



National Tracking Poll #2109080  
September 14-18, 2021

*Crosstabulation Results*

*Methodology:*

This poll was conducted between September 14-September 18, 2021 among a sample of 2200 Adults. The interviews were conducted online and the data were weighted to approximate a target sample of Adults based on gender, educational attainment, age, race, and region. Results from the full survey have a margin of error of plus or minus 2 percentage points.

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## Crosstabulation Results by Respondent Demographics

**Table MCEN3:** To the best of your knowledge, what type of event is the Met Gala? If you don't know, please select that option.

Demographic	A New York		A		Other (please specify):	Don't know	Total N
	A fashion show	Fashion Week party	An awards show	fundraising event			
Adults	17% (381)	14% (301)	5% (108)	22% (486)	1% (14)	41% (910)	2200
Gender: Male	18% (188)	17% (178)	5% (55)	20% (216)	1% (9)	39% (415)	1062
Gender: Female	17% (193)	11% (124)	5% (53)	24% (270)	— (5)	43% (494)	1138
Age: 18-34	29% (187)	16% (105)	8% (51)	17% (114)	1% (7)	29% (191)	655
Age: 35-44	24% (87)	15% (54)	7% (26)	22% (80)	1% (3)	30% (107)	358
Age: 45-64	10% (76)	12% (89)	3% (23)	23% (174)	— (2)	52% (387)	751
Age: 65+	7% (31)	12% (53)	2% (8)	27% (118)	— (2)	51% (225)	436
GenZers: 1997-2012	34% (69)	14% (28)	8% (17)	10% (21)	2% (4)	32% (66)	204
Millennials: 1981-1996	27% (183)	16% (108)	7% (50)	21% (140)	1% (4)	29% (194)	680
GenXers: 1965-1980	14% (74)	14% (76)	5% (25)	23% (125)	— (2)	43% (232)	535
Baby Boomers: 1946-1964	7% (51)	12% (82)	2% (15)	26% (177)	1% (4)	53% (364)	693
PID: Dem (no lean)	20% (178)	16% (147)	6% (55)	24% (218)	— (2)	33% (300)	898
PID: Ind (no lean)	15% (95)	11% (70)	3% (20)	22% (140)	1% (5)	47% (294)	623
PID: Rep (no lean)	16% (108)	13% (85)	5% (33)	19% (128)	1% (8)	47% (316)	679
PID/Gender: Dem Men	21% (97)	22% (101)	7% (34)	19% (85)	— (0)	31% (139)	456
PID/Gender: Dem Women	18% (81)	10% (46)	5% (21)	30% (132)	— (2)	36% (160)	443
PID/Gender: Ind Men	14% (39)	12% (32)	2% (5)	25% (67)	1% (2)	46% (126)	272
PID/Gender: Ind Women	16% (55)	11% (38)	4% (15)	21% (72)	1% (2)	48% (168)	351
PID/Gender: Rep Men	16% (52)	13% (45)	5% (17)	19% (63)	2% (7)	45% (150)	334
PID/Gender: Rep Women	16% (56)	12% (40)	5% (16)	19% (65)	— (1)	48% (166)	345
Ideo: Liberal (1-3)	20% (133)	17% (110)	6% (40)	29% (189)	1% (4)	27% (178)	654
Ideo: Moderate (4)	20% (129)	12% (80)	4% (29)	20% (132)	1% (3)	43% (281)	655
Ideo: Conservative (5-7)	13% (94)	13% (94)	5% (34)	21% (151)	1% (4)	47% (339)	715
Educ: < College	17% (260)	12% (181)	4% (66)	18% (278)	1% (9)	48% (719)	1512
Educ: Bachelors degree	19% (85)	18% (81)	7% (31)	28% (126)	1% (2)	27% (118)	444
Educ: Post-grad	15% (36)	16% (40)	4% (11)	33% (82)	1% (3)	30% (73)	244

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**Table MCEN3:** *To the best of your knowledge, what type of event is the Met Gala? If you don't know, please select that option.*

