat less favorable	Much less favorable	Don't know / No opinion	Total N
Adults	44% (964)	23% (500)	20% (433)	2% (54)	4% (87)	7% (162)	2200
Trump Job Strongly Approve	31% (142)	21% (95)	31% (142)	3% (13)	7% (31)	8% (35)	459
Trump Job Somewhat Approve	30% (101)	30% (103)	27% (92)	2% (7)	3% (10)	8% (28)	340
Trump Job Somewhat Disapprove	36% (92)	28% (72)	23% (58)	4% (11)	3% (9)	5% (13)	256
Trump Job Strongly Disapprove	58% (596)	21% (214)	11% (116)	2% (20)	3% (32)	4% (45)	1022
Favorable of Trump	32% (259)	23% (189)	28% (229)	2% (15)	6% (46)	8% (66)	804
Unfavorable of Trump	53% (674)	23% (296)	14% (185)	3% (36)	3% (36)	4% (56)	1283
Very Favorable of Trump	34% (163)	21% (102)	28% (137)	2% (11)	6% (30)	8% (40)	484
Somewhat Favorable of Trump	30% (96)	27% (86)	29% (92)	1% (4)	5% (15)	8% (26)	320
Somewhat Unfavorable of Trump	33% (73)	30% (67)	24% (54)	3% (7)	3% (6)	7% (15)	223
Very Unfavorable of Trump	57% (601)	22% (228)	12% (132)	3% (29)	3% (30)	4% (40)	1060
#1 Issue: Economy	41% (345)	23% (196)	22% (181)	2% (20)	4% (32)	8% (66)	839
#1 Issue: Security	33% (83)	21% (51)	30% (75)	4% (9)	6% (14)	6% (16)	248
#1 Issue: Health Care	53% (212)	19% (76)	16% (65)	2% (7)	4% (15)	6% (23)	399
#1 Issue: Medicare / Social Security	44% (123)	27% (75)	19% (53)	2% (7)	4% (11)	3% (9)	277
#1 Issue: Women's Issues	52% (55)	19% (20)	9% (10)	4% (4)	1% (1)	15% (16)	106
#1 Issue: Education	38% (40)	33% (34)	13% (13)	5% (5)	4% (4)	8% (8)	104
#1 Issue: Energy	49% (37)	27% (21)	13% (10)	3% (2)	5% (4)	2% (2)	76
#1 Issue: Other	46% (69)	18% (27)	17% (25)	— (0)	5% (7)	15% (22)	150
2020 Vote: Joe Biden	58% (577)	22% (217)	11% (112)	2% (21)	4% (39)	3% (32)	998
2020 Vote: Donald Trump	29% (184)	27% (173)	30% (194)	2% (15)	4% (27)	7% (44)	637
2020 Vote: Other	38% (36)	23% (22)	23% (22)	— (0)	4% (4)	12% (12)	95
2020 Vote: Didn't Vote	35% (166)	19% (87)	22% (105)	4% (18)	4% (18)	16% (74)	468
2018 House Vote: Democrat	57% (427)	23% (169)	11% (85)	3% (19)	4% (27)	2% (16)	744
2018 House Vote: Republican	35% (191)	26% (139)	26% (143)	2% (10)	5% (27)	6% (30)	541
2018 House Vote: Someone else	26% (17)	24% (16)	27% (17)	— (0)	4% (2)	19% (12)	64
2016 Vote: Hillary Clinton	62% (422)	21% (140)	10% (67)	1% (10)	4% (26)	3% (18)	684
2016 Vote: Donald Trump	35% (220)	25% (159)	27% (170)	2% (13)	5% (29)	6% (38)	628
2016 Vote: Other	26% (26)	26% (26)	26% (26)	5% (5)	4% (4)	13% (13)	100
2016 Vote: Didn't Vote	38% (295)	22% (174)	22% (169)	3% (26)	4% (28)	12% (93)	786

Continued on next page

Table MCEN1_3: *Would you have a more or less favorable view of a celebrity if you found out that he or she did the following?
Practiced social distancing while out in public*

Demographic	Much more favorable	Somewhat more favorable	Neither more nor less favorable	Somewhat less favorable	Much less favorable	Don't know / No opinion	Total N
Adults	44% (964)	23% (500)	20% (433)	2% (54)	4% (87)	7% (162)	2200
Voted in 2014: Yes	48% (561)	24% (286)	17% (200)	2% (28)	4% (47)	5% (55)	1177
Voted in 2014: No	39% (403)	21% (214)	23% (233)	3% (27)	4% (40)	10% (106)	1023
4-Region: Northeast	52% (205)	22% (85)	16% (64)	3% (11)	3% (13)	4% (16)	394
4-Region: Midwest	37% (169)	26% (118)	23% (108)	2% (11)	5% (21)	8% (35)	462
4-Region: South	44% (360)	21% (173)	21% (174)	3% (21)	3% (28)	8% (68)	824
4-Region: West	44% (230)	24% (124)	17% (88)	2% (12)	5% (24)	8% (42)	520
Concerned about COVID	50% (920)	24% (450)	16% (296)	2% (39)	3% (63)	5% (89)	1856
Not concerned about COVID	13% (40)	14% (44)	44% (136)	4% (14)	8% (24)	16% (49)	307
Unfollowed celeb on social bc politics	48% (298)	23% (147)	17% (107)	3% (18)	5% (32)	4% (23)	626
Not unfollowed celeb on social bc politics	44% (573)	24% (306)	20% (263)	2% (30)	3% (43)	6% (74)	1289
Unfollowed celeb on social bc too much politics	43% (240)	25% (138)	21% (115)	4% (19)	4% (21)	4% (21)	554
Not unfollowed celeb on social bc too much politics	46% (613)	23% (310)	19% (254)	2% (29)	4% (53)	5% (72)	1332
Not watched movie/TV show bc cast politics	44% (273)	27% (166)	17% (107)	2% (15)	6% (38)	4% (25)	623
Has not not watched movie/TV show bc cast politics	46% (612)	22% (287)	21% (279)	3% (34)	3% (39)	6% (75)	1326
Donated/volunteered bc celeb encouraged	54% (215)	22% (89)	14% (54)	5% (18)	4% (17)	1% (6)	399
Not donated/volunteered bc celeb encouraged	43% (660)	24% (368)	21% (329)	2% (32)	4% (59)	6% (88)	1535
Shared/re-posted celeb social bc agreed	51% (341)	22% (148)	15% (103)	3% (17)	5% (30)	4% (27)	667
Not shared/re-posted celeb social bc agreed	42% (536)	24% (310)	22% (279)	2% (31)	3% (42)	6% (77)	1275

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

Table MCEN1_4: Would you have a more or less favorable view of a celebrity if you found out that he or she did the following?
Did not practice social distancing while out in public

Demographic	Much more favorable	Somewhat more favorable	Neither more nor less favorable	Somewhat less favorable	Much less favorable	Don't know / No opinion	Total N
Adults	6% (139)	4% (92)	18% (407)	18% (399)	45% (998)	7% (164)	2200
Gender: Male	7% (77)	6% (63)	19% (199)	19% (202)	42% (451)	7% (69)	1062
Gender: Female	5% (62)	3% (30)	18% (207)	17% (197)	48% (547)	8% (95)	1138
Age: 18-34	8% (52)	7% (43)	20% (132)	19% (127)	37% (239)	10% (63)	655
Age: 35-44	10% (35)	6% (22)	24% (86)	20% (70)	33% (117)	8% (28)	358
Age: 45-64	6% (41)	3% (25)	18% (137)	17% (124)	50% (372)	7% (51)	751
Age: 65+	2% (10)	1% (3)	12% (52)	18% (78)	62% (270)	5% (23)	436
GenZers: 1997-2012	7% (20)	4% (12)	20% (60)	14% (42)	42% (127)	13% (38)	299
Millennials: 1981-1996	10% (60)	8% (50)	21% (135)	22% (137)	33% (206)	7% (44)	632
GenXers: 1965-1980	6% (32)	4% (22)	24% (127)	18% (91)	41% (212)	7% (36)	520
Baby Boomers: 1946-1964	4% (26)	1% (8)	12% (84)	17% (119)	60% (413)	6% (43)	693
PID: Dem (no lean)	7% (62)	4% (35)	12% (101)	18% (156)	56% (498)	3% (29)	882
PID: Ind (no lean)	4% (27)	3% (24)	22% (159)	17% (124)	39% (275)	14% (98)	708
PID: Rep (no lean)	8% (49)	5% (33)	24% (146)	20% (119)	37% (225)	6% (37)	610
PID/Gender: Dem Men	9% (38)	6% (24)	14% (58)	17% (71)	52% (214)	2% (9)	414
PID/Gender: Dem Women	5% (24)	2% (11)	9% (44)	18% (85)	61% (284)	4% (20)	467
PID/Gender: Ind Men	3% (9)	4% (12)	22% (72)	18% (60)	39% (126)	14% (47)	325
PID/Gender: Ind Women	5% (19)	3% (12)	23% (87)	17% (64)	39% (149)	14% (52)	383
PID/Gender: Rep Men	9% (30)	8% (27)	21% (69)	22% (71)	35% (112)	4% (14)	322
PID/Gender: Rep Women	7% (19)	2% (6)	27% (77)	17% (48)	40% (114)	8% (23)	288
Ideo: Liberal (1-3)	8% (50)	3% (22)	11% (71)	18% (119)	58% (383)	3% (18)	664
Ideo: Moderate (4)	6% (36)	5% (35)	20% (126)	19% (120)	44% (276)	6% (38)	631
Ideo: Conservative (5-7)	6% (38)	4% (29)	24% (156)	20% (133)	38% (245)	7% (46)	647
Educ: < College	6% (85)	3% (45)	20% (303)	17% (262)	45% (681)	9% (137)	1512
Educ: Bachelors degree	5% (24)	6% (26)	16% (71)	20% (89)	48% (212)	5% (21)	444
Educ: Post-grad	12% (30)	9% (21)	14% (33)	20% (48)	43% (105)	3% (6)	244
Income: Under 50k	6% (73)	4% (44)	20% (237)	17% (193)	43% (499)	10% (113)	1158
Income: 50k-100k	6% (38)	5% (31)	15% (99)	20% (135)	49% (323)	5% (33)	660
Income: 100k+	7% (28)	4% (17)	19% (71)	19% (71)	46% (176)	5% (18)	382
Ethnicity: White	6% (109)	4% (75)	19% (322)	19% (322)	45% (772)	7% (122)	1722

Continued on next page

Table MCEN1_4: *Would you have a more or less favorable view of a celebrity if you found out that he or she did the following?*
Did not practice social distancing while out in public

Demographic	Much more favorable	Somewhat more favorable	Neither more nor less favorable	Somewhat less favorable	Much less favorable	Don't know / No opinion	Total N
Adults	6% (139)	4% (92)	18% (407)	18% (399)	45% (998)	7% (164)	2200
Ethnicity: Hispanic	7% (23)	6% (21)	12% (40)	19% (66)	46% (160)	11% (39)	349
Ethnicity: Black	7% (21)	2% (6)	22% (60)	14% (38)	47% (129)	7% (20)	274
Ethnicity: Other	5% (9)	5% (11)	12% (24)	19% (39)	48% (98)	11% (22)	204
All Christian	7% (73)	5% (47)	15% (154)	20% (203)	48% (499)	5% (54)	1031
All Non-Christian	11% (14)	6% (7)	16% (20)	15% (19)	48% (60)	6% (7)	127
Atheist	5% (3)	6% (4)	14% (9)	17% (11)	47% (30)	10% (7)	65
Agnostic/Nothing in particular	3% (18)	4% (24)	20% (113)	17% (94)	45% (251)	10% (56)	555
Something Else	7% (30)	2% (10)	26% (111)	17% (72)	37% (158)	10% (40)	422
Religious Non-Protestant/Catholic	10% (15)	5% (7)	16% (24)	15% (22)	46% (68)	7% (10)	146
Evangelical	10% (71)	6% (42)	20% (141)	16% (110)	40% (280)	8% (56)	700
Non-Evangelical	4% (31)	1% (10)	16% (116)	22% (154)	51% (364)	5% (35)	709
Community: Urban	9% (66)	7% (51)	15% (105)	18% (127)	43% (306)	7% (50)	705
Community: Suburban	4% (35)	2% (22)	19% (175)	19% (177)	49% (446)	7% (64)	917
Community: Rural	7% (38)	3% (19)	22% (127)	17% (96)	43% (247)	9% (51)	578
Employ: Private Sector	7% (47)	6% (36)	19% (123)	21% (135)	41% (264)	7% (45)	649
Employ: Government	11% (19)	13% (21)	17% (28)	21% (35)	36% (61)	3% (5)	169
Employ: Self-Employed	4% (6)	8% (14)	31% (54)	17% (31)	36% (63)	5% (9)	177
Employ: Homemaker	3% (4)	1% (1)	22% (30)	15% (20)	47% (64)	13% (18)	137
Employ: Student	5% (6)	1% (2)	14% (18)	21% (27)	49% (62)	10% (13)	128
Employ: Retired	3% (14)	1% (5)	12% (55)	16% (71)	62% (282)	5% (23)	452
Employ: Unemployed	8% (27)	4% (13)	22% (74)	16% (53)	40% (134)	10% (35)	335
Employ: Other	10% (16)	— (0)	16% (25)	17% (27)	45% (69)	11% (17)	153
Military HH: Yes	8% (31)	6% (22)	18% (69)	20% (77)	45% (175)	4% (17)	392
Military HH: No	6% (108)	4% (70)	19% (337)	18% (322)	46% (823)	8% (147)	1808
RD/WT: Right Direction	13% (66)	9% (43)	17% (86)	19% (95)	38% (190)	5% (23)	504
RD/WT: Wrong Track	4% (73)	3% (49)	19% (320)	18% (303)	48% (809)	8% (142)	1696
Trump Job Approve	9% (72)	7% (53)	27% (212)	19% (151)	31% (248)	8% (62)	799
Trump Job Disapprove	5% (60)	3% (38)	13% (167)	19% (237)	56% (714)	5% (61)	1277

Continued on next page

Table MCEN1_4: *Would you have a more or less favorable view of a celebrity if you found out that he or she did the following?*
Did not practice social distancing while out in public

Demographic	Much more favorable	Somewhat more favorable	Neither more nor less favorable	Somewhat less favorable	Much less favorable	Don't know / No opinion	Total N
Adults	6% (139)	4% (92)	18% (407)	18% (399)	45% (998)	7% (164)	2200
Trump Job Strongly Approve	12% (57)	6% (26)	28% (127)	16% (73)	30% (139)	8% (37)	459
Trump Job Somewhat Approve	4% (15)	8% (28)	25% (85)	23% (78)	32% (110)	7% (25)	340
Trump Job Somewhat Disapprove	4% (11)	5% (13)	22% (57)	27% (69)	36% (93)	5% (13)	256
Trump Job Strongly Disapprove	5% (49)	2% (25)	11% (111)	16% (168)	61% (621)	5% (48)	1022
Favorable of Trump	10% (77)	6% (48)	26% (210)	19% (151)	31% (251)	8% (66)	804
Unfavorable of Trump	4% (53)	3% (44)	14% (174)	18% (236)	56% (712)	5% (63)	1283
Very Favorable of Trump	14% (66)	5% (26)	25% (122)	17% (80)	31% (149)	8% (41)	484
Somewhat Favorable of Trump	3% (11)	7% (23)	28% (88)	22% (71)	32% (102)	8% (25)	320
Somewhat Unfavorable of Trump	4% (10)	6% (14)	25% (55)	25% (56)	33% (75)	6% (14)	223
Very Unfavorable of Trump	4% (43)	3% (30)	11% (120)	17% (180)	60% (638)	5% (49)	1060
#1 Issue: Economy	6% (49)	4% (35)	23% (190)	18% (151)	41% (345)	8% (69)	839
#1 Issue: Security	11% (27)	4% (11)	24% (60)	17% (43)	37% (93)	6% (15)	248
#1 Issue: Health Care	3% (13)	5% (21)	13% (52)	22% (89)	50% (201)	6% (24)	399
#1 Issue: Medicare / Social Security	5% (13)	4% (11)	15% (42)	17% (47)	56% (155)	3% (9)	277
#1 Issue: Women's Issues	9% (10)	3% (3)	11% (12)	18% (19)	45% (47)	14% (15)	106
#1 Issue: Education	16% (16)	5% (5)	13% (14)	19% (19)	37% (38)	11% (12)	104
#1 Issue: Energy	6% (5)	8% (6)	18% (14)	14% (11)	53% (40)	— (0)	76
#1 Issue: Other	4% (7)	— (1)	15% (23)	13% (20)	53% (79)	14% (21)	150
2020 Vote: Joe Biden	6% (64)	4% (38)	11% (105)	17% (171)	58% (579)	4% (40)	998
2020 Vote: Donald Trump	6% (40)	5% (32)	25% (162)	20% (129)	36% (230)	7% (45)	637
2020 Vote: Other	2% (2)	2% (2)	20% (19)	20% (19)	42% (40)	14% (13)	95
2020 Vote: Didn't Vote	7% (33)	4% (20)	26% (121)	17% (78)	32% (150)	14% (66)	468
2018 House Vote: Democrat	7% (53)	5% (34)	11% (81)	17% (128)	57% (427)	3% (21)	744
2018 House Vote: Republican	7% (39)	5% (26)	23% (124)	18% (99)	41% (224)	6% (30)	541
2018 House Vote: Someone else	5% (3)	2% (1)	16% (10)	21% (13)	36% (23)	20% (13)	64
2016 Vote: Hillary Clinton	7% (47)	3% (22)	9% (59)	17% (114)	61% (419)	3% (22)	684
2016 Vote: Donald Trump	8% (47)	5% (30)	24% (151)	18% (110)	40% (250)	6% (39)	628
2016 Vote: Other	3% (3)	3% (3)	22% (22)	22% (22)	37% (37)	13% (13)	100
2016 Vote: Didn't Vote	5% (41)	5% (37)	22% (175)	19% (152)	37% (291)	11% (90)	786

Continued on next page

Table MCEN1_4: *Would you have a more or less favorable view of a celebrity if you found out that he or she did the following?*
Did not practice social distancing while out in public

Demographic	Much more favorable	Somewhat more favorable	Neither more nor less favorable	Somewhat less favorable	Much less favorable	Don't know / No opinion	Total N
Adults	6% (139)	4% (92)	18% (407)	18% (399)	45% (998)	7% (164)	2200
Voted in 2014: Yes	7% (86)	4% (43)	15% (180)	18% (209)	51% (600)	5% (59)	1177
Voted in 2014: No	5% (53)	5% (50)	22% (226)	19% (190)	39% (399)	10% (106)	1023
4-Region: Northeast	9% (37)	8% (31)	11% (45)	17% (67)	50% (195)	5% (19)	394
4-Region: Midwest	4% (20)	3% (14)	25% (117)	16% (73)	44% (205)	7% (34)	462
4-Region: South	6% (46)	3% (28)	20% (166)	18% (147)	44% (366)	9% (71)	824
4-Region: West	7% (36)	4% (20)	15% (79)	22% (113)	45% (232)	8% (40)	520
Concerned about COVID	6% (112)	4% (76)	14% (265)	20% (369)	51% (947)	5% (87)	1856
Not concerned about COVID	9% (27)	5% (17)	45% (138)	10% (30)	15% (47)	16% (48)	307
Unfollowed celeb on social bc politics	8% (51)	5% (34)	16% (98)	19% (119)	48% (301)	4% (23)	626
Not unfollowed celeb on social bc politics	5% (68)	4% (47)	19% (251)	19% (247)	47% (604)	5% (71)	1289
Unfollowed celeb on social bc too much politics	8% (43)	7% (40)	18% (99)	21% (116)	42% (233)	4% (22)	554
Not unfollowed celeb on social bc too much politics	5% (73)	3% (40)	19% (249)	19% (249)	49% (655)	5% (66)	1332
Not watched movie/TV show bc cast politics	9% (54)	7% (42)	15% (94)	18% (114)	47% (293)	4% (26)	623
Has not not watched movie/TV show bc cast politics	5% (71)	3% (43)	20% (261)	20% (263)	46% (616)	5% (72)	1326
Donated/volunteered bc celeb encouraged	12% (48)	8% (33)	13% (52)	20% (80)	45% (178)	2% (9)	399
Not donated/volunteered bc celeb encouraged	5% (80)	3% (49)	20% (304)	19% (287)	47% (728)	6% (87)	1535
Shared/re-posted celeb social bc agreed	10% (64)	6% (38)	15% (100)	20% (134)	46% (309)	4% (23)	667
Not shared/re-posted celeb social bc agreed	5% (59)	4% (46)	20% (256)	19% (238)	47% (603)	6% (74)	1275

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

Table MCEN1_5: *Would you have a more or less favorable view of a celebrity if you found out that he or she did the following?*
Avoided large gatherings

Demographic	Much more favorable	Somewhat more favorable	Neither more nor less favorable	Somewhat less favorable	Much less favorable	Don't know / No opinion	Total N
Adults	40% (886)	21% (467)	22% (486)	3% (63)	6% (132)	7% (165)	2200
Gender: Male	38% (399)	24% (256)	22% (234)	4% (40)	6% (64)	6% (68)	1062
Gender: Female	43% (488)	19% (211)	22% (252)	2% (23)	6% (68)	8% (96)	1138
Age: 18-34	35% (229)	22% (144)	23% (153)	4% (25)	6% (41)	10% (63)	655
Age: 35-44	42% (150)	20% (70)	21% (76)	2% (9)	6% (21)	9% (31)	358
Age: 45-64	45% (338)	19% (140)	23% (175)	2% (17)	5% (36)	6% (46)	751
Age: 65+	39% (169)	26% (112)	19% (84)	3% (13)	8% (34)	6% (24)	436
GenZers: 1997-2012	34% (100)	22% (66)	22% (65)	3% (8)	8% (24)	12% (35)	299
Millennials: 1981-1996	39% (249)	21% (133)	22% (140)	4% (24)	6% (37)	8% (49)	632
GenXers: 1965-1980	41% (215)	18% (94)	26% (138)	3% (14)	5% (26)	6% (33)	520
Baby Boomers: 1946-1964	43% (298)	23% (163)	20% (137)	2% (15)	5% (36)	6% (44)	693
PID: Dem (no lean)	55% (484)	20% (180)	14% (128)	3% (28)	5% (41)	2% (22)	882
PID: Ind (no lean)	33% (236)	20% (140)	24% (170)	2% (16)	6% (46)	14% (99)	708
PID: Rep (no lean)	27% (167)	24% (147)	31% (189)	3% (19)	7% (45)	7% (44)	610
PID/Gender: Dem Men	50% (207)	25% (105)	16% (67)	4% (15)	3% (14)	2% (7)	414
PID/Gender: Dem Women	59% (277)	16% (75)	13% (61)	3% (13)	6% (27)	3% (14)	467
PID/Gender: Ind Men	33% (106)	21% (69)	22% (71)	4% (13)	6% (21)	14% (46)	325
PID/Gender: Ind Women	34% (130)	19% (71)	26% (99)	1% (4)	6% (25)	14% (53)	383
PID/Gender: Rep Men	27% (86)	26% (83)	30% (97)	4% (13)	9% (29)	5% (15)	322
PID/Gender: Rep Women	28% (81)	22% (64)	32% (92)	2% (6)	5% (16)	10% (29)	288
Ideo: Liberal (1-3)	54% (358)	23% (149)	13% (85)	3% (17)	5% (36)	3% (18)	664
Ideo: Moderate (4)	41% (259)	21% (134)	24% (153)	3% (19)	5% (30)	6% (35)	631
Ideo: Conservative (5-7)	29% (187)	23% (146)	31% (201)	3% (21)	7% (44)	7% (48)	647
Educ: < College	39% (587)	19% (293)	24% (363)	2% (36)	6% (96)	9% (137)	1512
Educ: Bachelors degree	44% (197)	23% (103)	18% (78)	4% (18)	6% (26)	5% (21)	444
Educ: Post-grad	42% (103)	29% (71)	19% (45)	3% (8)	4% (10)	3% (6)	244
Income: Under 50k	37% (427)	18% (208)	25% (286)	3% (37)	7% (83)	10% (117)	1158
Income: 50k-100k	43% (282)	27% (177)	18% (122)	2% (15)	5% (34)	5% (30)	660
Income: 100k+	46% (177)	21% (82)	21% (78)	3% (11)	4% (16)	5% (18)	382
Ethnicity: White	38% (659)	23% (388)	23% (392)	3% (51)	6% (96)	8% (136)	1722

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Table MCEN1_5: *Would you have a more or less favorable view of a celebrity if you found out that he or she did the following?*
Avoided large gatherings

Demographic	Much more favorable	Somewhat more favorable	Neither more nor less favorable	Somewhat less favorable	Much less favorable	Don't know / No opinion	Total N
Adults	40% (886)	21% (467)	22% (486)	3% (63)	6% (132)	7% (165)	2200
Ethnicity: Hispanic	42% (146)	17% (59)	20% (70)	3% (9)	8% (29)	10% (35)	349
Ethnicity: Black	50% (138)	15% (43)	21% (58)	3% (9)	5% (15)	4% (12)	274
Ethnicity: Other	43% (89)	18% (37)	18% (36)	2% (4)	11% (22)	8% (17)	204
All Christian	41% (422)	23% (241)	20% (209)	4% (37)	6% (64)	6% (58)	1031
All Non-Christian	50% (63)	18% (23)	13% (17)	2% (3)	13% (16)	4% (5)	127
Atheist	38% (25)	32% (21)	17% (11)	1% (1)	3% (2)	9% (6)	65
Agnostic/Nothing in particular	38% (213)	18% (100)	25% (138)	2% (10)	7% (37)	10% (58)	555
Something Else	39% (164)	19% (82)	27% (113)	3% (12)	3% (13)	9% (38)	422
Religious Non-Protestant/Catholic	47% (69)	19% (28)	16% (23)	2% (3)	11% (17)	5% (7)	146
Evangelical	40% (280)	21% (148)	23% (158)	3% (22)	5% (33)	8% (58)	700
Non-Evangelical	41% (293)	23% (161)	21% (151)	4% (27)	6% (44)	5% (33)	709
Community: Urban	46% (323)	20% (144)	18% (125)	5% (32)	5% (34)	7% (46)	705
Community: Suburban	40% (364)	24% (220)	22% (199)	2% (18)	6% (52)	7% (63)	917
Community: Rural	34% (199)	18% (103)	28% (162)	2% (13)	8% (46)	10% (56)	578
Employ: Private Sector	43% (278)	22% (141)	21% (136)	3% (19)	5% (30)	7% (45)	649
Employ: Government	42% (71)	26% (43)	20% (34)	4% (6)	6% (9)	3% (5)	169
Employ: Self-Employed	23% (40)	19% (34)	31% (54)	3% (6)	16% (29)	8% (14)	177
Employ: Homemaker	45% (62)	17% (23)	24% (33)	— (0)	4% (6)	10% (14)	137
Employ: Student	37% (47)	24% (31)	21% (27)	4% (5)	4% (5)	9% (12)	128
Employ: Retired	41% (183)	25% (112)	20% (92)	2% (9)	7% (30)	6% (26)	452
Employ: Unemployed	39% (131)	17% (56)	24% (80)	5% (18)	5% (17)	10% (33)	335
Employ: Other	48% (74)	18% (27)	19% (29)	— (0)	4% (6)	11% (17)	153
Military HH: Yes	38% (151)	21% (83)	24% (95)	4% (15)	6% (25)	6% (23)	392
Military HH: No	41% (736)	21% (384)	22% (391)	3% (48)	6% (107)	8% (142)	1808
RD/WT: Right Direction	42% (213)	22% (109)	20% (103)	4% (22)	7% (37)	4% (20)	504
RD/WT: Wrong Track	40% (673)	21% (358)	23% (384)	2% (41)	6% (95)	9% (144)	1696
Trump Job Approve	26% (208)	22% (179)	32% (254)	4% (29)	8% (61)	9% (69)	799
Trump Job Disapprove	51% (649)	22% (282)	16% (202)	2% (31)	5% (59)	4% (54)	1277

Continued on next page

Table MCEN1_5: *Would you have a more or less favorable view of a celebrity if you found out that he or she did the following?*
Avoided large gatherings

Demographic	Much more favorable	Somewhat more favorable	Neither more nor less favorable	Somewhat less favorable	Much less favorable	Don't know / No opinion	Total N
Adults	40% (886)	21% (467)	22% (486)	3% (63)	6% (132)	7% (165)	2200
Trump Job Strongly Approve	27% (125)	18% (82)	34% (157)	4% (18)	8% (39)	8% (38)	459
Trump Job Somewhat Approve	24% (83)	28% (97)	29% (97)	3% (11)	7% (22)	9% (31)	340
Trump Job Somewhat Disapprove	34% (86)	26% (67)	28% (71)	4% (9)	3% (9)	6% (15)	256
Trump Job Strongly Disapprove	55% (563)	21% (215)	13% (131)	2% (22)	5% (50)	4% (40)	1022
Favorable of Trump	27% (219)	22% (173)	31% (249)	3% (26)	8% (62)	9% (75)	804
Unfavorable of Trump	50% (639)	22% (284)	17% (213)	3% (34)	5% (59)	4% (54)	1283
Very Favorable of Trump	29% (142)	20% (96)	29% (141)	4% (18)	8% (41)	9% (45)	484
Somewhat Favorable of Trump	24% (77)	24% (77)	34% (108)	2% (8)	7% (21)	9% (29)	320
Somewhat Unfavorable of Trump	29% (64)	27% (59)	32% (70)	4% (9)	2% (5)	7% (15)	223
Very Unfavorable of Trump	54% (575)	21% (225)	13% (143)	2% (24)	5% (54)	4% (38)	1060
#1 Issue: Economy	38% (315)	20% (172)	24% (204)	3% (23)	6% (54)	8% (71)	839
#1 Issue: Security	28% (70)	20% (50)	34% (84)	2% (5)	10% (25)	6% (15)	248
#1 Issue: Health Care	50% (199)	22% (88)	17% (66)	3% (12)	3% (12)	5% (21)	399
#1 Issue: Medicare / Social Security	46% (127)	24% (67)	20% (57)	2% (5)	5% (13)	3% (8)	277
#1 Issue: Women's Issues	42% (44)	22% (24)	13% (14)	5% (5)	6% (6)	12% (13)	106
#1 Issue: Education	38% (40)	15% (16)	21% (22)	6% (6)	7% (7)	13% (13)	104
#1 Issue: Energy	40% (31)	22% (17)	14% (11)	8% (6)	11% (9)	3% (2)	76
#1 Issue: Other	40% (61)	22% (33)	19% (29)	1% (1)	4% (6)	14% (21)	150
2020 Vote: Joe Biden	55% (549)	21% (214)	13% (127)	3% (27)	5% (50)	3% (31)	998
2020 Vote: Donald Trump	24% (156)	24% (153)	34% (214)	3% (20)	7% (44)	8% (51)	637
2020 Vote: Other	29% (27)	19% (18)	29% (27)	3% (2)	10% (9)	11% (10)	95
2020 Vote: Didn't Vote	33% (153)	18% (82)	25% (118)	3% (15)	6% (29)	15% (71)	468
2018 House Vote: Democrat	54% (405)	21% (160)	14% (104)	3% (21)	5% (38)	2% (16)	744
2018 House Vote: Republican	29% (157)	24% (130)	29% (157)	3% (16)	8% (44)	7% (37)	541
2018 House Vote: Someone else	22% (14)	23% (15)	25% (16)	— (0)	11% (7)	19% (12)	64
2016 Vote: Hillary Clinton	59% (400)	20% (139)	12% (80)	3% (18)	4% (30)	2% (17)	684
2016 Vote: Donald Trump	30% (189)	21% (134)	31% (196)	3% (21)	7% (45)	7% (42)	628
2016 Vote: Other	24% (24)	27% (27)	25% (25)	1% (1)	11% (11)	12% (12)	100
2016 Vote: Didn't Vote	34% (271)	21% (167)	24% (185)	3% (23)	6% (46)	12% (93)	786

Continued on next page

Table MCEN1_5: *Would you have a more or less favorable view of a celebrity if you found out that he or she did the following?*
Avoided large gatherings

Demographic	Much more favorable	Somewhat more favorable	Neither more nor less favorable	Somewhat less favorable	Much less favorable	Don't know / No opinion	Total N
Adults	40% (886)	21% (467)	22% (486)	3% (63)	6% (132)	7% (165)	2200
Voted in 2014: Yes	44% (513)	22% (255)	20% (239)	3% (32)	7% (80)	5% (59)	1177
Voted in 2014: No	36% (373)	21% (212)	24% (248)	3% (31)	5% (52)	10% (106)	1023
4-Region: Northeast	45% (179)	24% (93)	18% (69)	3% (12)	6% (22)	5% (18)	394
4-Region: Midwest	35% (162)	21% (98)	25% (118)	3% (14)	5% (25)	10% (46)	462
4-Region: South	41% (337)	19% (157)	24% (197)	3% (21)	6% (51)	7% (62)	824
4-Region: West	40% (209)	23% (120)	20% (103)	3% (16)	7% (34)	7% (39)	520
Concerned about COVID	45% (842)	23% (428)	19% (344)	3% (51)	6% (103)	5% (89)	1856
Not concerned about COVID	14% (42)	12% (38)	45% (140)	4% (12)	9% (29)	15% (47)	307
Unfollowed celeb on social bc politics	44% (274)	22% (135)	20% (124)	4% (24)	7% (43)	4% (27)	626
Not unfollowed celeb on social bc politics	41% (526)	22% (286)	23% (300)	3% (35)	6% (76)	5% (66)	1289
Unfollowed celeb on social bc too much politics	40% (221)	22% (121)	22% (124)	5% (25)	7% (37)	5% (25)	554
Not unfollowed celeb on social bc too much politics	43% (571)	22% (296)	22% (295)	2% (31)	6% (75)	5% (63)	1332
Not watched movie/TV show bc cast politics	41% (256)	24% (152)	19% (121)	4% (23)	7% (45)	4% (26)	623
Has not not watched movie/TV show bc cast politics	42% (551)	21% (277)	24% (321)	3% (35)	5% (69)	6% (73)	1326
Donated/volunteered bc celeb encouraged	52% (207)	25% (101)	13% (52)	3% (13)	5% (18)	2% (7)	399
Not donated/volunteered bc celeb encouraged	39% (602)	21% (324)	25% (380)	3% (41)	6% (97)	6% (92)	1535
Shared/re-posted celeb social bc agreed	49% (328)	22% (145)	18% (118)	4% (24)	5% (31)	3% (20)	667
Not shared/re-posted celeb social bc agreed	38% (485)	22% (278)	25% (317)	3% (35)	6% (81)	6% (79)	1275

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

Table MCEN1_6: *Would you have a more or less favorable view of a celebrity if you found out that he or she did the following?*
Participated in large gatherings

Demographic	Much more favorable	Somewhat more favorable	Neither more nor less favorable	Somewhat less favorable	Much less favorable	Don't know / No opinion	Total N
Adults	5% (108)	5% (105)	20% (437)	18% (387)	45% (987)	8% (176)	2200
Gender: Male	7% (76)	7% (76)	20% (212)	19% (200)	40% (425)	7% (73)	1062
Gender: Female	3% (32)	3% (29)	20% (225)	16% (187)	49% (562)	9% (103)	1138
Age: 18-34	6% (40)	6% (41)	23% (148)	19% (127)	35% (231)	10% (69)	655
Age: 35-44	8% (29)	10% (34)	23% (81)	20% (71)	31% (111)	8% (30)	358
Age: 45-64	4% (29)	3% (25)	20% (151)	16% (121)	50% (372)	7% (53)	751
Age: 65+	2% (10)	1% (5)	13% (57)	16% (68)	63% (273)	5% (24)	436
GenZers: 1997-2012	1% (4)	5% (16)	24% (71)	15% (45)	41% (121)	14% (43)	299
Millennials: 1981-1996	10% (62)	9% (58)	22% (136)	21% (135)	30% (192)	8% (49)	632
GenXers: 1965-1980	4% (19)	4% (19)	26% (133)	18% (93)	44% (227)	6% (31)	520
Baby Boomers: 1946-1964	3% (23)	2% (12)	14% (95)	16% (108)	58% (404)	7% (50)	693
PID: Dem (no lean)	6% (56)	5% (40)	12% (106)	19% (164)	55% (489)	3% (27)	882
PID: Ind (no lean)	3% (20)	4% (30)	23% (162)	15% (104)	40% (284)	15% (107)	708
PID: Rep (no lean)	5% (31)	6% (35)	28% (169)	20% (119)	35% (214)	7% (42)	610
PID/Gender: Dem Men	10% (40)	8% (31)	13% (56)	20% (82)	48% (199)	1% (6)	414
PID/Gender: Dem Women	3% (16)	2% (9)	11% (50)	17% (82)	62% (290)	4% (21)	467
PID/Gender: Ind Men	3% (10)	7% (21)	22% (71)	16% (53)	37% (121)	15% (49)	325
PID/Gender: Ind Women	3% (11)	2% (9)	24% (91)	13% (51)	43% (163)	15% (58)	383
PID/Gender: Rep Men	8% (26)	7% (23)	26% (85)	20% (64)	32% (105)	6% (18)	322
PID/Gender: Rep Women	2% (5)	4% (11)	29% (84)	19% (55)	38% (109)	8% (24)	288
Ideo: Liberal (1-3)	7% (45)	5% (31)	12% (77)	17% (115)	57% (376)	3% (20)	664
Ideo: Moderate (4)	4% (26)	5% (32)	22% (138)	18% (111)	45% (283)	6% (41)	631
Ideo: Conservative (5-7)	4% (27)	5% (34)	26% (171)	20% (127)	37% (241)	7% (46)	647
Educ: < College	3% (49)	4% (64)	21% (324)	17% (264)	44% (664)	10% (147)	1512
Educ: Bachelors degree	6% (28)	3% (15)	16% (73)	19% (83)	50% (221)	5% (24)	444
Educ: Post-grad	13% (31)	10% (25)	17% (41)	17% (41)	42% (102)	2% (4)	244
Income: Under 50k	4% (44)	5% (56)	22% (258)	17% (196)	42% (485)	10% (119)	1158
Income: 50k-100k	6% (36)	4% (29)	16% (108)	18% (117)	50% (328)	6% (41)	660
Income: 100k+	7% (28)	5% (20)	19% (71)	19% (74)	45% (173)	4% (16)	382
Ethnicity: White	5% (89)	5% (85)	20% (351)	17% (294)	45% (774)	8% (129)	1722

Continued on next page

Table MCEN1_6: *Would you have a more or less favorable view of a celebrity if you found out that he or she did the following?*
Participated in large gatherings

Demographic	Much more favorable	Somewhat more favorable	Neither more nor less favorable	Somewhat less favorable	Much less favorable	Don't know / No opinion	Total N
Adults	5% (108)	5% (105)	20% (437)	18% (387)	45% (987)	8% (176)	2200
Ethnicity: Hispanic	5% (19)	6% (22)	16% (57)	16% (54)	45% (157)	12% (40)	349
Ethnicity: Black	5% (14)	4% (12)	19% (51)	22% (60)	44% (121)	6% (16)	274
Ethnicity: Other	3% (5)	4% (8)	17% (35)	16% (33)	45% (92)	15% (31)	204
All Christian	7% (69)	5% (56)	17% (174)	17% (173)	48% (498)	6% (61)	1031
All Non-Christian	8% (10)	7% (9)	15% (19)	17% (21)	46% (58)	7% (9)	127
Atheist	— (0)	4% (3)	14% (9)	16% (10)	57% (36)	9% (6)	65
Agnostic/Nothing in particular	3% (18)	4% (22)	21% (114)	17% (96)	43% (241)	12% (64)	555
Something Else	3% (11)	4% (15)	29% (121)	21% (87)	36% (152)	8% (35)	422
Religious Non-Protestant/Catholic	7% (10)	6% (9)	17% (24)	18% (26)	45% (65)	8% (12)	146
Evangelical	9% (62)	6% (43)	23% (163)	16% (114)	37% (256)	9% (62)	700
Non-Evangelical	2% (17)	4% (25)	16% (115)	19% (137)	54% (384)	4% (31)	709
Community: Urban	10% (69)	7% (49)	19% (131)	17% (119)	41% (291)	6% (46)	705
Community: Suburban	3% (24)	4% (32)	19% (174)	19% (178)	48% (444)	7% (66)	917
Community: Rural	3% (16)	4% (23)	23% (133)	16% (90)	44% (252)	11% (64)	578
Employ: Private Sector	8% (51)	6% (40)	19% (123)	20% (131)	40% (263)	6% (42)	649
Employ: Government	10% (17)	12% (21)	22% (37)	17% (29)	35% (60)	4% (6)	169
Employ: Self-Employed	5% (9)	7% (13)	28% (50)	16% (29)	36% (64)	7% (13)	177
Employ: Homemaker	1% (1)	4% (5)	21% (29)	14% (19)	49% (68)	12% (16)	137
Employ: Student	1% (1)	3% (3)	18% (23)	19% (25)	47% (60)	12% (16)	128
Employ: Retired	3% (14)	1% (6)	16% (70)	12% (56)	62% (279)	6% (28)	452
Employ: Unemployed	3% (10)	5% (17)	23% (76)	20% (66)	37% (125)	12% (41)	335
Employ: Other	4% (7)	1% (1)	19% (29)	21% (33)	45% (69)	10% (15)	153
Military HH: Yes	7% (26)	5% (19)	23% (89)	20% (79)	40% (156)	6% (23)	392
Military HH: No	5% (82)	5% (86)	19% (348)	17% (309)	46% (831)	8% (152)	1808
RD/WT: Right Direction	10% (52)	9% (46)	20% (101)	19% (94)	37% (189)	5% (23)	504
RD/WT: Wrong Track	3% (56)	3% (59)	20% (336)	17% (294)	47% (798)	9% (152)	1696
Trump Job Approve	7% (60)	8% (63)	29% (229)	19% (149)	29% (230)	8% (68)	799
Trump Job Disapprove	4% (48)	3% (37)	14% (180)	18% (224)	57% (725)	5% (63)	1277

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Table MCEN1_6: *Would you have a more or less favorable view of a celebrity if you found out that he or she did the following?*
Participated in large gatherings

Demographic	Much more favorable	Somewhat more favorable	Neither more nor less favorable	Somewhat less favorable	Much less favorable	Don't know / No opinion	Total N
Adults	5% (108)	5% (105)	20% (437)	18% (387)	45% (987)	8% (176)	2200
Trump Job Strongly Approve	10% (45)	7% (32)	32% (145)	16% (72)	28% (130)	8% (35)	459
Trump Job Somewhat Approve	4% (14)	9% (31)	25% (84)	23% (77)	30% (100)	10% (33)	340
Trump Job Somewhat Disapprove	3% (8)	5% (13)	25% (64)	24% (62)	36% (92)	6% (16)	256
Trump Job Strongly Disapprove	4% (40)	2% (24)	11% (116)	16% (162)	62% (633)	5% (47)	1022
Favorable of Trump	7% (59)	7% (59)	28% (224)	19% (152)	30% (238)	9% (71)	804
Unfavorable of Trump	4% (46)	3% (43)	15% (188)	17% (224)	56% (716)	5% (66)	1283
Very Favorable of Trump	10% (48)	6% (31)	29% (140)	16% (79)	30% (143)	9% (43)	484
Somewhat Favorable of Trump	3% (11)	9% (28)	26% (84)	23% (73)	30% (95)	9% (28)	320
Somewhat Unfavorable of Trump	2% (5)	6% (14)	27% (61)	22% (50)	34% (76)	7% (16)	223
Very Unfavorable of Trump	4% (41)	3% (30)	12% (126)	16% (174)	60% (640)	5% (49)	1060
#1 Issue: Economy	4% (37)	6% (53)	22% (183)	20% (171)	38% (321)	9% (74)	839
#1 Issue: Security	3% (7)	5% (13)	30% (74)	17% (42)	37% (92)	8% (19)	248
#1 Issue: Health Care	7% (27)	4% (15)	13% (52)	16% (66)	54% (215)	6% (24)	399
#1 Issue: Medicare / Social Security	3% (8)	3% (9)	18% (49)	16% (46)	56% (156)	3% (9)	277
#1 Issue: Women's Issues	6% (7)	2% (2)	16% (17)	19% (20)	41% (44)	16% (17)	106
#1 Issue: Education	9% (10)	7% (7)	25% (25)	13% (13)	34% (35)	12% (12)	104
#1 Issue: Energy	8% (6)	6% (4)	16% (12)	19% (14)	47% (36)	5% (4)	76
#1 Issue: Other	4% (7)	— (0)	17% (25)	10% (14)	58% (88)	11% (16)	150
2020 Vote: Joe Biden	6% (61)	4% (37)	11% (111)	17% (167)	58% (581)	4% (41)	998
2020 Vote: Donald Trump	5% (32)	5% (35)	29% (184)	19% (122)	34% (220)	7% (46)	637
2020 Vote: Other	— (0)	3% (3)	25% (24)	15% (14)	46% (44)	10% (10)	95
2020 Vote: Didn't Vote	3% (15)	7% (31)	25% (119)	18% (82)	30% (142)	17% (79)	468
2018 House Vote: Democrat	7% (49)	4% (31)	11% (82)	17% (124)	59% (441)	2% (18)	744
2018 House Vote: Republican	6% (33)	6% (31)	24% (130)	16% (85)	42% (227)	6% (34)	541
2018 House Vote: Someone else	2% (1)	4% (2)	22% (14)	10% (7)	41% (26)	21% (13)	64
2016 Vote: Hillary Clinton	7% (46)	3% (20)	10% (65)	16% (106)	62% (424)	3% (22)	684
2016 Vote: Donald Trump	5% (32)	6% (37)	27% (167)	16% (102)	39% (243)	7% (47)	628
2016 Vote: Other	1% (1)	4% (4)	17% (17)	24% (24)	40% (40)	14% (14)	100
2016 Vote: Didn't Vote	4% (29)	6% (44)	24% (188)	20% (154)	35% (278)	12% (93)	786

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Table MCEN1_6: *Would you have a more or less favorable view of a celebrity if you found out that he or she did the following?
Participated in large gatherings*

Demographic	Much more favorable	Somewhat more favorable	Neither more nor less favorable	Somewhat less favorable	Much less favorable	Don't know / No opinion	Total N
Adults	5% (108)	5% (105)	20% (437)	18% (387)	45% (987)	8% (176)	2200
Voted in 2014: Yes	6% (76)	4% (49)	16% (193)	15% (181)	52% (616)	5% (62)	1177
Voted in 2014: No	3% (32)	5% (56)	24% (244)	20% (207)	36% (371)	11% (114)	1023
4-Region: Northeast	8% (33)	8% (30)	18% (71)	17% (66)	45% (177)	4% (17)	394
4-Region: Midwest	3% (15)	5% (25)	25% (116)	15% (69)	43% (200)	8% (38)	462
4-Region: South	3% (27)	4% (31)	21% (171)	18% (152)	45% (372)	9% (71)	824
4-Region: West	6% (33)	4% (18)	15% (80)	19% (101)	46% (238)	9% (49)	520
Concerned about COVID	5% (84)	4% (81)	16% (297)	19% (358)	50% (932)	6% (105)	1856
Not concerned about COVID	8% (24)	7% (23)	45% (137)	9% (28)	17% (53)	14% (43)	307
Unfollowed celeb on social bc politics	8% (52)	6% (39)	18% (113)	16% (101)	47% (293)	4% (27)	626
Not unfollowed celeb on social bc politics	4% (53)	4% (51)	21% (268)	19% (245)	46% (595)	6% (77)	1289
Unfollowed celeb on social bc too much politics	8% (44)	5% (29)	23% (129)	17% (94)	42% (230)	5% (28)	554
Not unfollowed celeb on social bc too much politics	4% (58)	4% (59)	19% (248)	19% (258)	48% (637)	5% (72)	1332
Not watched movie/TV show bc cast politics	9% (56)	8% (50)	15% (96)	16% (97)	47% (292)	5% (32)	623
Has not not watched movie/TV show bc cast politics	4% (50)	3% (45)	22% (290)	20% (262)	45% (599)	6% (80)	1326
Donated/volunteered bc celeb encouraged	14% (54)	9% (37)	12% (49)	22% (88)	39% (158)	3% (13)	399
Not donated/volunteered bc celeb encouraged	3% (50)	3% (52)	22% (336)	18% (275)	47% (729)	6% (93)	1535
Shared/re-posted celeb social bc agreed	9% (60)	7% (47)	18% (122)	20% (134)	43% (288)	2% (17)	667
Not shared/re-posted celeb social bc agreed	3% (43)	4% (48)	21% (264)	18% (226)	47% (604)	7% (89)	1275

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

Table MCEN1_7: *Would you have a more or less favorable view of a celebrity if you found out that he or she did the following?*
Received the COVID-19 vaccine

Demographic	Much more favorable	Somewhat more favorable	Neither more nor less favorable	Somewhat less favorable	Much less favorable	Don't know / No opinion	Total N
Adults	27% (603)	18% (395)	33% (722)	3% (70)	8% (179)	11% (232)	2200
Gender: Male	30% (317)	21% (220)	29% (310)	4% (41)	8% (85)	8% (88)	1062
Gender: Female	25% (286)	15% (175)	36% (412)	2% (28)	8% (94)	13% (143)	1138
Age: 18-34	24% (157)	17% (112)	31% (200)	5% (33)	11% (73)	12% (81)	655
Age: 35-44	28% (101)	20% (72)	28% (100)	4% (15)	9% (31)	11% (38)	358
Age: 45-64	26% (197)	16% (123)	37% (281)	2% (15)	6% (47)	12% (87)	751
Age: 65+	34% (148)	20% (87)	32% (140)	2% (7)	6% (28)	6% (26)	436
GenZers: 1997-2012	16% (48)	17% (50)	32% (95)	4% (12)	17% (51)	15% (44)	299
Millennials: 1981-1996	31% (196)	19% (122)	27% (169)	5% (35)	7% (47)	10% (63)	632
GenXers: 1965-1980	22% (113)	15% (78)	43% (224)	2% (11)	7% (36)	11% (59)	520
Baby Boomers: 1946-1964	33% (227)	19% (131)	32% (223)	2% (11)	6% (41)	9% (61)	693
PID: Dem (no lean)	38% (335)	21% (188)	26% (228)	3% (28)	6% (55)	6% (49)	882
PID: Ind (no lean)	21% (148)	16% (114)	33% (235)	2% (16)	10% (67)	18% (127)	708
PID: Rep (no lean)	20% (120)	15% (93)	42% (259)	4% (26)	9% (57)	9% (56)	610
PID/Gender: Dem Men	41% (171)	25% (106)	21% (88)	4% (15)	6% (23)	3% (11)	414
PID/Gender: Dem Women	35% (164)	18% (82)	30% (140)	3% (13)	7% (31)	8% (38)	467
PID/Gender: Ind Men	24% (78)	17% (56)	31% (99)	3% (8)	9% (29)	17% (55)	325
PID/Gender: Ind Women	18% (71)	15% (58)	35% (136)	2% (8)	10% (38)	19% (72)	383
PID/Gender: Rep Men	21% (68)	18% (58)	38% (123)	5% (18)	10% (33)	7% (22)	322
PID/Gender: Rep Women	18% (51)	12% (34)	47% (136)	3% (8)	8% (24)	12% (33)	288
Ideo: Liberal (1-3)	39% (261)	23% (150)	24% (158)	2% (16)	6% (42)	5% (36)	664
Ideo: Moderate (4)	28% (177)	19% (118)	33% (210)	3% (21)	8% (50)	9% (55)	631
Ideo: Conservative (5-7)	21% (135)	16% (104)	41% (266)	4% (23)	9% (58)	9% (61)	647
Educ: < College	23% (346)	16% (236)	36% (543)	3% (39)	10% (148)	13% (200)	1512
Educ: Bachelors degree	38% (168)	21% (93)	27% (118)	4% (16)	6% (25)	5% (24)	444
Educ: Post-grad	37% (89)	27% (66)	25% (61)	6% (14)	3% (6)	3% (7)	244
Income: Under 50k	21% (243)	15% (177)	36% (421)	3% (32)	11% (125)	14% (160)	1158
Income: 50k-100k	33% (216)	20% (134)	30% (200)	3% (22)	6% (42)	7% (47)	660
Income: 100k+	38% (144)	22% (84)	26% (101)	4% (16)	3% (12)	7% (25)	382
Ethnicity: White	29% (491)	17% (296)	34% (586)	3% (48)	7% (123)	10% (178)	1722

Continued on next page

Table MCEN1_7: *Would you have a more or less favorable view of a celebrity if you found out that he or she did the following?*
Received the COVID-19 vaccine

Demographic	Much more favorable	Somewhat more favorable	Neither more nor less favorable	Somewhat less favorable	Much less favorable	Don't know / No opinion	Total N
Adults	27% (603)	18% (395)	33% (722)	3% (70)	8% (179)	11% (232)	2200
Ethnicity: Hispanic	26% (89)	15% (53)	32% (111)	5% (17)	11% (37)	12% (42)	349
Ethnicity: Black	27% (74)	18% (49)	30% (81)	4% (12)	12% (34)	9% (24)	274
Ethnicity: Other	18% (37)	24% (50)	27% (54)	5% (11)	11% (23)	14% (29)	204
All Christian	31% (324)	19% (192)	33% (339)	3% (35)	6% (66)	7% (75)	1031
All Non-Christian	36% (46)	23% (29)	18% (22)	8% (10)	10% (13)	5% (7)	127
Atheist	33% (21)	24% (16)	32% (20)	1% (1)	— (0)	10% (6)	65
Agnostic/Nothing in particular	20% (110)	19% (103)	35% (192)	2% (10)	10% (57)	15% (83)	555
Something Else	24% (101)	13% (54)	35% (149)	3% (13)	10% (44)	14% (61)	422
Religious Non-Protestant/Catholic	34% (50)	21% (30)	21% (30)	7% (10)	10% (15)	8% (11)	146
Evangelical	30% (208)	15% (106)	33% (228)	4% (29)	8% (55)	11% (74)	700
Non-Evangelical	30% (210)	19% (136)	34% (241)	2% (17)	7% (51)	8% (54)	709
Community: Urban	33% (235)	19% (135)	27% (189)	4% (31)	7% (49)	9% (65)	705
Community: Suburban	28% (256)	19% (170)	35% (317)	2% (19)	6% (59)	10% (96)	917
Community: Rural	19% (111)	16% (90)	37% (216)	3% (19)	12% (71)	12% (71)	578
Employ: Private Sector	31% (202)	20% (132)	32% (208)	3% (17)	5% (33)	9% (58)	649
Employ: Government	31% (52)	20% (34)	26% (43)	8% (14)	8% (14)	8% (13)	169
Employ: Self-Employed	23% (40)	15% (26)	38% (67)	5% (9)	13% (23)	7% (12)	177
Employ: Homemaker	19% (27)	11% (16)	43% (60)	— (0)	12% (17)	14% (19)	137
Employ: Student	23% (29)	28% (35)	25% (32)	6% (7)	7% (9)	12% (15)	128
Employ: Retired	34% (155)	18% (81)	33% (149)	1% (5)	8% (34)	6% (27)	452
Employ: Unemployed	23% (77)	14% (45)	33% (109)	4% (14)	9% (31)	17% (58)	335
Employ: Other	13% (20)	17% (26)	36% (55)	2% (3)	12% (19)	19% (29)	153
Military HH: Yes	27% (105)	19% (73)	33% (130)	4% (14)	9% (35)	9% (35)	392
Military HH: No	28% (498)	18% (321)	33% (592)	3% (56)	8% (145)	11% (196)	1808
RD/WT: Right Direction	32% (161)	22% (111)	29% (145)	4% (22)	7% (34)	6% (31)	504
RD/WT: Wrong Track	26% (442)	17% (284)	34% (577)	3% (48)	9% (145)	12% (200)	1696
Trump Job Approve	19% (149)	14% (108)	41% (331)	4% (35)	11% (87)	11% (89)	799
Trump Job Disapprove	35% (446)	21% (271)	28% (353)	3% (33)	6% (79)	7% (96)	1277

Continued on next page

Table MCEN1_7: *Would you have a more or less favorable view of a celebrity if you found out that he or she did the following?
Received the COVID-19 vaccine*

Demographic	Much more favorable	Somewhat more favorable	Neither more nor less favorable	Somewhat less favorable	Much less favorable	Don't know / No opinion	Total N
Adults	27% (603)	18% (395)	33% (722)	3% (70)	8% (179)	11% (232)	2200
Trump Job Strongly Approve	21% (98)	10% (46)	40% (182)	4% (20)	14% (63)	11% (49)	459
Trump Job Somewhat Approve	15% (51)	18% (62)	44% (149)	4% (15)	7% (24)	12% (39)	340
Trump Job Somewhat Disapprove	25% (64)	23% (58)	36% (92)	6% (15)	5% (13)	5% (13)	256
Trump Job Strongly Disapprove	37% (381)	21% (212)	26% (261)	2% (18)	6% (66)	8% (83)	1022
Favorable of Trump	19% (152)	12% (98)	42% (339)	4% (33)	11% (89)	12% (93)	804
Unfavorable of Trump	34% (438)	22% (284)	28% (361)	2% (31)	6% (72)	8% (97)	1283
Very Favorable of Trump	22% (109)	9% (42)	40% (192)	4% (18)	14% (66)	12% (57)	484
Somewhat Favorable of Trump	14% (44)	17% (55)	46% (147)	5% (15)	7% (22)	11% (36)	320
Somewhat Unfavorable of Trump	21% (47)	27% (61)	36% (81)	3% (7)	5% (11)	7% (15)	223
Very Unfavorable of Trump	37% (391)	21% (223)	26% (280)	2% (23)	6% (61)	8% (81)	1060
#1 Issue: Economy	24% (203)	17% (140)	36% (306)	3% (25)	8% (66)	12% (100)	839
#1 Issue: Security	22% (55)	16% (39)	40% (100)	3% (8)	10% (25)	9% (21)	248
#1 Issue: Health Care	32% (129)	20% (80)	30% (118)	3% (12)	8% (30)	8% (30)	399
#1 Issue: Medicare / Social Security	33% (91)	20% (57)	31% (85)	4% (10)	5% (15)	7% (20)	277
#1 Issue: Women's Issues	32% (34)	22% (23)	23% (24)	2% (3)	6% (7)	14% (15)	106
#1 Issue: Education	26% (27)	21% (21)	21% (21)	5% (5)	12% (13)	15% (16)	104
#1 Issue: Energy	34% (26)	19% (14)	25% (19)	8% (6)	10% (7)	5% (4)	76
#1 Issue: Other	26% (39)	14% (20)	32% (48)	1% (1)	11% (16)	17% (26)	150
2020 Vote: Joe Biden	40% (400)	23% (226)	23% (234)	3% (27)	5% (53)	6% (59)	998
2020 Vote: Donald Trump	18% (115)	14% (88)	45% (289)	3% (21)	10% (66)	9% (59)	637
2020 Vote: Other	23% (22)	15% (15)	31% (30)	2% (2)	8% (7)	21% (20)	95
2020 Vote: Didn't Vote	14% (67)	14% (66)	36% (168)	4% (21)	11% (53)	20% (93)	468
2018 House Vote: Democrat	42% (313)	22% (166)	23% (170)	2% (17)	7% (49)	4% (28)	744
2018 House Vote: Republican	24% (130)	15% (78)	41% (221)	3% (18)	10% (55)	7% (39)	541
2018 House Vote: Someone else	16% (10)	16% (10)	30% (19)	— (0)	5% (3)	32% (21)	64
2016 Vote: Hillary Clinton	44% (300)	22% (153)	22% (148)	2% (15)	5% (35)	5% (34)	684
2016 Vote: Donald Trump	22% (138)	14% (85)	43% (268)	3% (20)	9% (58)	9% (59)	628
2016 Vote: Other	17% (17)	15% (15)	38% (38)	3% (3)	11% (11)	16% (16)	100
2016 Vote: Didn't Vote	19% (146)	18% (142)	34% (268)	4% (32)	10% (76)	16% (122)	786

Continued on next page

Table MCEN1_7: *Would you have a more or less favorable view of a celebrity if you found out that he or she did the following?
Received the COVID-19 vaccine*

Demographic	Much more favorable	Somewhat more favorable	Neither more nor less favorable	Somewhat less favorable	Much less favorable	Don't know / No opinion	Total N
Adults	27% (603)	18% (395)	33% (722)	3% (70)	8% (179)	11% (232)	2200
Voted in 2014: Yes	34% (399)	18% (217)	31% (360)	3% (32)	7% (85)	7% (84)	1177
Voted in 2014: No	20% (204)	17% (178)	35% (362)	4% (37)	9% (94)	14% (148)	1023
4-Region: Northeast	35% (139)	20% (77)	26% (101)	3% (13)	9% (34)	8% (30)	394
4-Region: Midwest	22% (104)	19% (89)	36% (166)	3% (12)	7% (32)	13% (60)	462
4-Region: South	26% (211)	16% (132)	36% (296)	3% (25)	9% (73)	10% (86)	824
4-Region: West	29% (150)	19% (97)	31% (159)	4% (19)	8% (40)	11% (55)	520
Concerned about COVID	31% (573)	20% (364)	32% (589)	3% (55)	7% (123)	8% (153)	1856
Not concerned about COVID	10% (30)	9% (29)	43% (131)	5% (14)	18% (54)	16% (48)	307
Unfollowed celeb on social bc politics	32% (202)	20% (126)	27% (170)	4% (24)	10% (64)	6% (40)	626
Not unfollowed celeb on social bc politics	27% (349)	18% (232)	36% (469)	3% (39)	7% (90)	9% (110)	1289
Unfollowed celeb on social bc too much politics	29% (162)	21% (114)	29% (159)	6% (33)	9% (49)	7% (36)	554
Not unfollowed celeb on social bc too much politics	28% (378)	18% (245)	35% (469)	2% (28)	8% (109)	8% (103)	1332
Not watched movie/TV show bc cast politics	31% (193)	19% (117)	29% (183)	5% (32)	9% (54)	7% (43)	623
Has not not watched movie/TV show bc cast politics	27% (364)	18% (235)	36% (482)	2% (32)	8% (102)	8% (111)	1326
Donated/volunteered bc celeb encouraged	44% (176)	26% (102)	17% (69)	4% (17)	6% (23)	3% (12)	399
Not donated/volunteered bc celeb encouraged	25% (379)	17% (259)	38% (577)	3% (44)	9% (134)	9% (142)	1535
Shared/re-posted celeb social bc agreed	38% (251)	20% (134)	27% (179)	4% (28)	7% (44)	5% (31)	667
Not shared/re-posted celeb social bc agreed	25% (313)	18% (227)	37% (469)	3% (35)	9% (109)	10% (122)	1275

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

Table MCEN1_8: *Would you have a more or less favorable view of a celebrity if you found out that he or she did the following?*
Refused to receive the COVID-19 vaccine

Demographic	Much more favorable	Somewhat more favorable	Neither more nor less favorable	Somewhat less favorable	Much less favorable	Don't know / No opinion	Total N
Adults	8% (170)	5% (119)	34% (745)	13% (280)	29% (637)	11% (250)	2200
Gender: Male	9% (91)	8% (80)	29% (306)	15% (157)	31% (334)	9% (94)	1062
Gender: Female	7% (79)	3% (38)	39% (440)	11% (123)	27% (303)	14% (156)	1138
Age: 18-34	10% (68)	8% (49)	32% (208)	14% (90)	23% (152)	13% (88)	655
Age: 35-44	13% (47)	9% (32)	31% (112)	14% (49)	23% (82)	10% (35)	358
Age: 45-64	6% (43)	4% (30)	40% (299)	11% (79)	28% (209)	12% (91)	751
Age: 65+	3% (11)	2% (7)	29% (128)	14% (61)	44% (194)	8% (36)	436
GenZers: 1997-2012	8% (24)	5% (14)	33% (99)	10% (31)	26% (79)	18% (53)	299
Millennials: 1981-1996	13% (83)	10% (64)	29% (183)	16% (99)	23% (146)	9% (58)	632
GenXers: 1965-1980	6% (33)	5% (26)	44% (230)	9% (48)	25% (128)	11% (56)	520
Baby Boomers: 1946-1964	4% (30)	2% (16)	32% (222)	14% (94)	36% (252)	11% (79)	693
PID: Dem (no lean)	8% (67)	5% (44)	28% (246)	14% (124)	37% (331)	8% (69)	882
PID: Ind (no lean)	6% (45)	5% (38)	36% (258)	11% (81)	23% (164)	17% (122)	708
PID: Rep (no lean)	9% (58)	6% (37)	40% (242)	12% (75)	23% (141)	10% (58)	610
PID/Gender: Dem Men	10% (42)	8% (32)	24% (98)	15% (60)	40% (167)	4% (15)	414
PID/Gender: Dem Women	5% (25)	3% (12)	32% (148)	14% (64)	35% (163)	12% (54)	467
PID/Gender: Ind Men	4% (14)	8% (25)	31% (100)	16% (52)	26% (84)	15% (50)	325
PID/Gender: Ind Women	8% (31)	3% (13)	41% (158)	8% (29)	21% (80)	19% (72)	383
PID/Gender: Rep Men	11% (35)	7% (23)	34% (108)	14% (45)	26% (82)	9% (29)	322
PID/Gender: Rep Women	8% (23)	5% (13)	46% (134)	10% (30)	20% (59)	10% (30)	288
Ideo: Liberal (1-3)	7% (49)	6% (39)	25% (164)	16% (105)	39% (261)	7% (46)	664
Ideo: Moderate (4)	7% (46)	5% (30)	37% (235)	12% (78)	28% (175)	11% (68)	631
Ideo: Conservative (5-7)	8% (50)	7% (44)	39% (254)	12% (79)	24% (157)	10% (62)	647
Educ: < College	7% (110)	4% (67)	37% (561)	11% (164)	27% (403)	14% (208)	1512
Educ: Bachelors degree	7% (30)	7% (32)	27% (120)	17% (74)	35% (154)	8% (34)	444
Educ: Post-grad	12% (30)	8% (20)	26% (64)	17% (42)	33% (80)	3% (8)	244
Income: Under 50k	8% (87)	5% (56)	36% (417)	11% (123)	27% (309)	14% (167)	1158
Income: 50k-100k	8% (51)	5% (35)	32% (213)	14% (93)	32% (209)	9% (58)	660
Income: 100k+	8% (32)	7% (27)	30% (116)	17% (64)	31% (119)	7% (25)	382
Ethnicity: White	7% (122)	6% (102)	34% (582)	13% (219)	30% (510)	11% (187)	1722

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Table MCEN1_8: *Would you have a more or less favorable view of a celebrity if you found out that he or she did the following?*
Refused to receive the COVID-19 vaccine

Demographic	Much more favorable	Somewhat more favorable	Neither more nor less favorable	Somewhat less favorable	Much less favorable	Don't know / No opinion	Total N
Adults	8% (170)	5% (119)	34% (745)	13% (280)	29% (637)	11% (250)	2200
Ethnicity: Hispanic	8% (27)	5% (18)	38% (133)	12% (41)	22% (77)	15% (54)	349
Ethnicity: Black	13% (35)	5% (14)	34% (94)	13% (36)	23% (64)	11% (31)	274
Ethnicity: Other	6% (12)	1% (3)	34% (69)	12% (25)	31% (63)	15% (32)	204
All Christian	8% (80)	5% (55)	35% (362)	13% (137)	30% (305)	9% (91)	1031
All Non-Christian	9% (11)	11% (13)	19% (24)	17% (22)	36% (45)	9% (11)	127
Atheist	— (0)	6% (4)	15% (10)	14% (9)	57% (37)	8% (5)	65
Agnostic/Nothing in particular	6% (33)	4% (24)	35% (192)	12% (68)	28% (155)	15% (84)	555
Something Else	11% (45)	5% (22)	37% (157)	10% (44)	22% (95)	14% (59)	422
Religious Non-Protestant/Catholic	8% (12)	9% (13)	22% (32)	16% (24)	34% (49)	11% (15)	146
Evangelical	12% (83)	7% (48)	36% (249)	11% (78)	24% (165)	11% (77)	700
Non-Evangelical	6% (40)	4% (28)	35% (245)	14% (99)	32% (230)	10% (68)	709
Community: Urban	13% (93)	9% (62)	28% (194)	15% (109)	25% (177)	10% (70)	705
Community: Suburban	4% (33)	4% (34)	35% (325)	13% (116)	34% (307)	11% (101)	917
Community: Rural	8% (44)	4% (23)	39% (226)	10% (55)	26% (152)	14% (79)	578
Employ: Private Sector	8% (53)	7% (45)	33% (213)	16% (104)	27% (174)	10% (62)	649
Employ: Government	13% (22)	11% (19)	32% (55)	14% (24)	22% (37)	7% (12)	169
Employ: Self-Employed	13% (22)	9% (16)	31% (55)	13% (22)	23% (41)	12% (21)	177
Employ: Homemaker	8% (11)	2% (2)	49% (67)	7% (10)	23% (31)	12% (16)	137
Employ: Student	3% (4)	5% (7)	29% (37)	13% (17)	35% (44)	15% (19)	128
Employ: Retired	3% (14)	1% (6)	33% (150)	12% (56)	41% (187)	9% (40)	452
Employ: Unemployed	11% (36)	5% (16)	33% (111)	9% (30)	26% (87)	16% (55)	335
Employ: Other	5% (8)	6% (9)	38% (59)	11% (17)	23% (35)	17% (26)	153
Military HH: Yes	10% (37)	4% (17)	34% (132)	16% (63)	28% (110)	8% (32)	392
Military HH: No	7% (132)	6% (102)	34% (613)	12% (217)	29% (526)	12% (218)	1808
RD/WT: Right Direction	11% (56)	10% (49)	31% (157)	13% (67)	27% (136)	8% (39)	504
RD/WT: Wrong Track	7% (114)	4% (69)	35% (588)	13% (213)	30% (501)	12% (211)	1696
Trump Job Approve	12% (95)	9% (69)	39% (311)	11% (84)	19% (152)	11% (87)	799
Trump Job Disapprove	5% (68)	4% (48)	30% (389)	15% (189)	37% (468)	9% (116)	1277

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Table MCEN1_8: *Would you have a more or less favorable view of a celebrity if you found out that he or she did the following?*
Refused to receive the COVID-19 vaccine

Demographic	Much more favorable	Somewhat more favorable	Neither more nor less favorable	Somewhat less favorable	Much less favorable	Don't know / No opinion	Total N
Adults	8% (170)	5% (119)	34% (745)	13% (280)	29% (637)	11% (250)	2200
Trump Job Strongly Approve	16% (72)	9% (40)	38% (173)	7% (33)	21% (97)	9% (43)	459
Trump Job Somewhat Approve	7% (23)	9% (30)	40% (137)	15% (51)	16% (55)	13% (44)	340
Trump Job Somewhat Disapprove	8% (20)	6% (16)	39% (98)	18% (45)	23% (58)	7% (18)	256
Trump Job Strongly Disapprove	5% (48)	3% (32)	28% (290)	14% (144)	40% (410)	10% (98)	1022
Favorable of Trump	12% (97)	8% (61)	39% (310)	10% (80)	20% (162)	12% (93)	804
Unfavorable of Trump	5% (61)	4% (52)	31% (404)	15% (193)	36% (457)	9% (117)	1283
Very Favorable of Trump	16% (79)	7% (32)	36% (176)	7% (34)	22% (107)	11% (55)	484
Somewhat Favorable of Trump	6% (19)	9% (28)	42% (134)	14% (46)	17% (55)	12% (38)	320
Somewhat Unfavorable of Trump	5% (12)	5% (11)	44% (99)	18% (39)	18% (40)	10% (22)	223
Very Unfavorable of Trump	5% (49)	4% (41)	29% (305)	14% (154)	39% (417)	9% (95)	1060
#1 Issue: Economy	9% (78)	6% (52)	37% (309)	11% (92)	24% (203)	13% (106)	839
#1 Issue: Security	9% (22)	5% (12)	42% (105)	11% (28)	25% (62)	8% (19)	248
#1 Issue: Health Care	6% (24)	5% (21)	28% (113)	16% (65)	35% (140)	9% (35)	399
#1 Issue: Medicare / Social Security	6% (15)	4% (10)	36% (99)	12% (32)	34% (94)	10% (27)	277
#1 Issue: Women's Issues	9% (10)	5% (5)	21% (22)	17% (18)	32% (34)	16% (17)	106
#1 Issue: Education	10% (11)	7% (7)	25% (25)	19% (20)	25% (26)	14% (14)	104
#1 Issue: Energy	6% (4)	9% (7)	19% (15)	16% (12)	45% (34)	6% (4)	76
#1 Issue: Other	4% (6)	4% (5)	38% (58)	8% (12)	29% (43)	18% (26)	150
2020 Vote: Joe Biden	7% (66)	5% (50)	27% (265)	15% (149)	40% (395)	7% (73)	998
2020 Vote: Donald Trump	9% (55)	7% (45)	41% (264)	11% (73)	21% (137)	10% (64)	637
2020 Vote: Other	3% (3)	4% (4)	35% (33)	10% (10)	30% (29)	17% (16)	95
2020 Vote: Didn't Vote	10% (46)	4% (20)	39% (182)	10% (48)	16% (76)	21% (97)	468
2018 House Vote: Democrat	7% (54)	6% (42)	25% (189)	15% (112)	41% (305)	6% (42)	744
2018 House Vote: Republican	9% (48)	8% (41)	36% (194)	13% (71)	27% (146)	8% (42)	541
2018 House Vote: Someone else	2% (1)	5% (3)	41% (26)	4% (3)	22% (14)	26% (17)	64
2016 Vote: Hillary Clinton	6% (43)	5% (35)	25% (172)	15% (105)	42% (288)	6% (41)	684
2016 Vote: Donald Trump	8% (51)	7% (47)	39% (244)	12% (75)	25% (154)	9% (56)	628
2016 Vote: Other	7% (7)	4% (4)	40% (40)	6% (6)	27% (27)	17% (17)	100
2016 Vote: Didn't Vote	9% (68)	4% (33)	37% (289)	12% (93)	21% (166)	17% (136)	786

Continued on next page

Table MCEN1_8: *Would you have a more or less favorable view of a celebrity if you found out that he or she did the following?
Refused to receive the COVID-19 vaccine*

Demographic	Much more favorable	Somewhat more favorable	Neither more nor less favorable	Somewhat less favorable	Much less favorable	Don't know / No opinion	Total N
Adults	8% (170)	5% (119)	34% (745)	13% (280)	29% (637)	11% (250)	2200
Voted in 2014: Yes	7% (88)	6% (69)	31% (362)	13% (153)	35% (418)	7% (87)	1177
Voted in 2014: No	8% (82)	5% (50)	37% (383)	12% (126)	21% (219)	16% (163)	1023
4-Region: Northeast	8% (32)	8% (33)	28% (111)	14% (54)	33% (131)	8% (33)	394
4-Region: Midwest	6% (30)	4% (19)	38% (174)	9% (42)	29% (135)	13% (62)	462
4-Region: South	9% (72)	4% (36)	36% (301)	12% (100)	27% (219)	12% (96)	824
4-Region: West	7% (36)	6% (31)	31% (160)	16% (84)	29% (152)	11% (58)	520
Concerned about COVID	7% (127)	5% (89)	33% (611)	14% (261)	32% (590)	10% (178)	1856
Not concerned about COVID	14% (42)	9% (28)	43% (132)	6% (18)	14% (42)	14% (44)	307
Unfollowed celeb on social bc politics	12% (75)	8% (48)	27% (167)	15% (91)	33% (205)	6% (39)	626
Not unfollowed celeb on social bc politics	5% (70)	5% (62)	38% (493)	13% (172)	28% (364)	10% (129)	1289
Unfollowed celeb on social bc too much politics	12% (65)	10% (54)	28% (157)	15% (85)	29% (159)	6% (34)	554
Not unfollowed celeb on social bc too much politics	6% (82)	4% (54)	37% (499)	13% (173)	31% (406)	9% (117)	1332
Not watched movie/TV show bc cast politics	12% (77)	9% (57)	26% (162)	12% (77)	34% (210)	6% (40)	623
Has not not watched movie/TV show bc cast politics	6% (73)	4% (55)	38% (510)	14% (185)	28% (369)	10% (134)	1326
Donated/volunteered bc celeb encouraged	15% (58)	12% (46)	20% (78)	18% (72)	32% (129)	4% (16)	399
Not donated/volunteered bc celeb encouraged	6% (91)	4% (62)	38% (588)	12% (188)	29% (452)	10% (153)	1535
Shared/re-posted celeb social bc agreed	12% (81)	8% (53)	29% (197)	16% (104)	30% (197)	5% (36)	667
Not shared/re-posted celeb social bc agreed	5% (67)	4% (57)	37% (471)	12% (158)	30% (380)	11% (142)	1275

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

Table MCEN1_9: *Would you have a more or less favorable view of a celebrity if you found out that he or she did the following?*
Encouraged others to be vaccinated

Demographic	Much more favorable	Somewhat more favorable	Neither more nor less favorable	Somewhat less favorable	Much less favorable	Don't know / No opinion	Total N
Adults	32% (700)	19% (423)	27% (586)	5% (117)	7% (161)	10% (214)	2200
Gender: Male	33% (348)	23% (249)	23% (239)	6% (64)	7% (72)	8% (90)	1062
Gender: Female	31% (353)	15% (173)	30% (346)	5% (53)	8% (89)	11% (124)	1138
Age: 18-34	25% (161)	20% (132)	26% (171)	7% (48)	9% (60)	13% (83)	655
Age: 35-44	30% (109)	22% (80)	24% (87)	5% (18)	9% (30)	9% (34)	358
Age: 45-64	34% (253)	16% (123)	29% (217)	6% (42)	6% (43)	10% (73)	751
Age: 65+	41% (177)	20% (89)	25% (110)	2% (9)	6% (27)	5% (24)	436
GenZers: 1997-2012	18% (55)	19% (57)	26% (78)	7% (21)	11% (32)	19% (56)	299
Millennials: 1981-1996	32% (199)	22% (138)	24% (153)	7% (43)	8% (50)	8% (49)	632
GenXers: 1965-1980	27% (140)	16% (85)	35% (183)	6% (31)	6% (29)	10% (52)	520
Baby Boomers: 1946-1964	40% (279)	19% (133)	24% (163)	3% (20)	7% (46)	8% (52)	693
PID: Dem (no lean)	44% (384)	23% (206)	20% (176)	3% (28)	5% (41)	5% (47)	882
PID: Ind (no lean)	24% (170)	17% (118)	30% (214)	5% (33)	8% (54)	17% (119)	708
PID: Rep (no lean)	24% (147)	16% (99)	32% (196)	9% (56)	11% (65)	8% (47)	610
PID/Gender: Dem Men	43% (179)	29% (119)	16% (68)	3% (14)	4% (17)	4% (17)	414
PID/Gender: Dem Women	44% (205)	18% (86)	23% (108)	3% (14)	5% (25)	6% (30)	467
PID/Gender: Ind Men	25% (81)	22% (71)	26% (85)	4% (13)	7% (22)	16% (53)	325
PID/Gender: Ind Women	23% (89)	12% (47)	34% (129)	5% (20)	9% (33)	17% (67)	383
PID/Gender: Rep Men	27% (87)	18% (59)	27% (86)	11% (36)	11% (34)	6% (20)	322
PID/Gender: Rep Women	21% (59)	14% (40)	38% (110)	7% (20)	11% (31)	9% (27)	288
Ideo: Liberal (1-3)	46% (307)	24% (157)	17% (116)	3% (23)	5% (33)	4% (28)	664
Ideo: Moderate (4)	31% (195)	21% (133)	30% (191)	3% (20)	5% (32)	9% (59)	631
Ideo: Conservative (5-7)	26% (168)	15% (96)	32% (205)	9% (57)	11% (70)	8% (52)	647
Educ: < College	28% (419)	17% (260)	28% (431)	6% (87)	8% (127)	12% (187)	1512
Educ: Bachelors degree	40% (176)	22% (99)	23% (104)	5% (20)	6% (25)	5% (20)	444
Educ: Post-grad	43% (105)	26% (64)	21% (51)	4% (9)	3% (8)	3% (7)	244
Income: Under 50k	25% (294)	16% (191)	30% (346)	5% (55)	10% (117)	13% (155)	1158
Income: 50k-100k	40% (261)	21% (137)	23% (152)	6% (42)	5% (31)	6% (37)	660
Income: 100k+	38% (145)	25% (95)	23% (88)	5% (20)	3% (13)	6% (22)	382
Ethnicity: White	33% (564)	19% (321)	28% (476)	5% (91)	7% (120)	9% (151)	1722

Continued on next page

Table MCEN1_9: *Would you have a more or less favorable view of a celebrity if you found out that he or she did the following?*
Encouraged others to be vaccinated

Demographic	Much more favorable	Somewhat more favorable	Neither more nor less favorable	Somewhat less favorable	Much less favorable	Don't know / No opinion	Total N
Adults	32% (700)	19% (423)	27% (586)	5% (117)	7% (161)	10% (214)	2200
Ethnicity: Hispanic	31% (110)	20% (70)	24% (85)	3% (10)	8% (28)	13% (46)	349
Ethnicity: Black	30% (82)	18% (50)	25% (70)	7% (18)	9% (25)	11% (31)	274
Ethnicity: Other	27% (55)	26% (53)	20% (40)	4% (8)	8% (16)	16% (32)	204
All Christian	35% (363)	22% (222)	26% (266)	5% (49)	6% (62)	7% (69)	1031
All Non-Christian	36% (46)	27% (34)	17% (22)	8% (10)	4% (5)	8% (10)	127
Atheist	37% (24)	25% (16)	20% (13)	2% (1)	8% (5)	9% (6)	65
Agnostic/Nothing in particular	25% (139)	19% (104)	28% (153)	5% (30)	8% (45)	15% (84)	555
Something Else	30% (129)	11% (47)	31% (131)	6% (27)	10% (44)	11% (45)	422
Religious Non-Protestant/Catholic	34% (49)	25% (36)	19% (28)	9% (13)	5% (7)	9% (13)	146
Evangelical	34% (239)	16% (114)	28% (198)	5% (38)	7% (50)	9% (61)	700
Non-Evangelical	35% (246)	20% (142)	26% (188)	5% (33)	7% (53)	7% (48)	709
Community: Urban	38% (269)	21% (146)	22% (153)	5% (36)	5% (38)	9% (63)	705
Community: Suburban	33% (302)	20% (179)	28% (258)	5% (45)	5% (50)	9% (83)	917
Community: Rural	22% (130)	17% (97)	30% (175)	6% (36)	13% (73)	12% (68)	578
Employ: Private Sector	34% (219)	21% (136)	27% (174)	6% (38)	5% (34)	7% (48)	649
Employ: Government	37% (63)	23% (39)	25% (43)	5% (9)	3% (5)	6% (10)	169
Employ: Self-Employed	23% (40)	23% (40)	25% (45)	10% (18)	12% (21)	7% (12)	177
Employ: Homemaker	29% (39)	10% (13)	34% (46)	3% (5)	9% (13)	15% (20)	137
Employ: Student	28% (35)	23% (29)	24% (30)	8% (10)	6% (8)	12% (15)	128
Employ: Retired	40% (182)	19% (86)	26% (120)	2% (10)	6% (29)	6% (26)	452
Employ: Unemployed	28% (93)	16% (55)	25% (83)	7% (24)	10% (32)	14% (47)	335
Employ: Other	19% (28)	16% (24)	29% (45)	2% (3)	12% (18)	23% (35)	153
Military HH: Yes	34% (134)	19% (73)	26% (103)	5% (20)	9% (34)	7% (29)	392
Military HH: No	31% (566)	19% (350)	27% (483)	5% (97)	7% (127)	10% (185)	1808
RD/WT: Right Direction	36% (182)	21% (105)	24% (120)	5% (24)	7% (38)	7% (35)	504
RD/WT: Wrong Track	31% (518)	19% (318)	27% (465)	5% (93)	7% (123)	11% (179)	1696
Trump Job Approve	21% (168)	17% (135)	33% (263)	9% (69)	12% (93)	9% (71)	799
Trump Job Disapprove	41% (524)	21% (274)	22% (285)	3% (44)	5% (59)	7% (91)	1277

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Table MCEN1_9: *Would you have a more or less favorable view of a celebrity if you found out that he or she did the following?*
Encouraged others to be vaccinated

Demographic	Much more favorable	Somewhat more favorable	Neither more nor less favorable	Somewhat less favorable	Much less favorable	Don't know / No opinion	Total N
Adults	32% (700)	19% (423)	27% (586)	5% (117)	7% (161)	10% (214)	2200
Trump Job Strongly Approve	22% (102)	14% (62)	31% (140)	9% (42)	16% (72)	9% (40)	459
Trump Job Somewhat Approve	19% (66)	21% (73)	36% (122)	8% (28)	6% (20)	9% (31)	340
Trump Job Somewhat Disapprove	27% (68)	21% (52)	31% (80)	9% (23)	7% (18)	6% (14)	256
Trump Job Strongly Disapprove	45% (456)	22% (222)	20% (204)	2% (21)	4% (41)	8% (77)	1022
Favorable of Trump	20% (163)	16% (131)	33% (268)	8% (66)	12% (96)	10% (79)	804
Unfavorable of Trump	40% (518)	22% (283)	22% (288)	4% (47)	4% (56)	7% (91)	1283
Very Favorable of Trump	23% (111)	12% (56)	31% (149)	9% (45)	15% (73)	10% (50)	484
Somewhat Favorable of Trump	16% (52)	23% (74)	37% (120)	7% (21)	7% (23)	9% (30)	320
Somewhat Unfavorable of Trump	26% (58)	21% (47)	33% (74)	7% (15)	5% (10)	8% (19)	223
Very Unfavorable of Trump	43% (460)	22% (236)	20% (214)	3% (32)	4% (46)	7% (73)	1060
#1 Issue: Economy	27% (223)	19% (157)	29% (244)	8% (66)	8% (63)	10% (86)	839
#1 Issue: Security	24% (59)	16% (41)	35% (88)	6% (14)	10% (26)	8% (21)	248
#1 Issue: Health Care	41% (164)	23% (90)	22% (89)	4% (14)	4% (18)	6% (24)	399
#1 Issue: Medicare / Social Security	38% (105)	19% (54)	27% (74)	3% (9)	7% (19)	6% (17)	277
#1 Issue: Women's Issues	39% (41)	23% (24)	13% (14)	4% (5)	4% (5)	17% (18)	106
#1 Issue: Education	30% (31)	19% (19)	18% (19)	3% (4)	12% (12)	18% (19)	104
#1 Issue: Energy	40% (30)	29% (22)	21% (16)	1% (1)	8% (6)	1% (1)	76
#1 Issue: Other	31% (47)	11% (16)	28% (41)	3% (5)	8% (12)	19% (29)	150
2020 Vote: Joe Biden	47% (466)	24% (235)	17% (169)	3% (31)	4% (41)	6% (55)	998
2020 Vote: Donald Trump	21% (135)	16% (99)	37% (235)	9% (56)	11% (67)	7% (45)	637
2020 Vote: Other	21% (20)	18% (17)	28% (27)	6% (6)	9% (9)	18% (17)	95
2020 Vote: Didn't Vote	17% (79)	15% (72)	33% (153)	5% (24)	9% (44)	20% (96)	468
2018 House Vote: Democrat	47% (352)	24% (182)	17% (124)	3% (19)	5% (38)	4% (30)	744
2018 House Vote: Republican	28% (153)	15% (82)	34% (183)	7% (40)	10% (56)	5% (28)	541
2018 House Vote: Someone else	15% (10)	23% (15)	24% (15)	3% (2)	7% (5)	28% (17)	64
2016 Vote: Hillary Clinton	50% (343)	23% (158)	17% (115)	2% (13)	4% (27)	4% (29)	684
2016 Vote: Donald Trump	26% (165)	16% (98)	33% (208)	8% (52)	10% (62)	7% (43)	628
2016 Vote: Other	24% (24)	13% (13)	28% (28)	9% (9)	9% (9)	16% (16)	100
2016 Vote: Didn't Vote	21% (167)	20% (153)	30% (234)	5% (43)	8% (63)	16% (125)	786

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Table MCEN1_9: Would you have a more or less favorable view of a celebrity if you found out that he or she did the following?
Encouraged others to be vaccinated

Demographic	Much more favorable	Somewhat more favorable	Neither more nor less favorable	Somewhat less favorable	Much less favorable	Don't know / No opinion	Total N
Adults	32% (700)	19% (423)	27% (586)	5% (117)	7% (161)	10% (214)	2200
Voted in 2014: Yes	40% (466)	19% (225)	24% (281)	5% (60)	6% (76)	6% (70)	1177
Voted in 2014: No	23% (234)	19% (198)	30% (304)	6% (57)	8% (85)	14% (144)	1023
4-Region: Northeast	40% (159)	21% (82)	21% (81)	4% (16)	5% (22)	9% (34)	394
4-Region: Midwest	26% (121)	20% (94)	32% (149)	4% (20)	8% (36)	9% (43)	462
4-Region: South	31% (259)	16% (128)	28% (231)	6% (52)	8% (70)	10% (83)	824
4-Region: West	31% (161)	23% (118)	24% (124)	6% (29)	6% (33)	10% (54)	520
Concerned about COVID	36% (670)	21% (391)	26% (483)	4% (78)	5% (96)	7% (139)	1856
Not concerned about COVID	9% (28)	10% (32)	33% (100)	12% (37)	21% (65)	15% (45)	307
Unfollowed celeb on social bc politics	38% (238)	18% (114)	21% (132)	8% (48)	9% (57)	6% (36)	626
Not unfollowed celeb on social bc politics	31% (400)	21% (268)	30% (382)	4% (53)	7% (88)	8% (99)	1289
Unfollowed celeb on social bc too much politics	33% (181)	19% (107)	24% (131)	10% (54)	9% (49)	6% (33)	554
Not unfollowed celeb on social bc too much politics	34% (453)	20% (263)	28% (374)	4% (52)	7% (95)	7% (94)	1332
Not watched movie/TV show bc cast politics	38% (235)	19% (117)	21% (129)	8% (51)	10% (61)	5% (31)	623
Has not not watched movie/TV show bc cast politics	31% (412)	20% (271)	30% (398)	4% (54)	6% (86)	8% (107)	1326
Donated/volunteered bc celeb encouraged	46% (182)	26% (104)	14% (56)	8% (30)	4% (16)	3% (12)	399
Not donated/volunteered bc celeb encouraged	30% (458)	18% (279)	30% (465)	5% (76)	9% (133)	8% (125)	1535
Shared/re-posted celeb social bc agreed	42% (278)	20% (131)	20% (137)	7% (48)	7% (44)	4% (29)	667
Not shared/re-posted celeb social bc agreed	29% (375)	20% (252)	30% (386)	4% (53)	8% (102)	8% (107)	1275

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

Table MCEN2_1: Would you continue to purchase the products or services recommended or created by a celebrity if you found out that he or she did the following?
Wore a mask while out in public

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know / No opinion		Total N
Adults	39%	(857)	31%	(681)	7%	(156)	3%	(64)	20%	(442)	2200
Gender: Male	38%	(404)	33%	(349)	8%	(82)	4%	(38)	18%	(189)	1062
Gender: Female	40%	(453)	29%	(332)	6%	(74)	2%	(27)	22%	(253)	1138
Age: 18-34	40%	(261)	29%	(193)	7%	(47)	3%	(22)	20%	(134)	655
Age: 35-44	43%	(152)	31%	(111)	9%	(32)	2%	(7)	15%	(55)	358
Age: 45-64	41%	(306)	30%	(223)	7%	(51)	3%	(20)	20%	(152)	751
Age: 65+	32%	(139)	35%	(155)	6%	(25)	4%	(16)	23%	(102)	436
GenZers: 1997-2012	40%	(120)	23%	(70)	5%	(16)	5%	(14)	27%	(79)	299
Millennials: 1981-1996	41%	(262)	32%	(205)	9%	(56)	2%	(13)	15%	(95)	632
GenXers: 1965-1980	38%	(200)	31%	(161)	9%	(46)	3%	(15)	19%	(99)	520
Baby Boomers: 1946-1964	36%	(250)	33%	(226)	5%	(37)	3%	(22)	23%	(158)	693
PID: Dem (no lean)	53%	(470)	28%	(246)	6%	(51)	2%	(14)	11%	(101)	882
PID: Ind (no lean)	28%	(200)	32%	(230)	6%	(41)	4%	(27)	30%	(210)	708
PID: Rep (no lean)	31%	(187)	34%	(206)	10%	(63)	4%	(24)	21%	(131)	610
PID/Gender: Dem Men	54%	(222)	31%	(128)	7%	(27)	1%	(3)	8%	(34)	414
PID/Gender: Dem Women	53%	(248)	25%	(118)	5%	(24)	2%	(10)	14%	(67)	467
PID/Gender: Ind Men	26%	(84)	34%	(109)	5%	(17)	5%	(16)	30%	(98)	325
PID/Gender: Ind Women	30%	(116)	31%	(120)	6%	(24)	3%	(11)	29%	(112)	383
PID/Gender: Rep Men	30%	(98)	35%	(112)	12%	(37)	6%	(18)	18%	(57)	322
PID/Gender: Rep Women	31%	(89)	32%	(93)	9%	(26)	2%	(5)	26%	(74)	288
Ideo: Liberal (1-3)	51%	(339)	30%	(200)	6%	(43)	2%	(14)	10%	(68)	664
Ideo: Moderate (4)	40%	(255)	32%	(204)	6%	(37)	2%	(14)	19%	(121)	631
Ideo: Conservative (5-7)	29%	(186)	34%	(219)	9%	(58)	4%	(28)	24%	(156)	647
Educ: < College	38%	(573)	29%	(435)	7%	(109)	3%	(51)	23%	(344)	1512
Educ: Bachelors degree	38%	(171)	35%	(156)	8%	(36)	2%	(8)	16%	(73)	444
Educ: Post-grad	46%	(113)	37%	(90)	4%	(10)	2%	(5)	10%	(25)	244
Income: Under 50k	36%	(421)	30%	(345)	7%	(76)	4%	(41)	24%	(275)	1158
Income: 50k-100k	40%	(265)	32%	(214)	8%	(54)	3%	(18)	17%	(109)	660
Income: 100k+	45%	(172)	32%	(122)	7%	(25)	1%	(6)	15%	(58)	382
Ethnicity: White	38%	(651)	31%	(527)	7%	(124)	3%	(47)	22%	(372)	1722

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Table MCEN2_1: Would you continue to purchase the products or services recommended or created by a celebrity if you found out that he or she did the following?
Wore a mask while out in public

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know / No opinion		Total N
Adults	39%	(857)	31%	(681)	7%	(156)	3%	(64)	20%	(442)	2200
Ethnicity: Hispanic	44%	(152)	29%	(100)	10%	(33)	2%	(6)	17%	(58)	349
Ethnicity: Black	46%	(127)	32%	(87)	4%	(11)	4%	(11)	14%	(38)	274
Ethnicity: Other	38%	(78)	33%	(67)	10%	(21)	3%	(6)	16%	(32)	204
All Christian	39%	(405)	32%	(327)	8%	(79)	3%	(30)	18%	(190)	1031
All Non-Christian	48%	(60)	31%	(39)	8%	(10)	6%	(7)	8%	(10)	127
Atheist	28%	(18)	35%	(23)	8%	(5)	2%	(1)	27%	(18)	65
Agnostic/Nothing in particular	35%	(196)	29%	(162)	6%	(31)	3%	(17)	27%	(148)	555
Something Else	42%	(177)	31%	(130)	7%	(30)	2%	(9)	18%	(76)	422
Religious Non-Protestant/Catholic	46%	(67)	31%	(46)	7%	(10)	5%	(7)	11%	(17)	146
Evangelical	42%	(291)	30%	(208)	7%	(49)	4%	(25)	18%	(126)	700
Non-Evangelical	39%	(279)	32%	(230)	8%	(55)	2%	(14)	18%	(130)	709
Community: Urban	46%	(326)	32%	(222)	8%	(54)	2%	(11)	13%	(91)	705
Community: Suburban	36%	(329)	32%	(298)	7%	(60)	3%	(25)	22%	(205)	917
Community: Rural	35%	(202)	28%	(161)	7%	(41)	5%	(28)	25%	(145)	578
Employ: Private Sector	43%	(278)	30%	(192)	7%	(43)	3%	(19)	18%	(117)	649
Employ: Government	41%	(69)	36%	(61)	11%	(19)	2%	(3)	10%	(17)	169
Employ: Self-Employed	31%	(55)	34%	(60)	9%	(15)	4%	(8)	22%	(39)	177
Employ: Homemaker	35%	(48)	33%	(46)	7%	(9)	2%	(2)	23%	(31)	137
Employ: Student	37%	(47)	28%	(36)	8%	(10)	3%	(4)	24%	(31)	128
Employ: Retired	34%	(154)	36%	(163)	5%	(22)	4%	(16)	21%	(96)	452
Employ: Unemployed	46%	(153)	21%	(72)	7%	(25)	1%	(5)	24%	(81)	335
Employ: Other	35%	(53)	34%	(53)	7%	(11)	5%	(8)	18%	(28)	153
Military HH: Yes	33%	(131)	35%	(135)	10%	(38)	3%	(13)	19%	(75)	392
Military HH: No	40%	(726)	30%	(546)	7%	(118)	3%	(52)	20%	(367)	1808
RD/WT: Right Direction	45%	(228)	30%	(154)	9%	(45)	2%	(11)	13%	(67)	504
RD/WT: Wrong Track	37%	(629)	31%	(528)	7%	(111)	3%	(54)	22%	(375)	1696
Trump Job Approve	30%	(236)	33%	(262)	9%	(75)	5%	(37)	24%	(189)	799
Trump Job Disapprove	46%	(591)	31%	(395)	6%	(74)	2%	(21)	15%	(197)	1277

Continued on next page

Table MCEN2_1: Would you continue to purchase the products or services recommended or created by a celebrity if you found out that he or she did the following?
Wore a mask while out in public

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know / No opinion		Total N
Adults	39%	(857)	31%	(681)	7%	(156)	3%	(64)	20%	(442)	2200
Trump Job Strongly Approve	31%	(143)	29%	(132)	9%	(40)	5%	(25)	26%	(120)	459
Trump Job Somewhat Approve	27%	(93)	38%	(130)	10%	(36)	4%	(12)	20%	(69)	340
Trump Job Somewhat Disapprove	34%	(88)	36%	(92)	10%	(24)	1%	(4)	19%	(48)	256
Trump Job Strongly Disapprove	49%	(503)	30%	(303)	5%	(50)	2%	(17)	15%	(149)	1022
Favorable of Trump	30%	(240)	32%	(258)	9%	(75)	4%	(35)	24%	(196)	804
Unfavorable of Trump	46%	(585)	31%	(401)	6%	(74)	2%	(23)	16%	(201)	1283
Very Favorable of Trump	32%	(155)	28%	(134)	9%	(45)	5%	(25)	26%	(125)	484
Somewhat Favorable of Trump	27%	(86)	39%	(124)	9%	(29)	3%	(10)	22%	(70)	320
Somewhat Unfavorable of Trump	35%	(79)	36%	(79)	6%	(14)	1%	(3)	22%	(48)	223
Very Unfavorable of Trump	48%	(506)	30%	(321)	6%	(60)	2%	(20)	14%	(153)	1060
#1 Issue: Economy	37%	(312)	30%	(252)	9%	(72)	3%	(24)	21%	(180)	839
#1 Issue: Security	32%	(80)	30%	(75)	8%	(19)	3%	(9)	26%	(66)	248
#1 Issue: Health Care	47%	(187)	32%	(126)	5%	(21)	2%	(8)	14%	(57)	399
#1 Issue: Medicare / Social Security	40%	(112)	35%	(98)	5%	(15)	2%	(7)	16%	(45)	277
#1 Issue: Women's Issues	44%	(46)	31%	(33)	5%	(5)	1%	(1)	19%	(20)	106
#1 Issue: Education	41%	(42)	22%	(23)	12%	(12)	7%	(7)	19%	(19)	104
#1 Issue: Energy	37%	(28)	41%	(31)	3%	(2)	6%	(4)	14%	(11)	76
#1 Issue: Other	33%	(50)	29%	(44)	6%	(8)	3%	(4)	29%	(44)	150
2020 Vote: Joe Biden	52%	(523)	30%	(294)	5%	(47)	1%	(14)	12%	(118)	998
2020 Vote: Donald Trump	27%	(171)	34%	(215)	10%	(61)	4%	(28)	25%	(161)	637
2020 Vote: Other	22%	(21)	30%	(28)	9%	(8)	3%	(3)	36%	(34)	95
2020 Vote: Didn't Vote	30%	(141)	30%	(141)	8%	(39)	4%	(18)	27%	(127)	468
2018 House Vote: Democrat	52%	(387)	30%	(224)	4%	(33)	2%	(12)	12%	(88)	744
2018 House Vote: Republican	28%	(150)	36%	(197)	10%	(52)	4%	(23)	22%	(120)	541
2018 House Vote: Someone else	22%	(14)	32%	(20)	5%	(3)	6%	(4)	35%	(22)	64
2016 Vote: Hillary Clinton	54%	(369)	29%	(195)	4%	(28)	2%	(11)	12%	(81)	684
2016 Vote: Donald Trump	28%	(176)	35%	(222)	9%	(54)	4%	(26)	24%	(149)	628
2016 Vote: Other	20%	(20)	40%	(40)	5%	(5)	4%	(4)	31%	(31)	100
2016 Vote: Didn't Vote	37%	(290)	29%	(224)	9%	(69)	3%	(23)	23%	(180)	786

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Table MCEN2_1: Would you continue to purchase the products or services recommended or created by a celebrity if you found out that he or she did the following?
Wore a mask while out in public

