



National Tracking Poll #2110196
October 29 - November 01, 2021

Crosstabulation Results

Methodology:

This poll was conducted between October 29-November 1, 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 MCTE1_1: Do you have a favorable or unfavorable opinion of each of the following?
Facebook

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	23%	(500)	32%	(698)	20%	(443)	19%	(412)	7%	(147)	2200
Gender: Male	19%	(202)	28%	(300)	23%	(242)	24%	(250)	6%	(67)	1062
Gender: Female	26%	(298)	35%	(398)	18%	(201)	14%	(162)	7%	(79)	1138
Age: 18-34	30%	(196)	27%	(179)	18%	(120)	17%	(112)	7%	(47)	655
Age: 35-44	29%	(105)	33%	(119)	17%	(62)	13%	(47)	7%	(24)	358
Age: 45-64	21%	(157)	34%	(255)	20%	(147)	19%	(142)	7%	(49)	751
Age: 65+	9%	(41)	33%	(145)	26%	(113)	25%	(111)	6%	(26)	436
GenZers: 1997-2012	25%	(55)	25%	(55)	19%	(42)	18%	(41)	13%	(29)	222
Millennials: 1981-1996	32%	(207)	30%	(198)	17%	(114)	16%	(103)	5%	(34)	655
GenXers: 1965-1980	26%	(147)	33%	(187)	19%	(108)	15%	(82)	7%	(41)	565
Baby Boomers: 1946-1964	12%	(84)	35%	(241)	23%	(154)	24%	(167)	5%	(35)	681
PID: Dem (no lean)	26%	(207)	32%	(254)	19%	(154)	16%	(130)	7%	(56)	801
PID: Ind (no lean)	21%	(159)	29%	(218)	20%	(151)	21%	(162)	10%	(73)	763
PID: Rep (no lean)	21%	(134)	35%	(226)	22%	(138)	19%	(120)	3%	(18)	636
PID/Gender: Dem Men	26%	(104)	30%	(118)	19%	(76)	18%	(71)	8%	(30)	398
PID/Gender: Dem Women	26%	(103)	34%	(137)	19%	(78)	15%	(59)	6%	(26)	403
PID/Gender: Ind Men	14%	(48)	26%	(88)	24%	(84)	28%	(97)	9%	(30)	346
PID/Gender: Ind Women	27%	(111)	31%	(130)	16%	(67)	16%	(66)	10%	(43)	417
PID/Gender: Rep Men	16%	(51)	30%	(94)	26%	(83)	26%	(82)	2%	(7)	317
PID/Gender: Rep Women	26%	(84)	41%	(131)	17%	(56)	12%	(38)	3%	(11)	319
Ideo: Liberal (1-3)	20%	(125)	30%	(190)	23%	(143)	22%	(139)	4%	(28)	625
Ideo: Moderate (4)	26%	(171)	33%	(220)	20%	(130)	15%	(99)	7%	(48)	668
Ideo: Conservative (5-7)	17%	(117)	34%	(228)	23%	(152)	23%	(152)	4%	(26)	675
Educ: < College	25%	(384)	33%	(500)	18%	(269)	16%	(236)	8%	(124)	1512
Educ: Bachelors degree	17%	(75)	29%	(130)	26%	(114)	25%	(109)	3%	(15)	444
Educ: Post-grad	17%	(41)	28%	(69)	24%	(59)	28%	(67)	3%	(8)	244

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Table MCTE1_1: Do you have a favorable or unfavorable opinion of each of the following?
Facebook

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	23%	(500)	32%	(698)	20%	(443)	19%	(412)	7%	(147)	2200
Income: Under 50k	26%	(333)	33%	(427)	17%	(214)	16%	(202)	8%	(100)	1276
Income: 50k-100k	18%	(112)	31%	(199)	24%	(156)	21%	(131)	6%	(38)	636
Income: 100k+	19%	(55)	25%	(72)	25%	(73)	28%	(79)	3%	(9)	288
Ethnicity: White	22%	(380)	32%	(555)	21%	(354)	20%	(339)	5%	(94)	1722
Ethnicity: Hispanic	27%	(93)	23%	(81)	21%	(74)	17%	(60)	12%	(40)	349
Ethnicity: Black	30%	(82)	29%	(81)	16%	(44)	14%	(38)	11%	(30)	274
Ethnicity: Other	18%	(38)	31%	(63)	22%	(45)	18%	(36)	11%	(23)	204
All Christian	20%	(186)	33%	(304)	21%	(195)	19%	(177)	6%	(54)	915
All Non-Christian	24%	(25)	27%	(28)	27%	(28)	17%	(18)	4%	(4)	103
Atheist	13%	(17)	24%	(30)	23%	(29)	36%	(47)	4%	(5)	129
Agnostic/Nothing in particular	23%	(149)	29%	(187)	20%	(125)	18%	(116)	9%	(59)	637
Something Else	30%	(123)	36%	(149)	16%	(65)	13%	(55)	6%	(24)	416
Religious Non-Protestant/Catholic	21%	(26)	31%	(39)	28%	(35)	15%	(18)	5%	(6)	124
Evangelical	28%	(156)	35%	(194)	17%	(95)	12%	(64)	7%	(40)	550
Non-Evangelical	20%	(147)	33%	(246)	21%	(154)	22%	(164)	5%	(35)	747
Community: Urban	31%	(188)	28%	(172)	18%	(112)	16%	(97)	7%	(43)	613
Community: Suburban	18%	(188)	31%	(315)	23%	(229)	22%	(221)	7%	(66)	1019
Community: Rural	22%	(124)	37%	(212)	18%	(101)	17%	(94)	7%	(37)	568
Employ: Private Sector	23%	(164)	33%	(228)	20%	(142)	18%	(129)	5%	(37)	699
Employ: Government	25%	(30)	29%	(34)	27%	(32)	12%	(14)	7%	(8)	118
Employ: Self-Employed	26%	(52)	27%	(54)	20%	(40)	24%	(48)	4%	(8)	202
Employ: Homemaker	23%	(34)	38%	(56)	21%	(31)	11%	(16)	7%	(10)	147
Employ: Student	20%	(15)	20%	(15)	21%	(16)	19%	(15)	21%	(16)	78
Employ: Retired	11%	(56)	35%	(173)	23%	(113)	25%	(124)	6%	(30)	497
Employ: Unemployed	31%	(86)	31%	(85)	15%	(40)	16%	(44)	8%	(22)	276
Employ: Other	34%	(62)	29%	(53)	16%	(28)	13%	(23)	9%	(16)	183
Military HH: Yes	14%	(48)	38%	(127)	24%	(82)	18%	(59)	6%	(21)	337
Military HH: No	24%	(452)	31%	(572)	19%	(361)	19%	(353)	7%	(126)	1863
RD/WT: Right Direction	28%	(234)	30%	(250)	20%	(163)	15%	(125)	7%	(56)	829
RD/WT: Wrong Track	19%	(265)	33%	(448)	20%	(280)	21%	(287)	7%	(91)	1371

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**Table MCTE1_1: Do you have a favorable or unfavorable opinion of each of the following?
Facebook**

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	23%	(500)	32%	(698)	20%	(443)	19%	(412)	7%	(147)	2200
Biden Job Approve	25%	(260)	32%	(331)	19%	(198)	17%	(175)	6%	(67)	1031
Biden Job Disapprove	19%	(198)	33%	(335)	22%	(227)	22%	(224)	4%	(40)	1024
Biden Job Strongly Approve	33%	(144)	30%	(131)	17%	(75)	16%	(68)	4%	(19)	438
Biden Job Somewhat Approve	20%	(116)	34%	(200)	21%	(123)	18%	(106)	8%	(47)	593
Biden Job Somewhat Disapprove	21%	(60)	36%	(105)	22%	(66)	16%	(45)	5%	(16)	292
Biden Job Strongly Disapprove	19%	(138)	31%	(230)	22%	(162)	24%	(178)	3%	(25)	732
Favorable of Biden	25%	(264)	32%	(330)	18%	(184)	18%	(187)	7%	(74)	1038
Unfavorable of Biden	20%	(208)	32%	(336)	24%	(252)	21%	(216)	4%	(38)	1050
Very Favorable of Biden	31%	(149)	31%	(148)	16%	(78)	17%	(79)	5%	(23)	477
Somewhat Favorable of Biden	20%	(115)	32%	(182)	19%	(106)	19%	(107)	9%	(51)	561
Somewhat Unfavorable of Biden	18%	(49)	33%	(93)	27%	(74)	15%	(42)	8%	(21)	280
Very Unfavorable of Biden	21%	(158)	32%	(243)	23%	(178)	23%	(174)	2%	(17)	770
#1 Issue: Economy	25%	(204)	33%	(267)	20%	(162)	17%	(143)	6%	(45)	822
#1 Issue: Security	22%	(68)	31%	(98)	21%	(66)	20%	(64)	6%	(19)	316
#1 Issue: Health Care	26%	(76)	35%	(104)	17%	(50)	15%	(44)	6%	(18)	293
#1 Issue: Medicare / Social Security	18%	(46)	36%	(94)	22%	(58)	16%	(42)	7%	(19)	259
#1 Issue: Women's Issues	19%	(26)	31%	(41)	22%	(30)	21%	(28)	8%	(11)	136
#1 Issue: Education	23%	(25)	29%	(31)	23%	(25)	12%	(13)	14%	(15)	109
#1 Issue: Energy	25%	(33)	21%	(28)	23%	(30)	26%	(35)	5%	(6)	132
#1 Issue: Other	16%	(22)	26%	(34)	16%	(21)	32%	(43)	10%	(14)	134
2020 Vote: Joe Biden	21%	(204)	31%	(306)	21%	(206)	21%	(205)	6%	(59)	980
2020 Vote: Donald Trump	18%	(125)	35%	(237)	23%	(157)	21%	(147)	3%	(18)	685
2020 Vote: Other	21%	(18)	23%	(19)	24%	(21)	19%	(16)	14%	(12)	85
2020 Vote: Didn't Vote	34%	(152)	30%	(133)	13%	(59)	10%	(44)	13%	(57)	445
2018 House Vote: Democrat	23%	(170)	31%	(227)	21%	(159)	20%	(149)	5%	(35)	741
2018 House Vote: Republican	15%	(92)	34%	(202)	24%	(140)	23%	(136)	4%	(25)	596
2018 House Vote: Someone else	23%	(15)	26%	(17)	16%	(11)	22%	(15)	13%	(9)	67

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**Table MCTE1_1: Do you have a favorable or unfavorable opinion of each of the following?
Facebook**

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	23%	(500)	32%	(698)	20%	(443)	19%	(412)	7%	(147)	2200
2016 Vote: Hillary Clinton	23%	(156)	31%	(213)	20%	(139)	20%	(137)	6%	(41)	686
2016 Vote: Donald Trump	16%	(107)	36%	(232)	22%	(141)	23%	(148)	4%	(23)	651
2016 Vote: Other	15%	(20)	27%	(35)	29%	(39)	21%	(27)	8%	(11)	133
2016 Vote: Didn't Vote	30%	(216)	30%	(218)	17%	(123)	14%	(100)	10%	(72)	730
Voted in 2014: Yes	19%	(232)	33%	(398)	22%	(261)	21%	(259)	5%	(63)	1214
Voted in 2014: No	27%	(267)	30%	(301)	18%	(182)	16%	(153)	8%	(84)	986
4-Region: Northeast	22%	(87)	30%	(117)	21%	(83)	22%	(88)	5%	(18)	394
4-Region: Midwest	24%	(109)	33%	(153)	18%	(84)	19%	(86)	7%	(31)	462
4-Region: South	25%	(208)	33%	(272)	18%	(147)	16%	(133)	8%	(65)	824
4-Region: West	18%	(95)	30%	(157)	25%	(129)	20%	(106)	6%	(33)	520
SRH Metaverse	26%	(212)	28%	(230)	19%	(155)	23%	(184)	3%	(26)	808
SRH Meta Rebrand	21%	(272)	30%	(391)	22%	(281)	23%	(290)	4%	(48)	1282
SRH Facebook Files	22%	(219)	26%	(255)	24%	(239)	24%	(236)	3%	(27)	976

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

Table MCTE1_2: Do you have a favorable or unfavorable opinion of each of the following?
Mark Zuckerberg

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	6%	(137)	16%	(358)	22%	(484)	32%	(694)	24%	(527)	2200
Gender: Male	7%	(71)	17%	(181)	23%	(243)	37%	(395)	16%	(171)	1062
Gender: Female	6%	(66)	15%	(176)	21%	(241)	26%	(298)	31%	(356)	1138
Age: 18-34	9%	(57)	16%	(104)	18%	(119)	31%	(201)	26%	(173)	655
Age: 35-44	10%	(34)	20%	(72)	22%	(77)	27%	(96)	22%	(78)	358
Age: 45-64	5%	(39)	17%	(126)	23%	(169)	31%	(231)	25%	(186)	751
Age: 65+	2%	(7)	13%	(55)	27%	(118)	38%	(166)	21%	(90)	436
GenZers: 1997-2012	7%	(16)	12%	(27)	20%	(44)	29%	(65)	32%	(70)	222
Millennials: 1981-1996	10%	(66)	19%	(124)	18%	(116)	31%	(200)	23%	(149)	655
GenXers: 1965-1980	8%	(43)	18%	(103)	23%	(128)	28%	(158)	23%	(132)	565
Baby Boomers: 1946-1964	2%	(12)	14%	(92)	26%	(176)	36%	(242)	23%	(159)	681
PID: Dem (no lean)	10%	(76)	20%	(158)	24%	(194)	25%	(199)	22%	(173)	801
PID: Ind (no lean)	4%	(29)	13%	(96)	20%	(151)	33%	(255)	30%	(232)	763
PID: Rep (no lean)	5%	(32)	16%	(103)	22%	(140)	38%	(239)	19%	(122)	636
PID/Gender: Dem Men	11%	(46)	19%	(75)	25%	(101)	28%	(110)	17%	(67)	398
PID/Gender: Dem Women	8%	(31)	21%	(84)	23%	(93)	22%	(90)	26%	(106)	403
PID/Gender: Ind Men	3%	(9)	14%	(48)	22%	(77)	42%	(145)	19%	(67)	346
PID/Gender: Ind Women	5%	(20)	12%	(48)	18%	(74)	26%	(110)	40%	(165)	417
PID/Gender: Rep Men	5%	(16)	19%	(59)	21%	(65)	44%	(140)	12%	(37)	317
PID/Gender: Rep Women	5%	(15)	14%	(44)	23%	(74)	31%	(99)	27%	(85)	319
Ideo: Liberal (1-3)	7%	(41)	19%	(121)	26%	(162)	34%	(216)	14%	(86)	625
Ideo: Moderate (4)	7%	(44)	19%	(128)	21%	(139)	25%	(164)	29%	(192)	668
Ideo: Conservative (5-7)	6%	(38)	12%	(80)	23%	(158)	41%	(276)	18%	(123)	675
Educ: < College	6%	(88)	16%	(247)	19%	(294)	29%	(443)	29%	(441)	1512
Educ: Bachelors degree	7%	(29)	17%	(76)	28%	(126)	34%	(149)	14%	(64)	444
Educ: Post-grad	8%	(21)	15%	(35)	26%	(64)	42%	(102)	9%	(22)	244
Income: Under 50k	6%	(77)	16%	(206)	20%	(258)	28%	(358)	30%	(377)	1276
Income: 50k-100k	5%	(34)	16%	(102)	25%	(156)	35%	(224)	19%	(120)	636
Income: 100k+	9%	(27)	17%	(49)	24%	(71)	39%	(112)	10%	(30)	288
Ethnicity: White	5%	(91)	16%	(271)	23%	(393)	34%	(580)	22%	(387)	1722
Ethnicity: Hispanic	12%	(41)	19%	(65)	16%	(57)	31%	(109)	22%	(78)	349

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Table MCTE1_2: Do you have a favorable or unfavorable opinion of each of the following?

Mark Zuckerberg

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Don't know / No opinion	Total N
Adults	6% (137)	16% (358)	22% (484)	32% (694)	24% (527)	2200
Ethnicity: Black	11% (29)	19% (51)	18% (48)	17% (47)	36% (99)	274
Ethnicity: Other	9% (18)	17% (35)	21% (43)	33% (67)	20% (41)	204
All Christian	7% (67)	16% (146)	23% (209)	31% (287)	23% (206)	915
All Non-Christian	10% (11)	16% (17)	30% (31)	30% (31)	13% (13)	103
Atheist	3% (4)	14% (18)	22% (28)	50% (65)	11% (14)	129
Agnostic/Nothing in particular	4% (26)	17% (109)	20% (129)	31% (200)	27% (173)	637
Something Else	7% (29)	16% (67)	21% (87)	27% (110)	29% (121)	416
Religious Non-Protestant/Catholic	9% (11)	14% (18)	29% (36)	32% (40)	16% (19)	124
Evangelical	11% (58)	17% (91)	19% (107)	26% (141)	28% (152)	550
Non-Evangelical	5% (36)	16% (120)	24% (182)	32% (242)	22% (166)	747
Community: Urban	10% (64)	18% (111)	19% (115)	27% (167)	25% (154)	613
Community: Suburban	5% (48)	16% (164)	24% (243)	34% (347)	21% (217)	1019
Community: Rural	4% (25)	14% (82)	22% (126)	32% (180)	27% (155)	568
Employ: Private Sector	9% (62)	20% (142)	24% (164)	32% (222)	16% (109)	699
Employ: Government	10% (11)	20% (24)	19% (22)	25% (29)	27% (32)	118
Employ: Self-Employed	9% (19)	12% (25)	18% (36)	37% (76)	23% (47)	202
Employ: Homemaker	5% (7)	9% (13)	28% (41)	25% (37)	33% (48)	147
Employ: Student	2% (1)	10% (8)	25% (19)	30% (23)	33% (26)	78
Employ: Retired	2% (10)	14% (67)	25% (124)	38% (187)	22% (108)	497
Employ: Unemployed	6% (18)	17% (47)	18% (49)	28% (78)	31% (84)	276
Employ: Other	5% (9)	17% (31)	15% (28)	22% (41)	40% (74)	183
Military HH: Yes	5% (16)	16% (53)	23% (76)	35% (119)	21% (72)	337
Military HH: No	7% (122)	16% (304)	22% (408)	31% (575)	24% (455)	1863
RD/WT: Right Direction	11% (90)	23% (190)	22% (185)	22% (184)	22% (181)	829
RD/WT: Wrong Track	3% (48)	12% (168)	22% (299)	37% (510)	25% (346)	1371
Biden Job Approve	9% (95)	21% (216)	22% (230)	26% (271)	21% (220)	1031
Biden Job Disapprove	4% (40)	13% (131)	23% (238)	40% (406)	20% (210)	1024

Continued on next page

Table MCTE1_2: Do you have a favorable or unfavorable opinion of each of the following?
Mark Zuckerberg

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	6%	(137)	16%	(358)	22%	(484)	32%	(694)	24%	(527)	2200
Biden Job Strongly Approve	16%	(69)	20%	(87)	21%	(93)	26%	(114)	17%	(75)	438
Biden Job Somewhat Approve	4%	(26)	22%	(129)	23%	(138)	26%	(156)	24%	(145)	593
Biden Job Somewhat Disapprove	5%	(13)	17%	(50)	27%	(78)	26%	(76)	26%	(75)	292
Biden Job Strongly Disapprove	4%	(27)	11%	(81)	22%	(160)	45%	(330)	18%	(135)	732
Favorable of Biden	9%	(92)	20%	(207)	22%	(232)	27%	(276)	22%	(230)	1038
Unfavorable of Biden	4%	(41)	13%	(141)	23%	(240)	39%	(411)	21%	(216)	1050
Very Favorable of Biden	15%	(70)	19%	(89)	21%	(99)	27%	(129)	19%	(90)	477
Somewhat Favorable of Biden	4%	(23)	21%	(118)	24%	(133)	26%	(148)	25%	(140)	561
Somewhat Unfavorable of Biden	3%	(7)	20%	(57)	24%	(67)	26%	(74)	27%	(74)	280
Very Unfavorable of Biden	4%	(34)	11%	(84)	23%	(174)	44%	(337)	18%	(142)	770
#1 Issue: Economy	6%	(50)	18%	(145)	23%	(192)	30%	(247)	23%	(187)	822
#1 Issue: Security	7%	(22)	12%	(37)	17%	(55)	41%	(129)	23%	(73)	316
#1 Issue: Health Care	10%	(29)	20%	(58)	20%	(58)	26%	(76)	25%	(72)	293
#1 Issue: Medicare / Social Security	5%	(13)	14%	(35)	31%	(80)	25%	(65)	25%	(65)	259
#1 Issue: Women's Issues	5%	(7)	16%	(22)	19%	(25)	36%	(49)	24%	(33)	136
#1 Issue: Education	9%	(10)	23%	(25)	16%	(17)	22%	(24)	30%	(33)	109
#1 Issue: Energy	4%	(6)	18%	(23)	26%	(35)	33%	(44)	18%	(24)	132
#1 Issue: Other	—	(1)	9%	(12)	16%	(22)	44%	(60)	30%	(40)	134
2020 Vote: Joe Biden	8%	(75)	18%	(179)	26%	(250)	29%	(283)	20%	(194)	980
2020 Vote: Donald Trump	4%	(31)	14%	(97)	21%	(146)	43%	(293)	17%	(117)	685
2020 Vote: Other	1%	(1)	6%	(5)	27%	(23)	30%	(25)	36%	(31)	85
2020 Vote: Didn't Vote	7%	(31)	17%	(75)	15%	(65)	21%	(92)	41%	(182)	445
2018 House Vote: Democrat	9%	(65)	17%	(128)	26%	(190)	31%	(229)	17%	(129)	741
2018 House Vote: Republican	3%	(20)	14%	(82)	22%	(133)	43%	(257)	17%	(104)	596
2018 House Vote: Someone else	3%	(2)	5%	(3)	18%	(12)	31%	(21)	44%	(29)	67
2016 Vote: Hillary Clinton	8%	(58)	19%	(131)	25%	(175)	29%	(199)	18%	(124)	686
2016 Vote: Donald Trump	5%	(33)	14%	(89)	21%	(140)	42%	(276)	17%	(113)	651
2016 Vote: Other	1%	(1)	12%	(16)	31%	(41)	34%	(45)	22%	(30)	133
2016 Vote: Didn't Vote	6%	(45)	17%	(122)	18%	(128)	24%	(173)	36%	(261)	730

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Table MCTE1_2: Do you have a favorable or unfavorable opinion of each of the following?
 Mark Zuckerberg

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	6%	(137)	16%	(358)	22%	(484)	32%	(694)	24%	(527)	2200
Voted in 2014: Yes	7%	(81)	15%	(185)	24%	(287)	35%	(429)	19%	(232)	1214
Voted in 2014: No	6%	(56)	18%	(173)	20%	(197)	27%	(265)	30%	(295)	986
4-Region: Northeast	7%	(28)	18%	(69)	22%	(89)	33%	(131)	19%	(76)	394
4-Region: Midwest	6%	(27)	16%	(74)	23%	(106)	30%	(138)	26%	(118)	462
4-Region: South	5%	(42)	17%	(143)	21%	(171)	30%	(243)	27%	(225)	824
4-Region: West	8%	(41)	14%	(72)	23%	(119)	35%	(181)	21%	(108)	520
SRH Metaverse	11%	(87)	19%	(155)	23%	(182)	35%	(285)	12%	(99)	808
SRH Meta Rebrand	8%	(97)	16%	(211)	24%	(304)	37%	(472)	15%	(198)	1282
SRH Facebook Files	8%	(77)	16%	(154)	25%	(242)	41%	(396)	11%	(108)	976

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

Table MCTE1_3: Do you have a favorable or unfavorable opinion of each of the following?
Instagram

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Don't know / No opinion	Total N
Adults	19% (409)	31% (679)	13% (277)	11% (248)	27% (588)	2200
Gender: Male	16% (175)	30% (321)	15% (157)	14% (146)	25% (263)	1062
Gender: Female	21% (234)	31% (358)	11% (120)	9% (102)	29% (325)	1138
Age: 18-34	31% (203)	34% (222)	13% (85)	9% (59)	13% (85)	655
Age: 35-44	23% (81)	39% (138)	11% (40)	8% (29)	19% (69)	358
Age: 45-64	15% (110)	30% (229)	13% (96)	12% (88)	31% (229)	751
Age: 65+	4% (15)	21% (90)	13% (55)	16% (72)	47% (204)	436
GenZers: 1997-2012	36% (80)	35% (79)	12% (27)	8% (18)	8% (18)	222
Millennials: 1981-1996	28% (185)	34% (226)	12% (81)	9% (61)	16% (102)	655
GenXers: 1965-1980	18% (103)	35% (195)	12% (65)	10% (57)	26% (146)	565
Baby Boomers: 1946-1964	6% (39)	25% (169)	14% (96)	14% (97)	41% (280)	681
PID: Dem (no lean)	23% (182)	34% (275)	11% (88)	10% (78)	22% (179)	801
PID: Ind (no lean)	16% (120)	30% (227)	13% (102)	12% (88)	30% (226)	763
PID: Rep (no lean)	17% (107)	28% (178)	14% (87)	13% (81)	29% (182)	636
PID/Gender: Dem Men	25% (101)	33% (130)	11% (44)	10% (38)	21% (84)	398
PID/Gender: Dem Women	20% (80)	36% (144)	11% (44)	10% (40)	23% (95)	403
PID/Gender: Ind Men	9% (30)	30% (105)	16% (56)	16% (55)	29% (101)	346
PID/Gender: Ind Women	22% (90)	29% (122)	11% (45)	8% (34)	30% (125)	417
PID/Gender: Rep Men	14% (44)	27% (86)	18% (57)	17% (53)	24% (77)	317
PID/Gender: Rep Women	20% (63)	29% (91)	10% (31)	9% (28)	33% (105)	319
Ideo: Liberal (1-3)	20% (127)	35% (218)	15% (94)	10% (64)	20% (123)	625
Ideo: Moderate (4)	20% (131)	33% (219)	11% (71)	10% (68)	27% (179)	668
Ideo: Conservative (5-7)	12% (84)	28% (189)	14% (95)	15% (102)	30% (205)	675
Educ: < College	19% (289)	29% (432)	11% (173)	11% (161)	30% (457)	1512
Educ: Bachelors degree	17% (77)	37% (164)	17% (74)	10% (46)	19% (84)	444
Educ: Post-grad	18% (43)	34% (84)	12% (30)	17% (41)	19% (47)	244
Income: Under 50k	19% (237)	29% (370)	12% (158)	10% (131)	30% (380)	1276
Income: 50k-100k	18% (115)	33% (210)	13% (81)	13% (83)	23% (148)	636
Income: 100k+	20% (57)	35% (100)	13% (38)	12% (33)	21% (60)	288
Ethnicity: White	16% (278)	30% (514)	13% (229)	12% (211)	29% (491)	1722
Ethnicity: Hispanic	28% (99)	39% (135)	11% (39)	8% (29)	13% (47)	349

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Table MCTE1_3: Do you have a favorable or unfavorable opinion of each of the following?*Instagram*

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	19%	(409)	31%	(679)	13%	(277)	11%	(248)	27%	(588)	2200
Ethnicity: Black	30%	(84)	33%	(90)	11%	(31)	7%	(20)	18%	(50)	274
Ethnicity: Other	23%	(48)	37%	(75)	8%	(17)	8%	(17)	23%	(47)	204
All Christian	17%	(151)	31%	(282)	13%	(117)	11%	(100)	29%	(264)	915
All Non-Christian	24%	(25)	32%	(33)	14%	(15)	11%	(11)	19%	(19)	103
Atheist	19%	(24)	25%	(32)	18%	(23)	17%	(22)	22%	(28)	129
Agnostic/Nothing in particular	19%	(120)	32%	(206)	11%	(70)	10%	(66)	27%	(174)	637
Something Else	21%	(89)	30%	(126)	13%	(52)	11%	(47)	24%	(101)	416
Religious Non-Protestant/Catholic	21%	(26)	33%	(41)	18%	(23)	9%	(11)	18%	(22)	124
Evangelical	23%	(125)	30%	(168)	11%	(59)	11%	(61)	25%	(137)	550
Non-Evangelical	15%	(109)	31%	(230)	14%	(102)	11%	(83)	30%	(224)	747
Community: Urban	25%	(156)	32%	(196)	12%	(71)	9%	(57)	22%	(132)	613
Community: Suburban	17%	(176)	31%	(311)	13%	(130)	12%	(124)	27%	(279)	1019
Community: Rural	14%	(77)	30%	(173)	13%	(75)	12%	(66)	31%	(176)	568
Employ: Private Sector	21%	(150)	37%	(258)	13%	(94)	10%	(72)	18%	(125)	699
Employ: Government	32%	(38)	37%	(44)	6%	(7)	6%	(7)	19%	(23)	118
Employ: Self-Employed	24%	(49)	32%	(64)	15%	(29)	12%	(25)	18%	(36)	202
Employ: Homemaker	17%	(25)	29%	(43)	15%	(22)	11%	(16)	28%	(41)	147
Employ: Student	38%	(29)	30%	(24)	14%	(11)	3%	(2)	15%	(12)	78
Employ: Retired	4%	(18)	24%	(121)	12%	(60)	15%	(77)	44%	(220)	497
Employ: Unemployed	24%	(67)	26%	(73)	11%	(29)	9%	(26)	29%	(81)	276
Employ: Other	18%	(33)	29%	(52)	13%	(23)	13%	(23)	28%	(51)	183
Military HH: Yes	13%	(44)	28%	(95)	12%	(41)	13%	(44)	33%	(112)	337
Military HH: No	20%	(365)	31%	(584)	13%	(235)	11%	(203)	26%	(476)	1863
RD/WT: Right Direction	23%	(191)	34%	(286)	10%	(86)	9%	(73)	23%	(193)	829
RD/WT: Wrong Track	16%	(218)	29%	(393)	14%	(190)	13%	(175)	29%	(394)	1371
Biden Job Approve	21%	(222)	36%	(373)	11%	(109)	9%	(93)	23%	(235)	1031
Biden Job Disapprove	15%	(154)	28%	(284)	15%	(158)	14%	(143)	28%	(286)	1024

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**Table MCTE1_3: Do you have a favorable or unfavorable opinion of each of the following?
Instagram**

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Don't know / No opinion	Total N
Adults	19% (409)	31% (679)	13% (277)	11% (248)	27% (588)	2200
Biden Job Strongly Approve	28% (124)	27% (118)	11% (48)	12% (53)	22% (96)	438
Biden Job Somewhat Approve	17% (98)	43% (255)	10% (61)	7% (40)	23% (139)	593
Biden Job Somewhat Disapprove	17% (49)	37% (107)	16% (47)	9% (25)	22% (63)	292
Biden Job Strongly Disapprove	14% (105)	24% (176)	15% (110)	16% (118)	30% (223)	732
Favorable of Biden	23% (236)	35% (363)	10% (104)	10% (100)	23% (234)	1038
Unfavorable of Biden	15% (153)	29% (302)	16% (168)	13% (141)	27% (286)	1050
Very Favorable of Biden	28% (134)	27% (129)	10% (45)	13% (62)	22% (107)	477
Somewhat Favorable of Biden	18% (103)	42% (234)	10% (59)	7% (38)	23% (128)	561
Somewhat Unfavorable of Biden	13% (36)	40% (112)	18% (49)	8% (22)	22% (61)	280
Very Unfavorable of Biden	15% (117)	25% (190)	15% (119)	15% (119)	29% (225)	770
#1 Issue: Economy	21% (170)	35% (292)	12% (97)	10% (86)	22% (177)	822
#1 Issue: Security	17% (53)	22% (70)	13% (40)	17% (53)	32% (100)	316
#1 Issue: Health Care	20% (57)	31% (90)	13% (39)	9% (27)	27% (79)	293
#1 Issue: Medicare / Social Security	8% (21)	22% (58)	14% (35)	13% (33)	43% (111)	259
#1 Issue: Women's Issues	28% (38)	35% (48)	9% (12)	4% (6)	24% (32)	136
#1 Issue: Education	22% (24)	35% (39)	12% (13)	7% (7)	24% (26)	109
#1 Issue: Energy	19% (25)	36% (47)	16% (22)	10% (13)	18% (24)	132
#1 Issue: Other	15% (20)	27% (36)	13% (18)	17% (22)	28% (38)	134
2020 Vote: Joe Biden	19% (190)	35% (339)	12% (120)	10% (96)	24% (235)	980
2020 Vote: Donald Trump	16% (107)	27% (182)	15% (105)	14% (93)	29% (198)	685
2020 Vote: Other	11% (10)	23% (20)	15% (13)	20% (17)	30% (25)	85
2020 Vote: Didn't Vote	23% (101)	30% (135)	9% (39)	9% (41)	29% (130)	445
2018 House Vote: Democrat	19% (143)	35% (259)	13% (100)	10% (72)	22% (166)	741
2018 House Vote: Republican	13% (80)	27% (162)	13% (75)	14% (86)	32% (192)	596
2018 House Vote: Someone else	10% (7)	19% (13)	11% (7)	20% (13)	40% (27)	67
2016 Vote: Hillary Clinton	18% (124)	35% (238)	12% (84)	10% (68)	25% (171)	686
2016 Vote: Donald Trump	14% (91)	30% (193)	14% (89)	13% (86)	29% (192)	651
2016 Vote: Other	12% (16)	36% (47)	9% (11)	15% (20)	29% (38)	133
2016 Vote: Didn't Vote	24% (177)	28% (201)	13% (92)	10% (74)	25% (186)	730

Continued on next page

**Table MCTE1_3: Do you have a favorable or unfavorable opinion of each of the following?
 Instagram**

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	19%	(409)	31%	(679)	13%	(277)	11%	(248)	27%	(588)	2200
Voted in 2014: Yes	15%	(186)	32%	(384)	13%	(152)	12%	(147)	28%	(345)	1214
Voted in 2014: No	23%	(223)	30%	(295)	13%	(125)	10%	(101)	25%	(243)	986
4-Region: Northeast	22%	(88)	30%	(118)	12%	(47)	11%	(43)	25%	(98)	394
4-Region: Midwest	15%	(68)	31%	(143)	12%	(57)	12%	(55)	30%	(140)	462
4-Region: South	19%	(158)	32%	(262)	11%	(87)	11%	(92)	27%	(225)	824
4-Region: West	18%	(95)	30%	(156)	16%	(85)	11%	(58)	24%	(126)	520
SRH Metaverse	25%	(199)	32%	(259)	13%	(107)	12%	(99)	18%	(144)	808
SRH Meta Rebrand	20%	(255)	31%	(399)	13%	(168)	12%	(153)	24%	(307)	1282
SRH Facebook Files	21%	(206)	31%	(307)	14%	(135)	14%	(132)	20%	(197)	976

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

Table MCTE1_4: Do you have a favorable or unfavorable opinion of each of the following?
WhatsApp

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Don't know / No opinion	Total N
Adults	9% (193)	16% (342)	9% (193)	12% (269)	55% (1204)	2200
Gender: Male	10% (110)	18% (189)	10% (108)	16% (171)	46% (484)	1062
Gender: Female	7% (83)	13% (153)	7% (85)	9% (98)	63% (720)	1138
Age: 18-34	13% (85)	19% (126)	9% (56)	13% (88)	46% (300)	655
Age: 35-44	11% (39)	18% (64)	9% (30)	14% (50)	49% (174)	358
Age: 45-64	7% (56)	14% (107)	10% (74)	11% (80)	58% (435)	751
Age: 65+	3% (13)	10% (45)	7% (32)	12% (51)	68% (295)	436
GenZers: 1997-2012	11% (25)	21% (47)	9% (20)	11% (24)	48% (107)	222
Millennials: 1981-1996	13% (87)	19% (124)	9% (57)	15% (99)	44% (289)	655
GenXers: 1965-1980	11% (60)	15% (84)	9% (51)	10% (59)	55% (312)	565
Baby Boomers: 1946-1964	3% (19)	12% (80)	8% (57)	12% (78)	66% (446)	681
PID: Dem (no lean)	12% (98)	20% (162)	8% (65)	10% (78)	50% (397)	801
PID: Ind (no lean)	5% (41)	13% (100)	10% (74)	13% (96)	59% (453)	763
PID: Rep (no lean)	8% (54)	13% (80)	8% (54)	15% (95)	56% (354)	636
PID/Gender: Dem Men	15% (58)	22% (89)	9% (34)	13% (50)	42% (166)	398
PID/Gender: Dem Women	10% (39)	18% (73)	8% (31)	7% (28)	57% (232)	403
PID/Gender: Ind Men	6% (20)	14% (49)	12% (41)	16% (57)	52% (179)	346
PID/Gender: Ind Women	5% (21)	12% (51)	8% (33)	9% (39)	66% (273)	417
PID/Gender: Rep Men	10% (31)	16% (51)	10% (33)	20% (63)	44% (139)	317
PID/Gender: Rep Women	7% (22)	9% (29)	6% (21)	10% (31)	68% (215)	319
Ideo: Liberal (1-3)	11% (69)	19% (117)	11% (69)	11% (69)	48% (301)	625
Ideo: Moderate (4)	10% (65)	16% (110)	7% (47)	12% (80)	55% (365)	668
Ideo: Conservative (5-7)	7% (46)	13% (90)	10% (65)	14% (96)	56% (377)	675
Educ: < College	7% (106)	13% (199)	8% (119)	12% (181)	60% (907)	1512
Educ: Bachelors degree	11% (48)	21% (92)	11% (47)	13% (56)	45% (201)	444
Educ: Post-grad	16% (39)	21% (51)	11% (27)	13% (31)	39% (96)	244
Income: Under 50k	7% (90)	14% (174)	8% (107)	13% (162)	58% (743)	1276
Income: 50k-100k	9% (59)	17% (105)	10% (63)	12% (77)	52% (332)	636
Income: 100k+	15% (44)	22% (62)	8% (23)	10% (30)	45% (129)	288
Ethnicity: White	7% (126)	14% (242)	9% (157)	12% (213)	57% (984)	1722
Ethnicity: Hispanic	17% (59)	24% (83)	9% (32)	13% (45)	37% (130)	349

Continued on next page

Table MCTE1_4: Do you have a favorable or unfavorable opinion of each of the following?
 WhatsApp

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	9%	(193)	16%	(342)	9%	(193)	12%	(269)	55%	(1204)	2200
Ethnicity: Black	13%	(36)	20%	(56)	7%	(20)	12%	(33)	47%	(129)	274
Ethnicity: Other	15%	(31)	22%	(44)	8%	(16)	11%	(22)	45%	(91)	204
All Christian	10%	(90)	14%	(129)	10%	(87)	11%	(101)	56%	(509)	915
All Non-Christian	17%	(17)	27%	(28)	5%	(5)	11%	(12)	40%	(41)	103
Atheist	7%	(9)	18%	(24)	9%	(12)	14%	(18)	51%	(66)	129
Agnostic/Nothing in particular	6%	(40)	16%	(103)	9%	(58)	13%	(80)	56%	(357)	637
Something Else	9%	(37)	14%	(57)	8%	(31)	14%	(59)	56%	(231)	416
Religious Non-Protestant/Catholic	14%	(17)	24%	(29)	5%	(6)	14%	(17)	44%	(54)	124
Evangelical	13%	(69)	15%	(85)	8%	(44)	12%	(66)	52%	(287)	550
Non-Evangelical	7%	(54)	13%	(99)	10%	(72)	12%	(86)	58%	(436)	747
Community: Urban	16%	(101)	18%	(110)	6%	(36)	12%	(73)	48%	(292)	613
Community: Suburban	6%	(65)	16%	(162)	11%	(111)	11%	(115)	56%	(567)	1019
Community: Rural	5%	(28)	12%	(70)	8%	(46)	14%	(80)	61%	(345)	568
Employ: Private Sector	12%	(85)	20%	(139)	11%	(74)	13%	(90)	45%	(312)	699
Employ: Government	12%	(14)	20%	(23)	8%	(9)	8%	(10)	52%	(62)	118
Employ: Self-Employed	16%	(32)	16%	(33)	8%	(15)	18%	(36)	42%	(85)	202
Employ: Homemaker	6%	(9)	16%	(23)	7%	(10)	10%	(15)	62%	(91)	147
Employ: Student	14%	(11)	16%	(12)	11%	(9)	5%	(4)	54%	(42)	78
Employ: Retired	3%	(15)	12%	(60)	8%	(39)	11%	(56)	66%	(326)	497
Employ: Unemployed	6%	(17)	13%	(36)	10%	(28)	12%	(34)	58%	(159)	276
Employ: Other	6%	(10)	8%	(15)	4%	(8)	13%	(23)	69%	(127)	183
Military HH: Yes	7%	(24)	13%	(43)	8%	(27)	13%	(43)	59%	(200)	337
Military HH: No	9%	(169)	16%	(299)	9%	(166)	12%	(226)	54%	(1004)	1863
RD/WT: Right Direction	14%	(115)	21%	(170)	8%	(65)	10%	(84)	48%	(395)	829
RD/WT: Wrong Track	6%	(78)	13%	(172)	9%	(128)	13%	(184)	59%	(809)	1371
Biden Job Approve	12%	(123)	21%	(217)	9%	(94)	11%	(110)	47%	(487)	1031
Biden Job Disapprove	6%	(63)	10%	(107)	9%	(93)	15%	(151)	60%	(611)	1024

Continued on next page

Table MCTE1_4: Do you have a favorable or unfavorable opinion of each of the following?
WhatsApp

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	9%	(193)	16%	(342)	9%	(193)	12%	(269)	55%	(1204)	2200
Biden Job Strongly Approve	16%	(69)	20%	(86)	7%	(30)	14%	(62)	44%	(191)	438
Biden Job Somewhat Approve	9%	(55)	22%	(131)	11%	(64)	8%	(48)	50%	(296)	593
Biden Job Somewhat Disapprove	8%	(23)	14%	(41)	10%	(30)	9%	(27)	59%	(171)	292
Biden Job Strongly Disapprove	5%	(40)	9%	(66)	9%	(63)	17%	(123)	60%	(440)	732
Favorable of Biden	12%	(125)	20%	(209)	8%	(86)	11%	(118)	48%	(500)	1038
Unfavorable of Biden	6%	(65)	12%	(124)	10%	(103)	14%	(146)	58%	(612)	1050
Very Favorable of Biden	15%	(73)	19%	(92)	6%	(31)	13%	(60)	46%	(221)	477
Somewhat Favorable of Biden	9%	(52)	21%	(117)	10%	(56)	10%	(58)	50%	(279)	561
Somewhat Unfavorable of Biden	6%	(17)	16%	(44)	14%	(38)	9%	(26)	55%	(154)	280
Very Unfavorable of Biden	6%	(47)	10%	(79)	8%	(65)	16%	(120)	59%	(457)	770
#1 Issue: Economy	11%	(88)	17%	(143)	9%	(74)	12%	(97)	51%	(420)	822
#1 Issue: Security	8%	(24)	12%	(37)	8%	(25)	18%	(58)	54%	(172)	316
#1 Issue: Health Care	13%	(37)	15%	(45)	8%	(23)	10%	(31)	54%	(157)	293
#1 Issue: Medicare / Social Security	5%	(12)	9%	(24)	8%	(21)	10%	(25)	68%	(177)	259
#1 Issue: Women's Issues	5%	(7)	14%	(19)	9%	(13)	7%	(10)	65%	(88)	136
#1 Issue: Education	8%	(9)	30%	(32)	6%	(7)	9%	(9)	47%	(51)	109
#1 Issue: Energy	6%	(8)	19%	(25)	17%	(23)	14%	(19)	44%	(58)	132
#1 Issue: Other	6%	(8)	12%	(16)	6%	(8)	16%	(21)	60%	(81)	134
2020 Vote: Joe Biden	11%	(104)	19%	(189)	9%	(88)	11%	(104)	51%	(495)	980
2020 Vote: Donald Trump	7%	(45)	11%	(73)	9%	(61)	16%	(108)	58%	(397)	685
2020 Vote: Other	9%	(8)	13%	(11)	8%	(7)	11%	(9)	59%	(50)	85
2020 Vote: Didn't Vote	8%	(36)	15%	(67)	8%	(37)	11%	(48)	58%	(257)	445
2018 House Vote: Democrat	11%	(80)	19%	(141)	11%	(79)	10%	(71)	50%	(369)	741
2018 House Vote: Republican	6%	(35)	11%	(67)	7%	(45)	17%	(102)	58%	(348)	596
2018 House Vote: Someone else	4%	(3)	12%	(8)	4%	(3)	15%	(10)	66%	(44)	67
2016 Vote: Hillary Clinton	11%	(76)	19%	(129)	9%	(61)	10%	(71)	51%	(349)	686
2016 Vote: Donald Trump	7%	(44)	12%	(78)	9%	(56)	16%	(104)	57%	(369)	651
2016 Vote: Other	4%	(5)	12%	(16)	11%	(15)	14%	(19)	59%	(78)	133
2016 Vote: Didn't Vote	9%	(68)	16%	(119)	8%	(61)	10%	(75)	56%	(407)	730

Continued on next page

Table MCTE1_4: Do you have a favorable or unfavorable opinion of each of the following?
 WhatsApp

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	9%	(193)	16%	(342)	9%	(193)	12%	(269)	55%	(1204)	2200
Voted in 2014: Yes	8%	(97)	15%	(179)	9%	(112)	13%	(159)	55%	(667)	1214
Voted in 2014: No	10%	(96)	17%	(163)	8%	(81)	11%	(110)	54%	(537)	986
4-Region: Northeast	11%	(44)	13%	(51)	8%	(32)	12%	(48)	56%	(219)	394
4-Region: Midwest	5%	(21)	14%	(67)	8%	(38)	13%	(61)	60%	(275)	462
4-Region: South	9%	(75)	16%	(128)	8%	(69)	11%	(94)	56%	(458)	824
4-Region: West	10%	(53)	19%	(96)	10%	(54)	13%	(66)	48%	(251)	520
SRH Metaverse	14%	(117)	19%	(151)	9%	(76)	14%	(115)	43%	(348)	808
SRH Meta Rebrand	11%	(135)	17%	(212)	9%	(115)	13%	(161)	51%	(657)	1282
SRH Facebook Files	12%	(113)	19%	(181)	11%	(112)	13%	(129)	45%	(441)	976

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

Table MCTE1_5: Do you have a favorable or unfavorable opinion of each of the following?

Oculus

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	6%	(127)	12%	(255)	5%	(101)	7%	(163)	71%	(1553)	2200
Gender: Male	8%	(83)	17%	(181)	6%	(69)	10%	(106)	59%	(623)	1062
Gender: Female	4%	(45)	7%	(74)	3%	(32)	5%	(57)	82%	(930)	1138
Age: 18-34	10%	(69)	17%	(110)	7%	(46)	9%	(59)	57%	(372)	655
Age: 35-44	7%	(27)	18%	(65)	6%	(22)	7%	(26)	61%	(218)	358
Age: 45-64	4%	(29)	7%	(55)	2%	(18)	5%	(37)	81%	(611)	751
Age: 65+	1%	(3)	6%	(25)	4%	(15)	9%	(41)	81%	(352)	436
GenZers: 1997-2012	13%	(28)	14%	(31)	7%	(15)	7%	(16)	60%	(132)	222
Millennials: 1981-1996	9%	(59)	20%	(129)	7%	(47)	8%	(55)	56%	(366)	655
GenXers: 1965-1980	6%	(35)	10%	(54)	2%	(11)	6%	(36)	76%	(428)	565
Baby Boomers: 1946-1964	1%	(5)	6%	(38)	4%	(24)	7%	(49)	83%	(565)	681
PID: Dem (no lean)	8%	(62)	14%	(115)	4%	(34)	6%	(50)	67%	(539)	801
PID: Ind (no lean)	5%	(39)	10%	(73)	4%	(33)	9%	(66)	72%	(552)	763
PID: Rep (no lean)	4%	(27)	10%	(66)	5%	(34)	7%	(46)	73%	(462)	636
PID/Gender: Dem Men	11%	(44)	20%	(80)	6%	(24)	9%	(37)	53%	(213)	398
PID/Gender: Dem Women	4%	(18)	9%	(35)	2%	(10)	3%	(13)	81%	(327)	403
PID/Gender: Ind Men	6%	(21)	14%	(48)	5%	(19)	11%	(39)	63%	(219)	346
PID/Gender: Ind Women	4%	(17)	6%	(25)	3%	(14)	7%	(27)	80%	(333)	417
PID/Gender: Rep Men	5%	(17)	17%	(53)	8%	(26)	10%	(30)	60%	(191)	317
PID/Gender: Rep Women	3%	(10)	4%	(14)	3%	(9)	5%	(16)	85%	(271)	319
Ideo: Liberal (1-3)	8%	(47)	16%	(99)	6%	(35)	7%	(46)	64%	(398)	625
Ideo: Moderate (4)	6%	(42)	13%	(87)	4%	(26)	8%	(52)	69%	(460)	668
Ideo: Conservative (5-7)	4%	(27)	9%	(59)	5%	(34)	7%	(50)	75%	(504)	675
Educ: < College	6%	(87)	10%	(157)	4%	(55)	7%	(106)	73%	(1108)	1512
Educ: Bachelors degree	6%	(29)	16%	(70)	6%	(27)	8%	(35)	64%	(283)	444
Educ: Post-grad	5%	(12)	12%	(28)	8%	(19)	9%	(23)	66%	(162)	244
Income: Under 50k	4%	(56)	10%	(123)	4%	(53)	7%	(89)	75%	(955)	1276
Income: 50k-100k	8%	(52)	13%	(83)	5%	(34)	8%	(51)	65%	(416)	636
Income: 100k+	7%	(20)	17%	(50)	5%	(13)	8%	(23)	63%	(182)	288
Ethnicity: White	6%	(97)	11%	(196)	4%	(70)	8%	(132)	71%	(1227)	1722
Ethnicity: Hispanic	11%	(39)	18%	(62)	6%	(21)	10%	(34)	55%	(194)	349

Continued on next page

Table MCTE1_5: Do you have a favorable or unfavorable opinion of each of the following?*Oculus*

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	6%	(127)	12%	(255)	5%	(101)	7%	(163)	71%	(1553)	2200
Ethnicity: Black	7%	(18)	10%	(28)	7%	(20)	5%	(14)	71%	(194)	274
Ethnicity: Other	6%	(12)	16%	(32)	5%	(11)	8%	(16)	65%	(133)	204
All Christian	5%	(50)	10%	(91)	4%	(40)	7%	(64)	73%	(671)	915
All Non-Christian	15%	(16)	17%	(17)	8%	(9)	7%	(7)	53%	(55)	103
Atheist	7%	(9)	20%	(26)	6%	(8)	12%	(16)	54%	(70)	129
Agnostic/Nothing in particular	5%	(33)	13%	(82)	4%	(28)	7%	(42)	71%	(452)	637
Something Else	5%	(20)	10%	(40)	4%	(16)	8%	(35)	73%	(305)	416
Religious Non-Protestant/Catholic	13%	(16)	21%	(26)	7%	(9)	6%	(7)	53%	(65)	124
Evangelical	8%	(46)	9%	(49)	4%	(20)	7%	(41)	72%	(394)	550
Non-Evangelical	3%	(22)	10%	(72)	5%	(34)	8%	(56)	75%	(562)	747
Community: Urban	9%	(54)	12%	(75)	5%	(31)	8%	(47)	66%	(405)	613
Community: Suburban	4%	(44)	12%	(123)	4%	(45)	7%	(74)	72%	(734)	1019
Community: Rural	5%	(29)	10%	(58)	4%	(25)	7%	(42)	73%	(414)	568
Employ: Private Sector	9%	(64)	18%	(129)	6%	(41)	8%	(57)	58%	(409)	699
Employ: Government	10%	(12)	10%	(12)	5%	(6)	6%	(7)	69%	(82)	118
Employ: Self-Employed	8%	(16)	13%	(27)	3%	(5)	9%	(18)	67%	(136)	202
Employ: Homemaker	5%	(7)	7%	(10)	3%	(5)	4%	(5)	82%	(120)	147
Employ: Student	3%	(3)	7%	(5)	10%	(8)	3%	(2)	77%	(60)	78
Employ: Retired	1%	(3)	5%	(27)	4%	(21)	8%	(41)	82%	(405)	497
Employ: Unemployed	6%	(15)	11%	(31)	4%	(10)	9%	(24)	71%	(195)	276
Employ: Other	5%	(8)	7%	(14)	3%	(6)	5%	(8)	80%	(147)	183
Military HH: Yes	6%	(21)	9%	(31)	6%	(22)	7%	(24)	71%	(239)	337
Military HH: No	6%	(106)	12%	(224)	4%	(80)	7%	(139)	71%	(1314)	1863
RD/WT: Right Direction	8%	(65)	15%	(122)	6%	(49)	7%	(58)	65%	(535)	829
RD/WT: Wrong Track	5%	(62)	10%	(133)	4%	(53)	8%	(105)	74%	(1018)	1371
Biden Job Approve	7%	(74)	15%	(152)	5%	(53)	7%	(75)	66%	(678)	1031
Biden Job Disapprove	5%	(48)	10%	(102)	4%	(44)	8%	(86)	73%	(744)	1024

Continued on next page

Table MCTE1_5: Do you have a favorable or unfavorable opinion of each of the following?

Oculus

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	6%	(127)	12%	(255)	5%	(101)	7%	(163)	71%	(1553)	2200
Biden Job Strongly Approve	12%	(51)	10%	(45)	6%	(27)	11%	(47)	61%	(268)	438
Biden Job Somewhat Approve	4%	(22)	18%	(106)	4%	(26)	5%	(28)	69%	(411)	593
Biden Job Somewhat Disapprove	4%	(11)	14%	(42)	6%	(17)	6%	(17)	70%	(205)	292
Biden Job Strongly Disapprove	5%	(37)	8%	(60)	4%	(27)	9%	(69)	74%	(540)	732
Favorable of Biden	7%	(72)	15%	(153)	4%	(43)	7%	(78)	67%	(692)	1038
Unfavorable of Biden	5%	(51)	10%	(100)	5%	(56)	8%	(82)	72%	(761)	1050
Very Favorable of Biden	11%	(52)	10%	(46)	4%	(18)	10%	(49)	66%	(313)	477
Somewhat Favorable of Biden	4%	(20)	19%	(107)	5%	(26)	5%	(29)	68%	(379)	561
Somewhat Unfavorable of Biden	4%	(11)	12%	(33)	9%	(25)	6%	(16)	70%	(194)	280
Very Unfavorable of Biden	5%	(40)	9%	(67)	4%	(31)	9%	(66)	74%	(566)	770
#1 Issue: Economy	5%	(42)	12%	(99)	5%	(42)	6%	(52)	71%	(587)	822
#1 Issue: Security	8%	(25)	9%	(27)	3%	(10)	9%	(29)	71%	(224)	316
#1 Issue: Health Care	7%	(21)	14%	(42)	5%	(15)	8%	(22)	66%	(193)	293
#1 Issue: Medicare / Social Security	2%	(5)	8%	(20)	5%	(13)	6%	(16)	79%	(205)	259
#1 Issue: Women's Issues	3%	(4)	15%	(20)	3%	(4)	8%	(11)	71%	(96)	136
#1 Issue: Education	8%	(9)	15%	(17)	8%	(9)	5%	(5)	64%	(70)	109
#1 Issue: Energy	6%	(8)	18%	(23)	4%	(5)	11%	(14)	62%	(81)	132
#1 Issue: Other	10%	(13)	6%	(8)	2%	(2)	10%	(13)	73%	(98)	134
2020 Vote: Joe Biden	7%	(64)	15%	(147)	5%	(45)	7%	(68)	67%	(657)	980
2020 Vote: Donald Trump	5%	(37)	9%	(60)	5%	(36)	8%	(56)	72%	(495)	685
2020 Vote: Other	3%	(3)	2%	(1)	4%	(4)	8%	(6)	84%	(71)	85
2020 Vote: Didn't Vote	5%	(24)	10%	(45)	4%	(17)	7%	(32)	74%	(328)	445
2018 House Vote: Democrat	8%	(59)	14%	(101)	5%	(38)	7%	(51)	66%	(492)	741
2018 House Vote: Republican	4%	(25)	7%	(44)	5%	(29)	9%	(53)	75%	(444)	596
2018 House Vote: Someone else	5%	(3)	3%	(2)	4%	(2)	10%	(7)	79%	(53)	67
2016 Vote: Hillary Clinton	8%	(52)	13%	(88)	4%	(29)	7%	(50)	68%	(467)	686
2016 Vote: Donald Trump	6%	(40)	10%	(63)	5%	(33)	8%	(53)	71%	(462)	651
2016 Vote: Other	4%	(6)	8%	(11)	3%	(3)	6%	(8)	79%	(104)	133
2016 Vote: Didn't Vote	4%	(30)	13%	(93)	5%	(36)	7%	(51)	71%	(519)	730

Continued on next page

Table MCTE1_5: Do you have a favorable or unfavorable opinion of each of the following?*Oculus*

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	6%	(127)	12%	(255)	5%	(101)	7%	(163)	71%	(1553)	2200
Voted in 2014: Yes	6%	(70)	11%	(132)	5%	(56)	8%	(96)	71%	(859)	1214
Voted in 2014: No	6%	(57)	13%	(123)	5%	(45)	7%	(67)	70%	(694)	986
4-Region: Northeast	6%	(23)	11%	(43)	5%	(21)	8%	(33)	69%	(273)	394
4-Region: Midwest	7%	(31)	11%	(49)	3%	(16)	8%	(39)	71%	(328)	462
4-Region: South	5%	(38)	12%	(95)	4%	(37)	7%	(57)	72%	(597)	824
4-Region: West	7%	(35)	13%	(68)	5%	(27)	7%	(34)	68%	(355)	520
SRH Metaverse	10%	(78)	18%	(144)	7%	(60)	9%	(75)	56%	(451)	808
SRH Meta Rebrand	6%	(81)	13%	(163)	5%	(67)	8%	(105)	68%	(865)	1282
SRH Facebook Files	7%	(72)	16%	(153)	7%	(68)	9%	(88)	61%	(596)	976

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

Table MCTE1_6: Do you have a favorable or unfavorable opinion of each of the following?
Twitter

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Don't know / No opinion	Total N
Adults	13% (287)	26% (570)	15% (324)	18% (402)	28% (617)	2200
Gender: Male	16% (173)	27% (290)	14% (145)	21% (223)	22% (230)	1062
Gender: Female	10% (114)	25% (280)	16% (179)	16% (179)	34% (387)	1138
Age: 18-34	20% (129)	32% (212)	14% (93)	13% (88)	20% (134)	655
Age: 35-44	15% (55)	28% (99)	14% (51)	15% (52)	28% (99)	358
Age: 45-64	12% (89)	25% (185)	15% (113)	18% (136)	30% (228)	751
Age: 65+	3% (14)	17% (74)	15% (67)	29% (126)	36% (156)	436
GenZers: 1997-2012	21% (47)	33% (74)	17% (38)	13% (28)	16% (35)	222
Millennials: 1981-1996	19% (127)	30% (199)	14% (89)	14% (93)	22% (147)	655
GenXers: 1965-1980	12% (68)	28% (156)	12% (66)	16% (90)	33% (185)	565
Baby Boomers: 1946-1964	6% (43)	19% (130)	18% (120)	25% (168)	32% (220)	681
PID: Dem (no lean)	18% (148)	31% (246)	13% (107)	14% (109)	24% (192)	801
PID: Ind (no lean)	10% (73)	26% (195)	16% (121)	19% (144)	30% (230)	763
PID: Rep (no lean)	10% (67)	20% (130)	15% (97)	23% (149)	31% (194)	636
PID/Gender: Dem Men	24% (95)	31% (123)	11% (42)	14% (54)	21% (84)	398
PID/Gender: Dem Women	13% (53)	31% (123)	16% (64)	14% (54)	27% (108)	403
PID/Gender: Ind Men	9% (33)	27% (94)	15% (53)	23% (80)	25% (86)	346
PID/Gender: Ind Women	10% (40)	24% (100)	16% (67)	15% (64)	35% (145)	417
PID/Gender: Rep Men	14% (45)	23% (73)	16% (50)	28% (89)	19% (61)	317
PID/Gender: Rep Women	7% (22)	18% (57)	15% (47)	19% (60)	42% (133)	319
Ideo: Liberal (1-3)	18% (110)	32% (198)	18% (110)	15% (93)	18% (114)	625
Ideo: Moderate (4)	14% (94)	28% (186)	13% (84)	16% (107)	29% (196)	668
Ideo: Conservative (5-7)	7% (50)	20% (137)	17% (112)	26% (178)	29% (198)	675
Educ: < College	12% (182)	25% (374)	14% (217)	17% (252)	32% (487)	1512
Educ: Bachelors degree	15% (67)	29% (130)	16% (69)	21% (93)	19% (85)	444
Educ: Post-grad	16% (38)	27% (66)	15% (38)	23% (57)	18% (45)	244
Income: Under 50k	12% (156)	24% (303)	14% (180)	17% (223)	32% (415)	1276
Income: 50k-100k	13% (84)	30% (188)	15% (96)	18% (116)	24% (152)	636
Income: 100k+	17% (48)	27% (79)	17% (48)	22% (63)	18% (51)	288
Ethnicity: White	12% (200)	25% (437)	15% (263)	20% (345)	28% (478)	1722
Ethnicity: Hispanic	20% (70)	31% (108)	13% (46)	12% (41)	24% (84)	349

Continued on next page

Table MCTE1_6: Do you have a favorable or unfavorable opinion of each of the following?

