



National Tracking Poll #210419
April 02-04, 2021

Crosstabulation Results

Methodology:

This poll was conducted between April 2-April 4, 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.

Table Index

- 1 **Table MCBR1:** *If a vaccine that protects from the coronavirus became available to you, would you get vaccinated, or not?* 4
- 2 **Table MCBR2:** *How much have you seen, read or heard about some companies offering perks for customers who have been vaccinated for COVID-19?* 8
- 3 **Table MCBR3:** *Would you be more likely to get vaccinated for COVID-19 if it meant you could get a free product or service from a brand?* 11
- 4 **Table MCBR4:** *And would you feel more or less favorably toward a brand if it encouraged consumers to get vaccinated for COVID-19 by offering incentives such as free products or services?* 15
- 5 **Table MCBR5_1:** *Consider the following categories of brands and companies. How likely or unlikely are you to take advantage of a free product or service from the following if it was exclusively offered to people who are vaccinated for COVID-19? Coffee chains* 19
- 6 **Table MCBR5_2:** *Consider the following categories of brands and companies. How likely or unlikely are you to take advantage of a free product or service from the following if it was exclusively offered to people who are vaccinated for COVID-19? Fast-food restaurants* 22
- 7 **Table MCBR5_3:** *Consider the following categories of brands and companies. How likely or unlikely are you to take advantage of a free product or service from the following if it was exclusively offered to people who are vaccinated for COVID-19? Clothing companies* 25
- 8 **Table MCBR5_4:** *Consider the following categories of brands and companies. How likely or unlikely are you to take advantage of a free product or service from the following if it was exclusively offered to people who are vaccinated for COVID-19? Toy companies* 28
- 9 **Table MCBR5_5:** *Consider the following categories of brands and companies. How likely or unlikely are you to take advantage of a free product or service from the following if it was exclusively offered to people who are vaccinated for COVID-19? Beauty brands* 31
- 10 **Table MCBR5_6:** *Consider the following categories of brands and companies. How likely or unlikely are you to take advantage of a free product or service from the following if it was exclusively offered to people who are vaccinated for COVID-19? Beverage companies* 34
- 11 **Table MCBR5_7:** *Consider the following categories of brands and companies. How likely or unlikely are you to take advantage of a free product or service from the following if it was exclusively offered to people who are vaccinated for COVID-19? Snack companies* 37
- 12 **Table MCBR5_8:** *Consider the following categories of brands and companies. How likely or unlikely are you to take advantage of a free product or service from the following if it was exclusively offered to people who are vaccinated for COVID-19? Local bars and restaurants* 40
- 13 **Table MCBR5_9:** *Consider the following categories of brands and companies. How likely or unlikely are you to take advantage of a free product or service from the following if it was exclusively offered to people who are vaccinated for COVID-19? Local retailers* 43

14	Table MCBR5_10: Consider the following categories of brands and companies. How likely or unlikely are you to take advantage of a free product or service from the following if it was exclusively offered to people who are vaccinated for COVID-19? Movie theaters	46
15	Table MCBR5_11: Consider the following categories of brands and companies. How likely or unlikely are you to take advantage of a free product or service from the following if it was exclusively offered to people who are vaccinated for COVID-19? Airlines	49
16	Table MCBR5_12: Consider the following categories of brands and companies. How likely or unlikely are you to take advantage of a free product or service from the following if it was exclusively offered to people who are vaccinated for COVID-19? Fitness brands	52
17	Table MCBR6_1: Do you agree or disagree with the following? Rewarding people for receiving the COVID-19 (coronavirus) vaccine is a good way to ensure Americans get vaccinated . . .	55
18	Table MCBR6_2: Do you agree or disagree with the following? Rewarding people for receiving the COVID-19 (coronavirus) vaccine is an unfair practice	59
19	Table MCBR6_3: Do you agree or disagree with the following? Private companies should not be involved in encouraging people to get vaccinated for any illness	63
20	Table MCBR6_4: Do you agree or disagree with the following? Private companies should not be involved in encouraging people to get vaccinated for COVID-19 (coronavirus)	67
21	Table MCBR6_5: Do you agree or disagree with the following? Companies should not offer rewards exclusively for COVID-19 vaccinated consumers	71
22	Summary Statistics of Survey Respondent Demographics	75

Crosstabulation Results by Respondent Demographics

Table MCBR1: *If a vaccine that protects from the coronavirus became available to you, would you get vaccinated, or not?*

Demographic	Yes, I would get vaccinated		No, I would not get vaccinated		I have received one or both doses of a coronavirus vaccine		Don't Know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	38%	(831)	22%	(493)	28%	(610)	12%	(266)	2200
Gender: Male	41%	(438)	16%	(174)	31%	(328)	11%	(122)	1062
Gender: Female	35%	(393)	28%	(319)	25%	(282)	13%	(145)	1138
Age: 18-34	43%	(284)	30%	(194)	13%	(83)	14%	(94)	655
Age: 35-44	45%	(160)	27%	(96)	15%	(52)	14%	(50)	358
Age: 45-64	37%	(281)	22%	(162)	29%	(218)	12%	(90)	751
Age: 65+	24%	(106)	10%	(42)	59%	(257)	7%	(32)	436
GenZers: 1997-2012	43%	(130)	34%	(104)	8%	(24)	15%	(45)	303
Millennials: 1981-1996	45%	(266)	25%	(149)	16%	(96)	13%	(77)	588
GenXers: 1965-1980	39%	(213)	24%	(129)	21%	(113)	16%	(87)	541
Baby Boomers: 1946-1964	29%	(204)	15%	(103)	48%	(338)	8%	(55)	700
PID: Dem (no lean)	48%	(412)	12%	(105)	31%	(267)	9%	(82)	866
PID: Ind (no lean)	34%	(248)	28%	(202)	24%	(172)	15%	(107)	729
PID: Rep (no lean)	28%	(170)	31%	(187)	28%	(171)	13%	(78)	605
PID/Gender: Dem Men	52%	(216)	7%	(28)	32%	(131)	9%	(38)	412
PID/Gender: Dem Women	43%	(196)	17%	(77)	30%	(136)	10%	(44)	454
PID/Gender: Ind Men	37%	(123)	22%	(74)	29%	(96)	12%	(41)	334
PID/Gender: Ind Women	32%	(125)	32%	(127)	19%	(76)	17%	(66)	394
PID/Gender: Rep Men	31%	(99)	23%	(72)	32%	(102)	13%	(42)	315
PID/Gender: Rep Women	24%	(71)	40%	(115)	24%	(69)	12%	(35)	290
Ideo: Liberal (1-3)	51%	(342)	7%	(46)	35%	(236)	7%	(47)	672
Ideo: Moderate (4)	39%	(236)	20%	(119)	28%	(171)	13%	(78)	604
Ideo: Conservative (5-7)	29%	(192)	34%	(227)	26%	(178)	11%	(77)	674
Educ: < College	35%	(531)	28%	(421)	23%	(344)	14%	(216)	1512
Educ: Bachelors degree	44%	(194)	11%	(47)	38%	(170)	7%	(33)	444
Educ: Post-grad	43%	(106)	10%	(25)	39%	(96)	7%	(17)	244

Continued on next page

Table MCBR1: *If a vaccine that protects from the coronavirus became available to you, would you get vaccinated, or not?*

Demographic	Yes, I would get vaccinated		No, I would not get vaccinated		I have received one or both doses of a coronavirus vaccine		Don't Know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	38%	(831)	22%	(493)	28%	(610)	12%	(266)	2200
Income: Under 50k	35%	(395)	26%	(292)	23%	(259)	15%	(172)	1118
Income: 50k-100k	37%	(261)	23%	(161)	30%	(216)	10%	(73)	711
Income: 100k+	47%	(174)	11%	(41)	36%	(135)	6%	(21)	371
Ethnicity: White	36%	(617)	22%	(379)	31%	(535)	11%	(192)	1722
Ethnicity: Hispanic	47%	(163)	24%	(84)	19%	(66)	10%	(37)	349
Ethnicity: Black	45%	(124)	25%	(69)	11%	(31)	18%	(50)	274
Ethnicity: Other	44%	(91)	22%	(45)	21%	(44)	12%	(25)	204
All Christian	38%	(374)	17%	(171)	34%	(335)	10%	(98)	978
All Non-Christian	49%	(59)	15%	(18)	33%	(39)	3%	(4)	120
Atheist	52%	(61)	13%	(15)	32%	(37)	3%	(3)	116
Agnostic/Nothing in particular	36%	(221)	25%	(155)	24%	(146)	15%	(94)	616
Something Else	31%	(116)	36%	(134)	14%	(52)	18%	(67)	370
Religious Non-Protestant/Catholic	48%	(69)	15%	(22)	34%	(50)	4%	(5)	146
Evangelical	38%	(219)	31%	(179)	17%	(101)	14%	(81)	580
Non-Evangelical	34%	(244)	17%	(121)	38%	(270)	11%	(80)	715
Community: Urban	50%	(288)	19%	(111)	21%	(122)	10%	(59)	580
Community: Suburban	35%	(366)	21%	(216)	32%	(337)	12%	(127)	1046
Community: Rural	31%	(177)	29%	(166)	26%	(151)	14%	(81)	574
Employ: Private Sector	43%	(302)	21%	(143)	23%	(163)	12%	(87)	695
Employ: Government	36%	(62)	23%	(40)	34%	(59)	7%	(12)	173
Employ: Self-Employed	35%	(61)	19%	(33)	25%	(44)	20%	(35)	172
Employ: Homemaker	26%	(36)	46%	(65)	16%	(22)	12%	(17)	141
Employ: Student	51%	(61)	25%	(30)	8%	(10)	15%	(18)	120
Employ: Retired	30%	(154)	11%	(59)	51%	(267)	8%	(43)	523
Employ: Unemployed	45%	(110)	29%	(72)	10%	(25)	16%	(38)	245
Employ: Other	33%	(44)	39%	(52)	15%	(20)	12%	(16)	131
Military HH: Yes	32%	(112)	19%	(68)	40%	(140)	8%	(28)	348
Military HH: No	39%	(718)	23%	(425)	25%	(470)	13%	(238)	1852

Continued on next page

Table MCBR1: *If a vaccine that protects from the coronavirus became available to you, would you get vaccinated, or not?*

Demographic	Yes, I would get vaccinated		No, I would not get vaccinated		I have received one or both doses of a coronavirus vaccine		Don't Know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	38%	(831)	22%	(493)	28%	(610)	12%	(266)	2200
RD/WT: Right Direction	46%	(501)	12%	(133)	32%	(345)	9%	(102)	1081
RD/WT: Wrong Track	29%	(330)	32%	(360)	24%	(265)	15%	(164)	1119
Biden Job Approve	47%	(592)	12%	(152)	32%	(399)	9%	(112)	1255
Biden Job Disapprove	25%	(199)	38%	(306)	24%	(196)	13%	(105)	806
Biden Job Strongly Approve	48%	(331)	11%	(74)	34%	(237)	7%	(49)	690
Biden Job Somewhat Approve	46%	(261)	14%	(78)	29%	(162)	11%	(64)	565
Biden Job Somewhat Disapprove	34%	(70)	22%	(47)	27%	(57)	17%	(35)	210
Biden Job Strongly Disapprove	22%	(128)	43%	(259)	23%	(138)	12%	(70)	596
Favorable of Biden	46%	(573)	11%	(142)	32%	(401)	10%	(123)	1239
Unfavorable of Biden	26%	(217)	37%	(310)	23%	(194)	14%	(114)	834
Very Favorable of Biden	48%	(347)	11%	(78)	33%	(239)	8%	(58)	721
Somewhat Favorable of Biden	44%	(226)	12%	(64)	31%	(163)	13%	(65)	518
Somewhat Unfavorable of Biden	40%	(82)	19%	(38)	24%	(50)	16%	(33)	203
Very Unfavorable of Biden	21%	(136)	43%	(271)	23%	(144)	13%	(80)	631
#1 Issue: Economy	41%	(325)	25%	(201)	21%	(165)	13%	(104)	795
#1 Issue: Security	29%	(92)	35%	(111)	26%	(83)	10%	(33)	320
#1 Issue: Health Care	40%	(145)	15%	(55)	32%	(114)	12%	(44)	358
#1 Issue: Medicare / Social Security	33%	(86)	13%	(33)	48%	(126)	7%	(18)	263
#1 Issue: Women's Issues	40%	(48)	29%	(35)	13%	(16)	17%	(21)	119
#1 Issue: Education	52%	(39)	11%	(8)	20%	(14)	17%	(12)	74
#1 Issue: Energy	39%	(48)	18%	(22)	34%	(42)	9%	(11)	122
#1 Issue: Other	33%	(49)	18%	(28)	33%	(50)	16%	(24)	151
2020 Vote: Joe Biden	46%	(445)	8%	(79)	37%	(362)	9%	(92)	979
2020 Vote: Donald Trump	28%	(182)	33%	(221)	26%	(175)	12%	(82)	660
2020 Vote: Other	38%	(30)	26%	(21)	24%	(19)	12%	(9)	80
2020 Vote: Didn't Vote	36%	(173)	36%	(173)	11%	(52)	17%	(81)	479
2018 House Vote: Democrat	45%	(347)	8%	(64)	38%	(298)	9%	(67)	776
2018 House Vote: Republican	29%	(166)	29%	(162)	31%	(178)	11%	(60)	567
2018 House Vote: Someone else	33%	(22)	27%	(18)	21%	(14)	18%	(12)	67

Continued on next page

Table MCBR1: *If a vaccine that protects from the coronavirus became available to you, would you get vaccinated, or not?*

Demographic	Yes, I would get vaccinated		No, I would not get vaccinated		I have received one or both doses of a coronavirus vaccine		Don't Know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	38%	(831)	22%	(493)	28%	(610)	12%	(266)	2200
2016 Vote: Hillary Clinton	44%	(310)	8%	(59)	39%	(272)	9%	(62)	703
2016 Vote: Donald Trump	30%	(188)	26%	(162)	31%	(195)	13%	(80)	625
2016 Vote: Other	39%	(46)	16%	(18)	37%	(42)	8%	(10)	116
2016 Vote: Didn't Vote	38%	(286)	34%	(253)	13%	(101)	15%	(114)	754
Voted in 2014: Yes	37%	(465)	15%	(193)	38%	(471)	10%	(123)	1252
Voted in 2014: No	39%	(366)	32%	(300)	15%	(139)	15%	(143)	948
4-Region: Northeast	42%	(164)	18%	(73)	27%	(108)	12%	(49)	394
4-Region: Midwest	31%	(144)	24%	(112)	34%	(156)	11%	(51)	462
4-Region: South	35%	(288)	26%	(216)	25%	(207)	14%	(113)	824
4-Region: West	45%	(234)	18%	(93)	27%	(139)	10%	(53)	520
Vaccinated	—	(0)	—	(0)	100%	(610)	—	(0)	610
Not vaccinated	52%	(831)	31%	(493)	—	(0)	17%	(266)	1590

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

Table MCBR2: How much have you seen, read or heard about some companies offering perks for customers who have been vaccinated for COVID-19?

Demographic	A lot		Some		Not too much		Nothing at all		Total N
Adults	12%	(255)	31%	(684)	26%	(563)	32%	(697)	2200
Gender: Male	13%	(143)	31%	(324)	27%	(284)	29%	(311)	1062
Gender: Female	10%	(112)	32%	(360)	25%	(280)	34%	(386)	1138
Age: 18-34	20%	(130)	33%	(215)	25%	(162)	23%	(149)	655
Age: 35-44	18%	(64)	33%	(117)	20%	(73)	29%	(104)	358
Age: 45-64	6%	(47)	29%	(219)	26%	(196)	39%	(290)	751
Age: 65+	3%	(15)	31%	(133)	31%	(133)	36%	(155)	436
GenZers: 1997-2012	19%	(56)	31%	(94)	25%	(76)	25%	(76)	303
Millennials: 1981-1996	21%	(123)	34%	(202)	23%	(137)	22%	(127)	588
GenXers: 1965-1980	9%	(50)	29%	(160)	24%	(129)	38%	(203)	541
Baby Boomers: 1946-1964	4%	(25)	30%	(207)	28%	(197)	39%	(271)	700
PID: Dem (no lean)	14%	(123)	33%	(288)	24%	(210)	28%	(245)	866
PID: Ind (no lean)	11%	(83)	27%	(199)	27%	(195)	34%	(251)	729
PID: Rep (no lean)	8%	(48)	33%	(197)	26%	(159)	33%	(201)	605
PID/Gender: Dem Men	18%	(73)	33%	(134)	26%	(107)	24%	(98)	412
PID/Gender: Dem Women	11%	(50)	34%	(154)	23%	(103)	32%	(146)	454
PID/Gender: Ind Men	12%	(39)	29%	(97)	26%	(87)	33%	(112)	334
PID/Gender: Ind Women	11%	(45)	26%	(103)	27%	(108)	35%	(140)	394
PID/Gender: Rep Men	10%	(30)	30%	(94)	29%	(90)	32%	(101)	315
PID/Gender: Rep Women	6%	(18)	35%	(103)	24%	(69)	35%	(100)	290
Ideo: Liberal (1-3)	14%	(96)	38%	(254)	23%	(157)	25%	(166)	672
Ideo: Moderate (4)	10%	(58)	29%	(176)	30%	(183)	31%	(188)	604
Ideo: Conservative (5-7)	10%	(67)	29%	(197)	27%	(182)	34%	(228)	674
Educ: < College	10%	(155)	31%	(470)	25%	(375)	34%	(512)	1512
Educ: Bachelors degree	12%	(55)	32%	(141)	28%	(125)	28%	(122)	444
Educ: Post-grad	18%	(45)	30%	(73)	26%	(63)	26%	(63)	244
Income: Under 50k	11%	(125)	29%	(322)	25%	(283)	35%	(388)	1118
Income: 50k-100k	12%	(83)	32%	(226)	27%	(192)	30%	(212)	711
Income: 100k+	13%	(47)	37%	(136)	24%	(89)	26%	(98)	371
Ethnicity: White	11%	(183)	31%	(534)	26%	(451)	32%	(554)	1722
Ethnicity: Hispanic	20%	(71)	33%	(115)	24%	(85)	23%	(79)	349
Ethnicity: Black	18%	(51)	35%	(95)	21%	(58)	26%	(71)	274
Ethnicity: Other	11%	(22)	27%	(55)	27%	(54)	36%	(73)	204

Continued on next page

Table MCBR2: How much have you seen, read or heard about some companies offering perks for customers who have been vaccinated for COVID-19?

Demographic	A lot		Some		Not too much		Nothing at all		Total N
Adults	12%	(255)	31%	(684)	26%	(563)	32%	(697)	2200
All Christian	9%	(84)	33%	(321)	27%	(268)	31%	(305)	978
All Non-Christian	22%	(27)	34%	(41)	19%	(22)	25%	(30)	120
Atheist	19%	(22)	28%	(32)	29%	(33)	25%	(29)	116
Agnostic/Nothing in particular	13%	(81)	28%	(175)	26%	(160)	33%	(201)	616
Something Else	11%	(41)	31%	(116)	22%	(80)	36%	(133)	370
Religious Non-Protestant/Catholic	19%	(28)	30%	(44)	21%	(30)	30%	(43)	146
Evangelical	12%	(70)	33%	(189)	21%	(122)	34%	(199)	580
Non-Evangelical	7%	(52)	32%	(231)	30%	(213)	31%	(218)	715
Community: Urban	15%	(89)	32%	(187)	24%	(138)	29%	(166)	580
Community: Suburban	11%	(120)	31%	(329)	27%	(285)	30%	(311)	1046
Community: Rural	8%	(46)	29%	(168)	24%	(140)	38%	(220)	574
Employ: Private Sector	12%	(85)	34%	(235)	24%	(168)	30%	(207)	695
Employ: Government	30%	(51)	27%	(47)	25%	(44)	18%	(30)	173
Employ: Self-Employed	10%	(18)	35%	(59)	27%	(46)	28%	(49)	172
Employ: Homemaker	9%	(13)	23%	(32)	30%	(43)	37%	(53)	141
Employ: Student	26%	(31)	31%	(38)	20%	(24)	23%	(28)	120
Employ: Retired	4%	(19)	31%	(164)	31%	(162)	34%	(178)	523
Employ: Unemployed	9%	(22)	30%	(74)	19%	(46)	42%	(104)	245
Employ: Other	13%	(17)	26%	(35)	24%	(31)	37%	(49)	131
Military HH: Yes	12%	(41)	33%	(115)	26%	(90)	29%	(102)	348
Military HH: No	12%	(214)	31%	(569)	26%	(473)	32%	(595)	1852
RD/WT: Right Direction	15%	(161)	33%	(354)	24%	(256)	29%	(309)	1081
RD/WT: Wrong Track	8%	(93)	30%	(330)	27%	(307)	35%	(388)	1119
Biden Job Approve	15%	(183)	33%	(409)	23%	(294)	29%	(369)	1255
Biden Job Disapprove	8%	(63)	31%	(247)	28%	(223)	34%	(273)	806
Biden Job Strongly Approve	17%	(120)	32%	(223)	23%	(159)	27%	(188)	690
Biden Job Somewhat Approve	11%	(63)	33%	(186)	24%	(135)	32%	(181)	565
Biden Job Somewhat Disapprove	8%	(16)	35%	(74)	30%	(64)	27%	(57)	210
Biden Job Strongly Disapprove	8%	(46)	29%	(173)	27%	(160)	36%	(217)	596
Favorable of Biden	15%	(181)	32%	(402)	24%	(301)	29%	(355)	1239
Unfavorable of Biden	8%	(64)	31%	(260)	27%	(223)	34%	(287)	834

Continued on next page

Table MCBR2: How much have you seen, read or heard about some companies offering perks for customers who have been vaccinated for COVID-19?

Demographic	A lot		Some		Not too much		Nothing at all		Total N
Adults	12%	(255)	31%	(684)	26%	(563)	32%	(697)	2200
Very Favorable of Biden	17%	(124)	32%	(228)	23%	(165)	28%	(204)	721
Somewhat Favorable of Biden	11%	(56)	34%	(174)	26%	(136)	29%	(151)	518
Somewhat Unfavorable of Biden	7%	(14)	41%	(83)	24%	(49)	28%	(57)	203
Very Unfavorable of Biden	8%	(50)	28%	(176)	28%	(174)	37%	(231)	631
#1 Issue: Economy	12%	(98)	34%	(269)	23%	(185)	31%	(242)	795
#1 Issue: Security	9%	(29)	32%	(102)	24%	(78)	35%	(111)	320
#1 Issue: Health Care	12%	(45)	32%	(115)	27%	(95)	29%	(103)	358
#1 Issue: Medicare / Social Security	8%	(20)	27%	(72)	32%	(83)	33%	(87)	263
#1 Issue: Women's Issues	19%	(23)	28%	(33)	22%	(26)	31%	(37)	119
#1 Issue: Education	5%	(4)	23%	(17)	29%	(21)	43%	(31)	74
#1 Issue: Energy	16%	(19)	25%	(31)	32%	(39)	27%	(33)	122
#1 Issue: Other	11%	(17)	30%	(45)	24%	(36)	35%	(52)	151
2020 Vote: Joe Biden	13%	(128)	33%	(322)	25%	(244)	29%	(284)	979
2020 Vote: Donald Trump	9%	(60)	31%	(207)	27%	(181)	32%	(213)	660
2020 Vote: Other	11%	(9)	35%	(28)	25%	(20)	29%	(23)	80
2020 Vote: Didn't Vote	12%	(59)	27%	(128)	25%	(118)	37%	(175)	479
2018 House Vote: Democrat	14%	(107)	34%	(265)	24%	(184)	28%	(220)	776
2018 House Vote: Republican	10%	(54)	33%	(187)	27%	(150)	31%	(176)	567
2018 House Vote: Someone else	7%	(5)	20%	(14)	30%	(20)	42%	(29)	67
2016 Vote: Hillary Clinton	15%	(102)	33%	(229)	26%	(183)	27%	(190)	703
2016 Vote: Donald Trump	8%	(47)	33%	(205)	26%	(164)	33%	(209)	625
2016 Vote: Other	6%	(7)	22%	(25)	30%	(35)	42%	(48)	116
2016 Vote: Didn't Vote	13%	(98)	30%	(226)	24%	(182)	33%	(249)	754
Voted in 2014: Yes	11%	(137)	33%	(410)	26%	(324)	30%	(381)	1252
Voted in 2014: No	12%	(118)	29%	(275)	25%	(239)	33%	(316)	948
4-Region: Northeast	11%	(43)	34%	(135)	22%	(88)	32%	(127)	394
4-Region: Midwest	10%	(47)	34%	(157)	25%	(114)	31%	(145)	462
4-Region: South	11%	(95)	29%	(242)	26%	(214)	33%	(274)	824
4-Region: West	14%	(71)	29%	(151)	28%	(147)	29%	(152)	520
Vaccinated	8%	(47)	30%	(182)	29%	(180)	33%	(202)	610
Not vaccinated	13%	(208)	32%	(503)	24%	(384)	31%	(495)	1590

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

Table MCBR3: *Would you be more likely to get vaccinated for COVID-19 if it meant you could get a free product or service from a brand?*

Demographic	Yes, much more likely to get vaccinated		Yes, somewhat more likely to get vaccinated		No, not more likely to get vaccinated		Total N
	%	(N)	%	(N)	%	(N)	
Adults	22%	(345)	21%	(332)	57%	(913)	1590
Gender: Male	27%	(197)	25%	(183)	48%	(354)	734
Gender: Female	17%	(148)	17%	(149)	65%	(559)	857
Age: 18-34	23%	(129)	26%	(146)	52%	(297)	572
Age: 35-44	28%	(86)	22%	(69)	50%	(152)	306
Age: 45-64	20%	(106)	18%	(94)	62%	(333)	533
Age: 65+	13%	(24)	13%	(23)	74%	(132)	179
GenZers: 1997-2012	21%	(58)	21%	(58)	58%	(163)	279
Millennials: 1981-1996	26%	(129)	29%	(141)	45%	(222)	492
GenXers: 1965-1980	23%	(100)	18%	(76)	59%	(253)	428
Baby Boomers: 1946-1964	14%	(51)	14%	(50)	72%	(260)	362
PID: Dem (no lean)	33%	(201)	24%	(145)	42%	(253)	599
PID: Ind (no lean)	16%	(91)	17%	(97)	66%	(368)	557
PID: Rep (no lean)	12%	(53)	21%	(90)	67%	(291)	435
PID/Gender: Dem Men	42%	(119)	28%	(79)	30%	(84)	281
PID/Gender: Dem Women	26%	(82)	21%	(66)	53%	(169)	317
PID/Gender: Ind Men	18%	(43)	20%	(48)	62%	(148)	238
PID/Gender: Ind Women	15%	(48)	15%	(49)	69%	(221)	318
PID/Gender: Rep Men	17%	(35)	26%	(56)	57%	(122)	214
PID/Gender: Rep Women	8%	(18)	15%	(34)	77%	(169)	221
Ideo: Liberal (1-3)	38%	(167)	26%	(113)	36%	(156)	436
Ideo: Moderate (4)	22%	(94)	22%	(96)	56%	(244)	433
Ideo: Conservative (5-7)	12%	(59)	16%	(81)	72%	(356)	496
Educ: < College	19%	(217)	21%	(249)	60%	(702)	1168
Educ: Bachelors degree	27%	(73)	21%	(56)	53%	(144)	274
Educ: Post-grad	37%	(54)	18%	(27)	45%	(67)	148
Income: Under 50k	20%	(172)	21%	(179)	59%	(507)	859
Income: 50k-100k	18%	(90)	20%	(101)	61%	(304)	495
Income: 100k+	35%	(82)	22%	(52)	43%	(102)	236
Ethnicity: White	21%	(245)	21%	(244)	59%	(698)	1187
Ethnicity: Hispanic	25%	(72)	25%	(71)	49%	(140)	283
Ethnicity: Black	30%	(73)	17%	(42)	53%	(128)	243

Continued on next page

Table MCBR3: *Would you be more likely to get vaccinated for COVID-19 if it meant you could get a free product or service from a brand?*