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know / No opinion		Total N
Adults	39%	(857)	31%	(681)	7%	(156)	3%	(64)	20%	(442)	2200
Voted in 2014: Yes	40%	(467)	32%	(381)	7%	(82)	3%	(39)	18%	(208)	1177
Voted in 2014: No	38%	(390)	29%	(300)	7%	(74)	2%	(25)	23%	(234)	1023
4-Region: Northeast	47%	(184)	29%	(113)	9%	(34)	3%	(11)	13%	(51)	394
4-Region: Midwest	32%	(148)	32%	(150)	7%	(31)	4%	(17)	25%	(116)	462
4-Region: South	39%	(322)	29%	(243)	7%	(55)	3%	(25)	22%	(180)	824
4-Region: West	39%	(204)	34%	(175)	7%	(36)	2%	(11)	18%	(94)	520
Concerned about COVID	42%	(785)	32%	(591)	7%	(124)	2%	(45)	17%	(312)	1856
Not concerned about COVID	21%	(65)	29%	(89)	10%	(32)	6%	(19)	33%	(103)	307
Unfollowed celeb on social bc politics	47%	(296)	30%	(189)	8%	(49)	3%	(16)	12%	(76)	626
Not unfollowed celeb on social bc politics	38%	(488)	33%	(425)	8%	(99)	3%	(38)	18%	(238)	1289
Unfollowed celeb on social bc too much politics	42%	(233)	34%	(186)	7%	(39)	3%	(15)	14%	(80)	554
Not unfollowed celeb on social bc too much politics	40%	(529)	32%	(431)	8%	(104)	3%	(36)	17%	(231)	1332
Not watched movie/TV show bc cast politics	40%	(248)	34%	(214)	8%	(49)	3%	(18)	15%	(94)	623
Has not not watched movie/TV show bc cast politics	40%	(537)	31%	(410)	8%	(101)	3%	(39)	18%	(239)	1326
Donated/volunteered bc celeb encouraged	56%	(222)	32%	(127)	6%	(23)	1%	(5)	5%	(22)	399
Not donated/volunteered bc celeb encouraged	36%	(551)	33%	(502)	8%	(125)	3%	(52)	20%	(305)	1535
Shared/re-posted celeb social bc agreed	52%	(344)	32%	(212)	6%	(42)	1%	(9)	9%	(59)	667
Not shared/re-posted celeb social bc agreed	35%	(444)	33%	(417)	8%	(103)	4%	(47)	21%	(263)	1275

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

Table MCEN2_2: *Would you continue to purchase the products or services recommended or created by a celebrity if you found out that he or she did the following?*
Did not wear a mask or face covering while out in public

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know / No opinion		Total N
Adults	8%	(181)	15%	(330)	21%	(464)	36%	(782)	20%	(444)	2200
Gender: Male	10%	(105)	18%	(191)	22%	(237)	33%	(349)	17%	(180)	1062
Gender: Female	7%	(76)	12%	(138)	20%	(227)	38%	(433)	23%	(264)	1138
Age: 18-34	11%	(70)	18%	(118)	21%	(135)	30%	(196)	21%	(136)	655
Age: 35-44	10%	(35)	22%	(78)	22%	(77)	30%	(109)	17%	(59)	358
Age: 45-64	8%	(64)	13%	(97)	19%	(144)	39%	(290)	21%	(157)	751
Age: 65+	3%	(12)	8%	(36)	25%	(108)	43%	(188)	21%	(92)	436
GenZers: 1997-2012	9%	(28)	14%	(42)	20%	(59)	32%	(96)	25%	(75)	299
Millennials: 1981-1996	12%	(74)	21%	(133)	22%	(142)	28%	(178)	17%	(105)	632
GenXers: 1965-1980	8%	(41)	17%	(90)	18%	(96)	36%	(185)	21%	(108)	520
Baby Boomers: 1946-1964	5%	(38)	9%	(61)	22%	(154)	42%	(294)	21%	(146)	693
PID: Dem (no lean)	8%	(69)	14%	(124)	19%	(170)	47%	(412)	12%	(107)	882
PID: Ind (no lean)	7%	(49)	14%	(97)	22%	(154)	28%	(199)	29%	(208)	708
PID: Rep (no lean)	10%	(62)	18%	(109)	23%	(139)	28%	(171)	21%	(129)	610
PID/Gender: Dem Men	10%	(42)	18%	(75)	20%	(81)	42%	(176)	10%	(40)	414
PID/Gender: Dem Women	6%	(27)	10%	(49)	19%	(89)	50%	(236)	14%	(67)	467
PID/Gender: Ind Men	7%	(23)	15%	(49)	25%	(80)	26%	(84)	27%	(89)	325
PID/Gender: Ind Women	7%	(26)	13%	(48)	19%	(74)	30%	(116)	31%	(119)	383
PID/Gender: Rep Men	12%	(39)	21%	(67)	23%	(76)	28%	(89)	16%	(51)	322
PID/Gender: Rep Women	8%	(23)	14%	(42)	22%	(64)	28%	(81)	27%	(78)	288
Ideo: Liberal (1-3)	9%	(61)	13%	(88)	22%	(143)	45%	(301)	11%	(71)	664
Ideo: Moderate (4)	7%	(42)	14%	(91)	21%	(135)	38%	(237)	20%	(126)	631
Ideo: Conservative (5-7)	9%	(58)	16%	(107)	23%	(150)	28%	(179)	24%	(153)	647
Educ: < College	8%	(122)	14%	(214)	20%	(302)	36%	(540)	22%	(335)	1512
Educ: Bachelors degree	7%	(31)	16%	(72)	22%	(99)	36%	(158)	19%	(85)	444
Educ: Post-grad	12%	(28)	18%	(44)	26%	(64)	34%	(84)	10%	(24)	244
Income: Under 50k	9%	(109)	14%	(162)	20%	(236)	33%	(386)	23%	(265)	1158
Income: 50k-100k	7%	(47)	15%	(101)	23%	(150)	38%	(249)	17%	(113)	660
Income: 100k+	6%	(24)	17%	(66)	21%	(79)	38%	(147)	17%	(66)	382
Ethnicity: White	8%	(139)	15%	(250)	22%	(372)	34%	(589)	22%	(371)	1722

Continued on next page

Table MCEN2_2: Would you continue to purchase the products or services recommended or created by a celebrity if you found out that he or she did the following?
Did not wear a mask or face covering while out in public

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know / No opinion		Total N
Adults	8%	(181)	15%	(330)	21%	(464)	36%	(782)	20%	(444)	2200
Ethnicity: Hispanic	11%	(39)	17%	(60)	21%	(72)	35%	(124)	16%	(54)	349
Ethnicity: Black	8%	(22)	17%	(48)	18%	(49)	41%	(113)	16%	(44)	274
Ethnicity: Other	10%	(20)	16%	(32)	21%	(43)	39%	(80)	14%	(29)	204
All Christian	8%	(81)	15%	(157)	23%	(233)	36%	(374)	18%	(185)	1031
All Non-Christian	10%	(12)	17%	(22)	14%	(17)	51%	(64)	9%	(11)	127
Atheist	11%	(7)	3%	(2)	31%	(20)	28%	(18)	27%	(17)	65
Agnostic/Nothing in particular	7%	(37)	14%	(75)	19%	(107)	34%	(189)	26%	(146)	555
Something Else	10%	(43)	17%	(73)	21%	(87)	32%	(135)	20%	(84)	422
Religious Non-Protestant/Catholic	9%	(13)	16%	(24)	14%	(21)	48%	(70)	12%	(18)	146
Evangelical	11%	(75)	19%	(130)	21%	(144)	34%	(234)	17%	(116)	700
Non-Evangelical	7%	(47)	12%	(86)	24%	(167)	37%	(264)	20%	(144)	709
Community: Urban	10%	(68)	19%	(137)	19%	(136)	37%	(263)	14%	(101)	705
Community: Suburban	7%	(61)	12%	(109)	23%	(214)	36%	(327)	23%	(207)	917
Community: Rural	9%	(52)	14%	(84)	20%	(114)	33%	(192)	24%	(136)	578
Employ: Private Sector	9%	(55)	17%	(110)	20%	(132)	34%	(223)	20%	(129)	649
Employ: Government	13%	(21)	23%	(38)	24%	(41)	30%	(50)	11%	(18)	169
Employ: Self-Employed	10%	(18)	21%	(37)	18%	(33)	31%	(56)	19%	(34)	177
Employ: Homemaker	5%	(6)	19%	(26)	17%	(23)	35%	(48)	24%	(34)	137
Employ: Student	7%	(9)	16%	(20)	18%	(24)	37%	(47)	22%	(28)	128
Employ: Retired	5%	(22)	9%	(43)	22%	(100)	42%	(190)	21%	(96)	452
Employ: Unemployed	11%	(37)	8%	(26)	22%	(75)	35%	(116)	24%	(81)	335
Employ: Other	8%	(12)	19%	(29)	23%	(36)	34%	(52)	16%	(24)	153
Military HH: Yes	9%	(35)	15%	(61)	24%	(96)	32%	(126)	19%	(75)	392
Military HH: No	8%	(146)	15%	(269)	20%	(368)	36%	(656)	20%	(369)	1808
RD/WT: Right Direction	13%	(67)	21%	(106)	17%	(86)	35%	(176)	14%	(69)	504
RD/WT: Wrong Track	7%	(114)	13%	(224)	22%	(378)	36%	(606)	22%	(375)	1696
Trump Job Approve	12%	(93)	20%	(156)	20%	(163)	24%	(191)	24%	(195)	799
Trump Job Disapprove	6%	(78)	12%	(156)	22%	(287)	44%	(559)	15%	(197)	1277

Continued on next page

Table MCEN2_2: Would you continue to purchase the products or services recommended or created by a celebrity if you found out that he or she did the following?
Did not wear a mask or face covering while out in public

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know / No opinion		Total N
Adults	8%	(181)	15%	(330)	21%	(464)	36%	(782)	20%	(444)	2200
Trump Job Strongly Approve	14%	(64)	16%	(74)	19%	(89)	25%	(114)	26%	(117)	459
Trump Job Somewhat Approve	8%	(29)	24%	(82)	22%	(75)	23%	(77)	23%	(78)	340
Trump Job Somewhat Disapprove	9%	(22)	19%	(49)	24%	(62)	30%	(77)	18%	(46)	256
Trump Job Strongly Disapprove	5%	(56)	11%	(108)	22%	(225)	47%	(482)	15%	(151)	1022
Favorable of Trump	11%	(89)	18%	(148)	21%	(167)	25%	(201)	25%	(199)	804
Unfavorable of Trump	6%	(83)	13%	(169)	22%	(282)	42%	(545)	16%	(203)	1283
Very Favorable of Trump	14%	(69)	14%	(68)	20%	(99)	26%	(125)	25%	(123)	484
Somewhat Favorable of Trump	6%	(21)	25%	(80)	21%	(68)	24%	(76)	24%	(76)	320
Somewhat Unfavorable of Trump	9%	(20)	18%	(41)	22%	(50)	29%	(65)	21%	(48)	223
Very Unfavorable of Trump	6%	(63)	12%	(128)	22%	(233)	45%	(480)	15%	(156)	1060
#1 Issue: Economy	9%	(73)	17%	(145)	22%	(188)	30%	(249)	22%	(184)	839
#1 Issue: Security	12%	(29)	12%	(30)	17%	(43)	31%	(78)	27%	(68)	248
#1 Issue: Health Care	7%	(28)	15%	(61)	22%	(88)	41%	(165)	14%	(56)	399
#1 Issue: Medicare / Social Security	5%	(14)	13%	(37)	19%	(53)	46%	(126)	17%	(48)	277
#1 Issue: Women's Issues	6%	(6)	8%	(9)	22%	(24)	46%	(49)	17%	(18)	106
#1 Issue: Education	9%	(10)	24%	(25)	18%	(18)	33%	(34)	15%	(16)	104
#1 Issue: Energy	17%	(13)	13%	(10)	20%	(15)	38%	(29)	13%	(10)	76
#1 Issue: Other	5%	(8)	8%	(12)	23%	(35)	34%	(51)	30%	(45)	150
2020 Vote: Joe Biden	7%	(74)	14%	(135)	20%	(202)	46%	(463)	12%	(123)	998
2020 Vote: Donald Trump	9%	(57)	18%	(117)	23%	(147)	25%	(159)	25%	(158)	637
2020 Vote: Other	7%	(7)	7%	(7)	25%	(24)	25%	(24)	35%	(33)	95
2020 Vote: Didn't Vote	9%	(42)	15%	(69)	20%	(91)	29%	(136)	27%	(128)	468
2018 House Vote: Democrat	7%	(50)	13%	(95)	21%	(160)	47%	(349)	12%	(90)	744
2018 House Vote: Republican	9%	(47)	16%	(87)	22%	(121)	32%	(172)	21%	(115)	541
2018 House Vote: Someone else	11%	(7)	6%	(4)	16%	(10)	30%	(19)	37%	(23)	64
2016 Vote: Hillary Clinton	6%	(41)	11%	(77)	22%	(151)	49%	(333)	12%	(81)	684
2016 Vote: Donald Trump	9%	(58)	17%	(105)	21%	(129)	31%	(192)	23%	(145)	628
2016 Vote: Other	8%	(8)	10%	(10)	26%	(26)	26%	(26)	30%	(30)	100
2016 Vote: Didn't Vote	9%	(74)	18%	(138)	20%	(157)	29%	(229)	24%	(188)	786

Continued on next page

Table MCEN2_2: Would you continue to purchase the products or services recommended or created by a celebrity if you found out that he or she did the following?
Did not wear a mask or face covering while out in public

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know / No opinion		Total N
Adults	8%	(181)	15%	(330)	21%	(464)	36%	(782)	20%	(444)	2200
Voted in 2014: Yes	7%	(84)	12%	(146)	21%	(253)	41%	(481)	18%	(212)	1177
Voted in 2014: No	9%	(96)	18%	(183)	21%	(211)	29%	(300)	23%	(232)	1023
4-Region: Northeast	9%	(35)	15%	(58)	22%	(85)	40%	(156)	15%	(60)	394
4-Region: Midwest	9%	(39)	15%	(69)	23%	(107)	29%	(134)	24%	(112)	462
4-Region: South	7%	(60)	15%	(123)	21%	(174)	35%	(288)	22%	(180)	824
4-Region: West	9%	(47)	15%	(79)	19%	(98)	39%	(204)	18%	(92)	520
Concerned about COVID	8%	(140)	13%	(250)	22%	(416)	39%	(728)	17%	(323)	1856
Not concerned about COVID	13%	(40)	26%	(79)	15%	(45)	16%	(48)	31%	(95)	307
Unfollowed celeb on social bc politics	11%	(71)	18%	(111)	21%	(128)	39%	(247)	11%	(68)	626
Not unfollowed celeb on social bc politics	7%	(87)	15%	(200)	23%	(302)	35%	(453)	19%	(247)	1289
Unfollowed celeb on social bc too much politics	12%	(64)	20%	(110)	23%	(126)	33%	(181)	13%	(72)	554
Not unfollowed celeb on social bc too much politics	7%	(91)	15%	(201)	23%	(302)	37%	(494)	18%	(244)	1332
Not watched movie/TV show bc cast politics	12%	(73)	17%	(103)	20%	(123)	39%	(242)	13%	(81)	623
Has not not watched movie/TV show bc cast politics	7%	(96)	16%	(208)	23%	(304)	35%	(466)	19%	(253)	1326
Donated/volunteered bc celeb encouraged	15%	(61)	20%	(82)	24%	(95)	35%	(139)	6%	(23)	399
Not donated/volunteered bc celeb encouraged	7%	(101)	15%	(226)	22%	(344)	36%	(554)	20%	(310)	1535
Shared/re-posted celeb social bc agreed	10%	(64)	20%	(130)	22%	(150)	39%	(258)	10%	(65)	667
Not shared/re-posted celeb social bc agreed	8%	(97)	14%	(181)	22%	(279)	36%	(454)	21%	(265)	1275

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

Table MCEN2_3: *Would you continue to purchase the products or services recommended or created by a celebrity if you found out that he or she did the following?*
Practiced social distancing while out in public

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know / No opinion		Total N
Adults	35%	(772)	32%	(711)	8%	(177)	4%	(88)	21%	(453)	2200
Gender: Male	35%	(370)	35%	(374)	8%	(84)	4%	(45)	18%	(188)	1062
Gender: Female	35%	(402)	30%	(336)	8%	(92)	4%	(43)	23%	(265)	1138
Age: 18-34	35%	(231)	30%	(196)	9%	(62)	3%	(21)	22%	(146)	655
Age: 35-44	40%	(143)	34%	(120)	8%	(27)	4%	(14)	15%	(53)	358
Age: 45-64	38%	(287)	29%	(219)	8%	(60)	4%	(33)	20%	(153)	751
Age: 65+	25%	(111)	40%	(176)	6%	(28)	5%	(21)	23%	(101)	436
GenZers: 1997-2012	34%	(103)	24%	(70)	10%	(29)	4%	(11)	29%	(86)	299
Millennials: 1981-1996	39%	(248)	34%	(212)	8%	(51)	3%	(21)	16%	(101)	632
GenXers: 1965-1980	36%	(189)	32%	(166)	9%	(48)	4%	(20)	19%	(98)	520
Baby Boomers: 1946-1964	31%	(214)	35%	(242)	7%	(47)	5%	(32)	23%	(158)	693
PID: Dem (no lean)	48%	(428)	31%	(275)	6%	(53)	2%	(20)	12%	(106)	882
PID: Ind (no lean)	25%	(174)	31%	(222)	8%	(59)	4%	(28)	32%	(225)	708
PID: Rep (no lean)	28%	(170)	35%	(214)	11%	(65)	6%	(39)	20%	(122)	610
PID/Gender: Dem Men	49%	(203)	36%	(147)	5%	(22)	2%	(7)	9%	(36)	414
PID/Gender: Dem Women	48%	(225)	27%	(128)	7%	(31)	3%	(13)	15%	(71)	467
PID/Gender: Ind Men	24%	(77)	33%	(107)	8%	(26)	4%	(13)	31%	(102)	325
PID/Gender: Ind Women	25%	(97)	30%	(115)	8%	(33)	4%	(15)	32%	(123)	383
PID/Gender: Rep Men	28%	(90)	37%	(120)	11%	(37)	8%	(25)	16%	(51)	322
PID/Gender: Rep Women	28%	(80)	33%	(94)	10%	(28)	5%	(15)	25%	(71)	288
Ideo: Liberal (1-3)	46%	(308)	35%	(230)	5%	(31)	3%	(23)	11%	(72)	664
Ideo: Moderate (4)	34%	(217)	34%	(213)	8%	(51)	4%	(24)	20%	(127)	631
Ideo: Conservative (5-7)	27%	(175)	33%	(216)	10%	(66)	5%	(35)	24%	(155)	647
Educ: < College	34%	(508)	30%	(449)	9%	(134)	5%	(71)	23%	(350)	1512
Educ: Bachelors degree	36%	(159)	38%	(167)	6%	(27)	2%	(10)	18%	(80)	444
Educ: Post-grad	43%	(104)	39%	(94)	6%	(15)	3%	(7)	10%	(23)	244
Income: Under 50k	32%	(375)	30%	(343)	9%	(104)	5%	(59)	24%	(277)	1158
Income: 50k-100k	37%	(241)	37%	(242)	7%	(44)	3%	(19)	17%	(114)	660
Income: 100k+	41%	(156)	33%	(126)	7%	(28)	3%	(10)	16%	(62)	382
Ethnicity: White	34%	(580)	33%	(566)	8%	(134)	4%	(67)	22%	(375)	1722

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Table MCEN2_3: Would you continue to purchase the products or services recommended or created by a celebrity if you found out that he or she did the following?
Practiced social distancing while out in public

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know / No opinion		Total N
Adults	35%	(772)	32%	(711)	8%	(177)	4%	(88)	21%	(453)	2200
Ethnicity: Hispanic	40%	(139)	28%	(96)	10%	(36)	5%	(19)	17%	(59)	349
Ethnicity: Black	42%	(114)	30%	(83)	7%	(21)	5%	(14)	16%	(43)	274
Ethnicity: Other	38%	(78)	30%	(61)	11%	(22)	4%	(8)	17%	(35)	204
All Christian	37%	(379)	33%	(343)	7%	(76)	5%	(47)	18%	(186)	1031
All Non-Christian	41%	(53)	35%	(45)	7%	(9)	7%	(9)	9%	(12)	127
Atheist	31%	(20)	31%	(20)	8%	(5)	1%	(0)	29%	(19)	65
Agnostic/Nothing in particular	29%	(164)	32%	(176)	8%	(45)	3%	(17)	28%	(153)	555
Something Else	37%	(156)	30%	(126)	10%	(41)	4%	(15)	20%	(83)	422
Religious Non-Protestant/Catholic	40%	(58)	35%	(51)	6%	(9)	6%	(9)	13%	(19)	146
Evangelical	39%	(275)	30%	(211)	8%	(59)	5%	(32)	17%	(122)	700
Non-Evangelical	35%	(250)	34%	(241)	8%	(55)	4%	(27)	19%	(136)	709
Community: Urban	43%	(300)	33%	(231)	7%	(48)	4%	(28)	14%	(98)	705
Community: Suburban	33%	(300)	33%	(306)	8%	(76)	3%	(23)	23%	(212)	917
Community: Rural	30%	(171)	30%	(173)	9%	(52)	6%	(37)	25%	(144)	578
Employ: Private Sector	39%	(256)	33%	(211)	6%	(38)	4%	(25)	18%	(119)	649
Employ: Government	42%	(71)	35%	(60)	10%	(17)	2%	(3)	11%	(18)	169
Employ: Self-Employed	31%	(55)	35%	(63)	8%	(15)	5%	(9)	20%	(36)	177
Employ: Homemaker	28%	(38)	30%	(41)	14%	(20)	2%	(2)	26%	(36)	137
Employ: Student	38%	(49)	31%	(39)	6%	(8)	3%	(4)	22%	(28)	128
Employ: Retired	29%	(132)	38%	(173)	6%	(25)	5%	(23)	22%	(100)	452
Employ: Unemployed	35%	(117)	24%	(80)	12%	(40)	4%	(14)	25%	(83)	335
Employ: Other	36%	(55)	28%	(43)	9%	(14)	5%	(8)	21%	(33)	153
Military HH: Yes	32%	(125)	35%	(136)	9%	(35)	4%	(17)	20%	(78)	392
Military HH: No	36%	(646)	32%	(574)	8%	(142)	4%	(71)	21%	(375)	1808
RD/WT: Right Direction	43%	(215)	32%	(160)	7%	(36)	5%	(23)	14%	(70)	504
RD/WT: Wrong Track	33%	(556)	32%	(551)	8%	(141)	4%	(65)	23%	(383)	1696
Trump Job Approve	28%	(222)	32%	(254)	11%	(86)	7%	(54)	23%	(182)	799
Trump Job Disapprove	41%	(522)	34%	(440)	6%	(80)	2%	(27)	16%	(208)	1277

Continued on next page

Table MCEN2_3: Would you continue to purchase the products or services recommended or created by a celebrity if you found out that he or she did the following?
Practiced social distancing while out in public

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know / No opinion		Total N
Adults	35%	(772)	32%	(711)	8%	(177)	4%	(88)	21%	(453)	2200
Trump Job Strongly Approve	30%	(136)	25%	(116)	12%	(55)	8%	(37)	25%	(115)	459
Trump Job Somewhat Approve	25%	(86)	41%	(138)	9%	(31)	5%	(18)	20%	(67)	340
Trump Job Somewhat Disapprove	33%	(84)	37%	(95)	8%	(19)	2%	(6)	20%	(51)	256
Trump Job Strongly Disapprove	43%	(438)	34%	(345)	6%	(60)	2%	(21)	15%	(157)	1022
Favorable of Trump	28%	(222)	31%	(249)	11%	(86)	6%	(52)	24%	(195)	804
Unfavorable of Trump	41%	(526)	34%	(441)	6%	(78)	2%	(26)	17%	(213)	1283
Very Favorable of Trump	29%	(142)	25%	(120)	13%	(63)	7%	(35)	26%	(124)	484
Somewhat Favorable of Trump	25%	(80)	40%	(129)	7%	(23)	5%	(16)	22%	(71)	320
Somewhat Unfavorable of Trump	33%	(73)	36%	(81)	8%	(19)	2%	(5)	20%	(45)	223
Very Unfavorable of Trump	43%	(453)	34%	(360)	6%	(59)	2%	(21)	16%	(167)	1060
#1 Issue: Economy	33%	(280)	33%	(278)	8%	(71)	4%	(35)	21%	(175)	839
#1 Issue: Security	32%	(79)	24%	(60)	11%	(28)	6%	(15)	26%	(66)	248
#1 Issue: Health Care	41%	(162)	37%	(147)	4%	(16)	2%	(9)	16%	(65)	399
#1 Issue: Medicare / Social Security	37%	(102)	33%	(92)	9%	(25)	4%	(12)	17%	(46)	277
#1 Issue: Women's Issues	38%	(40)	30%	(32)	6%	(7)	2%	(2)	24%	(25)	106
#1 Issue: Education	31%	(33)	36%	(37)	8%	(8)	7%	(7)	18%	(18)	104
#1 Issue: Energy	46%	(35)	31%	(24)	7%	(5)	3%	(2)	13%	(10)	76
#1 Issue: Other	27%	(41)	27%	(41)	11%	(16)	3%	(4)	32%	(48)	150
2020 Vote: Joe Biden	47%	(471)	33%	(330)	5%	(49)	2%	(24)	12%	(123)	998
2020 Vote: Donald Trump	25%	(156)	35%	(224)	10%	(63)	6%	(38)	25%	(157)	637
2020 Vote: Other	17%	(17)	33%	(32)	7%	(7)	3%	(3)	40%	(37)	95
2020 Vote: Didn't Vote	27%	(127)	26%	(123)	12%	(58)	5%	(23)	29%	(135)	468
2018 House Vote: Democrat	46%	(342)	35%	(263)	5%	(34)	2%	(14)	12%	(91)	744
2018 House Vote: Republican	25%	(138)	36%	(196)	10%	(52)	7%	(36)	22%	(120)	541
2018 House Vote: Someone else	26%	(16)	23%	(15)	2%	(1)	10%	(6)	39%	(25)	64
2016 Vote: Hillary Clinton	47%	(321)	34%	(231)	5%	(35)	2%	(13)	12%	(83)	684
2016 Vote: Donald Trump	26%	(165)	34%	(216)	10%	(61)	7%	(42)	23%	(145)	628
2016 Vote: Other	15%	(15)	44%	(44)	6%	(6)	5%	(5)	29%	(29)	100
2016 Vote: Didn't Vote	34%	(268)	28%	(219)	9%	(74)	4%	(28)	25%	(196)	786

Continued on next page

Table MCEN2_3: Would you continue to purchase the products or services recommended or created by a celebrity if you found out that he or she did the following?
Practiced social distancing while out in public

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know / No opinion		Total N
Adults	35%	(772)	32%	(711)	8%	(177)	4%	(88)	21%	(453)	2200
Voted in 2014: Yes	35%	(411)	36%	(419)	7%	(81)	5%	(54)	18%	(213)	1177
Voted in 2014: No	35%	(361)	29%	(292)	9%	(96)	3%	(34)	24%	(240)	1023
4-Region: Northeast	42%	(166)	32%	(125)	9%	(34)	4%	(14)	14%	(55)	394
4-Region: Midwest	30%	(138)	35%	(160)	6%	(28)	4%	(19)	25%	(116)	462
4-Region: South	36%	(297)	30%	(251)	9%	(72)	4%	(31)	21%	(174)	824
4-Region: West	33%	(170)	34%	(175)	8%	(43)	5%	(24)	21%	(109)	520
Concerned about COVID	39%	(724)	34%	(626)	7%	(125)	3%	(62)	17%	(320)	1856
Not concerned about COVID	15%	(46)	27%	(81)	17%	(52)	8%	(24)	34%	(104)	307
Unfollowed celeb on social bc politics	41%	(259)	34%	(213)	9%	(55)	3%	(17)	13%	(82)	626
Not unfollowed celeb on social bc politics	35%	(447)	34%	(438)	9%	(111)	4%	(50)	19%	(243)	1289
Unfollowed celeb on social bc too much politics	36%	(201)	35%	(194)	10%	(53)	4%	(22)	15%	(83)	554
Not unfollowed celeb on social bc too much politics	37%	(487)	34%	(453)	8%	(107)	3%	(46)	18%	(238)	1332
Not watched movie/TV show bc cast politics	39%	(244)	33%	(203)	8%	(50)	5%	(30)	15%	(96)	623
Has not not watched movie/TV show bc cast politics	36%	(471)	34%	(452)	9%	(115)	3%	(46)	18%	(241)	1326
Donated/volunteered bc celeb encouraged	53%	(210)	34%	(136)	6%	(24)	3%	(10)	5%	(19)	399
Not donated/volunteered bc celeb encouraged	31%	(482)	34%	(524)	9%	(138)	4%	(61)	22%	(331)	1535
Shared/re-posted celeb social bc agreed	46%	(305)	35%	(234)	7%	(48)	2%	(15)	10%	(65)	667
Not shared/re-posted celeb social bc agreed	32%	(404)	34%	(431)	9%	(118)	4%	(57)	21%	(266)	1275

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

Table MCEN2_4: Would you continue to purchase the products or services recommended or created by a celebrity if you found out that he or she did the following?
Did not practice social distancing while out in public

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know / No opinion		Total N
Adults	8%	(180)	15%	(326)	24%	(526)	31%	(691)	22%	(477)	2200
Gender: Male	10%	(101)	17%	(179)	24%	(255)	31%	(324)	19%	(202)	1062
Gender: Female	7%	(79)	13%	(147)	24%	(271)	32%	(367)	24%	(274)	1138
Age: 18-34	10%	(63)	18%	(121)	23%	(153)	26%	(171)	23%	(148)	655
Age: 35-44	13%	(47)	18%	(64)	24%	(87)	28%	(100)	17%	(59)	358
Age: 45-64	7%	(56)	13%	(98)	22%	(166)	35%	(262)	23%	(169)	751
Age: 65+	3%	(15)	10%	(43)	28%	(121)	36%	(158)	23%	(100)	436
GenZers: 1997-2012	7%	(22)	14%	(43)	20%	(59)	29%	(87)	29%	(88)	299
Millennials: 1981-1996	13%	(84)	20%	(124)	26%	(164)	25%	(159)	16%	(102)	632
GenXers: 1965-1980	7%	(38)	17%	(91)	22%	(113)	32%	(165)	22%	(113)	520
Baby Boomers: 1946-1964	5%	(36)	9%	(64)	26%	(180)	36%	(250)	24%	(163)	693
PID: Dem (no lean)	9%	(79)	12%	(108)	23%	(204)	42%	(371)	13%	(119)	882
PID: Ind (no lean)	6%	(45)	15%	(105)	23%	(164)	23%	(163)	33%	(231)	708
PID: Rep (no lean)	9%	(56)	18%	(113)	26%	(158)	26%	(157)	21%	(126)	610
PID/Gender: Dem Men	11%	(48)	16%	(64)	22%	(91)	41%	(168)	10%	(43)	414
PID/Gender: Dem Women	7%	(32)	9%	(44)	24%	(113)	43%	(203)	16%	(76)	467
PID/Gender: Ind Men	4%	(14)	15%	(47)	24%	(78)	23%	(76)	34%	(110)	325
PID/Gender: Ind Women	8%	(31)	15%	(58)	22%	(86)	23%	(87)	32%	(121)	383
PID/Gender: Rep Men	12%	(40)	21%	(67)	27%	(86)	25%	(80)	15%	(49)	322
PID/Gender: Rep Women	6%	(16)	16%	(45)	25%	(72)	27%	(77)	27%	(77)	288
Ideo: Liberal (1-3)	9%	(57)	13%	(84)	26%	(172)	41%	(270)	12%	(81)	664
Ideo: Moderate (4)	7%	(45)	16%	(103)	23%	(145)	33%	(206)	21%	(132)	631
Ideo: Conservative (5-7)	9%	(58)	16%	(103)	25%	(163)	26%	(171)	23%	(151)	647
Educ: < College	7%	(109)	15%	(229)	23%	(342)	31%	(464)	24%	(368)	1512
Educ: Bachelors degree	8%	(35)	12%	(55)	27%	(120)	34%	(153)	18%	(81)	444
Educ: Post-grad	15%	(36)	17%	(42)	26%	(64)	30%	(74)	11%	(28)	244
Income: Under 50k	9%	(103)	15%	(178)	22%	(252)	29%	(333)	25%	(293)	1158
Income: 50k-100k	7%	(47)	14%	(95)	27%	(175)	34%	(227)	18%	(116)	660
Income: 100k+	8%	(30)	14%	(54)	26%	(99)	34%	(131)	18%	(68)	382
Ethnicity: White	8%	(135)	15%	(255)	24%	(418)	31%	(528)	22%	(386)	1722

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Table MCEN2_4: Would you continue to purchase the products or services recommended or created by a celebrity if you found out that he or she did the following?
Did not practice social distancing while out in public

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know / No opinion		Total N
Adults	8%	(180)	15%	(326)	24%	(526)	31%	(691)	22%	(477)	2200
Ethnicity: Hispanic	7%	(25)	18%	(63)	22%	(78)	32%	(113)	20%	(71)	349
Ethnicity: Black	12%	(32)	17%	(45)	20%	(54)	35%	(95)	18%	(49)	274
Ethnicity: Other	6%	(13)	13%	(26)	27%	(55)	33%	(68)	21%	(42)	204
All Christian	8%	(83)	14%	(148)	25%	(253)	33%	(345)	20%	(203)	1031
All Non-Christian	12%	(15)	14%	(18)	22%	(28)	40%	(51)	11%	(14)	127
Atheist	9%	(6)	7%	(5)	27%	(17)	29%	(19)	27%	(18)	65
Agnostic/Nothing in particular	5%	(26)	16%	(89)	23%	(129)	29%	(163)	27%	(148)	555
Something Else	12%	(49)	16%	(67)	23%	(99)	27%	(113)	22%	(94)	422
Religious Non-Protestant/Catholic	11%	(17)	14%	(20)	21%	(31)	39%	(57)	14%	(21)	146
Evangelical	12%	(84)	18%	(124)	20%	(143)	31%	(215)	19%	(134)	700
Non-Evangelical	6%	(46)	11%	(80)	28%	(201)	33%	(233)	21%	(150)	709
Community: Urban	13%	(91)	18%	(124)	22%	(156)	32%	(226)	15%	(107)	705
Community: Suburban	5%	(43)	13%	(115)	26%	(243)	32%	(296)	24%	(220)	917
Community: Rural	8%	(46)	15%	(87)	22%	(127)	29%	(169)	26%	(149)	578
Employ: Private Sector	10%	(68)	16%	(106)	22%	(143)	31%	(203)	20%	(130)	649
Employ: Government	16%	(27)	17%	(29)	27%	(45)	28%	(48)	12%	(20)	169
Employ: Self-Employed	8%	(15)	24%	(43)	22%	(39)	25%	(45)	20%	(35)	177
Employ: Homemaker	2%	(2)	19%	(27)	27%	(36)	27%	(37)	25%	(35)	137
Employ: Student	2%	(2)	14%	(18)	21%	(26)	38%	(48)	26%	(33)	128
Employ: Retired	5%	(25)	10%	(47)	26%	(116)	36%	(162)	23%	(103)	452
Employ: Unemployed	8%	(26)	11%	(36)	23%	(77)	31%	(103)	27%	(92)	335
Employ: Other	10%	(15)	13%	(20)	28%	(43)	30%	(46)	20%	(30)	153
Military HH: Yes	9%	(35)	17%	(66)	25%	(99)	29%	(115)	19%	(76)	392
Military HH: No	8%	(145)	14%	(260)	24%	(427)	32%	(576)	22%	(400)	1808
RD/WT: Right Direction	14%	(71)	17%	(87)	23%	(115)	32%	(160)	14%	(71)	504
RD/WT: Wrong Track	6%	(109)	14%	(239)	24%	(412)	31%	(531)	24%	(405)	1696
Trump Job Approve	12%	(93)	19%	(152)	24%	(192)	22%	(176)	23%	(187)	799
Trump Job Disapprove	7%	(84)	12%	(154)	25%	(324)	38%	(491)	18%	(225)	1277

Continued on next page

Table MCEN2_4: Would you continue to purchase the products or services recommended or created by a celebrity if you found out that he or she did the following?
Did not practice social distancing while out in public

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know / No opinion		Total N
Adults	8%	(180)	15%	(326)	24%	(526)	31%	(691)	22%	(477)	2200
Trump Job Strongly Approve	15%	(70)	18%	(83)	21%	(95)	23%	(106)	23%	(105)	459
Trump Job Somewhat Approve	7%	(23)	20%	(69)	29%	(97)	20%	(70)	24%	(82)	340
Trump Job Somewhat Disapprove	12%	(30)	18%	(46)	25%	(65)	25%	(63)	20%	(52)	256
Trump Job Strongly Disapprove	5%	(54)	11%	(108)	25%	(259)	42%	(428)	17%	(173)	1022
Favorable of Trump	12%	(94)	19%	(154)	23%	(184)	22%	(177)	24%	(195)	804
Unfavorable of Trump	6%	(76)	12%	(160)	25%	(326)	38%	(489)	18%	(232)	1283
Very Favorable of Trump	15%	(70)	16%	(76)	23%	(111)	24%	(114)	23%	(112)	484
Somewhat Favorable of Trump	7%	(24)	24%	(78)	23%	(73)	19%	(62)	26%	(83)	320
Somewhat Unfavorable of Trump	11%	(25)	17%	(37)	26%	(57)	23%	(52)	23%	(52)	223
Very Unfavorable of Trump	5%	(52)	12%	(123)	25%	(269)	41%	(437)	17%	(180)	1060
#1 Issue: Economy	10%	(83)	15%	(129)	25%	(211)	27%	(231)	22%	(187)	839
#1 Issue: Security	6%	(14)	15%	(38)	24%	(59)	29%	(73)	26%	(64)	248
#1 Issue: Health Care	9%	(37)	15%	(59)	23%	(90)	35%	(140)	18%	(72)	399
#1 Issue: Medicare / Social Security	6%	(16)	13%	(37)	24%	(65)	38%	(105)	19%	(53)	277
#1 Issue: Women's Issues	7%	(7)	8%	(9)	28%	(30)	35%	(37)	22%	(23)	106
#1 Issue: Education	8%	(8)	20%	(21)	24%	(24)	29%	(30)	19%	(20)	104
#1 Issue: Energy	13%	(10)	20%	(15)	18%	(14)	37%	(28)	12%	(9)	76
#1 Issue: Other	3%	(5)	12%	(18)	22%	(33)	31%	(47)	32%	(48)	150
2020 Vote: Joe Biden	8%	(82)	12%	(120)	24%	(236)	41%	(414)	15%	(145)	998
2020 Vote: Donald Trump	9%	(58)	18%	(114)	26%	(163)	24%	(150)	24%	(152)	637
2020 Vote: Other	3%	(2)	15%	(14)	21%	(20)	24%	(23)	37%	(35)	95
2020 Vote: Didn't Vote	8%	(37)	16%	(76)	23%	(107)	22%	(104)	31%	(143)	468
2018 House Vote: Democrat	8%	(62)	12%	(89)	24%	(178)	42%	(311)	14%	(104)	744
2018 House Vote: Republican	8%	(43)	16%	(87)	25%	(133)	30%	(164)	21%	(115)	541
2018 House Vote: Someone else	6%	(4)	21%	(13)	9%	(6)	25%	(16)	40%	(25)	64
2016 Vote: Hillary Clinton	8%	(55)	10%	(67)	24%	(166)	43%	(297)	15%	(100)	684
2016 Vote: Donald Trump	8%	(49)	16%	(103)	24%	(149)	28%	(179)	24%	(148)	628
2016 Vote: Other	2%	(2)	14%	(14)	28%	(28)	25%	(25)	32%	(32)	100
2016 Vote: Didn't Vote	9%	(74)	18%	(142)	23%	(182)	24%	(190)	25%	(197)	786

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Table MCEN2_4: Would you continue to purchase the products or services recommended or created by a celebrity if you found out that he or she did the following?
Did not practice social distancing while out in public

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know / No opinion		Total N
Adults	8%	(180)	15%	(326)	24%	(526)	31%	(691)	22%	(477)	2200
Voted in 2014: Yes	7%	(84)	13%	(149)	24%	(282)	37%	(434)	19%	(228)	1177
Voted in 2014: No	9%	(96)	17%	(177)	24%	(244)	25%	(257)	24%	(249)	1023
4-Region: Northeast	9%	(35)	13%	(53)	27%	(106)	36%	(141)	15%	(59)	394
4-Region: Midwest	7%	(34)	18%	(82)	23%	(105)	26%	(120)	26%	(121)	462
4-Region: South	9%	(72)	14%	(113)	23%	(188)	31%	(258)	24%	(194)	824
4-Region: West	7%	(39)	15%	(78)	25%	(128)	33%	(172)	20%	(103)	520
Concerned about COVID	8%	(142)	13%	(247)	26%	(478)	35%	(645)	19%	(344)	1856
Not concerned about COVID	12%	(38)	25%	(78)	16%	(48)	14%	(44)	32%	(99)	307
Unfollowed celeb on social bc politics	13%	(78)	17%	(105)	25%	(157)	35%	(218)	11%	(67)	626
Not unfollowed celeb on social bc politics	7%	(91)	15%	(190)	26%	(336)	31%	(399)	21%	(273)	1289
Unfollowed celeb on social bc too much politics	13%	(72)	19%	(105)	25%	(140)	29%	(163)	13%	(74)	554
Not unfollowed celeb on social bc too much politics	7%	(90)	14%	(186)	26%	(346)	33%	(440)	20%	(270)	1332
Not watched movie/TV show bc cast politics	12%	(73)	14%	(86)	25%	(157)	35%	(220)	14%	(86)	623
Has not not watched movie/TV show bc cast politics	7%	(94)	16%	(217)	25%	(335)	31%	(414)	20%	(266)	1326
Donated/volunteered bc celeb encouraged	15%	(61)	16%	(63)	28%	(111)	34%	(135)	7%	(29)	399
Not donated/volunteered bc celeb encouraged	7%	(102)	15%	(231)	25%	(381)	32%	(488)	22%	(333)	1535
Shared/re-posted celeb social bc agreed	12%	(77)	17%	(115)	26%	(174)	34%	(226)	11%	(75)	667
Not shared/re-posted celeb social bc agreed	7%	(88)	15%	(188)	25%	(323)	32%	(409)	21%	(268)	1275

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

Table MCEN2_5: *Would you continue to purchase the products or services recommended or created by a celebrity if you found out that he or she did the following?*
Avoided large gatherings

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know / No opinion		Total N
Adults	32%	(706)	32%	(710)	9%	(187)	6%	(124)	22%	(473)	2200
Gender: Male	32%	(341)	34%	(356)	9%	(96)	7%	(75)	18%	(194)	1062
Gender: Female	32%	(366)	31%	(354)	8%	(91)	4%	(49)	25%	(279)	1138
Age: 18-34	33%	(216)	30%	(193)	10%	(63)	6%	(41)	22%	(143)	655
Age: 35-44	38%	(137)	31%	(111)	10%	(35)	5%	(16)	16%	(58)	358
Age: 45-64	34%	(255)	31%	(230)	7%	(56)	6%	(45)	22%	(165)	751
Age: 65+	23%	(99)	40%	(175)	8%	(33)	5%	(22)	25%	(107)	436
GenZers: 1997-2012	32%	(95)	25%	(75)	7%	(22)	8%	(24)	28%	(83)	299
Millennials: 1981-1996	37%	(235)	31%	(198)	11%	(69)	4%	(28)	16%	(102)	632
GenXers: 1965-1980	33%	(172)	31%	(161)	8%	(42)	7%	(36)	21%	(110)	520
Baby Boomers: 1946-1964	27%	(187)	36%	(252)	8%	(52)	5%	(34)	24%	(168)	693
PID: Dem (no lean)	44%	(389)	33%	(293)	7%	(59)	4%	(35)	12%	(107)	882
PID: Ind (no lean)	25%	(176)	29%	(207)	9%	(63)	5%	(33)	32%	(228)	708
PID: Rep (no lean)	23%	(141)	34%	(210)	11%	(65)	9%	(55)	23%	(138)	610
PID/Gender: Dem Men	45%	(187)	35%	(146)	7%	(28)	4%	(18)	9%	(35)	414
PID/Gender: Dem Women	43%	(202)	31%	(147)	7%	(31)	4%	(16)	15%	(72)	467
PID/Gender: Ind Men	24%	(79)	29%	(93)	9%	(29)	6%	(19)	32%	(104)	325
PID/Gender: Ind Women	25%	(97)	30%	(114)	9%	(34)	4%	(15)	32%	(124)	383
PID/Gender: Rep Men	23%	(74)	36%	(117)	12%	(39)	12%	(38)	17%	(54)	322
PID/Gender: Rep Women	23%	(67)	32%	(93)	9%	(26)	6%	(17)	29%	(84)	288
Ideo: Liberal (1-3)	43%	(284)	34%	(229)	6%	(37)	6%	(39)	11%	(75)	664
Ideo: Moderate (4)	32%	(204)	34%	(213)	8%	(52)	5%	(34)	20%	(129)	631
Ideo: Conservative (5-7)	24%	(157)	33%	(213)	12%	(77)	6%	(37)	25%	(163)	647
Educ: < College	31%	(463)	31%	(461)	9%	(133)	6%	(90)	24%	(364)	1512
Educ: Bachelors degree	34%	(151)	34%	(150)	8%	(35)	6%	(25)	19%	(83)	444
Educ: Post-grad	38%	(93)	40%	(98)	8%	(19)	4%	(9)	11%	(26)	244
Income: Under 50k	30%	(351)	30%	(350)	9%	(105)	6%	(70)	24%	(282)	1158
Income: 50k-100k	33%	(219)	35%	(234)	8%	(52)	5%	(31)	19%	(124)	660
Income: 100k+	36%	(136)	33%	(126)	8%	(31)	6%	(22)	18%	(67)	382
Ethnicity: White	30%	(523)	33%	(563)	8%	(138)	6%	(101)	23%	(396)	1722

Continued on next page

Table MCEN2_5: *Would you continue to purchase the products or services recommended or created by a celebrity if you found out that he or she did the following?*
Avoided large gatherings

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know / No opinion		Total N
Adults	32%	(706)	32%	(710)	9%	(187)	6%	(124)	22%	(473)	2200
Ethnicity: Hispanic	39%	(135)	27%	(93)	11%	(37)	6%	(20)	18%	(64)	349
Ethnicity: Black	39%	(107)	31%	(86)	9%	(24)	5%	(15)	15%	(42)	274
Ethnicity: Other	37%	(76)	30%	(60)	12%	(25)	4%	(8)	17%	(35)	204
All Christian	33%	(344)	33%	(337)	8%	(87)	6%	(61)	20%	(204)	1031
All Non-Christian	37%	(47)	32%	(40)	9%	(11)	8%	(10)	14%	(18)	127
Atheist	31%	(20)	25%	(16)	7%	(5)	7%	(4)	30%	(19)	65
Agnostic/Nothing in particular	25%	(139)	35%	(193)	8%	(46)	6%	(31)	26%	(146)	555
Something Else	37%	(156)	29%	(123)	9%	(39)	4%	(17)	20%	(86)	422
Religious Non-Protestant/Catholic	37%	(53)	31%	(46)	8%	(11)	8%	(12)	17%	(24)	146
Evangelical	38%	(265)	29%	(201)	9%	(60)	6%	(39)	19%	(135)	700
Non-Evangelical	31%	(221)	34%	(244)	9%	(65)	5%	(34)	20%	(145)	709
Community: Urban	38%	(269)	34%	(237)	8%	(59)	5%	(36)	15%	(103)	705
Community: Suburban	30%	(277)	32%	(293)	8%	(76)	5%	(48)	24%	(224)	917
Community: Rural	28%	(160)	31%	(179)	9%	(52)	7%	(40)	25%	(147)	578
Employ: Private Sector	37%	(237)	32%	(210)	7%	(47)	5%	(35)	18%	(120)	649
Employ: Government	37%	(62)	32%	(54)	12%	(21)	5%	(8)	14%	(24)	169
Employ: Self-Employed	24%	(43)	34%	(59)	8%	(15)	10%	(17)	25%	(44)	177
Employ: Homemaker	26%	(36)	35%	(48)	9%	(13)	2%	(2)	28%	(39)	137
Employ: Student	33%	(42)	26%	(33)	10%	(13)	7%	(9)	24%	(31)	128
Employ: Retired	28%	(125)	39%	(174)	6%	(29)	5%	(22)	23%	(102)	452
Employ: Unemployed	33%	(109)	25%	(83)	10%	(32)	7%	(24)	26%	(87)	335
Employ: Other	34%	(52)	31%	(47)	12%	(19)	5%	(8)	18%	(28)	153
Military HH: Yes	28%	(110)	34%	(132)	10%	(40)	6%	(25)	22%	(84)	392
Military HH: No	33%	(596)	32%	(578)	8%	(147)	5%	(98)	22%	(389)	1808
RD/WT: Right Direction	39%	(198)	28%	(144)	12%	(60)	6%	(30)	15%	(73)	504
RD/WT: Wrong Track	30%	(508)	33%	(566)	7%	(127)	6%	(94)	24%	(400)	1696
Trump Job Approve	24%	(192)	31%	(245)	12%	(93)	8%	(66)	25%	(203)	799
Trump Job Disapprove	38%	(488)	35%	(444)	7%	(86)	4%	(52)	16%	(208)	1277

Continued on next page

Table MCEN2_5: Would you continue to purchase the products or services recommended or created by a celebrity if you found out that he or she did the following?
Avoided large gatherings

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know / No opinion		Total N
Adults	32%	(706)	32%	(710)	9%	(187)	6%	(124)	22%	(473)	2200
Trump Job Strongly Approve	26%	(117)	24%	(110)	14%	(63)	10%	(45)	27%	(124)	459
Trump Job Somewhat Approve	22%	(75)	40%	(136)	9%	(30)	6%	(20)	23%	(79)	340
Trump Job Somewhat Disapprove	30%	(76)	38%	(98)	9%	(24)	4%	(9)	19%	(49)	256
Trump Job Strongly Disapprove	40%	(412)	34%	(347)	6%	(62)	4%	(43)	16%	(159)	1022
Favorable of Trump	24%	(195)	30%	(243)	11%	(87)	8%	(64)	27%	(214)	804
Unfavorable of Trump	38%	(489)	35%	(443)	7%	(91)	4%	(49)	16%	(212)	1283
Very Favorable of Trump	28%	(136)	23%	(111)	12%	(58)	10%	(48)	27%	(130)	484
Somewhat Favorable of Trump	18%	(59)	41%	(132)	9%	(29)	5%	(16)	26%	(84)	320
Somewhat Unfavorable of Trump	29%	(65)	37%	(83)	9%	(19)	4%	(9)	21%	(48)	223
Very Unfavorable of Trump	40%	(424)	34%	(360)	7%	(72)	4%	(40)	15%	(164)	1060
#1 Issue: Economy	29%	(243)	34%	(288)	9%	(73)	5%	(45)	23%	(191)	839
#1 Issue: Security	29%	(72)	27%	(67)	9%	(23)	7%	(17)	28%	(70)	248
#1 Issue: Health Care	39%	(154)	33%	(131)	8%	(31)	6%	(23)	15%	(60)	399
#1 Issue: Medicare / Social Security	33%	(92)	35%	(97)	11%	(29)	5%	(14)	16%	(45)	277
#1 Issue: Women's Issues	34%	(36)	32%	(34)	9%	(10)	3%	(3)	22%	(23)	106
#1 Issue: Education	35%	(36)	24%	(25)	9%	(9)	11%	(11)	22%	(23)	104
#1 Issue: Energy	38%	(29)	32%	(25)	3%	(2)	10%	(8)	17%	(13)	76
#1 Issue: Other	30%	(46)	28%	(42)	7%	(10)	2%	(4)	32%	(49)	150
2020 Vote: Joe Biden	44%	(442)	32%	(320)	6%	(62)	4%	(41)	13%	(132)	998
2020 Vote: Donald Trump	22%	(138)	34%	(214)	11%	(70)	7%	(44)	27%	(171)	637
2020 Vote: Other	16%	(15)	32%	(30)	12%	(12)	5%	(4)	35%	(33)	95
2020 Vote: Didn't Vote	24%	(111)	31%	(144)	9%	(43)	7%	(34)	29%	(136)	468
2018 House Vote: Democrat	42%	(312)	35%	(264)	6%	(46)	4%	(29)	13%	(93)	744
2018 House Vote: Republican	24%	(128)	34%	(181)	11%	(61)	8%	(43)	24%	(128)	541
2018 House Vote: Someone else	14%	(9)	18%	(11)	10%	(6)	13%	(8)	45%	(29)	64
2016 Vote: Hillary Clinton	44%	(298)	34%	(231)	6%	(43)	4%	(24)	13%	(88)	684
2016 Vote: Donald Trump	24%	(153)	31%	(197)	11%	(71)	7%	(47)	25%	(160)	628
2016 Vote: Other	15%	(15)	41%	(41)	9%	(9)	6%	(6)	27%	(27)	100
2016 Vote: Didn't Vote	30%	(239)	30%	(239)	8%	(63)	6%	(46)	25%	(198)	786

Continued on next page

Table MCEN2_5: *Would you continue to purchase the products or services recommended or created by a celebrity if you found out that he or she did the following?*
Avoided large gatherings

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know / No opinion		Total N
Adults	32%	(706)	32%	(710)	9%	(187)	6%	(124)	22%	(473)	2200
Voted in 2014: Yes	32%	(382)	34%	(398)	8%	(99)	6%	(74)	19%	(224)	1177
Voted in 2014: No	32%	(325)	30%	(312)	9%	(88)	5%	(49)	24%	(250)	1023
4-Region: Northeast	42%	(164)	28%	(109)	10%	(39)	5%	(21)	15%	(60)	394
4-Region: Midwest	26%	(120)	34%	(157)	7%	(30)	7%	(30)	27%	(125)	462
4-Region: South	32%	(262)	32%	(265)	8%	(68)	6%	(47)	22%	(182)	824
4-Region: West	31%	(160)	34%	(179)	9%	(49)	5%	(25)	21%	(107)	520
Concerned about COVID	35%	(654)	34%	(626)	8%	(146)	5%	(91)	18%	(340)	1856
Not concerned about COVID	16%	(48)	27%	(84)	13%	(40)	11%	(33)	33%	(103)	307
Unfollowed celeb on social bc politics	39%	(243)	31%	(193)	10%	(62)	6%	(39)	14%	(88)	626
Not unfollowed celeb on social bc politics	32%	(410)	35%	(448)	8%	(109)	5%	(67)	20%	(256)	1289
Unfollowed celeb on social bc too much politics	34%	(186)	33%	(185)	10%	(55)	7%	(38)	16%	(89)	554
Not unfollowed celeb on social bc too much politics	33%	(446)	34%	(453)	9%	(117)	5%	(64)	19%	(251)	1332
Not watched movie/TV show bc cast politics	34%	(213)	33%	(203)	9%	(54)	8%	(49)	17%	(104)	623
Has not not watched movie/TV show bc cast politics	33%	(438)	34%	(454)	9%	(118)	5%	(61)	19%	(255)	1326
Donated/volunteered bc celeb encouraged	51%	(203)	31%	(125)	7%	(29)	5%	(20)	5%	(22)	399
Not donated/volunteered bc celeb encouraged	29%	(442)	35%	(532)	9%	(142)	6%	(86)	22%	(333)	1535
Shared/re-posted celeb social bc agreed	44%	(296)	34%	(226)	7%	(48)	4%	(29)	10%	(68)	667
Not shared/re-posted celeb social bc agreed	28%	(361)	34%	(432)	10%	(122)	6%	(80)	22%	(280)	1275

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

Table MCEN2_6: *Would you continue to purchase the products or services recommended or created by a celebrity if you found out that he or she did the following?*
Participated in large gatherings

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know / No opinion		Total N
Adults	7%	(145)	14%	(315)	24%	(526)	33%	(736)	22%	(478)	2200
Gender: Male	9%	(97)	16%	(169)	25%	(268)	32%	(337)	18%	(190)	1062
Gender: Female	4%	(47)	13%	(146)	23%	(258)	35%	(399)	25%	(288)	1138
Age: 18-34	8%	(50)	19%	(123)	24%	(158)	28%	(181)	22%	(144)	655
Age: 35-44	12%	(43)	19%	(67)	25%	(88)	27%	(96)	18%	(63)	358
Age: 45-64	5%	(40)	13%	(95)	22%	(167)	36%	(271)	24%	(177)	751
Age: 65+	3%	(12)	7%	(30)	26%	(114)	43%	(187)	21%	(94)	436
GenZers: 1997-2012	6%	(18)	12%	(36)	23%	(68)	32%	(95)	27%	(82)	299
Millennials: 1981-1996	11%	(70)	21%	(136)	25%	(159)	25%	(159)	17%	(109)	632
GenXers: 1965-1980	6%	(30)	17%	(87)	23%	(118)	32%	(167)	23%	(118)	520
Baby Boomers: 1946-1964	4%	(25)	8%	(53)	25%	(170)	41%	(286)	23%	(159)	693
PID: Dem (no lean)	6%	(55)	12%	(104)	24%	(214)	44%	(388)	14%	(120)	882
PID: Ind (no lean)	5%	(37)	13%	(95)	22%	(155)	27%	(193)	32%	(229)	708
PID: Rep (no lean)	9%	(53)	19%	(116)	26%	(158)	25%	(155)	21%	(129)	610
PID/Gender: Dem Men	10%	(40)	14%	(57)	25%	(103)	41%	(168)	11%	(45)	414
PID/Gender: Dem Women	3%	(15)	10%	(47)	24%	(111)	47%	(220)	16%	(75)	467
PID/Gender: Ind Men	6%	(20)	14%	(44)	23%	(75)	27%	(87)	30%	(99)	325
PID/Gender: Ind Women	4%	(16)	13%	(51)	21%	(80)	28%	(106)	34%	(130)	383
PID/Gender: Rep Men	11%	(37)	21%	(68)	28%	(90)	26%	(82)	14%	(45)	322
PID/Gender: Rep Women	5%	(16)	17%	(48)	24%	(68)	25%	(73)	29%	(83)	288
Ideo: Liberal (1-3)	6%	(37)	11%	(75)	26%	(172)	45%	(296)	13%	(84)	664
Ideo: Moderate (4)	5%	(35)	17%	(108)	23%	(143)	33%	(211)	21%	(135)	631
Ideo: Conservative (5-7)	8%	(51)	15%	(100)	26%	(166)	27%	(178)	24%	(152)	647
Educ: < College	5%	(76)	14%	(211)	23%	(352)	34%	(510)	24%	(363)	1512
Educ: Bachelors degree	8%	(34)	13%	(57)	26%	(114)	34%	(153)	19%	(85)	444
Educ: Post-grad	14%	(35)	19%	(47)	25%	(60)	30%	(73)	12%	(30)	244
Income: Under 50k	6%	(69)	14%	(162)	24%	(274)	32%	(365)	25%	(288)	1158
Income: 50k-100k	6%	(37)	15%	(96)	25%	(165)	36%	(239)	19%	(122)	660
Income: 100k+	10%	(39)	15%	(57)	23%	(88)	34%	(131)	18%	(68)	382
Ethnicity: White	6%	(111)	14%	(244)	24%	(406)	33%	(572)	23%	(389)	1722

Continued on next page

Table MCEN2_6: *Would you continue to purchase the products or services recommended or created by a celebrity if you found out that he or she did the following?*
Participated in large gatherings

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know / No opinion		Total N
Adults	7%	(145)	14%	(315)	24%	(526)	33%	(736)	22%	(478)	2200
Ethnicity: Hispanic	7%	(23)	17%	(60)	27%	(95)	29%	(101)	20%	(70)	349
Ethnicity: Black	6%	(18)	16%	(45)	26%	(70)	35%	(95)	17%	(46)	274
Ethnicity: Other	8%	(16)	13%	(27)	25%	(50)	34%	(69)	21%	(42)	204
All Christian	8%	(79)	14%	(144)	24%	(245)	35%	(361)	20%	(202)	1031
All Non-Christian	8%	(11)	11%	(13)	22%	(28)	46%	(59)	13%	(16)	127
Atheist	3%	(2)	10%	(7)	23%	(15)	31%	(20)	32%	(21)	65
Agnostic/Nothing in particular	5%	(28)	15%	(82)	24%	(133)	29%	(162)	27%	(150)	555
Something Else	6%	(25)	16%	(69)	25%	(106)	32%	(134)	21%	(88)	422
Religious Non-Protestant/Catholic	9%	(12)	12%	(18)	20%	(29)	44%	(65)	15%	(22)	146
Evangelical	10%	(70)	17%	(121)	24%	(168)	29%	(206)	19%	(134)	700
Non-Evangelical	4%	(27)	12%	(82)	25%	(177)	39%	(277)	21%	(147)	709
Community: Urban	10%	(70)	19%	(135)	22%	(157)	33%	(231)	16%	(112)	705
Community: Suburban	4%	(33)	12%	(107)	25%	(232)	35%	(323)	24%	(222)	917
Community: Rural	7%	(41)	13%	(73)	24%	(138)	31%	(182)	25%	(144)	578
Employ: Private Sector	11%	(69)	16%	(104)	22%	(143)	31%	(203)	20%	(129)	649
Employ: Government	10%	(17)	22%	(36)	29%	(49)	30%	(50)	10%	(17)	169
Employ: Self-Employed	7%	(12)	24%	(43)	20%	(36)	29%	(52)	19%	(34)	177
Employ: Homemaker	3%	(4)	15%	(20)	28%	(39)	28%	(38)	27%	(37)	137
Employ: Student	3%	(4)	12%	(15)	27%	(34)	33%	(42)	25%	(32)	128
Employ: Retired	5%	(21)	8%	(35)	25%	(112)	41%	(185)	22%	(100)	452
Employ: Unemployed	4%	(12)	12%	(39)	25%	(83)	32%	(108)	28%	(93)	335
Employ: Other	3%	(5)	15%	(23)	21%	(32)	38%	(59)	23%	(35)	153
Military HH: Yes	7%	(29)	16%	(65)	26%	(101)	30%	(118)	20%	(78)	392
Military HH: No	6%	(115)	14%	(251)	24%	(425)	34%	(618)	22%	(399)	1808
RD/WT: Right Direction	12%	(60)	18%	(90)	22%	(113)	33%	(168)	14%	(72)	504
RD/WT: Wrong Track	5%	(84)	13%	(226)	24%	(413)	33%	(568)	24%	(405)	1696
Trump Job Approve	11%	(92)	19%	(155)	23%	(185)	22%	(177)	24%	(190)	799
Trump Job Disapprove	4%	(52)	11%	(145)	25%	(325)	42%	(535)	17%	(220)	1277

Continued on next page

Table MCEN2_6: Would you continue to purchase the products or services recommended or created by a celebrity if you found out that he or she did the following?
Participated in large gatherings

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know / No opinion		Total N
Adults	7%	(145)	14%	(315)	24%	(526)	33%	(736)	22%	(478)	2200
Trump Job Strongly Approve	15%	(69)	16%	(74)	22%	(103)	22%	(103)	24%	(110)	459
Trump Job Somewhat Approve	7%	(23)	24%	(81)	24%	(81)	22%	(74)	24%	(81)	340
Trump Job Somewhat Disapprove	6%	(16)	19%	(48)	27%	(70)	27%	(69)	21%	(53)	256
Trump Job Strongly Disapprove	4%	(37)	9%	(97)	25%	(255)	46%	(466)	16%	(167)	1022
Favorable of Trump	11%	(87)	19%	(153)	23%	(189)	22%	(179)	24%	(195)	804
Unfavorable of Trump	4%	(53)	12%	(154)	25%	(317)	41%	(528)	18%	(231)	1283
Very Favorable of Trump	14%	(67)	15%	(72)	22%	(107)	25%	(119)	25%	(120)	484
Somewhat Favorable of Trump	7%	(21)	26%	(82)	26%	(82)	19%	(60)	23%	(75)	320
Somewhat Unfavorable of Trump	8%	(18)	19%	(42)	23%	(51)	25%	(56)	25%	(56)	223
Very Unfavorable of Trump	3%	(36)	11%	(112)	25%	(265)	45%	(472)	17%	(175)	1060
#1 Issue: Economy	6%	(54)	16%	(136)	24%	(205)	29%	(247)	23%	(197)	839
#1 Issue: Security	5%	(11)	16%	(41)	18%	(44)	32%	(80)	29%	(72)	248
#1 Issue: Health Care	8%	(33)	14%	(55)	25%	(102)	37%	(147)	15%	(62)	399
#1 Issue: Medicare / Social Security	6%	(16)	9%	(25)	24%	(65)	45%	(124)	17%	(47)	277
#1 Issue: Women's Issues	6%	(6)	13%	(14)	27%	(28)	32%	(34)	22%	(23)	106
#1 Issue: Education	7%	(7)	22%	(23)	21%	(22)	29%	(30)	21%	(22)	104
#1 Issue: Energy	12%	(9)	15%	(11)	24%	(19)	36%	(28)	13%	(10)	76
#1 Issue: Other	6%	(8)	7%	(10)	28%	(42)	30%	(46)	30%	(45)	150
2020 Vote: Joe Biden	6%	(60)	12%	(116)	25%	(250)	43%	(432)	14%	(139)	998
2020 Vote: Donald Trump	8%	(53)	18%	(113)	25%	(157)	25%	(159)	24%	(155)	637
2020 Vote: Other	1%	(1)	13%	(12)	19%	(18)	26%	(25)	41%	(39)	95
2020 Vote: Didn't Vote	7%	(31)	15%	(72)	22%	(102)	26%	(120)	31%	(143)	468
2018 House Vote: Democrat	6%	(43)	12%	(88)	23%	(174)	45%	(337)	14%	(103)	744
2018 House Vote: Republican	8%	(45)	16%	(89)	24%	(132)	29%	(158)	22%	(118)	541
2018 House Vote: Someone else	2%	(1)	13%	(8)	18%	(12)	24%	(15)	43%	(27)	64
2016 Vote: Hillary Clinton	5%	(37)	10%	(70)	24%	(167)	46%	(313)	14%	(96)	684
2016 Vote: Donald Trump	8%	(51)	16%	(103)	24%	(148)	28%	(175)	24%	(152)	628
2016 Vote: Other	2%	(2)	14%	(14)	21%	(21)	28%	(28)	35%	(35)	100
2016 Vote: Didn't Vote	7%	(55)	16%	(128)	24%	(190)	28%	(219)	25%	(194)	786

Continued on next page

Table MCEN2_6: Would you continue to purchase the products or services recommended or created by a celebrity if you found out that he or she did the following?
Participated in large gatherings

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know / No opinion		Total N
Adults	7%	(145)	14%	(315)	24%	(526)	33%	(736)	22%	(478)	2200
Voted in 2014: Yes	6%	(70)	13%	(152)	23%	(270)	39%	(459)	19%	(225)	1177
Voted in 2014: No	7%	(75)	16%	(163)	25%	(256)	27%	(277)	25%	(252)	1023
4-Region: Northeast	8%	(32)	14%	(56)	22%	(87)	40%	(155)	16%	(63)	394
4-Region: Midwest	5%	(22)	17%	(78)	20%	(91)	32%	(150)	26%	(121)	462
4-Region: South	6%	(50)	14%	(112)	26%	(216)	32%	(262)	22%	(184)	824
4-Region: West	8%	(40)	13%	(69)	26%	(134)	32%	(169)	21%	(109)	520
Concerned about COVID	6%	(108)	13%	(239)	26%	(478)	37%	(686)	19%	(346)	1856
Not concerned about COVID	12%	(36)	25%	(76)	16%	(49)	15%	(46)	33%	(101)	307
Unfollowed celeb on social bc politics	11%	(69)	16%	(101)	25%	(157)	37%	(234)	10%	(65)	626
Not unfollowed celeb on social bc politics	5%	(70)	15%	(192)	26%	(329)	33%	(426)	21%	(271)	1289
Unfollowed celeb on social bc too much politics	12%	(65)	18%	(100)	25%	(140)	33%	(181)	12%	(68)	554
Not unfollowed celeb on social bc too much politics	5%	(72)	14%	(192)	26%	(340)	34%	(455)	20%	(273)	1332
Not watched movie/TV show bc cast politics	10%	(61)	14%	(89)	24%	(149)	38%	(237)	14%	(87)	623
Has not not watched movie/TV show bc cast politics	6%	(78)	16%	(210)	26%	(344)	32%	(427)	20%	(268)	1326
Donated/volunteered bc celeb encouraged	14%	(56)	18%	(72)	26%	(102)	35%	(139)	7%	(29)	399
Not donated/volunteered bc celeb encouraged	5%	(78)	14%	(220)	24%	(376)	34%	(527)	22%	(335)	1535
Shared/re-posted celeb social bc agreed	11%	(76)	19%	(126)	25%	(169)	35%	(231)	10%	(65)	667
Not shared/re-posted celeb social bc agreed	5%	(58)	14%	(174)	25%	(323)	34%	(435)	22%	(285)	1275

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

Table MCEN2_7: Would you continue to purchase the products or services recommended or created by a celebrity if you found out that he or she did the following?
Received the COVID-19 vaccine

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know / No opinion		Total N
Adults	27%	(594)	30%	(656)	9%	(202)	8%	(179)	26%	(569)	2200
Gender: Male	30%	(323)	31%	(333)	10%	(101)	10%	(106)	19%	(198)	1062
Gender: Female	24%	(271)	28%	(322)	9%	(101)	6%	(73)	33%	(371)	1138
Age: 18-34	25%	(161)	27%	(178)	9%	(59)	13%	(85)	26%	(172)	655
Age: 35-44	31%	(111)	31%	(111)	11%	(41)	7%	(26)	19%	(68)	358
Age: 45-64	28%	(208)	28%	(211)	9%	(70)	6%	(48)	28%	(213)	751
Age: 65+	26%	(113)	36%	(155)	7%	(32)	5%	(20)	27%	(116)	436
GenZers: 1997-2012	18%	(54)	22%	(67)	9%	(27)	18%	(52)	33%	(100)	299
Millennials: 1981-1996	32%	(204)	30%	(190)	11%	(67)	8%	(52)	19%	(119)	632
GenXers: 1965-1980	26%	(137)	28%	(147)	10%	(54)	8%	(41)	27%	(142)	520
Baby Boomers: 1946-1964	27%	(184)	33%	(230)	8%	(53)	4%	(31)	28%	(196)	693
PID: Dem (no lean)	37%	(324)	31%	(277)	7%	(64)	6%	(54)	18%	(162)	882
PID: Ind (no lean)	19%	(136)	26%	(186)	10%	(71)	9%	(65)	35%	(251)	708
PID: Rep (no lean)	22%	(134)	32%	(193)	11%	(68)	10%	(59)	26%	(156)	610
PID/Gender: Dem Men	42%	(174)	35%	(146)	7%	(28)	6%	(24)	10%	(43)	414
PID/Gender: Dem Women	32%	(150)	28%	(131)	8%	(36)	7%	(31)	26%	(119)	467
PID/Gender: Ind Men	20%	(65)	26%	(86)	11%	(36)	13%	(43)	29%	(95)	325
PID/Gender: Ind Women	18%	(71)	26%	(99)	9%	(34)	6%	(22)	41%	(156)	383
PID/Gender: Rep Men	26%	(84)	31%	(101)	11%	(37)	12%	(39)	19%	(61)	322
PID/Gender: Rep Women	17%	(50)	32%	(92)	11%	(31)	7%	(20)	33%	(96)	288
Ideo: Liberal (1-3)	38%	(252)	32%	(212)	7%	(44)	6%	(40)	17%	(115)	664
Ideo: Moderate (4)	24%	(152)	32%	(203)	9%	(59)	8%	(49)	27%	(168)	631
Ideo: Conservative (5-7)	23%	(147)	30%	(192)	12%	(75)	9%	(60)	27%	(174)	647
Educ: < College	23%	(351)	28%	(417)	10%	(156)	10%	(145)	29%	(443)	1512
Educ: Bachelors degree	33%	(147)	33%	(147)	7%	(32)	5%	(24)	21%	(94)	444
Educ: Post-grad	39%	(96)	38%	(92)	6%	(14)	4%	(10)	13%	(33)	244
Income: Under 50k	23%	(262)	28%	(323)	10%	(115)	10%	(110)	30%	(348)	1158
Income: 50k-100k	29%	(191)	33%	(217)	9%	(61)	7%	(48)	22%	(143)	660
Income: 100k+	37%	(142)	30%	(115)	7%	(26)	5%	(21)	20%	(78)	382
Ethnicity: White	27%	(471)	30%	(511)	9%	(158)	7%	(125)	26%	(456)	1722

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Table MCEN2_7: *Would you continue to purchase the products or services recommended or created by a celebrity if you found out that he or she did the following?*
Received the COVID-19 vaccine

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know / No opinion		Total N
Adults	27%	(594)	30%	(656)	9%	(202)	8%	(179)	26%	(569)	2200
Ethnicity: Hispanic	29%	(100)	26%	(89)	10%	(33)	13%	(46)	23%	(80)	349
Ethnicity: Black	26%	(72)	31%	(85)	7%	(19)	11%	(30)	25%	(69)	274
Ethnicity: Other	25%	(52)	29%	(59)	12%	(25)	12%	(24)	22%	(44)	204
All Christian	30%	(307)	31%	(324)	8%	(86)	7%	(74)	23%	(241)	1031
All Non-Christian	31%	(39)	34%	(43)	14%	(18)	8%	(10)	13%	(16)	127
Atheist	36%	(23)	26%	(17)	9%	(6)	1%	(1)	28%	(18)	65
Agnostic/Nothing in particular	21%	(118)	29%	(160)	9%	(51)	9%	(50)	32%	(175)	555
Something Else	25%	(107)	26%	(111)	10%	(42)	10%	(43)	28%	(119)	422
Religious Non-Protestant/Catholic	29%	(43)	33%	(48)	14%	(21)	7%	(10)	16%	(24)	146
Evangelical	29%	(204)	28%	(199)	11%	(74)	9%	(60)	23%	(162)	700
Non-Evangelical	28%	(201)	31%	(222)	7%	(48)	8%	(55)	26%	(184)	709
Community: Urban	33%	(234)	32%	(229)	9%	(62)	6%	(44)	19%	(136)	705
Community: Suburban	26%	(237)	30%	(273)	9%	(85)	7%	(62)	28%	(260)	917
Community: Rural	21%	(122)	27%	(153)	10%	(56)	13%	(73)	30%	(174)	578
Employ: Private Sector	32%	(209)	29%	(188)	8%	(52)	7%	(48)	24%	(153)	649
Employ: Government	28%	(48)	33%	(56)	14%	(23)	11%	(18)	14%	(24)	169
Employ: Self-Employed	27%	(48)	27%	(48)	13%	(23)	8%	(15)	24%	(43)	177
Employ: Homemaker	19%	(26)	24%	(34)	14%	(19)	7%	(10)	35%	(49)	137
Employ: Student	28%	(35)	31%	(39)	5%	(7)	10%	(13)	26%	(34)	128
Employ: Retired	30%	(133)	34%	(154)	6%	(28)	4%	(17)	26%	(120)	452
Employ: Unemployed	19%	(63)	29%	(97)	11%	(37)	11%	(37)	30%	(100)	335
Employ: Other	21%	(32)	26%	(40)	9%	(13)	14%	(22)	30%	(46)	153
Military HH: Yes	26%	(100)	30%	(118)	11%	(42)	8%	(33)	25%	(98)	392
Military HH: No	27%	(494)	30%	(537)	9%	(160)	8%	(146)	26%	(471)	1808
RD/WT: Right Direction	33%	(166)	30%	(153)	11%	(55)	8%	(42)	17%	(88)	504
RD/WT: Wrong Track	25%	(428)	30%	(503)	9%	(147)	8%	(137)	28%	(481)	1696
Trump Job Approve	21%	(169)	28%	(227)	12%	(100)	11%	(88)	27%	(216)	799
Trump Job Disapprove	32%	(413)	32%	(414)	7%	(91)	6%	(74)	22%	(286)	1277

Continued on next page

Table MCEN2_7: Would you continue to purchase the products or services recommended or created by a celebrity if you found out that he or she did the following?
Received the COVID-19 vaccine

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know / No opinion		Total N
Adults	27%	(594)	30%	(656)	9%	(202)	8%	(179)	26%	(569)	2200
Trump Job Strongly Approve	25%	(115)	22%	(103)	13%	(60)	13%	(59)	27%	(122)	459
Trump Job Somewhat Approve	16%	(53)	37%	(124)	12%	(40)	8%	(29)	28%	(94)	340
Trump Job Somewhat Disapprove	26%	(65)	34%	(88)	9%	(23)	8%	(20)	24%	(60)	256
Trump Job Strongly Disapprove	34%	(348)	32%	(326)	7%	(68)	5%	(54)	22%	(226)	1022
Favorable of Trump	22%	(174)	27%	(217)	13%	(102)	10%	(82)	28%	(228)	804
Unfavorable of Trump	32%	(404)	33%	(418)	7%	(93)	6%	(77)	23%	(291)	1283
Very Favorable of Trump	25%	(120)	22%	(106)	13%	(62)	12%	(59)	28%	(137)	484
Somewhat Favorable of Trump	17%	(55)	35%	(111)	12%	(40)	7%	(23)	29%	(91)	320
Somewhat Unfavorable of Trump	25%	(55)	33%	(73)	9%	(19)	5%	(12)	29%	(64)	223
Very Unfavorable of Trump	33%	(349)	33%	(345)	7%	(73)	6%	(65)	21%	(228)	1060
#1 Issue: Economy	26%	(215)	30%	(253)	10%	(82)	8%	(70)	26%	(218)	839
#1 Issue: Security	20%	(51)	30%	(74)	11%	(27)	10%	(24)	29%	(72)	248
#1 Issue: Health Care	30%	(120)	34%	(134)	10%	(38)	6%	(25)	20%	(82)	399
#1 Issue: Medicare / Social Security	33%	(92)	29%	(80)	9%	(24)	4%	(10)	26%	(72)	277
#1 Issue: Women's Issues	29%	(31)	31%	(33)	6%	(7)	8%	(9)	25%	(27)	106
#1 Issue: Education	26%	(27)	25%	(26)	11%	(12)	18%	(18)	20%	(21)	104
#1 Issue: Energy	29%	(22)	28%	(22)	8%	(6)	18%	(14)	17%	(13)	76
#1 Issue: Other	24%	(36)	23%	(34)	5%	(7)	5%	(8)	43%	(64)	150
2020 Vote: Joe Biden	37%	(374)	32%	(319)	7%	(65)	5%	(53)	19%	(187)	998
2020 Vote: Donald Trump	20%	(125)	30%	(188)	12%	(78)	10%	(61)	29%	(185)	637
2020 Vote: Other	10%	(9)	31%	(29)	12%	(11)	10%	(9)	38%	(36)	95
2020 Vote: Didn't Vote	18%	(86)	25%	(118)	10%	(49)	12%	(56)	34%	(159)	468
2018 House Vote: Democrat	38%	(280)	35%	(260)	5%	(37)	6%	(41)	17%	(126)	744
2018 House Vote: Republican	23%	(125)	31%	(167)	11%	(61)	9%	(50)	25%	(138)	541
2018 House Vote: Someone else	10%	(6)	24%	(15)	15%	(10)	7%	(4)	44%	(28)	64
2016 Vote: Hillary Clinton	37%	(254)	35%	(241)	5%	(33)	5%	(34)	18%	(122)	684
2016 Vote: Donald Trump	22%	(140)	29%	(181)	11%	(72)	10%	(61)	28%	(174)	628
2016 Vote: Other	20%	(20)	33%	(33)	9%	(9)	10%	(10)	28%	(28)	100
2016 Vote: Didn't Vote	23%	(179)	25%	(200)	11%	(88)	9%	(73)	31%	(245)	786

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Table MCEN2_7: Would you continue to purchase the products or services recommended or created by a celebrity if you found out that he or she did the following?
Received the COVID-19 vaccine

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know / No opinion		Total N
Adults	27%	(594)	30%	(656)	9%	(202)	8%	(179)	26%	(569)	2200
Voted in 2014: Yes	30%	(352)	32%	(378)	8%	(98)	7%	(86)	22%	(264)	1177
Voted in 2014: No	24%	(242)	27%	(278)	10%	(104)	9%	(93)	30%	(305)	1023
4-Region: Northeast	34%	(133)	29%	(113)	10%	(39)	8%	(30)	20%	(78)	394
4-Region: Midwest	24%	(109)	30%	(139)	10%	(44)	7%	(31)	30%	(140)	462
4-Region: South	24%	(198)	31%	(253)	8%	(67)	11%	(88)	26%	(218)	824
4-Region: West	30%	(154)	29%	(150)	10%	(52)	6%	(31)	26%	(133)	520
Concerned about COVID	29%	(547)	32%	(590)	9%	(158)	7%	(125)	23%	(436)	1856
Not concerned about COVID	15%	(47)	20%	(62)	14%	(44)	16%	(50)	34%	(103)	307
Unfollowed celeb on social bc politics	36%	(222)	29%	(181)	9%	(57)	10%	(64)	16%	(102)	626
Not unfollowed celeb on social bc politics	26%	(337)	32%	(406)	10%	(128)	7%	(89)	26%	(329)	1289
Unfollowed celeb on social bc too much politics	32%	(177)	31%	(170)	10%	(55)	10%	(58)	17%	(95)	554
Not unfollowed celeb on social bc too much politics	28%	(370)	31%	(413)	10%	(127)	7%	(92)	25%	(329)	1332
Not watched movie/TV show bc cast politics	33%	(205)	31%	(194)	10%	(62)	9%	(54)	17%	(109)	623
Has not not watched movie/TV show bc cast politics	27%	(358)	31%	(408)	9%	(125)	8%	(104)	25%	(331)	1326
Donated/volunteered bc celeb encouraged	46%	(185)	33%	(133)	7%	(29)	6%	(23)	7%	(28)	399
Not donated/volunteered bc celeb encouraged	24%	(364)	31%	(476)	10%	(157)	8%	(127)	27%	(412)	1535
Shared/re-posted celeb social bc agreed	41%	(277)	31%	(207)	9%	(59)	5%	(34)	14%	(91)	667
Not shared/re-posted celeb social bc agreed	23%	(288)	31%	(396)	10%	(125)	9%	(118)	27%	(347)	1275

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

Table MCEN2_8: Would you continue to purchase the products or services recommended or created by a celebrity if you found out that he or she did the following?
Refused to receive the COVID-19 vaccine

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know / No opinion		Total N
Adults	9%	(202)	17%	(363)	20%	(448)	25%	(552)	29%	(635)	2200
Gender: Male	10%	(102)	18%	(189)	22%	(236)	28%	(294)	23%	(241)	1062
Gender: Female	9%	(100)	15%	(175)	19%	(212)	23%	(258)	35%	(394)	1138
Age: 18-34	12%	(77)	19%	(122)	19%	(126)	22%	(147)	28%	(184)	655
Age: 35-44	14%	(51)	21%	(74)	20%	(70)	22%	(79)	23%	(83)	358
Age: 45-64	9%	(64)	16%	(117)	20%	(148)	24%	(184)	32%	(238)	751
Age: 65+	2%	(10)	12%	(50)	24%	(104)	33%	(142)	30%	(130)	436
GenZers: 1997-2012	8%	(25)	15%	(44)	19%	(55)	22%	(67)	36%	(108)	299
Millennials: 1981-1996	15%	(97)	20%	(129)	20%	(126)	23%	(147)	21%	(133)	632
GenXers: 1965-1980	8%	(44)	19%	(100)	18%	(96)	22%	(117)	32%	(164)	520
Baby Boomers: 1946-1964	5%	(37)	12%	(85)	22%	(155)	29%	(198)	31%	(217)	693
PID: Dem (no lean)	8%	(74)	15%	(130)	24%	(212)	32%	(284)	21%	(182)	882
PID: Ind (no lean)	9%	(61)	16%	(113)	17%	(119)	20%	(140)	39%	(274)	708
PID: Rep (no lean)	11%	(67)	20%	(119)	19%	(117)	21%	(128)	29%	(179)	610
PID/Gender: Dem Men	11%	(44)	16%	(67)	24%	(101)	37%	(151)	12%	(51)	414
PID/Gender: Dem Women	6%	(30)	13%	(63)	24%	(110)	28%	(132)	28%	(131)	467
PID/Gender: Ind Men	5%	(17)	16%	(53)	22%	(70)	21%	(68)	36%	(117)	325
PID/Gender: Ind Women	12%	(44)	16%	(60)	13%	(50)	19%	(71)	41%	(158)	383
PID/Gender: Rep Men	13%	(42)	21%	(68)	20%	(65)	23%	(74)	23%	(74)	322
PID/Gender: Rep Women	9%	(26)	18%	(52)	18%	(52)	19%	(54)	36%	(105)	288
Ideo: Liberal (1-3)	8%	(56)	16%	(105)	24%	(161)	32%	(213)	19%	(129)	664
Ideo: Moderate (4)	8%	(48)	17%	(108)	19%	(118)	26%	(161)	31%	(196)	631
Ideo: Conservative (5-7)	11%	(73)	17%	(109)	20%	(132)	22%	(139)	30%	(194)	647
Educ: < College	9%	(133)	16%	(244)	20%	(299)	23%	(354)	32%	(482)	1512
Educ: Bachelors degree	8%	(37)	16%	(71)	21%	(93)	29%	(127)	26%	(115)	444
Educ: Post-grad	13%	(32)	20%	(48)	23%	(57)	29%	(70)	16%	(38)	244
Income: Under 50k	9%	(107)	16%	(187)	20%	(227)	22%	(250)	33%	(387)	1158
Income: 50k-100k	9%	(62)	16%	(108)	22%	(148)	28%	(186)	24%	(156)	660
Income: 100k+	9%	(34)	18%	(68)	19%	(73)	30%	(116)	24%	(91)	382
Ethnicity: White	9%	(154)	16%	(283)	21%	(358)	25%	(437)	28%	(490)	1722

Continued on next page

Table MCEN2_8: *Would you continue to purchase the products or services recommended or created by a celebrity if you found out that he or she did the following?*
Refused to receive the COVID-19 vaccine

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know / No opinion		Total N
Adults	9%	(202)	17%	(363)	20%	(448)	25%	(552)	29%	(635)	2200
Ethnicity: Hispanic	11%	(38)	20%	(68)	19%	(67)	20%	(71)	30%	(105)	349
Ethnicity: Black	9%	(25)	18%	(51)	18%	(50)	25%	(69)	29%	(80)	274
Ethnicity: Other	11%	(23)	15%	(30)	20%	(41)	23%	(46)	32%	(65)	204
All Christian	9%	(95)	17%	(171)	20%	(209)	27%	(283)	26%	(273)	1031
All Non-Christian	8%	(10)	13%	(17)	23%	(30)	37%	(46)	19%	(25)	127
Atheist	9%	(6)	6%	(4)	20%	(13)	30%	(19)	35%	(22)	65
Agnostic/Nothing in particular	8%	(43)	16%	(89)	20%	(109)	21%	(118)	35%	(195)	555
Something Else	11%	(48)	20%	(83)	21%	(87)	20%	(85)	28%	(119)	422
Religious Non-Protestant/Catholic	8%	(12)	14%	(21)	23%	(34)	33%	(48)	21%	(31)	146
Evangelical	12%	(87)	20%	(142)	18%	(125)	24%	(165)	26%	(181)	700
Non-Evangelical	7%	(52)	14%	(96)	23%	(165)	28%	(198)	28%	(198)	709
Community: Urban	13%	(92)	22%	(152)	18%	(130)	26%	(183)	21%	(148)	705
Community: Suburban	6%	(56)	14%	(127)	23%	(208)	27%	(246)	30%	(280)	917
Community: Rural	9%	(53)	15%	(85)	19%	(111)	21%	(122)	36%	(207)	578
Employ: Private Sector	9%	(61)	17%	(114)	19%	(126)	27%	(175)	27%	(174)	649
Employ: Government	14%	(24)	24%	(40)	20%	(34)	24%	(40)	18%	(31)	169
Employ: Self-Employed	13%	(24)	23%	(41)	17%	(30)	23%	(41)	23%	(42)	177
Employ: Homemaker	10%	(14)	21%	(29)	17%	(23)	15%	(21)	37%	(51)	137
Employ: Student	5%	(6)	14%	(18)	19%	(24)	32%	(40)	31%	(39)	128
Employ: Retired	5%	(25)	11%	(50)	23%	(104)	31%	(139)	30%	(135)	452
Employ: Unemployed	11%	(38)	12%	(41)	22%	(75)	18%	(62)	35%	(119)	335
Employ: Other	7%	(11)	20%	(30)	22%	(33)	22%	(34)	29%	(45)	153
Military HH: Yes	10%	(38)	17%	(67)	25%	(97)	23%	(91)	25%	(99)	392
Military HH: No	9%	(165)	16%	(296)	19%	(351)	25%	(460)	30%	(536)	1808
RD/WT: Right Direction	12%	(61)	22%	(113)	20%	(101)	25%	(125)	21%	(105)	504
RD/WT: Wrong Track	8%	(141)	15%	(251)	20%	(347)	25%	(427)	31%	(530)	1696
Trump Job Approve	14%	(109)	20%	(161)	18%	(142)	18%	(146)	30%	(242)	799
Trump Job Disapprove	6%	(82)	15%	(192)	23%	(295)	31%	(392)	25%	(317)	1277

Continued on next page

Table MCEN2_8: Would you continue to purchase the products or services recommended or created by a celebrity if you found out that he or she did the following?
Refused to receive the COVID-19 vaccine

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know / No opinion		Total N
Adults	9%	(202)	17%	(363)	20%	(448)	25%	(552)	29%	(635)	2200
Trump Job Strongly Approve	15%	(71)	17%	(80)	15%	(70)	21%	(96)	31%	(141)	459
Trump Job Somewhat Approve	11%	(38)	24%	(81)	21%	(72)	15%	(50)	29%	(100)	340
Trump Job Somewhat Disapprove	9%	(22)	17%	(44)	25%	(65)	25%	(63)	24%	(62)	256
Trump Job Strongly Disapprove	6%	(60)	14%	(148)	23%	(230)	32%	(329)	25%	(255)	1022
Favorable of Trump	13%	(108)	19%	(156)	18%	(144)	18%	(147)	31%	(248)	804
Unfavorable of Trump	7%	(85)	15%	(198)	23%	(293)	30%	(381)	25%	(326)	1283
Very Favorable of Trump	16%	(76)	16%	(77)	18%	(87)	20%	(94)	31%	(149)	484
Somewhat Favorable of Trump	10%	(32)	25%	(79)	18%	(57)	16%	(53)	31%	(99)	320
Somewhat Unfavorable of Trump	9%	(21)	18%	(41)	22%	(48)	21%	(47)	29%	(65)	223
Very Unfavorable of Trump	6%	(64)	15%	(157)	23%	(245)	32%	(334)	25%	(261)	1060
#1 Issue: Economy	11%	(96)	16%	(138)	22%	(181)	21%	(176)	29%	(248)	839
#1 Issue: Security	10%	(25)	16%	(39)	15%	(37)	28%	(69)	32%	(79)	248
#1 Issue: Health Care	7%	(28)	20%	(78)	21%	(84)	28%	(111)	25%	(98)	399
#1 Issue: Medicare / Social Security	7%	(19)	14%	(39)	22%	(60)	31%	(87)	26%	(72)	277
#1 Issue: Women's Issues	6%	(6)	11%	(12)	25%	(27)	31%	(32)	27%	(29)	106
#1 Issue: Education	18%	(18)	21%	(22)	16%	(17)	27%	(28)	18%	(19)	104
#1 Issue: Energy	6%	(5)	12%	(9)	23%	(17)	33%	(25)	27%	(21)	76
#1 Issue: Other	3%	(4)	18%	(27)	17%	(25)	16%	(24)	47%	(70)	150
2020 Vote: Joe Biden	8%	(81)	15%	(149)	23%	(226)	33%	(326)	22%	(216)	998
2020 Vote: Donald Trump	12%	(74)	19%	(124)	18%	(114)	19%	(122)	32%	(203)	637
2020 Vote: Other	1%	(1)	18%	(17)	15%	(14)	23%	(22)	43%	(41)	95
2020 Vote: Didn't Vote	10%	(46)	15%	(71)	20%	(94)	17%	(82)	37%	(174)	468
2018 House Vote: Democrat	9%	(66)	16%	(117)	21%	(156)	35%	(261)	19%	(144)	744
2018 House Vote: Republican	9%	(51)	18%	(99)	21%	(111)	24%	(131)	28%	(150)	541
2018 House Vote: Someone else	2%	(1)	14%	(9)	17%	(11)	20%	(13)	47%	(30)	64
2016 Vote: Hillary Clinton	8%	(51)	15%	(101)	22%	(151)	36%	(244)	20%	(137)	684
2016 Vote: Donald Trump	11%	(67)	18%	(114)	18%	(115)	22%	(141)	31%	(192)	628
2016 Vote: Other	6%	(6)	17%	(17)	19%	(19)	16%	(16)	42%	(42)	100
2016 Vote: Didn't Vote	10%	(77)	17%	(131)	21%	(162)	19%	(150)	34%	(265)	786

Continued on next page

Table MCEN2_8: *Would you continue to purchase the products or services recommended or created by a celebrity if you found out that he or she did the following?*
Refused to receive the COVID-19 vaccine

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know / No opinion		Total N
Adults	9%	(202)	17%	(363)	20%	(448)	25%	(552)	29%	(635)	2200
Voted in 2014: Yes	8%	(93)	16%	(193)	21%	(245)	31%	(362)	24%	(283)	1177
Voted in 2014: No	11%	(109)	17%	(170)	20%	(203)	19%	(190)	34%	(351)	1023
4-Region: Northeast	10%	(38)	16%	(65)	22%	(87)	28%	(111)	24%	(93)	394
4-Region: Midwest	9%	(40)	16%	(75)	21%	(96)	24%	(109)	31%	(142)	462
4-Region: South	11%	(87)	16%	(132)	20%	(162)	24%	(195)	30%	(248)	824
4-Region: West	7%	(37)	18%	(92)	20%	(103)	26%	(136)	29%	(152)	520
Concerned about COVID	8%	(146)	16%	(292)	21%	(397)	28%	(514)	27%	(507)	1856
Not concerned about COVID	17%	(52)	23%	(70)	16%	(50)	11%	(35)	33%	(101)	307
Unfollowed celeb on social bc politics	13%	(80)	17%	(108)	22%	(136)	30%	(188)	18%	(113)	626
Not unfollowed celeb on social bc politics	8%	(109)	18%	(229)	21%	(276)	24%	(310)	28%	(366)	1289
Unfollowed celeb on social bc too much politics	12%	(69)	21%	(115)	22%	(121)	26%	(142)	19%	(106)	554
Not unfollowed celeb on social bc too much politics	8%	(107)	17%	(223)	22%	(287)	26%	(345)	28%	(369)	1332
Not watched movie/TV show bc cast politics	12%	(75)	18%	(113)	21%	(129)	30%	(189)	19%	(117)	623
Has not not watched movie/TV show bc cast politics	8%	(112)	18%	(234)	21%	(285)	24%	(318)	28%	(378)	1326
Donated/volunteered bc celeb encouraged	14%	(55)	19%	(77)	24%	(95)	31%	(125)	12%	(47)	399
Not donated/volunteered bc celeb encouraged	8%	(126)	18%	(269)	21%	(319)	24%	(367)	30%	(453)	1535
Shared/re-posted celeb social bc agreed	14%	(94)	21%	(138)	21%	(141)	28%	(187)	16%	(107)	667
Not shared/re-posted celeb social bc agreed	7%	(91)	17%	(211)	21%	(271)	25%	(316)	30%	(385)	1275

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

Table MCEN2_9: Would you continue to purchase the products or services recommended or created by a celebrity if you found out that he or she did the following?
Encouraged others to be vaccinated

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know / No opinion		Total N
Adults	29%	(628)	30%	(651)	11%	(233)	7%	(150)	24%	(539)	2200
Gender: Male	30%	(324)	34%	(357)	10%	(109)	7%	(75)	19%	(197)	1062
Gender: Female	27%	(305)	26%	(294)	11%	(124)	7%	(75)	30%	(341)	1138
Age: 18-34	25%	(161)	27%	(176)	14%	(89)	10%	(65)	25%	(164)	655
Age: 35-44	33%	(119)	31%	(111)	10%	(37)	7%	(25)	18%	(65)	358
Age: 45-64	30%	(227)	28%	(207)	10%	(74)	5%	(41)	27%	(202)	751
Age: 65+	28%	(121)	36%	(156)	8%	(33)	4%	(18)	25%	(108)	436
GenZers: 1997-2012	19%	(56)	23%	(70)	12%	(36)	14%	(42)	32%	(96)	299
Millennials: 1981-1996	33%	(210)	29%	(185)	13%	(82)	7%	(42)	18%	(113)	632
GenXers: 1965-1980	26%	(136)	29%	(149)	11%	(58)	7%	(35)	27%	(142)	520
Baby Boomers: 1946-1964	30%	(205)	33%	(229)	8%	(54)	4%	(30)	25%	(175)	693
PID: Dem (no lean)	39%	(346)	32%	(278)	8%	(73)	4%	(39)	16%	(144)	882
PID: Ind (no lean)	19%	(138)	27%	(188)	12%	(86)	7%	(50)	35%	(247)	708
PID: Rep (no lean)	24%	(144)	30%	(184)	12%	(73)	10%	(61)	24%	(148)	610
PID/Gender: Dem Men	42%	(176)	36%	(149)	8%	(32)	3%	(14)	10%	(43)	414
PID/Gender: Dem Women	37%	(171)	28%	(129)	9%	(41)	5%	(26)	22%	(101)	467
PID/Gender: Ind Men	20%	(65)	30%	(98)	12%	(40)	8%	(25)	30%	(98)	325
PID/Gender: Ind Women	19%	(73)	24%	(90)	12%	(47)	6%	(24)	39%	(149)	383
PID/Gender: Rep Men	26%	(83)	34%	(110)	11%	(37)	11%	(36)	18%	(57)	322
PID/Gender: Rep Women	21%	(61)	26%	(74)	13%	(36)	9%	(25)	32%	(91)	288
Ideo: Liberal (1-3)	39%	(261)	33%	(221)	7%	(47)	4%	(28)	16%	(107)	664
Ideo: Moderate (4)	27%	(171)	31%	(195)	10%	(66)	6%	(41)	25%	(158)	631
Ideo: Conservative (5-7)	24%	(156)	28%	(183)	14%	(91)	9%	(56)	25%	(161)	647
Educ: < College	25%	(378)	27%	(409)	12%	(185)	8%	(122)	28%	(417)	1512
Educ: Bachelors degree	34%	(151)	34%	(150)	7%	(33)	4%	(19)	20%	(90)	444
Educ: Post-grad	41%	(99)	37%	(91)	6%	(14)	4%	(9)	13%	(31)	244
Income: Under 50k	23%	(272)	27%	(310)	12%	(135)	9%	(100)	30%	(342)	1158
Income: 50k-100k	32%	(213)	32%	(214)	11%	(72)	5%	(33)	19%	(128)	660
Income: 100k+	38%	(144)	33%	(127)	7%	(26)	4%	(17)	18%	(69)	382
Ethnicity: White	29%	(496)	29%	(502)	11%	(183)	7%	(115)	25%	(425)	1722

Continued on next page

Table MCEN2_9: *Would you continue to purchase the products or services recommended or created by a celebrity if you found out that he or she did the following?*
Encouraged others to be vaccinated

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know / No opinion		Total N
Adults	29%	(628)	30%	(651)	11%	(233)	7%	(150)	24%	(539)	2200
Ethnicity: Hispanic	33%	(116)	26%	(91)	9%	(31)	11%	(38)	21%	(75)	349
Ethnicity: Black	28%	(76)	34%	(93)	11%	(30)	6%	(15)	22%	(60)	274
Ethnicity: Other	27%	(56)	27%	(55)	10%	(20)	10%	(20)	26%	(53)	204
All Christian	32%	(330)	32%	(330)	8%	(85)	6%	(61)	22%	(225)	1031
All Non-Christian	33%	(42)	29%	(37)	16%	(20)	9%	(12)	13%	(16)	127
Atheist	38%	(25)	22%	(14)	10%	(6)	2%	(1)	29%	(19)	65
Agnostic/Nothing in particular	22%	(124)	28%	(154)	11%	(61)	7%	(39)	32%	(176)	555
Something Else	26%	(108)	27%	(115)	14%	(60)	9%	(36)	24%	(102)	422
Religious Non-Protestant/Catholic	31%	(46)	28%	(41)	17%	(24)	8%	(12)	16%	(24)	146
Evangelical	32%	(226)	28%	(193)	12%	(82)	6%	(41)	23%	(158)	700
Non-Evangelical	29%	(203)	33%	(236)	8%	(57)	8%	(54)	22%	(158)	709
Community: Urban	34%	(238)	33%	(230)	10%	(72)	5%	(37)	18%	(127)	705
Community: Suburban	28%	(254)	29%	(263)	11%	(97)	6%	(54)	27%	(249)	917
Community: Rural	24%	(136)	27%	(158)	11%	(63)	10%	(58)	28%	(163)	578
Employ: Private Sector	34%	(219)	30%	(192)	10%	(63)	5%	(35)	22%	(141)	649
Employ: Government	33%	(56)	34%	(57)	14%	(23)	5%	(8)	15%	(25)	169
Employ: Self-Employed	23%	(41)	30%	(53)	13%	(23)	13%	(23)	21%	(36)	177
Employ: Homemaker	21%	(29)	25%	(35)	16%	(22)	7%	(9)	30%	(42)	137
Employ: Student	28%	(36)	29%	(37)	9%	(11)	9%	(11)	25%	(32)	128
Employ: Retired	31%	(141)	34%	(154)	7%	(32)	4%	(19)	24%	(107)	452
Employ: Unemployed	24%	(81)	24%	(80)	12%	(41)	7%	(25)	32%	(108)	335
Employ: Other	17%	(26)	28%	(43)	12%	(18)	13%	(20)	31%	(47)	153
Military HH: Yes	27%	(107)	30%	(118)	12%	(47)	8%	(30)	23%	(91)	392
Military HH: No	29%	(522)	29%	(533)	10%	(186)	7%	(120)	25%	(448)	1808
RD/WT: Right Direction	36%	(180)	31%	(159)	9%	(44)	6%	(31)	18%	(89)	504
RD/WT: Wrong Track	26%	(448)	29%	(492)	11%	(189)	7%	(118)	26%	(449)	1696
Trump Job Approve	21%	(172)	29%	(228)	13%	(106)	11%	(89)	26%	(205)	799
Trump Job Disapprove	35%	(443)	32%	(409)	9%	(120)	4%	(45)	20%	(261)	1277

Continued on next page

Table MCEN2_9: Would you continue to purchase the products or services recommended or created by a celebrity if you found out that he or she did the following?
Encouraged others to be vaccinated