Demographic	A fashion show		A New York Fashion Week party		An awards show		A fundraising event		Other (please specify):		Don't know	Total N	
Adults	17%	(381)	14%	(301)	5%	(108)	22%	(486)	1%	(14)	41%	(910)	2200
Income: Under 50k	16%	(201)	13%	(155)	4%	(55)	19%	(233)	—	(5)	48%	(589)	1238
Income: 50k-100k	19%	(129)	14%	(95)	6%	(39)	26%	(175)	—	(3)	35%	(240)	681
Income: 100k+	18%	(51)	18%	(51)	5%	(14)	28%	(78)	2%	(6)	29%	(80)	281
Ethnicity: White	16%	(270)	13%	(223)	5%	(79)	23%	(390)	1%	(9)	44%	(751)	1722
Ethnicity: Hispanic	24%	(83)	22%	(77)	7%	(24)	18%	(64)	1%	(3)	28%	(98)	349
Ethnicity: Black	24%	(66)	16%	(44)	7%	(19)	20%	(54)	2%	(6)	31%	(86)	274
Ethnicity: Other	22%	(44)	17%	(34)	5%	(10)	20%	(42)	—	(0)	36%	(73)	204
All Christian	14%	(149)	15%	(157)	5%	(51)	22%	(235)	1%	(6)	43%	(457)	1055
All Non-Christian	24%	(29)	12%	(15)	11%	(13)	34%	(42)	1%	(1)	17%	(20)	121
Atheist	23%	(23)	16%	(16)	5%	(5)	29%	(29)	—	(0)	26%	(26)	100
Agnostic/Nothing in particular	22%	(130)	14%	(80)	3%	(19)	20%	(114)	1%	(7)	40%	(234)	584
Something Else	15%	(50)	10%	(34)	6%	(20)	19%	(65)	—	(0)	51%	(172)	340
Religious Non-Protestant/Catholic	21%	(30)	10%	(15)	12%	(17)	32%	(47)	2%	(2)	24%	(36)	148
Evangelical	16%	(87)	13%	(69)	5%	(28)	19%	(104)	—	(2)	48%	(264)	554
Non-Evangelical	13%	(106)	15%	(119)	4%	(35)	24%	(187)	—	(3)	43%	(343)	793
Community: Urban	22%	(153)	18%	(125)	5%	(36)	19%	(135)	1%	(6)	35%	(246)	701
Community: Suburban	15%	(138)	13%	(119)	4%	(37)	26%	(239)	1%	(7)	41%	(373)	913
Community: Rural	15%	(90)	10%	(58)	6%	(35)	19%	(111)	—	(1)	50%	(291)	586
Employ: Private Sector	22%	(161)	17%	(122)	8%	(57)	22%	(160)	1%	(5)	31%	(227)	730
Employ: Government	23%	(24)	10%	(10)	13%	(13)	30%	(31)	—	(0)	24%	(25)	104
Employ: Self-Employed	21%	(37)	17%	(30)	3%	(5)	26%	(47)	—	(1)	34%	(61)	180
Employ: Homemaker	13%	(24)	11%	(20)	2%	(4)	22%	(39)	1%	(2)	50%	(90)	178
Employ: Student	33%	(21)	15%	(10)	13%	(9)	15%	(9)	—	(0)	24%	(15)	64
Employ: Retired	7%	(34)	11%	(54)	2%	(8)	27%	(135)	1%	(5)	53%	(267)	502
Employ: Unemployed	16%	(49)	15%	(45)	3%	(10)	17%	(50)	1%	(2)	49%	(148)	304
Employ: Other	23%	(32)	8%	(10)	3%	(4)	11%	(15)	—	(1)	56%	(78)	139
Military HH: Yes	12%	(38)	11%	(35)	5%	(15)	26%	(82)	—	(1)	46%	(144)	315
Military HH: No	18%	(343)	14%	(266)	5%	(93)	21%	(403)	1%	(14)	41%	(766)	1885
RD/WT: Right Direction	20%	(178)	16%	(141)	7%	(60)	23%	(209)	1%	(6)	34%	(311)	906
RD/WT: Wrong Track	16%	(203)	12%	(161)	4%	(48)	21%	(277)	1%	(8)	46%	(598)	1294

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**Table MCEN3:** *To the best of your knowledge, what type of event is the Met Gala? If you don't know, please select that option.*