Twitter

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Don't know / No opinion	Total N
Adults	13% (287)	26% (570)	15% (324)	18% (402)	28% (617)	2200
Ethnicity: Black	20% (55)	29% (80)	13% (36)	11% (31)	27% (73)	274
Ethnicity: Other	16% (32)	26% (54)	13% (26)	13% (27)	32% (66)	204
All Christian	12% (112)	24% (217)	16% (146)	19% (173)	29% (268)	915
All Non-Christian	17% (18)	30% (31)	12% (12)	20% (21)	20% (21)	103
Atheist	15% (20)	34% (44)	11% (14)	22% (28)	18% (23)	129
Agnostic/Nothing in particular	13% (83)	28% (179)	15% (97)	18% (113)	26% (165)	637
Something Else	13% (54)	24% (100)	13% (54)	16% (66)	34% (141)	416
Religious Non-Protestant/Catholic	14% (18)	29% (36)	17% (22)	19% (24)	20% (24)	124
Evangelical	15% (85)	24% (134)	13% (70)	16% (89)	31% (172)	550
Non-Evangelical	11% (79)	23% (173)	16% (118)	20% (148)	31% (229)	747
Community: Urban	19% (119)	27% (164)	14% (83)	14% (86)	26% (161)	613
Community: Suburban	12% (126)	26% (262)	16% (160)	20% (200)	27% (271)	1019
Community: Rural	7% (42)	25% (144)	14% (81)	20% (116)	33% (185)	568
Employ: Private Sector	17% (118)	31% (216)	13% (89)	18% (126)	22% (150)	699
Employ: Government	23% (27)	35% (41)	14% (16)	14% (16)	14% (17)	118
Employ: Self-Employed	18% (37)	31% (63)	16% (32)	16% (33)	18% (37)	202
Employ: Homemaker	3% (4)	27% (39)	17% (25)	14% (21)	39% (57)	147
Employ: Student	20% (16)	32% (25)	14% (11)	12% (10)	21% (16)	78
Employ: Retired	4% (22)	17% (84)	17% (87)	26% (127)	36% (176)	497
Employ: Unemployed	17% (47)	22% (62)	13% (36)	14% (40)	33% (92)	276
Employ: Other	8% (15)	22% (40)	15% (28)	16% (29)	38% (70)	183
Military HH: Yes	10% (34)	22% (73)	19% (63)	21% (70)	29% (97)	337
Military HH: No	14% (253)	27% (497)	14% (261)	18% (332)	28% (520)	1863
RD/WT: Right Direction	19% (155)	30% (245)	13% (104)	14% (117)	25% (207)	829
RD/WT: Wrong Track	10% (132)	24% (325)	16% (220)	21% (285)	30% (409)	1371
Biden Job Approve	17% (176)	31% (320)	13% (138)	15% (151)	24% (247)	1031
Biden Job Disapprove	9% (93)	23% (233)	16% (169)	22% (228)	29% (301)	1024

Continued on next page

**Table MCTE1_6: Do you have a favorable or unfavorable opinion of each of the following?
Twitter**

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Don't know / No opinion	Total N
Adults	13% (287)	26% (570)	15% (324)	18% (402)	28% (617)	2200
Biden Job Strongly Approve	23% (101)	25% (110)	11% (49)	18% (80)	22% (98)	438
Biden Job Somewhat Approve	13% (75)	35% (210)	15% (88)	12% (71)	25% (149)	593
Biden Job Somewhat Disapprove	10% (29)	32% (93)	21% (62)	10% (30)	27% (79)	292
Biden Job Strongly Disapprove	9% (65)	19% (140)	15% (107)	27% (198)	30% (222)	732
Favorable of Biden	18% (186)	30% (315)	13% (140)	15% (156)	23% (242)	1038
Unfavorable of Biden	9% (92)	23% (241)	17% (175)	22% (231)	30% (311)	1050
Very Favorable of Biden	23% (109)	25% (120)	10% (50)	18% (84)	24% (115)	477
Somewhat Favorable of Biden	14% (77)	35% (194)	16% (90)	13% (72)	23% (127)	561
Somewhat Unfavorable of Biden	9% (25)	32% (88)	22% (61)	11% (31)	27% (74)	280
Very Unfavorable of Biden	9% (66)	20% (152)	15% (114)	26% (200)	31% (237)	770
#1 Issue: Economy	14% (114)	29% (241)	14% (117)	18% (144)	25% (206)	822
#1 Issue: Security	11% (35)	17% (54)	12% (39)	25% (80)	34% (108)	316
#1 Issue: Health Care	19% (56)	27% (79)	15% (44)	13% (39)	26% (75)	293
#1 Issue: Medicare / Social Security	8% (19)	20% (51)	17% (43)	19% (50)	37% (95)	259
#1 Issue: Women's Issues	19% (25)	30% (40)	14% (19)	9% (12)	29% (39)	136
#1 Issue: Education	14% (15)	39% (43)	7% (7)	15% (16)	26% (28)	109
#1 Issue: Energy	10% (13)	27% (36)	19% (25)	17% (23)	27% (35)	132
#1 Issue: Other	7% (9)	19% (26)	23% (31)	28% (37)	23% (31)	134
2020 Vote: Joe Biden	17% (167)	31% (304)	15% (143)	15% (150)	22% (217)	980
2020 Vote: Donald Trump	9% (61)	20% (136)	17% (115)	25% (172)	29% (200)	685
2020 Vote: Other	7% (6)	21% (18)	9% (7)	19% (16)	44% (37)	85
2020 Vote: Didn't Vote	11% (51)	25% (111)	13% (57)	14% (63)	37% (163)	445
2018 House Vote: Democrat	17% (126)	31% (230)	15% (110)	16% (118)	21% (156)	741
2018 House Vote: Republican	9% (54)	19% (112)	16% (93)	27% (161)	30% (176)	596
2018 House Vote: Someone else	3% (2)	11% (7)	16% (11)	21% (14)	49% (33)	67
2016 Vote: Hillary Clinton	16% (108)	31% (214)	14% (98)	16% (111)	23% (155)	686
2016 Vote: Donald Trump	10% (65)	21% (138)	16% (106)	25% (164)	28% (180)	651
2016 Vote: Other	10% (13)	22% (29)	12% (16)	27% (36)	29% (38)	133
2016 Vote: Didn't Vote	14% (102)	26% (190)	14% (103)	12% (91)	33% (244)	730

Continued on next page

Table MCTE1_6: Do you have a favorable or unfavorable opinion of each of the following?
 Twitter

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Don't know / No opinion	Total N
Adults	13% (287)	26% (570)	15% (324)	18% (402)	28% (617)	2200
Voted in 2014: Yes	12% (142)	24% (293)	16% (193)	22% (267)	26% (319)	1214
Voted in 2014: No	15% (145)	28% (277)	13% (131)	14% (135)	30% (298)	986
4-Region: Northeast	17% (66)	23% (90)	16% (64)	17% (67)	27% (107)	394
4-Region: Midwest	11% (49)	26% (121)	13% (62)	22% (102)	28% (128)	462
4-Region: South	12% (95)	27% (220)	15% (123)	16% (133)	31% (252)	824
4-Region: West	15% (77)	27% (139)	14% (74)	19% (99)	25% (130)	520
SRH Metaverse	19% (157)	30% (241)	15% (122)	17% (134)	19% (154)	808
SRH Meta Rebrand	15% (191)	28% (355)	14% (185)	19% (243)	24% (307)	1282
SRH Facebook Files	17% (168)	29% (282)	15% (147)	20% (193)	19% (186)	976

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

Table MCTE1_7: Do you have a favorable or unfavorable opinion of each of the following?

TikTok

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Don't know / No opinion	Total N
Adults	16% (358)	21% (460)	13% (294)	21% (460)	29% (628)	2200
Gender: Male	13% (139)	20% (218)	14% (147)	25% (266)	27% (292)	1062
Gender: Female	19% (219)	21% (242)	13% (148)	17% (194)	30% (336)	1138
Age: 18-34	33% (219)	26% (170)	9% (57)	20% (129)	12% (80)	655
Age: 35-44	16% (57)	26% (95)	12% (44)	19% (69)	26% (93)	358
Age: 45-64	10% (76)	21% (157)	14% (106)	19% (146)	35% (266)	751
Age: 65+	1% (6)	9% (39)	20% (87)	27% (116)	43% (188)	436
GenZers: 1997-2012	48% (106)	23% (51)	7% (15)	15% (34)	7% (16)	222
Millennials: 1981-1996	24% (154)	28% (181)	10% (69)	21% (140)	17% (111)	655
GenXers: 1965-1980	13% (73)	23% (130)	12% (66)	18% (103)	34% (192)	565
Baby Boomers: 1946-1964	4% (25)	13% (90)	19% (129)	23% (160)	41% (278)	681
PID: Dem (no lean)	20% (159)	23% (188)	13% (101)	16% (126)	28% (227)	801
PID: Ind (no lean)	16% (119)	21% (158)	13% (96)	22% (168)	29% (222)	763
PID: Rep (no lean)	13% (80)	18% (113)	15% (97)	26% (167)	28% (179)	636
PID/Gender: Dem Men	21% (83)	23% (91)	12% (49)	17% (68)	27% (107)	398
PID/Gender: Dem Women	19% (76)	24% (97)	13% (52)	14% (57)	30% (120)	403
PID/Gender: Ind Men	8% (26)	19% (67)	14% (49)	28% (97)	31% (107)	346
PID/Gender: Ind Women	22% (93)	22% (91)	11% (47)	17% (71)	28% (115)	417
PID/Gender: Rep Men	10% (31)	19% (59)	15% (48)	32% (101)	25% (78)	317
PID/Gender: Rep Women	16% (50)	17% (54)	15% (48)	21% (66)	32% (101)	319
Ideo: Liberal (1-3)	19% (120)	23% (146)	15% (93)	18% (113)	25% (153)	625
Ideo: Moderate (4)	14% (93)	24% (161)	13% (90)	18% (123)	30% (202)	668
Ideo: Conservative (5-7)	9% (63)	18% (121)	15% (100)	29% (199)	28% (192)	675
Educ: < College	18% (279)	21% (312)	12% (174)	19% (284)	31% (463)	1512
Educ: Bachelors degree	12% (53)	22% (98)	18% (81)	23% (104)	24% (107)	444
Educ: Post-grad	11% (26)	20% (49)	16% (39)	30% (72)	24% (58)	244
Income: Under 50k	18% (224)	22% (277)	12% (152)	18% (234)	31% (390)	1276
Income: 50k-100k	15% (98)	20% (126)	13% (85)	24% (151)	28% (176)	636
Income: 100k+	13% (36)	20% (57)	20% (57)	26% (75)	22% (62)	288
Ethnicity: White	13% (227)	20% (345)	14% (246)	23% (393)	30% (510)	1722
Ethnicity: Hispanic	28% (99)	22% (77)	8% (27)	20% (70)	22% (76)	349

Continued on next page

Table MCTE1_7: Do you have a favorable or unfavorable opinion of each of the following?
 TikTok

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Don't know / No opinion	Total N
Adults	16% (358)	21% (460)	13% (294)	21% (460)	29% (628)	2200
Ethnicity: Black	29% (80)	24% (67)	8% (21)	15% (41)	24% (66)	274
Ethnicity: Other	25% (51)	23% (47)	14% (28)	13% (26)	25% (52)	204
All Christian	12% (114)	19% (173)	15% (140)	21% (194)	32% (295)	915
All Non-Christian	15% (15)	22% (23)	19% (19)	23% (24)	21% (22)	103
Atheist	14% (18)	14% (19)	17% (22)	25% (32)	30% (38)	129
Agnostic/Nothing in particular	18% (116)	24% (153)	11% (73)	21% (131)	26% (164)	637
Something Else	23% (95)	22% (92)	10% (40)	19% (80)	26% (108)	416
Religious Non-Protestant/Catholic	12% (15)	21% (26)	19% (24)	25% (31)	22% (28)	124
Evangelical	22% (123)	22% (123)	13% (70)	17% (94)	26% (140)	550
Non-Evangelical	11% (85)	18% (135)	14% (103)	23% (171)	34% (252)	747
Community: Urban	21% (126)	25% (151)	11% (64)	18% (111)	26% (161)	613
Community: Suburban	14% (145)	19% (190)	15% (157)	23% (230)	29% (298)	1019
Community: Rural	15% (88)	21% (119)	13% (73)	21% (118)	30% (169)	568
Employ: Private Sector	16% (115)	28% (195)	13% (89)	20% (138)	23% (164)	699
Employ: Government	21% (25)	28% (34)	13% (15)	17% (20)	21% (24)	118
Employ: Self-Employed	19% (39)	22% (45)	9% (18)	30% (61)	19% (39)	202
Employ: Homemaker	18% (26)	22% (32)	15% (22)	17% (25)	28% (42)	147
Employ: Student	43% (34)	20% (16)	8% (6)	17% (13)	12% (9)	78
Employ: Retired	3% (15)	12% (58)	20% (99)	24% (121)	41% (204)	497
Employ: Unemployed	23% (63)	20% (55)	8% (21)	19% (51)	31% (86)	276
Employ: Other	23% (42)	14% (26)	14% (25)	17% (30)	33% (60)	183
Military HH: Yes	14% (46)	19% (62)	13% (45)	22% (74)	32% (109)	337
Military HH: No	17% (313)	21% (397)	13% (249)	21% (386)	28% (518)	1863
RD/WT: Right Direction	19% (157)	24% (197)	13% (108)	16% (134)	28% (233)	829
RD/WT: Wrong Track	15% (201)	19% (263)	14% (186)	24% (326)	29% (395)	1371
Biden Job Approve	17% (180)	24% (251)	13% (138)	17% (176)	28% (285)	1031
Biden Job Disapprove	14% (142)	18% (184)	14% (145)	27% (273)	27% (280)	1024

Continued on next page

Table MCTE1_7: Do you have a favorable or unfavorable opinion of each of the following?

TikTok

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Don't know / No opinion	Total N
Adults	16% (358)	21% (460)	13% (294)	21% (460)	29% (628)	2200
Biden Job Strongly Approve	19% (85)	22% (97)	13% (58)	19% (84)	26% (114)	438
Biden Job Somewhat Approve	16% (96)	26% (154)	13% (80)	16% (92)	29% (172)	593
Biden Job Somewhat Disapprove	17% (50)	20% (60)	18% (51)	16% (47)	29% (84)	292
Biden Job Strongly Disapprove	13% (92)	17% (124)	13% (94)	31% (226)	27% (195)	732
Favorable of Biden	18% (190)	24% (245)	13% (134)	18% (185)	27% (284)	1038
Unfavorable of Biden	14% (144)	19% (197)	15% (155)	26% (269)	27% (286)	1050
Very Favorable of Biden	23% (108)	19% (92)	13% (62)	18% (84)	27% (131)	477
Somewhat Favorable of Biden	15% (82)	27% (154)	13% (72)	18% (100)	27% (153)	561
Somewhat Unfavorable of Biden	15% (41)	21% (59)	19% (54)	16% (43)	29% (82)	280
Very Unfavorable of Biden	13% (103)	18% (138)	13% (100)	29% (225)	26% (203)	770
#1 Issue: Economy	18% (149)	23% (189)	15% (119)	20% (167)	24% (198)	822
#1 Issue: Security	12% (39)	18% (56)	11% (36)	27% (85)	32% (100)	316
#1 Issue: Health Care	15% (44)	25% (72)	12% (35)	17% (49)	31% (92)	293
#1 Issue: Medicare / Social Security	6% (17)	16% (42)	15% (38)	23% (60)	40% (103)	259
#1 Issue: Women's Issues	34% (46)	19% (26)	11% (15)	14% (19)	22% (29)	136
#1 Issue: Education	21% (23)	25% (28)	12% (13)	18% (20)	24% (26)	109
#1 Issue: Energy	20% (26)	21% (27)	12% (16)	23% (30)	25% (33)	132
#1 Issue: Other	12% (16)	15% (20)	16% (21)	23% (30)	35% (47)	134
2020 Vote: Joe Biden	16% (161)	24% (233)	16% (153)	17% (169)	27% (265)	980
2020 Vote: Donald Trump	10% (69)	18% (122)	15% (100)	29% (197)	29% (196)	685
2020 Vote: Other	10% (9)	19% (16)	6% (5)	27% (23)	37% (32)	85
2020 Vote: Didn't Vote	27% (120)	20% (88)	8% (33)	16% (71)	30% (132)	445
2018 House Vote: Democrat	16% (118)	23% (174)	15% (109)	18% (133)	28% (208)	741
2018 House Vote: Republican	9% (51)	17% (99)	14% (83)	30% (180)	31% (183)	596
2018 House Vote: Someone else	11% (7)	11% (8)	11% (7)	25% (17)	42% (28)	67
2016 Vote: Hillary Clinton	15% (100)	23% (159)	15% (105)	17% (117)	30% (205)	686
2016 Vote: Donald Trump	10% (63)	19% (123)	14% (94)	29% (186)	28% (185)	651
2016 Vote: Other	9% (12)	15% (20)	14% (19)	26% (35)	35% (47)	133
2016 Vote: Didn't Vote	25% (183)	22% (157)	10% (76)	17% (123)	26% (191)	730

Continued on next page

**Table MCTE1_7: Do you have a favorable or unfavorable opinion of each of the following?
 TikTok**

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	16%	(358)	21%	(460)	13%	(294)	21%	(460)	29%	(628)	2200
Voted in 2014: Yes	11%	(132)	20%	(237)	15%	(187)	23%	(285)	31%	(373)	1214
Voted in 2014: No	23%	(226)	23%	(223)	11%	(107)	18%	(175)	26%	(255)	986
4-Region: Northeast	14%	(53)	19%	(76)	16%	(64)	20%	(77)	31%	(123)	394
4-Region: Midwest	13%	(60)	19%	(90)	13%	(62)	23%	(106)	31%	(144)	462
4-Region: South	18%	(152)	22%	(179)	13%	(107)	19%	(156)	28%	(230)	824
4-Region: West	18%	(93)	22%	(114)	12%	(62)	23%	(121)	25%	(130)	520
SRH Metaverse	20%	(165)	25%	(201)	13%	(104)	22%	(180)	19%	(157)	808
SRH Meta Rebrand	16%	(204)	21%	(265)	15%	(192)	22%	(281)	26%	(340)	1282
SRH Facebook Files	17%	(171)	23%	(223)	15%	(142)	24%	(230)	22%	(211)	976

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

Table MCTE1_8: Do you have a favorable or unfavorable opinion of each of the following?

Meta

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Don't know / No opinion	Total N
Adults	5% (108)	10% (223)	10% (226)	19% (427)	55% (1216)	2200
Gender: Male	6% (60)	12% (126)	13% (137)	25% (264)	45% (475)	1062
Gender: Female	4% (48)	9% (97)	8% (90)	14% (163)	65% (741)	1138
Age: 18-34	7% (46)	10% (63)	9% (60)	20% (133)	54% (353)	655
Age: 35-44	7% (27)	13% (46)	11% (40)	14% (50)	54% (194)	358
Age: 45-64	4% (31)	10% (72)	8% (64)	18% (139)	59% (445)	751
Age: 65+	1% (5)	9% (41)	14% (62)	24% (104)	51% (224)	436
GenZers: 1997-2012	8% (17)	10% (21)	12% (26)	17% (37)	55% (121)	222
Millennials: 1981-1996	8% (50)	11% (75)	9% (58)	19% (126)	53% (346)	655
GenXers: 1965-1980	6% (33)	10% (57)	10% (58)	16% (90)	58% (326)	565
Baby Boomers: 1946-1964	1% (7)	10% (65)	11% (74)	22% (152)	56% (383)	681
PID: Dem (no lean)	6% (51)	13% (104)	11% (92)	16% (131)	53% (422)	801
PID: Ind (no lean)	3% (26)	8% (61)	9% (67)	21% (159)	59% (450)	763
PID: Rep (no lean)	5% (30)	9% (57)	11% (68)	22% (137)	54% (344)	636
PID/Gender: Dem Men	8% (31)	13% (54)	13% (54)	19% (76)	46% (183)	398
PID/Gender: Dem Women	5% (20)	13% (51)	9% (38)	14% (55)	59% (239)	403
PID/Gender: Ind Men	4% (12)	11% (38)	10% (35)	29% (100)	46% (161)	346
PID/Gender: Ind Women	3% (14)	5% (23)	8% (32)	14% (59)	69% (289)	417
PID/Gender: Rep Men	5% (16)	11% (34)	15% (48)	28% (88)	41% (131)	317
PID/Gender: Rep Women	4% (14)	7% (23)	6% (20)	15% (49)	67% (213)	319
Ideo: Liberal (1-3)	5% (31)	12% (77)	14% (85)	23% (146)	46% (286)	625
Ideo: Moderate (4)	5% (31)	11% (75)	9% (63)	15% (98)	60% (401)	668
Ideo: Conservative (5-7)	5% (33)	9% (58)	11% (71)	24% (163)	52% (349)	675
Educ: < College	4% (65)	10% (148)	8% (119)	17% (259)	61% (921)	1512
Educ: Bachelors degree	6% (26)	11% (49)	15% (69)	22% (98)	46% (203)	444
Educ: Post-grad	7% (17)	11% (27)	16% (38)	28% (69)	38% (92)	244
Income: Under 50k	5% (60)	9% (120)	8% (102)	17% (212)	61% (782)	1276
Income: 50k-100k	4% (28)	9% (59)	14% (87)	22% (142)	50% (321)	636
Income: 100k+	7% (20)	15% (44)	13% (38)	25% (72)	39% (113)	288
Ethnicity: White	4% (71)	10% (176)	11% (191)	20% (345)	55% (939)	1722
Ethnicity: Hispanic	4% (15)	12% (44)	10% (36)	22% (76)	51% (179)	349

Continued on next page

Table MCTE1_8: Do you have a favorable or unfavorable opinion of each of the following?

Meta

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Don't know / No opinion	Total N
Adults	5% (108)	10% (223)	10% (226)	19% (427)	55% (1216)	2200
Ethnicity: Black	9% (26)	9% (24)	7% (18)	13% (35)	63% (172)	274
Ethnicity: Other	5% (11)	12% (24)	9% (17)	23% (47)	51% (105)	204
All Christian	4% (41)	12% (106)	11% (102)	20% (183)	53% (484)	915
All Non-Christian	14% (14)	8% (8)	18% (19)	16% (17)	44% (46)	103
Atheist	3% (3)	10% (13)	12% (15)	32% (41)	44% (56)	129
Agnostic/Nothing in particular	4% (27)	9% (55)	10% (63)	20% (130)	57% (361)	637
Something Else	5% (22)	10% (41)	7% (27)	13% (56)	65% (269)	416
Religious Non-Protestant/Catholic	11% (14)	8% (10)	16% (20)	18% (22)	46% (57)	124
Evangelical	7% (41)	12% (69)	8% (42)	13% (72)	59% (327)	550
Non-Evangelical	3% (22)	10% (75)	11% (84)	21% (156)	55% (410)	747
Community: Urban	9% (56)	12% (76)	10% (59)	18% (109)	51% (313)	613
Community: Suburban	3% (35)	8% (80)	12% (121)	21% (215)	56% (569)	1019
Community: Rural	3% (18)	12% (68)	8% (46)	18% (102)	59% (334)	568
Employ: Private Sector	7% (47)	14% (99)	11% (79)	20% (137)	48% (337)	699
Employ: Government	5% (6)	14% (17)	15% (18)	13% (15)	52% (62)	118
Employ: Self-Employed	9% (18)	10% (20)	5% (11)	28% (58)	47% (96)	202
Employ: Homemaker	5% (7)	6% (9)	11% (16)	14% (21)	64% (94)	147
Employ: Student	— (0)	5% (4)	5% (4)	15% (11)	75% (58)	78
Employ: Retired	1% (6)	9% (45)	13% (67)	25% (122)	52% (257)	497
Employ: Unemployed	5% (14)	6% (15)	8% (21)	14% (40)	67% (185)	276
Employ: Other	5% (9)	8% (14)	6% (11)	13% (23)	69% (126)	183
Military HH: Yes	4% (13)	11% (36)	13% (44)	19% (65)	53% (179)	337
Military HH: No	5% (95)	10% (187)	10% (183)	19% (362)	56% (1037)	1863
RD/WT: Right Direction	8% (65)	14% (118)	12% (101)	16% (133)	50% (413)	829
RD/WT: Wrong Track	3% (43)	8% (105)	9% (126)	21% (294)	59% (803)	1371
Biden Job Approve	6% (65)	13% (133)	11% (117)	17% (177)	52% (540)	1031
Biden Job Disapprove	4% (38)	8% (84)	10% (101)	24% (241)	55% (560)	1024

Continued on next page

Table MCTE1_8: Do you have a favorable or unfavorable opinion of each of the following?

Meta

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	5%	(108)	10%	(223)	10%	(226)	19%	(427)	55%	(1216)	2200
Biden Job Strongly Approve	11%	(47)	16%	(72)	13%	(57)	17%	(76)	42%	(186)	438
Biden Job Somewhat Approve	3%	(18)	10%	(61)	10%	(60)	17%	(100)	60%	(354)	593
Biden Job Somewhat Disapprove	4%	(11)	10%	(28)	12%	(36)	16%	(46)	59%	(171)	292
Biden Job Strongly Disapprove	4%	(28)	8%	(56)	9%	(65)	27%	(195)	53%	(389)	732
Favorable of Biden	6%	(67)	13%	(130)	11%	(115)	18%	(182)	52%	(544)	1038
Unfavorable of Biden	3%	(36)	8%	(87)	10%	(106)	23%	(241)	55%	(580)	1050
Very Favorable of Biden	10%	(46)	15%	(71)	13%	(60)	18%	(88)	45%	(212)	477
Somewhat Favorable of Biden	4%	(21)	11%	(59)	10%	(55)	17%	(94)	59%	(332)	561
Somewhat Unfavorable of Biden	3%	(8)	11%	(31)	11%	(31)	16%	(45)	59%	(164)	280
Very Unfavorable of Biden	4%	(28)	7%	(56)	10%	(74)	25%	(196)	54%	(416)	770
#1 Issue: Economy	5%	(42)	9%	(73)	10%	(84)	17%	(136)	59%	(487)	822
#1 Issue: Security	6%	(20)	8%	(26)	10%	(33)	25%	(80)	49%	(156)	316
#1 Issue: Health Care	7%	(20)	14%	(42)	9%	(26)	18%	(53)	52%	(153)	293
#1 Issue: Medicare / Social Security	3%	(7)	15%	(39)	10%	(26)	17%	(44)	55%	(143)	259
#1 Issue: Women's Issues	6%	(8)	6%	(8)	12%	(16)	24%	(32)	53%	(71)	136
#1 Issue: Education	3%	(3)	14%	(15)	16%	(18)	10%	(11)	57%	(63)	109
#1 Issue: Energy	2%	(3)	8%	(11)	9%	(11)	25%	(33)	55%	(73)	132
#1 Issue: Other	4%	(5)	7%	(10)	9%	(12)	28%	(38)	52%	(70)	134
2020 Vote: Joe Biden	5%	(48)	12%	(119)	13%	(125)	20%	(194)	50%	(494)	980
2020 Vote: Donald Trump	5%	(31)	8%	(58)	11%	(76)	24%	(163)	52%	(358)	685
2020 Vote: Other	3%	(2)	1%	(1)	6%	(5)	20%	(17)	70%	(59)	85
2020 Vote: Didn't Vote	6%	(27)	10%	(44)	5%	(20)	12%	(53)	68%	(301)	445
2018 House Vote: Democrat	5%	(40)	12%	(88)	15%	(107)	21%	(156)	47%	(348)	741
2018 House Vote: Republican	4%	(23)	8%	(48)	9%	(52)	26%	(156)	53%	(317)	596
2018 House Vote: Someone else	6%	(4)	4%	(3)	9%	(6)	18%	(12)	63%	(42)	67
2016 Vote: Hillary Clinton	6%	(41)	13%	(89)	14%	(95)	20%	(137)	47%	(325)	686
2016 Vote: Donald Trump	3%	(22)	9%	(59)	10%	(62)	25%	(162)	53%	(346)	651
2016 Vote: Other	2%	(2)	7%	(10)	16%	(21)	21%	(28)	54%	(72)	133
2016 Vote: Didn't Vote	6%	(43)	9%	(66)	7%	(48)	14%	(100)	65%	(473)	730

Continued on next page

Table MCTE1_8: Do you have a favorable or unfavorable opinion of each of the following?*Meta*

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	5%	(108)	10%	(223)	10%	(226)	19%	(427)	55%	(1216)	2200
Voted in 2014: Yes	5%	(57)	10%	(117)	12%	(148)	23%	(282)	50%	(609)	1214
Voted in 2014: No	5%	(51)	11%	(106)	8%	(79)	15%	(145)	61%	(606)	986
4-Region: Northeast	3%	(12)	12%	(47)	10%	(40)	24%	(95)	51%	(200)	394
4-Region: Midwest	5%	(24)	9%	(41)	10%	(48)	21%	(95)	55%	(254)	462
4-Region: South	6%	(48)	10%	(86)	9%	(72)	16%	(132)	59%	(485)	824
4-Region: West	5%	(24)	9%	(48)	13%	(66)	20%	(104)	53%	(277)	520
SRH Metaverse	9%	(77)	16%	(130)	13%	(107)	26%	(212)	35%	(282)	808
SRH Meta Rebrand	7%	(92)	14%	(182)	14%	(173)	26%	(329)	39%	(506)	1282
SRH Facebook Files	8%	(77)	13%	(131)	14%	(134)	26%	(255)	39%	(380)	976

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

**Table MCTE2_1: How much have you seen, read or heard about each of the following?
Facebook shifting its focus from social media to virtual reality**

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	10%	(229)	28%	(624)	24%	(536)	37%	(811)	2200
Gender: Male	12%	(130)	33%	(350)	26%	(275)	29%	(307)	1062
Gender: Female	9%	(99)	24%	(274)	23%	(261)	44%	(504)	1138
Age: 18-34	16%	(107)	31%	(200)	20%	(128)	34%	(220)	655
Age: 35-44	12%	(43)	30%	(107)	25%	(90)	33%	(119)	358
Age: 45-64	7%	(55)	26%	(197)	26%	(196)	40%	(303)	751
Age: 65+	6%	(24)	28%	(121)	28%	(122)	39%	(169)	436
GenZers: 1997-2012	16%	(35)	31%	(69)	16%	(36)	37%	(83)	222
Millennials: 1981-1996	16%	(102)	31%	(201)	23%	(148)	31%	(205)	655
GenXers: 1965-1980	9%	(51)	26%	(149)	25%	(143)	39%	(222)	565
Baby Boomers: 1946-1964	5%	(36)	27%	(184)	27%	(183)	41%	(278)	681
PID: Dem (no lean)	14%	(112)	31%	(244)	25%	(204)	30%	(240)	801
PID: Ind (no lean)	9%	(70)	27%	(207)	22%	(167)	42%	(320)	763
PID: Rep (no lean)	7%	(47)	27%	(173)	26%	(164)	40%	(252)	636
PID/Gender: Dem Men	17%	(69)	35%	(137)	26%	(105)	22%	(86)	398
PID/Gender: Dem Women	11%	(43)	27%	(107)	25%	(99)	38%	(154)	403
PID/Gender: Ind Men	10%	(34)	33%	(114)	22%	(77)	35%	(121)	346
PID/Gender: Ind Women	9%	(35)	22%	(92)	22%	(90)	48%	(199)	417
PID/Gender: Rep Men	8%	(26)	31%	(98)	29%	(93)	32%	(100)	317
PID/Gender: Rep Women	6%	(21)	24%	(75)	23%	(72)	47%	(151)	319
Ideo: Liberal (1-3)	15%	(91)	37%	(232)	23%	(144)	25%	(158)	625
Ideo: Moderate (4)	12%	(78)	27%	(178)	23%	(156)	38%	(256)	668
Ideo: Conservative (5-7)	7%	(50)	26%	(176)	28%	(190)	38%	(259)	675
Educ: < College	9%	(135)	26%	(392)	25%	(372)	41%	(614)	1512
Educ: Bachelors degree	13%	(59)	32%	(142)	25%	(112)	29%	(131)	444
Educ: Post-grad	15%	(36)	37%	(90)	21%	(51)	27%	(67)	244
Income: Under 50k	8%	(108)	26%	(328)	25%	(323)	40%	(517)	1276
Income: 50k-100k	12%	(73)	29%	(187)	23%	(149)	36%	(227)	636
Income: 100k+	16%	(47)	38%	(109)	22%	(64)	23%	(68)	288
Ethnicity: White	9%	(161)	28%	(489)	25%	(425)	38%	(648)	1722
Ethnicity: Hispanic	16%	(57)	33%	(114)	22%	(78)	29%	(101)	349
Ethnicity: Black	16%	(43)	28%	(77)	22%	(62)	34%	(93)	274

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**Table MCTE2_1: How much have you seen, read or heard about each of the following?
 Facebook shifting its focus from social media to virtual reality**

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	10%	(229)	28%	(624)	24%	(536)	37%	(811)	2200
Ethnicity: Other	12%	(25)	29%	(59)	24%	(50)	35%	(71)	204
All Christian	10%	(94)	29%	(263)	24%	(219)	37%	(339)	915
All Non-Christian	19%	(19)	34%	(36)	21%	(21)	26%	(27)	103
Atheist	11%	(14)	40%	(51)	27%	(34)	23%	(29)	129
Agnostic/Nothing in particular	10%	(64)	28%	(178)	24%	(154)	38%	(241)	637
Something Else	9%	(38)	23%	(96)	26%	(107)	42%	(175)	416
Religious Non-Protestant/Catholic	16%	(19)	32%	(39)	22%	(27)	30%	(37)	124
Evangelical	12%	(66)	25%	(139)	21%	(116)	42%	(229)	550
Non-Evangelical	9%	(65)	28%	(211)	27%	(201)	36%	(271)	747
Community: Urban	17%	(103)	27%	(168)	25%	(152)	31%	(189)	613
Community: Suburban	9%	(87)	31%	(315)	25%	(251)	36%	(366)	1019
Community: Rural	7%	(39)	25%	(141)	23%	(133)	45%	(256)	568
Employ: Private Sector	13%	(94)	34%	(235)	23%	(158)	30%	(212)	699
Employ: Government	10%	(11)	33%	(39)	24%	(28)	34%	(40)	118
Employ: Self-Employed	15%	(30)	30%	(61)	23%	(46)	33%	(66)	202
Employ: Homemaker	9%	(13)	24%	(35)	22%	(33)	45%	(67)	147
Employ: Student	10%	(8)	33%	(25)	19%	(15)	38%	(30)	78
Employ: Retired	5%	(26)	27%	(135)	28%	(137)	40%	(199)	497
Employ: Unemployed	9%	(26)	19%	(53)	27%	(74)	45%	(123)	276
Employ: Other	12%	(22)	22%	(41)	25%	(45)	41%	(75)	183
Military HH: Yes	8%	(27)	31%	(104)	26%	(88)	35%	(118)	337
Military HH: No	11%	(203)	28%	(520)	24%	(448)	37%	(693)	1863
RD/WT: Right Direction	14%	(120)	33%	(274)	24%	(195)	29%	(240)	829
RD/WT: Wrong Track	8%	(110)	26%	(350)	25%	(341)	42%	(571)	1371
Biden Job Approve	13%	(133)	32%	(332)	24%	(251)	31%	(316)	1031
Biden Job Disapprove	9%	(92)	26%	(262)	26%	(266)	39%	(404)	1024
Biden Job Strongly Approve	19%	(83)	32%	(142)	20%	(88)	29%	(126)	438
Biden Job Somewhat Approve	8%	(50)	32%	(190)	27%	(163)	32%	(190)	593
Biden Job Somewhat Disapprove	10%	(30)	26%	(76)	25%	(73)	39%	(113)	292
Biden Job Strongly Disapprove	8%	(62)	25%	(186)	26%	(193)	40%	(291)	732

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**Table MCTE2_1: How much have you seen, read or heard about each of the following?
Facebook shifting its focus from social media to virtual reality**

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	10%	(229)	28%	(624)	24%	(536)	37%	(811)	2200
Favorable of Biden	13%	(137)	31%	(327)	24%	(248)	32%	(327)	1038
Unfavorable of Biden	8%	(88)	27%	(284)	25%	(265)	39%	(413)	1050
Very Favorable of Biden	16%	(77)	31%	(149)	22%	(105)	30%	(145)	477
Somewhat Favorable of Biden	11%	(59)	32%	(178)	25%	(142)	32%	(182)	561
Somewhat Unfavorable of Biden	7%	(21)	32%	(90)	22%	(62)	38%	(107)	280
Very Unfavorable of Biden	9%	(67)	25%	(194)	26%	(203)	40%	(306)	770
#1 Issue: Economy	11%	(93)	28%	(233)	24%	(196)	37%	(300)	822
#1 Issue: Security	8%	(27)	22%	(69)	25%	(78)	45%	(142)	316
#1 Issue: Health Care	12%	(36)	33%	(97)	22%	(64)	33%	(97)	293
#1 Issue: Medicare / Social Security	6%	(16)	28%	(73)	31%	(80)	35%	(90)	259
#1 Issue: Women's Issues	6%	(9)	28%	(38)	25%	(34)	40%	(55)	136
#1 Issue: Education	16%	(18)	35%	(38)	21%	(23)	28%	(31)	109
#1 Issue: Energy	12%	(16)	34%	(45)	24%	(32)	30%	(40)	132
#1 Issue: Other	11%	(15)	24%	(32)	23%	(30)	42%	(57)	134
2020 Vote: Joe Biden	12%	(116)	33%	(321)	26%	(252)	30%	(292)	980
2020 Vote: Donald Trump	8%	(56)	29%	(201)	24%	(167)	38%	(260)	685
2020 Vote: Other	12%	(10)	22%	(19)	24%	(20)	42%	(36)	85
2020 Vote: Didn't Vote	11%	(47)	18%	(82)	21%	(95)	50%	(221)	445
2018 House Vote: Democrat	15%	(109)	34%	(255)	24%	(178)	27%	(198)	741
2018 House Vote: Republican	7%	(41)	28%	(166)	26%	(152)	40%	(237)	596
2018 House Vote: Someone else	8%	(6)	12%	(8)	28%	(19)	51%	(34)	67
2016 Vote: Hillary Clinton	12%	(85)	34%	(233)	26%	(176)	28%	(193)	686
2016 Vote: Donald Trump	8%	(52)	26%	(172)	27%	(173)	39%	(253)	651
2016 Vote: Other	13%	(17)	24%	(32)	22%	(30)	41%	(54)	133
2016 Vote: Didn't Vote	10%	(75)	26%	(186)	22%	(157)	43%	(311)	730
Voted in 2014: Yes	11%	(128)	29%	(358)	26%	(314)	34%	(414)	1214
Voted in 2014: No	10%	(102)	27%	(266)	22%	(222)	40%	(397)	986
4-Region: Northeast	13%	(50)	26%	(104)	27%	(106)	34%	(135)	394
4-Region: Midwest	7%	(34)	29%	(134)	25%	(116)	38%	(178)	462
4-Region: South	10%	(84)	26%	(217)	24%	(196)	40%	(327)	824
4-Region: West	12%	(61)	32%	(169)	23%	(118)	33%	(172)	520

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Table MCTE2_1: *How much have you seen, read or heard about each of the following?
Facebook shifting its focus from social media to virtual reality*

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	10%	(229)	28%	(624)	24%	(536)	37%	(811)	2200
SRH Metaverse	25%	(203)	56%	(449)	14%	(112)	5%	(43)	808
SRH Meta Rebrand	16%	(207)	40%	(513)	24%	(302)	20%	(259)	1282
SRH Facebook Files	19%	(190)	43%	(422)	22%	(210)	16%	(154)	976

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

**Table MCTE2_2: How much have you seen, read or heard about each of the following?
Facebook's virtual reality project, metaverse, which would allow users to interact with each other in a computer-generated environment**

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	11%	(241)	26%	(566)	25%	(552)	38%	(840)	2200
Gender: Male	14%	(150)	29%	(303)	26%	(279)	31%	(330)	1062
Gender: Female	8%	(91)	23%	(263)	24%	(274)	45%	(510)	1138
Age: 18-34	15%	(100)	28%	(185)	21%	(137)	36%	(233)	655
Age: 35-44	14%	(51)	28%	(100)	22%	(80)	35%	(127)	358
Age: 45-64	9%	(65)	23%	(169)	25%	(190)	43%	(326)	751
Age: 65+	6%	(25)	26%	(112)	33%	(146)	35%	(153)	436
GenZers: 1997-2012	14%	(30)	27%	(60)	21%	(46)	39%	(86)	222
Millennials: 1981-1996	16%	(105)	30%	(194)	21%	(136)	34%	(220)	655
GenXers: 1965-1980	11%	(62)	21%	(121)	28%	(156)	40%	(226)	565
Baby Boomers: 1946-1964	5%	(37)	25%	(172)	27%	(187)	42%	(286)	681
PID: Dem (no lean)	15%	(118)	29%	(232)	26%	(205)	31%	(247)	801
PID: Ind (no lean)	10%	(73)	23%	(177)	25%	(187)	43%	(326)	763
PID: Rep (no lean)	8%	(51)	25%	(158)	25%	(160)	42%	(267)	636
PID/Gender: Dem Men	18%	(73)	31%	(123)	27%	(109)	23%	(92)	398
PID/Gender: Dem Women	11%	(45)	27%	(108)	24%	(96)	38%	(154)	403
PID/Gender: Ind Men	11%	(40)	26%	(92)	26%	(89)	36%	(126)	346
PID/Gender: Ind Women	8%	(33)	20%	(85)	24%	(98)	48%	(200)	417
PID/Gender: Rep Men	12%	(37)	28%	(88)	25%	(80)	35%	(112)	317
PID/Gender: Rep Women	4%	(13)	22%	(70)	25%	(80)	49%	(155)	319
Ideo: Liberal (1-3)	15%	(94)	32%	(202)	25%	(159)	27%	(170)	625
Ideo: Moderate (4)	12%	(78)	27%	(179)	26%	(172)	36%	(239)	668
Ideo: Conservative (5-7)	9%	(61)	24%	(160)	25%	(171)	42%	(282)	675
Educ: < College	9%	(135)	23%	(354)	25%	(385)	42%	(638)	1512
Educ: Bachelors degree	14%	(64)	30%	(132)	26%	(114)	30%	(135)	444
Educ: Post-grad	17%	(42)	33%	(81)	22%	(54)	28%	(67)	244
Income: Under 50k	9%	(109)	24%	(304)	25%	(321)	42%	(541)	1276
Income: 50k-100k	13%	(83)	25%	(159)	27%	(169)	35%	(225)	636
Income: 100k+	17%	(49)	36%	(103)	22%	(62)	26%	(74)	288
Ethnicity: White	10%	(177)	25%	(439)	26%	(441)	39%	(666)	1722
Ethnicity: Hispanic	14%	(50)	31%	(107)	24%	(86)	31%	(107)	349
Ethnicity: Black	16%	(45)	25%	(68)	22%	(61)	37%	(100)	274

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Table MCTE2_2: How much have you seen, read or heard about each of the following?
 Facebook's virtual reality project, metaverse, which would allow users to interact with each other in a computer-generated environment

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	11%	(241)	26%	(566)	25%	(552)	38%	(840)	2200
Ethnicity: Other	10%	(20)	29%	(60)	25%	(51)	36%	(73)	204
All Christian	11%	(97)	26%	(241)	26%	(241)	37%	(336)	915
All Non-Christian	26%	(27)	33%	(34)	12%	(13)	29%	(30)	103
Atheist	11%	(14)	32%	(41)	31%	(40)	26%	(34)	129
Agnostic/Nothing in particular	11%	(68)	24%	(152)	25%	(161)	40%	(256)	637
Something Else	9%	(35)	24%	(98)	24%	(99)	44%	(183)	416
Religious Non-Protestant/Catholic	21%	(27)	35%	(43)	12%	(15)	32%	(39)	124
Evangelical	12%	(65)	23%	(126)	21%	(118)	44%	(242)	550
Non-Evangelical	9%	(66)	27%	(201)	29%	(215)	35%	(265)	747
Community: Urban	15%	(94)	30%	(185)	21%	(127)	34%	(207)	613
Community: Suburban	11%	(109)	26%	(268)	27%	(273)	36%	(369)	1019
Community: Rural	7%	(39)	20%	(113)	27%	(153)	46%	(264)	568
Employ: Private Sector	15%	(103)	31%	(214)	23%	(159)	32%	(223)	699
Employ: Government	13%	(15)	25%	(29)	29%	(34)	33%	(39)	118
Employ: Self-Employed	15%	(31)	31%	(62)	25%	(50)	29%	(59)	202
Employ: Homemaker	6%	(9)	20%	(30)	25%	(36)	49%	(72)	147
Employ: Student	11%	(9)	27%	(21)	19%	(15)	42%	(33)	78
Employ: Retired	7%	(35)	25%	(123)	30%	(150)	38%	(188)	497
Employ: Unemployed	8%	(23)	18%	(51)	24%	(67)	49%	(135)	276
Employ: Other	9%	(16)	20%	(36)	22%	(40)	50%	(91)	183
Military HH: Yes	11%	(38)	30%	(100)	25%	(85)	34%	(113)	337
Military HH: No	11%	(204)	25%	(466)	25%	(467)	39%	(726)	1863
RD/WT: Right Direction	16%	(136)	28%	(233)	25%	(208)	30%	(252)	829
RD/WT: Wrong Track	8%	(105)	24%	(334)	25%	(344)	43%	(588)	1371
Biden Job Approve	15%	(154)	30%	(308)	24%	(251)	31%	(319)	1031
Biden Job Disapprove	8%	(85)	24%	(245)	26%	(265)	42%	(429)	1024
Biden Job Strongly Approve	23%	(100)	28%	(121)	25%	(110)	25%	(107)	438
Biden Job Somewhat Approve	9%	(54)	31%	(187)	24%	(141)	36%	(211)	593
Biden Job Somewhat Disapprove	6%	(18)	25%	(73)	29%	(84)	40%	(117)	292
Biden Job Strongly Disapprove	9%	(67)	24%	(172)	25%	(180)	43%	(312)	732

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**Table MCTE2_2: How much have you seen, read or heard about each of the following?
Facebook's virtual reality project, metaverse, which would allow users to interact with each other in a computer-generated environment**

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	11%	(241)	26%	(566)	25%	(552)	38%	(840)	2200
Favorable of Biden	14%	(148)	29%	(305)	24%	(251)	32%	(334)	1038
Unfavorable of Biden	9%	(90)	23%	(246)	26%	(272)	42%	(441)	1050
Very Favorable of Biden	19%	(92)	28%	(133)	25%	(121)	27%	(131)	477
Somewhat Favorable of Biden	10%	(56)	31%	(173)	23%	(129)	36%	(204)	561
Somewhat Unfavorable of Biden	7%	(20)	24%	(67)	27%	(75)	42%	(117)	280
Very Unfavorable of Biden	9%	(69)	23%	(179)	26%	(197)	42%	(325)	770
#1 Issue: Economy	11%	(89)	26%	(217)	26%	(218)	36%	(298)	822
#1 Issue: Security	9%	(30)	22%	(69)	23%	(71)	46%	(146)	316
#1 Issue: Health Care	15%	(43)	31%	(91)	18%	(53)	36%	(106)	293
#1 Issue: Medicare / Social Security	5%	(14)	23%	(60)	33%	(87)	38%	(98)	259
#1 Issue: Women's Issues	11%	(15)	31%	(42)	18%	(25)	40%	(54)	136
#1 Issue: Education	15%	(16)	24%	(27)	25%	(27)	36%	(39)	109
#1 Issue: Energy	14%	(19)	24%	(31)	30%	(40)	32%	(42)	132
#1 Issue: Other	12%	(16)	22%	(29)	24%	(32)	42%	(57)	134
2020 Vote: Joe Biden	14%	(137)	30%	(295)	26%	(251)	30%	(298)	980
2020 Vote: Donald Trump	9%	(60)	25%	(172)	27%	(182)	40%	(271)	685
2020 Vote: Other	11%	(10)	13%	(11)	28%	(24)	48%	(41)	85
2020 Vote: Didn't Vote	8%	(34)	20%	(88)	22%	(96)	51%	(226)	445
2018 House Vote: Democrat	16%	(117)	32%	(236)	25%	(188)	27%	(200)	741
2018 House Vote: Republican	9%	(51)	25%	(151)	25%	(149)	41%	(245)	596
2018 House Vote: Someone else	4%	(2)	10%	(7)	31%	(20)	55%	(37)	67
2016 Vote: Hillary Clinton	15%	(100)	31%	(213)	27%	(183)	28%	(190)	686
2016 Vote: Donald Trump	9%	(61)	25%	(163)	25%	(160)	41%	(267)	651
2016 Vote: Other	10%	(13)	22%	(29)	27%	(35)	42%	(55)	133
2016 Vote: Didn't Vote	9%	(67)	22%	(161)	24%	(173)	45%	(328)	730
Voted in 2014: Yes	12%	(145)	28%	(342)	25%	(307)	35%	(420)	1214
Voted in 2014: No	10%	(97)	23%	(224)	25%	(246)	43%	(419)	986
4-Region: Northeast	15%	(60)	25%	(100)	24%	(95)	35%	(138)	394
4-Region: Midwest	10%	(46)	27%	(123)	24%	(113)	39%	(180)	462
4-Region: South	8%	(68)	24%	(198)	27%	(222)	41%	(336)	824
4-Region: West	13%	(67)	28%	(145)	24%	(123)	36%	(186)	520

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Table MCTE2_2: *How much have you seen, read or heard about each of the following?**Facebook's virtual reality project, metaverse, which would allow users to interact with each other in a computer-generated environment*

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	11%	(241)	26%	(566)	25%	(552)	38%	(840)	2200
SRH Metaverse	30%	(241)	70%	(566)	—	(0)	—	(0)	808
SRH Meta Rebrand	17%	(223)	39%	(496)	26%	(332)	18%	(230)	1282
SRH Facebook Files	22%	(212)	39%	(386)	23%	(221)	16%	(158)	976

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

**Table MCTE2_3: How much have you seen, read or heard about each of the following?
Facebook changing its name to Meta**

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	22%	(475)	37%	(807)	17%	(376)	25%	(542)	2200
Gender: Male	24%	(260)	37%	(391)	18%	(193)	21%	(219)	1062
Gender: Female	19%	(215)	37%	(416)	16%	(183)	28%	(324)	1138
Age: 18-34	25%	(161)	29%	(191)	17%	(115)	29%	(189)	655
Age: 35-44	20%	(72)	34%	(120)	19%	(69)	27%	(97)	358
Age: 45-64	19%	(145)	40%	(297)	16%	(118)	25%	(191)	751
Age: 65+	22%	(98)	45%	(198)	17%	(74)	15%	(66)	436
GenZers: 1997-2012	28%	(62)	22%	(50)	15%	(34)	35%	(77)	222
Millennials: 1981-1996	22%	(145)	33%	(214)	19%	(124)	26%	(172)	655
GenXers: 1965-1980	20%	(111)	39%	(218)	16%	(88)	26%	(148)	565
Baby Boomers: 1946-1964	20%	(139)	42%	(288)	17%	(116)	20%	(139)	681
PID: Dem (no lean)	25%	(199)	37%	(298)	15%	(124)	22%	(180)	801
PID: Ind (no lean)	20%	(155)	32%	(245)	18%	(134)	30%	(229)	763
PID: Rep (no lean)	19%	(121)	41%	(263)	19%	(118)	21%	(134)	636
PID/Gender: Dem Men	27%	(107)	36%	(143)	18%	(70)	20%	(78)	398
PID/Gender: Dem Women	23%	(93)	38%	(155)	13%	(54)	25%	(101)	403
PID/Gender: Ind Men	24%	(83)	35%	(121)	18%	(63)	23%	(80)	346
PID/Gender: Ind Women	17%	(72)	30%	(125)	17%	(70)	36%	(150)	417
PID/Gender: Rep Men	22%	(70)	40%	(127)	19%	(59)	19%	(61)	317
PID/Gender: Rep Women	16%	(50)	43%	(136)	19%	(59)	23%	(73)	319
Ideo: Liberal (1-3)	28%	(173)	41%	(254)	15%	(95)	16%	(103)	625
Ideo: Moderate (4)	21%	(138)	37%	(245)	19%	(127)	24%	(158)	668
Ideo: Conservative (5-7)	21%	(141)	39%	(265)	17%	(118)	22%	(151)	675
Educ: < College	19%	(280)	35%	(522)	19%	(280)	28%	(429)	1512
Educ: Bachelors degree	26%	(116)	40%	(180)	14%	(63)	19%	(85)	444
Educ: Post-grad	32%	(79)	43%	(105)	13%	(32)	12%	(28)	244
Income: Under 50k	18%	(226)	34%	(432)	19%	(243)	29%	(376)	1276
Income: 50k-100k	25%	(161)	38%	(241)	17%	(108)	20%	(127)	636
Income: 100k+	31%	(88)	47%	(135)	9%	(25)	14%	(40)	288
Ethnicity: White	21%	(368)	39%	(664)	16%	(281)	24%	(408)	1722
Ethnicity: Hispanic	20%	(70)	31%	(110)	20%	(69)	29%	(100)	349
Ethnicity: Black	27%	(73)	23%	(62)	21%	(57)	30%	(83)	274

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**Table MCTE2_3: How much have you seen, read or heard about each of the following?
 Facebook changing its name to Meta**

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	22%	(475)	37%	(807)	17%	(376)	25%	(542)	2200
Ethnicity: Other	17%	(34)	40%	(81)	18%	(38)	25%	(51)	204
All Christian	23%	(210)	38%	(345)	17%	(153)	23%	(207)	915
All Non-Christian	35%	(36)	38%	(39)	13%	(13)	15%	(15)	103
Atheist	25%	(32)	44%	(57)	16%	(20)	16%	(20)	129
Agnostic/Nothing in particular	19%	(124)	35%	(221)	19%	(122)	27%	(170)	637
Something Else	18%	(73)	35%	(145)	16%	(68)	31%	(129)	416
Religious Non-Protestant/Catholic	30%	(37)	36%	(45)	18%	(22)	16%	(20)	124
Evangelical	20%	(108)	35%	(192)	16%	(89)	29%	(161)	550
Non-Evangelical	23%	(173)	38%	(286)	16%	(121)	22%	(167)	747
Community: Urban	25%	(156)	35%	(212)	17%	(102)	23%	(143)	613
Community: Suburban	22%	(225)	40%	(407)	16%	(164)	22%	(223)	1019
Community: Rural	17%	(94)	33%	(188)	19%	(110)	31%	(176)	568
Employ: Private Sector	24%	(170)	40%	(278)	15%	(106)	21%	(146)	699
Employ: Government	22%	(26)	44%	(52)	16%	(19)	18%	(22)	118
Employ: Self-Employed	28%	(56)	31%	(63)	18%	(36)	24%	(48)	202
Employ: Homemaker	16%	(24)	37%	(55)	19%	(28)	28%	(41)	147
Employ: Student	22%	(17)	23%	(18)	12%	(9)	42%	(33)	78
Employ: Retired	22%	(110)	44%	(216)	17%	(84)	17%	(87)	497
Employ: Unemployed	17%	(46)	28%	(76)	23%	(64)	32%	(89)	276
Employ: Other	15%	(27)	27%	(50)	16%	(29)	42%	(77)	183
Military HH: Yes	23%	(79)	37%	(125)	17%	(59)	22%	(74)	337
Military HH: No	21%	(396)	37%	(682)	17%	(317)	25%	(468)	1863
RD/WT: Right Direction	25%	(208)	37%	(305)	17%	(145)	21%	(171)	829
RD/WT: Wrong Track	19%	(267)	37%	(501)	17%	(231)	27%	(371)	1371
Biden Job Approve	24%	(252)	37%	(382)	17%	(170)	22%	(227)	1031
Biden Job Disapprove	21%	(210)	39%	(395)	17%	(176)	24%	(243)	1024
Biden Job Strongly Approve	31%	(137)	36%	(158)	13%	(59)	19%	(84)	438
Biden Job Somewhat Approve	19%	(115)	38%	(224)	19%	(112)	24%	(143)	593
Biden Job Somewhat Disapprove	22%	(63)	38%	(109)	19%	(57)	21%	(62)	292
Biden Job Strongly Disapprove	20%	(147)	39%	(286)	16%	(119)	25%	(180)	732

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**Table MCTE2_3: How much have you seen, read or heard about each of the following?
Facebook changing its name to Meta**

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	22%	(475)	37%	(807)	17%	(376)	25%	(542)	2200
Favorable of Biden	26%	(272)	36%	(379)	16%	(165)	21%	(223)	1038
Unfavorable of Biden	19%	(196)	39%	(406)	17%	(184)	25%	(264)	1050
Very Favorable of Biden	31%	(150)	34%	(164)	14%	(66)	20%	(97)	477
Somewhat Favorable of Biden	22%	(122)	38%	(215)	18%	(99)	22%	(126)	561
Somewhat Unfavorable of Biden	17%	(48)	37%	(103)	22%	(60)	24%	(68)	280
Very Unfavorable of Biden	19%	(148)	39%	(303)	16%	(123)	25%	(196)	770
#1 Issue: Economy	22%	(179)	36%	(296)	17%	(136)	26%	(211)	822
#1 Issue: Security	20%	(64)	33%	(104)	21%	(67)	25%	(80)	316
#1 Issue: Health Care	24%	(72)	36%	(105)	18%	(53)	22%	(64)	293
#1 Issue: Medicare / Social Security	19%	(49)	45%	(116)	17%	(45)	19%	(49)	259
#1 Issue: Women's Issues	22%	(30)	39%	(52)	16%	(21)	24%	(32)	136
#1 Issue: Education	22%	(24)	33%	(36)	11%	(12)	34%	(38)	109
#1 Issue: Energy	19%	(26)	39%	(52)	19%	(25)	22%	(30)	132
#1 Issue: Other	24%	(32)	33%	(44)	14%	(18)	30%	(40)	134
2020 Vote: Joe Biden	25%	(244)	39%	(383)	15%	(152)	21%	(201)	980
2020 Vote: Donald Trump	21%	(143)	41%	(282)	17%	(120)	20%	(140)	685
2020 Vote: Other	15%	(13)	24%	(21)	29%	(24)	32%	(27)	85
2020 Vote: Didn't Vote	17%	(75)	27%	(120)	18%	(79)	39%	(171)	445
2018 House Vote: Democrat	27%	(198)	41%	(307)	14%	(107)	17%	(129)	741
2018 House Vote: Republican	21%	(125)	42%	(247)	18%	(106)	20%	(118)	596
2018 House Vote: Someone else	15%	(10)	28%	(19)	21%	(14)	36%	(24)	67
2016 Vote: Hillary Clinton	26%	(181)	42%	(290)	14%	(93)	18%	(122)	686
2016 Vote: Donald Trump	20%	(132)	40%	(258)	20%	(128)	21%	(134)	651
2016 Vote: Other	20%	(27)	35%	(46)	18%	(24)	27%	(35)	133
2016 Vote: Didn't Vote	18%	(134)	29%	(213)	18%	(131)	34%	(251)	730
Voted in 2014: Yes	23%	(279)	41%	(501)	17%	(207)	19%	(226)	1214
Voted in 2014: No	20%	(196)	31%	(306)	17%	(169)	32%	(316)	986
4-Region: Northeast	26%	(101)	38%	(148)	15%	(60)	21%	(84)	394
4-Region: Midwest	23%	(104)	36%	(167)	17%	(80)	24%	(111)	462
4-Region: South	19%	(155)	35%	(288)	18%	(151)	28%	(230)	824
4-Region: West	22%	(116)	39%	(203)	16%	(85)	22%	(117)	520

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Table MCTE2_3: How much have you seen, read or heard about each of the following?*Facebook changing its name to Meta*

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	22%	(475)	37%	(807)	17%	(376)	25%	(542)	2200
SRH Metaverse	41%	(331)	48%	(388)	7%	(60)	4%	(29)	808
SRH Meta Rebrand	37%	(475)	63%	(807)	—	(0)	—	(0)	1282
SRH Facebook Files	35%	(341)	46%	(453)	11%	(104)	8%	(79)	976

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

Table MCTE2_4: *How much have you seen, read or heard about each of the following?
The 'Facebook Files' and "Facebook Papers", a series of reports from multiple news outlets based on leaked internal Facebook research that has led to increased regulatory scrutiny*

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	14%	(315)	30%	(661)	21%	(464)	35%	(760)	2200
Gender: Male	18%	(191)	34%	(358)	21%	(227)	27%	(285)	1062
Gender: Female	11%	(124)	27%	(303)	21%	(237)	42%	(474)	1138
Age: 18-34	17%	(110)	25%	(166)	22%	(144)	36%	(236)	655
Age: 35-44	15%	(54)	29%	(104)	18%	(65)	38%	(134)	358
Age: 45-64	13%	(100)	31%	(231)	21%	(154)	35%	(265)	751
Age: 65+	12%	(51)	37%	(160)	23%	(101)	28%	(124)	436
GenZers: 1997-2012	18%	(41)	20%	(44)	21%	(46)	41%	(91)	222
Millennials: 1981-1996	16%	(106)	28%	(186)	22%	(141)	34%	(222)	655
GenXers: 1965-1980	14%	(78)	30%	(170)	21%	(120)	35%	(197)	565
Baby Boomers: 1946-1964	12%	(85)	34%	(232)	21%	(140)	33%	(225)	681
PID: Dem (no lean)	20%	(158)	33%	(266)	20%	(160)	27%	(217)	801
PID: Ind (no lean)	12%	(92)	28%	(215)	20%	(153)	40%	(303)	763
PID: Rep (no lean)	10%	(66)	28%	(180)	24%	(151)	38%	(239)	636
PID/Gender: Dem Men	23%	(93)	35%	(139)	19%	(77)	22%	(89)	398
PID/Gender: Dem Women	16%	(65)	32%	(127)	21%	(83)	32%	(128)	403
PID/Gender: Ind Men	16%	(55)	33%	(115)	21%	(71)	30%	(105)	346
PID/Gender: Ind Women	9%	(37)	24%	(101)	20%	(82)	47%	(198)	417
PID/Gender: Rep Men	14%	(43)	33%	(105)	25%	(79)	28%	(90)	317
PID/Gender: Rep Women	7%	(22)	24%	(75)	23%	(72)	47%	(149)	319
Ideo: Liberal (1-3)	23%	(141)	38%	(240)	17%	(106)	22%	(138)	625
Ideo: Moderate (4)	13%	(86)	29%	(195)	24%	(157)	34%	(230)	668
Ideo: Conservative (5-7)	11%	(78)	29%	(197)	23%	(158)	36%	(242)	675
Educ: < College	11%	(163)	28%	(427)	22%	(326)	39%	(596)	1512
Educ: Bachelors degree	19%	(84)	36%	(158)	21%	(94)	24%	(109)	444
Educ: Post-grad	28%	(68)	32%	(77)	18%	(44)	22%	(55)	244
Income: Under 50k	10%	(131)	27%	(343)	22%	(284)	41%	(517)	1276
Income: 50k-100k	19%	(124)	32%	(202)	21%	(131)	28%	(179)	636
Income: 100k+	21%	(60)	40%	(116)	17%	(49)	22%	(63)	288
Ethnicity: White	14%	(234)	30%	(522)	21%	(369)	35%	(596)	1722
Ethnicity: Hispanic	21%	(75)	28%	(99)	20%	(71)	30%	(104)	349

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Table MCTE2_4: How much have you seen, read or heard about each of the following?