Demographic	Yes, much more likely to get vaccinated		Yes, somewhat more likely to get vaccinated		No, not more likely to get vaccinated		Total N
Adults	22%	(345)	21%	(332)	57%	(913)	1590
Ethnicity: Other	17%	(27)	28%	(46)	55%	(87)	160
All Christian	24%	(157)	21%	(136)	54%	(349)	643
All Non-Christian	36%	(29)	25%	(20)	39%	(32)	80
Atheist	31%	(24)	25%	(20)	44%	(35)	79
Agnostic/Nothing in particular	16%	(75)	21%	(101)	63%	(294)	470
Something Else	19%	(59)	18%	(56)	64%	(203)	318
Religious Non-Protestant/Catholic	34%	(32)	24%	(23)	42%	(41)	96
Evangelical	23%	(108)	17%	(83)	60%	(288)	479
Non-Evangelical	22%	(98)	22%	(99)	56%	(248)	445
Community: Urban	32%	(144)	21%	(95)	48%	(218)	457
Community: Suburban	20%	(139)	22%	(154)	59%	(416)	709
Community: Rural	15%	(62)	19%	(82)	66%	(280)	424
Employ: Private Sector	23%	(124)	27%	(143)	50%	(265)	532
Employ: Government	25%	(28)	21%	(24)	54%	(61)	113
Employ: Self-Employed	20%	(26)	22%	(28)	58%	(75)	129
Employ: Homemaker	11%	(13)	17%	(21)	71%	(85)	119
Employ: Student	26%	(29)	20%	(21)	54%	(60)	110
Employ: Retired	17%	(43)	17%	(43)	66%	(169)	256
Employ: Unemployed	26%	(58)	16%	(35)	58%	(128)	220
Employ: Other	22%	(24)	15%	(16)	64%	(71)	111
Military HH: Yes	25%	(53)	19%	(40)	56%	(116)	208
Military HH: No	21%	(292)	21%	(292)	58%	(797)	1382
RD/WT: Right Direction	31%	(229)	26%	(188)	43%	(319)	736
RD/WT: Wrong Track	14%	(116)	17%	(144)	70%	(594)	854
Biden Job Approve	32%	(274)	25%	(217)	43%	(366)	857
Biden Job Disapprove	10%	(60)	16%	(96)	74%	(454)	610
Biden Job Strongly Approve	41%	(186)	21%	(96)	38%	(172)	454
Biden Job Somewhat Approve	22%	(88)	30%	(121)	48%	(194)	403
Biden Job Somewhat Disapprove	20%	(31)	26%	(39)	54%	(83)	152
Biden Job Strongly Disapprove	6%	(29)	12%	(57)	81%	(372)	458

Continued on next page

Table MCBR3: *Would you be more likely to get vaccinated for COVID-19 if it meant you could get a free product or service from a brand?*

Demographic	Yes, much more likely to get vaccinated		Yes, somewhat more likely to get vaccinated		No, not more likely to get vaccinated		Total N
Adults	22%	(345)	21%	(332)	57%	(913)	1590
Favorable of Biden	32%	(269)	24%	(199)	44%	(370)	838
Unfavorable of Biden	10%	(64)	17%	(112)	73%	(465)	640
Very Favorable of Biden	40%	(195)	19%	(92)	40%	(195)	483
Somewhat Favorable of Biden	21%	(74)	30%	(107)	49%	(174)	355
Somewhat Unfavorable of Biden	19%	(30)	26%	(40)	55%	(84)	154
Very Unfavorable of Biden	7%	(34)	15%	(72)	78%	(380)	487
#1 Issue: Economy	22%	(137)	21%	(130)	58%	(363)	630
#1 Issue: Security	13%	(31)	21%	(49)	66%	(156)	236
#1 Issue: Health Care	29%	(70)	24%	(58)	47%	(116)	244
#1 Issue: Medicare / Social Security	26%	(35)	15%	(20)	59%	(81)	137
#1 Issue: Women's Issues	26%	(27)	22%	(23)	52%	(53)	103
#1 Issue: Education	24%	(14)	21%	(12)	55%	(32)	59
#1 Issue: Energy	13%	(11)	29%	(23)	57%	(46)	80
#1 Issue: Other	20%	(20)	15%	(15)	65%	(65)	100
2020 Vote: Joe Biden	33%	(202)	24%	(146)	44%	(269)	616
2020 Vote: Donald Trump	11%	(52)	16%	(79)	73%	(354)	485
2020 Vote: Other	25%	(15)	11%	(7)	64%	(39)	61
2020 Vote: Didn't Vote	18%	(76)	23%	(100)	59%	(250)	427
2018 House Vote: Democrat	36%	(170)	19%	(91)	45%	(216)	478
2018 House Vote: Republican	13%	(51)	18%	(71)	69%	(266)	388
2018 House Vote: Someone else	13%	(7)	18%	(9)	69%	(37)	53
2016 Vote: Hillary Clinton	33%	(140)	23%	(99)	45%	(192)	431
2016 Vote: Donald Trump	16%	(68)	16%	(67)	69%	(295)	430
2016 Vote: Other	14%	(10)	20%	(15)	66%	(48)	73
2016 Vote: Didn't Vote	19%	(126)	23%	(150)	58%	(377)	653
Voted in 2014: Yes	25%	(195)	18%	(144)	57%	(442)	781
Voted in 2014: No	19%	(150)	23%	(188)	58%	(471)	809

Continued on next page

Table MCBR3: *Would you be more likely to get vaccinated for COVID-19 if it meant you could get a free product or service from a brand?*

Demographic	Yes, much more likely to get vaccinated		Yes, somewhat more likely to get vaccinated		No, not more likely to get vaccinated		Total N
Adults	22%	(345)	21%	(332)	57%	(913)	1590
4-Region: Northeast	22%	(64)	25%	(71)	53%	(151)	286
4-Region: Midwest	17%	(52)	23%	(70)	60%	(184)	307
4-Region: South	19%	(118)	19%	(118)	62%	(380)	617
4-Region: West	29%	(111)	19%	(72)	52%	(198)	381
Not vaccinated	22%	(345)	21%	(332)	57%	(913)	1590

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

Table MCBR4: *And would you feel more or less favorably toward a brand if it encouraged consumers to get vaccinated for COVID-19 by offering incentives such as free products or services?*

Demographic	Much more favorable	Somewhat more favorable	No impact	Somewhat less favorable	Much less favorable	Total N
Adults	19% (426)	22% (473)	42% (934)	6% (125)	11% (241)	2200
Gender: Male	23% (247)	23% (241)	41% (433)	6% (60)	8% (80)	1062
Gender: Female	16% (180)	20% (232)	44% (501)	6% (65)	14% (161)	1138
Age: 18-34	22% (144)	18% (115)	35% (232)	9% (61)	16% (103)	655
Age: 35-44	24% (85)	22% (78)	36% (129)	6% (21)	13% (45)	358
Age: 45-64	16% (122)	23% (169)	49% (370)	4% (27)	8% (63)	751
Age: 65+	17% (74)	25% (111)	47% (205)	4% (17)	7% (30)	436
GenZers: 1997-2012	21% (62)	15% (46)	37% (113)	8% (24)	19% (58)	303
Millennials: 1981-1996	24% (144)	21% (125)	32% (191)	9% (52)	13% (77)	588
GenXers: 1965-1980	17% (94)	21% (114)	49% (266)	3% (18)	9% (50)	541
Baby Boomers: 1946-1964	17% (117)	24% (169)	48% (333)	4% (28)	8% (53)	700
PID: Dem (no lean)	28% (246)	28% (239)	35% (306)	4% (32)	5% (43)	866
PID: Ind (no lean)	16% (113)	18% (132)	45% (331)	7% (49)	14% (104)	729
PID: Rep (no lean)	11% (67)	17% (103)	49% (298)	7% (44)	15% (94)	605
PID/Gender: Dem Men	34% (139)	29% (119)	31% (129)	4% (18)	2% (8)	412
PID/Gender: Dem Women	24% (107)	26% (120)	39% (177)	3% (14)	8% (36)	454
PID/Gender: Ind Men	19% (64)	20% (67)	43% (145)	8% (25)	10% (33)	334
PID/Gender: Ind Women	13% (49)	16% (65)	47% (185)	6% (24)	18% (71)	394
PID/Gender: Rep Men	14% (44)	18% (55)	50% (159)	5% (17)	13% (40)	315
PID/Gender: Rep Women	8% (23)	16% (48)	48% (139)	9% (27)	18% (54)	290
Ideo: Liberal (1-3)	32% (212)	30% (203)	32% (213)	3% (22)	3% (22)	672
Ideo: Moderate (4)	18% (108)	22% (134)	46% (279)	5% (30)	9% (52)	604
Ideo: Conservative (5-7)	11% (76)	16% (110)	47% (317)	7% (50)	18% (122)	674
Educ: < College	16% (244)	19% (289)	46% (696)	6% (84)	13% (199)	1512
Educ: Bachelors degree	25% (110)	26% (116)	36% (158)	6% (28)	7% (31)	444
Educ: Post-grad	30% (73)	28% (68)	33% (81)	5% (12)	4% (10)	244
Income: Under 50k	17% (190)	20% (220)	46% (511)	6% (72)	11% (125)	1118
Income: 50k-100k	18% (127)	22% (157)	41% (291)	6% (40)	14% (96)	711
Income: 100k+	30% (110)	26% (97)	36% (132)	3% (13)	5% (20)	371
Ethnicity: White	20% (341)	22% (378)	43% (737)	5% (93)	10% (173)	1722
Ethnicity: Hispanic	21% (75)	20% (70)	38% (134)	7% (24)	13% (46)	349

Continued on next page

Table MCBR4: *And would you feel more or less favorably toward a brand if it encouraged consumers to get vaccinated for COVID-19 by offering incentives such as free products or services?*

Demographic	Much more favorable		Somewhat more favorable		No impact		Somewhat less favorable		Much less favorable		Total N
Adults	19%	(426)	22%	(473)	42%	(934)	6%	(125)	11%	(241)	2200
Ethnicity: Black	18%	(49)	17%	(45)	41%	(111)	9%	(24)	16%	(45)	274
Ethnicity: Other	18%	(37)	25%	(50)	42%	(86)	4%	(8)	11%	(23)	204
All Christian	18%	(178)	23%	(222)	44%	(434)	5%	(52)	9%	(92)	978
All Non-Christian	31%	(37)	33%	(39)	20%	(24)	3%	(3)	13%	(16)	120
Atheist	41%	(48)	18%	(20)	35%	(40)	2%	(2)	5%	(6)	116
Agnostic/Nothing in particular	19%	(118)	22%	(134)	42%	(258)	6%	(40)	11%	(66)	616
Something Else	12%	(46)	16%	(58)	48%	(177)	7%	(28)	17%	(62)	370
Religious Non-Protestant/Catholic	29%	(42)	31%	(45)	25%	(36)	4%	(5)	12%	(17)	146
Evangelical	15%	(88)	18%	(103)	44%	(254)	6%	(36)	17%	(98)	580
Non-Evangelical	17%	(122)	23%	(165)	47%	(338)	6%	(40)	7%	(49)	715
Community: Urban	27%	(156)	24%	(139)	35%	(204)	6%	(32)	8%	(49)	580
Community: Suburban	19%	(195)	22%	(229)	46%	(476)	5%	(48)	9%	(98)	1046
Community: Rural	13%	(76)	18%	(105)	44%	(254)	8%	(45)	16%	(94)	574
Employ: Private Sector	21%	(144)	25%	(173)	39%	(274)	5%	(38)	10%	(66)	695
Employ: Government	30%	(52)	19%	(33)	35%	(61)	8%	(14)	7%	(12)	173
Employ: Self-Employed	19%	(33)	17%	(30)	43%	(75)	7%	(12)	13%	(22)	172
Employ: Homemaker	10%	(14)	17%	(24)	40%	(57)	6%	(8)	27%	(39)	141
Employ: Student	21%	(25)	28%	(33)	27%	(33)	9%	(11)	15%	(18)	120
Employ: Retired	16%	(85)	24%	(125)	49%	(258)	4%	(22)	6%	(33)	523
Employ: Unemployed	19%	(48)	14%	(34)	52%	(126)	2%	(6)	13%	(31)	245
Employ: Other	20%	(26)	16%	(21)	39%	(51)	10%	(14)	15%	(20)	131
Military HH: Yes	19%	(67)	20%	(71)	46%	(159)	5%	(18)	10%	(34)	348
Military HH: No	19%	(360)	22%	(402)	42%	(775)	6%	(107)	11%	(207)	1852
RD/WT: Right Direction	27%	(288)	28%	(298)	35%	(378)	5%	(55)	6%	(62)	1081
RD/WT: Wrong Track	12%	(138)	16%	(175)	50%	(557)	6%	(70)	16%	(179)	1119
Biden Job Approve	27%	(341)	27%	(345)	35%	(441)	5%	(59)	6%	(69)	1255
Biden Job Disapprove	9%	(73)	13%	(109)	52%	(416)	7%	(55)	19%	(153)	806

Continued on next page

Table MCBR4: *And would you feel more or less favorably toward a brand if it encouraged consumers to get vaccinated for COVID-19 by offering incentives such as free products or services?*

Demographic	Much more favorable		Somewhat more favorable		No impact		Somewhat less favorable		Much less favorable		Total N
Adults	19%	(426)	22%	(473)	42%	(934)	6%	(125)	11%	(241)	2200
Biden Job Strongly Approve	33%	(229)	26%	(178)	32%	(221)	4%	(26)	5%	(36)	690
Biden Job Somewhat Approve	20%	(112)	29%	(167)	39%	(220)	6%	(33)	6%	(33)	565
Biden Job Somewhat Disapprove	14%	(30)	20%	(42)	50%	(104)	6%	(12)	10%	(22)	210
Biden Job Strongly Disapprove	7%	(43)	11%	(66)	52%	(312)	7%	(43)	22%	(132)	596
Favorable of Biden	27%	(329)	28%	(342)	36%	(445)	5%	(64)	5%	(60)	1239
Unfavorable of Biden	10%	(85)	14%	(117)	50%	(420)	7%	(56)	19%	(156)	834
Very Favorable of Biden	32%	(231)	25%	(180)	34%	(242)	4%	(28)	6%	(40)	721
Somewhat Favorable of Biden	19%	(97)	31%	(162)	39%	(202)	7%	(36)	4%	(20)	518
Somewhat Unfavorable of Biden	16%	(33)	18%	(36)	51%	(104)	6%	(12)	9%	(18)	203
Very Unfavorable of Biden	8%	(52)	13%	(81)	50%	(316)	7%	(44)	22%	(137)	631
#1 Issue: Economy	17%	(138)	22%	(174)	45%	(356)	5%	(43)	10%	(83)	795
#1 Issue: Security	12%	(38)	16%	(50)	45%	(143)	7%	(22)	21%	(67)	320
#1 Issue: Health Care	27%	(95)	21%	(77)	36%	(130)	6%	(23)	9%	(33)	358
#1 Issue: Medicare / Social Security	24%	(64)	24%	(63)	43%	(114)	3%	(9)	5%	(13)	263
#1 Issue: Women's Issues	24%	(29)	24%	(28)	32%	(39)	5%	(6)	15%	(18)	119
#1 Issue: Education	12%	(9)	26%	(19)	45%	(33)	10%	(8)	6%	(5)	74
#1 Issue: Energy	17%	(21)	28%	(34)	44%	(54)	4%	(5)	6%	(8)	122
#1 Issue: Other	21%	(32)	18%	(27)	44%	(66)	7%	(10)	10%	(15)	151
2020 Vote: Joe Biden	29%	(284)	28%	(274)	35%	(341)	4%	(40)	4%	(39)	979
2020 Vote: Donald Trump	10%	(66)	15%	(98)	50%	(329)	7%	(47)	18%	(120)	660
2020 Vote: Other	14%	(11)	13%	(10)	49%	(39)	16%	(13)	9%	(7)	80
2020 Vote: Didn't Vote	14%	(65)	19%	(90)	47%	(223)	5%	(25)	16%	(75)	479
2018 House Vote: Democrat	30%	(229)	27%	(210)	36%	(276)	4%	(32)	4%	(29)	776
2018 House Vote: Republican	11%	(65)	17%	(95)	47%	(268)	9%	(51)	15%	(88)	567
2018 House Vote: Someone else	10%	(7)	20%	(13)	52%	(35)	5%	(4)	13%	(9)	67
2016 Vote: Hillary Clinton	30%	(213)	28%	(196)	33%	(234)	5%	(36)	4%	(25)	703
2016 Vote: Donald Trump	10%	(65)	18%	(110)	52%	(323)	6%	(37)	14%	(89)	625
2016 Vote: Other	15%	(17)	25%	(29)	47%	(55)	7%	(9)	5%	(6)	116
2016 Vote: Didn't Vote	17%	(130)	18%	(137)	43%	(323)	6%	(44)	16%	(120)	754

Continued on next page

Table MCBR4: *And would you feel more or less favorably toward a brand if it encouraged consumers to get vaccinated for COVID-19 by offering incentives such as free products or services?*

Demographic	Much more favorable		Somewhat more favorable		No impact		Somewhat less favorable		Much less favorable		Total N
Adults	19%	(426)	22%	(473)	42%	(934)	6%	(125)	11%	(241)	2200
Voted in 2014: Yes	21%	(264)	24%	(300)	42%	(521)	5%	(66)	8%	(101)	1252
Voted in 2014: No	17%	(162)	18%	(173)	44%	(414)	6%	(59)	15%	(139)	948
4-Region: Northeast	17%	(67)	25%	(99)	43%	(169)	6%	(24)	9%	(34)	394
4-Region: Midwest	21%	(95)	21%	(97)	43%	(197)	5%	(23)	11%	(50)	462
4-Region: South	16%	(132)	19%	(157)	45%	(375)	6%	(47)	14%	(114)	824
4-Region: West	25%	(132)	23%	(121)	37%	(193)	6%	(31)	8%	(42)	520
Vaccinated	24%	(148)	32%	(194)	39%	(238)	2%	(13)	3%	(17)	610
Not vaccinated	18%	(279)	18%	(280)	44%	(696)	7%	(112)	14%	(224)	1590

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

Table MCBR5_1: Consider the following categories of brands and companies. How likely or unlikely are you to take advantage of a free product or service from the following if it was exclusively offered to people who are vaccinated for COVID-19?

Coffee chains

Demographic	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know / No opinion		Total N
Adults	30%	(183)	24%	(148)	13%	(78)	18%	(110)	15%	(90)	610
Gender: Male	27%	(90)	24%	(79)	13%	(43)	22%	(71)	14%	(45)	328
Gender: Female	33%	(93)	25%	(69)	12%	(35)	14%	(39)	16%	(45)	282
Age: 18-34	44%	(37)	22%	(18)	13%	(11)	10%	(8)	11%	(9)	83
Age: 35-44	40%	(21)	19%	(10)	12%	(6)	11%	(6)	18%	(9)	52
Age: 45-64	32%	(70)	25%	(55)	11%	(25)	14%	(31)	17%	(37)	218
Age: 65+	22%	(56)	26%	(66)	14%	(36)	25%	(65)	13%	(34)	257
Millennials: 1981-1996	40%	(38)	24%	(23)	13%	(12)	7%	(6)	16%	(15)	96
GenXers: 1965-1980	37%	(42)	23%	(26)	11%	(13)	15%	(17)	14%	(15)	113
Baby Boomers: 1946-1964	26%	(89)	25%	(83)	13%	(45)	20%	(69)	15%	(52)	338
PID: Dem (no lean)	35%	(93)	28%	(74)	12%	(32)	13%	(34)	13%	(34)	267
PID: Ind (no lean)	30%	(51)	20%	(35)	11%	(19)	17%	(30)	22%	(37)	172
PID: Rep (no lean)	23%	(39)	24%	(40)	16%	(27)	27%	(46)	11%	(18)	171
PID/Gender: Dem Men	32%	(42)	27%	(36)	13%	(17)	16%	(20)	12%	(16)	131
PID/Gender: Dem Women	38%	(52)	28%	(38)	11%	(15)	10%	(13)	13%	(18)	136
PID/Gender: Ind Men	30%	(29)	22%	(21)	9%	(9)	21%	(20)	18%	(17)	96
PID/Gender: Ind Women	29%	(22)	17%	(13)	14%	(11)	13%	(10)	26%	(20)	76
PID/Gender: Rep Men	19%	(19)	21%	(22)	17%	(18)	31%	(31)	11%	(11)	102
PID/Gender: Rep Women	28%	(19)	27%	(18)	13%	(9)	22%	(15)	10%	(7)	69
Ideo: Liberal (1-3)	40%	(94)	25%	(59)	13%	(30)	11%	(25)	12%	(28)	236
Ideo: Moderate (4)	26%	(45)	23%	(39)	15%	(25)	19%	(33)	17%	(29)	171
Ideo: Conservative (5-7)	20%	(36)	27%	(47)	12%	(21)	28%	(49)	13%	(24)	178
Educ: < College	24%	(82)	27%	(91)	14%	(49)	17%	(60)	18%	(61)	344
Educ: Bachelors degree	39%	(66)	20%	(34)	12%	(21)	19%	(32)	10%	(17)	170
Educ: Post-grad	37%	(35)	25%	(24)	8%	(8)	19%	(18)	12%	(11)	96
Income: Under 50k	27%	(70)	25%	(66)	10%	(27)	18%	(46)	19%	(50)	259
Income: 50k-100k	29%	(62)	26%	(56)	15%	(33)	20%	(42)	10%	(22)	216
Income: 100k+	38%	(51)	20%	(27)	14%	(18)	16%	(22)	13%	(18)	135
Ethnicity: White	30%	(162)	24%	(129)	12%	(66)	18%	(98)	15%	(79)	535
Ethnicity: Hispanic	39%	(26)	20%	(13)	12%	(8)	19%	(13)	10%	(7)	66

Continued on next page

Table MCBR5_1: Consider the following categories of brands and companies. How likely or unlikely are you to take advantage of a free product or service from the following if it was exclusively offered to people who are vaccinated for COVID-19?
Coffee chains

Demographic	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know / No opinion		Total N
Adults	30%	(183)	24%	(148)	13%	(78)	18%	(110)	15%	(90)	610
All Christian	27%	(89)	25%	(85)	14%	(48)	22%	(73)	12%	(40)	335
Agnostic/Nothing in particular	31%	(46)	28%	(41)	15%	(22)	13%	(19)	13%	(19)	146
Something Else	18%	(9)	22%	(11)	6%	(3)	23%	(12)	32%	(17)	52
Religious Non-Protestant/Catholic	41%	(20)	20%	(10)	10%	(5)	16%	(8)	14%	(7)	50
Evangelical	20%	(20)	22%	(23)	16%	(16)	26%	(27)	16%	(16)	101
Non-Evangelical	28%	(77)	26%	(70)	13%	(34)	20%	(53)	14%	(37)	270
Community: Urban	30%	(37)	30%	(37)	12%	(14)	18%	(22)	10%	(13)	122
Community: Suburban	32%	(108)	22%	(74)	13%	(43)	17%	(59)	16%	(52)	337
Community: Rural	25%	(38)	25%	(37)	14%	(21)	20%	(30)	16%	(25)	151
Employ: Private Sector	35%	(58)	22%	(36)	11%	(18)	15%	(24)	16%	(27)	163
Employ: Government	41%	(24)	19%	(11)	15%	(9)	19%	(12)	6%	(4)	59
Employ: Retired	24%	(64)	25%	(67)	14%	(37)	24%	(63)	13%	(36)	267
Military HH: Yes	23%	(32)	29%	(40)	14%	(19)	22%	(31)	13%	(18)	140
Military HH: No	32%	(151)	23%	(108)	13%	(59)	17%	(79)	15%	(72)	470
RD/WT: Right Direction	33%	(114)	24%	(81)	12%	(43)	15%	(50)	16%	(56)	345
RD/WT: Wrong Track	26%	(69)	25%	(67)	13%	(35)	23%	(60)	13%	(34)	265
Biden Job Approve	34%	(137)	25%	(98)	14%	(54)	13%	(51)	15%	(58)	399
Biden Job Disapprove	20%	(40)	24%	(47)	12%	(23)	29%	(57)	14%	(28)	196
Biden Job Strongly Approve	36%	(85)	26%	(61)	11%	(26)	11%	(27)	16%	(37)	237
Biden Job Somewhat Approve	32%	(52)	23%	(37)	17%	(28)	15%	(25)	13%	(21)	162
Biden Job Somewhat Disapprove	27%	(16)	21%	(12)	15%	(9)	19%	(11)	17%	(10)	57
Biden Job Strongly Disapprove	17%	(24)	25%	(35)	11%	(15)	33%	(46)	13%	(18)	138
Favorable of Biden	34%	(137)	25%	(99)	13%	(54)	13%	(52)	15%	(60)	401
Unfavorable of Biden	22%	(43)	24%	(46)	11%	(22)	30%	(58)	12%	(24)	194
Very Favorable of Biden	37%	(88)	25%	(60)	10%	(24)	12%	(29)	16%	(37)	239
Somewhat Favorable of Biden	30%	(49)	24%	(39)	18%	(30)	14%	(22)	14%	(23)	163
Somewhat Unfavorable of Biden	33%	(16)	20%	(10)	12%	(6)	22%	(11)	14%	(7)	50
Very Unfavorable of Biden	19%	(27)	25%	(36)	11%	(16)	33%	(48)	12%	(17)	144

Continued on next page

Table MCBR5_1: Consider the following categories of brands and companies. How likely or unlikely are you to take advantage of a free product or service from the following if it was exclusively offered to people who are vaccinated for COVID-19?
Coffee chains

Demographic	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know / No opinion		Total N
Adults	30%	(183)	24%	(148)	13%	(78)	18%	(110)	15%	(90)	610
#1 Issue: Economy	30%	(49)	25%	(41)	15%	(25)	17%	(28)	13%	(21)	165
#1 Issue: Security	21%	(18)	29%	(24)	12%	(10)	26%	(22)	12%	(10)	83
#1 Issue: Health Care	33%	(37)	26%	(29)	18%	(20)	8%	(10)	16%	(18)	114
#1 Issue: Medicare / Social Security	28%	(35)	26%	(33)	8%	(10)	23%	(29)	15%	(18)	126
#1 Issue: Other	43%	(21)	14%	(7)	7%	(4)	19%	(9)	17%	(9)	50
2020 Vote: Joe Biden	33%	(120)	27%	(97)	12%	(44)	13%	(48)	15%	(54)	362
2020 Vote: Donald Trump	23%	(40)	24%	(41)	13%	(22)	27%	(48)	14%	(24)	175
2020 Vote: Didn't Vote	31%	(16)	12%	(6)	15%	(8)	20%	(11)	21%	(11)	52
2018 House Vote: Democrat	34%	(101)	27%	(80)	13%	(38)	13%	(39)	14%	(41)	298
2018 House Vote: Republican	23%	(41)	25%	(44)	13%	(23)	26%	(47)	13%	(23)	178
2016 Vote: Hillary Clinton	35%	(96)	27%	(75)	13%	(35)	11%	(30)	13%	(36)	272
2016 Vote: Donald Trump	23%	(45)	27%	(52)	12%	(23)	26%	(50)	13%	(25)	195
2016 Vote: Didn't Vote	30%	(31)	16%	(16)	11%	(11)	20%	(20)	23%	(23)	101
Voted in 2014: Yes	30%	(142)	25%	(118)	14%	(64)	17%	(82)	14%	(64)	471
Voted in 2014: No	29%	(41)	22%	(30)	10%	(14)	20%	(28)	18%	(26)	139
4-Region: Northeast	25%	(27)	36%	(39)	10%	(11)	17%	(18)	12%	(13)	108
4-Region: Midwest	23%	(35)	27%	(42)	11%	(18)	22%	(34)	17%	(26)	156
4-Region: South	31%	(64)	19%	(39)	18%	(37)	16%	(33)	17%	(35)	207
4-Region: West	41%	(57)	20%	(28)	10%	(14)	18%	(25)	11%	(15)	139
Vaccinated	30%	(183)	24%	(148)	13%	(78)	18%	(110)	15%	(90)	610

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

Table MCBR5_2: Consider the following categories of brands and companies. How likely or unlikely are you to take advantage of a free product or service from the following if it was exclusively offered to people who are vaccinated for COVID-19?