Demographic	A fashion show		A New York Fashion Week party		An awards show		A fundraising event		Other (please specify):		Don't know	Total N	
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)			
Adults	17%	(381)	14%	(301)	5%	(108)	22%	(486)	1%	(14)	41%	(910)	2200
Biden Job Approve	20%	(216)	15%	(159)	6%	(66)	24%	(259)	—	(2)	35%	(376)	1079
Biden Job Disapprove	15%	(150)	13%	(130)	3%	(34)	21%	(213)	1%	(12)	47%	(481)	1020
Biden Job Strongly Approve	19%	(104)	15%	(81)	7%	(39)	25%	(140)	—	(1)	34%	(191)	555
Biden Job Somewhat Approve	21%	(112)	15%	(78)	5%	(27)	23%	(119)	—	(2)	35%	(185)	523
Biden Job Somewhat Disapprove	20%	(52)	12%	(30)	5%	(14)	22%	(56)	1%	(2)	40%	(102)	255
Biden Job Strongly Disapprove	13%	(99)	13%	(100)	3%	(20)	20%	(157)	1%	(10)	50%	(379)	765
Favorable of Biden	19%	(209)	14%	(159)	6%	(71)	24%	(266)	—	(3)	36%	(393)	1101
Unfavorable of Biden	16%	(158)	13%	(136)	3%	(31)	21%	(209)	1%	(12)	46%	(473)	1018
Very Favorable of Biden	19%	(116)	15%	(90)	6%	(38)	24%	(143)	—	(1)	35%	(210)	597
Somewhat Favorable of Biden	19%	(93)	14%	(69)	7%	(33)	24%	(123)	—	(2)	36%	(184)	504
Somewhat Unfavorable of Biden	22%	(51)	16%	(36)	3%	(7)	21%	(48)	1%	(1)	37%	(84)	227
Very Unfavorable of Biden	14%	(107)	13%	(100)	3%	(23)	20%	(161)	1%	(10)	49%	(389)	792
#1 Issue: Economy	20%	(151)	16%	(118)	5%	(38)	23%	(177)	—	(3)	36%	(270)	757
#1 Issue: Security	14%	(59)	11%	(46)	3%	(15)	20%	(86)	1%	(4)	51%	(216)	425
#1 Issue: Health Care	20%	(60)	14%	(43)	7%	(21)	22%	(67)	1%	(2)	36%	(108)	301
#1 Issue: Medicare / Social Security	7%	(19)	11%	(30)	2%	(5)	20%	(54)	—	(0)	60%	(164)	273
#1 Issue: Women's Issues	28%	(41)	10%	(14)	9%	(14)	22%	(32)	2%	(2)	29%	(42)	145
#1 Issue: Education	13%	(9)	29%	(21)	10%	(7)	23%	(17)	—	(0)	25%	(19)	74
#1 Issue: Energy	24%	(28)	16%	(18)	4%	(5)	24%	(28)	1%	(1)	31%	(37)	117
#1 Issue: Other	13%	(14)	10%	(11)	2%	(2)	22%	(24)	3%	(3)	50%	(54)	108
2020 Vote: Joe Biden	19%	(192)	15%	(155)	5%	(54)	27%	(272)	—	(2)	34%	(349)	1024
2020 Vote: Donald Trump	15%	(120)	14%	(108)	4%	(33)	20%	(159)	1%	(7)	46%	(361)	788
2020 Vote: Didn't Vote	18%	(61)	10%	(32)	5%	(17)	12%	(40)	1%	(4)	54%	(181)	335
2018 House Vote: Democrat	18%	(146)	16%	(130)	6%	(45)	29%	(230)	—	(1)	31%	(245)	796
2018 House Vote: Republican	14%	(85)	16%	(94)	4%	(27)	21%	(128)	1%	(7)	44%	(263)	604
2018 House Vote: Someone else	18%	(11)	4%	(3)	1%	(1)	24%	(15)	4%	(2)	50%	(32)	64
2016 Vote: Hillary Clinton	18%	(137)	14%	(108)	6%	(43)	29%	(217)	—	(1)	33%	(246)	751
2016 Vote: Donald Trump	15%	(102)	14%	(94)	4%	(26)	19%	(132)	1%	(6)	47%	(315)	675
2016 Vote: Other	18%	(19)	15%	(16)	1%	(1)	33%	(36)	1%	(1)	31%	(34)	108
2016 Vote: Didn't Vote	18%	(122)	12%	(82)	6%	(38)	15%	(101)	1%	(7)	47%	(315)	664

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**Table MCEN3:** *To the best of your knowledge, what type of event is the Met Gala? If you don't know, please select that option.*

Demographic	A fashion show		A New York Fashion Week party		An awards show		A fundraising event		Other (please specify):		Don't know	Total N	
Adults	17%	(381)	14%	(301)	5%	(108)	22%	(486)	1%	(14)	41%	(910)	2200
Voted in 2014: Yes	15%	(193)	16%	(201)	4%	(58)	26%	(338)	—	(6)	38%	(495)	1291
Voted in 2014: No	21%	(188)	11%	(100)	5%	(50)	16%	(148)	1%	(8)	46%	(414)	909
4-Region: Northeast	16%	(65)	18%	(70)	3%	(11)	25%	(100)	1%	(3)	37%	(145)	394
4-Region: Midwest	14%	(67)	14%	(64)	5%	(22)	21%	(97)	1%	(4)	45%	(209)	462
4-Region: South	20%	(163)	10%	(83)	5%	(43)	21%	(177)	—	(3)	43%	(356)	824
4-Region: West	17%	(87)	16%	(85)	6%	(33)	22%	(112)	1%	(5)	38%	(199)	520
Fashion Fan	22%	(284)	15%	(194)	6%	(79)	22%	(285)	1%	(7)	33%	(424)	1273
Not Fashion Fan	10%	(97)	12%	(107)	3%	(29)	22%	(201)	1%	(7)	52%	(486)	927
Pop Culture Fan	22%	(296)	17%	(224)	6%	(86)	24%	(321)	1%	(8)	31%	(416)	1351
Not Pop Culture Fan	10%	(85)	9%	(78)	3%	(22)	19%	(165)	1%	(6)	58%	(494)	849