The 'Facebook Files' and "Facebook Papers", a series of reports from multiple news outlets based on leaked internal Facebook research that has led to increased regulatory scrutiny

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	14%	(315)	30%	(661)	21%	(464)	35%	(760)	2200
Ethnicity: Black	18%	(48)	29%	(80)	21%	(56)	33%	(90)	274
Ethnicity: Other	16%	(33)	29%	(60)	19%	(38)	36%	(74)	204
All Christian	16%	(143)	31%	(284)	21%	(190)	33%	(298)	915
All Non-Christian	30%	(31)	29%	(30)	16%	(16)	26%	(27)	103
Atheist	20%	(26)	40%	(52)	17%	(22)	22%	(29)	129
Agnostic/Nothing in particular	12%	(75)	30%	(190)	21%	(136)	37%	(237)	637
Something Else	10%	(41)	26%	(106)	24%	(99)	41%	(169)	416
Religious Non-Protestant/Catholic	30%	(38)	26%	(33)	13%	(16)	30%	(37)	124
Evangelical	15%	(81)	27%	(147)	20%	(108)	39%	(214)	550
Non-Evangelical	13%	(94)	31%	(235)	24%	(179)	32%	(239)	747
Community: Urban	20%	(122)	27%	(165)	22%	(136)	31%	(189)	613
Community: Suburban	13%	(135)	35%	(352)	21%	(213)	31%	(320)	1019
Community: Rural	10%	(58)	25%	(144)	20%	(115)	44%	(251)	568
Employ: Private Sector	17%	(120)	35%	(244)	19%	(135)	29%	(201)	699
Employ: Government	18%	(22)	27%	(32)	23%	(28)	32%	(37)	118
Employ: Self-Employed	27%	(56)	24%	(49)	19%	(38)	30%	(60)	202
Employ: Homemaker	6%	(8)	24%	(36)	22%	(32)	48%	(71)	147
Employ: Student	13%	(10)	26%	(20)	17%	(13)	44%	(34)	78
Employ: Retired	12%	(62)	35%	(175)	22%	(111)	30%	(149)	497
Employ: Unemployed	6%	(17)	25%	(70)	23%	(65)	45%	(125)	276
Employ: Other	12%	(22)	20%	(37)	23%	(42)	45%	(82)	183
Military HH: Yes	16%	(52)	33%	(112)	22%	(72)	30%	(100)	337
Military HH: No	14%	(263)	30%	(550)	21%	(392)	35%	(659)	1863
RD/WT: Right Direction	19%	(154)	34%	(278)	20%	(169)	27%	(228)	829
RD/WT: Wrong Track	12%	(161)	28%	(383)	22%	(295)	39%	(532)	1371
Biden Job Approve	18%	(189)	35%	(359)	20%	(205)	27%	(278)	1031
Biden Job Disapprove	12%	(121)	28%	(284)	22%	(228)	38%	(390)	1024

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Table MCTE2_4: How much have you seen, read or heard about each of the following?

The 'Facebook Files' and "Facebook Papers", a series of reports from multiple news outlets based on leaked internal Facebook research that has led to increased regulatory scrutiny

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	14%	(315)	30%	(661)	21%	(464)	35%	(760)	2200
Biden Job Strongly Approve	26%	(112)	35%	(155)	16%	(69)	23%	(102)	438
Biden Job Somewhat Approve	13%	(77)	34%	(204)	23%	(136)	30%	(176)	593
Biden Job Somewhat Disapprove	12%	(34)	26%	(77)	25%	(72)	37%	(109)	292
Biden Job Strongly Disapprove	12%	(87)	28%	(207)	21%	(156)	38%	(281)	732
Favorable of Biden	19%	(193)	34%	(357)	19%	(201)	28%	(287)	1038
Unfavorable of Biden	11%	(117)	28%	(296)	22%	(229)	39%	(407)	1050
Very Favorable of Biden	25%	(121)	35%	(168)	15%	(72)	24%	(115)	477
Somewhat Favorable of Biden	13%	(72)	34%	(188)	23%	(129)	31%	(172)	561
Somewhat Unfavorable of Biden	11%	(32)	27%	(75)	21%	(58)	41%	(114)	280
Very Unfavorable of Biden	11%	(85)	29%	(221)	22%	(171)	38%	(293)	770
#1 Issue: Economy	13%	(109)	29%	(238)	22%	(178)	36%	(297)	822
#1 Issue: Security	13%	(40)	25%	(80)	23%	(74)	39%	(122)	316
#1 Issue: Health Care	17%	(51)	36%	(104)	18%	(52)	29%	(85)	293
#1 Issue: Medicare / Social Security	11%	(27)	31%	(79)	26%	(67)	33%	(85)	259
#1 Issue: Women's Issues	14%	(19)	28%	(38)	17%	(23)	41%	(55)	136
#1 Issue: Education	16%	(17)	27%	(29)	23%	(25)	34%	(38)	109
#1 Issue: Energy	20%	(26)	39%	(51)	18%	(24)	24%	(31)	132
#1 Issue: Other	19%	(25)	31%	(42)	15%	(21)	35%	(47)	134
2020 Vote: Joe Biden	19%	(187)	36%	(355)	19%	(181)	26%	(257)	980
2020 Vote: Donald Trump	12%	(84)	30%	(204)	23%	(156)	35%	(241)	685
2020 Vote: Other	6%	(5)	22%	(19)	25%	(21)	48%	(41)	85
2020 Vote: Didn't Vote	9%	(39)	18%	(82)	24%	(106)	49%	(218)	445
2018 House Vote: Democrat	22%	(164)	36%	(266)	20%	(145)	22%	(166)	741
2018 House Vote: Republican	13%	(77)	32%	(191)	20%	(120)	35%	(207)	596
2018 House Vote: Someone else	4%	(3)	12%	(8)	26%	(17)	58%	(39)	67
2016 Vote: Hillary Clinton	20%	(138)	36%	(247)	20%	(137)	24%	(165)	686
2016 Vote: Donald Trump	12%	(80)	31%	(202)	22%	(143)	35%	(226)	651
2016 Vote: Other	14%	(18)	32%	(43)	21%	(28)	33%	(43)	133
2016 Vote: Didn't Vote	11%	(78)	23%	(170)	21%	(157)	45%	(325)	730

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Table MCTE2_4: How much have you seen, read or heard about each of the following?

The 'Facebook Files' and "Facebook Papers", a series of reports from multiple news outlets based on leaked internal Facebook research that has led to increased regulatory scrutiny

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	14%	(315)	30%	(661)	21%	(464)	35%	(760)	2200
Voted in 2014: Yes	17%	(207)	33%	(398)	21%	(251)	30%	(358)	1214
Voted in 2014: No	11%	(108)	27%	(264)	22%	(213)	41%	(401)	986
4-Region: Northeast	16%	(61)	27%	(108)	23%	(89)	34%	(135)	394
4-Region: Midwest	13%	(58)	30%	(139)	21%	(95)	37%	(170)	462
4-Region: South	13%	(109)	30%	(247)	20%	(169)	36%	(300)	824
4-Region: West	17%	(87)	32%	(168)	21%	(111)	30%	(154)	520
SRH Metaverse	30%	(239)	44%	(358)	16%	(131)	10%	(80)	808
SRH Meta Rebrand	21%	(269)	41%	(525)	20%	(252)	18%	(236)	1282
SRH Facebook Files	32%	(315)	68%	(661)	—	(0)	—	(0)	976

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

Table MCTE2_5: How much have you seen, read or heard about each of the following?

A whistleblower who formerly worked for Facebook testifying before Congress in October 2021 on the harms Facebook poses to teenagers and the general public

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	23%	(509)	36%	(796)	18%	(388)	23%	(507)	2200
Gender: Male	28%	(297)	37%	(393)	18%	(196)	17%	(176)	1062
Gender: Female	19%	(212)	35%	(403)	17%	(192)	29%	(331)	1138
Age: 18-34	24%	(159)	29%	(190)	16%	(104)	31%	(202)	655
Age: 35-44	15%	(55)	37%	(134)	22%	(79)	25%	(90)	358
Age: 45-64	23%	(172)	37%	(279)	19%	(139)	21%	(161)	751
Age: 65+	28%	(123)	44%	(194)	15%	(66)	12%	(53)	436
GenZers: 1997-2012	23%	(50)	25%	(56)	12%	(26)	41%	(90)	222
Millennials: 1981-1996	22%	(144)	34%	(224)	19%	(125)	25%	(162)	655
GenXers: 1965-1980	20%	(112)	36%	(204)	19%	(110)	25%	(140)	565
Baby Boomers: 1946-1964	27%	(184)	40%	(275)	17%	(116)	16%	(106)	681
PID: Dem (no lean)	28%	(226)	38%	(304)	16%	(130)	18%	(141)	801
PID: Ind (no lean)	21%	(163)	31%	(235)	19%	(147)	29%	(218)	763
PID: Rep (no lean)	19%	(119)	41%	(258)	18%	(111)	23%	(148)	636
PID/Gender: Dem Men	34%	(136)	33%	(130)	20%	(78)	13%	(53)	398
PID/Gender: Dem Women	22%	(90)	43%	(173)	13%	(52)	22%	(88)	403
PID/Gender: Ind Men	27%	(93)	35%	(123)	18%	(61)	20%	(70)	346
PID/Gender: Ind Women	17%	(70)	27%	(112)	21%	(86)	36%	(149)	417
PID/Gender: Rep Men	21%	(67)	44%	(140)	18%	(57)	17%	(53)	317
PID/Gender: Rep Women	16%	(52)	37%	(118)	17%	(54)	30%	(95)	319
Ideo: Liberal (1-3)	32%	(199)	38%	(238)	16%	(98)	14%	(90)	625
Ideo: Moderate (4)	24%	(162)	35%	(235)	19%	(126)	22%	(146)	668
Ideo: Conservative (5-7)	20%	(132)	43%	(290)	17%	(117)	20%	(135)	675
Educ: < College	19%	(294)	34%	(518)	19%	(283)	28%	(416)	1512
Educ: Bachelors degree	28%	(126)	41%	(181)	17%	(74)	14%	(62)	444
Educ: Post-grad	36%	(88)	40%	(97)	13%	(31)	12%	(28)	244
Income: Under 50k	19%	(236)	33%	(422)	19%	(249)	29%	(368)	1276
Income: 50k-100k	28%	(178)	38%	(244)	17%	(105)	17%	(109)	636
Income: 100k+	33%	(94)	45%	(130)	12%	(34)	10%	(29)	288
Ethnicity: White	22%	(384)	38%	(652)	17%	(300)	22%	(385)	1722
Ethnicity: Hispanic	25%	(87)	32%	(110)	18%	(61)	26%	(91)	349

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Table MCTE2_5: How much have you seen, read or heard about each of the following?

A whistleblower who formerly worked for Facebook testifying before Congress in October 2021 on the harms Facebook poses to teenagers and the general public

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	23%	(509)	36%	(796)	18%	(388)	23%	(507)	2200
Ethnicity: Black	26%	(71)	30%	(81)	18%	(50)	27%	(73)	274
Ethnicity: Other	26%	(53)	31%	(63)	19%	(39)	24%	(49)	204
All Christian	25%	(230)	38%	(350)	17%	(158)	19%	(177)	915
All Non-Christian	28%	(28)	40%	(42)	13%	(14)	19%	(20)	103
Atheist	37%	(48)	38%	(49)	10%	(13)	15%	(20)	129
Agnostic/Nothing in particular	20%	(129)	35%	(221)	20%	(124)	26%	(163)	637
Something Else	18%	(73)	33%	(135)	19%	(80)	31%	(127)	416
Religious Non-Protestant/Catholic	26%	(32)	43%	(53)	11%	(14)	20%	(25)	124
Evangelical	22%	(121)	34%	(189)	16%	(88)	28%	(151)	550
Non-Evangelical	23%	(174)	38%	(282)	20%	(148)	19%	(143)	747
Community: Urban	25%	(153)	34%	(206)	20%	(123)	21%	(130)	613
Community: Suburban	24%	(246)	41%	(413)	15%	(156)	20%	(204)	1019
Community: Rural	19%	(109)	31%	(177)	19%	(110)	30%	(172)	568
Employ: Private Sector	23%	(161)	41%	(287)	18%	(126)	18%	(126)	699
Employ: Government	25%	(30)	35%	(42)	17%	(20)	23%	(27)	118
Employ: Self-Employed	32%	(64)	33%	(67)	15%	(31)	20%	(41)	202
Employ: Homemaker	17%	(25)	32%	(47)	16%	(23)	35%	(52)	147
Employ: Student	24%	(19)	31%	(24)	14%	(11)	31%	(24)	78
Employ: Retired	28%	(137)	42%	(209)	15%	(75)	15%	(75)	497
Employ: Unemployed	13%	(36)	28%	(76)	24%	(67)	35%	(96)	276
Employ: Other	20%	(36)	25%	(45)	20%	(36)	36%	(65)	183
Military HH: Yes	28%	(93)	38%	(128)	18%	(60)	17%	(56)	337
Military HH: No	22%	(415)	36%	(669)	18%	(328)	24%	(451)	1863
RD/WT: Right Direction	28%	(229)	38%	(315)	16%	(131)	18%	(153)	829
RD/WT: Wrong Track	20%	(279)	35%	(481)	19%	(257)	26%	(354)	1371
Biden Job Approve	27%	(283)	38%	(390)	17%	(174)	18%	(185)	1031
Biden Job Disapprove	21%	(214)	37%	(381)	19%	(190)	23%	(239)	1024

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Table MCTE2_5: How much have you seen, read or heard about each of the following?

A whistleblower who formerly worked for Facebook testifying before Congress in October 2021 on the harms Facebook poses to teenagers and the general public

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	23%	(509)	36%	(796)	18%	(388)	23%	(507)	2200
Biden Job Strongly Approve	36%	(157)	36%	(159)	14%	(60)	14%	(62)	438
Biden Job Somewhat Approve	21%	(126)	39%	(230)	19%	(114)	21%	(123)	593
Biden Job Somewhat Disapprove	23%	(67)	34%	(101)	19%	(54)	24%	(70)	292
Biden Job Strongly Disapprove	20%	(147)	38%	(280)	18%	(135)	23%	(169)	732
Favorable of Biden	27%	(283)	38%	(396)	17%	(172)	18%	(188)	1038
Unfavorable of Biden	21%	(216)	36%	(377)	19%	(198)	25%	(258)	1050
Very Favorable of Biden	33%	(159)	37%	(175)	15%	(72)	15%	(71)	477
Somewhat Favorable of Biden	22%	(124)	39%	(221)	18%	(100)	21%	(116)	561
Somewhat Unfavorable of Biden	23%	(65)	32%	(90)	16%	(46)	28%	(79)	280
Very Unfavorable of Biden	20%	(151)	37%	(288)	20%	(153)	23%	(179)	770
#1 Issue: Economy	23%	(192)	33%	(274)	19%	(153)	25%	(203)	822
#1 Issue: Security	18%	(58)	40%	(126)	22%	(69)	20%	(62)	316
#1 Issue: Health Care	23%	(67)	39%	(115)	15%	(45)	23%	(66)	293
#1 Issue: Medicare / Social Security	26%	(67)	40%	(103)	15%	(39)	19%	(50)	259
#1 Issue: Women's Issues	22%	(30)	33%	(45)	18%	(24)	27%	(36)	136
#1 Issue: Education	18%	(19)	37%	(41)	14%	(15)	31%	(34)	109
#1 Issue: Energy	29%	(38)	35%	(46)	19%	(24)	17%	(23)	132
#1 Issue: Other	28%	(37)	35%	(47)	13%	(18)	24%	(32)	134
2020 Vote: Joe Biden	29%	(283)	40%	(388)	16%	(153)	16%	(156)	980
2020 Vote: Donald Trump	21%	(142)	42%	(288)	17%	(118)	20%	(137)	685
2020 Vote: Other	15%	(12)	25%	(21)	29%	(25)	31%	(26)	85
2020 Vote: Didn't Vote	16%	(70)	22%	(98)	21%	(92)	41%	(184)	445
2018 House Vote: Democrat	31%	(230)	40%	(293)	14%	(107)	15%	(111)	741
2018 House Vote: Republican	20%	(122)	43%	(257)	18%	(105)	19%	(112)	596
2018 House Vote: Someone else	13%	(9)	21%	(14)	29%	(19)	37%	(25)	67
2016 Vote: Hillary Clinton	31%	(214)	39%	(268)	16%	(107)	14%	(98)	686
2016 Vote: Donald Trump	20%	(131)	42%	(274)	17%	(112)	21%	(134)	651
2016 Vote: Other	18%	(24)	44%	(58)	18%	(24)	21%	(27)	133
2016 Vote: Didn't Vote	19%	(140)	27%	(196)	20%	(146)	34%	(248)	730

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Table MCTE2_5: *How much have you seen, read or heard about each of the following?*
A whistleblower who formerly worked for Facebook testifying before Congress in October 2021 on the harms Facebook poses to teenagers and the general public

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	23%	(509)	36%	(796)	18%	(388)	23%	(507)	2200
Voted in 2014: Yes	26%	(313)	40%	(491)	16%	(197)	18%	(212)	1214
Voted in 2014: No	20%	(196)	31%	(305)	19%	(191)	30%	(294)	986
4-Region: Northeast	23%	(92)	37%	(144)	18%	(69)	22%	(88)	394
4-Region: Midwest	23%	(106)	35%	(162)	18%	(83)	24%	(111)	462
4-Region: South	22%	(185)	35%	(287)	18%	(148)	25%	(204)	824
4-Region: West	24%	(125)	39%	(203)	17%	(88)	20%	(104)	520
SRH Metaverse	38%	(310)	45%	(362)	11%	(86)	6%	(49)	808
SRH Meta Rebrand	34%	(439)	44%	(569)	12%	(154)	9%	(121)	1282
SRH Facebook Files	42%	(407)	49%	(481)	7%	(66)	2%	(22)	976

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

Table MCTE3: Here is a picture of the new Meta logo and naming. Do you have a favorable or unfavorable opinion of the new logo?

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	9%	(200)	23%	(510)	15%	(338)	15%	(328)	37%	(824)	2200
Gender: Male	13%	(135)	24%	(252)	15%	(157)	15%	(155)	34%	(363)	1062
Gender: Female	6%	(65)	23%	(258)	16%	(181)	15%	(172)	41%	(461)	1138
Age: 18-34	15%	(96)	25%	(166)	16%	(104)	17%	(111)	27%	(179)	655
Age: 35-44	14%	(51)	26%	(94)	15%	(52)	13%	(46)	32%	(114)	358
Age: 45-64	6%	(44)	21%	(159)	16%	(117)	16%	(118)	42%	(314)	751
Age: 65+	2%	(9)	21%	(91)	15%	(65)	12%	(53)	50%	(218)	436
GenZers: 1997-2012	15%	(34)	29%	(65)	19%	(42)	12%	(26)	24%	(54)	222
Millennials: 1981-1996	15%	(95)	25%	(162)	14%	(89)	18%	(116)	29%	(193)	655
GenXers: 1965-1980	9%	(52)	22%	(124)	16%	(89)	15%	(83)	38%	(217)	565
Baby Boomers: 1946-1964	3%	(18)	21%	(145)	16%	(107)	13%	(89)	47%	(322)	681
PID: Dem (no lean)	13%	(102)	25%	(201)	16%	(125)	12%	(98)	34%	(275)	801
PID: Ind (no lean)	6%	(48)	19%	(147)	16%	(120)	17%	(130)	42%	(318)	763
PID: Rep (no lean)	8%	(51)	25%	(161)	15%	(93)	16%	(100)	36%	(231)	636
PID/Gender: Dem Men	18%	(71)	28%	(110)	15%	(59)	11%	(44)	29%	(114)	398
PID/Gender: Dem Women	8%	(31)	23%	(92)	16%	(65)	13%	(54)	40%	(161)	403
PID/Gender: Ind Men	6%	(22)	18%	(61)	17%	(58)	17%	(60)	42%	(145)	346
PID/Gender: Ind Women	6%	(25)	21%	(86)	15%	(63)	17%	(70)	42%	(173)	417
PID/Gender: Rep Men	13%	(42)	25%	(81)	13%	(40)	16%	(52)	33%	(103)	317
PID/Gender: Rep Women	3%	(9)	25%	(80)	17%	(53)	15%	(49)	40%	(127)	319
Ideo: Liberal (1-3)	13%	(82)	24%	(151)	17%	(109)	16%	(101)	29%	(183)	625
Ideo: Moderate (4)	10%	(64)	26%	(175)	16%	(108)	10%	(69)	38%	(252)	668
Ideo: Conservative (5-7)	6%	(43)	22%	(150)	14%	(94)	18%	(122)	39%	(266)	675
Educ: < College	9%	(131)	22%	(335)	14%	(215)	15%	(224)	40%	(606)	1512
Educ: Bachelors degree	9%	(40)	27%	(121)	17%	(74)	14%	(62)	33%	(147)	444
Educ: Post-grad	12%	(29)	22%	(53)	20%	(48)	17%	(42)	29%	(71)	244
Income: Under 50k	8%	(105)	23%	(290)	15%	(191)	15%	(189)	39%	(501)	1276
Income: 50k-100k	9%	(60)	24%	(155)	14%	(87)	15%	(96)	37%	(238)	636
Income: 100k+	12%	(35)	22%	(64)	21%	(60)	15%	(43)	30%	(85)	288
Ethnicity: White	8%	(142)	24%	(417)	16%	(269)	15%	(255)	37%	(638)	1722
Ethnicity: Hispanic	16%	(56)	31%	(108)	8%	(27)	17%	(60)	28%	(98)	349
Ethnicity: Black	11%	(30)	17%	(47)	17%	(46)	14%	(38)	41%	(113)	274

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Table MCTE3: Here is a picture of the new Meta logo and naming. Do you have a favorable or unfavorable opinion of the new logo?

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	9%	(200)	23%	(510)	15%	(338)	15%	(328)	37%	(824)	2200
Ethnicity: Other	14%	(28)	22%	(46)	11%	(23)	17%	(35)	36%	(73)	204
All Christian	9%	(85)	25%	(224)	14%	(127)	13%	(122)	39%	(358)	915
All Non-Christian	20%	(21)	22%	(22)	14%	(14)	14%	(15)	30%	(31)	103
Atheist	9%	(12)	20%	(26)	22%	(28)	20%	(26)	28%	(36)	129
Agnostic/Nothing in particular	7%	(47)	23%	(149)	18%	(113)	14%	(90)	37%	(238)	637
Something Else	8%	(35)	21%	(88)	13%	(56)	18%	(75)	39%	(161)	416
Religious Non-Protestant/Catholic	18%	(22)	20%	(25)	15%	(19)	17%	(21)	30%	(37)	124
Evangelical	13%	(69)	23%	(126)	14%	(76)	14%	(75)	37%	(204)	550
Non-Evangelical	6%	(49)	24%	(181)	13%	(99)	15%	(113)	41%	(304)	747
Community: Urban	17%	(101)	22%	(132)	14%	(83)	13%	(80)	35%	(216)	613
Community: Suburban	6%	(65)	23%	(237)	18%	(179)	15%	(157)	37%	(381)	1019
Community: Rural	6%	(34)	25%	(141)	13%	(76)	16%	(90)	40%	(228)	568
Employ: Private Sector	13%	(88)	27%	(188)	14%	(100)	15%	(105)	31%	(218)	699
Employ: Government	11%	(13)	30%	(35)	20%	(24)	12%	(14)	28%	(33)	118
Employ: Self-Employed	13%	(27)	23%	(47)	13%	(26)	21%	(43)	29%	(60)	202
Employ: Homemaker	9%	(13)	19%	(28)	16%	(23)	16%	(24)	41%	(60)	147
Employ: Student	12%	(9)	25%	(20)	22%	(17)	15%	(12)	25%	(19)	78
Employ: Retired	3%	(13)	20%	(98)	17%	(83)	15%	(75)	46%	(228)	497
Employ: Unemployed	10%	(28)	22%	(60)	16%	(43)	10%	(29)	42%	(116)	276
Employ: Other	5%	(9)	19%	(34)	12%	(23)	15%	(27)	49%	(90)	183
Military HH: Yes	11%	(37)	21%	(71)	15%	(51)	14%	(48)	39%	(130)	337
Military HH: No	9%	(163)	24%	(439)	15%	(287)	15%	(280)	37%	(694)	1863
RD/WT: Right Direction	17%	(137)	26%	(213)	13%	(110)	12%	(97)	33%	(272)	829
RD/WT: Wrong Track	5%	(63)	22%	(297)	17%	(228)	17%	(231)	40%	(552)	1371
Biden Job Approve	14%	(140)	26%	(265)	14%	(149)	13%	(132)	34%	(346)	1031
Biden Job Disapprove	5%	(56)	22%	(226)	17%	(174)	18%	(181)	38%	(388)	1024
Biden Job Strongly Approve	22%	(98)	21%	(90)	13%	(56)	10%	(45)	34%	(149)	438
Biden Job Somewhat Approve	7%	(42)	29%	(175)	16%	(92)	15%	(87)	33%	(197)	593
Biden Job Somewhat Disapprove	4%	(12)	25%	(72)	24%	(71)	11%	(31)	36%	(107)	292
Biden Job Strongly Disapprove	6%	(44)	21%	(154)	14%	(104)	20%	(150)	38%	(282)	732

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Table MCTE3: Here is a picture of the new Meta logo and naming. Do you have a favorable or unfavorable opinion of the new logo?

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	9%	(200)	23%	(510)	15%	(338)	15%	(328)	37%	(824)	2200
Favorable of Biden	13%	(139)	24%	(252)	15%	(152)	13%	(135)	35%	(361)	1038
Unfavorable of Biden	6%	(59)	23%	(239)	16%	(172)	17%	(183)	38%	(397)	1050
Very Favorable of Biden	20%	(93)	20%	(96)	13%	(60)	12%	(56)	36%	(171)	477
Somewhat Favorable of Biden	8%	(45)	28%	(155)	16%	(92)	14%	(78)	34%	(190)	561
Somewhat Unfavorable of Biden	6%	(18)	25%	(71)	22%	(63)	12%	(33)	34%	(95)	280
Very Unfavorable of Biden	5%	(41)	22%	(168)	14%	(109)	19%	(150)	39%	(302)	770
#1 Issue: Economy	8%	(62)	24%	(201)	18%	(147)	12%	(98)	38%	(314)	822
#1 Issue: Security	9%	(29)	20%	(64)	12%	(38)	21%	(66)	38%	(119)	316
#1 Issue: Health Care	14%	(41)	24%	(71)	15%	(44)	16%	(48)	31%	(90)	293
#1 Issue: Medicare / Social Security	5%	(14)	20%	(53)	15%	(40)	12%	(31)	47%	(122)	259
#1 Issue: Women's Issues	12%	(17)	18%	(24)	15%	(20)	19%	(25)	36%	(49)	136
#1 Issue: Education	13%	(14)	33%	(36)	12%	(13)	11%	(12)	31%	(34)	109
#1 Issue: Energy	16%	(21)	23%	(30)	14%	(19)	15%	(20)	32%	(42)	132
#1 Issue: Other	3%	(4)	23%	(31)	13%	(18)	21%	(28)	40%	(54)	134
2020 Vote: Joe Biden	11%	(110)	25%	(240)	16%	(157)	14%	(134)	35%	(339)	980
2020 Vote: Donald Trump	7%	(45)	25%	(168)	14%	(96)	17%	(114)	38%	(262)	685
2020 Vote: Other	7%	(6)	12%	(10)	31%	(26)	13%	(11)	38%	(32)	85
2020 Vote: Didn't Vote	8%	(38)	20%	(91)	13%	(59)	15%	(68)	43%	(189)	445
2018 House Vote: Democrat	12%	(88)	23%	(173)	17%	(125)	14%	(104)	34%	(251)	741
2018 House Vote: Republican	6%	(33)	24%	(144)	13%	(79)	18%	(108)	39%	(231)	596
2018 House Vote: Someone else	3%	(2)	11%	(7)	16%	(11)	11%	(7)	59%	(39)	67
2016 Vote: Hillary Clinton	10%	(72)	24%	(165)	16%	(107)	14%	(98)	36%	(244)	686
2016 Vote: Donald Trump	7%	(45)	23%	(152)	13%	(86)	17%	(109)	40%	(259)	651
2016 Vote: Other	5%	(7)	21%	(28)	17%	(23)	17%	(22)	40%	(53)	133
2016 Vote: Didn't Vote	10%	(76)	23%	(165)	17%	(122)	14%	(99)	37%	(268)	730
Voted in 2014: Yes	8%	(97)	23%	(285)	15%	(178)	16%	(191)	38%	(463)	1214
Voted in 2014: No	10%	(103)	23%	(225)	16%	(161)	14%	(136)	37%	(361)	986
4-Region: Northeast	9%	(37)	22%	(87)	16%	(61)	15%	(59)	38%	(150)	394
4-Region: Midwest	7%	(33)	23%	(105)	16%	(75)	14%	(65)	40%	(186)	462
4-Region: South	8%	(68)	23%	(191)	14%	(114)	14%	(118)	40%	(333)	824
4-Region: West	12%	(63)	25%	(128)	17%	(88)	17%	(86)	30%	(155)	520

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Table MCTE3: Here is a picture of the new Meta logo and naming. Do you have a favorable or unfavorable opinion of the new logo?

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	9%	(200)	23%	(510)	15%	(338)	15%	(328)	37%	(824)	2200
SRH Metaverse	16%	(131)	27%	(218)	15%	(120)	17%	(139)	25%	(200)	808
SRH Meta Rebrand	11%	(139)	25%	(319)	15%	(193)	17%	(220)	32%	(411)	1282
SRH Facebook Files	14%	(134)	24%	(230)	15%	(142)	18%	(175)	30%	(295)	976

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

Table MCTE4: *And do you have a favorable or unfavorable opinion of the new name, Meta?*

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	7%	(159)	18%	(396)	20%	(445)	20%	(442)	34%	(758)	2200
Gender: Male	11%	(114)	20%	(217)	19%	(206)	20%	(208)	30%	(317)	1062
Gender: Female	4%	(45)	16%	(178)	21%	(239)	21%	(234)	39%	(442)	1138
Age: 18-34	11%	(70)	21%	(139)	19%	(126)	24%	(160)	25%	(161)	655
Age: 35-44	13%	(47)	21%	(75)	19%	(68)	17%	(59)	30%	(108)	358
Age: 45-64	4%	(29)	16%	(118)	21%	(157)	20%	(149)	40%	(299)	751
Age: 65+	3%	(13)	15%	(64)	21%	(94)	17%	(75)	44%	(191)	436
GenZers: 1997-2012	11%	(24)	25%	(55)	15%	(34)	21%	(48)	27%	(60)	222
Millennials: 1981-1996	11%	(74)	20%	(132)	20%	(132)	23%	(149)	26%	(168)	655
GenXers: 1965-1980	8%	(44)	16%	(92)	20%	(113)	19%	(109)	37%	(207)	565
Baby Boomers: 1946-1964	2%	(15)	15%	(102)	22%	(151)	18%	(123)	42%	(289)	681
PID: Dem (no lean)	11%	(87)	22%	(176)	19%	(154)	16%	(125)	32%	(259)	801
PID: Ind (no lean)	4%	(32)	15%	(114)	19%	(143)	24%	(185)	38%	(289)	763
PID: Rep (no lean)	6%	(40)	17%	(105)	23%	(147)	21%	(133)	33%	(211)	636
PID/Gender: Dem Men	17%	(68)	25%	(100)	16%	(64)	16%	(62)	26%	(104)	398
PID/Gender: Dem Women	5%	(19)	19%	(77)	22%	(91)	16%	(63)	38%	(154)	403
PID/Gender: Ind Men	5%	(16)	16%	(54)	20%	(69)	24%	(83)	36%	(124)	346
PID/Gender: Ind Women	4%	(15)	14%	(60)	18%	(75)	24%	(102)	40%	(165)	417
PID/Gender: Rep Men	9%	(30)	20%	(63)	23%	(73)	20%	(63)	28%	(88)	317
PID/Gender: Rep Women	3%	(10)	13%	(42)	23%	(74)	22%	(70)	39%	(123)	319
Ideo: Liberal (1-3)	11%	(69)	19%	(118)	22%	(136)	22%	(138)	26%	(164)	625
Ideo: Moderate (4)	7%	(50)	23%	(156)	20%	(135)	16%	(104)	33%	(222)	668
Ideo: Conservative (5-7)	6%	(37)	15%	(103)	21%	(144)	22%	(151)	35%	(239)	675
Educ: < College	6%	(97)	17%	(261)	19%	(288)	20%	(296)	38%	(571)	1512
Educ: Bachelors degree	8%	(37)	22%	(96)	22%	(99)	19%	(84)	29%	(128)	444
Educ: Post-grad	10%	(25)	16%	(39)	24%	(58)	26%	(62)	24%	(59)	244
Income: Under 50k	6%	(75)	18%	(230)	19%	(247)	20%	(256)	37%	(468)	1276
Income: 50k-100k	8%	(50)	18%	(112)	20%	(130)	20%	(128)	34%	(216)	636
Income: 100k+	12%	(34)	19%	(54)	23%	(68)	20%	(58)	26%	(74)	288
Ethnicity: White	7%	(116)	18%	(305)	21%	(365)	20%	(352)	34%	(584)	1722
Ethnicity: Hispanic	14%	(50)	25%	(89)	11%	(38)	20%	(68)	30%	(104)	349
Ethnicity: Black	7%	(20)	19%	(53)	17%	(46)	17%	(46)	40%	(109)	274

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Table MCTE4: *And do you have a favorable or unfavorable opinion of the new name, Meta?*

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	7%	(159)	18%	(396)	20%	(445)	20%	(442)	34%	(758)	2200
Ethnicity: Other	11%	(23)	19%	(39)	16%	(33)	22%	(44)	32%	(65)	204
All Christian	9%	(80)	17%	(158)	20%	(181)	20%	(179)	35%	(317)	915
All Non-Christian	13%	(13)	21%	(22)	20%	(20)	17%	(17)	30%	(31)	103
Atheist	9%	(12)	21%	(27)	20%	(26)	27%	(35)	23%	(29)	129
Agnostic/Nothing in particular	5%	(30)	19%	(118)	21%	(133)	20%	(125)	36%	(231)	637
Something Else	5%	(23)	17%	(71)	21%	(85)	21%	(86)	36%	(151)	416
Religious Non-Protestant/Catholic	11%	(13)	19%	(23)	17%	(21)	22%	(27)	32%	(39)	124
Evangelical	10%	(57)	17%	(93)	21%	(113)	19%	(102)	34%	(185)	550
Non-Evangelical	6%	(46)	18%	(132)	20%	(149)	20%	(149)	36%	(271)	747
Community: Urban	14%	(86)	21%	(128)	16%	(99)	18%	(113)	30%	(186)	613
Community: Suburban	5%	(48)	17%	(175)	23%	(235)	21%	(210)	34%	(351)	1019
Community: Rural	4%	(24)	16%	(92)	20%	(111)	21%	(119)	39%	(221)	568
Employ: Private Sector	11%	(76)	22%	(154)	19%	(135)	20%	(142)	28%	(193)	699
Employ: Government	11%	(13)	25%	(30)	24%	(29)	16%	(19)	23%	(27)	118
Employ: Self-Employed	11%	(23)	15%	(30)	16%	(32)	27%	(55)	31%	(63)	202
Employ: Homemaker	7%	(10)	13%	(20)	24%	(35)	23%	(33)	34%	(49)	147
Employ: Student	4%	(3)	15%	(12)	26%	(20)	25%	(20)	29%	(23)	78
Employ: Retired	2%	(12)	14%	(72)	22%	(107)	20%	(98)	42%	(207)	497
Employ: Unemployed	6%	(17)	19%	(51)	22%	(60)	16%	(44)	38%	(104)	276
Employ: Other	2%	(5)	15%	(28)	15%	(28)	18%	(32)	50%	(91)	183
Military HH: Yes	10%	(33)	16%	(54)	21%	(70)	19%	(63)	35%	(116)	337
Military HH: No	7%	(125)	18%	(342)	20%	(375)	20%	(379)	34%	(642)	1863
RD/WT: Right Direction	13%	(107)	25%	(203)	17%	(144)	15%	(120)	31%	(254)	829
RD/WT: Wrong Track	4%	(51)	14%	(193)	22%	(301)	23%	(322)	37%	(504)	1371
Biden Job Approve	11%	(111)	23%	(240)	18%	(191)	16%	(167)	31%	(322)	1031
Biden Job Disapprove	4%	(46)	14%	(143)	23%	(239)	25%	(252)	34%	(344)	1024
Biden Job Strongly Approve	19%	(83)	21%	(90)	16%	(68)	15%	(64)	30%	(133)	438
Biden Job Somewhat Approve	5%	(28)	25%	(150)	21%	(122)	17%	(103)	32%	(190)	593
Biden Job Somewhat Disapprove	4%	(13)	15%	(43)	29%	(85)	20%	(59)	32%	(92)	292
Biden Job Strongly Disapprove	5%	(33)	14%	(100)	21%	(154)	26%	(194)	34%	(252)	732

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Table MCTE4: *And do you have a favorable or unfavorable opinion of the new name, Meta?*

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	7%	(159)	18%	(396)	20%	(445)	20%	(442)	34%	(758)	2200
Favorable of Biden	10%	(108)	21%	(223)	18%	(186)	18%	(185)	32%	(336)	1038
Unfavorable of Biden	5%	(49)	16%	(164)	23%	(239)	23%	(245)	34%	(352)	1050
Very Favorable of Biden	17%	(81)	19%	(89)	15%	(70)	18%	(84)	32%	(153)	477
Somewhat Favorable of Biden	5%	(26)	24%	(134)	21%	(116)	18%	(102)	33%	(183)	561
Somewhat Unfavorable of Biden	5%	(15)	18%	(52)	29%	(81)	18%	(50)	30%	(83)	280
Very Unfavorable of Biden	4%	(34)	15%	(113)	21%	(158)	25%	(195)	35%	(269)	770
#1 Issue: Economy	6%	(48)	20%	(160)	23%	(189)	16%	(134)	35%	(290)	822
#1 Issue: Security	7%	(22)	15%	(47)	21%	(68)	24%	(77)	32%	(102)	316
#1 Issue: Health Care	11%	(33)	19%	(57)	15%	(44)	24%	(69)	30%	(89)	293
#1 Issue: Medicare / Social Security	4%	(10)	19%	(48)	21%	(55)	17%	(45)	39%	(101)	259
#1 Issue: Women's Issues	6%	(8)	18%	(25)	21%	(28)	25%	(33)	30%	(41)	136
#1 Issue: Education	15%	(16)	23%	(25)	12%	(13)	18%	(20)	33%	(36)	109
#1 Issue: Energy	13%	(16)	17%	(22)	20%	(26)	17%	(23)	34%	(44)	132
#1 Issue: Other	3%	(5)	9%	(12)	15%	(21)	31%	(41)	42%	(56)	134
2020 Vote: Joe Biden	9%	(88)	21%	(207)	20%	(201)	18%	(179)	31%	(305)	980
2020 Vote: Donald Trump	6%	(43)	15%	(104)	23%	(157)	22%	(149)	34%	(231)	685
2020 Vote: Other	2%	(2)	14%	(12)	28%	(24)	24%	(21)	32%	(27)	85
2020 Vote: Didn't Vote	6%	(26)	16%	(72)	14%	(63)	21%	(94)	43%	(191)	445
2018 House Vote: Democrat	9%	(70)	21%	(155)	19%	(139)	20%	(147)	31%	(230)	741
2018 House Vote: Republican	5%	(30)	15%	(91)	22%	(132)	24%	(141)	34%	(202)	596
2018 House Vote: Someone else	1%	(1)	15%	(10)	15%	(10)	11%	(8)	58%	(39)	67
2016 Vote: Hillary Clinton	9%	(59)	21%	(143)	19%	(128)	19%	(133)	32%	(222)	686
2016 Vote: Donald Trump	6%	(38)	16%	(105)	21%	(140)	22%	(143)	35%	(226)	651
2016 Vote: Other	5%	(6)	17%	(22)	23%	(31)	22%	(29)	34%	(45)	133
2016 Vote: Didn't Vote	8%	(55)	17%	(126)	20%	(146)	19%	(138)	36%	(264)	730
Voted in 2014: Yes	7%	(88)	18%	(217)	20%	(237)	21%	(254)	34%	(418)	1214
Voted in 2014: No	7%	(71)	18%	(178)	21%	(208)	19%	(189)	34%	(340)	986
4-Region: Northeast	8%	(31)	19%	(76)	20%	(79)	22%	(85)	31%	(122)	394
4-Region: Midwest	6%	(29)	16%	(74)	22%	(102)	19%	(86)	37%	(171)	462
4-Region: South	6%	(51)	16%	(131)	20%	(162)	20%	(161)	39%	(319)	824
4-Region: West	9%	(48)	22%	(114)	20%	(102)	21%	(110)	28%	(146)	520

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Table MCTE4: *And do you have a favorable or unfavorable opinion of the new name, Meta?*

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	7%	(159)	18%	(396)	20%	(445)	20%	(442)	34%	(758)	2200
SRH Metaverse	14%	(110)	24%	(196)	19%	(153)	22%	(176)	21%	(173)	808
SRH Meta Rebrand	10%	(123)	20%	(251)	20%	(259)	23%	(293)	28%	(355)	1282
SRH Facebook Files	12%	(120)	20%	(191)	19%	(184)	23%	(229)	26%	(253)	976

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

Table MCTE5: Now that Facebook, Inc. has announced it is changing the name of its parent company to 'Meta', what do you think about the change?

Demographic	I think it is a good idea		I am unsure of the idea		I do not think it is a good idea		I do not have an opinion on the name change		Total N
Adults	11%	(235)	26%	(563)	28%	(614)	36%	(787)	2200
Gender: Male	15%	(158)	26%	(276)	25%	(269)	34%	(359)	1062
Gender: Female	7%	(77)	25%	(288)	30%	(345)	38%	(428)	1138
Age: 18-34	17%	(108)	26%	(170)	32%	(210)	26%	(167)	655
Age: 35-44	17%	(61)	26%	(93)	25%	(89)	32%	(115)	358
Age: 45-64	7%	(49)	27%	(202)	28%	(209)	39%	(291)	751
Age: 65+	4%	(16)	23%	(99)	24%	(106)	49%	(215)	436
GenZers: 1997-2012	19%	(42)	29%	(64)	25%	(55)	27%	(61)	222
Millennials: 1981-1996	17%	(114)	24%	(160)	32%	(209)	26%	(172)	655
GenXers: 1965-1980	9%	(51)	28%	(159)	28%	(160)	34%	(195)	565
Baby Boomers: 1946-1964	4%	(26)	24%	(167)	25%	(174)	46%	(315)	681
PID: Dem (no lean)	14%	(112)	27%	(213)	24%	(193)	35%	(284)	801
PID: Ind (no lean)	9%	(72)	25%	(190)	29%	(225)	36%	(276)	763
PID: Rep (no lean)	8%	(52)	25%	(160)	31%	(197)	36%	(227)	636
PID/Gender: Dem Men	22%	(86)	26%	(103)	22%	(86)	31%	(122)	398
PID/Gender: Dem Women	6%	(25)	27%	(109)	26%	(106)	40%	(162)	403
PID/Gender: Ind Men	9%	(31)	25%	(87)	28%	(95)	38%	(133)	346
PID/Gender: Ind Women	10%	(41)	25%	(103)	31%	(130)	34%	(143)	417
PID/Gender: Rep Men	13%	(40)	27%	(86)	28%	(87)	33%	(104)	317
PID/Gender: Rep Women	3%	(11)	23%	(75)	34%	(109)	39%	(123)	319
Ideo: Liberal (1-3)	12%	(74)	25%	(156)	31%	(195)	32%	(201)	625
Ideo: Moderate (4)	13%	(88)	28%	(185)	23%	(157)	36%	(239)	668
Ideo: Conservative (5-7)	8%	(53)	24%	(160)	32%	(217)	36%	(246)	675
Educ: < College	10%	(150)	25%	(380)	27%	(408)	38%	(574)	1512
Educ: Bachelors degree	12%	(53)	29%	(130)	28%	(123)	31%	(137)	444
Educ: Post-grad	13%	(32)	22%	(53)	34%	(84)	31%	(76)	244
Income: Under 50k	9%	(118)	25%	(321)	28%	(354)	38%	(483)	1276
Income: 50k-100k	12%	(74)	27%	(169)	28%	(181)	33%	(212)	636
Income: 100k+	15%	(43)	25%	(73)	28%	(80)	32%	(92)	288
Ethnicity: White	9%	(161)	26%	(448)	29%	(496)	36%	(617)	1722
Ethnicity: Hispanic	23%	(79)	24%	(84)	25%	(88)	28%	(98)	349

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Table MCTE5: Now that Facebook, Inc. has announced it is changing the name of its parent company to 'Meta', what do you think about the change?

Demographic	I think it is a good idea		I am unsure of the idea		I do not think it is a good idea		I do not have an opinion on the name change		Total N
Adults	11%	(235)	26%	(563)	28%	(614)	36%	(787)	2200
Ethnicity: Black	13%	(35)	26%	(71)	23%	(62)	39%	(106)	274
Ethnicity: Other	19%	(39)	22%	(44)	28%	(57)	32%	(65)	204
All Christian	11%	(100)	26%	(238)	27%	(250)	36%	(327)	915
All Non-Christian	21%	(22)	18%	(19)	21%	(21)	39%	(41)	103
Atheist	9%	(12)	22%	(28)	31%	(40)	38%	(48)	129
Agnostic/Nothing in particular	9%	(58)	27%	(170)	28%	(180)	36%	(229)	637
Something Else	10%	(43)	26%	(107)	30%	(123)	34%	(142)	416
Religious Non-Protestant/Catholic	18%	(22)	19%	(23)	25%	(30)	39%	(48)	124
Evangelical	14%	(75)	25%	(136)	29%	(160)	33%	(179)	550
Non-Evangelical	9%	(67)	27%	(200)	27%	(200)	37%	(280)	747
Community: Urban	20%	(121)	24%	(148)	25%	(150)	32%	(194)	613
Community: Suburban	7%	(69)	27%	(271)	29%	(298)	37%	(382)	1019
Community: Rural	8%	(46)	25%	(145)	29%	(166)	37%	(212)	568
Employ: Private Sector	16%	(109)	27%	(191)	28%	(193)	30%	(207)	699
Employ: Government	13%	(15)	32%	(37)	28%	(33)	28%	(33)	118
Employ: Self-Employed	13%	(26)	21%	(41)	31%	(63)	36%	(72)	202
Employ: Homemaker	5%	(7)	26%	(38)	34%	(49)	36%	(52)	147
Employ: Student	18%	(14)	30%	(23)	26%	(21)	26%	(20)	78
Employ: Retired	4%	(22)	24%	(120)	25%	(124)	46%	(230)	497
Employ: Unemployed	9%	(26)	27%	(76)	26%	(71)	37%	(103)	276
Employ: Other	9%	(17)	20%	(36)	33%	(61)	38%	(70)	183
Military HH: Yes	12%	(39)	25%	(85)	26%	(88)	37%	(124)	337
Military HH: No	10%	(196)	26%	(479)	28%	(526)	36%	(663)	1863
RD/WT: Right Direction	18%	(149)	27%	(223)	23%	(192)	32%	(265)	829
RD/WT: Wrong Track	6%	(87)	25%	(340)	31%	(422)	38%	(522)	1371
Biden Job Approve	15%	(155)	26%	(273)	25%	(255)	34%	(349)	1031
Biden Job Disapprove	7%	(76)	25%	(255)	33%	(336)	35%	(357)	1024

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Table MCTE5: Now that Facebook, Inc. has announced it is changing the name of its parent company to 'Meta', what do you think about the change?

Demographic	I think it is a good idea		I am unsure of the idea		I do not think it is a good idea		I do not have an opinion on the name change		Total N
Adults	11%	(235)	26%	(563)	28%	(614)	36%	(787)	2200
Biden Job Strongly Approve	22%	(98)	23%	(103)	20%	(88)	34%	(150)	438
Biden Job Somewhat Approve	10%	(57)	29%	(170)	28%	(167)	34%	(199)	593
Biden Job Somewhat Disapprove	8%	(25)	27%	(79)	29%	(85)	35%	(103)	292
Biden Job Strongly Disapprove	7%	(52)	24%	(176)	34%	(251)	35%	(254)	732
Favorable of Biden	14%	(149)	26%	(267)	25%	(262)	35%	(361)	1038
Unfavorable of Biden	8%	(85)	26%	(268)	32%	(333)	35%	(363)	1050
Very Favorable of Biden	19%	(88)	22%	(105)	22%	(104)	38%	(180)	477
Somewhat Favorable of Biden	11%	(61)	29%	(162)	28%	(158)	32%	(181)	561
Somewhat Unfavorable of Biden	9%	(26)	31%	(86)	25%	(71)	35%	(97)	280
Very Unfavorable of Biden	8%	(59)	24%	(183)	34%	(263)	34%	(265)	770
#1 Issue: Economy	11%	(89)	26%	(211)	28%	(230)	36%	(292)	822
#1 Issue: Security	9%	(29)	25%	(80)	33%	(104)	32%	(102)	316
#1 Issue: Health Care	16%	(47)	27%	(80)	27%	(80)	29%	(86)	293
#1 Issue: Medicare / Social Security	4%	(10)	26%	(67)	25%	(65)	45%	(117)	259
#1 Issue: Women's Issues	13%	(17)	18%	(25)	33%	(44)	36%	(49)	136
#1 Issue: Education	18%	(20)	29%	(31)	23%	(26)	30%	(33)	109
#1 Issue: Energy	13%	(17)	31%	(41)	21%	(27)	36%	(47)	132
#1 Issue: Other	4%	(6)	21%	(29)	29%	(39)	45%	(61)	134
2020 Vote: Joe Biden	13%	(131)	26%	(250)	26%	(257)	35%	(342)	980
2020 Vote: Donald Trump	8%	(51)	23%	(161)	33%	(224)	36%	(249)	685
2020 Vote: Other	2%	(2)	39%	(33)	23%	(19)	36%	(31)	85
2020 Vote: Didn't Vote	11%	(50)	27%	(119)	26%	(115)	36%	(161)	445
2018 House Vote: Democrat	13%	(98)	26%	(191)	27%	(200)	34%	(251)	741
2018 House Vote: Republican	7%	(41)	25%	(151)	32%	(190)	36%	(214)	596
2018 House Vote: Someone else	4%	(2)	27%	(18)	15%	(10)	55%	(37)	67
2016 Vote: Hillary Clinton	12%	(84)	27%	(189)	25%	(175)	35%	(239)	686
2016 Vote: Donald Trump	10%	(63)	23%	(153)	31%	(199)	36%	(237)	651
2016 Vote: Other	5%	(7)	27%	(36)	27%	(35)	41%	(55)	133
2016 Vote: Didn't Vote	11%	(81)	25%	(186)	28%	(206)	35%	(257)	730

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Table MCTE5: Now that Facebook, Inc. has announced it is changing the name of its parent company to 'Meta', what do you think about the change?

Demographic	I think it is a good idea		I am unsure of the idea		I do not think it is a good idea		I do not have an opinion on the name change		Total N
Adults	11%	(235)	26%	(563)	28%	(614)	36%	(787)	2200
Voted in 2014: Yes	10%	(125)	25%	(300)	28%	(335)	37%	(454)	1214
Voted in 2014: No	11%	(110)	27%	(264)	28%	(279)	34%	(334)	986
4-Region: Northeast	15%	(58)	23%	(90)	27%	(107)	35%	(138)	394
4-Region: Midwest	9%	(41)	27%	(123)	29%	(136)	35%	(162)	462
4-Region: South	9%	(71)	26%	(218)	28%	(234)	37%	(301)	824
4-Region: West	13%	(66)	25%	(131)	26%	(137)	36%	(186)	520
SRH Metaverse	21%	(167)	25%	(203)	28%	(230)	26%	(208)	808
SRH Meta Rebrand	13%	(166)	25%	(321)	30%	(387)	32%	(407)	1282
SRH Facebook Files	16%	(160)	23%	(221)	31%	(299)	30%	(296)	976

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

Table MCTE6: Based on what you know, how interested are you in using Facebook's new virtual reality project, metaverse, which would allow users to interact with each other in a computer-generated environment?

Demographic	Very interested		Somewhat interested		Not that interested		Not interested at all		Total N
Adults	8%	(183)	24%	(531)	26%	(568)	42%	(918)	2200
Gender: Male	11%	(116)	28%	(292)	23%	(249)	38%	(404)	1062
Gender: Female	6%	(67)	21%	(239)	28%	(318)	45%	(514)	1138
Age: 18-34	13%	(87)	30%	(197)	22%	(145)	35%	(226)	655
Age: 35-44	14%	(49)	34%	(123)	25%	(90)	27%	(96)	358
Age: 45-64	6%	(43)	21%	(159)	26%	(195)	47%	(353)	751
Age: 65+	1%	(3)	12%	(52)	32%	(138)	56%	(243)	436
GenZers: 1997-2012	13%	(28)	31%	(69)	20%	(45)	36%	(80)	222
Millennials: 1981-1996	14%	(92)	32%	(207)	24%	(159)	30%	(198)	655
GenXers: 1965-1980	9%	(49)	27%	(152)	24%	(137)	40%	(227)	565
Baby Boomers: 1946-1964	2%	(14)	14%	(96)	30%	(202)	54%	(370)	681
PID: Dem (no lean)	12%	(97)	26%	(207)	27%	(216)	35%	(280)	801
PID: Ind (no lean)	6%	(49)	23%	(174)	23%	(172)	48%	(368)	763
PID: Rep (no lean)	6%	(36)	24%	(150)	28%	(180)	43%	(270)	636
PID/Gender: Dem Men	17%	(67)	29%	(114)	26%	(102)	29%	(115)	398
PID/Gender: Dem Women	8%	(31)	23%	(93)	28%	(115)	41%	(165)	403
PID/Gender: Ind Men	6%	(22)	25%	(87)	22%	(75)	47%	(162)	346
PID/Gender: Ind Women	7%	(28)	21%	(87)	23%	(96)	49%	(206)	417
PID/Gender: Rep Men	9%	(28)	29%	(91)	23%	(72)	40%	(127)	317
PID/Gender: Rep Women	3%	(9)	18%	(59)	34%	(107)	45%	(144)	319
Ideo: Liberal (1-3)	11%	(68)	26%	(162)	25%	(156)	38%	(239)	625
Ideo: Moderate (4)	9%	(63)	28%	(187)	26%	(171)	37%	(247)	668
Ideo: Conservative (5-7)	5%	(36)	20%	(134)	28%	(187)	47%	(318)	675
Educ: < College	8%	(121)	25%	(375)	26%	(388)	41%	(628)	1512
Educ: Bachelors degree	8%	(34)	25%	(111)	26%	(117)	41%	(182)	444
Educ: Post-grad	11%	(27)	18%	(45)	26%	(62)	45%	(109)	244
Income: Under 50k	8%	(103)	26%	(329)	25%	(324)	41%	(520)	1276
Income: 50k-100k	7%	(44)	24%	(150)	26%	(167)	43%	(275)	636
Income: 100k+	12%	(35)	18%	(52)	27%	(77)	43%	(124)	288
Ethnicity: White	7%	(123)	23%	(401)	25%	(424)	45%	(774)	1722
Ethnicity: Hispanic	13%	(45)	35%	(121)	22%	(76)	31%	(108)	349

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Table MCTE6: Based on what you know, how interested are you in using Facebook's new virtual reality project, metaverse, which would allow users to interact with each other in a computer-generated environment?

Demographic	Very interested		Somewhat interested		Not that interested		Not interested at all		Total N
Adults	8%	(183)	24%	(531)	26%	(568)	42%	(918)	2200
Ethnicity: Black	13%	(36)	25%	(70)	33%	(91)	28%	(77)	274
Ethnicity: Other	11%	(23)	30%	(61)	26%	(52)	33%	(67)	204
All Christian	7%	(66)	22%	(203)	26%	(238)	45%	(408)	915
All Non-Christian	18%	(18)	23%	(23)	18%	(18)	42%	(43)	103
Atheist	5%	(6)	21%	(27)	27%	(35)	47%	(60)	129
Agnostic/Nothing in particular	9%	(55)	27%	(170)	25%	(156)	40%	(256)	637
Something Else	9%	(37)	26%	(106)	29%	(121)	36%	(151)	416
Religious Non-Protestant/Catholic	15%	(18)	20%	(24)	22%	(27)	43%	(54)	124
Evangelical	13%	(71)	23%	(127)	25%	(139)	39%	(213)	550
Non-Evangelical	4%	(31)	24%	(178)	28%	(207)	44%	(331)	747
Community: Urban	15%	(93)	28%	(172)	21%	(127)	36%	(221)	613
Community: Suburban	5%	(53)	23%	(235)	28%	(289)	43%	(442)	1019
Community: Rural	6%	(37)	22%	(124)	27%	(152)	45%	(255)	568
Employ: Private Sector	11%	(78)	32%	(223)	21%	(148)	36%	(251)	699
Employ: Government	12%	(15)	29%	(34)	26%	(31)	33%	(39)	118
Employ: Self-Employed	16%	(33)	23%	(46)	24%	(49)	37%	(74)	202
Employ: Homemaker	5%	(7)	21%	(31)	33%	(48)	41%	(61)	147
Employ: Student	9%	(7)	29%	(23)	23%	(18)	38%	(30)	78
Employ: Retired	2%	(10)	13%	(63)	27%	(135)	58%	(288)	497
Employ: Unemployed	10%	(27)	26%	(71)	33%	(90)	32%	(89)	276
Employ: Other	3%	(6)	22%	(40)	27%	(50)	48%	(88)	183
Military HH: Yes	8%	(28)	19%	(65)	26%	(88)	46%	(155)	337
Military HH: No	8%	(154)	25%	(466)	26%	(480)	41%	(763)	1863
RD/WT: Right Direction	14%	(112)	28%	(229)	25%	(204)	34%	(284)	829
RD/WT: Wrong Track	5%	(70)	22%	(302)	27%	(364)	46%	(635)	1371
Biden Job Approve	11%	(118)	27%	(279)	24%	(247)	37%	(387)	1031
Biden Job Disapprove	5%	(56)	22%	(226)	28%	(282)	45%	(459)	1024

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Table MCTE6: Based on what you know, how interested are you in using Facebook's new virtual reality project, metaverse, which would allow users to interact with each other in a computer-generated environment?

Demographic	Very interested		Somewhat interested		Not that interested		Not interested at all		Total N
Adults	8%	(183)	24%	(531)	26%	(568)	42%	(918)	2200
Biden Job Strongly Approve	19%	(84)	22%	(98)	23%	(99)	36%	(158)	438
Biden Job Somewhat Approve	6%	(35)	31%	(182)	25%	(148)	39%	(229)	593
Biden Job Somewhat Disapprove	6%	(18)	25%	(74)	32%	(93)	37%	(107)	292
Biden Job Strongly Disapprove	5%	(38)	21%	(152)	26%	(189)	48%	(353)	732
Favorable of Biden	11%	(119)	25%	(263)	25%	(259)	38%	(398)	1038
Unfavorable of Biden	5%	(56)	24%	(252)	26%	(274)	45%	(468)	1050
Very Favorable of Biden	17%	(79)	21%	(100)	24%	(115)	38%	(182)	477
Somewhat Favorable of Biden	7%	(40)	29%	(162)	25%	(143)	39%	(216)	561
Somewhat Unfavorable of Biden	5%	(14)	27%	(74)	26%	(73)	42%	(118)	280
Very Unfavorable of Biden	5%	(42)	23%	(177)	26%	(201)	45%	(350)	770
#1 Issue: Economy	8%	(69)	28%	(227)	26%	(210)	38%	(316)	822
#1 Issue: Security	7%	(23)	18%	(57)	30%	(95)	45%	(141)	316
#1 Issue: Health Care	13%	(39)	25%	(74)	28%	(82)	34%	(98)	293
#1 Issue: Medicare / Social Security	4%	(11)	21%	(55)	28%	(72)	47%	(121)	259
#1 Issue: Women's Issues	8%	(10)	18%	(24)	21%	(29)	53%	(72)	136
#1 Issue: Education	13%	(14)	29%	(32)	21%	(23)	36%	(40)	109
#1 Issue: Energy	8%	(11)	28%	(37)	24%	(32)	39%	(52)	132
#1 Issue: Other	4%	(6)	19%	(25)	19%	(25)	58%	(78)	134
2020 Vote: Joe Biden	10%	(101)	24%	(231)	27%	(260)	40%	(388)	980
2020 Vote: Donald Trump	5%	(36)	22%	(152)	27%	(181)	46%	(315)	685
2020 Vote: Other	3%	(3)	20%	(17)	21%	(18)	56%	(47)	85
2020 Vote: Didn't Vote	10%	(42)	29%	(130)	23%	(105)	38%	(168)	445
2018 House Vote: Democrat	12%	(88)	23%	(170)	25%	(183)	40%	(299)	741
2018 House Vote: Republican	5%	(29)	20%	(119)	28%	(167)	47%	(281)	596
2018 House Vote: Someone else	5%	(3)	14%	(9)	19%	(12)	63%	(42)	67
2016 Vote: Hillary Clinton	11%	(75)	22%	(154)	27%	(183)	40%	(274)	686
2016 Vote: Donald Trump	7%	(45)	23%	(151)	26%	(169)	44%	(286)	651
2016 Vote: Other	2%	(3)	23%	(30)	21%	(28)	53%	(71)	133
2016 Vote: Didn't Vote	8%	(59)	27%	(196)	26%	(187)	39%	(288)	730

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Table MCTE6: Based on what you know, how interested are you in using Facebook's new virtual reality project, metaverse, which would allow users to interact with each other in a computer-generated environment?