Fast-food restaurants

Demographic	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Don't know / No opinion	Total N
Adults	36% (220)	32% (197)	11% (68)	8% (48)	13% (77)	610
Gender: Male	36% (117)	32% (105)	13% (41)	8% (27)	12% (38)	328
Gender: Female	36% (102)	33% (93)	9% (27)	7% (21)	14% (39)	282
Age: 18-34	38% (32)	39% (32)	9% (7)	7% (6)	8% (7)	83
Age: 35-44	34% (18)	25% (13)	16% (8)	3% (1)	22% (11)	52
Age: 45-64	37% (81)	32% (69)	10% (21)	6% (14)	15% (33)	218
Age: 65+	35% (89)	33% (84)	12% (31)	11% (27)	10% (26)	257
Millennials: 1981-1996	35% (33)	31% (29)	13% (12)	5% (5)	17% (16)	96
GenXers: 1965-1980	38% (43)	34% (38)	9% (10)	6% (7)	13% (15)	113
Baby Boomers: 1946-1964	38% (127)	30% (103)	11% (36)	9% (29)	13% (43)	338
PID: Dem (no lean)	40% (107)	32% (85)	12% (32)	4% (11)	12% (33)	267
PID: Ind (no lean)	33% (57)	33% (56)	10% (17)	9% (15)	16% (27)	172
PID: Rep (no lean)	33% (56)	33% (57)	11% (19)	13% (22)	10% (17)	171
PID/Gender: Dem Men	41% (53)	33% (43)	10% (14)	4% (6)	11% (15)	131
PID/Gender: Dem Women	39% (53)	30% (41)	13% (18)	4% (5)	13% (18)	136
PID/Gender: Ind Men	37% (35)	34% (33)	13% (12)	5% (5)	11% (11)	96
PID/Gender: Ind Women	29% (22)	31% (24)	6% (5)	13% (10)	21% (16)	76
PID/Gender: Rep Men	28% (29)	28% (29)	15% (15)	16% (17)	12% (12)	102
PID/Gender: Rep Women	39% (27)	40% (28)	5% (4)	8% (6)	7% (5)	69
Ideo: Liberal (1-3)	42% (100)	33% (77)	11% (27)	5% (13)	8% (20)	236
Ideo: Moderate (4)	32% (55)	32% (54)	13% (23)	8% (14)	14% (24)	171
Ideo: Conservative (5-7)	31% (55)	35% (62)	9% (15)	12% (21)	13% (24)	178
Educ: < College	34% (118)	34% (117)	11% (36)	6% (22)	15% (51)	344
Educ: Bachelors degree	37% (64)	30% (51)	10% (17)	12% (20)	10% (18)	170
Educ: Post-grad	39% (38)	31% (30)	15% (14)	6% (6)	9% (9)	96
Income: Under 50k	38% (98)	31% (79)	8% (22)	8% (20)	16% (40)	259
Income: 50k-100k	35% (76)	36% (78)	12% (26)	7% (15)	10% (23)	216
Income: 100k+	34% (46)	30% (41)	15% (21)	10% (13)	10% (14)	135
Ethnicity: White	37% (200)	32% (171)	11% (56)	8% (43)	12% (66)	535
Ethnicity: Hispanic	33% (22)	37% (25)	13% (8)	7% (5)	10% (6)	66

Continued on next page

Table MCBR5_2: Consider the following categories of brands and companies. How likely or unlikely are you to take advantage of a free product or service from the following if it was exclusively offered to people who are vaccinated for COVID-19?
Fast-food restaurants

Demographic	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Don't know / No opinion	Total N
Adults	36% (220)	32% (197)	11% (68)	8% (48)	13% (77)	610
All Christian	35% (118)	34% (113)	10% (34)	11% (36)	10% (34)	335
Agnostic/Nothing in particular	33% (49)	34% (50)	15% (23)	5% (8)	12% (17)	146
Something Else	28% (15)	26% (14)	12% (6)	5% (3)	28% (15)	52
Religious Non-Protestant/Catholic	45% (22)	33% (16)	8% (4)	2% (1)	12% (6)	50
Evangelical	35% (35)	31% (32)	10% (10)	8% (8)	15% (16)	101
Non-Evangelical	34% (92)	33% (90)	11% (29)	10% (28)	12% (31)	270
Community: Urban	37% (45)	32% (39)	13% (15)	7% (8)	12% (14)	122
Community: Suburban	35% (118)	34% (114)	11% (35)	8% (26)	13% (44)	337
Community: Rural	37% (56)	29% (44)	11% (17)	9% (14)	13% (19)	151
Employ: Private Sector	39% (64)	30% (49)	11% (18)	8% (12)	12% (20)	163
Employ: Government	48% (28)	27% (16)	10% (6)	6% (4)	9% (5)	59
Employ: Retired	34% (90)	34% (91)	12% (32)	10% (26)	11% (28)	267
Military HH: Yes	35% (48)	34% (48)	9% (13)	12% (16)	10% (14)	140
Military HH: No	36% (171)	32% (150)	12% (55)	7% (32)	13% (63)	470
RD/WT: Right Direction	39% (134)	31% (106)	10% (34)	7% (24)	14% (48)	345
RD/WT: Wrong Track	32% (86)	35% (92)	13% (34)	9% (23)	11% (29)	265
Biden Job Approve	39% (154)	30% (121)	11% (44)	6% (24)	14% (55)	399
Biden Job Disapprove	29% (57)	38% (74)	12% (23)	12% (24)	9% (18)	196
Biden Job Strongly Approve	44% (104)	28% (65)	11% (26)	5% (11)	13% (31)	237
Biden Job Somewhat Approve	31% (50)	34% (56)	12% (19)	8% (13)	15% (24)	162
Biden Job Somewhat Disapprove	34% (20)	45% (26)	13% (7)	4% (3)	4% (2)	57
Biden Job Strongly Disapprove	27% (37)	35% (49)	11% (16)	15% (21)	11% (16)	138
Favorable of Biden	39% (157)	31% (123)	11% (43)	6% (24)	13% (54)	401
Unfavorable of Biden	31% (59)	36% (69)	12% (24)	12% (23)	9% (18)	194
Very Favorable of Biden	43% (103)	28% (67)	10% (25)	6% (14)	13% (30)	239
Somewhat Favorable of Biden	33% (54)	35% (56)	11% (19)	6% (10)	15% (24)	163
Somewhat Unfavorable of Biden	39% (19)	35% (17)	15% (7)	8% (4)	4% (2)	50
Very Unfavorable of Biden	28% (40)	36% (52)	12% (17)	14% (20)	11% (16)	144

Continued on next page

Table MCBR5_2: Consider the following categories of brands and companies. How likely or unlikely are you to take advantage of a free product or service from the following if it was exclusively offered to people who are vaccinated for COVID-19?
Fast-food restaurants

Demographic	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know / No opinion		Total N
Adults	36%	(220)	32%	(197)	11%	(68)	8%	(48)	13%	(77)	610
#1 Issue: Economy	36%	(59)	33%	(55)	16%	(26)	5%	(8)	9%	(15)	165
#1 Issue: Security	27%	(22)	39%	(32)	12%	(10)	11%	(9)	12%	(10)	83
#1 Issue: Health Care	35%	(40)	29%	(33)	11%	(12)	7%	(8)	18%	(20)	114
#1 Issue: Medicare / Social Security	42%	(53)	29%	(36)	8%	(10)	11%	(14)	10%	(12)	126
#1 Issue: Other	44%	(22)	33%	(17)	2%	(1)	9%	(5)	12%	(6)	50
2020 Vote: Joe Biden	38%	(137)	32%	(117)	12%	(43)	6%	(21)	12%	(45)	362
2020 Vote: Donald Trump	33%	(57)	30%	(53)	10%	(18)	13%	(23)	13%	(23)	175
2020 Vote: Didn't Vote	37%	(19)	33%	(17)	10%	(5)	6%	(3)	14%	(7)	52
2018 House Vote: Democrat	39%	(116)	32%	(95)	12%	(36)	6%	(17)	11%	(34)	298
2018 House Vote: Republican	31%	(56)	31%	(56)	12%	(21)	13%	(24)	12%	(22)	178
2016 Vote: Hillary Clinton	38%	(103)	33%	(89)	13%	(36)	5%	(12)	12%	(32)	272
2016 Vote: Donald Trump	32%	(63)	33%	(64)	9%	(18)	14%	(27)	12%	(23)	195
2016 Vote: Didn't Vote	39%	(39)	30%	(30)	7%	(7)	5%	(5)	19%	(19)	101
Voted in 2014: Yes	36%	(169)	32%	(153)	12%	(56)	8%	(37)	12%	(57)	471
Voted in 2014: No	37%	(51)	32%	(44)	9%	(12)	7%	(10)	15%	(21)	139
4-Region: Northeast	25%	(26)	44%	(47)	10%	(11)	9%	(10)	12%	(13)	108
4-Region: Midwest	39%	(60)	33%	(51)	10%	(16)	6%	(9)	12%	(19)	156
4-Region: South	35%	(74)	30%	(62)	12%	(25)	9%	(19)	13%	(27)	207
4-Region: West	43%	(59)	27%	(37)	11%	(16)	7%	(9)	13%	(18)	139
Vaccinated	36%	(220)	32%	(197)	11%	(68)	8%	(48)	13%	(77)	610

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

Table MCBR5_3: Consider the following categories of brands and companies. How likely or unlikely are you to take advantage of a free product or service from the following if it was exclusively offered to people who are vaccinated for COVID-19?

Clothing companies

Demographic	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know / No opinion		Total N
Adults	29%	(178)	34%	(204)	13%	(78)	9%	(54)	16%	(95)	610
Gender: Male	26%	(85)	35%	(113)	15%	(49)	10%	(32)	15%	(49)	328
Gender: Female	33%	(94)	32%	(91)	10%	(29)	8%	(22)	17%	(47)	282
Age: 18-34	47%	(39)	30%	(25)	7%	(6)	7%	(6)	10%	(8)	83
Age: 35-44	32%	(16)	34%	(18)	14%	(7)	4%	(2)	17%	(9)	52
Age: 45-64	31%	(68)	33%	(72)	12%	(25)	7%	(14)	17%	(38)	218
Age: 65+	21%	(55)	35%	(90)	16%	(40)	12%	(32)	16%	(41)	257
Millennials: 1981-1996	39%	(37)	31%	(29)	10%	(9)	6%	(5)	15%	(15)	96
GenXers: 1965-1980	41%	(46)	29%	(33)	8%	(9)	7%	(8)	15%	(17)	113
Baby Boomers: 1946-1964	24%	(80)	34%	(115)	16%	(53)	10%	(33)	17%	(56)	338
PID: Dem (no lean)	38%	(103)	31%	(84)	12%	(32)	5%	(12)	14%	(36)	267
PID: Ind (no lean)	26%	(45)	38%	(65)	8%	(13)	9%	(16)	19%	(33)	172
PID: Rep (no lean)	18%	(31)	33%	(56)	19%	(33)	15%	(26)	15%	(26)	171
PID/Gender: Dem Men	34%	(45)	35%	(45)	14%	(18)	5%	(6)	13%	(17)	131
PID/Gender: Dem Women	42%	(58)	28%	(38)	10%	(14)	4%	(6)	15%	(20)	136
PID/Gender: Ind Men	25%	(24)	44%	(42)	9%	(9)	6%	(6)	16%	(15)	96
PID/Gender: Ind Women	27%	(21)	30%	(23)	5%	(4)	13%	(10)	24%	(18)	76
PID/Gender: Rep Men	16%	(16)	25%	(26)	22%	(23)	20%	(20)	17%	(17)	102
PID/Gender: Rep Women	22%	(15)	43%	(30)	15%	(10)	8%	(5)	12%	(9)	69
Ideo: Liberal (1-3)	40%	(94)	33%	(78)	12%	(28)	5%	(11)	11%	(25)	236
Ideo: Moderate (4)	28%	(49)	35%	(60)	10%	(17)	9%	(16)	17%	(29)	171
Ideo: Conservative (5-7)	16%	(28)	34%	(60)	18%	(31)	15%	(27)	18%	(31)	178
Educ: < College	28%	(96)	32%	(109)	13%	(46)	8%	(29)	19%	(64)	344
Educ: Bachelors degree	31%	(53)	34%	(58)	12%	(20)	11%	(19)	11%	(19)	170
Educ: Post-grad	31%	(29)	39%	(37)	12%	(11)	6%	(6)	13%	(13)	96
Income: Under 50k	31%	(81)	28%	(73)	11%	(27)	9%	(24)	21%	(54)	259
Income: 50k-100k	26%	(57)	40%	(86)	14%	(31)	9%	(20)	11%	(23)	216
Income: 100k+	30%	(41)	34%	(46)	15%	(20)	7%	(10)	14%	(18)	135
Ethnicity: White	29%	(153)	35%	(185)	13%	(68)	9%	(48)	15%	(80)	535
Ethnicity: Hispanic	42%	(27)	28%	(18)	11%	(8)	5%	(3)	14%	(9)	66

Continued on next page

Table MCBR5_3: Consider the following categories of brands and companies. How likely or unlikely are you to take advantage of a free product or service from the following if it was exclusively offered to people who are vaccinated for COVID-19?

Clothing companies

Demographic	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Don't know / No opinion	Total N
Adults	29% (178)	34% (204)	13% (78)	9% (54)	16% (95)	610
All Christian	25% (83)	36% (121)	14% (48)	11% (38)	14% (46)	335
Agnostic/Nothing in particular	35% (51)	32% (47)	14% (20)	7% (11)	12% (18)	146
Something Else	20% (11)	34% (18)	11% (5)	2% (1)	33% (17)	52
Religious Non-Protestant/Catholic	41% (20)	28% (14)	11% (6)	8% (4)	11% (6)	50
Evangelical	21% (21)	41% (41)	13% (13)	7% (7)	18% (19)	101
Non-Evangelical	25% (68)	35% (93)	14% (38)	11% (29)	15% (42)	270
Community: Urban	34% (42)	29% (36)	10% (13)	12% (15)	15% (18)	122
Community: Suburban	28% (96)	35% (117)	13% (45)	8% (26)	16% (53)	337
Community: Rural	27% (41)	34% (52)	13% (20)	9% (13)	16% (25)	151
Employ: Private Sector	30% (49)	40% (65)	8% (13)	9% (14)	13% (21)	163
Employ: Government	44% (26)	33% (20)	15% (9)	2% (1)	5% (3)	59
Employ: Retired	21% (55)	33% (89)	17% (45)	12% (33)	17% (45)	267
Military HH: Yes	29% (41)	29% (40)	11% (15)	17% (23)	14% (20)	140
Military HH: No	29% (137)	35% (164)	13% (63)	7% (31)	16% (76)	470
RD/WT: Right Direction	32% (112)	34% (116)	12% (40)	6% (22)	16% (55)	345
RD/WT: Wrong Track	25% (67)	33% (88)	14% (38)	12% (32)	15% (41)	265
Biden Job Approve	32% (128)	35% (141)	11% (46)	6% (24)	15% (61)	399
Biden Job Disapprove	23% (44)	31% (61)	16% (31)	15% (30)	15% (30)	196
Biden Job Strongly Approve	36% (85)	30% (70)	11% (26)	6% (14)	17% (41)	237
Biden Job Somewhat Approve	26% (43)	43% (71)	12% (19)	6% (10)	12% (20)	162
Biden Job Somewhat Disapprove	38% (22)	30% (17)	15% (9)	8% (5)	9% (5)	57
Biden Job Strongly Disapprove	16% (22)	32% (44)	16% (22)	18% (25)	18% (25)	138
Favorable of Biden	32% (129)	35% (139)	12% (49)	6% (24)	15% (60)	401
Unfavorable of Biden	22% (43)	32% (63)	15% (29)	15% (30)	15% (29)	194
Very Favorable of Biden	35% (84)	29% (70)	12% (28)	7% (16)	17% (40)	239
Somewhat Favorable of Biden	28% (45)	43% (70)	12% (20)	5% (8)	12% (20)	163
Somewhat Unfavorable of Biden	38% (19)	32% (16)	9% (5)	10% (5)	10% (5)	50
Very Unfavorable of Biden	17% (24)	33% (47)	17% (25)	17% (25)	17% (24)	144

Continued on next page

Table MCBR5_3: Consider the following categories of brands and companies. How likely or unlikely are you to take advantage of a free product or service from the following if it was exclusively offered to people who are vaccinated for COVID-19?

Clothing companies

Demographic	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know / No opinion		Total N
Adults	29%	(178)	34%	(204)	13%	(78)	9%	(54)	16%	(95)	610
#1 Issue: Economy	29%	(47)	33%	(54)	18%	(30)	9%	(15)	12%	(19)	165
#1 Issue: Security	23%	(19)	35%	(29)	12%	(10)	13%	(11)	16%	(14)	83
#1 Issue: Health Care	34%	(39)	29%	(33)	12%	(14)	7%	(8)	18%	(21)	114
#1 Issue: Medicare / Social Security	29%	(37)	30%	(38)	12%	(15)	10%	(13)	18%	(23)	126
#1 Issue: Other	33%	(16)	34%	(17)	10%	(5)	9%	(4)	14%	(7)	50
2020 Vote: Joe Biden	34%	(122)	34%	(123)	12%	(44)	5%	(20)	15%	(54)	362
2020 Vote: Donald Trump	19%	(33)	31%	(54)	16%	(29)	17%	(29)	17%	(30)	175
2020 Vote: Didn't Vote	29%	(15)	40%	(21)	4%	(2)	8%	(4)	19%	(10)	52
2018 House Vote: Democrat	36%	(107)	32%	(94)	13%	(40)	5%	(16)	14%	(41)	298
2018 House Vote: Republican	18%	(32)	34%	(61)	17%	(30)	15%	(26)	16%	(29)	178
2016 Vote: Hillary Clinton	35%	(97)	32%	(86)	14%	(37)	4%	(12)	15%	(40)	272
2016 Vote: Donald Trump	18%	(35)	34%	(67)	16%	(31)	16%	(31)	16%	(31)	195
2016 Vote: Didn't Vote	30%	(30)	34%	(34)	5%	(5)	8%	(8)	23%	(23)	101
Voted in 2014: Yes	29%	(135)	33%	(157)	15%	(69)	9%	(42)	14%	(68)	471
Voted in 2014: No	31%	(43)	34%	(47)	7%	(9)	9%	(12)	20%	(27)	139
4-Region: Northeast	26%	(28)	38%	(41)	13%	(14)	9%	(10)	14%	(15)	108
4-Region: Midwest	22%	(34)	40%	(62)	12%	(19)	9%	(14)	17%	(26)	156
4-Region: South	29%	(61)	31%	(65)	15%	(31)	9%	(19)	15%	(32)	207
4-Region: West	40%	(56)	26%	(36)	10%	(14)	8%	(11)	16%	(23)	139
Vaccinated	29%	(178)	34%	(204)	13%	(78)	9%	(54)	16%	(95)	610

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

Table MCBR5_4: Consider the following categories of brands and companies. How likely or unlikely are you to take advantage of a free product or service from the following if it was exclusively offered to people who are vaccinated for COVID-19?

Toy companies

Demographic	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know / No opinion		Total N
Adults	18%	(107)	19%	(117)	18%	(110)	23%	(141)	22%	(135)	610
Gender: Male	18%	(59)	16%	(54)	19%	(63)	23%	(76)	23%	(76)	328
Gender: Female	17%	(48)	22%	(63)	17%	(47)	23%	(65)	21%	(60)	282
Age: 18-34	30%	(25)	15%	(12)	17%	(14)	18%	(15)	20%	(17)	83
Age: 35-44	25%	(13)	32%	(17)	12%	(6)	14%	(7)	17%	(9)	52
Age: 45-64	18%	(40)	19%	(42)	20%	(43)	17%	(37)	25%	(55)	218
Age: 65+	11%	(29)	18%	(46)	18%	(47)	32%	(82)	21%	(54)	257
Millennials: 1981-1996	29%	(28)	23%	(22)	12%	(12)	16%	(16)	19%	(18)	96
GenXers: 1965-1980	23%	(26)	17%	(20)	18%	(20)	20%	(23)	23%	(26)	113
Baby Boomers: 1946-1964	14%	(47)	19%	(65)	20%	(67)	25%	(85)	22%	(74)	338
PID: Dem (no lean)	22%	(58)	19%	(51)	16%	(43)	21%	(57)	22%	(59)	267
PID: Ind (no lean)	13%	(22)	20%	(34)	21%	(37)	21%	(36)	25%	(43)	172
PID: Rep (no lean)	16%	(27)	19%	(32)	18%	(30)	28%	(48)	19%	(33)	171
PID/Gender: Dem Men	23%	(30)	17%	(22)	17%	(23)	17%	(22)	26%	(34)	131
PID/Gender: Dem Women	21%	(28)	21%	(29)	15%	(21)	25%	(34)	18%	(24)	136
PID/Gender: Ind Men	15%	(15)	21%	(20)	22%	(21)	22%	(21)	21%	(20)	96
PID/Gender: Ind Women	10%	(8)	19%	(14)	21%	(16)	20%	(15)	31%	(24)	76
PID/Gender: Rep Men	14%	(15)	12%	(12)	20%	(20)	32%	(33)	21%	(22)	102
PID/Gender: Rep Women	17%	(12)	29%	(20)	15%	(10)	22%	(15)	17%	(11)	69
Ideo: Liberal (1-3)	24%	(57)	19%	(46)	17%	(39)	21%	(49)	19%	(44)	236
Ideo: Moderate (4)	15%	(26)	19%	(33)	20%	(34)	19%	(33)	26%	(45)	171
Ideo: Conservative (5-7)	9%	(17)	20%	(35)	20%	(35)	30%	(54)	21%	(37)	178
Educ: < College	16%	(55)	19%	(65)	17%	(60)	22%	(75)	26%	(89)	344
Educ: Bachelors degree	22%	(37)	18%	(30)	21%	(35)	23%	(40)	16%	(28)	170
Educ: Post-grad	16%	(15)	22%	(21)	16%	(15)	27%	(26)	19%	(18)	96
Income: Under 50k	15%	(39)	17%	(43)	18%	(46)	23%	(59)	28%	(73)	259
Income: 50k-100k	21%	(45)	22%	(47)	18%	(40)	22%	(49)	16%	(36)	216
Income: 100k+	17%	(23)	20%	(27)	18%	(25)	25%	(34)	20%	(27)	135
Ethnicity: White	18%	(95)	20%	(105)	18%	(94)	23%	(126)	22%	(115)	535
Ethnicity: Hispanic	31%	(21)	12%	(8)	14%	(9)	16%	(10)	27%	(18)	66

Continued on next page

Table MCBR5_4: Consider the following categories of brands and companies. How likely or unlikely are you to take advantage of a free product or service from the following if it was exclusively offered to people who are vaccinated for COVID-19?

Toy companies

Demographic	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know / No opinion		Total N
Adults	18%	(107)	19%	(117)	18%	(110)	23%	(141)	22%	(135)	610
All Christian	14%	(45)	22%	(74)	18%	(62)	26%	(89)	20%	(66)	335
Agnostic/Nothing in particular	20%	(29)	17%	(25)	22%	(31)	20%	(29)	21%	(31)	146
Something Else	12%	(6)	15%	(8)	13%	(7)	16%	(8)	44%	(23)	52
Religious Non-Protestant/Catholic	29%	(14)	17%	(8)	18%	(9)	24%	(12)	12%	(6)	50
Evangelical	9%	(10)	29%	(30)	16%	(17)	22%	(23)	22%	(23)	101
Non-Evangelical	14%	(39)	18%	(49)	18%	(49)	26%	(71)	23%	(62)	270
Community: Urban	20%	(24)	20%	(24)	15%	(19)	25%	(30)	20%	(25)	122
Community: Suburban	17%	(59)	20%	(66)	19%	(65)	21%	(72)	22%	(75)	337
Community: Rural	16%	(24)	18%	(27)	17%	(26)	26%	(39)	24%	(35)	151
Employ: Private Sector	18%	(30)	22%	(36)	18%	(29)	20%	(32)	22%	(36)	163
Employ: Government	37%	(22)	25%	(15)	15%	(9)	8%	(5)	15%	(9)	59
Employ: Retired	12%	(33)	17%	(46)	19%	(51)	31%	(81)	21%	(56)	267
Military HH: Yes	17%	(23)	21%	(29)	20%	(27)	28%	(40)	15%	(21)	140
Military HH: No	18%	(84)	19%	(88)	18%	(83)	21%	(101)	24%	(115)	470
RD/WT: Right Direction	19%	(66)	20%	(69)	16%	(57)	20%	(71)	24%	(83)	345
RD/WT: Wrong Track	16%	(41)	18%	(48)	20%	(53)	26%	(70)	20%	(52)	265
Biden Job Approve	19%	(76)	20%	(81)	18%	(70)	20%	(81)	23%	(91)	399
Biden Job Disapprove	14%	(27)	18%	(34)	20%	(40)	28%	(54)	21%	(40)	196
Biden Job Strongly Approve	22%	(51)	17%	(41)	13%	(32)	22%	(53)	25%	(60)	237
Biden Job Somewhat Approve	15%	(25)	24%	(40)	24%	(38)	18%	(29)	19%	(31)	162
Biden Job Somewhat Disapprove	20%	(11)	22%	(13)	28%	(16)	12%	(7)	18%	(10)	57
Biden Job Strongly Disapprove	11%	(16)	16%	(22)	17%	(24)	34%	(47)	22%	(30)	138
Favorable of Biden	19%	(77)	20%	(79)	18%	(72)	20%	(81)	23%	(93)	401
Unfavorable of Biden	15%	(28)	18%	(34)	19%	(38)	29%	(57)	19%	(37)	194
Very Favorable of Biden	22%	(53)	17%	(41)	13%	(32)	22%	(53)	25%	(59)	239
Somewhat Favorable of Biden	14%	(24)	23%	(38)	24%	(40)	17%	(28)	21%	(34)	163
Somewhat Unfavorable of Biden	22%	(11)	22%	(11)	21%	(10)	22%	(11)	14%	(7)	50
Very Unfavorable of Biden	12%	(17)	16%	(23)	19%	(27)	32%	(46)	21%	(30)	144

Continued on next page

Table MCBR5_4: Consider the following categories of brands and companies. How likely or unlikely are you to take advantage of a free product or service from the following if it was exclusively offered to people who are vaccinated for COVID-19?
Toy companies

Demographic	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know / No opinion		Total N
Adults	18%	(107)	19%	(117)	18%	(110)	23%	(141)	22%	(135)	610
#1 Issue: Economy	18%	(30)	19%	(32)	22%	(36)	22%	(36)	19%	(31)	165
#1 Issue: Security	17%	(14)	23%	(19)	10%	(9)	29%	(24)	20%	(17)	83
#1 Issue: Health Care	15%	(17)	23%	(26)	23%	(26)	16%	(18)	23%	(26)	114
#1 Issue: Medicare / Social Security	14%	(17)	20%	(25)	14%	(18)	30%	(37)	23%	(29)	126
#1 Issue: Other	26%	(13)	12%	(6)	12%	(6)	26%	(13)	23%	(12)	50
2020 Vote: Joe Biden	19%	(68)	19%	(70)	17%	(63)	21%	(76)	23%	(85)	362
2020 Vote: Donald Trump	13%	(22)	18%	(32)	18%	(31)	30%	(53)	21%	(37)	175
2020 Vote: Didn't Vote	26%	(14)	14%	(7)	19%	(10)	18%	(9)	23%	(12)	52
2018 House Vote: Democrat	20%	(59)	21%	(62)	16%	(47)	22%	(66)	22%	(65)	298
2018 House Vote: Republican	12%	(22)	17%	(31)	20%	(36)	30%	(54)	20%	(36)	178
2016 Vote: Hillary Clinton	20%	(54)	20%	(53)	17%	(47)	21%	(58)	22%	(59)	272
2016 Vote: Donald Trump	11%	(22)	19%	(38)	20%	(39)	29%	(57)	20%	(39)	195
2016 Vote: Didn't Vote	25%	(25)	14%	(14)	17%	(17)	16%	(16)	29%	(29)	101
Voted in 2014: Yes	16%	(75)	21%	(101)	17%	(81)	24%	(113)	22%	(102)	471
Voted in 2014: No	23%	(32)	12%	(16)	21%	(29)	20%	(27)	24%	(34)	139
4-Region: Northeast	17%	(18)	18%	(20)	16%	(17)	26%	(28)	23%	(25)	108
4-Region: Midwest	13%	(20)	24%	(37)	18%	(28)	21%	(32)	25%	(39)	156
4-Region: South	16%	(34)	19%	(39)	21%	(44)	23%	(49)	20%	(42)	207
4-Region: West	25%	(35)	15%	(21)	15%	(21)	23%	(32)	21%	(29)	139
Vaccinated	18%	(107)	19%	(117)	18%	(110)	23%	(141)	22%	(135)	610

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

Table MCBR5_5: Consider the following categories of brands and companies. How likely or unlikely are you to take advantage of a free product or service from the following if it was exclusively offered to people who are vaccinated for COVID-19?