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

**Table MCENdem1\_4: In general, what kind of fan do you consider yourself of the following?***Fashion*

<b>Demographic</b>	<b>An avid fan</b>		<b>A casual fan</b>		<b>Not a fan</b>		<b>Total N</b>
Adults	17%	(372)	41%	(901)	42%	(927)	2200
Gender: Male	16%	(174)	30%	(316)	54%	(571)	1062
Gender: Female	17%	(197)	51%	(585)	31%	(356)	1138
Age: 18-34	25%	(166)	43%	(279)	32%	(210)	655
Age: 35-44	27%	(97)	44%	(156)	29%	(105)	358
Age: 45-64	11%	(84)	43%	(326)	45%	(341)	751
Age: 65+	6%	(24)	32%	(139)	62%	(272)	436
GenZers: 1997-2012	28%	(57)	42%	(85)	30%	(62)	204
Millennials: 1981-1996	26%	(177)	44%	(299)	30%	(204)	680
GenXers: 1965-1980	17%	(89)	44%	(233)	40%	(213)	535
Baby Boomers: 1946-1964	7%	(48)	37%	(259)	56%	(386)	693
PID: Dem (no lean)	24%	(215)	42%	(373)	34%	(310)	898
PID: Ind (no lean)	12%	(72)	44%	(273)	44%	(277)	623
PID: Rep (no lean)	12%	(84)	37%	(254)	50%	(340)	679
PID/Gender: Dem Men	25%	(112)	32%	(146)	43%	(197)	456
PID/Gender: Dem Women	23%	(103)	51%	(227)	25%	(113)	443
PID/Gender: Ind Men	9%	(23)	30%	(83)	61%	(166)	272
PID/Gender: Ind Women	14%	(49)	54%	(191)	32%	(111)	351
PID/Gender: Rep Men	12%	(39)	26%	(87)	62%	(208)	334
PID/Gender: Rep Women	13%	(45)	48%	(167)	38%	(132)	345
Ideo: Liberal (1-3)	23%	(148)	40%	(261)	38%	(245)	654
Ideo: Moderate (4)	18%	(120)	44%	(289)	38%	(246)	655
Ideo: Conservative (5-7)	11%	(80)	37%	(266)	52%	(369)	715
Educ: < College	16%	(239)	42%	(642)	42%	(631)	1512
Educ: Bachelors degree	19%	(84)	38%	(169)	43%	(191)	444
Educ: Post-grad	20%	(49)	37%	(90)	43%	(105)	244
Income: Under 50k	15%	(190)	41%	(514)	43%	(535)	1238
Income: 50k-100k	17%	(119)	39%	(267)	43%	(296)	681
Income: 100k+	23%	(64)	43%	(120)	34%	(97)	281
Ethnicity: White	14%	(241)	38%	(653)	48%	(827)	1722
Ethnicity: Hispanic	31%	(108)	43%	(151)	26%	(91)	349
Ethnicity: Black	32%	(88)	53%	(144)	16%	(43)	274

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**Table MCENdem1\_4: In general, what kind of fan do you consider yourself of the following?**