Demographic	Very interested		Somewhat interested		Not that interested		Not interested at all		Total N
Adults	8%	(183)	24%	(531)	26%	(568)	42%	(918)	2200
Voted in 2014: Yes	8%	(102)	21%	(257)	26%	(312)	45%	(543)	1214
Voted in 2014: No	8%	(81)	28%	(274)	26%	(256)	38%	(375)	986
4-Region: Northeast	10%	(39)	25%	(98)	22%	(87)	43%	(170)	394
4-Region: Midwest	7%	(31)	22%	(101)	28%	(129)	44%	(201)	462
4-Region: South	7%	(57)	24%	(201)	28%	(230)	41%	(337)	824
4-Region: West	11%	(56)	25%	(131)	24%	(122)	40%	(210)	520
SRH Metaverse	16%	(131)	30%	(242)	22%	(180)	31%	(254)	808
SRH Meta Rebrand	11%	(138)	24%	(302)	26%	(337)	39%	(505)	1282
SRH Facebook Files	13%	(129)	25%	(245)	24%	(235)	38%	(367)	976

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

Table MCTE7: After learning about the name change, how do you anticipate your usage of Facebook, Inc. and its products (e.g., Facebook, Instagram, Whatsapp) to change?

Demographic	I will use Facebook, Inc. and its products more		I will use Facebook, Inc. and its products less		I will use Facebook, Inc. and its products about the same amount as I do now		Total N
Adults	8%	(186)	24%	(538)	67%	(1477)	2200
Gender: Male	10%	(106)	23%	(241)	67%	(714)	1062
Gender: Female	7%	(79)	26%	(296)	67%	(762)	1138
Age: 18-34	13%	(87)	25%	(165)	61%	(403)	655
Age: 35-44	15%	(52)	23%	(81)	63%	(225)	358
Age: 45-64	6%	(44)	25%	(187)	69%	(520)	751
Age: 65+	1%	(2)	24%	(104)	76%	(330)	436
GenZers: 1997-2012	13%	(29)	25%	(56)	62%	(138)	222
Millennials: 1981-1996	15%	(99)	24%	(160)	60%	(395)	655
GenXers: 1965-1980	9%	(51)	23%	(128)	68%	(387)	565
Baby Boomers: 1946-1964	1%	(7)	25%	(172)	74%	(502)	681
PID: Dem (no lean)	12%	(93)	25%	(196)	64%	(511)	801
PID: Ind (no lean)	6%	(48)	24%	(180)	70%	(534)	763
PID: Rep (no lean)	7%	(44)	25%	(161)	68%	(431)	636
PID/Gender: Dem Men	15%	(59)	24%	(95)	61%	(244)	398
PID/Gender: Dem Women	8%	(34)	25%	(102)	66%	(267)	403
PID/Gender: Ind Men	5%	(18)	21%	(74)	73%	(255)	346
PID/Gender: Ind Women	7%	(30)	26%	(107)	67%	(280)	417
PID/Gender: Rep Men	9%	(29)	23%	(73)	68%	(216)	317
PID/Gender: Rep Women	5%	(15)	28%	(88)	68%	(216)	319
Ideo: Liberal (1-3)	11%	(69)	28%	(178)	60%	(378)	625
Ideo: Moderate (4)	9%	(62)	21%	(141)	70%	(465)	668
Ideo: Conservative (5-7)	6%	(40)	24%	(165)	70%	(470)	675
Educ: < College	7%	(108)	25%	(371)	68%	(1034)	1512
Educ: Bachelors degree	11%	(49)	24%	(108)	64%	(286)	444
Educ: Post-grad	12%	(28)	24%	(59)	64%	(157)	244
Income: Under 50k	7%	(89)	24%	(309)	69%	(877)	1276
Income: 50k-100k	8%	(53)	26%	(162)	66%	(420)	636
Income: 100k+	15%	(43)	23%	(66)	62%	(179)	288

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Table MCTE7: After learning about the name change, how do you anticipate your usage of Facebook, Inc. and its products (e.g., Facebook, Instagram, Whatsapp) to change?

Demographic	I will use Facebook, Inc. and its products more		I will use Facebook, Inc. and its products less		I will use Facebook, Inc. and its products about the same amount as I do now		Total N
Adults	8%	(186)	24%	(538)	67%	(1477)	2200
Ethnicity: White	7%	(129)	25%	(423)	68%	(1169)	1722
Ethnicity: Hispanic	18%	(62)	22%	(79)	60%	(209)	349
Ethnicity: Black	10%	(29)	27%	(74)	62%	(171)	274
Ethnicity: Other	14%	(28)	20%	(40)	67%	(136)	204
All Christian	9%	(83)	24%	(220)	67%	(612)	915
All Non-Christian	25%	(26)	18%	(19)	57%	(59)	103
Atheist	3%	(4)	25%	(32)	72%	(93)	129
Agnostic/Nothing in particular	7%	(44)	25%	(156)	69%	(437)	637
Something Else	7%	(29)	27%	(111)	66%	(276)	416
Religious Non-Protestant/Catholic	22%	(27)	22%	(28)	56%	(69)	124
Evangelical	15%	(80)	23%	(128)	62%	(343)	550
Non-Evangelical	4%	(30)	26%	(191)	70%	(525)	747
Community: Urban	17%	(101)	23%	(141)	60%	(371)	613
Community: Suburban	5%	(49)	25%	(256)	70%	(714)	1019
Community: Rural	6%	(35)	25%	(141)	69%	(392)	568
Employ: Private Sector	13%	(94)	23%	(163)	63%	(443)	699
Employ: Government	13%	(15)	25%	(29)	63%	(74)	118
Employ: Self-Employed	11%	(23)	32%	(65)	56%	(114)	202
Employ: Homemaker	6%	(9)	17%	(26)	77%	(113)	147
Employ: Student	9%	(7)	23%	(18)	68%	(53)	78
Employ: Retired	2%	(8)	24%	(120)	74%	(369)	497
Employ: Unemployed	6%	(18)	25%	(70)	68%	(188)	276
Employ: Other	7%	(13)	26%	(47)	67%	(123)	183
Military HH: Yes	10%	(33)	25%	(83)	66%	(221)	337
Military HH: No	8%	(153)	24%	(454)	67%	(1256)	1863
RD/WT: Right Direction	14%	(112)	22%	(182)	65%	(535)	829
RD/WT: Wrong Track	5%	(73)	26%	(356)	69%	(941)	1371

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Table MCTE7: After learning about the name change, how do you anticipate your usage of Facebook, Inc. and its products (e.g., Facebook, Instagram, Whatsapp) to change?

Demographic	I will use Facebook, Inc. and its products more		I will use Facebook, Inc. and its products less		I will use Facebook, Inc. and its products about the same amount as I do now		Total N
Adults	8%	(186)	24%	(538)	67%	(1477)	2200
Biden Job Approve	12%	(123)	24%	(248)	64%	(660)	1031
Biden Job Disapprove	5%	(56)	26%	(264)	69%	(705)	1024
Biden Job Strongly Approve	19%	(85)	24%	(104)	57%	(249)	438
Biden Job Somewhat Approve	6%	(38)	24%	(144)	69%	(411)	593
Biden Job Somewhat Disapprove	8%	(23)	20%	(58)	72%	(211)	292
Biden Job Strongly Disapprove	4%	(32)	28%	(206)	67%	(494)	732
Favorable of Biden	12%	(121)	24%	(251)	64%	(667)	1038
Unfavorable of Biden	6%	(60)	25%	(266)	69%	(723)	1050
Very Favorable of Biden	16%	(75)	26%	(124)	58%	(278)	477
Somewhat Favorable of Biden	8%	(46)	23%	(127)	69%	(388)	561
Somewhat Unfavorable of Biden	6%	(17)	22%	(61)	72%	(202)	280
Very Unfavorable of Biden	6%	(43)	27%	(205)	68%	(522)	770
#1 Issue: Economy	7%	(57)	26%	(211)	67%	(554)	822
#1 Issue: Security	9%	(30)	27%	(85)	64%	(201)	316
#1 Issue: Health Care	13%	(38)	23%	(66)	64%	(189)	293
#1 Issue: Medicare / Social Security	2%	(6)	23%	(60)	75%	(193)	259
#1 Issue: Women's Issues	8%	(10)	28%	(38)	64%	(87)	136
#1 Issue: Education	16%	(18)	18%	(19)	66%	(73)	109
#1 Issue: Energy	12%	(16)	25%	(32)	63%	(83)	132
#1 Issue: Other	8%	(11)	20%	(27)	72%	(96)	134
2020 Vote: Joe Biden	10%	(98)	25%	(247)	65%	(636)	980
2020 Vote: Donald Trump	6%	(44)	27%	(186)	66%	(455)	685
2020 Vote: Other	—	(0)	24%	(21)	76%	(64)	85
2020 Vote: Didn't Vote	10%	(43)	19%	(83)	72%	(319)	445
2018 House Vote: Democrat	11%	(84)	25%	(182)	64%	(475)	741
2018 House Vote: Republican	4%	(24)	26%	(154)	70%	(417)	596
2018 House Vote: Someone else	3%	(2)	27%	(18)	71%	(47)	67

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Table MCTE7: After learning about the name change, how do you anticipate your usage of Facebook, Inc. and its products (e.g., Facebook, Instagram, Whatsapp) to change?

Demographic	I will use Facebook, Inc. and its products more		I will use Facebook, Inc. and its products less		I will use Facebook, Inc. and its products about the same amount as I do now		Total N
Adults	8%	(186)	24%	(538)	67%	(1477)	2200
2016 Vote: Hillary Clinton	12%	(83)	25%	(169)	63%	(434)	686
2016 Vote: Donald Trump	7%	(44)	24%	(157)	69%	(451)	651
2016 Vote: Other	2%	(3)	24%	(32)	74%	(98)	133
2016 Vote: Didn't Vote	8%	(56)	25%	(180)	68%	(494)	730
Voted in 2014: Yes	8%	(98)	24%	(291)	68%	(825)	1214
Voted in 2014: No	9%	(88)	25%	(246)	66%	(652)	986
4-Region: Northeast	9%	(34)	24%	(95)	67%	(264)	394
4-Region: Midwest	5%	(22)	24%	(109)	72%	(331)	462
4-Region: South	8%	(65)	24%	(200)	68%	(559)	824
4-Region: West	12%	(64)	26%	(134)	62%	(322)	520
SRH Metaverse	17%	(139)	26%	(208)	57%	(461)	808
SRH Meta Rebrand	11%	(136)	25%	(318)	65%	(828)	1282
SRH Facebook Files	14%	(136)	28%	(270)	58%	(570)	976

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

Table MCTE9_1NET: *If you had to guess, why do you think Facebook is changing its name? Please select all that apply.*
To distance themselves from any negative press

Demographic	Selected		Not Selected		Total N
Adults	51%	(1118)	49%	(1082)	2200
Gender: Male	51%	(543)	49%	(519)	1062
Gender: Female	50%	(575)	50%	(563)	1138
Age: 18-34	41%	(270)	59%	(385)	655
Age: 35-44	41%	(145)	59%	(212)	358
Age: 45-64	54%	(404)	46%	(347)	751
Age: 65+	69%	(299)	31%	(137)	436
GenZers: 1997-2012	39%	(87)	61%	(136)	222
Millennials: 1981-1996	40%	(263)	60%	(392)	655
GenXers: 1965-1980	50%	(284)	50%	(281)	565
Baby Boomers: 1946-1964	64%	(438)	36%	(244)	681
PID: Dem (no lean)	52%	(420)	48%	(380)	801
PID: Ind (no lean)	51%	(393)	49%	(371)	763
PID: Rep (no lean)	48%	(305)	52%	(331)	636
PID/Gender: Dem Men	52%	(207)	48%	(191)	398
PID/Gender: Dem Women	53%	(213)	47%	(189)	403
PID/Gender: Ind Men	55%	(191)	45%	(155)	346
PID/Gender: Ind Women	48%	(201)	52%	(215)	417
PID/Gender: Rep Men	46%	(145)	54%	(172)	317
PID/Gender: Rep Women	50%	(160)	50%	(159)	319
Ideo: Liberal (1-3)	60%	(374)	40%	(251)	625
Ideo: Moderate (4)	45%	(303)	55%	(365)	668
Ideo: Conservative (5-7)	53%	(358)	47%	(316)	675
Educ: < College	47%	(703)	53%	(809)	1512
Educ: Bachelors degree	60%	(265)	40%	(179)	444
Educ: Post-grad	61%	(150)	39%	(94)	244
Income: Under 50k	47%	(594)	53%	(683)	1276
Income: 50k-100k	57%	(359)	43%	(277)	636
Income: 100k+	57%	(165)	43%	(123)	288
Ethnicity: White	52%	(896)	48%	(825)	1722
Ethnicity: Hispanic	45%	(156)	55%	(193)	349
Ethnicity: Black	43%	(117)	57%	(157)	274

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Table MCTE9_1NET: *If you had to guess, why do you think Facebook is changing its name? Please select all that apply.*
To distance themselves from any negative press

Demographic	Selected		Not Selected		Total N
Adults	51%	(1118)	49%	(1082)	2200
Ethnicity: Other	51%	(104)	49%	(100)	204
All Christian	55%	(506)	45%	(410)	915
All Non-Christian	49%	(50)	51%	(53)	103
Atheist	55%	(71)	45%	(58)	129
Agnostic/Nothing in particular	48%	(304)	52%	(333)	637
Something Else	45%	(187)	55%	(229)	416
Religious Non-Protestant/Catholic	51%	(63)	49%	(60)	124
Evangelical	44%	(241)	56%	(309)	550
Non-Evangelical	57%	(429)	43%	(318)	747
Community: Urban	46%	(284)	54%	(329)	613
Community: Suburban	55%	(556)	45%	(463)	1019
Community: Rural	49%	(278)	51%	(290)	568
Employ: Private Sector	47%	(326)	53%	(373)	699
Employ: Government	48%	(57)	52%	(62)	118
Employ: Self-Employed	56%	(113)	44%	(89)	202
Employ: Homemaker	49%	(72)	51%	(74)	147
Employ: Student	48%	(37)	52%	(40)	78
Employ: Retired	63%	(312)	37%	(184)	497
Employ: Unemployed	45%	(124)	55%	(152)	276
Employ: Other	41%	(76)	59%	(107)	183
Military HH: Yes	56%	(188)	44%	(149)	337
Military HH: No	50%	(930)	50%	(933)	1863
RD/WT: Right Direction	50%	(418)	50%	(411)	829
RD/WT: Wrong Track	51%	(700)	49%	(671)	1371
Biden Job Approve	52%	(536)	48%	(496)	1031
Biden Job Disapprove	52%	(534)	48%	(490)	1024
Biden Job Strongly Approve	52%	(227)	48%	(211)	438
Biden Job Somewhat Approve	52%	(309)	48%	(284)	593
Biden Job Somewhat Disapprove	55%	(162)	45%	(130)	292
Biden Job Strongly Disapprove	51%	(372)	49%	(360)	732

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Table MCTE9_1NET: *If you had to guess, why do you think Facebook is changing its name? Please select all that apply.*
To distance themselves from any negative press

Demographic	Selected		Not Selected		Total N
Adults	51%	(1118)	49%	(1082)	2200
Favorable of Biden	53%	(551)	47%	(487)	1038
Unfavorable of Biden	51%	(531)	49%	(519)	1050
Very Favorable of Biden	52%	(247)	48%	(230)	477
Somewhat Favorable of Biden	54%	(304)	46%	(257)	561
Somewhat Unfavorable of Biden	52%	(144)	48%	(135)	280
Very Unfavorable of Biden	50%	(386)	50%	(383)	770
#1 Issue: Economy	46%	(380)	54%	(441)	822
#1 Issue: Security	53%	(168)	47%	(147)	316
#1 Issue: Health Care	50%	(145)	50%	(148)	293
#1 Issue: Medicare / Social Security	61%	(157)	39%	(102)	259
#1 Issue: Women's Issues	52%	(71)	48%	(65)	136
#1 Issue: Education	41%	(44)	59%	(65)	109
#1 Issue: Energy	55%	(73)	45%	(59)	132
#1 Issue: Other	58%	(78)	42%	(56)	134
2020 Vote: Joe Biden	56%	(544)	44%	(436)	980
2020 Vote: Donald Trump	51%	(348)	49%	(337)	685
2020 Vote: Other	47%	(40)	53%	(45)	85
2020 Vote: Didn't Vote	41%	(183)	59%	(262)	445
2018 House Vote: Democrat	56%	(412)	44%	(328)	741
2018 House Vote: Republican	54%	(320)	46%	(276)	596
2018 House Vote: Someone else	53%	(36)	47%	(31)	67
2016 Vote: Hillary Clinton	55%	(379)	45%	(308)	686
2016 Vote: Donald Trump	54%	(349)	46%	(302)	651
2016 Vote: Other	60%	(79)	40%	(53)	133
2016 Vote: Didn't Vote	43%	(310)	57%	(419)	730
Voted in 2014: Yes	56%	(681)	44%	(533)	1214
Voted in 2014: No	44%	(437)	56%	(549)	986
4-Region: Northeast	48%	(190)	52%	(204)	394
4-Region: Midwest	52%	(240)	48%	(222)	462
4-Region: South	49%	(406)	51%	(418)	824
4-Region: West	54%	(282)	46%	(238)	520

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Table MCTE9_1NET: *If you had to guess, why do you think Facebook is changing its name? Please select all that apply.*
To distance themselves from any negative press

Demographic	Selected		Not Selected		Total N
Adults	51%	(1118)	49%	(1082)	2200
SRH Metaverse	49%	(397)	51%	(411)	808
SRH Meta Rebrand	55%	(709)	45%	(573)	1282
SRH Facebook Files	58%	(567)	42%	(409)	976

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

Table MCTE9_2NET: *If you had to guess, why do you think Facebook is changing its name? Please select all that apply.*
Attract a new user base

Demographic	Selected		Not Selected		Total N
Adults	28%	(620)	72%	(1580)	2200
Gender: Male	28%	(297)	72%	(765)	1062
Gender: Female	28%	(324)	72%	(815)	1138
Age: 18-34	33%	(218)	67%	(437)	655
Age: 35-44	31%	(110)	69%	(247)	358
Age: 45-64	25%	(190)	75%	(561)	751
Age: 65+	23%	(102)	77%	(335)	436
GenZers: 1997-2012	40%	(88)	60%	(134)	222
Millennials: 1981-1996	31%	(206)	69%	(449)	655
GenXers: 1965-1980	25%	(142)	75%	(423)	565
Baby Boomers: 1946-1964	25%	(169)	75%	(512)	681
PID: Dem (no lean)	31%	(244)	69%	(556)	801
PID: Ind (no lean)	28%	(214)	72%	(550)	763
PID: Rep (no lean)	25%	(162)	75%	(474)	636
PID/Gender: Dem Men	32%	(127)	68%	(271)	398
PID/Gender: Dem Women	29%	(117)	71%	(285)	403
PID/Gender: Ind Men	24%	(85)	76%	(262)	346
PID/Gender: Ind Women	31%	(129)	69%	(288)	417
PID/Gender: Rep Men	27%	(85)	73%	(233)	317
PID/Gender: Rep Women	24%	(77)	76%	(241)	319
Ideo: Liberal (1-3)	32%	(199)	68%	(426)	625
Ideo: Moderate (4)	28%	(186)	72%	(482)	668
Ideo: Conservative (5-7)	24%	(165)	76%	(510)	675
Educ: < College	28%	(428)	72%	(1084)	1512
Educ: Bachelors degree	28%	(123)	72%	(321)	444
Educ: Post-grad	28%	(69)	72%	(175)	244
Income: Under 50k	28%	(360)	72%	(916)	1276
Income: 50k-100k	29%	(184)	71%	(452)	636
Income: 100k+	26%	(76)	74%	(212)	288
Ethnicity: White	28%	(478)	72%	(1244)	1722
Ethnicity: Hispanic	33%	(117)	67%	(232)	349
Ethnicity: Black	27%	(75)	73%	(200)	274

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Table MCTE9_2NET: *If you had to guess, why do you think Facebook is changing its name? Please select all that apply.*
 Attract a new user base

Demographic	Selected		Not Selected		Total N
Adults	28%	(620)	72%	(1580)	2200
Ethnicity: Other	33%	(68)	67%	(136)	204
All Christian	28%	(252)	72%	(663)	915
All Non-Christian	24%	(25)	76%	(78)	103
Atheist	19%	(24)	81%	(105)	129
Agnostic/Nothing in particular	30%	(193)	70%	(444)	637
Something Else	30%	(126)	70%	(290)	416
Religious Non-Protestant/Catholic	25%	(30)	75%	(93)	124
Evangelical	31%	(170)	69%	(380)	550
Non-Evangelical	27%	(198)	73%	(549)	747
Community: Urban	30%	(185)	70%	(427)	613
Community: Suburban	28%	(286)	72%	(734)	1019
Community: Rural	26%	(149)	74%	(419)	568
Employ: Private Sector	29%	(205)	71%	(494)	699
Employ: Government	33%	(39)	67%	(80)	118
Employ: Self-Employed	30%	(61)	70%	(141)	202
Employ: Homemaker	24%	(35)	76%	(112)	147
Employ: Student	37%	(29)	63%	(49)	78
Employ: Retired	22%	(111)	78%	(386)	497
Employ: Unemployed	33%	(92)	67%	(184)	276
Employ: Other	27%	(49)	73%	(134)	183
Military HH: Yes	28%	(93)	72%	(243)	337
Military HH: No	28%	(527)	72%	(1337)	1863
RD/WT: Right Direction	32%	(262)	68%	(567)	829
RD/WT: Wrong Track	26%	(358)	74%	(1013)	1371
Biden Job Approve	31%	(324)	69%	(707)	1031
Biden Job Disapprove	25%	(252)	75%	(772)	1024
Biden Job Strongly Approve	29%	(128)	71%	(310)	438
Biden Job Somewhat Approve	33%	(196)	67%	(397)	593
Biden Job Somewhat Disapprove	29%	(83)	71%	(209)	292
Biden Job Strongly Disapprove	23%	(168)	77%	(564)	732

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Table MCTE9_2NET: *If you had to guess, why do you think Facebook is changing its name? Please select all that apply.*
Attract a new user base

Demographic	Selected	Not Selected	Total N
Adults	28% (620)	72% (1580)	2200
Favorable of Biden	30% (316)	70% (723)	1038
Unfavorable of Biden	26% (273)	74% (777)	1050
Very Favorable of Biden	30% (143)	70% (334)	477
Somewhat Favorable of Biden	31% (173)	69% (389)	561
Somewhat Unfavorable of Biden	34% (94)	66% (186)	280
Very Unfavorable of Biden	23% (179)	77% (591)	770
#1 Issue: Economy	32% (265)	68% (557)	822
#1 Issue: Security	22% (69)	78% (247)	316
#1 Issue: Health Care	25% (73)	75% (220)	293
#1 Issue: Medicare / Social Security	25% (65)	75% (194)	259
#1 Issue: Women's Issues	29% (40)	71% (96)	136
#1 Issue: Education	39% (42)	61% (67)	109
#1 Issue: Energy	27% (36)	73% (96)	132
#1 Issue: Other	23% (31)	77% (103)	134
2020 Vote: Joe Biden	28% (275)	72% (705)	980
2020 Vote: Donald Trump	25% (171)	75% (513)	685
2020 Vote: Other	31% (26)	69% (59)	85
2020 Vote: Didn't Vote	33% (147)	67% (299)	445
2018 House Vote: Democrat	26% (196)	74% (544)	741
2018 House Vote: Republican	25% (149)	75% (446)	596
2018 House Vote: Someone else	19% (13)	81% (54)	67
2016 Vote: Hillary Clinton	27% (187)	73% (499)	686
2016 Vote: Donald Trump	26% (172)	74% (479)	651
2016 Vote: Other	23% (31)	77% (102)	133
2016 Vote: Didn't Vote	31% (230)	69% (500)	730
Voted in 2014: Yes	25% (301)	75% (913)	1214
Voted in 2014: No	32% (319)	68% (667)	986
4-Region: Northeast	29% (113)	71% (281)	394
4-Region: Midwest	29% (133)	71% (329)	462
4-Region: South	27% (223)	73% (601)	824
4-Region: West	29% (151)	71% (369)	520

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Table MCTE9_2NET: *If you had to guess, why do you think Facebook is changing its name? Please select all that apply.*
 Attract a new user base

Demographic	Selected		Not Selected		Total N
Adults	28%	(620)	72%	(1580)	2200
SRH Metaverse	31%	(253)	69%	(555)	808
SRH Meta Rebrand	28%	(357)	72%	(925)	1282
SRH Facebook Files	28%	(278)	72%	(698)	976

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

Table MCTE9_3NET: *If you had to guess, why do you think Facebook is changing its name? Please select all that apply.*
Avoid any legal repercussions

Demographic	Selected		Not Selected		Total N
Adults	29%	(628)	71%	(1572)	2200
Gender: Male	28%	(293)	72%	(769)	1062
Gender: Female	29%	(335)	71%	(803)	1138
Age: 18-34	23%	(151)	77%	(504)	655
Age: 35-44	27%	(97)	73%	(260)	358
Age: 45-64	31%	(235)	69%	(516)	751
Age: 65+	33%	(145)	67%	(292)	436
GenZers: 1997-2012	19%	(43)	81%	(179)	222
Millennials: 1981-1996	25%	(166)	75%	(489)	655
GenXers: 1965-1980	30%	(167)	70%	(398)	565
Baby Boomers: 1946-1964	33%	(228)	67%	(454)	681
PID: Dem (no lean)	30%	(238)	70%	(563)	801
PID: Ind (no lean)	28%	(213)	72%	(551)	763
PID: Rep (no lean)	28%	(178)	72%	(458)	636
PID/Gender: Dem Men	28%	(112)	72%	(286)	398
PID/Gender: Dem Women	31%	(126)	69%	(277)	403
PID/Gender: Ind Men	29%	(99)	71%	(247)	346
PID/Gender: Ind Women	27%	(113)	73%	(303)	417
PID/Gender: Rep Men	26%	(81)	74%	(236)	317
PID/Gender: Rep Women	30%	(96)	70%	(222)	319
Ideo: Liberal (1-3)	32%	(200)	68%	(425)	625
Ideo: Moderate (4)	27%	(177)	73%	(491)	668
Ideo: Conservative (5-7)	29%	(196)	71%	(478)	675
Educ: < College	28%	(426)	72%	(1086)	1512
Educ: Bachelors degree	28%	(126)	72%	(318)	444
Educ: Post-grad	31%	(76)	69%	(168)	244
Income: Under 50k	27%	(351)	73%	(925)	1276
Income: 50k-100k	32%	(207)	68%	(429)	636
Income: 100k+	25%	(71)	75%	(217)	288
Ethnicity: White	29%	(491)	71%	(1230)	1722
Ethnicity: Hispanic	27%	(95)	73%	(254)	349
Ethnicity: Black	28%	(76)	72%	(198)	274

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Table MCTE9_3NET: *If you had to guess, why do you think Facebook is changing its name? Please select all that apply.*
 Avoid any legal repercussions

Demographic	Selected		Not Selected		Total N
Adults	29%	(628)	71%	(1572)	2200
Ethnicity: Other	30%	(61)	70%	(143)	204
All Christian	30%	(275)	70%	(640)	915
All Non-Christian	30%	(31)	70%	(72)	103
Atheist	28%	(36)	72%	(93)	129
Agnostic/Nothing in particular	25%	(161)	75%	(477)	637
Something Else	30%	(126)	70%	(290)	416
Religious Non-Protestant/Catholic	29%	(36)	71%	(88)	124
Evangelical	30%	(165)	70%	(385)	550
Non-Evangelical	30%	(225)	70%	(522)	747
Community: Urban	29%	(175)	71%	(437)	613
Community: Suburban	27%	(277)	73%	(742)	1019
Community: Rural	31%	(176)	69%	(393)	568
Employ: Private Sector	25%	(177)	75%	(523)	699
Employ: Government	29%	(34)	71%	(85)	118
Employ: Self-Employed	32%	(64)	68%	(139)	202
Employ: Homemaker	29%	(43)	71%	(104)	147
Employ: Student	18%	(14)	82%	(63)	78
Employ: Retired	34%	(168)	66%	(329)	497
Employ: Unemployed	26%	(73)	74%	(203)	276
Employ: Other	31%	(56)	69%	(127)	183
Military HH: Yes	33%	(112)	67%	(225)	337
Military HH: No	28%	(516)	72%	(1347)	1863
RD/WT: Right Direction	29%	(239)	71%	(590)	829
RD/WT: Wrong Track	28%	(389)	72%	(982)	1371
Biden Job Approve	30%	(307)	70%	(724)	1031
Biden Job Disapprove	28%	(290)	72%	(734)	1024
Biden Job Strongly Approve	33%	(145)	67%	(294)	438
Biden Job Somewhat Approve	27%	(163)	73%	(431)	593
Biden Job Somewhat Disapprove	24%	(71)	76%	(221)	292
Biden Job Strongly Disapprove	30%	(219)	70%	(513)	732

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Table MCTE9_3NET: *If you had to guess, why do you think Facebook is changing its name? Please select all that apply.*
Avoid any legal repercussions

Demographic	Selected		Not Selected		Total N
Adults	29%	(628)	71%	(1572)	2200
Favorable of Biden	31%	(321)	69%	(717)	1038
Unfavorable of Biden	27%	(285)	73%	(764)	1050
Very Favorable of Biden	33%	(155)	67%	(322)	477
Somewhat Favorable of Biden	30%	(166)	70%	(395)	561
Somewhat Unfavorable of Biden	22%	(62)	78%	(217)	280
Very Unfavorable of Biden	29%	(223)	71%	(547)	770
#1 Issue: Economy	26%	(213)	74%	(609)	822
#1 Issue: Security	31%	(99)	69%	(217)	316
#1 Issue: Health Care	30%	(88)	70%	(205)	293
#1 Issue: Medicare / Social Security	34%	(88)	66%	(171)	259
#1 Issue: Women's Issues	25%	(34)	75%	(101)	136
#1 Issue: Education	23%	(25)	77%	(84)	109
#1 Issue: Energy	28%	(37)	72%	(95)	132
#1 Issue: Other	32%	(43)	68%	(91)	134
2020 Vote: Joe Biden	31%	(305)	69%	(675)	980
2020 Vote: Donald Trump	29%	(197)	71%	(487)	685
2020 Vote: Other	21%	(18)	79%	(67)	85
2020 Vote: Didn't Vote	24%	(105)	76%	(340)	445
2018 House Vote: Democrat	31%	(228)	69%	(513)	741
2018 House Vote: Republican	31%	(187)	69%	(409)	596
2018 House Vote: Someone else	37%	(25)	63%	(42)	67
2016 Vote: Hillary Clinton	30%	(208)	70%	(478)	686
2016 Vote: Donald Trump	30%	(194)	70%	(457)	651
2016 Vote: Other	34%	(45)	66%	(87)	133
2016 Vote: Didn't Vote	25%	(180)	75%	(549)	730
Voted in 2014: Yes	31%	(374)	69%	(840)	1214
Voted in 2014: No	26%	(255)	74%	(732)	986
4-Region: Northeast	28%	(109)	72%	(284)	394
4-Region: Midwest	31%	(143)	69%	(320)	462
4-Region: South	29%	(237)	71%	(587)	824
4-Region: West	27%	(139)	73%	(381)	520

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Table MCTE9_3NET: *If you had to guess, why do you think Facebook is changing its name? Please select all that apply.*
Avoid any legal repercussions

Demographic	Selected		Not Selected		Total N
Adults	29%	(628)	71%	(1572)	2200
SRH Metaverse	28%	(227)	72%	(581)	808
SRH Meta Rebrand	29%	(367)	71%	(915)	1282
SRH Facebook Files	34%	(327)	66%	(649)	976

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

Table MCTE9_4NET: *If you had to guess, why do you think Facebook is changing its name? Please select all that apply.*
Avoid public scrutiny

Demographic	Selected		Not Selected		Total N
Adults	32%	(700)	68%	(1500)	2200
Gender: Male	33%	(345)	67%	(716)	1062
Gender: Female	31%	(355)	69%	(783)	1138
Age: 18-34	28%	(186)	72%	(469)	655
Age: 35-44	25%	(89)	75%	(269)	358
Age: 45-64	35%	(266)	65%	(485)	751
Age: 65+	37%	(159)	63%	(277)	436
GenZers: 1997-2012	28%	(63)	72%	(159)	222
Millennials: 1981-1996	26%	(173)	74%	(482)	655
GenXers: 1965-1980	33%	(188)	67%	(377)	565
Baby Boomers: 1946-1964	37%	(252)	63%	(429)	681
PID: Dem (no lean)	34%	(270)	66%	(531)	801
PID: Ind (no lean)	33%	(254)	67%	(510)	763
PID: Rep (no lean)	28%	(177)	72%	(459)	636
PID/Gender: Dem Men	32%	(129)	68%	(269)	398
PID/Gender: Dem Women	35%	(142)	65%	(261)	403
PID/Gender: Ind Men	37%	(128)	63%	(218)	346
PID/Gender: Ind Women	30%	(126)	70%	(291)	417
PID/Gender: Rep Men	28%	(89)	72%	(229)	317
PID/Gender: Rep Women	28%	(88)	72%	(231)	319
Ideo: Liberal (1-3)	39%	(243)	61%	(382)	625
Ideo: Moderate (4)	27%	(178)	73%	(490)	668
Ideo: Conservative (5-7)	34%	(229)	66%	(446)	675
Educ: < College	30%	(456)	70%	(1057)	1512
Educ: Bachelors degree	35%	(154)	65%	(290)	444
Educ: Post-grad	37%	(91)	63%	(153)	244
Income: Under 50k	31%	(390)	69%	(886)	1276
Income: 50k-100k	34%	(214)	66%	(422)	636
Income: 100k+	33%	(96)	67%	(192)	288
Ethnicity: White	32%	(544)	68%	(1177)	1722
Ethnicity: Hispanic	30%	(103)	70%	(246)	349
Ethnicity: Black	29%	(79)	71%	(195)	274

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Table MCTE9_4NET: *If you had to guess, why do you think Facebook is changing its name? Please select all that apply.*
 Avoid public scrutiny

Demographic	Selected		Not Selected		Total N
Adults	32%	(700)	68%	(1500)	2200
Ethnicity: Other	38%	(77)	62%	(127)	204
All Christian	32%	(291)	68%	(624)	915
All Non-Christian	32%	(33)	68%	(70)	103
Atheist	40%	(52)	60%	(77)	129
Agnostic/Nothing in particular	30%	(191)	70%	(446)	637
Something Else	32%	(133)	68%	(283)	416
Religious Non-Protestant/Catholic	32%	(40)	68%	(84)	124
Evangelical	31%	(171)	69%	(379)	550
Non-Evangelical	32%	(241)	68%	(506)	747
Community: Urban	32%	(196)	68%	(417)	613
Community: Suburban	32%	(322)	68%	(698)	1019
Community: Rural	32%	(183)	68%	(385)	568
Employ: Private Sector	28%	(196)	72%	(504)	699
Employ: Government	28%	(33)	72%	(86)	118
Employ: Self-Employed	42%	(84)	58%	(118)	202
Employ: Homemaker	26%	(38)	74%	(109)	147
Employ: Student	25%	(19)	75%	(58)	78
Employ: Retired	36%	(179)	64%	(318)	497
Employ: Unemployed	32%	(89)	68%	(187)	276
Employ: Other	34%	(62)	66%	(121)	183
Military HH: Yes	36%	(120)	64%	(216)	337
Military HH: No	31%	(580)	69%	(1283)	1863
RD/WT: Right Direction	33%	(272)	67%	(557)	829
RD/WT: Wrong Track	31%	(428)	69%	(943)	1371
Biden Job Approve	33%	(344)	67%	(687)	1031
Biden Job Disapprove	31%	(318)	69%	(705)	1024
Biden Job Strongly Approve	34%	(150)	66%	(288)	438
Biden Job Somewhat Approve	33%	(194)	67%	(399)	593
Biden Job Somewhat Disapprove	30%	(89)	70%	(203)	292
Biden Job Strongly Disapprove	31%	(230)	69%	(502)	732

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Table MCTE9_4NET: *If you had to guess, why do you think Facebook is changing its name? Please select all that apply.*
Avoid public scrutiny

Demographic	Selected		Not Selected		Total N
Adults	32%	(700)	68%	(1500)	2200
Favorable of Biden	34%	(352)	66%	(687)	1038
Unfavorable of Biden	31%	(330)	69%	(719)	1050
Very Favorable of Biden	36%	(173)	64%	(304)	477
Somewhat Favorable of Biden	32%	(178)	68%	(383)	561
Somewhat Unfavorable of Biden	33%	(93)	67%	(187)	280
Very Unfavorable of Biden	31%	(238)	69%	(532)	770
#1 Issue: Economy	28%	(232)	72%	(590)	822
#1 Issue: Security	33%	(103)	67%	(213)	316
#1 Issue: Health Care	32%	(94)	68%	(199)	293
#1 Issue: Medicare / Social Security	38%	(98)	62%	(160)	259
#1 Issue: Women's Issues	30%	(40)	70%	(95)	136
#1 Issue: Education	32%	(35)	68%	(75)	109
#1 Issue: Energy	38%	(50)	62%	(82)	132
#1 Issue: Other	36%	(49)	64%	(85)	134
2020 Vote: Joe Biden	35%	(346)	65%	(634)	980
2020 Vote: Donald Trump	32%	(218)	68%	(466)	685
2020 Vote: Other	27%	(23)	73%	(62)	85
2020 Vote: Didn't Vote	25%	(111)	75%	(334)	445
2018 House Vote: Democrat	36%	(266)	64%	(475)	741
2018 House Vote: Republican	34%	(200)	66%	(396)	596
2018 House Vote: Someone else	43%	(29)	57%	(38)	67
2016 Vote: Hillary Clinton	34%	(232)	66%	(454)	686
2016 Vote: Donald Trump	33%	(213)	67%	(438)	651
2016 Vote: Other	40%	(53)	60%	(79)	133
2016 Vote: Didn't Vote	28%	(202)	72%	(528)	730
Voted in 2014: Yes	35%	(421)	65%	(792)	1214
Voted in 2014: No	28%	(279)	72%	(707)	986
4-Region: Northeast	31%	(121)	69%	(273)	394
4-Region: Midwest	34%	(158)	66%	(304)	462
4-Region: South	31%	(259)	69%	(566)	824
4-Region: West	31%	(163)	69%	(357)	520

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Table MCTE9_4NET: *If you had to guess, why do you think Facebook is changing its name? Please select all that apply.*
 Avoid public scrutiny

Demographic	Selected		Not Selected		Total N
Adults	32%	(700)	68%	(1500)	2200
SRH Metaverse	34%	(273)	66%	(535)	808
SRH Meta Rebrand	34%	(433)	66%	(848)	1282
SRH Facebook Files	40%	(392)	60%	(584)	976

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

Table MCTE9_5NET: *If you had to guess, why do you think Facebook is changing its name? Please select all that apply.*
Refresh Facebook, Inc's. overall brand

Demographic	Selected		Not Selected		Total N
Adults	36%	(796)	64%	(1404)	2200
Gender: Male	35%	(370)	65%	(692)	1062
Gender: Female	37%	(426)	63%	(712)	1138
Age: 18-34	45%	(297)	55%	(359)	655
Age: 35-44	41%	(147)	59%	(211)	358
Age: 45-64	31%	(235)	69%	(516)	751
Age: 65+	27%	(118)	73%	(318)	436
GenZers: 1997-2012	44%	(97)	56%	(125)	222
Millennials: 1981-1996	44%	(291)	56%	(364)	655
GenXers: 1965-1980	35%	(198)	65%	(367)	565
Baby Boomers: 1946-1964	29%	(197)	71%	(484)	681
PID: Dem (no lean)	40%	(319)	60%	(482)	801
PID: Ind (no lean)	35%	(263)	65%	(500)	763
PID: Rep (no lean)	33%	(213)	67%	(423)	636
PID/Gender: Dem Men	38%	(150)	62%	(247)	398
PID/Gender: Dem Women	42%	(169)	58%	(234)	403
PID/Gender: Ind Men	33%	(115)	67%	(231)	346
PID/Gender: Ind Women	35%	(148)	65%	(269)	417
PID/Gender: Rep Men	33%	(104)	67%	(214)	317
PID/Gender: Rep Women	34%	(109)	66%	(210)	319
Ideo: Liberal (1-3)	42%	(263)	58%	(362)	625
Ideo: Moderate (4)	35%	(231)	65%	(437)	668
Ideo: Conservative (5-7)	33%	(220)	67%	(455)	675
Educ: < College	35%	(536)	65%	(977)	1512
Educ: Bachelors degree	39%	(174)	61%	(270)	444
Educ: Post-grad	35%	(86)	65%	(158)	244
Income: Under 50k	35%	(448)	65%	(828)	1276
Income: 50k-100k	36%	(229)	64%	(407)	636
Income: 100k+	41%	(118)	59%	(169)	288
Ethnicity: White	36%	(621)	64%	(1101)	1722
Ethnicity: Hispanic	41%	(143)	59%	(207)	349
Ethnicity: Black	34%	(93)	66%	(181)	274

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Table MCTE9_5NET: *If you had to guess, why do you think Facebook is changing its name? Please select all that apply.*
 Refresh Facebook, Inc's. overall brand

Demographic	Selected		Not Selected		Total N
Adults	36%	(796)	64%	(1404)	2200
Ethnicity: Other	40%	(82)	60%	(122)	204
All Christian	35%	(317)	65%	(598)	915
All Non-Christian	41%	(42)	59%	(61)	103
Atheist	29%	(37)	71%	(91)	129
Agnostic/Nothing in particular	37%	(237)	63%	(401)	637
Something Else	39%	(163)	61%	(253)	416
Religious Non-Protestant/Catholic	38%	(47)	62%	(77)	124
Evangelical	37%	(204)	63%	(346)	550
Non-Evangelical	36%	(267)	64%	(480)	747
Community: Urban	38%	(231)	62%	(381)	613
Community: Suburban	35%	(359)	65%	(661)	1019
Community: Rural	36%	(206)	64%	(362)	568
Employ: Private Sector	39%	(276)	61%	(423)	699
Employ: Government	36%	(42)	64%	(76)	118
Employ: Self-Employed	32%	(66)	68%	(137)	202
Employ: Homemaker	36%	(52)	64%	(94)	147
Employ: Student	39%	(30)	61%	(48)	78
Employ: Retired	28%	(138)	72%	(358)	497
Employ: Unemployed	43%	(119)	57%	(157)	276
Employ: Other	39%	(72)	61%	(111)	183
Military HH: Yes	35%	(118)	65%	(218)	337
Military HH: No	36%	(677)	64%	(1186)	1863
RD/WT: Right Direction	40%	(331)	60%	(498)	829
RD/WT: Wrong Track	34%	(464)	66%	(907)	1371
Biden Job Approve	37%	(384)	63%	(647)	1031
Biden Job Disapprove	34%	(353)	66%	(671)	1024
Biden Job Strongly Approve	39%	(169)	61%	(269)	438
Biden Job Somewhat Approve	36%	(215)	64%	(378)	593
Biden Job Somewhat Disapprove	41%	(118)	59%	(173)	292
Biden Job Strongly Disapprove	32%	(235)	68%	(497)	732

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Table MCTE9_5NET: *If you had to guess, why do you think Facebook is changing its name? Please select all that apply.*
Refresh Facebook, Inc's. overall brand

Demographic	Selected	Not Selected	Total N
Adults	36% (796)	64% (1404)	2200
Favorable of Biden	38% (398)	62% (640)	1038
Unfavorable of Biden	35% (366)	65% (683)	1050
Very Favorable of Biden	38% (181)	62% (296)	477
Somewhat Favorable of Biden	39% (216)	61% (345)	561
Somewhat Unfavorable of Biden	42% (118)	58% (162)	280
Very Unfavorable of Biden	32% (249)	68% (521)	770
#1 Issue: Economy	42% (341)	58% (481)	822
#1 Issue: Security	30% (96)	70% (220)	316
#1 Issue: Health Care	33% (98)	67% (195)	293
#1 Issue: Medicare / Social Security	27% (69)	73% (190)	259
#1 Issue: Women's Issues	38% (51)	62% (84)	136
#1 Issue: Education	39% (43)	61% (67)	109
#1 Issue: Energy	42% (55)	58% (76)	132
#1 Issue: Other	31% (42)	69% (92)	134
2020 Vote: Joe Biden	38% (371)	62% (610)	980
2020 Vote: Donald Trump	33% (227)	67% (458)	685
2020 Vote: Other	37% (32)	63% (53)	85
2020 Vote: Didn't Vote	37% (166)	63% (279)	445
2018 House Vote: Democrat	37% (274)	63% (466)	741
2018 House Vote: Republican	30% (179)	70% (416)	596
2018 House Vote: Someone else	30% (20)	70% (47)	67
2016 Vote: Hillary Clinton	39% (267)	61% (419)	686
2016 Vote: Donald Trump	33% (217)	67% (434)	651
2016 Vote: Other	26% (35)	74% (98)	133
2016 Vote: Didn't Vote	38% (277)	62% (453)	730
Voted in 2014: Yes	33% (396)	67% (818)	1214
Voted in 2014: No	41% (400)	59% (586)	986
4-Region: Northeast	38% (151)	62% (243)	394
4-Region: Midwest	35% (160)	65% (303)	462
4-Region: South	35% (285)	65% (539)	824
4-Region: West	39% (200)	61% (320)	520

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Table MCTE9_5NET: *If you had to guess, why do you think Facebook is changing its name? Please select all that apply.*
 Refresh Facebook, Inc's. overall brand

Demographic	Selected		Not Selected		Total N
Adults	36%	(796)	64%	(1404)	2200
SRH Metaverse	41%	(332)	59%	(476)	808
SRH Meta Rebrand	39%	(494)	61%	(788)	1282
SRH Facebook Files	38%	(374)	62%	(603)	976

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

Table MCTE9_6NET: *If you had to guess, why do you think Facebook is changing its name? Please select all that apply.*
To signal a new direction for the company as a whole

Demographic	Selected		Not Selected		Total N
Adults	35%	(780)	65%	(1420)	2200
Gender: Male	35%	(369)	65%	(693)	1062
Gender: Female	36%	(411)	64%	(727)	1138
Age: 18-34	38%	(249)	62%	(407)	655
Age: 35-44	41%	(146)	59%	(212)	358
Age: 45-64	33%	(249)	67%	(502)	751
Age: 65+	31%	(137)	69%	(300)	436
GenZers: 1997-2012	38%	(85)	62%	(137)	222
Millennials: 1981-1996	39%	(253)	61%	(402)	655
GenXers: 1965-1980	35%	(199)	65%	(367)	565
Baby Boomers: 1946-1964	33%	(223)	67%	(458)	681
PID: Dem (no lean)	39%	(309)	61%	(491)	801
PID: Ind (no lean)	33%	(253)	67%	(510)	763
PID: Rep (no lean)	34%	(217)	66%	(419)	636
PID/Gender: Dem Men	37%	(146)	63%	(252)	398
PID/Gender: Dem Women	41%	(164)	59%	(239)	403
PID/Gender: Ind Men	30%	(105)	70%	(242)	346
PID/Gender: Ind Women	36%	(148)	64%	(268)	417
PID/Gender: Rep Men	37%	(118)	63%	(199)	317
PID/Gender: Rep Women	31%	(99)	69%	(220)	319
Ideo: Liberal (1-3)	40%	(252)	60%	(373)	625
Ideo: Moderate (4)	36%	(240)	64%	(428)	668
Ideo: Conservative (5-7)	32%	(219)	68%	(456)	675
Educ: < College	35%	(522)	65%	(990)	1512
Educ: Bachelors degree	38%	(170)	62%	(273)	444
Educ: Post-grad	36%	(87)	64%	(157)	244
Income: Under 50k	34%	(440)	66%	(836)	1276
Income: 50k-100k	35%	(221)	65%	(415)	636
Income: 100k+	41%	(119)	59%	(169)	288
Ethnicity: White	34%	(587)	66%	(1135)	1722
Ethnicity: Hispanic	32%	(112)	68%	(238)	349
Ethnicity: Black	40%	(110)	60%	(164)	274

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Table MCTE9_6NET: *If you had to guess, why do you think Facebook is changing its name? Please select all that apply.*
To signal a new direction for the company as a whole

Demographic	Selected		Not Selected		Total N
Adults	35%	(780)	65%	(1420)	2200
Ethnicity: Other	41%	(83)	59%	(121)	204
All Christian	34%	(314)	66%	(601)	915
All Non-Christian	34%	(35)	66%	(68)	103
Atheist	33%	(42)	67%	(87)	129
Agnostic/Nothing in particular	34%	(218)	66%	(419)	637
Something Else	41%	(170)	59%	(245)	416
Religious Non-Protestant/Catholic	32%	(39)	68%	(85)	124
Evangelical	38%	(211)	62%	(339)	550
Non-Evangelical	36%	(267)	64%	(480)	747
Community: Urban	38%	(235)	62%	(377)	613
Community: Suburban	35%	(357)	65%	(663)	1019
Community: Rural	33%	(188)	67%	(380)	568
Employ: Private Sector	39%	(270)	61%	(429)	699
Employ: Government	36%	(43)	64%	(75)	118
Employ: Self-Employed	36%	(73)	64%	(129)	202
Employ: Homemaker	36%	(52)	64%	(94)	147
Employ: Student	35%	(27)	65%	(51)	78
Employ: Retired	32%	(157)	68%	(339)	497
Employ: Unemployed	35%	(96)	65%	(180)	276
Employ: Other	33%	(61)	67%	(122)	183
Military HH: Yes	34%	(114)	66%	(223)	337
Military HH: No	36%	(666)	64%	(1198)	1863
RD/WT: Right Direction	38%	(319)	62%	(510)	829
RD/WT: Wrong Track	34%	(461)	66%	(910)	1371
Biden Job Approve	37%	(384)	63%	(647)	1031
Biden Job Disapprove	33%	(342)	67%	(682)	1024
Biden Job Strongly Approve	36%	(158)	64%	(280)	438
Biden Job Somewhat Approve	38%	(226)	62%	(367)	593
Biden Job Somewhat Disapprove	40%	(116)	60%	(175)	292
Biden Job Strongly Disapprove	31%	(225)	69%	(507)	732

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Table MCTE9_6NET: *If you had to guess, why do you think Facebook is changing its name? Please select all that apply.*
To signal a new direction for the company as a whole

Demographic	Selected		Not Selected		Total N
Adults	35%	(780)	65%	(1420)	2200
Favorable of Biden	37%	(387)	63%	(651)	1038
Unfavorable of Biden	34%	(358)	66%	(692)	1050
Very Favorable of Biden	38%	(180)	62%	(297)	477
Somewhat Favorable of Biden	37%	(207)	63%	(354)	561
Somewhat Unfavorable of Biden	44%	(123)	56%	(156)	280
Very Unfavorable of Biden	30%	(234)	70%	(536)	770
#1 Issue: Economy	38%	(315)	62%	(507)	822
#1 Issue: Security	31%	(97)	69%	(219)	316
#1 Issue: Health Care	34%	(99)	66%	(194)	293
#1 Issue: Medicare / Social Security	29%	(76)	71%	(183)	259
#1 Issue: Women's Issues	40%	(54)	60%	(82)	136
#1 Issue: Education	39%	(43)	61%	(66)	109
#1 Issue: Energy	37%	(49)	63%	(83)	132
#1 Issue: Other	35%	(47)	65%	(87)	134
2020 Vote: Joe Biden	37%	(360)	63%	(620)	980
2020 Vote: Donald Trump	32%	(222)	68%	(463)	685
2020 Vote: Other	42%	(35)	58%	(50)	85
2020 Vote: Didn't Vote	36%	(161)	64%	(285)	445
2018 House Vote: Democrat	34%	(253)	66%	(488)	741
2018 House Vote: Republican	32%	(190)	68%	(406)	596
2018 House Vote: Someone else	21%	(14)	79%	(53)	67
2016 Vote: Hillary Clinton	36%	(244)	64%	(443)	686
2016 Vote: Donald Trump	34%	(222)	66%	(430)	651
2016 Vote: Other	31%	(40)	69%	(92)	133
2016 Vote: Didn't Vote	38%	(274)	62%	(456)	730
Voted in 2014: Yes	34%	(408)	66%	(806)	1214
Voted in 2014: No	38%	(372)	62%	(614)	986
4-Region: Northeast	35%	(139)	65%	(254)	394
4-Region: Midwest	37%	(171)	63%	(292)	462
4-Region: South	34%	(284)	66%	(540)	824
4-Region: West	36%	(186)	64%	(334)	520

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Table MCTE9_6NET: *If you had to guess, why do you think Facebook is changing its name? Please select all that apply.
 To signal a new direction for the company as a whole*

Demographic	Selected		Not Selected		Total N
Adults	35%	(780)	65%	(1420)	2200
SRH Metaverse	38%	(309)	62%	(499)	808
SRH Meta Rebrand	37%	(471)	63%	(811)	1282
SRH Facebook Files	35%	(341)	65%	(636)	976

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

Table MCTE9_7NET: *If you had to guess, why do you think Facebook is changing its name? Please select all that apply.*
To distract from any controversy/scandal

Demographic	Selected		Not Selected		Total N
Adults	50%	(1099)	50%	(1101)	2200
Gender: Male	51%	(541)	49%	(520)	1062
Gender: Female	49%	(558)	51%	(581)	1138
Age: 18-34	39%	(258)	61%	(397)	655
Age: 35-44	39%	(141)	61%	(217)	358
Age: 45-64	56%	(419)	44%	(332)	751
Age: 65+	64%	(281)	36%	(155)	436
GenZers: 1997-2012	34%	(76)	66%	(146)	222
Millennials: 1981-1996	39%	(256)	61%	(399)	655
GenXers: 1965-1980	53%	(297)	47%	(268)	565
Baby Boomers: 1946-1964	62%	(423)	38%	(258)	681
PID: Dem (no lean)	50%	(401)	50%	(400)	801
PID: Ind (no lean)	52%	(393)	48%	(370)	763
PID: Rep (no lean)	48%	(305)	52%	(331)	636
PID/Gender: Dem Men	49%	(194)	51%	(204)	398
PID/Gender: Dem Women	51%	(207)	49%	(196)	403
PID/Gender: Ind Men	56%	(195)	44%	(151)	346
PID/Gender: Ind Women	48%	(198)	52%	(219)	417
PID/Gender: Rep Men	48%	(152)	52%	(165)	317
PID/Gender: Rep Women	48%	(152)	52%	(166)	319
Ideo: Liberal (1-3)	56%	(352)	44%	(273)	625
Ideo: Moderate (4)	46%	(307)	54%	(361)	668
Ideo: Conservative (5-7)	55%	(370)	45%	(305)	675
Educ: < College	46%	(693)	54%	(820)	1512
Educ: Bachelors degree	58%	(256)	42%	(188)	444
Educ: Post-grad	62%	(150)	38%	(94)	244
Income: Under 50k	45%	(579)	55%	(697)	1276
Income: 50k-100k	56%	(356)	44%	(280)	636
Income: 100k+	57%	(164)	43%	(124)	288
Ethnicity: White	51%	(882)	49%	(840)	1722
Ethnicity: Hispanic	44%	(153)	56%	(197)	349
Ethnicity: Black	42%	(114)	58%	(160)	274

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Table MCTE9_7NET: *If you had to guess, why do you think Facebook is changing its name? Please select all that apply.*
To distract from any controversy/scandal

Demographic	Selected		Not Selected		Total N
Adults	50%	(1099)	50%	(1101)	2200
Ethnicity: Other	50%	(103)	50%	(101)	204
All Christian	53%	(483)	47%	(432)	915
All Non-Christian	55%	(57)	45%	(46)	103
Atheist	58%	(75)	42%	(54)	129
Agnostic/Nothing in particular	47%	(296)	53%	(341)	637
Something Else	45%	(188)	55%	(228)	416
Religious Non-Protestant/Catholic	51%	(64)	49%	(60)	124
Evangelical	47%	(257)	53%	(293)	550
Non-Evangelical	54%	(401)	46%	(346)	747
Community: Urban	47%	(290)	53%	(323)	613
Community: Suburban	51%	(522)	49%	(497)	1019
Community: Rural	51%	(287)	49%	(281)	568
Employ: Private Sector	48%	(335)	52%	(364)	699
Employ: Government	40%	(48)	60%	(71)	118
Employ: Self-Employed	51%	(103)	49%	(99)	202
Employ: Homemaker	47%	(70)	53%	(77)	147
Employ: Student	38%	(30)	62%	(48)	78
Employ: Retired	63%	(315)	37%	(182)	497
Employ: Unemployed	44%	(120)	56%	(156)	276
Employ: Other	43%	(78)	57%	(105)	183
Military HH: Yes	55%	(185)	45%	(151)	337
Military HH: No	49%	(914)	51%	(950)	1863
RD/WT: Right Direction	47%	(388)	53%	(442)	829
RD/WT: Wrong Track	52%	(712)	48%	(659)	1371
Biden Job Approve	49%	(500)	51%	(531)	1031
Biden Job Disapprove	54%	(557)	46%	(467)	1024
Biden Job Strongly Approve	47%	(205)	53%	(233)	438
Biden Job Somewhat Approve	50%	(296)	50%	(298)	593
Biden Job Somewhat Disapprove	51%	(150)	49%	(142)	292
Biden Job Strongly Disapprove	56%	(407)	44%	(325)	732

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Table MCTE9_7NET: *If you had to guess, why do you think Facebook is changing its name? Please select all that apply.*
To distract from any controversy/scandal

Demographic	Selected		Not Selected		Total N
Adults	50%	(1099)	50%	(1101)	2200
Favorable of Biden	50%	(515)	50%	(523)	1038
Unfavorable of Biden	53%	(552)	47%	(497)	1050
Very Favorable of Biden	51%	(244)	49%	(233)	477
Somewhat Favorable of Biden	48%	(271)	52%	(290)	561
Somewhat Unfavorable of Biden	48%	(133)	52%	(147)	280
Very Unfavorable of Biden	54%	(419)	46%	(351)	770
#1 Issue: Economy	47%	(389)	53%	(432)	822
#1 Issue: Security	55%	(172)	45%	(143)	316
#1 Issue: Health Care	44%	(130)	56%	(163)	293
#1 Issue: Medicare / Social Security	54%	(139)	46%	(119)	259
#1 Issue: Women's Issues	54%	(73)	46%	(63)	136
#1 Issue: Education	38%	(42)	62%	(68)	109
#1 Issue: Energy	59%	(77)	41%	(54)	132
#1 Issue: Other	57%	(76)	43%	(58)	134
2020 Vote: Joe Biden	54%	(529)	46%	(451)	980
2020 Vote: Donald Trump	55%	(376)	45%	(309)	685
2020 Vote: Other	39%	(33)	61%	(52)	85
2020 Vote: Didn't Vote	36%	(159)	64%	(287)	445
2018 House Vote: Democrat	57%	(421)	43%	(319)	741
2018 House Vote: Republican	56%	(331)	44%	(264)	596
2018 House Vote: Someone else	46%	(31)	54%	(36)	67
2016 Vote: Hillary Clinton	54%	(374)	46%	(312)	686
2016 Vote: Donald Trump	54%	(355)	46%	(296)	651
2016 Vote: Other	63%	(83)	37%	(50)	133
2016 Vote: Didn't Vote	39%	(287)	61%	(443)	730
Voted in 2014: Yes	57%	(694)	43%	(519)	1214
Voted in 2014: No	41%	(405)	59%	(582)	986
4-Region: Northeast	50%	(197)	50%	(196)	394
4-Region: Midwest	54%	(248)	46%	(215)	462
4-Region: South	48%	(392)	52%	(432)	824
4-Region: West	50%	(262)	50%	(258)	520

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Table MCTE9_7NET: *If you had to guess, why do you think Facebook is changing its name? Please select all that apply.*
To distract from any controversy/scandal

Demographic	Selected	Not Selected	Total N
Adults	50% (1099)	50% (1101)	2200
SRH Metaverse	52% (417)	48% (391)	808
SRH Meta Rebrand	56% (715)	44% (566)	1282
SRH Facebook Files	59% (572)	41% (405)	976

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

Table MCTE9_8NET: *If you had to guess, why do you think Facebook is changing its name? Please select all that apply.*

Other, please specify:

Demographic	Selected		Not Selected		Total N
Adults	4%	(82)	96%	(2118)	2200
Gender: Male	3%	(36)	97%	(1026)	1062
Gender: Female	4%	(46)	96%	(1092)	1138
Age: 18-34	4%	(23)	96%	(632)	655
Age: 35-44	4%	(13)	96%	(344)	358
Age: 45-64	3%	(26)	97%	(725)	751
Age: 65+	5%	(20)	95%	(416)	436
GenZers: 1997-2012	4%	(10)	96%	(213)	222
Millennials: 1981-1996	3%	(20)	97%	(635)	655
GenXers: 1965-1980	4%	(24)	96%	(541)	565
Baby Boomers: 1946-1964	3%	(22)	97%	(660)	681
PID: Dem (no lean)	2%	(15)	98%	(785)	801
PID: Ind (no lean)	7%	(51)	93%	(712)	763
PID: Rep (no lean)	3%	(16)	97%	(620)	636
PID/Gender: Dem Men	2%	(8)	98%	(390)	398
PID/Gender: Dem Women	2%	(7)	98%	(396)	403
PID/Gender: Ind Men	6%	(19)	94%	(327)	346
PID/Gender: Ind Women	8%	(32)	92%	(385)	417
PID/Gender: Rep Men	3%	(9)	97%	(309)	317
PID/Gender: Rep Women	2%	(8)	98%	(311)	319
Ideo: Liberal (1-3)	3%	(17)	97%	(608)	625
Ideo: Moderate (4)	3%	(21)	97%	(647)	668
Ideo: Conservative (5-7)	3%	(23)	97%	(651)	675
Educ: < College	4%	(67)	96%	(1445)	1512
Educ: Bachelors degree	1%	(6)	99%	(438)	444
Educ: Post-grad	4%	(9)	96%	(235)	244
Income: Under 50k	5%	(62)	95%	(1214)	1276
Income: 50k-100k	2%	(14)	98%	(622)	636
Income: 100k+	2%	(7)	98%	(281)	288
Ethnicity: White	4%	(67)	96%	(1655)	1722
Ethnicity: Hispanic	4%	(15)	96%	(335)	349
Ethnicity: Black	3%	(9)	97%	(265)	274