Beauty brands

Demographic	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Don't know / No opinion	Total N
Adults	20% (122)	22% (132)	20% (122)	18% (112)	20% (122)	610
Gender: Male	14% (46)	15% (49)	23% (75)	26% (85)	22% (73)	328
Gender: Female	27% (76)	29% (83)	16% (46)	10% (27)	17% (49)	282
Age: 18-34	41% (34)	20% (17)	16% (13)	10% (9)	12% (10)	83
Age: 35-44	25% (13)	25% (13)	18% (9)	10% (5)	22% (11)	52
Age: 45-64	20% (43)	21% (46)	21% (45)	14% (30)	24% (52)	218
Age: 65+	12% (32)	21% (55)	21% (54)	26% (68)	19% (48)	257
Millennials: 1981-1996	32% (31)	21% (20)	17% (17)	10% (10)	19% (18)	96
GenXers: 1965-1980	30% (34)	18% (21)	17% (19)	13% (15)	21% (24)	113
Baby Boomers: 1946-1964	14% (47)	22% (75)	23% (76)	20% (69)	21% (71)	338
PID: Dem (no lean)	26% (70)	24% (64)	22% (58)	12% (32)	16% (43)	267
PID: Ind (no lean)	15% (25)	19% (32)	21% (37)	18% (30)	28% (47)	172
PID: Rep (no lean)	16% (27)	21% (35)	16% (27)	29% (50)	19% (32)	171
PID/Gender: Dem Men	19% (25)	19% (24)	25% (33)	18% (23)	20% (26)	131
PID/Gender: Dem Women	33% (45)	29% (40)	19% (26)	6% (8)	13% (18)	136
PID/Gender: Ind Men	12% (12)	17% (16)	26% (25)	20% (19)	24% (23)	96
PID/Gender: Ind Women	17% (13)	21% (16)	15% (12)	15% (11)	31% (24)	76
PID/Gender: Rep Men	9% (9)	8% (8)	17% (18)	42% (43)	24% (24)	102
PID/Gender: Rep Women	26% (18)	39% (27)	13% (9)	11% (8)	11% (8)	69
Ideo: Liberal (1-3)	28% (65)	23% (54)	23% (54)	13% (31)	14% (32)	236
Ideo: Moderate (4)	15% (26)	23% (39)	21% (36)	16% (27)	24% (42)	171
Ideo: Conservative (5-7)	12% (22)	20% (36)	15% (28)	30% (53)	22% (39)	178
Educ: < College	18% (61)	24% (82)	20% (70)	17% (57)	22% (75)	344
Educ: Bachelors degree	24% (41)	20% (33)	19% (31)	20% (35)	17% (29)	170
Educ: Post-grad	21% (20)	17% (17)	21% (20)	21% (21)	19% (18)	96
Income: Under 50k	19% (49)	19% (49)	19% (50)	19% (48)	24% (62)	259
Income: 50k-100k	18% (40)	28% (61)	19% (41)	17% (36)	18% (39)	216
Income: 100k+	25% (33)	16% (21)	23% (30)	21% (28)	16% (22)	135
Ethnicity: White	20% (105)	22% (115)	19% (103)	19% (103)	20% (108)	535
Ethnicity: Hispanic	39% (25)	16% (11)	20% (13)	4% (2)	22% (14)	66

Continued on next page

Table MCBR5_5: Consider the following categories of brands and companies. How likely or unlikely are you to take advantage of a free product or service from the following if it was exclusively offered to people who are vaccinated for COVID-19?
Beauty brands

Demographic	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know / No opinion		Total N
Adults	20%	(122)	22%	(132)	20%	(122)	18%	(112)	20%	(122)	610
All Christian	17%	(56)	23%	(76)	20%	(67)	23%	(76)	18%	(61)	335
Agnostic/Nothing in particular	22%	(32)	19%	(27)	26%	(38)	15%	(22)	19%	(27)	146
Something Else	13%	(7)	28%	(15)	10%	(5)	10%	(5)	39%	(20)	52
Religious Non-Protestant/Catholic	28%	(14)	21%	(11)	18%	(9)	13%	(7)	19%	(9)	50
Evangelical	15%	(15)	18%	(18)	20%	(21)	23%	(23)	24%	(24)	101
Non-Evangelical	17%	(45)	26%	(70)	18%	(49)	20%	(54)	19%	(51)	270
Community: Urban	20%	(24)	22%	(27)	17%	(21)	20%	(24)	21%	(25)	122
Community: Suburban	21%	(71)	23%	(78)	20%	(69)	16%	(55)	19%	(65)	337
Community: Rural	18%	(27)	18%	(27)	21%	(32)	22%	(33)	21%	(32)	151
Employ: Private Sector	23%	(38)	23%	(37)	19%	(31)	13%	(21)	22%	(36)	163
Employ: Government	36%	(22)	26%	(15)	20%	(12)	11%	(7)	6%	(4)	59
Employ: Retired	13%	(35)	20%	(54)	21%	(57)	25%	(68)	20%	(54)	267
Military HH: Yes	15%	(21)	17%	(24)	23%	(32)	29%	(40)	16%	(23)	140
Military HH: No	22%	(101)	23%	(108)	19%	(90)	15%	(72)	21%	(99)	470
RD/WT: Right Direction	22%	(76)	23%	(79)	19%	(66)	15%	(51)	21%	(73)	345
RD/WT: Wrong Track	18%	(47)	20%	(52)	21%	(55)	23%	(61)	19%	(50)	265
Biden Job Approve	23%	(92)	23%	(91)	22%	(88)	13%	(52)	19%	(76)	399
Biden Job Disapprove	13%	(25)	20%	(39)	17%	(33)	29%	(57)	21%	(42)	196
Biden Job Strongly Approve	27%	(64)	21%	(49)	17%	(39)	14%	(33)	22%	(51)	237
Biden Job Somewhat Approve	17%	(28)	25%	(41)	30%	(49)	12%	(19)	15%	(25)	162
Biden Job Somewhat Disapprove	19%	(11)	22%	(13)	18%	(10)	22%	(12)	20%	(11)	57
Biden Job Strongly Disapprove	10%	(13)	19%	(26)	17%	(23)	32%	(45)	22%	(31)	138
Favorable of Biden	23%	(92)	23%	(90)	23%	(92)	12%	(50)	19%	(77)	401
Unfavorable of Biden	15%	(29)	20%	(38)	15%	(29)	30%	(59)	20%	(39)	194
Very Favorable of Biden	28%	(66)	21%	(50)	17%	(41)	14%	(33)	21%	(49)	239
Somewhat Favorable of Biden	16%	(25)	25%	(41)	32%	(52)	11%	(17)	17%	(28)	163
Somewhat Unfavorable of Biden	27%	(13)	25%	(12)	15%	(7)	17%	(9)	16%	(8)	50
Very Unfavorable of Biden	11%	(15)	18%	(26)	15%	(22)	35%	(50)	22%	(31)	144

Continued on next page

Table MCBR5_5: Consider the following categories of brands and companies. How likely or unlikely are you to take advantage of a free product or service from the following if it was exclusively offered to people who are vaccinated for COVID-19?

Beauty brands

Demographic	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know / No opinion		Total N
Adults	20%	(122)	22%	(132)	20%	(122)	18%	(112)	20%	(122)	610
#1 Issue: Economy	19%	(32)	21%	(34)	20%	(33)	17%	(28)	23%	(38)	165
#1 Issue: Security	22%	(18)	18%	(15)	19%	(16)	25%	(21)	16%	(13)	83
#1 Issue: Health Care	23%	(26)	25%	(28)	22%	(25)	10%	(11)	20%	(23)	114
#1 Issue: Medicare / Social Security	13%	(16)	22%	(28)	21%	(27)	26%	(32)	18%	(23)	126
#1 Issue: Other	25%	(13)	15%	(8)	18%	(9)	20%	(10)	21%	(11)	50
2020 Vote: Joe Biden	23%	(85)	22%	(81)	22%	(80)	13%	(48)	19%	(68)	362
2020 Vote: Donald Trump	12%	(21)	23%	(39)	15%	(25)	29%	(50)	22%	(39)	175
2020 Vote: Didn't Vote	20%	(11)	17%	(9)	25%	(13)	12%	(6)	25%	(13)	52
2018 House Vote: Democrat	25%	(74)	20%	(61)	22%	(66)	14%	(41)	19%	(56)	298
2018 House Vote: Republican	13%	(23)	20%	(36)	18%	(32)	29%	(51)	20%	(35)	178
2016 Vote: Hillary Clinton	26%	(71)	22%	(59)	23%	(63)	12%	(33)	17%	(46)	272
2016 Vote: Donald Trump	13%	(26)	22%	(43)	17%	(32)	28%	(54)	20%	(39)	195
2016 Vote: Didn't Vote	21%	(21)	23%	(23)	17%	(17)	14%	(14)	25%	(25)	101
Voted in 2014: Yes	19%	(90)	21%	(100)	21%	(97)	19%	(90)	20%	(93)	471
Voted in 2014: No	23%	(32)	23%	(31)	17%	(24)	16%	(22)	21%	(29)	139
4-Region: Northeast	14%	(15)	29%	(31)	19%	(21)	20%	(21)	18%	(20)	108
4-Region: Midwest	12%	(19)	28%	(44)	19%	(30)	16%	(25)	24%	(37)	156
4-Region: South	22%	(45)	16%	(34)	26%	(53)	18%	(37)	19%	(39)	207
4-Region: West	31%	(43)	16%	(23)	13%	(18)	21%	(29)	19%	(26)	139
Vaccinated	20%	(122)	22%	(132)	20%	(122)	18%	(112)	20%	(122)	610

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

Table MCBR5_6: Consider the following categories of brands and companies. How likely or unlikely are you to take advantage of a free product or service from the following if it was exclusively offered to people who are vaccinated for COVID-19?

Beverage companies

Demographic	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Don't know / No opinion	Total N
Adults	31% (188)	36% (219)	11% (67)	9% (54)	13% (81)	610
Gender: Male	31% (102)	34% (111)	13% (41)	9% (30)	14% (45)	328
Gender: Female	31% (86)	38% (108)	9% (26)	9% (25)	13% (37)	282
Age: 18-34	37% (31)	36% (30)	10% (8)	10% (8)	7% (6)	83
Age: 35-44	30% (15)	37% (19)	15% (8)	5% (3)	14% (7)	52
Age: 45-64	37% (80)	32% (71)	9% (20)	7% (15)	15% (32)	218
Age: 65+	24% (62)	39% (99)	12% (31)	11% (29)	14% (36)	257
Millennials: 1981-1996	33% (32)	39% (37)	9% (8)	8% (7)	12% (11)	96
GenXers: 1965-1980	39% (44)	33% (37)	7% (8)	9% (10)	12% (14)	113
Baby Boomers: 1946-1964	30% (100)	36% (122)	11% (39)	9% (29)	14% (48)	338
PID: Dem (no lean)	34% (90)	37% (98)	14% (37)	4% (10)	12% (32)	267
PID: Ind (no lean)	29% (50)	37% (64)	8% (13)	9% (16)	16% (28)	172
PID: Rep (no lean)	28% (48)	33% (57)	10% (17)	16% (28)	13% (22)	171
PID/Gender: Dem Men	34% (44)	33% (43)	17% (22)	2% (3)	15% (19)	131
PID/Gender: Dem Women	34% (46)	40% (55)	11% (16)	5% (7)	9% (13)	136
PID/Gender: Ind Men	36% (35)	35% (34)	11% (10)	7% (6)	11% (10)	96
PID/Gender: Ind Women	20% (15)	40% (30)	4% (3)	13% (10)	23% (17)	76
PID/Gender: Rep Men	22% (23)	34% (34)	9% (9)	20% (21)	15% (15)	102
PID/Gender: Rep Women	37% (25)	32% (22)	11% (7)	11% (7)	9% (7)	69
Ideo: Liberal (1-3)	36% (86)	37% (87)	15% (35)	4% (9)	8% (19)	236
Ideo: Moderate (4)	29% (50)	38% (65)	8% (14)	7% (13)	18% (30)	171
Ideo: Conservative (5-7)	25% (45)	36% (63)	9% (16)	16% (28)	14% (25)	178
Educ: < College	29% (98)	36% (125)	11% (39)	8% (27)	16% (54)	344
Educ: Bachelors degree	33% (56)	35% (60)	10% (17)	11% (19)	11% (18)	170
Educ: Post-grad	36% (34)	35% (34)	12% (12)	8% (8)	9% (9)	96
Income: Under 50k	31% (80)	34% (89)	8% (21)	9% (25)	17% (44)	259
Income: 50k-100k	29% (63)	39% (85)	13% (28)	9% (20)	9% (19)	216
Income: 100k+	33% (45)	33% (45)	13% (18)	7% (10)	13% (18)	135
Ethnicity: White	32% (169)	36% (194)	10% (54)	9% (46)	13% (71)	535
Ethnicity: Hispanic	31% (20)	30% (20)	20% (13)	10% (7)	8% (6)	66

Continued on next page

Table MCBR5_6: Consider the following categories of brands and companies. How likely or unlikely are you to take advantage of a free product or service from the following if it was exclusively offered to people who are vaccinated for COVID-19?

Beverage companies

Demographic	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Don't know / No opinion	Total N
Adults	31% (188)	36% (219)	11% (67)	9% (54)	13% (81)	610
All Christian	27% (92)	37% (125)	12% (39)	12% (39)	12% (40)	335
Agnostic/Nothing in particular	33% (48)	38% (55)	11% (16)	7% (11)	12% (17)	146
Something Else	24% (13)	28% (15)	16% (8)	2% (1)	30% (16)	52
Religious Non-Protestant/Catholic	39% (19)	36% (18)	9% (4)	6% (3)	10% (5)	50
Evangelical	26% (26)	39% (40)	9% (9)	8% (8)	18% (18)	101
Non-Evangelical	27% (74)	36% (96)	14% (37)	11% (29)	13% (34)	270
Community: Urban	31% (38)	35% (42)	11% (13)	13% (16)	10% (13)	122
Community: Suburban	33% (110)	34% (116)	12% (41)	6% (22)	14% (48)	337
Community: Rural	26% (40)	40% (61)	8% (13)	11% (17)	14% (21)	151
Employ: Private Sector	35% (57)	36% (58)	9% (14)	8% (13)	12% (20)	163
Employ: Government	43% (26)	30% (18)	17% (10)	3% (2)	7% (4)	59
Employ: Retired	26% (70)	36% (97)	13% (34)	11% (31)	13% (36)	267
Military HH: Yes	27% (38)	37% (51)	12% (17)	12% (17)	11% (16)	140
Military HH: No	32% (150)	36% (168)	11% (50)	8% (37)	14% (65)	470
RD/WT: Right Direction	33% (114)	35% (122)	13% (44)	6% (22)	13% (44)	345
RD/WT: Wrong Track	28% (74)	37% (97)	9% (24)	12% (33)	14% (37)	265
Biden Job Approve	32% (129)	37% (146)	13% (51)	5% (20)	13% (53)	399
Biden Job Disapprove	27% (52)	35% (69)	8% (16)	16% (32)	14% (27)	196
Biden Job Strongly Approve	36% (84)	34% (81)	12% (29)	4% (9)	14% (34)	237
Biden Job Somewhat Approve	28% (45)	40% (64)	13% (21)	7% (11)	12% (20)	162
Biden Job Somewhat Disapprove	38% (22)	42% (24)	7% (4)	4% (3)	9% (5)	57
Biden Job Strongly Disapprove	22% (30)	32% (44)	9% (12)	21% (29)	16% (22)	138
Favorable of Biden	32% (129)	37% (150)	13% (51)	5% (21)	12% (50)	401
Unfavorable of Biden	29% (56)	32% (63)	8% (16)	17% (33)	13% (26)	194
Very Favorable of Biden	35% (84)	34% (80)	12% (30)	6% (13)	13% (31)	239
Somewhat Favorable of Biden	27% (45)	43% (70)	13% (22)	5% (8)	11% (19)	163
Somewhat Unfavorable of Biden	45% (22)	34% (17)	6% (3)	9% (4)	6% (3)	50
Very Unfavorable of Biden	23% (34)	32% (46)	9% (13)	20% (29)	16% (23)	144

Continued on next page

Table MCBR5_6: Consider the following categories of brands and companies. How likely or unlikely are you to take advantage of a free product or service from the following if it was exclusively offered to people who are vaccinated for COVID-19?
Beverage companies

Demographic	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know / No opinion		Total N
Adults	31%	(188)	36%	(219)	11%	(67)	9%	(54)	13%	(81)	610
#1 Issue: Economy	30%	(50)	36%	(60)	14%	(24)	6%	(10)	13%	(22)	165
#1 Issue: Security	21%	(17)	42%	(35)	6%	(5)	17%	(14)	14%	(12)	83
#1 Issue: Health Care	33%	(37)	33%	(38)	10%	(12)	8%	(9)	16%	(19)	114
#1 Issue: Medicare / Social Security	35%	(44)	33%	(41)	12%	(15)	8%	(9)	13%	(16)	126
#1 Issue: Other	41%	(20)	36%	(18)	3%	(2)	8%	(4)	12%	(6)	50
2020 Vote: Joe Biden	32%	(116)	38%	(138)	13%	(46)	5%	(18)	12%	(45)	362
2020 Vote: Donald Trump	29%	(50)	33%	(58)	9%	(15)	16%	(28)	14%	(24)	175
2020 Vote: Didn't Vote	34%	(18)	22%	(11)	10%	(5)	13%	(7)	20%	(11)	52
2018 House Vote: Democrat	33%	(99)	38%	(113)	13%	(38)	4%	(13)	12%	(35)	298
2018 House Vote: Republican	29%	(51)	33%	(59)	8%	(15)	16%	(29)	14%	(24)	178
2016 Vote: Hillary Clinton	32%	(87)	38%	(104)	14%	(39)	4%	(11)	12%	(31)	272
2016 Vote: Donald Trump	29%	(56)	35%	(68)	8%	(15)	16%	(31)	12%	(24)	195
2016 Vote: Didn't Vote	30%	(30)	28%	(29)	11%	(11)	10%	(10)	21%	(22)	101
Voted in 2014: Yes	32%	(149)	37%	(173)	11%	(52)	8%	(39)	12%	(58)	471
Voted in 2014: No	28%	(39)	33%	(46)	11%	(15)	11%	(16)	17%	(23)	139
4-Region: Northeast	22%	(24)	49%	(52)	9%	(10)	9%	(9)	11%	(12)	108
4-Region: Midwest	31%	(49)	39%	(60)	11%	(17)	6%	(9)	13%	(20)	156
4-Region: South	29%	(59)	35%	(72)	12%	(25)	11%	(22)	14%	(29)	207
4-Region: West	41%	(56)	24%	(34)	10%	(15)	10%	(14)	14%	(20)	139
Vaccinated	31%	(188)	36%	(219)	11%	(67)	9%	(54)	13%	(81)	610

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

Table MCBR5_7: Consider the following categories of brands and companies. How likely or unlikely are you to take advantage of a free product or service from the following if it was exclusively offered to people who are vaccinated for COVID-19?

Snack companies

Demographic	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know / No opinion		Total N
Adults	30%	(185)	36%	(219)	12%	(73)	8%	(48)	14%	(85)	610
Gender: Male	31%	(101)	36%	(120)	10%	(34)	9%	(31)	13%	(43)	328
Gender: Female	30%	(84)	35%	(99)	14%	(39)	6%	(17)	15%	(42)	282
Age: 18-34	41%	(34)	32%	(26)	13%	(11)	4%	(3)	11%	(9)	83
Age: 35-44	32%	(17)	35%	(18)	12%	(6)	3%	(2)	17%	(9)	52
Age: 45-64	35%	(75)	33%	(71)	10%	(21)	6%	(14)	16%	(36)	218
Age: 65+	23%	(58)	40%	(103)	14%	(35)	12%	(30)	12%	(32)	257
Millennials: 1981-1996	37%	(35)	29%	(28)	14%	(13)	4%	(4)	17%	(16)	96
GenXers: 1965-1980	38%	(43)	31%	(36)	12%	(13)	7%	(8)	12%	(14)	113
Baby Boomers: 1946-1964	27%	(90)	37%	(126)	13%	(43)	8%	(28)	15%	(50)	338
PID: Dem (no lean)	34%	(91)	40%	(106)	10%	(26)	3%	(8)	13%	(36)	267
PID: Ind (no lean)	29%	(50)	34%	(58)	13%	(23)	8%	(14)	16%	(27)	172
PID: Rep (no lean)	26%	(44)	32%	(54)	14%	(24)	15%	(26)	13%	(22)	171
PID/Gender: Dem Men	34%	(44)	40%	(52)	9%	(12)	4%	(5)	13%	(17)	131
PID/Gender: Dem Women	34%	(47)	39%	(54)	10%	(14)	3%	(3)	13%	(18)	136
PID/Gender: Ind Men	33%	(31)	40%	(38)	11%	(11)	7%	(6)	10%	(9)	96
PID/Gender: Ind Women	24%	(18)	26%	(20)	16%	(12)	10%	(7)	24%	(18)	76
PID/Gender: Rep Men	25%	(25)	29%	(29)	11%	(11)	19%	(20)	16%	(16)	102
PID/Gender: Rep Women	27%	(19)	36%	(25)	19%	(13)	9%	(7)	8%	(6)	69
Ideo: Liberal (1-3)	37%	(87)	38%	(90)	13%	(31)	3%	(7)	9%	(22)	236
Ideo: Moderate (4)	27%	(47)	39%	(67)	7%	(13)	9%	(16)	17%	(29)	171
Ideo: Conservative (5-7)	24%	(43)	32%	(58)	15%	(27)	14%	(25)	14%	(25)	178
Educ: < College	29%	(100)	34%	(118)	13%	(43)	7%	(25)	17%	(57)	344
Educ: Bachelors degree	34%	(57)	35%	(60)	11%	(19)	9%	(16)	10%	(18)	170
Educ: Post-grad	29%	(27)	42%	(40)	12%	(11)	7%	(7)	10%	(10)	96
Income: Under 50k	30%	(77)	34%	(88)	11%	(27)	9%	(23)	17%	(45)	259
Income: 50k-100k	30%	(66)	41%	(89)	13%	(28)	7%	(14)	9%	(19)	216
Income: 100k+	32%	(43)	31%	(42)	13%	(18)	8%	(11)	16%	(21)	135
Ethnicity: White	31%	(166)	35%	(189)	12%	(62)	9%	(46)	13%	(71)	535
Ethnicity: Hispanic	34%	(22)	33%	(22)	14%	(9)	4%	(3)	14%	(10)	66

Continued on next page

Table MCBR5_7: Consider the following categories of brands and companies. How likely or unlikely are you to take advantage of a free product or service from the following if it was exclusively offered to people who are vaccinated for COVID-19?
Snack companies

Demographic	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know / No opinion		Total N
Adults	30%	(185)	36%	(219)	12%	(73)	8%	(48)	14%	(85)	610
All Christian	27%	(91)	37%	(123)	14%	(46)	11%	(38)	11%	(37)	335
Agnostic/Nothing in particular	31%	(45)	39%	(57)	13%	(19)	3%	(5)	14%	(20)	146
Something Else	23%	(12)	30%	(16)	9%	(5)	3%	(1)	36%	(19)	52
Religious Non-Protestant/Catholic	40%	(20)	39%	(19)	8%	(4)	6%	(3)	7%	(3)	50
Evangelical	26%	(26)	34%	(34)	13%	(13)	8%	(9)	18%	(19)	101
Non-Evangelical	27%	(73)	37%	(99)	13%	(34)	10%	(28)	13%	(35)	270
Community: Urban	29%	(35)	35%	(43)	15%	(19)	7%	(9)	13%	(16)	122
Community: Suburban	31%	(105)	35%	(120)	11%	(38)	7%	(22)	16%	(52)	337
Community: Rural	29%	(44)	37%	(56)	11%	(16)	11%	(17)	11%	(17)	151
Employ: Private Sector	35%	(57)	33%	(53)	12%	(20)	7%	(12)	13%	(21)	163
Employ: Government	45%	(27)	35%	(21)	11%	(6)	3%	(2)	6%	(4)	59
Employ: Retired	25%	(66)	38%	(101)	14%	(37)	11%	(28)	13%	(34)	267
Military HH: Yes	27%	(37)	36%	(50)	11%	(15)	13%	(18)	14%	(19)	140
Military HH: No	31%	(148)	36%	(169)	12%	(58)	6%	(30)	14%	(66)	470
RD/WT: Right Direction	32%	(110)	38%	(132)	10%	(34)	5%	(18)	15%	(52)	345
RD/WT: Wrong Track	28%	(75)	33%	(87)	15%	(39)	12%	(31)	13%	(33)	265
Biden Job Approve	32%	(130)	38%	(152)	10%	(42)	4%	(18)	15%	(58)	399
Biden Job Disapprove	25%	(48)	32%	(63)	16%	(31)	15%	(30)	12%	(24)	196
Biden Job Strongly Approve	37%	(88)	35%	(82)	10%	(24)	4%	(10)	14%	(32)	237
Biden Job Somewhat Approve	26%	(42)	43%	(70)	11%	(18)	4%	(7)	16%	(25)	162
Biden Job Somewhat Disapprove	36%	(21)	34%	(20)	19%	(11)	6%	(3)	5%	(3)	57
Biden Job Strongly Disapprove	20%	(27)	31%	(43)	15%	(21)	19%	(27)	15%	(21)	138
Favorable of Biden	32%	(129)	39%	(155)	11%	(42)	4%	(18)	14%	(57)	401
Unfavorable of Biden	27%	(52)	31%	(61)	14%	(28)	16%	(30)	12%	(22)	194
Very Favorable of Biden	35%	(85)	36%	(87)	9%	(21)	5%	(12)	14%	(34)	239
Somewhat Favorable of Biden	27%	(44)	42%	(68)	13%	(21)	3%	(6)	15%	(24)	163
Somewhat Unfavorable of Biden	46%	(23)	30%	(15)	15%	(7)	8%	(4)	2%	(1)	50
Very Unfavorable of Biden	21%	(30)	32%	(46)	14%	(20)	18%	(27)	15%	(21)	144

Continued on next page

Table MCBR5_7: Consider the following categories of brands and companies. How likely or unlikely are you to take advantage of a free product or service from the following if it was exclusively offered to people who are vaccinated for COVID-19?