*Fashion*

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	17%	(372)	41%	(901)	42%	(927)	2200
Ethnicity: Other	21%	(43)	51%	(103)	28%	(58)	204
All Christian	16%	(166)	38%	(402)	46%	(487)	1055
All Non-Christian	29%	(36)	46%	(55)	25%	(30)	121
Atheist	13%	(13)	32%	(32)	55%	(55)	100
Agnostic/Nothing in particular	16%	(96)	43%	(249)	41%	(238)	584
Something Else	18%	(61)	48%	(162)	34%	(116)	340
Religious Non-Protestant/Catholic	27%	(39)	43%	(64)	30%	(44)	148
Evangelical	21%	(119)	41%	(227)	38%	(209)	554
Non-Evangelical	12%	(97)	40%	(320)	47%	(376)	793
Community: Urban	26%	(180)	43%	(301)	31%	(220)	701
Community: Suburban	13%	(122)	42%	(384)	45%	(407)	913
Community: Rural	12%	(70)	37%	(215)	51%	(301)	586
Employ: Private Sector	22%	(161)	39%	(288)	38%	(281)	730
Employ: Government	30%	(31)	34%	(36)	36%	(37)	104
Employ: Self-Employed	22%	(39)	44%	(80)	34%	(61)	180
Employ: Homemaker	13%	(23)	47%	(84)	40%	(71)	178
Employ: Student	29%	(19)	56%	(36)	15%	(10)	64
Employ: Retired	7%	(36)	33%	(166)	60%	(300)	502
Employ: Unemployed	15%	(45)	46%	(139)	40%	(121)	304
Employ: Other	13%	(18)	53%	(73)	34%	(47)	139
Military HH: Yes	10%	(33)	36%	(114)	53%	(168)	315
Military HH: No	18%	(339)	42%	(787)	40%	(759)	1885
RD/WT: Right Direction	23%	(206)	41%	(373)	36%	(326)	906
RD/WT: Wrong Track	13%	(166)	41%	(527)	46%	(601)	1294
Biden Job Approve	21%	(230)	43%	(459)	36%	(389)	1079
Biden Job Disapprove	12%	(121)	38%	(389)	50%	(511)	1020
Biden Job Strongly Approve	25%	(138)	37%	(208)	38%	(209)	555
Biden Job Somewhat Approve	17%	(91)	48%	(251)	34%	(180)	523
Biden Job Somewhat Disapprove	18%	(45)	46%	(117)	36%	(93)	255
Biden Job Strongly Disapprove	10%	(75)	36%	(272)	55%	(418)	765

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**Table MCENdem1\_4:** In general, what kind of fan do you consider yourself of the following?*Fashion*

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	17%	(372)	41%	(901)	42%	(927)	2200
Favorable of Biden	21%	(233)	43%	(473)	36%	(395)	1101
Unfavorable of Biden	13%	(130)	38%	(385)	49%	(503)	1018
Very Favorable of Biden	26%	(155)	37%	(223)	37%	(220)	597
Somewhat Favorable of Biden	16%	(78)	50%	(251)	35%	(175)	504
Somewhat Unfavorable of Biden	23%	(53)	42%	(96)	34%	(78)	227
Very Unfavorable of Biden	10%	(77)	37%	(289)	54%	(426)	792
#1 Issue: Economy	19%	(142)	42%	(316)	39%	(299)	757
#1 Issue: Security	13%	(57)	37%	(155)	50%	(212)	425
#1 Issue: Health Care	21%	(65)	40%	(121)	38%	(115)	301
#1 Issue: Medicare / Social Security	9%	(25)	46%	(124)	45%	(124)	273
#1 Issue: Women's Issues	21%	(30)	50%	(73)	29%	(42)	145
#1 Issue: Education	21%	(16)	48%	(35)	31%	(23)	74
#1 Issue: Energy	17%	(20)	37%	(44)	46%	(53)	117
#1 Issue: Other	16%	(17)	30%	(33)	54%	(59)	108
2020 Vote: Joe Biden	21%	(210)	43%	(440)	36%	(373)	1024
2020 Vote: Donald Trump	12%	(97)	37%	(290)	51%	(401)	788
2020 Vote: Didn't Vote	17%	(56)	44%	(147)	39%	(131)	335
2018 House Vote: Democrat	21%	(164)	41%	(327)	38%	(304)	796
2018 House Vote: Republican	10%	(62)	37%	(222)	53%	(319)	604
2018 House Vote: Someone else	14%	(9)	49%	(31)	37%	(24)	64
2016 Vote: Hillary Clinton	20%	(153)	41%	(305)	39%	(294)	751
2016 Vote: Donald Trump	11%	(71)	37%	(253)	52%	(351)	675
2016 Vote: Other	7%	(8)	47%	(51)	45%	(49)	108
2016 Vote: Didn't Vote	21%	(140)	44%	(291)	35%	(233)	664
Voted in 2014: Yes	15%	(189)	39%	(506)	46%	(596)	1291
Voted in 2014: No	20%	(183)	43%	(395)	36%	(331)	909
4-Region: Northeast	17%	(68)	38%	(150)	45%	(176)	394
4-Region: Midwest	16%	(74)	38%	(175)	46%	(213)	462
4-Region: South	16%	(132)	45%	(374)	39%	(317)	824
4-Region: West	19%	(98)	39%	(201)	42%	(221)	520

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**Table MCENdem1\_4: In general, what kind of fan do you consider yourself of the following?**