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Table MCTE9_8NET: *If you had to guess, why do you think Facebook is changing its name? Please select all that apply.*
Other, please specify:

Demographic	Selected		Not Selected		Total N
Adults	4%	(82)	96%	(2118)	2200
Ethnicity: Other	3%	(6)	97%	(198)	204
All Christian	3%	(28)	97%	(887)	915
All Non-Christian	1%	(1)	99%	(102)	103
Atheist	2%	(3)	98%	(126)	129
Agnostic/Nothing in particular	5%	(31)	95%	(606)	637
Something Else	5%	(19)	95%	(396)	416
Religious Non-Protestant/Catholic	1%	(1)	99%	(122)	124
Evangelical	4%	(22)	96%	(528)	550
Non-Evangelical	3%	(25)	97%	(722)	747
Community: Urban	5%	(29)	95%	(583)	613
Community: Suburban	2%	(24)	98%	(995)	1019
Community: Rural	5%	(29)	95%	(540)	568
Employ: Private Sector	2%	(14)	98%	(685)	699
Employ: Government	1%	(1)	99%	(117)	118
Employ: Self-Employed	3%	(6)	97%	(196)	202
Employ: Homemaker	3%	(5)	97%	(142)	147
Employ: Student	2%	(2)	98%	(76)	78
Employ: Retired	6%	(27)	94%	(469)	497
Employ: Unemployed	4%	(10)	96%	(266)	276
Employ: Other	9%	(16)	91%	(167)	183
Military HH: Yes	4%	(14)	96%	(323)	337
Military HH: No	4%	(68)	96%	(1795)	1863
RD/WT: Right Direction	2%	(15)	98%	(814)	829
RD/WT: Wrong Track	5%	(68)	95%	(1303)	1371
Biden Job Approve	3%	(29)	97%	(1002)	1031
Biden Job Disapprove	4%	(39)	96%	(985)	1024
Biden Job Strongly Approve	3%	(11)	97%	(427)	438
Biden Job Somewhat Approve	3%	(18)	97%	(575)	593
Biden Job Somewhat Disapprove	3%	(9)	97%	(283)	292
Biden Job Strongly Disapprove	4%	(30)	96%	(702)	732

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Table MCTE9_8NET: *If you had to guess, why do you think Facebook is changing its name? Please select all that apply.*

Other, please specify:

Demographic	Selected		Not Selected		Total N
Adults	4%	(82)	96%	(2118)	2200
Favorable of Biden	3%	(34)	97%	(1004)	1038
Unfavorable of Biden	4%	(40)	96%	(1010)	1050
Very Favorable of Biden	2%	(11)	98%	(466)	477
Somewhat Favorable of Biden	4%	(23)	96%	(538)	561
Somewhat Unfavorable of Biden	4%	(11)	96%	(269)	280
Very Unfavorable of Biden	4%	(29)	96%	(741)	770
#1 Issue: Economy	4%	(31)	96%	(791)	822
#1 Issue: Security	2%	(8)	98%	(308)	316
#1 Issue: Health Care	3%	(8)	97%	(286)	293
#1 Issue: Medicare / Social Security	2%	(6)	98%	(253)	259
#1 Issue: Women's Issues	—	(0)	100%	(135)	136
#1 Issue: Education	—	(0)	100%	(109)	109
#1 Issue: Energy	6%	(7)	94%	(124)	132
#1 Issue: Other	17%	(22)	83%	(112)	134
2020 Vote: Joe Biden	3%	(31)	97%	(949)	980
2020 Vote: Donald Trump	3%	(20)	97%	(665)	685
2020 Vote: Other	3%	(3)	97%	(82)	85
2020 Vote: Didn't Vote	6%	(29)	94%	(417)	445
2018 House Vote: Democrat	3%	(22)	97%	(718)	741
2018 House Vote: Republican	3%	(19)	97%	(577)	596
2018 House Vote: Someone else	6%	(4)	94%	(63)	67
2016 Vote: Hillary Clinton	3%	(21)	97%	(666)	686
2016 Vote: Donald Trump	3%	(18)	97%	(633)	651
2016 Vote: Other	5%	(7)	95%	(125)	133
2016 Vote: Didn't Vote	5%	(36)	95%	(694)	730
Voted in 2014: Yes	3%	(41)	97%	(1172)	1214
Voted in 2014: No	4%	(41)	96%	(945)	986
4-Region: Northeast	3%	(12)	97%	(381)	394
4-Region: Midwest	6%	(26)	94%	(437)	462
4-Region: South	4%	(35)	96%	(789)	824
4-Region: West	2%	(9)	98%	(511)	520

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Table MCTE9_8NET: *If you had to guess, why do you think Facebook is changing its name? Please select all that apply. Other, please specify:*

Demographic	Selected		Not Selected		Total N
Adults	4%	(82)	96%	(2118)	2200
SRH Metaverse	2%	(13)	98%	(794)	808
SRH Meta Rebrand	2%	(30)	98%	(1251)	1282
SRH Facebook Files	2%	(21)	98%	(956)	976

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

Table MCTE10_1: Sometimes in surveys like this people change their mind and sometimes they don't. Once again, do you have a favorable or unfavorable opinion of each of the following?
Facebook

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Don't know / No opinion	Total N
Adults	21% (453)	32% (700)	19% (424)	21% (452)	8% (171)	2200
Gender: Male	18% (195)	27% (291)	22% (235)	25% (261)	7% (80)	1062
Gender: Female	23% (258)	36% (409)	17% (189)	17% (191)	8% (92)	1138
Age: 18-34	25% (164)	31% (201)	17% (109)	20% (130)	8% (51)	655
Age: 35-44	29% (103)	31% (109)	19% (69)	14% (50)	7% (25)	358
Age: 45-64	20% (147)	33% (246)	18% (139)	21% (157)	8% (63)	751
Age: 65+	9% (38)	33% (144)	24% (107)	27% (116)	7% (32)	436
GenZers: 1997-2012	22% (49)	29% (65)	13% (29)	25% (55)	11% (24)	222
Millennials: 1981-1996	28% (185)	30% (200)	19% (123)	16% (106)	6% (42)	655
GenXers: 1965-1980	23% (132)	32% (184)	18% (104)	16% (93)	9% (52)	565
Baby Boomers: 1946-1964	12% (80)	35% (235)	21% (140)	26% (179)	7% (47)	681
PID: Dem (no lean)	23% (182)	31% (252)	19% (151)	19% (148)	8% (67)	801
PID: Ind (no lean)	18% (135)	31% (236)	18% (139)	24% (181)	10% (73)	763
PID: Rep (no lean)	21% (136)	33% (212)	21% (134)	19% (123)	5% (31)	636
PID/Gender: Dem Men	23% (90)	29% (116)	20% (79)	19% (76)	9% (37)	398
PID/Gender: Dem Women	23% (92)	34% (136)	18% (72)	18% (73)	8% (31)	403
PID/Gender: Ind Men	13% (46)	25% (88)	22% (77)	30% (104)	9% (32)	346
PID/Gender: Ind Women	21% (89)	35% (147)	15% (62)	18% (77)	10% (42)	417
PID/Gender: Rep Men	18% (58)	27% (87)	25% (79)	26% (82)	3% (11)	317
PID/Gender: Rep Women	24% (78)	39% (125)	17% (54)	13% (42)	6% (20)	319
Ideo: Liberal (1-3)	19% (118)	30% (186)	22% (139)	24% (152)	5% (31)	625
Ideo: Moderate (4)	23% (154)	33% (221)	18% (123)	16% (109)	9% (61)	668
Ideo: Conservative (5-7)	17% (115)	34% (226)	21% (141)	23% (158)	5% (33)	675
Educ: < College	22% (331)	34% (509)	17% (252)	18% (277)	10% (144)	1512
Educ: Bachelors degree	18% (78)	28% (123)	26% (114)	24% (107)	5% (22)	444
Educ: Post-grad	18% (44)	28% (68)	24% (58)	28% (69)	2% (6)	244
Income: Under 50k	23% (289)	34% (434)	16% (202)	18% (234)	9% (117)	1276
Income: 50k-100k	17% (111)	31% (200)	23% (148)	21% (133)	7% (44)	636
Income: 100k+	18% (53)	23% (66)	26% (74)	30% (85)	3% (10)	288
Ethnicity: White	20% (342)	32% (555)	21% (360)	21% (353)	6% (111)	1722

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Table MCTE10_1: Sometimes in surveys like this people change their mind and sometimes they don't. Once again, do you have a favorable or unfavorable opinion of each of the following?
 Facebook

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Don't know / No opinion	Total N
Adults	21% (453)	32% (700)	19% (424)	21% (452)	8% (171)	2200
Ethnicity: Hispanic	20% (71)	30% (105)	19% (67)	20% (69)	11% (37)	349
Ethnicity: Black	26% (71)	31% (84)	11% (31)	20% (54)	12% (33)	274
Ethnicity: Other	19% (39)	30% (60)	16% (33)	22% (45)	13% (27)	204
All Christian	20% (188)	33% (298)	20% (184)	20% (186)	6% (59)	915
All Non-Christian	24% (25)	18% (19)	24% (25)	23% (24)	10% (11)	103
Atheist	12% (16)	25% (32)	26% (34)	31% (39)	6% (8)	129
Agnostic/Nothing in particular	20% (130)	31% (198)	18% (114)	21% (134)	10% (61)	637
Something Else	23% (94)	37% (152)	16% (68)	17% (69)	8% (33)	416
Religious Non-Protestant/Catholic	21% (26)	24% (29)	27% (33)	20% (24)	9% (12)	124
Evangelical	25% (136)	36% (196)	16% (86)	16% (88)	8% (44)	550
Non-Evangelical	19% (142)	32% (241)	21% (155)	22% (163)	6% (47)	747
Community: Urban	28% (170)	30% (183)	17% (102)	18% (111)	7% (45)	613
Community: Suburban	17% (170)	30% (310)	23% (234)	22% (229)	7% (76)	1019
Community: Rural	20% (112)	36% (206)	15% (88)	20% (112)	9% (49)	568
Employ: Private Sector	23% (163)	32% (221)	19% (134)	20% (139)	6% (43)	699
Employ: Government	21% (24)	26% (31)	29% (35)	16% (19)	8% (9)	118
Employ: Self-Employed	21% (43)	22% (45)	21% (42)	31% (62)	5% (11)	202
Employ: Homemaker	23% (34)	37% (54)	15% (21)	13% (19)	13% (19)	147
Employ: Student	16% (13)	25% (20)	14% (11)	29% (23)	16% (12)	78
Employ: Retired	11% (53)	34% (170)	23% (115)	25% (125)	7% (35)	497
Employ: Unemployed	31% (85)	32% (89)	15% (42)	12% (34)	10% (27)	276
Employ: Other	21% (39)	38% (70)	14% (26)	17% (32)	9% (16)	183
Military HH: Yes	16% (54)	36% (121)	21% (70)	20% (66)	8% (26)	337
Military HH: No	21% (399)	31% (579)	19% (354)	21% (387)	8% (145)	1863
RD/WT: Right Direction	25% (208)	30% (249)	19% (157)	18% (149)	8% (65)	829
RD/WT: Wrong Track	18% (244)	33% (451)	19% (267)	22% (303)	8% (106)	1371
Biden Job Approve	22% (232)	32% (331)	19% (196)	19% (194)	8% (79)	1031
Biden Job Disapprove	18% (186)	32% (332)	21% (212)	23% (239)	5% (56)	1024

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Table MCTE10_1: Sometimes in surveys like this people change their mind and sometimes they don't. Once again, do you have a favorable or unfavorable opinion of each of the following?
Facebook

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	21%	(453)	32%	(700)	19%	(424)	21%	(452)	8%	(171)	2200
Biden Job Strongly Approve	29%	(129)	29%	(129)	17%	(75)	19%	(81)	5%	(23)	438
Biden Job Somewhat Approve	17%	(103)	34%	(202)	20%	(121)	19%	(113)	9%	(55)	593
Biden Job Somewhat Disapprove	19%	(56)	39%	(114)	21%	(61)	15%	(44)	6%	(17)	292
Biden Job Strongly Disapprove	18%	(129)	30%	(218)	21%	(151)	27%	(195)	5%	(38)	732
Favorable of Biden	23%	(234)	32%	(328)	18%	(189)	20%	(206)	8%	(80)	1038
Unfavorable of Biden	18%	(188)	33%	(342)	22%	(229)	22%	(233)	5%	(57)	1050
Very Favorable of Biden	28%	(135)	30%	(141)	16%	(75)	19%	(93)	7%	(33)	477
Somewhat Favorable of Biden	18%	(100)	33%	(187)	20%	(114)	20%	(113)	8%	(48)	561
Somewhat Unfavorable of Biden	17%	(47)	38%	(106)	24%	(67)	14%	(39)	7%	(20)	280
Very Unfavorable of Biden	18%	(141)	31%	(236)	21%	(162)	25%	(194)	5%	(37)	770
#1 Issue: Economy	24%	(194)	32%	(261)	18%	(152)	19%	(154)	7%	(61)	822
#1 Issue: Security	21%	(66)	29%	(93)	20%	(63)	22%	(69)	8%	(24)	316
#1 Issue: Health Care	25%	(73)	34%	(99)	19%	(57)	15%	(43)	7%	(20)	293
#1 Issue: Medicare / Social Security	13%	(33)	36%	(93)	21%	(55)	21%	(55)	9%	(24)	259
#1 Issue: Women's Issues	14%	(19)	32%	(43)	20%	(28)	27%	(37)	7%	(10)	136
#1 Issue: Education	21%	(23)	31%	(34)	19%	(21)	16%	(17)	13%	(15)	109
#1 Issue: Energy	21%	(28)	27%	(35)	22%	(29)	24%	(31)	6%	(8)	132
#1 Issue: Other	13%	(17)	30%	(41)	16%	(21)	34%	(46)	6%	(8)	134
2020 Vote: Joe Biden	19%	(189)	31%	(307)	21%	(204)	21%	(206)	8%	(75)	980
2020 Vote: Donald Trump	18%	(126)	32%	(221)	22%	(149)	23%	(154)	5%	(33)	685
2020 Vote: Other	15%	(13)	31%	(26)	21%	(18)	20%	(17)	13%	(11)	85
2020 Vote: Didn't Vote	28%	(125)	32%	(142)	12%	(52)	17%	(74)	12%	(52)	445
2018 House Vote: Democrat	20%	(149)	31%	(230)	21%	(157)	22%	(160)	6%	(45)	741
2018 House Vote: Republican	17%	(101)	31%	(183)	23%	(139)	23%	(138)	6%	(34)	596
2018 House Vote: Someone else	12%	(8)	37%	(25)	18%	(12)	17%	(11)	15%	(10)	67
2016 Vote: Hillary Clinton	20%	(134)	31%	(211)	22%	(152)	21%	(142)	7%	(46)	686
2016 Vote: Donald Trump	19%	(122)	32%	(208)	22%	(141)	23%	(147)	5%	(33)	651
2016 Vote: Other	11%	(14)	35%	(46)	24%	(32)	19%	(25)	11%	(14)	133
2016 Vote: Didn't Vote	25%	(182)	32%	(234)	13%	(98)	19%	(138)	11%	(78)	730

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Table MCTE10_1: Sometimes in surveys like this people change their mind and sometimes they don't. Once again, do you have a favorable or unfavorable opinion of each of the following?
 Facebook

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Don't know / No opinion	Total N
Adults	21% (453)	32% (700)	19% (424)	21% (452)	8% (171)	2200
Voted in 2014: Yes	19% (227)	31% (380)	22% (261)	22% (266)	7% (79)	1214
Voted in 2014: No	23% (226)	32% (320)	16% (163)	19% (186)	9% (92)	986
4-Region: Northeast	20% (78)	29% (116)	20% (81)	24% (94)	6% (25)	394
4-Region: Midwest	21% (98)	31% (142)	20% (93)	20% (91)	8% (39)	462
4-Region: South	22% (178)	33% (273)	18% (146)	19% (154)	9% (72)	824
4-Region: West	19% (98)	33% (170)	20% (104)	22% (113)	7% (35)	520
SRH Metaverse	25% (201)	29% (232)	19% (153)	24% (191)	4% (30)	808
SRH Meta Rebrand	20% (257)	30% (389)	22% (279)	23% (301)	4% (56)	1282
SRH Facebook Files	20% (199)	27% (265)	22% (219)	26% (255)	4% (38)	976

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

Table MCTE10_2: Sometimes in surveys like this people change their mind and sometimes they don't. Once again, do you have a favorable or unfavorable opinion of each of the following?

Mark Zuckerberg

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	8%	(181)	16%	(351)	23%	(496)	30%	(671)	23%	(502)	2200
Gender: Male	9%	(95)	17%	(185)	22%	(231)	36%	(384)	16%	(166)	1062
Gender: Female	8%	(85)	15%	(166)	23%	(265)	25%	(287)	30%	(336)	1138
Age: 18-34	10%	(66)	16%	(105)	20%	(129)	28%	(186)	26%	(170)	655
Age: 35-44	13%	(45)	20%	(73)	20%	(73)	25%	(91)	21%	(75)	358
Age: 45-64	7%	(50)	15%	(114)	23%	(172)	32%	(237)	24%	(178)	751
Age: 65+	4%	(19)	14%	(59)	28%	(122)	36%	(157)	18%	(79)	436
GenZers: 1997-2012	8%	(19)	15%	(33)	17%	(38)	30%	(67)	29%	(65)	222
Millennials: 1981-1996	12%	(79)	18%	(116)	21%	(134)	27%	(179)	22%	(147)	655
GenXers: 1965-1980	10%	(56)	18%	(100)	22%	(122)	27%	(153)	24%	(135)	565
Baby Boomers: 1946-1964	4%	(25)	13%	(91)	26%	(180)	36%	(243)	21%	(142)	681
PID: Dem (no lean)	12%	(97)	19%	(151)	22%	(180)	25%	(199)	22%	(174)	801
PID: Ind (no lean)	5%	(38)	13%	(99)	21%	(163)	33%	(250)	28%	(213)	763
PID: Rep (no lean)	7%	(46)	16%	(101)	24%	(153)	35%	(222)	18%	(114)	636
PID/Gender: Dem Men	13%	(52)	19%	(77)	22%	(89)	28%	(112)	17%	(69)	398
PID/Gender: Dem Women	11%	(45)	18%	(74)	23%	(91)	22%	(87)	26%	(106)	403
PID/Gender: Ind Men	4%	(16)	15%	(52)	22%	(77)	41%	(142)	17%	(60)	346
PID/Gender: Ind Women	5%	(23)	11%	(47)	21%	(85)	26%	(108)	37%	(154)	417
PID/Gender: Rep Men	9%	(28)	18%	(56)	20%	(65)	41%	(130)	12%	(38)	317
PID/Gender: Rep Women	6%	(18)	14%	(45)	28%	(88)	29%	(92)	24%	(76)	319
Ideo: Liberal (1-3)	8%	(49)	19%	(120)	24%	(153)	35%	(219)	13%	(84)	625
Ideo: Moderate (4)	9%	(63)	19%	(124)	22%	(146)	23%	(154)	27%	(182)	668
Ideo: Conservative (5-7)	8%	(57)	12%	(82)	25%	(172)	38%	(259)	15%	(105)	675
Educ: < College	8%	(117)	16%	(242)	21%	(312)	28%	(421)	28%	(420)	1512
Educ: Bachelors degree	9%	(38)	17%	(77)	26%	(115)	34%	(150)	14%	(63)	444
Educ: Post-grad	10%	(25)	13%	(31)	28%	(69)	41%	(99)	8%	(19)	244
Income: Under 50k	8%	(102)	16%	(201)	21%	(266)	27%	(344)	28%	(363)	1276
Income: 50k-100k	7%	(45)	16%	(104)	26%	(165)	33%	(211)	18%	(111)	636
Income: 100k+	12%	(34)	16%	(45)	23%	(65)	40%	(116)	10%	(28)	288
Ethnicity: White	8%	(132)	15%	(256)	24%	(412)	32%	(552)	21%	(370)	1722

Continued on next page

Table MCTE10_2: Sometimes in surveys like this people change their mind and sometimes they don't. Once again, do you have a favorable or unfavorable opinion of each of the following?

Mark Zuckerberg

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	8%	(181)	16%	(351)	23%	(496)	30%	(671)	23%	(502)	2200
Ethnicity: Hispanic	9%	(31)	18%	(64)	17%	(60)	31%	(107)	25%	(87)	349
Ethnicity: Black	12%	(32)	21%	(57)	17%	(46)	19%	(51)	32%	(89)	274
Ethnicity: Other	8%	(17)	19%	(38)	19%	(38)	33%	(68)	21%	(43)	204
All Christian	10%	(93)	16%	(147)	23%	(213)	30%	(271)	21%	(191)	915
All Non-Christian	14%	(14)	18%	(19)	24%	(25)	30%	(31)	14%	(14)	103
Atheist	8%	(10)	14%	(17)	24%	(31)	44%	(56)	11%	(15)	129
Agnostic/Nothing in particular	6%	(35)	17%	(105)	19%	(122)	32%	(207)	26%	(168)	637
Something Else	7%	(28)	15%	(62)	25%	(105)	25%	(106)	27%	(114)	416
Religious Non-Protestant/Catholic	12%	(15)	15%	(19)	25%	(31)	30%	(38)	17%	(21)	124
Evangelical	10%	(56)	16%	(88)	22%	(120)	26%	(142)	26%	(144)	550
Non-Evangelical	8%	(63)	16%	(120)	25%	(190)	30%	(221)	20%	(152)	747
Community: Urban	12%	(72)	17%	(105)	21%	(131)	26%	(161)	23%	(143)	613
Community: Suburban	8%	(80)	15%	(156)	23%	(237)	32%	(331)	21%	(215)	1019
Community: Rural	5%	(28)	16%	(90)	22%	(128)	32%	(179)	25%	(143)	568
Employ: Private Sector	11%	(78)	19%	(136)	24%	(169)	30%	(210)	15%	(106)	699
Employ: Government	11%	(13)	19%	(23)	18%	(21)	30%	(35)	22%	(26)	118
Employ: Self-Employed	10%	(21)	10%	(21)	21%	(42)	41%	(83)	18%	(36)	202
Employ: Homemaker	5%	(8)	14%	(21)	23%	(33)	26%	(38)	32%	(46)	147
Employ: Student	9%	(7)	12%	(9)	21%	(16)	24%	(19)	34%	(27)	78
Employ: Retired	5%	(23)	14%	(68)	26%	(129)	36%	(179)	20%	(97)	497
Employ: Unemployed	9%	(25)	18%	(49)	19%	(53)	23%	(64)	31%	(86)	276
Employ: Other	3%	(6)	13%	(24)	17%	(32)	23%	(42)	43%	(79)	183
Military HH: Yes	6%	(21)	18%	(59)	23%	(76)	34%	(115)	19%	(65)	337
Military HH: No	9%	(159)	16%	(291)	23%	(419)	30%	(556)	23%	(437)	1863
RD/WT: Right Direction	13%	(109)	21%	(175)	21%	(172)	23%	(188)	22%	(186)	829
RD/WT: Wrong Track	5%	(72)	13%	(175)	24%	(324)	35%	(483)	23%	(317)	1371
Biden Job Approve	12%	(123)	20%	(206)	22%	(228)	26%	(263)	21%	(211)	1031
Biden Job Disapprove	5%	(55)	13%	(131)	24%	(247)	38%	(391)	20%	(200)	1024

Continued on next page

Table MCTE10_2: Sometimes in surveys like this people change their mind and sometimes they don't. Once again, do you have a favorable or unfavorable opinion of each of the following?

Mark Zuckerberg

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	8%	(181)	16%	(351)	23%	(496)	30%	(671)	23%	(502)	2200
Biden Job Strongly Approve	18%	(81)	19%	(85)	18%	(80)	26%	(114)	18%	(78)	438
Biden Job Somewhat Approve	7%	(42)	20%	(121)	25%	(148)	25%	(149)	22%	(133)	593
Biden Job Somewhat Disapprove	6%	(18)	17%	(50)	30%	(86)	24%	(69)	24%	(69)	292
Biden Job Strongly Disapprove	5%	(37)	11%	(81)	22%	(161)	44%	(322)	18%	(132)	732
Favorable of Biden	12%	(125)	19%	(199)	22%	(228)	26%	(272)	21%	(215)	1038
Unfavorable of Biden	5%	(54)	14%	(142)	24%	(255)	37%	(391)	20%	(208)	1050
Very Favorable of Biden	17%	(82)	18%	(86)	18%	(85)	27%	(129)	20%	(94)	477
Somewhat Favorable of Biden	8%	(42)	20%	(113)	25%	(143)	25%	(143)	21%	(121)	561
Somewhat Unfavorable of Biden	5%	(13)	18%	(50)	30%	(83)	24%	(66)	24%	(68)	280
Very Unfavorable of Biden	5%	(41)	12%	(92)	22%	(172)	42%	(325)	18%	(140)	770
#1 Issue: Economy	8%	(65)	18%	(146)	24%	(195)	29%	(235)	22%	(181)	822
#1 Issue: Security	7%	(23)	15%	(47)	21%	(66)	38%	(119)	19%	(60)	316
#1 Issue: Health Care	15%	(44)	18%	(52)	21%	(61)	24%	(70)	22%	(66)	293
#1 Issue: Medicare / Social Security	5%	(12)	14%	(36)	27%	(71)	28%	(72)	26%	(68)	259
#1 Issue: Women's Issues	8%	(11)	11%	(15)	19%	(26)	35%	(48)	27%	(36)	136
#1 Issue: Education	11%	(12)	19%	(21)	24%	(27)	20%	(22)	26%	(29)	109
#1 Issue: Energy	5%	(7)	16%	(20)	26%	(34)	33%	(44)	21%	(27)	132
#1 Issue: Other	6%	(8)	11%	(14)	11%	(15)	45%	(61)	27%	(36)	134
2020 Vote: Joe Biden	10%	(100)	18%	(175)	24%	(240)	28%	(279)	19%	(187)	980
2020 Vote: Donald Trump	6%	(43)	14%	(94)	25%	(168)	39%	(267)	16%	(112)	685
2020 Vote: Other	1%	(1)	10%	(9)	24%	(20)	32%	(27)	33%	(28)	85
2020 Vote: Didn't Vote	8%	(36)	16%	(72)	15%	(67)	22%	(97)	39%	(173)	445
2018 House Vote: Democrat	10%	(78)	17%	(127)	25%	(184)	31%	(229)	16%	(122)	741
2018 House Vote: Republican	7%	(40)	12%	(74)	24%	(143)	40%	(240)	17%	(99)	596
2018 House Vote: Someone else	1%	(1)	11%	(8)	24%	(16)	27%	(18)	37%	(25)	67
2016 Vote: Hillary Clinton	11%	(78)	18%	(125)	24%	(164)	30%	(205)	17%	(114)	686
2016 Vote: Donald Trump	8%	(49)	12%	(80)	25%	(161)	39%	(252)	17%	(109)	651
2016 Vote: Other	2%	(2)	13%	(18)	30%	(40)	32%	(42)	22%	(30)	133
2016 Vote: Didn't Vote	7%	(50)	18%	(128)	18%	(131)	23%	(171)	34%	(250)	730

Continued on next page

Table MCTE10_2: Sometimes in surveys like this people change their mind and sometimes they don't. Once again, do you have a favorable or unfavorable opinion of each of the following?

Mark Zuckerberg

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	8%	(181)	16%	(351)	23%	(496)	30%	(671)	23%	(502)	2200
Voted in 2014: Yes	9%	(114)	15%	(181)	24%	(288)	34%	(418)	18%	(213)	1214
Voted in 2014: No	7%	(67)	17%	(170)	21%	(208)	26%	(253)	29%	(289)	986
4-Region: Northeast	8%	(33)	16%	(63)	21%	(84)	35%	(139)	19%	(74)	394
4-Region: Midwest	6%	(29)	17%	(79)	24%	(110)	30%	(137)	23%	(107)	462
4-Region: South	9%	(70)	15%	(127)	23%	(186)	28%	(227)	26%	(215)	824
4-Region: West	9%	(49)	16%	(82)	22%	(116)	32%	(167)	21%	(107)	520
SRH Metaverse	13%	(102)	19%	(149)	23%	(182)	35%	(283)	11%	(92)	808
SRH Meta Rebrand	9%	(119)	16%	(205)	24%	(311)	36%	(462)	14%	(185)	1282
SRH Facebook Files	11%	(106)	15%	(143)	24%	(234)	39%	(383)	11%	(111)	976

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

Table MCTE10_3: Sometimes in surveys like this people change their mind and sometimes they don't. Once again, do you have a favorable or unfavorable opinion of each of the following?

Instagram

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	19%	(408)	29%	(630)	12%	(268)	12%	(270)	28%	(624)	2200
Gender: Male	17%	(177)	29%	(307)	13%	(143)	15%	(155)	26%	(279)	1062
Gender: Female	20%	(230)	28%	(323)	11%	(126)	10%	(115)	30%	(345)	1138
Age: 18-34	31%	(200)	31%	(203)	11%	(75)	12%	(77)	15%	(99)	655
Age: 35-44	23%	(83)	36%	(127)	11%	(38)	9%	(33)	21%	(76)	358
Age: 45-64	15%	(111)	28%	(212)	13%	(97)	12%	(87)	32%	(244)	751
Age: 65+	3%	(14)	20%	(87)	13%	(57)	17%	(73)	47%	(205)	436
GenZers: 1997-2012	38%	(85)	28%	(62)	12%	(27)	12%	(26)	10%	(22)	222
Millennials: 1981-1996	27%	(180)	33%	(219)	10%	(68)	11%	(72)	18%	(115)	655
GenXers: 1965-1980	17%	(97)	32%	(183)	12%	(66)	9%	(50)	30%	(170)	565
Baby Boomers: 1946-1964	6%	(44)	23%	(157)	14%	(96)	16%	(106)	41%	(277)	681
PID: Dem (no lean)	21%	(170)	32%	(258)	11%	(90)	12%	(95)	23%	(188)	801
PID: Ind (no lean)	16%	(121)	25%	(193)	13%	(102)	13%	(101)	32%	(247)	763
PID: Rep (no lean)	18%	(116)	28%	(179)	12%	(77)	12%	(74)	30%	(190)	636
PID/Gender: Dem Men	24%	(96)	32%	(127)	11%	(44)	12%	(48)	21%	(83)	398
PID/Gender: Dem Women	19%	(75)	32%	(131)	11%	(46)	12%	(47)	26%	(105)	403
PID/Gender: Ind Men	11%	(38)	24%	(84)	17%	(60)	16%	(56)	31%	(109)	346
PID/Gender: Ind Women	20%	(84)	26%	(109)	10%	(42)	11%	(45)	33%	(138)	417
PID/Gender: Rep Men	14%	(44)	30%	(96)	12%	(39)	16%	(51)	28%	(88)	317
PID/Gender: Rep Women	23%	(72)	26%	(83)	12%	(38)	7%	(23)	32%	(102)	319
Ideo: Liberal (1-3)	20%	(125)	33%	(204)	14%	(88)	12%	(74)	21%	(134)	625
Ideo: Moderate (4)	21%	(142)	28%	(186)	11%	(75)	11%	(73)	29%	(193)	668
Ideo: Conservative (5-7)	13%	(86)	30%	(200)	13%	(89)	15%	(98)	30%	(202)	675
Educ: < College	19%	(283)	26%	(391)	11%	(171)	12%	(179)	32%	(489)	1512
Educ: Bachelors degree	19%	(85)	35%	(157)	14%	(63)	12%	(51)	20%	(88)	444
Educ: Post-grad	16%	(40)	34%	(82)	14%	(34)	16%	(40)	20%	(48)	244
Income: Under 50k	18%	(232)	26%	(327)	11%	(142)	12%	(156)	33%	(420)	1276
Income: 50k-100k	20%	(126)	32%	(200)	13%	(86)	12%	(74)	24%	(150)	636
Income: 100k+	17%	(50)	36%	(103)	14%	(41)	14%	(40)	19%	(54)	288
Ethnicity: White	16%	(270)	28%	(479)	14%	(235)	13%	(217)	30%	(521)	1722

Continued on next page

Table MCTE10_3: Sometimes in surveys like this people change their mind and sometimes they don't. Once again, do you have a favorable or unfavorable opinion of each of the following?
 Instagram

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Don't know / No opinion	Total N
Adults	19% (408)	29% (630)	12% (268)	12% (270)	28% (624)	2200
Ethnicity: Hispanic	32% (112)	36% (125)	6% (22)	10% (35)	16% (57)	349
Ethnicity: Black	29% (80)	32% (87)	7% (18)	12% (33)	20% (56)	274
Ethnicity: Other	28% (57)	31% (64)	7% (15)	10% (21)	23% (47)	204
All Christian	17% (159)	29% (267)	12% (109)	12% (109)	29% (270)	915
All Non-Christian	26% (27)	24% (25)	14% (14)	13% (13)	24% (25)	103
Atheist	18% (24)	28% (36)	16% (21)	13% (17)	24% (31)	129
Agnostic/Nothing in particular	17% (111)	29% (187)	12% (80)	13% (83)	28% (177)	637
Something Else	21% (87)	28% (115)	11% (44)	11% (47)	29% (122)	416
Religious Non-Protestant/Catholic	23% (28)	32% (40)	13% (16)	10% (13)	22% (27)	124
Evangelical	22% (122)	29% (161)	11% (60)	12% (64)	26% (144)	550
Non-Evangelical	16% (121)	27% (202)	12% (92)	12% (90)	32% (243)	747
Community: Urban	26% (156)	30% (185)	10% (60)	11% (66)	24% (145)	613
Community: Suburban	18% (179)	28% (289)	14% (140)	13% (128)	28% (284)	1019
Community: Rural	13% (73)	28% (156)	12% (68)	13% (76)	34% (195)	568
Employ: Private Sector	21% (148)	36% (254)	14% (96)	10% (72)	19% (130)	699
Employ: Government	36% (42)	27% (32)	7% (8)	11% (13)	19% (23)	118
Employ: Self-Employed	21% (42)	31% (62)	14% (28)	17% (34)	18% (36)	202
Employ: Homemaker	19% (27)	24% (36)	15% (22)	10% (15)	32% (47)	147
Employ: Student	33% (26)	29% (23)	14% (11)	8% (6)	16% (13)	78
Employ: Retired	4% (21)	22% (109)	12% (61)	16% (78)	46% (227)	497
Employ: Unemployed	25% (68)	27% (74)	8% (23)	11% (30)	29% (81)	276
Employ: Other	18% (33)	22% (40)	11% (20)	12% (22)	37% (68)	183
Military HH: Yes	14% (49)	25% (83)	12% (41)	14% (48)	35% (116)	337
Military HH: No	19% (359)	29% (547)	12% (228)	12% (222)	27% (508)	1863
RD/WT: Right Direction	22% (184)	31% (257)	11% (92)	11% (95)	24% (201)	829
RD/WT: Wrong Track	16% (223)	27% (373)	13% (176)	13% (175)	31% (423)	1371
Biden Job Approve	22% (223)	32% (335)	12% (120)	11% (111)	23% (242)	1031
Biden Job Disapprove	16% (163)	26% (270)	14% (140)	14% (145)	30% (306)	1024

Continued on next page

Table MCTE10_3: Sometimes in surveys like this people change their mind and sometimes they don't. Once again, do you have a favorable or unfavorable opinion of each of the following?
Instagram

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	19%	(408)	29%	(630)	12%	(268)	12%	(270)	28%	(624)	2200
Biden Job Strongly Approve	26%	(116)	26%	(115)	10%	(45)	13%	(57)	24%	(105)	438
Biden Job Somewhat Approve	18%	(107)	37%	(220)	13%	(75)	9%	(54)	23%	(137)	593
Biden Job Somewhat Disapprove	19%	(55)	31%	(91)	18%	(53)	8%	(22)	24%	(71)	292
Biden Job Strongly Disapprove	15%	(108)	24%	(179)	12%	(87)	17%	(123)	32%	(235)	732
Favorable of Biden	22%	(232)	31%	(324)	11%	(117)	11%	(119)	24%	(247)	1038
Unfavorable of Biden	15%	(161)	28%	(292)	14%	(145)	13%	(140)	30%	(311)	1050
Very Favorable of Biden	27%	(127)	26%	(122)	10%	(47)	14%	(67)	24%	(114)	477
Somewhat Favorable of Biden	19%	(105)	36%	(201)	12%	(70)	9%	(52)	24%	(134)	561
Somewhat Unfavorable of Biden	14%	(40)	36%	(101)	19%	(53)	7%	(20)	23%	(66)	280
Very Unfavorable of Biden	16%	(121)	25%	(191)	12%	(93)	16%	(120)	32%	(246)	770
#1 Issue: Economy	21%	(171)	32%	(263)	11%	(92)	13%	(103)	23%	(192)	822
#1 Issue: Security	16%	(49)	27%	(86)	9%	(28)	15%	(47)	33%	(105)	316
#1 Issue: Health Care	20%	(59)	29%	(86)	12%	(35)	9%	(28)	29%	(86)	293
#1 Issue: Medicare / Social Security	8%	(21)	19%	(48)	15%	(40)	14%	(36)	44%	(114)	259
#1 Issue: Women's Issues	26%	(35)	32%	(43)	12%	(16)	7%	(10)	23%	(32)	136
#1 Issue: Education	27%	(30)	28%	(31)	11%	(12)	9%	(9)	25%	(27)	109
#1 Issue: Energy	18%	(24)	34%	(45)	18%	(24)	9%	(12)	21%	(27)	132
#1 Issue: Other	14%	(19)	21%	(28)	16%	(21)	18%	(25)	31%	(42)	134
2020 Vote: Joe Biden	19%	(189)	32%	(313)	12%	(118)	12%	(117)	25%	(243)	980
2020 Vote: Donald Trump	16%	(108)	27%	(185)	14%	(96)	13%	(91)	30%	(204)	685
2020 Vote: Other	13%	(11)	23%	(20)	14%	(12)	16%	(14)	35%	(29)	85
2020 Vote: Didn't Vote	21%	(95)	25%	(111)	10%	(43)	11%	(48)	33%	(148)	445
2018 House Vote: Democrat	19%	(143)	31%	(229)	14%	(103)	12%	(92)	24%	(175)	741
2018 House Vote: Republican	14%	(86)	28%	(165)	12%	(74)	14%	(83)	32%	(188)	596
2018 House Vote: Someone else	7%	(4)	22%	(15)	11%	(7)	14%	(9)	47%	(31)	67
2016 Vote: Hillary Clinton	18%	(124)	31%	(212)	13%	(89)	12%	(82)	26%	(179)	686
2016 Vote: Donald Trump	15%	(96)	29%	(187)	13%	(84)	14%	(94)	29%	(190)	651
2016 Vote: Other	15%	(19)	33%	(44)	11%	(15)	10%	(14)	31%	(41)	133
2016 Vote: Didn't Vote	23%	(168)	26%	(187)	11%	(81)	11%	(80)	29%	(213)	730

Continued on next page

Table MCTE10_3: Sometimes in surveys like this people change their mind and sometimes they don't. Once again, do you have a favorable or unfavorable opinion of each of the following?
 Instagram

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Don't know / No opinion	Total N
Adults	19% (408)	29% (630)	12% (268)	12% (270)	28% (624)	2200
Voted in 2014: Yes	16% (189)	29% (358)	13% (157)	13% (157)	29% (353)	1214
Voted in 2014: No	22% (219)	28% (272)	11% (112)	11% (113)	28% (272)	986
4-Region: Northeast	19% (75)	29% (115)	12% (46)	15% (60)	25% (97)	394
4-Region: Midwest	15% (67)	29% (132)	15% (67)	10% (47)	32% (148)	462
4-Region: South	20% (163)	29% (239)	11% (90)	11% (93)	29% (239)	824
4-Region: West	20% (102)	28% (144)	12% (64)	13% (69)	27% (140)	520
SRH Metaverse	24% (197)	31% (249)	12% (99)	13% (108)	19% (155)	808
SRH Meta Rebrand	20% (254)	29% (373)	13% (169)	13% (161)	25% (324)	1282
SRH Facebook Files	20% (196)	30% (289)	14% (136)	15% (148)	21% (208)	976

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

Table MCTE10_4: Sometimes in surveys like this people change their mind and sometimes they don't. Once again, do you have a favorable or unfavorable opinion of each of the following?
WhatsApp

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	10%	(220)	16%	(354)	9%	(196)	13%	(296)	52%	(1134)	2200
Gender: Male	12%	(126)	19%	(206)	11%	(114)	16%	(167)	42%	(449)	1062
Gender: Female	8%	(94)	13%	(148)	7%	(82)	11%	(129)	60%	(685)	1138
Age: 18-34	13%	(85)	20%	(133)	10%	(64)	15%	(100)	42%	(273)	655
Age: 35-44	14%	(49)	22%	(78)	9%	(32)	11%	(38)	45%	(160)	358
Age: 45-64	9%	(70)	14%	(102)	8%	(64)	12%	(94)	56%	(422)	751
Age: 65+	4%	(17)	10%	(41)	8%	(37)	14%	(63)	64%	(278)	436
GenZers: 1997-2012	12%	(27)	21%	(47)	11%	(25)	14%	(32)	41%	(92)	222
Millennials: 1981-1996	14%	(91)	22%	(143)	9%	(60)	14%	(91)	41%	(269)	655
GenXers: 1965-1980	13%	(75)	14%	(77)	7%	(42)	12%	(67)	54%	(305)	565
Baby Boomers: 1946-1964	4%	(25)	11%	(78)	9%	(62)	14%	(94)	62%	(422)	681
PID: Dem (no lean)	13%	(106)	20%	(164)	9%	(71)	11%	(85)	47%	(376)	801
PID: Ind (no lean)	7%	(51)	12%	(94)	10%	(75)	15%	(117)	56%	(427)	763
PID: Rep (no lean)	10%	(64)	15%	(97)	8%	(50)	15%	(94)	52%	(331)	636
PID/Gender: Dem Men	16%	(62)	24%	(94)	10%	(39)	12%	(49)	39%	(154)	398
PID/Gender: Dem Women	11%	(44)	17%	(70)	8%	(32)	9%	(36)	55%	(221)	403
PID/Gender: Ind Men	8%	(26)	16%	(56)	12%	(41)	16%	(57)	48%	(166)	346
PID/Gender: Ind Women	6%	(24)	9%	(38)	8%	(34)	14%	(60)	63%	(260)	417
PID/Gender: Rep Men	12%	(38)	18%	(56)	11%	(34)	19%	(61)	40%	(128)	317
PID/Gender: Rep Women	8%	(26)	13%	(40)	5%	(16)	10%	(33)	64%	(203)	319
Ideo: Liberal (1-3)	12%	(73)	19%	(122)	11%	(67)	12%	(78)	46%	(285)	625
Ideo: Moderate (4)	13%	(85)	15%	(102)	8%	(56)	13%	(88)	51%	(338)	668
Ideo: Conservative (5-7)	7%	(50)	16%	(110)	9%	(61)	15%	(102)	52%	(352)	675
Educ: < College	8%	(121)	14%	(215)	8%	(123)	13%	(190)	57%	(862)	1512
Educ: Bachelors degree	13%	(59)	21%	(92)	11%	(49)	14%	(60)	41%	(184)	444
Educ: Post-grad	17%	(41)	19%	(47)	10%	(24)	18%	(45)	36%	(88)	244
Income: Under 50k	8%	(96)	16%	(199)	9%	(111)	13%	(168)	55%	(701)	1276
Income: 50k-100k	13%	(80)	15%	(93)	9%	(56)	14%	(89)	50%	(317)	636
Income: 100k+	15%	(44)	21%	(62)	10%	(28)	13%	(39)	40%	(115)	288
Ethnicity: White	9%	(150)	14%	(246)	9%	(161)	14%	(234)	54%	(930)	1722

Continued on next page

Table MCTE10_4: Sometimes in surveys like this people change their mind and sometimes they don't. Once again, do you have a favorable or unfavorable opinion of each of the following?

WhatsApp

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	10%	(220)	16%	(354)	9%	(196)	13%	(296)	52%	(1134)	2200
Ethnicity: Hispanic	18%	(62)	24%	(85)	8%	(29)	13%	(45)	37%	(129)	349
Ethnicity: Black	12%	(33)	26%	(71)	7%	(18)	13%	(37)	42%	(115)	274
Ethnicity: Other	18%	(37)	18%	(37)	8%	(17)	12%	(25)	43%	(88)	204
All Christian	10%	(94)	16%	(146)	9%	(82)	12%	(113)	52%	(481)	915
All Non-Christian	23%	(23)	25%	(26)	3%	(3)	14%	(15)	35%	(36)	103
Atheist	12%	(16)	17%	(22)	7%	(9)	14%	(18)	50%	(64)	129
Agnostic/Nothing in particular	8%	(48)	15%	(98)	11%	(70)	14%	(89)	52%	(331)	637
Something Else	10%	(40)	15%	(62)	8%	(32)	15%	(60)	53%	(221)	416
Religious Non-Protestant/Catholic	19%	(23)	25%	(31)	3%	(4)	12%	(15)	41%	(50)	124
Evangelical	13%	(74)	16%	(89)	8%	(45)	11%	(62)	51%	(280)	550
Non-Evangelical	8%	(57)	15%	(112)	9%	(65)	15%	(109)	54%	(404)	747
Community: Urban	17%	(105)	20%	(120)	6%	(40)	12%	(74)	45%	(274)	613
Community: Suburban	8%	(83)	16%	(167)	10%	(102)	14%	(140)	52%	(528)	1019
Community: Rural	6%	(32)	12%	(67)	10%	(55)	14%	(82)	58%	(332)	568
Employ: Private Sector	14%	(96)	21%	(148)	10%	(68)	13%	(89)	43%	(298)	699
Employ: Government	13%	(15)	17%	(20)	10%	(12)	13%	(15)	47%	(56)	118
Employ: Self-Employed	13%	(27)	22%	(45)	9%	(17)	23%	(46)	33%	(66)	202
Employ: Homemaker	9%	(13)	11%	(16)	12%	(18)	9%	(13)	59%	(87)	147
Employ: Student	14%	(11)	21%	(17)	5%	(4)	7%	(5)	53%	(41)	78
Employ: Retired	4%	(22)	9%	(45)	9%	(45)	14%	(72)	63%	(312)	497
Employ: Unemployed	9%	(26)	16%	(45)	9%	(24)	12%	(32)	54%	(149)	276
Employ: Other	6%	(10)	9%	(17)	4%	(7)	13%	(23)	69%	(126)	183
Military HH: Yes	8%	(28)	11%	(38)	9%	(29)	17%	(58)	55%	(184)	337
Military HH: No	10%	(192)	17%	(317)	9%	(167)	13%	(238)	51%	(949)	1863
RD/WT: Right Direction	15%	(128)	21%	(177)	9%	(73)	11%	(88)	44%	(364)	829
RD/WT: Wrong Track	7%	(93)	13%	(178)	9%	(123)	15%	(208)	56%	(770)	1371
Biden Job Approve	14%	(144)	21%	(216)	10%	(99)	12%	(120)	44%	(452)	1031
Biden Job Disapprove	7%	(69)	12%	(124)	9%	(91)	16%	(166)	56%	(575)	1024

Continued on next page

Table MCTE10_4: Sometimes in surveys like this people change their mind and sometimes they don't. Once again, do you have a favorable or unfavorable opinion of each of the following?
WhatsApp

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	10%	(220)	16%	(354)	9%	(196)	13%	(296)	52%	(1134)	2200
Biden Job Strongly Approve	17%	(76)	19%	(85)	8%	(36)	14%	(62)	41%	(179)	438
Biden Job Somewhat Approve	11%	(68)	22%	(132)	11%	(63)	10%	(58)	46%	(273)	593
Biden Job Somewhat Disapprove	9%	(25)	12%	(36)	12%	(34)	11%	(32)	56%	(164)	292
Biden Job Strongly Disapprove	6%	(43)	12%	(88)	8%	(57)	18%	(134)	56%	(411)	732
Favorable of Biden	14%	(144)	20%	(205)	9%	(93)	12%	(126)	45%	(470)	1038
Unfavorable of Biden	7%	(73)	13%	(139)	9%	(99)	16%	(164)	55%	(575)	1050
Very Favorable of Biden	18%	(84)	18%	(87)	8%	(40)	14%	(67)	42%	(199)	477
Somewhat Favorable of Biden	11%	(60)	21%	(118)	9%	(53)	11%	(59)	48%	(271)	561
Somewhat Unfavorable of Biden	8%	(21)	15%	(43)	13%	(37)	11%	(30)	53%	(149)	280
Very Unfavorable of Biden	7%	(52)	12%	(96)	8%	(63)	17%	(134)	55%	(426)	770
#1 Issue: Economy	13%	(104)	18%	(148)	9%	(70)	14%	(112)	47%	(388)	822
#1 Issue: Security	10%	(32)	13%	(42)	6%	(19)	17%	(54)	53%	(169)	316
#1 Issue: Health Care	10%	(30)	20%	(60)	11%	(32)	9%	(27)	49%	(144)	293
#1 Issue: Medicare / Social Security	4%	(10)	8%	(22)	11%	(29)	11%	(28)	65%	(170)	259
#1 Issue: Women's Issues	4%	(6)	13%	(18)	10%	(14)	12%	(17)	60%	(81)	136
#1 Issue: Education	12%	(13)	20%	(22)	9%	(10)	13%	(15)	46%	(50)	109
#1 Issue: Energy	10%	(13)	21%	(28)	10%	(14)	15%	(20)	43%	(57)	132
#1 Issue: Other	8%	(11)	11%	(15)	6%	(8)	18%	(24)	56%	(76)	134
2020 Vote: Joe Biden	11%	(108)	20%	(194)	9%	(92)	12%	(115)	48%	(470)	980
2020 Vote: Donald Trump	8%	(57)	12%	(83)	8%	(54)	17%	(117)	55%	(373)	685
2020 Vote: Other	7%	(6)	14%	(12)	12%	(10)	14%	(12)	52%	(44)	85
2020 Vote: Didn't Vote	11%	(48)	15%	(65)	9%	(38)	12%	(52)	54%	(242)	445
2018 House Vote: Democrat	12%	(91)	19%	(139)	11%	(84)	11%	(84)	46%	(344)	741
2018 House Vote: Republican	7%	(40)	13%	(77)	7%	(40)	18%	(109)	55%	(330)	596
2018 House Vote: Someone else	2%	(1)	13%	(9)	2%	(1)	13%	(9)	70%	(47)	67
2016 Vote: Hillary Clinton	10%	(69)	19%	(131)	10%	(68)	12%	(81)	49%	(336)	686
2016 Vote: Donald Trump	8%	(52)	14%	(91)	9%	(58)	17%	(109)	52%	(341)	651
2016 Vote: Other	6%	(8)	13%	(18)	10%	(13)	12%	(16)	59%	(78)	133
2016 Vote: Didn't Vote	13%	(91)	16%	(114)	8%	(57)	12%	(90)	52%	(378)	730

Continued on next page

Table MCTE10_4: Sometimes in surveys like this people change their mind and sometimes they don't. Once again, do you have a favorable or unfavorable opinion of each of the following?
 WhatsApp

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	10%	(220)	16%	(354)	9%	(196)	13%	(296)	52%	(1134)	2200
Voted in 2014: Yes	8%	(100)	16%	(198)	9%	(110)	14%	(172)	52%	(634)	1214
Voted in 2014: No	12%	(120)	16%	(156)	9%	(86)	13%	(124)	51%	(500)	986
4-Region: Northeast	10%	(39)	18%	(71)	8%	(30)	14%	(54)	51%	(200)	394
4-Region: Midwest	7%	(32)	14%	(63)	10%	(45)	13%	(62)	56%	(260)	462
4-Region: South	9%	(78)	17%	(137)	8%	(63)	14%	(113)	53%	(433)	824
4-Region: West	14%	(71)	16%	(83)	11%	(58)	13%	(67)	46%	(240)	520
SRH Metaverse	16%	(130)	20%	(164)	11%	(89)	15%	(119)	38%	(307)	808
SRH Meta Rebrand	11%	(147)	16%	(209)	10%	(134)	14%	(175)	48%	(617)	1282
SRH Facebook Files	13%	(130)	19%	(182)	11%	(109)	15%	(151)	41%	(404)	976

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

Table MCTE10_5: Sometimes in surveys like this people change their mind and sometimes they don't. Once again, do you have a favorable or unfavorable opinion of each of the following?

Oculus

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	6%	(139)	12%	(260)	6%	(130)	8%	(175)	68%	(1496)	2200
Gender: Male	8%	(90)	18%	(191)	8%	(82)	10%	(107)	56%	(591)	1062
Gender: Female	4%	(49)	6%	(69)	4%	(48)	6%	(68)	79%	(905)	1138
Age: 18-34	11%	(73)	18%	(117)	8%	(51)	10%	(63)	54%	(351)	655
Age: 35-44	9%	(32)	18%	(64)	8%	(30)	7%	(25)	58%	(206)	358
Age: 45-64	4%	(30)	8%	(57)	3%	(25)	7%	(50)	78%	(588)	751
Age: 65+	1%	(4)	5%	(22)	6%	(24)	8%	(37)	80%	(350)	436
GenZers: 1997-2012	14%	(31)	15%	(33)	10%	(23)	12%	(27)	49%	(109)	222
Millennials: 1981-1996	10%	(65)	20%	(130)	8%	(52)	7%	(49)	55%	(359)	655
GenXers: 1965-1980	5%	(29)	11%	(63)	3%	(15)	7%	(37)	75%	(421)	565
Baby Boomers: 1946-1964	2%	(14)	5%	(33)	5%	(35)	8%	(53)	80%	(547)	681
PID: Dem (no lean)	8%	(65)	14%	(110)	7%	(57)	7%	(54)	64%	(515)	801
PID: Ind (no lean)	5%	(38)	11%	(83)	5%	(40)	8%	(65)	70%	(538)	763
PID: Rep (no lean)	6%	(35)	11%	(68)	5%	(34)	9%	(56)	70%	(443)	636
PID/Gender: Dem Men	10%	(42)	22%	(88)	8%	(31)	9%	(35)	51%	(202)	398
PID/Gender: Dem Women	6%	(24)	5%	(22)	6%	(26)	5%	(19)	78%	(313)	403
PID/Gender: Ind Men	7%	(23)	16%	(54)	8%	(28)	9%	(32)	60%	(209)	346
PID/Gender: Ind Women	4%	(16)	7%	(29)	3%	(12)	8%	(32)	79%	(328)	417
PID/Gender: Rep Men	8%	(26)	15%	(49)	7%	(23)	13%	(40)	57%	(179)	317
PID/Gender: Rep Women	3%	(9)	6%	(19)	3%	(11)	5%	(16)	83%	(264)	319
Ideo: Liberal (1-3)	9%	(55)	16%	(102)	9%	(59)	6%	(39)	59%	(370)	625
Ideo: Moderate (4)	7%	(47)	12%	(83)	5%	(34)	10%	(64)	66%	(440)	668
Ideo: Conservative (5-7)	4%	(28)	10%	(66)	5%	(35)	9%	(58)	72%	(488)	675
Educ: < College	6%	(85)	10%	(158)	6%	(87)	8%	(120)	70%	(1062)	1512
Educ: Bachelors degree	9%	(39)	16%	(72)	6%	(25)	7%	(33)	62%	(276)	444
Educ: Post-grad	6%	(15)	13%	(31)	7%	(18)	9%	(23)	64%	(157)	244
Income: Under 50k	5%	(60)	9%	(117)	6%	(81)	8%	(100)	72%	(917)	1276
Income: 50k-100k	8%	(54)	16%	(104)	5%	(29)	7%	(46)	63%	(403)	636
Income: 100k+	9%	(25)	14%	(39)	7%	(20)	10%	(28)	61%	(175)	288
Ethnicity: White	6%	(99)	12%	(201)	5%	(93)	8%	(131)	70%	(1198)	1722

Continued on next page

Table MCTE10_5: Sometimes in surveys like this people change their mind and sometimes they don't. Once again, do you have a favorable or unfavorable opinion of each of the following?

Oculus

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	6%	(139)	12%	(260)	6%	(130)	8%	(175)	68%	(1496)	2200
Ethnicity: Hispanic	10%	(37)	19%	(65)	11%	(37)	9%	(31)	51%	(180)	349
Ethnicity: Black	9%	(25)	10%	(28)	7%	(19)	9%	(25)	64%	(176)	274
Ethnicity: Other	7%	(14)	15%	(31)	9%	(18)	9%	(18)	60%	(122)	204
All Christian	7%	(63)	10%	(94)	6%	(51)	8%	(72)	69%	(636)	915
All Non-Christian	16%	(16)	16%	(17)	5%	(5)	9%	(10)	54%	(56)	103
Atheist	9%	(12)	20%	(26)	7%	(9)	12%	(15)	52%	(67)	129
Agnostic/Nothing in particular	5%	(31)	14%	(87)	8%	(51)	6%	(35)	68%	(433)	637
Something Else	4%	(17)	9%	(37)	4%	(15)	10%	(43)	73%	(304)	416
Religious Non-Protestant/Catholic	14%	(17)	16%	(19)	9%	(11)	8%	(10)	54%	(66)	124
Evangelical	9%	(49)	11%	(59)	3%	(19)	9%	(47)	68%	(376)	550
Non-Evangelical	4%	(30)	9%	(68)	5%	(39)	9%	(64)	73%	(546)	747
Community: Urban	9%	(58)	12%	(74)	7%	(43)	9%	(58)	62%	(380)	613
Community: Suburban	5%	(54)	12%	(124)	6%	(61)	8%	(80)	69%	(701)	1019
Community: Rural	5%	(27)	11%	(62)	5%	(27)	7%	(37)	73%	(415)	568
Employ: Private Sector	10%	(68)	20%	(138)	6%	(44)	9%	(61)	56%	(389)	699
Employ: Government	12%	(14)	8%	(10)	8%	(9)	5%	(6)	68%	(80)	118
Employ: Self-Employed	9%	(18)	14%	(29)	7%	(15)	13%	(26)	57%	(114)	202
Employ: Homemaker	4%	(5)	7%	(10)	4%	(6)	4%	(6)	81%	(118)	147
Employ: Student	3%	(3)	5%	(4)	5%	(4)	5%	(4)	81%	(63)	78
Employ: Retired	1%	(6)	4%	(21)	6%	(31)	8%	(39)	81%	(400)	497
Employ: Unemployed	5%	(14)	14%	(38)	6%	(17)	9%	(25)	66%	(183)	276
Employ: Other	6%	(11)	6%	(12)	2%	(4)	4%	(7)	81%	(149)	183
Military HH: Yes	7%	(23)	12%	(39)	6%	(19)	9%	(31)	67%	(224)	337
Military HH: No	6%	(116)	12%	(221)	6%	(111)	8%	(144)	68%	(1272)	1863
RD/WT: Right Direction	9%	(72)	15%	(121)	8%	(63)	7%	(60)	62%	(512)	829
RD/WT: Wrong Track	5%	(66)	10%	(140)	5%	(67)	8%	(115)	72%	(983)	1371
Biden Job Approve	8%	(82)	14%	(147)	8%	(78)	7%	(75)	63%	(649)	1031
Biden Job Disapprove	5%	(53)	11%	(109)	5%	(50)	9%	(96)	70%	(716)	1024

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Table MCTE10_5: Sometimes in surveys like this people change their mind and sometimes they don't. Once again, do you have a favorable or unfavorable opinion of each of the following?

Oculus

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	6%	(139)	12%	(260)	6%	(130)	8%	(175)	68%	(1496)	2200
Biden Job Strongly Approve	12%	(54)	11%	(49)	6%	(27)	10%	(43)	61%	(266)	438
Biden Job Somewhat Approve	5%	(28)	16%	(98)	9%	(52)	6%	(33)	65%	(383)	593
Biden Job Somewhat Disapprove	4%	(13)	14%	(41)	8%	(22)	6%	(19)	67%	(197)	292
Biden Job Strongly Disapprove	6%	(40)	9%	(67)	4%	(28)	11%	(77)	71%	(519)	732
Favorable of Biden	8%	(86)	14%	(145)	7%	(71)	7%	(75)	64%	(661)	1038
Unfavorable of Biden	5%	(52)	11%	(112)	5%	(55)	9%	(94)	70%	(735)	1050
Very Favorable of Biden	11%	(54)	10%	(46)	5%	(24)	11%	(53)	63%	(301)	477
Somewhat Favorable of Biden	6%	(32)	18%	(99)	8%	(48)	4%	(22)	64%	(361)	561
Somewhat Unfavorable of Biden	4%	(11)	14%	(38)	9%	(24)	6%	(18)	67%	(189)	280
Very Unfavorable of Biden	5%	(42)	10%	(74)	4%	(31)	10%	(76)	71%	(547)	770
#1 Issue: Economy	6%	(48)	13%	(107)	7%	(58)	7%	(61)	67%	(547)	822
#1 Issue: Security	5%	(17)	11%	(35)	5%	(16)	9%	(29)	69%	(219)	316
#1 Issue: Health Care	10%	(28)	15%	(44)	6%	(18)	8%	(24)	61%	(180)	293
#1 Issue: Medicare / Social Security	3%	(7)	4%	(12)	6%	(15)	6%	(16)	81%	(210)	259
#1 Issue: Women's Issues	4%	(6)	10%	(13)	8%	(10)	8%	(11)	70%	(95)	136
#1 Issue: Education	12%	(13)	16%	(18)	3%	(3)	6%	(7)	63%	(69)	109
#1 Issue: Energy	6%	(8)	20%	(26)	5%	(6)	11%	(14)	59%	(77)	132
#1 Issue: Other	9%	(13)	4%	(6)	3%	(5)	9%	(12)	74%	(99)	134
2020 Vote: Joe Biden	8%	(74)	15%	(145)	8%	(78)	7%	(67)	63%	(616)	980
2020 Vote: Donald Trump	5%	(36)	10%	(66)	5%	(37)	9%	(65)	70%	(481)	685
2020 Vote: Other	4%	(3)	2%	(2)	5%	(4)	7%	(6)	82%	(69)	85
2020 Vote: Didn't Vote	5%	(23)	11%	(47)	2%	(10)	8%	(37)	74%	(328)	445
2018 House Vote: Democrat	9%	(64)	13%	(98)	8%	(62)	6%	(48)	63%	(468)	741
2018 House Vote: Republican	4%	(26)	9%	(52)	5%	(33)	10%	(59)	72%	(426)	596
2018 House Vote: Someone else	3%	(2)	4%	(3)	2%	(1)	7%	(4)	84%	(56)	67
2016 Vote: Hillary Clinton	8%	(53)	13%	(92)	7%	(49)	7%	(50)	65%	(443)	686
2016 Vote: Donald Trump	6%	(38)	11%	(68)	6%	(39)	10%	(62)	68%	(444)	651
2016 Vote: Other	5%	(6)	5%	(7)	5%	(6)	5%	(6)	80%	(106)	133
2016 Vote: Didn't Vote	6%	(42)	13%	(93)	5%	(36)	8%	(57)	69%	(502)	730

Continued on next page

Table MCTE10_5: Sometimes in surveys like this people change their mind and sometimes they don't. Once again, do you have a favorable or unfavorable opinion of each of the following?