Snack companies

Demographic	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know / No opinion		Total N
Adults	30%	(185)	36%	(219)	12%	(73)	8%	(48)	14%	(85)	610
#1 Issue: Economy	27%	(45)	38%	(62)	17%	(28)	6%	(11)	12%	(20)	165
#1 Issue: Security	24%	(20)	31%	(26)	16%	(13)	15%	(12)	15%	(12)	83
#1 Issue: Health Care	34%	(39)	31%	(36)	14%	(16)	3%	(4)	17%	(20)	114
#1 Issue: Medicare / Social Security	34%	(42)	38%	(48)	7%	(9)	9%	(12)	12%	(15)	126
#1 Issue: Other	35%	(18)	36%	(18)	4%	(2)	8%	(4)	16%	(8)	50
2020 Vote: Joe Biden	32%	(115)	39%	(142)	10%	(35)	5%	(18)	14%	(52)	362
2020 Vote: Donald Trump	27%	(47)	32%	(56)	13%	(23)	14%	(24)	14%	(24)	175
2020 Vote: Didn't Vote	32%	(17)	27%	(14)	15%	(8)	11%	(6)	15%	(8)	52
2018 House Vote: Democrat	33%	(98)	38%	(115)	10%	(31)	4%	(13)	14%	(41)	298
2018 House Vote: Republican	26%	(47)	29%	(52)	16%	(29)	15%	(26)	13%	(23)	178
2016 Vote: Hillary Clinton	33%	(89)	38%	(104)	12%	(32)	4%	(10)	14%	(37)	272
2016 Vote: Donald Trump	27%	(53)	33%	(65)	12%	(23)	15%	(28)	13%	(26)	195
2016 Vote: Didn't Vote	31%	(32)	34%	(34)	8%	(9)	8%	(8)	19%	(19)	101
Voted in 2014: Yes	30%	(144)	35%	(166)	13%	(61)	8%	(35)	14%	(65)	471
Voted in 2014: No	30%	(41)	38%	(53)	9%	(12)	9%	(13)	14%	(20)	139
4-Region: Northeast	21%	(23)	48%	(51)	10%	(11)	11%	(12)	10%	(10)	108
4-Region: Midwest	32%	(49)	38%	(58)	10%	(15)	7%	(11)	14%	(22)	156
4-Region: South	29%	(60)	35%	(72)	15%	(32)	6%	(13)	15%	(30)	207
4-Region: West	38%	(52)	27%	(37)	11%	(15)	8%	(12)	16%	(22)	139
Vaccinated	30%	(185)	36%	(219)	12%	(73)	8%	(48)	14%	(85)	610

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

Table MCBR5_8: Consider the following categories of brands and companies. How likely or unlikely are you to take advantage of a free product or service from the following if it was exclusively offered to people who are vaccinated for COVID-19?

Local bars and restaurants

Demographic	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Don't know / No opinion	Total N
Adults	34% (206)	30% (184)	13% (78)	9% (52)	15% (90)	610
Gender: Male	33% (110)	29% (96)	14% (46)	8% (28)	15% (49)	328
Gender: Female	34% (97)	31% (89)	11% (32)	9% (24)	14% (40)	282
Age: 18-34	44% (36)	28% (23)	16% (14)	3% (3)	9% (7)	83
Age: 35-44	31% (16)	35% (18)	17% (9)	3% (2)	14% (7)	52
Age: 45-64	32% (70)	27% (60)	11% (24)	7% (15)	22% (48)	218
Age: 65+	33% (84)	32% (83)	12% (31)	13% (32)	10% (27)	257
Millennials: 1981-1996	38% (37)	32% (31)	14% (13)	3% (3)	13% (13)	96
GenXers: 1965-1980	34% (39)	30% (34)	10% (11)	6% (7)	19% (22)	113
Baby Boomers: 1946-1964	33% (112)	29% (99)	13% (43)	10% (33)	15% (51)	338
PID: Dem (no lean)	38% (102)	28% (75)	14% (38)	5% (13)	15% (39)	267
PID: Ind (no lean)	33% (56)	33% (57)	11% (20)	6% (10)	17% (29)	172
PID: Rep (no lean)	28% (47)	31% (53)	12% (20)	17% (29)	12% (21)	171
PID/Gender: Dem Men	38% (50)	27% (35)	16% (20)	2% (3)	17% (22)	131
PID/Gender: Dem Women	38% (52)	29% (40)	13% (18)	7% (10)	12% (17)	136
PID/Gender: Ind Men	37% (35)	31% (30)	13% (12)	6% (5)	14% (13)	96
PID/Gender: Ind Women	28% (21)	35% (27)	10% (7)	6% (5)	21% (16)	76
PID/Gender: Rep Men	24% (24)	30% (31)	13% (14)	19% (19)	13% (14)	102
PID/Gender: Rep Women	33% (23)	32% (22)	10% (7)	14% (10)	11% (8)	69
Ideo: Liberal (1-3)	40% (95)	30% (70)	17% (39)	4% (10)	9% (22)	236
Ideo: Moderate (4)	31% (53)	30% (52)	10% (17)	10% (17)	18% (31)	171
Ideo: Conservative (5-7)	28% (49)	33% (59)	10% (18)	14% (25)	15% (27)	178
Educ: < College	31% (105)	29% (101)	14% (48)	8% (29)	18% (61)	344
Educ: Bachelors degree	39% (66)	30% (50)	11% (18)	10% (18)	10% (18)	170
Educ: Post-grad	36% (35)	34% (33)	12% (12)	6% (6)	12% (11)	96
Income: Under 50k	32% (82)	28% (72)	11% (30)	10% (26)	19% (49)	259
Income: 50k-100k	34% (73)	32% (68)	15% (33)	8% (17)	11% (24)	216
Income: 100k+	38% (51)	32% (44)	11% (15)	6% (9)	12% (16)	135
Ethnicity: White	34% (184)	31% (168)	11% (59)	9% (47)	14% (76)	535
Ethnicity: Hispanic	34% (22)	21% (14)	23% (15)	4% (3)	19% (12)	66

Continued on next page

Table MCBR5_8: Consider the following categories of brands and companies. How likely or unlikely are you to take advantage of a free product or service from the following if it was exclusively offered to people who are vaccinated for COVID-19?

Local bars and restaurants

Demographic	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know / No opinion		Total N
Adults	34%	(206)	30%	(184)	13%	(78)	9%	(52)	15%	(90)	610
All Christian	33%	(111)	30%	(101)	10%	(35)	12%	(42)	14%	(47)	335
Agnostic/Nothing in particular	36%	(52)	34%	(50)	17%	(24)	4%	(6)	9%	(14)	146
Something Else	15%	(8)	23%	(12)	22%	(11)	6%	(3)	34%	(18)	52
Religious Non-Protestant/Catholic	39%	(19)	37%	(19)	7%	(3)	4%	(2)	12%	(6)	50
Evangelical	29%	(29)	27%	(27)	10%	(11)	14%	(14)	20%	(20)	101
Non-Evangelical	32%	(87)	29%	(79)	13%	(36)	10%	(28)	15%	(40)	270
Community: Urban	34%	(42)	30%	(36)	12%	(14)	9%	(11)	16%	(20)	122
Community: Suburban	34%	(114)	30%	(102)	14%	(47)	7%	(24)	15%	(50)	337
Community: Rural	34%	(51)	31%	(46)	11%	(16)	12%	(17)	13%	(20)	151
Employ: Private Sector	35%	(58)	32%	(53)	12%	(19)	6%	(10)	15%	(24)	163
Employ: Government	50%	(29)	24%	(14)	17%	(10)	4%	(2)	5%	(3)	59
Employ: Retired	29%	(79)	33%	(89)	12%	(32)	13%	(34)	13%	(34)	267
Military HH: Yes	32%	(44)	33%	(46)	14%	(19)	11%	(16)	11%	(15)	140
Military HH: No	34%	(162)	29%	(138)	12%	(59)	8%	(36)	16%	(75)	470
RD/WT: Right Direction	38%	(131)	26%	(88)	14%	(47)	6%	(21)	17%	(58)	345
RD/WT: Wrong Track	28%	(75)	36%	(96)	12%	(31)	12%	(32)	12%	(31)	265
Biden Job Approve	37%	(146)	28%	(111)	15%	(59)	5%	(20)	16%	(62)	399
Biden Job Disapprove	28%	(54)	35%	(68)	9%	(18)	16%	(32)	12%	(23)	196
Biden Job Strongly Approve	38%	(90)	28%	(66)	12%	(29)	5%	(12)	17%	(40)	237
Biden Job Somewhat Approve	35%	(56)	28%	(45)	18%	(30)	5%	(8)	14%	(22)	162
Biden Job Somewhat Disapprove	33%	(19)	45%	(26)	11%	(6)	3%	(2)	8%	(5)	57
Biden Job Strongly Disapprove	26%	(35)	31%	(42)	9%	(12)	22%	(30)	13%	(19)	138
Favorable of Biden	36%	(145)	29%	(115)	15%	(62)	5%	(20)	15%	(60)	401
Unfavorable of Biden	29%	(55)	35%	(68)	8%	(15)	17%	(33)	12%	(23)	194
Very Favorable of Biden	37%	(88)	28%	(67)	12%	(29)	6%	(15)	16%	(39)	239
Somewhat Favorable of Biden	35%	(56)	29%	(48)	20%	(33)	3%	(5)	13%	(21)	163
Somewhat Unfavorable of Biden	34%	(17)	44%	(22)	5%	(3)	8%	(4)	8%	(4)	50
Very Unfavorable of Biden	27%	(38)	32%	(46)	9%	(13)	20%	(28)	13%	(19)	144

Continued on next page

Table MCBR5_8: Consider the following categories of brands and companies. How likely or unlikely are you to take advantage of a free product or service from the following if it was exclusively offered to people who are vaccinated for COVID-19?
Local bars and restaurants

Demographic	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know / No opinion		Total N
Adults	34%	(206)	30%	(184)	13%	(78)	9%	(52)	15%	(90)	610
#1 Issue: Economy	34%	(56)	32%	(52)	12%	(19)	7%	(12)	15%	(25)	165
#1 Issue: Security	31%	(26)	33%	(28)	12%	(10)	14%	(11)	10%	(8)	83
#1 Issue: Health Care	29%	(33)	32%	(37)	15%	(18)	7%	(8)	17%	(19)	114
#1 Issue: Medicare / Social Security	36%	(45)	29%	(37)	11%	(13)	12%	(15)	13%	(16)	126
#1 Issue: Other	38%	(19)	24%	(12)	14%	(7)	4%	(2)	20%	(10)	50
2020 Vote: Joe Biden	35%	(129)	30%	(110)	15%	(54)	5%	(18)	14%	(52)	362
2020 Vote: Donald Trump	30%	(53)	32%	(56)	8%	(14)	16%	(28)	13%	(23)	175
2020 Vote: Didn't Vote	30%	(16)	17%	(9)	18%	(9)	9%	(4)	27%	(14)	52
2018 House Vote: Democrat	36%	(109)	32%	(95)	14%	(41)	4%	(12)	14%	(41)	298
2018 House Vote: Republican	29%	(51)	32%	(58)	9%	(17)	18%	(32)	12%	(21)	178
2016 Vote: Hillary Clinton	37%	(100)	30%	(82)	15%	(40)	5%	(13)	14%	(38)	272
2016 Vote: Donald Trump	29%	(57)	34%	(67)	9%	(17)	16%	(30)	12%	(23)	195
2016 Vote: Didn't Vote	33%	(33)	20%	(20)	16%	(16)	7%	(7)	24%	(25)	101
Voted in 2014: Yes	34%	(159)	33%	(155)	12%	(56)	8%	(38)	14%	(64)	471
Voted in 2014: No	34%	(48)	21%	(30)	16%	(22)	10%	(14)	19%	(26)	139
4-Region: Northeast	30%	(32)	31%	(34)	11%	(12)	13%	(14)	15%	(17)	108
4-Region: Midwest	30%	(47)	30%	(47)	14%	(22)	7%	(12)	18%	(28)	156
4-Region: South	33%	(68)	29%	(61)	15%	(31)	8%	(17)	15%	(30)	207
4-Region: West	43%	(59)	31%	(43)	9%	(13)	7%	(10)	11%	(15)	139
Vaccinated	34%	(206)	30%	(184)	13%	(78)	9%	(52)	15%	(90)	610

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

Table MCBR5_9: Consider the following categories of brands and companies. How likely or unlikely are you to take advantage of a free product or service from the following if it was exclusively offered to people who are vaccinated for COVID-19?

Local retailers

Demographic	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Don't know / No opinion	Total N
Adults	37% (229)	36% (217)	8% (47)	6% (36)	13% (81)	610
Gender: Male	35% (114)	37% (121)	9% (30)	6% (20)	13% (42)	328
Gender: Female	41% (114)	34% (96)	6% (17)	6% (16)	14% (39)	282
Age: 18-34	39% (32)	31% (26)	8% (7)	7% (6)	15% (12)	83
Age: 35-44	41% (21)	36% (19)	9% (5)	2% (1)	12% (6)	52
Age: 45-64	39% (84)	34% (73)	8% (18)	5% (10)	15% (32)	218
Age: 65+	35% (91)	39% (99)	7% (17)	8% (19)	12% (30)	257
Millennials: 1981-1996	33% (31)	36% (35)	12% (11)	6% (5)	14% (13)	96
GenXers: 1965-1980	45% (51)	32% (36)	5% (6)	5% (6)	13% (15)	113
Baby Boomers: 1946-1964	37% (125)	36% (122)	8% (27)	6% (19)	13% (45)	338
PID: Dem (no lean)	44% (117)	33% (90)	7% (20)	2% (7)	13% (35)	267
PID: Ind (no lean)	37% (63)	34% (58)	6% (11)	6% (10)	17% (30)	172
PID: Rep (no lean)	29% (49)	40% (69)	10% (16)	12% (20)	9% (16)	171
PID/Gender: Dem Men	39% (51)	35% (46)	9% (11)	2% (3)	15% (19)	131
PID/Gender: Dem Women	48% (66)	32% (43)	6% (8)	3% (3)	11% (15)	136
PID/Gender: Ind Men	43% (41)	34% (33)	8% (7)	3% (3)	13% (12)	96
PID/Gender: Ind Women	29% (22)	34% (26)	5% (4)	9% (7)	23% (18)	76
PID/Gender: Rep Men	23% (23)	42% (42)	12% (12)	14% (14)	10% (10)	102
PID/Gender: Rep Women	38% (26)	39% (27)	7% (5)	8% (6)	8% (6)	69
Ideo: Liberal (1-3)	46% (109)	33% (78)	8% (20)	3% (8)	9% (22)	236
Ideo: Moderate (4)	37% (63)	35% (60)	6% (10)	6% (10)	16% (27)	171
Ideo: Conservative (5-7)	27% (47)	42% (75)	9% (15)	10% (18)	13% (22)	178
Educ: < College	36% (124)	34% (116)	7% (25)	6% (22)	16% (57)	344
Educ: Bachelors degree	39% (66)	35% (60)	10% (18)	7% (11)	9% (15)	170
Educ: Post-grad	41% (39)	42% (40)	4% (4)	4% (4)	9% (9)	96
Income: Under 50k	39% (101)	31% (81)	6% (15)	7% (19)	17% (43)	259
Income: 50k-100k	34% (73)	41% (90)	10% (22)	5% (10)	10% (22)	216
Income: 100k+	41% (55)	35% (47)	7% (10)	6% (8)	11% (15)	135
Ethnicity: White	38% (204)	37% (199)	7% (36)	6% (31)	12% (64)	535
Ethnicity: Hispanic	34% (23)	35% (23)	10% (7)	4% (2)	17% (11)	66

Continued on next page

Table MCBR5_9: Consider the following categories of brands and companies. How likely or unlikely are you to take advantage of a free product or service from the following if it was exclusively offered to people who are vaccinated for COVID-19?

Local retailers

Demographic	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Don't know / No opinion	Total N
Adults	37% (229)	36% (217)	8% (47)	6% (36)	13% (81)	610
All Christian	34% (113)	38% (128)	9% (29)	9% (29)	11% (36)	335
Agnostic/Nothing in particular	40% (58)	38% (56)	10% (15)	1% (2)	11% (15)	146
Something Else	29% (15)	23% (12)	6% (3)	6% (3)	36% (19)	52
Religious Non-Protestant/Catholic	50% (25)	38% (19)	1% (0)	5% (2)	7% (3)	50
Evangelical	33% (34)	36% (36)	7% (7)	10% (10)	14% (14)	101
Non-Evangelical	34% (91)	36% (96)	9% (25)	7% (19)	14% (38)	270
Community: Urban	33% (40)	38% (47)	9% (11)	8% (9)	13% (15)	122
Community: Suburban	39% (131)	34% (116)	8% (28)	5% (16)	13% (45)	337
Community: Rural	38% (57)	36% (55)	5% (8)	7% (11)	13% (20)	151
Employ: Private Sector	42% (69)	34% (55)	9% (14)	4% (6)	12% (19)	163
Employ: Government	45% (27)	30% (18)	8% (5)	4% (3)	13% (7)	59
Employ: Retired	32% (86)	40% (106)	8% (22)	7% (20)	12% (32)	267
Military HH: Yes	35% (49)	34% (48)	8% (11)	12% (17)	11% (15)	140
Military HH: No	38% (180)	36% (169)	8% (36)	4% (19)	14% (66)	470
RD/WT: Right Direction	41% (141)	34% (118)	6% (21)	4% (14)	15% (50)	345
RD/WT: Wrong Track	33% (87)	37% (99)	10% (26)	8% (23)	12% (31)	265
Biden Job Approve	40% (160)	35% (140)	8% (33)	3% (10)	14% (55)	399
Biden Job Disapprove	31% (61)	38% (74)	7% (14)	13% (25)	11% (21)	196
Biden Job Strongly Approve	44% (104)	33% (78)	7% (17)	3% (6)	13% (31)	237
Biden Job Somewhat Approve	35% (57)	38% (62)	10% (16)	2% (4)	15% (24)	162
Biden Job Somewhat Disapprove	43% (25)	32% (18)	8% (5)	8% (5)	9% (5)	57
Biden Job Strongly Disapprove	26% (36)	40% (56)	7% (10)	15% (21)	12% (16)	138
Favorable of Biden	41% (164)	35% (141)	8% (33)	3% (10)	13% (53)	401
Unfavorable of Biden	31% (61)	38% (74)	7% (14)	12% (23)	11% (21)	194
Very Favorable of Biden	43% (104)	34% (81)	6% (15)	3% (7)	13% (31)	239
Somewhat Favorable of Biden	37% (61)	37% (59)	11% (18)	2% (3)	13% (22)	163
Somewhat Unfavorable of Biden	40% (20)	36% (18)	6% (3)	6% (3)	11% (5)	50
Very Unfavorable of Biden	28% (41)	39% (56)	8% (11)	14% (20)	11% (16)	144

Continued on next page

Table MCBR5_9: Consider the following categories of brands and companies. How likely or unlikely are you to take advantage of a free product or service from the following if it was exclusively offered to people who are vaccinated for COVID-19?

Local retailers

Demographic	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know / No opinion		Total N
Adults	37%	(229)	36%	(217)	8%	(47)	6%	(36)	13%	(81)	610
#1 Issue: Economy	38%	(63)	35%	(58)	11%	(18)	5%	(8)	11%	(18)	165
#1 Issue: Security	26%	(22)	47%	(39)	7%	(5)	11%	(9)	10%	(8)	83
#1 Issue: Health Care	39%	(44)	31%	(36)	8%	(9)	7%	(8)	15%	(17)	114
#1 Issue: Medicare / Social Security	39%	(49)	34%	(43)	6%	(8)	6%	(8)	14%	(17)	126
#1 Issue: Other	48%	(24)	28%	(14)	7%	(3)	4%	(2)	13%	(6)	50
2020 Vote: Joe Biden	41%	(149)	36%	(131)	7%	(25)	2%	(8)	13%	(48)	362
2020 Vote: Donald Trump	30%	(52)	37%	(65)	8%	(14)	13%	(22)	13%	(23)	175
2020 Vote: Didn't Vote	37%	(19)	28%	(15)	14%	(7)	5%	(3)	16%	(8)	52
2018 House Vote: Democrat	43%	(127)	35%	(104)	8%	(24)	2%	(6)	12%	(37)	298
2018 House Vote: Republican	30%	(53)	39%	(70)	8%	(14)	12%	(22)	11%	(19)	178
2016 Vote: Hillary Clinton	42%	(115)	36%	(97)	8%	(22)	2%	(6)	12%	(32)	272
2016 Vote: Donald Trump	30%	(59)	37%	(73)	9%	(17)	11%	(22)	12%	(24)	195
2016 Vote: Didn't Vote	35%	(35)	34%	(34)	6%	(6)	3%	(3)	23%	(23)	101
Voted in 2014: Yes	38%	(177)	36%	(169)	9%	(41)	6%	(30)	12%	(54)	471
Voted in 2014: No	37%	(51)	34%	(48)	5%	(7)	5%	(6)	19%	(26)	139
4-Region: Northeast	35%	(37)	42%	(45)	7%	(8)	7%	(8)	9%	(9)	108
4-Region: Midwest	38%	(59)	35%	(55)	5%	(8)	6%	(9)	16%	(26)	156
4-Region: South	31%	(65)	37%	(77)	9%	(19)	8%	(17)	14%	(30)	207
4-Region: West	49%	(67)	29%	(40)	9%	(13)	2%	(3)	11%	(16)	139
Vaccinated	37%	(229)	36%	(217)	8%	(47)	6%	(36)	13%	(81)	610

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

Table MCBR5_10: Consider the following categories of brands and companies. How likely or unlikely are you to take advantage of a free product or service from the following if it was exclusively offered to people who are vaccinated for COVID-19?

Movie theaters

Demographic	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know / No opinion		Total N
Adults	25%	(154)	27%	(166)	17%	(102)	16%	(100)	14%	(88)	610
Gender: Male	23%	(77)	27%	(87)	20%	(66)	17%	(57)	13%	(41)	328
Gender: Female	27%	(77)	28%	(78)	13%	(36)	15%	(43)	17%	(47)	282
Age: 18-34	44%	(37)	30%	(25)	8%	(7)	8%	(7)	10%	(8)	83
Age: 35-44	29%	(15)	31%	(16)	16%	(8)	9%	(5)	15%	(8)	52
Age: 45-64	25%	(54)	30%	(65)	16%	(35)	12%	(26)	17%	(37)	218
Age: 65+	18%	(47)	23%	(59)	20%	(52)	25%	(63)	14%	(36)	257
Millennials: 1981-1996	40%	(38)	28%	(27)	10%	(10)	8%	(8)	14%	(13)	96
GenXers: 1965-1980	28%	(32)	31%	(35)	16%	(18)	10%	(11)	15%	(17)	113
Baby Boomers: 1946-1964	21%	(71)	25%	(85)	19%	(63)	20%	(69)	15%	(50)	338
PID: Dem (no lean)	28%	(75)	34%	(91)	15%	(40)	10%	(28)	13%	(34)	267
PID: Ind (no lean)	24%	(41)	24%	(41)	18%	(31)	16%	(28)	18%	(31)	172
PID: Rep (no lean)	22%	(38)	20%	(34)	18%	(31)	26%	(45)	14%	(23)	171
PID/Gender: Dem Men	25%	(32)	39%	(51)	15%	(20)	8%	(11)	13%	(17)	131
PID/Gender: Dem Women	31%	(43)	29%	(40)	15%	(20)	13%	(17)	12%	(17)	136
PID/Gender: Ind Men	30%	(29)	20%	(19)	25%	(24)	16%	(15)	9%	(9)	96
PID/Gender: Ind Women	17%	(13)	28%	(21)	10%	(8)	16%	(12)	29%	(22)	76
PID/Gender: Rep Men	16%	(16)	17%	(17)	22%	(22)	31%	(31)	15%	(15)	102
PID/Gender: Rep Women	31%	(22)	25%	(17)	12%	(8)	20%	(14)	12%	(8)	69
Ideo: Liberal (1-3)	30%	(72)	31%	(72)	16%	(37)	13%	(31)	10%	(24)	236
Ideo: Moderate (4)	22%	(37)	27%	(46)	16%	(27)	17%	(29)	18%	(32)	171
Ideo: Conservative (5-7)	21%	(38)	22%	(39)	20%	(36)	22%	(39)	15%	(26)	178
Educ: < College	22%	(77)	28%	(95)	17%	(59)	16%	(55)	17%	(58)	344
Educ: Bachelors degree	29%	(50)	27%	(46)	15%	(25)	18%	(30)	11%	(19)	170
Educ: Post-grad	28%	(27)	26%	(25)	18%	(18)	15%	(15)	12%	(11)	96
Income: Under 50k	22%	(56)	26%	(68)	15%	(39)	18%	(47)	19%	(48)	259
Income: 50k-100k	28%	(60)	28%	(61)	16%	(35)	16%	(35)	11%	(24)	216
Income: 100k+	28%	(38)	27%	(36)	20%	(27)	13%	(17)	12%	(16)	135
Ethnicity: White	25%	(136)	26%	(141)	17%	(92)	17%	(91)	14%	(75)	535
Ethnicity: Hispanic	36%	(24)	37%	(24)	8%	(5)	7%	(5)	12%	(8)	66

Continued on next page

Table MCBR5_10: Consider the following categories of brands and companies. How likely or unlikely are you to take advantage of a free product or service from the following if it was exclusively offered to people who are vaccinated for COVID-19?

Movie theaters

Demographic	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know / No opinion		Total N
Adults	25%	(154)	27%	(166)	17%	(102)	16%	(100)	14%	(88)	610
All Christian	25%	(83)	26%	(86)	17%	(55)	19%	(65)	14%	(46)	335
Agnostic/Nothing in particular	21%	(31)	35%	(52)	20%	(29)	14%	(21)	9%	(14)	146
Something Else	16%	(8)	28%	(14)	11%	(6)	14%	(7)	32%	(17)	52
Religious Non-Protestant/Catholic	35%	(17)	28%	(14)	14%	(7)	13%	(6)	9%	(5)	50
Evangelical	23%	(23)	20%	(20)	16%	(16)	21%	(22)	20%	(21)	101
Non-Evangelical	24%	(63)	28%	(76)	16%	(42)	18%	(48)	15%	(40)	270
Community: Urban	25%	(31)	31%	(38)	17%	(21)	15%	(18)	12%	(15)	122
Community: Suburban	25%	(85)	29%	(96)	16%	(53)	16%	(53)	15%	(50)	337
Community: Rural	25%	(38)	21%	(32)	18%	(28)	19%	(29)	16%	(24)	151
Employ: Private Sector	31%	(51)	27%	(45)	16%	(26)	13%	(22)	12%	(20)	163
Employ: Government	40%	(24)	30%	(18)	16%	(10)	7%	(4)	7%	(4)	59
Employ: Retired	21%	(55)	23%	(60)	20%	(53)	22%	(58)	15%	(41)	267
Military HH: Yes	18%	(24)	25%	(34)	16%	(23)	25%	(35)	16%	(23)	140
Military HH: No	28%	(130)	28%	(131)	17%	(79)	14%	(65)	14%	(65)	470
RD/WT: Right Direction	28%	(95)	28%	(98)	14%	(49)	15%	(53)	15%	(50)	345
RD/WT: Wrong Track	22%	(59)	26%	(68)	20%	(53)	18%	(48)	14%	(38)	265
Biden Job Approve	27%	(109)	29%	(115)	16%	(64)	14%	(55)	14%	(57)	399
Biden Job Disapprove	21%	(41)	23%	(44)	19%	(38)	22%	(42)	16%	(31)	196
Biden Job Strongly Approve	28%	(66)	29%	(69)	15%	(36)	14%	(33)	14%	(33)	237
Biden Job Somewhat Approve	26%	(42)	28%	(46)	17%	(28)	14%	(22)	15%	(24)	162
Biden Job Somewhat Disapprove	30%	(17)	30%	(17)	17%	(10)	10%	(6)	14%	(8)	57
Biden Job Strongly Disapprove	17%	(24)	19%	(27)	20%	(28)	26%	(37)	17%	(23)	138
Favorable of Biden	27%	(108)	30%	(119)	16%	(66)	13%	(54)	14%	(55)	401
Unfavorable of Biden	22%	(43)	23%	(45)	18%	(36)	23%	(45)	13%	(25)	194
Very Favorable of Biden	28%	(66)	32%	(75)	15%	(35)	14%	(33)	12%	(29)	239
Somewhat Favorable of Biden	26%	(42)	26%	(43)	19%	(30)	13%	(21)	16%	(26)	163
Somewhat Unfavorable of Biden	36%	(18)	35%	(17)	11%	(5)	15%	(7)	4%	(2)	50
Very Unfavorable of Biden	18%	(26)	19%	(28)	21%	(30)	26%	(38)	16%	(23)	144

Continued on next page

Table MCBR5_10: Consider the following categories of brands and companies. How likely or unlikely are you to take advantage of a free product or service from the following if it was exclusively offered to people who are vaccinated for COVID-19?