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know / No opinion		Total N
Adults	29%	(628)	30%	(651)	11%	(233)	7%	(150)	24%	(539)	2200
Trump Job Strongly Approve	24%	(110)	23%	(105)	13%	(59)	14%	(65)	26%	(120)	459
Trump Job Somewhat Approve	18%	(62)	36%	(123)	14%	(47)	7%	(24)	25%	(85)	340
Trump Job Somewhat Disapprove	24%	(61)	32%	(82)	19%	(49)	4%	(11)	21%	(53)	256
Trump Job Strongly Disapprove	37%	(382)	32%	(327)	7%	(71)	3%	(34)	20%	(207)	1022
Favorable of Trump	21%	(171)	28%	(222)	13%	(108)	10%	(83)	27%	(219)	804
Unfavorable of Trump	34%	(439)	32%	(413)	9%	(113)	4%	(51)	21%	(267)	1283
Very Favorable of Trump	23%	(111)	22%	(108)	14%	(66)	13%	(63)	28%	(135)	484
Somewhat Favorable of Trump	19%	(60)	36%	(115)	13%	(41)	6%	(20)	26%	(84)	320
Somewhat Unfavorable of Trump	23%	(50)	34%	(75)	14%	(31)	4%	(9)	26%	(57)	223
Very Unfavorable of Trump	37%	(389)	32%	(337)	8%	(82)	4%	(42)	20%	(211)	1060
#1 Issue: Economy	26%	(220)	29%	(243)	11%	(95)	7%	(61)	26%	(220)	839
#1 Issue: Security	21%	(53)	27%	(67)	10%	(24)	11%	(28)	31%	(76)	248
#1 Issue: Health Care	34%	(136)	37%	(147)	9%	(35)	4%	(15)	17%	(66)	399
#1 Issue: Medicare / Social Security	32%	(90)	28%	(78)	13%	(37)	3%	(9)	23%	(63)	277
#1 Issue: Women's Issues	29%	(31)	30%	(32)	10%	(11)	10%	(11)	20%	(22)	106
#1 Issue: Education	29%	(30)	19%	(20)	17%	(18)	13%	(14)	21%	(22)	104
#1 Issue: Energy	39%	(30)	31%	(24)	5%	(4)	4%	(3)	22%	(17)	76
#1 Issue: Other	26%	(39)	27%	(40)	6%	(9)	6%	(9)	35%	(52)	150
2020 Vote: Joe Biden	40%	(404)	32%	(324)	8%	(75)	3%	(33)	16%	(161)	998
2020 Vote: Donald Trump	20%	(126)	30%	(189)	13%	(83)	10%	(63)	28%	(176)	637
2020 Vote: Other	12%	(11)	27%	(26)	15%	(15)	6%	(5)	40%	(38)	95
2020 Vote: Didn't Vote	19%	(87)	23%	(109)	13%	(60)	10%	(49)	35%	(162)	468
2018 House Vote: Democrat	41%	(303)	35%	(262)	6%	(45)	3%	(25)	15%	(109)	744
2018 House Vote: Republican	24%	(129)	30%	(163)	12%	(66)	10%	(52)	24%	(132)	541
2018 House Vote: Someone else	14%	(9)	22%	(14)	12%	(8)	6%	(4)	46%	(29)	64
2016 Vote: Hillary Clinton	43%	(294)	33%	(226)	5%	(35)	3%	(21)	16%	(107)	684
2016 Vote: Donald Trump	22%	(139)	28%	(179)	14%	(88)	9%	(56)	27%	(167)	628
2016 Vote: Other	18%	(18)	26%	(26)	11%	(11)	14%	(14)	31%	(31)	100
2016 Vote: Didn't Vote	22%	(177)	28%	(218)	13%	(98)	7%	(59)	30%	(234)	786

Continued on next page

Table MCEN2_9: Would you continue to purchase the products or services recommended or created by a celebrity if you found out that he or she did the following?
Encouraged others to be vaccinated

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know / No opinion		Total N
Adults	29%	(628)	30%	(651)	11%	(233)	7%	(150)	24%	(539)	2200
Voted in 2014: Yes	32%	(382)	32%	(372)	9%	(105)	6%	(75)	21%	(243)	1177
Voted in 2014: No	24%	(247)	27%	(278)	13%	(128)	7%	(74)	29%	(296)	1023
4-Region: Northeast	38%	(150)	30%	(118)	8%	(33)	5%	(19)	19%	(73)	394
4-Region: Midwest	22%	(102)	32%	(149)	12%	(54)	5%	(24)	29%	(133)	462
4-Region: South	27%	(223)	28%	(234)	11%	(87)	8%	(69)	26%	(211)	824
4-Region: West	29%	(153)	29%	(149)	11%	(59)	7%	(37)	23%	(122)	520
Concerned about COVID	31%	(584)	31%	(583)	9%	(175)	5%	(94)	23%	(420)	1856
Not concerned about COVID	13%	(41)	22%	(67)	18%	(56)	17%	(52)	30%	(91)	307
Unfollowed celeb on social bc politics	37%	(232)	28%	(178)	12%	(74)	8%	(50)	15%	(92)	626
Not unfollowed celeb on social bc politics	27%	(353)	31%	(399)	11%	(146)	6%	(79)	24%	(313)	1289
Unfollowed celeb on social bc too much politics	33%	(185)	30%	(165)	13%	(72)	8%	(46)	16%	(86)	554
Not unfollowed celeb on social bc too much politics	29%	(392)	30%	(400)	11%	(146)	6%	(80)	24%	(314)	1332
Not watched movie/TV show bc cast politics	32%	(201)	31%	(195)	11%	(69)	10%	(60)	16%	(98)	623
Has not not watched movie/TV show bc cast politics	29%	(381)	30%	(403)	12%	(154)	6%	(74)	24%	(314)	1326
Donated/volunteered bc celeb encouraged	49%	(195)	32%	(129)	8%	(34)	3%	(13)	7%	(27)	399
Not donated/volunteered bc celeb encouraged	25%	(385)	30%	(462)	12%	(182)	8%	(118)	25%	(388)	1535
Shared/re-posted celeb social bc agreed	43%	(284)	32%	(211)	10%	(66)	5%	(36)	11%	(70)	667
Not shared/re-posted celeb social bc agreed	24%	(311)	30%	(381)	12%	(151)	8%	(97)	26%	(336)	1275

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

Table MCEN3_1: *Would you still be a fan of your favorite celebrity if you found out that he or she did the following?*
Wore a mask while out in public

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know / No opinion		Total N
Adults	50%	(1111)	30%	(654)	4%	(83)	2%	(50)	14%	(302)	2200
Gender: Male	50%	(531)	31%	(328)	4%	(41)	3%	(28)	13%	(134)	1062
Gender: Female	51%	(580)	29%	(325)	4%	(43)	2%	(22)	15%	(168)	1138
Age: 18-34	51%	(336)	28%	(182)	5%	(31)	3%	(19)	13%	(88)	655
Age: 35-44	54%	(193)	28%	(100)	5%	(16)	2%	(9)	11%	(39)	358
Age: 45-64	51%	(383)	29%	(221)	4%	(27)	1%	(11)	15%	(109)	751
Age: 65+	46%	(199)	34%	(150)	2%	(10)	3%	(12)	15%	(65)	436
GenZers: 1997-2012	52%	(156)	23%	(70)	4%	(11)	3%	(10)	18%	(53)	299
Millennials: 1981-1996	53%	(332)	30%	(187)	5%	(34)	2%	(16)	10%	(63)	632
GenXers: 1965-1980	49%	(257)	30%	(154)	4%	(19)	2%	(8)	16%	(83)	520
Baby Boomers: 1946-1964	48%	(334)	33%	(229)	3%	(19)	2%	(14)	14%	(96)	693
PID: Dem (no lean)	65%	(575)	25%	(223)	3%	(24)	1%	(9)	6%	(51)	882
PID: Ind (no lean)	40%	(281)	32%	(229)	4%	(29)	2%	(15)	22%	(153)	708
PID: Rep (no lean)	42%	(255)	33%	(201)	5%	(30)	4%	(26)	16%	(98)	610
PID/Gender: Dem Men	65%	(270)	27%	(112)	3%	(11)	1%	(4)	4%	(17)	414
PID/Gender: Dem Women	65%	(305)	24%	(111)	3%	(13)	1%	(5)	7%	(33)	467
PID/Gender: Ind Men	39%	(128)	33%	(109)	3%	(10)	2%	(6)	22%	(72)	325
PID/Gender: Ind Women	40%	(153)	31%	(120)	5%	(19)	2%	(9)	21%	(82)	383
PID/Gender: Rep Men	41%	(132)	33%	(108)	6%	(20)	6%	(18)	14%	(45)	322
PID/Gender: Rep Women	43%	(123)	33%	(94)	4%	(10)	3%	(8)	19%	(53)	288
Ideo: Liberal (1-3)	66%	(437)	23%	(155)	4%	(25)	1%	(7)	6%	(39)	664
Ideo: Moderate (4)	48%	(305)	35%	(219)	3%	(20)	2%	(14)	12%	(74)	631
Ideo: Conservative (5-7)	42%	(269)	34%	(218)	4%	(26)	4%	(26)	17%	(108)	647
Educ: < College	49%	(739)	30%	(449)	4%	(55)	2%	(38)	15%	(232)	1512
Educ: Bachelors degree	53%	(237)	29%	(128)	4%	(18)	2%	(7)	12%	(54)	444
Educ: Post-grad	55%	(135)	31%	(77)	4%	(10)	2%	(5)	7%	(17)	244
Income: Under 50k	49%	(568)	28%	(329)	4%	(46)	2%	(28)	16%	(185)	1158
Income: 50k-100k	51%	(338)	32%	(212)	4%	(26)	3%	(17)	10%	(67)	660
Income: 100k+	53%	(204)	29%	(113)	3%	(11)	1%	(5)	13%	(50)	382
Ethnicity: White	50%	(855)	31%	(532)	4%	(61)	2%	(40)	14%	(234)	1722
Ethnicity: Hispanic	55%	(191)	26%	(90)	4%	(16)	2%	(7)	13%	(46)	349

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Table MCEN3_1: *Would you still be a fan of your favorite celebrity if you found out that he or she did the following?*
Wore a mask while out in public

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know / No opinion		Total N
Adults	50%	(1111)	30%	(654)	4%	(83)	2%	(50)	14%	(302)	2200
Ethnicity: Black	56%	(154)	25%	(67)	5%	(14)	2%	(5)	12%	(33)	274
Ethnicity: Other	50%	(101)	27%	(55)	4%	(9)	2%	(5)	17%	(34)	204
All Christian	50%	(515)	32%	(326)	4%	(36)	3%	(29)	12%	(125)	1031
All Non-Christian	62%	(79)	24%	(31)	6%	(8)	3%	(3)	5%	(6)	127
Atheist	47%	(30)	31%	(20)	3%	(2)	—	(0)	19%	(12)	65
Agnostic/Nothing in particular	49%	(274)	27%	(149)	4%	(19)	2%	(11)	18%	(102)	555
Something Else	50%	(213)	30%	(128)	4%	(17)	2%	(7)	14%	(57)	422
Religious Non-Protestant/Catholic	60%	(87)	24%	(36)	7%	(11)	2%	(4)	6%	(9)	146
Evangelical	49%	(344)	32%	(221)	5%	(32)	3%	(21)	12%	(82)	700
Non-Evangelical	51%	(362)	31%	(219)	2%	(17)	2%	(14)	14%	(97)	709
Community: Urban	55%	(388)	28%	(196)	6%	(40)	2%	(12)	10%	(69)	705
Community: Suburban	50%	(455)	32%	(295)	2%	(20)	2%	(16)	14%	(131)	917
Community: Rural	46%	(267)	28%	(163)	4%	(24)	4%	(22)	18%	(102)	578
Employ: Private Sector	52%	(335)	29%	(189)	5%	(30)	2%	(15)	12%	(80)	649
Employ: Government	49%	(83)	37%	(62)	5%	(8)	2%	(4)	7%	(13)	169
Employ: Self-Employed	52%	(92)	29%	(51)	7%	(12)	3%	(5)	10%	(17)	177
Employ: Homemaker	50%	(68)	29%	(39)	3%	(5)	1%	(1)	18%	(24)	137
Employ: Student	51%	(65)	27%	(35)	3%	(4)	1%	(1)	17%	(22)	128
Employ: Retired	47%	(213)	34%	(152)	3%	(12)	2%	(10)	15%	(66)	452
Employ: Unemployed	54%	(180)	23%	(78)	3%	(10)	2%	(7)	18%	(59)	335
Employ: Other	49%	(75)	31%	(47)	2%	(3)	5%	(8)	14%	(21)	153
Military HH: Yes	46%	(181)	36%	(142)	2%	(6)	3%	(10)	14%	(53)	392
Military HH: No	51%	(930)	28%	(512)	4%	(77)	2%	(40)	14%	(249)	1808
RD/WT: Right Direction	53%	(267)	30%	(153)	4%	(21)	3%	(15)	10%	(49)	504
RD/WT: Wrong Track	50%	(844)	30%	(501)	4%	(62)	2%	(35)	15%	(253)	1696
Trump Job Approve	39%	(311)	35%	(279)	5%	(39)	4%	(33)	17%	(137)	799
Trump Job Disapprove	59%	(753)	28%	(351)	3%	(40)	1%	(13)	9%	(119)	1277

Continued on next page

Table MCEN3_1: *Would you still be a fan of your favorite celebrity if you found out that he or she did the following?*
Wore a mask while out in public

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know / No opinion		Total N
Adults	50%	(1111)	30%	(654)	4%	(83)	2%	(50)	14%	(302)	2200
Trump Job Strongly Approve	40%	(186)	31%	(142)	5%	(24)	6%	(26)	18%	(81)	459
Trump Job Somewhat Approve	37%	(125)	40%	(137)	4%	(15)	2%	(7)	17%	(56)	340
Trump Job Somewhat Disapprove	45%	(114)	40%	(101)	5%	(12)	1%	(2)	10%	(26)	256
Trump Job Strongly Disapprove	63%	(639)	24%	(250)	3%	(28)	1%	(11)	9%	(93)	1022
Favorable of Trump	40%	(320)	34%	(271)	5%	(39)	4%	(31)	18%	(143)	804
Unfavorable of Trump	59%	(755)	28%	(355)	3%	(37)	1%	(12)	10%	(124)	1283
Very Favorable of Trump	43%	(208)	28%	(136)	5%	(24)	5%	(26)	19%	(91)	484
Somewhat Favorable of Trump	35%	(113)	42%	(135)	5%	(15)	2%	(5)	16%	(52)	320
Somewhat Unfavorable of Trump	50%	(111)	34%	(76)	5%	(11)	—	(1)	11%	(24)	223
Very Unfavorable of Trump	61%	(644)	26%	(278)	2%	(26)	1%	(11)	9%	(100)	1060
#1 Issue: Economy	49%	(409)	32%	(266)	3%	(28)	2%	(20)	14%	(116)	839
#1 Issue: Security	35%	(87)	33%	(82)	6%	(14)	4%	(10)	22%	(55)	248
#1 Issue: Health Care	57%	(227)	28%	(111)	4%	(17)	1%	(3)	10%	(41)	399
#1 Issue: Medicare / Social Security	54%	(149)	32%	(89)	2%	(6)	2%	(5)	10%	(28)	277
#1 Issue: Women's Issues	64%	(68)	23%	(24)	2%	(2)	1%	(1)	10%	(10)	106
#1 Issue: Education	47%	(49)	26%	(27)	3%	(3)	5%	(5)	18%	(19)	104
#1 Issue: Energy	60%	(46)	22%	(17)	6%	(5)	5%	(4)	6%	(5)	76
#1 Issue: Other	51%	(76)	25%	(37)	5%	(8)	1%	(1)	19%	(28)	150
2020 Vote: Joe Biden	66%	(655)	24%	(242)	2%	(25)	1%	(10)	7%	(66)	998
2020 Vote: Donald Trump	36%	(228)	38%	(245)	4%	(23)	4%	(24)	18%	(117)	637
2020 Vote: Other	33%	(32)	39%	(37)	5%	(5)	2%	(2)	20%	(19)	95
2020 Vote: Didn't Vote	42%	(196)	27%	(128)	7%	(31)	3%	(14)	21%	(99)	468
2018 House Vote: Democrat	63%	(472)	27%	(202)	2%	(16)	1%	(8)	6%	(47)	744
2018 House Vote: Republican	39%	(208)	36%	(193)	5%	(27)	4%	(22)	17%	(92)	541
2018 House Vote: Someone else	33%	(21)	24%	(15)	5%	(3)	4%	(2)	35%	(22)	64
2016 Vote: Hillary Clinton	64%	(438)	26%	(181)	2%	(13)	1%	(8)	6%	(44)	684
2016 Vote: Donald Trump	40%	(251)	35%	(217)	5%	(29)	4%	(26)	17%	(106)	628
2016 Vote: Other	42%	(42)	33%	(33)	3%	(3)	1%	(1)	22%	(22)	100
2016 Vote: Didn't Vote	48%	(378)	28%	(224)	5%	(38)	2%	(15)	17%	(131)	786

Continued on next page

Table MCEN3_1: *Would you still be a fan of your favorite celebrity if you found out that he or she did the following?*
Wore a mask while out in public

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know / No opinion		Total N
Adults	50%	(1111)	30%	(654)	4%	(83)	2%	(50)	14%	(302)	2200
Voted in 2014: Yes	51%	(602)	31%	(362)	3%	(40)	3%	(33)	12%	(140)	1177
Voted in 2014: No	50%	(509)	29%	(292)	4%	(43)	2%	(16)	16%	(162)	1023
4-Region: Northeast	54%	(213)	30%	(118)	4%	(16)	2%	(8)	10%	(37)	394
4-Region: Midwest	43%	(196)	34%	(155)	4%	(19)	3%	(12)	17%	(80)	462
4-Region: South	51%	(423)	28%	(227)	3%	(24)	3%	(23)	15%	(127)	824
4-Region: West	53%	(278)	30%	(153)	5%	(25)	1%	(7)	11%	(57)	520
Concerned about COVID	55%	(1018)	30%	(560)	3%	(58)	2%	(33)	10%	(187)	1856
Not concerned about COVID	29%	(89)	31%	(94)	8%	(24)	5%	(15)	28%	(85)	307
Unfollowed celeb on social bc politics	58%	(360)	29%	(182)	4%	(28)	3%	(18)	6%	(39)	626
Not unfollowed celeb on social bc politics	51%	(654)	32%	(411)	4%	(52)	2%	(21)	12%	(150)	1289
Unfollowed celeb on social bc too much politics	51%	(280)	35%	(191)	4%	(23)	3%	(14)	8%	(46)	554
Not unfollowed celeb on social bc too much politics	53%	(709)	30%	(403)	4%	(55)	2%	(26)	10%	(139)	1332
Not watched movie/TV show bc cast politics	53%	(328)	30%	(187)	5%	(30)	3%	(18)	10%	(61)	623
Has not not watched movie/TV show bc cast politics	53%	(697)	32%	(420)	4%	(49)	2%	(23)	10%	(137)	1326
Donated/volunteered bc celeb encouraged	66%	(262)	26%	(102)	4%	(16)	2%	(7)	3%	(13)	399
Not donated/volunteered bc celeb encouraged	49%	(749)	32%	(498)	4%	(55)	2%	(37)	13%	(196)	1535
Shared/re-posted celeb social bc agreed	62%	(411)	27%	(180)	4%	(28)	2%	(11)	6%	(38)	667
Not shared/re-posted celeb social bc agreed	47%	(605)	34%	(432)	4%	(48)	3%	(33)	12%	(157)	1275

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

Table MCEN3_2: *Would you still be a fan of your favorite celebrity if you found out that he or she did the following?*
Did not wear a mask or face covering while out in public

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know / No opinion		Total N
Adults	12%	(257)	18%	(395)	23%	(504)	31%	(675)	17%	(369)	2200
Gender: Male	14%	(152)	18%	(191)	25%	(268)	28%	(294)	15%	(156)	1062
Gender: Female	9%	(104)	18%	(204)	21%	(237)	33%	(381)	19%	(213)	1138
Age: 18-34	17%	(111)	19%	(123)	22%	(143)	27%	(174)	16%	(103)	655
Age: 35-44	17%	(59)	19%	(69)	22%	(79)	28%	(100)	14%	(51)	358
Age: 45-64	10%	(73)	19%	(144)	22%	(165)	31%	(232)	18%	(137)	751
Age: 65+	3%	(13)	14%	(59)	27%	(116)	39%	(169)	18%	(78)	436
GenZers: 1997-2012	15%	(46)	16%	(48)	21%	(63)	27%	(82)	20%	(61)	299
Millennials: 1981-1996	18%	(116)	19%	(119)	23%	(145)	27%	(172)	13%	(80)	632
GenXers: 1965-1980	10%	(53)	24%	(125)	19%	(101)	28%	(144)	19%	(98)	520
Baby Boomers: 1946-1964	6%	(40)	15%	(101)	26%	(182)	36%	(248)	18%	(122)	693
PID: Dem (no lean)	9%	(82)	14%	(124)	24%	(210)	44%	(384)	9%	(82)	882
PID: Ind (no lean)	12%	(82)	17%	(124)	24%	(173)	21%	(150)	25%	(180)	708
PID: Rep (no lean)	15%	(92)	24%	(148)	20%	(122)	23%	(142)	17%	(107)	610
PID/Gender: Dem Men	12%	(51)	14%	(59)	25%	(105)	42%	(174)	6%	(26)	414
PID/Gender: Dem Women	7%	(31)	14%	(65)	22%	(105)	45%	(210)	12%	(57)	467
PID/Gender: Ind Men	14%	(45)	17%	(55)	30%	(97)	15%	(50)	25%	(80)	325
PID/Gender: Ind Women	10%	(37)	18%	(69)	20%	(76)	26%	(100)	26%	(100)	383
PID/Gender: Rep Men	18%	(57)	24%	(78)	21%	(66)	22%	(71)	16%	(51)	322
PID/Gender: Rep Women	12%	(36)	24%	(69)	19%	(56)	25%	(71)	20%	(56)	288
Ideo: Liberal (1-3)	9%	(61)	13%	(88)	26%	(172)	42%	(278)	10%	(65)	664
Ideo: Moderate (4)	12%	(75)	18%	(114)	24%	(151)	31%	(195)	15%	(97)	631
Ideo: Conservative (5-7)	13%	(84)	23%	(151)	20%	(132)	24%	(154)	19%	(125)	647
Educ: < College	11%	(174)	19%	(281)	21%	(322)	30%	(449)	19%	(286)	1512
Educ: Bachelors degree	10%	(43)	16%	(73)	25%	(112)	34%	(153)	14%	(63)	444
Educ: Post-grad	16%	(39)	17%	(41)	29%	(71)	30%	(73)	8%	(20)	244
Income: Under 50k	14%	(158)	18%	(207)	22%	(251)	28%	(326)	19%	(215)	1158
Income: 50k-100k	10%	(66)	19%	(126)	23%	(149)	34%	(223)	15%	(96)	660
Income: 100k+	8%	(32)	16%	(62)	27%	(104)	33%	(126)	15%	(58)	382
Ethnicity: White	11%	(194)	19%	(323)	23%	(402)	29%	(507)	17%	(295)	1722
Ethnicity: Hispanic	14%	(48)	14%	(49)	24%	(86)	32%	(111)	16%	(56)	349

Continued on next page

Table MCEN3_2: *Would you still be a fan of your favorite celebrity if you found out that he or she did the following?*
Did not wear a mask or face covering while out in public

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know / No opinion		Total N
Adults	12%	(257)	18%	(395)	23%	(504)	31%	(675)	17%	(369)	2200
Ethnicity: Black	14%	(38)	16%	(45)	17%	(48)	39%	(106)	14%	(38)	274
Ethnicity: Other	12%	(24)	13%	(27)	27%	(55)	31%	(62)	17%	(36)	204
All Christian	11%	(119)	17%	(178)	24%	(249)	32%	(327)	15%	(158)	1031
All Non-Christian	13%	(16)	13%	(16)	22%	(29)	45%	(57)	8%	(10)	127
Atheist	4%	(3)	7%	(4)	30%	(19)	34%	(22)	25%	(16)	65
Agnostic/Nothing in particular	11%	(61)	15%	(86)	22%	(121)	30%	(166)	22%	(121)	555
Something Else	14%	(58)	26%	(111)	20%	(86)	25%	(104)	15%	(64)	422
Religious Non-Protestant/Catholic	12%	(17)	14%	(20)	23%	(33)	42%	(62)	9%	(13)	146
Evangelical	14%	(101)	22%	(153)	21%	(145)	30%	(207)	13%	(93)	700
Non-Evangelical	10%	(68)	17%	(123)	25%	(179)	30%	(213)	18%	(126)	709
Community: Urban	14%	(102)	18%	(130)	21%	(146)	33%	(236)	13%	(91)	705
Community: Suburban	9%	(79)	17%	(156)	26%	(235)	31%	(285)	18%	(162)	917
Community: Rural	13%	(76)	19%	(109)	21%	(122)	27%	(154)	20%	(116)	578
Employ: Private Sector	12%	(77)	19%	(126)	21%	(139)	31%	(201)	16%	(107)	649
Employ: Government	20%	(34)	22%	(38)	25%	(43)	21%	(35)	12%	(20)	169
Employ: Self-Employed	15%	(27)	22%	(40)	21%	(37)	27%	(47)	15%	(26)	177
Employ: Homemaker	8%	(12)	16%	(23)	18%	(25)	35%	(48)	22%	(30)	137
Employ: Student	8%	(10)	16%	(20)	24%	(31)	31%	(39)	22%	(28)	128
Employ: Retired	6%	(27)	14%	(63)	28%	(125)	36%	(162)	17%	(76)	452
Employ: Unemployed	15%	(50)	18%	(60)	21%	(71)	28%	(94)	18%	(60)	335
Employ: Other	14%	(21)	17%	(26)	22%	(34)	31%	(48)	15%	(24)	153
Military HH: Yes	13%	(53)	19%	(76)	24%	(95)	28%	(110)	15%	(58)	392
Military HH: No	11%	(204)	18%	(320)	23%	(409)	31%	(565)	17%	(311)	1808
RD/WT: Right Direction	17%	(86)	21%	(106)	19%	(98)	30%	(152)	12%	(63)	504
RD/WT: Wrong Track	10%	(171)	17%	(289)	24%	(407)	31%	(524)	18%	(306)	1696
Trump Job Approve	18%	(145)	23%	(186)	19%	(151)	20%	(163)	19%	(155)	799
Trump Job Disapprove	8%	(97)	15%	(196)	26%	(334)	39%	(492)	12%	(159)	1277

Continued on next page

Table MCEN3_2: *Would you still be a fan of your favorite celebrity if you found out that he or she did the following?*
Did not wear a mask or face covering while out in public

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know / No opinion		Total N
Adults	12%	(257)	18%	(395)	23%	(504)	31%	(675)	17%	(369)	2200
Trump Job Strongly Approve	21%	(98)	23%	(104)	16%	(72)	20%	(92)	20%	(94)	459
Trump Job Somewhat Approve	14%	(47)	24%	(82)	23%	(78)	21%	(71)	18%	(61)	340
Trump Job Somewhat Disapprove	12%	(31)	24%	(61)	30%	(76)	24%	(61)	11%	(28)	256
Trump Job Strongly Disapprove	6%	(66)	13%	(135)	25%	(259)	42%	(431)	13%	(131)	1022
Favorable of Trump	18%	(144)	23%	(184)	19%	(152)	20%	(164)	20%	(160)	804
Unfavorable of Trump	8%	(98)	16%	(201)	26%	(335)	38%	(483)	13%	(166)	1283
Very Favorable of Trump	21%	(99)	22%	(107)	16%	(77)	21%	(102)	20%	(99)	484
Somewhat Favorable of Trump	14%	(44)	24%	(77)	23%	(75)	19%	(62)	19%	(61)	320
Somewhat Unfavorable of Trump	12%	(27)	23%	(51)	29%	(65)	24%	(53)	12%	(27)	223
Very Unfavorable of Trump	7%	(71)	14%	(150)	26%	(270)	41%	(430)	13%	(139)	1060
#1 Issue: Economy	15%	(128)	21%	(173)	21%	(179)	26%	(217)	17%	(142)	839
#1 Issue: Security	10%	(24)	18%	(44)	21%	(52)	28%	(70)	23%	(58)	248
#1 Issue: Health Care	8%	(30)	18%	(71)	22%	(87)	38%	(153)	14%	(56)	399
#1 Issue: Medicare / Social Security	8%	(21)	17%	(46)	29%	(79)	35%	(98)	12%	(33)	277
#1 Issue: Women's Issues	11%	(12)	15%	(16)	23%	(25)	37%	(39)	14%	(14)	106
#1 Issue: Education	18%	(18)	19%	(20)	18%	(19)	23%	(24)	22%	(23)	104
#1 Issue: Energy	15%	(12)	9%	(7)	33%	(25)	35%	(27)	8%	(6)	76
#1 Issue: Other	7%	(11)	12%	(18)	26%	(38)	32%	(48)	24%	(36)	150
2020 Vote: Joe Biden	9%	(87)	13%	(126)	25%	(253)	43%	(426)	11%	(105)	998
2020 Vote: Donald Trump	14%	(88)	25%	(161)	19%	(120)	21%	(132)	21%	(136)	637
2020 Vote: Other	11%	(10)	20%	(19)	34%	(33)	15%	(14)	20%	(19)	95
2020 Vote: Didn't Vote	15%	(71)	19%	(90)	21%	(97)	22%	(102)	23%	(108)	468
2018 House Vote: Democrat	9%	(66)	12%	(86)	26%	(197)	43%	(323)	10%	(72)	744
2018 House Vote: Republican	12%	(66)	22%	(122)	22%	(117)	25%	(135)	19%	(103)	541
2018 House Vote: Someone else	4%	(2)	15%	(9)	26%	(16)	17%	(11)	39%	(25)	64
2016 Vote: Hillary Clinton	7%	(48)	13%	(91)	25%	(172)	45%	(309)	9%	(64)	684
2016 Vote: Donald Trump	13%	(79)	22%	(140)	21%	(130)	24%	(150)	21%	(130)	628
2016 Vote: Other	11%	(11)	16%	(16)	25%	(25)	23%	(23)	25%	(25)	100
2016 Vote: Didn't Vote	15%	(118)	19%	(149)	22%	(176)	25%	(193)	19%	(150)	786

Continued on next page

Table MCEN3_2: *Would you still be a fan of your favorite celebrity if you found out that he or she did the following?*
Did not wear a mask or face covering while out in public

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know / No opinion		Total N
Adults	12%	(257)	18%	(395)	23%	(504)	31%	(675)	17%	(369)	2200
Voted in 2014: Yes	9%	(108)	16%	(192)	24%	(286)	36%	(421)	14%	(170)	1177
Voted in 2014: No	14%	(148)	20%	(204)	21%	(218)	25%	(254)	19%	(198)	1023
4-Region: Northeast	13%	(50)	16%	(63)	27%	(105)	32%	(126)	12%	(49)	394
4-Region: Midwest	10%	(46)	21%	(98)	23%	(107)	27%	(123)	19%	(88)	462
4-Region: South	13%	(105)	18%	(151)	20%	(161)	31%	(253)	19%	(155)	824
4-Region: West	11%	(56)	16%	(83)	25%	(131)	33%	(174)	15%	(76)	520
Concerned about COVID	10%	(188)	17%	(312)	26%	(476)	34%	(633)	13%	(247)	1856
Not concerned about COVID	22%	(68)	27%	(82)	9%	(27)	13%	(40)	29%	(90)	307
Unfollowed celeb on social bc politics	14%	(88)	19%	(118)	24%	(150)	34%	(213)	9%	(56)	626
Not unfollowed celeb on social bc politics	11%	(141)	20%	(252)	25%	(316)	30%	(391)	15%	(189)	1289
Unfollowed celeb on social bc too much politics	16%	(90)	22%	(121)	26%	(145)	25%	(138)	11%	(59)	554
Not unfollowed celeb on social bc too much politics	10%	(136)	18%	(246)	25%	(329)	33%	(440)	14%	(183)	1332
Not watched movie/TV show bc cast politics	13%	(81)	18%	(114)	25%	(154)	33%	(207)	11%	(67)	623
Has not not watched movie/TV show bc cast politics	11%	(151)	20%	(260)	23%	(310)	31%	(415)	14%	(190)	1326
Donated/volunteered bc celeb encouraged	19%	(75)	19%	(74)	23%	(90)	35%	(141)	5%	(19)	399
Not donated/volunteered bc celeb encouraged	10%	(156)	19%	(294)	25%	(377)	30%	(463)	16%	(245)	1535
Shared/re-posted celeb social bc agreed	16%	(107)	19%	(127)	24%	(158)	33%	(223)	8%	(52)	667
Not shared/re-posted celeb social bc agreed	10%	(129)	19%	(244)	24%	(304)	31%	(392)	16%	(206)	1275

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

Table MCEN3_3: *Would you still be a fan of your favorite celebrity if you found out that he or she did the following?*
Practiced social distancing while out in public

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know / No opinion		Total N
Adults	47%	(1031)	32%	(698)	4%	(96)	3%	(62)	14%	(314)	2200
Gender: Male	46%	(493)	32%	(345)	5%	(57)	3%	(29)	13%	(139)	1062
Gender: Female	47%	(538)	31%	(353)	3%	(39)	3%	(33)	15%	(175)	1138
Age: 18-34	45%	(293)	31%	(204)	5%	(36)	4%	(27)	15%	(95)	655
Age: 35-44	52%	(187)	29%	(103)	6%	(20)	3%	(11)	10%	(36)	358
Age: 45-64	48%	(360)	31%	(234)	4%	(27)	2%	(13)	15%	(116)	751
Age: 65+	44%	(190)	36%	(156)	3%	(13)	3%	(11)	15%	(66)	436
GenZers: 1997-2012	47%	(140)	26%	(78)	3%	(10)	3%	(8)	21%	(63)	299
Millennials: 1981-1996	47%	(299)	32%	(202)	7%	(45)	4%	(28)	9%	(59)	632
GenXers: 1965-1980	47%	(244)	31%	(161)	4%	(18)	2%	(11)	17%	(86)	520
Baby Boomers: 1946-1964	46%	(321)	34%	(238)	3%	(22)	2%	(13)	14%	(99)	693
PID: Dem (no lean)	59%	(519)	29%	(257)	4%	(35)	2%	(14)	6%	(57)	882
PID: Ind (no lean)	39%	(278)	32%	(226)	3%	(24)	3%	(20)	23%	(160)	708
PID: Rep (no lean)	38%	(234)	35%	(215)	6%	(37)	4%	(27)	16%	(97)	610
PID/Gender: Dem Men	59%	(246)	30%	(125)	5%	(20)	1%	(5)	4%	(18)	414
PID/Gender: Dem Women	58%	(273)	28%	(132)	3%	(15)	2%	(9)	8%	(39)	467
PID/Gender: Ind Men	39%	(126)	31%	(100)	4%	(14)	2%	(7)	24%	(77)	325
PID/Gender: Ind Women	40%	(152)	33%	(125)	3%	(10)	3%	(13)	22%	(83)	383
PID/Gender: Rep Men	38%	(121)	37%	(119)	7%	(23)	5%	(16)	13%	(43)	322
PID/Gender: Rep Women	39%	(113)	33%	(96)	5%	(14)	4%	(12)	19%	(53)	288
Ideo: Liberal (1-3)	63%	(420)	26%	(175)	3%	(17)	2%	(11)	6%	(41)	664
Ideo: Moderate (4)	45%	(282)	34%	(215)	5%	(32)	3%	(20)	13%	(82)	631
Ideo: Conservative (5-7)	38%	(243)	37%	(238)	5%	(33)	3%	(22)	17%	(110)	647
Educ: < College	46%	(689)	31%	(470)	4%	(66)	3%	(47)	16%	(241)	1512
Educ: Bachelors degree	50%	(223)	31%	(140)	3%	(15)	2%	(10)	13%	(57)	444
Educ: Post-grad	49%	(119)	36%	(88)	6%	(15)	2%	(6)	7%	(17)	244
Income: Under 50k	45%	(524)	32%	(365)	4%	(50)	3%	(33)	16%	(186)	1158
Income: 50k-100k	48%	(314)	33%	(218)	4%	(29)	3%	(22)	12%	(78)	660
Income: 100k+	51%	(193)	30%	(115)	4%	(17)	2%	(7)	13%	(50)	382
Ethnicity: White	46%	(793)	32%	(559)	4%	(73)	3%	(50)	14%	(247)	1722
Ethnicity: Hispanic	47%	(165)	32%	(113)	3%	(10)	4%	(13)	14%	(48)	349

Continued on next page

Table MCEN3_3: *Would you still be a fan of your favorite celebrity if you found out that he or she did the following?
Practiced social distancing while out in public*

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know / No opinion		Total N
Adults	47%	(1031)	32%	(698)	4%	(96)	3%	(62)	14%	(314)	2200
Ethnicity: Black	55%	(151)	25%	(69)	5%	(13)	2%	(6)	13%	(35)	274
Ethnicity: Other	43%	(88)	34%	(70)	4%	(9)	3%	(6)	15%	(32)	204
All Christian	47%	(482)	35%	(357)	4%	(37)	3%	(26)	13%	(130)	1031
All Non-Christian	55%	(70)	24%	(31)	11%	(14)	5%	(6)	5%	(7)	127
Atheist	40%	(26)	35%	(23)	2%	(1)	4%	(2)	19%	(12)	65
Agnostic/Nothing in particular	45%	(251)	29%	(161)	5%	(25)	3%	(16)	18%	(102)	555
Something Else	48%	(202)	30%	(127)	4%	(19)	3%	(11)	15%	(63)	422
Religious Non-Protestant/Catholic	53%	(78)	25%	(37)	10%	(14)	4%	(6)	8%	(12)	146
Evangelical	47%	(327)	35%	(242)	5%	(33)	2%	(17)	12%	(81)	700
Non-Evangelical	48%	(341)	32%	(225)	3%	(19)	3%	(18)	15%	(106)	709
Community: Urban	52%	(365)	31%	(218)	5%	(34)	3%	(19)	10%	(70)	705
Community: Suburban	47%	(431)	32%	(293)	4%	(36)	2%	(17)	15%	(141)	917
Community: Rural	41%	(235)	32%	(187)	5%	(26)	5%	(27)	18%	(103)	578
Employ: Private Sector	47%	(307)	31%	(203)	5%	(30)	3%	(20)	14%	(89)	649
Employ: Government	46%	(77)	37%	(62)	8%	(14)	2%	(3)	8%	(13)	169
Employ: Self-Employed	48%	(86)	35%	(62)	4%	(8)	2%	(4)	9%	(17)	177
Employ: Homemaker	47%	(65)	32%	(44)	3%	(4)	1%	(1)	17%	(24)	137
Employ: Student	48%	(62)	27%	(35)	3%	(4)	3%	(3)	19%	(24)	128
Employ: Retired	46%	(209)	35%	(160)	3%	(13)	2%	(7)	14%	(63)	452
Employ: Unemployed	47%	(158)	24%	(81)	6%	(20)	4%	(14)	19%	(62)	335
Employ: Other	45%	(69)	33%	(51)	3%	(4)	6%	(9)	14%	(21)	153
Military HH: Yes	45%	(175)	34%	(134)	4%	(15)	3%	(10)	15%	(57)	392
Military HH: No	47%	(856)	31%	(564)	4%	(80)	3%	(51)	14%	(257)	1808
RD/WT: Right Direction	46%	(231)	33%	(166)	7%	(35)	4%	(20)	11%	(53)	504
RD/WT: Wrong Track	47%	(800)	31%	(532)	4%	(61)	2%	(42)	15%	(261)	1696
Trump Job Approve	37%	(294)	35%	(283)	6%	(50)	5%	(36)	17%	(135)	799
Trump Job Disapprove	55%	(704)	30%	(385)	3%	(40)	2%	(23)	10%	(127)	1277

Continued on next page

Table MCEN3_3: *Would you still be a fan of your favorite celebrity if you found out that he or she did the following?
Practiced social distancing while out in public*

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know / No opinion		Total N
Adults	47%	(1031)	32%	(698)	4%	(96)	3%	(62)	14%	(314)	2200
Trump Job Strongly Approve	37%	(172)	30%	(140)	8%	(35)	6%	(27)	18%	(84)	459
Trump Job Somewhat Approve	36%	(122)	42%	(144)	4%	(15)	3%	(9)	15%	(51)	340
Trump Job Somewhat Disapprove	41%	(105)	41%	(105)	5%	(13)	3%	(8)	10%	(25)	256
Trump Job Strongly Disapprove	59%	(599)	27%	(280)	3%	(26)	1%	(14)	10%	(102)	1022
Favorable of Trump	36%	(287)	36%	(293)	6%	(45)	4%	(35)	18%	(145)	804
Unfavorable of Trump	56%	(713)	30%	(380)	3%	(39)	2%	(20)	10%	(131)	1283
Very Favorable of Trump	37%	(178)	31%	(151)	7%	(34)	6%	(27)	19%	(93)	484
Somewhat Favorable of Trump	34%	(109)	44%	(141)	3%	(10)	3%	(8)	16%	(52)	320
Somewhat Unfavorable of Trump	46%	(102)	36%	(80)	4%	(9)	4%	(8)	11%	(24)	223
Very Unfavorable of Trump	58%	(611)	28%	(300)	3%	(30)	1%	(12)	10%	(107)	1060
#1 Issue: Economy	46%	(386)	34%	(282)	4%	(36)	3%	(25)	13%	(111)	839
#1 Issue: Security	25%	(61)	37%	(92)	6%	(16)	7%	(17)	25%	(61)	248
#1 Issue: Health Care	54%	(214)	29%	(116)	3%	(14)	1%	(6)	12%	(49)	399
#1 Issue: Medicare / Social Security	51%	(143)	33%	(90)	4%	(10)	3%	(7)	10%	(27)	277
#1 Issue: Women's Issues	57%	(60)	26%	(27)	4%	(5)	1%	(1)	12%	(12)	106
#1 Issue: Education	48%	(50)	28%	(29)	5%	(5)	1%	(1)	18%	(19)	104
#1 Issue: Energy	57%	(44)	26%	(20)	11%	(8)	—	(0)	6%	(4)	76
#1 Issue: Other	49%	(74)	28%	(42)	1%	(1)	3%	(4)	20%	(30)	150
2020 Vote: Joe Biden	61%	(613)	27%	(273)	3%	(33)	1%	(13)	7%	(66)	998
2020 Vote: Donald Trump	33%	(209)	40%	(254)	5%	(30)	4%	(27)	18%	(117)	637
2020 Vote: Other	34%	(32)	33%	(31)	6%	(6)	4%	(4)	23%	(22)	95
2020 Vote: Didn't Vote	38%	(177)	30%	(138)	6%	(27)	4%	(17)	23%	(108)	468
2018 House Vote: Democrat	60%	(445)	28%	(212)	3%	(24)	2%	(13)	7%	(51)	744
2018 House Vote: Republican	36%	(193)	38%	(205)	5%	(29)	4%	(23)	17%	(91)	541
2018 House Vote: Someone else	27%	(17)	28%	(18)	1%	(1)	1%	(1)	43%	(28)	64
2016 Vote: Hillary Clinton	61%	(417)	27%	(184)	3%	(21)	2%	(15)	7%	(47)	684
2016 Vote: Donald Trump	37%	(235)	36%	(225)	5%	(32)	4%	(24)	18%	(113)	628
2016 Vote: Other	40%	(40)	38%	(38)	1%	(1)	1%	(1)	21%	(21)	100
2016 Vote: Didn't Vote	43%	(339)	32%	(250)	5%	(42)	3%	(22)	17%	(132)	786

Continued on next page

Table MCEN3_3: *Would you still be a fan of your favorite celebrity if you found out that he or she did the following?
Practiced social distancing while out in public*

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know / No opinion		Total N
Adults	47%	(1031)	32%	(698)	4%	(96)	3%	(62)	14%	(314)	2200
Voted in 2014: Yes	48%	(569)	32%	(382)	4%	(46)	3%	(31)	13%	(148)	1177
Voted in 2014: No	45%	(462)	31%	(316)	5%	(50)	3%	(30)	16%	(165)	1023
4-Region: Northeast	52%	(206)	29%	(114)	6%	(23)	4%	(15)	9%	(36)	394
4-Region: Midwest	42%	(193)	34%	(158)	4%	(16)	4%	(17)	17%	(78)	462
4-Region: South	47%	(391)	30%	(246)	4%	(37)	2%	(15)	16%	(135)	824
4-Region: West	46%	(241)	35%	(180)	4%	(19)	3%	(15)	12%	(65)	520
Concerned about COVID	51%	(946)	32%	(599)	4%	(73)	2%	(42)	10%	(195)	1856
Not concerned about COVID	26%	(80)	32%	(98)	7%	(23)	6%	(19)	29%	(88)	307
Unfollowed celeb on social bc politics	55%	(341)	30%	(185)	6%	(35)	3%	(18)	7%	(46)	626
Not unfollowed celeb on social bc politics	47%	(603)	35%	(455)	4%	(49)	2%	(29)	12%	(153)	1289
Unfollowed celeb on social bc too much politics	47%	(259)	34%	(190)	7%	(36)	3%	(16)	9%	(51)	554
Not unfollowed celeb on social bc too much politics	50%	(667)	33%	(445)	4%	(49)	2%	(30)	11%	(141)	1332
Not watched movie/TV show bc cast politics	49%	(308)	31%	(192)	5%	(34)	4%	(26)	10%	(63)	623
Has not not watched movie/TV show bc cast politics	49%	(648)	34%	(448)	4%	(57)	2%	(31)	11%	(143)	1326
Donated/volunteered bc celeb encouraged	62%	(248)	28%	(113)	5%	(20)	2%	(8)	2%	(9)	399
Not donated/volunteered bc celeb encouraged	46%	(700)	34%	(523)	4%	(58)	3%	(44)	14%	(211)	1535
Shared/re-posted celeb social bc agreed	59%	(390)	30%	(198)	4%	(27)	3%	(18)	5%	(34)	667
Not shared/re-posted celeb social bc agreed	44%	(560)	35%	(447)	5%	(58)	3%	(38)	13%	(172)	1275

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

Table MCEN3_4: *Would you still be a fan of your favorite celebrity if you found out that he or she did the following?*
Did not practice social distancing while out in public

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know / No opinion		Total N
Adults	11%	(242)	19%	(422)	23%	(501)	30%	(650)	17%	(385)	2200
Gender: Male	13%	(141)	20%	(210)	24%	(256)	28%	(293)	15%	(162)	1062
Gender: Female	9%	(101)	19%	(212)	22%	(245)	31%	(358)	20%	(223)	1138
Age: 18-34	14%	(94)	23%	(150)	20%	(131)	26%	(170)	17%	(110)	655
Age: 35-44	16%	(58)	22%	(77)	23%	(81)	26%	(94)	13%	(47)	358
Age: 45-64	10%	(73)	18%	(138)	23%	(173)	30%	(222)	19%	(144)	751
Age: 65+	4%	(17)	13%	(56)	26%	(115)	38%	(165)	19%	(83)	436
GenZers: 1997-2012	13%	(38)	22%	(65)	17%	(50)	27%	(81)	22%	(65)	299
Millennials: 1981-1996	17%	(105)	22%	(140)	23%	(148)	25%	(161)	12%	(78)	632
GenXers: 1965-1980	10%	(51)	23%	(118)	20%	(105)	27%	(141)	20%	(106)	520
Baby Boomers: 1946-1964	7%	(46)	14%	(96)	27%	(190)	34%	(235)	18%	(126)	693
PID: Dem (no lean)	10%	(89)	16%	(141)	25%	(216)	40%	(350)	10%	(85)	882
PID: Ind (no lean)	10%	(68)	20%	(140)	22%	(159)	22%	(155)	26%	(186)	708
PID: Rep (no lean)	14%	(86)	23%	(141)	21%	(125)	24%	(145)	19%	(113)	610
PID/Gender: Dem Men	13%	(53)	18%	(75)	24%	(100)	38%	(159)	7%	(27)	414
PID/Gender: Dem Women	8%	(36)	14%	(66)	25%	(116)	41%	(192)	12%	(58)	467
PID/Gender: Ind Men	12%	(38)	19%	(62)	24%	(77)	20%	(65)	26%	(84)	325
PID/Gender: Ind Women	8%	(30)	20%	(78)	21%	(82)	24%	(90)	27%	(103)	383
PID/Gender: Rep Men	16%	(51)	23%	(73)	25%	(79)	21%	(69)	16%	(51)	322
PID/Gender: Rep Women	12%	(35)	24%	(68)	16%	(46)	26%	(76)	22%	(62)	288
Ideo: Liberal (1-3)	10%	(63)	16%	(103)	27%	(177)	37%	(247)	11%	(73)	664
Ideo: Moderate (4)	11%	(68)	20%	(124)	22%	(137)	32%	(204)	15%	(98)	631
Ideo: Conservative (5-7)	12%	(81)	23%	(147)	22%	(140)	24%	(155)	19%	(124)	647
Educ: < College	11%	(164)	20%	(302)	20%	(308)	29%	(439)	20%	(299)	1512
Educ: Bachelors degree	9%	(41)	16%	(71)	28%	(126)	32%	(142)	14%	(63)	444
Educ: Post-grad	15%	(36)	20%	(50)	27%	(67)	28%	(69)	9%	(22)	244
Income: Under 50k	12%	(140)	20%	(226)	21%	(243)	27%	(317)	20%	(232)	1158
Income: 50k-100k	10%	(64)	20%	(131)	24%	(156)	32%	(214)	14%	(95)	660
Income: 100k+	10%	(38)	17%	(65)	27%	(102)	31%	(119)	15%	(58)	382
Ethnicity: White	11%	(185)	20%	(342)	23%	(394)	29%	(499)	17%	(300)	1722
Ethnicity: Hispanic	13%	(44)	20%	(69)	20%	(70)	31%	(107)	17%	(59)	349

Continued on next page

Table MCEN3_4: *Would you still be a fan of your favorite celebrity if you found out that he or she did the following?*
Did not practice social distancing while out in public

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know / No opinion		Total N
Adults	11%	(242)	19%	(422)	23%	(501)	30%	(650)	17%	(385)	2200
Ethnicity: Black	14%	(38)	15%	(42)	21%	(58)	34%	(94)	15%	(42)	274
Ethnicity: Other	9%	(19)	19%	(38)	24%	(48)	28%	(57)	21%	(42)	204
All Christian	11%	(111)	18%	(188)	24%	(243)	32%	(326)	16%	(162)	1031
All Non-Christian	6%	(8)	20%	(25)	32%	(40)	35%	(45)	7%	(9)	127
Atheist	4%	(2)	13%	(8)	22%	(14)	35%	(23)	26%	(17)	65
Agnostic/Nothing in particular	10%	(55)	17%	(92)	22%	(120)	28%	(156)	24%	(132)	555
Something Else	16%	(66)	25%	(107)	20%	(84)	24%	(100)	15%	(65)	422
Religious Non-Protestant/Catholic	6%	(9)	21%	(31)	32%	(47)	34%	(50)	7%	(10)	146
Evangelical	16%	(109)	21%	(149)	21%	(146)	28%	(199)	14%	(97)	700
Non-Evangelical	9%	(62)	19%	(135)	23%	(166)	31%	(218)	18%	(127)	709
Community: Urban	14%	(100)	20%	(142)	23%	(165)	30%	(211)	12%	(87)	705
Community: Suburban	9%	(79)	19%	(171)	24%	(219)	30%	(273)	19%	(175)	917
Community: Rural	11%	(63)	19%	(109)	20%	(116)	29%	(167)	21%	(123)	578
Employ: Private Sector	13%	(82)	18%	(117)	24%	(155)	29%	(191)	16%	(104)	649
Employ: Government	17%	(29)	26%	(43)	29%	(49)	17%	(29)	11%	(18)	169
Employ: Self-Employed	15%	(26)	25%	(44)	20%	(35)	25%	(45)	15%	(26)	177
Employ: Homemaker	8%	(11)	18%	(25)	24%	(33)	29%	(39)	21%	(29)	137
Employ: Student	4%	(5)	24%	(30)	21%	(26)	32%	(40)	20%	(25)	128
Employ: Retired	6%	(29)	14%	(63)	25%	(112)	37%	(165)	18%	(84)	452
Employ: Unemployed	12%	(41)	20%	(65)	19%	(63)	29%	(98)	20%	(68)	335
Employ: Other	13%	(19)	22%	(33)	19%	(28)	28%	(42)	20%	(30)	153
Military HH: Yes	11%	(43)	22%	(86)	23%	(88)	29%	(112)	16%	(62)	392
Military HH: No	11%	(199)	19%	(336)	23%	(412)	30%	(538)	18%	(323)	1808
RD/WT: Right Direction	17%	(85)	23%	(118)	20%	(101)	28%	(140)	12%	(60)	504
RD/WT: Wrong Track	9%	(157)	18%	(304)	24%	(400)	30%	(510)	19%	(325)	1696
Trump Job Approve	16%	(124)	25%	(201)	18%	(144)	22%	(173)	20%	(156)	799
Trump Job Disapprove	8%	(106)	16%	(201)	26%	(337)	36%	(461)	14%	(173)	1277

Continued on next page

Table MCEN3_4: *Would you still be a fan of your favorite celebrity if you found out that he or she did the following?*
Did not practice social distancing while out in public

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know / No opinion		Total N
Adults	11%	(242)	19%	(422)	23%	(501)	30%	(650)	17%	(385)	2200
Trump Job Strongly Approve	18%	(83)	24%	(108)	16%	(74)	22%	(100)	20%	(93)	459
Trump Job Somewhat Approve	12%	(41)	27%	(93)	21%	(70)	21%	(73)	19%	(64)	340
Trump Job Somewhat Disapprove	11%	(29)	25%	(63)	28%	(72)	21%	(54)	15%	(38)	256
Trump Job Strongly Disapprove	8%	(77)	14%	(138)	26%	(265)	40%	(406)	13%	(135)	1022
Favorable of Trump	16%	(125)	24%	(192)	18%	(146)	21%	(172)	21%	(168)	804
Unfavorable of Trump	8%	(107)	17%	(214)	26%	(331)	36%	(457)	14%	(174)	1283
Very Favorable of Trump	18%	(87)	22%	(104)	17%	(81)	22%	(105)	22%	(106)	484
Somewhat Favorable of Trump	12%	(38)	28%	(88)	20%	(64)	21%	(67)	20%	(63)	320
Somewhat Unfavorable of Trump	11%	(25)	26%	(57)	27%	(59)	22%	(50)	14%	(32)	223
Very Unfavorable of Trump	8%	(82)	15%	(157)	26%	(271)	38%	(407)	13%	(143)	1060
#1 Issue: Economy	12%	(104)	22%	(185)	22%	(189)	25%	(209)	18%	(152)	839
#1 Issue: Security	9%	(23)	19%	(48)	22%	(55)	26%	(64)	24%	(58)	248
#1 Issue: Health Care	9%	(36)	18%	(70)	25%	(99)	34%	(137)	14%	(57)	399
#1 Issue: Medicare / Social Security	7%	(20)	18%	(49)	22%	(60)	39%	(108)	15%	(41)	277
#1 Issue: Women's Issues	13%	(13)	14%	(15)	25%	(27)	34%	(36)	14%	(15)	106
#1 Issue: Education	16%	(17)	19%	(20)	20%	(21)	25%	(26)	20%	(21)	104
#1 Issue: Energy	18%	(14)	21%	(16)	20%	(16)	31%	(24)	9%	(7)	76
#1 Issue: Other	11%	(16)	13%	(19)	24%	(35)	31%	(47)	22%	(33)	150
2020 Vote: Joe Biden	9%	(89)	15%	(148)	26%	(261)	39%	(393)	11%	(107)	998
2020 Vote: Donald Trump	14%	(87)	23%	(149)	20%	(125)	22%	(140)	21%	(137)	637
2020 Vote: Other	11%	(11)	19%	(18)	30%	(28)	16%	(15)	23%	(22)	95
2020 Vote: Didn't Vote	12%	(56)	23%	(107)	18%	(85)	22%	(102)	25%	(118)	468
2018 House Vote: Democrat	9%	(69)	15%	(109)	27%	(198)	40%	(296)	10%	(72)	744
2018 House Vote: Republican	12%	(64)	22%	(119)	21%	(114)	25%	(137)	20%	(107)	541
2018 House Vote: Someone else	5%	(3)	12%	(8)	27%	(17)	17%	(11)	39%	(25)	64
2016 Vote: Hillary Clinton	9%	(59)	14%	(95)	27%	(184)	40%	(275)	10%	(71)	684
2016 Vote: Donald Trump	11%	(69)	22%	(141)	20%	(128)	25%	(158)	21%	(132)	628
2016 Vote: Other	9%	(9)	16%	(16)	33%	(33)	17%	(17)	25%	(25)	100
2016 Vote: Didn't Vote	13%	(105)	22%	(170)	20%	(155)	25%	(199)	20%	(157)	786

Continued on next page

Table MCEN3_4: *Would you still be a fan of your favorite celebrity if you found out that he or she did the following?*
Did not practice social distancing while out in public

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know / No opinion		Total N
Adults	11%	(242)	19%	(422)	23%	(501)	30%	(650)	17%	(385)	2200
Voted in 2014: Yes	9%	(106)	17%	(194)	25%	(298)	33%	(392)	16%	(187)	1177
Voted in 2014: No	13%	(136)	22%	(228)	20%	(203)	25%	(258)	19%	(198)	1023
4-Region: Northeast	9%	(36)	20%	(80)	25%	(100)	33%	(129)	12%	(49)	394
4-Region: Midwest	10%	(47)	21%	(96)	23%	(105)	27%	(123)	20%	(91)	462
4-Region: South	12%	(96)	18%	(149)	20%	(167)	30%	(246)	20%	(166)	824
4-Region: West	12%	(63)	19%	(97)	25%	(128)	29%	(152)	15%	(79)	520
Concerned about COVID	10%	(184)	18%	(326)	25%	(462)	33%	(615)	15%	(270)	1856
Not concerned about COVID	19%	(58)	31%	(96)	13%	(39)	10%	(30)	27%	(84)	307
Unfollowed celeb on social bc politics	13%	(83)	20%	(124)	24%	(151)	34%	(215)	8%	(53)	626
Not unfollowed celeb on social bc politics	11%	(136)	21%	(272)	24%	(313)	29%	(368)	15%	(198)	1289
Unfollowed celeb on social bc too much politics	16%	(91)	23%	(128)	25%	(140)	25%	(140)	10%	(53)	554
Not unfollowed celeb on social bc too much politics	9%	(125)	20%	(266)	24%	(320)	32%	(425)	15%	(197)	1332
Not watched movie/TV show bc cast politics	11%	(67)	21%	(129)	26%	(160)	31%	(192)	12%	(76)	623
Has not not watched movie/TV show bc cast politics	11%	(148)	21%	(277)	24%	(312)	30%	(403)	14%	(186)	1326
Donated/volunteered bc celeb encouraged	14%	(56)	21%	(85)	26%	(103)	34%	(135)	5%	(19)	399
Not donated/volunteered bc celeb encouraged	11%	(165)	20%	(314)	23%	(349)	30%	(453)	17%	(254)	1535
Shared/re-posted celeb social bc agreed	13%	(87)	21%	(137)	25%	(167)	33%	(217)	9%	(58)	667
Not shared/re-posted celeb social bc agreed	10%	(133)	20%	(261)	23%	(297)	30%	(383)	16%	(201)	1275

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

Table MCEN3_5: *Would you still be a fan of your favorite celebrity if you found out that he or she did the following?*
Avoided large gatherings

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know / No opinion		Total N
Adults	44%	(976)	30%	(664)	5%	(114)	5%	(106)	15%	(340)	2200
Gender: Male	43%	(458)	31%	(328)	6%	(64)	7%	(70)	13%	(143)	1062
Gender: Female	45%	(518)	30%	(336)	4%	(51)	3%	(36)	17%	(197)	1138
Age: 18-34	44%	(286)	28%	(184)	7%	(46)	6%	(38)	15%	(100)	655
Age: 35-44	52%	(185)	26%	(93)	5%	(18)	4%	(14)	13%	(47)	358
Age: 45-64	45%	(335)	31%	(231)	4%	(28)	4%	(30)	17%	(127)	751
Age: 65+	39%	(170)	36%	(155)	5%	(21)	5%	(24)	15%	(66)	436
GenZers: 1997-2012	44%	(133)	22%	(66)	6%	(18)	4%	(13)	23%	(69)	299
Millennials: 1981-1996	47%	(299)	29%	(181)	7%	(45)	6%	(38)	11%	(69)	632
GenXers: 1965-1980	44%	(229)	31%	(163)	4%	(20)	4%	(20)	17%	(89)	520
Baby Boomers: 1946-1964	42%	(289)	34%	(238)	4%	(30)	4%	(31)	15%	(105)	693
PID: Dem (no lean)	56%	(494)	27%	(235)	5%	(43)	4%	(36)	8%	(74)	882
PID: Ind (no lean)	36%	(258)	31%	(222)	5%	(35)	4%	(29)	23%	(165)	708
PID: Rep (no lean)	37%	(225)	34%	(207)	6%	(37)	7%	(41)	17%	(101)	610
PID/Gender: Dem Men	55%	(227)	27%	(112)	6%	(23)	7%	(27)	6%	(25)	414
PID/Gender: Dem Women	57%	(266)	26%	(122)	4%	(20)	2%	(9)	11%	(49)	467
PID/Gender: Ind Men	35%	(114)	31%	(102)	6%	(20)	6%	(18)	22%	(71)	325
PID/Gender: Ind Women	37%	(143)	31%	(119)	4%	(15)	3%	(10)	25%	(95)	383
PID/Gender: Rep Men	36%	(117)	35%	(113)	7%	(21)	7%	(24)	15%	(47)	322
PID/Gender: Rep Women	37%	(108)	33%	(94)	5%	(16)	6%	(17)	19%	(54)	288
Ideo: Liberal (1-3)	57%	(380)	24%	(162)	6%	(38)	4%	(30)	8%	(54)	664
Ideo: Moderate (4)	44%	(275)	32%	(203)	6%	(35)	5%	(31)	14%	(86)	631
Ideo: Conservative (5-7)	36%	(236)	36%	(232)	4%	(28)	6%	(38)	18%	(113)	647
Educ: < College	43%	(647)	29%	(441)	5%	(78)	5%	(76)	18%	(270)	1512
Educ: Bachelors degree	46%	(205)	31%	(140)	6%	(26)	5%	(20)	12%	(53)	444
Educ: Post-grad	51%	(124)	34%	(83)	4%	(10)	4%	(10)	7%	(17)	244
Income: Under 50k	43%	(497)	29%	(339)	5%	(58)	4%	(51)	18%	(213)	1158
Income: 50k-100k	44%	(293)	32%	(211)	5%	(33)	7%	(44)	12%	(79)	660
Income: 100k+	49%	(186)	30%	(114)	6%	(23)	3%	(10)	13%	(48)	382
Ethnicity: White	43%	(747)	32%	(552)	5%	(85)	4%	(77)	15%	(260)	1722
Ethnicity: Hispanic	48%	(167)	24%	(83)	6%	(23)	6%	(20)	16%	(57)	349

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Table MCEN3_5: *Would you still be a fan of your favorite celebrity if you found out that he or she did the following?*
Avoided large gatherings

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know / No opinion		Total N
Adults	44%	(976)	30%	(664)	5%	(114)	5%	(106)	15%	(340)	2200
Ethnicity: Black	52%	(142)	22%	(61)	5%	(14)	6%	(17)	15%	(40)	274
Ethnicity: Other	43%	(88)	25%	(50)	7%	(15)	5%	(11)	20%	(40)	204
All Christian	44%	(453)	33%	(337)	6%	(57)	5%	(50)	13%	(134)	1031
All Non-Christian	51%	(65)	26%	(32)	7%	(9)	8%	(10)	9%	(11)	127
Atheist	43%	(28)	29%	(18)	4%	(3)	2%	(1)	22%	(14)	65
Agnostic/Nothing in particular	42%	(233)	29%	(159)	5%	(29)	5%	(25)	20%	(109)	555
Something Else	47%	(198)	28%	(118)	4%	(17)	4%	(18)	17%	(71)	422
Religious Non-Protestant/Catholic	50%	(73)	26%	(38)	6%	(9)	7%	(10)	11%	(17)	146
Evangelical	45%	(315)	32%	(225)	5%	(38)	5%	(32)	13%	(89)	700
Non-Evangelical	45%	(316)	31%	(218)	5%	(34)	5%	(33)	15%	(109)	709
Community: Urban	50%	(352)	27%	(191)	6%	(42)	6%	(40)	11%	(79)	705
Community: Suburban	43%	(392)	33%	(299)	4%	(38)	5%	(42)	16%	(147)	917
Community: Rural	40%	(232)	30%	(174)	6%	(34)	4%	(23)	20%	(114)	578
Employ: Private Sector	46%	(300)	30%	(195)	5%	(34)	6%	(37)	13%	(83)	649
Employ: Government	43%	(72)	33%	(55)	10%	(17)	4%	(7)	10%	(18)	169
Employ: Self-Employed	40%	(71)	32%	(57)	9%	(16)	6%	(10)	12%	(22)	177
Employ: Homemaker	48%	(66)	30%	(41)	3%	(4)	1%	(1)	18%	(25)	137
Employ: Student	42%	(53)	25%	(32)	11%	(14)	1%	(2)	21%	(27)	128
Employ: Retired	41%	(186)	35%	(159)	4%	(16)	5%	(21)	16%	(70)	452
Employ: Unemployed	47%	(157)	25%	(83)	3%	(10)	5%	(16)	21%	(69)	335
Employ: Other	46%	(70)	27%	(41)	1%	(2)	8%	(13)	18%	(27)	153
Military HH: Yes	41%	(160)	32%	(124)	6%	(24)	6%	(23)	15%	(60)	392
Military HH: No	45%	(816)	30%	(540)	5%	(90)	5%	(83)	15%	(280)	1808
RD/WT: Right Direction	47%	(237)	28%	(141)	6%	(30)	7%	(35)	12%	(62)	504
RD/WT: Wrong Track	44%	(739)	31%	(523)	5%	(84)	4%	(71)	16%	(278)	1696
Trump Job Approve	35%	(276)	34%	(272)	6%	(47)	8%	(60)	18%	(144)	799
Trump Job Disapprove	52%	(665)	28%	(363)	5%	(64)	3%	(40)	11%	(144)	1277

Continued on next page

Table MCEN3_5: *Would you still be a fan of your favorite celebrity if you found out that he or she did the following?*
Avoided large gatherings

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know / No opinion		Total N
Adults	44%	(976)	30%	(664)	5%	(114)	5%	(106)	15%	(340)	2200
Trump Job Strongly Approve	36%	(166)	30%	(140)	5%	(21)	9%	(42)	20%	(89)	459
Trump Job Somewhat Approve	32%	(110)	39%	(132)	8%	(26)	5%	(18)	16%	(54)	340
Trump Job Somewhat Disapprove	38%	(98)	39%	(99)	9%	(23)	3%	(7)	11%	(28)	256
Trump Job Strongly Disapprove	55%	(567)	26%	(264)	4%	(42)	3%	(33)	11%	(116)	1022
Favorable of Trump	35%	(283)	34%	(272)	6%	(46)	7%	(57)	18%	(145)	804
Unfavorable of Trump	51%	(660)	29%	(367)	5%	(60)	3%	(41)	12%	(155)	1283
Very Favorable of Trump	36%	(176)	30%	(146)	5%	(27)	9%	(43)	19%	(92)	484
Somewhat Favorable of Trump	33%	(107)	40%	(127)	6%	(20)	4%	(14)	17%	(53)	320
Somewhat Unfavorable of Trump	40%	(89)	35%	(79)	6%	(14)	4%	(10)	14%	(31)	223
Very Unfavorable of Trump	54%	(571)	27%	(288)	4%	(46)	3%	(31)	12%	(124)	1060
#1 Issue: Economy	43%	(364)	32%	(270)	6%	(48)	4%	(33)	15%	(124)	839
#1 Issue: Security	29%	(73)	34%	(84)	3%	(7)	8%	(21)	25%	(63)	248
#1 Issue: Health Care	50%	(199)	26%	(105)	6%	(25)	4%	(17)	13%	(53)	399
#1 Issue: Medicare / Social Security	47%	(129)	32%	(90)	5%	(14)	5%	(15)	11%	(30)	277
#1 Issue: Women's Issues	51%	(54)	26%	(27)	6%	(6)	2%	(3)	15%	(16)	106
#1 Issue: Education	46%	(47)	24%	(25)	8%	(8)	5%	(5)	17%	(18)	104
#1 Issue: Energy	51%	(39)	28%	(21)	7%	(5)	7%	(5)	7%	(6)	76
#1 Issue: Other	47%	(71)	27%	(41)	1%	(1)	4%	(6)	21%	(31)	150
2020 Vote: Joe Biden	56%	(563)	27%	(266)	5%	(46)	4%	(39)	8%	(84)	998
2020 Vote: Donald Trump	32%	(201)	38%	(244)	5%	(30)	6%	(41)	19%	(121)	637
2020 Vote: Other	31%	(29)	36%	(34)	5%	(5)	6%	(6)	22%	(21)	95
2020 Vote: Didn't Vote	39%	(183)	26%	(119)	7%	(34)	4%	(19)	24%	(112)	468
2018 House Vote: Democrat	55%	(412)	28%	(210)	5%	(38)	3%	(26)	8%	(59)	744
2018 House Vote: Republican	35%	(189)	35%	(191)	5%	(25)	8%	(41)	18%	(96)	541
2018 House Vote: Someone else	25%	(16)	27%	(17)	1%	(1)	5%	(3)	42%	(26)	64
2016 Vote: Hillary Clinton	56%	(382)	27%	(185)	5%	(37)	4%	(27)	8%	(53)	684
2016 Vote: Donald Trump	36%	(226)	35%	(219)	4%	(26)	7%	(42)	18%	(116)	628
2016 Vote: Other	33%	(33)	42%	(42)	—	(0)	5%	(5)	20%	(20)	100
2016 Vote: Didn't Vote	42%	(333)	28%	(218)	6%	(51)	4%	(33)	19%	(151)	786

Continued on next page

Table MCEN3_5: *Would you still be a fan of your favorite celebrity if you found out that he or she did the following?*
Avoided large gatherings

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know / No opinion		Total N
Adults	44%	(976)	30%	(664)	5%	(114)	5%	(106)	15%	(340)	2200
Voted in 2014: Yes	44%	(519)	33%	(383)	5%	(54)	5%	(63)	13%	(157)	1177
Voted in 2014: No	45%	(456)	27%	(281)	6%	(60)	4%	(42)	18%	(183)	1023
4-Region: Northeast	50%	(197)	29%	(113)	6%	(25)	5%	(20)	10%	(38)	394
4-Region: Midwest	37%	(171)	35%	(161)	5%	(23)	5%	(25)	18%	(81)	462
4-Region: South	45%	(368)	28%	(228)	5%	(44)	4%	(33)	18%	(151)	824
4-Region: West	46%	(240)	31%	(162)	4%	(23)	5%	(27)	13%	(69)	520
Concerned about COVID	48%	(884)	31%	(573)	5%	(93)	4%	(79)	12%	(227)	1856
Not concerned about COVID	28%	(85)	29%	(91)	7%	(20)	8%	(26)	28%	(85)	307
Unfollowed celeb on social bc politics	49%	(309)	32%	(198)	5%	(34)	6%	(36)	8%	(48)	626
Not unfollowed celeb on social bc politics	45%	(581)	32%	(406)	6%	(75)	4%	(53)	13%	(174)	1289
Unfollowed celeb on social bc too much politics	44%	(244)	35%	(194)	6%	(34)	5%	(27)	10%	(55)	554
Not unfollowed celeb on social bc too much politics	47%	(622)	31%	(409)	6%	(74)	4%	(60)	13%	(167)	1332
Not watched movie/TV show bc cast politics	46%	(288)	31%	(195)	6%	(35)	6%	(39)	11%	(66)	623
Has not not watched movie/TV show bc cast politics	46%	(615)	32%	(419)	6%	(74)	4%	(56)	12%	(163)	1326
Donated/volunteered bc celeb encouraged	59%	(234)	26%	(105)	6%	(26)	6%	(22)	3%	(12)	399
Not donated/volunteered bc celeb encouraged	43%	(660)	33%	(499)	5%	(74)	5%	(77)	15%	(225)	1535
Shared/re-posted celeb social bc agreed	56%	(376)	27%	(183)	5%	(32)	5%	(36)	6%	(40)	667
Not shared/re-posted celeb social bc agreed	41%	(522)	33%	(426)	6%	(75)	5%	(62)	15%	(191)	1275

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

Table MCEN3_6: *Would you still be a fan of your favorite celebrity if you found out that he or she did the following?*
Participated in large gatherings

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know / No opinion		Total N
Adults	11%	(239)	19%	(426)	22%	(488)	30%	(659)	18%	(388)	2200
Gender: Male	13%	(136)	21%	(219)	23%	(239)	29%	(307)	15%	(161)	1062
Gender: Female	9%	(103)	18%	(207)	22%	(249)	31%	(352)	20%	(227)	1138
Age: 18-34	14%	(92)	21%	(140)	22%	(143)	26%	(170)	17%	(110)	655
Age: 35-44	16%	(57)	24%	(84)	21%	(75)	25%	(90)	14%	(50)	358
Age: 45-64	10%	(73)	19%	(143)	22%	(166)	30%	(225)	19%	(144)	751
Age: 65+	4%	(16)	13%	(58)	24%	(104)	40%	(173)	19%	(85)	436
GenZers: 1997-2012	11%	(33)	18%	(54)	21%	(63)	27%	(81)	23%	(68)	299
Millennials: 1981-1996	17%	(108)	23%	(143)	22%	(141)	26%	(164)	12%	(77)	632
GenXers: 1965-1980	10%	(54)	25%	(129)	21%	(110)	24%	(125)	20%	(102)	520
Baby Boomers: 1946-1964	6%	(42)	14%	(97)	23%	(162)	37%	(260)	19%	(133)	693
PID: Dem (no lean)	9%	(78)	16%	(137)	24%	(215)	41%	(361)	10%	(92)	882
PID: Ind (no lean)	11%	(78)	20%	(138)	22%	(154)	22%	(155)	26%	(183)	708
PID: Rep (no lean)	14%	(83)	25%	(150)	20%	(120)	23%	(143)	19%	(114)	610
PID/Gender: Dem Men	11%	(45)	16%	(67)	24%	(101)	41%	(169)	8%	(33)	414
PID/Gender: Dem Women	7%	(33)	15%	(70)	24%	(114)	41%	(192)	13%	(59)	467
PID/Gender: Ind Men	12%	(40)	21%	(67)	22%	(73)	20%	(66)	24%	(79)	325
PID/Gender: Ind Women	10%	(38)	19%	(71)	21%	(81)	23%	(89)	27%	(104)	383
PID/Gender: Rep Men	16%	(51)	26%	(85)	20%	(66)	22%	(72)	15%	(49)	322
PID/Gender: Rep Women	11%	(32)	23%	(66)	19%	(54)	25%	(71)	22%	(65)	288
Ideo: Liberal (1-3)	9%	(56)	15%	(99)	27%	(179)	38%	(254)	11%	(76)	664
Ideo: Moderate (4)	11%	(71)	21%	(134)	21%	(134)	30%	(192)	16%	(101)	631
Ideo: Conservative (5-7)	12%	(79)	24%	(155)	21%	(135)	24%	(155)	19%	(124)	647
Educ: < College	10%	(151)	20%	(301)	20%	(309)	30%	(449)	20%	(303)	1512
Educ: Bachelors degree	11%	(49)	16%	(72)	26%	(116)	33%	(145)	14%	(62)	444
Educ: Post-grad	16%	(39)	21%	(52)	26%	(64)	27%	(65)	10%	(24)	244
Income: Under 50k	12%	(137)	18%	(210)	22%	(249)	28%	(325)	20%	(236)	1158
Income: 50k-100k	9%	(57)	22%	(144)	24%	(157)	32%	(211)	14%	(92)	660
Income: 100k+	12%	(45)	19%	(71)	22%	(83)	32%	(123)	16%	(60)	382
Ethnicity: White	11%	(182)	20%	(342)	22%	(381)	29%	(502)	18%	(314)	1722
Ethnicity: Hispanic	12%	(42)	19%	(66)	22%	(77)	29%	(103)	17%	(61)	349

Continued on next page

Table MCEN3_6: *Would you still be a fan of your favorite celebrity if you found out that he or she did the following?*
Participated in large gatherings

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know / No opinion		Total N
Adults	11%	(239)	19%	(426)	22%	(488)	30%	(659)	18%	(388)	2200
Ethnicity: Black	14%	(38)	18%	(49)	21%	(57)	34%	(93)	14%	(37)	274
Ethnicity: Other	9%	(19)	17%	(34)	25%	(51)	32%	(64)	18%	(36)	204
All Christian	11%	(118)	19%	(199)	21%	(217)	32%	(329)	16%	(168)	1031
All Non-Christian	8%	(10)	19%	(24)	26%	(34)	41%	(53)	5%	(7)	127
Atheist	3%	(2)	12%	(8)	26%	(17)	34%	(22)	26%	(17)	65
Agnostic/Nothing in particular	10%	(58)	16%	(90)	22%	(122)	28%	(156)	23%	(130)	555
Something Else	12%	(51)	25%	(105)	24%	(99)	24%	(99)	16%	(67)	422
Religious Non-Protestant/Catholic	8%	(12)	19%	(28)	26%	(38)	39%	(57)	7%	(11)	146
Evangelical	15%	(103)	22%	(151)	21%	(145)	28%	(199)	15%	(102)	700
Non-Evangelical	8%	(57)	20%	(142)	23%	(162)	31%	(221)	18%	(127)	709
Community: Urban	15%	(106)	21%	(149)	21%	(146)	31%	(218)	12%	(86)	705
Community: Suburban	7%	(67)	19%	(171)	24%	(222)	31%	(280)	19%	(177)	917
Community: Rural	11%	(66)	18%	(106)	21%	(121)	28%	(161)	22%	(126)	578
Employ: Private Sector	13%	(84)	22%	(142)	20%	(127)	29%	(190)	16%	(107)	649
Employ: Government	14%	(23)	30%	(50)	28%	(48)	18%	(31)	10%	(17)	169
Employ: Self-Employed	14%	(24)	23%	(41)	22%	(39)	27%	(47)	14%	(25)	177
Employ: Homemaker	10%	(14)	16%	(22)	23%	(31)	28%	(39)	23%	(32)	137
Employ: Student	6%	(7)	22%	(28)	22%	(28)	29%	(36)	22%	(28)	128
Employ: Retired	6%	(26)	14%	(62)	24%	(109)	37%	(168)	19%	(87)	452
Employ: Unemployed	13%	(43)	15%	(51)	24%	(79)	29%	(98)	19%	(64)	335
Employ: Other	11%	(17)	19%	(29)	18%	(28)	33%	(50)	19%	(29)	153
Military HH: Yes	14%	(55)	20%	(77)	22%	(87)	28%	(110)	16%	(63)	392
Military HH: No	10%	(184)	19%	(348)	22%	(402)	30%	(549)	18%	(325)	1808
RD/WT: Right Direction	17%	(85)	25%	(127)	18%	(91)	27%	(138)	13%	(63)	504
RD/WT: Wrong Track	9%	(154)	18%	(299)	23%	(397)	31%	(521)	19%	(325)	1696
Trump Job Approve	16%	(127)	25%	(202)	18%	(143)	21%	(166)	20%	(161)	799
Trump Job Disapprove	8%	(100)	16%	(208)	26%	(332)	37%	(469)	13%	(169)	1277

Continued on next page

Table MCEN3_6: *Would you still be a fan of your favorite celebrity if you found out that he or she did the following?*
Participated in large gatherings

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know / No opinion		Total N
Adults	11%	(239)	19%	(426)	22%	(488)	30%	(659)	18%	(388)	2200
Trump Job Strongly Approve	19%	(89)	25%	(114)	13%	(61)	23%	(103)	20%	(91)	459
Trump Job Somewhat Approve	11%	(38)	26%	(88)	24%	(82)	19%	(63)	21%	(70)	340
Trump Job Somewhat Disapprove	10%	(27)	26%	(66)	30%	(76)	22%	(55)	12%	(31)	256
Trump Job Strongly Disapprove	7%	(73)	14%	(142)	25%	(256)	40%	(414)	13%	(138)	1022
Favorable of Trump	15%	(124)	24%	(196)	18%	(144)	21%	(171)	21%	(168)	804
Unfavorable of Trump	8%	(102)	17%	(215)	26%	(327)	36%	(459)	14%	(179)	1283
Very Favorable of Trump	17%	(82)	22%	(106)	16%	(79)	23%	(111)	22%	(106)	484
Somewhat Favorable of Trump	13%	(42)	28%	(90)	20%	(65)	19%	(60)	20%	(62)	320
Somewhat Unfavorable of Trump	11%	(25)	26%	(57)	28%	(61)	20%	(45)	15%	(33)	223
Very Unfavorable of Trump	7%	(77)	15%	(157)	25%	(266)	39%	(414)	14%	(146)	1060
#1 Issue: Economy	13%	(109)	22%	(185)	22%	(184)	25%	(209)	18%	(152)	839
#1 Issue: Security	5%	(13)	20%	(49)	23%	(56)	30%	(74)	23%	(56)	248
#1 Issue: Health Care	11%	(45)	17%	(67)	22%	(89)	34%	(135)	16%	(63)	399
#1 Issue: Medicare / Social Security	8%	(21)	19%	(53)	20%	(55)	39%	(109)	14%	(39)	277
#1 Issue: Women's Issues	16%	(17)	16%	(17)	27%	(29)	27%	(29)	14%	(15)	106
#1 Issue: Education	10%	(10)	23%	(24)	17%	(17)	29%	(30)	21%	(22)	104
#1 Issue: Energy	13%	(10)	19%	(15)	33%	(25)	27%	(21)	8%	(6)	76
#1 Issue: Other	10%	(14)	10%	(15)	22%	(33)	35%	(52)	23%	(35)	150
2020 Vote: Joe Biden	10%	(95)	15%	(147)	24%	(237)	41%	(409)	11%	(109)	998
2020 Vote: Donald Trump	13%	(81)	24%	(154)	19%	(121)	23%	(144)	21%	(137)	637
2020 Vote: Other	7%	(6)	23%	(22)	35%	(33)	15%	(14)	21%	(20)	95
2020 Vote: Didn't Vote	12%	(56)	21%	(100)	21%	(97)	20%	(92)	26%	(122)	468
2018 House Vote: Democrat	9%	(69)	14%	(100)	26%	(192)	41%	(306)	10%	(77)	744
2018 House Vote: Republican	12%	(67)	21%	(113)	21%	(112)	26%	(141)	20%	(107)	541
2018 House Vote: Someone else	2%	(1)	13%	(8)	19%	(12)	24%	(15)	42%	(27)	64
2016 Vote: Hillary Clinton	9%	(59)	13%	(86)	27%	(184)	42%	(284)	10%	(71)	684
2016 Vote: Donald Trump	12%	(74)	23%	(142)	20%	(127)	25%	(156)	21%	(130)	628
2016 Vote: Other	8%	(8)	18%	(18)	24%	(24)	25%	(25)	25%	(25)	100
2016 Vote: Didn't Vote	12%	(97)	23%	(179)	19%	(152)	25%	(194)	21%	(163)	786

Continued on next page

Table MCEN3_6: *Would you still be a fan of your favorite celebrity if you found out that he or she did the following?
Participated in large gatherings*

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know / No opinion		Total N
Adults	11%	(239)	19%	(426)	22%	(488)	30%	(659)	18%	(388)	2200
Voted in 2014: Yes	9%	(110)	16%	(188)	24%	(286)	34%	(406)	16%	(187)	1177
Voted in 2014: No	13%	(129)	23%	(238)	20%	(202)	25%	(253)	20%	(201)	1023
4-Region: Northeast	12%	(47)	16%	(64)	26%	(103)	33%	(130)	13%	(49)	394
4-Region: Midwest	10%	(47)	20%	(94)	23%	(105)	27%	(123)	20%	(93)	462
4-Region: South	10%	(85)	21%	(172)	18%	(150)	30%	(251)	20%	(166)	824
4-Region: West	11%	(59)	18%	(96)	25%	(130)	30%	(155)	15%	(80)	520
Concerned about COVID	10%	(178)	18%	(340)	24%	(447)	33%	(619)	15%	(272)	1856
Not concerned about COVID	19%	(60)	28%	(85)	13%	(41)	12%	(36)	28%	(85)	307
Unfollowed celeb on social bc politics	14%	(90)	19%	(120)	24%	(148)	34%	(213)	9%	(54)	626
Not unfollowed celeb on social bc politics	10%	(129)	22%	(280)	23%	(292)	29%	(377)	16%	(211)	1289
Unfollowed celeb on social bc too much politics	16%	(86)	23%	(127)	23%	(129)	27%	(151)	11%	(60)	554
Not unfollowed celeb on social bc too much politics	10%	(136)	20%	(270)	23%	(312)	31%	(412)	15%	(202)	1332
Not watched movie/TV show bc cast politics	12%	(77)	19%	(117)	23%	(141)	35%	(217)	11%	(71)	623
Has not not watched movie/TV show bc cast politics	11%	(149)	21%	(284)	23%	(310)	29%	(380)	15%	(204)	1326
Donated/volunteered bc celeb encouraged	17%	(67)	20%	(80)	24%	(94)	33%	(133)	6%	(25)	399
Not donated/volunteered bc celeb encouraged	10%	(153)	21%	(321)	23%	(348)	30%	(454)	17%	(259)	1535
Shared/re-posted celeb social bc agreed	17%	(111)	20%	(135)	22%	(150)	31%	(210)	9%	(61)	667
Not shared/re-posted celeb social bc agreed	9%	(115)	21%	(270)	23%	(297)	30%	(386)	16%	(208)	1275

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

Table MCEN3_7: *Would you still be a fan of your favorite celebrity if you found out that he or she did the following?*
Received the COVID-19 vaccine

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know / No opinion		Total N
Adults	37%	(824)	31%	(674)	5%	(116)	6%	(140)	20%	(446)	2200
Gender: Male	41%	(432)	29%	(311)	7%	(76)	6%	(66)	17%	(177)	1062
Gender: Female	34%	(392)	32%	(363)	4%	(40)	7%	(74)	24%	(269)	1138
Age: 18-34	33%	(216)	30%	(194)	7%	(46)	10%	(67)	20%	(132)	655
Age: 35-44	42%	(150)	30%	(106)	6%	(23)	7%	(24)	15%	(55)	358
Age: 45-64	38%	(286)	30%	(228)	4%	(28)	5%	(35)	23%	(174)	751
Age: 65+	40%	(173)	33%	(145)	4%	(19)	3%	(14)	20%	(85)	436
GenZers: 1997-2012	29%	(87)	25%	(75)	6%	(17)	11%	(33)	29%	(87)	299
Millennials: 1981-1996	40%	(254)	31%	(194)	8%	(51)	8%	(52)	13%	(81)	632
GenXers: 1965-1980	35%	(181)	31%	(163)	4%	(22)	6%	(31)	24%	(123)	520
Baby Boomers: 1946-1964	40%	(274)	33%	(227)	4%	(25)	3%	(21)	21%	(145)	693
PID: Dem (no lean)	48%	(424)	32%	(278)	4%	(39)	5%	(41)	11%	(100)	882
PID: Ind (no lean)	28%	(199)	28%	(199)	6%	(41)	7%	(52)	31%	(218)	708
PID: Rep (no lean)	33%	(202)	32%	(197)	6%	(37)	8%	(47)	21%	(128)	610
PID/Gender: Dem Men	52%	(216)	29%	(122)	6%	(25)	5%	(20)	7%	(31)	414
PID/Gender: Dem Women	45%	(208)	33%	(156)	3%	(14)	5%	(21)	15%	(69)	467
PID/Gender: Ind Men	32%	(104)	27%	(89)	8%	(27)	7%	(22)	25%	(83)	325
PID/Gender: Ind Women	25%	(94)	29%	(110)	4%	(14)	8%	(30)	35%	(135)	383
PID/Gender: Rep Men	35%	(112)	31%	(100)	7%	(24)	7%	(24)	19%	(63)	322
PID/Gender: Rep Women	31%	(90)	34%	(97)	4%	(13)	8%	(23)	23%	(65)	288
Ideo: Liberal (1-3)	51%	(338)	28%	(183)	5%	(31)	5%	(31)	12%	(80)	664
Ideo: Moderate (4)	36%	(227)	35%	(222)	6%	(36)	6%	(36)	17%	(110)	631
Ideo: Conservative (5-7)	30%	(195)	35%	(224)	5%	(35)	7%	(48)	22%	(145)	647
Educ: < College	33%	(506)	30%	(455)	5%	(80)	8%	(117)	23%	(354)	1512
Educ: Bachelors degree	45%	(200)	31%	(138)	6%	(24)	3%	(12)	16%	(69)	444
Educ: Post-grad	48%	(118)	33%	(81)	5%	(12)	4%	(11)	9%	(23)	244
Income: Under 50k	34%	(390)	29%	(330)	5%	(63)	8%	(96)	24%	(279)	1158
Income: 50k-100k	39%	(256)	35%	(230)	5%	(34)	5%	(33)	16%	(107)	660
Income: 100k+	46%	(178)	30%	(114)	5%	(20)	3%	(11)	16%	(60)	382
Ethnicity: White	38%	(652)	31%	(531)	5%	(91)	6%	(106)	20%	(342)	1722
Ethnicity: Hispanic	37%	(128)	27%	(96)	4%	(15)	7%	(25)	25%	(86)	349

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**Table MCEN3_7: Would you still be a fan of your favorite celebrity if you found out that he or she did the following?
Received the COVID-19 vaccine**

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know / No opinion		Total N
Adults	37%	(824)	31%	(674)	5%	(116)	6%	(140)	20%	(446)	2200
Ethnicity: Black	39%	(106)	30%	(81)	6%	(16)	6%	(16)	20%	(55)	274
Ethnicity: Other	32%	(66)	30%	(62)	5%	(10)	9%	(18)	24%	(49)	204
All Christian	38%	(394)	33%	(345)	5%	(49)	5%	(47)	19%	(196)	1031
All Non-Christian	43%	(55)	30%	(38)	8%	(11)	10%	(13)	8%	(11)	127
Atheist	45%	(29)	24%	(16)	11%	(7)	2%	(1)	18%	(12)	65
Agnostic/Nothing in particular	34%	(189)	28%	(158)	4%	(22)	7%	(40)	26%	(147)	555
Something Else	37%	(158)	28%	(118)	6%	(27)	9%	(38)	19%	(81)	422
Religious Non-Protestant/Catholic	40%	(59)	30%	(44)	9%	(14)	9%	(13)	12%	(17)	146
Evangelical	39%	(271)	31%	(219)	7%	(46)	7%	(46)	17%	(117)	700
Non-Evangelical	38%	(272)	31%	(223)	3%	(25)	5%	(38)	21%	(152)	709
Community: Urban	42%	(299)	29%	(204)	5%	(38)	7%	(47)	17%	(117)	705
Community: Suburban	38%	(347)	32%	(297)	5%	(46)	4%	(34)	21%	(194)	917
Community: Rural	31%	(178)	30%	(173)	6%	(33)	10%	(59)	23%	(135)	578
Employ: Private Sector	41%	(264)	31%	(202)	4%	(27)	5%	(33)	19%	(124)	649
Employ: Government	34%	(58)	37%	(63)	10%	(17)	4%	(7)	14%	(24)	169
Employ: Self-Employed	39%	(70)	29%	(52)	11%	(19)	7%	(12)	14%	(24)	177
Employ: Homemaker	33%	(45)	30%	(42)	4%	(5)	6%	(8)	27%	(37)	137
Employ: Student	37%	(47)	31%	(39)	5%	(7)	6%	(8)	21%	(27)	128
Employ: Retired	42%	(190)	32%	(144)	4%	(16)	3%	(12)	20%	(91)	452
Employ: Unemployed	32%	(108)	26%	(87)	6%	(20)	12%	(39)	24%	(81)	335
Employ: Other	28%	(43)	30%	(46)	4%	(6)	14%	(21)	24%	(37)	153
Military HH: Yes	34%	(135)	37%	(145)	3%	(14)	6%	(24)	19%	(74)	392
Military HH: No	38%	(689)	29%	(529)	6%	(103)	6%	(116)	21%	(371)	1808
RD/WT: Right Direction	38%	(190)	34%	(171)	7%	(37)	6%	(28)	16%	(78)	504
RD/WT: Wrong Track	37%	(634)	30%	(503)	5%	(79)	7%	(112)	22%	(367)	1696
Trump Job Approve	30%	(237)	31%	(246)	8%	(61)	9%	(71)	23%	(184)	799
Trump Job Disapprove	44%	(562)	32%	(409)	4%	(51)	5%	(58)	16%	(198)	1277

Continued on next page

Table MCEN3_7: *Would you still be a fan of your favorite celebrity if you found out that he or she did the following?
Received the COVID-19 vaccine*

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know / No opinion		Total N
Adults	37%	(824)	31%	(674)	5%	(116)	6%	(140)	20%	(446)	2200
Trump Job Strongly Approve	32%	(146)	25%	(114)	8%	(38)	12%	(56)	23%	(105)	459
Trump Job Somewhat Approve	27%	(91)	39%	(132)	7%	(23)	4%	(15)	23%	(79)	340
Trump Job Somewhat Disapprove	30%	(77)	42%	(107)	8%	(22)	6%	(15)	14%	(36)	256
Trump Job Strongly Disapprove	48%	(485)	30%	(302)	3%	(29)	4%	(43)	16%	(162)	1022
Favorable of Trump	30%	(239)	30%	(242)	7%	(57)	8%	(67)	25%	(199)	804
Unfavorable of Trump	44%	(563)	32%	(416)	4%	(49)	4%	(52)	16%	(202)	1283
Very Favorable of Trump	32%	(153)	24%	(116)	7%	(34)	12%	(57)	26%	(125)	484
Somewhat Favorable of Trump	27%	(86)	40%	(127)	7%	(23)	3%	(11)	23%	(74)	320
Somewhat Unfavorable of Trump	34%	(77)	42%	(93)	5%	(11)	4%	(9)	15%	(33)	223
Very Unfavorable of Trump	46%	(486)	30%	(323)	4%	(38)	4%	(43)	16%	(169)	1060
#1 Issue: Economy	36%	(303)	33%	(275)	5%	(45)	6%	(52)	20%	(164)	839
#1 Issue: Security	26%	(65)	30%	(75)	4%	(10)	9%	(23)	30%	(75)	248
#1 Issue: Health Care	42%	(168)	31%	(124)	5%	(22)	5%	(21)	16%	(63)	399
#1 Issue: Medicare / Social Security	42%	(117)	29%	(80)	5%	(13)	5%	(14)	19%	(53)	277
#1 Issue: Women's Issues	46%	(49)	28%	(30)	2%	(2)	6%	(7)	17%	(18)	106
#1 Issue: Education	32%	(33)	27%	(28)	9%	(9)	11%	(11)	21%	(22)	104
#1 Issue: Energy	36%	(28)	34%	(26)	12%	(9)	8%	(6)	11%	(8)	76
#1 Issue: Other	41%	(61)	24%	(35)	4%	(5)	5%	(7)	28%	(41)	150
2020 Vote: Joe Biden	51%	(505)	30%	(298)	4%	(35)	4%	(36)	12%	(124)	998
2020 Vote: Donald Trump	27%	(173)	35%	(221)	6%	(36)	8%	(51)	24%	(156)	637
2020 Vote: Other	19%	(18)	38%	(37)	8%	(8)	3%	(3)	31%	(30)	95
2020 Vote: Didn't Vote	28%	(129)	25%	(117)	8%	(37)	11%	(50)	29%	(135)	468
2018 House Vote: Democrat	50%	(368)	32%	(236)	4%	(28)	4%	(33)	11%	(79)	744
2018 House Vote: Republican	31%	(167)	35%	(190)	6%	(30)	6%	(33)	22%	(121)	541
2018 House Vote: Someone else	18%	(12)	26%	(17)	4%	(3)	5%	(3)	47%	(30)	64
2016 Vote: Hillary Clinton	50%	(340)	32%	(221)	3%	(18)	4%	(29)	11%	(76)	684
2016 Vote: Donald Trump	31%	(198)	32%	(199)	6%	(38)	8%	(48)	23%	(146)	628
2016 Vote: Other	31%	(31)	33%	(33)	4%	(4)	6%	(6)	27%	(27)	100
2016 Vote: Didn't Vote	32%	(254)	28%	(220)	7%	(57)	7%	(58)	25%	(197)	786

Continued on next page

**Table MCEN3_7: Would you still be a fan of your favorite celebrity if you found out that he or she did the following?
Received the COVID-19 vaccine**

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know / No opinion		Total N
Adults	37%	(824)	31%	(674)	5%	(116)	6%	(140)	20%	(446)	2200
Voted in 2014: Yes	40%	(472)	33%	(391)	4%	(45)	6%	(68)	17%	(201)	1177
Voted in 2014: No	34%	(352)	28%	(283)	7%	(71)	7%	(72)	24%	(245)	1023
4-Region: Northeast	43%	(168)	31%	(122)	6%	(24)	5%	(18)	16%	(61)	394
4-Region: Midwest	31%	(143)	31%	(144)	6%	(28)	7%	(34)	24%	(112)	462
4-Region: South	38%	(317)	30%	(244)	4%	(37)	7%	(59)	20%	(167)	824
4-Region: West	38%	(195)	31%	(164)	5%	(27)	5%	(29)	20%	(105)	520
Concerned about COVID	41%	(757)	32%	(597)	4%	(81)	5%	(100)	17%	(321)	1856
Not concerned about COVID	22%	(67)	24%	(75)	11%	(35)	12%	(37)	30%	(93)	307
Unfollowed celeb on social bc politics	45%	(281)	31%	(196)	5%	(30)	8%	(52)	11%	(67)	626
Not unfollowed celeb on social bc politics	38%	(485)	33%	(419)	6%	(75)	5%	(59)	19%	(250)	1289
Unfollowed celeb on social bc too much politics	39%	(219)	33%	(184)	6%	(33)	7%	(41)	14%	(77)	554
Not unfollowed celeb on social bc too much politics	41%	(541)	31%	(417)	5%	(70)	6%	(74)	17%	(231)	1332
Not watched movie/TV show bc cast politics	42%	(261)	30%	(189)	6%	(36)	9%	(56)	13%	(81)	623
Has not not watched movie/TV show bc cast politics	39%	(515)	33%	(441)	5%	(70)	5%	(64)	18%	(236)	1326
Donated/volunteered bc celeb encouraged	54%	(215)	29%	(117)	6%	(25)	5%	(20)	6%	(22)	399
Not donated/volunteered bc celeb encouraged	36%	(559)	33%	(502)	5%	(78)	6%	(94)	20%	(303)	1535
Shared/re-posted celeb social bc agreed	51%	(343)	29%	(190)	5%	(32)	5%	(34)	10%	(68)	667
Not shared/re-posted celeb social bc agreed	34%	(431)	34%	(437)	6%	(71)	7%	(84)	20%	(252)	1275

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

Table MCEN3_8: *Would you still be a fan of your favorite celebrity if you found out that he or she did the following?*
Refused to receive the COVID-19 vaccine

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know / No opinion		Total N
Adults	14%	(310)	21%	(458)	19%	(410)	22%	(479)	25%	(543)	2200
Gender: Male	15%	(160)	20%	(217)	22%	(230)	23%	(247)	20%	(208)	1062
Gender: Female	13%	(150)	21%	(241)	16%	(180)	20%	(232)	29%	(335)	1138
Age: 18-34	19%	(123)	20%	(130)	17%	(114)	21%	(139)	23%	(148)	655
Age: 35-44	20%	(70)	27%	(95)	18%	(66)	18%	(65)	17%	(62)	358
Age: 45-64	13%	(96)	21%	(155)	16%	(123)	19%	(145)	31%	(232)	751
Age: 65+	5%	(21)	18%	(77)	25%	(107)	30%	(131)	23%	(101)	436
GenZers: 1997-2012	19%	(57)	15%	(44)	15%	(45)	21%	(63)	30%	(91)	299
Millennials: 1981-1996	19%	(119)	25%	(155)	20%	(125)	21%	(131)	16%	(102)	632
GenXers: 1965-1980	17%	(88)	25%	(128)	15%	(77)	15%	(76)	29%	(152)	520
Baby Boomers: 1946-1964	6%	(45)	18%	(126)	22%	(149)	27%	(186)	27%	(187)	693
PID: Dem (no lean)	10%	(92)	19%	(165)	23%	(201)	30%	(265)	18%	(158)	882
PID: Ind (no lean)	14%	(100)	22%	(155)	16%	(113)	16%	(110)	32%	(230)	708
PID: Rep (no lean)	19%	(118)	23%	(139)	16%	(96)	17%	(103)	25%	(154)	610
PID/Gender: Dem Men	12%	(50)	18%	(73)	25%	(102)	34%	(140)	12%	(50)	414
PID/Gender: Dem Women	9%	(43)	20%	(92)	21%	(99)	27%	(125)	23%	(109)	467
PID/Gender: Ind Men	14%	(45)	22%	(72)	21%	(67)	15%	(50)	28%	(91)	325
PID/Gender: Ind Women	14%	(55)	22%	(83)	12%	(46)	16%	(60)	36%	(139)	383
PID/Gender: Rep Men	20%	(66)	23%	(73)	19%	(61)	17%	(56)	21%	(67)	322
PID/Gender: Rep Women	18%	(53)	23%	(66)	12%	(35)	16%	(47)	30%	(87)	288
Ideo: Liberal (1-3)	11%	(74)	18%	(121)	23%	(153)	31%	(205)	17%	(111)	664
Ideo: Moderate (4)	12%	(78)	23%	(148)	20%	(129)	20%	(124)	24%	(151)	631
Ideo: Conservative (5-7)	17%	(112)	24%	(157)	15%	(99)	18%	(115)	25%	(164)	647
Educ: < College	15%	(224)	21%	(319)	17%	(257)	19%	(294)	28%	(419)	1512
Educ: Bachelors degree	11%	(48)	20%	(87)	21%	(94)	28%	(124)	21%	(92)	444
Educ: Post-grad	16%	(39)	22%	(53)	24%	(60)	25%	(61)	13%	(33)	244
Income: Under 50k	17%	(193)	21%	(241)	17%	(194)	18%	(207)	28%	(323)	1158
Income: 50k-100k	12%	(77)	21%	(142)	21%	(136)	26%	(172)	20%	(133)	660
Income: 100k+	11%	(40)	20%	(75)	21%	(80)	26%	(100)	23%	(87)	382
Ethnicity: White	14%	(239)	21%	(368)	19%	(327)	22%	(370)	24%	(417)	1722
Ethnicity: Hispanic	17%	(59)	21%	(73)	19%	(67)	21%	(72)	22%	(78)	349

Continued on next page

Table MCEN3_8: *Would you still be a fan of your favorite celebrity if you found out that he or she did the following?*
Refused to receive the COVID-19 vaccine