*Fashion*

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	17%	(372)	41%	(901)	42%	(927)	2200
Fashion Fan	29%	(372)	71%	(901)	—	(0)	1273
Not Fashion Fan	—	(0)	—	(0)	100%	(927)	927
Pop Culture Fan	25%	(337)	49%	(659)	26%	(356)	1351
Not Pop Culture Fan	4%	(35)	29%	(242)	67%	(571)	849

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

**Table MCENdem1\_6:** In general, what kind of fan do you consider yourself of the following?

Pop culture, generally

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	16%	(347)	46%	(1004)	39%	(849)	2200
Gender: Male	18%	(186)	42%	(446)	40%	(429)	1062
Gender: Female	14%	(161)	49%	(558)	37%	(420)	1138
Age: 18-34	25%	(163)	51%	(331)	25%	(161)	655
Age: 35-44	23%	(84)	52%	(188)	24%	(86)	358
Age: 45-64	11%	(83)	46%	(346)	43%	(321)	751
Age: 65+	4%	(17)	32%	(139)	64%	(281)	436
GenZers: 1997-2012	22%	(44)	51%	(104)	27%	(56)	204
Millennials: 1981-1996	25%	(172)	52%	(355)	22%	(153)	680
GenXers: 1965-1980	17%	(93)	47%	(253)	35%	(188)	535
Baby Boomers: 1946-1964	5%	(37)	39%	(269)	56%	(386)	693
PID: Dem (no lean)	22%	(199)	49%	(441)	29%	(258)	898
PID: Ind (no lean)	13%	(82)	46%	(284)	41%	(257)	623
PID: Rep (no lean)	10%	(67)	41%	(278)	49%	(334)	679
PID/Gender: Dem Men	26%	(117)	46%	(211)	28%	(128)	456
PID/Gender: Dem Women	19%	(82)	52%	(231)	29%	(130)	443
PID/Gender: Ind Men	12%	(33)	41%	(111)	47%	(128)	272
PID/Gender: Ind Women	14%	(49)	49%	(173)	37%	(129)	351
PID/Gender: Rep Men	11%	(37)	37%	(125)	52%	(173)	334
PID/Gender: Rep Women	9%	(30)	45%	(154)	47%	(161)	345
Ideo: Liberal (1-3)	21%	(139)	51%	(330)	28%	(184)	654
Ideo: Moderate (4)	19%	(121)	49%	(318)	33%	(215)	655
Ideo: Conservative (5-7)	9%	(67)	38%	(273)	52%	(375)	715
Educ: < College	15%	(230)	44%	(668)	41%	(614)	1512
Educ: Bachelors degree	18%	(78)	50%	(220)	33%	(146)	444
Educ: Post-grad	16%	(40)	47%	(115)	36%	(89)	244
Income: Under 50k	15%	(182)	46%	(568)	39%	(488)	1238
Income: 50k-100k	17%	(112)	44%	(301)	39%	(267)	681
Income: 100k+	19%	(53)	48%	(134)	33%	(94)	281
Ethnicity: White	14%	(249)	44%	(752)	42%	(721)	1722
Ethnicity: Hispanic	22%	(78)	54%	(189)	23%	(82)	349
Ethnicity: Black	26%	(71)	51%	(139)	24%	(65)	274

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**Table MCENdem1\_6:** *In general, what kind of fan do you consider yourself of the following?*  
*Pop culture, generally*

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	16%	(347)	46%	(1004)	39%	(849)	2200
Ethnicity: Other	13%	(27)	56%	(114)	31%	(63)	204
All Christian	14%	(145)	44%	(466)	42%	(444)	1055
All Non-Christian	30%	(36)	52%	(63)	18%	(22)	121
Atheist	23%	(23)	42%	(42)	35%	(35)	100
Agnostic/Nothing in particular	15%	(87)	47%	(276)	38%	(220)	584
Something Else	16%	(56)	46%	(158)	37%	(127)	340
Religious Non-Protestant/Catholic	28%	(41)	47%	(70)	25%	(37)	148
Evangelical	18%	(100)	41%	(225)	41%	(229)	554
Non-Evangelical	12%	(92)	48%	(377)	41%	(324)	793
Community: Urban	23%	(159)	50%	(350)	27%	(192)	701
Community: Suburban	15%	(138)	44%	(404)	41%	(370)	913
Community: Rural	8%	(50)	43%	(249)	49%	(287)	586
Employ: Private Sector	20%	(149)	48%	(350)	32%	(231)	730
Employ: Government	22%	(23)	52%	(54)	26%	(26)	104
Employ: Self-Employed	18%	(31)	54%	(98)	28%	(51)	180
Employ: Homemaker	10%	(17)	46%	(83)	44%	(78)	178
Employ: Student	19%	(12)	61%	(39)	20%	(13)	64
Employ: Retired	5%	(25)	35%	(175)	60%	(301)	502
Employ: Unemployed	20%	(61)	46%	(139)	34%	(104)	304
Employ: Other	20%	(28)	48%	(67)	32%	(44)	139
Military HH: Yes	10%	(30)	38%	(120)	52%	(165)	315
Military HH: No	17%	(317)	47%	(884)	36%	(684)	1885
RD/WT: Right Direction	22%	(195)	49%	(440)	30%	(270)	906
RD/WT: Wrong Track	12%	(152)	44%	(564)	45%	(579)	1294
Biden Job Approve	21%	(224)	49%	(532)	30%	(322)	1079
Biden Job Disapprove	10%	(107)	42%	(426)	48%	(488)	1020
Biden Job Strongly Approve	24%	(132)	47%	(262)	29%	(161)	555
Biden Job Somewhat Approve	18%	(93)	51%	(269)	31%	(161)	523
Biden Job Somewhat Disapprove	15%	(39)	51%	(129)	34%	(87)	255
Biden Job Strongly Disapprove	9%	(68)	39%	(297)	52%	(401)	765