Movie theaters

Demographic	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know / No opinion		Total N
Adults	25%	(154)	27%	(166)	17%	(102)	16%	(100)	14%	(88)	610
#1 Issue: Economy	27%	(45)	30%	(50)	18%	(29)	14%	(22)	11%	(18)	165
#1 Issue: Security	20%	(16)	22%	(18)	19%	(16)	23%	(19)	17%	(14)	83
#1 Issue: Health Care	23%	(26)	30%	(34)	18%	(20)	10%	(12)	19%	(22)	114
#1 Issue: Medicare / Social Security	22%	(27)	26%	(32)	14%	(17)	24%	(30)	15%	(19)	126
#1 Issue: Other	33%	(17)	16%	(8)	16%	(8)	22%	(11)	13%	(7)	50
2020 Vote: Joe Biden	26%	(96)	32%	(117)	16%	(58)	12%	(44)	13%	(48)	362
2020 Vote: Donald Trump	23%	(40)	17%	(30)	19%	(33)	25%	(45)	15%	(27)	175
2020 Vote: Didn't Vote	29%	(15)	21%	(11)	15%	(8)	17%	(9)	18%	(9)	52
2018 House Vote: Democrat	27%	(80)	31%	(93)	18%	(53)	12%	(36)	12%	(35)	298
2018 House Vote: Republican	23%	(42)	20%	(36)	17%	(31)	25%	(45)	14%	(25)	178
2016 Vote: Hillary Clinton	28%	(75)	32%	(88)	18%	(49)	11%	(31)	11%	(30)	272
2016 Vote: Donald Trump	22%	(43)	19%	(38)	18%	(35)	25%	(49)	16%	(30)	195
2016 Vote: Didn't Vote	26%	(27)	28%	(28)	11%	(11)	13%	(13)	21%	(21)	101
Voted in 2014: Yes	25%	(117)	27%	(127)	18%	(84)	16%	(78)	14%	(65)	471
Voted in 2014: No	27%	(37)	28%	(38)	13%	(18)	16%	(22)	17%	(24)	139
4-Region: Northeast	20%	(22)	31%	(33)	15%	(17)	19%	(20)	14%	(15)	108
4-Region: Midwest	26%	(40)	25%	(39)	18%	(28)	16%	(24)	16%	(25)	156
4-Region: South	22%	(46)	26%	(54)	19%	(39)	17%	(36)	16%	(32)	207
4-Region: West	33%	(46)	28%	(39)	13%	(18)	14%	(20)	11%	(16)	139
Vaccinated	25%	(154)	27%	(166)	17%	(102)	16%	(100)	14%	(88)	610

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

Table MCBR5_11: Consider the following categories of brands and companies. How likely or unlikely are you to take advantage of a free product or service from the following if it was exclusively offered to people who are vaccinated for COVID-19?

Airlines

Demographic	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know / No opinion		Total N
Adults	27%	(168)	23%	(143)	12%	(73)	20%	(119)	18%	(107)	610
Gender: Male	28%	(93)	21%	(67)	12%	(40)	23%	(74)	16%	(53)	328
Gender: Female	26%	(74)	27%	(76)	12%	(32)	16%	(46)	19%	(54)	282
Age: 18-34	47%	(39)	18%	(15)	7%	(6)	14%	(11)	15%	(12)	83
Age: 35-44	41%	(21)	28%	(14)	11%	(6)	8%	(4)	12%	(6)	52
Age: 45-64	27%	(60)	20%	(45)	16%	(34)	14%	(31)	22%	(49)	218
Age: 65+	19%	(48)	27%	(69)	11%	(27)	28%	(73)	15%	(40)	257
Millennials: 1981-1996	43%	(41)	26%	(25)	9%	(9)	7%	(7)	15%	(14)	96
GenXers: 1965-1980	34%	(38)	20%	(22)	16%	(18)	12%	(14)	19%	(21)	113
Baby Boomers: 1946-1964	21%	(70)	24%	(82)	13%	(42)	23%	(78)	19%	(64)	338
PID: Dem (no lean)	30%	(80)	23%	(60)	13%	(35)	17%	(45)	18%	(47)	267
PID: Ind (no lean)	27%	(47)	24%	(41)	7%	(12)	18%	(31)	24%	(41)	172
PID: Rep (no lean)	24%	(41)	25%	(42)	15%	(26)	25%	(43)	11%	(19)	171
PID/Gender: Dem Men	28%	(37)	21%	(28)	13%	(17)	19%	(25)	18%	(24)	131
PID/Gender: Dem Women	31%	(43)	24%	(33)	13%	(18)	15%	(20)	17%	(23)	136
PID/Gender: Ind Men	32%	(31)	21%	(20)	9%	(9)	19%	(18)	18%	(18)	96
PID/Gender: Ind Women	21%	(16)	27%	(20)	4%	(3)	18%	(14)	30%	(23)	76
PID/Gender: Rep Men	25%	(25)	19%	(19)	14%	(15)	30%	(31)	11%	(11)	102
PID/Gender: Rep Women	23%	(16)	33%	(23)	16%	(11)	17%	(12)	11%	(7)	69
Ideo: Liberal (1-3)	32%	(75)	22%	(52)	14%	(33)	16%	(39)	16%	(38)	236
Ideo: Moderate (4)	26%	(44)	27%	(46)	8%	(14)	20%	(34)	19%	(33)	171
Ideo: Conservative (5-7)	22%	(38)	25%	(44)	13%	(24)	26%	(46)	14%	(26)	178
Educ: < College	22%	(75)	22%	(77)	12%	(42)	22%	(75)	22%	(75)	344
Educ: Bachelors degree	37%	(62)	24%	(40)	11%	(18)	18%	(31)	11%	(18)	170
Educ: Post-grad	32%	(31)	27%	(26)	13%	(12)	14%	(14)	14%	(13)	96
Income: Under 50k	24%	(62)	18%	(48)	10%	(27)	23%	(58)	25%	(64)	259
Income: 50k-100k	26%	(55)	26%	(57)	15%	(33)	21%	(45)	12%	(26)	216
Income: 100k+	38%	(51)	28%	(38)	10%	(13)	12%	(16)	12%	(16)	135
Ethnicity: White	27%	(145)	24%	(131)	12%	(64)	20%	(106)	17%	(90)	535
Ethnicity: Hispanic	42%	(27)	22%	(15)	6%	(4)	12%	(8)	18%	(12)	66

Continued on next page

Table MCBR5_11: Consider the following categories of brands and companies. How likely or unlikely are you to take advantage of a free product or service from the following if it was exclusively offered to people who are vaccinated for COVID-19?
Airlines

Demographic	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know / No opinion		Total N
Adults	27%	(168)	23%	(143)	12%	(73)	20%	(119)	18%	(107)	610
All Christian	23%	(77)	24%	(81)	12%	(41)	23%	(79)	17%	(58)	335
Agnostic/Nothing in particular	29%	(42)	26%	(39)	14%	(20)	15%	(22)	16%	(23)	146
Something Else	26%	(13)	13%	(7)	10%	(5)	23%	(12)	28%	(15)	52
Religious Non-Protestant/Catholic	37%	(18)	30%	(15)	8%	(4)	11%	(5)	14%	(7)	50
Evangelical	20%	(20)	18%	(18)	14%	(14)	32%	(32)	17%	(17)	101
Non-Evangelical	25%	(67)	25%	(66)	12%	(31)	20%	(54)	19%	(52)	270
Community: Urban	28%	(34)	27%	(33)	9%	(11)	15%	(19)	21%	(25)	122
Community: Suburban	30%	(102)	25%	(85)	12%	(42)	18%	(60)	15%	(49)	337
Community: Rural	21%	(32)	17%	(25)	14%	(20)	27%	(41)	22%	(33)	151
Employ: Private Sector	37%	(61)	26%	(42)	11%	(18)	11%	(18)	15%	(25)	163
Employ: Government	39%	(23)	23%	(14)	15%	(9)	19%	(11)	4%	(2)	59
Employ: Retired	20%	(54)	25%	(66)	13%	(35)	26%	(70)	15%	(41)	267
Military HH: Yes	25%	(35)	27%	(37)	8%	(11)	24%	(34)	16%	(23)	140
Military HH: No	28%	(133)	22%	(106)	13%	(62)	18%	(86)	18%	(84)	470
RD/WT: Right Direction	28%	(98)	24%	(83)	11%	(38)	18%	(61)	19%	(65)	345
RD/WT: Wrong Track	26%	(70)	23%	(60)	13%	(35)	22%	(58)	16%	(42)	265
Biden Job Approve	28%	(114)	24%	(95)	12%	(49)	18%	(71)	18%	(71)	399
Biden Job Disapprove	24%	(48)	24%	(47)	11%	(22)	24%	(48)	16%	(32)	196
Biden Job Strongly Approve	27%	(64)	24%	(56)	13%	(32)	18%	(41)	18%	(43)	237
Biden Job Somewhat Approve	30%	(49)	24%	(38)	11%	(18)	18%	(29)	17%	(28)	162
Biden Job Somewhat Disapprove	30%	(17)	22%	(13)	12%	(7)	16%	(9)	20%	(11)	57
Biden Job Strongly Disapprove	22%	(30)	25%	(34)	11%	(16)	28%	(38)	15%	(20)	138
Favorable of Biden	28%	(112)	24%	(95)	13%	(51)	18%	(71)	18%	(72)	401
Unfavorable of Biden	27%	(52)	24%	(46)	11%	(22)	25%	(48)	13%	(26)	194
Very Favorable of Biden	28%	(67)	24%	(58)	13%	(31)	17%	(40)	18%	(43)	239
Somewhat Favorable of Biden	28%	(46)	23%	(38)	12%	(20)	19%	(31)	18%	(29)	163
Somewhat Unfavorable of Biden	38%	(19)	26%	(13)	9%	(5)	18%	(9)	9%	(5)	50
Very Unfavorable of Biden	23%	(34)	23%	(34)	12%	(17)	27%	(39)	14%	(21)	144

Continued on next page

Table MCBR5_11: Consider the following categories of brands and companies. How likely or unlikely are you to take advantage of a free product or service from the following if it was exclusively offered to people who are vaccinated for COVID-19?

Airlines

Demographic	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know / No opinion		Total N
Adults	27%	(168)	23%	(143)	12%	(73)	20%	(119)	18%	(107)	610
#1 Issue: Economy	28%	(47)	23%	(38)	14%	(23)	17%	(28)	18%	(29)	165
#1 Issue: Security	29%	(24)	25%	(21)	9%	(7)	26%	(22)	11%	(9)	83
#1 Issue: Health Care	30%	(34)	23%	(26)	16%	(18)	9%	(10)	22%	(25)	114
#1 Issue: Medicare / Social Security	19%	(25)	25%	(32)	9%	(11)	28%	(35)	18%	(23)	126
#1 Issue: Other	27%	(14)	16%	(8)	10%	(5)	26%	(13)	21%	(10)	50
2020 Vote: Joe Biden	27%	(98)	26%	(95)	13%	(47)	17%	(60)	17%	(63)	362
2020 Vote: Donald Trump	25%	(44)	21%	(37)	12%	(22)	25%	(44)	16%	(28)	175
2020 Vote: Didn't Vote	35%	(18)	11%	(6)	7%	(4)	23%	(12)	24%	(13)	52
2018 House Vote: Democrat	29%	(85)	26%	(77)	13%	(38)	16%	(48)	17%	(50)	298
2018 House Vote: Republican	26%	(47)	23%	(42)	13%	(23)	26%	(46)	12%	(21)	178
2016 Vote: Hillary Clinton	28%	(76)	26%	(72)	15%	(40)	14%	(37)	17%	(46)	272
2016 Vote: Donald Trump	24%	(47)	23%	(44)	11%	(22)	28%	(54)	14%	(27)	195
2016 Vote: Didn't Vote	29%	(29)	17%	(17)	7%	(8)	20%	(20)	27%	(27)	101
Voted in 2014: Yes	27%	(127)	24%	(114)	13%	(60)	20%	(93)	16%	(77)	471
Voted in 2014: No	29%	(40)	21%	(29)	9%	(12)	19%	(27)	21%	(30)	139
4-Region: Northeast	22%	(24)	26%	(28)	8%	(8)	23%	(25)	21%	(23)	108
4-Region: Midwest	22%	(35)	24%	(37)	16%	(25)	22%	(34)	16%	(25)	156
4-Region: South	26%	(53)	23%	(48)	12%	(25)	21%	(44)	18%	(37)	207
4-Region: West	40%	(56)	21%	(30)	10%	(14)	13%	(18)	16%	(22)	139
Vaccinated	27%	(168)	23%	(143)	12%	(73)	20%	(119)	18%	(107)	610

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

Table MCBR5_12: Consider the following categories of brands and companies. How likely or unlikely are you to take advantage of a free product or service from the following if it was exclusively offered to people who are vaccinated for COVID-19?

Fitness brands

Demographic	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know / No opinion		Total N
Adults	18%	(113)	23%	(142)	19%	(114)	19%	(118)	20%	(124)	610
Gender: Male	17%	(55)	20%	(67)	20%	(65)	22%	(73)	21%	(68)	328
Gender: Female	21%	(58)	27%	(75)	17%	(49)	16%	(45)	20%	(55)	282
Age: 18-34	36%	(30)	26%	(22)	20%	(17)	5%	(4)	13%	(11)	83
Age: 35-44	24%	(12)	33%	(17)	15%	(8)	12%	(6)	16%	(8)	52
Age: 45-64	20%	(44)	21%	(47)	19%	(42)	15%	(33)	24%	(52)	218
Age: 65+	10%	(26)	22%	(57)	18%	(47)	29%	(75)	20%	(53)	257
Millennials: 1981-1996	30%	(28)	27%	(26)	16%	(15)	10%	(9)	18%	(17)	96
GenXers: 1965-1980	31%	(35)	22%	(24)	15%	(17)	13%	(15)	19%	(21)	113
Baby Boomers: 1946-1964	12%	(40)	23%	(76)	21%	(72)	23%	(77)	21%	(72)	338
PID: Dem (no lean)	22%	(58)	27%	(72)	19%	(52)	14%	(37)	18%	(48)	267
PID: Ind (no lean)	17%	(29)	22%	(37)	18%	(30)	17%	(30)	27%	(46)	172
PID: Rep (no lean)	15%	(26)	19%	(32)	19%	(32)	30%	(51)	17%	(30)	171
PID/Gender: Dem Men	20%	(26)	25%	(32)	22%	(29)	15%	(20)	18%	(24)	131
PID/Gender: Dem Women	24%	(32)	29%	(40)	17%	(23)	13%	(17)	17%	(24)	136
PID/Gender: Ind Men	19%	(18)	22%	(21)	14%	(14)	19%	(18)	25%	(24)	96
PID/Gender: Ind Women	13%	(10)	20%	(16)	21%	(16)	16%	(12)	29%	(22)	76
PID/Gender: Rep Men	10%	(10)	13%	(13)	22%	(23)	34%	(35)	20%	(20)	102
PID/Gender: Rep Women	22%	(15)	28%	(19)	13%	(9)	23%	(16)	14%	(9)	69
Ideo: Liberal (1-3)	24%	(57)	28%	(66)	19%	(45)	15%	(36)	14%	(33)	236
Ideo: Moderate (4)	18%	(30)	22%	(37)	20%	(34)	16%	(27)	25%	(43)	171
Ideo: Conservative (5-7)	10%	(19)	20%	(36)	18%	(32)	30%	(54)	22%	(39)	178
Educ: < College	15%	(51)	24%	(83)	19%	(66)	19%	(64)	24%	(81)	344
Educ: Bachelors degree	24%	(41)	22%	(37)	20%	(34)	18%	(31)	16%	(27)	170
Educ: Post-grad	22%	(21)	23%	(22)	15%	(14)	24%	(23)	16%	(16)	96
Income: Under 50k	17%	(44)	19%	(50)	15%	(39)	23%	(59)	25%	(66)	259
Income: 50k-100k	18%	(40)	24%	(51)	22%	(48)	17%	(38)	18%	(40)	216
Income: 100k+	21%	(29)	30%	(41)	20%	(26)	15%	(21)	14%	(18)	135
Ethnicity: White	17%	(93)	24%	(126)	17%	(93)	21%	(110)	21%	(112)	535
Ethnicity: Hispanic	35%	(23)	18%	(12)	23%	(15)	6%	(4)	19%	(12)	66

Continued on next page

Table MCBR5_12: Consider the following categories of brands and companies. How likely or unlikely are you to take advantage of a free product or service from the following if it was exclusively offered to people who are vaccinated for COVID-19?

Fitness brands

Demographic	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know / No opinion		Total N
Adults	18%	(113)	23%	(142)	19%	(114)	19%	(118)	20%	(124)	610
All Christian	16%	(53)	21%	(70)	18%	(60)	25%	(85)	20%	(67)	335
Agnostic/Nothing in particular	21%	(31)	29%	(42)	21%	(31)	11%	(16)	18%	(26)	146
Something Else	10%	(5)	18%	(9)	24%	(13)	15%	(8)	33%	(17)	52
Religious Non-Protestant/Catholic	21%	(10)	31%	(15)	16%	(8)	14%	(7)	18%	(9)	50
Evangelical	18%	(19)	16%	(16)	17%	(18)	27%	(27)	22%	(22)	101
Non-Evangelical	14%	(39)	22%	(61)	20%	(53)	23%	(62)	20%	(55)	270
Community: Urban	18%	(22)	24%	(30)	17%	(21)	18%	(22)	23%	(28)	122
Community: Suburban	21%	(69)	23%	(78)	20%	(66)	18%	(60)	19%	(63)	337
Community: Rural	14%	(21)	23%	(34)	18%	(27)	24%	(36)	22%	(32)	151
Employ: Private Sector	25%	(40)	26%	(42)	14%	(23)	16%	(26)	19%	(31)	163
Employ: Government	33%	(19)	26%	(15)	30%	(18)	6%	(3)	5%	(3)	59
Employ: Retired	10%	(26)	20%	(54)	21%	(56)	28%	(74)	22%	(58)	267
Military HH: Yes	13%	(19)	26%	(36)	15%	(21)	26%	(36)	20%	(28)	140
Military HH: No	20%	(94)	23%	(106)	20%	(93)	17%	(82)	20%	(96)	470
RD/WT: Right Direction	21%	(72)	25%	(88)	17%	(58)	16%	(55)	21%	(72)	345
RD/WT: Wrong Track	15%	(41)	20%	(54)	21%	(55)	24%	(63)	20%	(52)	265
Biden Job Approve	20%	(80)	26%	(104)	20%	(78)	15%	(61)	19%	(76)	399
Biden Job Disapprove	15%	(29)	18%	(35)	18%	(35)	28%	(54)	22%	(43)	196
Biden Job Strongly Approve	23%	(54)	27%	(64)	14%	(33)	17%	(40)	20%	(46)	237
Biden Job Somewhat Approve	16%	(26)	25%	(40)	28%	(45)	13%	(22)	18%	(30)	162
Biden Job Somewhat Disapprove	23%	(13)	19%	(11)	21%	(12)	17%	(10)	20%	(12)	57
Biden Job Strongly Disapprove	11%	(15)	17%	(24)	17%	(23)	32%	(45)	23%	(32)	138
Favorable of Biden	20%	(79)	26%	(103)	20%	(81)	15%	(60)	19%	(78)	401
Unfavorable of Biden	14%	(28)	19%	(37)	16%	(32)	29%	(57)	21%	(40)	194
Very Favorable of Biden	24%	(57)	26%	(63)	14%	(32)	17%	(40)	20%	(47)	239
Somewhat Favorable of Biden	14%	(22)	24%	(40)	30%	(49)	12%	(20)	19%	(31)	163
Somewhat Unfavorable of Biden	22%	(11)	25%	(13)	15%	(8)	17%	(9)	20%	(10)	50
Very Unfavorable of Biden	12%	(17)	17%	(25)	17%	(24)	33%	(48)	21%	(31)	144

Continued on next page

Table MCBR5_12: Consider the following categories of brands and companies. How likely or unlikely are you to take advantage of a free product or service from the following if it was exclusively offered to people who are vaccinated for COVID-19?

Fitness brands

Demographic	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know / No opinion		Total N
Adults	18%	(113)	23%	(142)	19%	(114)	19%	(118)	20%	(124)	610
#1 Issue: Economy	20%	(34)	22%	(37)	19%	(32)	18%	(29)	21%	(34)	165
#1 Issue: Security	7%	(6)	26%	(22)	19%	(16)	28%	(23)	20%	(16)	83
#1 Issue: Health Care	24%	(28)	26%	(29)	17%	(19)	12%	(14)	21%	(24)	114
#1 Issue: Medicare / Social Security	13%	(16)	22%	(28)	19%	(23)	27%	(33)	20%	(25)	126
#1 Issue: Other	26%	(13)	14%	(7)	12%	(6)	26%	(13)	21%	(10)	50
2020 Vote: Joe Biden	20%	(73)	27%	(96)	19%	(70)	14%	(52)	20%	(71)	362
2020 Vote: Donald Trump	12%	(21)	20%	(36)	18%	(32)	30%	(52)	20%	(35)	175
2020 Vote: Didn't Vote	26%	(14)	7%	(4)	17%	(9)	21%	(11)	29%	(15)	52
2018 House Vote: Democrat	20%	(61)	26%	(78)	19%	(56)	16%	(49)	19%	(55)	298
2018 House Vote: Republican	12%	(22)	20%	(35)	20%	(35)	28%	(50)	20%	(37)	178
2016 Vote: Hillary Clinton	20%	(54)	28%	(77)	20%	(54)	14%	(38)	18%	(49)	272
2016 Vote: Donald Trump	11%	(22)	22%	(43)	18%	(34)	30%	(58)	19%	(37)	195
2016 Vote: Didn't Vote	24%	(24)	16%	(16)	17%	(17)	14%	(14)	29%	(29)	101
Voted in 2014: Yes	17%	(79)	24%	(114)	19%	(89)	21%	(97)	20%	(93)	471
Voted in 2014: No	25%	(34)	20%	(28)	18%	(25)	15%	(21)	22%	(30)	139
4-Region: Northeast	14%	(15)	26%	(28)	17%	(18)	19%	(20)	24%	(26)	108
4-Region: Midwest	11%	(18)	25%	(38)	18%	(28)	24%	(37)	22%	(35)	156
4-Region: South	22%	(46)	16%	(34)	24%	(50)	19%	(39)	19%	(39)	207
4-Region: West	24%	(33)	30%	(41)	13%	(18)	16%	(22)	18%	(25)	139
Vaccinated	18%	(113)	23%	(142)	19%	(114)	19%	(118)	20%	(124)	610

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

Table MCBR6_1: Do you agree or disagree with the following?

Rewarding people for receiving the COVID-19 (coronavirus) vaccine is a good way to ensure Americans get vaccinated

Demographic	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know / No opinion	Total N
Adults	27% (584)	31% (690)	11% (248)	17% (378)	14% (300)	2200
Gender: Male	30% (321)	35% (370)	11% (112)	13% (142)	11% (117)	1062
Gender: Female	23% (263)	28% (320)	12% (136)	21% (236)	16% (183)	1138
Age: 18-34	25% (164)	29% (192)	10% (67)	19% (127)	16% (106)	655
Age: 35-44	28% (101)	30% (106)	10% (35)	21% (75)	11% (41)	358
Age: 45-64	26% (197)	30% (226)	13% (101)	15% (114)	15% (113)	751
Age: 65+	28% (122)	38% (166)	11% (46)	14% (62)	9% (40)	436
GenZers: 1997-2012	19% (57)	28% (86)	10% (29)	23% (69)	20% (62)	303
Millennials: 1981-1996	29% (168)	32% (186)	10% (59)	19% (114)	10% (62)	588
GenXers: 1965-1980	27% (146)	28% (152)	13% (72)	15% (82)	16% (89)	541
Baby Boomers: 1946-1964	28% (193)	34% (240)	12% (81)	15% (104)	12% (82)	700
PID: Dem (no lean)	38% (328)	32% (281)	8% (73)	11% (94)	10% (89)	866
PID: Ind (no lean)	19% (137)	30% (220)	12% (85)	20% (142)	20% (145)	729
PID: Rep (no lean)	20% (119)	31% (189)	15% (90)	23% (142)	11% (66)	605
PID/Gender: Dem Men	45% (185)	35% (144)	8% (32)	7% (28)	6% (23)	412
PID/Gender: Dem Women	32% (143)	30% (137)	9% (41)	15% (67)	14% (66)	454
PID/Gender: Ind Men	22% (73)	34% (112)	11% (36)	16% (53)	18% (60)	334
PID/Gender: Ind Women	16% (64)	27% (107)	12% (49)	23% (89)	21% (85)	394
PID/Gender: Rep Men	20% (64)	36% (113)	14% (43)	19% (61)	11% (34)	315
PID/Gender: Rep Women	19% (55)	26% (76)	16% (47)	28% (80)	11% (32)	290
Ideo: Liberal (1-3)	37% (251)	40% (269)	8% (53)	6% (43)	8% (56)	672
Ideo: Moderate (4)	29% (172)	29% (173)	13% (79)	14% (85)	16% (95)	604
Ideo: Conservative (5-7)	18% (120)	30% (202)	14% (94)	27% (184)	11% (75)	674
Educ: < College	25% (374)	28% (418)	11% (173)	20% (304)	16% (243)	1512
Educ: Bachelors degree	30% (134)	37% (165)	12% (52)	12% (52)	9% (40)	444
Educ: Post-grad	31% (77)	44% (107)	9% (22)	9% (22)	7% (17)	244
Income: Under 50k	25% (274)	28% (316)	11% (126)	17% (195)	18% (206)	1118
Income: 50k-100k	28% (196)	33% (233)	11% (76)	20% (141)	9% (66)	711
Income: 100k+	31% (114)	38% (142)	12% (46)	11% (42)	7% (28)	371
Ethnicity: White	26% (445)	32% (558)	12% (212)	16% (278)	13% (228)	1722
Ethnicity: Hispanic	23% (80)	37% (129)	9% (30)	21% (73)	10% (37)	349

Continued on next page

Table MCBR6_1: Do you agree or disagree with the following?

Rewarding people for receiving the COVID-19 (coronavirus) vaccine is a good way to ensure Americans get vaccinated

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Adults	27%	(584)	31%	(690)	11%	(248)	17%	(378)	14%	(300)	2200
Ethnicity: Black	34%	(93)	24%	(66)	3%	(9)	23%	(63)	16%	(44)	274
Ethnicity: Other	23%	(46)	33%	(66)	13%	(27)	18%	(37)	13%	(27)	204
All Christian	26%	(253)	36%	(355)	11%	(106)	16%	(160)	11%	(103)	978
All Non-Christian	29%	(35)	40%	(47)	8%	(10)	14%	(17)	9%	(10)	120
Atheist	45%	(52)	23%	(27)	11%	(13)	8%	(10)	12%	(14)	116
Agnostic/Nothing in particular	27%	(167)	27%	(166)	11%	(70)	16%	(98)	19%	(116)	616
Something Else	21%	(77)	26%	(95)	13%	(49)	25%	(94)	15%	(56)	370
Religious Non-Protestant/Catholic	28%	(42)	40%	(58)	9%	(12)	15%	(22)	8%	(12)	146
Evangelical	22%	(126)	32%	(188)	10%	(61)	22%	(129)	13%	(77)	580
Non-Evangelical	26%	(188)	34%	(243)	12%	(88)	16%	(116)	11%	(80)	715
Community: Urban	33%	(193)	30%	(172)	8%	(45)	17%	(100)	12%	(69)	580
Community: Suburban	25%	(262)	34%	(359)	13%	(135)	14%	(151)	13%	(139)	1046
Community: Rural	23%	(130)	28%	(160)	12%	(68)	22%	(127)	16%	(91)	574
Employ: Private Sector	28%	(194)	34%	(238)	11%	(78)	15%	(102)	12%	(82)	695
Employ: Government	28%	(48)	39%	(67)	11%	(19)	11%	(20)	11%	(18)	173
Employ: Self-Employed	27%	(47)	26%	(45)	10%	(17)	14%	(25)	23%	(40)	172
Employ: Homemaker	20%	(28)	16%	(23)	9%	(13)	37%	(53)	17%	(25)	141
Employ: Student	23%	(28)	26%	(32)	16%	(19)	19%	(23)	15%	(18)	120
Employ: Retired	28%	(146)	35%	(181)	12%	(62)	16%	(82)	10%	(51)	523
Employ: Unemployed	23%	(57)	27%	(66)	12%	(29)	18%	(44)	20%	(48)	245
Employ: Other	27%	(36)	29%	(38)	8%	(11)	23%	(30)	13%	(17)	131
Military HH: Yes	27%	(93)	34%	(117)	12%	(40)	18%	(61)	10%	(36)	348
Military HH: No	27%	(491)	31%	(573)	11%	(208)	17%	(317)	14%	(263)	1852
RD/WT: Right Direction	36%	(387)	34%	(363)	9%	(93)	9%	(103)	13%	(135)	1081
RD/WT: Wrong Track	18%	(197)	29%	(327)	14%	(155)	25%	(276)	15%	(164)	1119
Biden Job Approve	36%	(448)	34%	(427)	8%	(104)	10%	(132)	12%	(145)	1255
Biden Job Disapprove	15%	(121)	29%	(232)	16%	(133)	28%	(224)	12%	(97)	806

Continued on next page

Table MCBR6_1: Do you agree or disagree with the following?