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know / No opinion		Total N
Adults	14%	(310)	21%	(458)	19%	(410)	22%	(479)	25%	(543)	2200
Ethnicity: Black	16%	(43)	19%	(52)	18%	(51)	22%	(61)	25%	(68)	274
Ethnicity: Other	14%	(28)	19%	(39)	16%	(32)	23%	(48)	28%	(57)	204
All Christian	12%	(127)	22%	(232)	18%	(187)	24%	(248)	23%	(237)	1031
All Non-Christian	10%	(13)	16%	(21)	27%	(34)	30%	(38)	16%	(21)	127
Atheist	6%	(4)	16%	(11)	18%	(12)	39%	(25)	21%	(13)	65
Agnostic/Nothing in particular	15%	(81)	17%	(93)	19%	(104)	18%	(103)	31%	(174)	555
Something Else	20%	(86)	24%	(102)	17%	(72)	15%	(65)	23%	(97)	422
Religious Non-Protestant/Catholic	10%	(15)	17%	(25)	26%	(39)	27%	(40)	19%	(27)	146
Evangelical	18%	(123)	24%	(167)	16%	(114)	21%	(150)	21%	(145)	700
Non-Evangelical	11%	(79)	22%	(157)	19%	(134)	22%	(158)	26%	(181)	709
Community: Urban	18%	(125)	21%	(145)	20%	(140)	22%	(157)	19%	(136)	705
Community: Suburban	11%	(97)	21%	(195)	19%	(173)	23%	(213)	26%	(240)	917
Community: Rural	15%	(88)	20%	(118)	17%	(96)	19%	(109)	29%	(166)	578
Employ: Private Sector	14%	(89)	21%	(137)	18%	(119)	23%	(151)	24%	(153)	649
Employ: Government	17%	(29)	29%	(49)	21%	(36)	15%	(26)	17%	(29)	169
Employ: Self-Employed	21%	(37)	29%	(51)	18%	(33)	17%	(31)	15%	(26)	177
Employ: Homemaker	20%	(27)	19%	(27)	14%	(19)	18%	(24)	29%	(40)	137
Employ: Student	9%	(11)	14%	(18)	22%	(28)	28%	(36)	27%	(34)	128
Employ: Retired	7%	(30)	18%	(79)	21%	(93)	30%	(134)	26%	(116)	452
Employ: Unemployed	18%	(60)	18%	(62)	19%	(62)	16%	(52)	30%	(99)	335
Employ: Other	18%	(27)	23%	(35)	13%	(21)	16%	(25)	29%	(45)	153
Military HH: Yes	15%	(58)	18%	(72)	23%	(89)	21%	(84)	23%	(89)	392
Military HH: No	14%	(252)	21%	(387)	18%	(321)	22%	(395)	25%	(454)	1808
RD/WT: Right Direction	18%	(92)	24%	(120)	20%	(99)	21%	(108)	17%	(85)	504
RD/WT: Wrong Track	13%	(219)	20%	(338)	18%	(311)	22%	(370)	27%	(458)	1696
Trump Job Approve	21%	(168)	24%	(190)	14%	(111)	16%	(124)	26%	(205)	799
Trump Job Disapprove	10%	(122)	20%	(251)	23%	(292)	27%	(341)	21%	(271)	1277

Continued on next page

Table MCEN3_8: *Would you still be a fan of your favorite celebrity if you found out that he or she did the following?*
Refused to receive the COVID-19 vaccine

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know / No opinion		Total N
Adults	14%	(310)	21%	(458)	19%	(410)	22%	(479)	25%	(543)	2200
Trump Job Strongly Approve	25%	(115)	22%	(102)	12%	(56)	17%	(76)	24%	(110)	459
Trump Job Somewhat Approve	16%	(54)	26%	(88)	16%	(55)	14%	(48)	28%	(95)	340
Trump Job Somewhat Disapprove	12%	(31)	25%	(64)	26%	(65)	16%	(42)	21%	(54)	256
Trump Job Strongly Disapprove	9%	(91)	18%	(187)	22%	(227)	29%	(299)	21%	(217)	1022
Favorable of Trump	21%	(167)	23%	(187)	13%	(106)	16%	(125)	27%	(220)	804
Unfavorable of Trump	10%	(132)	20%	(257)	23%	(293)	26%	(331)	21%	(271)	1283
Very Favorable of Trump	24%	(117)	20%	(96)	13%	(63)	16%	(78)	27%	(130)	484
Somewhat Favorable of Trump	16%	(50)	28%	(91)	13%	(42)	15%	(47)	28%	(89)	320
Somewhat Unfavorable of Trump	16%	(35)	22%	(48)	23%	(52)	17%	(37)	23%	(51)	223
Very Unfavorable of Trump	9%	(97)	20%	(209)	23%	(241)	28%	(293)	21%	(220)	1060
#1 Issue: Economy	18%	(154)	25%	(206)	17%	(145)	16%	(138)	23%	(196)	839
#1 Issue: Security	11%	(28)	19%	(46)	14%	(35)	24%	(60)	31%	(78)	248
#1 Issue: Health Care	13%	(52)	18%	(72)	21%	(84)	26%	(103)	22%	(88)	399
#1 Issue: Medicare / Social Security	9%	(24)	19%	(52)	21%	(57)	28%	(77)	25%	(68)	277
#1 Issue: Women's Issues	15%	(15)	17%	(18)	23%	(24)	28%	(30)	17%	(18)	106
#1 Issue: Education	9%	(9)	18%	(19)	22%	(23)	22%	(23)	29%	(30)	104
#1 Issue: Energy	11%	(9)	26%	(20)	26%	(20)	22%	(17)	15%	(11)	76
#1 Issue: Other	12%	(18)	17%	(25)	15%	(23)	21%	(31)	35%	(52)	150
2020 Vote: Joe Biden	11%	(109)	17%	(170)	23%	(233)	30%	(304)	18%	(181)	998
2020 Vote: Donald Trump	19%	(119)	25%	(159)	13%	(85)	16%	(99)	28%	(176)	637
2020 Vote: Other	8%	(7)	30%	(28)	16%	(16)	14%	(13)	32%	(30)	95
2020 Vote: Didn't Vote	16%	(75)	22%	(101)	16%	(77)	13%	(63)	33%	(153)	468
2018 House Vote: Democrat	11%	(81)	18%	(132)	24%	(182)	31%	(230)	16%	(120)	744
2018 House Vote: Republican	16%	(85)	24%	(128)	14%	(76)	21%	(113)	26%	(139)	541
2018 House Vote: Someone else	2%	(1)	25%	(16)	15%	(9)	17%	(11)	41%	(26)	64
2016 Vote: Hillary Clinton	9%	(62)	18%	(126)	24%	(167)	32%	(219)	16%	(109)	684
2016 Vote: Donald Trump	16%	(103)	24%	(149)	14%	(89)	19%	(119)	27%	(169)	628
2016 Vote: Other	13%	(13)	22%	(22)	15%	(15)	17%	(17)	34%	(34)	100
2016 Vote: Didn't Vote	17%	(133)	21%	(162)	18%	(138)	16%	(124)	29%	(230)	786

Continued on next page

Table MCEN3_8: *Would you still be a fan of your favorite celebrity if you found out that he or she did the following?*
Refused to receive the COVID-19 vaccine

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know / No opinion		Total N
Adults	14%	(310)	21%	(458)	19%	(410)	22%	(479)	25%	(543)	2200
Voted in 2014: Yes	11%	(133)	20%	(239)	20%	(233)	27%	(320)	21%	(251)	1177
Voted in 2014: No	17%	(177)	21%	(219)	17%	(177)	16%	(159)	28%	(291)	1023
4-Region: Northeast	13%	(51)	22%	(87)	22%	(86)	25%	(98)	18%	(72)	394
4-Region: Midwest	13%	(62)	20%	(92)	19%	(86)	18%	(85)	30%	(137)	462
4-Region: South	15%	(124)	20%	(168)	17%	(138)	22%	(179)	26%	(214)	824
4-Region: West	14%	(73)	21%	(111)	19%	(100)	22%	(116)	23%	(120)	520
Concerned about COVID	13%	(232)	21%	(381)	20%	(377)	23%	(435)	23%	(430)	1856
Not concerned about COVID	25%	(76)	25%	(77)	11%	(33)	13%	(39)	27%	(82)	307
Unfollowed celeb on social bc politics	19%	(120)	20%	(123)	20%	(123)	26%	(162)	16%	(98)	626
Not unfollowed celeb on social bc politics	13%	(161)	24%	(305)	20%	(256)	20%	(260)	24%	(306)	1289
Unfollowed celeb on social bc too much politics	19%	(103)	24%	(132)	20%	(108)	21%	(114)	18%	(97)	554
Not unfollowed celeb on social bc too much politics	13%	(177)	21%	(285)	20%	(266)	23%	(302)	23%	(302)	1332
Not watched movie/TV show bc cast politics	18%	(113)	18%	(113)	18%	(110)	27%	(166)	20%	(122)	623
Has not not watched movie/TV show bc cast politics	13%	(179)	24%	(316)	20%	(269)	20%	(268)	22%	(294)	1326
Donated/volunteered bc celeb encouraged	18%	(71)	22%	(86)	24%	(96)	28%	(112)	8%	(34)	399
Not donated/volunteered bc celeb encouraged	14%	(218)	22%	(343)	18%	(282)	21%	(316)	25%	(376)	1535
Shared/re-posted celeb social bc agreed	19%	(124)	21%	(138)	20%	(134)	27%	(179)	14%	(92)	667
Not shared/re-posted celeb social bc agreed	13%	(162)	23%	(290)	19%	(244)	20%	(258)	25%	(321)	1275

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

Table MCEN3_9: *Would you still be a fan of your favorite celebrity if you found out that he or she did the following?*
Encouraged others to be vaccinated

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know / No opinion		Total N
Adults	39%	(851)	30%	(652)	6%	(139)	6%	(128)	20%	(430)	2200
Gender: Male	42%	(442)	30%	(323)	6%	(67)	6%	(65)	15%	(164)	1062
Gender: Female	36%	(409)	29%	(329)	6%	(71)	6%	(63)	23%	(266)	1138
Age: 18-34	34%	(225)	29%	(190)	8%	(55)	10%	(64)	18%	(121)	655
Age: 35-44	44%	(156)	30%	(108)	6%	(23)	6%	(22)	14%	(49)	358
Age: 45-64	38%	(289)	28%	(212)	6%	(41)	4%	(30)	24%	(178)	751
Age: 65+	42%	(182)	32%	(142)	5%	(20)	3%	(12)	19%	(81)	436
GenZers: 1997-2012	31%	(92)	25%	(73)	8%	(24)	12%	(35)	25%	(75)	299
Millennials: 1981-1996	41%	(260)	31%	(196)	8%	(52)	7%	(46)	12%	(78)	632
GenXers: 1965-1980	37%	(193)	28%	(147)	6%	(30)	5%	(25)	24%	(125)	520
Baby Boomers: 1946-1964	40%	(279)	31%	(217)	5%	(32)	3%	(21)	21%	(144)	693
PID: Dem (no lean)	50%	(444)	29%	(255)	5%	(46)	3%	(30)	12%	(106)	882
PID: Ind (no lean)	30%	(215)	28%	(197)	7%	(48)	7%	(49)	28%	(199)	708
PID: Rep (no lean)	31%	(192)	33%	(200)	7%	(45)	8%	(49)	20%	(125)	610
PID/Gender: Dem Men	54%	(223)	28%	(118)	6%	(26)	4%	(16)	8%	(31)	414
PID/Gender: Dem Women	47%	(221)	29%	(137)	4%	(20)	3%	(15)	16%	(75)	467
PID/Gender: Ind Men	34%	(109)	29%	(96)	6%	(20)	6%	(20)	25%	(80)	325
PID/Gender: Ind Women	28%	(106)	26%	(101)	7%	(28)	8%	(29)	31%	(118)	383
PID/Gender: Rep Men	34%	(110)	34%	(110)	7%	(22)	9%	(29)	16%	(53)	322
PID/Gender: Rep Women	29%	(83)	31%	(90)	8%	(23)	7%	(20)	25%	(72)	288
Ideo: Liberal (1-3)	52%	(348)	27%	(181)	4%	(28)	5%	(32)	11%	(75)	664
Ideo: Moderate (4)	38%	(243)	32%	(205)	6%	(37)	5%	(30)	19%	(117)	631
Ideo: Conservative (5-7)	30%	(196)	34%	(218)	8%	(51)	7%	(46)	21%	(135)	647
Educ: < College	35%	(536)	29%	(432)	7%	(103)	7%	(105)	22%	(337)	1512
Educ: Bachelors degree	43%	(192)	32%	(144)	5%	(22)	3%	(15)	16%	(71)	444
Educ: Post-grad	51%	(123)	31%	(77)	6%	(14)	3%	(8)	9%	(22)	244
Income: Under 50k	34%	(397)	28%	(325)	7%	(78)	8%	(93)	23%	(266)	1158
Income: 50k-100k	42%	(279)	32%	(213)	6%	(40)	4%	(28)	15%	(101)	660
Income: 100k+	46%	(175)	30%	(114)	6%	(21)	2%	(8)	17%	(63)	382
Ethnicity: White	39%	(672)	30%	(517)	6%	(104)	6%	(96)	19%	(334)	1722
Ethnicity: Hispanic	36%	(125)	30%	(105)	5%	(18)	7%	(24)	22%	(77)	349

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Table MCEN3_9: *Would you still be a fan of your favorite celebrity if you found out that he or she did the following?*
Encouraged others to be vaccinated

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know / No opinion		Total N
Adults	39%	(851)	30%	(652)	6%	(139)	6%	(128)	20%	(430)	2200
Ethnicity: Black	40%	(109)	26%	(72)	9%	(25)	8%	(21)	17%	(47)	274
Ethnicity: Other	35%	(71)	31%	(63)	5%	(10)	6%	(11)	24%	(49)	204
All Christian	39%	(407)	33%	(342)	5%	(56)	4%	(43)	18%	(183)	1031
All Non-Christian	47%	(60)	27%	(34)	8%	(10)	8%	(10)	10%	(13)	127
Atheist	46%	(30)	27%	(17)	2%	(1)	5%	(3)	21%	(13)	65
Agnostic/Nothing in particular	35%	(193)	27%	(153)	6%	(33)	7%	(37)	25%	(139)	555
Something Else	38%	(162)	25%	(106)	9%	(39)	8%	(35)	19%	(81)	422
Religious Non-Protestant/Catholic	43%	(63)	28%	(41)	9%	(13)	7%	(10)	13%	(19)	146
Evangelical	38%	(264)	32%	(225)	8%	(54)	6%	(43)	16%	(114)	700
Non-Evangelical	42%	(295)	29%	(204)	5%	(34)	5%	(33)	20%	(141)	709
Community: Urban	43%	(300)	30%	(211)	7%	(49)	6%	(41)	15%	(104)	705
Community: Suburban	39%	(359)	30%	(275)	6%	(55)	4%	(36)	21%	(191)	917
Community: Rural	33%	(193)	29%	(166)	6%	(35)	9%	(51)	23%	(135)	578
Employ: Private Sector	41%	(265)	31%	(201)	5%	(35)	4%	(28)	18%	(120)	649
Employ: Government	41%	(69)	36%	(61)	8%	(13)	5%	(8)	10%	(18)	169
Employ: Self-Employed	38%	(67)	27%	(48)	11%	(19)	10%	(17)	15%	(26)	177
Employ: Homemaker	31%	(43)	26%	(35)	10%	(14)	7%	(10)	26%	(36)	137
Employ: Student	39%	(49)	32%	(41)	7%	(9)	6%	(7)	17%	(21)	128
Employ: Retired	42%	(192)	31%	(141)	3%	(15)	3%	(15)	20%	(89)	452
Employ: Unemployed	35%	(118)	24%	(79)	8%	(26)	8%	(26)	26%	(86)	335
Employ: Other	32%	(49)	29%	(45)	5%	(8)	11%	(17)	23%	(35)	153
Military HH: Yes	36%	(142)	33%	(128)	7%	(28)	6%	(22)	18%	(72)	392
Military HH: No	39%	(710)	29%	(524)	6%	(111)	6%	(106)	20%	(358)	1808
RD/WT: Right Direction	42%	(213)	32%	(164)	6%	(32)	5%	(27)	13%	(68)	504
RD/WT: Wrong Track	38%	(638)	29%	(488)	6%	(107)	6%	(101)	21%	(362)	1696
Trump Job Approve	29%	(234)	31%	(249)	8%	(66)	9%	(76)	22%	(174)	799
Trump Job Disapprove	46%	(590)	30%	(383)	5%	(67)	3%	(39)	16%	(199)	1277

Continued on next page

Table MCEN3_9: *Would you still be a fan of your favorite celebrity if you found out that he or she did the following?*
Encouraged others to be vaccinated

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know / No opinion		Total N
Adults	39%	(851)	30%	(652)	6%	(139)	6%	(128)	20%	(430)	2200
Trump Job Strongly Approve	29%	(134)	28%	(127)	7%	(31)	14%	(63)	22%	(103)	459
Trump Job Somewhat Approve	29%	(100)	36%	(122)	10%	(35)	4%	(13)	21%	(72)	340
Trump Job Somewhat Disapprove	30%	(77)	39%	(99)	11%	(28)	5%	(12)	15%	(39)	256
Trump Job Strongly Disapprove	50%	(513)	28%	(284)	4%	(39)	3%	(26)	16%	(160)	1022
Favorable of Trump	29%	(233)	31%	(247)	8%	(63)	9%	(74)	23%	(186)	804
Unfavorable of Trump	46%	(591)	30%	(385)	5%	(70)	3%	(37)	16%	(199)	1283
Very Favorable of Trump	30%	(147)	25%	(121)	7%	(34)	13%	(63)	25%	(119)	484
Somewhat Favorable of Trump	27%	(85)	40%	(126)	9%	(29)	4%	(12)	21%	(68)	320
Somewhat Unfavorable of Trump	33%	(74)	34%	(76)	13%	(28)	3%	(6)	17%	(38)	223
Very Unfavorable of Trump	49%	(517)	29%	(309)	4%	(42)	3%	(31)	15%	(161)	1060
#1 Issue: Economy	38%	(319)	30%	(254)	7%	(57)	6%	(48)	19%	(162)	839
#1 Issue: Security	27%	(66)	28%	(69)	7%	(16)	10%	(25)	29%	(72)	248
#1 Issue: Health Care	45%	(180)	30%	(119)	6%	(23)	4%	(14)	16%	(63)	399
#1 Issue: Medicare / Social Security	41%	(115)	33%	(90)	6%	(16)	2%	(5)	18%	(51)	277
#1 Issue: Women's Issues	47%	(49)	30%	(31)	4%	(4)	7%	(7)	13%	(14)	106
#1 Issue: Education	29%	(30)	24%	(25)	13%	(13)	13%	(14)	21%	(22)	104
#1 Issue: Energy	42%	(32)	37%	(28)	3%	(2)	8%	(6)	10%	(8)	76
#1 Issue: Other	40%	(61)	24%	(35)	5%	(8)	5%	(8)	26%	(38)	150
2020 Vote: Joe Biden	53%	(531)	28%	(279)	5%	(45)	2%	(24)	12%	(118)	998
2020 Vote: Donald Trump	27%	(171)	34%	(216)	7%	(45)	9%	(56)	24%	(150)	637
2020 Vote: Other	23%	(22)	33%	(31)	11%	(11)	6%	(5)	27%	(25)	95
2020 Vote: Didn't Vote	27%	(127)	26%	(124)	8%	(38)	9%	(43)	29%	(135)	468
2018 House Vote: Democrat	53%	(394)	30%	(222)	4%	(30)	3%	(23)	10%	(76)	744
2018 House Vote: Republican	30%	(162)	34%	(182)	7%	(39)	7%	(38)	22%	(120)	541
2018 House Vote: Someone else	20%	(13)	24%	(15)	8%	(5)	5%	(3)	43%	(27)	64
2016 Vote: Hillary Clinton	54%	(368)	29%	(202)	4%	(25)	2%	(14)	11%	(76)	684
2016 Vote: Donald Trump	30%	(190)	31%	(197)	8%	(50)	8%	(47)	23%	(145)	628
2016 Vote: Other	28%	(28)	30%	(30)	8%	(8)	9%	(9)	25%	(25)	100
2016 Vote: Didn't Vote	34%	(264)	28%	(222)	7%	(57)	7%	(58)	23%	(184)	786

Continued on next page

Table MCEN3_9: *Would you still be a fan of your favorite celebrity if you found out that he or she did the following?*
Encouraged others to be vaccinated

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know / No opinion		Total N
Adults	39%	(851)	30%	(652)	6%	(139)	6%	(128)	20%	(430)	2200
Voted in 2014: Yes	42%	(494)	31%	(368)	5%	(64)	5%	(58)	16%	(193)	1177
Voted in 2014: No	35%	(357)	28%	(284)	7%	(75)	7%	(70)	23%	(237)	1023
4-Region: Northeast	47%	(185)	27%	(108)	6%	(23)	6%	(22)	14%	(56)	394
4-Region: Midwest	33%	(152)	31%	(142)	8%	(39)	7%	(32)	21%	(97)	462
4-Region: South	37%	(304)	30%	(251)	5%	(43)	6%	(51)	21%	(176)	824
4-Region: West	40%	(210)	29%	(151)	7%	(35)	5%	(24)	19%	(101)	520
Concerned about COVID	43%	(792)	31%	(582)	5%	(92)	4%	(75)	17%	(315)	1856
Not concerned about COVID	19%	(58)	22%	(67)	15%	(45)	17%	(52)	28%	(86)	307
Unfollowed celeb on social bc politics	46%	(288)	29%	(184)	7%	(47)	6%	(40)	11%	(67)	626
Not unfollowed celeb on social bc politics	39%	(509)	31%	(402)	6%	(73)	5%	(65)	19%	(240)	1289
Unfollowed celeb on social bc too much politics	40%	(222)	32%	(175)	8%	(47)	7%	(36)	13%	(74)	554
Not unfollowed celeb on social bc too much politics	42%	(556)	30%	(402)	6%	(76)	5%	(71)	17%	(225)	1332
Not watched movie/TV show bc cast politics	43%	(265)	30%	(185)	7%	(45)	7%	(46)	13%	(82)	623
Has not not watched movie/TV show bc cast politics	40%	(531)	32%	(425)	6%	(84)	5%	(62)	17%	(224)	1326
Donated/volunteered bc celeb encouraged	56%	(225)	27%	(109)	7%	(28)	3%	(13)	6%	(24)	399
Not donated/volunteered bc celeb encouraged	37%	(569)	32%	(485)	6%	(91)	6%	(94)	19%	(296)	1535
Shared/re-posted celeb social bc agreed	52%	(344)	28%	(186)	7%	(47)	4%	(28)	9%	(63)	667
Not shared/re-posted celeb social bc agreed	36%	(453)	33%	(419)	6%	(74)	6%	(80)	20%	(249)	1275

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

Table MCEN4_1: *And would you continue to purchase the products or services recommended or created by your favorite celebrity if you found out that he or she did the following?*
Wore a mask while out in public

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know / No opinion		Total N
Adults	45%	(987)	31%	(671)	5%	(104)	3%	(67)	17%	(370)	2200
Gender: Male	44%	(464)	31%	(330)	6%	(64)	4%	(45)	15%	(159)	1062
Gender: Female	46%	(523)	30%	(341)	4%	(40)	2%	(23)	19%	(211)	1138
Age: 18-34	44%	(287)	28%	(184)	7%	(47)	4%	(27)	17%	(109)	655
Age: 35-44	49%	(176)	31%	(110)	5%	(17)	3%	(9)	13%	(46)	358
Age: 45-64	47%	(357)	30%	(225)	3%	(25)	2%	(16)	17%	(128)	751
Age: 65+	38%	(167)	35%	(152)	3%	(15)	3%	(15)	20%	(87)	436
GenZers: 1997-2012	42%	(124)	24%	(72)	6%	(18)	5%	(15)	24%	(71)	299
Millennials: 1981-1996	47%	(298)	31%	(196)	7%	(46)	3%	(20)	11%	(72)	632
GenXers: 1965-1980	45%	(237)	31%	(163)	3%	(17)	2%	(12)	18%	(92)	520
Baby Boomers: 1946-1964	43%	(300)	33%	(226)	3%	(22)	3%	(18)	18%	(127)	693
PID: Dem (no lean)	58%	(511)	27%	(235)	5%	(43)	2%	(14)	9%	(78)	882
PID: Ind (no lean)	34%	(244)	32%	(229)	3%	(24)	3%	(20)	27%	(191)	708
PID: Rep (no lean)	38%	(232)	34%	(207)	6%	(37)	5%	(33)	16%	(101)	610
PID/Gender: Dem Men	57%	(238)	26%	(109)	7%	(28)	2%	(8)	8%	(31)	414
PID/Gender: Dem Women	58%	(273)	27%	(126)	3%	(15)	1%	(6)	10%	(47)	467
PID/Gender: Ind Men	32%	(104)	35%	(113)	4%	(13)	3%	(11)	26%	(84)	325
PID/Gender: Ind Women	36%	(139)	30%	(117)	3%	(11)	2%	(8)	28%	(107)	383
PID/Gender: Rep Men	38%	(122)	34%	(108)	7%	(24)	8%	(25)	14%	(44)	322
PID/Gender: Rep Women	38%	(111)	34%	(99)	5%	(13)	3%	(8)	20%	(57)	288
Ideo: Liberal (1-3)	58%	(385)	26%	(174)	5%	(31)	2%	(16)	9%	(57)	664
Ideo: Moderate (4)	43%	(270)	33%	(211)	5%	(29)	2%	(15)	17%	(106)	631
Ideo: Conservative (5-7)	37%	(241)	34%	(222)	5%	(34)	4%	(29)	19%	(122)	647
Educ: < College	44%	(665)	29%	(439)	5%	(72)	3%	(51)	19%	(285)	1512
Educ: Bachelors degree	47%	(208)	33%	(145)	4%	(18)	2%	(10)	14%	(63)	444
Educ: Post-grad	47%	(115)	35%	(86)	6%	(14)	3%	(7)	9%	(22)	244
Income: Under 50k	44%	(507)	30%	(344)	4%	(46)	4%	(43)	19%	(218)	1158
Income: 50k-100k	46%	(303)	31%	(204)	6%	(41)	3%	(18)	14%	(95)	660
Income: 100k+	46%	(177)	32%	(124)	5%	(17)	2%	(6)	15%	(58)	382
Ethnicity: White	43%	(747)	31%	(536)	5%	(82)	3%	(51)	18%	(306)	1722

Continued on next page

Table MCEN4_1: *And would you continue to purchase the products or services recommended or created by your favorite celebrity if you found out that he or she did the following?*
Wore a mask while out in public

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know / No opinion		Total N
Adults	45%	(987)	31%	(671)	5%	(104)	3%	(67)	17%	(370)	2200
Ethnicity: Hispanic	48%	(168)	26%	(90)	5%	(17)	4%	(13)	18%	(62)	349
Ethnicity: Black	55%	(150)	24%	(67)	5%	(15)	3%	(9)	12%	(33)	274
Ethnicity: Other	44%	(89)	33%	(68)	4%	(7)	4%	(8)	15%	(32)	204
All Christian	45%	(459)	32%	(332)	4%	(44)	4%	(40)	15%	(156)	1031
All Non-Christian	55%	(70)	23%	(29)	11%	(13)	5%	(7)	7%	(8)	127
Atheist	36%	(23)	32%	(21)	6%	(4)	—	(0)	26%	(17)	65
Agnostic/Nothing in particular	42%	(232)	29%	(161)	5%	(26)	3%	(17)	21%	(118)	555
Something Else	48%	(202)	30%	(128)	4%	(17)	1%	(4)	17%	(71)	422
Religious Non-Protestant/Catholic	53%	(77)	24%	(35)	9%	(13)	5%	(7)	9%	(14)	146
Evangelical	44%	(308)	31%	(219)	6%	(44)	4%	(27)	14%	(101)	700
Non-Evangelical	47%	(332)	33%	(231)	2%	(16)	2%	(12)	17%	(119)	709
Community: Urban	50%	(351)	28%	(201)	7%	(50)	3%	(19)	12%	(83)	705
Community: Suburban	44%	(400)	33%	(306)	4%	(32)	2%	(20)	17%	(159)	917
Community: Rural	41%	(235)	28%	(164)	4%	(22)	5%	(29)	22%	(129)	578
Employ: Private Sector	46%	(299)	31%	(200)	5%	(35)	3%	(18)	15%	(98)	649
Employ: Government	50%	(84)	28%	(48)	9%	(15)	4%	(6)	9%	(16)	169
Employ: Self-Employed	44%	(78)	30%	(54)	5%	(9)	7%	(12)	14%	(24)	177
Employ: Homemaker	41%	(56)	33%	(46)	1%	(1)	1%	(1)	24%	(33)	137
Employ: Student	46%	(59)	26%	(33)	8%	(10)	1%	(1)	20%	(25)	128
Employ: Retired	41%	(184)	34%	(153)	3%	(16)	3%	(15)	19%	(84)	452
Employ: Unemployed	48%	(161)	26%	(86)	5%	(17)	2%	(6)	19%	(65)	335
Employ: Other	44%	(67)	34%	(51)	1%	(2)	5%	(8)	16%	(25)	153
Military HH: Yes	42%	(166)	33%	(129)	5%	(20)	4%	(14)	16%	(62)	392
Military HH: No	45%	(821)	30%	(542)	5%	(84)	3%	(54)	17%	(308)	1808
RD/WT: Right Direction	48%	(244)	29%	(147)	7%	(35)	4%	(22)	11%	(56)	504
RD/WT: Wrong Track	44%	(743)	31%	(524)	4%	(69)	3%	(45)	19%	(315)	1696
Trump Job Approve	35%	(281)	33%	(266)	7%	(57)	6%	(44)	19%	(151)	799
Trump Job Disapprove	53%	(673)	30%	(378)	3%	(44)	1%	(16)	13%	(166)	1277

Continued on next page

Table MCEN4_1: *And would you continue to purchase the products or services recommended or created by your favorite celebrity if you found out that he or she did the following?*
Wore a mask while out in public

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know / No opinion		Total N
Adults	45%	(987)	31%	(671)	5%	(104)	3%	(67)	17%	(370)	2200
Trump Job Strongly Approve	37%	(170)	30%	(136)	8%	(35)	7%	(31)	19%	(86)	459
Trump Job Somewhat Approve	33%	(111)	38%	(130)	6%	(22)	4%	(13)	19%	(64)	340
Trump Job Somewhat Disapprove	38%	(98)	39%	(100)	5%	(14)	2%	(5)	15%	(39)	256
Trump Job Strongly Disapprove	56%	(575)	27%	(278)	3%	(31)	1%	(11)	12%	(127)	1022
Favorable of Trump	35%	(282)	34%	(271)	6%	(50)	6%	(45)	20%	(157)	804
Unfavorable of Trump	52%	(669)	30%	(379)	4%	(48)	1%	(15)	13%	(173)	1283
Very Favorable of Trump	37%	(177)	30%	(143)	8%	(37)	6%	(29)	20%	(98)	484
Somewhat Favorable of Trump	33%	(104)	40%	(127)	4%	(13)	5%	(15)	19%	(60)	320
Somewhat Unfavorable of Trump	39%	(87)	37%	(82)	5%	(11)	1%	(2)	18%	(41)	223
Very Unfavorable of Trump	55%	(583)	28%	(297)	3%	(37)	1%	(12)	12%	(132)	1060
#1 Issue: Economy	44%	(373)	33%	(275)	5%	(40)	2%	(20)	16%	(131)	839
#1 Issue: Security	33%	(82)	31%	(76)	6%	(15)	6%	(15)	24%	(60)	248
#1 Issue: Health Care	50%	(199)	29%	(115)	3%	(12)	3%	(11)	16%	(62)	399
#1 Issue: Medicare / Social Security	46%	(128)	33%	(93)	4%	(10)	2%	(6)	14%	(40)	277
#1 Issue: Women's Issues	58%	(61)	24%	(25)	5%	(5)	2%	(2)	11%	(12)	106
#1 Issue: Education	35%	(36)	30%	(31)	10%	(11)	8%	(8)	17%	(18)	104
#1 Issue: Energy	47%	(36)	32%	(25)	8%	(6)	2%	(1)	12%	(9)	76
#1 Issue: Other	47%	(71)	21%	(32)	3%	(5)	2%	(3)	26%	(39)	150
2020 Vote: Joe Biden	58%	(582)	27%	(268)	4%	(41)	2%	(15)	9%	(92)	998
2020 Vote: Donald Trump	33%	(211)	37%	(235)	4%	(27)	5%	(34)	20%	(131)	637
2020 Vote: Other	25%	(24)	36%	(34)	3%	(3)	8%	(7)	28%	(26)	95
2020 Vote: Didn't Vote	36%	(171)	28%	(132)	7%	(33)	2%	(11)	26%	(121)	468
2018 House Vote: Democrat	57%	(422)	28%	(211)	4%	(32)	2%	(13)	9%	(65)	744
2018 House Vote: Republican	34%	(186)	36%	(196)	6%	(30)	5%	(28)	19%	(100)	541
2018 House Vote: Someone else	20%	(13)	23%	(15)	1%	(0)	4%	(3)	53%	(33)	64
2016 Vote: Hillary Clinton	60%	(411)	26%	(178)	4%	(28)	1%	(7)	9%	(59)	684
2016 Vote: Donald Trump	34%	(214)	36%	(224)	5%	(29)	6%	(35)	20%	(127)	628
2016 Vote: Other	34%	(34)	32%	(32)	2%	(2)	6%	(6)	26%	(26)	100
2016 Vote: Didn't Vote	42%	(326)	30%	(237)	6%	(45)	2%	(20)	20%	(158)	786

Continued on next page

Table MCEN4_1: And would you continue to purchase the products or services recommended or created by your favorite celebrity if you found out that he or she did the following?
Wore a mask while out in public

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know / No opinion		Total N
Adults	45%	(987)	31%	(671)	5%	(104)	3%	(67)	17%	(370)	2200
Voted in 2014: Yes	46%	(540)	31%	(370)	5%	(54)	3%	(39)	15%	(174)	1177
Voted in 2014: No	44%	(447)	29%	(301)	5%	(50)	3%	(28)	19%	(197)	1023
4-Region: Northeast	52%	(205)	29%	(113)	4%	(14)	3%	(12)	13%	(50)	394
4-Region: Midwest	37%	(171)	32%	(148)	5%	(24)	5%	(23)	21%	(96)	462
4-Region: South	45%	(375)	28%	(235)	5%	(44)	3%	(22)	18%	(149)	824
4-Region: West	46%	(237)	34%	(176)	4%	(22)	2%	(10)	14%	(75)	520
Concerned about COVID	48%	(897)	31%	(581)	4%	(82)	3%	(48)	13%	(248)	1856
Not concerned about COVID	28%	(86)	29%	(90)	7%	(22)	6%	(19)	29%	(90)	307
Unfollowed celeb on social bc politics	53%	(329)	30%	(187)	7%	(42)	3%	(21)	7%	(47)	626
Not unfollowed celeb on social bc politics	44%	(569)	34%	(439)	4%	(55)	2%	(29)	15%	(196)	1289
Unfollowed celeb on social bc too much politics	49%	(269)	31%	(173)	7%	(38)	3%	(15)	11%	(59)	554
Not unfollowed celeb on social bc too much politics	46%	(614)	33%	(437)	4%	(59)	3%	(34)	14%	(187)	1332
Not watched movie/TV show bc cast politics	48%	(300)	31%	(191)	6%	(38)	4%	(27)	11%	(66)	623
Has not not watched movie/TV show bc cast politics	46%	(609)	33%	(435)	4%	(59)	2%	(33)	14%	(190)	1326
Donated/volunteered bc celeb encouraged	60%	(239)	29%	(116)	6%	(23)	2%	(8)	3%	(12)	399
Not donated/volunteered bc celeb encouraged	43%	(664)	33%	(508)	4%	(68)	3%	(46)	16%	(249)	1535
Shared/re-posted celeb social bc agreed	58%	(389)	29%	(193)	5%	(32)	2%	(11)	6%	(41)	667
Not shared/re-posted celeb social bc agreed	41%	(520)	35%	(441)	5%	(65)	3%	(44)	16%	(205)	1275

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

Table MCEN4_2: *And would you continue to purchase the products or services recommended or created by your favorite celebrity if you found out that he or she did the following?*
Did not wear a mask or face covering while out in public

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know / No opinion		Total N
Adults	11%	(236)	18%	(386)	22%	(481)	31%	(687)	19%	(410)	2200
Gender: Male	13%	(135)	18%	(191)	23%	(243)	30%	(322)	16%	(170)	1062
Gender: Female	9%	(100)	17%	(196)	21%	(238)	32%	(365)	21%	(240)	1138
Age: 18-34	15%	(96)	19%	(122)	23%	(153)	25%	(166)	18%	(118)	655
Age: 35-44	14%	(50)	22%	(78)	24%	(86)	26%	(94)	14%	(49)	358
Age: 45-64	10%	(72)	19%	(144)	18%	(139)	33%	(244)	20%	(152)	751
Age: 65+	4%	(17)	10%	(42)	24%	(103)	42%	(182)	21%	(91)	436
GenZers: 1997-2012	14%	(43)	16%	(49)	21%	(62)	25%	(75)	23%	(70)	299
Millennials: 1981-1996	15%	(97)	20%	(126)	26%	(163)	26%	(162)	13%	(84)	632
GenXers: 1965-1980	9%	(45)	24%	(125)	17%	(90)	30%	(155)	20%	(105)	520
Baby Boomers: 1946-1964	7%	(49)	12%	(83)	22%	(154)	38%	(266)	20%	(141)	693
PID: Dem (no lean)	9%	(81)	14%	(124)	24%	(208)	42%	(366)	12%	(103)	882
PID: Ind (no lean)	10%	(68)	19%	(138)	21%	(148)	23%	(161)	27%	(194)	708
PID: Rep (no lean)	14%	(86)	20%	(125)	21%	(125)	26%	(160)	19%	(114)	610
PID/Gender: Dem Men	12%	(48)	15%	(61)	24%	(101)	41%	(170)	8%	(34)	414
PID/Gender: Dem Women	7%	(33)	14%	(63)	23%	(107)	42%	(196)	15%	(68)	467
PID/Gender: Ind Men	11%	(37)	19%	(62)	24%	(79)	19%	(62)	26%	(86)	325
PID/Gender: Ind Women	8%	(31)	20%	(76)	18%	(69)	26%	(98)	28%	(108)	383
PID/Gender: Rep Men	16%	(51)	21%	(68)	20%	(63)	28%	(90)	16%	(50)	322
PID/Gender: Rep Women	12%	(35)	20%	(57)	22%	(62)	24%	(70)	22%	(63)	288
Ideo: Liberal (1-3)	9%	(59)	14%	(94)	24%	(157)	42%	(280)	11%	(74)	664
Ideo: Moderate (4)	8%	(53)	18%	(115)	23%	(143)	33%	(207)	18%	(113)	631
Ideo: Conservative (5-7)	13%	(83)	21%	(133)	21%	(135)	25%	(160)	21%	(135)	647
Educ: < College	11%	(166)	18%	(265)	21%	(319)	30%	(453)	21%	(310)	1512
Educ: Bachelors degree	8%	(33)	16%	(72)	24%	(105)	36%	(158)	17%	(75)	444
Educ: Post-grad	15%	(36)	20%	(50)	23%	(57)	31%	(76)	10%	(25)	244
Income: Under 50k	13%	(153)	17%	(195)	21%	(245)	28%	(326)	21%	(238)	1158
Income: 50k-100k	8%	(55)	19%	(127)	21%	(141)	35%	(232)	16%	(105)	660
Income: 100k+	7%	(28)	17%	(65)	25%	(94)	34%	(129)	17%	(66)	382
Ethnicity: White	10%	(170)	18%	(317)	22%	(374)	30%	(523)	20%	(338)	1722

Continued on next page

Table MCEN4_2: *And would you continue to purchase the products or services recommended or created by your favorite celebrity if you found out that he or she did the following?*
Did not wear a mask or face covering while out in public

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know / No opinion		Total N
Adults	11%	(236)	18%	(386)	22%	(481)	31%	(687)	19%	(410)	2200
Ethnicity: Hispanic	11%	(37)	19%	(65)	25%	(86)	30%	(106)	16%	(55)	349
Ethnicity: Black	15%	(41)	15%	(42)	18%	(50)	37%	(101)	15%	(41)	274
Ethnicity: Other	12%	(25)	14%	(28)	28%	(57)	31%	(63)	15%	(30)	204
All Christian	9%	(97)	17%	(179)	22%	(229)	34%	(346)	18%	(181)	1031
All Non-Christian	13%	(16)	14%	(18)	21%	(27)	42%	(54)	10%	(13)	127
Atheist	2%	(1)	11%	(7)	28%	(18)	32%	(21)	27%	(17)	65
Agnostic/Nothing in particular	10%	(58)	16%	(89)	22%	(121)	28%	(155)	24%	(132)	555
Something Else	15%	(64)	22%	(94)	21%	(87)	26%	(111)	16%	(66)	422
Religious Non-Protestant/Catholic	13%	(19)	16%	(23)	19%	(28)	40%	(58)	12%	(18)	146
Evangelical	14%	(98)	20%	(138)	21%	(150)	29%	(203)	16%	(110)	700
Non-Evangelical	8%	(57)	17%	(118)	22%	(159)	35%	(245)	18%	(130)	709
Community: Urban	14%	(96)	18%	(123)	23%	(159)	32%	(228)	14%	(98)	705
Community: Suburban	7%	(68)	18%	(161)	23%	(211)	33%	(299)	19%	(179)	917
Community: Rural	12%	(72)	18%	(102)	19%	(111)	28%	(160)	23%	(133)	578
Employ: Private Sector	12%	(75)	19%	(125)	23%	(152)	30%	(193)	16%	(105)	649
Employ: Government	14%	(23)	25%	(43)	23%	(39)	25%	(41)	13%	(22)	169
Employ: Self-Employed	14%	(25)	24%	(42)	17%	(29)	29%	(51)	17%	(29)	177
Employ: Homemaker	12%	(17)	17%	(23)	25%	(34)	24%	(33)	23%	(31)	137
Employ: Student	7%	(9)	15%	(20)	18%	(23)	37%	(47)	23%	(29)	128
Employ: Retired	6%	(28)	11%	(52)	23%	(102)	38%	(174)	21%	(97)	452
Employ: Unemployed	12%	(40)	15%	(51)	23%	(76)	29%	(99)	21%	(69)	335
Employ: Other	13%	(19)	20%	(31)	17%	(26)	32%	(49)	18%	(28)	153
Military HH: Yes	11%	(43)	18%	(69)	22%	(87)	33%	(128)	16%	(64)	392
Military HH: No	11%	(192)	18%	(317)	22%	(394)	31%	(559)	19%	(346)	1808
RD/WT: Right Direction	14%	(68)	21%	(108)	20%	(103)	31%	(155)	14%	(70)	504
RD/WT: Wrong Track	10%	(167)	16%	(279)	22%	(378)	31%	(532)	20%	(340)	1696
Trump Job Approve	16%	(125)	23%	(185)	18%	(147)	22%	(172)	21%	(170)	799
Trump Job Disapprove	7%	(92)	15%	(190)	25%	(315)	39%	(494)	15%	(186)	1277

Continued on next page

Table MCEN4_2: And would you continue to purchase the products or services recommended or created by your favorite celebrity if you found out that he or she did the following?
Did not wear a mask or face covering while out in public

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know / No opinion		Total N
Adults	11%	(236)	18%	(386)	22%	(481)	31%	(687)	19%	(410)	2200
Trump Job Strongly Approve	20%	(90)	22%	(99)	16%	(72)	22%	(103)	21%	(95)	459
Trump Job Somewhat Approve	10%	(36)	25%	(86)	22%	(74)	20%	(69)	22%	(75)	340
Trump Job Somewhat Disapprove	10%	(25)	24%	(62)	28%	(71)	22%	(57)	16%	(40)	256
Trump Job Strongly Disapprove	7%	(67)	12%	(128)	24%	(244)	43%	(438)	14%	(146)	1022
Favorable of Trump	15%	(124)	23%	(185)	19%	(152)	22%	(173)	21%	(170)	804
Unfavorable of Trump	8%	(100)	15%	(190)	24%	(308)	38%	(487)	15%	(198)	1283
Very Favorable of Trump	18%	(86)	20%	(96)	17%	(85)	24%	(114)	21%	(104)	484
Somewhat Favorable of Trump	12%	(38)	28%	(89)	21%	(67)	19%	(59)	21%	(66)	320
Somewhat Unfavorable of Trump	12%	(26)	20%	(44)	25%	(56)	24%	(53)	20%	(44)	223
Very Unfavorable of Trump	7%	(73)	14%	(146)	24%	(252)	41%	(435)	15%	(154)	1060
#1 Issue: Economy	13%	(110)	19%	(161)	21%	(180)	27%	(231)	19%	(158)	839
#1 Issue: Security	8%	(21)	18%	(43)	21%	(53)	28%	(70)	25%	(62)	248
#1 Issue: Health Care	7%	(28)	19%	(75)	21%	(83)	37%	(149)	16%	(64)	399
#1 Issue: Medicare / Social Security	8%	(22)	15%	(40)	23%	(63)	38%	(106)	16%	(45)	277
#1 Issue: Women's Issues	18%	(19)	8%	(8)	26%	(27)	38%	(40)	11%	(12)	106
#1 Issue: Education	11%	(11)	26%	(27)	14%	(15)	28%	(29)	21%	(22)	104
#1 Issue: Energy	15%	(11)	19%	(14)	32%	(24)	27%	(21)	8%	(6)	76
#1 Issue: Other	9%	(13)	12%	(18)	24%	(36)	28%	(42)	27%	(41)	150
2020 Vote: Joe Biden	9%	(86)	13%	(132)	23%	(233)	44%	(434)	11%	(112)	998
2020 Vote: Donald Trump	13%	(81)	22%	(143)	19%	(123)	23%	(145)	23%	(146)	637
2020 Vote: Other	7%	(7)	22%	(21)	24%	(23)	18%	(17)	28%	(27)	95
2020 Vote: Didn't Vote	13%	(62)	19%	(89)	22%	(102)	20%	(91)	27%	(124)	468
2018 House Vote: Democrat	8%	(58)	13%	(94)	24%	(178)	43%	(323)	12%	(91)	744
2018 House Vote: Republican	12%	(63)	20%	(111)	18%	(100)	29%	(156)	21%	(111)	541
2018 House Vote: Someone else	4%	(2)	11%	(7)	15%	(9)	20%	(13)	49%	(31)	64
2016 Vote: Hillary Clinton	7%	(48)	12%	(82)	24%	(163)	47%	(318)	11%	(72)	684
2016 Vote: Donald Trump	11%	(69)	21%	(133)	20%	(124)	26%	(165)	22%	(138)	628
2016 Vote: Other	8%	(8)	23%	(23)	17%	(17)	20%	(20)	32%	(32)	100
2016 Vote: Didn't Vote	14%	(111)	19%	(148)	22%	(175)	23%	(184)	21%	(168)	786

Continued on next page

Table MCEN4_2: And would you continue to purchase the products or services recommended or created by your favorite celebrity if you found out that he or she did the following?
Did not wear a mask or face covering while out in public

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know / No opinion		Total N
Adults	11%	(236)	18%	(386)	22%	(481)	31%	(687)	19%	(410)	2200
Voted in 2014: Yes	8%	(97)	16%	(185)	22%	(254)	37%	(440)	17%	(202)	1177
Voted in 2014: No	14%	(138)	20%	(202)	22%	(227)	24%	(247)	20%	(208)	1023
4-Region: Northeast	10%	(38)	16%	(63)	25%	(100)	35%	(136)	14%	(56)	394
4-Region: Midwest	10%	(45)	20%	(93)	20%	(93)	28%	(129)	22%	(102)	462
4-Region: South	13%	(108)	16%	(136)	20%	(163)	31%	(252)	20%	(166)	824
4-Region: West	9%	(45)	18%	(94)	24%	(125)	33%	(170)	17%	(86)	520
Concerned about COVID	9%	(173)	16%	(301)	24%	(447)	35%	(647)	16%	(288)	1856
Not concerned about COVID	20%	(61)	27%	(84)	11%	(34)	12%	(38)	29%	(90)	307
Unfollowed celeb on social bc politics	15%	(96)	17%	(107)	24%	(148)	35%	(218)	9%	(57)	626
Not unfollowed celeb on social bc politics	9%	(116)	20%	(255)	23%	(291)	31%	(400)	18%	(227)	1289
Unfollowed celeb on social bc too much politics	17%	(92)	21%	(114)	25%	(139)	26%	(143)	12%	(65)	554
Not unfollowed celeb on social bc too much politics	8%	(113)	19%	(248)	23%	(301)	34%	(452)	16%	(217)	1332
Not watched movie/TV show bc cast politics	12%	(78)	18%	(109)	24%	(147)	35%	(219)	11%	(70)	623
Has not not watched movie/TV show bc cast politics	10%	(136)	20%	(263)	23%	(299)	31%	(408)	17%	(220)	1326
Donated/volunteered bc celeb encouraged	17%	(66)	21%	(83)	26%	(103)	32%	(127)	5%	(20)	399
Not donated/volunteered bc celeb encouraged	10%	(147)	18%	(283)	22%	(335)	32%	(495)	18%	(275)	1535
Shared/re-posted celeb social bc agreed	15%	(103)	18%	(123)	24%	(160)	33%	(223)	9%	(58)	667
Not shared/re-posted celeb social bc agreed	9%	(110)	19%	(242)	22%	(287)	32%	(404)	18%	(232)	1275

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

Table MCEN4_3: *And would you continue to purchase the products or services recommended or created by your favorite celebrity if you found out that he or she did the following?*
Practiced social distancing while out in public

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know / No opinion		Total N
Adults	41%	(902)	33%	(736)	5%	(102)	3%	(76)	17%	(384)	2200
Gender: Male	39%	(419)	35%	(372)	6%	(64)	4%	(39)	16%	(166)	1062
Gender: Female	42%	(482)	32%	(364)	3%	(38)	3%	(37)	19%	(217)	1138
Age: 18-34	39%	(254)	31%	(202)	7%	(46)	6%	(41)	17%	(112)	655
Age: 35-44	44%	(158)	34%	(121)	5%	(19)	2%	(8)	14%	(51)	358
Age: 45-64	45%	(336)	32%	(243)	3%	(23)	2%	(15)	18%	(134)	751
Age: 65+	35%	(154)	39%	(169)	3%	(14)	3%	(12)	20%	(86)	436
GenZers: 1997-2012	38%	(113)	26%	(77)	4%	(12)	8%	(23)	25%	(74)	299
Millennials: 1981-1996	42%	(262)	34%	(218)	8%	(51)	4%	(23)	12%	(78)	632
GenXers: 1965-1980	43%	(224)	33%	(174)	4%	(19)	2%	(11)	18%	(93)	520
Baby Boomers: 1946-1964	40%	(278)	36%	(249)	3%	(19)	2%	(16)	19%	(130)	693
PID: Dem (no lean)	54%	(475)	30%	(267)	4%	(34)	2%	(21)	10%	(85)	882
PID: Ind (no lean)	31%	(222)	34%	(240)	3%	(24)	4%	(30)	27%	(192)	708
PID: Rep (no lean)	34%	(205)	38%	(229)	7%	(43)	4%	(26)	18%	(107)	610
PID/Gender: Dem Men	53%	(220)	31%	(129)	5%	(20)	3%	(12)	8%	(35)	414
PID/Gender: Dem Women	55%	(255)	30%	(138)	3%	(14)	2%	(10)	11%	(50)	467
PID/Gender: Ind Men	31%	(100)	36%	(118)	4%	(13)	3%	(10)	26%	(84)	325
PID/Gender: Ind Women	32%	(122)	32%	(122)	3%	(12)	5%	(19)	28%	(108)	383
PID/Gender: Rep Men	31%	(100)	39%	(126)	10%	(31)	5%	(18)	15%	(47)	322
PID/Gender: Rep Women	37%	(105)	36%	(103)	4%	(12)	3%	(8)	21%	(59)	288
Ideo: Liberal (1-3)	52%	(346)	31%	(207)	5%	(30)	3%	(19)	9%	(61)	664
Ideo: Moderate (4)	42%	(266)	34%	(214)	4%	(27)	4%	(24)	16%	(100)	631
Ideo: Conservative (5-7)	33%	(214)	38%	(246)	5%	(34)	3%	(22)	20%	(131)	647
Educ: < College	40%	(604)	32%	(485)	4%	(68)	4%	(62)	19%	(294)	1512
Educ: Bachelors degree	42%	(188)	36%	(160)	5%	(23)	1%	(6)	15%	(66)	444
Educ: Post-grad	45%	(110)	37%	(91)	4%	(11)	3%	(8)	10%	(24)	244
Income: Under 50k	40%	(466)	32%	(371)	4%	(52)	4%	(45)	19%	(224)	1158
Income: 50k-100k	41%	(271)	35%	(231)	5%	(32)	4%	(26)	15%	(100)	660
Income: 100k+	43%	(165)	35%	(134)	5%	(18)	2%	(6)	16%	(59)	382
Ethnicity: White	39%	(679)	34%	(585)	5%	(86)	3%	(59)	18%	(312)	1722

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Table MCEN4_3: *And would you continue to purchase the products or services recommended or created by your favorite celebrity if you found out that he or she did the following?*
Practiced social distancing while out in public

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know / No opinion		Total N
Adults	41%	(902)	33%	(736)	5%	(102)	3%	(76)	17%	(384)	2200
Ethnicity: Hispanic	47%	(163)	27%	(95)	4%	(13)	5%	(16)	18%	(62)	349
Ethnicity: Black	48%	(132)	29%	(80)	4%	(11)	5%	(14)	14%	(38)	274
Ethnicity: Other	44%	(90)	35%	(71)	3%	(5)	2%	(4)	16%	(34)	204
All Christian	40%	(417)	36%	(372)	5%	(47)	3%	(33)	16%	(162)	1031
All Non-Christian	47%	(60)	31%	(40)	5%	(7)	6%	(8)	10%	(12)	127
Atheist	37%	(24)	25%	(16)	6%	(4)	4%	(2)	29%	(19)	65
Agnostic/Nothing in particular	38%	(213)	31%	(172)	5%	(27)	4%	(20)	22%	(124)	555
Something Else	45%	(188)	32%	(136)	4%	(18)	3%	(13)	16%	(67)	422
Religious Non-Protestant/Catholic	46%	(68)	32%	(46)	5%	(7)	5%	(8)	12%	(18)	146
Evangelical	41%	(287)	35%	(246)	5%	(38)	4%	(28)	14%	(100)	700
Non-Evangelical	42%	(300)	35%	(246)	3%	(23)	2%	(17)	17%	(122)	709
Community: Urban	45%	(316)	32%	(228)	5%	(37)	4%	(25)	14%	(98)	705
Community: Suburban	41%	(374)	35%	(322)	4%	(40)	2%	(20)	18%	(161)	917
Community: Rural	37%	(212)	32%	(186)	4%	(25)	5%	(31)	22%	(125)	578
Employ: Private Sector	42%	(275)	32%	(207)	6%	(40)	4%	(26)	16%	(101)	649
Employ: Government	44%	(74)	36%	(61)	7%	(12)	2%	(4)	11%	(18)	169
Employ: Self-Employed	41%	(72)	36%	(64)	6%	(10)	3%	(5)	15%	(27)	177
Employ: Homemaker	39%	(54)	32%	(43)	3%	(4)	5%	(6)	22%	(30)	137
Employ: Student	42%	(54)	29%	(37)	6%	(7)	3%	(3)	20%	(26)	128
Employ: Retired	39%	(175)	36%	(165)	3%	(14)	2%	(11)	19%	(87)	452
Employ: Unemployed	41%	(138)	30%	(99)	5%	(15)	3%	(11)	21%	(71)	335
Employ: Other	39%	(59)	38%	(59)	—	(0)	7%	(11)	15%	(24)	153
Military HH: Yes	38%	(150)	38%	(147)	5%	(21)	2%	(7)	17%	(67)	392
Military HH: No	42%	(752)	33%	(589)	5%	(81)	4%	(70)	18%	(317)	1808
RD/WT: Right Direction	45%	(228)	34%	(169)	6%	(31)	3%	(16)	12%	(60)	504
RD/WT: Wrong Track	40%	(674)	33%	(567)	4%	(71)	4%	(60)	19%	(324)	1696
Trump Job Approve	33%	(260)	37%	(299)	6%	(47)	4%	(34)	20%	(159)	799
Trump Job Disapprove	48%	(613)	32%	(411)	4%	(50)	3%	(34)	13%	(169)	1277

Continued on next page

Table MCEN4_3: *And would you continue to purchase the products or services recommended or created by your favorite celebrity if you found out that he or she did the following?*
Practiced social distancing while out in public

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know / No opinion		Total N
Adults	41%	(902)	33%	(736)	5%	(102)	3%	(76)	17%	(384)	2200
Trump Job Strongly Approve	34%	(155)	34%	(155)	6%	(28)	6%	(27)	20%	(94)	459
Trump Job Somewhat Approve	31%	(106)	42%	(143)	6%	(19)	2%	(7)	19%	(66)	340
Trump Job Somewhat Disapprove	32%	(82)	41%	(104)	8%	(19)	4%	(11)	15%	(39)	256
Trump Job Strongly Disapprove	52%	(531)	30%	(307)	3%	(31)	2%	(23)	13%	(130)	1022
Favorable of Trump	32%	(257)	38%	(303)	6%	(46)	4%	(35)	20%	(162)	804
Unfavorable of Trump	48%	(616)	32%	(409)	4%	(48)	2%	(28)	14%	(182)	1283
Very Favorable of Trump	33%	(162)	33%	(161)	6%	(30)	6%	(27)	22%	(104)	484
Somewhat Favorable of Trump	30%	(95)	44%	(142)	5%	(15)	3%	(9)	18%	(58)	320
Somewhat Unfavorable of Trump	35%	(77)	36%	(80)	6%	(13)	5%	(11)	19%	(42)	223
Very Unfavorable of Trump	51%	(539)	31%	(329)	3%	(35)	2%	(18)	13%	(140)	1060
#1 Issue: Economy	39%	(330)	36%	(302)	5%	(43)	3%	(27)	16%	(137)	839
#1 Issue: Security	28%	(69)	35%	(86)	6%	(16)	5%	(13)	26%	(65)	248
#1 Issue: Health Care	46%	(184)	33%	(130)	3%	(14)	3%	(10)	15%	(60)	399
#1 Issue: Medicare / Social Security	44%	(122)	36%	(101)	4%	(12)	2%	(6)	14%	(38)	277
#1 Issue: Women's Issues	53%	(57)	27%	(28)	2%	(2)	3%	(3)	15%	(16)	106
#1 Issue: Education	35%	(36)	35%	(36)	6%	(7)	8%	(8)	16%	(17)	104
#1 Issue: Energy	50%	(39)	25%	(19)	7%	(6)	4%	(3)	13%	(10)	76
#1 Issue: Other	44%	(66)	22%	(33)	3%	(4)	5%	(7)	27%	(41)	150
2020 Vote: Joe Biden	54%	(537)	30%	(301)	4%	(36)	2%	(19)	10%	(104)	998
2020 Vote: Donald Trump	30%	(189)	41%	(259)	5%	(34)	4%	(25)	21%	(132)	637
2020 Vote: Other	20%	(19)	37%	(35)	7%	(7)	6%	(6)	29%	(28)	95
2020 Vote: Didn't Vote	34%	(157)	30%	(139)	5%	(26)	6%	(26)	26%	(119)	468
2018 House Vote: Democrat	52%	(391)	32%	(235)	4%	(29)	2%	(14)	10%	(76)	744
2018 House Vote: Republican	31%	(170)	39%	(211)	6%	(32)	4%	(22)	20%	(106)	541
2018 House Vote: Someone else	16%	(10)	26%	(17)	1%	(1)	5%	(3)	51%	(33)	64
2016 Vote: Hillary Clinton	53%	(366)	31%	(213)	4%	(27)	2%	(14)	9%	(64)	684
2016 Vote: Donald Trump	33%	(205)	38%	(238)	5%	(33)	4%	(26)	20%	(126)	628
2016 Vote: Other	30%	(30)	36%	(36)	1%	(1)	3%	(3)	30%	(30)	100
2016 Vote: Didn't Vote	38%	(300)	31%	(247)	5%	(41)	4%	(34)	21%	(164)	786

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Table MCEN4_3: And would you continue to purchase the products or services recommended or created by your favorite celebrity if you found out that he or she did the following?
Practiced social distancing while out in public

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know / No opinion		Total N
Adults	41%	(902)	33%	(736)	5%	(102)	3%	(76)	17%	(384)	2200
Voted in 2014: Yes	42%	(489)	35%	(412)	4%	(53)	3%	(38)	16%	(185)	1177
Voted in 2014: No	40%	(412)	32%	(324)	5%	(49)	4%	(39)	19%	(199)	1023
4-Region: Northeast	50%	(197)	31%	(121)	5%	(19)	2%	(8)	13%	(50)	394
4-Region: Midwest	33%	(151)	35%	(163)	5%	(23)	6%	(27)	21%	(98)	462
4-Region: South	42%	(347)	32%	(263)	5%	(38)	3%	(26)	18%	(151)	824
4-Region: West	40%	(207)	36%	(189)	4%	(22)	3%	(16)	16%	(85)	520
Concerned about COVID	44%	(825)	34%	(639)	4%	(79)	3%	(54)	14%	(259)	1856
Not concerned about COVID	24%	(73)	31%	(96)	8%	(23)	7%	(21)	30%	(94)	307
Unfollowed celeb on social bc politics	48%	(299)	35%	(219)	5%	(33)	3%	(18)	9%	(55)	626
Not unfollowed celeb on social bc politics	41%	(525)	36%	(459)	5%	(62)	3%	(43)	15%	(199)	1289
Unfollowed celeb on social bc too much politics	44%	(245)	37%	(203)	6%	(31)	3%	(14)	11%	(60)	554
Not unfollowed celeb on social bc too much politics	42%	(562)	36%	(474)	5%	(62)	3%	(45)	14%	(189)	1332
Not watched movie/TV show bc cast politics	42%	(262)	36%	(221)	7%	(41)	4%	(23)	12%	(75)	623
Has not not watched movie/TV show bc cast politics	43%	(569)	35%	(470)	4%	(54)	3%	(40)	15%	(193)	1326
Donated/volunteered bc celeb encouraged	56%	(222)	34%	(137)	5%	(19)	2%	(10)	3%	(13)	399
Not donated/volunteered bc celeb encouraged	40%	(607)	36%	(547)	5%	(73)	3%	(51)	17%	(258)	1535
Shared/re-posted celeb social bc agreed	52%	(349)	33%	(218)	5%	(32)	3%	(21)	7%	(47)	667
Not shared/re-posted celeb social bc agreed	38%	(483)	37%	(477)	5%	(61)	3%	(45)	16%	(210)	1275

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

Table MCEN4_4: *And would you continue to purchase the products or services recommended or created by your favorite celebrity if you found out that he or she did the following?*
Did not practice social distancing while out in public

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know / No opinion		Total N
Adults	11%	(245)	18%	(386)	23%	(501)	29%	(641)	19%	(427)	2200
Gender: Male	13%	(142)	18%	(191)	24%	(258)	28%	(294)	17%	(177)	1062
Gender: Female	9%	(103)	17%	(196)	21%	(243)	30%	(346)	22%	(250)	1138
Age: 18-34	14%	(94)	20%	(130)	24%	(156)	24%	(155)	18%	(121)	655
Age: 35-44	17%	(61)	20%	(72)	22%	(78)	25%	(89)	16%	(58)	358
Age: 45-64	10%	(75)	18%	(137)	21%	(159)	30%	(222)	21%	(157)	751
Age: 65+	3%	(15)	11%	(47)	25%	(108)	40%	(174)	21%	(92)	436
GenZers: 1997-2012	13%	(39)	19%	(57)	21%	(63)	23%	(69)	24%	(72)	299
Millennials: 1981-1996	17%	(109)	19%	(121)	25%	(157)	24%	(155)	14%	(91)	632
GenXers: 1965-1980	9%	(46)	23%	(120)	20%	(102)	27%	(139)	22%	(113)	520
Baby Boomers: 1946-1964	7%	(50)	12%	(85)	24%	(169)	36%	(248)	20%	(141)	693
PID: Dem (no lean)	10%	(87)	15%	(131)	24%	(213)	39%	(346)	12%	(105)	882
PID: Ind (no lean)	10%	(68)	19%	(132)	21%	(151)	21%	(152)	29%	(205)	708
PID: Rep (no lean)	15%	(90)	20%	(123)	22%	(137)	23%	(143)	19%	(117)	610
PID/Gender: Dem Men	13%	(54)	17%	(69)	25%	(102)	37%	(152)	9%	(37)	414
PID/Gender: Dem Women	7%	(32)	13%	(63)	24%	(111)	41%	(194)	15%	(68)	467
PID/Gender: Ind Men	11%	(36)	18%	(58)	25%	(81)	18%	(60)	28%	(91)	325
PID/Gender: Ind Women	8%	(32)	19%	(74)	18%	(70)	24%	(92)	30%	(114)	383
PID/Gender: Rep Men	16%	(52)	20%	(64)	23%	(75)	26%	(82)	15%	(49)	322
PID/Gender: Rep Women	13%	(39)	20%	(59)	22%	(62)	21%	(60)	24%	(68)	288
Ideo: Liberal (1-3)	10%	(65)	13%	(89)	28%	(184)	37%	(247)	12%	(79)	664
Ideo: Moderate (4)	11%	(67)	18%	(112)	22%	(140)	31%	(193)	19%	(118)	631
Ideo: Conservative (5-7)	12%	(77)	22%	(140)	21%	(139)	23%	(150)	22%	(141)	647
Educ: < College	11%	(163)	18%	(279)	21%	(315)	28%	(428)	22%	(327)	1512
Educ: Bachelors degree	10%	(43)	15%	(64)	28%	(122)	32%	(141)	16%	(72)	444
Educ: Post-grad	16%	(38)	17%	(43)	26%	(64)	29%	(72)	11%	(27)	244
Income: Under 50k	13%	(152)	18%	(203)	21%	(243)	27%	(312)	21%	(248)	1158
Income: 50k-100k	9%	(58)	18%	(122)	25%	(162)	31%	(206)	17%	(111)	660
Income: 100k+	9%	(34)	16%	(62)	25%	(96)	32%	(122)	18%	(68)	382
Ethnicity: White	10%	(178)	18%	(308)	23%	(391)	29%	(494)	20%	(350)	1722

Continued on next page

Table MCEN4_4: And would you continue to purchase the products or services recommended or created by your favorite celebrity if you found out that he or she did the following?
Did not practice social distancing while out in public

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know / No opinion		Total N
Adults	11%	(245)	18%	(386)	23%	(501)	29%	(641)	19%	(427)	2200
Ethnicity: Hispanic	11%	(39)	19%	(66)	23%	(81)	29%	(102)	17%	(61)	349
Ethnicity: Black	15%	(40)	16%	(44)	22%	(61)	33%	(89)	15%	(40)	274
Ethnicity: Other	13%	(26)	17%	(34)	24%	(49)	28%	(58)	18%	(38)	204
All Christian	11%	(112)	18%	(181)	23%	(235)	31%	(324)	17%	(180)	1031
All Non-Christian	13%	(17)	13%	(17)	25%	(32)	35%	(44)	14%	(17)	127
Atheist	10%	(6)	6%	(4)	27%	(17)	28%	(18)	30%	(19)	65
Agnostic/Nothing in particular	9%	(50)	16%	(88)	22%	(121)	28%	(158)	25%	(138)	555
Something Else	14%	(60)	23%	(97)	23%	(96)	23%	(96)	17%	(73)	422
Religious Non-Protestant/Catholic	12%	(18)	14%	(21)	24%	(34)	34%	(50)	16%	(23)	146
Evangelical	15%	(108)	19%	(134)	23%	(158)	27%	(190)	16%	(109)	700
Non-Evangelical	8%	(58)	18%	(129)	23%	(166)	31%	(219)	19%	(137)	709
Community: Urban	13%	(94)	17%	(118)	24%	(172)	30%	(214)	15%	(107)	705
Community: Suburban	8%	(72)	18%	(169)	24%	(219)	30%	(273)	20%	(184)	917
Community: Rural	14%	(79)	17%	(99)	19%	(110)	27%	(154)	24%	(136)	578
Employ: Private Sector	14%	(88)	16%	(105)	25%	(160)	28%	(180)	18%	(116)	649
Employ: Government	15%	(25)	27%	(45)	25%	(42)	22%	(37)	12%	(20)	169
Employ: Self-Employed	14%	(24)	25%	(43)	20%	(35)	25%	(45)	17%	(30)	177
Employ: Homemaker	9%	(12)	14%	(19)	22%	(30)	27%	(37)	28%	(39)	137
Employ: Student	6%	(8)	20%	(25)	21%	(27)	28%	(36)	25%	(31)	128
Employ: Retired	6%	(28)	12%	(54)	23%	(106)	37%	(169)	21%	(94)	452
Employ: Unemployed	13%	(45)	18%	(60)	21%	(69)	27%	(90)	21%	(71)	335
Employ: Other	10%	(15)	22%	(34)	21%	(32)	31%	(47)	17%	(25)	153
Military HH: Yes	11%	(44)	19%	(73)	23%	(89)	30%	(118)	18%	(69)	392
Military HH: No	11%	(201)	17%	(314)	23%	(413)	29%	(523)	20%	(358)	1808
RD/WT: Right Direction	15%	(77)	21%	(106)	21%	(108)	29%	(145)	14%	(69)	504
RD/WT: Wrong Track	10%	(168)	17%	(281)	23%	(393)	29%	(495)	21%	(359)	1696
Trump Job Approve	16%	(132)	22%	(180)	19%	(151)	20%	(160)	22%	(177)	799
Trump Job Disapprove	8%	(99)	15%	(190)	26%	(331)	36%	(462)	15%	(194)	1277

Continued on next page

Table MCEN4_4: And would you continue to purchase the products or services recommended or created by your favorite celebrity if you found out that he or she did the following?
Did not practice social distancing while out in public

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know / No opinion		Total N
Adults	11%	(245)	18%	(386)	23%	(501)	29%	(641)	19%	(427)	2200
Trump Job Strongly Approve	20%	(89)	22%	(100)	16%	(72)	21%	(97)	22%	(100)	459
Trump Job Somewhat Approve	12%	(42)	23%	(80)	23%	(79)	18%	(63)	23%	(77)	340
Trump Job Somewhat Disapprove	8%	(21)	26%	(68)	28%	(72)	21%	(54)	16%	(40)	256
Trump Job Strongly Disapprove	8%	(78)	12%	(123)	25%	(259)	40%	(408)	15%	(154)	1022
Favorable of Trump	16%	(130)	22%	(178)	19%	(152)	21%	(165)	22%	(179)	804
Unfavorable of Trump	8%	(105)	16%	(200)	25%	(327)	35%	(448)	16%	(203)	1283
Very Favorable of Trump	18%	(89)	20%	(95)	18%	(87)	21%	(102)	23%	(111)	484
Somewhat Favorable of Trump	13%	(41)	26%	(83)	20%	(65)	20%	(63)	21%	(68)	320
Somewhat Unfavorable of Trump	11%	(24)	27%	(59)	26%	(59)	18%	(41)	18%	(40)	223
Very Unfavorable of Trump	8%	(82)	13%	(141)	25%	(268)	38%	(407)	15%	(162)	1060
#1 Issue: Economy	13%	(110)	20%	(166)	23%	(196)	24%	(203)	20%	(164)	839
#1 Issue: Security	12%	(31)	17%	(41)	19%	(47)	26%	(64)	26%	(65)	248
#1 Issue: Health Care	8%	(32)	16%	(65)	25%	(98)	35%	(139)	16%	(65)	399
#1 Issue: Medicare / Social Security	9%	(26)	16%	(44)	20%	(57)	38%	(105)	17%	(46)	277
#1 Issue: Women's Issues	9%	(10)	14%	(15)	31%	(33)	31%	(33)	15%	(15)	106
#1 Issue: Education	14%	(15)	27%	(28)	20%	(21)	18%	(19)	21%	(21)	104
#1 Issue: Energy	8%	(6)	16%	(12)	29%	(22)	37%	(28)	11%	(8)	76
#1 Issue: Other	10%	(15)	10%	(16)	18%	(27)	33%	(50)	28%	(43)	150
2020 Vote: Joe Biden	10%	(99)	13%	(130)	25%	(247)	40%	(399)	12%	(123)	998
2020 Vote: Donald Trump	14%	(86)	22%	(138)	20%	(125)	21%	(137)	24%	(152)	637
2020 Vote: Other	5%	(5)	21%	(20)	31%	(30)	13%	(12)	29%	(28)	95
2020 Vote: Didn't Vote	12%	(55)	21%	(96)	21%	(99)	20%	(93)	27%	(124)	468
2018 House Vote: Democrat	10%	(71)	13%	(98)	25%	(189)	40%	(295)	12%	(91)	744
2018 House Vote: Republican	12%	(67)	19%	(104)	20%	(107)	27%	(145)	22%	(118)	541
2018 House Vote: Someone else	2%	(1)	11%	(7)	17%	(11)	19%	(12)	50%	(32)	64
2016 Vote: Hillary Clinton	10%	(66)	13%	(86)	25%	(169)	42%	(285)	11%	(78)	684
2016 Vote: Donald Trump	12%	(73)	20%	(126)	20%	(129)	24%	(154)	23%	(146)	628
2016 Vote: Other	7%	(7)	13%	(13)	30%	(30)	18%	(18)	32%	(32)	100
2016 Vote: Didn't Vote	12%	(97)	21%	(161)	22%	(173)	23%	(183)	22%	(171)	786

Continued on next page

Table MCEN4_4: And would you continue to purchase the products or services recommended or created by your favorite celebrity if you found out that he or she did the following?
Did not practice social distancing while out in public

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know / No opinion		Total N
Adults	11%	(245)	18%	(386)	23%	(501)	29%	(641)	19%	(427)	2200
Voted in 2014: Yes	10%	(112)	15%	(174)	24%	(279)	34%	(401)	18%	(211)	1177
Voted in 2014: No	13%	(132)	21%	(213)	22%	(222)	23%	(240)	21%	(216)	1023
4-Region: Northeast	11%	(45)	16%	(64)	24%	(94)	33%	(131)	15%	(59)	394
4-Region: Midwest	9%	(42)	21%	(95)	23%	(105)	26%	(118)	22%	(102)	462
4-Region: South	13%	(104)	17%	(141)	22%	(177)	28%	(234)	20%	(168)	824
4-Region: West	10%	(53)	17%	(86)	24%	(125)	30%	(157)	19%	(98)	520
Concerned about COVID	10%	(177)	16%	(300)	25%	(471)	33%	(607)	16%	(302)	1856
Not concerned about COVID	21%	(66)	28%	(87)	10%	(30)	10%	(30)	31%	(94)	307
Unfollowed celeb on social bc politics	15%	(93)	20%	(123)	23%	(147)	32%	(201)	10%	(62)	626
Not unfollowed celeb on social bc politics	10%	(125)	19%	(246)	25%	(320)	29%	(368)	18%	(230)	1289
Unfollowed celeb on social bc too much politics	15%	(85)	24%	(131)	23%	(127)	25%	(139)	13%	(72)	554
Not unfollowed celeb on social bc too much politics	10%	(134)	18%	(234)	25%	(334)	31%	(407)	17%	(223)	1332
Not watched movie/TV show bc cast politics	13%	(82)	17%	(107)	23%	(145)	34%	(210)	12%	(77)	623
Has not not watched movie/TV show bc cast politics	10%	(137)	20%	(259)	24%	(325)	28%	(378)	17%	(227)	1326
Donated/volunteered bc celeb encouraged	17%	(68)	21%	(83)	24%	(97)	32%	(126)	6%	(24)	399
Not donated/volunteered bc celeb encouraged	10%	(154)	19%	(288)	24%	(364)	29%	(445)	19%	(285)	1535
Shared/re-posted celeb social bc agreed	15%	(102)	19%	(127)	24%	(163)	32%	(214)	9%	(62)	667
Not shared/re-posted celeb social bc agreed	9%	(120)	19%	(240)	24%	(306)	29%	(369)	19%	(239)	1275

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

Table MCEN4_5: *And would you continue to purchase the products or services recommended or created by your favorite celebrity if you found out that he or she did the following?*
Avoided large gatherings

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know / No opinion		Total N
Adults	39%	(858)	34%	(742)	5%	(114)	5%	(100)	18%	(386)	2200
Gender: Male	37%	(398)	36%	(380)	6%	(61)	6%	(60)	15%	(163)	1062
Gender: Female	40%	(461)	32%	(363)	5%	(53)	3%	(40)	20%	(222)	1138
Age: 18-34	36%	(239)	33%	(213)	7%	(45)	6%	(42)	18%	(116)	655
Age: 35-44	45%	(159)	33%	(116)	6%	(22)	3%	(12)	14%	(48)	358
Age: 45-64	41%	(310)	34%	(255)	4%	(29)	3%	(25)	18%	(132)	751
Age: 65+	35%	(151)	36%	(158)	4%	(18)	5%	(20)	20%	(89)	436
GenZers: 1997-2012	34%	(101)	28%	(85)	6%	(19)	8%	(23)	24%	(73)	299
Millennials: 1981-1996	42%	(263)	34%	(215)	7%	(46)	5%	(29)	12%	(79)	632
GenXers: 1965-1980	42%	(216)	34%	(175)	4%	(19)	3%	(17)	18%	(93)	520
Baby Boomers: 1946-1964	37%	(254)	36%	(250)	4%	(30)	4%	(28)	19%	(131)	693
PID: Dem (no lean)	50%	(441)	31%	(275)	5%	(48)	4%	(34)	9%	(83)	882
PID: Ind (no lean)	31%	(221)	33%	(232)	4%	(28)	4%	(29)	28%	(199)	708
PID: Rep (no lean)	32%	(196)	39%	(235)	6%	(38)	6%	(37)	17%	(104)	610
PID/Gender: Dem Men	48%	(198)	33%	(138)	5%	(23)	5%	(22)	8%	(32)	414
PID/Gender: Dem Women	52%	(243)	29%	(137)	6%	(26)	3%	(12)	11%	(50)	467
PID/Gender: Ind Men	31%	(100)	34%	(109)	5%	(16)	4%	(13)	27%	(87)	325
PID/Gender: Ind Women	32%	(121)	32%	(122)	3%	(12)	4%	(16)	29%	(112)	383
PID/Gender: Rep Men	31%	(99)	41%	(132)	7%	(23)	8%	(25)	13%	(43)	322
PID/Gender: Rep Women	34%	(97)	36%	(104)	5%	(15)	4%	(12)	21%	(60)	288
Ideo: Liberal (1-3)	49%	(327)	33%	(216)	5%	(32)	4%	(29)	9%	(59)	664
Ideo: Moderate (4)	39%	(249)	34%	(212)	6%	(36)	5%	(30)	17%	(104)	631
Ideo: Conservative (5-7)	32%	(210)	38%	(244)	5%	(34)	5%	(33)	19%	(126)	647
Educ: < College	38%	(570)	33%	(503)	4%	(64)	5%	(78)	20%	(297)	1512
Educ: Bachelors degree	42%	(185)	34%	(150)	7%	(32)	2%	(10)	15%	(66)	444
Educ: Post-grad	43%	(104)	36%	(88)	7%	(18)	4%	(11)	9%	(23)	244
Income: Under 50k	39%	(450)	32%	(370)	4%	(52)	5%	(54)	20%	(232)	1158
Income: 50k-100k	37%	(243)	38%	(254)	6%	(38)	5%	(32)	14%	(93)	660
Income: 100k+	43%	(165)	31%	(118)	6%	(24)	4%	(14)	16%	(60)	382
Ethnicity: White	37%	(644)	35%	(594)	5%	(93)	5%	(78)	18%	(312)	1722

Continued on next page

Table MCEN4_5: *And would you continue to purchase the products or services recommended or created by your favorite celebrity if you found out that he or she did the following?*
Avoided large gatherings

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know / No opinion		Total N
Adults	39%	(858)	34%	(742)	5%	(114)	5%	(100)	18%	(386)	2200
Ethnicity: Hispanic	40%	(138)	34%	(118)	6%	(21)	2%	(9)	18%	(64)	349
Ethnicity: Black	47%	(129)	29%	(80)	3%	(9)	6%	(16)	15%	(40)	274
Ethnicity: Other	42%	(85)	33%	(67)	6%	(12)	3%	(6)	16%	(33)	204
All Christian	39%	(399)	35%	(361)	6%	(63)	5%	(48)	16%	(161)	1031
All Non-Christian	44%	(56)	33%	(42)	8%	(11)	6%	(7)	9%	(12)	127
Atheist	34%	(22)	25%	(16)	5%	(3)	6%	(4)	29%	(19)	65
Agnostic/Nothing in particular	37%	(206)	33%	(184)	3%	(18)	4%	(23)	22%	(124)	555
Something Else	42%	(176)	33%	(139)	5%	(19)	4%	(18)	17%	(70)	422
Religious Non-Protestant/Catholic	43%	(63)	33%	(48)	7%	(11)	5%	(7)	12%	(17)	146
Evangelical	41%	(287)	31%	(220)	7%	(48)	6%	(40)	15%	(105)	700
Non-Evangelical	39%	(274)	37%	(260)	5%	(33)	3%	(23)	17%	(119)	709
Community: Urban	44%	(312)	31%	(221)	7%	(48)	5%	(32)	13%	(92)	705
Community: Suburban	37%	(340)	37%	(340)	4%	(41)	3%	(32)	18%	(165)	917
Community: Rural	36%	(207)	31%	(182)	4%	(25)	6%	(36)	22%	(129)	578
Employ: Private Sector	41%	(265)	33%	(217)	7%	(44)	4%	(27)	15%	(96)	649
Employ: Government	43%	(72)	39%	(66)	7%	(12)	3%	(5)	8%	(14)	169
Employ: Self-Employed	35%	(61)	34%	(60)	8%	(15)	6%	(10)	17%	(30)	177
Employ: Homemaker	35%	(49)	31%	(42)	4%	(5)	1%	(2)	29%	(39)	137
Employ: Student	35%	(45)	27%	(35)	10%	(12)	8%	(11)	19%	(25)	128
Employ: Retired	37%	(169)	36%	(163)	3%	(13)	5%	(21)	19%	(87)	452
Employ: Unemployed	40%	(133)	31%	(105)	4%	(12)	4%	(14)	21%	(71)	335
Employ: Other	42%	(64)	35%	(54)	1%	(1)	7%	(10)	15%	(23)	153
Military HH: Yes	39%	(151)	37%	(145)	5%	(18)	3%	(10)	17%	(67)	392
Military HH: No	39%	(707)	33%	(597)	5%	(96)	5%	(90)	18%	(319)	1808
RD/WT: Right Direction	41%	(208)	34%	(174)	8%	(40)	5%	(26)	11%	(56)	504
RD/WT: Wrong Track	38%	(651)	34%	(568)	4%	(74)	4%	(74)	19%	(329)	1696
Trump Job Approve	31%	(245)	37%	(295)	7%	(52)	6%	(47)	20%	(160)	799
Trump Job Disapprove	46%	(584)	33%	(422)	4%	(57)	3%	(44)	13%	(170)	1277

Continued on next page

Table MCEN4_5: And would you continue to purchase the products or services recommended or created by your favorite celebrity if you found out that he or she did the following?
Avoided large gatherings

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know / No opinion		Total N
Adults	39%	(858)	34%	(742)	5%	(114)	5%	(100)	18%	(386)	2200
Trump Job Strongly Approve	32%	(145)	32%	(147)	8%	(37)	8%	(36)	20%	(93)	459
Trump Job Somewhat Approve	30%	(101)	43%	(147)	4%	(15)	3%	(11)	20%	(66)	340
Trump Job Somewhat Disapprove	28%	(72)	45%	(115)	7%	(19)	4%	(9)	16%	(40)	256
Trump Job Strongly Disapprove	50%	(513)	30%	(306)	4%	(38)	3%	(35)	13%	(130)	1022
Favorable of Trump	30%	(243)	37%	(295)	7%	(52)	6%	(49)	21%	(165)	804
Unfavorable of Trump	46%	(584)	33%	(423)	4%	(57)	3%	(42)	14%	(176)	1283
Very Favorable of Trump	32%	(156)	31%	(148)	8%	(38)	8%	(37)	22%	(105)	484
Somewhat Favorable of Trump	27%	(87)	46%	(146)	4%	(14)	4%	(12)	19%	(60)	320
Somewhat Unfavorable of Trump	34%	(77)	40%	(89)	5%	(11)	3%	(7)	17%	(39)	223
Very Unfavorable of Trump	48%	(507)	32%	(334)	4%	(46)	3%	(35)	13%	(137)	1060
#1 Issue: Economy	39%	(328)	36%	(304)	5%	(43)	4%	(31)	16%	(134)	839
#1 Issue: Security	24%	(59)	38%	(94)	5%	(11)	8%	(20)	25%	(63)	248
#1 Issue: Health Care	44%	(175)	33%	(134)	4%	(16)	3%	(13)	15%	(61)	399
#1 Issue: Medicare / Social Security	44%	(121)	33%	(92)	5%	(13)	5%	(14)	14%	(39)	277
#1 Issue: Women's Issues	45%	(48)	28%	(30)	9%	(10)	5%	(5)	13%	(14)	106
#1 Issue: Education	38%	(39)	27%	(27)	6%	(6)	9%	(9)	21%	(22)	104
#1 Issue: Energy	37%	(28)	34%	(26)	10%	(8)	6%	(5)	13%	(10)	76
#1 Issue: Other	40%	(60)	24%	(36)	5%	(8)	2%	(3)	29%	(44)	150
2020 Vote: Joe Biden	52%	(519)	30%	(303)	5%	(46)	3%	(32)	10%	(98)	998
2020 Vote: Donald Trump	28%	(179)	40%	(254)	5%	(32)	6%	(36)	21%	(137)	637
2020 Vote: Other	17%	(17)	41%	(38)	6%	(6)	8%	(7)	28%	(26)	95
2020 Vote: Didn't Vote	31%	(144)	31%	(145)	7%	(30)	5%	(25)	26%	(123)	468
2018 House Vote: Democrat	50%	(373)	32%	(239)	5%	(38)	3%	(22)	10%	(73)	744
2018 House Vote: Republican	31%	(168)	38%	(203)	6%	(34)	6%	(32)	19%	(104)	541
2018 House Vote: Someone else	15%	(10)	26%	(17)	1%	(1)	4%	(3)	53%	(34)	64
2016 Vote: Hillary Clinton	53%	(360)	31%	(212)	5%	(31)	3%	(19)	9%	(62)	684
2016 Vote: Donald Trump	31%	(196)	36%	(225)	6%	(39)	6%	(39)	21%	(130)	628
2016 Vote: Other	29%	(29)	32%	(32)	4%	(4)	5%	(5)	31%	(31)	100
2016 Vote: Didn't Vote	35%	(272)	35%	(273)	5%	(40)	5%	(38)	21%	(163)	786

Continued on next page

Table MCEN4_5: *And would you continue to purchase the products or services recommended or created by your favorite celebrity if you found out that he or she did the following?*
Avoided large gatherings

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know / No opinion		Total N
Adults	39%	(858)	34%	(742)	5%	(114)	5%	(100)	18%	(386)	2200
Voted in 2014: Yes	40%	(470)	34%	(404)	5%	(64)	5%	(55)	16%	(184)	1177
Voted in 2014: No	38%	(388)	33%	(338)	5%	(50)	4%	(45)	20%	(201)	1023
4-Region: Northeast	48%	(190)	27%	(108)	7%	(28)	3%	(14)	14%	(54)	394
4-Region: Midwest	32%	(148)	37%	(173)	3%	(15)	6%	(29)	21%	(97)	462
4-Region: South	41%	(336)	32%	(263)	5%	(42)	4%	(35)	18%	(148)	824
4-Region: West	35%	(185)	38%	(198)	6%	(29)	4%	(22)	17%	(86)	520
Concerned about COVID	42%	(782)	35%	(648)	5%	(96)	4%	(73)	14%	(256)	1856
Not concerned about COVID	24%	(74)	31%	(94)	5%	(15)	9%	(26)	32%	(98)	307
Unfollowed celeb on social bc politics	46%	(290)	35%	(219)	7%	(42)	4%	(26)	8%	(48)	626
Not unfollowed celeb on social bc politics	38%	(496)	36%	(467)	5%	(62)	4%	(56)	16%	(208)	1289
Unfollowed celeb on social bc too much politics	43%	(238)	35%	(191)	8%	(47)	3%	(18)	11%	(59)	554
Not unfollowed celeb on social bc too much politics	40%	(528)	37%	(488)	4%	(59)	5%	(61)	15%	(196)	1332
Not watched movie/TV show bc cast politics	44%	(271)	35%	(215)	5%	(34)	5%	(31)	11%	(71)	623
Has not not watched movie/TV show bc cast politics	39%	(517)	37%	(485)	5%	(69)	4%	(58)	15%	(197)	1326
Donated/volunteered bc celeb encouraged	54%	(215)	31%	(125)	8%	(31)	4%	(14)	4%	(14)	399
Not donated/volunteered bc celeb encouraged	37%	(567)	37%	(564)	5%	(71)	5%	(74)	17%	(258)	1535
Shared/re-posted celeb social bc agreed	51%	(342)	33%	(220)	6%	(37)	3%	(21)	7%	(46)	667
Not shared/re-posted celeb social bc agreed	35%	(452)	37%	(477)	5%	(65)	5%	(66)	17%	(214)	1275

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

Table MCEN4_6: *And would you continue to purchase the products or services recommended or created by your favorite celebrity if you found out that he or she did the following?*
Participated in large gatherings

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know / No opinion		Total N
Adults	10%	(230)	18%	(401)	22%	(485)	30%	(660)	19%	(423)	2200
Gender: Male	13%	(136)	19%	(196)	24%	(256)	28%	(300)	16%	(173)	1062
Gender: Female	8%	(94)	18%	(205)	20%	(229)	32%	(360)	22%	(250)	1138
Age: 18-34	14%	(91)	20%	(133)	22%	(146)	24%	(160)	19%	(125)	655
Age: 35-44	18%	(66)	22%	(78)	21%	(77)	25%	(88)	13%	(48)	358
Age: 45-64	7%	(56)	19%	(143)	20%	(151)	33%	(244)	21%	(157)	751
Age: 65+	4%	(18)	11%	(47)	26%	(111)	38%	(168)	21%	(92)	436
GenZers: 1997-2012	10%	(30)	17%	(51)	22%	(65)	25%	(73)	27%	(80)	299
Millennials: 1981-1996	18%	(113)	22%	(136)	23%	(147)	25%	(156)	13%	(80)	632
GenXers: 1965-1980	10%	(51)	24%	(124)	18%	(93)	28%	(144)	21%	(109)	520
Baby Boomers: 1946-1964	5%	(34)	13%	(87)	24%	(167)	38%	(261)	21%	(145)	693
PID: Dem (no lean)	10%	(84)	14%	(126)	23%	(204)	42%	(366)	12%	(101)	882
PID: Ind (no lean)	9%	(66)	19%	(137)	21%	(148)	21%	(150)	29%	(207)	708
PID: Rep (no lean)	13%	(80)	23%	(138)	22%	(134)	24%	(144)	19%	(115)	610
PID/Gender: Dem Men	13%	(53)	14%	(60)	24%	(99)	40%	(167)	9%	(35)	414
PID/Gender: Dem Women	7%	(31)	14%	(66)	22%	(105)	43%	(199)	14%	(66)	467
PID/Gender: Ind Men	11%	(35)	19%	(63)	24%	(79)	18%	(57)	28%	(91)	325
PID/Gender: Ind Women	8%	(31)	19%	(74)	18%	(69)	24%	(93)	30%	(116)	383
PID/Gender: Rep Men	15%	(48)	23%	(74)	24%	(78)	23%	(76)	14%	(47)	322
PID/Gender: Rep Women	11%	(33)	22%	(64)	19%	(55)	24%	(68)	24%	(68)	288
Ideo: Liberal (1-3)	9%	(59)	14%	(90)	27%	(182)	39%	(257)	11%	(76)	664
Ideo: Moderate (4)	9%	(59)	21%	(129)	20%	(124)	32%	(203)	18%	(115)	631
Ideo: Conservative (5-7)	13%	(82)	22%	(142)	20%	(131)	24%	(154)	21%	(138)	647
Educ: < College	9%	(142)	19%	(280)	21%	(312)	30%	(452)	22%	(326)	1512
Educ: Bachelors degree	10%	(45)	16%	(72)	26%	(113)	32%	(141)	16%	(72)	444
Educ: Post-grad	18%	(43)	20%	(49)	25%	(60)	28%	(67)	10%	(25)	244
Income: Under 50k	12%	(135)	18%	(203)	21%	(244)	28%	(323)	22%	(253)	1158
Income: 50k-100k	10%	(64)	18%	(119)	23%	(152)	33%	(219)	16%	(106)	660
Income: 100k+	8%	(32)	21%	(79)	23%	(89)	31%	(118)	17%	(64)	382
Ethnicity: White	10%	(179)	18%	(317)	22%	(373)	30%	(508)	20%	(345)	1722

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Table MCEN4_6: *And would you continue to purchase the products or services recommended or created by your favorite celebrity if you found out that he or she did the following?*
Participated in large gatherings

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know / No opinion		Total N
Adults	10%	(230)	18%	(401)	22%	(485)	30%	(660)	19%	(423)	2200
Ethnicity: Hispanic	12%	(42)	16%	(57)	22%	(77)	31%	(109)	18%	(64)	349
Ethnicity: Black	10%	(28)	19%	(53)	22%	(61)	32%	(88)	16%	(45)	274
Ethnicity: Other	12%	(24)	15%	(31)	25%	(51)	31%	(64)	17%	(34)	204
All Christian	10%	(102)	19%	(196)	22%	(228)	32%	(326)	17%	(179)	1031
All Non-Christian	13%	(17)	11%	(14)	23%	(30)	45%	(57)	8%	(10)	127
Atheist	2%	(1)	8%	(5)	29%	(19)	31%	(20)	30%	(19)	65
Agnostic/Nothing in particular	9%	(51)	16%	(89)	22%	(123)	27%	(152)	25%	(140)	555
Something Else	14%	(60)	23%	(96)	20%	(85)	25%	(106)	18%	(75)	422
Religious Non-Protestant/Catholic	12%	(18)	13%	(18)	21%	(31)	43%	(63)	11%	(16)	146
Evangelical	14%	(96)	22%	(155)	20%	(140)	28%	(194)	16%	(115)	700
Non-Evangelical	8%	(60)	17%	(123)	24%	(168)	32%	(227)	19%	(132)	709
Community: Urban	13%	(93)	18%	(130)	23%	(162)	30%	(214)	15%	(106)	705
Community: Suburban	8%	(69)	18%	(170)	23%	(211)	31%	(287)	20%	(180)	917
Community: Rural	12%	(68)	18%	(101)	19%	(112)	28%	(159)	24%	(138)	578
Employ: Private Sector	12%	(79)	20%	(131)	21%	(136)	29%	(189)	17%	(113)	649
Employ: Government	18%	(30)	23%	(39)	27%	(46)	23%	(39)	9%	(15)	169
Employ: Self-Employed	13%	(23)	27%	(47)	20%	(35)	22%	(39)	18%	(32)	177
Employ: Homemaker	13%	(18)	14%	(20)	20%	(28)	24%	(33)	28%	(38)	137
Employ: Student	5%	(6)	18%	(23)	23%	(29)	31%	(40)	23%	(29)	128
Employ: Retired	6%	(26)	12%	(53)	25%	(114)	36%	(163)	21%	(96)	452
Employ: Unemployed	10%	(34)	17%	(58)	20%	(68)	31%	(102)	22%	(73)	335
Employ: Other	8%	(13)	20%	(31)	19%	(29)	35%	(54)	17%	(27)	153
Military HH: Yes	9%	(37)	19%	(76)	23%	(89)	30%	(118)	18%	(71)	392
Military HH: No	11%	(194)	18%	(325)	22%	(396)	30%	(542)	19%	(352)	1808
RD/WT: Right Direction	17%	(85)	22%	(112)	19%	(97)	29%	(148)	12%	(62)	504
RD/WT: Wrong Track	9%	(146)	17%	(289)	23%	(388)	30%	(512)	21%	(361)	1696
Trump Job Approve	16%	(128)	24%	(192)	18%	(146)	20%	(162)	21%	(171)	799
Trump Job Disapprove	7%	(86)	15%	(193)	25%	(320)	38%	(480)	15%	(198)	1277

Continued on next page

Table MCEN4_6: And would you continue to purchase the products or services recommended or created by your favorite celebrity if you found out that he or she did the following?
Participated in large gatherings

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know / No opinion		Total N
Adults	10%	(230)	18%	(401)	22%	(485)	30%	(660)	19%	(423)	2200
Trump Job Strongly Approve	19%	(86)	24%	(109)	16%	(72)	22%	(99)	20%	(92)	459
Trump Job Somewhat Approve	12%	(42)	24%	(83)	22%	(74)	19%	(63)	23%	(78)	340
Trump Job Somewhat Disapprove	7%	(18)	24%	(62)	30%	(77)	22%	(55)	17%	(44)	256
Trump Job Strongly Disapprove	7%	(69)	13%	(132)	24%	(243)	42%	(425)	15%	(154)	1022
Favorable of Trump	15%	(119)	24%	(194)	19%	(149)	21%	(167)	22%	(175)	804
Unfavorable of Trump	8%	(98)	16%	(199)	24%	(312)	36%	(467)	16%	(206)	1283
Very Favorable of Trump	17%	(85)	21%	(103)	17%	(83)	22%	(108)	22%	(105)	484
Somewhat Favorable of Trump	11%	(34)	28%	(91)	21%	(66)	18%	(59)	22%	(69)	320
Somewhat Unfavorable of Trump	9%	(20)	25%	(56)	25%	(56)	21%	(46)	20%	(45)	223
Very Unfavorable of Trump	7%	(79)	13%	(143)	24%	(256)	40%	(421)	15%	(161)	1060
#1 Issue: Economy	13%	(107)	21%	(180)	22%	(182)	26%	(219)	18%	(152)	839
#1 Issue: Security	7%	(18)	20%	(50)	18%	(45)	30%	(74)	25%	(62)	248
#1 Issue: Health Care	9%	(35)	17%	(68)	21%	(84)	37%	(147)	16%	(64)	399
#1 Issue: Medicare / Social Security	8%	(23)	14%	(40)	25%	(69)	35%	(98)	17%	(47)	277
#1 Issue: Women's Issues	11%	(12)	13%	(13)	35%	(38)	25%	(26)	16%	(17)	106
#1 Issue: Education	11%	(12)	22%	(23)	18%	(19)	25%	(26)	24%	(24)	104
#1 Issue: Energy	14%	(11)	14%	(11)	26%	(20)	31%	(24)	14%	(11)	76
#1 Issue: Other	9%	(13)	10%	(16)	19%	(29)	31%	(46)	31%	(47)	150
2020 Vote: Joe Biden	9%	(85)	14%	(138)	25%	(246)	41%	(409)	12%	(119)	998
2020 Vote: Donald Trump	12%	(79)	24%	(155)	19%	(119)	21%	(137)	23%	(147)	637
2020 Vote: Other	13%	(12)	17%	(16)	26%	(25)	15%	(14)	30%	(28)	95
2020 Vote: Didn't Vote	11%	(53)	19%	(90)	21%	(96)	21%	(100)	27%	(128)	468
2018 House Vote: Democrat	9%	(65)	13%	(99)	25%	(183)	42%	(311)	12%	(86)	744
2018 House Vote: Republican	11%	(62)	22%	(117)	19%	(105)	26%	(143)	21%	(115)	541
2018 House Vote: Someone else	3%	(2)	9%	(6)	19%	(12)	17%	(11)	53%	(33)	64
2016 Vote: Hillary Clinton	8%	(53)	12%	(85)	26%	(177)	44%	(298)	10%	(72)	684
2016 Vote: Donald Trump	11%	(68)	23%	(145)	19%	(119)	25%	(156)	22%	(141)	628
2016 Vote: Other	7%	(7)	14%	(14)	20%	(20)	24%	(24)	34%	(34)	100
2016 Vote: Didn't Vote	13%	(102)	20%	(157)	21%	(168)	23%	(182)	23%	(177)	786

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Table MCEN4_6: *And would you continue to purchase the products or services recommended or created by your favorite celebrity if you found out that he or she did the following?*
Participated in large gatherings

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know / No opinion		Total N
Adults	10%	(230)	18%	(401)	22%	(485)	30%	(660)	19%	(423)	2200
Voted in 2014: Yes	8%	(96)	17%	(195)	23%	(274)	35%	(408)	17%	(204)	1177
Voted in 2014: No	13%	(134)	20%	(206)	21%	(211)	25%	(252)	21%	(219)	1023
4-Region: Northeast	10%	(39)	18%	(70)	24%	(93)	34%	(135)	14%	(56)	394
4-Region: Midwest	11%	(50)	20%	(91)	21%	(99)	27%	(123)	22%	(100)	462
4-Region: South	10%	(86)	18%	(152)	21%	(170)	30%	(247)	21%	(169)	824
4-Region: West	11%	(55)	17%	(88)	24%	(124)	30%	(156)	19%	(98)	520
Concerned about COVID	9%	(172)	17%	(322)	24%	(446)	33%	(619)	16%	(297)	1856
Not concerned about COVID	19%	(59)	25%	(78)	12%	(38)	12%	(38)	31%	(95)	307
Unfollowed celeb on social bc politics	15%	(94)	19%	(120)	24%	(151)	33%	(204)	9%	(57)	626
Not unfollowed celeb on social bc politics	10%	(123)	20%	(263)	22%	(287)	30%	(383)	18%	(232)	1289
Unfollowed celeb on social bc too much politics	17%	(96)	23%	(126)	22%	(121)	27%	(148)	11%	(63)	554
Not unfollowed celeb on social bc too much politics	9%	(122)	19%	(252)	24%	(318)	31%	(411)	17%	(228)	1332
Not watched movie/TV show bc cast politics	13%	(81)	18%	(109)	22%	(140)	35%	(217)	12%	(76)	623
Has not not watched movie/TV show bc cast politics	10%	(137)	20%	(271)	23%	(311)	29%	(382)	17%	(226)	1326
Donated/volunteered bc celeb encouraged	18%	(73)	21%	(83)	26%	(105)	30%	(119)	5%	(19)	399
Not donated/volunteered bc celeb encouraged	9%	(142)	19%	(297)	22%	(340)	30%	(467)	19%	(290)	1535
Shared/re-posted celeb social bc agreed	16%	(104)	20%	(132)	24%	(159)	32%	(211)	9%	(62)	667
Not shared/re-posted celeb social bc agreed	9%	(113)	20%	(252)	23%	(291)	30%	(386)	18%	(233)	1275

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

Table MCEN4_7: *And would you continue to purchase the products or services recommended or created by your favorite celebrity if you found out that he or she did the following?*
Received the COVID-19 vaccine