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**Table MCENdem1\_6:** In general, what kind of fan do you consider yourself of the following?  
 Pop culture, generally

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	16%	(347)	46%	(1004)	39%	(849)	2200
Favorable of Biden	21%	(231)	50%	(546)	29%	(324)	1101
Unfavorable of Biden	10%	(106)	41%	(422)	48%	(490)	1018
Very Favorable of Biden	24%	(144)	46%	(275)	30%	(178)	597
Somewhat Favorable of Biden	17%	(87)	54%	(270)	29%	(146)	504
Somewhat Unfavorable of Biden	17%	(39)	51%	(116)	32%	(72)	227
Very Unfavorable of Biden	8%	(67)	39%	(306)	53%	(419)	792
#1 Issue: Economy	19%	(140)	48%	(363)	34%	(254)	757
#1 Issue: Security	12%	(50)	39%	(165)	50%	(210)	425
#1 Issue: Health Care	21%	(63)	49%	(146)	30%	(91)	301
#1 Issue: Medicare / Social Security	8%	(21)	39%	(105)	54%	(147)	273
#1 Issue: Women's Issues	25%	(36)	49%	(71)	26%	(38)	145
#1 Issue: Education	20%	(15)	61%	(45)	19%	(14)	74
#1 Issue: Energy	14%	(16)	49%	(58)	37%	(43)	117
#1 Issue: Other	5%	(6)	47%	(51)	47%	(51)	108
2020 Vote: Joe Biden	21%	(210)	50%	(511)	30%	(303)	1024
2020 Vote: Donald Trump	11%	(85)	39%	(309)	50%	(394)	788
2020 Vote: Didn't Vote	15%	(51)	46%	(153)	39%	(131)	335
2018 House Vote: Democrat	20%	(161)	51%	(408)	29%	(227)	796
2018 House Vote: Republican	8%	(50)	39%	(237)	52%	(316)	604
2018 House Vote: Someone else	10%	(6)	46%	(29)	44%	(28)	64
2016 Vote: Hillary Clinton	20%	(154)	50%	(377)	29%	(221)	751
2016 Vote: Donald Trump	10%	(70)	38%	(260)	51%	(345)	675
2016 Vote: Other	9%	(9)	55%	(60)	36%	(39)	108
2016 Vote: Didn't Vote	17%	(114)	46%	(307)	37%	(244)	664
Voted in 2014: Yes	14%	(179)	46%	(588)	41%	(524)	1291
Voted in 2014: No	18%	(168)	46%	(416)	36%	(324)	909
4-Region: Northeast	17%	(69)	44%	(175)	38%	(150)	394
4-Region: Midwest	15%	(70)	43%	(197)	42%	(195)	462
4-Region: South	15%	(127)	45%	(373)	39%	(324)	824
4-Region: West	16%	(81)	50%	(259)	34%	(179)	520

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**Table MCENdem1\_6:** *In general, what kind of fan do you consider yourself of the following?*  
*Pop culture, generally*

Demographic	An avid fan	A casual fan	Not a fan	Total N
Adults	16% (347)	46% (1004)	39% (849)	2200
Fashion Fan	23% (299)	55% (696)	22% (278)	1273
Not Fashion Fan	5% (48)	33% (308)	62% (571)	927
Pop Culture Fan	26% (347)	74% (1004)	— (0)	1351
Not Pop Culture Fan	— (0)	— (0)	100% (849)	849