Rewarding people for receiving the COVID-19 (coronavirus) vaccine is a good way to ensure Americans get vaccinated

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Adults	27%	(584)	31%	(690)	11%	(248)	17%	(378)	14%	(300)	2200
Biden Job Strongly Approve	42%	(293)	31%	(213)	7%	(48)	8%	(58)	11%	(78)	690
Biden Job Somewhat Approve	27%	(155)	38%	(214)	10%	(56)	13%	(73)	12%	(67)	565
Biden Job Somewhat Disapprove	22%	(47)	39%	(81)	15%	(32)	11%	(23)	13%	(27)	210
Biden Job Strongly Disapprove	12%	(74)	25%	(150)	17%	(101)	34%	(201)	12%	(70)	596
Favorable of Biden	35%	(440)	35%	(430)	8%	(98)	10%	(123)	12%	(149)	1239
Unfavorable of Biden	15%	(125)	29%	(244)	17%	(139)	27%	(225)	12%	(101)	834
Very Favorable of Biden	41%	(293)	32%	(230)	7%	(51)	9%	(66)	11%	(82)	721
Somewhat Favorable of Biden	28%	(147)	39%	(200)	9%	(47)	11%	(56)	13%	(67)	518
Somewhat Unfavorable of Biden	22%	(45)	42%	(86)	15%	(31)	10%	(21)	10%	(20)	203
Very Unfavorable of Biden	13%	(80)	25%	(159)	17%	(108)	32%	(204)	13%	(81)	631
#1 Issue: Economy	23%	(181)	32%	(256)	13%	(105)	18%	(143)	14%	(110)	795
#1 Issue: Security	17%	(55)	28%	(90)	14%	(46)	29%	(93)	11%	(36)	320
#1 Issue: Health Care	34%	(122)	34%	(123)	7%	(25)	12%	(41)	13%	(47)	358
#1 Issue: Medicare / Social Security	36%	(95)	31%	(82)	9%	(22)	15%	(40)	9%	(24)	263
#1 Issue: Women's Issues	32%	(38)	27%	(32)	3%	(4)	17%	(20)	21%	(26)	119
#1 Issue: Education	24%	(18)	28%	(21)	14%	(10)	6%	(4)	28%	(21)	74
#1 Issue: Energy	27%	(33)	29%	(35)	19%	(23)	14%	(17)	11%	(13)	122
#1 Issue: Other	28%	(43)	35%	(53)	8%	(13)	13%	(19)	15%	(23)	151
2020 Vote: Joe Biden	37%	(365)	35%	(346)	8%	(80)	8%	(76)	11%	(112)	979
2020 Vote: Donald Trump	16%	(106)	29%	(191)	17%	(111)	26%	(174)	12%	(79)	660
2020 Vote: Other	12%	(10)	37%	(30)	15%	(12)	19%	(15)	17%	(13)	80
2020 Vote: Didn't Vote	22%	(103)	26%	(123)	10%	(46)	23%	(112)	20%	(95)	479
2018 House Vote: Democrat	36%	(282)	37%	(290)	8%	(64)	8%	(66)	10%	(75)	776
2018 House Vote: Republican	19%	(109)	30%	(168)	14%	(80)	25%	(143)	12%	(67)	567
2018 House Vote: Someone else	16%	(11)	24%	(16)	12%	(8)	22%	(15)	26%	(18)	67
2016 Vote: Hillary Clinton	39%	(272)	35%	(244)	8%	(59)	9%	(62)	10%	(67)	703
2016 Vote: Donald Trump	17%	(108)	33%	(207)	15%	(94)	22%	(138)	12%	(78)	625
2016 Vote: Other	25%	(29)	33%	(38)	10%	(11)	12%	(14)	20%	(23)	116
2016 Vote: Didn't Vote	23%	(173)	27%	(201)	11%	(83)	22%	(165)	17%	(132)	754

Continued on next page

Table MCBR6_1: Do you agree or disagree with the following?

Rewarding people for receiving the COVID-19 (coronavirus) vaccine is a good way to ensure Americans get vaccinated

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Adults	27%	(584)	31%	(690)	11%	(248)	17%	(378)	14%	(300)	2200
Voted in 2014: Yes	30%	(370)	34%	(429)	11%	(134)	15%	(182)	11%	(137)	1252
Voted in 2014: No	23%	(214)	28%	(261)	12%	(114)	21%	(196)	17%	(163)	948
4-Region: Northeast	26%	(104)	31%	(122)	10%	(41)	17%	(65)	16%	(61)	394
4-Region: Midwest	27%	(124)	31%	(144)	10%	(48)	19%	(90)	12%	(56)	462
4-Region: South	24%	(200)	28%	(232)	14%	(115)	18%	(147)	16%	(130)	824
4-Region: West	30%	(155)	37%	(192)	9%	(45)	15%	(76)	10%	(52)	520
Vaccinated	35%	(212)	41%	(248)	9%	(56)	6%	(37)	9%	(57)	610
Not vaccinated	23%	(372)	28%	(442)	12%	(192)	21%	(341)	15%	(243)	1590

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

Table MCBR6_2: Do you agree or disagree with the following?*Rewarding people for receiving the COVID-19 (coronavirus) vaccine is an unfair practice*

Demographic	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know / No opinion	Total N
Adults	23% (510)	16% (360)	21% (464)	24% (518)	16% (348)	2200
Gender: Male	19% (205)	20% (211)	23% (243)	26% (278)	12% (123)	1062
Gender: Female	27% (305)	13% (149)	19% (221)	21% (240)	20% (224)	1138
Age: 18-34	26% (172)	16% (105)	19% (125)	20% (133)	18% (121)	655
Age: 35-44	29% (105)	18% (66)	19% (70)	17% (61)	16% (56)	358
Age: 45-64	22% (162)	17% (131)	20% (151)	25% (187)	16% (121)	751
Age: 65+	16% (72)	13% (58)	27% (119)	31% (137)	12% (51)	436
GenZers: 1997-2012	28% (84)	11% (34)	18% (55)	18% (56)	25% (75)	303
Millennials: 1981-1996	28% (164)	21% (121)	21% (121)	18% (105)	13% (77)	588
GenXers: 1965-1980	23% (125)	17% (93)	19% (100)	23% (124)	18% (98)	541
Baby Boomers: 1946-1964	18% (125)	15% (102)	25% (174)	30% (213)	12% (86)	700
PID: Dem (no lean)	18% (160)	16% (142)	22% (189)	31% (266)	13% (109)	866
PID: Ind (no lean)	23% (168)	13% (95)	21% (151)	21% (154)	22% (161)	729
PID: Rep (no lean)	30% (182)	20% (124)	20% (124)	16% (98)	13% (78)	605
PID/Gender: Dem Men	17% (70)	20% (82)	22% (92)	33% (134)	8% (35)	412
PID/Gender: Dem Women	20% (91)	13% (60)	22% (98)	29% (132)	16% (74)	454
PID/Gender: Ind Men	18% (60)	16% (52)	25% (84)	25% (83)	16% (55)	334
PID/Gender: Ind Women	27% (108)	11% (42)	17% (68)	18% (71)	27% (106)	394
PID/Gender: Rep Men	24% (76)	24% (77)	22% (68)	19% (61)	11% (34)	315
PID/Gender: Rep Women	37% (106)	16% (47)	19% (56)	13% (37)	15% (44)	290
Ideo: Liberal (1-3)	13% (89)	14% (96)	26% (175)	35% (236)	11% (76)	672
Ideo: Moderate (4)	20% (119)	18% (107)	22% (135)	23% (141)	17% (102)	604
Ideo: Conservative (5-7)	33% (223)	20% (133)	19% (128)	17% (113)	12% (78)	674
Educ: < College	25% (374)	15% (232)	20% (309)	21% (315)	19% (282)	1512
Educ: Bachelors degree	20% (87)	20% (88)	22% (95)	29% (128)	10% (45)	444
Educ: Post-grad	20% (49)	17% (40)	24% (60)	30% (74)	9% (21)	244
Income: Under 50k	26% (290)	15% (166)	19% (210)	19% (218)	21% (234)	1118
Income: 50k-100k	21% (150)	18% (129)	24% (172)	25% (181)	11% (80)	711
Income: 100k+	19% (71)	18% (66)	22% (83)	32% (119)	9% (33)	371
Ethnicity: White	22% (381)	17% (284)	21% (368)	25% (429)	15% (259)	1722
Ethnicity: Hispanic	26% (91)	23% (80)	17% (60)	23% (79)	11% (39)	349

Continued on next page

Table MCBR6_2: Do you agree or disagree with the following?
Rewarding people for receiving the COVID-19 (coronavirus) vaccine is an unfair practice

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Adults	23%	(510)	16%	(360)	21%	(464)	24%	(518)	16%	(348)	2200
Ethnicity: Black	28%	(78)	13%	(35)	22%	(62)	19%	(51)	18%	(49)	274
Ethnicity: Other	25%	(51)	20%	(41)	17%	(34)	19%	(38)	20%	(40)	204
All Christian	22%	(219)	21%	(203)	23%	(228)	21%	(209)	12%	(119)	978
All Non-Christian	21%	(25)	24%	(28)	16%	(20)	25%	(30)	14%	(17)	120
Atheist	14%	(16)	8%	(9)	18%	(21)	44%	(51)	17%	(19)	116
Agnostic/Nothing in particular	21%	(128)	9%	(58)	21%	(131)	27%	(169)	21%	(130)	616
Something Else	33%	(121)	17%	(62)	17%	(65)	16%	(59)	17%	(63)	370
Religious Non-Protestant/Catholic	22%	(32)	23%	(34)	18%	(26)	24%	(36)	12%	(18)	146
Evangelical	33%	(190)	18%	(103)	19%	(110)	14%	(83)	16%	(94)	580
Non-Evangelical	19%	(134)	21%	(149)	24%	(173)	24%	(175)	12%	(84)	715
Community: Urban	26%	(149)	17%	(98)	19%	(112)	26%	(149)	12%	(71)	580
Community: Suburban	19%	(202)	17%	(179)	23%	(236)	25%	(259)	16%	(170)	1046
Community: Rural	28%	(160)	15%	(84)	20%	(115)	19%	(109)	19%	(107)	574
Employ: Private Sector	22%	(149)	21%	(148)	21%	(148)	23%	(159)	13%	(91)	695
Employ: Government	27%	(47)	15%	(26)	21%	(36)	27%	(46)	10%	(18)	173
Employ: Self-Employed	24%	(42)	13%	(22)	15%	(25)	25%	(44)	23%	(39)	172
Employ: Homemaker	40%	(57)	14%	(20)	11%	(16)	13%	(19)	21%	(29)	141
Employ: Student	26%	(31)	13%	(15)	19%	(23)	21%	(25)	21%	(25)	120
Employ: Retired	18%	(94)	14%	(73)	25%	(131)	30%	(156)	13%	(69)	523
Employ: Unemployed	24%	(59)	14%	(35)	20%	(50)	19%	(47)	22%	(53)	245
Employ: Other	23%	(31)	16%	(21)	27%	(36)	16%	(21)	17%	(22)	131
Military HH: Yes	22%	(76)	16%	(55)	22%	(78)	29%	(100)	11%	(39)	348
Military HH: No	23%	(434)	16%	(305)	21%	(386)	23%	(418)	17%	(309)	1852
RD/WT: Right Direction	16%	(175)	15%	(167)	22%	(238)	30%	(325)	16%	(176)	1081
RD/WT: Wrong Track	30%	(335)	17%	(194)	20%	(226)	17%	(193)	15%	(172)	1119
Biden Job Approve	16%	(205)	15%	(185)	23%	(290)	31%	(387)	15%	(188)	1255
Biden Job Disapprove	35%	(281)	19%	(154)	20%	(161)	15%	(119)	11%	(91)	806

Continued on next page

Table MCBR6_2: Do you agree or disagree with the following?*Rewarding people for receiving the COVID-19 (coronavirus) vaccine is an unfair practice*

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Adults	23%	(510)	16%	(360)	21%	(464)	24%	(518)	16%	(348)	2200
Biden Job Strongly Approve	16%	(107)	15%	(104)	21%	(143)	35%	(242)	14%	(94)	690
Biden Job Somewhat Approve	17%	(98)	14%	(81)	26%	(147)	26%	(145)	17%	(93)	565
Biden Job Somewhat Disapprove	19%	(40)	19%	(40)	31%	(65)	21%	(44)	10%	(21)	210
Biden Job Strongly Disapprove	41%	(242)	19%	(113)	16%	(96)	13%	(75)	12%	(70)	596
Favorable of Biden	16%	(201)	15%	(185)	24%	(294)	30%	(374)	15%	(184)	1239
Unfavorable of Biden	33%	(276)	19%	(162)	19%	(162)	15%	(127)	13%	(107)	834
Very Favorable of Biden	17%	(120)	15%	(108)	20%	(145)	34%	(249)	14%	(100)	721
Somewhat Favorable of Biden	16%	(81)	15%	(77)	29%	(149)	24%	(126)	16%	(84)	518
Somewhat Unfavorable of Biden	18%	(36)	17%	(35)	30%	(61)	23%	(46)	12%	(25)	203
Very Unfavorable of Biden	38%	(240)	20%	(127)	16%	(101)	13%	(81)	13%	(82)	631
#1 Issue: Economy	23%	(183)	17%	(134)	21%	(170)	23%	(182)	16%	(124)	795
#1 Issue: Security	36%	(115)	18%	(59)	17%	(56)	16%	(50)	13%	(41)	320
#1 Issue: Health Care	17%	(60)	18%	(64)	22%	(78)	28%	(100)	16%	(56)	358
#1 Issue: Medicare / Social Security	20%	(53)	13%	(33)	25%	(65)	30%	(80)	12%	(32)	263
#1 Issue: Women's Issues	17%	(20)	6%	(8)	19%	(22)	29%	(35)	29%	(35)	119
#1 Issue: Education	19%	(14)	22%	(16)	19%	(14)	11%	(8)	30%	(22)	74
#1 Issue: Energy	23%	(28)	15%	(18)	28%	(34)	20%	(24)	15%	(18)	122
#1 Issue: Other	25%	(37)	19%	(28)	16%	(25)	26%	(40)	14%	(20)	151
2020 Vote: Joe Biden	15%	(145)	14%	(140)	23%	(230)	34%	(330)	14%	(133)	979
2020 Vote: Donald Trump	33%	(216)	22%	(143)	19%	(127)	14%	(93)	12%	(80)	660
2020 Vote: Other	25%	(20)	7%	(6)	31%	(25)	20%	(16)	17%	(14)	80
2020 Vote: Didn't Vote	27%	(129)	15%	(70)	17%	(82)	16%	(78)	25%	(120)	479
2018 House Vote: Democrat	16%	(122)	15%	(119)	22%	(168)	36%	(279)	11%	(88)	776
2018 House Vote: Republican	30%	(172)	21%	(117)	22%	(127)	16%	(88)	11%	(63)	567
2018 House Vote: Someone else	30%	(20)	12%	(8)	19%	(13)	17%	(12)	22%	(14)	67
2016 Vote: Hillary Clinton	16%	(112)	14%	(100)	22%	(157)	36%	(256)	11%	(78)	703
2016 Vote: Donald Trump	28%	(177)	23%	(142)	20%	(126)	17%	(104)	12%	(76)	625
2016 Vote: Other	18%	(21)	9%	(10)	25%	(29)	28%	(33)	20%	(23)	116
2016 Vote: Didn't Vote	26%	(200)	14%	(108)	20%	(153)	16%	(124)	22%	(169)	754

Continued on next page

Table MCBR6_2: Do you agree or disagree with the following?
Rewarding people for receiving the COVID-19 (coronavirus) vaccine is an unfair practice

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Adults	23%	(510)	16%	(360)	21%	(464)	24%	(518)	16%	(348)	2200
Voted in 2014: Yes	21%	(262)	18%	(219)	22%	(280)	28%	(350)	11%	(141)	1252
Voted in 2014: No	26%	(248)	15%	(141)	19%	(184)	18%	(168)	22%	(207)	948
4-Region: Northeast	22%	(86)	17%	(66)	24%	(95)	20%	(79)	17%	(67)	394
4-Region: Midwest	23%	(105)	15%	(67)	20%	(94)	29%	(132)	14%	(64)	462
4-Region: South	24%	(197)	16%	(135)	21%	(172)	20%	(165)	19%	(155)	824
4-Region: West	24%	(123)	18%	(92)	20%	(103)	27%	(141)	12%	(62)	520
Vaccinated	8%	(51)	13%	(77)	27%	(165)	41%	(253)	11%	(64)	610
Not vaccinated	29%	(459)	18%	(283)	19%	(299)	17%	(265)	18%	(283)	1590

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

Table MCBR6_3: Do you agree or disagree with the following?
Private companies should not be involved in encouraging people to get vaccinated for any illness

Demographic	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know / No opinion	Total N
Adults	22% (479)	17% (379)	22% (480)	23% (499)	16% (363)	2200
Gender: Male	19% (200)	19% (199)	23% (242)	26% (281)	13% (139)	1062
Gender: Female	24% (278)	16% (180)	21% (238)	19% (218)	20% (223)	1138
Age: 18-34	23% (151)	19% (124)	20% (134)	17% (110)	21% (136)	655
Age: 35-44	31% (110)	18% (63)	20% (71)	19% (68)	13% (46)	358
Age: 45-64	20% (153)	17% (129)	21% (156)	23% (173)	19% (139)	751
Age: 65+	15% (65)	14% (63)	27% (119)	34% (148)	9% (41)	436
GenZers: 1997-2012	23% (71)	19% (59)	18% (56)	15% (44)	24% (73)	303
Millennials: 1981-1996	27% (156)	19% (109)	22% (131)	17% (102)	15% (89)	588
GenXers: 1965-1980	23% (124)	18% (98)	18% (100)	22% (118)	19% (102)	541
Baby Boomers: 1946-1964	17% (117)	15% (106)	25% (174)	30% (213)	13% (90)	700
PID: Dem (no lean)	15% (132)	16% (139)	24% (204)	32% (279)	13% (112)	866
PID: Ind (no lean)	20% (148)	17% (125)	22% (158)	18% (134)	22% (163)	729
PID: Rep (no lean)	33% (199)	19% (116)	19% (118)	14% (86)	14% (87)	605
PID/Gender: Dem Men	11% (46)	20% (81)	25% (102)	35% (146)	9% (38)	412
PID/Gender: Dem Women	19% (85)	13% (58)	23% (102)	29% (134)	16% (74)	454
PID/Gender: Ind Men	18% (61)	21% (69)	24% (79)	22% (73)	16% (53)	334
PID/Gender: Ind Women	22% (87)	14% (56)	20% (79)	16% (61)	28% (110)	394
PID/Gender: Rep Men	30% (93)	16% (50)	19% (61)	20% (62)	15% (48)	315
PID/Gender: Rep Women	36% (105)	23% (65)	20% (57)	8% (23)	13% (39)	290
Ideo: Liberal (1-3)	13% (85)	13% (88)	26% (177)	37% (247)	11% (77)	672
Ideo: Moderate (4)	17% (106)	18% (109)	25% (152)	21% (128)	18% (110)	604
Ideo: Conservative (5-7)	33% (226)	22% (147)	18% (120)	15% (100)	12% (81)	674
Educ: < College	23% (355)	18% (272)	20% (295)	20% (301)	19% (289)	1512
Educ: Bachelors degree	19% (83)	15% (68)	26% (114)	28% (126)	12% (54)	444
Educ: Post-grad	17% (41)	16% (39)	29% (72)	30% (72)	8% (20)	244
Income: Under 50k	22% (250)	18% (197)	19% (210)	20% (222)	21% (238)	1118
Income: 50k-100k	22% (154)	19% (134)	24% (172)	23% (163)	13% (89)	711
Income: 100k+	20% (75)	13% (48)	26% (98)	31% (114)	10% (36)	371
Ethnicity: White	21% (363)	17% (298)	22% (387)	24% (411)	15% (263)	1722
Ethnicity: Hispanic	20% (70)	22% (78)	24% (86)	18% (64)	15% (51)	349

Continued on next page

Table MCBR6_3: Do you agree or disagree with the following?
Private companies should not be involved in encouraging people to get vaccinated for any illness

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Adults	22%	(479)	17%	(379)	22%	(480)	23%	(499)	16%	(363)	2200
Ethnicity: Black	29%	(79)	18%	(50)	15%	(41)	18%	(49)	20%	(56)	274
Ethnicity: Other	18%	(37)	15%	(31)	26%	(52)	19%	(39)	22%	(44)	204
All Christian	22%	(219)	18%	(179)	24%	(238)	22%	(214)	13%	(128)	978
All Non-Christian	17%	(21)	17%	(20)	21%	(25)	28%	(34)	17%	(21)	120
Atheist	9%	(11)	14%	(16)	20%	(23)	44%	(51)	14%	(16)	116
Agnostic/Nothing in particular	19%	(117)	15%	(95)	20%	(123)	24%	(150)	21%	(131)	616
Something Else	30%	(112)	19%	(69)	19%	(72)	14%	(50)	18%	(67)	370
Religious Non-Protestant/Catholic	17%	(25)	19%	(28)	21%	(31)	28%	(40)	15%	(22)	146
Evangelical	32%	(183)	18%	(105)	18%	(102)	17%	(97)	16%	(93)	580
Non-Evangelical	19%	(134)	18%	(131)	27%	(194)	22%	(157)	14%	(98)	715
Community: Urban	22%	(126)	18%	(106)	21%	(123)	22%	(129)	16%	(95)	580
Community: Suburban	19%	(195)	17%	(175)	24%	(248)	24%	(256)	16%	(173)	1046
Community: Rural	27%	(158)	17%	(98)	19%	(110)	20%	(114)	17%	(95)	574
Employ: Private Sector	23%	(158)	19%	(130)	23%	(157)	22%	(154)	14%	(95)	695
Employ: Government	22%	(37)	19%	(33)	23%	(40)	22%	(38)	14%	(25)	173
Employ: Self-Employed	22%	(37)	18%	(31)	17%	(29)	21%	(35)	23%	(40)	172
Employ: Homemaker	35%	(49)	13%	(19)	17%	(23)	12%	(17)	23%	(32)	141
Employ: Student	21%	(25)	15%	(18)	25%	(29)	19%	(23)	21%	(25)	120
Employ: Retired	15%	(80)	17%	(89)	25%	(132)	32%	(168)	10%	(54)	523
Employ: Unemployed	25%	(61)	14%	(33)	16%	(39)	20%	(48)	26%	(64)	245
Employ: Other	24%	(31)	21%	(27)	22%	(29)	12%	(15)	21%	(28)	131
Military HH: Yes	21%	(74)	14%	(49)	23%	(80)	31%	(108)	10%	(36)	348
Military HH: No	22%	(404)	18%	(330)	22%	(400)	21%	(391)	18%	(327)	1852
RD/WT: Right Direction	16%	(169)	15%	(164)	23%	(252)	29%	(315)	17%	(182)	1081
RD/WT: Wrong Track	28%	(310)	19%	(215)	20%	(228)	17%	(185)	16%	(181)	1119
Biden Job Approve	16%	(197)	14%	(171)	25%	(309)	30%	(381)	16%	(197)	1255
Biden Job Disapprove	33%	(266)	23%	(187)	19%	(156)	13%	(105)	11%	(92)	806

Continued on next page

Table MCBR6_3: Do you agree or disagree with the following?
Private companies should not be involved in encouraging people to get vaccinated for any illness

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Adults	22%	(479)	17%	(379)	22%	(480)	23%	(499)	16%	(363)	2200
Biden Job Strongly Approve	15%	(106)	13%	(88)	21%	(147)	36%	(250)	14%	(100)	690
Biden Job Somewhat Approve	16%	(91)	15%	(82)	29%	(162)	23%	(132)	17%	(98)	565
Biden Job Somewhat Disapprove	18%	(38)	25%	(53)	28%	(60)	17%	(35)	12%	(24)	210
Biden Job Strongly Disapprove	38%	(228)	23%	(135)	16%	(96)	12%	(70)	11%	(68)	596
Favorable of Biden	14%	(176)	14%	(177)	25%	(307)	31%	(384)	16%	(194)	1239
Unfavorable of Biden	33%	(275)	23%	(189)	20%	(164)	12%	(100)	13%	(106)	834
Very Favorable of Biden	15%	(109)	14%	(98)	22%	(161)	35%	(256)	14%	(97)	721
Somewhat Favorable of Biden	13%	(66)	15%	(79)	28%	(147)	25%	(129)	19%	(97)	518
Somewhat Unfavorable of Biden	19%	(39)	24%	(48)	29%	(58)	16%	(32)	13%	(26)	203
Very Unfavorable of Biden	37%	(236)	22%	(141)	17%	(106)	11%	(69)	13%	(80)	631
#1 Issue: Economy	22%	(178)	18%	(144)	22%	(175)	21%	(163)	17%	(134)	795
#1 Issue: Security	33%	(104)	21%	(66)	21%	(68)	14%	(45)	12%	(37)	320
#1 Issue: Health Care	17%	(60)	18%	(64)	24%	(85)	23%	(83)	18%	(66)	358
#1 Issue: Medicare / Social Security	16%	(42)	13%	(33)	23%	(59)	33%	(87)	16%	(41)	263
#1 Issue: Women's Issues	18%	(22)	10%	(12)	13%	(15)	32%	(38)	27%	(33)	119
#1 Issue: Education	13%	(10)	19%	(14)	20%	(14)	18%	(13)	31%	(22)	74
#1 Issue: Energy	19%	(23)	20%	(24)	29%	(36)	24%	(29)	9%	(11)	122
#1 Issue: Other	26%	(40)	15%	(23)	18%	(27)	28%	(41)	13%	(19)	151
2020 Vote: Joe Biden	14%	(135)	14%	(139)	24%	(239)	34%	(335)	13%	(131)	979
2020 Vote: Donald Trump	33%	(220)	22%	(144)	19%	(123)	14%	(90)	13%	(83)	660
2020 Vote: Other	28%	(22)	16%	(12)	30%	(24)	14%	(11)	13%	(10)	80
2020 Vote: Didn't Vote	21%	(101)	17%	(84)	20%	(94)	13%	(62)	29%	(138)	479
2018 House Vote: Democrat	14%	(105)	15%	(114)	25%	(191)	36%	(276)	12%	(89)	776
2018 House Vote: Republican	31%	(177)	22%	(122)	21%	(121)	14%	(80)	12%	(66)	567
2018 House Vote: Someone else	27%	(18)	12%	(8)	19%	(13)	22%	(15)	19%	(13)	67
2016 Vote: Hillary Clinton	14%	(95)	15%	(104)	24%	(168)	37%	(259)	11%	(77)	703
2016 Vote: Donald Trump	29%	(178)	21%	(133)	21%	(131)	17%	(103)	13%	(80)	625
2016 Vote: Other	16%	(19)	17%	(19)	26%	(30)	22%	(26)	19%	(22)	116
2016 Vote: Didn't Vote	25%	(186)	16%	(123)	20%	(151)	15%	(111)	24%	(183)	754

Continued on next page

Table MCBR6_3: Do you agree or disagree with the following?
Private companies should not be involved in encouraging people to get vaccinated for any illness