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know / No opinion		Total N
Adults	35%	(775)	31%	(683)	6%	(138)	5%	(116)	22%	(488)	2200
Gender: Male	38%	(408)	31%	(333)	7%	(79)	6%	(60)	17%	(182)	1062
Gender: Female	32%	(367)	31%	(350)	5%	(59)	5%	(56)	27%	(306)	1138
Age: 18-34	31%	(205)	31%	(206)	10%	(64)	8%	(54)	19%	(127)	655
Age: 35-44	41%	(147)	29%	(104)	7%	(24)	5%	(19)	18%	(64)	358
Age: 45-64	37%	(278)	29%	(219)	4%	(31)	4%	(29)	26%	(194)	751
Age: 65+	33%	(144)	36%	(155)	4%	(19)	3%	(14)	24%	(104)	436
GenZers: 1997-2012	25%	(75)	28%	(85)	10%	(29)	10%	(31)	27%	(80)	299
Millennials: 1981-1996	39%	(247)	32%	(204)	9%	(57)	6%	(37)	14%	(88)	632
GenXers: 1965-1980	36%	(188)	29%	(149)	4%	(21)	5%	(25)	26%	(137)	520
Baby Boomers: 1946-1964	35%	(240)	33%	(227)	4%	(29)	3%	(22)	25%	(174)	693
PID: Dem (no lean)	45%	(394)	32%	(280)	5%	(48)	3%	(28)	15%	(132)	882
PID: Ind (no lean)	27%	(188)	29%	(207)	8%	(54)	5%	(37)	31%	(222)	708
PID: Rep (no lean)	32%	(193)	32%	(196)	6%	(36)	8%	(51)	22%	(135)	610
PID/Gender: Dem Men	48%	(201)	32%	(133)	7%	(28)	3%	(11)	10%	(42)	414
PID/Gender: Dem Women	41%	(193)	32%	(147)	4%	(20)	4%	(17)	19%	(89)	467
PID/Gender: Ind Men	30%	(99)	30%	(97)	10%	(31)	5%	(17)	25%	(82)	325
PID/Gender: Ind Women	23%	(90)	29%	(111)	6%	(23)	5%	(20)	36%	(140)	383
PID/Gender: Rep Men	34%	(109)	32%	(104)	6%	(20)	10%	(32)	18%	(58)	322
PID/Gender: Rep Women	29%	(84)	32%	(92)	6%	(16)	6%	(19)	27%	(77)	288
Ideo: Liberal (1-3)	47%	(315)	31%	(209)	5%	(35)	3%	(19)	13%	(86)	664
Ideo: Moderate (4)	32%	(201)	32%	(204)	8%	(52)	5%	(31)	23%	(142)	631
Ideo: Conservative (5-7)	30%	(196)	33%	(215)	5%	(33)	7%	(47)	24%	(157)	647
Educ: < College	32%	(476)	30%	(458)	6%	(98)	6%	(96)	25%	(384)	1512
Educ: Bachelors degree	42%	(187)	32%	(142)	6%	(29)	2%	(10)	17%	(77)	444
Educ: Post-grad	46%	(112)	34%	(84)	5%	(11)	4%	(10)	11%	(27)	244
Income: Under 50k	31%	(362)	29%	(340)	6%	(72)	7%	(82)	26%	(302)	1158
Income: 50k-100k	37%	(247)	34%	(223)	7%	(48)	4%	(24)	18%	(118)	660
Income: 100k+	43%	(165)	31%	(120)	5%	(18)	3%	(10)	18%	(69)	382
Ethnicity: White	35%	(608)	31%	(534)	6%	(103)	5%	(90)	22%	(387)	1722

Continued on next page

Table MCEN4_7: *And would you continue to purchase the products or services recommended or created by your favorite celebrity if you found out that he or she did the following?*
Received the COVID-19 vaccine

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know / No opinion		Total N
Adults	35%	(775)	31%	(683)	6%	(138)	5%	(116)	22%	(488)	2200
Ethnicity: Hispanic	35%	(123)	30%	(105)	6%	(20)	6%	(19)	23%	(82)	349
Ethnicity: Black	38%	(104)	30%	(82)	9%	(24)	5%	(13)	19%	(51)	274
Ethnicity: Other	31%	(63)	33%	(67)	5%	(11)	6%	(13)	24%	(50)	204
All Christian	38%	(391)	32%	(335)	5%	(52)	4%	(42)	21%	(212)	1031
All Non-Christian	40%	(51)	28%	(35)	14%	(18)	5%	(6)	13%	(16)	127
Atheist	35%	(23)	25%	(16)	9%	(6)	5%	(3)	26%	(17)	65
Agnostic/Nothing in particular	31%	(170)	30%	(169)	6%	(31)	7%	(38)	26%	(147)	555
Something Else	33%	(140)	31%	(129)	7%	(32)	6%	(26)	23%	(96)	422
Religious Non-Protestant/Catholic	38%	(56)	27%	(40)	13%	(18)	5%	(7)	17%	(25)	146
Evangelical	36%	(248)	32%	(225)	8%	(55)	5%	(35)	20%	(137)	700
Non-Evangelical	38%	(268)	31%	(223)	4%	(26)	5%	(32)	23%	(160)	709
Community: Urban	42%	(294)	29%	(201)	7%	(48)	5%	(34)	18%	(127)	705
Community: Suburban	35%	(317)	33%	(300)	6%	(54)	4%	(34)	23%	(212)	917
Community: Rural	28%	(163)	31%	(182)	6%	(36)	8%	(48)	26%	(150)	578
Employ: Private Sector	39%	(256)	31%	(201)	6%	(40)	4%	(26)	19%	(127)	649
Employ: Government	36%	(60)	34%	(57)	11%	(19)	5%	(8)	15%	(25)	169
Employ: Self-Employed	38%	(67)	31%	(55)	8%	(14)	6%	(11)	17%	(30)	177
Employ: Homemaker	33%	(45)	27%	(37)	10%	(13)	3%	(5)	27%	(37)	137
Employ: Student	34%	(43)	31%	(39)	8%	(10)	5%	(7)	22%	(29)	128
Employ: Retired	37%	(168)	32%	(143)	4%	(16)	3%	(13)	24%	(111)	452
Employ: Unemployed	29%	(98)	31%	(103)	6%	(19)	9%	(30)	26%	(86)	335
Employ: Other	25%	(38)	31%	(48)	5%	(8)	10%	(16)	29%	(44)	153
Military HH: Yes	32%	(126)	38%	(148)	5%	(22)	5%	(19)	20%	(77)	392
Military HH: No	36%	(648)	30%	(535)	6%	(117)	5%	(97)	23%	(411)	1808
RD/WT: Right Direction	38%	(194)	33%	(166)	6%	(31)	6%	(28)	17%	(85)	504
RD/WT: Wrong Track	34%	(581)	30%	(517)	6%	(107)	5%	(88)	24%	(403)	1696
Trump Job Approve	29%	(229)	30%	(243)	8%	(65)	8%	(66)	25%	(196)	799
Trump Job Disapprove	41%	(526)	33%	(418)	5%	(68)	3%	(38)	18%	(228)	1277

Continued on next page

Table MCEN4_7: *And would you continue to purchase the products or services recommended or created by your favorite celebrity if you found out that he or she did the following?*
Received the COVID-19 vaccine

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know / No opinion		Total N
Adults	35%	(775)	31%	(683)	6%	(138)	5%	(116)	22%	(488)	2200
Trump Job Strongly Approve	32%	(146)	26%	(120)	7%	(32)	12%	(54)	23%	(107)	459
Trump Job Somewhat Approve	24%	(83)	36%	(123)	10%	(33)	4%	(12)	26%	(89)	340
Trump Job Somewhat Disapprove	28%	(71)	42%	(107)	9%	(22)	3%	(9)	18%	(47)	256
Trump Job Strongly Disapprove	45%	(455)	30%	(311)	5%	(46)	3%	(29)	18%	(181)	1022
Favorable of Trump	29%	(235)	30%	(243)	7%	(59)	8%	(65)	25%	(201)	804
Unfavorable of Trump	40%	(518)	33%	(421)	5%	(67)	3%	(38)	19%	(239)	1283
Very Favorable of Trump	30%	(146)	26%	(125)	8%	(40)	11%	(53)	25%	(120)	484
Somewhat Favorable of Trump	28%	(89)	37%	(117)	6%	(19)	4%	(12)	25%	(81)	320
Somewhat Unfavorable of Trump	23%	(50)	44%	(98)	7%	(17)	3%	(7)	23%	(51)	223
Very Unfavorable of Trump	44%	(468)	30%	(323)	5%	(51)	3%	(30)	18%	(188)	1060
#1 Issue: Economy	35%	(292)	33%	(274)	6%	(47)	6%	(48)	21%	(179)	839
#1 Issue: Security	21%	(53)	30%	(74)	9%	(23)	8%	(21)	31%	(78)	248
#1 Issue: Health Care	41%	(163)	33%	(130)	4%	(17)	4%	(15)	19%	(74)	399
#1 Issue: Medicare / Social Security	39%	(108)	31%	(86)	6%	(16)	2%	(6)	22%	(61)	277
#1 Issue: Women's Issues	45%	(48)	26%	(28)	4%	(4)	4%	(5)	21%	(22)	106
#1 Issue: Education	25%	(26)	33%	(34)	13%	(13)	11%	(11)	19%	(20)	104
#1 Issue: Energy	39%	(30)	38%	(29)	9%	(7)	6%	(4)	9%	(7)	76
#1 Issue: Other	37%	(56)	20%	(29)	7%	(11)	4%	(6)	32%	(48)	150
2020 Vote: Joe Biden	47%	(473)	30%	(297)	5%	(50)	3%	(29)	15%	(148)	998
2020 Vote: Donald Trump	28%	(176)	33%	(210)	6%	(38)	7%	(47)	26%	(166)	637
2020 Vote: Other	21%	(20)	33%	(32)	4%	(4)	6%	(5)	35%	(34)	95
2020 Vote: Didn't Vote	23%	(106)	31%	(143)	10%	(45)	7%	(34)	30%	(139)	468
2018 House Vote: Democrat	47%	(351)	31%	(232)	5%	(35)	3%	(24)	14%	(101)	744
2018 House Vote: Republican	30%	(162)	34%	(183)	6%	(32)	7%	(35)	24%	(129)	541
2018 House Vote: Someone else	11%	(7)	21%	(13)	3%	(2)	7%	(4)	58%	(37)	64
2016 Vote: Hillary Clinton	48%	(327)	32%	(216)	4%	(30)	3%	(22)	13%	(89)	684
2016 Vote: Donald Trump	30%	(188)	31%	(194)	7%	(42)	7%	(42)	26%	(162)	628
2016 Vote: Other	28%	(28)	28%	(28)	6%	(6)	6%	(6)	31%	(31)	100
2016 Vote: Didn't Vote	29%	(230)	31%	(245)	8%	(60)	6%	(45)	26%	(206)	786

Continued on next page

Table MCEN4_7: *And would you continue to purchase the products or services recommended or created by your favorite celebrity if you found out that he or she did the following?*
Received the COVID-19 vaccine

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know / No opinion		Total N
Adults	35%	(775)	31%	(683)	6%	(138)	5%	(116)	22%	(488)	2200
Voted in 2014: Yes	38%	(451)	32%	(377)	5%	(58)	5%	(60)	20%	(231)	1177
Voted in 2014: No	32%	(324)	30%	(306)	8%	(81)	5%	(55)	25%	(257)	1023
4-Region: Northeast	42%	(167)	29%	(116)	6%	(22)	5%	(18)	18%	(71)	394
4-Region: Midwest	28%	(130)	31%	(144)	7%	(31)	7%	(32)	27%	(125)	462
4-Region: South	37%	(301)	30%	(250)	6%	(52)	5%	(44)	21%	(177)	824
4-Region: West	34%	(176)	33%	(173)	6%	(34)	4%	(22)	22%	(115)	520
Concerned about COVID	38%	(712)	32%	(600)	5%	(98)	4%	(81)	20%	(365)	1856
Not concerned about COVID	20%	(61)	27%	(83)	13%	(40)	11%	(32)	30%	(91)	307
Unfollowed celeb on social bc politics	43%	(271)	30%	(191)	7%	(44)	7%	(44)	12%	(76)	626
Not unfollowed celeb on social bc politics	35%	(447)	34%	(443)	6%	(74)	4%	(54)	21%	(271)	1289
Unfollowed celeb on social bc too much politics	41%	(226)	31%	(170)	7%	(39)	6%	(36)	15%	(83)	554
Not unfollowed celeb on social bc too much politics	37%	(488)	33%	(446)	6%	(79)	5%	(61)	19%	(257)	1332
Not watched movie/TV show bc cast politics	40%	(252)	29%	(183)	8%	(49)	7%	(44)	15%	(95)	623
Has not not watched movie/TV show bc cast politics	36%	(474)	35%	(466)	6%	(73)	4%	(54)	19%	(258)	1326
Donated/volunteered bc celeb encouraged	54%	(214)	30%	(120)	8%	(31)	3%	(13)	5%	(21)	399
Not donated/volunteered bc celeb encouraged	33%	(506)	34%	(517)	6%	(92)	6%	(86)	22%	(334)	1535
Shared/re-posted celeb social bc agreed	50%	(335)	30%	(198)	7%	(47)	3%	(23)	10%	(64)	667
Not shared/re-posted celeb social bc agreed	30%	(388)	35%	(451)	6%	(74)	6%	(76)	23%	(287)	1275

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

Table MCEN4_8: *And would you continue to purchase the products or services recommended or created by your favorite celebrity if you found out that he or she did the following?*
Refused to receive the COVID-19 vaccine

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know / No opinion		Total N
Adults	13%	(289)	20%	(444)	18%	(395)	23%	(497)	26%	(576)	2200
Gender: Male	15%	(157)	21%	(222)	21%	(219)	24%	(252)	20%	(213)	1062
Gender: Female	12%	(132)	19%	(222)	15%	(176)	22%	(245)	32%	(363)	1138
Age: 18-34	17%	(113)	22%	(142)	19%	(126)	20%	(131)	22%	(144)	655
Age: 35-44	17%	(62)	26%	(91)	18%	(66)	20%	(73)	18%	(66)	358
Age: 45-64	13%	(95)	19%	(143)	14%	(109)	22%	(162)	32%	(243)	751
Age: 65+	4%	(20)	15%	(67)	22%	(95)	30%	(131)	28%	(124)	436
GenZers: 1997-2012	15%	(46)	17%	(52)	16%	(48)	23%	(67)	29%	(87)	299
Millennials: 1981-1996	18%	(114)	25%	(158)	21%	(133)	20%	(126)	16%	(101)	632
GenXers: 1965-1980	15%	(78)	22%	(115)	14%	(70)	18%	(94)	31%	(164)	520
Baby Boomers: 1946-1964	7%	(52)	16%	(112)	19%	(131)	27%	(186)	31%	(212)	693
PID: Dem (no lean)	12%	(104)	17%	(149)	23%	(202)	30%	(260)	19%	(168)	882
PID: Ind (no lean)	12%	(88)	21%	(151)	15%	(103)	16%	(116)	35%	(249)	708
PID: Rep (no lean)	16%	(97)	24%	(144)	15%	(90)	20%	(120)	26%	(159)	610
PID/Gender: Dem Men	15%	(60)	16%	(68)	24%	(100)	32%	(133)	13%	(52)	414
PID/Gender: Dem Women	9%	(43)	17%	(81)	22%	(101)	27%	(127)	25%	(115)	467
PID/Gender: Ind Men	14%	(44)	23%	(74)	18%	(59)	16%	(51)	30%	(97)	325
PID/Gender: Ind Women	11%	(44)	20%	(78)	12%	(44)	17%	(65)	40%	(152)	383
PID/Gender: Rep Men	16%	(52)	25%	(80)	18%	(59)	21%	(67)	20%	(63)	322
PID/Gender: Rep Women	16%	(45)	22%	(63)	11%	(30)	18%	(53)	34%	(96)	288
Ideo: Liberal (1-3)	11%	(73)	17%	(110)	25%	(166)	29%	(195)	18%	(120)	664
Ideo: Moderate (4)	12%	(73)	21%	(132)	17%	(110)	23%	(144)	27%	(172)	631
Ideo: Conservative (5-7)	16%	(103)	25%	(164)	14%	(90)	18%	(118)	27%	(172)	647
Educ: < College	13%	(197)	20%	(310)	16%	(247)	21%	(316)	29%	(443)	1512
Educ: Bachelors degree	12%	(53)	19%	(84)	21%	(91)	26%	(115)	23%	(101)	444
Educ: Post-grad	16%	(39)	21%	(50)	23%	(57)	27%	(65)	13%	(33)	244
Income: Under 50k	15%	(171)	19%	(225)	17%	(192)	20%	(233)	29%	(337)	1158
Income: 50k-100k	11%	(75)	21%	(139)	20%	(129)	25%	(164)	23%	(152)	660
Income: 100k+	11%	(43)	21%	(79)	19%	(73)	26%	(100)	23%	(87)	382
Ethnicity: White	13%	(222)	21%	(355)	17%	(295)	23%	(396)	26%	(453)	1722

Continued on next page

Table MCEN4_8: *And would you continue to purchase the products or services recommended or created by your favorite celebrity if you found out that he or she did the following?*
Refused to receive the COVID-19 vaccine

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know / No opinion		Total N
Adults	13%	(289)	20%	(444)	18%	(395)	23%	(497)	26%	(576)	2200
Ethnicity: Hispanic	13%	(46)	20%	(69)	22%	(76)	19%	(66)	26%	(92)	349
Ethnicity: Black	14%	(39)	21%	(57)	21%	(58)	20%	(53)	25%	(67)	274
Ethnicity: Other	14%	(28)	16%	(32)	20%	(41)	23%	(47)	27%	(56)	204
All Christian	12%	(120)	21%	(219)	17%	(177)	25%	(259)	25%	(257)	1031
All Non-Christian	12%	(15)	15%	(19)	22%	(28)	34%	(43)	17%	(22)	127
Atheist	10%	(6)	10%	(6)	22%	(14)	30%	(19)	28%	(18)	65
Agnostic/Nothing in particular	14%	(77)	18%	(99)	19%	(107)	19%	(103)	30%	(168)	555
Something Else	17%	(70)	24%	(100)	16%	(68)	17%	(72)	26%	(111)	422
Religious Non-Protestant/Catholic	12%	(18)	16%	(23)	20%	(29)	31%	(45)	21%	(30)	146
Evangelical	14%	(101)	24%	(165)	17%	(119)	22%	(156)	23%	(159)	700
Non-Evangelical	11%	(81)	20%	(143)	17%	(120)	24%	(170)	27%	(195)	709
Community: Urban	16%	(115)	21%	(149)	19%	(131)	24%	(169)	20%	(141)	705
Community: Suburban	10%	(92)	20%	(182)	20%	(181)	23%	(210)	27%	(252)	917
Community: Rural	14%	(81)	20%	(114)	14%	(83)	20%	(117)	32%	(183)	578
Employ: Private Sector	13%	(84)	21%	(139)	18%	(118)	24%	(156)	24%	(153)	649
Employ: Government	17%	(28)	30%	(50)	19%	(33)	16%	(26)	19%	(31)	169
Employ: Self-Employed	17%	(31)	25%	(43)	19%	(33)	19%	(34)	21%	(36)	177
Employ: Homemaker	16%	(22)	16%	(22)	14%	(19)	20%	(27)	34%	(47)	137
Employ: Student	10%	(13)	19%	(24)	17%	(22)	24%	(31)	30%	(38)	128
Employ: Retired	7%	(33)	16%	(70)	19%	(88)	29%	(131)	29%	(130)	452
Employ: Unemployed	15%	(52)	18%	(61)	19%	(65)	20%	(66)	27%	(92)	335
Employ: Other	17%	(25)	22%	(34)	12%	(18)	17%	(26)	32%	(50)	153
Military HH: Yes	13%	(49)	19%	(75)	21%	(80)	23%	(89)	25%	(98)	392
Military HH: No	13%	(240)	20%	(369)	17%	(314)	23%	(408)	26%	(478)	1808
RD/WT: Right Direction	17%	(84)	24%	(123)	20%	(99)	22%	(110)	18%	(88)	504
RD/WT: Wrong Track	12%	(205)	19%	(321)	17%	(295)	23%	(386)	29%	(488)	1696
Trump Job Approve	19%	(152)	24%	(196)	12%	(95)	17%	(137)	27%	(219)	799
Trump Job Disapprove	10%	(122)	18%	(230)	22%	(284)	27%	(349)	23%	(292)	1277

Continued on next page

Table MCEN4_8: *And would you continue to purchase the products or services recommended or created by your favorite celebrity if you found out that he or she did the following?*
Refused to receive the COVID-19 vaccine

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know / No opinion		Total N
Adults	13%	(289)	20%	(444)	18%	(395)	23%	(497)	26%	(576)	2200
Trump Job Strongly Approve	21%	(98)	24%	(108)	11%	(50)	19%	(87)	25%	(116)	459
Trump Job Somewhat Approve	16%	(54)	26%	(88)	13%	(45)	15%	(51)	30%	(103)	340
Trump Job Somewhat Disapprove	12%	(31)	27%	(68)	21%	(54)	16%	(40)	24%	(62)	256
Trump Job Strongly Disapprove	9%	(92)	16%	(162)	22%	(230)	30%	(309)	22%	(230)	1022
Favorable of Trump	18%	(144)	25%	(198)	12%	(99)	17%	(139)	28%	(224)	804
Unfavorable of Trump	10%	(127)	18%	(234)	22%	(285)	26%	(334)	24%	(303)	1283
Very Favorable of Trump	21%	(100)	21%	(101)	12%	(56)	19%	(94)	27%	(133)	484
Somewhat Favorable of Trump	14%	(44)	30%	(97)	13%	(43)	14%	(45)	28%	(91)	320
Somewhat Unfavorable of Trump	13%	(29)	24%	(53)	20%	(45)	14%	(32)	29%	(64)	223
Very Unfavorable of Trump	9%	(98)	17%	(181)	23%	(240)	28%	(302)	22%	(238)	1060
#1 Issue: Economy	17%	(139)	23%	(193)	16%	(134)	20%	(168)	25%	(206)	839
#1 Issue: Security	10%	(26)	19%	(48)	15%	(38)	22%	(54)	33%	(83)	248
#1 Issue: Health Care	11%	(44)	20%	(82)	21%	(83)	24%	(94)	24%	(96)	399
#1 Issue: Medicare / Social Security	10%	(28)	16%	(44)	18%	(50)	29%	(82)	27%	(74)	277
#1 Issue: Women's Issues	11%	(12)	13%	(14)	27%	(29)	29%	(31)	19%	(20)	106
#1 Issue: Education	18%	(19)	22%	(23)	18%	(18)	16%	(17)	26%	(27)	104
#1 Issue: Energy	5%	(4)	25%	(19)	25%	(19)	28%	(21)	16%	(12)	76
#1 Issue: Other	12%	(18)	14%	(21)	16%	(24)	19%	(29)	39%	(58)	150
2020 Vote: Joe Biden	12%	(117)	16%	(161)	23%	(232)	30%	(296)	19%	(192)	998
2020 Vote: Donald Trump	16%	(102)	26%	(168)	11%	(72)	17%	(110)	29%	(187)	637
2020 Vote: Other	8%	(7)	22%	(21)	17%	(16)	16%	(15)	37%	(36)	95
2020 Vote: Didn't Vote	14%	(63)	20%	(93)	16%	(75)	16%	(76)	34%	(161)	468
2018 House Vote: Democrat	11%	(84)	16%	(120)	24%	(177)	31%	(228)	18%	(135)	744
2018 House Vote: Republican	13%	(68)	25%	(134)	13%	(71)	22%	(119)	28%	(150)	541
2018 House Vote: Someone else	5%	(3)	9%	(6)	14%	(9)	15%	(10)	57%	(36)	64
2016 Vote: Hillary Clinton	10%	(69)	16%	(109)	24%	(167)	32%	(219)	18%	(121)	684
2016 Vote: Donald Trump	13%	(83)	26%	(161)	12%	(75)	21%	(129)	29%	(181)	628
2016 Vote: Other	10%	(10)	18%	(18)	14%	(14)	15%	(15)	43%	(43)	100
2016 Vote: Didn't Vote	16%	(127)	20%	(156)	18%	(138)	17%	(133)	29%	(231)	786

Continued on next page

Table MCEN4_8: *And would you continue to purchase the products or services recommended or created by your favorite celebrity if you found out that he or she did the following?*
Refused to receive the COVID-19 vaccine

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know / No opinion		Total N
Adults	13%	(289)	20%	(444)	18%	(395)	23%	(497)	26%	(576)	2200
Voted in 2014: Yes	11%	(125)	19%	(224)	18%	(213)	28%	(331)	24%	(283)	1177
Voted in 2014: No	16%	(164)	21%	(219)	18%	(181)	16%	(165)	29%	(293)	1023
4-Region: Northeast	14%	(54)	18%	(71)	21%	(83)	27%	(106)	20%	(80)	394
4-Region: Midwest	12%	(56)	20%	(93)	17%	(80)	21%	(96)	30%	(138)	462
4-Region: South	13%	(109)	21%	(171)	16%	(129)	23%	(188)	28%	(228)	824
4-Region: West	14%	(71)	21%	(109)	20%	(102)	21%	(107)	25%	(131)	520
Concerned about COVID	11%	(205)	20%	(371)	20%	(364)	25%	(460)	25%	(456)	1856
Not concerned about COVID	27%	(84)	23%	(71)	10%	(31)	10%	(31)	29%	(91)	307
Unfollowed celeb on social bc politics	19%	(119)	20%	(127)	19%	(117)	27%	(170)	15%	(93)	626
Not unfollowed celeb on social bc politics	11%	(145)	23%	(297)	20%	(258)	20%	(259)	26%	(330)	1289
Unfollowed celeb on social bc too much politics	19%	(108)	23%	(128)	17%	(96)	23%	(125)	17%	(96)	554
Not unfollowed celeb on social bc too much politics	12%	(157)	21%	(283)	20%	(268)	23%	(304)	24%	(321)	1332
Not watched movie/TV show bc cast politics	19%	(115)	18%	(114)	17%	(105)	28%	(172)	19%	(116)	623
Has not not watched movie/TV show bc cast politics	12%	(154)	23%	(311)	20%	(261)	21%	(277)	24%	(322)	1326
Donated/volunteered bc celeb encouraged	19%	(75)	23%	(92)	21%	(82)	28%	(113)	9%	(37)	399
Not donated/volunteered bc celeb encouraged	12%	(191)	21%	(329)	18%	(283)	21%	(328)	26%	(404)	1535
Shared/re-posted celeb social bc agreed	18%	(122)	21%	(139)	18%	(122)	28%	(186)	15%	(98)	667
Not shared/re-posted celeb social bc agreed	11%	(146)	22%	(285)	19%	(237)	21%	(265)	27%	(342)	1275

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

Table MCEN4_9: *And would you continue to purchase the products or services recommended or created by your favorite celebrity if you found out that he or she did the following?*
Encouraged others to be vaccinated

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know / No opinion		Total N
Adults	35%	(779)	31%	(674)	6%	(135)	6%	(133)	22%	(478)	2200
Gender: Male	38%	(407)	32%	(336)	7%	(73)	6%	(67)	17%	(179)	1062
Gender: Female	33%	(372)	30%	(338)	5%	(62)	6%	(67)	26%	(299)	1138
Age: 18-34	32%	(212)	31%	(200)	8%	(54)	9%	(61)	20%	(129)	655
Age: 35-44	42%	(149)	30%	(106)	7%	(26)	7%	(23)	15%	(54)	358
Age: 45-64	35%	(266)	30%	(222)	5%	(36)	4%	(32)	26%	(194)	751
Age: 65+	35%	(152)	33%	(146)	4%	(19)	4%	(17)	23%	(102)	436
GenZers: 1997-2012	27%	(81)	29%	(85)	6%	(19)	11%	(33)	27%	(80)	299
Millennials: 1981-1996	40%	(254)	30%	(188)	9%	(59)	7%	(46)	14%	(87)	632
GenXers: 1965-1980	33%	(171)	31%	(161)	5%	(25)	5%	(26)	26%	(136)	520
Baby Boomers: 1946-1964	36%	(252)	32%	(221)	4%	(31)	4%	(25)	24%	(165)	693
PID: Dem (no lean)	47%	(415)	30%	(262)	6%	(57)	4%	(33)	13%	(115)	882
PID: Ind (no lean)	26%	(186)	30%	(210)	5%	(35)	7%	(48)	32%	(229)	708
PID: Rep (no lean)	29%	(178)	33%	(203)	7%	(43)	9%	(53)	22%	(134)	610
PID/Gender: Dem Men	50%	(209)	31%	(127)	7%	(30)	2%	(10)	9%	(37)	414
PID/Gender: Dem Women	44%	(206)	29%	(134)	6%	(27)	5%	(23)	17%	(78)	467
PID/Gender: Ind Men	29%	(93)	32%	(103)	7%	(22)	7%	(23)	26%	(85)	325
PID/Gender: Ind Women	24%	(93)	28%	(107)	3%	(13)	7%	(25)	38%	(144)	383
PID/Gender: Rep Men	33%	(105)	33%	(106)	6%	(21)	11%	(34)	18%	(57)	322
PID/Gender: Rep Women	25%	(73)	34%	(97)	8%	(22)	7%	(19)	27%	(77)	288
Ideo: Liberal (1-3)	48%	(322)	28%	(188)	6%	(39)	3%	(22)	14%	(92)	664
Ideo: Moderate (4)	34%	(217)	32%	(203)	6%	(38)	6%	(40)	21%	(134)	631
Ideo: Conservative (5-7)	28%	(179)	35%	(228)	7%	(43)	8%	(52)	22%	(145)	647
Educ: < College	33%	(493)	30%	(453)	6%	(87)	7%	(108)	25%	(372)	1512
Educ: Bachelors degree	39%	(173)	33%	(144)	7%	(32)	3%	(15)	18%	(80)	444
Educ: Post-grad	46%	(113)	32%	(77)	7%	(16)	4%	(11)	11%	(27)	244
Income: Under 50k	31%	(360)	30%	(344)	6%	(70)	8%	(87)	26%	(297)	1158
Income: 50k-100k	39%	(257)	33%	(215)	6%	(39)	6%	(37)	17%	(112)	660
Income: 100k+	42%	(162)	30%	(116)	7%	(26)	2%	(9)	18%	(69)	382
Ethnicity: White	35%	(598)	31%	(531)	6%	(106)	6%	(104)	22%	(383)	1722

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Table MCEN4_9: *And would you continue to purchase the products or services recommended or created by your favorite celebrity if you found out that he or she did the following?*
Encouraged others to be vaccinated

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know / No opinion		Total N
Adults	35%	(779)	31%	(674)	6%	(135)	6%	(133)	22%	(478)	2200
Ethnicity: Hispanic	35%	(124)	30%	(105)	5%	(18)	8%	(29)	21%	(73)	349
Ethnicity: Black	40%	(110)	30%	(81)	8%	(21)	4%	(11)	19%	(51)	274
Ethnicity: Other	35%	(71)	30%	(62)	4%	(8)	9%	(18)	22%	(44)	204
All Christian	37%	(382)	32%	(330)	5%	(57)	5%	(54)	20%	(209)	1031
All Non-Christian	44%	(56)	31%	(39)	6%	(8)	7%	(9)	11%	(14)	127
Atheist	40%	(26)	19%	(12)	11%	(7)	1%	(0)	30%	(19)	65
Agnostic/Nothing in particular	32%	(176)	30%	(166)	5%	(30)	7%	(37)	26%	(147)	555
Something Else	33%	(139)	30%	(126)	8%	(34)	8%	(33)	21%	(89)	422
Religious Non-Protestant/Catholic	41%	(60)	32%	(46)	6%	(8)	7%	(10)	15%	(22)	146
Evangelical	35%	(244)	31%	(217)	8%	(57)	7%	(47)	19%	(134)	700
Non-Evangelical	37%	(263)	32%	(225)	4%	(30)	5%	(38)	22%	(154)	709
Community: Urban	40%	(285)	29%	(206)	7%	(49)	7%	(49)	16%	(116)	705
Community: Suburban	35%	(325)	32%	(296)	6%	(54)	4%	(35)	23%	(208)	917
Community: Rural	29%	(169)	30%	(172)	6%	(32)	9%	(50)	27%	(154)	578
Employ: Private Sector	39%	(251)	32%	(205)	6%	(40)	5%	(31)	19%	(123)	649
Employ: Government	37%	(63)	34%	(57)	9%	(16)	5%	(9)	14%	(24)	169
Employ: Self-Employed	31%	(55)	31%	(54)	13%	(24)	7%	(13)	17%	(31)	177
Employ: Homemaker	31%	(42)	29%	(40)	6%	(9)	4%	(6)	29%	(40)	137
Employ: Student	38%	(48)	31%	(40)	4%	(5)	6%	(7)	22%	(27)	128
Employ: Retired	39%	(177)	30%	(134)	3%	(15)	4%	(19)	24%	(107)	452
Employ: Unemployed	32%	(108)	29%	(98)	6%	(19)	9%	(29)	24%	(81)	335
Employ: Other	23%	(35)	30%	(46)	6%	(9)	13%	(19)	29%	(44)	153
Military HH: Yes	35%	(136)	33%	(130)	6%	(23)	6%	(24)	20%	(79)	392
Military HH: No	36%	(643)	30%	(544)	6%	(112)	6%	(110)	22%	(399)	1808
RD/WT: Right Direction	39%	(197)	32%	(159)	8%	(40)	7%	(34)	15%	(75)	504
RD/WT: Wrong Track	34%	(582)	30%	(515)	6%	(95)	6%	(100)	24%	(404)	1696
Trump Job Approve	27%	(215)	30%	(240)	9%	(69)	10%	(81)	24%	(193)	799
Trump Job Disapprove	42%	(539)	32%	(413)	5%	(62)	3%	(37)	18%	(226)	1277

Continued on next page

Table MCEN4_9: *And would you continue to purchase the products or services recommended or created by your favorite celebrity if you found out that he or she did the following?*
Encouraged others to be vaccinated

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know / No opinion		Total N
Adults	35%	(779)	31%	(674)	6%	(135)	6%	(133)	22%	(478)	2200
Trump Job Strongly Approve	29%	(132)	27%	(125)	7%	(33)	14%	(66)	22%	(102)	459
Trump Job Somewhat Approve	24%	(82)	34%	(114)	11%	(37)	4%	(15)	27%	(91)	340
Trump Job Somewhat Disapprove	24%	(60)	44%	(112)	9%	(22)	5%	(13)	19%	(48)	256
Trump Job Strongly Disapprove	47%	(478)	29%	(300)	4%	(40)	2%	(24)	18%	(179)	1022
Favorable of Trump	27%	(215)	30%	(243)	8%	(68)	10%	(79)	25%	(198)	804
Unfavorable of Trump	42%	(539)	32%	(407)	5%	(65)	3%	(38)	18%	(235)	1283
Very Favorable of Trump	29%	(139)	26%	(127)	6%	(30)	14%	(66)	25%	(122)	484
Somewhat Favorable of Trump	24%	(76)	36%	(116)	12%	(37)	4%	(14)	24%	(76)	320
Somewhat Unfavorable of Trump	25%	(55)	40%	(89)	8%	(19)	4%	(9)	23%	(52)	223
Very Unfavorable of Trump	46%	(485)	30%	(318)	4%	(46)	3%	(29)	17%	(183)	1060
#1 Issue: Economy	33%	(279)	33%	(281)	7%	(57)	6%	(51)	20%	(172)	839
#1 Issue: Security	25%	(62)	26%	(64)	5%	(13)	11%	(27)	33%	(82)	248
#1 Issue: Health Care	41%	(165)	32%	(128)	5%	(21)	3%	(14)	18%	(71)	399
#1 Issue: Medicare / Social Security	40%	(112)	30%	(84)	4%	(12)	3%	(9)	22%	(60)	277
#1 Issue: Women's Issues	44%	(46)	22%	(23)	11%	(12)	6%	(6)	17%	(18)	106
#1 Issue: Education	32%	(33)	28%	(29)	9%	(9)	8%	(9)	22%	(23)	104
#1 Issue: Energy	38%	(29)	38%	(29)	5%	(4)	9%	(7)	10%	(8)	76
#1 Issue: Other	35%	(53)	24%	(37)	4%	(7)	7%	(10)	29%	(44)	150
2020 Vote: Joe Biden	50%	(495)	28%	(284)	5%	(52)	3%	(29)	14%	(138)	998
2020 Vote: Donald Trump	24%	(155)	34%	(218)	7%	(43)	10%	(61)	25%	(161)	637
2020 Vote: Other	19%	(18)	33%	(31)	8%	(7)	6%	(5)	35%	(33)	95
2020 Vote: Didn't Vote	24%	(112)	30%	(139)	7%	(33)	8%	(38)	31%	(146)	468
2018 House Vote: Democrat	48%	(356)	32%	(235)	5%	(40)	3%	(23)	12%	(90)	744
2018 House Vote: Republican	27%	(146)	35%	(187)	8%	(42)	8%	(44)	23%	(123)	541
2018 House Vote: Someone else	12%	(8)	21%	(13)	5%	(3)	4%	(3)	58%	(37)	64
2016 Vote: Hillary Clinton	50%	(341)	29%	(198)	5%	(33)	3%	(20)	13%	(91)	684
2016 Vote: Donald Trump	27%	(167)	32%	(202)	8%	(50)	9%	(56)	24%	(153)	628
2016 Vote: Other	24%	(24)	31%	(31)	6%	(6)	5%	(5)	34%	(34)	100
2016 Vote: Didn't Vote	31%	(245)	31%	(242)	6%	(46)	7%	(53)	26%	(200)	786

Continued on next page

Table MCEN4_9: *And would you continue to purchase the products or services recommended or created by your favorite celebrity if you found out that he or she did the following?*
Encouraged others to be vaccinated

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know / No opinion		Total N
Adults	35%	(779)	31%	(674)	6%	(135)	6%	(133)	22%	(478)	2200
Voted in 2014: Yes	38%	(446)	31%	(362)	6%	(74)	6%	(66)	20%	(230)	1177
Voted in 2014: No	33%	(334)	31%	(312)	6%	(61)	7%	(67)	24%	(249)	1023
4-Region: Northeast	43%	(168)	29%	(113)	7%	(26)	6%	(24)	16%	(62)	394
4-Region: Midwest	29%	(132)	32%	(148)	5%	(25)	7%	(32)	27%	(125)	462
4-Region: South	36%	(298)	31%	(253)	5%	(42)	6%	(53)	22%	(178)	824
4-Region: West	35%	(181)	31%	(160)	8%	(41)	5%	(25)	22%	(113)	520
Concerned about COVID	39%	(719)	32%	(591)	5%	(99)	5%	(87)	19%	(360)	1856
Not concerned about COVID	18%	(57)	27%	(83)	12%	(36)	15%	(45)	28%	(87)	307
Unfollowed celeb on social bc politics	44%	(278)	29%	(181)	8%	(47)	8%	(50)	11%	(70)	626
Not unfollowed celeb on social bc politics	34%	(442)	34%	(441)	6%	(78)	4%	(58)	21%	(270)	1289
Unfollowed celeb on social bc too much politics	39%	(216)	32%	(178)	7%	(37)	8%	(43)	14%	(80)	554
Not unfollowed celeb on social bc too much politics	37%	(492)	32%	(433)	7%	(88)	5%	(67)	19%	(251)	1332
Not watched movie/TV show bc cast politics	41%	(252)	28%	(177)	7%	(44)	9%	(56)	15%	(94)	623
Has not not watched movie/TV show bc cast politics	36%	(472)	35%	(459)	6%	(85)	4%	(57)	19%	(253)	1326
Donated/volunteered bc celeb encouraged	54%	(217)	29%	(115)	7%	(27)	4%	(15)	6%	(25)	399
Not donated/volunteered bc celeb encouraged	33%	(508)	33%	(500)	7%	(100)	7%	(100)	21%	(327)	1535
Shared/re-posted celeb social bc agreed	50%	(331)	30%	(197)	6%	(41)	5%	(33)	10%	(66)	667
Not shared/re-posted celeb social bc agreed	31%	(394)	34%	(435)	7%	(84)	6%	(81)	22%	(280)	1275

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

Table MCEN5_1: Have you ever taken the following actions?
Unfollowed a celebrity on social media because I disagreed with their political views

Demographic	Yes, I have done this		No, I have not done this		Don't know / No opinion	Total N
Adults	28%	(626)	59%	(1289)	13% (286)	2200
Gender: Male	32%	(341)	57%	(605)	11% (116)	1062
Gender: Female	25%	(285)	60%	(684)	15% (169)	1138
Age: 18-34	37%	(245)	47%	(311)	15% (100)	655
Age: 35-44	36%	(129)	53%	(191)	10% (37)	358
Age: 45-64	23%	(175)	64%	(478)	13% (98)	751
Age: 65+	18%	(77)	71%	(308)	12% (51)	436
GenZers: 1997-2012	35%	(105)	46%	(137)	19% (57)	299
Millennials: 1981-1996	40%	(250)	49%	(310)	11% (72)	632
GenXers: 1965-1980	28%	(144)	61%	(317)	11% (60)	520
Baby Boomers: 1946-1964	18%	(122)	70%	(484)	13% (87)	693
PID: Dem (no lean)	33%	(288)	58%	(515)	9% (79)	882
PID: Ind (no lean)	23%	(166)	60%	(423)	17% (119)	708
PID: Rep (no lean)	28%	(172)	57%	(350)	14% (88)	610
PID/Gender: Dem Men	36%	(151)	55%	(228)	8% (35)	414
PID/Gender: Dem Women	29%	(137)	61%	(287)	9% (44)	467
PID/Gender: Ind Men	27%	(86)	60%	(194)	14% (45)	325
PID/Gender: Ind Women	21%	(79)	60%	(230)	19% (74)	383
PID/Gender: Rep Men	32%	(103)	57%	(182)	11% (37)	322
PID/Gender: Rep Women	24%	(69)	58%	(168)	18% (51)	288
Ideo: Liberal (1-3)	38%	(253)	53%	(351)	9% (59)	664
Ideo: Moderate (4)	22%	(137)	64%	(404)	14% (90)	631
Ideo: Conservative (5-7)	29%	(189)	60%	(387)	11% (71)	647
Educ: < College	26%	(386)	59%	(897)	15% (229)	1512
Educ: Bachelors degree	33%	(148)	58%	(259)	8% (38)	444
Educ: Post-grad	38%	(92)	54%	(133)	8% (19)	244
Income: Under 50k	25%	(291)	59%	(683)	16% (184)	1158
Income: 50k-100k	31%	(203)	58%	(386)	11% (71)	660
Income: 100k+	34%	(132)	58%	(220)	8% (30)	382
Ethnicity: White	29%	(499)	59%	(1016)	12% (208)	1722
Ethnicity: Hispanic	32%	(111)	53%	(187)	15% (51)	349

Continued on next page

Table MCEN5_1: Have you ever taken the following actions?
Unfollowed a celebrity on social media because I disagreed with their political views

Demographic	Yes, I have done this		No, I have not done this		Don't know / No opinion		Total N
Adults	28%	(626)	59%	(1289)	13%	(286)	2200
Ethnicity: Black	27%	(75)	59%	(161)	14%	(38)	274
Ethnicity: Other	26%	(52)	55%	(112)	20%	(40)	204
All Christian	28%	(289)	61%	(630)	11%	(112)	1031
All Non-Christian	35%	(44)	52%	(66)	13%	(17)	127
Atheist	38%	(24)	54%	(35)	9%	(6)	65
Agnostic/Nothing in particular	29%	(163)	55%	(303)	16%	(88)	555
Something Else	25%	(105)	60%	(255)	15%	(62)	422
Religious Non-Protestant/Catholic	32%	(48)	54%	(79)	13%	(19)	146
Evangelical	29%	(200)	58%	(403)	14%	(97)	700
Non-Evangelical	26%	(185)	64%	(452)	10%	(72)	709
Community: Urban	35%	(243)	54%	(381)	11%	(80)	705
Community: Suburban	27%	(245)	60%	(553)	13%	(119)	917
Community: Rural	24%	(137)	61%	(355)	15%	(86)	578
Employ: Private Sector	33%	(215)	55%	(358)	12%	(76)	649
Employ: Government	41%	(68)	50%	(85)	9%	(16)	169
Employ: Self-Employed	32%	(56)	59%	(104)	9%	(17)	177
Employ: Homemaker	22%	(31)	64%	(88)	13%	(18)	137
Employ: Student	32%	(40)	50%	(64)	18%	(23)	128
Employ: Retired	19%	(84)	70%	(315)	12%	(53)	452
Employ: Unemployed	29%	(98)	55%	(185)	16%	(52)	335
Employ: Other	22%	(33)	58%	(89)	20%	(31)	153
Military HH: Yes	32%	(127)	55%	(216)	12%	(49)	392
Military HH: No	28%	(499)	59%	(1073)	13%	(237)	1808
RD/WT: Right Direction	30%	(153)	58%	(293)	11%	(58)	504
RD/WT: Wrong Track	28%	(473)	59%	(995)	13%	(228)	1696
Trump Job Approve	30%	(243)	58%	(462)	12%	(94)	799
Trump Job Disapprove	29%	(367)	60%	(769)	11%	(142)	1277

Continued on next page

Table MCEN5_1: Have you ever taken the following actions?
Unfollowed a celebrity on social media because I disagreed with their political views

Demographic	Yes, I have done this		No, I have not done this		Don't know / No opinion		Total N
Adults	28%	(626)	59%	(1289)	13%	(286)	2200
Trump Job Strongly Approve	37%	(170)	52%	(238)	11%	(50)	459
Trump Job Somewhat Approve	21%	(73)	66%	(224)	13%	(43)	340
Trump Job Somewhat Disapprove	22%	(57)	64%	(163)	14%	(35)	256
Trump Job Strongly Disapprove	30%	(310)	59%	(606)	10%	(106)	1022
Favorable of Trump	31%	(247)	58%	(463)	12%	(94)	804
Unfavorable of Trump	28%	(359)	61%	(780)	11%	(143)	1283
Very Favorable of Trump	35%	(169)	53%	(256)	12%	(59)	484
Somewhat Favorable of Trump	24%	(78)	65%	(207)	11%	(35)	320
Somewhat Unfavorable of Trump	20%	(44)	65%	(144)	16%	(35)	223
Very Unfavorable of Trump	30%	(316)	60%	(636)	10%	(108)	1060
#1 Issue: Economy	27%	(228)	61%	(513)	12%	(99)	839
#1 Issue: Security	25%	(63)	59%	(146)	16%	(39)	248
#1 Issue: Health Care	28%	(113)	60%	(237)	12%	(49)	399
#1 Issue: Medicare / Social Security	22%	(61)	65%	(181)	12%	(35)	277
#1 Issue: Women's Issues	49%	(52)	38%	(40)	13%	(14)	106
#1 Issue: Education	28%	(29)	53%	(55)	19%	(20)	104
#1 Issue: Energy	44%	(34)	43%	(33)	13%	(10)	76
#1 Issue: Other	31%	(46)	55%	(83)	14%	(22)	150
2020 Vote: Joe Biden	33%	(330)	58%	(582)	9%	(85)	998
2020 Vote: Donald Trump	30%	(192)	58%	(372)	11%	(73)	637
2020 Vote: Other	17%	(16)	58%	(55)	25%	(24)	95
2020 Vote: Didn't Vote	19%	(87)	59%	(277)	22%	(103)	468
2018 House Vote: Democrat	34%	(254)	58%	(431)	8%	(59)	744
2018 House Vote: Republican	28%	(152)	59%	(317)	13%	(73)	541
2018 House Vote: Someone else	26%	(16)	53%	(34)	21%	(13)	64
2016 Vote: Hillary Clinton	34%	(231)	57%	(390)	9%	(63)	684
2016 Vote: Donald Trump	27%	(169)	60%	(378)	13%	(81)	628
2016 Vote: Other	18%	(18)	65%	(65)	18%	(18)	100
2016 Vote: Didn't Vote	26%	(208)	58%	(454)	16%	(124)	786

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Table MCEN5_1: Have you ever taken the following actions?
Unfollowed a celebrity on social media because I disagreed with their political views

Demographic	Yes, I have done this		No, I have not done this		Don't know / No opinion		Total N
Adults	28%	(626)	59%	(1289)	13%	(286)	2200
Voted in 2014: Yes	30%	(353)	59%	(691)	11%	(133)	1177
Voted in 2014: No	27%	(272)	58%	(598)	15%	(153)	1023
4-Region: Northeast	33%	(130)	57%	(225)	10%	(38)	394
4-Region: Midwest	26%	(118)	62%	(285)	13%	(59)	462
4-Region: South	26%	(212)	60%	(494)	14%	(118)	824
4-Region: West	32%	(165)	55%	(284)	14%	(71)	520
Concerned about COVID	29%	(547)	60%	(1110)	11%	(200)	1856
Not concerned about COVID	25%	(76)	56%	(171)	19%	(60)	307
Unfollowed celeb on social bc politics	100%	(626)	—	(0)	—	(0)	626
Not unfollowed celeb on social bc politics	—	(0)	100%	(1289)	—	(0)	1289
Unfollowed celeb on social bc too much politics	71%	(391)	25%	(139)	4%	(24)	554
Not unfollowed celeb on social bc too much politics	15%	(199)	82%	(1095)	3%	(38)	1332
Not watched movie/TV show bc cast politics	62%	(384)	30%	(185)	9%	(54)	623
Has not not watched movie/TV show bc cast politics	16%	(207)	80%	(1057)	5%	(62)	1326
Donated/volunteered bc celeb encouraged	52%	(208)	41%	(163)	7%	(29)	399
Not donated/volunteered bc celeb encouraged	24%	(365)	70%	(1080)	6%	(89)	1535
Shared/re-posted celeb social bc agreed	52%	(349)	41%	(274)	7%	(45)	667
Not shared/re-posted celeb social bc agreed	19%	(245)	76%	(966)	5%	(64)	1275

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

Table MCEN5_2: Have you ever taken the following actions?
Unfollowed a celebrity on social media because he or she posted too much about politics

Demographic	Yes, I have done this		No, I have not done this		Don't know / No opinion		Total N
Adults	25%	(554)	61%	(1332)	14%	(314)	2200
Gender: Male	31%	(327)	58%	(612)	12%	(123)	1062
Gender: Female	20%	(227)	63%	(720)	17%	(191)	1138
Age: 18-34	30%	(199)	54%	(352)	16%	(104)	655
Age: 35-44	35%	(127)	53%	(189)	12%	(42)	358
Age: 45-64	22%	(164)	63%	(475)	15%	(112)	751
Age: 65+	14%	(63)	73%	(317)	13%	(56)	436
GenZers: 1997-2012	28%	(83)	52%	(154)	21%	(62)	299
Millennials: 1981-1996	34%	(218)	54%	(344)	11%	(70)	632
GenXers: 1965-1980	26%	(136)	59%	(308)	15%	(77)	520
Baby Boomers: 1946-1964	16%	(114)	70%	(486)	13%	(94)	693
PID: Dem (no lean)	23%	(203)	65%	(577)	12%	(101)	882
PID: Ind (no lean)	24%	(170)	58%	(410)	18%	(127)	708
PID: Rep (no lean)	29%	(180)	57%	(345)	14%	(86)	610
PID/Gender: Dem Men	30%	(125)	62%	(256)	8%	(34)	414
PID/Gender: Dem Women	17%	(79)	69%	(321)	14%	(68)	467
PID/Gender: Ind Men	28%	(91)	56%	(182)	16%	(52)	325
PID/Gender: Ind Women	21%	(79)	60%	(228)	20%	(76)	383
PID/Gender: Rep Men	34%	(111)	54%	(174)	12%	(38)	322
PID/Gender: Rep Women	24%	(69)	59%	(171)	17%	(48)	288
Ideo: Liberal (1-3)	25%	(166)	64%	(427)	11%	(70)	664
Ideo: Moderate (4)	22%	(138)	63%	(397)	15%	(96)	631
Ideo: Conservative (5-7)	32%	(206)	57%	(367)	11%	(73)	647
Educ: < College	23%	(342)	61%	(920)	17%	(251)	1512
Educ: Bachelors degree	28%	(126)	62%	(277)	9%	(41)	444
Educ: Post-grad	35%	(86)	56%	(136)	9%	(22)	244
Income: Under 50k	22%	(255)	60%	(698)	18%	(206)	1158
Income: 50k-100k	25%	(167)	63%	(414)	12%	(79)	660
Income: 100k+	35%	(132)	58%	(221)	8%	(29)	382
Ethnicity: White	27%	(463)	60%	(1029)	13%	(229)	1722
Ethnicity: Hispanic	24%	(85)	58%	(204)	17%	(60)	349

Continued on next page

Table MCEN5_2: Have you ever taken the following actions?
Unfollowed a celebrity on social media because he or she posted too much about politics

Demographic	Yes, I have done this		No, I have not done this		Don't know / No opinion		Total N
Adults	25%	(554)	61%	(1332)	14%	(314)	2200
Ethnicity: Black	18%	(50)	68%	(186)	14%	(39)	274
Ethnicity: Other	20%	(41)	57%	(117)	23%	(47)	204
All Christian	28%	(287)	60%	(616)	12%	(128)	1031
All Non-Christian	26%	(33)	62%	(79)	12%	(15)	127
Atheist	25%	(16)	68%	(44)	8%	(5)	65
Agnostic/Nothing in particular	22%	(124)	60%	(333)	18%	(98)	555
Something Else	22%	(93)	62%	(260)	16%	(68)	422
Religious Non-Protestant/Catholic	27%	(39)	62%	(91)	11%	(16)	146
Evangelical	28%	(196)	57%	(396)	15%	(107)	700
Non-Evangelical	24%	(168)	64%	(456)	12%	(84)	709
Community: Urban	30%	(208)	58%	(411)	12%	(85)	705
Community: Suburban	24%	(220)	62%	(572)	14%	(125)	917
Community: Rural	22%	(125)	60%	(349)	18%	(105)	578
Employ: Private Sector	31%	(204)	57%	(370)	12%	(76)	649
Employ: Government	41%	(69)	47%	(80)	12%	(20)	169
Employ: Self-Employed	27%	(47)	62%	(110)	11%	(20)	177
Employ: Homemaker	19%	(25)	70%	(96)	12%	(16)	137
Employ: Student	25%	(32)	58%	(73)	17%	(22)	128
Employ: Retired	16%	(74)	72%	(323)	12%	(55)	452
Employ: Unemployed	22%	(75)	56%	(188)	22%	(72)	335
Employ: Other	18%	(27)	60%	(93)	22%	(34)	153
Military HH: Yes	30%	(116)	57%	(225)	13%	(50)	392
Military HH: No	24%	(437)	61%	(1107)	15%	(264)	1808
RD/WT: Right Direction	30%	(153)	58%	(295)	11%	(56)	504
RD/WT: Wrong Track	24%	(400)	61%	(1037)	15%	(258)	1696
Trump Job Approve	32%	(254)	56%	(445)	13%	(100)	799
Trump Job Disapprove	22%	(278)	66%	(844)	12%	(155)	1277

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Table MCEN5_2: Have you ever taken the following actions?
Unfollowed a celebrity on social media because he or she posted too much about politics

Demographic	Yes, I have done this		No, I have not done this		Don't know / No opinion		Total N
Adults	25%	(554)	61%	(1332)	14%	(314)	2200
Trump Job Strongly Approve	36%	(164)	51%	(234)	13%	(60)	459
Trump Job Somewhat Approve	26%	(89)	62%	(211)	12%	(40)	340
Trump Job Somewhat Disapprove	28%	(72)	61%	(155)	11%	(28)	256
Trump Job Strongly Disapprove	20%	(206)	67%	(689)	12%	(127)	1022
Favorable of Trump	32%	(259)	55%	(438)	13%	(106)	804
Unfavorable of Trump	21%	(272)	66%	(850)	13%	(161)	1283
Very Favorable of Trump	35%	(169)	50%	(241)	15%	(73)	484
Somewhat Favorable of Trump	28%	(90)	62%	(197)	10%	(33)	320
Somewhat Unfavorable of Trump	24%	(54)	62%	(139)	14%	(30)	223
Very Unfavorable of Trump	21%	(218)	67%	(711)	12%	(131)	1060
#1 Issue: Economy	25%	(210)	63%	(527)	12%	(103)	839
#1 Issue: Security	26%	(64)	58%	(144)	16%	(41)	248
#1 Issue: Health Care	22%	(87)	63%	(253)	15%	(59)	399
#1 Issue: Medicare / Social Security	20%	(55)	69%	(191)	11%	(32)	277
#1 Issue: Women's Issues	30%	(32)	52%	(55)	18%	(19)	106
#1 Issue: Education	35%	(37)	43%	(44)	22%	(23)	104
#1 Issue: Energy	51%	(39)	38%	(29)	11%	(8)	76
#1 Issue: Other	20%	(30)	59%	(89)	20%	(31)	150
2020 Vote: Joe Biden	24%	(241)	66%	(657)	10%	(100)	998
2020 Vote: Donald Trump	31%	(200)	57%	(361)	12%	(77)	637
2020 Vote: Other	25%	(24)	52%	(49)	23%	(21)	95
2020 Vote: Didn't Vote	19%	(89)	56%	(263)	25%	(115)	468
2018 House Vote: Democrat	25%	(183)	65%	(486)	10%	(75)	744
2018 House Vote: Republican	29%	(157)	58%	(313)	13%	(71)	541
2018 House Vote: Someone else	26%	(17)	53%	(34)	21%	(13)	64
2016 Vote: Hillary Clinton	24%	(165)	66%	(449)	10%	(70)	684
2016 Vote: Donald Trump	28%	(175)	59%	(373)	13%	(80)	628
2016 Vote: Other	15%	(15)	67%	(67)	17%	(17)	100
2016 Vote: Didn't Vote	25%	(197)	56%	(442)	19%	(147)	786

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Table MCEN5_2: Have you ever taken the following actions?
Unfollowed a celebrity on social media because he or she posted too much about politics

Demographic	Yes, I have done this		No, I have not done this		Don't know / No opinion		Total N
Adults	25%	(554)	61%	(1332)	14%	(314)	2200
Voted in 2014: Yes	25%	(297)	63%	(741)	12%	(140)	1177
Voted in 2014: No	25%	(257)	58%	(591)	17%	(175)	1023
4-Region: Northeast	31%	(123)	57%	(224)	12%	(47)	394
4-Region: Midwest	22%	(102)	62%	(285)	16%	(75)	462
4-Region: South	24%	(195)	62%	(511)	14%	(117)	824
4-Region: West	26%	(133)	60%	(312)	14%	(75)	520
Concerned about COVID	25%	(464)	63%	(1176)	12%	(217)	1856
Not concerned about COVID	28%	(86)	50%	(153)	22%	(69)	307
Unfollowed celeb on social bc politics	62%	(391)	32%	(199)	6%	(36)	626
Not unfollowed celeb on social bc politics	11%	(139)	85%	(1095)	4%	(55)	1289
Unfollowed celeb on social bc too much politics	100%	(554)	—	(0)	—	(0)	554
Not unfollowed celeb on social bc too much politics	—	(0)	100%	(1332)	—	(0)	1332
Not watched movie/TV show bc cast politics	48%	(297)	41%	(256)	11%	(70)	623
Has not not watched movie/TV show bc cast politics	17%	(223)	78%	(1028)	6%	(75)	1326
Donated/volunteered bc celeb encouraged	48%	(190)	45%	(180)	7%	(28)	399
Not donated/volunteered bc celeb encouraged	21%	(319)	72%	(1102)	7%	(114)	1535
Shared/re-posted celeb social bc agreed	42%	(279)	50%	(331)	8%	(57)	667
Not shared/re-posted celeb social bc agreed	19%	(239)	76%	(964)	6%	(73)	1275

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

Table MCEN5_3: Have you ever taken the following actions?

Not watched a movie or TV show because I disagreed with a cast member's political views

Demographic	Yes, I have done this		No, I have not done this		Don't know / No opinion	Total N
Adults	28%	(623)	60%	(1326)	11% (251)	2200
Gender: Male	34%	(357)	58%	(612)	9% (93)	1062
Gender: Female	23%	(266)	63%	(714)	14% (158)	1138
Age: 18-34	25%	(167)	59%	(388)	15% (100)	655
Age: 35-44	31%	(111)	59%	(211)	10% (35)	358
Age: 45-64	30%	(228)	60%	(449)	10% (74)	751
Age: 65+	27%	(117)	63%	(277)	10% (42)	436
GenZers: 1997-2012	24%	(71)	57%	(169)	20% (59)	299
Millennials: 1981-1996	29%	(186)	60%	(378)	11% (68)	632
GenXers: 1965-1980	32%	(165)	58%	(303)	10% (53)	520
Baby Boomers: 1946-1964	27%	(185)	64%	(443)	9% (64)	693
PID: Dem (no lean)	30%	(264)	62%	(543)	8% (74)	882
PID: Ind (no lean)	22%	(159)	61%	(432)	17% (117)	708
PID: Rep (no lean)	33%	(200)	57%	(350)	10% (60)	610
PID/Gender: Dem Men	36%	(150)	58%	(239)	6% (25)	414
PID/Gender: Dem Women	24%	(114)	65%	(304)	11% (50)	467
PID/Gender: Ind Men	26%	(85)	60%	(194)	14% (47)	325
PID/Gender: Ind Women	19%	(74)	62%	(239)	18% (70)	383
PID/Gender: Rep Men	38%	(122)	55%	(179)	7% (22)	322
PID/Gender: Rep Women	27%	(78)	60%	(171)	13% (38)	288
Ideo: Liberal (1-3)	33%	(219)	59%	(392)	8% (52)	664
Ideo: Moderate (4)	21%	(134)	66%	(419)	12% (78)	631
Ideo: Conservative (5-7)	35%	(230)	57%	(371)	7% (46)	647
Educ: < College	24%	(363)	63%	(951)	13% (198)	1512
Educ: Bachelors degree	35%	(154)	57%	(253)	8% (37)	444
Educ: Post-grad	43%	(105)	50%	(122)	7% (16)	244
Income: Under 50k	24%	(276)	61%	(709)	15% (173)	1158
Income: 50k-100k	30%	(196)	63%	(413)	8% (51)	660
Income: 100k+	39%	(151)	53%	(204)	7% (27)	382
Ethnicity: White	30%	(521)	59%	(1023)	10% (178)	1722
Ethnicity: Hispanic	23%	(81)	63%	(220)	14% (48)	349

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Table MCEN5_3: Have you ever taken the following actions?
Not watched a movie or TV show because I disagreed with a cast member's political views

Demographic	Yes, I have done this		No, I have not done this		Don't know / No opinion		Total N
Adults	28%	(623)	60%	(1326)	11%	(251)	2200
Ethnicity: Black	20%	(55)	67%	(184)	13%	(35)	274
Ethnicity: Other	23%	(47)	59%	(120)	18%	(38)	204
All Christian	31%	(319)	60%	(617)	9%	(95)	1031
All Non-Christian	38%	(48)	55%	(69)	7%	(9)	127
Atheist	39%	(25)	58%	(37)	3%	(2)	65
Agnostic/Nothing in particular	23%	(125)	61%	(338)	17%	(92)	555
Something Else	25%	(105)	63%	(264)	13%	(53)	422
Religious Non-Protestant/Catholic	36%	(53)	56%	(83)	7%	(11)	146
Evangelical	32%	(226)	56%	(392)	12%	(82)	700
Non-Evangelical	26%	(184)	65%	(463)	9%	(62)	709
Community: Urban	33%	(230)	56%	(397)	11%	(78)	705
Community: Suburban	28%	(261)	61%	(558)	11%	(98)	917
Community: Rural	23%	(131)	64%	(371)	13%	(76)	578
Employ: Private Sector	30%	(193)	60%	(387)	11%	(69)	649
Employ: Government	46%	(77)	47%	(80)	7%	(11)	169
Employ: Self-Employed	31%	(55)	62%	(110)	7%	(12)	177
Employ: Homemaker	20%	(27)	68%	(94)	12%	(16)	137
Employ: Student	23%	(30)	59%	(75)	18%	(23)	128
Employ: Retired	26%	(117)	65%	(293)	9%	(42)	452
Employ: Unemployed	25%	(85)	59%	(197)	16%	(53)	335
Employ: Other	25%	(38)	59%	(91)	16%	(24)	153
Military HH: Yes	36%	(142)	55%	(217)	8%	(33)	392
Military HH: No	27%	(480)	61%	(1109)	12%	(218)	1808
RD/WT: Right Direction	30%	(150)	61%	(307)	9%	(47)	504
RD/WT: Wrong Track	28%	(472)	60%	(1019)	12%	(205)	1696
Trump Job Approve	36%	(286)	56%	(448)	8%	(65)	799
Trump Job Disapprove	25%	(324)	65%	(825)	10%	(128)	1277

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Table MCEN5_3: Have you ever taken the following actions?

Not watched a movie or TV show because I disagreed with a cast member's political views

Demographic	Yes, I have done this		No, I have not done this		Don't know / No opinion	Total N
Adults	28%	(623)	60%	(1326)	11% (251)	2200
Trump Job Strongly Approve	43%	(199)	49%	(225)	8% (35)	459
Trump Job Somewhat Approve	25%	(86)	66%	(223)	9% (31)	340
Trump Job Somewhat Disapprove	24%	(61)	65%	(166)	11% (29)	256
Trump Job Strongly Disapprove	26%	(264)	64%	(659)	10% (99)	1022
Favorable of Trump	35%	(281)	56%	(451)	9% (72)	804
Unfavorable of Trump	25%	(322)	65%	(830)	10% (132)	1283
Very Favorable of Trump	42%	(205)	49%	(235)	9% (44)	484
Somewhat Favorable of Trump	24%	(76)	67%	(216)	9% (28)	320
Somewhat Unfavorable of Trump	22%	(49)	66%	(147)	12% (27)	223
Very Unfavorable of Trump	26%	(273)	64%	(683)	10% (104)	1060
#1 Issue: Economy	27%	(230)	62%	(523)	10% (87)	839
#1 Issue: Security	33%	(82)	55%	(137)	12% (29)	248
#1 Issue: Health Care	27%	(107)	62%	(248)	11% (44)	399
#1 Issue: Medicare / Social Security	26%	(72)	65%	(181)	9% (25)	277
#1 Issue: Women's Issues	32%	(33)	54%	(57)	15% (16)	106
#1 Issue: Education	25%	(26)	57%	(59)	18% (18)	104
#1 Issue: Energy	36%	(27)	57%	(43)	8% (6)	76
#1 Issue: Other	30%	(45)	52%	(78)	18% (27)	150
2020 Vote: Joe Biden	30%	(299)	62%	(616)	8% (82)	998
2020 Vote: Donald Trump	37%	(235)	56%	(355)	7% (48)	637
2020 Vote: Other	18%	(17)	59%	(56)	23% (22)	95
2020 Vote: Didn't Vote	15%	(72)	63%	(296)	21% (99)	468
2018 House Vote: Democrat	32%	(240)	60%	(449)	7% (55)	744
2018 House Vote: Republican	37%	(202)	55%	(297)	8% (42)	541
2018 House Vote: Someone else	23%	(15)	55%	(35)	22% (14)	64
2016 Vote: Hillary Clinton	31%	(215)	61%	(414)	8% (55)	684
2016 Vote: Donald Trump	35%	(219)	57%	(360)	8% (49)	628
2016 Vote: Other	21%	(21)	63%	(63)	17% (17)	100
2016 Vote: Didn't Vote	21%	(167)	62%	(488)	17% (131)	786

Continued on next page

Table MCEN5_3: Have you ever taken the following actions?
Not watched a movie or TV show because I disagreed with a cast member's political views

Demographic	Yes, I have done this		No, I have not done this		Don't know / No opinion		Total N
Adults	28%	(623)	60%	(1326)	11%	(251)	2200
Voted in 2014: Yes	34%	(403)	57%	(674)	9%	(100)	1177
Voted in 2014: No	21%	(220)	64%	(652)	15%	(151)	1023
4-Region: Northeast	33%	(129)	57%	(223)	10%	(41)	394
4-Region: Midwest	25%	(117)	64%	(296)	11%	(50)	462
4-Region: South	27%	(219)	61%	(506)	12%	(99)	824
4-Region: West	30%	(158)	58%	(300)	12%	(62)	520
Concerned about COVID	29%	(531)	62%	(1152)	9%	(174)	1856
Not concerned about COVID	29%	(90)	56%	(172)	15%	(45)	307
Unfollowed celeb on social bc politics	61%	(384)	33%	(207)	6%	(35)	626
Not unfollowed celeb on social bc politics	14%	(185)	82%	(1057)	4%	(47)	1289
Unfollowed celeb on social bc too much politics	54%	(297)	40%	(223)	6%	(34)	554
Not unfollowed celeb on social bc too much politics	19%	(256)	77%	(1028)	4%	(48)	1332
Not watched movie/TV show bc cast politics	100%	(623)	—	(0)	—	(0)	623
Has not not watched movie/TV show bc cast politics	—	(0)	100%	(1326)	—	(0)	1326
Donated/volunteered bc celeb encouraged	51%	(203)	43%	(173)	6%	(24)	399
Not donated/volunteered bc celeb encouraged	24%	(373)	71%	(1088)	5%	(74)	1535
Shared/re-posted celeb social bc agreed	43%	(285)	51%	(337)	7%	(45)	667
Not shared/re-posted celeb social bc agreed	23%	(294)	73%	(935)	4%	(46)	1275

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

Table MCEN5_4: Have you ever taken the following actions?
Donated to or volunteered for a cause because a celebrity I like encouraged me to

Demographic	Yes, I have done this		No, I have not done this		Don't know / No opinion	Total N
Adults	18%	(399)	70%	(1535)	12% (266)	2200
Gender: Male	24%	(250)	66%	(703)	10% (109)	1062
Gender: Female	13%	(149)	73%	(832)	14% (157)	1138
Age: 18-34	23%	(151)	60%	(396)	17% (108)	655
Age: 35-44	37%	(131)	52%	(187)	11% (40)	358
Age: 45-64	12%	(91)	77%	(575)	11% (85)	751
Age: 65+	6%	(27)	86%	(377)	8% (33)	436
GenZers: 1997-2012	18%	(53)	62%	(185)	20% (61)	299
Millennials: 1981-1996	34%	(213)	54%	(340)	12% (79)	632
GenXers: 1965-1980	15%	(80)	73%	(380)	12% (61)	520
Baby Boomers: 1946-1964	7%	(51)	83%	(579)	9% (63)	693
PID: Dem (no lean)	24%	(211)	67%	(587)	9% (83)	882
PID: Ind (no lean)	14%	(98)	70%	(493)	17% (117)	708
PID: Rep (no lean)	15%	(90)	75%	(455)	11% (65)	610
PID/Gender: Dem Men	32%	(134)	59%	(246)	8% (35)	414
PID/Gender: Dem Women	17%	(78)	73%	(341)	10% (49)	467
PID/Gender: Ind Men	17%	(56)	70%	(227)	13% (42)	325
PID/Gender: Ind Women	11%	(42)	69%	(265)	20% (76)	383
PID/Gender: Rep Men	19%	(60)	71%	(229)	10% (33)	322
PID/Gender: Rep Women	10%	(30)	79%	(226)	11% (32)	288
Ideo: Liberal (1-3)	27%	(178)	65%	(435)	8% (51)	664
Ideo: Moderate (4)	18%	(112)	70%	(441)	12% (78)	631
Ideo: Conservative (5-7)	13%	(84)	78%	(507)	9% (56)	647
Educ: < College	12%	(183)	74%	(1114)	14% (215)	1512
Educ: Bachelors degree	26%	(114)	67%	(297)	8% (33)	444
Educ: Post-grad	42%	(102)	51%	(125)	7% (17)	244
Income: Under 50k	12%	(140)	72%	(836)	16% (183)	1158
Income: 50k-100k	20%	(129)	73%	(479)	8% (52)	660
Income: 100k+	34%	(130)	58%	(220)	8% (32)	382
Ethnicity: White	18%	(314)	71%	(1220)	11% (188)	1722
Ethnicity: Hispanic	22%	(76)	59%	(208)	19% (65)	349

Continued on next page

Table MCEN5_4: Have you ever taken the following actions?
Donated to or volunteered for a cause because a celebrity I like encouraged me to

Demographic	Yes, I have done this		No, I have not done this		Don't know / No opinion	Total N
Adults	18%	(399)	70%	(1535)	12% (266)	2200
Ethnicity: Black	20%	(54)	66%	(182)	14% (38)	274
Ethnicity: Other	15%	(31)	65%	(134)	19% (40)	204
All Christian	23%	(237)	68%	(699)	9% (95)	1031
All Non-Christian	32%	(41)	55%	(70)	12% (16)	127
Atheist	16%	(10)	79%	(51)	5% (3)	65
Agnostic/Nothing in particular	10%	(56)	72%	(398)	18% (101)	555
Something Else	13%	(54)	75%	(317)	12% (51)	422
Religious Non-Protestant/Catholic	30%	(43)	58%	(85)	12% (18)	146
Evangelical	25%	(177)	63%	(440)	12% (83)	700
Non-Evangelical	15%	(109)	77%	(544)	8% (56)	709
Community: Urban	30%	(212)	57%	(404)	13% (89)	705
Community: Suburban	14%	(132)	75%	(690)	10% (95)	917
Community: Rural	10%	(55)	76%	(441)	14% (81)	578
Employ: Private Sector	28%	(179)	62%	(402)	11% (69)	649
Employ: Government	39%	(65)	50%	(85)	11% (19)	169
Employ: Self-Employed	18%	(32)	71%	(125)	11% (20)	177
Employ: Homemaker	10%	(14)	73%	(101)	16% (23)	137
Employ: Student	19%	(24)	66%	(84)	15% (20)	128
Employ: Retired	7%	(33)	86%	(387)	7% (33)	452
Employ: Unemployed	11%	(37)	71%	(238)	18% (60)	335
Employ: Other	11%	(17)	74%	(113)	15% (23)	153
Military HH: Yes	20%	(79)	70%	(276)	9% (37)	392
Military HH: No	18%	(320)	70%	(1259)	13% (229)	1808
RD/WT: Right Direction	29%	(145)	61%	(307)	10% (53)	504
RD/WT: Wrong Track	15%	(254)	72%	(1229)	13% (213)	1696
Trump Job Approve	20%	(160)	71%	(568)	9% (72)	799
Trump Job Disapprove	18%	(233)	71%	(904)	11% (140)	1277

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Table MCEN5_4: Have you ever taken the following actions?
Donated to or volunteered for a cause because a celebrity I like encouraged me to

Demographic	Yes, I have done this		No, I have not done this		Don't know / No opinion		Total N
Adults	18%	(399)	70%	(1535)	12%	(266)	2200
Trump Job Strongly Approve	21%	(98)	68%	(313)	10%	(48)	459
Trump Job Somewhat Approve	18%	(61)	75%	(255)	7%	(24)	340
Trump Job Somewhat Disapprove	23%	(58)	66%	(168)	12%	(29)	256
Trump Job Strongly Disapprove	17%	(175)	72%	(736)	11%	(111)	1022
Favorable of Trump	18%	(148)	72%	(576)	10%	(79)	804
Unfavorable of Trump	19%	(240)	71%	(909)	10%	(134)	1283
Very Favorable of Trump	19%	(91)	70%	(338)	11%	(55)	484
Somewhat Favorable of Trump	18%	(57)	75%	(239)	8%	(24)	320
Somewhat Unfavorable of Trump	20%	(44)	68%	(151)	13%	(28)	223
Very Unfavorable of Trump	18%	(196)	72%	(759)	10%	(106)	1060
#1 Issue: Economy	16%	(138)	72%	(604)	12%	(98)	839
#1 Issue: Security	16%	(39)	75%	(185)	10%	(24)	248
#1 Issue: Health Care	22%	(86)	65%	(258)	14%	(55)	399
#1 Issue: Medicare / Social Security	12%	(33)	79%	(220)	9%	(25)	277
#1 Issue: Women's Issues	30%	(32)	54%	(57)	16%	(17)	106
#1 Issue: Education	27%	(28)	55%	(57)	18%	(18)	104
#1 Issue: Energy	34%	(26)	56%	(42)	11%	(8)	76
#1 Issue: Other	12%	(18)	74%	(111)	14%	(21)	150
2020 Vote: Joe Biden	26%	(259)	64%	(639)	10%	(99)	998
2020 Vote: Donald Trump	14%	(88)	78%	(498)	8%	(52)	637
2020 Vote: Other	10%	(9)	73%	(69)	18%	(17)	95
2020 Vote: Didn't Vote	9%	(43)	70%	(327)	21%	(98)	468
2018 House Vote: Democrat	25%	(187)	66%	(488)	9%	(69)	744
2018 House Vote: Republican	16%	(85)	77%	(416)	7%	(40)	541
2018 House Vote: Someone else	11%	(7)	68%	(43)	21%	(13)	64
2016 Vote: Hillary Clinton	25%	(174)	66%	(451)	9%	(59)	684
2016 Vote: Donald Trump	14%	(87)	77%	(483)	9%	(58)	628
2016 Vote: Other	11%	(11)	75%	(75)	15%	(15)	100
2016 Vote: Didn't Vote	16%	(126)	67%	(526)	17%	(134)	786

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Table MCEN5_4: Have you ever taken the following actions?
Donated to or volunteered for a cause because a celebrity I like encouraged me to

Demographic	Yes, I have done this		No, I have not done this		Don't know / No opinion		Total N
Adults	18%	(399)	70%	(1535)	12%	(266)	2200
Voted in 2014: Yes	20%	(235)	71%	(839)	9%	(103)	1177
Voted in 2014: No	16%	(164)	68%	(696)	16%	(163)	1023
4-Region: Northeast	29%	(115)	61%	(241)	9%	(37)	394
4-Region: Midwest	13%	(62)	74%	(341)	13%	(59)	462
4-Region: South	14%	(116)	74%	(611)	12%	(97)	824
4-Region: West	20%	(106)	66%	(342)	14%	(72)	520
Concerned about COVID	20%	(372)	69%	(1288)	11%	(196)	1856
Not concerned about COVID	7%	(22)	78%	(239)	15%	(45)	307
Unfollowed celeb on social bc politics	33%	(208)	58%	(365)	8%	(53)	626
Not unfollowed celeb on social bc politics	13%	(163)	84%	(1080)	4%	(46)	1289
Unfollowed celeb on social bc too much politics	34%	(190)	58%	(319)	8%	(44)	554
Not unfollowed celeb on social bc too much politics	14%	(180)	83%	(1102)	4%	(50)	1332
Not watched movie/TV show bc cast politics	33%	(203)	60%	(373)	8%	(47)	623
Has not not watched movie/TV show bc cast politics	13%	(173)	82%	(1088)	5%	(65)	1326
Donated/volunteered bc celeb encouraged	100%	(399)	—	(0)	—	(0)	399
Not donated/volunteered bc celeb encouraged	—	(0)	100%	(1535)	—	(0)	1535
Shared/re-posted celeb social bc agreed	43%	(289)	49%	(328)	7%	(49)	667
Not shared/re-posted celeb social bc agreed	7%	(91)	89%	(1140)	3%	(44)	1275

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

Table MCEN5_5: Have you ever taken the following actions?

Shared or re-posted a celebrity's social media post on a political or social issue that I agreed with

Demographic	Yes, I have done this		No, I have not done this		Don't know / No opinion	Total N
Adults	30%	(667)	58%	(1275)	12% (258)	2200
Gender: Male	34%	(357)	56%	(599)	10% (106)	1062
Gender: Female	27%	(310)	59%	(676)	13% (152)	1138
Age: 18-34	41%	(266)	45%	(296)	14% (93)	655
Age: 35-44	48%	(170)	41%	(148)	11% (40)	358
Age: 45-64	23%	(170)	66%	(496)	11% (85)	751
Age: 65+	14%	(60)	77%	(336)	9% (41)	436
GenZers: 1997-2012	37%	(110)	46%	(136)	18% (52)	299
Millennials: 1981-1996	46%	(293)	42%	(267)	11% (73)	632
GenXers: 1965-1980	28%	(148)	60%	(313)	11% (59)	520
Baby Boomers: 1946-1964	16%	(108)	74%	(516)	10% (69)	693
PID: Dem (no lean)	40%	(350)	52%	(458)	8% (73)	882
PID: Ind (no lean)	24%	(169)	59%	(421)	17% (118)	708
PID: Rep (no lean)	24%	(148)	65%	(396)	11% (67)	610
PID/Gender: Dem Men	43%	(179)	50%	(206)	7% (28)	414
PID/Gender: Dem Women	37%	(171)	54%	(252)	10% (45)	467
PID/Gender: Ind Men	27%	(86)	58%	(190)	15% (49)	325
PID/Gender: Ind Women	22%	(83)	60%	(231)	18% (69)	383
PID/Gender: Rep Men	28%	(91)	63%	(202)	9% (29)	322
PID/Gender: Rep Women	20%	(57)	67%	(193)	13% (38)	288
Ideo: Liberal (1-3)	46%	(306)	46%	(307)	8% (51)	664
Ideo: Moderate (4)	22%	(142)	66%	(415)	12% (75)	631
Ideo: Conservative (5-7)	25%	(162)	68%	(437)	7% (48)	647
Educ: < College	26%	(395)	61%	(915)	13% (202)	1512
Educ: Bachelors degree	36%	(158)	56%	(247)	9% (38)	444
Educ: Post-grad	47%	(114)	46%	(112)	7% (17)	244
Income: Under 50k	27%	(318)	58%	(667)	15% (173)	1158
Income: 50k-100k	30%	(199)	62%	(410)	8% (51)	660
Income: 100k+	39%	(150)	52%	(198)	9% (34)	382
Ethnicity: White	30%	(508)	60%	(1031)	11% (182)	1722
Ethnicity: Hispanic	34%	(117)	51%	(178)	16% (55)	349

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Table MCEN5_5: Have you ever taken the following actions?
Shared or re-posted a celebrity's social media post on a political or social issue that I agreed with

Demographic	Yes, I have done this		No, I have not done this		Don't know / No opinion	Total N
Adults	30%	(667)	58%	(1275)	12% (258)	2200
Ethnicity: Black	38%	(105)	50%	(137)	12% (32)	274
Ethnicity: Other	26%	(54)	52%	(107)	21% (43)	204
All Christian	29%	(301)	61%	(633)	9% (97)	1031
All Non-Christian	41%	(52)	50%	(64)	9% (11)	127
Atheist	32%	(21)	60%	(39)	8% (5)	65
Agnostic/Nothing in particular	27%	(152)	57%	(316)	16% (87)	555
Something Else	34%	(142)	53%	(223)	14% (58)	422
Religious Non-Protestant/Catholic	37%	(55)	53%	(78)	9% (14)	146
Evangelical	34%	(236)	53%	(372)	13% (92)	700
Non-Evangelical	27%	(192)	65%	(461)	8% (57)	709
Community: Urban	45%	(319)	45%	(315)	10% (71)	705
Community: Suburban	26%	(239)	63%	(576)	11% (102)	917
Community: Rural	19%	(109)	67%	(385)	15% (84)	578
Employ: Private Sector	38%	(247)	50%	(327)	11% (75)	649
Employ: Government	44%	(73)	49%	(82)	8% (13)	169
Employ: Self-Employed	30%	(53)	61%	(108)	9% (17)	177
Employ: Homemaker	31%	(42)	56%	(77)	13% (18)	137
Employ: Student	30%	(39)	58%	(74)	12% (15)	128
Employ: Retired	14%	(64)	77%	(350)	8% (38)	452
Employ: Unemployed	29%	(98)	55%	(184)	16% (53)	335
Employ: Other	33%	(50)	47%	(73)	20% (30)	153
Military HH: Yes	31%	(121)	60%	(235)	9% (36)	392
Military HH: No	30%	(546)	58%	(1040)	12% (222)	1808
RD/WT: Right Direction	36%	(183)	53%	(268)	10% (53)	504
RD/WT: Wrong Track	29%	(483)	59%	(1007)	12% (205)	1696
Trump Job Approve	31%	(245)	61%	(486)	9% (68)	799
Trump Job Disapprove	32%	(415)	58%	(736)	10% (127)	1277

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Table MCEN5_5: Have you ever taken the following actions?
Shared or re-posted a celebrity's social media post on a political or social issue that I agreed with

Demographic	Yes, I have done this		No, I have not done this		Don't know / No opinion	Total N
Adults	30%	(667)	58%	(1275)	12% (258)	2200
Trump Job Strongly Approve	36%	(163)	56%	(256)	9% (40)	459
Trump Job Somewhat Approve	24%	(82)	68%	(230)	8% (28)	340
Trump Job Somewhat Disapprove	27%	(70)	61%	(157)	11% (28)	256
Trump Job Strongly Disapprove	34%	(345)	57%	(579)	10% (99)	1022
Favorable of Trump	30%	(241)	60%	(480)	10% (82)	804
Unfavorable of Trump	32%	(408)	58%	(744)	10% (131)	1283
Very Favorable of Trump	34%	(166)	55%	(265)	11% (52)	484
Somewhat Favorable of Trump	23%	(75)	67%	(215)	9% (30)	320
Somewhat Unfavorable of Trump	26%	(58)	62%	(138)	12% (27)	223
Very Unfavorable of Trump	33%	(350)	57%	(606)	10% (104)	1060
#1 Issue: Economy	31%	(261)	58%	(490)	11% (89)	839
#1 Issue: Security	23%	(57)	66%	(164)	11% (28)	248
#1 Issue: Health Care	32%	(126)	55%	(218)	14% (55)	399
#1 Issue: Medicare / Social Security	20%	(56)	70%	(194)	10% (28)	277
#1 Issue: Women's Issues	51%	(54)	38%	(40)	11% (12)	106
#1 Issue: Education	35%	(36)	47%	(49)	18% (19)	104
#1 Issue: Energy	41%	(31)	50%	(39)	9% (7)	76
#1 Issue: Other	30%	(46)	55%	(83)	14% (21)	150
2020 Vote: Joe Biden	39%	(392)	51%	(512)	9% (93)	998
2020 Vote: Donald Trump	24%	(153)	67%	(430)	8% (54)	637
2020 Vote: Other	18%	(17)	63%	(60)	19% (18)	95
2020 Vote: Didn't Vote	22%	(104)	58%	(271)	20% (92)	468
2018 House Vote: Democrat	40%	(300)	52%	(384)	8% (60)	744
2018 House Vote: Republican	24%	(129)	68%	(366)	9% (47)	541
2018 House Vote: Someone else	15%	(10)	60%	(38)	25% (16)	64
2016 Vote: Hillary Clinton	41%	(277)	51%	(352)	8% (55)	684
2016 Vote: Donald Trump	23%	(145)	67%	(419)	10% (64)	628
2016 Vote: Other	13%	(13)	74%	(74)	13% (13)	100
2016 Vote: Didn't Vote	29%	(231)	55%	(429)	16% (126)	786

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Table MCEN5_5: Have you ever taken the following actions?
Shared or re-posted a celebrity's social media post on a political or social issue that I agreed with

Demographic	Yes, I have done this		No, I have not done this		Don't know / No opinion	Total N
Adults	30%	(667)	58%	(1275)	12% (258)	2200
Voted in 2014: Yes	31%	(364)	60%	(706)	9% (107)	1177
Voted in 2014: No	30%	(303)	56%	(569)	15% (151)	1023
4-Region: Northeast	39%	(153)	53%	(207)	8% (33)	394
4-Region: Midwest	25%	(116)	63%	(292)	12% (54)	462
4-Region: South	28%	(227)	60%	(498)	12% (99)	824
4-Region: West	33%	(170)	53%	(278)	14% (72)	520
Concerned about COVID	31%	(576)	59%	(1100)	10% (180)	1856
Not concerned about COVID	29%	(88)	56%	(172)	15% (47)	307
Unfollowed celeb on social bc politics	56%	(349)	39%	(245)	5% (32)	626
Not unfollowed celeb on social bc politics	21%	(274)	75%	(966)	4% (49)	1289
Unfollowed celeb on social bc too much politics	50%	(279)	43%	(239)	7% (36)	554
Not unfollowed celeb on social bc too much politics	25%	(331)	72%	(964)	3% (37)	1332
Not watched movie/TV show bc cast politics	46%	(285)	47%	(294)	7% (44)	623
Has not not watched movie/TV show bc cast politics	25%	(337)	70%	(935)	4% (54)	1326
Donated/volunteered bc celeb encouraged	72%	(289)	23%	(91)	5% (19)	399
Not donated/volunteered bc celeb encouraged	21%	(328)	74%	(1140)	4% (66)	1535
Shared/re-posted celeb social bc agreed	100%	(667)	—	(0)	— (0)	667
Not shared/re-posted celeb social bc agreed	—	(0)	100%	(1275)	— (0)	1275

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

Table MCEN6_1: Do you agree or disagree with the following statements?

Celebrities should use all platforms available to them to educate people about proper measures to take during the COVID-19 pandemic (coronavirus)

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Adults	39%	(850)	26%	(583)	7%	(158)	11%	(232)	17%	(378)	2200
Gender: Male	42%	(444)	26%	(280)	7%	(75)	11%	(121)	13%	(143)	1062
Gender: Female	36%	(406)	27%	(303)	7%	(84)	10%	(111)	21%	(235)	1138
Age: 18-34	37%	(244)	25%	(166)	10%	(63)	9%	(56)	19%	(126)	655
Age: 35-44	41%	(147)	29%	(103)	8%	(27)	7%	(25)	16%	(56)	358
Age: 45-64	36%	(272)	25%	(189)	7%	(50)	13%	(98)	19%	(142)	751
Age: 65+	43%	(186)	29%	(126)	4%	(18)	12%	(53)	12%	(54)	436
GenZers: 1997-2012	34%	(102)	21%	(64)	10%	(30)	9%	(28)	25%	(74)	299
Millennials: 1981-1996	42%	(264)	28%	(180)	9%	(55)	7%	(44)	14%	(90)	632
GenXers: 1965-1980	32%	(169)	25%	(130)	9%	(44)	13%	(66)	21%	(111)	520
Baby Boomers: 1946-1964	41%	(287)	28%	(193)	4%	(27)	13%	(87)	14%	(99)	693
PID: Dem (no lean)	55%	(481)	26%	(230)	5%	(48)	4%	(35)	10%	(88)	882
PID: Ind (no lean)	29%	(208)	25%	(179)	9%	(60)	10%	(72)	27%	(188)	708
PID: Rep (no lean)	26%	(160)	28%	(173)	8%	(50)	20%	(125)	17%	(102)	610
PID/Gender: Dem Men	58%	(240)	25%	(105)	5%	(22)	4%	(15)	8%	(32)	414
PID/Gender: Dem Women	51%	(241)	27%	(126)	6%	(26)	4%	(19)	12%	(55)	467
PID/Gender: Ind Men	34%	(110)	23%	(75)	10%	(32)	10%	(34)	23%	(75)	325
PID/Gender: Ind Women	26%	(98)	27%	(104)	7%	(29)	10%	(38)	30%	(114)	383
PID/Gender: Rep Men	29%	(94)	31%	(100)	6%	(21)	22%	(72)	11%	(36)	322
PID/Gender: Rep Women	23%	(67)	25%	(73)	10%	(29)	19%	(53)	23%	(66)	288
Ideo: Liberal (1-3)	55%	(367)	26%	(176)	5%	(31)	5%	(32)	9%	(58)	664
Ideo: Moderate (4)	36%	(227)	31%	(196)	9%	(54)	6%	(36)	19%	(118)	631
Ideo: Conservative (5-7)	29%	(185)	25%	(164)	9%	(55)	22%	(145)	15%	(98)	647
Educ: < College	36%	(548)	26%	(387)	7%	(102)	11%	(168)	20%	(307)	1512
Educ: Bachelors degree	42%	(188)	28%	(124)	8%	(37)	10%	(43)	12%	(51)	444
Educ: Post-grad	47%	(114)	29%	(72)	8%	(19)	8%	(20)	8%	(19)	244
Income: Under 50k	35%	(404)	26%	(297)	7%	(79)	11%	(127)	22%	(251)	1158
Income: 50k-100k	40%	(266)	29%	(188)	7%	(47)	11%	(75)	13%	(83)	660
Income: 100k+	47%	(180)	25%	(97)	8%	(32)	8%	(29)	11%	(43)	382
Ethnicity: White	38%	(648)	27%	(468)	7%	(126)	12%	(200)	16%	(279)	1722
Ethnicity: Hispanic	39%	(137)	29%	(100)	8%	(27)	7%	(23)	18%	(63)	349

Continued on next page

Table MCEN6_1: Do you agree or disagree with the following statements?

Celebrities should use all platforms available to them to educate people about proper measures to take during the COVID-19 pandemic (coronavirus)

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Adults	39%	(850)	26%	(583)	7%	(158)	11%	(232)	17%	(378)	2200
Ethnicity: Black	46%	(127)	25%	(68)	6%	(16)	5%	(15)	17%	(48)	274
Ethnicity: Other	36%	(74)	23%	(46)	8%	(17)	8%	(17)	25%	(50)	204
All Christian	40%	(418)	27%	(273)	7%	(74)	11%	(117)	14%	(149)	1031
All Non-Christian	43%	(55)	30%	(38)	7%	(9)	10%	(12)	10%	(13)	127
Atheist	42%	(27)	33%	(21)	2%	(1)	4%	(2)	19%	(13)	65
Agnostic/Nothing in particular	35%	(196)	28%	(154)	7%	(37)	11%	(60)	20%	(109)	555
Something Else	37%	(154)	23%	(96)	9%	(37)	9%	(40)	22%	(95)	422
Religious Non-Protestant/Catholic	40%	(58)	29%	(43)	7%	(10)	9%	(14)	14%	(21)	146
Evangelical	41%	(284)	23%	(164)	8%	(57)	10%	(72)	17%	(122)	700
Non-Evangelical	39%	(279)	28%	(195)	7%	(48)	11%	(81)	15%	(106)	709
Community: Urban	44%	(313)	28%	(201)	6%	(43)	7%	(46)	14%	(102)	705
Community: Suburban	38%	(349)	26%	(243)	9%	(79)	10%	(95)	16%	(151)	917
Community: Rural	32%	(187)	24%	(140)	6%	(37)	16%	(90)	21%	(124)	578
Employ: Private Sector	39%	(254)	28%	(184)	9%	(55)	8%	(54)	16%	(102)	649
Employ: Government	32%	(54)	34%	(57)	14%	(24)	10%	(16)	10%	(16)	169
Employ: Self-Employed	31%	(55)	26%	(45)	7%	(13)	16%	(29)	20%	(35)	177
Employ: Homemaker	35%	(48)	26%	(35)	6%	(8)	17%	(23)	17%	(23)	137
Employ: Student	42%	(53)	25%	(31)	7%	(8)	8%	(11)	19%	(24)	128
Employ: Retired	45%	(202)	29%	(132)	3%	(14)	11%	(51)	12%	(53)	452
Employ: Unemployed	38%	(126)	20%	(65)	8%	(26)	11%	(37)	24%	(80)	335
Employ: Other	37%	(57)	21%	(33)	6%	(9)	7%	(11)	28%	(44)	153
Military HH: Yes	39%	(151)	27%	(106)	7%	(29)	13%	(51)	14%	(55)	392
Military HH: No	39%	(699)	26%	(477)	7%	(129)	10%	(180)	18%	(323)	1808
RD/WT: Right Direction	45%	(225)	26%	(129)	7%	(34)	10%	(52)	13%	(63)	504
RD/WT: Wrong Track	37%	(625)	27%	(454)	7%	(124)	11%	(179)	19%	(314)	1696
Trump Job Approve	27%	(216)	26%	(206)	9%	(73)	21%	(165)	17%	(139)	799
Trump Job Disapprove	48%	(612)	28%	(357)	6%	(82)	4%	(56)	13%	(170)	1277

Continued on next page

Table MCEN6_1: Do you agree or disagree with the following statements?

Celebrities should use all platforms available to them to educate people about proper measures to take during the COVID-19 pandemic (coronavirus)

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Adults	39%	(850)	26%	(583)	7%	(158)	11%	(232)	17%	(378)	2200
Trump Job Strongly Approve	26%	(119)	23%	(103)	7%	(33)	27%	(125)	17%	(79)	459
Trump Job Somewhat Approve	29%	(97)	30%	(103)	12%	(40)	12%	(40)	18%	(60)	340
Trump Job Somewhat Disapprove	30%	(76)	36%	(91)	11%	(28)	6%	(15)	18%	(46)	256
Trump Job Strongly Disapprove	53%	(537)	26%	(266)	5%	(55)	4%	(41)	12%	(124)	1022
Favorable of Trump	28%	(227)	25%	(202)	9%	(69)	20%	(164)	18%	(142)	804
Unfavorable of Trump	47%	(606)	28%	(356)	6%	(83)	4%	(56)	14%	(182)	1283
Very Favorable of Trump	28%	(137)	23%	(110)	6%	(30)	25%	(121)	18%	(86)	484
Somewhat Favorable of Trump	28%	(89)	29%	(92)	12%	(39)	13%	(42)	18%	(56)	320
Somewhat Unfavorable of Trump	29%	(64)	34%	(77)	10%	(23)	6%	(13)	20%	(46)	223
Very Unfavorable of Trump	51%	(541)	26%	(280)	6%	(60)	4%	(43)	13%	(136)	1060
#1 Issue: Economy	33%	(281)	26%	(220)	9%	(79)	13%	(108)	18%	(151)	839
#1 Issue: Security	31%	(76)	23%	(57)	9%	(23)	20%	(50)	17%	(42)	248
#1 Issue: Health Care	47%	(188)	32%	(126)	4%	(18)	4%	(15)	13%	(52)	399
#1 Issue: Medicare / Social Security	46%	(127)	29%	(80)	4%	(11)	8%	(22)	13%	(37)	277
#1 Issue: Women's Issues	51%	(54)	22%	(23)	5%	(6)	2%	(2)	20%	(21)	106
#1 Issue: Education	33%	(34)	23%	(23)	9%	(10)	14%	(14)	21%	(22)	104
#1 Issue: Energy	54%	(41)	28%	(21)	7%	(6)	2%	(1)	9%	(7)	76
#1 Issue: Other	32%	(48)	21%	(32)	4%	(7)	13%	(19)	30%	(45)	150
2020 Vote: Joe Biden	54%	(543)	27%	(272)	5%	(50)	3%	(34)	10%	(98)	998
2020 Vote: Donald Trump	23%	(148)	26%	(165)	10%	(63)	23%	(149)	18%	(112)	637
2020 Vote: Other	18%	(17)	33%	(31)	12%	(12)	9%	(9)	28%	(26)	95
2020 Vote: Didn't Vote	30%	(140)	24%	(113)	7%	(34)	8%	(40)	30%	(140)	468
2018 House Vote: Democrat	55%	(411)	28%	(206)	5%	(38)	3%	(26)	9%	(64)	744
2018 House Vote: Republican	27%	(147)	27%	(146)	8%	(43)	23%	(123)	15%	(82)	541
2018 House Vote: Someone else	29%	(18)	10%	(6)	12%	(7)	15%	(10)	34%	(22)	64
2016 Vote: Hillary Clinton	56%	(382)	28%	(189)	4%	(30)	4%	(25)	8%	(58)	684
2016 Vote: Donald Trump	29%	(180)	25%	(157)	8%	(53)	22%	(137)	16%	(102)	628
2016 Vote: Other	24%	(24)	26%	(26)	14%	(14)	18%	(18)	19%	(19)	100
2016 Vote: Didn't Vote	33%	(262)	27%	(211)	8%	(62)	7%	(52)	25%	(199)	786

Continued on next page

Table MCEN6_1: Do you agree or disagree with the following statements?

Celebrities should use all platforms available to them to educate people about proper measures to take during the COVID-19 pandemic (coronavirus)

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Adults	39%	(850)	26%	(583)	7%	(158)	11%	(232)	17%	(378)	2200
Voted in 2014: Yes	42%	(492)	26%	(304)	7%	(82)	13%	(150)	13%	(149)	1177
Voted in 2014: No	35%	(357)	27%	(279)	7%	(76)	8%	(82)	22%	(229)	1023
4-Region: Northeast	47%	(186)	26%	(102)	8%	(30)	8%	(31)	12%	(45)	394
4-Region: Midwest	30%	(141)	27%	(126)	6%	(29)	15%	(71)	21%	(96)	462
4-Region: South	36%	(300)	26%	(212)	9%	(73)	10%	(84)	19%	(155)	824
4-Region: West	43%	(223)	27%	(142)	5%	(27)	9%	(45)	16%	(82)	520
Concerned about COVID	44%	(809)	28%	(525)	6%	(119)	7%	(133)	15%	(271)	1856
Not concerned about COVID	12%	(38)	19%	(58)	12%	(38)	30%	(93)	26%	(80)	307
Unfollowed celeb on social bc politics	49%	(304)	24%	(150)	8%	(50)	12%	(73)	8%	(49)	626
Not unfollowed celeb on social bc politics	38%	(489)	30%	(390)	8%	(98)	10%	(126)	14%	(185)	1289
Unfollowed celeb on social bc too much politics	43%	(236)	26%	(143)	10%	(53)	13%	(73)	9%	(50)	554
Not unfollowed celeb on social bc too much politics	40%	(538)	30%	(401)	7%	(92)	9%	(123)	13%	(178)	1332
Not watched movie/TV show bc cast politics	44%	(272)	24%	(147)	8%	(52)	17%	(104)	8%	(48)	623
Has not not watched movie/TV show bc cast politics	40%	(528)	30%	(399)	7%	(96)	9%	(115)	14%	(188)	1326
Donated/volunteered bc celeb encouraged	57%	(226)	24%	(97)	9%	(34)	6%	(25)	4%	(16)	399
Not donated/volunteered bc celeb encouraged	37%	(568)	28%	(433)	7%	(113)	12%	(191)	15%	(230)	1535
Shared/re-posted celeb social bc agreed	52%	(349)	26%	(171)	8%	(51)	8%	(52)	7%	(44)	667
Not shared/re-posted celeb social bc agreed	35%	(450)	29%	(373)	8%	(98)	13%	(164)	15%	(189)	1275

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

Table MCEN6_2: Do you agree or disagree with the following statements?