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://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	204	9%
	Millennials: 1981-1996	680	31%
	GenXers: 1965-1980	535	24%
	Baby Boomers: 1946-1964	693	31%
	N	2112	
xpid3	PID: Dem (no lean)	898	41%
	PID: Ind (no lean)	623	28%
	PID: Rep (no lean)	679	31%
	N	2200	
xpidGender	PID/Gender: Dem Men	456	21%
	PID/Gender: Dem Women	443	20%
	PID/Gender: Ind Men	272	12%
	PID/Gender: Ind Women	351	16%
	PID/Gender: Rep Men	334	15%
	PID/Gender: Rep Women	345	16%
	N	2200	
xdemIdeo3	Ideo: Liberal (1-3)	654	30%
	Ideo: Moderate (4)	655	30%
	Ideo: Conservative (5-7)	715	32%
	N	2023	
xeduc3	Educ: < College	1512	69%
	Educ: Bachelors degree	444	20%
	Educ: Post-grad	244	11%
	N	2200	

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**Summary Statistics of Survey Respondent Demographics**

Demographic	Group	Frequency	Percentage
xdemInc3	Income: Under 50k	1238	56%
	Income: 50k-100k	681	31%
	Income: 100k+	281	13%
	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	1055	48%
	All Non-Christian	121	5%
	Atheist	100	5%
	Agnostic/Nothing in particular	584	27%
	Something Else	340	15%
	N	2200	
xdemReligOther	Religious Non-Protestant/Catholic	148	7%
xdemEvang	Evangelical	554	25%
	Non-Evangelical	793	36%
	N	1348	
xdemUsr	Community: Urban	701	32%
	Community: Suburban	913	42%
	Community: Rural	586	27%
	N	2200	
xdemEmploy	Employ: Private Sector	730	33%
	Employ: Government	104	5%
	Employ: Self-Employed	180	8%
	Employ: Homemaker	178	8%
	Employ: Student	64	3%
	Employ: Retired	502	23%
	Employ: Unemployed	304	14%
	Employ: Other	139	6%
N	2200		
xdemMilHH1	Military HH: Yes	315	14%
	Military HH: No	1885	86%
	N	2200	

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**Summary Statistics of Survey Respondent Demographics**

Demographic	Group	Frequency	Percentage
xnr1	RD/WT: Right Direction	906	41%
	RD/WT: Wrong Track	1294	59%
	N	2200	
xdemBidenApprove	Biden Job Approve	1079	49%
	Biden Job Disapprove	1020	46%
	N	2099	
xdemBidenApprove2	Biden Job Strongly Approve	555	25%
	Biden Job Somewhat Approve	523	24%
	Biden Job Somewhat Disapprove	255	12%
	Biden Job Strongly Disapprove	765	35%
	N	2099	
xdemBidenFav	Favorable of Biden	1101	50%
	Unfavorable of Biden	1018	46%
	N	2119	
xdemBidenFavFull	Very Favorable of Biden	597	27%
	Somewhat Favorable of Biden	504	23%
	Somewhat Unfavorable of Biden	227	10%
	Very Unfavorable of Biden	792	36%
	N	2119	
xnr3	#1 Issue: Economy	757	34%
	#1 Issue: Security	425	19%
	#1 Issue: Health Care	301	14%
	#1 Issue: Medicare / Social Security	273	12%
	#1 Issue: Women's Issues	145	7%
	#1 Issue: Education	74	3%
	#1 Issue: Energy	117	5%
	#1 Issue: Other	108	5%
	N	2200	
xsubVote20O	2020 Vote: Joe Biden	1024	47%
	2020 Vote: Donald Trump	788	36%
	2020 Vote: Other	49	2%
	2020 Vote: Didn't Vote	335	15%
	N	2196	
xsubVote18O	2018 House Vote: Democrat	796	36%
	2018 House Vote: Republican	604	27%
	2018 House Vote: Someone else	64	3%
	N	1463	

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**Summary Statistics of Survey Respondent Demographics**

Demographic	Group	Frequency	Percentage
xsubVote16O	2016 Vote: Hillary Clinton	751	34%
	2016 Vote: Donald Trump	675	31%
	2016 Vote: Other	108	5%
	2016 Vote: Didn't Vote	664	30%
	N	2199	
xsubVote14O	Voted in 2014: Yes	1291	59%
	Voted in 2014: No	909	41%
	N	2200	
xreg4	4-Region: Northeast	394	18%
	4-Region: Midwest	462	21%
	4-Region: South	824	37%
	4-Region: West	520	24%
	N	2200	
MCENxdem1	Fashion Fan	1273	58%
	Not Fashion Fan	927	42%
	N	2200	
MCENxdem2	Pop Culture Fan	1351	61%
	Not Pop Culture Fan	849	39%
	N	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.



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