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Adults	22%	(479)	17%	(379)	22%	(480)	23%	(499)	16%	(363)	2200
Voted in 2014: Yes	19%	(240)	19%	(235)	23%	(294)	27%	(342)	11%	(142)	1252
Voted in 2014: No	25%	(239)	15%	(144)	20%	(186)	17%	(157)	23%	(221)	948
4-Region: Northeast	25%	(100)	16%	(62)	22%	(87)	20%	(80)	16%	(65)	394
4-Region: Midwest	20%	(94)	17%	(80)	21%	(95)	26%	(121)	16%	(72)	462
4-Region: South	22%	(182)	18%	(147)	19%	(160)	20%	(167)	20%	(168)	824
4-Region: West	20%	(102)	17%	(90)	27%	(138)	25%	(132)	11%	(58)	520
Vaccinated	10%	(59)	10%	(60)	30%	(181)	39%	(237)	12%	(72)	610
Not vaccinated	26%	(419)	20%	(319)	19%	(299)	16%	(262)	18%	(291)	1590

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

Table MCBR6_4: Do you agree or disagree with the following?*Private companies should not be involved in encouraging people to get vaccinated for COVID-19 (coronavirus)*

Demographic	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know / No opinion	Total N
Adults	22% (494)	16% (361)	19% (425)	25% (555)	17% (366)	2200
Gender: Male	20% (213)	18% (189)	20% (216)	29% (309)	13% (134)	1062
Gender: Female	25% (280)	15% (172)	18% (209)	22% (245)	20% (232)	1138
Age: 18-34	24% (160)	19% (125)	17% (112)	20% (131)	19% (127)	655
Age: 35-44	29% (105)	17% (59)	15% (55)	22% (77)	17% (61)	358
Age: 45-64	20% (153)	16% (117)	21% (159)	25% (185)	18% (137)	751
Age: 65+	17% (76)	13% (59)	23% (99)	37% (161)	10% (42)	436
GenZers: 1997-2012	26% (79)	17% (50)	12% (37)	21% (63)	25% (75)	303
Millennials: 1981-1996	27% (162)	19% (109)	20% (119)	19% (113)	15% (85)	588
GenXers: 1965-1980	20% (108)	20% (106)	17% (92)	24% (131)	19% (104)	541
Baby Boomers: 1946-1964	19% (134)	12% (85)	23% (162)	32% (221)	14% (97)	700
PID: Dem (no lean)	16% (138)	14% (122)	21% (185)	35% (305)	13% (117)	866
PID: Ind (no lean)	22% (160)	16% (119)	18% (132)	21% (152)	23% (166)	729
PID: Rep (no lean)	32% (196)	20% (120)	18% (109)	16% (98)	14% (83)	605
PID/Gender: Dem Men	14% (56)	17% (72)	22% (89)	39% (162)	8% (34)	412
PID/Gender: Dem Women	18% (82)	11% (50)	21% (96)	32% (143)	18% (83)	454
PID/Gender: Ind Men	19% (63)	17% (57)	22% (73)	25% (83)	17% (58)	334
PID/Gender: Ind Women	25% (97)	16% (61)	15% (59)	18% (69)	27% (108)	394
PID/Gender: Rep Men	30% (94)	19% (60)	17% (54)	21% (65)	13% (42)	315
PID/Gender: Rep Women	35% (102)	21% (60)	19% (55)	11% (33)	14% (41)	290
Ideo: Liberal (1-3)	12% (81)	12% (83)	24% (162)	41% (275)	11% (71)	672
Ideo: Moderate (4)	18% (108)	17% (101)	23% (137)	25% (150)	18% (107)	604
Ideo: Conservative (5-7)	35% (234)	22% (147)	16% (105)	15% (104)	13% (84)	674
Educ: < College	24% (366)	16% (248)	17% (262)	22% (334)	20% (303)	1512
Educ: Bachelors degree	19% (84)	17% (75)	23% (104)	31% (137)	10% (43)	444
Educ: Post-grad	18% (44)	15% (37)	24% (59)	34% (83)	8% (20)	244
Income: Under 50k	23% (262)	17% (193)	17% (194)	20% (223)	22% (245)	1118
Income: 50k-100k	22% (155)	16% (117)	22% (155)	28% (203)	12% (82)	711
Income: 100k+	21% (77)	14% (50)	21% (77)	35% (129)	10% (39)	371
Ethnicity: White	22% (385)	17% (288)	20% (348)	26% (442)	15% (259)	1722
Ethnicity: Hispanic	22% (77)	20% (71)	22% (77)	21% (73)	15% (52)	349

Continued on next page

Table MCBR6_4: Do you agree or disagree with the following?

Private companies should not be involved in encouraging people to get vaccinated for COVID-19 (coronavirus)

Demographic	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know / No opinion	Total N
Adults	22% (494)	16% (361)	19% (425)	25% (555)	17% (366)	2200
Ethnicity: Black	26% (70)	14% (38)	12% (34)	26% (71)	22% (61)	274
Ethnicity: Other	19% (38)	17% (34)	21% (43)	21% (42)	22% (46)	204
All Christian	23% (222)	18% (180)	22% (216)	25% (240)	12% (120)	978
All Non-Christian	21% (25)	16% (19)	16% (19)	33% (40)	14% (17)	120
Atheist	10% (12)	9% (10)	17% (19)	48% (55)	16% (19)	116
Agnostic/Nothing in particular	20% (123)	14% (85)	17% (106)	26% (162)	23% (139)	616
Something Else	30% (112)	18% (66)	17% (64)	15% (57)	19% (71)	370
Religious Non-Protestant/Catholic	22% (32)	16% (23)	18% (26)	32% (47)	12% (18)	146
Evangelical	31% (178)	18% (104)	18% (105)	15% (88)	18% (105)	580
Non-Evangelical	19% (139)	19% (137)	23% (163)	27% (193)	12% (83)	715
Community: Urban	23% (132)	16% (93)	17% (99)	26% (150)	18% (104)	580
Community: Suburban	20% (206)	16% (173)	21% (225)	26% (276)	16% (167)	1046
Community: Rural	27% (155)	16% (95)	18% (101)	22% (128)	17% (95)	574
Employ: Private Sector	23% (157)	20% (137)	20% (140)	23% (162)	14% (100)	695
Employ: Government	16% (28)	21% (37)	21% (36)	27% (46)	15% (26)	173
Employ: Self-Employed	25% (43)	10% (18)	14% (25)	26% (45)	24% (42)	172
Employ: Homemaker	39% (55)	16% (23)	16% (22)	9% (13)	20% (28)	141
Employ: Student	26% (31)	12% (14)	18% (21)	23% (27)	22% (26)	120
Employ: Retired	17% (90)	16% (81)	22% (116)	35% (185)	10% (51)	523
Employ: Unemployed	24% (60)	11% (27)	16% (40)	21% (52)	27% (67)	245
Employ: Other	23% (30)	18% (23)	20% (26)	20% (26)	20% (27)	131
Military HH: Yes	22% (77)	17% (58)	22% (75)	31% (108)	9% (31)	348
Military HH: No	23% (417)	16% (303)	19% (350)	24% (446)	18% (335)	1852
RD/WT: Right Direction	15% (157)	16% (170)	21% (223)	33% (354)	16% (178)	1081
RD/WT: Wrong Track	30% (337)	17% (191)	18% (202)	18% (201)	17% (188)	1119
Biden Job Approve	15% (194)	14% (170)	22% (275)	35% (434)	15% (183)	1255
Biden Job Disapprove	35% (279)	22% (177)	17% (139)	14% (109)	13% (102)	806

Continued on next page

Table MCBR6_4: Do you agree or disagree with the following?

Private companies should not be involved in encouraging people to get vaccinated for COVID-19 (coronavirus)

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Adults	22%	(494)	16%	(361)	19%	(425)	25%	(555)	17%	(366)	2200
Biden Job Strongly Approve	16%	(109)	13%	(87)	17%	(120)	41%	(282)	13%	(93)	690
Biden Job Somewhat Approve	15%	(85)	15%	(83)	27%	(155)	27%	(151)	16%	(90)	565
Biden Job Somewhat Disapprove	18%	(38)	23%	(47)	27%	(56)	22%	(46)	11%	(23)	210
Biden Job Strongly Disapprove	41%	(242)	22%	(130)	14%	(83)	11%	(63)	13%	(79)	596
Favorable of Biden	15%	(183)	14%	(171)	22%	(273)	35%	(428)	15%	(186)	1239
Unfavorable of Biden	33%	(279)	21%	(177)	17%	(146)	14%	(114)	14%	(119)	834
Very Favorable of Biden	15%	(110)	13%	(96)	19%	(136)	40%	(286)	13%	(93)	721
Somewhat Favorable of Biden	14%	(73)	14%	(75)	26%	(136)	27%	(142)	18%	(92)	518
Somewhat Unfavorable of Biden	17%	(35)	21%	(43)	26%	(54)	22%	(45)	14%	(28)	203
Very Unfavorable of Biden	39%	(245)	21%	(134)	15%	(92)	11%	(69)	14%	(91)	631
#1 Issue: Economy	24%	(191)	17%	(131)	20%	(157)	23%	(184)	16%	(131)	795
#1 Issue: Security	36%	(116)	18%	(58)	19%	(62)	15%	(47)	12%	(37)	320
#1 Issue: Health Care	15%	(52)	17%	(61)	22%	(78)	29%	(105)	17%	(61)	358
#1 Issue: Medicare / Social Security	17%	(46)	12%	(32)	20%	(54)	37%	(97)	13%	(35)	263
#1 Issue: Women's Issues	21%	(25)	10%	(11)	9%	(11)	31%	(37)	30%	(36)	119
#1 Issue: Education	16%	(12)	23%	(17)	16%	(12)	14%	(10)	31%	(23)	74
#1 Issue: Energy	16%	(20)	23%	(28)	21%	(26)	25%	(31)	14%	(18)	122
#1 Issue: Other	22%	(33)	15%	(23)	17%	(26)	29%	(43)	17%	(26)	151
2020 Vote: Joe Biden	13%	(132)	13%	(130)	22%	(215)	37%	(367)	14%	(135)	979
2020 Vote: Donald Trump	35%	(232)	21%	(138)	17%	(110)	15%	(97)	13%	(83)	660
2020 Vote: Other	26%	(21)	16%	(13)	28%	(23)	16%	(13)	14%	(11)	80
2020 Vote: Didn't Vote	23%	(109)	17%	(79)	16%	(77)	16%	(77)	29%	(137)	479
2018 House Vote: Democrat	14%	(111)	13%	(97)	22%	(173)	39%	(304)	12%	(90)	776
2018 House Vote: Republican	33%	(187)	20%	(113)	19%	(109)	16%	(93)	11%	(64)	567
2018 House Vote: Someone else	26%	(17)	15%	(10)	15%	(10)	21%	(14)	23%	(16)	67
2016 Vote: Hillary Clinton	14%	(98)	12%	(85)	23%	(159)	40%	(284)	11%	(77)	703
2016 Vote: Donald Trump	31%	(192)	21%	(129)	19%	(118)	16%	(102)	13%	(84)	625
2016 Vote: Other	15%	(17)	14%	(17)	22%	(26)	28%	(33)	20%	(23)	116
2016 Vote: Didn't Vote	25%	(186)	17%	(130)	16%	(122)	18%	(135)	24%	(181)	754

Continued on next page

Table MCBR6_4: Do you agree or disagree with the following?

Private companies should not be involved in encouraging people to get vaccinated for COVID-19 (coronavirus)

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Adults	22%	(494)	16%	(361)	19%	(425)	25%	(555)	17%	(366)	2200
Voted in 2014: Yes	21%	(260)	17%	(210)	21%	(266)	29%	(368)	12%	(148)	1252
Voted in 2014: No	25%	(234)	16%	(150)	17%	(159)	20%	(187)	23%	(218)	948
4-Region: Northeast	25%	(98)	15%	(60)	20%	(80)	23%	(92)	16%	(64)	394
4-Region: Midwest	21%	(97)	17%	(78)	18%	(82)	28%	(128)	17%	(77)	462
4-Region: South	24%	(195)	16%	(129)	17%	(144)	23%	(187)	20%	(169)	824
4-Region: West	20%	(104)	18%	(94)	23%	(119)	28%	(148)	11%	(56)	520
Vaccinated	9%	(56)	10%	(59)	28%	(171)	43%	(259)	11%	(65)	610
Not vaccinated	28%	(438)	19%	(302)	16%	(254)	19%	(295)	19%	(301)	1590

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

Table MCBR6_5: Do you agree or disagree with the following?
Companies should not offer rewards exclusively for COVID-19 vaccinated consumers

Demographic	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know / No opinion	Total N
Adults	27% (589)	17% (376)	19% (425)	20% (440)	17% (370)	2200
Gender: Male	25% (262)	19% (204)	21% (222)	22% (229)	14% (145)	1062
Gender: Female	29% (327)	15% (172)	18% (204)	18% (211)	20% (225)	1138
Age: 18-34	31% (205)	16% (105)	17% (109)	15% (98)	21% (138)	655
Age: 35-44	34% (121)	14% (50)	20% (70)	19% (69)	13% (47)	358
Age: 45-64	24% (182)	19% (142)	19% (139)	21% (159)	17% (128)	751
Age: 65+	19% (81)	18% (79)	25% (107)	26% (113)	13% (56)	436
GenZers: 1997-2012	33% (99)	14% (42)	14% (42)	12% (37)	28% (84)	303
Millennials: 1981-1996	32% (187)	17% (100)	21% (124)	17% (98)	14% (80)	588
GenXers: 1965-1980	27% (147)	19% (101)	15% (79)	21% (115)	18% (98)	541
Baby Boomers: 1946-1964	21% (145)	17% (121)	23% (162)	25% (174)	14% (98)	700
PID: Dem (no lean)	20% (171)	16% (137)	22% (187)	27% (238)	15% (133)	866
PID: Ind (no lean)	28% (205)	15% (112)	18% (131)	17% (124)	22% (158)	729
PID: Rep (no lean)	35% (214)	21% (127)	18% (108)	13% (78)	13% (79)	605
PID/Gender: Dem Men	19% (79)	16% (67)	24% (98)	29% (121)	12% (48)	412
PID/Gender: Dem Women	20% (92)	15% (70)	20% (89)	26% (117)	19% (86)	454
PID/Gender: Ind Men	25% (84)	19% (65)	20% (68)	18% (60)	17% (58)	334
PID/Gender: Ind Women	30% (120)	12% (47)	16% (63)	16% (64)	25% (100)	394
PID/Gender: Rep Men	32% (99)	23% (72)	18% (56)	15% (49)	13% (40)	315
PID/Gender: Rep Women	39% (114)	19% (55)	18% (52)	10% (29)	13% (39)	290
Ideo: Liberal (1-3)	16% (109)	13% (89)	25% (168)	33% (221)	13% (86)	672
Ideo: Moderate (4)	24% (142)	20% (119)	21% (128)	17% (102)	19% (113)	604
Ideo: Conservative (5-7)	38% (257)	20% (134)	17% (112)	13% (91)	12% (81)	674
Educ: < College	29% (435)	17% (256)	17% (260)	18% (267)	19% (294)	1512
Educ: Bachelors degree	24% (107)	17% (73)	25% (109)	24% (107)	11% (48)	444
Educ: Post-grad	19% (47)	19% (47)	23% (56)	27% (65)	12% (28)	244
Income: Under 50k	27% (301)	19% (207)	15% (169)	18% (200)	21% (240)	1118
Income: 50k-100k	29% (206)	14% (101)	24% (169)	21% (148)	12% (87)	711
Income: 100k+	22% (82)	18% (68)	23% (87)	25% (91)	11% (42)	371
Ethnicity: White	26% (451)	18% (310)	20% (338)	21% (359)	15% (265)	1722
Ethnicity: Hispanic	35% (121)	18% (65)	17% (58)	13% (45)	17% (61)	349

Continued on next page

Table MCBR6_5: Do you agree or disagree with the following?
Companies should not offer rewards exclusively for COVID-19 vaccinated consumers

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Adults	27%	(589)	17%	(376)	19%	(425)	20%	(440)	17%	(370)	2200
Ethnicity: Black	31%	(86)	10%	(28)	16%	(44)	19%	(52)	23%	(63)	274
Ethnicity: Other	26%	(53)	19%	(38)	21%	(43)	14%	(28)	20%	(42)	204
All Christian	26%	(252)	21%	(201)	20%	(200)	19%	(187)	14%	(138)	978
All Non-Christian	30%	(35)	16%	(19)	26%	(31)	21%	(26)	7%	(9)	120
Atheist	12%	(14)	10%	(12)	20%	(24)	42%	(49)	15%	(18)	116
Agnostic/Nothing in particular	26%	(163)	12%	(73)	18%	(113)	22%	(135)	21%	(132)	616
Something Else	34%	(125)	19%	(71)	16%	(58)	12%	(43)	20%	(73)	370
Religious Non-Protestant/Catholic	28%	(40)	18%	(26)	24%	(35)	22%	(32)	8%	(12)	146
Evangelical	34%	(199)	21%	(124)	15%	(86)	13%	(73)	17%	(98)	580
Non-Evangelical	22%	(160)	19%	(136)	23%	(164)	21%	(147)	15%	(108)	715
Community: Urban	29%	(167)	17%	(96)	18%	(107)	21%	(120)	16%	(90)	580
Community: Suburban	25%	(258)	16%	(166)	22%	(226)	21%	(220)	17%	(176)	1046
Community: Rural	28%	(164)	20%	(114)	16%	(93)	17%	(100)	18%	(104)	574
Employ: Private Sector	29%	(199)	18%	(124)	21%	(144)	19%	(135)	13%	(93)	695
Employ: Government	29%	(51)	16%	(28)	21%	(36)	21%	(36)	13%	(22)	173
Employ: Self-Employed	25%	(43)	15%	(25)	19%	(32)	20%	(34)	22%	(38)	172
Employ: Homemaker	40%	(57)	17%	(24)	11%	(15)	13%	(19)	19%	(26)	141
Employ: Student	28%	(34)	17%	(21)	17%	(20)	16%	(19)	22%	(26)	120
Employ: Retired	19%	(99)	19%	(99)	22%	(116)	27%	(140)	13%	(69)	523
Employ: Unemployed	26%	(64)	15%	(36)	16%	(38)	16%	(39)	28%	(68)	245
Employ: Other	32%	(43)	16%	(20)	18%	(24)	13%	(18)	21%	(27)	131
Military HH: Yes	23%	(78)	19%	(65)	22%	(77)	26%	(90)	11%	(38)	348
Military HH: No	28%	(511)	17%	(311)	19%	(348)	19%	(350)	18%	(332)	1852
RD/WT: Right Direction	20%	(214)	14%	(147)	22%	(242)	27%	(287)	18%	(191)	1081
RD/WT: Wrong Track	34%	(376)	20%	(229)	16%	(184)	14%	(152)	16%	(179)	1119
Biden Job Approve	19%	(242)	14%	(176)	24%	(299)	26%	(328)	17%	(210)	1255
Biden Job Disapprove	39%	(318)	21%	(173)	15%	(118)	12%	(99)	12%	(98)	806

Continued on next page

Table MCBR6_5: Do you agree or disagree with the following?
 Companies should not offer rewards exclusively for COVID-19 vaccinated consumers

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Adults	27%	(589)	17%	(376)	19%	(425)	20%	(440)	17%	(370)	2200
Biden Job Strongly Approve	21%	(142)	11%	(79)	23%	(157)	30%	(204)	16%	(108)	690
Biden Job Somewhat Approve	18%	(100)	17%	(98)	25%	(142)	22%	(124)	18%	(101)	565
Biden Job Somewhat Disapprove	24%	(50)	24%	(51)	17%	(36)	20%	(42)	15%	(31)	210
Biden Job Strongly Disapprove	45%	(268)	20%	(122)	14%	(82)	10%	(57)	11%	(67)	596
Favorable of Biden	19%	(235)	14%	(173)	25%	(306)	26%	(320)	17%	(205)	1239
Unfavorable of Biden	38%	(314)	23%	(192)	14%	(118)	12%	(102)	13%	(109)	834
Very Favorable of Biden	20%	(145)	12%	(90)	23%	(167)	29%	(212)	15%	(108)	721
Somewhat Favorable of Biden	17%	(90)	16%	(84)	27%	(139)	21%	(109)	19%	(97)	518
Somewhat Unfavorable of Biden	21%	(43)	29%	(60)	16%	(32)	19%	(38)	15%	(30)	203
Very Unfavorable of Biden	43%	(271)	21%	(132)	14%	(85)	10%	(64)	12%	(79)	631
#1 Issue: Economy	27%	(215)	19%	(153)	18%	(141)	19%	(149)	17%	(136)	795
#1 Issue: Security	36%	(116)	21%	(66)	17%	(54)	12%	(38)	14%	(46)	320
#1 Issue: Health Care	26%	(92)	14%	(50)	23%	(83)	23%	(83)	14%	(50)	358
#1 Issue: Medicare / Social Security	20%	(52)	17%	(44)	23%	(60)	28%	(73)	13%	(34)	263
#1 Issue: Women's Issues	19%	(23)	8%	(10)	16%	(19)	27%	(32)	30%	(36)	119
#1 Issue: Education	20%	(15)	16%	(12)	16%	(12)	15%	(11)	34%	(25)	74
#1 Issue: Energy	28%	(34)	12%	(15)	28%	(34)	15%	(19)	17%	(20)	122
#1 Issue: Other	28%	(43)	18%	(26)	15%	(22)	23%	(35)	16%	(24)	151
2020 Vote: Joe Biden	18%	(174)	12%	(122)	24%	(233)	30%	(291)	16%	(158)	979
2020 Vote: Donald Trump	36%	(238)	23%	(150)	16%	(107)	12%	(81)	13%	(85)	660
2020 Vote: Other	26%	(21)	29%	(23)	14%	(11)	17%	(14)	14%	(11)	80
2020 Vote: Didn't Vote	33%	(156)	17%	(80)	16%	(75)	11%	(52)	24%	(116)	479
2018 House Vote: Democrat	18%	(142)	15%	(118)	22%	(174)	31%	(238)	13%	(105)	776
2018 House Vote: Republican	35%	(199)	21%	(118)	20%	(114)	13%	(72)	11%	(63)	567
2018 House Vote: Someone else	34%	(23)	15%	(10)	13%	(9)	23%	(15)	15%	(10)	67
2016 Vote: Hillary Clinton	19%	(134)	12%	(84)	25%	(173)	33%	(229)	12%	(84)	703
2016 Vote: Donald Trump	31%	(197)	25%	(155)	18%	(110)	14%	(87)	12%	(76)	625
2016 Vote: Other	20%	(23)	16%	(19)	17%	(20)	27%	(31)	20%	(23)	116
2016 Vote: Didn't Vote	31%	(236)	16%	(119)	16%	(122)	12%	(91)	25%	(186)	754

Continued on next page

Table MCBR6_5: Do you agree or disagree with the following?
Companies should not offer rewards exclusively for COVID-19 vaccinated consumers

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Adults	27%	(589)	17%	(376)	19%	(425)	20%	(440)	17%	(370)	2200
Voted in 2014: Yes	24%	(299)	18%	(222)	22%	(270)	24%	(306)	12%	(154)	1252
Voted in 2014: No	31%	(290)	16%	(154)	16%	(155)	14%	(134)	23%	(216)	948
4-Region: Northeast	28%	(109)	19%	(76)	20%	(78)	17%	(67)	16%	(63)	394
4-Region: Midwest	23%	(108)	18%	(83)	19%	(87)	24%	(109)	16%	(76)	462
4-Region: South	27%	(225)	15%	(127)	19%	(155)	18%	(147)	21%	(170)	824
4-Region: West	28%	(148)	17%	(90)	20%	(105)	22%	(116)	12%	(61)	520
Vaccinated	10%	(64)	14%	(83)	26%	(160)	35%	(215)	14%	(88)	610
Not vaccinated	33%	(525)	18%	(293)	17%	(265)	14%	(224)	18%	(282)	1590

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	303	14%
	Millennials: 1981-1996	588	27%
	GenXers: 1965-1980	541	25%
	Baby Boomers: 1946-1964	700	32%
	N	2132	
xpid3	PID: Dem (no lean)	866	39%
	PID: Ind (no lean)	729	33%
	PID: Rep (no lean)	605	28%
	N	2200	
xpidGender	PID/Gender: Dem Men	412	19%
	PID/Gender: Dem Women	454	21%
	PID/Gender: Ind Men	334	15%
	PID/Gender: Ind Women	394	18%
	PID/Gender: Rep Men	315	14%
	PID/Gender: Rep Women	290	13%
	N	2200	
xdemIdeo3	Ideo: Liberal (1-3)	672	31%
	Ideo: Moderate (4)	604	27%
	Ideo: Conservative (5-7)	674	31%
	N	1950	
xeduc3	Educ: < College	1512	69%
	Educ: Bachelors degree	444	20%
	Educ: Post-grad	244	11%
	N	2200	

Continued on next page

Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemInc3	Income: Under 50k	1118	51%
	Income: 50k-100k	711	32%
	Income: 100k+	371	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	978	44%
	All Non-Christian	120	5%
	Atheist	116	5%
	Agnostic/Nothing in particular	616	28%
	Something Else	370	17%
	N	2200	
xdemReligOther	Religious Non-Protestant/Catholic	146	7%
xdemEvang	Evangelical	580	26%
	Non-Evangelical	715	32%
	N	1295	
xdemUsr	Community: Urban	580	26%
	Community: Suburban	1046	48%
	Community: Rural	574	26%
	N	2200	
xdemEmploy	Employ: Private Sector	695	32%
	Employ: Government	173	8%
	Employ: Self-Employed	172	8%
	Employ: Homemaker	141	6%
	Employ: Student	120	5%
	Employ: Retired	523	24%
	Employ: Unemployed	245	11%
	Employ: Other	131	6%
	N	2200	
xdemMilHH1	Military HH: Yes	348	16%
	Military HH: No	1852	84%
	N	2200	

Continued on next page

Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xnr1	RD/WT: Right Direction	1081	49%
	RD/WT: Wrong Track	1119	51%
	N	2200	
xdemBidenApprove	Biden Job Approve	1255	57%
	Biden Job Disapprove	806	37%
	N	2061	
xdemBidenApprove2	Biden Job Strongly Approve	690	31%
	Biden Job Somewhat Approve	565	26%
	Biden Job Somewhat Disapprove	210	10%
	Biden Job Strongly Disapprove	596	27%
	N	2061	
xdemBidenFav	Favorable of Biden	1239	56%
	Unfavorable of Biden	834	38%
	N	2073	
xdemBidenFavFull	Very Favorable of Biden	721	33%
	Somewhat Favorable of Biden	518	24%
	Somewhat Unfavorable of Biden	203	9%
	Very Unfavorable of Biden	631	29%
	N	2073	
xnr3	#1 Issue: Economy	795	36%
	#1 Issue: Security	320	15%
	#1 Issue: Health Care	358	16%
	#1 Issue: Medicare / Social Security	263	12%
	#1 Issue: Women's Issues	119	5%
	#1 Issue: Education	74	3%
	#1 Issue: Energy	122	6%
	#1 Issue: Other	151	7%
	N	2200	
xsubVote20O	2020 Vote: Joe Biden	979	44%
	2020 Vote: Donald Trump	660	30%
	2020 Vote: Other	80	4%
	2020 Vote: Didn't Vote	479	22%
	N	2198	
xsubVote18O	2018 House Vote: Democrat	776	35%
	2018 House Vote: Republican	567	26%
	2018 House Vote: Someone else	67	3%
	N	1410	

Continued on next page

Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xsubVote16O	2016 Vote: Hillary Clinton	703	32%
	2016 Vote: Donald Trump	625	28%
	2016 Vote: Other	116	5%
	2016 Vote: Didn't Vote	754	34%
	<i>N</i>	2198	
xsubVote14O	Voted in 2014: Yes	1252	57%
	Voted in 2014: No	948	43%
	<i>N</i>	2200	
xreg4	4-Region: Northeast	394	18%
	4-Region: Midwest	462	21%
	4-Region: South	824	37%
	4-Region: West	520	24%
	<i>N</i>	2200	
MCBRxdem1	Vaccinated	610	28%
	Not vaccinated	1590	72%
	<i>N</i>	2200	

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

The logo consists of a stylized 'M' shape formed by two overlapping chevron-like shapes pointing downwards.

MORNING CONSULT