Celebrities should use all platforms available to them to encourage the public to get vaccinated for COVID-19 (coronavirus)

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Adults	31%	(688)	27%	(592)	8%	(184)	13%	(286)	20%	(450)	2200
Gender: Male	36%	(382)	28%	(302)	8%	(87)	11%	(121)	16%	(170)	1062
Gender: Female	27%	(306)	25%	(290)	9%	(97)	14%	(165)	25%	(281)	1138
Age: 18-34	27%	(179)	25%	(167)	11%	(75)	11%	(72)	25%	(163)	655
Age: 35-44	33%	(118)	34%	(121)	5%	(19)	11%	(38)	17%	(61)	358
Age: 45-64	29%	(218)	24%	(183)	9%	(65)	16%	(121)	22%	(164)	751
Age: 65+	40%	(173)	28%	(120)	6%	(26)	13%	(55)	14%	(63)	436
GenZers: 1997-2012	22%	(67)	25%	(76)	9%	(28)	10%	(31)	32%	(97)	299
Millennials: 1981-1996	33%	(211)	30%	(189)	10%	(62)	10%	(65)	17%	(105)	632
GenXers: 1965-1980	25%	(132)	25%	(131)	9%	(46)	17%	(87)	24%	(124)	520
Baby Boomers: 1946-1964	36%	(252)	26%	(179)	7%	(46)	14%	(99)	17%	(117)	693
PID: Dem (no lean)	44%	(389)	30%	(268)	7%	(57)	5%	(46)	14%	(122)	882
PID: Ind (no lean)	23%	(160)	24%	(170)	9%	(61)	14%	(97)	31%	(220)	708
PID: Rep (no lean)	23%	(140)	25%	(154)	11%	(65)	23%	(143)	18%	(108)	610
PID/Gender: Dem Men	49%	(203)	31%	(130)	6%	(25)	4%	(16)	10%	(40)	414
PID/Gender: Dem Women	40%	(185)	30%	(138)	7%	(33)	6%	(30)	17%	(81)	467
PID/Gender: Ind Men	28%	(93)	25%	(80)	10%	(31)	11%	(36)	26%	(85)	325
PID/Gender: Ind Women	18%	(67)	23%	(90)	8%	(30)	16%	(61)	35%	(135)	383
PID/Gender: Rep Men	27%	(87)	29%	(92)	10%	(31)	21%	(69)	14%	(44)	322
PID/Gender: Rep Women	18%	(53)	21%	(62)	12%	(35)	26%	(74)	22%	(64)	288
Ideo: Liberal (1-3)	45%	(301)	30%	(202)	6%	(42)	5%	(35)	13%	(84)	664
Ideo: Moderate (4)	30%	(190)	32%	(203)	9%	(58)	8%	(48)	21%	(132)	631
Ideo: Conservative (5-7)	23%	(151)	22%	(145)	11%	(70)	26%	(171)	17%	(111)	647
Educ: < College	27%	(414)	25%	(384)	9%	(130)	14%	(212)	25%	(372)	1512
Educ: Bachelors degree	38%	(169)	29%	(129)	8%	(35)	13%	(56)	12%	(55)	444
Educ: Post-grad	43%	(106)	32%	(78)	7%	(18)	7%	(18)	10%	(24)	244
Income: Under 50k	26%	(303)	24%	(283)	8%	(97)	15%	(172)	26%	(302)	1158
Income: 50k-100k	34%	(224)	30%	(196)	9%	(57)	13%	(83)	15%	(99)	660
Income: 100k+	42%	(161)	30%	(113)	8%	(30)	8%	(30)	13%	(49)	382
Ethnicity: White	32%	(552)	26%	(440)	9%	(156)	14%	(245)	19%	(329)	1722
Ethnicity: Hispanic	31%	(108)	29%	(102)	7%	(25)	8%	(28)	25%	(86)	349

Continued on next page

Table MCEN6_2: Do you agree or disagree with the following statements?
Celebrities should use all platforms available to them to encourage the public to get vaccinated for COVID-19 (coronavirus)

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Adults	31%	(688)	27%	(592)	8%	(184)	13%	(286)	20%	(450)	2200
Ethnicity: Black	29%	(78)	36%	(100)	5%	(15)	8%	(21)	22%	(60)	274
Ethnicity: Other	29%	(58)	25%	(52)	7%	(13)	10%	(20)	30%	(61)	204
All Christian	34%	(355)	27%	(280)	9%	(91)	12%	(128)	17%	(177)	1031
All Non-Christian	43%	(54)	30%	(38)	6%	(8)	9%	(12)	12%	(16)	127
Atheist	36%	(23)	37%	(24)	6%	(4)	4%	(2)	17%	(11)	65
Agnostic/Nothing in particular	26%	(145)	27%	(151)	7%	(41)	14%	(80)	25%	(139)	555
Something Else	26%	(111)	23%	(99)	9%	(40)	15%	(64)	26%	(108)	422
Religious Non-Protestant/Catholic	38%	(56)	27%	(40)	8%	(12)	10%	(14)	16%	(24)	146
Evangelical	32%	(225)	26%	(185)	9%	(64)	14%	(96)	19%	(130)	700
Non-Evangelical	33%	(236)	26%	(183)	8%	(59)	13%	(91)	20%	(140)	709
Community: Urban	37%	(261)	29%	(206)	7%	(50)	9%	(64)	18%	(125)	705
Community: Suburban	31%	(282)	27%	(251)	9%	(82)	13%	(115)	20%	(187)	917
Community: Rural	25%	(145)	23%	(136)	9%	(52)	19%	(107)	24%	(138)	578
Employ: Private Sector	34%	(218)	29%	(187)	9%	(61)	10%	(67)	18%	(117)	649
Employ: Government	33%	(55)	38%	(63)	13%	(21)	8%	(13)	10%	(16)	169
Employ: Self-Employed	25%	(45)	23%	(40)	6%	(11)	25%	(45)	21%	(37)	177
Employ: Homemaker	28%	(39)	18%	(24)	11%	(14)	23%	(31)	21%	(29)	137
Employ: Student	32%	(41)	26%	(33)	8%	(10)	6%	(8)	28%	(36)	128
Employ: Retired	39%	(177)	27%	(122)	5%	(24)	13%	(58)	16%	(71)	452
Employ: Unemployed	25%	(84)	25%	(82)	9%	(29)	13%	(43)	29%	(96)	335
Employ: Other	20%	(30)	26%	(40)	8%	(13)	14%	(21)	32%	(49)	153
Military HH: Yes	34%	(133)	27%	(106)	9%	(35)	13%	(53)	17%	(65)	392
Military HH: No	31%	(555)	27%	(485)	8%	(149)	13%	(233)	21%	(385)	1808
RD/WT: Right Direction	36%	(183)	32%	(161)	6%	(32)	11%	(57)	14%	(71)	504
RD/WT: Wrong Track	30%	(505)	25%	(431)	9%	(152)	13%	(229)	22%	(379)	1696
Trump Job Approve	22%	(178)	23%	(187)	10%	(81)	24%	(194)	20%	(159)	799
Trump Job Disapprove	39%	(500)	30%	(382)	8%	(97)	6%	(81)	17%	(217)	1277

Continued on next page

Table MCEN6_2: Do you agree or disagree with the following statements?

Celebrities should use all platforms available to them to encourage the public to get vaccinated for COVID-19 (coronavirus)

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Adults	31%	(688)	27%	(592)	8%	(184)	13%	(286)	20%	(450)	2200
Trump Job Strongly Approve	22%	(100)	22%	(100)	8%	(38)	31%	(141)	17%	(80)	459
Trump Job Somewhat Approve	23%	(78)	25%	(87)	13%	(44)	16%	(53)	23%	(78)	340
Trump Job Somewhat Disapprove	28%	(70)	32%	(81)	12%	(31)	10%	(26)	19%	(47)	256
Trump Job Strongly Disapprove	42%	(429)	30%	(302)	6%	(66)	5%	(55)	17%	(169)	1022
Favorable of Trump	22%	(180)	23%	(184)	10%	(83)	24%	(192)	20%	(165)	804
Unfavorable of Trump	39%	(502)	29%	(378)	7%	(93)	6%	(82)	18%	(228)	1283
Very Favorable of Trump	22%	(109)	20%	(98)	10%	(47)	28%	(135)	20%	(95)	484
Somewhat Favorable of Trump	22%	(71)	27%	(86)	11%	(36)	18%	(57)	22%	(69)	320
Somewhat Unfavorable of Trump	27%	(59)	32%	(71)	11%	(24)	9%	(19)	22%	(50)	223
Very Unfavorable of Trump	42%	(442)	29%	(307)	7%	(69)	6%	(63)	17%	(179)	1060
#1 Issue: Economy	26%	(221)	25%	(213)	11%	(91)	17%	(140)	21%	(176)	839
#1 Issue: Security	26%	(65)	22%	(54)	9%	(22)	22%	(54)	22%	(54)	248
#1 Issue: Health Care	38%	(150)	34%	(136)	5%	(20)	6%	(25)	17%	(68)	399
#1 Issue: Medicare / Social Security	40%	(110)	24%	(67)	8%	(21)	9%	(25)	20%	(54)	277
#1 Issue: Women's Issues	40%	(42)	28%	(29)	7%	(8)	4%	(4)	21%	(22)	106
#1 Issue: Education	30%	(31)	23%	(24)	9%	(9)	16%	(16)	22%	(23)	104
#1 Issue: Energy	38%	(29)	44%	(33)	3%	(3)	3%	(2)	13%	(10)	76
#1 Issue: Other	27%	(41)	24%	(36)	7%	(10)	13%	(20)	29%	(44)	150
2020 Vote: Joe Biden	47%	(464)	30%	(302)	6%	(63)	4%	(36)	13%	(133)	998
2020 Vote: Donald Trump	20%	(127)	23%	(144)	12%	(75)	27%	(171)	19%	(120)	637
2020 Vote: Other	15%	(14)	32%	(30)	9%	(8)	19%	(18)	26%	(24)	95
2020 Vote: Didn't Vote	18%	(83)	24%	(114)	8%	(37)	13%	(61)	37%	(172)	468
2018 House Vote: Democrat	46%	(344)	32%	(237)	6%	(42)	4%	(31)	12%	(90)	744
2018 House Vote: Republican	25%	(133)	25%	(133)	10%	(54)	26%	(138)	15%	(83)	541
2018 House Vote: Someone else	18%	(11)	16%	(10)	12%	(7)	20%	(12)	35%	(22)	64
2016 Vote: Hillary Clinton	48%	(327)	30%	(208)	5%	(35)	4%	(29)	12%	(84)	684
2016 Vote: Donald Trump	23%	(145)	24%	(151)	11%	(67)	25%	(159)	17%	(107)	628
2016 Vote: Other	23%	(23)	20%	(20)	14%	(14)	22%	(22)	20%	(20)	100
2016 Vote: Didn't Vote	24%	(191)	27%	(213)	9%	(68)	10%	(76)	30%	(239)	786

Continued on next page

Table MCEN6_2: Do you agree or disagree with the following statements?
Celebrities should use all platforms available to them to encourage the public to get vaccinated for COVID-19 (coronavirus)

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Adults	31%	(688)	27%	(592)	8%	(184)	13%	(286)	20%	(450)	2200
Voted in 2014: Yes	37%	(435)	27%	(319)	8%	(90)	14%	(169)	14%	(164)	1177
Voted in 2014: No	25%	(253)	27%	(272)	9%	(94)	11%	(117)	28%	(286)	1023
4-Region: Northeast	42%	(164)	26%	(103)	8%	(32)	9%	(37)	15%	(58)	394
4-Region: Midwest	23%	(109)	28%	(129)	7%	(32)	17%	(78)	25%	(115)	462
4-Region: South	29%	(236)	27%	(221)	10%	(81)	12%	(99)	23%	(187)	824
4-Region: West	35%	(180)	27%	(139)	7%	(38)	14%	(73)	17%	(90)	520
Concerned about COVID	35%	(653)	29%	(539)	8%	(149)	9%	(164)	19%	(351)	1856
Not concerned about COVID	11%	(33)	16%	(49)	11%	(34)	39%	(121)	23%	(70)	307
Unfollowed celeb on social bc politics	39%	(244)	29%	(179)	8%	(51)	15%	(96)	9%	(55)	626
Not unfollowed celeb on social bc politics	31%	(394)	29%	(368)	10%	(124)	12%	(158)	19%	(244)	1289
Unfollowed celeb on social bc too much politics	35%	(191)	31%	(170)	8%	(44)	17%	(96)	9%	(52)	554
Not unfollowed celeb on social bc too much politics	32%	(430)	28%	(378)	9%	(125)	12%	(162)	18%	(237)	1332
Not watched movie/TV show bc cast politics	38%	(239)	24%	(151)	9%	(55)	19%	(117)	10%	(61)	623
Has not not watched movie/TV show bc cast politics	31%	(407)	30%	(396)	9%	(116)	12%	(157)	19%	(250)	1326
Donated/volunteered bc celeb encouraged	51%	(204)	30%	(121)	6%	(22)	7%	(27)	6%	(25)	399
Not donated/volunteered bc celeb encouraged	29%	(443)	27%	(419)	10%	(150)	16%	(243)	18%	(280)	1535
Shared/re-posted celeb social bc agreed	42%	(282)	29%	(195)	7%	(49)	10%	(67)	11%	(74)	667
Not shared/re-posted celeb social bc agreed	29%	(367)	28%	(354)	10%	(124)	16%	(204)	18%	(227)	1275

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

Table MCEN6_3: Do you agree or disagree with the following statements?
Celebrities should use all platforms available to them the encourage the public to wear facial masks

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Adults	42%	(926)	25%	(547)	8%	(183)	10%	(211)	15%	(333)	2200
Gender: Male	42%	(445)	27%	(284)	8%	(86)	10%	(105)	13%	(142)	1062
Gender: Female	42%	(481)	23%	(264)	9%	(97)	9%	(106)	17%	(191)	1138
Age: 18-34	37%	(244)	27%	(176)	9%	(58)	8%	(53)	19%	(124)	655
Age: 35-44	43%	(155)	27%	(98)	9%	(33)	6%	(23)	14%	(50)	358
Age: 45-64	42%	(319)	22%	(166)	9%	(65)	12%	(87)	15%	(115)	751
Age: 65+	48%	(208)	25%	(108)	6%	(28)	11%	(48)	10%	(45)	436
GenZers: 1997-2012	34%	(103)	24%	(73)	8%	(24)	9%	(26)	24%	(73)	299
Millennials: 1981-1996	42%	(264)	29%	(181)	9%	(59)	6%	(41)	14%	(87)	632
GenXers: 1965-1980	39%	(202)	21%	(108)	10%	(51)	12%	(63)	18%	(96)	520
Baby Boomers: 1946-1964	47%	(324)	24%	(168)	7%	(49)	11%	(76)	11%	(75)	693
PID: Dem (no lean)	58%	(512)	25%	(223)	7%	(60)	3%	(24)	7%	(63)	882
PID: Ind (no lean)	32%	(229)	24%	(173)	8%	(56)	10%	(70)	26%	(181)	708
PID: Rep (no lean)	30%	(185)	25%	(152)	11%	(68)	19%	(117)	15%	(89)	610
PID/Gender: Dem Men	59%	(243)	26%	(108)	8%	(33)	2%	(9)	5%	(22)	414
PID/Gender: Dem Women	58%	(270)	25%	(115)	6%	(27)	3%	(15)	9%	(41)	467
PID/Gender: Ind Men	32%	(103)	26%	(85)	7%	(23)	9%	(30)	26%	(84)	325
PID/Gender: Ind Women	33%	(126)	23%	(88)	9%	(33)	10%	(39)	25%	(97)	383
PID/Gender: Rep Men	31%	(99)	28%	(91)	9%	(30)	20%	(66)	11%	(37)	322
PID/Gender: Rep Women	30%	(85)	21%	(61)	13%	(37)	18%	(51)	18%	(53)	288
Ideo: Liberal (1-3)	58%	(385)	26%	(173)	6%	(39)	4%	(25)	6%	(43)	664
Ideo: Moderate (4)	40%	(254)	29%	(186)	8%	(52)	6%	(40)	16%	(99)	631
Ideo: Conservative (5-7)	31%	(202)	23%	(148)	12%	(77)	20%	(131)	14%	(89)	647
Educ: < College	41%	(618)	23%	(347)	8%	(127)	10%	(150)	18%	(270)	1512
Educ: Bachelors degree	43%	(192)	28%	(126)	8%	(34)	10%	(45)	11%	(47)	444
Educ: Post-grad	47%	(116)	31%	(75)	9%	(22)	6%	(15)	7%	(16)	244
Income: Under 50k	39%	(448)	23%	(270)	8%	(98)	10%	(115)	20%	(226)	1158
Income: 50k-100k	46%	(304)	25%	(165)	8%	(52)	11%	(70)	10%	(69)	660
Income: 100k+	45%	(173)	29%	(112)	9%	(33)	7%	(26)	10%	(38)	382
Ethnicity: White	41%	(709)	25%	(436)	9%	(152)	10%	(181)	14%	(244)	1722
Ethnicity: Hispanic	45%	(157)	23%	(82)	8%	(28)	6%	(22)	17%	(61)	349

Continued on next page

Table MCEN6_3: Do you agree or disagree with the following statements?
Celebrities should use all platforms available to them the encourage the public to wear facial masks

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Adults	42%	(926)	25%	(547)	8%	(183)	10%	(211)	15%	(333)	2200
Ethnicity: Black	49%	(135)	24%	(65)	7%	(19)	4%	(12)	16%	(43)	274
Ethnicity: Other	40%	(82)	22%	(46)	6%	(12)	9%	(18)	23%	(46)	204
All Christian	43%	(444)	26%	(271)	9%	(90)	10%	(104)	12%	(123)	1031
All Non-Christian	45%	(57)	29%	(37)	9%	(12)	7%	(9)	9%	(11)	127
Atheist	50%	(32)	23%	(15)	4%	(3)	6%	(4)	17%	(11)	65
Agnostic/Nothing in particular	40%	(224)	24%	(136)	7%	(37)	10%	(54)	19%	(105)	555
Something Else	40%	(168)	21%	(89)	10%	(42)	9%	(40)	20%	(83)	422
Religious Non-Protestant/Catholic	42%	(62)	29%	(43)	9%	(13)	7%	(11)	12%	(18)	146
Evangelical	41%	(285)	23%	(164)	10%	(72)	10%	(73)	15%	(106)	700
Non-Evangelical	45%	(317)	26%	(181)	8%	(57)	9%	(67)	12%	(87)	709
Community: Urban	45%	(319)	26%	(183)	10%	(69)	7%	(48)	12%	(85)	705
Community: Suburban	42%	(385)	26%	(236)	8%	(74)	10%	(92)	14%	(130)	917
Community: Rural	38%	(221)	22%	(128)	7%	(40)	12%	(71)	21%	(119)	578
Employ: Private Sector	42%	(273)	26%	(171)	10%	(65)	9%	(56)	13%	(84)	649
Employ: Government	37%	(63)	33%	(56)	15%	(25)	6%	(11)	8%	(13)	169
Employ: Self-Employed	36%	(64)	24%	(42)	8%	(14)	15%	(27)	17%	(30)	177
Employ: Homemaker	41%	(57)	20%	(27)	11%	(16)	12%	(17)	15%	(21)	137
Employ: Student	39%	(50)	26%	(33)	6%	(7)	7%	(9)	23%	(29)	128
Employ: Retired	48%	(217)	25%	(115)	5%	(24)	11%	(48)	11%	(49)	452
Employ: Unemployed	41%	(137)	21%	(72)	7%	(24)	10%	(32)	21%	(70)	335
Employ: Other	43%	(66)	20%	(30)	6%	(9)	7%	(11)	24%	(37)	153
Military HH: Yes	42%	(164)	28%	(109)	9%	(34)	10%	(38)	12%	(47)	392
Military HH: No	42%	(762)	24%	(438)	8%	(150)	10%	(173)	16%	(286)	1808
RD/WT: Right Direction	44%	(224)	26%	(133)	9%	(47)	8%	(42)	12%	(59)	504
RD/WT: Wrong Track	41%	(702)	24%	(415)	8%	(136)	10%	(169)	16%	(274)	1696
Trump Job Approve	30%	(237)	23%	(186)	13%	(102)	19%	(149)	16%	(126)	799
Trump Job Disapprove	52%	(666)	27%	(339)	6%	(79)	4%	(55)	11%	(139)	1277

Continued on next page

Table MCEN6_3: Do you agree or disagree with the following statements?
Celebrities should use all platforms available to them the encourage the public to wear facial masks

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Adults	42%	(926)	25%	(547)	8%	(183)	10%	(211)	15%	(333)	2200
Trump Job Strongly Approve	29%	(135)	20%	(90)	12%	(55)	24%	(110)	15%	(69)	459
Trump Job Somewhat Approve	30%	(102)	28%	(96)	14%	(46)	12%	(39)	17%	(57)	340
Trump Job Somewhat Disapprove	30%	(77)	38%	(98)	10%	(26)	7%	(18)	15%	(37)	256
Trump Job Strongly Disapprove	58%	(590)	24%	(241)	5%	(52)	4%	(37)	10%	(101)	1022
Favorable of Trump	31%	(249)	22%	(179)	12%	(93)	19%	(149)	17%	(134)	804
Unfavorable of Trump	51%	(659)	27%	(343)	6%	(79)	4%	(54)	11%	(147)	1283
Very Favorable of Trump	32%	(153)	18%	(88)	11%	(54)	23%	(111)	16%	(78)	484
Somewhat Favorable of Trump	30%	(96)	28%	(91)	12%	(39)	12%	(38)	18%	(56)	320
Somewhat Unfavorable of Trump	30%	(68)	39%	(88)	9%	(20)	6%	(14)	15%	(33)	223
Very Unfavorable of Trump	56%	(591)	24%	(255)	6%	(59)	4%	(40)	11%	(114)	1060
#1 Issue: Economy	37%	(310)	26%	(215)	11%	(92)	12%	(99)	15%	(124)	839
#1 Issue: Security	33%	(83)	22%	(54)	10%	(26)	17%	(43)	18%	(44)	248
#1 Issue: Health Care	54%	(214)	26%	(105)	4%	(17)	3%	(12)	13%	(50)	399
#1 Issue: Medicare / Social Security	50%	(139)	28%	(78)	4%	(12)	7%	(19)	10%	(28)	277
#1 Issue: Women's Issues	49%	(51)	24%	(25)	8%	(9)	5%	(6)	14%	(15)	106
#1 Issue: Education	30%	(31)	27%	(28)	10%	(10)	10%	(10)	22%	(23)	104
#1 Issue: Energy	60%	(46)	17%	(13)	7%	(5)	4%	(3)	12%	(9)	76
#1 Issue: Other	34%	(51)	19%	(29)	8%	(12)	13%	(19)	26%	(40)	150
2020 Vote: Joe Biden	59%	(587)	25%	(254)	5%	(50)	3%	(30)	8%	(77)	998
2020 Vote: Donald Trump	27%	(170)	24%	(156)	13%	(82)	21%	(135)	15%	(95)	637
2020 Vote: Other	25%	(24)	31%	(29)	12%	(11)	8%	(8)	24%	(23)	95
2020 Vote: Didn't Vote	31%	(145)	23%	(106)	9%	(40)	8%	(38)	29%	(138)	468
2018 House Vote: Democrat	60%	(447)	24%	(182)	6%	(41)	3%	(19)	7%	(55)	744
2018 House Vote: Republican	31%	(169)	25%	(137)	10%	(53)	22%	(117)	12%	(65)	541
2018 House Vote: Someone else	27%	(17)	16%	(10)	10%	(6)	14%	(9)	33%	(21)	64
2016 Vote: Hillary Clinton	61%	(414)	25%	(173)	5%	(34)	2%	(15)	7%	(47)	684
2016 Vote: Donald Trump	32%	(200)	23%	(142)	11%	(69)	21%	(129)	14%	(87)	628
2016 Vote: Other	29%	(29)	28%	(28)	12%	(12)	11%	(11)	20%	(20)	100
2016 Vote: Didn't Vote	36%	(281)	26%	(204)	9%	(67)	7%	(55)	23%	(179)	786

Continued on next page

Table MCEN6_3: Do you agree or disagree with the following statements?
Celebrities should use all platforms available to them the encourage the public to wear facial masks

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Adults	42%	(926)	25%	(547)	8%	(183)	10%	(211)	15%	(333)	2200
Voted in 2014: Yes	46%	(539)	25%	(295)	8%	(88)	11%	(132)	10%	(123)	1177
Voted in 2014: No	38%	(386)	25%	(252)	9%	(95)	8%	(79)	21%	(211)	1023
4-Region: Northeast	49%	(194)	22%	(88)	10%	(41)	8%	(30)	10%	(40)	394
4-Region: Midwest	35%	(164)	26%	(121)	7%	(32)	14%	(67)	17%	(80)	462
4-Region: South	40%	(331)	25%	(207)	9%	(72)	9%	(75)	17%	(139)	824
4-Region: West	46%	(237)	25%	(131)	7%	(39)	7%	(39)	14%	(74)	520
Concerned about COVID	48%	(889)	27%	(502)	7%	(131)	6%	(107)	12%	(228)	1856
Not concerned about COVID	11%	(34)	14%	(44)	17%	(51)	33%	(101)	25%	(76)	307
Unfollowed celeb on social bc politics	51%	(321)	24%	(148)	9%	(55)	11%	(66)	6%	(36)	626
Not unfollowed celeb on social bc politics	42%	(539)	28%	(356)	9%	(119)	9%	(116)	12%	(159)	1289
Unfollowed celeb on social bc too much politics	43%	(241)	25%	(141)	11%	(61)	13%	(70)	8%	(42)	554
Not unfollowed celeb on social bc too much politics	44%	(592)	28%	(368)	8%	(113)	8%	(110)	11%	(149)	1332
Not watched movie/TV show bc cast politics	46%	(286)	25%	(157)	8%	(53)	15%	(92)	6%	(35)	623
Has not not watched movie/TV show bc cast politics	44%	(577)	27%	(357)	9%	(120)	8%	(107)	12%	(164)	1326
Donated/volunteered bc celeb encouraged	56%	(223)	29%	(114)	8%	(32)	4%	(18)	3%	(11)	399
Not donated/volunteered bc celeb encouraged	41%	(625)	26%	(395)	9%	(136)	12%	(180)	13%	(199)	1535
Shared/re-posted celeb social bc agreed	54%	(359)	26%	(171)	9%	(61)	7%	(47)	4%	(29)	667
Not shared/re-posted celeb social bc agreed	40%	(506)	27%	(341)	9%	(113)	11%	(146)	13%	(169)	1275

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

Table MCEN6_4: Do you agree or disagree with the following statements?
Celebrities should use all platforms available to them the encourage the public to practice social distancing

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Adults	41%	(910)	27%	(589)	7%	(156)	9%	(201)	16%	(344)	2200
Gender: Male	42%	(448)	28%	(295)	7%	(74)	10%	(101)	14%	(144)	1062
Gender: Female	41%	(463)	26%	(294)	7%	(83)	9%	(100)	18%	(199)	1138
Age: 18-34	38%	(246)	27%	(176)	9%	(60)	6%	(43)	20%	(130)	655
Age: 35-44	42%	(151)	31%	(112)	6%	(21)	7%	(25)	14%	(49)	358
Age: 45-64	41%	(310)	25%	(184)	7%	(56)	12%	(87)	15%	(114)	751
Age: 65+	47%	(203)	27%	(116)	5%	(20)	11%	(47)	12%	(50)	436
GenZers: 1997-2012	35%	(106)	23%	(70)	10%	(31)	7%	(21)	24%	(72)	299
Millennials: 1981-1996	41%	(261)	30%	(192)	8%	(48)	6%	(40)	14%	(91)	632
GenXers: 1965-1980	38%	(197)	24%	(125)	8%	(43)	12%	(60)	18%	(96)	520
Baby Boomers: 1946-1964	46%	(316)	27%	(184)	5%	(35)	11%	(77)	12%	(81)	693
PID: Dem (no lean)	58%	(508)	28%	(246)	5%	(44)	3%	(23)	7%	(61)	882
PID: Ind (no lean)	30%	(211)	26%	(187)	8%	(60)	9%	(67)	26%	(184)	708
PID: Rep (no lean)	31%	(191)	25%	(155)	9%	(53)	18%	(112)	16%	(99)	610
PID/Gender: Dem Men	57%	(234)	29%	(122)	6%	(27)	3%	(11)	5%	(21)	414
PID/Gender: Dem Women	58%	(273)	27%	(125)	4%	(17)	3%	(12)	9%	(40)	467
PID/Gender: Ind Men	33%	(108)	25%	(83)	7%	(24)	8%	(26)	26%	(85)	325
PID/Gender: Ind Women	27%	(103)	27%	(105)	9%	(36)	11%	(40)	26%	(99)	383
PID/Gender: Rep Men	33%	(105)	28%	(90)	7%	(24)	20%	(64)	12%	(39)	322
PID/Gender: Rep Women	30%	(86)	22%	(64)	10%	(30)	17%	(48)	21%	(60)	288
Ideo: Liberal (1-3)	55%	(362)	29%	(194)	6%	(41)	4%	(25)	6%	(42)	664
Ideo: Moderate (4)	41%	(258)	30%	(192)	6%	(38)	5%	(33)	18%	(111)	631
Ideo: Conservative (5-7)	33%	(211)	24%	(154)	10%	(63)	20%	(127)	14%	(91)	647
Educ: < College	40%	(604)	26%	(386)	7%	(103)	9%	(143)	18%	(276)	1512
Educ: Bachelors degree	44%	(194)	28%	(123)	8%	(37)	9%	(39)	11%	(50)	444
Educ: Post-grad	46%	(113)	32%	(79)	6%	(16)	8%	(19)	7%	(17)	244
Income: Under 50k	39%	(447)	25%	(294)	7%	(77)	10%	(110)	20%	(229)	1158
Income: 50k-100k	43%	(284)	28%	(187)	7%	(47)	10%	(66)	11%	(75)	660
Income: 100k+	47%	(178)	28%	(107)	8%	(32)	6%	(25)	10%	(39)	382
Ethnicity: White	40%	(687)	27%	(470)	8%	(131)	10%	(176)	15%	(258)	1722
Ethnicity: Hispanic	45%	(158)	25%	(88)	8%	(29)	6%	(21)	15%	(54)	349

Continued on next page

Table MCEN6_4: Do you agree or disagree with the following statements?
Celebrities should use all platforms available to them the encourage the public to practice social distancing

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Adults	41%	(910)	27%	(589)	7%	(156)	9%	(201)	16%	(344)	2200
Ethnicity: Black	49%	(134)	26%	(70)	5%	(14)	3%	(8)	17%	(48)	274
Ethnicity: Other	44%	(89)	24%	(49)	6%	(12)	8%	(17)	19%	(38)	204
All Christian	43%	(448)	27%	(277)	7%	(73)	10%	(103)	12%	(129)	1031
All Non-Christian	48%	(60)	26%	(33)	10%	(13)	6%	(8)	10%	(13)	127
Atheist	38%	(25)	35%	(23)	5%	(3)	5%	(3)	17%	(11)	65
Agnostic/Nothing in particular	36%	(201)	30%	(168)	6%	(36)	9%	(51)	18%	(99)	555
Something Else	42%	(176)	21%	(88)	7%	(32)	9%	(36)	22%	(91)	422
Religious Non-Protestant/Catholic	44%	(65)	27%	(40)	10%	(15)	5%	(8)	13%	(19)	146
Evangelical	42%	(294)	24%	(167)	7%	(47)	10%	(69)	17%	(122)	700
Non-Evangelical	45%	(316)	26%	(185)	7%	(51)	10%	(70)	12%	(88)	709
Community: Urban	46%	(321)	28%	(199)	8%	(59)	6%	(41)	12%	(85)	705
Community: Suburban	41%	(372)	27%	(251)	8%	(70)	10%	(88)	15%	(137)	917
Community: Rural	38%	(218)	24%	(139)	5%	(28)	13%	(73)	21%	(122)	578
Employ: Private Sector	42%	(274)	27%	(175)	9%	(56)	8%	(49)	15%	(95)	649
Employ: Government	35%	(59)	39%	(65)	13%	(23)	6%	(10)	7%	(13)	169
Employ: Self-Employed	36%	(65)	24%	(43)	6%	(11)	15%	(27)	18%	(32)	177
Employ: Homemaker	37%	(51)	23%	(32)	7%	(10)	14%	(19)	18%	(25)	137
Employ: Student	40%	(51)	22%	(28)	10%	(12)	7%	(8)	22%	(28)	128
Employ: Retired	47%	(211)	29%	(132)	4%	(18)	10%	(45)	10%	(47)	452
Employ: Unemployed	42%	(139)	22%	(74)	7%	(23)	9%	(30)	21%	(69)	335
Employ: Other	39%	(60)	26%	(40)	3%	(4)	9%	(13)	23%	(35)	153
Military HH: Yes	42%	(164)	27%	(104)	9%	(35)	10%	(39)	13%	(49)	392
Military HH: No	41%	(747)	27%	(484)	7%	(121)	9%	(162)	16%	(294)	1808
RD/WT: Right Direction	45%	(225)	27%	(137)	8%	(41)	8%	(42)	12%	(59)	504
RD/WT: Wrong Track	40%	(685)	27%	(451)	7%	(116)	9%	(159)	17%	(284)	1696
Trump Job Approve	28%	(225)	26%	(204)	10%	(81)	19%	(150)	17%	(139)	799
Trump Job Disapprove	52%	(658)	29%	(367)	6%	(71)	3%	(41)	11%	(140)	1277

Continued on next page

Table MCEN6_4: Do you agree or disagree with the following statements?

Celebrities should use all platforms available to them the encourage the public to practice social distancing

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Adults	41%	(910)	27%	(589)	7%	(156)	9%	(201)	16%	(344)	2200
Trump Job Strongly Approve	28%	(130)	22%	(100)	9%	(41)	25%	(114)	16%	(73)	459
Trump Job Somewhat Approve	28%	(95)	30%	(103)	12%	(40)	11%	(36)	19%	(65)	340
Trump Job Somewhat Disapprove	31%	(79)	38%	(98)	10%	(26)	5%	(13)	16%	(40)	256
Trump Job Strongly Disapprove	57%	(579)	26%	(269)	4%	(45)	3%	(28)	10%	(100)	1022
Favorable of Trump	30%	(239)	25%	(204)	9%	(73)	18%	(146)	17%	(140)	804
Unfavorable of Trump	51%	(658)	28%	(360)	5%	(69)	4%	(45)	12%	(151)	1283
Very Favorable of Trump	31%	(149)	20%	(95)	9%	(42)	23%	(113)	17%	(84)	484
Somewhat Favorable of Trump	28%	(90)	34%	(109)	10%	(31)	10%	(33)	18%	(56)	320
Somewhat Unfavorable of Trump	31%	(68)	36%	(81)	9%	(20)	6%	(13)	18%	(41)	223
Very Unfavorable of Trump	56%	(590)	26%	(279)	5%	(49)	3%	(33)	10%	(110)	1060
#1 Issue: Economy	37%	(310)	26%	(222)	10%	(80)	11%	(93)	16%	(134)	839
#1 Issue: Security	33%	(82)	24%	(61)	6%	(16)	18%	(45)	18%	(45)	248
#1 Issue: Health Care	51%	(204)	27%	(110)	6%	(23)	4%	(15)	12%	(47)	399
#1 Issue: Medicare / Social Security	50%	(138)	30%	(82)	4%	(10)	6%	(18)	10%	(29)	277
#1 Issue: Women's Issues	46%	(48)	31%	(32)	6%	(6)	2%	(2)	17%	(18)	106
#1 Issue: Education	36%	(37)	26%	(27)	8%	(8)	7%	(8)	23%	(24)	104
#1 Issue: Energy	53%	(40)	27%	(21)	6%	(5)	3%	(2)	11%	(8)	76
#1 Issue: Other	34%	(51)	22%	(33)	6%	(9)	13%	(19)	25%	(38)	150
2020 Vote: Joe Biden	59%	(587)	27%	(269)	4%	(44)	2%	(22)	8%	(76)	998
2020 Vote: Donald Trump	27%	(170)	25%	(159)	11%	(70)	21%	(135)	16%	(103)	637
2020 Vote: Other	19%	(18)	36%	(34)	11%	(10)	10%	(10)	24%	(23)	95
2020 Vote: Didn't Vote	29%	(135)	27%	(124)	7%	(33)	7%	(34)	30%	(141)	468
2018 House Vote: Democrat	59%	(439)	27%	(197)	5%	(36)	2%	(17)	7%	(56)	744
2018 House Vote: Republican	30%	(165)	27%	(147)	8%	(44)	21%	(114)	13%	(71)	541
2018 House Vote: Someone else	26%	(17)	18%	(12)	10%	(7)	11%	(7)	34%	(22)	64
2016 Vote: Hillary Clinton	60%	(409)	27%	(185)	4%	(25)	3%	(18)	7%	(47)	684
2016 Vote: Donald Trump	32%	(202)	24%	(154)	9%	(58)	20%	(124)	14%	(91)	628
2016 Vote: Other	27%	(27)	27%	(27)	11%	(11)	12%	(12)	22%	(22)	100
2016 Vote: Didn't Vote	34%	(271)	28%	(223)	8%	(62)	6%	(47)	23%	(183)	786

Continued on next page

Table MCEN6_4: Do you agree or disagree with the following statements?
Celebrities should use all platforms available to them the encourage the public to practice social distancing

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Adults	41%	(910)	27%	(589)	7%	(156)	9%	(201)	16%	(344)	2200
Voted in 2014: Yes	45%	(531)	26%	(310)	6%	(75)	11%	(132)	11%	(129)	1177
Voted in 2014: No	37%	(380)	27%	(278)	8%	(81)	7%	(69)	21%	(214)	1023
4-Region: Northeast	48%	(189)	25%	(99)	8%	(30)	8%	(33)	11%	(42)	394
4-Region: Midwest	35%	(163)	28%	(128)	6%	(30)	13%	(60)	18%	(82)	462
4-Region: South	41%	(336)	26%	(216)	6%	(51)	9%	(75)	18%	(147)	824
4-Region: West	43%	(223)	28%	(145)	9%	(46)	6%	(33)	14%	(73)	520
Concerned about COVID	47%	(866)	29%	(540)	6%	(111)	6%	(107)	12%	(232)	1856
Not concerned about COVID	13%	(41)	15%	(47)	14%	(44)	30%	(91)	27%	(84)	307
Unfollowed celeb on social bc politics	52%	(324)	24%	(150)	8%	(47)	10%	(63)	7%	(41)	626
Not unfollowed celeb on social bc politics	41%	(527)	31%	(397)	7%	(95)	9%	(111)	12%	(159)	1289
Unfollowed celeb on social bc too much politics	43%	(237)	28%	(157)	10%	(58)	11%	(63)	7%	(39)	554
Not unfollowed celeb on social bc too much politics	44%	(585)	30%	(397)	6%	(84)	8%	(110)	12%	(157)	1332
Not watched movie/TV show bc cast politics	45%	(282)	25%	(153)	10%	(60)	15%	(91)	6%	(36)	623
Has not not watched movie/TV show bc cast politics	43%	(576)	30%	(398)	6%	(83)	8%	(104)	12%	(166)	1326
Donated/volunteered bc celeb encouraged	58%	(231)	27%	(109)	5%	(21)	6%	(23)	4%	(15)	399
Not donated/volunteered bc celeb encouraged	40%	(613)	28%	(432)	7%	(114)	11%	(171)	13%	(206)	1535
Shared/re-posted celeb social bc agreed	54%	(359)	26%	(170)	7%	(46)	7%	(50)	6%	(41)	667
Not shared/re-posted celeb social bc agreed	39%	(494)	30%	(379)	7%	(95)	11%	(139)	13%	(168)	1275

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

Table MCEN6_5: Do you agree or disagree with the following statements?

Celebrities are role models and should set an example by following proper COVID-19 pandemic (coronavirus) protocols

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Adults	40%	(878)	27%	(592)	7%	(161)	10%	(230)	15%	(339)	2200
Gender: Male	40%	(430)	27%	(290)	8%	(85)	11%	(115)	13%	(142)	1062
Gender: Female	39%	(448)	27%	(302)	7%	(76)	10%	(116)	17%	(197)	1138
Age: 18-34	37%	(244)	27%	(180)	7%	(47)	9%	(60)	19%	(124)	655
Age: 35-44	42%	(152)	29%	(105)	8%	(27)	6%	(21)	15%	(53)	358
Age: 45-64	38%	(288)	25%	(191)	8%	(63)	12%	(91)	16%	(118)	751
Age: 65+	44%	(194)	27%	(117)	6%	(24)	13%	(58)	10%	(44)	436
GenZers: 1997-2012	35%	(104)	23%	(68)	7%	(20)	11%	(32)	25%	(75)	299
Millennials: 1981-1996	42%	(265)	31%	(195)	7%	(46)	7%	(43)	13%	(84)	632
GenXers: 1965-1980	37%	(190)	25%	(132)	9%	(45)	11%	(55)	19%	(97)	520
Baby Boomers: 1946-1964	42%	(289)	26%	(181)	7%	(49)	14%	(96)	11%	(78)	693
PID: Dem (no lean)	55%	(483)	27%	(241)	6%	(51)	4%	(34)	8%	(73)	882
PID: Ind (no lean)	31%	(218)	26%	(185)	7%	(53)	11%	(79)	25%	(174)	708
PID: Rep (no lean)	29%	(177)	27%	(167)	9%	(57)	19%	(117)	15%	(92)	610
PID/Gender: Dem Men	55%	(228)	29%	(121)	6%	(27)	3%	(14)	6%	(26)	414
PID/Gender: Dem Women	55%	(256)	26%	(120)	5%	(24)	4%	(20)	10%	(48)	467
PID/Gender: Ind Men	34%	(111)	26%	(84)	7%	(24)	11%	(35)	22%	(72)	325
PID/Gender: Ind Women	28%	(106)	26%	(101)	8%	(29)	11%	(44)	27%	(102)	383
PID/Gender: Rep Men	28%	(91)	27%	(86)	11%	(34)	20%	(66)	14%	(45)	322
PID/Gender: Rep Women	30%	(86)	28%	(81)	8%	(23)	18%	(51)	16%	(47)	288
Ideo: Liberal (1-3)	55%	(365)	27%	(177)	6%	(43)	5%	(34)	7%	(45)	664
Ideo: Moderate (4)	38%	(237)	31%	(195)	7%	(47)	7%	(46)	17%	(106)	631
Ideo: Conservative (5-7)	31%	(203)	25%	(165)	10%	(64)	21%	(135)	13%	(81)	647
Educ: < College	38%	(572)	26%	(389)	7%	(107)	11%	(161)	19%	(283)	1512
Educ: Bachelors degree	44%	(197)	28%	(124)	8%	(35)	11%	(51)	8%	(37)	444
Educ: Post-grad	45%	(109)	33%	(79)	8%	(19)	7%	(18)	8%	(19)	244
Income: Under 50k	37%	(431)	24%	(282)	6%	(75)	11%	(124)	21%	(246)	1158
Income: 50k-100k	42%	(280)	28%	(187)	9%	(58)	11%	(75)	9%	(60)	660
Income: 100k+	44%	(167)	32%	(123)	7%	(28)	8%	(31)	9%	(33)	382
Ethnicity: White	39%	(668)	28%	(474)	7%	(127)	12%	(208)	14%	(245)	1722
Ethnicity: Hispanic	46%	(160)	24%	(85)	6%	(22)	6%	(21)	17%	(61)	349

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Table MCEN6_5: Do you agree or disagree with the following statements?

Celebrities are role models and should set an example by following proper COVID-19 pandemic (coronavirus) protocols

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Adults	40%	(878)	27%	(592)	7%	(161)	10%	(230)	15%	(339)	2200
Ethnicity: Black	45%	(123)	27%	(74)	8%	(22)	4%	(10)	17%	(46)	274
Ethnicity: Other	43%	(87)	22%	(44)	6%	(12)	6%	(12)	24%	(49)	204
All Christian	41%	(419)	29%	(296)	7%	(76)	12%	(124)	11%	(117)	1031
All Non-Christian	53%	(68)	23%	(30)	9%	(11)	6%	(7)	9%	(12)	127
Atheist	43%	(28)	29%	(19)	3%	(2)	8%	(5)	17%	(11)	65
Agnostic/Nothing in particular	36%	(198)	26%	(147)	7%	(38)	11%	(60)	20%	(113)	555
Something Else	39%	(166)	24%	(101)	8%	(35)	8%	(34)	21%	(87)	422
Religious Non-Protestant/Catholic	48%	(71)	26%	(38)	9%	(13)	5%	(7)	11%	(16)	146
Evangelical	40%	(281)	28%	(197)	7%	(50)	10%	(67)	15%	(104)	700
Non-Evangelical	42%	(294)	26%	(183)	8%	(57)	12%	(86)	12%	(88)	709
Community: Urban	43%	(304)	29%	(204)	8%	(56)	7%	(48)	13%	(94)	705
Community: Suburban	41%	(374)	27%	(246)	8%	(73)	11%	(97)	14%	(127)	917
Community: Rural	35%	(200)	25%	(143)	6%	(32)	15%	(85)	21%	(119)	578
Employ: Private Sector	39%	(252)	30%	(194)	9%	(59)	9%	(59)	13%	(85)	649
Employ: Government	44%	(75)	32%	(53)	10%	(16)	8%	(13)	6%	(11)	169
Employ: Self-Employed	31%	(56)	28%	(49)	8%	(15)	15%	(27)	17%	(30)	177
Employ: Homemaker	42%	(58)	24%	(32)	8%	(10)	11%	(14)	16%	(22)	137
Employ: Student	39%	(50)	21%	(27)	8%	(10)	11%	(14)	21%	(27)	128
Employ: Retired	44%	(199)	27%	(121)	5%	(23)	13%	(59)	11%	(51)	452
Employ: Unemployed	39%	(129)	23%	(78)	6%	(19)	9%	(31)	23%	(77)	335
Employ: Other	39%	(60)	25%	(38)	6%	(9)	8%	(12)	23%	(35)	153
Military HH: Yes	40%	(155)	28%	(109)	8%	(31)	12%	(45)	13%	(51)	392
Military HH: No	40%	(723)	27%	(483)	7%	(130)	10%	(185)	16%	(288)	1808
RD/WT: Right Direction	42%	(211)	29%	(148)	7%	(37)	9%	(43)	13%	(65)	504
RD/WT: Wrong Track	39%	(667)	26%	(444)	7%	(124)	11%	(187)	16%	(274)	1696
Trump Job Approve	28%	(222)	27%	(216)	10%	(77)	19%	(150)	17%	(134)	799
Trump Job Disapprove	50%	(633)	28%	(356)	6%	(81)	6%	(71)	11%	(138)	1277

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Table MCEN6_5: Do you agree or disagree with the following statements?

Celebrities are role models and should set an example by following proper COVID-19 pandemic (coronavirus) protocols

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Adults	40%	(878)	27%	(592)	7%	(161)	10%	(230)	15%	(339)	2200
Trump Job Strongly Approve	28%	(130)	23%	(106)	8%	(36)	23%	(104)	18%	(83)	459
Trump Job Somewhat Approve	27%	(92)	32%	(110)	12%	(41)	14%	(46)	15%	(51)	340
Trump Job Somewhat Disapprove	34%	(86)	35%	(90)	10%	(26)	8%	(21)	13%	(33)	256
Trump Job Strongly Disapprove	54%	(547)	26%	(266)	5%	(55)	5%	(49)	10%	(105)	1022
Favorable of Trump	29%	(230)	27%	(220)	9%	(72)	18%	(148)	17%	(134)	804
Unfavorable of Trump	49%	(624)	27%	(347)	7%	(86)	6%	(72)	12%	(155)	1283
Very Favorable of Trump	30%	(144)	23%	(111)	8%	(41)	21%	(102)	18%	(86)	484
Somewhat Favorable of Trump	27%	(86)	34%	(109)	10%	(31)	14%	(46)	15%	(47)	320
Somewhat Unfavorable of Trump	30%	(66)	32%	(72)	12%	(27)	9%	(19)	17%	(38)	223
Very Unfavorable of Trump	53%	(557)	26%	(275)	5%	(58)	5%	(53)	11%	(117)	1060
#1 Issue: Economy	35%	(291)	27%	(225)	9%	(78)	14%	(117)	15%	(129)	839
#1 Issue: Security	31%	(76)	25%	(63)	7%	(17)	17%	(42)	20%	(50)	248
#1 Issue: Health Care	47%	(188)	30%	(118)	7%	(28)	4%	(16)	12%	(49)	399
#1 Issue: Medicare / Social Security	48%	(132)	31%	(85)	4%	(10)	9%	(24)	9%	(26)	277
#1 Issue: Women's Issues	51%	(54)	24%	(26)	4%	(4)	5%	(6)	15%	(16)	106
#1 Issue: Education	37%	(38)	21%	(22)	11%	(12)	8%	(9)	23%	(24)	104
#1 Issue: Energy	60%	(46)	21%	(16)	8%	(6)	4%	(3)	7%	(5)	76
#1 Issue: Other	34%	(51)	26%	(38)	4%	(7)	9%	(14)	27%	(41)	150
2020 Vote: Joe Biden	54%	(543)	28%	(278)	6%	(58)	3%	(35)	8%	(85)	998
2020 Vote: Donald Trump	25%	(160)	26%	(168)	11%	(69)	22%	(139)	16%	(102)	637
2020 Vote: Other	31%	(29)	24%	(23)	12%	(11)	12%	(11)	22%	(21)	95
2020 Vote: Didn't Vote	31%	(146)	26%	(122)	5%	(23)	10%	(46)	28%	(131)	468
2018 House Vote: Democrat	55%	(412)	28%	(206)	5%	(40)	3%	(26)	8%	(60)	744
2018 House Vote: Republican	29%	(158)	26%	(143)	10%	(54)	23%	(122)	12%	(64)	541
2018 House Vote: Someone else	28%	(18)	13%	(8)	7%	(4)	20%	(13)	32%	(20)	64
2016 Vote: Hillary Clinton	56%	(385)	28%	(190)	5%	(34)	4%	(25)	7%	(49)	684
2016 Vote: Donald Trump	29%	(182)	26%	(164)	10%	(64)	21%	(133)	13%	(85)	628
2016 Vote: Other	34%	(34)	21%	(21)	12%	(12)	14%	(14)	18%	(18)	100
2016 Vote: Didn't Vote	35%	(274)	28%	(217)	6%	(50)	7%	(58)	24%	(187)	786

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Table MCEN6_5: Do you agree or disagree with the following statements?
Celebrities are role models and should set an example by following proper COVID-19 pandemic (coronavirus) protocols

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Adults	40%	(878)	27%	(592)	7%	(161)	10%	(230)	15%	(339)	2200
Voted in 2014: Yes	43%	(507)	26%	(301)	8%	(91)	13%	(154)	11%	(124)	1177
Voted in 2014: No	36%	(370)	28%	(291)	7%	(70)	8%	(77)	21%	(215)	1023
4-Region: Northeast	45%	(178)	29%	(112)	8%	(30)	8%	(30)	11%	(44)	394
4-Region: Midwest	32%	(150)	26%	(122)	7%	(32)	15%	(71)	19%	(88)	462
4-Region: South	40%	(329)	27%	(219)	8%	(62)	10%	(79)	16%	(135)	824
4-Region: West	43%	(222)	27%	(139)	7%	(37)	10%	(51)	14%	(72)	520
Concerned about COVID	45%	(834)	28%	(525)	7%	(127)	8%	(140)	12%	(230)	1856
Not concerned about COVID	13%	(40)	21%	(66)	11%	(34)	28%	(87)	26%	(80)	307
Unfollowed celeb on social bc politics	51%	(316)	25%	(157)	8%	(51)	10%	(64)	6%	(38)	626
Not unfollowed celeb on social bc politics	39%	(498)	31%	(397)	8%	(98)	10%	(132)	13%	(163)	1289
Unfollowed celeb on social bc too much politics	45%	(250)	27%	(149)	9%	(51)	13%	(70)	6%	(34)	554
Not unfollowed celeb on social bc too much politics	41%	(549)	30%	(406)	7%	(96)	9%	(126)	12%	(155)	1332
Not watched movie/TV show bc cast politics	46%	(284)	24%	(151)	9%	(53)	15%	(91)	7%	(43)	623
Has not not watched movie/TV show bc cast politics	41%	(540)	31%	(405)	7%	(95)	9%	(123)	12%	(163)	1326
Donated/volunteered bc celeb encouraged	50%	(200)	31%	(123)	9%	(36)	5%	(20)	5%	(20)	399
Not donated/volunteered bc celeb encouraged	40%	(612)	28%	(431)	8%	(116)	12%	(185)	12%	(191)	1535
Shared/re-posted celeb social bc agreed	50%	(334)	29%	(195)	7%	(50)	6%	(42)	7%	(46)	667
Not shared/re-posted celeb social bc agreed	38%	(486)	28%	(363)	8%	(102)	13%	(163)	13%	(160)	1275

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

Table MCEN7: Consider celebrities, such as actors, musicians or athletes. Which of the following is closest to your opinion, even if neither is exactly right?

Demographic	Calling out celebrities for not following COVID-19 pandemic (coronavirus) protocols, such as wearing a mask in public or social distancing, improves the behaviors of all people.		Calling out celebrities for not following COVID-19 pandemic (coronavirus) protocols, such as wearing a mask in public or social distancing, does not improve the behaviors of all people.		Don't know / No opinion		Total N
Adults	34%	(752)	40%	(879)	26%	(569)	2200
Gender: Male	39%	(411)	40%	(426)	21%	(225)	1062
Gender: Female	30%	(342)	40%	(452)	30%	(344)	1138
Age: 18-34	36%	(233)	38%	(249)	26%	(173)	655
Age: 35-44	37%	(131)	43%	(153)	20%	(73)	358
Age: 45-64	31%	(236)	40%	(298)	29%	(216)	751
Age: 65+	35%	(152)	41%	(177)	24%	(107)	436
GenZers: 1997-2012	33%	(100)	35%	(105)	32%	(94)	299
Millennials: 1981-1996	38%	(240)	41%	(259)	21%	(133)	632
GenXers: 1965-1980	29%	(151)	42%	(221)	28%	(148)	520
Baby Boomers: 1946-1964	35%	(243)	39%	(272)	26%	(178)	693
PID: Dem (no lean)	44%	(391)	37%	(329)	18%	(162)	882
PID: Ind (no lean)	26%	(185)	39%	(274)	35%	(249)	708
PID: Rep (no lean)	29%	(177)	45%	(276)	26%	(158)	610
PID/Gender: Dem Men	49%	(205)	39%	(163)	11%	(47)	414
PID/Gender: Dem Women	40%	(186)	36%	(167)	25%	(115)	467
PID/Gender: Ind Men	28%	(92)	37%	(121)	35%	(112)	325
PID/Gender: Ind Women	24%	(93)	40%	(153)	36%	(137)	383
PID/Gender: Rep Men	35%	(114)	44%	(143)	20%	(66)	322
PID/Gender: Rep Women	22%	(63)	46%	(133)	32%	(92)	288
Ideo: Liberal (1-3)	45%	(299)	36%	(239)	19%	(126)	664
Ideo: Moderate (4)	34%	(213)	40%	(254)	26%	(164)	631
Ideo: Conservative (5-7)	30%	(195)	47%	(306)	23%	(146)	647

Continued on next page

Table MCEN7: Consider celebrities, such as actors, musicians or athletes. Which of the following is closest to your opinion, even if neither is exactly right?

Demographic	Calling out celebrities for not following COVID-19 pandemic (coronavirus) protocols, such as wearing a mask in public or social distancing, improves the behaviors of all people.		Calling out celebrities for not following COVID-19 pandemic (coronavirus) protocols, such as wearing a mask in public or social distancing, does not improve the behaviors of all people.		Don't know / No opinion		Total N
Adults	34%	(752)	40%	(879)	26%	(569)	2200
Educ: < College	30%	(447)	40%	(611)	30%	(455)	1512
Educ: Bachelors degree	43%	(193)	38%	(170)	18%	(81)	444
Educ: Post-grad	46%	(113)	40%	(97)	14%	(34)	244
Income: Under 50k	29%	(335)	38%	(445)	33%	(378)	1158
Income: 50k-100k	37%	(247)	44%	(287)	19%	(126)	660
Income: 100k+	45%	(171)	38%	(146)	17%	(65)	382
Ethnicity: White	33%	(572)	42%	(721)	25%	(429)	1722
Ethnicity: Hispanic	34%	(119)	41%	(142)	25%	(88)	349
Ethnicity: Black	40%	(110)	34%	(93)	26%	(72)	274
Ethnicity: Other	35%	(71)	32%	(65)	34%	(69)	204
All Christian	37%	(378)	43%	(439)	21%	(215)	1031
All Non-Christian	41%	(52)	42%	(54)	17%	(21)	127
Atheist	37%	(24)	28%	(18)	35%	(23)	65
Agnostic/Nothing in particular	30%	(168)	36%	(197)	34%	(189)	555
Something Else	31%	(130)	40%	(171)	29%	(121)	422
Religious Non-Protestant/Catholic	38%	(56)	43%	(62)	19%	(28)	146
Evangelical	39%	(273)	40%	(278)	21%	(149)	700
Non-Evangelical	32%	(225)	44%	(309)	25%	(175)	709
Community: Urban	43%	(301)	37%	(263)	20%	(141)	705
Community: Suburban	32%	(290)	43%	(390)	26%	(237)	917
Community: Rural	28%	(161)	39%	(225)	33%	(191)	578

Continued on next page

Table MCEN7: Consider celebrities, such as actors, musicians or athletes. Which of the following is closest to your opinion, even if neither is exactly right?

Demographic	Calling out celebrities for not following COVID-19 pandemic (coronavirus) protocols, such as wearing a mask in public or social distancing, improves the behaviors of all people.		Calling out celebrities for not following COVID-19 pandemic (coronavirus) protocols, such as wearing a mask in public or social distancing, does not improve the behaviors of all people.		Don't know / No opinion		Total N
Adults	34%	(752)	40%	(879)	26%	(569)	2200
Employ: Private Sector	39%	(255)	40%	(259)	21%	(135)	649
Employ: Government	42%	(71)	46%	(78)	12%	(20)	169
Employ: Self-Employed	34%	(60)	48%	(84)	18%	(32)	177
Employ: Homemaker	31%	(42)	36%	(49)	34%	(46)	137
Employ: Student	39%	(50)	38%	(48)	23%	(29)	128
Employ: Retired	35%	(156)	40%	(181)	25%	(115)	452
Employ: Unemployed	25%	(83)	35%	(116)	40%	(135)	335
Employ: Other	23%	(35)	41%	(63)	36%	(55)	153
Military HH: Yes	35%	(137)	44%	(173)	21%	(82)	392
Military HH: No	34%	(615)	39%	(706)	27%	(487)	1808
RD/WT: Right Direction	44%	(220)	39%	(194)	18%	(90)	504
RD/WT: Wrong Track	31%	(532)	40%	(684)	28%	(479)	1696
Trump Job Approve	27%	(215)	48%	(380)	26%	(204)	799
Trump Job Disapprove	41%	(528)	37%	(469)	22%	(281)	1277
Trump Job Strongly Approve	29%	(133)	47%	(214)	25%	(112)	459
Trump Job Somewhat Approve	24%	(83)	49%	(166)	27%	(91)	340
Trump Job Somewhat Disapprove	41%	(105)	40%	(101)	19%	(49)	256
Trump Job Strongly Disapprove	41%	(422)	36%	(368)	23%	(232)	1022
Favorable of Trump	26%	(211)	47%	(374)	27%	(218)	804
Unfavorable of Trump	40%	(519)	37%	(474)	23%	(290)	1283
Very Favorable of Trump	27%	(132)	46%	(224)	27%	(128)	484
Somewhat Favorable of Trump	25%	(79)	47%	(151)	28%	(90)	320
Somewhat Unfavorable of Trump	35%	(78)	42%	(95)	22%	(50)	223
Very Unfavorable of Trump	42%	(441)	36%	(379)	23%	(240)	1060

Continued on next page

Table MCEN7: Consider celebrities, such as actors, musicians or athletes. Which of the following is closest to your opinion, even if neither is exactly right?

Demographic	Calling out celebrities for not following COVID-19 pandemic (coronavirus) protocols, such as wearing a mask in public or social distancing, improves the behaviors of all people.		Calling out celebrities for not following COVID-19 pandemic (coronavirus) protocols, such as wearing a mask in public or social distancing, does not improve the behaviors of all people.		Don't know / No opinion		Total N
Adults	34%	(752)	40%	(879)	26%	(569)	2200
#1 Issue: Economy	30%	(254)	44%	(366)	26%	(220)	839
#1 Issue: Security	30%	(74)	41%	(102)	29%	(72)	248
#1 Issue: Health Care	43%	(171)	33%	(133)	24%	(94)	399
#1 Issue: Medicare / Social Security	37%	(101)	39%	(108)	25%	(68)	277
#1 Issue: Women's Issues	44%	(46)	31%	(32)	26%	(27)	106
#1 Issue: Education	31%	(32)	44%	(46)	25%	(26)	104
#1 Issue: Energy	54%	(41)	33%	(25)	13%	(10)	76
#1 Issue: Other	22%	(33)	44%	(67)	34%	(51)	150
2020 Vote: Joe Biden	46%	(460)	36%	(362)	18%	(176)	998
2020 Vote: Donald Trump	25%	(160)	49%	(312)	26%	(165)	637
2020 Vote: Other	28%	(26)	44%	(41)	29%	(27)	95
2020 Vote: Didn't Vote	23%	(106)	34%	(161)	43%	(200)	468
2018 House Vote: Democrat	46%	(342)	37%	(272)	17%	(130)	744
2018 House Vote: Republican	30%	(164)	46%	(248)	24%	(130)	541
2018 House Vote: Someone else	26%	(16)	32%	(20)	43%	(27)	64
2016 Vote: Hillary Clinton	46%	(318)	36%	(247)	17%	(119)	684
2016 Vote: Donald Trump	31%	(193)	46%	(287)	24%	(149)	628
2016 Vote: Other	25%	(25)	43%	(43)	32%	(32)	100
2016 Vote: Didn't Vote	27%	(215)	38%	(302)	34%	(269)	786
Voted in 2014: Yes	39%	(456)	40%	(469)	21%	(252)	1177
Voted in 2014: No	29%	(297)	40%	(410)	31%	(316)	1023

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Table MCEN7: Consider celebrities, such as actors, musicians or athletes. Which of the following is closest to your opinion, even if neither is exactly right?

Demographic	Calling out celebrities for not following COVID-19 pandemic (coronavirus) protocols, such as wearing a mask in public or social distancing, improves the behaviors of all people.		Calling out celebrities for not following COVID-19 pandemic (coronavirus) protocols, such as wearing a mask in public or social distancing, does not improve the behaviors of all people.		Don't know / No opinion		Total N
Adults	34%	(752)	40%	(879)	26%	(569)	2200
4-Region: Northeast	43%	(170)	36%	(141)	21%	(82)	394
4-Region: Midwest	28%	(130)	41%	(189)	31%	(143)	462
4-Region: South	31%	(252)	43%	(357)	26%	(215)	824
4-Region: West	39%	(200)	37%	(191)	25%	(128)	520
Concerned about COVID	38%	(712)	39%	(721)	23%	(424)	1856
Not concerned about COVID	13%	(41)	51%	(157)	36%	(110)	307
Unfollowed celeb on social bc politics	47%	(293)	39%	(243)	14%	(90)	626
Not unfollowed celeb on social bc politics	32%	(412)	44%	(562)	24%	(314)	1289
Unfollowed celeb on social bc too much politics	41%	(228)	43%	(239)	16%	(86)	554
Not unfollowed celeb on social bc too much politics	35%	(469)	42%	(554)	23%	(309)	1332
Not watched movie/TV show bc cast politics	44%	(276)	40%	(247)	16%	(100)	623
Has not not watched movie/TV show bc cast politics	32%	(429)	45%	(590)	23%	(306)	1326
Donated/volunteered bc celeb encouraged	54%	(214)	36%	(145)	10%	(40)	399
Not donated/volunteered bc celeb encouraged	32%	(485)	44%	(677)	24%	(373)	1535
Shared/re-posted celeb social bc agreed	45%	(301)	40%	(266)	15%	(100)	667
Not shared/re-posted celeb social bc agreed	32%	(411)	45%	(570)	23%	(294)	1275

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

Table MCEN8_1: Do you have a favorable or unfavorable opinion of each of the following late-night talk show hosts?

Jimmy Kimmel

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	21% (455)	29% (649)	10% (215)	14% (307)	18% (397)	8% (177)	2200
Gender: Male	21% (226)	30% (315)	12% (124)	17% (179)	15% (159)	6% (58)	1062
Gender: Female	20% (229)	29% (334)	8% (91)	11% (129)	21% (238)	10% (118)	1138
Age: 18-34	21% (135)	28% (186)	10% (68)	8% (49)	19% (122)	15% (95)	655
Age: 35-44	25% (89)	36% (128)	11% (38)	7% (24)	17% (61)	5% (17)	358
Age: 45-64	21% (156)	28% (208)	9% (71)	17% (125)	19% (140)	7% (50)	751
Age: 65+	17% (76)	29% (126)	9% (38)	25% (108)	17% (74)	3% (14)	436
GenZers: 1997-2012	16% (47)	23% (70)	10% (29)	7% (21)	22% (67)	22% (65)	299
Millennials: 1981-1996	25% (157)	34% (213)	11% (72)	7% (43)	16% (103)	7% (44)	632
GenXers: 1965-1980	22% (113)	29% (152)	8% (43)	16% (83)	19% (99)	6% (29)	520
Baby Boomers: 1946-1964	19% (132)	29% (201)	9% (60)	21% (148)	16% (112)	6% (39)	693
PID: Dem (no lean)	34% (296)	38% (333)	6% (57)	2% (20)	13% (111)	7% (65)	882
PID: Ind (no lean)	12% (83)	26% (181)	10% (74)	14% (98)	26% (187)	12% (85)	708
PID: Rep (no lean)	12% (76)	22% (135)	14% (84)	31% (189)	16% (100)	4% (26)	610
PID/Gender: Dem Men	35% (145)	40% (165)	7% (31)	3% (12)	11% (46)	4% (15)	414
PID/Gender: Dem Women	32% (151)	36% (168)	6% (26)	2% (8)	14% (65)	11% (49)	467
PID/Gender: Ind Men	11% (36)	25% (82)	14% (45)	17% (55)	22% (73)	10% (34)	325
PID/Gender: Ind Women	12% (47)	26% (99)	8% (29)	11% (43)	30% (114)	13% (51)	383
PID/Gender: Rep Men	14% (45)	21% (68)	15% (48)	34% (111)	13% (41)	3% (9)	322
PID/Gender: Rep Women	11% (31)	23% (66)	13% (36)	27% (78)	21% (59)	6% (17)	288
Ideo: Liberal (1-3)	34% (225)	36% (239)	8% (50)	4% (27)	15% (97)	4% (25)	664
Ideo: Moderate (4)	20% (126)	36% (227)	9% (56)	8% (52)	18% (114)	9% (56)	631
Ideo: Conservative (5-7)	12% (78)	22% (139)	15% (94)	34% (218)	15% (97)	3% (20)	647
Educ: < College	19% (288)	27% (406)	9% (138)	15% (228)	20% (300)	10% (151)	1512
Educ: Bachelors degree	24% (107)	32% (144)	12% (55)	13% (56)	15% (66)	4% (17)	444
Educ: Post-grad	25% (60)	40% (99)	9% (22)	9% (23)	13% (31)	4% (9)	244
Income: Under 50k	17% (196)	26% (299)	10% (116)	14% (167)	21% (246)	12% (134)	1158
Income: 50k-100k	24% (160)	32% (208)	9% (60)	14% (94)	16% (106)	5% (32)	660
Income: 100k+	26% (99)	37% (141)	10% (40)	12% (47)	12% (45)	3% (11)	382
Ethnicity: White	20% (337)	30% (513)	10% (168)	16% (282)	18% (311)	7% (112)	1722
Ethnicity: Hispanic	18% (64)	29% (100)	12% (42)	9% (30)	15% (53)	17% (61)	349

Continued on next page

Table MCEN8_1: Do you have a favorable or unfavorable opinion of each of the following late-night talk show hosts?

Jimmy Kimmel

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	21% (455)	29% (649)	10% (215)	14% (307)	18% (397)	8% (177)	2200
Ethnicity: Black	30% (81)	30% (81)	9% (24)	3% (8)	17% (46)	12% (33)	274
Ethnicity: Other	18% (38)	27% (55)	11% (23)	9% (18)	19% (40)	15% (31)	204
All Christian	22% (225)	30% (308)	12% (120)	17% (174)	16% (162)	4% (43)	1031
All Non-Christian	27% (34)	29% (37)	13% (16)	9% (12)	13% (17)	9% (11)	127
Atheist	18% (12)	28% (18)	14% (9)	8% (5)	28% (18)	4% (3)	65
Agnostic/Nothing in particular	17% (94)	31% (173)	8% (43)	12% (69)	20% (111)	12% (65)	555
Something Else	21% (90)	27% (113)	6% (27)	11% (48)	21% (88)	13% (55)	422
Religious Non-Protestant/Catholic	27% (39)	29% (42)	14% (21)	9% (13)	14% (20)	8% (11)	146
Evangelical	22% (154)	29% (200)	10% (72)	15% (105)	17% (116)	8% (54)	700
Non-Evangelical	21% (152)	29% (204)	10% (67)	16% (114)	18% (129)	6% (43)	709
Community: Urban	23% (163)	34% (242)	12% (81)	7% (52)	15% (105)	9% (62)	705
Community: Suburban	22% (203)	30% (273)	10% (91)	14% (133)	18% (166)	6% (51)	917
Community: Rural	15% (89)	23% (133)	7% (43)	21% (123)	22% (127)	11% (64)	578
Employ: Private Sector	25% (165)	31% (204)	11% (69)	12% (81)	17% (108)	3% (23)	649
Employ: Government	21% (36)	36% (61)	12% (20)	15% (25)	10% (18)	5% (9)	169
Employ: Self-Employed	21% (36)	27% (49)	8% (15)	16% (28)	18% (32)	10% (17)	177
Employ: Homemaker	19% (26)	25% (34)	8% (11)	10% (14)	27% (38)	11% (15)	137
Employ: Student	21% (27)	26% (34)	12% (15)	8% (10)	15% (19)	18% (23)	128
Employ: Retired	17% (78)	31% (141)	9% (40)	23% (102)	18% (81)	2% (9)	452
Employ: Unemployed	17% (57)	25% (84)	9% (29)	10% (35)	19% (63)	20% (66)	335
Employ: Other	19% (29)	27% (41)	11% (17)	8% (13)	25% (38)	10% (15)	153
Military HH: Yes	17% (67)	27% (105)	12% (46)	20% (80)	19% (76)	4% (17)	392
Military HH: No	21% (388)	30% (544)	9% (169)	13% (227)	18% (321)	9% (159)	1808
RD/WT: Right Direction	26% (130)	28% (140)	11% (57)	15% (75)	14% (69)	7% (33)	504
RD/WT: Wrong Track	19% (325)	30% (509)	9% (158)	14% (233)	19% (328)	8% (144)	1696
Trump Job Approve	13% (108)	22% (176)	13% (104)	31% (244)	16% (129)	5% (38)	799
Trump Job Disapprove	26% (338)	36% (463)	8% (99)	4% (56)	17% (220)	8% (101)	1277

Continued on next page

Table MCEN8_1: Do you have a favorable or unfavorable opinion of each of the following late-night talk show hosts?

Jimmy Kimmel

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	21% (455)	29% (649)	10% (215)	14% (307)	18% (397)	8% (177)	2200
Trump Job Strongly Approve	14% (65)	16% (72)	11% (50)	40% (183)	14% (64)	5% (24)	459
Trump Job Somewhat Approve	12% (42)	31% (104)	16% (54)	18% (61)	19% (65)	4% (14)	340
Trump Job Somewhat Disapprove	14% (35)	31% (80)	17% (44)	11% (28)	20% (52)	6% (16)	256
Trump Job Strongly Disapprove	30% (303)	37% (383)	5% (55)	3% (28)	16% (168)	8% (85)	1022
Favorable of Trump	13% (107)	22% (174)	14% (109)	29% (235)	16% (127)	6% (51)	804
Unfavorable of Trump	26% (334)	36% (461)	8% (102)	5% (63)	17% (221)	8% (101)	1283
Very Favorable of Trump	15% (71)	16% (79)	11% (55)	36% (174)	15% (70)	7% (34)	484
Somewhat Favorable of Trump	11% (36)	30% (95)	17% (54)	19% (61)	18% (57)	5% (17)	320
Somewhat Unfavorable of Trump	14% (32)	33% (73)	13% (29)	9% (20)	24% (53)	7% (16)	223
Very Unfavorable of Trump	28% (302)	37% (387)	7% (74)	4% (43)	16% (169)	8% (85)	1060
#1 Issue: Economy	20% (172)	29% (245)	12% (97)	14% (118)	16% (136)	9% (72)	839
#1 Issue: Security	13% (32)	22% (55)	10% (25)	32% (79)	14% (35)	9% (22)	248
#1 Issue: Health Care	26% (105)	37% (147)	7% (30)	6% (23)	17% (69)	6% (25)	399
#1 Issue: Medicare / Social Security	18% (51)	28% (77)	9% (25)	17% (48)	21% (58)	7% (19)	277
#1 Issue: Women's Issues	18% (19)	38% (41)	12% (13)	2% (3)	17% (18)	12% (13)	106
#1 Issue: Education	27% (28)	24% (25)	6% (6)	7% (7)	20% (21)	15% (15)	104
#1 Issue: Energy	25% (19)	27% (20)	13% (10)	9% (7)	22% (17)	4% (3)	76
#1 Issue: Other	20% (30)	26% (39)	6% (9)	15% (23)	28% (42)	5% (8)	150
2020 Vote: Joe Biden	33% (324)	38% (375)	7% (69)	3% (27)	14% (144)	6% (59)	998
2020 Vote: Donald Trump	9% (58)	22% (139)	15% (95)	36% (229)	15% (93)	4% (24)	637
2020 Vote: Other	5% (5)	24% (23)	8% (7)	21% (20)	36% (34)	6% (6)	95
2020 Vote: Didn't Vote	15% (68)	24% (110)	9% (44)	7% (31)	27% (126)	19% (88)	468
2018 House Vote: Democrat	35% (262)	39% (287)	6% (45)	3% (26)	12% (92)	4% (33)	744
2018 House Vote: Republican	10% (53)	20% (108)	16% (88)	36% (193)	15% (82)	3% (17)	541
2018 House Vote: Someone else	1% (0)	31% (20)	23% (14)	17% (11)	16% (10)	13% (8)	64
2016 Vote: Hillary Clinton	36% (243)	39% (266)	6% (41)	3% (18)	12% (82)	5% (34)	684
2016 Vote: Donald Trump	11% (67)	22% (137)	16% (100)	34% (213)	14% (91)	3% (20)	628
2016 Vote: Other	10% (10)	33% (33)	5% (5)	17% (17)	24% (24)	10% (10)	100
2016 Vote: Didn't Vote	17% (135)	27% (210)	9% (69)	8% (59)	25% (199)	14% (112)	786

Continued on next page

Table MCEN8_1: Do you have a favorable or unfavorable opinion of each of the following late-night talk show hosts?
Jimmy Kimmel

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	21% (455)	29% (649)	10% (215)	14% (307)	18% (397)	8% (177)	2200
Voted in 2014: Yes	24% (278)	31% (365)	10% (117)	18% (217)	13% (153)	4% (46)	1177
Voted in 2014: No	17% (177)	28% (284)	10% (98)	9% (90)	24% (244)	13% (130)	1023
4-Region: Northeast	24% (94)	32% (124)	9% (35)	14% (55)	16% (62)	6% (24)	394
4-Region: Midwest	21% (96)	28% (129)	8% (37)	16% (74)	21% (96)	7% (31)	462
4-Region: South	18% (148)	28% (234)	11% (91)	14% (118)	18% (150)	10% (83)	824
4-Region: West	22% (117)	31% (161)	10% (53)	12% (61)	17% (89)	8% (39)	520
Concerned about COVID	22% (416)	32% (602)	9% (170)	11% (208)	18% (328)	7% (133)	1856
Not concerned about COVID	13% (38)	14% (44)	14% (44)	31% (96)	20% (62)	7% (22)	307
Unfollowed celeb on social bc politics	24% (152)	30% (185)	13% (81)	18% (110)	11% (72)	4% (27)	626
Not unfollowed celeb on social bc politics	20% (257)	33% (419)	8% (108)	12% (151)	19% (251)	8% (103)	1289
Unfollowed celeb on social bc too much politics	22% (121)	29% (162)	14% (77)	20% (112)	11% (61)	4% (20)	554
Not unfollowed celeb on social bc too much politics	21% (282)	33% (436)	8% (110)	11% (150)	20% (261)	7% (93)	1332
Not watched movie/TV show bc cast politics	22% (137)	26% (164)	13% (83)	25% (154)	10% (60)	4% (25)	623
Has not not watched movie/TV show bc cast politics	21% (281)	33% (435)	8% (108)	10% (133)	21% (273)	7% (96)	1326
Donated/volunteered bc celeb encouraged	31% (124)	36% (145)	10% (39)	8% (33)	8% (32)	6% (26)	399
Not donated/volunteered bc celeb encouraged	19% (285)	30% (454)	10% (148)	16% (251)	19% (294)	7% (103)	1535
Shared/re-posted celeb social bc agreed	27% (180)	34% (228)	12% (81)	10% (66)	11% (73)	6% (38)	667
Not shared/re-posted celeb social bc agreed	19% (236)	30% (382)	9% (109)	16% (208)	20% (256)	7% (83)	1275

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

Table MCEN8_2: Do you have a favorable or unfavorable opinion of each of the following late-night talk show hosts?

Stephen Colbert

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	19% (412)	21% (466)	8% (183)	15% (340)	19% (409)	18% (389)	2200
Gender: Male	21% (222)	25% (260)	10% (110)	18% (192)	15% (161)	11% (116)	1062
Gender: Female	17% (190)	18% (206)	6% (72)	13% (148)	22% (249)	24% (273)	1138
Age: 18-34	14% (93)	21% (136)	8% (52)	7% (48)	17% (112)	33% (213)	655
Age: 35-44	23% (82)	28% (100)	10% (37)	9% (31)	16% (57)	15% (52)	358
Age: 45-64	20% (147)	21% (156)	7% (54)	19% (141)	21% (154)	13% (99)	751
Age: 65+	21% (90)	17% (75)	9% (41)	28% (120)	20% (86)	6% (25)	436
GenZers: 1997-2012	5% (14)	13% (39)	6% (19)	6% (19)	22% (66)	47% (142)	299
Millennials: 1981-1996	23% (144)	28% (178)	10% (65)	8% (52)	14% (86)	17% (108)	632
GenXers: 1965-1980	18% (93)	22% (114)	7% (36)	17% (90)	22% (114)	14% (74)	520
Baby Boomers: 1946-1964	22% (151)	18% (126)	8% (55)	24% (167)	19% (129)	9% (64)	693
PID: Dem (no lean)	32% (282)	28% (244)	5% (47)	4% (35)	17% (151)	14% (122)	882
PID: Ind (no lean)	11% (80)	20% (138)	8% (56)	13% (95)	22% (156)	26% (182)	708
PID: Rep (no lean)	8% (49)	14% (84)	13% (79)	35% (211)	17% (102)	14% (85)	610
PID/Gender: Dem Men	37% (151)	31% (127)	6% (26)	5% (19)	14% (58)	8% (33)	414
PID/Gender: Dem Women	28% (131)	25% (117)	5% (22)	3% (15)	20% (93)	19% (89)	467
PID/Gender: Ind Men	13% (42)	23% (75)	11% (36)	15% (50)	18% (59)	19% (63)	325
PID/Gender: Ind Women	10% (38)	16% (63)	5% (21)	12% (45)	25% (97)	31% (119)	383
PID/Gender: Rep Men	9% (29)	18% (58)	15% (49)	38% (123)	13% (43)	6% (20)	322
PID/Gender: Rep Women	7% (20)	9% (26)	10% (30)	31% (88)	20% (59)	22% (65)	288
Ideo: Liberal (1-3)	36% (238)	28% (186)	6% (42)	4% (27)	16% (108)	9% (63)	664
Ideo: Moderate (4)	16% (98)	27% (173)	10% (61)	10% (61)	21% (130)	17% (108)	631
Ideo: Conservative (5-7)	9% (60)	15% (96)	11% (69)	37% (242)	16% (101)	12% (78)	647
Educ: < College	15% (226)	17% (264)	7% (108)	17% (252)	20% (307)	23% (355)	1512
Educ: Bachelors degree	25% (112)	27% (118)	12% (52)	14% (64)	17% (76)	5% (22)	444
Educ: Post-grad	30% (74)	35% (85)	9% (22)	10% (24)	11% (27)	5% (12)	244
Income: Under 50k	15% (171)	17% (200)	7% (77)	16% (184)	21% (243)	24% (283)	1158
Income: 50k-100k	22% (146)	22% (147)	10% (66)	16% (103)	17% (111)	13% (86)	660
Income: 100k+	25% (95)	31% (120)	10% (39)	14% (53)	14% (55)	5% (20)	382
Ethnicity: White	19% (322)	21% (368)	9% (150)	18% (304)	18% (314)	15% (263)	1722
Ethnicity: Hispanic	16% (55)	21% (72)	10% (35)	7% (24)	17% (61)	29% (102)	349

Continued on next page

Table MCEN8_2: Do you have a favorable or unfavorable opinion of each of the following late-night talk show hosts?

Stephen Colbert

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	19% (412)	21% (466)	8% (183)	15% (340)	19% (409)	18% (389)	2200
Ethnicity: Black	24% (66)	25% (67)	8% (23)	5% (15)	16% (43)	22% (61)	274
Ethnicity: Other	12% (24)	15% (31)	5% (10)	11% (22)	26% (53)	32% (65)	204
All Christian	20% (207)	21% (219)	11% (111)	19% (201)	18% (188)	10% (106)	1031
All Non-Christian	25% (31)	32% (41)	9% (12)	12% (15)	15% (19)	8% (10)	127
Atheist	29% (18)	31% (20)	4% (3)	10% (7)	17% (11)	9% (6)	65
Agnostic/Nothing in particular	18% (101)	20% (111)	6% (32)	12% (69)	17% (96)	26% (147)	555
Something Else	13% (55)	18% (76)	6% (25)	12% (49)	23% (96)	29% (121)	422
Religious Non-Protestant/Catholic	23% (33)	31% (45)	10% (15)	11% (17)	15% (22)	10% (15)	146
Evangelical	19% (133)	19% (135)	9% (66)	16% (113)	18% (126)	18% (126)	700
Non-Evangelical	17% (124)	21% (150)	9% (63)	19% (134)	21% (148)	13% (91)	709
Community: Urban	22% (152)	26% (185)	10% (68)	11% (74)	17% (121)	15% (105)	705
Community: Suburban	20% (181)	23% (208)	8% (71)	16% (144)	19% (175)	15% (138)	917
Community: Rural	14% (79)	13% (74)	7% (43)	21% (122)	20% (113)	25% (146)	578
Employ: Private Sector	21% (139)	28% (184)	9% (61)	13% (82)	19% (122)	9% (62)	649
Employ: Government	20% (34)	28% (46)	15% (25)	13% (23)	9% (15)	15% (25)	169
Employ: Self-Employed	20% (36)	19% (34)	7% (13)	17% (31)	15% (27)	21% (37)	177
Employ: Homemaker	15% (20)	11% (16)	6% (9)	16% (22)	22% (30)	29% (40)	137
Employ: Student	8% (10)	16% (20)	4% (5)	12% (15)	21% (27)	39% (50)	128
Employ: Retired	21% (94)	18% (83)	9% (41)	26% (117)	21% (94)	5% (23)	452
Employ: Unemployed	15% (51)	17% (57)	7% (22)	10% (33)	16% (54)	35% (117)	335
Employ: Other	18% (27)	17% (26)	5% (7)	12% (18)	25% (39)	23% (35)	153
Military HH: Yes	16% (63)	24% (94)	12% (46)	21% (83)	15% (59)	12% (47)	392
Military HH: No	19% (349)	21% (373)	8% (137)	14% (258)	19% (350)	19% (342)	1808
RD/WT: Right Direction	18% (91)	27% (135)	11% (54)	16% (80)	17% (84)	12% (60)	504
RD/WT: Wrong Track	19% (321)	20% (331)	8% (129)	15% (260)	19% (326)	19% (329)	1696
Trump Job Approve	10% (81)	15% (119)	11% (88)	33% (265)	15% (120)	16% (126)	799
Trump Job Disapprove	25% (324)	27% (340)	7% (87)	5% (67)	20% (259)	16% (201)	1277

Continued on next page

Table MCEN8_2: Do you have a favorable or unfavorable opinion of each of the following late-night talk show hosts?

Stephen Colbert

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	19% (412)	21% (466)	8% (183)	15% (340)	19% (409)	18% (389)	2200
Trump Job Strongly Approve	10% (46)	14% (62)	8% (38)	41% (187)	10% (48)	17% (78)	459
Trump Job Somewhat Approve	11% (36)	17% (57)	15% (50)	23% (78)	21% (72)	14% (48)	340
Trump Job Somewhat Disapprove	8% (21)	25% (65)	14% (35)	13% (33)	24% (61)	16% (41)	256
Trump Job Strongly Disapprove	30% (304)	27% (275)	5% (52)	3% (33)	19% (198)	16% (160)	1022
Favorable of Trump	11% (85)	15% (119)	10% (83)	32% (260)	15% (119)	17% (137)	804
Unfavorable of Trump	25% (318)	26% (339)	7% (89)	5% (70)	20% (260)	16% (207)	1283
Very Favorable of Trump	11% (55)	12% (59)	8% (40)	38% (185)	12% (58)	18% (86)	484
Somewhat Favorable of Trump	10% (31)	19% (59)	14% (43)	23% (75)	19% (60)	16% (51)	320
Somewhat Unfavorable of Trump	7% (17)	23% (52)	12% (28)	12% (28)	29% (64)	16% (35)	223
Very Unfavorable of Trump	28% (301)	27% (287)	6% (62)	4% (43)	18% (196)	16% (172)	1060
#1 Issue: Economy	16% (131)	24% (199)	9% (75)	17% (139)	17% (139)	19% (157)	839
#1 Issue: Security	10% (24)	14% (34)	12% (30)	30% (75)	21% (52)	13% (33)	248
#1 Issue: Health Care	31% (122)	22% (87)	7% (27)	7% (30)	18% (70)	16% (62)	399
#1 Issue: Medicare / Social Security	18% (49)	20% (57)	6% (18)	20% (56)	20% (57)	15% (41)	277
#1 Issue: Women's Issues	21% (22)	24% (26)	6% (7)	6% (6)	17% (18)	25% (27)	106
#1 Issue: Education	17% (18)	19% (19)	9% (9)	6% (7)	22% (23)	27% (28)	104
#1 Issue: Energy	17% (13)	25% (19)	13% (10)	11% (8)	7% (5)	27% (21)	76
#1 Issue: Other	21% (32)	17% (26)	5% (7)	13% (20)	30% (45)	14% (20)	150
2020 Vote: Joe Biden	32% (322)	30% (300)	6% (58)	3% (34)	17% (173)	11% (110)	998
2020 Vote: Donald Trump	5% (34)	13% (85)	13% (81)	40% (257)	15% (96)	13% (83)	637
2020 Vote: Other	7% (7)	15% (15)	6% (6)	20% (19)	30% (28)	21% (20)	95
2020 Vote: Didn't Vote	10% (49)	14% (65)	8% (37)	6% (30)	24% (112)	38% (176)	468
2018 House Vote: Democrat	36% (265)	31% (227)	7% (49)	4% (28)	16% (118)	8% (57)	744
2018 House Vote: Republican	7% (39)	15% (83)	14% (74)	40% (218)	14% (74)	10% (53)	541
2018 House Vote: Someone else	4% (3)	18% (11)	9% (6)	21% (14)	22% (14)	25% (16)	64
2016 Vote: Hillary Clinton	39% (267)	28% (191)	7% (47)	2% (14)	16% (108)	8% (56)	684
2016 Vote: Donald Trump	8% (53)	16% (99)	13% (83)	38% (238)	14% (87)	11% (68)	628
2016 Vote: Other	12% (12)	24% (24)	7% (7)	16% (16)	28% (28)	13% (13)	100
2016 Vote: Didn't Vote	10% (80)	19% (151)	6% (45)	9% (72)	24% (186)	32% (252)	786

Continued on next page

Table MCEN8_2: Do you have a favorable or unfavorable opinion of each of the following late-night talk show hosts?
Stephen Colbert

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	19% (412)	21% (466)	8% (183)	15% (340)	19% (409)	18% (389)	2200
Voted in 2014: Yes	24% (283)	22% (263)	9% (110)	21% (244)	15% (182)	8% (95)	1177
Voted in 2014: No	13% (129)	20% (203)	7% (73)	9% (96)	22% (227)	29% (294)	1023
4-Region: Northeast	23% (91)	24% (95)	10% (37)	15% (60)	16% (61)	13% (50)	394
4-Region: Midwest	16% (76)	17% (80)	7% (32)	18% (83)	25% (114)	17% (78)	462
4-Region: South	18% (148)	21% (173)	8% (70)	16% (131)	17% (141)	19% (161)	824
4-Region: West	19% (97)	23% (119)	8% (44)	13% (66)	18% (93)	19% (100)	520
Concerned about COVID	21% (382)	23% (431)	8% (151)	13% (243)	19% (347)	16% (302)	1856
Not concerned about COVID	9% (29)	11% (35)	10% (30)	31% (95)	19% (57)	20% (61)	307
Unfollowed celeb on social bc politics	25% (155)	22% (138)	9% (55)	19% (120)	13% (84)	12% (74)	626
Not unfollowed celeb on social bc politics	17% (225)	23% (295)	8% (106)	14% (177)	21% (264)	17% (222)	1289
Unfollowed celeb on social bc too much politics	19% (106)	24% (132)	10% (53)	23% (128)	12% (64)	13% (71)	554
Not unfollowed celeb on social bc too much politics	20% (268)	23% (305)	8% (107)	13% (167)	20% (268)	16% (218)	1332
Not watched movie/TV show bc cast politics	22% (135)	21% (132)	9% (58)	29% (178)	10% (63)	9% (57)	623
Has not not watched movie/TV show bc cast politics	19% (251)	23% (301)	8% (108)	11% (140)	22% (289)	18% (238)	1326
Donated/volunteered bc celeb encouraged	26% (104)	34% (135)	9% (36)	8% (34)	10% (40)	13% (50)	399
Not donated/volunteered bc celeb encouraged	18% (276)	19% (294)	9% (131)	18% (270)	20% (312)	16% (252)	1535
Shared/re-posted celeb social bc agreed	28% (184)	25% (169)	8% (56)	10% (70)	14% (90)	15% (98)	667
Not shared/re-posted celeb social bc agreed	16% (203)	21% (270)	9% (110)	18% (230)	21% (264)	15% (198)	1275

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

Table MCEN8_3: Do you have a favorable or unfavorable opinion of each of the following late-night talk show hosts?

James Corden

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	16% (341)	22% (481)	7% (160)	8% (167)	18% (405)	29% (645)	2200
Gender: Male	15% (162)	24% (256)	9% (101)	11% (113)	18% (188)	23% (242)	1062
Gender: Female	16% (179)	20% (225)	5% (60)	5% (54)	19% (217)	35% (404)	1138
Age: 18-34	16% (103)	20% (129)	11% (71)	8% (49)	14% (93)	32% (211)	655
Age: 35-44	18% (64)	26% (95)	9% (34)	5% (17)	15% (54)	26% (95)	358
Age: 45-64	14% (108)	24% (181)	5% (38)	7% (56)	20% (153)	29% (216)	751
Age: 65+	15% (67)	18% (77)	4% (18)	10% (45)	24% (106)	28% (124)	436
GenZers: 1997-2012	10% (30)	15% (45)	11% (34)	8% (25)	14% (42)	41% (123)	299
Millennials: 1981-1996	20% (125)	26% (165)	10% (64)	5% (34)	15% (93)	24% (151)	632
GenXers: 1965-1980	14% (75)	25% (128)	6% (29)	7% (36)	19% (100)	29% (151)	520
Baby Boomers: 1946-1964	15% (104)	19% (133)	4% (29)	9% (65)	23% (159)	29% (202)	693
PID: Dem (no lean)	23% (202)	29% (252)	6% (54)	4% (40)	15% (134)	23% (201)	882
PID: Ind (no lean)	11% (79)	17% (122)	8% (56)	7% (48)	20% (143)	37% (260)	708
PID: Rep (no lean)	10% (61)	17% (107)	8% (50)	13% (80)	21% (128)	30% (184)	610
PID/Gender: Dem Men	23% (97)	33% (135)	7% (30)	7% (30)	13% (55)	16% (67)	414
PID/Gender: Dem Women	22% (105)	25% (117)	5% (24)	2% (10)	17% (78)	29% (134)	467
PID/Gender: Ind Men	9% (31)	19% (61)	13% (42)	9% (29)	20% (66)	30% (96)	325
PID/Gender: Ind Women	13% (48)	16% (61)	4% (14)	5% (18)	20% (77)	43% (164)	383
PID/Gender: Rep Men	11% (35)	19% (60)	9% (28)	17% (54)	20% (66)	24% (79)	322
PID/Gender: Rep Women	9% (26)	16% (47)	8% (22)	9% (25)	22% (62)	37% (106)	288
Ideo: Liberal (1-3)	25% (169)	28% (188)	8% (54)	5% (36)	14% (93)	19% (123)	664
Ideo: Moderate (4)	17% (107)	25% (157)	6% (37)	5% (32)	19% (119)	28% (179)	631
Ideo: Conservative (5-7)	8% (49)	17% (111)	9% (60)	14% (90)	21% (137)	31% (199)	647
Educ: < College	13% (193)	18% (275)	6% (90)	8% (120)	20% (306)	35% (527)	1512
Educ: Bachelors degree	21% (92)	28% (122)	10% (43)	8% (33)	15% (67)	19% (86)	444
Educ: Post-grad	23% (57)	34% (83)	11% (28)	5% (13)	13% (32)	13% (32)	244
Income: Under 50k	12% (141)	16% (187)	6% (65)	9% (101)	20% (236)	37% (428)	1158
Income: 50k-100k	17% (110)	26% (173)	9% (61)	7% (45)	18% (121)	23% (150)	660
Income: 100k+	24% (90)	32% (121)	9% (35)	5% (21)	13% (48)	18% (67)	382
Ethnicity: White	16% (269)	23% (393)	8% (130)	8% (131)	19% (331)	27% (466)	1722
Ethnicity: Hispanic	16% (55)	20% (69)	12% (43)	5% (17)	13% (44)	35% (121)	349

Continued on next page

Table MCEN8_3: Do you have a favorable or unfavorable opinion of each of the following late-night talk show hosts?

James Corden

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	16% (341)	22% (481)	7% (160)	8% (167)	18% (405)	29% (645)	2200
Ethnicity: Black	18% (50)	19% (51)	6% (16)	8% (23)	16% (43)	33% (92)	274
Ethnicity: Other	11% (22)	18% (37)	7% (14)	6% (13)	15% (31)	43% (87)	204
All Christian	17% (179)	24% (248)	8% (81)	9% (90)	19% (194)	23% (239)	1031
All Non-Christian	22% (28)	33% (41)	9% (11)	7% (9)	11% (14)	19% (24)	127
Atheist	14% (9)	18% (12)	13% (8)	11% (7)	25% (16)	20% (13)	65
Agnostic/Nothing in particular	13% (70)	21% (117)	6% (34)	7% (41)	17% (96)	35% (197)	555
Something Else	13% (55)	15% (62)	6% (26)	5% (20)	20% (85)	41% (173)	422
Religious Non-Protestant/Catholic	20% (29)	31% (45)	8% (11)	9% (14)	13% (19)	20% (29)	146
Evangelical	18% (127)	20% (143)	7% (50)	7% (49)	18% (124)	30% (207)	700
Non-Evangelical	14% (101)	23% (160)	8% (53)	8% (54)	21% (146)	27% (195)	709
Community: Urban	19% (134)	27% (188)	9% (66)	6% (44)	15% (106)	24% (167)	705
Community: Suburban	16% (142)	23% (209)	8% (74)	6% (58)	19% (173)	28% (260)	917
Community: Rural	11% (65)	14% (84)	4% (20)	11% (65)	22% (126)	38% (218)	578
Employ: Private Sector	21% (137)	27% (178)	8% (51)	5% (31)	18% (119)	20% (133)	649
Employ: Government	17% (28)	34% (57)	15% (25)	9% (15)	11% (19)	15% (25)	169
Employ: Self-Employed	10% (18)	24% (43)	6% (11)	10% (18)	12% (21)	37% (66)	177
Employ: Homemaker	12% (17)	18% (24)	4% (5)	5% (6)	31% (43)	30% (42)	137
Employ: Student	12% (15)	22% (28)	9% (12)	8% (11)	15% (19)	34% (43)	128
Employ: Retired	16% (70)	19% (85)	4% (20)	11% (49)	23% (102)	28% (127)	452
Employ: Unemployed	12% (39)	12% (41)	6% (21)	7% (23)	14% (48)	48% (162)	335
Employ: Other	11% (17)	16% (24)	10% (15)	10% (15)	22% (34)	31% (48)	153
Military HH: Yes	15% (57)	22% (85)	9% (34)	10% (38)	17% (65)	29% (113)	392
Military HH: No	16% (284)	22% (396)	7% (126)	7% (130)	19% (340)	29% (533)	1808
RD/WT: Right Direction	16% (79)	28% (139)	10% (49)	10% (51)	14% (71)	23% (116)	504
RD/WT: Wrong Track	15% (262)	20% (342)	7% (112)	7% (116)	20% (334)	31% (530)	1696
Trump Job Approve	11% (84)	19% (154)	9% (71)	13% (100)	19% (152)	30% (237)	799
Trump Job Disapprove	20% (250)	25% (317)	7% (84)	4% (55)	19% (237)	26% (334)	1277

Continued on next page

Table MCEN8_3: Do you have a favorable or unfavorable opinion of each of the following late-night talk show hosts?

James Corden

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	16% (341)	22% (481)	7% (160)	8% (167)	18% (405)	29% (645)	2200
Trump Job Strongly Approve	11% (50)	16% (73)	9% (39)	17% (79)	17% (79)	31% (140)	459
Trump Job Somewhat Approve	10% (34)	24% (82)	10% (32)	6% (21)	21% (73)	29% (97)	340
Trump Job Somewhat Disapprove	12% (30)	26% (67)	11% (29)	6% (15)	16% (42)	28% (72)	256
Trump Job Strongly Disapprove	21% (219)	24% (250)	5% (55)	4% (40)	19% (195)	26% (262)	1022
Favorable of Trump	11% (87)	19% (151)	8% (67)	12% (94)	19% (154)	31% (251)	804
Unfavorable of Trump	19% (242)	25% (319)	7% (85)	5% (64)	18% (236)	26% (337)	1283
Very Favorable of Trump	12% (58)	15% (74)	8% (37)	14% (70)	18% (88)	32% (157)	484
Somewhat Favorable of Trump	9% (29)	24% (77)	9% (30)	8% (24)	20% (65)	30% (94)	320
Somewhat Unfavorable of Trump	8% (17)	24% (55)	7% (15)	9% (19)	17% (38)	35% (79)	223
Very Unfavorable of Trump	21% (225)	25% (265)	7% (70)	4% (45)	19% (198)	24% (258)	1060
#1 Issue: Economy	14% (119)	23% (190)	7% (61)	7% (60)	18% (152)	31% (258)	839
#1 Issue: Security	9% (22)	17% (42)	8% (19)	14% (34)	23% (57)	30% (75)	248
#1 Issue: Health Care	20% (81)	29% (115)	7% (28)	7% (30)	15% (60)	21% (86)	399
#1 Issue: Medicare / Social Security	15% (41)	21% (59)	5% (14)	6% (17)	22% (60)	31% (86)	277
#1 Issue: Women's Issues	23% (25)	16% (17)	8% (9)	5% (5)	14% (15)	33% (35)	106
#1 Issue: Education	12% (13)	21% (22)	7% (8)	13% (13)	14% (15)	32% (33)	104
#1 Issue: Energy	20% (15)	18% (13)	18% (14)	9% (7)	12% (9)	24% (18)	76
#1 Issue: Other	17% (26)	15% (22)	6% (9)	1% (2)	25% (37)	36% (54)	150
2020 Vote: Joe Biden	23% (234)	29% (288)	6% (62)	4% (39)	17% (165)	21% (209)	998
2020 Vote: Donald Trump	8% (48)	19% (123)	8% (52)	12% (77)	21% (132)	32% (206)	637
2020 Vote: Other	8% (8)	13% (13)	12% (12)	7% (7)	21% (20)	38% (36)	95
2020 Vote: Didn't Vote	11% (51)	12% (57)	8% (35)	10% (45)	18% (86)	41% (193)	468
2018 House Vote: Democrat	24% (180)	31% (231)	7% (49)	5% (35)	16% (118)	17% (130)	744
2018 House Vote: Republican	9% (47)	20% (108)	9% (47)	13% (71)	18% (98)	31% (170)	541
2018 House Vote: Someone else	3% (2)	15% (9)	6% (4)	16% (10)	14% (9)	46% (29)	64
2016 Vote: Hillary Clinton	27% (182)	30% (206)	6% (44)	4% (27)	15% (102)	18% (122)	684
2016 Vote: Donald Trump	8% (52)	20% (123)	8% (53)	15% (92)	20% (129)	29% (180)	628
2016 Vote: Other	11% (11)	21% (21)	3% (3)	9% (9)	23% (23)	34% (34)	100
2016 Vote: Didn't Vote	12% (96)	17% (130)	8% (61)	5% (39)	19% (152)	39% (309)	786

Continued on next page

Table MCEN8_3: Do you have a favorable or unfavorable opinion of each of the following late-night talk show hosts?
James Corden

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	16% (341)	22% (481)	7% (160)	8% (167)	18% (405)	29% (645)	2200
Voted in 2014: Yes	18% (209)	25% (297)	7% (80)	9% (110)	18% (207)	23% (274)	1177
Voted in 2014: No	13% (132)	18% (183)	8% (80)	6% (57)	19% (198)	36% (371)	1023
4-Region: Northeast	23% (90)	22% (87)	10% (39)	7% (28)	15% (60)	22% (88)	394
4-Region: Midwest	15% (71)	19% (88)	6% (26)	9% (43)	21% (99)	29% (135)	462
4-Region: South	12% (100)	22% (183)	6% (52)	7% (60)	19% (155)	33% (276)	824
4-Region: West	15% (80)	24% (123)	8% (44)	7% (36)	17% (91)	28% (147)	520
Concerned about COVID	17% (316)	24% (447)	7% (127)	6% (116)	18% (340)	27% (510)	1856
Not concerned about COVID	6% (18)	11% (33)	10% (32)	16% (48)	20% (63)	37% (114)	307
Unfollowed celeb on social bc politics	22% (141)	24% (153)	9% (59)	9% (56)	14% (85)	21% (132)	626
Not unfollowed celeb on social bc politics	13% (173)	22% (289)	6% (83)	7% (90)	20% (258)	31% (395)	1289
Unfollowed celeb on social bc too much politics	17% (94)	25% (137)	11% (59)	10% (56)	14% (77)	24% (130)	554
Not unfollowed celeb on social bc too much politics	16% (212)	23% (305)	6% (84)	7% (87)	20% (262)	29% (382)	1332
Not watched movie/TV show bc cast politics	17% (109)	24% (147)	11% (66)	11% (70)	15% (93)	22% (137)	623
Has not not watched movie/TV show bc cast politics	15% (194)	23% (304)	6% (82)	6% (79)	20% (264)	30% (402)	1326
Donated/volunteered bc celeb encouraged	25% (100)	32% (129)	12% (47)	4% (17)	9% (36)	17% (69)	399
Not donated/volunteered bc celeb encouraged	13% (207)	20% (313)	7% (103)	8% (129)	21% (317)	30% (466)	1535
Shared/re-posted celeb social bc agreed	24% (159)	29% (192)	10% (67)	6% (41)	12% (78)	19% (129)	667
Not shared/re-posted celeb social bc agreed	13% (161)	20% (256)	7% (84)	8% (103)	21% (273)	31% (398)	1275

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

Table MCEN8_4: Do you have a favorable or unfavorable opinion of each of the following late-night talk show hosts?