Oculus

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	6%	(139)	12%	(260)	6%	(130)	8%	(175)	68%	(1496)	2200
Voted in 2014: Yes	6%	(75)	11%	(135)	6%	(74)	8%	(98)	69%	(832)	1214
Voted in 2014: No	7%	(64)	13%	(125)	6%	(56)	8%	(77)	67%	(664)	986
4-Region: Northeast	7%	(29)	13%	(50)	4%	(17)	10%	(39)	65%	(258)	394
4-Region: Midwest	7%	(31)	9%	(42)	6%	(28)	9%	(40)	70%	(322)	462
4-Region: South	5%	(40)	12%	(97)	5%	(44)	7%	(59)	71%	(585)	824
4-Region: West	7%	(39)	14%	(72)	8%	(41)	7%	(37)	64%	(332)	520
SRH Metaverse	13%	(102)	17%	(140)	8%	(64)	10%	(83)	52%	(419)	808
SRH Meta Rebrand	7%	(93)	13%	(164)	7%	(85)	9%	(117)	64%	(823)	1282
SRH Facebook Files	9%	(90)	15%	(148)	8%	(76)	10%	(99)	58%	(563)	976

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

Table MCTE10_6: Sometimes in surveys like this people change their mind and sometimes they don't. Once again, do you have a favorable or unfavorable opinion of each of the following?

Twitter

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Don't know / No opinion	Total N
Adults	13% (292)	25% (553)	15% (335)	18% (389)	29% (631)	2200
Gender: Male	16% (175)	27% (285)	14% (150)	21% (219)	22% (233)	1062
Gender: Female	10% (117)	24% (268)	16% (185)	15% (170)	35% (398)	1138
Age: 18-34	20% (131)	32% (208)	13% (85)	14% (89)	22% (141)	655
Age: 35-44	16% (57)	26% (93)	15% (55)	13% (47)	29% (105)	358
Age: 45-64	12% (89)	24% (178)	16% (124)	18% (132)	30% (228)	751
Age: 65+	3% (15)	17% (73)	16% (70)	28% (121)	36% (157)	436
GenZers: 1997-2012	18% (40)	37% (82)	15% (33)	16% (35)	15% (33)	222
Millennials: 1981-1996	21% (134)	28% (186)	14% (89)	13% (86)	24% (160)	655
GenXers: 1965-1980	14% (77)	24% (138)	15% (82)	14% (78)	34% (190)	565
Baby Boomers: 1946-1964	5% (37)	20% (139)	17% (118)	25% (167)	32% (220)	681
PID: Dem (no lean)	17% (137)	29% (235)	16% (125)	15% (117)	23% (186)	801
PID: Ind (no lean)	10% (78)	24% (181)	14% (107)	19% (148)	33% (248)	763
PID: Rep (no lean)	12% (77)	21% (136)	16% (102)	20% (124)	31% (197)	636
PID/Gender: Dem Men	24% (95)	29% (115)	13% (52)	15% (60)	19% (75)	398
PID/Gender: Dem Women	11% (43)	30% (120)	18% (73)	14% (56)	28% (111)	403
PID/Gender: Ind Men	9% (32)	26% (89)	15% (54)	23% (80)	26% (90)	346
PID/Gender: Ind Women	11% (46)	22% (92)	13% (54)	16% (68)	38% (158)	417
PID/Gender: Rep Men	15% (48)	25% (80)	14% (44)	25% (78)	21% (67)	317
PID/Gender: Rep Women	9% (29)	17% (56)	18% (58)	14% (46)	41% (130)	319
Ideo: Liberal (1-3)	16% (99)	31% (195)	17% (106)	17% (103)	20% (122)	625
Ideo: Moderate (4)	17% (114)	24% (161)	16% (104)	14% (93)	29% (195)	668
Ideo: Conservative (5-7)	8% (54)	22% (151)	16% (110)	24% (159)	30% (201)	675
Educ: < College	12% (184)	24% (368)	14% (209)	17% (253)	33% (497)	1512
Educ: Bachelors degree	16% (71)	27% (118)	19% (83)	18% (79)	21% (92)	444
Educ: Post-grad	15% (37)	27% (66)	17% (42)	23% (57)	17% (41)	244
Income: Under 50k	12% (154)	23% (296)	14% (184)	17% (215)	33% (427)	1276
Income: 50k-100k	15% (94)	29% (185)	16% (99)	17% (108)	24% (150)	636
Income: 100k+	16% (45)	25% (72)	18% (52)	23% (66)	19% (54)	288
Ethnicity: White	12% (205)	24% (420)	16% (283)	18% (318)	29% (496)	1722

Continued on next page

Table MCTE10_6: Sometimes in surveys like this people change their mind and sometimes they don't. Once again, do you have a favorable or unfavorable opinion of each of the following?

Twitter

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Don't know / No opinion	Total N
Adults	13% (292)	25% (553)	15% (335)	18% (389)	29% (631)	2200
Ethnicity: Hispanic	17% (60)	34% (120)	11% (39)	12% (43)	25% (87)	349
Ethnicity: Black	19% (53)	31% (86)	9% (24)	15% (40)	26% (71)	274
Ethnicity: Other	17% (35)	23% (46)	14% (28)	15% (32)	31% (64)	204
All Christian	13% (118)	24% (221)	16% (146)	18% (164)	29% (267)	915
All Non-Christian	17% (18)	28% (29)	16% (16)	20% (21)	19% (20)	103
Atheist	21% (27)	29% (38)	15% (19)	18% (23)	17% (22)	129
Agnostic/Nothing in particular	12% (77)	27% (171)	16% (103)	17% (107)	28% (180)	637
Something Else	13% (52)	23% (95)	12% (51)	18% (75)	34% (142)	416
Religious Non-Protestant/Catholic	15% (19)	30% (38)	16% (20)	19% (23)	20% (25)	124
Evangelical	15% (82)	23% (128)	15% (84)	17% (95)	29% (162)	550
Non-Evangelical	11% (85)	23% (174)	14% (106)	19% (142)	32% (240)	747
Community: Urban	19% (119)	27% (165)	12% (72)	17% (104)	25% (153)	613
Community: Suburban	12% (125)	25% (251)	17% (172)	18% (188)	28% (284)	1019
Community: Rural	9% (49)	24% (137)	16% (91)	17% (97)	34% (195)	568
Employ: Private Sector	18% (125)	30% (211)	15% (107)	15% (103)	22% (153)	699
Employ: Government	23% (27)	22% (26)	22% (26)	18% (21)	16% (19)	118
Employ: Self-Employed	21% (43)	31% (63)	13% (26)	17% (35)	18% (36)	202
Employ: Homemaker	6% (9)	19% (29)	23% (33)	13% (18)	39% (58)	147
Employ: Student	22% (17)	33% (26)	8% (6)	15% (11)	23% (18)	78
Employ: Retired	3% (15)	18% (88)	18% (89)	25% (126)	36% (180)	497
Employ: Unemployed	16% (46)	26% (72)	10% (27)	16% (45)	31% (86)	276
Employ: Other	6% (11)	22% (40)	11% (21)	16% (30)	45% (82)	183
Military HH: Yes	12% (39)	23% (78)	17% (57)	21% (69)	28% (93)	337
Military HH: No	14% (253)	25% (474)	15% (278)	17% (320)	29% (538)	1863
RD/WT: Right Direction	19% (158)	28% (233)	14% (120)	14% (120)	24% (199)	829
RD/WT: Wrong Track	10% (134)	23% (320)	16% (215)	20% (270)	32% (432)	1371
Biden Job Approve	17% (175)	30% (308)	15% (155)	15% (154)	23% (240)	1031
Biden Job Disapprove	10% (107)	22% (224)	16% (167)	20% (209)	31% (316)	1024

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Table MCTE10_6: Sometimes in surveys like this people change their mind and sometimes they don't. Once again, do you have a favorable or unfavorable opinion of each of the following?
Twitter

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	13%	(292)	25%	(553)	15%	(335)	18%	(389)	29%	(631)	2200
Biden Job Strongly Approve	22%	(96)	23%	(102)	14%	(62)	21%	(90)	20%	(87)	438
Biden Job Somewhat Approve	13%	(79)	35%	(205)	16%	(92)	11%	(64)	26%	(153)	593
Biden Job Somewhat Disapprove	13%	(38)	26%	(76)	24%	(71)	8%	(23)	29%	(84)	292
Biden Job Strongly Disapprove	9%	(69)	20%	(148)	13%	(97)	25%	(186)	32%	(232)	732
Favorable of Biden	17%	(180)	29%	(299)	15%	(156)	15%	(157)	24%	(246)	1038
Unfavorable of Biden	10%	(107)	22%	(235)	16%	(173)	20%	(213)	31%	(322)	1050
Very Favorable of Biden	21%	(100)	24%	(113)	13%	(62)	21%	(102)	21%	(100)	477
Somewhat Favorable of Biden	14%	(79)	33%	(186)	17%	(94)	10%	(55)	26%	(146)	561
Somewhat Unfavorable of Biden	12%	(32)	28%	(78)	25%	(70)	10%	(27)	26%	(73)	280
Very Unfavorable of Biden	10%	(74)	20%	(157)	13%	(103)	24%	(186)	32%	(249)	770
#1 Issue: Economy	15%	(123)	29%	(236)	15%	(127)	15%	(122)	26%	(213)	822
#1 Issue: Security	12%	(37)	18%	(57)	10%	(33)	24%	(77)	36%	(112)	316
#1 Issue: Health Care	17%	(49)	24%	(71)	21%	(61)	12%	(36)	26%	(77)	293
#1 Issue: Medicare / Social Security	8%	(22)	19%	(50)	16%	(41)	22%	(56)	35%	(90)	259
#1 Issue: Women's Issues	16%	(22)	32%	(44)	9%	(12)	17%	(24)	26%	(35)	136
#1 Issue: Education	13%	(14)	34%	(37)	10%	(10)	13%	(14)	31%	(34)	109
#1 Issue: Energy	14%	(18)	25%	(33)	20%	(27)	16%	(21)	25%	(33)	132
#1 Issue: Other	6%	(8)	19%	(25)	18%	(24)	29%	(39)	28%	(38)	134
2020 Vote: Joe Biden	16%	(157)	28%	(277)	17%	(167)	16%	(160)	22%	(219)	980
2020 Vote: Donald Trump	10%	(67)	22%	(150)	16%	(108)	22%	(152)	30%	(206)	685
2020 Vote: Other	13%	(11)	22%	(19)	11%	(10)	18%	(15)	35%	(30)	85
2020 Vote: Didn't Vote	12%	(55)	24%	(105)	11%	(48)	14%	(61)	39%	(176)	445
2018 House Vote: Democrat	15%	(109)	30%	(222)	18%	(136)	17%	(126)	20%	(147)	741
2018 House Vote: Republican	11%	(66)	20%	(119)	15%	(90)	23%	(137)	31%	(183)	596
2018 House Vote: Someone else	3%	(2)	13%	(9)	13%	(9)	16%	(11)	54%	(36)	67
2016 Vote: Hillary Clinton	14%	(98)	30%	(204)	17%	(116)	17%	(116)	22%	(153)	686
2016 Vote: Donald Trump	12%	(78)	22%	(142)	16%	(103)	22%	(140)	29%	(187)	651
2016 Vote: Other	8%	(11)	23%	(30)	16%	(22)	22%	(29)	31%	(41)	133
2016 Vote: Didn't Vote	14%	(105)	24%	(176)	13%	(94)	14%	(104)	34%	(251)	730

Continued on next page

Table MCTE10_6: Sometimes in surveys like this people change their mind and sometimes they don't. Once again, do you have a favorable or unfavorable opinion of each of the following?
 Twitter

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	13%	(292)	25%	(553)	15%	(335)	18%	(389)	29%	(631)	2200
Voted in 2014: Yes	12%	(146)	24%	(291)	17%	(211)	20%	(240)	27%	(326)	1214
Voted in 2014: No	15%	(146)	27%	(261)	13%	(124)	15%	(149)	31%	(305)	986
4-Region: Northeast	14%	(57)	27%	(108)	14%	(57)	18%	(70)	26%	(102)	394
4-Region: Midwest	11%	(53)	25%	(114)	15%	(69)	20%	(92)	29%	(135)	462
4-Region: South	13%	(105)	24%	(196)	16%	(129)	16%	(133)	32%	(261)	824
4-Region: West	15%	(78)	26%	(135)	15%	(80)	18%	(94)	26%	(133)	520
SRH Metaverse	19%	(151)	30%	(240)	15%	(124)	17%	(141)	19%	(151)	808
SRH Meta Rebrand	14%	(184)	27%	(348)	16%	(203)	19%	(242)	24%	(305)	1282
SRH Facebook Files	17%	(169)	29%	(283)	15%	(146)	20%	(192)	19%	(186)	976

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

Table MCTE10_7: Sometimes in surveys like this people change their mind and sometimes they don't. Once again, do you have a favorable or unfavorable opinion of each of the following?
TikTok

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Don't know / No opinion	Total N
Adults	18% (385)	20% (435)	14% (315)	21% (460)	27% (605)	2200
Gender: Male	16% (172)	18% (193)	16% (167)	23% (243)	27% (287)	1062
Gender: Female	19% (214)	21% (242)	13% (148)	19% (217)	28% (318)	1138
Age: 18-34	33% (217)	24% (155)	12% (79)	19% (126)	12% (78)	655
Age: 35-44	19% (68)	27% (96)	15% (53)	14% (51)	25% (89)	358
Age: 45-64	12% (90)	19% (146)	14% (104)	21% (160)	34% (252)	751
Age: 65+	2% (10)	9% (39)	18% (79)	28% (123)	43% (186)	436
GenZers: 1997-2012	41% (91)	26% (59)	9% (19)	19% (41)	5% (12)	222
Millennials: 1981-1996	27% (175)	24% (159)	14% (90)	18% (118)	17% (113)	655
GenXers: 1965-1980	14% (81)	23% (129)	14% (77)	18% (101)	31% (178)	565
Baby Boomers: 1946-1964	5% (37)	12% (84)	17% (115)	26% (176)	40% (270)	681
PID: Dem (no lean)	20% (163)	22% (178)	13% (108)	17% (133)	27% (219)	801
PID: Ind (no lean)	17% (127)	19% (146)	14% (106)	23% (177)	27% (208)	763
PID: Rep (no lean)	15% (95)	18% (112)	16% (101)	24% (150)	28% (177)	636
PID/Gender: Dem Men	23% (90)	19% (76)	14% (57)	16% (65)	27% (109)	398
PID/Gender: Dem Women	18% (72)	25% (102)	12% (50)	17% (68)	27% (110)	403
PID/Gender: Ind Men	12% (40)	17% (60)	15% (51)	28% (96)	29% (99)	346
PID/Gender: Ind Women	21% (87)	20% (85)	13% (55)	19% (81)	26% (109)	417
PID/Gender: Rep Men	13% (41)	18% (57)	19% (59)	26% (82)	25% (78)	317
PID/Gender: Rep Women	17% (54)	17% (54)	13% (42)	22% (69)	31% (99)	319
Ideo: Liberal (1-3)	19% (118)	23% (146)	16% (100)	18% (114)	24% (148)	625
Ideo: Moderate (4)	18% (123)	20% (134)	13% (89)	19% (124)	30% (198)	668
Ideo: Conservative (5-7)	11% (76)	18% (124)	16% (105)	28% (189)	27% (181)	675
Educ: < College	19% (286)	21% (311)	12% (181)	19% (288)	29% (446)	1512
Educ: Bachelors degree	16% (71)	17% (77)	21% (91)	23% (100)	23% (104)	444
Educ: Post-grad	12% (29)	19% (47)	17% (42)	29% (71)	23% (55)	244
Income: Under 50k	18% (226)	21% (265)	12% (158)	19% (248)	30% (378)	1276
Income: 50k-100k	18% (112)	18% (116)	16% (105)	21% (137)	26% (167)	636
Income: 100k+	16% (47)	19% (54)	18% (52)	26% (76)	21% (59)	288
Ethnicity: White	15% (261)	18% (315)	16% (271)	22% (386)	28% (488)	1722

Continued on next page

Table MCTE10_7: Sometimes in surveys like this people change their mind and sometimes they don't. Once again, do you have a favorable or unfavorable opinion of each of the following?
 TikTok

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Don't know / No opinion	Total N
Adults	18% (385)	20% (435)	14% (315)	21% (460)	27% (605)	2200
Ethnicity: Hispanic	31% (107)	18% (62)	13% (46)	18% (61)	21% (73)	349
Ethnicity: Black	26% (71)	28% (77)	6% (18)	17% (48)	22% (61)	274
Ethnicity: Other	26% (52)	21% (43)	13% (26)	13% (27)	27% (55)	204
All Christian	15% (139)	17% (160)	15% (138)	21% (189)	32% (289)	915
All Non-Christian	20% (21)	15% (15)	18% (19)	25% (26)	22% (23)	103
Atheist	17% (22)	11% (14)	22% (29)	20% (26)	29% (38)	129
Agnostic/Nothing in particular	17% (111)	24% (151)	14% (88)	21% (135)	24% (152)	637
Something Else	22% (93)	23% (95)	10% (42)	20% (83)	25% (103)	416
Religious Non-Protestant/Catholic	17% (21)	20% (25)	19% (23)	21% (27)	23% (28)	124
Evangelical	23% (127)	21% (117)	12% (67)	19% (104)	25% (135)	550
Non-Evangelical	14% (101)	17% (125)	14% (106)	22% (168)	33% (247)	747
Community: Urban	24% (144)	22% (137)	12% (76)	18% (111)	24% (146)	613
Community: Suburban	16% (161)	18% (185)	16% (160)	22% (224)	28% (290)	1019
Community: Rural	14% (80)	20% (113)	14% (80)	22% (126)	30% (169)	568
Employ: Private Sector	18% (127)	26% (181)	15% (104)	19% (135)	22% (152)	699
Employ: Government	24% (29)	22% (26)	17% (20)	17% (20)	20% (24)	118
Employ: Self-Employed	22% (45)	20% (41)	11% (22)	28% (57)	18% (36)	202
Employ: Homemaker	16% (23)	22% (33)	19% (28)	14% (21)	29% (42)	147
Employ: Student	40% (31)	20% (15)	12% (9)	19% (14)	9% (7)	78
Employ: Retired	3% (17)	11% (55)	18% (88)	26% (131)	41% (205)	497
Employ: Unemployed	27% (74)	20% (54)	9% (25)	17% (46)	28% (77)	276
Employ: Other	21% (38)	16% (29)	11% (19)	19% (35)	34% (62)	183
Military HH: Yes	14% (46)	18% (60)	16% (54)	22% (74)	30% (102)	337
Military HH: No	18% (339)	20% (375)	14% (261)	21% (386)	27% (503)	1863
RD/WT: Right Direction	21% (171)	21% (174)	14% (117)	17% (143)	27% (225)	829
RD/WT: Wrong Track	16% (214)	19% (262)	14% (198)	23% (318)	28% (380)	1371
Biden Job Approve	20% (206)	21% (221)	14% (144)	18% (181)	27% (279)	1031
Biden Job Disapprove	15% (151)	19% (190)	15% (157)	25% (260)	26% (267)	1024

Continued on next page

Table MCTE10_7: Sometimes in surveys like this people change their mind and sometimes they don't. Once again, do you have a favorable or unfavorable opinion of each of the following?
TikTok

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	18%	(385)	20%	(435)	14%	(315)	21%	(460)	27%	(605)	2200
Biden Job Strongly Approve	22%	(95)	19%	(84)	11%	(50)	22%	(95)	26%	(114)	438
Biden Job Somewhat Approve	19%	(111)	23%	(137)	16%	(94)	15%	(86)	28%	(165)	593
Biden Job Somewhat Disapprove	18%	(51)	22%	(63)	18%	(52)	16%	(46)	27%	(79)	292
Biden Job Strongly Disapprove	14%	(99)	17%	(127)	14%	(105)	29%	(214)	26%	(188)	732
Favorable of Biden	20%	(208)	21%	(217)	13%	(138)	19%	(193)	27%	(281)	1038
Unfavorable of Biden	15%	(156)	19%	(200)	16%	(169)	24%	(257)	26%	(268)	1050
Very Favorable of Biden	24%	(114)	17%	(82)	11%	(51)	21%	(98)	28%	(132)	477
Somewhat Favorable of Biden	17%	(94)	24%	(136)	16%	(87)	17%	(95)	27%	(149)	561
Somewhat Unfavorable of Biden	14%	(40)	24%	(67)	20%	(57)	15%	(43)	26%	(73)	280
Very Unfavorable of Biden	15%	(116)	17%	(133)	15%	(112)	28%	(214)	25%	(195)	770
#1 Issue: Economy	20%	(163)	22%	(182)	15%	(120)	20%	(167)	23%	(190)	822
#1 Issue: Security	14%	(43)	19%	(59)	13%	(40)	25%	(78)	31%	(96)	316
#1 Issue: Health Care	19%	(55)	23%	(66)	11%	(33)	18%	(52)	30%	(88)	293
#1 Issue: Medicare / Social Security	8%	(22)	10%	(26)	17%	(44)	25%	(65)	39%	(102)	259
#1 Issue: Women's Issues	27%	(37)	21%	(28)	14%	(19)	16%	(22)	22%	(30)	136
#1 Issue: Education	19%	(21)	25%	(27)	17%	(19)	18%	(20)	20%	(22)	109
#1 Issue: Energy	21%	(28)	23%	(31)	16%	(21)	19%	(25)	21%	(28)	132
#1 Issue: Other	13%	(17)	12%	(16)	14%	(19)	25%	(33)	37%	(49)	134
2020 Vote: Joe Biden	18%	(174)	22%	(219)	15%	(152)	18%	(173)	27%	(262)	980
2020 Vote: Donald Trump	13%	(87)	17%	(115)	16%	(109)	27%	(183)	28%	(190)	685
2020 Vote: Other	17%	(14)	13%	(11)	13%	(11)	27%	(23)	30%	(26)	85
2020 Vote: Didn't Vote	25%	(109)	20%	(90)	9%	(41)	18%	(81)	28%	(125)	445
2018 House Vote: Democrat	17%	(126)	22%	(164)	15%	(113)	19%	(143)	26%	(195)	741
2018 House Vote: Republican	11%	(66)	16%	(95)	15%	(87)	28%	(166)	31%	(182)	596
2018 House Vote: Someone else	8%	(5)	18%	(12)	13%	(8)	26%	(18)	36%	(24)	67
2016 Vote: Hillary Clinton	15%	(106)	22%	(154)	16%	(109)	18%	(123)	28%	(194)	686
2016 Vote: Donald Trump	12%	(79)	18%	(120)	15%	(96)	26%	(171)	28%	(185)	651
2016 Vote: Other	12%	(16)	15%	(20)	16%	(21)	27%	(36)	31%	(41)	133
2016 Vote: Didn't Vote	25%	(184)	19%	(141)	12%	(89)	18%	(130)	25%	(185)	730

Continued on next page

Table MCTE10_7: Sometimes in surveys like this people change their mind and sometimes they don't. Once again, do you have a favorable or unfavorable opinion of each of the following?
 TikTok

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Don't know / No opinion	Total N
Adults	18% (385)	20% (435)	14% (315)	21% (460)	27% (605)	2200
Voted in 2014: Yes	13% (157)	19% (232)	15% (186)	23% (277)	30% (362)	1214
Voted in 2014: No	23% (228)	21% (204)	13% (129)	19% (183)	25% (242)	986
4-Region: Northeast	14% (57)	19% (74)	15% (58)	22% (88)	30% (117)	394
4-Region: Midwest	14% (63)	18% (83)	15% (69)	23% (105)	31% (142)	462
4-Region: South	18% (150)	23% (188)	14% (118)	19% (153)	26% (215)	824
4-Region: West	22% (115)	17% (89)	13% (70)	22% (114)	25% (132)	520
SRH Metaverse	22% (180)	24% (195)	13% (105)	21% (169)	20% (159)	808
SRH Meta Rebrand	17% (224)	20% (258)	15% (193)	22% (283)	25% (324)	1282
SRH Facebook Files	19% (184)	23% (222)	15% (148)	22% (219)	21% (203)	976

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

Table MCTE10_8: Sometimes in surveys like this people change their mind and sometimes they don't. Once again, do you have a favorable or unfavorable opinion of each of the following?

Meta

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	8%	(166)	14%	(307)	13%	(289)	22%	(482)	43%	(956)	2200
Gender: Male	10%	(103)	16%	(172)	15%	(157)	25%	(269)	34%	(362)	1062
Gender: Female	6%	(63)	12%	(135)	12%	(132)	19%	(213)	52%	(594)	1138
Age: 18-34	9%	(62)	16%	(107)	11%	(70)	22%	(143)	42%	(272)	655
Age: 35-44	14%	(50)	17%	(60)	14%	(49)	16%	(56)	40%	(142)	358
Age: 45-64	6%	(43)	12%	(89)	13%	(97)	23%	(174)	46%	(347)	751
Age: 65+	2%	(11)	11%	(50)	17%	(73)	25%	(108)	45%	(195)	436
GenZers: 1997-2012	10%	(22)	16%	(36)	10%	(22)	24%	(54)	40%	(89)	222
Millennials: 1981-1996	12%	(80)	17%	(113)	12%	(79)	19%	(124)	40%	(260)	655
GenXers: 1965-1980	8%	(46)	13%	(75)	14%	(81)	19%	(108)	45%	(255)	565
Baby Boomers: 1946-1964	2%	(17)	12%	(79)	14%	(97)	25%	(173)	46%	(316)	681
PID: Dem (no lean)	10%	(81)	18%	(146)	13%	(107)	20%	(158)	39%	(310)	801
PID: Ind (no lean)	6%	(42)	11%	(81)	12%	(89)	24%	(186)	48%	(365)	763
PID: Rep (no lean)	7%	(43)	13%	(80)	15%	(93)	22%	(138)	44%	(282)	636
PID/Gender: Dem Men	12%	(49)	22%	(87)	14%	(56)	21%	(83)	31%	(122)	398
PID/Gender: Dem Women	8%	(31)	14%	(58)	13%	(51)	19%	(75)	47%	(187)	403
PID/Gender: Ind Men	7%	(24)	12%	(41)	13%	(46)	30%	(106)	38%	(130)	346
PID/Gender: Ind Women	4%	(18)	10%	(40)	10%	(44)	19%	(81)	56%	(234)	417
PID/Gender: Rep Men	9%	(29)	14%	(43)	17%	(55)	25%	(80)	34%	(109)	317
PID/Gender: Rep Women	4%	(14)	12%	(37)	12%	(37)	18%	(58)	54%	(173)	319
Ideo: Liberal (1-3)	9%	(55)	17%	(109)	15%	(95)	27%	(167)	32%	(199)	625
Ideo: Moderate (4)	9%	(61)	15%	(101)	12%	(78)	17%	(110)	48%	(318)	668
Ideo: Conservative (5-7)	5%	(36)	12%	(84)	15%	(104)	27%	(179)	40%	(271)	675
Educ: < College	7%	(102)	13%	(204)	11%	(170)	20%	(300)	49%	(736)	1512
Educ: Bachelors degree	9%	(41)	16%	(73)	17%	(76)	23%	(103)	34%	(152)	444
Educ: Post-grad	10%	(23)	12%	(30)	18%	(43)	33%	(80)	28%	(68)	244
Income: Under 50k	7%	(90)	14%	(177)	11%	(145)	20%	(249)	48%	(616)	1276
Income: 50k-100k	7%	(48)	14%	(88)	14%	(90)	24%	(150)	41%	(260)	636
Income: 100k+	10%	(29)	14%	(41)	19%	(54)	29%	(83)	28%	(81)	288
Ethnicity: White	7%	(112)	14%	(241)	15%	(250)	23%	(391)	42%	(727)	1722

Continued on next page

Table MCTE10_8: Sometimes in surveys like this people change their mind and sometimes they don't. Once again, do you have a favorable or unfavorable opinion of each of the following?

Meta

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	8%	(166)	14%	(307)	13%	(289)	22%	(482)	43%	(956)	2200
Ethnicity: Hispanic	11%	(37)	22%	(75)	12%	(44)	18%	(62)	38%	(132)	349
Ethnicity: Black	11%	(30)	14%	(37)	6%	(18)	18%	(50)	51%	(139)	274
Ethnicity: Other	12%	(24)	14%	(29)	10%	(21)	20%	(41)	44%	(90)	204
All Christian	9%	(80)	15%	(137)	14%	(124)	21%	(189)	42%	(386)	915
All Non-Christian	14%	(14)	15%	(16)	11%	(12)	21%	(21)	39%	(40)	103
Atheist	7%	(9)	10%	(13)	22%	(28)	33%	(43)	28%	(37)	129
Agnostic/Nothing in particular	6%	(38)	14%	(89)	12%	(78)	24%	(153)	44%	(278)	637
Something Else	6%	(25)	13%	(52)	12%	(48)	18%	(76)	52%	(215)	416
Religious Non-Protestant/Catholic	11%	(14)	14%	(18)	16%	(20)	18%	(22)	41%	(50)	124
Evangelical	10%	(57)	17%	(92)	11%	(63)	17%	(95)	44%	(243)	550
Non-Evangelical	6%	(46)	13%	(95)	13%	(98)	22%	(165)	46%	(343)	747
Community: Urban	12%	(72)	16%	(95)	13%	(77)	19%	(116)	41%	(253)	613
Community: Suburban	6%	(63)	13%	(129)	15%	(157)	25%	(251)	41%	(418)	1019
Community: Rural	5%	(31)	14%	(82)	10%	(55)	20%	(115)	50%	(285)	568
Employ: Private Sector	11%	(74)	18%	(127)	13%	(89)	22%	(153)	37%	(256)	699
Employ: Government	12%	(14)	15%	(17)	16%	(19)	17%	(20)	40%	(47)	118
Employ: Self-Employed	12%	(25)	11%	(22)	15%	(29)	28%	(57)	34%	(69)	202
Employ: Homemaker	5%	(8)	11%	(16)	16%	(23)	16%	(24)	52%	(77)	147
Employ: Student	3%	(2)	11%	(8)	6%	(5)	25%	(20)	55%	(43)	78
Employ: Retired	4%	(18)	11%	(53)	16%	(82)	26%	(127)	44%	(217)	497
Employ: Unemployed	7%	(18)	16%	(44)	8%	(22)	17%	(46)	53%	(145)	276
Employ: Other	4%	(7)	11%	(20)	10%	(19)	19%	(35)	56%	(103)	183
Military HH: Yes	8%	(27)	12%	(41)	15%	(52)	24%	(80)	40%	(136)	337
Military HH: No	7%	(139)	14%	(265)	13%	(237)	22%	(402)	44%	(820)	1863
RD/WT: Right Direction	12%	(102)	18%	(150)	14%	(114)	18%	(149)	38%	(314)	829
RD/WT: Wrong Track	5%	(64)	11%	(157)	13%	(175)	24%	(333)	47%	(642)	1371
Biden Job Approve	11%	(110)	17%	(176)	13%	(136)	21%	(213)	38%	(397)	1031
Biden Job Disapprove	5%	(51)	12%	(119)	14%	(142)	25%	(258)	44%	(455)	1024

Continued on next page

Table MCTE10_8: Sometimes in surveys like this people change their mind and sometimes they don't. Once again, do you have a favorable or unfavorable opinion of each of the following?

Meta

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	8%	(166)	14%	(307)	13%	(289)	22%	(482)	43%	(956)	2200
Biden Job Strongly Approve	16%	(70)	16%	(72)	12%	(51)	21%	(94)	34%	(151)	438
Biden Job Somewhat Approve	7%	(40)	17%	(104)	14%	(85)	20%	(118)	41%	(246)	593
Biden Job Somewhat Disapprove	5%	(14)	13%	(39)	15%	(43)	16%	(48)	51%	(148)	292
Biden Job Strongly Disapprove	5%	(36)	11%	(80)	13%	(99)	29%	(210)	42%	(307)	732
Favorable of Biden	11%	(111)	16%	(170)	13%	(130)	21%	(218)	39%	(410)	1038
Unfavorable of Biden	5%	(49)	12%	(123)	14%	(151)	24%	(252)	45%	(475)	1050
Very Favorable of Biden	14%	(68)	15%	(73)	11%	(51)	23%	(109)	37%	(175)	477
Somewhat Favorable of Biden	8%	(42)	17%	(97)	14%	(78)	19%	(109)	42%	(234)	561
Somewhat Unfavorable of Biden	4%	(11)	14%	(40)	17%	(48)	16%	(46)	49%	(136)	280
Very Unfavorable of Biden	5%	(39)	11%	(83)	13%	(103)	27%	(206)	44%	(339)	770
#1 Issue: Economy	7%	(60)	15%	(121)	13%	(104)	19%	(160)	46%	(377)	822
#1 Issue: Security	6%	(20)	13%	(40)	15%	(47)	23%	(71)	44%	(138)	316
#1 Issue: Health Care	12%	(35)	18%	(54)	12%	(37)	20%	(58)	38%	(110)	293
#1 Issue: Medicare / Social Security	3%	(7)	13%	(33)	14%	(37)	20%	(52)	50%	(130)	259
#1 Issue: Women's Issues	9%	(12)	7%	(9)	15%	(20)	32%	(44)	38%	(51)	136
#1 Issue: Education	17%	(19)	11%	(12)	10%	(11)	17%	(19)	45%	(49)	109
#1 Issue: Energy	4%	(6)	15%	(19)	16%	(21)	25%	(33)	40%	(53)	132
#1 Issue: Other	6%	(8)	13%	(18)	10%	(13)	34%	(46)	36%	(49)	134
2020 Vote: Joe Biden	9%	(92)	16%	(156)	14%	(142)	22%	(219)	38%	(372)	980
2020 Vote: Donald Trump	6%	(39)	12%	(83)	15%	(104)	25%	(170)	42%	(289)	685
2020 Vote: Other	1%	(1)	9%	(8)	15%	(13)	25%	(21)	50%	(42)	85
2020 Vote: Didn't Vote	8%	(34)	13%	(58)	7%	(30)	16%	(72)	56%	(251)	445
2018 House Vote: Democrat	9%	(70)	17%	(125)	15%	(113)	24%	(175)	35%	(259)	741
2018 House Vote: Republican	5%	(32)	10%	(62)	14%	(84)	26%	(156)	44%	(261)	596
2018 House Vote: Someone else	2%	(1)	15%	(10)	9%	(6)	17%	(11)	58%	(39)	67
2016 Vote: Hillary Clinton	9%	(58)	18%	(122)	15%	(105)	22%	(153)	36%	(247)	686
2016 Vote: Donald Trump	7%	(44)	11%	(75)	14%	(92)	24%	(157)	44%	(284)	651
2016 Vote: Other	3%	(4)	13%	(18)	20%	(26)	24%	(32)	40%	(53)	133
2016 Vote: Didn't Vote	8%	(60)	13%	(92)	9%	(65)	19%	(140)	51%	(372)	730

Continued on next page

Table MCTE10_8: Sometimes in surveys like this people change their mind and sometimes they don't. Once again, do you have a favorable or unfavorable opinion of each of the following?

Meta

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	8%	(166)	14%	(307)	13%	(289)	22%	(482)	43%	(956)	2200
Voted in 2014: Yes	7%	(88)	15%	(178)	15%	(183)	24%	(295)	39%	(470)	1214
Voted in 2014: No	8%	(78)	13%	(129)	11%	(106)	19%	(187)	49%	(486)	986
4-Region: Northeast	7%	(27)	18%	(72)	12%	(49)	25%	(97)	38%	(149)	394
4-Region: Midwest	8%	(37)	12%	(55)	14%	(63)	21%	(96)	46%	(212)	462
4-Region: South	7%	(56)	13%	(108)	13%	(107)	20%	(163)	47%	(390)	824
4-Region: West	9%	(46)	14%	(71)	14%	(71)	24%	(127)	39%	(205)	520
SRH Metaverse	15%	(118)	19%	(153)	16%	(130)	24%	(196)	26%	(211)	808
SRH Meta Rebrand	11%	(135)	16%	(199)	15%	(190)	27%	(342)	32%	(416)	1282
SRH Facebook Files	12%	(115)	14%	(139)	17%	(162)	28%	(272)	30%	(289)	976

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

Table MCTE11_1: Knowing what you know now, how well would you say each of the following describe Facebook?

Innovative

Demographic	Very well		Somewhat well		Not very well		Not at all well		Total N
Adults	15%	(337)	45%	(979)	23%	(498)	18%	(386)	2200
Gender: Male	18%	(188)	42%	(449)	22%	(236)	18%	(190)	1062
Gender: Female	13%	(149)	47%	(530)	23%	(262)	17%	(196)	1138
Age: 18-34	18%	(120)	39%	(253)	23%	(151)	20%	(132)	655
Age: 35-44	17%	(61)	50%	(180)	19%	(69)	13%	(47)	358
Age: 45-64	15%	(111)	46%	(344)	23%	(171)	17%	(125)	751
Age: 65+	10%	(45)	46%	(203)	25%	(107)	19%	(82)	436
GenZers: 1997-2012	15%	(34)	36%	(81)	24%	(52)	25%	(55)	222
Millennials: 1981-1996	20%	(128)	43%	(280)	22%	(143)	16%	(104)	655
GenXers: 1965-1980	18%	(100)	48%	(269)	20%	(113)	15%	(83)	565
Baby Boomers: 1946-1964	10%	(67)	47%	(319)	25%	(171)	18%	(125)	681
PID: Dem (no lean)	17%	(136)	46%	(366)	22%	(176)	15%	(122)	801
PID: Ind (no lean)	14%	(109)	40%	(305)	24%	(187)	21%	(163)	763
PID: Rep (no lean)	14%	(92)	48%	(308)	21%	(136)	16%	(101)	636
PID/Gender: Dem Men	20%	(81)	42%	(165)	23%	(90)	15%	(61)	398
PID/Gender: Dem Women	14%	(55)	50%	(201)	21%	(86)	15%	(61)	403
PID/Gender: Ind Men	16%	(56)	38%	(132)	24%	(81)	22%	(77)	346
PID/Gender: Ind Women	13%	(52)	42%	(173)	25%	(105)	21%	(86)	417
PID/Gender: Rep Men	16%	(50)	48%	(152)	20%	(64)	16%	(51)	317
PID/Gender: Rep Women	13%	(42)	49%	(156)	22%	(71)	16%	(50)	319
Ideo: Liberal (1-3)	16%	(99)	45%	(283)	21%	(134)	17%	(108)	625
Ideo: Moderate (4)	18%	(122)	43%	(289)	22%	(146)	17%	(111)	668
Ideo: Conservative (5-7)	13%	(89)	47%	(315)	23%	(155)	17%	(115)	675
Educ: < College	15%	(223)	43%	(657)	23%	(352)	19%	(281)	1512
Educ: Bachelors degree	16%	(72)	48%	(214)	19%	(85)	16%	(73)	444
Educ: Post-grad	17%	(43)	44%	(108)	25%	(61)	13%	(32)	244
Income: Under 50k	14%	(179)	45%	(577)	23%	(290)	18%	(230)	1276
Income: 50k-100k	16%	(99)	43%	(273)	24%	(154)	17%	(111)	636
Income: 100k+	20%	(59)	45%	(129)	19%	(54)	16%	(45)	288
Ethnicity: White	15%	(264)	45%	(774)	23%	(395)	17%	(289)	1722
Ethnicity: Hispanic	18%	(64)	43%	(149)	17%	(59)	22%	(78)	349
Ethnicity: Black	16%	(44)	40%	(110)	27%	(75)	16%	(45)	274

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Table MCTE11_1: Knowing what you know now, how well would you say each of the following describe Facebook?
Innovative

Demographic	Very well		Somewhat well		Not very well		Not at all well		Total N
Adults	15%	(337)	45%	(979)	23%	(498)	18%	(386)	2200
Ethnicity: Other	14%	(29)	47%	(95)	14%	(29)	25%	(52)	204
All Christian	16%	(147)	46%	(424)	22%	(200)	16%	(145)	915
All Non-Christian	22%	(23)	43%	(44)	21%	(22)	14%	(15)	103
Atheist	16%	(20)	34%	(44)	23%	(29)	27%	(35)	129
Agnostic/Nothing in particular	12%	(79)	45%	(287)	26%	(163)	17%	(108)	637
Something Else	16%	(68)	43%	(181)	20%	(85)	20%	(83)	416
Religious Non-Protestant/Catholic	20%	(25)	44%	(55)	22%	(27)	13%	(16)	124
Evangelical	18%	(99)	46%	(256)	19%	(104)	16%	(91)	550
Non-Evangelical	15%	(110)	45%	(333)	23%	(171)	18%	(133)	747
Community: Urban	22%	(132)	44%	(269)	20%	(121)	15%	(90)	613
Community: Suburban	13%	(133)	44%	(453)	24%	(244)	19%	(190)	1019
Community: Rural	13%	(72)	45%	(257)	23%	(132)	19%	(106)	568
Employ: Private Sector	17%	(119)	47%	(327)	21%	(144)	16%	(110)	699
Employ: Government	12%	(14)	53%	(63)	23%	(28)	12%	(14)	118
Employ: Self-Employed	22%	(45)	39%	(79)	20%	(40)	19%	(39)	202
Employ: Homemaker	11%	(16)	47%	(70)	23%	(34)	18%	(27)	147
Employ: Student	13%	(10)	35%	(27)	25%	(20)	27%	(21)	78
Employ: Retired	10%	(51)	47%	(234)	23%	(115)	19%	(96)	497
Employ: Unemployed	19%	(51)	39%	(108)	28%	(78)	14%	(39)	276
Employ: Other	17%	(31)	40%	(72)	21%	(39)	22%	(40)	183
Military HH: Yes	17%	(59)	43%	(144)	22%	(74)	18%	(60)	337
Military HH: No	15%	(278)	45%	(835)	23%	(424)	17%	(326)	1863
RD/WT: Right Direction	21%	(176)	44%	(365)	20%	(164)	15%	(124)	829
RD/WT: Wrong Track	12%	(161)	45%	(615)	24%	(334)	19%	(262)	1371
Biden Job Approve	18%	(191)	45%	(462)	20%	(208)	16%	(170)	1031
Biden Job Disapprove	13%	(130)	45%	(456)	25%	(254)	18%	(184)	1024
Biden Job Strongly Approve	26%	(115)	39%	(170)	20%	(87)	15%	(66)	438
Biden Job Somewhat Approve	13%	(76)	49%	(292)	20%	(121)	18%	(104)	593
Biden Job Somewhat Disapprove	13%	(39)	49%	(144)	24%	(71)	13%	(38)	292
Biden Job Strongly Disapprove	12%	(91)	43%	(313)	25%	(182)	20%	(146)	732

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Table MCTE11_1: Knowing what you know now, how well would you say each of the following describe Facebook?

Innovative

Demographic	Very well		Somewhat well		Not very well		Not at all well		Total N
Adults	15%	(337)	45%	(979)	23%	(498)	18%	(386)	2200
Favorable of Biden	19%	(192)	45%	(462)	20%	(212)	17%	(172)	1038
Unfavorable of Biden	13%	(131)	45%	(470)	24%	(255)	18%	(192)	1050
Very Favorable of Biden	23%	(109)	39%	(187)	20%	(94)	18%	(87)	477
Somewhat Favorable of Biden	15%	(83)	49%	(275)	21%	(118)	15%	(85)	561
Somewhat Unfavorable of Biden	12%	(33)	50%	(140)	23%	(65)	15%	(41)	280
Very Unfavorable of Biden	13%	(98)	43%	(330)	25%	(191)	20%	(151)	770
#1 Issue: Economy	15%	(126)	49%	(402)	21%	(174)	15%	(120)	822
#1 Issue: Security	14%	(43)	46%	(145)	22%	(69)	18%	(58)	316
#1 Issue: Health Care	18%	(53)	47%	(139)	19%	(57)	15%	(45)	293
#1 Issue: Medicare / Social Security	14%	(37)	37%	(97)	26%	(68)	22%	(57)	259
#1 Issue: Women's Issues	12%	(17)	29%	(39)	37%	(50)	23%	(31)	136
#1 Issue: Education	16%	(17)	48%	(52)	19%	(21)	17%	(19)	109
#1 Issue: Energy	13%	(18)	39%	(51)	31%	(41)	17%	(22)	132
#1 Issue: Other	20%	(27)	40%	(54)	14%	(19)	26%	(34)	134
2020 Vote: Joe Biden	16%	(158)	45%	(441)	22%	(211)	17%	(170)	980
2020 Vote: Donald Trump	15%	(106)	46%	(314)	22%	(153)	16%	(112)	685
2020 Vote: Other	9%	(8)	39%	(33)	23%	(20)	28%	(24)	85
2020 Vote: Didn't Vote	14%	(63)	43%	(190)	25%	(112)	18%	(80)	445
2018 House Vote: Democrat	17%	(122)	44%	(326)	24%	(178)	15%	(114)	741
2018 House Vote: Republican	14%	(83)	47%	(278)	22%	(129)	18%	(105)	596
2018 House Vote: Someone else	9%	(6)	36%	(24)	26%	(17)	29%	(20)	67
2016 Vote: Hillary Clinton	16%	(113)	47%	(324)	21%	(147)	15%	(103)	686
2016 Vote: Donald Trump	15%	(97)	46%	(301)	21%	(137)	18%	(116)	651
2016 Vote: Other	10%	(14)	42%	(55)	32%	(42)	16%	(22)	133
2016 Vote: Didn't Vote	16%	(114)	41%	(299)	24%	(172)	20%	(145)	730
Voted in 2014: Yes	16%	(189)	46%	(560)	22%	(267)	16%	(198)	1214
Voted in 2014: No	15%	(148)	42%	(419)	23%	(231)	19%	(188)	986
4-Region: Northeast	17%	(66)	43%	(170)	21%	(83)	19%	(74)	394
4-Region: Midwest	14%	(66)	46%	(213)	23%	(104)	17%	(79)	462
4-Region: South	14%	(119)	46%	(376)	23%	(191)	17%	(138)	824
4-Region: West	17%	(87)	42%	(219)	23%	(119)	18%	(95)	520

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Table MCTE11_1: *Knowing what you know now, how well would you say each of the following describe Facebook?*

Innovative

Demographic	Very well		Somewhat well		Not very well		Not at all well		Total N
Adults	15%	(337)	45%	(979)	23%	(498)	18%	(386)	2200
SRH Metaverse	20%	(162)	46%	(369)	20%	(162)	14%	(114)	808
SRH Meta Rebrand	16%	(211)	45%	(583)	23%	(291)	15%	(197)	1282
SRH Facebook Files	18%	(171)	42%	(413)	23%	(229)	17%	(164)	976

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

Table MCTE11_2: Knowing what you know now, how well would you say each of the following describe Facebook?

A metaverse company

Demographic	Very well		Somewhat well		Not very well		Not at all well		Total N
Adults	11%	(252)	33%	(730)	27%	(598)	28%	(620)	2200
Gender: Male	14%	(145)	36%	(381)	24%	(250)	27%	(286)	1062
Gender: Female	9%	(107)	31%	(349)	31%	(348)	29%	(334)	1138
Age: 18-34	14%	(91)	33%	(214)	26%	(167)	28%	(182)	655
Age: 35-44	16%	(59)	35%	(124)	25%	(88)	24%	(86)	358
Age: 45-64	9%	(68)	34%	(259)	27%	(200)	30%	(224)	751
Age: 65+	8%	(33)	30%	(133)	33%	(142)	29%	(128)	436
GenZers: 1997-2012	14%	(30)	32%	(71)	25%	(55)	30%	(67)	222
Millennials: 1981-1996	16%	(107)	33%	(215)	25%	(167)	25%	(166)	655
GenXers: 1965-1980	11%	(64)	35%	(199)	26%	(146)	28%	(157)	565
Baby Boomers: 1946-1964	7%	(45)	33%	(225)	31%	(212)	29%	(200)	681
PID: Dem (no lean)	14%	(112)	36%	(287)	25%	(198)	25%	(204)	801
PID: Ind (no lean)	10%	(78)	30%	(229)	28%	(215)	32%	(241)	763
PID: Rep (no lean)	10%	(61)	34%	(214)	29%	(186)	28%	(175)	636
PID/Gender: Dem Men	19%	(75)	36%	(142)	21%	(84)	24%	(97)	398
PID/Gender: Dem Women	9%	(37)	36%	(145)	28%	(114)	26%	(107)	403
PID/Gender: Ind Men	11%	(38)	33%	(115)	24%	(82)	32%	(112)	346
PID/Gender: Ind Women	10%	(41)	27%	(114)	32%	(133)	31%	(129)	417
PID/Gender: Rep Men	10%	(32)	39%	(124)	27%	(85)	24%	(77)	317
PID/Gender: Rep Women	9%	(29)	28%	(90)	32%	(100)	31%	(99)	319
Ideo: Liberal (1-3)	16%	(99)	34%	(211)	25%	(154)	26%	(161)	625
Ideo: Moderate (4)	10%	(64)	37%	(248)	28%	(185)	26%	(171)	668
Ideo: Conservative (5-7)	10%	(68)	31%	(206)	28%	(189)	31%	(211)	675
Educ: < College	10%	(155)	34%	(507)	26%	(398)	30%	(452)	1512
Educ: Bachelors degree	14%	(62)	34%	(150)	28%	(125)	24%	(107)	444
Educ: Post-grad	14%	(35)	30%	(73)	31%	(75)	25%	(61)	244
Income: Under 50k	10%	(126)	35%	(441)	27%	(349)	28%	(360)	1276
Income: 50k-100k	13%	(84)	31%	(196)	27%	(172)	29%	(184)	636
Income: 100k+	14%	(42)	32%	(93)	27%	(77)	26%	(76)	288
Ethnicity: White	11%	(187)	33%	(562)	29%	(497)	28%	(476)	1722
Ethnicity: Hispanic	15%	(53)	39%	(136)	20%	(71)	26%	(90)	349
Ethnicity: Black	14%	(39)	35%	(95)	21%	(59)	30%	(81)	274

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**Table MCTE11_2: Knowing what you know now, how well would you say each of the following describe Facebook?
 A metaverse company**

Demographic	Very well		Somewhat well		Not very well		Not at all well		Total N
Adults	11%	(252)	33%	(730)	27%	(598)	28%	(620)	2200
Ethnicity: Other	12%	(25)	36%	(74)	21%	(43)	31%	(63)	204
All Christian	12%	(108)	34%	(313)	28%	(252)	26%	(242)	915
All Non-Christian	19%	(20)	33%	(34)	23%	(23)	26%	(26)	103
Atheist	13%	(17)	28%	(36)	23%	(30)	36%	(46)	129
Agnostic/Nothing in particular	10%	(67)	32%	(203)	28%	(177)	30%	(190)	637
Something Else	10%	(40)	34%	(143)	28%	(116)	28%	(116)	416
Religious Non-Protestant/Catholic	16%	(20)	31%	(39)	21%	(26)	31%	(39)	124
Evangelical	15%	(84)	32%	(178)	25%	(139)	27%	(149)	550
Non-Evangelical	8%	(62)	36%	(269)	30%	(223)	26%	(193)	747
Community: Urban	17%	(102)	35%	(213)	24%	(148)	24%	(149)	613
Community: Suburban	9%	(94)	34%	(345)	28%	(290)	29%	(291)	1019
Community: Rural	10%	(56)	30%	(172)	28%	(161)	32%	(179)	568
Employ: Private Sector	12%	(84)	37%	(262)	25%	(176)	25%	(177)	699
Employ: Government	18%	(22)	34%	(40)	24%	(28)	24%	(29)	118
Employ: Self-Employed	19%	(39)	30%	(61)	20%	(40)	31%	(63)	202
Employ: Homemaker	11%	(16)	23%	(34)	35%	(52)	31%	(46)	147
Employ: Student	10%	(8)	32%	(25)	27%	(21)	31%	(24)	78
Employ: Retired	7%	(32)	30%	(150)	32%	(161)	31%	(153)	497
Employ: Unemployed	11%	(31)	35%	(96)	28%	(78)	26%	(71)	276
Employ: Other	11%	(19)	35%	(64)	23%	(43)	31%	(57)	183
Military HH: Yes	12%	(39)	31%	(103)	26%	(86)	32%	(108)	337
Military HH: No	11%	(212)	34%	(627)	27%	(512)	27%	(512)	1863
RD/WT: Right Direction	17%	(141)	39%	(325)	22%	(179)	22%	(184)	829
RD/WT: Wrong Track	8%	(111)	30%	(405)	31%	(420)	32%	(436)	1371
Biden Job Approve	15%	(153)	36%	(369)	24%	(246)	26%	(263)	1031
Biden Job Disapprove	9%	(88)	31%	(313)	31%	(317)	30%	(306)	1024
Biden Job Strongly Approve	22%	(97)	34%	(150)	18%	(81)	25%	(110)	438
Biden Job Somewhat Approve	9%	(55)	37%	(218)	28%	(166)	26%	(154)	593
Biden Job Somewhat Disapprove	11%	(33)	33%	(98)	29%	(86)	26%	(75)	292
Biden Job Strongly Disapprove	7%	(54)	29%	(216)	32%	(231)	32%	(231)	732

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Table MCTE11_2: Knowing what you know now, how well would you say each of the following describe Facebook?

A metaverse company

Demographic	Very well		Somewhat well		Not very well		Not at all well		Total N
Adults	11%	(252)	33%	(730)	27%	(598)	28%	(620)	2200
Favorable of Biden	15%	(151)	36%	(379)	23%	(235)	26%	(273)	1038
Unfavorable of Biden	9%	(90)	30%	(318)	31%	(324)	30%	(318)	1050
Very Favorable of Biden	20%	(96)	35%	(165)	18%	(85)	27%	(131)	477
Somewhat Favorable of Biden	10%	(55)	38%	(213)	27%	(150)	25%	(143)	561
Somewhat Unfavorable of Biden	10%	(28)	33%	(93)	28%	(79)	29%	(80)	280
Very Unfavorable of Biden	8%	(62)	29%	(225)	32%	(245)	31%	(238)	770
#1 Issue: Economy	12%	(96)	32%	(265)	30%	(246)	26%	(215)	822
#1 Issue: Security	9%	(28)	31%	(99)	28%	(89)	32%	(100)	316
#1 Issue: Health Care	13%	(40)	39%	(115)	22%	(63)	26%	(75)	293
#1 Issue: Medicare / Social Security	9%	(24)	30%	(79)	30%	(79)	30%	(77)	259
#1 Issue: Women's Issues	16%	(21)	23%	(31)	27%	(36)	34%	(47)	136
#1 Issue: Education	13%	(14)	39%	(43)	24%	(26)	24%	(26)	109
#1 Issue: Energy	10%	(13)	37%	(49)	23%	(31)	29%	(38)	132
#1 Issue: Other	11%	(15)	36%	(49)	22%	(29)	31%	(41)	134
2020 Vote: Joe Biden	14%	(137)	35%	(341)	24%	(236)	27%	(265)	980
2020 Vote: Donald Trump	9%	(61)	31%	(209)	32%	(217)	29%	(198)	685
2020 Vote: Other	9%	(8)	27%	(23)	26%	(22)	38%	(32)	85
2020 Vote: Didn't Vote	10%	(46)	35%	(154)	27%	(122)	28%	(123)	445
2018 House Vote: Democrat	16%	(121)	32%	(237)	26%	(191)	26%	(191)	741
2018 House Vote: Republican	7%	(44)	32%	(194)	28%	(168)	32%	(190)	596
2018 House Vote: Someone else	8%	(6)	23%	(15)	24%	(16)	45%	(30)	67
2016 Vote: Hillary Clinton	15%	(106)	34%	(235)	25%	(173)	25%	(172)	686
2016 Vote: Donald Trump	9%	(59)	32%	(207)	29%	(187)	30%	(197)	651
2016 Vote: Other	8%	(10)	29%	(39)	33%	(43)	30%	(40)	133
2016 Vote: Didn't Vote	10%	(76)	34%	(249)	27%	(195)	29%	(210)	730
Voted in 2014: Yes	12%	(144)	34%	(409)	27%	(334)	27%	(328)	1214
Voted in 2014: No	11%	(108)	33%	(321)	27%	(265)	30%	(292)	986
4-Region: Northeast	7%	(27)	37%	(146)	28%	(112)	28%	(109)	394
4-Region: Midwest	13%	(61)	32%	(148)	27%	(124)	28%	(129)	462
4-Region: South	11%	(88)	32%	(266)	29%	(240)	28%	(230)	824
4-Region: West	15%	(77)	33%	(170)	23%	(122)	29%	(152)	520

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Table MCTE11_2: *Knowing what you know now, how well would you say each of the following describe Facebook?
 A metaverse company*

Demographic	Very well		Somewhat well		Not very well		Not at all well		Total N
Adults	11%	(252)	33%	(730)	27%	(598)	28%	(620)	2200
SRH Metaverse	19%	(151)	36%	(294)	22%	(180)	23%	(183)	808
SRH Meta Rebrand	14%	(177)	34%	(438)	26%	(333)	26%	(334)	1282
SRH Facebook Files	15%	(150)	32%	(314)	25%	(240)	28%	(272)	976

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

**Table MCTE11_3: Knowing what you know now, how well would you say each of the following describe Facebook?
For people like me**

Demographic	Very well		Somewhat well		Not very well		Not at all well		Total N
Adults	14%	(311)	36%	(800)	24%	(526)	26%	(562)	2200
Gender: Male	13%	(138)	33%	(348)	26%	(279)	28%	(296)	1062
Gender: Female	15%	(172)	40%	(452)	22%	(248)	23%	(266)	1138
Age: 18-34	18%	(121)	31%	(204)	25%	(165)	25%	(165)	655
Age: 35-44	18%	(65)	43%	(152)	23%	(81)	16%	(59)	358
Age: 45-64	13%	(101)	41%	(307)	22%	(165)	24%	(178)	751
Age: 65+	6%	(24)	31%	(137)	26%	(115)	37%	(160)	436
GenZers: 1997-2012	15%	(34)	26%	(58)	25%	(55)	34%	(75)	222
Millennials: 1981-1996	21%	(136)	37%	(240)	23%	(153)	19%	(127)	655
GenXers: 1965-1980	16%	(89)	42%	(235)	24%	(134)	19%	(107)	565
Baby Boomers: 1946-1964	7%	(47)	37%	(252)	24%	(161)	32%	(221)	681
PID: Dem (no lean)	16%	(130)	37%	(296)	24%	(191)	23%	(184)	801
PID: Ind (no lean)	14%	(104)	33%	(252)	22%	(170)	31%	(236)	763
PID: Rep (no lean)	12%	(76)	40%	(252)	26%	(165)	22%	(142)	636
PID/Gender: Dem Men	18%	(70)	31%	(125)	26%	(105)	25%	(99)	398
PID/Gender: Dem Women	15%	(60)	43%	(171)	21%	(86)	21%	(85)	403
PID/Gender: Ind Men	11%	(37)	31%	(108)	24%	(82)	35%	(120)	346
PID/Gender: Ind Women	16%	(68)	35%	(144)	21%	(88)	28%	(116)	417
PID/Gender: Rep Men	10%	(32)	36%	(116)	29%	(92)	25%	(78)	317
PID/Gender: Rep Women	14%	(44)	43%	(136)	23%	(73)	20%	(65)	319
Ideo: Liberal (1-3)	14%	(86)	36%	(224)	23%	(147)	27%	(169)	625
Ideo: Moderate (4)	17%	(112)	37%	(249)	23%	(151)	23%	(156)	668
Ideo: Conservative (5-7)	12%	(80)	35%	(236)	26%	(175)	27%	(183)	675
Educ: < College	14%	(218)	38%	(568)	23%	(351)	25%	(375)	1512
Educ: Bachelors degree	13%	(59)	35%	(154)	25%	(111)	27%	(119)	444
Educ: Post-grad	14%	(33)	32%	(78)	27%	(65)	28%	(68)	244
Income: Under 50k	15%	(188)	39%	(502)	22%	(281)	24%	(305)	1276
Income: 50k-100k	12%	(78)	32%	(204)	28%	(177)	28%	(177)	636
Income: 100k+	15%	(44)	33%	(95)	24%	(69)	28%	(80)	288
Ethnicity: White	14%	(238)	37%	(636)	24%	(412)	25%	(436)	1722
Ethnicity: Hispanic	18%	(63)	31%	(109)	25%	(86)	26%	(91)	349
Ethnicity: Black	15%	(41)	36%	(100)	24%	(67)	25%	(67)	274

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Table MCTE11_3: *Knowing what you know now, how well would you say each of the following describe Facebook?
 For people like me*

Demographic	Very well		Somewhat well		Not very well		Not at all well		Total N
Adults	14%	(311)	36%	(800)	24%	(526)	26%	(562)	2200
Ethnicity: Other	16%	(32)	32%	(65)	23%	(48)	29%	(59)	204
All Christian	14%	(126)	36%	(327)	25%	(226)	26%	(236)	915
All Non-Christian	20%	(21)	35%	(36)	20%	(20)	25%	(26)	103
Atheist	10%	(13)	24%	(31)	33%	(43)	33%	(42)	129
Agnostic/Nothing in particular	14%	(88)	37%	(236)	23%	(147)	26%	(165)	637
Something Else	15%	(63)	41%	(170)	22%	(90)	22%	(93)	416
Religious Non-Protestant/Catholic	17%	(21)	35%	(44)	20%	(24)	28%	(35)	124
Evangelical	19%	(103)	40%	(217)	21%	(118)	20%	(111)	550
Non-Evangelical	11%	(84)	35%	(265)	26%	(191)	28%	(207)	747
Community: Urban	20%	(123)	36%	(222)	21%	(128)	23%	(139)	613
Community: Suburban	11%	(111)	36%	(364)	25%	(259)	28%	(285)	1019
Community: Rural	14%	(77)	38%	(214)	24%	(139)	24%	(138)	568
Employ: Private Sector	17%	(122)	37%	(259)	25%	(173)	21%	(145)	699
Employ: Government	13%	(15)	44%	(52)	22%	(26)	22%	(25)	118
Employ: Self-Employed	19%	(39)	26%	(53)	25%	(51)	30%	(60)	202
Employ: Homemaker	17%	(25)	45%	(67)	20%	(29)	18%	(26)	147
Employ: Student	11%	(8)	21%	(16)	34%	(27)	34%	(26)	78
Employ: Retired	6%	(32)	35%	(173)	24%	(121)	34%	(171)	497
Employ: Unemployed	15%	(41)	39%	(109)	24%	(66)	22%	(60)	276
Employ: Other	16%	(28)	39%	(72)	18%	(33)	27%	(49)	183
Military HH: Yes	11%	(39)	37%	(124)	24%	(82)	28%	(93)	337
Military HH: No	15%	(272)	36%	(677)	24%	(445)	25%	(470)	1863
RD/WT: Right Direction	20%	(162)	36%	(299)	23%	(190)	22%	(178)	829
RD/WT: Wrong Track	11%	(149)	37%	(501)	25%	(337)	28%	(384)	1371
Biden Job Approve	17%	(175)	37%	(378)	23%	(235)	24%	(243)	1031
Biden Job Disapprove	11%	(114)	36%	(366)	26%	(265)	27%	(279)	1024
Biden Job Strongly Approve	24%	(105)	35%	(154)	19%	(83)	22%	(95)	438
Biden Job Somewhat Approve	12%	(70)	38%	(225)	26%	(152)	25%	(147)	593
Biden Job Somewhat Disapprove	14%	(40)	38%	(110)	26%	(77)	22%	(65)	292
Biden Job Strongly Disapprove	10%	(75)	35%	(256)	26%	(188)	29%	(214)	732

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**Table MCTE11_3: Knowing what you know now, how well would you say each of the following describe Facebook?
For people like me**

Demographic	Very well		Somewhat well		Not very well		Not at all well		Total N
Adults	14%	(311)	36%	(800)	24%	(526)	26%	(562)	2200
Favorable of Biden	17%	(179)	37%	(387)	21%	(220)	24%	(252)	1038
Unfavorable of Biden	11%	(118)	35%	(370)	27%	(285)	26%	(277)	1050
Very Favorable of Biden	23%	(108)	33%	(157)	19%	(92)	25%	(119)	477
Somewhat Favorable of Biden	13%	(71)	41%	(230)	23%	(128)	24%	(132)	561
Somewhat Unfavorable of Biden	13%	(37)	36%	(101)	26%	(74)	24%	(68)	280
Very Unfavorable of Biden	10%	(80)	35%	(269)	27%	(211)	27%	(210)	770
#1 Issue: Economy	16%	(127)	37%	(302)	27%	(218)	21%	(174)	822
#1 Issue: Security	14%	(44)	34%	(108)	23%	(74)	28%	(89)	316
#1 Issue: Health Care	18%	(53)	42%	(123)	22%	(64)	18%	(53)	293
#1 Issue: Medicare / Social Security	11%	(27)	38%	(99)	18%	(48)	33%	(85)	259
#1 Issue: Women's Issues	9%	(13)	38%	(52)	25%	(34)	27%	(36)	136
#1 Issue: Education	18%	(20)	30%	(33)	27%	(30)	24%	(26)	109
#1 Issue: Energy	11%	(14)	34%	(45)	22%	(29)	33%	(44)	132
#1 Issue: Other	9%	(12)	29%	(39)	22%	(29)	41%	(54)	134
2020 Vote: Joe Biden	14%	(138)	35%	(346)	24%	(238)	26%	(259)	980
2020 Vote: Donald Trump	12%	(80)	39%	(265)	25%	(173)	24%	(167)	685
2020 Vote: Other	10%	(8)	34%	(29)	20%	(17)	36%	(31)	85
2020 Vote: Didn't Vote	18%	(81)	36%	(160)	22%	(98)	24%	(106)	445
2018 House Vote: Democrat	15%	(108)	37%	(272)	23%	(171)	26%	(190)	741
2018 House Vote: Republican	10%	(61)	37%	(220)	26%	(156)	27%	(158)	596
2018 House Vote: Someone else	12%	(8)	26%	(18)	21%	(14)	41%	(28)	67
2016 Vote: Hillary Clinton	15%	(105)	36%	(250)	24%	(166)	24%	(166)	686
2016 Vote: Donald Trump	13%	(83)	39%	(251)	23%	(150)	26%	(167)	651
2016 Vote: Other	5%	(7)	37%	(49)	29%	(39)	28%	(37)	133
2016 Vote: Didn't Vote	16%	(116)	34%	(250)	23%	(171)	26%	(192)	730
Voted in 2014: Yes	13%	(164)	37%	(446)	23%	(283)	26%	(321)	1214
Voted in 2014: No	15%	(147)	36%	(355)	25%	(243)	24%	(241)	986
4-Region: Northeast	12%	(45)	35%	(137)	26%	(102)	28%	(110)	394
4-Region: Midwest	13%	(59)	39%	(178)	24%	(111)	25%	(114)	462
4-Region: South	16%	(128)	36%	(300)	24%	(196)	24%	(200)	824
4-Region: West	15%	(78)	36%	(185)	23%	(117)	27%	(139)	520

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Table MCTE11_3: *Knowing what you know now, how well would you say each of the following describe Facebook?
 For people like me*

Demographic	Very well		Somewhat well		Not very well		Not at all well		Total N
Adults	14%	(311)	36%	(800)	24%	(526)	26%	(562)	2200
SRH Metaverse	19%	(156)	34%	(276)	24%	(191)	23%	(184)	808
SRH Meta Rebrand	15%	(188)	35%	(446)	25%	(321)	26%	(327)	1282
SRH Facebook Files	16%	(153)	32%	(308)	26%	(258)	26%	(258)	976

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

Table MCTE11_4: Knowing what you know now, how well would you say each of the following describe Facebook?

Trustworthy

Demographic	Very well		Somewhat well		Not very well		Not at all well		Total N
Adults	9%	(190)	25%	(551)	31%	(672)	36%	(787)	2200
Gender: Male	10%	(105)	23%	(241)	29%	(311)	38%	(405)	1062
Gender: Female	7%	(85)	27%	(310)	32%	(361)	34%	(382)	1138
Age: 18-34	12%	(78)	24%	(159)	29%	(193)	34%	(225)	655
Age: 35-44	13%	(47)	30%	(108)	28%	(100)	29%	(103)	358
Age: 45-64	7%	(56)	27%	(200)	30%	(228)	36%	(267)	751
Age: 65+	2%	(9)	19%	(83)	34%	(150)	44%	(193)	436
GenZers: 1997-2012	11%	(24)	21%	(47)	31%	(70)	37%	(81)	222
Millennials: 1981-1996	14%	(91)	27%	(174)	28%	(184)	31%	(206)	655
GenXers: 1965-1980	10%	(58)	30%	(167)	29%	(163)	31%	(176)	565
Baby Boomers: 1946-1964	2%	(15)	22%	(153)	33%	(228)	42%	(285)	681
PID: Dem (no lean)	11%	(92)	29%	(235)	29%	(235)	30%	(239)	801
PID: Ind (no lean)	7%	(56)	21%	(160)	29%	(218)	43%	(329)	763
PID: Rep (no lean)	7%	(42)	25%	(156)	34%	(219)	35%	(220)	636
PID/Gender: Dem Men	15%	(59)	27%	(109)	29%	(115)	29%	(116)	398
PID/Gender: Dem Women	8%	(33)	31%	(126)	30%	(120)	31%	(124)	403
PID/Gender: Ind Men	7%	(25)	17%	(60)	25%	(88)	50%	(173)	346
PID/Gender: Ind Women	7%	(31)	24%	(100)	31%	(129)	38%	(156)	417
PID/Gender: Rep Men	7%	(21)	22%	(71)	34%	(108)	37%	(117)	317
PID/Gender: Rep Women	6%	(21)	27%	(85)	35%	(111)	32%	(102)	319
Ideo: Liberal (1-3)	9%	(57)	24%	(150)	30%	(187)	37%	(231)	625
Ideo: Moderate (4)	9%	(63)	27%	(182)	32%	(214)	31%	(209)	668
Ideo: Conservative (5-7)	7%	(47)	22%	(147)	31%	(207)	41%	(274)	675
Educ: < College	9%	(131)	27%	(401)	31%	(465)	34%	(514)	1512
Educ: Bachelors degree	8%	(37)	23%	(100)	31%	(136)	39%	(171)	444
Educ: Post-grad	9%	(22)	20%	(50)	29%	(71)	42%	(101)	244
Income: Under 50k	9%	(109)	28%	(361)	31%	(391)	32%	(415)	1276
Income: 50k-100k	8%	(52)	21%	(131)	32%	(205)	39%	(247)	636
Income: 100k+	10%	(29)	20%	(58)	26%	(75)	44%	(126)	288
Ethnicity: White	8%	(136)	25%	(429)	31%	(536)	36%	(621)	1722
Ethnicity: Hispanic	14%	(50)	29%	(101)	22%	(77)	35%	(121)	349
Ethnicity: Black	12%	(34)	27%	(73)	27%	(74)	34%	(94)	274

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Table MCTE11_4: *Knowing what you know now, how well would you say each of the following describe Facebook?*
 Trustworthy

Demographic	Very well		Somewhat well		Not very well		Not at all well		Total N
Adults	9%	(190)	25%	(551)	31%	(672)	36%	(787)	2200
Ethnicity: Other	10%	(21)	24%	(50)	30%	(61)	36%	(73)	204
All Christian	9%	(81)	25%	(227)	32%	(288)	35%	(318)	915
All Non-Christian	20%	(21)	21%	(22)	28%	(29)	31%	(32)	103
Atheist	5%	(6)	11%	(14)	38%	(49)	46%	(59)	129
Agnostic/Nothing in particular	8%	(52)	23%	(149)	32%	(204)	36%	(233)	637
Something Else	7%	(29)	34%	(139)	24%	(102)	35%	(146)	416
Religious Non-Protestant/Catholic	18%	(22)	20%	(25)	31%	(38)	32%	(39)	124
Evangelical	12%	(64)	31%	(172)	25%	(138)	32%	(176)	550
Non-Evangelical	6%	(44)	25%	(190)	32%	(241)	37%	(273)	747
Community: Urban	15%	(91)	30%	(184)	25%	(154)	30%	(183)	613
Community: Suburban	7%	(68)	22%	(224)	33%	(332)	39%	(395)	1019
Community: Rural	5%	(31)	25%	(143)	33%	(185)	37%	(209)	568
Employ: Private Sector	11%	(78)	27%	(191)	31%	(214)	31%	(216)	699
Employ: Government	13%	(15)	22%	(27)	34%	(40)	31%	(37)	118
Employ: Self-Employed	12%	(25)	21%	(42)	24%	(48)	43%	(88)	202
Employ: Homemaker	5%	(7)	24%	(35)	33%	(48)	39%	(57)	147
Employ: Student	8%	(6)	21%	(17)	32%	(25)	39%	(31)	78
Employ: Retired	4%	(17)	20%	(100)	33%	(163)	43%	(215)	497
Employ: Unemployed	7%	(20)	33%	(90)	31%	(85)	29%	(80)	276
Employ: Other	11%	(21)	27%	(50)	27%	(49)	35%	(64)	183
Military HH: Yes	9%	(29)	21%	(72)	33%	(111)	37%	(125)	337
Military HH: No	9%	(161)	26%	(479)	30%	(561)	36%	(663)	1863
RD/WT: Right Direction	15%	(128)	29%	(244)	28%	(235)	27%	(223)	829
RD/WT: Wrong Track	5%	(62)	22%	(308)	32%	(437)	41%	(565)	1371
Biden Job Approve	13%	(130)	28%	(284)	29%	(298)	31%	(320)	1031
Biden Job Disapprove	5%	(48)	22%	(223)	32%	(330)	41%	(423)	1024
Biden Job Strongly Approve	21%	(93)	27%	(119)	23%	(103)	28%	(124)	438
Biden Job Somewhat Approve	6%	(37)	28%	(166)	33%	(195)	33%	(196)	593
Biden Job Somewhat Disapprove	7%	(21)	27%	(79)	34%	(98)	32%	(94)	292
Biden Job Strongly Disapprove	4%	(27)	20%	(144)	32%	(232)	45%	(329)	732

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Table MCTE11_4: Knowing what you know now, how well would you say each of the following describe Facebook?

Trustworthy

Demographic	Very well		Somewhat well		Not very well		Not at all well		Total N
Adults	9%	(190)	25%	(551)	31%	(672)	36%	(787)	2200
Favorable of Biden	13%	(134)	28%	(294)	28%	(292)	31%	(318)	1038
Unfavorable of Biden	5%	(48)	21%	(219)	33%	(345)	42%	(438)	1050
Very Favorable of Biden	18%	(86)	26%	(125)	25%	(118)	31%	(148)	477
Somewhat Favorable of Biden	9%	(49)	30%	(169)	31%	(174)	30%	(170)	561
Somewhat Unfavorable of Biden	6%	(17)	22%	(62)	36%	(100)	36%	(101)	280
Very Unfavorable of Biden	4%	(31)	20%	(156)	32%	(245)	44%	(337)	770
#1 Issue: Economy	9%	(76)	25%	(208)	31%	(259)	34%	(279)	822
#1 Issue: Security	7%	(22)	25%	(80)	26%	(81)	42%	(133)	316
#1 Issue: Health Care	12%	(34)	32%	(94)	29%	(85)	27%	(80)	293
#1 Issue: Medicare / Social Security	7%	(18)	19%	(49)	34%	(87)	41%	(105)	259
#1 Issue: Women's Issues	12%	(16)	20%	(27)	30%	(40)	39%	(53)	136
#1 Issue: Education	8%	(9)	36%	(39)	25%	(28)	31%	(34)	109
#1 Issue: Energy	9%	(12)	19%	(25)	38%	(50)	34%	(45)	132
#1 Issue: Other	3%	(4)	22%	(30)	31%	(42)	44%	(59)	134
2020 Vote: Joe Biden	9%	(92)	26%	(250)	30%	(297)	35%	(341)	980
2020 Vote: Donald Trump	6%	(39)	23%	(156)	32%	(222)	39%	(268)	685
2020 Vote: Other	8%	(7)	21%	(18)	26%	(22)	45%	(38)	85
2020 Vote: Didn't Vote	12%	(52)	29%	(127)	28%	(126)	31%	(140)	445
2018 House Vote: Democrat	10%	(73)	24%	(176)	31%	(228)	36%	(264)	741
2018 House Vote: Republican	5%	(30)	22%	(133)	32%	(192)	40%	(240)	596
2018 House Vote: Someone else	4%	(3)	23%	(15)	23%	(15)	50%	(34)	67
2016 Vote: Hillary Clinton	9%	(63)	26%	(177)	31%	(211)	34%	(236)	686
2016 Vote: Donald Trump	7%	(48)	22%	(142)	30%	(196)	41%	(265)	651
2016 Vote: Other	4%	(5)	18%	(23)	37%	(49)	41%	(55)	133
2016 Vote: Didn't Vote	10%	(74)	29%	(209)	30%	(216)	32%	(231)	730
Voted in 2014: Yes	7%	(89)	24%	(294)	31%	(371)	38%	(460)	1214
Voted in 2014: No	10%	(101)	26%	(257)	30%	(300)	33%	(328)	986
4-Region: Northeast	8%	(31)	26%	(102)	31%	(122)	35%	(138)	394
4-Region: Midwest	8%	(38)	28%	(128)	30%	(139)	34%	(158)	462
4-Region: South	9%	(77)	25%	(208)	32%	(261)	34%	(279)	824
4-Region: West	9%	(44)	22%	(113)	29%	(150)	41%	(213)	520

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Table MCTE11_4: *Knowing what you know now, how well would you say each of the following describe Facebook?
 Trustworthy*

Demographic	Very well		Somewhat well		Not very well		Not at all well		Total N
Adults	9%	(190)	25%	(551)	31%	(672)	36%	(787)	2200
SRH Metaverse	14%	(114)	24%	(195)	27%	(220)	34%	(278)	808
SRH Meta Rebrand	9%	(121)	22%	(283)	31%	(397)	37%	(481)	1282
SRH Facebook Files	11%	(107)	19%	(190)	29%	(283)	41%	(397)	976

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

Table MCTE11_5: Knowing what you know now, how well would you say each of the following describe Facebook?

Invasive

Demographic	Very well		Somewhat well		Not very well		Not at all well		Total N
Adults	26%	(577)	38%	(846)	21%	(473)	14%	(305)	2200
Gender: Male	29%	(308)	39%	(411)	19%	(206)	13%	(137)	1062
Gender: Female	24%	(268)	38%	(435)	23%	(267)	15%	(168)	1138
Age: 18-34	28%	(182)	37%	(240)	22%	(142)	14%	(91)	655
Age: 35-44	24%	(87)	43%	(155)	20%	(72)	12%	(44)	358
Age: 45-64	26%	(193)	37%	(281)	23%	(175)	13%	(101)	751
Age: 65+	26%	(115)	39%	(169)	19%	(83)	16%	(68)	436
GenZers: 1997-2012	22%	(50)	34%	(76)	23%	(51)	21%	(46)	222
Millennials: 1981-1996	28%	(186)	40%	(259)	21%	(138)	11%	(72)	655
GenXers: 1965-1980	27%	(151)	37%	(209)	23%	(129)	13%	(75)	565
Baby Boomers: 1946-1964	25%	(172)	40%	(273)	21%	(142)	14%	(94)	681
PID: Dem (no lean)	22%	(179)	39%	(310)	24%	(194)	15%	(117)	801
PID: Ind (no lean)	31%	(239)	38%	(292)	17%	(129)	14%	(103)	763
PID: Rep (no lean)	25%	(159)	38%	(243)	24%	(150)	13%	(84)	636
PID/Gender: Dem Men	23%	(91)	41%	(162)	23%	(92)	13%	(52)	398
PID/Gender: Dem Women	22%	(88)	37%	(148)	25%	(102)	16%	(65)	403
PID/Gender: Ind Men	37%	(129)	36%	(125)	12%	(41)	15%	(51)	346
PID/Gender: Ind Women	26%	(110)	40%	(167)	21%	(88)	12%	(52)	417
PID/Gender: Rep Men	28%	(88)	39%	(124)	23%	(73)	10%	(33)	317
PID/Gender: Rep Women	22%	(71)	38%	(120)	24%	(77)	16%	(51)	319
Ideo: Liberal (1-3)	33%	(207)	37%	(233)	21%	(129)	9%	(56)	625
Ideo: Moderate (4)	21%	(143)	40%	(270)	22%	(150)	16%	(105)	668
Ideo: Conservative (5-7)	28%	(187)	39%	(263)	19%	(129)	14%	(96)	675
Educ: < College	23%	(345)	39%	(594)	23%	(343)	15%	(231)	1512
Educ: Bachelors degree	32%	(141)	39%	(174)	20%	(87)	10%	(43)	444
Educ: Post-grad	37%	(91)	32%	(79)	18%	(43)	13%	(31)	244
Income: Under 50k	22%	(279)	38%	(491)	24%	(312)	15%	(194)	1276
Income: 50k-100k	30%	(192)	40%	(255)	18%	(111)	12%	(77)	636
Income: 100k+	37%	(105)	35%	(100)	17%	(49)	12%	(33)	288
Ethnicity: White	28%	(475)	38%	(662)	22%	(375)	12%	(210)	1722
Ethnicity: Hispanic	25%	(87)	36%	(127)	24%	(84)	15%	(52)	349
Ethnicity: Black	19%	(53)	32%	(89)	24%	(67)	24%	(66)	274

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Table MCTE11_5: Knowing what you know now, how well would you say each of the following describe Facebook?

Invasive

Demographic	Very well		Somewhat well		Not very well		Not at all well		Total N
Adults	26%	(577)	38%	(846)	21%	(473)	14%	(305)	2200
Ethnicity: Other	24%	(49)	47%	(95)	15%	(31)	14%	(29)	204
All Christian	24%	(224)	41%	(371)	22%	(200)	13%	(120)	915
All Non-Christian	34%	(36)	38%	(39)	18%	(19)	9%	(10)	103
Atheist	38%	(49)	34%	(44)	18%	(23)	10%	(12)	129
Agnostic/Nothing in particular	28%	(180)	37%	(234)	21%	(133)	14%	(91)	637
Something Else	21%	(88)	38%	(157)	24%	(99)	17%	(72)	416
Religious Non-Protestant/Catholic	31%	(38)	37%	(46)	23%	(28)	9%	(12)	124
Evangelical	23%	(129)	39%	(216)	21%	(114)	17%	(91)	550
Non-Evangelical	23%	(174)	41%	(304)	23%	(172)	13%	(97)	747
Community: Urban	26%	(160)	36%	(219)	23%	(139)	15%	(95)	613
Community: Suburban	27%	(274)	40%	(408)	20%	(208)	13%	(129)	1019
Community: Rural	25%	(143)	38%	(219)	22%	(126)	14%	(81)	568
Employ: Private Sector	27%	(192)	42%	(293)	21%	(147)	10%	(68)	699
Employ: Government	26%	(31)	44%	(52)	15%	(17)	16%	(19)	118
Employ: Self-Employed	36%	(72)	29%	(59)	18%	(36)	17%	(35)	202
Employ: Homemaker	19%	(28)	40%	(59)	23%	(34)	17%	(26)	147
Employ: Student	22%	(17)	34%	(27)	25%	(19)	20%	(15)	78
Employ: Retired	26%	(127)	37%	(182)	22%	(109)	16%	(79)	497
Employ: Unemployed	24%	(67)	38%	(106)	25%	(69)	12%	(34)	276
Employ: Other	24%	(43)	37%	(68)	23%	(42)	16%	(29)	183
Military HH: Yes	26%	(88)	38%	(127)	20%	(68)	16%	(54)	337
Military HH: No	26%	(489)	39%	(718)	22%	(405)	13%	(251)	1863
RD/WT: Right Direction	26%	(212)	36%	(299)	24%	(197)	15%	(121)	829
RD/WT: Wrong Track	27%	(365)	40%	(547)	20%	(276)	13%	(183)	1371
Biden Job Approve	25%	(261)	38%	(389)	22%	(227)	15%	(154)	1031
Biden Job Disapprove	28%	(290)	39%	(397)	21%	(213)	12%	(124)	1024
Biden Job Strongly Approve	27%	(118)	34%	(148)	21%	(91)	19%	(81)	438
Biden Job Somewhat Approve	24%	(143)	41%	(241)	23%	(136)	12%	(73)	593
Biden Job Somewhat Disapprove	21%	(60)	46%	(135)	23%	(66)	11%	(31)	292
Biden Job Strongly Disapprove	31%	(230)	36%	(262)	20%	(148)	13%	(93)	732

Continued on next page

Table MCTE11_5: Knowing what you know now, how well would you say each of the following describe Facebook?

Invasive

Demographic	Very well		Somewhat well		Not very well		Not at all well		Total N
Adults	26%	(577)	38%	(846)	21%	(473)	14%	(305)	2200
Favorable of Biden	26%	(273)	39%	(406)	20%	(207)	15%	(152)	1038
Unfavorable of Biden	27%	(287)	38%	(398)	23%	(237)	12%	(128)	1050
Very Favorable of Biden	27%	(128)	34%	(161)	20%	(96)	19%	(92)	477
Somewhat Favorable of Biden	26%	(145)	44%	(245)	20%	(111)	11%	(60)	561
Somewhat Unfavorable of Biden	20%	(56)	41%	(115)	28%	(78)	11%	(31)	280
Very Unfavorable of Biden	30%	(231)	37%	(283)	21%	(159)	13%	(97)	770
#1 Issue: Economy	26%	(212)	41%	(335)	22%	(184)	11%	(90)	822
#1 Issue: Security	25%	(80)	36%	(114)	23%	(74)	15%	(48)	316
#1 Issue: Health Care	26%	(76)	36%	(105)	24%	(70)	14%	(42)	293
#1 Issue: Medicare / Social Security	22%	(56)	38%	(98)	21%	(55)	20%	(51)	259
#1 Issue: Women's Issues	33%	(45)	35%	(47)	18%	(24)	14%	(20)	136
#1 Issue: Education	21%	(22)	40%	(44)	23%	(25)	16%	(18)	109
#1 Issue: Energy	29%	(38)	43%	(57)	17%	(22)	12%	(15)	132
#1 Issue: Other	36%	(48)	34%	(46)	14%	(19)	16%	(21)	134
2020 Vote: Joe Biden	27%	(265)	38%	(374)	21%	(204)	14%	(137)	980
2020 Vote: Donald Trump	29%	(197)	39%	(264)	22%	(149)	11%	(74)	685
2020 Vote: Other	27%	(23)	37%	(32)	21%	(18)	15%	(12)	85
2020 Vote: Didn't Vote	21%	(92)	39%	(173)	23%	(101)	18%	(80)	445
2018 House Vote: Democrat	30%	(219)	38%	(279)	20%	(147)	13%	(96)	741
2018 House Vote: Republican	29%	(174)	36%	(216)	22%	(133)	12%	(73)	596
2018 House Vote: Someone else	25%	(17)	31%	(21)	19%	(13)	24%	(16)	67
2016 Vote: Hillary Clinton	28%	(195)	37%	(252)	21%	(141)	14%	(98)	686
2016 Vote: Donald Trump	28%	(183)	37%	(244)	22%	(145)	12%	(79)	651
2016 Vote: Other	36%	(47)	37%	(50)	15%	(19)	12%	(16)	133
2016 Vote: Didn't Vote	21%	(151)	41%	(301)	23%	(167)	15%	(111)	730
Voted in 2014: Yes	28%	(344)	37%	(452)	21%	(251)	14%	(166)	1214
Voted in 2014: No	24%	(232)	40%	(394)	23%	(222)	14%	(138)	986
4-Region: Northeast	29%	(115)	39%	(155)	22%	(85)	10%	(39)	394
4-Region: Midwest	24%	(109)	36%	(166)	25%	(116)	15%	(71)	462
4-Region: South	24%	(201)	39%	(317)	20%	(168)	17%	(138)	824
4-Region: West	29%	(152)	40%	(207)	20%	(104)	11%	(57)	520

Continued on next page

Table MCTE11_5: *Knowing what you know now, how well would you say each of the following describe Facebook?
 Invasive*

Demographic	Very well		Somewhat well		Not very well		Not at all well		Total N
Adults	26%	(577)	38%	(846)	21%	(473)	14%	(305)	2200
SRH Metaverse	32%	(257)	38%	(309)	19%	(155)	11%	(87)	808
SRH Meta Rebrand	31%	(399)	38%	(486)	19%	(250)	11%	(147)	1282
SRH Facebook Files	36%	(353)	35%	(341)	18%	(179)	11%	(103)	976

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

Table MCTE11_6: *Knowing what you know now, how well would you say each of the following describe Facebook?*

Secure

Demographic	Very well		Somewhat well		Not very well		Not at all well		Total N
Adults	9%	(194)	28%	(607)	35%	(765)	29%	(634)	2200
Gender: Male	10%	(105)	28%	(293)	33%	(355)	29%	(309)	1062
Gender: Female	8%	(89)	28%	(314)	36%	(410)	29%	(325)	1138
Age: 18-34	12%	(76)	26%	(172)	33%	(216)	29%	(192)	655
Age: 35-44	14%	(52)	31%	(112)	29%	(103)	25%	(90)	358
Age: 45-64	8%	(59)	29%	(215)	37%	(277)	27%	(200)	751
Age: 65+	2%	(8)	25%	(107)	39%	(169)	35%	(152)	436
GenZers: 1997-2012	12%	(26)	24%	(53)	35%	(77)	30%	(66)	222
Millennials: 1981-1996	13%	(88)	28%	(185)	31%	(200)	28%	(182)	655
GenXers: 1965-1980	11%	(62)	31%	(176)	33%	(186)	25%	(141)	565
Baby Boomers: 1946-1964	2%	(15)	26%	(176)	41%	(279)	31%	(211)	681
PID: Dem (no lean)	12%	(96)	32%	(258)	30%	(242)	26%	(205)	801
PID: Ind (no lean)	6%	(50)	23%	(173)	37%	(285)	33%	(256)	763
PID: Rep (no lean)	8%	(49)	28%	(176)	37%	(238)	27%	(173)	636
PID/Gender: Dem Men	15%	(59)	32%	(128)	29%	(116)	24%	(94)	398
PID/Gender: Dem Women	9%	(36)	32%	(130)	31%	(126)	27%	(111)	403
PID/Gender: Ind Men	7%	(24)	23%	(78)	36%	(125)	34%	(119)	346
PID/Gender: Ind Women	6%	(26)	23%	(94)	38%	(160)	33%	(136)	417
PID/Gender: Rep Men	7%	(22)	27%	(86)	36%	(114)	30%	(95)	317
PID/Gender: Rep Women	8%	(27)	28%	(89)	39%	(124)	25%	(78)	319
Ideo: Liberal (1-3)	7%	(47)	28%	(178)	33%	(208)	31%	(193)	625
Ideo: Moderate (4)	11%	(71)	30%	(203)	33%	(219)	26%	(175)	668
Ideo: Conservative (5-7)	8%	(56)	24%	(165)	38%	(256)	29%	(198)	675
Educ: < College	9%	(129)	29%	(445)	34%	(510)	28%	(428)	1512
Educ: Bachelors degree	9%	(38)	24%	(106)	39%	(175)	28%	(125)	444
Educ: Post-grad	11%	(27)	23%	(55)	33%	(81)	33%	(81)	244
Income: Under 50k	8%	(104)	31%	(394)	33%	(417)	28%	(361)	1276
Income: 50k-100k	10%	(61)	23%	(144)	37%	(237)	30%	(193)	636
Income: 100k+	10%	(29)	24%	(68)	39%	(111)	28%	(79)	288
Ethnicity: White	8%	(140)	27%	(468)	37%	(630)	28%	(483)	1722
Ethnicity: Hispanic	9%	(32)	35%	(123)	25%	(86)	31%	(109)	349
Ethnicity: Black	16%	(43)	29%	(80)	26%	(72)	29%	(79)	274

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Table MCTE11_6: Knowing what you know now, how well would you say each of the following describe Facebook?

Secure

Demographic	Very well		Somewhat well		Not very well		Not at all well		Total N
Adults	9%	(194)	28%	(607)	35%	(765)	29%	(634)	2200
Ethnicity: Other	6%	(12)	28%	(58)	31%	(63)	35%	(72)	204
All Christian	8%	(74)	29%	(264)	35%	(324)	28%	(253)	915
All Non-Christian	16%	(17)	26%	(27)	26%	(27)	31%	(32)	103
Atheist	5%	(7)	23%	(30)	38%	(49)	33%	(43)	129
Agnostic/Nothing in particular	9%	(57)	26%	(163)	36%	(227)	30%	(191)	637
Something Else	10%	(40)	30%	(123)	33%	(138)	28%	(114)	416
Religious Non-Protestant/Catholic	14%	(17)	27%	(34)	27%	(33)	32%	(40)	124
Evangelical	12%	(68)	33%	(179)	30%	(163)	25%	(140)	550
Non-Evangelical	6%	(42)	27%	(199)	39%	(290)	29%	(215)	747
Community: Urban	13%	(80)	31%	(192)	29%	(180)	26%	(160)	613
Community: Suburban	7%	(69)	27%	(274)	37%	(377)	29%	(299)	1019
Community: Rural	8%	(45)	25%	(140)	37%	(208)	31%	(175)	568
Employ: Private Sector	10%	(71)	32%	(226)	33%	(231)	25%	(172)	699
Employ: Government	12%	(14)	27%	(32)	34%	(40)	27%	(32)	118
Employ: Self-Employed	16%	(31)	20%	(40)	29%	(58)	36%	(73)	202
Employ: Homemaker	5%	(8)	31%	(46)	37%	(55)	26%	(38)	147
Employ: Student	10%	(8)	21%	(16)	32%	(25)	37%	(29)	78
Employ: Retired	2%	(12)	25%	(122)	38%	(191)	35%	(171)	497
Employ: Unemployed	11%	(31)	29%	(79)	37%	(101)	23%	(65)	276
Employ: Other	11%	(20)	25%	(45)	35%	(64)	29%	(53)	183
Military HH: Yes	8%	(28)	25%	(83)	35%	(119)	32%	(107)	337
Military HH: No	9%	(167)	28%	(524)	35%	(646)	28%	(527)	1863
RD/WT: Right Direction	16%	(131)	32%	(262)	30%	(249)	23%	(187)	829
RD/WT: Wrong Track	5%	(64)	25%	(344)	38%	(517)	33%	(446)	1371
Biden Job Approve	12%	(128)	30%	(309)	31%	(318)	27%	(276)	1031
Biden Job Disapprove	5%	(53)	25%	(257)	39%	(397)	31%	(317)	1024
Biden Job Strongly Approve	19%	(83)	29%	(126)	26%	(115)	26%	(114)	438
Biden Job Somewhat Approve	8%	(45)	31%	(183)	34%	(203)	27%	(162)	593
Biden Job Somewhat Disapprove	6%	(17)	32%	(94)	39%	(115)	23%	(66)	292
Biden Job Strongly Disapprove	5%	(36)	22%	(163)	39%	(282)	34%	(251)	732

Continued on next page

Table MCTE11_6: Knowing what you know now, how well would you say each of the following describe Facebook?

Secure

Demographic	Very well		Somewhat well		Not very well		Not at all well		Total N
Adults	9%	(194)	28%	(607)	35%	(765)	29%	(634)	2200
Favorable of Biden	13%	(133)	29%	(305)	31%	(321)	27%	(278)	1038
Unfavorable of Biden	5%	(53)	25%	(263)	39%	(407)	31%	(327)	1050
Very Favorable of Biden	17%	(81)	29%	(136)	26%	(125)	28%	(135)	477
Somewhat Favorable of Biden	9%	(52)	30%	(169)	35%	(197)	26%	(143)	561
Somewhat Unfavorable of Biden	4%	(11)	30%	(83)	41%	(115)	25%	(70)	280
Very Unfavorable of Biden	5%	(42)	23%	(180)	38%	(292)	33%	(257)	770
#1 Issue: Economy	9%	(78)	28%	(226)	37%	(301)	26%	(217)	822
#1 Issue: Security	5%	(16)	29%	(90)	31%	(97)	36%	(113)	316
#1 Issue: Health Care	13%	(37)	33%	(97)	32%	(93)	23%	(66)	293
#1 Issue: Medicare / Social Security	6%	(15)	26%	(69)	38%	(97)	30%	(78)	259
#1 Issue: Women's Issues	12%	(16)	14%	(19)	39%	(53)	35%	(47)	136
#1 Issue: Education	10%	(11)	35%	(39)	30%	(33)	24%	(26)	109
#1 Issue: Energy	14%	(18)	26%	(34)	34%	(45)	26%	(34)	132
#1 Issue: Other	3%	(4)	25%	(33)	34%	(45)	38%	(52)	134
2020 Vote: Joe Biden	9%	(93)	29%	(282)	33%	(324)	29%	(281)	980
2020 Vote: Donald Trump	7%	(47)	25%	(174)	39%	(266)	29%	(197)	685
2020 Vote: Other	4%	(3)	22%	(19)	32%	(27)	42%	(35)	85
2020 Vote: Didn't Vote	11%	(51)	29%	(128)	33%	(147)	27%	(119)	445
2018 House Vote: Democrat	10%	(74)	27%	(201)	33%	(248)	29%	(218)	741
2018 House Vote: Republican	6%	(38)	24%	(145)	38%	(226)	31%	(186)	596
2018 House Vote: Someone else	4%	(2)	22%	(15)	32%	(22)	42%	(28)	67
2016 Vote: Hillary Clinton	10%	(66)	28%	(195)	34%	(236)	28%	(189)	686
2016 Vote: Donald Trump	7%	(45)	26%	(172)	36%	(236)	30%	(198)	651
2016 Vote: Other	2%	(2)	27%	(36)	42%	(55)	30%	(39)	133
2016 Vote: Didn't Vote	11%	(81)	28%	(203)	33%	(239)	28%	(207)	730
Voted in 2014: Yes	8%	(94)	27%	(322)	35%	(429)	30%	(369)	1214
Voted in 2014: No	10%	(100)	29%	(284)	34%	(337)	27%	(265)	986
4-Region: Northeast	8%	(30)	29%	(115)	35%	(137)	28%	(111)	394
4-Region: Midwest	9%	(43)	26%	(119)	38%	(177)	27%	(123)	462
4-Region: South	10%	(79)	29%	(237)	33%	(272)	29%	(236)	824
4-Region: West	8%	(43)	26%	(136)	34%	(178)	31%	(163)	520

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Table MCTE11_6: *Knowing what you know now, how well would you say each of the following describe Facebook?*

Secure

Demographic	Very well		Somewhat well		Not very well		Not at all well		Total N
Adults	9%	(194)	28%	(607)	35%	(765)	29%	(634)	2200
SRH Metaverse	13%	(103)	28%	(223)	33%	(268)	26%	(213)	808
SRH Meta Rebrand	10%	(125)	26%	(337)	37%	(472)	27%	(348)	1282
SRH Facebook Files	11%	(105)	24%	(236)	33%	(327)	32%	(309)	976

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

Table MCTE11_7: Knowing what you know now, how well would you say each of the following describe Facebook?

Cares about its users

Demographic	Very well		Somewhat well		Not very well		Not at all well		Total N
Adults	10%	(213)	26%	(573)	31%	(689)	33%	(725)	2200
Gender: Male	10%	(105)	23%	(249)	32%	(334)	35%	(373)	1062
Gender: Female	10%	(109)	28%	(324)	31%	(355)	31%	(351)	1138
Age: 18-34	13%	(85)	30%	(194)	28%	(185)	29%	(191)	655
Age: 35-44	15%	(55)	33%	(117)	27%	(96)	25%	(90)	358
Age: 45-64	8%	(61)	25%	(186)	33%	(247)	34%	(256)	751
Age: 65+	3%	(13)	18%	(76)	37%	(160)	43%	(187)	436
GenZers: 1997-2012	14%	(31)	29%	(65)	29%	(64)	28%	(62)	222
Millennials: 1981-1996	15%	(95)	31%	(202)	27%	(174)	28%	(183)	655
GenXers: 1965-1980	11%	(61)	28%	(156)	31%	(174)	31%	(174)	565
Baby Boomers: 1946-1964	3%	(22)	21%	(144)	36%	(246)	40%	(269)	681
PID: Dem (no lean)	12%	(98)	31%	(246)	29%	(231)	28%	(226)	801
PID: Ind (no lean)	9%	(68)	22%	(165)	30%	(229)	40%	(302)	763
PID: Rep (no lean)	8%	(48)	25%	(162)	36%	(229)	31%	(197)	636
PID/Gender: Dem Men	13%	(53)	29%	(114)	30%	(119)	28%	(112)	398
PID/Gender: Dem Women	11%	(45)	33%	(132)	28%	(112)	28%	(114)	403
PID/Gender: Ind Men	8%	(29)	16%	(56)	30%	(104)	46%	(158)	346
PID/Gender: Ind Women	9%	(39)	26%	(109)	30%	(126)	35%	(144)	417
PID/Gender: Rep Men	7%	(23)	25%	(79)	35%	(112)	33%	(104)	317
PID/Gender: Rep Women	8%	(25)	26%	(83)	37%	(117)	29%	(93)	319
Ideo: Liberal (1-3)	9%	(59)	25%	(157)	30%	(190)	35%	(219)	625
Ideo: Moderate (4)	10%	(70)	30%	(197)	31%	(208)	29%	(193)	668
Ideo: Conservative (5-7)	8%	(53)	22%	(145)	34%	(229)	37%	(247)	675
Educ: < College	10%	(147)	29%	(438)	30%	(457)	31%	(470)	1512
Educ: Bachelors degree	10%	(42)	20%	(88)	35%	(157)	35%	(157)	444
Educ: Post-grad	10%	(24)	19%	(47)	31%	(75)	40%	(98)	244
Income: Under 50k	9%	(121)	31%	(395)	29%	(372)	30%	(389)	1276
Income: 50k-100k	9%	(58)	20%	(130)	35%	(224)	35%	(223)	636
Income: 100k+	12%	(34)	17%	(48)	32%	(93)	39%	(113)	288
Ethnicity: White	9%	(155)	24%	(414)	34%	(578)	33%	(574)	1722
Ethnicity: Hispanic	14%	(50)	32%	(113)	25%	(89)	28%	(98)	349
Ethnicity: Black	13%	(37)	33%	(91)	22%	(59)	32%	(87)	274

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**Table MCTE11_7: Knowing what you know now, how well would you say each of the following describe Facebook?
 Cares about its users**

Demographic	Very well		Somewhat well		Not very well		Not at all well		Total N
Adults	10%	(213)	26%	(573)	31%	(689)	33%	(725)	2200
Ethnicity: Other	10%	(21)	33%	(68)	25%	(51)	31%	(63)	204
All Christian	10%	(94)	25%	(232)	34%	(308)	31%	(282)	915
All Non-Christian	14%	(15)	23%	(23)	33%	(34)	30%	(31)	103
Atheist	3%	(4)	12%	(15)	38%	(49)	48%	(61)	129
Agnostic/Nothing in particular	9%	(58)	26%	(169)	31%	(196)	34%	(214)	637
Something Else	10%	(43)	32%	(134)	25%	(102)	33%	(137)	416
Religious Non-Protestant/Catholic	12%	(15)	23%	(28)	33%	(41)	32%	(40)	124
Evangelical	15%	(81)	31%	(172)	27%	(147)	27%	(150)	550
Non-Evangelical	7%	(55)	25%	(186)	34%	(252)	34%	(254)	747
Community: Urban	15%	(92)	31%	(190)	26%	(162)	27%	(168)	613
Community: Suburban	7%	(74)	25%	(253)	32%	(330)	36%	(363)	1019
Community: Rural	8%	(48)	23%	(130)	35%	(197)	34%	(193)	568
Employ: Private Sector	11%	(77)	28%	(194)	35%	(243)	26%	(185)	699
Employ: Government	10%	(12)	27%	(32)	31%	(37)	32%	(38)	118
Employ: Self-Employed	14%	(28)	21%	(43)	20%	(40)	45%	(91)	202
Employ: Homemaker	8%	(11)	29%	(43)	33%	(48)	30%	(44)	147
Employ: Student	7%	(5)	27%	(21)	24%	(19)	42%	(32)	78
Employ: Retired	4%	(20)	19%	(93)	36%	(177)	41%	(206)	497
Employ: Unemployed	12%	(33)	35%	(97)	27%	(75)	26%	(71)	276
Employ: Other	15%	(28)	27%	(49)	27%	(49)	31%	(57)	183
Military HH: Yes	8%	(26)	23%	(77)	32%	(106)	38%	(128)	337
Military HH: No	10%	(187)	27%	(496)	31%	(583)	32%	(597)	1863
RD/WT: Right Direction	16%	(130)	32%	(263)	28%	(236)	24%	(200)	829
RD/WT: Wrong Track	6%	(84)	23%	(310)	33%	(453)	38%	(524)	1371
Biden Job Approve	13%	(134)	29%	(299)	29%	(299)	29%	(299)	1031
Biden Job Disapprove	6%	(61)	22%	(226)	34%	(350)	38%	(387)	1024
Biden Job Strongly Approve	20%	(86)	28%	(121)	27%	(120)	25%	(111)	438
Biden Job Somewhat Approve	8%	(48)	30%	(178)	30%	(179)	32%	(188)	593
Biden Job Somewhat Disapprove	8%	(24)	28%	(82)	35%	(103)	28%	(83)	292
Biden Job Strongly Disapprove	5%	(37)	20%	(144)	34%	(247)	41%	(304)	732

Continued on next page

Table MCTE11_7: Knowing what you know now, how well would you say each of the following describe Facebook?

Cares about its users

Demographic	Very well		Somewhat well		Not very well		Not at all well		Total N
Adults	10%	(213)	26%	(573)	31%	(689)	33%	(725)	2200
Favorable of Biden	13%	(139)	29%	(300)	28%	(296)	29%	(304)	1038
Unfavorable of Biden	6%	(64)	22%	(232)	35%	(363)	37%	(391)	1050
Very Favorable of Biden	19%	(89)	28%	(131)	25%	(117)	29%	(140)	477
Somewhat Favorable of Biden	9%	(50)	30%	(169)	32%	(179)	29%	(164)	561
Somewhat Unfavorable of Biden	8%	(21)	30%	(85)	33%	(91)	29%	(82)	280
Very Unfavorable of Biden	6%	(43)	19%	(147)	35%	(272)	40%	(308)	770
#1 Issue: Economy	9%	(77)	28%	(232)	31%	(256)	31%	(257)	822
#1 Issue: Security	8%	(26)	19%	(60)	36%	(114)	36%	(115)	316
#1 Issue: Health Care	15%	(43)	34%	(98)	27%	(80)	24%	(72)	293
#1 Issue: Medicare / Social Security	6%	(16)	23%	(60)	34%	(89)	36%	(94)	259
#1 Issue: Women's Issues	15%	(20)	20%	(27)	29%	(40)	36%	(49)	136
#1 Issue: Education	11%	(13)	38%	(41)	24%	(26)	27%	(29)	109
#1 Issue: Energy	7%	(10)	24%	(31)	32%	(42)	37%	(49)	132
#1 Issue: Other	6%	(9)	18%	(24)	31%	(41)	44%	(60)	134
2020 Vote: Joe Biden	10%	(95)	27%	(261)	31%	(304)	33%	(320)	980
2020 Vote: Donald Trump	7%	(46)	21%	(145)	36%	(247)	36%	(247)	685
2020 Vote: Other	8%	(6)	26%	(22)	26%	(22)	41%	(35)	85
2020 Vote: Didn't Vote	15%	(66)	32%	(142)	26%	(114)	28%	(123)	445
2018 House Vote: Democrat	10%	(75)	26%	(196)	30%	(225)	33%	(245)	741
2018 House Vote: Republican	6%	(39)	20%	(122)	36%	(212)	38%	(224)	596
2018 House Vote: Someone else	7%	(5)	23%	(15)	24%	(16)	46%	(31)	67
2016 Vote: Hillary Clinton	10%	(67)	26%	(177)	33%	(229)	31%	(213)	686
2016 Vote: Donald Trump	8%	(51)	21%	(137)	35%	(229)	36%	(234)	651
2016 Vote: Other	4%	(6)	18%	(24)	37%	(49)	40%	(53)	133
2016 Vote: Didn't Vote	12%	(89)	32%	(234)	25%	(182)	31%	(224)	730
Voted in 2014: Yes	9%	(105)	24%	(288)	32%	(394)	35%	(427)	1214
Voted in 2014: No	11%	(109)	29%	(285)	30%	(295)	30%	(298)	986
4-Region: Northeast	8%	(30)	26%	(103)	35%	(137)	31%	(122)	394
4-Region: Midwest	8%	(38)	25%	(117)	32%	(150)	34%	(157)	462
4-Region: South	11%	(92)	27%	(219)	32%	(260)	31%	(253)	824
4-Region: West	10%	(53)	26%	(133)	27%	(142)	37%	(192)	520

Continued on next page

Table MCTE11_7: *Knowing what you know now, how well would you say each of the following describe Facebook?
 Cares about its users*

Demographic	Very well		Somewhat well		Not very well		Not at all well		Total N
Adults	10%	(213)	26%	(573)	31%	(689)	33%	(725)	2200
SRH Metaverse	15%	(118)	25%	(201)	28%	(227)	32%	(262)	808
SRH Meta Rebrand	10%	(132)	22%	(288)	32%	(415)	35%	(447)	1282
SRH Facebook Files	11%	(105)	22%	(215)	29%	(284)	38%	(374)	976

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

Table MCTE11_8: *Knowing what you know now, how well would you say each of the following describe Facebook?*

Protects my data

Demographic	Very well		Somewhat well		Not very well		Not at all well		Total N
Adults	8%	(165)	27%	(586)	34%	(748)	32%	(701)	2200
Gender: Male	8%	(84)	27%	(286)	33%	(349)	32%	(343)	1062
Gender: Female	7%	(81)	26%	(300)	35%	(399)	32%	(359)	1138
Age: 18-34	8%	(55)	27%	(174)	32%	(208)	33%	(219)	655
Age: 35-44	10%	(37)	34%	(122)	29%	(104)	26%	(94)	358
Age: 45-64	8%	(63)	26%	(193)	35%	(262)	31%	(232)	751
Age: 65+	2%	(10)	22%	(96)	40%	(174)	36%	(157)	436
GenZers: 1997-2012	7%	(16)	24%	(53)	35%	(77)	34%	(75)	222
Millennials: 1981-1996	10%	(66)	30%	(196)	29%	(192)	31%	(201)	655
GenXers: 1965-1980	10%	(59)	29%	(166)	31%	(177)	29%	(163)	565
Baby Boomers: 1946-1964	3%	(22)	22%	(153)	40%	(272)	34%	(234)	681
PID: Dem (no lean)	11%	(90)	31%	(247)	30%	(242)	28%	(221)	801
PID: Ind (no lean)	5%	(39)	22%	(171)	34%	(260)	38%	(293)	763
PID: Rep (no lean)	6%	(36)	26%	(167)	39%	(246)	29%	(186)	636
PID/Gender: Dem Men	12%	(49)	32%	(128)	28%	(113)	27%	(108)	398
PID/Gender: Dem Women	10%	(41)	30%	(120)	32%	(129)	28%	(114)	403
PID/Gender: Ind Men	6%	(19)	20%	(71)	33%	(116)	41%	(141)	346
PID/Gender: Ind Women	5%	(19)	24%	(100)	35%	(145)	37%	(152)	417
PID/Gender: Rep Men	5%	(16)	28%	(87)	38%	(120)	30%	(94)	317
PID/Gender: Rep Women	6%	(20)	25%	(80)	39%	(126)	29%	(92)	319
Ideo: Liberal (1-3)	7%	(44)	27%	(171)	32%	(201)	33%	(209)	625
Ideo: Moderate (4)	8%	(56)	30%	(198)	32%	(217)	30%	(197)	668
Ideo: Conservative (5-7)	7%	(48)	23%	(157)	37%	(249)	33%	(221)	675
Educ: < College	7%	(113)	28%	(417)	34%	(515)	31%	(467)	1512
Educ: Bachelors degree	7%	(31)	25%	(112)	35%	(156)	32%	(144)	444
Educ: Post-grad	9%	(21)	23%	(57)	31%	(76)	37%	(90)	244
Income: Under 50k	8%	(103)	28%	(354)	34%	(434)	30%	(384)	1276
Income: 50k-100k	6%	(38)	25%	(161)	34%	(219)	34%	(218)	636
Income: 100k+	8%	(24)	24%	(70)	33%	(94)	34%	(99)	288
Ethnicity: White	7%	(117)	26%	(440)	35%	(606)	32%	(559)	1722
Ethnicity: Hispanic	7%	(25)	35%	(121)	27%	(93)	32%	(110)	349
Ethnicity: Black	11%	(30)	32%	(88)	31%	(84)	26%	(71)	274

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Table MCTE11_8: *Knowing what you know now, how well would you say each of the following describe Facebook?*
Protects my data

Demographic	Very well		Somewhat well		Not very well		Not at all well		Total N
Adults	8%	(165)	27%	(586)	34%	(748)	32%	(701)	2200
Ethnicity: Other	9%	(18)	28%	(57)	28%	(58)	35%	(71)	204
All Christian	8%	(70)	28%	(259)	35%	(322)	29%	(264)	915
All Non-Christian	16%	(16)	26%	(27)	25%	(26)	33%	(34)	103
Atheist	6%	(7)	12%	(16)	43%	(56)	39%	(50)	129
Agnostic/Nothing in particular	6%	(38)	26%	(167)	33%	(210)	35%	(222)	637
Something Else	8%	(34)	28%	(117)	32%	(134)	32%	(131)	416
Religious Non-Protestant/Catholic	13%	(16)	26%	(33)	30%	(37)	31%	(38)	124
Evangelical	10%	(56)	33%	(179)	30%	(165)	27%	(150)	550
Non-Evangelical	6%	(46)	25%	(189)	37%	(275)	32%	(237)	747
Community: Urban	13%	(78)	31%	(189)	29%	(178)	27%	(167)	613
Community: Suburban	6%	(57)	25%	(254)	35%	(358)	34%	(350)	1019
Community: Rural	5%	(30)	25%	(143)	37%	(212)	32%	(184)	568
Employ: Private Sector	8%	(58)	31%	(215)	31%	(219)	30%	(208)	699
Employ: Government	8%	(9)	30%	(36)	38%	(45)	25%	(29)	118
Employ: Self-Employed	10%	(21)	21%	(43)	29%	(58)	40%	(80)	202
Employ: Homemaker	6%	(9)	27%	(39)	36%	(53)	31%	(45)	147
Employ: Student	8%	(6)	21%	(16)	33%	(26)	38%	(30)	78
Employ: Retired	3%	(17)	23%	(115)	39%	(193)	35%	(172)	497
Employ: Unemployed	7%	(19)	33%	(90)	32%	(88)	29%	(79)	276
Employ: Other	15%	(27)	17%	(31)	37%	(67)	31%	(57)	183
Military HH: Yes	7%	(22)	26%	(87)	33%	(110)	35%	(118)	337
Military HH: No	8%	(143)	27%	(499)	34%	(638)	31%	(583)	1863
RD/WT: Right Direction	13%	(111)	33%	(277)	30%	(246)	23%	(194)	829
RD/WT: Wrong Track	4%	(54)	22%	(308)	37%	(502)	37%	(507)	1371
Biden Job Approve	11%	(114)	30%	(312)	30%	(313)	28%	(292)	1031
Biden Job Disapprove	4%	(42)	23%	(232)	37%	(380)	36%	(369)	1024
Biden Job Strongly Approve	19%	(81)	28%	(122)	29%	(125)	25%	(110)	438
Biden Job Somewhat Approve	5%	(32)	32%	(190)	32%	(188)	31%	(182)	593
Biden Job Somewhat Disapprove	4%	(13)	29%	(85)	36%	(105)	30%	(88)	292
Biden Job Strongly Disapprove	4%	(29)	20%	(146)	38%	(275)	38%	(281)	732

Continued on next page

Table MCTE11_8: *Knowing what you know now, how well would you say each of the following describe Facebook?*

Protects my data

Demographic	Very well		Somewhat well		Not very well		Not at all well		Total N
Adults	8%	(165)	27%	(586)	34%	(748)	32%	(701)	2200
Favorable of Biden	11%	(112)	30%	(307)	31%	(325)	28%	(294)	1038
Unfavorable of Biden	4%	(45)	23%	(239)	37%	(389)	36%	(376)	1050
Very Favorable of Biden	16%	(78)	28%	(133)	28%	(133)	28%	(133)	477
Somewhat Favorable of Biden	6%	(34)	31%	(174)	34%	(192)	29%	(161)	561
Somewhat Unfavorable of Biden	4%	(12)	27%	(76)	38%	(107)	30%	(85)	280
Very Unfavorable of Biden	4%	(34)	21%	(163)	37%	(282)	38%	(291)	770
#1 Issue: Economy	7%	(55)	28%	(227)	34%	(281)	31%	(259)	822
#1 Issue: Security	6%	(19)	29%	(93)	33%	(104)	31%	(99)	316
#1 Issue: Health Care	11%	(32)	31%	(91)	34%	(99)	24%	(71)	293
#1 Issue: Medicare / Social Security	7%	(19)	21%	(55)	38%	(98)	33%	(87)	259
#1 Issue: Women's Issues	7%	(9)	19%	(26)	35%	(48)	39%	(52)	136
#1 Issue: Education	9%	(9)	36%	(40)	28%	(30)	27%	(30)	109
#1 Issue: Energy	9%	(12)	21%	(28)	35%	(46)	35%	(46)	132
#1 Issue: Other	7%	(9)	19%	(26)	31%	(42)	43%	(57)	134
2020 Vote: Joe Biden	9%	(84)	29%	(286)	31%	(302)	31%	(308)	980
2020 Vote: Donald Trump	5%	(34)	23%	(159)	39%	(268)	33%	(224)	685
2020 Vote: Other	5%	(5)	19%	(16)	32%	(27)	43%	(37)	85
2020 Vote: Didn't Vote	9%	(41)	28%	(123)	34%	(149)	30%	(132)	445
2018 House Vote: Democrat	10%	(74)	26%	(194)	32%	(238)	32%	(234)	741
2018 House Vote: Republican	5%	(29)	23%	(138)	39%	(235)	33%	(195)	596
2018 House Vote: Someone else	1%	(1)	27%	(18)	29%	(20)	43%	(29)	67
2016 Vote: Hillary Clinton	9%	(65)	27%	(183)	35%	(237)	29%	(202)	686
2016 Vote: Donald Trump	6%	(37)	25%	(162)	36%	(237)	33%	(216)	651
2016 Vote: Other	4%	(6)	28%	(38)	35%	(46)	32%	(43)	133
2016 Vote: Didn't Vote	8%	(58)	28%	(204)	31%	(228)	33%	(241)	730
Voted in 2014: Yes	8%	(95)	26%	(310)	35%	(420)	32%	(389)	1214
Voted in 2014: No	7%	(70)	28%	(275)	33%	(328)	32%	(313)	986
4-Region: Northeast	7%	(28)	29%	(114)	33%	(129)	31%	(123)	394
4-Region: Midwest	6%	(26)	25%	(114)	39%	(181)	31%	(141)	462
4-Region: South	9%	(70)	27%	(224)	32%	(266)	32%	(264)	824
4-Region: West	8%	(40)	26%	(134)	33%	(172)	33%	(173)	520

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Table MCTE11_8: *Knowing what you know now, how well would you say each of the following describe Facebook?
 Protects my data*

Demographic	Very well		Somewhat well		Not very well		Not at all well		Total N
Adults	8%	(165)	27%	(586)	34%	(748)	32%	(701)	2200
SRH Metaverse	11%	(91)	27%	(217)	31%	(248)	31%	(252)	808
SRH Meta Rebrand	8%	(100)	24%	(311)	36%	(457)	32%	(414)	1282
SRH Facebook Files	9%	(90)	22%	(219)	34%	(331)	34%	(337)	976

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

Table MCTE11_9: *Knowing what you know now, how well would you say each of the following describe Facebook?*

Outdated

Demographic	Very well		Somewhat well		Not very well		Not at all well		Total N
Adults	14%	(303)	31%	(687)	35%	(778)	20%	(432)	2200
Gender: Male	15%	(156)	32%	(335)	35%	(373)	19%	(198)	1062
Gender: Female	13%	(147)	31%	(352)	36%	(404)	21%	(235)	1138
Age: 18-34	20%	(131)	30%	(199)	32%	(208)	18%	(117)	655
Age: 35-44	14%	(49)	33%	(118)	31%	(112)	22%	(78)	358
Age: 45-64	10%	(78)	33%	(249)	37%	(276)	20%	(148)	751
Age: 65+	10%	(45)	28%	(120)	42%	(182)	21%	(90)	436
GenZers: 1997-2012	27%	(60)	29%	(64)	26%	(59)	18%	(40)	222
Millennials: 1981-1996	17%	(108)	32%	(213)	32%	(208)	19%	(126)	655
GenXers: 1965-1980	10%	(57)	31%	(173)	37%	(210)	22%	(125)	565
Baby Boomers: 1946-1964	11%	(74)	32%	(218)	39%	(267)	18%	(122)	681
PID: Dem (no lean)	15%	(123)	30%	(237)	35%	(280)	20%	(161)	801
PID: Ind (no lean)	13%	(97)	33%	(250)	34%	(258)	21%	(158)	763
PID: Rep (no lean)	13%	(82)	31%	(200)	38%	(240)	18%	(114)	636
PID/Gender: Dem Men	18%	(71)	28%	(112)	37%	(147)	17%	(68)	398
PID/Gender: Dem Women	13%	(52)	31%	(125)	33%	(133)	23%	(93)	403
PID/Gender: Ind Men	11%	(40)	35%	(123)	32%	(111)	21%	(74)	346
PID/Gender: Ind Women	14%	(58)	31%	(128)	35%	(147)	20%	(84)	417
PID/Gender: Rep Men	14%	(45)	32%	(100)	37%	(116)	18%	(56)	317
PID/Gender: Rep Women	12%	(37)	31%	(100)	39%	(124)	18%	(58)	319
Ideo: Liberal (1-3)	19%	(121)	30%	(189)	35%	(217)	16%	(97)	625
Ideo: Moderate (4)	11%	(76)	32%	(215)	34%	(229)	22%	(148)	668
Ideo: Conservative (5-7)	11%	(77)	29%	(197)	39%	(265)	20%	(136)	675
Educ: < College	13%	(196)	32%	(486)	34%	(510)	21%	(319)	1512
Educ: Bachelors degree	14%	(63)	29%	(131)	40%	(178)	16%	(71)	444
Educ: Post-grad	18%	(44)	29%	(70)	36%	(89)	17%	(42)	244
Income: Under 50k	13%	(164)	31%	(401)	35%	(443)	21%	(267)	1276
Income: 50k-100k	14%	(87)	31%	(197)	37%	(235)	18%	(117)	636
Income: 100k+	18%	(52)	31%	(89)	34%	(99)	17%	(48)	288
Ethnicity: White	13%	(222)	30%	(525)	38%	(648)	19%	(327)	1722
Ethnicity: Hispanic	19%	(68)	30%	(103)	32%	(110)	19%	(68)	349
Ethnicity: Black	17%	(45)	30%	(82)	26%	(72)	28%	(76)	274

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Table MCTE11_9: *Knowing what you know now, how well would you say each of the following describe Facebook?*
 Outdated

Demographic	Very well		Somewhat well		Not very well		Not at all well		Total N
Adults	14%	(303)	31%	(687)	35%	(778)	20%	(432)	2200
Ethnicity: Other	17%	(36)	40%	(81)	28%	(58)	15%	(30)	204
All Christian	14%	(127)	31%	(284)	35%	(316)	21%	(188)	915
All Non-Christian	26%	(27)	21%	(22)	36%	(38)	17%	(17)	103
Atheist	16%	(21)	30%	(39)	38%	(48)	16%	(20)	129
Agnostic/Nothing in particular	13%	(81)	36%	(229)	34%	(218)	17%	(109)	637
Something Else	12%	(48)	27%	(113)	38%	(158)	23%	(97)	416
Religious Non-Protestant/Catholic	22%	(27)	22%	(27)	34%	(42)	22%	(27)	124
Evangelical	14%	(80)	28%	(153)	35%	(194)	22%	(123)	550
Non-Evangelical	13%	(93)	31%	(231)	36%	(272)	20%	(150)	747
Community: Urban	17%	(101)	30%	(183)	33%	(202)	21%	(127)	613
Community: Suburban	13%	(137)	32%	(322)	36%	(363)	19%	(197)	1019
Community: Rural	11%	(65)	32%	(182)	38%	(213)	19%	(108)	568
Employ: Private Sector	13%	(90)	32%	(223)	37%	(258)	19%	(130)	699
Employ: Government	14%	(16)	29%	(35)	35%	(42)	22%	(26)	118
Employ: Self-Employed	21%	(43)	29%	(59)	24%	(49)	25%	(51)	202
Employ: Homemaker	8%	(11)	31%	(45)	41%	(60)	21%	(30)	147
Employ: Student	23%	(18)	36%	(28)	23%	(18)	19%	(14)	78
Employ: Retired	9%	(46)	29%	(143)	42%	(210)	20%	(97)	497
Employ: Unemployed	16%	(45)	36%	(98)	30%	(82)	18%	(50)	276
Employ: Other	19%	(34)	31%	(57)	32%	(59)	18%	(33)	183
Military HH: Yes	9%	(31)	33%	(110)	38%	(126)	20%	(69)	337
Military HH: No	15%	(272)	31%	(577)	35%	(651)	20%	(364)	1863
RD/WT: Right Direction	17%	(142)	29%	(240)	35%	(288)	19%	(159)	829
RD/WT: Wrong Track	12%	(161)	33%	(447)	36%	(490)	20%	(274)	1371
Biden Job Approve	15%	(158)	29%	(299)	35%	(356)	21%	(219)	1031
Biden Job Disapprove	13%	(130)	33%	(337)	37%	(374)	18%	(183)	1024
Biden Job Strongly Approve	20%	(87)	24%	(103)	32%	(139)	25%	(110)	438
Biden Job Somewhat Approve	12%	(71)	33%	(196)	37%	(217)	18%	(109)	593
Biden Job Somewhat Disapprove	12%	(35)	36%	(106)	35%	(102)	17%	(49)	292
Biden Job Strongly Disapprove	13%	(95)	32%	(231)	37%	(272)	18%	(134)	732

Continued on next page

Table MCTE11_9: Knowing what you know now, how well would you say each of the following describe Facebook?