Jimmy Fallon

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	23% (508)	30% (658)	11% (232)	11% (249)	18% (395)	7% (159)	2200
Gender: Male	22% (236)	30% (316)	13% (141)	14% (147)	15% (159)	6% (63)	1062
Gender: Female	24% (272)	30% (342)	8% (91)	9% (102)	21% (236)	8% (96)	1138
Age: 18-34	26% (172)	26% (171)	12% (78)	6% (39)	17% (111)	13% (84)	655
Age: 35-44	25% (89)	37% (133)	10% (36)	6% (22)	17% (61)	5% (17)	358
Age: 45-64	23% (175)	29% (217)	9% (70)	14% (106)	18% (137)	6% (47)	751
Age: 65+	16% (72)	32% (138)	11% (48)	19% (82)	20% (86)	3% (11)	436
GenZers: 1997-2012	24% (70)	22% (66)	12% (35)	3% (9)	22% (66)	17% (52)	299
Millennials: 1981-1996	27% (172)	32% (204)	12% (75)	7% (42)	14% (90)	8% (49)	632
GenXers: 1965-1980	25% (132)	31% (160)	9% (44)	12% (63)	18% (95)	5% (25)	520
Baby Boomers: 1946-1964	18% (127)	31% (213)	9% (64)	18% (128)	19% (129)	5% (32)	693
PID: Dem (no lean)	33% (292)	37% (329)	7% (62)	3% (26)	14% (121)	6% (53)	882
PID: Ind (no lean)	18% (130)	26% (183)	10% (73)	11% (77)	23% (166)	11% (79)	708
PID: Rep (no lean)	14% (87)	24% (147)	16% (97)	24% (146)	18% (107)	4% (27)	610
PID/Gender: Dem Men	32% (133)	39% (161)	9% (38)	4% (19)	12% (49)	3% (14)	414
PID/Gender: Dem Women	34% (158)	36% (167)	5% (24)	2% (8)	15% (72)	8% (38)	467
PID/Gender: Ind Men	17% (56)	23% (76)	14% (45)	14% (45)	21% (67)	11% (36)	325
PID/Gender: Ind Women	19% (73)	28% (107)	7% (28)	8% (32)	26% (99)	11% (43)	383
PID/Gender: Rep Men	14% (46)	24% (79)	18% (58)	26% (83)	13% (43)	4% (13)	322
PID/Gender: Rep Women	14% (40)	24% (68)	14% (39)	22% (63)	22% (65)	5% (14)	288
Ideo: Liberal (1-3)	34% (227)	36% (238)	9% (59)	4% (26)	13% (89)	4% (25)	664
Ideo: Moderate (4)	21% (135)	36% (225)	8% (50)	7% (46)	20% (126)	8% (49)	631
Ideo: Conservative (5-7)	16% (105)	22% (143)	17% (108)	25% (163)	16% (105)	4% (23)	647
Educ: < College	23% (341)	27% (413)	9% (143)	12% (180)	20% (301)	9% (135)	1512
Educ: Bachelors degree	23% (102)	34% (149)	14% (62)	11% (50)	15% (66)	3% (15)	444
Educ: Post-grad	27% (66)	40% (97)	11% (26)	8% (19)	11% (28)	3% (8)	244
Income: Under 50k	21% (247)	27% (310)	9% (108)	11% (130)	21% (245)	10% (117)	1158
Income: 50k-100k	25% (166)	31% (204)	12% (77)	12% (82)	15% (100)	5% (32)	660
Income: 100k+	25% (94)	38% (144)	12% (47)	10% (37)	13% (50)	2% (9)	382
Ethnicity: White	23% (387)	31% (527)	11% (195)	13% (218)	18% (308)	5% (86)	1722
Ethnicity: Hispanic	24% (84)	28% (97)	12% (43)	6% (20)	14% (51)	16% (55)	349

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Table MCEN8_4: Do you have a favorable or unfavorable opinion of each of the following late-night talk show hosts?
Jimmy Fallon

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	23% (508)	30% (658)	11% (232)	11% (249)	18% (395)	7% (159)	2200
Ethnicity: Black	32% (88)	23% (64)	10% (29)	6% (16)	18% (49)	11% (29)	274
Ethnicity: Other	16% (32)	33% (67)	4% (9)	8% (16)	18% (37)	21% (43)	204
All Christian	23% (240)	31% (321)	11% (111)	14% (142)	18% (181)	4% (37)	1031
All Non-Christian	22% (28)	39% (50)	10% (12)	9% (11)	11% (14)	9% (12)	127
Atheist	15% (10)	28% (18)	15% (10)	12% (8)	29% (19)	— (0)	65
Agnostic/Nothing in particular	22% (125)	29% (161)	12% (64)	8% (45)	18% (99)	11% (61)	555
Something Else	25% (105)	26% (108)	8% (35)	10% (43)	19% (81)	12% (49)	422
Religious Non-Protestant/Catholic	21% (31)	39% (57)	9% (14)	10% (15)	12% (17)	8% (12)	146
Evangelical	26% (180)	28% (193)	10% (71)	12% (83)	17% (121)	7% (52)	700
Non-Evangelical	22% (158)	31% (221)	10% (68)	14% (96)	19% (131)	5% (33)	709
Community: Urban	25% (175)	33% (233)	12% (84)	6% (44)	15% (107)	9% (62)	705
Community: Suburban	24% (223)	33% (299)	11% (97)	11% (105)	17% (153)	4% (40)	917
Community: Rural	19% (110)	22% (126)	9% (50)	17% (100)	23% (135)	10% (57)	578
Employ: Private Sector	27% (175)	32% (210)	10% (64)	11% (71)	16% (103)	4% (25)	649
Employ: Government	24% (40)	32% (54)	18% (30)	10% (17)	10% (17)	7% (11)	169
Employ: Self-Employed	17% (31)	33% (59)	9% (16)	13% (24)	17% (30)	10% (17)	177
Employ: Homemaker	29% (40)	20% (27)	7% (9)	11% (15)	24% (33)	9% (13)	137
Employ: Student	28% (36)	29% (37)	7% (9)	6% (8)	18% (23)	11% (14)	128
Employ: Retired	18% (81)	34% (154)	12% (53)	16% (70)	20% (90)	1% (4)	452
Employ: Unemployed	22% (72)	23% (75)	11% (37)	9% (29)	19% (63)	17% (57)	335
Employ: Other	21% (32)	27% (41)	9% (14)	9% (14)	23% (36)	11% (16)	153
Military HH: Yes	18% (72)	31% (122)	12% (47)	14% (56)	20% (80)	4% (16)	392
Military HH: No	24% (436)	30% (537)	10% (185)	11% (193)	17% (315)	8% (143)	1808
RD/WT: Right Direction	25% (127)	27% (137)	13% (67)	11% (57)	15% (76)	8% (40)	504
RD/WT: Wrong Track	22% (381)	31% (521)	10% (165)	11% (192)	19% (318)	7% (119)	1696
Trump Job Approve	16% (126)	22% (178)	16% (124)	25% (197)	17% (134)	5% (40)	799
Trump Job Disapprove	27% (351)	37% (466)	8% (102)	4% (47)	17% (223)	7% (89)	1277

Continued on next page

Table MCEN8_4: Do you have a favorable or unfavorable opinion of each of the following late-night talk show hosts?
Jimmy Fallon

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	23% (508)	30% (658)	11% (232)	11% (249)	18% (395)	7% (159)	2200
Trump Job Strongly Approve	14% (64)	17% (79)	14% (63)	34% (156)	14% (63)	7% (33)	459
Trump Job Somewhat Approve	18% (62)	29% (99)	18% (61)	12% (41)	21% (70)	2% (7)	340
Trump Job Somewhat Disapprove	17% (44)	38% (97)	12% (32)	8% (21)	19% (49)	6% (14)	256
Trump Job Strongly Disapprove	30% (307)	36% (370)	7% (70)	3% (26)	17% (174)	7% (75)	1022
Favorable of Trump	17% (135)	23% (181)	16% (127)	24% (192)	15% (124)	6% (45)	804
Unfavorable of Trump	28% (356)	36% (466)	7% (90)	4% (52)	18% (228)	7% (91)	1283
Very Favorable of Trump	16% (79)	20% (98)	13% (63)	31% (148)	13% (65)	6% (30)	484
Somewhat Favorable of Trump	17% (56)	26% (83)	20% (63)	14% (44)	19% (59)	4% (14)	320
Somewhat Unfavorable of Trump	18% (40)	37% (82)	8% (17)	8% (17)	22% (50)	7% (16)	223
Very Unfavorable of Trump	30% (316)	36% (383)	7% (73)	3% (35)	17% (178)	7% (76)	1060
#1 Issue: Economy	23% (193)	29% (245)	11% (92)	12% (103)	18% (150)	7% (57)	839
#1 Issue: Security	15% (38)	24% (60)	15% (38)	23% (56)	14% (35)	8% (21)	248
#1 Issue: Health Care	27% (107)	32% (129)	9% (36)	6% (23)	20% (80)	6% (24)	399
#1 Issue: Medicare / Social Security	19% (51)	38% (105)	7% (19)	13% (36)	18% (49)	6% (16)	277
#1 Issue: Women's Issues	29% (31)	30% (32)	10% (11)	2% (2)	18% (19)	10% (11)	106
#1 Issue: Education	35% (36)	24% (25)	9% (10)	5% (5)	18% (19)	9% (9)	104
#1 Issue: Energy	24% (18)	25% (19)	18% (14)	6% (5)	16% (12)	11% (8)	76
#1 Issue: Other	22% (33)	29% (43)	9% (14)	12% (18)	20% (30)	8% (13)	150
2020 Vote: Joe Biden	32% (324)	36% (362)	8% (77)	3% (30)	14% (145)	6% (59)	998
2020 Vote: Donald Trump	12% (75)	26% (165)	17% (108)	28% (178)	15% (97)	2% (14)	637
2020 Vote: Other	10% (9)	22% (21)	12% (12)	10% (10)	35% (34)	10% (9)	95
2020 Vote: Didn't Vote	21% (100)	23% (108)	8% (35)	7% (31)	25% (118)	16% (75)	468
2018 House Vote: Democrat	33% (244)	39% (290)	8% (63)	3% (23)	14% (101)	3% (24)	744
2018 House Vote: Republican	9% (51)	24% (132)	17% (95)	30% (161)	16% (87)	3% (16)	541
2018 House Vote: Someone else	8% (5)	26% (17)	9% (6)	17% (11)	19% (12)	22% (14)	64
2016 Vote: Hillary Clinton	34% (230)	39% (267)	7% (48)	3% (21)	13% (90)	4% (28)	684
2016 Vote: Donald Trump	13% (79)	25% (159)	17% (106)	27% (173)	15% (94)	3% (18)	628
2016 Vote: Other	18% (18)	23% (23)	10% (10)	13% (13)	29% (29)	7% (7)	100
2016 Vote: Didn't Vote	23% (181)	27% (208)	9% (68)	5% (42)	23% (182)	13% (105)	786

Continued on next page

Table MCEN8_4: Do you have a favorable or unfavorable opinion of each of the following late-night talk show hosts?
Jimmy Fallon

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	23% (508)	30% (658)	11% (232)	11% (249)	18% (395)	7% (159)	2200
Voted in 2014: Yes	23% (267)	32% (375)	12% (136)	15% (178)	15% (178)	4% (43)	1177
Voted in 2014: No	24% (241)	28% (283)	9% (96)	7% (71)	21% (217)	11% (116)	1023
4-Region: Northeast	30% (120)	31% (124)	10% (40)	10% (39)	12% (46)	6% (25)	394
4-Region: Midwest	23% (107)	27% (123)	9% (41)	15% (71)	21% (96)	5% (24)	462
4-Region: South	22% (181)	28% (234)	10% (81)	13% (107)	18% (150)	9% (71)	824
4-Region: West	19% (100)	34% (178)	14% (70)	6% (31)	20% (102)	7% (38)	520
Concerned about COVID	25% (456)	33% (607)	10% (186)	9% (166)	17% (322)	6% (119)	1856
Not concerned about COVID	14% (41)	16% (51)	15% (45)	26% (81)	22% (68)	7% (22)	307
Unfollowed celeb on social bc politics	29% (184)	29% (178)	12% (73)	14% (90)	11% (70)	5% (30)	626
Not unfollowed celeb on social bc politics	22% (280)	32% (413)	10% (131)	10% (131)	20% (253)	6% (81)	1289
Unfollowed celeb on social bc too much politics	26% (146)	29% (161)	14% (79)	15% (85)	11% (59)	4% (24)	554
Not unfollowed celeb on social bc too much politics	23% (305)	32% (431)	9% (125)	10% (133)	20% (263)	6% (74)	1332
Not watched movie/TV show bc cast politics	22% (137)	29% (178)	15% (96)	20% (123)	10% (60)	5% (28)	623
Has not not watched movie/TV show bc cast politics	24% (322)	32% (424)	10% (126)	8% (103)	21% (275)	6% (77)	1326
Donated/volunteered bc celeb encouraged	34% (135)	33% (131)	12% (46)	5% (21)	9% (35)	8% (31)	399
Not donated/volunteered bc celeb encouraged	21% (321)	31% (474)	11% (162)	13% (206)	19% (292)	5% (80)	1535
Shared/re-posted celeb social bc agreed	30% (203)	32% (215)	13% (85)	8% (55)	11% (70)	6% (39)	667
Not shared/re-posted celeb social bc agreed	20% (257)	31% (398)	10% (127)	13% (166)	20% (259)	5% (69)	1275

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

Table MCEN8_5: Do you have a favorable or unfavorable opinion of each of the following late-night talk show hosts?

Seth Meyers

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	12% (260)	25% (547)	8% (167)	10% (211)	24% (537)	22% (479)	2200
Gender: Male	14% (147)	28% (298)	11% (113)	12% (126)	21% (220)	15% (158)	1062
Gender: Female	10% (113)	22% (249)	5% (53)	8% (86)	28% (317)	28% (321)	1138
Age: 18-34	11% (69)	21% (139)	9% (57)	6% (41)	21% (139)	32% (210)	655
Age: 35-44	17% (61)	31% (111)	10% (34)	5% (19)	21% (74)	16% (58)	358
Age: 45-64	13% (95)	26% (193)	6% (45)	12% (87)	25% (191)	19% (141)	751
Age: 65+	8% (35)	24% (104)	7% (31)	15% (65)	30% (133)	16% (69)	436
GenZers: 1997-2012	6% (17)	13% (40)	6% (19)	5% (16)	23% (69)	47% (140)	299
Millennials: 1981-1996	16% (101)	30% (190)	11% (68)	6% (41)	19% (121)	18% (112)	632
GenXers: 1965-1980	12% (63)	26% (136)	6% (30)	10% (54)	28% (147)	17% (90)	520
Baby Boomers: 1946-1964	11% (75)	25% (174)	7% (47)	13% (91)	26% (182)	18% (124)	693
PID: Dem (no lean)	20% (181)	32% (284)	5% (45)	4% (38)	20% (179)	18% (156)	882
PID: Ind (no lean)	6% (43)	21% (147)	8% (59)	9% (62)	29% (203)	27% (194)	708
PID: Rep (no lean)	6% (36)	19% (117)	10% (63)	18% (111)	25% (155)	21% (129)	610
PID/Gender: Dem Men	26% (106)	38% (159)	7% (29)	6% (23)	14% (59)	9% (38)	414
PID/Gender: Dem Women	16% (74)	27% (124)	3% (16)	3% (15)	26% (121)	25% (118)	467
PID/Gender: Ind Men	6% (18)	22% (72)	12% (38)	12% (38)	26% (84)	23% (76)	325
PID/Gender: Ind Women	7% (25)	20% (75)	6% (21)	6% (24)	31% (119)	31% (118)	383
PID/Gender: Rep Men	7% (22)	21% (68)	15% (47)	20% (64)	24% (78)	14% (44)	322
PID/Gender: Rep Women	5% (13)	17% (49)	6% (16)	16% (47)	27% (77)	29% (85)	288
Ideo: Liberal (1-3)	22% (148)	33% (219)	8% (55)	4% (24)	20% (129)	13% (88)	664
Ideo: Moderate (4)	10% (64)	29% (181)	5% (35)	6% (39)	27% (173)	22% (139)	631
Ideo: Conservative (5-7)	7% (42)	19% (123)	10% (68)	21% (136)	25% (163)	18% (115)	647
Educ: < College	9% (138)	21% (312)	7% (99)	10% (154)	27% (402)	27% (407)	1512
Educ: Bachelors degree	16% (73)	33% (148)	9% (42)	9% (41)	21% (91)	11% (49)	444
Educ: Post-grad	20% (49)	36% (87)	10% (25)	7% (17)	18% (44)	9% (22)	244
Income: Under 50k	8% (95)	21% (243)	7% (83)	10% (118)	25% (284)	29% (335)	1158
Income: 50k-100k	14% (95)	28% (182)	8% (53)	8% (55)	26% (172)	16% (103)	660
Income: 100k+	18% (70)	32% (122)	8% (30)	10% (39)	21% (81)	10% (40)	382
Ethnicity: White	12% (202)	25% (433)	8% (139)	10% (179)	25% (435)	19% (334)	1722
Ethnicity: Hispanic	10% (34)	26% (91)	9% (32)	6% (20)	19% (66)	31% (107)	349

Continued on next page

Table MCEN8_5: Do you have a favorable or unfavorable opinion of each of the following late-night talk show hosts?

Seth Meyers

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	12% (260)	25% (547)	8% (167)	10% (211)	24% (537)	22% (479)	2200
Ethnicity: Black	17% (46)	28% (76)	6% (16)	6% (16)	18% (49)	26% (71)	274
Ethnicity: Other	6% (12)	19% (39)	6% (11)	8% (16)	25% (52)	36% (73)	204
All Christian	13% (133)	27% (278)	9% (89)	11% (116)	26% (264)	15% (151)	1031
All Non-Christian	18% (23)	39% (49)	8% (11)	8% (11)	13% (17)	13% (16)	127
Atheist	14% (9)	24% (15)	6% (4)	12% (8)	30% (20)	14% (9)	65
Agnostic/Nothing in particular	9% (52)	23% (128)	7% (40)	7% (40)	24% (135)	29% (161)	555
Something Else	10% (43)	18% (77)	5% (23)	9% (37)	24% (101)	33% (141)	422
Religious Non-Protestant/Catholic	16% (23)	36% (52)	7% (11)	8% (11)	15% (22)	18% (27)	146
Evangelical	15% (103)	22% (157)	8% (56)	11% (75)	23% (160)	21% (149)	700
Non-Evangelical	10% (72)	26% (188)	7% (52)	11% (74)	27% (194)	18% (130)	709
Community: Urban	16% (110)	33% (231)	10% (71)	7% (46)	18% (129)	17% (118)	705
Community: Suburban	12% (113)	23% (211)	8% (73)	9% (79)	27% (249)	21% (192)	917
Community: Rural	6% (37)	18% (105)	4% (23)	15% (86)	27% (158)	29% (169)	578
Employ: Private Sector	15% (100)	31% (204)	10% (64)	8% (49)	23% (148)	13% (84)	649
Employ: Government	20% (34)	29% (50)	11% (18)	9% (14)	18% (31)	13% (22)	169
Employ: Self-Employed	6% (11)	29% (51)	5% (8)	12% (22)	20% (36)	28% (49)	177
Employ: Homemaker	8% (11)	19% (27)	4% (6)	10% (13)	32% (44)	26% (36)	137
Employ: Student	7% (8)	17% (21)	5% (6)	9% (12)	24% (30)	39% (50)	128
Employ: Retired	10% (46)	23% (105)	6% (29)	13% (60)	30% (136)	17% (75)	452
Employ: Unemployed	10% (34)	16% (54)	7% (25)	8% (25)	21% (70)	38% (127)	335
Employ: Other	9% (14)	23% (35)	6% (9)	10% (15)	27% (41)	24% (37)	153
Military HH: Yes	15% (58)	26% (101)	7% (28)	12% (49)	24% (95)	16% (62)	392
Military HH: No	11% (202)	25% (446)	8% (139)	9% (163)	24% (442)	23% (417)	1808
RD/WT: Right Direction	16% (80)	27% (135)	9% (48)	13% (64)	21% (104)	14% (73)	504
RD/WT: Wrong Track	11% (180)	24% (412)	7% (119)	9% (147)	25% (432)	24% (406)	1696
Trump Job Approve	8% (60)	20% (157)	11% (88)	20% (158)	23% (186)	19% (149)	799
Trump Job Disapprove	15% (195)	30% (380)	6% (72)	4% (49)	25% (321)	20% (260)	1277

Continued on next page

Table MCEN8_5: Do you have a favorable or unfavorable opinion of each of the following late-night talk show hosts?

Seth Meyers

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	12% (260)	25% (547)	8% (167)	10% (211)	24% (537)	22% (479)	2200
Trump Job Strongly Approve	10% (45)	14% (62)	10% (44)	27% (124)	19% (88)	21% (95)	459
Trump Job Somewhat Approve	4% (15)	28% (95)	13% (44)	10% (34)	29% (98)	16% (55)	340
Trump Job Somewhat Disapprove	7% (18)	26% (67)	8% (20)	7% (19)	28% (72)	23% (60)	256
Trump Job Strongly Disapprove	17% (178)	31% (312)	5% (52)	3% (30)	24% (249)	20% (201)	1022
Favorable of Trump	8% (66)	19% (150)	10% (79)	19% (156)	23% (184)	21% (169)	804
Unfavorable of Trump	15% (189)	30% (386)	6% (74)	4% (51)	25% (322)	20% (260)	1283
Very Favorable of Trump	10% (50)	14% (70)	8% (38)	25% (119)	20% (96)	23% (112)	484
Somewhat Favorable of Trump	5% (16)	25% (80)	13% (41)	12% (37)	28% (89)	18% (57)	320
Somewhat Unfavorable of Trump	6% (13)	26% (59)	8% (18)	8% (17)	30% (68)	22% (49)	223
Very Unfavorable of Trump	17% (176)	31% (328)	5% (57)	3% (34)	24% (254)	20% (212)	1060
#1 Issue: Economy	11% (89)	26% (216)	8% (65)	10% (87)	24% (201)	22% (181)	839
#1 Issue: Security	7% (18)	16% (41)	11% (27)	21% (51)	25% (61)	20% (50)	248
#1 Issue: Health Care	18% (72)	29% (118)	7% (28)	5% (22)	24% (96)	16% (64)	399
#1 Issue: Medicare / Social Security	12% (33)	25% (70)	5% (15)	10% (29)	26% (73)	21% (58)	277
#1 Issue: Women's Issues	14% (15)	26% (28)	7% (8)	4% (4)	18% (20)	30% (32)	106
#1 Issue: Education	9% (9)	25% (26)	6% (6)	6% (6)	22% (23)	32% (34)	104
#1 Issue: Energy	11% (8)	23% (17)	11% (8)	4% (3)	21% (16)	31% (24)	76
#1 Issue: Other	10% (15)	22% (33)	7% (10)	6% (9)	32% (47)	24% (36)	150
2020 Vote: Joe Biden	21% (205)	35% (344)	6% (63)	4% (37)	20% (204)	15% (145)	998
2020 Vote: Donald Trump	4% (29)	17% (111)	11% (69)	22% (143)	27% (171)	18% (115)	637
2020 Vote: Other	7% (6)	18% (17)	5% (5)	6% (6)	38% (36)	25% (24)	95
2020 Vote: Didn't Vote	4% (20)	16% (75)	6% (30)	5% (25)	26% (123)	41% (194)	468
2018 House Vote: Democrat	23% (173)	36% (269)	6% (47)	5% (34)	21% (153)	9% (68)	744
2018 House Vote: Republican	6% (32)	18% (99)	12% (65)	22% (121)	24% (131)	17% (93)	541
2018 House Vote: Someone else	3% (2)	19% (12)	8% (5)	14% (9)	19% (12)	37% (24)	64
2016 Vote: Hillary Clinton	24% (164)	37% (253)	5% (37)	4% (24)	19% (133)	11% (72)	684
2016 Vote: Donald Trump	7% (41)	20% (123)	11% (69)	23% (146)	24% (148)	16% (102)	628
2016 Vote: Other	5% (5)	18% (18)	11% (11)	9% (9)	37% (37)	20% (20)	100
2016 Vote: Didn't Vote	6% (50)	19% (153)	6% (50)	4% (32)	28% (217)	36% (285)	786

Continued on next page

Table MCEN8_5: Do you have a favorable or unfavorable opinion of each of the following late-night talk show hosts?

Seth Meyers

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	12% (260)	25% (547)	8% (167)	10% (211)	24% (537)	22% (479)	2200
Voted in 2014: Yes	16% (187)	27% (323)	8% (96)	13% (157)	22% (261)	13% (153)	1177
Voted in 2014: No	7% (72)	22% (224)	7% (71)	5% (54)	27% (276)	32% (326)	1023
4-Region: Northeast	17% (68)	30% (116)	11% (42)	11% (42)	20% (77)	12% (48)	394
4-Region: Midwest	10% (45)	21% (99)	5% (25)	11% (50)	29% (135)	23% (108)	462
4-Region: South	10% (84)	24% (198)	7% (58)	9% (76)	24% (198)	25% (209)	824
4-Region: West	12% (63)	26% (133)	8% (41)	8% (42)	24% (126)	22% (114)	520
Concerned about COVID	13% (247)	27% (508)	7% (127)	8% (142)	26% (478)	19% (353)	1856
Not concerned about COVID	4% (12)	11% (34)	12% (38)	22% (68)	19% (58)	31% (96)	307
Unfollowed celeb on social bc politics	16% (100)	27% (168)	10% (61)	13% (83)	20% (124)	14% (90)	626
Not unfollowed celeb on social bc politics	11% (139)	26% (340)	6% (77)	8% (102)	26% (334)	23% (297)	1289
Unfollowed celeb on social bc too much politics	13% (72)	28% (153)	11% (62)	13% (75)	18% (102)	16% (90)	554
Not unfollowed celeb on social bc too much politics	12% (164)	27% (362)	6% (76)	8% (109)	25% (339)	21% (281)	1332
Not watched movie/TV show bc cast politics	15% (90)	25% (156)	11% (70)	17% (105)	19% (117)	14% (84)	623
Has not not watched movie/TV show bc cast politics	11% (148)	27% (357)	6% (75)	7% (89)	27% (358)	23% (299)	1326
Donated/volunteered bc celeb encouraged	20% (81)	35% (141)	11% (42)	7% (26)	11% (45)	16% (64)	399
Not donated/volunteered bc celeb encouraged	10% (158)	24% (363)	7% (102)	11% (168)	28% (423)	21% (321)	1535
Shared/re-posted celeb social bc agreed	21% (137)	31% (210)	10% (69)	7% (44)	15% (103)	16% (104)	667
Not shared/re-posted celeb social bc agreed	8% (103)	25% (314)	6% (78)	11% (140)	29% (364)	22% (277)	1275

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

Table MCEN8_6: Do you have a favorable or unfavorable opinion of each of the following late-night talk show hosts?

Lilly Singh

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	5% (118)	10% (213)	5% (109)	5% (115)	18% (397)	57% (1247)	2200
Gender: Male	7% (76)	14% (148)	7% (79)	7% (72)	16% (171)	48% (515)	1062
Gender: Female	4% (42)	6% (64)	3% (30)	4% (43)	20% (226)	64% (732)	1138
Age: 18-34	8% (53)	13% (83)	8% (50)	7% (45)	22% (147)	42% (277)	655
Age: 35-44	11% (39)	18% (64)	5% (17)	5% (19)	18% (63)	43% (156)	358
Age: 45-64	3% (20)	7% (50)	4% (34)	4% (31)	16% (119)	66% (497)	751
Age: 65+	1% (6)	3% (15)	2% (9)	5% (20)	16% (68)	73% (317)	436
GenZers: 1997-2012	6% (18)	6% (17)	8% (22)	8% (25)	27% (80)	45% (135)	299
Millennials: 1981-1996	11% (71)	19% (123)	7% (43)	5% (33)	18% (112)	40% (251)	632
GenXers: 1965-1980	3% (18)	9% (44)	4% (19)	6% (30)	18% (92)	61% (317)	520
Baby Boomers: 1946-1964	2% (11)	4% (27)	3% (20)	4% (26)	15% (104)	73% (504)	693
PID: Dem (no lean)	8% (69)	15% (131)	4% (39)	3% (29)	20% (173)	50% (441)	882
PID: Ind (no lean)	4% (27)	5% (38)	5% (38)	6% (43)	20% (138)	60% (423)	708
PID: Rep (no lean)	4% (22)	7% (43)	5% (33)	7% (43)	14% (86)	63% (383)	610
PID/Gender: Dem Men	12% (48)	22% (91)	6% (27)	4% (16)	15% (63)	41% (169)	414
PID/Gender: Dem Women	5% (21)	9% (40)	3% (12)	3% (13)	24% (110)	58% (271)	467
PID/Gender: Ind Men	4% (13)	7% (23)	10% (32)	7% (24)	20% (67)	51% (166)	325
PID/Gender: Ind Women	4% (14)	4% (15)	2% (6)	5% (19)	19% (72)	67% (257)	383
PID/Gender: Rep Men	5% (15)	10% (34)	7% (21)	10% (32)	13% (42)	56% (179)	322
PID/Gender: Rep Women	3% (7)	3% (9)	4% (11)	4% (11)	15% (44)	71% (204)	288
Ideo: Liberal (1-3)	8% (53)	16% (106)	6% (39)	4% (28)	20% (134)	46% (305)	664
Ideo: Moderate (4)	6% (39)	9% (54)	4% (23)	5% (32)	19% (119)	58% (365)	631
Ideo: Conservative (5-7)	3% (18)	7% (45)	6% (38)	8% (52)	16% (101)	61% (393)	647
Educ: < College	3% (47)	5% (78)	4% (60)	6% (85)	19% (293)	63% (949)	1512
Educ: Bachelors degree	8% (35)	18% (79)	6% (27)	5% (21)	16% (71)	47% (211)	444
Educ: Post-grad	15% (37)	23% (56)	9% (21)	4% (9)	14% (33)	36% (88)	244
Income: Under 50k	3% (38)	6% (68)	4% (48)	6% (67)	18% (213)	63% (725)	1158
Income: 50k-100k	6% (40)	11% (74)	5% (33)	5% (34)	18% (122)	54% (358)	660
Income: 100k+	11% (41)	19% (71)	8% (29)	4% (15)	17% (63)	43% (163)	382
Ethnicity: White	6% (98)	10% (170)	4% (74)	5% (80)	18% (302)	58% (998)	1722
Ethnicity: Hispanic	8% (27)	13% (45)	10% (35)	5% (19)	20% (69)	44% (155)	349

Continued on next page

Table MCEN8_6: Do you have a favorable or unfavorable opinion of each of the following late-night talk show hosts?

Lilly Singh

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	5% (118)	10% (213)	5% (109)	5% (115)	18% (397)	57% (1247)	2200
Ethnicity: Black	4% (11)	11% (29)	8% (23)	7% (19)	18% (50)	52% (142)	274
Ethnicity: Other	5% (10)	7% (14)	6% (12)	8% (16)	22% (45)	53% (107)	204
All Christian	6% (67)	13% (132)	6% (58)	5% (54)	16% (163)	54% (557)	1031
All Non-Christian	15% (19)	18% (23)	6% (8)	6% (8)	20% (25)	35% (44)	127
Atheist	3% (2)	7% (4)	4% (3)	11% (7)	27% (18)	48% (31)	65
Agnostic/Nothing in particular	4% (20)	6% (35)	4% (21)	6% (32)	21% (116)	60% (332)	555
Something Else	3% (11)	4% (18)	5% (20)	3% (14)	18% (75)	67% (283)	422
Religious Non-Protestant/Catholic	13% (19)	16% (23)	5% (8)	6% (8)	20% (30)	40% (59)	146
Evangelical	8% (56)	15% (102)	6% (42)	4% (31)	15% (106)	52% (362)	700
Non-Evangelical	3% (19)	6% (44)	4% (31)	5% (33)	18% (126)	64% (456)	709
Community: Urban	10% (74)	18% (125)	7% (52)	5% (34)	18% (125)	42% (296)	705
Community: Suburban	3% (32)	8% (71)	5% (45)	4% (38)	19% (173)	61% (559)	917
Community: Rural	2% (13)	3% (16)	2% (13)	8% (43)	17% (100)	68% (393)	578
Employ: Private Sector	9% (57)	15% (96)	5% (34)	6% (39)	19% (121)	46% (302)	649
Employ: Government	12% (20)	22% (38)	12% (20)	5% (8)	11% (18)	38% (64)	169
Employ: Self-Employed	3% (6)	12% (21)	7% (13)	4% (8)	15% (27)	58% (103)	177
Employ: Homemaker	5% (6)	3% (4)	2% (2)	3% (4)	19% (26)	69% (95)	137
Employ: Student	6% (8)	6% (8)	3% (4)	16% (21)	27% (34)	42% (53)	128
Employ: Retired	1% (5)	4% (19)	3% (12)	3% (14)	14% (64)	75% (338)	452
Employ: Unemployed	3% (10)	5% (16)	6% (19)	5% (17)	21% (69)	61% (203)	335
Employ: Other	4% (6)	7% (11)	3% (5)	3% (4)	25% (38)	58% (90)	153
Military HH: Yes	6% (24)	9% (35)	7% (27)	6% (23)	14% (53)	59% (230)	392
Military HH: No	5% (95)	10% (178)	5% (82)	5% (92)	19% (344)	56% (1018)	1808
RD/WT: Right Direction	10% (50)	19% (93)	9% (47)	7% (37)	16% (82)	39% (195)	504
RD/WT: Wrong Track	4% (68)	7% (119)	4% (62)	5% (78)	19% (315)	62% (1053)	1696
Trump Job Approve	6% (45)	10% (80)	6% (52)	8% (62)	15% (116)	56% (444)	799
Trump Job Disapprove	5% (64)	10% (129)	4% (54)	4% (47)	20% (259)	57% (724)	1277

Continued on next page

Table MCEN8_6: Do you have a favorable or unfavorable opinion of each of the following late-night talk show hosts?

Lilly Singh

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	5% (118)	10% (213)	5% (109)	5% (115)	18% (397)	57% (1247)	2200
Trump Job Strongly Approve	6% (29)	9% (43)	6% (26)	11% (52)	13% (59)	55% (250)	459
Trump Job Somewhat Approve	5% (16)	11% (37)	8% (26)	3% (10)	17% (57)	57% (194)	340
Trump Job Somewhat Disapprove	3% (8)	14% (36)	8% (20)	7% (17)	21% (53)	47% (121)	256
Trump Job Strongly Disapprove	5% (56)	9% (93)	3% (34)	3% (30)	20% (206)	59% (603)	1022
Favorable of Trump	6% (51)	9% (72)	7% (53)	8% (64)	15% (117)	56% (446)	804
Unfavorable of Trump	5% (62)	11% (136)	4% (50)	4% (46)	20% (259)	57% (730)	1283
Very Favorable of Trump	8% (37)	8% (39)	7% (34)	9% (46)	14% (69)	54% (260)	484
Somewhat Favorable of Trump	5% (15)	11% (34)	6% (19)	6% (18)	15% (48)	58% (186)	320
Somewhat Unfavorable of Trump	4% (9)	12% (26)	5% (11)	4% (9)	23% (51)	52% (117)	223
Very Unfavorable of Trump	5% (54)	10% (110)	4% (39)	3% (37)	20% (208)	58% (613)	1060
#1 Issue: Economy	5% (41)	10% (81)	4% (37)	5% (41)	19% (156)	58% (483)	839
#1 Issue: Security	5% (11)	5% (14)	4% (9)	12% (30)	20% (51)	54% (133)	248
#1 Issue: Health Care	8% (30)	13% (54)	6% (22)	3% (12)	19% (77)	51% (204)	399
#1 Issue: Medicare / Social Security	3% (9)	6% (16)	5% (13)	3% (7)	12% (33)	71% (198)	277
#1 Issue: Women's Issues	11% (12)	13% (14)	6% (6)	5% (5)	19% (20)	47% (50)	106
#1 Issue: Education	10% (10)	13% (13)	6% (6)	7% (7)	19% (19)	46% (48)	104
#1 Issue: Energy	7% (5)	12% (9)	11% (8)	6% (4)	29% (22)	36% (27)	76
#1 Issue: Other	— (1)	8% (12)	5% (7)	5% (7)	13% (19)	69% (104)	150
2020 Vote: Joe Biden	8% (77)	14% (140)	5% (49)	3% (33)	20% (197)	50% (502)	998
2020 Vote: Donald Trump	3% (19)	7% (46)	6% (36)	8% (54)	13% (81)	63% (402)	637
2020 Vote: Other	— (0)	3% (3)	5% (5)	10% (10)	22% (21)	59% (56)	95
2020 Vote: Didn't Vote	5% (23)	5% (23)	4% (20)	4% (19)	21% (98)	61% (284)	468
2018 House Vote: Democrat	8% (62)	16% (118)	5% (40)	3% (23)	18% (136)	49% (366)	744
2018 House Vote: Republican	3% (15)	8% (46)	6% (33)	7% (39)	13% (69)	63% (340)	541
2018 House Vote: Someone else	1% (1)	3% (2)	2% (1)	7% (5)	14% (9)	72% (46)	64
2016 Vote: Hillary Clinton	8% (56)	14% (99)	4% (30)	2% (12)	18% (126)	53% (360)	684
2016 Vote: Donald Trump	3% (18)	8% (53)	6% (38)	8% (50)	13% (83)	62% (387)	628
2016 Vote: Other	2% (2)	3% (3)	1% (1)	9% (9)	25% (25)	61% (61)	100
2016 Vote: Didn't Vote	5% (43)	7% (57)	5% (41)	6% (44)	21% (163)	56% (437)	786

Continued on next page

Table MCEN8_6: Do you have a favorable or unfavorable opinion of each of the following late-night talk show hosts?

Lilly Singh

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	5% (118)	10% (213)	5% (109)	5% (115)	18% (397)	57% (1247)	2200
Voted in 2014: Yes	5% (65)	11% (135)	4% (52)	5% (60)	17% (195)	57% (671)	1177
Voted in 2014: No	5% (54)	8% (78)	6% (57)	5% (55)	20% (203)	56% (577)	1023
4-Region: Northeast	11% (41)	16% (63)	6% (24)	6% (23)	15% (61)	46% (181)	394
4-Region: Midwest	2% (9)	6% (27)	2% (11)	5% (23)	20% (93)	65% (298)	462
4-Region: South	5% (38)	7% (61)	5% (42)	5% (45)	17% (137)	61% (501)	824
4-Region: West	6% (30)	12% (61)	6% (32)	5% (24)	20% (106)	51% (267)	520
Concerned about COVID	6% (103)	11% (197)	5% (84)	4% (81)	18% (341)	57% (1050)	1856
Not concerned about COVID	3% (9)	5% (15)	8% (25)	10% (31)	18% (55)	56% (172)	307
Unfollowed celeb on social bc politics	8% (51)	16% (102)	6% (37)	8% (48)	17% (106)	45% (281)	626
Not unfollowed celeb on social bc politics	4% (55)	7% (93)	4% (58)	5% (60)	18% (238)	61% (785)	1289
Unfollowed celeb on social bc too much politics	8% (44)	14% (75)	10% (54)	8% (46)	16% (91)	44% (244)	554
Not unfollowed celeb on social bc too much politics	5% (63)	9% (117)	3% (44)	5% (61)	18% (240)	61% (806)	1332
Not watched movie/TV show bc cast politics	7% (41)	15% (92)	6% (39)	8% (49)	15% (93)	50% (308)	623
Has not not watched movie/TV show bc cast politics	5% (65)	8% (104)	5% (61)	4% (55)	19% (252)	60% (789)	1326
Donated/volunteered bc celeb encouraged	13% (54)	26% (104)	8% (33)	7% (29)	13% (51)	32% (128)	399
Not donated/volunteered bc celeb encouraged	3% (53)	6% (93)	4% (58)	5% (81)	19% (292)	62% (958)	1535
Shared/re-posted celeb social bc agreed	10% (69)	17% (112)	7% (49)	7% (47)	17% (116)	41% (274)	667
Not shared/re-posted celeb social bc agreed	3% (37)	7% (91)	4% (46)	5% (60)	19% (237)	63% (804)	1275

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

Table MCEN8_7: Do you have a favorable or unfavorable opinion of each of the following late-night talk show hosts?

Conan O'Brien

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	15% (320)	28% (616)	11% (246)	11% (249)	23% (517)	11% (252)	2200
Gender: Male	19% (206)	31% (327)	12% (130)	13% (134)	17% (177)	8% (88)	1062
Gender: Female	10% (114)	25% (289)	10% (116)	10% (115)	30% (339)	14% (165)	1138
Age: 18-34	16% (103)	24% (157)	10% (64)	5% (35)	21% (137)	24% (159)	655
Age: 35-44	24% (86)	33% (117)	8% (27)	9% (32)	19% (68)	8% (28)	358
Age: 45-64	13% (101)	30% (222)	13% (94)	14% (107)	24% (177)	7% (50)	751
Age: 65+	7% (30)	27% (120)	14% (61)	17% (75)	31% (135)	3% (15)	436
GenZers: 1997-2012	8% (24)	15% (43)	8% (24)	4% (11)	28% (83)	38% (114)	299
Millennials: 1981-1996	24% (152)	32% (199)	10% (64)	7% (44)	16% (103)	11% (71)	632
GenXers: 1965-1980	16% (84)	31% (162)	11% (56)	13% (68)	24% (125)	5% (26)	520
Baby Boomers: 1946-1964	8% (57)	29% (200)	14% (98)	17% (115)	27% (184)	6% (39)	693
PID: Dem (no lean)	21% (185)	35% (310)	8% (68)	4% (34)	21% (185)	11% (101)	882
PID: Ind (no lean)	11% (77)	23% (162)	12% (85)	11% (78)	28% (200)	15% (106)	708
PID: Rep (no lean)	10% (58)	24% (144)	15% (93)	22% (137)	22% (133)	8% (46)	610
PID/Gender: Dem Men	28% (117)	39% (162)	9% (37)	5% (19)	11% (47)	8% (32)	414
PID/Gender: Dem Women	15% (68)	32% (147)	7% (31)	3% (15)	29% (137)	15% (68)	467
PID/Gender: Ind Men	15% (48)	24% (77)	14% (47)	13% (42)	22% (72)	12% (40)	325
PID/Gender: Ind Women	8% (30)	22% (85)	10% (38)	9% (36)	33% (128)	17% (66)	383
PID/Gender: Rep Men	13% (42)	27% (87)	14% (46)	23% (74)	18% (59)	5% (15)	322
PID/Gender: Rep Women	6% (17)	20% (56)	16% (47)	22% (64)	26% (74)	11% (31)	288
Ideo: Liberal (1-3)	23% (153)	34% (227)	10% (68)	5% (30)	21% (137)	7% (50)	664
Ideo: Moderate (4)	14% (86)	33% (210)	11% (68)	7% (45)	25% (157)	10% (65)	631
Ideo: Conservative (5-7)	10% (66)	22% (143)	15% (96)	24% (158)	21% (137)	7% (47)	647
Educ: < College	12% (184)	24% (369)	11% (163)	12% (188)	26% (389)	15% (220)	1512
Educ: Bachelors degree	20% (87)	33% (147)	11% (51)	10% (45)	21% (92)	5% (22)	444
Educ: Post-grad	20% (50)	41% (100)	13% (33)	6% (15)	15% (36)	4% (10)	244
Income: Under 50k	12% (141)	24% (273)	10% (117)	12% (139)	26% (298)	16% (190)	1158
Income: 50k-100k	15% (99)	31% (202)	12% (81)	12% (79)	24% (156)	7% (44)	660
Income: 100k+	21% (81)	37% (141)	13% (49)	8% (30)	17% (63)	5% (19)	382
Ethnicity: White	14% (238)	29% (495)	12% (211)	13% (218)	24% (409)	9% (151)	1722
Ethnicity: Hispanic	13% (46)	29% (100)	7% (25)	8% (28)	19% (65)	24% (84)	349

Continued on next page

Table MCEN8_7: Do you have a favorable or unfavorable opinion of each of the following late-night talk show hosts?

Conan O'Brien

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	15% (320)	28% (616)	11% (246)	11% (249)	23% (517)	11% (252)	2200
Ethnicity: Black	21% (58)	28% (78)	9% (24)	6% (16)	22% (61)	14% (38)	274
Ethnicity: Other	12% (25)	21% (43)	5% (11)	7% (15)	23% (47)	31% (63)	204
All Christian	14% (144)	31% (321)	13% (132)	12% (126)	23% (240)	7% (68)	1031
All Non-Christian	16% (20)	29% (37)	17% (21)	8% (10)	20% (25)	11% (14)	127
Atheist	18% (12)	26% (17)	14% (9)	5% (3)	32% (21)	5% (3)	65
Agnostic/Nothing in particular	14% (80)	25% (140)	9% (48)	11% (62)	23% (130)	17% (94)	555
Something Else	15% (64)	24% (100)	9% (36)	11% (47)	24% (101)	17% (73)	422
Religious Non-Protestant/Catholic	14% (21)	28% (40)	15% (22)	10% (15)	22% (32)	11% (16)	146
Evangelical	16% (111)	29% (200)	11% (78)	11% (79)	22% (157)	11% (75)	700
Non-Evangelical	13% (94)	30% (211)	12% (86)	12% (87)	24% (170)	9% (61)	709
Community: Urban	18% (129)	34% (237)	11% (78)	7% (51)	18% (130)	11% (81)	705
Community: Suburban	14% (129)	28% (260)	12% (113)	11% (103)	25% (229)	9% (83)	917
Community: Rural	11% (62)	21% (119)	10% (56)	16% (95)	27% (158)	15% (89)	578
Employ: Private Sector	21% (135)	33% (216)	11% (69)	10% (68)	20% (130)	5% (31)	649
Employ: Government	18% (30)	36% (61)	17% (29)	9% (15)	14% (23)	6% (10)	169
Employ: Self-Employed	11% (20)	28% (49)	8% (15)	14% (25)	22% (38)	17% (30)	177
Employ: Homemaker	13% (18)	24% (32)	9% (12)	11% (16)	28% (39)	15% (21)	137
Employ: Student	13% (16)	18% (22)	6% (8)	3% (4)	29% (36)	32% (41)	128
Employ: Retired	8% (38)	29% (131)	14% (63)	16% (72)	30% (135)	3% (14)	452
Employ: Unemployed	14% (47)	19% (65)	11% (36)	11% (36)	20% (67)	25% (83)	335
Employ: Other	11% (17)	26% (40)	9% (13)	9% (13)	31% (48)	14% (22)	153
Military HH: Yes	15% (59)	27% (105)	14% (54)	13% (51)	25% (98)	6% (25)	392
Military HH: No	14% (261)	28% (511)	11% (192)	11% (198)	23% (419)	13% (227)	1808
RD/WT: Right Direction	18% (89)	31% (154)	12% (61)	10% (52)	19% (95)	11% (53)	504
RD/WT: Wrong Track	14% (231)	27% (462)	11% (185)	12% (196)	25% (422)	12% (199)	1696
Trump Job Approve	12% (95)	24% (193)	15% (119)	23% (180)	19% (156)	7% (57)	799
Trump Job Disapprove	17% (217)	32% (412)	9% (119)	4% (57)	25% (326)	12% (148)	1277

Continued on next page

Table MCEN8_7: Do you have a favorable or unfavorable opinion of each of the following late-night talk show hosts?

Conan O'Brien

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	15% (320)	28% (616)	11% (246)	11% (249)	23% (517)	11% (252)	2200
Trump Job Strongly Approve	12% (56)	20% (90)	13% (58)	30% (135)	17% (76)	9% (43)	459
Trump Job Somewhat Approve	11% (39)	30% (103)	18% (60)	13% (44)	23% (80)	4% (14)	340
Trump Job Somewhat Disapprove	13% (33)	26% (65)	18% (46)	8% (21)	25% (64)	10% (26)	256
Trump Job Strongly Disapprove	18% (184)	34% (346)	7% (72)	4% (36)	26% (262)	12% (121)	1022
Favorable of Trump	13% (103)	24% (191)	14% (115)	22% (178)	18% (147)	9% (69)	804
Unfavorable of Trump	16% (211)	32% (414)	9% (121)	5% (64)	25% (325)	12% (148)	1283
Very Favorable of Trump	14% (70)	17% (83)	13% (65)	27% (130)	17% (83)	11% (52)	484
Somewhat Favorable of Trump	10% (33)	34% (108)	16% (50)	15% (48)	20% (63)	5% (17)	320
Somewhat Unfavorable of Trump	13% (28)	25% (56)	15% (33)	8% (18)	28% (62)	11% (25)	223
Very Unfavorable of Trump	17% (182)	34% (358)	8% (88)	4% (46)	25% (263)	12% (123)	1060
#1 Issue: Economy	16% (133)	29% (240)	12% (102)	11% (96)	21% (176)	11% (92)	839
#1 Issue: Security	11% (28)	20% (51)	15% (36)	23% (56)	21% (52)	10% (24)	248
#1 Issue: Health Care	18% (72)	35% (138)	8% (31)	6% (26)	24% (97)	9% (35)	399
#1 Issue: Medicare / Social Security	9% (25)	29% (80)	13% (35)	12% (33)	28% (77)	10% (27)	277
#1 Issue: Women's Issues	16% (17)	25% (27)	7% (8)	3% (3)	20% (21)	29% (31)	106
#1 Issue: Education	15% (15)	23% (24)	6% (6)	9% (10)	25% (26)	22% (22)	104
#1 Issue: Energy	24% (18)	20% (15)	20% (16)	4% (3)	21% (16)	12% (9)	76
#1 Issue: Other	8% (12)	27% (41)	9% (13)	15% (22)	33% (50)	8% (12)	150
2020 Vote: Joe Biden	20% (200)	36% (358)	8% (81)	4% (43)	22% (224)	9% (91)	998
2020 Vote: Donald Trump	9% (59)	22% (138)	17% (107)	25% (160)	22% (137)	6% (36)	637
2020 Vote: Other	8% (7)	19% (18)	21% (20)	13% (12)	27% (25)	12% (12)	95
2020 Vote: Didn't Vote	11% (54)	21% (100)	8% (39)	7% (32)	28% (129)	24% (114)	468
2018 House Vote: Democrat	22% (163)	39% (287)	8% (60)	5% (34)	21% (154)	6% (45)	744
2018 House Vote: Republican	7% (40)	24% (131)	17% (93)	27% (146)	20% (108)	4% (24)	541
2018 House Vote: Someone else	10% (6)	21% (14)	14% (9)	21% (14)	18% (12)	15% (10)	64
2016 Vote: Hillary Clinton	22% (150)	39% (268)	8% (54)	5% (32)	21% (141)	6% (39)	684
2016 Vote: Donald Trump	9% (59)	24% (149)	17% (108)	25% (158)	21% (129)	4% (24)	628
2016 Vote: Other	11% (11)	20% (20)	14% (14)	15% (15)	32% (32)	8% (8)	100
2016 Vote: Didn't Vote	13% (100)	22% (177)	9% (70)	6% (44)	27% (215)	23% (181)	786

Continued on next page

Table MCEN8_7: Do you have a favorable or unfavorable opinion of each of the following late-night talk show hosts?

Conan O'Brien

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	15% (320)	28% (616)	11% (246)	11% (249)	23% (517)	11% (252)	2200
Voted in 2014: Yes	16% (191)	31% (366)	13% (148)	15% (175)	21% (244)	4% (52)	1177
Voted in 2014: No	13% (129)	24% (249)	10% (98)	7% (74)	27% (272)	20% (200)	1023
4-Region: Northeast	16% (64)	33% (130)	10% (38)	12% (48)	18% (72)	10% (41)	394
4-Region: Midwest	12% (57)	23% (109)	11% (52)	14% (65)	29% (132)	10% (47)	462
4-Region: South	14% (119)	26% (214)	11% (94)	12% (97)	24% (202)	12% (97)	824
4-Region: West	15% (80)	31% (162)	12% (62)	7% (37)	21% (111)	13% (67)	520
Concerned about COVID	16% (291)	30% (560)	11% (209)	8% (157)	24% (448)	10% (191)	1856
Not concerned about COVID	9% (29)	18% (54)	11% (35)	29% (90)	20% (61)	12% (38)	307
Unfollowed celeb on social bc politics	20% (124)	29% (179)	12% (75)	14% (85)	17% (109)	9% (54)	626
Not unfollowed celeb on social bc politics	13% (165)	30% (387)	11% (143)	10% (128)	26% (335)	10% (131)	1289
Unfollowed celeb on social bc too much politics	19% (108)	28% (153)	15% (84)	14% (78)	16% (90)	8% (42)	554
Not unfollowed celeb on social bc too much politics	13% (179)	31% (408)	10% (136)	10% (130)	26% (346)	10% (132)	1332
Not watched movie/TV show bc cast politics	18% (111)	27% (169)	15% (92)	17% (109)	15% (95)	8% (47)	623
Has not not watched movie/TV show bc cast politics	14% (189)	30% (399)	10% (134)	9% (118)	27% (352)	10% (135)	1326
Donated/volunteered bc celeb encouraged	25% (101)	38% (153)	11% (45)	5% (19)	11% (43)	9% (37)	399
Not donated/volunteered bc celeb encouraged	12% (189)	27% (414)	12% (183)	13% (201)	27% (407)	9% (140)	1535
Shared/re-posted celeb social bc agreed	21% (139)	34% (226)	12% (78)	9% (58)	15% (103)	9% (62)	667
Not shared/re-posted celeb social bc agreed	12% (153)	28% (355)	12% (152)	12% (158)	27% (342)	9% (115)	1275

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

Table MCEN8_8: Do you have a favorable or unfavorable opinion of each of the following late-night talk show hosts?

Samantha Bee

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	8% (182)	13% (291)	7% (146)	10% (226)	19% (416)	43% (940)	2200
Gender: Male	11% (114)	18% (189)	10% (104)	13% (137)	18% (193)	31% (324)	1062
Gender: Female	6% (68)	9% (102)	4% (42)	8% (88)	20% (223)	54% (616)	1138
Age: 18-34	6% (38)	13% (87)	10% (63)	6% (36)	18% (117)	48% (313)	655
Age: 35-44	16% (57)	20% (73)	9% (31)	7% (24)	21% (74)	28% (99)	358
Age: 45-64	8% (62)	12% (87)	4% (30)	14% (102)	16% (124)	46% (347)	751
Age: 65+	6% (25)	10% (44)	5% (22)	15% (64)	23% (101)	41% (180)	436
GenZers: 1997-2012	2% (7)	5% (14)	8% (25)	5% (14)	19% (57)	61% (182)	299
Millennials: 1981-1996	13% (82)	21% (131)	10% (65)	6% (41)	19% (120)	31% (194)	632
GenXers: 1965-1980	8% (40)	13% (69)	4% (22)	13% (68)	16% (86)	45% (236)	520
Baby Boomers: 1946-1964	7% (51)	11% (75)	4% (29)	14% (97)	20% (138)	44% (302)	693
PID: Dem (no lean)	15% (133)	19% (166)	7% (61)	3% (27)	18% (162)	38% (333)	882
PID: Ind (no lean)	3% (22)	9% (66)	5% (39)	11% (76)	21% (150)	50% (356)	708
PID: Rep (no lean)	4% (27)	10% (59)	8% (46)	20% (123)	17% (104)	41% (251)	610
PID/Gender: Dem Men	21% (87)	26% (109)	11% (44)	4% (18)	13% (56)	25% (102)	414
PID/Gender: Dem Women	10% (47)	12% (57)	4% (17)	2% (9)	23% (107)	49% (231)	467
PID/Gender: Ind Men	3% (11)	10% (34)	7% (23)	13% (43)	25% (82)	40% (131)	325
PID/Gender: Ind Women	3% (10)	8% (32)	4% (15)	9% (33)	18% (68)	59% (224)	383
PID/Gender: Rep Men	5% (16)	14% (46)	12% (37)	24% (77)	17% (55)	28% (91)	322
PID/Gender: Rep Women	4% (10)	4% (13)	3% (9)	16% (46)	17% (49)	56% (160)	288
Ideo: Liberal (1-3)	15% (101)	21% (140)	8% (50)	4% (25)	19% (127)	33% (221)	664
Ideo: Moderate (4)	8% (49)	15% (94)	5% (32)	7% (43)	19% (121)	46% (293)	631
Ideo: Conservative (5-7)	5% (31)	8% (51)	8% (52)	22% (141)	19% (126)	38% (246)	647
Educ: < College	5% (82)	9% (132)	6% (88)	11% (162)	20% (299)	50% (749)	1512
Educ: Bachelors degree	12% (52)	21% (91)	8% (36)	10% (45)	19% (83)	31% (136)	444
Educ: Post-grad	20% (48)	28% (68)	9% (21)	8% (19)	14% (34)	22% (54)	244
Income: Under 50k	5% (57)	9% (104)	6% (70)	10% (118)	18% (211)	52% (598)	1158
Income: 50k-100k	11% (70)	15% (100)	8% (50)	10% (63)	20% (135)	37% (242)	660
Income: 100k+	14% (55)	22% (86)	7% (26)	12% (45)	18% (71)	26% (100)	382
Ethnicity: White	9% (155)	14% (242)	6% (100)	12% (198)	18% (316)	41% (710)	1722
Ethnicity: Hispanic	9% (32)	13% (47)	12% (42)	3% (9)	16% (55)	47% (163)	349

Continued on next page

Table MCEN8_8: Do you have a favorable or unfavorable opinion of each of the following late-night talk show hosts?
Samantha Bee

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	8% (182)	13% (291)	7% (146)	10% (226)	19% (416)	43% (940)	2200
Ethnicity: Black	8% (21)	14% (38)	12% (33)	5% (14)	18% (49)	43% (119)	274
Ethnicity: Other	3% (6)	5% (11)	6% (13)	6% (13)	25% (51)	54% (111)	204
All Christian	11% (113)	15% (151)	8% (82)	12% (124)	20% (201)	35% (361)	1031
All Non-Christian	11% (14)	20% (25)	11% (13)	7% (9)	24% (31)	27% (35)	127
Atheist	14% (9)	15% (10)	4% (3)	10% (7)	21% (14)	35% (22)	65
Agnostic/Nothing in particular	6% (31)	12% (66)	7% (37)	8% (47)	18% (101)	49% (272)	555
Something Else	3% (14)	9% (38)	3% (11)	9% (39)	17% (70)	59% (250)	422
Religious Non-Protestant/Catholic	10% (14)	18% (26)	9% (13)	7% (10)	25% (37)	31% (45)	146
Evangelical	12% (80)	15% (105)	6% (45)	10% (69)	16% (111)	41% (289)	700
Non-Evangelical	6% (44)	11% (81)	5% (38)	13% (91)	21% (149)	43% (305)	709
Community: Urban	14% (97)	20% (138)	11% (77)	6% (45)	17% (117)	33% (230)	705
Community: Suburban	7% (67)	12% (108)	5% (46)	10% (92)	23% (210)	43% (394)	917
Community: Rural	3% (18)	8% (44)	4% (23)	15% (89)	15% (89)	54% (315)	578
Employ: Private Sector	13% (86)	17% (112)	6% (36)	10% (67)	20% (132)	33% (215)	649
Employ: Government	17% (29)	19% (33)	18% (31)	8% (14)	9% (15)	28% (48)	169
Employ: Self-Employed	7% (12)	17% (30)	11% (20)	10% (18)	13% (23)	42% (74)	177
Employ: Homemaker	6% (8)	9% (12)	4% (5)	12% (16)	20% (27)	50% (69)	137
Employ: Student	3% (4)	7% (10)	4% (5)	6% (8)	24% (31)	55% (70)	128
Employ: Retired	5% (23)	12% (54)	6% (26)	14% (64)	22% (99)	41% (186)	452
Employ: Unemployed	4% (13)	8% (26)	6% (19)	7% (25)	16% (55)	59% (196)	335
Employ: Other	4% (6)	9% (14)	3% (4)	9% (13)	22% (34)	53% (81)	153
Military HH: Yes	11% (45)	12% (48)	9% (34)	12% (48)	18% (71)	37% (146)	392
Military HH: No	8% (137)	13% (243)	6% (112)	10% (177)	19% (345)	44% (794)	1808
RD/WT: Right Direction	11% (54)	19% (95)	12% (61)	10% (53)	15% (74)	33% (168)	504
RD/WT: Wrong Track	8% (128)	12% (196)	5% (85)	10% (173)	20% (342)	46% (772)	1696
Trump Job Approve	7% (53)	11% (92)	8% (62)	19% (154)	16% (129)	39% (309)	799
Trump Job Disapprove	10% (125)	15% (197)	6% (75)	5% (65)	21% (267)	43% (549)	1277

Continued on next page

Table MCEN8_8: Do you have a favorable or unfavorable opinion of each of the following late-night talk show hosts?

Samantha Bee

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	8% (182)	13% (291)	7% (146)	10% (226)	19% (416)	43% (940)	2200
Trump Job Strongly Approve	8% (37)	10% (47)	7% (31)	24% (111)	14% (63)	37% (170)	459
Trump Job Somewhat Approve	5% (16)	13% (45)	9% (32)	13% (43)	19% (66)	41% (139)	340
Trump Job Somewhat Disapprove	5% (14)	16% (40)	9% (23)	10% (25)	18% (45)	43% (109)	256
Trump Job Strongly Disapprove	11% (111)	15% (157)	5% (52)	4% (40)	22% (222)	43% (439)	1022
Favorable of Trump	7% (53)	11% (91)	7% (57)	19% (149)	16% (131)	40% (323)	804
Unfavorable of Trump	10% (124)	15% (195)	6% (74)	5% (69)	20% (260)	44% (561)	1283
Very Favorable of Trump	8% (39)	9% (45)	6% (29)	23% (109)	15% (73)	39% (189)	484
Somewhat Favorable of Trump	4% (14)	14% (46)	9% (28)	12% (39)	18% (58)	42% (134)	320
Somewhat Unfavorable of Trump	4% (8)	13% (30)	7% (16)	12% (27)	17% (38)	47% (104)	223
Very Unfavorable of Trump	11% (116)	16% (166)	5% (58)	4% (41)	21% (222)	43% (457)	1060
#1 Issue: Economy	8% (64)	12% (103)	6% (53)	11% (96)	19% (161)	43% (363)	839
#1 Issue: Security	7% (16)	7% (17)	8% (19)	19% (47)	20% (49)	40% (100)	248
#1 Issue: Health Care	13% (51)	17% (67)	7% (28)	5% (20)	20% (79)	39% (154)	399
#1 Issue: Medicare / Social Security	7% (18)	15% (42)	4% (10)	10% (28)	17% (48)	47% (132)	277
#1 Issue: Women's Issues	11% (11)	10% (11)	8% (8)	3% (3)	21% (22)	48% (50)	106
#1 Issue: Education	7% (8)	17% (18)	6% (6)	13% (14)	13% (14)	43% (44)	104
#1 Issue: Energy	9% (7)	19% (15)	17% (13)	3% (3)	19% (14)	32% (25)	76
#1 Issue: Other	5% (7)	12% (18)	6% (9)	10% (16)	19% (29)	48% (72)	150
2020 Vote: Joe Biden	15% (146)	20% (198)	7% (72)	3% (34)	20% (198)	35% (350)	998
2020 Vote: Donald Trump	3% (21)	9% (57)	6% (40)	22% (139)	18% (113)	42% (268)	637
2020 Vote: Other	— (0)	6% (5)	6% (6)	16% (15)	24% (23)	48% (46)	95
2020 Vote: Didn't Vote	3% (15)	6% (30)	6% (29)	8% (38)	17% (82)	59% (274)	468
2018 House Vote: Democrat	17% (129)	23% (171)	7% (53)	4% (30)	19% (141)	30% (220)	744
2018 House Vote: Republican	3% (18)	10% (52)	8% (42)	24% (130)	17% (89)	39% (210)	541
2018 House Vote: Someone else	1% (1)	7% (4)	5% (3)	8% (5)	19% (12)	60% (38)	64
2016 Vote: Hillary Clinton	18% (121)	22% (153)	5% (36)	3% (21)	20% (138)	31% (215)	684
2016 Vote: Donald Trump	4% (24)	10% (61)	7% (46)	23% (145)	16% (103)	40% (249)	628
2016 Vote: Other	2% (2)	7% (7)	6% (6)	9% (9)	24% (24)	51% (51)	100
2016 Vote: Didn't Vote	4% (34)	9% (69)	7% (58)	6% (50)	19% (150)	54% (424)	786

Continued on next page

Table MCEN8_8: Do you have a favorable or unfavorable opinion of each of the following late-night talk show hosts?

Samantha Bee

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	8% (182)	13% (291)	7% (146)	10% (226)	19% (416)	43% (940)	2200
Voted in 2014: Yes	11% (129)	16% (188)	7% (77)	13% (156)	20% (231)	34% (397)	1177
Voted in 2014: No	5% (53)	10% (102)	7% (69)	7% (70)	18% (185)	53% (543)	1023
4-Region: Northeast	15% (58)	18% (72)	7% (28)	9% (36)	18% (71)	33% (128)	394
4-Region: Midwest	6% (28)	8% (37)	4% (19)	14% (66)	19% (89)	48% (224)	462
4-Region: South	6% (49)	13% (108)	5% (42)	10% (82)	19% (160)	47% (383)	824
4-Region: West	9% (47)	14% (74)	11% (57)	8% (41)	19% (96)	39% (204)	520
Concerned about COVID	9% (176)	14% (268)	6% (119)	9% (161)	19% (358)	42% (774)	1856
Not concerned about COVID	2% (5)	7% (22)	8% (23)	21% (64)	17% (53)	46% (140)	307
Unfollowed celeb on social bc politics	12% (75)	16% (101)	8% (52)	13% (81)	17% (107)	34% (210)	626
Not unfollowed celeb on social bc politics	7% (87)	14% (175)	6% (74)	9% (118)	20% (256)	45% (580)	1289
Unfollowed celeb on social bc too much politics	11% (59)	17% (96)	10% (54)	16% (87)	16% (87)	31% (170)	554
Not unfollowed celeb on social bc too much politics	8% (104)	13% (177)	6% (76)	8% (109)	20% (262)	45% (604)	1332
Not watched movie/TV show bc cast politics	13% (83)	16% (97)	8% (48)	17% (105)	15% (93)	32% (196)	623
Has not not watched movie/TV show bc cast politics	7% (87)	13% (175)	6% (82)	7% (97)	20% (264)	47% (622)	1326
Donated/volunteered bc celeb encouraged	20% (81)	29% (117)	8% (32)	4% (17)	15% (61)	23% (92)	399
Not donated/volunteered bc celeb encouraged	6% (85)	10% (154)	6% (88)	12% (182)	20% (305)	47% (720)	1535
Shared/re-posted celeb social bc agreed	16% (108)	21% (141)	7% (49)	9% (57)	16% (105)	31% (208)	667
Not shared/re-posted celeb social bc agreed	5% (58)	11% (136)	6% (78)	11% (138)	21% (268)	47% (598)	1275

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

Table MCEN8_9: Do you have a favorable or unfavorable opinion of each of the following late-night talk show hosts?

Trevor Noah

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	17% (370)	15% (336)	6% (133)	9% (202)	18% (387)	35% (771)	2200
Gender: Male	19% (205)	19% (204)	9% (97)	13% (134)	15% (160)	25% (262)	1062
Gender: Female	15% (165)	12% (133)	3% (36)	6% (68)	20% (227)	45% (509)	1138
Age: 18-34	17% (112)	17% (114)	9% (59)	6% (38)	14% (89)	37% (243)	655
Age: 35-44	24% (86)	22% (80)	6% (21)	7% (24)	16% (57)	25% (90)	358
Age: 45-64	16% (119)	13% (94)	5% (38)	12% (87)	19% (141)	36% (273)	751
Age: 65+	12% (54)	11% (48)	3% (15)	12% (54)	23% (101)	38% (164)	436
GenZers: 1997-2012	11% (34)	12% (35)	7% (21)	5% (15)	17% (50)	48% (144)	299
Millennials: 1981-1996	24% (150)	23% (146)	9% (56)	7% (42)	13% (81)	25% (157)	632
GenXers: 1965-1980	16% (85)	14% (72)	5% (25)	12% (63)	19% (100)	34% (175)	520
Baby Boomers: 1946-1964	14% (98)	12% (81)	4% (27)	11% (79)	21% (144)	38% (264)	693
PID: Dem (no lean)	30% (265)	23% (204)	5% (42)	3% (27)	13% (117)	26% (226)	882
PID: Ind (no lean)	10% (73)	11% (75)	7% (50)	9% (60)	21% (151)	42% (298)	708
PID: Rep (no lean)	5% (32)	9% (57)	7% (41)	19% (114)	20% (119)	41% (247)	610
PID/Gender: Dem Men	35% (145)	29% (119)	7% (28)	4% (16)	11% (44)	15% (62)	414
PID/Gender: Dem Women	26% (120)	18% (85)	3% (14)	2% (11)	16% (73)	35% (164)	467
PID/Gender: Ind Men	12% (38)	13% (43)	12% (39)	12% (38)	19% (63)	32% (105)	325
PID/Gender: Ind Women	9% (35)	9% (33)	3% (11)	6% (22)	23% (88)	51% (193)	383
PID/Gender: Rep Men	7% (22)	13% (42)	9% (30)	25% (80)	16% (53)	30% (95)	322
PID/Gender: Rep Women	3% (10)	5% (15)	4% (11)	12% (34)	23% (66)	53% (152)	288
Ideo: Liberal (1-3)	33% (217)	24% (159)	5% (36)	4% (27)	14% (93)	20% (132)	664
Ideo: Moderate (4)	16% (99)	18% (111)	6% (38)	5% (34)	17% (110)	38% (239)	631
Ideo: Conservative (5-7)	7% (43)	9% (56)	8% (51)	20% (132)	21% (134)	36% (231)	647
Educ: < College	13% (204)	11% (165)	5% (81)	9% (141)	19% (286)	42% (635)	1512
Educ: Bachelors degree	21% (92)	23% (104)	7% (31)	10% (45)	17% (75)	22% (97)	444
Educ: Post-grad	31% (75)	28% (67)	9% (21)	6% (16)	11% (26)	16% (39)	244
Income: Under 50k	13% (153)	12% (134)	5% (62)	9% (107)	19% (215)	42% (487)	1158
Income: 50k-100k	19% (125)	17% (111)	7% (47)	9% (59)	18% (122)	30% (196)	660
Income: 100k+	24% (92)	24% (91)	6% (24)	10% (37)	13% (50)	23% (88)	382
Ethnicity: White	16% (269)	15% (254)	6% (101)	10% (174)	18% (313)	35% (610)	1722
Ethnicity: Hispanic	18% (62)	18% (62)	7% (23)	6% (21)	13% (46)	39% (135)	349

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Table MCEN8_9: Do you have a favorable or unfavorable opinion of each of the following late-night talk show hosts?

Trevor Noah

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	17% (370)	15% (336)	6% (133)	9% (202)	18% (387)	35% (771)	2200
Ethnicity: Black	29% (79)	19% (53)	8% (22)	3% (9)	13% (36)	27% (74)	274
Ethnicity: Other	11% (21)	14% (29)	5% (10)	9% (19)	18% (37)	43% (87)	204
All Christian	16% (169)	16% (165)	6% (65)	11% (116)	18% (189)	32% (327)	1031
All Non-Christian	23% (29)	24% (30)	12% (16)	6% (8)	13% (17)	21% (27)	127
Atheist	26% (17)	31% (20)	— (0)	8% (5)	18% (12)	16% (10)	65
Agnostic/Nothing in particular	17% (94)	13% (72)	6% (33)	8% (42)	16% (91)	40% (223)	555
Something Else	14% (61)	12% (49)	5% (19)	7% (30)	19% (78)	44% (184)	422
Religious Non-Protestant/Catholic	22% (32)	22% (31)	13% (19)	7% (10)	15% (22)	22% (32)	146
Evangelical	16% (114)	17% (119)	6% (43)	9% (66)	17% (120)	34% (237)	700
Non-Evangelical	16% (110)	12% (88)	5% (32)	11% (77)	19% (138)	37% (264)	709
Community: Urban	22% (155)	21% (151)	9% (62)	5% (38)	15% (104)	28% (194)	705
Community: Suburban	18% (161)	15% (135)	6% (58)	9% (84)	19% (173)	33% (306)	917
Community: Rural	9% (55)	9% (50)	2% (13)	14% (80)	19% (110)	47% (271)	578
Employ: Private Sector	20% (128)	21% (139)	8% (51)	8% (51)	16% (105)	27% (175)	649
Employ: Government	22% (37)	22% (36)	13% (22)	12% (20)	12% (20)	20% (34)	169
Employ: Self-Employed	13% (24)	18% (32)	4% (7)	13% (23)	16% (29)	35% (63)	177
Employ: Homemaker	13% (19)	8% (12)	4% (5)	11% (15)	18% (25)	45% (62)	137
Employ: Student	16% (20)	11% (14)	3% (4)	7% (10)	19% (25)	43% (55)	128
Employ: Retired	14% (61)	11% (48)	4% (16)	11% (49)	23% (103)	39% (174)	452
Employ: Unemployed	16% (52)	12% (40)	7% (25)	7% (22)	15% (52)	43% (145)	335
Employ: Other	19% (30)	10% (15)	2% (3)	8% (13)	19% (30)	41% (63)	153
Military HH: Yes	15% (58)	16% (62)	10% (40)	10% (40)	14% (56)	35% (136)	392
Military HH: No	17% (313)	15% (275)	5% (93)	9% (162)	18% (331)	35% (635)	1808
RD/WT: Right Direction	16% (82)	23% (117)	8% (40)	12% (61)	14% (68)	27% (135)	504
RD/WT: Wrong Track	17% (288)	13% (219)	5% (93)	8% (141)	19% (319)	38% (636)	1696
Trump Job Approve	8% (65)	11% (90)	7% (60)	19% (148)	17% (132)	38% (304)	799
Trump Job Disapprove	23% (295)	19% (240)	5% (67)	4% (51)	18% (229)	31% (396)	1277

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Table MCEN8_9: Do you have a favorable or unfavorable opinion of each of the following late-night talk show hosts?

Trevor Noah

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	17% (370)	15% (336)	6% (133)	9% (202)	18% (387)	35% (771)	2200
Trump Job Strongly Approve	9% (39)	10% (47)	7% (31)	25% (113)	14% (66)	35% (163)	459
Trump Job Somewhat Approve	8% (26)	13% (44)	8% (29)	10% (35)	19% (66)	41% (141)	340
Trump Job Somewhat Disapprove	7% (18)	16% (41)	16% (41)	7% (19)	19% (49)	34% (88)	256
Trump Job Strongly Disapprove	27% (277)	19% (199)	3% (26)	3% (32)	18% (179)	30% (308)	1022
Favorable of Trump	8% (67)	11% (91)	7% (56)	19% (150)	17% (133)	38% (306)	804
Unfavorable of Trump	23% (293)	19% (239)	6% (71)	4% (45)	18% (228)	32% (407)	1283
Very Favorable of Trump	9% (44)	10% (47)	6% (30)	23% (110)	15% (75)	37% (178)	484
Somewhat Favorable of Trump	7% (23)	14% (44)	8% (26)	12% (40)	18% (59)	40% (128)	320
Somewhat Unfavorable of Trump	7% (15)	16% (36)	13% (30)	7% (15)	18% (41)	39% (86)	223
Very Unfavorable of Trump	26% (278)	19% (203)	4% (41)	3% (30)	18% (187)	30% (321)	1060
#1 Issue: Economy	15% (129)	15% (125)	6% (49)	9% (75)	18% (153)	37% (308)	839
#1 Issue: Security	11% (27)	7% (18)	7% (18)	20% (49)	21% (52)	34% (84)	248
#1 Issue: Health Care	26% (103)	20% (78)	7% (28)	6% (23)	16% (63)	26% (103)	399
#1 Issue: Medicare / Social Security	12% (34)	13% (36)	5% (13)	7% (20)	19% (52)	44% (123)	277
#1 Issue: Women's Issues	22% (24)	15% (16)	4% (5)	5% (6)	12% (12)	41% (44)	106
#1 Issue: Education	15% (16)	22% (23)	4% (5)	10% (11)	11% (11)	37% (38)	104
#1 Issue: Energy	16% (12)	20% (15)	17% (13)	4% (3)	18% (14)	26% (20)	76
#1 Issue: Other	17% (26)	16% (25)	1% (2)	10% (16)	20% (30)	34% (52)	150
2020 Vote: Joe Biden	29% (290)	23% (226)	5% (46)	3% (29)	16% (157)	25% (250)	998
2020 Vote: Donald Trump	5% (30)	9% (56)	6% (40)	21% (134)	20% (127)	39% (251)	637
2020 Vote: Other	8% (8)	12% (11)	14% (13)	11% (10)	15% (14)	41% (39)	95
2020 Vote: Didn't Vote	9% (43)	9% (42)	7% (34)	6% (29)	19% (89)	50% (231)	468
2018 House Vote: Democrat	32% (235)	26% (192)	5% (36)	4% (27)	14% (103)	20% (150)	744
2018 House Vote: Republican	6% (31)	9% (51)	7% (37)	21% (115)	20% (107)	37% (202)	541
2018 House Vote: Someone else	3% (2)	15% (9)	6% (4)	5% (3)	10% (6)	62% (39)	64
2016 Vote: Hillary Clinton	32% (221)	24% (163)	4% (29)	3% (22)	14% (94)	23% (156)	684
2016 Vote: Donald Trump	6% (37)	10% (62)	7% (47)	20% (128)	19% (122)	37% (232)	628
2016 Vote: Other	15% (15)	11% (11)	8% (8)	8% (8)	21% (21)	36% (36)	100
2016 Vote: Didn't Vote	12% (97)	13% (100)	6% (49)	6% (44)	19% (149)	44% (346)	786

Continued on next page

Table MCEN8_9: Do you have a favorable or unfavorable opinion of each of the following late-night talk show hosts?

Trevor Noah

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	17% (370)	15% (336)	6% (133)	9% (202)	18% (387)	35% (771)	2200
Voted in 2014: Yes	20% (231)	18% (207)	6% (68)	12% (136)	16% (190)	29% (345)	1177
Voted in 2014: No	14% (139)	13% (129)	6% (65)	6% (66)	19% (197)	42% (426)	1023
4-Region: Northeast	24% (95)	21% (84)	7% (27)	10% (40)	10% (40)	28% (109)	394
4-Region: Midwest	15% (71)	9% (44)	4% (19)	11% (52)	19% (87)	41% (190)	462
4-Region: South	13% (111)	14% (118)	6% (49)	9% (75)	21% (169)	37% (302)	824
4-Region: West	18% (94)	18% (91)	7% (38)	7% (36)	17% (91)	33% (170)	520
Concerned about COVID	19% (353)	17% (311)	5% (102)	8% (141)	18% (330)	33% (620)	1856
Not concerned about COVID	5% (17)	8% (24)	10% (31)	19% (60)	16% (49)	41% (126)	307
Unfollowed celeb on social bc politics	22% (140)	20% (123)	7% (43)	14% (90)	12% (74)	25% (156)	626
Not unfollowed celeb on social bc politics	16% (205)	15% (190)	5% (70)	8% (100)	19% (248)	37% (475)	1289
Unfollowed celeb on social bc too much politics	17% (94)	17% (94)	10% (56)	16% (90)	14% (78)	26% (142)	554
Not unfollowed celeb on social bc too much politics	18% (238)	17% (221)	5% (60)	7% (97)	19% (247)	35% (469)	1332
Not watched movie/TV show bc cast politics	21% (133)	17% (103)	7% (43)	17% (104)	12% (77)	26% (163)	623
Has not not watched movie/TV show bc cast politics	16% (211)	16% (207)	6% (76)	7% (88)	19% (254)	37% (490)	1326
Donated/volunteered bc celeb encouraged	30% (119)	26% (102)	12% (50)	5% (21)	8% (34)	18% (73)	399
Not donated/volunteered bc celeb encouraged	15% (228)	14% (209)	4% (68)	11% (168)	19% (297)	37% (564)	1535
Shared/re-posted celeb social bc agreed	29% (192)	22% (147)	9% (61)	7% (48)	11% (72)	22% (146)	667
Not shared/re-posted celeb social bc agreed	13% (160)	13% (171)	5% (58)	11% (136)	21% (265)	38% (486)	1275

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

Table MCEN8_10: Do you have a favorable or unfavorable opinion of each of the following late-night talk show hosts?

Bill Maher

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	11% (232)	17% (369)	10% (222)	14% (314)	25% (540)	24% (523)	2200
Gender: Male	15% (157)	21% (220)	13% (141)	17% (181)	20% (208)	15% (154)	1062
Gender: Female	7% (75)	13% (150)	7% (81)	12% (133)	29% (332)	32% (368)	1138
Age: 18-34	9% (58)	12% (80)	10% (66)	7% (44)	20% (132)	42% (276)	655
Age: 35-44	15% (54)	23% (83)	11% (38)	10% (36)	24% (85)	17% (62)	358
Age: 45-64	11% (79)	17% (126)	9% (66)	17% (129)	27% (206)	19% (144)	751
Age: 65+	9% (41)	19% (81)	12% (52)	24% (105)	27% (117)	9% (40)	436
GenZers: 1997-2012	2% (7)	4% (13)	7% (22)	6% (18)	19% (55)	61% (183)	299
Millennials: 1981-1996	15% (96)	21% (135)	11% (70)	8% (54)	22% (139)	22% (140)	632
GenXers: 1965-1980	11% (56)	17% (87)	11% (58)	15% (79)	30% (154)	17% (87)	520
Baby Boomers: 1946-1964	10% (67)	19% (130)	9% (62)	22% (151)	25% (175)	15% (107)	693
PID: Dem (no lean)	18% (157)	22% (197)	9% (76)	7% (62)	23% (199)	22% (191)	882
PID: Ind (no lean)	6% (44)	13% (96)	11% (75)	13% (88)	28% (196)	30% (210)	708
PID: Rep (no lean)	5% (31)	13% (77)	12% (71)	27% (163)	24% (145)	20% (122)	610
PID/Gender: Dem Men	26% (106)	28% (114)	11% (44)	8% (32)	17% (70)	12% (49)	414
PID/Gender: Dem Women	11% (51)	18% (83)	7% (32)	6% (30)	28% (130)	30% (142)	467
PID/Gender: Ind Men	8% (26)	16% (53)	15% (48)	15% (49)	23% (76)	22% (72)	325
PID/Gender: Ind Women	5% (17)	11% (42)	7% (27)	10% (39)	31% (119)	36% (138)	383
PID/Gender: Rep Men	8% (25)	16% (52)	15% (49)	31% (100)	19% (62)	11% (34)	322
PID/Gender: Rep Women	2% (7)	9% (25)	8% (22)	22% (63)	29% (83)	31% (88)	288
Ideo: Liberal (1-3)	20% (131)	25% (164)	11% (73)	7% (48)	19% (124)	19% (124)	664
Ideo: Moderate (4)	10% (61)	19% (118)	9% (57)	10% (64)	30% (188)	23% (143)	631
Ideo: Conservative (5-7)	5% (36)	12% (77)	14% (89)	29% (190)	23% (148)	17% (107)	647
Educ: < College	8% (122)	12% (182)	8% (125)	14% (217)	27% (412)	30% (454)	1512
Educ: Bachelors degree	14% (61)	24% (106)	14% (64)	16% (72)	20% (90)	11% (51)	444
Educ: Post-grad	20% (49)	33% (81)	13% (33)	10% (25)	15% (37)	7% (18)	244
Income: Under 50k	7% (86)	11% (131)	9% (98)	14% (157)	26% (307)	33% (379)	1158
Income: 50k-100k	14% (91)	19% (125)	11% (74)	16% (107)	24% (161)	15% (102)	660
Income: 100k+	14% (55)	30% (113)	13% (50)	13% (49)	19% (72)	11% (43)	382
Ethnicity: White	10% (169)	18% (305)	11% (184)	16% (276)	25% (433)	21% (354)	1722
Ethnicity: Hispanic	9% (32)	17% (58)	10% (36)	6% (20)	20% (69)	38% (134)	349

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Table MCEN8_10: Do you have a favorable or unfavorable opinion of each of the following late-night talk show hosts?

Bill Maher

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	11% (232)	17% (369)	10% (222)	14% (314)	25% (540)	24% (523)	2200
Ethnicity: Black	19% (52)	16% (45)	8% (22)	10% (27)	20% (56)	27% (73)	274
Ethnicity: Other	5% (10)	10% (20)	8% (16)	5% (11)	25% (51)	47% (96)	204
All Christian	12% (121)	19% (197)	11% (117)	17% (179)	25% (256)	16% (162)	1031
All Non-Christian	14% (18)	29% (37)	14% (18)	5% (7)	16% (21)	22% (28)	127
Atheist	12% (8)	13% (8)	8% (5)	23% (15)	27% (17)	17% (11)	65
Agnostic/Nothing in particular	8% (46)	14% (80)	10% (56)	11% (60)	25% (137)	32% (176)	555
Something Else	9% (40)	11% (48)	6% (26)	13% (54)	26% (109)	35% (146)	422
Religious Non-Protestant/Catholic	12% (18)	26% (39)	12% (18)	6% (8)	20% (29)	24% (35)	146
Evangelical	13% (89)	18% (128)	9% (62)	16% (114)	22% (152)	22% (156)	700
Non-Evangelical	10% (69)	16% (110)	11% (76)	16% (115)	28% (201)	20% (138)	709
Community: Urban	14% (102)	22% (154)	13% (89)	9% (61)	21% (145)	22% (155)	705
Community: Suburban	10% (93)	16% (150)	11% (100)	16% (149)	25% (233)	21% (192)	917
Community: Rural	6% (37)	11% (66)	6% (34)	18% (104)	28% (162)	30% (176)	578
Employ: Private Sector	14% (92)	23% (149)	11% (70)	13% (82)	23% (152)	16% (105)	649
Employ: Government	19% (33)	20% (34)	19% (31)	11% (19)	17% (29)	14% (24)	169
Employ: Self-Employed	7% (12)	17% (30)	9% (16)	16% (28)	24% (42)	28% (49)	177
Employ: Homemaker	7% (9)	12% (16)	2% (3)	12% (16)	37% (51)	31% (42)	137
Employ: Student	2% (3)	7% (8)	7% (9)	9% (11)	18% (23)	57% (73)	128
Employ: Retired	10% (43)	18% (80)	12% (56)	22% (101)	28% (126)	10% (45)	452
Employ: Unemployed	6% (20)	11% (36)	8% (28)	13% (44)	21% (69)	41% (137)	335
Employ: Other	13% (20)	10% (16)	6% (9)	8% (13)	31% (47)	31% (48)	153
Military HH: Yes	14% (54)	19% (73)	10% (40)	19% (74)	23% (89)	16% (62)	392
Military HH: No	10% (178)	16% (297)	10% (182)	13% (240)	25% (451)	25% (460)	1808
RD/WT: Right Direction	14% (72)	23% (115)	11% (56)	15% (78)	20% (100)	17% (84)	504
RD/WT: Wrong Track	9% (160)	15% (255)	10% (166)	14% (236)	26% (440)	26% (439)	1696
Trump Job Approve	8% (62)	13% (106)	11% (90)	26% (206)	23% (181)	19% (154)	799
Trump Job Disapprove	13% (163)	20% (256)	10% (127)	8% (104)	26% (332)	23% (296)	1277

Continued on next page

Table MCEN8_10: Do you have a favorable or unfavorable opinion of each of the following late-night talk show hosts?

Bill Maher

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	11% (232)	17% (369)	10% (222)	14% (314)	25% (540)	24% (523)	2200
Trump Job Strongly Approve	9% (42)	11% (49)	9% (40)	34% (154)	19% (86)	19% (87)	459
Trump Job Somewhat Approve	6% (20)	17% (57)	15% (51)	15% (51)	28% (95)	20% (66)	340
Trump Job Somewhat Disapprove	7% (18)	20% (52)	11% (28)	12% (30)	26% (65)	25% (63)	256
Trump Job Strongly Disapprove	14% (145)	20% (204)	10% (99)	7% (74)	26% (267)	23% (233)	1022
Favorable of Trump	8% (63)	13% (105)	11% (88)	26% (206)	22% (176)	21% (166)	804
Unfavorable of Trump	12% (160)	20% (259)	10% (128)	8% (104)	26% (330)	24% (302)	1283
Very Favorable of Trump	10% (46)	10% (49)	10% (48)	31% (150)	19% (94)	20% (96)	484
Somewhat Favorable of Trump	5% (16)	18% (56)	12% (40)	17% (55)	26% (82)	22% (70)	320
Somewhat Unfavorable of Trump	8% (18)	18% (41)	10% (21)	11% (25)	28% (62)	25% (55)	223
Very Unfavorable of Trump	13% (142)	21% (218)	10% (106)	7% (79)	25% (268)	23% (247)	1060
#1 Issue: Economy	9% (72)	19% (157)	9% (79)	14% (121)	26% (216)	23% (194)	839
#1 Issue: Security	7% (18)	12% (30)	11% (26)	28% (69)	23% (56)	20% (48)	248
#1 Issue: Health Care	16% (62)	20% (78)	8% (33)	10% (41)	24% (97)	22% (87)	399
#1 Issue: Medicare / Social Security	10% (28)	18% (49)	9% (25)	16% (45)	25% (69)	22% (61)	277
#1 Issue: Women's Issues	9% (10)	13% (14)	9% (9)	7% (7)	20% (21)	43% (45)	106
#1 Issue: Education	10% (10)	13% (13)	14% (14)	7% (8)	20% (20)	36% (38)	104
#1 Issue: Energy	16% (12)	12% (9)	19% (15)	5% (4)	26% (20)	21% (16)	76
#1 Issue: Other	12% (19)	12% (19)	14% (21)	13% (19)	26% (39)	23% (34)	150
2020 Vote: Joe Biden	17% (174)	24% (242)	10% (99)	7% (69)	22% (220)	19% (193)	998
2020 Vote: Donald Trump	5% (29)	11% (72)	13% (83)	31% (198)	25% (161)	15% (94)	637
2020 Vote: Other	3% (3)	12% (12)	13% (12)	16% (15)	37% (35)	19% (18)	95
2020 Vote: Didn't Vote	5% (26)	9% (43)	6% (28)	7% (32)	26% (122)	46% (217)	468
2018 House Vote: Democrat	21% (153)	26% (192)	12% (91)	8% (58)	20% (151)	13% (99)	744
2018 House Vote: Republican	6% (31)	14% (77)	12% (67)	34% (182)	21% (112)	13% (71)	541
2018 House Vote: Someone else	2% (1)	10% (7)	6% (4)	14% (9)	27% (17)	41% (26)	64
2016 Vote: Hillary Clinton	22% (150)	26% (175)	11% (75)	8% (54)	22% (149)	12% (82)	684
2016 Vote: Donald Trump	6% (38)	14% (86)	13% (80)	31% (192)	22% (140)	15% (92)	628
2016 Vote: Other	2% (2)	14% (14)	14% (14)	14% (14)	32% (32)	23% (23)	100
2016 Vote: Didn't Vote	5% (43)	12% (93)	7% (53)	7% (53)	28% (219)	41% (326)	786

Continued on next page

Table MCEN8_10: Do you have a favorable or unfavorable opinion of each of the following late-night talk show hosts?

Bill Maher

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	11% (232)	17% (369)	10% (222)	14% (314)	25% (540)	24% (523)	2200
Voted in 2014: Yes	15% (172)	20% (235)	13% (148)	20% (231)	22% (253)	12% (137)	1177
Voted in 2014: No	6% (60)	13% (134)	7% (75)	8% (82)	28% (286)	38% (385)	1023
4-Region: Northeast	15% (59)	21% (81)	12% (48)	12% (49)	18% (71)	22% (86)	394
4-Region: Midwest	9% (40)	14% (65)	9% (41)	17% (77)	28% (129)	24% (109)	462
4-Region: South	10% (80)	15% (123)	10% (86)	14% (117)	26% (214)	25% (205)	824
4-Region: West	10% (53)	19% (101)	9% (47)	14% (71)	24% (126)	24% (122)	520
Concerned about COVID	12% (218)	19% (346)	10% (183)	12% (221)	25% (466)	23% (422)	1856
Not concerned about COVID	4% (12)	7% (23)	12% (38)	30% (91)	22% (67)	25% (76)	307
Unfollowed celeb on social bc politics	15% (94)	17% (106)	14% (86)	17% (108)	19% (120)	18% (111)	626
Not unfollowed celeb on social bc politics	9% (114)	19% (243)	9% (120)	13% (166)	26% (335)	24% (312)	1289
Unfollowed celeb on social bc too much politics	13% (72)	18% (101)	14% (80)	17% (96)	21% (117)	16% (86)	554
Not unfollowed celeb on social bc too much politics	10% (136)	19% (252)	9% (122)	13% (174)	25% (333)	24% (315)	1332
Not watched movie/TV show bc cast politics	13% (81)	17% (106)	14% (85)	27% (168)	15% (95)	14% (87)	623
Has not not watched movie/TV show bc cast politics	10% (133)	18% (235)	9% (121)	10% (127)	28% (375)	25% (335)	1326
Donated/volunteered bc celeb encouraged	20% (80)	28% (113)	14% (55)	8% (32)	13% (50)	17% (69)	399
Not donated/volunteered bc celeb encouraged	9% (131)	15% (237)	10% (153)	16% (253)	26% (405)	23% (355)	1535
Shared/re-posted celeb social bc agreed	17% (114)	23% (152)	12% (77)	11% (74)	18% (120)	20% (131)	667
Not shared/re-posted celeb social bc agreed	8% (99)	16% (205)	10% (126)	17% (213)	27% (341)	23% (293)	1275

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

Table MCEN8_11: Do you have a favorable or unfavorable opinion of each of the following late-night talk show hosts?

John Oliver

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	12% (260)	13% (276)	6% (122)	7% (151)	19% (424)	44% (967)	2200
Gender: Male	15% (164)	17% (179)	9% (92)	10% (104)	19% (197)	31% (325)	1062
Gender: Female	8% (96)	9% (97)	3% (30)	4% (47)	20% (226)	56% (642)	1138
Age: 18-34	12% (78)	14% (91)	9% (59)	6% (39)	18% (120)	41% (268)	655
Age: 35-44	20% (71)	20% (73)	7% (26)	6% (20)	17% (61)	30% (106)	358
Age: 45-64	9% (70)	11% (81)	3% (19)	7% (51)	20% (149)	51% (381)	751
Age: 65+	9% (40)	7% (32)	4% (18)	9% (41)	21% (93)	49% (212)	436
GenZers: 1997-2012	6% (18)	7% (22)	8% (22)	6% (18)	22% (67)	51% (152)	299
Millennials: 1981-1996	19% (122)	21% (136)	10% (60)	6% (36)	15% (95)	29% (183)	632
GenXers: 1965-1980	10% (50)	11% (59)	3% (18)	7% (35)	23% (121)	46% (238)	520
Baby Boomers: 1946-1964	10% (67)	8% (57)	3% (18)	8% (58)	19% (129)	52% (363)	693
PID: Dem (no lean)	20% (176)	19% (170)	5% (44)	3% (25)	19% (166)	34% (300)	882
PID: Ind (no lean)	7% (52)	8% (58)	5% (36)	8% (60)	23% (161)	48% (341)	708
PID: Rep (no lean)	5% (31)	8% (48)	7% (42)	11% (67)	16% (97)	53% (326)	610
PID/Gender: Dem Men	27% (111)	26% (107)	8% (33)	5% (19)	15% (64)	20% (81)	414
PID/Gender: Dem Women	14% (66)	13% (63)	3% (12)	1% (6)	22% (102)	47% (219)	467
PID/Gender: Ind Men	9% (30)	11% (37)	8% (25)	12% (39)	24% (79)	35% (115)	325
PID/Gender: Ind Women	6% (22)	6% (21)	3% (11)	5% (21)	21% (82)	59% (226)	383
PID/Gender: Rep Men	7% (24)	11% (35)	11% (34)	14% (46)	17% (54)	40% (128)	322
PID/Gender: Rep Women	3% (7)	5% (13)	3% (7)	7% (20)	15% (42)	69% (198)	288
Ideo: Liberal (1-3)	25% (164)	21% (136)	5% (31)	3% (17)	20% (133)	28% (183)	664
Ideo: Moderate (4)	10% (63)	14% (89)	4% (27)	6% (37)	22% (137)	44% (278)	631
Ideo: Conservative (5-7)	5% (32)	8% (49)	9% (57)	13% (87)	17% (107)	49% (316)	647
Educ: < College	8% (118)	7% (111)	5% (68)	7% (103)	21% (325)	52% (787)	1512
Educ: Bachelors degree	17% (77)	23% (101)	7% (33)	7% (32)	16% (71)	29% (128)	444
Educ: Post-grad	27% (65)	26% (64)	8% (21)	6% (16)	11% (27)	21% (52)	244
Income: Under 50k	7% (82)	7% (86)	5% (56)	7% (86)	21% (246)	52% (601)	1158
Income: 50k-100k	15% (97)	14% (95)	6% (41)	6% (38)	20% (133)	39% (256)	660
Income: 100k+	21% (80)	25% (95)	7% (25)	7% (27)	12% (45)	29% (110)	382
Ethnicity: White	12% (207)	13% (217)	5% (85)	7% (123)	20% (338)	44% (751)	1722
Ethnicity: Hispanic	11% (38)	12% (43)	9% (31)	6% (20)	21% (75)	41% (143)	349

Continued on next page

Table MCEN8_11: Do you have a favorable or unfavorable opinion of each of the following late-night talk show hosts?

John Oliver

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	12% (260)	13% (276)	6% (122)	7% (151)	19% (424)	44% (967)	2200
Ethnicity: Black	14% (38)	14% (39)	8% (22)	5% (13)	18% (48)	42% (114)	274
Ethnicity: Other	7% (15)	10% (20)	7% (15)	7% (15)	18% (37)	50% (102)	204
All Christian	12% (125)	15% (156)	6% (64)	8% (80)	19% (199)	40% (409)	1031
All Non-Christian	17% (21)	24% (30)	10% (13)	9% (11)	17% (22)	24% (30)	127
Atheist	27% (17)	21% (13)	9% (6)	7% (5)	18% (11)	19% (12)	65
Agnostic/Nothing in particular	12% (67)	9% (49)	5% (28)	7% (39)	19% (108)	48% (264)	555
Something Else	7% (29)	7% (28)	3% (12)	4% (18)	20% (84)	60% (252)	422
Religious Non-Protestant/Catholic	15% (22)	21% (30)	9% (13)	7% (11)	21% (31)	27% (39)	146
Evangelical	12% (87)	15% (102)	6% (39)	6% (39)	17% (122)	44% (310)	700
Non-Evangelical	9% (63)	11% (78)	5% (33)	8% (54)	21% (148)	47% (333)	709
Community: Urban	16% (115)	20% (139)	8% (55)	6% (46)	19% (134)	31% (216)	705
Community: Suburban	12% (110)	12% (106)	5% (43)	6% (56)	20% (184)	45% (417)	917
Community: Rural	6% (34)	5% (31)	4% (24)	9% (50)	18% (106)	58% (334)	578
Employ: Private Sector	17% (110)	17% (113)	7% (43)	6% (41)	19% (121)	34% (220)	649
Employ: Government	17% (28)	28% (47)	11% (19)	11% (19)	12% (20)	21% (35)	169
Employ: Self-Employed	11% (20)	12% (21)	5% (10)	7% (12)	17% (30)	48% (85)	177
Employ: Homemaker	9% (12)	6% (8)	1% (1)	7% (10)	22% (31)	55% (75)	137
Employ: Student	8% (10)	11% (14)	6% (8)	8% (10)	22% (28)	45% (57)	128
Employ: Retired	9% (40)	8% (38)	4% (16)	8% (37)	21% (96)	50% (226)	452
Employ: Unemployed	8% (26)	7% (22)	6% (21)	5% (18)	18% (59)	56% (189)	335
Employ: Other	8% (13)	8% (12)	3% (4)	3% (5)	25% (39)	52% (80)	153
Military HH: Yes	11% (43)	14% (54)	7% (28)	8% (33)	18% (71)	42% (163)	392
Military HH: No	12% (217)	12% (223)	5% (94)	7% (118)	20% (353)	44% (804)	1808
RD/WT: Right Direction	15% (77)	19% (94)	10% (48)	10% (51)	14% (73)	32% (160)	504
RD/WT: Wrong Track	11% (182)	11% (182)	4% (74)	6% (100)	21% (351)	48% (807)	1696
Trump Job Approve	7% (58)	10% (79)	7% (53)	12% (99)	18% (142)	46% (368)	799
Trump Job Disapprove	15% (197)	15% (192)	5% (63)	4% (47)	21% (263)	40% (515)	1277

Continued on next page

Table MCEN8_11: Do you have a favorable or unfavorable opinion of each of the following late-night talk show hosts?