Outdated

Demographic	Very well		Somewhat well		Not very well		Not at all well		Total N
Adults	14%	(303)	31%	(687)	35%	(778)	20%	(432)	2200
Favorable of Biden	16%	(167)	30%	(311)	33%	(346)	21%	(214)	1038
Unfavorable of Biden	12%	(126)	32%	(338)	37%	(391)	19%	(195)	1050
Very Favorable of Biden	19%	(88)	24%	(114)	32%	(151)	26%	(124)	477
Somewhat Favorable of Biden	14%	(79)	35%	(197)	35%	(196)	16%	(90)	561
Somewhat Unfavorable of Biden	10%	(28)	34%	(95)	37%	(104)	19%	(53)	280
Very Unfavorable of Biden	13%	(97)	32%	(243)	37%	(287)	18%	(142)	770
#1 Issue: Economy	13%	(106)	34%	(278)	35%	(287)	18%	(151)	822
#1 Issue: Security	11%	(35)	29%	(92)	35%	(112)	25%	(78)	316
#1 Issue: Health Care	14%	(41)	34%	(99)	37%	(107)	16%	(46)	293
#1 Issue: Medicare / Social Security	12%	(32)	29%	(76)	39%	(102)	19%	(49)	259
#1 Issue: Women's Issues	21%	(29)	28%	(38)	27%	(36)	24%	(32)	136
#1 Issue: Education	14%	(15)	35%	(38)	37%	(40)	14%	(15)	109
#1 Issue: Energy	14%	(18)	27%	(35)	39%	(52)	20%	(26)	132
#1 Issue: Other	21%	(28)	23%	(31)	31%	(42)	26%	(34)	134
2020 Vote: Joe Biden	15%	(151)	31%	(307)	34%	(331)	19%	(191)	980
2020 Vote: Donald Trump	13%	(91)	31%	(213)	38%	(260)	17%	(120)	685
2020 Vote: Other	9%	(8)	18%	(15)	40%	(34)	33%	(28)	85
2020 Vote: Didn't Vote	12%	(53)	34%	(151)	34%	(150)	21%	(91)	445
2018 House Vote: Democrat	16%	(122)	29%	(218)	35%	(262)	19%	(139)	741
2018 House Vote: Republican	13%	(76)	33%	(194)	36%	(216)	18%	(110)	596
2018 House Vote: Someone else	8%	(5)	20%	(14)	36%	(24)	36%	(24)	67
2016 Vote: Hillary Clinton	15%	(106)	29%	(201)	36%	(245)	20%	(134)	686
2016 Vote: Donald Trump	12%	(80)	31%	(202)	38%	(249)	18%	(120)	651
2016 Vote: Other	11%	(15)	23%	(31)	41%	(55)	24%	(32)	133
2016 Vote: Didn't Vote	14%	(103)	35%	(253)	31%	(229)	20%	(146)	730
Voted in 2014: Yes	13%	(163)	29%	(357)	36%	(440)	21%	(253)	1214
Voted in 2014: No	14%	(140)	33%	(330)	34%	(337)	18%	(179)	986
4-Region: Northeast	14%	(55)	36%	(142)	32%	(124)	18%	(72)	394
4-Region: Midwest	12%	(56)	28%	(130)	39%	(181)	21%	(95)	462
4-Region: South	13%	(108)	30%	(249)	36%	(298)	21%	(170)	824
4-Region: West	16%	(84)	32%	(165)	34%	(175)	18%	(95)	520

Continued on next page

Table MCTE11_9: *Knowing what you know now, how well would you say each of the following describe Facebook?*
 Outdated

Demographic	Very well		Somewhat well		Not very well		Not at all well		Total N
Adults	14%	(303)	31%	(687)	35%	(778)	20%	(432)	2200
SRH Metaverse	20%	(164)	29%	(237)	32%	(257)	18%	(149)	808
SRH Meta Rebrand	16%	(211)	32%	(412)	35%	(454)	16%	(205)	1282
SRH Facebook Files	19%	(189)	31%	(306)	32%	(311)	17%	(171)	976

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

Table MCTEdem1_1: Do you use any of the following social media platforms?

Twitter

Demographic	Yes	No	Total N
Adults	40% (882)	60% (1318)	2200
Gender: Male	45% (478)	55% (584)	1062
Gender: Female	35% (404)	65% (734)	1138
Age: 18-34	54% (351)	46% (304)	655
Age: 35-44	48% (172)	52% (186)	358
Age: 45-64	38% (282)	62% (469)	751
Age: 65+	17% (76)	83% (360)	436
GenZers: 1997-2012	59% (132)	41% (90)	222
Millennials: 1981-1996	52% (339)	48% (316)	655
GenXers: 1965-1980	41% (233)	59% (333)	565
Baby Boomers: 1946-1964	25% (170)	75% (511)	681
PID: Dem (no lean)	47% (373)	53% (427)	801
PID: Ind (no lean)	38% (290)	62% (473)	763
PID: Rep (no lean)	34% (219)	66% (417)	636
PID/Gender: Dem Men	52% (208)	48% (190)	398
PID/Gender: Dem Women	41% (165)	59% (238)	403
PID/Gender: Ind Men	40% (138)	60% (208)	346
PID/Gender: Ind Women	36% (152)	64% (265)	417
PID/Gender: Rep Men	41% (132)	59% (186)	317
PID/Gender: Rep Women	27% (87)	73% (232)	319
Ideo: Liberal (1-3)	49% (309)	51% (316)	625
Ideo: Moderate (4)	40% (268)	60% (400)	668
Ideo: Conservative (5-7)	33% (225)	67% (450)	675
Educ: < College	37% (555)	63% (957)	1512
Educ: Bachelors degree	48% (215)	52% (229)	444
Educ: Post-grad	46% (112)	54% (132)	244
Income: Under 50k	36% (462)	64% (814)	1276
Income: 50k-100k	45% (286)	55% (350)	636
Income: 100k+	46% (133)	54% (154)	288
Ethnicity: White	38% (653)	62% (1069)	1722
Ethnicity: Hispanic	53% (186)	47% (163)	349
Ethnicity: Black	50% (137)	50% (137)	274

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Table MCTEdem1_1: Do you use any of the following social media platforms?*Twitter*

Demographic	Yes		No		Total N
Adults	40%	(882)	60%	(1318)	2200
Ethnicity: Other	45%	(92)	55%	(112)	204
All Christian	37%	(337)	63%	(578)	915
All Non-Christian	51%	(53)	49%	(51)	103
Atheist	50%	(64)	50%	(65)	129
Agnostic/Nothing in particular	43%	(271)	57%	(366)	637
Something Else	38%	(157)	62%	(258)	416
Religious Non-Protestant/Catholic	53%	(66)	47%	(58)	124
Evangelical	37%	(205)	63%	(345)	550
Non-Evangelical	36%	(266)	64%	(481)	747
Community: Urban	48%	(293)	52%	(319)	613
Community: Suburban	41%	(414)	59%	(606)	1019
Community: Rural	31%	(175)	69%	(393)	568
Employ: Private Sector	51%	(356)	49%	(344)	699
Employ: Government	52%	(62)	48%	(57)	118
Employ: Self-Employed	59%	(119)	41%	(84)	202
Employ: Homemaker	25%	(37)	75%	(110)	147
Employ: Student	58%	(45)	42%	(33)	78
Employ: Retired	21%	(103)	79%	(393)	497
Employ: Unemployed	39%	(107)	61%	(169)	276
Employ: Other	30%	(54)	70%	(129)	183
Military HH: Yes	36%	(121)	64%	(216)	337
Military HH: No	41%	(761)	59%	(1102)	1863
RD/WT: Right Direction	48%	(402)	52%	(427)	829
RD/WT: Wrong Track	35%	(480)	65%	(891)	1371
Biden Job Approve	45%	(469)	55%	(562)	1031
Biden Job Disapprove	36%	(369)	64%	(654)	1024
Biden Job Strongly Approve	47%	(206)	53%	(232)	438
Biden Job Somewhat Approve	44%	(263)	56%	(330)	593
Biden Job Somewhat Disapprove	42%	(122)	58%	(170)	292
Biden Job Strongly Disapprove	34%	(247)	66%	(485)	732

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Table MCTEdem1_1: Do you use any of the following social media platforms?

Twitter

Demographic	Yes	No	Total N
Adults	40% (882)	60% (1318)	2200
Favorable of Biden	46% (473)	54% (565)	1038
Unfavorable of Biden	36% (378)	64% (672)	1050
Very Favorable of Biden	45% (213)	55% (264)	477
Somewhat Favorable of Biden	46% (260)	54% (301)	561
Somewhat Unfavorable of Biden	44% (123)	56% (157)	280
Very Unfavorable of Biden	33% (255)	67% (515)	770
#1 Issue: Economy	44% (358)	56% (463)	822
#1 Issue: Security	32% (101)	68% (215)	316
#1 Issue: Health Care	48% (140)	52% (153)	293
#1 Issue: Medicare / Social Security	22% (57)	78% (202)	259
#1 Issue: Women's Issues	51% (69)	49% (66)	136
#1 Issue: Education	54% (59)	46% (50)	109
#1 Issue: Energy	44% (59)	56% (73)	132
#1 Issue: Other	29% (39)	71% (95)	134
2020 Vote: Joe Biden	47% (458)	53% (522)	980
2020 Vote: Donald Trump	34% (232)	66% (453)	685
2020 Vote: Other	36% (31)	64% (54)	85
2020 Vote: Didn't Vote	35% (158)	65% (287)	445
2018 House Vote: Democrat	47% (345)	53% (396)	741
2018 House Vote: Republican	33% (198)	67% (398)	596
2018 House Vote: Someone else	27% (18)	73% (49)	67
2016 Vote: Hillary Clinton	46% (316)	54% (370)	686
2016 Vote: Donald Trump	35% (228)	65% (423)	651
2016 Vote: Other	37% (49)	63% (84)	133
2016 Vote: Didn't Vote	40% (289)	60% (440)	730
Voted in 2014: Yes	38% (463)	62% (751)	1214
Voted in 2014: No	43% (419)	57% (567)	986
4-Region: Northeast	43% (171)	57% (223)	394
4-Region: Midwest	35% (164)	65% (298)	462
4-Region: South	39% (323)	61% (501)	824
4-Region: West	43% (224)	57% (296)	520

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Table MCTEdem1_1: Do you use any of the following social media platforms?*Twitter*

Demographic	Yes		No		Total N
Adults	40%	(882)	60%	(1318)	2200
SRH Metaverse	52%	(416)	48%	(392)	808
SRH Meta Rebrand	44%	(560)	56%	(721)	1282
SRH Facebook Files	49%	(481)	51%	(495)	976

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

Table MCTEdem1_2: Do you use any of the following social media platforms?

Facebook

Demographic	Yes	No	Total N
Adults	82% (1795)	18% (405)	2200
Gender: Male	77% (819)	23% (243)	1062
Gender: Female	86% (976)	14% (162)	1138
Age: 18-34	81% (530)	19% (125)	655
Age: 35-44	88% (313)	12% (45)	358
Age: 45-64	83% (625)	17% (126)	751
Age: 65+	75% (327)	25% (109)	436
GenZers: 1997-2012	69% (153)	31% (69)	222
Millennials: 1981-1996	87% (567)	13% (88)	655
GenXers: 1965-1980	87% (492)	13% (73)	565
Baby Boomers: 1946-1964	77% (528)	23% (154)	681
PID: Dem (no lean)	82% (660)	18% (141)	801
PID: Ind (no lean)	78% (594)	22% (169)	763
PID: Rep (no lean)	85% (541)	15% (95)	636
PID/Gender: Dem Men	81% (322)	19% (76)	398
PID/Gender: Dem Women	84% (338)	16% (65)	403
PID/Gender: Ind Men	73% (254)	27% (93)	346
PID/Gender: Ind Women	82% (341)	18% (76)	417
PID/Gender: Rep Men	77% (243)	23% (74)	317
PID/Gender: Rep Women	93% (298)	7% (21)	319
Ideo: Liberal (1-3)	82% (513)	18% (112)	625
Ideo: Moderate (4)	80% (533)	20% (135)	668
Ideo: Conservative (5-7)	83% (561)	17% (114)	675
Educ: < College	83% (1253)	17% (259)	1512
Educ: Bachelors degree	80% (353)	20% (91)	444
Educ: Post-grad	78% (189)	22% (55)	244
Income: Under 50k	83% (1054)	17% (222)	1276
Income: 50k-100k	80% (508)	20% (128)	636
Income: 100k+	81% (234)	19% (54)	288
Ethnicity: White	83% (1427)	17% (294)	1722
Ethnicity: Hispanic	78% (272)	22% (77)	349
Ethnicity: Black	74% (203)	26% (71)	274

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Table MCTEdem1_2: Do you use any of the following social media platforms?
 Facebook

Demographic	Yes	No	Total N
Adults	82% (1795)	18% (405)	2200
Ethnicity: Other	81% (165)	19% (39)	204
All Christian	81% (744)	19% (172)	915
All Non-Christian	79% (81)	21% (22)	103
Atheist	75% (96)	25% (33)	129
Agnostic/Nothing in particular	81% (517)	19% (120)	637
Something Else	86% (357)	14% (59)	416
Religious Non-Protestant/Catholic	77% (95)	23% (29)	124
Evangelical	84% (463)	16% (88)	550
Non-Evangelical	82% (612)	18% (135)	747
Community: Urban	82% (500)	18% (113)	613
Community: Suburban	79% (806)	21% (213)	1019
Community: Rural	86% (490)	14% (78)	568
Employ: Private Sector	84% (586)	16% (114)	699
Employ: Government	84% (100)	16% (19)	118
Employ: Self-Employed	82% (165)	18% (37)	202
Employ: Homemaker	89% (131)	11% (16)	147
Employ: Student	65% (50)	35% (27)	78
Employ: Retired	77% (381)	23% (115)	497
Employ: Unemployed	83% (229)	17% (47)	276
Employ: Other	84% (154)	16% (29)	183
Military HH: Yes	81% (274)	19% (62)	337
Military HH: No	82% (1521)	18% (342)	1863
RD/WT: Right Direction	81% (669)	19% (160)	829
RD/WT: Wrong Track	82% (1127)	18% (244)	1371
Biden Job Approve	79% (817)	21% (214)	1031
Biden Job Disapprove	84% (858)	16% (166)	1024
Biden Job Strongly Approve	81% (355)	19% (83)	438
Biden Job Somewhat Approve	78% (462)	22% (131)	593
Biden Job Somewhat Disapprove	83% (243)	17% (49)	292
Biden Job Strongly Disapprove	84% (615)	16% (117)	732

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Table MCTEdem1_2: Do you use any of the following social media platforms?

Facebook

Demographic	Yes	No	Total N
Adults	82% (1795)	18% (405)	2200
Favorable of Biden	79% (817)	21% (221)	1038
Unfavorable of Biden	85% (890)	15% (160)	1050
Very Favorable of Biden	81% (386)	19% (91)	477
Somewhat Favorable of Biden	77% (431)	23% (130)	561
Somewhat Unfavorable of Biden	82% (230)	18% (50)	280
Very Unfavorable of Biden	86% (660)	14% (110)	770
#1 Issue: Economy	85% (698)	15% (124)	822
#1 Issue: Security	83% (261)	17% (55)	316
#1 Issue: Health Care	84% (245)	16% (48)	293
#1 Issue: Medicare / Social Security	79% (205)	21% (53)	259
#1 Issue: Women's Issues	80% (109)	20% (27)	136
#1 Issue: Education	78% (86)	22% (24)	109
#1 Issue: Energy	72% (95)	28% (37)	132
#1 Issue: Other	72% (97)	28% (37)	134
2020 Vote: Joe Biden	79% (777)	21% (204)	980
2020 Vote: Donald Trump	84% (577)	16% (108)	685
2020 Vote: Other	80% (68)	20% (17)	85
2020 Vote: Didn't Vote	83% (370)	17% (76)	445
2018 House Vote: Democrat	82% (605)	18% (136)	741
2018 House Vote: Republican	82% (487)	18% (109)	596
2018 House Vote: Someone else	78% (52)	22% (15)	67
2016 Vote: Hillary Clinton	81% (556)	19% (130)	686
2016 Vote: Donald Trump	83% (538)	17% (113)	651
2016 Vote: Other	80% (105)	20% (27)	133
2016 Vote: Didn't Vote	82% (596)	18% (134)	730
Voted in 2014: Yes	81% (984)	19% (230)	1214
Voted in 2014: No	82% (811)	18% (175)	986
4-Region: Northeast	79% (313)	21% (81)	394
4-Region: Midwest	84% (387)	16% (75)	462
4-Region: South	84% (689)	16% (135)	824
4-Region: West	78% (407)	22% (113)	520

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Table MCTEdem1_2: Do you use any of the following social media platforms?*Facebook*

Demographic	Yes		No		Total N
Adults	82%	(1795)	18%	(405)	2200
SRH Metaverse	80%	(643)	20%	(165)	808
SRH Meta Rebrand	82%	(1051)	18%	(230)	1282
SRH Facebook Files	80%	(781)	20%	(196)	976

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

Table MCTEdem1_3: Do you use any of the following social media platforms?

Snapchat

Demographic	Yes	No	Total N
Adults	33% (721)	67% (1479)	2200
Gender: Male	31% (330)	69% (732)	1062
Gender: Female	34% (391)	66% (747)	1138
Age: 18-34	60% (391)	40% (264)	655
Age: 35-44	41% (148)	59% (210)	358
Age: 45-64	22% (164)	78% (587)	751
Age: 65+	4% (19)	96% (417)	436
GenZers: 1997-2012	70% (155)	30% (67)	222
Millennials: 1981-1996	52% (339)	48% (316)	655
GenXers: 1965-1980	29% (163)	71% (402)	565
Baby Boomers: 1946-1964	9% (62)	91% (620)	681
PID: Dem (no lean)	34% (268)	66% (532)	801
PID: Ind (no lean)	36% (271)	64% (492)	763
PID: Rep (no lean)	29% (181)	71% (455)	636
PID/Gender: Dem Men	35% (140)	65% (258)	398
PID/Gender: Dem Women	32% (128)	68% (275)	403
PID/Gender: Ind Men	30% (104)	70% (242)	346
PID/Gender: Ind Women	40% (167)	60% (249)	417
PID/Gender: Rep Men	27% (85)	73% (232)	317
PID/Gender: Rep Women	30% (96)	70% (223)	319
Ideo: Liberal (1-3)	34% (210)	66% (415)	625
Ideo: Moderate (4)	33% (217)	67% (451)	668
Ideo: Conservative (5-7)	27% (181)	73% (493)	675
Educ: < College	33% (504)	67% (1008)	1512
Educ: Bachelors degree	33% (146)	67% (297)	444
Educ: Post-grad	29% (71)	71% (173)	244
Income: Under 50k	33% (417)	67% (859)	1276
Income: 50k-100k	34% (216)	66% (420)	636
Income: 100k+	31% (88)	69% (200)	288
Ethnicity: White	30% (511)	70% (1211)	1722
Ethnicity: Hispanic	52% (183)	48% (166)	349
Ethnicity: Black	44% (120)	56% (155)	274

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Table MCTEdem1_3: Do you use any of the following social media platforms?
 Snapchat

Demographic	Yes	No	Total N
Adults	33% (721)	67% (1479)	2200
Ethnicity: Other	44% (90)	56% (114)	204
All Christian	28% (257)	72% (659)	915
All Non-Christian	31% (32)	69% (71)	103
Atheist	37% (48)	63% (81)	129
Agnostic/Nothing in particular	36% (231)	64% (406)	637
Something Else	37% (154)	63% (262)	416
Religious Non-Protestant/Catholic	33% (40)	67% (83)	124
Evangelical	33% (184)	67% (366)	550
Non-Evangelical	29% (213)	71% (534)	747
Community: Urban	40% (245)	60% (367)	613
Community: Suburban	30% (303)	70% (717)	1019
Community: Rural	30% (173)	70% (395)	568
Employ: Private Sector	44% (305)	56% (395)	699
Employ: Government	46% (55)	54% (63)	118
Employ: Self-Employed	36% (73)	64% (130)	202
Employ: Homemaker	32% (47)	68% (100)	147
Employ: Student	60% (46)	40% (31)	78
Employ: Retired	8% (40)	92% (457)	497
Employ: Unemployed	35% (95)	65% (181)	276
Employ: Other	33% (60)	67% (123)	183
Military HH: Yes	24% (82)	76% (255)	337
Military HH: No	34% (639)	66% (1224)	1863
RD/WT: Right Direction	35% (291)	65% (538)	829
RD/WT: Wrong Track	31% (430)	69% (941)	1371
Biden Job Approve	32% (329)	68% (702)	1031
Biden Job Disapprove	31% (315)	69% (709)	1024
Biden Job Strongly Approve	32% (142)	68% (296)	438
Biden Job Somewhat Approve	31% (187)	69% (407)	593
Biden Job Somewhat Disapprove	35% (102)	65% (190)	292
Biden Job Strongly Disapprove	29% (213)	71% (519)	732

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Table MCTEdem1_3: Do you use any of the following social media platforms?

Snapchat

Demographic	Yes	No	Total N
Adults	33% (721)	67% (1479)	2200
Favorable of Biden	32% (337)	68% (701)	1038
Unfavorable of Biden	33% (343)	67% (706)	1050
Very Favorable of Biden	31% (149)	69% (328)	477
Somewhat Favorable of Biden	34% (189)	66% (373)	561
Somewhat Unfavorable of Biden	41% (115)	59% (164)	280
Very Unfavorable of Biden	30% (228)	70% (542)	770
#1 Issue: Economy	37% (305)	63% (517)	822
#1 Issue: Security	30% (96)	70% (220)	316
#1 Issue: Health Care	38% (110)	62% (183)	293
#1 Issue: Medicare / Social Security	9% (23)	91% (236)	259
#1 Issue: Women's Issues	41% (56)	59% (80)	136
#1 Issue: Education	50% (55)	50% (54)	109
#1 Issue: Energy	43% (56)	57% (75)	132
#1 Issue: Other	15% (20)	85% (114)	134
2020 Vote: Joe Biden	33% (327)	67% (654)	980
2020 Vote: Donald Trump	28% (193)	72% (492)	685
2020 Vote: Other	31% (27)	69% (58)	85
2020 Vote: Didn't Vote	39% (173)	61% (272)	445
2018 House Vote: Democrat	31% (230)	69% (510)	741
2018 House Vote: Republican	27% (159)	73% (436)	596
2018 House Vote: Someone else	24% (16)	76% (51)	67
2016 Vote: Hillary Clinton	28% (195)	72% (491)	686
2016 Vote: Donald Trump	26% (168)	74% (483)	651
2016 Vote: Other	26% (34)	74% (98)	133
2016 Vote: Didn't Vote	44% (323)	56% (406)	730
Voted in 2014: Yes	27% (322)	73% (892)	1214
Voted in 2014: No	40% (399)	60% (587)	986
4-Region: Northeast	33% (130)	67% (264)	394
4-Region: Midwest	32% (148)	68% (314)	462
4-Region: South	33% (275)	67% (549)	824
4-Region: West	32% (168)	68% (352)	520

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Table MCTEdem1_3: Do you use any of the following social media platforms?*Snapshot*

Demographic	Yes		No		Total N
Adults	33%	(721)	67%	(1479)	2200
SRH Metaverse	40%	(327)	60%	(481)	808
SRH Meta Rebrand	33%	(417)	67%	(864)	1282
SRH Facebook Files	35%	(345)	65%	(631)	976

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

Table MCTEdem1_4: Do you use any of the following social media platforms?

Instagram

Demographic	Yes	No	Total N
Adults	52% (1151)	48% (1049)	2200
Gender: Male	50% (529)	50% (533)	1062
Gender: Female	55% (622)	45% (517)	1138
Age: 18-34	74% (484)	26% (171)	655
Age: 35-44	66% (237)	34% (120)	358
Age: 45-64	45% (340)	55% (411)	751
Age: 65+	21% (90)	79% (347)	436
GenZers: 1997-2012	84% (188)	16% (35)	222
Millennials: 1981-1996	70% (455)	30% (200)	655
GenXers: 1965-1980	54% (302)	46% (263)	565
Baby Boomers: 1946-1964	29% (198)	71% (483)	681
PID: Dem (no lean)	58% (466)	42% (335)	801
PID: Ind (no lean)	51% (389)	49% (375)	763
PID: Rep (no lean)	47% (296)	53% (340)	636
PID/Gender: Dem Men	59% (233)	41% (165)	398
PID/Gender: Dem Women	58% (233)	42% (170)	403
PID/Gender: Ind Men	46% (159)	54% (188)	346
PID/Gender: Ind Women	55% (230)	45% (187)	417
PID/Gender: Rep Men	43% (137)	57% (180)	317
PID/Gender: Rep Women	50% (159)	50% (160)	319
Ideo: Liberal (1-3)	60% (374)	40% (251)	625
Ideo: Moderate (4)	53% (351)	47% (317)	668
Ideo: Conservative (5-7)	45% (304)	55% (371)	675
Educ: < College	50% (758)	50% (754)	1512
Educ: Bachelors degree	60% (265)	40% (179)	444
Educ: Post-grad	52% (128)	48% (116)	244
Income: Under 50k	50% (632)	50% (644)	1276
Income: 50k-100k	55% (353)	45% (283)	636
Income: 100k+	57% (165)	43% (123)	288
Ethnicity: White	48% (825)	52% (897)	1722
Ethnicity: Hispanic	74% (257)	26% (93)	349
Ethnicity: Black	67% (185)	33% (90)	274

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Table MCTEdem1_4: Do you use any of the following social media platforms?*Instagram*

Demographic	Yes	No	Total N
Adults	52% (1151)	48% (1049)	2200
Ethnicity: Other	69% (141)	31% (63)	204
All Christian	49% (450)	51% (465)	915
All Non-Christian	56% (58)	44% (46)	103
Atheist	54% (70)	46% (59)	129
Agnostic/Nothing in particular	57% (363)	43% (274)	637
Something Else	50% (210)	50% (206)	416
Religious Non-Protestant/Catholic	60% (74)	40% (49)	124
Evangelical	53% (289)	47% (261)	550
Non-Evangelical	46% (344)	54% (403)	747
Community: Urban	62% (380)	38% (233)	613
Community: Suburban	52% (527)	48% (493)	1019
Community: Rural	43% (244)	57% (324)	568
Employ: Private Sector	65% (454)	35% (246)	699
Employ: Government	70% (83)	30% (36)	118
Employ: Self-Employed	62% (126)	38% (76)	202
Employ: Homemaker	50% (73)	50% (74)	147
Employ: Student	79% (61)	21% (16)	78
Employ: Retired	26% (129)	74% (368)	497
Employ: Unemployed	52% (142)	48% (134)	276
Employ: Other	45% (83)	55% (100)	183
Military HH: Yes	40% (135)	60% (202)	337
Military HH: No	55% (1016)	45% (848)	1863
RD/WT: Right Direction	58% (483)	42% (346)	829
RD/WT: Wrong Track	49% (667)	51% (704)	1371
Biden Job Approve	57% (584)	43% (447)	1031
Biden Job Disapprove	48% (488)	52% (536)	1024
Biden Job Strongly Approve	56% (245)	44% (193)	438
Biden Job Somewhat Approve	57% (340)	43% (254)	593
Biden Job Somewhat Disapprove	55% (160)	45% (132)	292
Biden Job Strongly Disapprove	45% (328)	55% (404)	732

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Table MCTEdem1_4: Do you use any of the following social media platforms?

Instagram

Demographic	Yes	No	Total N
Adults	52% (1151)	48% (1049)	2200
Favorable of Biden	56% (580)	44% (458)	1038
Unfavorable of Biden	50% (521)	50% (529)	1050
Very Favorable of Biden	55% (264)	45% (213)	477
Somewhat Favorable of Biden	56% (316)	44% (245)	561
Somewhat Unfavorable of Biden	58% (163)	42% (117)	280
Very Unfavorable of Biden	47% (358)	53% (412)	770
#1 Issue: Economy	57% (471)	43% (350)	822
#1 Issue: Security	44% (140)	56% (176)	316
#1 Issue: Health Care	58% (169)	42% (124)	293
#1 Issue: Medicare / Social Security	28% (72)	72% (187)	259
#1 Issue: Women's Issues	71% (96)	29% (39)	136
#1 Issue: Education	66% (72)	34% (37)	109
#1 Issue: Energy	55% (72)	45% (59)	132
#1 Issue: Other	43% (58)	57% (76)	134
2020 Vote: Joe Biden	56% (554)	44% (426)	980
2020 Vote: Donald Trump	46% (315)	54% (370)	685
2020 Vote: Other	48% (41)	52% (44)	85
2020 Vote: Didn't Vote	53% (238)	47% (207)	445
2018 House Vote: Democrat	55% (410)	45% (331)	741
2018 House Vote: Republican	45% (266)	55% (329)	596
2018 House Vote: Someone else	38% (25)	62% (42)	67
2016 Vote: Hillary Clinton	55% (374)	45% (312)	686
2016 Vote: Donald Trump	46% (298)	54% (353)	651
2016 Vote: Other	49% (65)	51% (67)	133
2016 Vote: Didn't Vote	57% (414)	43% (316)	730
Voted in 2014: Yes	49% (589)	51% (625)	1214
Voted in 2014: No	57% (561)	43% (425)	986
4-Region: Northeast	57% (224)	43% (170)	394
4-Region: Midwest	45% (210)	55% (252)	462
4-Region: South	52% (432)	48% (392)	824
4-Region: West	55% (285)	45% (235)	520

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Table MCTEdem1_4: Do you use any of the following social media platforms?*Instagram*

Demographic	Yes		No		Total N
Adults	52%	(1151)	48%	(1049)	2200
SRH Metaverse	61%	(491)	39%	(317)	808
SRH Meta Rebrand	54%	(698)	46%	(583)	1282
SRH Facebook Files	57%	(561)	43%	(415)	976

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

Table MCTEdem1_5: Do you use any of the following social media platforms?

TikTok

Demographic	Yes	No	Total N
Adults	35% (778)	65% (1422)	2200
Gender: Male	32% (336)	68% (726)	1062
Gender: Female	39% (442)	61% (697)	1138
Age: 18-34	59% (384)	41% (271)	655
Age: 35-44	42% (151)	58% (207)	358
Age: 45-64	30% (222)	70% (529)	751
Age: 65+	5% (21)	95% (416)	436
GenZers: 1997-2012	74% (165)	26% (57)	222
Millennials: 1981-1996	49% (322)	51% (333)	655
GenXers: 1965-1980	35% (195)	65% (370)	565
Baby Boomers: 1946-1964	14% (95)	86% (586)	681
PID: Dem (no lean)	39% (310)	61% (491)	801
PID: Ind (no lean)	35% (269)	65% (494)	763
PID: Rep (no lean)	31% (199)	69% (437)	636
PID/Gender: Dem Men	38% (150)	62% (247)	398
PID/Gender: Dem Women	40% (160)	60% (243)	403
PID/Gender: Ind Men	26% (92)	74% (255)	346
PID/Gender: Ind Women	43% (177)	57% (239)	417
PID/Gender: Rep Men	30% (94)	70% (223)	317
PID/Gender: Rep Women	33% (105)	67% (214)	319
Ideo: Liberal (1-3)	37% (231)	63% (394)	625
Ideo: Moderate (4)	35% (236)	65% (432)	668
Ideo: Conservative (5-7)	28% (188)	72% (487)	675
Educ: < College	38% (576)	62% (936)	1512
Educ: Bachelors degree	30% (135)	70% (309)	444
Educ: Post-grad	27% (67)	73% (177)	244
Income: Under 50k	38% (482)	62% (794)	1276
Income: 50k-100k	32% (206)	68% (430)	636
Income: 100k+	31% (90)	69% (198)	288
Ethnicity: White	31% (526)	69% (1196)	1722
Ethnicity: Hispanic	51% (179)	49% (170)	349
Ethnicity: Black	53% (146)	47% (128)	274

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Table MCTEdem1_5: Do you use any of the following social media platforms?
 TikTok

Demographic	Yes	No	Total N
Adults	35% (778)	65% (1422)	2200
Ethnicity: Other	51% (105)	49% (99)	204
All Christian	29% (269)	71% (646)	915
All Non-Christian	35% (37)	65% (67)	103
Atheist	24% (31)	76% (98)	129
Agnostic/Nothing in particular	41% (264)	59% (373)	637
Something Else	43% (177)	57% (238)	416
Religious Non-Protestant/Catholic	38% (47)	62% (77)	124
Evangelical	41% (228)	59% (322)	550
Non-Evangelical	27% (202)	73% (545)	747
Community: Urban	44% (272)	56% (341)	613
Community: Suburban	31% (320)	69% (700)	1019
Community: Rural	33% (186)	67% (382)	568
Employ: Private Sector	42% (295)	58% (405)	699
Employ: Government	45% (54)	55% (65)	118
Employ: Self-Employed	42% (86)	58% (116)	202
Employ: Homemaker	40% (58)	60% (88)	147
Employ: Student	67% (52)	33% (26)	78
Employ: Retired	10% (51)	90% (445)	497
Employ: Unemployed	41% (113)	59% (163)	276
Employ: Other	38% (69)	62% (114)	183
Military HH: Yes	29% (96)	71% (241)	337
Military HH: No	37% (682)	63% (1182)	1863
RD/WT: Right Direction	38% (315)	62% (514)	829
RD/WT: Wrong Track	34% (463)	66% (908)	1371
Biden Job Approve	36% (376)	64% (656)	1031
Biden Job Disapprove	32% (332)	68% (692)	1024
Biden Job Strongly Approve	35% (154)	65% (284)	438
Biden Job Somewhat Approve	37% (221)	63% (372)	593
Biden Job Somewhat Disapprove	37% (109)	63% (183)	292
Biden Job Strongly Disapprove	30% (223)	70% (509)	732

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Table MCTEdem1_5: Do you use any of the following social media platforms?

TikTok

Demographic	Yes	No	Total N
Adults	35% (778)	65% (1422)	2200
Favorable of Biden	37% (383)	63% (655)	1038
Unfavorable of Biden	33% (348)	67% (702)	1050
Very Favorable of Biden	36% (171)	64% (306)	477
Somewhat Favorable of Biden	38% (212)	62% (349)	561
Somewhat Unfavorable of Biden	36% (100)	64% (180)	280
Very Unfavorable of Biden	32% (248)	68% (522)	770
#1 Issue: Economy	39% (322)	61% (500)	822
#1 Issue: Security	30% (94)	70% (222)	316
#1 Issue: Health Care	39% (114)	61% (179)	293
#1 Issue: Medicare / Social Security	17% (44)	83% (215)	259
#1 Issue: Women's Issues	50% (68)	50% (67)	136
#1 Issue: Education	48% (52)	52% (57)	109
#1 Issue: Energy	37% (48)	63% (83)	132
#1 Issue: Other	26% (34)	74% (100)	134
2020 Vote: Joe Biden	36% (350)	64% (631)	980
2020 Vote: Donald Trump	28% (195)	72% (490)	685
2020 Vote: Other	30% (25)	70% (60)	85
2020 Vote: Didn't Vote	47% (208)	53% (237)	445
2018 House Vote: Democrat	34% (253)	66% (488)	741
2018 House Vote: Republican	27% (158)	73% (438)	596
2018 House Vote: Someone else	24% (16)	76% (51)	67
2016 Vote: Hillary Clinton	33% (225)	67% (462)	686
2016 Vote: Donald Trump	28% (181)	72% (470)	651
2016 Vote: Other	24% (32)	76% (101)	133
2016 Vote: Didn't Vote	47% (340)	53% (389)	730
Voted in 2014: Yes	28% (341)	72% (873)	1214
Voted in 2014: No	44% (437)	56% (549)	986
4-Region: Northeast	29% (114)	71% (279)	394
4-Region: Midwest	29% (133)	71% (330)	462
4-Region: South	39% (319)	61% (505)	824
4-Region: West	41% (212)	59% (308)	520

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Table MCTEdem1_5: Do you use any of the following social media platforms?*TikTok*

Demographic	Yes		No		Total N
Adults	35%	(778)	65%	(1422)	2200
SRH Metaverse	42%	(341)	58%	(467)	808
SRH Meta Rebrand	34%	(439)	66%	(843)	1282
SRH Facebook Files	38%	(369)	62%	(607)	976

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

Table MCTEdem1_6: Do you use any of the following social media platforms?

Reddit

Demographic	Yes	No	Total N
Adults	26% (566)	74% (1634)	2200
Gender: Male	32% (336)	68% (726)	1062
Gender: Female	20% (230)	80% (908)	1138
Age: 18-34	42% (275)	58% (381)	655
Age: 35-44	36% (130)	64% (228)	358
Age: 45-64	19% (140)	81% (611)	751
Age: 65+	5% (21)	95% (415)	436
GenZers: 1997-2012	45% (99)	55% (123)	222
Millennials: 1981-1996	41% (266)	59% (389)	655
GenXers: 1965-1980	23% (129)	77% (436)	565
Baby Boomers: 1946-1964	10% (70)	90% (611)	681
PID: Dem (no lean)	28% (224)	72% (577)	801
PID: Ind (no lean)	28% (215)	72% (549)	763
PID: Rep (no lean)	20% (127)	80% (509)	636
PID/Gender: Dem Men	32% (129)	68% (269)	398
PID/Gender: Dem Women	23% (94)	77% (309)	403
PID/Gender: Ind Men	36% (124)	64% (223)	346
PID/Gender: Ind Women	22% (91)	78% (326)	417
PID/Gender: Rep Men	26% (82)	74% (235)	317
PID/Gender: Rep Women	14% (45)	86% (274)	319
Ideo: Liberal (1-3)	36% (228)	64% (397)	625
Ideo: Moderate (4)	24% (161)	76% (508)	668
Ideo: Conservative (5-7)	18% (123)	82% (551)	675
Educ: < College	24% (356)	76% (1156)	1512
Educ: Bachelors degree	34% (149)	66% (295)	444
Educ: Post-grad	25% (61)	75% (183)	244
Income: Under 50k	24% (301)	76% (975)	1276
Income: 50k-100k	27% (169)	73% (467)	636
Income: 100k+	33% (95)	67% (193)	288
Ethnicity: White	25% (424)	75% (1298)	1722
Ethnicity: Hispanic	34% (119)	66% (230)	349
Ethnicity: Black	26% (71)	74% (203)	274

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Table MCTEdem1_6: Do you use any of the following social media platforms?*Reddit*

Demographic	Yes	No	Total N
Adults	26% (566)	74% (1634)	2200
Ethnicity: Other	34% (70)	66% (134)	204
All Christian	20% (182)	80% (734)	915
All Non-Christian	35% (36)	65% (68)	103
Atheist	48% (62)	52% (66)	129
Agnostic/Nothing in particular	32% (204)	68% (433)	637
Something Else	20% (82)	80% (334)	416
Religious Non-Protestant/Catholic	31% (38)	69% (85)	124
Evangelical	20% (109)	80% (441)	550
Non-Evangelical	20% (148)	80% (599)	747
Community: Urban	30% (181)	70% (432)	613
Community: Suburban	26% (270)	74% (749)	1019
Community: Rural	20% (114)	80% (454)	568
Employ: Private Sector	38% (269)	62% (431)	699
Employ: Government	23% (27)	77% (91)	118
Employ: Self-Employed	33% (68)	67% (135)	202
Employ: Homemaker	16% (23)	84% (124)	147
Employ: Student	25% (19)	75% (58)	78
Employ: Retired	8% (39)	92% (458)	497
Employ: Unemployed	31% (84)	69% (192)	276
Employ: Other	20% (37)	80% (146)	183
Military HH: Yes	21% (72)	79% (265)	337
Military HH: No	27% (494)	73% (1369)	1863
RD/WT: Right Direction	28% (234)	72% (595)	829
RD/WT: Wrong Track	24% (331)	76% (1040)	1371
Biden Job Approve	29% (303)	71% (729)	1031
Biden Job Disapprove	22% (221)	78% (803)	1024
Biden Job Strongly Approve	28% (122)	72% (316)	438
Biden Job Somewhat Approve	30% (181)	70% (413)	593
Biden Job Somewhat Disapprove	26% (77)	74% (215)	292
Biden Job Strongly Disapprove	20% (145)	80% (588)	732

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Table MCTEdem1_6: Do you use any of the following social media platforms?

Reddit

Demographic	Yes	No	Total N
Adults	26% (566)	74% (1634)	2200
Favorable of Biden	30% (307)	70% (731)	1038
Unfavorable of Biden	22% (232)	78% (818)	1050
Very Favorable of Biden	26% (126)	74% (351)	477
Somewhat Favorable of Biden	32% (181)	68% (380)	561
Somewhat Unfavorable of Biden	27% (75)	73% (205)	280
Very Unfavorable of Biden	20% (157)	80% (613)	770
#1 Issue: Economy	29% (242)	71% (579)	822
#1 Issue: Security	17% (54)	83% (262)	316
#1 Issue: Health Care	37% (109)	63% (184)	293
#1 Issue: Medicare / Social Security	9% (23)	91% (236)	259
#1 Issue: Women's Issues	29% (39)	71% (96)	136
#1 Issue: Education	32% (35)	68% (74)	109
#1 Issue: Energy	32% (42)	68% (90)	132
#1 Issue: Other	17% (22)	83% (112)	134
2020 Vote: Joe Biden	30% (293)	70% (688)	980
2020 Vote: Donald Trump	20% (135)	80% (549)	685
2020 Vote: Other	22% (19)	78% (66)	85
2020 Vote: Didn't Vote	27% (118)	73% (327)	445
2018 House Vote: Democrat	29% (218)	71% (523)	741
2018 House Vote: Republican	18% (110)	82% (486)	596
2018 House Vote: Someone else	20% (13)	80% (54)	67
2016 Vote: Hillary Clinton	30% (206)	70% (481)	686
2016 Vote: Donald Trump	20% (127)	80% (524)	651
2016 Vote: Other	27% (36)	73% (97)	133
2016 Vote: Didn't Vote	27% (197)	73% (533)	730
Voted in 2014: Yes	23% (277)	77% (937)	1214
Voted in 2014: No	29% (289)	71% (698)	986
4-Region: Northeast	27% (107)	73% (286)	394
4-Region: Midwest	19% (88)	81% (374)	462
4-Region: South	26% (218)	74% (606)	824
4-Region: West	29% (152)	71% (368)	520

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Table MCTEdem1_6: Do you use any of the following social media platforms?*Reddit*

Demographic	Yes		No		Total N
Adults	26%	(566)	74%	(1634)	2200
SRH Metaverse	34%	(276)	66%	(531)	808
SRH Meta Rebrand	29%	(369)	71%	(913)	1282
SRH Facebook Files	33%	(325)	67%	(651)	976

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

Table MCTEdem1_7: Do you use any of the following social media platforms?

YouTube

Demographic	Yes	No	Total N
Adults	83% (1819)	17% (381)	2200
Gender: Male	83% (885)	17% (177)	1062
Gender: Female	82% (935)	18% (203)	1138
Age: 18-34	95% (623)	5% (32)	655
Age: 35-44	93% (332)	7% (26)	358
Age: 45-64	82% (616)	18% (135)	751
Age: 65+	57% (249)	43% (188)	436
GenZers: 1997-2012	96% (214)	4% (8)	222
Millennials: 1981-1996	94% (616)	6% (39)	655
GenXers: 1965-1980	88% (496)	12% (69)	565
Baby Boomers: 1946-1964	67% (457)	33% (224)	681
PID: Dem (no lean)	83% (661)	17% (140)	801
PID: Ind (no lean)	85% (646)	15% (118)	763
PID: Rep (no lean)	81% (513)	19% (123)	636
PID/Gender: Dem Men	83% (331)	17% (67)	398
PID/Gender: Dem Women	82% (330)	18% (73)	403
PID/Gender: Ind Men	84% (292)	16% (54)	346
PID/Gender: Ind Women	85% (353)	15% (63)	417
PID/Gender: Rep Men	82% (261)	18% (56)	317
PID/Gender: Rep Women	79% (252)	21% (67)	319
Ideo: Liberal (1-3)	88% (547)	12% (78)	625
Ideo: Moderate (4)	80% (536)	20% (132)	668
Ideo: Conservative (5-7)	78% (529)	22% (146)	675
Educ: < College	84% (1263)	16% (249)	1512
Educ: Bachelors degree	82% (363)	18% (80)	444
Educ: Post-grad	79% (193)	21% (52)	244
Income: Under 50k	84% (1073)	16% (203)	1276
Income: 50k-100k	80% (509)	20% (127)	636
Income: 100k+	82% (237)	18% (51)	288
Ethnicity: White	80% (1371)	20% (351)	1722
Ethnicity: Hispanic	92% (323)	8% (27)	349
Ethnicity: Black	92% (253)	8% (21)	274

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Table MCTEdem1_7: Do you use any of the following social media platforms?
 YouTube

Demographic	Yes	No	Total N
Adults	83% (1819)	17% (381)	2200
Ethnicity: Other	96% (195)	4% (9)	204
All Christian	78% (714)	22% (201)	915
All Non-Christian	79% (82)	21% (22)	103
Atheist	87% (113)	13% (16)	129
Agnostic/Nothing in particular	86% (551)	14% (86)	637
Something Else	87% (360)	13% (56)	416
Religious Non-Protestant/Catholic	80% (99)	20% (25)	124
Evangelical	86% (471)	14% (79)	550
Non-Evangelical	77% (574)	23% (173)	747
Community: Urban	86% (525)	14% (87)	613
Community: Suburban	82% (833)	18% (186)	1019
Community: Rural	81% (461)	19% (108)	568
Employ: Private Sector	86% (599)	14% (101)	699
Employ: Government	88% (104)	12% (14)	118
Employ: Self-Employed	93% (189)	7% (14)	202
Employ: Homemaker	84% (123)	16% (24)	147
Employ: Student	95% (74)	5% (4)	78
Employ: Retired	63% (315)	37% (182)	497
Employ: Unemployed	91% (252)	9% (24)	276
Employ: Other	90% (164)	10% (19)	183
Military HH: Yes	74% (250)	26% (86)	337
Military HH: No	84% (1569)	16% (294)	1863
RD/WT: Right Direction	82% (681)	18% (148)	829
RD/WT: Wrong Track	83% (1139)	17% (232)	1371
Biden Job Approve	82% (849)	18% (182)	1031
Biden Job Disapprove	82% (837)	18% (187)	1024
Biden Job Strongly Approve	82% (357)	18% (81)	438
Biden Job Somewhat Approve	83% (492)	17% (101)	593
Biden Job Somewhat Disapprove	86% (250)	14% (41)	292
Biden Job Strongly Disapprove	80% (587)	20% (145)	732

Continued on next page

Table MCTEdem1_7: Do you use any of the following social media platforms?

YouTube

Demographic	Yes	No	Total N
Adults	83% (1819)	17% (381)	2200
Favorable of Biden	83% (859)	17% (180)	1038
Unfavorable of Biden	83% (871)	17% (179)	1050
Very Favorable of Biden	81% (388)	19% (89)	477
Somewhat Favorable of Biden	84% (470)	16% (91)	561
Somewhat Unfavorable of Biden	87% (243)	13% (36)	280
Very Unfavorable of Biden	82% (628)	18% (142)	770
#1 Issue: Economy	89% (735)	11% (87)	822
#1 Issue: Security	74% (235)	26% (81)	316
#1 Issue: Health Care	83% (243)	17% (50)	293
#1 Issue: Medicare / Social Security	67% (174)	33% (85)	259
#1 Issue: Women's Issues	88% (120)	12% (16)	136
#1 Issue: Education	92% (101)	8% (9)	109
#1 Issue: Energy	82% (108)	18% (23)	132
#1 Issue: Other	78% (104)	22% (30)	134
2020 Vote: Joe Biden	82% (802)	18% (178)	980
2020 Vote: Donald Trump	80% (547)	20% (137)	685
2020 Vote: Other	72% (61)	28% (24)	85
2020 Vote: Didn't Vote	91% (404)	9% (41)	445
2018 House Vote: Democrat	81% (603)	19% (137)	741
2018 House Vote: Republican	77% (459)	23% (136)	596
2018 House Vote: Someone else	70% (47)	30% (20)	67
2016 Vote: Hillary Clinton	81% (554)	19% (132)	686
2016 Vote: Donald Trump	77% (500)	23% (151)	651
2016 Vote: Other	80% (106)	20% (27)	133
2016 Vote: Didn't Vote	90% (659)	10% (70)	730
Voted in 2014: Yes	77% (935)	23% (278)	1214
Voted in 2014: No	90% (884)	10% (102)	986
4-Region: Northeast	80% (316)	20% (77)	394
4-Region: Midwest	82% (381)	18% (82)	462
4-Region: South	84% (696)	16% (128)	824
4-Region: West	82% (427)	18% (93)	520

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Table MCTEdem1_7: Do you use any of the following social media platforms?*YouTube*

Demographic	Yes		No		Total N
Adults	83%	(1819)	17%	(381)	2200
SRH Metaverse	87%	(701)	13%	(107)	808
SRH Meta Rebrand	83%	(1067)	17%	(215)	1282
SRH Facebook Files	84%	(821)	16%	(156)	976

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

Table MCTEdem1_8: Do you use any of the following social media platforms?

WhatsApp

Demographic	Yes	No	Total N
Adults	20% (430)	80% (1770)	2200
Gender: Male	24% (255)	76% (807)	1062
Gender: Female	15% (175)	85% (963)	1138
Age: 18-34	25% (165)	75% (490)	655
Age: 35-44	25% (91)	75% (266)	358
Age: 45-64	18% (138)	82% (613)	751
Age: 65+	8% (35)	92% (401)	436
GenZers: 1997-2012	24% (53)	76% (169)	222
Millennials: 1981-1996	27% (176)	73% (479)	655
GenXers: 1965-1980	22% (124)	78% (441)	565
Baby Boomers: 1946-1964	10% (71)	90% (610)	681
PID: Dem (no lean)	25% (204)	75% (597)	801
PID: Ind (no lean)	16% (122)	84% (642)	763
PID: Rep (no lean)	16% (104)	84% (532)	636
PID/Gender: Dem Men	30% (121)	70% (277)	398
PID/Gender: Dem Women	21% (83)	79% (320)	403
PID/Gender: Ind Men	18% (64)	82% (283)	346
PID/Gender: Ind Women	14% (58)	86% (359)	417
PID/Gender: Rep Men	22% (70)	78% (247)	317
PID/Gender: Rep Women	11% (34)	89% (285)	319
Ideo: Liberal (1-3)	24% (152)	76% (473)	625
Ideo: Moderate (4)	20% (134)	80% (534)	668
Ideo: Conservative (5-7)	16% (106)	84% (569)	675
Educ: < College	15% (231)	85% (1281)	1512
Educ: Bachelors degree	28% (126)	72% (318)	444
Educ: Post-grad	30% (73)	70% (171)	244
Income: Under 50k	16% (204)	84% (1072)	1276
Income: 50k-100k	21% (134)	79% (502)	636
Income: 100k+	32% (92)	68% (196)	288
Ethnicity: White	16% (282)	84% (1439)	1722
Ethnicity: Hispanic	38% (131)	62% (218)	349
Ethnicity: Black	29% (80)	71% (194)	274

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Table MCTEdem1_8: Do you use any of the following social media platforms?
 WhatsApp

Demographic	Yes	No	Total N
Adults	20% (430)	80% (1770)	2200
Ethnicity: Other	33% (67)	67% (137)	204
All Christian	20% (179)	80% (736)	915
All Non-Christian	37% (38)	63% (65)	103
Atheist	19% (25)	81% (104)	129
Agnostic/Nothing in particular	18% (114)	82% (523)	637
Something Else	18% (74)	82% (342)	416
Religious Non-Protestant/Catholic	36% (44)	64% (80)	124
Evangelical	22% (123)	78% (427)	550
Non-Evangelical	16% (117)	84% (630)	747
Community: Urban	30% (185)	70% (428)	613
Community: Suburban	18% (180)	82% (840)	1019
Community: Rural	12% (66)	88% (503)	568
Employ: Private Sector	27% (186)	73% (514)	699
Employ: Government	24% (29)	76% (90)	118
Employ: Self-Employed	30% (61)	70% (141)	202
Employ: Homemaker	13% (20)	87% (127)	147
Employ: Student	29% (23)	71% (55)	78
Employ: Retired	10% (51)	90% (446)	497
Employ: Unemployed	13% (37)	87% (239)	276
Employ: Other	13% (24)	87% (159)	183
Military HH: Yes	15% (50)	85% (287)	337
Military HH: No	20% (380)	80% (1483)	1863
RD/WT: Right Direction	27% (223)	73% (606)	829
RD/WT: Wrong Track	15% (207)	85% (1164)	1371
Biden Job Approve	26% (263)	74% (768)	1031
Biden Job Disapprove	13% (137)	87% (887)	1024
Biden Job Strongly Approve	26% (113)	74% (325)	438
Biden Job Somewhat Approve	25% (150)	75% (443)	593
Biden Job Somewhat Disapprove	16% (47)	84% (245)	292
Biden Job Strongly Disapprove	12% (90)	88% (642)	732

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Table MCTEdem1_8: Do you use any of the following social media platforms?

WhatsApp

Demographic	Yes	No	Total N
Adults	20% (430)	80% (1770)	2200
Favorable of Biden	25% (255)	75% (783)	1038
Unfavorable of Biden	15% (160)	85% (889)	1050
Very Favorable of Biden	25% (118)	75% (359)	477
Somewhat Favorable of Biden	24% (137)	76% (425)	561
Somewhat Unfavorable of Biden	19% (53)	81% (227)	280
Very Unfavorable of Biden	14% (108)	86% (662)	770
#1 Issue: Economy	22% (183)	78% (639)	822
#1 Issue: Security	15% (46)	85% (269)	316
#1 Issue: Health Care	23% (67)	77% (226)	293
#1 Issue: Medicare / Social Security	11% (29)	89% (230)	259
#1 Issue: Women's Issues	19% (26)	81% (109)	136
#1 Issue: Education	28% (30)	72% (79)	109
#1 Issue: Energy	22% (29)	78% (102)	132
#1 Issue: Other	14% (19)	86% (115)	134
2020 Vote: Joe Biden	23% (227)	77% (753)	980
2020 Vote: Donald Trump	14% (97)	86% (588)	685
2020 Vote: Other	23% (19)	77% (66)	85
2020 Vote: Didn't Vote	19% (85)	81% (360)	445
2018 House Vote: Democrat	23% (174)	77% (567)	741
2018 House Vote: Republican	15% (87)	85% (509)	596
2018 House Vote: Someone else	13% (9)	87% (58)	67
2016 Vote: Hillary Clinton	23% (158)	77% (528)	686
2016 Vote: Donald Trump	15% (99)	85% (552)	651
2016 Vote: Other	13% (17)	87% (116)	133
2016 Vote: Didn't Vote	21% (156)	79% (573)	730
Voted in 2014: Yes	18% (220)	82% (994)	1214
Voted in 2014: No	21% (210)	79% (776)	986
4-Region: Northeast	20% (77)	80% (316)	394
4-Region: Midwest	13% (60)	87% (402)	462
4-Region: South	19% (155)	81% (670)	824
4-Region: West	26% (138)	74% (382)	520

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Table MCTEdem1_8: Do you use any of the following social media platforms?*WhatsApp*

Demographic	Yes		No		Total N
Adults	20%	(430)	80%	(1770)	2200
SRH Metaverse	28%	(224)	72%	(583)	808
SRH Meta Rebrand	22%	(279)	78%	(1003)	1282
SRH Facebook Files	25%	(245)	75%	(732)	976

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	222	10%
	Millennials: 1981-1996	655	30%
	GenXers: 1965-1980	565	26%
	Baby Boomers: 1946-1964	681	31%
	N	2124	
xpid3	PID: Dem (no lean)	801	36%
	PID: Ind (no lean)	763	35%
	PID: Rep (no lean)	636	29%
	N	2200	
xpidGender	PID/Gender: Dem Men	398	18%
	PID/Gender: Dem Women	403	18%
	PID/Gender: Ind Men	346	16%
	PID/Gender: Ind Women	417	19%
	PID/Gender: Rep Men	317	14%
	PID/Gender: Rep Women	319	14%
	N	2200	
xdemIdeo3	Ideo: Liberal (1-3)	625	28%
	Ideo: Moderate (4)	668	30%
	Ideo: Conservative (5-7)	675	31%
	N	1968	
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	1276	58%
	Income: 50k-100k	636	29%
	Income: 100k+	288	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	915	42%
	All Non-Christian	103	5%
	Atheist	129	6%
	Agnostic/Nothing in particular	637	29%
	Something Else	416	19%
	N	2200	
xdemReligOther	Religious Non-Protestant/Catholic	124	6%
xdemEvang	Evangelical	550	25%
	Non-Evangelical	747	34%
	N	1297	
xdemUsr	Community: Urban	613	28%
	Community: Suburban	1019	46%
	Community: Rural	568	26%
	N	2200	
xdemEmploy	Employ: Private Sector	699	32%
	Employ: Government	118	5%
	Employ: Self-Employed	202	9%
	Employ: Homemaker	147	7%
	Employ: Student	78	4%
	Employ: Retired	497	23%
	Employ: Unemployed	276	13%
	Employ: Other	183	8%
	N	2200	
xdemMilHH1	Military HH: Yes	337	15%
	Military HH: No	1863	85%
	N	2200	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xnr1	RD/WT: Right Direction	829	38%
	RD/WT: Wrong Track	1371	62%
	N	2200	
xdemBidenApprove	Biden Job Approve	1031	47%
	Biden Job Disapprove	1024	47%
	N	2055	
xdemBidenApprove2	Biden Job Strongly Approve	438	20%
	Biden Job Somewhat Approve	593	27%
	Biden Job Somewhat Disapprove	292	13%
	Biden Job Strongly Disapprove	732	33%
	N	2055	
xdemBidenFav	Favorable of Biden	1038	47%
	Unfavorable of Biden	1050	48%
	N	2088	
xdemBidenFavFull	Very Favorable of Biden	477	22%
	Somewhat Favorable of Biden	561	26%
	Somewhat Unfavorable of Biden	280	13%
	Very Unfavorable of Biden	770	35%
	N	2088	
xnr3	#1 Issue: Economy	822	37%
	#1 Issue: Security	316	14%
	#1 Issue: Health Care	293	13%
	#1 Issue: Medicare / Social Security	259	12%
	#1 Issue: Women's Issues	136	6%
	#1 Issue: Education	109	5%
	#1 Issue: Energy	132	6%
	#1 Issue: Other	134	6%
	N	2200	
xsubVote20O	2020 Vote: Joe Biden	980	45%
	2020 Vote: Donald Trump	685	31%
	2020 Vote: Other	85	4%
	2020 Vote: Didn't Vote	445	20%
	N	2195	
xsubVote18O	2018 House Vote: Democrat	741	34%
	2018 House Vote: Republican	596	27%
	2018 House Vote: Someone else	67	3%
	N	1403	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xsubVote16O	2016 Vote: Hillary Clinton	686	31%
	2016 Vote: Donald Trump	651	30%
	2016 Vote: Other	133	6%
	2016 Vote: Didn't Vote	730	33%
	N	2199	
xsubVote14O	Voted in 2014: Yes	1214	55%
	Voted in 2014: No	986	45%
	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	
MCTExdem1	SRH Metaverse	808	37%
MCTExdem2	SRH Meta Rebrand	1282	58%
MCTExdem3	SRH Facebook Files	976	44%

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