John Oliver

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	12% (260)	13% (276)	6% (122)	7% (151)	19% (424)	44% (967)	2200
Trump Job Strongly Approve	9% (43)	8% (39)	5% (25)	17% (79)	13% (61)	46% (212)	459
Trump Job Somewhat Approve	5% (15)	12% (40)	8% (28)	6% (20)	24% (81)	46% (156)	340
Trump Job Somewhat Disapprove	7% (19)	15% (39)	10% (26)	9% (24)	14% (36)	43% (111)	256
Trump Job Strongly Disapprove	17% (179)	15% (153)	4% (37)	2% (22)	22% (227)	40% (404)	1022
Favorable of Trump	7% (56)	10% (79)	7% (56)	12% (96)	17% (134)	48% (384)	804
Unfavorable of Trump	16% (200)	15% (190)	5% (59)	4% (46)	21% (267)	41% (521)	1283
Very Favorable of Trump	9% (45)	8% (36)	6% (28)	15% (73)	14% (67)	48% (234)	484
Somewhat Favorable of Trump	3% (10)	13% (42)	9% (27)	7% (24)	21% (66)	47% (150)	320
Somewhat Unfavorable of Trump	7% (15)	12% (28)	4% (10)	9% (21)	19% (42)	48% (108)	223
Very Unfavorable of Trump	17% (185)	15% (163)	5% (49)	2% (25)	21% (225)	39% (413)	1060
#1 Issue: Economy	10% (88)	12% (98)	6% (48)	7% (59)	19% (156)	47% (392)	839
#1 Issue: Security	8% (21)	7% (18)	6% (14)	16% (39)	19% (48)	43% (108)	248
#1 Issue: Health Care	16% (63)	19% (75)	5% (20)	4% (15)	22% (86)	35% (140)	399
#1 Issue: Medicare / Social Security	7% (19)	12% (33)	4% (10)	7% (19)	16% (45)	54% (151)	277
#1 Issue: Women's Issues	20% (22)	14% (15)	5% (5)	1% (1)	14% (15)	45% (48)	106
#1 Issue: Education	14% (15)	12% (12)	12% (12)	4% (4)	14% (15)	44% (46)	104
#1 Issue: Energy	16% (13)	15% (12)	13% (10)	5% (4)	23% (17)	27% (21)	76
#1 Issue: Other	13% (19)	9% (14)	2% (3)	7% (11)	27% (41)	42% (63)	150
2020 Vote: Joe Biden	21% (210)	19% (193)	6% (56)	3% (26)	20% (198)	32% (314)	998
2020 Vote: Donald Trump	5% (30)	7% (47)	6% (38)	14% (92)	17% (108)	51% (323)	637
2020 Vote: Other	6% (6)	7% (7)	9% (9)	12% (11)	25% (24)	40% (38)	95
2020 Vote: Didn't Vote	3% (14)	6% (29)	4% (20)	5% (22)	20% (94)	62% (288)	468
2018 House Vote: Democrat	24% (180)	21% (154)	5% (40)	3% (24)	20% (148)	27% (199)	744
2018 House Vote: Republican	6% (31)	9% (50)	7% (36)	13% (69)	17% (92)	49% (263)	541
2018 House Vote: Someone else	4% (3)	4% (2)	— (0)	14% (9)	24% (15)	54% (34)	64
2016 Vote: Hillary Clinton	25% (173)	21% (146)	3% (23)	3% (19)	21% (144)	26% (178)	684
2016 Vote: Donald Trump	6% (35)	8% (52)	8% (49)	13% (80)	17% (105)	49% (307)	628
2016 Vote: Other	11% (11)	8% (8)	3% (3)	8% (8)	25% (25)	44% (44)	100
2016 Vote: Didn't Vote	5% (41)	9% (70)	6% (47)	6% (43)	19% (150)	55% (435)	786

Continued on next page

Table MCEN8_11: Do you have a favorable or unfavorable opinion of each of the following late-night talk show hosts?

John Oliver

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	12% (260)	13% (276)	6% (122)	7% (151)	19% (424)	44% (967)	2200
Voted in 2014: Yes	16% (188)	14% (170)	5% (58)	8% (94)	19% (221)	38% (446)	1177
Voted in 2014: No	7% (72)	10% (106)	6% (64)	6% (57)	20% (203)	51% (521)	1023
4-Region: Northeast	15% (59)	19% (75)	7% (26)	8% (30)	18% (70)	34% (133)	394
4-Region: Midwest	10% (45)	7% (34)	5% (22)	8% (35)	22% (100)	49% (227)	462
4-Region: South	10% (84)	11% (90)	5% (39)	6% (50)	18% (151)	50% (410)	824
4-Region: West	14% (71)	15% (76)	7% (36)	7% (36)	20% (103)	38% (198)	520
Concerned about COVID	13% (250)	14% (264)	5% (96)	6% (106)	20% (362)	42% (778)	1856
Not concerned about COVID	3% (9)	4% (11)	8% (26)	15% (46)	19% (57)	51% (157)	307
Unfollowed celeb on social bc politics	19% (119)	17% (106)	7% (46)	9% (56)	17% (108)	31% (191)	626
Not unfollowed celeb on social bc politics	10% (122)	12% (149)	5% (65)	6% (81)	20% (253)	48% (618)	1289
Unfollowed celeb on social bc too much politics	15% (83)	17% (94)	9% (50)	10% (58)	16% (86)	33% (183)	554
Not unfollowed celeb on social bc too much politics	12% (157)	12% (160)	4% (58)	6% (76)	20% (270)	46% (610)	1332
Not watched movie/TV show bc cast politics	17% (106)	17% (105)	7% (42)	12% (76)	15% (92)	32% (201)	623
Has not not watched movie/TV show bc cast politics	10% (136)	11% (150)	5% (71)	5% (65)	20% (269)	48% (635)	1326
Donated/volunteered bc celeb encouraged	22% (88)	27% (108)	10% (39)	6% (23)	13% (50)	23% (91)	399
Not donated/volunteered bc celeb encouraged	10% (151)	9% (145)	4% (68)	8% (120)	21% (321)	48% (730)	1535
Shared/re-posted celeb social bc agreed	20% (135)	22% (145)	7% (47)	7% (48)	17% (110)	27% (182)	667
Not shared/re-posted celeb social bc agreed	8% (106)	9% (118)	5% (65)	7% (89)	21% (265)	50% (634)	1275

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

Table MCEN8_12: Do you have a favorable or unfavorable opinion of each of the following late-night talk show hosts?

Andy Cohen

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	9% (205)	19% (419)	8% (166)	9% (187)	29% (648)	26% (574)	2200
Gender: Male	11% (116)	21% (227)	9% (98)	11% (112)	26% (276)	22% (233)	1062
Gender: Female	8% (89)	17% (192)	6% (68)	7% (76)	33% (372)	30% (341)	1138
Age: 18-34	8% (55)	16% (102)	8% (50)	6% (42)	25% (161)	37% (246)	655
Age: 35-44	15% (53)	25% (91)	10% (34)	7% (25)	28% (100)	15% (54)	358
Age: 45-64	10% (73)	20% (152)	8% (57)	9% (67)	32% (237)	22% (165)	751
Age: 65+	6% (24)	17% (75)	6% (25)	12% (53)	34% (150)	25% (110)	436
GenZers: 1997-2012	3% (8)	7% (21)	6% (19)	7% (21)	24% (72)	53% (158)	299
Millennials: 1981-1996	14% (90)	25% (161)	9% (55)	6% (40)	25% (161)	20% (126)	632
GenXers: 1965-1980	12% (64)	18% (94)	9% (44)	9% (48)	33% (170)	19% (99)	520
Baby Boomers: 1946-1964	6% (39)	20% (138)	6% (39)	10% (72)	34% (233)	25% (171)	693
PID: Dem (no lean)	14% (125)	27% (235)	7% (62)	4% (38)	26% (229)	22% (192)	882
PID: Ind (no lean)	6% (43)	14% (99)	6% (44)	8% (54)	34% (241)	32% (226)	708
PID: Rep (no lean)	6% (37)	14% (85)	10% (59)	15% (95)	29% (178)	26% (156)	610
PID/Gender: Dem Men	19% (78)	28% (117)	8% (35)	7% (28)	22% (93)	15% (63)	414
PID/Gender: Dem Women	10% (47)	25% (117)	6% (27)	2% (10)	29% (136)	28% (129)	467
PID/Gender: Ind Men	5% (18)	15% (50)	9% (31)	8% (28)	31% (100)	31% (99)	325
PID/Gender: Ind Women	7% (25)	13% (50)	4% (13)	7% (27)	37% (141)	33% (127)	383
PID/Gender: Rep Men	6% (20)	19% (60)	10% (32)	17% (56)	26% (83)	22% (70)	322
PID/Gender: Rep Women	6% (17)	9% (25)	9% (27)	13% (38)	33% (95)	30% (85)	288
Ideo: Liberal (1-3)	16% (104)	26% (173)	8% (51)	5% (30)	26% (170)	20% (135)	664
Ideo: Moderate (4)	9% (59)	23% (143)	5% (32)	6% (41)	31% (196)	25% (161)	631
Ideo: Conservative (5-7)	5% (35)	13% (84)	12% (77)	17% (108)	31% (198)	22% (145)	647
Educ: < College	8% (117)	15% (228)	7% (100)	9% (140)	30% (457)	31% (470)	1512
Educ: Bachelors degree	10% (45)	26% (116)	9% (40)	7% (33)	31% (137)	16% (73)	444
Educ: Post-grad	18% (43)	31% (76)	11% (26)	6% (15)	22% (54)	13% (31)	244
Income: Under 50k	7% (80)	13% (149)	7% (78)	10% (110)	31% (365)	33% (377)	1158
Income: 50k-100k	12% (76)	22% (148)	8% (54)	8% (55)	29% (189)	21% (138)	660
Income: 100k+	13% (49)	32% (123)	9% (34)	6% (23)	25% (94)	15% (59)	382
Ethnicity: White	9% (152)	21% (353)	7% (127)	9% (151)	31% (538)	23% (402)	1722
Ethnicity: Hispanic	9% (30)	20% (69)	7% (26)	7% (24)	19% (65)	39% (136)	349

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Table MCEN8_12: Do you have a favorable or unfavorable opinion of each of the following late-night talk show hosts?

Andy Cohen

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	9% (205)	19% (419)	8% (166)	9% (187)	29% (648)	26% (574)	2200
Ethnicity: Black	16% (45)	19% (52)	10% (26)	7% (19)	23% (63)	25% (68)	274
Ethnicity: Other	4% (9)	7% (14)	6% (13)	8% (17)	23% (47)	51% (104)	204
All Christian	10% (108)	22% (230)	9% (88)	10% (99)	28% (288)	21% (217)	1031
All Non-Christian	16% (20)	27% (34)	10% (12)	9% (11)	20% (26)	18% (23)	127
Atheist	3% (2)	16% (10)	4% (3)	7% (5)	51% (33)	18% (12)	65
Agnostic/Nothing in particular	6% (33)	17% (96)	8% (42)	7% (40)	28% (158)	33% (186)	555
Something Else	10% (41)	11% (48)	5% (20)	8% (33)	34% (143)	32% (136)	422
Religious Non-Protestant/Catholic	14% (20)	26% (39)	8% (12)	8% (12)	23% (34)	20% (29)	146
Evangelical	12% (82)	18% (126)	9% (62)	10% (73)	28% (196)	23% (161)	700
Non-Evangelical	9% (66)	20% (141)	6% (45)	8% (55)	31% (222)	25% (180)	709
Community: Urban	13% (92)	25% (178)	10% (68)	7% (47)	25% (179)	20% (140)	705
Community: Suburban	8% (76)	19% (173)	8% (74)	7% (65)	31% (284)	27% (245)	917
Community: Rural	6% (37)	12% (68)	4% (24)	13% (75)	32% (185)	33% (190)	578
Employ: Private Sector	13% (83)	26% (171)	8% (53)	7% (44)	29% (188)	17% (111)	649
Employ: Government	16% (26)	23% (40)	15% (25)	8% (14)	23% (39)	14% (24)	169
Employ: Self-Employed	7% (12)	18% (31)	8% (14)	9% (17)	31% (55)	27% (47)	177
Employ: Homemaker	5% (7)	20% (28)	8% (10)	7% (10)	31% (43)	28% (39)	137
Employ: Student	4% (5)	12% (15)	4% (5)	8% (10)	22% (29)	50% (64)	128
Employ: Retired	6% (29)	18% (81)	5% (22)	13% (59)	33% (149)	25% (112)	452
Employ: Unemployed	10% (33)	11% (35)	8% (27)	6% (21)	28% (92)	38% (126)	335
Employ: Other	7% (10)	12% (18)	6% (9)	8% (13)	35% (53)	33% (50)	153
Military HH: Yes	10% (38)	19% (74)	8% (30)	11% (42)	26% (101)	27% (106)	392
Military HH: No	9% (167)	19% (345)	7% (136)	8% (145)	30% (547)	26% (468)	1808
RD/WT: Right Direction	13% (67)	27% (138)	10% (51)	11% (55)	20% (100)	18% (93)	504
RD/WT: Wrong Track	8% (138)	17% (281)	7% (115)	8% (133)	32% (548)	28% (481)	1696
Trump Job Approve	8% (65)	17% (134)	10% (80)	15% (121)	27% (218)	23% (181)	799
Trump Job Disapprove	11% (138)	22% (281)	6% (80)	5% (60)	31% (394)	25% (323)	1277

Continued on next page

Table MCEN8_12: Do you have a favorable or unfavorable opinion of each of the following late-night talk show hosts?

Andy Cohen

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	9% (205)	19% (419)	8% (166)	9% (187)	29% (648)	26% (574)	2200
Trump Job Strongly Approve	8% (37)	14% (64)	10% (44)	21% (98)	23% (106)	24% (110)	459
Trump Job Somewhat Approve	8% (28)	21% (70)	11% (36)	7% (23)	33% (112)	21% (70)	340
Trump Job Somewhat Disapprove	6% (16)	22% (57)	10% (25)	8% (21)	30% (78)	23% (59)	256
Trump Job Strongly Disapprove	12% (122)	22% (224)	5% (55)	4% (40)	31% (316)	26% (265)	1022
Favorable of Trump	8% (68)	15% (121)	9% (76)	15% (120)	28% (223)	24% (195)	804
Unfavorable of Trump	10% (130)	22% (288)	6% (79)	5% (65)	30% (391)	26% (331)	1283
Very Favorable of Trump	10% (47)	13% (64)	9% (46)	18% (86)	24% (117)	26% (124)	484
Somewhat Favorable of Trump	6% (20)	18% (58)	10% (31)	10% (33)	33% (106)	22% (71)	320
Somewhat Unfavorable of Trump	5% (12)	25% (57)	7% (16)	7% (17)	29% (64)	26% (58)	223
Very Unfavorable of Trump	11% (119)	22% (231)	6% (63)	5% (48)	31% (327)	26% (273)	1060
#1 Issue: Economy	10% (85)	17% (141)	9% (76)	8% (67)	30% (248)	26% (222)	839
#1 Issue: Security	5% (12)	15% (37)	8% (21)	17% (42)	33% (81)	22% (55)	248
#1 Issue: Health Care	12% (48)	28% (111)	7% (27)	5% (20)	28% (112)	21% (82)	399
#1 Issue: Medicare / Social Security	7% (19)	19% (52)	7% (18)	10% (27)	31% (87)	27% (75)	277
#1 Issue: Women's Issues	10% (10)	16% (17)	4% (4)	6% (6)	29% (30)	35% (37)	106
#1 Issue: Education	10% (10)	18% (18)	6% (6)	8% (8)	24% (25)	34% (35)	104
#1 Issue: Energy	15% (11)	21% (16)	13% (10)	6% (5)	25% (19)	21% (16)	76
#1 Issue: Other	6% (10)	18% (27)	3% (4)	8% (12)	30% (46)	35% (52)	150
2020 Vote: Joe Biden	15% (145)	26% (264)	7% (65)	4% (41)	28% (281)	20% (201)	998
2020 Vote: Donald Trump	5% (31)	14% (88)	11% (67)	16% (103)	30% (192)	25% (157)	637
2020 Vote: Other	3% (3)	9% (8)	7% (7)	9% (8)	42% (40)	30% (28)	95
2020 Vote: Didn't Vote	6% (27)	12% (58)	6% (26)	8% (35)	29% (135)	40% (186)	468
2018 House Vote: Democrat	15% (110)	29% (219)	7% (55)	5% (37)	28% (207)	16% (116)	744
2018 House Vote: Republican	5% (29)	15% (79)	13% (68)	16% (85)	30% (165)	21% (116)	541
2018 House Vote: Someone else	2% (1)	15% (10)	3% (2)	10% (7)	28% (18)	42% (27)	64
2016 Vote: Hillary Clinton	15% (102)	30% (202)	7% (48)	4% (28)	27% (185)	17% (119)	684
2016 Vote: Donald Trump	6% (36)	16% (98)	13% (79)	17% (106)	28% (176)	21% (132)	628
2016 Vote: Other	4% (4)	10% (10)	4% (4)	11% (11)	49% (49)	22% (22)	100
2016 Vote: Didn't Vote	8% (63)	14% (108)	4% (34)	5% (43)	30% (238)	38% (300)	786

Continued on next page

Table MCEN8_12: Do you have a favorable or unfavorable opinion of each of the following late-night talk show hosts?
Andy Cohen

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	9% (205)	19% (419)	8% (166)	9% (187)	29% (648)	26% (574)	2200
Voted in 2014: Yes	10% (121)	24% (278)	9% (106)	10% (117)	29% (343)	18% (212)	1177
Voted in 2014: No	8% (84)	14% (142)	6% (60)	7% (71)	30% (305)	35% (362)	1023
4-Region: Northeast	13% (52)	24% (96)	9% (35)	10% (40)	22% (86)	21% (84)	394
4-Region: Midwest	7% (33)	14% (64)	5% (22)	10% (47)	37% (171)	27% (126)	462
4-Region: South	9% (72)	18% (148)	9% (71)	9% (72)	29% (237)	27% (224)	824
4-Region: West	9% (48)	21% (111)	7% (38)	6% (29)	30% (154)	27% (140)	520
Concerned about COVID	10% (190)	21% (385)	7% (125)	8% (140)	30% (561)	25% (456)	1856
Not concerned about COVID	5% (15)	10% (31)	13% (39)	15% (46)	26% (81)	31% (95)	307
Unfollowed celeb on social bc politics	13% (84)	21% (132)	11% (68)	11% (68)	24% (149)	20% (125)	626
Not unfollowed celeb on social bc politics	8% (105)	20% (259)	6% (79)	8% (105)	31% (403)	26% (337)	1289
Unfollowed celeb on social bc too much politics	11% (64)	21% (118)	12% (69)	12% (66)	25% (139)	18% (99)	554
Not unfollowed celeb on social bc too much politics	9% (126)	21% (273)	6% (81)	8% (105)	29% (391)	27% (355)	1332
Not watched movie/TV show bc cast politics	11% (67)	20% (124)	12% (73)	13% (84)	24% (147)	21% (129)	623
Has not not watched movie/TV show bc cast politics	9% (123)	19% (258)	6% (78)	7% (94)	32% (419)	27% (355)	1326
Donated/volunteered bc celeb encouraged	16% (63)	35% (139)	12% (49)	7% (27)	17% (67)	14% (54)	399
Not donated/volunteered bc celeb encouraged	8% (125)	17% (255)	7% (101)	10% (152)	32% (492)	27% (411)	1535
Shared/re-posted celeb social bc agreed	14% (95)	27% (177)	10% (68)	7% (49)	21% (143)	20% (134)	667
Not shared/re-posted celeb social bc agreed	8% (97)	17% (221)	7% (83)	10% (123)	32% (413)	27% (338)	1275

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

Table MCEN8_13: Do you have a favorable or unfavorable opinion of each of the following late-night talk show hosts?

Greg Gutfeld

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	9% (190)	11% (234)	5% (101)	5% (118)	14% (314)	56% (1243)	2200
Gender: Male	13% (134)	15% (157)	7% (70)	7% (78)	15% (159)	44% (463)	1062
Gender: Female	5% (56)	7% (77)	3% (30)	4% (40)	14% (155)	69% (780)	1138
Age: 18-34	7% (46)	9% (59)	7% (46)	6% (39)	15% (99)	56% (367)	655
Age: 35-44	11% (38)	19% (67)	7% (27)	6% (21)	14% (50)	43% (155)	358
Age: 45-64	7% (54)	10% (79)	2% (16)	5% (35)	13% (96)	63% (472)	751
Age: 65+	12% (52)	7% (29)	3% (13)	6% (24)	16% (70)	57% (248)	436
GenZers: 1997-2012	4% (11)	2% (7)	5% (14)	6% (19)	18% (53)	65% (195)	299
Millennials: 1981-1996	11% (69)	18% (112)	9% (57)	5% (31)	14% (88)	44% (275)	632
GenXers: 1965-1980	6% (31)	11% (57)	2% (9)	6% (31)	14% (71)	62% (322)	520
Baby Boomers: 1946-1964	10% (72)	8% (53)	3% (18)	5% (36)	13% (92)	61% (421)	693
PID: Dem (no lean)	7% (58)	10% (89)	5% (48)	6% (56)	16% (144)	55% (487)	882
PID: Ind (no lean)	6% (41)	6% (44)	5% (36)	5% (37)	13% (94)	64% (456)	708
PID: Rep (no lean)	15% (91)	17% (101)	3% (17)	4% (25)	12% (76)	49% (299)	610
PID/Gender: Dem Men	12% (48)	16% (65)	8% (32)	9% (39)	17% (72)	38% (159)	414
PID/Gender: Dem Women	2% (9)	5% (24)	4% (16)	4% (17)	16% (73)	70% (329)	467
PID/Gender: Ind Men	8% (26)	9% (28)	8% (25)	7% (21)	15% (49)	54% (177)	325
PID/Gender: Ind Women	4% (15)	4% (16)	3% (11)	4% (16)	12% (45)	73% (279)	383
PID/Gender: Rep Men	18% (60)	20% (64)	4% (14)	6% (18)	12% (39)	40% (128)	322
PID/Gender: Rep Women	11% (32)	13% (37)	1% (3)	2% (7)	13% (37)	60% (172)	288
Ideo: Liberal (1-3)	7% (45)	11% (73)	6% (37)	8% (54)	15% (100)	54% (355)	664
Ideo: Moderate (4)	6% (37)	10% (61)	6% (36)	4% (26)	16% (98)	59% (373)	631
Ideo: Conservative (5-7)	16% (106)	15% (96)	4% (23)	5% (32)	13% (85)	47% (304)	647
Educ: < College	6% (95)	7% (104)	4% (57)	5% (79)	15% (224)	63% (953)	1512
Educ: Bachelors degree	12% (53)	17% (77)	6% (27)	5% (23)	13% (56)	47% (207)	444
Educ: Post-grad	17% (42)	22% (53)	7% (16)	6% (16)	14% (34)	34% (83)	244
Income: Under 50k	5% (61)	7% (77)	4% (46)	5% (60)	16% (184)	63% (730)	1158
Income: 50k-100k	10% (67)	13% (83)	5% (34)	6% (38)	12% (78)	55% (360)	660
Income: 100k+	16% (62)	19% (74)	6% (21)	5% (20)	14% (53)	40% (152)	382
Ethnicity: White	10% (164)	12% (201)	4% (72)	5% (94)	13% (228)	56% (963)	1722
Ethnicity: Hispanic	7% (25)	11% (37)	7% (23)	6% (20)	17% (58)	53% (186)	349

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Table MCEN8_13: Do you have a favorable or unfavorable opinion of each of the following late-night talk show hosts?

Greg Gutfeld

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	9% (190)	11% (234)	5% (101)	5% (118)	14% (314)	56% (1243)	2200
Ethnicity: Black	8% (22)	9% (25)	8% (21)	5% (12)	15% (41)	56% (154)	274
Ethnicity: Other	2% (4)	4% (8)	4% (7)	6% (12)	22% (46)	62% (127)	204
All Christian	12% (123)	15% (156)	5% (54)	6% (58)	14% (144)	48% (495)	1031
All Non-Christian	12% (15)	16% (20)	13% (16)	10% (13)	14% (18)	35% (45)	127
Atheist	7% (4)	5% (4)	4% (2)	3% (2)	15% (10)	65% (42)	65
Agnostic/Nothing in particular	4% (25)	5% (30)	3% (17)	6% (32)	14% (77)	68% (375)	555
Something Else	5% (22)	6% (24)	3% (11)	3% (13)	16% (66)	68% (286)	422
Religious Non-Protestant/Catholic	11% (17)	14% (21)	11% (16)	9% (13)	15% (22)	39% (57)	146
Evangelical	11% (78)	17% (119)	6% (41)	5% (35)	12% (84)	49% (342)	700
Non-Evangelical	9% (62)	8% (58)	3% (20)	4% (31)	17% (120)	59% (418)	709
Community: Urban	11% (75)	18% (126)	7% (50)	5% (37)	17% (122)	42% (294)	705
Community: Suburban	8% (73)	8% (71)	4% (36)	5% (42)	13% (120)	63% (574)	917
Community: Rural	7% (41)	6% (37)	2% (14)	7% (39)	13% (72)	65% (374)	578
Employ: Private Sector	12% (77)	16% (103)	4% (29)	5% (31)	14% (93)	49% (317)	649
Employ: Government	10% (17)	22% (37)	13% (23)	10% (18)	10% (17)	34% (57)	169
Employ: Self-Employed	6% (11)	14% (25)	6% (11)	2% (4)	11% (19)	60% (106)	177
Employ: Homemaker	6% (8)	4% (5)	4% (5)	5% (7)	10% (14)	71% (97)	137
Employ: Student	5% (6)	2% (3)	5% (6)	5% (6)	16% (21)	67% (85)	128
Employ: Retired	11% (48)	6% (28)	3% (12)	6% (25)	14% (63)	61% (276)	452
Employ: Unemployed	2% (8)	7% (23)	4% (13)	6% (19)	19% (64)	62% (207)	335
Employ: Other	8% (13)	6% (10)	— (1)	5% (8)	16% (25)	64% (97)	153
Military HH: Yes	11% (45)	14% (53)	6% (24)	7% (28)	12% (47)	50% (195)	392
Military HH: No	8% (145)	10% (181)	4% (76)	5% (90)	15% (268)	58% (1048)	1808
RD/WT: Right Direction	17% (86)	18% (91)	8% (39)	8% (41)	15% (74)	34% (173)	504
RD/WT: Wrong Track	6% (104)	8% (143)	4% (62)	5% (77)	14% (240)	63% (1069)	1696
Trump Job Approve	17% (135)	17% (137)	5% (37)	5% (43)	12% (99)	43% (348)	799
Trump Job Disapprove	4% (53)	7% (96)	5% (60)	6% (71)	15% (197)	63% (800)	1277

Continued on next page

Table MCEN8_13: Do you have a favorable or unfavorable opinion of each of the following late-night talk show hosts?

Greg Gutfeld

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	9% (190)	11% (234)	5% (101)	5% (118)	14% (314)	56% (1243)	2200
Trump Job Strongly Approve	21% (98)	19% (87)	3% (16)	7% (34)	11% (49)	38% (175)	459
Trump Job Somewhat Approve	11% (37)	15% (50)	6% (21)	3% (9)	15% (50)	51% (173)	340
Trump Job Somewhat Disapprove	5% (14)	15% (37)	9% (24)	5% (12)	15% (38)	51% (130)	256
Trump Job Strongly Disapprove	4% (39)	6% (59)	4% (36)	6% (58)	16% (159)	66% (670)	1022
Favorable of Trump	17% (137)	18% (141)	4% (34)	4% (33)	13% (101)	45% (358)	804
Unfavorable of Trump	4% (50)	7% (90)	4% (55)	6% (77)	15% (195)	64% (816)	1283
Very Favorable of Trump	22% (109)	18% (86)	3% (14)	5% (23)	11% (55)	41% (198)	484
Somewhat Favorable of Trump	9% (28)	17% (55)	6% (20)	3% (10)	14% (46)	50% (161)	320
Somewhat Unfavorable of Trump	7% (15)	11% (24)	5% (12)	5% (10)	19% (43)	54% (119)	223
Very Unfavorable of Trump	3% (35)	6% (66)	4% (43)	6% (67)	14% (153)	66% (697)	1060
#1 Issue: Economy	9% (78)	12% (101)	5% (38)	4% (33)	13% (112)	57% (477)	839
#1 Issue: Security	13% (33)	12% (29)	6% (15)	9% (23)	15% (38)	45% (112)	248
#1 Issue: Health Care	8% (33)	9% (35)	4% (15)	7% (26)	16% (63)	57% (226)	399
#1 Issue: Medicare / Social Security	8% (21)	8% (22)	4% (10)	6% (17)	13% (36)	62% (172)	277
#1 Issue: Women's Issues	5% (5)	13% (13)	2% (3)	2% (2)	12% (12)	66% (70)	106
#1 Issue: Education	6% (6)	13% (13)	9% (10)	3% (3)	15% (16)	54% (56)	104
#1 Issue: Energy	5% (4)	14% (11)	10% (8)	9% (7)	15% (11)	47% (36)	76
#1 Issue: Other	6% (10)	7% (10)	2% (3)	5% (7)	18% (27)	62% (93)	150
2020 Vote: Joe Biden	6% (63)	10% (104)	6% (56)	6% (58)	17% (170)	55% (546)	998
2020 Vote: Donald Trump	17% (110)	17% (106)	3% (20)	4% (27)	11% (71)	48% (304)	637
2020 Vote: Other	3% (3)	3% (3)	3% (3)	11% (10)	14% (13)	66% (62)	95
2020 Vote: Didn't Vote	3% (14)	5% (21)	5% (22)	5% (22)	12% (58)	70% (330)	468
2018 House Vote: Democrat	7% (48)	12% (90)	6% (47)	7% (55)	16% (121)	51% (383)	744
2018 House Vote: Republican	19% (101)	19% (103)	3% (17)	4% (20)	12% (65)	44% (236)	541
2018 House Vote: Someone else	3% (2)	4% (3)	2% (2)	4% (3)	8% (5)	78% (49)	64
2016 Vote: Hillary Clinton	7% (45)	11% (75)	5% (36)	6% (44)	16% (112)	54% (372)	684
2016 Vote: Donald Trump	17% (107)	17% (109)	4% (27)	4% (26)	12% (72)	46% (287)	628
2016 Vote: Other	4% (4)	5% (5)	4% (4)	5% (5)	12% (12)	69% (69)	100
2016 Vote: Didn't Vote	4% (33)	6% (45)	4% (34)	6% (44)	15% (118)	65% (513)	786

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Table MCEN8_13: Do you have a favorable or unfavorable opinion of each of the following late-night talk show hosts?

Greg Gutfeld

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	9% (190)	11% (234)	5% (101)	5% (118)	14% (314)	56% (1243)	2200
Voted in 2014: Yes	12% (142)	14% (160)	5% (53)	6% (70)	14% (162)	50% (589)	1177
Voted in 2014: No	5% (48)	7% (74)	5% (48)	5% (48)	15% (152)	64% (653)	1023
4-Region: Northeast	13% (51)	17% (68)	5% (20)	7% (28)	13% (49)	45% (177)	394
4-Region: Midwest	7% (32)	8% (36)	1% (6)	5% (25)	14% (65)	64% (298)	462
4-Region: South	8% (64)	9% (71)	5% (44)	4% (33)	14% (118)	60% (494)	824
4-Region: West	8% (43)	11% (59)	6% (31)	6% (32)	16% (82)	53% (274)	520
Concerned about COVID	8% (153)	11% (202)	4% (80)	5% (99)	15% (272)	57% (1051)	1856
Not concerned about COVID	12% (37)	10% (31)	7% (21)	5% (16)	13% (40)	53% (163)	307
Unfollowed celeb on social bc politics	13% (79)	14% (90)	5% (29)	7% (44)	14% (89)	47% (294)	626
Not unfollowed celeb on social bc politics	7% (94)	10% (126)	4% (53)	5% (68)	14% (177)	60% (771)	1289
Unfollowed celeb on social bc too much politics	12% (66)	16% (90)	6% (33)	8% (46)	13% (74)	44% (244)	554
Not unfollowed celeb on social bc too much politics	8% (109)	9% (121)	4% (51)	5% (67)	14% (186)	60% (798)	1332
Not watched movie/TV show bc cast politics	14% (88)	17% (104)	6% (37)	8% (48)	13% (79)	43% (267)	623
Has not not watched movie/TV show bc cast politics	7% (91)	9% (116)	4% (52)	5% (62)	14% (192)	61% (812)	1326
Donated/volunteered bc celeb encouraged	13% (53)	24% (95)	8% (30)	8% (32)	12% (47)	36% (142)	399
Not donated/volunteered bc celeb encouraged	8% (123)	8% (122)	4% (57)	5% (75)	14% (221)	61% (938)	1535
Shared/re-posted celeb social bc agreed	12% (77)	18% (118)	5% (31)	7% (48)	13% (88)	46% (306)	667
Not shared/re-posted celeb social bc agreed	8% (97)	8% (103)	4% (55)	5% (66)	15% (186)	60% (768)	1275

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

Table MCENdem1_1: In general, what kind of fan do you consider yourself of the following?

Film

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	32%	(705)	56%	(1221)	12%	(274)	2200
Gender: Male	38%	(401)	52%	(557)	10%	(103)	1062
Gender: Female	27%	(304)	58%	(664)	15%	(170)	1138
Age: 18-34	37%	(240)	50%	(328)	13%	(88)	655
Age: 35-44	45%	(162)	47%	(168)	8%	(28)	358
Age: 45-64	27%	(205)	60%	(453)	12%	(93)	751
Age: 65+	23%	(99)	62%	(272)	15%	(65)	436
GenZers: 1997-2012	30%	(91)	53%	(157)	17%	(51)	299
Millennials: 1981-1996	44%	(279)	47%	(298)	9%	(55)	632
GenXers: 1965-1980	31%	(162)	57%	(296)	12%	(63)	520
Baby Boomers: 1946-1964	24%	(166)	62%	(430)	14%	(96)	693
PID: Dem (no lean)	38%	(337)	53%	(467)	9%	(78)	882
PID: Ind (no lean)	27%	(191)	57%	(401)	16%	(116)	708
PID: Rep (no lean)	29%	(177)	58%	(353)	13%	(80)	610
PID/Gender: Dem Men	43%	(178)	51%	(212)	6%	(25)	414
PID/Gender: Dem Women	34%	(159)	55%	(255)	11%	(53)	467
PID/Gender: Ind Men	32%	(103)	53%	(173)	15%	(49)	325
PID/Gender: Ind Women	23%	(88)	60%	(228)	17%	(67)	383
PID/Gender: Rep Men	37%	(120)	54%	(173)	9%	(30)	322
PID/Gender: Rep Women	20%	(57)	63%	(180)	18%	(50)	288
Ideo: Liberal (1-3)	39%	(259)	53%	(351)	8%	(55)	664
Ideo: Moderate (4)	34%	(212)	55%	(347)	11%	(72)	631
Ideo: Conservative (5-7)	27%	(174)	60%	(391)	13%	(82)	647
Educ: < College	28%	(417)	57%	(864)	15%	(230)	1512
Educ: Bachelors degree	40%	(178)	53%	(236)	7%	(30)	444
Educ: Post-grad	45%	(110)	50%	(121)	5%	(13)	244
Income: Under 50k	29%	(335)	56%	(644)	15%	(179)	1158
Income: 50k-100k	33%	(219)	56%	(369)	11%	(72)	660
Income: 100k+	40%	(151)	54%	(208)	6%	(23)	382
Ethnicity: White	32%	(546)	58%	(991)	11%	(185)	1722
Ethnicity: Hispanic	40%	(140)	42%	(148)	18%	(61)	349
Ethnicity: Black	39%	(106)	46%	(127)	15%	(41)	274

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Table MCENdem1_1: In general, what kind of fan do you consider yourself of the following?
Film

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	32%	(705)	56%	(1221)	12%	(274)	2200
Ethnicity: Other	26%	(54)	51%	(103)	23%	(47)	204
All Christian	32%	(333)	56%	(581)	11%	(117)	1031
All Non-Christian	31%	(40)	59%	(75)	10%	(12)	127
Atheist	36%	(23)	57%	(37)	7%	(4)	65
Agnostic/Nothing in particular	31%	(173)	55%	(303)	14%	(79)	555
Something Else	32%	(136)	53%	(225)	14%	(61)	422
Religious Non-Protestant/Catholic	31%	(45)	61%	(89)	8%	(12)	146
Evangelical	33%	(230)	53%	(372)	14%	(98)	700
Non-Evangelical	32%	(225)	57%	(405)	11%	(79)	709
Community: Urban	40%	(285)	49%	(343)	11%	(77)	705
Community: Suburban	32%	(292)	59%	(542)	9%	(83)	917
Community: Rural	22%	(128)	58%	(337)	20%	(113)	578
Employ: Private Sector	39%	(256)	53%	(344)	8%	(49)	649
Employ: Government	38%	(64)	53%	(90)	9%	(15)	169
Employ: Self-Employed	33%	(58)	54%	(96)	13%	(23)	177
Employ: Homemaker	34%	(47)	48%	(66)	18%	(25)	137
Employ: Student	21%	(27)	65%	(83)	14%	(17)	128
Employ: Retired	25%	(112)	62%	(279)	13%	(61)	452
Employ: Unemployed	30%	(101)	53%	(177)	17%	(58)	335
Employ: Other	27%	(41)	57%	(87)	17%	(26)	153
Military HH: Yes	30%	(119)	59%	(230)	11%	(43)	392
Military HH: No	32%	(587)	55%	(991)	13%	(231)	1808
RD/WT: Right Direction	40%	(200)	50%	(254)	10%	(50)	504
RD/WT: Wrong Track	30%	(505)	57%	(967)	13%	(224)	1696
Trump Job Approve	31%	(248)	55%	(442)	14%	(109)	799
Trump Job Disapprove	34%	(432)	56%	(721)	10%	(125)	1277
Trump Job Strongly Approve	31%	(144)	53%	(243)	16%	(71)	459
Trump Job Somewhat Approve	30%	(104)	59%	(199)	11%	(37)	340
Trump Job Somewhat Disapprove	29%	(74)	61%	(157)	10%	(24)	256
Trump Job Strongly Disapprove	35%	(358)	55%	(564)	10%	(100)	1022

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Table MCENdem1_1: *In general, what kind of fan do you consider yourself of the following?*

Film

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	32%	(705)	56%	(1221)	12%	(274)	2200
Favorable of Trump	30%	(243)	55%	(443)	15%	(118)	804
Unfavorable of Trump	34%	(435)	56%	(722)	10%	(126)	1283
Very Favorable of Trump	30%	(145)	53%	(259)	17%	(80)	484
Somewhat Favorable of Trump	31%	(98)	58%	(185)	12%	(37)	320
Somewhat Unfavorable of Trump	27%	(60)	62%	(139)	10%	(23)	223
Very Unfavorable of Trump	35%	(375)	55%	(583)	10%	(103)	1060
#1 Issue: Economy	31%	(263)	58%	(486)	11%	(91)	839
#1 Issue: Security	31%	(77)	53%	(132)	16%	(40)	248
#1 Issue: Health Care	41%	(165)	50%	(199)	9%	(34)	399
#1 Issue: Medicare / Social Security	27%	(76)	60%	(166)	13%	(36)	277
#1 Issue: Women's Issues	31%	(33)	56%	(59)	13%	(14)	106
#1 Issue: Education	24%	(25)	52%	(54)	24%	(25)	104
#1 Issue: Energy	39%	(30)	47%	(36)	13%	(10)	76
#1 Issue: Other	24%	(36)	60%	(90)	16%	(24)	150
2020 Vote: Joe Biden	38%	(378)	53%	(526)	9%	(94)	998
2020 Vote: Donald Trump	28%	(181)	59%	(375)	13%	(82)	637
2020 Vote: Other	26%	(24)	57%	(54)	17%	(16)	95
2020 Vote: Didn't Vote	26%	(122)	56%	(264)	18%	(82)	468
2018 House Vote: Democrat	39%	(292)	51%	(383)	9%	(69)	744
2018 House Vote: Republican	29%	(160)	59%	(318)	12%	(64)	541
2018 House Vote: Someone else	18%	(11)	67%	(43)	15%	(10)	64
2016 Vote: Hillary Clinton	40%	(273)	51%	(350)	9%	(61)	684
2016 Vote: Donald Trump	29%	(181)	59%	(372)	12%	(75)	628
2016 Vote: Other	22%	(22)	62%	(62)	16%	(16)	100
2016 Vote: Didn't Vote	29%	(229)	55%	(436)	15%	(121)	786
Voted in 2014: Yes	34%	(396)	56%	(657)	11%	(125)	1177
Voted in 2014: No	30%	(309)	55%	(565)	15%	(149)	1023
4-Region: Northeast	35%	(139)	56%	(220)	9%	(35)	394
4-Region: Midwest	28%	(130)	59%	(272)	13%	(60)	462
4-Region: South	31%	(254)	54%	(444)	15%	(127)	824
4-Region: West	35%	(183)	55%	(285)	10%	(53)	520

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Table MCENdem1_1: *In general, what kind of fan do you consider yourself of the following?*
Film

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	32%	(705)	56%	(1221)	12%	(274)	2200
Concerned about COVID	34%	(634)	56%	(1032)	10%	(190)	1856
Not concerned about COVID	21%	(64)	55%	(170)	24%	(73)	307
Unfollowed celeb on social bc politics	40%	(253)	50%	(311)	10%	(61)	626
Not unfollowed celeb on social bc politics	30%	(390)	58%	(746)	12%	(152)	1289
Unfollowed celeb on social bc too much politics	40%	(224)	49%	(270)	11%	(59)	554
Not unfollowed celeb on social bc too much politics	31%	(417)	58%	(766)	11%	(149)	1332
Not watched movie/TV show bc cast politics	35%	(218)	53%	(331)	12%	(74)	623
Has not not watched movie/TV show bc cast politics	33%	(439)	56%	(747)	11%	(140)	1326
Donated/volunteered bc celeb encouraged	47%	(186)	47%	(189)	6%	(24)	399
Not donated/volunteered bc celeb encouraged	29%	(444)	59%	(900)	12%	(191)	1535
Shared/re-posted celeb social bc agreed	43%	(289)	49%	(327)	8%	(50)	667
Not shared/re-posted celeb social bc agreed	28%	(361)	59%	(753)	13%	(161)	1275

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

Table MCENdem1_2: In general, what kind of fan do you consider yourself of the following?

Television

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	44%	(978)	47%	(1033)	9%	(189)	2200
Gender: Male	44%	(470)	47%	(502)	8%	(90)	1062
Gender: Female	45%	(508)	47%	(530)	9%	(100)	1138
Age: 18-34	34%	(222)	51%	(333)	15%	(100)	655
Age: 35-44	49%	(173)	45%	(160)	7%	(24)	358
Age: 45-64	48%	(363)	46%	(344)	6%	(44)	751
Age: 65+	50%	(220)	45%	(195)	5%	(22)	436
GenZers: 1997-2012	25%	(74)	56%	(168)	19%	(57)	299
Millennials: 1981-1996	45%	(282)	45%	(286)	10%	(64)	632
GenXers: 1965-1980	48%	(249)	47%	(246)	5%	(25)	520
Baby Boomers: 1946-1964	49%	(339)	45%	(312)	6%	(43)	693
PID: Dem (no lean)	52%	(463)	43%	(375)	5%	(44)	882
PID: Ind (no lean)	32%	(229)	51%	(364)	16%	(115)	708
PID: Rep (no lean)	47%	(286)	48%	(294)	5%	(30)	610
PID/Gender: Dem Men	52%	(217)	43%	(176)	5%	(22)	414
PID/Gender: Dem Women	53%	(246)	43%	(199)	5%	(23)	467
PID/Gender: Ind Men	30%	(97)	54%	(174)	17%	(54)	325
PID/Gender: Ind Women	34%	(132)	50%	(190)	16%	(61)	383
PID/Gender: Rep Men	48%	(156)	47%	(152)	5%	(15)	322
PID/Gender: Rep Women	45%	(131)	49%	(142)	5%	(15)	288
Ideo: Liberal (1-3)	49%	(328)	43%	(286)	8%	(50)	664
Ideo: Moderate (4)	46%	(288)	47%	(296)	7%	(47)	631
Ideo: Conservative (5-7)	43%	(275)	52%	(333)	6%	(38)	647
Educ: < College	44%	(669)	46%	(693)	10%	(151)	1512
Educ: Bachelors degree	44%	(194)	50%	(222)	6%	(28)	444
Educ: Post-grad	47%	(115)	48%	(117)	5%	(11)	244
Income: Under 50k	42%	(489)	46%	(533)	12%	(135)	1158
Income: 50k-100k	49%	(321)	46%	(300)	6%	(39)	660
Income: 100k+	44%	(168)	52%	(199)	4%	(15)	382
Ethnicity: White	46%	(785)	47%	(810)	7%	(127)	1722
Ethnicity: Hispanic	38%	(133)	44%	(154)	18%	(63)	349
Ethnicity: Black	49%	(133)	41%	(113)	10%	(28)	274

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Table MCENdem1_2: *In general, what kind of fan do you consider yourself of the following?*
Television

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	44%	(978)	47%	(1033)	9%	(189)	2200
Ethnicity: Other	29%	(60)	54%	(110)	17%	(35)	204
All Christian	49%	(503)	45%	(466)	6%	(63)	1031
All Non-Christian	42%	(54)	46%	(59)	11%	(14)	127
Atheist	40%	(26)	52%	(34)	8%	(5)	65
Agnostic/Nothing in particular	38%	(211)	49%	(270)	13%	(74)	555
Something Else	44%	(184)	48%	(204)	8%	(33)	422
Religious Non-Protestant/Catholic	43%	(63)	47%	(69)	10%	(14)	146
Evangelical	46%	(322)	47%	(328)	7%	(50)	700
Non-Evangelical	49%	(348)	45%	(320)	6%	(41)	709
Community: Urban	50%	(355)	40%	(282)	10%	(67)	705
Community: Suburban	43%	(391)	50%	(458)	7%	(68)	917
Community: Rural	40%	(231)	51%	(293)	9%	(54)	578
Employ: Private Sector	49%	(320)	44%	(289)	6%	(41)	649
Employ: Government	49%	(82)	48%	(82)	3%	(5)	169
Employ: Self-Employed	31%	(54)	55%	(98)	14%	(25)	177
Employ: Homemaker	48%	(65)	36%	(49)	17%	(23)	137
Employ: Student	25%	(32)	58%	(74)	18%	(22)	128
Employ: Retired	53%	(240)	43%	(196)	3%	(15)	452
Employ: Unemployed	41%	(138)	44%	(148)	15%	(49)	335
Employ: Other	30%	(46)	64%	(98)	6%	(10)	153
Military HH: Yes	46%	(182)	47%	(182)	7%	(28)	392
Military HH: No	44%	(796)	47%	(850)	9%	(161)	1808
RD/WT: Right Direction	48%	(244)	45%	(226)	7%	(35)	504
RD/WT: Wrong Track	43%	(734)	48%	(807)	9%	(155)	1696
Trump Job Approve	44%	(354)	49%	(390)	7%	(55)	799
Trump Job Disapprove	46%	(594)	46%	(588)	7%	(95)	1277
Trump Job Strongly Approve	48%	(219)	46%	(209)	7%	(30)	459
Trump Job Somewhat Approve	39%	(134)	53%	(181)	7%	(25)	340
Trump Job Somewhat Disapprove	37%	(96)	55%	(139)	8%	(20)	256
Trump Job Strongly Disapprove	49%	(498)	44%	(449)	7%	(75)	1022

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Table MCENdem1_2: *In general, what kind of fan do you consider yourself of the following?*

Television

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	44%	(978)	47%	(1033)	9%	(189)	2200
Favorable of Trump	44%	(352)	48%	(387)	8%	(65)	804
Unfavorable of Trump	47%	(598)	46%	(590)	7%	(94)	1283
Very Favorable of Trump	47%	(228)	46%	(221)	7%	(35)	484
Somewhat Favorable of Trump	39%	(123)	52%	(166)	10%	(31)	320
Somewhat Unfavorable of Trump	36%	(81)	55%	(123)	8%	(19)	223
Very Unfavorable of Trump	49%	(517)	44%	(468)	7%	(76)	1060
#1 Issue: Economy	43%	(357)	49%	(415)	8%	(68)	839
#1 Issue: Security	41%	(102)	46%	(113)	13%	(33)	248
#1 Issue: Health Care	54%	(217)	39%	(154)	7%	(28)	399
#1 Issue: Medicare / Social Security	55%	(152)	42%	(117)	3%	(8)	277
#1 Issue: Women's Issues	34%	(36)	57%	(61)	9%	(9)	106
#1 Issue: Education	27%	(28)	58%	(60)	15%	(15)	104
#1 Issue: Energy	41%	(32)	49%	(37)	10%	(8)	76
#1 Issue: Other	36%	(54)	51%	(76)	14%	(21)	150
2020 Vote: Joe Biden	51%	(512)	42%	(420)	7%	(66)	998
2020 Vote: Donald Trump	44%	(283)	49%	(312)	7%	(42)	637
2020 Vote: Other	31%	(29)	53%	(50)	16%	(16)	95
2020 Vote: Didn't Vote	33%	(154)	53%	(247)	14%	(66)	468
2018 House Vote: Democrat	52%	(390)	41%	(307)	6%	(47)	744
2018 House Vote: Republican	46%	(248)	50%	(270)	4%	(23)	541
2018 House Vote: Someone else	26%	(16)	58%	(37)	16%	(10)	64
2016 Vote: Hillary Clinton	54%	(368)	41%	(281)	5%	(34)	684
2016 Vote: Donald Trump	46%	(287)	49%	(306)	6%	(36)	628
2016 Vote: Other	24%	(24)	58%	(58)	18%	(18)	100
2016 Vote: Didn't Vote	38%	(299)	49%	(385)	13%	(102)	786
Voted in 2014: Yes	50%	(585)	45%	(531)	5%	(61)	1177
Voted in 2014: No	38%	(393)	49%	(502)	13%	(128)	1023
4-Region: Northeast	49%	(191)	44%	(173)	7%	(29)	394
4-Region: Midwest	44%	(204)	48%	(221)	8%	(38)	462
4-Region: South	43%	(358)	48%	(394)	9%	(72)	824
4-Region: West	43%	(225)	47%	(244)	10%	(51)	520

Continued on next page

Table MCENdem1_2: *In general, what kind of fan do you consider yourself of the following?*
Television

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	44%	(978)	47%	(1033)	9%	(189)	2200
Concerned about COVID	47%	(875)	46%	(853)	7%	(129)	1856
Not concerned about COVID	32%	(98)	54%	(165)	14%	(44)	307
Unfollowed celeb on social bc politics	50%	(311)	42%	(264)	8%	(51)	626
Not unfollowed celeb on social bc politics	44%	(572)	49%	(628)	7%	(89)	1289
Unfollowed celeb on social bc too much politics	47%	(261)	44%	(241)	9%	(52)	554
Not unfollowed celeb on social bc too much politics	46%	(614)	48%	(634)	6%	(84)	1332
Not watched movie/TV show bc cast politics	48%	(298)	45%	(282)	7%	(44)	623
Has not not watched movie/TV show bc cast politics	45%	(602)	47%	(624)	8%	(100)	1326
Donated/volunteered bc celeb encouraged	53%	(211)	40%	(160)	7%	(28)	399
Not donated/volunteered bc celeb encouraged	44%	(676)	49%	(751)	7%	(108)	1535
Shared/re-posted celeb social bc agreed	49%	(325)	45%	(297)	7%	(44)	667
Not shared/re-posted celeb social bc agreed	44%	(567)	48%	(617)	7%	(91)	1275

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

Table MCENdem1_3: *In general, what kind of fan do you consider yourself of the following?*

Sports

Demographic	An avid fan		A casual fan		Not a fan	Total N
Adults	28%	(623)	40%	(869)	32% (707)	2200
Gender: Male	43%	(456)	38%	(406)	19% (200)	1062
Gender: Female	15%	(167)	41%	(463)	45% (508)	1138
Age: 18-34	28%	(185)	37%	(240)	35% (231)	655
Age: 35-44	38%	(135)	34%	(121)	28% (101)	358
Age: 45-64	25%	(187)	41%	(309)	34% (255)	751
Age: 65+	27%	(116)	46%	(199)	28% (121)	436
GenZers: 1997-2012	21%	(61)	36%	(107)	44% (130)	299
Millennials: 1981-1996	38%	(238)	34%	(218)	28% (176)	632
GenXers: 1965-1980	27%	(143)	39%	(203)	34% (174)	520
Baby Boomers: 1946-1964	24%	(167)	46%	(317)	30% (209)	693
PID: Dem (no lean)	34%	(296)	40%	(353)	26% (233)	882
PID: Ind (no lean)	20%	(139)	37%	(263)	43% (305)	708
PID: Rep (no lean)	31%	(189)	41%	(253)	28% (169)	610
PID/Gender: Dem Men	53%	(219)	34%	(140)	14% (56)	414
PID/Gender: Dem Women	16%	(77)	46%	(214)	38% (177)	467
PID/Gender: Ind Men	28%	(91)	41%	(132)	31% (102)	325
PID/Gender: Ind Women	13%	(48)	34%	(132)	53% (203)	383
PID/Gender: Rep Men	45%	(146)	42%	(135)	13% (41)	322
PID/Gender: Rep Women	15%	(42)	41%	(118)	44% (128)	288
Ideo: Liberal (1-3)	33%	(218)	37%	(248)	30% (198)	664
Ideo: Moderate (4)	26%	(166)	41%	(258)	33% (207)	631
Ideo: Conservative (5-7)	33%	(211)	43%	(280)	24% (155)	647
Educ: < College	22%	(331)	40%	(601)	38% (581)	1512
Educ: Bachelors degree	39%	(171)	42%	(185)	20% (88)	444
Educ: Post-grad	50%	(122)	34%	(83)	16% (39)	244
Income: Under 50k	20%	(230)	39%	(451)	41% (477)	1158
Income: 50k-100k	32%	(211)	42%	(275)	26% (174)	660
Income: 100k+	48%	(182)	38%	(144)	15% (56)	382
Ethnicity: White	29%	(503)	39%	(671)	32% (547)	1722
Ethnicity: Hispanic	30%	(105)	31%	(109)	39% (135)	349
Ethnicity: Black	29%	(80)	43%	(119)	27% (75)	274

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Table MCENdem1_3: *In general, what kind of fan do you consider yourself of the following?*
Sports

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	28%	(623)	40%	(869)	32%	(707)	2200
Ethnicity: Other	19%	(40)	39%	(80)	42%	(85)	204
All Christian	37%	(377)	41%	(423)	22%	(232)	1031
All Non-Christian	33%	(43)	37%	(47)	30%	(38)	127
Atheist	25%	(16)	29%	(19)	46%	(30)	65
Agnostic/Nothing in particular	20%	(112)	38%	(210)	42%	(232)	555
Something Else	18%	(75)	41%	(171)	42%	(176)	422
Religious Non-Protestant/Catholic	31%	(45)	38%	(55)	32%	(46)	146
Evangelical	34%	(237)	41%	(289)	25%	(174)	700
Non-Evangelical	29%	(203)	40%	(283)	32%	(223)	709
Community: Urban	38%	(266)	35%	(246)	27%	(192)	705
Community: Suburban	27%	(251)	42%	(386)	31%	(281)	917
Community: Rural	18%	(107)	41%	(237)	41%	(235)	578
Employ: Private Sector	40%	(260)	36%	(236)	24%	(153)	649
Employ: Government	47%	(79)	35%	(60)	18%	(30)	169
Employ: Self-Employed	27%	(48)	38%	(66)	35%	(63)	177
Employ: Homemaker	13%	(18)	30%	(42)	56%	(77)	137
Employ: Student	26%	(33)	34%	(44)	40%	(51)	128
Employ: Retired	25%	(111)	48%	(215)	28%	(126)	452
Employ: Unemployed	13%	(45)	43%	(144)	44%	(146)	335
Employ: Other	19%	(29)	41%	(62)	40%	(62)	153
Military HH: Yes	33%	(128)	39%	(152)	29%	(112)	392
Military HH: No	27%	(496)	40%	(717)	33%	(596)	1808
RD/WT: Right Direction	41%	(208)	40%	(203)	18%	(93)	504
RD/WT: Wrong Track	24%	(415)	39%	(666)	36%	(615)	1696
Trump Job Approve	31%	(250)	39%	(314)	29%	(234)	799
Trump Job Disapprove	28%	(353)	40%	(516)	32%	(408)	1277
Trump Job Strongly Approve	33%	(150)	35%	(163)	32%	(146)	459
Trump Job Somewhat Approve	29%	(100)	45%	(152)	26%	(89)	340
Trump Job Somewhat Disapprove	28%	(71)	43%	(110)	29%	(74)	256
Trump Job Strongly Disapprove	28%	(282)	40%	(406)	33%	(334)	1022

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Table MCENdem1_3: *In general, what kind of fan do you consider yourself of the following?*

Sports

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	28%	(623)	40%	(869)	32%	(707)	2200
Favorable of Trump	30%	(238)	40%	(323)	30%	(243)	804
Unfavorable of Trump	29%	(366)	40%	(507)	32%	(410)	1283
Very Favorable of Trump	31%	(151)	34%	(166)	34%	(167)	484
Somewhat Favorable of Trump	27%	(86)	49%	(157)	24%	(76)	320
Somewhat Unfavorable of Trump	30%	(67)	40%	(89)	30%	(67)	223
Very Unfavorable of Trump	28%	(299)	39%	(418)	32%	(343)	1060
#1 Issue: Economy	30%	(253)	39%	(326)	31%	(260)	839
#1 Issue: Security	26%	(64)	43%	(106)	32%	(78)	248
#1 Issue: Health Care	31%	(123)	37%	(148)	32%	(128)	399
#1 Issue: Medicare / Social Security	28%	(78)	42%	(116)	30%	(84)	277
#1 Issue: Women's Issues	23%	(24)	37%	(39)	40%	(43)	106
#1 Issue: Education	28%	(29)	39%	(40)	33%	(34)	104
#1 Issue: Energy	31%	(24)	34%	(26)	35%	(27)	76
#1 Issue: Other	19%	(29)	45%	(68)	35%	(53)	150
2020 Vote: Joe Biden	35%	(350)	40%	(400)	25%	(248)	998
2020 Vote: Donald Trump	29%	(187)	41%	(261)	30%	(189)	637
2020 Vote: Other	23%	(22)	43%	(41)	33%	(32)	95
2020 Vote: Didn't Vote	14%	(64)	36%	(166)	51%	(237)	468
2018 House Vote: Democrat	37%	(275)	39%	(289)	24%	(181)	744
2018 House Vote: Republican	31%	(166)	44%	(236)	26%	(140)	541
2018 House Vote: Someone else	17%	(11)	43%	(27)	39%	(25)	64
2016 Vote: Hillary Clinton	38%	(259)	38%	(263)	24%	(162)	684
2016 Vote: Donald Trump	30%	(186)	44%	(273)	27%	(168)	628
2016 Vote: Other	22%	(22)	38%	(38)	40%	(40)	100
2016 Vote: Didn't Vote	20%	(156)	37%	(294)	43%	(336)	786
Voted in 2014: Yes	35%	(407)	40%	(469)	26%	(301)	1177
Voted in 2014: No	21%	(216)	39%	(400)	40%	(407)	1023
4-Region: Northeast	37%	(144)	40%	(158)	23%	(92)	394
4-Region: Midwest	22%	(101)	38%	(174)	41%	(187)	462
4-Region: South	26%	(215)	43%	(352)	31%	(257)	824
4-Region: West	31%	(162)	36%	(187)	33%	(171)	520

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Table MCENdem1_3: *In general, what kind of fan do you consider yourself of the following?*

Sports

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	28%	(623)	40%	(869)	32%	(707)	2200
Concerned about COVID	30%	(555)	40%	(741)	30%	(560)	1856
Not concerned about COVID	21%	(64)	39%	(120)	40%	(123)	307
Unfollowed celeb on social bc politics	33%	(209)	41%	(259)	25%	(157)	626
Not unfollowed celeb on social bc politics	28%	(361)	39%	(502)	33%	(426)	1289
Unfollowed celeb on social bc too much politics	36%	(198)	43%	(239)	21%	(117)	554
Not unfollowed celeb on social bc too much politics	27%	(366)	38%	(510)	34%	(456)	1332
Not watched movie/TV show bc cast politics	35%	(218)	38%	(237)	27%	(168)	623
Has not not watched movie/TV show bc cast politics	27%	(356)	41%	(542)	32%	(429)	1326
Donated/volunteered bc celeb encouraged	46%	(184)	34%	(134)	20%	(81)	399
Not donated/volunteered bc celeb encouraged	25%	(384)	41%	(635)	34%	(516)	1535
Shared/re-posted celeb social bc agreed	37%	(247)	39%	(257)	24%	(163)	667
Not shared/re-posted celeb social bc agreed	26%	(336)	40%	(510)	34%	(430)	1275

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

Table MCENdem1_4: In general, what kind of fan do you consider yourself of the following?

Music

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	54%	(1181)	42%	(931)	4%	(88)	2200
Gender: Male	55%	(579)	41%	(437)	4%	(45)	1062
Gender: Female	53%	(601)	43%	(494)	4%	(43)	1138
Age: 18-34	65%	(426)	31%	(204)	4%	(26)	655
Age: 35-44	62%	(223)	34%	(123)	3%	(12)	358
Age: 45-64	50%	(373)	46%	(348)	4%	(29)	751
Age: 65+	36%	(159)	59%	(256)	5%	(21)	436
GenZers: 1997-2012	65%	(194)	31%	(92)	4%	(13)	299
Millennials: 1981-1996	64%	(404)	32%	(205)	4%	(24)	632
GenXers: 1965-1980	54%	(283)	43%	(223)	3%	(14)	520
Baby Boomers: 1946-1964	41%	(282)	54%	(376)	5%	(34)	693
PID: Dem (no lean)	59%	(522)	38%	(335)	3%	(25)	882
PID: Ind (no lean)	52%	(371)	43%	(301)	5%	(36)	708
PID: Rep (no lean)	47%	(288)	48%	(295)	4%	(27)	610
PID/Gender: Dem Men	58%	(242)	39%	(160)	3%	(12)	414
PID/Gender: Dem Women	60%	(280)	37%	(174)	3%	(13)	467
PID/Gender: Ind Men	54%	(176)	41%	(133)	5%	(16)	325
PID/Gender: Ind Women	51%	(194)	44%	(169)	5%	(20)	383
PID/Gender: Rep Men	50%	(161)	45%	(144)	6%	(18)	322
PID/Gender: Rep Women	44%	(127)	52%	(151)	3%	(9)	288
Ideo: Liberal (1-3)	62%	(409)	36%	(238)	3%	(17)	664
Ideo: Moderate (4)	50%	(315)	45%	(284)	5%	(33)	631
Ideo: Conservative (5-7)	47%	(301)	48%	(314)	5%	(32)	647
Educ: < College	54%	(819)	42%	(642)	3%	(51)	1512
Educ: Bachelors degree	52%	(231)	42%	(187)	6%	(25)	444
Educ: Post-grad	53%	(130)	42%	(102)	5%	(12)	244
Income: Under 50k	57%	(656)	40%	(459)	4%	(43)	1158
Income: 50k-100k	50%	(328)	45%	(299)	5%	(33)	660
Income: 100k+	51%	(197)	45%	(173)	3%	(12)	382
Ethnicity: White	52%	(900)	44%	(752)	4%	(69)	1722
Ethnicity: Hispanic	64%	(222)	30%	(106)	6%	(21)	349
Ethnicity: Black	61%	(167)	34%	(94)	5%	(13)	274

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Table MCENdem1_4: *In general, what kind of fan do you consider yourself of the following?*

Music

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	54%	(1181)	42%	(931)	4%	(88)	2200
Ethnicity: Other	56%	(114)	41%	(85)	3%	(6)	204
All Christian	49%	(505)	47%	(485)	4%	(41)	1031
All Non-Christian	47%	(60)	44%	(56)	9%	(11)	127
Atheist	56%	(36)	42%	(27)	3%	(2)	65
Agnostic/Nothing in particular	59%	(329)	38%	(210)	3%	(17)	555
Something Else	60%	(252)	36%	(153)	4%	(17)	422
Religious Non-Protestant/Catholic	49%	(72)	43%	(63)	8%	(11)	146
Evangelical	54%	(379)	41%	(285)	5%	(36)	700
Non-Evangelical	50%	(355)	47%	(334)	3%	(20)	709
Community: Urban	59%	(414)	37%	(260)	4%	(31)	705
Community: Suburban	51%	(467)	46%	(418)	4%	(32)	917
Community: Rural	52%	(300)	44%	(253)	4%	(25)	578
Employ: Private Sector	57%	(368)	40%	(263)	3%	(19)	649
Employ: Government	56%	(95)	34%	(57)	10%	(17)	169
Employ: Self-Employed	55%	(97)	41%	(73)	4%	(7)	177
Employ: Homemaker	50%	(69)	46%	(64)	3%	(4)	137
Employ: Student	61%	(78)	39%	(50)	—	(0)	128
Employ: Retired	37%	(169)	58%	(263)	4%	(20)	452
Employ: Unemployed	64%	(214)	31%	(105)	5%	(16)	335
Employ: Other	60%	(91)	37%	(57)	3%	(5)	153
Military HH: Yes	48%	(190)	48%	(187)	4%	(15)	392
Military HH: No	55%	(991)	41%	(744)	4%	(73)	1808
RD/WT: Right Direction	53%	(269)	42%	(209)	5%	(26)	504
RD/WT: Wrong Track	54%	(912)	43%	(722)	4%	(62)	1696
Trump Job Approve	52%	(413)	44%	(352)	4%	(33)	799
Trump Job Disapprove	55%	(703)	41%	(525)	4%	(49)	1277
Trump Job Strongly Approve	50%	(230)	46%	(209)	4%	(20)	459
Trump Job Somewhat Approve	54%	(184)	42%	(143)	4%	(13)	340
Trump Job Somewhat Disapprove	45%	(115)	48%	(124)	6%	(17)	256
Trump Job Strongly Disapprove	58%	(588)	39%	(401)	3%	(33)	1022

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Table MCENdem1_4: *In general, what kind of fan do you consider yourself of the following?*

Music

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	54%	(1181)	42%	(931)	4%	(88)	2200
Favorable of Trump	53%	(425)	44%	(355)	3%	(24)	804
Unfavorable of Trump	55%	(701)	41%	(529)	4%	(53)	1283
Very Favorable of Trump	52%	(253)	45%	(216)	3%	(15)	484
Somewhat Favorable of Trump	54%	(172)	43%	(139)	3%	(9)	320
Somewhat Unfavorable of Trump	42%	(93)	50%	(112)	8%	(17)	223
Very Unfavorable of Trump	57%	(607)	39%	(417)	3%	(36)	1060
#1 Issue: Economy	56%	(472)	40%	(335)	4%	(32)	839
#1 Issue: Security	45%	(111)	53%	(130)	3%	(7)	248
#1 Issue: Health Care	60%	(239)	36%	(144)	4%	(16)	399
#1 Issue: Medicare / Social Security	47%	(129)	50%	(139)	3%	(9)	277
#1 Issue: Women's Issues	60%	(63)	34%	(36)	7%	(7)	106
#1 Issue: Education	46%	(47)	49%	(51)	5%	(5)	104
#1 Issue: Energy	52%	(40)	39%	(30)	9%	(7)	76
#1 Issue: Other	53%	(79)	44%	(66)	4%	(6)	150
2020 Vote: Joe Biden	58%	(576)	39%	(386)	4%	(36)	998
2020 Vote: Donald Trump	46%	(294)	49%	(314)	5%	(29)	637
2020 Vote: Other	44%	(41)	48%	(46)	8%	(8)	95
2020 Vote: Didn't Vote	57%	(268)	40%	(186)	3%	(13)	468
2018 House Vote: Democrat	56%	(417)	40%	(299)	4%	(28)	744
2018 House Vote: Republican	44%	(239)	51%	(276)	5%	(26)	541
2018 House Vote: Someone else	47%	(30)	51%	(32)	2%	(1)	64
2016 Vote: Hillary Clinton	57%	(387)	40%	(273)	3%	(23)	684
2016 Vote: Donald Trump	46%	(288)	50%	(314)	4%	(26)	628
2016 Vote: Other	42%	(42)	55%	(55)	3%	(3)	100
2016 Vote: Didn't Vote	59%	(463)	37%	(288)	5%	(35)	786
Voted in 2014: Yes	50%	(584)	46%	(545)	4%	(48)	1177
Voted in 2014: No	58%	(597)	38%	(387)	4%	(40)	1023
4-Region: Northeast	56%	(222)	41%	(160)	3%	(11)	394
4-Region: Midwest	53%	(243)	44%	(203)	4%	(17)	462
4-Region: South	55%	(450)	42%	(343)	4%	(32)	824
4-Region: West	51%	(266)	43%	(226)	5%	(28)	520

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Table MCENdem1_4: *In general, what kind of fan do you consider yourself of the following?*

Music

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	54%	(1181)	42%	(931)	4%	(88)	2200
Concerned about COVID	55%	(1024)	41%	(763)	4%	(70)	1856
Not concerned about COVID	48%	(147)	48%	(146)	4%	(13)	307
Unfollowed celeb on social bc politics	64%	(399)	34%	(211)	2%	(16)	626
Not unfollowed celeb on social bc politics	51%	(655)	45%	(580)	4%	(54)	1289
Unfollowed celeb on social bc too much politics	61%	(336)	35%	(191)	5%	(26)	554
Not unfollowed celeb on social bc too much politics	52%	(697)	44%	(587)	4%	(48)	1332
Not watched movie/TV show bc cast politics	56%	(349)	40%	(251)	4%	(22)	623
Has not not watched movie/TV show bc cast politics	54%	(713)	42%	(563)	4%	(51)	1326
Donated/volunteered bc celeb encouraged	66%	(264)	30%	(119)	4%	(15)	399
Not donated/volunteered bc celeb encouraged	51%	(780)	46%	(700)	4%	(56)	1535
Shared/re-posted celeb social bc agreed	64%	(429)	34%	(223)	2%	(14)	667
Not shared/re-posted celeb social bc agreed	48%	(617)	47%	(602)	4%	(56)	1275

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

Table MCENdem2: How concerned are you about the COVID-19 pandemic (coronavirus)?

Demographic	Very concerned		Somewhat concerned		Not very concerned		Not concerned at all		Don't know / No opinion		Total N
Adults	56%	(1224)	29%	(632)	8%	(179)	6%	(129)	2%	(36)	2200
Gender: Male	53%	(561)	30%	(319)	8%	(90)	7%	(76)	1%	(15)	1062
Gender: Female	58%	(663)	27%	(313)	8%	(89)	5%	(52)	2%	(22)	1138
Age: 18-34	47%	(307)	34%	(225)	9%	(59)	7%	(44)	3%	(20)	655
Age: 35-44	62%	(221)	23%	(84)	6%	(23)	7%	(24)	2%	(6)	358
Age: 45-64	58%	(435)	27%	(201)	9%	(64)	5%	(41)	1%	(10)	751
Age: 65+	60%	(261)	28%	(122)	7%	(32)	5%	(20)	—	(1)	436
GenZers: 1997-2012	43%	(130)	34%	(101)	9%	(27)	10%	(29)	4%	(12)	299
Millennials: 1981-1996	57%	(361)	28%	(179)	8%	(49)	5%	(31)	2%	(13)	632
GenXers: 1965-1980	52%	(273)	31%	(163)	8%	(40)	7%	(37)	2%	(8)	520
Baby Boomers: 1946-1964	61%	(424)	25%	(176)	8%	(58)	5%	(32)	—	(3)	693
PID: Dem (no lean)	73%	(645)	21%	(187)	4%	(33)	2%	(13)	—	(3)	882
PID: Ind (no lean)	44%	(314)	35%	(248)	10%	(68)	7%	(49)	4%	(29)	708
PID: Rep (no lean)	44%	(266)	32%	(197)	13%	(78)	11%	(66)	1%	(5)	610
PID/Gender: Dem Men	69%	(287)	24%	(98)	5%	(19)	3%	(11)	—	(0)	414
PID/Gender: Dem Women	77%	(358)	19%	(90)	3%	(15)	1%	(2)	1%	(3)	467
PID/Gender: Ind Men	41%	(133)	37%	(120)	12%	(39)	7%	(22)	4%	(12)	325
PID/Gender: Ind Women	47%	(181)	34%	(129)	7%	(28)	7%	(27)	5%	(17)	383
PID/Gender: Rep Men	44%	(141)	32%	(102)	10%	(32)	14%	(44)	1%	(3)	322
PID/Gender: Rep Women	43%	(124)	33%	(94)	16%	(46)	8%	(22)	1%	(2)	288
Ideo: Liberal (1-3)	72%	(475)	22%	(146)	4%	(26)	2%	(14)	—	(3)	664
Ideo: Moderate (4)	56%	(354)	31%	(198)	7%	(47)	4%	(26)	1%	(6)	631
Ideo: Conservative (5-7)	43%	(280)	32%	(209)	14%	(89)	10%	(66)	—	(3)	647
Educ: < College	52%	(786)	30%	(450)	9%	(139)	7%	(105)	2%	(33)	1512
Educ: Bachelors degree	61%	(272)	28%	(122)	6%	(29)	4%	(19)	—	(1)	444
Educ: Post-grad	68%	(166)	24%	(59)	5%	(11)	2%	(5)	1%	(2)	244
Income: Under 50k	50%	(583)	30%	(349)	9%	(103)	8%	(89)	3%	(33)	1158
Income: 50k-100k	61%	(400)	27%	(177)	8%	(50)	5%	(31)	—	(1)	660
Income: 100k+	63%	(241)	28%	(106)	6%	(25)	2%	(8)	1%	(2)	382
Ethnicity: White	54%	(925)	31%	(527)	8%	(146)	6%	(100)	1%	(25)	1722
Ethnicity: Hispanic	56%	(195)	31%	(107)	3%	(12)	5%	(18)	5%	(17)	349
Ethnicity: Black	65%	(179)	16%	(44)	10%	(27)	6%	(18)	2%	(6)	274

Continued on next page

Table MCENdem2: *How concerned are you about the COVID-19 pandemic (coronavirus)?*

Demographic	Very concerned		Somewhat concerned		Not very concerned		Not concerned at all		Don't know / No opinion		Total N
Adults	56%	(1224)	29%	(632)	8%	(179)	6%	(129)	2%	(36)	2200
Ethnicity: Other	59%	(120)	30%	(61)	3%	(6)	5%	(11)	3%	(6)	204
All Christian	59%	(609)	29%	(301)	7%	(67)	5%	(48)	1%	(7)	1031
All Non-Christian	68%	(86)	23%	(29)	7%	(8)	1%	(2)	1%	(2)	127
Atheist	52%	(34)	33%	(21)	5%	(3)	10%	(6)	—	(0)	65
Agnostic/Nothing in particular	52%	(287)	28%	(154)	8%	(47)	8%	(46)	4%	(20)	555
Something Else	49%	(208)	30%	(127)	13%	(53)	6%	(26)	2%	(8)	422
Religious Non-Protestant/Catholic	65%	(94)	24%	(35)	9%	(13)	1%	(2)	1%	(2)	146
Evangelical	58%	(408)	25%	(174)	9%	(63)	6%	(45)	1%	(10)	700
Non-Evangelical	55%	(389)	34%	(238)	7%	(49)	4%	(29)	—	(3)	709
Community: Urban	64%	(448)	24%	(170)	6%	(41)	4%	(32)	2%	(14)	705
Community: Suburban	54%	(492)	32%	(297)	9%	(86)	4%	(34)	1%	(9)	917
Community: Rural	49%	(284)	29%	(165)	9%	(52)	11%	(63)	2%	(14)	578
Employ: Private Sector	57%	(368)	30%	(193)	7%	(45)	5%	(33)	2%	(11)	649
Employ: Government	60%	(101)	32%	(54)	7%	(11)	1%	(2)	—	(0)	169
Employ: Self-Employed	44%	(77)	31%	(54)	15%	(26)	10%	(18)	1%	(1)	177
Employ: Homemaker	58%	(80)	22%	(31)	9%	(12)	8%	(11)	3%	(4)	137
Employ: Student	45%	(58)	35%	(45)	6%	(8)	6%	(7)	7%	(9)	128
Employ: Retired	63%	(286)	26%	(117)	7%	(34)	3%	(15)	—	(0)	452
Employ: Unemployed	50%	(166)	30%	(101)	10%	(34)	7%	(24)	3%	(10)	335
Employ: Other	57%	(88)	25%	(38)	5%	(8)	12%	(18)	1%	(1)	153
Military HH: Yes	53%	(208)	32%	(125)	9%	(34)	5%	(19)	1%	(6)	392
Military HH: No	56%	(1016)	28%	(507)	8%	(145)	6%	(109)	2%	(31)	1808
RD/WT: Right Direction	58%	(294)	29%	(147)	7%	(33)	5%	(26)	1%	(4)	504
RD/WT: Wrong Track	55%	(930)	29%	(485)	9%	(145)	6%	(103)	2%	(32)	1696
Trump Job Approve	41%	(328)	34%	(269)	13%	(108)	11%	(90)	1%	(5)	799
Trump Job Disapprove	67%	(859)	26%	(328)	4%	(57)	2%	(24)	1%	(10)	1277
Trump Job Strongly Approve	41%	(186)	29%	(132)	15%	(67)	16%	(71)	1%	(3)	459
Trump Job Somewhat Approve	42%	(142)	40%	(137)	12%	(41)	5%	(19)	1%	(2)	340
Trump Job Somewhat Disapprove	44%	(112)	45%	(116)	10%	(25)	1%	(3)	—	(1)	256
Trump Job Strongly Disapprove	73%	(747)	21%	(212)	3%	(32)	2%	(21)	1%	(9)	1022

Continued on next page

Table MCENdem2: How concerned are you about the COVID-19 pandemic (coronavirus)?

Demographic	Very concerned		Somewhat concerned		Not very concerned		Not concerned at all		Don't know / No opinion		Total N
Adults	56%	(1224)	29%	(632)	8%	(179)	6%	(129)	2%	(36)	2200
Favorable of Trump	42%	(335)	33%	(261)	13%	(105)	11%	(91)	1%	(11)	804
Unfavorable of Trump	66%	(842)	27%	(344)	5%	(59)	2%	(29)	1%	(10)	1283
Very Favorable of Trump	43%	(208)	27%	(128)	14%	(69)	15%	(71)	2%	(8)	484
Somewhat Favorable of Trump	40%	(127)	42%	(133)	11%	(36)	6%	(20)	1%	(3)	320
Somewhat Unfavorable of Trump	42%	(94)	45%	(99)	11%	(24)	1%	(3)	1%	(2)	223
Very Unfavorable of Trump	71%	(748)	23%	(245)	3%	(35)	2%	(26)	1%	(8)	1060
#1 Issue: Economy	50%	(421)	32%	(267)	10%	(81)	8%	(65)	1%	(6)	839
#1 Issue: Security	47%	(116)	32%	(79)	13%	(32)	7%	(18)	1%	(4)	248
#1 Issue: Health Care	67%	(267)	22%	(90)	5%	(19)	3%	(12)	3%	(11)	399
#1 Issue: Medicare / Social Security	65%	(180)	28%	(77)	5%	(13)	2%	(6)	—	(1)	277
#1 Issue: Women's Issues	64%	(67)	24%	(26)	5%	(6)	6%	(6)	1%	(1)	106
#1 Issue: Education	46%	(48)	31%	(33)	7%	(8)	7%	(8)	8%	(8)	104
#1 Issue: Energy	59%	(45)	34%	(26)	7%	(5)	1%	(1)	—	(0)	76
#1 Issue: Other	53%	(80)	23%	(35)	11%	(16)	8%	(13)	4%	(6)	150
2020 Vote: Joe Biden	74%	(740)	21%	(206)	3%	(32)	1%	(15)	—	(4)	998
2020 Vote: Donald Trump	38%	(242)	37%	(236)	15%	(93)	10%	(66)	—	(2)	637
2020 Vote: Other	43%	(41)	39%	(37)	10%	(9)	5%	(4)	3%	(3)	95
2020 Vote: Didn't Vote	43%	(201)	32%	(152)	9%	(44)	9%	(44)	6%	(27)	468
2018 House Vote: Democrat	74%	(551)	21%	(158)	3%	(21)	2%	(13)	—	(1)	744
2018 House Vote: Republican	44%	(241)	33%	(181)	13%	(72)	9%	(46)	—	(1)	541
2018 House Vote: Someone else	40%	(25)	35%	(22)	13%	(8)	9%	(6)	3%	(2)	64
2016 Vote: Hillary Clinton	78%	(535)	18%	(123)	3%	(19)	1%	(5)	—	(1)	684
2016 Vote: Donald Trump	44%	(278)	33%	(206)	14%	(86)	9%	(57)	—	(2)	628
2016 Vote: Other	50%	(50)	30%	(30)	12%	(12)	4%	(4)	4%	(4)	100
2016 Vote: Didn't Vote	46%	(359)	35%	(273)	8%	(61)	8%	(63)	4%	(29)	786
Voted in 2014: Yes	62%	(733)	25%	(300)	7%	(88)	5%	(55)	—	(2)	1177
Voted in 2014: No	48%	(491)	33%	(333)	9%	(91)	7%	(74)	3%	(34)	1023
4-Region: Northeast	61%	(241)	26%	(104)	6%	(25)	5%	(21)	1%	(3)	394
4-Region: Midwest	50%	(232)	33%	(153)	9%	(41)	7%	(30)	1%	(6)	462
4-Region: South	56%	(460)	27%	(224)	9%	(76)	6%	(48)	2%	(16)	824
4-Region: West	56%	(291)	29%	(152)	7%	(36)	6%	(30)	2%	(11)	520

Continued on next page

Table MCENdem2: *How concerned are you about the COVID-19 pandemic (coronavirus)?*

Demographic	Very concerned		Somewhat concerned		Not very concerned		Not concerned at all		Don't know / No opinion		Total N
Adults	56%	(1224)	29%	(632)	8%	(179)	6%	(129)	2%	(36)	2200
Concerned about COVID	66%	(1224)	34%	(632)	—	(0)	—	(0)	—	(0)	1856
Not concerned about COVID	—	(0)	—	(0)	58%	(179)	42%	(129)	—	(0)	307
Unfollowed celeb on social bc politics	61%	(381)	27%	(166)	7%	(46)	5%	(30)	—	(2)	626
Not unfollowed celeb on social bc politics	56%	(727)	30%	(383)	8%	(100)	6%	(72)	1%	(8)	1289
Unfollowed celeb on social bc too much politics	53%	(295)	31%	(169)	9%	(51)	6%	(34)	1%	(4)	554
Not unfollowed celeb on social bc too much politics	60%	(799)	28%	(377)	7%	(88)	5%	(65)	—	(3)	1332
Not watched movie/TV show bc cast politics	57%	(354)	28%	(177)	8%	(51)	6%	(39)	—	(2)	623
Has not not watched movie/TV show bc cast politics	57%	(761)	30%	(391)	7%	(99)	6%	(73)	—	(2)	1326
Donated/volunteered bc celeb encouraged	71%	(283)	22%	(89)	2%	(10)	3%	(13)	1%	(4)	399
Not donated/volunteered bc celeb encouraged	54%	(825)	30%	(463)	9%	(145)	6%	(95)	1%	(8)	1535
Shared/re-posted celeb social bc agreed	65%	(435)	21%	(141)	7%	(45)	6%	(43)	—	(2)	667
Not shared/re-posted celeb social bc agreed	53%	(672)	34%	(428)	8%	(107)	5%	(64)	—	(4)	1275

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

Table MCENdem3: Which of the following best describes your current behavior?

Demographic	I am continuing to socialize in public places	I am continuing to socialize in public places, but less than before	I am not going to public places, but I am socializing with friends or family in my or their homes	I am not going to public places or interacting in-person, but I am socializing with friends or family virtually	I am not going to public places nor am I socializing with family or friends	Don't Know / No Opinion	Total N
Adults	9% (194)	20% (434)	22% (476)	23% (505)	21% (470)	6% (121)	2200
Gender: Male	11% (122)	21% (225)	19% (197)	23% (249)	20% (216)	5% (52)	1062
Gender: Female	6% (72)	18% (209)	24% (279)	22% (256)	22% (254)	6% (69)	1138
Age: 18-34	11% (74)	23% (149)	24% (155)	22% (143)	12% (81)	8% (52)	655
Age: 35-44	11% (39)	20% (71)	20% (70)	28% (101)	16% (58)	5% (18)	358
Age: 45-64	8% (57)	19% (146)	21% (161)	19% (146)	27% (202)	5% (39)	751
Age: 65+	5% (23)	16% (69)	20% (89)	26% (114)	30% (129)	3% (12)	436
GenZers: 1997-2012	12% (35)	23% (68)	26% (79)	17% (52)	11% (33)	11% (32)	299
Millennials: 1981-1996	11% (68)	22% (140)	21% (132)	26% (167)	14% (89)	6% (36)	632
GenXers: 1965-1980	10% (50)	21% (109)	21% (111)	21% (110)	22% (116)	5% (24)	520
Baby Boomers: 1946-1964	6% (41)	16% (111)	21% (143)	23% (160)	31% (213)	4% (24)	693
PID: Dem (no lean)	6% (54)	15% (133)	20% (177)	29% (260)	27% (235)	3% (23)	882
PID: Ind (no lean)	8% (56)	20% (145)	23% (163)	20% (140)	19% (135)	10% (69)	708
PID: Rep (no lean)	14% (84)	26% (156)	22% (136)	17% (106)	16% (100)	5% (29)	610
PID/Gender: Dem Men	8% (35)	17% (68)	17% (70)	32% (133)	23% (97)	3% (11)	414
PID/Gender: Dem Women	4% (19)	14% (65)	23% (107)	27% (127)	29% (138)	3% (12)	467
PID/Gender: Ind Men	10% (31)	25% (83)	18% (59)	19% (63)	19% (62)	8% (27)	325
PID/Gender: Ind Women	7% (25)	16% (62)	27% (104)	20% (77)	19% (73)	11% (43)	383
PID/Gender: Rep Men	17% (56)	23% (74)	21% (68)	16% (53)	18% (57)	5% (15)	322
PID/Gender: Rep Women	10% (28)	28% (82)	23% (68)	18% (53)	15% (44)	5% (14)	288
Ideo: Liberal (1-3)	6% (42)	16% (106)	22% (149)	28% (189)	24% (158)	3% (19)	664
Ideo: Moderate (4)	6% (40)	19% (119)	22% (136)	23% (147)	25% (156)	5% (33)	631
Ideo: Conservative (5-7)	13% (86)	26% (169)	21% (136)	19% (123)	17% (109)	4% (25)	647

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Table MCENdem3: Which of the following best describes your current behavior?

Demographic	I am continuing to socialize in public places	I am continuing to socialize in public places, but less than before	I am not going to public places, but I am socializing with friends or family in my or their homes	I am not going to public places or interacting in-person, but I am socializing with friends or family virtually	I am not going to public places nor am I socializing with family or friends	Don't Know / No Opinion	Total N
Adults	9% (194)	20% (434)	22% (476)	23% (505)	21% (470)	6% (121)	2200
Educ: < College	10% (146)	19% (289)	23% (349)	20% (303)	21% (319)	7% (104)	1512
Educ: Bachelors degree	5% (24)	22% (97)	19% (85)	27% (121)	24% (106)	2% (11)	444
Educ: Post-grad	10% (24)	19% (47)	17% (41)	33% (80)	18% (45)	3% (7)	244
Income: Under 50k	10% (120)	19% (217)	22% (255)	20% (227)	21% (249)	8% (91)	1158
Income: 50k-100k	7% (46)	20% (132)	23% (149)	25% (163)	23% (154)	2% (16)	660
Income: 100k+	8% (29)	22% (84)	19% (72)	30% (116)	18% (67)	4% (14)	382
Ethnicity: White	9% (159)	21% (355)	22% (382)	22% (382)	21% (362)	5% (82)	1722
Ethnicity: Hispanic	8% (27)	22% (78)	18% (64)	22% (76)	20% (71)	9% (33)	349
Ethnicity: Black	8% (23)	18% (49)	19% (52)	28% (76)	20% (55)	7% (20)	274
Ethnicity: Other	6% (11)	15% (30)	21% (42)	23% (47)	26% (54)	10% (20)	204
All Christian	9% (90)	21% (217)	22% (225)	24% (245)	21% (216)	4% (38)	1031
All Non-Christian	5% (7)	19% (24)	21% (27)	29% (37)	20% (26)	5% (7)	127
Atheist	2% (1)	14% (9)	29% (19)	26% (17)	25% (16)	4% (2)	65
Agnostic/Nothing in particular	10% (53)	20% (108)	21% (118)	21% (119)	20% (110)	8% (46)	555
Something Else	10% (43)	18% (76)	20% (86)	21% (87)	24% (102)	7% (28)	422
Religious Non-Protestant/Catholic	7% (10)	19% (28)	21% (31)	26% (39)	20% (29)	6% (9)	146
Evangelical	11% (74)	22% (156)	20% (139)	23% (160)	19% (134)	5% (37)	700
Non-Evangelical	7% (53)	18% (131)	23% (161)	23% (164)	25% (177)	3% (24)	709
Community: Urban	11% (79)	18% (128)	18% (127)	28% (197)	19% (132)	6% (41)	705
Community: Suburban	7% (62)	20% (183)	21% (196)	23% (208)	24% (217)	5% (50)	917
Community: Rural	9% (53)	21% (123)	26% (152)	17% (100)	21% (121)	5% (30)	578

Continued on next page

Table MCENdem3: Which of the following best describes your current behavior?

Demographic	I am continuing to socialize in public places	I am continuing to socialize in public places, but less than before	I am not going to public places, but I am socializing with friends or family in my or their homes	I am not going to public places or interacting in-person, but I am socializing with friends or family virtually	I am not going to public places nor am I socializing with family or friends	Don't Know / No Opinion	Total N
Adults	9% (194)	20% (434)	22% (476)	23% (505)	21% (470)	6% (121)	2200
Employ: Private Sector	10% (66)	23% (148)	18% (118)	25% (161)	18% (120)	6% (37)	649
Employ: Government	11% (18)	26% (43)	18% (30)	28% (47)	16% (28)	1% (2)	169
Employ: Self-Employed	10% (18)	21% (37)	24% (43)	12% (21)	30% (52)	3% (6)	177
Employ: Homemaker	3% (5)	14% (19)	21% (28)	28% (39)	24% (34)	9% (13)	137
Employ: Student	6% (7)	23% (30)	30% (39)	18% (22)	12% (15)	11% (14)	128
Employ: Retired	6% (25)	18% (79)	23% (103)	25% (111)	27% (121)	3% (12)	452
Employ: Unemployed	12% (40)	17% (57)	26% (87)	20% (66)	19% (64)	6% (21)	335
Employ: Other	9% (14)	14% (22)	18% (28)	25% (38)	24% (37)	10% (16)	153
Military HH: Yes	7% (28)	25% (97)	24% (92)	21% (81)	21% (81)	3% (12)	392
Military HH: No	9% (166)	19% (337)	21% (383)	23% (424)	22% (389)	6% (109)	1808
RD/WT: Right Direction	12% (63)	23% (116)	17% (88)	23% (118)	21% (104)	3% (16)	504
RD/WT: Wrong Track	8% (131)	19% (318)	23% (388)	23% (387)	22% (367)	6% (105)	1696
Trump Job Approve	15% (123)	28% (221)	21% (166)	16% (126)	17% (132)	4% (30)	799
Trump Job Disapprove	5% (66)	15% (189)	22% (281)	29% (367)	25% (323)	4% (51)	1277
Trump Job Strongly Approve	21% (94)	27% (124)	18% (82)	14% (65)	16% (73)	4% (20)	459
Trump Job Somewhat Approve	9% (29)	29% (97)	25% (84)	18% (62)	17% (59)	3% (10)	340
Trump Job Somewhat Disapprove	8% (19)	23% (59)	21% (55)	28% (72)	16% (40)	4% (10)	256
Trump Job Strongly Disapprove	5% (46)	13% (130)	22% (226)	29% (295)	28% (283)	4% (41)	1022
Favorable of Trump	15% (121)	27% (220)	21% (170)	16% (130)	16% (129)	4% (34)	804
Unfavorable of Trump	5% (69)	15% (194)	22% (279)	28% (358)	25% (326)	4% (57)	1283

Continued on next page

Table MCENdem3: Which of the following best describes your current behavior?

Demographic	I am continuing to socialize in public places	I am continuing to socialize in public places, but less than before	I am not going to public places, but I am socializing with friends or family in my or their homes	I am not going to public places or interacting in-person, but I am socializing with friends or family virtually	I am not going to public places nor am I socializing with family or friends	Don't Know / No Opinion	Total N
Adults	9% (194)	20% (434)	22% (476)	23% (505)	21% (470)	6% (121)	2200
Very Favorable of Trump	19% (92)	26% (125)	19% (94)	15% (72)	17% (82)	4% (19)	484
Somewhat Favorable of Trump	9% (29)	30% (95)	24% (76)	18% (58)	15% (47)	5% (15)	320
Somewhat Unfavorable of Trump	7% (15)	18% (40)	20% (44)	31% (70)	17% (39)	7% (15)	223
Very Unfavorable of Trump	5% (54)	14% (154)	22% (235)	27% (288)	27% (288)	4% (42)	1060
#1 Issue: Economy	11% (96)	23% (189)	21% (180)	22% (187)	18% (154)	4% (33)	839
#1 Issue: Security	10% (24)	22% (53)	24% (59)	22% (56)	17% (43)	5% (13)	248
#1 Issue: Health Care	6% (23)	16% (63)	22% (88)	25% (100)	25% (99)	6% (26)	399
#1 Issue: Medicare / Social Security	6% (17)	16% (44)	17% (48)	27% (74)	30% (83)	4% (12)	277
#1 Issue: Women's Issues	10% (11)	17% (18)	26% (28)	27% (28)	12% (13)	8% (9)	106
#1 Issue: Education	7% (8)	19% (20)	31% (32)	14% (14)	17% (17)	12% (12)	104
#1 Issue: Energy	8% (6)	20% (15)	27% (20)	22% (17)	24% (18)	— (0)	76
#1 Issue: Other	6% (9)	21% (32)	14% (20)	20% (30)	29% (43)	11% (17)	150
2020 Vote: Joe Biden	6% (58)	16% (155)	21% (206)	30% (297)	26% (258)	2% (25)	998
2020 Vote: Donald Trump	14% (91)	27% (170)	22% (141)	16% (104)	17% (109)	4% (23)	637
2020 Vote: Other	8% (7)	14% (13)	21% (20)	26% (25)	14% (13)	17% (16)	95
2020 Vote: Didn't Vote	8% (38)	20% (96)	23% (109)	17% (79)	19% (89)	12% (57)	468
2018 House Vote: Democrat	7% (49)	14% (102)	18% (132)	32% (235)	28% (209)	2% (17)	744
2018 House Vote: Republican	11% (62)	25% (137)	22% (119)	18% (97)	20% (108)	3% (19)	541
2018 House Vote: Someone else	7% (4)	18% (11)	30% (19)	25% (16)	7% (5)	12% (8)	64
2016 Vote: Hillary Clinton	6% (39)	14% (92)	18% (123)	31% (215)	29% (200)	2% (15)	684
2016 Vote: Donald Trump	13% (80)	26% (161)	22% (137)	17% (104)	19% (121)	4% (24)	628
2016 Vote: Other	6% (6)	12% (12)	23% (23)	28% (28)	17% (17)	14% (14)	100
2016 Vote: Didn't Vote	9% (70)	21% (168)	24% (191)	20% (157)	17% (131)	9% (69)	786

Continued on next page

Table MCENdem3: Which of the following best describes your current behavior?

Demographic	I am continuing to socialize in public places	I am continuing to socialize in public places, but less than before	I am not going to public places, but I am socializing with friends or family in my or their homes	I am not going to public places or interacting in-person, but I am socializing with friends or family virtually	I am not going to public places nor am I socializing with family or friends	Don't Know / No Opinion	Total N
Adults	9% (194)	20% (434)	22% (476)	23% (505)	21% (470)	6% (121)	2200
Voted in 2014: Yes	9% (102)	17% (204)	21% (242)	25% (296)	25% (295)	3% (38)	1177
Voted in 2014: No	9% (92)	22% (230)	23% (234)	20% (209)	17% (175)	8% (83)	1023
4-Region: Northeast	9% (34)	20% (78)	18% (71)	29% (113)	20% (78)	5% (18)	394
4-Region: Midwest	8% (37)	19% (89)	26% (118)	18% (83)	21% (98)	8% (37)	462
4-Region: South	10% (85)	23% (187)	20% (169)	19% (160)	22% (178)	6% (46)	824
4-Region: West	7% (37)	15% (80)	23% (117)	28% (148)	22% (116)	4% (21)	520
Concerned about COVID	6% (115)	19% (345)	23% (425)	26% (479)	23% (432)	3% (61)	1856
Not concerned about COVID	25% (77)	29% (89)	15% (47)	9% (26)	12% (38)	10% (29)	307
Unfollowed celeb on social bc politics	10% (65)	22% (135)	20% (127)	26% (162)	20% (126)	2% (10)	626
Not unfollowed celeb on social bc politics	8% (101)	20% (256)	23% (293)	23% (302)	23% (299)	3% (37)	1289
Unfollowed celeb on social bc too much politics	12% (69)	24% (133)	22% (122)	23% (128)	17% (92)	2% (9)	554
Not unfollowed celeb on social bc too much politics	7% (95)	19% (255)	22% (286)	25% (334)	24% (322)	3% (40)	1332
Not watched movie/TV show bc cast politics	11% (66)	22% (137)	21% (130)	26% (163)	19% (116)	2% (12)	623
Has not not watched movie/TV show bc cast politics	8% (109)	20% (269)	22% (297)	23% (303)	24% (314)	3% (35)	1326
Donated/volunteered bc celeb encouraged	12% (47)	19% (76)	20% (81)	31% (122)	17% (66)	2% (6)	399
Not donated/volunteered bc celeb encouraged	8% (118)	21% (324)	22% (334)	22% (341)	24% (365)	3% (53)	1535
Shared/re-posted celeb social bc agreed	12% (82)	17% (116)	21% (137)	28% (189)	19% (129)	2% (13)	667
Not shared/re-posted celeb social bc agreed	7% (90)	22% (281)	22% (284)	22% (275)	24% (306)	3% (40)	1275

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

Respondent Demographics Summary

Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemAll	Adults	2200	100%
xdemGender	Gender: Male	1062	48%
	Gender: Female	1138	52%
	N	2200	
age	Age: 18-34	655	30%
	Age: 35-44	358	16%
	Age: 45-64	751	34%
	Age: 65+	436	20%
	N	2200	
demAgeGeneration	GenZers: 1997-2012	299	14%
	Millennials: 1981-1996	632	29%
	GenXers: 1965-1980	520	24%
	Baby Boomers: 1946-1964	693	32%
	N	2145	
xpid3	PID: Dem (no lean)	882	40%
	PID: Ind (no lean)	708	32%
	PID: Rep (no lean)	610	28%
	N	2200	
xpidGender	PID/Gender: Dem Men	414	19%
	PID/Gender: Dem Women	467	21%
	PID/Gender: Ind Men	325	15%
	PID/Gender: Ind Women	383	17%
	PID/Gender: Rep Men	322	15%
	PID/Gender: Rep Women	288	13%
	N	2200	
xdemIdeo3	Ideo: Liberal (1-3)	664	30%
	Ideo: Moderate (4)	631	29%
	Ideo: Conservative (5-7)	647	29%
	N	1942	
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	1158	53%
	Income: 50k-100k	660	30%
	Income: 100k+	382	17%
	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	1031	47%
	All Non-Christian	127	6%
	Atheist	65	3%
	Agnostic/Nothing in particular	555	25%
	Something Else	422	19%
	N	2200	
xdemReligOther	Religious Non-Protestant/Catholic	146	7%
xdemEvang	Evangelical	700	32%
	Non-Evangelical	709	32%
	N	1409	
xdemUsr	Community: Urban	705	32%
	Community: Suburban	917	42%
	Community: Rural	578	26%
	N	2200	
xdemEmploy	Employ: Private Sector	649	30%
	Employ: Government	169	8%
	Employ: Self-Employed	177	8%
	Employ: Homemaker	137	6%
	Employ: Student	128	6%
	Employ: Retired	452	21%
	Employ: Unemployed	335	15%
	Employ: Other	153	7%
	N	2200	
xdemMilHH1	Military HH: Yes	392	18%
	Military HH: No	1808	82%
	N	2200	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xnr1	RD/WT: Right Direction	504	23%
	RD/WT: Wrong Track	1696	77%
	N	2200	
Trump_Approve	Trump Job Approve	799	36%
	Trump Job Disapprove	1277	58%
	N	2076	
Trump_Approve2	Trump Job Strongly Approve	459	21%
	Trump Job Somewhat Approve	340	15%
	Trump Job Somewhat Disapprove	256	12%
	Trump Job Strongly Disapprove	1022	46%
	N	2076	
Trump_Fav	Favorable of Trump	804	37%
	Unfavorable of Trump	1283	58%
	N	2087	
Trump_Fav_FULL	Very Favorable of Trump	484	22%
	Somewhat Favorable of Trump	320	15%
	Somewhat Unfavorable of Trump	223	10%
	Very Unfavorable of Trump	1060	48%
	N	2087	
xnr3	#1 Issue: Economy	839	38%
	#1 Issue: Security	248	11%
	#1 Issue: Health Care	399	18%
	#1 Issue: Medicare / Social Security	277	13%
	#1 Issue: Women's Issues	106	5%
	#1 Issue: Education	104	5%
	#1 Issue: Energy	76	3%
	#1 Issue: Other	150	7%
	N	2200	
xsubVote20O	2020 Vote: Joe Biden	998	45%
	2020 Vote: Donald Trump	637	29%
	2020 Vote: Other	95	4%
	2020 Vote: Didn't Vote	468	21%
	N	2197	
xsubVote18O	2018 House Vote: Democrat	744	34%
	2018 House Vote: Republican	541	25%
	2018 House Vote: Someone else	64	3%
	N	1349	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xsubVote16O	2016 Vote: Hillary Clinton	684	31%
	2016 Vote: Donald Trump	628	29%
	2016 Vote: Other	100	5%
	2016 Vote: Didn't Vote	786	36%
	N	2198	
xsubVote14O	Voted in 2014: Yes	1177	54%
	Voted in 2014: No	1023	46%
	N	2200	
xreg4	4-Region: Northeast	394	18%
	4-Region: Midwest	462	21%
	4-Region: South	824	37%
	4-Region: West	520	24%
	N	2200	
MCENxdem1	Concerned about COVID	1856	84%
	Not concerned about COVID	307	14%
	N	2164	
MCENxdem2	Unfollowed celeb on social bc politics	626	28%
	Not unfollowed celeb on social bc politics	1289	59%
	N	1914	
MCENxdem3	Unfollowed celeb on social bc too much politics	554	25%
	Not unfollowed celeb on social bc too much politics	1332	61%
	N	1886	
MCENxdem4	Not watched movie/TV show bc cast politics	623	28%
	Has not not watched movie/TV show bc cast politics	1326	60%
	N	1949	
MCENxdem5	Donated/volunteered bc celeb encouraged	399	18%
	Not donated/volunteered bc celeb encouraged	1535	70%
	N	1934	
MCENxdem6	Shared/re-posted celeb social bc agreed	667	30%
	Not shared/re-posted celeb social bc agreed	1275	58%
	N	1942	

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

